

A background image showing a man's profile in a car, looking down at a smartphone held in his hand. The image is slightly blurred, emphasizing the text in the foreground.

DISTRACTED DRIVING IN AMERICA

**A NATIONAL POLL COMMISSIONED BY
SELECTIVE INSURANCE AND ADVOCATES
FOR HIGHWAY AND AUTO SAFETY, AND
CONDUCTED BY THE HARRIS POLL, EXAMINING
MOBILE DEVICE USE WHILE DRIVING**



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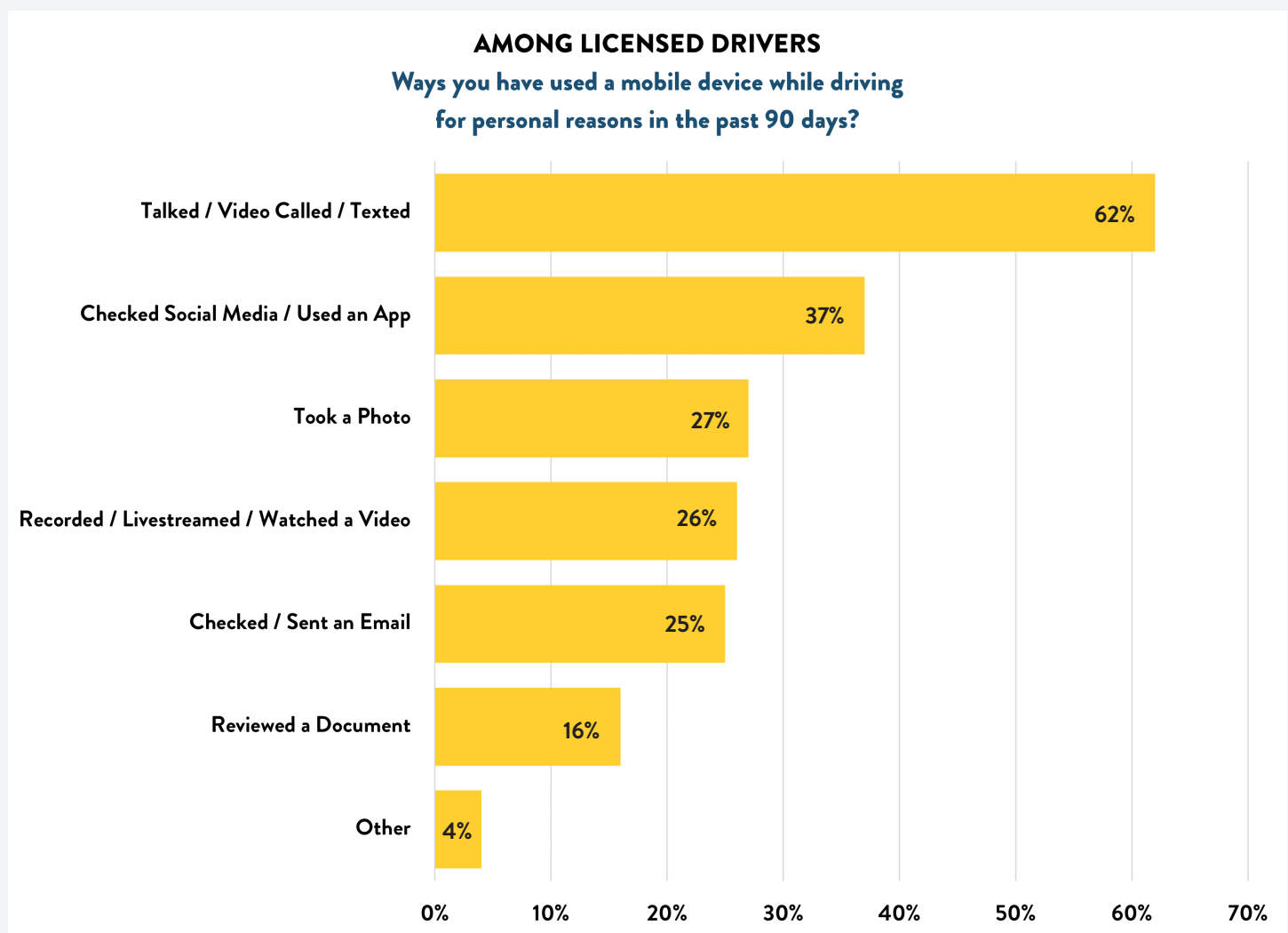
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MARCH 2022



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Distracted driving due to mobile device use is rampant. Nearly three-quarters (70%) of licensed drivers indicate that they used a mobile device while driving for personal reasons in the past 90 days.



Base: Licensed Drivers (n=1,848)

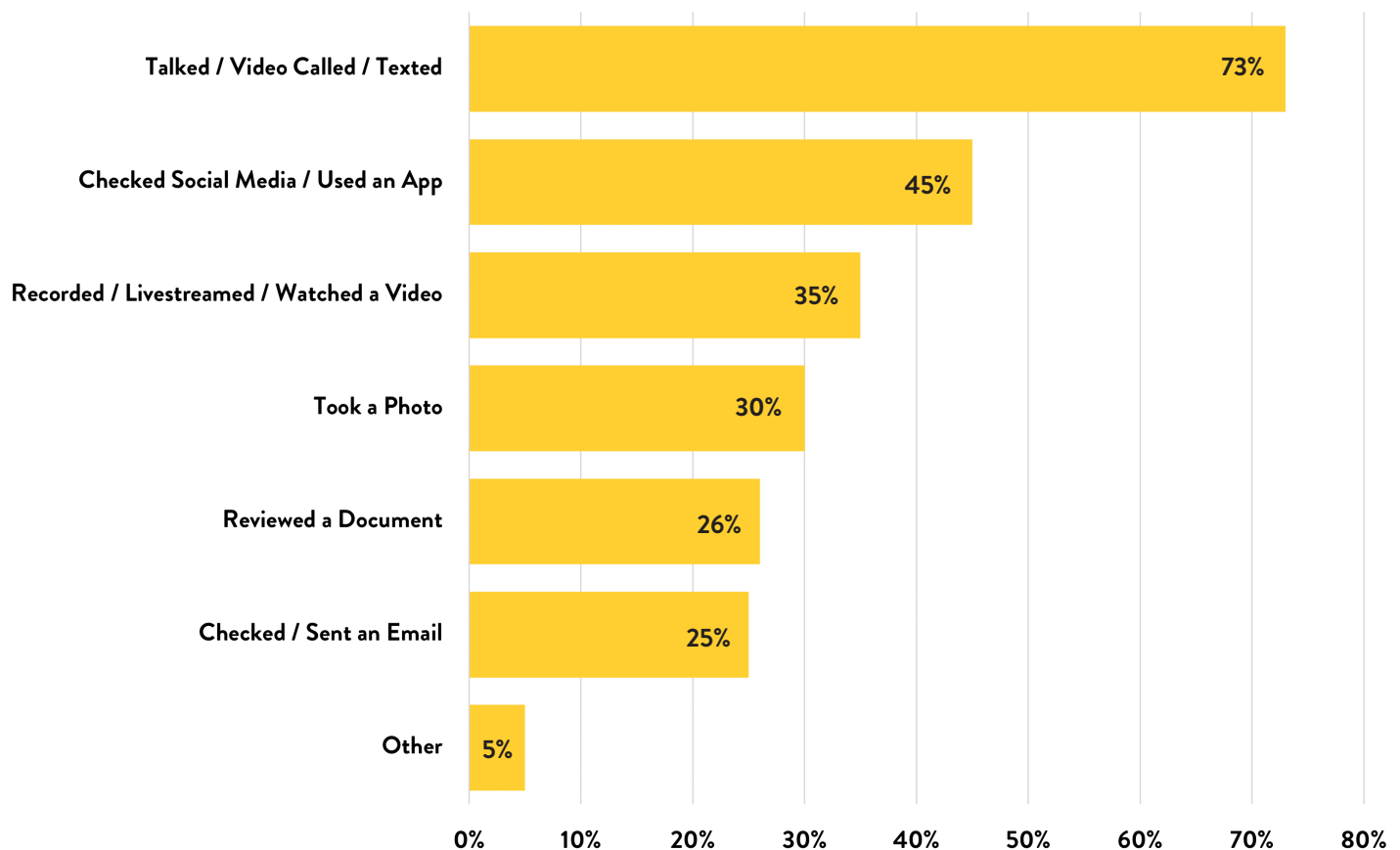


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This dangerous practice is even more widespread among those whose jobs include driving responsibilities with 86% of those licensed drivers reporting that they used a mobile device while driving for work in the past 90 days.

**AMONG LICENSED DRIVERS WHOSE JOB REQUIRES
THEM TO DRIVE AT LEAST SOMETIMES**

Ways you have used a mobile device while driving for work-related purposes in the past 90 days?

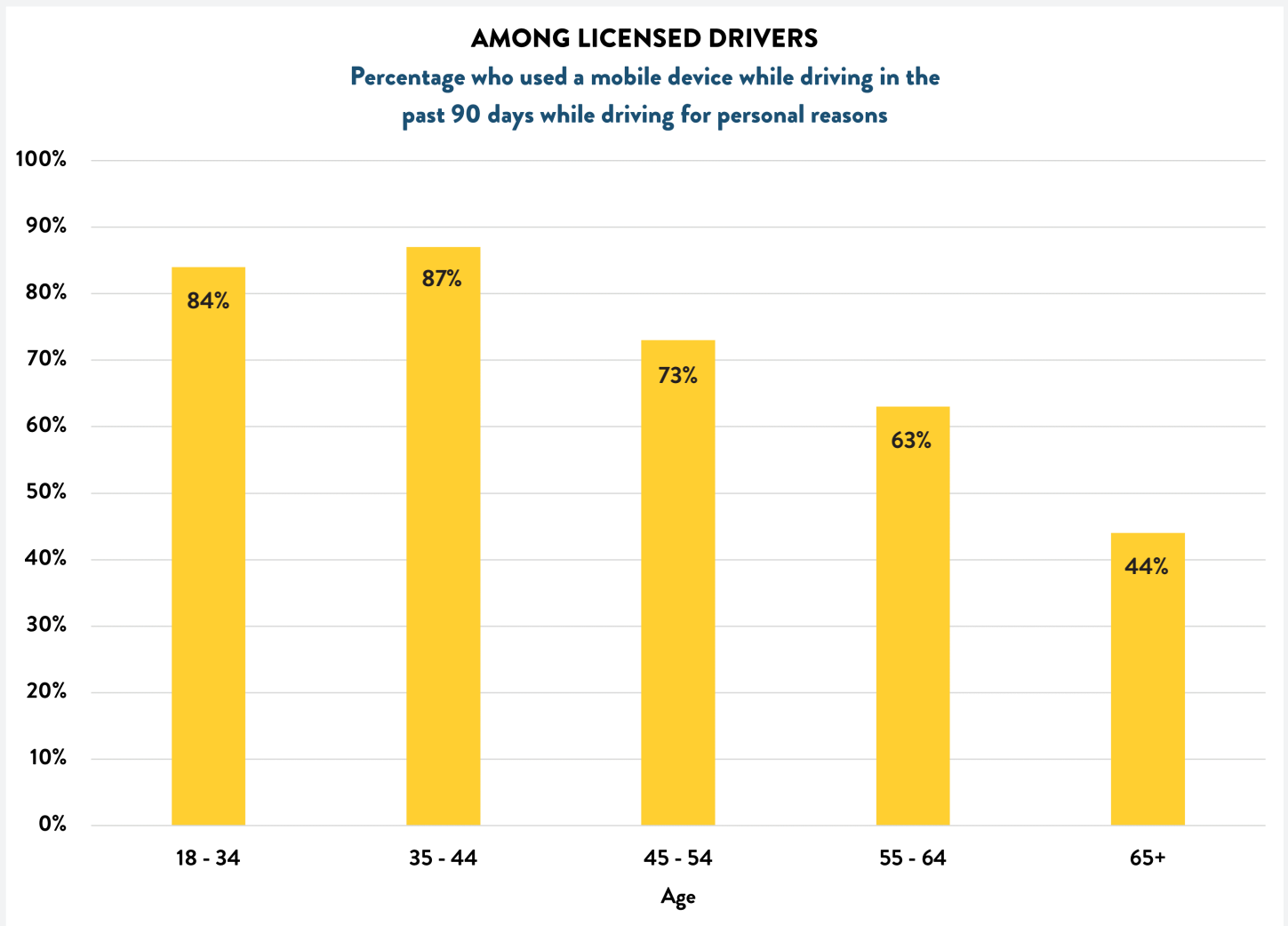


Base: Employees Whose Job Requires Them To Drive At Least Sometimes (n=448)



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While licensed drivers across all age groups report using mobile devices while driving for personal reasons in the past 90 days, such use is especially pervasive among drivers between the ages of 18 and 44. With the exception of drivers aged 65 and above, the majority of drivers across age groups report using a mobile device while driving.

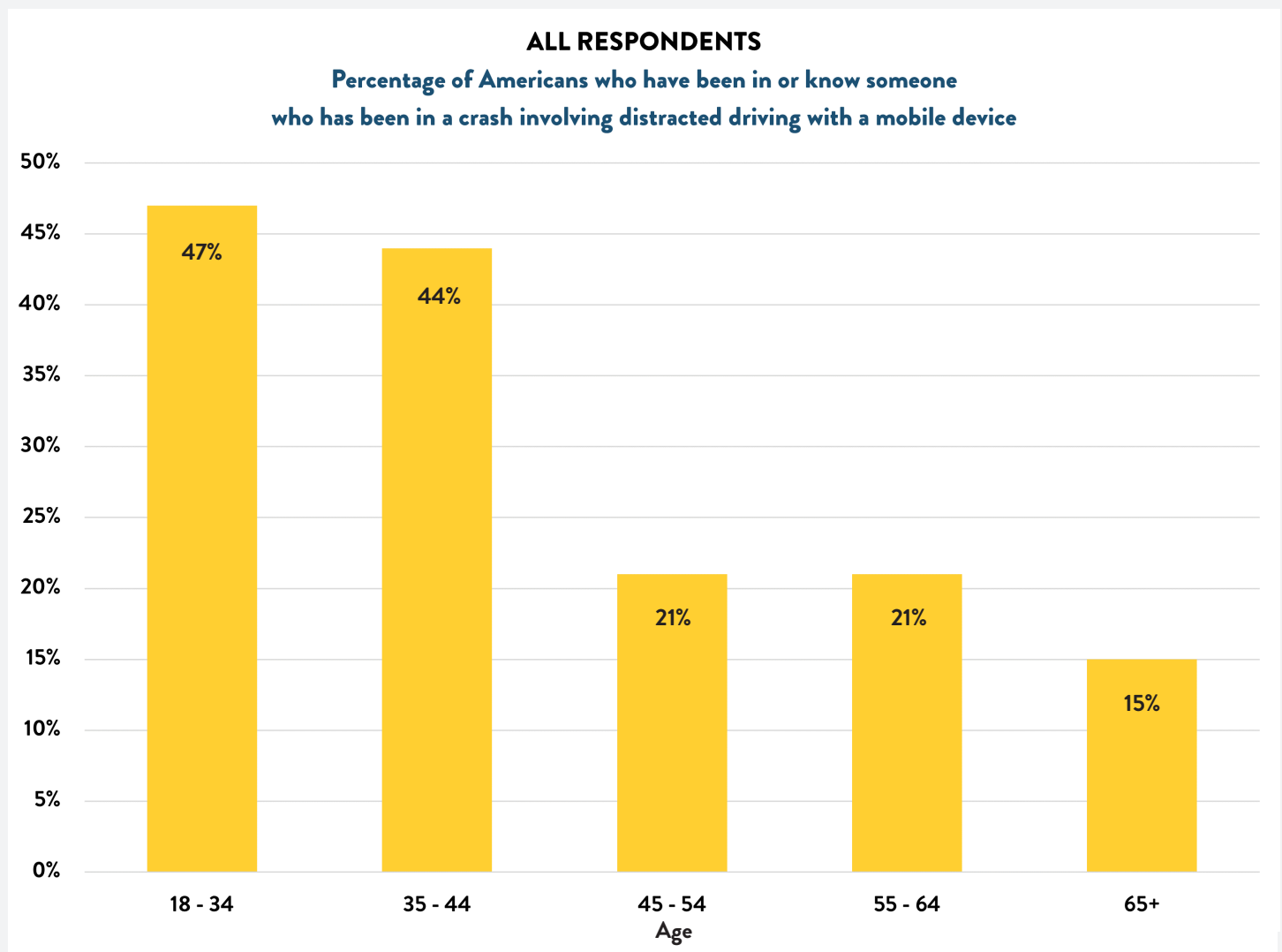


Base: Licensed Drivers (n=1,848)



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Nearly one in three Americans (31%) have either been in or know someone who has been in a crash that occurred while a driver was using a mobile device. Americans aged 18-34 are significantly more likely to say they or someone they know has been in a car crash involving distracted driving with a mobile device (47%) than Americans aged 45-64 (21%).



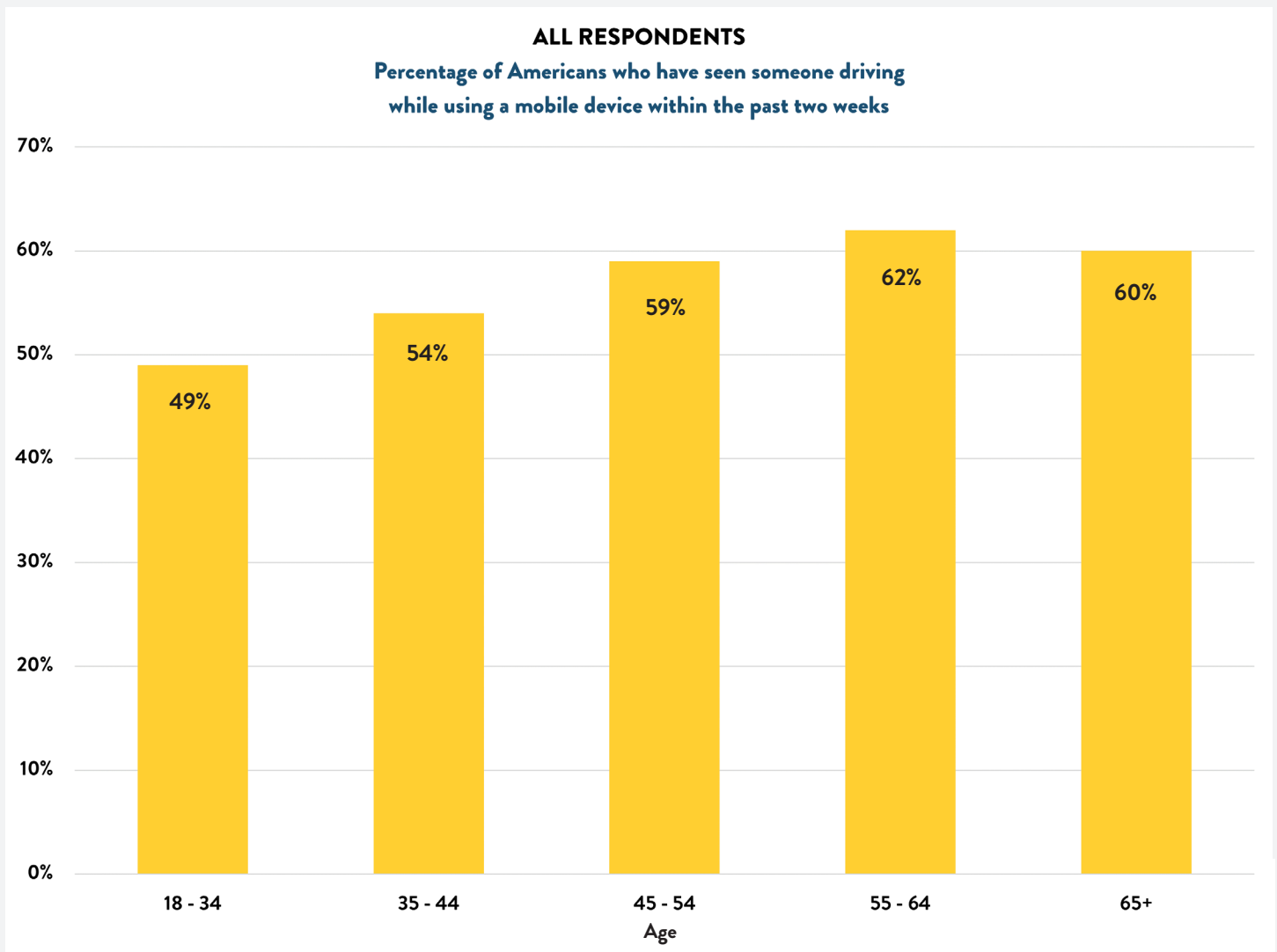
Base: Americans 18+ (n=2,073)

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More than half of Americans have seen people driving while distracted by a mobile device in the past two weeks (56%).



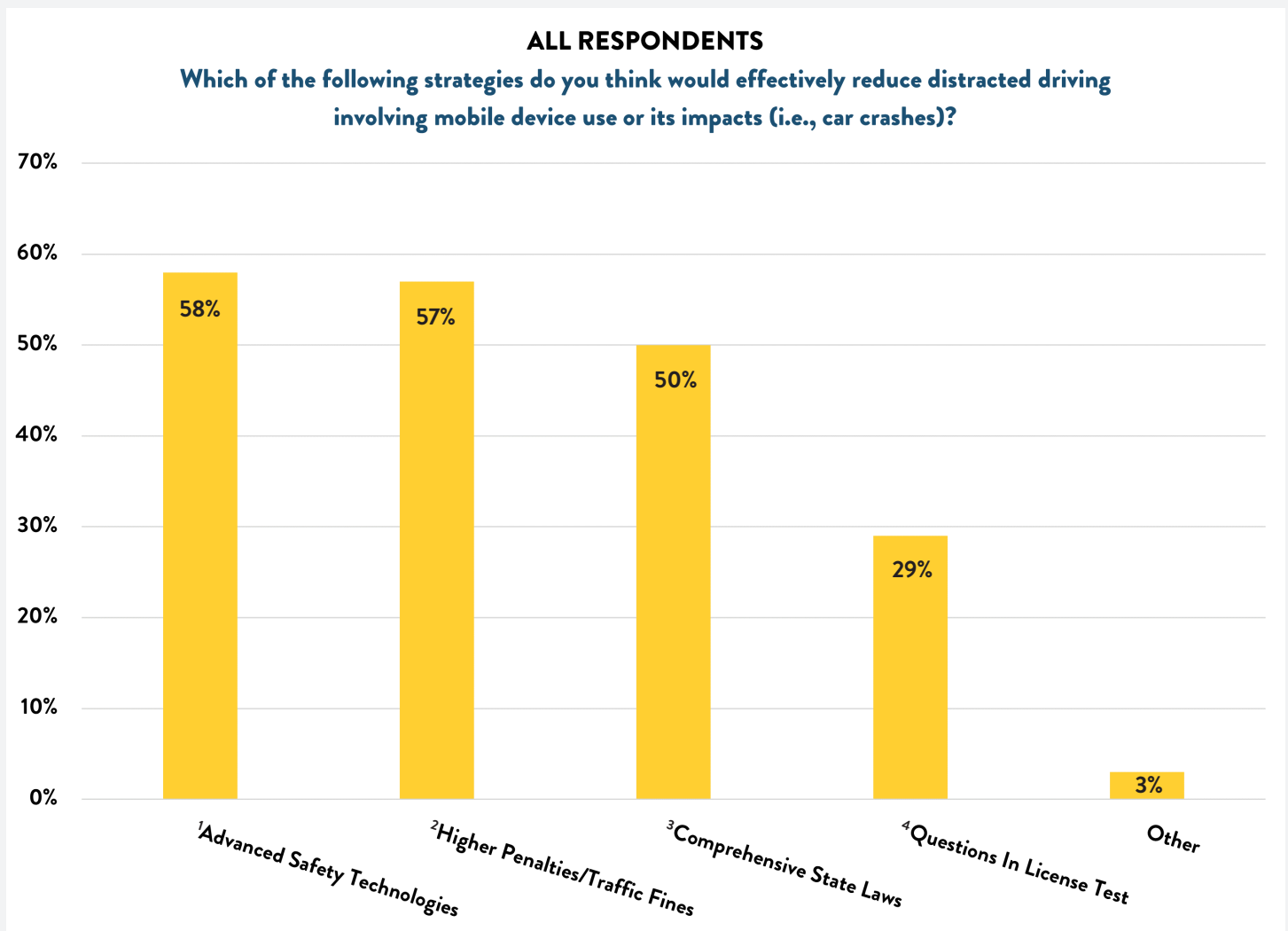
Base: Americans 18+ (n=2,073)

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The public believes several strategies could effectively reduce mobile device use while driving or its impacts and is largely unified across political party lines. The top strategy for effective reduction is requiring advanced vehicle safety technologies in all new vehicles.



Base: Americans 18+ (n=2,073)

¹Advanced vehicle safety technologies required as standard equipment in all new vehicles

²Higher penalties/traffic fines for driving while distracted

³Comprehensive state laws that limit mobile device use while driving to directions or emergency purposes only

⁴Questions on the dangers of distracted driving and prevention in the driver's license test

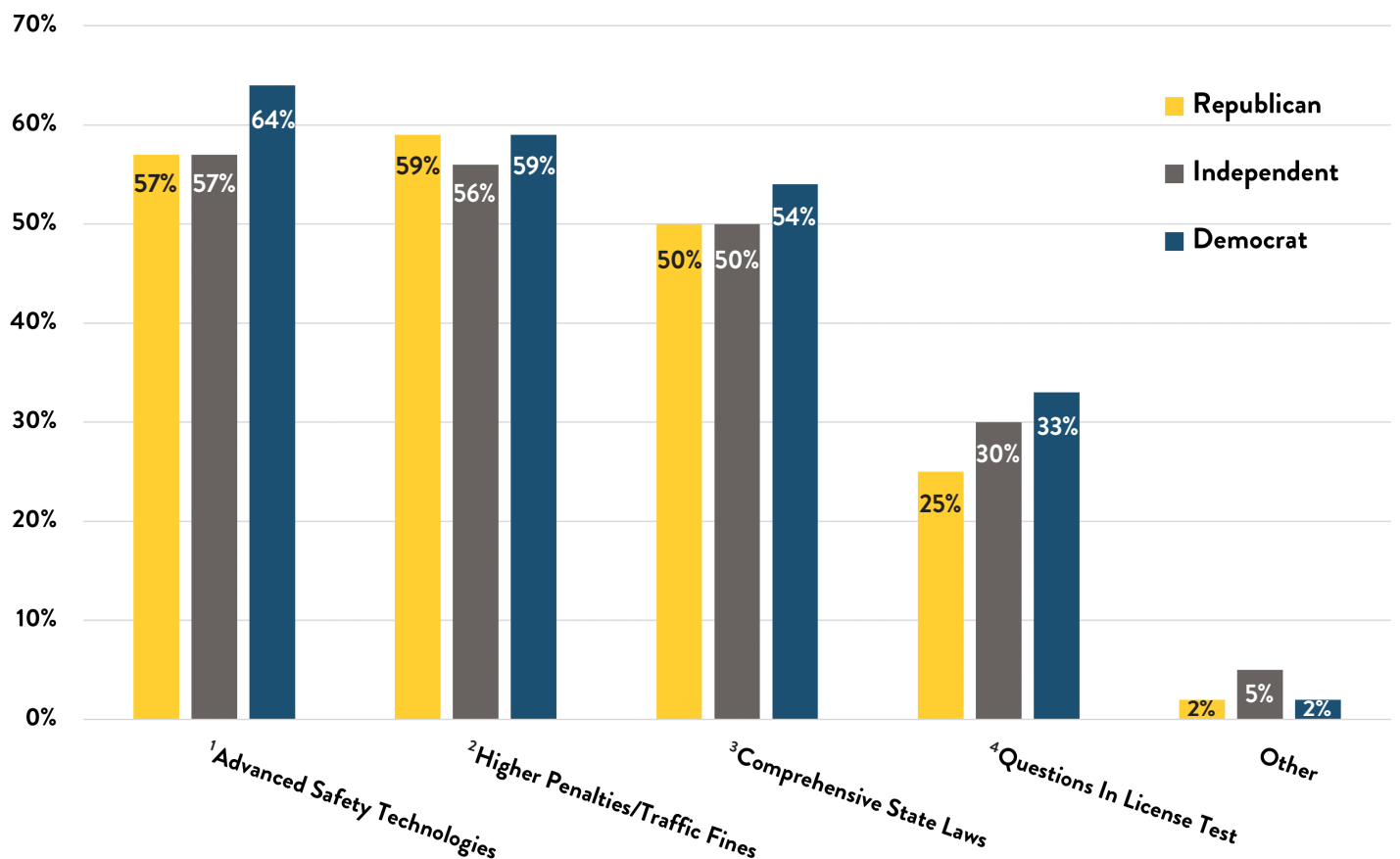
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ALL RESPONDENTS

Which of the following strategies do you think would effectively reduce distracted driving involving mobile device use or its impacts (i.e., car crashes)?



Base: Americans 18+ (n=2,073)

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²Higher penalties/traffic fines for driving while distracted

³Comprehensive state laws that limit mobile device use while driving to directions or emergency purposes only

⁴Questions on the dangers of distracted driving and prevention in the driver's license test

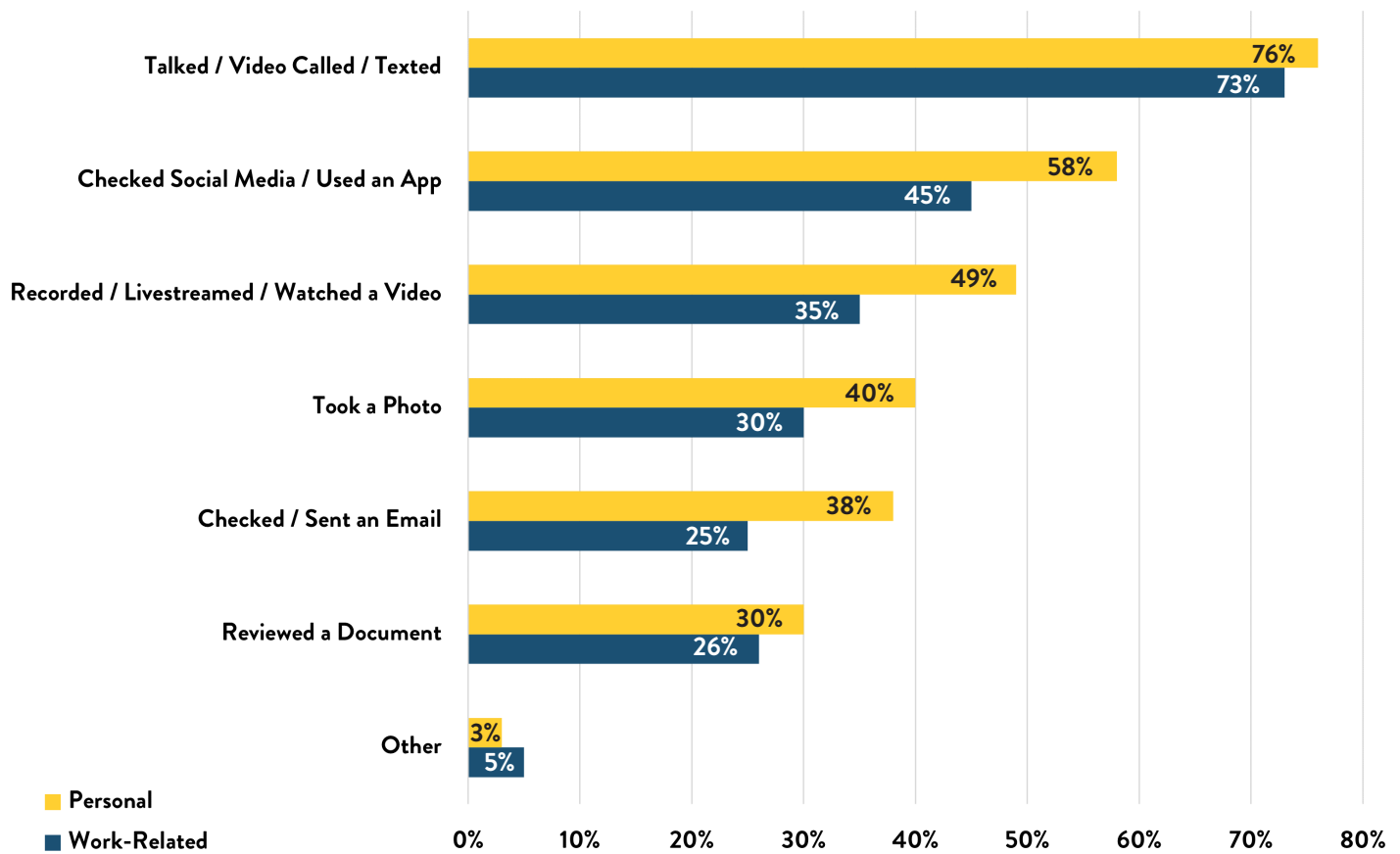
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The following three charts provide more details on mobile device use while driving.

**AMONG LICENSED DRIVERS WHOSE JOB REQUIRES THEM
TO DRIVE AT LEAST SOMETIMES: BEHAVIORS WHEN DRIVING FOR
PERSONAL REASONS VS. WORK-RELATED REASONS**



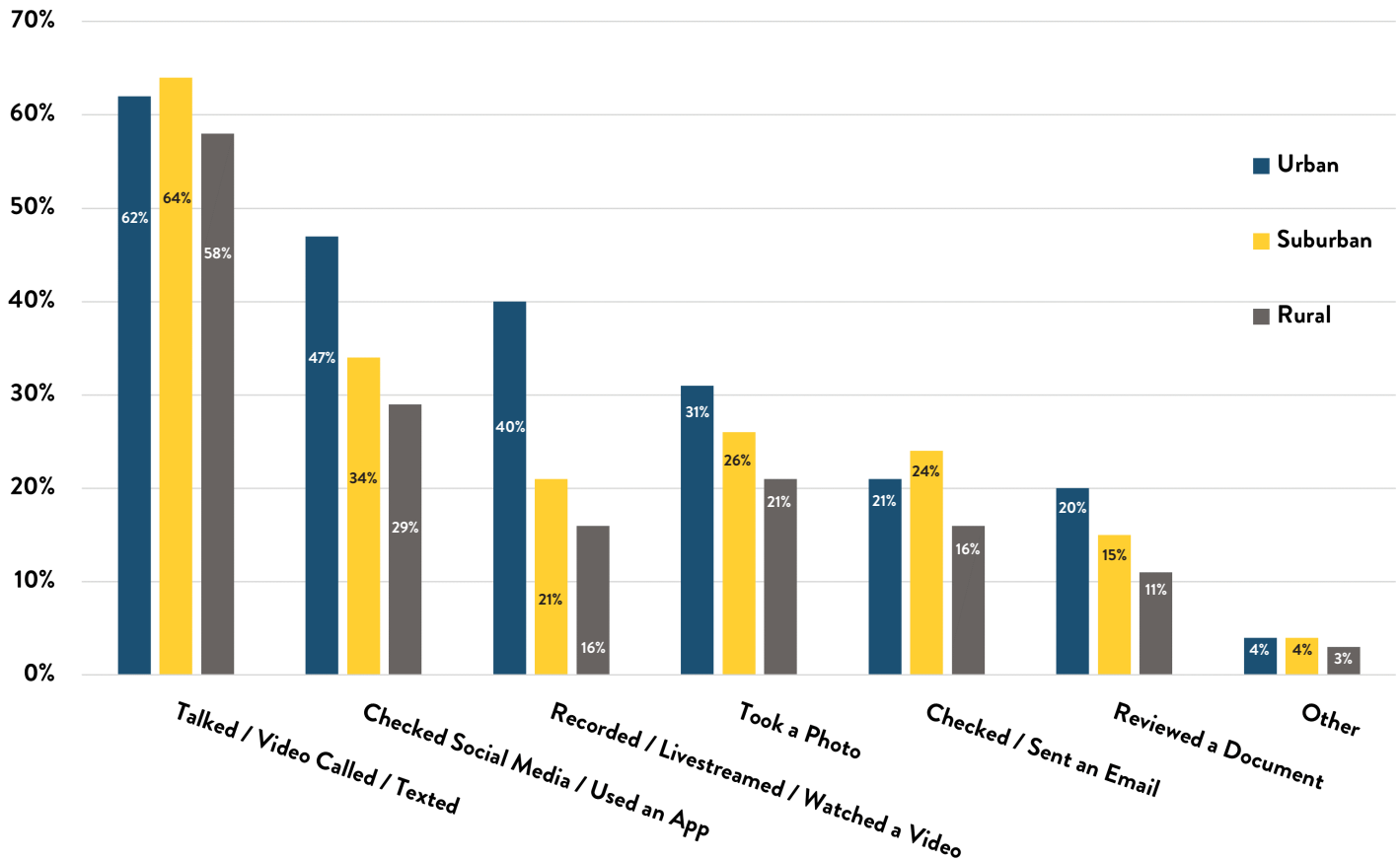
Base: Employees Whose Job Requires Them To Drive At Least Sometimes (n=448)



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AMONG LICENSED DRIVERS: BY DRIVER RESIDENCY

Ways you have used a mobile device
while driving for personal reasons in the past 90 days?



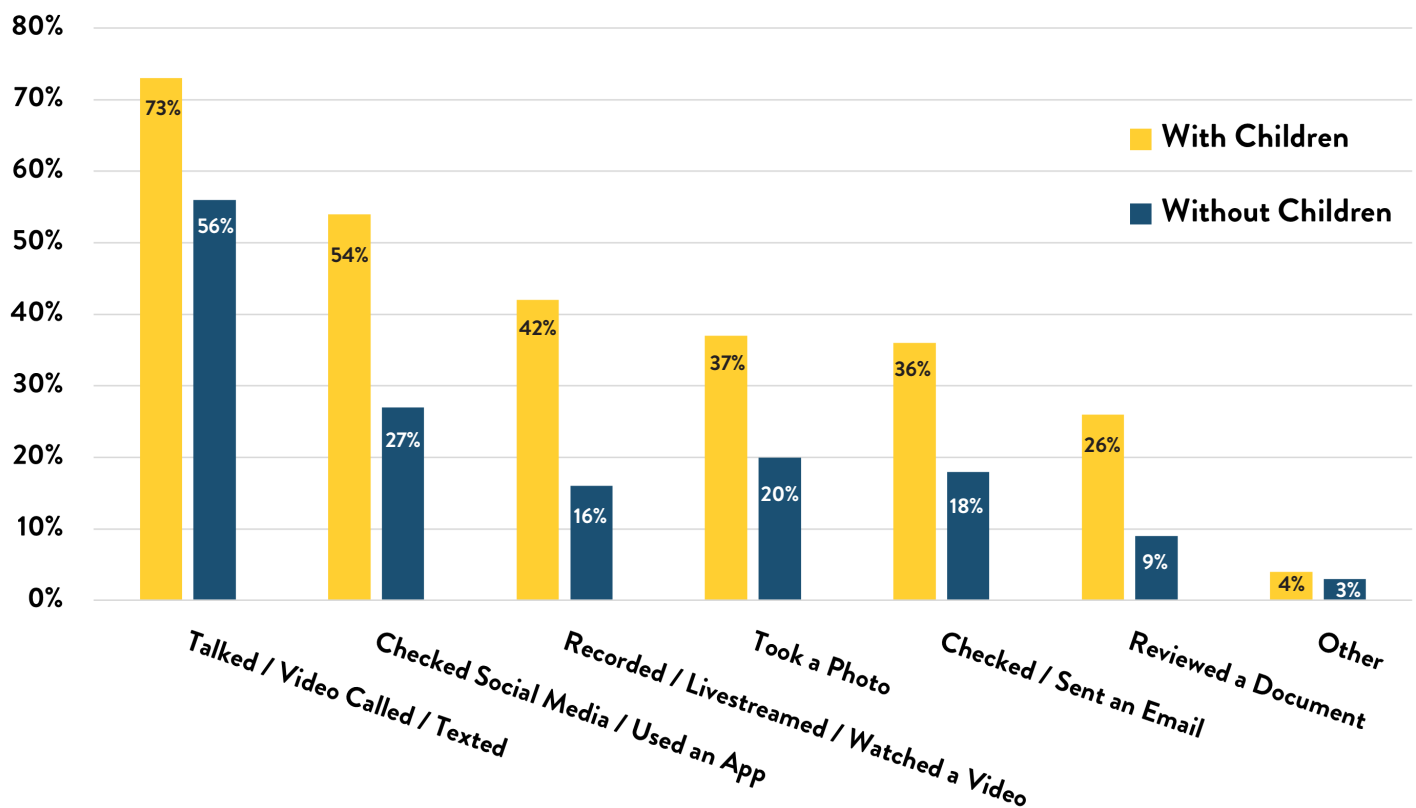
Base: Urban Licensed Drivers (n=529); Suburban Licensed Drivers (n=889); Rural Licensed Drivers (n=430)



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**AMONG LICENSED DRIVERS:
BY PRESENCE OF CHILDREN IN HOUSEHOLD**

**Ways you have used a mobile device while driving
for personal reasons in the past 90 days?**



Base: Americans 18+ (n=2,073)

Survey Method: This survey was conducted online within the United States by The Harris Poll on behalf of Selective Insurance and Advocates for Highway and Auto Safety from March 3-7, 2022 among 2,073 U.S. adults ages 18 and older, among whom 1,848 are licensed drivers. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Katelyn.Leondi@Selective.com SI-22-280

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