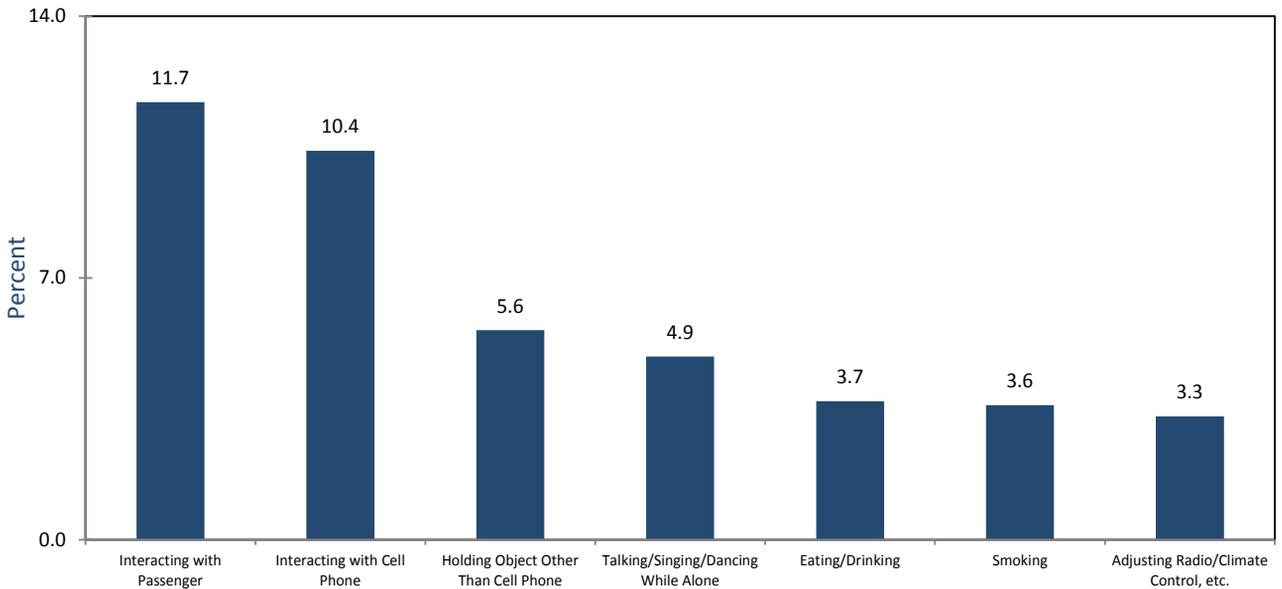


DISTRACTED DRIVING

Percentage of driving hours spent on select “distracting” behaviors while in a moving vehicle.¹



Distracted Driving Facts

- Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increases the risk of crashing. Distractions include: texting or talking on a cell phone, talking to passengers, eating, adjusting the radio, looking out of a window, etc. (Source: Distraction.gov)
- Distractions can be visual (taking eyes off the road), manual (taking hands off the wheel), or cognitive (taking mind off what you're doing). Since texting involves all three, it is particularly dangerous. (Source: Distraction.gov)
- According to the National Highway Traffic Safety Administration (NHTSA), 10% (3,050) of U.S. fatal crashes in 2012 were reported as distraction-affected. These crashes killed 3,328 people, up slightly from 2011, and injured an estimated 421,000 more. In 12% of these crashes, the distraction was talking on, listening to, or manipulating a cell phone. (Source: National Highway Traffic Safety Administration)
- According to the same report, drivers aged 15-19 represented 7% of all drivers in fatal crashes, but 10% of the drivers in that age group were distracted – the highest percentage for any age group. Drivers aged 20-29 made up 23% of the drivers in fatal crashes, but only 8% of these drivers were distracted. (Source: National Highway Traffic Safety Administration)
- In 2014, 17,827 crashes² in Ohio (~6% of all crashes) had a reported distraction including 44 fatal and 5,958 injury crashes. The “Other Inside the Vehicle” category (e.g., passengers, food and/or drinks) represented 39% of all distracted driving crashes and 43% of the fatal crashes. “Phone” and “Texting/Emailing” were a factor 16% of all distracted driving crashes and 23% of these fatal crashes.
- Ohio law bans all “electronic wireless communication device” usage for drivers under 18. Texting while driving is illegal for all drivers as a secondary offense. Across the U.S., 48 states have full or partial texting while driving bans. Talking on a hand-held phone while driving is banned in 14 states.

¹ For more information see: Insurance Institute for Highway Safety.

² Crash data provisional as of 3/17/2015.