

# FOCUS.

Driving is Serious Business.

Focused driving is keeping your eyes on the road ahead, your hands on the wheel, and your mind on your driving.

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We've looked to see if we can find people who can talk on the phone and drive safely. There are 2% of people who might be as gifted as a skilled fighter pilot. But, we have yet to find anybody who can safely text and drive.

~ Dr. David Strayer, University of Utah

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## How Distracted ARE You in the Car?

Behavior	Increased Crash Risk
Texting	23 times
Reaching for a moving object	9 times
Driving drowsy	4 times
Using a cell phone	4 times*
Looking at an external object	3.7 times
Reading	3.4 times
Applying makeup	3 times

\* Since cell phone use occurs more frequently and for longer durations, this is the #1 source of driver inattention behind the wheel.

(Source: Virginia Tech Transportation Institute Naturalistic Driving Study, Relative Risk Estimates for Crash/Near Crash Inattention Events.)

Adapted from Network of Employers for Traffic Safety Drive Safely to Work Week materials.

- Distracted driving is the presence of anything that can distract a driver's physical and mental attention from driving.
- Studies indicate that distracted driving is a factor in more than 20% of crashes.<sup>1</sup>
- Nationally, driver distraction was reported to have been involved in 16% of all fatal crashes in 2008.<sup>2</sup>
- A recent poll conducted by Nationwide Insurance indicated 98% of people feel they are safe drivers, yet nearly three-quarters report that they perform other tasks while driving.<sup>3</sup>
- It is estimated that a driver makes an average of 20 major decisions during every mile of driving, and drivers frequently have less than one-half second to act to avoid a collision.<sup>4</sup>
- A recent simulator study showed that drivers on cell phones look but fail to see up to 50% of the information in the driving environment.<sup>5</sup>

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<sup>1</sup> NHTSA, 2009.

<sup>2</sup> An Examination of Driver Distraction as Recorded in NHTSA Databases. NHTSA, 2009.

<sup>3</sup> Nationwide Insurance Driving While Distracted Survey, 2008.

<sup>4</sup> AAA Foundation for Traffic Safety.

<sup>5</sup> University of Utah Simulator Study, 2008.

