Is That Mom on the Phone?
Teen Drivers and Distraction

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Is That Mom on the Phone? Teen Drivers and Distraction

Agenda

• Background: teen drivers and cell phones – what do we know?
• Method: interviews and surveys with teen drivers
• Results
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• Distracted driving is a leading cause of crashes among all drivers
  – 10% fatal crashes: 12% involved cell phones
  – 17% injury crashes
• Among teens it’s even higher
  – 11% fatal crashes: 21% involved cell phones
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GOAL: Reduce cell phone use while driving – especially among teens

• Using a cell phone while driving is one of the most dangerous things a teen driver can do
• Need to understand how often, why & who to design better interventions
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How Often?

• Pew (2009)
  – 43% 16-17yrs talk on cell phone while driving
  – 26% 16-17yrs send texts while driving

• Liberty Mutual/SADD (2013)
  – 86% 11th & 12th graders use a cell phone while driving
Why?

• Teens report that parents use cell phones while driving – parents are role models

• Teens believe that “everyone is doing it” – see it as a social norm
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**Who?**

- Who are teens talking to on their phones
- Examined as part of a study about how teens learn to drive
Method

• Interviews with 13 teens
• Survey designed based on interview results
• Survey with 395 teens
Interview Participants

• Interviewed 13 teens with learner’s permits (n=4), restricted (n=4) and unrestricted licenses (n=5)
  – 15-17 years old
  – California
Interview Topics

• Teens were asked about typical driving hazards including talking on a cell phone while driving and texting while driving.

• Teens were asked to describe a recent drive where they talked or texted on their phone.
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Interview Results: Use a cell phone while driving

<table>
<thead>
<tr>
<th>License</th>
<th>Talk</th>
<th>Text</th>
<th>Do not use a cell phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learner’s Permit (4)</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Restricted (5)</td>
<td>80%</td>
<td>40%*</td>
<td>20%</td>
</tr>
<tr>
<td>Unrestricted (4)</td>
<td>100%</td>
<td>50%*</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Read & send both. 40%-50% additional teens only read.*
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Interview Results

Who do you talk to while driving:

<table>
<thead>
<tr>
<th>License</th>
<th>Parent</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted (4)</td>
<td>100%</td>
<td>20%</td>
</tr>
<tr>
<td>Unrestricted (4)</td>
<td>100%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Interview Results

Who do you text while driving:

<table>
<thead>
<tr>
<th>License</th>
<th>Parent</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted (2)</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Unrestricted (2)</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>
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Survey Participants

- 395 teens from 31 states

<table>
<thead>
<tr>
<th>License</th>
<th>Age</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learner’s Permit</td>
<td>15-16</td>
<td>130</td>
</tr>
<tr>
<td>Restricted</td>
<td>15-17</td>
<td>118</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>16-17</td>
<td>77</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>18</td>
<td>70</td>
</tr>
</tbody>
</table>
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Survey Questions

• Do you talk on your cell phone while driving?
• Who do you talk to on your cell phone while driving?
• Do you text while driving?
• Who do you text while driving?
## Survey Results: Talk while driving

<table>
<thead>
<tr>
<th>License</th>
<th>Age</th>
<th>Parent</th>
<th>Friend</th>
<th>Do not use a cell phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learner’s Permit</td>
<td>15-16</td>
<td>32%</td>
<td>25%</td>
<td>43%</td>
</tr>
<tr>
<td>Restricted</td>
<td>15-17</td>
<td>37%</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>16-17</td>
<td>31%</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td>Unrestricted*</td>
<td>18</td>
<td>50%</td>
<td>37%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*3% of calls are from work
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Survey Results: Text while driving

<table>
<thead>
<tr>
<th>License</th>
<th>Age</th>
<th>Parent</th>
<th>Friend</th>
<th>Do not use a cell phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learner’s Permit</td>
<td>15-16</td>
<td>8%</td>
<td>35%</td>
<td>57%</td>
</tr>
<tr>
<td>Restricted</td>
<td>15-17</td>
<td>8%</td>
<td>35%</td>
<td>57%</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>16-17</td>
<td>6%</td>
<td>51%</td>
<td>43%</td>
</tr>
<tr>
<td>Unrestricted*</td>
<td>18</td>
<td>16%</td>
<td>57%</td>
<td>26%</td>
</tr>
</tbody>
</table>

*1% of calls are from work
Survey Discussion

• Who do teens talk to on their cell phone when driving? **Parents**
• Teens in interviews said parents expect to be able to reach them, parents get mad if they don’t answer their phone, and they have to tell parents where they are
Survey Discussion

• Who do teens text with while driving? Mostly friends, but parents are contributing to this problem too.
Implications

- Parents have a direct role in teen distracted driving
  - Not just as role models – but engaging in cell phone calls while teen is driving
- Need to focus on communicating with parents that this is not safe, not “normal”
- “Are you driving? Ok – call me back” or “Pull over so we can talk”
Implications

• Teens should be given language for talking to parents about this behavior

• There are other options
  – Technologies to alert caller that teen is driving
  – “I’m driving – I’ll pull over and call you back”
  – “I can’t answer when I’m driving, but I’ll call as soon as I stop”
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Conclusion

• Parents have a direct role in teen distracted driving – more than half of teen cell phone calls while driving are with parents
• Raise awareness among parents and increase direct messaging to parents
• Provide teens with tools for communicating with parents
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