



# It Can Wait

Please don't drive distracted.

Over **95%** of people view distracted driving as a problem. But 8-in-10 admit they do it. And more than a third of drivers call it a habit.<sup>1</sup>



## Take the **pledge.**

Visit [ItCanWait.com](https://ItCanWait.com) and take the AT&T *It Can Wait* pledge to drive distraction free.



## Speak **up.**

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



## Join the **movement.**

Follow #ItCanWait and visit [ItCanWait.com](https://ItCanWait.com) for tips and tools to help make a difference in your community.

AT&T's ***It Can Wait***<sup>®</sup> campaign shares the simple message:

Please don't drive distracted. Since 2010, AT&T has been working to help put an end to distracted driving and generated more than 40 million pledges — and counting — to drive distraction free

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