

DISTRACTED DRIVING

Why you could be paying more for auto insurance.

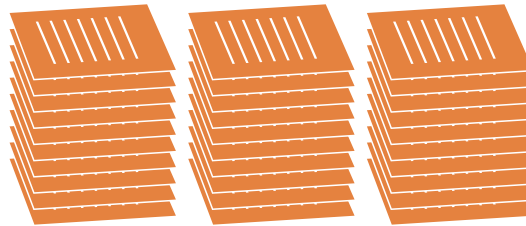


660,000

An NHTSA survey found that 660,000 drivers are using cell phones or manipulating electronic devices while driving at any given moment.

30 STUDIES

found that the human brain is distracted by the conversation, not just by using a "hands-free" device.



80

PERCENT

80% OF DRIVERS BELIEVE "HANDS-FREE" DEVICES ARE SAFER THAN HAND-HELD.

On average, each distracted driver used their electronic device for 4 minutes each time.

4

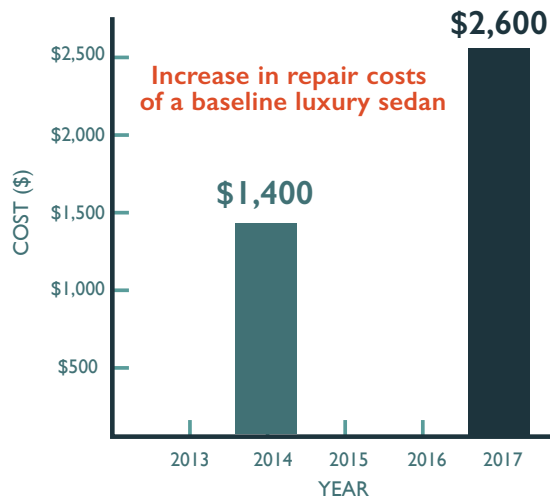
min

NOTE:

If a driver is traveling 40 mph, they will travel **2.66 miles in 4 minutes.**

FACT:

Drivers talking on phones, hand-held and hands-free devices, miss up to 50% of what is around them, including other drivers, pedestrians and bicyclists.



94

PERCENT



of vehicle crashes are caused by driver error.

TIPS TO BE AN ATTENTIVE DRIVER:

- 1 Turn off your phone.
Place it in your glove compartment, purse, or trunk.
- 2 Send or read texts and email before you start driving.
Long trip? Schedule breaks to stop, park safely, & respond to messages.
- 3 Program your GPS before you put the car in "drive."
New route? Find a safe area to pull over & adjust your navigation.
- 4 Social Media can wait.
No tweet, status update, or picture is worth a life.
- 5 Emergency texts aren't an exception.
If you must respond during your trip, pull over to a safe area first.
- 6 Think of others.
Don't call or text friends & family if you know they're driving.

PLEDGE TO BE A SAFE DRIVER
AT WWW.NSC.ORG

www.nsc.org/ddmonth

www.blog.zendrive.com/distracted-driving



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