



Did You Know?

- Eight in 10 teens say that if a friend told them their driving behavior made their friend feel uncomfortable, they would listen. (Source: Ad Council)
- Nearly 70% of teens say they have a lot or some influence to stop their friends from driving recklessly when they are a passenger. (Source: Ad Council)
- Four in 10 teens say that in the past six months they have been in a situation when they felt concerned that a friend's driving behavior put them at risk as a passenger. (Source: Ad Council)
- Three in 10 teens say that in the past six months they have been in a situation when their own driving behavior put them at risk. (Source: Ad Council)
- Nearly 80% of teens call the issue of youth reckless driving prevention extremely important to them personally. (Source: Ad Council)
- Sixty-seven percent of high school drivers say they speed and 27% say that speeding is safe. (Source: SADD/Liberty Mutual study)
- Sixty-two percent of high school drivers say they talk on a cell phone while driving and 24% say that talking on a cell phone is safe. (Source: SADD/Liberty Mutual study)
- Sixty-seven percent of high school drivers say they wear their safety belts while driving and 75% say that not wearing a seatbelt is unsafe. (Source: SADD/Liberty Mutual study)
- Nearly as many 16- and 17-year-old drivers are involved in fatal crashes between 3 and 5 p.m. Monday through Friday as on Friday and Saturday nights between 9 p.m. and 2 a.m. (Source: AAA)
- Crash rates increase drastically for 16- and 17-year-old drivers with every additional passenger in the car. (Source: AAA)
- In 2002, the motor vehicle death rate for male occupants age 16 to 19 was nearly twice that of their female counterparts. (Source: CDC, 2004)
- One out of every five licensed 16-year-old drivers will be in a vehicle crash. (Source: IIHS)
- In 2003, about 44% of all teen deaths were attributed to vehicle crashes – more than triple the number of teen suicides and more than double the number of teen homicide victims. (Source: NHTSA)
- In 2002, 61% of teenage passenger deaths happened when another teen was driving. (Source: IIHS)
- Per mile driven, sixteen-year-olds are involved in more than five times as many fatal crashes per mile driven as adults. (Source: NHTSA)
- In 2003, teenagers accounted for 10% of the U.S. population and 13% of motor vehicle crash deaths. (Source: NHTSA)
- In 2000, SUVs had the highest rollover involvement rate of any vehicle type in fatal crashes – 36%, as compared with 24% for pickups, 19% for vans and 15% for passenger cars. (Source: U.S. Department of Transportation)

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