

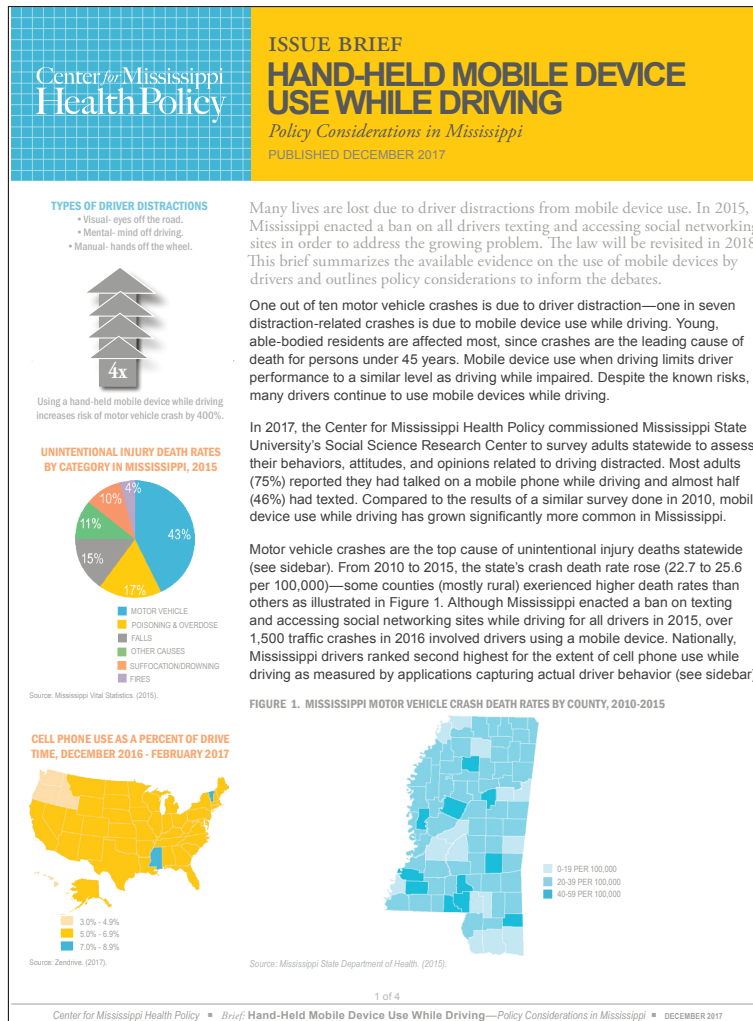
Center *for* Mississippi Health Policy

CHART BOOK:

HAND-HELD MOBILE DEVICE USE TRENDS FOR MISSISSIPPI ADULTS

March 2018

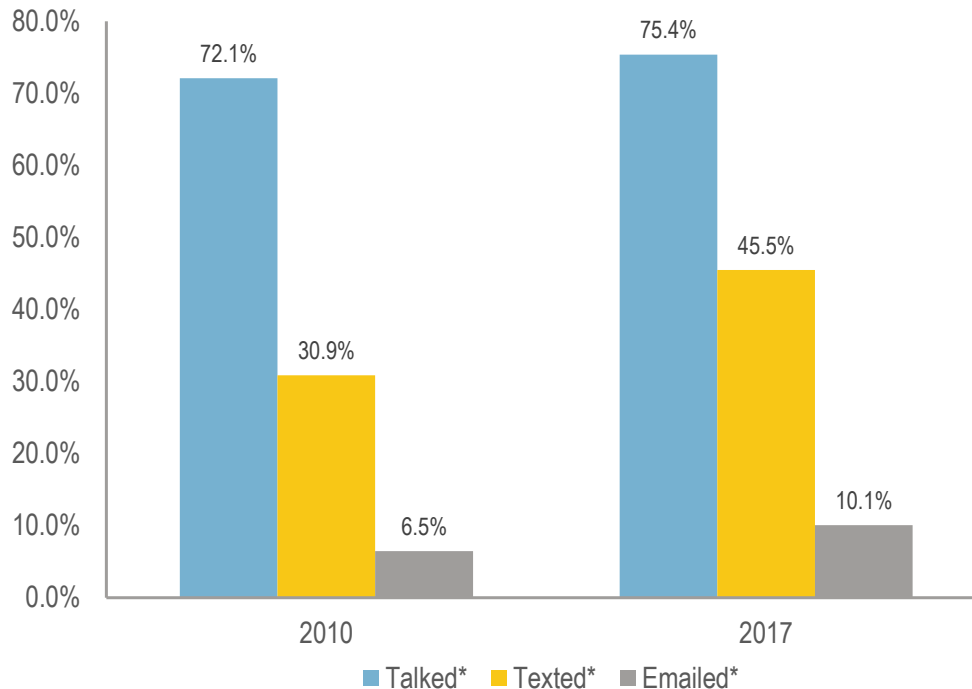
Overview



In 2017, the Center for Mississippi Health Policy commissioned researchers with the Social Science Research Center (SSRC) at Mississippi State University to survey Mississippi adults to assess their behaviors, attitudes, and opinions related to driving distracted due to the use of mobile communication devices by drivers. This survey serves to follow-up on a similar 2010 survey that was conducted by SSRC with the addition of analyses of significant changes that were reported in 2010 and 2017.

Both surveys were conducted by telephone and covered a representative statewide sample of Mississippi adults 18 years or older. The full results of the surveys, including detailed methodology, along with an Issue Brief (see image on the left) are available at www.mshealthpolicy.com.

Those Who Ever Talked, Texted, or Emailed on a Mobile Phone While Driving, 2010 & 2017



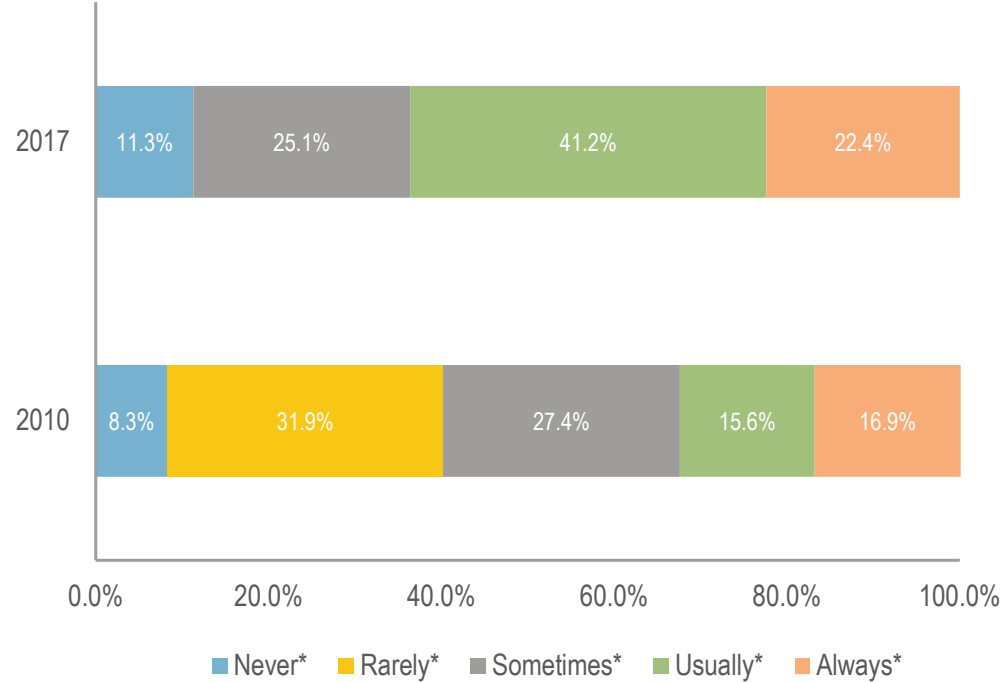
Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

From 2010 to 2017, significantly more adult Mississippians reported they had ever talked, texted, or emailed while driving.

At 75%, most Mississippians said they had talked on a mobile communications device while driving, a significant increase from 72% who reported doing so in 2010. Significantly more Mississippians reported they had ever texted while driving in 2017 compared to 2010, 46% versus 31%. While fewer Mississippians said they had emailed than talked on a phone while driving, significantly more had ever done so in 2017 compared to 2010.

Talking on a Mobile Phone While Driving in the Past 30 Days, 2010 & 2017



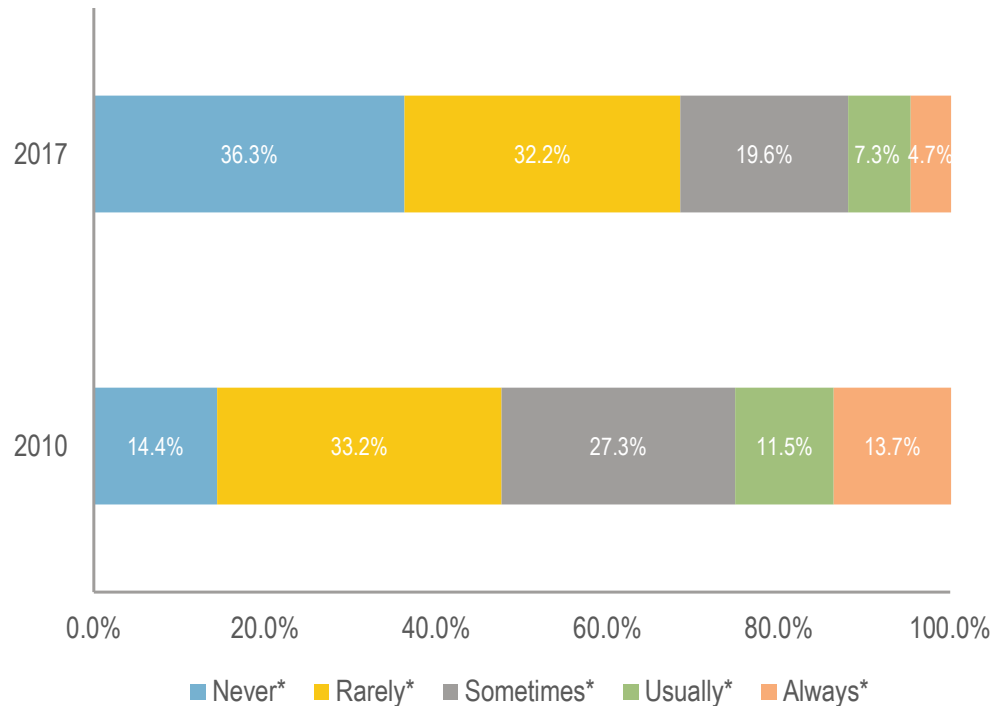
In 2017, a significantly higher percentage of respondents said they usually (41%) or always (22%) talked on a mobile phone while driving within the past 30 days compared to those in 2010 who said within the past 30 days that they usually (16%) or always (17%) talked on a mobile phone while driving.

As illustrated in the figure on page 3, the overall percentage of respondents who ever reported talking on a mobile device while driving also increased from 2010 to 2017.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference (p<0.05) in responses between the 2010 and 2017 survey administrations.

Texting/Emailing on a Mobile Device While Driving in the Past 30 Days, 2010 & 2017



Significantly more adults said in 2017 they never (36%) texted or emailed on a mobile phone while driving in the past 30 days when compared to those who said they never (14%) did so in 2010.

Although the percentage of those who ever reported texting and emailing on a mobile device while driving rose (as shown in the figure on page 3) from 2010 to 2017, over the same 7 year time frame, significantly fewer adults said they usually or always texted or emailed while driving (25% vs. 12%) in the past 30 days.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

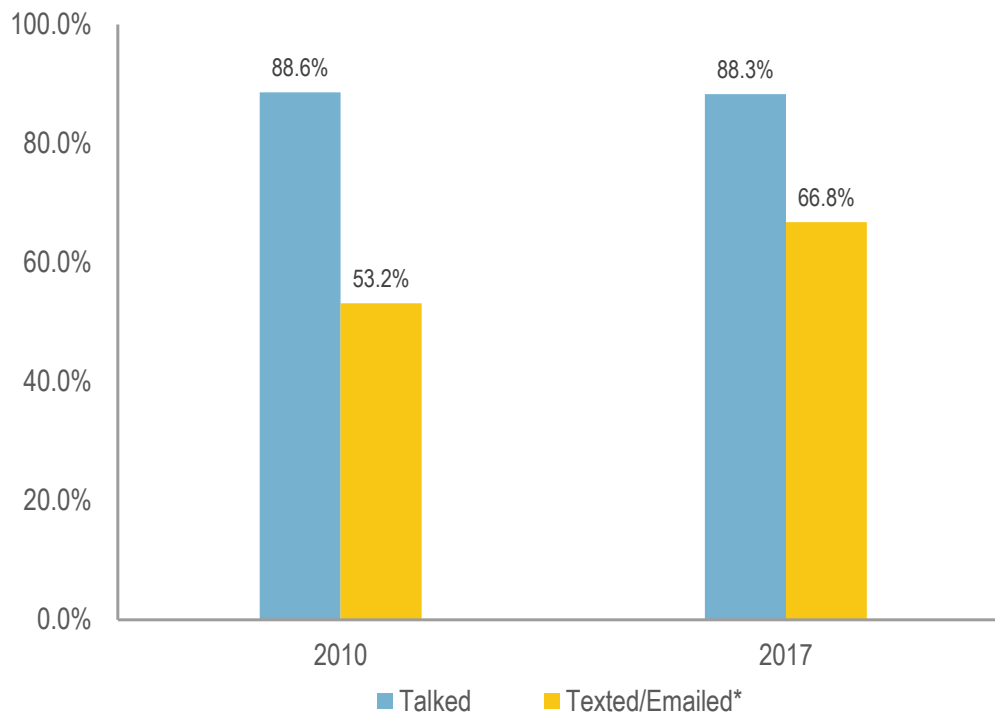
Use of Other Types of Mobile Device Applications While Driving, 2017

Application	Frequency of Use While Driving
Camera	20.8%
Facebook	20.2%
Map/GPS	16.9%
Snapchat	10.8%
YouTube	9.4%
Instagram	7.7%
Twitter	4.5%

For the most recent survey year, the other types of mobile device applications that adults reported using when driving include social media, camera, mapping, and video applications.

Source: Mississippi State University Social Science Research Center. (2017).

Respondents Who Have Ever Been a Passenger in a Vehicle Where the Driver Talked, Texted, or Emailed on a Mobile Device While Driving, 2010 & 2017

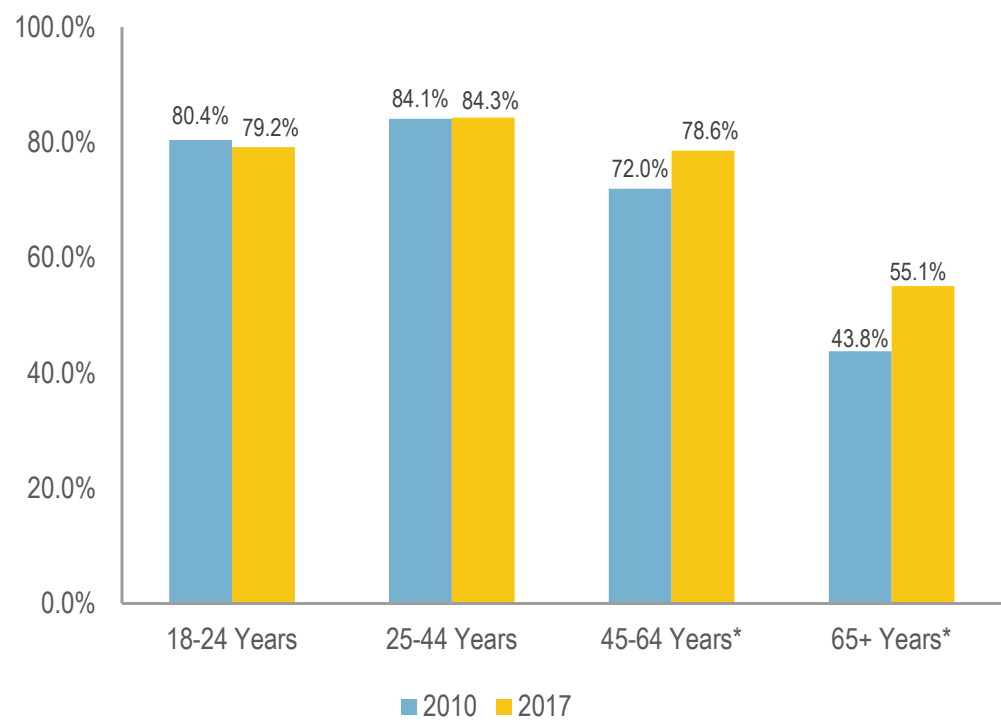


In 2017, significantly more adult Mississippians reported they had ever been a passenger in a vehicle where the driver texted or emailed while driving than in 2010 (67% vs. 53%). While no significant changes were reported over the same period for those passengers who have ever witnessed a driver talking on a mobile device while driving, most reported observing it.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

Those Who Ever Talked on a Mobile Phone While Driving by Age Group, 2010 & 2017

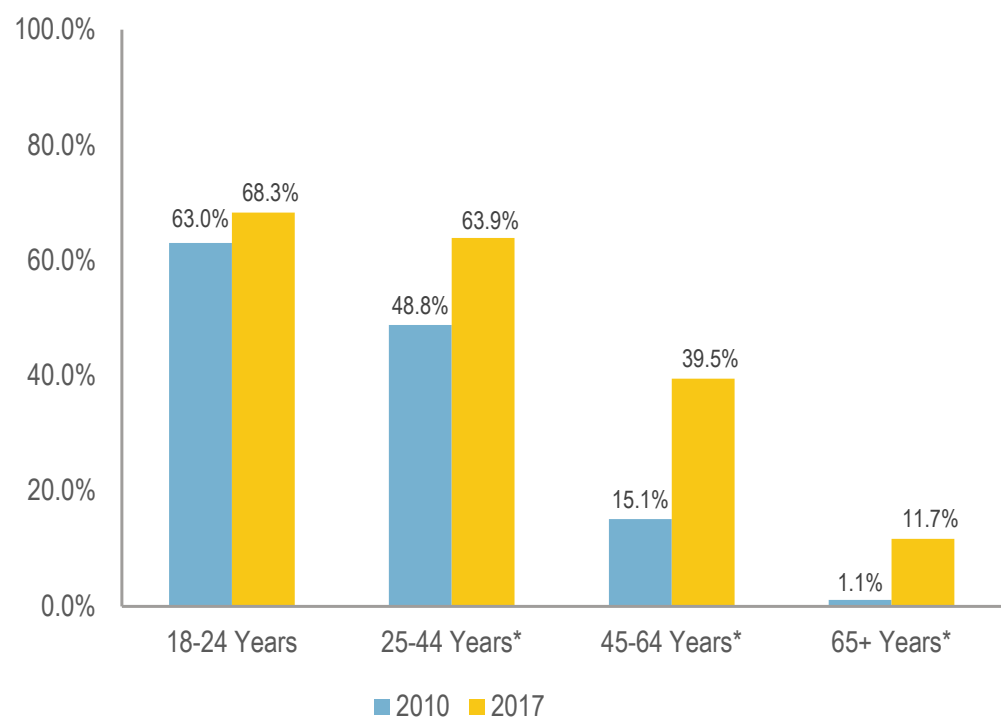


Comparing 2017 responses to 2010, significantly more Mississippians 45 years of age or older reported they had ever talked on a mobile phone while driving. Over the same time frame, there was no significant change in those 18 to 44 years of age who reported ever talking on a mobile phone while driving.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference (p<0.05) in responses between the 2010 and 2017 survey administrations.

Respondents Who Ever Texted on a Mobile Phone While Driving by Age Group, 2010 & 2017

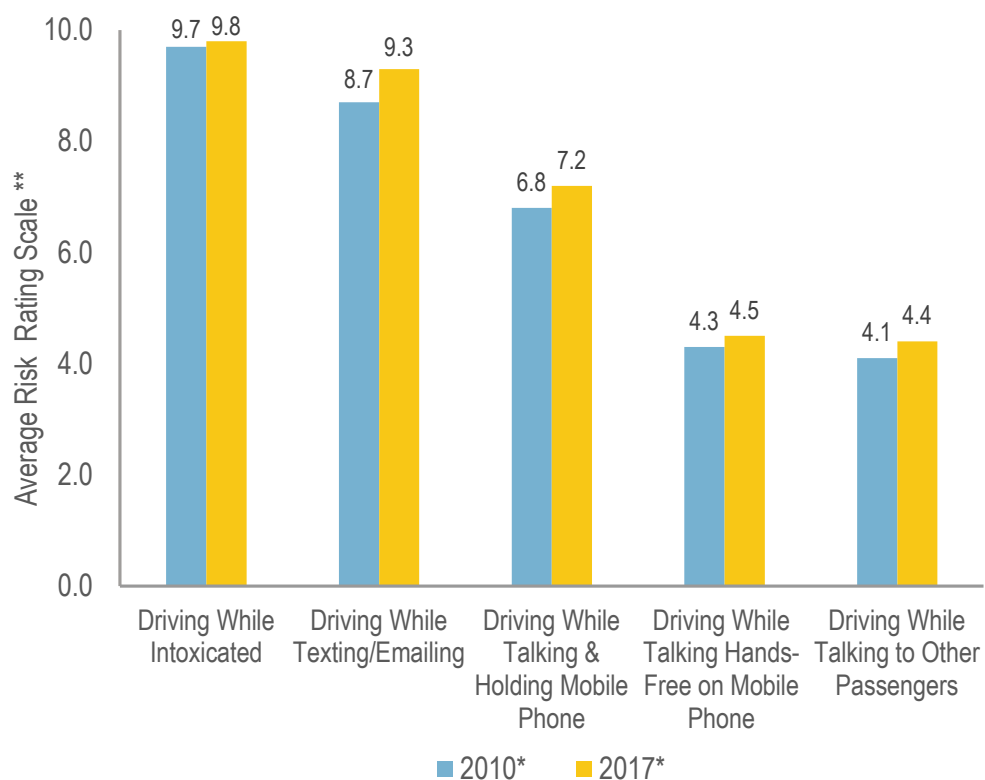


The percentage of those 18 to 24 years of age who reported texting on a mobile phone while driving did not change significantly from 2010 to 2017, but was the largest percentage to have done so at 63% and 68% respectively. However, the most dramatic shifts in behavior were for Mississippians age 25 or older who reported they had ever texted on a mobile phone while driving, which increased significantly over the period examined.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference (p<0.05) in responses between the 2010 and 2017 survey administrations.

Average Rating of Perceived Risk of Select Driving Behaviors, 2010 & 2017



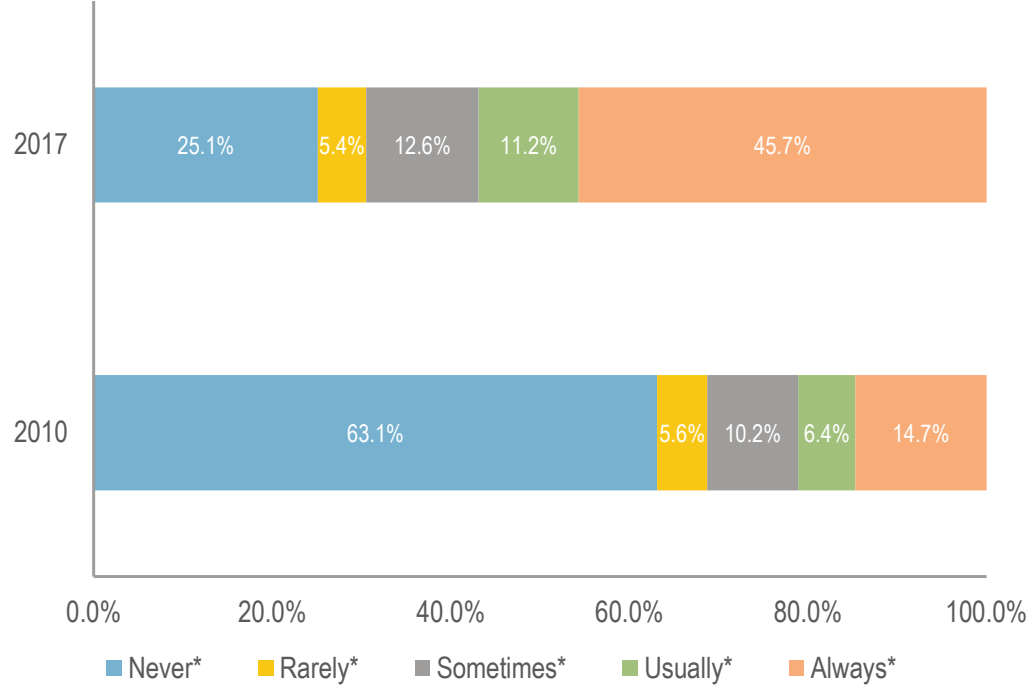
When asked to rate the level of risk perceived for select driving behaviors, with 0 being the lowest level of risk and 10 being the highest level of risk, the highest average level of risk reported was for driving while intoxicated, followed by texting or emailing, then driving while talking & holding a mobile phone. On average, driving while talking hands-free on a mobile phone or while talking to other passengers was rated as lower risk than the other selected driving behaviors. The average rating of risk for each select driving behavior rose significantly from 2010 to 2017.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

**Note: Respondents rate the level of risk from a scale of 0 to 10 (0 indicates no risk and 10 indicates extreme risk).

Using a Hands-Free Device When Talking on a Mobile Phone While Driving, 2010 & 2017

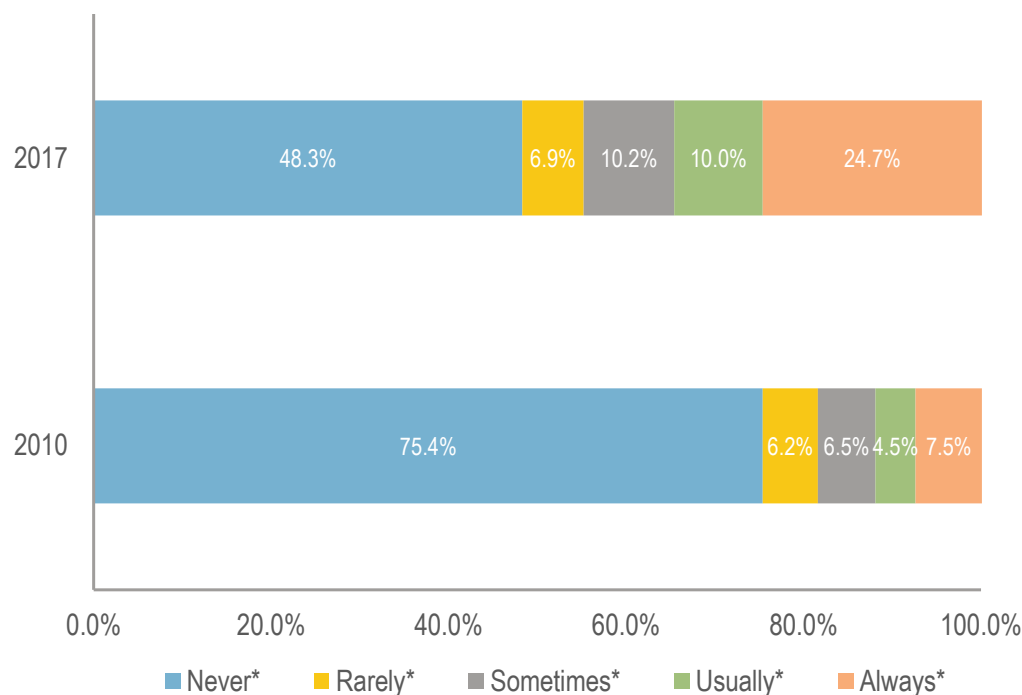


In 2017, a significantly higher percentage of the adult respondents said they usually (11%) or always (46%) used a hands-free device when they talked on a mobile phone while driving compared to those who said they usually (6%) or always (15%) used a hands-free device when talking on a mobile phone while driving in 2010.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference (p<0.05) in responses between the 2010 and 2017 survey administrations.

Using a Hands-Free Method to Place a Call While Driving in the Past 30 Days, 2010 & 2017

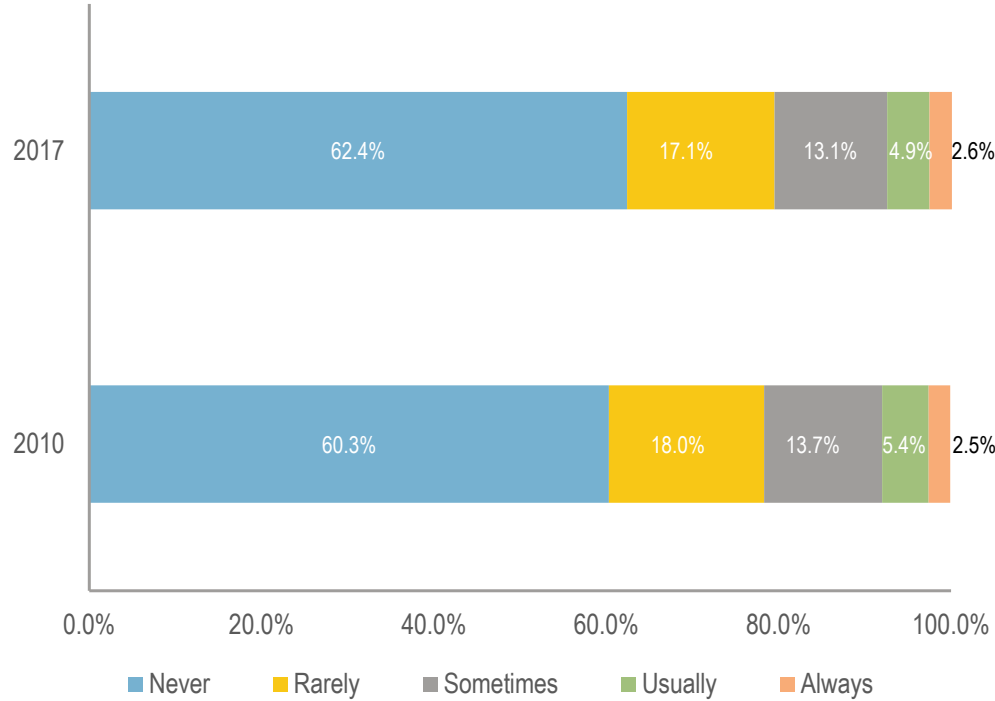


In 2017, a significantly higher percentage of adults said they usually (10%) or always (25%) used voice dialing or another method that didn't require holding a phone when they placed a call on a mobile phone when driving compared to those that said they usually (5%) or always (8%) did so in 2010.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

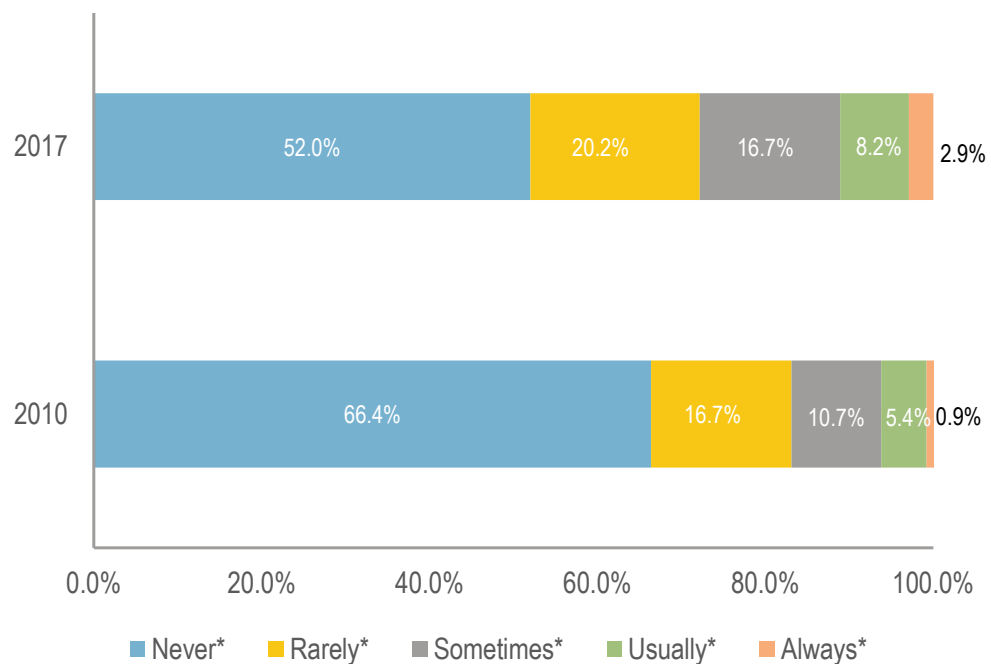
Talking on a Mobile Device While Driving & How Often Pulling Off the Roadway to Do So, 2010 & 2017



There was no significant change from 2010 to 2017 for how often adults reported pulling off the roadway to talk on a mobile device while driving.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

Texting/Emailing on a Mobile Device While Driving & Pulling Off the Roadway to Do So, 2010 & 2017

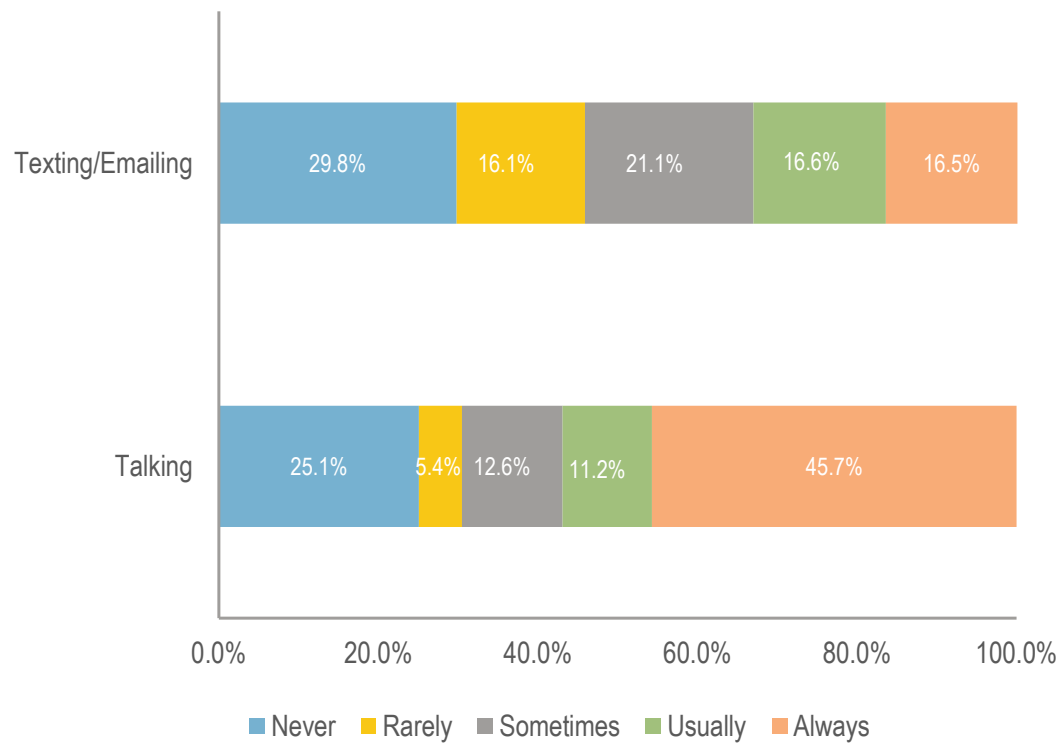


There was a significant change from 2010 to 2017 for how often adults reported pulling off the roadway to text or email on a mobile device while driving, with an increase in those reporting they usually or always do so.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

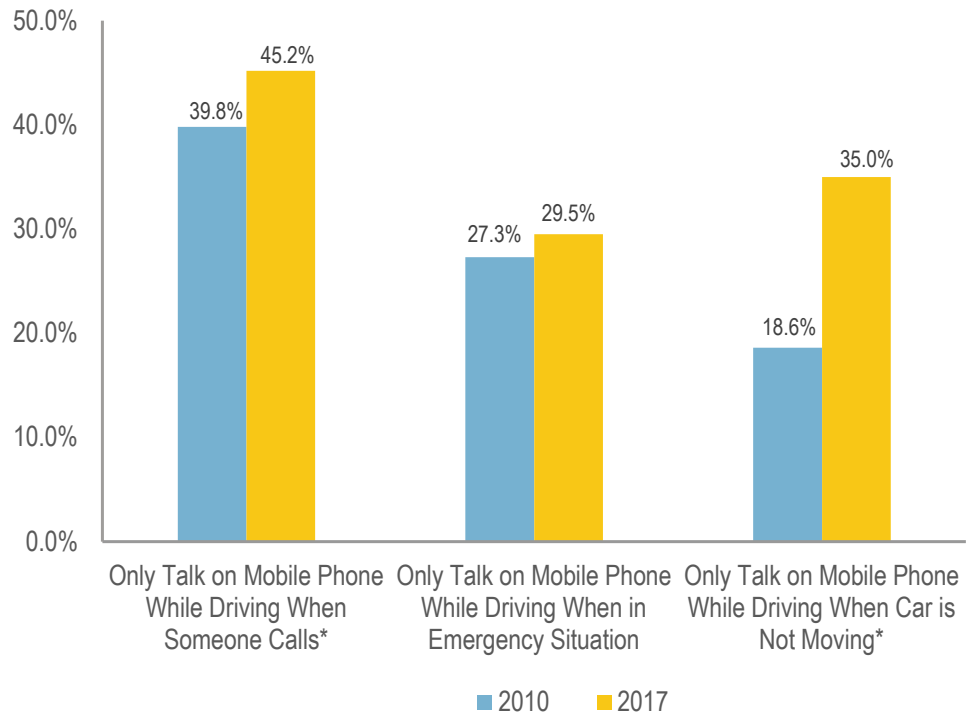
Talking or Texting/Emailing on a Mobile Device While Driving & Reported Use of a Hands-Free Device, 2017



In 2017, adults reported using a hands-free device to talk on a mobile phone while driving more often than they reported doing so for texting or emailing while driving.

Source: Mississippi State University Social Science Research Center. (2017).

Self-Imposed Restrictions for Talking on a Mobile Phone While Driving in the Past 30 Days, 2010 & 2017

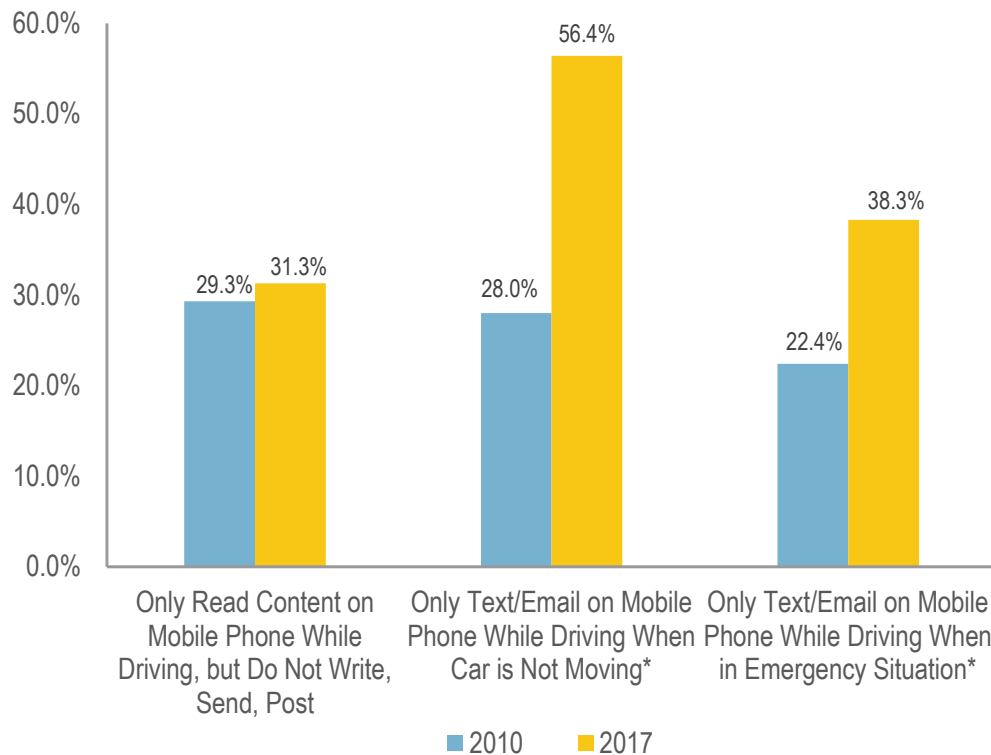


There was a significant increase from 2010 to 2017 for certain conditions that adults set for talking on a mobile phone while driving, such as only when someone calls or while the car is not moving, but no significant change for doing so only in an emergency situation.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference (p<0.05) in responses between the 2010 and 2017 survey administrations.

Self-Imposed Restrictions for Texting/Emailing on a Mobile Phone While Driving in the Past 30 Days, 2010 & 2017

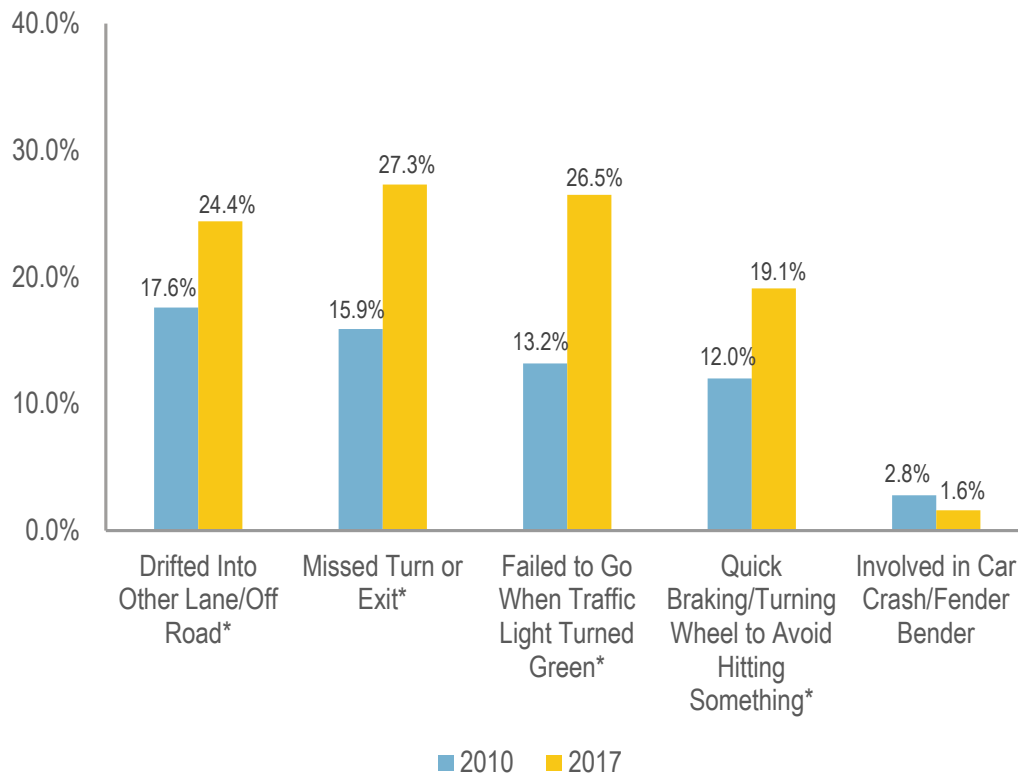


There was a significant increase from 2010 to 2017 for certain conditions for when adults reported texting or emailing on a mobile phone while driving, such as while the car is not moving or only during an emergency situation. There was no significant change over time for doing so only to read content rather than write, send, or post a message while driving.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

Talking on Mobile Phone While Driving & Impact on Driving, 2010 & 2017



Source: Mississippi State University Social Science Research Center. (2010 & 2017).

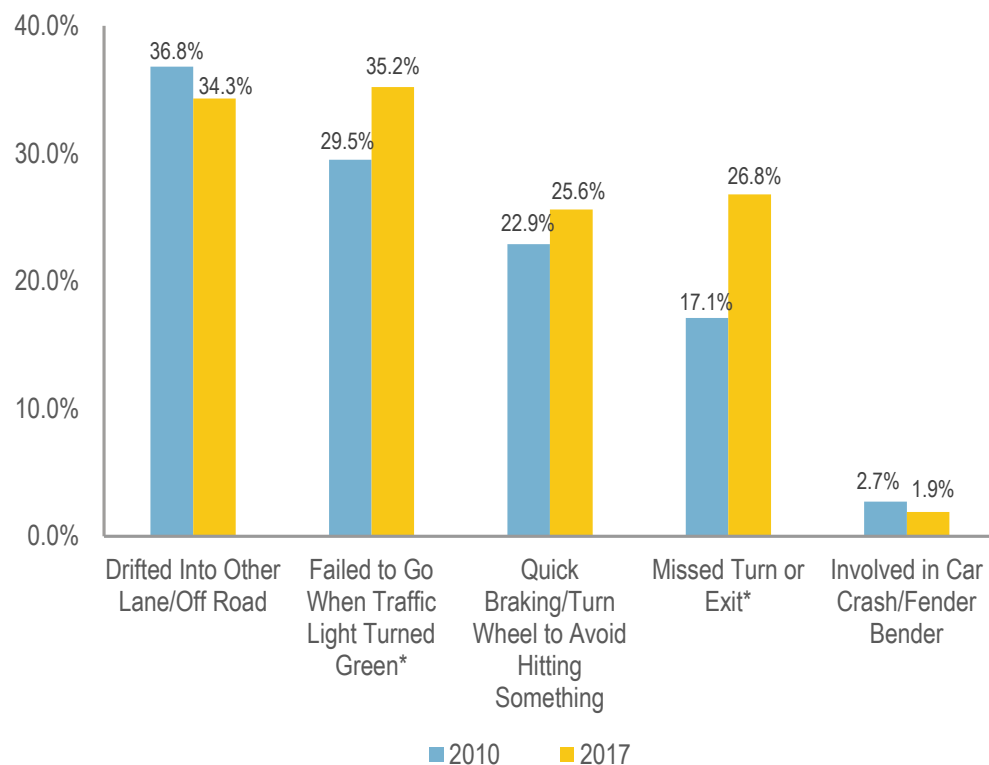
*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

From 2010 to 2017, there was no significant change in the percentage of adults reporting they were involved in a car crash or fender bender while driving and talking on a mobile phone.

However, significantly more adults reported other adverse events while driving and talking on a mobile phone including the following:

- drifting into the other lane or off the road
- missing a turn or an exit
- failing to go when a traffic light turned green
- quick braking or turning wheel to avoid hitting something

Texting/Emailing on Mobile Phone While Driving & Impact on Driving, 2010 & 2017



Source: Mississippi State University Social Science Research Center. (2010 & 2017).

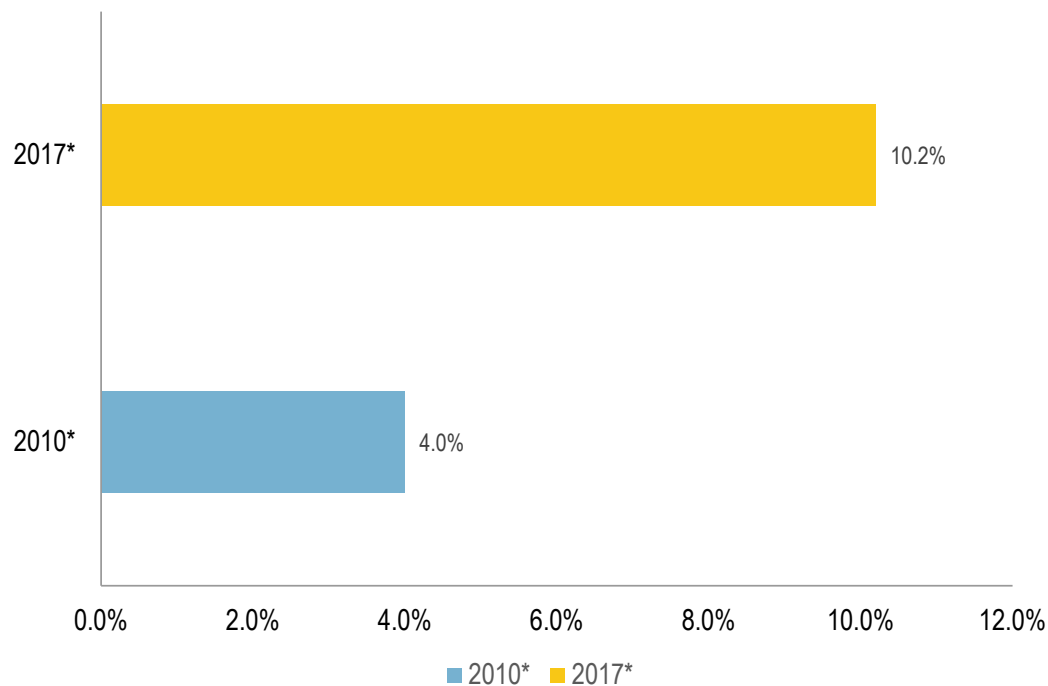
*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

Significantly more adults reported the following adverse events from 2010 to 2017 while driving and texting or emailing on a mobile phone:

- missing a turn or an exit
- failing to go when a traffic light turned green

There was no significant change in adults reporting they were involved in a car crash or fender bender while texting or emailing on a mobile phone, quick braking or turning the wheel to avoid hitting something, or drifting into the other lane or off the road. Most of these adverse events are more frequent for texting or emailing than talking on a phone while driving.

Self-Reported Involvement in Car Crash/Fender Bender Caused by Another Driver’s Mobile Phone Use, 2010 & 2017

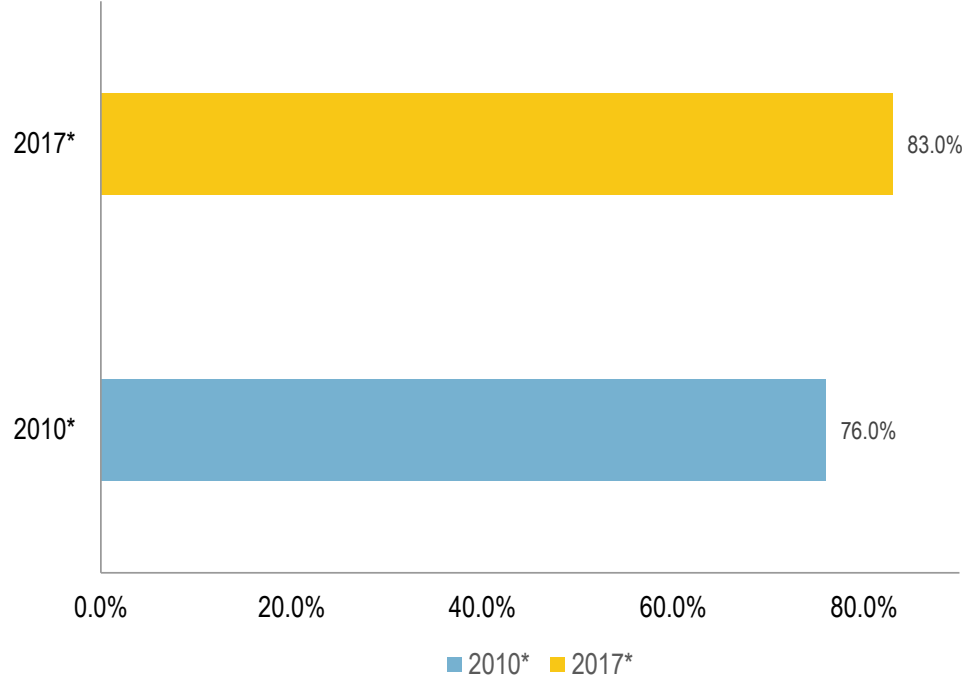


Significantly more adults reported involvement in a car crash or fender bender (10% vs. 4%) that was caused by another driver’s mobile phone use over the period examined.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference (p<0.05) in responses between the 2010 and 2017 survey administrations.

Self-Reported Observation of Another Driver's Cell Phone Use & Driving in a Way that Put Others in Danger, 2010 & 2017



The percentage of adults observing another driver's cell phone use while driving in a way that put others in danger increased significantly from 76% in 2010 to 83% in 2017.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

NO TEXTING BAN IN THE STATE

TEXTING BAN FOR BEGINNER DRIVERS ONLY

SECONDARY ENFORCED TEXTING BAN ALL DRIVERS

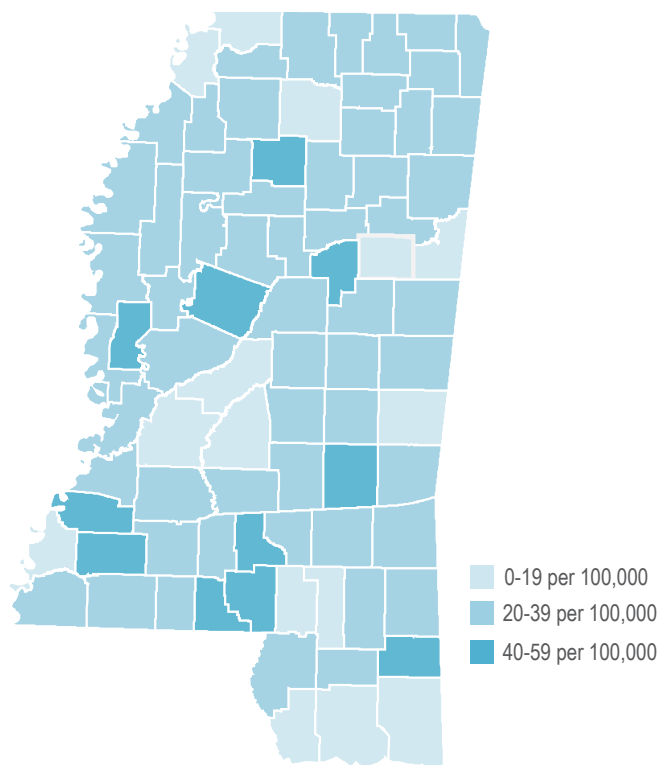
PRIMARY ENFORCED TEXTING BAN ALL DRIVERS

HAND-HELD PHONE USE & TEXTING BAN ALL DRIVERS

- 47 states, including Mississippi, ban texting for all drivers, which rose from 30 states in 2010.
- 14 states prohibit hand-held mobile phone use while driving. This changed from 9 states that did so in 2010.

Secondary enforcement means officers must pull a driver over for another reason before they can site drivers for violating the ban.

Mississippi Motor Vehicle Death Rates by County, 2010-2015



Source: Mississippi State Department of Health. (2015).

At 43%, motor vehicle crashes were the top cause of unintentional (accidental) injury deaths in Mississippi in 2015. From 2010 to 2015, the state's crash death rate rose from 22.7 to 25.6 per 100,000. As illustrated in the map on the left, some counties had higher motor vehicle death rates than others and are located in mostly rural areas.

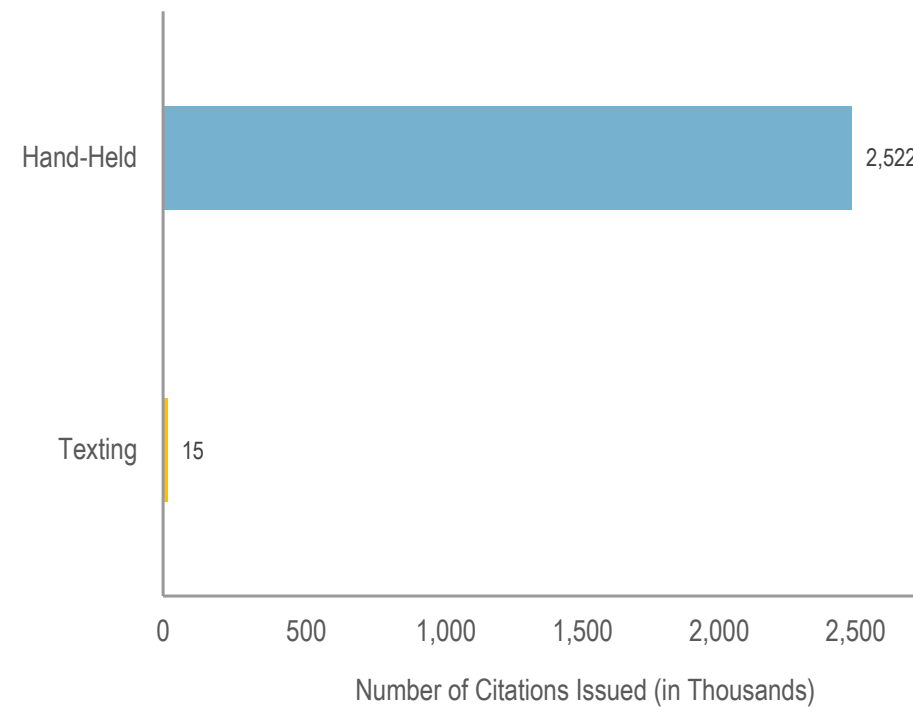
3.0%-4.9%

5.0%-6.9%

7.0%-8.9%

Source: Zendrive. (2017). www.zendrive.com/datastudy/distracted-driving.

Mobile Device Use Citations Issued (in Thousands) in Fourteen States, 2007-2013

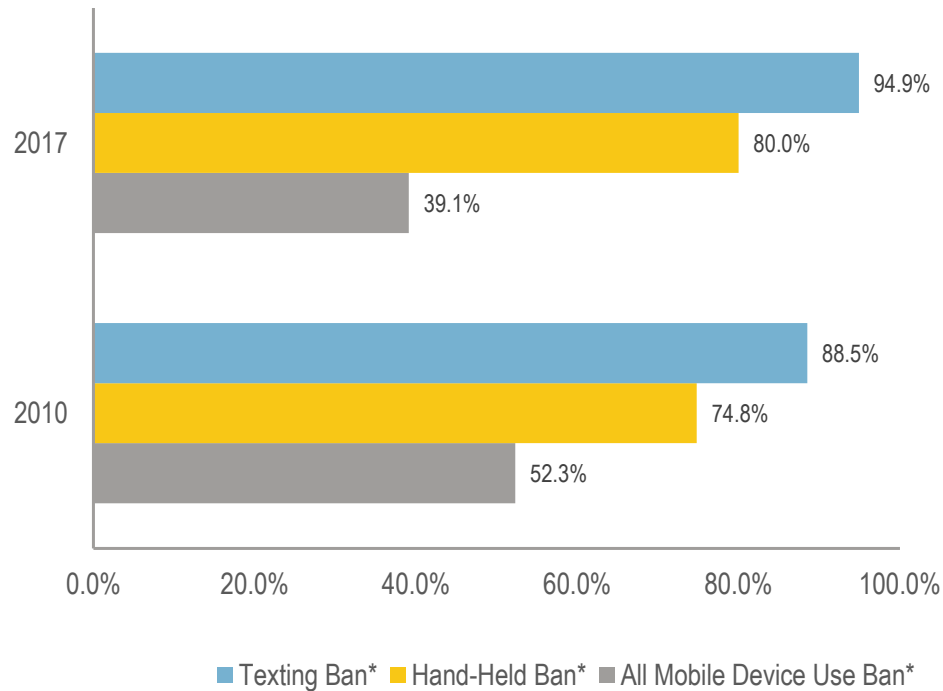


Source: Rudisill, T.M. & Zhu, M. (2016). BMJ Open Access, 6: 1-8.

Research shows safety campaigns coupled with aggressive enforcement are effective in reducing distracted driving behaviors.

In a study examining all the traffic records in 14 states from 2007 to 2013, citations for drivers' violating hand-held mobile device bans were issued more often than for drivers' violating texting bans. The researchers suggest enforcement may be the difference. According to data collected by the Mississippi Department of Public Safety, 3 texting citations were issued in Mississippi during 2016.

Support for Mobile Device Use While Driving Restrictions in Mississippi, 2010 & 2017



When surveyed in 2010 and again in 2017, Mississippi adults expressed more support for texting and hand-held devices bans for all drivers, but not for bans on all mobile device use.

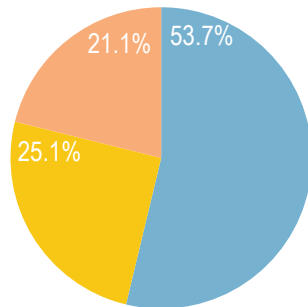
Specifically, support for texting (95% vs. 89%) and hand-held bans (80% vs. 75%) increased significantly over the period, but declined significantly for bans on all mobile device use (39% vs. 52%) by drivers.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

*Note: Statistically significant difference ($p < 0.05$) in responses between the 2010 and 2017 survey administrations.

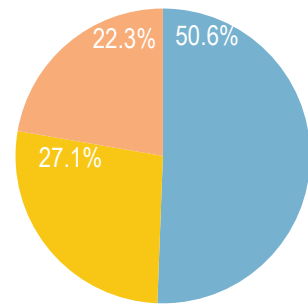
Reported Change in Mobile Device Use Post Texting Ban Enactment or If Other Types of Bans Were to be Enacted, 2017

Change in Mobile Device Use Reported by Mississippi Adults Post Texting Ban Enactment, 2017



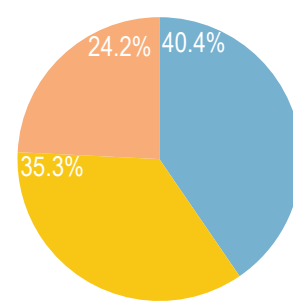
■ Reduced
■ Stopped
■ Continued

Reported Change in Mobile Device Use By Mississippi Adults If Hand-Held Device Ban Were to be Enacted, 2017



■ Will Stop Device Use
■ Will Reduce Device Use
■ Will Continue Device Use

Reported Change in Mobile Device Use By Mississippi Adults If All Mobile Device Use Ban Were to be Enacted, 2017



■ Will Stop Device Use
■ Will Reduce Device Use
■ Will Continue Device Use

The majority of Mississippians (79%) reported a behavioral change of either reducing or stopping mobile device use while driving since the enactment of the texting while driving ban.

Most Mississippians also reported they would either reduce or stop mobile device use while driving if a hand-held ban (78%) or all mobile device use ban (76%) were enacted.

Source: Mississippi State University Social Science Research Center. (2010 & 2017).

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