



2008 Traffic Safety Culture Index

Saving lives
through research
and education



Mission

- Identify traffic safety problems
- Foster research that seeks solutions
- Disseminate information and educational resources

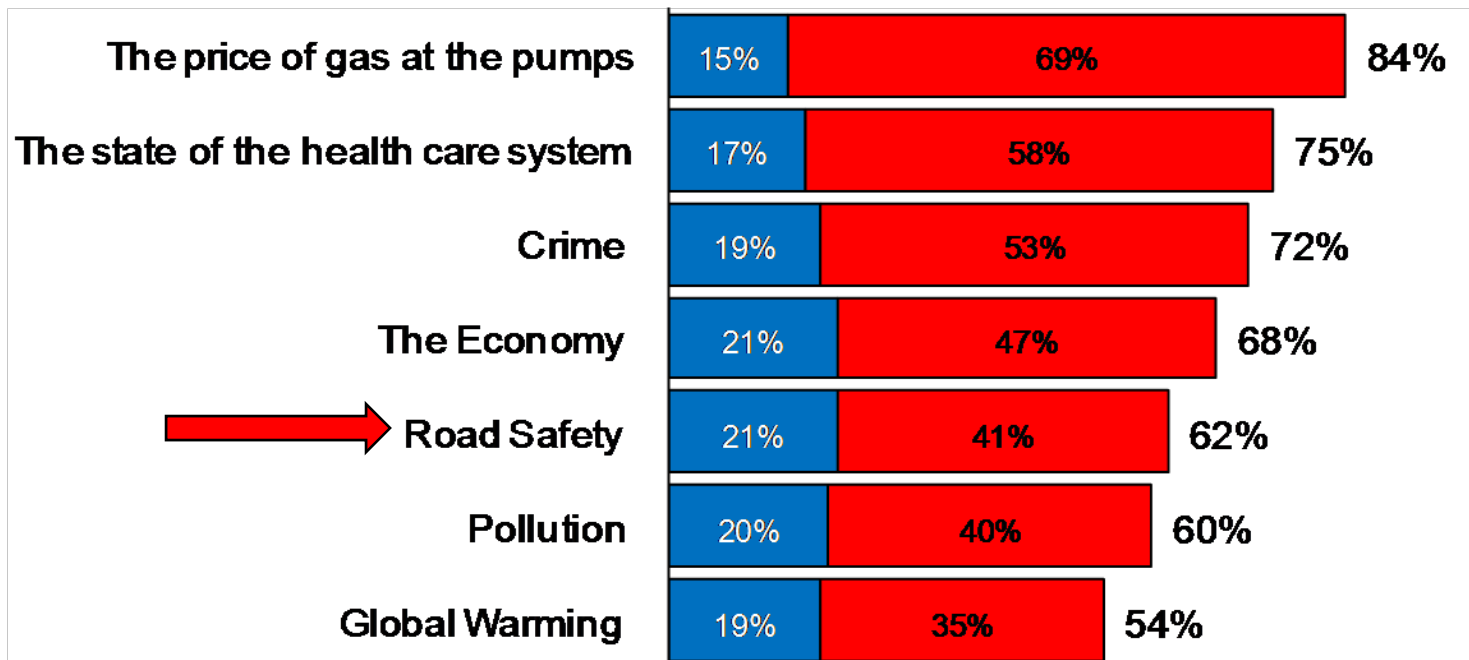
Purpose

- Investigate public traffic-safety-related knowledge, attitudes, behaviors, and experiences
- Create a baseline measure of traffic safety culture
- Monitor over time through surveys
- Guide traffic safety research and education
- Foster dialogue about traffic safety and how to improve it

Overview of Results

- Some concern about traffic safety, but people are much more concerned about such issues as gas prices
- Most drivers say they're more careful than most other drivers
- 1 in 10 drivers occasionally drive after drinking too much
- Most drivers rate speeding and distraction as serious problems, yet many admit driving distracted and speeding
- Victims of serious crash themselves or others -- 2 in 5

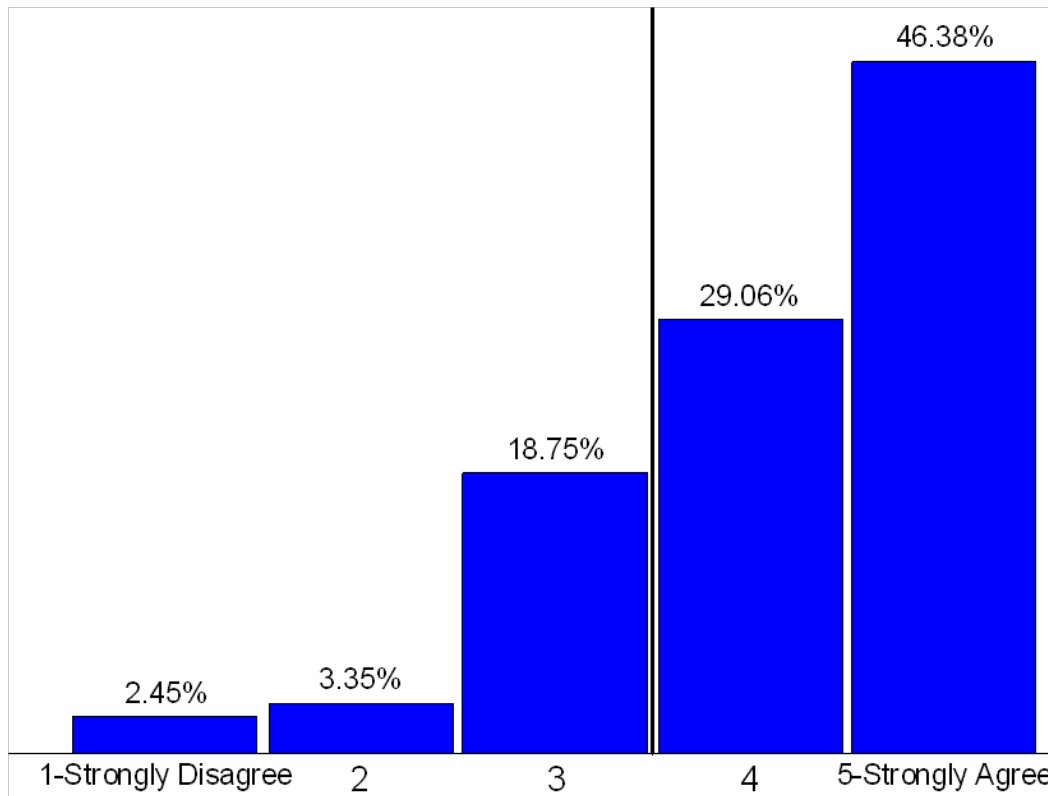
Some concern about road safety... but it ranks well behind other concerns....



Percent of respondents concerned about various social issues. Blue = 4, Red = 5 (“Extremely Concerned”).

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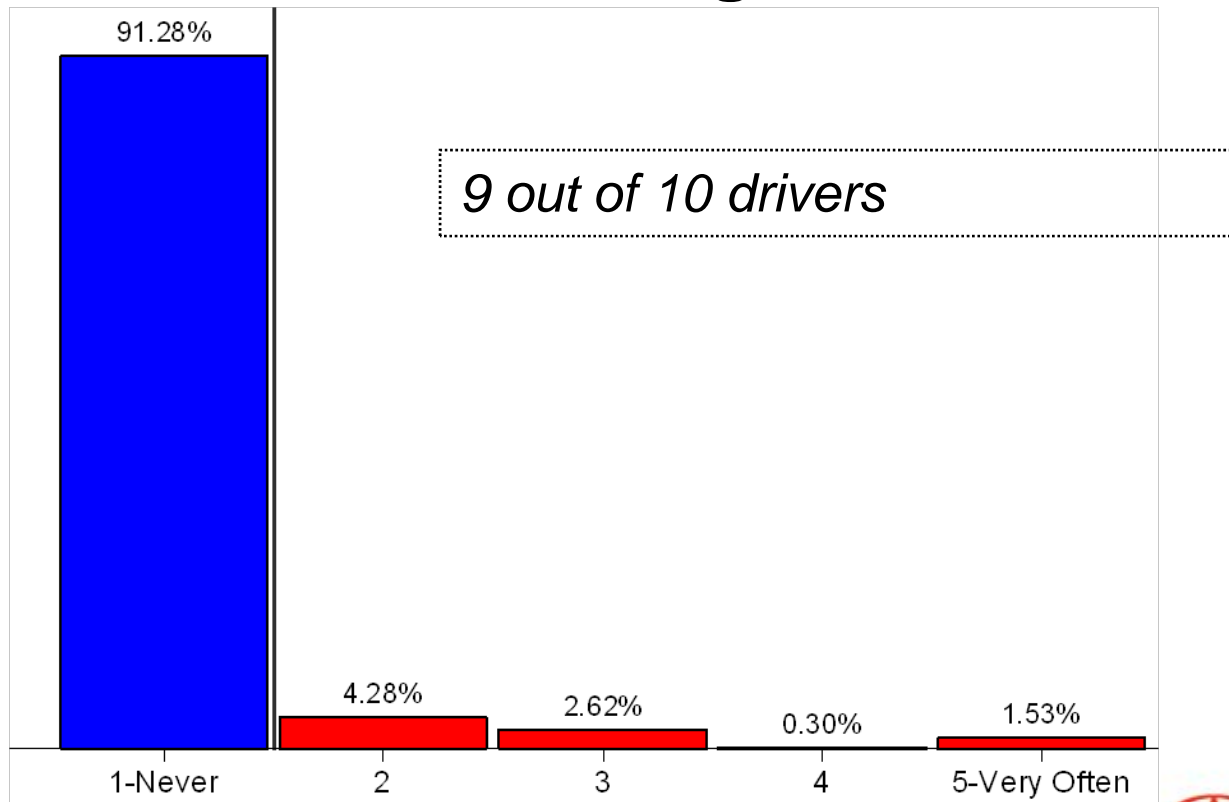
75% claim they're more careful than other drivers



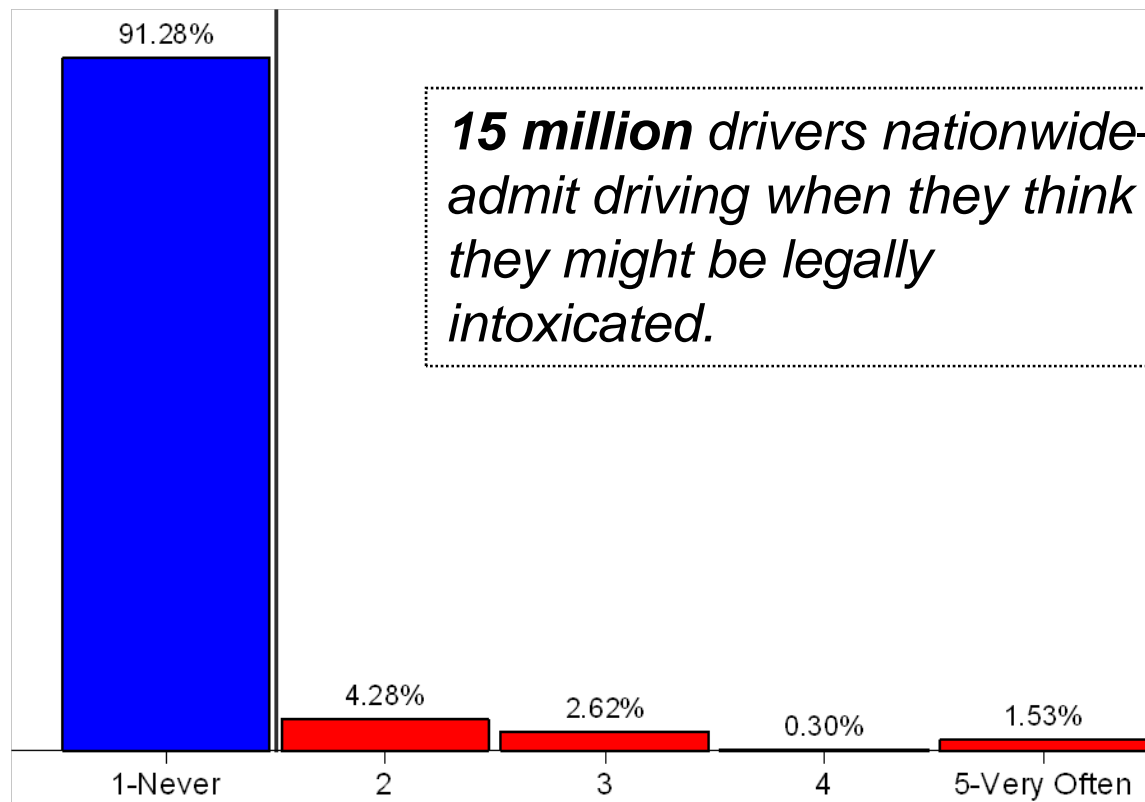
Drinking and Driving

- Drinking drivers rated the most serious traffic safety problem
- *Yet 9% admit to driving when they thought their blood alcohol concentration was above the legal limit*

NEVER drive when they think they're over the legal limit



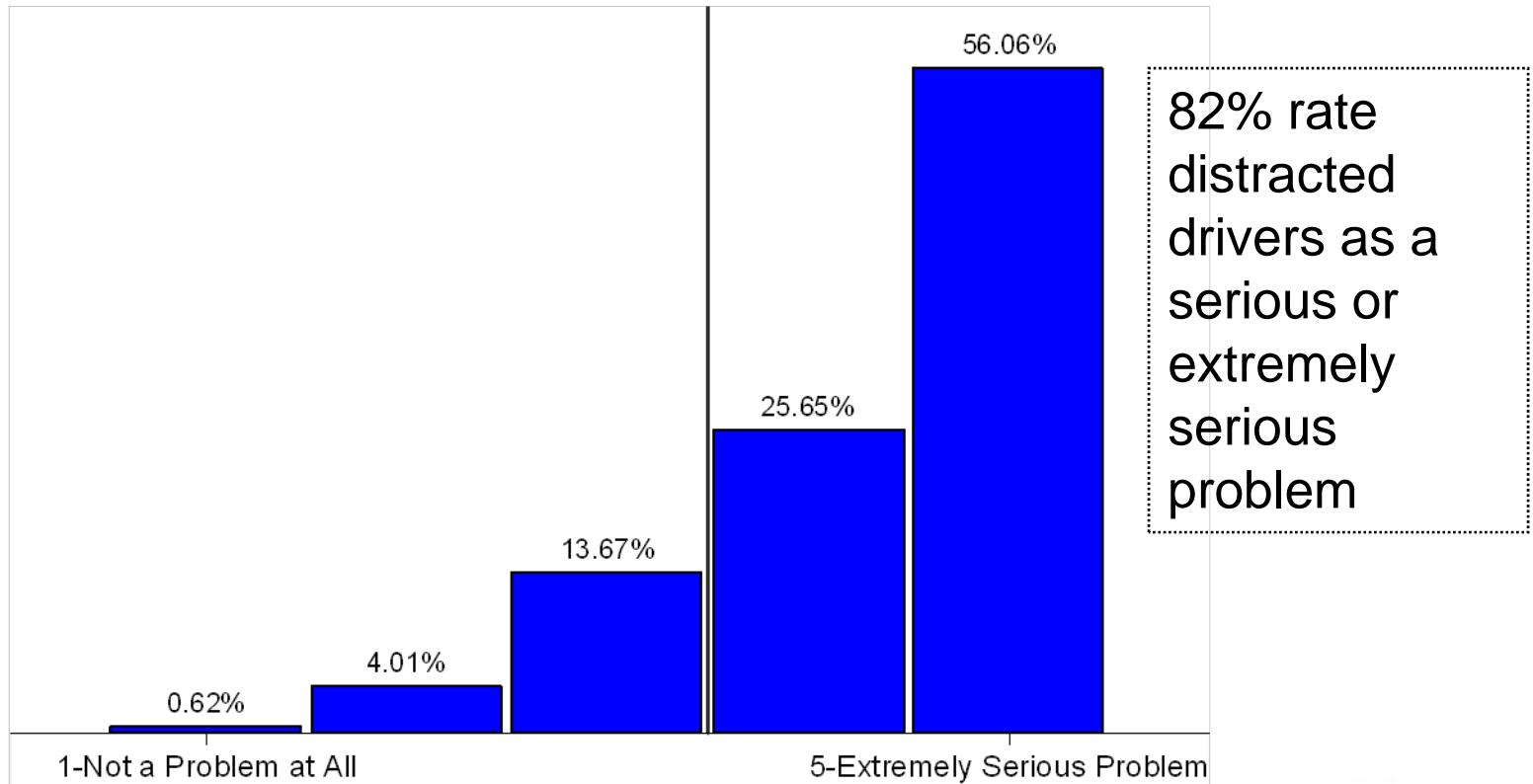
1 in 10 drivers say they drive when they think they're legally intoxicated



Distracted Driving

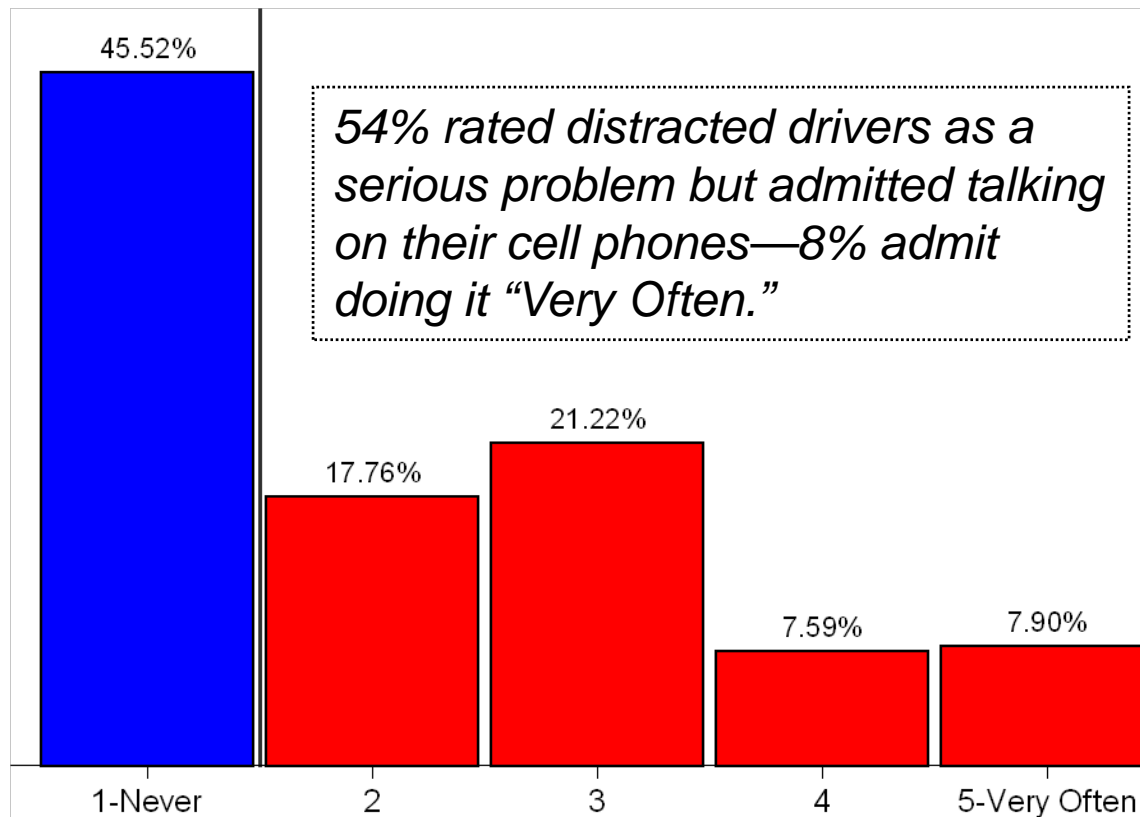
- Distracted drivers rated as a serious traffic safety problem—second only to drinking drivers
- The same drivers admit driving distracted anyway:
 - 54% -- using cellular phone while driving
 - 14% -- texting while driving

Distracted Drivers are a Serious Problem...



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...yet more than 1/2 admit talking on the phone while they're driving



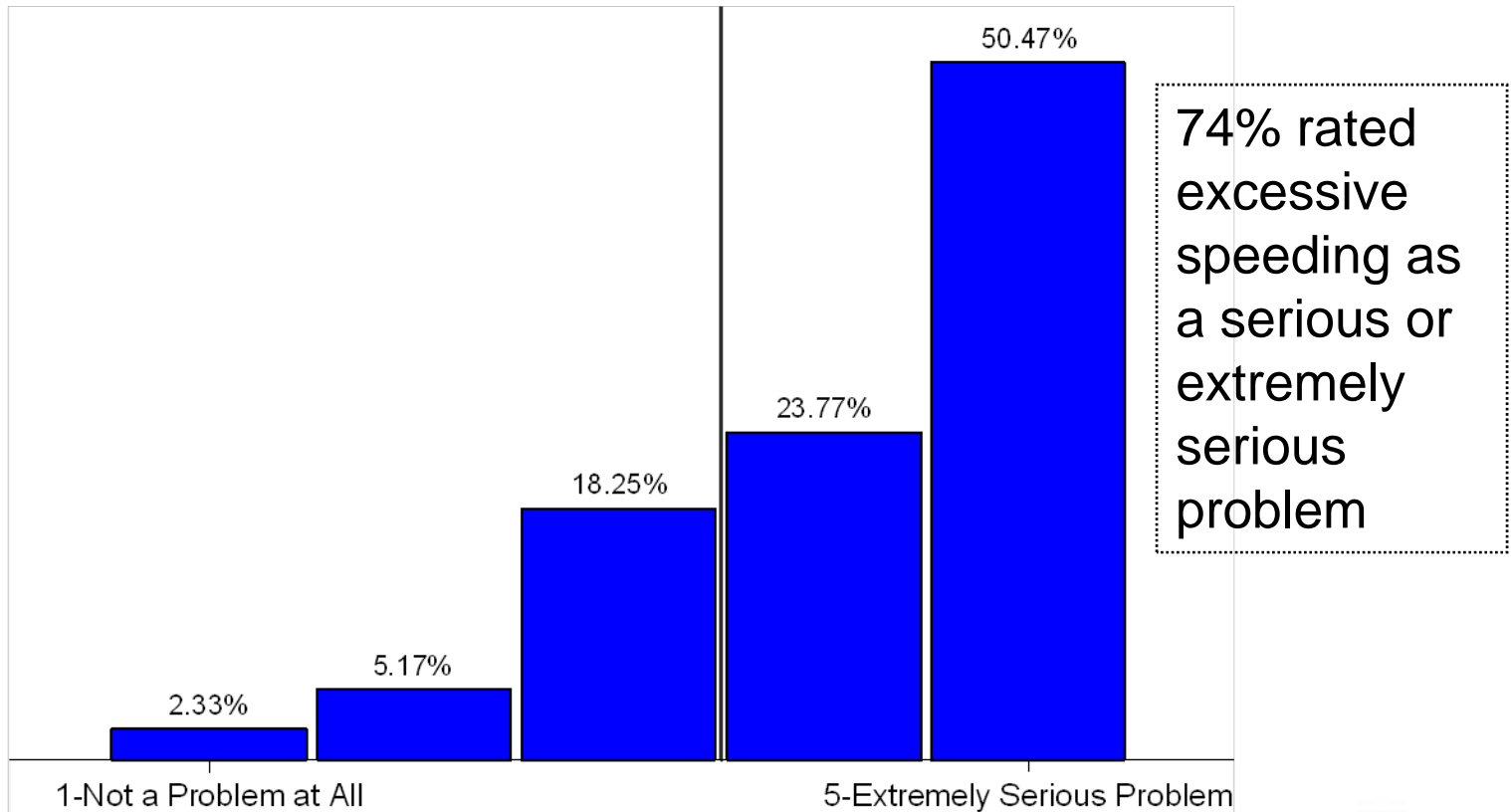
Speeding

- 74% rate excessive speeding a serious problem
- *Yet the same drivers admit speeding*

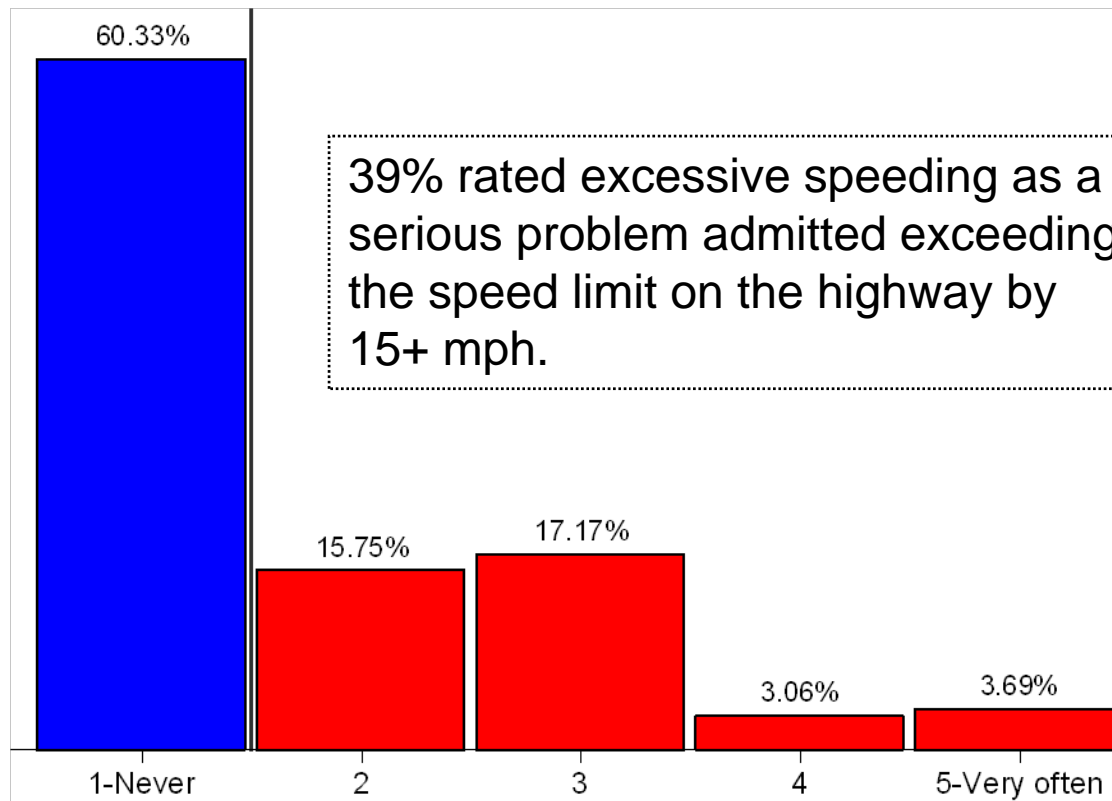
39% -- 15+ mph over the limit on highways

14% -- 15+ mph over the limit on neighborhood streets

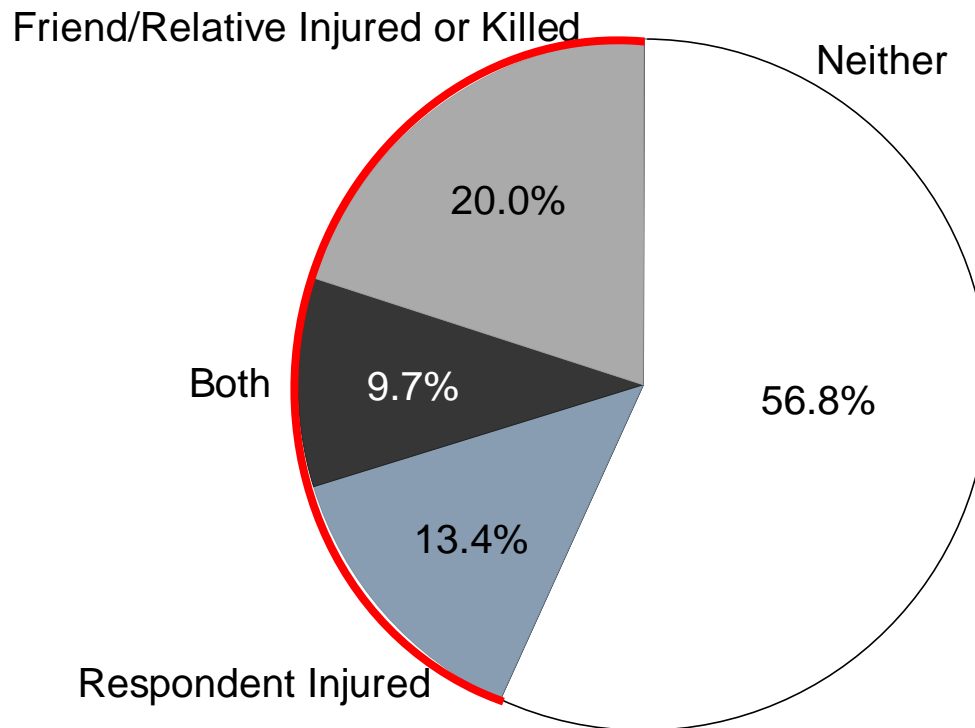
Excessive Speeding is a Serious Problem



...yet 2 in 5 admit driving 15+ mph over the limit on highways



Crashes hit close to home



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The AAA Foundation for Traffic Safety is a 501(c)(3) public charity located in Washington, DC that is dedicated to saving lives and reducing injuries.

It is supported by donations from AAA/CAA Clubs, AAA/CAA members, and other organizations associated with AAA/CAA.

www.aaafoundation.org

