



# Media Talking Points

## Advocates

Distracted driving is never OK. That's why we're joining AT&T to help make our roads safer through It Can Wait, the national movement to end distracted driving.

### The Distracted Driving Epidemic

#### Smartphone distracted driving is a pervasive problem.<sup>1</sup>

- 7-in-10 people engage in smartphone activities while driving.
- 62% keep their smartphones within easy reach while driving.
- Nearly 4-in-10 smartphone users tap into social media while driving. Almost 3-in-10 surf the net. And 1-in-10 video chat!
- Facebook tops the social platform list — more than a quarter of those polled use the app while driving. About 1-in-7 said they're on Twitter behind the wheel.

#### Habitual behaviors play a strong role in distracted driving.<sup>2</sup>

- For 1-in-3 drivers distracted driving is a habit.
- Habitual distracted drivers have a false sense of security in their actions. Only 58% feel that using their smartphone behind the wheel is “very dangerous,” compared to 78% of non-habitual distracted drivers. Ironically, they're also twice as likely to have been involved in a near crash or a collision.

#### When we're alone in our cars, we behave differently.<sup>3</sup>

- Only 36% of drivers look at their smartphone with passengers in the car, compared to more than 6-in-10 (64%) without a passenger.
- People look at their phone even less when the passenger is a child.

<sup>1</sup> Source: Research commissioned by AT&T and conducted by Braun Research. Polled 2,067 people in the U.S. aged 16-65 who use their smartphone and drive at least once a day.

<sup>2</sup> Source: Online survey with 61,325 respondents (total distracted drivers n=5,766) conducted by Added Value. Ongoing survey, data represented here were collected June 2012-July 2016. National panel sample (ages 15-54, drive, and have a smartphone).

<sup>3</sup> Source: Cellphone survey with 1,003 respondents conducted by Braun Research. Survey fielded August 18-23, 2015 Nationally representative sample (ages 16-65, drive and use smartphone apps).



# Media Talking Points

## The *It Can Wait*® Movement

We're a proud member of *It Can Wait*, the national movement to bring distracted driving to an end.

- We create awareness about the dangers of distracted driving.
- We get everyone we can to take the pledge to stop.
- We join a nationwide coalition of advocates to spread the word.

We see strong evidence that *It Can Wait* has potential to make a real difference.

- Research on crash data from departments of transportation suggests a correlation between *It Can Wait* campaign activities and a reduction in crashes.<sup>4</sup>
- Research on anti-texting legislature showed that states with statewide anti-texting laws have lower rates of texting while driving, at a statistically significant level.<sup>5</sup>

The *It Can Wait* movement does not stop at awareness — it drives people to make the choice to stop.

- More than 13 million pledges — and counting — have been made by people to not drive distracted.
  - Pledging matters and makes a difference. Almost half of people who pledged said they now don't use their smartphones while driving.<sup>6</sup>
- The campaign has resulted in more than 7 million downloads of the AT&T DriveMode app.

<sup>4</sup> Source: <http://consumerblogarchive.att.com/consumerblog/story/a7796191>

<sup>5</sup> Source: <http://about.att.com/innovationblog/041116antitextinglaw>

<sup>6</sup> Source: AT&T research is from YouGov Plc. Total sample size was 1,096 adults. Fieldwork was undertaken from August 9-10, 2016. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+). Respondents were asked how often they use their smartphone while driving. Those who did not drive, own a smartphone, or preferred not to answer the question have been excluded from this analysis.



# Media Talking Points

## The *It Can Wait* Advocates

As a member of the media, you have a strong platform. What are you going to do to stop distracted driving?

- Are you going to take the pledge?
- Can your organization join the *It Can Wait* movement and spread the word?