

ASECAP Road Safety Conference

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VINCI
AUTOROUTES

FONDATION
Pour une conduite responsable

Distraction at the wheel : European Barometer survey & scientific study

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The Europeans and the risk of inattention in 2018

EUROPEAN DRIVERS ARE AWARE OF THE DANGER OF DISTRACTION...



54%
identify it as one of the main causes of road fatalities

7%
say they have had or almost had an accident caused by using a mobile phone while driving

84%
say they are ready to never use their phone again while driving to help bring down the number of road fatalities

... BUT THEY REMAIN TOO DISTRACTED BY CONNECTED OBJECTS



45%
telephone using Bluetooth



41%
adjust their GPS while driving



30%
telephone without a hands-free kit or use earbuds or earphones



24%
write or read texts or emails

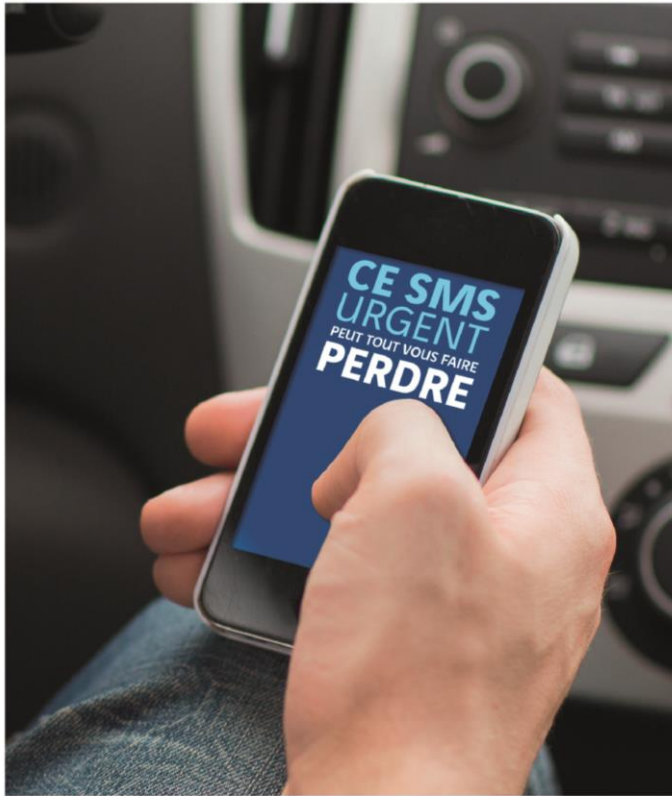
➤ 2018 European Barometer survey of responsible driving
Ipsos for the VINCI Autoroutes Foundation

Telephone conversations effects on driver attention and perception



- **Information registered by the brain is decreased by 30%**
- **Visual exploration of the road environment are reduced by 50%**
- **Longer reaction times (+100 meters at 130 km/h)**
- **More random driving control in steering and when overtaking**

➤ « *Effects of telephone conversations on driver attentiveness* », 2014 - University of Strasbourg's Center for neurocognitive and neurophysiological investigation



Thank you for your attention

**23 FOIS PLUS
DE RISQUES D'ACCIDENT
EN ENVOYANT UN SMS
AU VOLANT**

Source : Virginia Tech Transportation Institute.

POUR PLUS D'INFORMATIONS : FONDATION.VINCI-AUTOROUTES.COM



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****This urgent text might cost you everything***
23 times more likely to have an accident while texting and driving



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