



ORANGE CONES
NO PHONES

2010 Report

Distracted Driving on the Capital Beltway

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Distracted Driving on the Capital Beltway

Distracted driving is a national epidemic.

Now in its second 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 more than 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 2010 report reveals that cell phone use is on the rise despite widespread awareness and ramped up construction activity – more than half of Beltway drivers were distracted on the road. The study also reveals how work pressures often drive distraction and how some area employers are stepping up to make a change.



Reduction Efforts in Place

- ▶ Serious efforts are underway to reduce distracted driving at the local, state and national levels

Local: In 2009, Transurban-Fluor, AAA Mid-Atlantic and partners launched the Orange Cones. No Phones. campaign reaching more than 10 million people with distracted driving research, media coverage, a high school assembly program, advertising and on-road signage throughout the Capital Beltway HOT Lanes construction corridor. Orange Cones. No Phones. continues in 2010 with the Employer Safety Pledge and High School Safety Challenge.

Statewide: Virginia is one of 23 states in the nation that has distracted driving materials targeting teen drivers and/or their parents and one of only 11 states that require distracted driving as part of driver's education. Virginia also has laws against texting while driving for all drivers and bans cell phone use for drivers under 18 years of age and school bus drivers.

Nationally: U.S. Secretary of Transportation Ray LaHood is focused on ending distracted driving. LaHood recently held the second Distracted Driving Summit, launched distraction.gov – the official U.S. government Web site for distracted driving – and supports legislation and policies against distracted driving such as the 2009 Executive Order to reduce distracted driving among Federal employees.

Drivers Get the Message

- ▶ Beltway drivers are aware of the dangers of distracted driving



72% of Beltway drivers say they have seen stories in the news detailing the dangers of distracted driving

34% are aware of or have heard of the **ORANGE CONES. NO PHONES.** campaign

Construction Along Virginia's Beltway in Full Swing

- ▶ 14 miles of HOT Lanes construction along the Capital Beltway in Virginia, from Springfield Interchange to north of the Dulles Toll Road including building four new Beltway lanes and 58 bridges and overpasses
 - Overall, construction is more than 50 percent complete
 - More than 1,000 workers each day in the project corridor
 - More than 210,000 hours working “in the field” each month



Crews work to widen Westpark bridge and create the future HOT Lanes connection.

Still, Cell Phone Use is on the Rise

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

55%

of Beltway drivers currently use their cell phones while driving*

Methods of Use**	September 2009	September 2010
Talk on a hands-free cell phone	30%	30%
Talk on a hand-held cell phone	30%	33%
Read texts	15%	22%
Write texts	9%	13%



In one year, the number of Beltway drivers reading text messages while driving increased by 47%

*This statistic represents the percentage of drivers who said they do at least one of the following while driving: talk on a hands-free cell phone, talk on a hand-held cell phone or read or write text messages. Although in 2009 this statistic was 56%, the 1% decrease falls within the margin of error. As such, the two numbers are statistically equal.

**This table outlines increases in use of cell phones

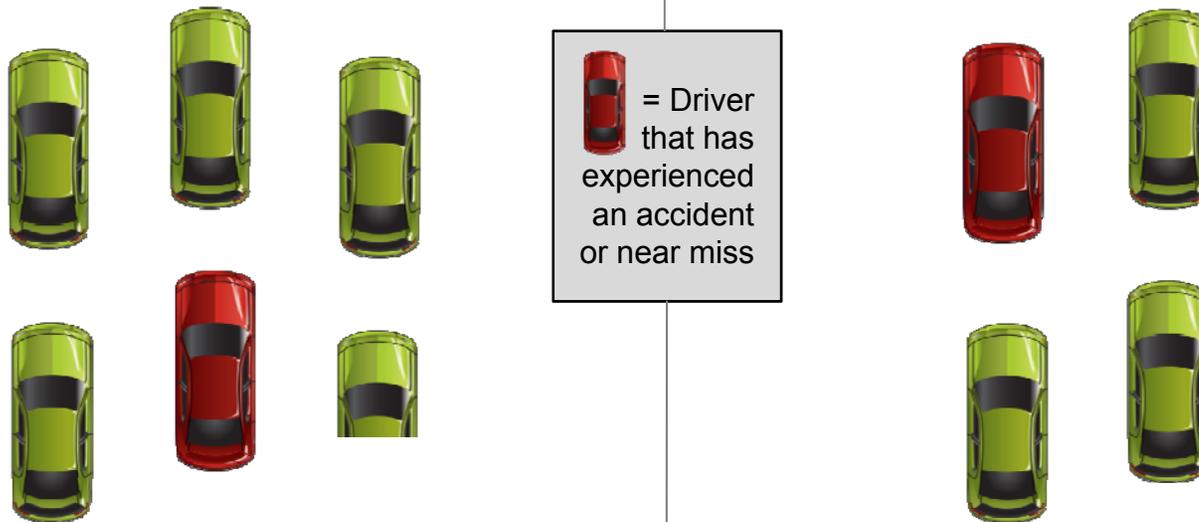
More Distractions, More Danger

- ▶ The number of Beltway drivers who have had an accident or near-miss as a result of distracted driving also has increased

The Capital Beltway Driving Experience

2009: 18% of drivers (or 1 in every 5.5 cars) have experienced an accident or near-miss due to distracted driving

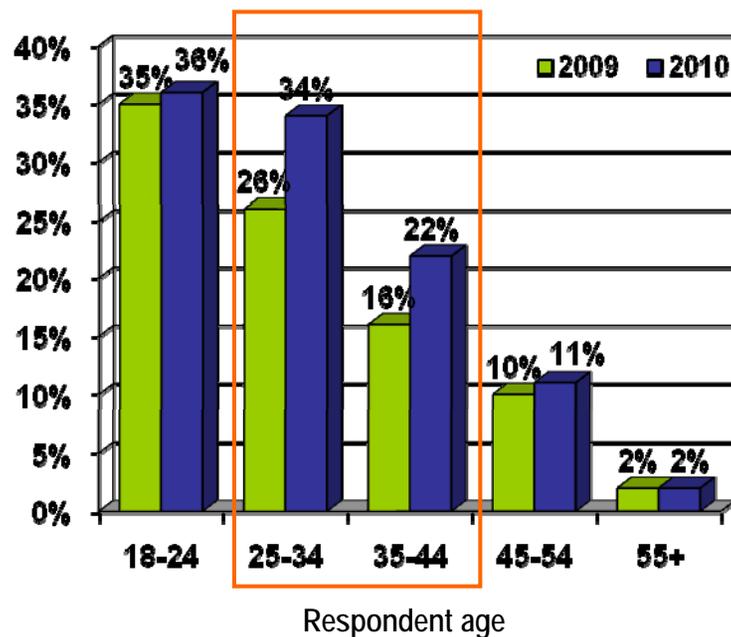
2010: 25% of drivers (or 1 in every 4 cars) have experienced an accident or near-miss due to distracted driving



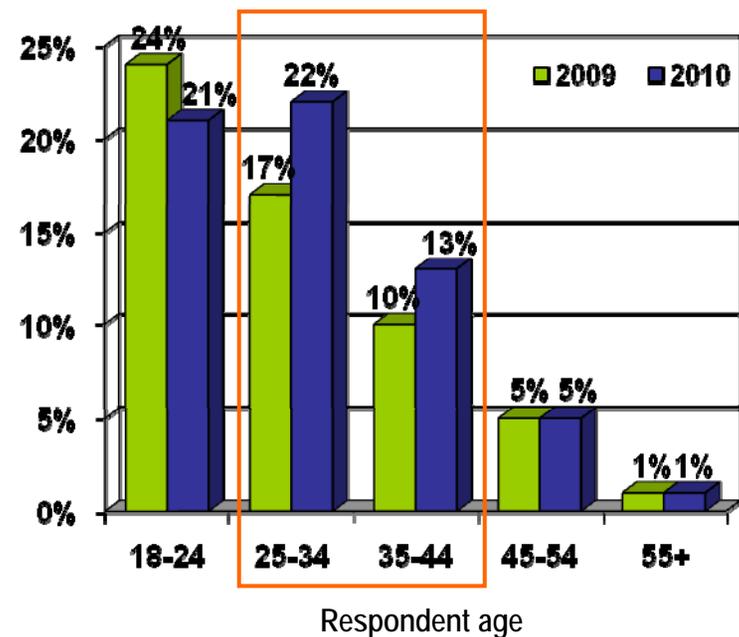
Texting Trends

- ▶ While Beltway drivers under 34 remain most likely to text, a growing number of drivers ages 25-44 text while driving

Percent who read texts while driving:



Percent who write texts while driving:

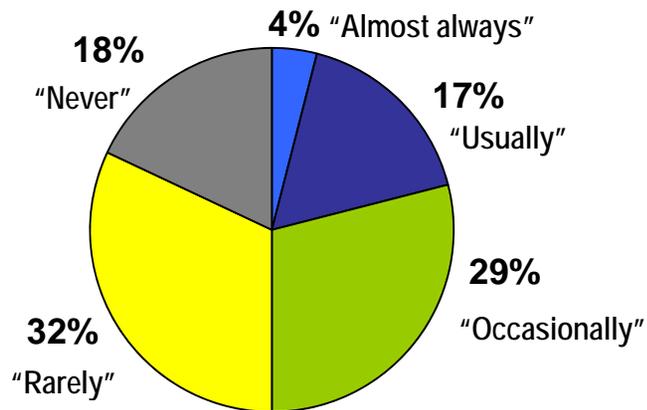


Employees Pose Significant Risk

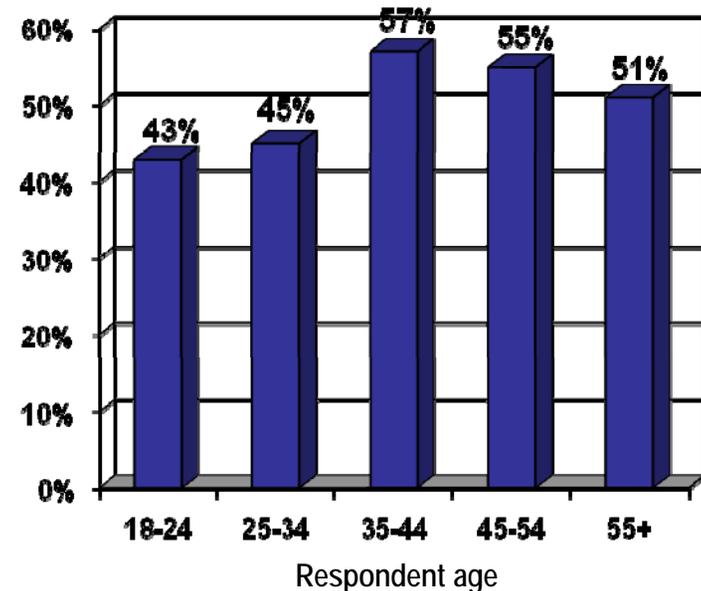
- ▶ Half of drivers* on the phone say they are responding to work-related issues from the road

50% of respondents using their cell phone while driving are at least occasionally responding to work issues

When using a cell phone while driving, how often are you responding to work related issues?



Drivers 35-54 are most likely to respond to the office at least occasionally while driving:

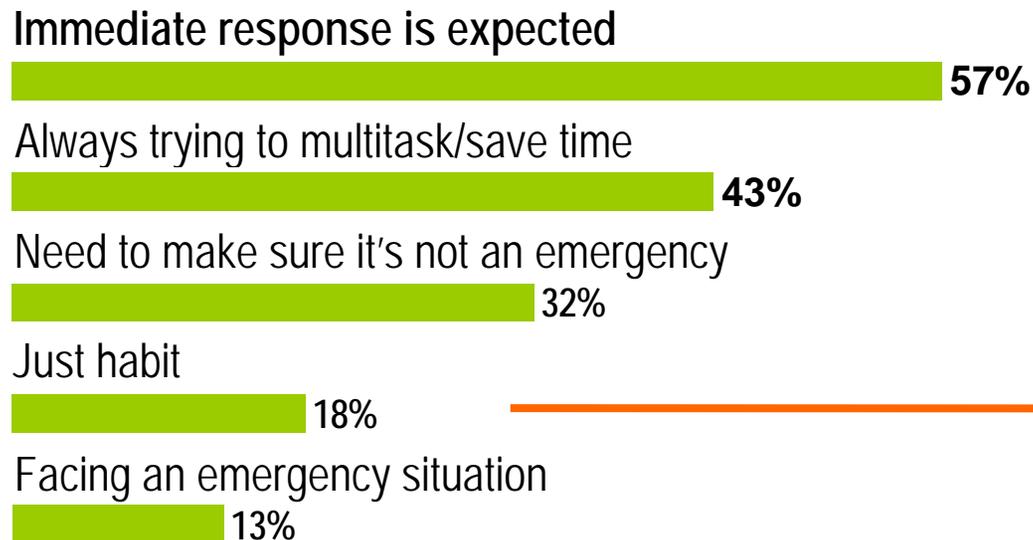


*Drivers who use their cell phone while driving "occasionally" or more

Work Pressures Drive Distraction

- ▶ 57% of drivers say they respond to work issues while driving because they feel they should provide an 'immediate response' to employers

Which, if any, of the following comes closest to describing why you respond to work-related issues while driving?

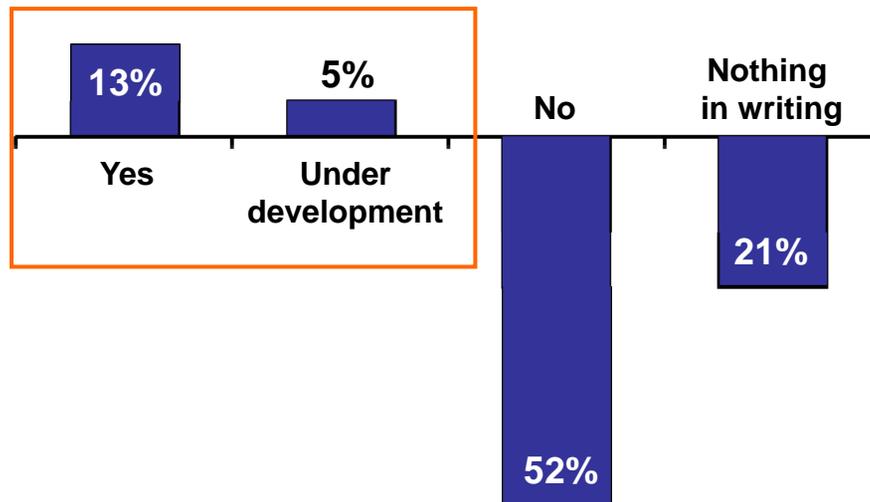


More younger drivers need to break the habit:
28%
of drivers ages 18-24 answer phone out of habit

Few Organizations Address Distracted Driving

- ▶ Just 18% of these drivers say their D.C.-area organization has addressed employees' use of cell phones while driving

*As far as you're aware, does your company, firm or place of employment have a formal policy regarding employees and their use of cell phones while driving?**



Methodology

Methodology

Online survey executed September 13-17, 2010, of 1,013 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

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