

# Driving Distracted Infographic

## DISTRACTED DRIVING

### THE RISKS

Q: What is  
distracted driving?

A: ANY activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system.

FACT: 481,000  
drivers are using  
cell phones while  
driving during  
daylight hours.

RESULT: In 2016 alone,  
3,450 people were killed.  
391,000 were injured in motor  
vehicle crashes involving  
distracted drivers in 2015.

### BY THE NUMBERS:

**36%** NEAR COLLISIONS Distracted drivers are 36% more likely to be involved in a near collision.

**87%** SPEEDING Distracted drivers are 87% more likely to drive 10mph or more over the speed limit.

**91%** LANE CONTROL Distracted drivers drift out of their lane 91% more than all other drivers.



Distracted drivers run stop signs and red lights 2.7 x more often than other drivers.

On average, MPG for distracted drivers is 6.1% lower than all other drivers.



It takes 4.6 seconds to read/send a text. At 40mph, during this time, you've driven the length of 16 cars without looking at the road.



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### BOTTOM LINE?

**DISTRACTED DRIVING IS NOT WORTH THE RISK.**