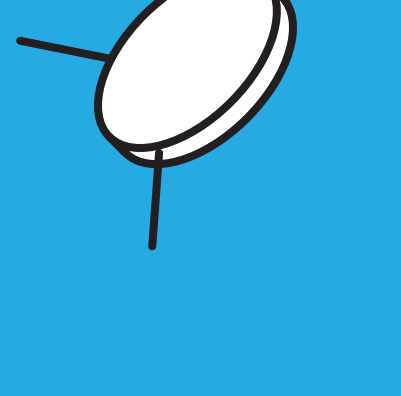
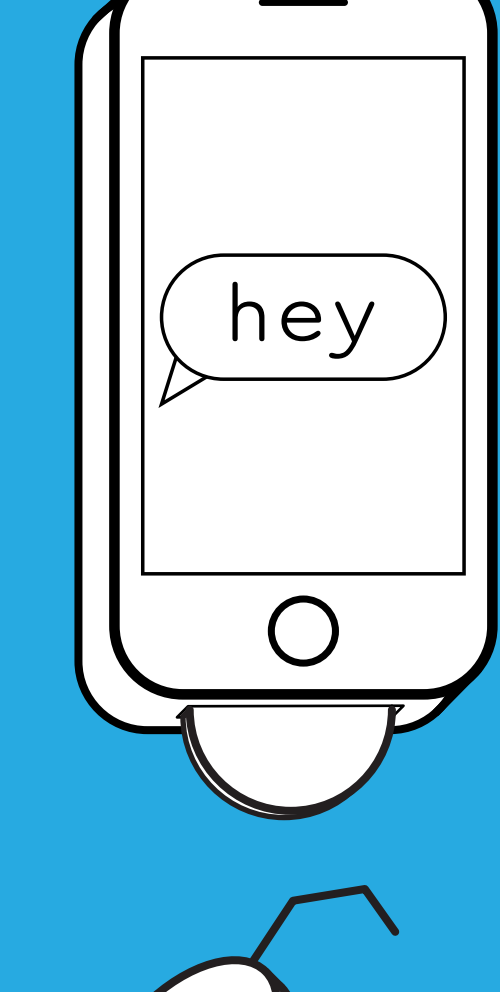
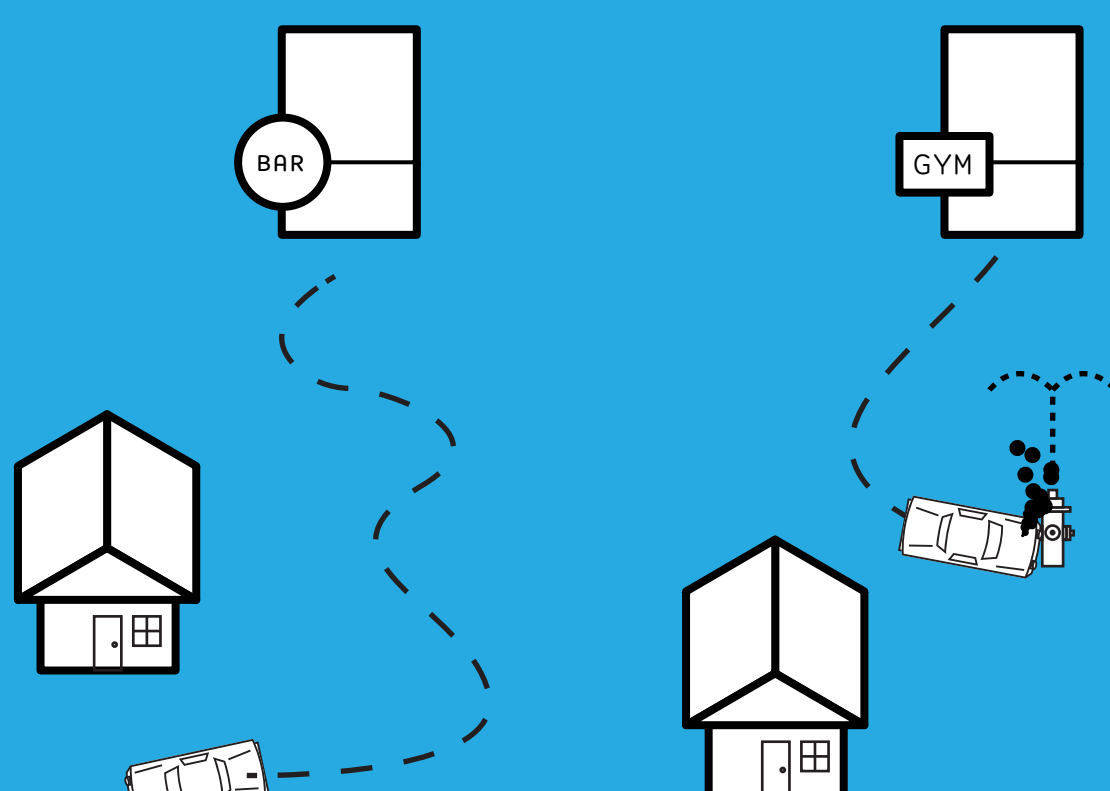


YOUR PHONE IS PLAYING YOU



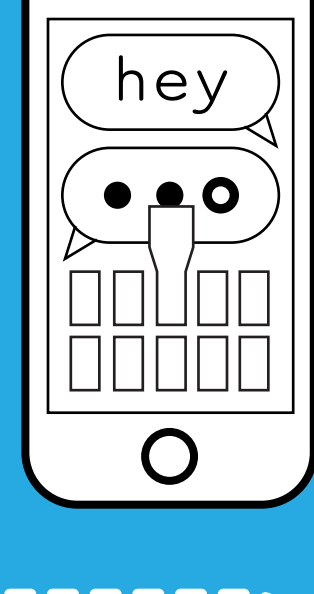
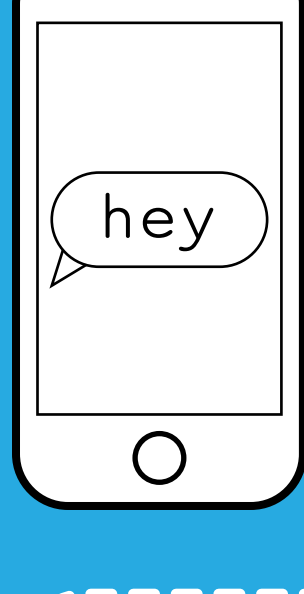
DRUNKS ARE
6X
MORE LIKELY TO MAKE IT HOME
THAN THOSE WHO TEXT & DRIVE



THIS IS BECAUSE DRUNKS AT LEAST HAVE THEIR EYES

IT TAKES AT LEAST
5 SECONDS
TO READ
A TEXT MESSAGE

& AROUND
46 SECONDS
TO READ WRITE AND
SEND A TEXT MESSAGE



TEXTING & DRIVING IS NOT THE ONLY THING THAT INCREASES YOUR RISK OF CRASHING

IT'S JUST MUCH MORE DANGEROUS THAN ALMOST ALL OTHER FORMS OF ACTIVITY

TALKING OR LISTENING
CRASH
1.4X
MORE LIKELY

REACHING
CRASH
1.4X
MORE LIKELY

DRINKING
[BAC 0.05]
CRASH
2.0X
MORE LIKELY

DIALING
CRASH
2.8X
MORE LIKELY

TEXTING & DRIVING IS MORE DANGEROUS THAN ALL OF THEM COMBINED

TEXTING & DRIVING
CRASH
23.0X
MORE LIKELY

98%

OF THOSE WHO TEXT EVERYDAY & DRIVE FREQUENTLY SAY THEY KNOW TEXTING & DRIVING IS DANGEROUS

75%

SAY THAT DESPITE THIS KNOWLEDGE, THEY DO IT ANYWAY. WHY?

THIS IS BECAUSE, LIKE A GAME OF CANDY CRUSH, YOUR PHONE IS PLAYING YOU WITH A LITTLE SOMETHING CALLED

DOPAMINE

