

Distracted driving adds to growing risks on the road

According to the National Safety Council, 2016 may have been the deadliest year on the roads since 2007.¹ There are many contributing factors to this dismaying statistic, including lower gas prices putting more people on the road, higher state speed limits and a shortage of skilled truck drivers. However, research shows a key contributor is **distracted driving**.



Troubling tallies

≈ **40K**

Deaths connected to motor vehicle crashes in 2016 – the most in nine years.²

3,477

Deaths directly related to distracted driving in 2015 alone.³

391K

Number of people injured by distracted driving in 2015.⁴

4.6M

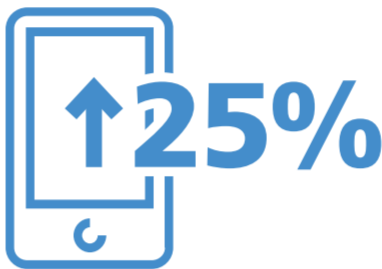
Estimated number of roadway users whose injuries required medical attention in 2016.⁵

\$432B

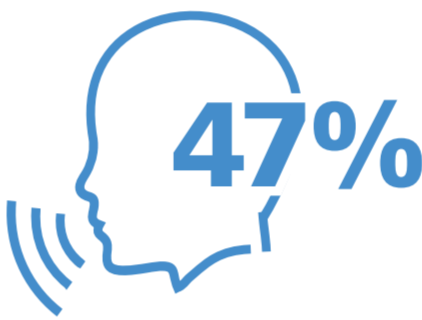
Estimated societal costs of escalating on-the-road dangers in 2016.⁶



Alarming percentages



Approximate percentage of crashes involving talking or texting on cellphones.⁹



Percentage of drivers who say they are comfortable texting manually or through voice controls while driving.¹⁰



Percentage of driving environment a driver fails to see due to “inattention blindness” when using a cellphone (handheld or hands-free).¹¹



In just a matter of seconds...

EVERY 8 SEC

Frequency with which someone is hurt in an automobile crash.⁷

4.6 SEC

Approximate time it takes the average person to read a text. At 55 mph, a car travels 80 feet per second. Reading a text while driving is like driving the length of a football field blindfolded.⁸

Beyond the numbers: A world of distractions

Because the direct cause of an accident cannot always be known, statistics have limitations in revealing the overall impact of distracted driving on the increase in crashes and related injuries or fatalities. However, it’s clear that **distractions are everywhere** and not restricted to cellphones and other devices.

A FEW COMMON DISTRACTIONS:



Eating and drinking



Grooming



Reading a map



Talking to other passengers



“Rubbernecking” when passing an accident

If your hands are off the steering wheel, your eyes are off the road, or your mind is not focused on driving, your risk of being involved in an accident increases.

STAY FOCUSED. DRIVE DEFENSIVELY. LET THE CALL OR TEXT WAIT. DON’T BECOME A STATISTIC!

Sources:
1. National Safety Council. “Motor Vehicle Deaths in 2016 Estimated to be Highest in Nine Years.” 15 February 2017. NSC Accessed 13 April 2017.
2. Ibid.
3. National Highway Traffic Safety Administration. Distracted Driving home page. Accessed 13 April 2017.
4. Ibid.
5. National Safety Council. “Motor Vehicle Deaths in 2016 Estimated to be Highest in Nine Years.”
6. Ibid.
7. National Safety Council video. Published 16 February 2017.
8. Occupational Safety and Health Administration. Distracted Driving flyer. 2012.
9. National Safety Council. Annual Estimate of Cell Phone Crashes 2013. Published 2015.
10. National Safety Council. Driver Safety Public Opinion Poll. February 2017.
11. National Safety Council. “Understanding the Distracted Brain: Why Driving While Using Hands-Free Cell Phones is Risky Behavior.” April 2012.