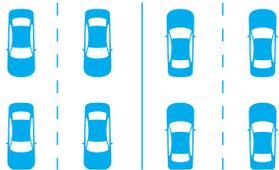




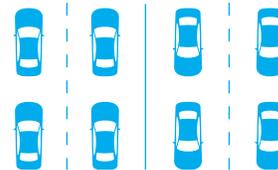
It Can Wait

Please don't drive distracted.



Over
95%

of people view **distracted driving as a problem.** Yet, most do it anyway.¹



Activities people engage in while driving¹

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.**¹

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

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



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

¹Online 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)