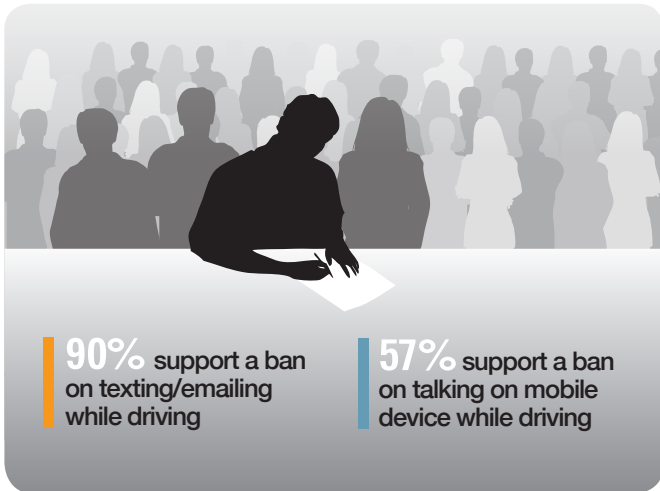


Sept 19, 2012

# DISTRACTED DRIVING U-TURN: ATTITUDES AND BEHAVIORS DIVERGE WHEN DRIVERS GET BEHIND THE WHEEL

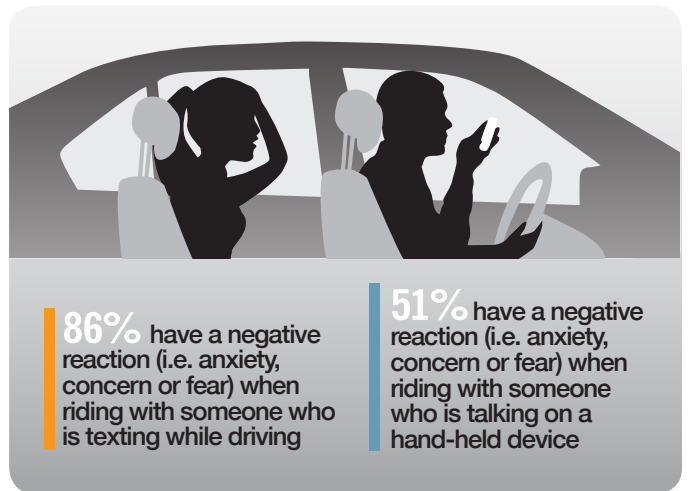
## ATTITUDES

### Majority Support Legislative Ban on Talking and Texting While Driving



Source: AutoTrader.com Distracted Driving Survey, Summer 2012

### Majority Also Have Negative Reaction When Riding With Distracted Driver



Source: AutoTrader.com Distracted Driving Survey, Summer 2012

## BEHAVIORS

### But They Do It Anyway



Source: AutoTrader.com Distracted Driving Survey, Summer 2012  
\* Based on people who have a negative reaction while riding with a distracted driver.

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