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No is worth a life.



Eyes on the road,
not on your phone

Nearly 4 in 10 social network while driving.¹

27% Facebook

14% Instagram

14% Twitter

11% Snapchat

49%

Nearly half
of commuters admitted
to texting while driving.²

75%

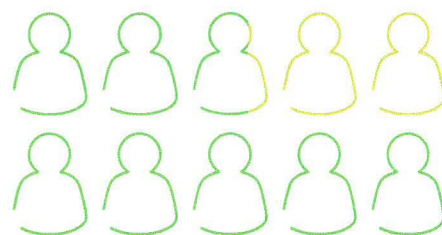
of teen drivers say texting
while driving is "common
among their friends".³

82%

of drivers
who have taken action
to stop texting while
driving feel good about
themselves.⁴

78%

of teen drivers
say they are likely not to
text and drive if friends tell
them it's wrong or stupid.⁵



¹ Research commissioned by AT&T and conducted by Braun Research. Polled 2,067 people in the U.S. aged 16-65 who use their smartphone and drive at least once a day.

² Commuter survey conducted by ResearchNow on behalf of AT&T.

³ AT&T Teen Driver Survey.

⁴ AT&T Compulsion Research.

⁵ ConnectSafely.org survey sponsored by AT&T.

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