DISTRACTED DRIVING

OUR APPROACH
Recently, we conducted a new survey of Americans (N=386, 49.5% male, 82.6% white) who reported that they drive at least 3 times per week and own a smart phone. We asked them about distracted driving behaviors, risk perceptions of distracted driving, attitudes towards driving and their cell phones, and their attitudes towards methods of reducing distracted driving behavior.

The proportion of drivers using the phone for texting + talking was low although higher than desirable, on average below 20%.

People were generally supportive of methods to reduce driving distracted.

Usage rates for mitigation strategies were all below 25% (besides Bluetooth).

PREVALENCE OF SPECIFIC DISTRACTED DRIVING BEHAVIORS
Participants reported the percentage of trips in which they drove and did each behavior. Behaviors are ordered from most to least reported.

OVERCONFIDENCE = CRASHES
Self-reported “good” drivers are more likely to be driving distracted.

68% of respondents reported believing they were better-than-average drivers reported more distracted driving behaviors than less confident ones.