



Under embargo until Sunday 28 September 2025

AAMI delivers real life wake-up call for distracted Aussie drivers

- **AAMI research: Third of drivers admit to accident/near-miss due to distractions**
- **Distracted drivers playing with tech and radio, checking out crashes and other drivers**
- **New research findings underpin the launch of nation-wide safer driving initiative, AAMI Driving Test**

More than a third (38 per cent) of Australian drivers admit to being involved in an accident or near-miss due to distracted driving, new AAMI research has found.

Almost nine in ten Aussies admit to driving distracted, with AAMI's research identifying that more than a third of all drivers (36 per cent) blame cognitive distractions - such as using their time behind the wheel to think about everything going on in their life - as a leading justification.

Even more shocking, almost a quarter say their behaviour behind the wheel will not change unless they experience the consequences of their actions firsthand - such as a friend, or family member being involved in a crash.

These new research findings underpin the launch of a nation-wide safer driving initiative, AAMI Driving Test – which gives all Aussies free access to telematics data and insights to help them improve their driving skills.

Australia's distracted driving habits uncovered

AAMI's research released today revealed some of the leading causes for distraction, with Aussie drivers admitting to:

- **Tempting technology:** one in four are preoccupied with smart phones and watches
- **Swayed by a song:** playing with the radio, GPS, or music sidetracks nearly two-thirds (60 per cent) of Aussies' attention
- **Dangerous driver double-takes:** checking out other drivers and pedestrians diverts the gaze of 40 per cent of drivers
- **Forget doom scrolling:** 40 per cent find crashes and broken-down vehicles a distraction
- **Eating on the go:** eating and drinking non-alcoholic beverages engrosses a whopping 65 per cent of drivers

Quotes attributable to AAMI Motor Prevention Manager Mary Kennedy:

"Australian drivers view their own behaviours behind the wheel through rose-tinted glasses. They are more likely to blame bad behaviours on other drivers - than own up to them.

"One in four drivers admit to being distracted by playing with technology such as mobile phones and smart watches, yet this jumps to 64 per cent when describing the behaviour of other drivers. Additionally, 40 per cent of drivers slow down and 'gawk' at a crash or broken-down car, which increases to more than half (61 per cent) for other drivers. This shows we tend to be biased towards our own behaviours, believing we are safer drivers when compared to others.

"Every year we handle more than 400,000 car insurance claims nationally, so we've learnt a lot about what is causing crashes and the impact this has on individuals and the wider community - and we want to help Aussie drivers become better, and safer on our roads.

"To set the record straight on who's better behind the wheel, AAMI is launching the AAMI Driving Test (ADT) - a national safer driver initiative which gives all Australians the chance to test and improve their skills.



"ADT uses mobile phone telematics data and insights to measure drivers across five behaviours - speeding, hard braking, cornering, acceleration and phone use. It then identifies specific areas where they can improve.

"We've already experimented with over 500 million kilometres of driver data, and early analysis has shown those who start with lower driving scores and use these telematics insights become better drivers.

"These insights are now available to every Australian driver through the AAMI app. We're hoping to put the knowledge and power back into drivers' hands, so they can make informed decisions when behind the wheel, something which we all benefit from."

Quotes attributable to Australian Road Safety Foundation CEO and Founder Russell White:

"Distraction has become one of the major contributing factors in serious crashes. It's easy to forget you're travelling in a fast-moving, heavy machine. The data shows it's now rivalling fatigue and speeding as a major cause of road trauma.

"Anything that pulls your attention off the road, even for two seconds, can change everything. Whether it's a buzzing phone, adjusting the radio, or simply daydreaming, all distractions divert attention from the task of driving and compromise reaction times and decision-making.

"Distractions fall into three main categories: visual (taking your eyes off the road), manual (taking your hands off the wheel), and cognitive (taking your mind off driving). AAMI's research has shown, we're exposed and tempted by a combination of these every-time we get behind the wheel. Your mobile phone is a triple-threat - requiring you to look at your phone, type with your hands, and focus mentally on the notification rather than the road.

"Your choices matter. Every time you drive, you control the outcome. Whatever it is - the text, the call, the quick glance - it can all wait. We encourage all drivers to get involved in the AAMI Driving Test and find out where they can improve their driving behaviours, which will help make Australia's roads safer for all."

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Notes to Editor

Research findings were compiled through a national survey with a representative sample of 1,000 Australian car drivers aged 18+ and was conducted by Pure Profile in September 2025 on behalf of AAMI. State specific statistics are available on request.

Case studies, video and radio grabs with AAMI's Mary Kennedy are available here. Case studies and AAMI & ARSF spokespeople are available for interviews/ photos.

About AAMI Driving Test

All telematics insights captured in the app are aggregated. Driver app scores will not impact customer premiums or count against them at claims or renewal time.

The AAMI Driving Test is a national competition that rewards safe drivers with an opportunity to win a share in over \$90,000 in prizes. By using the AAMI App, setting up AAMI Driver Rewards, answering a few questions and recording a drive, eligible Aussies can earn a Driver Score. If the Driver Score is 95 or above on set dates, they meet the competition eligibility requirements, go into monthly and major prize draws.

Number Score & Star Rating

Driver's overall score, out of 100, is presented on the home screen. This is the key measurement of driving performance, based on data from trips over the past two weeks. The app compares performance to the typical driver population, both within Australia and internationally, for each sub score. Sub scores are for behavior categories, like hard braking or speeding, and those sub scores are weighed together to produce an overall score.



The star ratings are granted for each individual trip and can be viewed on the Trips screen. They provide an idea of what happened on each trip. For a given trip, drivers can lose stars for any risky events that occur, such as phone use, hard braking, speeding, hard acceleration, and hard cornering.

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