National Phone Survey on Distracted Driving Attitudes and Behaviors

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16. Abstract

As more drivers take their cell phones into their vehicles, distracted driving continues to grow as a traffic safety issue. Most U.S. States responded by enacting some sort of cell phone or texting ban. In November and December 2010, NHTSA conducted a nationally representative telephone survey of 6,002 drivers 18 and older from all 50 States and the District of Columbia. The goal of the National Survey of Distracted Driving Attitudes and Behaviors was to assess current attitudes and self-reported behaviors about distracted driving. Also assessed were perceptions of safety, cell phone use, laws, fines, and enforcement.

Most drivers will answer a call while driving and most will continue to drive after answering. About 2 out of 10 drivers (18%) report that they have sent text messages or e-mails while driving; about half (49%) of those 21 to 24 years old report doing so. More than half believe that using a cell phone and or sending a text message/e-mail makes *no difference* on their driving performance, yet as passengers, 90% said they would feel *very unsafe* if their driver was talking on a handheld cell phone or texting/e-mailing while traveling with them. Where gender, age, and income differences exist, males and younger respondents tend to underestimate the negative effects that cell phone use has on driving. Those in the upper income tier ($100,000/year or more) tend to report higher incidences of cell phone use while driving and perceive such behavior as safer than do those in the lower income tiers. Overall, most drivers report that driving becomes more dangerous when they take their eyes off the road for more than 2 seconds, and this is related to age. About one-third of drivers 18 to 24 years old said they can take their eyes off the road for 3 to 10 seconds or more before driving becomes significantly more dangerous.

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Executive Summary

The use of cell phones while driving, for both texting and talking, is receiving national attention. To address the concern of cell phone use while driving most U.S. States have enacted some sort of cell phone or texting ban. As of October, 2011, GHSA reports that 34 States, Guam, and the District of Columbia ban texting for all drivers and 7 more States prohibit texting by novice drivers while driving. Thirty States and the District of Columbia prohibit all cell phone use by novice drivers and 9 more States, the Virgin Islands, and the District of Columbia ban handheld cell phones for all drivers while driving. No State bans all cell phone use (handheld and hands-free) for all drivers (GHSA, 2011).

In the first of several national telephone surveys, The National Survey of Distracted Driving Attitudes and Behavior assessed current attitudes, knowledge, and self-reported behaviors about cell phones, texting, and distracted driving of more than 6,000 drivers representing all 50 States and the District of Columbia.

Key Findings:

Common Distracted Driving Behaviors

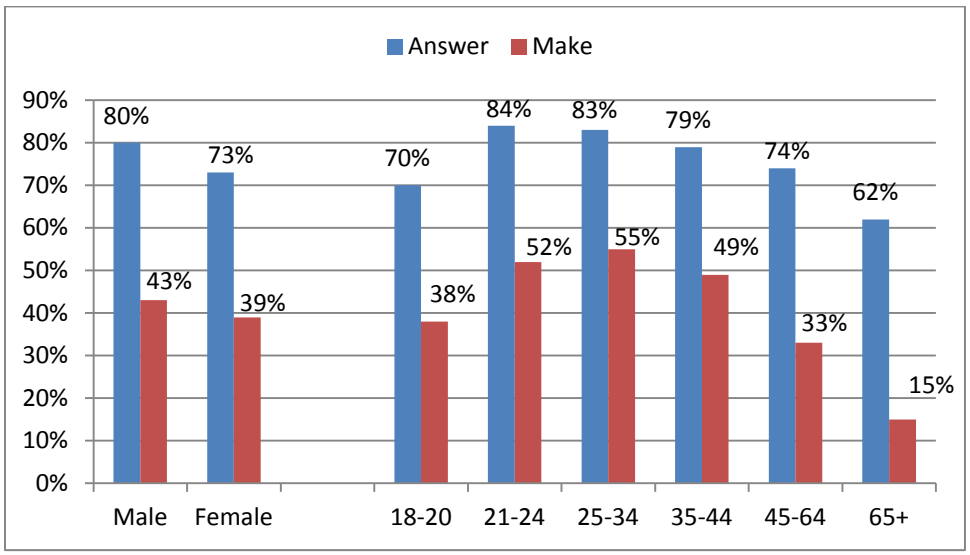
- The most commonly performed potentially distracting behaviors while driving are talking to other passengers in the vehicle (80%) and adjusting the car radio (65%). Other common behaviors include eating/drinking (45%), making/accepting phone calls (40%), interacting with children in the back seat (27%), and using a portable music player (30%).
- Men are more likely than women to use navigation systems (55% of men, 46% of women), use smartphones for driving directions (30% men, 21% women), and use portable music players with headphones (4% men, 1% women).
- Women are more likely than men to interact with children in the back seat (23% men, 31% women) and do personal grooming (3% men, 8% women).
- Men and women are equally likely to make or accept phone calls (42% men, 39% women), read incoming e-mail or text messages (10% men, 9% women), and send messages (both 6%).
- Drivers younger than 25 are two to three times more likely than older drivers to read or send text messages or e-mails.

Phone-Related Distracted Driving

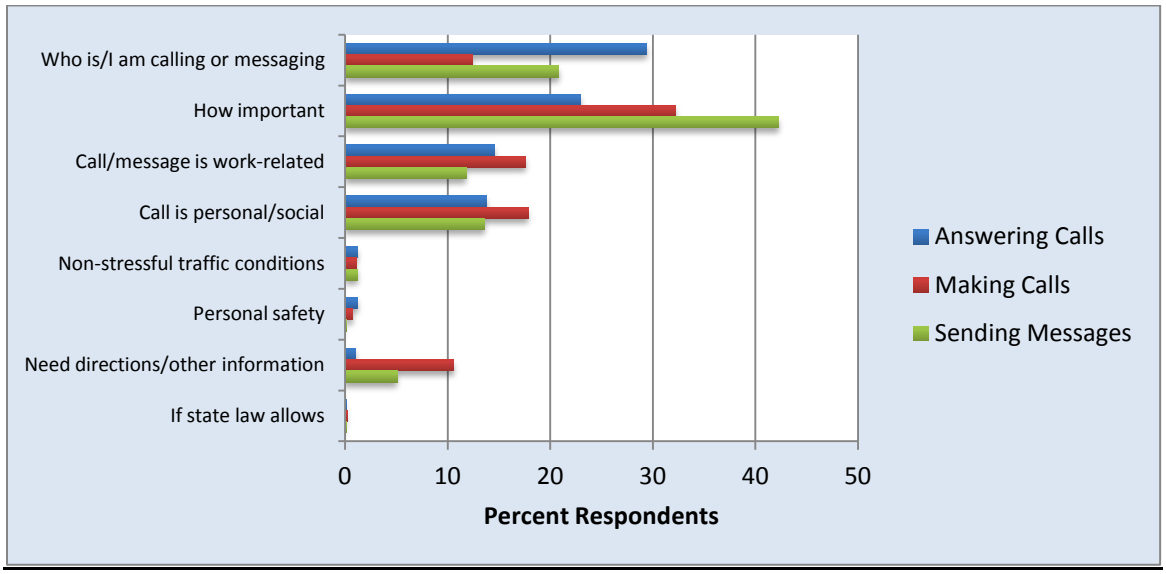
- About twice as many (77%) respondents report answering incoming calls than making calls (41%) on all, most, or some driving trips. More respondents reported reading (10%) than sending (6%) texts or e-mails.
- Respondents' decisions to accept or place calls or messages while driving cluster around how important they felt the other person or communication was (ranging from 23% to 30%, followed by reasons related to work (14%) or socializing (14%). Respondents rarely mentioned traffic situations, personal safety, or State laws in their decisions about using phones while driving (1% to 4%).

- There were very few situations when drivers would *never talk on the phone* or *never send texts or e-mails* while driving. Bad weather was the primary driving situation cited by half the respondents (54%). About 25% said that bumper-to-bumper or fast-moving traffic would influence their decision not to place calls or send messages, but that seeing a police officer, driving at nighttime or in a marked school zone, or having a baby or child on board were not mentioned often (range from 1% to 6%).
- When asked how they think their driving is different when talking on the phone or sending messages, about half (54%) said that talking on a handheld device and one quarter (25%) said that texting or sending messages makes no difference on their driving performance. Some said they drive more slowly when talking on the phone (20%) or sending messages (31%).

Percent Answering and Making Phone Calls While Driving, by Sex and Age (% All, Most, or Some Driving Trips)



Reasons One Is Likely to Use a Phone While Driving (Multiple Answers)



Ownership of Electronic Devices

- Eighty-nine percent of respondents own cell phones; of those, over one third (37%) own hands-free headsets and one fourth (26%) have smartphones.
- Rates of ownership are lower among adults 65 and older for all forms of electronic devices except built-in navigation systems.
- Rates of cell phone ownership increase as income levels increase (82% in those earning less than $50,000; 95% in those earning more than ($100,000).

Talking on the Phone While Driving

- The majority of respondents (66%) indicate their most common action when receiving calls while driving is to answer and keep driving. The most common method of talking involves holding the phone in one's hand (45%).
- When making calls, speed dialing is the most common method (36%).
- Males report making and answering more phone calls that are work-related than women (22% men, 8% women), and answering all incoming calls (20% men, 14% women).
- Younger drivers 18 to 20 years old are more likely than older age groups to make phone calls while driving due to boredom.
- Respondents under 25 are two to four times more likely than older drivers to avoid talking while driving when they see a police officer, but five times less likely to avoid talking while driving when merging with traffic.

Perceived Effect of Phone Use on Driving

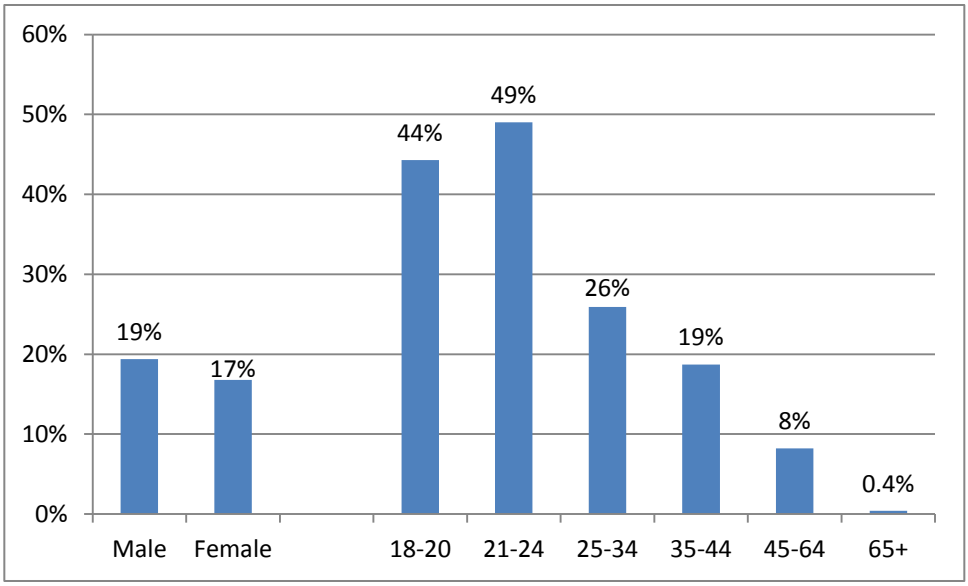
- More younger drivers report that talking on a phone makes no difference on their driving performance and this varies with age from 61% for those under 24 to 50% for those 35 and older. Some report that they drive slower when talking on a phone and this also varies with age from 14% for the youngest age group to 21% for those 45 to 64.
- Very few respondents (0% to 2%) report drifting out of the lane or roadway while talking on the phone.

Sending Text Messages or E-Mails While Driving

- Respondents under 25 report higher likelihood of sending text messages while driving than older drivers. More drivers under 25 send text messages while driving: 44% (18 to 20) and 49% (21 to 24) compared to older drivers: 26% (25 to 34), 29% (35 to 44), 8% (45 to 64) and 0.4% (65+). Those who send messages while driving report that they continue to drive and this decreases slightly with age: 73% (18 to 20), 68% (21 to 24), 64% (25 to 34), 68% (35 to 44), 62% (45 to 64). Men are more likely to continue driving while sending a text message than women (70% men, 61% women).
- The primary reason for sending a text message or e-mail across sexes and age groups is the level of importance of the message.
- Men and respondents 35 to 64 report a higher likelihood of sending text messages that are work-related.

- There are very few situations where respondents reported that they would never send texts or e-mail messages; the most frequent situation was bad weather (56% men, 51% women). Bumper-to-bumper and fast-moving traffic were mentioned next most frequently by the youngest and the oldest drivers (ranging from 20% to 40%). Drivers over 25 (6% to 9%) were less likely to send messages when merging with traffic than those 18 to 24 (less than 1%).
- A higher percentage of women than men said they would never send texts while moving (5% men, 12% women).

Percentage Sending Text Messages or E-Mails While Driving, by Sex and Age (% Ever)



Perceived Effect of Sending Text or E-Mail Messages on Driving

- Men and women are equally likely (24%, 25%) to report that there is no difference in their driving performance when sending texts or e-mail messages. More individuals in the lowest income group (under $50,000) report texting makes no difference on their driving performance than individuals in other income groups.
- Individuals in the highest income group (more than $100,000) report driving slower while texting than other income groups.
- Younger drivers are two to five times more likely to report that they drift out of the lane or roadway when texting than older drivers: 9% (18 to 20), 15% (21 to 24), 5% (25 to 34), 3% (35 to 44), 4% (45 to 64).

Crash Experience

- Overall, 6% of respondents reported having been in a crash and 7% in near-crash in the past year. Men have slightly more crash or near-crash incidences than women (15% versus 12%). Those 18 to 20 have the highest incidence (23%) and those 65 and older the lowest (8%).
- Of those who were in a crash or near-crash, 6% report using the phone at the time; 4% were talking on the phone, 1% were sending a text message or e-mail, and 1% were reading a message.
- Women report more phone involvement than men (7% versus 5%) and younger drivers 18 to 20 report the highest level (13%), followed by those 25 to 34 (12%) in crash or near-crash incidences.

Perceptions of Safety

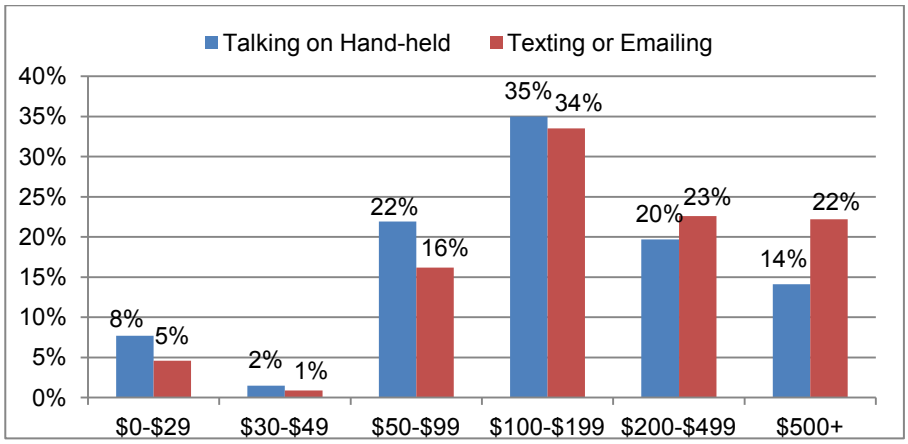
- Across all ages almost three-quarters of respondents (72%) identify 2 seconds or less as the maximum duration for which they can take their eyes off the road before driving becomes significantly more dangerous. One-third of young drivers 18 to 24 identified a longer duration (3 to 4 seconds, 5 to 10 seconds or more).
- As passengers, almost all respondents considered a driver who was sending a text message or e-mail (86% men, 90% women) and reading e-mails or text messages (84% men, 88% women) as very unsafe and this perception increased with age from 62% in the youngest age group to 96% for adults 65 and older.
- About one-third of respondents considered a driver who was manipulating a navigation system for driving directions (33% men, 38% women) or talking on a cell phone and holding the phone (32% men, 37% women) as very unsafe. This increased with age from the low 20s to 60s.
- Forty percent of respondents report being very likely to say something if their drivers are talking on handheld cell phones, and 76% would say something if their drivers were texting or sending e-mails.
- Women and older respondents are more likely to say something about unsafe driving than men and younger respondents (35% men, 45% women for talking on handheld phones; 71% men, 80% women for sending messages while driving).
- Respondents under 25 perceive sending and reading e-mails as less unsafe than older respondents.
- Respondents in the lowest income group (under $50,000) are more likely than others to view talking on handheld cell phones as very unsafe.

Perception of Laws and Enforcement Severity

- Overall, 38% of the respondents believe that their State has a law banning talking on handheld cell phones while driving and 61% correctly identified the law in their State (93% correct in States with a law; 53% correct in States without a law). Half (50%) report that their State has a law banning texting or e-mailing while driving (53% correct in States with a texting law; 36% correct in States without a texting ban).
- About half of the respondents said they were very likely or somewhat likely to be ticketed if they used handheld phones (47%) or texted or e-mailed (49%) while driving.

- The majority of the respondents support bans on handheld cell phone use (71%) and texting while driving (94%) and approve of fines of $100 or higher (69% for handheld cell phone use, 79% for texting). Almost a quarter support fines in the $200 to $499 range.

What Should the Fine Be for Cell-Phone-Related Infractions?



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NATIONAL PHONE SURVEY ON DISTRACTED DRIVING ATTITUDES AND BEHAVIOR

I. Introduction

NHTSA conducts periodic surveys to track status and trends in the driving public's knowledge, attitudes, and self-reported behaviors about traffic safety issues. The information is used to develop countermeasure programs to alleviate troublesome behavioral safety issues and monitor progress in national programs. In recent years, the most talked about form of distracted driving is cell phone use, be it texting or talking or using other mobile electronic devices while driving. Other common driving distractions include eating or drinking, adjusting temperature or radio controls, using a navigation system, laptop computer, or a portable music player with headphones, or interacting with passengers.

Most U.S. States have enacted some sort of cell phone or texting ban to address the concern. Texting bans exist in 34 States, Guam, and the District of Columbia for all drivers as of October 2011, and 7 more States prohibit texting by novice drivers while driving. Thirty States and the District of Columbia prohibit all cell phone use by novice drivers and 9 more States, the Virgin Islands, and the District of Columbia ban handheld cell phones for all drivers while driving. No State bans all cell phone use (handheld and hands-free) for all drivers (GHSA, 2011).

At the time NHTSA conducted this survey, the U.S. Department of Transportation had held two distracted driving summits in Washington, DC, in September 2009 and October 2010 that brought together researchers, government agencies, industry representatives, public advocates, and elected officials to discuss what could be done to reduce the preventable deaths and injuries that distracted driving is causing in America. The President issued an Executive order advising Federal workers to "put it down." Oprah started the *No Phone Zone* and on April 30, 2010, the Oprah Winfrey Show held a *No Phone Zone Day* with a live TV broadcast and rallies in six cities— Atlanta, Boston, Detroit, Chicago, Los Angeles, and Washington—and a national public service announcement campaign. NHTSA's year-long distracted-driving high-visibility enforcement demonstration programs were underway in Hartford, Connecticut, and Syracuse, New York. Visit the U.S. Department of Transportation Web site at www.distraction.gov for more information.

NHTSA conducted a nationally representative telephone survey of more than 6,000 drivers in all 50 States and the District of Columbia. The National Survey of Distracted Driving Attitudes and Behavior assessed current attitudes and self-reported behaviors related to cell phones, texting, and distracted driving. Respondents were also asked about their perceptions of safety, knowledge of applicable State laws and how frequently these laws are enforced.

II. Method

A national sample of drivers 18 and older was selected from all 50 States and the District of Columbia. For the purpose of the survey a person was considered a driver if the person had driven in the past year. All 10 NHTSA Regions were represented proportionally to the size of each State's population. A random digit dialing procedure was applied in which one eligible driver within each eligible household was selected for interviewing (see Appendix A for the survey).

The 18-to-34 age group tends to be underrepresented when using landline random digit dialing procedures. Two procedures corrected for this bias. An oversample of people 18 to 34 was obtained by taking a subsample (random portion) of the entire landline random digit dialing sample and screening for eligible people 18 to 34. Additionally, a stratified sample of cell phone users was also drawn due to the increasingly large percentage of households that have cell phones only. Given the portability of cell phone numbers, this cell phone sample was also stratified by NHTSA Region, using both area code and ZIP Code of residence to correctly identify participants' location. Participants were contacted through random digit dialing and interviewed if they met the selection criteria. The sample included 6,002 respondents (see Appendix B for sampling considerations).

A sequential weighting procedure was performed to correct for potential selection bias in the phone survey sample. A random digit dialing procedure gives households with more than one phone line a higher likelihood of getting selected. To correct for this bias, a first weight equal to the inverse of the number of different phone numbers in the household, up to a maximum of three, was computed. For those reached on a landline, the number of landline numbers was used; for those reached on a cell phone, the number of cell phone numbers was used in the weighting. The following steps in the weighting process were designed to correct for the planned over selection of a younger population subset. The age and gender distribution of the sample was corrected to reflect the distribution that would be expected based on FHWA's Licensed Drivers by Age and Sex for 2008 (the most recent year available) (FHWA, 2010). The final step corrected for the fact that the total number of cases in the weighted sample was higher than that of the unweighted sample, due to the weighting procedure. With this correction, the weighted sample and the unweighted sample were the same size. All data reported here are descriptive only and are based on the weighted sample.

III. Results – Overall

A. Background Data

The sample was 49% male (51% female); 5% described themselves as Hispanic/Latino; 90% were White; and 6% were African-American. Five percent were 20 years old or younger, 15% between 21 and 29, 17% between 30 and 39, 48% between 40 and 64, and 13% were 65 years old and older (2% did not reveal their age). The respondents reported their approximate household annual income as follows: 5% less than $15,000, 6% between $15,000 to $24,999, 21% between $25,000 to $49,999, 39% between $50,000 to $99,999, 17% between $100,000 to $149,000, 6% between $150,000 to 199,999, and 5% reported incomes of $200,000 and above. Highest completed level of education was also collected. Three percent of respondents had some high school education, 24% had high school degrees or GEDs, 23% reported some college, and 51% had at least college degrees (32% college degrees, 19% graduate or professional school degrees).

The majority of respondents (85%) reported driving almost every day, 11% drove a few days a week, and the remainder drove less often. A little more than half (53%) reported driving cars most of the time, 18% drive SUVs, 16% drive pickup trucks, and the remainder drive a variety of vehicles (e.g., minivans, motorcycles, trucks other than pickups).

Respondents were asked which electronic devices they own. Survey responses indicated that 89% own cell phones. Of those, 37% own hands-free headsets and 26% have smartphones (iPhones, Blackberrys, etc.). Forty-six percent own portable music players (MP3s, iPods, etc.), 37% own portable navigation systems (12% have built-in navigation systems in their vehicles), 28% have laptop computers with cellular internet access, and 2% have pagers/beepers.

B. Distracted Driving Behaviors

Respondents were presented with a series of behaviors and asked how often they engaged in each while driving. Choices were: on *all driving trips*, *most driving trips*, *some driving trips*, *rarely,* or *never.* The behaviors most commonly performed on all driving trips are *talking to other passengers in the vehicle* and *adjusting the car radio*. Other common behaviors include *eating/drinking*, *making/accepting phone calls*, *interacting with children in the back seat*, and *using a portable music player*. Table 1 shows the frequency of each surveyed behavior.

Table 1. Distracting Driving Behaviors Frequency (% of Respondents)

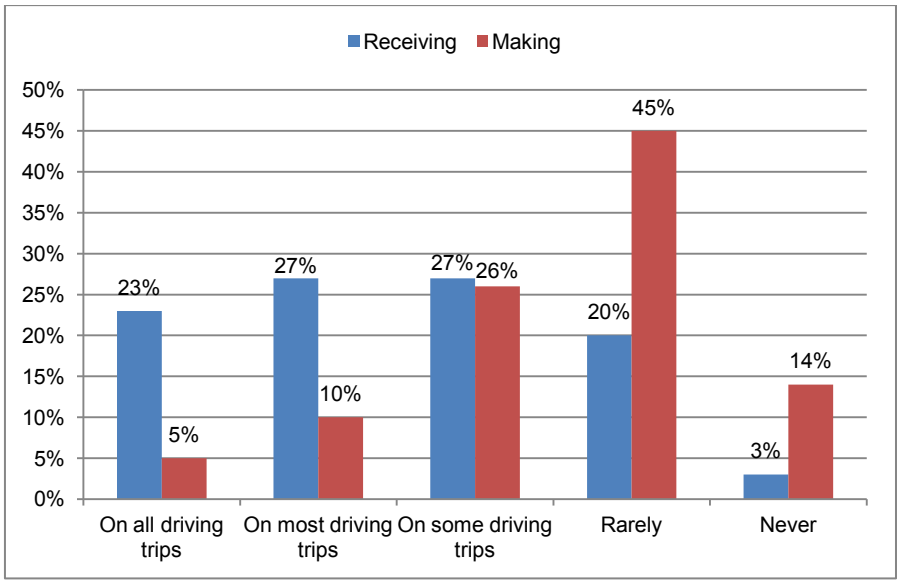
Distracting Behavior	On all trips	On most trips	On some trips	Rarely	Never	(N)
Talk to other passengers	28.6	23.6	27.6	16.3	4.0	(5,727)
Adjust the car radio	17.2	16.8	31.6	18.5	15.9	(5,742)
Use portable music player with speakers*	7.2	7.6	15.0	8.5	61.8	(3,169)
Interact with children in back	6.2	6.7	14.4	17.1	55.6	(5,740)
Make/accept phone calls	5.7	9.4	25.4	26.7	32.8	(5,740)
Eat or drink	5.6	8.2	31.7	33.2	21.3	(5,743)
Use navigation system*	3.8	6.6	40.4	31.1	18.1	(2,522)
Change CDs, DVDs, tapes	2.9	3.4	15.7	24.4	53.6	(5,743)
Read e-mail/text message	1.2	1.4	7.0	11.4	79.0	(5,744)
Use smartphone for driving directions*	0.9	4.4	20.8	18.5	55.5	(1,525)
Do personal grooming	0.9	0.7	4.0	12.8	81.7	(5,744)
Send text message/e-mail	0.8	0.8	4.4	10.0	83.9	(5,741)
Use portable music player with headphones*	0.2	0.5	1.6	5.0	92.7	(2,674)
Read book, newspaper, etc.	0.2	0.1	0.4	2.4	96.8	(5,745)

**Only respondents who owned the specified device were asked about it*

C. Phone-Related Distracted Driving

When asked specifically about cell phone use while driving, 23% of respondents report answering incoming calls on *all driving trips* and 27% report answering incoming calls on *most driving trips*. As for making calls, just 5% report being willing to place calls on *all driving trips*, 10% on *most driving trips*, and 26% on *some driving trips*. As shown in Figure 1, respondents are much more willing to answer than to make a call while at the wheel. The majority (66%) of respondents *answer and drive*, 9% *answer and pull over*, 12% *answer and call back*, 3% say they *pull over then answer*, and 9% *hand the phone to a passenger*. Not only do most people tend to answer and keep driving, but close to half (45%) *hold the phone in their hands* while driving. Seventeen percent use *hands-free earpieces*, 9% have *built-in car systems*, and 17% use the *cell phone speakers*. Others either hold the phones between their ears and shoulders (3%) or use various methods at different times (8%). When it comes to making calls, 36% of respondents use the *speed dial or favorites* function, 19% *scroll through saved numbers*, 17% use *voice dialing*, 16% use *manual dialing*, and 13% *vary* their manner of dialing. Figure 1 shows that most drivers are more likely to answer incoming calls than make them, but that only 14% of drivers claim that they never make calls while driving.

Figure 1. Percentage of Respondents Receiving and Making Calls While Driving



The survey inquired about respondents' behavior regarding sending text messages and e-mails while driving. Eighteen percent of respondents admit *ever* sending a text message/e-mail while driving. Of those, 66% say they *continue to drive*, 15% *pull over then send* the messages/e-mails, 13% *hand the phones to passengers*, and 5% use *voice commands*. Common reasons for answering/making calls or sending texts/e-mails while driving were also surveyed. Some popular choices include *who is calling/who I am calling or messaging, how important the call/message is*, *call/message is work-related*, and *call/message is personal or social*.

Table 2 lists all surveyed reasons and their distribution across phone use (i.e., answering a call, making a call, or sending a text message or e-mail). Weather and traffic conditions had very little to do with respondents' decisions to accept or place calls or texts while driving. The highest ranking decisions clustered around how important the drivers felt it was for them to place the calls (32%) or the texts (42%), followed by who was calling them (29%). Making and accepting calls and texts that were work-related or social-related were equally ranked between 14 to 18%.

Table 2. Reasons One Is Likely to Use a Phone While Driving (% Respondents) (Multiple Answers)

Reason	Answering Calls	Making Calls	Sending Messages
Who is/I am calling or messaging	29.4	12.4	20.8
How important	23.0	32.2	42.3
Answer all calls	16.6	n/a	n/a
Call/message is work-related	14.6	17.6	11.8
Call is personal/social	13.8	17.9	13.6
Call is from someone I know	6.0	n/a	n/a
Call is routine/expected	3.3	n/a	n/a
Availability of phone	1.4	1.8	n/a
Non-stressful traffic conditions	1.2	1.1	1.2
Personal safety	1.2	0.7	0.1
Need directions/other information	1.0	10.6	5.1
Call is unexpected	0.8	n/a	n/a
Boredom	0.7	2.9	0.7
Tired (talking/texting keeps me awake)	0.4	0.4	0.0
Time of day	0.3	0.9	0.1
Good weather conditions	0.2	0.2	0.0
Call is from a number I don't know	0.2	n/a	n/a
Traveling at low speed	0.1	0.2	0.1
If state law allows	0.1	0.2	0.1
No police officers in sight	0.1	0.0	0.0
Report a traffic crash/emergency	n/a	3.5	0.8
Report a medical emergency	n/a	2.3	0.8
I think it's safe to call/message	n/a	0.4	0.8
Other*	4.6	10.6	10.7
(N)	(3,770)	(3,338)	(704)

** Consisted of a variety of open-ended responses*

Respondents were also asked about situations in which they would *never* talk on the phone or send a message while driving (see Table 3). Weather and traffic situations were the most frequently reported situations: *bad weather* (54% for both talking and sending messages), *bumper-to-bumper traffic* (24% for both talking and sending messages), and *fast-moving traffic* (21% and 22% for talking and sending messages, respectively). A small percentage of respondents said they had been involved in a crash (7%) or near-crash (6%) in the past year. Of those, 4% admit they were talking on the phone at the time, 1% were reading texts or e-mails, and 1% were sending texts or e-mails when they were involved in a crash or near-crash.

Table 3. Driving Situations in Which One Would Never Use a Phone (% Respondents) (Multiple Answers)

Situations	Talking on the Phone	Sending Messages
Bad weather	53.7	53.6
Bumper-to-bumper traffic	23.8	23.5
Fast-moving traffic	20.5	21.6
Merging with traffic	6.0	5.2
Driving in unfamiliar area/route	4.3	3.9
Marked construction zones	4.1	4.0
When I see a police officer	2.9	4.9
When moving	2.4	8.2
Driving at nighttime	1.9	2.5
With a baby/child on board	1.5	2.1
Marked school zone	1.1	1.2
Driving a familiar route	0.7	0.4
Winding/curving roads	0.6	2.2
On short trips	0.5	0.5
On long trips	0.4	0.0
With other adult passengers	0.4	2.8
Residential streets	0.3	0.0
On an empty roadway	0.1	0.5
Parking lots	0.1	0.0
Other*	7.1	13.7
(N)	(3,817)	(705)

** Consisted of a variety of open-ended responses*

When asked how they think their driving is different when talking on the phone, about half (54%) of respondents reported that it makes *no difference*. When asked how they think their driving is different when sending text messages or e-mails, fewer (25%) believe it makes *no difference*. Among those who said that their driving was different, 2 out of 10 drivers (20%) said that they *drive slower* when talking on the phone and 3 out of 10 (30%) said they *drive slower* when sending text messages or e-mails. The next highest percentage (7%) was for drivers who reported that they *drift out of lane or roadway* when texting. The full list of answers and selection percentages are shown in Table 4.

Table 4. Effect of Using a Phone While Driving (% Respondents) (Multiple Answers)

Effect on Driving	Talking on the Phone	Sending Messages
No difference	53.7	25.0
Drive slower	20.3	31.2
Change lanes less frequently	1.5	0.3
Driver faster	1.1	0.4
Avoid changing lanes altogether	1.0	0.5
Drift out of lane/roadway	0.7	7.0
Look in rear/side view mirrors more	0.7	0.6
Look in rear/side view mirrors less	0.7	0.5
Increase distance from lead vehicle	0.6	0.9
Changes lanes more frequently	0.5	2.2
Use turn signal more regularly	0.4	0.1
Follow lead vehicle more closely	0.3	0.0
Apply the brakes suddenly	0.1	0.3
Use turn signal less regularly	0.1	0.0
Other*	18.4	31.4
(N)	(3,817)	(704)

**Consisted of a variety of open-ended responses*

D. Perceptions of Safety

The next set of questions assessed drivers' perception of safety in a variety of situations. Respondents were first asked how many seconds they thought a driver could take his/her eyes off the road before driving becomes significantly more dangerous. Overall, most drivers (68%) reported that driving becomes more dangerous when they take their eyes off the road for more than 2 seconds (see Figure 2). About one-third of drivers 18 to 24 years old report that they can take their eyes off the road for 3 to 10 seconds or more before driving becomes significantly more dangerous. *Less than a second* was the choice of 26% of respondents, 46% selected *1 to 2 seconds*, 19% chose *3 to 4 seconds*, 8% selected *5 to 10 seconds*, and the remainder (2%) believe that driving became much more dangerous if a driver kept his/her eyes off the road for *10 seconds or more*. Respondents were then presented with a series of situations and asked how safe they would feel *as a passenger* riding in this hypothetical vehicle.

Figure 2. How Long Can a Driver Safely Keep His or Her Eyes off the Road

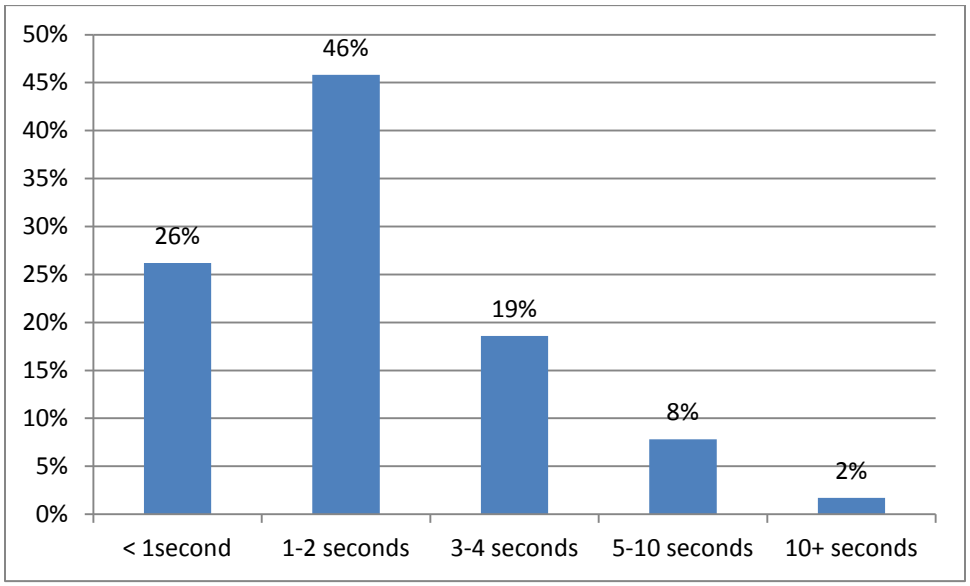


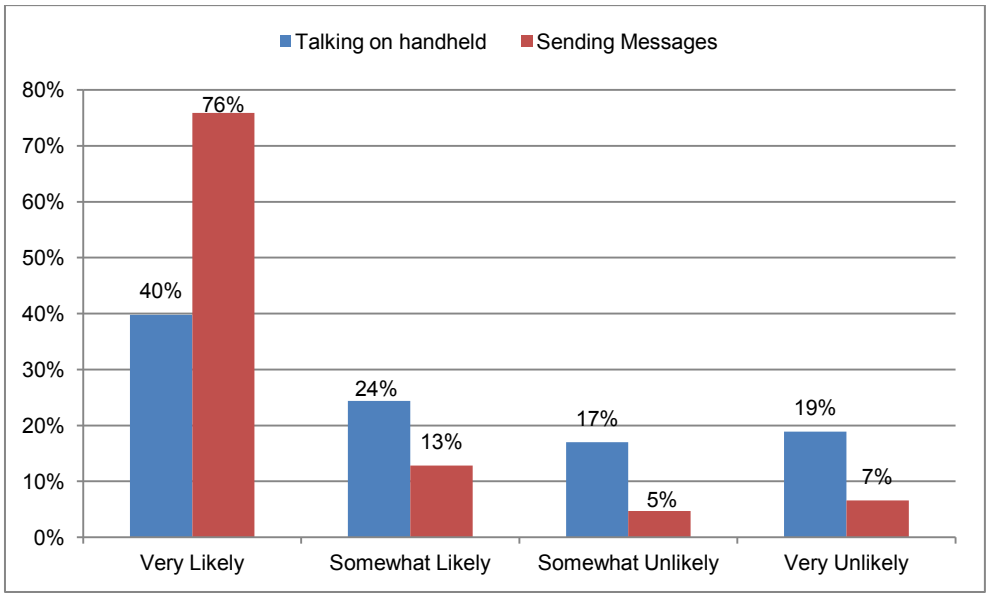
Table 5 lists the situations and distribution of responses. As passengers, almost all respondents reported that they considered a driver who was *sending text messages or e-mails* (97%) and *reading e-mails or text messages* (96%) as *very or somewhat unsafe.* The majority of respondents considered a driver who was *manipulating a navigation system for driving directions* (75%) or *talking on a cell phone and holding the phone* (61%) as *very or somewhat unsafe.* Respondents were virtually unanimous in considering a driver who was *watching a movie (99%), reading a book, newspaper, IPad, or Kindle (98%),* or *using a laptop computer (99%)* while driving as *very or somewhat unsafe.* About one-third (32%) considered a driver who was talking on a cell phone with a hands free device as *very* or *somewhat unsafe.*

Table 5. Perceptions of Safety as a Passenger When Driver Is Involved in Distracted Driving Behaviors (% of Respondents)

Tell me how safe you would feel if you were a passenger ridding in a car while your driver was:	Very unsafe	Somewhat unsafe	A little less safe	Safe, no problem	(N)
Watching a movie	96.7	2.5	0.6	0.3	(5,824)
Using a laptop computer	95.2	3.4	0.7	0.7	(5,823)
Reading such as a book, newspaper, iPad or Kindle	94.9	3.4	1.0	0.7	(5,827)
Sending text messages or e-mails	88.1	8.6	2.7	0.7	(5,819)
Reading e-mails or text messages	86.2	10.1	2.8	0.9	(5,823)
Doing personal grooming	71.8	19.6	7.2	1.4	(5,812)
Using a portable music player with headphones on	62.4	23.3	8.8	5.6	(5,794)
Manipulating a navigation system for driving directions	35.4	39.5	18.9	6.3	(5,695)
Talking on a cell phone (holding the phone)	34.5	26.2	27.7	11.7	(5,794)
Interacting with children in the back seat	28.0	35.6	24.2	12.2	(5,721)
Eating or drinking	12.2	20.5	39.0	28.3	(5,764)
Talking on a cell phone with hands-free device	11.7	20.5	27.7	40.1	(5,768)
Adjusting the car radio, tape, or CD player	10.1	29.7	28.3	31.9	(5,784)
Talking to other passengers in the vehicle.	3.6	9.2	22.1	65.1	(5,756)
Singing along to a song on the radio	2.6	7.7	11.8	77.9	(5,800)

Most drivers reported that they would be *very likely* to say something if their driver was sending messages (76%) or talking on a handheld cell phone (40%) while driving. Figure 3 shows the response distribution for both talking and sending messages while driving.

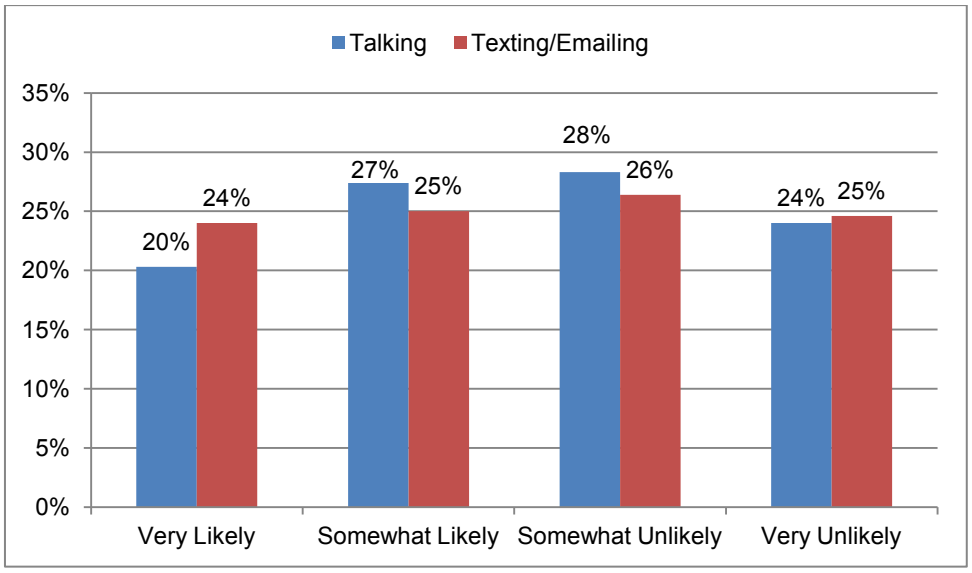
Figure 3. As a Passenger, How Likely Are You to Say Something if Your Driver Is _____.



E. Perception of Laws and Enforcement Severity

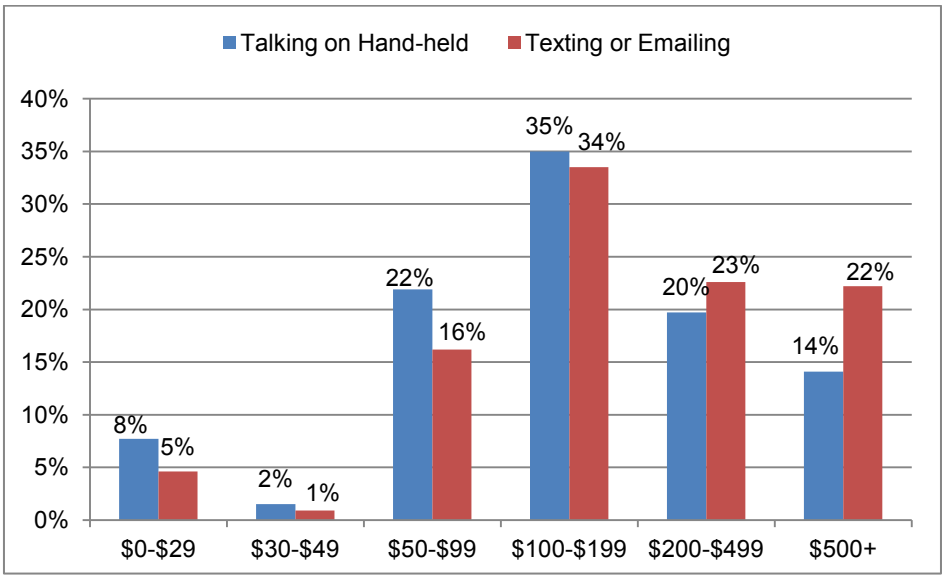
When asked if their State has a law banning talking on handheld cell phones while driving, 38% answered *yes*, 42% *no*, 5% *yes, probably* and 15% did not know. Overall, 61% of respondent correctly identified the laws in their State (93% correct in States with laws, 53% correct in States without laws). When asked if their State had a law banning texting or e-mailing while driving, 50% said *yes*, 21% *no*, 8% *yes, probably*, and 22% did not know. Fifty-three percent of respondents answered correctly (63% correct in States with bans, 36% correct in States without bans). Those who answered *yes* or *yes, probably* were further asked how likely one would be to get ticketed for such infractions. Figure 4 shows the perceptions of enforcement severity for infractions related to texting/e-mailing and talking on a handheld cell phone while driving. About half of the respondents said they were *very likely* or *somewhat likely* to be ticketed if they used a handheld phone or texted or e-mailed while driving.

Figure 4.Likelihood of Getting a Ticket for Using a Phone While Driving



Public support for both types of law was high, reaching 71% for a ban on handheld cell phone use and 94% for a ban on texting or e-mailing while driving. Those who support the bans were further asked what they think the fine should be for cell-phone-related infractions. The majority of respondents approve of fines of at least $100 (69% for cell phone fines and 79% for texting fines greater than $100), as shown in Figure 5. Almost one quarter approve of fines in the $200 to $499 range. Respondents also approve of higher fines for texting/e-mailing than for talking on handheld cell phones while driving.

Figure 5. What Should the Fine Be for Cell-Phone-Related Infractions?



IV. Results by Age and Sex

This section presents data broken down by sex and across six age categories (18 to 20, 21 to 24, 25 to 34, 35 to 44, 45 to 64, and 65 and older). For the sake of ease of presentation, only the most popular answer choices are presented. As was the case with the overall results, data presented in this section are based on the weighted sample.

A. Ownership of Electronic Devices

Respondents were asked which of a number of electronic devices they owned. Table 6 shows the breakdown of ownership of these devices by sex and age categories. Although cell phone ownership is comparable between sexes, a larger proportion of men than women own smartphones (30% versus 23%, respectively). A slightly larger proportion of women than men own portable music players (48% versus 45%, respectively) whereas a higher percentage of men own portable navigation systems (38% for men versus 36% for women) and hands-free headsets (40% for men, 35% for women).

Table 6. Percent of Respondents Who Own Electronic Devices, by Sex and Age (Multiple Responses)

	Sex			Age Group					
Device	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Cell phone	88.2	88.9		93.0	91.2	92.2	91.6	88.7	77.7
(N)	(2,852)	(2,976)		(271)	(341)	(1,086)	(773)	(2,491)	(743)
Portable music player	44.5	48.4		76.1	68.1	61.7	55.7	38.6	23.0
(N)	(2,858)	(2,980)		(272)	(345)	(1,087)	(776)	(2,493)	(744)
Hands-free headset*	39.5	35.2		32.1	47.1	43.0	45.4	36.0	21.4
(N)	(2,522)	(2,658)		(252)	(314)	(1008)	(710)	(2,214)	(579)
Portable navigation system	38.0	35.8		44.9	34.0	40.7	42.6	36.0	28.4
(N)	(2,856)	(2,975)		(272)	(344)	(1,086)	(774)	(2,489)	(743)
Smartphone	30.2	22.8		38.0	42.6	43.1	36.6	19.5	5.2
(N)	(2,856)	(2,966)		(271)	(345)	(1,086)	(775)	(2,479)	(704)
Laptop with Internet access	26.7	29.6		25.7	32.8	33.6	35.2	26.2	19.9
(N)	(2,848)	(2,956)		(269)	(345)	(1,084)	(770)	(2,470)	(742)
Built-in navigation system	12.9	11.2		7.0	4.0	14.5	15.3	11.8	12.4
(N)	(2,856)	(2,979)		(271)	(346)	(1,087)	(658)	(2,490)	(744)
Pager/beeper	3.3	1.6		2.2	1.2	2.9	3.5	2.4	1.1
(N)	(2,855)	(2,980)		(272)	(343)	(1,087)	(776)	(2,493)	(743)

**only asked to respondents who own cell phones*

More than 90% of respondents 18 to 44 report owning cell phones and although rates are similar in the 45-to-64 age group (89%), they are much lower (78%) in the oldest age group (65+). More than half of respondents 18 to 44 report owning portable music players (range 56% to 76%) with rates being lowest (23%) among the 65+ respondents. A similar pattern is seen with smartphone ownership, with the two oldest groups (45 to 64 and 65+) reporting lower ownership rates (20% and 5%, respectively) than the younger respondents (range 37% to 43%). Ownership of electronic devices is lowest in the oldest respondents for all categories but one (built-in navigation systems).

B. Distracted Driving Behaviors

Respondents were presented with a series of behaviors and asked how often they engaged in each while driving: on *all*, *most*, or *some driving trips*, *rarely* or *never.* The behaviors most commonly performed on *all*, *most or some* driving trips are *talking to other passengers in the vehicle* (80%), a*djusting the car radio* (66%), *eating/drinking* (46%), and *making/accepting phone* calls (41%). The differences between sexes were few, whereas variations across age groups were sometime quite drastic (Table 7).

As a general rule, men are more likely than women to use navigation systems (55% versus 46%), use smartphones for driving directions (30% versus 21%), and use portable music players with speakers (33% versus 27%); women are more likely than men to interact with children in the back seats (31% versus 23%) and do personal grooming (8% versus 3%). Instances of distracted driving behaviors are consistently lower among the 65+ age group. The major differences between age groups were seen in behaviors such as using portable music players, using smartphones for directions, and interacting with children in the back. Making or accepting phone calls while driving is more frequent in respondents 25 to 44 (range 51% to 57%), less for respondents 18 to 24 (43% to 48%), and lowest in respondents 45 and older (13% to 38%). Both sending and reading text messages/e-mails are most frequent among those under 25 and least frequent among those 45 and older.

Table 7.Distracted Driving Behavior Frequency, by Sex and Age (% All, Most, or Some Driving Trips) (Multiple Responses)

	Sex			Age Group					
Distracting Behavior	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Talk to other passengers	79.6	79.8		81.4	88.7	86.7	85.3	77.1	69.0
(N)	(2,794)	(2,930)		(258)	(337)	(1,070)	(762)	(2,463)	(716)
Adjust the car radio	67.4	63.8		70.5	84.0	78.9	74.8	62.5	37.5
(N)	(2,802)	(2,937)		(258)	(337)	(1,069)	(766)	(2,469)	(722)
Use navigation system*	55.0	46.4		58.4	70.2	59.5	56.2	45.5	34.0
(N)	(1,277)	(1,246)		(126)	(124)	(512)	(393)	(1,067)	(268)
Eat or drink	45.0	46.0		46.5	45.3	53.6	52.4	47.2	21.4
(N)	(2,802)	(2,937)		(258)	(337)	(1,070)	(766)	(2,471)	(719)
Make/accept phone calls	42.2	38.9		42.6	48.1	57.2	50.7	37.9	12.7
(N)	(2,804)	(2,935)		(258)	(336)	(1,069)	(764)	(2,471)	(719)
Use portable music player with speakers*	32.9	26.9		52.6	54.3	38.9	28.5	17.6	6.1
(N)	(1,249)	(1,425)		(195)	(231)	(664)	(427)	(954)	(163)
Use smartphone for driving directions*	29.8	21.2		41.6	44.5	30.7	24.8	14.9	5.1
(N)	(851)	(671)		(100)	(146)	(462)	(281)	(482)	(38)
Change CDs, DVDs, tapes	24.5	19.7		41.6	32.9	28.0	25.5	19.6	7.1
(N)	(2,804)	(2,936)		(256)	(337)	(1,069)	(768)	(2,472)	(721)
Interact with children in back	23.1	31.3		9.3	18.4	52.6	56.9	16.5	7.9
(N)	(2,803)	(2,934)		(258)	(338)	(1,069)	(765)	(2,469)	(720)
Read text/e-mail message	10.2	9.0		22.5	28.7	17.8	11.9	4.4	0.6
(N)	(2,803)	(2,937)		(257)	(337)	(1,069)	(766)	(2,472)	(720)
Send text /e-mail message	6.2	5.9		17.4	21.7	11.0	6.0	2.5	0.1
(N)	(2,803)	(2,937)		(258)	(336)	(1,069)	(763)	(2,471)	(720)
Use portable music player with headphones*	3.6	1.1		3.6	5.6	1.8	2.1	1.8	1.2
(N)	(1,248)	(1,425)		(196)	(232)	(666)	(427)	(954)	(163)
Do personal grooming	3.2	7.7		8.1	11.9	7.3	7.0	4.4	1.4
(N)	(2,804)	(2,937)		(258)	(337)	(1,069)	(766)	(2,472)	(721)
Read book, newspaper, etc.	0.7	0.8		2.7	2.1	0.8	0.8	0.5	0.3
(N)	(2,805)	(2,938)		(258)	(337)	(1,069)	(766)	(2,472)	(722)

**only asked to respondents who own the devices*

C. Talking on the Phone While Driving

Frequency and Manner of Use

When asked specifically about talking on the cell phone while driving, 23% of respondents report *answering* incoming calls on *all driving trips* and just 5% report they are willing to *make* calls on *all driving trips.* Figure 6 shows that male respondents answer and make phone calls more often than female respondents and that respondents 21 to 34 also tend to use the phone while driving more often than do younger and older respondents. The manner in which one answers the phone also shows some variation between groups (Table 8). Males (68%) show a stronger tendency to answer and keep driving than females (65%), whereas more women than men report that they answer and then call back (15% versus 10%, respectively). Men also tend to hold the phone in their hands (47%) more than women do (43%) whereas women rely on cell phone speakers more than men do (20% versus 15%). Across all age groups, the most common action is to answer and keep driving, which ranges from a high of 78% in the 25-to-34-year-old group to a low of 44% in the 65+ group. The oldest group shows a stronger tendency to hold the phone in their hands while driving (62%) compared to their younger counterparts (range from 33% to 51%).

Figure 6. Percent Answering and Making Phone Calls While Driving, by Sex and Age (% All, Most, or Some Driving Trips)

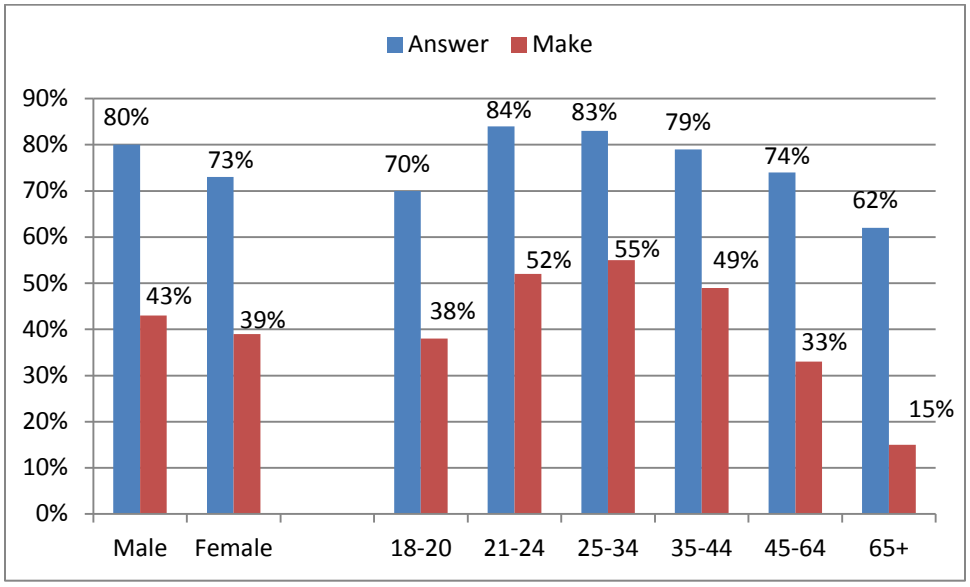


Table 8. Usual Action When Answering a Call, by Sex and Age (% Respondents)

	Sex			Age Group					
Actions	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Answer and drive	68.1	64.7		67.7	74.5	78.2	71	60.1	44.1
Answer and call back	9.8	14.8		15.9	10.6	11.2	11.2	13.0	11.7
Answer and pull over	9.5	7.7		0.5	2.4	3.6	6.6	12.4	22.1
Hand phone to passenger	9.1	9.3		13.9	12.5	4.5	7.9	10.4	12.2
Pull over then answer	3.5	3.4		2.0	0.0	2.4	3.3	4.1	9.9
(N)	(1,839)	(1,871)		(201)	(255)	(863)	(579)	(1,541)	(222)
Hold phone in hand	46.8	42.8		35.6	33.1	35.1	43.0	51.2	62.3
Hands-free earpiece	18.2	16.6		18.8	13.6	19.7	21.3	16.6	9.0
Cell phone speakers	14.9	19.9		35.1	36.2	20.1	14.8	12.8	8.5
Built-in car system	10.7	8.1		3.0	7.4	9.5	9.7	10.0	12.1
Varies	7.6	9.2		5.4	8.6	11.7	8.7	7.3	5.4
Hold phone between ear and shoulder	1.7	3.4		2.0	1.2	3.9	2.6	2.1	2.7
(N)	(1,861)	(1,894)		(202)	(257)	(864)	(5,88)	(1,568)	(223)

Respondents were asked about the manner of *making* calls while driving. More than one-third (36%) of respondents rely on *speed-dial* for making calls. There are minor sex differences in manner of dialing, with *speed dialing* being the favorite, chosen by 32% of men and 40% of women (Table 9). *Speed dialing* is the most common method across all age groups, from a low of 33% for respondents 18 to 20 to a high of 42% in the 21-to-24 age group. Manual dialing is more popular among the youngest (18 to 20 years old, 27%) and the oldest (65+, 22%) age groups than any other group (range 13% to 18%). The youngest group uses *voice-dialing* less frequently than any other group (7% compared to a range of 14% to 20% in the older groups).

Table 9. Ways of Making a Phone Call While Driving, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Actions	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Speed dial or favorites	32.0	39.7		33.0	42.1	34.5	36.2	36.0	37.1
(N)	(1,669)	(1,666)		(185)	(242)	(827)	(544)	(1,335)	(159)
Scroll through saved numbers	21.2	17.6		24.3	20.7	19.7	16.4	19.9	16.4
(N)	(1,668)	(1,667)		(185)	(242)	(828)	(544)	(1,334)	(159)
Voice dialing	18.0	15.4		7.0	14.0	20.1	19.3	15.6	14.5
(N)	(1,669)	(1,667)		(185)	(243)	(827)	(544)	(1,335)	(159)
Manual dialing	16.7	15.9		27.0	14.4	12.8	14.0	17.5	22.0
(N)	(1,669)	(1,667)		(185)	(243)	(827)	(544)	(1,335)	(159)
Varies	13.0	12.4		9.7	9.5	14.9	15.4	11.5	8.8
(N)	(1,668)	(1,668)		(185)	(243)	(827)	(544)	(1,336)	(159)

Reasons for Use

Main reasons reported for *answering* a phone call while driving are *who is calling* (reported by 29% of all respondents), *how important the call is* (23%), *I answer all calls* (17%), *call is work-related* (15%), and *call is personal/social* (reported by 14% of respondents). Table 10 shows comparisons between sexes and across various age groups. The most striking difference between men and women is in the *work-related* calls, reported by 22% of men but by only 8% of women. Men also show a higher tendency to answer *all calls* (20% versus 14% for women). Women have slightly higher response rates in *who is calling* (32% versus 27% for men), *how important* the call is (25% versus 21% for males), and *call is personal/social* (reported by 16% of women and 12% of men).

Table 10. Reasons One Is Likely to Answer a Call While Driving, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Reasons	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Who is calling	27.0	31.7		37.4	31.9	30.2	30.7	27.5	25.4
(N)	(1,871)	(1,898)		(206)	(257)	(865)	(590)	(1,573)	(228)
Call is work-related	21.6	7.7		3.9	15.9	14.3	19.2	15.6	7.0
(N)	(1,871)	(1,897)		(205)	(258)	(865)	(590)	(1,572)	(227)
How important I think the call is	21.3	24.6		29.6	18.3	22.8	26.1	21.2	24.7
(N)	(1,870)	(1,899)		(206)	(257)	(865)	(590)	(1,573)	(227)
I answer all calls	19.6	13.7		14.6	18.3	18.5	14.6	15.6	21.1
(N)	(1,871)	(1,898)		(205)	(257)	(864)	(590)	(1,572)	(227)
Call is personal/social	11.8	15.8		10.2	16.3	13.3	14.7	14.4	10.6
(N)	(1,870)	(1,897)		(205)	(257)	(864)	(590)	(1,573)	(227)
Call is for someone I know	5.3	6.6		12.1	3.9	4.4	5.9	6.7	4.4
(N)	(1,870)	(1,897)		(206)	(257)	(865)	(590)	(1,572)	(227)
Call is routine/expected	2.7	3.8		1.5	1.6	2.1	3.1	3.6	8.4
(N)	(1,871)	(1,898)		(205)	(257)	(864)	(590)	(1,572)	(227)

Twenty-one percent of respondents 65 and older *answer all phone calls*, which is a slightly higher percentage than that shown by other age groups, whose response rates range from 15 to 19%. The youngest respondents (18 to 20 years old) are more likely to answer based on *who is calling* (37%) than respondents in other age groups (range 25% to 32%), and they also show higher response rate to *how important* the call and *call is from someone I know* than older respondents. Across all age groups, respondents made a decision to answer the call based on *who is calling* and *how important I think the call is*. Both the youngest and oldest age groups have lower rates of *call is work-related* (4% and 7%, respectively) than those 21 to 64 (range 14% to 19%). Across all age groups, the responses to *work-related* or *personal-social* were similar although the youngest and oldest groups tend to be lower than those reported by other age groups.

The top reasons for *making* a call while driving are: *how important* the call is (32%), call is *personal or social* (18%), call is *work-related* (18%), *who I am calling* (12%), and *need*

directions/information (11%). Table 11 shows the distribution of responses by sex and by age. As is the case with answering calls while driving, more men than women choose to make a call for *work-related* reasons (27% and 9%, respectively). Women are more like to make a call if they *need directions or information* than are men (13% versus 8%). Respondents 35 to 44 and 45 to 64 are more likely than others to make a call for *work-related* reasons (23% and 20%, respectively versus 10 to 15% for others). Twenty-six percent of respondents 21 to 24 report that they are likely to make a call for *personal or social* reasons, a higher rate than that shown by any other age group (range 15% to 18%). Respondents in the two youngest age groups are more likely than their older counterparts to make a call if they *need directions or information.* Twenty-three percent of respondents 18 to 20 and 18% of those 21 to 24 pick that option compared to a range of 7 to 12% for the older age groups. The youngest group also selected *report a medical emergency* (7%) and *boredom* (6%) more often than older respondents.

Table 11. Reasons One Is Likely to Make a Call While Driving, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Reasons	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
How important I think the call is	30.9	33.5		27.6	29.6	31.9	31.6	33.9	28.3
(N)	(1,668)	(1,668)		(185)	(243)	(828)	(544)	(1,335)	(159)
Call is work-related	26.7	8.5		10.3	15.2	14.0	22.6	20.1	13.2
(N)	(1,669)	(1,666)		(185)	(243)	(826)	(544)	(1,335)	(159)
Call is personal/social	17.7	18.1		15.1	26.4	18.0	18.4	16.8	17.6
(N)	(1,668)	(1,666)		(185)	(242)	(826)	(544)	(1,335)	(159)
Who I am calling	12.4	12.5		14.1	14.4	12.2	12.1	11.8	15.7
(N)	(1,668)	(1,669)		(185)	(243)	(828)	(544)	(1,335)	(159)
Need directions/information	8.3	12.8		23.2	17.7	12.1	7.2	7.8	10.7
(N)	(1,668)	(1,667)		(185)	(243)	(826)	(544)	(1,335)	(159)
Report a traffic crash/emergency	3.1	4.0		5.4	2.1	3.0	3.3	3.7	5.7
(N)	(1,669)	(1,667)		(185)	(243)	(827)	(544)	(1,335)	(159)
Boredom	2.7	3.1		5.9	1.6	4.2	3.9	1.6	1.3
(N)	(1,669)	(1,667)		(185)	(243)	(826)	(544)	(1,335)	(159)
Report a medical emergency	2.1	2.5		6.5	2.1	1.3	1.5	2.5	3.8
(N)	(1,668)	(1,666)		(184)	(242)	(827)	(543)	(1,335)	(159)

Reasons for Non-Use

Respondents were asked about situations in which they would *never* talk on the phone while driving. Weather and traffic conditions were the most frequently given answers. About half (54%) of respondents said they would *never* talk on the phone while driving in *bad weather*. About one quarter (24%) reported *bumper-to-bumper traffic,* and *fast-moving traffic* (21%). Table 12 shows the pattern of responses across sexes and across age groups. A slightly higher percentage of women (56%) than men (52%) report *bad weather* as a situation in which talking on the phone while driving should be avoided, whereas responses to other situations are quite similar between sexes and most respondents did not select any of the other conditions.

Table 12. Driving Situations in Which One Would Never Talk on a Phone, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Situations	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Bad weather	51.7	55.7		57.4	58.0	58.3	57.8	50.0	43.3
(N)	(1,896)	(1,921)		(209)	(257)	(873)	(593)	(1,597)	(233)
Bumper-to-bumper traffic	24.2	23.4		17.2	17.5	20.7	20.7	27.3	31.9
(N)	(1,895)	(1,919)		(209)	(257)	(873)	(593)	(1,596)	(232)
Fast-moving traffic	19.0	22.0		18.2	19.5	14.1	19.6	23.9	25.0
(N)	(1,896)	(1,921)		(209)	(257)	(873)	(593)	(1,597)	(232)
Merging with traffic	5.9	6.0		1.0	3.9	6.3	5.6	6.5	8.2
(N)	(1,896)	(1,920)		(209)	(257)	(873)	(593)	(1,597)	(232)
Marked construction zones	4.5	3.8		5.3	9.3	4.6	3.5	3.4	3.4
(N)	(1,895)	(1,919)		(209)	(257)	(873)	(593)	(1,597)	(233)
Driving in unfamiliar area/road	3.3	5.3		3.3	0.8	4.0	5.1	4.8	4.3
(N)	(1,896)	(1,920)		(209)	(257)	(873)	(593)	(1,596)	(232)
When I see a police officer	3.0	2.9		7.2	8.2	3.3	2.0	1.8	0.9
(N)	(1,895)	(1,920)		(209)	(257)	(873)	(592)	(1,597)	(232)
When moving	2.6	2.2		1.9	2.3	3.0	1.9	2.3	4.3
(N)	(1,895)	(1,919)		(209)	(257)	(873)	(593)	(1,596)	(232)
With a baby/child on board	1.2	1.8		1.9	3.1	2.3	2.4	0.6	0.9
(N)	(1,895)	(1,919)		(209)	(257)	(873)	(593)	(1,596)	(232)
Driving at nighttime	1.1	2.8		0.5	0.0	1.8	2.2	2.1	3.0
(N)	(1,896)	(1,920)		(210)	(257)	(873)	(593)	(1,596)	(233)

Bad weather is also reported by approximately 58% of respondents 18 to 44 and lower rates are reported by 45- to 64-year-olds (50%) and 65+ year olds (43%). About 2 in 10 considered other traffic conditions. Respondents in the older age groups (45 to 64, 65+) are more hesitant to talk and drive in *bumper-to-bumper traffic* (27% and 32%, respectively) than the younger respondents (range 17% to 21%). The two oldest age groups are also more hesitant to talk and drive in *fast-moving traffic* (24% for 45- to 64-year-olds, 25% for 65+) than respondents 18 to 44 (response rates ranged from 14% to 20%), although about 8 of 10 drivers did not express those concerns. The youngest (18 to 20) and oldest (65+)

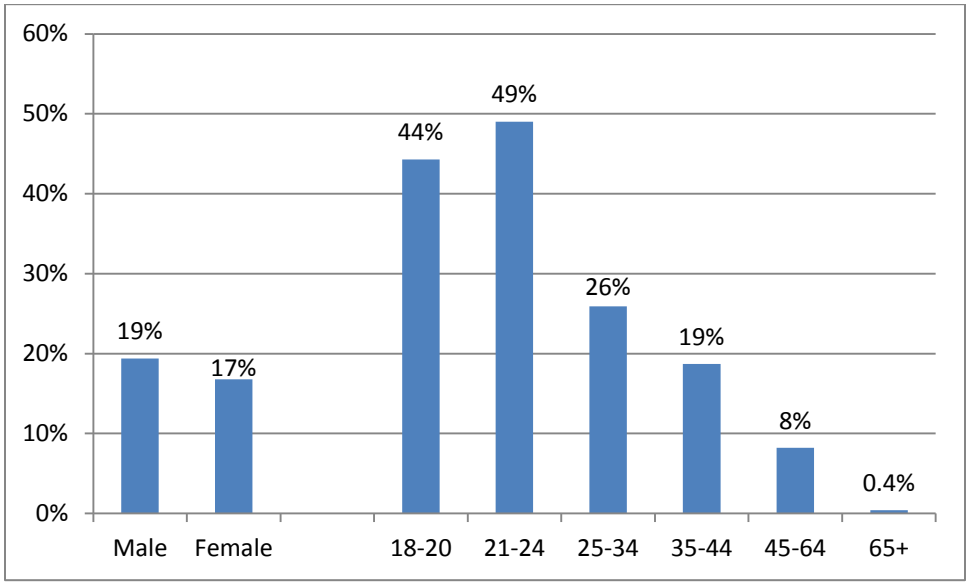
groups are at opposite ends of the range for *merging with traffic* situations which was picked by only 1% of 18 to 20-year-olds compared to 8% of 65-and-older, with most drivers (90%) not expressing concern with this condition. Nine percent of 21- to 24-year-olds opted for *marked construction zone*, while other age groups ranged from 3% to 5%. Some respondents under 25 avoid talking on the phone while driving when they *see a police officer* (7% for 18 to 20, 8% for 21 to 24), although very few respondents older than 25 chose this response (range 1% to 3%)

D. Sending Text Messages or E-Mails While Driving

Frequency and Manner of Use

When asked about sending text messages or e-mails while driving, 18% of respondents reported *ever* doing so and men and women showed a similar incidence (19% for men, 17% for women). Respondents 18 to 24 are much more likely to text while driving (44% to 49%) than older respondents. In fact, after 25, the incidence of texting while driving drops with every age group, from 26% in the 25- to 34-year-olds to less than 1% in those 65 and older (Figure 7).

Figure 7. Percent Sending Text Messages or E-Mails While Driving, by Sex and Age (% Ever)



Among those who do text while driving, the majority of respondents *continue to drive* while texting. Still, there exist some differences across sexes and age groups (Table 13). Seventy percent of men *continue to drive* compared to 61% of women; men are also more likely than women to *use voice commands* (8% and 2%, respectively). Women, in turn, are more likely than men to *pull over and send messages* (18% versus 13%) and are also more likely than men to *hand the phone to a passenger* (18% of women do so, compared to 9% of men). The highest rate of *continue to drive* is seen in the youngest group with 73% of respondents 18 to 20 reporting doing so whereas response rates range from 62% to 68% in other age groups. Respondents under 25 are less likely to *pull over then send* (6% to 9%) than those 25 and older (range 17 to 21%). Note that the 65+ age group was excluded from these follow-up questions due to the small number of respondents in that age group who do text while driving (n=1).

Table 13. Usual Manner of Sending a Text Message or E-Mail While Driving, by Sex and Age (% Respondents)

	Sex			Age Group					
Actions	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+***
Continue to drive	70.2	61.4		73.2	67.7	64.3	67.9	62.3	n/a
Pull over then send	12.9	18.4		6.2	9.4	17.9	17.4	20.8	n/a
Hand phone to passenger	8.9	18.4		14.4	17.3	11.6	9.2	14.6	n/a
Use a voice command	8.1	1.9		6.2	5.5	6.3	5.5	2.3	n/a
(N)	(372)	(321)		(97)	(127)	(224)	(109)	(130)	(1)

**sample is too small for respondents 65 and older, thus no follow-up data are available for this age group*

Reasons for Use

Main reasons reported for *sending a text message or e-mail* while driving are *how important the message/e-mail is* (reported by 42% of all respondents), *who I am messaging* (21%), *message is personal/social* (14%), and *message is work-related* (12%). Table 14 shows comparisons between sexes and across age groups. The most striking difference between men and women is in *work-related* messages, reported by 17% of men but only by 6% of women. Women have slightly lower response rates in *who I'm messaging* (18% versus 23% for men), but higher rates for *how important* the message is (45% versus 40% for males). The 45 to 64-year-olds appear less concerned with *how important the message is* (35%) than their younger counterparts (range 39% to 47%) and *who* they are messaging (16% for 45 to 64, range from 19% to 24% for others). Conversely, 45- to 64-year-olds are more likely to send a message for *work-related* reasons (24%) than younger respondents (range 0% to 21%).

Table 14. Reasons One Is Likely to Send a Text Message or E-Mail While Driving, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Reasons	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+***
How important the message is	39.6	45.4		47.4	38.9	46.7	41.1	34.6	n/a
(N)	(376)	(328)		(97)	(126)	(227)	(112)	(136)	(0)
Who I'm messaging	22.9	18.3		23.7	23.8	18.9	24.1	16.2	n/a
(N)	(375)	(328)		(97)	(126)	(227)	(112)	(136)	(1)
Message is work-related	16.8	6.1		0.0	5.6	9.3	20.5	23.5	n/a
(N)	(375)	(329)		(97)	(126)	(227)	(112)	(136)	(1)
Message is personal/social	13.6	13.7		11.3	19.0	11.0	15.2	12.5	n/a
(N)	(375)	(329)		(97)	(126)	(227)	(112)	(136)	(1)
Need directions/information	3.5	6.7		2.0	15.9	4.4	2.7	1.5	n/a
(N)	(375)	(328)		(98)	(126)	(227)	(112)	(137)	(1)

**sample is too small for respondents 65 and older, thus no follow-up data are available for this age group*

Reasons for Non-Use

Respondents were asked about situations in which they would *never send* a text or e-mail message while driving. The top driving situations in which respondents would *never send* a message while driving include: *bad weather* (reported by 54% of all respondents), in *bumper-to-bumper traffic* (24%), and in *fast-moving traffic* (22%). Table 15 shows that the pattern of responses across sexes and across age groups. As found with placing cell phone calls, respondents reported relatively few traffic situations when they would not send a text or e-mail message.

Table 15. Driving Situations in Which One Would Never Send a Text or E-Mail Message, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Situations	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+***
Bad weather	56.4	50.5		61.9	47.6	56.8	56.3	44.9	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(136)	(0)
Bumper-to-bumper traffic	22.1	25.0		27.8	15.1	16.3	25.0	38.0	n/a
(N)	(375)	(328)		(97)	(126)	(227)	(112)	(137)	(1)
Fast-moving traffic	20.8	22.5		23.7	23.0	17.5	15.2	30.1	n/a
(N)	(375)	(329)		(97)	(126)	(228)	(112)	(136)	(1)
When moving	4.8	12.2		5.2	7.1	9.3	6.3	11.0	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(136)	(1)
Merging with traffic	4.5	6.1		1.0	0.0	7.0	6.3	9.5	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(137)	(1)
Marked construction zones	4.3	3.6		6.2	4.8	4.4	2.7	2.9	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(136)	(1)
When I see a police officer	3.2	6.7		3.1	6.3	5.7	3.6	4.4	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(136)	(1)
With other adult passengers	2.4	3.3		6.2	4.8	1.3	3.6	0.0	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(136)	(1)
Driving in unfamiliar area/road	1.9	6.4		3.1	1.6	3.1	11.6	1.5	n/a
(N)	(376)	(329)		(97)	(126)	(228)	(112)	(136)	(1)
Driving at nighttime	1.1	4.0		1.0	1.6	3.5	4.5	1.5	n/a
(N)	(375)	(329)		(98)	(126)	(227)	(112)	(136)	(1)
With a baby/child on board	0.5	4.0		3.1	3.2	2.6	0.9	0.0	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(111)	(136)	(1)

**sample is too small for respondents 65 and older, thus no follow-up data are available for this age group*

A slightly higher percentage of men (56%) than women (51%) report *bad weather* as a situation in which talking on the phone while driving should be avoided. A higher percentage of women than men report *when moving* (12% versus 5%, respectively), *when I see a police officer* (7% versus 3%), and *driving in an unfamiliar area/road* (6% for women, 2% for men). *Bad weather* is reported by 62% of respondents 18 to 20 compared to a range of 45 to 57% for older age groups. A higher percentage of 45- to 64-year-olds choose *bumper-to-bumper traffic* (38% compared to a range of 15% to 28% for younger age groups) and *fast-moving traffic* (30% compared to a range of 15% to 24% for other age groups). Very few respondents pick *driving in an unfamiliar area/road (12% for 35 to 44* compared to a range of 2 to 3% for other age groups).

E. Perceived Effect of Phone Use on Driving

Respondents who report ever talking on the phone/sending messages while driving were also asked how those behaviors impact their driving. When asked how their driving is different when talking on the phone, 54% of respondents say it makes *no difference*. Two out of 10 respondents (20%) selected *drive slower*. Table 16 shows the reported effects of talking on the phone while driving, by sex

and by age. Results indicate minimal differences between sexes. The majority and a larger number of respondents under 35 believe that talking on the phone has no impact on driving: 57 to 63% answer *no difference* compared to 51 to 52% of those 35 and older. Respondents under 25 and those 65 and older are more like to report *drive slower* (14% to 17%) than other age groups (range 20% to 23%). Other differences across ages are minimal.

Table 16. How Talking on a Phone Affects Driving, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Effects	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
No difference	55.1	52.4		60.8	63.0	57.3	51.9	50.5	50.9
(N)	(1,895)	(1,919)		(209)	(257)	(873)	(593)	(1,596)	(232)
Driver slower	19.3	21.3		14.4	14.8	23.1	20.1	21.0	17.2
(N)	(1,895)	(1,919)		(209)	(257)	(873)	(593)	(1,597)	(232)
Drive faster	0.6	1.5		1.9	3.1	2.7	0.5	0.1	0.4
(N)	(1,895)	(1,919)		(209)	(257)	(874)	(593)	(1,596)	(233)
Change lanes less frequently	1.4	1.6		4.3	0.8	1.4	2.4	1.1	0.9
(N)	(1,896)	(1,919)		(209)	(257)	(873)	(593)	(1,596)	(232)
Drift out of lane/roadway	1.3	0.2		0.0	2.3	0.9	0.5	0.6	0.4
(N)	(1,896)	(1,919)		(209)	(257)	(873)	(593)	(1,596)	(233)

When asked about the impact of sending text messages or e-mails while driving, 25% of all respondents said it makes *no difference*. Thirty-one percent of respondents indicated *drive slower* as a consequence of texting/e-mailing while driving. Table 17 shows that a larger proportion of men than women reported *drive slower* as a consequence of texting (36% versus 25%, respectively). Other sex differences are minimal. A larger proportion of respondents 21 to 34 (range 27% to 30%) reported *no difference* compared to a range of 20 to 24% of other age groups. Twenty-seven percent of those 25 to 34 reported they *drive slower* compared to 30 to 37% of those in other age groups. Some (7%) respondents 18 to 20 reported *change lanes more frequently* than older age groups (range 0% to 3%). Finally, respondents under 25 were more likely to pick *drift out of lane/roadway* (9% to 15%) than older respondents (range 3% to 5%).

Table 17. How Texting/E-Mailing Affects Driving, by Sex and Age (% Respondents) (Multiple Responses)

	Sex			Age Group					
Effects	**Male**	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+***
No difference	24.2	25.8		19.6	27.0	29.5	19.6	24.1	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(137)	(0)
Driver slower	36.4	25.3		37.1	30.2	26.9	31.3	34.6	n/a
(N)	(376)	(328)		(97)	(126)	(227)	(112)	(136)	(0)
Drift out of lane/roadway	8.2	5.8		9.3	15.1	5.3	2.7	4.4	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(136)	(1)
Change lanes more frequently	2.4	2.1		7.2	0.8	2.6	0.9	0.0	n/a
(N)	(376)	(329)		(97)	(126)	(227)	(112)	(136)	(1)

**sample is too small for respondents 65 and older, thus no follow-up data are available for this age group*

F. Perceptions of Safety

A set of questions was designed to assess perception of safety in a variety of situations. More than one fourth (26%) of respondents believe that driving becomes significantly more dangerous if a driver takes his/her eyes off the road for l*ess than a second,* 46% believe danger increases after 1 *to 2 seconds*, 19% choose *3 to 4 seconds*, 8% select *5 to 10 seconds*, and the remainder (2%) believe that driving becomes much more dangerous if a driver kept his/her eyes off the road for *10 seconds or more*. Table 18 shows minimal difference across sex and age. Across all ages about 7 out of 10 respondents identified that driving becomes more dangerous if they take their eyes off the forward roadway for more than 2 seconds or more at a time

Table 18. Perceived Number of Seconds a Driver Can Take Eyes off the Road Before Driving Becomes Significantly More Dangerous, by Sex and Age (% Respondents)

	Sex			Age Group					
	Male	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Less than 1 second	26.1	26.4		31.9	26.5	26.0	23.6	25.5	29.4
1-2 seconds	47.8	43.9		37.0	41.4	50.8	46.6	46.5	41.5
3-4 seconds	17.8	19.3		16.3	23.3	16.0	21.1	19.0	16.4
5-10 seconds	6.8	8.7		11.5	8.7	6.4	7.3	7.2	10.3
10 seconds or more	1.5	1.8		3.3	0.0	0.8	1.4	1.9	2.4
(N)	(2,789)	(2,905)		(270)	(343)	(1,066)	(764)	(2,428)	(708)

Respondents were then presented with a series of situations and asked how safe they would feel *as a passenger* riding in this hypothetical vehicle. As passengers, almost all respondents reported that they considered a driver who was *sending text messages or e-mails* (86% men, 90% women) and *reading e-mails or text messages* (84% men, 88% women) as *very unsafe* and both increased with age from low 60s in the youngest age category to a high of 96% in the oldest age category. About one-third of respondents considered a driver who was *manipulating a navigation system for driving directions*

(33% men, 38% women) or *talking on a cell phone and holding the phone* (32% men 37% women) as *very unsafe* and both increased from low 20s for those 18 to 20 years old to 49-60% in the 65+ age group. Respondents were virtually unanimous in considering a driver who was *watching a movie (96% men, 98% women), reading a book, newspaper, IPad, or Kindle (94% men, 96% women),* or *using a laptop computer (94% men, 96% women)* while driving as *very unsafe* and these remained high across all age groups. About one-third (32% men, 37% women) considered drivers who were talking on a cell phone with a hands free device as *very unsafe.* Table 19 shows the list of situations and distribution of responses by sex and by age.

Table 19. Perception of Safety as a Passenger When Driver Is Involved in Distracted Driving Behaviors, By Sex and Age (% Very Unsafe) (Multiple Responses)

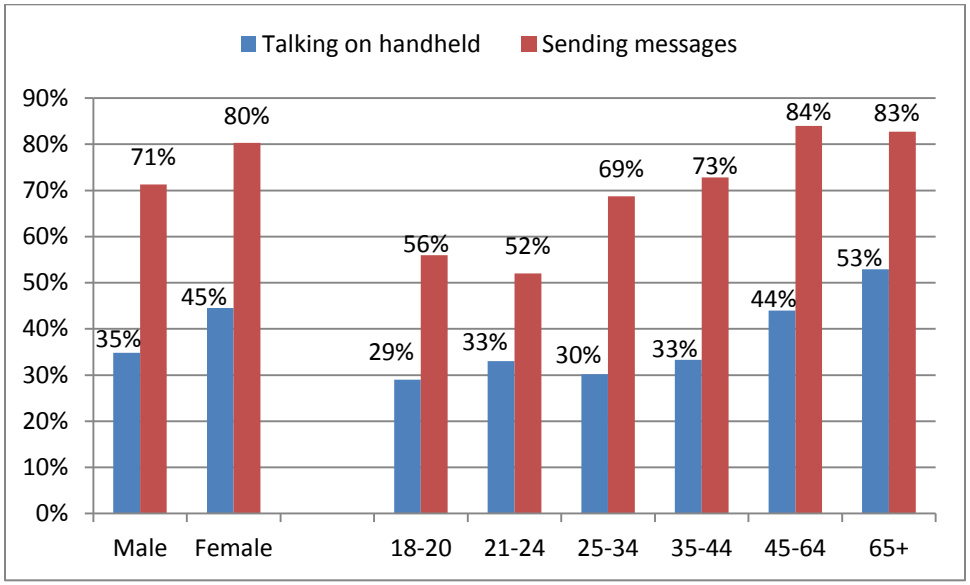
	Sex			Age Group					
	Male	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Watching a movie	95.8	97.4		86.7	96.5	96.0	95.9	97.7	98.3
(N)	(2,850)	(2,973)		(270)	(346)	(1,088)	(775)	(2,481)	(743)
Using a laptop computer	93.9	96.5		88.9	93.0	94.1	93.9	96.5	96.8
(N)	(2,849)	(2,972)		(270)	(345)	(1,087)	(775)	(2,482)	(743)
Reading a book, newspaper, etc.	93.6	96.1		93.0	89.6	93.4	94.8	95.8	97.6
(N)	(2,851)	(2,972)		(270)	(345)	(1,087)	(773)	(2,485)	(742)
Sending e-mails/text messages	86.5	89.7		65.4	66.6	81.1	85.7	94.7	96.0
(N)	(2,848)	(2,967)		(269)	(341)	(1,088)	(775)	(2,484)	(741)
Reading e-mails/text messages	84.2	88.2		61.7	60.6	79.5	82.9	93.0	96.1
(N)	(2,848)	(2,971)		(269)	(343)	(1,089)	(774)	(2,484)	(741)
Doing personal grooming	76.1	67.7		60.8	68.1	63.8	68.1	74.3	85.0
(N)	(2,844)	(2,965)		(268)	(345)	(1,087)	(770)	(2,478)	(741)
Using a portable music player with headphones (N)	57.9 (2,839)	66.8 (2,954)		63.9 (269)	55.0 (342)	62.9 (1,087)	63.6 (774)	63.1 (2,470)	61.0 (734)
Manipulating a navigation system	32.9	37.8		20.7	23.1	28.5	31.1	38.7	49.4
(N)	(2,794)	(2,900)		(270)	(342)	(1,082)	(765)	(2,410)	(714)
Talking on a cell phone (holding phone)	32.0	36.9		20.1	18.0	18.4	27.7	39.3	59.8
(N)	(2,837)	(2,955)		(268)	(345)	(1,085)	(769)	(2,471)	(734)
Interacting with children in the back seat	29.6	26.5		34.8	24.2	19.1	16.2	30.4	44.4
(N)	(2,812)	(2,908)		(270)	(335)	(1,076)	(758)	(2,443)	(723)
Eating or drinking	12.9	11.5		6.7	8.8	5.5	7.6	12.1	29.3
(N)	(2,813)	(2,950)		(268)	(340)	(1,080)	(766)	(2,456)	(730)
Talking on a cell phone (hands-free)	10.5	12.9		9.7	4.9	4.5	6.4	12.9	25.9
(N)	(2,825)	(2,940)		(269)	(344)	(1079)	(770)	(2,463)	(722)
Adjusting the car radio, tape, CD, etc.	8.7	11.4		6.3	3.5	3.9	5.5	11.5	23.5
(N)	(2,828)	(2,954)		(270)	(344)	(1,078)	(770)	(2,466)	(736)
Talking to other passengers	4.1	3.3		1.9	4.4	0.9	1.8	4.4	7.0
(N)	(2,809)	(2,945)		(268)	(344)	(1,077)	(770)	(2,450)	(727)
Singing along to a song on the radio	2.9	2.3		2.2	0.9	1.7	2.7	2.2	5.9
(N)	(2,834)	(2,964)		(271)	(345)	(1,087)	(772)	(2,471)	(734)

The main differences across sexes are in *personal grooming* (judged *very unsafe* by 76% of men and 68% of women), *using a portable music player with headphones* (men, 58%; women, 67%), and *talking on a handheld cell phone* (32% of men and 37% of women judge the behavior *very unsafe*). Respondents under 25 perceive *sending* and *reading e-mails and text messages* as less unsafe than older respondents. Whereas 65 to 67% of 18- to 24-year-olds perceive *sending* messages as very unsafe, 81 to 96% of older respondents do so. Between 80 and 96% of respondents 25 and older perceive *reading* messages as *very unsafe* compared to 62% of 18- to 20-year-olds and 61% of 21- to 24-year-olds.

The youngest (18 to 20) age group has the lowest response rate on *watching a movie* (judged *very unsafe* by 87% of 18 to 20-year-olds versus 96% to 98% of older respondents), *using a laptop computer* (89% for 18 to 20, 93% to 97% for others), and *doing personal grooming* (61% versus 64% to 85% for older respondents). The oldest age group (65+) has the highest response rates on the majority of situations. Differences between the 65+ group and the younger respondents are especially notable in *manipulating a navigation system* (49% of 65+ versus 21% to 39% of others), *talking on a cell phone* (60% versus 18% to 39%, respectively), *eating or drinking* (29% versus 6% to 12%), *talking on a cell phone* (26% versus 5% to 13%), and *adjusting the car radio, etc.* (24% versus 4% to 12%).

Forty percent of respondents reported they are *very likely* to say something if their driver is talking on a handheld cell phone while driving and almost doubles (76%) for a driver sending email or text messages while driving. Figure 8 shows that women and older respondents are more likely to say something than are men and younger respondents.

Figure 8. As a Passenger, How Likely Are You to Say Something if Your Driver Is _____, by Sex and Age (% Very Likely)



G. Perceptions of Laws and Enforcement

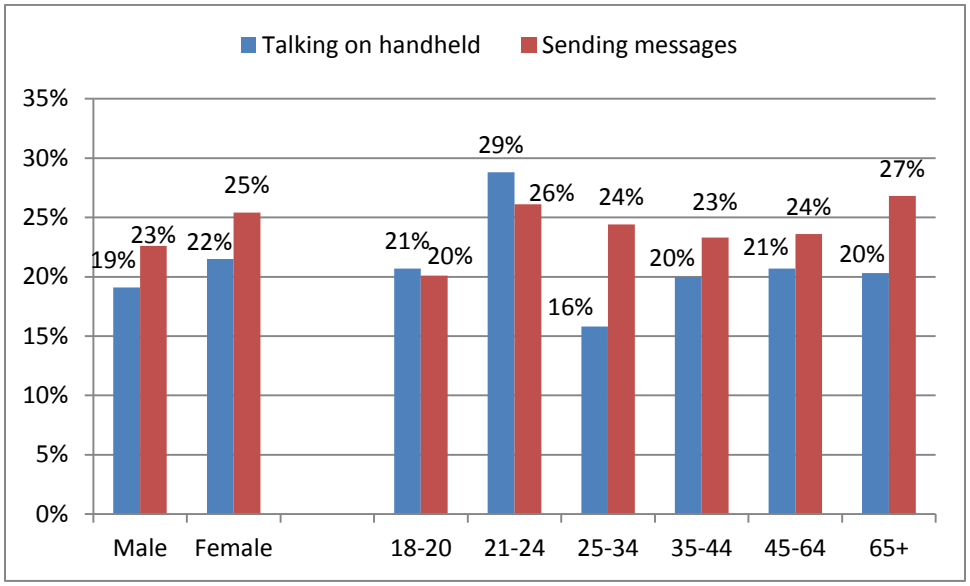
Overall, 38% of respondents believed their States have laws banning talking on handheld cell phones while driving and 50% believed their States have laws banning texting or e-mailing while driving. Table 19 shows the breakdown of responses by sex and by age. About half of respondents under 25 (49 to 51%) believe a cell phone ban is in place compared to about one-third of older respondents (33 to 37%). A similar pattern is seen with a texting ban with 61 to 64% of those under 25 believing that a ban is in place compared to 36 to 55% for respondents 25 and older.

Table 20. Does Your State Have a Law Banning Talking on a Handheld Cell Phone/Texting While Driving? By Sex and Age (% Respondents)

	Sex			Age Group					
	Male	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Handheld Cell Phone									
Yes	38.8	36.5		48.9	51.3	37.1	33.1	36.4	35.3
No	43.1	41.6		29.0	34.8	44.1	49.2	44.6	35.6
Yes, probably	4.8	5.2		7.0	4.3	4.5	4.1	4.7	7.2
Don't know	13.3	16.7		15.1	9.6	14.2	13.6	14.3	21.9
(N)	(2,860)	(2,981)		(272)	(345)	(1,088)	(777)	(2,494)	(745)
Texting									
Yes	52.2	47.5		66.4	61.4	54.5	48.8	48.9	35.6
No	20.8	20.2		15.1	15.7	19.8	23.0	20.8	22.6
Yes, probably	7.2	7.7		5.5	7.2	6.8	6.2	8.1	8.6
Don't know	19.9	24.6		12.9	15.7	18.9	22.0	22.2	33.2
(N)	(2,857)	(2,981)		(271)	(345)	(1,086)	(777)	(2,491)	(744)

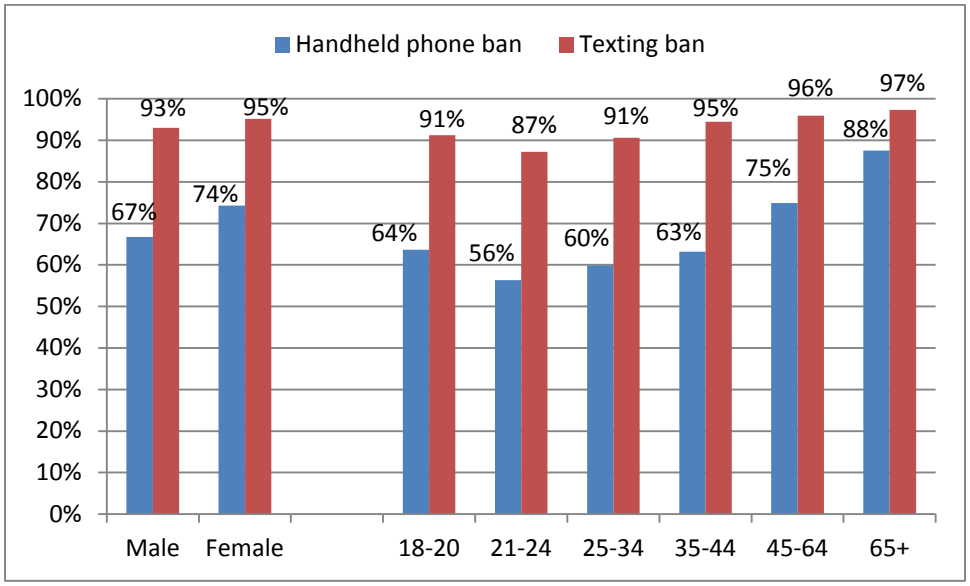
Those who believed a law is in place (i.e., answered *yes* or *yes, probably)* were further asked how likely one would be to get ticketed for such an infraction. Figure 9 shows the perceptions of enforcement severity for infractions related to texting, e-mailing, and talking on a handheld cell phone while driving. Overall, about 2 out of 10 respondents thought it likely they would be ticketed for using a cell phone or texting while driving. A larger proportion of women than men and those 21 to 24 believed it is very likely they would get a ticket for using a phone while driving.

Figure 9. Likelihood of Getting a Ticket for Using a Phone While Driving, by Sex and Age (% Very Likely).



Public support for both types of law was high, reaching 71% for a ban on handheld cell phone use and 94% for a ban on texting or e-mailing while driving. Support for a handheld cell phone ban was higher among women than men (74% versus 67%, respectively) and among respondents 45 and older; support for a texting ban is uniformly high for all ages, and even more so among those 35 and older (Figure 10).

Figure 10. Percent Supporting a Ban on Phone Use While Driving, by Sex and Age (% Respondents).



Those who support the bans were further asked what they thought the fine should be for cell-phone-related infractions. The majority of respondents approved of fines of at least $100. Respondents also approved of higher fines for texting/e-mailing than for talking on a handheld cell phone while driving (see Table 21). Both sexes showed general agreement on fines for handheld phone use while driving, however women tended to favor higher fines than men for texting while driving infractions. Respondents 25 and older also tended to favor higher fines for texting and driving than younger respondents.

Table 21. Proposed Fine for Talking on a Handheld Cell Phone/Sending E-Mail or Text Messages While Driving, by Sex and Age (% Respondents)

	Sex			Age Group					
	Male	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Handheld Cell Phone									
$0-$29	7.8	7.7		13.0	11.2	5.9	6.6	7.8	7.4
$30-$49	1.9	1.2		2.9	0.0	2.0	1.5	1.6	1.1
$50-$99	22.1	21.7		21.0	25.3	24.0	20.6	22.1	20.6
$100-$199	34.8	35.2		18.8	28.7	39.5	38.8	34.7	34.5
$200-$499	20.0	19.5		31.9	25.3	20.7	20.8	17.7	18.0
$500+	13.4	14.7		12.3	9.6	7.9	11.7	16.1	18.4
(N)	(1,558)	(1,735)		(138)	(178)	(555)	(394)	(1,495)	(472)
Texting									
$0-$29	4.6	4.7		13.5	4.3	3.1	4.7	4.4	4.9
$30-$49	1.2	0.6		1.4	1.1	1.2	1.2	0.6	0.7
$50-$99	17.7	14.8		25.0	28.3	17.8	15.8	14.3	11.8
$100-$199	32.7	34.2		21.6	29.7	36.7	35.2	33.6	34.1
$200-$499	24.3	20.9		21.2	19.2	26.3	22.6	21.5	22.2
$500+	19.4	24.9		17.3	17.4	14.8	20.6	25.7	26.3
(N)	(2,197)	(2,276)		(208)	(276)	(830)	(602)	(1,943)	(536)

H. Crash Experience

Overall, 6% of respondents reported having been in a *crash in the past year*, 7% were in a *near-crash*, and the majority (86%) reported no crash. Men have slightly more crash or near-crash incidences than women (15% versus 12%, respectively). Respondents 18 to 20 have the highest incidence of crash or near-crash experience (23%), whereas those 65+ have the lowest (8% - see Table 22 for details).

Table 22. Crash or Near-Crash Involvement as a Driver in the Past Year, by Sex and

	Sex			Age Group					
	Male	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Near-crash	8.4	6.2		5.9	7.5	9.2	7.0	7.9	4.0
Crash	6.5	6.2		17.0	9.2	6.0	6.6	5.7	3.8
No crash	85.1	87.6		77.1	83.2	84.8	86.4	86.5	92.2
(N)	(2,854)	(2,975)		(271)	(346)	(1,087)	(773)	(2,490)	(745)

Of those who were in a crash or near-crash, 6% report using a phone at the time: 4% were talking, 1% were sending a text message or e-mail, and 1% were reading a text message or e-mail. Table 23 shows that women report slightly higher phone involvement than men in crashes and near-crashes (7% versus 5%, respectively). Respondents 18 to 20 report the highest level of phone involvement (13%) at the time of a crash or near-crash, followed by those 25 to 34 (12%).

Table 23. Cell Phone Use at the Time of the Last Crash or Near-Crash, by Sex and

	Sex			Age Group					
	Male	**Female**		**18-20**	**21-24**	**25-34**	**35-44**	**45-64**	**65+**
Yes, talking	3.2	4.4		1.6	0.0	9.9	5.4	2.0	0.0
Yes, reading a text/e-mail message	0.8	1.2		3.3	0.0	0.6	0.0	0.7	2.2
Yes, sending a text/e-mail message	1.1	1.2		8.2	0.0	1.2	0.0	0.7	0.0
No	95.0	93.3		86.9	100.0	88.2	94.6	96.7	97.8
(N)	(377)	(341)		(61)	(48)	(161)	(92)	(302)	(46)

V. Results by Income

Response patterns were explored for respondents in three income groups: those whose yearly earnings are under $50,000/year, those who earn between $50,000 and $99,999, and those with earnings of $100,000 and above. As was the case with the sex and age comparisons, the least popular survey items were omitted and all data are based on the weighted sample.

A. Ownership of Electronic Devices

The first notable difference between income groups is in ownership of electronic devices, with percentage of ownership increasing at each income level (Table 24). More than 90% of respondents in the upper two tiers own cell phones, and of those, at least 25% own smartphones.

Table 24. Percent Owning Electronic Devices, by Income (Multiple Responses)

	INCOME		
Device	**<$50,000**	**$50K-$99,999**	**$100,000+**
Cell phone	81.7	91.3	95.0
(N)	(1,409)	(1,697)	(1,232)
Portable music player	37.3	46.1	59.9
(N)	(1,408)	(1,702)	(1,232)
Hands-free headset*	29.5	37.7	46.0
(N)	(1,154)	(1,548)	(1,184)
Portable navigation system	22.5	39.2	49.1
(N)	(1,409)	(1,695)	(1,232)
Laptop with Internet access	19.1	28.8	38.3
(N)	(1,404)	(1,685)	(1,226)
Smartphone	12.9	25.0	45.5
(N)	(1,405)	(1,699)	(1,228)
Built-in navigation system	6.5	11.6	21.8
(N)	(1,409)	(1,699)	(1,230)
Pager/beeper	1.5	2.5	3.5
(N)	(1,407)	(1,701)	(1,232)

**only asked to respondents who own cell phones*

B. Distracted Driving Behaviors

Table 25 reports the frequency to which respondents engage in distracted driving behaviors and shows some moderate differences across income groups. Most respondents talk to other passengers regardless of income level. Compared to others, respondents in the $100k+ group are more likely to use a *navigation system* (57% versus 45 to 48%), *make or accept phone calls* (56% versus 28 to 44%), *use a portable music player with speakers* (38% versus 26 to 28%), *read e-mails or text messages* (15% versus 8 to 9%), and *send e-mails or text messages* (10% versus 5%). Respondents in the <$50k group are more

likely than others to use smartphones for driving directions (32% versus 26 to 28%), but less likely than others to *adjust the car radio* (57% versus 70 to78%), *eat or drink* (40% versus 51-52%), *make or accept phone calls* (28% versus 44 to 56%), and *interact with children in the back seat* (25% versus 31 to 33%).

Table 25. Distracting Driving Behavior Frequency, by Income (% All, Most or Some Driving Trips) (Multiple Responses)

	INCOME		
Distracting Behavior	**<$50,000**	**$50K-$99,999**	**$100,000+**
Talk to other passengers	75.5	82.0	83.8
(N)	(1,375)	(1,679)	(1,220)
Adjust the car radio	56.5	69.8	78.4
(N)	(1,377)	(1,686)	(1,221)
Use navigation system*	44.6	47.8	57.0
(N)	(378)	(768)	(744)
Eat or drink	39.7	50.6	51.5
(N)	(1,380)	(1,685)	(1,220)
Use smartphone for driving directions*	31.8	27.8	25.6
(N)	(178)	(424)	(555)
Make/accept phone calls	28.1	43.8	56.1
(N)	(1,378)	(1,682)	(1,219)
Use portable music player with speakers*	25.9	28.2	38.4
(N)	(513)	(774)	(732)
Interact with children in back	24.7	30.5	32.7
(N)	(1,378)	(1,682)	(1,219)
Change CDs, DVDs, tapes	21.0	24.0	22.4
(N)	(1,378)	(1,683)	(1,222)
Read e-mail/text message	7.8	8.9	14.7
(N)	(1,379)	(1,685)	(1,221)
Send e-mail/text message	5.1	4.6	10.0
(N)	(1,379)	(1,681)	(1,221)
Do personal grooming	5.0	5.1	8.1
(N)	(1,379)	(1,685)	(1,222)
Use portable music player with headphones*	3.3	3.0	2.2
(N)	(514)	(774)	(732)
Read book, newspaper, etc.	0.7	0.7	0.5
(N)	(1,379)	(1,684)	(1,221)

**only asked to respondents who own the devices*

C. Talking on the Phone While Driving

Frequency and Manner of Use

When asked how often they answer a phone call while driving, 84% of respondents in the$100k+ group reported doing so *on all*, *most* or *some driving trips*, compared to 82% of those in the $50k to $99.9k group and 76% for the under $50k group. Table 26 shows the preferred phone use while driving. Respondents with the highest income have a higher percentage (76%) of *answer and continue to drive* than those in the middle or lower income groups (63% and 61%, respectively) but have the lowest percentage of *hold phone in hand* at 39% (compared to 46% for the middle income and 51% for the lowest income group). Respondents in the highest income group have the highest percentage of *built-in car systems*, 16%, compared to 8% in the middle income group and 4% in the lowest income group. Looking at manner of *making* calls (Table 27), the only notable difference is in percent using *voice dialing*, reported by 18% of respondents in each of the mid- and high-income group compared to 11% in the lowest income group.

Table 26. Usual Action While Receiving Calls While Driving, by Income (% Respondents)

	INCOME		
Actions	**<$50,000**	**$50K-$99,999**	**$100,000+**
Answer and drive	61.3	62.6	75.6
Answer and call back	13.0	15.0	7.6
Hand phone to passenger	10.5	8.8	8.7
Answer and pull over	10.3	9.7	6.3
Pull over then answer	4.9	3.9	1.8
(N)	(677)	(1,187)	(978)
Hold phone in hand	51.1	45.7	38.5
Cell phone speakers	20.7	18.3	16.5
Hands-free earpiece	14.9	16.9	16.1
Varies	5.5	8.6	10.5
Built-in car system	4.4	8.2	15.8
Hold phone between ear and shoulder	3.4	2.4	2.6
(N)	(685)	(1,202)	(989)

Table 27. Manner of Dialing While Driving, by Income (% Respondents) (Multiple Responses)

	INCOME		
Actions	**<$50,000**	**$50K-$99,999**	**$100,000+**
Speed dial or favorites	38.2	32.9	38.1
(N)	(584)	(1,060)	(925)
Scroll through saved numbers	18.5	21.2	19.1
(N)	(584)	(1,058)	(926)
Manual dialing	17.8	16.1	14.2
(N)	(583)	(1,059)	(925)
Varies	14.2	13.4	12.4
(N)	(584)	(1,059)	(925)
Voice dialing	11.3	17.8	17.6
(N)	(583)	(1,059)	(925)

The main reasons for answering a call while driving are shown in Table 28 and show only minimal differences across income groups. The most popular reason for answering a call while driving is *who is calling*. This answer choice does not vary greatly among the three groups (range 28 to 31%). A higher percentage of respondents in the lowest income group report *how important the call is* as a likely reason to answer a call while driving (28%) than respondents in the middle (22%) and highest (21%) income groups. Percentage of respondents opting for *call is personal or social* is lower in the <$50k income group (11%) than the middle (15%) or high income (15%) groups.

Table 28. Reasons One Is Likely to Answer a Call While Driving, by Income (% Respondents) (Multiple Responses)

	INCOME		
Reasons	**<$50,000**	**$50K-$99,999**	**$100,000+**
Who is calling	30.5	28.3	30.3
(N)	(688)	(1,203)	(991)
How important I think the call is	28.2	22.3	21.3
(N)	(688)	(1,204)	(991)
I answer all calls	17.2	13.8	17.2
(N)	(688)	(1,204)	(991)
Call is work-related	13.2	15.6	16.2
(N)	(687)	(1,204)	(992)
Call is personal/social	11.3	15.0	14.7
(N)	(688)	(1,204)	(991)
Call is for someone I know	6.0	6.5	6.7
(N)	(687)	(1,203)	(991)
Call is routine/expected	3.6	3.2	3.2
(N)	(688)	(1,204)	(991)

Reasons for *making* a call while driving are shown in Table 29. The most frequent answer is *how important* the call is and shows no difference across income groups (33%). Nineteen percent of respondents in the middle and highest income groups are likely to make calls while driving if the *call is personal or social* compared to 15% for the lowest income group. Respondents in the lowest income group are more likely than others to place a call if they *need directions/information* (14%, compared to 11% for middle income and 10% for highest income groups). The two highest income groups are more likely to place calls for *work-related* reasons compared to the lowest income group (21% for highest income group, 18% for middle income, and 14% for lowest income).

Table 29. Reasons One Is Likely to Make a Call While Driving, by Income (% Respondents) (Multiple Responses)

	Income		
Reasons	**<$50,000**	**$50K-$99,999**	**$100,000+**
How important I think the call is	33.3	33.2	32.6
(N)	(585)	(1,059)	(926)
Call is personal/social	14.6	18.8	19.1
(N)	(583)	(1,058)	(925)
Need directions/information	14.4	10.9	9.7
(N)	(584)	(1,059)	(925)
Call is work-related	13.9	17.9	20.6
(N)	(583)	(1,059)	(925)
Who I am calling	12.1	9.9	10.7
(N)	(585)	(1,059)	(926)
Report a traffic crash/emergency	5.0	3.3	2.2
(N)	(584)	(1,059)	(925)
Report a medical emergency	3.1	2.5	1.9
(N)	(584)	(1,059)	(925)
Boredom	2.1	2.9	4.8
(N)	(584)	(1,059)	(925)

Reasons for Nonuse

Respondents were asked about situations in which they would *never* talk on the phone while driving. *Bad weather* is the most frequent choice and shows little difference across income groups, ranging from 51 to 54% (Table 30). Overall, the pattern of responses shows little variation between groups and few instances when respondents would not use the cell phone while driving.

Table 30. Driving Situation in Which One Would Never Talk on a Phone, by Income (% Respondents) (Multiple Responses)

	Income		
Situations	**<$50,000**	**$50K-$99,999**	**$100,000+**
Bad weather	52.0	54.3	51.4
(N)	(696)	(1,220)	(1,001)
Bumper-to-bumper traffic	25.0	24.5	24.8
(N)	(697)	(1,219)	(1,001)
Fast-moving traffic	21.1	20.5	21.5
(N)	(696)	(1,221)	(1,001)
Merging with traffic	5.5	6.3	6.6
(N)	(697)	(1,219)	(1,001)
Marked construction zones	5.3	4.3	5.0
(N)	(697)	(1,219)	(1,001)
When I see a police officer	3.7	1.8	4.3
(N)	(697)	(1,219)	(1,001)
Driving in unfamiliar area/road	3.6	4.3	4.4
(N)	(697)	(1,219)	(1,001)
Driving at nighttime	2.2	2.1	1.3
(N)	(697)	(1,219)	(1,001)
With a baby/child on board	2.0	1.2	1.4
(N)	(697)	(1,219)	(1,001)
When moving	1.7	3.0	1.2
(N)	(697)	(1,220)	(1,001)

D. Sending Text Messages or E-Mails While Driving

Frequency and Manner of Use

Respondents in the middle income group have the lowest incidence of *sending text messages or e-mails while driving* with 15% reporting *ever* doing so. This figure compares to 18% in the lowest income group and 22% in the highest income group. Of those who do send text messages or e-mails while driving, about two-thirds, between 61 and 67% (lowest and highest income, respectively), *continue to drive* while completing the message, between 14 and 17% *pull over* to a safe location to send the message, and between 12 and 16% *hand the phone to a passenger* to do the messaging. Very few respondents, between 3 and 9% (highest and middle income, respectively), *use a voice command* (Table 31).

Table 31. Manner of Sending a Text Message or E-Mail While Driving, by Income (% Respondents)

	Income		
Actions	**<$50,000**	**$50K-$99,999**	**$100,000+**
Continue to drive	61.4	64.3	66.5
Pull over then send	16.5	14.6	14.2
Hand phone to passenger	15.0	11.9	16.1
Use a voice command	7.1	9.2	3.2
(N)	(127)	(185)	(218)

Reasons for Use

Reasons for texting while driving differed between income groups. The main reason reported for *sending a text message or e-mail* while driving is *how important the message or e-mail is*, reported more often by the lowest (46%) and middle (46%) income group than by the highest (41%) income group (Table 32). *Who I'm messaging* is reported by 17% of respondents in the middle income group compared to 21% for the highest income group and 25% for the lowest income group. *Message is personal/social* shows the opposite pattern, being reported more often by respondents in the middle income group (18%) than either the lowest income (9%) or the highest income (10%) groups. Respondents in the highest income group report *message is work-related* more often (15%) than those in the middle income group (12%) and the lowest income group (6%). Few middle income respondents report *need directions or information* (2%) than lowest income (6%) or highest income (9%) respondents.

Table 32. Reasons One Is Likely to Send a Text Message or E-Mail While Driving, by Income (% Respondents) (Multiple Responses)

	Income		
Reasons	**<$50,000**	**$50K-$99,999**	**$100,000+**
How important the message is	46.2	45.7	40.5
(N)	(130)	(188)	(222)
Who I'm messaging	24.6	16.5	20.7
(N)	(130)	(188)	(222)
Message is personal/social	9.2	17.6	9.5
(N)	(130)	(188)	(222)
Message is work-related	6.2	11.7	15.3
(N)	(130)	(188)	(222)
Need directions/information	6.2	1.6	9.0
(N)	(130)	(187)	(222)

Reasons for Non-Use

Responses with regard to situations in which one would *never send* a text or e-mail message while driving differ across income groups (Table 33). *Bad weather* is the most frequent answer for all groups, yet it is reported by a lower percentage of respondents in the highest income group (44%) than in the lowest (49%) or middle (64%) income groups. Very few respondents mentioned traffic situations. Respondents in the highest income group showed lower response rates to *fast-moving traffic* (17%) than those in the middle (30%) or lowest (25%) income groups. A higher percentage of respondents in the lowest income group (12%) picked *when I see a police officer* than is the case in the middle (5%) or highest (4%) income groups. A lesser percentage (5%) of middle income respondents reported *when moving* than either lowest or highest income respondents (each at 11%). Middle (9%) and highest (6%) income respondents opted for *merging with traffic* to a greater extent than did the lowest income respondents (2%).

Table 33. Driving Situations in Which One Would Never Send a Text or E-Mail Message While Driving, by Income (% Respondents) (Multiple Responses)

	Income		
Situations	**<$50,000**	**$50K-$99,999**	**$100,000+**
Bad weather	49.2	64.4	44.1
(N)	(130)	(188)	(222)
Fast-moving traffic	24.8	30.3	17.1
(N)	(129)	(188)	(222)
Bumper-to-bumper traffic	23.1	21.4	23.3
(N)	(130)	(187)	(223)
When I see a police officer	11.5	4.8	4.0
(N)	(130)	(188)	(223)
When moving	10.8	4.8	10.8
(N)	(130)	(188)	(222)
Winding/curving road	6.9	3.2	0.4
(N)	(130)	(188)	(223)
Driving in unfamiliar area/road	5.4	3.2	4.1
(N)	(130)	(188)	(222)
Marked construction zones	4.6	4.3	5.4
(N)	(130)	(188)	(222)
With a baby/child on board	3.8	1.6	1.8
(N)	(130)	(187)	(222)
Merging with traffic	2.3	8.5	6.3
(N)	(130)	(188)	(222)
Driving at nighttime	2.3	2.1	3.2
(N)	(129)	(188)	(222)
With other adult passengers	1.6	5.9	0.0
(N)	(129)	(188)	(222)

E. Perceived Effect of Phone Use on Driving

About half of respondents in all three income groups (51% to 52%) believed that talking on the phone makes *no difference* on their driving performance. None of the response options show much variation across income groups, as can be seen in Table 34.

Table 34. How Talking on the Phone Affects Driving, by Income (% Respondents) (Multiple Responses)

	Income		
Effects	**<$50,000**	**$50K-$99,999**	**$100,000+**
No difference	51.4	52.2	52.0
(N)	(696)	(1,219)	(1,001)
Driver slower	19.4	21.5	20.8
(N)	(696)	(1,219)	(1,001)
Avoid changing lanes altogether	1.7	0.5	1.5
(N)	(697)	(1,219)	(1,001)
Drive faster	0.9	0.3	1.6
(N)	(697)	(1,219)	(1,001)
Change lanes less frequently	0.9	0.7	1.8
(N)	(697)	(1,219)	(1,001)

In contrast to *talking on the* phone, asking about the impact of *sending text messages or e-mails* while driving does show some differences between income groups (Table 35). More than a third of lowest income respondents (35%) report texting makes *no difference* on driving. This is a higher percentage than that shown by respondents in the middle income group (21%) and the highest income group (12%). More respondents in the lowest income group picked *drive slower* (23%) than either the middle or highest income groups (33% and 37%, respectively).

Table 35. How Sending Text or E-Mail Messages Affects Driving, By Income (% Respondents) (Multiple Responses)

	Income		
Reasons	**<$50,000**	**$50K-$99,999**	**$100,000+**
No difference	34.6	21.3	12.1
(N)	(130)	(188)	(223)
Drive slower	23.1	33.0	36.8
(N)	(130)	(188)	(223)
Drift out of lane/roadway	3.8	6.4	7.2
(N)	(130)	(188)	(223)
Look in mirror less	2.3	0.5	0.0
(N)	(130)	(188)	(222)
Change lanes more frequently	0.0	1.6	2.3
(N)	(130)	(188)	(222)

F. Perceptions of Safety

Respondents were asked to judge how safe they would feel *as a passenger* if their driver was involved in a variety of situations. There was uniform agreement in the five situations judged as most unsafe including sending and reading e-mails and text messages, but less dangerous situations showed variation between income groups (Table 36). *Manipulating a navigation system* was judged very unsafe by a large proportion of lowest (38%) income group compared to the middle (32%) and highest (30%) income groups. Respondents in the lowest income group were more likely than others to view *talking on a handheld cell phone* (44%, versus 30% for middle income and 23% for highest income groups)

Table 36. Perception of Safety as a Passenger When Driver Is Involved in Distracted Driving Behaviors, By Income (% Very Unsafe) (Multiple Responses)

	Income		
If driver is…	**<$50,000**	**$50K-$99,999**	**$100,000+**
Watching a movie	97.2	96.5	96.5
(N)	(1,406)	(1,698)	(1,231)
Using a laptop computer	95.7	95.1	96.2
(N)	(1,407)	(1,696)	(1,233)
Reading a book, newspaper, etc.	95.4	95.3	94.9
(N)	(1,406)	(1,696)	(1,233)
Sending e-mails/text messages	89.6	87.3	88.1
(N)	(1,401)	(1,697)	(1,232)
Reading e-mails/text messages	87.6	84.8	85.7
(N)	(1,405)	(1,697)	(1,232)
Doing personal grooming	74.4	71.2	66.6
(N)	(1,403)	(1,692)	(1,230)
Using a portable music player with headphones	61.1	59.6	60.9
(N)	(1,399)	(1,691)	(1,229)
Manipulating a navigation system	38.0	31.9	29.9
(N)	(1,369)	(1,675)	(1,210)
Talking on a cell phone (holding phone)	44.4	30.1	22.6
(n)	(1,402)	(1,690)	(1,227)
Interacting with children in the back seat	32.5	25.0	20.3
(N)	(1,380)	(1,677)	(1,221)
Eating or drinking	18.0	8.3	6.9
(N)	(1,394)	(1,679)	(1,220)
Talking on a cell phone (hands-free)	15.0	9.5	6.2
(N)	(1,392)	(1,674)	(1,229)
Adjusting the car radio, tape, CD, etc.	14.0	7.2	3.3
(N)	(1,396)	(1,686)	(1,224)
Talking to other passengers	5.5	2.6	2.1
(N)	(1,384)	(1,684)	(1,220)
Singing along to a song on the radio	3.7	1.2	0.9
(N)	(1,395)	(1,694)	(1,230)

and *manipulating a navigation system* (38%, 32%, and 30%) as *very unsafe*. It is interesting to note that the lowest income respondents rated every single action as more unsafe than other groups. Response patterns indicate that respondents in the lowest income group are also the ones most likely to *say something* to their driver if he/she was talking on a handheld phone while driving (Figure 11). One-third to one half of passengers would say something to the driver. There were minimal differences between groups with regard to saying something if one's driver was *sending text messages* while driving (Figure 12). About 3 out of 4 passengers would say something to the driver in those circumstances regardless of income level.

Figure 11. Likelihood of Saying Something if Driver Is Talking on a Handheld Cell Phone While Driving, By Income

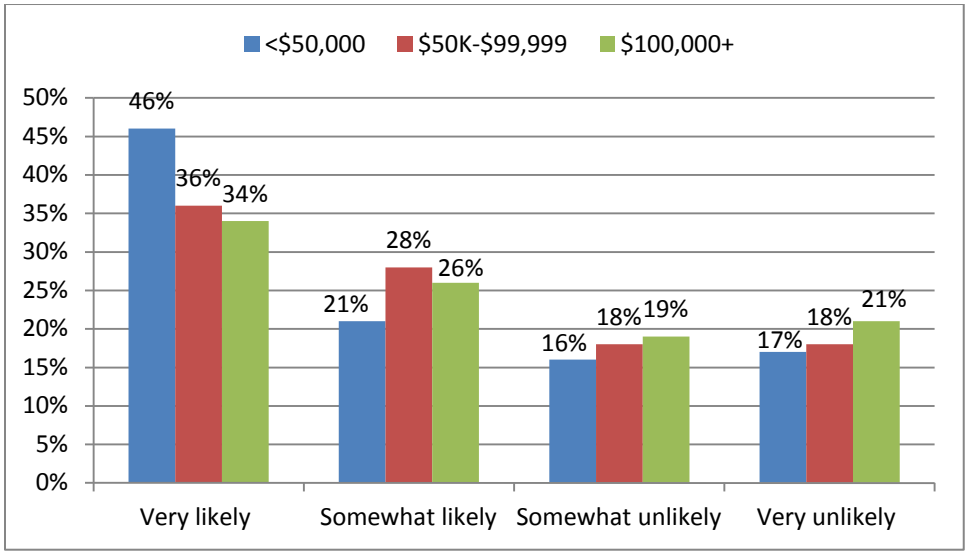
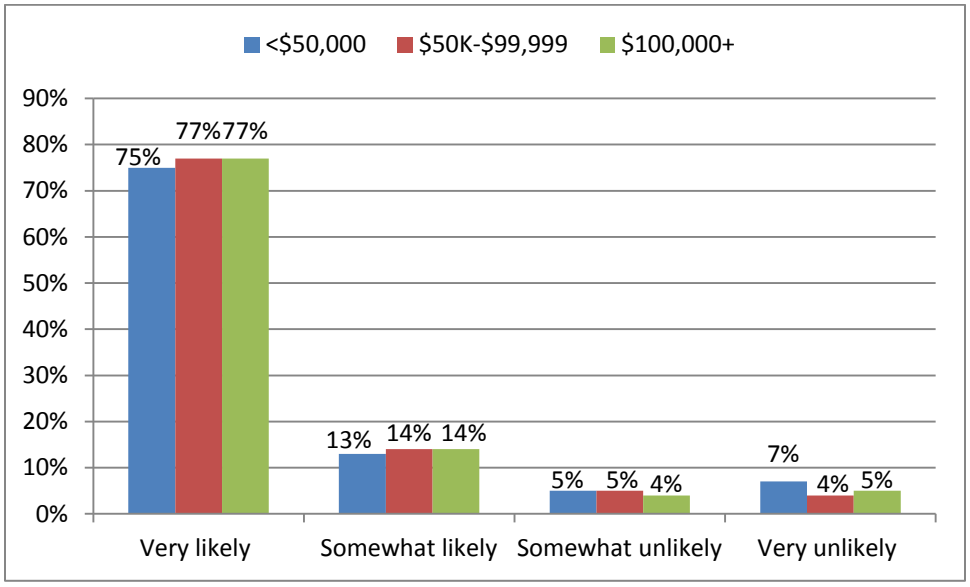


Figure 12. Likelihood of Saying Something if Driver Is Sending Text Message or E-Mails While Driving, by Income



G. Perceptions of Laws and Enforcement

Forty-one percent of highest income respondents believed their State has a law banning talking on a handheld cell phone while driving. Overall, 70% correctly identified the law in their own State, with 97% correct in States with a ban and 62% correct in States without a ban. Thirty-five percent of middle income respondents believed their State has a handheld cell phone law. Sixty-four percent correctly identified the law (93% correct in States with a law, 58% in States without a law). Lastly, 38% of respondents in the lowest income group believed their State has a law. Overall, 53% of respondents were correct in identifying their State's law (91% in States with a ban, 44% in States without a ban).

Fifty-three percent of respondents in the highest income group believed their State has a law banning texting while driving. Fifty-six percent correctly identified the law in their State (65% correct in States with a ban, 39% correct in States without a ban). Forty-nine percent of middle income respondents believed their State has a texting ban in effect. Fifty-two percent correctly identified the law (64% correct in States with a ban, 35% correct in States without a ban). Forty-eight percent of respondents in the lowest income group believed their State a law banning texting while driving. Fifty-one percent correctly identified their State's law, 64% were correct in States with a ban and 36% were correct in States without a ban.

Those who believed a law was in place were further asked how likely one is to get ticketed for such an infraction. Table 37 shows the perceptions of enforcement severity for infractions related to texting/e-mailing and talking on a handheld cell phone while driving. Overall, less than one-quarter of respondents thought it likely they would be ticketed. Twenty-five percent of respondents in the lowest income group believed that getting ticketed for phone infractions is *very likely*. This percentage is higher than that reported in the middle income group (18%) and the highest income group (16%). Similar results are seen with regard to a texting while driving infraction: 27% of the lowest income group, 21% of the middle income group, and 18% of the highest income group believed the chance of getting a ticket is *very likely*.

Table 37. Perceived Likelihood of Getting a Ticket for Talking or Sending a Message While Driving, By Income

	Income		
Talking on handheld	**<$50,000**	**$50K-$99,999**	**$100,000+**
Very likely	24.8	18.1	15.9
Somewhat likely	27.3	26.7	28.9
Somewhat unlikely	25.5	33.2	26.4
Very unlikely	22.3	22.0	28.9
(N)	(596)	(641)	(523)
Sending a message			
Very likely	27.3	21.0	18.2
Somewhat likely	28.6	25.5	23.7
Somewhat unlikely	22.6	28.4	28.3
Very unlikely	21.5	25.2	29.8
(N)	(752)	(930)	(718)

Public support for handheld cell phone law is highest in the lowest income group (79%), followed by the middle income group (69%) and is lowest in the highest income group (66%). Support for a ban on texting or e-mailing while driving is similar across groups and reaches 94% in the lowest income group, 96% in the middle income group, and 95% in the highest income group.

Those who support the bans were further asked what they thought the fine should be for cell-phone-related infractions. Table 38 shows that the response pattern does not differ greatly between income groups with all groups favoring fines of $100 or more; almost one-quarter favor fines in the $200 to $499 range.

Table 38. Proposed Fine for Talking on a Handheld Cell Phone or Sending E-Mail or Text Messages While Driving, by Income (% Respondents)

	Income		
	<$50,000	**$50K-$99,999**	**$100,000+**
Handheld Cell Phone			
$0-$29	9.8	7.4	5.1
$30-$49	1.9	1.2	1.9
$50-$99	21.2	23.4	22.7
$100-$199	34.0	36.2	32.7
$200-$499	18.0	19.0	22.8
$500+	15.0	12.8	14.8
(N)	(884)	(964)	(724)
Texting			
$0-$29	5.3	3.9	3.1
$30-$49	1.3	0.7	0.6
$50-$99	17.6	16.7	14.7
$100-$199	34.7	34.3	33.8
$200-$499	21.3	23.3	23.4
$500+	20.0	21.2	24.4
(N)	(1,082)	(1,375)	(1,018)

H. Crash Experience

Respondents were asked if they had been in a *crash in the past year.* Those in the highest income group report a slightly higher crash or near-crash incidence than those in the middle income group (16% versus 14%, respectively). Respondents in the middle income group fall in between at 15% (Table 39). Most respondents did not report crash or near-crash involvement.

Table 39. Crash or Near-Crash Involvement as a Driver in the Past Year, by Income

	Income		
	<$50,000	**$50K-$99,999**	**$100,000+**
Near-crash	8.7	8.3	7.3
Crash	6.2	5.4	8.5
No crash	85.1	86.3	84.2
(N)	(1,409)	(1,695)	(1,232)

Of those who were in a crash or near-crash, between 5% (high income) and 7% (middle income) admit to using a phone at the time of the crash or near crash (Table 40). The largest difference between income groups is in the percentage who were talking on a phone at the time of the crash or near-crash

with the highest income group having the lowest percentage at 1% compared to 4% for the lowest income group and 6% for the middle income group.

Table 40. Cell Phone Use at the Time of the Last Crash or Near-Crash, by Income

	Income		
	<$50,000	**$50K-$99,999**	**$100,000+**
Yes, talking	4.4	6.0	1.1
Yes, reading a text/e-mail message	1.1	0.0	1.7
Yes, sending a text/e-mail message	0.0	0.9	2.2
No	94.5	93.0	95.0
(N)	(181)	(215)	(180)

VI. Conclusions

Telephone interviews were conducted with more than 6,000 drivers across the United States. Approximately 90% of drivers 18 to 64 own cell phones, with rates being noticeably lower after 64 (78% of those 65+ own a cell phone). Cell phone ownership is also very high (82%) even for those in the lower income tier for those earning $50, 000 or less a year. Cell phone use is widespread and drivers take their devices into their vehicles when they drive.

More than three-quarters (77%) of respondents indicated they are willing to answer a call while driving on at least some driving trips. Not only do they answer, but two-thirds (66%) keep driving and close to half (45%) hold the phone in their hand when they do. Men and respondents 21 to 34 are especially likely to answer a phone while driving, as are those with yearly income of $50,000 or more. More than half (54%) of those who do talk on the phone while driving believe that doing so makes no difference on their driving. While more than 60% of respondents under 25 believe talking while driving makes no difference on driving, there were only minimal differences across gender and income.

Sending text messages or e-mailing while driving, while less frequent than talking on a cell phone while driving, was still quite high. Overall, 18% of respondents reported ever sending a text while driving, and 66% of those said they continued to drive while texting. Although sex differences were minimal, results indicated that close to half of drivers under 25 (44 to 49%) have ever engaged in texting while driving. Rates of texting while driving were also higher among those with incomes of $100,000/year and above than those in the lower two income tiers. A quarter of respondents believed texting while driving makes no difference on driving. Respondents 21 to 34 reported the highest percentage of *no difference* (27 to 30%), as did respondents with a yearly income of $100,000 or more (35%).

Overall, only about two-thirds of respondents reported that they could take their eyes off the road for 2 seconds or less before driving becomes significantly more dangerous and young drivers were more likely to indicate that they could take their eyes off the road for 5 to 10 seconds or more.

While most drivers said they are willing to answer a call and many will send a text while driving, almost all of these same respondents (90%) reported that they would feel very unsafe as a passenger if their driver was sending or receiving text messages while driving. Female respondents and those over 25 reported feeling very unsafe more than did males or those under 25. A little over one-third of respondents said they would feel very unsafe if their driver was using a handheld cell phone while driving. Here again, males and those under 35 were less concerned than females or older passengers. Respondents in the lowest income tier reported they would feel very unsafe at a much higher rate (44%) than those in the upper two tiers. Three out of 4 passengers would likely say something to their driver if they were texting, regardless of income level, sex or age, while only 3 or 4 out of 10 would be likely to say something to a driver who was talking on a hand held cell phone.

Overall, the results of the first national phone survey on distracted driving suggest that the driving population underestimates the danger of using a cell phone or texting while driving and a

significant proportion do not hesitate to talk on a cell phone or text while driving. Most do not believe that their own driving is affected when they use these electronic devices, but they feel very unsafe when riding as a passenger with another driver who is talking on a handheld phone or texting. The majority of respondents support laws banning cell phone use (talking and texting) while driving and most are in favor of fines of $100 or more for those violating those laws. A sizeable proportion support fines in the range of $200 to $499.

VII. References

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Appendix A. Survey Instrument

DISTRACTED DRIVING TELEPHONE SURVEY

State: _____ County: _____ Metro Status: _____
Date: _____ CATI ID: _____
Interviewer: _____ Telephone Number: _____
Time Start: _____ Time End: _____ Total Time: _____

INTRODUCTION – SCREENING QUESTIONS (SQ) – ALL RESPONDENTS

SQ.1) Hello, I'm _____ calling for the U.S. Department of Transportation. If I have reached you on your cell phone, are you in a safe place to talk right now?

1) Landline [GO TO SQ.2]
2) Cell phone/safe to talk [GO TO SQ.2]
3) Not safe to talk [**SAY WILL CALL BACK LATER AND END CALL IMMEDIATELY**]
99) (VOL) Refused [***TERMINATE THE INTERVIEW]***

SQ.2) Hello, I'm _____ calling for the U.S. Department of Transportation. We are conducting a national study of Americans' driving habits and attitudes.

This collection of information is VOLUNTARY and will be used for statistical purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. Your participation is anonymous, and we will not collect any personal information that would allow anyone to identify you. The interview takes about 20 minutes to complete.

Could we begin now?

1) Yes
2) No…. [**ARRANGE CALLBACK**]
3) No, callback on different number [**ARRANGE CALLBACK**]
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ.3) Are you 18 years old or older?

1) Yes
2) No…. [***TERMINATE THE INTERVIEW***]
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ.3a.) In which of these age categories do you fall...

1) 18 to 34
2) 35 and older
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ.4) Is the phone number we called a personal phone, or one used exclusively for business?

1) Personal
2) Mixed use
3) Exclusively business [***TERMINATE THE INTERVIEW***]
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ.5) Is this phone used exclusively by you, or does someone else share this phone number with you?

1) My phone only
2) Shared use [**SKIP TO SQ.6**]
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ5a) Are you a licensed Driver?
1) Yes [**SKIP TO SQ.8]**
2) No **[*TERMINATE THE INTERVIEW*]**

SQ.6) In order to select just one person to interview, could I speak to the licensed driver that uses this phone, age 18 or older, who will have the next birthday?

1) Respondent is the person **[SKIP TO SQ.8]**
2) Other respondent comes to phone [**CONTINUE]**
3) Respondent is not available [**ARRANGE CALLBACK]**
4) No licensed driver at this phone/address **[*TERMINATE THE INTERVIEW*]**
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ.7) Hello, I'm _____ calling for the U.S. Department of Transportation. We are conducting a national study of Americans' driving habits and attitudes.

This collection of information is VOLUNTARY and will be used for statistical purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. Public reporting burden is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Your participation is anonymous, and we will not collect any personal information that would allow anyone to identify you. Please note that a federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid OMB control number. The OMB control number for this collection is 2127-0665.

Could we begin now?

1) Yes
2) No…. [**ARRANGE CALLBACK**]
3) No, call back on different number [**ARRANGE CALLBACK**]
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ.8) Do you USE a cell phone and a landline phone for your personal telephone service, or do you exclusively use a (INSERT ANSWER FROM SQ1 - cell/landline) phone?

1) Use landline only ***(CLASSIFY AS A LANDLINE ONLY RESPONDENT) [SKIP TO SQ.11]***
2) Use cell phone only ***(CLASSIFY AS A CELL PHONE ONLY RESPONDENT) [SKIP TO SQ.10]***
3) Use both landline phone and cell phone (ASK SQ.9)
99) (VOL) Refused (ASK SQ.9)

SQ.9) Which best describes your USE of your personal telephones. You (READ CHOICES – ROTATE BLOCKS 1 & 2)

BLOCK 1
1) Use your Landline phone more than your Cell Phone ***(CLASSIFY AS DUAL/LANDLINE DOMINANT)***
2) Use your Cell Phone more than your Landline ***(CLASSIFY AS DUAL/CELL PHONE DOMINANT)***
3) Use your Landline and Cell Phone about equally ***(CLASSIFY AS DUAL/EQUAL)***
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

BLOCK 2

2) Use your Cell Phone more than your Landline ***(CLASSIFY AS DUAL/CELL PHONE DOMINANT)***
1) Use your Landline phone more than your Cell Phone ***(CLASSIFY AS DUAL/LANDLINE DOMINANT)***
3) Use your Landline and Cell Phone about equally ***(CLASSIFY AS DUAL/EQUAL)***
99) (VOL) Refused **[*TERMINATE THE INTERVIEW*]**

SQ.11) Can I please have the zip code of the town where you currently live? We will not use it to identify you personally; we just need to know what part of the country you are in.

[**RECORD VALUE**]

98) (VOL) Don't Know
99) (VOL) Refused

GENERAL DRIVING INFORMATION

Q.1) How often do you drive a motor vehicle, regardless of whether it is for work or for personal use? Almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?

[**DO NOT READ LIST**]

1) Almost every day (or more)
2) Few days a week
3) Few days a month
4) Few days a year
5) Never [**SKIP TO Q.2**]
6) (VOL) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.1.A) Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?

[**NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:**]
"What kind of vehicle did you LAST drive?"

1) Car
2) Van or minivan
3) Motorcycle
4) Pickup truck
5) Sport Utility Vehicle
6) Other truck (**SPECIFY**)
7) (VOL) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

PERCEPTIONS OF ENFORCEMENT

Q.2) When you pass a driver stopped by the police IN THE DAYTIME, what do you think the stop was most likely for?

[**DO NOT READ LIST - MULTIPLE RECORD**]

1) Speeding
2) Seat Belt Violation
3) Drunk Driving
4) Reckless Driving
5) Cell phone use
6) Texting or sending emails while driving
7) Registration Violation
8) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.2.A) When you pass a driver stopped by the police IN THE NIGHTTIME, what do you think the stop was for?

[**DO NOT READ LIST - MULTIPLE RECORD**]

1) Speeding
2) Seat Belt Violation
3) Drunk Driving
4) Reckless Driving
5) Cell phone use
6) Texting or sending emails while driving
7) Registration Violation
8) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

OWNERSHIP OF MOBILE ELECTRONICS

Q.3) Do you CURRENTLY own any of the following devices?

[READ A-H AND CODE FOR EACH:]

1) Yes
2) No
3) Mixed/Shared Use
98) (VOL) Don't know
99) (VOL) Refused

Q.3.A) A cell phone [Code 1 (Yes) if mentions any cell phone including a smartphone]
Q.3.B) A 'smartphone' such as a Droid, iPhone, or Blackberry
Q.3.C) A pager or beeper
Q.3.D) A portable music player, such as a CD player, iPod, or Zune
Q.3.E) A portable navigation system, such as TomTom or Garmin
Q.3.F) A navigation system built into the vehicle, such as OnStar or Sync
Q.3.G) A laptop computer with cellular internet access, such as with Sprint or Verizon
Q.3.H) [**ASK IF 3A or 3B = Yes**] A hands-free headset for your cell phone, such as one that plugs into the phone or works wirelessly

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FREQUENCY OF DISTRACTED DRIVING

[IF Q.1 = 5 (Never drive) SKIP TO Q.17]

Q.5) I'm going to read a list of activities, and for each I'd like you to tell me how often YOU do each while driving? For each, please tell me if you do the activity [**READ 1-5**]? How often do you…

[READ A-O AND CODE FOR EACH:]

1) On all driving trips
2) On most driving trips
3) On some driving trips
4) Rarely
5) Never
98) (VOL) Don't know
99) (VOL) Refused

Q.5.A) Talk to other passengers in the vehicle
Q.5.B) Eat or drink
Q.5.C) Make or accept phone calls
Q.5.D) Read, such as a book, newspaper, iPad or Kindle
Q.5.E) Read emails or text messages
Q.5.F) Send text messages or emails
Q.5.G) Interact with children in the back seat
Q.5.H) Do personal grooming, such as put on make-up, shave, or look at yourself in the mirror
Q.5.I) Adjust the car radio
Q.5.J) Change CDs, DVDs, or tapes
Q.5.L) [**ASK IF Q.3.D = 1**] Use a portable music player with headphones on
Q.5.M) **ASK IF Q.3.D = 1**] Use a portable music player with external speakers or with the car's speakers
Q.5.N) [**ASK If Q.3.B = 1**] Use your Smartphone for driving directions
Q.5.O) [**ASK IF Q.3.E OR Q.3.F = 1**] Use a navigation system for driving directions

NOTE: IF Q.5.C OR Q.5.E OR Q.5.F = 1 CONTINUE WITH Q.8
IF Q.5.C AND Q.5.E AND Q.5.F = 2 SKIP TO Q.17

NOTE: IF Q5C(01,02,03,04) OR Q5E(01,02,03,04) OR Q5F(01,02,03,04)
IF Q5C(05,98,99) AND Q5E(05,98,99) AND Q5F(05,98,99) SKIP TO Q17

ANSWERING AND MAKING CELL PHONE CALLS WHILE DRIVING

Q.8.A) When you RECEIVE a phone call while you are driving, how often do you ANSWER the call?

[**READ LIST**]

1) On all driving trips
2) On most driving trips
3) On some driving trips
4) Rarely
5) Never…. **[SKIP TO Q9A]**
98) (VOL) Don't know
99) (VOL) Refused

Q.8.B) What are the reasons you are more likely to ANSWER a call while driving?

[DO NOT READ LIST - MULTIPLE RECORD]

1) I answer all calls
2) Who is calling
3) How important I think the call is
4) Availability of the phone
5) Call is work-related
6) Call is personal or social
7) Call is routine or expected
8) Call is unexpected
9) Call is from someone I know
10) Call is from a number I don't recognize
11) Non-stressful traffic conditions
12) Good weather conditions
13) Traveling at a low speed
14) Time of day
15) Boredom
16) In need of directions or other information
17) Personal safety
18) If state law allows
19) No police officers in sight
20) Tired (talking keeps me awake)
21) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.8.C) When you answer a call while driving, do you USUALLY…

[READ LIST]

1) Answer and continue to drive while completing the conversation
2) Answer and promptly pull over to a safe location
3) Answer and inform the caller you will call back later
4) Pull over to a safe location first and then speak to the caller
5) Hand the phone to a passenger to answer if you have one
98) (VOL) Don't know
99) (VOL) Refused

Q.8.D) Which of the following do you USUALLY do when you answer a call while driving?

[READ LIST]

1) Hold the phone in your hand
2) Squeeze the phone between your ear and shoulder
3) Use a hands-free earpiece
4) Use a built-in-car system (OnStar, Sync, or built-in Bluetooth)
5) Use the cell phone's speakerphone feature
6) Varies
98) (VOL) Don't know
99) (VOL) Refused

Q.9.A) When you are driving, how often are you willing to MAKE a phone call?

[**READ LIST**]

1) On all driving trips
2) On most driving trips
3) On some driving trips
4) Rarely
5) Never [**SKIP TO Q.10**]
98) (VOL) Don't know
99) (VOL) Refused

Q.9.B) What are the reasons you are more likely to MAKE a call while driving?

[DO NOT READ LIST - MULTIPLE RECORD]

1) Who I'm calling
2) How important/urgent I think the call is
3) Availability of the phone
4) Work-related
5) Personal or social
6) Non-stressful traffic conditions
7) Good weather conditions
8) Traveling at a low speed
9) Time of day
10) Boredom
11) If I need of directions or other information
12) I think it's safe to call
13) Personal Safety
14) If state law permits
15) No police officers in sight
16) Report a traffic crash/emergency
17) Report a medical emergency
18) Tired (talking keeps me awake)
19) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.9.C) Which of the following ways do you usually MAKE a call while driving?

[READ LIST – MULTIPLE RECORD]

1) Manual dialing
2) Voice-dial (speaking a name or phone number)
3) Speed dial or favorites
4) Scroll through saved numbers and select
5) Varies
98) (VOL) Don't know
99) (VOL) Refused

Q.10) [IF Q.8.A = 5 (Never) AND Q 9.A = 5 (Never) SKIP TO Q.12] How, if at all, would you say your driving is different when you are TALKING on the phone?

[**DO NOT READ, MULTIPLE RECORD**]

1) No difference (EXCLUSIVE ANSWER)
2) Drive slower
3) Drive faster
4) Change lanes more frequently
5) Change lanes less frequently
6) Avoid changing lanes altogether
7) Apply the brakes suddenly
8) Drift out of the lane or roadway
9) Use turn signal less regularly
10) Use turn signal more regularly
11) Increase distance from lead vehicle
12) Follow lead vehicle more closely
13) Look in your rear or side view mirrors more frequently
14) Look in your rear or side view mirrors less frequently
15) Other [**SPECIFY**]
98) (VOL) Don't Know
99) (VOL) Refused

Q.11) Is there any driving situation in which you would NEVER TALK on a phone while driving?

[**DO NOT READ, MULTIPLE RECORD:**]

1) When moving (not at stop signs or stop lights)
2) On long trips
3) On short trips
4) Fast-moving traffic (freeway)
5) Bumper-to-bumper traffic
6) On an empty roadway
7) Merging with traffic
8) Bad weather
9) Driving a familiar route
10) Driving in unfamiliar area/roads
11) Driving at nighttime
12) Marked school zones
13) Residential streets
14) Parking lots
15) With other adult passengers in the car
16) With a baby or child on board
17) Winding/curving roads
18) Marked construction zones
19) When I see a police officer
20) Other [**SPECIFY**]
98) (VOL) Don't Know
99) (VOL) Refused

TEXTING OR E-MAILING WHILE DRIVING

Q.12) Do you ever SEND text messages or e-mails when you are driving?

1) Yes
2) No [**SKIP TO Q.17**]
98) (VOL) Don't Know
99) (VOL) Refused

Q.14) If you SEND a text message or e-mail while driving, do you USUALLY…

[READ LIST]

1) Continue to drive while completing the message
2) Pull over to a safe location to send the message
3) Hand the phone to a passenger to do your messaging
4) Use a Voice Command feature (speech dictation)
98) (VOL) Don't know
99) (VOL) Refused

Q.14.A) What makes it more likely you will SEND a text message or e-mail while driving?

[DO NOT READ LIST - MULTIPLE RECORD]

1) Who I'm messaging
2) How important I think the message is
3) Work-related
4) Personal or social
5) Non-stressful traffic conditions
6) Good weather conditions
7) Traveling at a low speed
8) Time of day
9) Boredom
10) In need of directions or other information
11) I think it's safe to call
12) Personal Safety
13) If state law permits
14) If no police officers are in sight
15) Report a traffic crash/emergency
16) Report a medical emergency
17) Tired (texting keeps me awake)
18) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.15) How would you say your driving is different when you are SENDING TEXT OR E-MAIL MESSAGES?

[**DO NOT READ, MULTIPLE RECORD**]

1) No difference
2) Drive slower
3) Drive faster
4) Change lanes more frequently
5) Change lanes less frequently
6) Avoid changing lanes altogether
7) Apply the brakes suddenly
8) Drift out of the lane or roadway
9) Use turn signal less regularly
10) Use turn signal more regularly
11) Increase distance from lead vehicle
12) Follow lead vehicle more closely
13) Look in your rear or side view mirrors more frequently
14) Look in your rear or side view mirrors less frequently
15) Other [**SPECIFY**]
98) (VOL) Don't Know
99) (VOL) Refused

Q.16) Is there any driving situation in which you would NEVER SEND a text or e-mail message while driving?

[**DO NOT READ, MULTIPLE RECORD:**]

1) When moving (not at stop signs or stop lights)
2) On long trips
3) On short trips
4) Fast-moving traffic (freeway)
5) Bumper-to-bumper traffic
6) On an empty roadway
7) Merging with traffic
8) Bad weather
9) Driving a familiar route
10) Driving in unfamiliar area/roads
11) Driving at nighttime
12) Marked school zones
13) Residential streets
14) Parking lots
15) With other adult passengers in the car
16) With a baby or child on board
17) Winding/curving roads
18) Marked construction zones
19) When I see a police officer
20) Other [**SPECIFY**]
98) (VOL) Don't Know
99) (VOL) Refused

PERCEPTIONS ABOUT DANGER OF DISTRACTIONS

Q.17) How many seconds do you believe a driver can take his or her eyes off the road before driving becomes significantly more dangerous?

[DO NOT READ LIST - CODE VALUE]

1) Less than 1 second
2) 1-2 seconds
3) 3-4 seconds
4) 5-10 seconds
5) 10 seconds or more
98) (VOL) Don't know
99) (VOL) Refused

Q.18) Now I'm going to read a list of things people sometimes do while driving. Tell me how safe you would feel if you were a passenger riding in a car while your driver was doing the following.

[**READ A-W AND RECORD FOR EACH:**]

1) Very unsafe
2) Somewhat unsafe
3) A little less safe
4) Safe, no problem, would not pay any more attention
98) (VOL) Don't know
99) (VOL) Refused

Q.18.A) Talking to other passengers in the vehicle
Q.18.D) Eating or drinking
Q.18.E) Talking on a cell phone while holding the phone
Q.18.F) Talking on a cell phone with a hands-free device
Q.18.I) Reading, such as a book, newspaper, or an iPad or Kindle
Q.18.J) Reading e-mails or text messages
Q.18.K) Sending text messages or e-mails
Q.18.M) Interacting with children in the back seat
Q.18.O) Doing personal grooming, such as putting on make-up, shaving, looking in the mirror
Q.18.P) Adjusting the car radio, tape, or CD player
Q.18.R) Singing along to a song on the radio
Q.18.S) Using a laptop computer
Q.18.T) Using a portable music player with headphones on
Q.18.V) Manipulating a navigation system for driving directions
Q.18.W) Watching a movie

Q31. BX) How likely are you to do or say something to your driver if they're talking on a handheld cell phone while driving?
[READ LIST]

1) Very likely
2) Somewhat likely
3) Somewhat unlikely [**SKIP TO Q.31.CX**]
4) Very unlikely [**SKIP TO Q.31.CX**]
98) (VOL) Don't know [**SKIP TO Q.31.CX**]
99) (VOL) Refused [**SKIP TO Q.31.CX**]

Q31. BOE) What would you say?
(SPECIFY)
PROBE: Anything Else?

Q31. CX) How likely are you to do or say something to your driver if they're talking on a handheld cell phone while driving?
[READ LIST]

1)	Very likely	
2)	Somewhat likely	
3)	Somewhat unlikely	[**SKIP TO Q.19**]
4)	Very unlikely	[**SKIP TO Q.19**]
98)	(VOL) Don't know	[**SKIP TO Q.19**]
99)	(VOL) Refused	[**SKIP TO Q.19**]

Q31. COE) What would you say?
(SPECIFY)
PROBE: Anything Else?

[IF Q.1 = 5 (Never drive) SKIP TO Q.20]

CHANGES IN DISTRACTED DRIVING

Q.19) In the past 30 days, has your frequency of making and receiving phone calls while driving increased, decreased, or stayed the same?

1)	Increased	[**SKIP TO Q.19.B**]
2)	Decreased	
3)	Stayed the same	[**SKIP TO Q.19.B**]
4)	New Driver	[**SKIP TO Q.19.B**]
5)	Never used a phone while driving	[**SKIP TO Q.20**]
98)	(VOL) Don't know	[**SKIP TO Q.19.B**]
99)	(VOL) Refused	[**SKIP TO Q.19.B**]

Q.19.A) What caused your frequency of making and receiving phone calls while driving to decrease?

[DO NOT READ LIST - MULTIPLE RECORD]

1) Increased awareness of safety
2) Law that bans cell phone use
3) Don't want to get a ticket
4) Was in a crash
5) Influence/pressure from others
6) More long distance driving
7) The weather
9) Driving faster
10) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.19.B) [**ASK IF Q.12 = 1**] In the past 30 days, has the frequency with which you send and receive text messages or e-mails while driving increased, decreased, or stayed the same?

1)	Increased	[**SKIP TO Q.20**]
2)	Decreased	
3)	Stayed the same	[**SKIP TO Q.20**]
4)	New driver	[**SKIP TO Q.20**]
5)	Never used a phone while driving	[**SKIP TO Q.20**]
98)	(VOL) Don't know	[**SKIP TO Q.20**]
99)	(VOL) Refused	[**SKIP TO Q.20**]

Q.19.C) [**ASK IF Q.12 = 1**] What caused the frequency with which you send and receive text messages or e-mails while driving to decrease?
[DO NOT READ LIST - MULTIPLE RECORD]

1) Increased awareness of safety
2) Law that bans texting/e-mailing
3) Don't want to get a ticket
4) Was in a crash
5) Influence/pressure from others
6) More long distance driving
7) The weather
9) Driving faster
10) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

DISTRACTED DRIVING LAWS

Q.20) Does (RESP'S STATE) have a law banning talking on a handheld cell phone while driving?

1)	Yes	
3)	Yes, probably	
2)	No	[**SKIP TO Q.20.D**]
98)	(VOL) Don't Know	[**SKIP TO Q.20.D**]
99)	(VOL) Refused	[**SKIP TO Q.20.D**]

Q.20.B) Assume that over the next six months someone frequently TALKS on a handheld cell phone while driving. How likely do you think that person would be to receive a ticket for talking on a cell phone while driving?

[**READ LIST**]

1)	Very likely
2)	Somewhat likely
3)	Somewhat unlikely
4)	Very unlikely
98)	(VOL) Don't know
99)	(VOL) Refused

Q.20.D) Does (RESP'S STATE) have a law banning TEXTING OR E-MAILING while driving?

1)	Yes	
3)	Yes, probably	
2)	No	[**SKIP TO Q.21**]
98)	(VOL) Don't Know	[**SKIP TO Q.21**]
99)	(VOL) Refuse	[**SKIP TO Q.21**]

Q.20.F) Assume that over the next six months someone frequently sends text messages or e-mails while driving. How likely do you think that person would be to receive a ticket for sending text messages or e-mails while driving?

[**READ LIST**]

1) Very likely
2) Somewhat likely
3) Somewhat unlikely
4) Very unlikely
98) (VOL) Don't know
99) (VOL) Refused

Q.21) Do you support a State law banning talking on a handheld cell phone while driving?

1) Yes
2) No…. [**SKIP TO Q.21.B**]
98) (VOL) Don't Know
99) (VOL) Refused [**SKIP TO Q.21.B**]

Q.21.A) What do you think the fine should be for talking on a handheld cell phone while driving?

[**RECORD VALUE**]

0) No fine
997) $997 or more
998) (VOL) Don't know
999) (VOL) Refused

Q.21.B) Do you support a State law banning texting or e-mailing while driving?

1) Yes
2) No [**SKIP TO Q.22**]
98) (VOL) Don't Know
99) (VOL) Refused [**SKIP TO Q.22**]

Q.21.C) What do you think the fine should be for sending text messages or e-mails while driving?

[RECORD VALUE]

0) No fine
997) $997 or more
998) (VOL) Don't know
999) (VOL) Refused

PROGRAM AWARENESS

Q.22) Yes or No -- in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for using handheld cell phones while driving?

1) Yes
2) No [**SKIP TO Q.22.B**]
98) (VOL) Don't Know [**SKIP TO Q.22.B**]
99) (VOL) Refused [**SKIP TO Q.22.B**]

Q.22.A) Where did you see or hear about that special effort?

[DO NOT READ LIST - MULTIPLE RECORD]

1) TV - advertisement/public service announcement
2) TV - news
3) Radio - advertisement/public service announcement
4) Radio - news
5) Online news/blog
6) Internet ad/banner
7) Social networking website (Facebook, MySpace, Twitter)
8) Online video (YouTube, Google Video)
9) Friend/relative
10) Newspaper/magazine
11) Witnessed enforcement activity
12) Billboard/signs
13) Educational program
14) I'm a police officer/judge
15) Direct contact by police officer
16) Internet game
17) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.22.B) Were you personally stopped by police for using a handheld cell phone while driving in the past 30 days?

1) Yes
2) No [**SKIP TO Q.23**]
98) (VOL) Don't Know [**SKIP TO Q.23**]
99) (VOL) Refused [**SKIP TO Q.23**]

Q.22.C) Did you receive a ticket or warning?

1) Yes - ticket for talking on a cell phone
2) Yes - warning for talking on a cell phone
3) Yes - ticket for texting or sending an e-mail
4) Yes - warning for texting or sending an e-mail
5) No
98) (VOL) Don't Know
99) (VOL) Refused

OTHER EDUCATIONAL MESSAGES

Q.23) Now, I would like to ask you a few questions about educational or other types of activities. In the past 30 days, have you seen or heard any messages that encourage people not to talk on phones or send electronic messages while driving? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

1) Yes
2) No [**SKIP TO Q.24**]
98) (VOL) Don't Know [**SKIP TO Q.24**]
99) (VOL) Refused [**SKIP TO Q.24**]

Q.23.A) Where did you see or hear these messages?

[DO NOT READ LIST - MULTIPLE RECORD]

1) TV - advertisement/public service announcement
2) TV – news
3) TV show storyline
4) Radio - advertisement/public service announcement
5) Radio - news
6) Online news/blog
7) Internet ad/banner
8) Social networking website (Facebook, MySpace, Twitter)
9) Online video (YouTube, Google Video)
10) Friend/relative
11) Newspaper/magazine
12) Personal observation/on the road
13) Billboard/signs
14) Educational program
15) I'm a police officer/judge
16) Direct contact by police officer
17) Internet game
18) Other (**SPECIFY**)
98) (VOL) Don't know
99) (VOL) Refused

Q.24) Do you recall hearing or seeing the following slogans in the past 30 days?

[**READ A-P AND RECORD FOR EACH:**]

1) Yes
2) No
98) (VOL) Don't Know
99) (VOL) Refused

Q.24.A) Friends don't let friends drive drunk
Q.24.B) Click it or Ticket
Q.24.C) On the Road, Off the Phone
Q.24.D) Drive by the Rules, Keep the Privilege
Q.24.E) u txt i tikit
Q.24.F) Phone in One Hand, Ticket in the Other
Q.24.G) Just Drive
Q.24.H) You Drink and Drive. You Lose.
Q.24.I) No Phone Zone
Q.24.J) Get the keys
Q.24.K) Over the Limit under Arrest
Q.24.L) Four Steps for Kids
Q.24.M) Put it Down
Q.24.N) If they're under FOUR FEET, NINE INCHES, they need a booster seat

Q.24.O) Do you recall seeing a video ad in which there are three motorists: an older male backing out of his driveway; a mom driving to meet someone with her daughter in the back seat; and a teenager in the car with a friend. The man and mom are talking on the phone, and the teenage girl has just received a text.
They all take their eyes off the road for just a couple of seconds. Suddenly, each of the three vehicles become involved in a serious crash and the ad ends with images of police enforcing cell phone laws and a shot of the "Phone in One Hand. Ticket in the Other." logo..

Q.24.P) Do you recall hearing a radio ad in which the voice of a man talking to someone on his cell phone as he drives describes how stupid another driver is for talking on his cell phone since everyone knows it causes crashes. He also questions why someone would do this when law enforcement has been mobilized to ticket distracted drivers. Suddenly, there's a sound effect of tires squealing, and then the sound of the male character breathing like he has been frightened. The voice of his wife tells him that maybe he should put his phone down. The spot closes with a reminder that cops are cracking down on drivers who talk or text while driving and the "Phone in One Hand. Ticket in the Other." tagline.

EXPOSURE TO DISTRACTED DRIVING CRASHES AND STORIES

Q.25) Have you been involved in a crash or near-crash as a driver in the past year?

1) Yes - near-crash
2) Yes - crash
3) No [**SKIP TO Q.27**]
98) (VOL) Don't Know [**SKIP TO Q.27**]
99) (VOL) Refused…. [**SKIP TO Q.27**]

Q.25.A) [**ASK IF Q.3.A = 1**] Were you using a cell phone at the time of the LAST [**crash/near-crash**] you were in?

1) Yes - talking
2) Yes - reading electronic text
3) Yes - sending text message or e-mail
4) No
98) (VOL) Don't Know
99) (VOL) Refused

PERCEPTIONS OF AND RESPONSES TO OTHER DISTRACTED DRIVERS

Q.27) What percentage of drivers do you believe at least occasionally TALK on a cell phone while driving?

[RECORD VALUE]

998) (VOL) Don't know
999) (VOL) Refused

Q.27.A) What percentage of drivers do you believe at least occasionally SEND TEXT MESSAGES OR E-MAILS on a cell phone while driving?

[RECORD VALUE]

998) (VOL) Don't know
999) (VOL) Refused

INTERVENING AS A PASSENGER

Q.31) When riding as a passenger, how comfortable would you feel if your driver was TALKING on a cell phone while driving?

[READ LIST]

1) Very comfortable – No problem
2) Aware but not uncomfortable
3) Somewhat uncomfortable
4) Uncomfortable
5) Very uncomfortable
98) (VOL) Don't know
99) (VOL) Refused

Q.31.A) When riding as a passenger, how comfortable would you feel if your driver was SENDING TEXT MESSAGES OR E-MAILS while driving?

[READ LIST]

1) Very comfortable – No problem
2) Aware but not uncomfortable
3) Somewhat uncomfortable
4) Uncomfortable
5) Very uncomfortable
98) (VOL) Don't know
99) (VOL) Refused

Q.31.B) How likely are you to do or say something to your driver if they're TALKING on a handheld cell phone while driving?

[READ LIST]

1) Very likely
2) Somewhat likely
3) Somewhat unlikely
4) Very unlikely
98) (VOL) Don't know
99) (VOL) Refused

Q.31.C) How likely are you to do or say something to your driver if they're SENDING TEXT MESSAGES OR E-MAILS while driving?

[READ LIST]

1) Very likely
2) Somewhat likely
3) Somewhat unlikely
4) Very unlikely
5) Never would intervene
98) (VOL) Don't know
99) (VOL) Refused

DEMOGRAPHIC QUESTIONS

[SAY:] Now, I need to ask you some basic information about you and your household. Again, this information is confidential and will not be used to identify you personally.

Q.32) What is your age?

[RECORD VALUE]

998) (VOL) Don't know
999) (VOL) Refused

Q.32.A) Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence?

[RECORD VALUE]

998) (VOL) Don't know
999) (VOL) Refused

Q.32.B) How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence?

[RECORD VALUE]

998) (VOL) Don't know
999) (VOL) Refused

Q.32.C) Do you consider yourself to be Hispanic or Latino?

1) Yes
2) No
98) (VOL) Don't Know
99) (VOL) Refused

Q.32.D) Which of the following racial categories describe you? You may select more than one.

[READ LIST - MULTIPLE RECORD]

1) American Indian or Alaska Native
2) Asian
3) Black or African American
4) Native Hawaiian or other Pacific Islander
5) White
99) (VOL) Refused

Q.32.E) What is the highest level of education you have completed?

[READ LIST - MULTIPLE RECORD]

1) Some high school
2) High school / GED
3) Some college
4) College
5) Graduate or professional school
98) (VOL) Don't know
99) (VOL) Refused

Q.32.F) How many landline telephone numbers do you have in your household?

[<u>RECORD VALUE</u>]

997) 997 or more
998) (VOL) Don't know
999) (VOL) Refused

Q.32.G) How many separate cell phone numbers do you have in your household?

[<u>RECORD VALUE</u>]

997) 997 or more
998) (VOL) Don't know
999) (VOL) Refused

Q.32.H) What is your approximate household income?

[<u>READ LIST</u>]

1) Less than $10,000
2) $10,000 to $14,999
3) $15,000 to $24,999
4) $25,000 to $49,999
5) $50,000 to $99,999
6) $100,000 to $149,999
7) $150,000 to $199,999
8) $200,000 or more
98) (VOL) Don't Know
99) (VOL) Refused

Q.32.I **<u>FROM OBSERVATION, ENTER SEX OF RESPONDENT</u>**

1) Male
2) Female
98) Cannot be determined

[**<u>READ</u>**:] That completes the survey. Thank you very much for your time and cooperation. If you would like information about traffic safety, please visit www.nhtsa.gov.

Appendix B. Sampling Considerations

National Survey of Distracted Driving Attitudes and Behavior

The general procedure in developing a population-based sample for the National Survey of Distracted Driving Attitudes and Behaviors (NSDDAB) involves four steps. The first step involves a population-based sample allocation in proportion to the 10 NHTSA Regions according to the most recent Census Bureau estimates. NHTSA Regions are divided as follows:

Table B-1. NHTSA Regions

Region	States
Region 1-New England Region	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Region 2- Eastern Region	New York, New Jersey, Pennsylvania
Region 3- Mid Atlantic Region	Delaware, District of Columbia, Maryland, Virginia, West Virginia, North Carolina, Kentucky
Region 4- Southeast Region	Alabama, Florida, Georgia, South Carolina, Tennessee
Region 5- Great Lakes Region	Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
Region 6- South Central Region	Louisiana, New Mexico, Oklahoma, Texas, Mississippi
Region 7- Central Region	Iowa, Kansas, Missouri, Nebraska. Arkansas
Region 8- Rocky Mountain Region	Colorado, North Dakota, South Dakota, Utah, Wyoming, Nevada
Region 9- Western Region	Arizona, California, Hawaii
Region 10- Northwest Region	Alaska, Idaho, Oregon, Washington, Montana

The second step of the sampling process involves assigning telephone hundred banks with one or more residential directory-listed telephone numbers to the NHTSA regions. The third step in the sampling procedure is drawing a random sample of telephone hundred banks and append a two-digit random number to each of the sampled hundred banks. This step produces a list-assisted random digit dialing (RDD) sample of telephone numbers. The fourth step requires the screening of these numbers to identify households with eligible drivers and the selection of one eligible driver within each eligible household so that the household sample will yield a probability sample of the eligible driver population in the U.S. This allows valid generalizations to be made to the entire eligible population, within specified limits of expected sampling variability.

Based on the Census Bureau estimates of the non-institutionalized civilian population, we estimate that about 33% of drivers are 16 to 34 years old. However, estimates from strictly RDD landline surveys for this age group are well below 33%. In the most recent findings from the Motor Vehicle Occupant Safety Survey (MVOSS) study, 16- to 34-year-olds made up only 18% of the entire sample. The reasons for this discrepancy include a lower response rate among younger adults, a higher proportion of 16- to 34-year-olds living in group quarters (e.g., dormitories), and a higher proportion of this age group living in cell-phone-only households. Hence, a simple proportionate sample of the adult driver population based on RDD landline methodology will not meet the needs of this study design. Consequently, people 16 to 34 years old will be over-sampled using the following probability sampling procedure. The entire landline RDD sample will be divided into random subsamples called replicates. For one set of replicates, one eligible individual will be randomly selected from the sample household. For a second set of replicates, we will screen the sample household for the presence of eligible individuals 16 to 34, and randomly select one per sample household. The achievement of the target number of interviews is managed through the careful release of sample replicates within each of the two sets. This approach yields a probability sample because no quotas are used.

Table B-2 presents the national population figures and projected sample distribution by age for the total sample of 6,000 respondents. In this figure, we show the distribution of age given the population proportions, as well as our experience with the cross-sectional sample of drivers in MVOSS 2007 (i.e., without an oversample or a cell phone component). We outline our plan to correct for this discrepancy in the following sections.

TABLE B-2. Expected Population and Sample Distribution By Age

	Population		Sample		
	Target Population (in thousands)	Percentage of Target Population	Population-Based Distribution of Sample	Expected Distribution of Sample** (n)	Expected Distribution of Sample (in percent)
Total (16+)	233,627		6,000	6,000	
16-24	37,476	16.04%	962	366	6.1%
25-34	39,960	17.10%	1,026	732	12.2%
35-44	41,735	17.86%	1,072	1,086	18.1%
45-64	77,397	33.13%	1,988	2,406	40.1%
65+	37,060	15.86%	952	1,410	23.5%

U.S. Bureau of the Census, Population Estimates, Age Category Estimates, June 1, 2008

Source: www.census.gov/popest/national/asrh/files/NC-EST2007-ALLDATA-N-File19.csv

** Sample distribution from MVOSS 2007

NSDDAB Sample Construction

The target population specified for this study is the driver (aged 16 and older) population, residing in the 50 States and the District of Columbia. Consequently, the initial stage in the construction of this sample requires the development of a national probability sample of the non-institutionalized adult population of the United States.

The estimated distribution of the population by stratum is calculated on the basis of the U.S. Census Bureau, *Population Estimates by State by Single Year of Age, Sex, Race, and Hispanic Origin: 2008.*[1] The population estimates are taken for the population16 and older. Based on these Census estimates of the geographic distribution of the target population, the total sample is proportionately allocated by NHTSA region.

[1] www.census.gov/popest/datasets.html

NSDDAB Cell Phone-Only Households

For the past several decades, random digit dial (RDD) landline telephone sampling has provided a cost-efficient strategy for conducting surveys of the U.S. household population. However, as the percentage of cell phone only households (households with no landline but accessible by cell phone) continues to grow, the validity of the basic RDD landline sampling model has come into question. The increasing percentage of households that are abandoning their landline telephones for cell phones has significantly reduced the population coverage provided by landline-based surveys. For the second half of 2008, the percentage of cell phone only households was 20.2% according to the National Health Interview Survey (NHIS) (Blumberg & Luke 2009[2]). Moreover, three out of five (60.6%) of all adults living with unrelated roommates and two out of five (41.5%) adults 25 to 29 years old live in cell phone only households. These adults are not covered by current RDD landline sampling procedures, which exclude telephone exchanges and 1,000 banks used exclusively for cell phones. Based on NHIS estimates from January-June 2004 to July-December 2008, the percentage of cell phone only households is increasing. Furthermore, these are some of the same groups that are increasingly under-represented in current RDD landline telephone surveys due to differential non-response.

The NSDDAB will include a sample of cellular telephone numbers by drawing a NHTSA-region stratified sample of cellular telephone numbers. Regional stratification based on cellular area codes is feasible to implement because the regions are defined in terms of states. However, due to number portability, some cell phone respondents may be living outside of their area code. We will ask all cell phone respondents what their State and ZIP Code is in order to account for this.

For the cell phone only sample, we will interview drivers that only have cellular telephone service and do not have a landline phone in their household. Our experience with other surveys is that about 40% of the contacted adults in a cell phone sample only have cellular telephone service, while 60% have a cell phone and a landline in their household. We will conduct 780 interviews with cell phone only households.

NSDDAB Landline and Cell Phone Mostly Households

Dual frame sampling indicates that one can use a landline RDD sample to sample landline-only households and households that have landline and cellular telephone service (dual service). If one screens for cell phone only adults in the cell phone sample, then the design is referred to as a non-overlapping dual frame design (i.e., a two-stratum design: landline households and cell-only individuals). Estimation procedures are much simpler for non-overlapping dual frame designs compared to overlapping dual frame designs (e.g., if we also included adults in the cell phone sample with dual telephone service). Therefore, most cell phone samples have only included cell phone only adults.

[2] Blumberg, S. J., & Luke, J. V. (2009, May). Wireless substitution: Early release of estimates From the National Health Interview Survey, July-December 2008. Atlanta, GA: National Center for Health Statistics. Available at www.cdc.gov/nchs/nhis.htm.

Landline households include both households that exclusively use landlines (i.e., do not own or use cellular phones) as well as those with dual telephone service who primarily use their landline phones. We will conduct 4,440 interviews with respondents in landline-mostly households.

NHTSA is oversampling 16- to 34-year-olds in the landline sample because they are overrepresented in motor vehicle crashes. Blumberg and Luke (2009) demonstrate that at least 50% of those living in cell-phone-only households are 16 to 34 years old. There is a slightly smaller proportion of 16-to 34-year-olds living in households that are cell-phone-mostly. Thus, we anticipate completing about 702 interviews in this age group from the 1,560 interviews in the cell phone sample. This is in addition to 721 people 16 to 34 years old we expect to contact in the landline sample and 500 people 16 to 34 we will oversample via landline, bringing the total number of 16- to 34-year-olds in the final sample to 1,923 (32% of total sample).

Cell phone mostly households are those households that have both a landline and a cell phone. Past studies have shown that cell phone mostly households are similar in many ways to cell phone only households (e.g. Blumberg & Luke, 2009). We will conduct 780 interviews with respondents in cell phone mostly households.

Non-Overlapping Dual Frame Design

<table>
<tr><td colspan="2">Landline RDD Sample</td><td rowspan="2">Cell Phone Only</td></tr>
<tr><td>Landline Only/Mostly</td><td>Cell Phone Mostly</td></tr>
</table>

In Table B-3 we show the expected number of interviews that will be conducted using each sample stratified by age. These numbers are based on estimates from past studies and are not meant to reflect an exact representation of the final sample.

TABLE B-3. Sample Size by Type and Age

	RDD Sample (87%)			**Cell Phone Sample (13%)**	
Age	**Landline**	**Landline Over Sample**	**Cell Phone Mostly**	**Cell Phone Only**	**TOTAL**
16-34	721	500	312	390	1,923
35+	3,219	0	468	390	4,077
TOTAL	**940**	**500**	**780**	**780**	**6,000**

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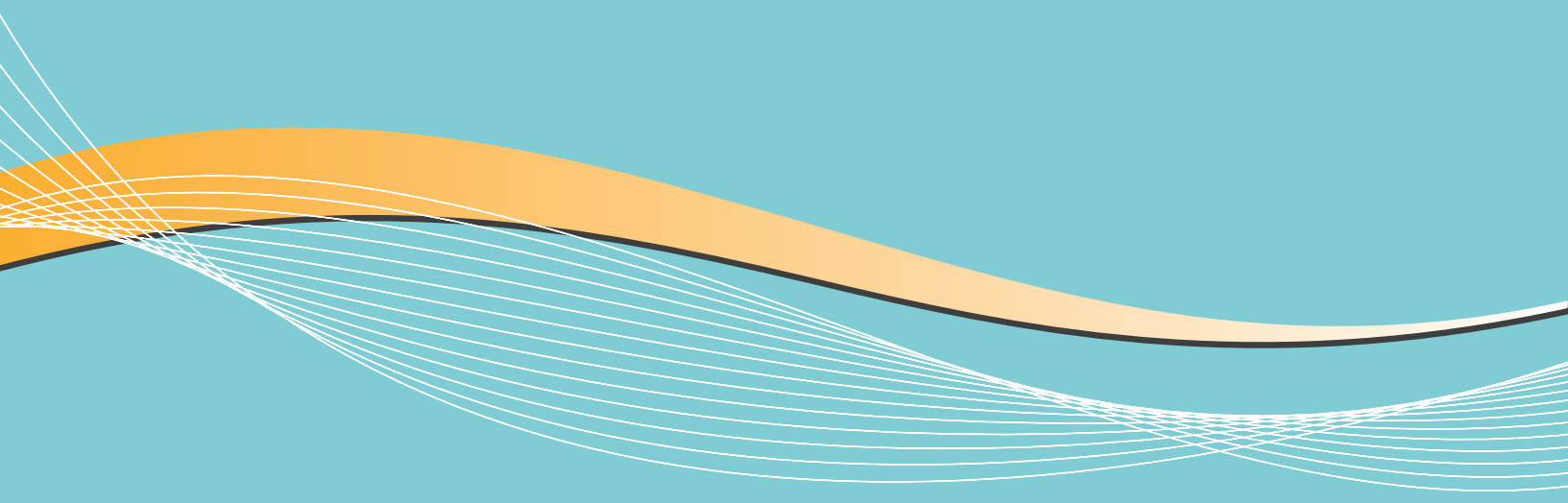

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