



# AAA WASHINGTON

JENNIFER COOK

SENIOR MANAGER, CORPORATE COMMUNICATIONS

Distracted Driving Research

# Distracted Driving



- What is distracted driving?
- AAA Foundation Research
  - Cognitive Distraction
  - Traffic Safety Culture Index
  - Teen Driver Crash Causation
- What is AAA Doing?

# Distracted Driving



Distracted Driving is any activity that diverts a person's attention away from the primary task of driving.



# Distracted Driving



There are three types of distracted driving:

- Visual – eyes off the road
- Manual – hands off the wheel
- Cognitive – mind off the task



# Cognitive Distraction

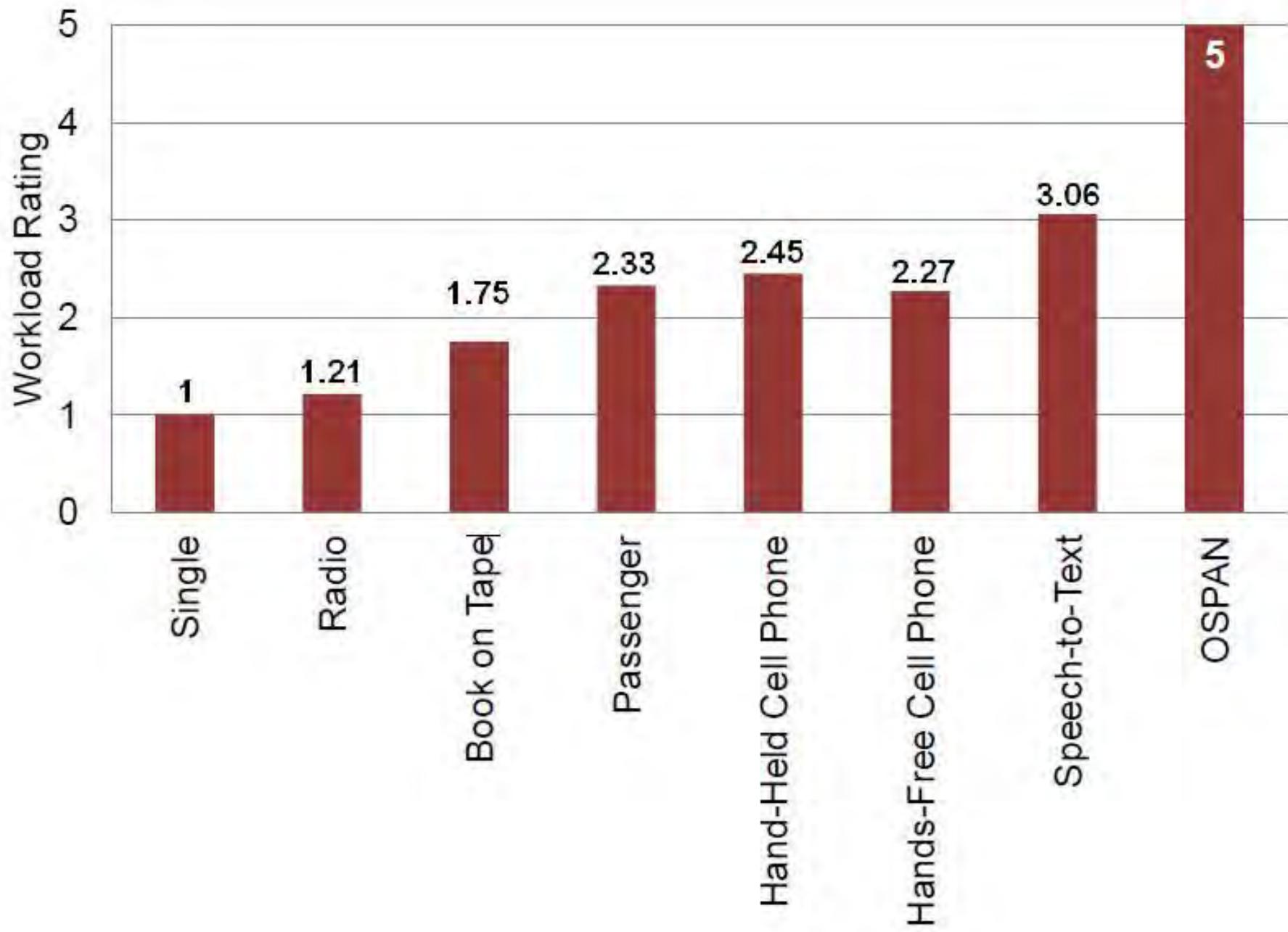


AAA Foundation for Traffic Safety

## **Cognitive Distraction Study**

University of Utah

Dr. David Strayer



# MENTAL DISTRACTION RATING SYSTEM

Even with your eyes on the road and your hands on the wheel, mental distractions dangerously affect drivers behind the wheel.

**Mild Danger**

Example: Listening to the radio or an audio book

**Moderate Danger**

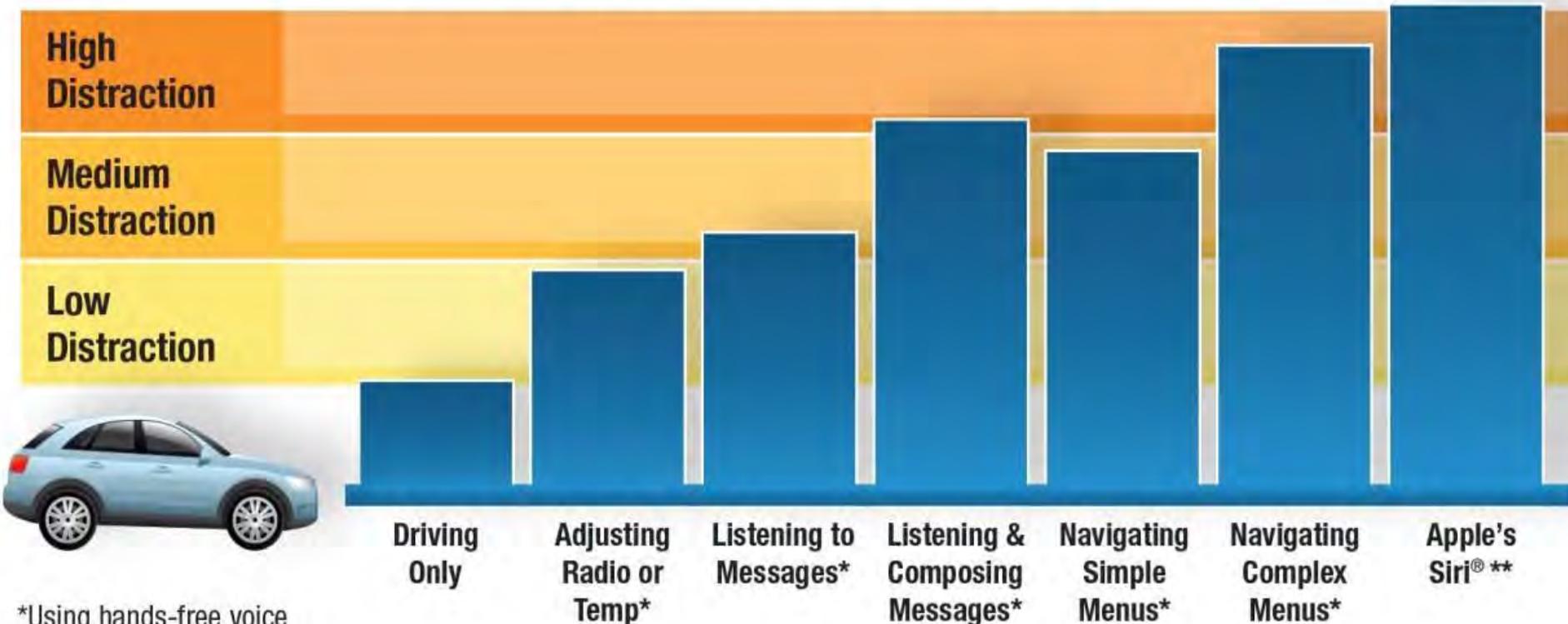
Example: Talking on a hand-held phone or a hands-free phone

**High Danger**

Example: Using voice-activated texting or email feature



# Mental Distraction Levels by Task



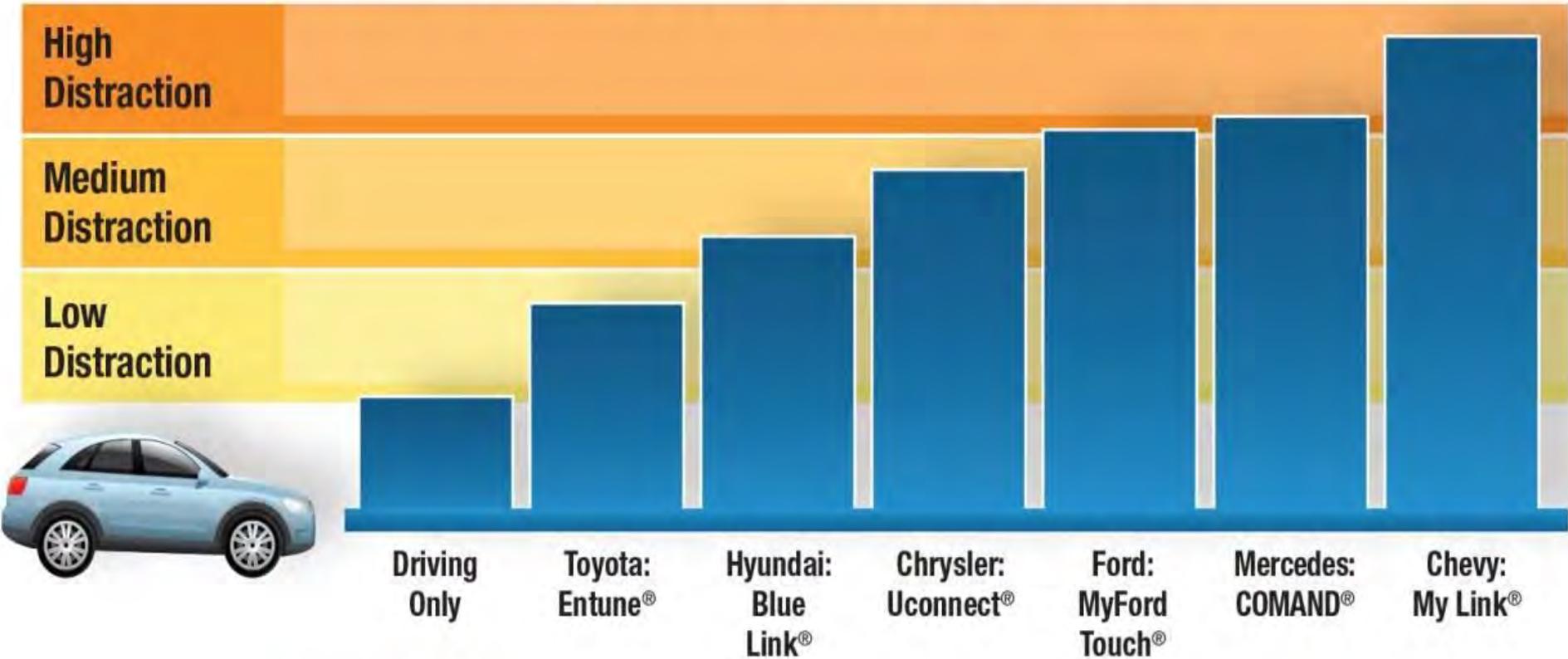
\*Using hands-free voice commands while driving.

\*\*Version iOS7 at time of research.

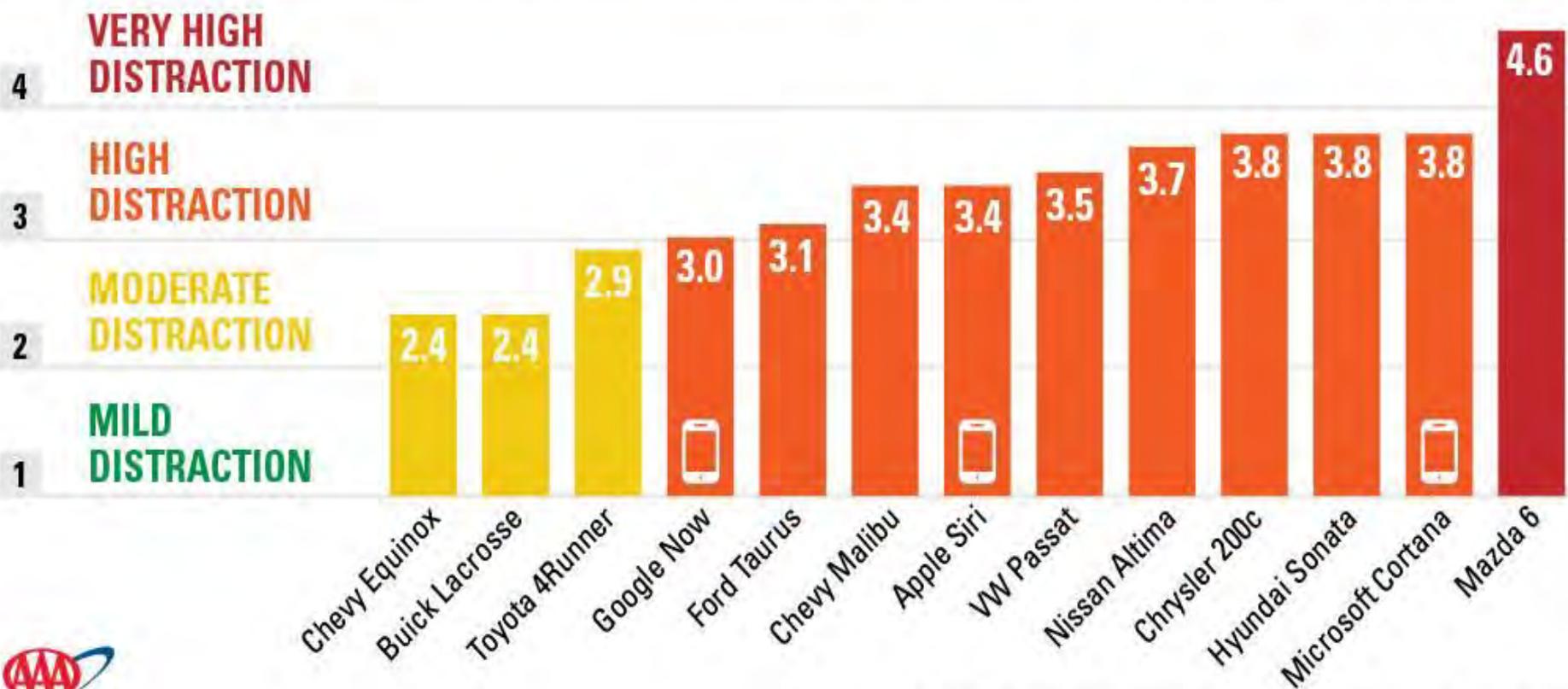
Evaluated sending/receiving texts, updating Facebook/Twitter and checking calendar by using voice commands while driving.



# Mental Distraction Levels by System



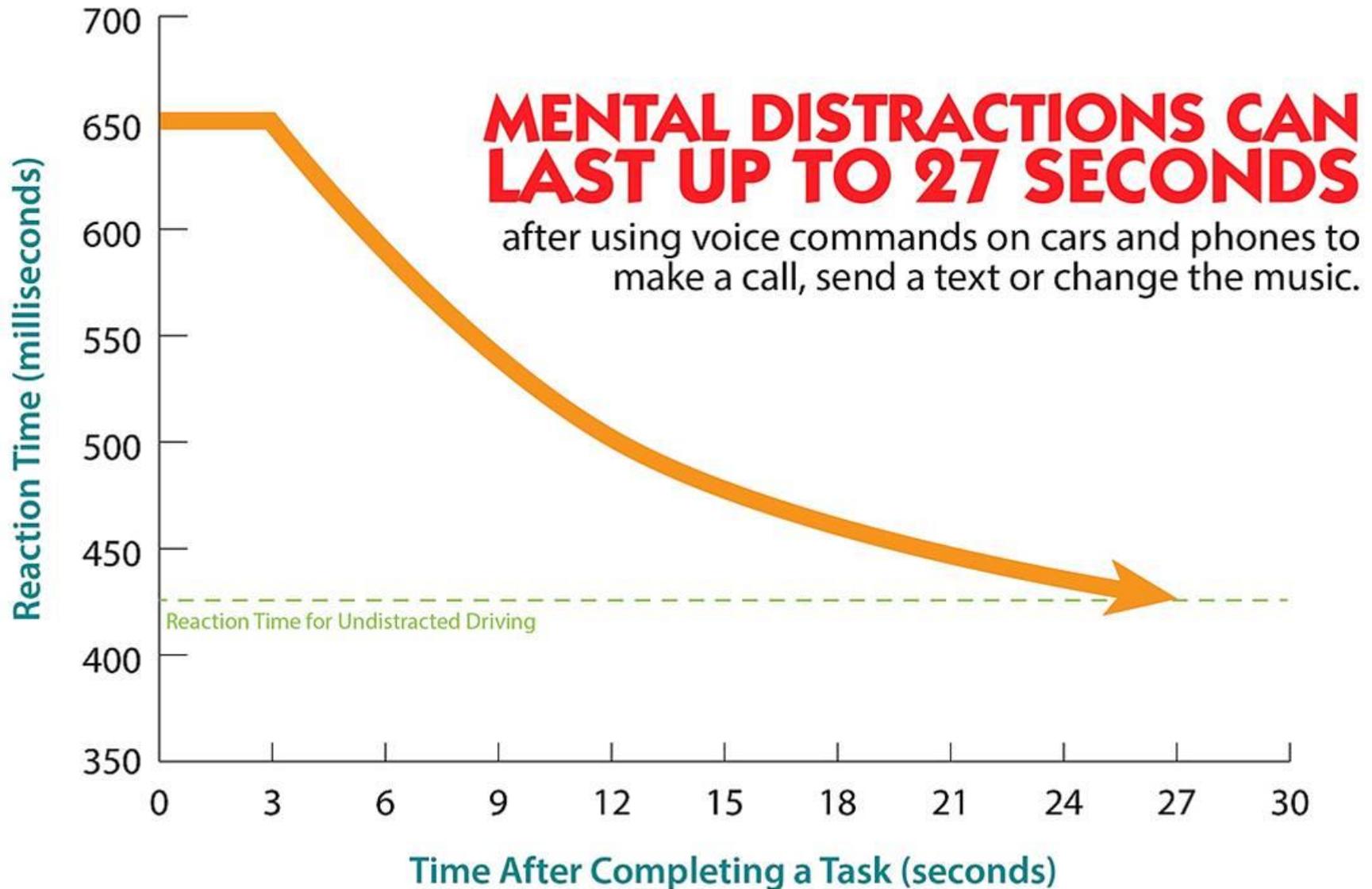
# MENTAL DISTRACTION RANKINGS OF VOICE-ACTIVATED SYSTEMS\*



Source: AAA Foundation for Traffic Safety

\*Mental distraction rankings when using voice-commands to make calls or change music while driving. Includes 2015 model-year vehicles.

# LASTING EFFECTS OF MENTAL DISTRACTION



# Cognitive Distraction



# Traffic Safety Culture



# Traffic Safety Culture



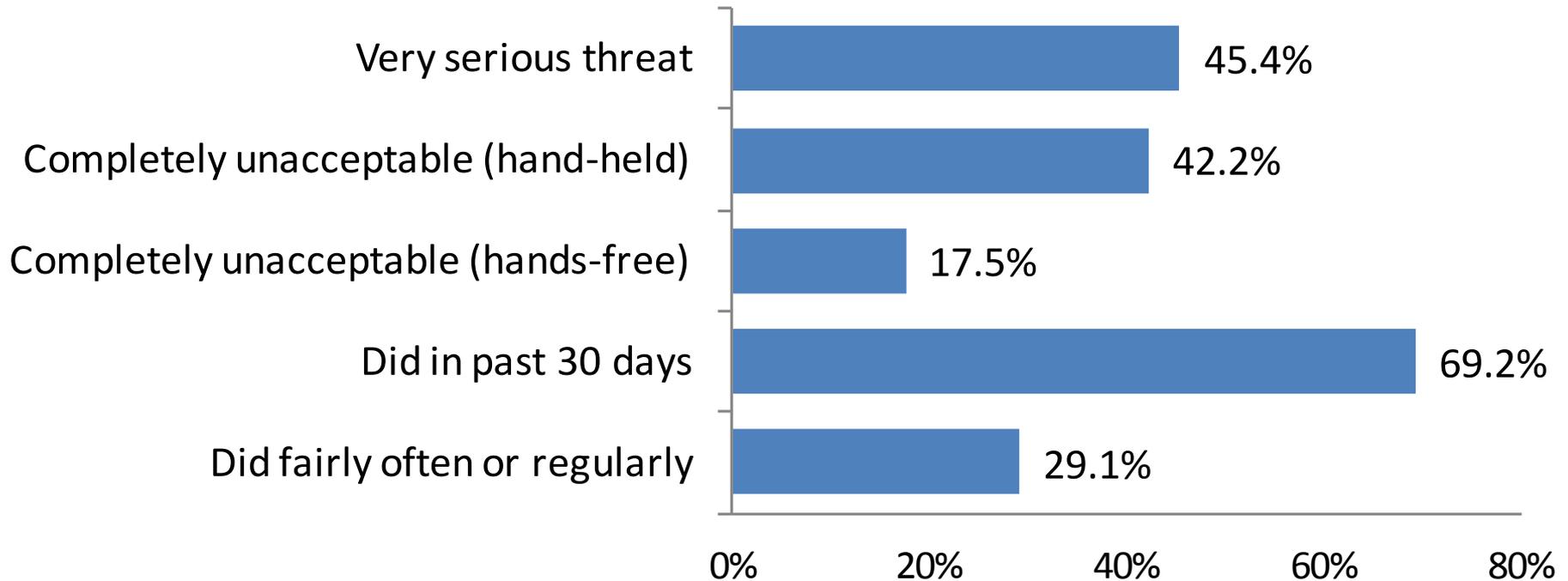
## Traffic Safety Culture Index Study

- 7<sup>th</sup> year of the Traffic Safety Culture Index
- AAA FTS seeks to measure and benchmark American drivers':
  - Attitudes
  - Beliefs
  - Behaviors
- Key finding: *“Do as I say, not as I do”*

# Traffic Safety Culture



## Cell Phones

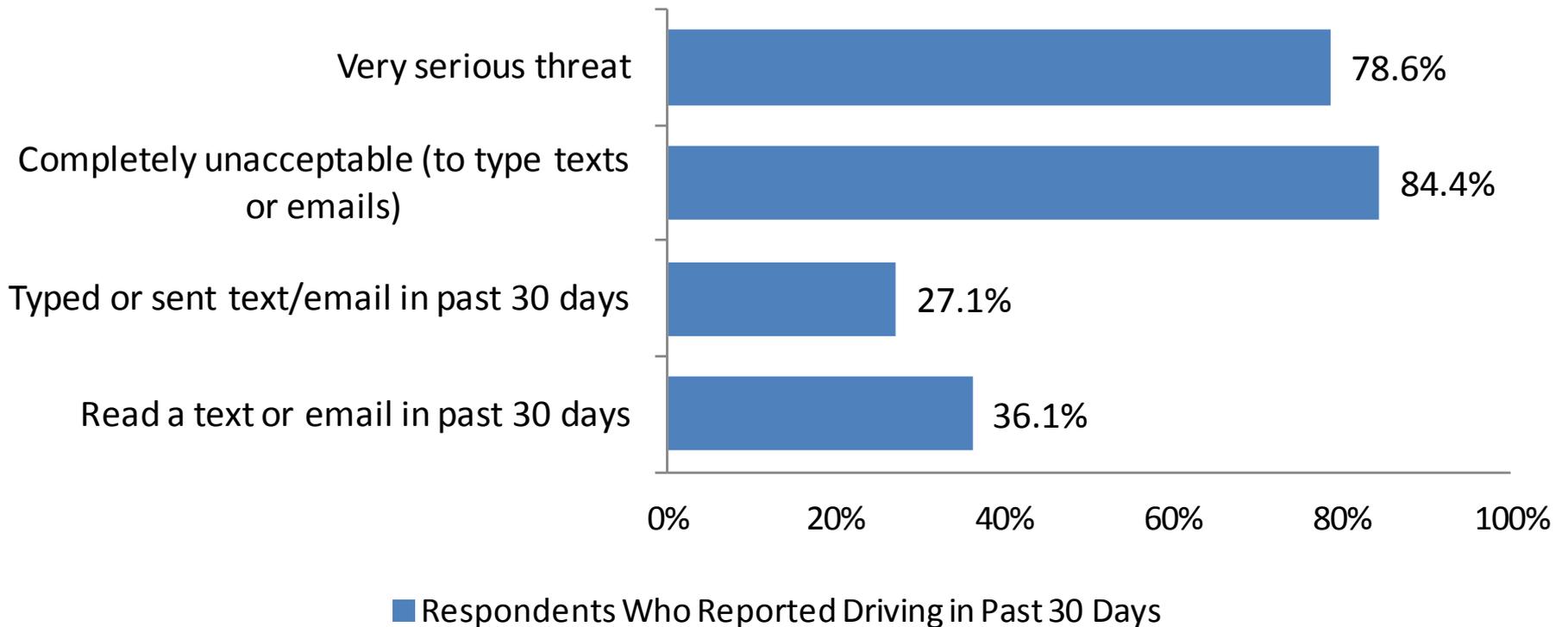


■ Respondents Who Reported Driving in Past 30 Days

# Traffic Safety Culture



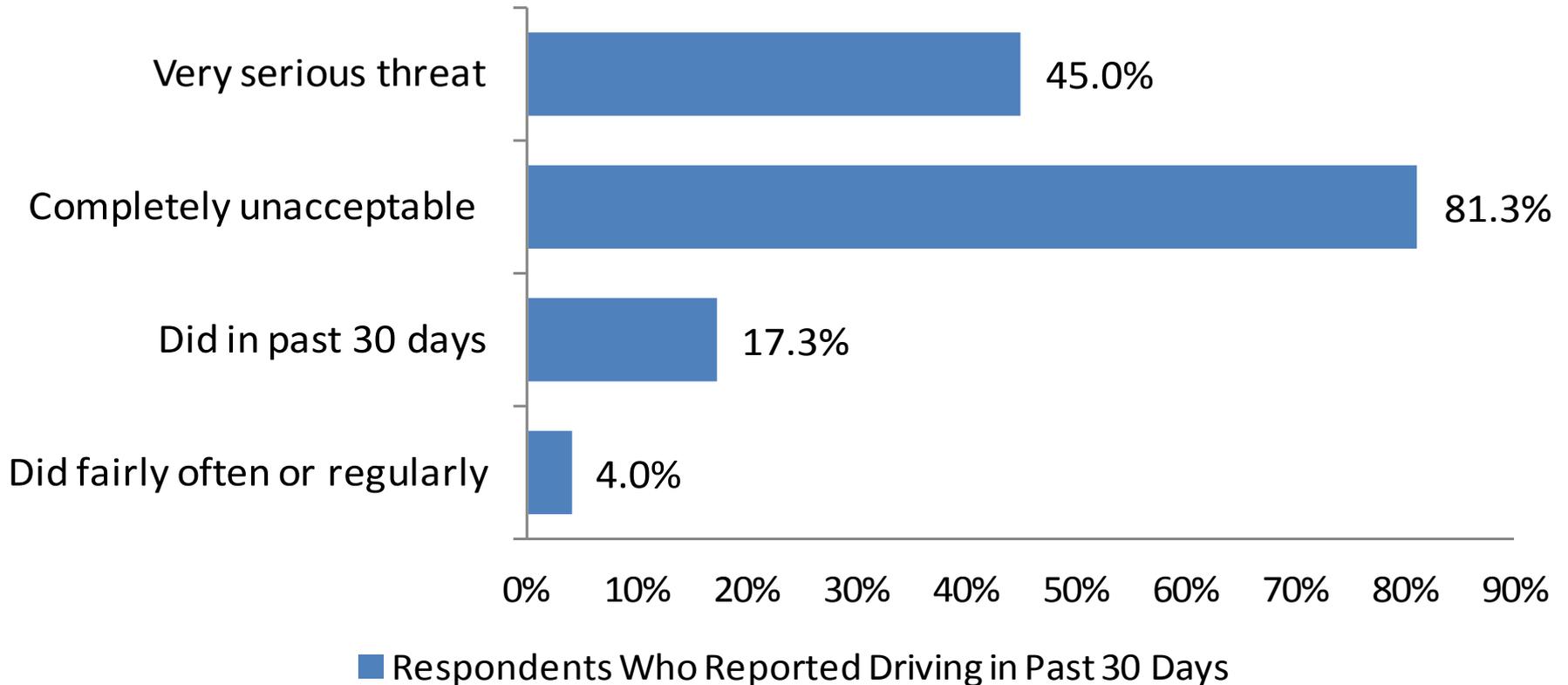
## Texting / Email



# Traffic Safety Culture



## Checking or Updating Social Media/Internet



# Teen Crash Causation



## Teen Crash Causation Study

- Purpose: determine causes of teen driver crashes
- Drivers 16-19 years in non-fatal/injury collisions
- Last 6 seconds, 1,691 videos of teen crashes



# Teen Crash Causation



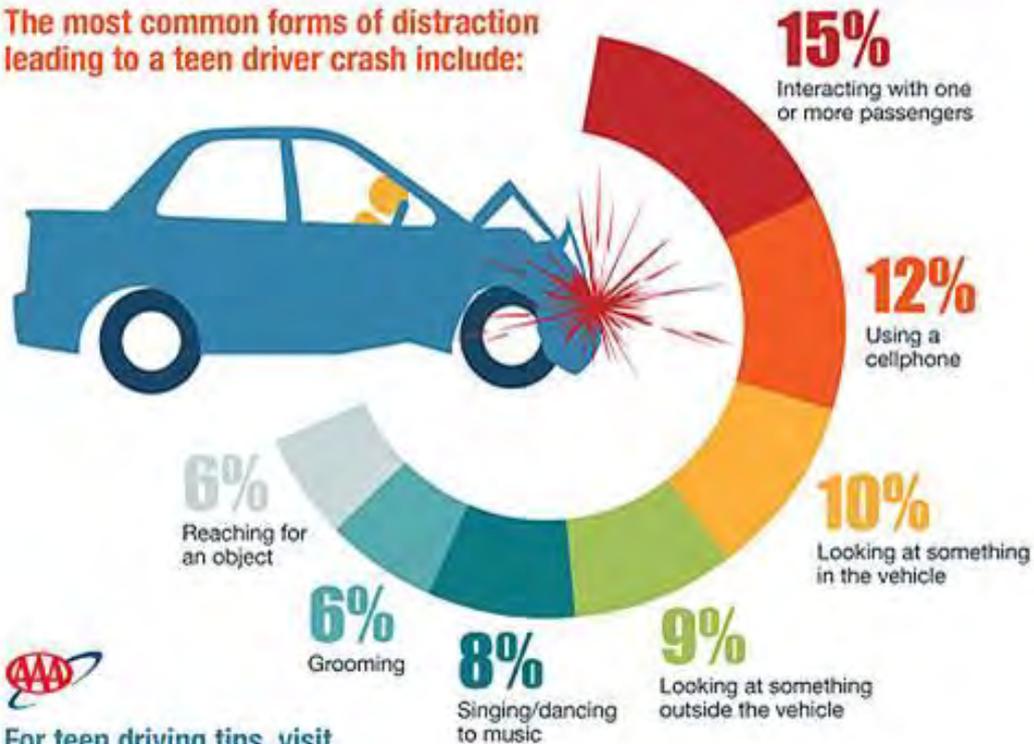
## Teen Crash Causation Study

### Key findings:

- Distracted driving is significantly underreported!
- 58% of crashes involved distraction
- Previous NHTSA estimate: 14%
- Distractions:
  - #1 Passengers – 15%
  - #2 Cell Phones – 12%
  - #3 Something else in the vehicle – 10%

# **6 OUT OF 10** teen crashes involve driver distraction.

The most common forms of distraction leading to a teen driver crash include:



For teen driving tips, visit  
[TeenDriving.AAA.com](http://TeenDriving.AAA.com)

# Distracted Driving



What is AAA doing?

- Cognitive and other distraction research
- Talking to manufactures of vehicles and aftermarket devices
- Educating our members, legislators and the public
- Hosting distracted driving legislation summit

# Contacts:



**Jennifer Cook** – Sr. Manager, Corporate Communications  
425-646-2055 or [JenniferCook@aaawin.com](mailto:JenniferCook@aaawin.com)

**Daniel Coon** - AAA Traffic Safety Program Manager  
425-467-7740 or [DanielCoon@aaawin.com](mailto:DanielCoon@aaawin.com)

## Online Resources:

- [AAAFoundation.org](http://AAAFoundation.org)
- [AAA.com/Distraction](http://AAA.com/Distraction)
- [TeenDriving.aaa.com](http://TeenDriving.aaa.com)
- [SeniorDriving.aaa.com](http://SeniorDriving.aaa.com)

# Distracted Driving



Questions?