

CALLING ALL DRIVERS TO START BREAKING BAD

America, it's time to break those distracted driving habits.



Over 400,000 Americans injured in motor vehicle crashes involving distracted drivers each year.

New international research[^] shows staggering amount of American drivers admit to driving while distracted.



Related research* shows that using a smartphone while driving is as dangerous as drink driving.



American drivers over **230%** more likely to drive distracted than British drivers[^]



55.7%
drivers admit texting or using social media while driving



Men **18%** more likely than women



23x more likely to be involved in a **crash**~



39.2%
men distracted by attractive pedestrians



Men **326%** more likely than women

Middle aged men & high income earners the most likely to take eyes off road to check someone out.



63.6%
consume hot food & drink while driving



Drivers aged 45 yrs+ **25%** more likely than those under 25 yrs.

Drivers in the Mid-West **21%** more likely to eat or drink at the wheel than those in Western States.



18.4%
women admit doing hair or makeup while driving



1 in 10 men shave or do hair behind the wheel.



14%
drivers snapped and uploaded a #selfie while driving



Drivers in rural areas **28%** more likely than those in urban or suburban areas

Men and women **equally likely** to take a selfie at the wheel

* According to a recent study in the UK, a car driver on a mobile or smart phone will have roughly the same reaction time as a drunk driver. This means drivers who text or use social media while in transit are four times more likely to be involved in a car crash than other drivers. ~ Compared to non-distracted drivers - Virginia Tech Transportation Institute.

[^] Source: Smith's Lawyer's Distracted Driver Survey. 4250 responses from USA, UK & Australian drivers between May-Aug 2015. Results shown for USA.