

# Collision Course: Commercial Vehicle Driving Safety

A perception analysis of commercial driver  
road safety in America

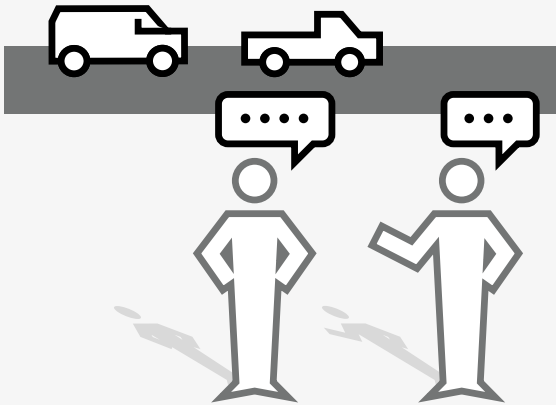
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# Commercial driving safety misperceptions

American drivers have misperceptions around the level of danger posed by commercial drivers.

83% believe they are safer drivers than most drivers of commercial vehicles.

However, only 3% of all severe crashes in the U.S. involve commercial trucks.



American drivers also believe commercial drivers are taking risks that put others in danger.

67%

More than two thirds of people believe commercial vehicle drivers are more focused on their schedule than on safety.

69%

of people who report witnessing a commercial vehicle driving dangerously say they have seen the vehicle speeding.



An overwhelming majority of American drivers say they have witnessed a commercial vehicle driving dangerously.

81%

of people say they have witnessed a commercial vehicle being driven dangerously on the road.

54%

of those who say they have witnessed a commercial driver driving dangerously also say they have witnessed an accident involving a commercial vehicle.

Other top dangerous maneuvers that have been observed include:

55% Abrupt lane changes

46% Driving erratically, such as swerving in and out of lanes

38% Running or nearly running off the road

37% Taking turns or corners too quickly



# Unreported incidents

## Unsafe driving is going largely unreported.

**41%** of those who say they have witnessed dangerous commercial vehicle driving have reported the incident.

City residents are more likely to report dangerous driving than those in the suburbs or rural areas. **51%** of adults in the city who say they have witnessed dangerous commercial driving have reported it, compared to **39%** of adults in the suburbs and **31%** of adults in rural areas.

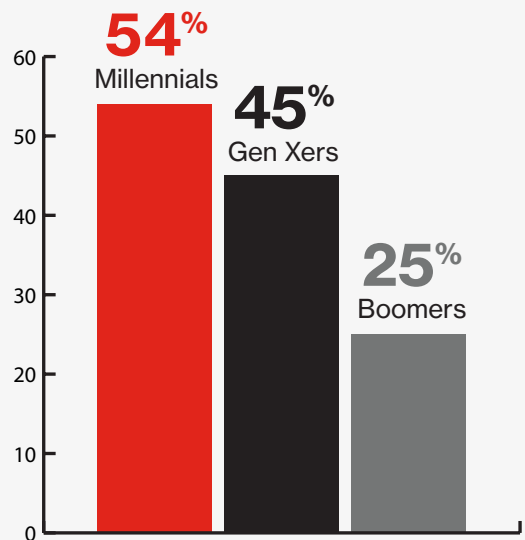
## Many do not report driving incidents due to lack of evidence.

There likely would be even more reports made, but generally there's no record of the often fleeting events. Of those who say they witnessed dangerous commercial driving but did not report it, the top reason they did not was because they could not capture evidence of the driving (**37%**).

Other reasons include not being able to get identification of the driver (**35%**) or not knowing to whom/where to report the information (**30%**).

## Millennials are more likely to report dangerous driving than their older peers:

**54%** of Millennials who say they have witnessed dangerous commercial driving have reported it, compared to **45%** of Gen Xers and **25%** of Boomers.



**Video monitoring offers an important way for drivers and fleet managers to protect themselves from unsubstantiated claims in the event of any incident.**



Collision

Dangerous

**Harsh Driving**

Low Risk

# Last-mile delivery: A hidden danger

With more deliveries being made than ever before, often in some of the country's most densely populated areas, incidents involving commercial vehicles during the last mile of delivery are seeing an increase.

The rate of severe crashes in densely populated areas is increasing faster for lighter commercial trucks (27%) than heavy-duty trucks (16%).



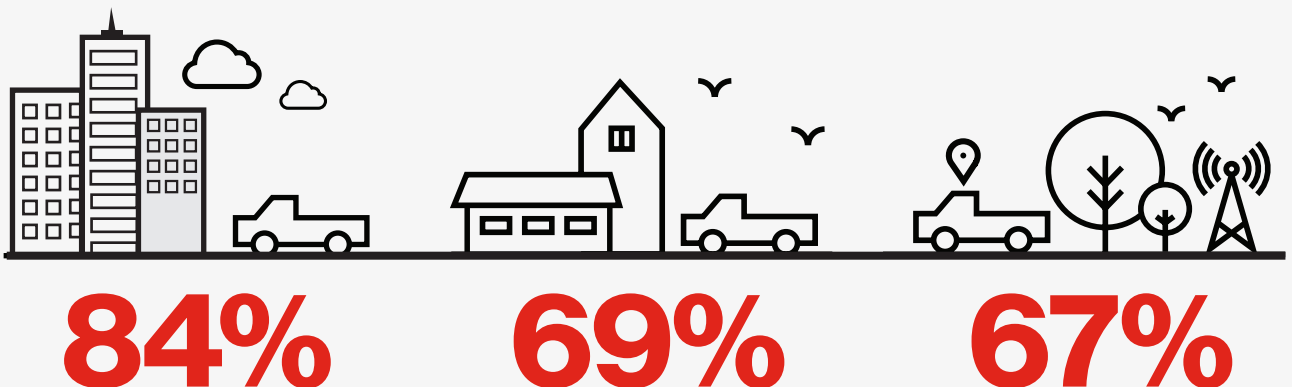
While high-speed highway crashes cause traffic jams and get news coverage, the smaller roads host hidden dangers.

**58%** of people believe more vehicle accidents happen on highways. However,

**70%** of fatal commercial truck crashes occur on roads that are not interstate highways.

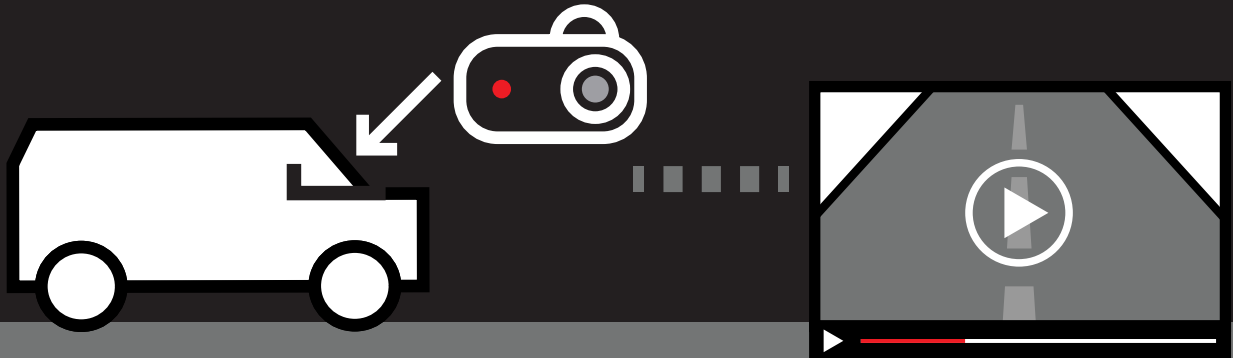
## City residents in particular are demanding video monitoring for commercial vehicle drivers to keep city streets safe.

84% of adults living in cities agree commercial vehicle drivers should not be allowed on the road without video monitoring of their driving habits, compared to 69% of adults in the suburbs and 67% of adults in rural areas.



# How smart video monitoring can help

People by far believe the most effective way to reduce the number of accidents involving commercial vehicles is to monitor drivers when they are on the road.



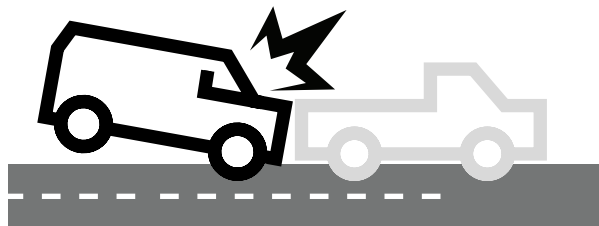
People don't see the emphasis on safety as optional.

# 74%

of adults agree that commercial vehicle drivers shouldn't be allowed on the road without a dashboard camera or some sort of video monitoring of their driving habits.

# 42%

believe installing a dashboard camera is the number one way to reduce the number of accidents involving commercial vehicles.



Other measures include:



# 24%

Testing drivers regularly



# 20%

Screening drivers carefully when they are hired



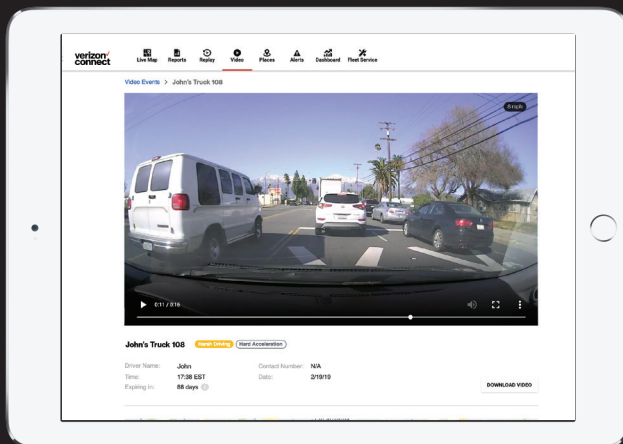
# 14%

Establishing clear policies and driving practices

# Conclusion

While consumer perceptions around the level of danger posed by commercial drivers may not be fully accurate, these misperceptions persist. Smart video monitoring and other emerging AI and IoT technologies are helping commercial drivers stay safe on the road and protect themselves in the event of any incident.

In turn, this is helping fleets and fleet managers to not only improve road safety, and shift public perceptions of commercial vehicle driving safety, but also helping fleet managers drive improved efficiencies and business performance.



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