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April 2025

Nationwide Agency Forward

Driving Behaviors 2025 Survey Findings - Consumers

METHODOLOGY

Audience

General Consumers
U.S. adult car owners

Sample Size

N= 1,000

Methodology

15 - Minute Online Survey

Timing

Survey fielded March 4th – 19th, 2025

KEY FINDINGS - CONSUMERS

1 Poor driving behavior continues to rise on American roads

- Today's drivers overwhelmingly agree driving has become more dangerous, reporting other drivers being more aggressive (92%), more reckless (88%), and more often looking at their phones (92%) compared to 12 months ago. Additionally, many agree they often see drivers with road rage (72%), other drivers often irritate them (66%), and driving is stressful for them (36%).
- Consumers say the problem is other drivers, with 8 in 10 (79%) rating their own driving as 'very good' or 'excellent,' compared to other passenger cars on the road (15%) or commercial vehicles (24%).

2 Americans are largely aware of the laws or regulations related to distracted driving, though many do not see them as effective

- Consumers report strong familiarity with laws and regulations around texting and driving restrictions (81%), use of hands-free devices (76%), bans on handheld cell phone use while driving (74%), and penalties or fines for distracted driving violations (67%).
- However, when asked about the effectiveness of current distracted driving laws at reducing distracted driving in their state, less than half (48%) say they are effective – suggesting many are not following these laws.

3 Consumers support the use of dashcams and find them valuable for drivers, however many see the increased use of touch screens or other built-in displays as unhelpful

- A fifth of Consumers (20%) currently have dashcams installed in their cars – and the large majority agree:
  - Dashcams can provide valuable evidence in case of accidents or disputes during rides (94%)
  - The use of dashcams in rideshare vehicles increases accountability for both drivers and passengers (94%)
  - Dashcams encourage drivers to adhere to safety guidelines and driving regulations (85%)
- 60% of Consumers also say they are comfortable with the use of AI-enabled dashcams in cars that monitor driver behavior.
- However, when asked about touch screens or other built-in displays that allow drivers to get directions, make calls, send and receive messages, or play music, 47% of Consumers say these systems increase distraction for drivers because they divert attention away from the road.

Detailed Findings

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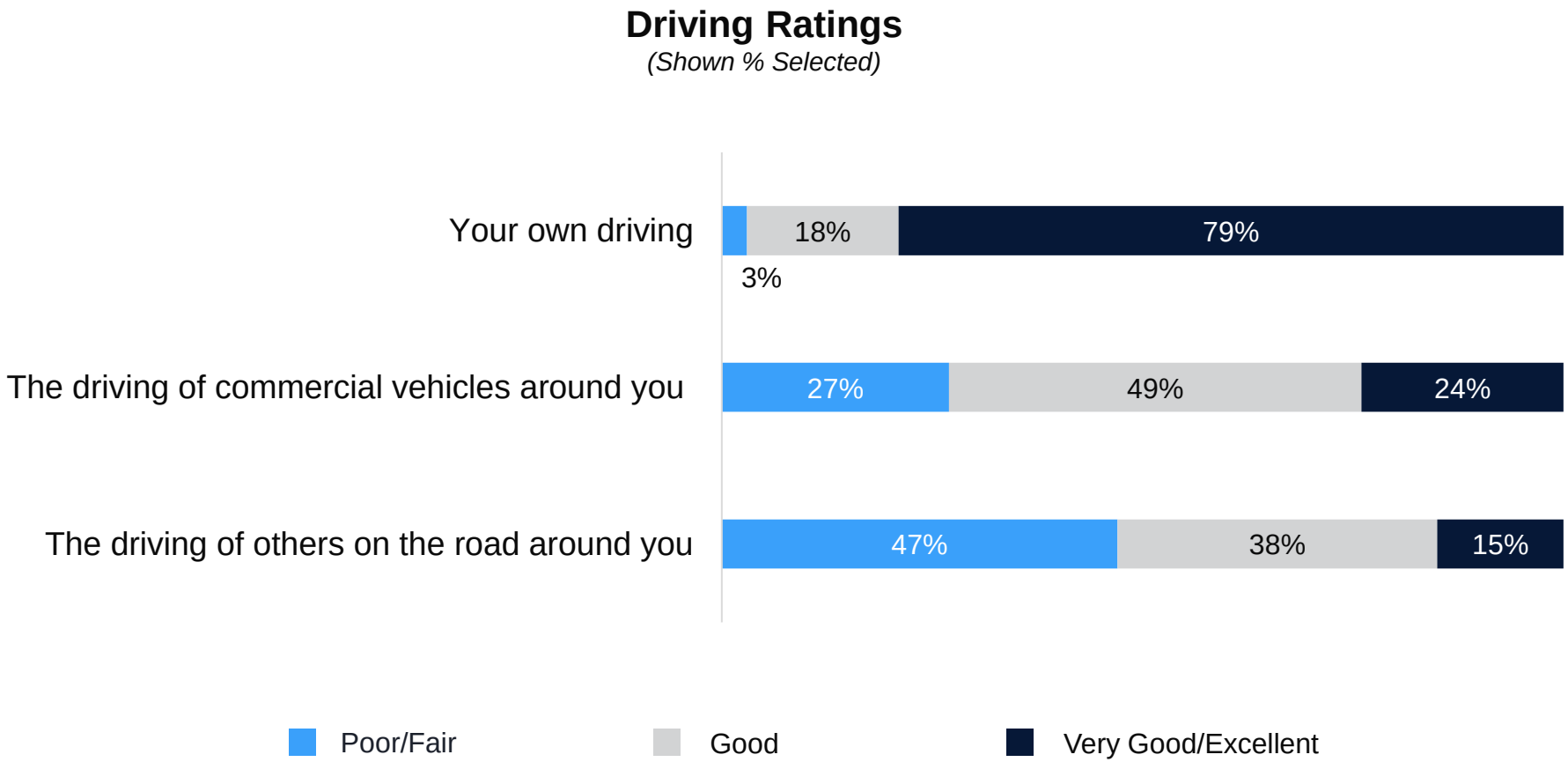
The State of American Roads

Consumers rate their own driving very highly, but are more critical of others on the road

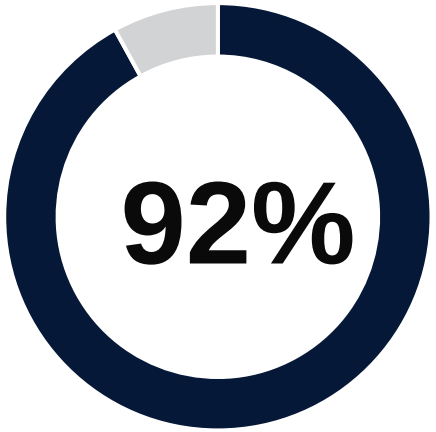


Q1. How would you rate… Base: Consumers (n=1,000)

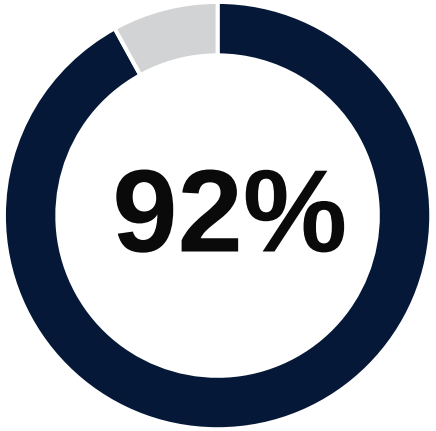
Consumers overwhelmingly feel driving has become more dangerous over the past year – with most seeing more aggressive and reckless behavior

Consumer Perceptions of Driving Behavior vs. 12 Months Ago

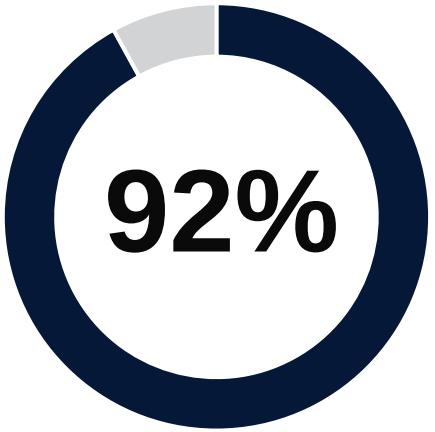
(Shown % Selected, T2B "Agree")



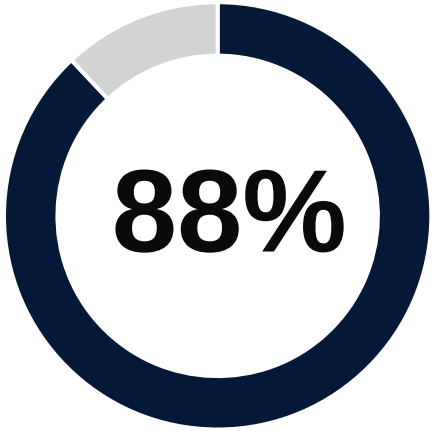
Drivers are looking at their phones more often today



Drivers are more aggressive today



People drive faster today



Drivers are more reckless today

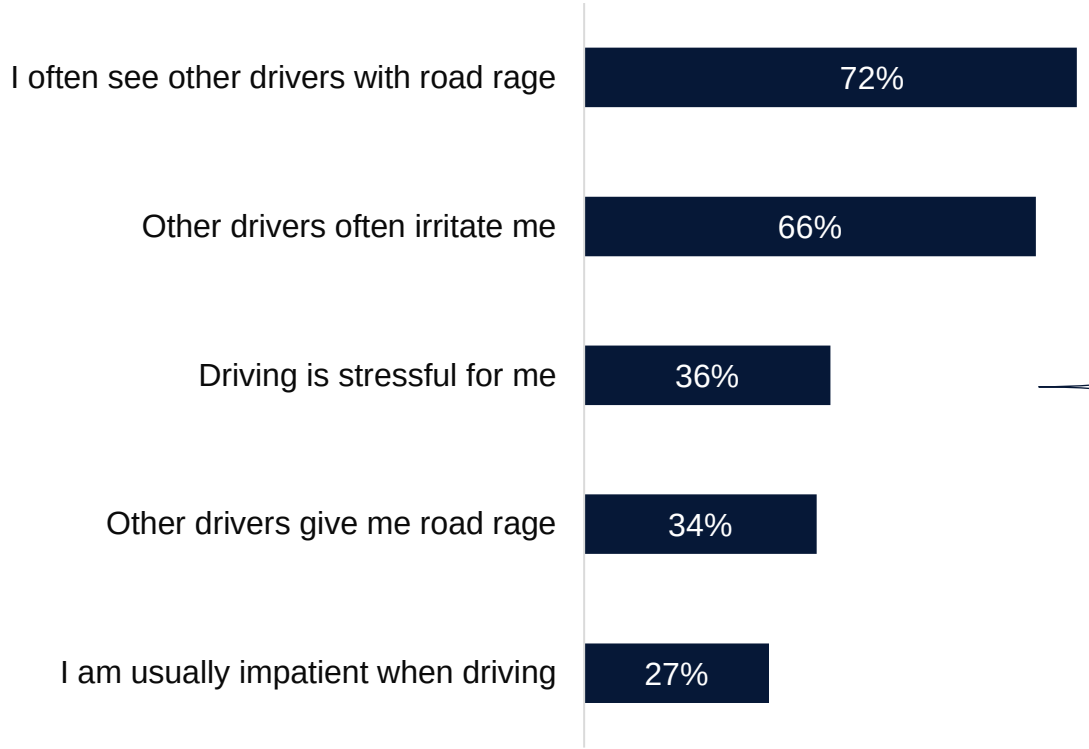
Q2. How much do you agree or disagree with the following statements about driving today compared to 12 months ago? Base: Consumers (n=1,000)

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

Most consumers also report that they often see other drivers with road rage and that other drivers irritate them.

Perceptions of Driving Today

(Shown: % Selected, T2B "Agree")



Top Driving Stressors

(Shown: % Selected, among those who agree driving is stressful)

Other drivers act recklessly or thoughtlessly	75%
Traffic congestion has gotten worse	60% ↓ - 5 ppts
Navigating while driving is difficult for me	22%
I have too much to do and am often running late	13%
Calls or texts from friends and family distract me	12%
Work responsibilities distract me (for example, work emails or phone calls)	10%
Managing/attending to children distracts me	8%

↑↓ = 2024 comparisons

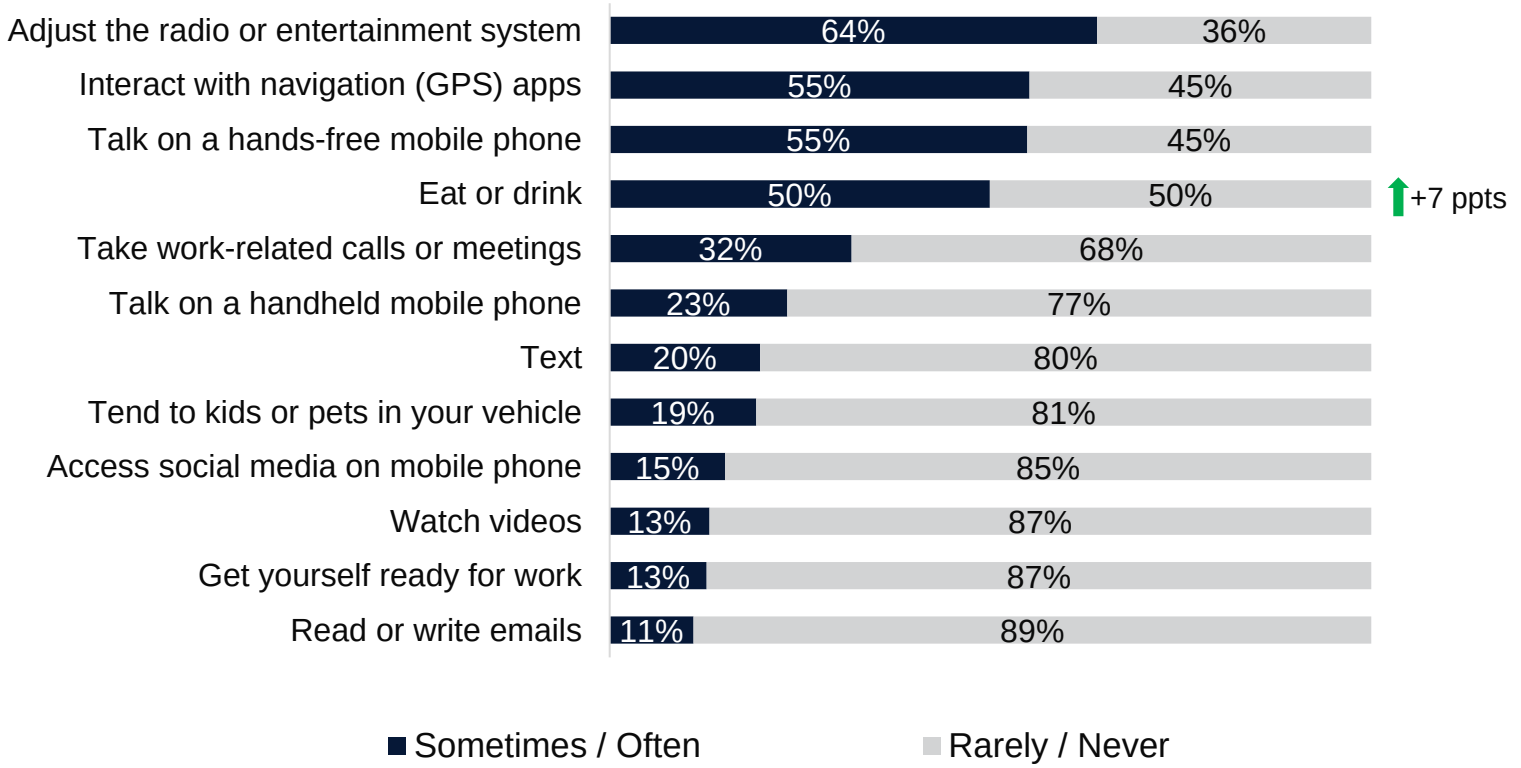
Q17. How much do you agree or disagree with the following statements about driving today?
Q18. You mentioned in the previous question that driving is stressful for you. Why is it stressful? Base: Consumers (n=1,000)

Many consumers are taking unsafe actions while driving - like eating or texting

Additionally, over 1 in 10 consumers report that they sometimes or often access social media (15%), get themselves ready (13%), or even watch videos (13%) while behind the wheel.

Frequency of Taking the Following Actions While Driving for Work Purposes

(Shown: % Selected, T2B 'Sometimes/Often', B2B 'Rarely/Never')



= 2024 comparisons

Q3. How often do you do each of the following actions while driving? Base: Consumers (n=1,000)

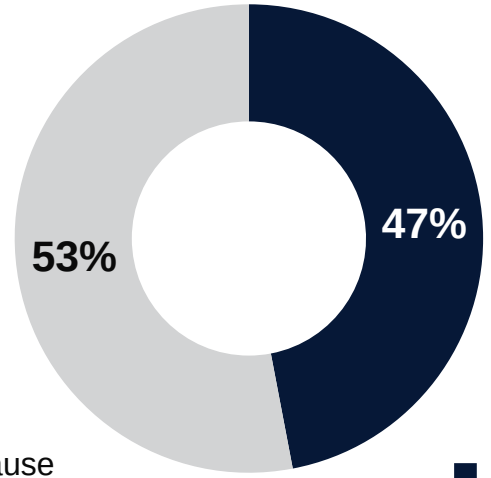
Infotainment Systems & Distracted Driving

Consumers are split on whether touch screens or other built-in display systems increase or reduce distractions while driving

Just over half believe these systems reduce distraction for drivers because they provide a smarter, safer way to do these tasks than holding a cell phone. However, compared to 2024, more consumers believe they increase distraction.

Touch Screens or Other Built-In Display Systems Distracting Drivers

(Shown: % Selected)



+6 ppts

These systems **reduce distraction** for drivers because they provide a smarter, safer way to do these tasks than holding a cell phone

These systems **increase distraction** for drivers because they divert attention away from the road

= 2024 comparisons

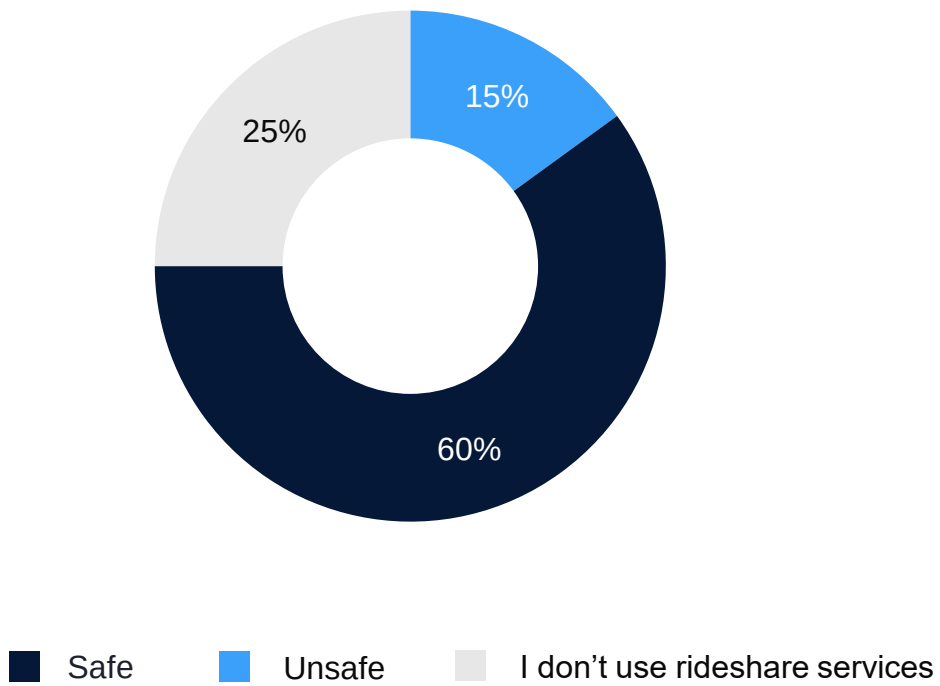
Q25. Many vehicles today are equipped with touch screens or other built-in displays that allow drivers to get directions, make calls, send and receive messages, or play music (for example, CarPlay). Which of the following best describes your view of these systems, even if neither is exactly right? Base: Consumers (n=1,000)

Rideshares

Most consumers feel safe in rideshare vehicles, although many report witnessing distracted driving behaviors from rideshare drivers

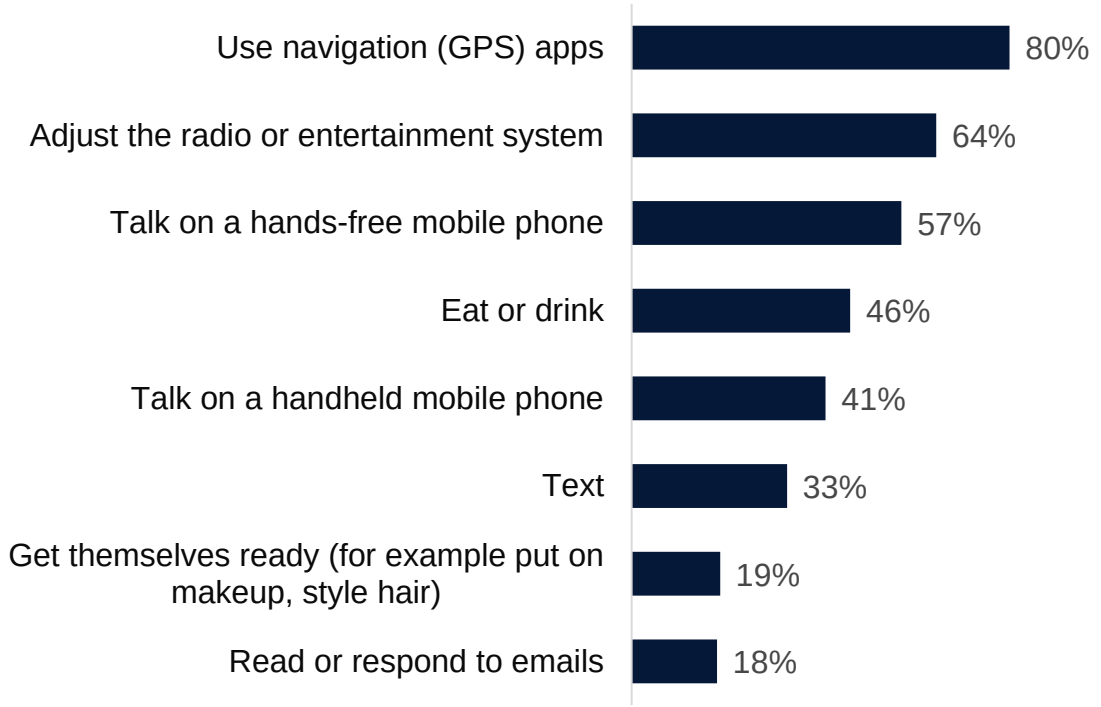
Perceived Safety as a Passenger in a Rideshare Vehicle

(Shown: % Selected)



Distracted Driving Actions Witnessed as a Passenger in a Rideshare Vehicle

(Shown: % Selected "Yes", among those that use rideshare services)



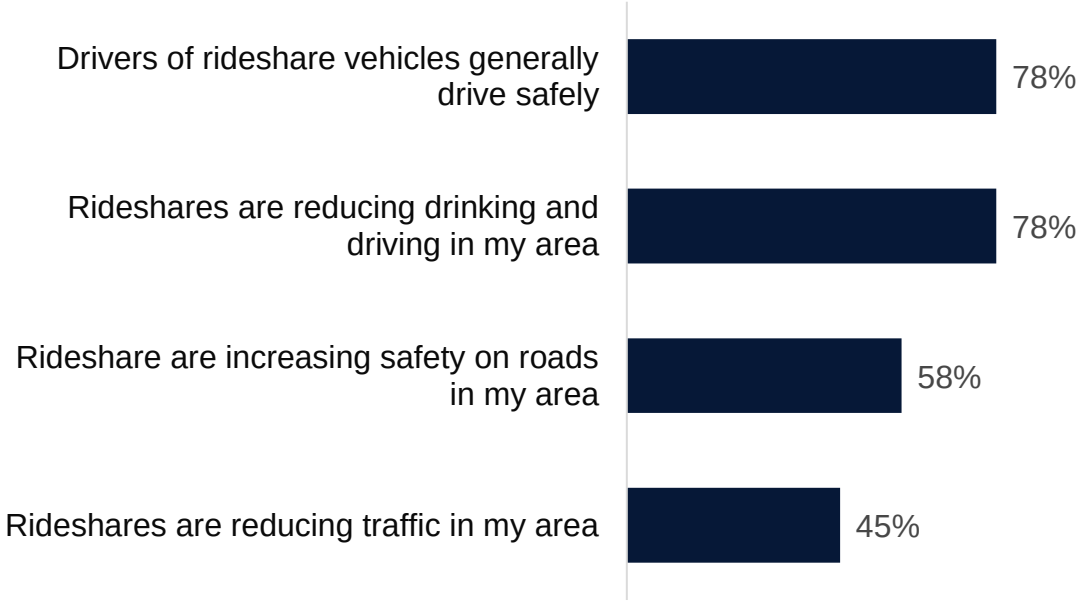
Q33. In general, how safe do you feel as a passenger in when riding in a rideshare vehicle? Base: Consumers (n=1,000)
Q34. As a Passenger in a rideshare vehicle, have you witnessed a driver take the following actions while driving? Base: Consumers (n=752) who use rideshare services

Consumers see rideshares as beneficial in reducing drinking and driving and increasing safety on roads

However, some still report negative experiences due largely to reckless driving, unprofessional behavior, or poor vehicle conditions when in rideshares.

Rideshare Perceptions

(Shown: % Selected T2B "Agree")



Negative Experiences

21% of consumers and have given a 1-star or worse rideshare review.

The primary reasons for these negative reviews include:

1. **Reckless or Unsafe Driving** (speeding, distracted driving, etc.)
2. **Rude or Unprofessional Behavior** (disrespectful or inappropriate comments, aggressiveness, etc.)
3. **Poor Vehicle Conditions** (dirty or smelly cars, etc.)

Q35. How much do you agree or disagree with the following statements about rideshare vehicles? Base: Consumers (n=1,000)
Q36. As a passenger in rideshare vehicle, have you ever given a 1-star rating or worse to a rideshare driver? Base: Consumers (n=1,000)

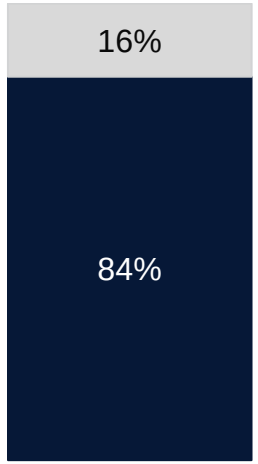
Hands-free Driving Legislation and Regulation

Consumers recognize the danger of hand-held phone use while driving – and strongly support legislation that prohibits it

Most consumers are also familiar with key laws or regulations related to distracted driving – especially those related to texting and driving and the use of hands-free devices;

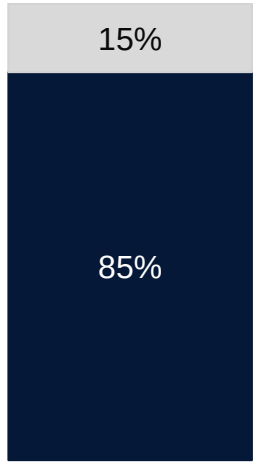
Support of State Legislation to Prohibit Hand-Held Phone Use While Driving

(Shown: % Selected, T2B "Support")



Support of State Legislation to Only Allow Hands-Free Phone Use While Driving

(Shown: % Selected, T2B "Support")



Support

Oppose/Undecided

Familiarity with Laws or Regulations Related to Distracted Driving

(Shown % Selected, T2B "Familiar")

Texting and driving restrictions	**81%**
Use of hands-free devices	**76%**
Bans on handheld mobile phone use while driving	**74%**
Penalties or fines for distracted driving violations	**67%**
Restrictions on using specific apps (e.g., social media or video streaming) while driving	**59%**

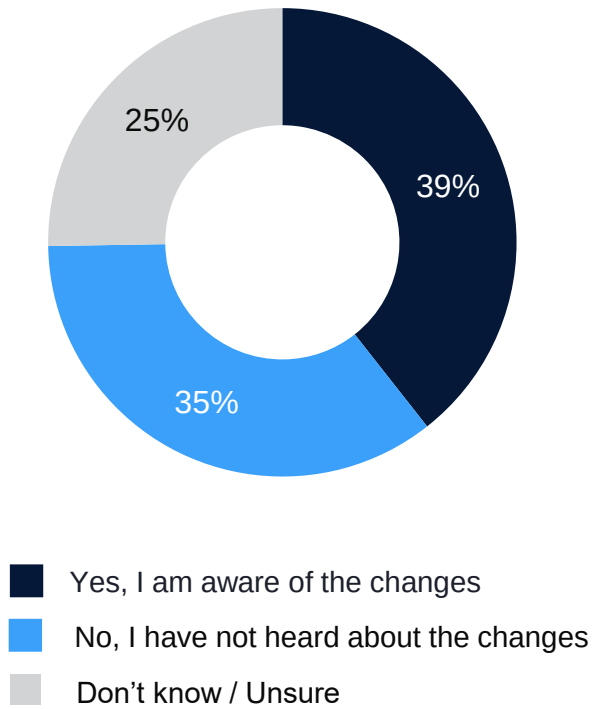
Q6. Do you support or oppose legislation in your state to prohibit hand-held phone use while driving?
Q7. Would you support or oppose a law in your state that prohibits drivers from holding their cell phones while talking or manually using their cell phones to text, email or look at anything on their 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?
Q8. How familiar are you with the following laws or regulations related to distracted driving in your state? Base: Consumers (n=1,000)

Consumers are split on whether current distracted driving laws are effective at increasing safety on roads

Additionally, only about 4 in 10 consumers are aware of new distracted driving regulations or increased penalties for violations that have been implemented in their state within the past 2 years.

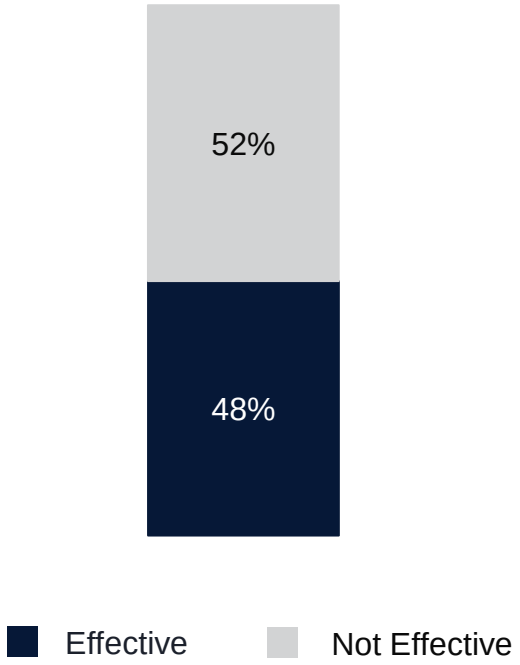
Awareness of State Implementation of Distracted Driving Regulations or Penalties

(Shown: % Selected)



Effectiveness of Current Distracted Driving Laws at Reducing Distracted Driving

(Shown: % Selected, T2B "Effective," B2B "Not Effective")

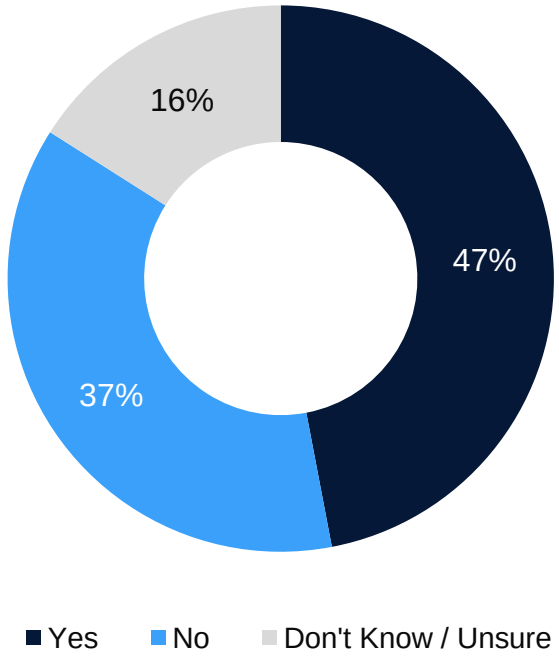


Q9. Do you know if your state has implemented new distracted driving regulations or increased penalties for violations related to distracted driving within the past 2 years?
Q10. How effective do you think current distracted driving laws are at reducing distracted driving in your state? Base: Consumers (n=1,000)

Despite high levels of familiarity around related laws or regulations, less than half of consumers feel they have enough information regarding distracted driving laws

Do You Feel that You Have Enough Information Regarding Distracted Driving Laws?

(Shown: % Selected)



Q11. Do you feel that you have enough information regarding distracted driving laws and regulations in your state? Base: Consumers (n=1,000)

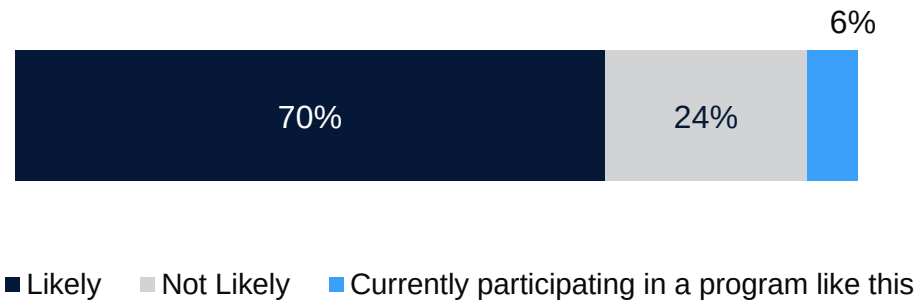
Non-AI Monitoring Technology

7 in 10 consumers would be likely to enroll in a program that offers rewards based on their driving behavior

Consumers' main reason for enrolling would be to save money on auto insurance, though some would also be motivated to enroll to earn rewards or improve their driving habits.

Likelihood of Consumers to Enroll in a Program Offering Rewards Based on Their Driving Behavior

(Shown: % Selected)



Reasons Why Consumers Would Enroll Themselves

(Shown: % Selected, among those who are likely to enroll in a driving behavior rewards program)

While most consumers don't have dashcams, many agree that dashcams can increase accountability and encourage safer driving

Over 9 in 10 of consumers agree dashcams can provide valuable evidence in case of accidents or disputes during rides, and that the use of dashcams in rideshare vehicles increases accountability for both drivers and passengers.

Dash Cam Installed in Car
(Shown: % Selected)

20%

Of **Consumers**

Use of Dashcams in Cars
(Shown: % Selected, T2B "Agree")

Dashcams can provide valuable evidence in case of accidents or disputes during rides	**94%**
The use of dashcams in rideshare vehicles increases accountability for both drivers and passengers	**94%**
Dashcams encourage drivers to adhere to safety guidelines and driving regulations	**85%**

Q22. Do you currently have a dashcam installed in your car?
Q24. How much do you agree or disagree with the following statements about the use of dashcams in cars? Base: Consumers (n=1,000)

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AI Monitoring Technology

Less than 1 in 5 consumers currently have an AI-enabled dash cam installed in their car, although most are comfortable with this technology and those that use it find it more helpful than distracting

Has AI-Enabled Dashcam in Car

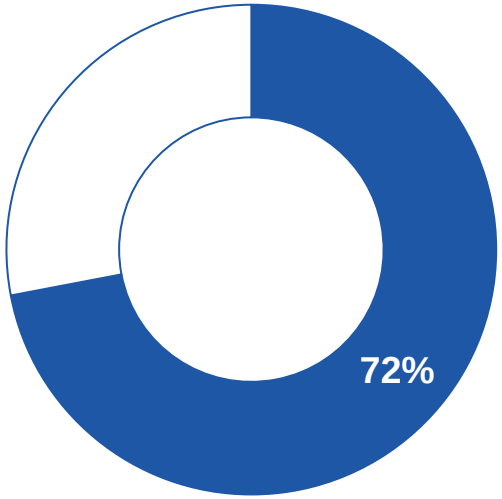
(Shown: % Selected)

13%

Of **Consumers**

Comfort With AI-Enabled Dashcams in Car

(Shown: % Selected, T2B "Comfortable")



Are Dashcams Helpful or Distracting?

(Shown: % Selected, T2B "Helpful", B2B "Distracting" among those who have an AI-enabled dashcam)

Helpful	**50%**
Distracting	**18%**
Both helpful and distracting	**31%**

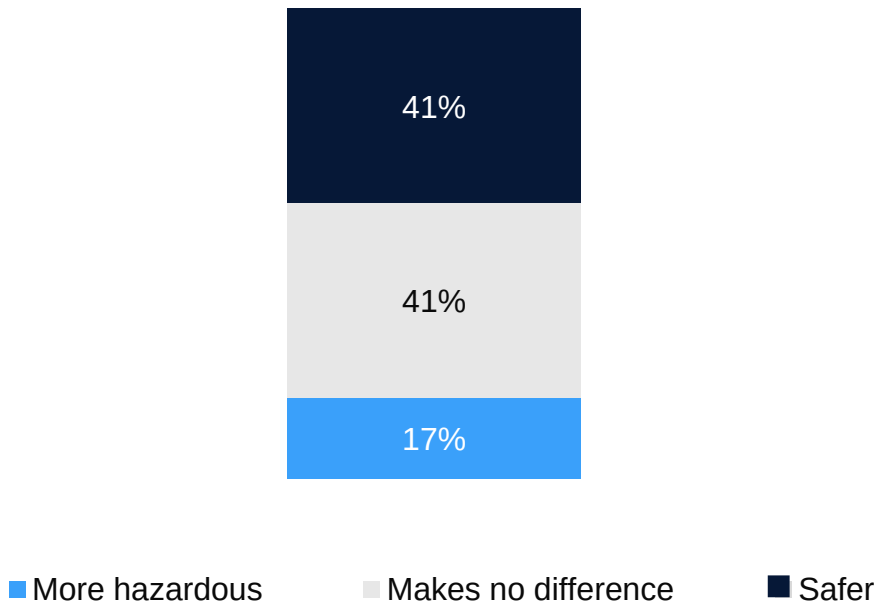
Q26. How comfortable are you with the use of AI-enabled dashcams in cars that monitor driver behavior (i.e., detecting when a driver is distracted, following to close, rolling through stop signs. etc.)? Q27. Do you currently have an AI-enabled dashcam in your car that monitors your driving behavior (i.e., detecting when you are distracted, following to close, rolling through stop signs. etc.)? Base: Consumers (n=1,000); Q28. You mentioned in the previous question you have an AI-enabled dashcam in your car that monitors your driving behavior. In general, do you find this feature to be helpful or distracting? Base: Owners of AI-enabled Dashcam in Car; Consumers (n=131)

Most consumers believe AI-enabled dashcams would either make their driving safer or have no impact

Many consumers (41%) agree that AI-enabled dashcams should result in lower insurance premiums, as it reduces the risk of accidents, while nearly a quarter (22%) believe they should have no impact on insurance.

Perceived Impact of AI-enabled Dashcams on Driving Safety

(Shown: % Selected)



Should Using AI-enabled Dashcams Influence Insurance Premiums

(Shown: % Selected)

Yes, using AI-enabled dashcams that monitor driver behavior should result in lower insurance premiums as it reduces risk of accidents	**41%**
Yes, using AI-enabled dashcams that monitor driver behavior should lead to higher insurance premiums due to potential technological malfunctions	**16%**
No, using AI-enabled dashcams that monitor driver behavior should not affect car insurance premiums	**22%**
Unsure	**22%**

Q29. Do you believe the use of an AI-enabled dashcam in your car that monitors your driving behavior would make your driving experience on the road safer or more hazardous?
Q30. Do you believe using AI-enabled dashcams that monitor driver behavior should influence a driver's auto insurance premium? Base: Consumers (n=1,000)

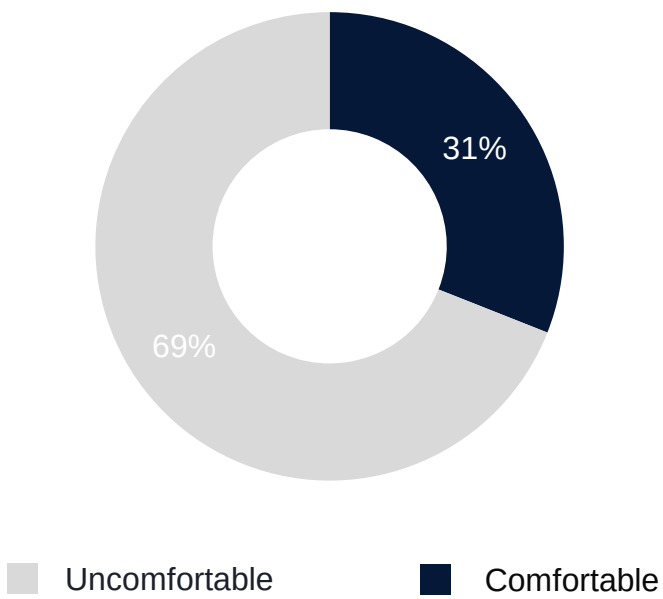
Autonomous/Semi-Autonomous Driving Technology

Consistent with 2024, most consumers are uncomfortable with the idea of autonomous vehicles on the road within the next five years

However, despite low levels of comfort, 4 in 10 Consumers believe that fully autonomous vehicles could make the roads safer by reducing distracted driving by humans.

Comfort with Sharing Roads with Autonomous Vehicles in the Next Five Years

(Shown: % Selected)



Perceptions of Fully Autonomous Vehicles

(Shown: % Selected T2B "Agree")

Fully autonomous vehicles and human drivers are both dangerous in their own ways	**83%**	↓-7 ppts
Fully autonomous vehicles will make the roads safer by reducing distracted driving by humans	**40%**	

↑↓ = 2024 comparisons

Q31. How comfortable are you with the idea of fully autonomous vehicles sharing the road with you within the next five years?
Q32. How much do you agree or disagree with the following statements about fully autonomous vehicles? Base: Consumers (n=1,000)

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Thank You