netradyne

Driver Perception of Distracted Driving & Prevention Technologies

Survey Methodology & Topics Covered

These are a few of the questions we set out to answer with this survey.

- How self-aware are drivers? How do they perceive other drivers?
- Which distracted driving activities are the most severe? ...the most common?
- How do drivers perceive technology that is designed to make driving safer?
- How would drivers prefer to receive feedback about their driving?

This eBook is based on a survey of 1248 **non-commercial drivers** commissioned by Netradyne and conducted by Harris Interactive from February 25 to March 10, 2020. The survey was conducted online within the United States and all participants were aged 18+, held a standard car driving license and drove a car owned by themselves or their family at least once per week.

A **commercial driver survey** was conducted from February 25 to March 16, 2020 among 350 U.S. commercial drivers. Participants were aged 18+ and held a commercial driving license and drove a commercial vehicle once per week.

All responses are from standard drivers unless noted otherwise.

Perceptions of Distracted Driving: Standard Drivers

Half of drivers believe that the roads are becoming less safe, and only 27% believe the roads are becoming safer.

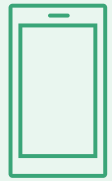
There is a growing perception that **driving is becoming less safe overall (50%)**, with a particular concern that **distractions are on the rise (82%)**, with **drinking liquids (35%)** being the most common and **social media** or **surfing the net (67%)** as the most severe distraction.

Distractions are on the rise

↑ **82%**

Most common distraction

Most severe distraction



14.2%

1 in 7 drivers have Suffered an injury

1 in 7 drivers have **suffered an injury** or lost a vehicle due to a collision, as a result of distracted driving.

Perceptions of Distracted Driving: Commercial Drivers

Commercial drivers agree that distractions are on the rise. Unlike standard drivers, most believe the roads are becoming safer.

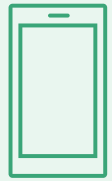
Commercial drivers say the **roads are becoming safer (54%),** despite the higher injury rate and the observation that **distractions are on the rise (81%).** They agree that drinking is the most common distraction and smartphones are the most severe.

Roads are becoming safer

54%

Most common distraction

Most severe distraction



22%

Nearly 1 in 4 drivers have been injured

Nearly 1 in 4 professional drivers have **suffered an injury** or lost a vehicle due to a collision, as a result of distracted driving.

Perceptions of Personal Distracted Driving

We think we are safe drivers ourselves but admit there's room to improve.

COMMERCIAL DRIVERS

- **93%** consider themselves a safe driver, even though **26% have been fined** and **20% have received points** on their license
- **77%** say they are **rarely distracted** when driving
- **61%** admit that they **could be a safer driver**

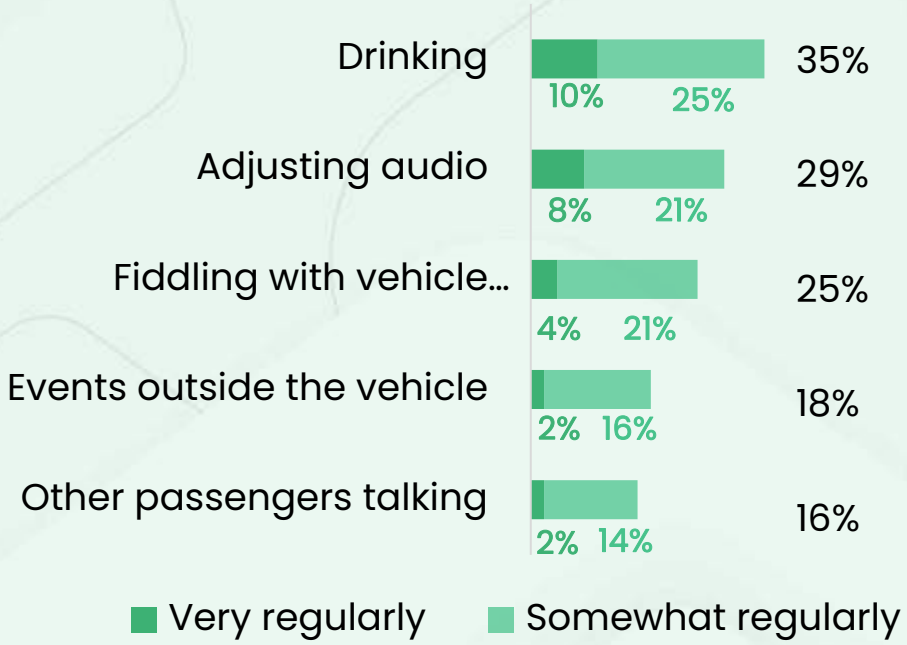
STANDARD DRIVERS

- **91%** consider themselves a safe driver, even though **20% have received a fine or points** on their license
- **75%** say they are **rarely distracted** when driving
- **49%** admit that they **could be a safer driver**

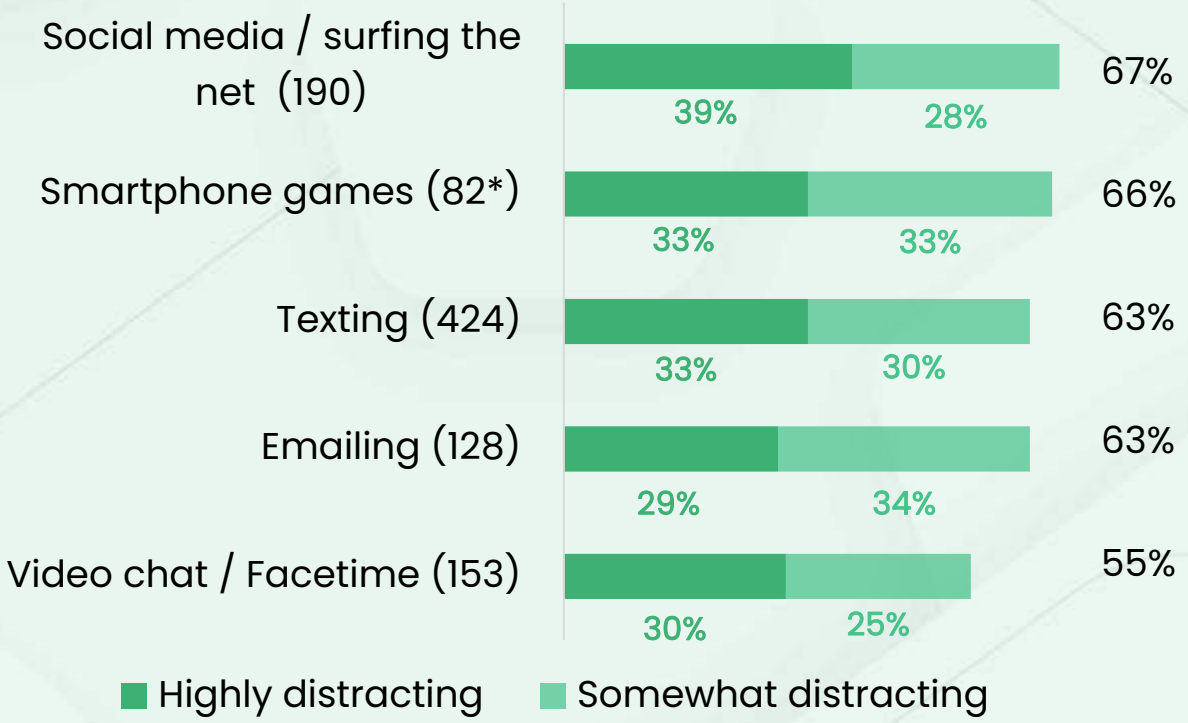
Distracted Driving Behaviors

The most **common** distracted driving behavior is drinking followed by adjusting audio / vehicle controls. However, behaviors involving smartphones are considered the most distracting.

MOST COMMON BEHAVIORS

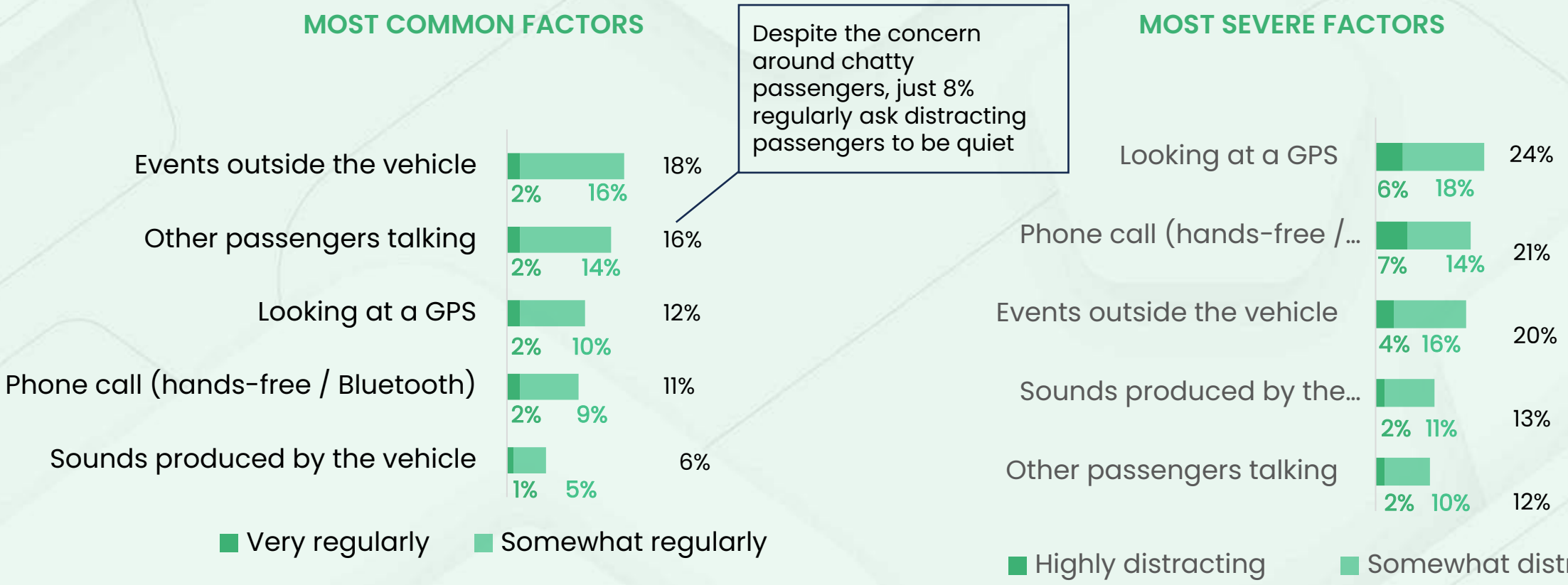


MOST SEVERE BEHAVIORS



Distracted Driving : Peripheral Factors

Distractions caused by something or someone other than the driver are less of a concern, but still hazardous.



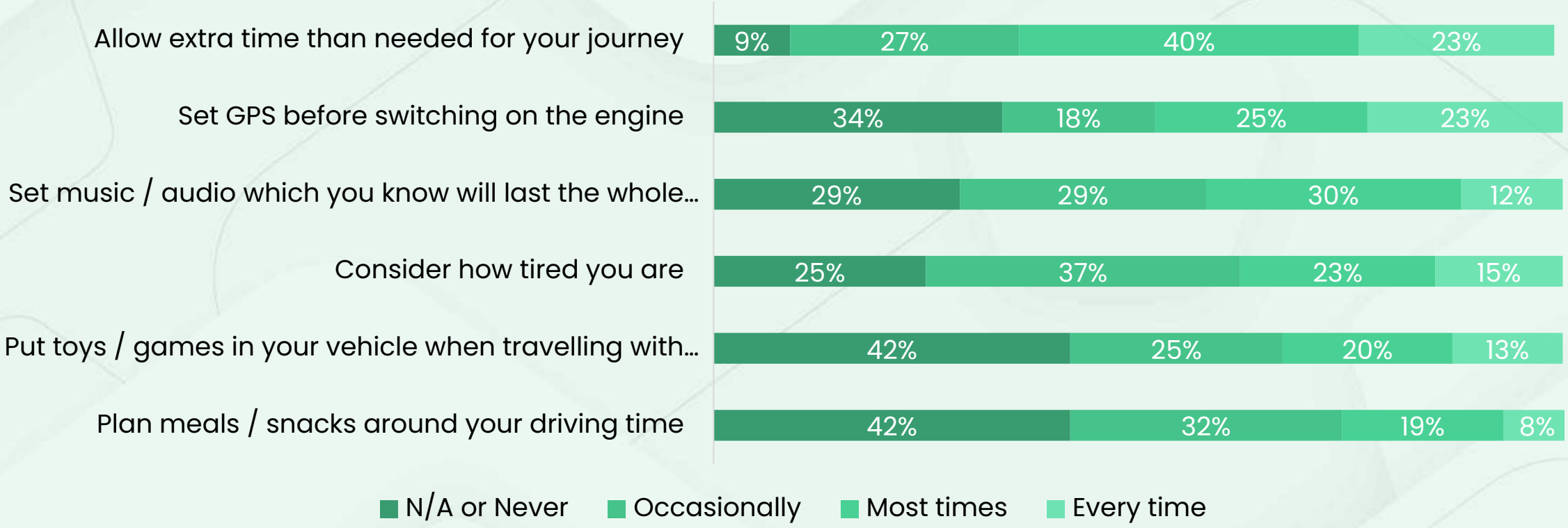
Who are the Safest Drivers?

Commercial truck drivers received the lowest marks for safe driving from standard drivers. However, studies from transportation agencies prove that they are usually not at fault when accidents occur.

- Less than half (**42%**) consider **commercial drivers who transport goods** to be safe drivers, with 1/5 considering them unsafe.
- However, studies by various transportation agencies have found that **car drivers – not truck drivers – are at fault in 81% of crashes** involving trucks and cars.
- **Commercial drivers who transport passengers** are considered the safest overall (**48%**).
- Drivers of **sports cars (47%)** are most likely to be considered unsafe, compared with only **21%** of **RV/campervan** drivers.

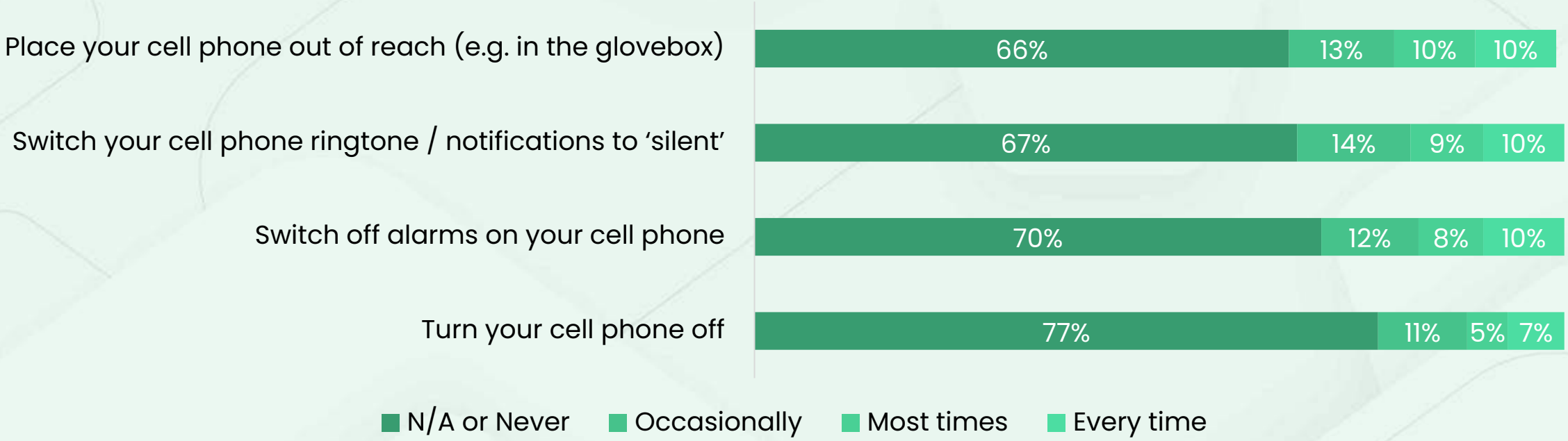
How do we Prepare for Safer Driving?

Six in 10 drivers regularly allot extra time than needed, and over half set their GPS before leaving.



Less Common Steps Taken Prior to Driving

Preparatory steps to reduce distractions related to devices are much less common.



What Else Can be Done to Improve Safety?

Smart technology is emerging to assist in safe driving for both standard and commercial vehicles. Both types of drivers were closely aligned on their perception of smart technology.

Just over half of ALL drivers feel that smart tech has had a positive impact on safety. This is driven by a belief that **smart technologies help drivers make judgments (25%)**.

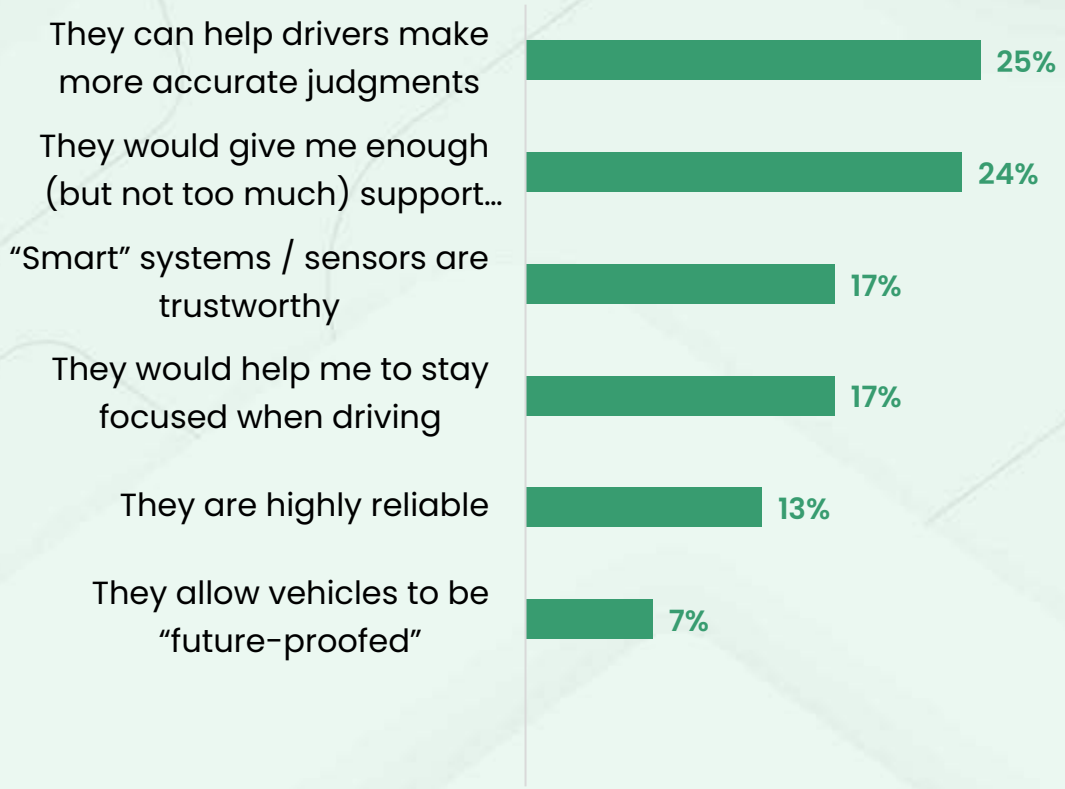
However, 1 in 5 people are **concerned that drivers can become over-reliant** on using tech to make judgments for them, and that new **smart technologies themselves can be distracting**.

51%
Smart technology:
positive impact on safety

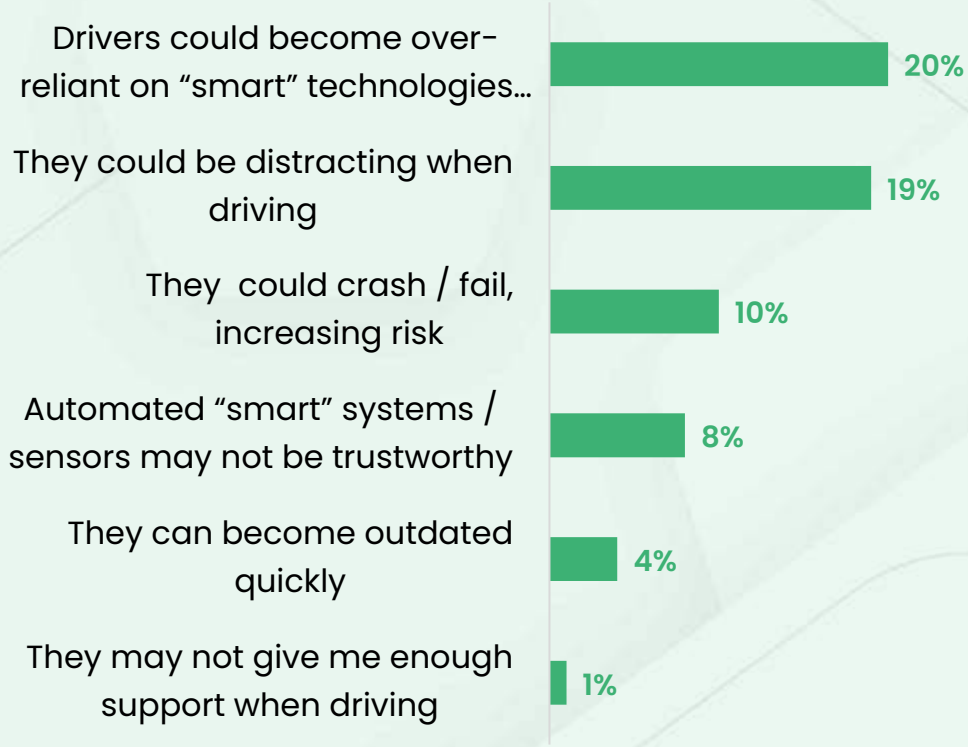
19%
Smart technology:
can be distracting

Perception of Smart Technology: Good or Bad?

Reasons Smart Tech is Perceived as Safer

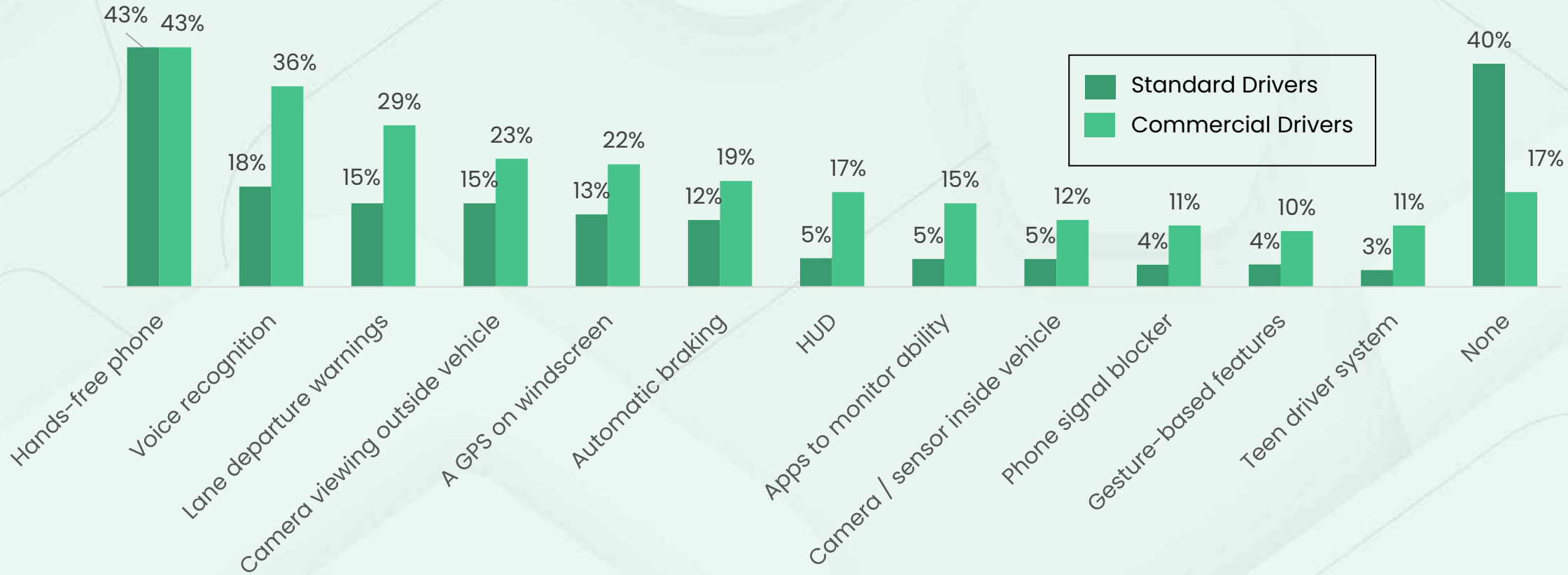


Reasons Smart Tech is Perceived as Less Safe



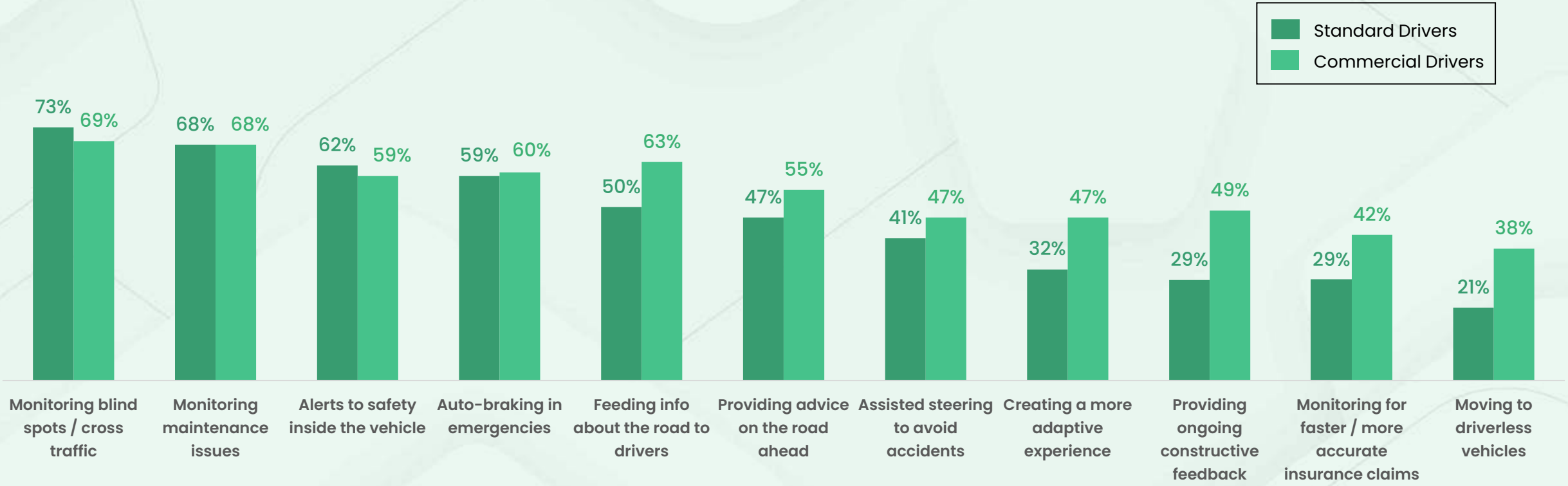
What Smart Tech are Drivers Using?

Commercial drivers use smart tech in their vehicles more often than standard drivers. While hands-free and voice recognition for phones are somewhat popular, all other tech has less than 30% adoption currently.



AI-Based Tech To Affect Safety

Tools to help with blind spots, maintenance, safety alerts and information about the road ahead are the most appealing smart technologies based on Artificial Intelligence.



AI-Based Feedback to Affect Safer Behavior

AI which can provide ongoing, constructive feedback appeals nearly a third of drivers. AI-based feedback is more appealing than peer feedback.

AI feedback is considered particularly useful for **new drivers (18%)** and a potential way to **eliminate risk (16%).**

29%
Constructive AI-based feedback is appealing

However, the key barriers are **discomfort around being monitored (20%)** and concerns around **accuracy (16%).**

20%
Discomfort around being monitored

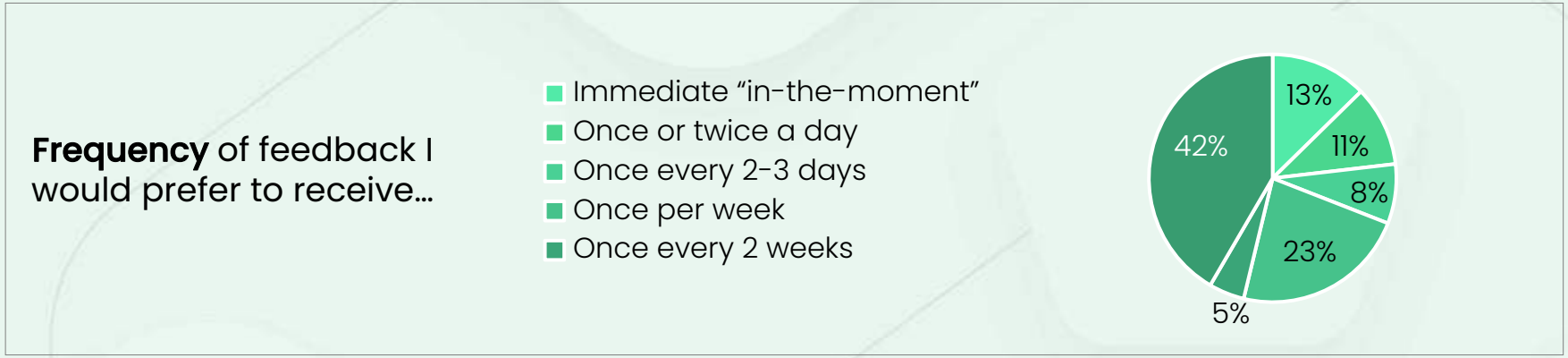
Just a quarter of drivers like the idea of peer feedback, such as “how’s my driving” stickers for all vehicles, while 49% find it unappealing.

Twenty-nine percent find **AI feedback appealing.**

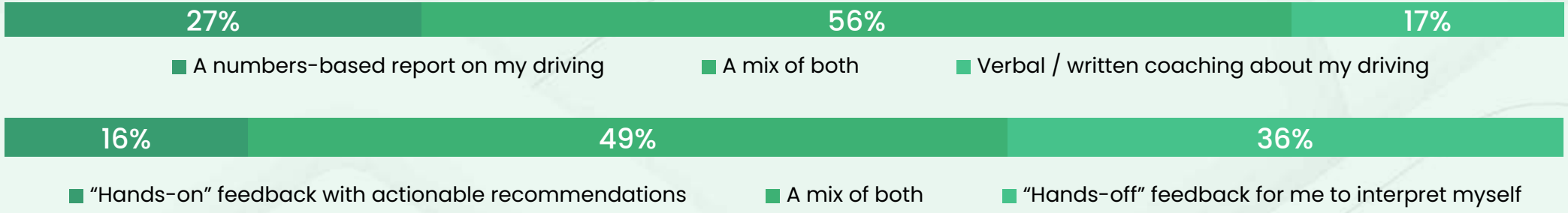
Preferences for AI-Based Feedback

Feedback once per week is the most popular cadence, with email as the preferred method by far. Where "in-the-moment" feedback is desired, drivers want a mix of areas to improve and positive reinforcement.

Frequency of feedback I would prefer to receive...



Type of feedback I would prefer to receive...



Summary

We all want safer roads. Especially due to the ubiquity of cell phones, the concern about distracted driving is growing. Our perceptions of ourselves, other drivers, and unfamiliar technology can create hurdles to progress. As safety tools gain broader acceptance, we have the opportunity to make significant progress in decreasing distractions and improving safety on the roads.

KEY QUESTIONS

How can we best **mitigate risk through automation?**

How can we help drivers become **more aware of their own driving risk factors?**

- Finding the right **combination of driver safety tools** will be key
- **Automatic** features and **coaching** are viable tools
- **AI technology is promising**, but there are perception hurdles
- Safety tools will continue to evolve, and are likely to become more accepted as they become more mainstream

THANK YOU