



Heads Up, Phones Down:

Distracted Driving Intervention

Distracted Driving Index

March 2018



Overview

Nine people are killed every day in the U.S. as a result of crashes involving a distracted driver - that's over 3,000 lives each year. What if those lives could be saved, and saving their lives would only require drivers to make a small change in their daily routine?

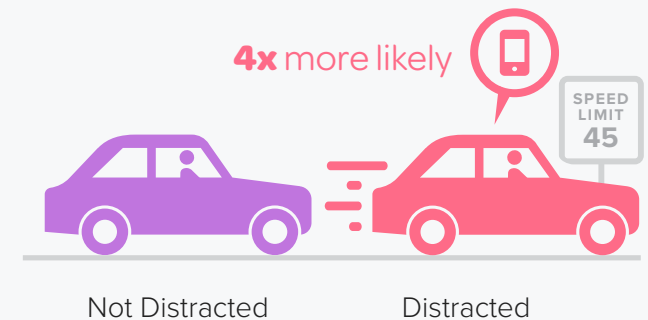
This report -- conducted by [Life360](#) the leading location sharing app that protects and connects families -- aims to identify how the U.S. can improve these deadly statistics by highlighting the who, what, where and when of distracted driving. Life360 measured "distracted drivers" by analyzing significant interactions with a phone's screen while driving a vehicle.

Speeding is one of the most common factors in motor vehicle crashes in the U.S. And what we found was that distracted drivers were four times more likely to speed than those who were not distracted. Additionally distracted drivers were 40% more likely to hard brake than those who were not distracted.

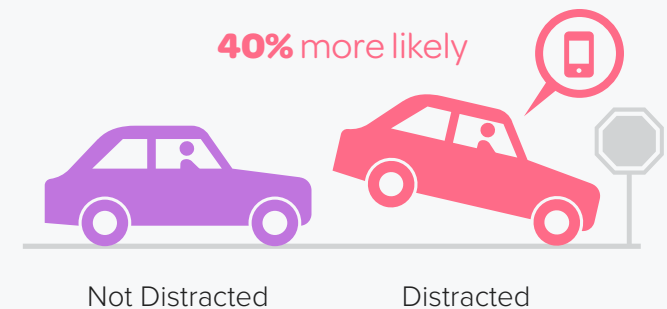
With the largest source of family driving data in the world, Life360 had the unique opportunity to look at the driving behavior of over 6 million individuals across the United States over the last year. The largest distracted driving study to date, this report brings to light the unaddressed dangers of distracted driving.



DISTRACTED DRIVERS WERE 4X MORE LIKELY TO SPEED THAN NOT DISTRACTED DRIVERS



DISTRACTED DRIVERS WERE 40% MORE LIKELY TO HARD BRAKE THAN NOT DISTRACTED DRIVERS





Distracted Driving in the Family

When looking at the data of parents' driving habits as compared to teens, teens were found to be only 6% more likely to use their phones while driving than their parents.

Notably, while teenagers and millennials are often given a hard time for being on their phones too much, parents are not doing much better.

Distracted Driving by Time of Day

In a controlled analysis (per miles driven), the highest number of distracted driving incidents happen between 12pm and 3pm, while the lowest number of distracted driving incidents happen between 12am and 3am. Drivers are two times more likely to use their phones during rush hour (4-6pm) than in the early morning (1-3am).



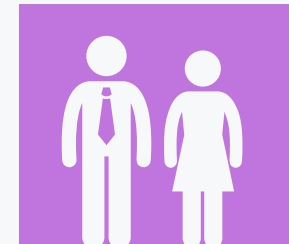
PARENTS ARE ONLY 6% BETTER ABOUT PUTTING DOWN THE PHONE

20 Times / 100 Miles

19 Times / 100 Miles



Teens

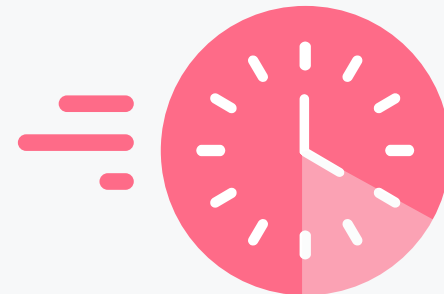


Parents



DRIVERS ARE 2X MORE LIKELY TO USE THEIR PHONES DURING RUSH HOUR THAN IN THE EARLY MORNING

+2x



4-6PM



1-3AM



Distracted Driving by State

But where are the most distracted drivers?

On average, the West Coast had less distracted driving than the East Coast.

New Jersey drivers are the most distracted, using a phone an estimated once every 4.7 miles. New Jersey was also one of the states with the highest number of crashes per mile driven.

Wyoming drivers are the least distracted, using a phone an estimated once every seven miles.

Distracted Driving by City

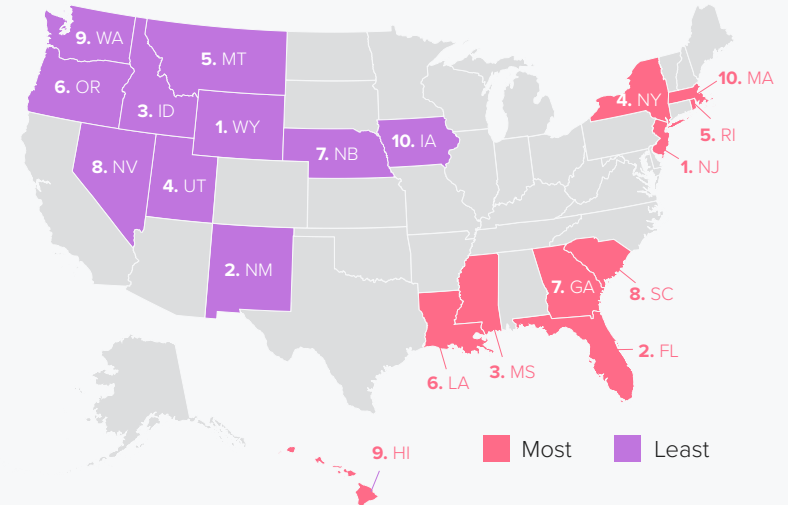
When comparing cities, the West Coast city drivers are (again) less distracted than East Coast city drivers.

Miami drivers are the most distracted, using a phone once every four miles. Denver drivers are the least distracted, using a phone once every 6.25 miles.

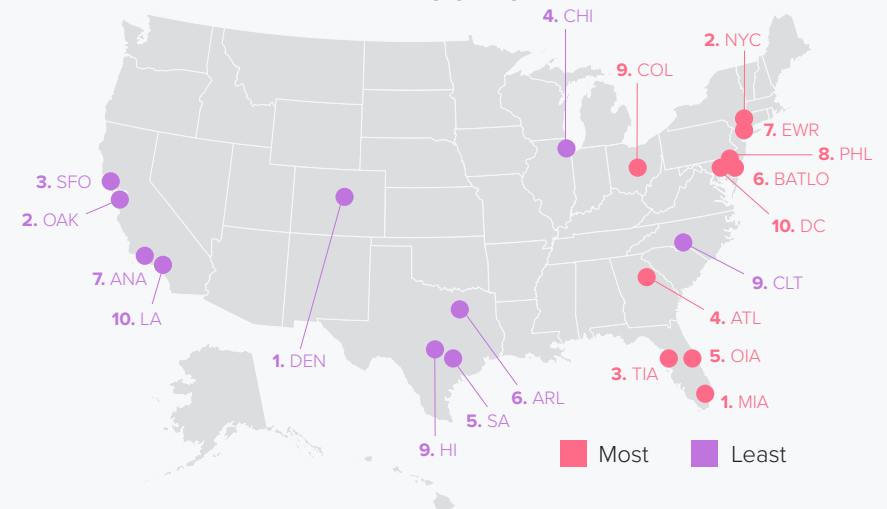
Similar to our state-level findings, the city that had the most distracted driving, Miami, also had the highest crashes per mile driven -- indicating that distracted driving can possibly lead to more crashes



MOST AND LEAST DISTRACTED DRIVING STATES



MOST AND LEAST DISTRACTED DRIVING CITIES





So what are we doing about this?

While no state bans all cell phone use for all drivers, several states have regulations in place aimed at keeping people from driving distracted.

Fifteen states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands prohibit all drivers from using hand-held cell phones while driving. Thirty-eight states and D.C. ban all cell phone use by novice or teen drivers. Twenty-one states and D.C. prohibit any cell phone use for school bus drivers. Though there several variations of rules in place, this report is evidence that changes in legislation are not enough.

We have become addicted to our phones to the point where we are guilty of breaking the law. If we are going to become a nation of focused drivers, the change needs to be at the individual level to stop using phones while behind the wheel. We must set an example for the next generation and more importantly take the opportunity, that is right in front of us, to save lives.



Life360

TO FIGHT THE URGE FROM USING YOUR PHONE AT ALL WHILE DRIVING, REMEMBER THESE T.I.P.S.



Tell

Before you get behind the wheel, let your friends and family know you will be unable to respond to texts and/or calls. This way they know not to try to connect with you while driving.



Ignore

Make sure your phone is on the “do not disturb” setting, so the ringing and beeps of new calls and texts don’t make you want to answer them.



Pull Over

What if that one text reply was the one that killed an innocent pedestrian (or even yourself? No message is that important. If it is, pull over or stop so you can reply without losing focus.



Stash

If all else fails, throw your phone in the glove compartment while driving. If there is an emergency, you can pull over to use your phone. If you are using Life360, the app will contact all necessary respondents for you!



Methodology

This study was conducted during the month of February 2018 among a national sample of over six million Life360 users. The report analyzed over 45 billion miles driven by the selected users, 8.9 billion distracted driving events (as categorized by times users touched their phone while driving) and more than 22,000 serious crashes (as categorized by crashes happening when going more than 20 miles per hour).