

National Survey on Distracted Driving Behaviors & Countermeasures



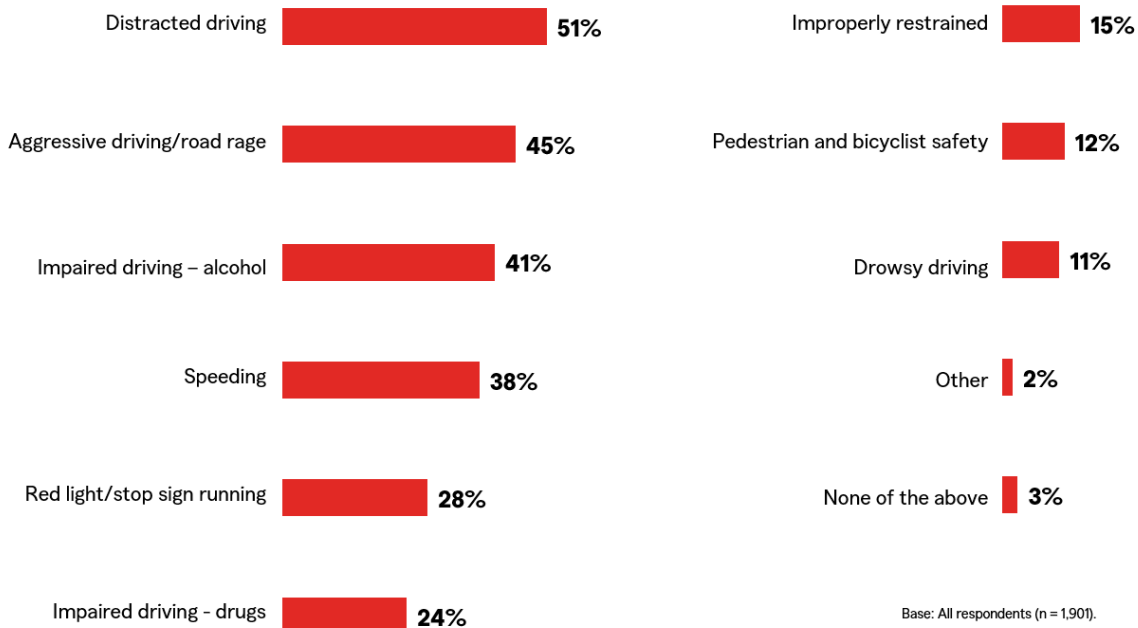
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Distracted driving is a significant, widespread, and preventable issue. According to the U.S. Department of Transportation, 29% of all motor vehicle crashes are caused by distracted drivers – resulting in more than 10,000 fatalities, 1.3 million injuries, and 5.6 million damaged vehicles each year. It is estimated that the annual economic cost of distraction-related crashes is nearly \$100 billion (Blincoe 2023).

A new study completed by State Farm® found that distracted driving is the #1 roadway safety concern among U.S. licensed drivers ages 18-75. Figure 1 shows responses for various traffic safety issues.

Figure 1. Top Roadway Safety Concerns Among Drivers

“Of the following issues that we face on our roadways, which are the most important problems that you feel need to be solved? Select up to 3.”

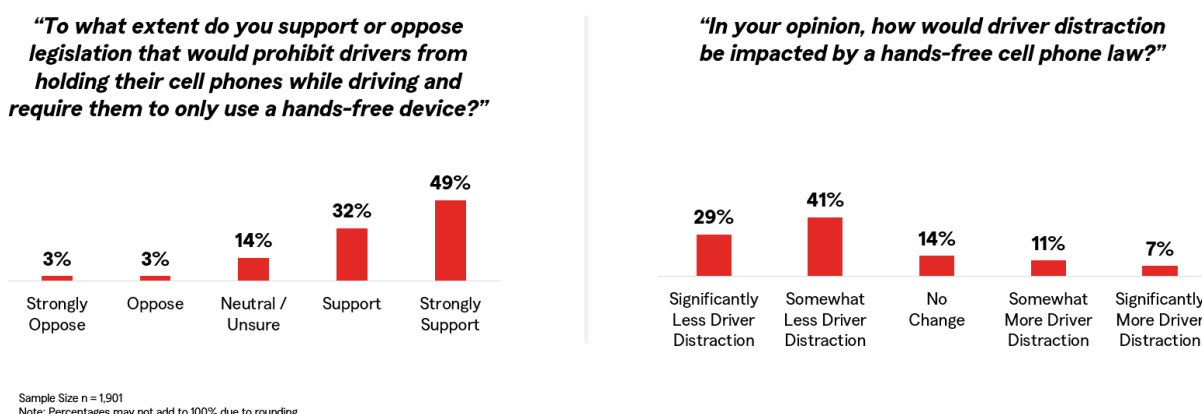




Of those surveyed,

- 87% agreed or strongly agreed that hand-held cell phone use while driving increased driver distraction.
- 91% agreed or strongly agreed that hand-held cell phone use while driving increased crash risk.
- 78% felt that hands-free cell phone use is safer than hand-held cell phone use while driving.
- 81% were supportive of legislation that prohibits drivers from holding their cell phones while driving (see Figure 2).
- 70% felt that there would be significantly or somewhat less driver distraction with hands-free cell phone laws (see Figure 2).

Figure 2. Support for and Impact of Hands-Free Cell Phone Legislation



However, cell phones are just one of many distractions that drivers face behind the wheel. Another growing area of concern is in-vehicle infotainment and touchscreen displays. Many of today's vehicles are equipped with interactive touchscreen displays where drivers can control music, GPS navigation, certain vehicle controls, and get other information such as weather and traffic alerts. More than 69% of those surveyed indicated that these types of technologies are distracting to drivers.

Methodology

In January 2026, the State Farm Enterprise Research Department conducted an online survey of 1,901 U.S. licensed drivers on their perspectives and behaviors related to distracted driving. All respondents reported having a valid driver's license at the time of the survey and driving a vehicle on a regular basis.



The survey was conducted using the Crowdtap platform. The age of respondents ranged from 18-75 years, with an average age of 46 years. The sample was comprised of 50% female and 50% male.

References

Blincoe, L., Miller, T., Wang, J.-S., Swedler, D., Coughlin, T., Lawrence, B., Guo, F., Klauer, S., & Dingus, T. (2023). The economic and societal impact of motor vehicle crashes, 2019 (Revised). National Highway Traffic Safety Administration, Report No. DOT HS 813 403.

For more information about the surveys, please contact media@statefarm.com.