

Development of a national distracted driving survey

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IIHS and the NDDC

IIHS-HLDI mission:

To reduce deaths, injuries and property damage from motor vehicle crashes through **research and evaluation** and through **education** of consumers, policymakers and safety professionals.

National Distracted Driving Coalition mission:

To promote innovative and collaborative approaches to create a culture of attentive drivers and to serve as a central clearing house for diverse stakeholders.

Goals of survey



Distracted driving has been a longstanding issue

1953 National Safety Council defensive driving video





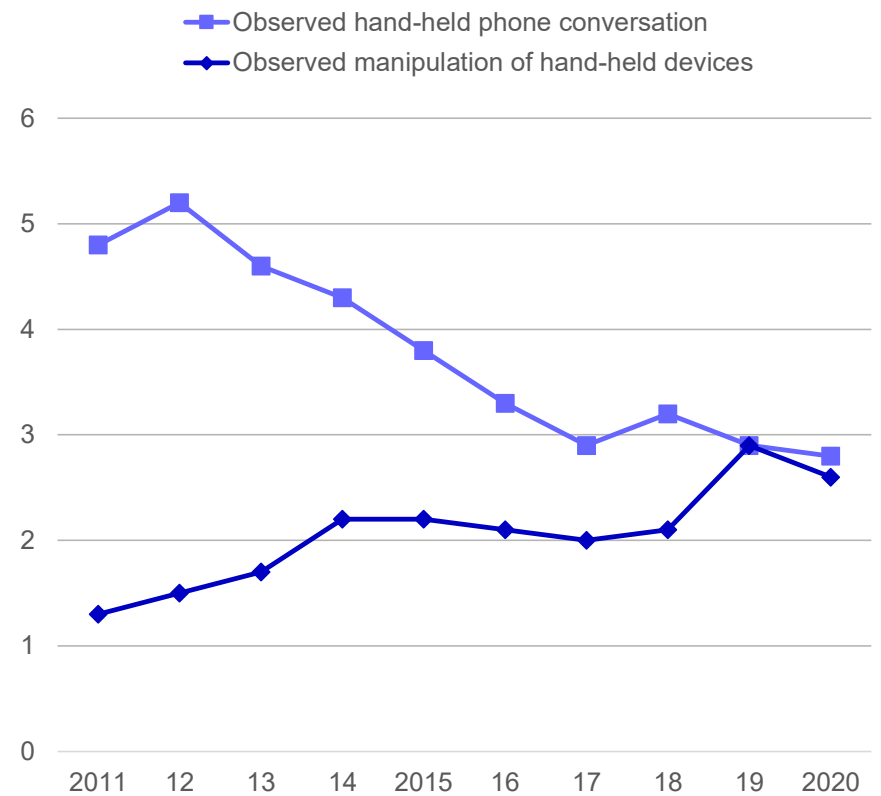
A heated controversy between legislators and insurance companies—and radio manufacturers and car radio owners.

Six states proposed banning car radio use in the 1930s

Radio-Craft magazine, June 1935

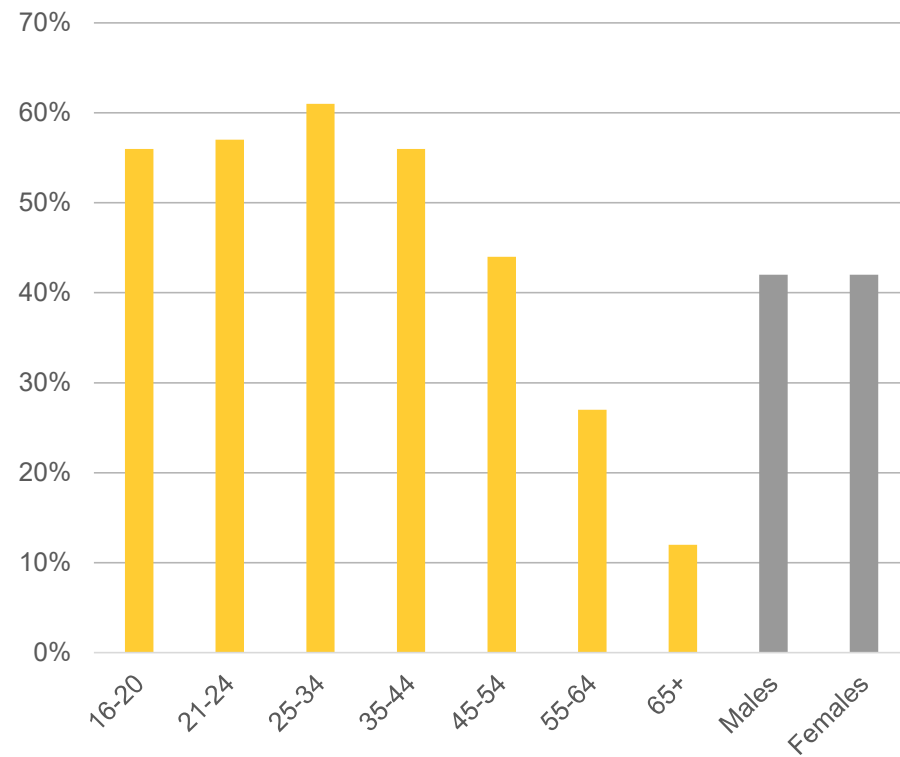
Observed manipulation of hand-held devices up

NHTSA's National Occupant Protection Use Survey (NOPUS), 2011-20



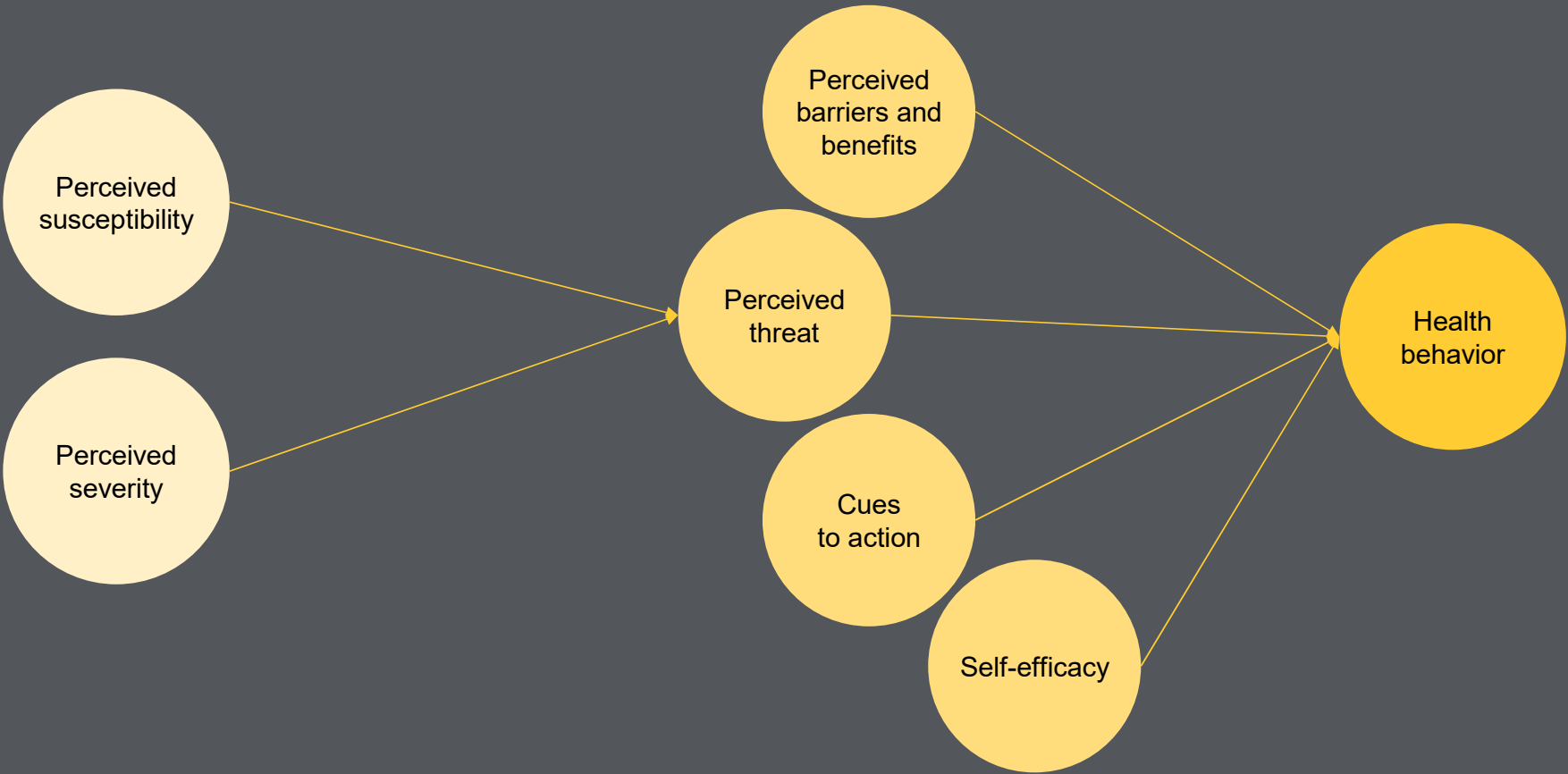
Distracted driver typology

2015 NHTSA National Survey, proportion of drivers who are distraction-prone by age and gender



Health Belief Model

Developed to understand why people fail to adopt prevention strategies



Survey methodology

Mixed-mode:

- ▶ Landline
- ▶ Cell phone
- ▶ Web-based

n = 2,000

Licensed drivers ages 16 and older

~ 60 questions

Strongly Agree

Agree Completely





What secondary activities are distracting drivers today?

What are the sources of distraction?

How often are drivers distracted?



Could you stop driving
distracted?

Confidence in one's ability to
perform *desired* behavior

How do drivers perceive the threat of device-based distraction?

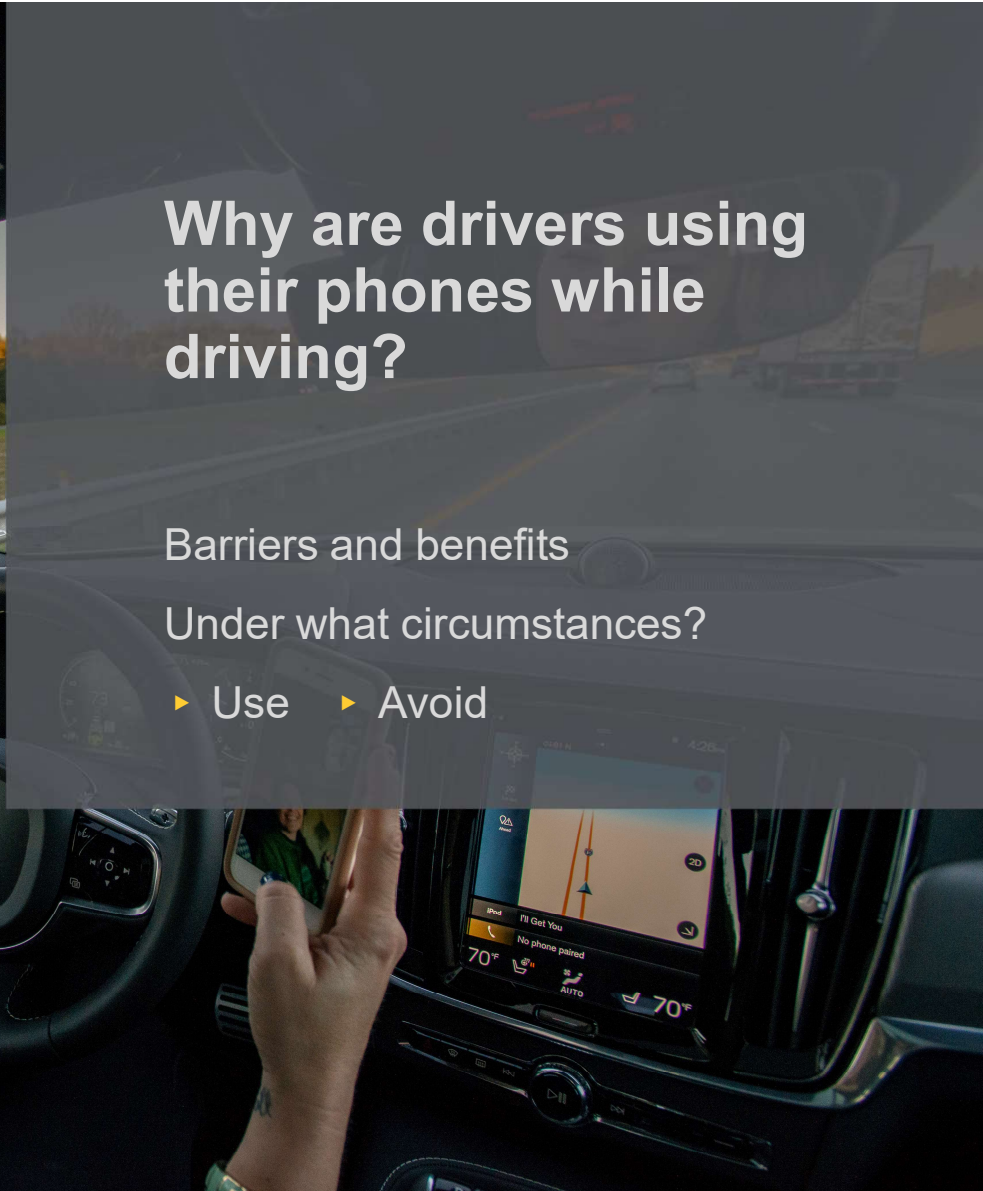
Perceived severity

Perceived susceptibility

Compare which is perceived to be more dangerous:

- ▶ Device-based distraction A vs. device-based distraction B
- ▶ Device-based distraction vs. non-device-based distraction
- ▶ Device-based distraction with other risky driving behaviors





Why are drivers using their phones while driving?

Barriers and benefits

Under what circumstances?

- ▶ Use
- ▶ Avoid



What will motivate change?

Stimuli to trigger behavior adoption

Internal or external

Social-ecological model

What will motivate change?

Policy –
federal, state, and local legislation

Community –
values, norms

Organizational –
workplace, schools

Interpersonal –
family, friends

Individual –
beliefs,
attitudes,
knowledge



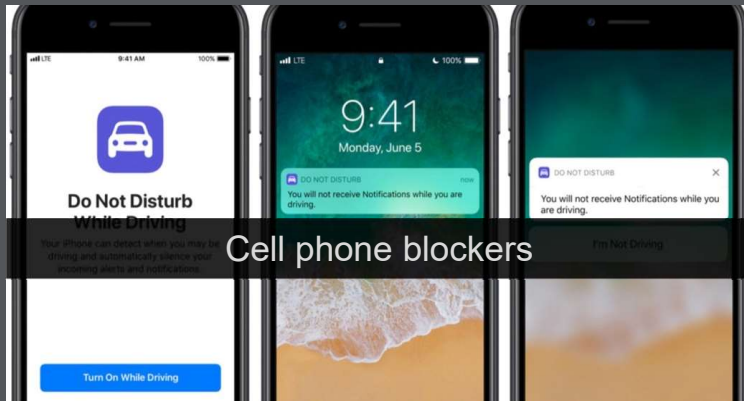
Technological influences?



Crash avoidance technologies



Driver monitoring systems



Cell phone blockers



Apple CarPlay and Android Auto

Who are the distracted drivers?

Basic demographics

Abbreviated Sensation Seeking Scale

Other risky driving behaviors



Coming soon:

What will motivate people to stop driving distracted?

Timely prevalence data on specific secondary activities

Data on Health Belief Model constructs

- ▶ Perceived threats
- ▶ Perceived barriers and benefits
- ▶ Cues to action
- ▶ Self-efficacy

Demographic data

- ▶ Distracted driver typology

Insurance Institute for Highway Safety
Highway Loss Data Institute

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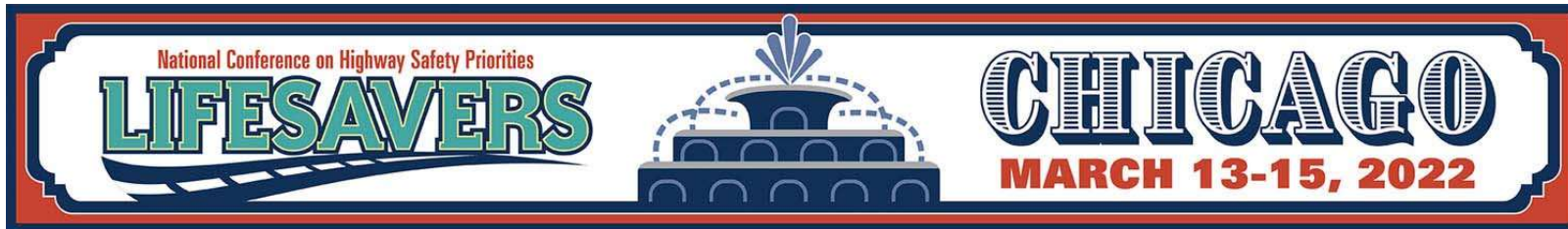
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THANK YOU

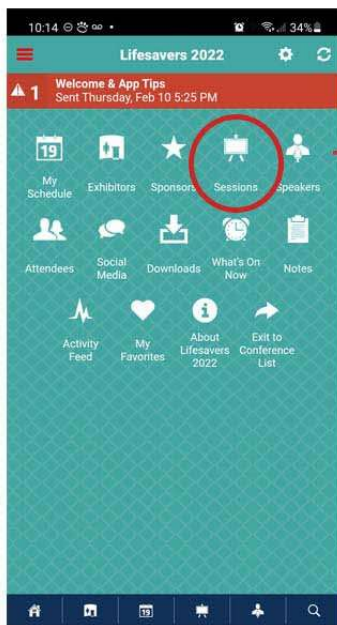


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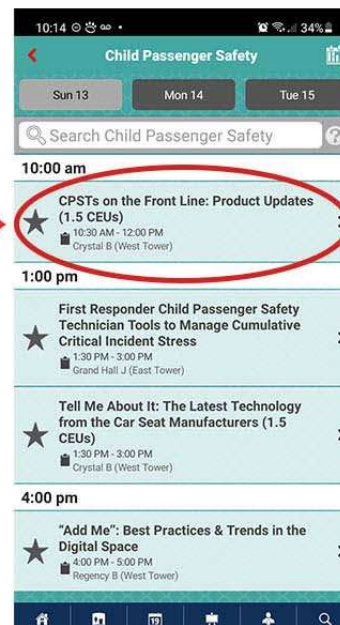
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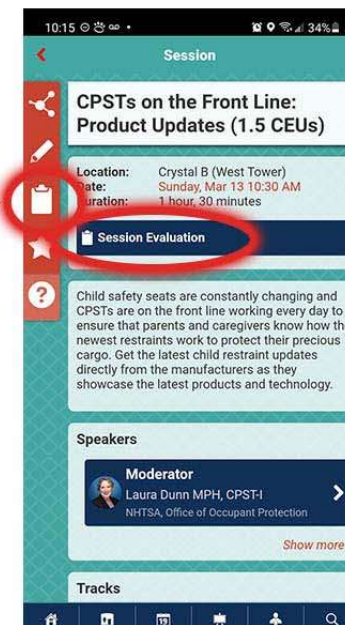
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