

SHORT FACTS:

KEY MESSAGES

1. Texting while driving is deadly behavior.
2. Young drivers are the most at risk.
3. Everyone has a personal responsibility.

National Highway
Traffic Safety
Administration

Three main types of distracting driving:

1. Visual – taking your eyes off the road.
2. Manual – taking your hands off the wheel.
3. Cognitive – taking your mind off of what you're doing.

Texting is the most dangerous form of distracted driving because it involves all three types of distraction.

<http://www.distraction.gov/stats-and-facts/>

Don't text and drive!

IMPORTANT FACTS:

- As of 2008; at any given moment 6% of drivers on the road were using hand-held cell phones.

In 2008:

- 5,870 people lost their lives in crashes involving distracted driving (16% of all motor vehicle fatalities)
- 515,000 people were injured in crashes involving distracted driving (21% of all motor vehicle injuries)
- Drivers under the age of 20 had the highest rates (16%) of any age group for being involved in fatal crashes while distracted driving.

National Highway Traffic Safety Administration

- One in four teens of driving age say they have texted while driving.
- Half of all teens ages 12-17 say they've been a passenger while a driver has texted behind the wheel.
- Teens are 4 times more likely to get into a crash when using a cell phone than adults are.

Virginia Tech Transportation Institute

In 2009:

- 40% of drivers younger than 35 admitted to texting while driving in the previous month
- 1 out of every 5 drivers (of all ages) admitted to texting while driving in the previous month
- 87% of those surveyed rated texting as a "very serious" threat to safety.
- These findings show that people seem to be concerned about the effect of distraction on others and may not understand the impact it has on their own driving.

Traffic Safety Culture Survey sponsored by AAA Foundation

- 47% of adults who text say that they have sent or read a text message while driving.

- Approximately one in three (34%) texting teens between the ages of 16-17 say they have texted while driving.
- About half (52%) of teens who own cell phones between the ages of 16-17 say they have talked on a cell phone while driving.
- The highest incidence of distracted driving occurs in the under-20 age group.

Pew Internet & American Life Project

- Students texting while driving spent 10% of their allotted time out of the correct lane. In that ten minute span, those students spent at least a whole minute in the wrong lane.

Clemson University

- 636,000 crashes, 330,000 injuries, 12,000 serious injuries, and 2,600 deaths are due to texting while driving each year in the United States.

LiveScience

- 65% of teens have asked someone to stop texting while driving.

- 85% of teen girls and 58% of teen boys admitted to texting while driving.

Edgar Snyder & Associates

- The motor vehicle death rate is 21% and rising by 4% each year. That means 50 Georgia teens will die this year because of a cell phone.

Atlanta Journal Constitution

- Cell phones are involved in 1.6 million car accidents a year.

Department of Transportation