

Arity Distracted Driving Report

Research conducted by Murphy Research

Objective

With April being National Distracted Driving Awareness month, Arity wanted to gain a better understanding of consumer perceptions around the dangers of distracted driving, identify sources of distraction, and compare to previous research reports.

Methodology

- 15-minute online survey
- 1,230 completes total
- Field dates: February 26 – March 5, 2019

Respondent Qualifications

- Non-sensitive industry
- Adults 16+ (no more than 10% over the age of 60)
- Currently holds a driver’s license
- Currently owns a smartphone
- Personally drives at least once a month
- Drives at least 5 miles on days they drive

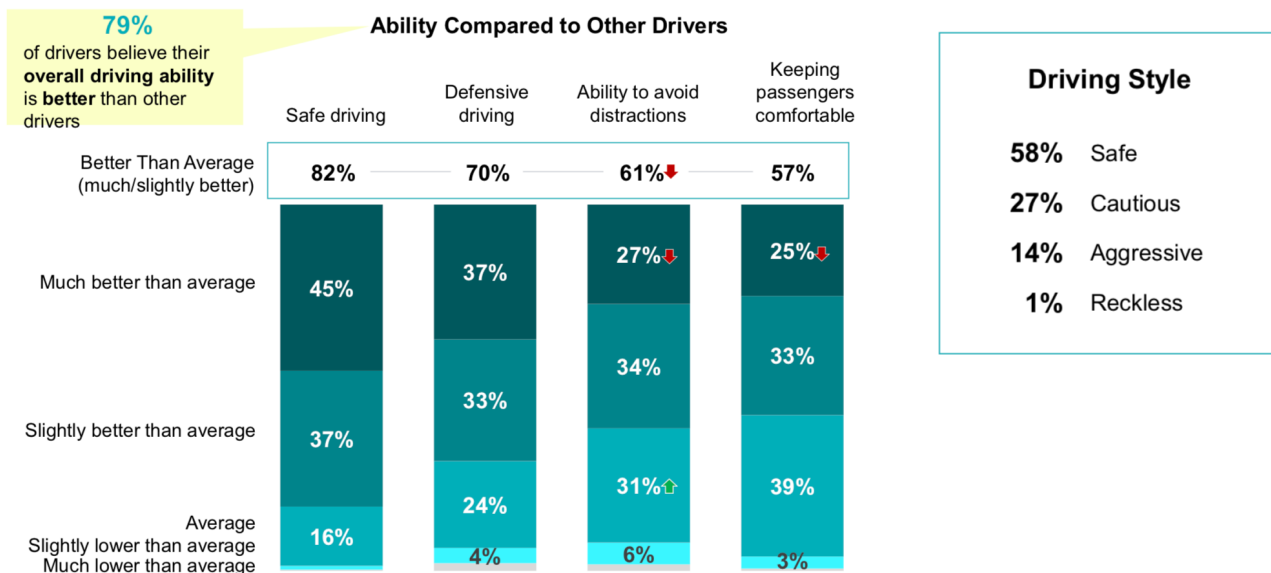
Key Findings

- Since 2018, drivers feel less confident in their ability to deal with distractions, and their concerns when driving have increased. However, efforts to minimize distractions are declining.
 - Drivers are not willing to admit to participating in highly concerning activities, even though they observe these activities frequently on the road.
- Emerging adults (18-28) have the most driving concerns and have said that they’ve significantly decreased their participation in distracted driving activities since 2018.
- Nearly all drivers consider phone usage to be rarely/never permissible, but almost all admit to using their phone while driving.

- Compared to 2018, drivers are less concerned about others engaging in distracted driving behavior.
- Less than half of drivers are aware of the insurance consequences from distracted driving. However, discounts on insurance premiums is the top motivation for drivers to be safer on the road.

Driving Ability

Most drivers believe their driving abilities are better than other drivers', especially when it comes to safe and defensive driving. However, drivers today rate their ability to avoid distractions as lower than in 2018.

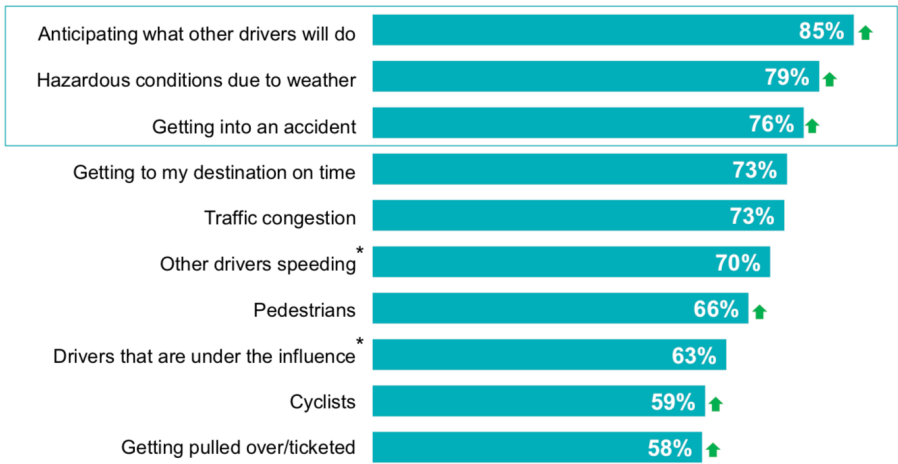


** Single arrows indicate statistically significant changes at the 95% confidence interval from 2018 to 2019

Driving Concerns

Drivers are more concerned about anticipating what others do, hazardous weather conditions, and getting into an accident. Emerging adults are more cautious drivers compared to other age groups; they are concerned about accidents, getting pulled over, and getting lost.

Top Concerns When Driving (major/somewhat of a concern)



Emerging Adults (18-28) are nervous drivers and are more concerned with the following when driving compared to other life stages:

- Getting in an accident (84%)
- Getting pulled over by the police (71%)
- Getting lost/navigation (57%)

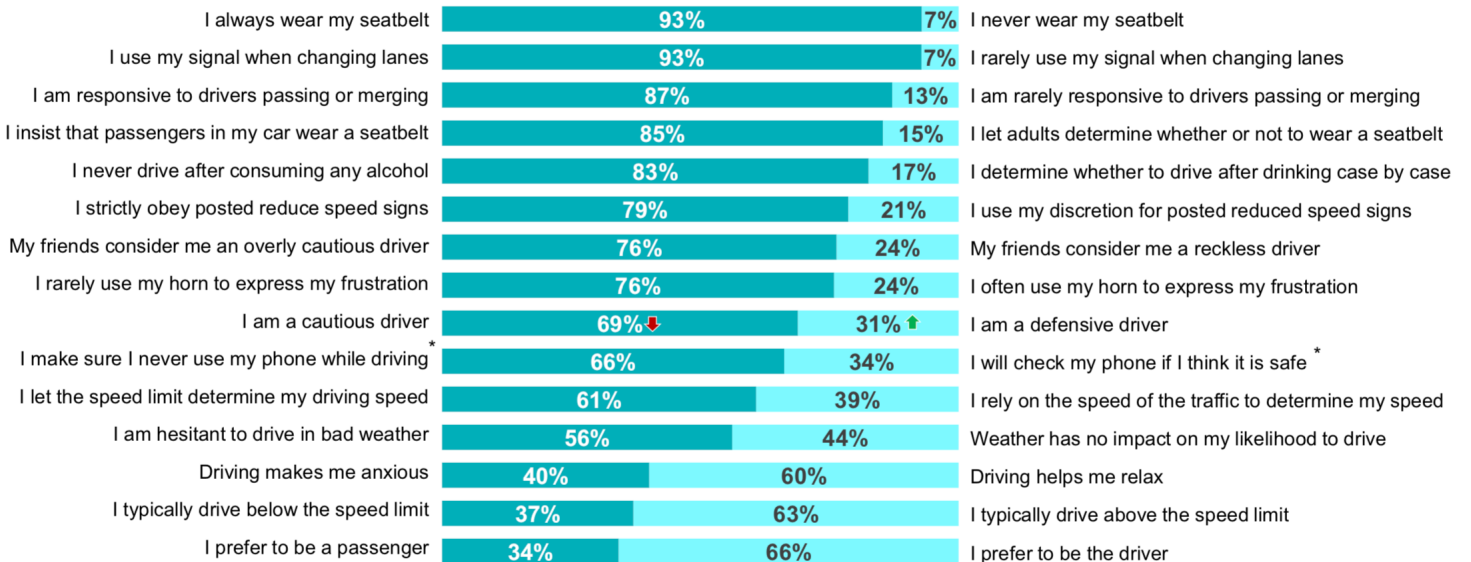
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Attitudes Toward Driving

Most drivers always wear their seatbelt, use their signal to change lanes, and view themselves as responsive to drivers that want to pass or merge. Drivers also prefer to drive and often drive above the speed limit.

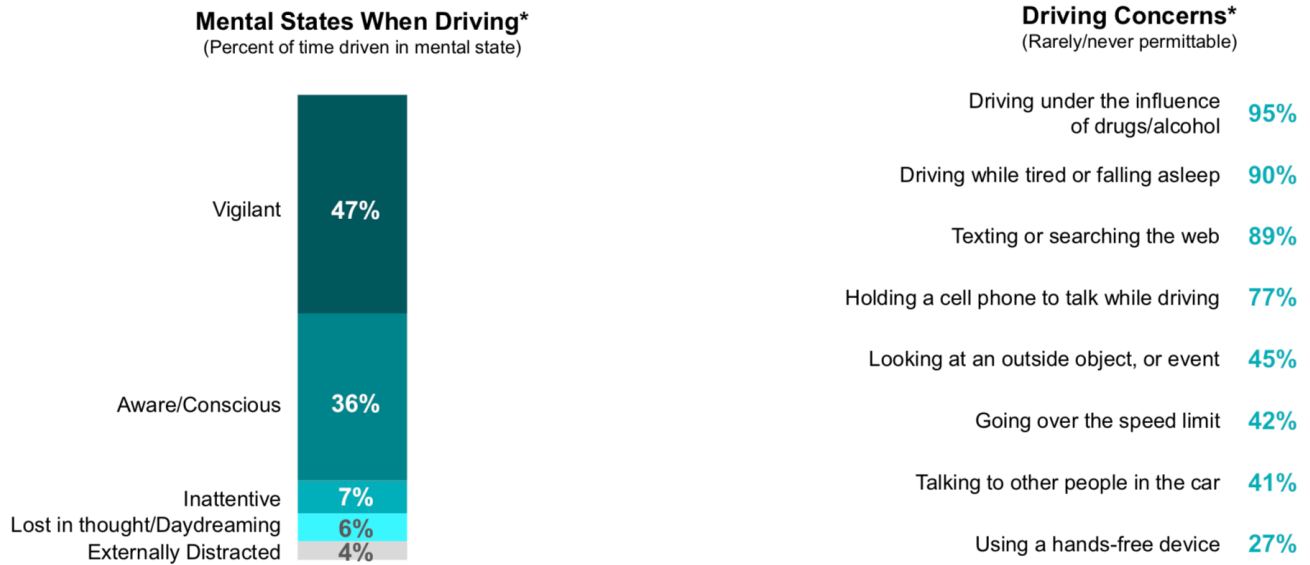
Driving Attitudes

(describes me completely/somewhat)



Levels of Distraction

Drivers claim to be in a distracted mental state one-sixth of the time while driving. Nearly all drivers consider driving under the influence, driving while tired/falling asleep, or texting while driving as rarely or never permissible.



Distractions While Driving Overview



Most Distracting Activities While Driving

Drivers today still believe that the most distracting activities involve watching videos, typing, and reading on a phone.

Drivers also don't believe they can do these activities well.

Most Distracting Activities

- Watching videos
- Texting
- Reading
- Sending emails on the phone
- Reading on the phone



Least Distracting Activities While Driving

Drivers do not view cognitive distractions that keep at least one hand on the wheel as distracting or concerning.

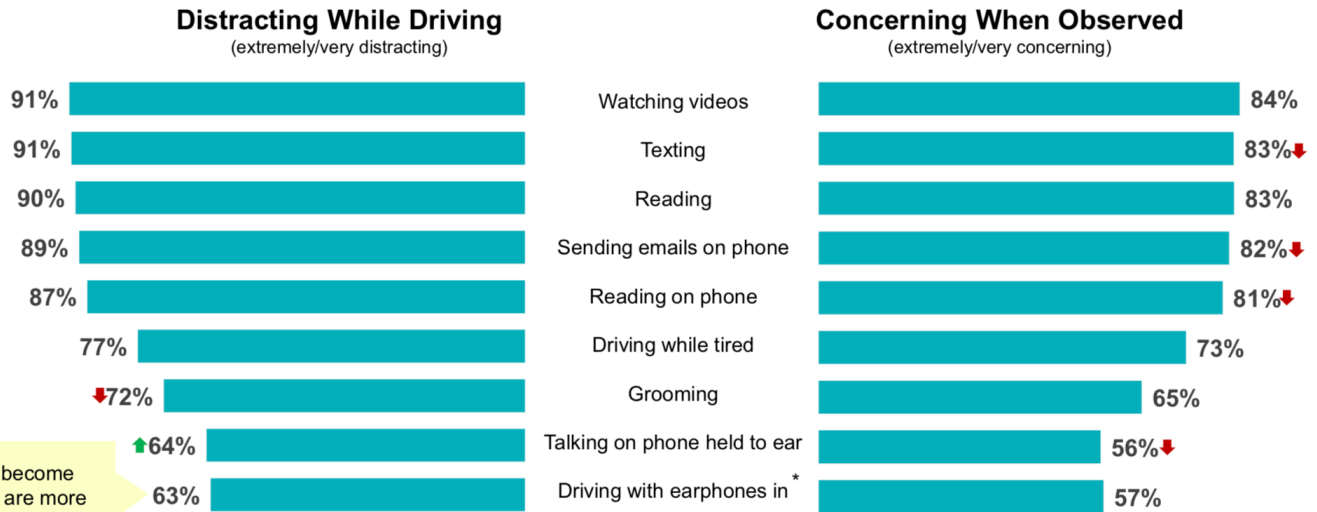
Drivers believe they can perform cognitive activities better than other activities while driving.

Least Distracting Activities

- Talking to passengers
- Navigating GPS
- Adjusting radio/music on the car
- Listening to audiobooks/podcasts
- Talking on the phone hands-free
- Reading road signage

Most Distracting & Concerning Activities

Drivers consider watching videos, texting, reading, and sending emails on the phone as the most distracting activities to do while driving. Concerns about these activities have decreased since 2018.



As drivers become older, they are more likely to view activities done while driving as distracting & concerning

Activities While Driving

Nearly all drivers admit to engaging in cognitive distractions such as talking to passengers, adjusting music/radio on the car and reading signage. Drivers are less willing to admit to actively using their phone, those these activities are widely seen on the road.

Activities Engaged in While Driving

(always/frequently/sometimes/rarely)

Though **89%** of drivers consider texting/using the web on their phones as **rarely/never** permissible, nearly all drivers admit to having used their phone while driving

	Personally	Other Drivers	Gap		Personally	Other Drivers	Gap
Use Phone (NET)	97%	98%	+1	Adjust music on phone **	56%↑	86%	+30
Talk to passengers	97%	96%	-1	Talk phone held to ear **	50%	94%	+44
Adjust the radio/music on car	91%	92%	+1	Text **	44%	91%	+47
Read roadside signage	90%	91%	+1	Listen to audiobooks/ podcasts **	40%↑	75%	+35
Navigate using GPS **	90%	93%	+3	Read on their phone **	27%	83%	+56
Eat and/or drink	85%	95%	+10	Groom themselves	23%	90%	+67
Slow down to look at an object,* or event	77%	94%	+17	Drive with a pet on lap/front seat *	23%	89%	+66
Talk on phone hands-free **	75%	94%	+19	Smoke	22%	91%	+69
Drive while tired ↓	72%	88%	+16	Drive with headphones in *	19%	82%	+63

Activities Drivers Personally Engage in by Life Stage

Always/frequently/sometimes/rarely	Emerging Adults 18-28 (A) N=251	New Households 29-35 (B) N=256	Established Households 36-48 (C) N=415	Mature Adults 49-59 (D) N=214	Retirees 60+ (E) N=70
Emerging Adults (18-28) There has been a significant decrease in the participation of distracting activities while driving over the past year					
Talk to passengers	97%	95% [↑]	97%	96%	97%
USE PHONE (NET) **	97% [↓]	99% ^{CD}	97%	95%	94%
Navigate GPS **	92% ^D [↓]	95% ^{CDE}	89%	85%	83%
Adjust the radio/music on car	90% [↓]	92%	93%	90%	90%
Read roadside signage	88% [↓]	89%	91%	91%	94%
Eat and/or drink	83%	84%	88% ^E	87% ^E	74%
Talk on the phone hands-free **	79% [↓]	77%	76%	71%	69%
Drive while tired	74%	75%	70%	71%	71%
Slow down to look an object or event *	72%	76%	81% ^A	78%	79%
Adjust the radio/music on phone**	72% ^{BCDE} [↓]	63% ^{DE}	57% ^{DE}	38%	29%
Talk on the phone held to ear**	51% [↑]	59% ^{CDE}	49%	43%	43%
Listen to audiobooks or podcasts**	48% ^{CDE} [↓]	49% ^{CDE}	39% ^{DE}	30% ^E	19%
Text **	46% ^{DE} [↓]	58% ^{ACDE}	47% ^{DE}	26%	16%
Groom	28% ^{DE}	29% ^{DE}	23% ^E	17%	10%
Drive with a pet on your lap/front seat *	25% ^{DE} [↓]	31% ^{CDE}	22% ^{DE}	15%	13%
Read on your phone**	24% ^E [↓]	36% ^{ADE}	32% ^{ADE}	20% ^E	6%
Drive with headphones in *	22% ^{DE} [↓]	25% ^{DE}	22% ^{DE}	10% ^E	3%
Send emails on your phone **	16%	30% ^{ACDE}	19% ^E	13%	9%
Smoke	16%	29% ^{ADE}	27% ^{ADE}	18%	10%
Watch videos**	15% ^{DE}	21% ^{CDE}	15% ^{DE}	5%	1%
Read	12% ^E	18% ^{ADE}	16% ^{DE}	7%	3%

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Capital letter indicates statistical significance at the 95% confidence interval across life stage. Q7. How often do you personally do each of the following while driving?
 ** Actions that require you to unlock your phone. *Stub added in Wave 2. Single arrows indicate statistically significant changes at the 95% confidence interval from 2018 to 2019

Activities While Driving

Drivers believe that they can talk to passengers and adjust the radio/music well. They do not believe they can read on their phones, groom, or text while driving well.

Activities Engaged in While Driving

(always/frequently/sometimes/rarely)

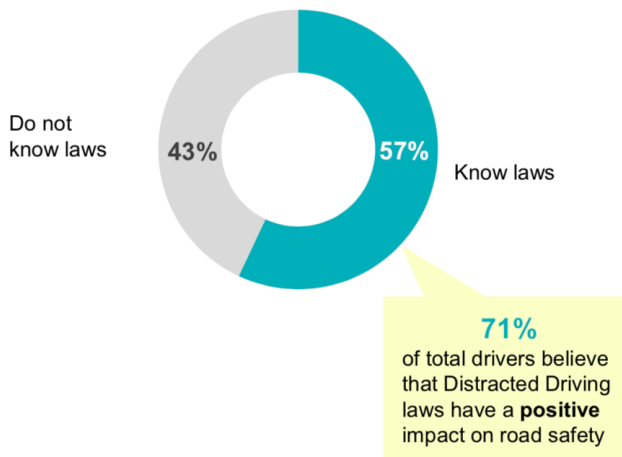
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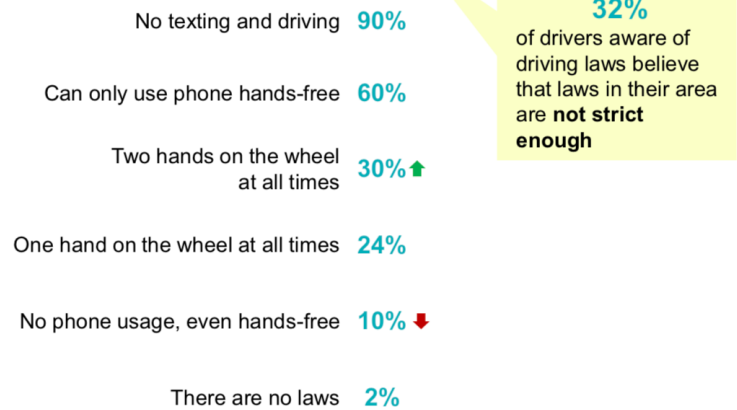
Laws of Distracted Driving

Over half of drivers know the distracted driving laws in their area. 3 in 4 believe that they have a positive impact. Most drivers know about phone usage laws; however, other laws have low awareness. 1 in 3 drivers believe the laws are not strict enough.

Distracted Driving Law Awareness



Distracted Driving Laws



Consequences of Distracted Driving

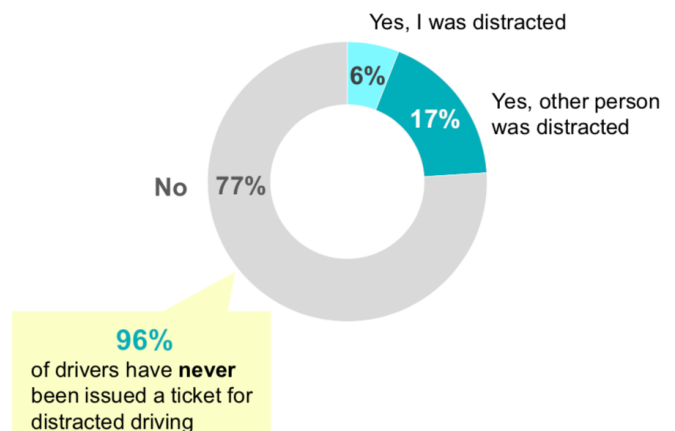
Over half of drivers are unaware of the impacts that distracted driving can have on their insurance. Almost 1 in 4 drivers have been in an accident due to distracted driving; however, almost none have received tickets for it.

Insurance* Impacts

58% of drivers are **unaware** of the impacts distracted driving has on their insurance



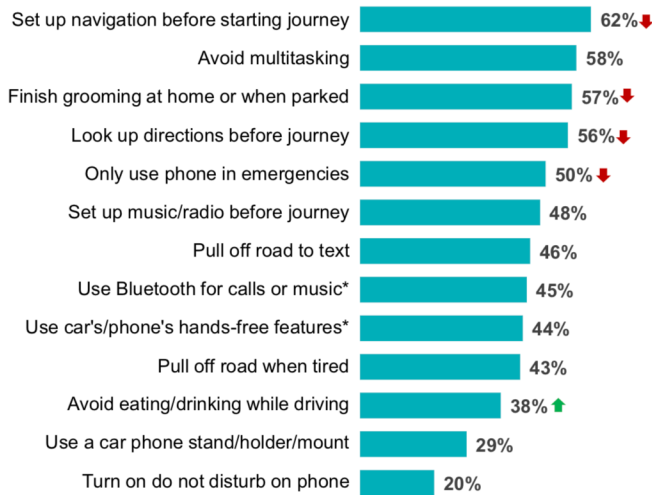
Accidents Due to Distracted Driving



Avoiding Distraction While Driving

Top efforts to minimize distraction prior to starting a journey have decreased since 2018, including setting up navigation, grooming, and looking up directions ahead of time. 2 in 3 drivers believe that discounts on insurance premiums would prompt them to be safer drivers.

Methods for Minimizing Distractions



Safe Driving Incentive *

