

Do The WagJag!

Survey results indicate 19% of drivers say they use Internet while driving

Results from an online survey conducted by State Farm in the U.S. show an alarming number of drivers who use the Web while driving.

In November 2010, State Farm conducted a small "pulse check" to dig deeper into the growing use of smartphones among drivers. Survey respondents consisted of 912 drivers who met the following criteria: had a valid driver's license, reported driving at least one hour per week, and owned a smart phone.

Of these drivers, 19 per cent admitted to using the Internet while driving. The top five Web-based activities they engage in are:

- Finding/reading driving directions,
- Reading email,
- Looking up/referencing specific information of immediate interest,
- Looking at/reading social networking sites (Facebook, Twitter, etc.),
- Composing/sending email.

Most respondents who said they use the Internet while driving reported that they engage in these activities when stopped at a stoplight or stopped



in heavy traffic.

They also commonly said they access the Internet when driving alone, during daylight hours, or on long drives on the interstate.

Approximately 40 per cent of the U.S. population owns a smartphone.

Considering the growth of smartphone use among young adults and the risk of crashes associated with phone use while driving, State Farm will conduct an in-depth and comprehensive study to learn more about smart phone use among young drivers.

—Metroland Media
Carguide Magazine

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