



2023 Travelers Risk Index for Consumers

If we know we're driving distracted, why do we keep doing it?

Drivers are keenly aware of the dangers of distraction and yet the numbers remain high.

We are aware of the threat

70% of Travelers Risk Index respondents see distracted driving as a *bigger problem now* than a few years ago

Yet, we've had near misses

36% have had a near miss in the past year, up nearly **6%** from the previous year

...and we've crashed

17% have been in a crash in the past year, up **70%** from the previous year



And we continue to multitask



80%

make or receive phone calls



57%

use a handheld device



57%

read texts or emails



49%

text or type emails



28%

update social media



27%

record videos or take photos

Stress and drowsiness contribute



76% of respondents admitted to experiencing *stress or intense emotions* while driving



62% said they *drive while drowsy*



20% said that being *lost in thought or daydreaming* was the most distracting thing they did while driving

How stress impacts driving¹

STRESSED DRIVERS OFTEN:

Accelerate and brake more frequently and intensively

Drive at high speed

Encroach upon other lanes to pass other vehicles

Fail to stop at crosswalks



How sleep loss impacts driving²

Drivers have worse reaction times, are less aware of hazards and have diminished focus as they get drowsier

Driving after **20+** hours without sleep is comparable to driving with a blood-alcohol concentration of 0.08%

A driver is **3X** more likely to crash when fatigued



Here's what you can do:

SPEAK UP

84% of consumers who use a phone while driving would be less likely to do so if asked by a passenger

POWER DOWN

Turn off your device or use the "Do Not Disturb" function while driving

EXPLORE TELEMATICS OPTIONS

Technology that gathers driving data in real time can provide feedback for safer driving

KNOW YOUR LIMITS

Avoid driving when you are experiencing heightened emotions or lost sleep



Learn more about the Travelers Risk Index and techniques you can use to help put the brakes on distracted driving.

¹ National Center for Biotechnology Information, The Effects of the Driver's Mental State and Passenger Compartment Conditions on Driving Performance and Driving Stress (2020).
² National Safety Council, Drivers are Falling Asleep Behind the Wheel (2022).

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