

AAASeniors.com Survey



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For parents, it's just not about teen driver safety / education anymore

Early planning and preparation for senior driving safety / education will help enable seniors to drive safer longer and maintain their independence

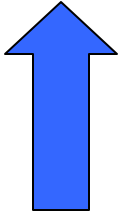


Recommendations

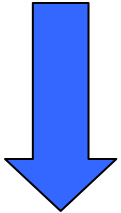
Via public relations efforts and through AAASeniors.com, encourage families to begin a conversation to plan and prepare for senior mobility issues and challenges.



Senior Drivers



“Sandwich Generation”
A generation of adults with aging parents while raising children of their own



Teen Drivers



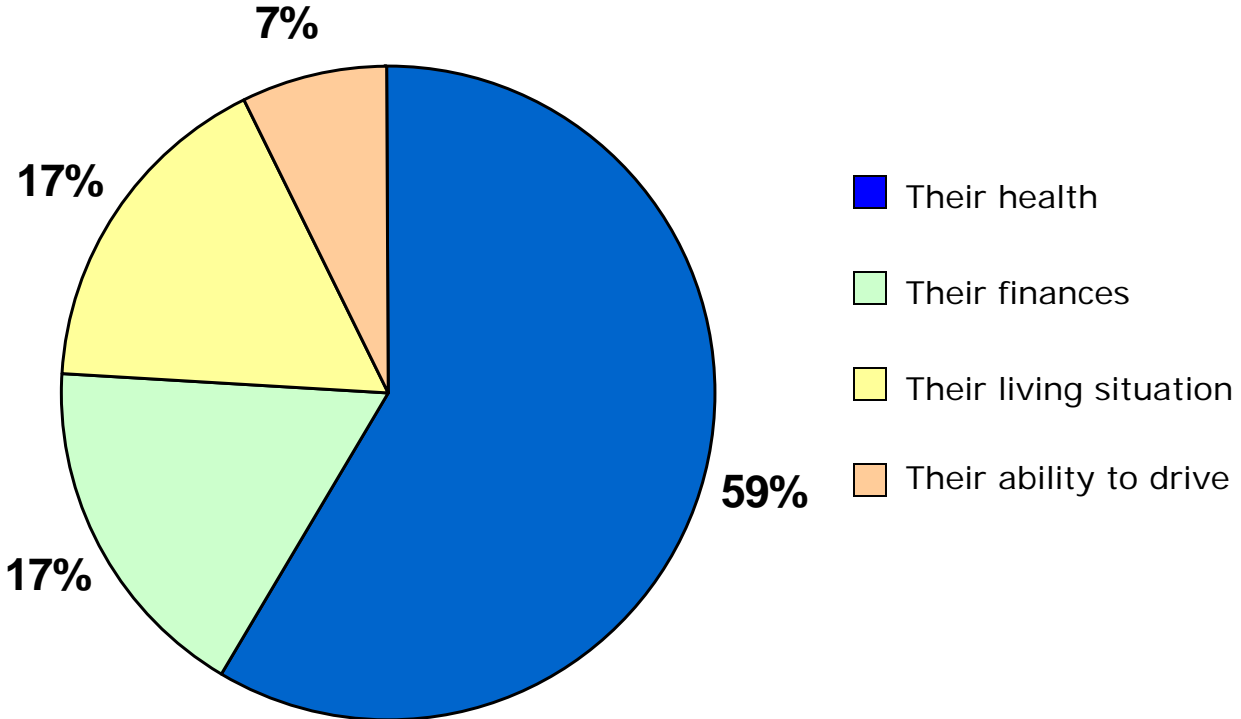
- ❖ Health, Financial, and living arrangements are the top concerns for adults with seniors. Only one in ten say they are concerned about the senior in their life's ability to drive .
- ❖ However, telling the senior in their life that they should stop driving would be the most difficult topic to bring up and discuss - more difficult than talking with their senior about their funeral arrangements or suggesting they should sell their home.
- ❖ Overall, nearly half of Members say their senior is currently o.k. to drive without any restrictions. Older Members (age 50 +) are more likely to have a senior that would be o.k. to drive with restrictions, or should not be driving at all.
- ❖ Members worry the most about their senior driving in the evening. Also, they are most concerned their senior will encounter Reckless drivers and Distracted drivers while driving on the roadways.
- ❖ Seven in ten Members say they are concerned about their senior's ability to drive and get around in the future. However, only one-third of Members say they have planned for alternative transportation for the senior in their life.
 - ❖ Eight in ten Members say family will be the main mode of transportation for their senior once they are no longer able to drive.



- ❖ According to the Census Bureau, the population of those over 75 years old will grow from 18 million in 2008 to 31 million in 2028.
- ❖ In 2004, more than 7,000 seniors over the age of 70 were killed in motor vehicle crashes. With the exception of teenagers, seniors have the highest crash death rate per mile (*Source: AAA Foundation for Traffic Safety*)
- ❖ Slightly more than half of Members say they are likely to utilize senior driving materials that would help their senior drive safer longer. In addition, two-thirds of Members say they are likely to encourage their senior to attend senior driver improvement classes to help them drive safer longer.
- ❖ Four in ten Members indicate if their senior were equipped with the proper materials and driving courses, they feel that they would be able to drive safer longer.



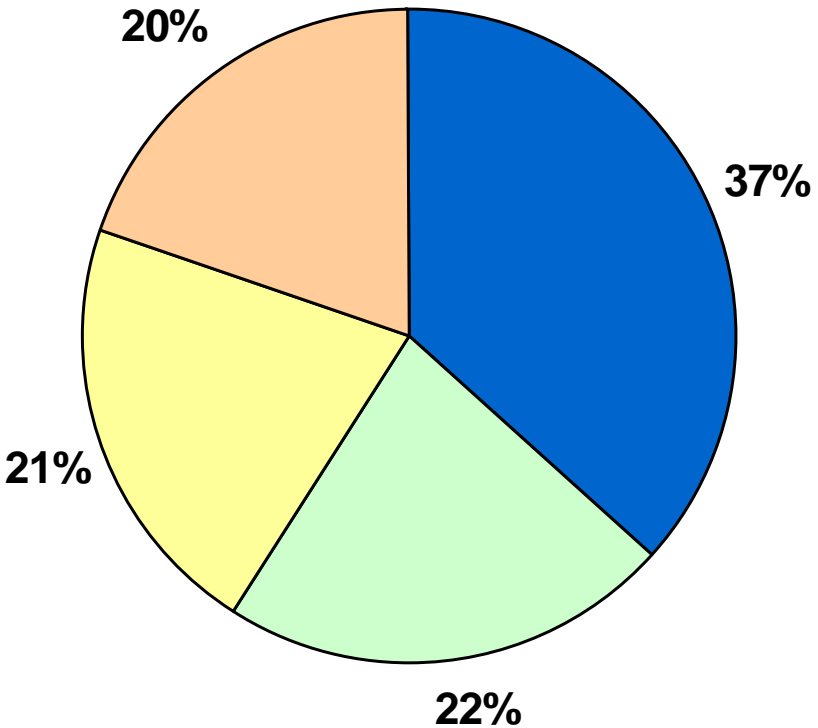
Which of these issues are you most concerned about when it comes to the senior citizen in your life?



- ❖ Six in ten Members (59%) say they are most concerned about health related issues with the senior in their life, followed by financial (17%) and living situation issues (17%).
- ❖ Only one in ten (7%) say they are concerned about the senior in their life's ability to drive .

Base: All Respondents: N = 284

Which of the following topics would you find to be the most difficult to bring up with the senior in your life?



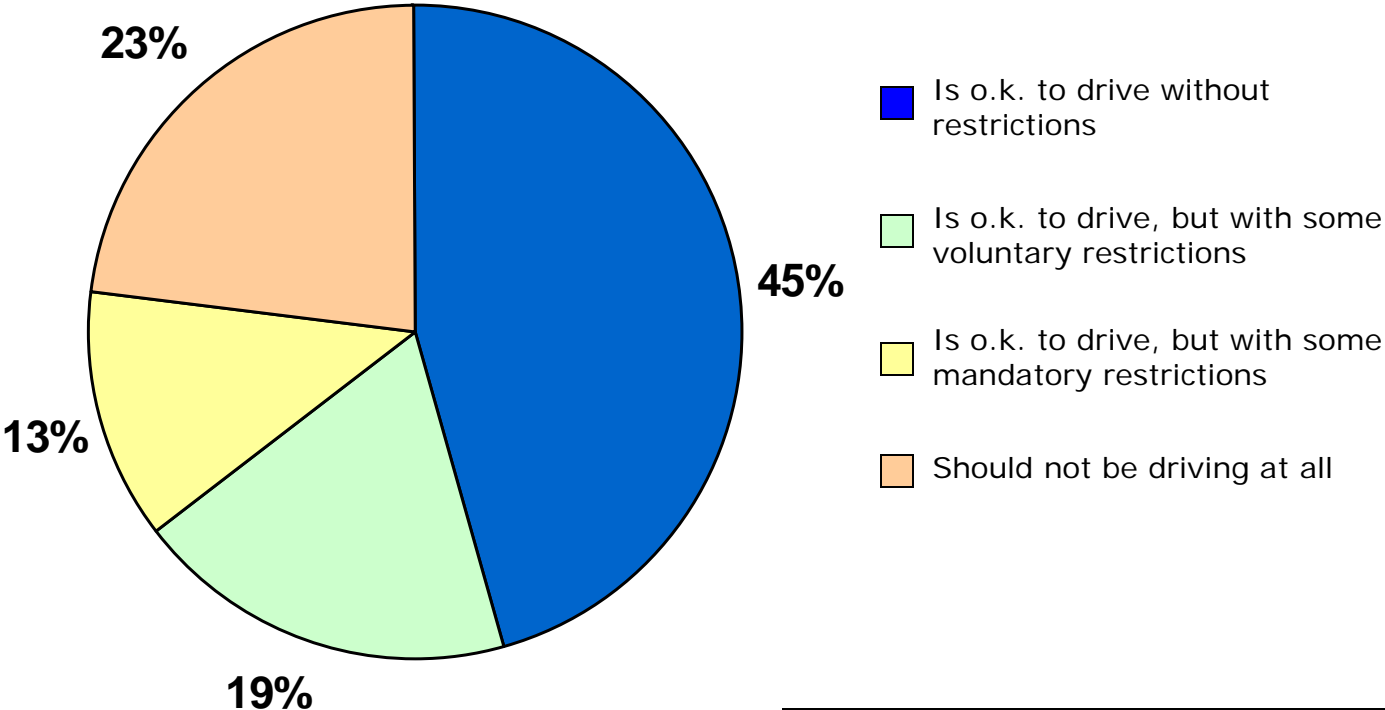
- Telling them that you think they should stop driving
- Asking them their wishes regarding their funeral
- Suggesting that they sell their house
- Other

❖ Approximately four in ten Members (37%) indicate *Telling the senior in their life that they should stop driving* would be the most difficult topic to discuss with the senior in their life.

7% - Other (nothing specified)
6% - Health / Medication issues
5% - Financial / estate planning / wills
2% - None / No topic

Base: All Respondents: N = 281

In your opinion, would you say your parent...

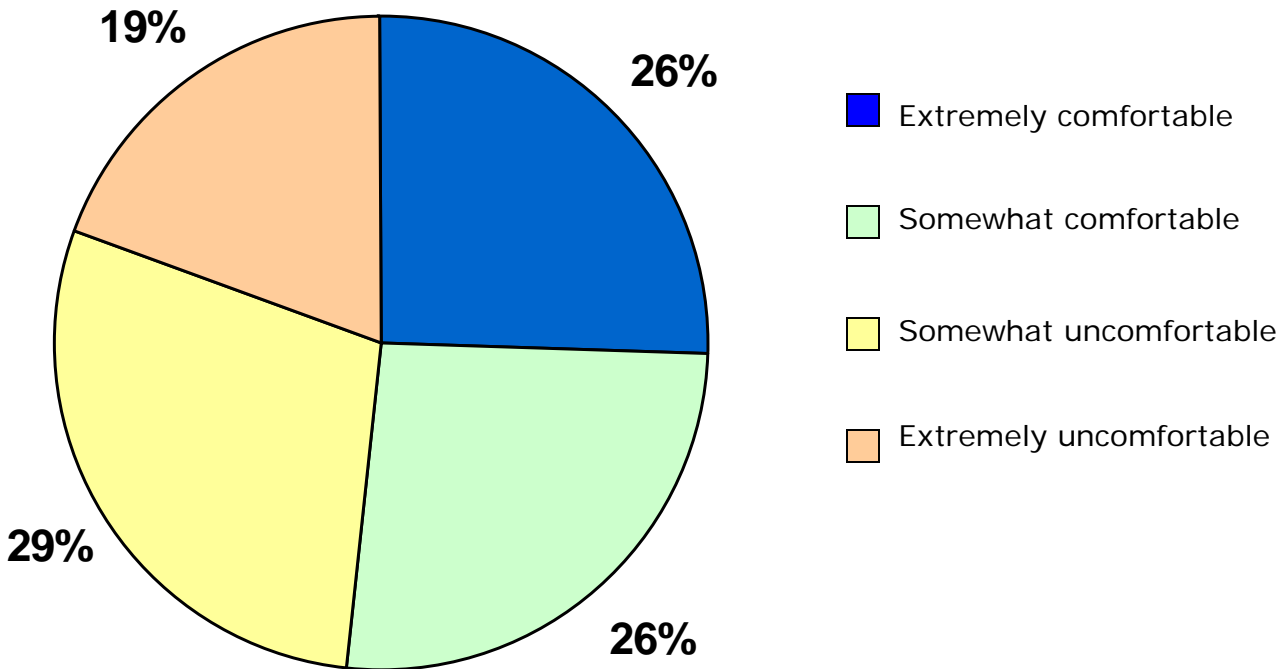


Base: All Respondents: N = 286

- ❖ Almost half of Members (45%) say the senior in their life is o.k. to drive without restrictions, while one-fourth (23%) say their senior should not be driving at all.
- ❖ Younger Members are more likely to have seniors who they feel are o.k. to drive without restrictions.

	Age 30 – 39	Age 40 – 49	Age 50 – 59	Age 60 +
Is O.K. to drive without restrictions	54%	60%	33%	32%
O.K. to drive – voluntary restrictions	15%	16%	24%	6%
O.K. to drive – Mandatory restrictions	8%	13%	15%	4%
Should not be driving at all	23%	11%	28%	58%
<i>Base (N =)</i>	47	87	133	14

If the need arose, how comfortable would you feel telling the senior in your life that they shouldn't drive anymore?

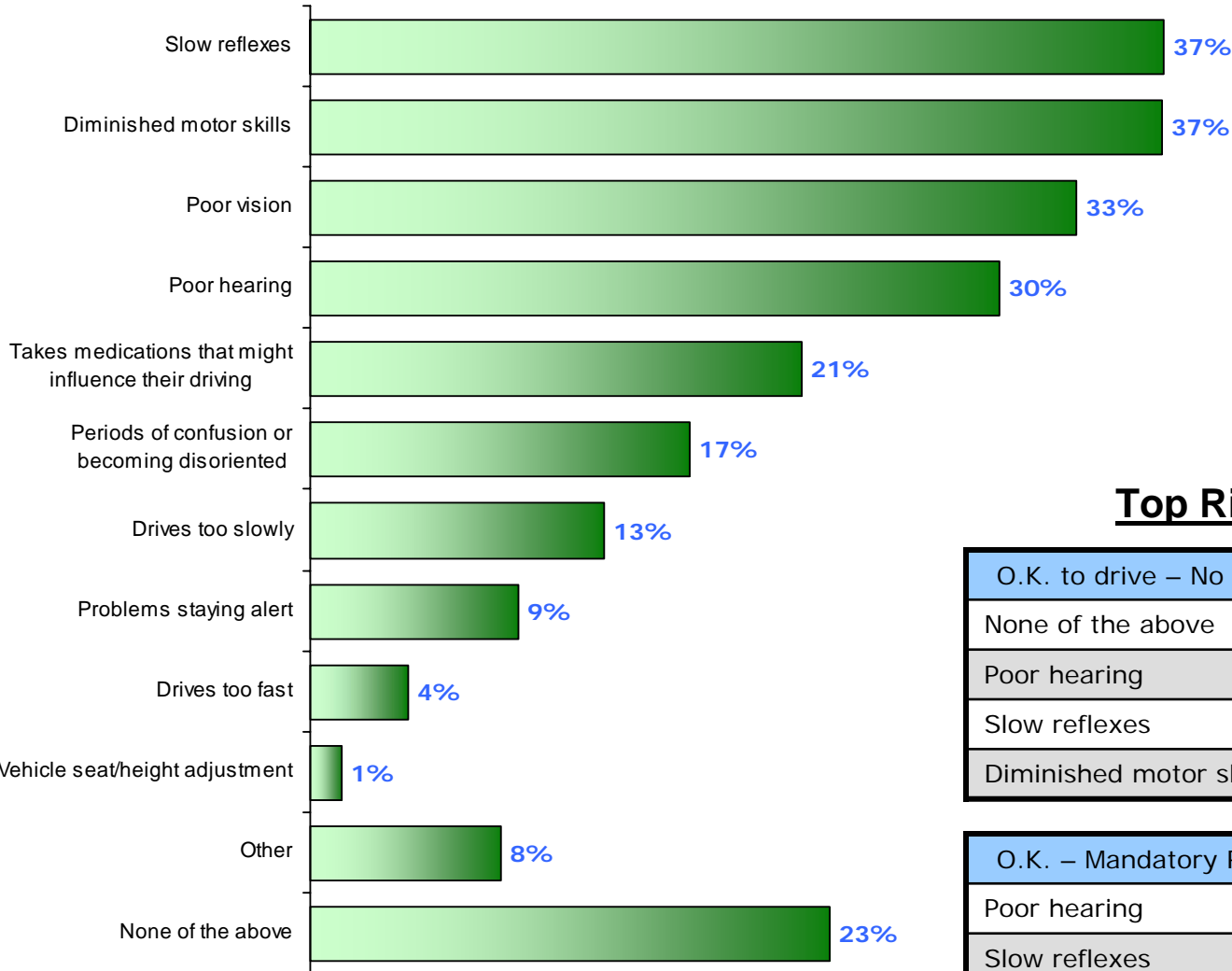


Base: All Respondents: N = 285

- ❖ Approximately half of Members (52%) say they feel comfortable telling the senior in their life that they should not drive anymore (26% *Extremely Comfortable* and 26% *Somewhat Comfortable*).
- ❖ Two in ten Members (19%) would find it *Extremely Uncomfortable* telling their senior that they shouldn't drive anymore.

Detailed Findings

Which, if any, of the following risk factors apply to the senior in your life? (please mark all that apply)



❖ Overall, Slow reflexes (37%), Diminished Motor Skills (37%) Poor Vision (33%) and Poor Hearing (30%) are the top risk factors affecting the senior in Member's lives.

Top Risk Factors – by ability to drive

O.K. to drive – No restrictions	
None of the above	36%
Poor hearing	26%
Slow reflexes	17%
Diminished motor skills	17%

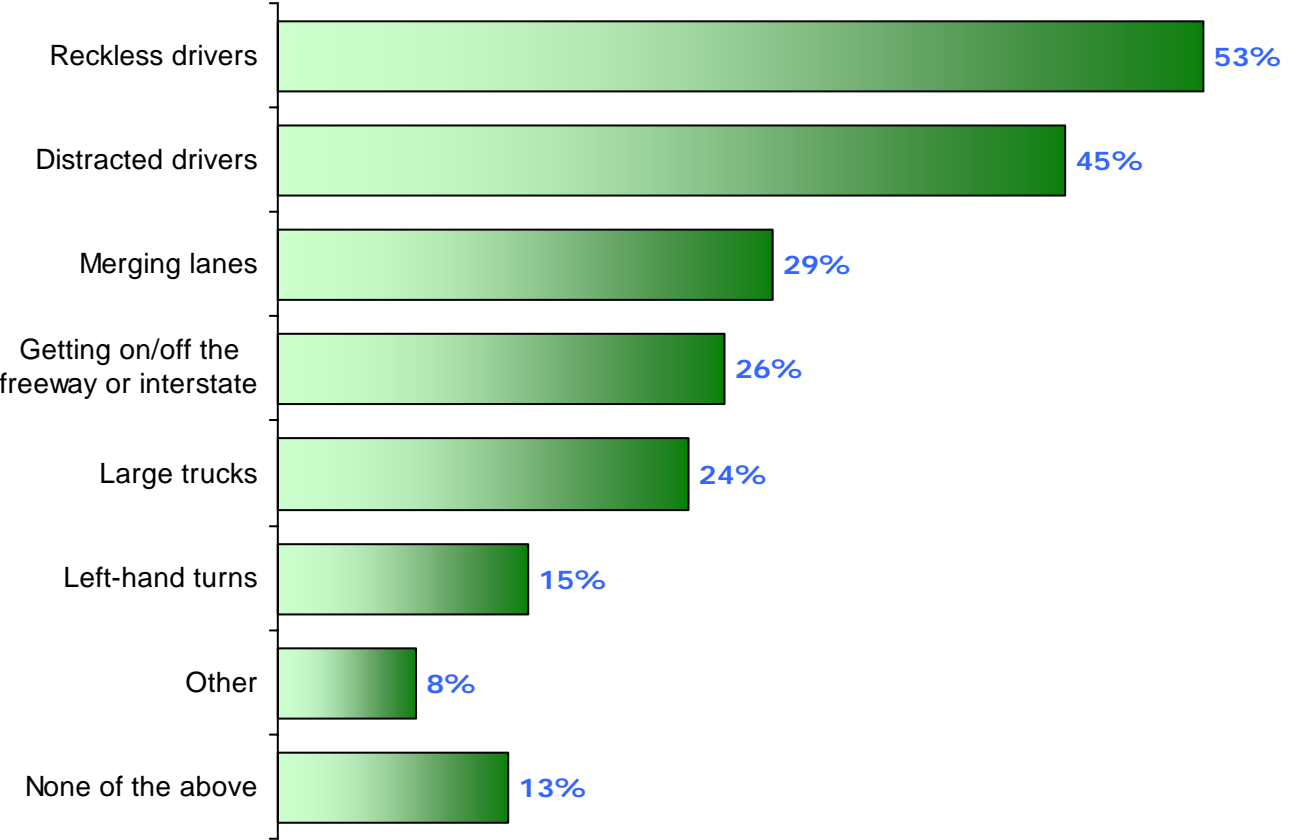
O.K. – Voluntary Restrictions	
Poor vision	66%
Slow reflexes	53%
Diminished motor skills	41%
Poor hearing	21%

O.K. – Mandatory Restrictions	
Poor hearing	42%
Slow reflexes	42%
Poor vision	41%
Diminished motor skills	41%

Should not be driving at all	
Diminished motor skills	71%
Slow reflexes	61%
Taking medications	50%
Poor hearing	39%

Base: All Respondents: N = 282

What external factors do you worry about the most that the senior in your life will encounter on the roadways? (please mark all that apply)

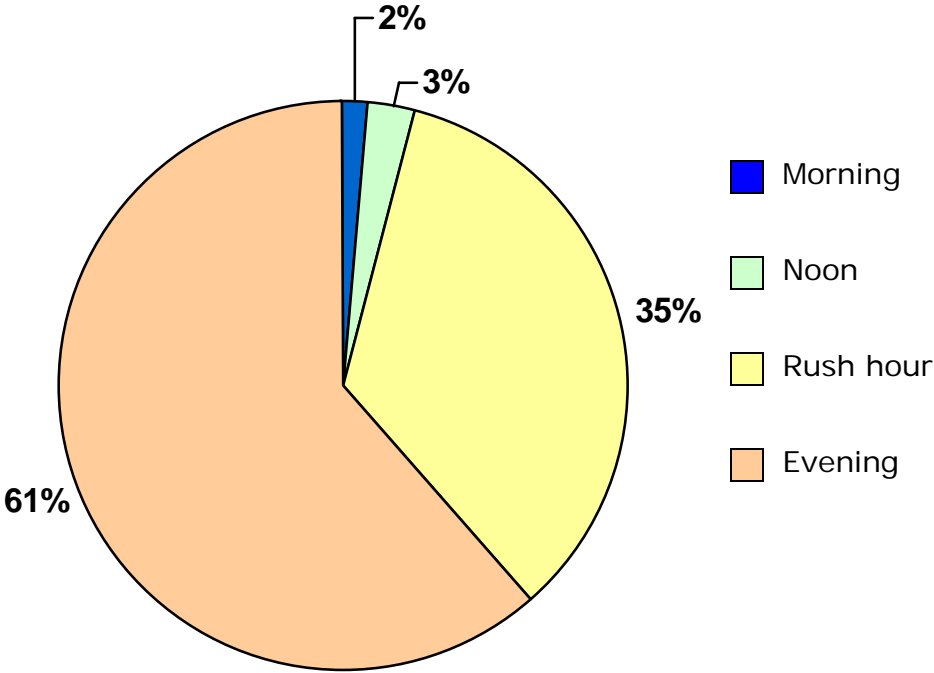


❖ Members say they are most concerned their senior will encounter Reckless drivers (53%) and Distracted drivers (45%) while driving on the roadways.

Base: All Respondents: N = 285

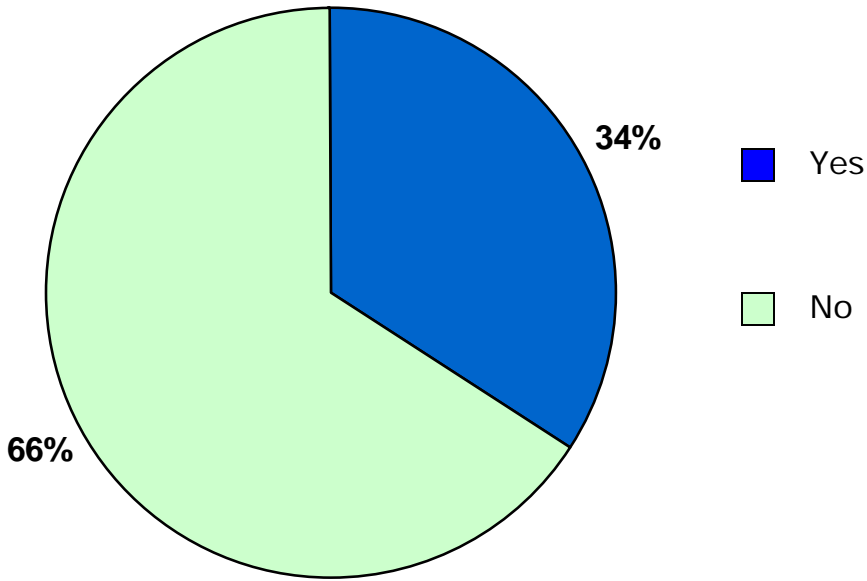
- ❖ Evenings (61%) and Rush Hour (35%) are the two times in the day that Members are most concerned about their senior being on the road and driving.
- ❖ One-third of Members (34%) say they have planned for alternative transportation for the senior in their life.

What time of day do you worry most about the senior in your life being on the road and driving?



Base: All Respondents: N = 272

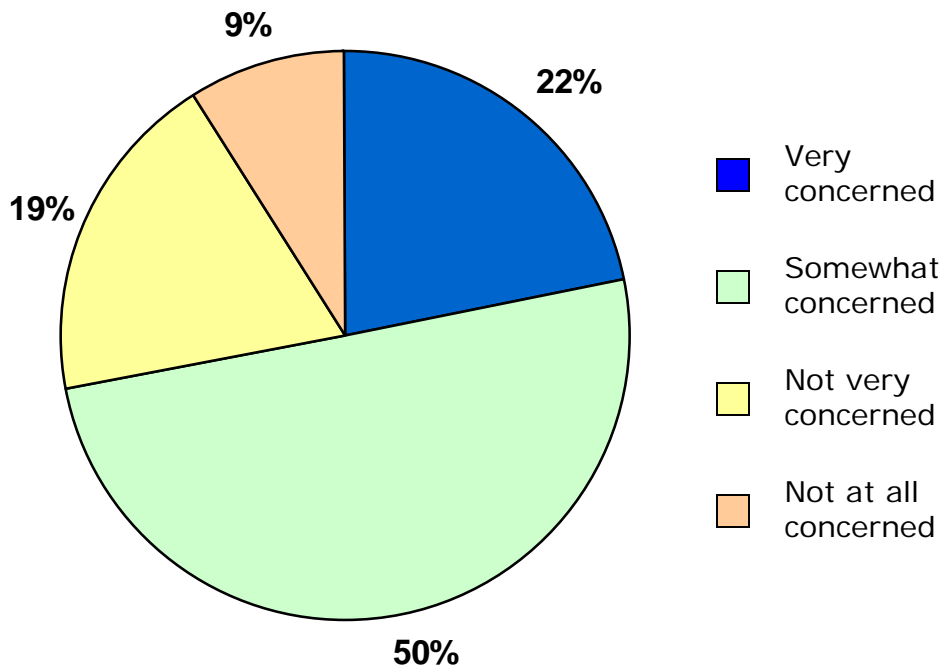
Do you, or have you planned for alternative transportation for the senior in your life?



Base: All Respondents: N = 283

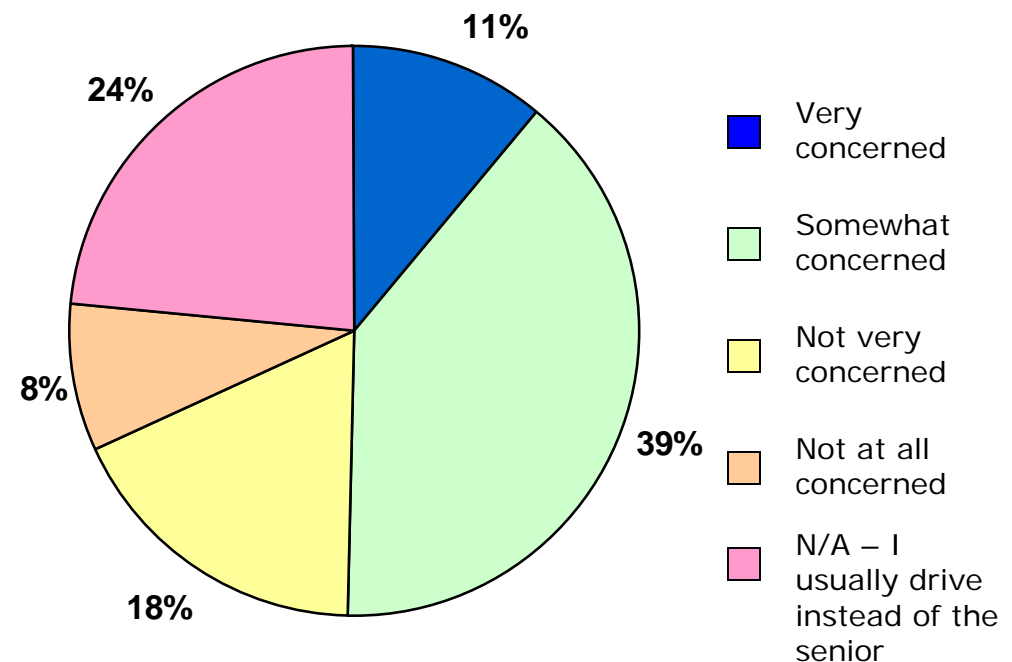
- ❖ Seven in ten Members (72%) say they are concerned about their senior's ability to drive and get around in the future (22% *Very Concerned* and 50% *Somewhat Concerned*).
- ❖ Half of Members (50%) indicate they are concerned when riding in a vehicle with a senior driver (11% *Very Concerned* and 39% *Somewhat Concerned*). One-fourth (24%) say they usually drive instead of the senior.

How concerned are you about your senior parent and their ability to drive and get around in the future?



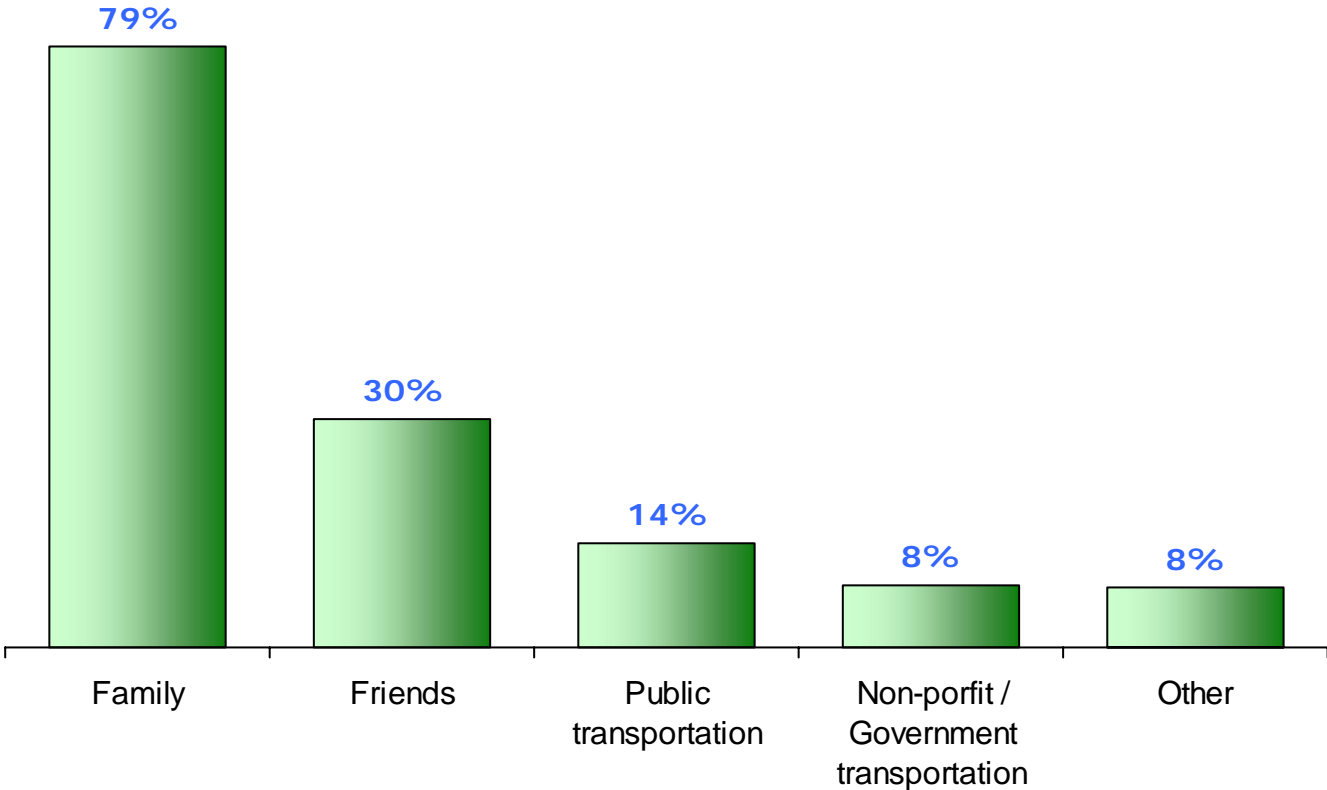
Base: All Respondents: N = 283

How concerned are you when riding in a vehicle with a senior driver?



Base: All Respondents: N = 284

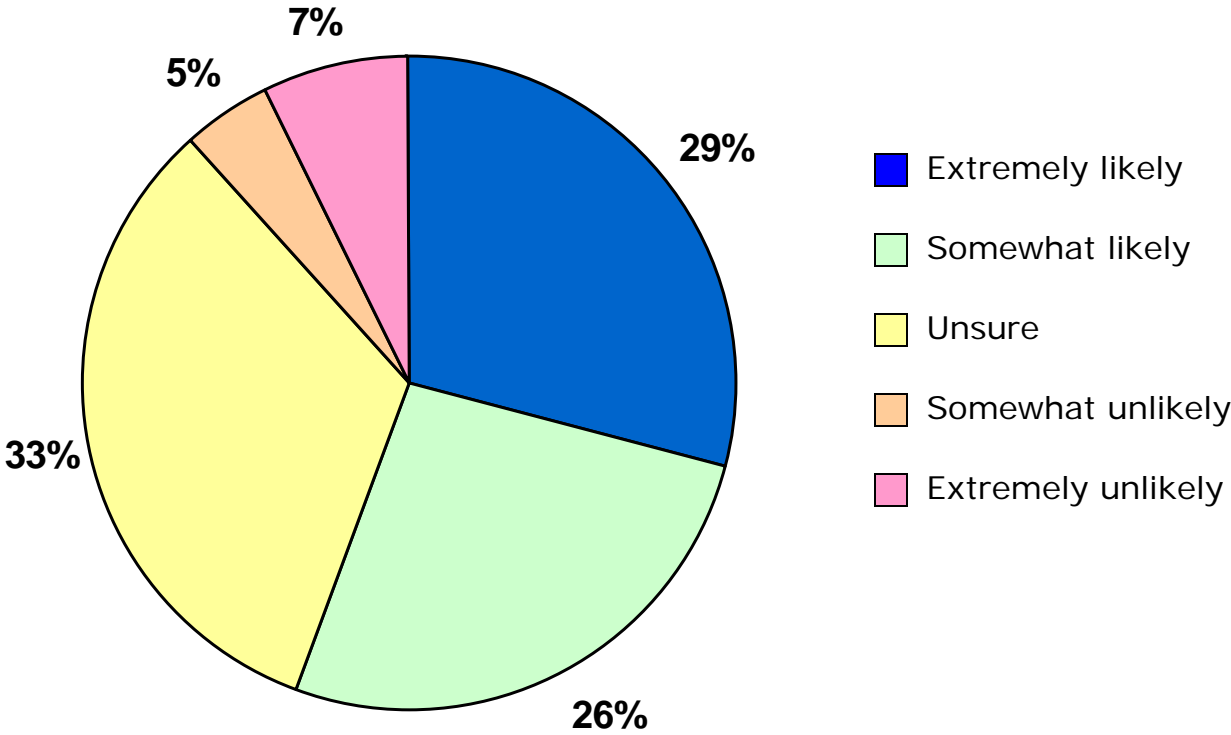
Who / What do you think will be the senior in your life's main mode of transportation in the future once they are unable to drive?
(please mark all that apply)



- ❖ Eight in ten Members (79%) say family will be the main mode of transportation for their senior once they are unable to drive, followed by Friends (30%) and Public Transportation (14%)

Base: All Respondents: N = 284

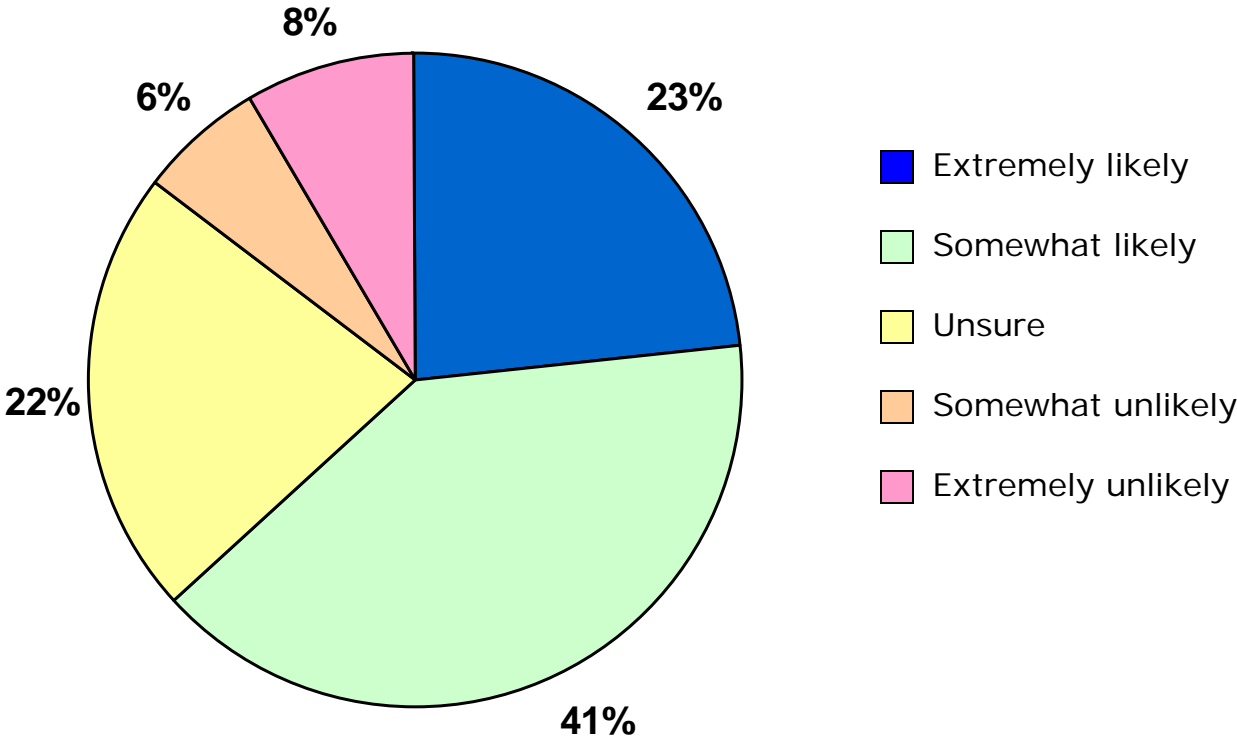
If you knew there was materials available to help you plan for the senior in your life's ability to drive safer longer, would you utilize them?



❖ Slightly more than half of Members (55%) say they are likely to utilize senior driving materials that would help their senior drive safer longer (29% *Extremely Likely* and 26% *Somewhat Likely*).

Base: All Respondents: N = 284

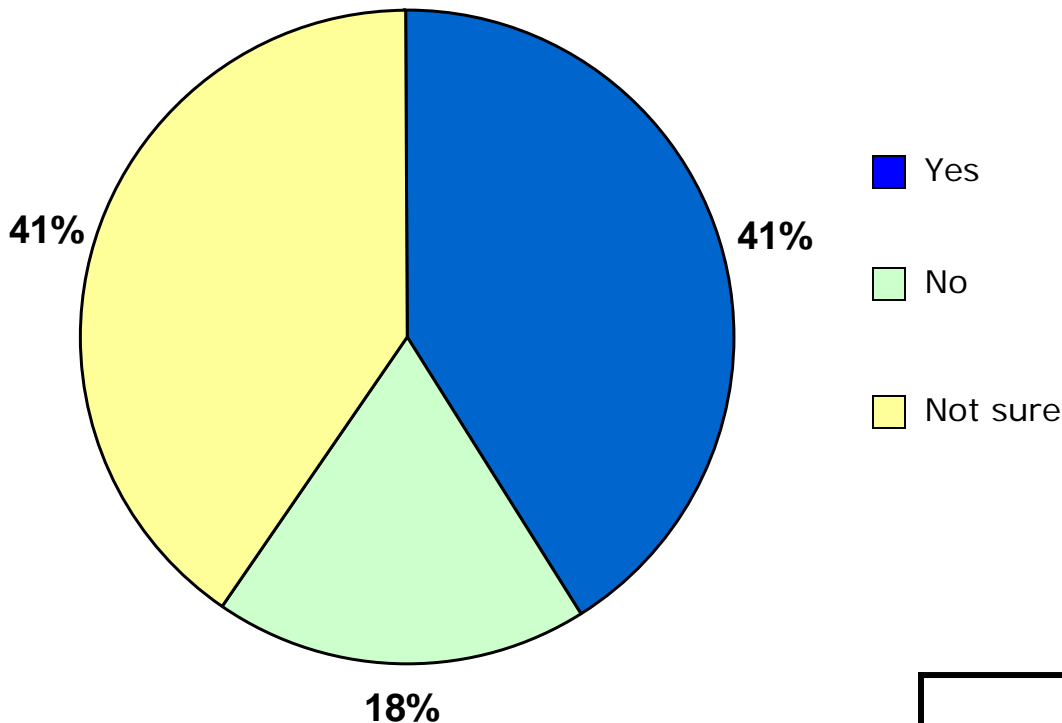
If you knew there were classes available to help seniors drive safer longer, how likely would you be to encourage them to attend the classes?



❖ Two-thirds of Members say they are likely to encourage their senior to attend senior driver improvement classes to help them drive safer longer (23% *Extremely Likely* and 41% *Somewhat Likely*).

Base: All Respondents: N = 283

If senior were equipped with the proper materials and driving courses, do you think they would be able to drive safer longer?



Base: All Respondents: N = 283

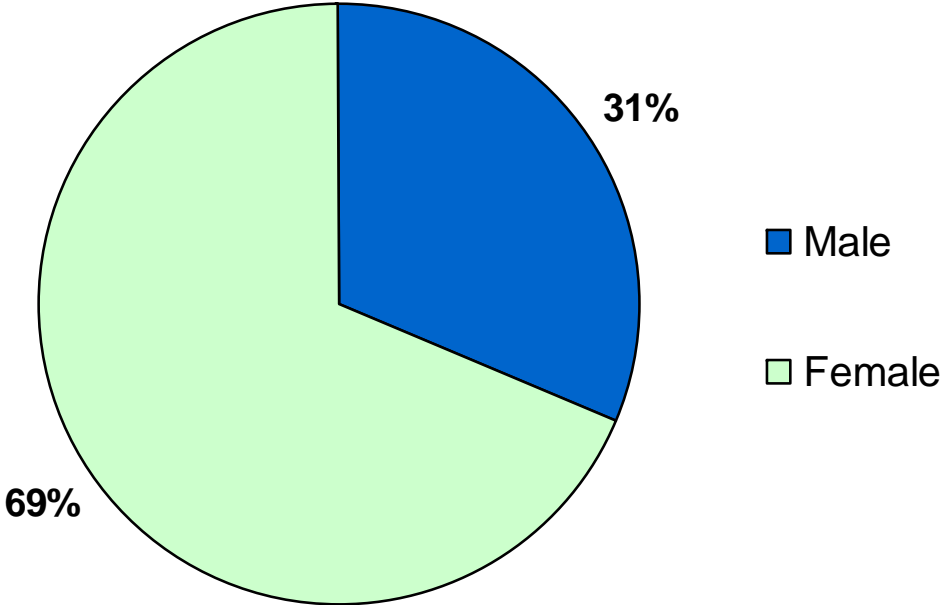
With the proper materials and driving courses, do you think they would be able to drive safer longer?

- ❖ Four in ten Members (41%) indicate if their senior were equipped with the proper materials and driving courses, they would be able to drive safer longer.
- ❖ Among Members with seniors o.k. to drive without restrictions, more than half (53%) think materials/courses will enable their senior to drive safer longer.
- ❖ Conversely, among Members with seniors who should not be driving at all, 25% think materials/courses will enable their senior to drive safer longer.

In your opinion, would you say your parent...

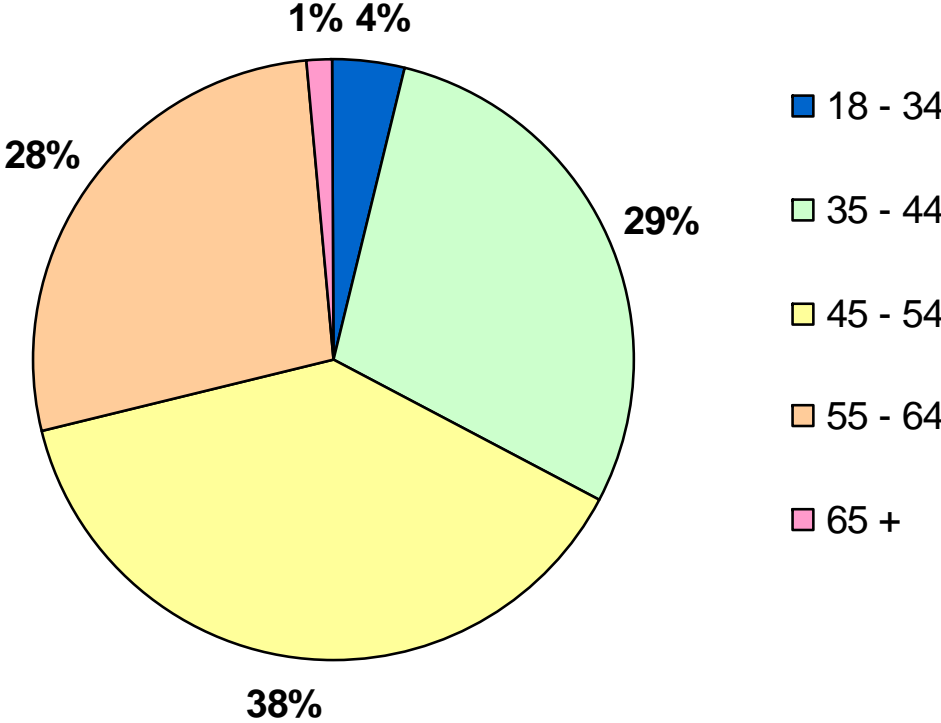
	O.K. - No Restrictions	O.K - Voluntary restrictions	O.K - Mandatory restrictions	Should not be driving at all
Yes	53%	45%	22%	25%
No	6%	16%	2%	52%
Not Sure	41%	39%	76%	23%
Base (N=)	130	55	36	65

Gender



Base: All Respondents: N = 282

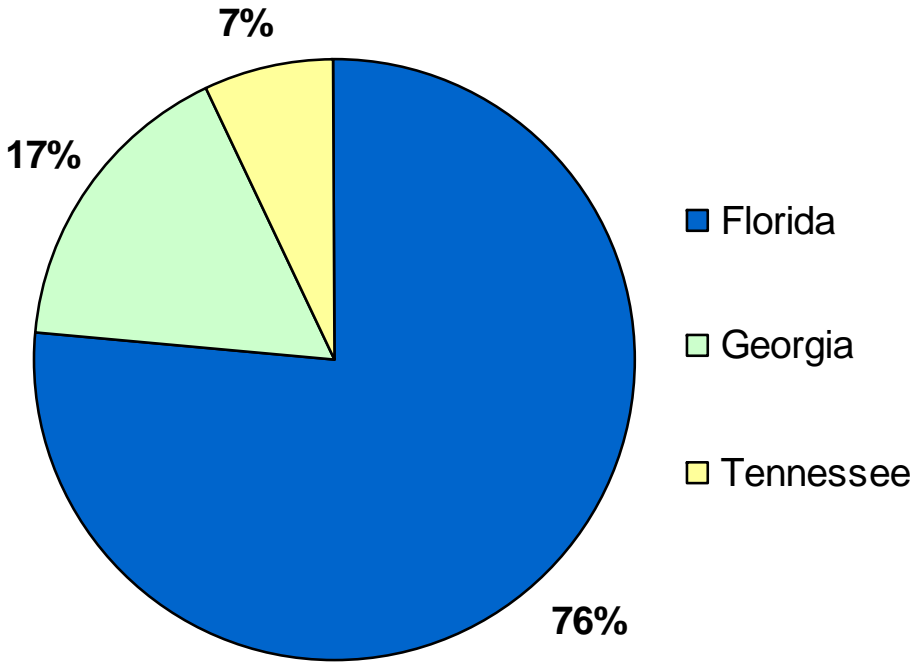
Age



Base: All Respondents: N = 277

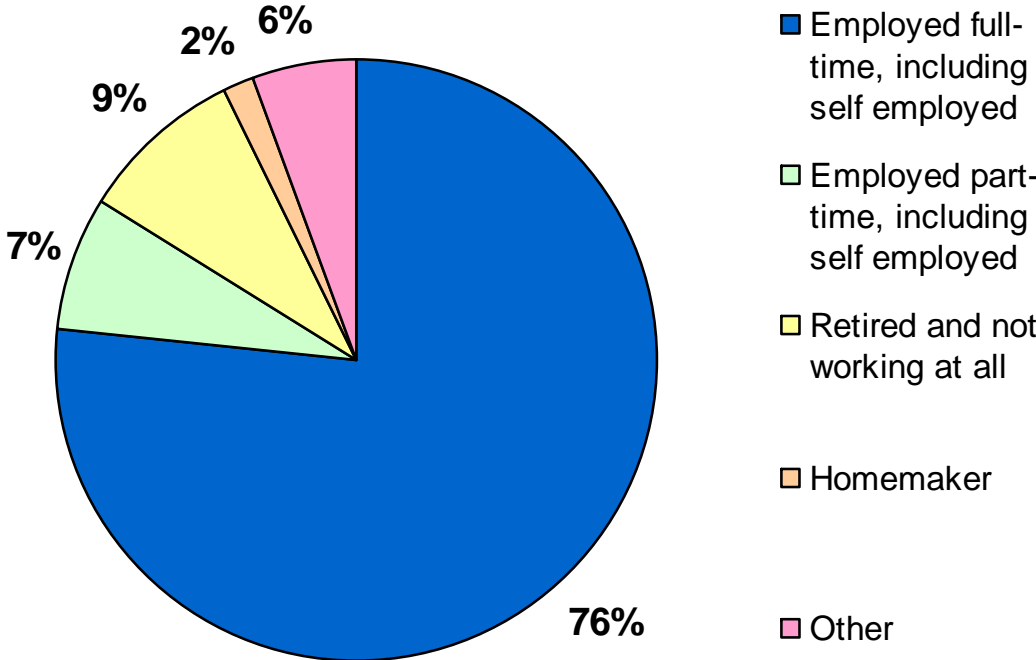
Median Age: 50.0 years old

State of Residence



Base: All Respondents: N = 283

Employment Status



Base: All Respondents: N = 284

- ❖ On December 10, 2008, 9,000 randomly selected Members age 30 to 60 were emailed a survey invitation and invited to participate in an online survey. The email contained a link to a website where members could anonymously complete the survey..
 - ❖ The survey sample was stratified by state, with 3,000 surveys each sent to Members in Florida, Georgia and Tennessee. The survey responses were weighted by state to align with the true Membership proportions for each state.
- ❖ The survey fielded for 1 week (December 10 – December 16, 2008) and a total of 286 members completed the survey. Based upon the 9,000 members invited to participate, the survey has an approximate response rate of 3.2%. (Note: It is difficult to determine the exact response rate of online surveys, as we do not know how many invalid email addresses we had and the number of emails that were undeliverable.)
- ❖ The survey results have an overall error rate of 5.8 percentage points. That means there is a 95% chance that the results found in this study are within plus or minus 5.8% points of the results that would have been found if all Auto Club South households had been interviewed. The actual statistical error depends on the number of respondents to each question and on the observed proportions.