



Washington Driver Survey

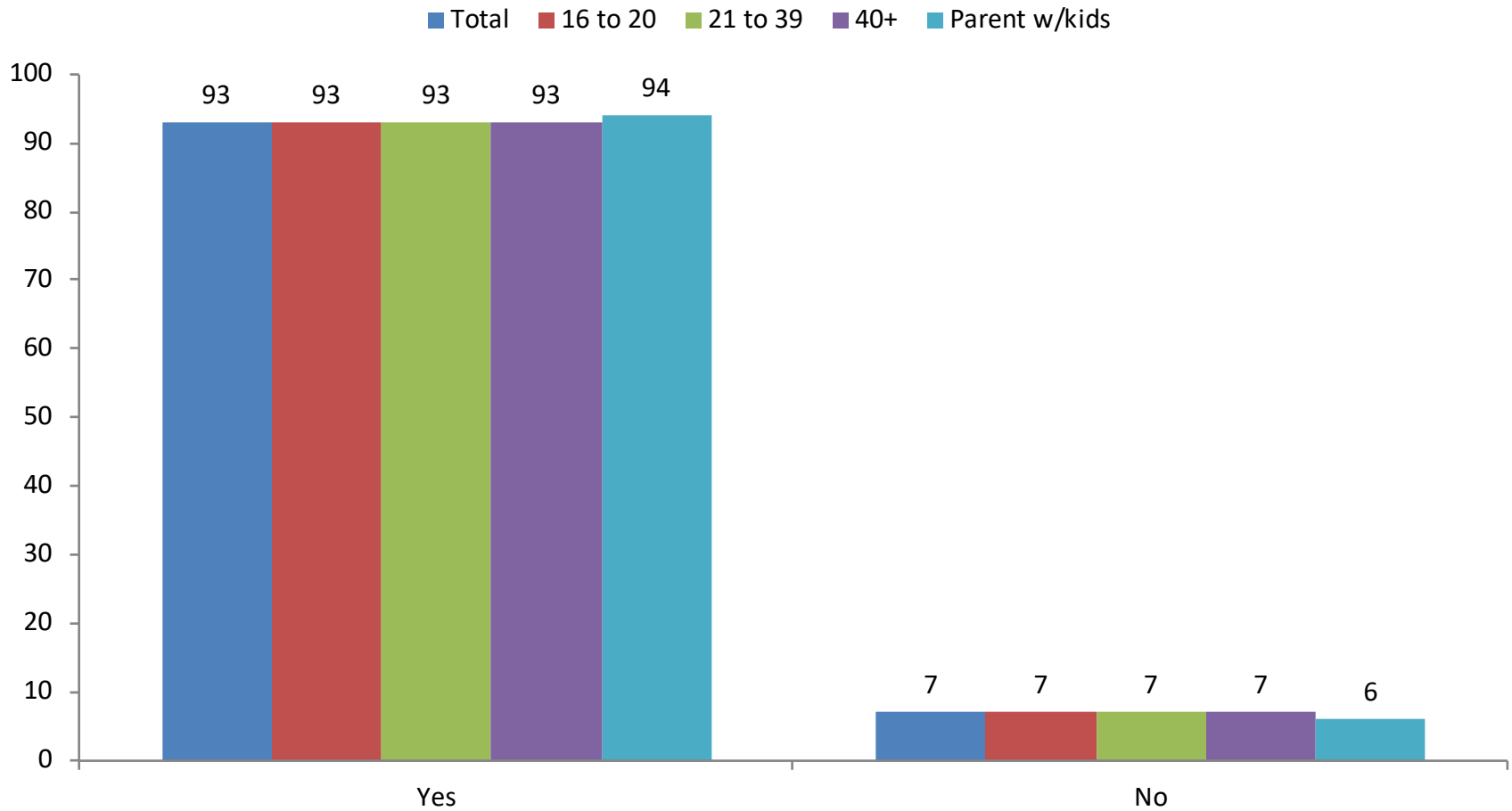
Distracted Driving Attitudes & Behavior

Conducted for AAA Washington
By GMA Research
July 2, 2018

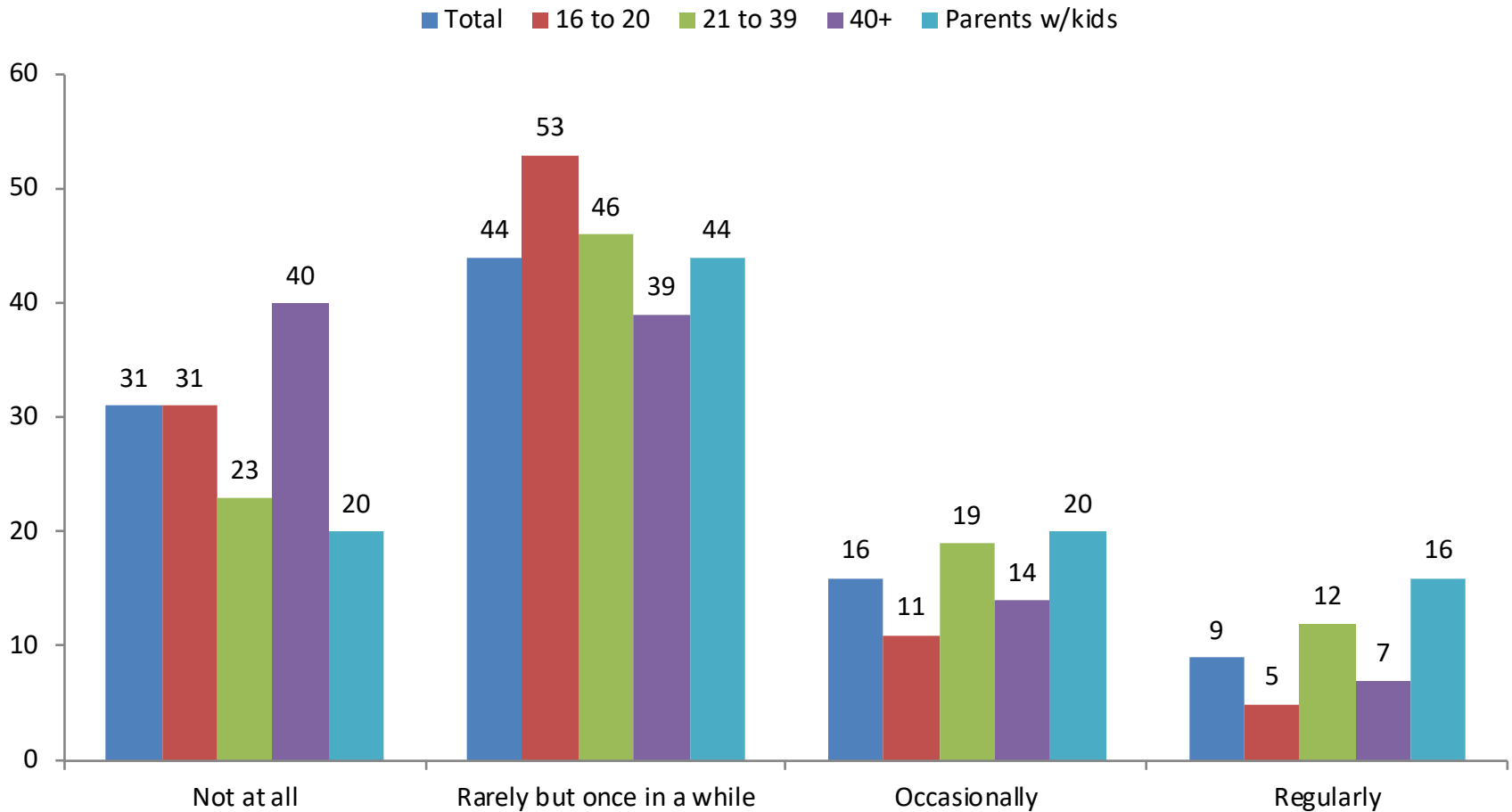
Overview

- GMA Research conducted a statewide survey on distracted driving with 1,160 Washington Drivers, ages 16 and older.
- The survey was conducted online employing a third party panel of residents who had opted in to participate.
- The survey was conducted during May/June 2018.
- A sample of 1,160 carries a maximum statistical error of 2.9% +/- at the 95% confidence level.
- On average, the survey took about 9.5 minutes to complete and was designed to be functional on a phone, tablet, laptop or desktop.
- Participants were screened to be residents, age 16 and older, have a valid drivers license and drive at least 20 miles per week on average.
- Approximately 54% female and 46% male.

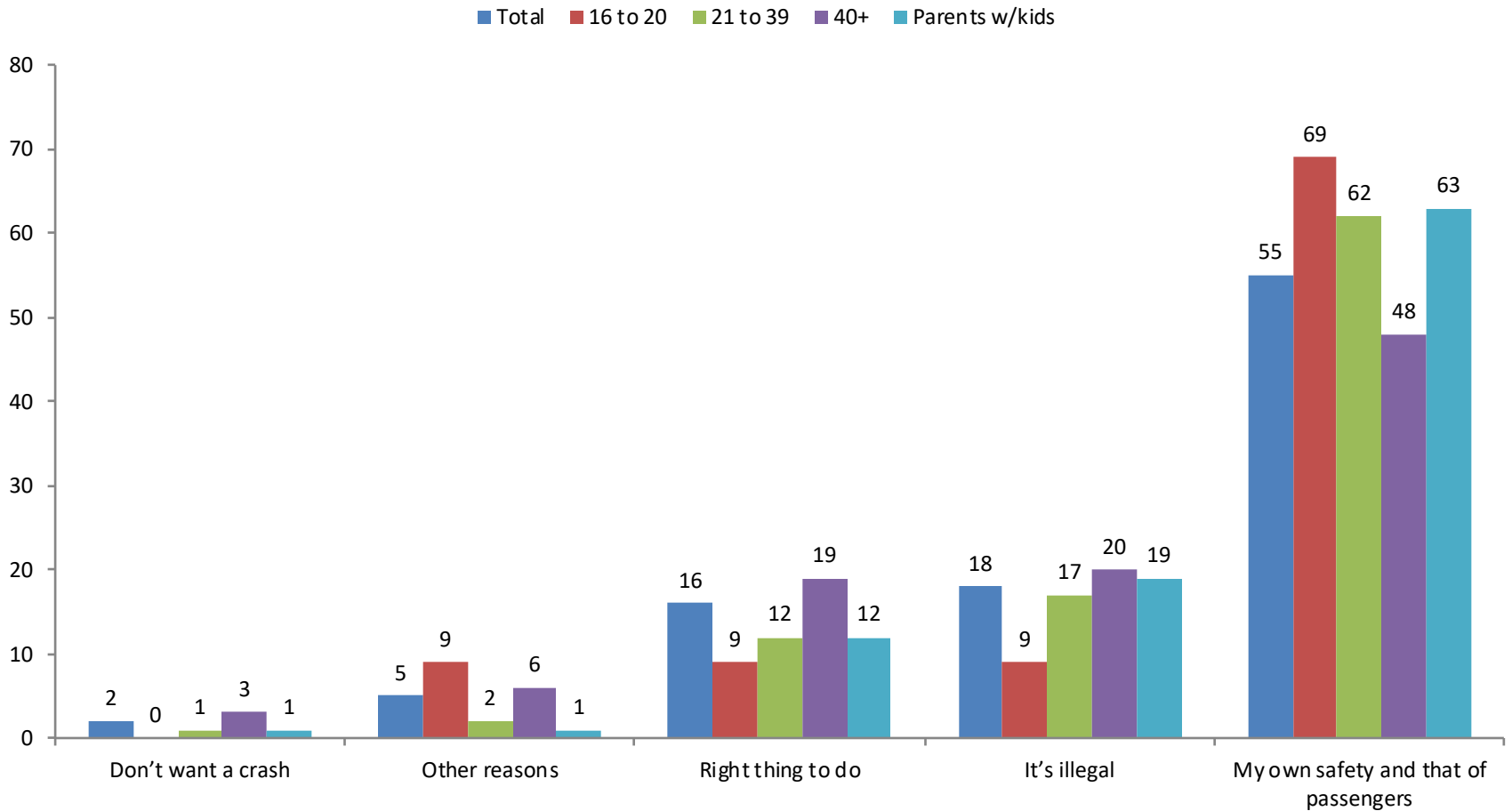
Do you typically take your cell phone or other devices with you when driving?



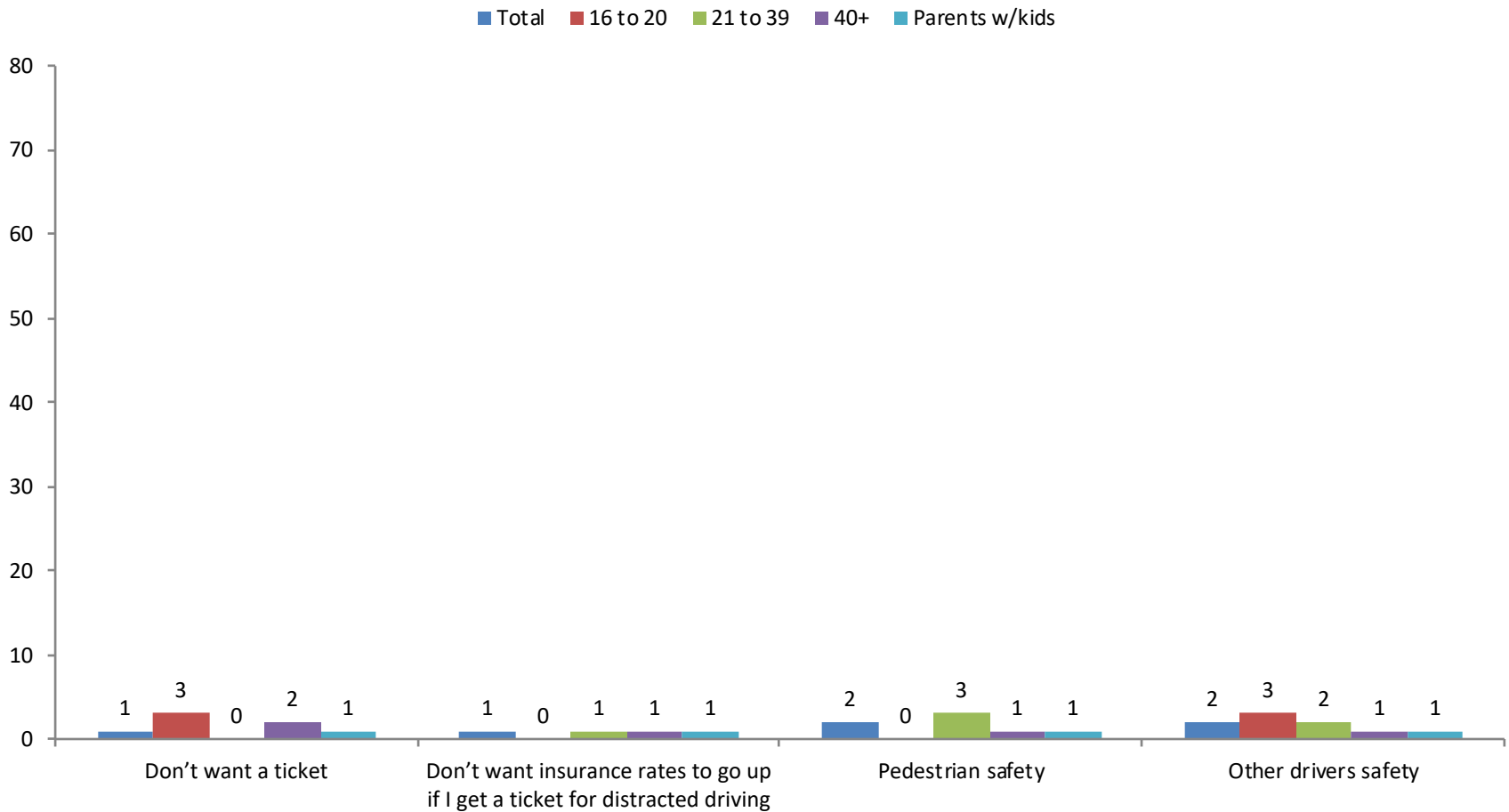
Which of the following best describes how often you use your cell phone or other devices while driving?



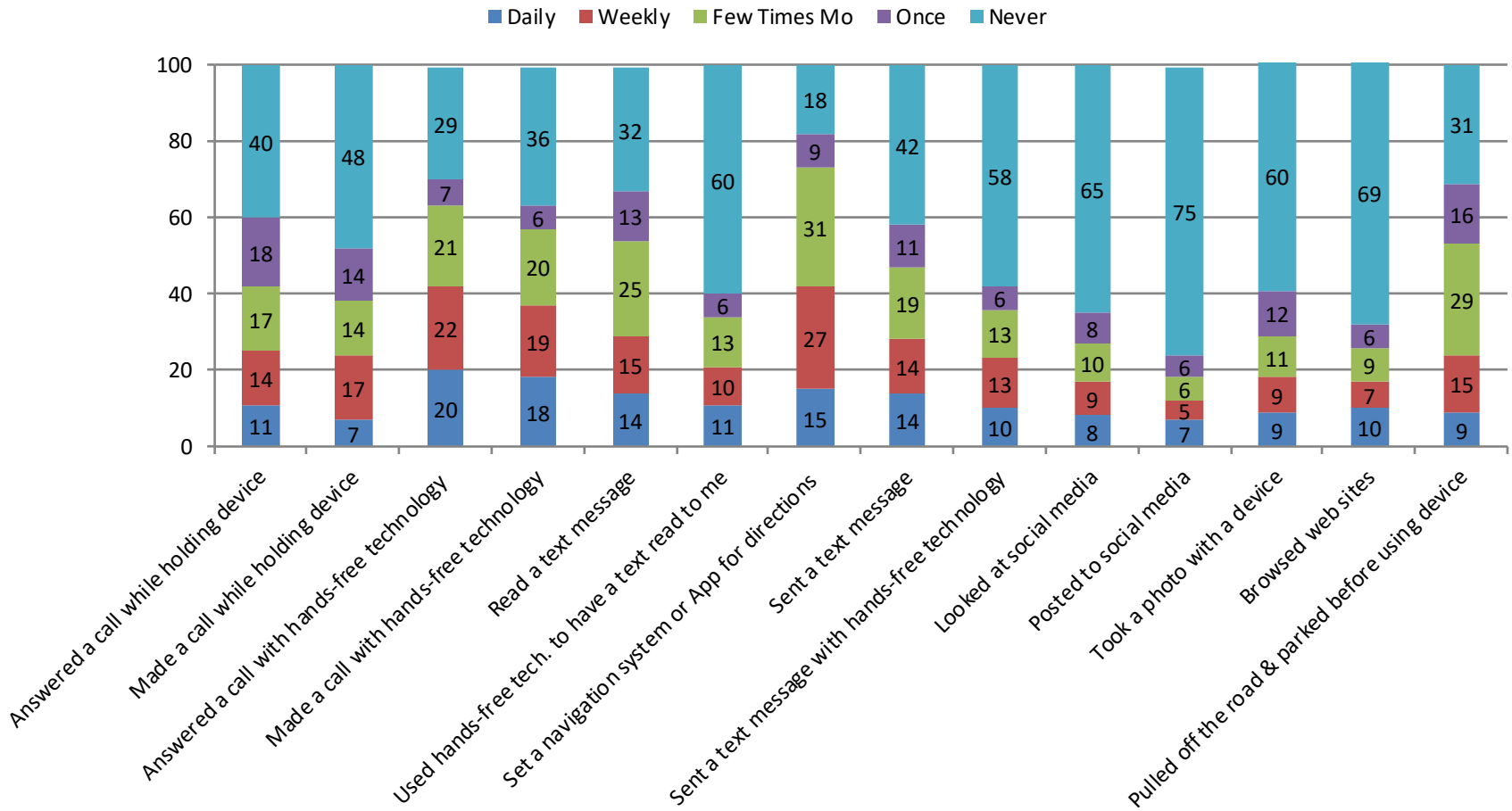
NON-USERS: What is the number one reason you choose NOT to use your cell phone or other devices while driving? (1 of 2 charts)



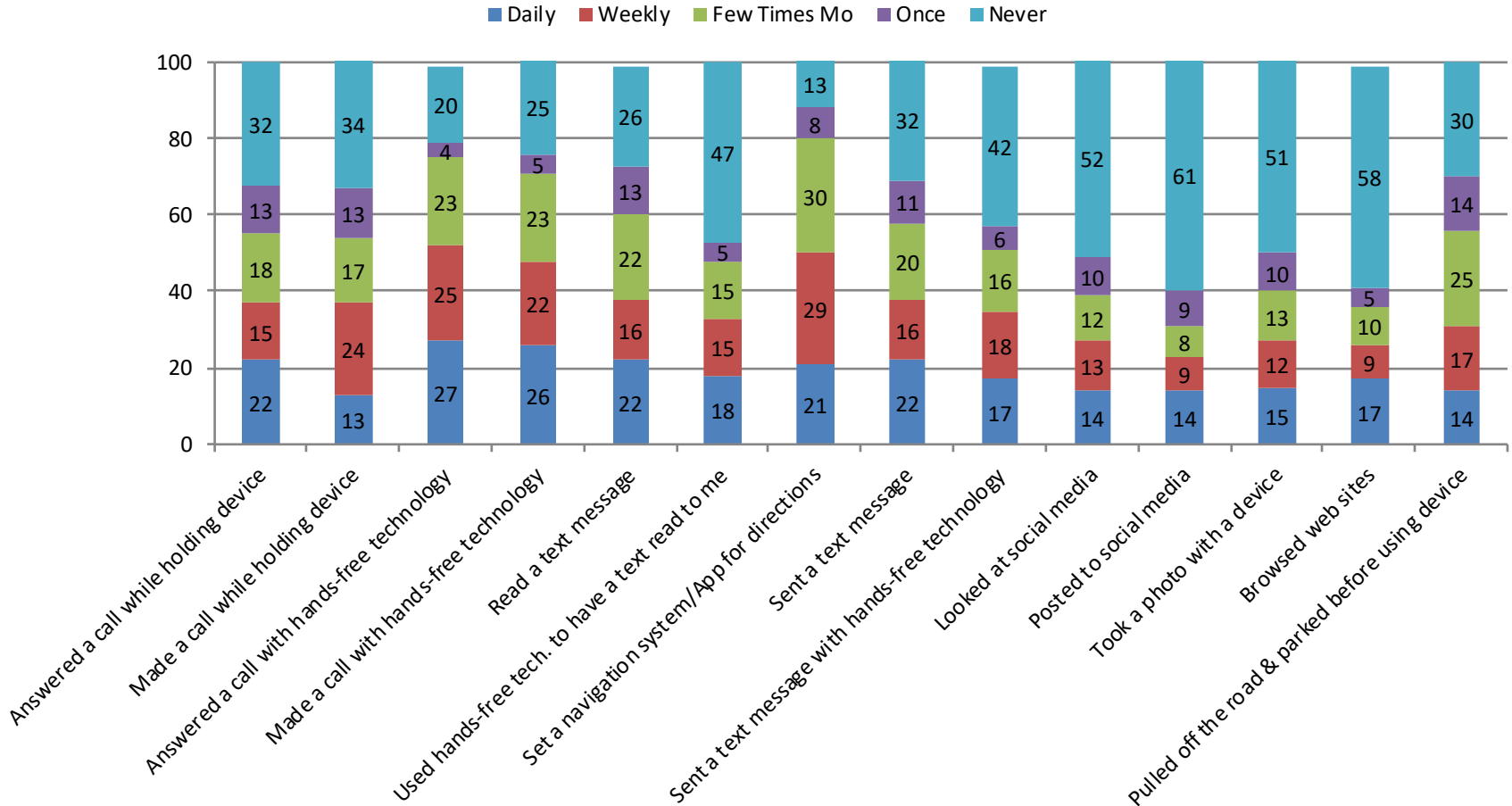
NON-USERS: What is the number one reason you choose NOT to use your cell phone or other devices while driving? (2 of 2 charts)



ALL DRIVERS: While driving in the last 30 days, how often have you done the following?

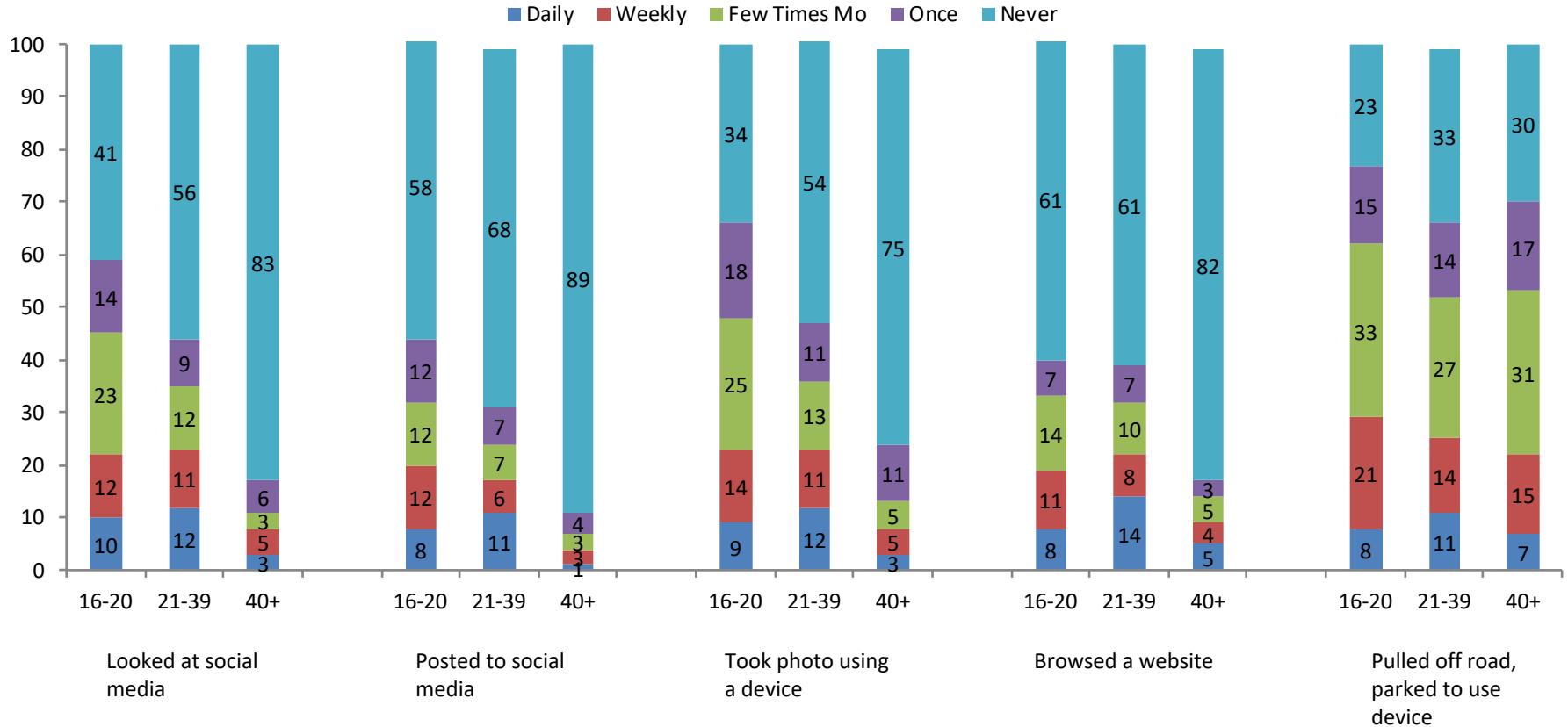


PARENTS W/KIDS AT HOME: While driving in the last 30 days, how often have you done the following?



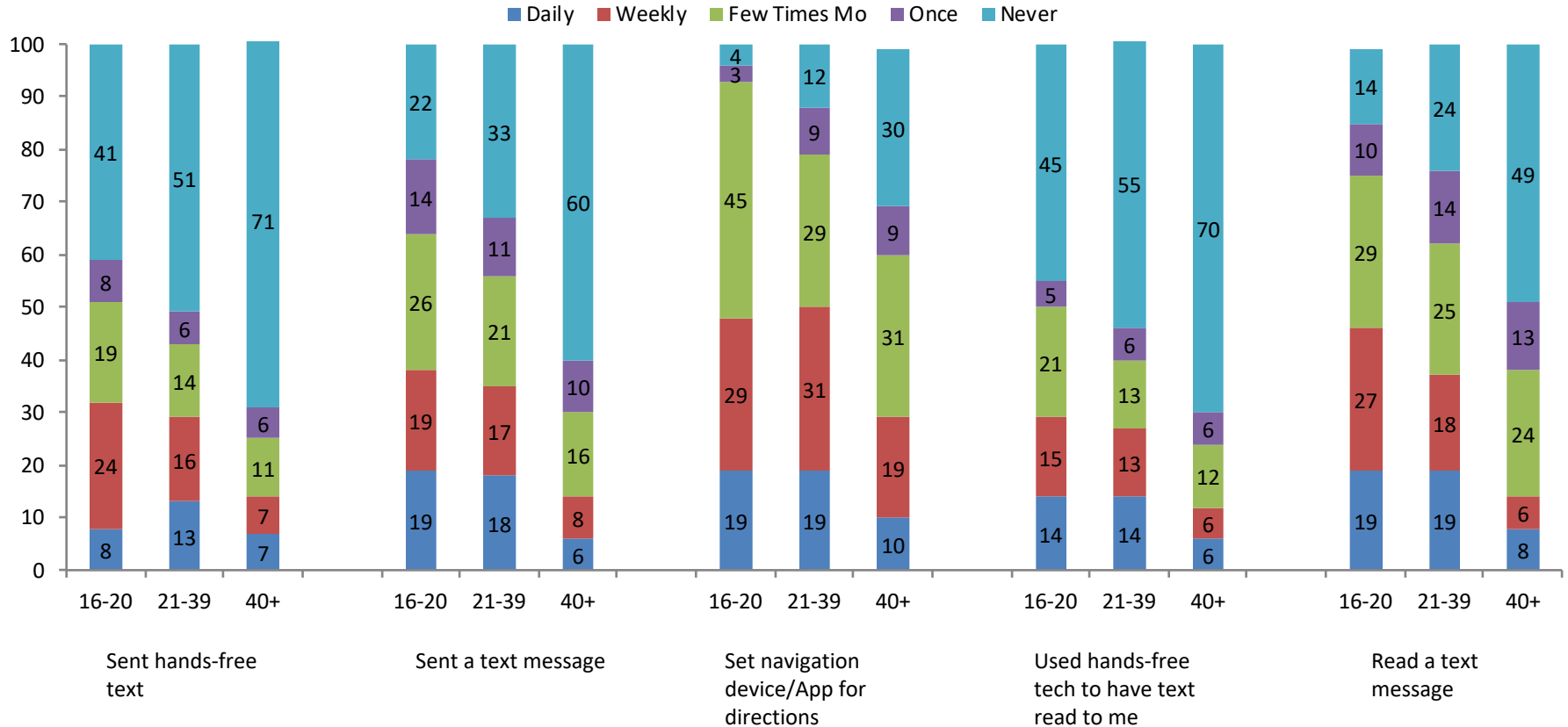
COMPARISON BY AGE GROUPS: 1 of 3

While driving in the last 30 days, how often have you done the following?



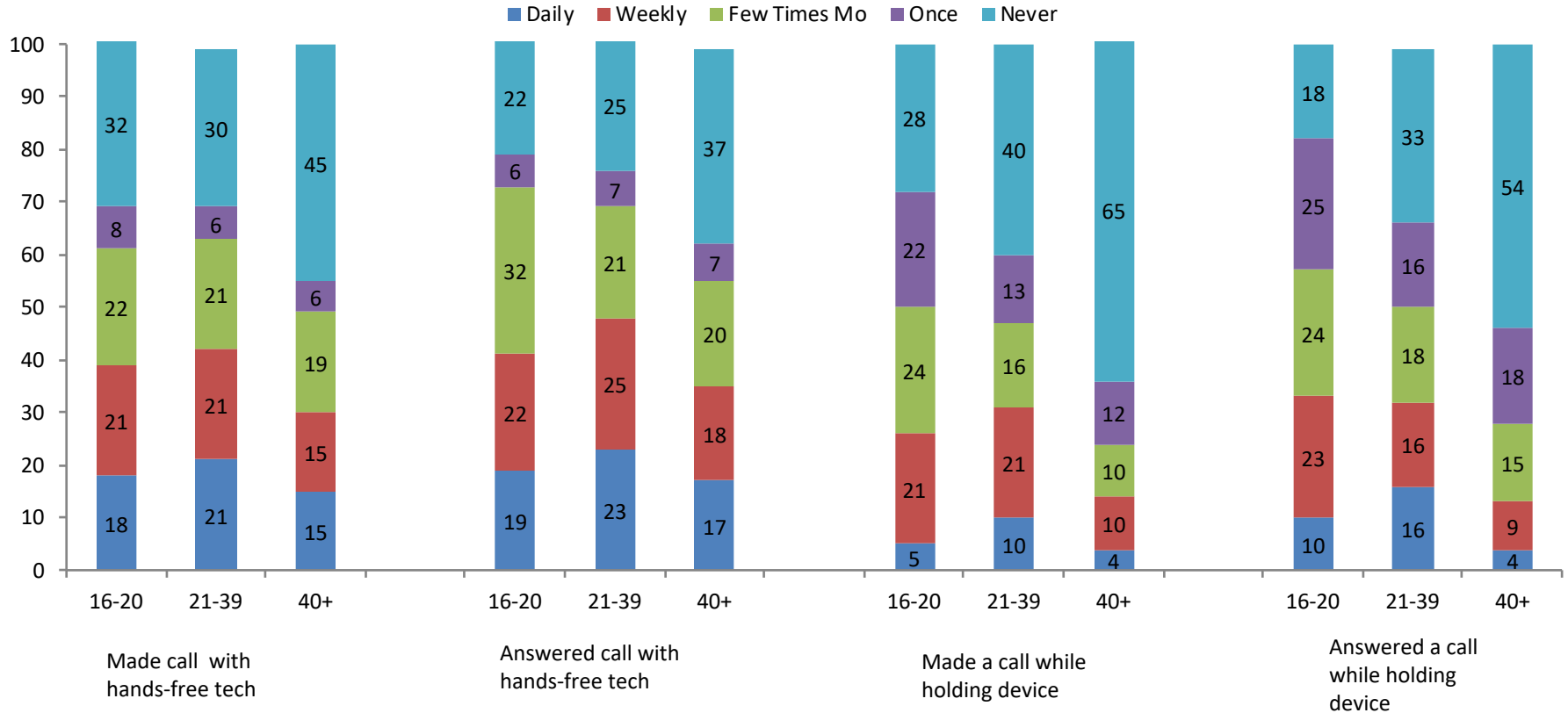
COMPARISON BY AGE GROUPS: 2 of 3

While driving in the last 30 days, how often have you done the following?

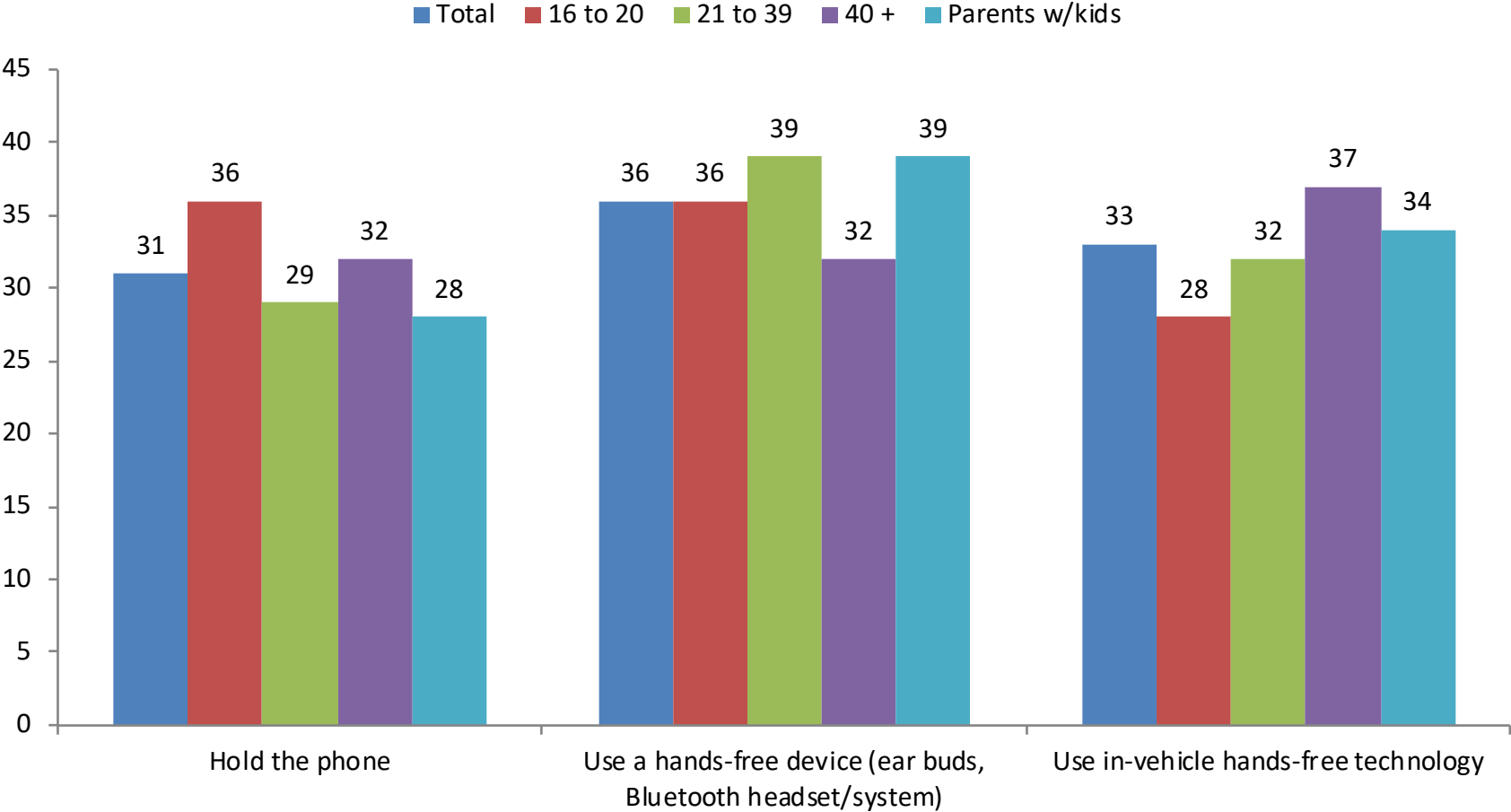


COMPARISON BY AGE GROUPS: 3 of 3

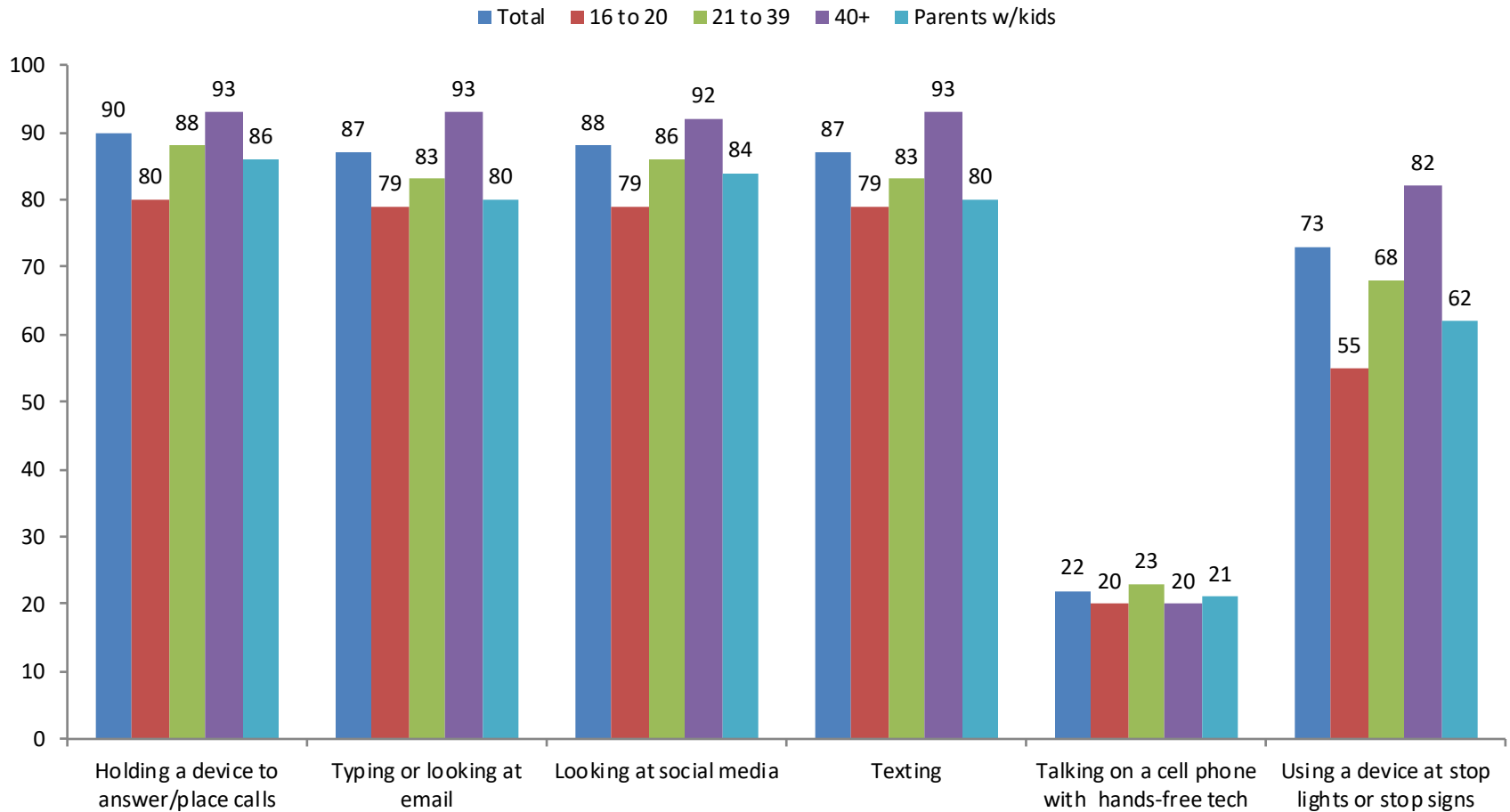
While driving in the last 30 days, how often have you done the following?



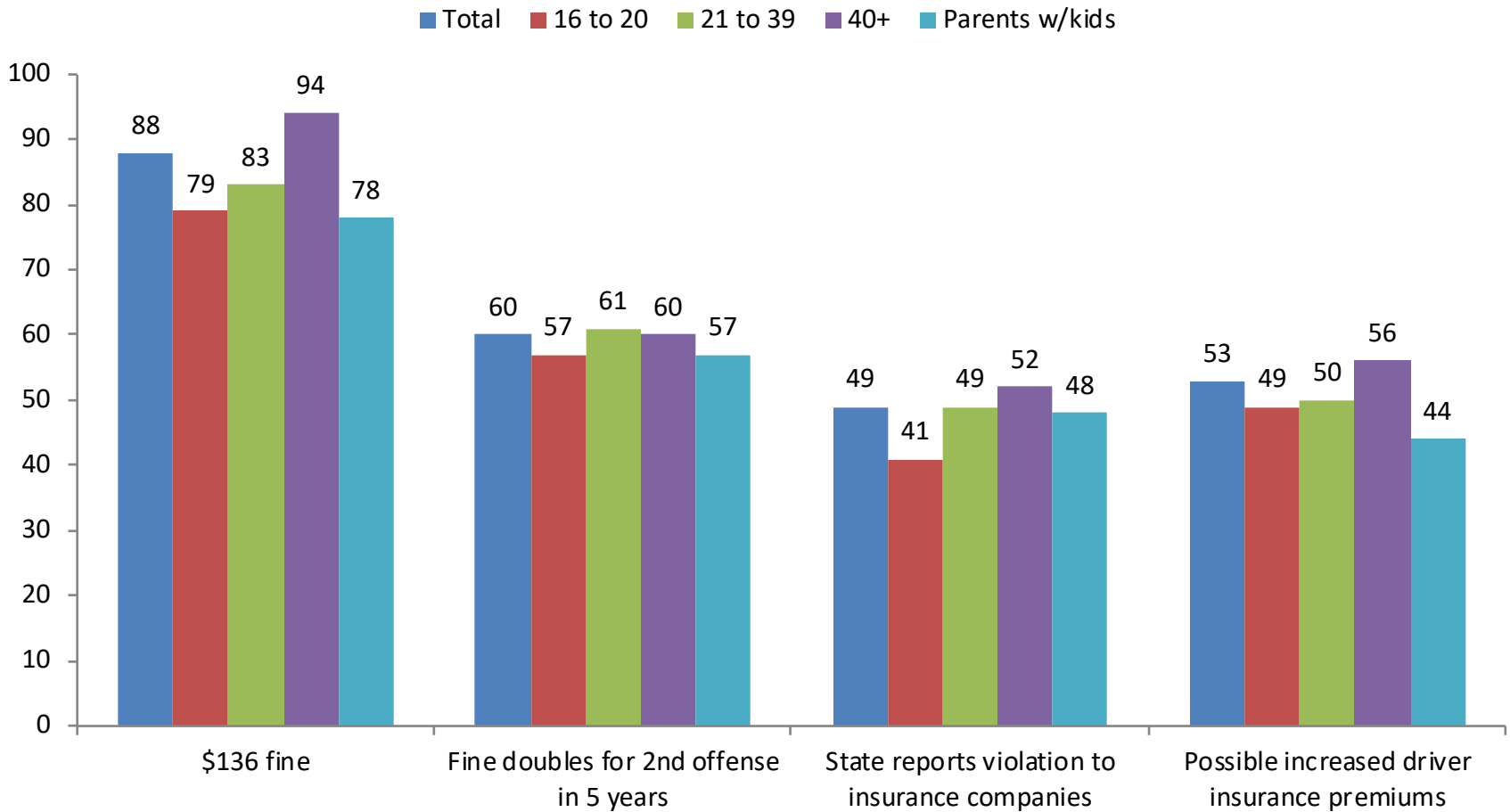
If you talk on a cell phone or other device while driving, which do you do most often?



Washington State has a law regarding Distracted Driving. Which of the following behaviors does it prohibit while driving?



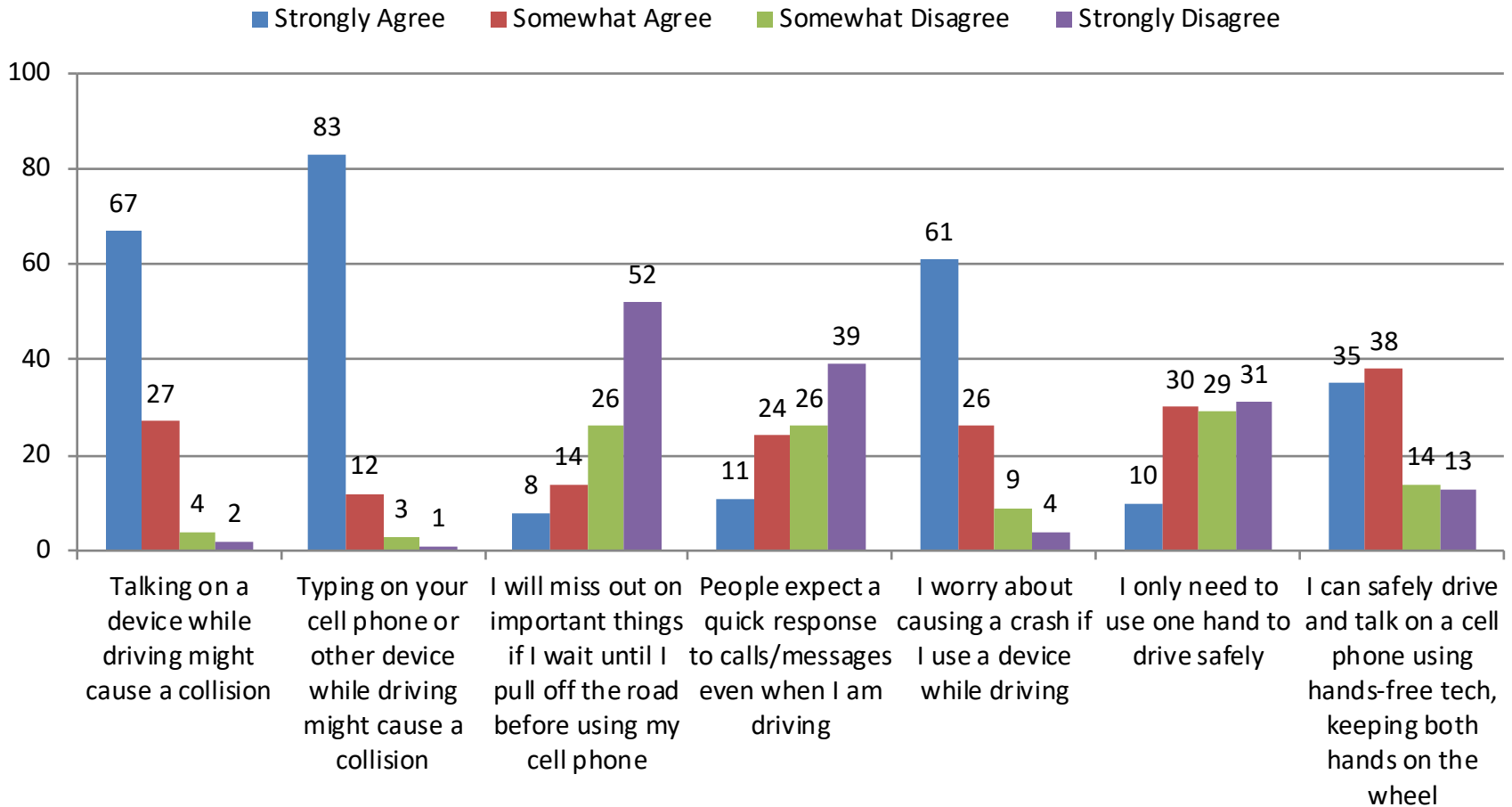
What are the penalties for breaking the Washington Distracted Driving Law?



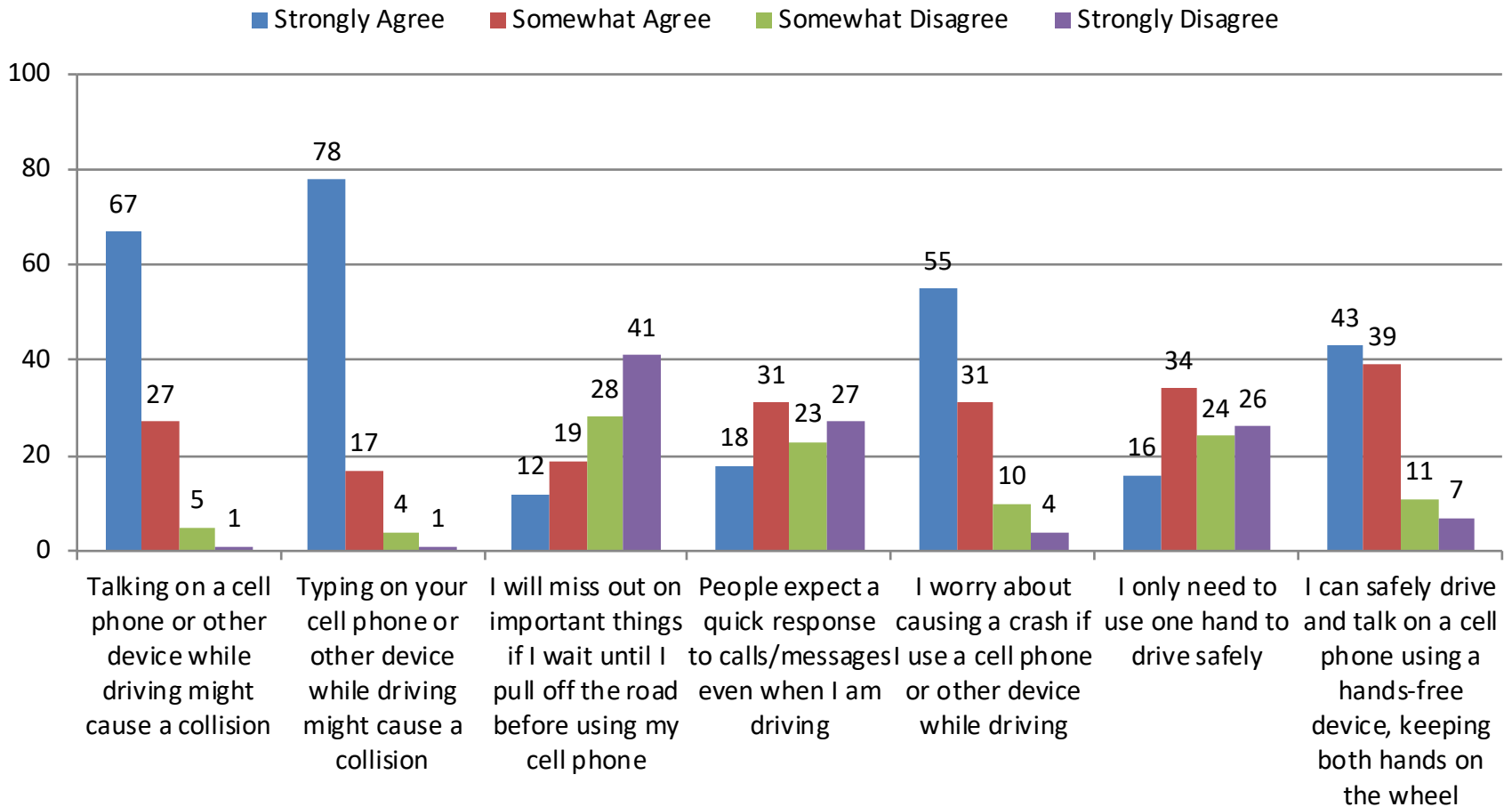
How does this law influence, if at all, the way you are driving today?

	TOTAL	16 to 20 yrs	21 to 39 yrs	40 + yrs	Parent w/kids
No change; I am driving as before	38	34	31	46	26
I am using a cell phone or other devices less while driving	31	33	39	21	42
I have switched to using hands-free technology while driving	29	30	32	25	34
I have started setting GPS/navigation systems before driving	27	23	32	22	33
I have started loading podcasts, audio books and/or music playlists before driving	12	21	16	5	15
I have started using an app/program that sends out automatic "Do Not Disturb" messages	8	17	9	5	11
I have stopped using a cell phone or other device while driving	16	15	14	18	14
Other (please specify)	1	1	1	2	1

ALL DRIVERS: How much do you agree or disagree with the following statements?

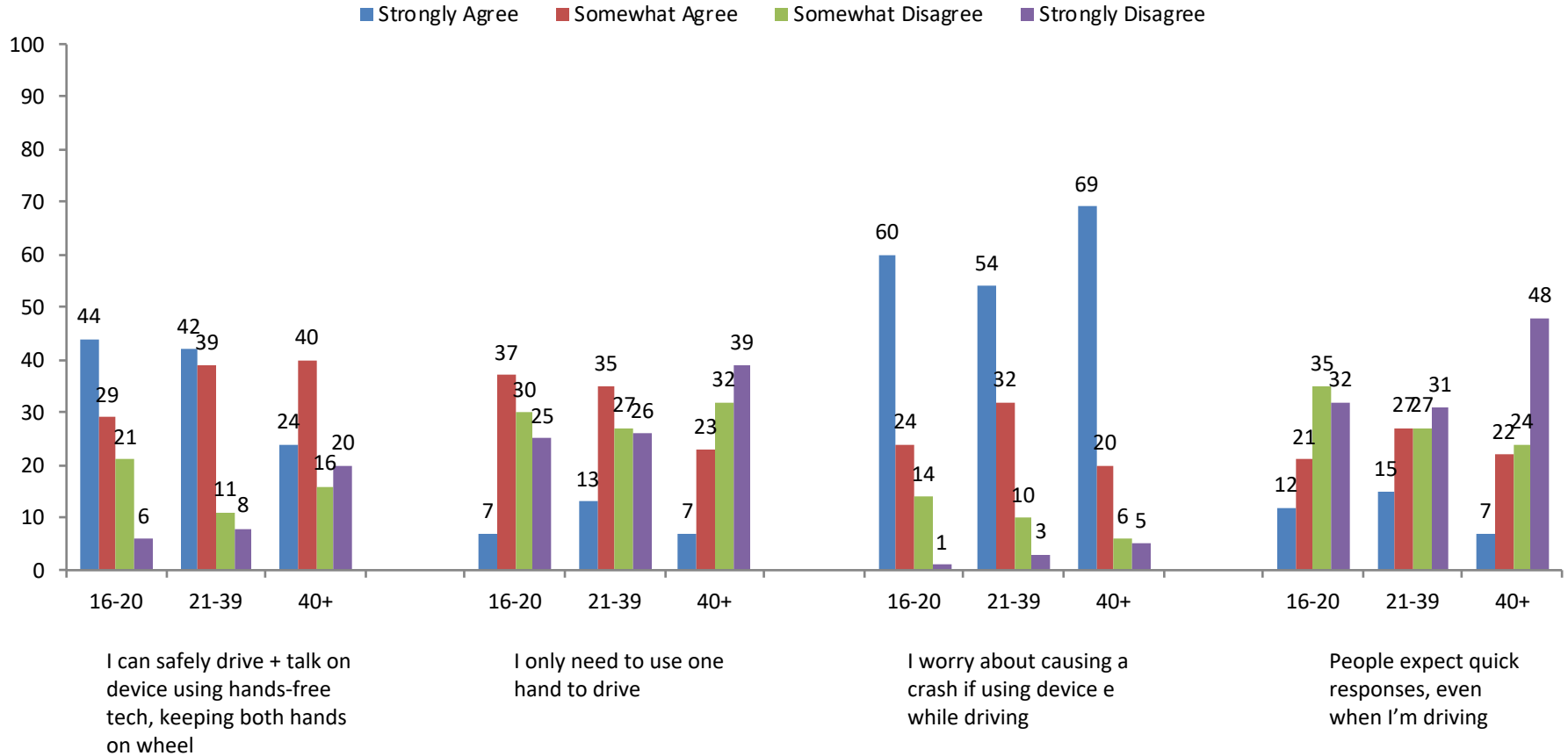


PARENTS WITH KIDS: How much do you agree or disagree with the following statements?



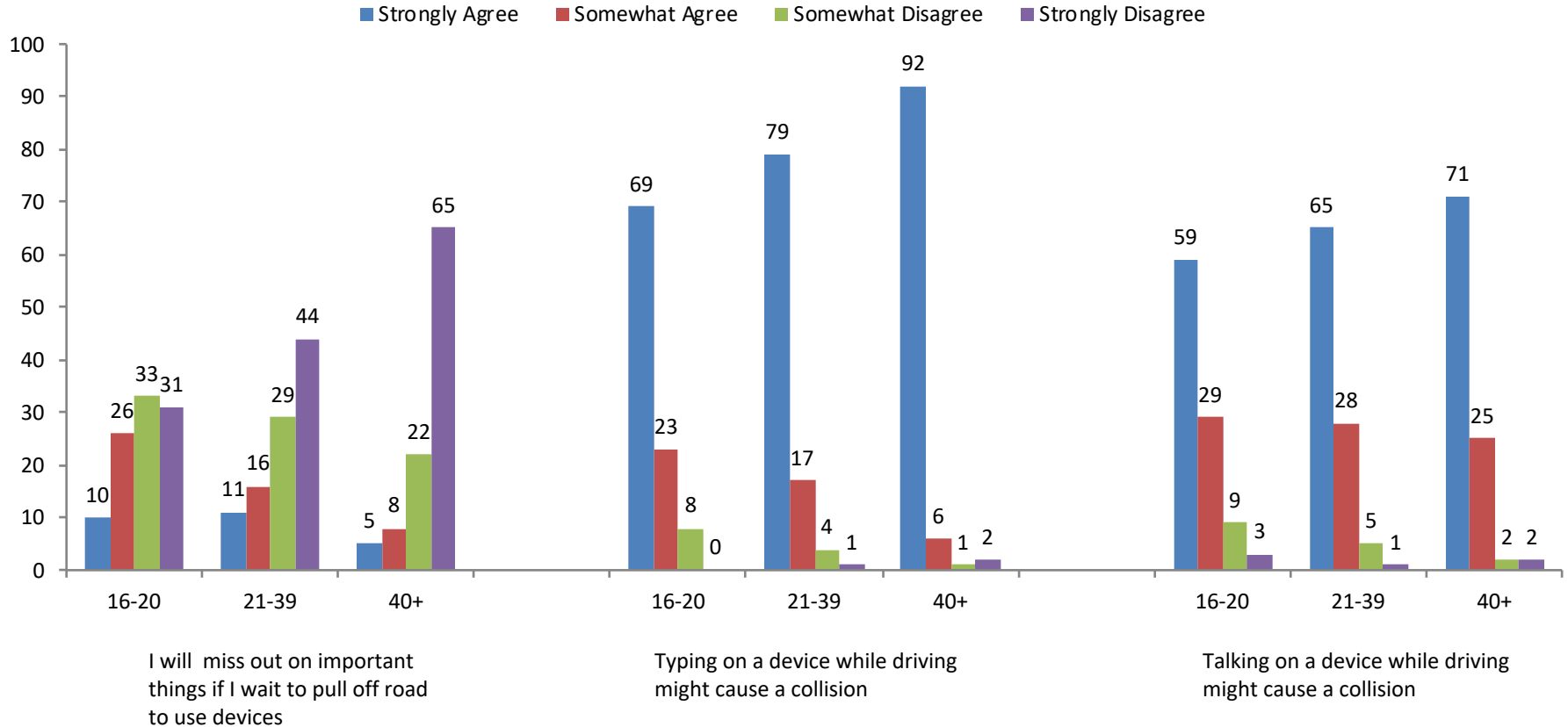
COMPARISON BY AGE GROUPS: 1 of 2

How much do you agree or disagree with the following statements?

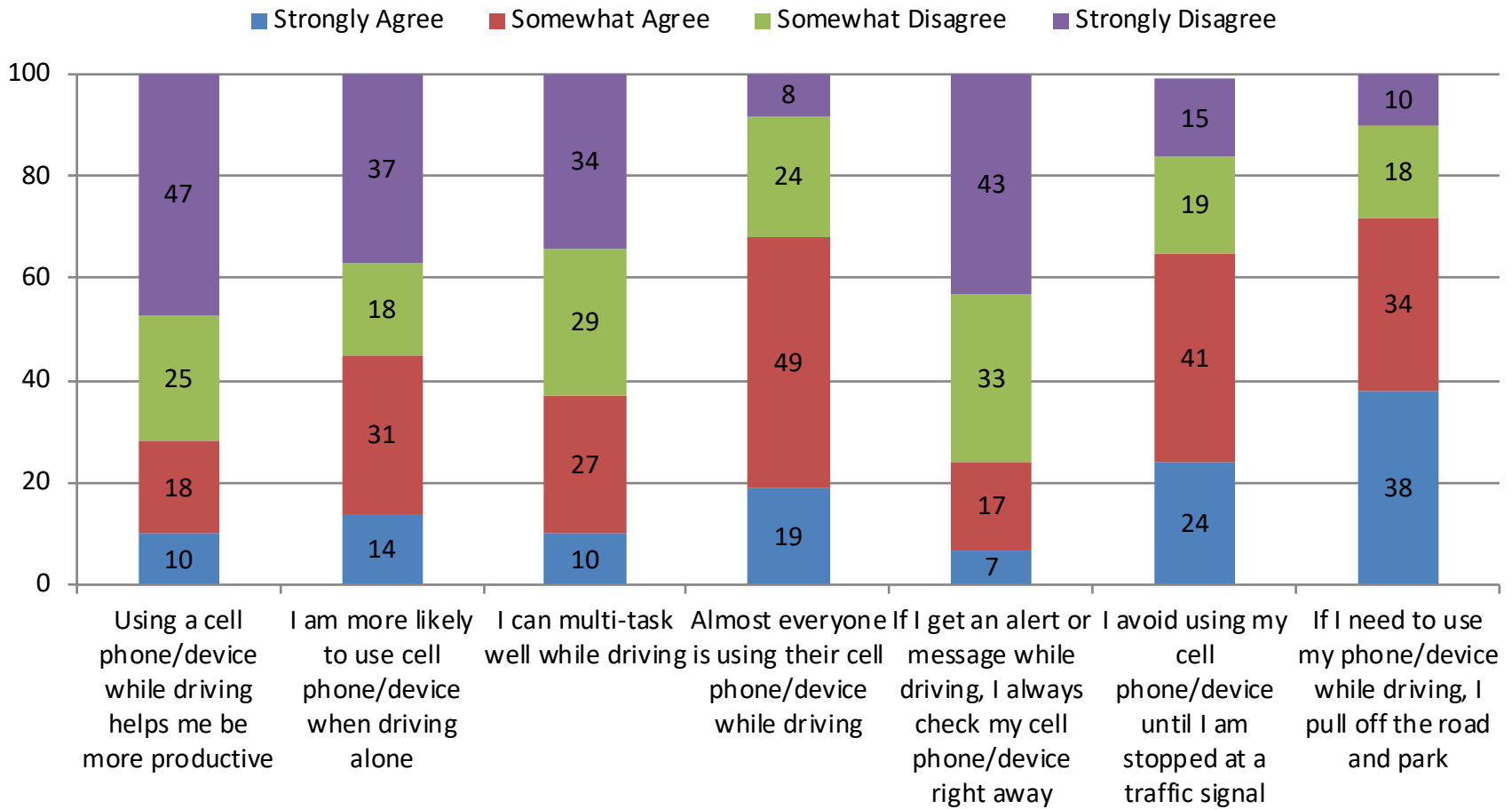


COMPARISON BY AGE GROUPS: 2 of 2

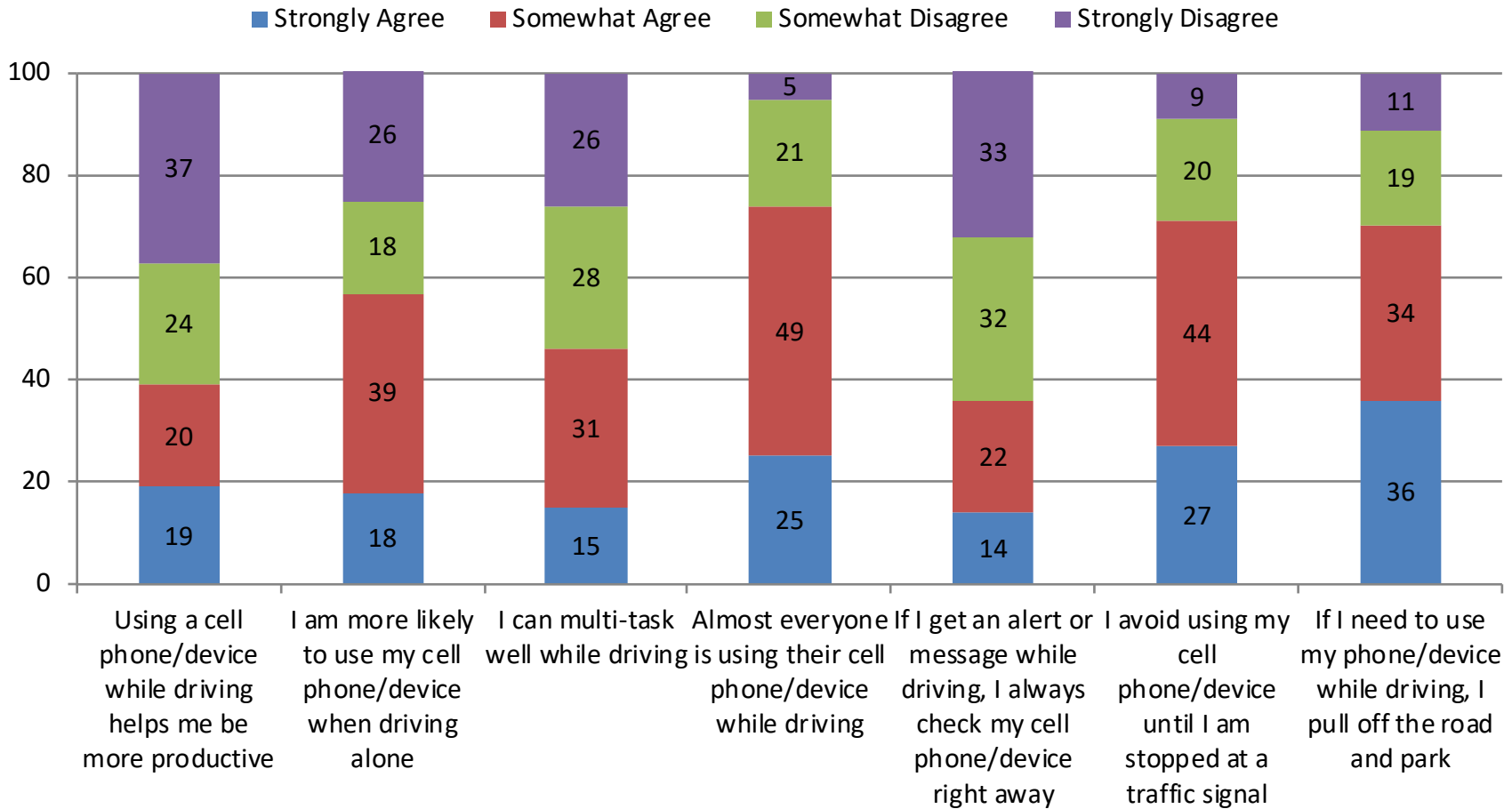
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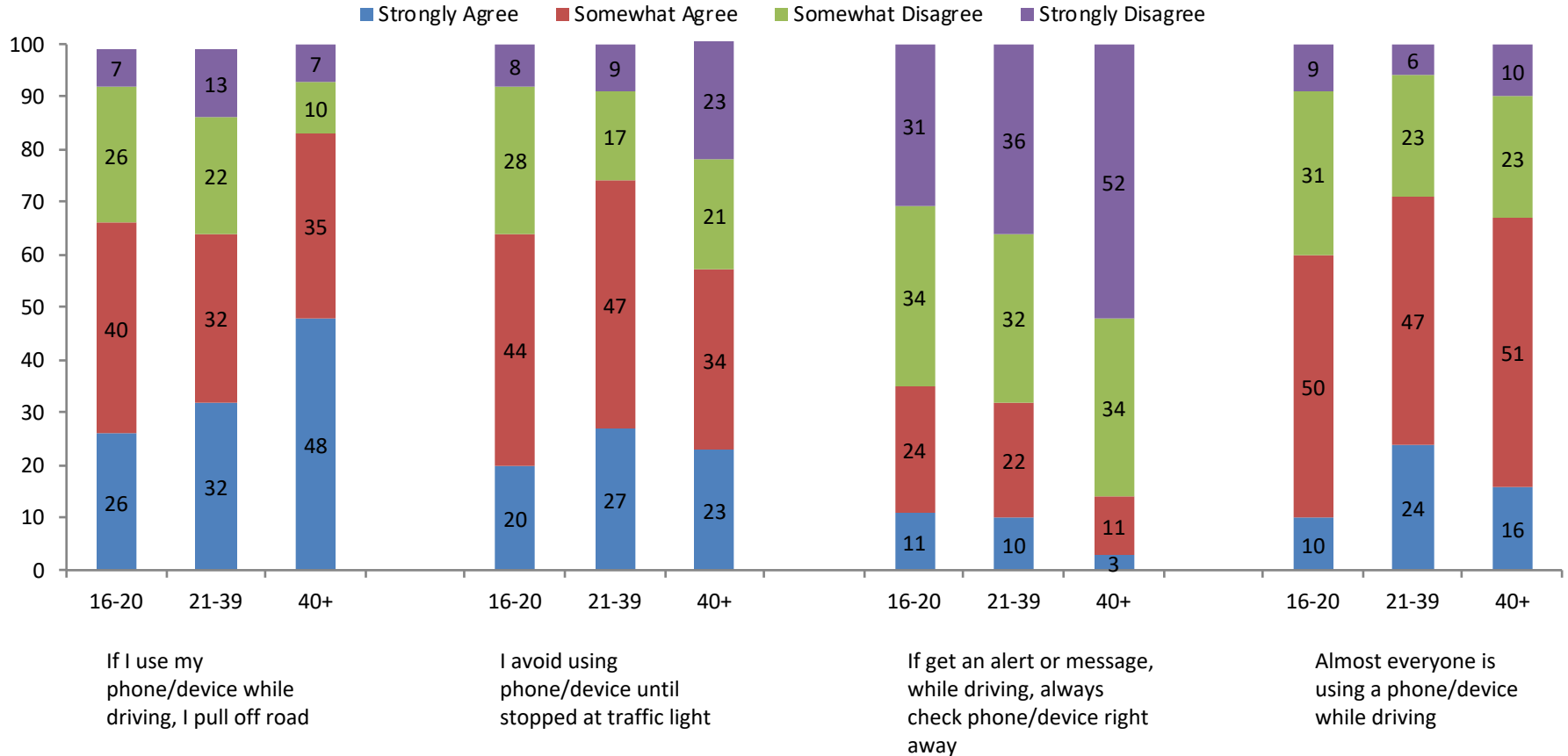


PARENTS W/KIDS: How much do you agree or disagree with the following statements?



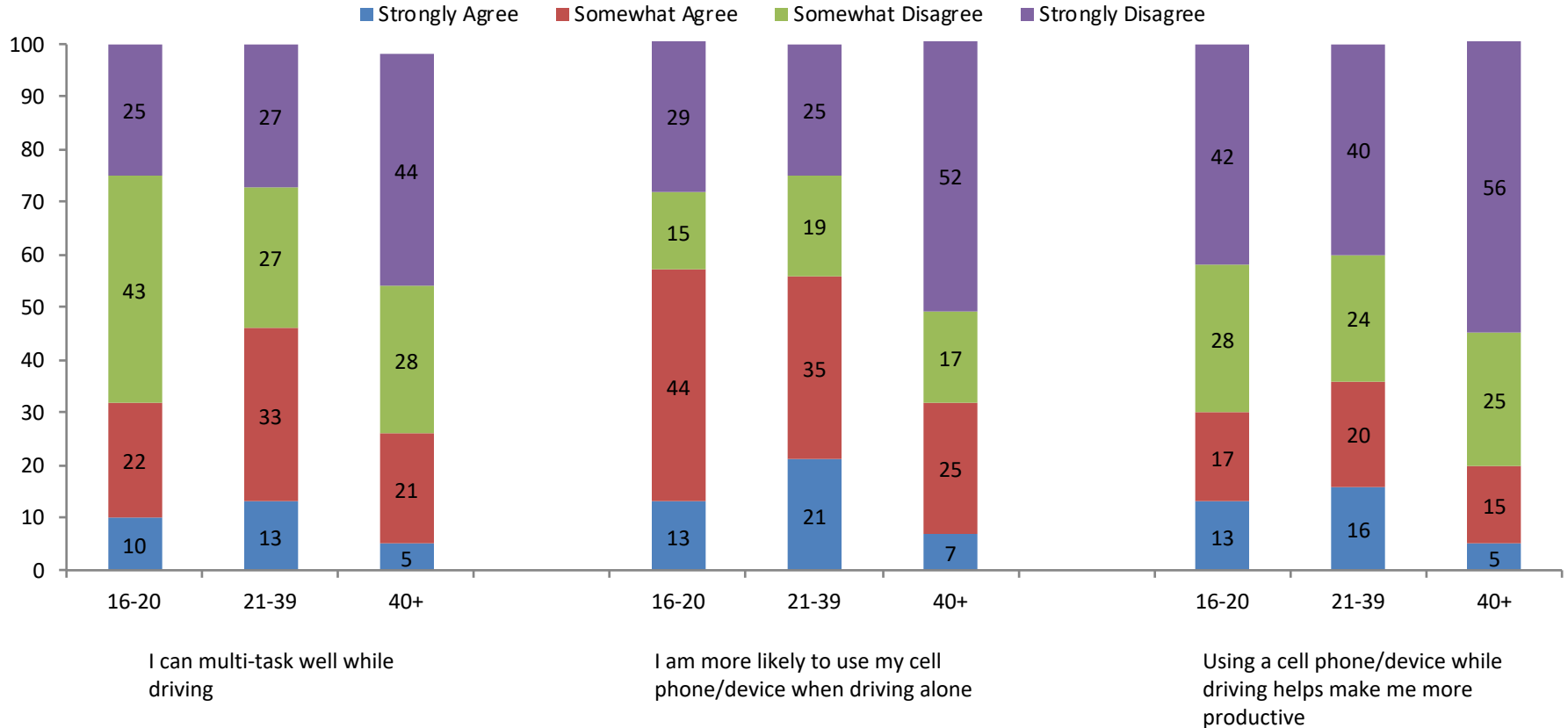
COMPARISON BY AGE GROUPS: 1 of 2

How much do you agree or disagree with the following statements?

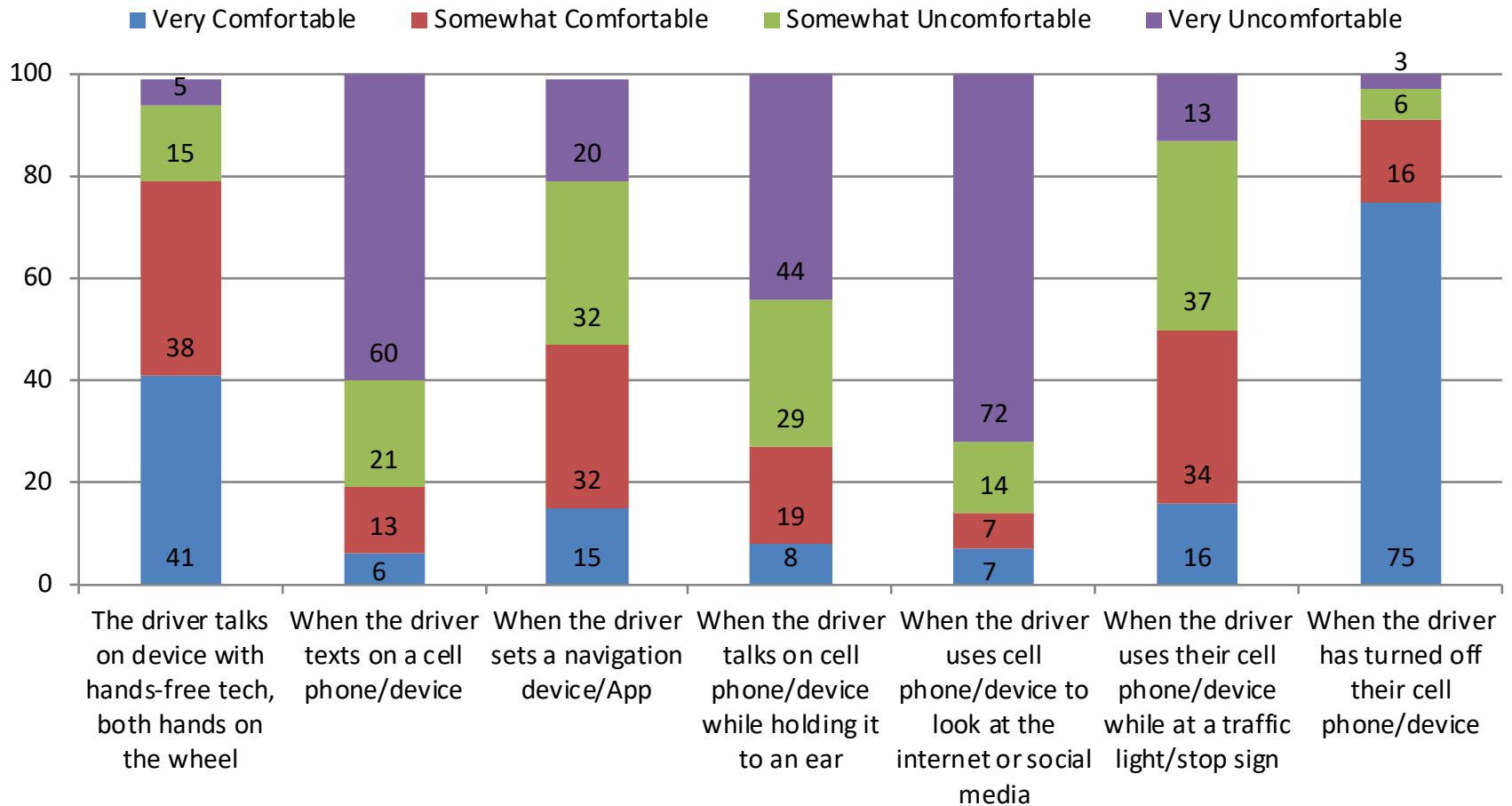


COMPARISON BY AGE GROUPS: 2 of 2

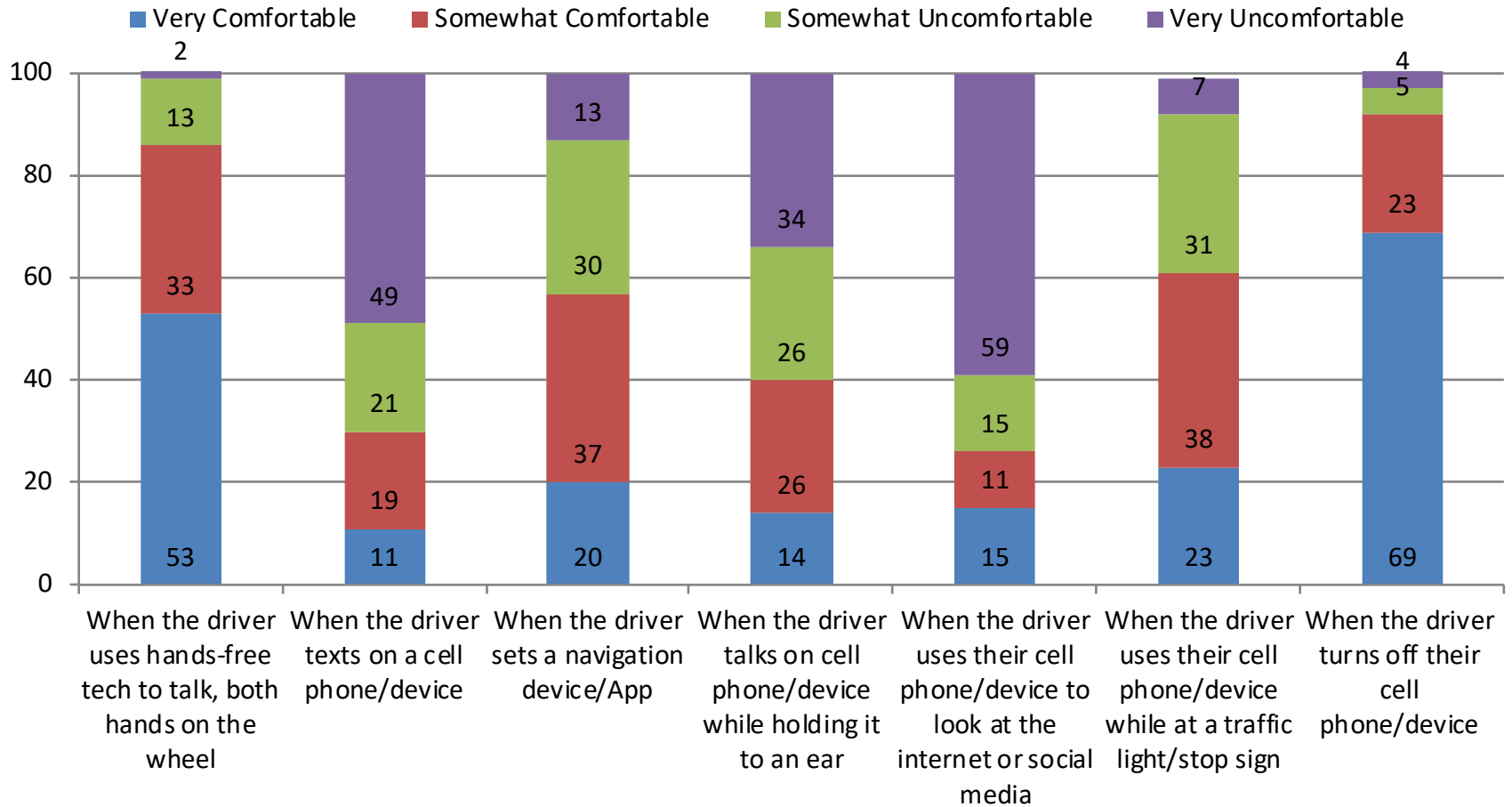
How much do you agree or disagree with the following statements?



ALL DRIVERS: As a passenger, how comfortable are you in each of these situations?

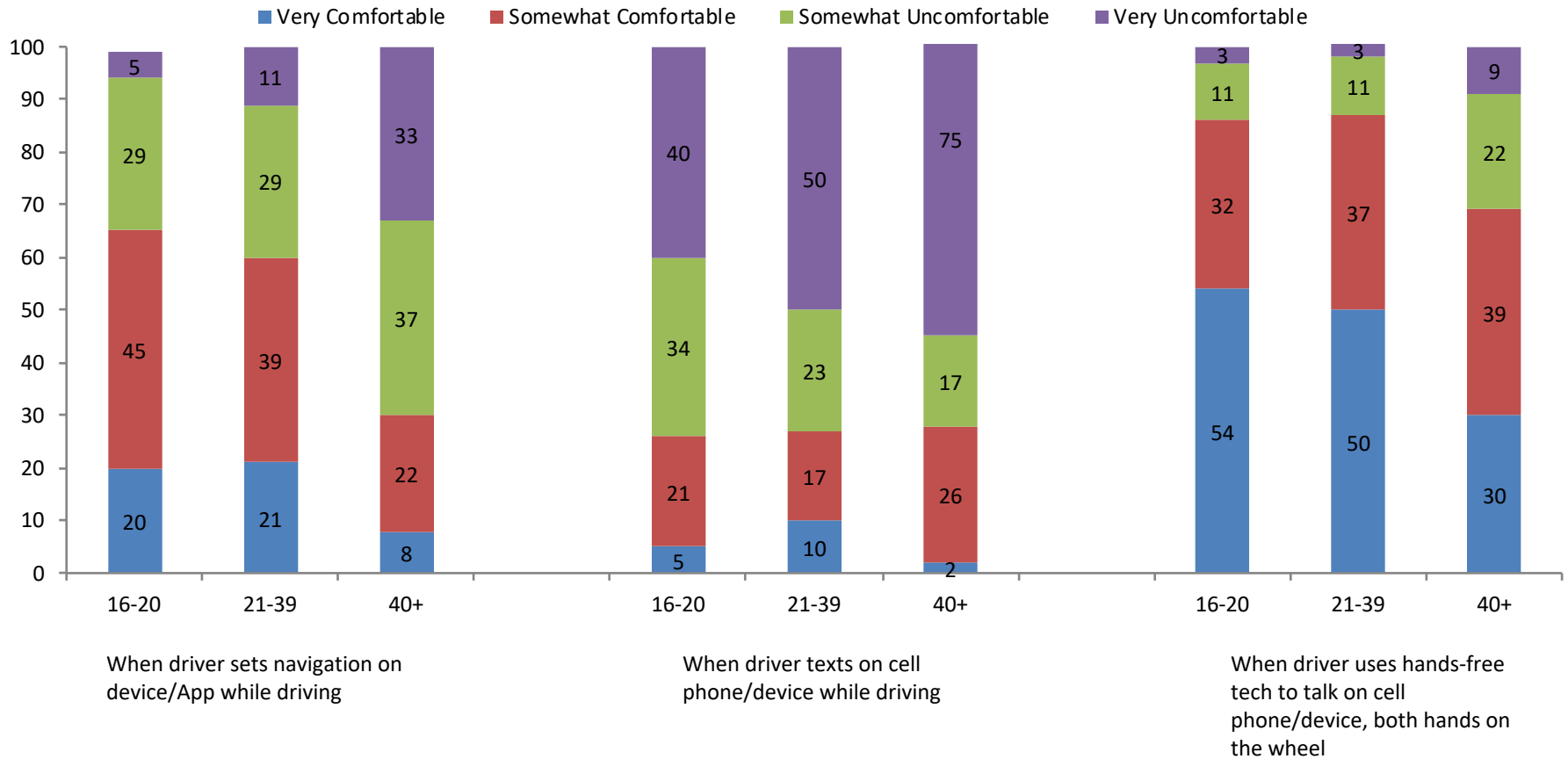


PARENTS W/KIDS: As a passenger, how comfortable are you in each of these situations?



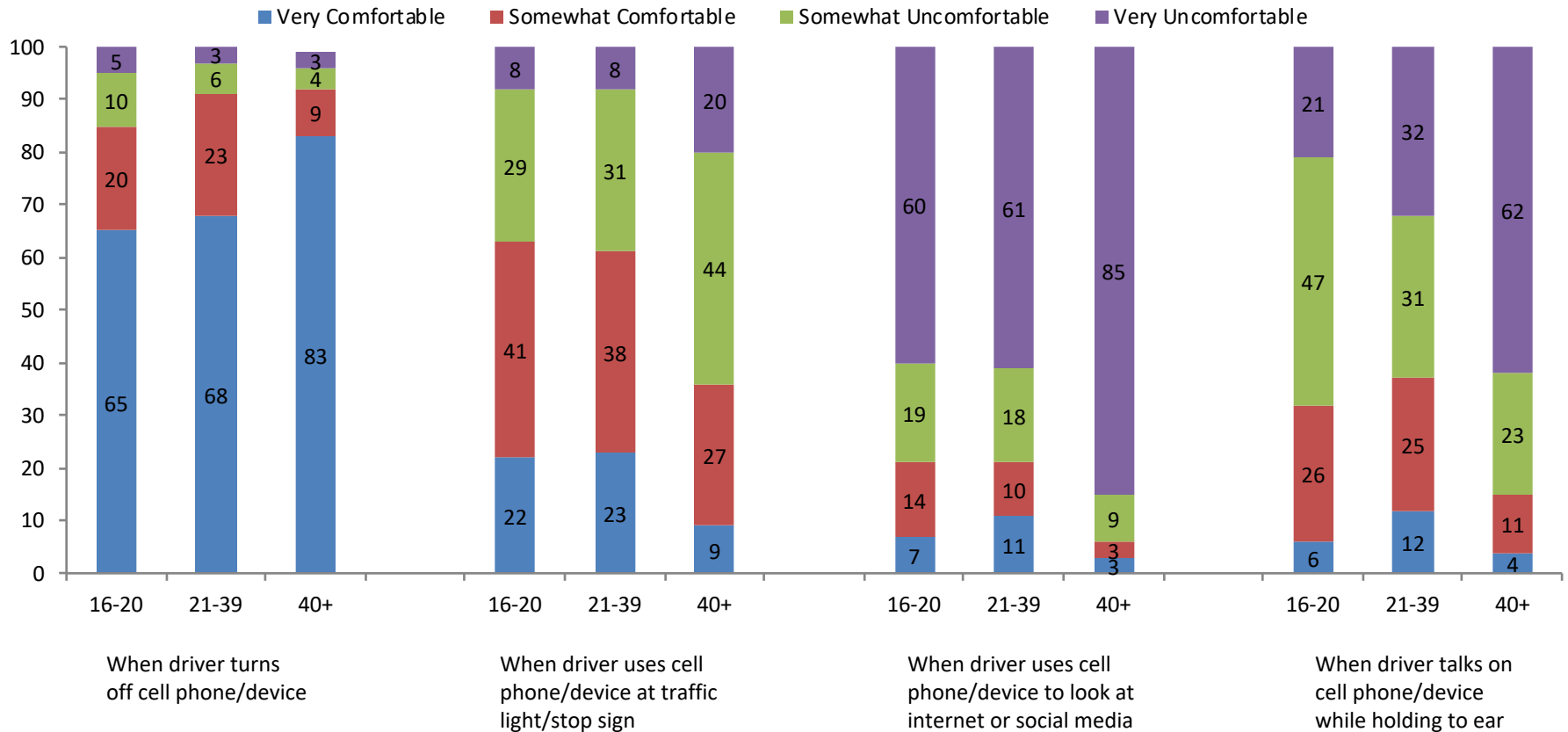
COMPARISON BY AGE GROUPS: 2 of 2

As a passenger, how comfortable are you in each of these situations? ?

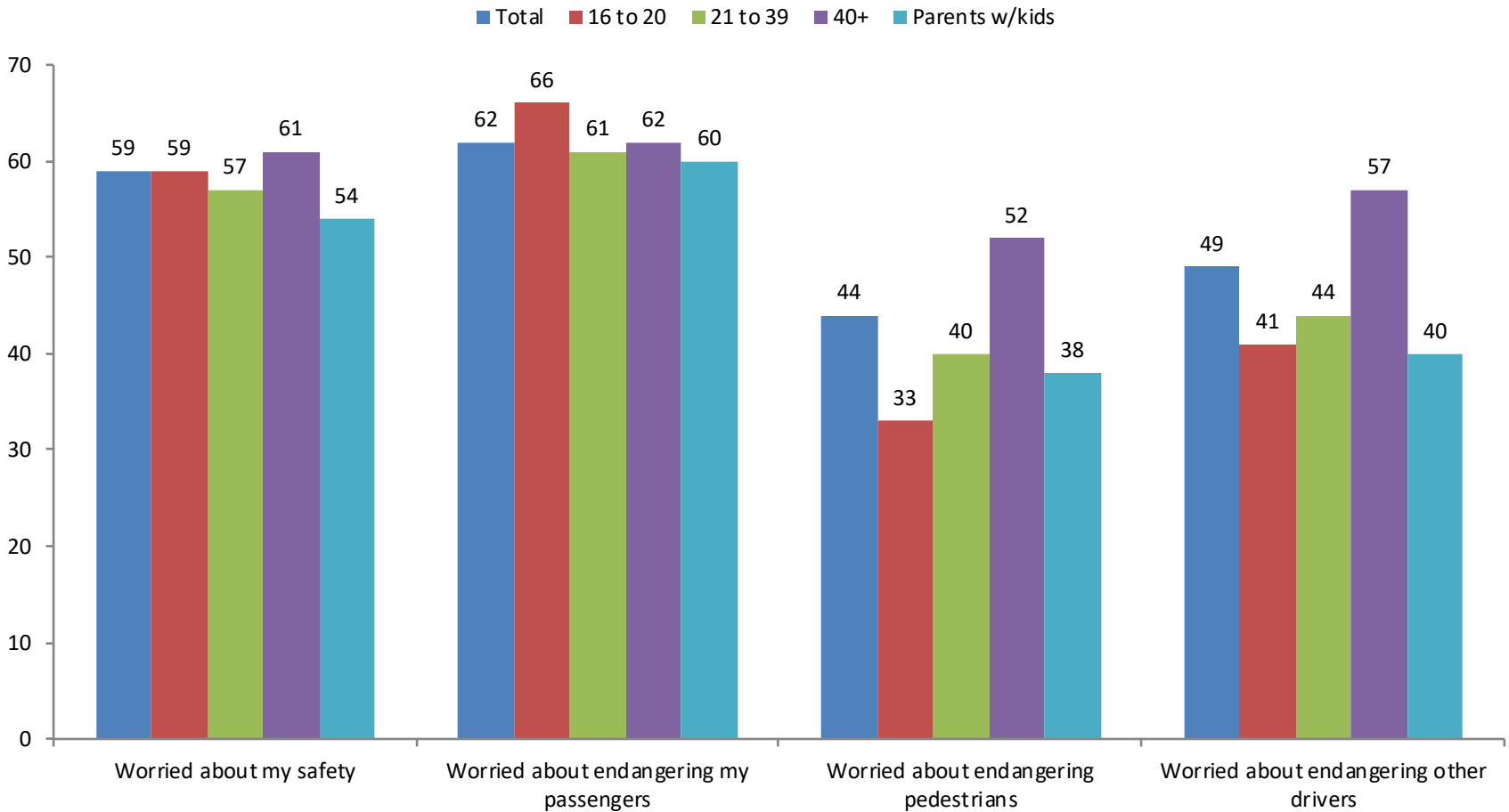


COMPARISON BY AGE GROUPS: 1 of 2

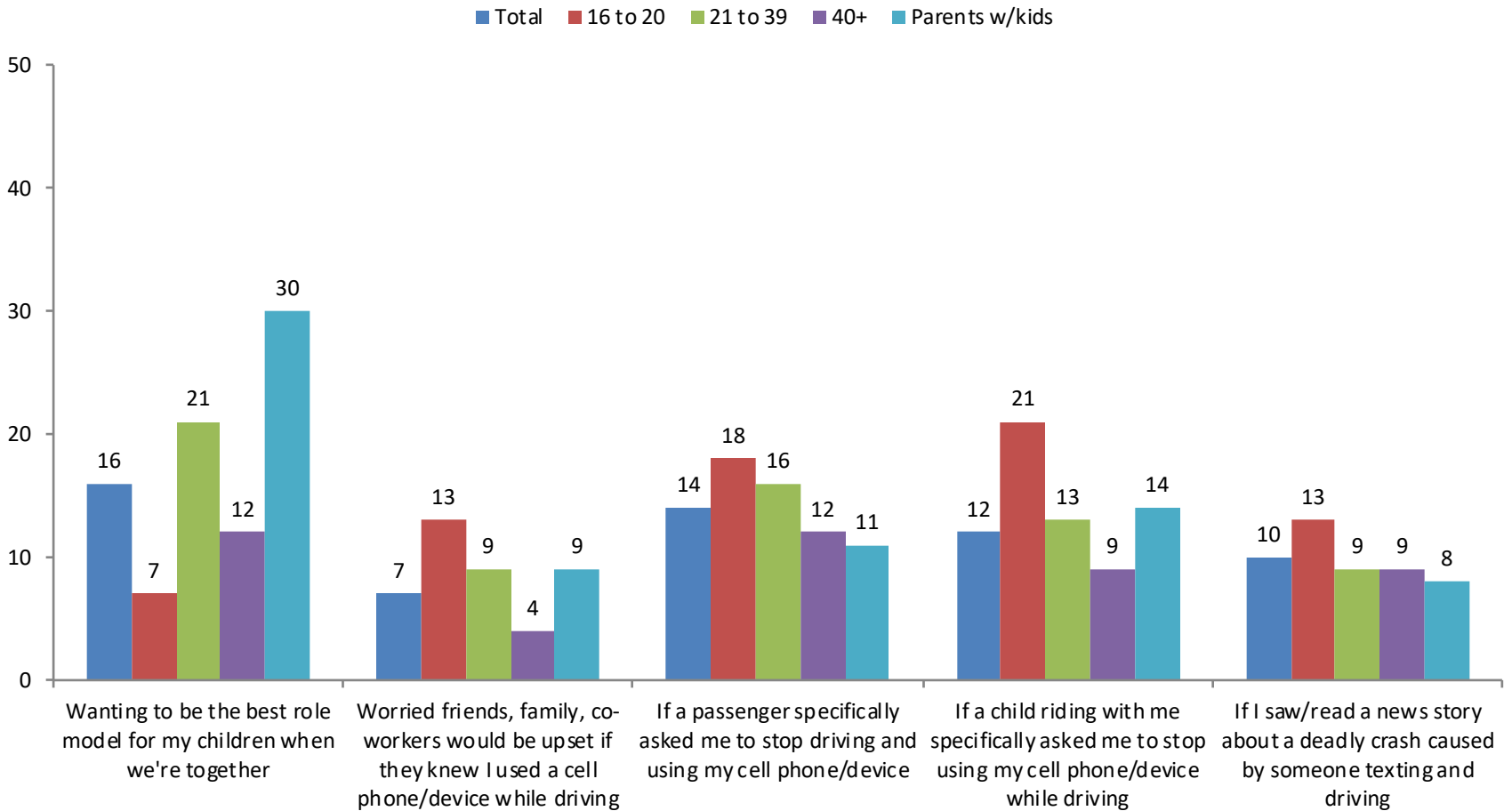
As a passenger, how comfortable are you in each of these situations? ?



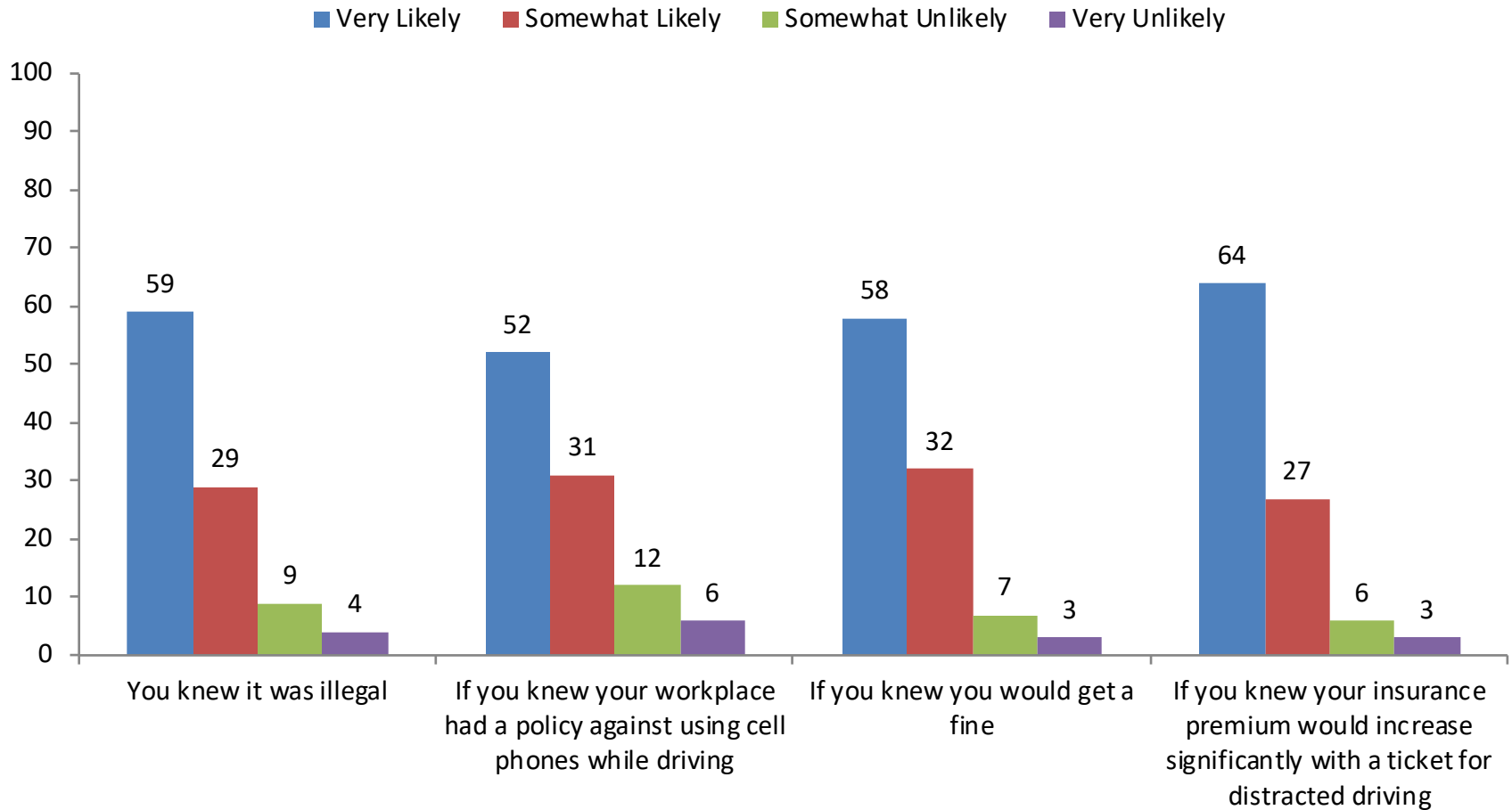
Which of these things would motivate you to stop using your cell phone or other devices while driving (select up to 3)? (1 of 2)



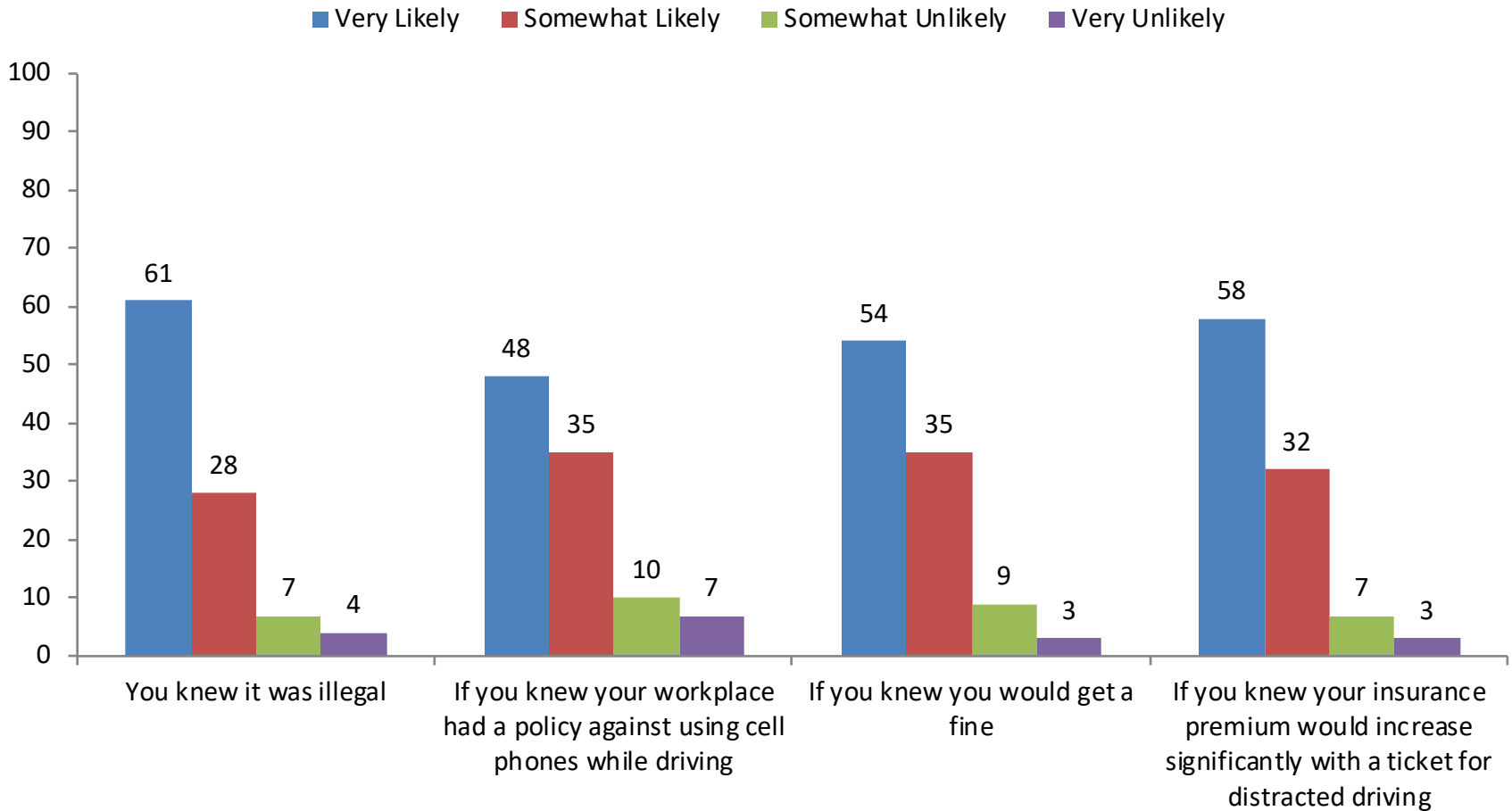
Which of these things would motivate you to stop using your cell phone or other devices while driving (select up to 3)? (2 of 2)



ALL DRIVERS: How likely, if at all, would you be to stop using your cell phone or other device while driving in each of these situations?



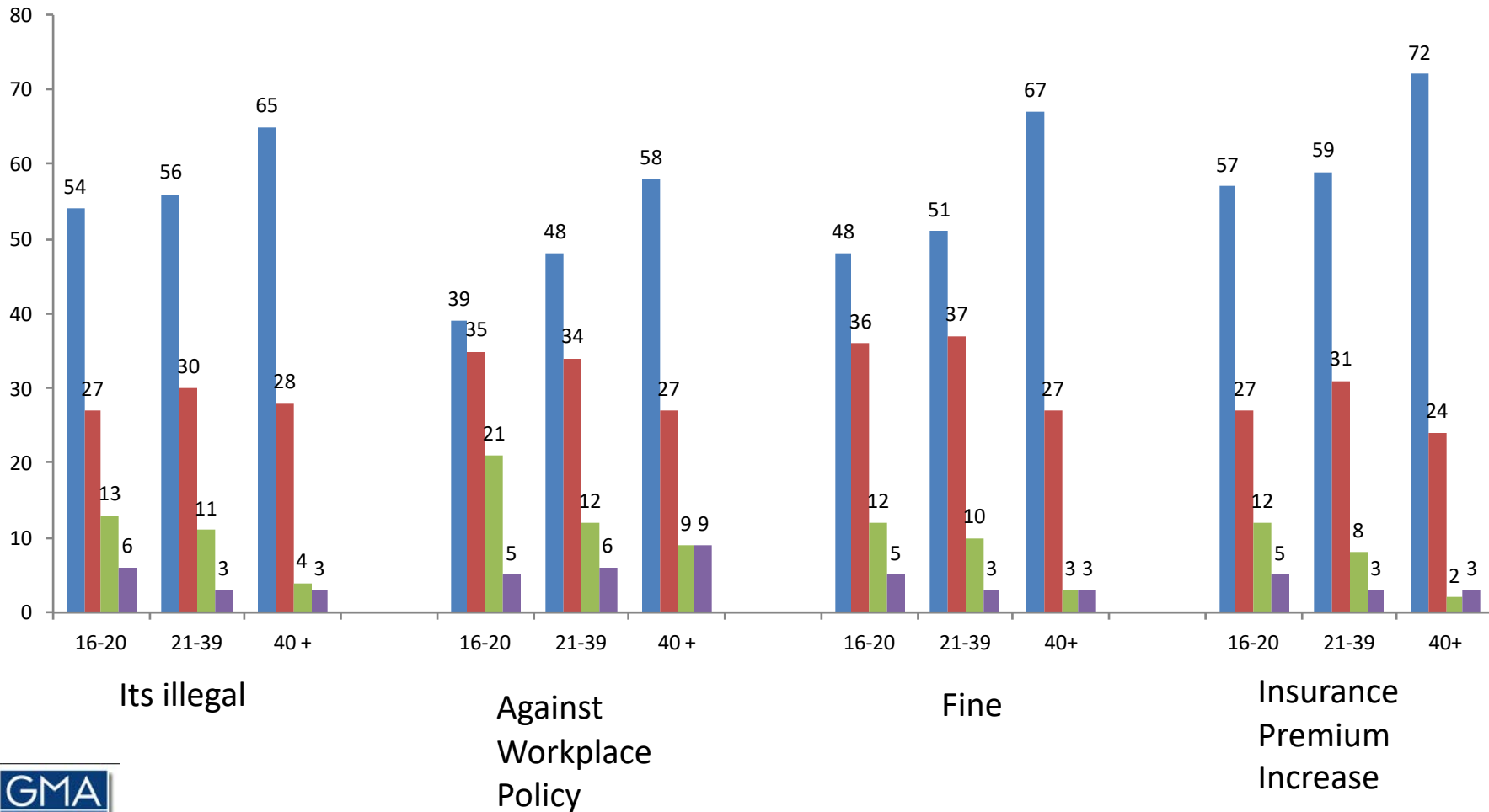
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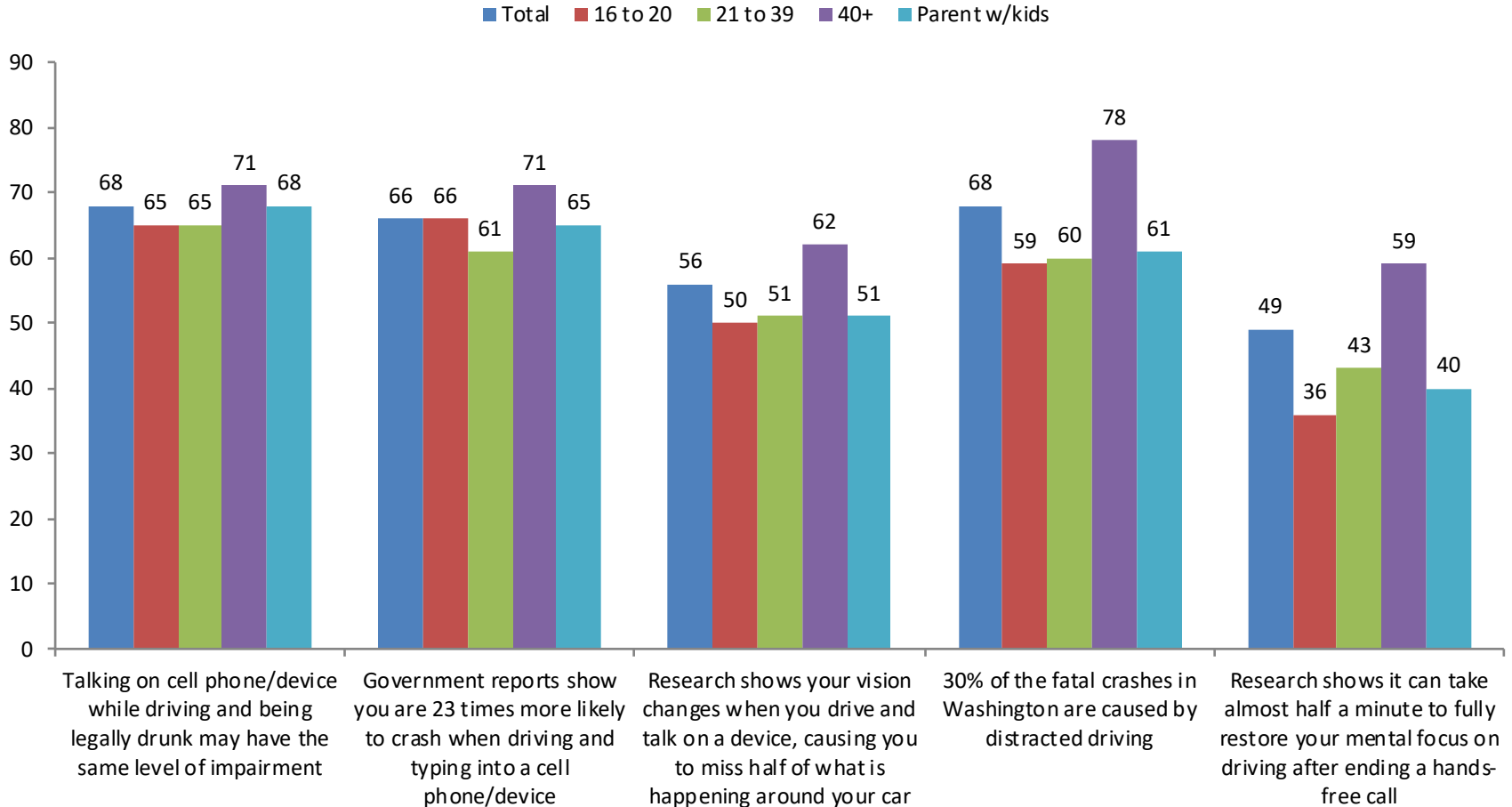
AGE GROUPS COMPARISON

How likely, if at all, would you be to stop using your cell phone or other device while driving in each of these situations?

Very Likely Somewhat Likely Somewhat Unlikely Very Unlikely



Which of the following facts would make you reconsider using your cell phone while driving? (Select all that apply)



Which of the following would be most likely to influence you against using a cell phone or other device when driving? (Please select 2)

