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# Young Drivers Survey Results

April 2012

# Teens Drive Smart Survey

- Road Map:
- Research Purpose & Methodology
- Summary
- Detailed Findings
- How Dangerous Is....?
- How Distracting Is....?
- How Often Do You Engage In....?
- Bottom Line

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# Teens Drive Smart Survey

- Research Purpose:
- Bridgestone Americas, Inc., working through DVL, wished to develop and execute a survey to help them better understand the driving habits and behaviors of young drivers (ages 15 to 21). Of particular importance here is the issue of distracted driving, understanding how these young drivers view the issue and how frequently they engage in distracted driving.



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# Teens Drive Smart Survey

- Research Methodology:
- Two approaches were considered – a phone survey or an online survey. While phone surveys are a long-accepted research methodology, 18- to 21-year-olds are the most likely segment to not have a landline, and 16- to 17-year olds are notoriously difficult to reach (plus we must gain parental approval to speak with them). This younger age group is generally more inclined to prefer electronic communication. Most importantly, it seems ethically questionable – if not reckless – to conduct a survey about distracted driving over the phone, knowing that a certain percentage of these participants may, in fact, be driving distracted as they take the phone survey.

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# Teens Drive Smart Survey

- Research Methodology:
- Therefore, Prince Market Research recommended an online survey approach with a sample size of 2,000 respondents drawn from an online sample provided by a reputable online panel company.
- The survey was fielded during March 12 – 19, 2012, garnering 2,012 completed responses, for an overall margin of error of  $\pm 2.2\%$ .

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# Teens Drive Smart Survey

- Research Sample:

GENDER	Number of Respondents
Males	867
Females	1,145

AGE	Number of Respondents
Under 16	180
16 to 17	632
18 to 19	460
20 to 21	740

REGION	Number of Respondents
West	424
Southwest	157
Midwest	556
Northeast	524
Southeast	351

**TOTAL = 2,012**

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# Young Drivers Survey Summary

April 2012

# Teens Drive Smart Survey

- Summary of Findings:
- Two-thirds of these respondents believe they are “very safe”; but only 51% say their parents would agree with that assessment.
- Teens believe they are safe because they pay attention and follow the rules, but they also attribute it to the fact that they have not had an accident or received a ticket.
- These respondents admit that they are inexperienced drivers and that they do not always obey the rules.
- New drivers (ages 16 to 17) are slightly more likely to consider themselves “very safe” drivers.
- Teens readily acknowledge that driving under the influence of alcohol or drugs is very dangerous. They view typing a text as less dangerous than driving under the influence of alcohol or drugs, but slightly more dangerous than driving under the influence of marijuana.
- Only one-third of the respondents believe that talking on the phone while driving is very dangerous.

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# Teens Drive Smart Survey

- Summary of Findings:
- Alcohol tops the list of distractors, followed closely by texting while driving (both typing and reading). Eating, drinking (non-alcoholic drinks), and playing music in the car are seen as much less distracting activities to these teens.
- For the most part, teens seem to be minimizing the time they spend engaging in activities they deem as most distracting, but they are by no means abstaining. About one-third of respondents admit to reading text messages at least occasionally while driving; and about one-fifth admit to typing text messages at least occasionally while driving.
- Many of these respondents are in denial about their distracted driving tendencies and do not believe they are truly at risk.

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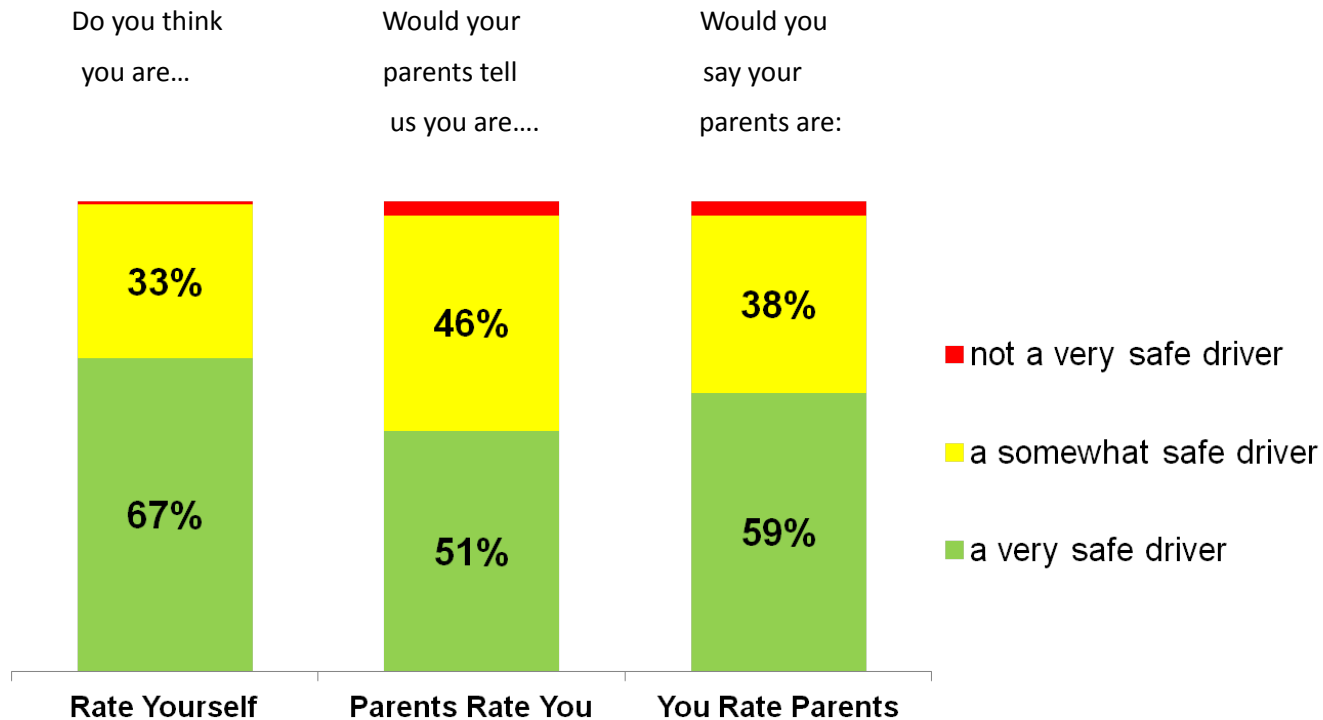
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# Young Drivers Survey Detailed Findings

April 2012

# Teens Drive Smart Survey

- Teens drivers perceive themselves to be much safer than their parents would likely rate them.



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# Teens Drive Smart Survey

- Why do you think you're a very safe driver?
- *I drive extremely close to the speed limit, if not under. I am constantly checking my mirrors and am always aware of other drivers.*
- *I don't take a lot of risks. I look both ways before turning left. When I turn left, I turn into the nearest lane. I leave a safe distance between me and the car in front of me, i.e. I don't tailgate. I don't weave in and out of lanes on the interstate nor do I travel at 80 mph or higher on the interstate.*
- *I'm very cautious on the road and I don't have any points on my license.*
- *Never got a ticket or in an accident.*
- *I don't get pulled over as often as my friends.*
- *I haven't had a lot of tickets. I don't get in accidents*
- *Wear my seat belt, drive the speed limit, don't talk on the phone while driving (use handsfree device), follow traffic laws (stop signs, lights, etc), don't drive drunk!*
- *I have never had an accident, I pay attention while driving and obey speed limits*

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# Teens Drive Smart Survey

- Why do you think you're a somewhat safe driver?
- *Sometimes I drive fast, but I always remain in control of the vehicle.*
- *I have been in an accident, and I have received two speeding tickets.*
- *For the most part, I feel like I'm a safe driver but sometimes I realize I'm not paying as much attention to my driving as I should be.*
- *I do not always have my full attention on the road.*
- *I am aware of the speed limits and speed a little like most people often do, but I am not reckless about it and would never drag race with friends or anything like that because of the dangers and consequences if I were to be pulled over. I have never gotten into an accident, so I am aware of the people around me.*
- *Careful when I'm not familiar with the roads or if they are busy, but catch myself being more careless on roads around home and that I'm familiar with.*
- *I speed sometimes*
- *BECAUSE SOMETIMES I TXT AND I WILL ADMIT IT BUT I TRY NOT TO*
- *I am very careful, but I still feel inexperienced.*

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# Teens Drive Smart Survey

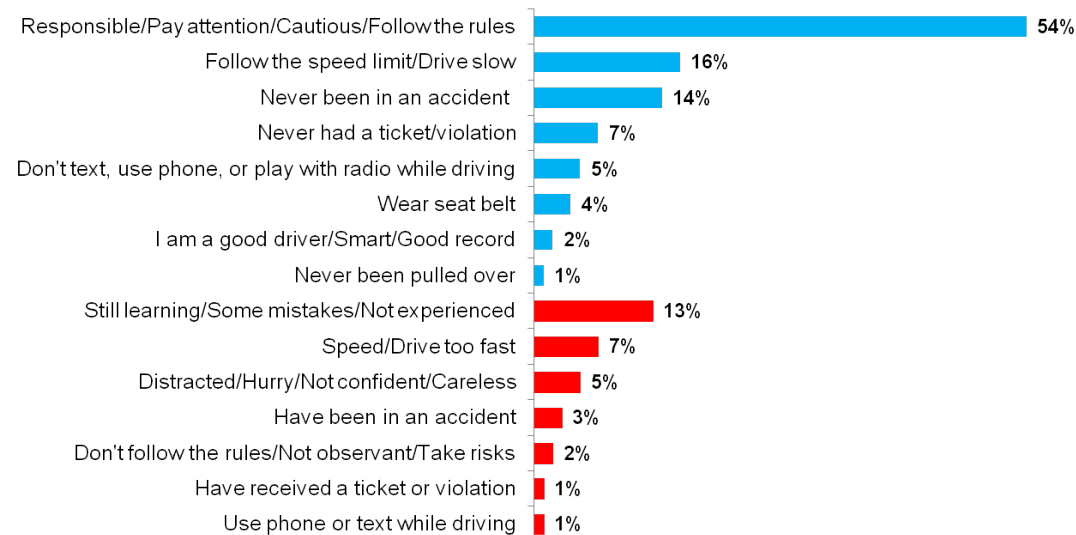
- Why do you think you're a not safe driver?
- *I speed and tailgate*
- *I don't have much practice on the road.*
- *Lack of experience*
- *I easily lose attention of the road.*
- *I'm still learning how to drive.*
- *Don't have experience*
- *Not enough experience, careless habits*
- *I hit curbs turning the car when practicing.*
- *lack of experience and i like to take chances*
- *new at it*

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# Teens Drive Smart Survey

- While many teens claim they are just careful and obedient, they often attribute their self-assessment as a safe driver to the absence of an accident or violation.
- *Why do you say you are a [very safe/somewhat safe/not very safe] driver?*

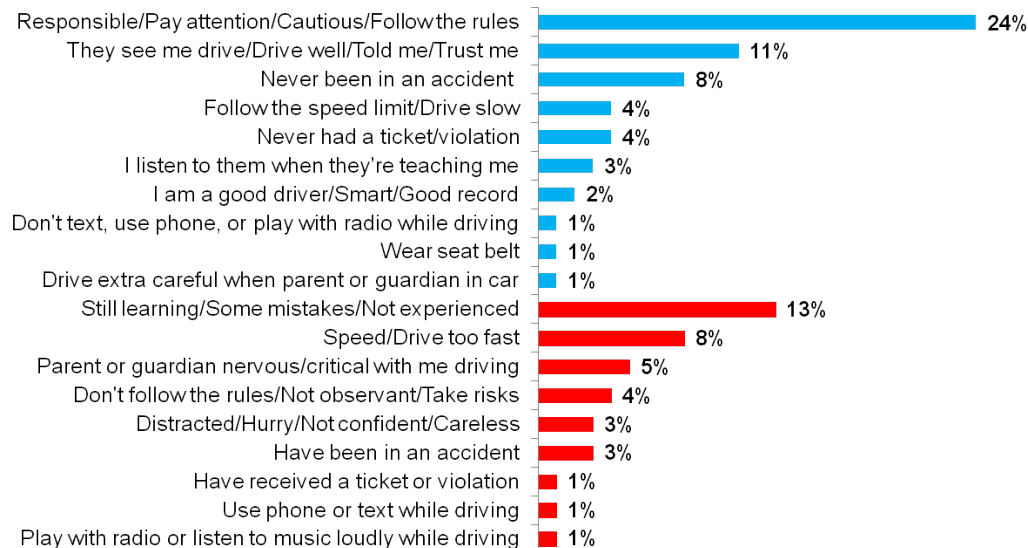


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# Teens Drive Smart Survey

- Teens admit their inexperience and lack of caution as reasons their parents may not see them as safe drivers.
- *Why would your parents say that you are a [very safe/somewhat safe/not very safe] driver?*



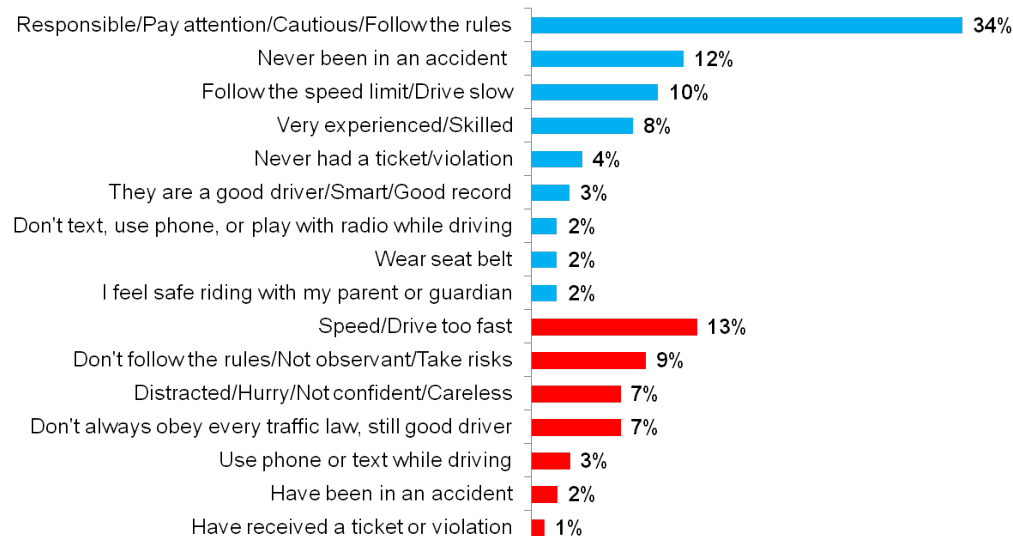
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# Teens Drive Smart Survey

- While many teens feel their parents follow the driving rules, parents sometimes model poor habits such as speeding, taking risks and texting while driving.
- *Why would you say your parents are [very safe/somewhat safe/not very safe] drivers?*



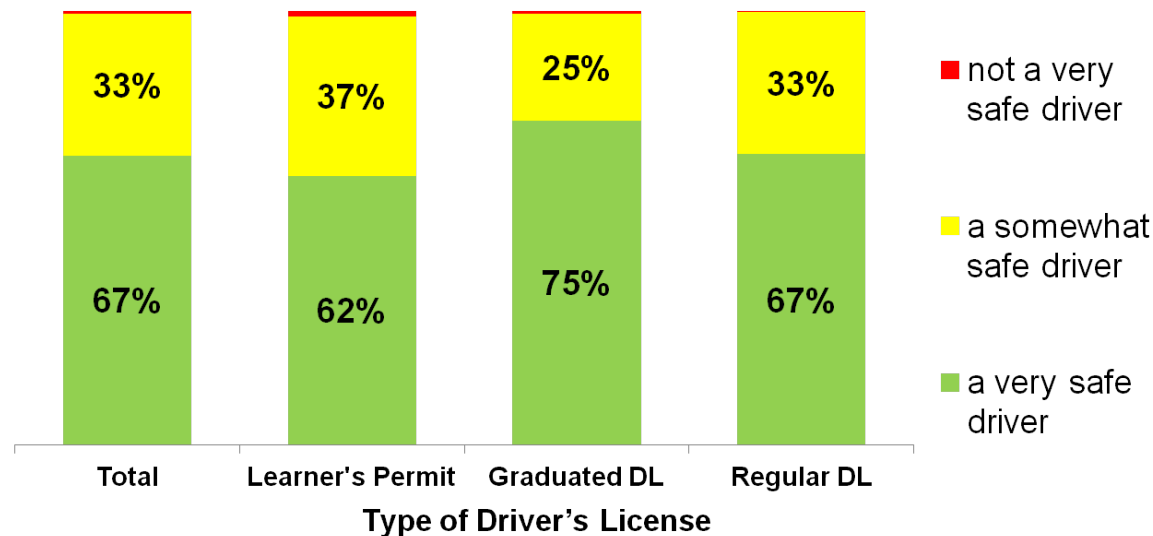
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# Teens Drive Smart Survey

- Those with a graduated (restricted) license are more likely to consider themselves “very safe.”

Do you think you are:



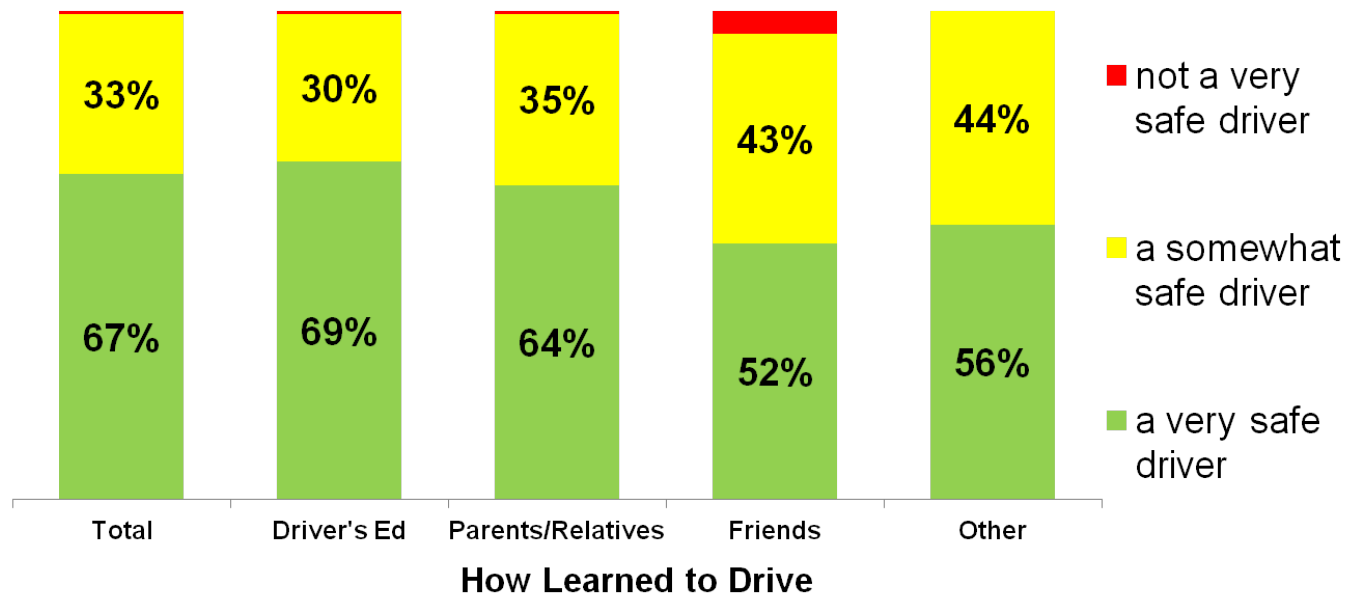
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# Teens Drive Smart Survey

- Those who learned from friends are less likely to rate themselves “very safe.”

Do you think you are:



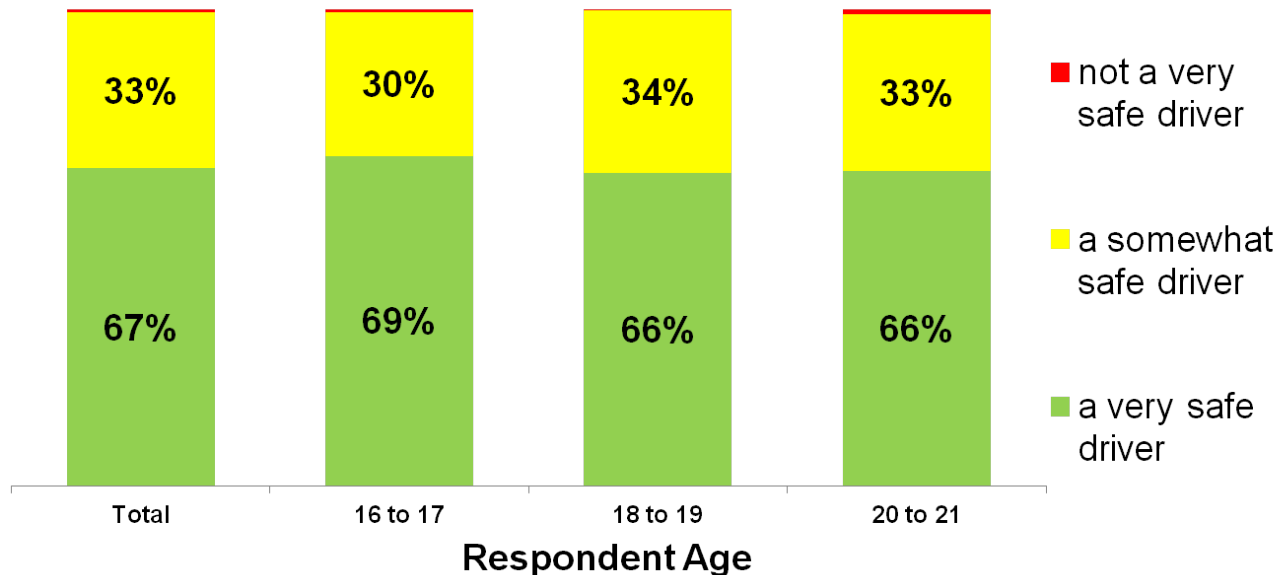
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# Teens Drive Smart Survey

- New drivers (ages 16-17) are slightly more likely to consider themselves “very safe.”

Do you think you are:



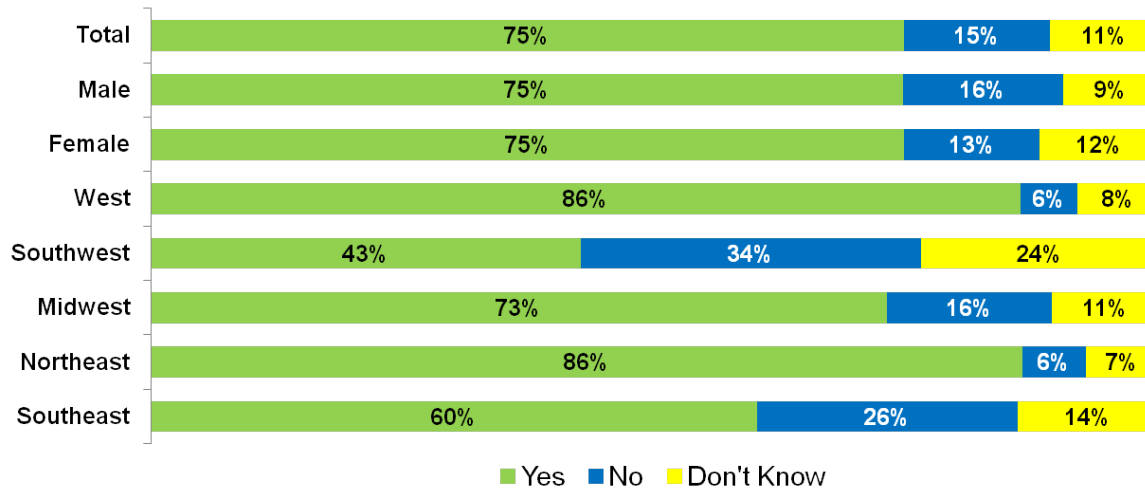
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# Teens Drive Smart Survey

- Respondents in the Southwest are the least aware of texting and driving laws, with one-quarter of them answering “don’t know.”

To the best of your knowledge is texting and driving against the law in the state where you currently reside?



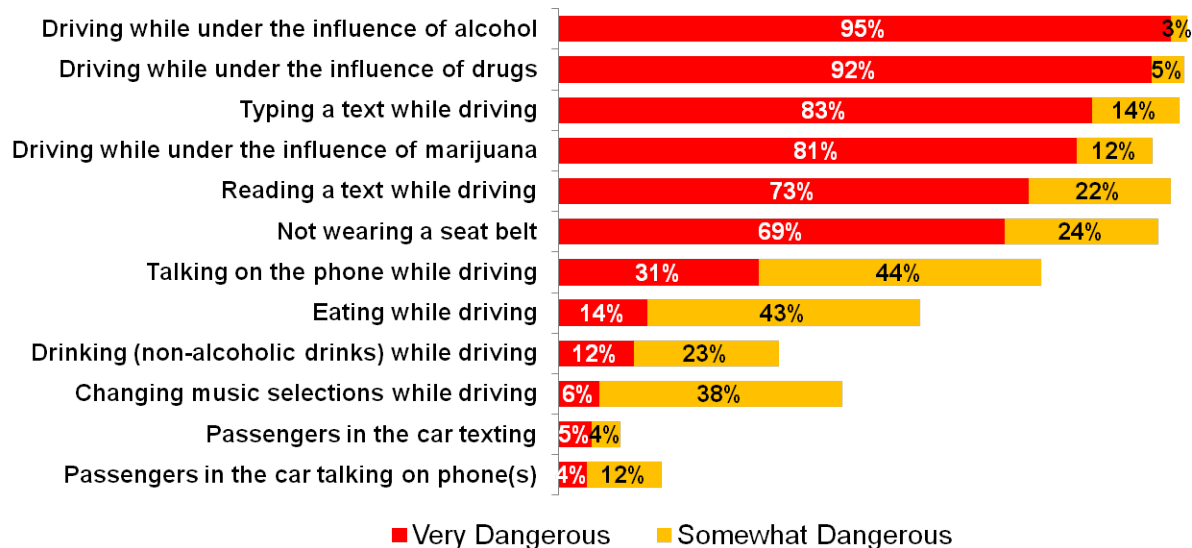
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# Teens Drive Smart Survey

- Overall, respondents view texting as less dangerous than driving under the influence of alcohol or drugs, but slightly more dangerous than driving under the influence of marijuana.

How safe or dangerous is....?



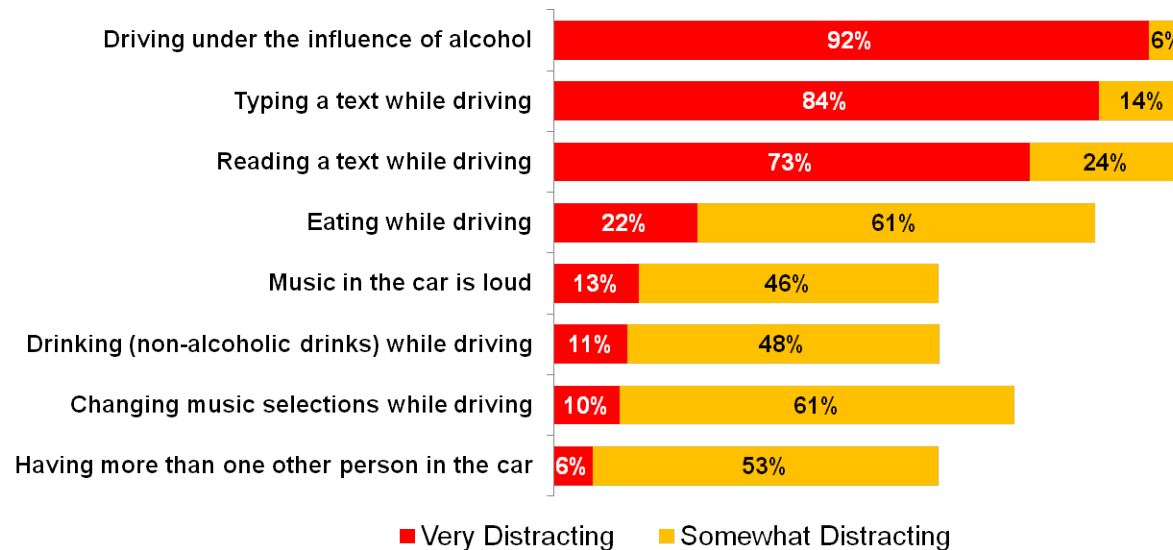
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# Teens Drive Smart Survey

- Alcohol tops the list of distractors, followed closely by texting while driving (both typing and reading). Eating, drinking and playing music in the car are seen as much less distracting activities to these teens.

How distracting is....?



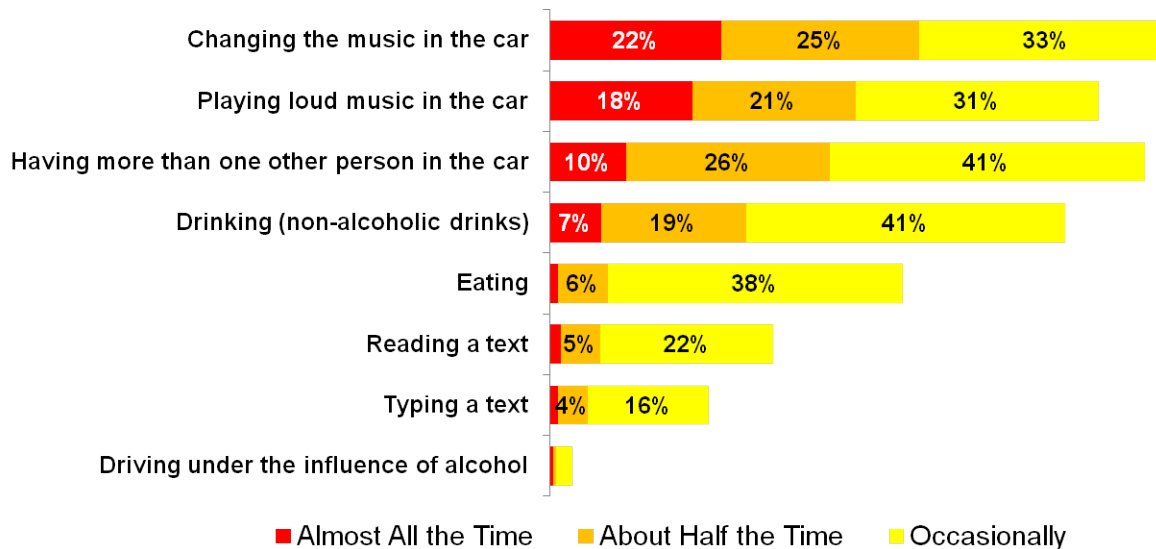
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# Teens Drive Smart Survey

- For the most part, teens seem to be minimizing the time they spend engaging in activities they deem as most distracting, but they are by no means abstaining.

When you are driving, how often do you engage in...



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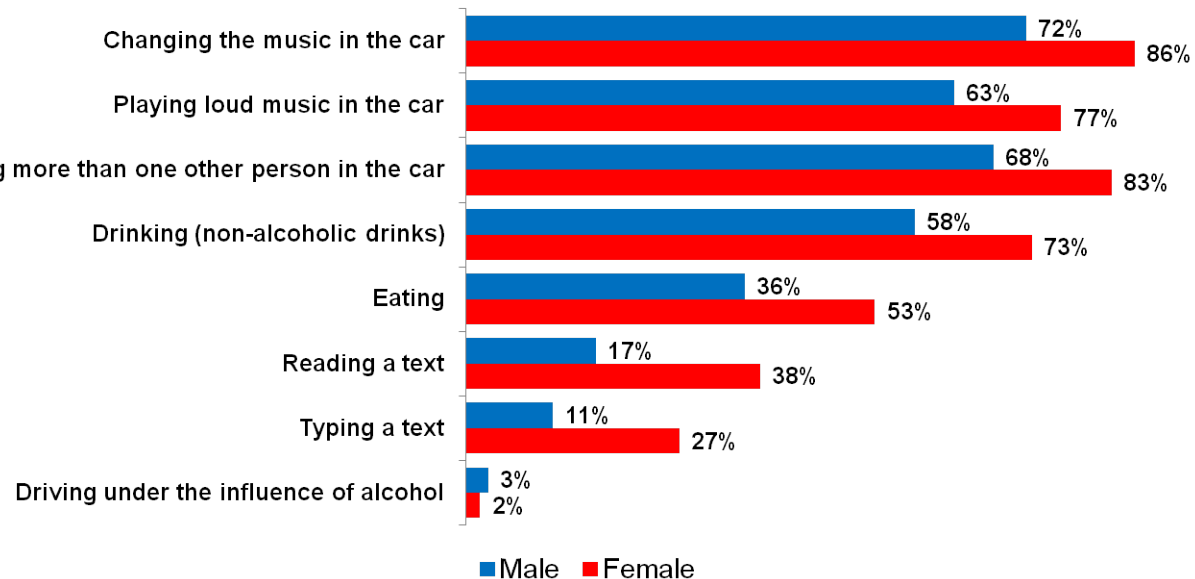
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# Teens Drive Smart Survey

- Girls are far more likely than boys to be engaging in distracting behavior while driving.

Percentage reporting that they engage in this activity while driving...  
Occasionally, About Half the Time or All the Time



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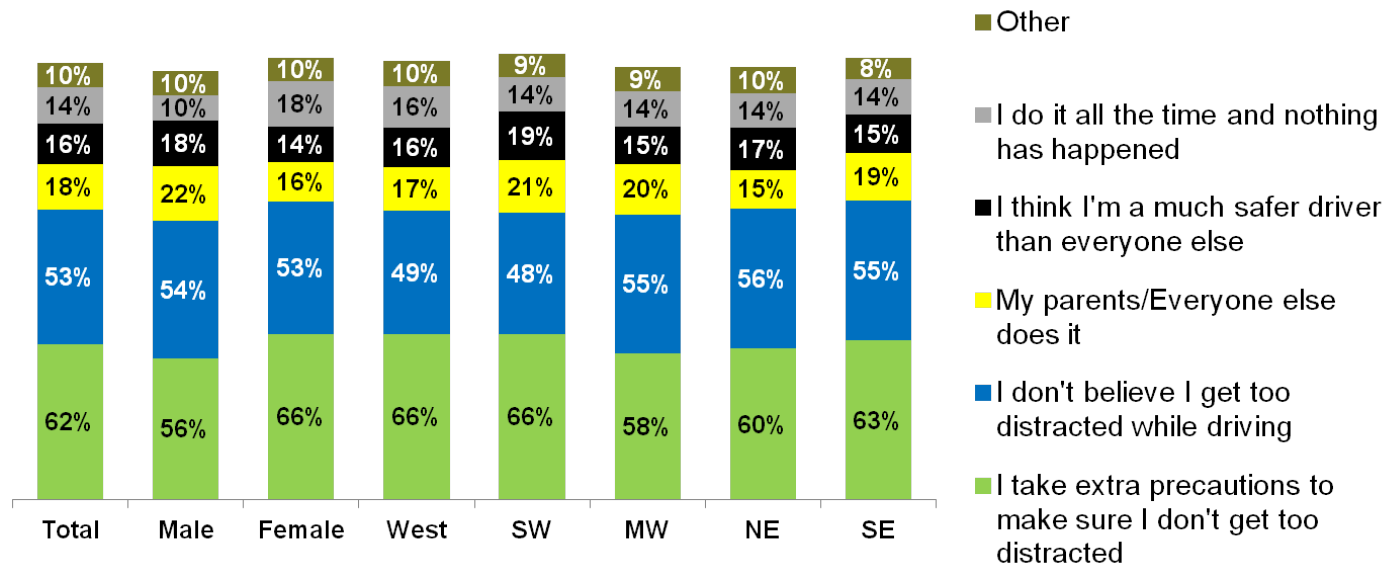
# Young Drivers Survey Bottom Line

April 2012

# Teens Drive Smart Survey

- Many respondents are in denial about their distracted driving tendencies and do not believe they are truly at risk.

Given that driving while distracted can be dangerous, why do you do it?



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