

PREVALENCE OF VARIOUS FORMS OF DISTRACTIONS AND FACTORS THAT INFLUENCE DRIVER ENGAGEMENT

INTRODUCTION

Distraction and inattention continue to be contributing factors in roadway crashes. Distraction can stem from many sources, including smartphones, in-vehicle infotainment systems, passengers, and a myriad of other activities. The continued development and expansion of technology and associated apps have also brought new ways for drivers to be engaged in tasks other than driving.

The AAA Foundation for Traffic Safety and the University of Michigan Transportation Research Institute are working together to provide updated data on the prevalence of distracted driving, encompassing various types of new and emerging distractions, and to generate ideas for countermeasures to reduce distracted driving.

PROJECT GOAL AND PLAN

The goal of this project is to investigate the prevalence and impact of various distracted driving behaviors, considering both traditional forms of driver distraction and those linked to new and emerging technologies. This project will include a comprehensive literature review synthesizing the most recent information on the prevalence of distracted driving and the factors influencing it, a national survey of driver motivations for engaging in distracted driving and acceptance of potential countermeasures, analysis of naturalistic driving data, and a stakeholder workshop to refine countermeasure recommendations.

Project Team

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Period of Performance

Q2 2025 –
Q3 2026