

Team IC23037

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King County is the highest populated county in Washington State and has a high rate of distracted drivers. Although the new E-DUI policy has provided guidance on driving laws, there is a disconnect between King County's citizens' perception of the law and what the law explicitly states. Therefore, the purpose of this analysis is to discover the perception of traffic laws among a variety of demographics (race, gender, and age) and recommend proper guidance based on the citizens who appear to have a lower understanding of the law. The three survey topics used provide a variety of scenarios to answer this question: talking on a handheld device while driving, typing into GPS while driving, and texting while stopped at an intersection. Intuitively, there are most likely differences in the perception of these topics in regards to age, however the purpose of this analysis is to determine a correlation between a variety of demographics. This would allow for a specific and direct recommendation to King County on how to go about influencing drivers to conduct themselves in a safe manner in an effective way. The goal of the analysis is to define an effective plan of how, where, and to whom to communicate an effective recommendation to the population that would lead to a higher rate of adherence to distracted driving laws in King County.