

INATTENTIVE DRIVING

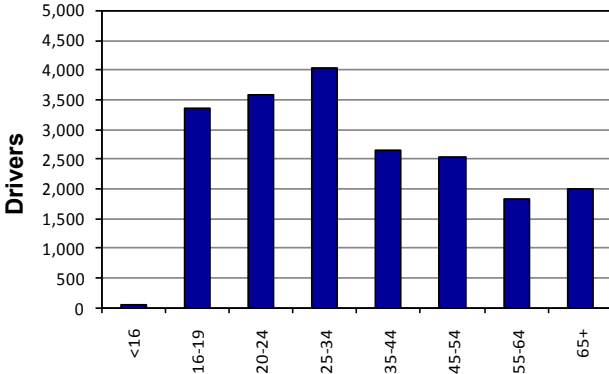


Did You Know...

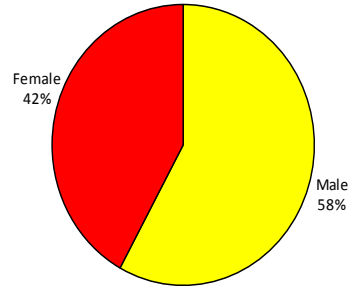
In Wisconsin, in 2012, one person was injured or killed in a Inattentive driving-related crash every 49.9 minutes.

- 21,527 inattentive driving-related crashes occurred in Wisconsin in 2012.
- In these crashes, 107 people were killed and 10,447 people were injured.
- Inattentive driving contributed to 20% of all crashes and 19% of all fatal crashes.

2012 Drivers "Driving Inattentively" in Crashes by Age

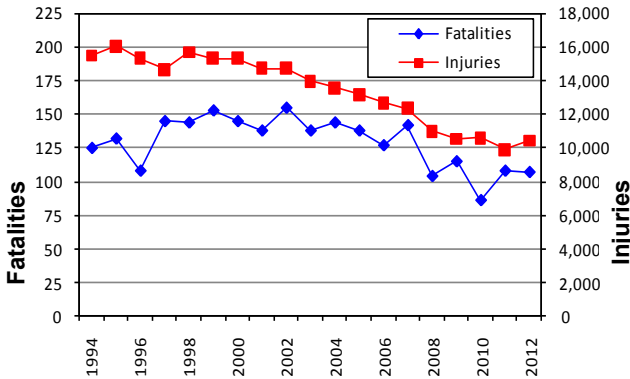


2012 Drivers "Driving Inattentively" in Crashes by Gender

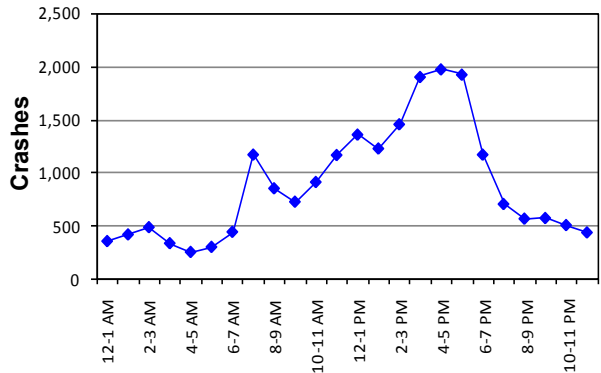


- 16-19 year olds accounted for 17% of the drivers "driving inattentively" in crashes.

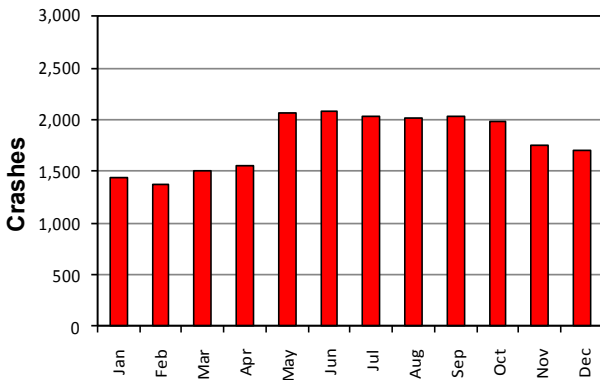
Inattentive Driving-Related Fatalities & Injuries (1994-2012)



2012 Inattentive Driving-Related Crashes by Time of Day



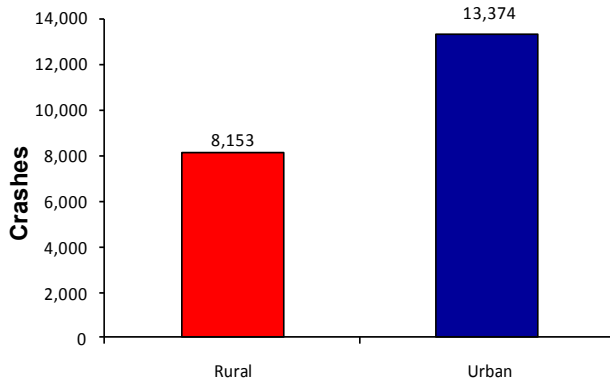
2012 Inattentive Driving-Related Crashes by Month



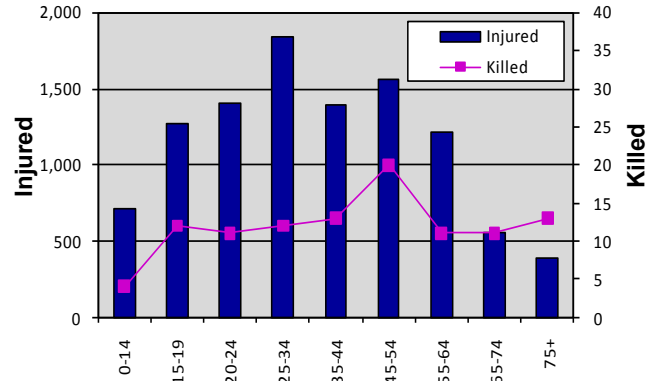
- The peak times for inattentive driving-related crashes occur from 6-8 AM and from 4-6 PM.
- Many crashes occur during prime commuter times to and from work and school.
- Although more prevalent in warmer months, the amount of inattentive driving crashes is still high in the colder months as well.

Who is at Risk....

2012 Inattentive Driving-Related Crashes by Location



2012 Injured & Killed by Age in Inattentive Driving-Related Crashes



- 38% of inattentive driving-related crashes occurred in rural locations and 62% occurred in urban locations for 2012.
- Teenagers and young adults sustained 26% of all inattentive driving-related injuries and fatalities for 2012.

Current Inattentive Driving Laws

Wis. Stats. 346.89 (1) and (3) and (4)

- Drivers may not perform activities that interfere with the safe driving of their vehicle.
- Drivers may not text while the car is in motion.
- Drivers with a learner's permit or probationary license may not use their mobile phones while driving, except to report emergencies.



What Can You Do?

- Just drive—don't try to multitask behind the wheel.
- Keep both hands on the wheel and eyes on the road.
- Be alert to your surroundings and traffic conditions.
- Don't drive while tired.
- Use caution and reduce travel speeds in unfavorable weather and road conditions and sudden, unexpected situations.
- Be alert when traveling in work zones, school zones and railway grade crossings.
- Obey speed limits and wear safety belts to reduce the risk of being injured or killed in an inattentive driving-related crash.