

**Jabra**<sup>®</sup>  
DISCOVER FREEDOM

# Driving habits survey 2010

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A BRAND BY

**GN Netcom**





# METHODOLOGY

## Method:

- The survey is carried out by Lindberg International s a web survey in six countries:
  - USA
  - France
  - Germany
  - United Kingdom
  - Russia
  - Japan

## Respondents:

- In each country 300 respondents have participated
- All respondents drive a car for at least one hour per week



# QUESTIONNAIRE

## Purpose

- The overall goal is to get an overview of "normal people's" driving habits

## Contents:









- Based on input from Jabra Lindberg International prepared the questionnaire in English
- 31 statements (questions) were related to driving habits in two ways:
  - If the respondents performed the tasks while driving
  - How dangerous the respondents consider the activities

## Translation:

- The questionnaire was translated into the following languages:
  - French
  - German
  - Russian
  - Japanese

# REPORT COMMENTS

## Statistical differences

- Significant differences have been calculated between countries and gender
- The results are shown in the graphs with the following signs:
  - Especially USA 
  - Especially Russia 
  - Especially France 
  - Especially United Kingdom 
  - Especially Germany 
  - Especially Japan 
  - Especially women 
  - Especially men 
- A statistically significant difference means that the difference between the results in some of the groups is so big that it can be said with a confidence level of 95% taking sample size into consideration that the difference is not coincidental but real

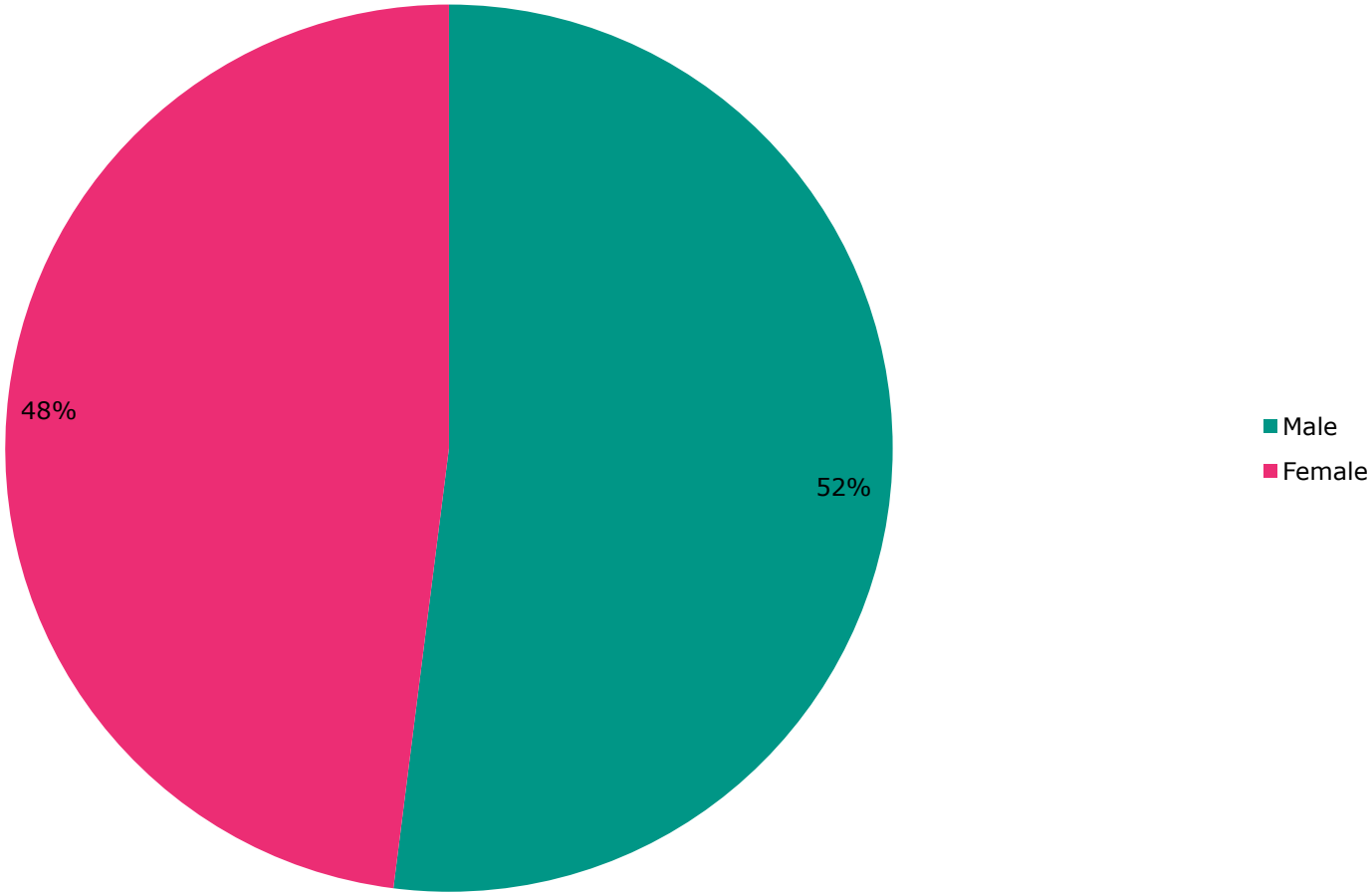


## **SAMPLE ETC.**

- Sample:
  - Gender
  - Age
  - Job category
  - Educational level
  
- Driving and telephone habits
  - Number of hours per week driving
  - Purpose of driving
  - Ways of talking on the phone
  - Likelihood of buying Bluetooth headset

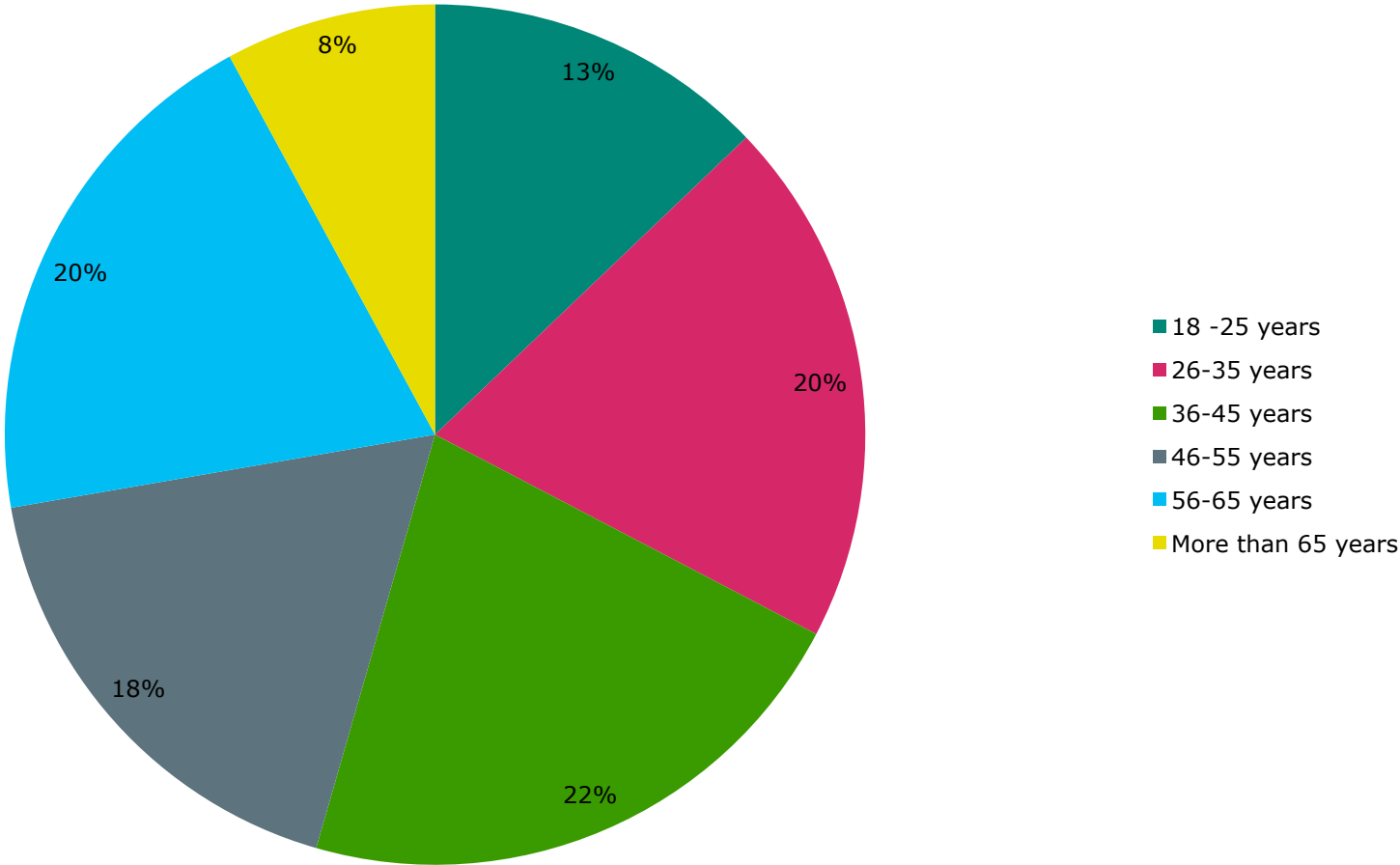


**SAMPLE: GENDER**



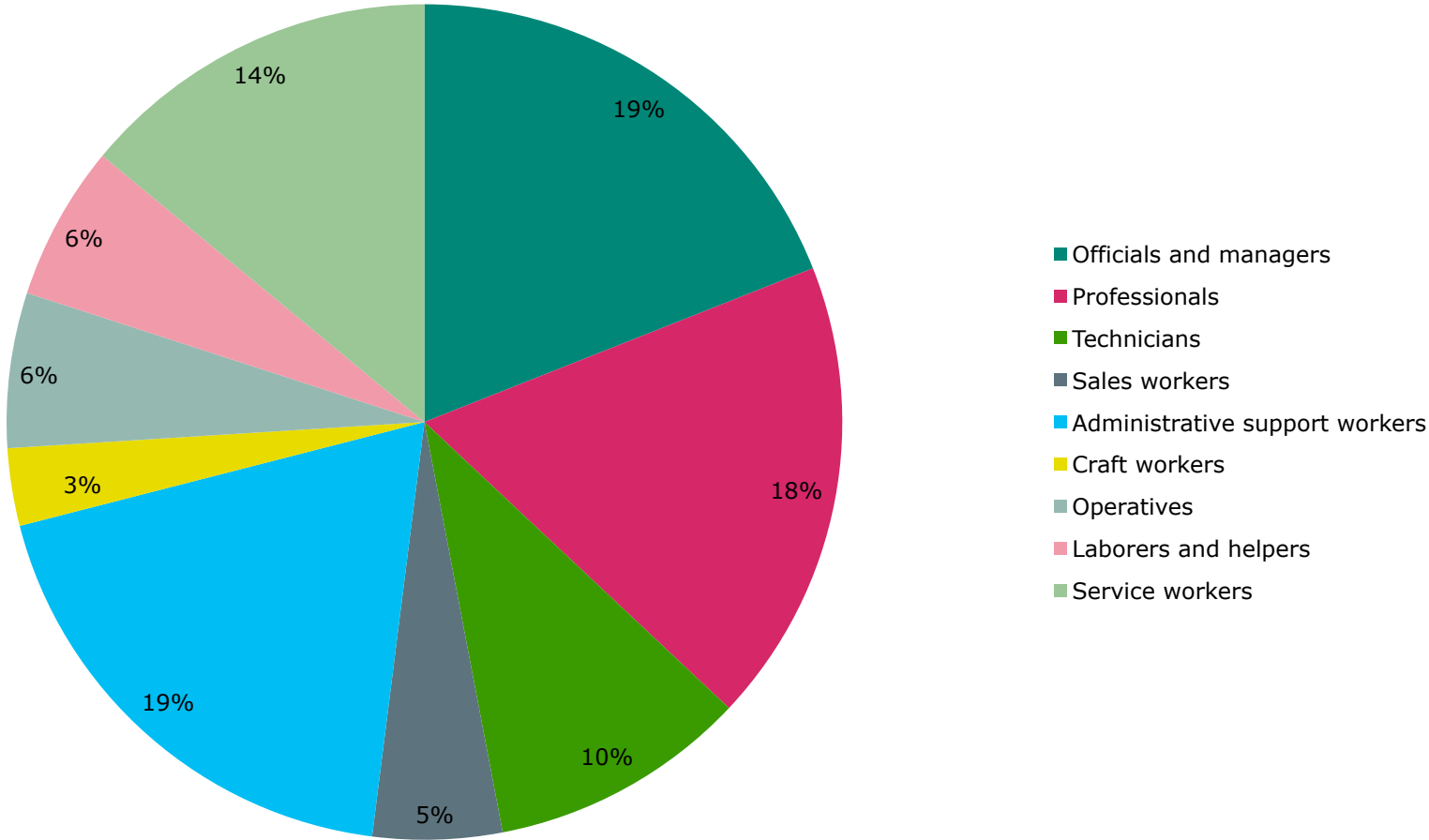


# SAMPLE: AGE



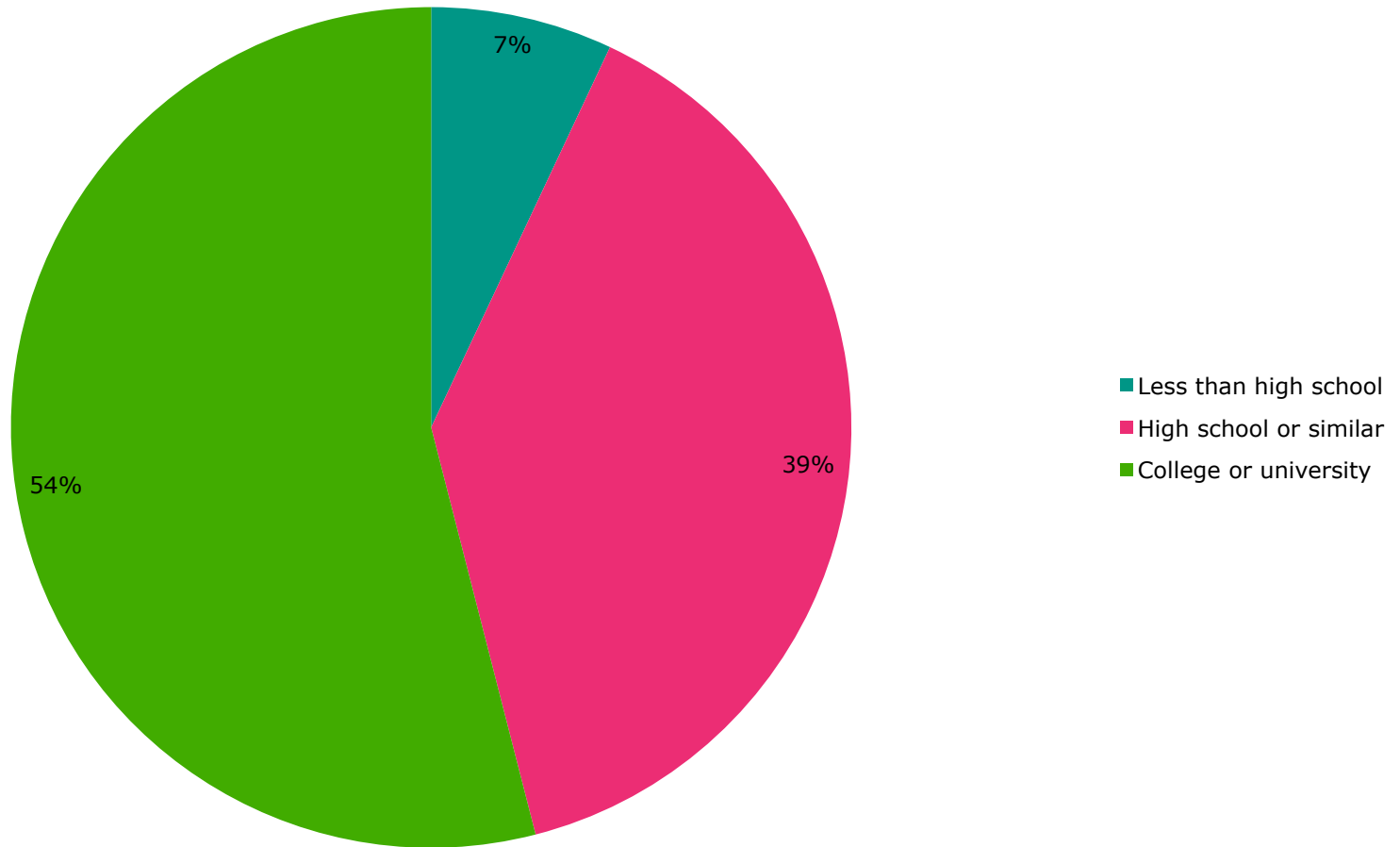


# SAMPLE: JOB CATEGORY



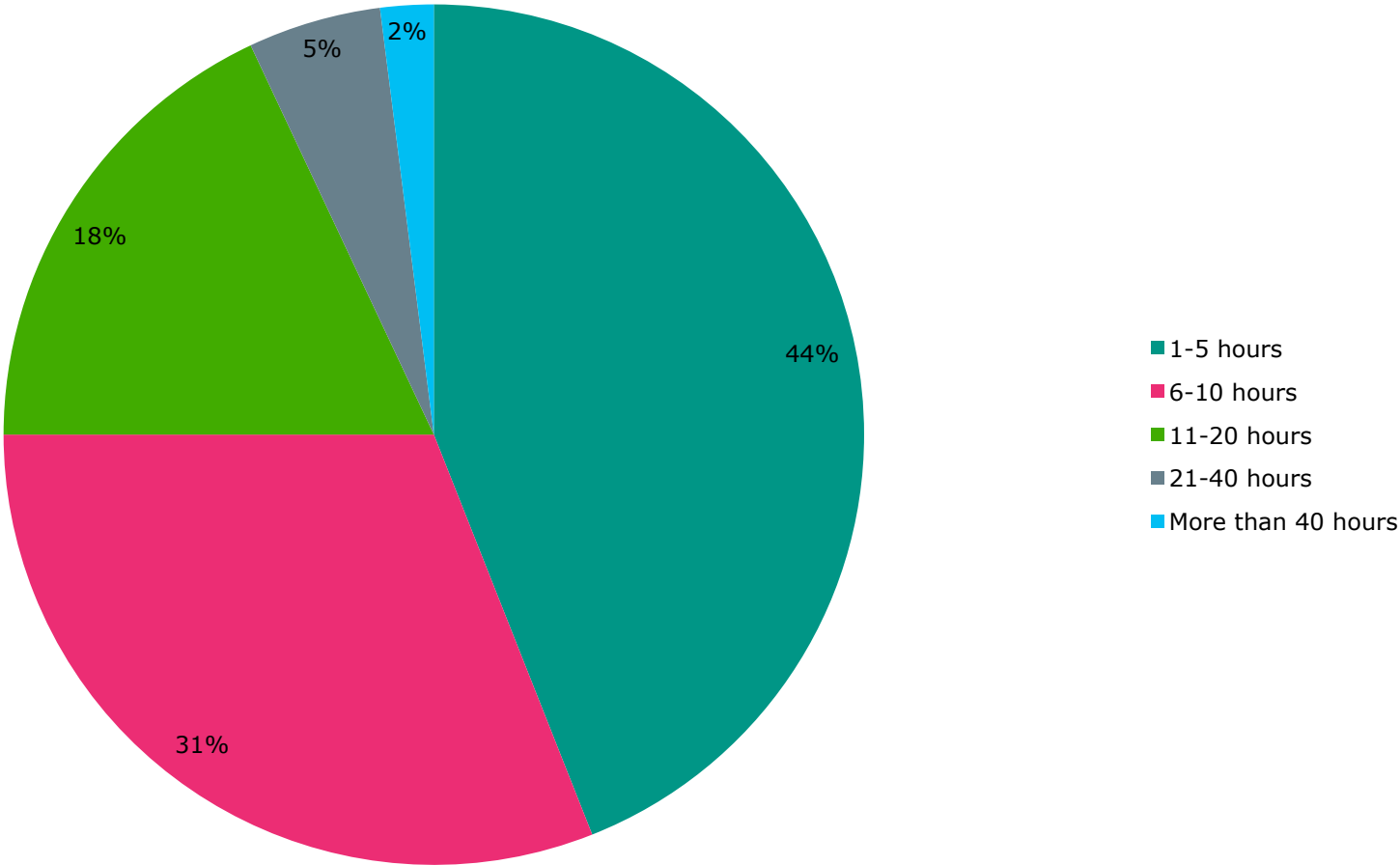


## SAMPLE: EDUCATIONAL LEVEL



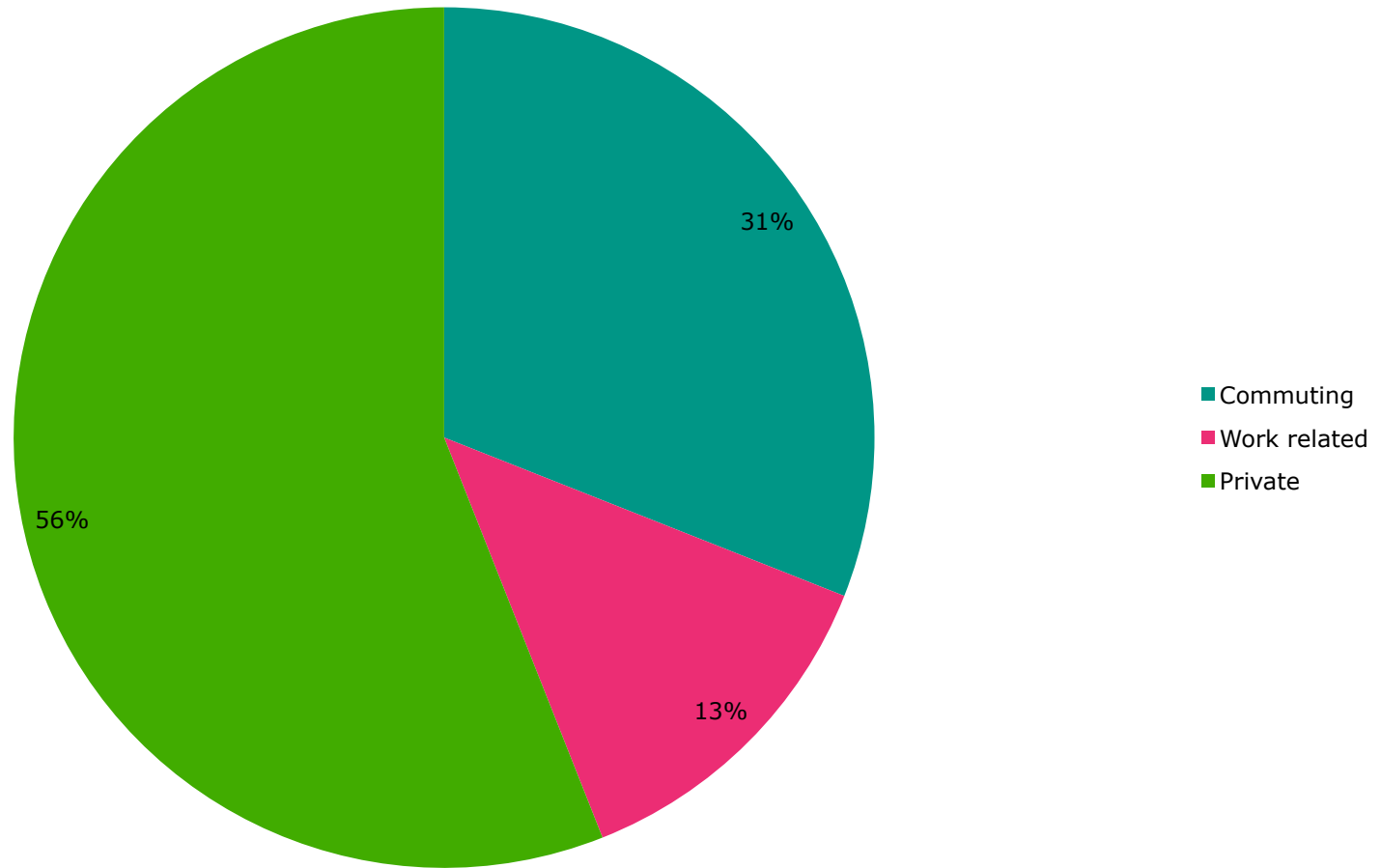


# THREE OUT OF FOUR DRIVE 10 HOURS OR LESS PER WEEK



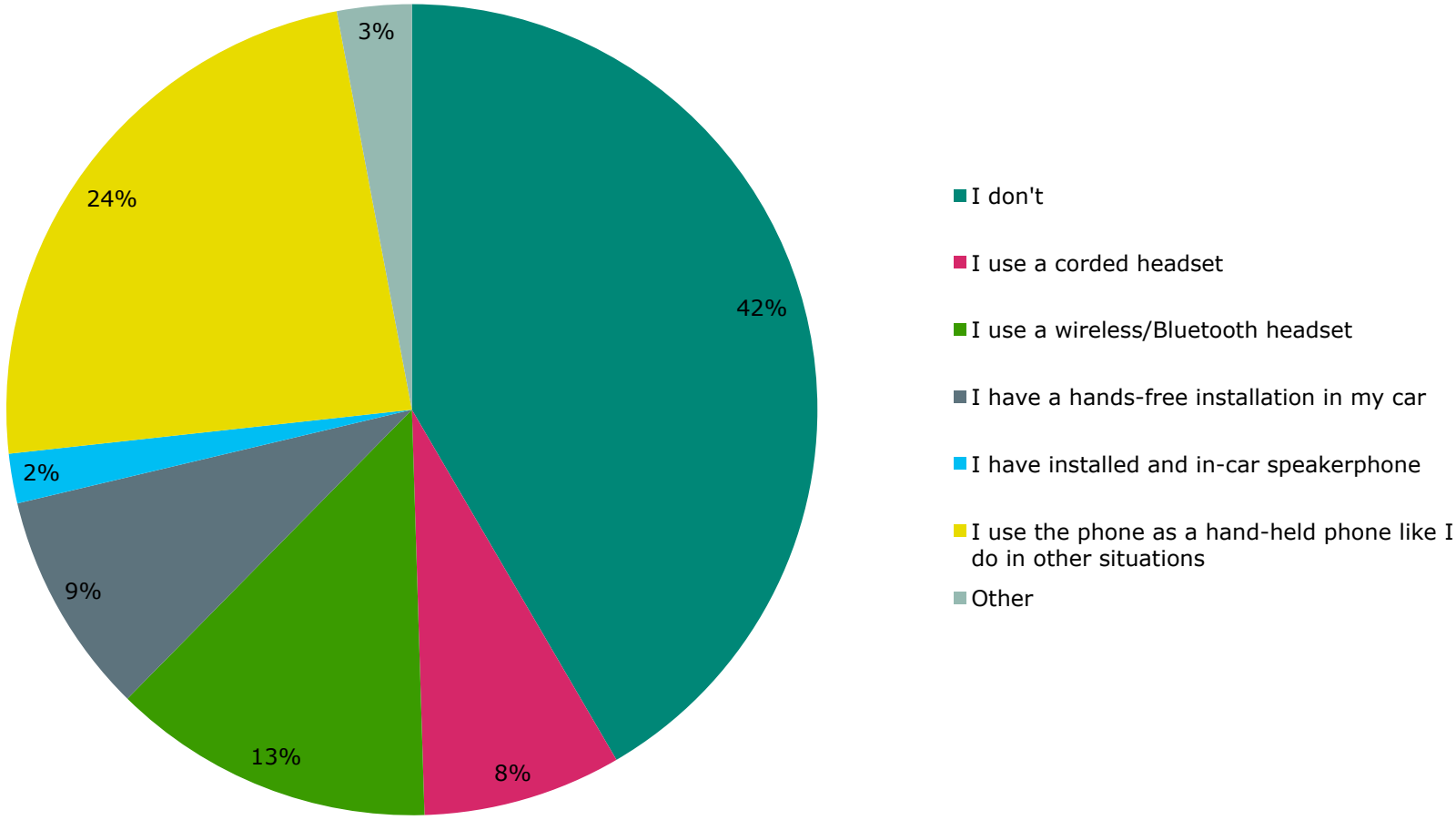


# MORE THAN HALF OF THE DRIVING IS FOR PRIVATE PURPOSES



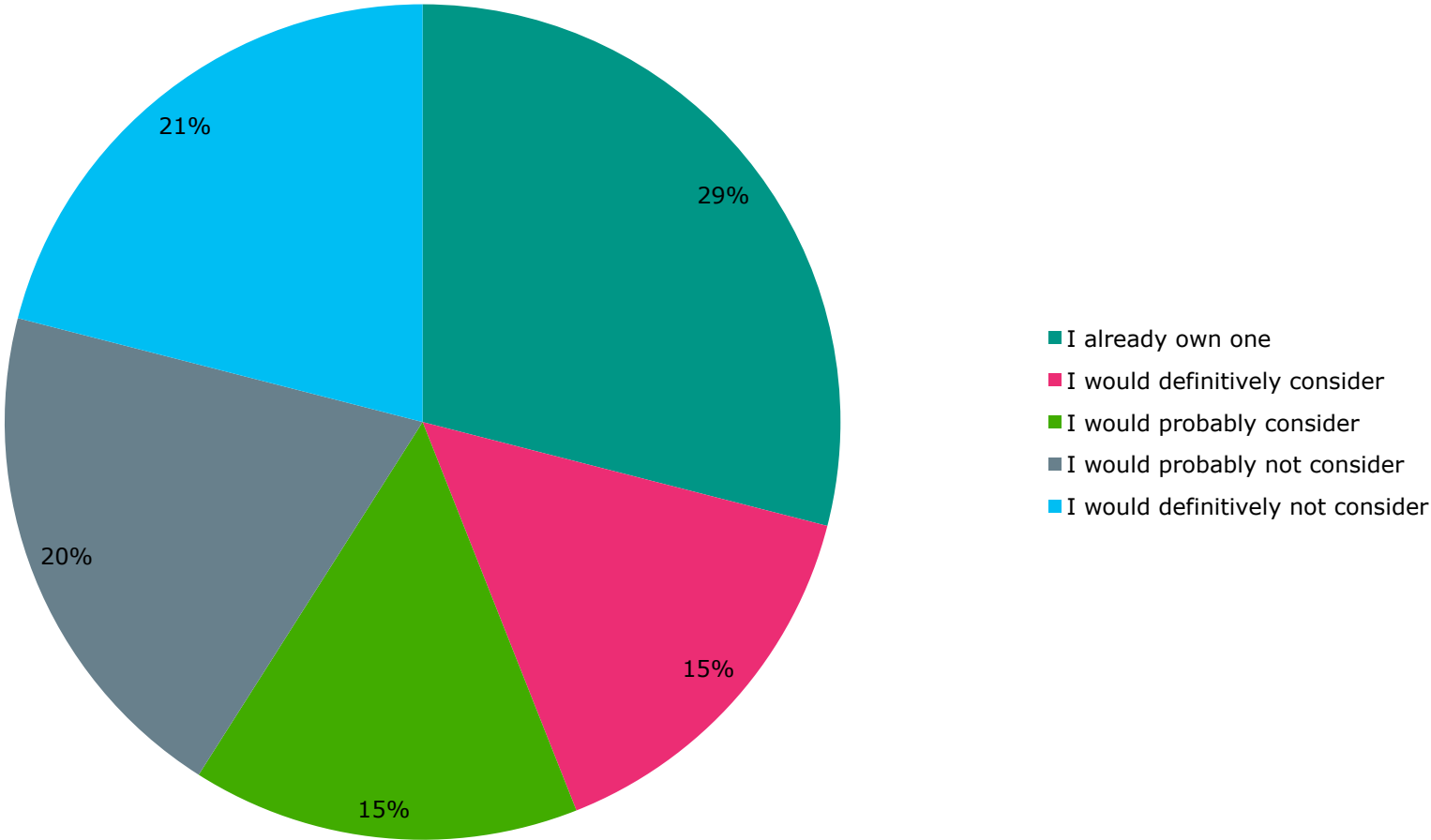


### MOST REFRAIN FROM TALKING ON THE PHONE WHILE DRIVING (BUT A FOURTH TALK WITHOUT A HANDSFREE DEVICE)





# 3 OUT OF 10 ALREADY OWN A BLUETOOTH DEVICE AND ANOTHER 3 OUT OF 10 WOULD CONSIDER BUYING ONE



# ACTIVITIES

## Looks

- Applying deodorant/perfume
- Applying makeup
- Brushing teeth
- Changing shoes
- Combing/doing hair
- Putting on clothes
- Shaving
- Taking off clothes
- Taking off jewelry

## Entertainment

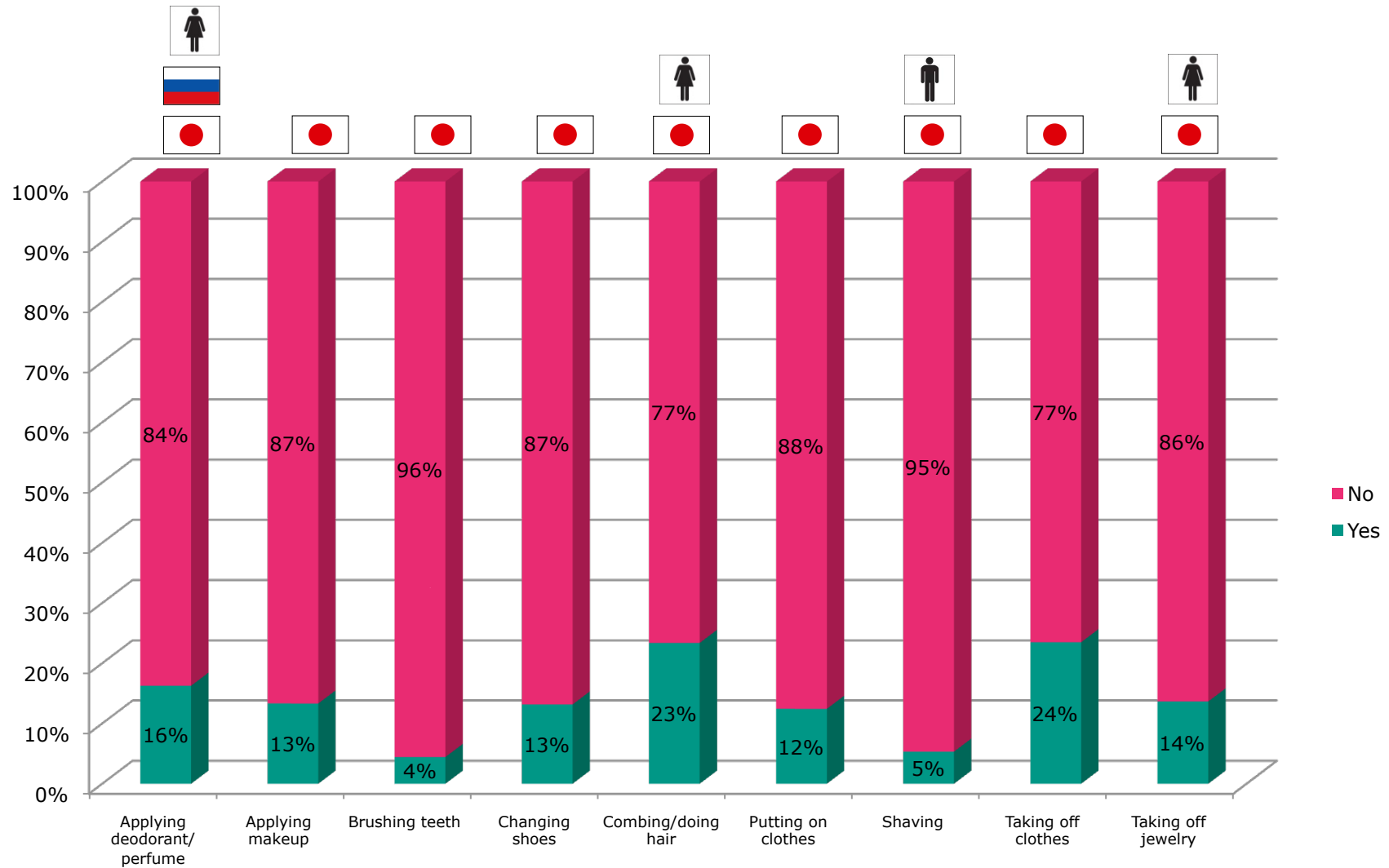
- Changing CDs, tapes, or mp3 tracks etc.
- Kissing
- Listening to audio books
- Listening to music
- Listening to radio
- Performing sex or other sexual acts
- Playing video games
- Reading books
- Reading newspapers or magazines
- Talking with passengers
- Watching a movie

## Other activities

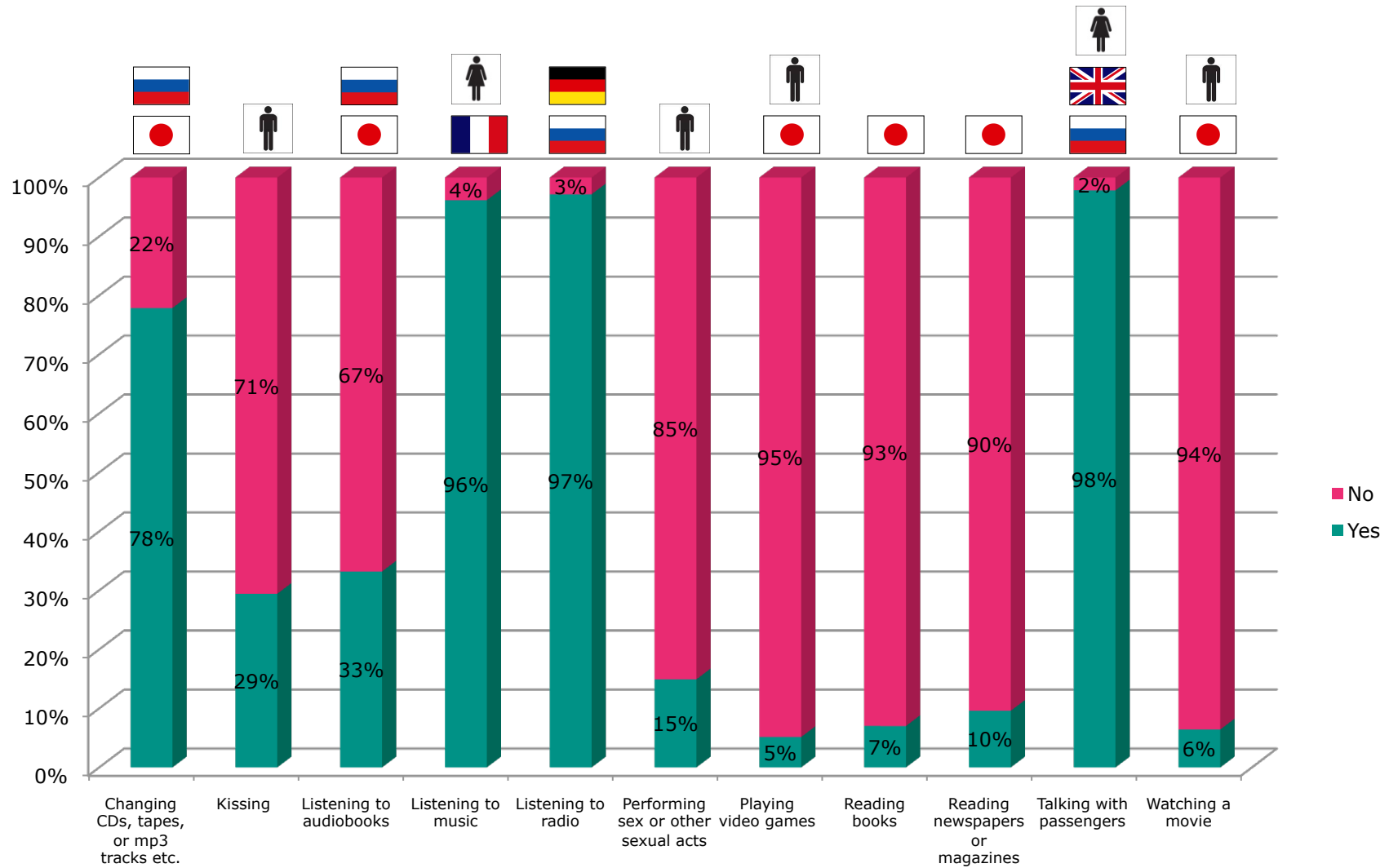
- Browsing the web
- Drinking beverages
- Eating food such as sandwiches, burgers, candy, etc.
- Operating a GPS system
- Reading roadmaps
- Smoking
- Talking on the phone (without using a hands-free device)
- Texting
- Working on laptop
- Writing/reading emails
- Yelling at other drivers



# IT IS NOT UNUSUAL TO COMB YOUR HAIR OR TAKE OFF CLOTHES WHILE DRIVING



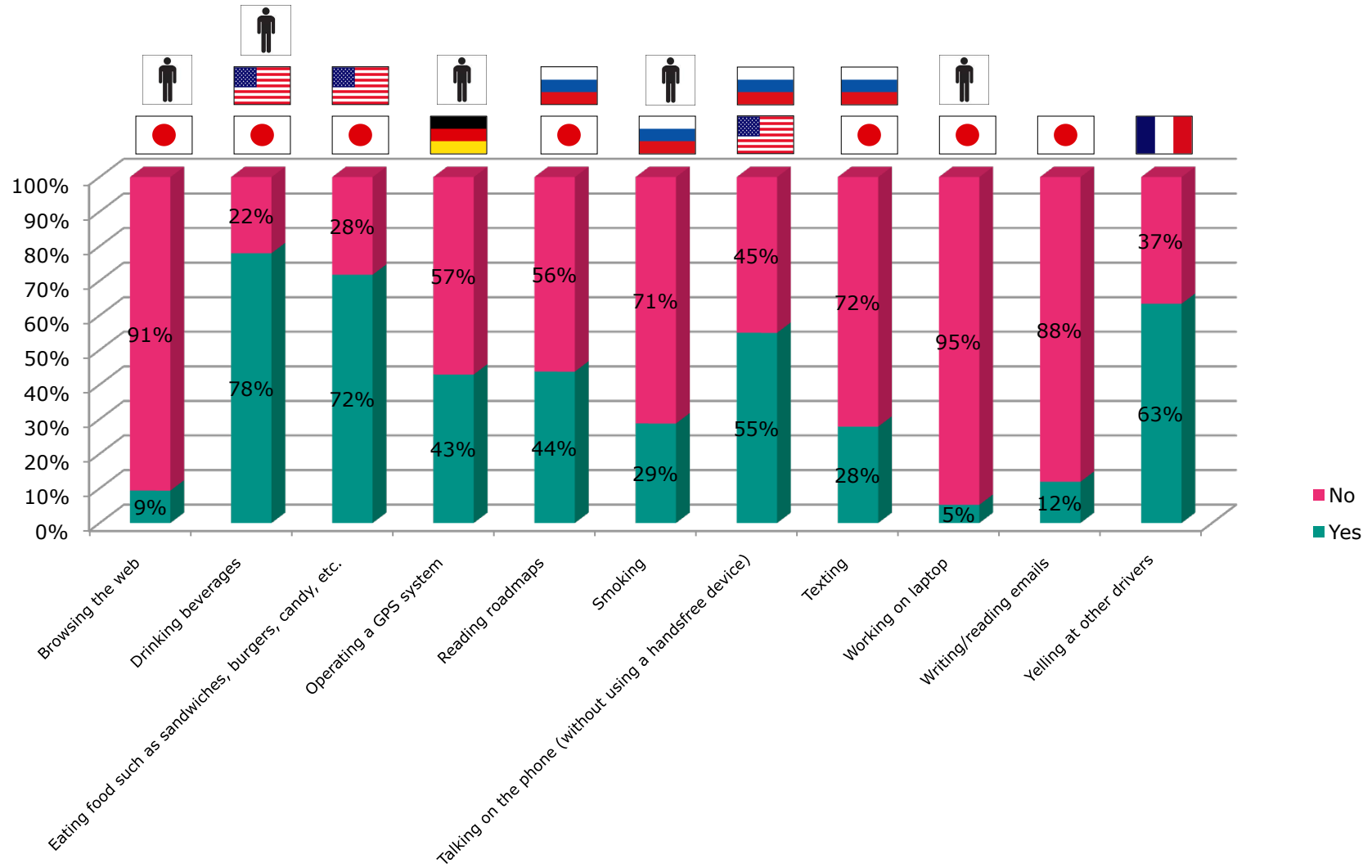
# PERFORMING SEX IS MORE COMMON THAN PLAYING VIDEO GAMES, READING AND WATCHING MOVIES







# IT IS NOT UNCOMMON TO TALK ON THE PHONE WITHOUT USING A HANDSFREE DEVICE





# ACTIVITIES – LEVEL OF PERCEIVED DANGER

## Looks

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## Entertainment

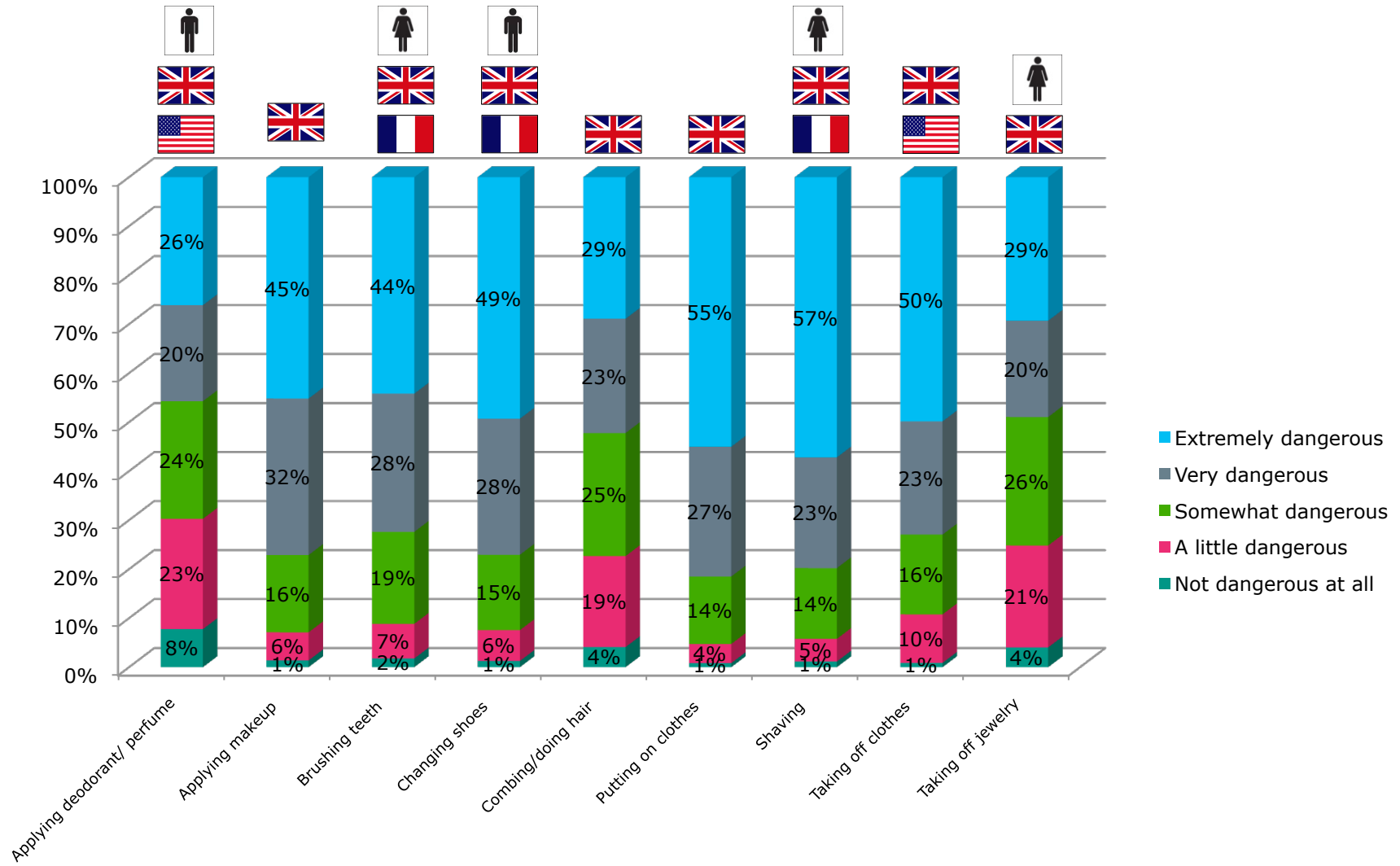
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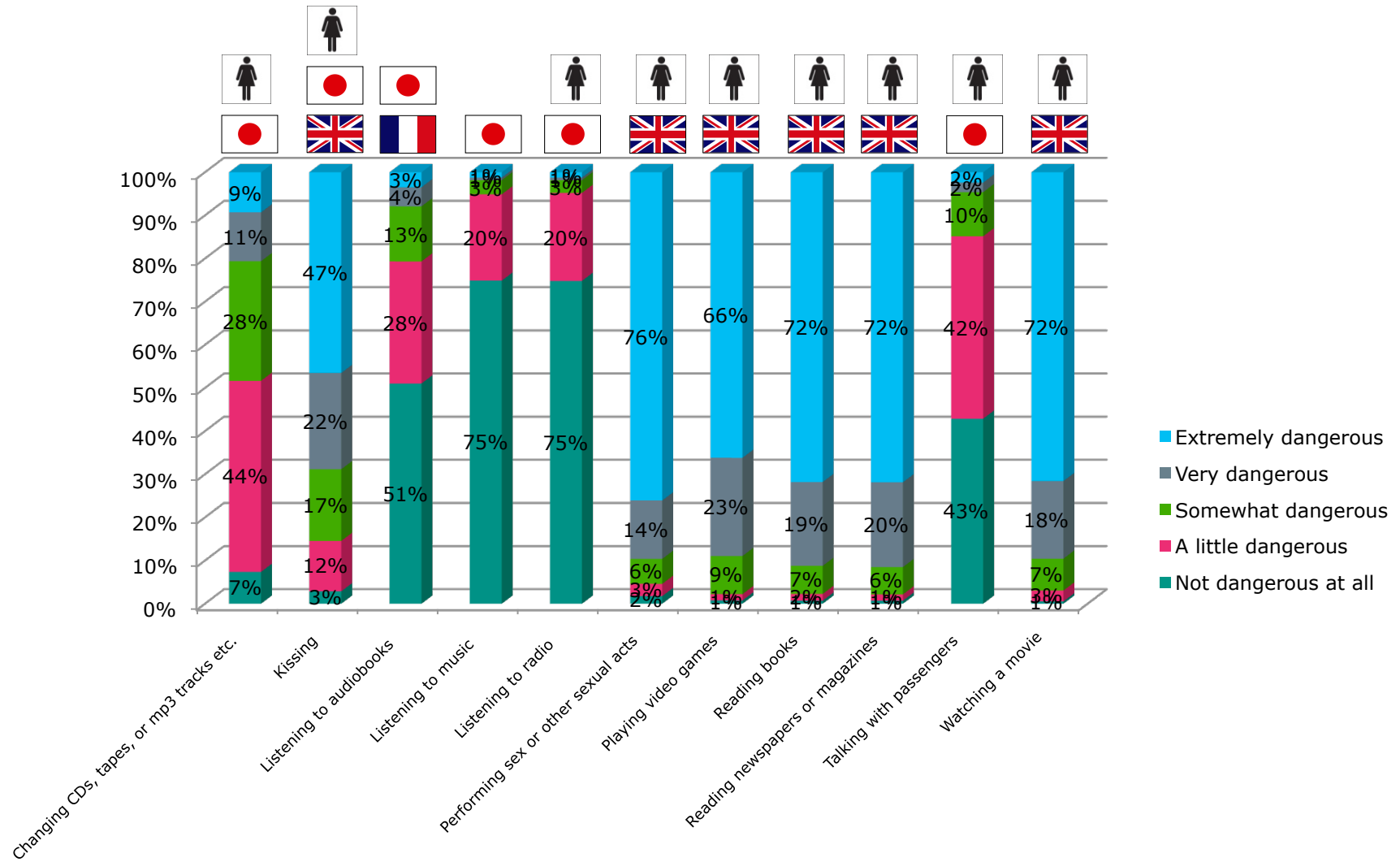


# PUTTING ON CLOTHES AND SHAVING ARE PERCIVED AS THE MOST DANGEROUS THINGS TO DO





# PERFORMING SEX, READING AND WATCHING MOVIES IS CONSIDERED VERY DANGEROUS





## TEXTING, BROWSING, WORKING ON LAPTOP AND WRITING/READING EMAILS IS PERCEIVED AS VERY DANGEROUS

