



# ORANGE CONES NO PHONES

## 2011 Report Distracted Driving on the Capital Beltway



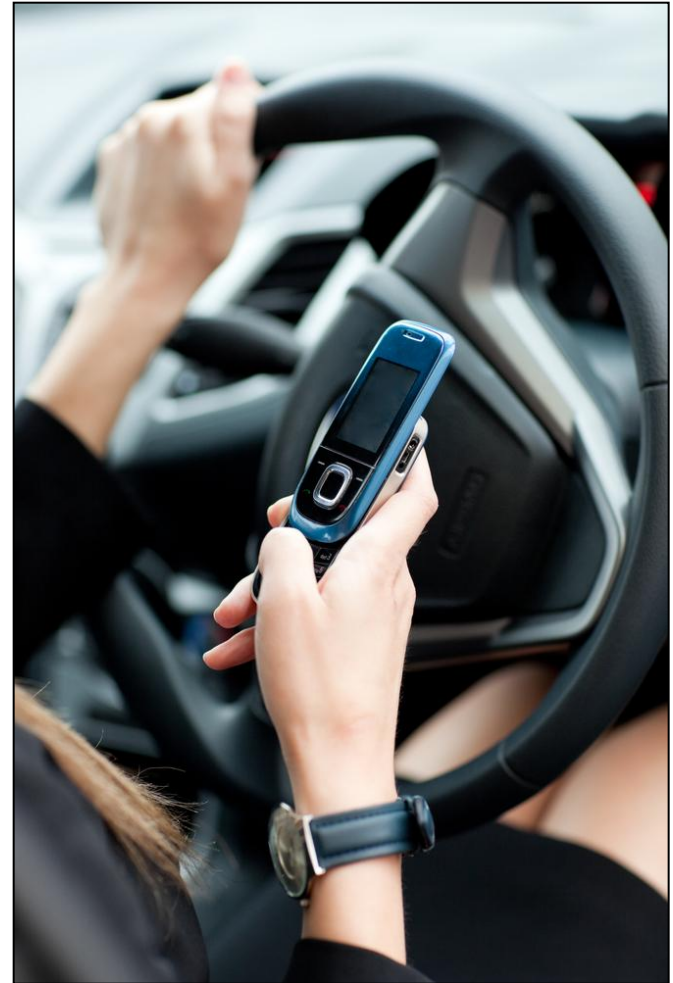
# Distracted Driving on the Capital Beltway

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.

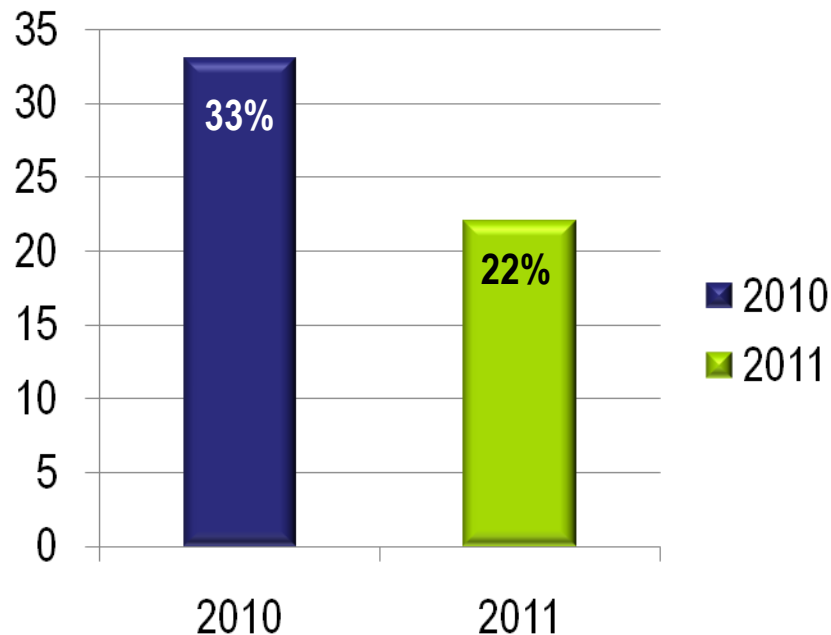
The 2011 report reveals that distracted driving awareness programs have had a positive effect on drivers' distracted driving habits, with the number of people who talk on hand-held cell phones while driving decreasing 33 percent in just one year.



# Key Driver Distraction Behaviors Decreasing

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

Percent talking on hand-held phones while driving



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

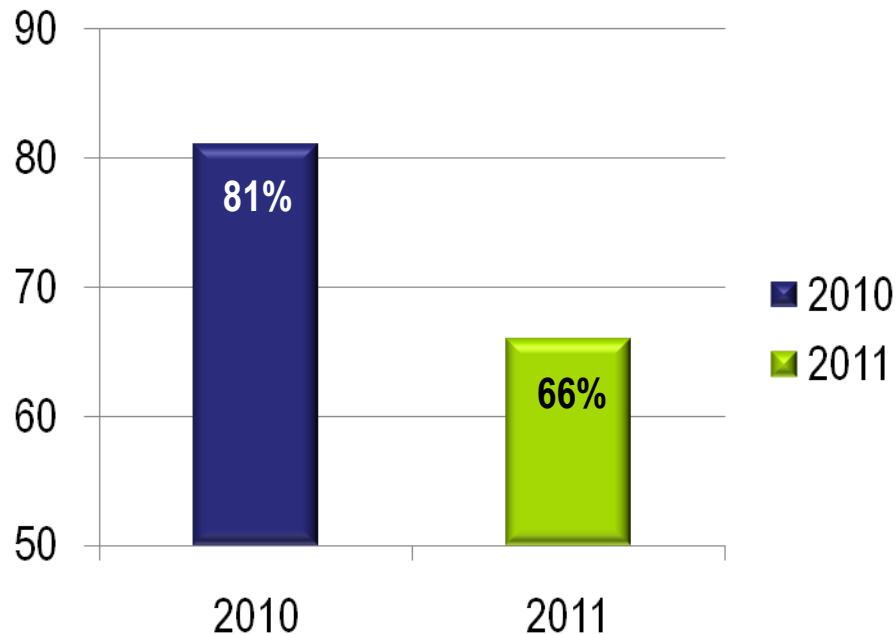
- ▶ When asked about overall cell phone use, Beltway drivers report decreased use of all four methods in the past year

Methods of Use	September 2009	September 2010	October 2011
Talk on a hands-free cell phone	30%	30%	<b>28%</b>
Talk on a hand-held cell phone	30%	33%	<b>22%</b>
Read texts	15%	22%	<b>15%</b>
Write texts	9%	13%	<b>9%</b>

# 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*



# Employees Focusing on the Road

- ▶ 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

## Methodology

Online survey – executed October 24-28, 2011 – of 997 greater Washington, D.C.-area residents who indicated they drive on the Virginia side of the Capital Beltway with some frequency each month.

## 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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