



# Driving Center

## Company Profile

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The background of the slide is a stylized illustration of a car's interior. At the top center, there is a black rectangular rearview mirror with a small red dot in the middle. Below the mirror is a yellow rectangular box containing the word 'Agenda' in white. To the left of the center, there is a large black steering wheel. At the bottom center, there is a dashboard with a large circular gauge in the middle and two smaller circular gauges on either side, each with a red needle. The background is a solid light blue color with some darker blue curved shapes on the left and right sides.

# Agenda

- Background & Goals
- Hypothesis?
- Method & Manipulation
- Analysis
- Results & Recommendations

# Demographics Considered

01

Zip Codes

02

Race

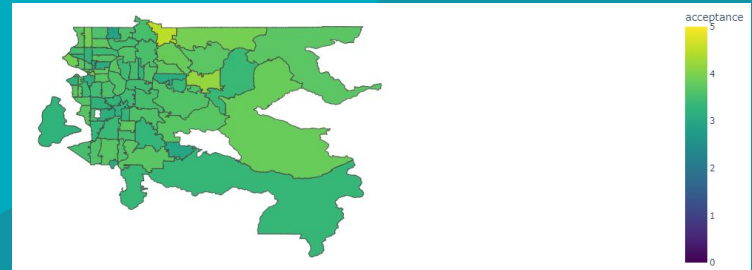
03

Income

# Zip Codes vs Acceptability of DUI-E



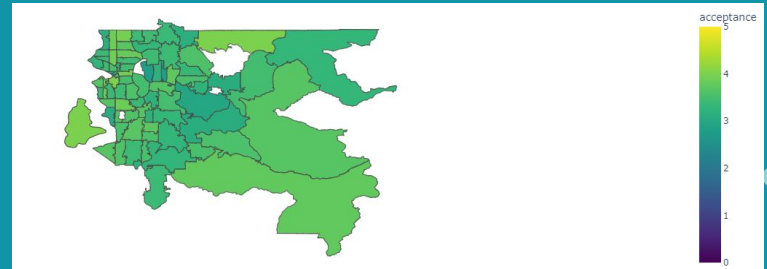
2018



2019

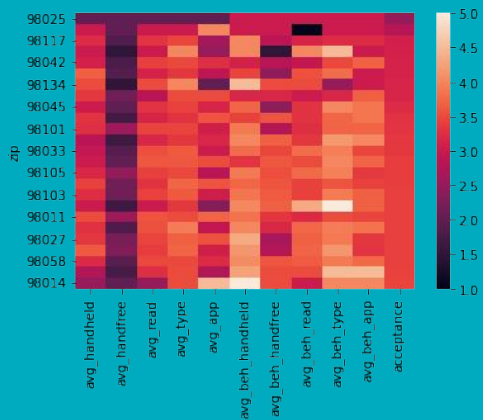


2021

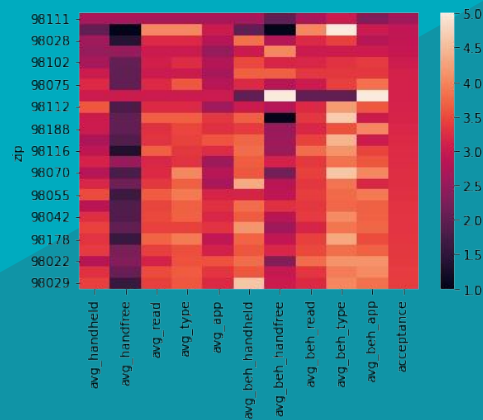


2022

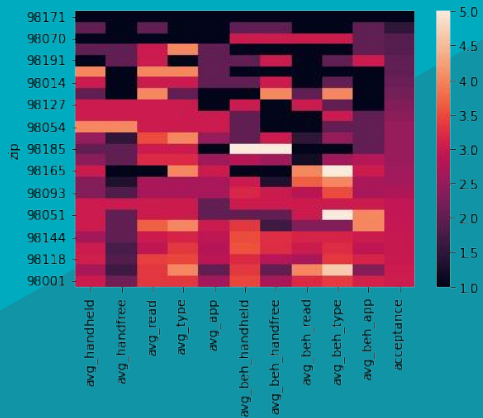
# Zip Codes with Greatest Acceptability of DUI-E



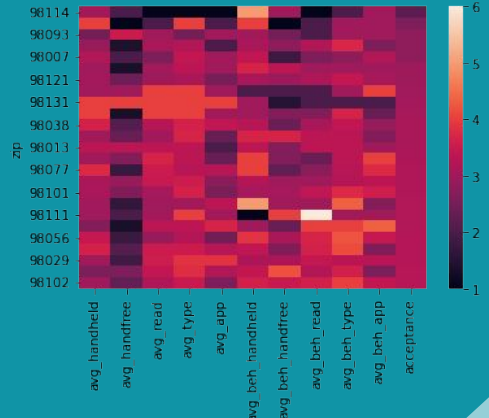
- 2018



- 2019

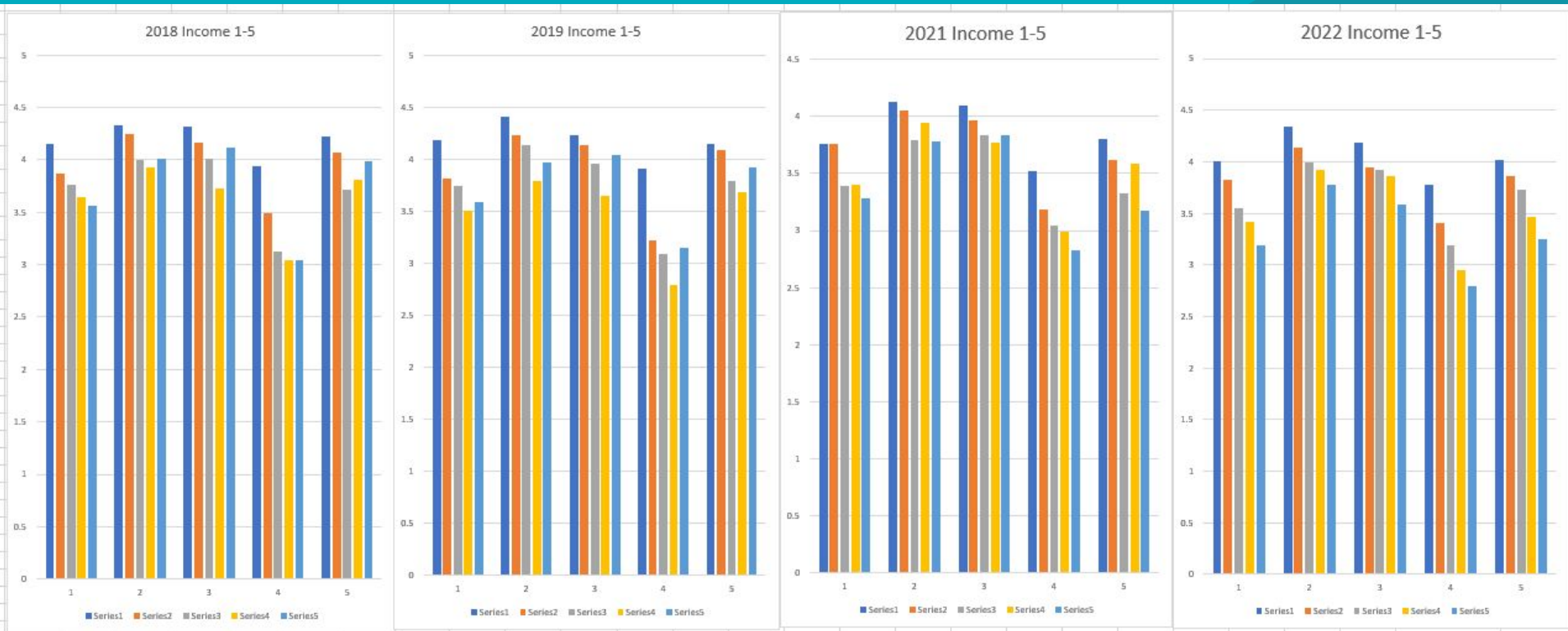


- 2021

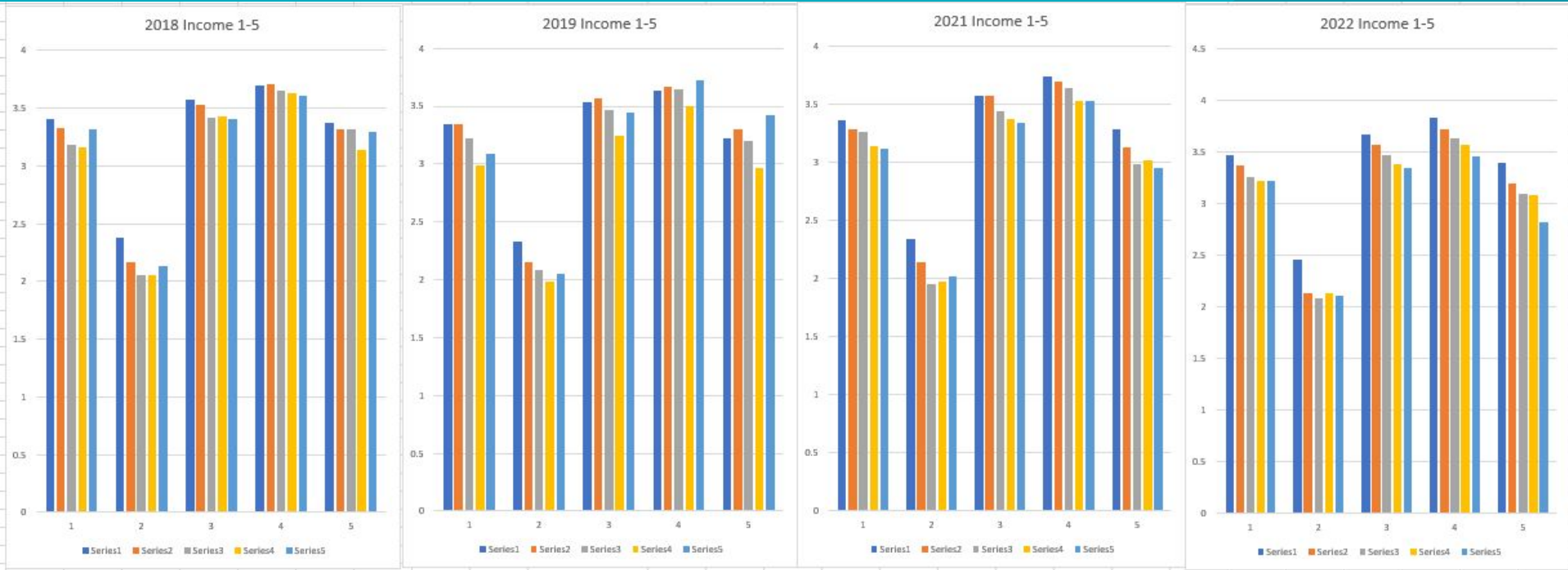


- 2022

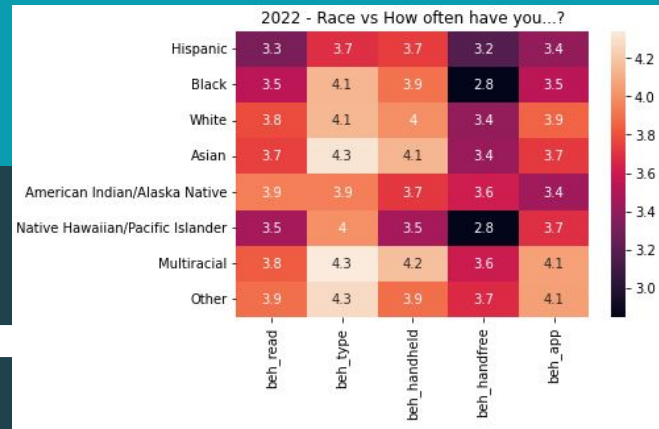
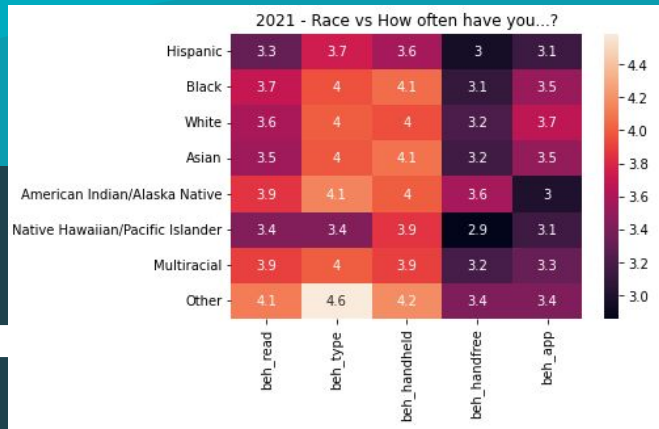
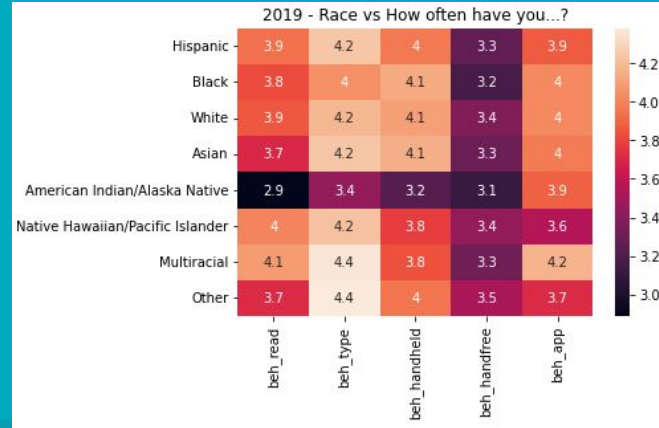
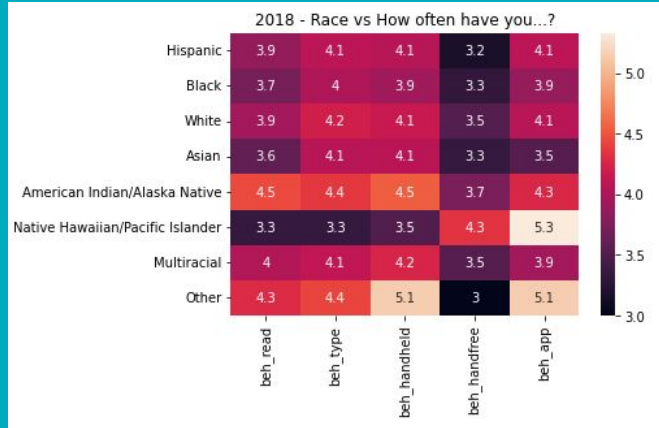
# Income on Distracted Driving Habits



# Income on Distracted Driving Acceptance



# Race vs. How often have you...?

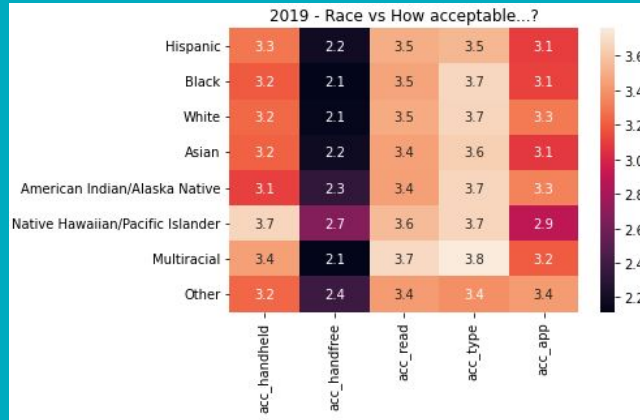
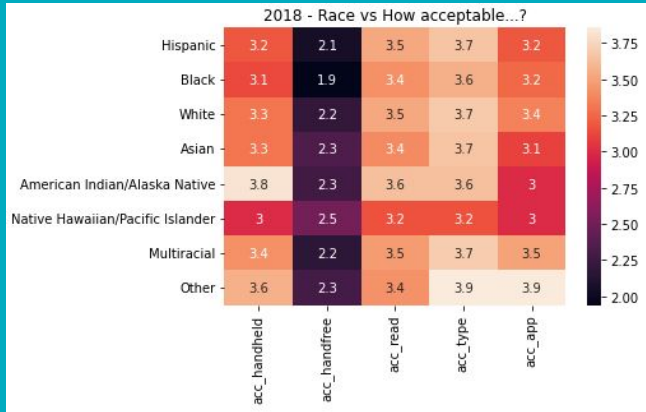


1 = regularly

5 = never

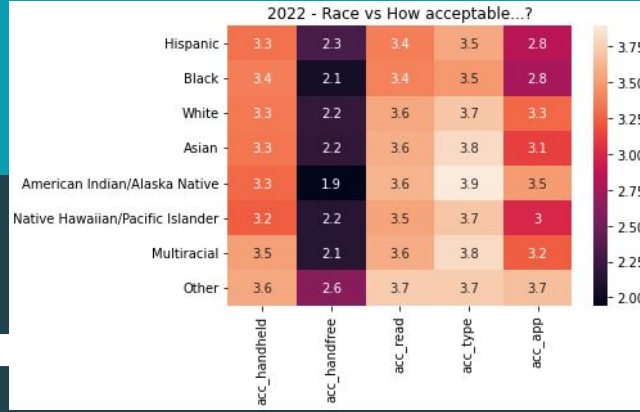
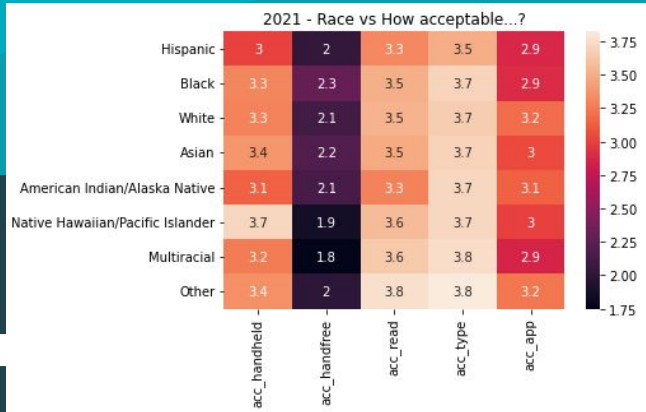


# Race vs. How acceptable...?



1 = completely acceptable

4 = completely unacceptable



# Recommendations

## Zip Code

- Target areas with higher acceptance of DUI-E.
- Address the dangers of distracted driving with hands free devices.

## Race

- Generally no distinction between races
- **Good thing!**
- Do not need to specifically educate one race over another
- Good and bad habits/attitudes are same among all races

## Income

- Wealthy!
- (possibly change the consequences as they aren't impacting the habits of the wealthy, or check the wealthy's data on how consequences would affect them)