Distracted Driving on the Capital Beltway 2011 Report

ORANGE CONES
NO PHONES

2011 Report
Distracted Driving on the Capital Beltway

transurban	
FLUOR	
AAA Mid-Atlantic
Distracted Driving on the Capital Beltway

Drivers are increasingly aware of distracted driving dangers and are curbing dangerous phone behaviors.

Now in its third year, the Distracted Driving on the Capital Beltway Report tracks drivers’ cell phone use while traveling on I-495/Capital Beltway in Virginia – the third most congested highway in the United States and location of the country’s current largest highway construction project.

Transurban-Fluor and AAA Mid-Atlantic surveyed approximately 1,000 Beltway drivers to examine distracted driving tendencies and how, if at all, drivers change their behavior in the 14-mile I-495/ Capital Beltway HOT Lanes construction zone.

The 2011 report reveals that distracted driving awareness programs have had a positive effect on drivers’ distracted driving habits, with the number of people who talk on hand-held cell phones while driving decreasing 33 percent in just one year.
Key Driver Distraction Behaviors Decreasing

- The greatest decrease is in the number of people talking on hand-held cell phones while behind the wheel.

The number of people talking on hand-held cell phones decreased by one-third in just one year.
Drivers Get the Message

- Beltway drivers are aware of the dangers of distracted driving

64% of Beltway drivers report they have changed their use of cell phones in construction zones by either not texting or not talking on the phone.

46% of Northern Virginia drivers and 60% of Fairfax County drivers are aware of or have heard of "Orange Cones. No Phones."
Distracted Driving Declining

► When asked about overall cell phone use, Beltway drivers report decreased use of all four methods in the past year.

<table>
<thead>
<tr>
<th>Methods of Use</th>
<th>September 2009</th>
<th>September 2010</th>
<th>October 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk on a hands-free cell phone</td>
<td>30%</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Talk on a hand-held cell phone</td>
<td>30%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>Read texts</td>
<td>15%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Write texts</td>
<td>9%</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Frequency of Use Decreasing

- Not only are distracting behaviors decreasing, but the frequency of cell phone use behind the wheel is decreasing as well.

Percent of drivers using their phones at least occasionally:

- 2010: 81%
- 2011: 66%

2010: Dark blue bar
2011: Light green bar
The number of drivers responding to a work-related issue from the road decreased slightly from 50% in 2010 to 48% in 2011.

48% of respondents using their cell phone while driving are at least occasionally responding to work issues.

And, only 18% of respondents said they responded because their employer expected an immediate response compared to 57% in 2010.

31% of distracted drivers are not aware of their employer’s distracted driving policy down from 51% in 2010.
More Work to Do

► While cell phone use while driving is declining, there is still more work to do

49% of drivers surveyed had texted or taken a call from the road within the past week
Methodology


Sample Demographics

The sample was created using an outbound balanced design accurately reflecting all adults in the greater Washington, D.C.-area based on U.S. Census figures.
Thank You

For More Information:
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