

IC23039

Organization Name: Washington Traffic Safety Commission (WTSC)

Challenge Name: Seattle/King County Distracted Driver Survey

In our analysis, we strive to learn which factors are most impactful to influence drivers' perception of what is acceptable phone usage and how these perceptions in turn affect their judgment. We were provided survey results from the years 2018 through 2022 with an absence from 2020 due to the COVID-19 pandemic. From the survey results, we broke down the findings into three categories: the average level of knowledge of the laws regarding cell phone use while driving, what mechanism most effectively deters drivers from cell phone use, and the participant's self-assessment on their perceptions of distracted driving and personal habits. The survey provides us data on what participants believe are legal or illegal when it comes to cell phone use while driving. Based on whether they answer correctly to what activities are legal or illegal, we can get an idea of their baseline knowledge. We can then analyze this, honing in on different demographics and seeing the trends of each. We summarized the mechanisms into technology, emotional appeal, technology, insurance, or tickets to find out which mechanism is most likely to prevent distracted driving. We then analyzed answers to their self-assessment to be able to target those most at risk. We will use our analysis to provide a solution for the most effective method of encouraging safer driving habits in the demographic that needs it most.