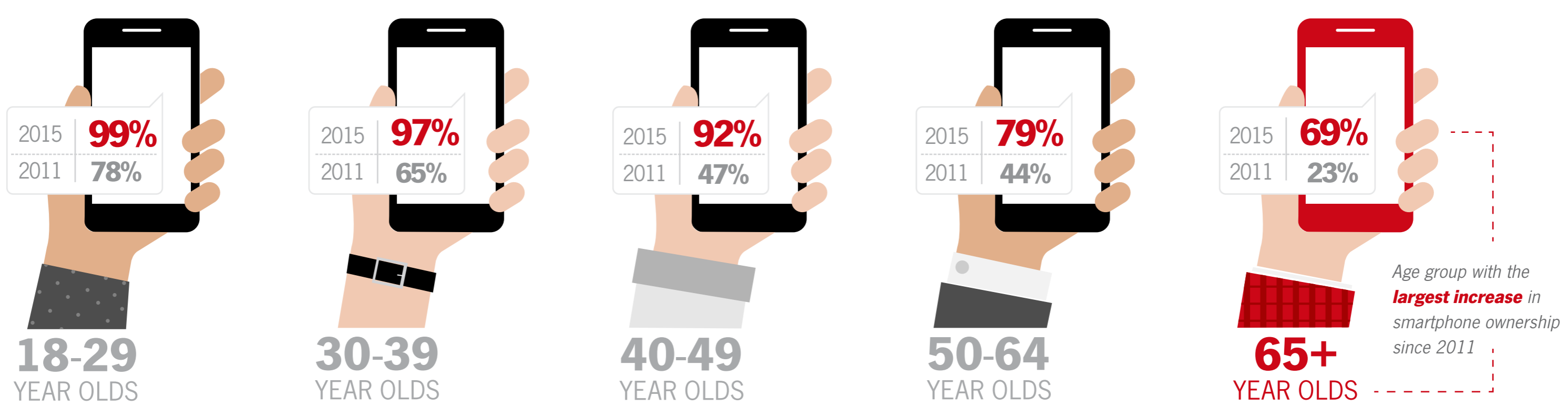


DISTRACTED DRIVING TRENDS:

Use of Hand-held Cellphones for Talking Decreasing, Increasing for Internet and Social Media

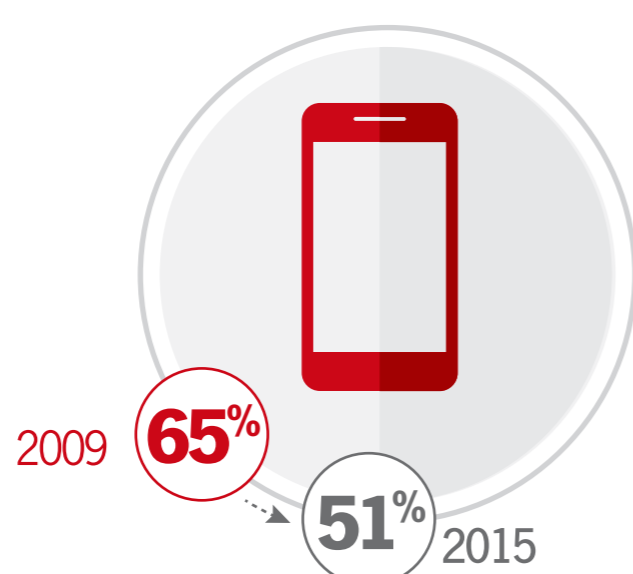
Smartphone Ownership Continues to Increase

Among drivers who owned cellphones

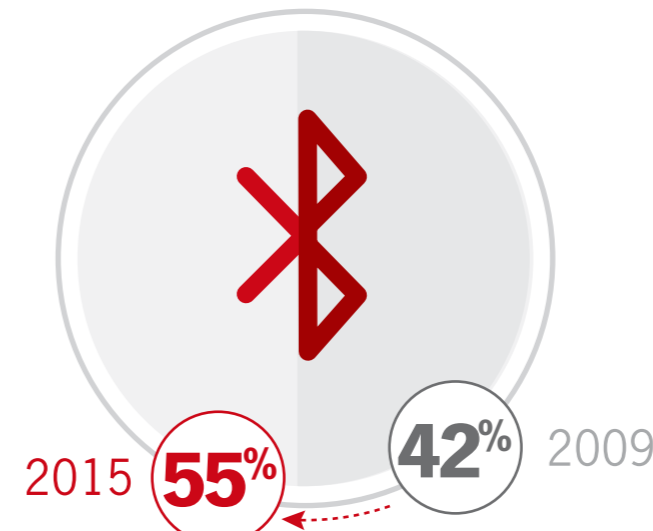


Activities Drivers Say They Participate in While Driving

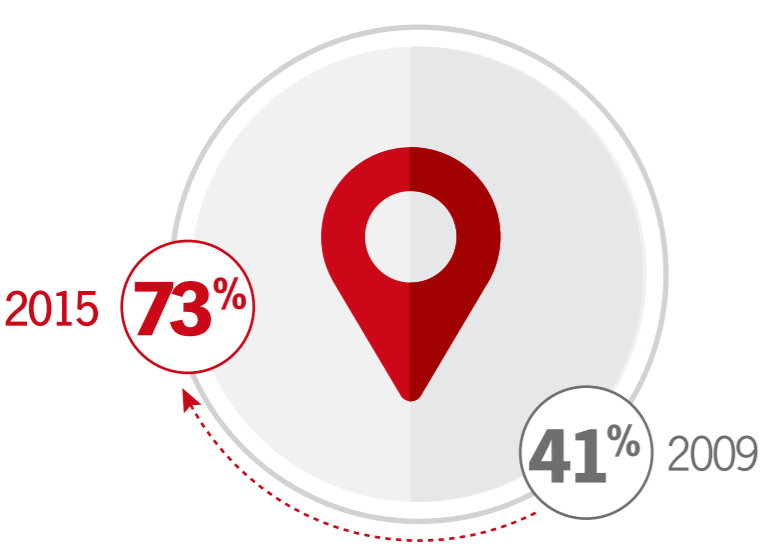
TALK ON HAND-HELD PHONE



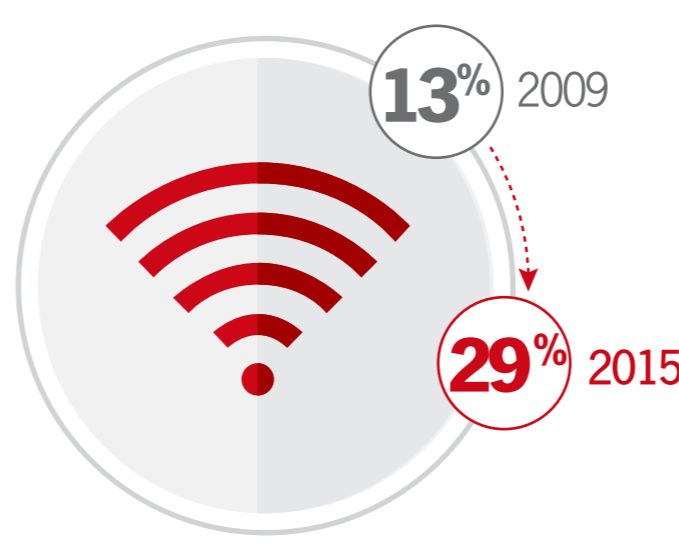
TALK ON HANDS-FREE PHONE



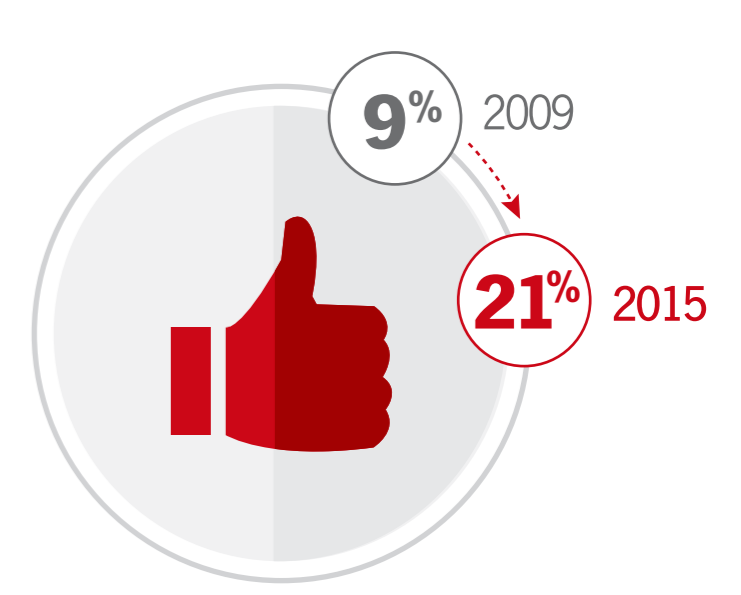
LISTEN TO NAVIGATION



ACCESS INTERNET



READ SOCIAL MEDIA

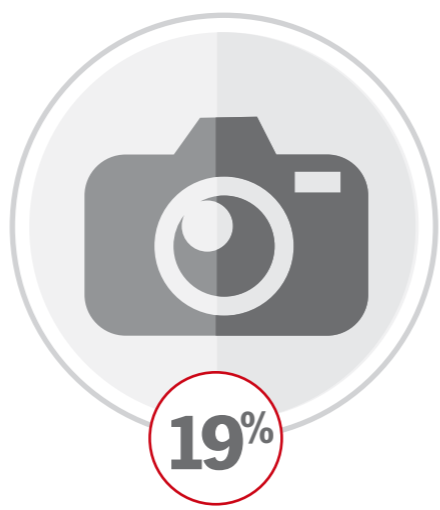


NEW 2015 SURVEY ITEMS

TALK WITH PASSENGER



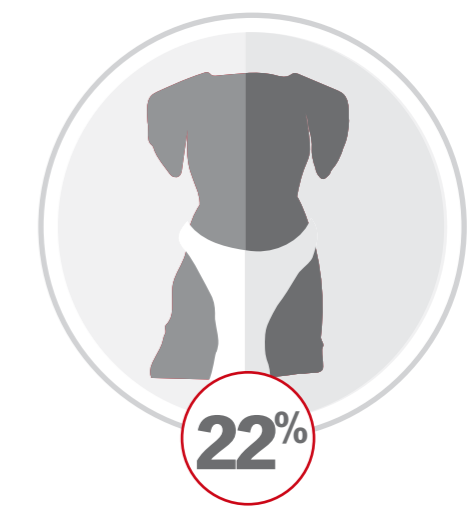
TAKE PHOTO W/PHONE



RECORD VIDEO W/PHONE



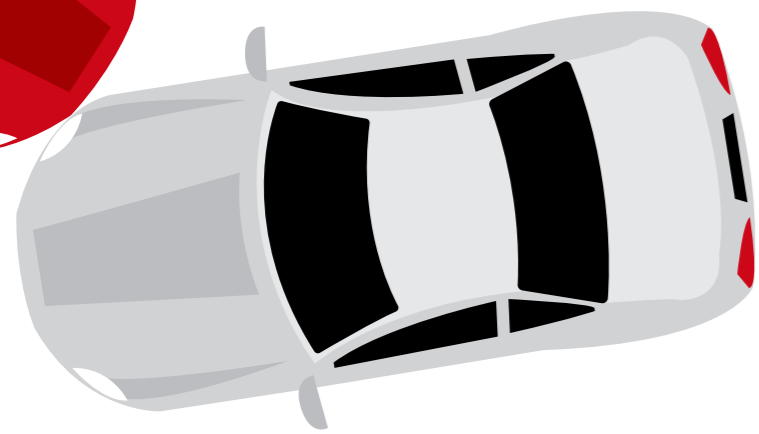
ATTEND TO PET IN VEHICLE



What Do Drivers Say Would Keep Them From Texting While Driving?

48%

I CAUSE A CRASH WHILE READING OR RESPONDING TO A TEXT MESSAGE



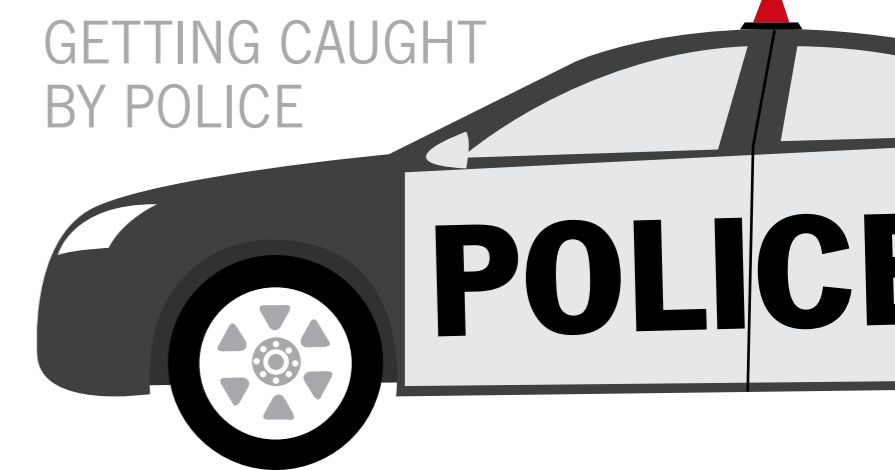
42%

FINANCIAL AND/OR LEGAL CONSEQUENCES



36%

GETTING CAUGHT BY POLICE



Speaking of laws...

The Majority of Drivers Agree With Laws Restricting Cell Phone Use

84%

OF DRIVERS AGREE WITH LAWS PROHIBITING PHYSICALLY INTERACTING WITH CELLPHONE.

