

*Governor's*  
EXECUTIVE LEADERSHIP TEAM  
— — — — — *on* — — — — —  
HIGHWAY SAFETY



# #YOURSAYVA DIGITAL TOWN HALL ON DISTRACTED DRIVING

Survey Results

Marshall M. Herman

Special Assistant

Office of the Secretary of Transportation

May 14, 2019

# Background

**In December 2018, Governor Northam announced Executive Directive Two establishing the Executive Leadership Team on Highway Safety.**

**In addition, he announced team's first official initiative and kicked off of the #YourSayVA Digital Town Hall on Distracted Driving.**



# Purpose

**The purpose of the online survey was to allow Virginians to share their thoughts on distracted driving and other unsafe driving behaviors with the Governor's Executive Leadership Team on Highway Safety.**

# Survey and Response

**The survey consisted of 11 questions:**

- **Six questions allowed respondents to select a response from options provided**
- **Five were open ended, which allowed respondents to provide unstructured feedback.**

# Survey and Response

**There were 2,084 responses received (December 4-31, 2018).**

**Participants voluntarily responded after they were made aware of the survey through media coverage, outreach by the Governor's Executive Leadership Team on Highway Safety and their safety partners, news releases, and social media posts about the #Digital Town Hall.**

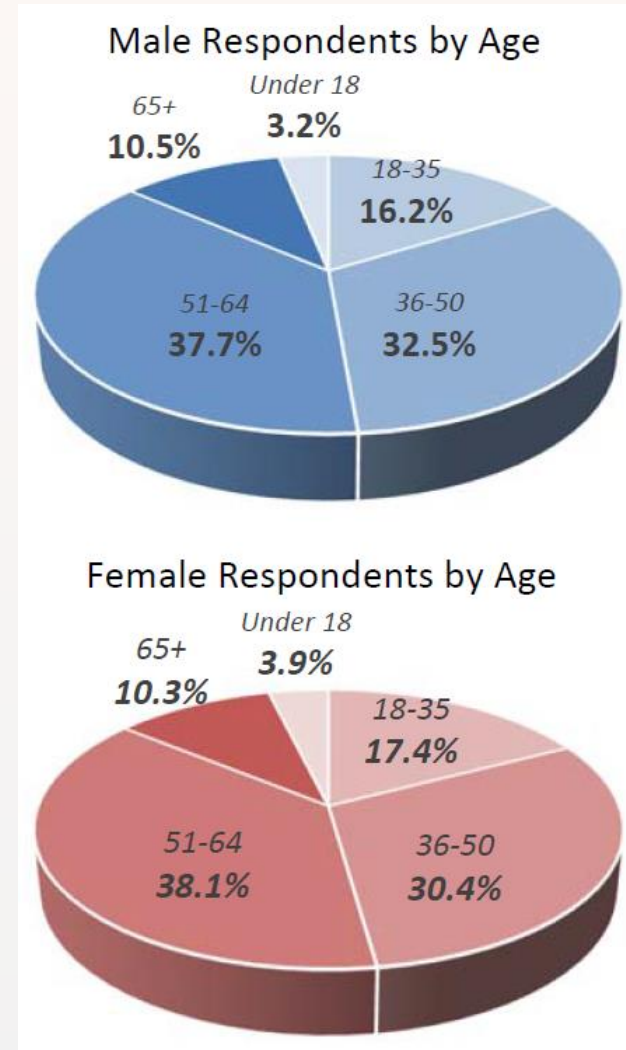
# Summary of Survey Responses: Questions 1-6

Survey Question	Percent of Total Respondents							
<b>Respondent Perceptions</b>								
Ranking of Risky Behaviors*	Highest	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	Lowest	Trend
Distracted Driving	49.2%	17.1%	14.1%	9.3%	5.1%	2.7%	2.6%	
Drunk Driving	24.2%	24.5%	18.4%	14.7%	10.4%	4.6%	3.2%	
Aggressive Driving	10.8%	19.3%	16.9%	17.8%	17.9%	11.4%	5.9%	
Not Wearing a Seatbelt	5.9%	4.9%	5.3%	6.3%	8.7%	18.2%	50.6%	
Speeding	4.7%	9.6%	12.7%	9.7%	14.5%	28.3%	20.5%	
Drugged Driving	3.2%	18.9%	20.6%	20.5%	18.4%	13.6%	4.8%	
Drowsy Driving	2.0%	5.8%	12.0%	21.7%	25.0%	21.3%	12.3%	
Seriousness of Distracted Driving	<b>Very Serious</b>	→		→		→		<b>Not Serious</b>
	80.4%	13.3%	4.9%	0.8%	0.6%			
<b>Respondent Reported Actions</b>								
Phone Use Frequency as a Driver	<b>Never</b>	←		←		←		<b>Frequently</b>
	21.7%	44.2%	20.6%	5.7%	7.7%			
Asked Driver to Stop Using Phone as a Passenger	<b>Yes</b>	<b>No</b>						
	70.1%	29.9%						

\* Behaviors listed in order of being ranked as most serious

# Questions 1 and 2: Demographics of Respondents

- **52.8% male**
- **47.2% female**
- **More than 68% between the ages of 36 and 64**
- **Nearly 17% were in the 18 to 35 age range**





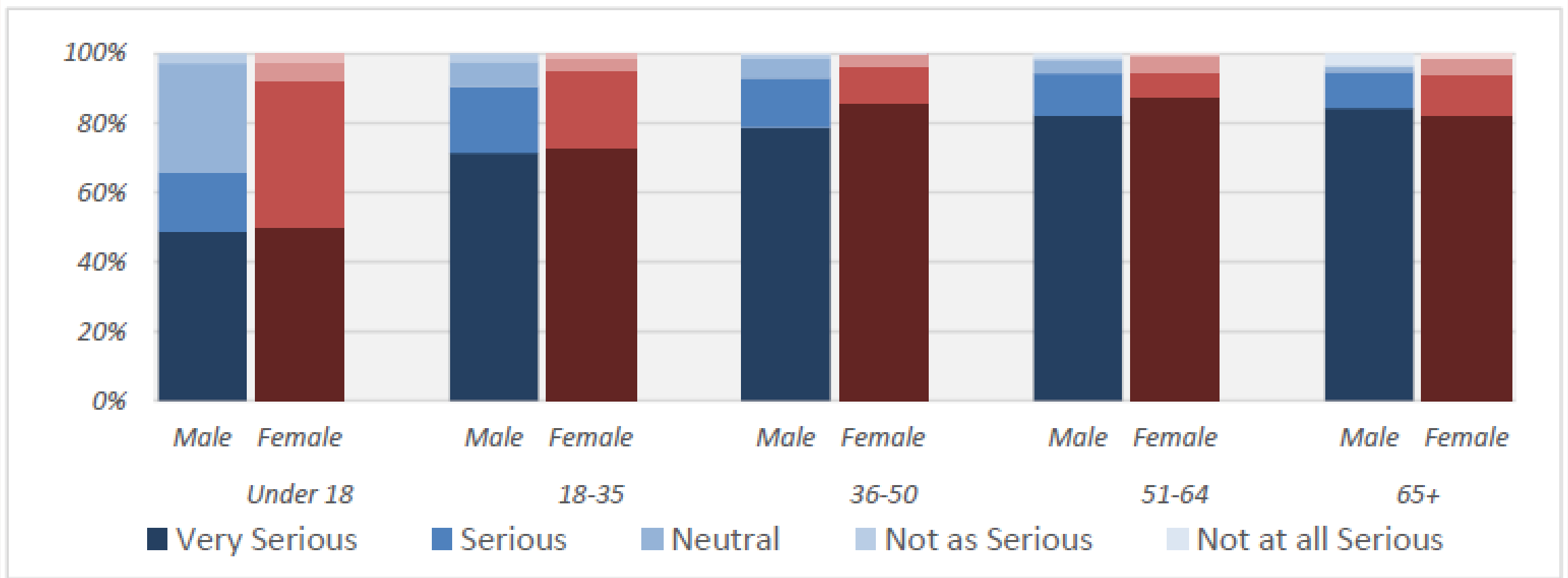
## Question 3

Highway safety issues ranked (1 = most serious; 7 = least serious):

1. Distracted driving
2. Drunk driving
3. Aggressive driving
4. Drugged driving
5. Drowsy driving
6. Speeding
7. Not wearing seatbelts

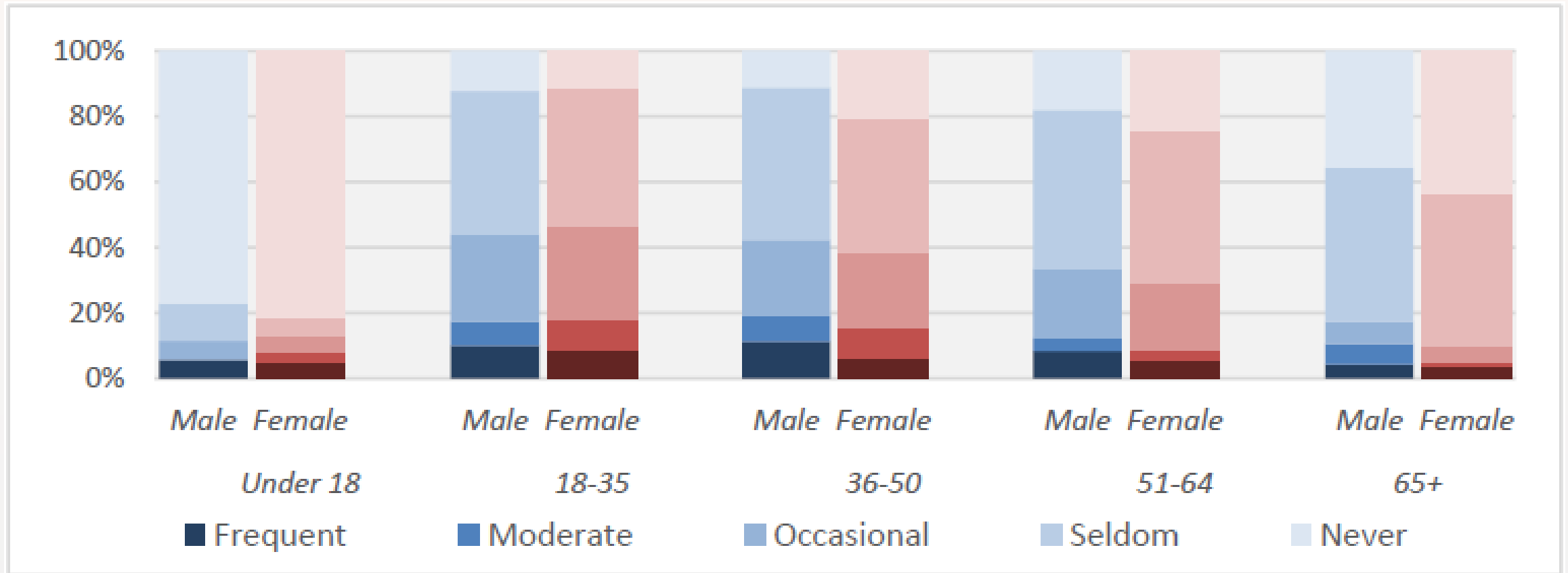
# Question 4

## How serious of a problem do you think distracted driving is?



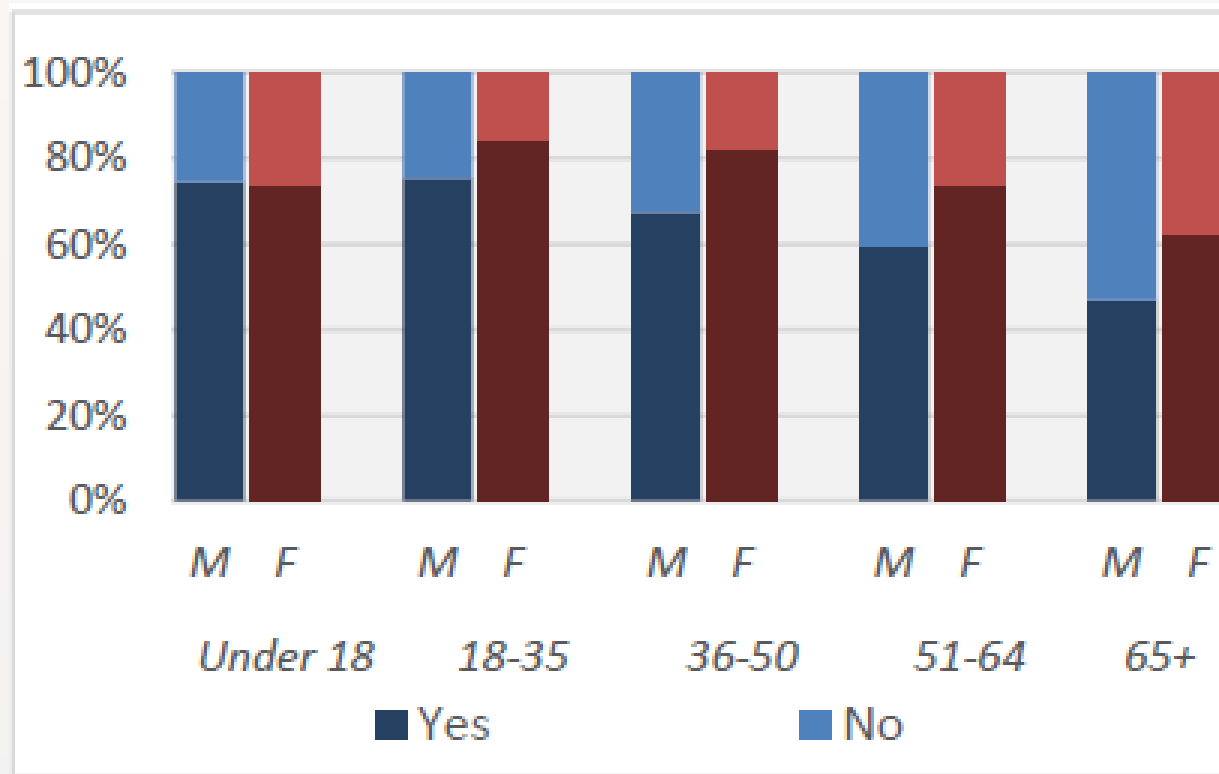
# Question 5

## How frequently do you use your phone while driving?



# Question 6

As a passenger, have you ever asked a driver to put away a phone while driving?



# **Summary of Survey Responses: Questions 7-12**

**Respondents were able answer five open-ended questions without restriction.**

**This allowed for unstructured feedback.**

# Question 7

Why do you think people interact (text, email, use apps) with phones while driving?

- Phone
- Text
- Drive
- Addict/need/want
- Time
- Feel
- Multitask
- Instant
- Connect
- Boredom
- Respond
- Miss
- Wait
- Habit
- Communicate/call
- Business/work

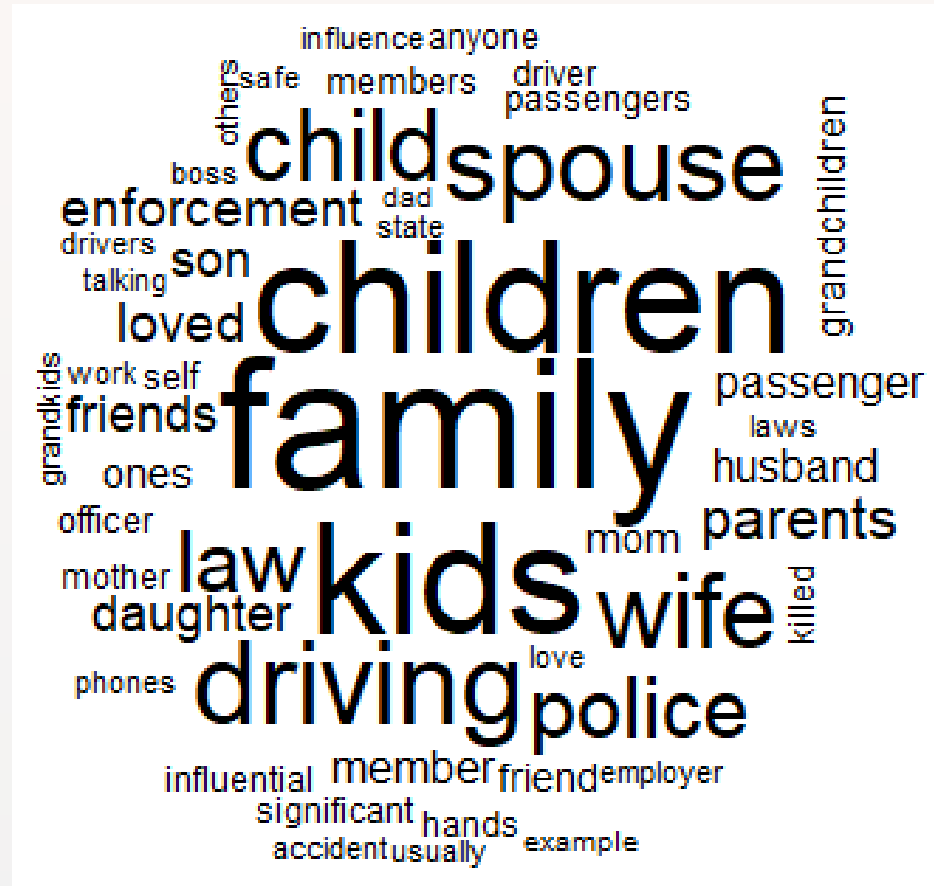
## **Question 8**

**If you talk on or use your phone in any way (either handheld or hands-free) while driving, what would influence you to stop?**

- **Driving**
- **Hands/hands-free/handheld**
- **Law/illegal/enforcement**
- **Ticket/fine/penalty**
- **Accident/crash**
- **Emergency**
- **Terms related to individuals**

## Question 9

Who might be the most influential person in getting you to put away your phone before driving?





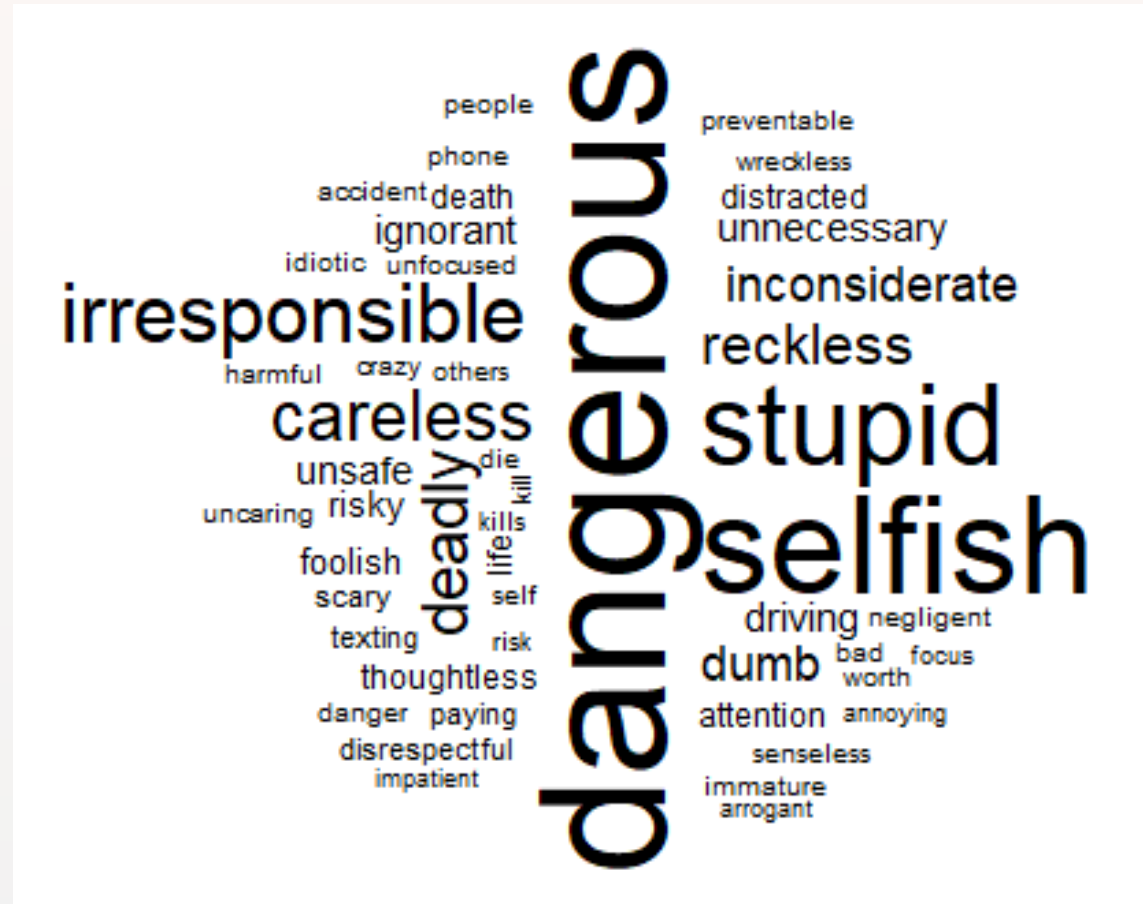
## Question 10

**What suggestions do you have to encourage people to proactively minimize/eliminate distractions while driving?**

- **Suggestions covered the spectrum of affecting internal behavior to offering external dis-incentives or incentives, to use of technology, to enhancing education and advertisement to denying that anything will work.**

# Question 11

What are three words you would use to describe the act of driving distracted?



# Summary of Survey Responses: Questions 7-12

From this assessment, three points stood out:

1. Respondents overwhelmingly considered family members to have the most influence on driver behavior.
2. “Dangerous” was the most used word when respondents described distracted driving.
3. Survey responses indicated that there is a belief that drivers are addicted to their phones.

# Lessons Learned

- **Structure of certain questions**
- **Open-ended questions resulted in time consuming assessment**

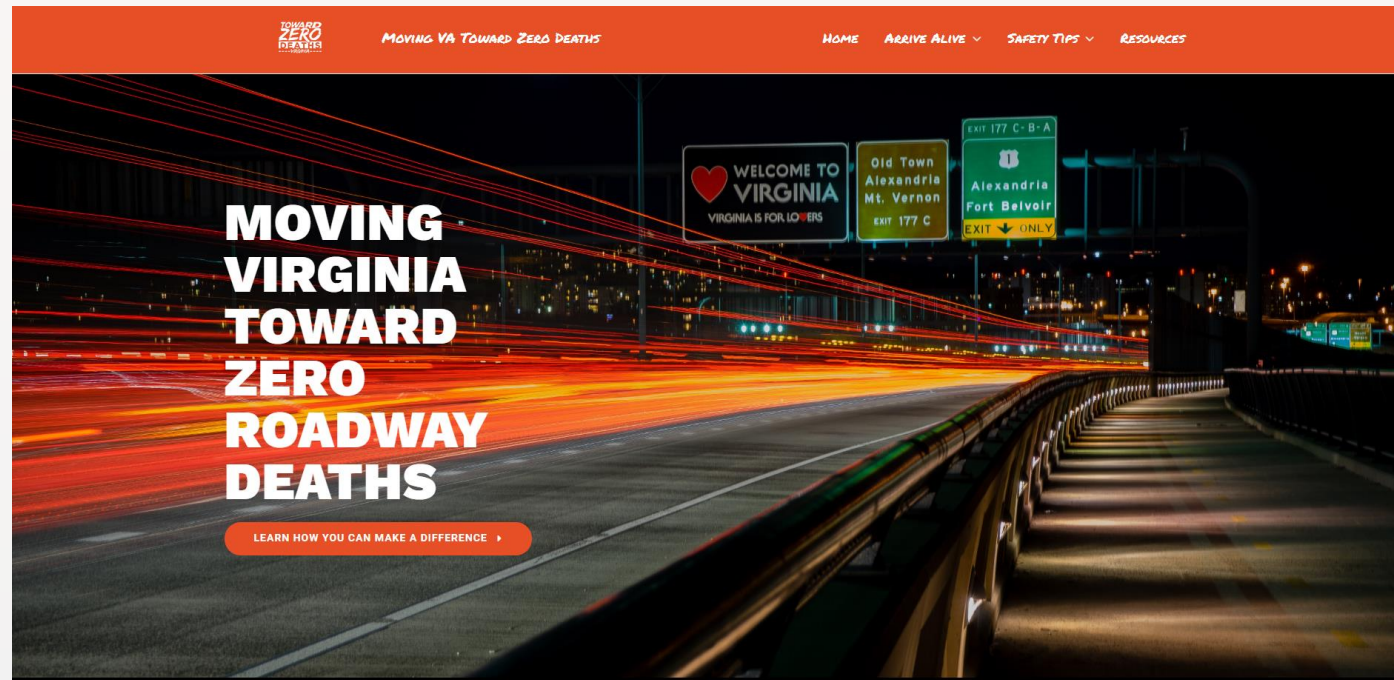
**The Governor's Executive Leadership Team on Highway Safety will work closely with survey experts at the Virginia Tech Transportation Institute in future Digital Town Halls.**

# Moving Forward

**The Governor's Executive Leadership Team on Highway Safety will use the data from this survey to make informed decisions on future campaigns.**

# Assessment Document

Complete results of the #YourSayVA Digital Town Hall on Distracted Driving are posted on Virginia's Toward Zero Deaths website at [www.TZDVA.org](http://www.TZDVA.org).



# THANK YOU

Marshall M. Herman

Special Assistant

Office of the Secretary of Transportation

May 14, 2019