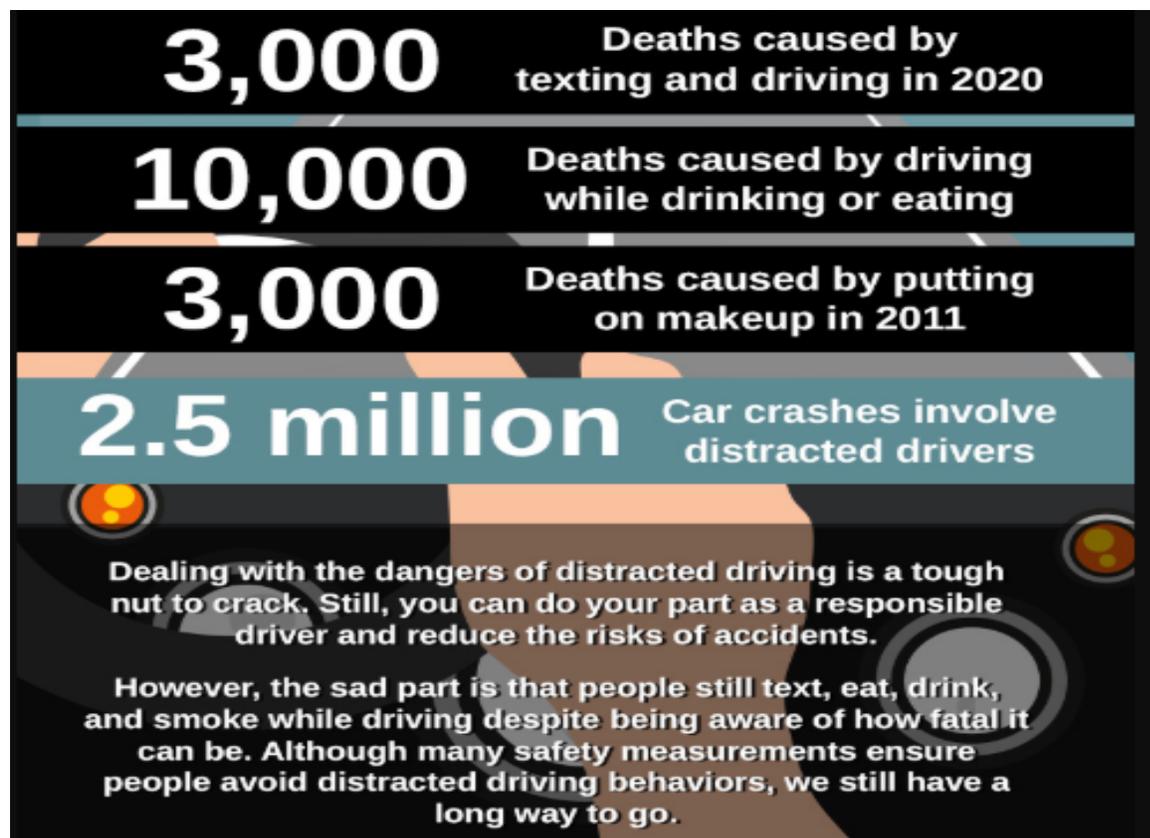


Distracted Driving Statistics

Distracted driving is a national epidemic. A quick bite to eat, text, or photo can turn deadly in an instant — and it's not worth your or anyone else's life.

Annually, 3,154 people are killed in distracted driving crashes, and 424,000 people are injured.

- Nine Americans are killed each day by distracted driving accidents
- The biggest distractions for drivers are reaching for objects and talking to passengers.
- Texting often takes your eyes off of the road for at least five seconds, long enough to drive the length of a football field while driving at 55 mph.
- One of four United States crashes involves a cell phone.
- By reaching for a phone or engaging in other visual-manual subtasks, you'll increase your risk of crashing by three times.
- About 660,000 drivers in the United States are using electric devices while driving at any given moment.



THE DANGERS OF DISTRACTED DRIVING

FOUR TYPES OF DISTRACTION



Visual
Distraction



Auditory
Distraction



Manual
Distraction



Cognitive
Distraction

11 DISTRACTIONS WHEN DRIVING



Cell Phone Use



Gadgets



Adjusting Controls



Drinking or
Eating



Fatigue



Lost In Thought



Applying Makeup



Handling Children
or Pets



Chatting With
Passenger



Road Rage



Smoking

