



## USAA Distracted Driving Survey of the Military Community

### Overview

Distracted driving continues to be a nationwide problem, killing 3,328 people and injuring approximately 421,000 nationwide in 2012, according to the National Highway Traffic Safety Administration (NHTSA). USAA commissioned a survey of U.S.-based active-duty military to explore their attitudes toward and behaviors related to driving while distracted. Active service members from all five branches in the following nine major military markets were surveyed from June 12 to July 14, 2013:

- Clarksville, Tenn.
- Colorado Springs, Colo.
- Fayetteville, N.C.
- Jacksonville, Fla.
- Norfolk, Va.
- San Antonio
- San Diego
- Tampa, Fla.
- Washington, D.C.

### Key Findings

**More than two out of five (43 percent) service members surveyed admit to texting while driving during their daily commute, a figure identical to that of teen drivers reported in a 2012 AT&T survey and similar to that of adult commuters in another AT&T survey in 2013.**

- Female service members are more likely than their male counterparts to text while driving (53 percent vs. 40 percent).
- Younger service members (aged 21-24) are the age group most likely to text and drive.

**Of the service members who admitted to texting while driving regularly, nearly two out of five (38 percent) profess to do so out of habit.**

- As service members age, the less likely they are to attribute texting or emailing to habit.
- More women cite habit as a reason for texting while driving than men (48 percent vs. 34 percent).

**Ninety percent of service members surveyed consider texting while driving unsafe. Of those, nearly one-third (32 percent) still participate in the behavior.**

- Men are twice as likely as women to perceive texting while driving as safe (9 percent vs. 4 percent).
- Nearly half of service members surveyed (49 percent) would be less likely to text or email while driving if there was someone else in the car.

**Service members who have been deployed at least once are significantly less likely than those who have never been deployed to read or send text messages while driving (39 percent vs. 53 percent).**

- Service members who have returned from deployment in the last six months are even less likely than those who haven't been deployed to text while driving (34 percent).
- Respondents who have never deployed are more likely than those who have been deployed to cite habit as a reason for texting while driving (45 percent vs. 33 percent).

**More than half (57 percent) of service members surveyed would cease texting while driving if asked by their installation commander or immediate supervisor.**

- While service members are most likely to respond to a text from their spouse, they are more likely to respond to their commanding officer than to their child, co-worker or friend.

**About the USAA Distracted Driving Survey**

The findings from this study are based on telephone interviews with 904 active-duty military across the five service branches (Air Force, Army, Coast Guard, Marine Corps and Navy) in nine communities adjacent to a major military installation, or in a city with a large number of active military personnel. The nine communities targeted for the study were: Colorado Springs, Colo.; Washington, D.C.; Tampa, Fla.; Fayetteville, N.C.; Jacksonville, Fla.; San Diego; Clarksville, Tenn.; San Antonio; and Norfolk, Va. Approximately 100 individuals in each of the nine communities were interviewed. Respondents were selected through a random sampling of all available numbers within a radius around each installation in the nine communities. Civilian workers on the bases contacted through the survey were provided a toll-free number to pass along to their active-duty military colleagues and acquaintances. To qualify for the interview, respondents had to be on active duty in one of the five branches of the military; own a personal vehicle; drive more than five miles in their personal vehicle, on average, per day; and own a cell phone. The telephone interviews were conducted by Braun Research, Inc. and were completed from June 12 to July 14, 2013. The margin of error at the 95 percent confidence interval is plus or minus 3.26 percent for the total sample.

USAA means United Services Automobile Association and its affiliates. No Department of Defense or government agency endorsement.