

WORTH IT.

RESEARCH STUDY | EXECUTIVE SUMMARY

Findings on Distracted Driving

- ✓ Behaviors
- ✓ Perceptions
- ✓ Opportunities

Introduction

What do American drivers understand about distracted driving? Do they know what it means to drive while distracted? What do they believe should constitute distracted driving? To what extent have they themselves driven while distracted? Do differences exist between the general population of drivers and those who drive for a living when it comes to perceptions of distracted driving?

To answer these and other questions United Fire Group (UFG) commissioned Magid to conduct a national research project centering on the issue of distracted driving. Magid administered an online survey to 500 drivers in the 33 states where UFG underwrites policies. Half of respondents are commercially licensed drivers, the other half general drivers, all between the ages of 25 and 64. Having two equal groups allows us to make comparisons and discover group differences on a number of elements related to distracted driving. Among them:

- What is distracted driving?
- What should be considered distracted driving?
- Have respondents ever driven when performing certain acts that some would consider distractions?
- What would be the most effective ways to educate people about distracted driving?

Distracted driving: What is it? What should it be? Have you done it?

Almost unanimity exists among the 500 respondents when it comes to identifying seven behaviors as distracted driving:

- Checking your social media feed (96% say it's distracted driving)
- Sending a text message on a cell phone (96%)
- Reading a text message on a cell phone (95%)
- Doing one's make-up (95%)
- Adjusting a child's seat belt (94%)
- Using a hand-held device to talk on the phone (89%)
- Reaching for the phone on the front passenger seat (88%)

And although significant proportions of both general drivers and commercial drivers say these seven behaviors are forms of distracted driving (at least 86% among each group), commercial drivers are slightly less likely to call these behaviors "distracted." For example, 99% of general drivers say checking a social media feed is "distracted," but 92% of commercial drivers say that. And 98% of general drivers say doing one's make-up is distracted, while 92% of commercial drivers say it is.

Interestingly, greater differences between the two groups emerge for behaviors where less than half of drivers say "yes – it's distracted driving," and in a couple of cases the commercial drivers are more likely than the general drivers to say "yes." For example:

- Talking to a passenger in the vehicle—43% of commercial drivers say "yes," 32% of general drivers
- Changing the station on the radio—58% of commercial drivers say "yes," 50% of general drivers

It could very well be that some commercial drivers have actually experienced distraction while performing these behaviors, and, in fact, commercial drivers are slightly more likely than general drivers to say these two behaviors should be considered distracted driving.

As for other behaviors, large majorities of both driver groups say that the seven behaviors that top the “Is it?” list should actually be considered distracted driving. Once again, however, general drivers are slightly more likely than commercial drivers to say “yes—they should be.”

- Sending a text message—98% of general drivers, 96% of commercial drivers
- Doing one's make-up—97% of general drivers, 95% of commercial drivers
- Checking your social media feed—98% of general drivers, 94% of commercial drivers
- Reading a text message—97% of general drivers, 93% of commercial drivers

It turns out that the behaviors that drivers are most inclined to say are forms of distraction and should be forms of distraction are the behaviors that drivers are least likely to have performed. But we still see significant percentages.

- Less than half (48%) of drivers say they have read a text message while driving—50% of general drivers, 47% of commercial drivers.
- Four in ten (39%) say they have sent text messages while driving—40% of general drivers, 39% of commercial drivers.

On the other hand, low “Is it?”/“Should it be?” behaviors have the highest percentages when it comes to actually doing the behavior. At least nine in ten drivers in both groups say they have talked to a passenger, listened to music, changed the station on the radio, or adjusted remote controls while driving.

Distracted driving apps and other methods of education

Just more than one in ten driver/respondents (14%) say they use a smartphone app designed to prevent distracted driving. Commercial drivers are four times more likely than general drivers (22% to 5%) to use an app.

Among those who currently do not use a distracted driving smartphone app, moderate desire exists to begin using one. Slightly less than half (45%) of all drivers say they're likely to use an app (4+5 on a 5-point scale), with general drivers a little more likely than commercial drivers (47% to 43%).

Changing behaviors

What specific approaches and information would have the greatest impact on drivers when it comes to preventing distracted driving? We listed six possible forms of information and asked respondents to rank-order them, from the technique that would have the most impact on them down to the one that would have the least impact.

Generally speaking, seeing is believing. The highest-ranked technique was seeing video of accident scenes that resulted from someone driving while distracted. About a third (31%) ranked that technique number one. Another fourth (24%) ranked as number one hearing testimonials from people who have lost loved ones because of traffic accidents caused by distracted drivers.

Number one rankings for the other four techniques ranged from 9 to 13%:

- The percentage of total crashes every year caused by distracted drivers—13%
- Statistics about the number of traffic deaths that happen each day in accidents in which a driver was using a cell phone—12%
- Statistics about the number of traffic deaths that happen each day in accidents in which a driver was texting—10%
- A presentation from your company, school or some other organization designed to educate people about distracted driving—9%

Commercial drivers were slightly less likely than general drivers to give number one rankings to the “seeing is believing” techniques, and more likely to rank the other techniques number one.

When we asked respondents to offer other possible techniques to educated people about distracted driving, most of them could not add anything. Among those who did offer suggestions, the most frequently mentioned techniques centered on legal and enforcement remedies (laws, fines and tickets); stricter bans on the use of devices; and technological solutions (automated cars, cameras, technology that blocks the use of phones).

A significant majority of both driver groups acknowledge that they could in fact cause an accident because of distracted driving. Three-fourths (77%) of general drivers and 72% of commercial drivers say “yes,” they could possibly cause an accident. Twice as many commercial drivers as general drivers say they could not (21% to 11%).

Commercial drivers, however, are more likely than general drivers to have witnessed someone driving while distracted (85% to 69%).

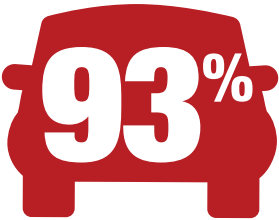
Summary

Despite the acknowledgement by drivers that certain behaviors (in some cases illegal behaviors) are forms of distracted driving and should be, substantial proportions of drivers in both categories admit to doing these things while driving. Four in ten say they have sent a text while driving, half have read a text, and six in ten have talked on a hand-held phone while driving. What's more, drivers behave in this fashion even as they understand the consequences.

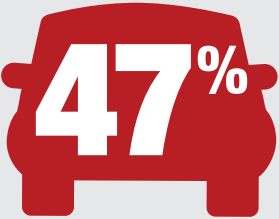
There is great opportunity to educate the public, and specifically commercial drivers, on the visual, manual and cognitive forms of distraction that can hinder driving safety. The goal is to reduce the loss of life, injury and auto claims in our ever-distracting environment.

DATA POINTS AT A GLANCE

> KEY TAKEAWAYS



93% OF COMMERCIAL DRIVERS SAY READING A TEXT WHILE DRIVING SHOULD BE CONSIDERED DISTRACTED DRIVING



47% OF ALL COMMERCIAL DRIVERS SAY THEY HAVE READ A TEXT WHILE DRIVING THEIR COMMERCIAL VEHICLE.

THE ATTITUDE DOESN'T ALIGN WITH THE ACTUAL BEHAVIOR.

Source: Magid

> WHILE THE TOP THREE-RANKED DISTRACTED DRIVING BEHAVIORS INVOLVE TECHNOLOGY

(checking social media feeds, sending and receiving texts), other behaviors such as doing one's makeup, adjusting a child's seat belt, and eating a sandwich also ranked high for distraction. Listening to the radio and talking to a passenger ranked low for distracted driving behavior.

Source: Magid



> 72% OF COMMERCIAL DRIVERS ACKNOWLEDGE "YES" THEY COULD POSSIBLY CAUSE AN ACCIDENT DUE TO THEIR DISTRACTED DRIVING HABITS. Source: Magid



DATA POINTS AT A GLANCE

> KEY TAKEAWAYS

Despite the acknowledgement of commercial drivers that certain behaviors (in some cases illegal behaviors) are distracted driving and should be labeled as such, a substantial proportion of commercial drivers admit to doing these behaviors while driving commercial vehicles.

> **FOUR IN TEN** SAY THEY HAVE SENT A TEXT WHILE DRIVING, **NEARLY HALF** HAVE READ A TEXT AND **SIX OUT OF TEN** HAVE TALKED ON A HAND-HELD PHONE WHILE DRIVING.

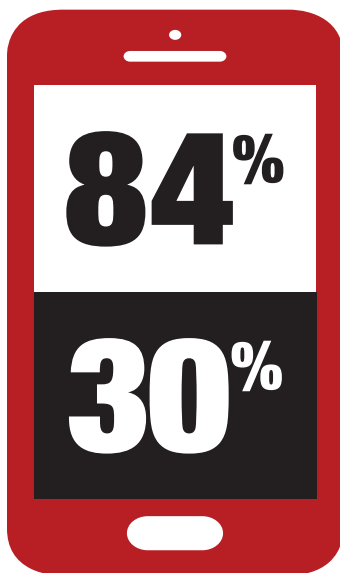
Source: Magid

NEARLY
50%

OF COMMERCIAL DRIVERS SAY THEY HAVE **READ A TEXT WHILE DRIVING.**

And the data shows that it's not just younger drivers who have read texts while driving; the breakdown is 55% of younger drivers have read texts, but a significant 45% of older drivers have read texts also.

Source: Magid



> **84%** OF COMMERCIAL DRIVERS SAY USING HAND-HELD PHONES SHOULD BE CONSIDERED DISTRACTED DRIVING,

BUT ONLY 30% SAY USING HANDS-FREE PHONES SHOULD BE CONSIDERED DISTRACTED DRIVING.

Source: Magid

DATA POINTS AT A GLANCE

➤ EDUCATIONAL OPPORTUNITIES

➤ NEARLY

40%

OF COMMERCIAL DRIVERS
HAVE NOT HAD DISTRACTED
DRIVING EDUCATIONAL MATERIAL
PROVIDED BY THEIR EMPLOYER.

Source: Magid

Commercial drivers are four times more likely than general drivers to use a distracted driving app (22% to 5%), but the percentage is still low.



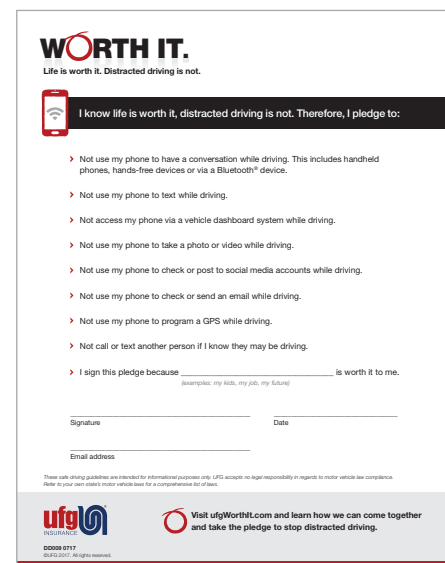
THERE IS A NEED TO CREATE A DIFFERENT MINDSET
AND POTENTIALLY IMPLEMENT CHANGE.

Source: Magid

➤ COMPANY POLICY

- 40 percent of commercial drivers work for companies that don't have distracted-driving policies or supply pledges to sign.
- Looking at that 40 percent, nearly four in ten of them would not commit to signing if their company had such a policy or pledge. This lack of commitment manifests itself when we look at the fact that half of all commercial drivers say they have taken a business call while driving.
- Employers themselves may be contributing to the issue. Nearly 40 percent of commercial drivers say their companies expect them to take business calls while driving.

Source: Magid




WORTH IT.
Life is worth it. Distracted driving is not.

I know life is worth it, distracted driving is not. Therefore, I pledge to:

- Not use my phone to have a conversation while driving. This includes handheld phones, hands-free devices or via a Bluetooth® device.
- Not use my phone to text while driving.
- Not access my phone via a vehicle dashboard system while driving.
- Not use my phone to take a photo or video while driving.
- Not use my phone to check or post to social media accounts while driving.
- Not use my phone to check or send an email while driving.
- Not use my phone to program a GPS while driving.
- Not call or text another person if I know they may be driving.
- I sign this pledge because _____ is worth it to me.
(examples: my job, my job, my future)

Signature _____ Date _____
Email address _____

These safe driving guidelines are intended for informational purposes only. UFG accepts no legal responsibility in regards to motor vehicle use compliance. Refer to your own state's motor vehicle laws for a comprehensive list of laws.

 Visit ufgWorthIt.com and learn how we can come together and take the pledge to stop distracted driving.

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Example of UFG pledge form

DATA POINTS AT A GLANCE

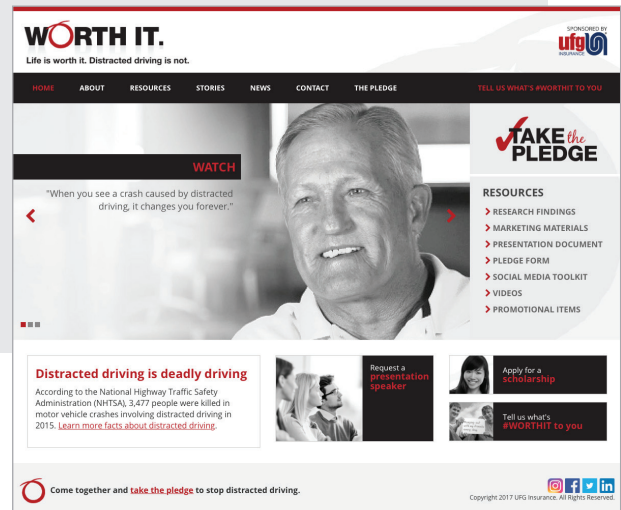
➤ EDUCATIONAL OPPORTUNITIES

➤ WHEN IT COMES TO CHANGING BEHAVIOR **“SEEING AND HEARING IS BELIEVING.”**

The highest ranked communication technique is seeing video of accident scenes that resulted from distracted driving. The second highest ranked is hearing testimonials from people who have lost loved ones due to distracted driving.

Source: Magid

THE UFG WORTH IT PROGRAM AND PRESENTATIONS INCORPORATE THESE ELEMENTS.





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