



Distracted Driving in the PNW

PEMCO Mutual Insurance commissioned this independent survey, conducted by Qualtrics, that asked Washington and Oregon residents questions about attitudes toward current Northwest issues. The sample size, 489 respondents in the Seattle Metro (King, Snohomish, Pierce Counties) region, 329 respondents in the Portland Metro (Multnomah, Clark, Clackamas, Washington Counties) yields an accuracy of +/- 3.4% respectively at the 95% confidence level. In other words, if this study were conducted 100 times, in 95 instances the data will not vary by more than the associated error range.

How often do you see pedestrians who seem distracted (phone, earbuds, etc.)?

Response	% of Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
Never	2%	2%	2%	1%	4%	3%	1%	4%
Rarely	6%	5%	7%	7%	6%	9%	3%	9%
Sometimes	36%	36%	36%	41%	36%	40%	39%	26%
Often	55%	57%	54%	51%	54%	48%	57%	62%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Which of the following do you personally do while walking on the sidewalk or crossing a street? (select all that apply)

Multiple responses allowed; percentages show the share of respondents selecting each option and do not sum to 100%.

Response	% of Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
Talk in person	24%	20%	26%	32%	20%	26%	26%	17%
Read or text	27%	27%	27%	33%	24%	39%	24%	18%
Talk on a phone	23%	21%	25%	30%	20%	30%	24%	15%
Use headphones	33%	32%	34%	41%	26%	44%	34%	18%
Stand at a corner	10%	9%	10%	13%	7%	11%	10%	6%
I always pay attention	46%	50%	44%	34%	55%	33%	46%	63%

PEMCO Northwest Poll

In general, how aware are you of your surroundings when walking?

Response	% of Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
Not	1%	2%	1%	1%	1%	1%	1%	1%
Somewhat	24%	21%	26%	28%	21%	29%	23%	20%
Very	75%	77%	74%	71%	78%	70%	76%	80%
Total	100%	100%	100%	100%	100%	100%	100%	100%

How aware do you think other pedestrians are of their surroundings?

Response	% of Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
Not	16%	17%	15%	10%	17%	15%	14%	19%
Somewhat	64%	66%	63%	64%	64%	61%	66%	65%
Very	20%	18%	22%	26%	18%	24%	20%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%

How often do you talk on the phone while driving without being hands-free?

Response	% of Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
Never	50%	54%	48%	37%	59%	38%	48%	68%
Rarely	26%	30%	24%	30%	25%	28%	27%	24%
Sometimes	18%	13%	21%	26%	13%	27%	18%	8%
Often	5%	3%	6%	8%	3%	7%	7%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%



PEMCO Northwest Poll

How often do you text while driving?

Response	Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
Never	58%	66%	53%	49%	64%	50%	55%	72%
Rarely	26%	21%	28%	26%	25%	27%	27%	21%
Sometimes	14%	11%	15%	20%	10%	18%	15%	6%
Often	3%	2%	4%	5%	1%	5%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Have you ever had a near-miss or close call due to your own distracted driving?

Response	Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
No	64%	67%	62%	58%	70%	61%	59%	76%
Yes	36%	33%	38%	42%	30%	39%	41%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%

How often do you use your phone while driving when you know it's illegal?

Response	Total	Portland Seattle		Has Children	No Children	< 35	35-54	55+
Never	52%	57%	50%	42%	61%	41%	50%	69%
A few	26%	23%	28%	32%	22%	30%	28%	19%
Some	12%	14%	10%	12%	11%	15%	13%	5%
Most	7%	5%	9%	10%	6%	9%	7%	6%
Every	3%	2%	3%	4%	1%	6%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%



PEMCO Northwest Poll

Why are you sometimes willing to use your phone while driving even if it's illegal?

Multiple responses allowed; percentages show the share of respondents selecting each option and do not sum to 100%.

Response	Total	Portland	Seattle	Has Children	No Children	< 35	35-54	55+
don't think it's dangerous	19%	21%	17%	20%	17%	22%	19%	10%
don't think I'll get caught	35%	37%	34%	34%	35%	36%	37%	29%
don't mind paying the fine	13%	12%	13%	17%	7%	11%	15%	8%
don't think it can be enforced	13%	8%	16%	18%	9%	12%	16%	8%
Other / Don't know	34%	34%	35%	27%	43%	31%	31%	52%

Do you think illegal phone use while driving should be viewed as seriously as driving under the influence (DUI)?

Response	Total	Portland	Seattle	Has Children	No Children	< 35	35-54	55+
Strongly disagree	8%	66%	53%	5%	10%	8%	8%	7%
Disagree	20%	21%	28%	17%	21%	24%	19%	18%
Agree	45%	11%	15%	55%	40%	46%	45%	45%
Strongly agree	27%	2%	4%	23%	28%	22%	28%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%