



Nationwide is committed to reducing distracted driving through heightened public awareness, continued targeted research, and the enactment and enforcement of effective safety laws.

Distracted Driving

"Increasingly busy lives and new technologies compound the problem of distracted driving; more than ever we need to focus on driving while behind the wheel."

- Bill Windsor
AVP Safety

Background

The problem of distracted driving is a growing concern among safety advocates, lawmakers and the general public. In a recent study, the National Highway Transportation Safety Administration (NHTSA) indicated that distracted drivers account for 80% of all accidents.

The Insurance Institute for Highway Safety (IIHS) found that drivers using cell phones are four times more likely to get into injury-causing crashes, which applies to both hand-held and hands-free devices.

In early 2007, Nationwide conducted a national survey titled "Life on the Go," that identified the extent today's drivers multi-task. In the survey of 1,200 Americans, 59% do not consider themselves "distracted drivers," yet 80% admitted to multi-tasking behind the wheel.

States are likely to continue to seek legislative solutions to encourage responsible driving habits.

Key Points

- New and affordable technology, both integrated into the car or in devices that can be taken into the car, will encourage distracting behaviors among all drivers on roads and highways.
- Advocates argue that an effective law would ban the use of devices for purposes of texting, emailing, surfing the internet, watching videos or talking on the phone while driving.
- Nationwide supports examining other solutions, including highway improvements, the use of reception-blocking technology and targeted public educational efforts focusing on the dangers involved in using these devices while driving.
- Nationwide supports additional research to better understand the scope of the problem and to identify ways in which the issue can be addressed. In 2008, Nationwide will sponsor a National Safety Council Symposium on Distracted Driving.

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