

DISTRACTED DRIVING BY THE NUMBERS

Distracted driving is any activity that could divert a person's attention away from the primary task of driving.

THERE ARE 3 MAIN TYPES OF DISTRACTION



VISUAL
taking your eyes off the road



MANUAL
taking your hands off the wheel



COGNITIVE
taking your mind off what you're doing

EVERY
7
SECONDS
someone is injured in a car accident

IN 2016 the US Department of Transportation reported a total of **34,439** fatal crashes in the US.

9% of those fatal crashes were reported as distraction-affected



1 out of 11 car crashes will be fatal.

DISTRACTED DRIVING

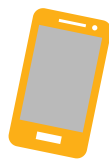
by the numbers



At least **9 people** are killed every day because of a distracted driver

More than **1,000 people** are injured every day due to a distracted driver

At any moment, **7% of drivers** are using cell phones



Driving while using a cell phone **reduces** the amount of brain activity associated with driving by **37%**.

23x

more likely to crash if you text and drive

IN THE WORK PLACE

Motor vehicle crashes are the **#1 cause** of work-related deaths, accounting for **40%** of all fatal occupational injuries in 2016.

On-the-job crashes can cost employers **more than \$175,000** in damages and injury

DRUNK & DRUG IMPAIRED AND OTHER RISKY BEHAVIORS

ALMOST
29
people in the US die in alcohol-impaired vehicle crashes every day in 2016

In a 2010 study, deaths from drunk driving accidents totaled nearly

\$44 billion in damages per year



IN A 2014 NHTSA SURVEY

20% of drivers tested **positive** for potentially **impairing drugs**

that's about 1 in every 5 people

Speeding killed **10,111** people in 2016, accounting for nearly **27%** of all traffic fatalities that year

IN 2015 seat belt use in passenger vehicles saved an estimated **13,941 lives** thanks to a **90.1** use rate



You can't drive safely unless the task of driving has your full attention. Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.

KNOW THE FACTS.
DRIVE SAFELY.

SOURCES

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