

Beat: Lifestyle

97% OF CONSUMERS THINK DISTRACTED DRIVERS ARE A TOP SAFETY CONCERN TODAY

ACCORDING TO NEW KELLEY BLUE BOOK SURVEY

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USPA NEWS - Even though 46 states in the United States have laws in place banning texting and driving, and 14 states ban the use of talking on a cell phone while driving, 97 % of consumers say that distracted drivers who text or talk and drive are one of the biggest safety concerns...

Even though 46 states in the United States have laws in place banning texting and driving, and 14 states in the U.S. ban the use of talking on a cell phone while driving, 97 % of consumers say that distracted drivers who text or talk and drive are one of the biggest safety concerns impacting today's motorists, according to a new survey by Kelley Blue Book.

Of those surveyed, 91 % are aware of current local laws pertaining to texting while driving. In addition, approximately 81 % of respondents believe Millennials between the ages of 19-34 text most often of all age groups while driving.

Distracted driving beat out impaired drivers on the road at 75 % of respondents, followed by road rage at just over half of respondents and weather conditions at 35% of respondents citing it as one of the biggest safety concerns impacting today's drivers.

Key Highlights from Kelley Blue Book's Texting and Driving Survey :

- 97 % of total respondents selected "distracted drivers on the road (e.g. people texting or talking on cell phones)" as one of the biggest safety concerns impacting today's drivers.
- 91 % report being aware of current local laws pertaining to texting while driving. On average, total respondents think 41 % of drivers text while driving.
- 66 % of all respondents think, of all age groups, 19-25 year olds text most often while driving, followed by 26-34 year olds and 15-18 year olds, respectively, at 15 % each.
- 20 % of total respondents indicate texting while driving, while 55 % of Millennials (respondents between the ages of 18-34) report texting while driving.

Of all respondents with children between the ages of 15-18 living in their household that currently drive:

- 30 % know or suspect their children of engaging in texting while driving.
- 42 % know or suspect their children of talking on a cell phone (not using a hands-free method)

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Source : Kelley Blue Book

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com