

# DISTRACTED DRIVING IN AMERICA: A PUBLIC SAFETY CRISIS

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87% OF U.S. DRIVERS HAVE ENGAGED IN DISTRACTED DRIVING BEHAVIORS WHEN DRIVING FOR PERSONAL REASONS IN THE PAST 90 DAYS\*

The most frequent distracted driving behaviors are:



Talking to a passenger and drinking beverages

57% each



Managing their music/entertainment system

49%



Talking on a mobile device (hands-free)

44%



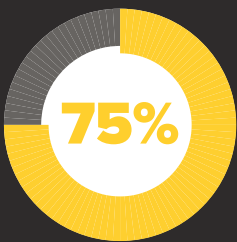
Eating food

44%



4 in 5 drivers who are parents of kids under 18 (80%) say they don't always drive distraction free when their children are in the car

The majority of Americans (81%) are concerned about distracted driving impacting their safety on the road today, with nearly 2 in 5 (38%) saying they are very concerned



of drivers who used hands-free calling in the past 90 days do not consider it a distracted driving behavior



Those who drive for work are more likely to have driven distractedly when driving for personal reasons (97%) than when driving for work-related purposes (93%) in the past 90 days

\*Survey Methodology: This survey was conducted online within the United States by The Harris Poll on behalf of Selective Insurance from March 16-18, 2021 among 2,045 U.S. adults ages 18 and older, among whom 1,792 are licensed drivers. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Katelyn.Leondi@Selective.com ©2021 Selective Ins. Group, Inc., Branchville, NJ. Products vary by jurisdiction, terms, and conditions and are provided by Selective Ins. Co. of America and its insurer affiliates. Details at selective.com/about/affiliated-insurers.aspx. SI-21-270