

# Please Don't Drive Distracted



## Nearly 9-in-10

people admit to using their smartphone while driving.<sup>1</sup>



## Nearly 4-in-10

drivers call distracted driving a habit.<sup>1</sup>



## Nearly 1-in-4











people don't see distracted driving as a major problem.<sup>1</sup>



**57%** of people are more likely to stop driving distracted if a friend or passenger pressures them to.<sup>1</sup>

## Smartphone activities

people say they do while driving include:

-  Text (81%)<sup>2</sup>
-  Play Music (64%)<sup>1</sup>
-  Snap / View Photos (64%)<sup>3</sup>
-  Email (60%)<sup>4</sup>
-  Access Social Media (50%)<sup>5</sup>
-  Surf the Net (47%)<sup>1</sup>
-  Watch / Stream Videos (36%)<sup>1</sup>
-  Shoot a Video (31%)<sup>1</sup>
-  Play Games (28%)<sup>1</sup>
-  Video Chat (27%)<sup>1</sup>

Take the pledge at [ItCanWait.com](http://ItCanWait.com) and help end distracted driving.

<sup>1</sup> Online survey with 7,505 respondents (total distracted drivers n=6,438) conducted by Kantar Added Value. Ongoing survey, data represented here were collected January 2017- December 2017. National panel sample (ages 15-54, drive, and have a smartphone).

<sup>2</sup> Read and type a text message

<sup>3</sup> Take and look at pictures

<sup>4</sup> Read and type an email

<sup>5</sup> Read and post on social networking sites