

It Can Wait Peer Influence Survey

September 2015



Methodology

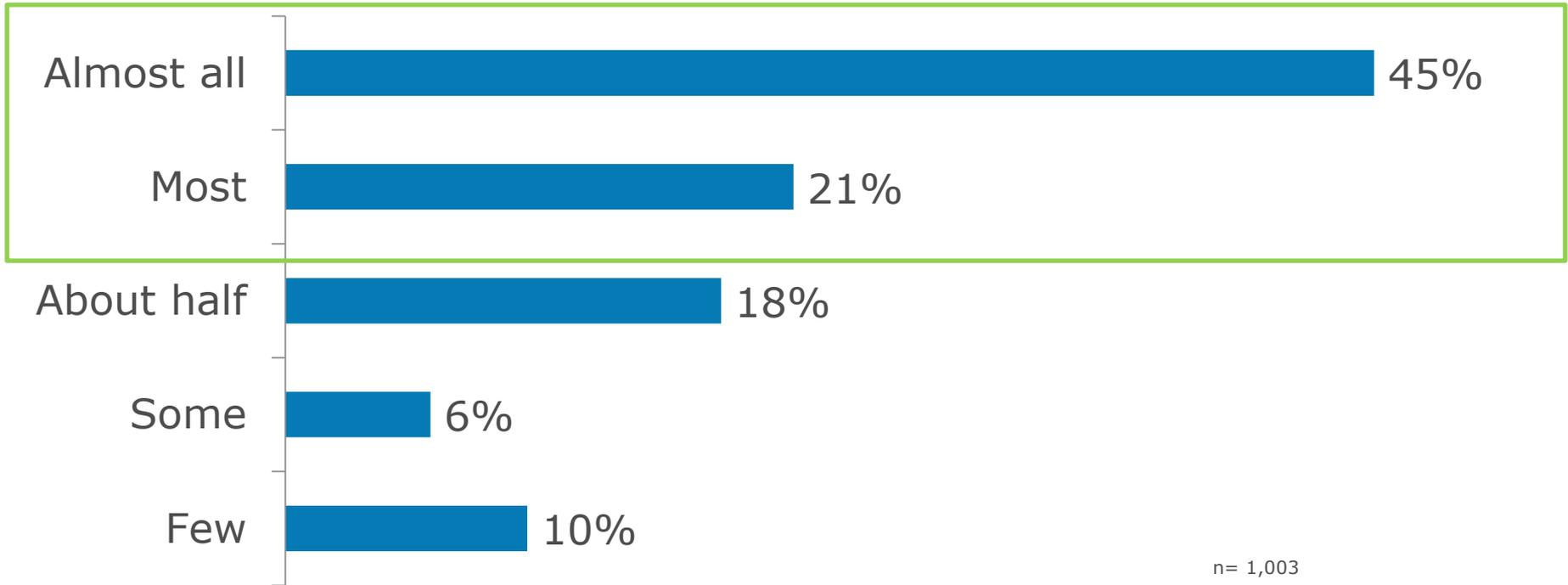
- **Telephone survey with 1,003 respondents**
- **100% cellphone sample**
- National survey
- Survey fielded August 18-23, 2015
- Qualified participants included:
 1. Those between the ages of 16 and 65
 2. Own a smartphone, such as iPhone, Android, Windows or Blackberry
 3. Use their smartphone at least once a day
 4. Drive at least once a day
- **The margin of sampling error for the total sample of interviews is +3.09% percentage points**

NOTE: Throughout the survey, participants were asked if they engaged in a number of “smartphone communications” activities “while driving.” The phrases were defined for participants at the beginning of the survey using the following language:

SMARTPHONE USE/COMMUNICATIONS: WHEN REFERRING TO SMARTPHONE USE/COMMUNICATIONS, WE ARE REFERRING TO TEXTS, SOCIAL MEDIA INTERACTIONS, MOBILE MESSAGING APPLICATIONS AND EMAILS, BUT NOT TALKING ON YOUR PHONE.

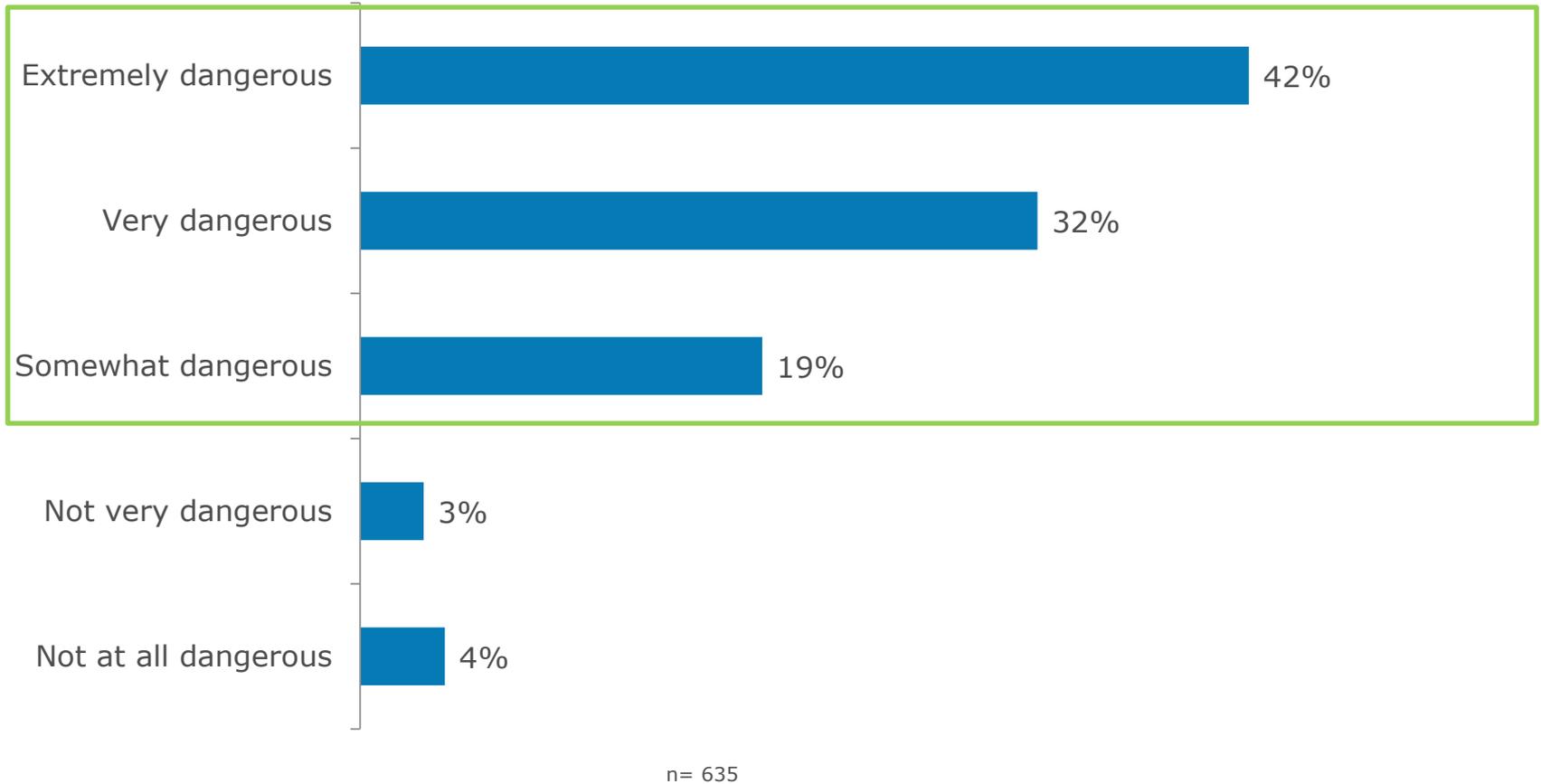
WHILE DRIVING: “WHILE DRIVING” MEANS THAT YOU ARE IN THE DRIVER’S SEAT, BUT DOES NOT NECESSARILY MEAN YOU ARE MOVING. IT WOULD ALSO INCLUDE SUCH THINGS AS BEING STOPPED AT A STOPLIGHT, STOPPED IN TRAFFIC, STOPPED AT A STOP SIGN, ETC.

2-in-3 people have almost all or most of their smartphone communications with just five people.



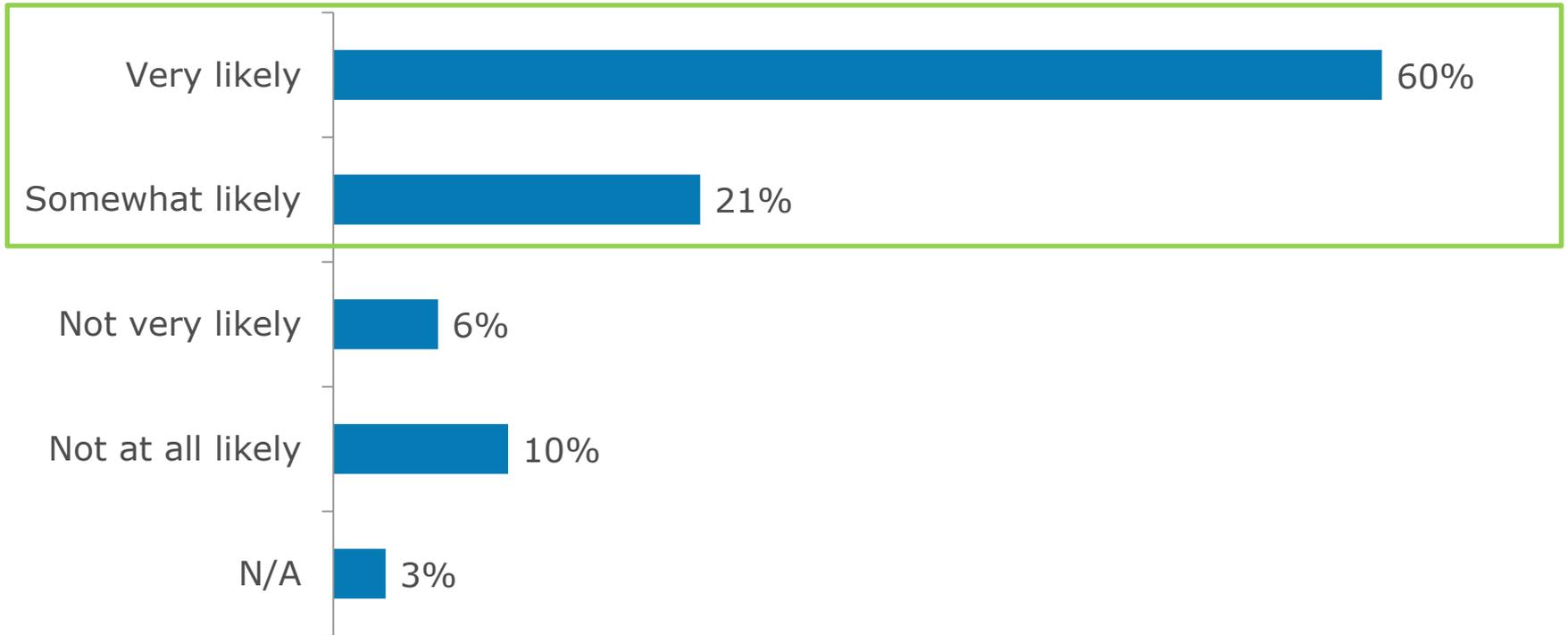
Q: Now think about the five people you communicate with the most on your smartphone. Of all your smartphone communications, how many are with these FIVE people?

More than 9-in-10 (93%) believe it's dangerous for drivers to send and receive smartphone communications from behind the wheel.



Q. How dangerous is it, if at all, for people who are driving to receive smartphone messages, emails or social media communications?

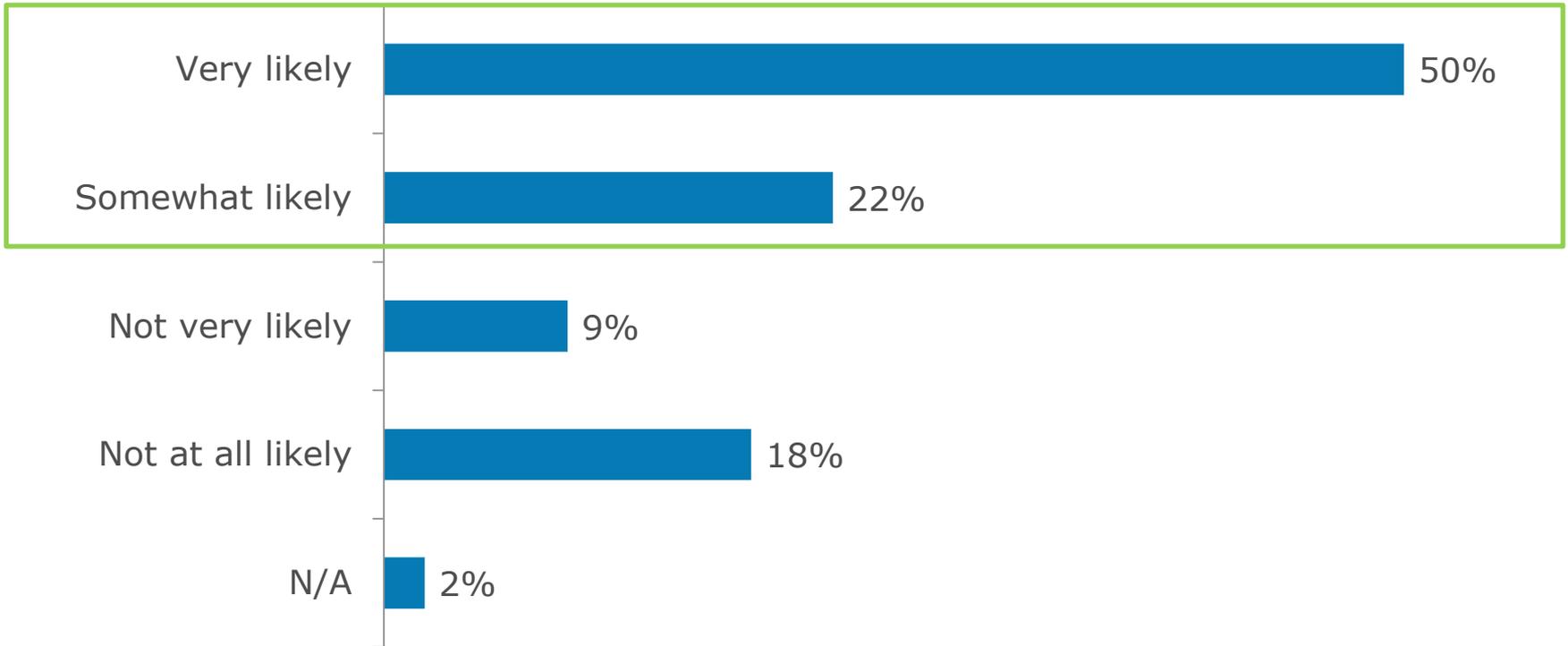
More than 8-in-10 (81%) said they would likely stop or reduce their smartphone use while driving if one or more of their "top 5" contacts asked them to.



n= 1,003

Q. Now think of your top FIVE contacts. How likely are you to do each of the following if one or more of them asked you to? Stop or reduce your smartphone use while driving.

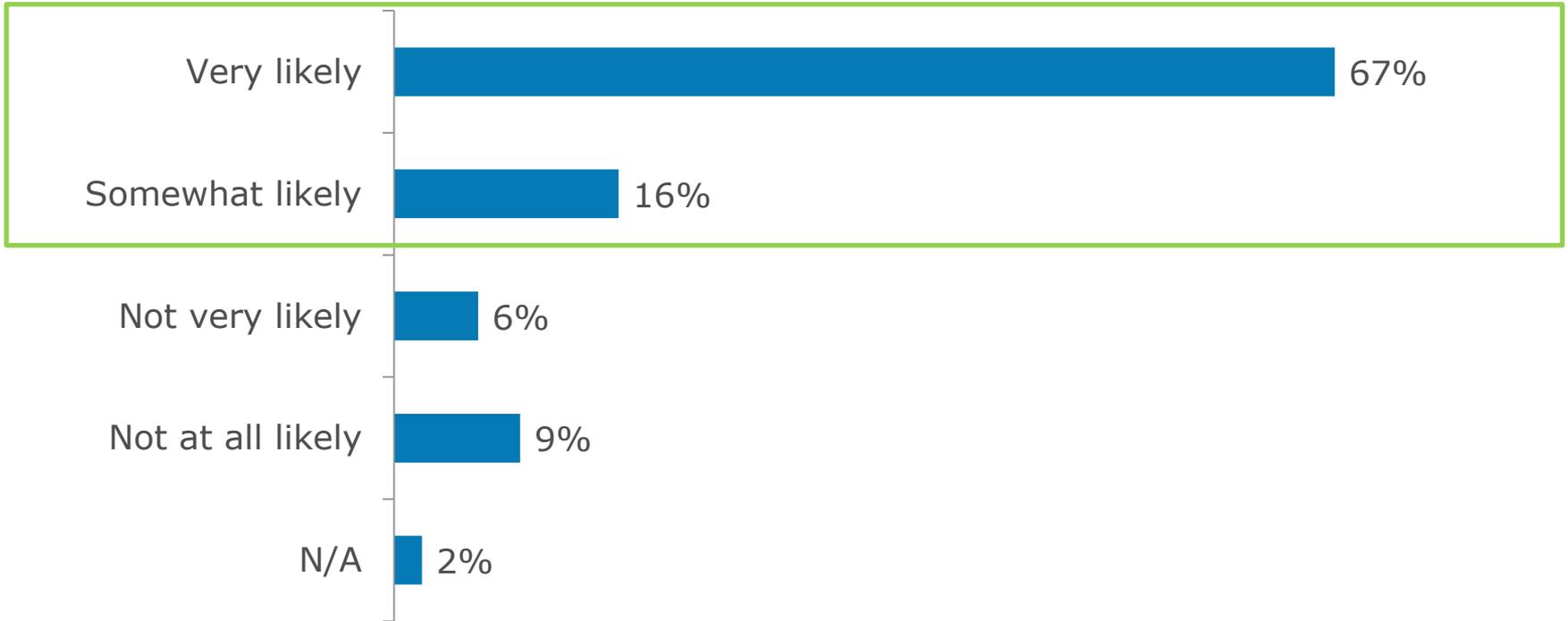
More than 7-in-10 (72%) said they would likely download an app to reduce their smartphone use behind the wheel if one or more of their “top 5” asked them to.



n= 1,003

Q. Now think of your top FIVE contacts. How likely are you to do each of the following if one or more of them asked you to? Consider downloading an app to stop or reduce smartphone use while driving.

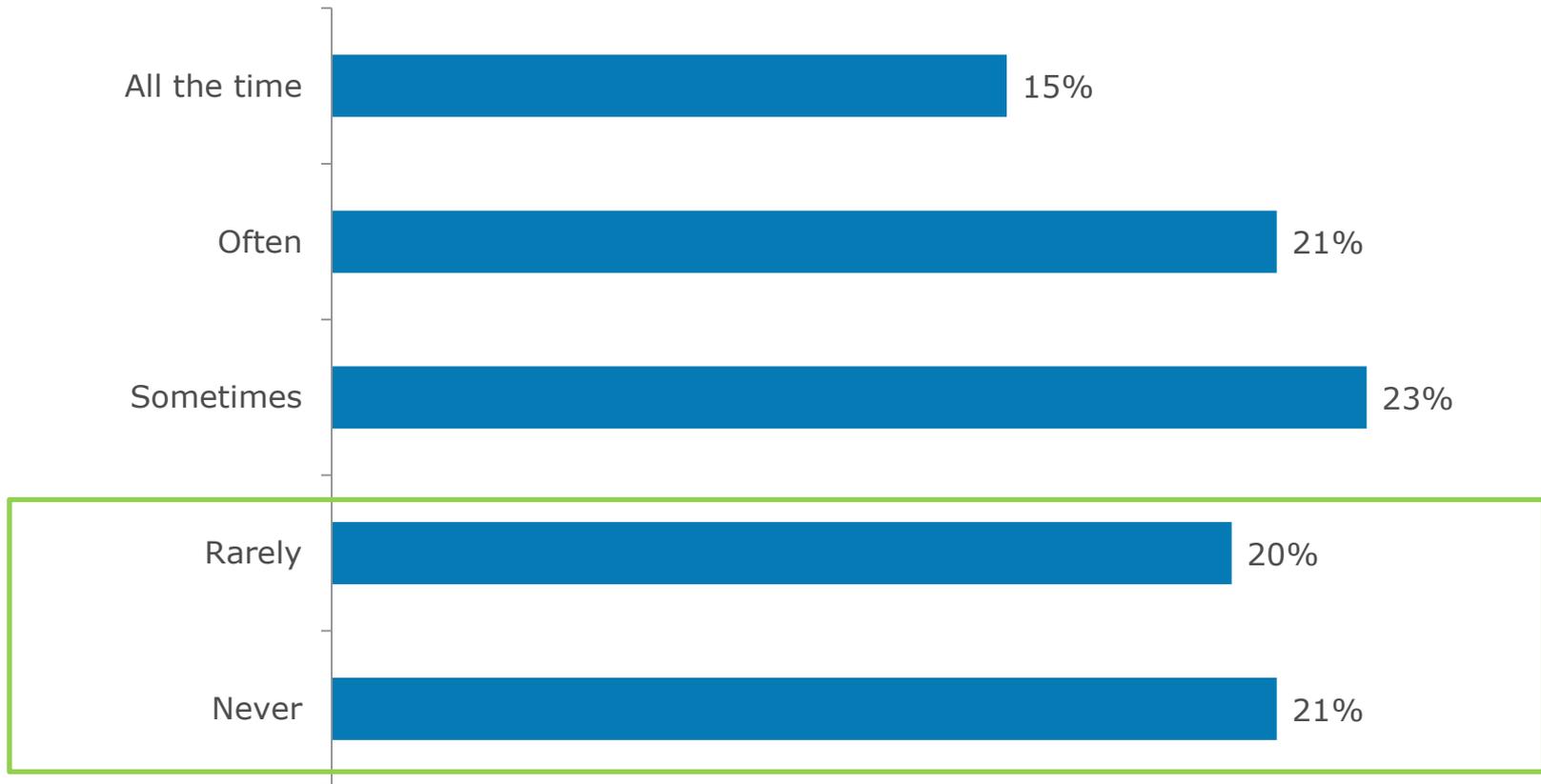
Nearly 85% would be likely to stop sending smartphone communications to their “top 5” when they know they’re driving ... if only their “top 5” would ask.



n= 1,003

Q. Now think of your top FIVE contacts. How likely are you to do each of the following if one or more of them asked you to? Stop sending them smartphone communications when you know THEY’RE driving.

4-in-10 said they rarely or never consider whether or not someone else is driving when they communicate with them.



n= 1,003

Q. How often do you consider whether or not someone is driving when you send them a message, an email or social media communication?