

Background & Methodology

Conducted approximately 400 surveys per state, with at least 375 residents who drive once a week or more frequently

- Fielding took place January 29, 2016 – February 9, 2016
- Utilized a proprietary online research panel
- State totals are weighted by age and gender

Key Measures

- Driving Habits
- Opinions on Driving Distractions

1. Have you ever used voice-activated/in vehicle technology at a stop sign/red light or when driving?											
	% Yes	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
	Base (n=)	375	375	376	383	384	390	391	389	387	382
Used at a stop sign or red light		40%	40%	41%	35%	33%	31%	34%	38%	35%	35%
Used when driving		39%	39%	40%	35%	30%	30%	30%	42%	36%	35%

2A. How much safer, if at all, do you think it is to use a hands-free device instead of a hand-held device while <u>Talking on a cell phone</u> ?											
		FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
	Base (n=)	375	375	376	383	384	390	391	389	387	382
Much safer		50%	50%	48%	44%	48%	37%	35%	36%	48%	47%
Somewhat safer		36%	34%	35%	41%	35%	44%	45%	44%	38%	40%
No difference		14%	16%	17%	15%	17%	19%	20%	20%	14%	13%

2B. How much safer, if at all, do you think it is to use a hands-free device instead of a hand-held device while <u>Texting/Using social media</u> ?											
		FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
	Base (n=)	375	375	376	383	384	390	391	389	387	382
Much safer		46%	38%	45%	41%	40%	33%	33%	32%	45%	40%
Somewhat safer		24%	28%	21%	26%	22%	26%	28%	26%	22%	24%
No difference		30%	34%	34%	33%	38%	41%	39%	42%	33%	36%

3. Which, if any, of the following do you regularly do to avoid being distracted while driving? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	375	375	376	383	384	390	391	389	387	382
Concentrate/focus on driving	76%	76%	77%	77%	78%	81%	81%	75%	80%	80%
Pre-program GPS	38%	42%	38%	37%	35%	35%	31%	31%	38%	40%
Don't eat or drink while driving	30%	26%	34%	19%	23%	29%	23%	19%	25%	25%
Turn off cell phone	17%	16%	17%	13%	17%	18%	14%	11%	17%	13%
Drive alone	13%	14%	14%	16%	13%	14%	12%	17%	13%	16%
Set up automatic replies to text messages	7%	9%	7%	3%	6%	5%	4%	5%	3%	4%
Other	3%	2%	2%	2%	3%	4%	2%	4%	3%	3%
None of the above	6%	7%	7%	9%	8%	7%	9%	11%	7%	8%

4. How much, if at all, do you think passengers are a distraction to you when driving?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	375	375	376	383	384	390	391	389	387	382
Very distracting	3%	6%	4%	5%	5%	4%	4%	2%	3%	4%
Somewhat distracting	52%	54%	54%	54%	53%	56%	54%	55%	52%	54%
Not at all distracting	45%	40%	42%	41%	42%	40%	42%	43%	45%	42%

5. On a scale from 1 - 5, (where 1=not at all dangerous to 5=very dangerous), please rate how dangerous you think each of the following are when driving.

<i>Top 2 Box (% 4 + 5)</i>	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	375	375	376	383	384	390	391	389	387	382
Texting	95%	93%	93%	95%	94%	98%	93%	93%	96%	96%
Driving when tired	88%	87%	84%	88%	87%	86%	85%	87%	87%	89%
Grooming	78%	72%	71%	78%	77%	77%	73%	70%	76%	78%
Talking on a hand-held cell phone	66%	63%	73%	59%	63%	62%	59%	53%	64%	59%
Mind wandering/Daydreaming	65%	60%	64%	56%	60%	55%	54%	54%	59%	58%
Noisy children in the vehicle	46%	42%	40%	39%	43%	40%	39%	38%	45%	36%
Eating while driving	42%	37%	36%	36%	39%	40%	34%	26%	36%	34%
Operating in-vehicle technology	37%	35%	34%	37%	40%	41%	36%	33%	39%	34%
Pets in the vehicle	31%	32%	29%	32%	29%	29%	28%	31%	38%	27%
Talking on the phone using a hands-free device	23%	24%	20%	25%	23%	25%	22%	20%	21%	22%

Respondent Profile

Gender										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	400	411	401	400	406	402	400	407	401
Male	48%	48%	48%	49%	48%	49%	49%	51%	48%	49%
Female	52%	52%	52%	51%	52%	51%	51%	49%	52%	51%

Age										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	400	411	401	400	406	402	400	407	401
18-34	27%	32%	31%	30%	29%	30%	31%	35%	29%	29%
35-44	16%	18%	17%	15%	15%	16%	16%	15%	17%	16%
45-54	17%	18%	18%	17%	18%	18%	17%	16%	18%	18%
55-64	16%	16%	16%	17%	18%	17%	17%	16%	17%	17%
65 or older	24%	16%	18%	21%	20%	19%	19%	18%	19%	20%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from January 29, 2016 – February 9, 2016. Approximately 400 residents in each state completed the survey, with at least 375 residents who drive once a week or more frequently. State results have a margin of error of ± 5.0 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+).