



Inattentive/Distracted Driving

- Fact Sheet
- Crash Trees
- Possible Safety Strategy



Inattentive/Distracted Driving Fact Sheet

How Significant is the Issue?

On Iowa roadways, there were 477 severe injuries between 2007 and 2011 in which the crash involved an inattentive/distracted driver. This is an average of 95 severe injuries per year and involved nearly 5% of all severe injuries during the five year period.

What are the Contributing Factors?

Age Distribution

20% of severe injuries resulting from inattentive/distracted driving crashes were between the ages of 15 and 20.

Age Group	Percent	Age Group	Percent	Age Group	Percent
≤ 14	8%	25 - 34	15%	55 - 64	10%
15 - 20	20%	35 - 44	14%	≥65	13%
21 - 24	7%	45 - 54	12%	Unknown	1%

Vehicle Configuration

84% of severe injuries were motorists in a passenger vehicle.

Vehicle Type	Percent
Passenger vehicle	84%
Heavy Vehicle	13%
Motorcycle/Moped	3%

County

The top four counties represent nearly one fourth (23%) of inattentive/distracted driving severe injuries in Iowa.

Top Counties	Percent
Polk	11%
Black Hawk	4%
Scott	4%
Sioux	4%

Road and Area Type

Severe injuries from inattentive/distracted driving were primarily in rural areas (69%).

Jurisdiction	Rural	Urban	Total
State	43%	18%	61%
County	26%	1%	27%
City	-	12%	12%
Total	69%	31%	100%

Combining rural and urban roadways, severe injuries are mostly on the state jurisdictions (61%).

The most common facility type for severe injuries included two-lane roadways (state & city) and paved county roads.

Jurisdiction	Facility Type	Rural	Urban	Total
State	Freeway	25%	12%	37%
	Expressway	8%	2%	10%
	Multi-Lane	0%	8%	8%
	Two-Lane	38%	7%	45%
County	Paved	77%	3%	80%
	Unpaved	14%	0%	14%
	Other	6%	0%	6%
City	Multi-Lane Undivided	-	20%	20%
	Two-Lane	-	71%	71%
	Other	-	9%	9%

Time

Most inattentive/distracted driving severe injuries occurred between noon - 3:59 PM (31%), but tended to be fairly evenly distributed by day-of-week.

Time of Day	Percent							Total
	M	Tu	W	Th	F	Sa	Su	
Midnight to 3:59 AM	2%	1%	1%	2%	2%	1%	2%	11%
4:00 AM to 7:59 AM	2%	1%	3%	1%	3%	4%	4%	18%
8:00 AM to 11:59 AM	3%	1%	3%	3%	3%	4%	1%	18%
Noon to 3:59 PM	5%	4%	5%	5%	6%	4%	2%	31%
4:00 PM to 7:59 PM	1%	2%	3%	3%	2%	2%	1%	14%
8:00 PM to Midnight	1%	1%	1%	1%	1%	2%	1%	8%
Total	14%	10%	16%	15%	17%	17%	11%	100%

Iowa's Strategic Highway Safety Plan

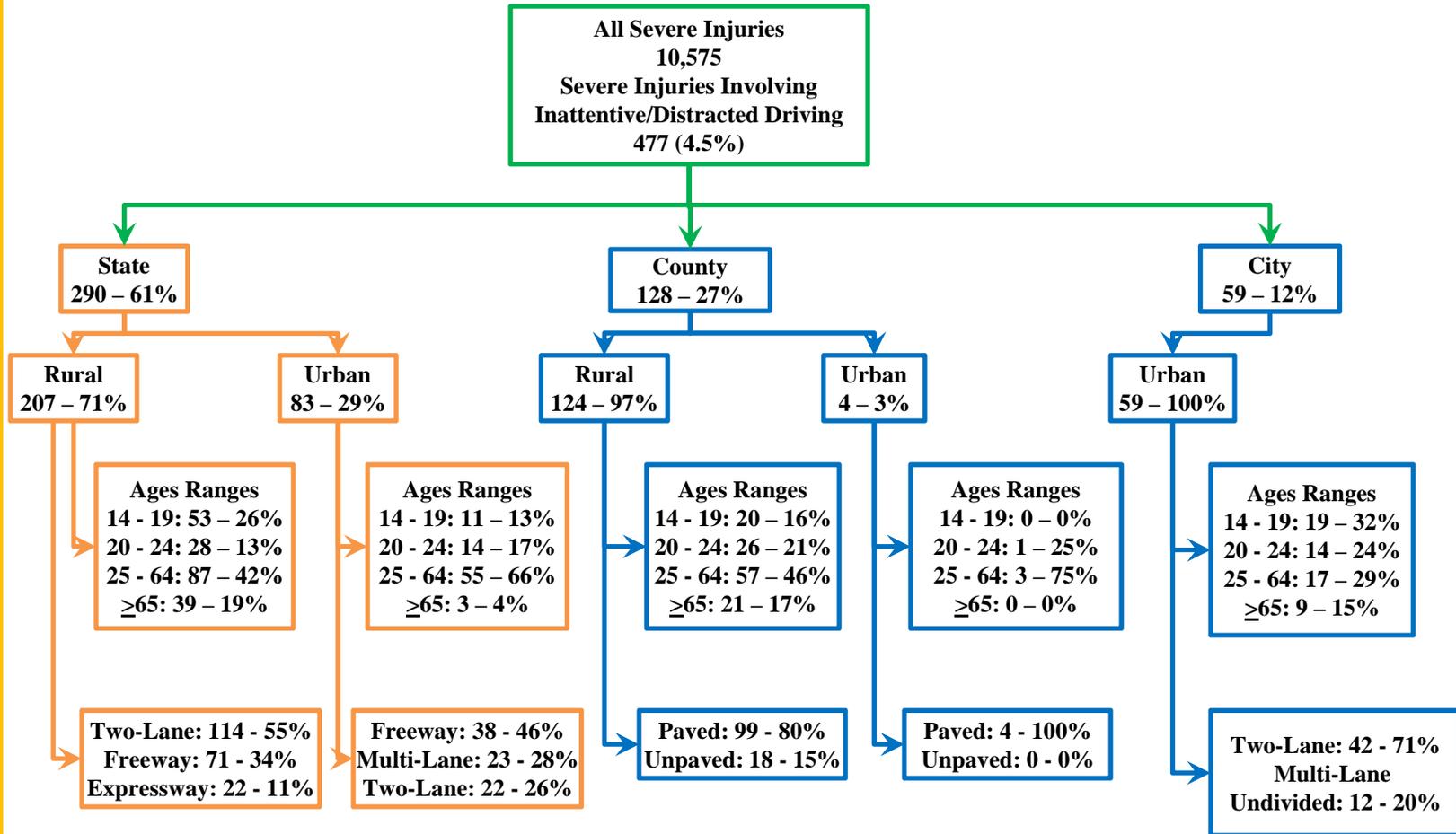
Join the plan to save more lives...

Inattentive/Distracted Driving Crash Tree – By System

Source: Iowa Crash Records System, 2007-2011
 -- Severe injuries include fatalities and major injuries

What the Crash Data Tells Us:

- Nearly 90% of inattentive severe injuries involved crashes on the State and County system with almost 2/3 on the State system.
- 70% of the inattentive severe injuries occurred on rural roads.
- In rural areas 2-lane paved roads are most at risk.



Iowa's Strategic Highway Safety Plan

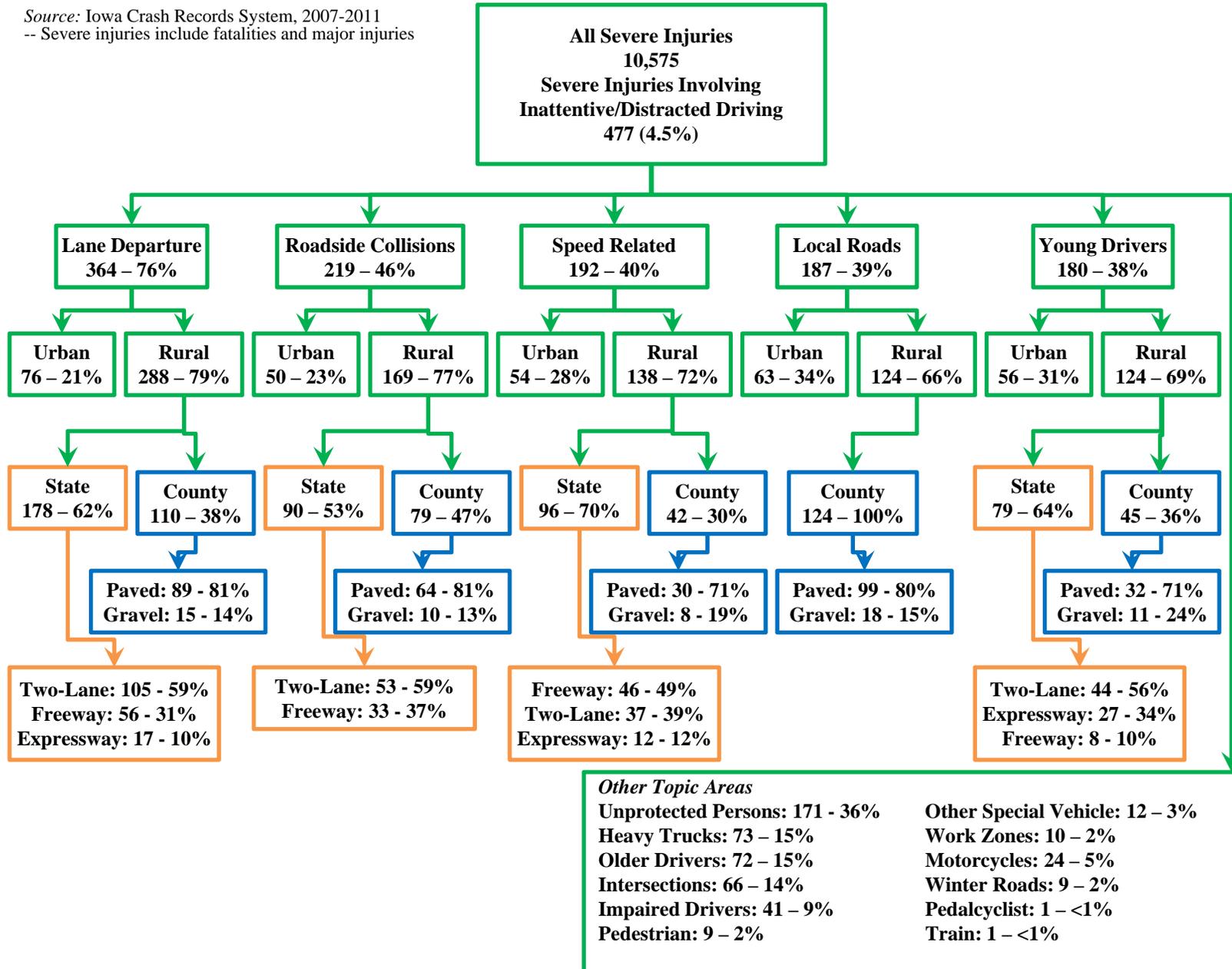
Join the plan to save more lives...

Inattentive/Distracted Driving Crash Tree – By Topic

Source: Iowa Crash Records System, 2007-2011
 -- Severe injuries include fatalities and major injuries

What the Crash Data Tells Us:

- The following areas are related to inattentive driver related severe injuries:
 - Over 3/4 involved lane departure and roadside collisions.
 - Nearly 40% involved speeding, City or County roads, and/or younger drivers.
- Of the areas noted above, a minimum of 2/3 of the related severe injuries occurred on rural roads. Both State and County rural roads are at risk.
- Of the areas noted above, over 70% of the inattentive severe injuries on the County system were on paved roads. 2-lane roadways are most at risk on the State system.



Iowa's Strategic Highway Safety Plan

Join the plan to save more lives...



Inattentive/Distracted Driving – Possible Strategies

Objectives	Strategies	Relative Cost to Implement and Operate	Effectiveness	Typical Timeframe for Implementation
A - Increase driver awareness of distracted driving and associated risks	A1 - Conduct education and public awareness campaigns on the risks and consequences of distracted driving.	Moderate	Tried	Medium
B - Promote driver focus and perceived consequences through stronger policies, penalties and enforcement.	B1 - Incorporate information on distracted driving into education programs and materials for young drivers	Low	Tried	Short
	B3 - Implement policy prohibiting young drivers issued a restricted or intermediate license from driving with passengers.	Low	Proven	Medium
	B4 - Enhance text messaging while driving law from secondary to a primary offense.	Low	Tried (Proven)	Short
	B5 - Strengthen text messaging while driving law to prohibit all drivers from using any electronic communication device while driving (similar to drivers on a restricted license).	Low	Tried	Short
C - Enforce requirements through alternative sources	B6 - Conduct high-visibility enforcement of distracted driving laws to maximize compliance through public perceived risk of being stopped.	Moderate	Tried	Medium
	C1 - Implement employer sanction programs prohibiting the use of any electronic communication device while driving within work hours.	Low	Experimental	Medium

Source: NCHRP 500 Series & NHTSA's Countermeasures that Work (includes hybrid strategies from other listed countermeasures)

Notes: Short (<1 year); Medium (1-2 years); Long (>2 years)