



Parents and Distracted Driving



Among parents who drive distracted, 91% use their cell phones while their teens are in the car...

...and 88% of those parents say they are one of their teens' primary driving teachers.

77% of new moms are more afraid of getting in a car accident since having a baby



Children are 4x more distracting and babies are 8x more distracting to drivers than adult passengers

Sources of parent driving distraction include hungry kids, crying babies, & calls from school or the babysitter

1/2 of a person's driving time is typically spent focused on something other than driving

Decreased engagement with driving ("latency") continues for 27 seconds after the distracting activity stops

The bigger the vehicle being driven (minivans, SUVs), the more distracted the driver is.

PUT THE REST ASIDE AND JUST DRIVE!



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