

## Plymouth Rock Northeastern Regional Distracted Driving Survey Results

### 1 Executive Summary

The Plymouth Rock Northeastern Regional Distracted Driving Survey results are based on responses submitted by 3,300 individuals within the Northeastern region. The objective of the survey is to measure behavior as well as attitudes toward distracted driving.

Key findings include:

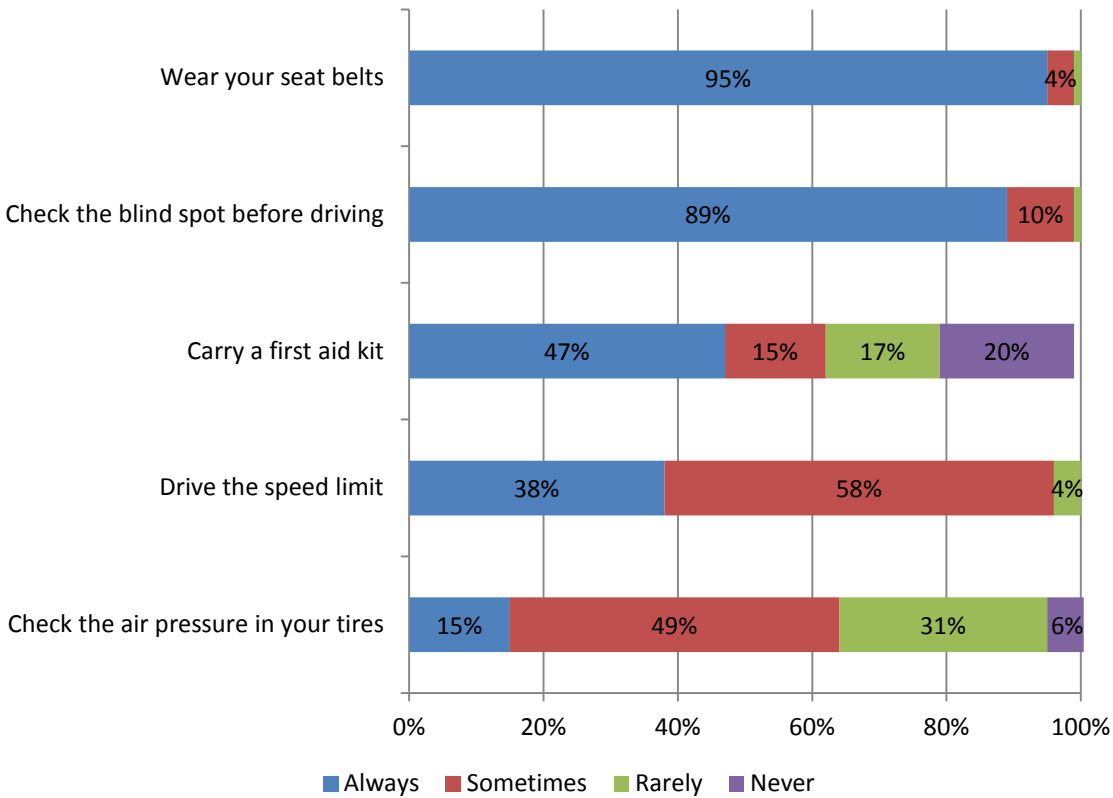
- Virtually all respondents said they had participated in at least one distracted driving behavior; only 1% claimed to drive without any distractions. Nearly two-thirds say they perform at least one distracted driving behavior daily
  - Top distracted driving behaviors include (% ever participating in):
    - Talking with passengers (95%)
    - Tuning the radio (92%)
    - Reaching for items in the passenger seat (84%)
    - Eating or drinking (83%)
  - Top distracted driving behaviors using technology (% ever participating in):
    - Changed CDs or DVDs (54%)
    - Made/received calls without using a hands-free device (49%)
    - Programmed a GPS (26%)
    - Read/sent text messages (24%)
  - Only 3% of participants used a device to browse the Internet
  - Most frequent distracted driving behaviors include (% participating in daily or weekly):
    - Tuning the radio (84%)
    - Talking with passengers (76%)
    - Eating or drinking (65%)
    - Reading/sending text messages (56%)
    - Making/receiving calls without using a hands-free device (48%)
- The majority (58%) of respondents park their car in a safe location to send a text message or have a passenger send the text for them (36%), however, one-third (32%) send the text message while stopped at a traffic sign/light
- Over one-half (55%) of respondents have witnessed another driver texting with at least one adult passenger in the car, while over one-third (38%) have witnessed a driver texting with at least one child passenger
  - Regardless of the situation witnessed, the large majority of respondents (between 70% and 87%, depending on the situation) say they did nothing as a result
    - The situation most likely to warrant an action by the respondent was being a passenger while a driver was texting – 31% said they made an attempt to alert the driver to stop texting

- 8 out of 10 (81%) respondents overall are aware of laws banning texting while driving
  - However, while 91% of drivers in Connecticut are aware of this law (the highest level of awareness), only 62% of drivers in New Hampshire are (the lowest level of awareness)
- Approximately one-third of respondents (37%) or less are aware of laws banning other types of distracted driving, such as speaking on a mobile device, using an internet browser and texting while at a stop sign or traffic signal
- Respondents feel most unsafe if they are a passenger in a car while the driver is under the influence of alcohol (93% Very unsafe) followed by:
  - Reading a newspaper (90% Very unsafe)
  - Browsing the Internet (87%)
  - Reading/sending text messages (77%)
- Nearly two-thirds (72%) of respondents say they are Very likely to obey distracted driving laws in the next six months
  - Respondents in Rhode Island (69%) and New Hampshire (69%) are least likely to say the same
  - Respondents under 45 are significantly less likely to say they are Very likely than respondents over the age of 45 (45% vs. 79%)

## 2 Regional Distracted Driving Survey Results - 2014

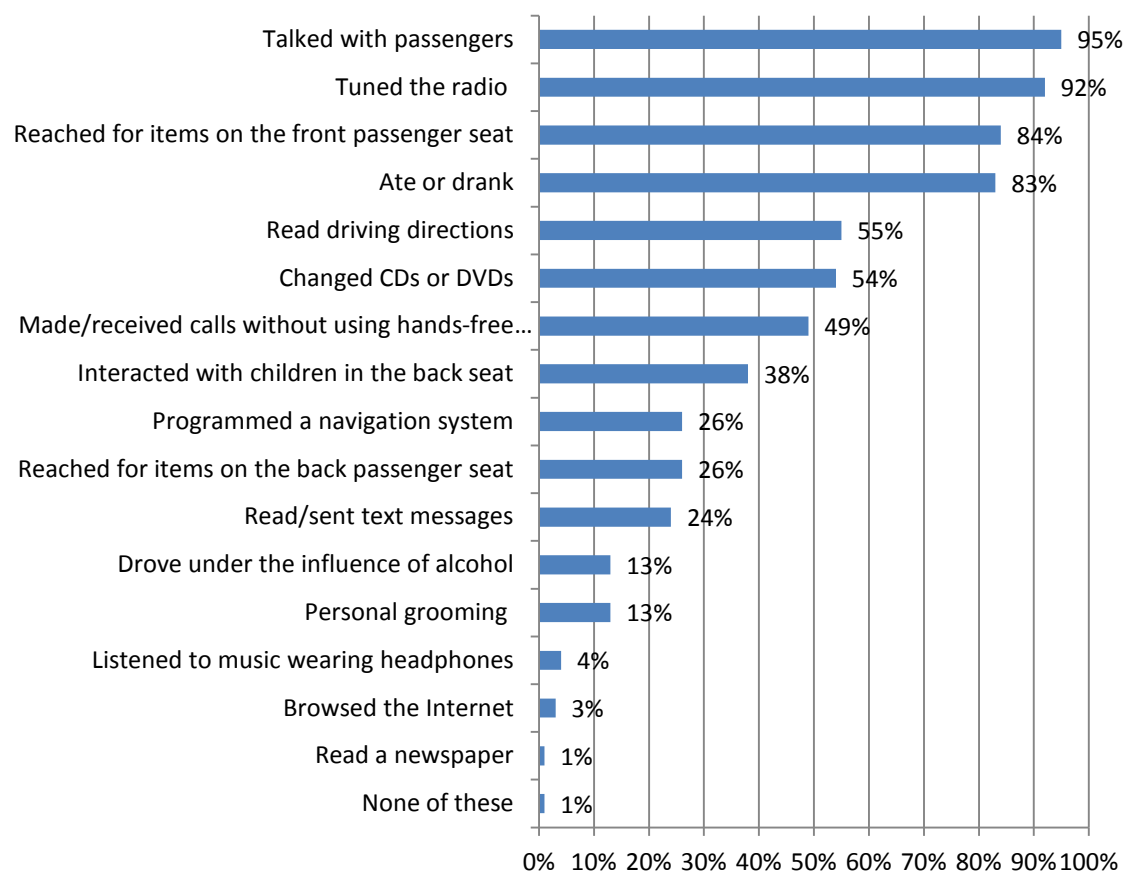
### 2.1 Overall

Frequency of doing the following behaviors related to driving:



Frequency of the following behaviors related to driving by state - % Always								
	Total	CT	ME	MA	NH	NJ	RI	VT
Wear your seat belts	95%	95%	98%	95%	90%	95%	96%	95%
Check the 'blind spot' before driving	89%	87%	91%	90%	88%	86%	90%	89%
Carry a first aid kit in your car	47%	46%	56%	51%	45%	51%	40%	42%
Drive the speed limit	38%	33%	46%	37%	39%	38%	37%	41%
Check the air pressure in your tires	15%	16%	18%	10%	17%	12%	17%	10%

## Distracted driving behaviors ever participated in:

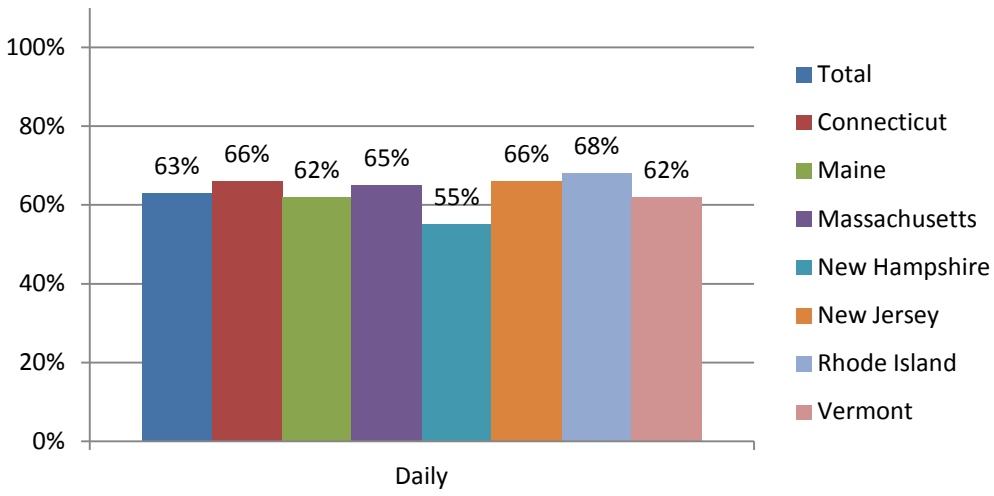


## Distracted driving behaviors ever participated in by state

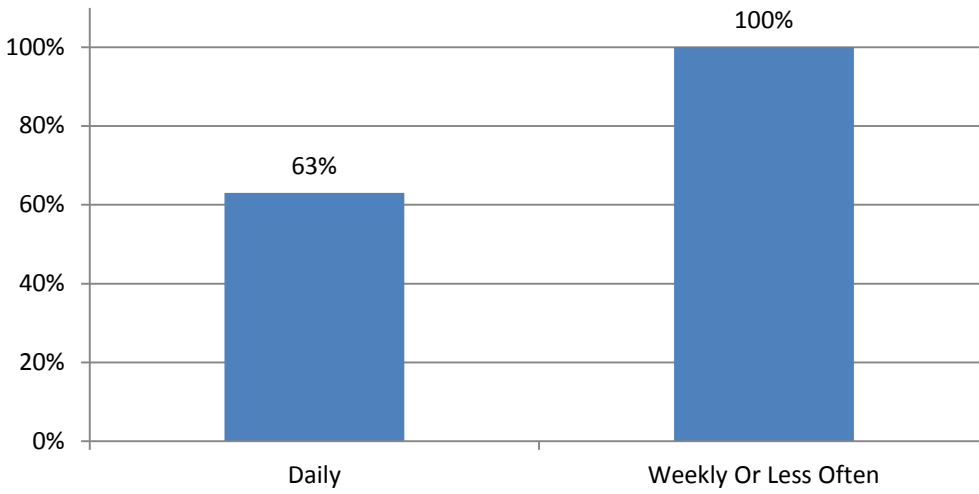
	Total	CT	ME	MA	NH	NJ	RI	VT
Talked with passengers	95%	95%	96%	95%	96%	96%	94%	95%
Tuned the radio	92%	93%	92%	91%	92%	92%	89%	94%
Reached for items on the front passenger seat	84%	84%	86%	85%	86%	79%	82%	89%
Ate or drank	83%	83%	86%	81%	84%	78%	80%	89%
Read driving directions	55%	58%	48%	61%	53%	55%	55%	57%
Changed CDs or DVDs	54%	55%	56%	53%	53%	47%	54%	61%
Made/received calls without using hands-free technology	49%	43%	49%	58%	52%	38%	54%	51%
Interacted with children in the back seat	38%	40%	39%	37%	38%	32%	39%	42%
Programmed a navigation system	26%	31%	23%	27%	22%	30%	29%	17%
Reached for items on the back passenger seat	26%	29%	21%	27%	25%	23%	26%	34%
Read/sent text messages	24%	28%	19%	26%	20%	26%	25%	25%
Personal grooming	13%	15%	12%	13%	11%	12%	14%	12%
Drove under the influence of alcohol	13%	14%	11%	12%	13%	10%	14%	15%
Listened to music wearing headphones	4%	4%	5%	3%	4%	3%	5%	3%
Browsed the Internet	3%	3%	3%	4%	2%	3%	5%	2%
Read a newspaper	1%	1%	1%	1%	1%	1%	1%	2%
None of these	1%	1%	0%	1%	1%	1%	2%	1%



Daily participation in at least one distracted driving behavior by state:

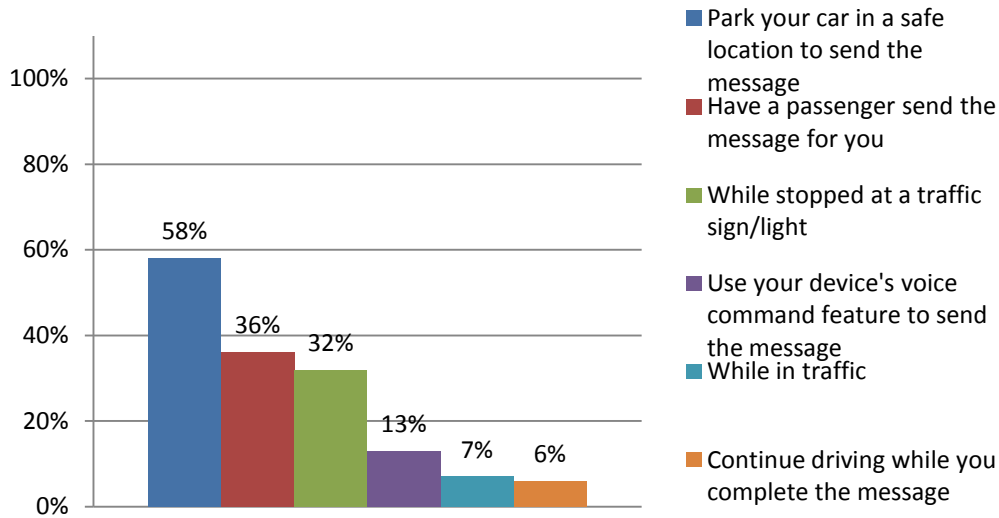


Frequency of participation in at least one distracted driving behavior:





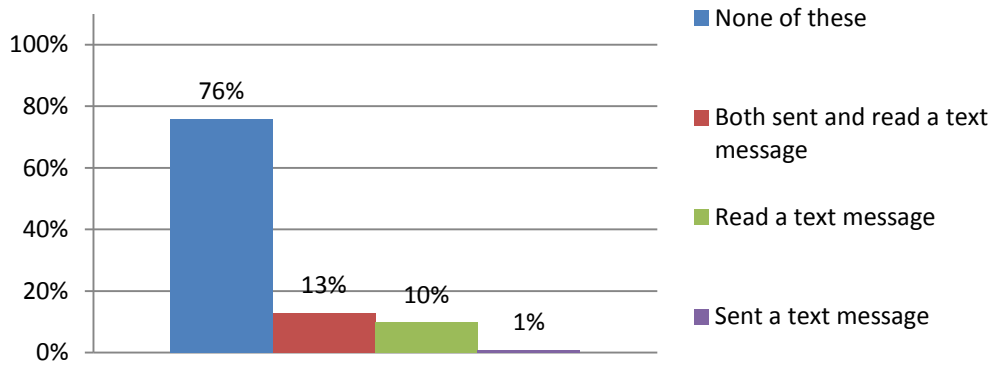
Behavior typically used to send a text message while driving:



Behavior typically used to send a text message while driving by state								
	Total	CT	ME	MA	NH	NJ	RI	VT
Park your car in a safe location to send the message	58%	57%	61%	59%	56%	55%	58%	61%
Have a passenger send the message for you	36%	38%	33%	37%	37%	37%	33%	39%
While stopped at a traffic sign/light	32%	32%	25%	34%	29%	41%	32%	27%
Use your device's voice command feature to send the message	13%	14%	13%	14%	11%	12%	16%	11%
While in traffic	7%	9%	4%	9%	5%	10%	10%	4%
Continue driving while you complete the message	6%	6%	4%	4%	5%	5%	7%	7%

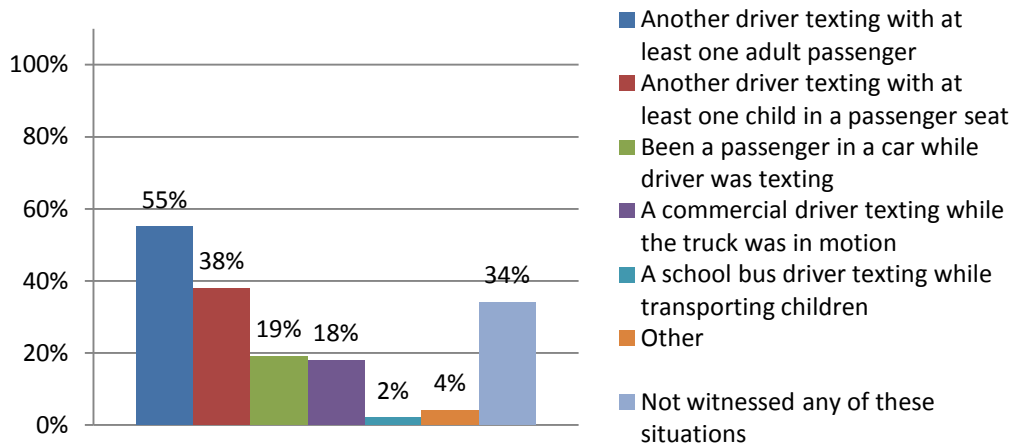


Behaviors ever done as a driver with a passenger in the car:



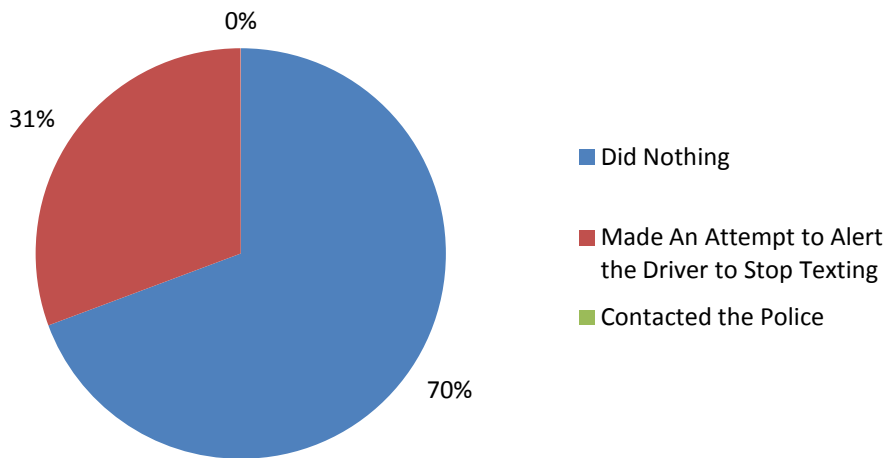
Behaviors ever done as a driver with a passenger in the car by state								
	Total	CT	ME	MA	NH	NJ	RI	VT
None of these	76%	72%	81%	73%	77%	76%	76%	77%
Both sent and read a text message	13%	16%	8%	14%	11%	16%	15%	12%
Read a text message	10%	11%	11%	13%	11%	7%	9%	11%
Sent a text message	1%	1%	0%	1%	0%	1%	0%	0%

Situations witnessed/experienced in the past six months:

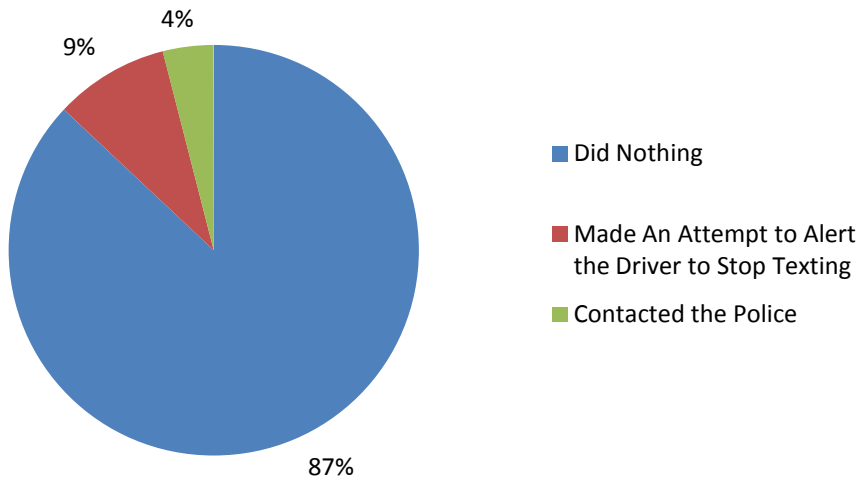


Situations witnessed/experienced in the past six months by state								
	Total	CT	ME	MA	NH	NJ	RI	VT
Another driver texting with at least one adult passenger	55%	58%	53%	54%	55%	58%	60%	45%
Another driver texting with at least one child in a passenger seat	38%	41%	37%	36%	37%	41%	41%	30%
Been a passenger in a car while the driver was texting	19%	20%	19%	20%	17%	20%	21%	16%
A commercial driver texting while truck was moving	18%	21%	15%	19%	16%	22%	19%	12%
A school bus driver texting while transporting children	2%	4%	1%	1%	1%	3%	3%	1%
Other	4%	7%	3%	2%	4%	5%	5%	6%
Have not witnessed any of these situations	34%	32%	35%	35%	34%	31%	28%	42%

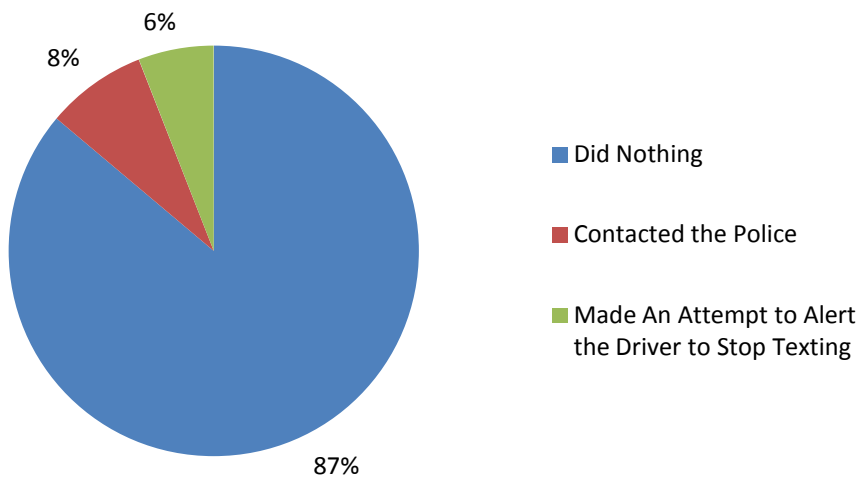
Actions taken when experienced being a passenger in a car while driver was texting:



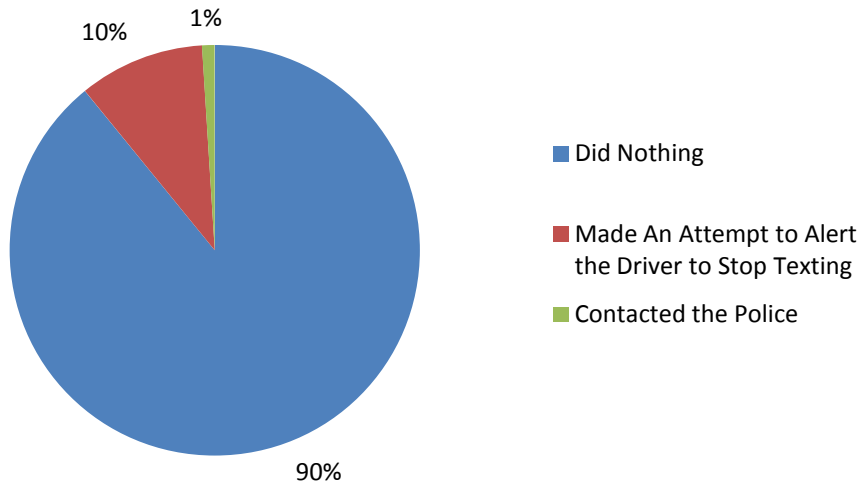
Actions taken when witnessed a commercial driver texting while truck was in motion:



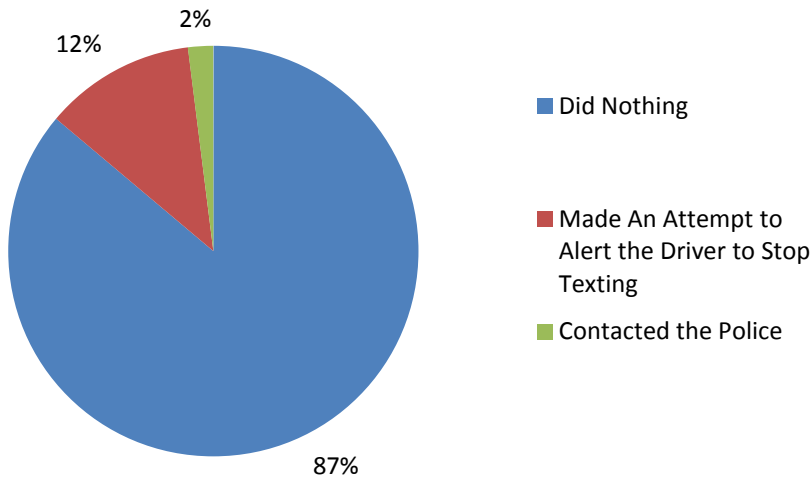
Actions taken when witnessed a school bus driver texting while transporting children:



Actions taken when witnessed another driver texting with at least one adult passenger:



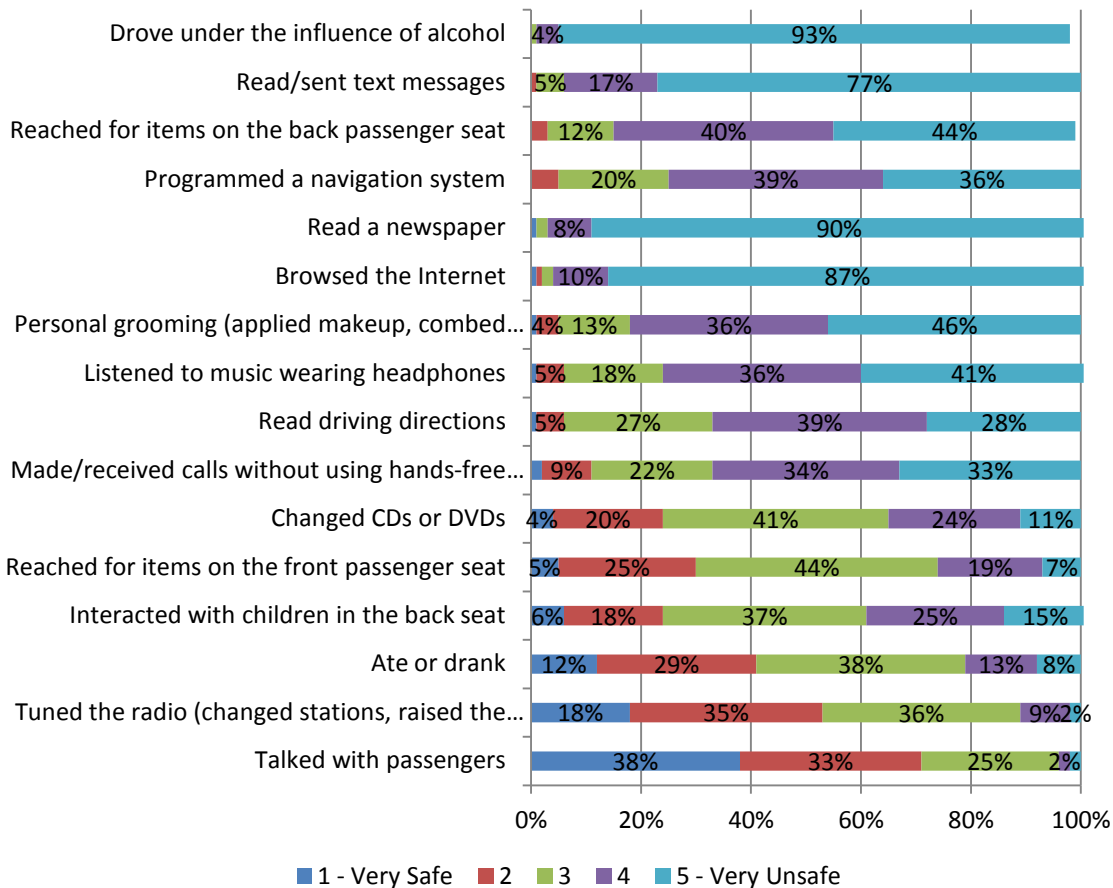
Actions taken when witnessed another driver texting with at least one child passenger:



Knowledge of state laws banning specific aspects of distracted driving:

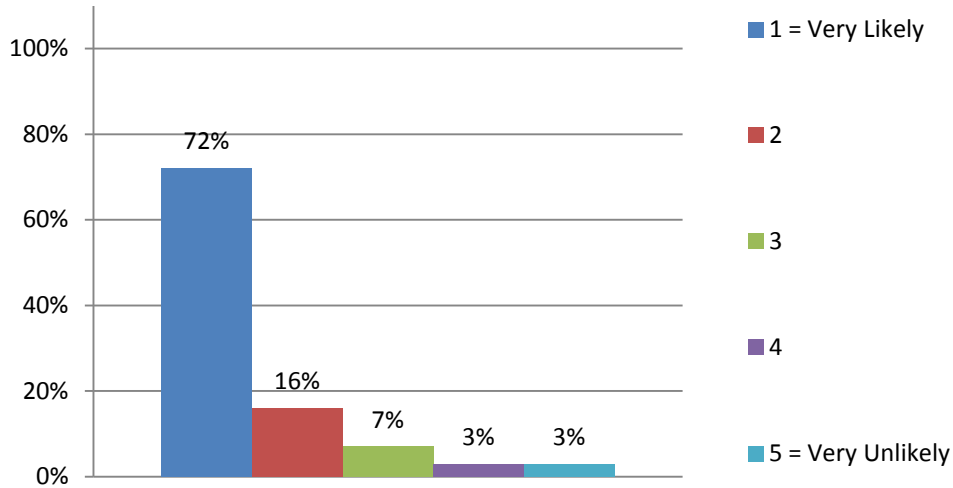
Knowledge of state laws banning specific aspects of distracted driving by state - % Yes								
	Total	CT	ME	MA	NH	NJ	RI	VT
Texting while driving	81%	91%	78%	90%	62%	92%	80%	71%
Speaking on a mobile device without a hands-free device	37%	87%	19%	19%	11%	86%	13%	16%
Using an Internet browser on a mobile device while driving	34%	56%	31%	32%	15%	59%	24%	15%
Texting while stopped at a stop sign	34%	43%	27%	41%	20%	40%	34%	27%
Texting while stopped at a traffic signal	33%	43%	27%	41%	20%	39%	35%	27%

Level of perceived safety if respondent was a passenger in car while driver was doing each of the following:



Level of perceived safety if respondent was a passenger while driver was doing each of the following by state- % Very Unsafe								
	Total	CT	ME	MA	NH	NJ	RI	VT
Drove under the influence of alcohol	93%	93%	94%	95%	93%	95%	92%	92%
Read a newspaper	90%	90%	90%	90%	92%	91%	87%	87%
Browsed the Internet	87%	86%	89%	87%	90%	87%	85%	87%
Read/sent text messages	77%	77%	80%	74%	76%	80%	78%	75%
Personal grooming	46%	42%	52%	44%	46%	46%	47%	43%
Reached for items on the back passenger seat	44%	41%	48%	43%	42%	48%	46%	37%
Listened to music wearing headphones	41%	37%	34%	47%	40%	42%	46%	37%
Programmed a navigation system	36%	34%	38%	36%	35%	35%	34%	38%
Made/received calls without using hands-free technology	33%	43%	28%	24%	29%	48%	26%	32%
Read driving directions	28%	24%	33%	25%	28%	30%	30%	25%
Interacted with children in the back seat	15%	14%	15%	14%	13%	19%	16%	14%
Changed CDs or DVDs	11%	11%	9%	11%	11%	13%	11%	12%
Ate or drank	8%	8%	5%	7%	8%	12%	7%	6%
Reached for items on the front passenger seat	7%	8%	6%	6%	7%	7%	8%	7%
Tuned the radio	2%	3%	2%	2%	2%	2%	1%	4%
Talked with passengers	2%	2%	1%	2%	2%	3%	1%	3%

Likelihood of obeying distracted driving laws in the next six months:

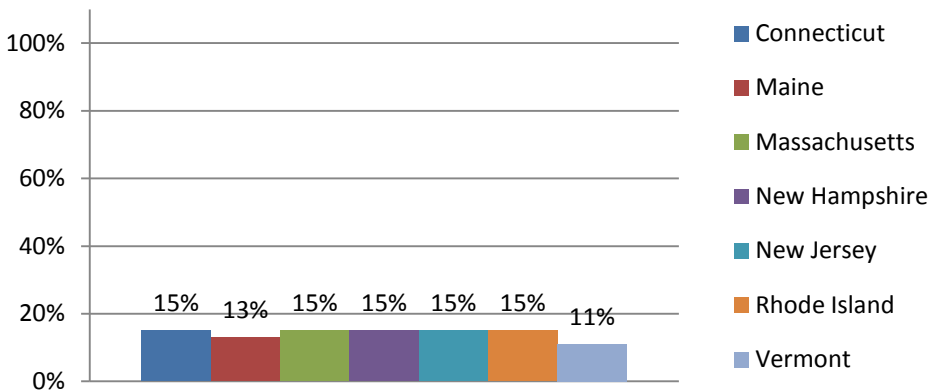


Likelihood of obeying distracted driving laws in the next six months								
	Total	CT	ME	MA	NH	NJ	RI	VT
% Very likely	72%	76%	75%	69%	70%	73%	69%	71%

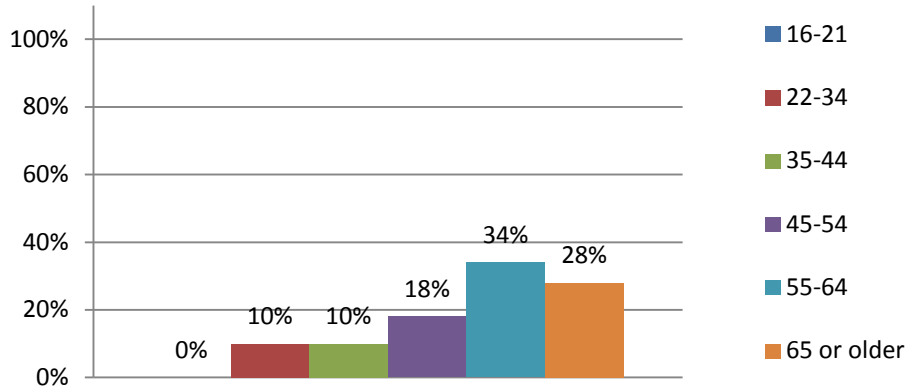
Likelihood of obeying distracted driving laws in the next six months		
	Under 45	Over 45
% Very likely	43%	79%

## 2.2 Demographics

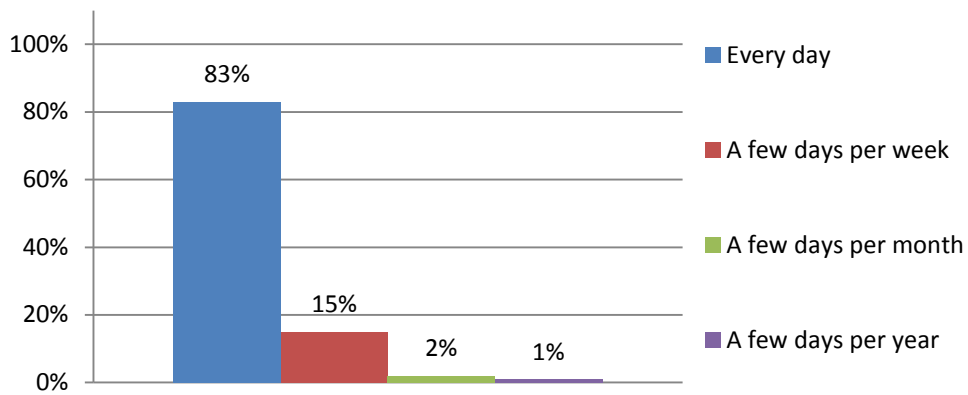
States where respondents live:



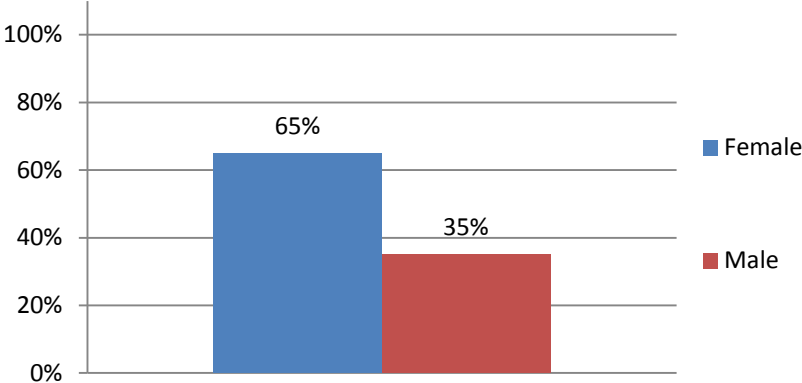
Age of respondents:



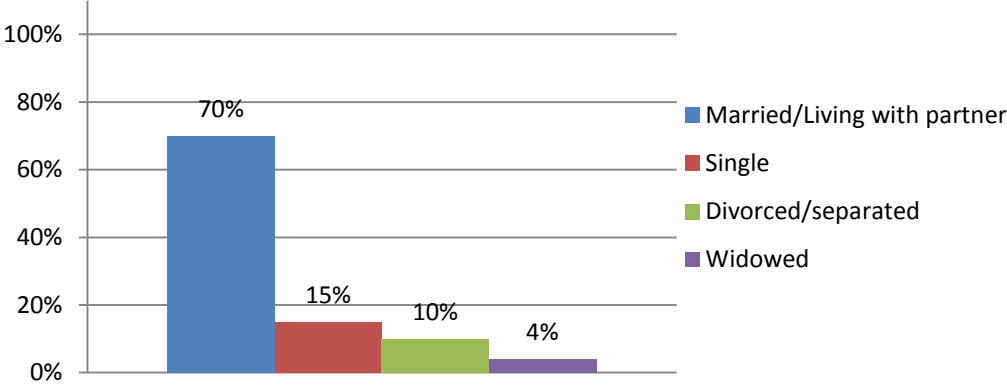
Frequency of respondent driving:



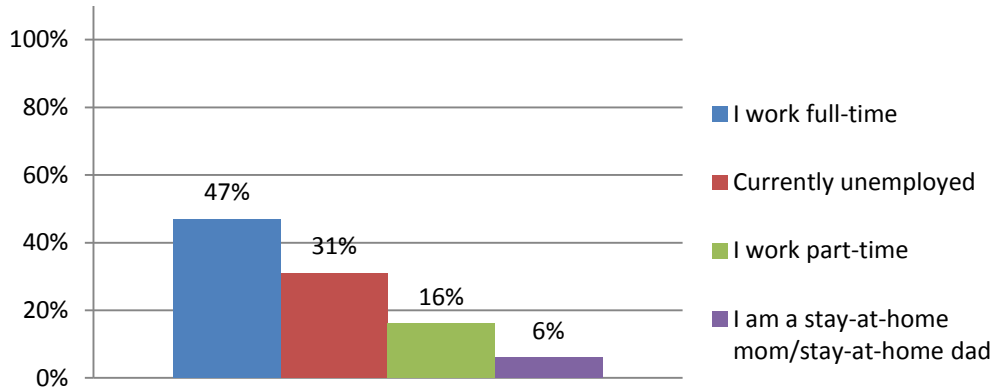
Gender of respondents:



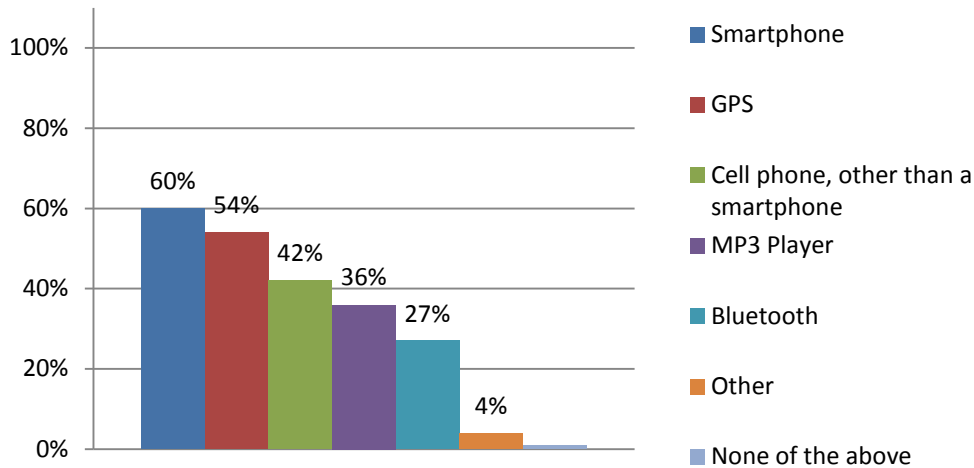
Marital status of respondents:



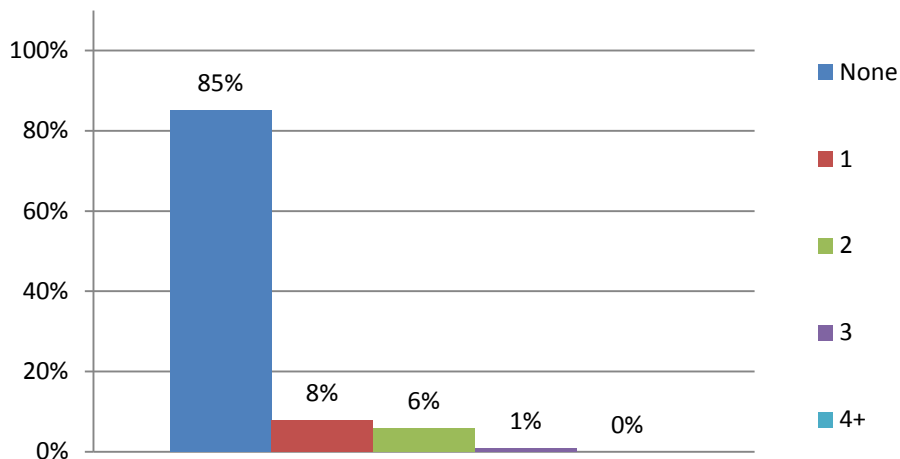
Employment status of respondents:



Devices currently owned by respondents:

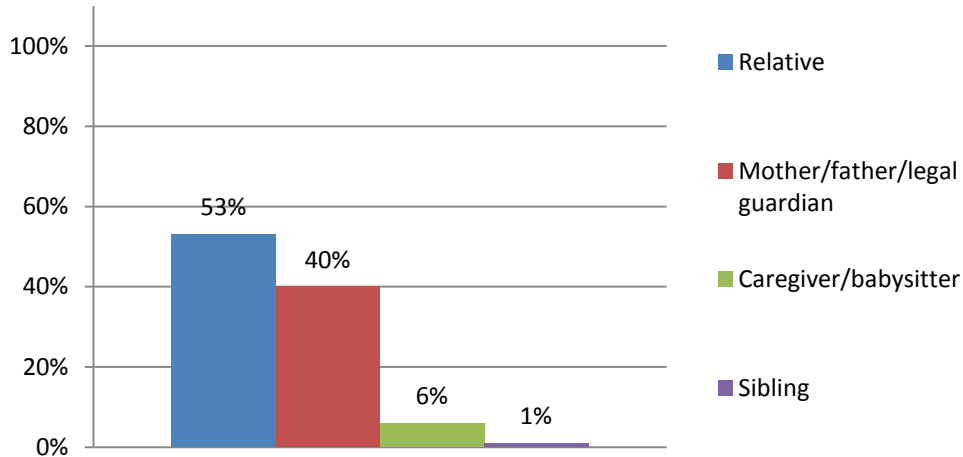


Number of children under the age of 18 currently living in respondents' household:

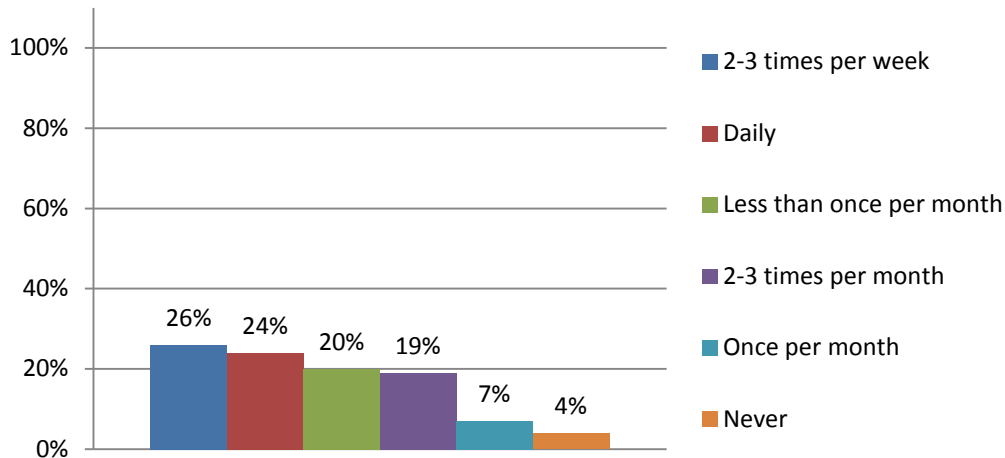




Relationship to child/children in household (if children currently in household):



Frequency of driving with children in the car (if children currently in household):



## Methodology

This survey consisted of 3,300 consumers with valid driver's licenses who operate a vehicle at least once per week living in Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, Rhode Island, and Vermont. The survey included questions to identify awareness, sensitivity, behavior, and attitudes inclusive of distracted driving associated with mobile technology and those not commonly considered as detrimental to road safety. Behaviors such as tuning the car radio, conversing with other passengers, personal grooming, eating and drinking, and programming a GPS were also studied. The study had a 95 percent confidence interval and +/- 2 percent margin of error. The survey was conducted with Customer Care Measurement & Consulting (CCMC), a market research consultant firm located in Alexandria, VA. CCMC's customer satisfaction and loyalty surveys, and analytics, are used by leading Fortune 500 companies from every industry to get a better ROI for their investments in the customer experience. Learn more about CCMC by visiting [www.customercaremc.com](http://www.customercaremc.com).