

PHONE USE WHILE DRIVING CAN BE...



=



Cognitive
distraction

=

Up to
4X



more likely to be
involved in a crash

DUMB

Hands-free is not risk free. Research indicates talking on a cell phone while driving zaps 39% of the brain energy normally devoted to driving.



=



Cognitive and
manual distraction

=

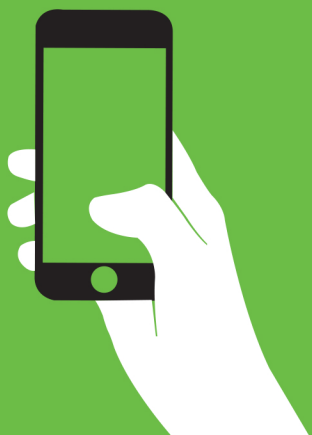
Up to
6X



more likely to be
involved in a crash

DUMBER

Talking on a cell phone while driving contributes to cognitive, manual, and visual interruptions, causing the driver to miss key cues needed to avoid a crash.



=



Cognitive, manual,
and visual distraction

=

Up to
23X



more likely to be
involved in a crash

DUMBEST

Texting drivers take their eyes off the road for an average of 4.6 seconds which, at 55mph, is the length of a football field. Because texting negatively impacts all 3 key elements of the driving task, texting could be described as the "perfect storm" of crash risks.