



March 2024

# Nationwide Agency Forward Driving Behaviors 2024 Survey Findings

# METHODOLOGY



## Audience

**General Consumers**  
*U.S. adults who own cars*

**State Consumer  
Oversamples**  
*Adults who own cars in North  
Carolina, South Carolina, Iowa,  
and Pennsylvania*

**Commercial Drivers**  
*U.S. adults who operate a  
vehicle as one of their core job  
responsibilities\**



## Sample Size



N=1,000



N=400  
*(n=100 per state)*



N=400



## Methodology

15 - Minute  
Online Survey



## Timing

Survey fielded  
March 4<sup>th</sup> – 15<sup>th</sup> 2024

*\*Note: Audience does not include long-haul/heavy trucking, tow trucks, app-based delivery drivers (e.g. DoorDash), or large corporate delivery drivers (FedEx, Amazon, UPS, etc.)*



# Detailed Findings

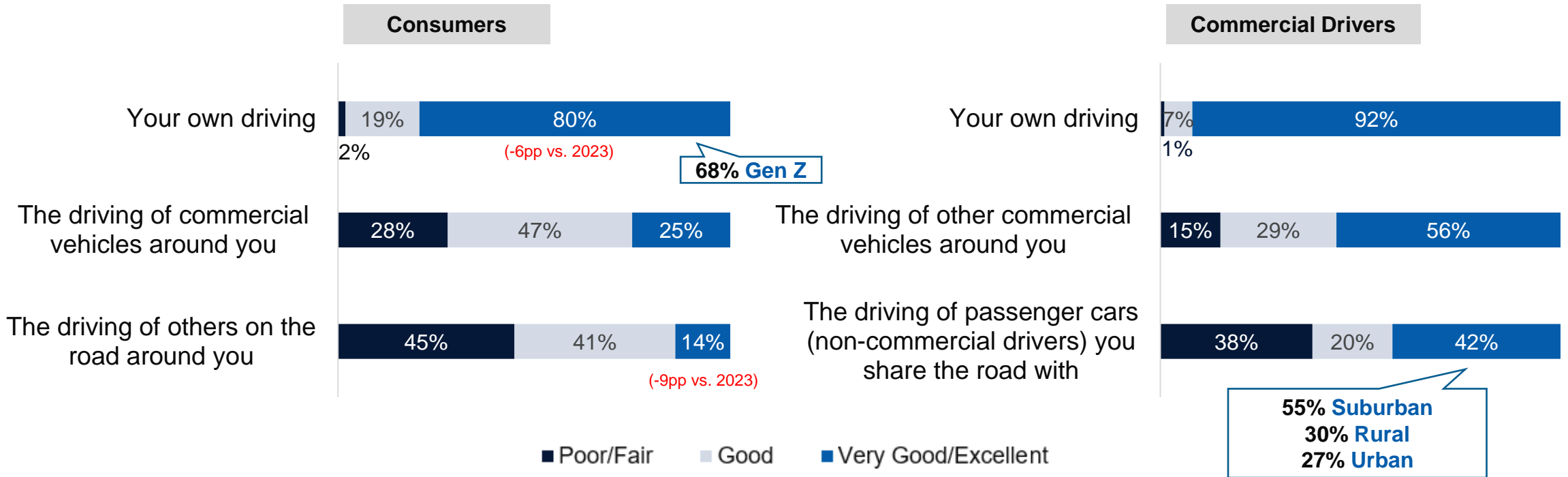


# The State of American Roads

# It's not me, it's you! – Both consumers and commercial drivers rate their own driving very highly, but are more critical of others on the road

Consumers are especially critical, with few rating the driving of others around them as very good or excellent.

**Driving Ratings**  
(Shown % Select)

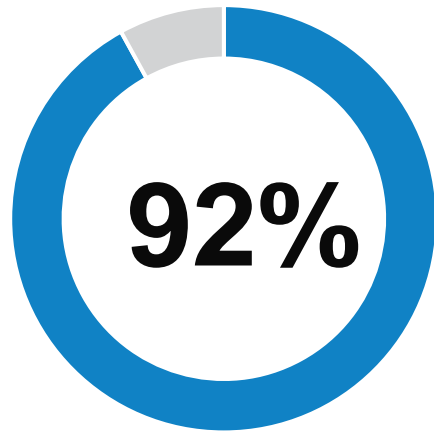


Q1. How would you rate... Base: Consumers (n=1,000)

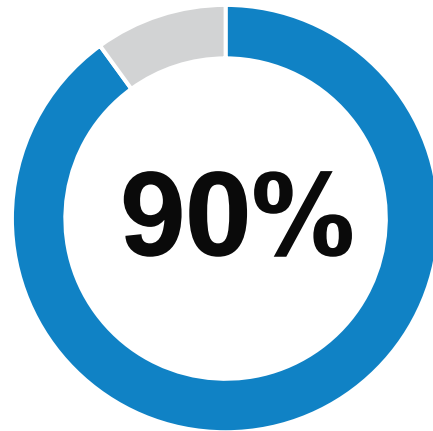
Q31. How would you rate ... Base: Commercial Drivers (n=400)

# Consumers largely agree driving has become more dangerous over the past year – with most seeing more aggressive and reckless behavior

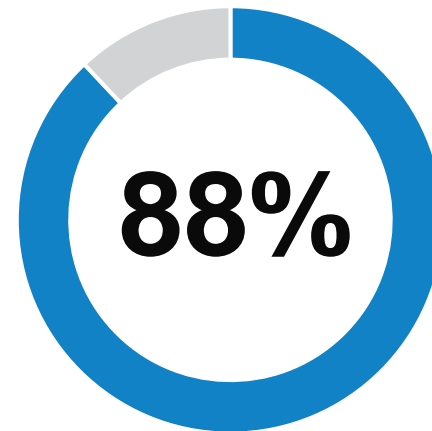
**Perceptions of Driving Behavior vs. 12 Months Ago**  
*(Shown % Select, T2B “Agree”)*



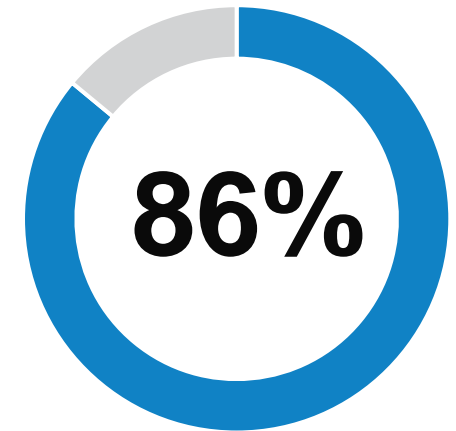
*Drivers are looking at their phones more often today*



*Drivers are more aggressive today*



*People drive faster today*

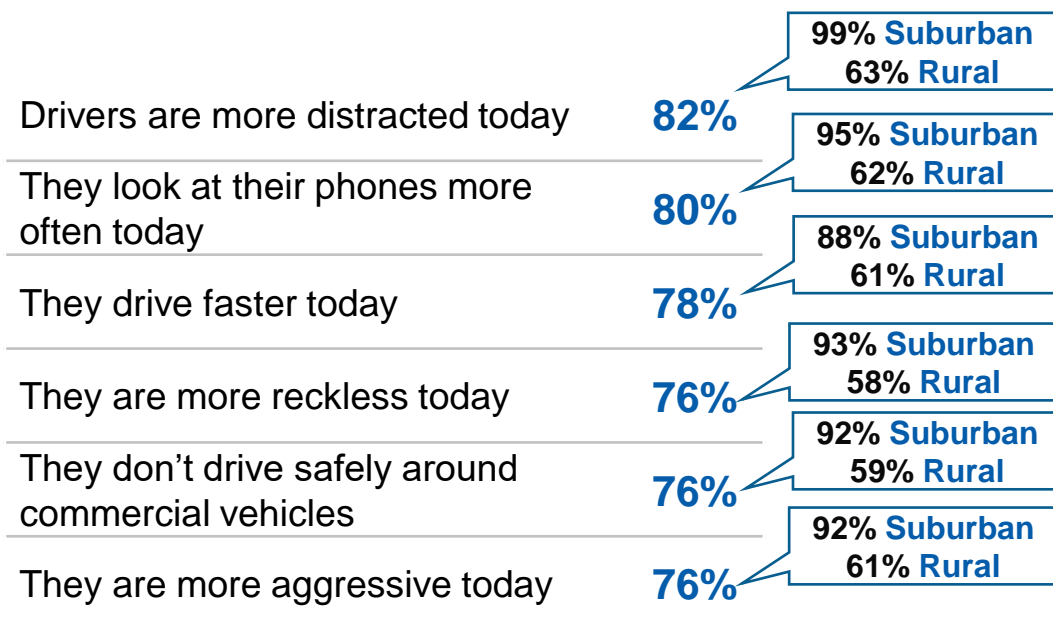


*Drivers are more reckless today*

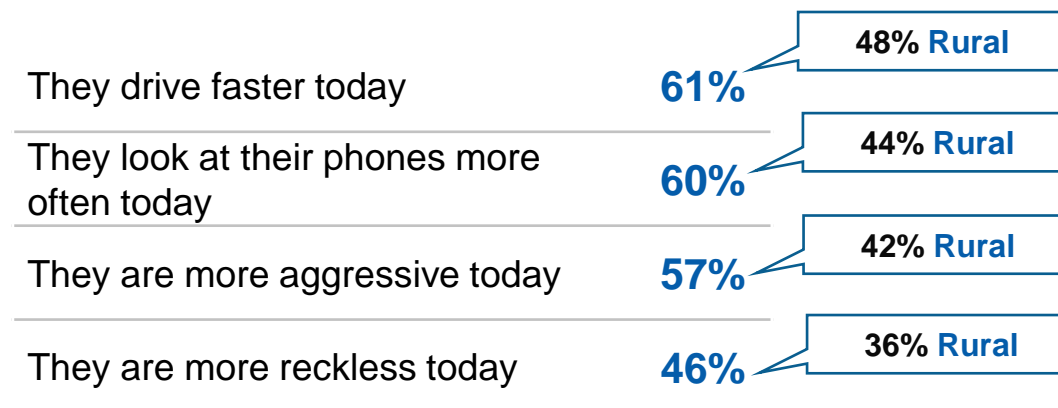
# Commercial drivers also agree driving behaviors have worsened over the past year – especially among drivers of passenger cars

Those in rural areas are less likely than other commercial drivers to agree driving behaviors have worsened over the past year.

## Perceptions of Passenger Car Driving Behavior vs. 12 Months Ago (Shown % Select, T2B “Agree”)



## Perceptions of Commercial Driving Behavior vs. 12 Months Ago (Shown % Select, T2B “Agree”)



Q32. How much do you agree or disagree with the following statements about how passenger cars drive today compared to 12 months ago? Base: Commercial Drivers (n=400)

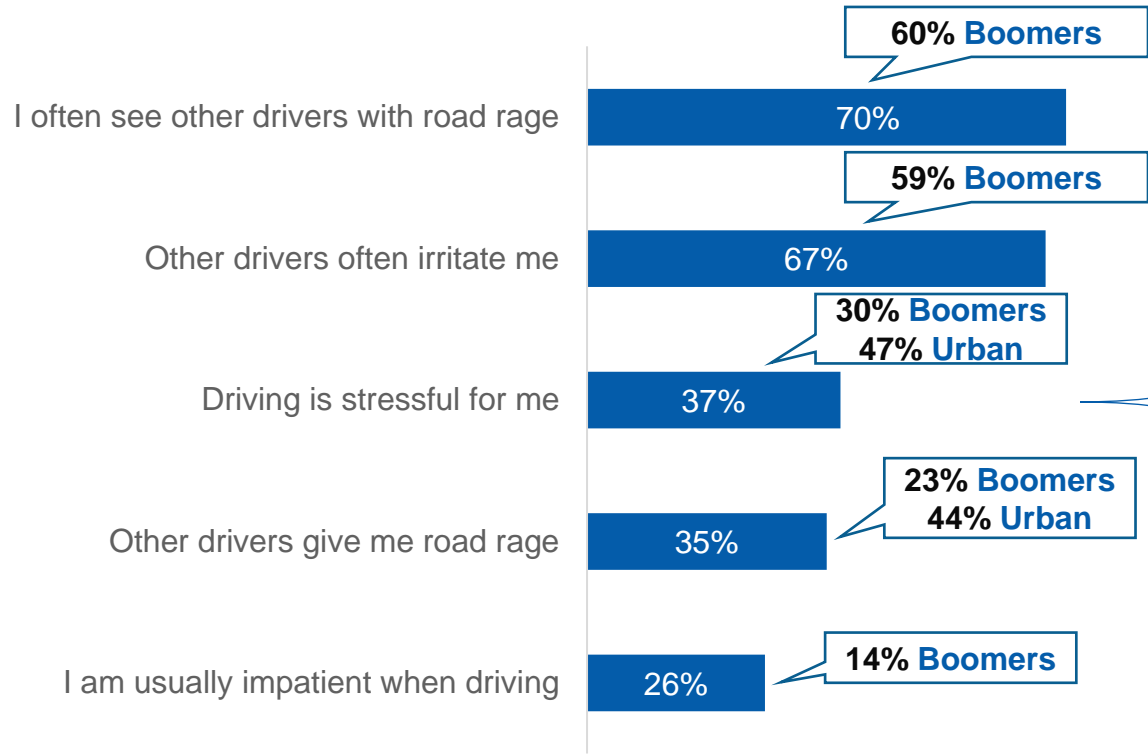
Q33. How much do you agree or disagree with the following statements about other commercial drivers today compared to 12 months ago? Base: Commercial Drivers (n=400)

# Over a third of consumers agree driving is stressful for them, primarily because of others' reckless driving, traffic congestion, and navigation

Those living in urban areas are more likely to report stress and road rage while driving. Boomers are less likely than other generations to have negative perceptions of driving today.

## Perceptions of Driving Today

(Shown % Select, T2B "Agree")



## Top Driving Stressors

(Shown % Select, among those who agree driving is stressful for them)



Q12. How much do you agree or disagree with the following statements about driving today? Base: Consumers (n=1,000)

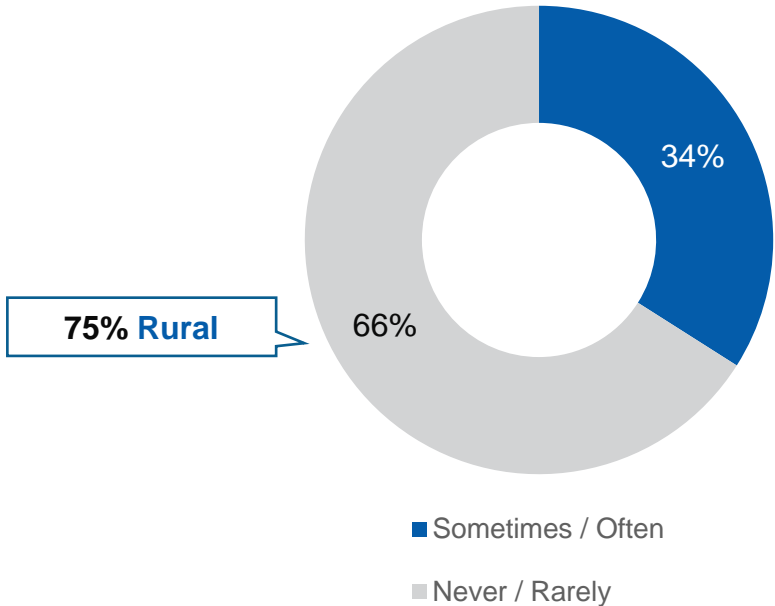
Q13. You mentioned in the previous question that driving is stressful for you. Why is it stressful? Please select all of the reasons that apply from the list below. Base: Consumers who agree driving is stressful (n=367)



# A third of commercial drivers feel distracted behind the wheel, mostly due to the use of GPS / navigation systems, interacting with music or radio systems, or responding to work related texts

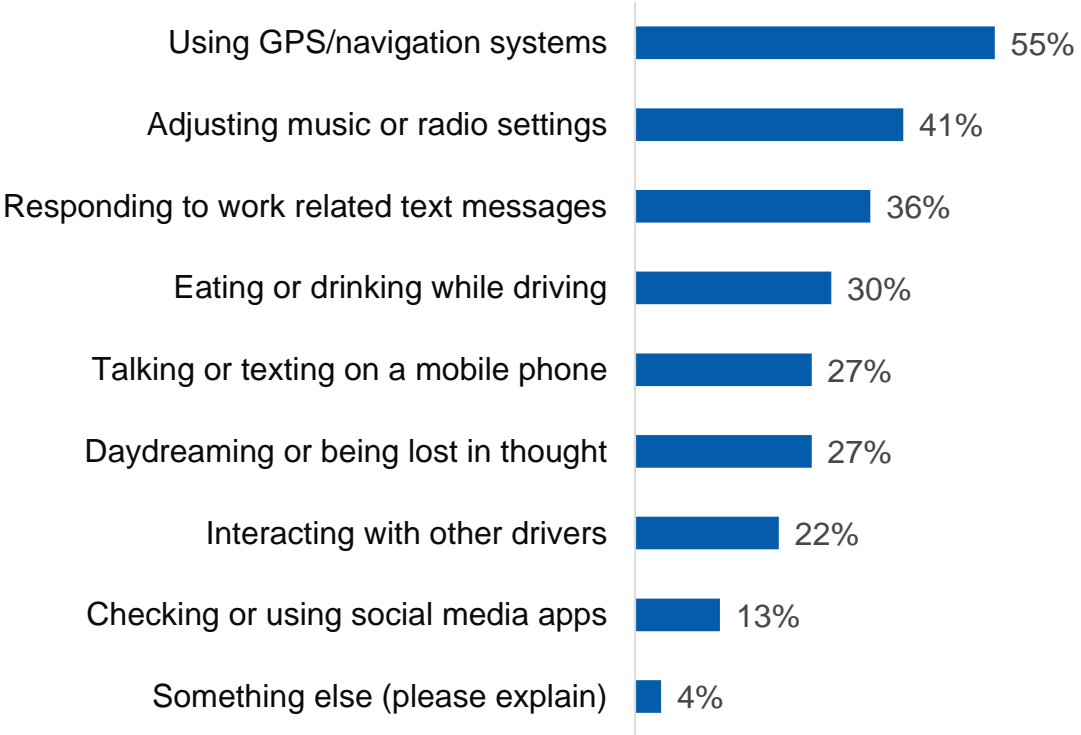
## Frequency of Feeling Distracted Behind The Wheel

(Shown: % Select)



## Primary Reasons for Distraction

(Shown: % Select, among those who are sometimes / often distracted)

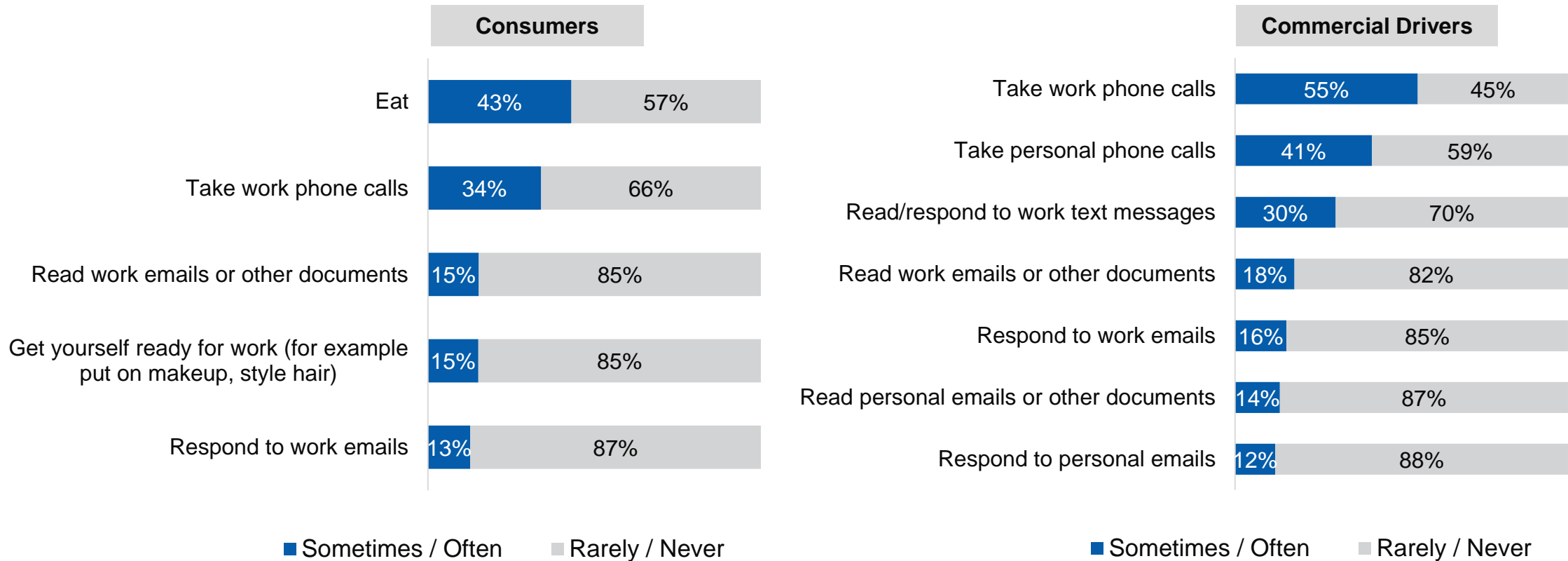


Q34. How often do you personally feel distracted behind the wheel? Base: Commercial Drivers (n=400)

Q35. Which of the following are the primary reasons you get distracted while driving? Please select up to three. Base: Commercial Drivers who sometimes / often feel distracted (n=135)

# Both consumers and commercial drivers report unsafe actions while driving, like eating or taking work / personal calls

**Frequency of Taking the Following Actions While Driving for Work Purposes**  
*(Shown: % Select)*

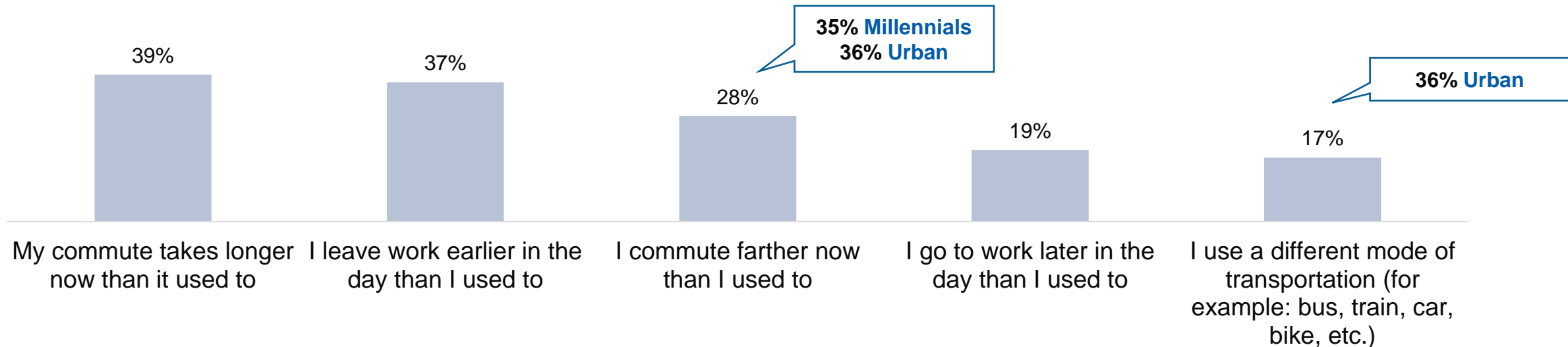


Q14. How often do you do each of the following actions while driving? Base: Employed Consumers (n=554)  
 Q46. How often do you do each of the following actions while driving for work purposes? Base: Commercial Drivers (n=400)

# Compared to a year ago, many consumers report their commute takes longer and that they now leave work earlier in the day than they used to

Additionally, nearly 1 in 5 are now using a different mode of transportation than they used to, such as a bus, train, or bike.

## Perceptions of Commuting vs. 12 Months Ago (Shown % Select "True", among those who are employed)

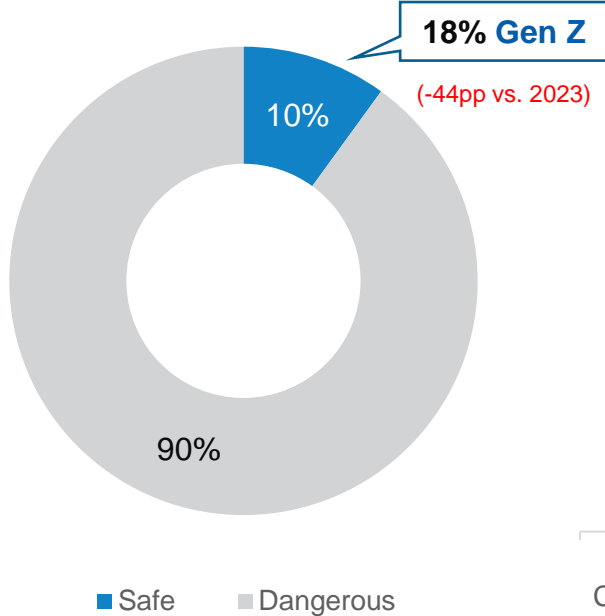




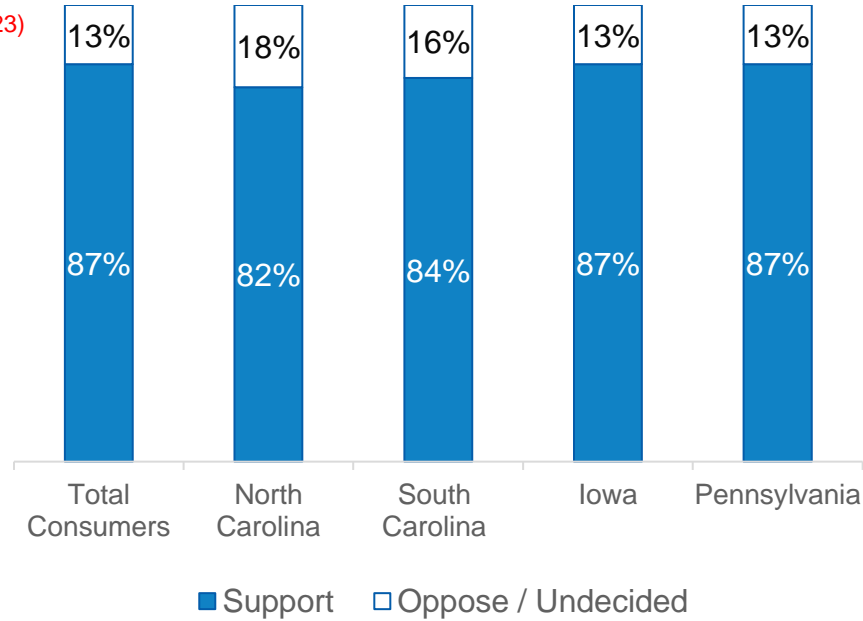
# Hands-free Driving Legislation and Regulation

# Consumers recognize the danger of hand-held phone use while driving – and strongly support legislation mandates hands-free phone use while behind the wheel

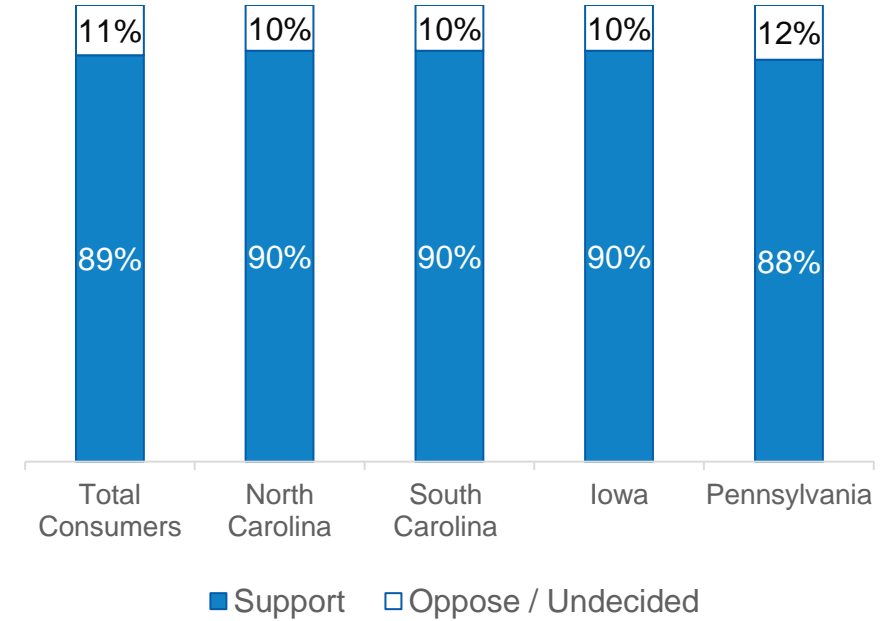
**Perceived Safety of Hand-Held Phone Use While Driving**  
(Shown: % Select)



**Support of State Legislation to Prohibit Hand-Held Phone Use While Driving**  
(Shown: % Select)



**Support of State Legislation to Only Allow Hands-Free Phone Use While Driving**  
(Shown: % Select)



Q5. How safe do you feel holding your phone in your hand while driving, whether to talk, to text, for navigation or for any other activities? Base: Consumers (n=1,000)

Q6. Do you support or oppose legislation in your state to prohibit hand-held phone use while driving? Base: Consumers (n=1,000)

Q7. Would you support or oppose a law in your state that prohibits drivers from holding their cell phones while talking or manually using their cell phones to text, email or look at anything on their phone while operating a motor vehicle? Drivers are instead only permitted to use hands-free, voice command technology (for GPS navigation, etc.), except in emergency situations?

Base: Consumers (n=1,000)

# Over half of commercial drivers report their company enforces a “hands-free” phone use policy

The majority agree “hands-free” driving is safe (30%) or at safer than handheld calling, but still distracting (60%).

## “Hands-free” Phone Use Policy While Driving

(Shown: % Select)

My company does not allow cell phone use at all while driving **20%**

Yes, my company enforces a “hands-free” policy and monitors cell phone usage **34%**

Yes, my company enforces a “hands-free” policy, but does not monitor cell phone usage **23%**

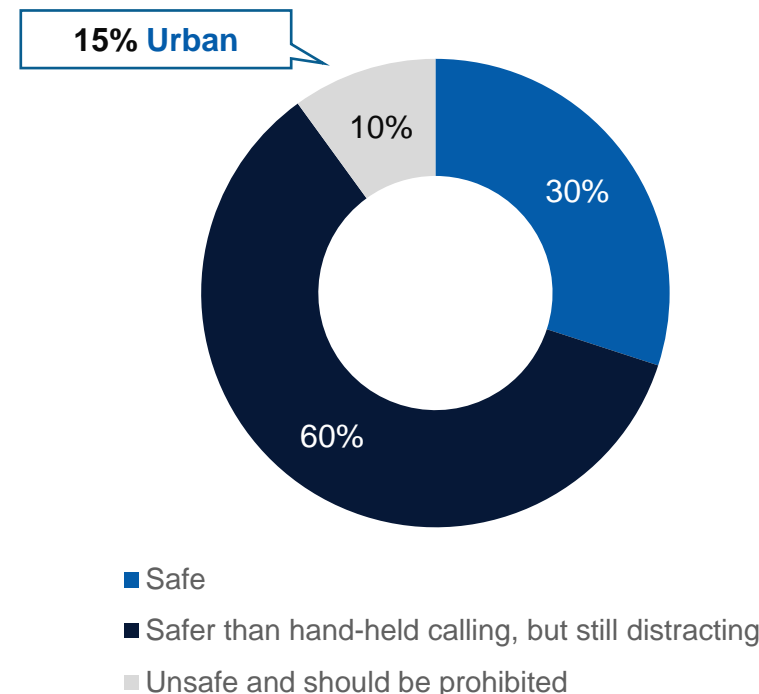
There is no specific policy or monitoring in place **21%**

Unsure **2%**

**57% NET: “Yes”**

## Perceptions of “Hands-free” Driving

(Shown: % Select)



Q47. Does your employer enforce a “hands-free” phone use policy while driving? Base: Commercial Drivers (n=400)

Q48. In general, do you feel hands free driving is...? Base: Commercial Drivers (n=400)





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Thank You