

**YANKELOVICH CLANCY SCHULMAN
RADAR DETECTOR STUDY
HIGHLIGHTS
MAY 27,1987**

STUDY OVERVIEW AND FINDINGS

This study was undertaken to compare the safe-driving record of radar detection device users and nonusers. The purpose was to determine whether there is any significant difference in accident rate per miles driven between these two groups.

The results show that radar detection users are at least as safe drivers as nonusers, as measured by the miles driven per accident experienced. Radar detection device users drive an average of 233,933 between automobile accidents, as compared with 174,554 among non-users.

An additional finding is that radar detection device users are more likely than nonusers to use seat belts when driving both short distances and long distances.

I. STUDY DESIGN

In order to draw these comparisons, two samples of respondents were interviewed for this study:

*** The first sample consists of a randomly drawn sample of all Americans living in the 48 conterminous states plus the District of Columbia —18 years of age and older—who drive an automobile. One thousand respondents were interviewed as part of this sample.

*** The second sample used in this study consists of individuals who were purchasers of radar detection devices obtained from various radar detector manufacturers. The purpose of this second sample was to insure that a sufficient number of radar detection devices users would be included in this study.

Interviewing for this study was conducted by telephone between March 24 and April 1, 1987. The same set of questions was asked respondents in both samples, including whether they owned and used radar detection devices.

*** Seven percent of respondents in the general public sample (65 out of 1,000) report that they—or another family member—own a radar detection device and that they personally use such a device when they drive.

II. HIGHLIGHTS OF FINDINGS

Average Miles Driven In Past Year

For the first measure respondents were asked to estimate how many miles they drove in the previous year. Large differences are found in this respect between radar detection users and nonusers—with users driving almost twice as many miles, on average, as nonusers.

*** Radar detection users report driving an average of 24,200 miles in the previous year.

*** Nonusers report driving an average of 12,200 miles in the previous year.

Calculating Accident Rates

These two sets of figures are used to calculate the average number of miles driven per accident by radar detection users and nonusers. The formula for determining this figure is as follows:

$$\text{Average Number of Miles driven Per Accident} = \frac{\text{Total Miles driven in Past Year}}{\text{Total Number of Accidents in Past Year}}$$

Using this formula, radar detection users are found to have driven an average of 233,933 miles between accidents. The calculations are as follows:

$$\frac{24,200 \times 870}{90} = 233,933$$

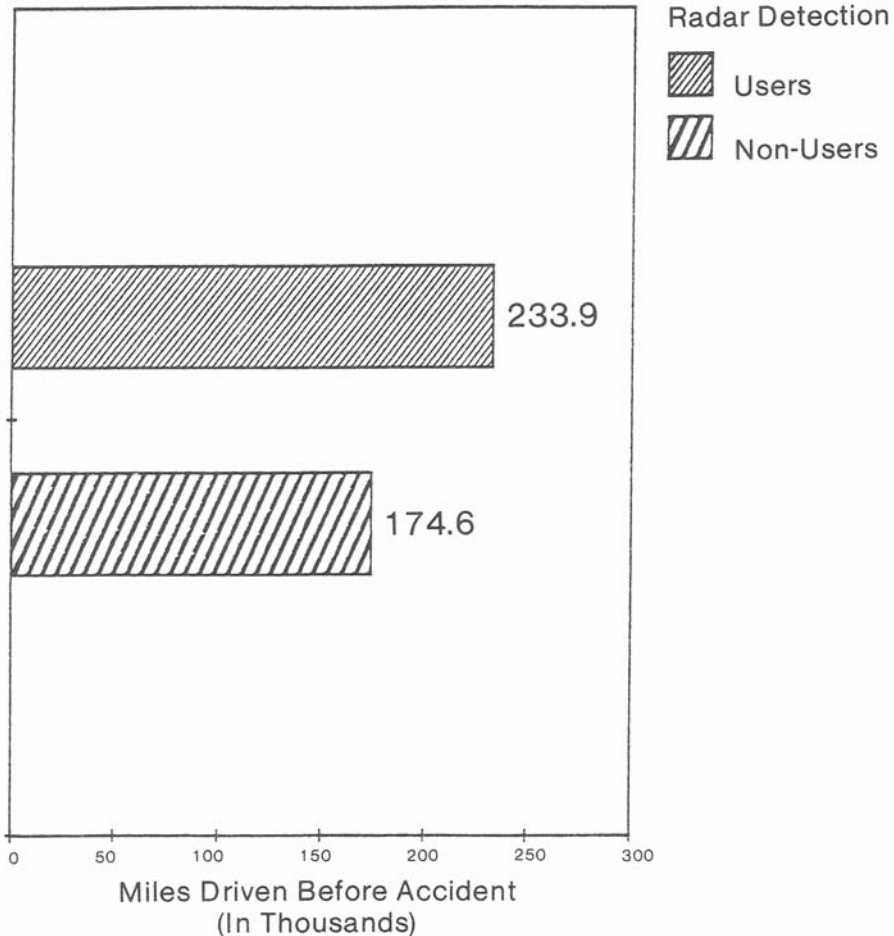
Nonusers are found to have driven an average of 174,554 between accidents. The figures are as follows:

$$\frac{12,200 \times 930}{65} = 174,554$$

In sum, radar detection device users, on average, drive 59,379 miles farther than non-users between automobile accidents.

FIGURE 1

AVERAGE DISTANCE DRIVEN BEFORE INVOLVEMENT IN CAR ACCIDENT



III. SEAT BELT USE AMONG USERS AND NONUSERS HIGHLIGHTS

A final area explored in this survey is the frequency of seat belt use in driving short distances and long distances. In both instances, radar detection device users report being more frequent users of seat belts than nonusers.

*** Sixty-nine percent of radar detection users report using a seat belt all or most of the time when driving short distances (10 miles or less). In contrast, 57% of nonusers says they use seat belts all or most of the time when driving short distances.

*** Eighty-one percent of radar detection device users say they use seat belts all or most of the time when driving long distances—10 miles or more. This compares with 69% of nonusers.

(YANKELOVICH SKELLY AND WHITE/CLANCY SHULMAN, INC. SAY THAT .05 OR 5% IS STATISTICALLY SIGNIFICANT TO A SURVEY OF THIS NATURE.)

*** Eighty-one percent of respondents in the second sample (805 out of 1,000) report owning and using a radar detection device.