

# APRIL IS

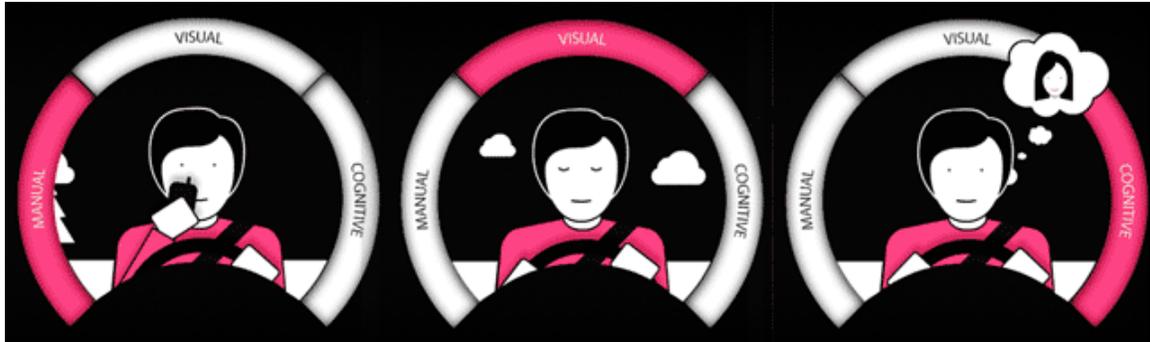
## Distracted Driving Awareness Month



Distracted driving is any activity that diverts attention away from the primary task of driving.

## Three types of distractions:

Traffic safety experts classify distractions into three main types: **Manual, Visual and Cognitive.**



- Manual distractions are those where you move your hands from the wheel.
- Visual distractions are those where you focus your eyes away from the road.
- A cognitive distraction is when you're mind wanders away from the task of driving.

**Texting** involves *all three types* of distraction.

## Cell Phone Use:

- People are as impaired when they drive and talk on a cell phone as they are when they drive intoxicated at the legal blood-alcohol limit of 0.08%. [University of Utah](#)
- Cell phone users are 5.36 times more likely to get into an accident than undistracted drivers. [University of Utah](#)
- Text messaging increases the risk of crash or near-crash by 23 times. [Virginia Technical Transportation Institute](#), [USDOT](#)
- Sending or reading a text message takes your eyes off the road for about 5 seconds, long enough to cover a football field while driving at 55 mph [NHTSA](#)



## Did you know.....

- 37,000+ people die in automobile crashes in the U.S every year
- Each day in the United States, over 8 people are killed and 1,161 injured in crashes that are reported to involve a distracted driver.
- Over 2.5 million people in the U.S. are involved in road accidents each year.
- **Of these, 1.6 million have a cell phone involved in them. That's 64% of all the road accidents in the United States. Over half the road accidents in the States have cell phones involved, and if this doesn't make you realize just how potent it is, what will?**



- Manual distractions are those where you move your hands away from the task of controlling the vehicle. Reaching for a soda in the drink carrier is an example of a manual distraction.
- Visual distractions are those where you focus your eyes away from the road. You drop your soda, and when it spills all over the floor of the car, you look down at your ruined shoes and stained slacks: that's a visual distraction.
- A cognitive distraction is when you're mind wanders away from the task of driving. You start to consider whether you can afford to replace the clothing you just ruined, and what stores have bargains this week, and you're no longer paying attention to the essential job of driving. Bingo: cognitive distraction.
- **This is why texting has such a bad reputation: it always involves *all three types of distraction, all at once.***
- Each year, over 330,000 accidents caused by texting while driving lead to severe injuries. This means that over 78% of all distracted drivers are distracted because they have been texting while driving.

- The chances of a crash because of any reason is increased by 23 times when you are texting. Even if the crash is another driver's fault, you will probably have been able to avoid it if you had been looking at the road instead of the phone.
- 1 out of 4 car accidents in the US are caused by texting while driving.



- Texting and driving is 6 times more likely to get you in an accident than drunk driving. That's right, it is actually safer for someone to get wasted and get behind the wheel than to text and drive while doing so.
- It takes an average of three seconds after a driver's mind is taken off the road for any road accident to occur. This is the bare minimum amount of time it takes, and it is surprisingly small. Three seconds is the time it takes to turn your ignition when starting your car.
- **The average speed in the US is about 55mph. Reading a text message while driving distracts a driver for a minimum of five seconds each time.**
- There are so many vehicles on the road now that this means there is a huge chance of something terrible happening in this distance. This means that the chances of an accident occurring while reading a text is extremely high indeed.
- When you text while driving, the time that you spend with your eyes off the road increases by about 400%. It is already dangerous enough to be distracted by NATURE while driving. So why make things 4 times as bad by texting?
- When you compare this to the 2.8 times more risk that dialing a number on a phone imparts, you know that you are playing with fire.



**EVERY DAY, 11 TEENAGERS DIE BECAUSE THEY WERE TEXTING WHILE DRIVING.**

- 94% of teenagers understand the consequences of texting and driving, but 35% of them admitted that they do it anyway.
- Of all the teenagers ever involved in fatal accidents every year, 21% were using a cell phone at the time of the accident.
- Teen drivers have a 400% higher chance of being in a car crash when texting while driving than adults.
- 25% of teens respond to at least one text while driving, every single time.
- 10% of adults and 20% of teenagers have admitted that they have entire conversations over text message platforms while driving.
- 82% of American teenagers own a cell phone, and use it regularly to call and text message. 52% of these talk on the phone while driving, and 32% text on the road.
- When polled, 77% of adults and 55% of teenage drivers say that they can easily manage texting while driving.
- When teens text while they drive, they veer off lane 10% of their total drive time.
- A study at the University of Utah found out that the reaction time for a teen using a cell phone is the same as that of a 70 year old who isn't using one.
- 48% of kids in their younger teenage years have been in a car while the driver was texting. Over 1600 children in the same age group are killed each year because of crashes involving texting and driving.



For more information, please visit:

<http://distracteddriveraccidents.com/25-shocking-distracted-driving-statistics/>

<https://www.icebike.org/texting-and-driving/>

<https://www.nsc.org/road-safety/safety-topics/distracted-driving/research>

<http://www.enddd.org/the-facts-about-distracted-driving/>

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