

DISTRACTED DRIVING – PROMISING TRENDS *in King County, Washington*

REPORT CARD No. 3

NOVEMBER 2014



Distracted Driving Trends

Good News...

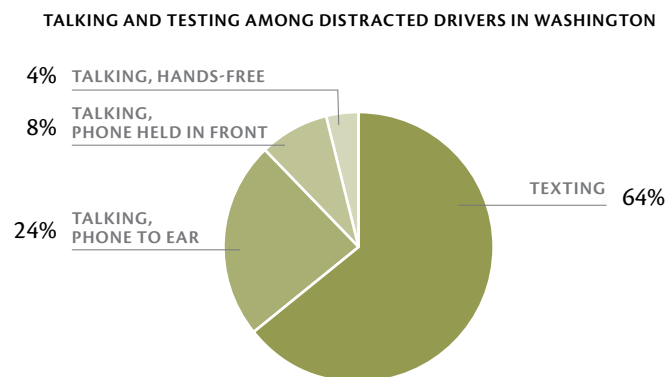
- More Washington drivers have put down their phones. Across the largest counties, distracted driving rates have fallen. In 2014, 8.2% of observed drivers were using a cell phone, down from 9.5% in 2013.
- More drivers are hands-free when talking on the phone. Drivers observed talking with a phone held to their ear fell from 3.6% to 1.9%.

Bad News...

- Drivers who ignored distracted driving laws were more likely to be texting or typing on their phones. In 2014, 5% of drivers were texting or typing, compared with 4.5% in 2013.

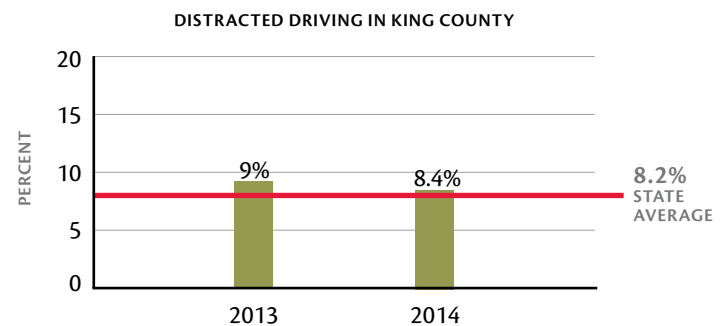
Update on Distracted Driving in Washington

- In 2013, researchers at the UW/Harborview conducted the first observations of driver texting and cell phone use in Washington. In an updated 2014 survey, researchers found:
- One out of twelve people were using a handheld cell phone to talk, text, or type while driving.
- Among distracted drivers, two out of three (64%) were texting or typing.



Update on Distracted Driving in King County

- In King County, rates of distracted driving have fallen from 9% in 2013 to 8.4% in 2014.
- In King County, nearly three out of five distracted drivers were texting or typing.



Did you Know?

- Strong laws, educating the public about distracted driving, and law enforcement make it safer for everyone on the road.
- Parents – your kids learn from you! When you put down your phone, you are modeling good choices and keeping them safe.
- Hands-free systems can also be risky for drivers. Keep hands-free calls to a minimum to get home safely.
- GPS systems can distract from driving. Plan your route before you drive, and use a voice-controlled system to keep your eyes on the road and hands on the wheel.

A Statewide Collaboration: Harborview Injury Prevention and Research Center, UW Medicine, Public Health-Seattle & King County, King County Prosecuting Attorney's Office. Funding from the Robert Wood Johnson Foundation

Resource: www.hiprc.org | Get DD Facts: www.distraction.gov | Questions or materials: stopdd@uw.edu