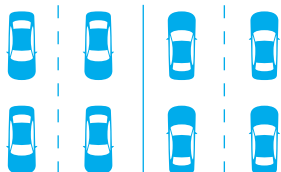




# It Can Wait

Please don't drive distracted.

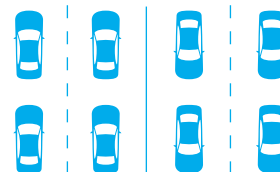


Over

95%

of people view **distracted driving as a problem.**

Yet, most do it anyway.<sup>1</sup>



## Activities people engage in while driving<sup>1</sup>

**68%** **Read** Texts, Emails or Social Media

**54%** **Surf** the Web

**38%** **Play** Games

**54%** **Watch** Videos/  
**View** Pictures

More than

**1/3** of drivers call distracted driving **a habit.**<sup>1</sup>

**57%** of people are **more likely to stop** driving distracted if a **friend or passenger** pressures them to.<sup>1</sup>

**60%** of drivers say **spreading the word** and talking about distracted driving **has an impact** on how they behave **behind the wheel.**<sup>1</sup>



Learn more and join the movement at [ItCanWait.com](https://ItCanWait.com) | [#ItCanWait](https://twitter.com/ItCanWait)

<sup>1</sup>Online survey with 603 respondents (total distracted drivers n=489) conducted by Kantar Added Value. Data represented here were collected October 2019-December 2019. National panel sample (ages 15-54, drive, and have a smartphone)