



# 2018 GEORGIA DISTRACTED DRIVING SURVEY

## TOPLINE RESULTS

ACG Market Research  
August 2018

### BACKGROUND & METHODOLOGY

Conducted 1,171 surveys among AAA Members in Georgia who are licensed drivers

- Fielding took place August 6 - 14, 2018

#### Key Measures

- Opinions on Distracted Driving Laws
- Distracted Driving Habits

### DETAILED FINDINGS:

1. Do you favor or oppose a ban on any type cell phone usage while driving for drivers under the age of 18?

Base (n=) 1,171

Favor	92%
Oppose	8%

2. Before this survey, were you aware of the new Georgia law that bans drivers from using a handheld phone while driving?

Base (n=) 1,171

Yes	98%
No	2%

3. In the past month, how often have you seen Drivers holding and talking on cellphones on the road in your or other vehicles?

Base (n=) 1,171

Regularly	43%
Fairly often	32%
Rarely	17%
Just once	3%
Never	5%

4. In the past month, how often have you seen Drivers text messaging or emailing on the road in your or other vehicles?

Base (n=) 1,171

Regularly	30%
Fairly often	30%
Rarely	26%
Just once	2%
Never	12%

5. Do you favor or oppose having a law against reading, typing or sending a text message or email while driving?

Base (n=) 1,171

Favor	95%
Oppose	5%

6. Do you favor or oppose having a law against using a handheld cellphone while driving, for all drivers regardless of their age?

Base (n=) 1,171

Favor	87%
Oppose	13%

7. In the past month, how often have you, yourself engaged in the following behavior while driving:  
Talk on a hand-held cellphone?

	Base (n=)	1,171
Regularly		4%
Fairly often		5%
Rarely		19%
Just once		9%
Never		63%

8. In the past month, how often have you, yourself engaged in the following behavior while driving:  
Talk on a hands-free phone?

	Base (n=)	1,171
Regularly		25%
Fairly often		23%
Rarely		22%
Just once		4%
Never		26%

9. In the past month, how often have you, yourself engaged in the following behavior while driving:  
Read a text message or email?

	Base (n=)	1,171
Regularly		3%
Fairly often		8%
Rarely		19%
Just once		4%
Never		66%

10. In the past month, how often have you, yourself engaged in the following behavior while driving:  
Type or send text message or email?

	Base (n=)	1,171
Regularly		2%
Fairly often		3%
Rarely		14%
Just once		4%
Never		77%

### Respondent Profile

#### Georgia Registered Voter

	Base (n=)	1,171
Yes		93%
No		7%

#### Licensed Driver

	Base (n=)	1,171
Yes		100%
No		0%

#### Gender

	Base (n=)	1,171
Male		47%
Female		53%

## Age

	<i>Base (n=)</i>	<i>1,171</i>
18-34		7%
35-44		12%
45-54		26%
55-64		23%
65 or older		32%

## AAA Membership Tenure

	<i>Base (n=)</i>	<i>1,171</i>
1 - 3 years		29%
4 - 9 years		25%
10 - 14 years		13%
15 - 19 years		11%
20 + years		22%

**Statistical Statement:**

The 2018 Georgia Distracted Driving Survey was conducted online among Georgia AAA Member with a driver's license from August 6 - 14, 2018. A total of 1,171 residents completed the survey. The survey has a maximum margin of error of  $\pm 2.9$  percentage points. Responses are weighted by gender, age, and tenure to ensure reliable and accurate representation of AAA Members (18+) in Georgia.