

Data For Distracted Driving Initiative with Sources

General Distracted Driving Data

“Studies have shown the overall crash risk increases 3.6 times over model driving when a driver interacts with a handheld device.” National Traffic Law Center. (2017). **Investigation and prosecution of distracted driving cases** (Report No. DOT HS 812 407). Washington, DC: National Highway Traffic Safety Administration.

<https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812407-distracteddrivingreport.pdf>

In 2015, there were 3,477 people killed and 391,000 injured in motor vehicle crashes involving distracted drivers. National Highway Traffic Safety Administration (2017).

<https://www.nhtsa.gov/risky-driving/distracted-driving>

On average, everyday in the U.S. 10 people die due to distracted driving. (M Gober calculation from data above).

In 2015, distracted drivers were involved in 16% of all motor vehicle crashes with injuries and 10% of all motor vehicle deaths. (M Gober calculation from data on CDC website:

https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html

“While distracted driving includes any activity that diverts a driver’s attention from the primary task of driving, the use of electronic devices while driving is particularly dangerous as they require visual, auditory and cognitive attention and often some form of manual attention as well. Unlike distractions such as eating, selecting pre-set radio stations, etc., electronic devices are more interactive and require greater time commitment and continual attention, response and manipulation to obtain a desired result.” Chase, C., **U.S. State and Federal Laws Targeting Distracted Driving**, Annals of Advances in Automotive Medicine, Vol 58, pg 84 (2014).

“Sending or receiving a text message causes the driver’s eyes to leave the road for an average of 4.6 seconds. When driving 55 mph, this is the equivalent of driving the entire length of a football field blind.” Chase, C., **U.S. State and Federal Laws Targeting Distracted Driving**, Annals of Advances in Automotive Medicine, Vol 58, pg 85 (2014).

A study of newly licensed adolescent drivers showed that glances to a hand held phone of two seconds or more was associated with a 5.5 fold increase in the risk of crash or near crash event. Delgado, M. et al. **Adolescent Cellphone Use While Driving: An Overview of the Literature and Promising Future Directions for Prevention**, Media Commun. 2016 June 16;4(3): 79-89.

In a 2015 nationally representative study funded by the NIH, 64% of the 1,243 high school students surveyed read or sent a text message while driving, at least once, within 30 days of the survey. Delgado, M. et al. **Adolescent Cellphone Use While Driving: An Overview of the Literature and Promising Future Directions for Prevention**, Media Commun. 2016 June 16;4(3): 79-89.

The 2015 CDC national Youth Risk Behavior Surveillance Report (of 37 states and from 15,000 high school students) indicates that nationwide, 42% of students who had driven a vehicle within the past 30 days of the survey, texted or e-mailed while driving.

<https://www.cdc.gov/features/yrbs/index.html>

“Motor vehicle crashes are the number one killer of teens in the United States.” Chase, C., **U.S. State and Federal Laws Targeting Distracted Driving**, Annals of Advances in Automotive Medicine, Vol 58, pg 86 (2014). See also CDC website, “Motor vehicle fatality is the leading cause of death to teenagers, representing over one-third of all deaths.”
<https://www.cdc.gov/nchs/products/databriefs/db37.htm>

In the 2014 annual survey conducted by State Farm, of the 1,000 drivers surveyed aged 18-29, 41% reported reading social media websites while driving, 30% reported posting to social media while driving, and 58% reported texting while driving. Delgado, M. et al. **Adolescent Cellphone Use While Driving: An Overview of the Literature and Promising Future Directions for Prevention**, Media Commun. 2016 June 16;4(3): 79-89.

The February 2017 AAA Foundation annual Traffic Safety Culture Index found that 40.2% of U.S. drivers read a text message or e-mail, and 31.4% sent a text message or e-mail, while driving in the last 30 days before the survey. But drivers 19-24 years of age outpaced other drivers at 66.1% and 59.3% respectively for reading and sending communications. The survey data are from a sample of 2,511 licensed drivers ages 16 and older. <http://newsroom.aaa.com/2017/02/young-millennials-top-list-worst-behaved-drivers/>

“The percentage of drivers talking on hand-held phones was measured before and after bans took effect in Connecticut, the District of Columbia, and New York. Driver hand-held phone use was estimated to be 24-76% lower up to 7 years after the bans were implemented than would have been expected without the bans.” McCartt, et al. **Driver Cellphone and Testing Bans in the United States: Evidence of Effectiveness**, Annals of Advances in Automotive Medicine, Vol 58, p 99, 101 (2014).

A study “used state-level annual fatal crash data during 2000-09 to study the effects on crash fatalities of all-driver hand-held cell phone bans, all-driver texting bans, bans that prohibit drivers younger than 20 from using cellphones, and bans that restrict intermediate license holders from using cell phones. No significant effects on the number of fatalities were found for texting bans.” McCartt, et al. **Driver Cellphone and Testing Bans in the United States: Evidence of Effectiveness**, Annals of Advances in Automotive Medicine, Vol 58, p 99, 106 (2014).

A 2010 study looking at four states that had banned texting while driving found that those states actually had an increase in the frequency of collision claims. The authors theorized that the “increase may have stemmed from the unintended consequence of drivers lowering their phones from view to avoid citations and fines and, in doing so, taking their eyes off the road more than they did before the implementation of the bans.” Delgado, M. et al. **Adolescent Cellphone Use While Driving: An Overview of the Literature and Promising Future Directions for Prevention**, Media Commun. 2016 June 16;4(3): 79-89.

In 2011, in a national phone survey conducted by NHTSA, 71% of those surveyed supported a prohibition against the use of hand-held cell phones while driving. Chase, C., **U.S. State and Federal Laws Targeting Distracted Driving**, Annals of Advances in Automotive Medicine, Vol 58, pg 89 (2014).

Side Note: It appears that GA may have passed its texting ban and teen restrictions law in order to get specified federal grant money for doing so. Chase, C., **U.S. State and Federal Laws Targeting Distracted Driving**, Annals of Advances in Automotive Medicine, Vol 58, pg 89 (2014).

Georgia Distracted Driving Data

“Distracted driving in Georgia is suspected to be greatly underreported in fatal and serious injury collisions, as information pointing to distraction is gathered through self-reporting, witness testimony and evidence indicating distraction.”

Georgia Distracted Driving Fatal Crash Data

Year	Total Drivers Involved in Fatal Crashes	Number of Drivers Distracted	% of Drivers Distracted
2010*	1,686	175	10.4%
2011	1,689	61	3.6%
2012	1,676	45	2.7%
2013	1,621	50	3.1%
2014	1,622	51	3.1%
2015	2,041	72	3.5%

*Texting while driving was banned in GA on July 1, 2010.

<http://www.gahighwaysafety.org/research/distracted-driving/>

Even though distracted drivers who cause fatal crashes are underreported, of those who were reported, from 2012 to 2015, Georgia has seen a 60% increase in the number of such distracted drivers. (M Gober calculation from data above)

“Thirty-seven percent of drivers in a Georgia survey admit texting while they drive.”

<http://www2.gahighwaysafety.org/gohsstore/shop/item.aspx?itemid=77> This appears to be a **2008 survey** form AutoVantage motor club per 2008 Henry Herald opinion article by Bob Dallas.
http://www.henryherald.com/news/distractions-involved-in-percent-of-auto-crashes---bob/article_71577d5a-07b9-5903-9829-90dda0e84c40.html

Georgia Traffic Fatalities Data

Georgia’s traffic fatalities rate is already back above where it was before the 2010 law that bans texting while driving. In 2009, Georgia’s fatalities rate was 1.18 (per 100 million vehicle miles traveled) with 1,292 total deaths. In 2015, the fatalities rate was 1.21 with 1,430 total deaths. <http://www.gahighwaysafety.org/research/ga-crashes/injuries/fatalities/>

In 2014, Georgia had 1,170 traffic fatalities.

<http://www.dot.ga.gov/DS/SafetyOperation/DAAA>

In 2016 Georgia had 1,561 traffic fatalities.

<http://www.dot.ga.gov/DS/SafetyOperation/DAAA>

From 2014 to 2016, Georgia had a 33% increase in its traffic fatalities. (M Gober calculation from data above)

60% of roadway fatalities in Georgia involve drivers failing to maintain their lanes.

<http://www.dot.ga.gov/DS/SafetyOperation/DAAA>

For our rural legislators: The rural traffic fatality rate is consistently double that of the urban traffic fatality rate. <http://www.gahighwaysafety.org/research/ga-crashes/injuries/fatalities/>

“The rate of traffic fatalities rose faster in Georgia than the nation as a whole.” (AJC 7/23/17 p. A12)

Serious traffic injuries have also risen dramatically. Serious traffic injury rates are calculated per one million vehicle miles traveled. In 2009, Georgia had a serious injury rate of 11.44 with 12,492 serious injuries. In 2015, Georgia’s rate was 16.46 with 19,405 serious injuries. <http://www.gahighwaysafety.org/research/ga-crashes/injuries/fatalities/> That is a 44% increase in the rate of serious traffic injuries and a 55% increase in the total number of serious injuries from 2009 to 2015. (M Gober calculation from the data)

“If we saw the number of people in Georgia dying from some other cause along the lines of what we’re seeing with automobile fatalities, we would have the CDC working on it full time.” Robert Hartwig, co-director of the Center for Risk and Uncertainty Management at MUSC and former president of the industry’s Insurance Information Institute. (AJC 7/23/17 p. A12)

See also this website for GA data: <http://www.dot.ga.gov/DS/SafetyOperation/DAAA>

Georgia Car Insurance Data

“On average, the frequency of collision claims in Georgia increased 6.9% in 2016—seventh highest nationally.” “The national average was 5.1%” (AJC 7/23/17, p. A12)

Nationally, in 2006 auto insurance companies had about a 12% profit margin; as of 2015 their profit margin is closer to 4%. (AJC 7/23/17, p. A12)

Over the past five years, State Farm “paid out over \$1 billion more in auto claims and expenses in Georgia than it took in.” (AC 7/23/17, p. A12)

Since at least 2012, Georgia’s average rate increase for auto insurance premiums (of the larger carriers) has exceeded the national average. In 2016, the national average rate increase was 5.6%. In 2016 in Georgia, the average rate increase was 12.2%, which was the highest in the entire nation. (AJC 7/23/17, p A12)

Traffic Light Data

Distracted drivers at intersection traffic lights slow everyone’s commute by not timely hitting the road sensors, thus shortening the green signal for the vehicles behind them. <http://kxan.com/2016/07/13/distracted-driving-adding-to-austin-traffic-light-delays/>

Compiled by M. Gober Last edited August 6, 2017.