

The Public is Very Concerned About Traffic Safety Even Though They Are Not Aware of the Enormity of the Deadly Toll on our Roadways

Results from Online CARAVAN Survey
December 2024



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Introduction

A strong majority of Americans are concerned with roadway safety.

This online Caravan® public opinion survey commissioned by Advocates for Highway and Auto Safety (Advocates) shows that while Americans are not aware of the magnitude of the motor vehicle crash fatality and injury toll, they are highly concerned about roadway safety dangers.

The poll results clearly illustrate that people have significant trepidations about a multitude of roadway safety hazards including speeding, distracted driving, impaired driving, lack of seat belt and child passenger safety seat use, among others. The poll also finds, in general, concerns were shared across the country, in all types of communities, and across generations and age ranges. Worries also were common regardless of political party affiliation.

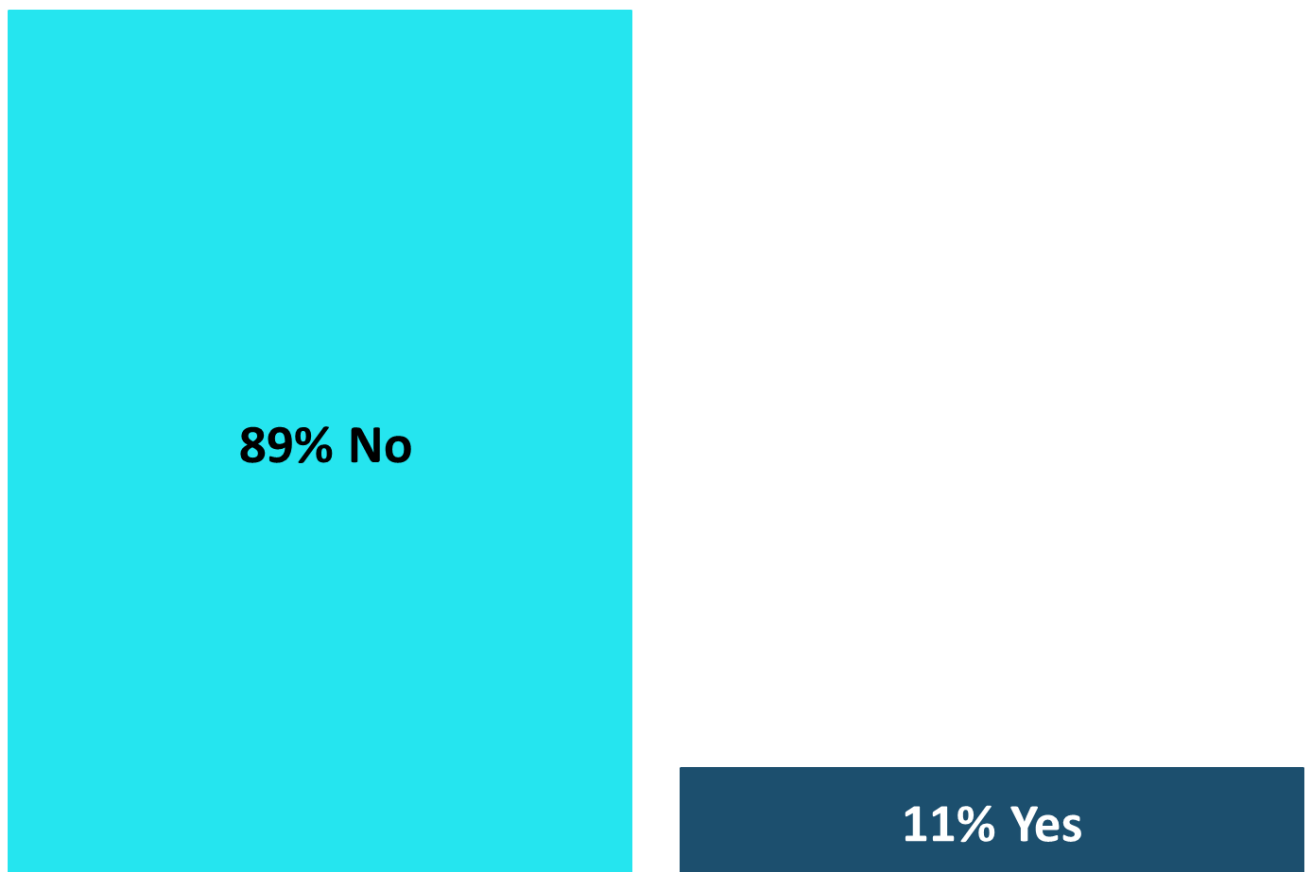
The online survey was conducted with 2,022 respondents in November 2024. The complete methodology can be found at the end of this report.

Each year, motor vehicle crashes kill tens of thousands of people and injure millions more at a current economic cost of \$416 billion. According to the latest statistics from the National Highway Traffic Safety Administration (NHTSA), 42,514 people were killed on our Nation's roads in 2022, a 29% increase just over the last decade. Early estimates for 2023 find that 40,990 people were killed in traffic crashes. While the slight decrease is welcome (3.6%), traffic fatalities remain historically high.

Advocates for Highway and Auto Safety is an alliance of consumer, medical, public health, law enforcement and safety groups and insurance companies and agents working together to make America's roads safer. Advocates' mission is the adoption of federal and state laws, policies and programs that prevent motor vehicle crashes, save lives, reduce injuries, and contain costs.

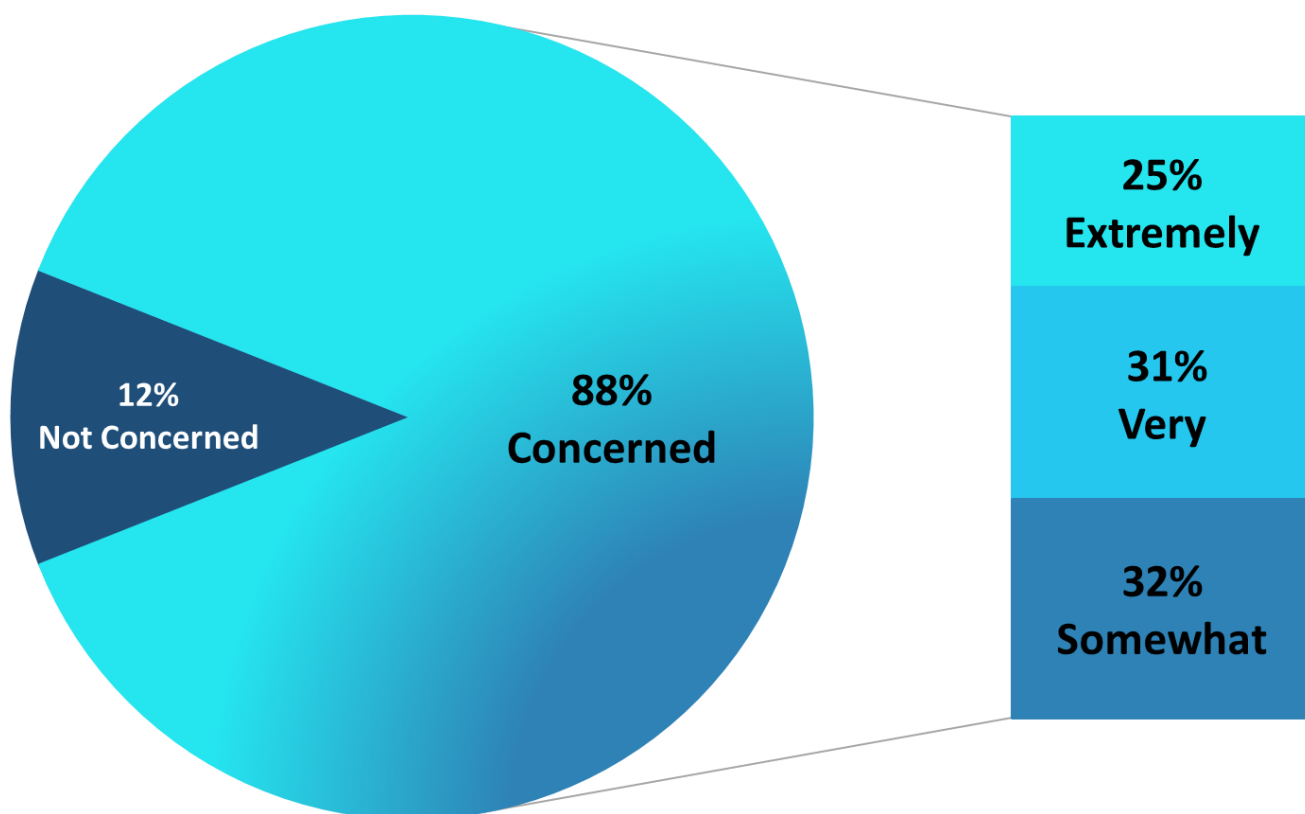


An overwhelmingly majority of Americans don't realize the magnitude of motor vehicle crash deaths and injuries. However, as the other responses reveal, most are very concerned about dangers on the roadways.



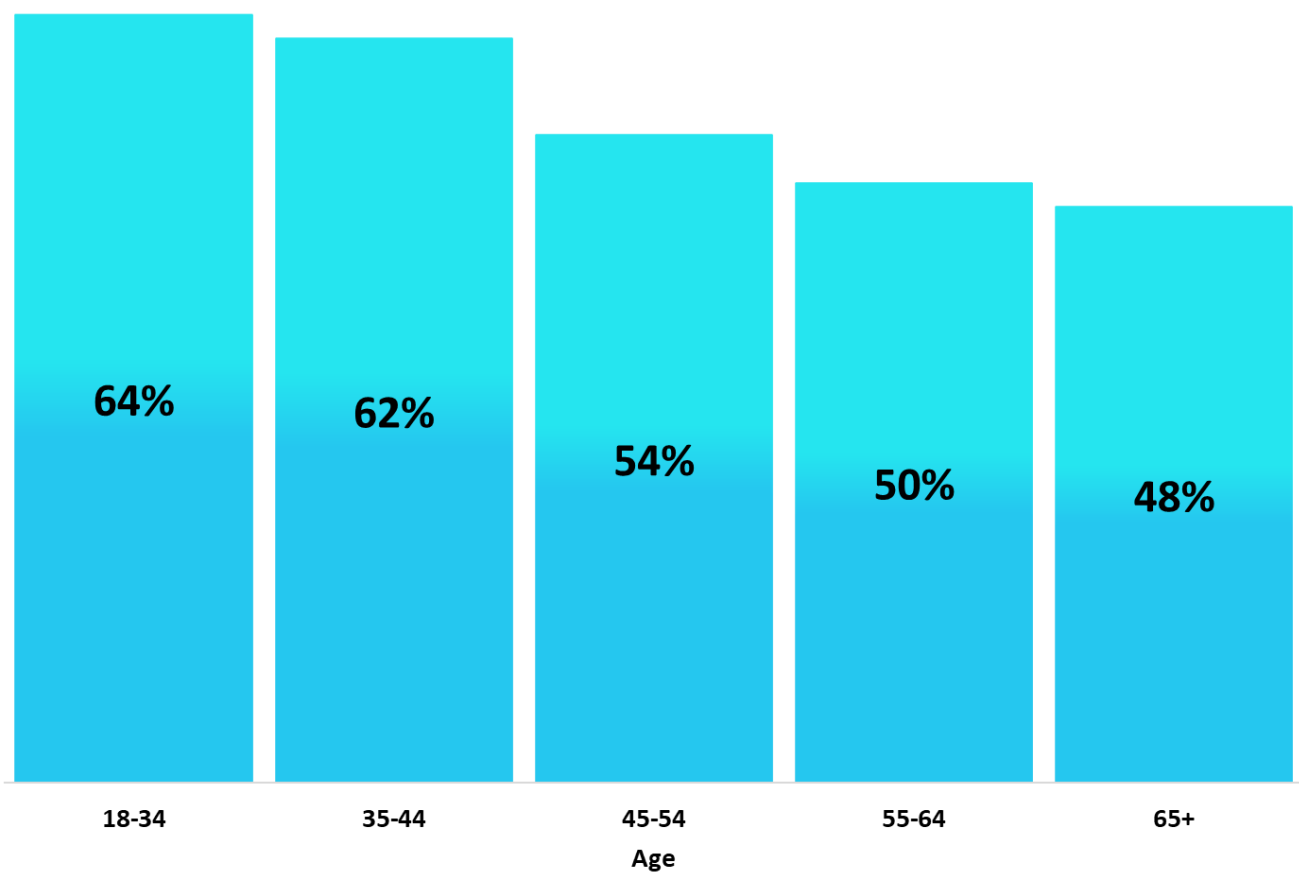
According to the National Highway Traffic Safety Administration (NHTSA), in 2022, highway crash deaths in the United States totaled 42,514 while a further 2.38 million people were injured. Before this survey, were you aware of these numbers?

Nearly 9 of 10 adults surveyed are concerned about themselves or their loved ones getting into motor vehicle crashes with more than a half of them having heightened worry of “extremely” or “very.”



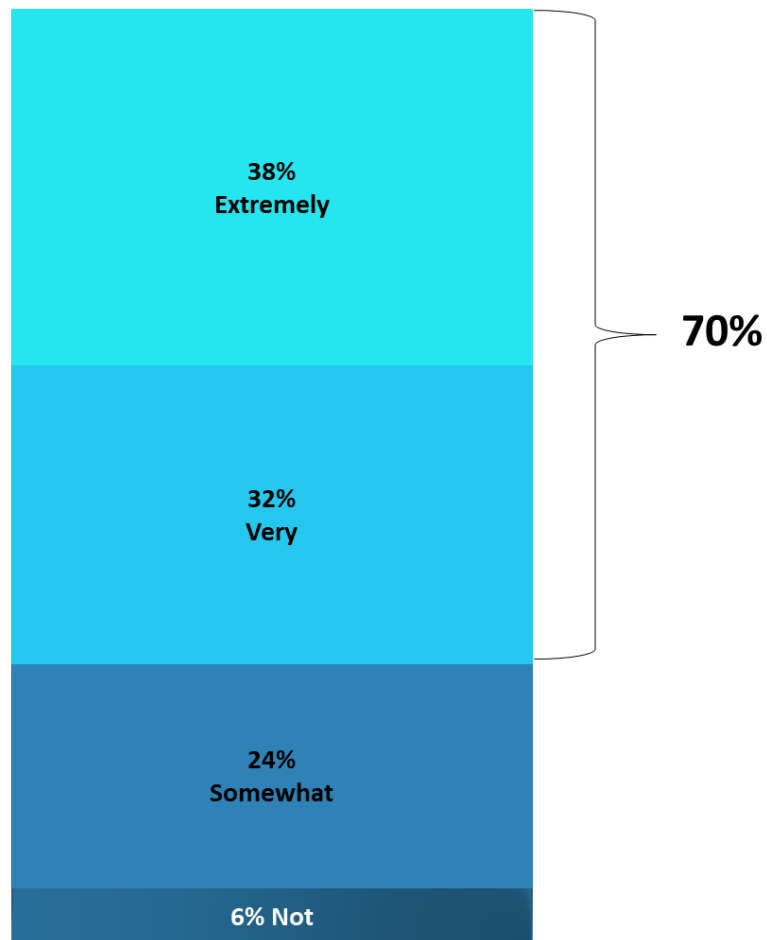
How concerned are you about the risk of motor vehicle crashes to you and your loved ones?

Concern about being in motor vehicles crashes is significant across all age groups. Worry is highest among the youngest age range of adults and slowly declines as the range gets older.



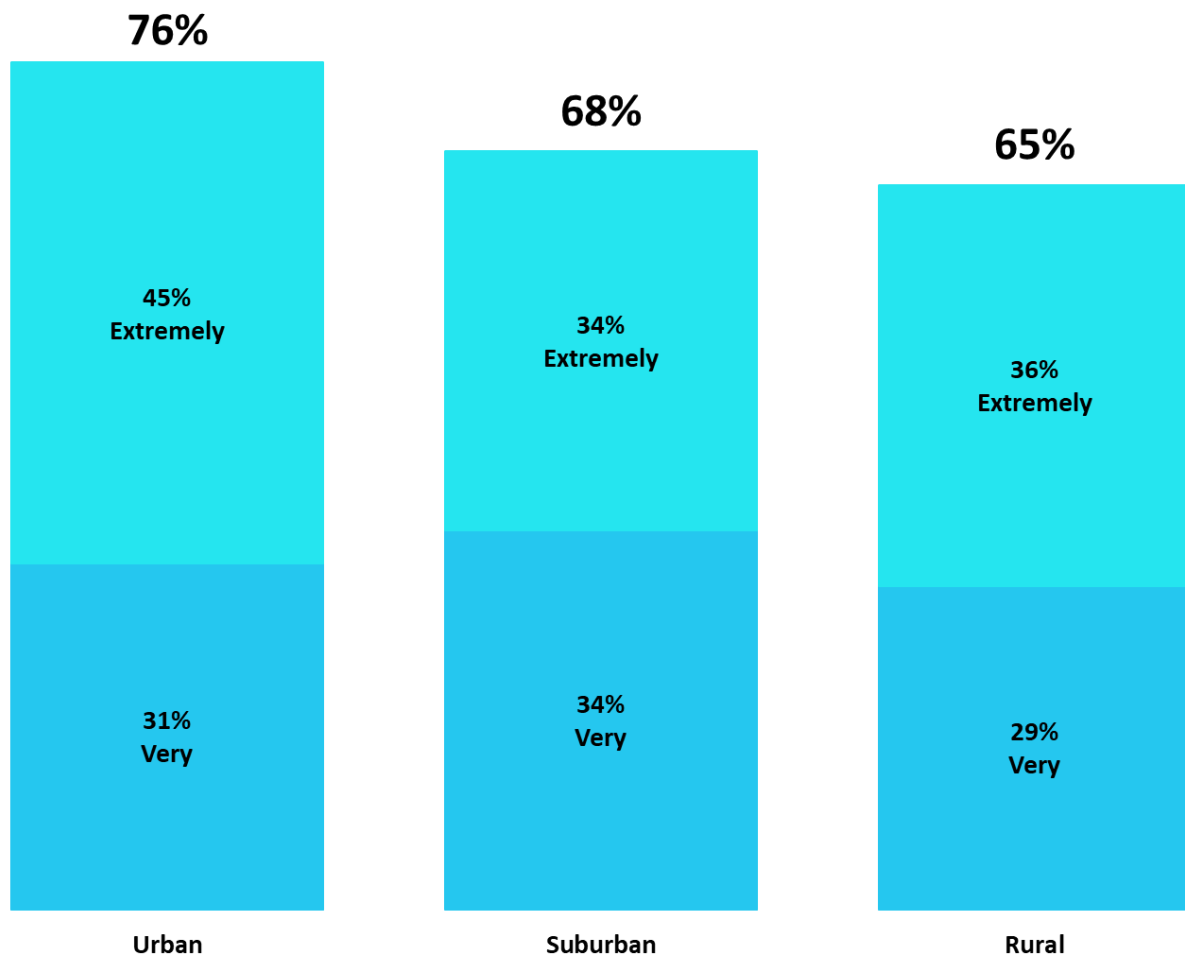
How concerned are you about the risk of motor vehicle crashes to you and your loved ones?

Nearly all respondents are concerned about speeding. This is also an issue that cuts across political party affiliation with Republicans and Democrats of similar levels of “extreme” and “very” apprehensive.



How concerned are you about speeding?

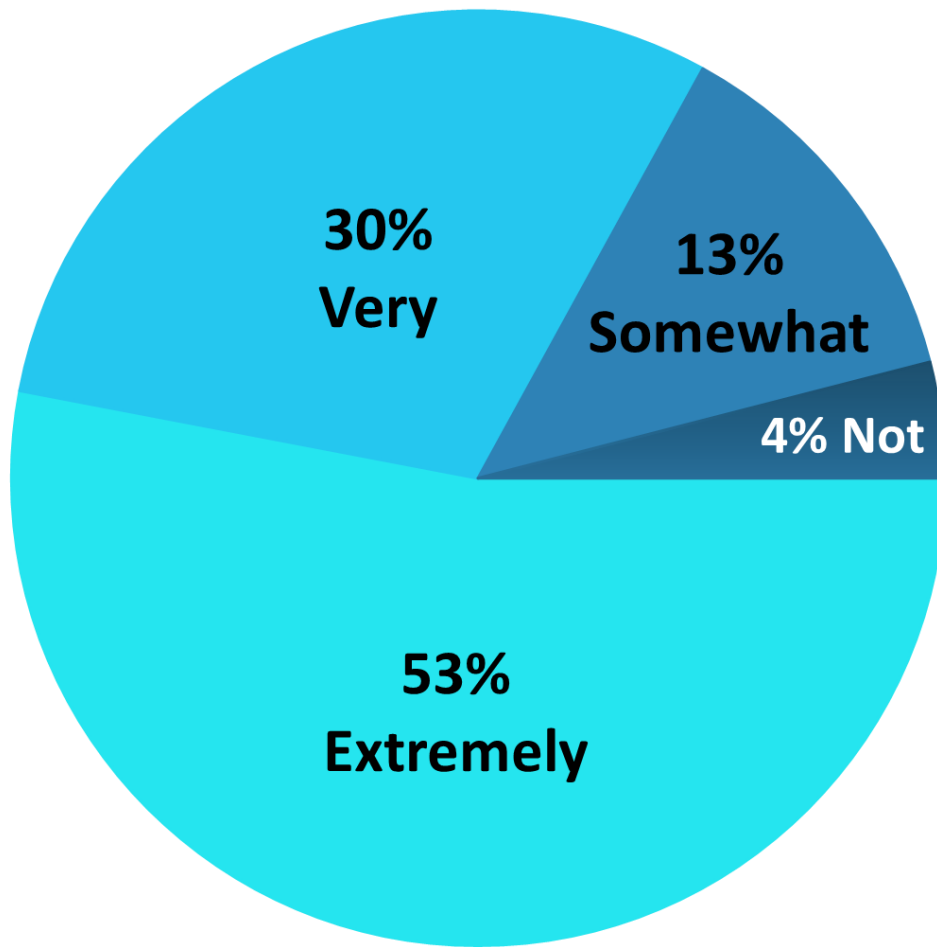
Speeding is of the most concern to those who live in urban areas. The level of worry is similar for those in suburban and rural areas.



Response on speeding by community type.

Distracted driving is a concern for nearly everyone.

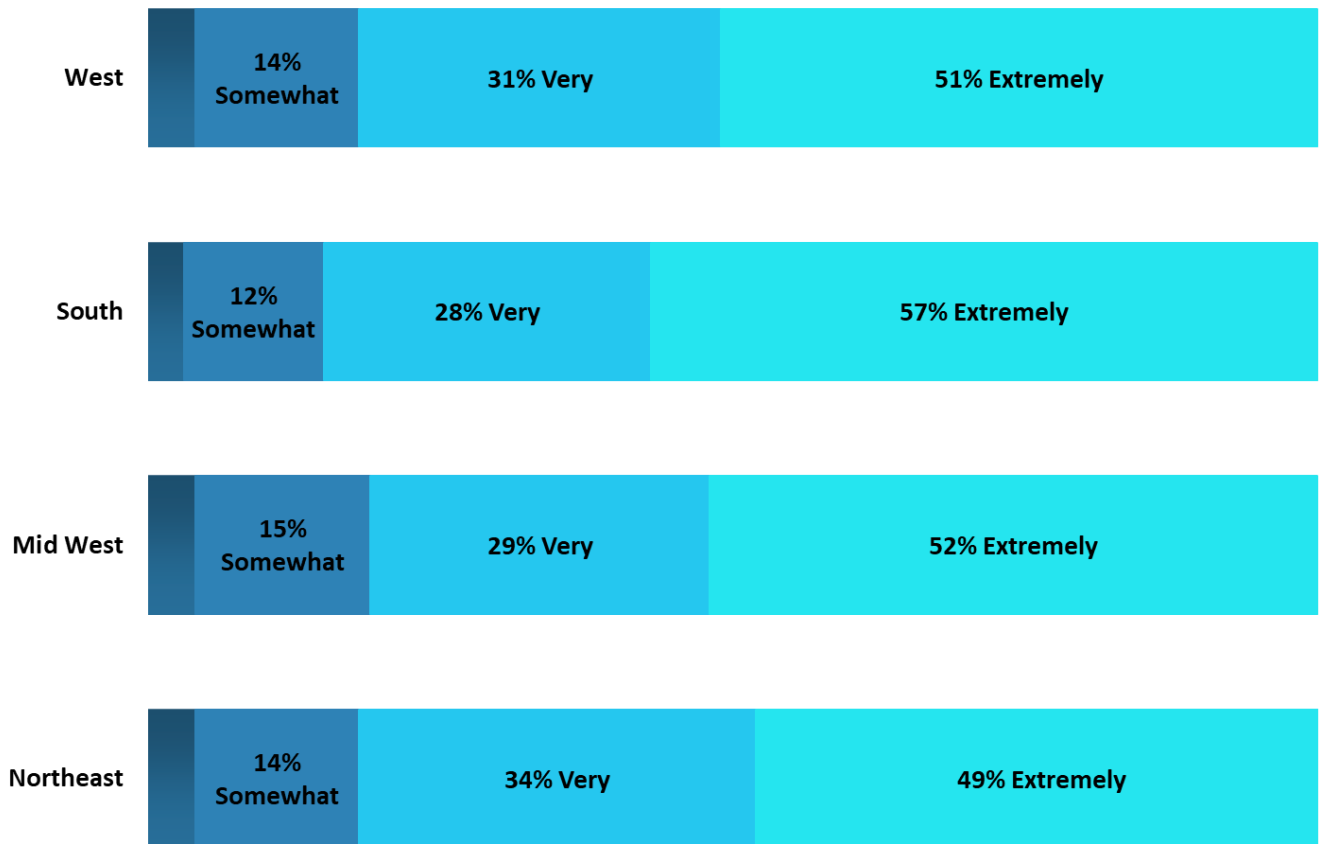
Moreover, it is of heightened worry for a great majority of adults.



How concerned are you about distracted driving caused by talking on cell phones, texting, or using other mobile devices when operating a vehicle?

Distracted driving is of high concern in all regions of the U.S.

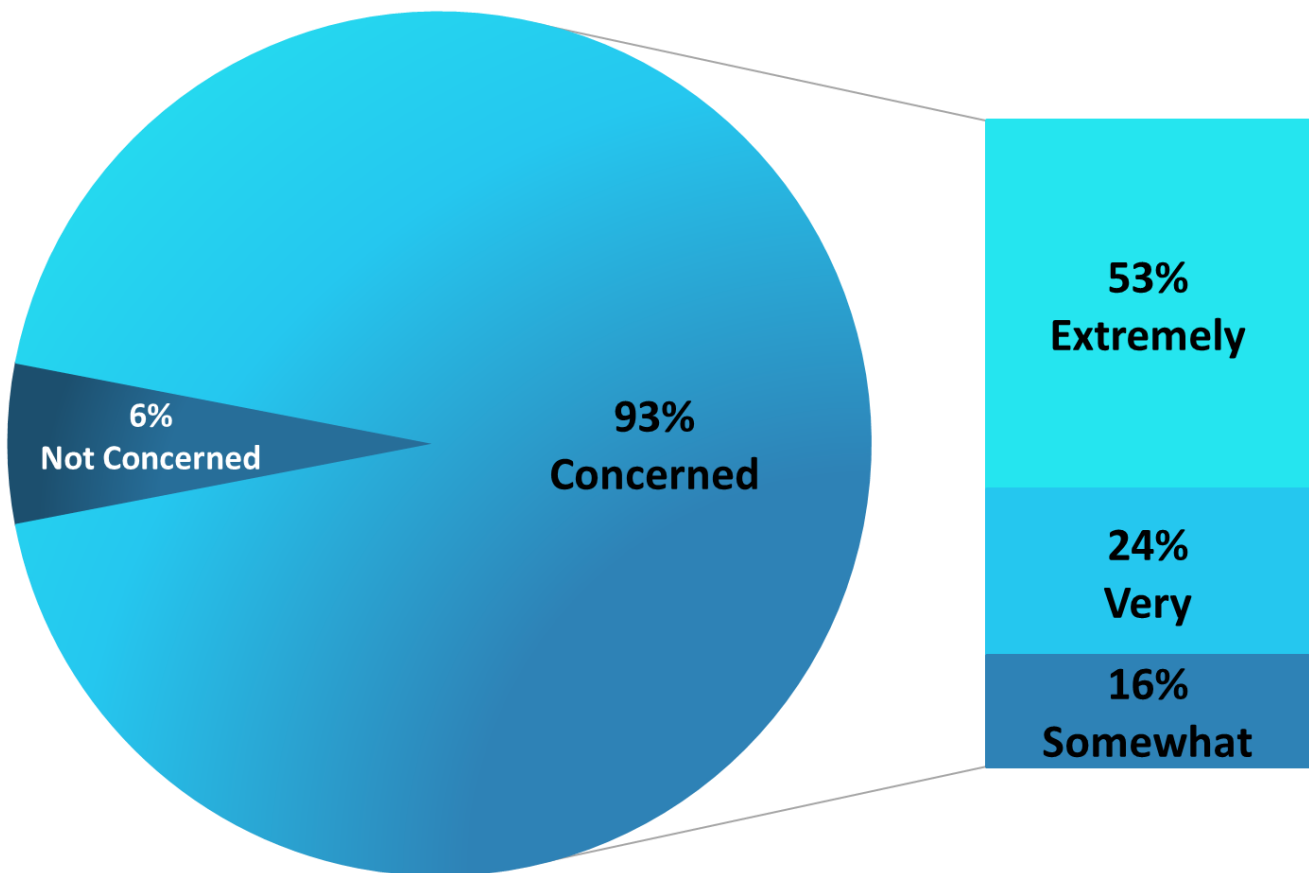
All areas exceed 80% in being “extremely” or “very” worried.



Response on distracted driving concerns by region.

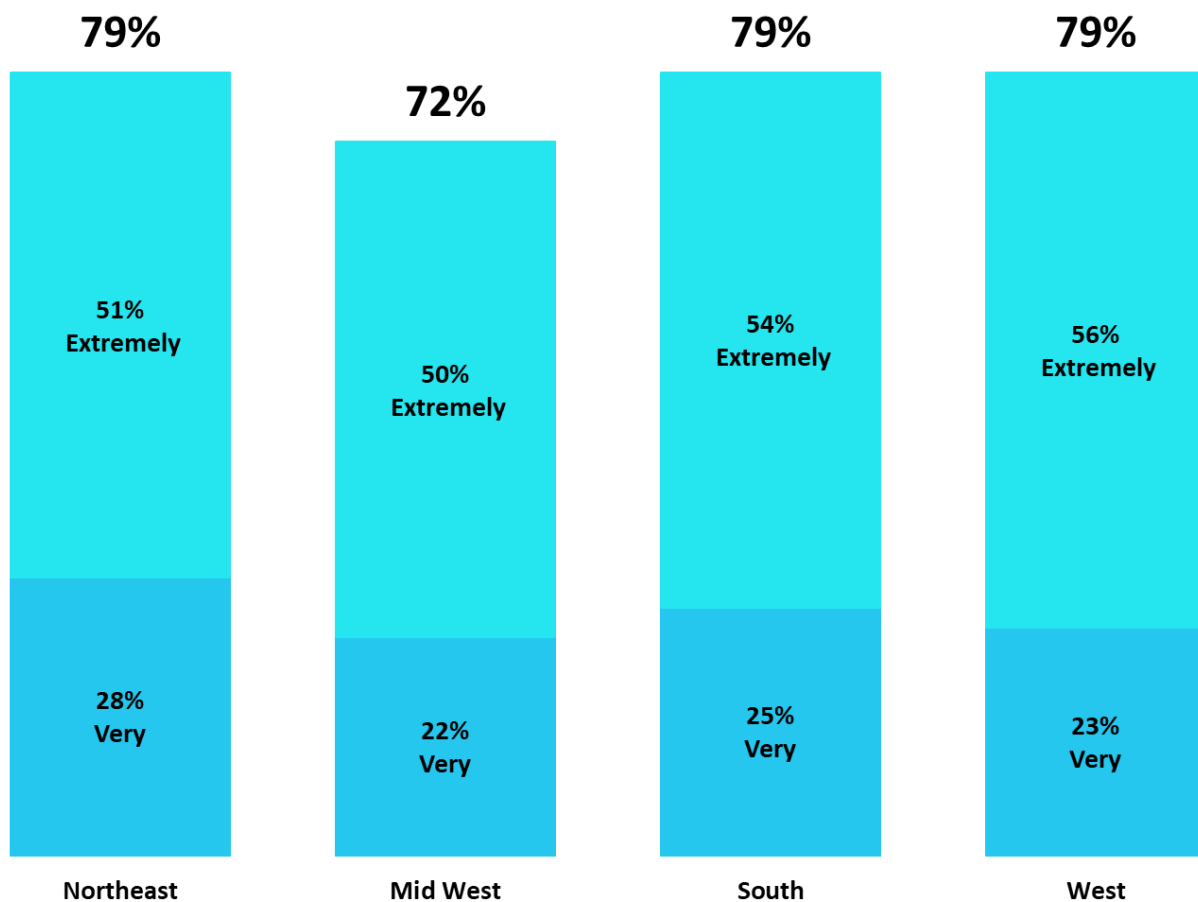
Nearly everyone is concerned about drunk and drug impaired driving including marijuana use.

A strong majority (77%) are highly worried.



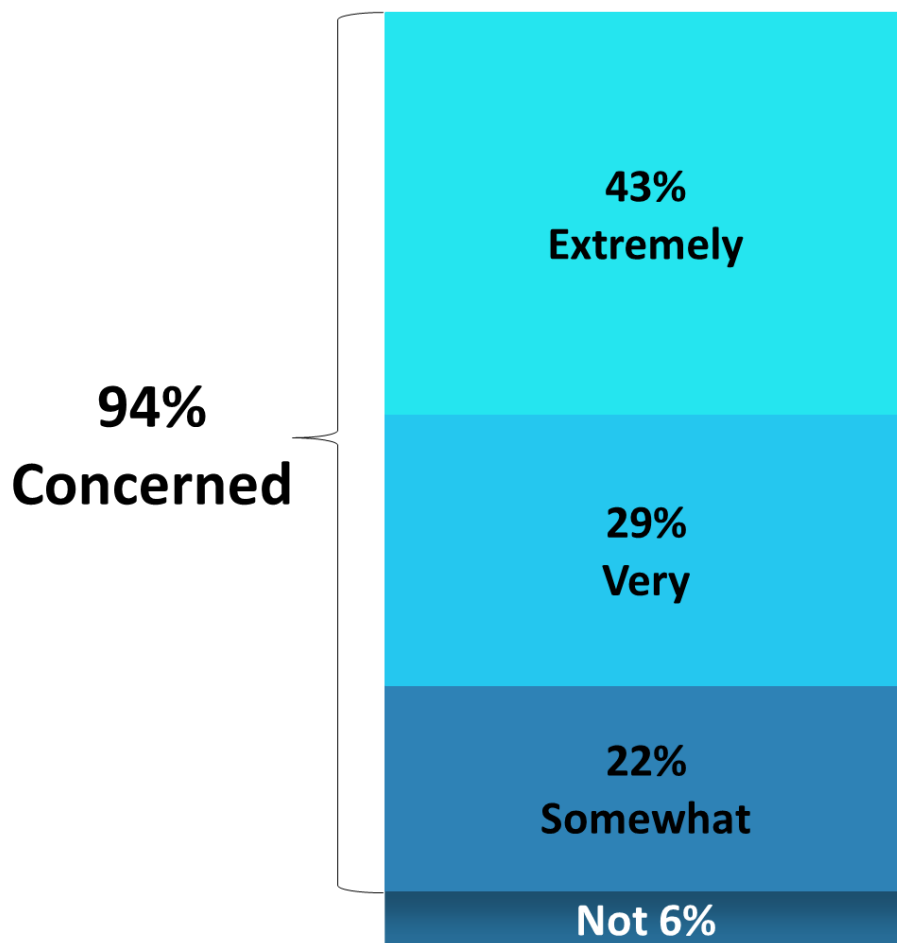
How concerned are you about drunk or drug impaired driving including impairment from marijuana use?

Throughout the country, adults in the U.S. are very worried about impaired driving with a universal elevated number in the Northeast, South and West. Concern dips only five percentage points in the Mid West.



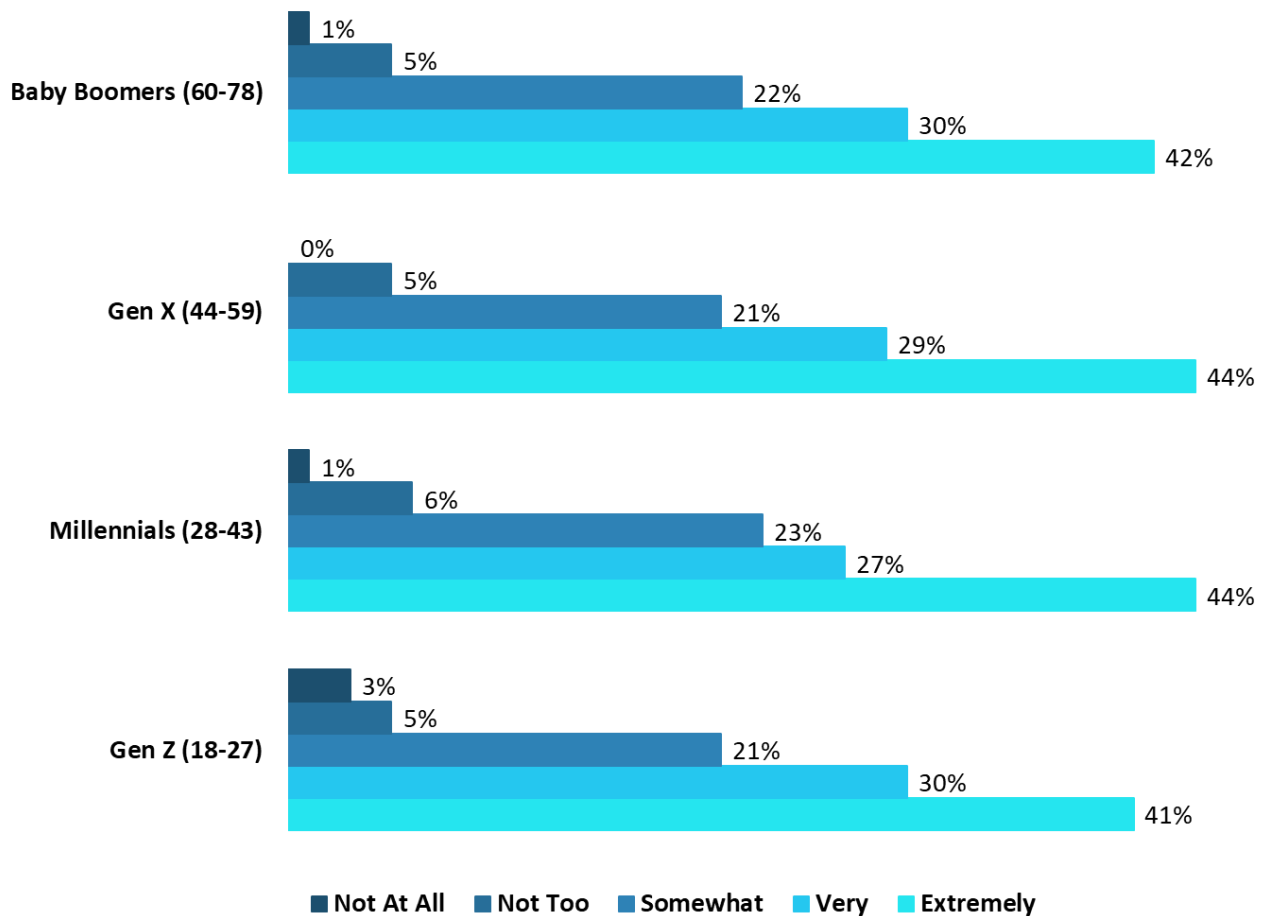
Response on impaired driving concerns by region.

Red light running concerns nearly everyone, with more than 9 in 10 adults noting at least some apprehension.



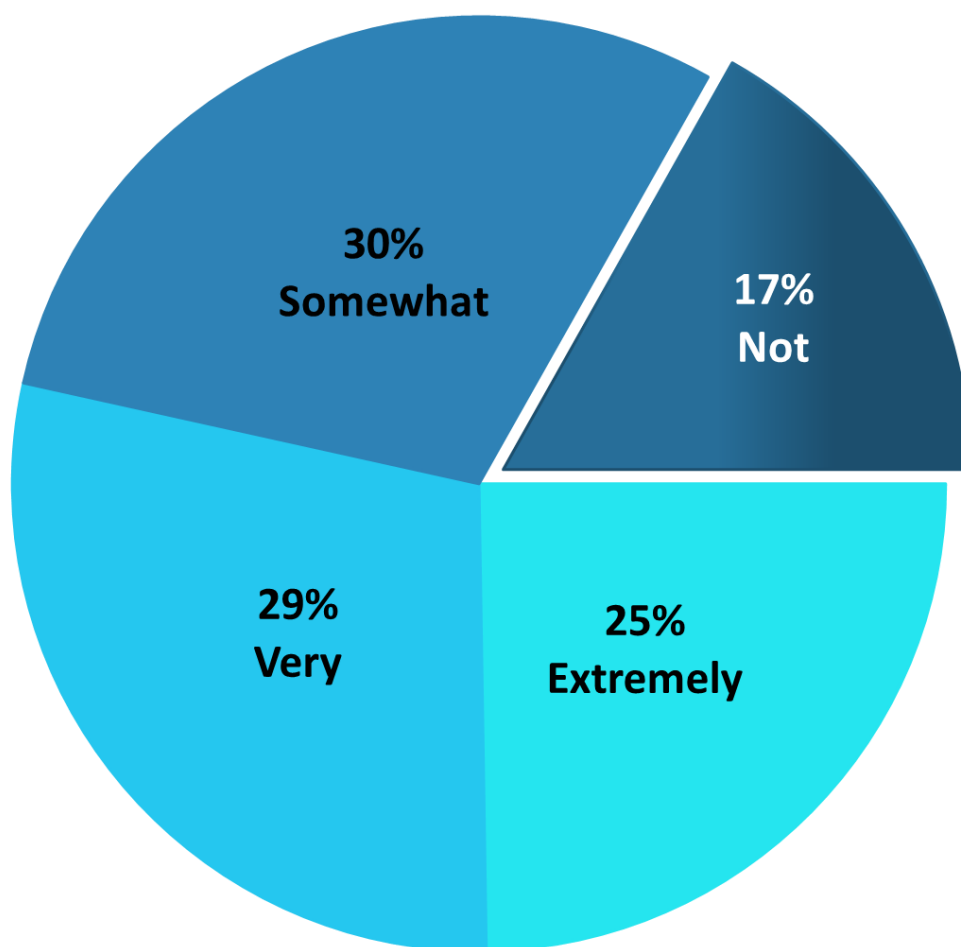
How concerned are you about other drivers running red lights?

High levels of worry about red light running are nearly the same in all age groups, as well as regions and regardless of political affiliation.



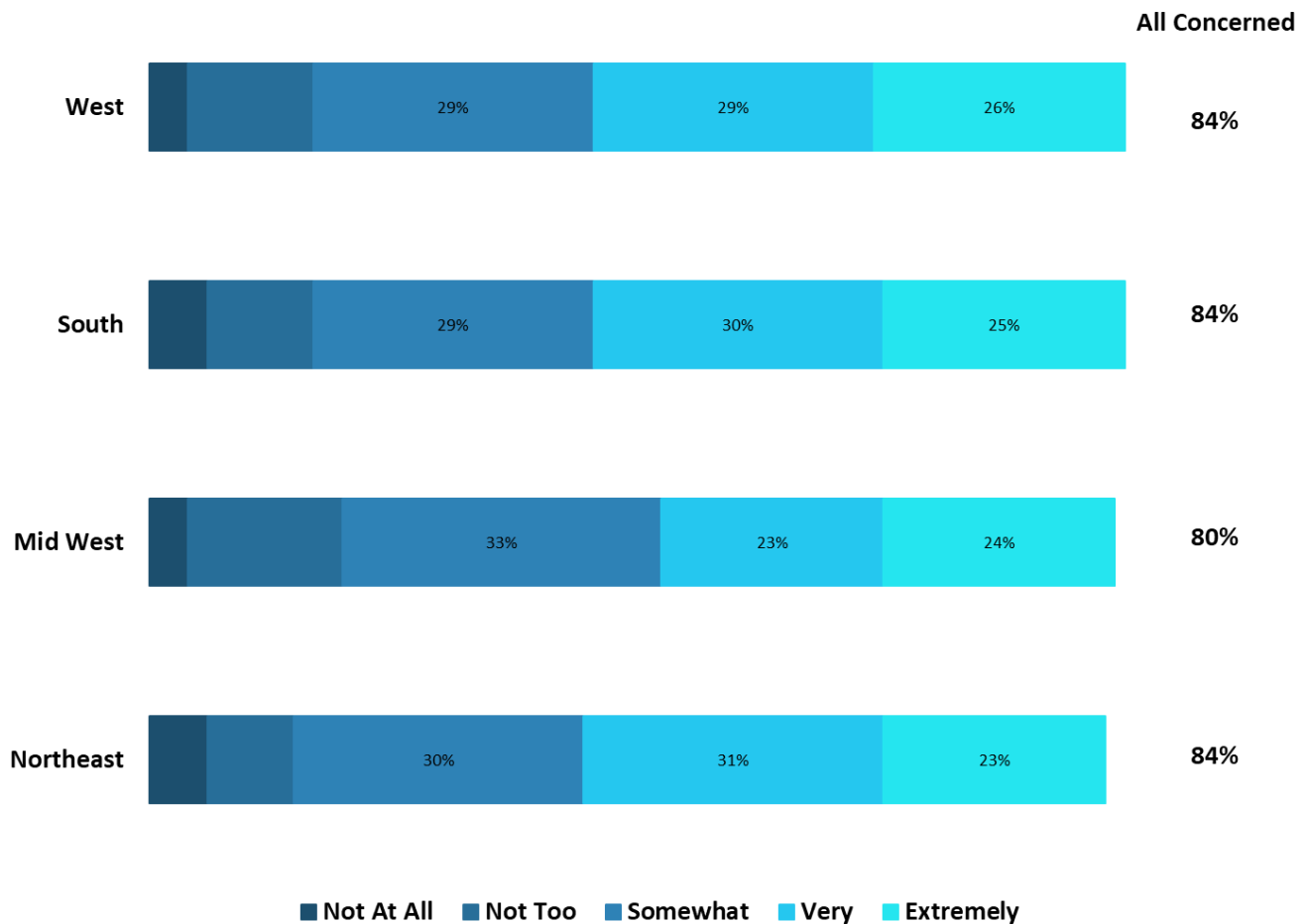
Concerns about red light running by generation.

More than half of the public is “extremely” or “very” concerned about being on the roads when walking, biking or riding a motorcycle.



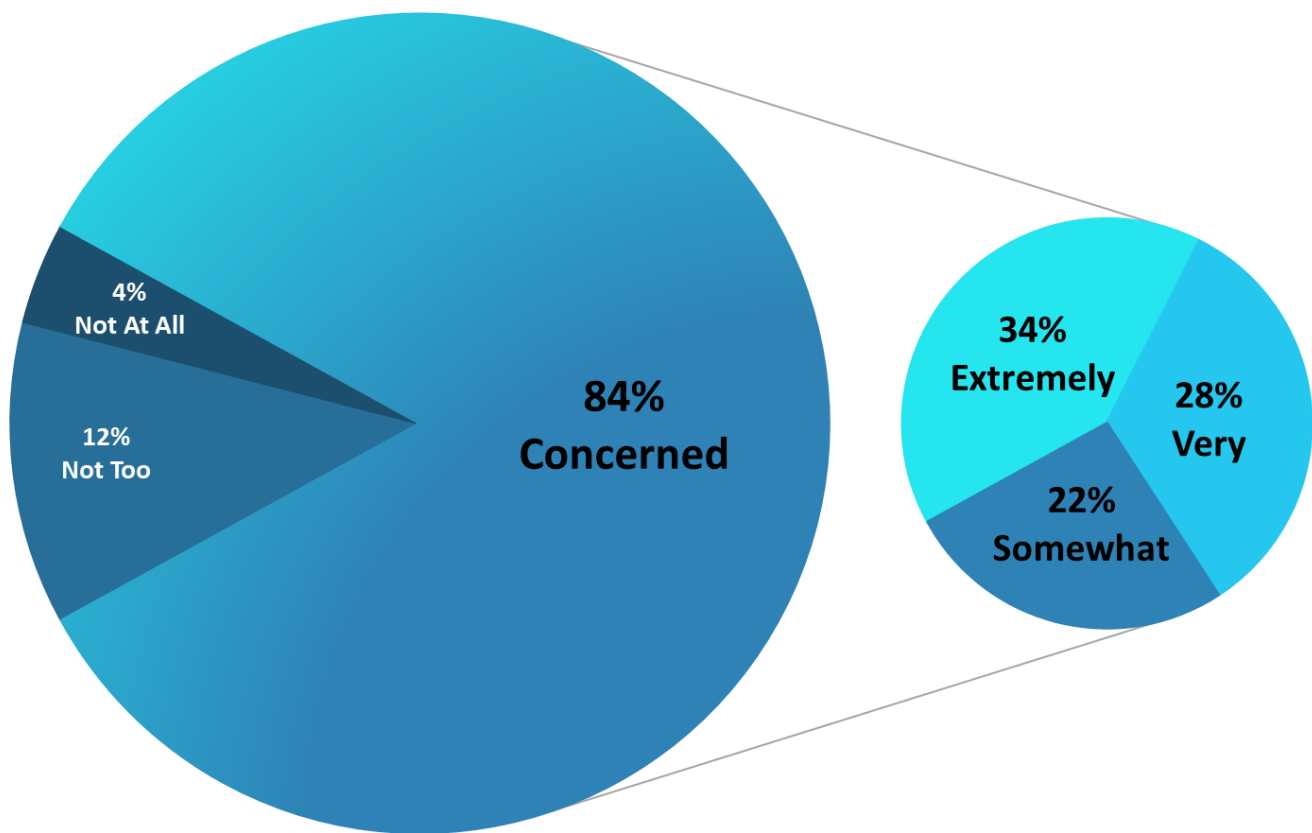
How concerned are you about the sharing the road with cars and trucks as a pedestrian, bicyclist or motorcycle rider?

Levels of concern are nearly identical across the country as well as across generations.



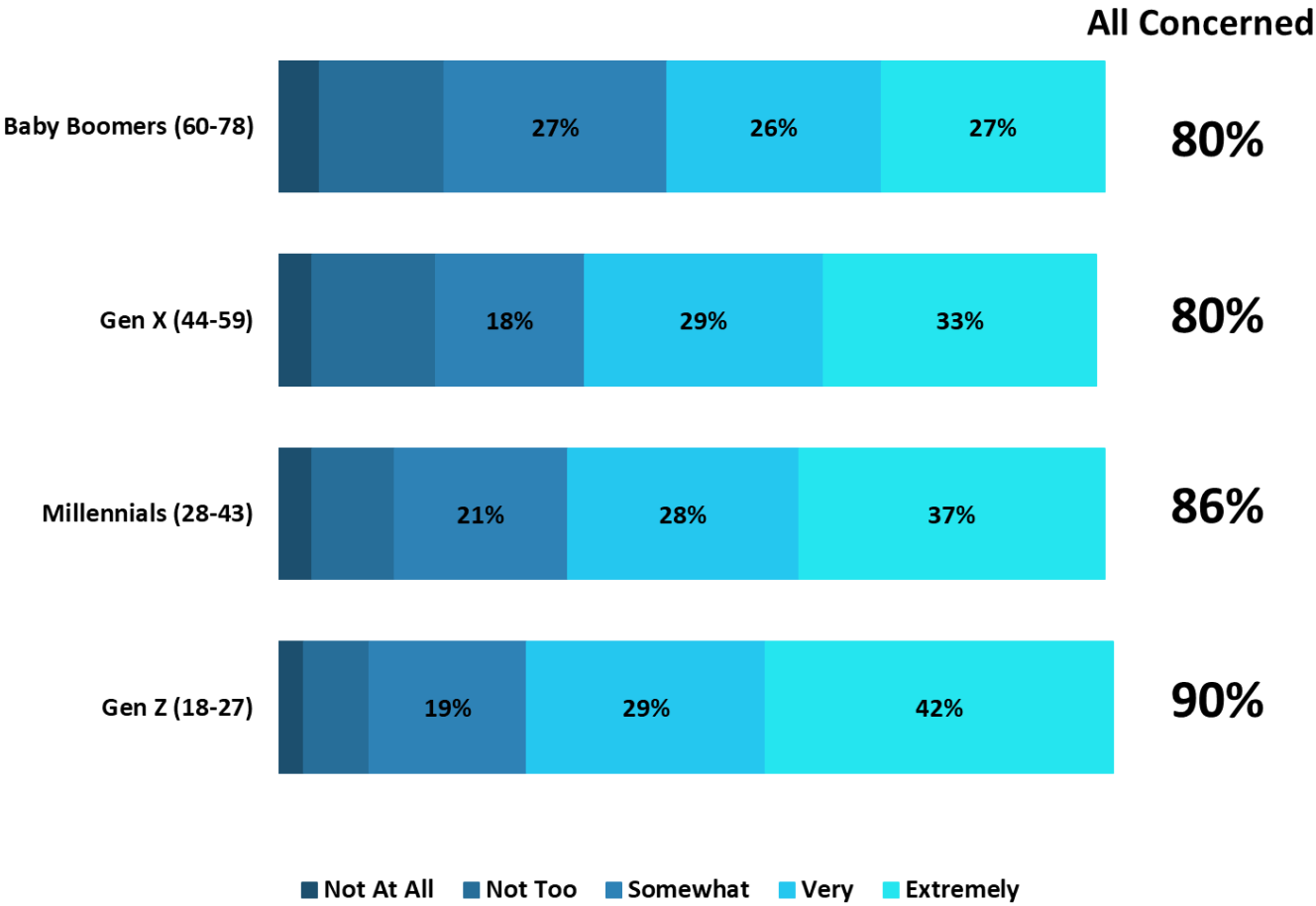
Concerns about sharing the road with cars and trucks as a pedestrian, bicyclist or motorcycle rider by region.

A strong majority of respondents are concerned about appropriate use of restraints to protect vehicle occupants including children.



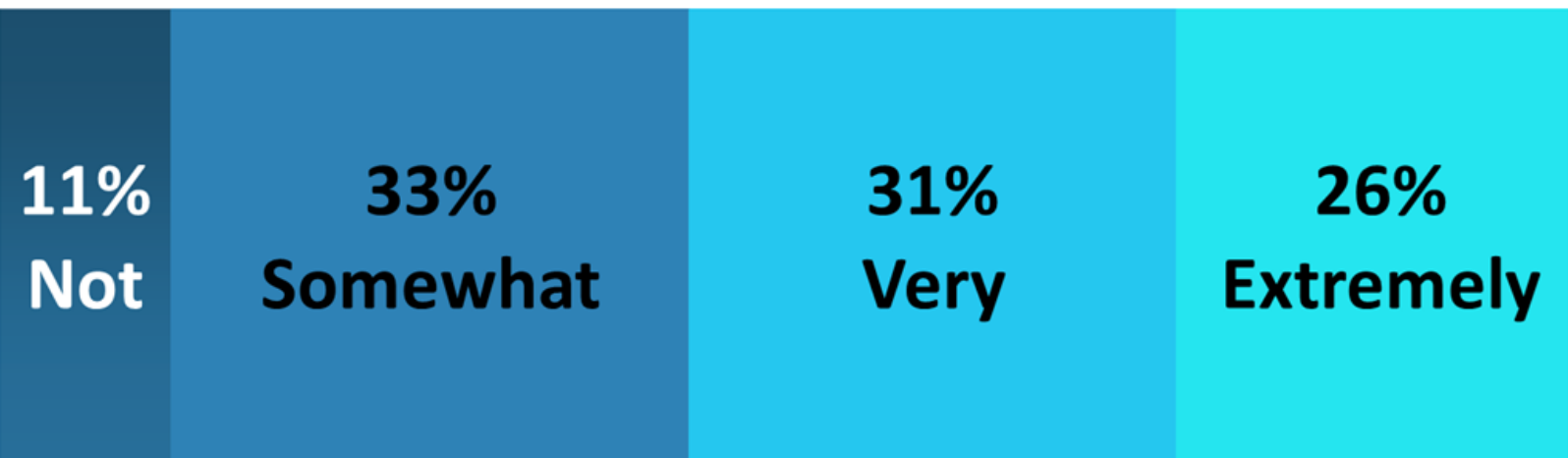
How concerned are you about the lack of use of seat belts or child safety seats?

Lack of seat belt and child passenger safety seat use concerns were similarly high across generations, with Gen Z expressing the highest level of concern.



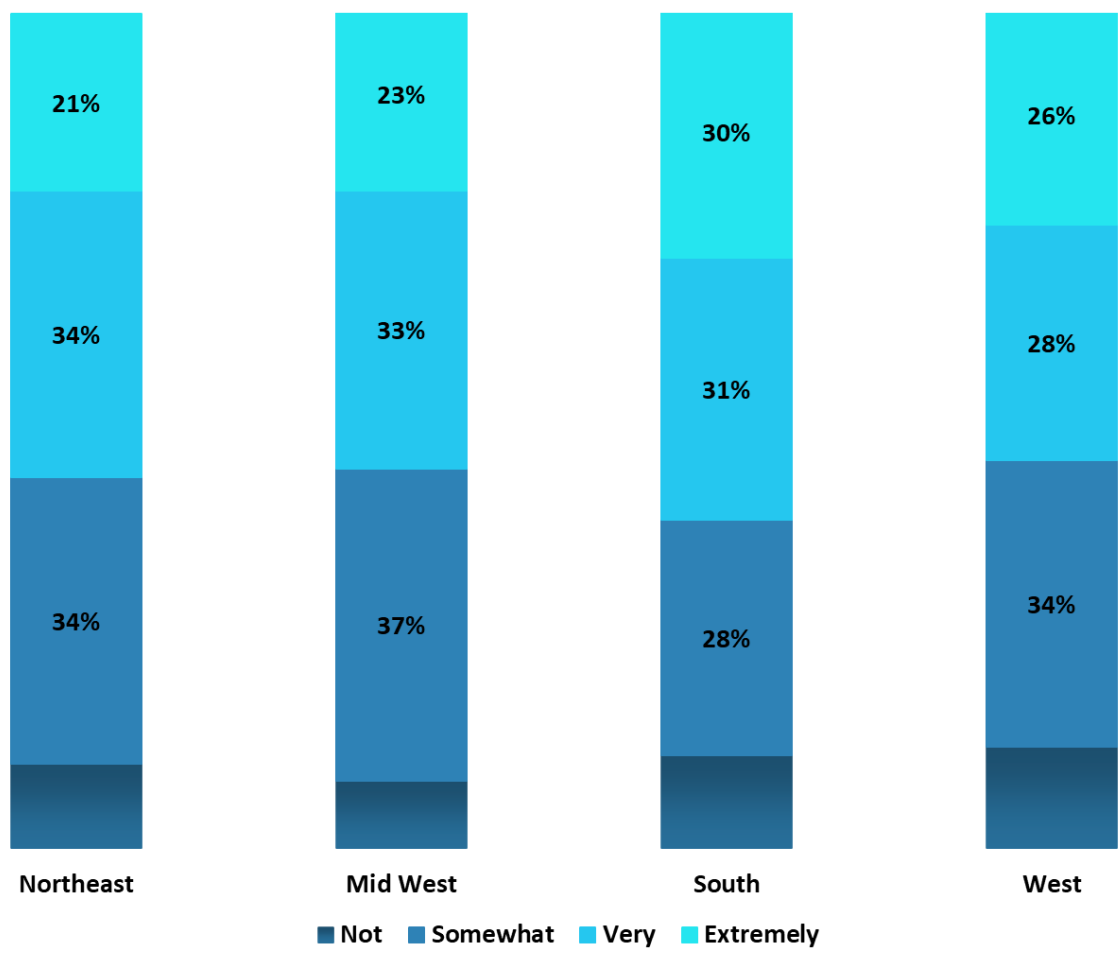
Concerns about the lack of use of seat belt or child safety seat use by generations.

90% of adults in the U.S. expressed concerns with novice, young drivers with more than 50% noting they are “very” or “extremely” concerned.



How concerned are you about inexperienced, new, young drivers?

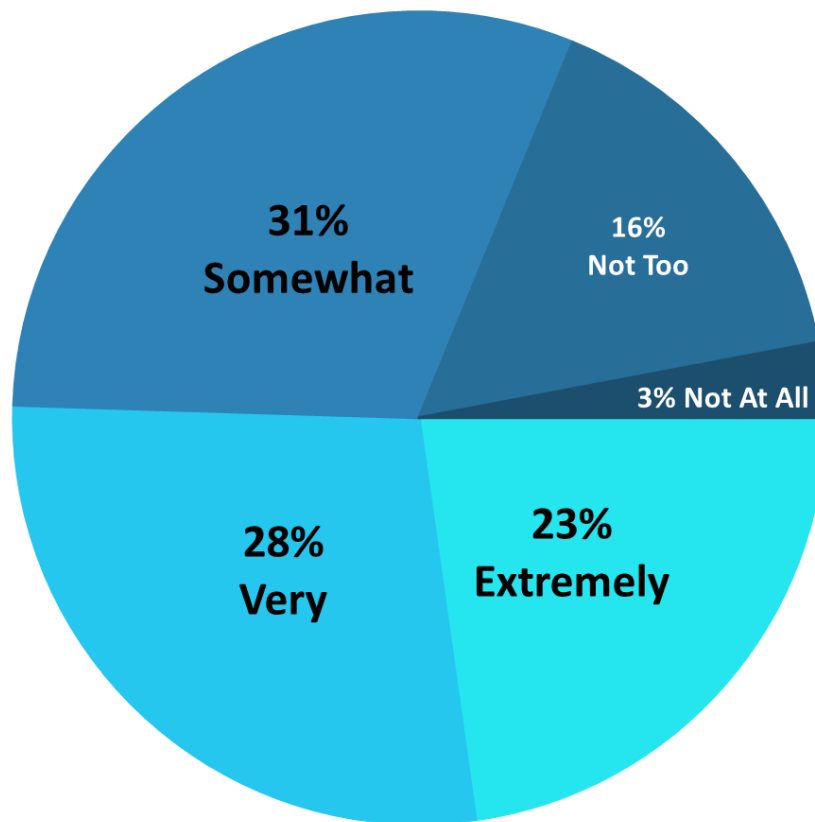
Concerns about novice drivers by region remained above 50% for the “very” and “extremely” apprehensive categories combined, with the South expressing the greatest level of high concern at 61%.



Concerns about inexperienced, new, young drivers by region.

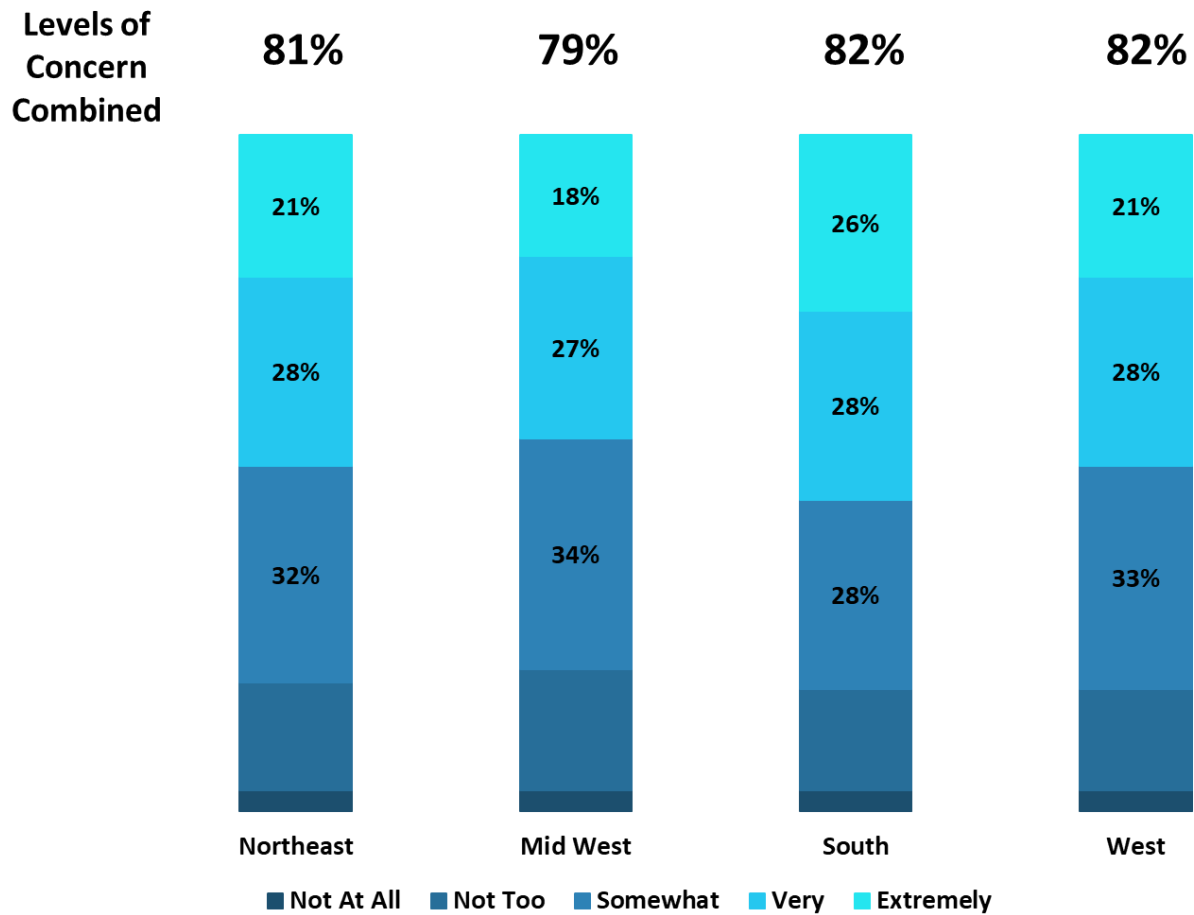
Sharing the road with large and heavy trucks is a worry for more than three-quarters of respondents.

51% elevate this worry to “extremely” or “very.”



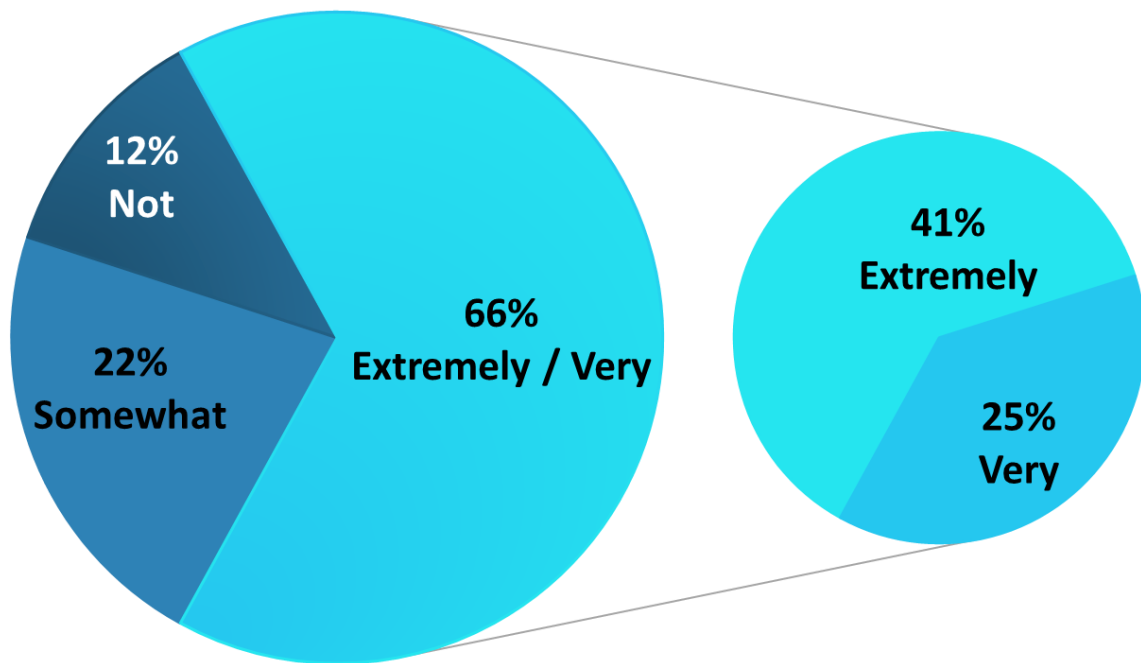
How concerned are you about sharing the road with large and heavy tractor trailer trucks?

Response to sharing the road with large trucks is consistent across all four regions and similarly high concern is noted in each.



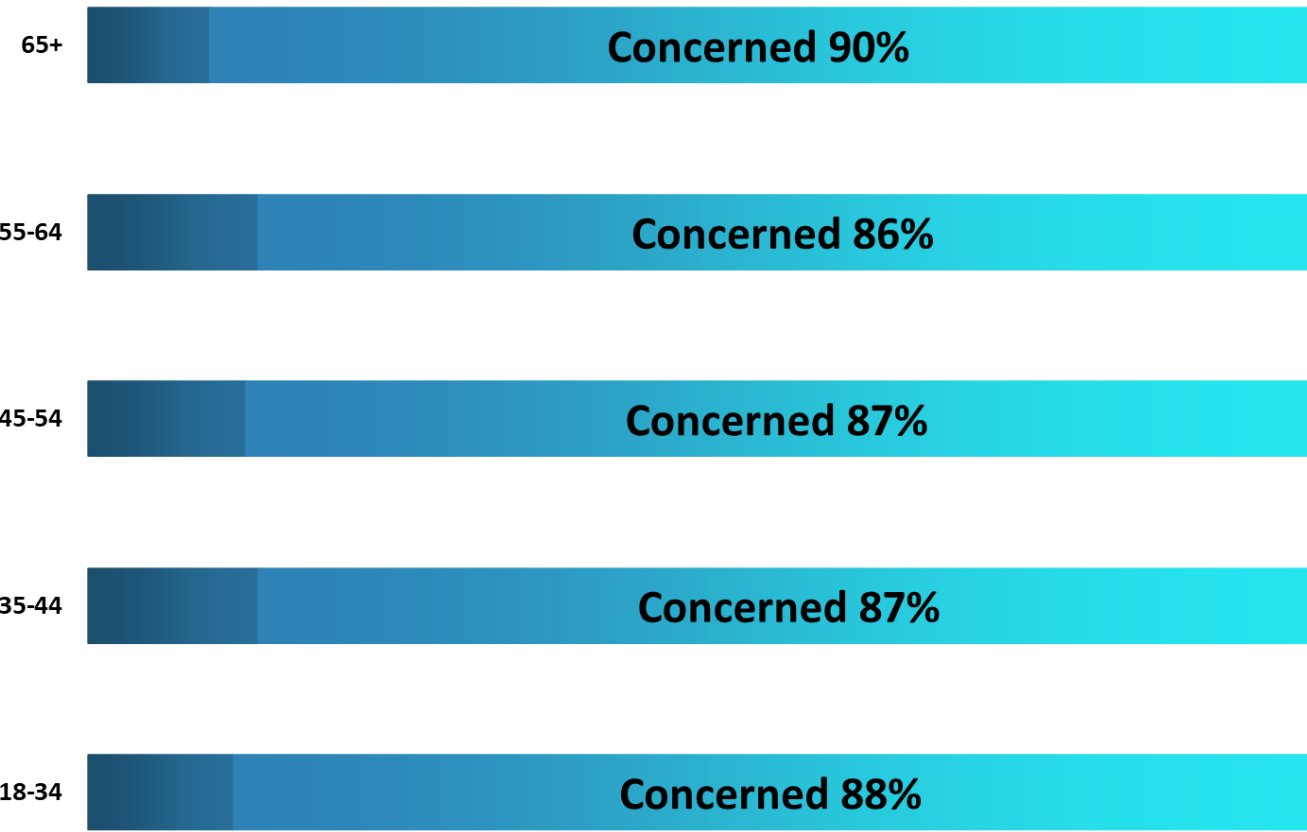
Concerns about sharing the road with large and heavy tractor trailer trucks by region.

The public continues to express their trepidation with still developing driverless car technology on public roads. Nearly 90% responded with concern, and 65% noted their concern is “very” or “extremely” high.



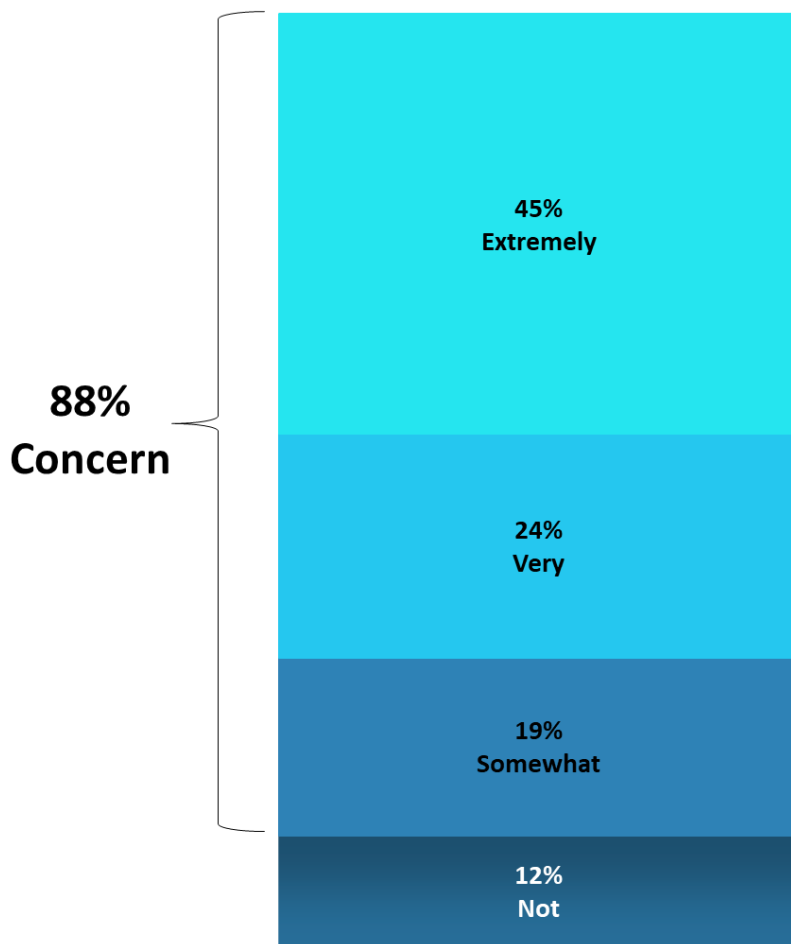
How concerned are you about sharing the road with driverless cars?

Concern about driverless cars on public roads was high across age groups. The high level of concern was consistent across regions and regardless of political affiliation.



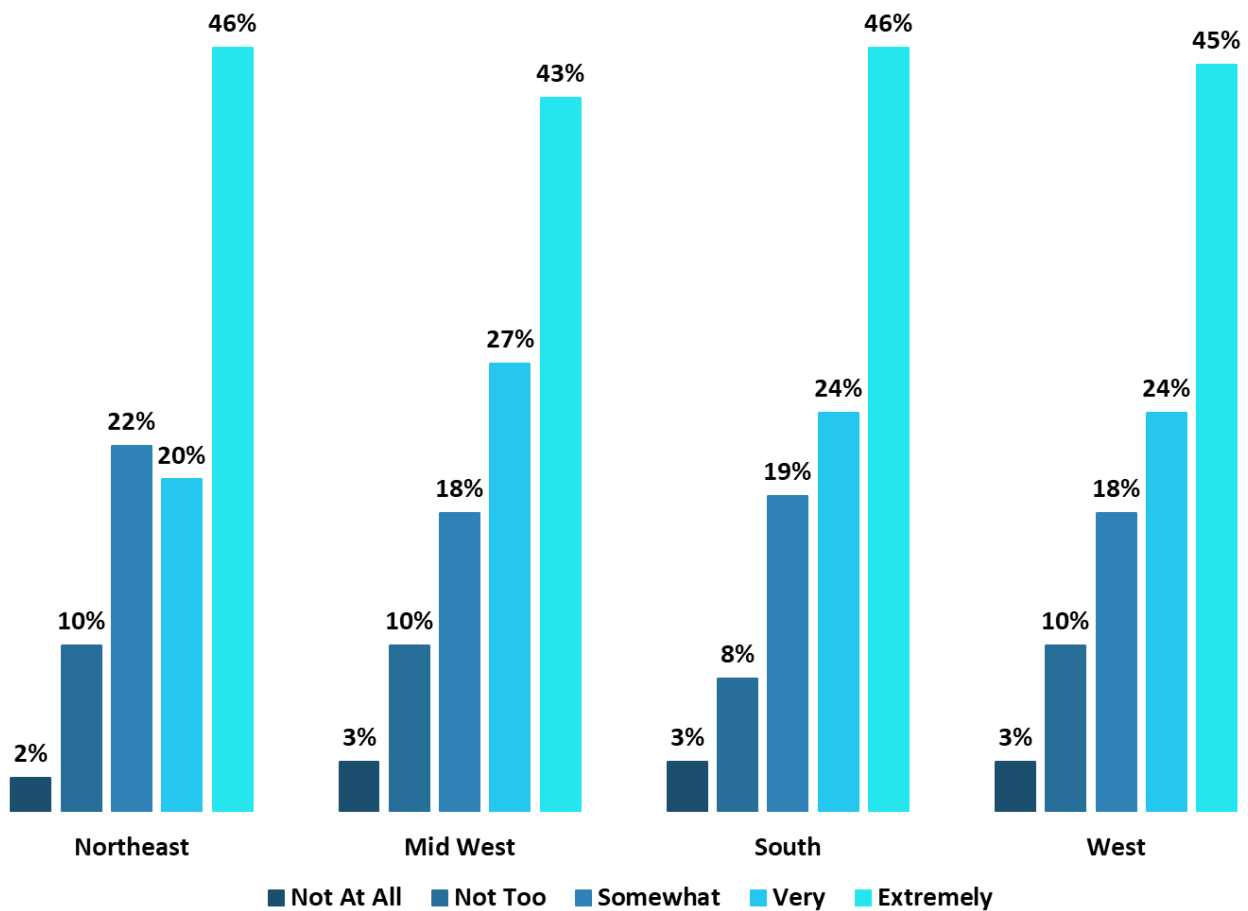
Concerns about sharing the road with driverless cars by age groups.

Sharing the roads with driverless trucks presented similarly high levels of concern, 88% responded affirming such.



How concerned are you about sharing the road with driverless trucks?

When reviewed for potential regional differences, concern was fairly even. The high percentage expressing concern was regardless of political affiliation.



Concerns about sharing the road with driverless trucks by region.

Methodology

The material contained in this report was drawn from a 2024 public opinion poll commissioned by Advocates for Highway and Auto Safety.

This CARAVAN survey was conducted by Big Village among a sample of 2,022 adults 18 years of age and older. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on November 11-15, 2024. Completed interviews are weighted by five variables: age, sex, geographic region, race and education to ensure reliable and accurate representation of the total U.S. population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population based on U.S. Census data with its specific combination of age, sex, geographic characteristics, race and education, and the proportion in the sample.

Respondents for this survey were selected from among those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

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Thank you for your interest.

