



## News Release

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### **AMERICANS GROWING LESS WORRIED ABOUT DANGEROUS DRIVING BEHAVIORS**

Survey Results Come as Road Deaths Increase for First Time in Seven Years

**VIRGINIA BEACH, VA** (Aug. 22, 2013) – Americans are less likely to feel a threat from dangerous driving behaviors such as drunk, aggressive or drowsy driving, according to an analysis of four years of public surveys conducted by the AAA Foundation for Traffic Safety. Unfortunately, the decreased worry is accompanied by an estimated 5.3 percent increase in traffic fatalities, totaling more than 34,000 in 2012. This is the first annual increase in seven years, according to the National Highway Traffic Safety Administration.

“Motorists may be growing more complacent about potential safety risks behind the wheel,” said Peter Kissinger, President and CEO of the AAA Foundation for Traffic Safety. “A ‘do as I say, not as I do’ attitude remains common with many motorists consistently admitting to engaging in the same dangerous behaviors for which they would condemn other drivers.”

Survey results during the previous four years show decreasing concern for dangerous driving behaviors:

- The number of people who believe driving after drinking is a serious threat declined from a near universal 90 percent in 2009 to 69 percent in 2012.
- The number of people who consider drowsy driving a very serious threat declined from 71 percent in 2009 to 46 percent in 2012.
- The number of people who believe that texting or emailing while driving is a very serious threat declined from 87 percent in 2009 to 81 percent in 2012. The number of people who admit to texting while driving increased from 21 percent to 26 percent during the same period.
- The number of people who consider red-light running to be completely unacceptable declined from 77 percent in 2009 to 70 percent in 2012. More than one-third (38 percent) admitted to running a red light within the previous month.

“We have made great strides in recent years to reduce road deaths, but there are still too many needless fatalities caused by dangerous driving,” said Georjeane Blumling, AAA Tidewater Vice President of Public Relations. “It is clear that more must be done to address the dangers of drunk, aggressive and drowsy driving to stem this concerning trend.”

Someone dies on America’s roadways every 15 minutes. Fatalities include drivers, passengers, pedestrians, cyclists and every other kind of road user. Car crashes affect young people disproportionately by killing more people aged 5-34 than any other cause of death. More than 2.3 million people annually also suffer serious injuries from crashes.

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The AAA Foundation for Traffic Safety analyzed four years (2009-2012) of survey data collected for the annual [Traffic Safety Culture Index](#), which tracks how the public's views and perceptions of traffic safety issues change over time. More than 11,000 surveys were administered to Americans aged 16 and up from 2009-2012 to determine the results.

Established by AAA in 1947, the AAA Foundation for Traffic Safety is a 501(c) (3) not-for-profit, publicly-supported charitable educational and research organization. Dedicated to saving lives and reducing injuries on our roads, the Foundation's mission is to prevent crashes and save lives through research and education about traffic safety. The Foundation has funded over 200 research projects designed to discover the causes of traffic crashes, prevent them, and minimize injuries when they do occur. Visit [www.aaafoundation.org](http://www.aaafoundation.org) for more information on this and other research.

*As part of North America's largest motoring and leisure travel organization, AAA Tidewater Virginia provides its more than 325,000 members with travel, insurance, financial and automotive-related services. Since its founding AAA Tidewater Virginia has been a leader and advocate for the safety and security of all travelers. For more information, visit [AAA.com](http://AAA.com) and follow us on Twitter at [Twitter.com/AAATidewaterVA](https://twitter.com/AAATidewaterVA).*

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