

Teen-to-Teen Safe Driving Campaign

Observational Survey Instructions

How to Conduct a Distracted Driving Observational Survey:

Choosing a site: Select an area in the school parking lot that has a high traffic flow and there is no reflection from the sun so observers can see inside the car. Make sure observers are visible and not in the path of the motor vehicles.

Collecting data: Stand in the same position at the same time of day for both the pre and post campaign surveys so the results are consistent. Assign each observer one lane to watch. Collect data for a minimum of 100 observations or for one full hour.

Recording data: Indicate on the Survey Form whether driver was or was not distracted. There are two survey forms per sheet and each observer fills out one form.

- **Texting:** a driver actively engaged in texting
- **Cell Phone:** a driver actively talking on their cell phone
- **Other:** touching a radio or iPod, eating or drinking, talking to teen passengers, reaching to pick something up, etc.

How to calculate survey results:

Total drivers surveyed: This total includes all teen drivers observed for the survey.

Distracted drivers: Total data of distracted driver behaviors and calculate percentages.

Pre-Campaign Data	Number	Percentage
Total drivers surveyed		100%
Distracted drivers texting		%
Distracted drivers using cell phones		%
Distracted drivers other		%
Total distracted drivers		%

BASELINE: _____ Percentage of distracted driving behaviors in pre-campaign survey

Post-Campaign Data	Number	Percentage
Total drivers surveyed		100%
Distracted drivers texting		%
Distracted drivers using cell phones		%
Distracted drivers other		%
Total distracted drivers		%

RESULTS: _____ Percentage of distracted driving behaviors in post-campaign survey

MEASURABLE IMPACT OF TEEN SAFE DRIVING CAMPAIGN: _____ Percentage change (+/-) in unsafe behaviors according to results from the Safe Driving Campaign surveys.

Questions? Contact Christine at 916-438-3385, or christine@safetycenter.org.

Teen-to-Teen Safe Driving Campaign Observational Survey Form

Observer: _____ Date: _____

School: _____ Site: _____

Start Time: _____ End Time: _____ Weather: _____

A. Texting	B. Cell Phone	C. Other	C. None
TOTAL:	TOTAL:	TOTAL:	TOTAL:

Observer: _____ Date: _____

School: _____ Site: _____

Start Time: _____ End Time: _____ Weather: _____

A. Texting	B. Cell Phone	C. Other	C. None
TOTAL:	TOTAL:	TOTAL:	TOTAL:

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