

2019 National Driver Safety Telematics Pilot

Background

Through its Driver Safety program, AARP develops and deploys transportation education and programming designed to help drivers and riders remain safe, independent, connected, and confident as they age. AARP Driver Safety worked with eDriving® to pilot its safe driving application (app) called Mentor, which can be downloaded to a user's mobile phone and used to measure a driver's behaviors such as acceleration, braking, cornering speed, and distraction. Both parties collaborated on a three-month pilot. The pilot studied the willingness of drivers age 50+ to engage with the telematics app in order to improve safety by learning how to best accommodate this segment of the population.



Objectives

- AARP Driver Safety sought to learn the following:
- Will the use of a safe driving app improve the driving skills of 50+ drivers?
 - Will the 50+ population demonstrate sustained interest/use of a safe driving app?
 - What do drivers age 50+ find useful in a safe-driving app?

Methodology

The Driver Safety Telematics online study of adults age 50+ was fielded among AARP's proprietary non-probability panel from September 26, 2018 through January 26, 2019. This interventional study was conducted in four stages.

1. Driving Behavior Screening Survey: 3,889 respondents in this beginning phase. 1,579 panelists were ultimately invited to move on to the next stage.
2. eDriving®'s Mentor Mobile App: 550 participants successfully installed the mobile app on their phones and began capturing their driving/trip data. 403 participants then qualified to move on to the next stage of the survey.
3. Driver Safety Online Community: Of the 403 participants who qualified for this stage, 300 actively participated.
4. Driving Behavior & App Usage Survey: This post survey was sent to all 550 participants from Stage 2. 477 of those participants responded to the survey.

Participants were incentivized to participate in the various stages. The total allowable amount was \$48.25 (see table to the right).

Stage Description	Incentive Amount
Stage 1: Pre-survey: Driving Behavior Screening Survey	\$ 2.50
Stage 2: Driving App Usage: eDriving®'s Mentor Mobile App	\$ 5.75
Stage 3: Community Participation: Driver Safety Online Community	\$ 30.00
Stage 4: Post-survey: Driving Behavior and App Usage Survey	\$ 10.00
Total Allowable Incentive	\$ 48.25

Results

- A 176-point average FICO Safe Driving Score®* increase among "poor" and "risky" drivers by the end of their eighth week of driving with Mentor.
- 60% of participants saw their FICO® Safe Driving Score increase between the study's start and finish.
- 85% of participants viewed Mentor's 3-5-minute interactive micro-coaching modules.
- Three-quarters (76%) of participants cited Mentor's learning modules as having a positive impact on their driving behavior.
- More than three-quarters (75%) believed the app could help them extend their driving years as they aged, according to surveys administered throughout the study.

*The FICO Safe Driving Score® was developed by industry analytics leader FICO® in partnership with eDriving®. It is a validated, predictive score that identifies drivers' likelihood to be involved in a future incident or collision. Drivers with low scores have a much higher crash involvement rate than drivers with high scores.

Conclusion

The data from the pilot suggests that adults age 50+ who actively utilize a telematics application maintain safe driving behaviors and a portion actually improve. Road distractions and speeding both declined among the best drivers. Additionally, the majority of pilot participants shared very positive perceptions of the app itself and a high willingness to engage with the educational tools provided.

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