

Distracted Driving Digits:



We've done the math

Distracted Driving = Dangerous Driving

98% of respondents consider themselves to be safe drivers yet **72%** admit performing other tasks while driving ¹

9x drivers reaching for something are 9 times more likely to crash ^{4, 5}

4x drivers using cell phones increase their risk by 4 times (hands-free devices do not lower the risk) ⁴

80% of crashes and 65% of near-crashes involve inattention within 3 seconds before a crash ^{4, 5}

88 number of feet covered in one second while traveling 60 mph ³

6000 average number of crashes each day in the U.S. related to distracted driving ²

\$167 fine by Colorado State Patrol for inattentive driving ³



1. Nationwide Insurance "Driving While Distracted Survey," 2008
2. AAA Foundation for Traffic Safety, 2008
3. Colorado State Patrol, 2009
4. National Highway Traffic Safety Administration, 2006
5. Virginia Tech Transportation Institute 2006

Produced by the Injury Prevention Coalition of San Juan Basin Health Department. Adapted courtesy of the Insurance Bureau of Canada.