

Background & Methodology

Conducted approximately 400 surveys per state with residents who drive at least once a week

- Fielding took place February 17, 2017 – March 01, 2017
- Utilized a proprietary online market research panel
- State results are weighted by age and gender

Key Measures

- Driving Habits
- Distracted Driving Opinions
- Passenger Behaviors

1. Please rate how dangerous you think each of the following are when driving.

<i>Very Dangerous (% Rated 4 + 5)</i>	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Texting	94%	94%	93%	93%	96%	95%	96%	93%	95%	95%
Driving when tired	85%	83%	82%	81%	83%	82%	80%	81%	83%	81%
Grooming (brushing hair, putting on makeup, etc.)	85%	77%	73%	83%	82%	84%	78%	77%	77%	82%
Talking on a hand-held cell phone	80%	69%	75%	64%	70%	61%	61%	55%	64%	68%
Reaching for objects not near you	75%	73%	69%	67%	70%	64%	69%	60%	71%	71%
Mind wandering / Daydreaming	71%	69%	64%	56%	65%	56%	53%	52%	60%	62%
Operating in-vehicle technology	55%	48%	42%	43%	45%	44%	43%	38%	44%	42%
Eating while driving	53%	49%	44%	39%	47%	38%	37%	35%	44%	41%
Noisy children in the vehicle	48%	44%	38%	33%	35%	35%	33%	31%	42%	35%
Driving with a child under the age of 13 in the front seat	47%	48%	40%	34%	41%	37%	35%	34%	41%	35%
Talking on the phone using a hands-free device	39%	30%	30%	25%	28%	23%	24%	22%	25%	27%
Pets in the vehicle	34%	34%	31%	28%	26%	28%	21%	23%	26%	26%
Passengers interacting with drivers	34%	26%	24%	19%	25%	22%	18%	18%	24%	21%

2. Which of these other factors are you most concerned about while driving? (Select up to 3 answers)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Distracted drivers	50%	51%	55%	66%	57%	65%	62%	63%	57%	58%
Impaired drivers	50%	48%	48%	56%	49%	60%	54%	58%	54%	55%
Aggressive drivers	43%	42%	44%	40%	42%	43%	44%	41%	45%	38%
Speeding drivers	28%	30%	29%	17%	21%	22%	19%	17%	26%	18%
Wrong-way drivers	23%	21%	21%	16%	21%	18%	14%	13%	14%	19%
Senior drivers	19%	10%	10%	11%	9%	10%	12%	14%	8%	12%
Drowsy drivers	18%	17%	21%	20%	22%	18%	19%	21%	22%	19%
Teen drivers	12%	13%	9%	12%	12%	11%	10%	10%	16%	12%
Pavement conditions/potholes	11%	10%	20%	16%	26%	14%	17%	17%	13%	21%
Motorcyclists	10%	6%	7%	6%	3%	6%	8%	6%	6%	5%
Large trucks	8%	20%	10%	11%	8%	10%	12%	14%	13%	10%
Road debris	8%	12%	7%	10%	9%	7%	7%	9%	7%	8%
Poor signage	4%	5%	4%	4%	5%	4%	3%	3%	4%	5%
None of the above	1%	1%	<0%	-	<0%	-	<0%	<0%	1%	<0%

3. Which of these driving dangers have you seen in the past month? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Driver not using turn signals	68%	66%	70%	77%	74%	74%	78%	76%	71%	76%
Driver using a handheld phone	67%	72%	75%	80%	74%	76%	79%	73%	76%	79%
Significant speeding (more than 10 miles above traffic flow)	62%	63%	67%	74%	66%	69%	69%	63%	71%	76%
Vehicle weaving in and out of traffic	60%	57%	58%	58%	60%	58%	61%	52%	66%	58%
Tailgating	58%	58%	61%	63%	66%	70%	65%	59%	68%	69%
Driver running a red light	56%	51%	45%	46%	47%	52%	58%	60%	53%	48%
Vehicle not staying in lane/wavering	55%	55%	49%	56%	53%	54%	59%	52%	58%	56%
Slow driver in the left lane	55%	52%	57%	56%	56%	63%	53%	49%	62%	63%
A traffic crash	45%	38%	34%	29%	33%	34%	35%	26%	39%	34%
Someone throwing an object out of a vehicle window	28%	21%	26%	27%	25%	23%	22%	20%	27%	27%
Debris falling off of a vehicle/truck	23%	22%	16%	18%	16%	17%	19%	15%	23%	21%
A wrong-way driver	12%	12%	9%	9%	10%	10%	11%	10%	8%	8%
None, have not seen any of these in the past month	2%	2%	3%	1%	2%	1%	<0%	3%	3%	1%

4. Which dangers do you think are most common? (Select up to 3 answers)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	393	396	390	396	395	394	401	391	391	396
Driver using a handheld phone	47%	52%	54%	59%	61%	55%	60%	54%	57%	61%
Significant speeding (more than 10 miles above traffic flow)	35%	35%	39%	47%	36%	41%	35%	34%	39%	41%
Driver not using turn signals	33%	33%	36%	41%	37%	37%	43%	48%	38%	37%
Driver running a red light	30%	23%	19%	18%	16%	17%	27%	31%	18%	16%
Vehicle weaving in and out of traffic	26%	21%	22%	18%	20%	16%	17%	16%	18%	20%
Tailgating	26%	25%	31%	31%	36%	36%	28%	29%	37%	35%
Slow driver in the left lane	19%	21%	18%	16%	20%	24%	15%	12%	20%	22%
A traffic crash	12%	10%	8%	4%	6%	7%	5%	3%	9%	7%
Vehicle not staying in lane/wavering	11%	14%	11%	14%	10%	11%	17%	14%	18%	11%
Someone throwing an object out of a vehicle window	5%	2%	3%	2%	3%	1%	3%	4%	2%	2%
Debris falling off of a vehicle/truck	4%	5%	1%	3%	3%	2%	1%	2%	2%	2%
A wrong-way driver	3%	3%	2%	1%	2%	1%	1%	1%	1%	2%

5. Which three things do you think are most dangerous to other drivers? (Select up to 3 answers)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	401	403	400	402	405	400	403	400	402	401
Driver running a red light	53%	51%	51%	54%	52%	56%	63%	58%	52%	53%
Driver using a handheld phone	40%	35%	48%	46%	49%	40%	49%	46%	45%	45%
A wrong-way driver	38%	40%	34%	35%	39%	37%	27%	32%	32%	44%
Vehicle weaving in and out of traffic	27%	25%	33%	25%	30%	28%	33%	27%	32%	30%
Significant speeding (more than 10 miles above traffic flow)	27%	27%	26%	31%	25%	24%	33%	28%	34%	21%
Tailgating	25%	28%	23%	26%	25%	31%	24%	29%	28%	27%
Vehicle not staying in lane/wavering	20%	23%	21%	29%	21%	23%	22%	22%	21%	22%
Driver not using turn signals	20%	21%	18%	15%	18%	18%	18%	25%	17%	15%
Debris falling off of a vehicle/truck	17%	15%	17%	13%	13%	18%	14%	13%	15%	17%
Slow driver in the left lane	13%	13%	9%	9%	10%	10%	6%	7%	11%	11%
Someone throwing an object out of a vehicle window	6%	5%	6%	3%	4%	4%	1%	4%	3%	3%

6. Which, if any, of the following do you do on a regular basis to avoid being distracted while driving? (Select all that apply)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Concentrate/focus on driving	77%	77%	77%	78%	81%	83%	82%	81%	80%	80%
Don't eat or drink while driving	45%	37%	41%	29%	38%	33%	30%	27%	40%	34%
Pre-Program GPS	39%	39%	38%	38%	39%	37%	31%	29%	36%	37%
Turn off cell phone	33%	18%	22%	19%	23%	22%	17%	16%	24%	23%
Drive alone	28%	30%	29%	26%	26%	31%	31%	30%	28%	26%
Set up automatic replies to text messages	15%	10%	10%	8%	7%	7%	6%	6%	7%	7%
Other	3%	3%	3%	5%	2%	4%	4%	5%	5%	4%
None of the above	3%	3%	4%	5%	3%	4%	6%	6%	5%	4%

7. 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
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Used at a stop sign or red light	46%	51%	51%	46%	47%	43%	46%	40%	44%	45%
Used when driving	36%	41%	38%	42%	39%	36%	37%	36%	37%	35%

8A. 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
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Much Safer	39%	38%	40%	28%	37%	28%	30%	31%	39%	34%
Somewhat Safer	47%	48%	45%	61%	48%	58%	56%	53%	49%	56%
No Difference	14%	14%	15%	11%	15%	14%	14%	16%	12%	10%

8B. 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
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Much Safer	24%	24%	27%	21%	24%	19%	19%	23%	27%	23%
Somewhat Safer	27%	28%	28%	33%	23%	32%	29%	33%	27%	31%
No Difference	49%	48%	45%	46%	53%	49%	52%	44%	46%	46%

9. How often, if at all, do you become aggravated with other drivers when you are on the road?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Every time I'm driving (100%)	10%	8%	7%	5%	5%	4%	5%	3%	5%	4%
Nearly every time (75%)	20%	18%	19%	15%	13%	14%	14%	16%	17%	17%
Half of the time (50%)	25%	30%	24%	27%	31%	23%	26%	24%	31%	26%
Sometimes (25%)	40%	40%	44%	50%	46%	56%	50%	55%	43%	51%
Never (0%)	5%	4%	6%	3%	5%	3%	5%	2%	4%	2%

10. Which, if any, of the following behaviors have you ever engaged in when driving on the road? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Speeding	39%	48%	50%	58%	48%	55%	57%	56%	53%	57%
Headlight flashing	24%	24%	22%	23%	20%	23%	22%	23%	27%	22%
Obscene gestures	19%	19%	17%	16%	17%	22%	16%	19%	19%	20%
Verbally abusing other drivers	18%	19%	19%	19%	13%	22%	17%	21%	19%	18%
Sudden and unsafe lane changes	14%	13%	11%	11%	10%	10%	12%	11%	10%	11%
Tailgating	13%	19%	18%	20%	18%	19%	18%	17%	14%	19%
Obstructing other vehicles	6%	5%	6%	3%	4%	4%	3%	3%	5%	4%
None of these	33%	26%	27%	23%	30%	24%	25%	23%	25%	23%

11. How often do you wear a seat belt when riding in the back seat of a vehicle?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Always	78%	72%	75%	59%	73%	86%	74%	71%	81%	78%
Frequently	10%	11%	11%	14%	7%	6%	11%	12%	7%	9%
Sometimes	5%	8%	7%	14%	10%	3%	8%	10%	5%	6%
Never	3%	4%	3%	8%	7%	2%	2%	3%	2%	2%
Not applicable - Never ride in the back seat	4%	5%	4%	5%	3%	3%	5%	4%	5%	5%

12. Do you require all passengers (even in the back seats) wear a seat belt when you drive?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	401	403	400	402	405	400	403	400	402	401
Yes	81%	85%	83%	69%	78%	93%	85%	79%	89%	87%
No	19%	15%	17%	31%	22%	7%	15%	21%	11%	13%

13. Do you think all occupants, regardless of age and location in vehicle, should be required by law to wear a safety restraint (seat belt)?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	401	403	400	402	405	400	403	400	402	401
Yes	89%	88%	86%	78%	80%	91%	87%	84%	89%	89%
No	11%	12%	14%	22%	20%	9%	13%	16%	11%	11%

14. How often do you participate in the following behaviors as a passenger?										
% Frequently	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	401	403	400	402	405	400	403	400	402	401
Speak up if you see the driver doing something unsafe	44%	48%	36%	34%	38%	32%	37%	35%	41%	38%
Conversation with the driver	41%	53%	52%	61%	47%	55%	57%	55%	54%	53%
Conversation with other passengers	39%	48%	50%	57%	45%	53%	52%	53%	51%	54%
Answer the driver's phone if needed	29%	31%	25%	26%	24%	24%	25%	23%	26%	23%
Adjust non-driving controls in vehicle for the driver (GPS/Radio/Climate Controls/etc.)	28%	34%	27%	25%	28%	24%	27%	28%	29%	27%
Navigate for the driver	27%	31%	30%	32%	27%	31%	29%	27%	27%	34%
Offer to text or talk for the driver	27%	32%	31%	30%	26%	27%	28%	25%	28%	27%
Silence/turn off your phone	23%	16%	14%	12%	16%	13%	11%	12%	16%	15%
Phone use	17%	26%	20%	26%	20%	21%	22%	22%	21%	18%

Respondent Profile

Gender										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	401	403	400	402	405	400	403	400	402	401
Male	48%	48%	49%	49%	49%	49%	49%	51%	48%	49%
Female	52%	52%	51%	51%	51%	51%	51%	49%	52%	51%

Age										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	401	403	400	402	405	400	403	400	402	401
18-34	27%	31%	30%	30%	29%	30%	31%	35%	29%	28%
35-44	16%	18%	17%	15%	15%	16%	16%	16%	16%	16%
45-54	17%	18%	18%	17%	18%	18%	16%	15%	18%	18%
55-64	16%	16%	17%	17%	18%	17%	17%	16%	17%	18%
65 or older	24%	17%	18%	21%	20%	19%	20%	18%	20%	20%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among drivers living in The Auto Club Group territory from February 17, 2017 – March 01, 2017. Approximately 400 residents in each state completed the survey. State results have a margin of error of ± 4.9 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+).