

STOP THE TEXTS. STOP THE WRECKS. CHECK OUT THE FACTS!

#1 KILLER OF TEENS IN AMERICA = distracted driving (including texting while driving).¹

5 SECONDS = the average time a driver's eyes are off the road when texting. At 55 mph, that's enough time to drive the length of a football field (360 feet).²

8 PER DAY = 16- to 19-year-olds who died in 2009 from motor vehicle injuries.³

18% = distraction-related highway fatalities in America in which cell phone use while driving was reported.⁴

23 TIMES = a texting driver is more likely to get into a crash than a non-texting driver.⁵

34% = teens who drive while distracted who say they're used to multi-tasking.⁶

77% = young adult drivers who are somewhat to very confident that they can safely text while driving.⁷

85% = texting teen drivers who agree that texting while driving is a problem.⁸

500,000 = young adults injured each year because of distracted driving.⁹

TEXTING WHILE DRIVING \neq MULTI-TASKING
TEXTING WHILE DRIVING $=$ DRIVING BLIND

1. (2007, Children's Hospital of Philadelphia and State Farm Insurance Study and NHTSA Study)
2. (2009, Virginia Tech Transportation Institute)
3. (2010, CDC)
4. (2009, NHTSA)

5. (2009, Virginia Tech Transportation Institute)
6. (2010, AAA and Seventeen Magazine)
7. (2011, Ad Council)
8. (2011, Ad Council)
9. (2009, NHTSA)