

## DISTRACTED DRIVING

Longer commutes, an increase in heavy traffic and bottlenecks, the availability of in-vehicle technology, and a blur between work and personal time are all factors that result in driver distraction. More time on the "roads more traveled" results in less time at home or the office, causing drivers to feel the pressure to multi-task just to keep up with their responsibilities. Countless distractions tempt drivers to forget that their primary responsibility is to drive focused and stay safe.

### Safety Facts for the Road

- ☞ Distracted driving is estimated to be a factor in between 25 to 50 percent of all traffic crashes-that's between 4,000 and 8,000 crashes a day (NETS, NHTSA).
- ☞ Numerous events and activities both inside and outside the vehicle can distract a driver. Adverse road, traffic and weather conditions require a driver's full attention.
- ☞ While taking one's eyes off the road or hands off the steering wheel present obvious risks, activities that take a drivers mind away from driving are just as risky.
- ☞ A driver's ability to manage distractions varies widely and can change from day-to-day depending on their level of stress and fatigue.
- ☞ Drivers who are distracted fail to recognize potential hazards in the road and react more slowly to traffic conditions, decreasing their "margin of safety".
- ☞ Research suggests that distracted or inattentive driving increases the risk of rear-end and single-vehicle crashes.

### Do you know when you're driving distracted?

- ☞ Has a passenger in your car screamed or gasped because of something you did or did not do?
- ☞ Did you run a stop sign unintentionally?
- ☞ Have you slammed on your brakes because you didn't see the car in front of you stop?
- ☞ You don't remember driving from one place to another?

These are clues that you are distracted while driving!

### Drive Focused. Stay Safe. Avoid Distracted Driving.

- ☞ Safe driving practices require that you constantly search the roadway ahead for situations that could require you to take quick action.
- ☞ Recognize that driving requires your full attention. Driver focus is critical to anticipating and avoiding crashes. Drive focused. Stay safe on the road.

### Did you know that sometimes even the most routine activities are potentially distracting while driving?

A national survey revealed the activities that distract today's drivers.

#### 2001 NETS SURVEY

#### Activities Drivers Engage in While Driving

96%	Talking to passengers
89%	Adjusting vehicle climate/radio controls
74%	Eating a meal/snack
51%	Using a cell phone
41%	Tending to children
34%	Reading a map/publication
19%	Grooming
11%	Prepared for work

#### Participation in Distracting Activities for Work or Personal Purposes

57%	Personal purposes
25%	Work purposes
14%	Both equally
2%	Don't drive for work
3%	Don't know