Development of a national distracted driving survey

Lifesavers National Conference
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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
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
Developed to understand why people fail to adopt prevention strategies

Health Belief Model

Perceived severity
Perceived susceptibility
Perceived threat

Perceived barriers and benefits
Cues to action
Self-efficacy

Health behavior
Survey methodology

Mixed-mode:
- Landline
- Cell phone
- Web-based

n = 2,000
Licensed drivers ages 16 and older
~ 60 questions
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
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