

Seattle/King County Distracted Driver Survey

TEAM: 23030

Shweta Salelkar

Sakshi Bheemeshwara Reddy Patil

Dhiraj Manoj Lahoti

Gunakshi Sharma



PROBLEM & BACKGROUND



PROBLEM

- Between 2017 and 2021, 596 people died from distracted driving in WA State.
- Main reasons for distracted driving: Use of cellphone (67.9 percent).

BACKGROUND

- Analyze aggregated data from the four years of King County survey about distracted driving behaviors and attitudes in order to develop communication strategy to drivers

ANALYSIS

- 01** Perception about laws (legal/illegal/not sure) across different age groups (for 2018, 2019, 2021, 2022)
- 02** Past actions (have they texted or called while driving in the past 30 days vs beliefs (their opinion on others texting or calling))
- 03** Driving factor behind them quitting activities that might cause distraction



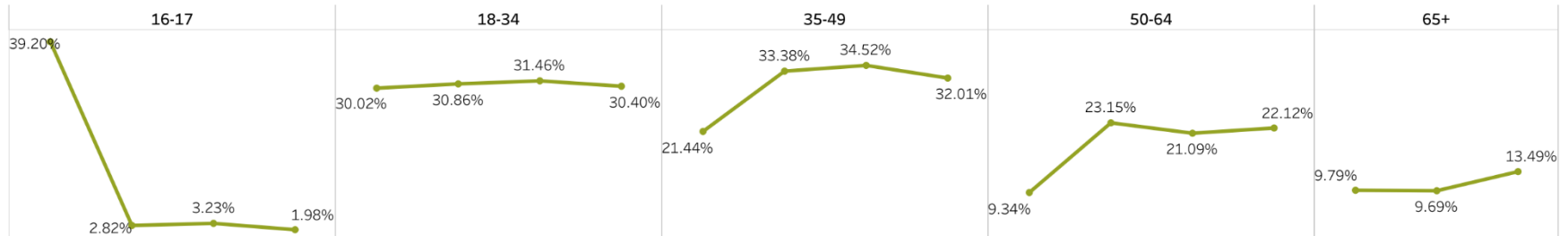
AWARENESS ON RULES

Awareness building among young & middle age groups: 18 - 50 yrs. needed

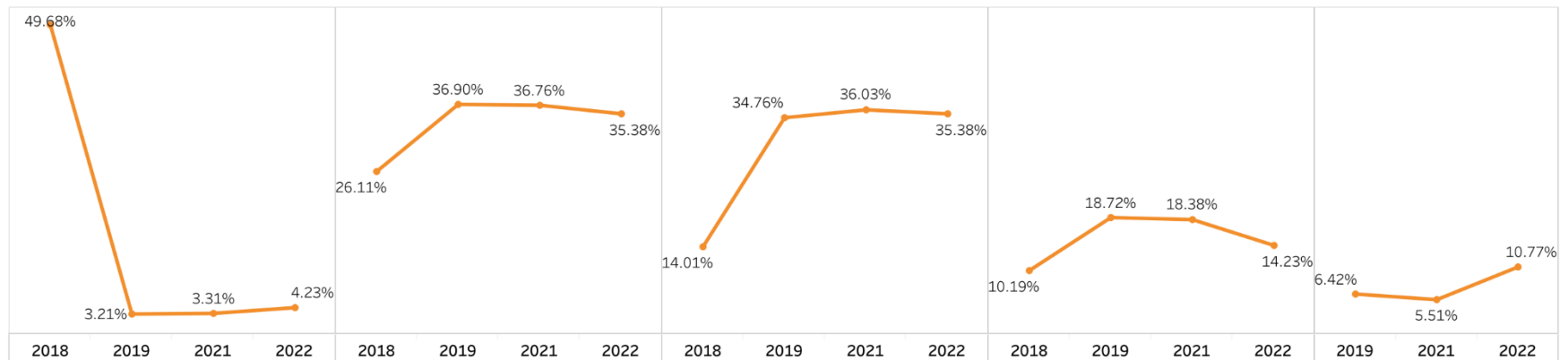
- Awareness of legality of driving rules lower in young and middle age groups
- Higher risk of perception of default being legal on Intersection: Marketing on intersection to build awareness

Opinion on Legality of Rules

While Driving



While on Intersection



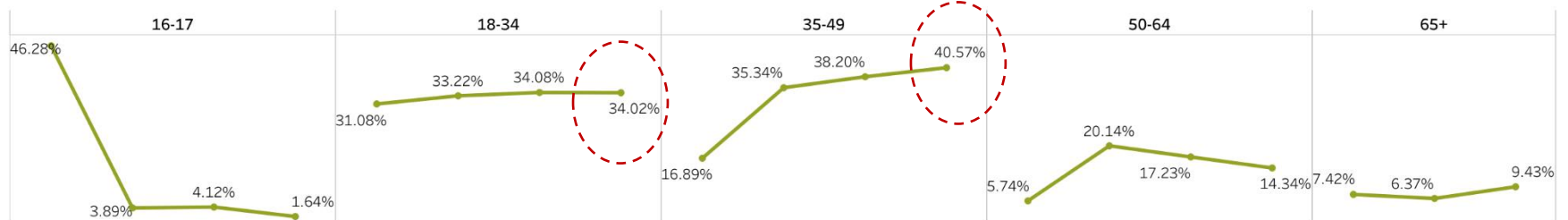
AWARENESS ON RULES

- Awareness building needed in higher age groups in Sub-urban & Rural
- Need to communicate rules among 18-49years, in Urban region

Urban

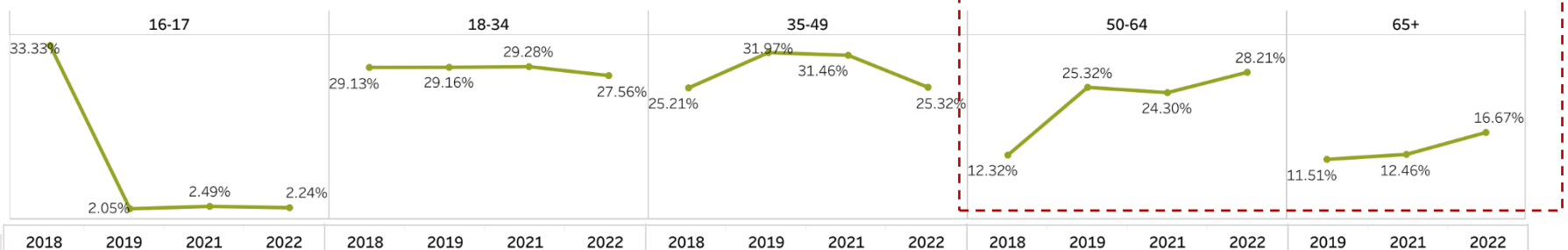
Opinion on Legality of Rules

While Driving



Sub-urban + Rural

While Driving

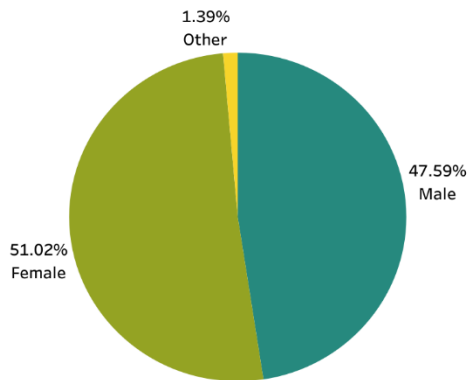


THREAT PERCEPTION: TALK ON CELL

Building awareness campaigns (against Cell usage while Driving) among

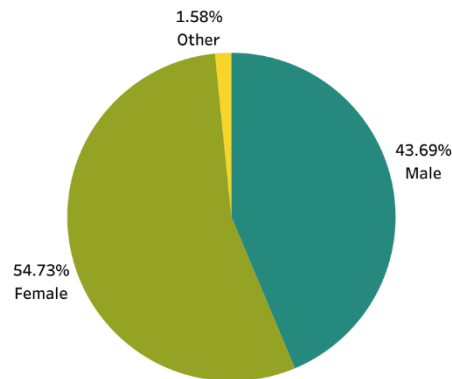
- Male population in Income groups (<80K) along with Sub-urban and Rural areas
- Female population in high Income groups (>120K, especially in Urban region)

Complete Sample



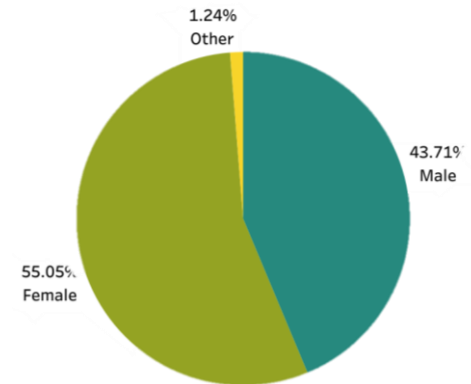
The threat w.r.t. other Drivers talk ing on cell is **equally** among Male & Female

Income: Less than 80K (\$)



In contrast to overall data, within in come groups <80K:
Threat perception is lower in **Males**

Sub-urban & Rural Areas



Similarly, within non-Urban areas
Threat perception is lower in **Males**

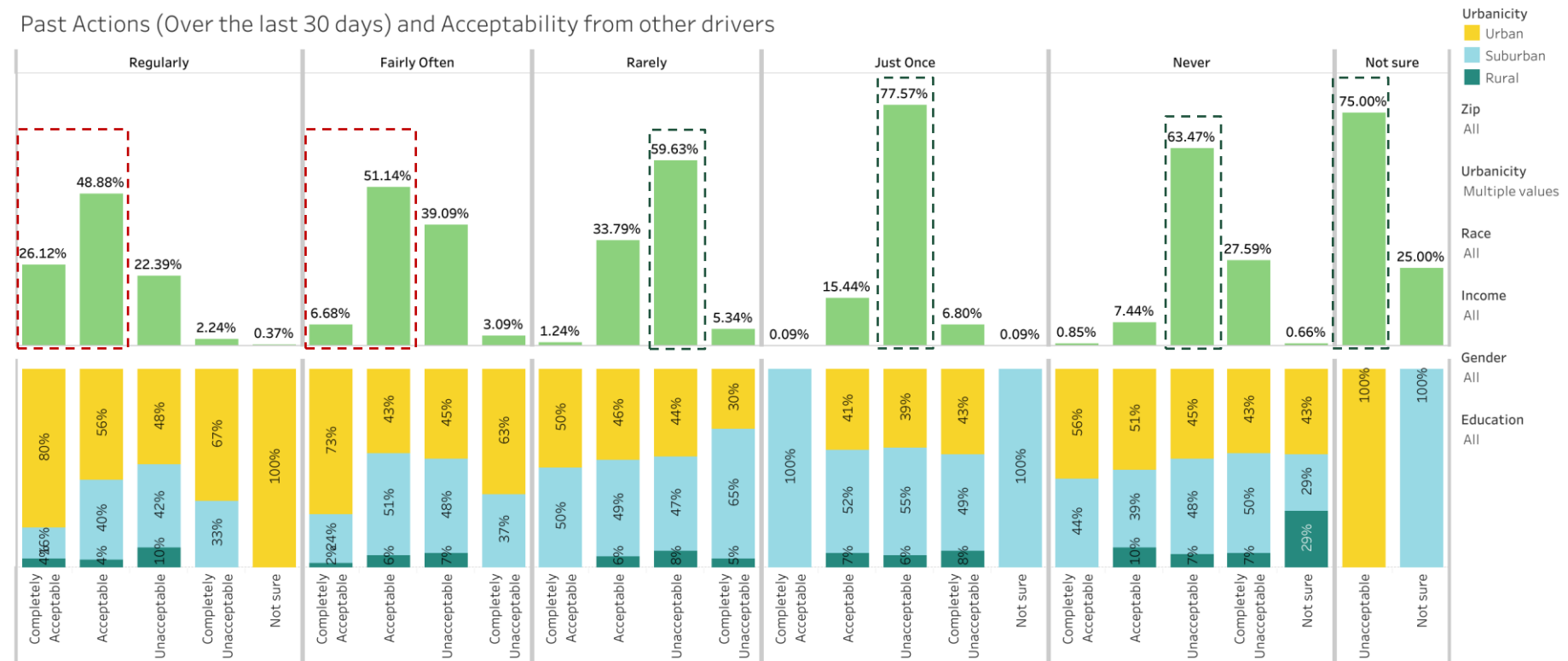
Similar trends were observed for Type/Text on Cell

PAST ACTION & EXPECTATION

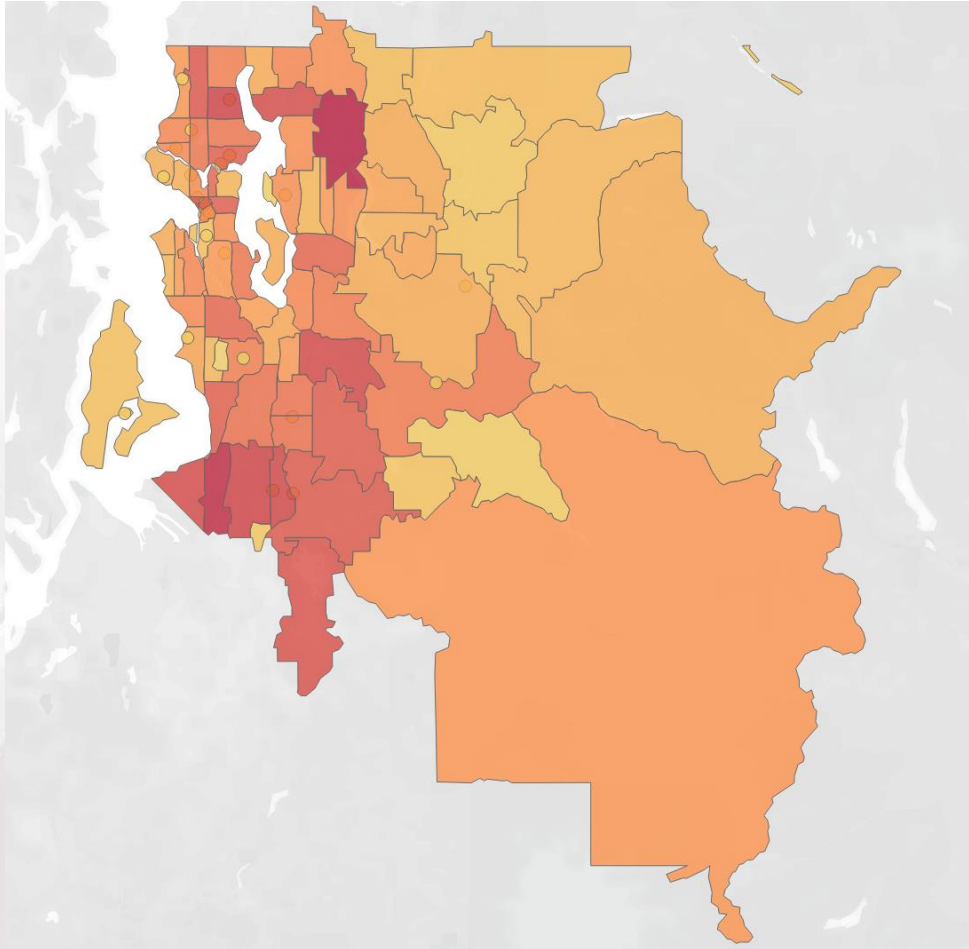
Self behavior drives expectation from others

- Action for DEFAULTERS (Regularly/Often): Messaging on fines/punishment and repercussions of distracted driving (eg: higher risk of accidents and harm to life)
- Action for FOLLOWERS: Local awareness champions to spread the caution word, conduct drives

Past Actions (Over the last 30 days) and Acceptability from other drivers



GEOGRAPHIC: ZIP CODE BASED TARGETING



The County's with maximum Motivation to change by Influencer:

Key Influencers: Family, Friends, Crash/Kill

➤ County: 98052, 003, 125, 002, 023, 133, 058

Communicating campaigns:

Influencer Campaigns: Targeting family members to encourage safe driving. Eg: Schools, Grocery store, Shopping Malls, Mobile based targeting

Warning campaign: Eg: Jaywalking Billboard - Quebec



RECOMMENDATION

01

Communicating legality of driving rules lower in young and middle age groups

02

Marketing at intersection to build awareness

03

Building awareness campaigns (against Cell usage while Driving) → Male population in Income groups (<80K) + Sub-urban and Rural areas

04

Action for DEFAULTERS
(Regularly/Often): Messaging on fines/punishment & repercussions of distracted driving

05

Influencer Campaign to promote dialogue between community

Warning Campaigns



**THANK
YOU**



Tableau Link

<https://public.tableau.com/app/profile/shweta4527/viz/InfoChallenge/MotivationtoStop?publish=yes>

