Car crashes rank among the leading causes of death in the United States.

2011 Traffic Safety Culture Index

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AAA Foundation for Traffic Safety

607 14th Street, NW, Suite 201 | Washington, DC 20005 | AAAFoundation.org | 202-638-5944

Introduction

In the quarter century from 1986 through 2010, the lives of 1,045,016 men, women, and children have ended violently as the result of motor vehicle crashes in the United States. Motor vehicle crashes are the leading cause of death for children, teens, and young adults up to age 34.[1] Statistics from the United States Department of Transportation indicate that 32,885 people died in motor vehicle crashes in 2010.[2] Although this represents the fewest people killed in crashes in a single year since 1950, it also represents an average of 90 lives needlessly cut short on an average day as the result of crashes on our roads.

Since 2006, the AAA Foundation for Traffic Safety has been sponsoring research to better understand traffic safety culture.[4-8] The Foundation's long-term term vision is to create a "social climate in which traffic safety is highly valued and rigorously pursued."[9] In 2008, the AAA Foundation conducted the first annual *Traffic Safety Culture Index*,[6] a nationally-representative telephone survey, to begin to assess a few key indicators of the degree to which traffic safety is valued and is being pursued.

As in previous years, this fourth annual *Traffic Safety Culture Index* finds that in some ways, Americans do appear to value safe travel and desire a greater level of safety than they now experience. For example, 70% of Americans say that the government should give more attention to making roads and highways safer, which is similar to the number that said the government should do more to increase the fuel economy of cars and take measures to reduce traffic congestion—issues that typically receive far more media attention and public debate than road safety.

On the other hand, this survey also highlights some aspects of the current traffic safety culture that might be characterized most appropriately as a "do as I say, not as I do" attitude that exists behind the wheel. For example, substantial numbers of drivers say that it is completely unacceptable to drive 10 mph over the speed limit on residential streets yet admit having done that in the past month.

This report presents the results of the AAA Foundation's fourth annual *Traffic Safety Culture Index*, conducted from June 6 through June 28, 2011 by Knowledge Networks for the AAA Foundation with a sample of 3,147 U.S. residents ages 16 and older using a web-enabled probability-based panel that is representative of the United States population.

Summary of Major Findings

Personal experience with crashes

- Nearly one of every two Americans has been involved in a serious crash, has had a friend or relative seriously injured or killed in a crash, or both.

Attitudes and behaviors: Drinking and driving

- Drivers view drinking and driving as a very serious threat, and virtually all disapprove of drinking and driving and acknowledge that others also disapprove of it. Fourteen percent, however, admit to drinking and driving at least once in the past year, and of these, more than 1 in 5 (21%; 3% of all drivers) said they did so in the past month.
- There is almost universal support for requiring alcohol-ignition interlocks for drivers convicted of DWI more than once, and more than 3 in 4 Americans support requiring interlocks for first-time DWI offenders.

Attitudes and behaviors: Cell phone use and texting

- Cell phone use while driving is widespread. More than 2 in 3 drivers report talking on their cell phone while driving in the past month, and nearly 1 in 3 say they do so fairly often or regularly. There is somewhat strong social disapproval toward using a hand-held cell phone while driving (71%), but nearly half of all drivers believe incorrectly that most others actually approve of it. People are generally accepting of hands-free cell phone use.
- Most people view drivers texting and emailing while driving as a very serious threat to their own personal safety and consider it completely unacceptable. However, more than 1 in 6 drivers (17%) don't perceive social disapproval from others; more than 1 in 4 (26%) admit to typing or sending a text message or email while driving in the past month; and more than 1 in 3 (35%) report reading a text message or email while driving in the past month.
- Nearly 3 in 4 Americans (71%) support restricting the use of hand-held cell phones while driving, but only a small majority (53%) support an outright ban on using any type of cell phone (including hands-free) while driving.
- There is strong support for laws restricting texting while driving.

Attitudes and behaviors: Speeding

- Speeding on freeways is widespread. Fifty-two percent of drivers say they have driven 15 mph over the speed limit on a freeway in the past month, and nearly 1 in 4 say they consider it acceptable to do so. In contrast, driving 15 mph over the speed limit on residential streets is much less common, and very few people say it is an acceptable behavior.

Attitudes and behaviors: Red light running

- Most drivers view it as unacceptable to drive through a traffic light that has already turned red if they could have stopped safely; however, more than 1 in 3 drivers (37%) admit doing this in the past month.

Attitudes and behaviors: Drowsy driving

- Most drivers view drowsy driving as a serious threat to their safety and a completely unacceptable behavior; however, nearly 1 in 3 admit to driving when they were so tired that they had a hard time keeping their eyes open at some point in the past month.

Attitudes and behaviors: Seatbelts and Helmets

- Most drivers view it as unacceptable to drive without wearing a seatbelt, and more than 3 in 4 say that they never do; however, nearly 1 in 4 admit that they have driven without wearing their seatbelt in the past 30 days, and nearly 1 in 5 say they have done this more than once.
- More than 4 in 5 Americans (83%) support a law requiring all motorcycle riders to wear a helmet, and 63% strongly support this.

Methods

The data reported here were collected in the AAA Foundation's fourth annual Traffic Safety Culture Index, a survey conducted June 6 – 28, 2011 by Knowledge Networks for the AAA Foundation with a nationally representative sample of 3,147 United States residents ages 16 and older.

The sample for this survey was drawn from Knowledge Networks' KnowledgePanel®[10], a sample of U.S. residents designed to be representative of the U.S. population. KnowledgePanel members are recruited through stratified national random samples, originally by telephone and now almost entirely by postal mail, including people residing in households without landline or cellular telephones or Internet access. If a sampled household lacks a computer and/or Internet access, Knowledge Networks provides a free laptop computer and free Internet access. Unlike Internet "opt-in" panels that include only individuals with Internet access who volunteer themselves to take surveys, only persons invited by Knowledge Networks through their probability-based sampling can join KnowledgePanel; a person cannot volunteer to join.

In this survey, drivers ages 16 to 18 were oversampled to ensure an adequate number of responses for age-specific analyses. For this portion of the sample, Knowledge Networks sampled KnowledgePanel panelists who were parents of at least one age-eligible teen and asked the panelist to confirm the presence of an age-eligible teen in the household; those who did not confirm this were terminated from the survey. If a household had more than one teen in this age range, one of the eligible teens was selected randomly by Knowledge Networks' survey system. Parents were asked to provide consent for the selected teen. Parents were informed that their teen could complete the survey at a later time if the teen was not presently available.

Sampled panelists received an invitation to complete the survey and were asked to do so at their earliest convenience. The survey was fielded from June 6 through June 28, 2011. Surveys were administered in English and in Spanish. The survey was sent to 6,832 people. Completed surveys were received from 3,800 people, thus yielding a completion rate[11] of 55.6%. Of the 3,800 respondents, 653 were classified as ineligible and screened out from the additional

sample of teen drivers for reasons such as their age or driving status. The data presented here are from the 3,147 eligible respondents who completed the survey.

The data were weighted to reflect the population of non-institutionalized United States residents ages 16+. First, sampling weights were first calculated for each KnowledgePanel member to account for differential probability of selection due to the sample design of KnowledgePanel. Then, the data were post-stratified and weighted to align the KnowledgePanel to the population with respect to age, sex, race/ethnicity, education, Census region, household income, home ownership status, metropolitan area status, Internet access status, and primary language spoken at home using the U.S. Census Bureau's Current Population Survey (April 2011 data and October 2009 Internet Use Supplement) and the 2007 Pew Hispanic Center Survey. Finally, study-specific post-stratification weights were also calculated to account for the oversampling of persons ages 16-18 in this survey.

The results reported here have a margin of error that varies according to whether data are being reported on the entire sample or some subset thereof, as well as the distribution of responses to each individual item. Due to factors related to the sample design including stratification in the design of the KnowledgePanel and the oversampling of teen-agers in this survey, the margin of error in this survey is slightly larger than it would be in a simple random sample in which each eligible sampling unit had identical chance of being included in the sample. As an illustrative example, the margin of error of a proportion of around 50%, computed using the entire sample of drivers, would be approximately 2.3 percentage points at the 95% confidence level in this survey, whereas it would be approximately 1.9 percentage points in simple random sample of the same size. For statistics based on only a subset of the sample, the margin of error is greater.

Note that the margin of error reflects only the level of confidence that the responses of a random sample of respondents are statistically representative of the responses that would have been obtained if the entire population were to have been interviewed over the same time period using the same questionnaire. It does not reflect errors related to systematic non-coverage of certain segments of the population (e.g., people who cannot read in English nor in Spanish), non-response (i.e., eligible respondents who either cannot be contacted or refuse to participate), differences in respondents' understanding of survey questions or response options, or deliberate misreporting of information (e.g., under-reporting of behaviors that may be perceived as undesirable).

In addition to the core set of questions collected annually for the *Traffic Safety Culture Index*, teenage respondents who reported having a driver's license were asked an additional series of questions related to another study being conducted by the AAA Foundation. Those results are not reported here; they will be published separately at a later date.

This report summarizes the main results of the survey; complete top-line results are included in tables in the Appendix.

Results and Discussion

Traffic Safety as a Social Issue

A majority of Americans express some opinions consistent with a belief that traffic safety is a serious issue that warrants attention. For example, 7 in 10 Americans (70.2%) agree that the United States government should give more attention to making roads and highways safer, similar to the number that said the government should give more attention to improving vehicle fuel economy (74.1%) and reducing congestion (71.6%). Additionally, more than 3 in 5 (62%) believe the U.S. government should give more attention to making cars safer (Table 2 in Appendix).

Although many Americans seem to think traffic safety is important generally, the survey findings reveal a "do as I say, not as I do" attitude among drivers. For example, substantial numbers of drivers say that it is completely unacceptable to text message or talk on a cell phone while driving, yet admit to doing so anyway.

Nearly half of all Americans have been touched in some way by a serious motor vehicle crash. Specifically, nearly 1 in 4 Americans (23%) report having been involved in a motor vehicle crash in which someone had to go to the hospital, including 13% who have been seriously injured in a crash themselves. More than 1 in 3 Americans (35%) report having had a friend or relative who was seriously injured or killed in a motor vehicle crash (Table 13). Overall, nearly half of all Americans (46%) report having been involved in a serious crash, having had a friend or relative seriously injured or killed in a crash, or both.

Attitudes and Behavior: Drinking and Driving

Drinking and driving is viewed as a very serious safety threat, social disapproval is almost universal, social stigma is felt strongly, and 14 percent of drivers admit to drinking and driving. There is overwhelming support for requiring repeat DWI offenders to use alcohol-ignition interlocks on their vehicles, and majority support for requiring all DWI offenders (including first-time offenders) to use interlocks.

More than 3 in 4 drivers (76%) say that people driving after drinking alcohol are a very serious threat to their personal safety (Table 3), and 97% say that they personally consider it unacceptable (91% completely unacceptable) for a driver to drive when they think they may have had too much to drink (Table 5). Additionally, 91% believe that most other people where they live consider it unacceptable for a driver to drive after drinking too much (Table 4).

Over 14% of drivers report having driven when they thought that their alcohol level might have been close to or possibly over the legal limit within the past 12 months, and nearly 1 in 10 (9%) said they did so more than once (Table 6). Of those who reported drinking and driving in the past year, more than 1 in 5 (3% of all drivers) said they did so in the past month.

Nine out of ten Americans support requiring all drivers who have been convicted of DWI more than once to use a device that won't let their car start if they have been drinking. Greater than a three-quarters majority of Americans (76%) supports requiring all drivers convicted of DWI—including first-time DWI offenders—to use such a device (Table 11).

Attitudes and Behavior: Cell phone use and text messaging

Cell phone use while driving remains widespread. More than 2 in 3 drivers (68%) report having talked on a cell phone while driving within the past 30 days; 61% report doing this on more than one occasion, and 31% say they talk on their cell phone while driving fairly often or regularly (Table 6). There is somewhat strong social disapproval toward using a hand-held cell phone while driving—71% say it is somewhat or completely unacceptable (Table 5)—but nearly half of all drivers believe incorrectly that most others actually approve of it (Table 4). A majority of drivers say that talking on a hands-free cell phone while driving is acceptable. Most people view drivers text messaging and emailing while driving as a very serious threat to their own personal safety and consider it completely unacceptable; however, more than 1 in 6 drivers (17%) don't perceive this social disapproval from others (Table 4), and a substantial minority admit to texting or emailing while driving. More than 1 in 4 (26%) say they have typed or sent a text message or email in the past 30 days while driving, and more than 1 in 3 (35%) say they have read a text message or email while driving during this time (Table 6).

Nearly 3 in 5 drivers (58%) say that drivers talking on cell phones are a very serious threat to their personal safety (Table 3). Seventy-one percent of drivers say that they personally consider it unacceptable (45% completely unacceptable) for a driver to talk on a hand-held cell phone while driving; 28% consider it somewhat or completely acceptable (Table 5). Only 2 in 5 drivers, however, consider it unacceptable for a driver to talk on a hands-free cell phone while driving; nearly 3 in 5 (58%) consider it acceptable. Nearly half of drivers (46%) believe that most other people where they live consider it somewhat or completely acceptable for a driver to talk on a hand-held cell phone, and nearly 3 in 4 drivers (73%) believe that most other people consider it acceptable to talk on a hands-free cell phone (Table 4).

Of the 68% of drivers who reported talking on a cell phone while driving in the past 30 days, 41% said they "almost always" answer calls if their phone rings while stopped at a red light. Roughly the same number, however, said they never answer the phone when driving in heavy traffic, either on the freeway or in the city (39% each) (Table 7). Of this same group, roughly 1 in 10 said they regularly make calls on their cell phone while stopped at a red light (13%), while stopped in stop-and-go traffic (11%), or while driving on a residential street with no traffic (9%) (Table 8).

Americans are almost evenly-divided with regard to laws prohibiting any and all cell phone use, but majority support (53%) exists for such legislation, with 28% strongly supporting such a law. Forty-six percent of Americans, however, oppose having a law against using any type of cell phone while driving, and 18% strongly oppose this (Table 11).

Nearly 4 in 5 drivers (79%) say that drivers text messaging or emailing are a very serious threat to their personal safety (Table 3), 94% say that they personally consider it unacceptable (81% completely unacceptable) for a driver to text or email while driving (Table 5), and 82% believe that most other people where they live consider it unacceptable to text while driving (Table 4). Nonetheless, more than 1 in 3 drivers (35%) admit to reading a text message or email while driving in the past 30 days, and nearly 1 in 10 (9%) admit to doing this fairly often or regularly. In that same time period more than 1 in 4 drivers (26%) admit to typing or sending a text or e-mail, and 7% say they do so fairly often or regularly (Table 6).

Of the 35% of drivers who reported reading a text message or e-mail while driving in the past 30 days, more than half (54%) said they did so fairly often or regularly while stopped at a red light (Table 9). Of the 26% of drivers who said they typed a text message or e-mail while driving in the past 30 days, more than 1 in 3 (35%) said they did so fairly often or regularly while stopped at a red light. More than half, however, said they never typed a text or e-mail while driving in heavy city traffic (54%) or while driving in heavy freeway traffic (58%) (Table 10).

Nearly 9 in 10 Americans (87%) support having a law against reading, typing, or sending a text message or email while driving; nearly 7 in 10 (69%) strongly support such a law (Table 11).

Attitudes and Behavior: Speeding

Speeding on freeways is widespread. More than half of all drivers say they have driven 15 mph over the speed limit on a freeway in the past month, and nearly 1 in 4 say they consider it acceptable to do so. In contrast, driving 15 mph over the speed limit on residential streets is much less common, and very few people rate it as an acceptable behavior.

Over half of all drivers (51%) say that drivers speeding on residential streets are a very serious threat to their personal safety, and two in five (41%) say this about drivers speeding on freeways (Table 3). Virtually all drivers (94%) consider it unacceptable (78% completely unacceptable) for a driver to drive 15 mph over the speed limit on a residential street (Table 5), and 86% believe that most other people where they live consider it unacceptable for a driver to do so (Table 4). In contrast to this, less than 3 in 4 drivers (74%) consider it unacceptable to drive 15 mph over the speed limit on freeways (Table 5), and nearly one in four (24%) considers it acceptable. However, more than two in five drivers (41%) believe incorrectly that most other people consider it acceptable to drive 15 mph over the speed limit on freeways (Table 4).

More than half of all drivers (52%) report having driven 15 mph over the speed limit on a freeway within the past 30 days; 17% report doing this fairly often or regularly. More than two in five drivers (43%) report having driven 10 mph over the speed limit on a residential street in the past 30 days, and 26% report having driven 15 mph over the speed limit on a residential street; however, very few drivers report doing this more than rarely.

Attitudes and Behavior: Red-Light Running

More than 9 in 10 drivers (94%) consider it unacceptable for a driver to drive through a light that had already turned red when they could have stopped safely (70% completely unacceptable) (Table 5), and 81% say that most other people where they live consider this unacceptable (Table 4).

Nonetheless, more than 1 in 3 drivers (37%) admit to having driven through a light that had just turned red when they could have stopped safely in the past 30 days. Nearly 1 in 4 (24%) report having done this more than once; however, very few (2%) report doing this fairly often or regularly (Table 6).

Attitudes and Behavior: Drowsy Driving

Most people view other drivers driving while drowsy as a serious threat to their own personal safety and a completely unacceptable behavior; however, many drivers still admit to driving while extremely drowsy themselves.

Fifty-six percent of drivers view sleepy drivers as a very serious threat to their personal safety (Table 3). Virtually all drivers (96%) consider it unacceptable for someone to drive when they are so sleepy that they have a hard time keeping their eyes open (82% completely unacceptable) (Table 5), and fully 90% believe that most other people where they live consider it unacceptable (Table 4).

Despite this, nearly one-third of drivers (32%) reported having driven when they were so tired that they had a hard time keeping their eyes open in the past 30 days. Twenty-two percent reported having done this more than once, and 3% reported having done this fairly often or regularly (Table 6).

Attitudes and Behavior: Seatbelts and Helmets

Nearly 7 in 8 drivers (86%) say it is unacceptable for a driver to drive without wearing his or her seatbelt (69% completely unacceptable) (Table 5); 78% say they believe that most other people where they live consider this unacceptable (Table 4).

Nearly 1 in 4 drivers (23%) report having driven without wearing their seatbelt in the past 30 days; nearly 1 in 5 (19%) report doing this more than once, and 8% report driving without a seatbelt fairly often or regularly (Table 6).

While helmet usage was not covered in the survey, more than 4 in 5 Americans (83%) support a law requiring all motorcycle riders to wear a helmet (63% strongly support) (Table 11).

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Appendix: Data Tables

Table 1. In your opinion, how much attention does the United States government give to each of the issues below?

	A lot of attention	A fair amount of attention	A little bit of attention	No attention at all	Don't Know / Refused	N
Making cars safer	18.0%	49.6%	26.3%	5.1%	1.0%	3,147
Making roads and highways safer	11.3%	40.2%	40.7%	7.0%	0.8%	3,147
Making cars use less gasoline	14.5%	33.5%	39.7%	11.5%	0.8%	3,147
Reducing traffic congestion on roads and highways	7.1%	27.5%	48.4%	16.1%	0.8%	3,147

Base: US residents ages 16+, weighted to reflect US population.

Table 2. In your opinion, how much attention should the United States government give to each of the issues below?

	Much more	Somewhat more	About the same	Somewhat less	Much less	Total "More"	Total "Less"	Don't Know / Refused	N
Making cars safer	32.2%	30.2%	29.1%	3.1%	3.1%	62.4%	6.1%	2.4%	3,147
Making roads and highways safer	35.1%	35.2%	23.5%	2.1%	2.1%	70.2%	4.3%	2.0%	3,147
Making cars use less gasoline	50.1%	24.0%	15.9%	3.4%	4.5%	74.1%	7.9%	2.1%	3,147
Reducing traffic congestion on roads and highways	34.0%	37.5%	20.9%	2.6%	2.6%	71.6%	5.2%	2.4%	3,147

Base: US residents ages 16+, weighted to reflect US population.

Table 3. How much of a threat to your personal safety are…?

	Not a threat	Minor threat	Somewhat serious threat	Very serious threat	Don't Know / Refused	N
Aggressive drivers	1.3%	9.6%	33.0%	55.1%	0.9%	2,775
Drivers talking on cell phones	1.3%	9.9%	30.2%	57.9%	0.7%	2,775
People driving after drinking alcohol	0.9%	5.8%	16.6%	76.3%	0.4%	2,775
Drivers text messaging or emailing	0.6%	3.6%	16.4%	78.8%	0.6%	2,775
Drivers speeding on freeways	3.5%	20.5%	34.1%	41.4%	0.4%	2,775
Drivers speeding on residential streets	2.2%	13.4%	32.1%	51.3%	1.0%	2,775
Drivers running red lights	1.2%	11.2%	22.9%	64.3%	0.5%	2,775
Sleepy drivers	1.1%	12.8%	28.8%	56.3%	0.9%	2,775

Base: US residents ages 16+ who reported driving in past 30 days, weighted to reflect US population

Table 4. Where you live, how acceptable would* most other people *say it is for a driver to…?

	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Total Acceptable	Total Unacceptable	Don't Know / Refused	N
Drive 15 miles per hour over the speed limit on a freeway	10.7%	29.9%	29.1%	29.2%	40.6%	58.3%	1.1%	2,775
Drive 15 miles per hour over the speed limit on a residential street	2.4%	10.3%	28.5%	57.8%	12.7%	86.3%	1.1%	2,775
Drive 10 miles per hour over the speed limit on a residential street	4.4%	18.1%	33.5%	42.9%	22.5%	76.4%	1.1%	2,775
Talk on a hands-free cell phone while driving	36.5%	36.5%	12.7%	12.9%	73.0%	25.6%	1.4%	2,775
Talk on a hand-held cell phone while driving	12.0%	34.2%	26.1%	26.4%	46.2%	52.5%	1.3%	2,775
Type text messages or emails while driving	3.3%	13.6%	27.2%	54.7%	16.9%	81.9%	1.1%	2,775
Drive when they're so sleepy that they have trouble keeping their eyes open	1.2%	7.3%	28.8%	61.2%	8.5%	90.0%	1.4%	2,775
Drive without wearing their seatbelt	3.8%	17.1%	32.4%	45.4%	20.9%	77.8%	1.2%	2,775
Drive through a light that just turned red, when they could have stopped safely	3.5%	14.9%	31.3%	49.3%	18.4%	80.6%	1.1%	2,775
Drive when they think they may have had too much to drink	1.9%	5.9%	18.7%	72.3%	7.8%	91.0%	1.2%	2,775

Base: US residents ages 16+ who reported driving in past 30 days, weighted to reflect US population

Table 5. How acceptable do* you, personally, *feel it is for a driver to…?

	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Total Acceptable	Total Unacceptable	Don't Know / Refused	N
Drive 15 miles per hour over the speed limit on a freeway	6.4%	17.7%	24.7%	49.7%	24.1%	74.4%	1.5%	2,775
Drive 15 miles per hour over the speed limit on a residential street	0.9%	3.4%	15.7%	78.0%	4.3%	93.7%	2.0%	2,775
Drive 10 miles per hour over the speed limit on a residential street	1.6%	8.9%	24.8%	63.0%	10.5%	87.8%	1.6%	2,775
Talk on a hands-free cell phone while driving	22.7%	35.6%	18.1%	22.2%	58.3%	40.3%	1.4%	2,775
Talk on a hand-held cell phone while driving	6.3%	21.3%	25.9%	45.0%	27.6%	70.9%	1.6%	2,775
Type text messages or emails while driving	0.9%	3.4%	12.9%	81.1%	4.3%	94.0%	1.7%	2,775
Drive when they're so sleepy that they have trouble keeping their eyes open	0.5%	1.3%	14.4%	82.0%	1.8%	96.4%	1.7%	2,775
Drive without wearing their seatbelt	4.3%	7.9%	17.6%	68.7%	12.2%	86.3%	1.4%	2,775
Drive through a light that just turned red, when they could have stopped safely	0.7%	4.4%	23.8%	69.9%	5.1%	93.7%	1.3%	2,775
Drive when they think they may have had too much to drink	0.5%	0.7%	6.5%	90.7%	1.2%	97.2%	1.6%	2,775

Base: US residents ages 16+ who reported driving in past 30 days, weighted to reflect US population

Table 6. In the past 30 days, how often have you…?

	Never	Just once	Rarely	Fairly often	Regularly	Total Any	Total Fairly often / Regularly	Don't Know / Refused	N
Driven 15 mph over the speed limit on a freeway	47.6%	6.8%	27.8%	12.3%	4.6%	51.5%	16.9%	0.9%	2,775
Driven 15 mph over the speed limit on a residential street	73.4%	3.0%	18.4%	3.2%	1.3%	25.9%	4.5%	0.8%	2,775
Driven 10 mph over the speed limit on a residential street	57.0%	5.6%	26.3%	8.5%	2.1%	42.5%	10.6%	0.5%	2,775
Read a text message or email while you were driving	64.9%	5.4%	19.7%	7.0%	2.4%	34.5%	9.4%	0.6%	2,775
Typed or sent a text message or email while you were driving	73.9%	5.4%	13.7%	4.5%	2.0%	25.6%	6.5%	0.6%	2,775
Driven without wearing your seatbelt	76.1%	3.7%	11.6%	4.1%	3.7%	23.1%	7.8%	0.8%	2,775
Driven when you were so tired that you had a hard time keeping your eyes open	67.6%	9.6%	19.3%	2.2%	0.7%	31.8%	2.9%	0.6%	2,775
Driven through a light that had just turned red when you could have stopped safely	62.8%	12.7%	21.9%	1.5%	0.5%	36.6%	2.0%	0.6%	2,775
Talked on a cell phone while you were driving	31.4%	6.5%	30.1%	21.0%	10.0%	67.6%	31.0%	0.9%	2,775
[In the past 12 months] Driven when you thought your alcohol level might have been close to or possibly over the legal limit	85.7%	5.0%	7.9%	1.0%	0.3%	14.2%	1.3%	0.1%	2,775

Base: US residents ages 16+ who reported driving in past 30 days, weighted to reflect US population

Table 7. How often do you answer calls if your phone rings or vibrates while you are…?

	Never	Less than half of the time	About half of the time	More than half of the time	Almost always	Total More than half of time	Don't Know / Refused	N
Stopped at a red light	8.4%	22.1%	13.9%	14.8%	40.6%	55.4%	0.3%	1,817
Stopped in stop-and-go traffic	17.7%	19.9%	13.0%	15.9%	32.9%	48.8%	0.5%	1,817
Driving in heavy city traffic	38.6%	22.7%	11.1%	9.9%	16.8%	26.7%	0.9%	1,817
Driving on a residential street with no traffic	15.9%	22.8%	16.2%	15.2%	29.1%	44.3%	0.8%	1,817
Driving on a freeway with light traffic	23.4%	19.9%	16.0%	14.0%	25.9%	39.9%	0.8%	1,817
Driving on a freeway with heavy traffic	38.9%	20.5%	11.3%	11.6%	16.8%	28.4%	0.8%	1,817

Base: US residents ages 16+ who reported talking on a cell phone while driving in past 30 days, weighted to reflect US population

Table 8. How often do you <u>make calls</u> from your cell phone while you are…?

	Never	Almost never	Rarely	Fairly often	Regularly	Total Fairly often / Regularly	Don't Know / Refused	N
Stopped at a red light	18.1%	24.0%	25.7%	18.9%	12.8%	31.7%	0.4%	1,817
Stopped in stop-and-go traffic	25.0%	23.1%	25.3%	15.1%	10.6%	25.7%	0.8%	1,817
Driving in heavy city traffic	40.8%	25.7%	17.9%	7.3%	7.2%	14.5%	1.0%	1,817
Driving on a residential street with no traffic	24.0%	23.7%	25.7%	16.9%	9.0%	25.9%	0.7%	1,817
Driving on a freeway with light traffic	30.0%	21.7%	24.1%	14.3%	9.3%	23.6%	0.5%	1,817
Driving on a freeway with heavy traffic	44.6%	21.6%	18.1%	7.7%	6.9%	14.6%	1.1%	1,817

Base: US residents ages 16+ who reported talking on a cell phone while driving in past 30 days, weighted to reflect US population

Table 9. How often do you read text messages or emails while you are…?

	Never	Almost never	Rarely	Fairly often	Regularly	Total Fairly often / Regularly	Don't Know / Refused	N
Stopped at a red light	6.1%	15.4%	23.5%	29.7%	24.3%	54.0%	1.1%	948
Stopped in stop-and-go traffic	14.4%	18.6%	27.6%	23.0%	14.6%	37.6%	1.7%	948
Driving in heavy city traffic	37.0%	24.4%	21.8%	9.5%	5.8%	15.3%	1.5%	948
Driving on a residential street with no traffic	23.1%	22.1%	25.2%	18.7%	8.7%	27.4%	2.2%	948
Driving on a freeway with light traffic	27.2%	25.2%	21.9%	16.9%	7.4%	24.3%	1.4%	948
Driving on a freeway with heavy traffic	41.5%	21.6%	19.3%	10.5%	5.4%	15.9%	1.8%	948

Base: US residents ages 16+ who reported reading a text message or email while driving in past 30 days, weighted to reflect US population

Table 10. How often do you type text messages or emails while you are…?

	Never	Almost never	Rarely	Fairly often	Regularly	Total Fairly often / Regularly	Don't Know / Refused	N
Stopped at a red light	19.2%	21.4%	23.3%	20.1%	15.1%	35.2%	0.8%	948
Stopped in stop-and-go traffic	32.1%	23.5%	20.1%	13.5%	9.7%	23.2%	1.0%	948
Driving in heavy city traffic	53.6%	22.4%	13.3%	5.0%	4.2%	9.2%	1.5%	948
Driving on a residential street with no traffic	43.7%	21.3%	18.6%	9.3%	6.0%	15.3%	1.0%	948
Driving on a freeway with light traffic	46.2%	23.8%	15.1%	7.9%	5.2%	13.1%	1.8%	948
Driving on a freeway with heavy traffic	58.0%	20.4%	11.6%	5.4%	3.7%	9.1%	0.9%	948

Base: US residents ages 16+ who reported typing or sending a text message or email while driving in past 30 days, weighted to reflect US population

Table 11. How strongly do you support or oppose…?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total Support	Total Oppose	Don't Know / Refused	N
Having a law against reading, typing, or sending a text message or email while driving	69.4%	17.5%	6.8%	4.5%	86.9%	11.3%	1.8%	3,147
Having a law against using a hand-held cell phone while driving, for all drivers regardless of their age	46.7%	24.0%	17.7%	9.9%	70.7%	27.6%	1.7%	3,147
Having a law against using any type of cell phone while driving, hand-held or hands-free, for all drivers regardless of their age	28.1%	24.4%	28.1%	17.9%	52.5%	46.0%	1.5%	3,147
Having a law requiring drivers who have been convicted of DWI more than one time to use a device that won't let their car start if they have been drinking	68.1%	22.0%	5.3%	2.8%	90.1%	8.1%	1.8%	3,147
Having a law requiring ALL drivers who have been convicted of DWI to use a device that won't let their car start if they have been drinking, even if it's their first time being convicted of DWI	49.6%	26.1%	15.0%	7.3%	75.7%	22.3%	1.9%	3,147
Having a law requiring car rental companies to provide the safety ratings of their cars (example: star ratings) on their Web site and in their office	33.5%	43.9%	14.0%	6.6%	77.4%	20.6%	2.0%	3,147
Having a law requiring all states to publish maps that show the locations of motor vehicle accidents in which people were seriously injured or killed.	16.9%	38.6%	28.2%	14.5%	55.5%	42.7%	1.8%	3,147
Having a law requiring all motorcycle riders to wear a helmet.	63.0%	19.5%	9.3%	6.4%	82.5%	15.7%	1.8%	3,147
Having a law requiring all bicycle riders to wear a helmet when riding on roads open to cars.	52.3%	25.5%	12.1%	8.4%	77.8%	20.5%	1.7%	3,147

Base: Sample of US residents ages 16+, weighted to reflect US population

Table 12. Driver Characteristics

(Column percent weighted to reflect U.S. resident population ages 16+, unweighted N)

Type of Vehicle Driven Most Often	%	N
Car	59.5%	1,679
Van / Minivan	8.9%	276
Pickup Truck	11.9%	289
SUV	17.2%	467
Other	2.2%	51
Don't Know / Refused	0.4%	13
Number of Times Stopped by Police for Moving Violation in Past 2 Years	**%**	**N**
0	78.4%	2,208
1	15.3%	412
2+	5.9%	139
Don't Know / Refused	0.4%	16
Number of Tickets for Moving Violations in Past 2 Years	**%**	**N**
0	86.8%	2,432
1	10.1%	262
2+	2.8%	70
Don't Know / Refused	0.3%	11
Number of Accidents while Driving in Past 2 Years	**%**	**N**
0	87.8%	2,409
1	9.2%	280
2+	2.1%	61
Don't Know / Refused	1.0%	25

Base: Respondents who reported having driven in past 30 days.

Table 13. Sample Characteristics
(Column percent weighted to reflect U.S. resident population ages 16+, unweighted N)

	Drivers (N=2,775)		All Respondents (N=3,147)	
Age Group	**%**	**N**	**%**	**N**
16-19	5.3%	519	6.4%	658
20-24	5.6%	123	6.5%	152
25-34	20.0%	348	19.5%	389
35-44	17.2%	371	17.0%	407
45-54	17.9%	429	17.2%	466
55-64	18.5%	520	18.1%	560
65-74	10.9%	334	10.8%	366
75+	4.6%	131	4.7%	149
Sex	**%**	**N**	**%**	**N**
Male	49.4%	1,341	48.5%	1,497
Female	50.6%	1,434	51.5%	1,650
Education	**%**	**N**	**%**	**N**
Not High School Graduate	13.0%	457	15.9%	619
High School Graduate	28.8%	818	29.8%	947
Some College / Associate's Degree	28.6%	685	27.4%	742
Bachelor's Degree or Higher	29.7%	815	27.0%	839
Marital Status	**%**	**N**	**%**	**N**
Never Married	17.1%	460	20.2%	632
Married	57.1%	1,712	53.2%	1,807
Living with Partner	9.6%	202	9.5%	233
Separated / Divorced	12.4%	295	12.9%	346
Widowed	3.9%	106	4.2%	129
Race and Ethnicity	**%**	**N**	**%**	**N**
Non-Hispanic White	70.5%	2,090	67.7%	2,273
Not-Hispanic Black	9.7%	216	11.5%	295
Hispanic (Any Race)	13.3%	299	14.2%	381
Other Race / Multiple Races	6.6%	170	6.6%	198
Language of Interview	**%**	**N**	**%**	**N**
English	93.9%	2,640	93.6%	2,980
Spanish	6.1%	135	6.4%	166
Type of Community	**%**	**N**	**%**	**N**
Country	13.4%	368	12.4%	387
Small Town	19.8%	524	19.4%	584
Medium-Sized Town	19.2%	574	18.9%	655
Small City	23.0%	630	22.4%	691
Large City	24.3%	663	26.0%	801
Unknown	0.4%	16	0.9%	29

Table 13. Sample Characteristics (Continued)

(Column percent weighted to reflect U.S. resident population ages 16+, unweighted N)

	Drivers (N=2,775)		All Respondents (N=3,147)	
Region	**%**	**N**	**%**	**N**
Northeast	17.4%	498	18.4%	588
Midwest	22.4%	670	21.8%	735
South	36.7%	971	36.7%	1,100
West	23.6%	636	23.1%	724
Ever Involved in Serious Motor Vehicle Accident	**%**	**N**	**%**	**N**
Yes	22.9%	579	22.8%	643
No	76.4%	2,177	76.0%	2,473
Don’t Know / Refused	0.7%	19	1.2%	31
Ever Seriously Injured in Motor Vehicle Accident	**%**	**N**	**%**	**N**
Yes	12.1%	310	12.5%	351
No	87.4%	2,447	86.5%	2,769
Don’t Know / Refused	0.6%	18	1.0%	27
Friend or Relative Ever Seriously Injured or Killed in Motor Vehicle Accident	**%**	**N**	**%**	**N**
Yes	34.7%	957	35.0%	1,092
No	65.0%	1,806	64.3%	2,033
Don’t Know / Refused	0.3%	12	0.7%	22