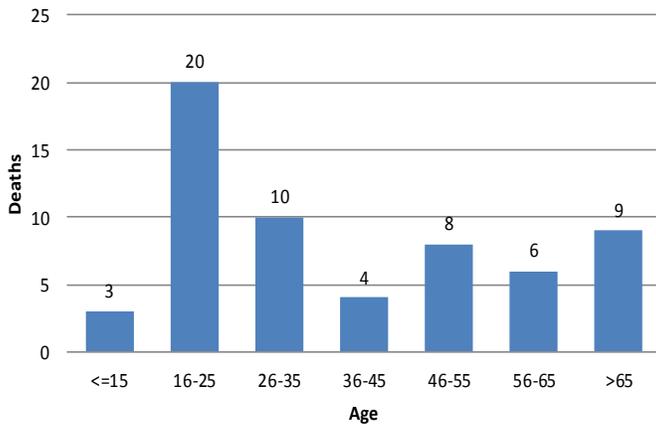


Distracted Driving Can Be Deadly!

FIGURE 1: Deaths by age



In 2012, there were 742 fatal car crashes on Arizona roads. Of those, 134 were related to distracted driving and resulted in 60 deaths, according to the National Highway Traffic Safety Administration. Figure 1 shows the deaths from distracted driving-related crashes by age. One-third of the deaths occurred in people aged 16-25.

The majority of distracted driving-related fatal crashes on interstates/highways were caused by “inattention, carelessness, or day dreaming” distractions, whereas on local streets or county roads, “looked but did not see” distractions were most common (Figure 2).

Types of Distractions

- Visual: taking your eyes off the road
- Manual: taking your hands off the wheel
- Cognitive: taking your mind off of driving

FIGURE 2: Top driver distractions by route type

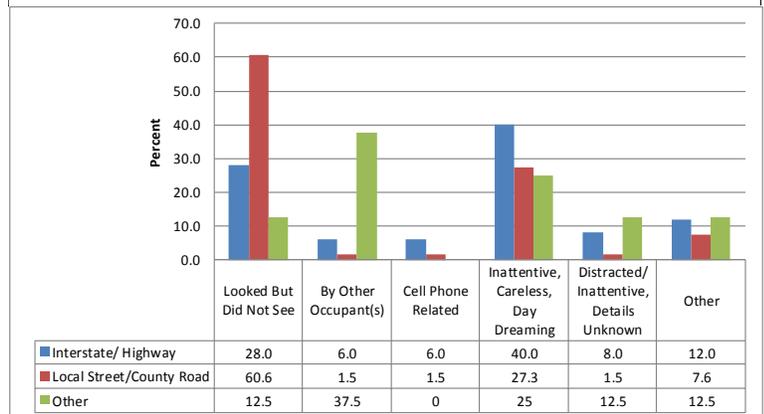
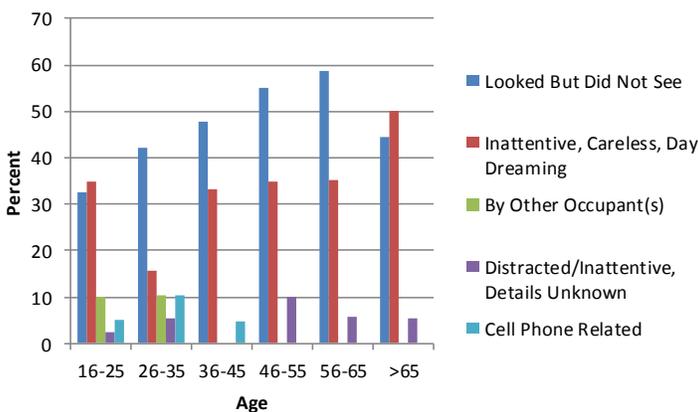


FIGURE 3: Top driver distractions by age group



Among all age groups, “looked but did not see” distractions are one of the most serious problems. Among drivers aged 16-25 and 65 years or older, “inattention, carelessness, or day dreaming” distractions are the cause of most of the distracted driving-related fatal crashes (Figure 3).

Distracted driving is any activity that could divert a person's attention away from driving

ADDITIONAL RESOURCES:

Governor’s Office of Highway Safety: <http://www.azgohs.gov/> Arizona Department of Health Services: <http://www.azdhs.gov/>
 Bureau of EMS & Trauma System: <http://www.azdhs.gov/bems/index.htm> Arizona Department of Transportation: <http://www.azdot.gov/>