


Reaching Boomer Drivers

*\*Think fun*

Lifesavers 2014 - Baby Boomers: The Next Older Drivers?  
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**AARP** Real Possibilities

Classroom  
Online  
CarFit  
We Need To Talk  
Driving Resource Center

**TOYOTA** This program is supported by a generous grant from Toyota to AARP Foundation.

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**Technology**


**36%** extremely or very comfortable using technology, 50+ ages

**90%** computer ownership, 50-69 ages

**91%** cell phone ownership, 50+ ages

**49%** smart phone ownership, 50-59

2012 Member Opinion Survey n=37,000



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**OurCircle Community Survey**

**Online community – AARP Members and Non-Members  
Conducted mid-2012  
337 respondents**

Key questions:  
 Biggest driving frustrations?  
 Noticeable changes in driving?  
 What tools, resources, and products will engage participants?




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**How's my Driving?**

**57%** are interested in **improving** their **driving skills**

How interested are you in improving your driving skills?

	<b>50-64</b>	<b>65+</b>
Very Interested	20%	29%
Somewhat interested	34%	34%
Neutral	23%	20%
Somewhat uninterested	10%	7%
Very uninterested	14%	9%




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**Driving Frustrations**

Traffic congestion and **poor habits of other drivers** cause the most frustration

- Not using turn signals
- Distracted driving
- Speeding
- Lane changing
- Cutting other drivers off
- Tailgaters




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**Have you noticed changes in your driving?**

	<u>50-64</u>	<u>65+</u>
<b>No changes</b>	<b>40%</b>	<b>35%</b>
<small>Those that are experiencing changes:</small>		
Vision changes	32%	19%
Comfort when sitting	27%	14%
Flexibility	23%	27%
Reaction time	12%	16%
Hearing	8%	15%

Age 50-64 n=224  
Age 65+ n=85

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Changes in vision are most common; mentioned often – difficulty **seeing at night** and **glare** from other cars' headlights

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**Most common "other" reported changes**

**Arthritis** which makes driving more painful

Don't feel as **mentally sharp** as once did/  
attention to detail slipping

Feel more cautious and **less confident** when driving

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**What should we develop?**

1 **Online games to sharpen mental cognition**  
*"Games hold my interest" – age 55*

*"The only way I could make myself sit down at the computer to improve my driving skills if it was in the form of a game." – age 74*

2 **Interactive simulated driving**  
*"Interaction [as close to] the real world as one could possibly engage in. You can read and listen to lectures all you want, but the real experience is the element that counts." –age 60*

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**What should we develop?**

3 **Online self-assessments, confidential of course**

4 **Simple state law guides and resources**

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# Think Fun

# Make Playable

# Be Individual

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