



Research Findings

February 2007

**Parents and Teen Driving Safety
Quantitative Study**

OBJECTIVES

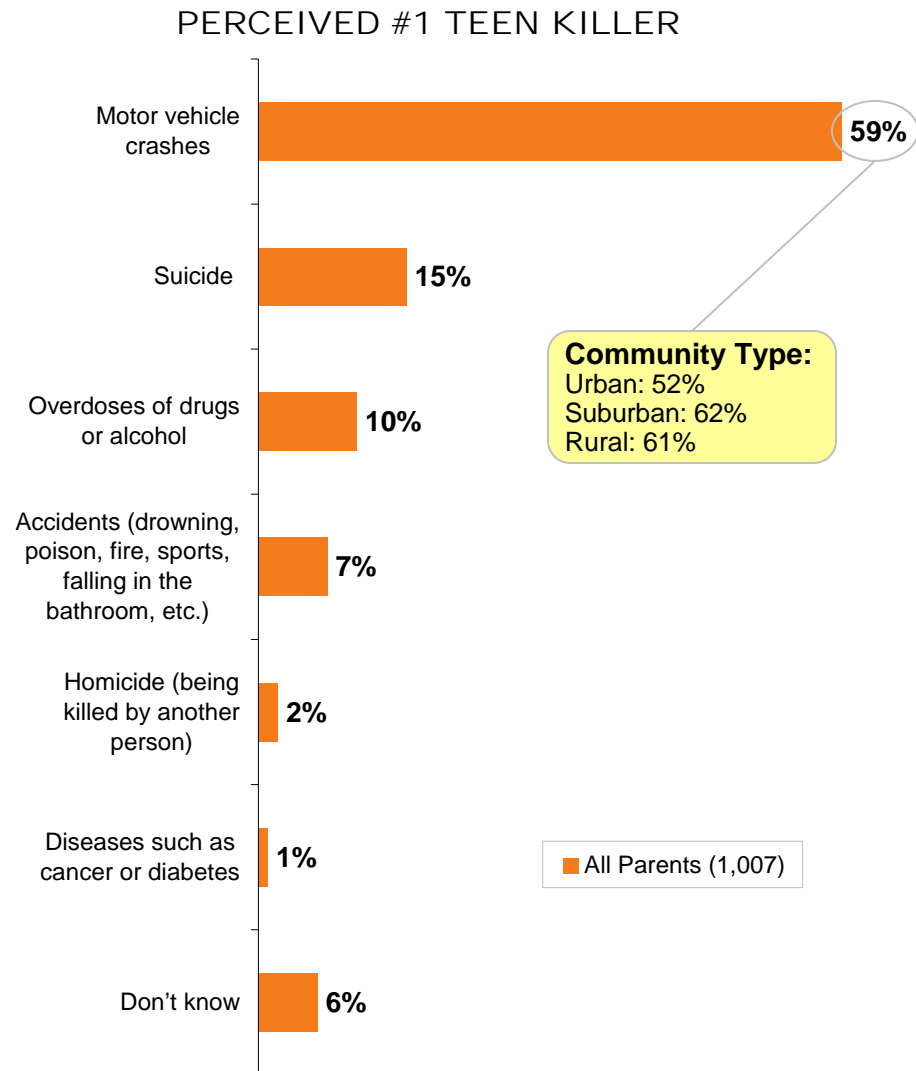
- > Understand what parents currently know about the teen driving issue, and why safe teen-driving is not a higher priority to them.
- > Explore what parents do to prepare their teens for the experience of driving:
 - > What roles do parents adopt in the process?
 - > What resources do they use to help?
- > Understand what parents currently do to help manage their new teen drivers:
 - > Do they understand and leverage Graduated Driver Licensing (GDL) laws?
 - > What other controls do they initiate?
- > Identify what other information or tools parents would like to help them better manage their teen's driver training and driving experience.

METHODOLOGY

- > On behalf of The Allstate Foundation, Teenage Research Unlimited (TRU) conducted a national 15-minute online survey among 1,007 parents (who had a 15- to 17-year-old child living in the household at least half the time).
 - > 605 were moms and 402 were dads.
 - > 516 had sons and 491 had daughters.
 - > 568 were parents of licensed teens; 439 were parents of teens with their permit.
- > The margin of error (at the 95% confidence level) is \pm three percentage points in total.
- > Interviews were conducted in January-February 2007.
- > For more detail about respondents' demographic make-up, please see the Appendix.

DETAILED FINDINGS

Parents are aware that automobile crashes are the #1 killer of teens



- > The majority of parents (59%) correctly identified automobile crashes are the top killer of teens in the United States.
 - > Many teens are also aware of the issue: half of them (51%) identified motor vehicle crashes as the top cause of death among American teenagers*.

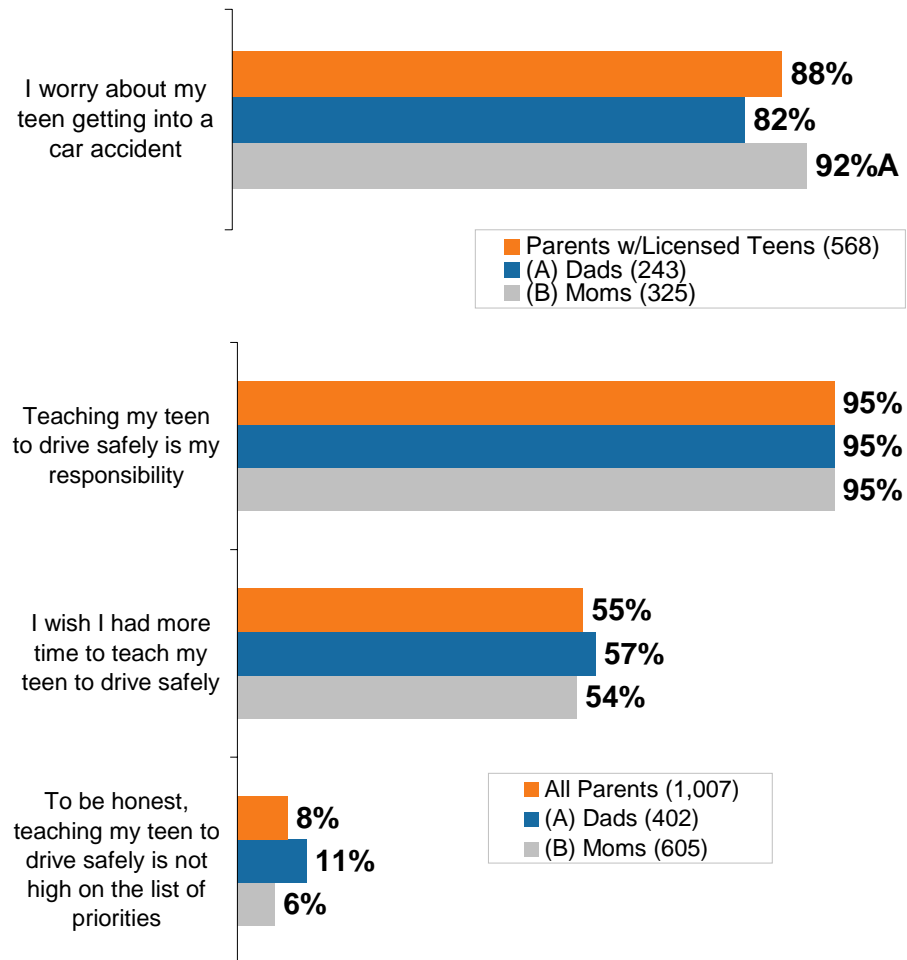
* Source: The Allstate Foundation Survey of 1,001 teens (ages 15-17), March 2005

Note: base sizes for charted segments are noted (in parentheses) in chart's legend.

DETAILED FINDINGS

Parents claim to be concerned about their teen's ability to steer clear of crashes

AGREE WITH STATEMENT
(Top 2 Box: "Strongly" or "Somewhat Agree")



- > Nearly nine in ten parents (88%)—and more moms than dads (92% vs. 82%)—say they worry about their teen getting into automobile crashes.
- > Parents also acknowledge that it is their responsibility to teach driving safety to their kids (95%).
 - > Few parents (8%) said this was *not high* on their list of priorities.

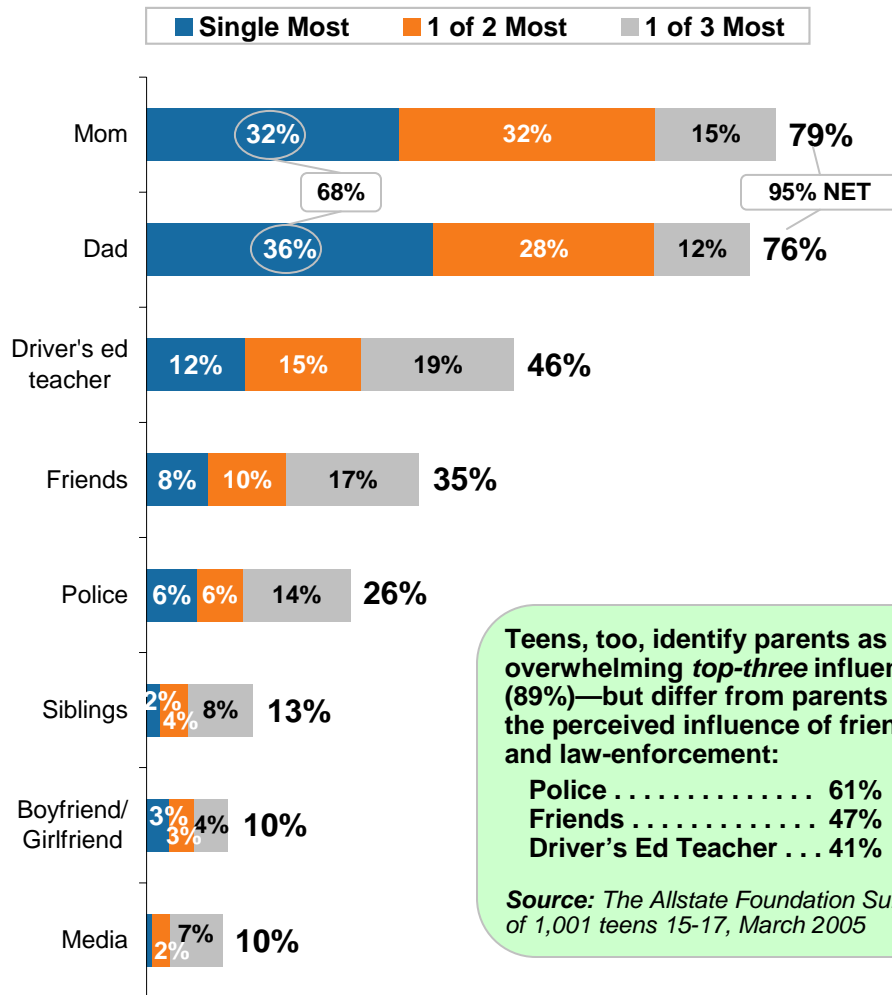
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Q.11: How much do you agree or disagree with each of the following statements about your {son's/daughter's} driving?
Q.10: How much do you agree or disagree with each of the following statements?

DETAILED FINDINGS

Parents are the primary influences on their teen's driving – and they know it

HOW INFLUENTIAL ON TEEN'S DRIVING



Teens, too, identify parents as an overwhelming *top-three* influencer (89%)—but differ from parents on the perceived influence of friends and law-enforcement:

- Police 61%
- Friends 47%
- Driver's Ed Teacher . . . 41%

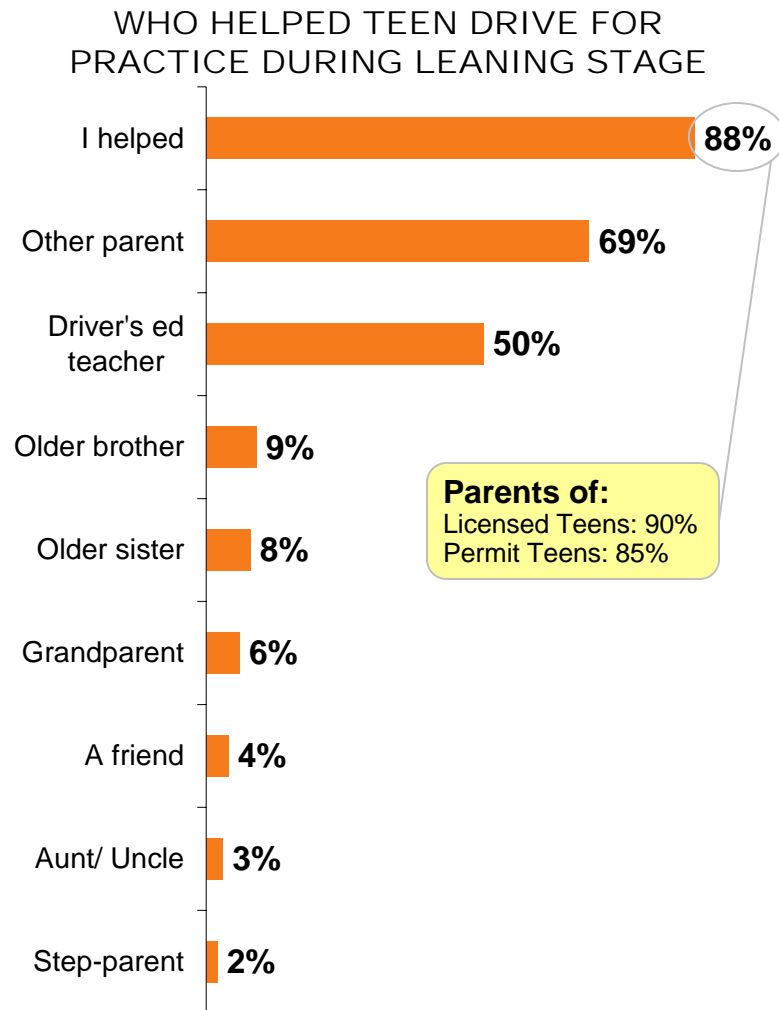
Source: The Allstate Foundation Survey of 1,001 teens 15-17, March 2005

- > Overall, *parents* accounted for 68% of the top-rated influence on these parents' teen-drivers.
 - > Roughly half of parents (54% of dads and 42% of moms) say they have the single most influence on their teen's driving.
 - > A driver's-ed teacher (12%) was the next-most top-rated influence, followed by police (6%).
- > The vast majority of parents rate *themselves* as one of the top-three influences on their child's driving (89% of dads and 85% of moms).
 - > Nearly half (46%) rated *driver's ed teacher* as a top-three influence on their teen's driving; one-third (34%) rated friends as a top-three influence.

Q.23: Of the following, which three do you think have the most influence on how your {son/daughter} drives? *Please rank the top three by putting a "1" by the one that has the most influence, [etc]. (n=1,007)*

DETAILED FINDINGS

Parents identify themselves as the primary person who provides driving supervision



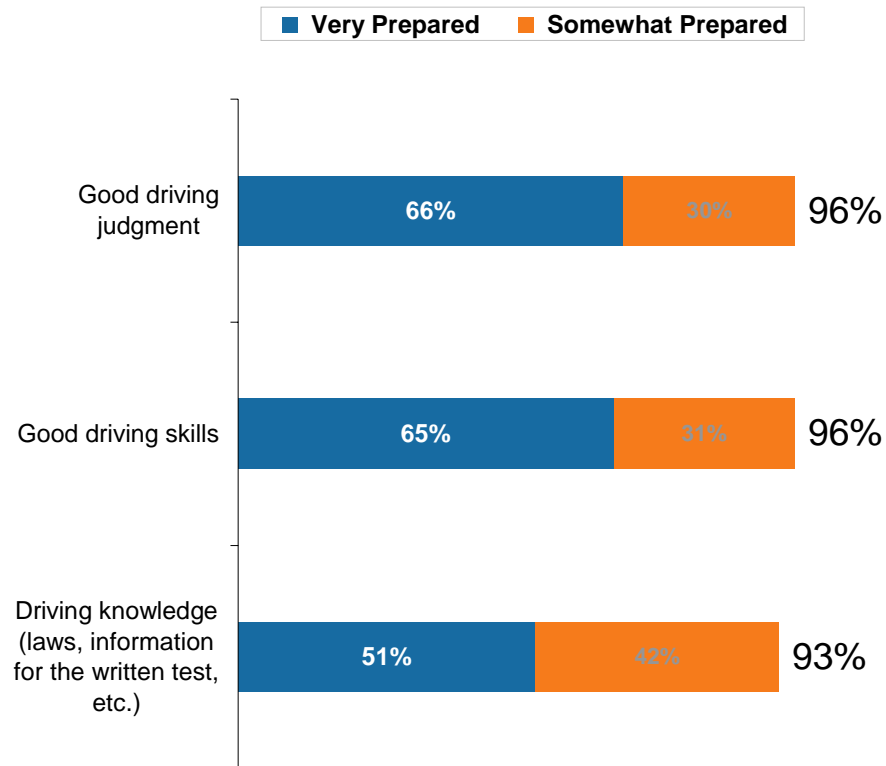
- > Nine in ten parents of licensed teens (90%) claim they helped their teen practice during the learning stage.
 - > Nearly as many parents of teens with their permit (85%) say they are helping to provide driving practice during the learning stage.
 - > Interestingly, 62% identified themselves as the *primary* provider of driving supervision during the learning stage.
- > By comparison, two-thirds of parents (69%) say their child's other parent helped.
- > Half of parents (50%) say a driver's ed teacher helped.
 - > Fully 86% of parents say driver's education alone is not enough to prepare their teen for driving.

Q.14: Who, if anyone, helped ("is helping" for parents of permit drivers) your {son/daughter} drive for practice during the learning stage? Please choose all that apply. (n=1,007)

DETAILED FINDINGS

Parents believe they are well-prepared to teach their teens about driving

PREPARED TO TEACH TEEN ABOUT...

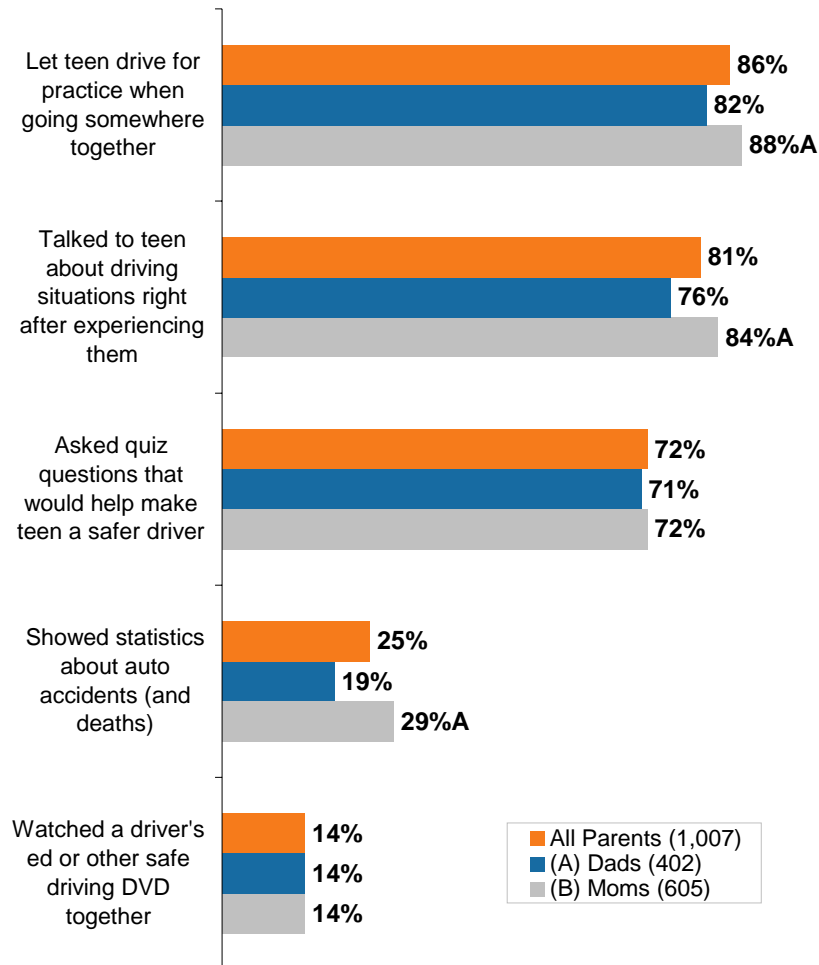


- > Nearly all parents said they feel prepared to teach their teen driving *judgment* (96%), driving *skills* (96%), and driving *knowledge* (93%).
- > More parents feel *strongly* that they are prepared to teach their teen driving judgment and skills (66% and 65%, respectively, say they are “very prepared”) than do so of the rules of the road (51%).

DETAILED FINDINGS

Parents claim to take a number of steps to help their teens prepare to drive

PERSONALLY DONE TO HELP PREPARE TEEN FOR DRIVING



- > Nearly all parents say they have taken their teen driving for practice and discussed safe driving (each 95%). [not charted]
 - > Fully 86% let their teen drive while going somewhere together.
 - Four in five (80%) have gone somewhere safe like a parking lot or field.
 - Three in four (75%) went to public roads regularly to formally teach their teen.
 - > Four of five (81%) claim to have discussed driving experiences with their teen soon after they happened; nearly as many (77%) have talked about avoiding distractions while driving.
 - > Nearly three in four (72%) parents say they have quizzed their teen to help teach safe driving—56% in preparation for a test and 60% “on the side.”
- > Two-thirds of parents (66%) have signed their teen up for a driver training class. [not charted]
 - > Notably, only 5% say their child has enrolled in an advanced driving course. Most enrolled in a high-school course (55%), and many enrolled in a private or commercial driver's ed course.

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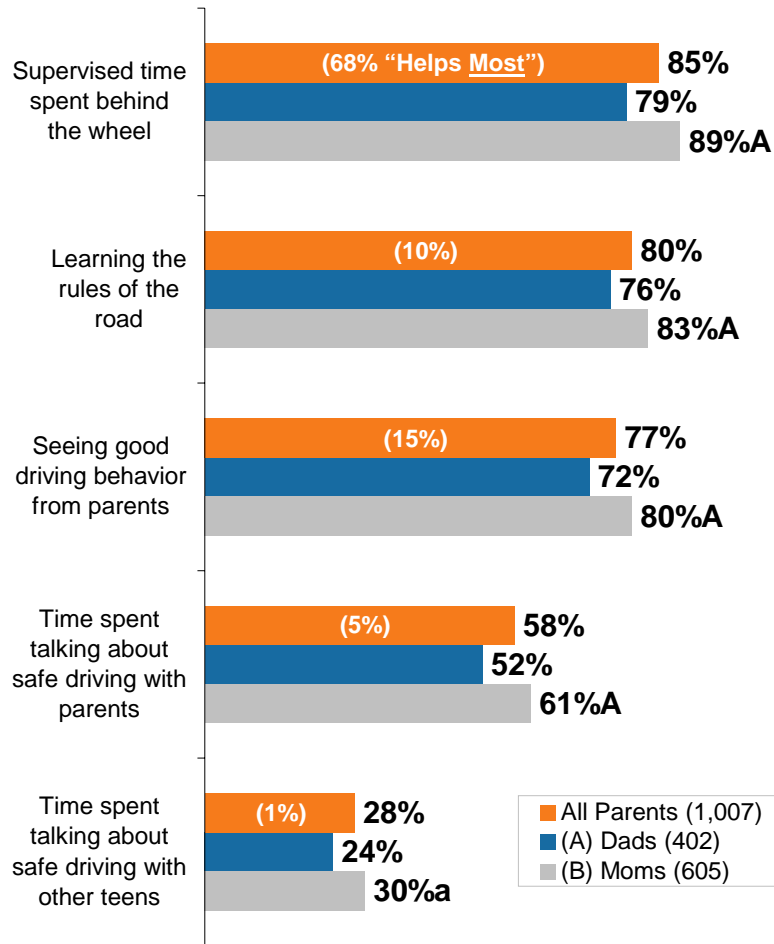
Q.16: Which, if any, of the following things have you personally done to help prepare your {son/daughter} for driving? Please choose all that apply.

DETAILED FINDINGS

Parents know that the best way to prevent crashes is to get their teens supervised

HELPLESSNESS TEACHING SAFE DRIVING

(Top Box: "Very Helpful")



- > A great majority of parents (85%) say supervised time behind the wheel is "very helpful" in teaching their teens safe driving.
 - > Two thirds of them (68%) say it is the single most helpful thing for their child to learn safe driving.
- > *Parents also believe they need to be good role models: 77% say seeing good driving behavior from them (and/or their child's other parent) is very helpful in teaching their teens safe driving.*

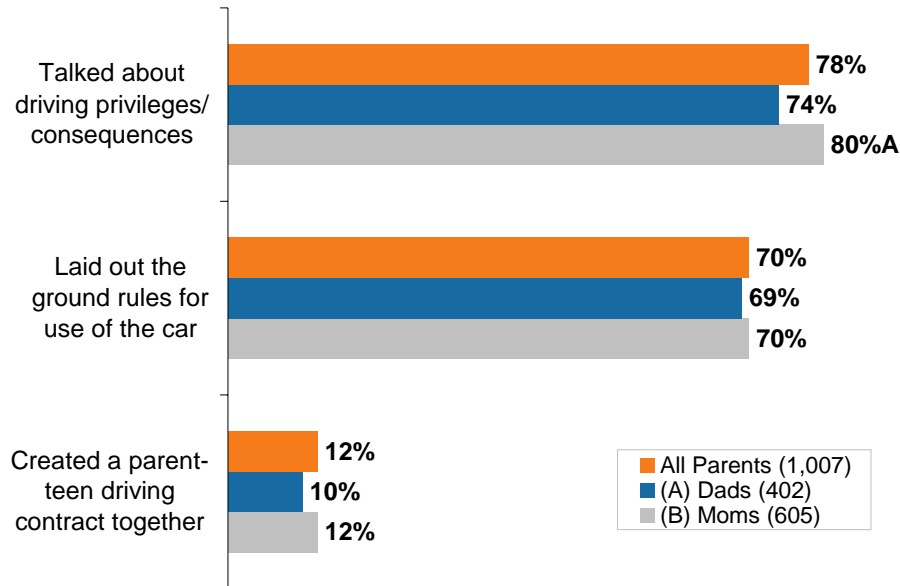
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Q.20: How helpful, if at all, do you think each of the following is for helping your {son/daughter} drive safely?
 Q.21: Which one of the following do you think **most** helps your {son/daughter} drive safely?

DETAILED FINDINGS

Most parents also claim to have laid out the ground rules for their teen

DONE TO PREPARE TEEN FOR DRIVING



- > Three-fourths of parents (78%) say they have talked with their teen about driving privileges and consequences.
 - > Nearly as many (70%) claim to have “laid out ground rules.”
- > Nearly two-thirds of parents (63%) say they are more strict than other parents when it comes to enforcing driving rules for their teen; only 9% reported being more lenient by comparison.
 - > One in five parents (22%)—and more moms (25%) than dads (18%)—said they are “much more strict” than parents of their teen’s friends.

STRICTNESS VS. OTHER PARENTS (Enforcing Driving Rules)

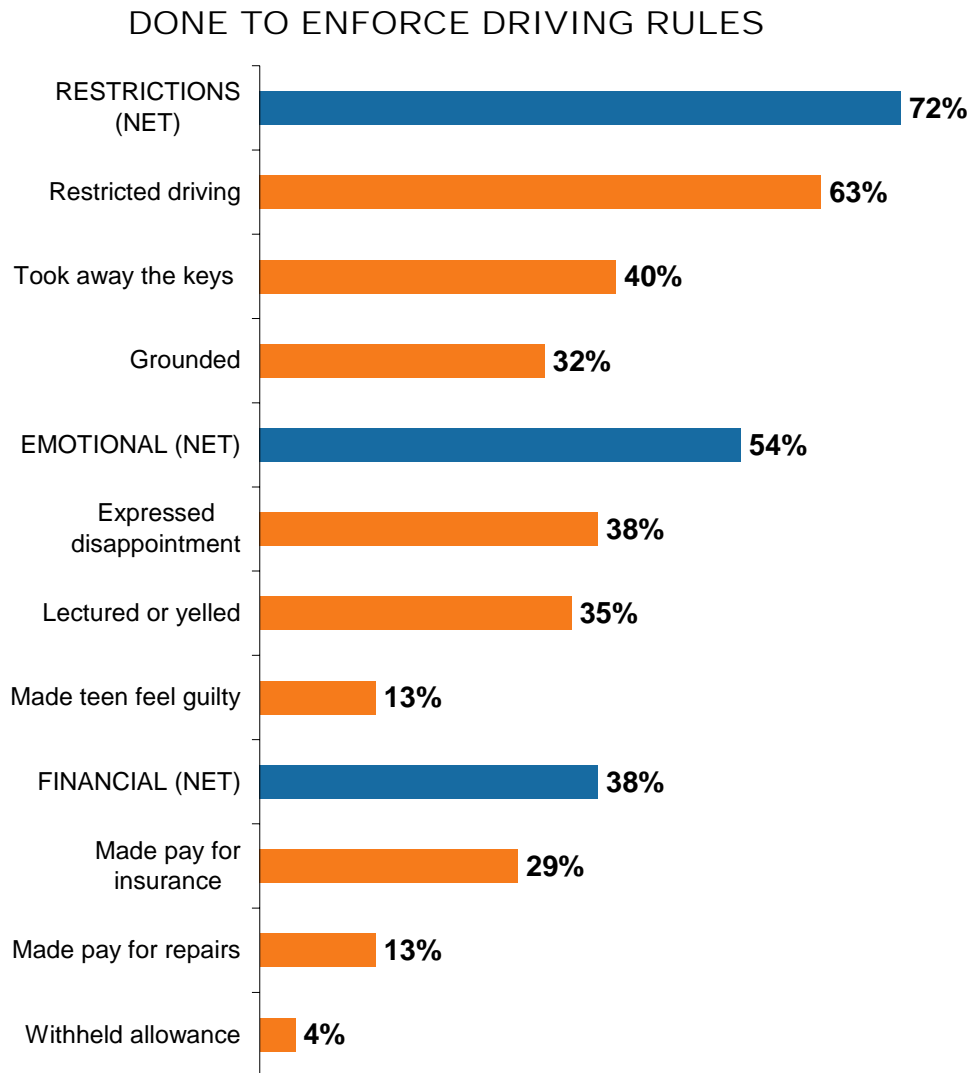


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11 Q.16: Which, if any, of the following things have you personally done to help prepare your {son/daughter} for driving?
 Q.27: Compared to the parents of your child’s friends, how strict would you say you are when it comes to enforcing driving rules?

DETAILED FINDINGS

Parents use many methods to instill the safe driving message



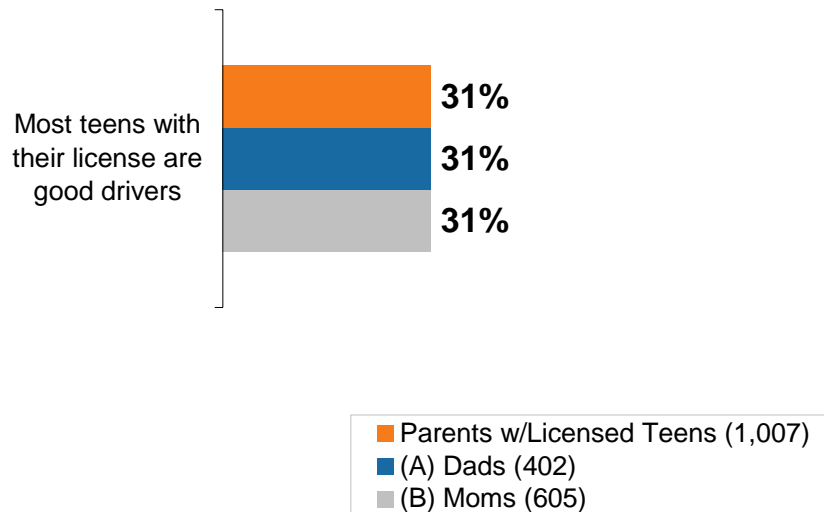
- > Enforcing restrictions is parents' top choice for enforcing driving rules with their teen.
 - > Most parents say they have restricted their teen's driving in some way (63%), whether at night, disallowing friends in the car, etc.
 - > Two in five (40%) have taken away the keys, completely preventing their teen from driving for some period of time; one-third (32%) went beyond the car and outright grounded their teen.
- > More than half of parents (54%) use emotionally-targeted approaches to attempt to motivate safer driving.
- > 38% dug into their child's wallet/purse to try and enforce driving rules.

Q.32: Which of the following, if any, have you (or your {son's/daughter's} {Mom/Dad}) done to enforce driving rules for your {son/daughter}? Please mark all that apply. (n=1,007)

DETAILED FINDINGS

Not surprisingly, parents do not believe teens in general to be good drivers

AGREE WITH STATEMENT
(Top 2 Box: "Strongly" or "Somewhat Agree")



> *Parents' concern for their teen's safety when driving is likely fueled by their opinion of his/her peers: less than a third of parents (31%) say teens are good drivers.*

> *Teens themselves also rate their cohort as being less than stellar drivers: just 23% of them said most teens are good drivers.**

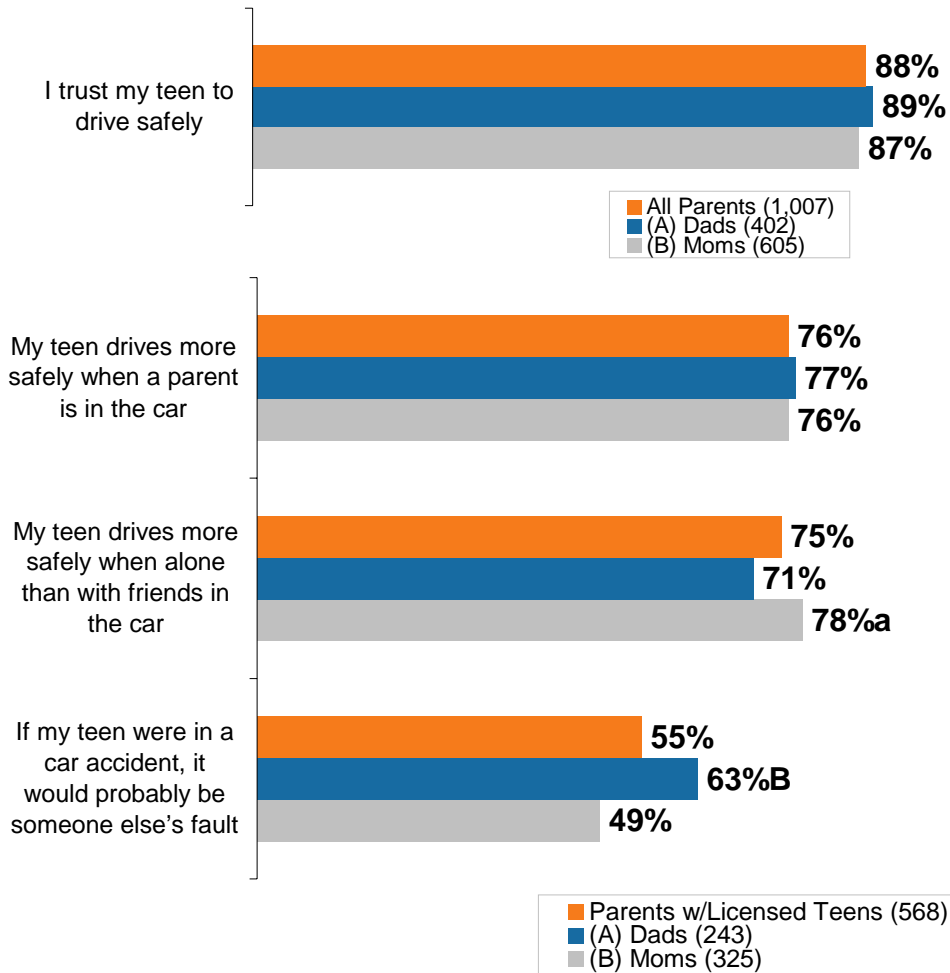
* **Source: The Allstate Foundation Survey of 1,001 teens 15-17, March 2005**

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DETAILED FINDINGS

Parents: “not my kid” contributing to the generally poor driving exhibited by teens

AGREE WITH STATEMENT
(Top 2 Box: “Strongly” or “Somewhat Agree”)



- > *Of course, parents own teenaged son or daughter is the exception to the rule: although parents peg teens as higher-risk drivers, the vast majority of them (88%) trust their own teen to drive safely.*
 - > *Trust means more driving freedom and less supervision: 97% of parents say the level of trust they have for their child influenced the driving privileges they allowed their teen.*
 - > *Still, three in four parents say their own teen drives more safely with a parent in the car (76%) and without friends in the car (75%).*
- > *More than half of parents (55%)—and more dads (63%) than moms (49%)—believe that it would be someone else’s fault if their teen got in a crash.*

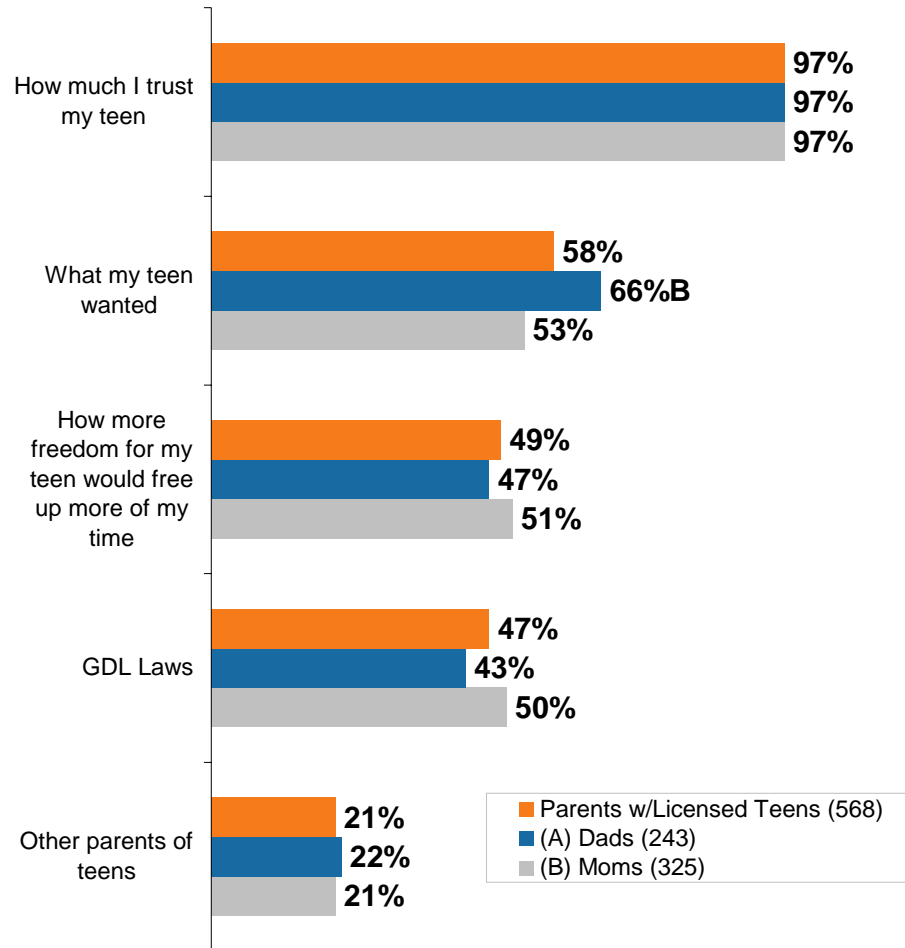
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Q.10: How much do you agree or disagree with each of the following statements?
 Q.11: How much do you agree or disagree with each of the following statements about your {son's/daughter's} driving?

DETAILED FINDINGS

Trust is the leading influence on parents' decisions about their teen's driving privileges

INFLUENCED PRIVILEGES ALLOWED MY TEEN (Top 2 Box: Influenced "Somewhat" or "A lot")



- > Trust weighs heavily on parents' decision as to what driving privileges to allow their teen: 97% of both moms and dads say it influences their decisions when it comes to turning over the car keys.
- > Other factors also weigh heavily on parents' leniency when it comes to their teen getting behind the wheel:
 - > Two-thirds of dads (66%) and half of moms (53%) say their teen's desires influenced their decisions about what driving privileges to allow.
 - > Half of parents (49%) let the added free-time that *allowing their teen to drive offers* play into their decisions.

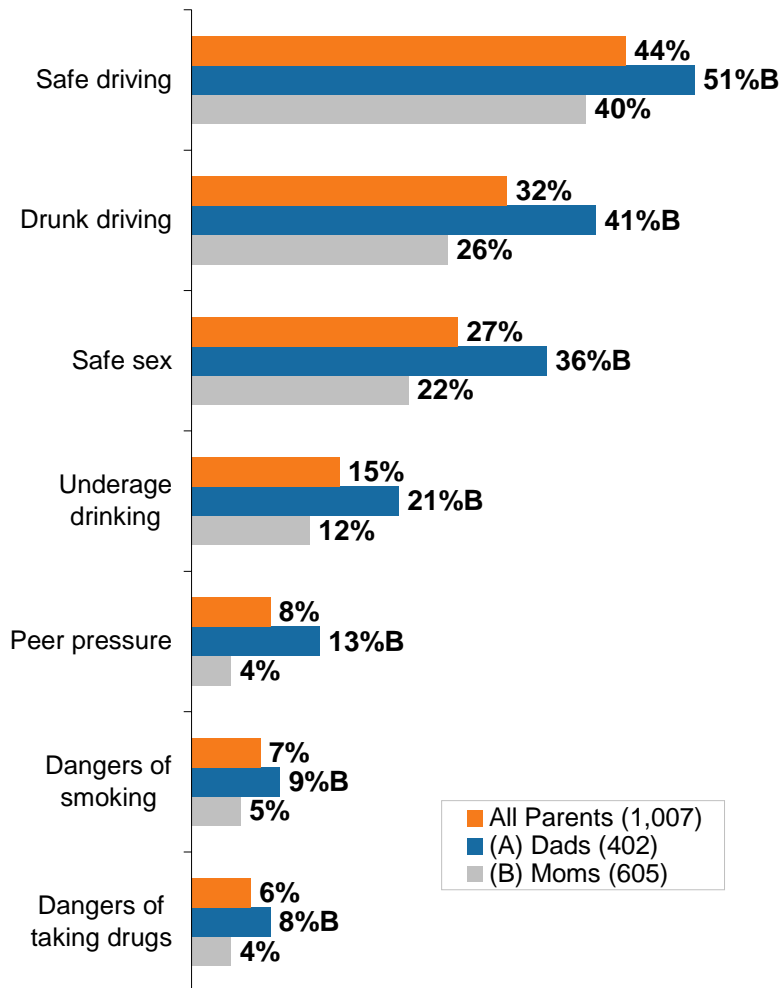
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Q.29: When making decisions about **when your teen got a permit and driver's license**, and **what driving privileges to allow**, how much have you been influenced by each of the following?

DETAILED FINDINGS

Parents delay talking about safe driving longer than other social issues

NOT DISCUSSED BEFORE AGE 15



- > Despite auto-crashes being the number-one killer of teens in the U.S., parents are discussing safe driving with their child later than they talk about underage drinking, safe sex, the dangers of smoking and doing drugs, and drunk driving.
- > Most parents say they wish they had more time to teach driving safety to their teens (55%).

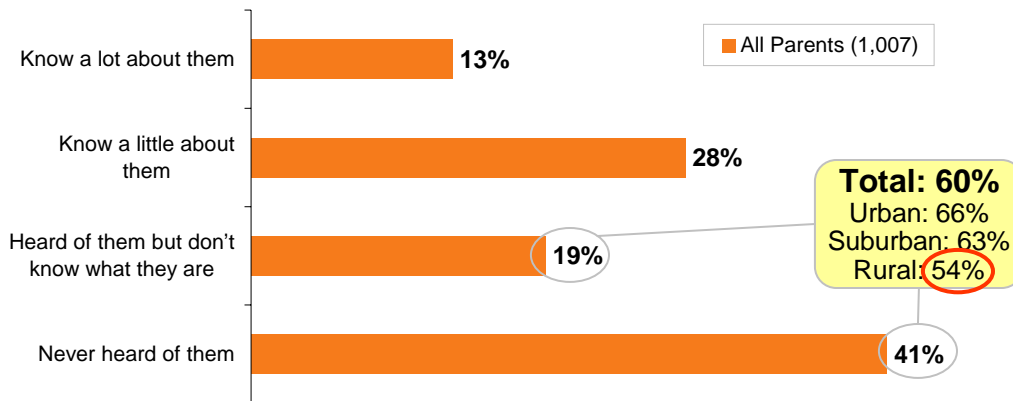
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Q. 9: As best you can remember, how old would you say your {son/daughter} was when you, yourself, first talked about each of the following with {him/her}?

DETAILED FINDINGS

Graduated Driver Licensing (GDL) is not well-understood by parents

PARENTS' LEVEL OF GDL FAMILIARITY



> Although every state now has some form of GDL laws, 60% of parents don't know what they are.

> Two in five (41%)—and more parents of permit drivers (46%)—say they've *never heard of* graduated driver licensing laws.

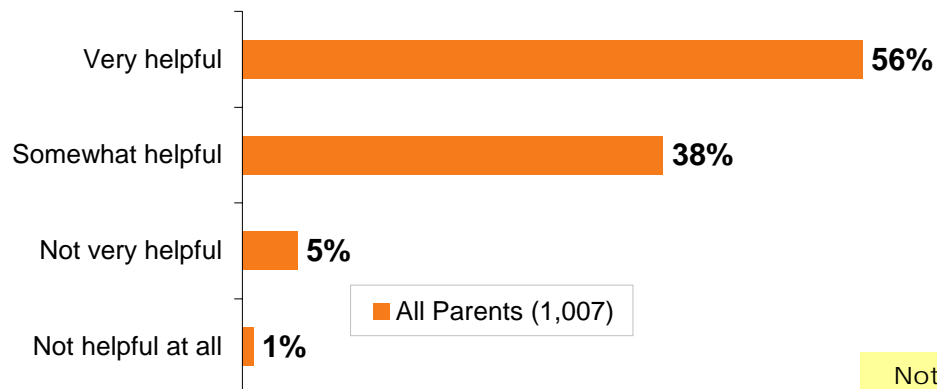
> One in five parents (19%) say they've heard of GDL but don't know what it is.

> Only 12% of all parents (8% among parents of teen permit-drivers) claim to know a lot about GDL laws.

> After seen a description of the GDL process, 94% of parents thought them helpful for reducing the number of teen crashes.

> More than half of parents (56%) labeled them "very helpful."

GDL'S HELPFULNESS REDUCING THE NUMBER OF TEEN crashes



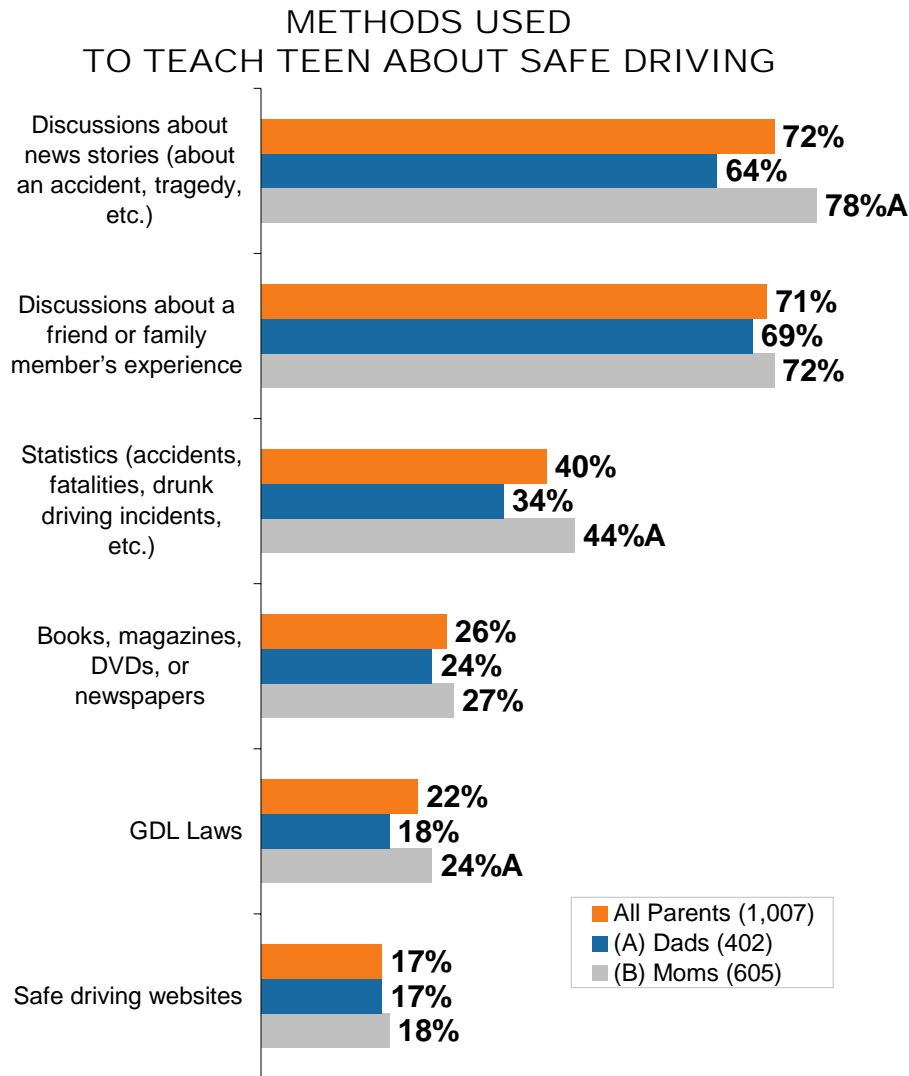
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Q.17: How familiar are you with Graduated Driver Licensing (GDL) laws?

Q.18: [Description Provided] How helpful, if at all, do you think Graduated Driver Licensing is (or would be) at reducing the number of crashes involving young drivers?

DETAILED FINDINGS

Relatively few parents say they discuss GDL with their teen as a way to teach safe driving



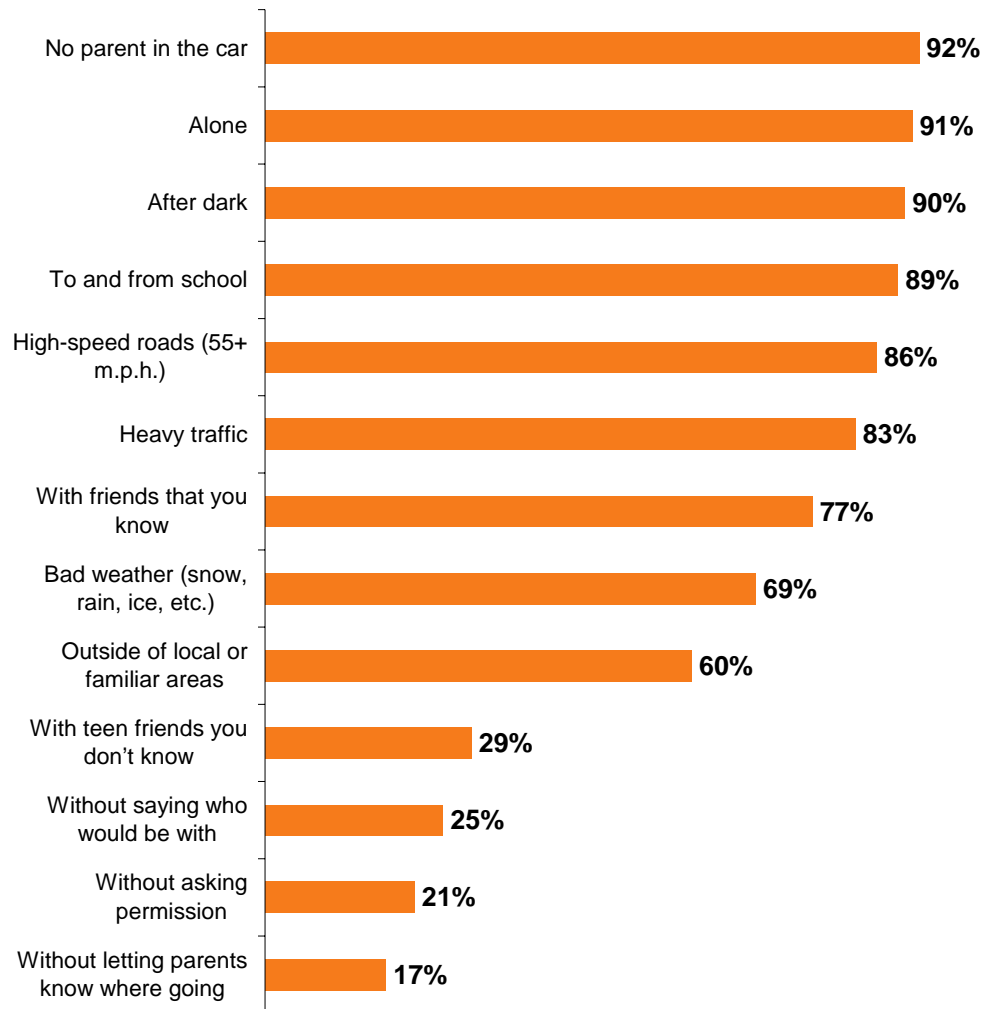
- > In part due to parents' low awareness of Graduated Driver Licensing (GDL) laws, only 22% of them say they've used the restrictions/guidelines as a way to help teach their teen safe driving.
- > Most parents talk instead about news stories (72%) and family experiences (71%) to pass along driving wisdom.
- > Two in five parents (40%) – and more moms than dads (44% vs. 34%) – have used statistics to teach their teen about safe driving.

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DETAILED FINDINGS

Parents allow teens to drive in dangerous situations soon after getting a license

ALLOWED IN FIRST FEW MONTHS OF DRIVING

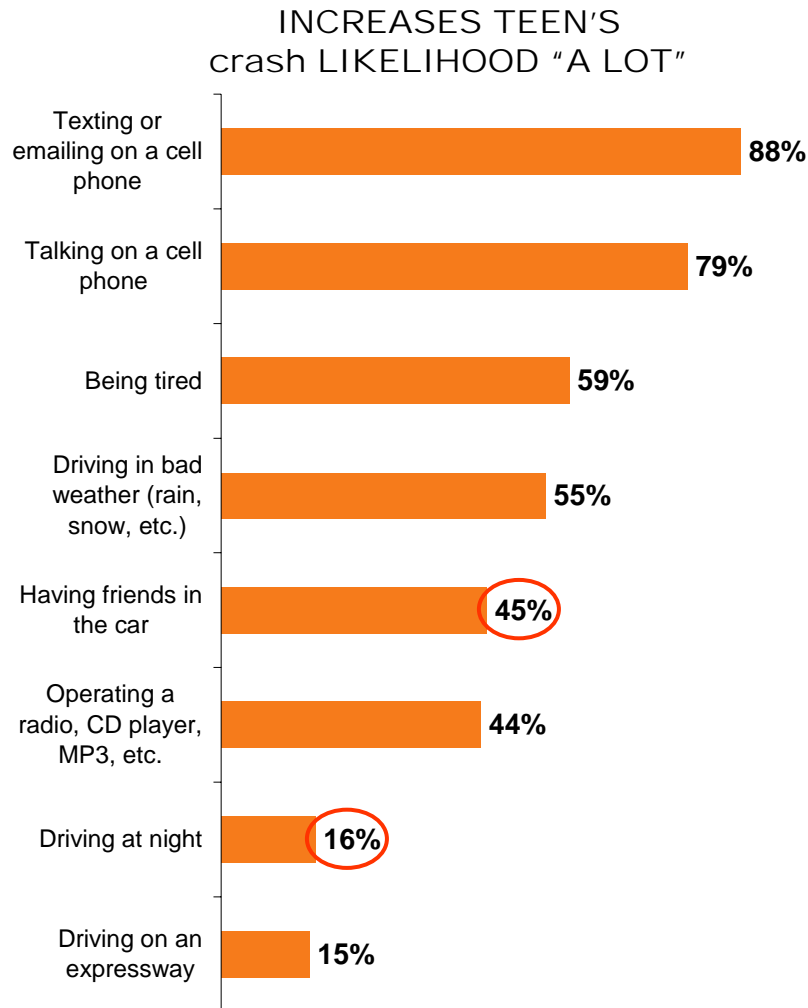


- > Teens are trusted right out of the gate:
 - > The vast majority of parents say that, within months of getting a license, their teen drove (or will drive) in situations known to be higher-risk: without parental supervision (92%), after dark (90%), to and from school (89%), on high-speed roads (86%), in heavy traffic (83%), and in bad weather (69%).
 - > Three in four parents allow their teen to drive with known friends (77%); nearly a third (29%) allow their teen out driving with friends they don't know.
 - > Parents of licensed teens appear more lenient than do parents of permit teens:
 - > Significantly more allow (or allowed) their teen, in the first months driving, to do so: alone, without permission, after dark, without a parent, and without saying where they're going or whom they'd be with. [not charted]

Q.25: In the first few months after your teen {gets/had} {his/her} driver's license, how often {will/was} {he/she} {be} allowed to drive... (n=1,007)

DETAILED FINDINGS

Parents are not aware of the relative dangers of having teens drive with friends



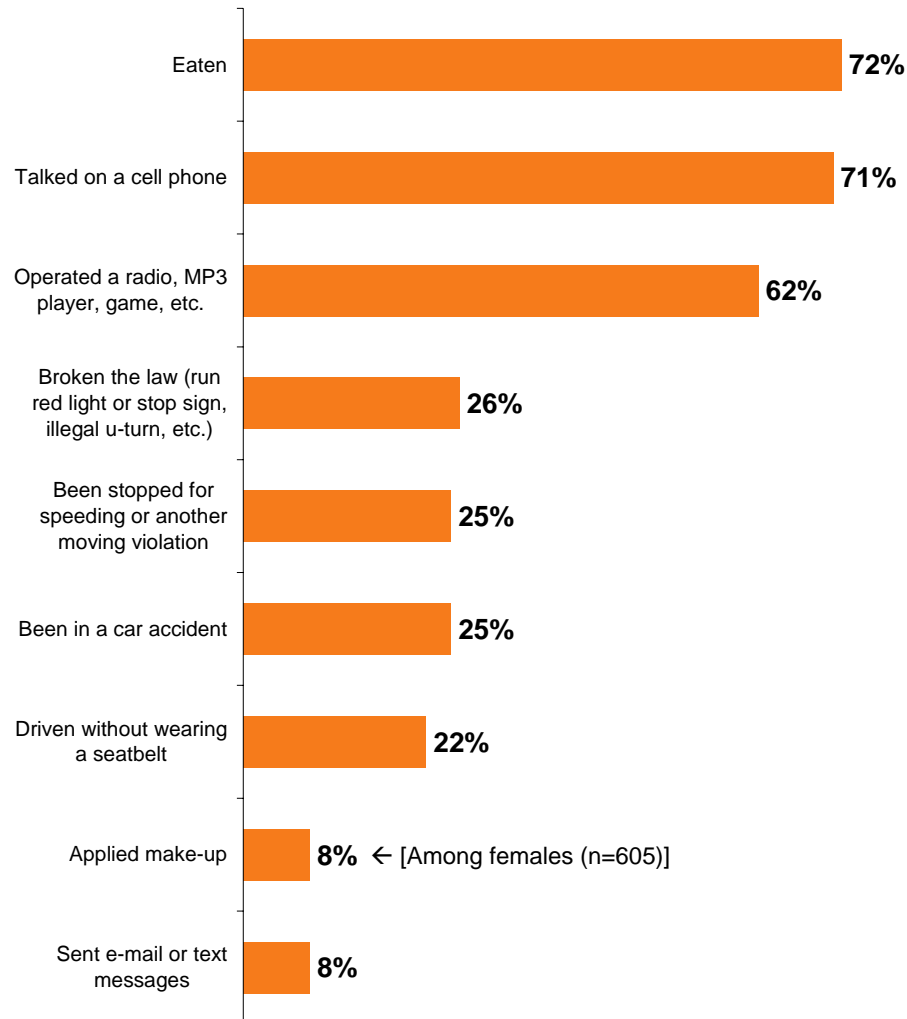
- > Peer pressure from other teens contributes to many teen driving crashes and fatalities—but parents rate friends as far-less a risk than they do cellphone activities.
 - > Less than half of parents (44%) rate friends as increasing their teen's likelihood of having an crash "a lot." Nearly twice as many (88%) rated email and texting on a cell phone as such a risk.
- > Relatively few parents (16%) said driving at night makes their teen much more accident-prone.

Q.22: How much, if at all, do you think each of the following situations increases your {son's/daughter's} likelihood of having an crash while driving? [Scale used: Not at all, Very little, Some, A lot] (n=1,007)

DETAILED FINDINGS

Parents also model bad driving behavior when driving with their teens

DONE WHILE DRIVING WITH TEEN



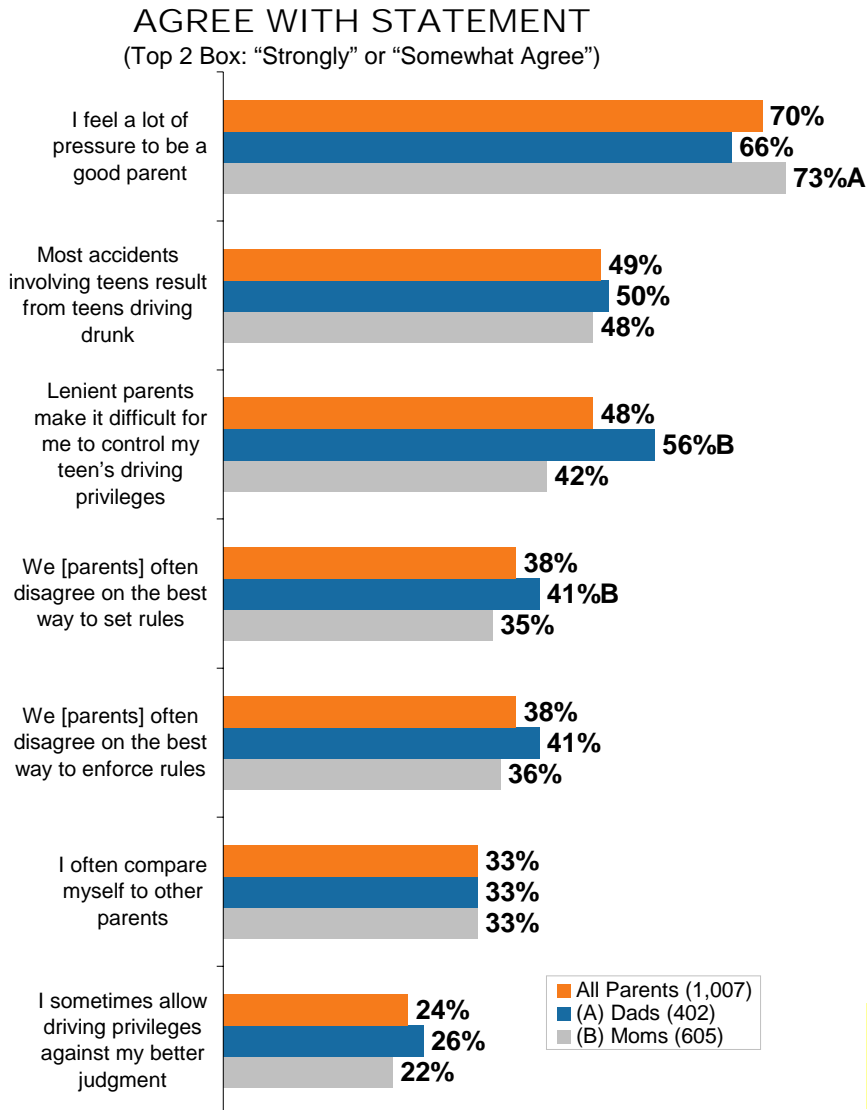
- > Although parents say they have demonstrated safe driving with their teen in the car (94%), nearly three in four have eaten (72%) and talked on a cell phone (71%) while driving.
- > Close to two-thirds (62%) have operated the radio or some other electronic device.
- > Roughly one in four parents have, with their teen in the car:
 - > Broken the law by running a red light or stop-sign, making an illegal u-turn, etc. (26%).
 - > Been stopped for speeding or some other moving violation (25%).
 - > Been in an crash (25%).
 - > Driven without a seatbelt (22%).

Q.10: How much do you agree or disagree that...?

Q.36: Have you, yourself ever done each of the following while driving with your teen in the car? (n=1,007)

DETAILED FINDINGS

Several factors contribute to clouded parenting judgment



- > Half of parents (49%) incorrectly believe that most crashes involving teens result from them driving drunk; the same portion of teens (51%) believe so of teen-crashes*.
- > Seven in ten (70%) feel a lot of pressure to be a good parent – and 33% say they often compare themselves to other parents.
 - > Half (48%) say other, more lenient parents make it difficult to control their own child's driving privileges.
 - > More than a third say they often disagree with their teen's other parent about the best way to lay out the ground rules, and about the best way to enforce those rules (each 38%).
- > One in four (26%) say they're too busy and make up for a shortage of time spent with their teen by allowing more driving privileges.
 - > The same portion (24%) say they've allowed their driving privileges against their own better judgment.

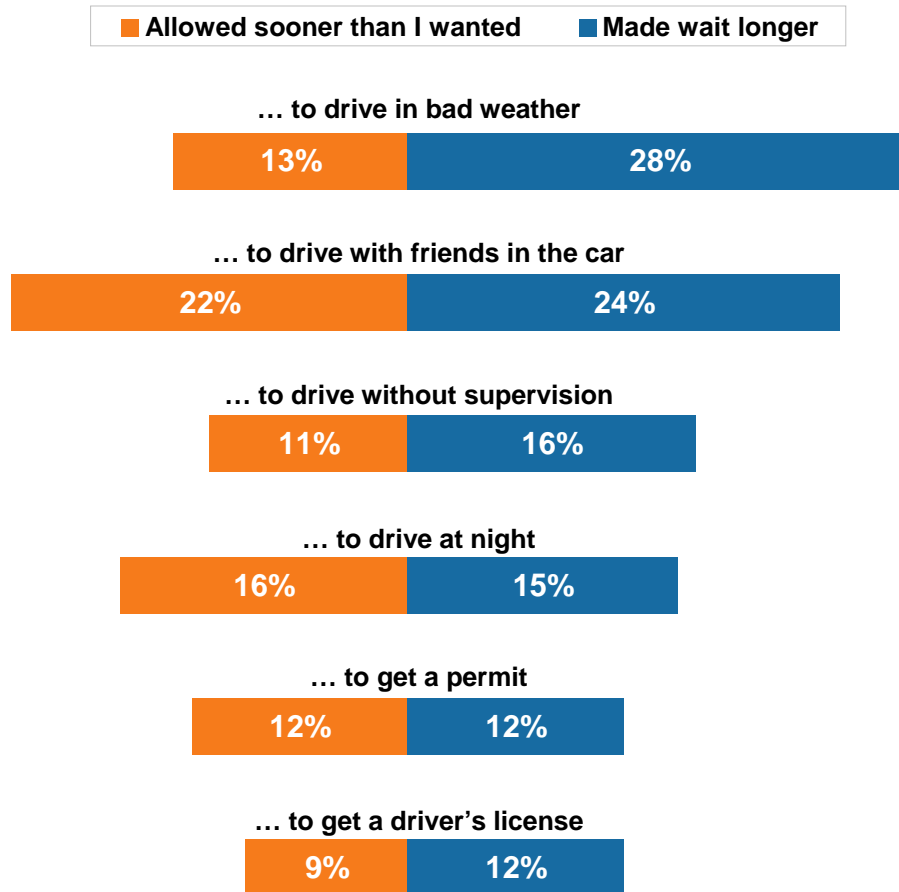
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DETAILED FINDINGS

Other parents can act as both good and bad influences when it comes to driving restrictions

WAYS INFLUENCED BY OTHER PARENTS

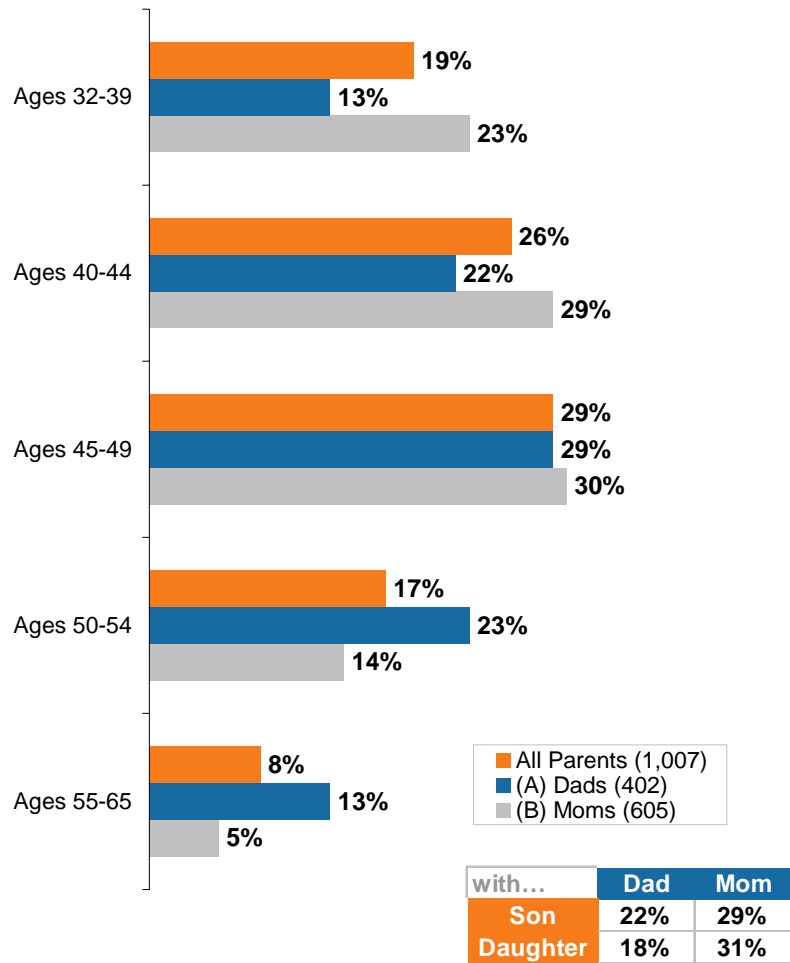


- > With one exception, parents were as positively influenced by other moms and dads as they were pressured by them.
 - > The greatest positive influence from other parents has been to delay their teen from driving in bad weather (28%).
 - > The most pressure stemming from other parents affected the allowing of other teens to ride in the car (22%).
 - > Allowing friends to ride along was also the most-influenced concession overall (good and bad).

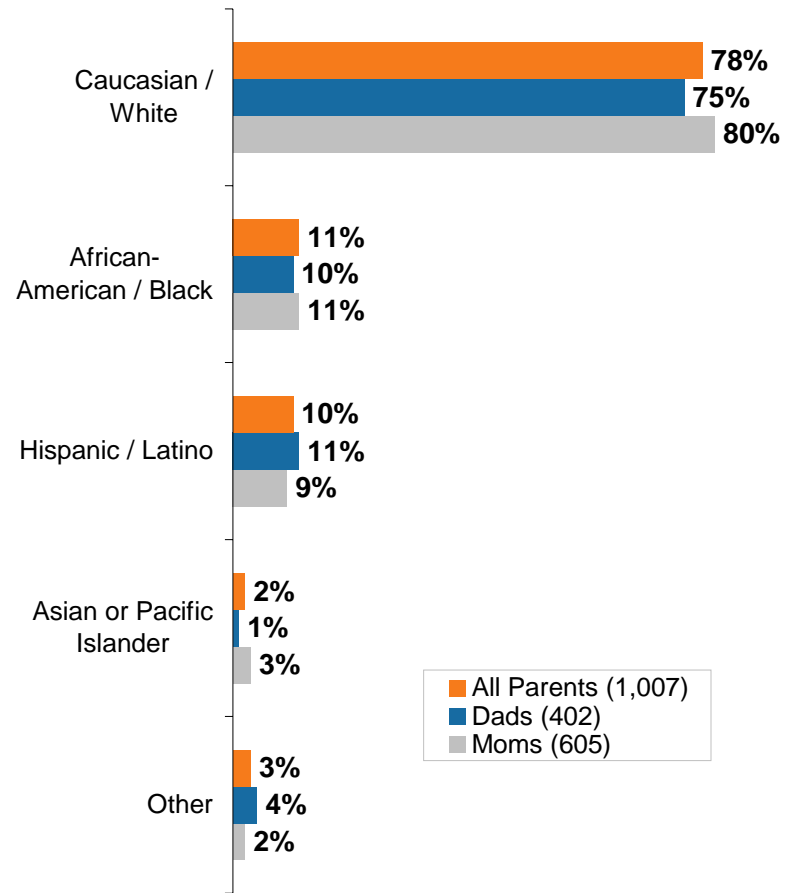
Q.30: In what ways were you influenced by parents of {his/her} friends when making those decisions? *Please mark all that apply.* (n=121)

APPENDIX: DEMOGRAPHIC
SAMPLE PROFILE

AGE / GENDER



ETHNICITY

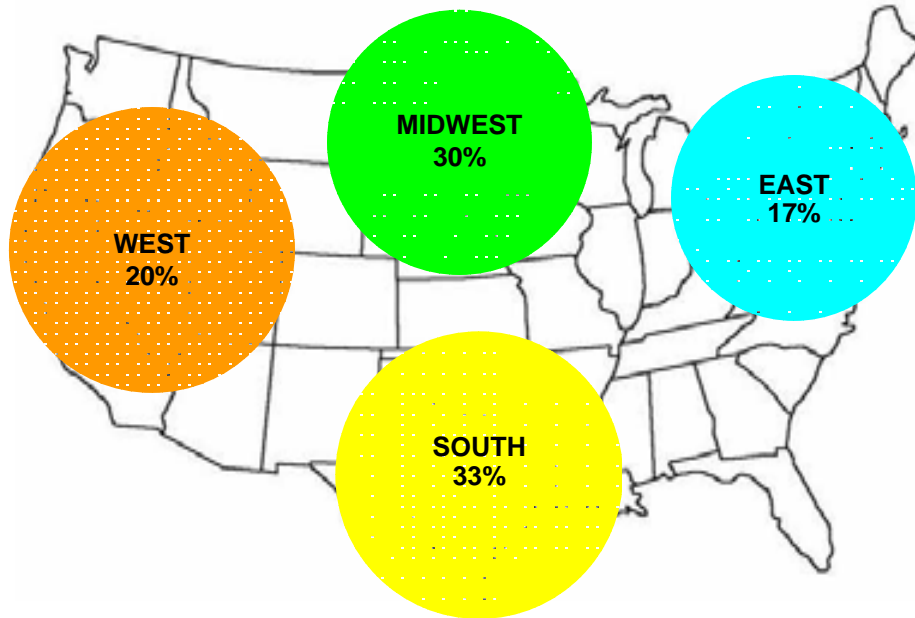


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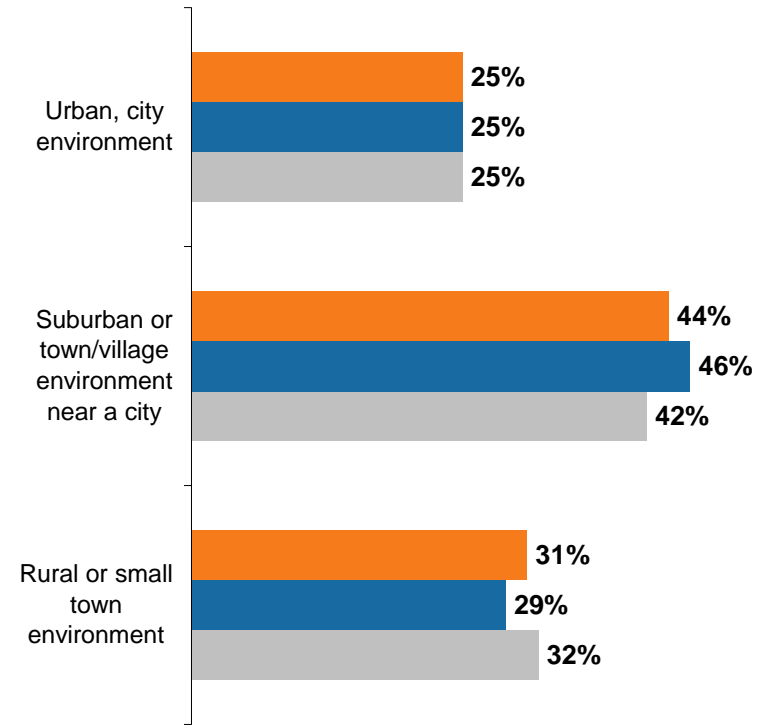
Q1.: Are you...? Q2.: What is your age?
Q40.: Are you of Hispanic origin? Q41.: Are you...?

APPENDIX: DEMOGRAPHIC
SAMPLE PROFILE

GEOGRAPHIC REGION



COMMUNITY TYPE

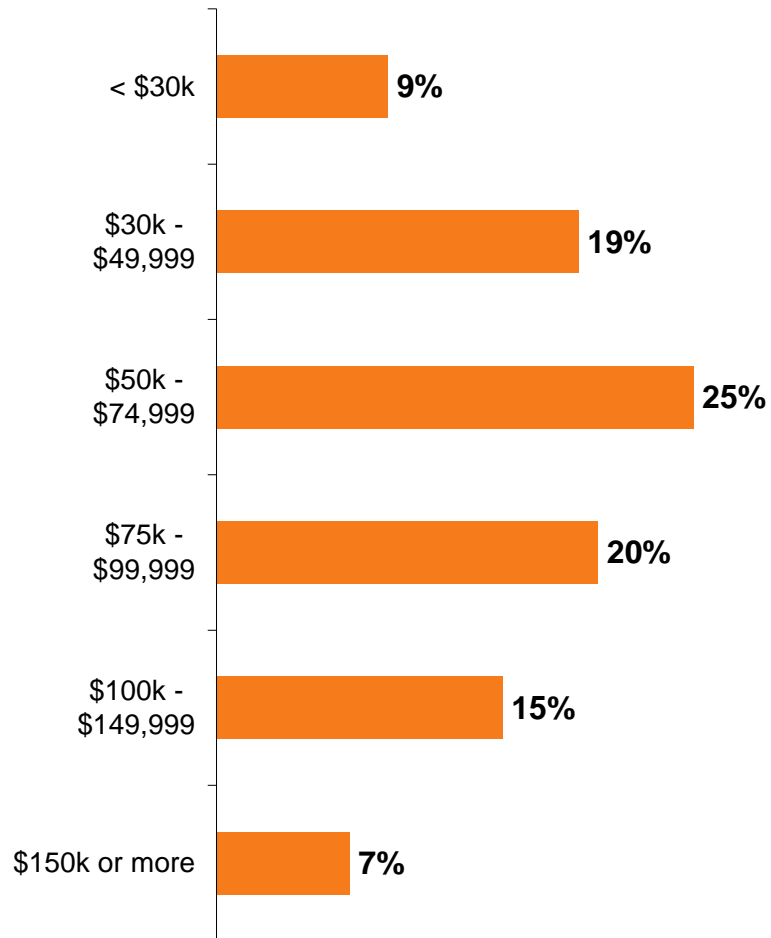


■ All Parents (1,007)
■ (A) Dads (402)
■ (B) Moms (605)

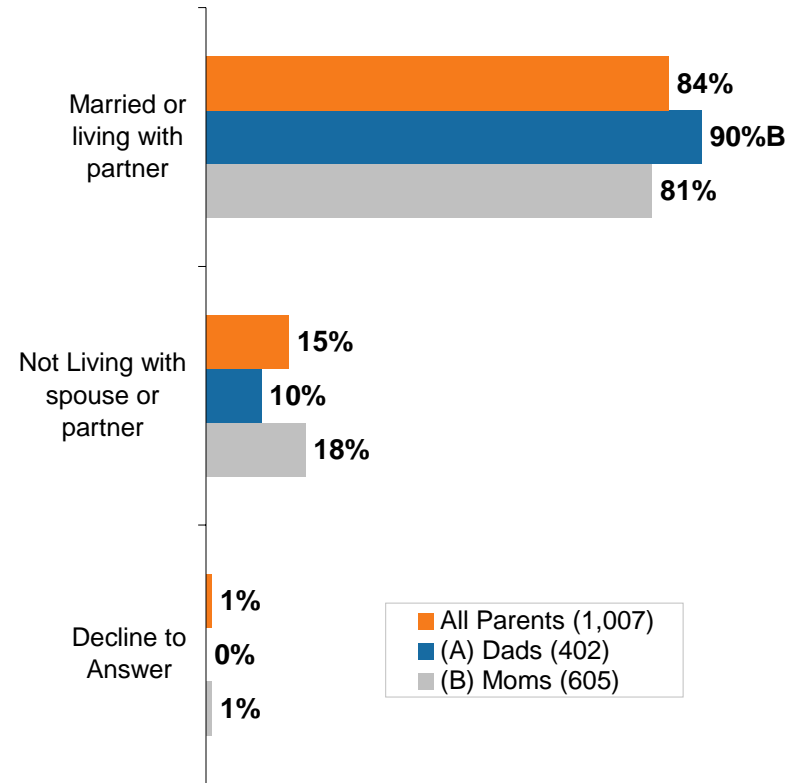
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APPENDIX: DEMOGRAPHIC
SAMPLE PROFILE

HOUSEHOLD INCOME



WHETHER LIVE WITH PARTNER



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Q42.: Are you...
Q43.: Which of the following categories best describes your annual household income before taxes?