

INATTENTIVE DRIVING in WI



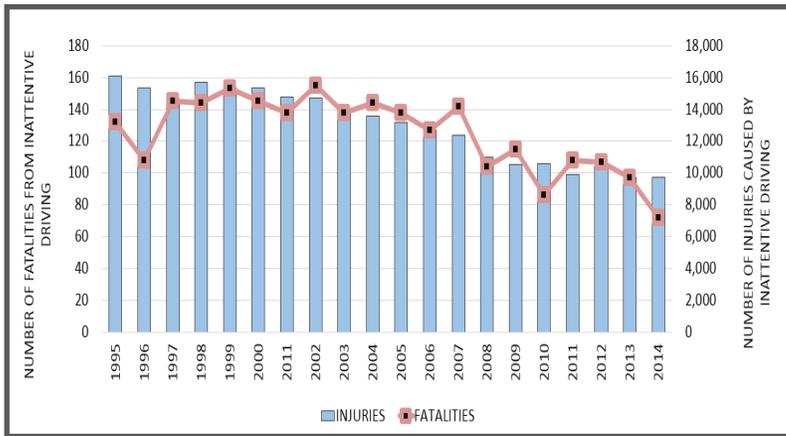
DID YOU KNOW...

In Wisconsin, in 2014, one person was injured or killed in an inattentive driving-related crash every 53.7 minutes.

- 22,194 inattentive driving-related crashes occurred in Wisconsin in 2014 (a slight rise increase from 2013).
- In these crashes, 72 people were killed and 9,704 people were injured (a decrease from 2013).
- Inattentive driving was a contributing factor in over 18% of all 2014 crashes in Wisconsin.

INATTENTIVE DRIVING-RELATED CRASH TRENDS

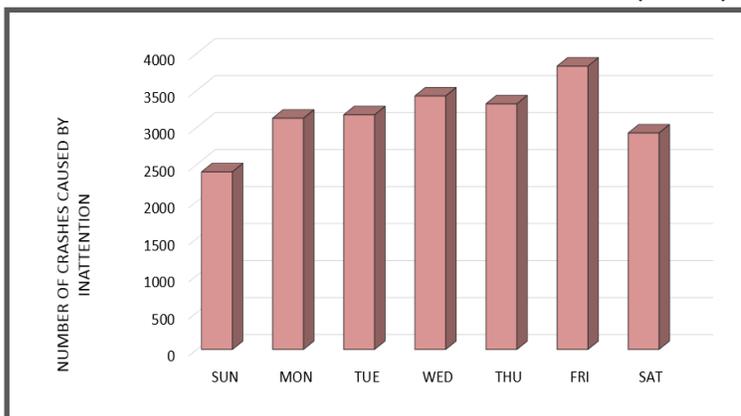
FATALITIES AND INJURIES (1995-2014)



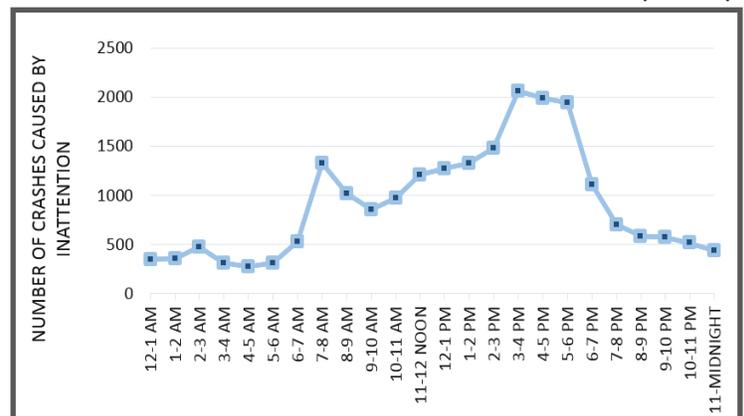
- Since 1995, a gradual decline in both injuries and deaths caused by inattentive driving has been observed. Nonetheless, the fatality figures have declined much less than the injury numbers (which have declined by almost 40%). That being said, inattentive driving is almost certainly under-reported, especially with the rise of cell phones (whose use can be difficult to determine). Therefore, recent declines should be examined critically.
- From 2013-2014, the number of fatalities caused by inattentive driving decreased from 97 to 72, while the number of injuries caused by inattentive driving fell from 9,728 to 9,704.

WHEN DO CRASHES OCCUR?

INATTENTIVE CRASHES BY DAY OF WEEK (2014)



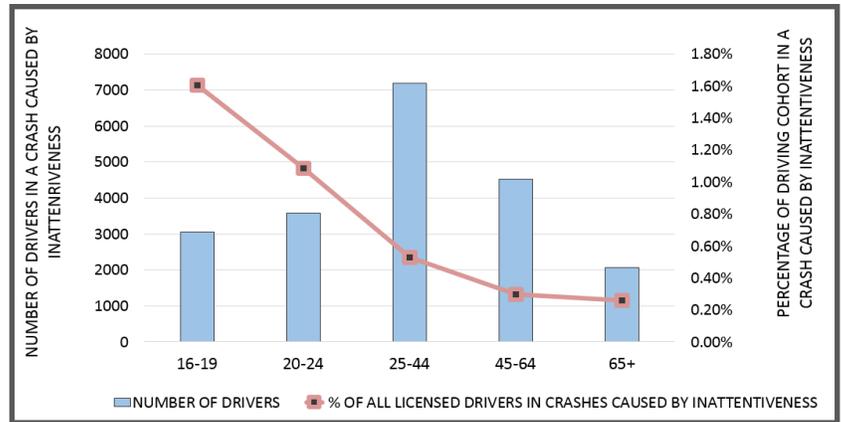
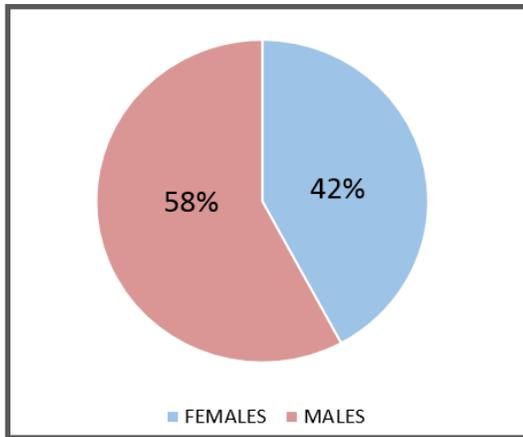
INATTENTIVE CRASHES BY TIME OF DAY (2014)



- In regards to day-of-week factors, crashes peaked on Friday (although the number of crashes was fairly steady throughout the week, with the exception of Sunday).
- Crashes caused by inattention peaked at two different time periods throughout the day: one from 7-8 AM (the morning rush-hour); and the other from approximately 3-6PM (the longer evening rush-hour). Such peaks are a result of increased traffic at these times, but also are caused by dangerous driving habits such as eating or applying make-up in the car while going to work.

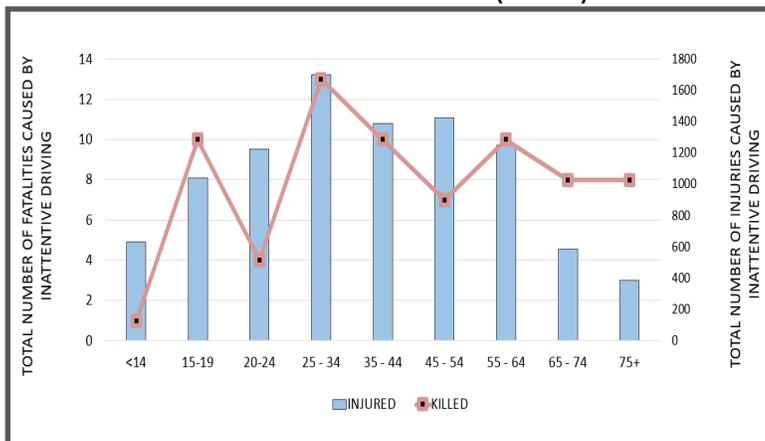
DETERMINANTS OF INATTENTIVE DRIVING AND CRASH RISK

DEMOGRAPHICS OF DRIVERS INVOLVED IN CRASHES CAUSED BY INATTENTIVENESS (2014)

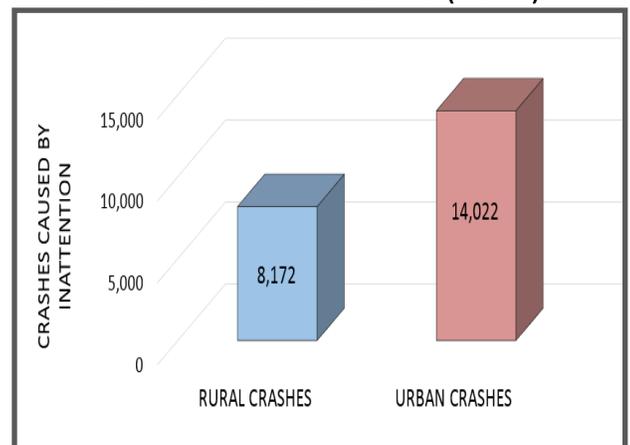


- Male drivers are more likely to be involved in a crash involving inattentiveness than are female drivers.
- Furthermore, while the absolute number of drivers involved in crashes caused by inattentiveness rises with age until middle-age, younger drivers are far more likely to be involved in such crashes once the number of drivers licenses per cohort is taken into account. In a relative sense, drivers ages 16-19 are the most likely to be involved in an inattentiveness-related crash (above right).
- The number of injuries and fatalities caused by inattentive-related crashes follows a roughly similar pattern (the graph below and to the left is unadjusted for the number of drivers in each cohort).

FATALITIES & INJURIES (2014)



LOCATION OF CRASHES (2014)



CURRENT INATTENTIVE DRIVING LAWS

(WIS STATS. 346.89 (1) and (3) and (4))

- Drivers may not perform activities that interfere with the safe operation of the vehicle.
- Drivers may not text while the car is in motion. Cell phones have become ubiquitous in recent years and there is some evidence to suggest that crashes caused by cell phone usage are increasing.
- Drivers with a learner's permit or probationary license may not use their mobile phones while driving, except to report emergencies.

WHAT CAN *YOU* DO?

- Just drive—don't try to multitask behind the wheel. Keep your eyes on the road.
- Be alert to your surroundings and traffic conditions. Don't drive while tired.
- Use caution and reduce travel speeds in unfavorable weather and road conditions. Be alert when traveling in work, school, and construction zones.