



2014 Distracted Driving Awareness Month Key Facts & Statistics

California Data

- In 2013, more than 36% of Californians surveyed thought texting or talking on a cell phone while driving posed the biggest safety problem on California roadways. *(2013 California Traffic Safety Survey)*
- In 2013, nearly 70% of California drivers surveyed said they had been hit or nearly hit by a driver who was talking or texting on a cell phone. *(California Traffic Safety Survey)*
- In 2013, 45% of Californians surveyed said they have made a driving mistake while talking on a cell phone. *(California Traffic Safety Survey)*
- In 2013, approximately 70% of Californians surveyed believed that using a hands-free cell phone is safer than a hand-held phone while driving, although research shows the risk is nearly the same. *(California Traffic Safety Survey)*
- In 2013, nearly 48% of Californians surveyed said that texting while driving is the most serious distraction for drivers. *(California Traffic Safety Survey)*
- The 2012 "Statewide Observational Survey of Cell Phone Use by Drivers" in California showed that 7.4% of drivers were using cell phones at any given daylight time. Due to the difficulties in observing all cell phone use while driving, the actual percentage is thought to be higher. *(Statewide Observational Survey of Cell Phone Use by Drivers)*

National & General Data

- In 2012, 3,328 people were killed and 421,000 were injured in distraction-affected crashes. *(National Highway Transportation Safety Administration, VTTI)*
- As of December 2012, 171.3 billion text messages were sent in the US (includes PR, the Territories, and Guam) every month. *(CTIA -- Cellular Telecommunications Industry Association)*
- The average text read or typing is 4.6 seconds. Just three seconds of texting while driving at 65 mph is equal to driving 100 yards, or the length of a football field, blindfolded. *(VTTI – Virginia Tech Transportation Institute and the California Office of Traffic Safety)*
- Headset cell phone use is not substantially safer than hand-held use. *(VTTI – Virginia Tech Transportation Institute)*
- Engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) associated with the use of hand-held phones and other portable devices increased the risk of getting into a crash by three times. *(VTTI – Virginia Tech Transportation Institute)*
- Text messaging creates a crash risk 23 times worse than driving while not distracted. *(National Highway Transportation Safety Administration, VTTI)*
- Only about 1 out of 5 young drivers think that texting makes no difference to their driving performance. 68 percent of young drivers 18 to 20 are willing to answer incoming phone calls on some, most, or all driving trips. *(National Highway Transportation Safety Administration, 2011)*
- Parents who engage in distracting behaviors more frequently have teens who engage in distracting behaviors. Teens read or send text messages once a trip 26 times more often than their parents think they do. *(Teen Driver Distraction Study, UMTRI-Toyota, 2012)*