

DISTRACTED DRIVING



In October and November of 2014, State Farm® conducted an online survey to understand Hispanic drivers' behaviors related to distracted driving.

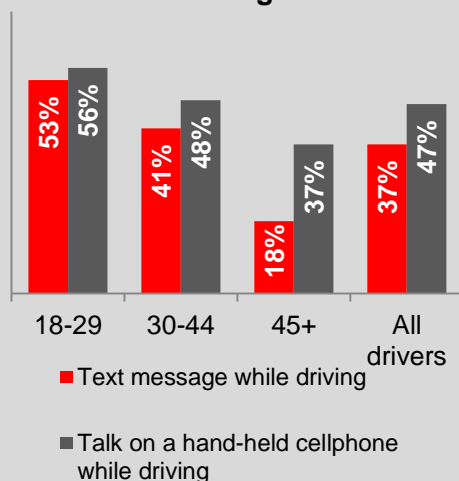
Activities Hispanic Drivers Engage in While Driving

	All Drivers* n = 656	Drivers 18-29* n = 177
Talk on hand-held cellphone	47%	56%
Talk on hands-free cellphone	59%	66%
Text message	37%	53%
Listen to a navigation system/GPS	72%	80%
Program a navigation system /GPS	54%	66%
Use iPod or MP3 player	39%	61%
Access the Internet on cellphone	30%	41%
Read email on cellphone	27%	37%
Respond to email on cellphone	23%	31%
Read social media networks	27%	38%
Update social media networks	25%	33%

Three in 10 Hispanic drivers indicated accessing the Internet on their cellphone while driving, and approximately one quarter indicated reading emails, responding to emails, reading social media, and updating social media while driving. Importantly, engaging in these distracting behaviors generally requires a smartphone, and 91 percent of Hispanic drivers with cellphones indicated that they owned a smartphone.

Drivers in the age range of 18 to 29 were significantly more likely than drivers 30 and older to engage in these smartphone-related behaviors and were also significantly more likely to engage in all of the other distracted driving activities listed in the table on the left.

Percentage of Hispanic Drivers who Talk on a Hand-Held Cellphone and/or Text Message while Driving



Drivers were more likely to talk on a hand-held cellphone (47 percent) than to text message while driving (37 percent). The occurrence of both of these activities was greatest for drivers 18-29 and decreased as the age group of drivers increased.

For all drivers, 21 percent read, and 15 percent responded to, text messages "frequently" or "sometimes" while driving. These figures were significantly higher for young adults (ages 18-29), of which 32 percent read, and 22 percent responded to, text messages "frequently" or "sometimes" while driving.

Methodology

***Respondents included those who reported being Hispanic or Latino, having some insurance and financial responsibility for their household, having a valid driver's license, owning a cellphone, and driving between one 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 sample was representative of the U.S. Hispanic population by age, gender, geographic region, and preferred language of the survey.

The research was conducted by the State Farm Strategic Resources Department using a panel vendor in October and November of 2014.