

DISTRACTED DRIVING

In 2022, distraction was a factor in

22
DEATHS



*Data is for all crashes reported by NZ Police to Waka Kotahi NZ Transport Agency for the year 2022 as recorded in the Crash Analysis System (CAS) at 4/4/2023.

113
SERIOUS INJURIES*



DISTRACTION TYPES

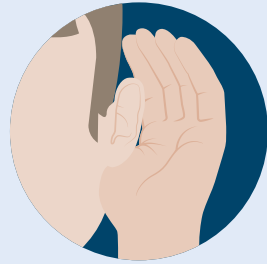
Distractions can affect drivers in different ways, and can be categorised into the following types:



TAKING YOUR EYES OFF THE ROAD



TAKING YOUR HANDS OFF THE WHEEL



NOISES THAT DISTRACT YOU



THINKING ABOUT SOMETHING OTHER THAN DRIVING

DANGER ZONES

Drivers engaged in TXT messaging on a mobile phone are

23
TIMES MORE LIKELY



to be involved in a crash than drivers focused on the road

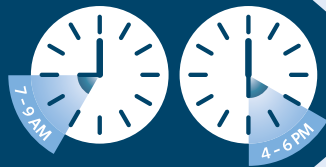
Sending or reading a text takes your eyes off the road for

4.6
SECONDS

At 90km/h that's like driving the length of a rugby field blindfolded



The majority of fatal and serious injury crashes involving driver distraction occur at **peak commuting times** in the morning and evening



BIGGEST DISTRACTIONS



MOBILE PHONES

Put phone on silent and let calls go through to voice mail. Reply to texts when you finish driving.



TALKING TO PASSENGERS

Keep conversations to a minimum - your eyes and mind should be on the road.



REACHING FOR OBJECTS

Make sure objects are secure in your car.



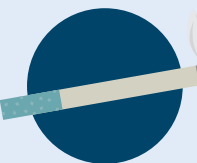
GPS/MAPS

Programme/plan your route before you leave. Pull over if you need to reprogramme/check.



EATING AND DRINKING

Eat and drink before you drive.



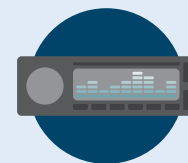
SMOKING

Pull over and take a break if you need to smoke.



GROOM...

before getting into your car.



ENTERTAINMENT SYSTEMS

Tune the radio or set a playlist before you go.