

Title

Distracted Driving and Perceptions of Hands-Free Technologies: Findings from the 2013 Traffic Safety Culture Index (*November 2013*)

Authors

Bruce C. Hamilton
Lindsay S. Arnold
Brian C. Tefft
AAA Foundation for Traffic Safety

About the Sponsor

AAA Foundation for Traffic Safety
607 14th Street, NW, Suite 201
Washington, DC 20005
202-638-5944
www.aaafoundation.org

Founded in 1947, the AAA Foundation in Washington, D.C. is a not-for-profit, publicly supported charitable research and education organization dedicated to saving lives by preventing traffic crashes and reducing injuries when crashes occur. Funding for this report was provided by voluntary contributions from AAA/CAA and their affiliated motor clubs, from individual members, from AAA-affiliated insurance companies, as well as from other organizations or sources.

This publication is distributed by the AAA Foundation for Traffic Safety at no charge, as a public service. It may not be resold or used for commercial purposes without the explicit permission of the Foundation. It may, however, be copied in whole or in part and distributed for free via any medium, provided the AAA Foundation is given appropriate credit as the source of the material. The AAA Foundation for Traffic Safety assumes no liability for the use or misuse of any information, opinions, findings, conclusions, or recommendations contained in this report.

If trade or manufacturer's names are mentioned, it is only because they are considered essential to the object of this report and their mention should not be construed as an endorsement. The AAA Foundation for Traffic Safety does not endorse products or manufacturers.

Introduction

Since 2008, the AAA Foundation for Traffic Safety has conducted annual surveys of the American public in order to benchmark and track the nation's **traffic safety culture**, with the goal of one day obtaining a "social climate in which traffic safety is highly valued and rigorously pursued."¹ The core questions of this *Traffic Safety Culture Index* address three broad realms: perceived threats of various hazards (e.g., drunk drivers); perceived acceptability of a range of behaviors (e.g., driving while drowsy); and self-reported frequency of engaging in risky activities behind the wheel (e.g., texting or emailing).

One of the central findings of the survey each year has been a prevailing attitude among the nation's drivers that can best be characterized by the phrase, "do as I say, not as I do." This is because high numbers of people routinely admit to engaging in the very same risky behaviors that they say constitute a threat to personal safety, and for which they condemn other drivers. Distracted driving is a prime example of this. An analysis of the four most recent surveys (2009-2012), for instance, found that while more than eight in ten drivers believed it was *completely unacceptable* for a motorist to text or email behind the wheel, more than a third admitted to reading messages while driving, and more than a quarter reported sending them (in the previous 30 days).²

While most behaviors covered on the survey (e.g., speeding on residential streets, using the internet while driving, red light running, etc.) are perceived as a threat by a majority of respondents, one notable exception is driver use of hands-free devices. An analysis of the 2012 *Traffic Safety Culture Index* distraction data found that while 66 percent of licensed drivers believed motorist use of hand-held cell phones was *somewhat or completely unacceptable*, more than half (56.2%) believed using hands-free devices was *somewhat or completely acceptable*.³ This is consistent with the fact that nearly three quarters said they believed hands-free devices were *somewhat or much safer* than their hand-held counterparts.

This general public perception has been matched by a proliferation of increasingly-sophisticated speech-based infotainment and communications systems in new vehicles – many of which are marketed as safe by virtue of being hands-free – as well as a lack of legislative or regulatory action against driver use of hands-free technologies.* However, a June 2013 study by the AAA Foundation and the University of Utah affirmed earlier studies, challenged the public perception, and concluded that "hands-free" doesn't mean "risk-free," due to the effects of cognitive distraction.^{3,4}

Across three experiments – in a laboratory, a driving simulator, and an instrumented vehicle – researchers found that even when drivers kept their eyes on the road and hands on the wheel, performing "hands-free" secondary (non-driving) tasks – such as conversing with a passenger, listening to a book on tape, or interacting with an on-board speech-to-text email system – degraded driving performance, slowed reaction times, and suppressed brain activity in the areas needed for safe driving.⁴ Ultimately, the study created a rating system ranking the tasks according to the amount of cognitive distraction they caused. Contrary to prevailing assumptions, conversing on a hands-free phone produced the same amount of

* Whereas 10 states and the District of Columbia ban hand-held cell phone use by drivers, for example, zero states have universal bans on hands-free devices.

mental workload as did using a hand-held device, and driver interaction with an entirely hands-free in-vehicle email system produced the highest level of cognitive distraction.⁴

In light of this, the AAA Foundation expanded its slate of questions for the 2013 safety culture survey that pertained to distracted driving, hands-free communications, and voice-activated and other in-vehicle technologies. The objective was to gain a deeper understanding of public perceptions of cognitive distraction and the hands-free debate, and investigate whether there have been any changes over the past year in these areas.

As in previous years, the data demonstrate a “do as I say, not as I do” attitude pertaining to distracted driving, and indicate a continued public perception that hands-free devices offer safety benefits over their hand-held counterparts. Moreover, although distracted driving remains a public concern and a prevalent behavior in 2013, there are substantial differences between age groups related to perceived threats from, acceptance of, and engagement in distracting behaviors behind the wheel.

Methods

The distraction data reported here were collected as part of the AAA Foundation’s *2013 Traffic Safety Culture Index*, a web-enabled nationally-representative probability-based survey of 3,103 U.S. residents ages 16 and older, conducted in English and in Spanish from September 18, 2013 through October 3, 2013 by GfK for the AAA Foundation. A sample of respondents ages 16 and older was recruited from GfK’s KnowledgePanel®⁵ to complete an online questionnaire. KnowledgePanel® consists of members of households recruited by GfK using standard probability-based random digit dial (RDD) and address-based survey methods. The sampling frame includes all U.S. households reachable by telephone or by regular mail, irrespective of Internet access or use. If a sampled household lacks Internet access or Internet-capable computer, GfK provides Internet access and a netbook computer at no cost to the household. Individuals not sampled by GfK cannot volunteer to join the panel. Because each individual respondent’s probability of selection into the panel and probability of selection for a particular survey are known, statistics can be weighted to reflect the entire population of the United States. The questionnaire was made available in English and Spanish, and respondents were able to complete it in the language of their choice. In total, 7,328 KnowledgePanel® members were invited to complete the questionnaire.

GfK weighted the data to account for probability of selection for recruitment into KnowledgePanel®, probability of selection for this survey, non-response at both stages, and to align the characteristics of the respondents to those of the population of U.S. residents ages 16 and older nationwide with respect to gender, age, race/hispanic ethnicity, education, census region, metropolitan area, number of 16+ year olds in the household, and household income using data from the Current Population Survey (U.S. Census Bureau, August 2013). All analyses were based on weighted data.

Licensed drivers who reported having driven in the past 30 days (n=2,325) were asked a number of questions pertaining to distracted driving and other behaviors. These included items addressing attitudes (e.g., “How acceptable do you, personally, feel it is for a driver to talk on a hand-held cell phone while driving?”), as well as behaviors (e.g., “In the past 30

days, how often have you read a text message or email while you were driving?") For questions that asked about the frequency with which a respondent engaged in a given behavior, response options were *never, just once, rarely, fairly often, or regularly*.

This report analyzes the survey findings pertaining to distracted driving and cognitive distraction, specifically. All referenced tables are available in the Appendix. The complete *2013 Traffic Safety Culture Index* will be released in January 2014.

Findings

"Do as I Say, Not as I Do" Observed Again in 2013

Distracted driving remains a concern among the American public in 2013, with nearly nine in ten (88%) survey respondents saying distracted drivers are a *somewhat or much bigger problem today* compared to three years ago. Less than one percent said distracted driving is less of a problem today (Table 1). Additionally, the threat perceived from distracted driving also remains high, with 88.7 percent of licensed drivers[†] saying drivers talking on cell phones pose a *somewhat or very serious threat* to their personal safety (Table 2). When asked about motorists who text or email, or who check social media, licensed drivers report feeling an even bigger danger: 96.1 percent and 94.7 percent said these behaviors, respectively, constituted a *somewhat or very serious* threat (Tables 3 and 4).

Moreover, social disapproval of most distracted driving behaviors continues to be expressed, with more than two thirds (67.1%) of licensed drivers reporting they find driver use of hand-held cell phones to be *somewhat or completely unacceptable* (Table 5). For texting and emailing, the disapproval is near-universal: 94.4 percent say it is *somewhat or completely unacceptable* for a driver to type a text or email behind the wheel (Table 6).

However, the "do as I say, not as I do" attitude identified in previous years persists in 2013, with perceived threats and social disapproval not fully translating to on-the-road behavioral choices. A percentage nearly identical (67.3%) to the proportion of drivers who disapprove of hand-held cell phone use admits to talking on the phone (of any kind) while driving in the past 30 days. Moreover, over a quarter (27.9%) say this happened fairly often or regularly (Figure 1 – Below; Table 7 – Appendix).

For texting and emailing, more than a third of licensed drivers (34.7%) admit to reading messages in the past 30 days (7.7% fairly often or regularly), and a quarter (25.8%) typed or sent them (5.5% fairly often or regularly) (Figure 2 – Below; Tables 8 and 9 – Appendix).

[†] The comparison to three years ago cites all respondents; the figures for all subsequent questions are based on the responses of licensed drivers, ages 16+, who reported driving in the past 30 days, weighted to reflect the U.S. population.

Figure 1. “Do as I Say, Not as I Do” – Cell Phone Usage while Driving

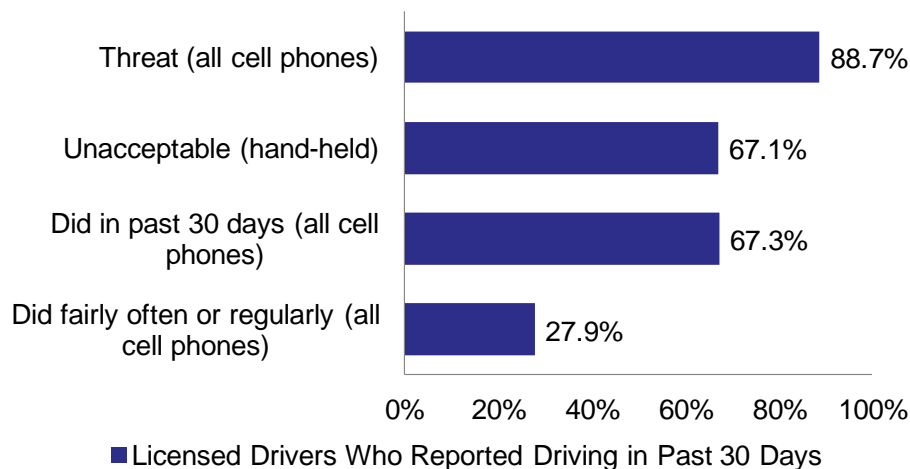
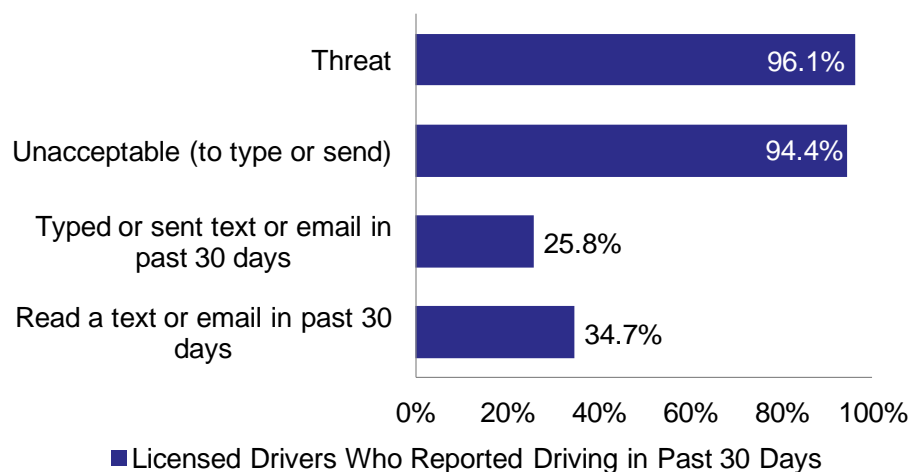


Figure 2. “Do as I Say, Not as I Do” – Texting/Emailing while Driving



Perceptions of Hands-Free Communications and Speech-Based Technologies

This year’s survey responses indicate that the general public continues to believe that hands-free technologies are safer than their hand-held counterparts; is more likely to find their use acceptable compared with the use of hand-held devices; and is less supportive of countermeasures that restrict their use by drivers than of efforts to limit hand-held devices behind the wheel.

Seven in ten (69.6%) licensed drivers, when asked to compare the safety effects of holding a phone versus talking on a hands-free device, said the hands-free option was *somewhat* or *much safer* (Table 10). Moreover, only a third (36.3%) reported finding hands-free device use by drivers unacceptable (*somewhat* or *completely*), and only one in five (21.1%) perceived social disapproval of this behavior from others in their community (Tables 11 and 11a).[‡] Despite this, of drivers who reported talking on a phone while driving in the past 30

[‡] Compare this to the 67.1% who find hand-held phone use unacceptable, and 49.5% who perceive that others where they live believe the same thing (Tables 5 and 5a).

days, only 38.4 percent said they *usually* or *always use a hands-free device*, compared to over half (51.6%) who said they usually or always hold the phone in their hand (Table 12).

Consistent with these attitudes, there is less general support from the public for laws and regulations that would restrict the use of hands-free technologies, as opposed to hand-held ones, behind the wheel. For example, whereas seven in ten licensed drivers (69.4%) support a law banning hand-held phone use by all drivers, more than half (53%) **oppose** a law that would universally ban all types of cell phones (including hands-free) (Tables 13 and 14). Essentially the same percentage (52.8%) also opposes having the federal government regulate non-driving-related technologies in vehicles to ensure they don't distract drivers (Table 15).

More than one in five licensed drivers reported owning or regularly driving a vehicle that has any type of speech-controlled on-board system (e.g., stereo, navigation, phone, communications/messaging feature), and of these, 67.5 percent believe the systems are only *slightly distracting* or *not distracting at all* (Tables 16 and 17). More than a third (36.4%) said they use these features fairly often or regularly, and of these, roughly seven in ten (69.9%) find it *very helpful* to be able to interact with the system by speaking (Tables 18 and 19).

However, of the people who report rarely using these on-board systems, 30.8 percent say their main reason for not using them more frequently is that they are too distracting (the most-cited reason among this group) (Table 20). This is among the top reasons (22.2%) given by people who report never using voice control systems, but not knowing how (23.8%) and already being familiar with hand controls (23.7%) were cited slightly more frequently (Table 21).

Variations by Age

In general, younger drivers are less likely to perceive a serious threat from distracted drivers, find distracting behaviors unacceptable, or support laws or regulations designed to limit distractions in vehicles. Younger drivers also tend to be more likely to report engaging in distracting activities while behind the wheel. This tends to be especially true for 19- to 24-year-olds, and in some instances 25- to 39-year-olds, rather than for the very youngest drivers (ages 16-18).

For example, 75.6 percent of licensed drivers ages 19-24 believe drivers talking on cell phones pose a *somewhat* or *very serious* threat to safety; for drivers ages 60-74, the proportion is 94.3 percent, and for drivers 75 and older, 93 percent (Table 2). The perceived acceptability of drivers talking on hand-held cell phones ranges from a high of 41.1 percent saying this is somewhat or completely acceptable (ages 25-39) to a low of just 10.2 percent saying so among drivers 75-plus. Between these extremes, just 16.8 percent of drivers 60-74 hold such approval, compared with slightly under two in five among 16- to 18-year-olds (38%) and 19- to 24-year-olds (37.1%) (Table 5). The perceived acceptability of drivers typing or sending texts or emails is substantially lower in every age bracket, but 8.4 percent of drivers ages 19-24 say this is somewhat or completely acceptable, compared to 3.5 percent of all drivers and less than one percent of the oldest segment (Table 6).

This general pattern holds true when examining support, by age, for various laws and countermeasures that would restrict distracted driving behaviors. For example, three quarters of drivers ages 19-24 (75.4%) support texting/emailing bans for all drivers, and this number steadily rises through each age bracket to near-universal support among drivers 75 and older (98.7%) (Table 13a). Support for hand-held cell phone bans ranges from a low of six in ten among drivers ages 19-24 and 25-39 (58.2% and 60%, respectively), to 82 percent support among 60- to 74-year-olds and 93.9 percent support among drivers 75-plus (Table 13). Total cell phone bans are less popular across the board, but support plummets to a low of 33.7 percent among 19- to 24-year-olds, compared to 44.6 percent overall and 71.8 percent among the oldest group of drivers (Table 14).

Finally, examining self-reported behaviors, 19- to 24-year-olds and 25- to 39-year-olds tend to be the most likely to admit to a range of distracting activities. When it comes to talking on a cell phone while driving, for example, 82 percent of drivers ages 25-39 admit to doing so at least once in the past 30 days, compared to just 31.3 percent of drivers 75 and older, and 57.8 percent of 16- to 18-year-olds (Table 7). For texting or emailing, more than two in five 19- to 24-year-olds and 25- to 39-year-olds (42.3% and 44.5%, respectively) admitted to typing or sending messages (Table 9), and more than half (52.4% and 54.5%, respectively) admitted to reading a text or email while driving in the past 30 days (Table 8).

Discussion

As in previous years, the *2013 Traffic Safety Culture Index* distraction data point to a “do as I say, not as I do” attitude among American motorists, with high numbers of people perceiving threats from and condemning distracting behaviors, yet engaging in them nonetheless.

Virtually identical percentages of licensed drivers in 2012 and 2013 expressed the belief that hands-free devices are safer than their hand-held counterparts (71.4% and 69.6%, respectively).⁶ This year, this public perception appears to still translate to greater acceptance of driver use of such technologies, and diminished support for laws and regulations that would restrict them. Scientific studies of the issue, however, continue to find evidence that “hands-free” is not “risk-free,” due to the effects of cognitive distraction. In the AAA Foundation’s recent study of this issue, these effects included suppressed brain activity, missed visual cues, slowed reaction times, subjective feelings of stress, and reduced visual scanning akin to “tunnel vision.”⁴

Given the emphasis on age differences when it comes to perceptions of and participation in distracting activities behind the wheel, it’s worth noting that the very youngest segment (drivers ages 16-18) was often an exception to the general pattern of younger drivers being the most likely to approve of and engage in these behaviors. While it is not known why this is the case, a similar pattern has been observed in other studies. In a 2012 naturalistic study of teen distracted driving, for example, researchers found that older high school-aged siblings of newly-licensed teen drivers were more than twice as likely as the brand-new drivers to use electronic devices behind the wheel.⁷ Researchers suggested that new drivers may initially feel compelled to obey Graduated Driver Licensing (GDL) systems and other restrictions, but rapidly change their behavior over a short time.⁷

One noticeable change between 2012 and 2013, however, was a near-10 percentage point drop in the proportion of drivers who own or regularly use a vehicle equipped with a voice-controlled system who reported finding these technologies *not distracting at all* to use. In 2012, 51.3 percent of drivers with such systems reported finding them distraction-free;⁶ this year, that percentage dropped to 42.4, though it cannot be determined from the survey why such a drop occurred.

One possibility is that people who are using these technologies are becoming increasingly aware of their potential to cognitively distract drivers. Alternatively, or perhaps additionally, as these systems proliferate and become increasingly-sophisticated in new vehicles, it is possible that more drivers are using more advanced and cognitively-demanding features. The AAA Foundation is continuing its study of cognitive distraction by building on the methods and rating scale already developed in order to assess the mental workload caused by specific aspects and functionalities of these infotainment and communications systems. As this and other studies of mental distraction progress, it will be useful to continue tracking public perceptions and debates surrounding these issues.

Appendix

Table 1.

Please tell us how much of a problem distracted drivers are today compared to 3 years ago?

Ages	Much bigger problem today	Somewhat bigger problem today	About the same	Somewhat smaller problem today	Much smaller problem today	Refused
All ages	66.6%	21.4%	10.2%	0.5%	0.4%	0.9%

Base: All respondents, ages 16+, weighted to reflect U.S. population (N=3,103)

Table 2.

How much of a threat to your personal safety are drivers talking on cell phones?

Ages	Very serious threat	Somewhat serious threat	Minor threat	Not a threat	Refused
16-18	53.2%	35.2%	10.0%	1.3%	0.3%
19-24	39.7%	35.9%	20.7%	1.6%	2.1%
25-39	46.9%	38.9%	11.2%	1.3%	1.7%
40-59	61.0%	28.6%	8.5%	0.1%	1.9%
60-74	69.1%	25.2%	4.5%	0.0%	1.2%
75+	70.7%	22.3%	7.0%	0.0%	0.0%
All	57.7%	30.9%	9.3%	0.5%	1.5%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 3.

How much of a threat to your personal safety are drivers text messaging or e-mailing?

Ages	Very serious threat	Somewhat serious threat	Minor threat	Not a threat	Refused
16-18	84.2%	13.2%	2.0%	0.4%	0.2%
19-24	75.4%	15.1%	7.5%	0.0%	2.1%
25-39	79.6%	14.7%	3.0%	1.1%	1.6%
40-59	84.1%	12.8%	2.2%	0.2%	0.7%
60-74	87.6%	10.7%	1.7%	0.0%	0.0%
75+	77.9%	20.5%	1.7%	0.0%	0.0%
All	82.7%	13.4%	2.7%	0.4%	0.8%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 4.

How much of a threat to your personal safety are drivers checking or updating social media?

Ages	Very serious threat	Somewhat serious threat	Minor threat	Not a threat	Refused
16-18	80.7%	14.8%	3.6%	0.3%	0.5%
19-24	74.0%	16.3%	7.6%	0.0%	2.1%
25-39	75.8%	17.0%	4.2%	1.6%	1.4%
40-59	80.7%	15.1%	2.8%	0.2%	1.2%
60-74	81.2%	15.1%	1.6%	0.5%	1.5%
75+	71.4%	24.2%	2.7%	1.7%	0.0%
All	78.5%	16.2%	3.3%	0.7%	1.3%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 5.

How acceptable do you, personally, feel it is for a driver to talk on a hand-held cell phone while driving?

Ages	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Refused
16-18	12.5%	25.5%	22.7%	37.0%	2.3%
19-24	9.3%	27.7%	24.9%	31.3%	6.8%
25-39	11.0%	30.1%	25.5%	31.1%	2.2%
40-59	6.9%	26.9%	19.4%	45.5%	1.3%
60-74	4.6%	12.3%	18.2%	64.2%	0.9%
75+	1.3%	8.9%	19.4%	70.4%	0.0%
All	7.5%	23.5%	21.3%	45.9%	1.8%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 5a.

Where you live, how acceptable would most other people say it is for a driver to talk on a hand-held cell phone while driving?

Ages	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Refused
16-18	14.6%	38.3%	22.4%	23.9%	0.8%
19-24	10.6%	36.2%	26.7%	21.9%	4.5%
25-39	15.7%	40.2%	23.1%	18.1%	2.9%
40-59	14.1%	38.0%	23.7%	22.8%	1.4%
60-74	10.5%	29.4%	26.8%	31.3%	1.9%
75+	1.6%	21.6%	31.9%	44.7%	0.2%
All	12.8%	35.7%	24.9%	24.6%	2.1%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 6.

How acceptable do you, personally, feel it is for a driver to type text messages or e-mails while driving?

Ages	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Refused
16-18	0.1%	4.1%	17.7%	74.7%	3.3%
19-24	2.4%	6.0%	23.6%	61.2%	6.8%
25-39	0.4%	5.6%	19.2%	72.3%	2.5%
40-59	0.7%	1.8%	8.1%	88.8%	0.6%
60-74	0.7%	0.4%	2.7%	94.6%	1.6%
75+	0.4%	0.0%	2.1%	93.9%	3.6%
All	0.8%	2.8%	11.0%	83.4%	2.1%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 6a.

Where you live, how acceptable would most other people say it is for a driver to type text messages or emails while driving?

Ages	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Refused
16-18	2.9%	9.7%	29.3%	57.5%	0.6%
19-24	2.3%	13.1%	34.8%	45.3%	4.5%
25-39	2.3%	14.8%	26.3%	53.9%	2.7%
40-59	3.8%	8.8%	25.7%	60.4%	1.3%
60-74	3.9%	8.3%	18.2%	68.7%	0.9%
75+	0.6%	11.1%	18.2%	70.1%	0.0%
All	3.1%	10.7%	24.7%	59.8%	1.7%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 7.

In the past 30 days, how often have you talked on a cell phone while you were driving (any kind, incl. Bluetooth, speaker phone etc.)?

Ages	Regularly	Fairly often	Rarely	Just once	Never	Refused
16-18	4.9%	15.1%	26.4%	11.4%	40.6%	1.6%
19-24	2.7%	24.1%	40.2%	5.2%	26.1%	1.7%
25-39	15.1%	27.7%	31.3%	7.9%	15.5%	2.5%
40-59	8.3%	21.4%	34.4%	7.7%	26.6%	1.5%
60-74	3.5%	11.2%	30.6%	5.9%	48.0%	0.9%
75+	0.5%	6.0%	19.8%	5.1%	67.8%	0.9%
All	8.0%	19.9%	32.2%	7.1%	31.1%	1.6%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 8.

In the past 30 days, how often have you read a text message or e-mail while you were driving?

Ages	Regularly	Fairly often	Rarely	Just once	Never	Refused
16-18	2.1%	10.6%	17.4%	8.9%	59.0%	2.0%
19-24	6.3%	7.4%	29.2%	9.5%	45.9%	1.7%
25-39	2.5%	11.4%	31.2%	9.4%	43.8%	1.7%
40-59	0.3%	6.1%	19.5%	6.8%	66.7%	0.6%
60-74	0.9%	0.6%	7.7%	5.8%	84.0%	0.9%
75+	0.0%	1.3%	3.1%	0.5%	95.1%	0.0%
All	1.5%	6.2%	19.7%	7.2%	64.3%	1.1%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 9.

In the past 30 days, how often have you typed or sent a text message or e-mail while you were driving?

Ages	Regularly	Fairly often	Rarely	Just once	Never	Refused
16-18	1.3%	5.4%	17.0%	7.3%	67.9%	1.1%
19-24	6.3%	4.2%	21.8%	10.0%	55.0%	2.6%
25-39	1.8%	8.0%	25.4%	9.3%	53.2%	2.3%
40-59	0.0%	4.4%	13.7%	5.7%	75.0%	1.3%
60-74	0.5%	1.0%	2.8%	2.2%	92.9%	0.6%
75+	0.0%	1.3%	0.0%	0.0%	98.6%	0.2%
All	1.1%	4.4%	14.3%	5.9%	72.8%	1.4%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 10.

Compared to holding a cell phone in your hand and talking while you were driving how safe or dangerous do you think it is to talk while driving using a hands-free device?

Ages	Hands-free device is much safer	Hands-free device is somewhat safer	They are about the same	Hands-free device is somewhat more dangerous	Hands-free device is much more dangerous	Don't know/ refused
16-18	22.8%	45.1%	31.0%	0.9%	0.1%	0.0%
19-24	24.4%	40.3%	32.1%	0.0%	0.8%	2.3%
25-39	30.8%	41.9%	23.9%	1.5%	0.9%	1.0%
40-59	25.3%	45.4%	27.5%	0.7%	1.0%	0.2%
60-74	19.9%	47.8%	28.8%	1.5%	1.6%	0.5%
75+	17.5%	47.4%	33.0%	1.6%	0.0%	0.5%
All	24.9%	44.7%	27.6%	1.1%	1.0%	0.6%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 11.

How acceptable do you, personally, feel it is for a driver to talk on a hands-free cell phone while driving?

Ages	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Refused
16-18	28.6%	31.8%	15.9%	21.0%	2.7%
19-24	19.8%	46.7%	18.0%	8.8%	6.8%
25-39	34.8%	35.0%	13.5%	14.4%	2.2%
40-59	27.4%	40.2%	13.7%	17.3%	1.3%
60-74	20.7%	26.8%	21.4%	30.5%	0.6%
75+	7.5%	28.5%	29.6%	31.8%	2.7%
All	26.2%	35.6%	16.6%	19.7%	2.0%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 11a.

Where you live, how acceptable would most other people say it is for a driver to talk on a hands-free cell phone while driving?

Ages	Completely acceptable	Somewhat acceptable	Somewhat unacceptable	Completely unacceptable	Refused
16-18	41.6%	39.3%	9.9%	8.9%	0.3%
19-24	31.2%	41.9%	16.0%	6.5%	4.5%
25-39	46.1%	35.5%	8.8%	7.5%	2.2%
40-59	46.3%	35.9%	10.5%	6.2%	1.2%
60-74	31.6%	39.6%	17.7%	9.9%	1.2%
75+	15.6%	36.5%	34.7%	12.0%	1.3%
All	39.9%	37.3%	13.3%	7.8%	1.7%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 12.

When you talk on your cell phone while driving, do you usually hold the phone in your hand, or do you use a hands-free device?

Ages	I always hold the phone in my hand	I usually hold the phone in my hand	I hold the phone in my hand about half the time, and use a hands-free device about half of the time	I usually use a hands-free device	I always use a hands-free device	Refused
16-18	37.5%	30.4%	5.9%	9.6%	16.4%	0.2%
19-24	36.4%	18.2%	16.5%	21.6%	7.4%	0.0%
25-39	29.2%	19.2%	11.2%	21.1%	19.1%	0.4%
40-59	33.5%	17.7%	9.0%	15.8%	23.7%	0.3%
60-74	37.6%	15.0%	5.5%	11.8%	28.0%	2.0%
75+	47.3%	15.5%	0.0%	6.8%	28.8%	1.7%
All	33.6%	18.1%	9.4%	16.9%	21.5%	0.6%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 13.

How strongly do you support or oppose having a law against using a hand-held cell phone while driving, for all drivers regardless of their age?

Ages	Support strongly	Support somewhat	Oppose somewhat	Oppose strongly	Refused
16-18	34.6%	29.8%	24.0%	9.7%	1.9%
19-24	33.4%	24.8%	24.3%	8.8%	8.7%
25-39	31.7%	28.3%	26.4%	11.0%	2.7%
40-59	43.7%	24.2%	19.5%	10.7%	1.9%
60-74	58.0%	24.0%	11.9%	4.9%	1.2%
75+	72.8%	21.1%	4.8%	0.9%	0.4%
All	44.2%	25.3%	19.3%	8.8%	2.4%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 13a.

How strongly do you support or oppose having a law against reading, typing, or sending a text message or email while driving?

Ages	Support strongly	Support somewhat	Oppose somewhat	Oppose strongly	Refused
16-18	57.0%	29.4%	9.7%	2.2%	1.7%
19-24	54.9%	20.5%	18.0%	1.4%	5.3%
25-39	55.5%	30.4%	8.3%	3.6%	2.2%
40-59	69.7%	18.1%	5.9%	4.5%	1.9%
60-74	79.8%	13.0%	2.0%	3.0%	2.3%
75+	90.2%	8.5%	1.3%	0.0%	0.0%
All	67.8%	20.2%	6.5%	3.4%	2.2%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 14.

How strongly do you support or oppose having a law against using any type of cell phone while driving, hand-held or hands-free, for all drivers regardless of their age?

Ages	Support strongly	Support somewhat	Oppose somewhat	Oppose strongly	Refused
16-18	17.8%	25.7%	32.3%	22.6%	1.7%
19-24	11.8%	21.8%	35.3%	23.4%	7.6%
25-39	16.7%	15.6%	37.7%	27.4%	2.7%
40-59	21.0%	24.4%	30.4%	22.9%	1.3%
60-74	28.8%	26.6%	27.5%	14.8%	2.4%
75+	36.4%	35.3%	20.7%	6.5%	1.1%
All	21.6%	23.0%	31.6%	21.4%	2.4%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 15.

How strongly do you support or oppose having the federal government regulate non-driving-related technologies in cars to make sure they don't distract drivers?

Ages	Support strongly	Support somewhat	Oppose somewhat	Oppose strongly	Refused
16-18	15.6%	25.3%	30.6%	25.0%	3.5%
19-24	15.4%	18.7%	33.3%	23.3%	9.4%
25-39	15.8%	25.5%	30.2%	26.3%	2.2%
40-59	19.5%	27.0%	26.5%	25.6%	1.5%
60-74	21.5%	26.5%	23.5%	25.9%	2.6%
75+	18.7%	35.4%	25.5%	20.0%	0.5%
All	18.5%	26.2%	27.4%	25.3%	2.6%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 16.

Does any vehicle that you own or drive regularly have any type of system that you control by speaking (example: stereo, navigation, phone, texting/e-mail)?

Ages	Yes	No	Refused
16-18	14.2%	85.8%	0.0%
19-24	12.6%	87.4%	0.0%
25-39	23.0%	76.7%	0.4%
40-59	22.9%	76.9%	0.3%
60-74	21.9%	78.1%	0.0%
75+	14.7%	83.6%	1.7%
All	21.1%	78.6%	0.3%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days, weighted to reflect U.S. pop. (N=2,325)

Table 17.

Do you find it distracting to use this technology by speaking?

Ages	Very distracting	Somewhat distracting	Slightly distracting	Not distracting at all	Refused
All	6.7%	25.1%	25.1%	42.4%	0.7%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days and reported that the vehicle they own or drive regularly has a voice-control system (N=454)

Table 18.

How often do you use your voice control systems in your vehicle?

Ages	Regularly	Fairly often	Rarely	Never	Refused
All	18.6%	17.8%	38.2%	25.0%	0.5%

Base: Licensed drivers ages 16+ who reported driving in the past 30 days and reported that the vehicle they own or drive regularly has a voice-control system (N=454)

Table 19.

How helpful is it for you to be able to use this technology by speaking?

Ages	Very helpful	Fairly helpful	Not very helpful	Not helpful at all	Refused
All	69.9%	28.2%	1.7%	0.2%	0.0%
Base: Licensed drivers ages 16+ who reported driving in the past 30 days and reported they use voice controls regularly or fairly often (N=175)					

Table 20.

What is the main reason you don't use your voice control system more often?

Ages	I don't know how	It is too complicated	I am already familiar with the hand controls	It is too distracting	It makes too many mistakes	Refused
All	10.7%	11.5%	25.5%	30.8%	19.3%	2.3%
Base: Licensed drivers ages 16+ who reported driving in the past 30 days and reported they rarely use voice controls (N=175)						

Table 21.

What is the main reason you don't use your voice control system in your vehicle?

Ages	I don't know how	It is too complicated	I am already familiar with the hand controls	It is too distracting	It makes too many mistakes	Refused
All	23.8%	15.2%	23.7%	22.2%	14.6%	0.5%
Base: Licensed drivers ages 16+ who reported driving in the past 30 days and reported they never use voice controls (N=124)						

References

1. Girasek, D.C. (2012). Towards operationalising and measuring Traffic Safety Culture construct. *International Journal of Injury Control and Safety Promotion*, 19, 37-46.
2. Arnold, L.S., Girasek, D.C., Tefft, B.C., and Grabowski, J.G. (2013). Temporal Trends in Indicators of Traffic Safety Culture among Drivers in the United States (2009-2012). Washington, DC: AAA Foundation for Traffic Safety. Available: <https://www.aaafoundation.org/sites/default/files/TSCI%20Trends%20Final%20Formatted%20AAAFTS.pdf>.
3. Hamilton, B.C., Arnold, L.S., and Tefft, B.C. (2013). Distracted and Risk-Prone Drivers. Washington, DC: AAA Foundation for Traffic Safety. Available: <https://www.aaafoundation.org/sites/default/files/Distracted%20and%20Risk%20Prone%20Drivers%20FINAL.pdf>.
4. Strayer, D.L., Cooper, J.M., Turrill, J., Coleman, J., Madeiros-Ward, N., and Biondi, F. (2013). Measuring Cognitive Distraction in the Automobile. Washington, DC: AAA Foundation for Traffic Safety. Available: <https://www.aaafoundation.org/sites/default/files/MeasuringCognitiveDistractions.pdf>.
5. GfK Knowledge Networks (n.d.). *Knowledge Panel® Design Summary*. Retrieved October 17, 2013, from <http://www.knowledgenetworks.com/knpanel/docs/KnowledgePanel%28R%29-Design-Summary-Description.pdf>.
6. AAA Foundation for Traffic Safety (2013). 2012 Traffic Safety Culture Index. Washington, DC: AAA Foundation for Traffic Safety. Available: <https://www.aaafoundation.org/sites/default/files/2012TrafficSafetyCultureIndex.pdf>.
7. Goodwin, A.H., Foss, R.D., Harrell, S.S., O'Brien, N.P. (2012). Distracted Driving among Newly-Licensed Teen Drivers. Washington, DC: AAA Foundation for Traffic Safety. Available: https://www.aaafoundation.org/sites/default/files/DistractedDrivingAmongNewlyLicensedTeenDrivers_0.pdf.