

Methodology

In August 2009 and 2010, and in July 2011, State Farm's Strategic Resources Department used an outside panel vendor to conduct an online survey of U.S. consumers ages 18+. Survey responses were received from 1,005 consumers in 2009 and 2010, and from 1,002 consumers in 2011, who identified themselves as having some insurance and financial responsibility for their household.

Only responses from consumers who had a valid drivers license, owned a cell phone, and reported driving between 1 and 80 hours per week were used when reporting the findings of behavior-based questions. Responses from all respondents were used for the attitudinal questions.

State Farm Consumer Consultants is an online community sponsored by State Farm's Strategic Resources Department and managed by Communispace. The 300 Consumer Consultants participants are influential, involved, activist consumers, who offer advice and perspective on a range of insurance and financial services topics. Opinions voiced may not be representative of all consumers. However, the comments can provide insight into how consumers feel about the topic at hand.

DISTRACTED DRIVING



In July 2011, State Farm Insurance Company's Strategic Resources Department conducted an online survey to examine drivers' attitudes and behaviors related to distracted driving. This survey has been conducted annually since 2009. Feedback was also obtained from the State Farm Consumer Consultants proprietary online community. This report highlights results from this research.

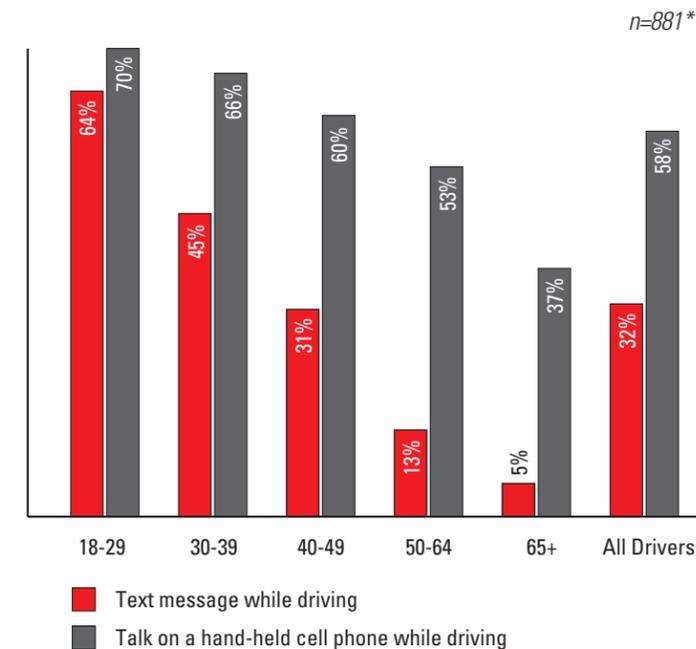
In 2011, drivers continued to be more likely to talk on a hand-held cell phone than to text message while driving. The likelihood of engaging in both of these activities was greatest with drivers aged 18-29, and decreased as the ages of drivers increased.

Fifty-eight percent of drivers reported that they talked on a hand-held cell phone while driving, and nearly one-third of drivers reported text messaging while driving.

Twenty-four percent of drivers read, and 15% responded to, text messages "frequently" or "sometimes" while driving.

Sixty-four percent of drivers in the youngest age group engaged in text messaging while driving. Seven out of ten drivers in this age group talked on a hand-held cell phone while driving, a significant decrease from the 84% who reported doing so in 2010.

Percentage of Drivers Who Talk on a Hand-Held Cell Phone and/or Text Message While Driving



**Of the 1,002 total respondents, these are respondents who had a valid drivers license, owned a cell phone, and drove between 1 and 80 hours per week. Driving was defined as any time the car was en route to a destination, including being stopped in traffic or at a stoplight.*

The number of drivers who reported updating social networks while driving was significantly greater in 2011 than in 2010.

There was a significant decrease from 2010 to 2011 in the number of 18-29 year old drivers who reported talking on a hand-held cell phone while driving.

Activities Drivers Engage in While Driving

	All Drivers			Drivers 18-29		
	2009 n=851*	2010 n=899*	2011 n=881*	2009 n=194*	2010 n=202*	2011 n=189*
Talk on a hand-held cell phone	65%	62%	58%	78%	84%	70%
Text message	31%	31%	32%	71%	71%	64%
Listen to directions from a navigation system/GPS	41%	47%	53%	57%	64%	67%
Program a navigation system/GPS	30%	33%	36%	54%	62%	61%
Use an iPod or Mp3 player	27%	32%	31%	58%	64%	68%
Read e-mail on cell phone	15%	17%	21%	32%	37%	46%
Access the Internet on cell phone	13%	17%	18%	29%	43%	43%
Respond to e-mail on cell phone	12%	12%	15%	27%	26%	28%
Read Social Media Networks	9%	11%	14%	21%	28%	37%
Update Social Media Networks	9%	8%	13%	20%	23%	33%

Online Consumer Comments

“I’ve seen people driving and texting. It’s so dangerous. I’ve seen people just talking on their cell phone and driving and they’re making stupid decisions on the road.”

“Young drivers are still trying to learn the ways of the road. A call anytime is definitely a distraction.”

“People have to be caught in the act in order for the law to be enforced and I think most people are pretty sneaky.”

“Technology is the way to enforce something like this. I don’t like taking freedom away from drivers, but I understand the case for something like this, and if we’re going to enforce it we should do it with a fair mechanism.”

“While I usually want people to police themselves, I think in this case, people will not police themselves. Thus, I favor the technology in cars.”

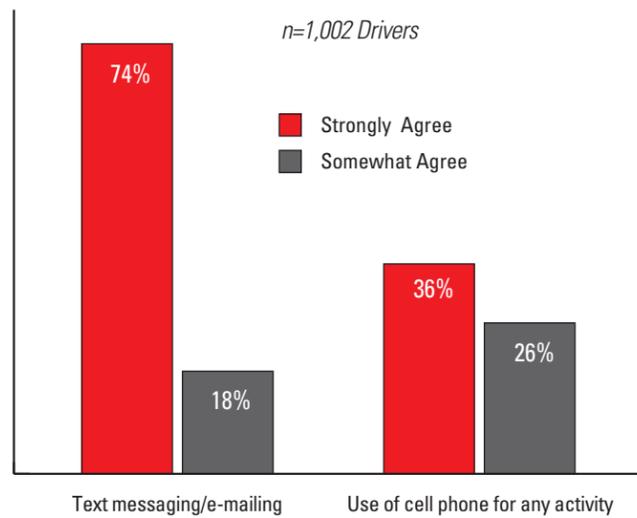
“Even with the laws in place, it’s next to impossible to enforce because cops can’t see what people are doing below the windows of the car. And with all the tragedies from distracted driving, there are still millions of people who simply don’t care and continue to do it. The cell phones need to be inaccessible and disabled, that’s the only thing that’ll put a stop to this.”

Drivers were more supportive of laws and regulations prohibiting text messaging while driving than they were of technology preventing these activities.

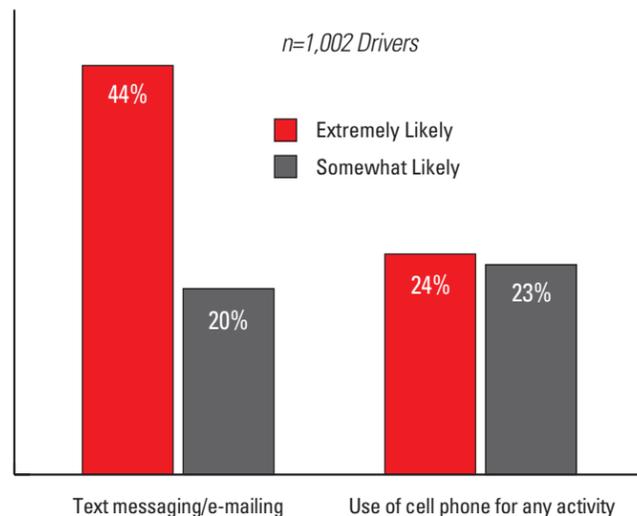
As in previous years, drivers were more supportive of legislation prohibiting text messaging/e-mailing while driving than they were of legislation prohibiting other cell phone use.

Most drivers agreed with laws intended to specifically prohibit young drivers from using hand-held cell phones to make/receive calls (88%) or to send/receive text messages and e-mails (91%) while driving.

Do you agree or disagree with a measure that would prohibit people from text messaging/e-mailing or using a cell phone for any activity while driving?



How likely are you to support technology that would prohibit using a cell phone for making/receiving calls or receiving/responding to text messages while driving?

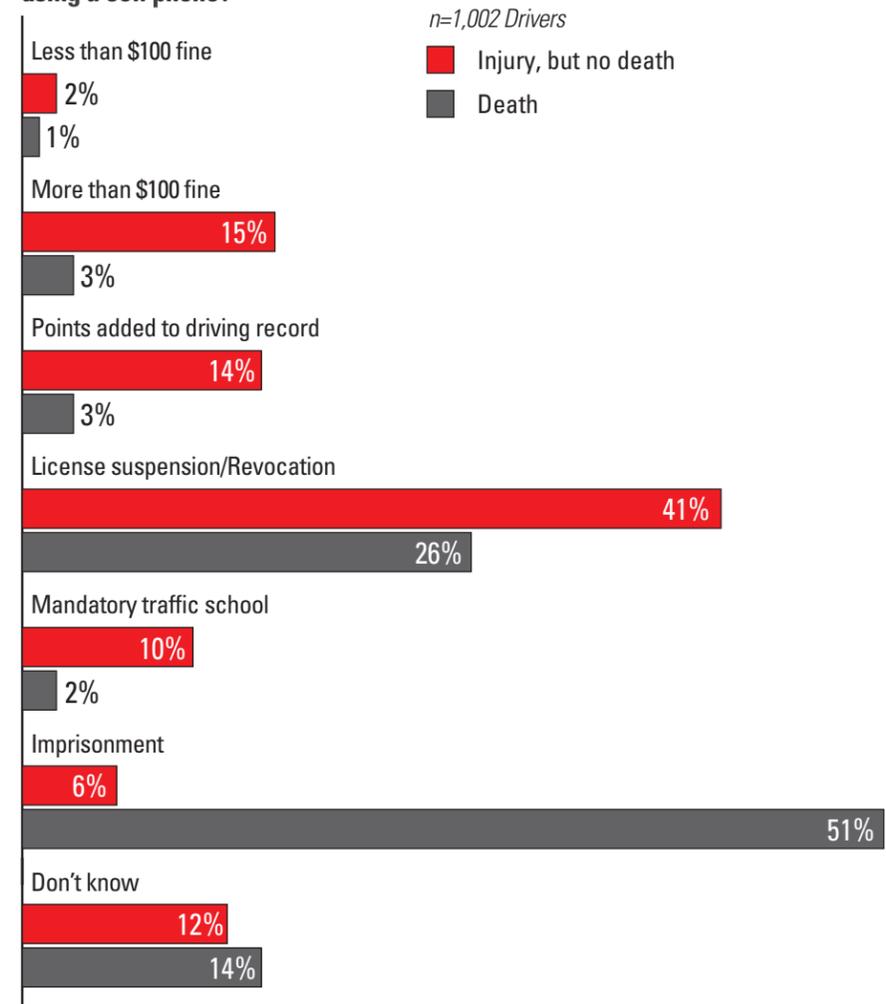


Drivers continued to favor harsher penalties for accidents involving a cell phone that resulted in death.

More than half of drivers felt that imprisonment was the appropriate penalty for a cell phone-related accident that resulted in death.

License suspension/revocation was frequently selected as an appropriate penalty for cell phone-related accidents, with more than 4 out of 10 drivers favoring it as a penalty for accidents involving injury but not death, and over one-fourth of drivers favoring it as a penalty for an accident resulting in death.

What is the appropriate penalty for the driver who caused an accident while using a cell phone?



Drivers felt that existing laws governing the use of cell phones while driving are infrequently enforced.

More than half of drivers felt that laws prohibiting drivers from using a cell phone while driving to send/receive calls (58%) and to send/receive text messages and e-mails (54%) are enforced to little or no extent.

Online Consumer Comments

“People die as a result of distracted drivers. What is so important that people can’t wait a few minutes to get or send a message?”

“Because cell phone use while driving, much like drinking alcohol before getting behind the wheel, is a choice the driver makes. I think that penalties for texting, cell phone use, and drinking and driving should be on the same level.”

“If fining one person from texting while driving stops an accident, then I think the laws are worth the hassle.”

“It seems the only way to stop the problem is to make the laws really tough. Otherwise it doesn’t seem to work.”

“Money is the one thing that would really hit me harder than most anything else. It’s something I can clearly see. I don’t necessarily see points on a license, but I do see my bank account drop.”

“Teens do what their parents do and many parents text and talk on the phone while driving. We need to find a way to educate parents to discuss the risks and responsibilities of driving, and the danger of dividing their attention between a cell phone and the road.”