



# Media Talking Points

## Advocates

Please don't drive distracted. 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>

- Nearly 9-in-10 people engage in smartphone activities while driving.
- Nearly a quarter of people don't see distracted driving as a major problem.
- Nearly 5-in-10 smartphone users tap into social media while driving. Almost 3-in-10 surf the net. And almost 3-in-10 video chat!

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

- Nearly 1-in-10 drivers call distracted driving 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.
- 57% of people are more likely to stop driving distracted if a friend or passenger encourages them to.

#### 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> Online survey with 7,505 respondents (total distracted drivers n=6,438) conducted by Kantar Added Value. Ongoing survey, data represented here were collected January 2017- December 2017. National panel sample (ages 15-54, drive, and have a smartphone).

<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).



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## 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 25 million pledges — and counting — have been made by people to not drive distracted.
  - Pledging matters and makes a difference. 7-in-10 drivers who pledged are keeping their commitment to not use their smartphones behind the wheel.<sup>6</sup>
- The campaign has resulted in more than 20 million downloads of the AT&T DriveMode app.

## 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?

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