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FIRM MANAGEMENT

The Costs of Distracted Driving

How often do you talk on the phone, look at email messages, check the news or weather, read or composts text messages while you're driving? We take pride in our ability to multi-task, but at what cost? Centuries of accountants managed to drive from point A to point B without phones in their hands. Today, it seems everyone is connected.

Jeff Davidson • Apr. 21, 2014

DISTRACTED DRIVING

By Jeff Davidson, *The Work-Life Balance Expert*™

The U.S. Department of Transportation estimates that

812,000

drivers are distracted by a handheld device at any given moment.

USDOT

A driver talking on a cell phone increases the risk of accident

4x

A driver texting on a cell phone increases the risk of accident

23x

NHTSA

29%

of drivers have talked on their cell phones in snow or wet weather.
Distracted Driver Handbook

1 in 4

drivers admitted they have talked on their cell phone in heavy traffic.

Insurance Institute for Highway Safety

1.2 million

 people die on roads each year worldwide.

50 to 80 million

 worldwide suffer injuries annually.

World Health Organization (WHO)

Each year in the U.S., distracted driving contributes to:

3,000

deaths

330,000

injuries

600,000

crashes

Harvard Center for Risk Analysis

USING A HANDHELD (OR HANDS FREE) CELL PHONE WHILE DRIVING

DELAYS

REACTION TIMES EQUAL TO
0.08 BLOOD-ALCOHOL CONCENTRATION,
THE LEGAL LIMIT IN THE U.S.



U. of Utah

45%

of poll respondents admit to driving and using their cell phones at night.

Insurance Institute for Highway Safety

Just in 2008, the total cost of crashes by distracted drivers:

\$40 billion

Network of Employers for Traffic Safety

35%

of respondents to a 2009 poll feel less safe on the roads than they did five years ago, largely because of distracted driving.

AAA

Car crashes will be the

fifth

leading cause of death by 2030.

WHO



Half of U.S. drivers

admit to being distracted by cell phones while driving.

Distracted Driver Handbook

Jeff Davidson, *The Work-Life Balance Expert*™ is founder of the Breathing Space Institute in Raleigh, NC. He wrote *Breathing Space* and *Simpler Living*, recorded 92 audio programs, and created 24 iPhone apps. Visit: www.breathingspace.com

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from point A to point B without phones in their hands. Today, it seems everyone is connected.

Does our connectivity enhance our productivity, or should we rethink how we spend that time behind the wheel?

Author and work-life balance expert Jeff Davidson shares his distracted driving statistics in the latest installment of his monthly work-life balance series, *By the Numbers*. These sobering numbers might be enough to make you reconsider keeping both hands on the wheel.

- 812,000 drivers are distracted by a handheld device at any given moment (U.S. DOT).
- In the U.S. each year, 600,000 crashes are attributed to distracted driving, resulting in 330,000 injuries and 3,000 deaths.
- Worldwide, as many as 1.2 million deaths and 80 million injuries are caused by distracted driving.
- 45 percent of poll respondents admit to driving and using their cell phones at night.
- Driving while using a handheld or even hands-free mobile device can delay response time as much as a drunk driver with a 0.08 blood alcohol content.
- A driver talking on a cell phone increases his or her accident risk by four times.
- Texting while driving increases accident risk by 23 times.
- Half of U.S. drivers admit to being distracted by a cell phone while driving.
- 25 percent of U.S. drivers admitted talking on a mobile phone while in heavy traffic.
- 30 percent admit to using their device while driving in snow or wet weather.

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