By the Numbers: Distracted Driving



DID YOU KNOW?

Distracted driving deaths

Roughly, nine people are killed and more than 1,000 injured daily in accidents in which at least one driver was distracted.

- Nearly 4,000 people were killed in crashes involving distracted drivers in 2015.
- Distracted driving was the reported cause of death of 3,450 people in 2016.
- An estimated 391,000 drivers were injured in distracted driving crashes in 2017.
- For comparison, there were 39,773-gun deaths in the United States in 2017.
- In 2019, distracted driving was a reported factor in 8.5% of fatal motor vehicle crashes.

In March 2019, The Zebra conducted a survey of the driving behaviors and attitudes of 2,000 Americans.

- 37% of respondents aged 18 to 34 said they felt a high degree of pressure to respond to work-related messages while driving, compared to 25% of the national average among all age groups.
- Parents with young children were more likely to be distracted while driving (87%) than were adults with no small children (74%).
- One in three female drivers admitted to taking photos while driving.

The variations in distracted driving behavior based on the operating system of the cell phone the driver used.

- 16% of iPhone users said they *never* get distracted while driving (vs. 23% of Android users and 38% of users of other mobile operating systems).
- iPhone and Apple Car play users are more than twice as likely than Android users to video-chat, use Instagram, stream shows on Netflix or Hulu, and take photos and videos while driving.
- 10% of iPhone users admitted watching videos on YouTube while driving, while 4% of Android users admitted to doing the same.

KEEP IN MIND

The phrases “driving while texting” and “driving while distracted” may seem interchangeable, but “distracted driving” encompasses much more than checking your cell phone at a stop light. Distracted driving has major ramifications related to traffic safety, violations, and insurance rates.

If you aren’t giving your full attention to the road, the cars around you, and the speed limit, you are **driving distracted.**

The Canadian and American Automobile Associations (CAA and AAA) have identified the following deadly driving distractors:

- Cell phones
- Objects, people and events outside of the vehicle
- Adjusting radio and vehicle controls
- Vehicle occupants
- Something moving in the car
- Using another object or device
- Eating and drinking

Cell phone usage ranks at the top of the list for distracting behaviors that increase your chances of being involved in a crash or near crash event.

- Text messaging (or texting) on a cell phone – 23 times more likely
- Talking on a cell phone – 4 to 5 times more likely
- Reading – 3 times more likely
- Applying makeup – 3 times more likely
- Reaching for a moving object – 9 times more likely
- Dialing on a hand-held device – 3 times more likely
- Talking or listening on a hand-held device – 1.3 times more likely

Preventing Driving Distractors

Before the Trip:

- Give yourself plenty of travel time and make sure you're well rested and alert.
- Review all maps and directions and pre-program your route on your vehicle's global positioning system (GPS).
- Stow and secure loose objects.
- Prepare children and other passengers with everything they need. Don't forget to secure pets too.
- Lastly, preset the controls on your vehicle's climate control system and audio system.

During the trip:

While you are driving:

- Let calls go to voicemail and don't read or return texts. Do not surf the Internet or read emails. If you think you'll be tempted to check your phone, turn it off or place it in your vehicle's glove compartment.
- Do not eat, drink, smoke, apply makeup or engage in any other grooming activities.
- Stop at safe locations such as rest stops or a commuter lot, to make and receive calls or take care of the needs of children, passengers or pets.
- Keep your eyes and mind on the road.
- Stop periodically to help you stay alert. If you are fighting the urge to sleep, consuming caffeine, opening the windows to let in fresh air and blasting music won't keep you safe and alert. You need to find a safe place to pull over and take a nap.
- Finally, maintain at least a two-second following distance between your vehicle and the vehicle in front of you. Using the two-second rule significantly reduces your chances of being involved in a motor vehicle accident. Increase your following distance beyond two seconds in inclement weather, heavy traffic and while passing through highway work zones.