



AT&T Teen Driver Survey

Minority Findings

Methodology

AT&T fielded a national online survey among 1,200 teenagers aged 15-19 years old on their driving and texting habits. The survey was conducted by SKDKnickerbocker and Beck Research and fielded April 13-22, 2012. The survey was divided evenly among male and female participants and included 736 interviews among Caucasian teens, 202 African-American teens and 203 Hispanic teens. All respondents have a driver's license or a learner's permit and a cell or smartphone that can send and receive text messages. The margin of error for the survey is +/- 3.1%.

Major Conclusion

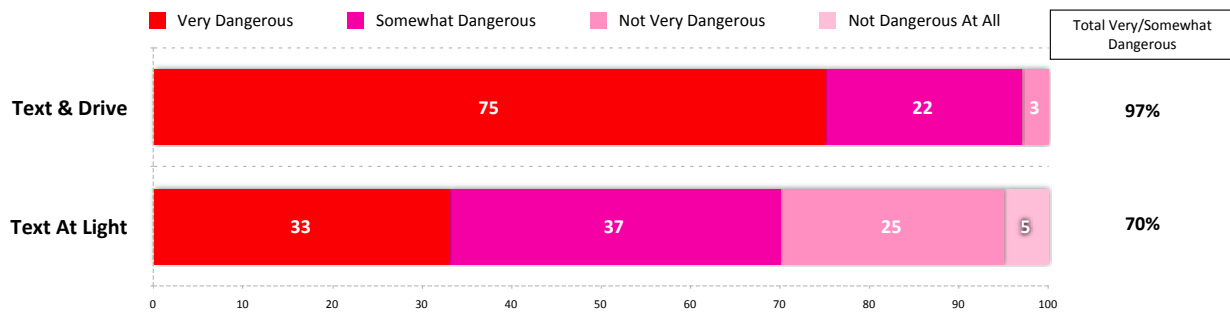
We specifically fielded African-American and Hispanic oversample interviews so that we could learn more about the teenage driving and texting behaviors of minorities. As it turns out, Hispanic teenagers are a very vulnerable group and are much more likely to admit to texting and driving behaviors than Caucasian or African-American teenagers. The following memorandum outlines the findings from the survey and highlights several of the minority trends we were able to identify during the analysis.

Texting Among Teenagers: Underreported And A Crisis

1. Teenagers as a whole differentiate between texting and driving behaviors – they are much less prone to recognize the dangers of texting while stopped at a red light or glancing at their phone while driving.
 - Teens uniformly know that texting while driving is dangerous (97% say it is dangerous, including 75% who say it is *very dangerous*). However, only 70% of teens say that texting while stopped at a red light is dangerous, with only 33% saying it's *very dangerous*.



Do you believe that texting or emailing while driving/stopped at a red light is very dangerous, somewhat dangerous, not very dangerous or not dangerous at all?



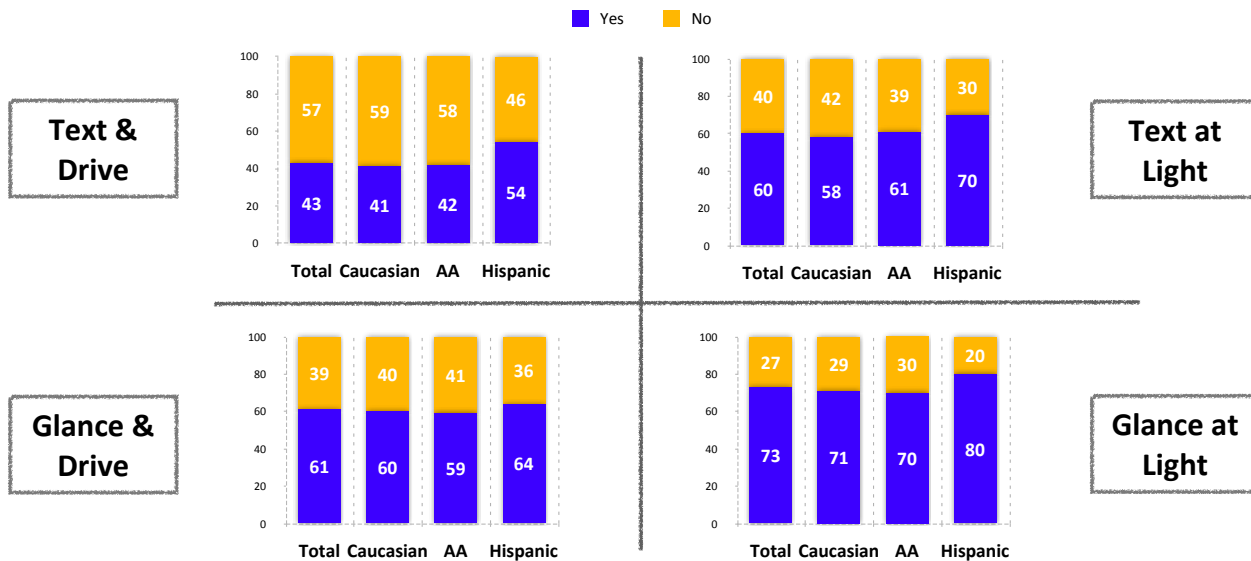
2. Teenage behavior behind the wheel reflects this softened attitude towards texting while stopped at a red light or glancing at their phone while driving/stopped at a light. Teenagers in general are much more likely to admit to texting while at a stoplight or glancing at their phone than they are to texting while driving.

When we look specifically at the comparisons across races, we realize that Hispanic teenagers are much more likely to admit texting and driving behaviors than Caucasian and African-American teens.

- 54% of Hispanic teens admit to texting while driving compared to 41% of Caucasians and 42% of African-American teenagers.
- 70% of Hispanic teens admit to texting while stopped at a light compared to 58% of Caucasians and 61% of African-American teenagers.
- 64% of Hispanic teens admit to glancing at their phone while driving, compared to 60% of Caucasians and 59% of African-American teens.
- 80% of Hispanic teens admit to glancing at their phone while at a red light compared to 71% of Caucasians and 70% of African-American teenagers.



Now thinking back over the past three months, how often have you experienced the following....

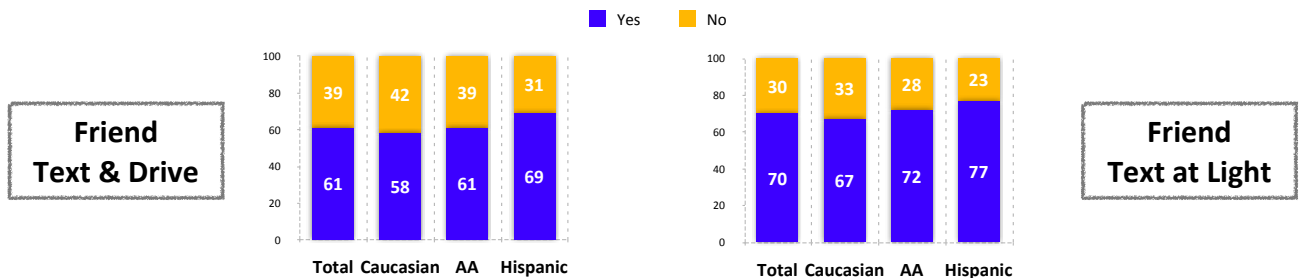


3. The prevalence of driving while texting is higher among friends of teenagers – the crisis is more widespread than the data at first look would indicate. It is often easier for teens to admit their friends are doing an activity than themselves.

The Hispanic trend continues here. Hispanic teens are much more likely to report that their friends text and drive at higher levels than Caucasian or African-American teens.

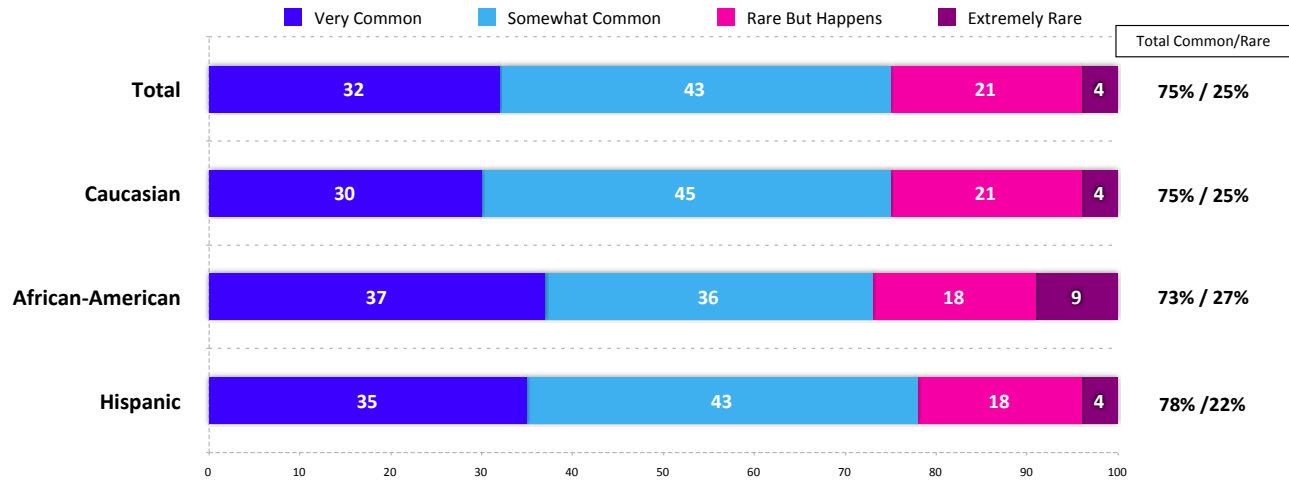
- 69% of Hispanic teens admit their friends text while driving, compared with 58% of Caucasians and 61% of African-American teens.
- 77% of Hispanic teens admit their friends text while stopped at a red light, compared with 67% of Caucasians and 72% of African-American teens.
- 78% of Hispanic teens say that texting while driving is common among friends.

Now thinking back over the past three months, how often have you experienced the following...





Among people your age with whom you interact, would you describe texting or emailing while driving as....

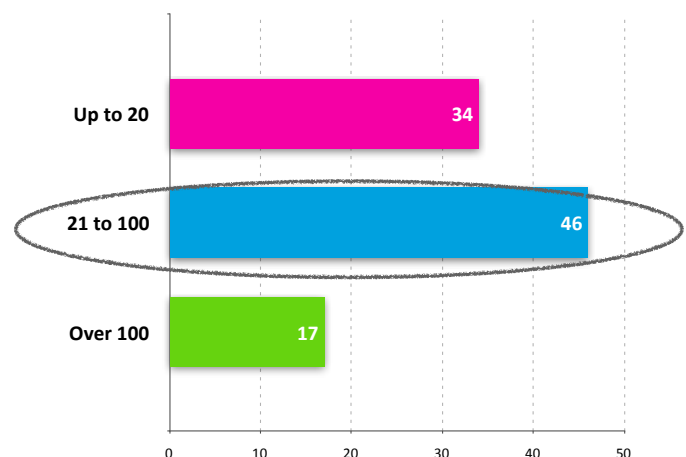


4. Because texting is the number one way teens report socializing with their friends, it is a prevalent technology that presents a constant danger because of the “here and now” draw.
- There is high cell and smartphone penetration among teenagers. Almost three-quarters (71%) of these teens report owning a smartphone and 54% of teens report having a traditional cell phone. The percentages of smartphones are even higher among minorities – 74% of African-Americans and 78% of Hispanics report owning a smartphone. By comparison, only 68% of Caucasian teenagers report owning a smartphone.

	Percentage with Smartphone
Total	71%
Caucasian	68%
African-American	74%
Hispanic	78%

- Nearly half of teens (46%) send between 21 and 100 text messages a day. An additional 17% report sending over 100 text messages per day.

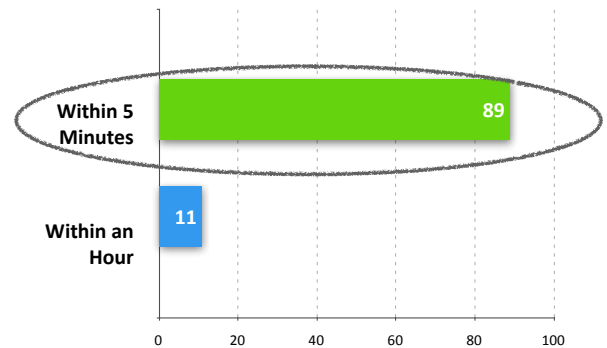
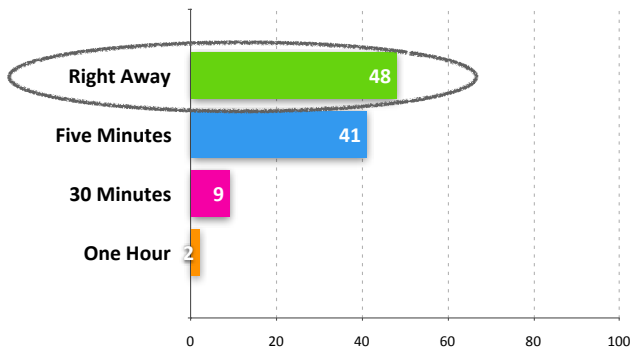
On an average day, would you say you send and receive...[fill in blank] messages a day.





- Almost nine in ten (89%) teens expect a reply to a text or email message within 5 minutes.

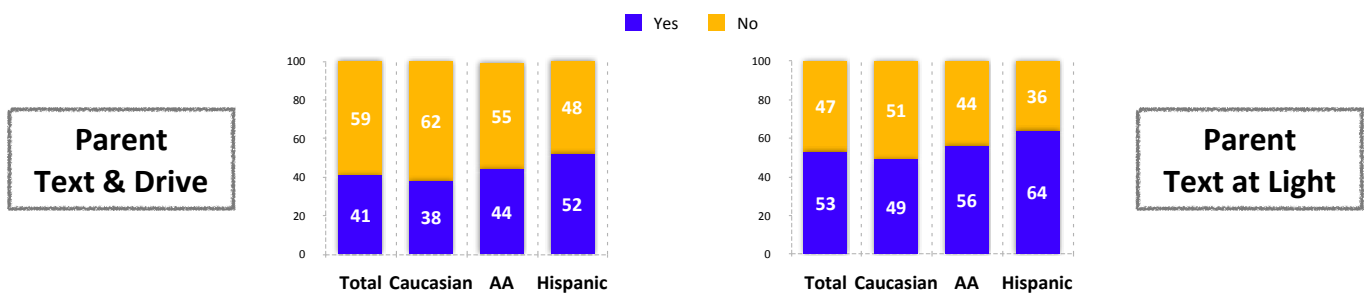
When you send and receive a message on your phone, how quickly do you expect a response?



5. Adults are bad role models for teens. Hispanic teens are much more likely to report that their parents text while driving.

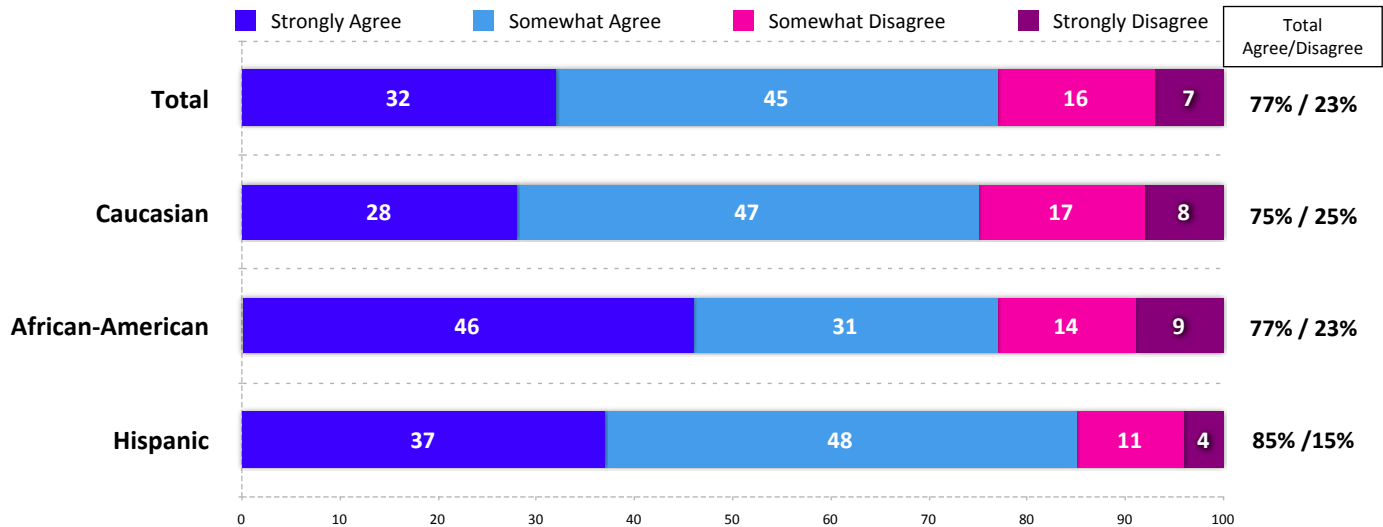
- Hispanic teens are much more likely to report that their parents text while driving or text while stopped at a light than Caucasian or African-American teenagers.
- An incredible 85% of Hispanic teens agree that adults text **"all the time"** whereas only 75% of Caucasian teens and 77% of African-American teens agree with the statement.

Now thinking back over the past three months, how often have you experienced the following....





Would you say that you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: ***“Adults say that kids should not text or email while driving but they do it themselves - all the time.”***



6. The biggest predictors of a teenager's texting and driving behavior are whether or not the teen is:

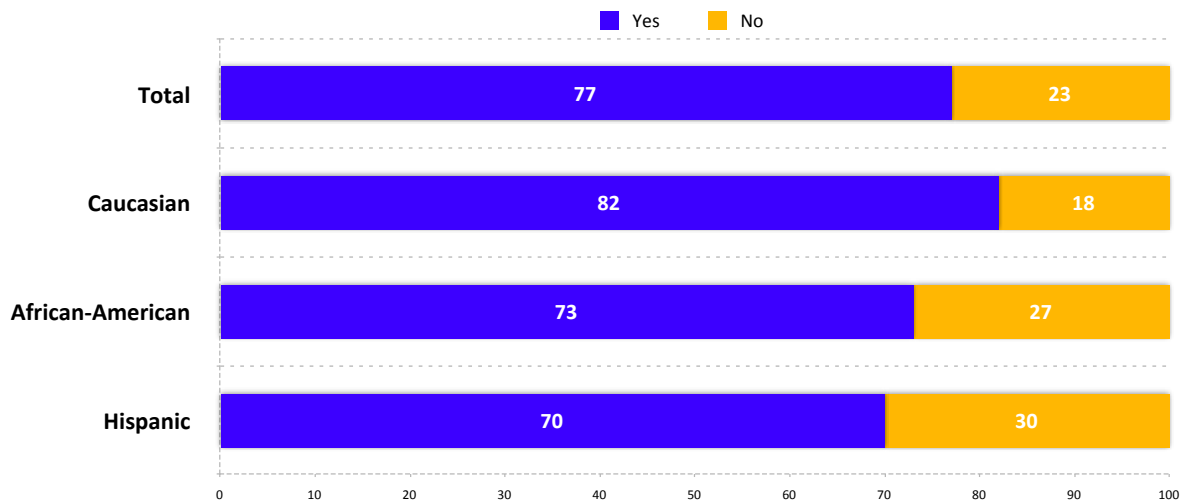
- A Smartphone user
- Sends 100+ text message a day
- Works full or part-time
- Lives in a large metro area
- **Does not have parental rule at home against texting while driving**
- **Admits their parents are bad role models**
- Admits texting while driving is very common among their friends

The Hispanic teens in our survey were much more likely to have these categories apply to them than Caucasian teenagers, putting them at a disadvantage in terms of the prevalence of texting while driving.



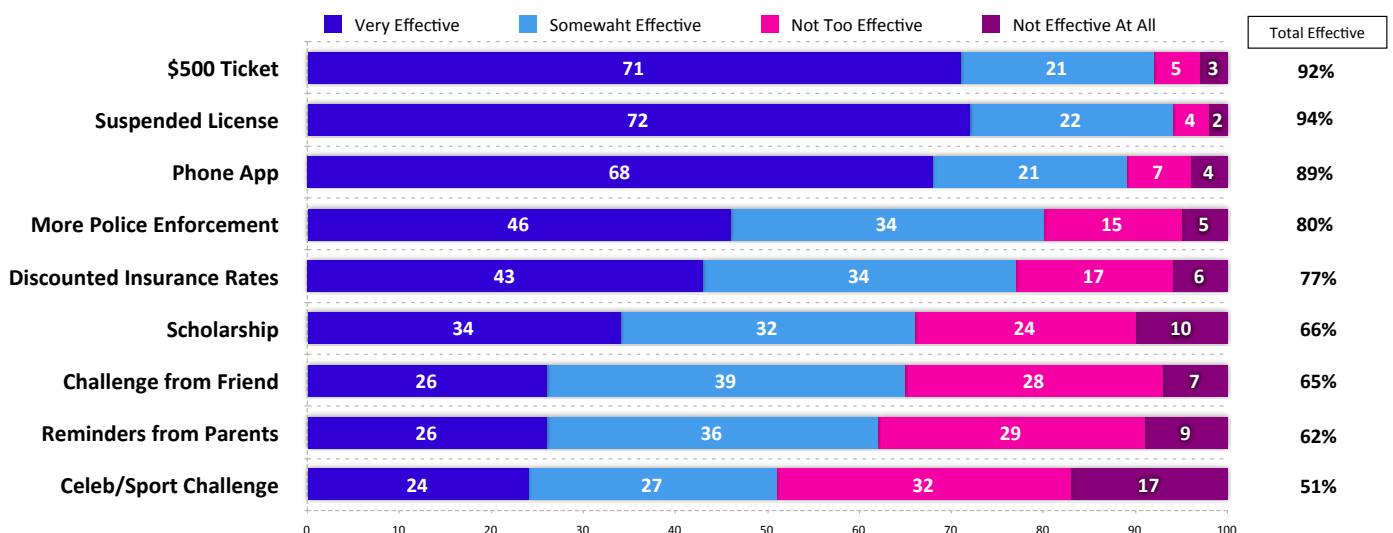
7. Parents are a key factor in whether or not a teenager is more likely to drive distracted and Hispanics report lower levels when it comes to parental involvement in practicing safe texting behaviors.
- 70% of Hispanic teens say they have a rule in their house against texting while driving compared to 82% of Caucasians and 73% of African-Americans.

Is there a rule in your house against emailing or texting while driving?



8. Tougher laws and fines and license suspension are the biggest deterrents for teenagers. There is also potential using technology, such as a phone application, to reduce teenage texting and driving behaviors.

Thinking about texting while driving, what do you think would be the best way to get you or your friends to stop texting while driving?



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About SKDKnickerbocker

Founded more than two decades ago, SKDKnickerbocker (SKDK) is a leading strategic and political communications consulting firm. With offices in Washington, D.C., Albany and New York City, SKDK is a full-service firm providing strategic advice, advertising and research to Fortune 500 companies, political groups and candidates, public interest groups and non-profits throughout the country.



About Beck Research

Beck Research provides research and strategic advice to political campaigns, issue organizations, and corporations. Our clients range from Fortune 500 companies and national campaigns to local efforts and stakeholder campaigns. We deliver accurate, custom research to achieve each organization's strategic goals and are experienced with many types of research methods – surveys, focus groups, in-depth interviews, ad testing and more. Deborah Beck has conducted extensive research for Democratic candidates as well as on education reform and health insurance.

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