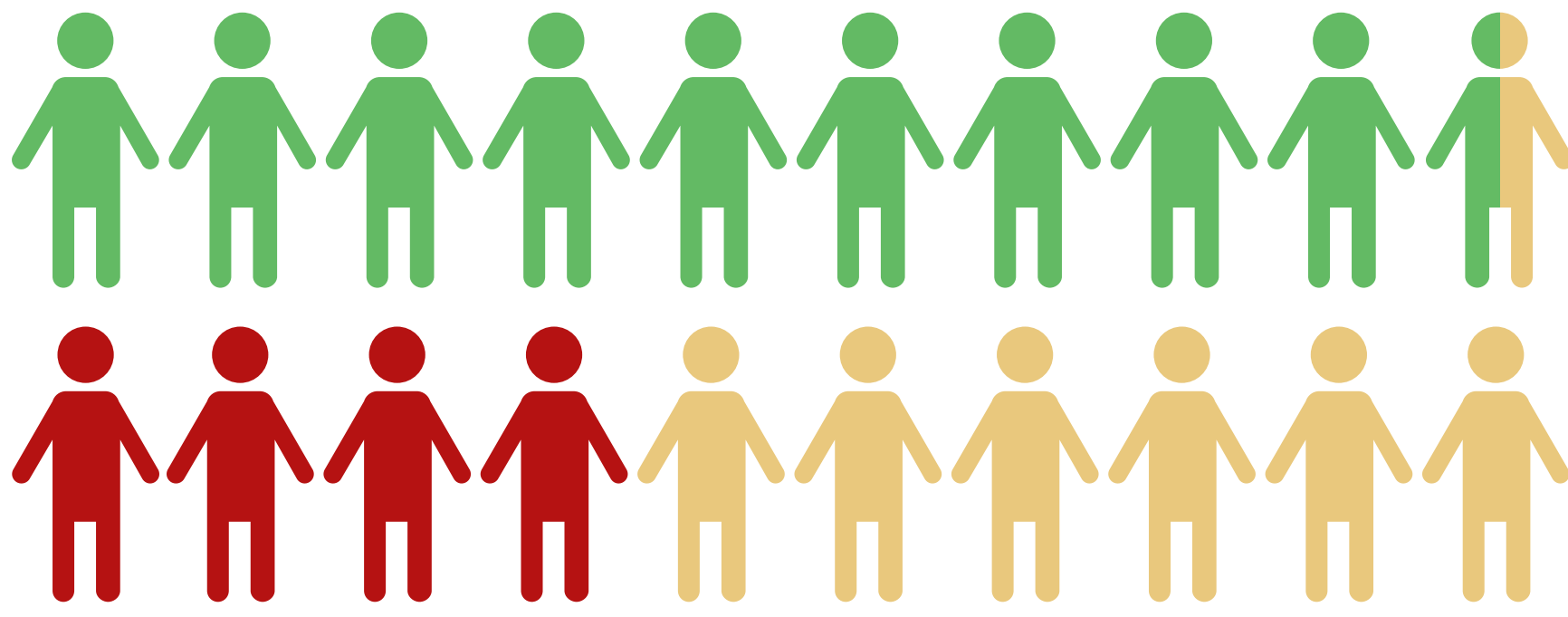


THE CONFUSED STATE OF DISTRACTED DRIVING

Nearly everyone thinks they're a great driver, but with traffic fatalities at their highest point in almost a decade, it's time for Americans to face the delusions they have about their own driving habits. By analyzing survey responses and actual driving data, it's clear perceptions don't line up with reality.



Over **96%** of Americans believe they are safe drivers

While nearly **40%** believe the majority of drivers are unsafe

42% don't consider 10mph over the limit speeding

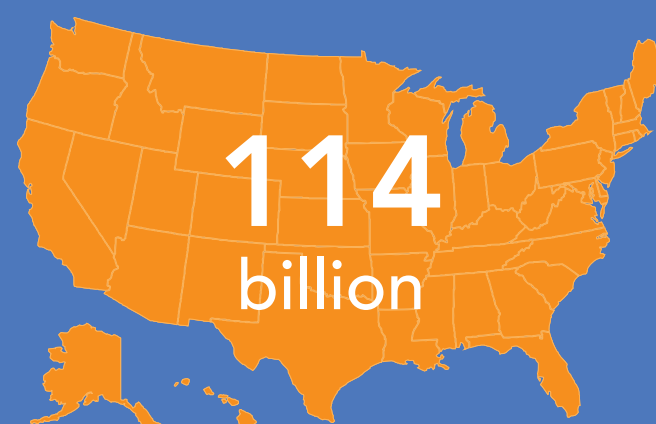
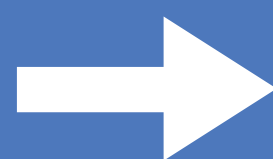
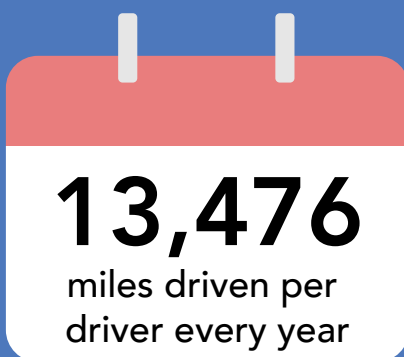
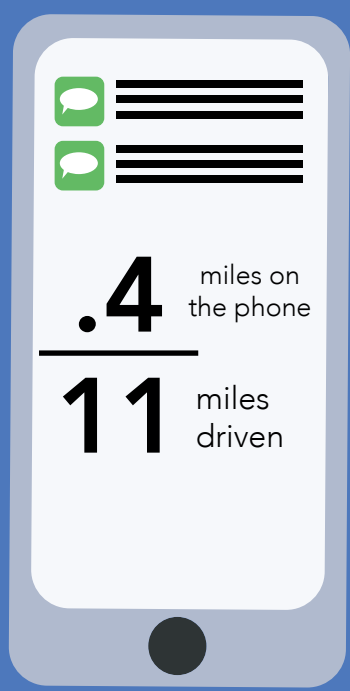
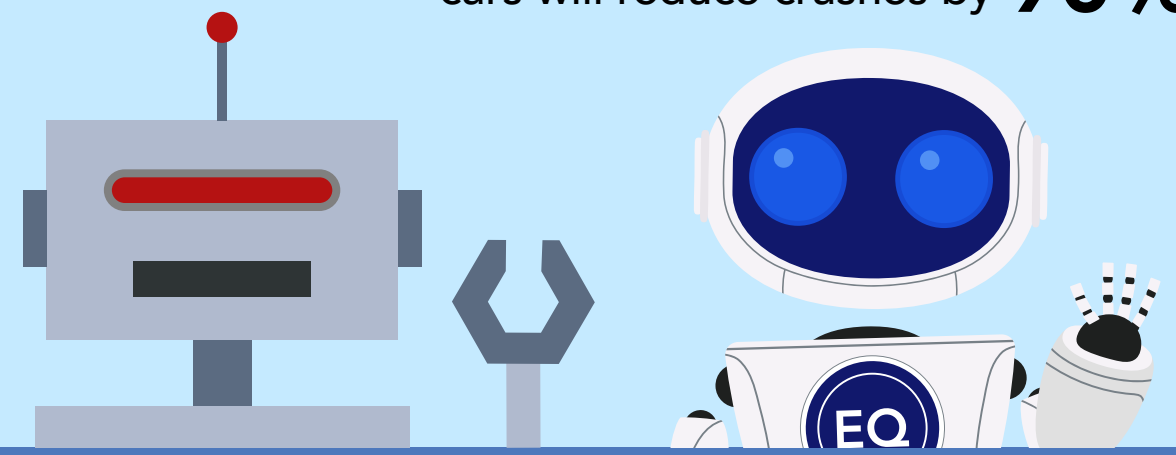
10% believe 20mph over the limit isn't speeding

And even though increases in speed limits by only 10mph can increase the risk of a crash by up to **9.1%**...

Over **1/2** of all driving time is spent at least 10mph over the legal limit

81% would feel safer driving themselves compared to a self-driving car...

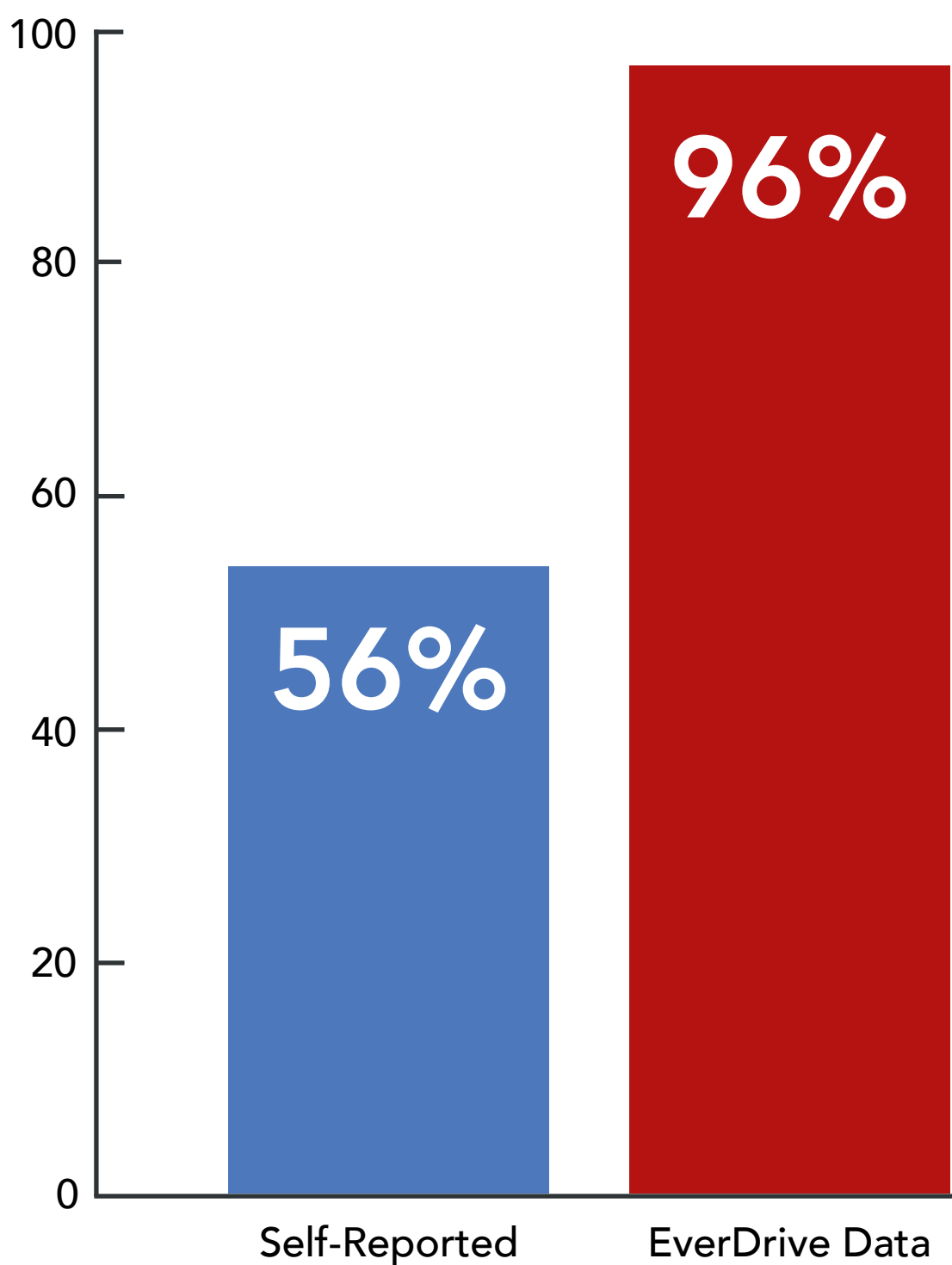
...but experts predict self-driving cars will reduce crashes by **90%**



distracted miles

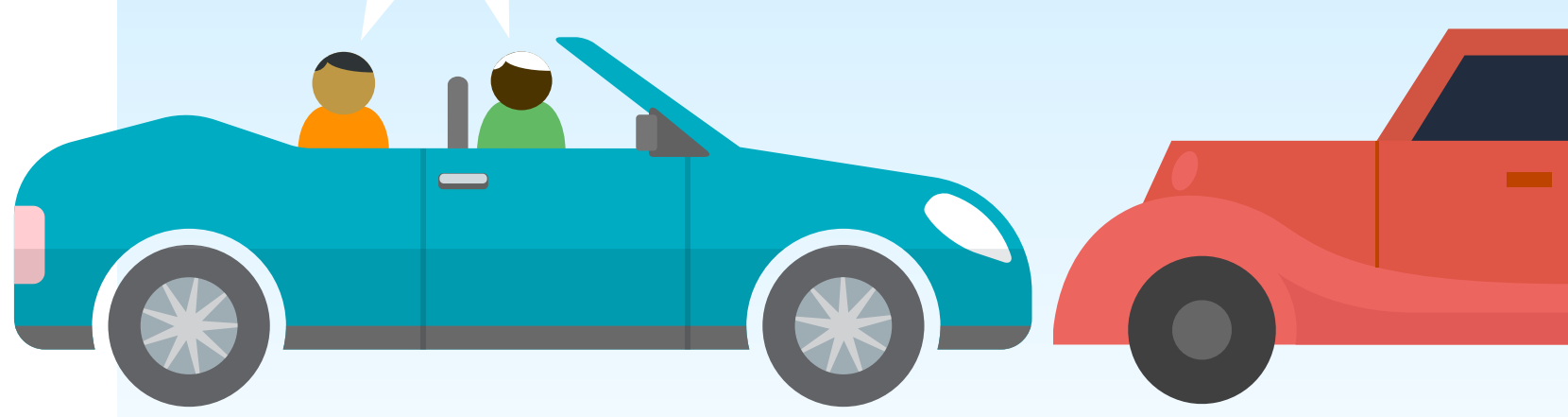
trips Americans could take around the world without looking up from their phones

Have you used your cell phone while driving?



Only **2.6%** feel the scariest thing to see a driver doing is interacting with passengers. However...

57% of distracted driving accidents are caused by passenger interactions



Friend or phone?

57% of respondents have asked a driver to stop using their phone because they felt unsafe

52% would allow a mobile app to prevent phone use behind the wheel

61% don't think their state does enough to stop distracted driving*

*55% of these people admit to some phone use in the past 30 days, and 12% admit to using their phone on most or all drives!

Most Safe and Unsafe States/Territories, by traffic-related deaths per 100,000 population

Safest

Most Dangerous

1. Washington, D.C.

1. North Dakota

2. Massachusetts

2. Wyoming

3. New York

3. Montana

4. Rhode Island

4. Mississippi

5. New Jersey

5. Oklahoma

Only **14** states ban handheld cell phone use for all drivers

These states have some of the lowest driving mortality rates, including Washington, D.C., New Jersey, and New York

While some of the most dangerous states, such as Montana, Wyoming, and Mississippi have almost no regulations

Sources:
 1. <http://www.distraction.gov/stats-research-laws/state-laws.html>
 2. http://www.cdc.gov/motorvehiclesafety/states/occupant_death_rate.html
 3. <http://www.mckinsey.com/industries/automotive-and-assembly/our-insights/ten-ways-autonomous-driving-could-redefine-the-automotive-world>
 4. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2724439/>