



DRIVE FOR LIFE

Annual National Driver Survey

June 2005

Conducted by
Mason-Dixon Polling & Research, Inc.

904-261-2444

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from June 8 through June 12, 2005. A total of 1,100 licensed drivers were interviewed nationwide by telephone.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized and quotas were assigned in order to ensure an accurate reflection of the demographic profile of drivers nationwide.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 3 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as an age or gender grouping.

WHAT DO PEOPLE DRIVE?

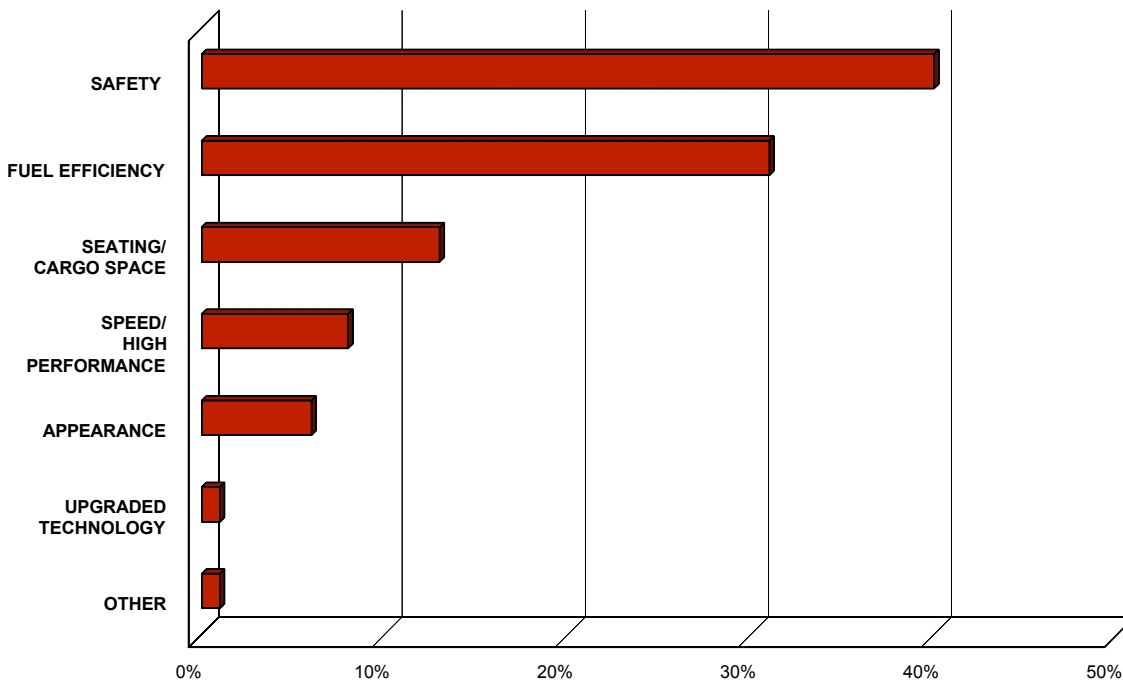
The majority of Americans primarily drive automobiles, but there are significant gender and age differences in primary vehicle use. Men and people between the ages of 26 and 54 are more likely to primarily drive something other than a car. A large majority of women (68%) and drivers over the age of 55 (68%) primarily drive cars.

	CAR	TRUCK	SUV	MINI-VAN
Nationwide	58%	14%	21%	7%
Men	48%	24%	22%	6%
Women	68%	5%	20%	7%
<26	65%	11%	23%	-
26-54	49%	16%	26%	9%
55+	68%	13%	12%	6%

WHAT DO DRIVERS VALUE IN THEIR MOTOR VEHICLE?

American drivers say they consider safety, fuel efficiency and seating/cargo space as the most important features that they value in their personal motor vehicles. Appearance, technology features and speed/high performance were less important to them.

WHAT DRIVERS FEEL IS MOST IMPORTANT

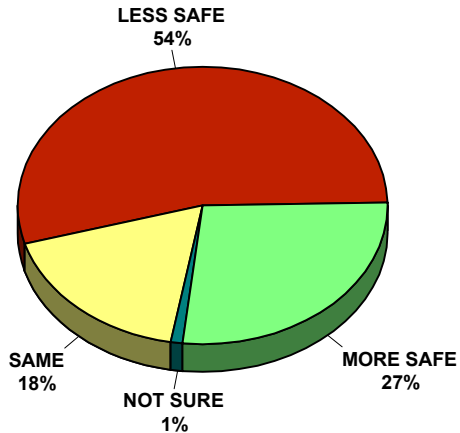


HOW DO DRIVERS FEEL BEHIND THE WHEEL?

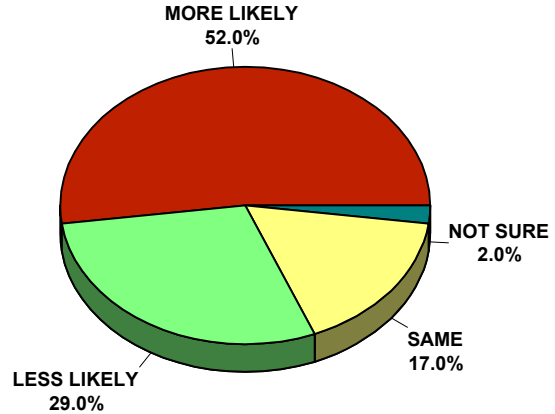
The majority of American drivers (54%) say they feel “less safe” driving today than they did five years ago, and a similar majority (52%) say they feel they are “more likely” to be involved in a motor vehicle collision.

AMERICA'S DRIVERS FEEL LESS SAFE & A GREATER THREAT OF COLLISION

Overall, do you feel driving today is more safe or less safe than five years ago?



Compared to five years ago, do you feel you are more likely or less likely to be involved in a motor vehicle collision today?

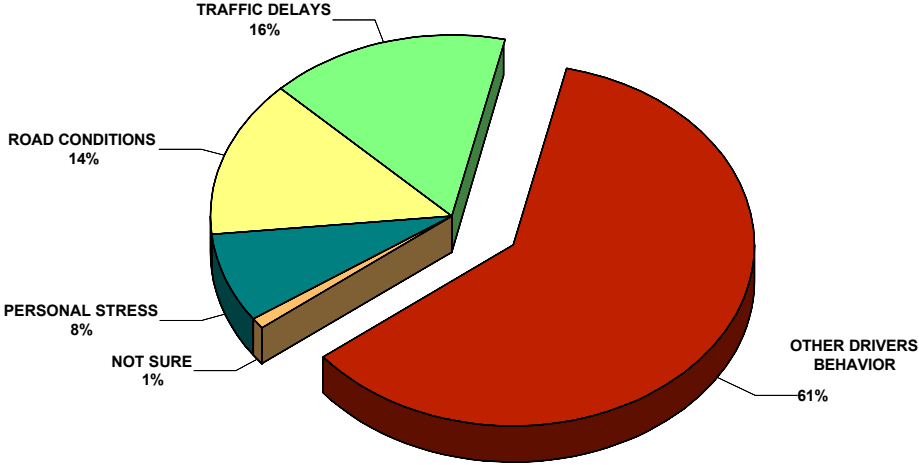


About half of all drivers (49%) say they find driving at least “somewhat more aggravating” than two years ago. This is particularly true of women (58%) and those aged 45 and up (59%).

FIND DRIVING MORE AGGRAVATING THAN 2 YEARS AGO?	YES	NO/ NOT SURE
Nationwide	49%	51%
Men	39%	61%
Women	58%	42%
16-25	36%	64%
26-44	39%	61%
45+	59%	41%

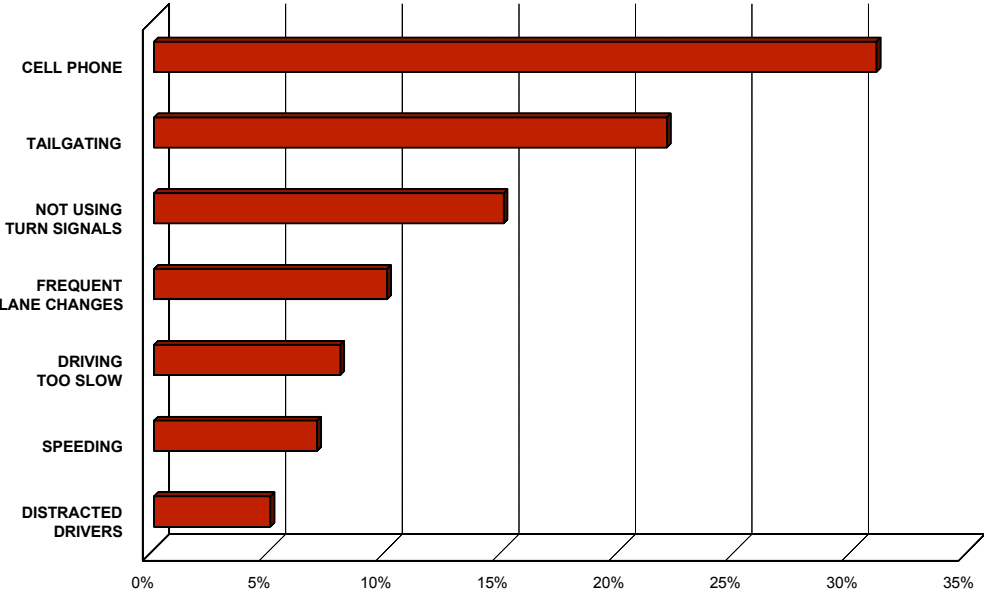
A majority of drivers say that behavior of other drivers (61%) is what most aggravates them, far ahead of traffic delays (16%) and road conditions (14%).

WHAT AGGRAVATES YOU MOST?



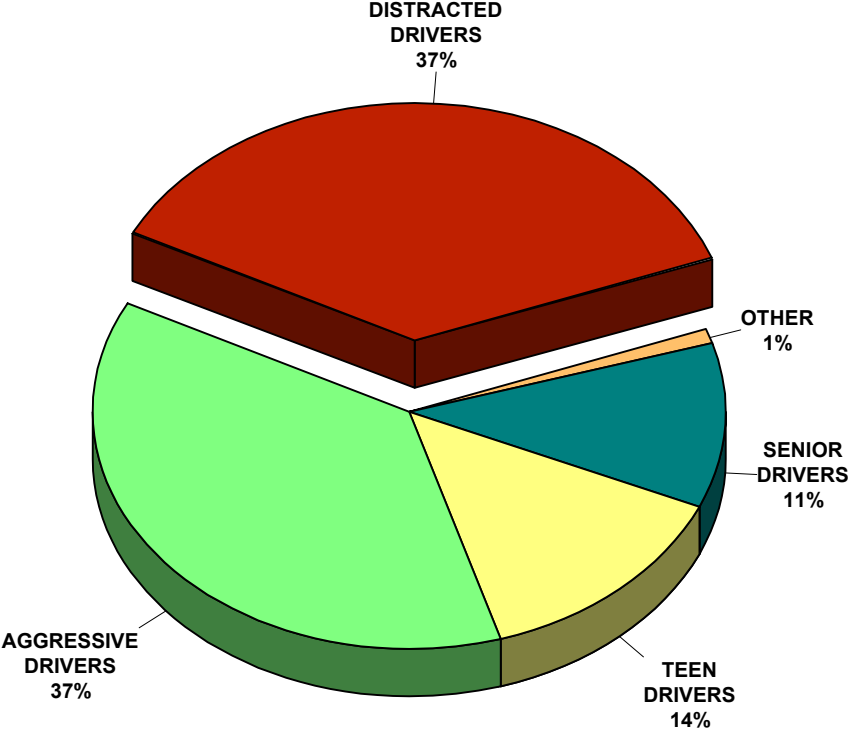
Drivers who talk on their cell phones while driving (31%) and those who tailgate (22%) are the specific behaviors that American motorists find the most aggravating.

OTHER DRIVER BEHAVIOR THAT AGGRAVATES YOU MOST?



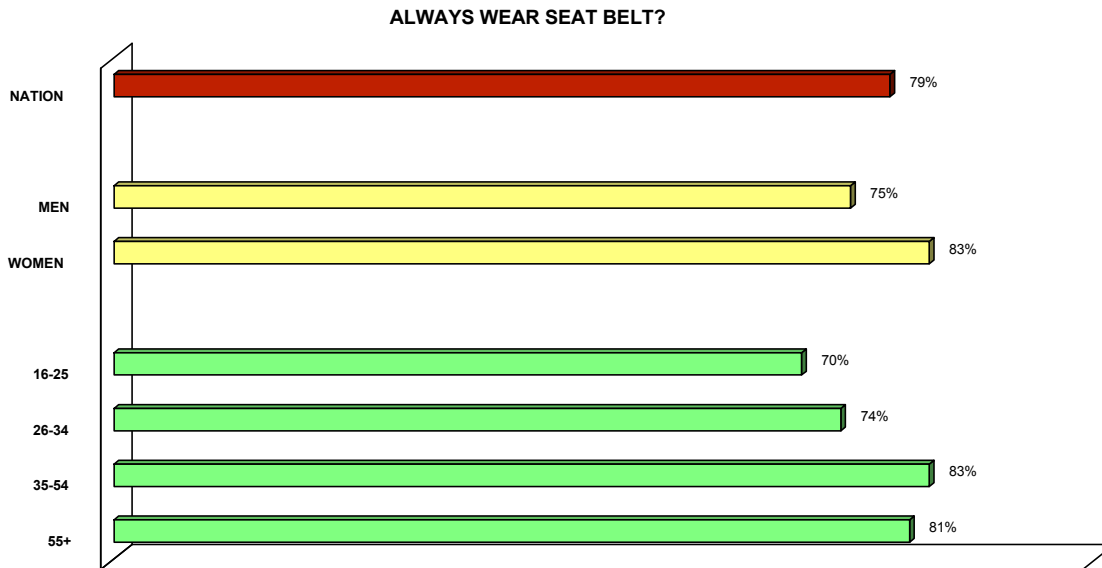
Drivers are equally divided over who poses the greatest threat to safety, as 37% cite distracted drivers and 37% say aggressive drivers. Only 14% singled-out teen drivers and just 11% mentioned senior citizen drivers.

GREATEST THREAT TO SAFETY ON ROAD

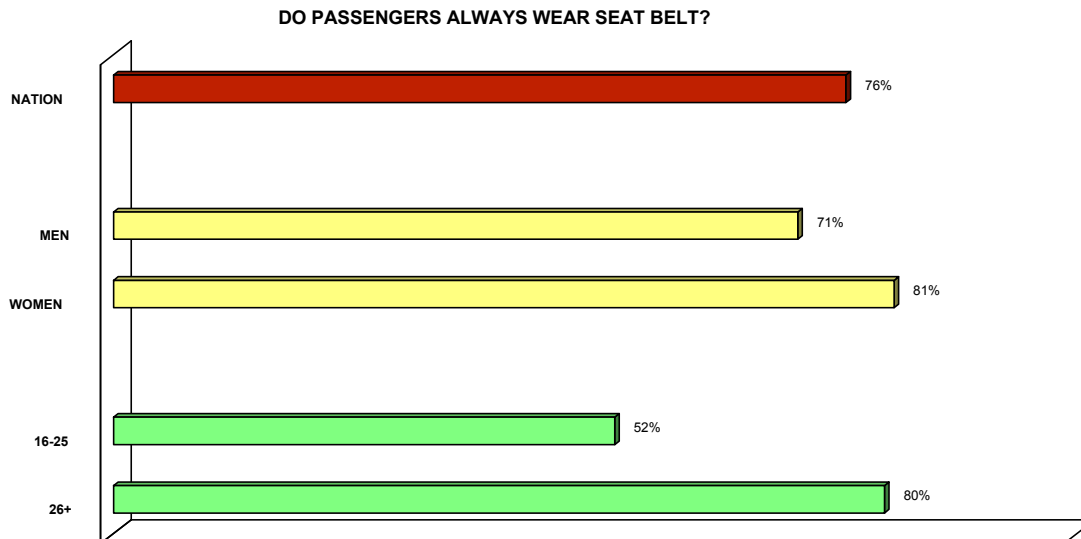


SEAT BELT USE

While a large majority of drivers (79%) always wear their seat belt, there is still a significant number who do not. Drivers are less likely (76%) to require all of their passengers to always wear a seat belt. Those who do not wear their seat belts at all times are generally male and between the ages of 16 and 25.



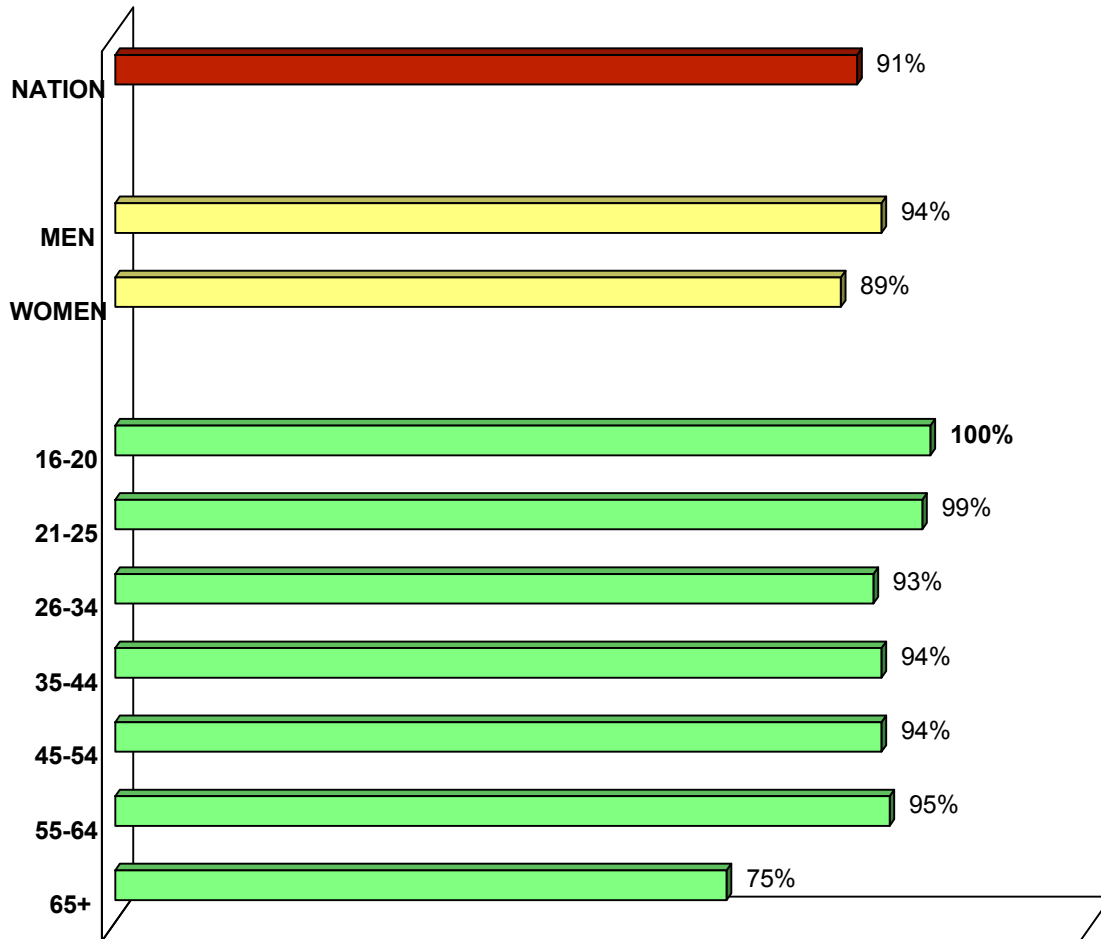
Those who do not always wear their seat belt generally forgot to do so, or don't feel it is necessary to buckle up when on a short trip or driving close to home. Still, 23% of drivers have had a family member in a collision in which a seat belt likely saved a life. A large majority (85%) say they are familiar with the "Click It or Ticket" campaign, and 65% say they are more likely to wear a seat belt if they could be stopped by law enforcement simply for that offense.



DRIVING PRACTICES

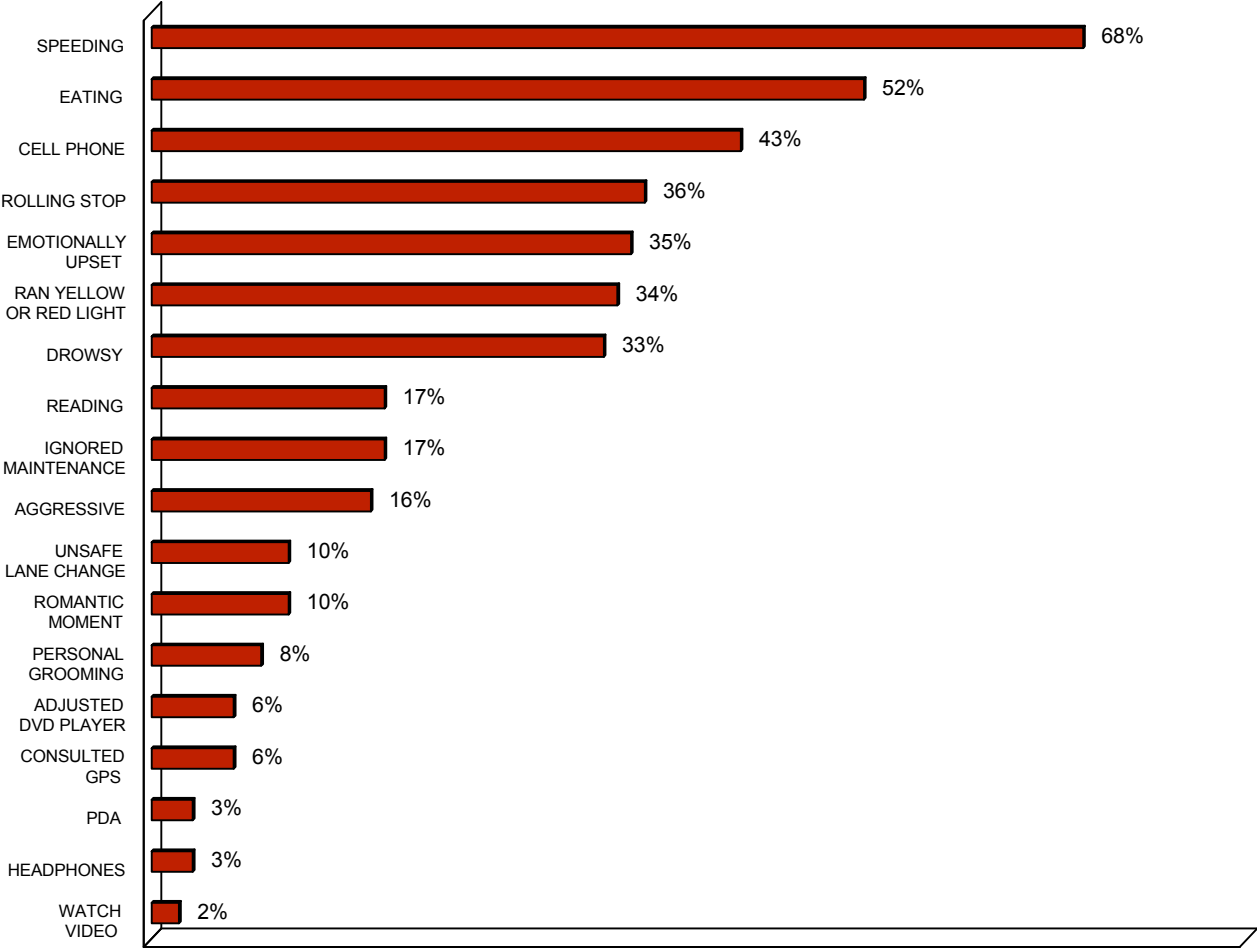
While drivers complain about the behavior of other drivers, they admit that they are guilty of committing the same unsafe driving practices that they complain about. Overall, 91% of drivers indicated that they committed at least one unsafe driving practice within the last six months. Men and drivers under the age of 26 are the most common offenders. Senior citizen drivers (25%) had the highest percentage of those who did not commit any unsafe driving practices.

PERCENTAGE OF AMERICAN DRIVERS ADMITTING TO AT LEAST ONE UNSAFE DRIVING PRACTICE



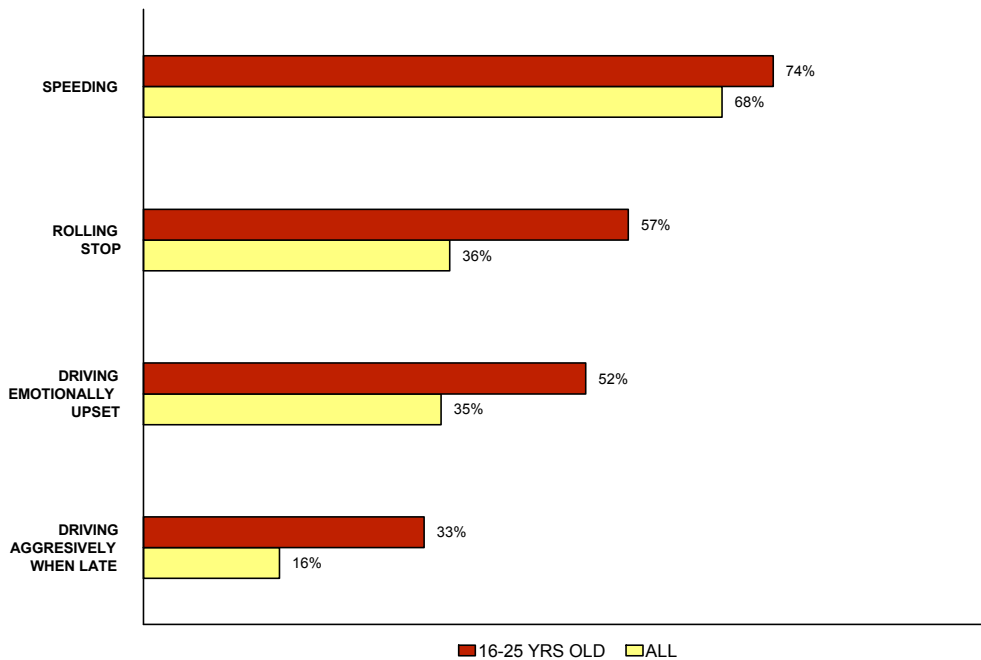
The most common unsafe driving practice was driving faster than the posted speed limit, which 68% of drivers admitted to. The other most common offenses were eating while driving (52%), using a cell phone while driving (43%), not making a complete stop at a Stop sign (36%), driving while emotionally upset (35%), running a yellow or red light (34%) and driving while drowsy (33%).

ADMITTED UNSAFE DRIVING BEHAVIOR



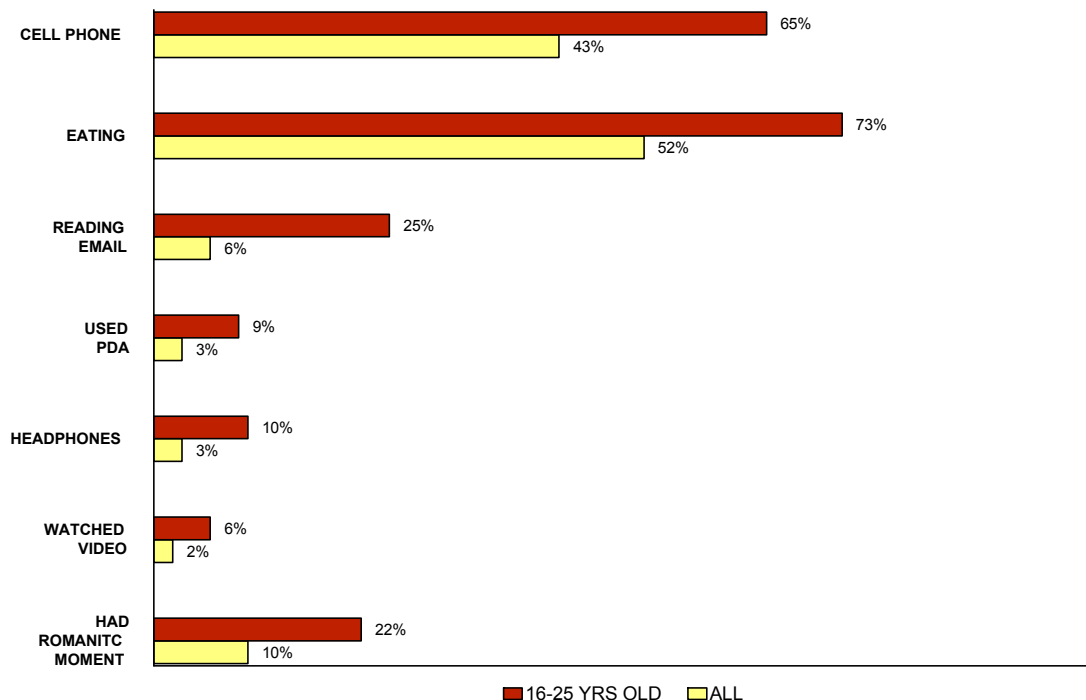
On several of the unsafe practices that relate specifically to operating a motor vehicle, drivers between the ages of 16 and 25 had a much higher percentage of offenders. These driving offenses included driving faster than the posted speed limit (74%) not making a full stop at a Stop sign (57%), driving while emotionally upset (52%), and aggressive driving (33%),

ADMITTED UNSAFE DRIVING BEHAVIOR - YOUTH DRIVERS COMPARED TO ALL



A sub-set of these unsafe driving practices can be categorized as “distracted driving behaviors” – these would include talking on a cell phone while driving, eating, reading, personal grooming, having a romantic moment, adjusting a DVD player, sending a text message, using a PDA, wearing headphones, consulting a GPS and watching a video. Overall, 74% of drivers admitted to at least one of these distracted driving behaviors, with those between the ages of 16 and 25 (90%) being, by far, the biggest offenders.

ADMITTED 'DISTRACTED' DRIVING BEHAVIOR - YOUTH DRIVERS COMPARED TO ALL



These younger drivers are also more likely to perceive speeding and driving after consuming alcohol as an acceptable driving practice.

ACCEPTABLE TO DRIVE:	ALL	16-25
5 mph over posted speed limit?	77%	90%
10 mph over posted speed limit?	26%	42%
15 mph over the posted speed limit?	6%	8%
After consuming an alcoholic beverage	18%	25%

Within the past five years, 30% of drivers have been in a motor vehicle collision as a driver. Men (34%) and those between the ages of 16 and 25 (34%) are most likely to have had an accident.

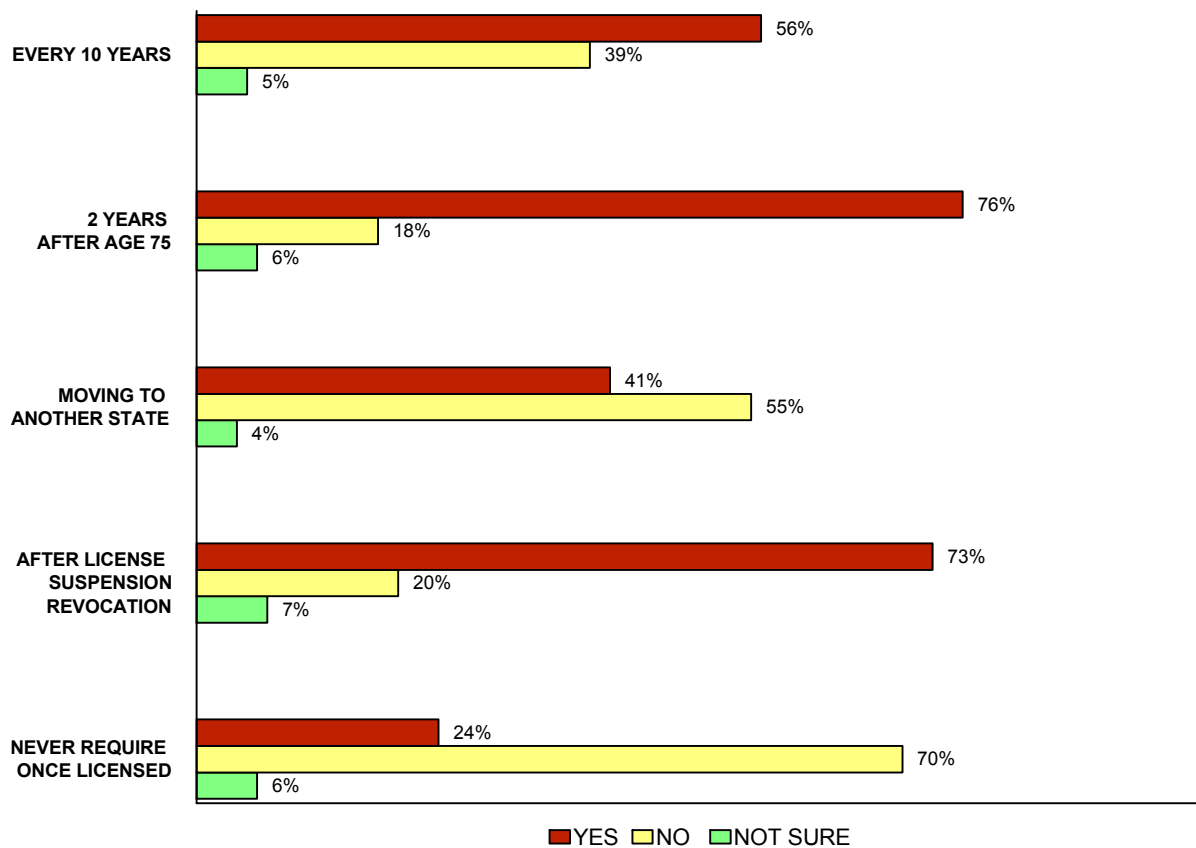
BEEIN IN COLLISION WITHIN PAST 5 YEARS?	YES	NO
Nationwide	30%	70%
Men	34%	66%
Women	25%	75%
16-25	34%	66%
26-44	31%	69%
45+	28%	72%

Vehicle maintenance is also an issue of concern, with 26% of drivers saying that it is acceptable to drive a vehicle that is overdue for a maintenance check. More than one-third of drivers (37%) do not check their tire pressure at least once a month.

DRIVER TESTING

A majority of American drivers indicated they would support requiring expanded road testing of already licensed drivers. Nationwide, 56% said drivers should be required to take a road test every 10 years, and 76% said those who have their license suspended or revoked as the result of a moving violation should have to take a driving test to get it reinstated. There was stronger support for testing senior drivers, with 76% favoring drivers over the age of 75 to take a driving test every two years. A majority (55%) opposed requiring driving tests when moving from one state to another, but only 24% said that once a driver is licensed that they should never be subjected to taking another driving test.

REQUIRE DRIVING TEST

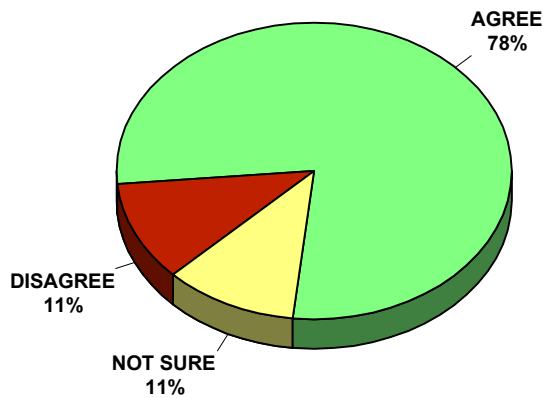


TEEN DRIVERS

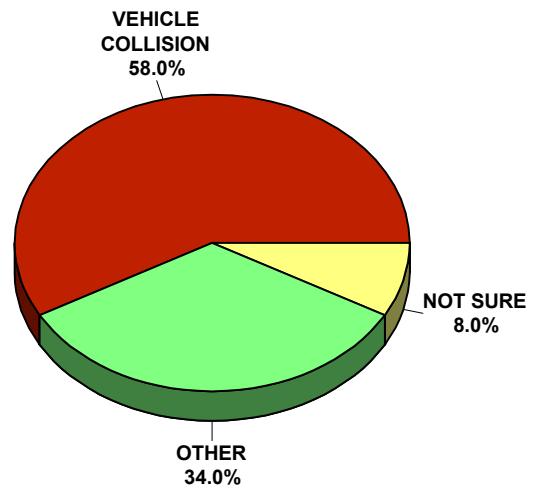
Almost one of every three households (31%) has had a teen driver within the past five years. The large majority of these teen drivers (86%) had a vehicle to use on a regular basis and had use of a cell phone (70%).

Most teen drivers (71%) had restrictions placed on them, and drivers expressed strong support (78%) for the concept of phasing in driving privileges for teen drivers as they gained experience. A majority (58%) also felt that the possibility of a motor vehicle collision was the greatest life-threatening risk that most teens faced.

PHASE IN TEEN DRIVING PRIVILEGES



GREATEST THREAT TO TEENS LIFE



DRIVE FOR LIFE 2005 POLL RESULTS

1,100 licensed drivers interviewed by telephone nationwide June 8 through June 12, 2005 by Mason-Dixon Polling & Research, Inc. of Washington, D.C. Margin for error is plus or minus 3%.

QUESTION: What type of vehicle do you drive the most?

Car	58%
Truck	14%
SUV	21%
Minivan	7%
Motorcycle	-

QUESTION: Which one of the following vehicle features is most important to you? (ORDER ROTATED)

Safety	40%
Economical/fuel efficient	31%
Seating and cargo space	13%
Speed/high performance	8%
Appearance	6%
Upgraded technology features	1%
Other/Not Sure (NOT READ)	1%

QUESTION: Overall, do you feel driving today is more safe or less safe than five years ago?

More Safe	27%
Less Safe	54%
Same	18%
Not Sure	1%

QUESTION: Compared to five years ago, do you feel you are more likely or less likely to be involved in a motor vehicle collision today?

More Likely	52%
Less Likely	29%
Same	17%
Not Sure	2%

QUESTION: Compared to 2 years ago, do you find driving much more aggravating, somewhat more aggravating, about the same, or less aggravating?

Much more aggravating	28%
SW more aggravating	21%
About the same	42%
Less aggravating	8%
Not Sure	1%

QUESTION: Which one of the following do you find most aggravating while driving? (ORDER ROTATED)

Other drivers' behavior	61%
Traffic delays	16%
Road conditions	14%
Being hurried/personal stress	8%
None/Not Sure (NOT READ)	1%

QUESTION: Which one of the following driving behaviors by other drivers most aggravates you? (ORDER ROTATED)

Driving while talking on a cell phone	31%
Tailgating	22%
Failing to use turn signals	15%
Frequent lane changes	10%
Driving too slow or cautiously	8%
Speeding	7%
Driving while distracted (kids/eating)	5%
Honking the car horn excessively	1%
Other/Not Sure (NOT READ)	1%

QUESTION: Which group do feel poses the greatest threat to your safety on the road? (ORDER ROTATED)

Distracted drivers	37%
Aggressive drivers	37%
Teen drivers	14%
Senior citizen drivers	11%
Other/Not Sure (DO NOT READ)	1%

QUESTION: Do you wear a seat belt:

Always	79%
Most of the time	15%
Some of the time	3%
Rarely or Never	3%

***** IF NOT "ALWAYS" n=231 *****

QUESTION: Which one of the following is the primary reason you do not always wear a seat belt: (ORDER ROTATED)

You just forget to buckle it	37%
When trips are too short to justify buckling	22%
Too lazy to buckle it	22%
It's too uncomfortable or doesn't fit	16%
Other/Not Sure (DO NOT READ)	3%

QUESTION: Which of the following are times when you usually do not wear your seat belt?

		<u>% OF ALL</u>
- When traveling a short distance?	72%	15%
- When staying close to home?	69%	14%
- When traveling on neighborhood streets?	59%	13%
- When traveling on the highway?	45%	10%
- When riding as a front seat passenger?	46%	10%
- When riding as a back street passenger?	51%	11%
- When on a long trip?	51%	11%

***** ALL DRIVERS *****

QUESTION: Does every occupant in your car wear a seat belt?

Always	76%
Most of the time	15%
Some of the time	5%
Rarely or Never	4%

QUESTION: Have you or any member of your family ever been involved in a serious automobile collision in which wearing a seatbelt likely saved a life?

Yes	23%
No	76%
Not Sure	1%

QUESTION: Are you familiar with the “Click it or Ticket” campaign?

Yes	85%
No	15%

QUESTION: Would you be more likely to wear your seatbelt at all times if you could be stopped by law enforcement and heavily fined if you did not have your safety belt fastened?

Yes	65%
No	27%
Not Sure	8%

QUESTION: Now I would like to ask you some questions about your personal driving practices. Your answers are confidential and for statistical purposes only, so feel relaxed and free to answer honestly. Within the past six months have you:

- Driven faster than the posted speed limit?

Yes	68%
No	32%

- Changed lanes without checking mirrors and blind spots first to determine whether the lane is clear of traffic?

Yes	10%
No	90%

- Ignored or delayed appropriate maintenance of your vehicle?

Yes	17%
No	83%

- Driven through a red light at an intersection (or as the traffic light was changing from yellow to red)?

Yes	34%
No	66%

- Driven through a Stop sign without coming to a full stop?

Yes	36%
No	64%

- Driven knowing that you were drowsy?

Yes	33%
No	67%

- Used a cell phone while driving?

Yes	43%
No	57%

- Read something while driving?

Yes	17%
No	83%

- Eaten while driving?

Yes	52%
No	48%

- Conducted personal grooming while driving – such as combing your hair or applying make-up?

Yes	8%
No	92%

- Driven your vehicle in a hostile or aggressive manner because you were late?

Yes	16%
No	84%

- Driven while emotionally upset?

Yes	35%
No	65%

- Read or sent a text message while driving?

Yes	6%
No	94%

- Used a PDA, such as a Palm Pilot or iPOD while driving?

Yes	3%
No	97%

- Listened to something on headphones while driving?

Yes	3%
No	97%

- Watched a video while driving?

Yes	2%
No	98%

- Consulted a global positioning system or GPS while driving?

Yes	6%
No	94%

- Adjusted a DVD player for passengers while driving?

Yes	8%
No	92%

QUESTION: Has a romantic moment ever competed for your attention while driving?

Yes	10%
No	90%

QUESTION: In your opinion, is it acceptable to drive:

- Five (5) miles over the posted speed limit?

Yes	77%
No	23%

- How about ten (10) miles over the posted speed limit?

Yes	26%
No	74%

- How about fifteen (15) miles or faster over the posted speed limits?

Yes	6%
No	94%

- After consuming a beverage containing alcohol?

Yes	18%
No	81%
Depends	1%

- A vehicle that is overdue for a maintenance check?

Yes	26%
No	73%
Depends	1%

QUESTION: How often do you check your tire pressure?

Weekly	19%
Monthly	37%
Rarely	12%
Only before a long trip	8%
Only if I notice tires are low	17%
Not Sure (NOT READ)	7%

QUESTION: As a driver, have you been in any type of motor vehicle collision, including a fender-bender:

Within the past year	10%
1-2 years ago	7%
3-5 years ago	13%
More than 5 years ago	37%
Never	33%

QUESTION: Do you feel drivers should be required to take a driving test in order to keep their license:

	<u>YES</u>	<u>NO</u>	<u>DK</u>
- At least every 10 years?	56%	39%	5%
- Every two years after the age of 75?	76%	18%	6%
- When moving from one state to another?	41%	55%	4%
- After a moving violation resulting in a license suspension or revocation?	73%	20%	7%
- Once licensed, drivers should never be subjected to taking another driving test?	24%	70%	6%

QUESTION: Within the past five years, has your household had a teenage driver?

Yes	31%
No	69%

***** 342 TEEN DRIVER HOUSEHOLDS *****

QUESTION: Did that teenage driver have a vehicle to use on a regular basis?

Yes	86%
No	14%

QUESTION: Did that teenage driver have use of a cell phone?

Yes	70%
No	30%

QUESTION: Were driving restrictions placed on that teenage driver, such as a curfew, limited number of passengers or mandatory seat belt use?

Yes	71%
No	29%

QUESTION: Do you agree or disagree with the concept of phasing in driving privileges for teenagers as they gain driving experience?

Agree	78%
Disagree	11%
Not Sure	11%

QUESTION: Did you consider a motor vehicle collision as the greatest life-threatening risk that your teenager faced, or were you more worried by other possible threats, such as drugs or violence?

Motor Vehicle	58%
Other	34%
Not Sure	8%

DEMOGRAPHICS:

- What is your age?

16-20	89	(8%)
21-25	87	(8%)
26-34	164	(15%)
35-44	180	(16%)
45-54	194	(18%)
55-64	196	(18%)
65+	180	(16%)
Refused	10	(1%)

- Which of the following best describes your race or ethnicity?

White, Anglo or Caucasian	798 (73%)
Black or African-American	127 (12%)
Hispanic, Latino or Cuban	122 (11%)
Asian or Middle Eastern	33 (3%)
Native American or other	8 (1%)
Refused (NOT READ)	12 (1%)

- NOTE SEX:

Male	545 (50%)
Female	555 (50%)

- NOTE REGION:

Northeast	254 (23%)
Midwest	242 (22%)
South	326 (30%)
West	278 (25%)