### INTRODUCTION

Vehicle conversations while driving in 3 studies:

- The ORs, prevalences (P%), population attributable risk (PAR%), and preventive population fraction (PPF) were calculated using standard epidemiologic formulae.
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### RESULTS

- **A. Standard Method**
  - Crash/Near-Crash:
    - Exposure: X
    - No Exposure: X
  - Total:
    - A: 1,299
    - B: 9,059
    - C: 10,358
    - D: 8,13
  - OR (95% CI):
    - Standard Method:
      - OR: 0.78 (0.56 to 1.06)
  - PAR% (95% CI):
    - Standard Method:
      - PAR%: 6.8% (3.6% to 3.6%)

- **B. VTTI Method**
  - Crash/Near-Crash:
    - Exposure: X
    - No Exposure: X
  - Total:
    - A: 1,339
    - B: 18,276
    - C: 19,615
    - D: 6.8%
  - OR (95% CI):
    - Standard Method:
      - OR: 1.29 (1.25 to 1.32)
  - PAR% (95% CI):
    - Standard Method:
      - PAR%: 12.5% (11.8% to 12.2%)

- **DISCUSSION & CONCLUSION**

  - Comparison of odds ratios and population attributable risk for cell phone dialing and talking/listening on a handheld cell phone: VTTI, Blacksburg, VA. pp. 60-72 of brief filed to docket NHTSA- 2009-0042.
  - The impact of driver inattention on near-collision risk: An analysis using the 100-Car naturalistic driving study data. Washington, D.C.: U.S. DOT, FMVCSA.
  - Future research should seek to better understand the epidemiologic analysis methods that are most appropriate in the new and emerging field of naturalistic driving research.