

# Smartphone Use Behind the Wheel Survey

May 2015



# Methodology

- **Telephone survey with 2,067 respondents**
- **100% cellphone sample**
- National survey
- Survey fielded March 27 – April 6, 2015
- Participant qualification criteria included:
  1. Those between the ages of 16 and 65
  2. Own a smartphone
  3. Use their smartphone at least once a day
  4. Drive at least once a day

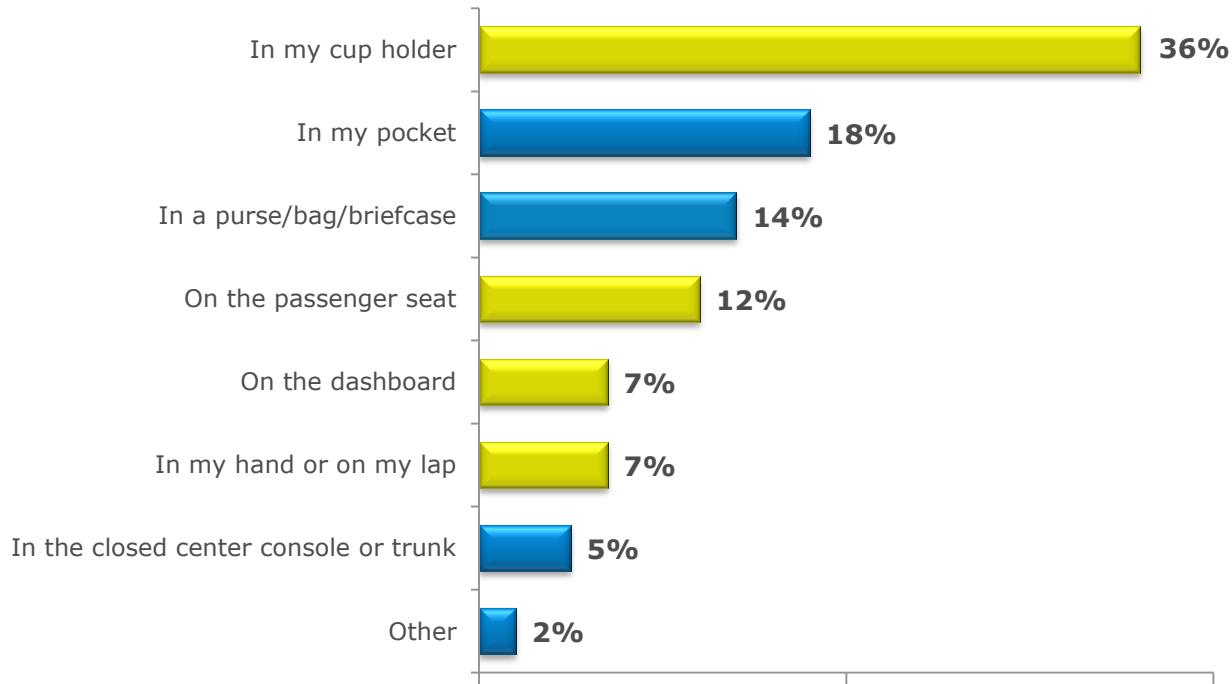
**NOTE: Throughout the survey, participants were asked if they engaged in a number of activities “while driving.” This phrase was defined for participants at the beginning of the survey using the following language:**

“WHILE DRIVING” DOES NOT NECESSARILY MEAN YOU MUST BE MOVING; IT WOULD ALSO INCLUDE SUCH THINGS AS BEING STOPPED AT A STOPLIGHT, STOPPED IN TRAFFIC, STOPPED AT A STOP SIGN, ETC. PLEASE BE SURE TO KEEP THIS IN MIND AS YOU’RE ANSWERING THESE QUESTIONS.”

# 62% of participants keep their smartphones within easy reach while driving.

Q: WHERE DO YOU USUALLY KEEP YOUR SMARTPHONE WHEN YOU'RE DRIVING?

BASE: All respondents (n=2,067)



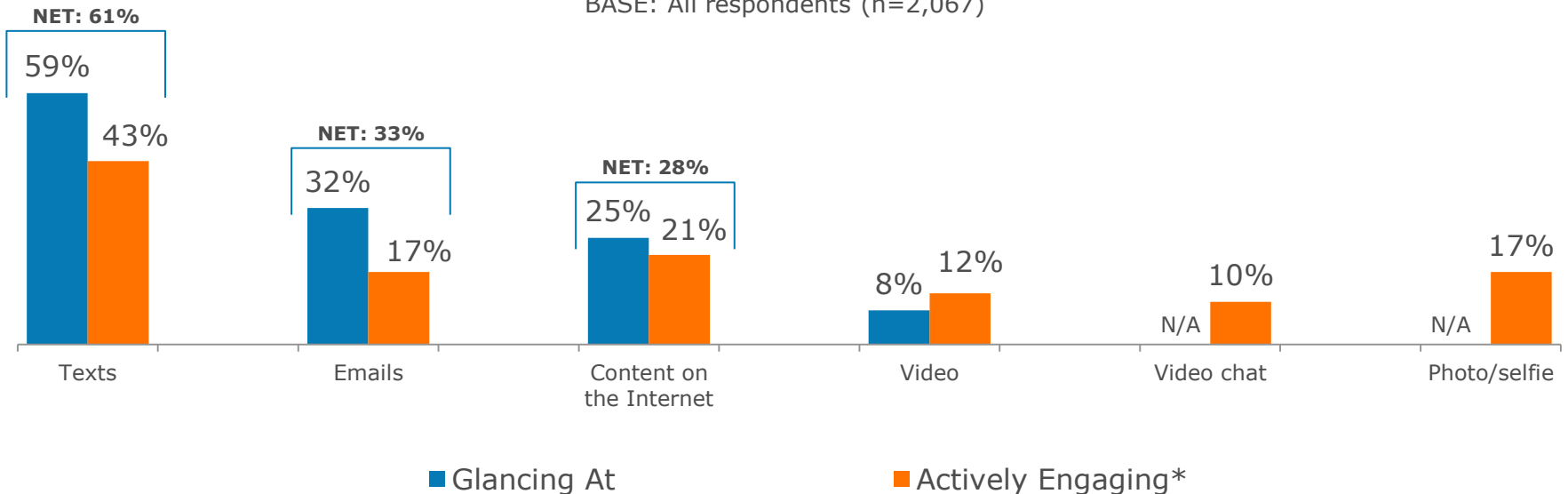
**Easy reach includes:**

- Cup holder
- Passenger seat
- Dashboard
- In hand or on lap

# While texting still ranks the highest, drivers are engaging in additional smartphone activities behind the wheel.

## SMARTPHONE ACTIVITIES

BASE: All respondents (n=2,067)



### **\*\*"ACTIVELY ENGAGING" INCLUDES THE FOLLOWING:**

- **Texts:** Responding to/sending texts while driving
- **Emails:** Responding to/sending emails while driving
- **Content on the Internet:** Searching for content while driving
- **Video:** Taking a video while driving
- **Video chat:** Participating in a video chat while driving
- **Photo:** Taking a photo or "selfie" while driving

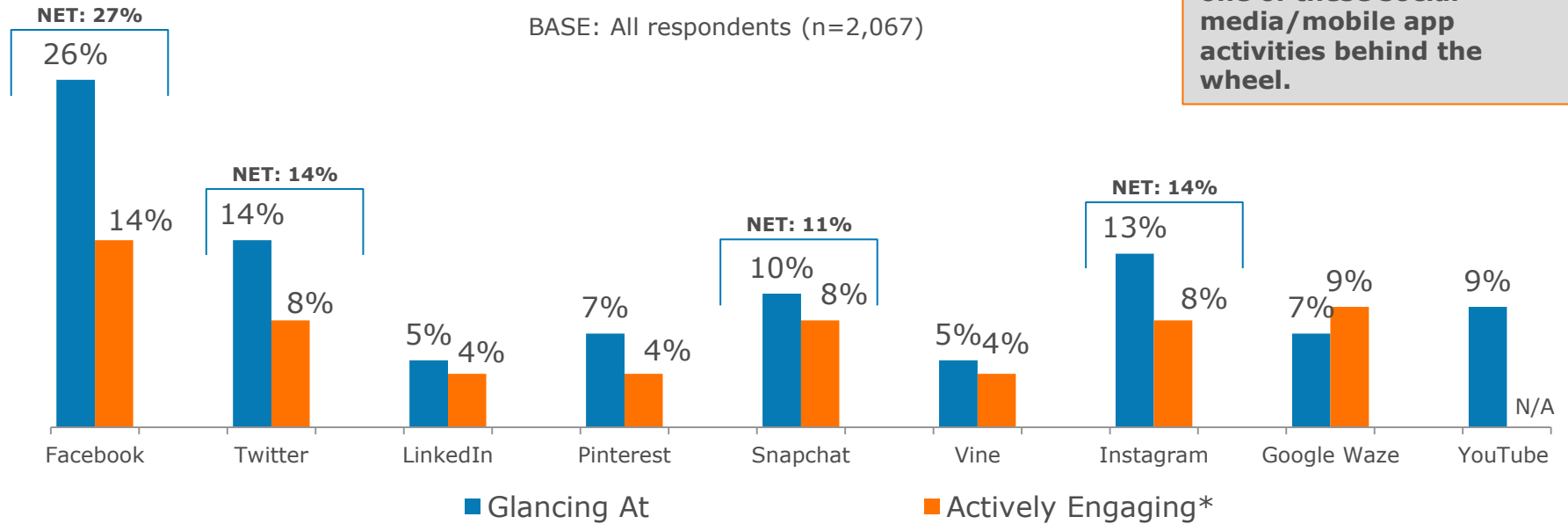
**The net percentage reflects percentage of participants either glancing at OR actively engaging in the behavior.** For example, the 61% reflects those who are glancing at OR responding to/sending texts while driving.

Among social platforms, Facebook tops the list, with **more than a quarter** of those polled using the app while driving.

## SOCIAL MEDIA/MOBILE APPS ACTIVITIES

BASE: All respondents (n=2,067)

**38% engage in at least one of these social media/mobile app activities behind the wheel.**



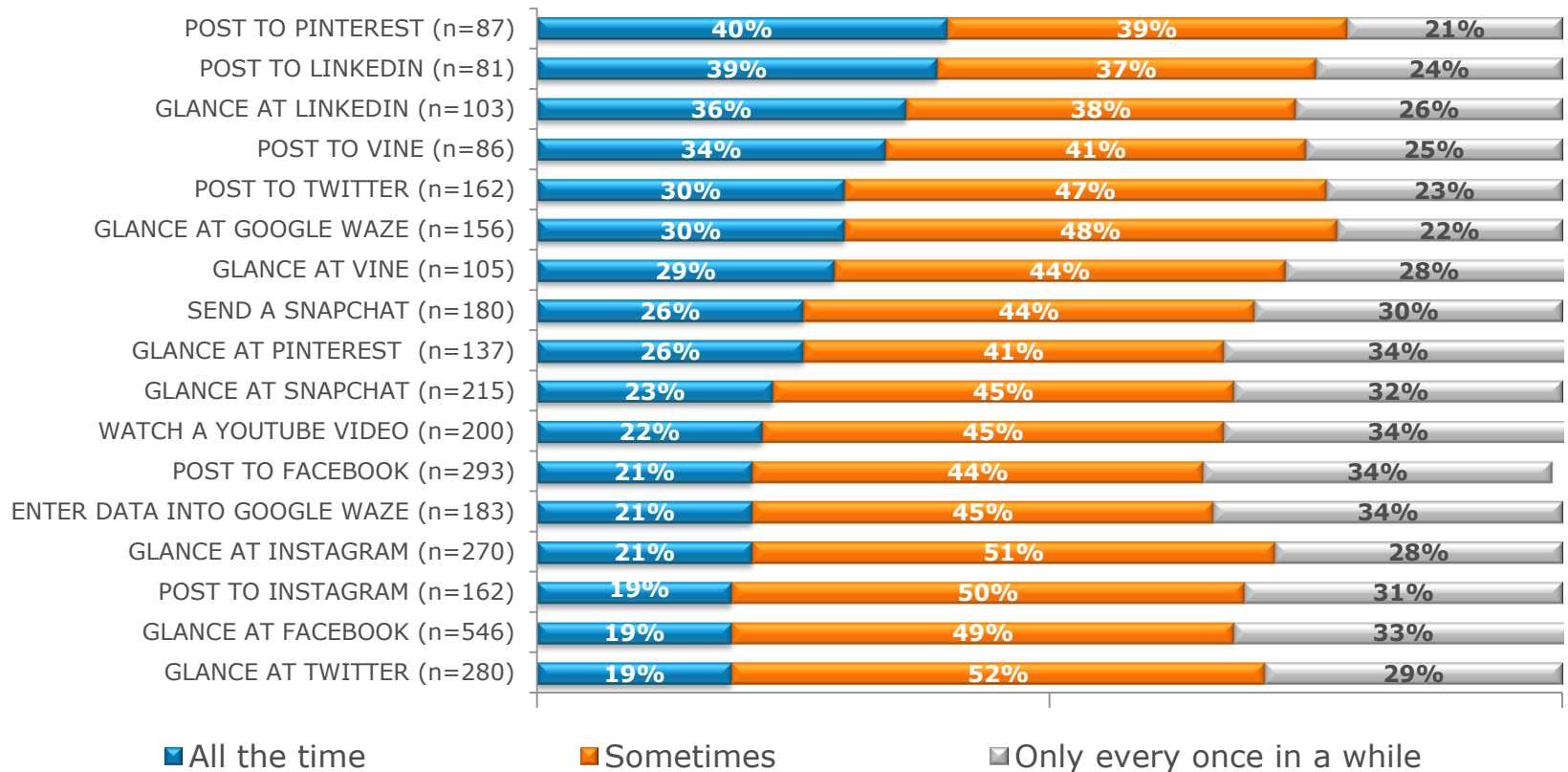
### **\*"ACTIVELY ENGAGING" INCLUDES THE FOLLOWING:**

- **Facebook, Twitter, LinkedIn, Pinterest, Vine, Instagram:** posting to platform while driving
- **Snapchat:** sending a Snapchat while driving
- **Google Waze:** entering data/coordinates while driving

**The net percentage reflects percentage of participants either glancing at OR actively engaging in the behavior.** For example, the 27% reflects those who are glancing at OR posting to Facebook.

Participants who engage in these mobile apps are generally doing them only sometimes or every once in a while. However, **30% of people who post to Twitter while driving do it “all the time.”**

**Q: HOW OFTEN DO YOU [INSERT ACTIVITY] WHILE DRIVING?**



**Habit, the perception they can safely do both things at once and the fear of missing something important** are the reasons most commonly given for engaging in smartphone activities while driving.

Having quantified the percentage of participants who are actually engaging in each of the activities, the research also sought to **identify participants' reasons for doing each of the activities.** Is it:

- Habit?
- The fear that they're going to miss something important?
- The perception they can safely do both things at once?
- Because they're addicted?
- Because they get anxious/antsy if they can't glance at their smartphones?
- Because they are bored/restless while driving?
- Because they feel a sense of satisfaction when they're able to check their smartphones?

- **Habit** is the primary reason behind social network use and glancing at/searching for Internet content while driving.
- **Fear of missing something important** is the primary reason behind glancing at texts and glancing at/responding to emails.
- **The belief that both things can safely be done at once** is the primary reason behind video chatting, responding to/sending texts, taking photos and taking/watching videos.

# Why do you \_\_\_\_\_ while driving?

	HABIT	CAN SAFELY DO BOTH AT ONCE	FEAR OF MISSING SOMETHING IMPORTANT	ADDICTION	ANXIOUS/ ANTSY	BORED/ RESTLESS	SENSE OF SATISFACTION
GLANCE AT TEXTS	27%	24%	38%	8%	13%	10%	6%
GLANCE AT SOCIAL NETWORKS	38%	24%	17%	17%	9%	23%	12%
GLANCE AT EMAILS	30%	21%	38%	10%	10%	14%	9%
GLANCE AT INTERNET CONTENT	29%	25%	15%	12%	9%	24%	12%
WATCH VIDEOS	23%	26%	18%	12%	21%	26%	19%
RESPOND TO/SEND TEXTS	27%	31%	29%	9%	17%	11%	7%
POST TO SOCIAL NETWORKS	31%	25%	14%	17%	14%	22%	15%
RESPOND TO/SEND EMAILS	27%	24%	33%	14%	19%	12%	12%
SEARCH FOR CONTENT ON THE INTERNET	26%	25%	14%	10%	12%	16%	13%
TAKE PHOTOS OR SELFIES	23%	24%	9%	14%	11%	19%	12%
TAKE VIDEOS	19%	27%	12%	13%	12%	15%	14%
PARTICIPATE IN VIDEO CHATS	22%	30%	19%	13%	12%	18%	11%

Note: among the participants who glance at OR post to social networks, 22% cite addiction as a reason for doing so.