

WORK-RELATED ROAD SAFETY MONTH 2026

DISTRACTIONS FACT SHEET:

DRIVER DISTRACTION: A HIDDEN EPIDEMIC BEHIND THE WHEEL

Distraction is one of the most under reported causes of road trauma, yet the data shows it's a widespread issue. More than 7 in 10 drivers (70%) admit to experiencing some form of distraction while driving.

Technology is a major culprit:

- Almost 4 in 10 drivers (38%) admit to being distracted by GPS or maps, a reminder that even safety tools can become hazards when not used responsibly.
- More than 3 in 10 (31%) have been distracted while changing music, which results in drivers taking their eyes off the road for several seconds at a time.

Passengers also contribute to distraction:

- A third of drivers (33%) have been distracted by talking to or looking at passengers.
- 17% admit to turning around and taking their eyes off the road to check on children or pets in the backseat.

Mobile phone use remains a significant risk factor:

- 13% of drivers have been distracted by looking at their phone, drawing their attention away from driving.
- 17% have been distracted by talking on their phone - a habit (even handsfree) that significantly reduces a driver's concentration and reaction time.

Everyday habits contribute to distraction and cause drivers to take one hand (and often both eyes) off the wheel

- 15% of drivers admit to looking for something in their bag.
- 15% eat, drink, or handle takeaway food while driving.
- 4% engage in personal grooming while behind the wheel.

PEDESTRIAN DISTRACTION: WALKING INTO DANGER

It's not just drivers - pedestrian distraction is also a growing issue, with more than half (58%) of Australians admitting to risky behaviours while walking.

Blind trust is dangerous:

- 19% of pedestrians admit to blindly following a crowd, assuming others are paying attention - when in reality, they may not be.

Phones are the biggest culprit:

- 32% of pedestrians text, check social media, or play on their phone while walking, which can lead to stepping out onto roads without looking.
- 22% are distracted by talking on their phone or using voice assistants, reducing their awareness of traffic movements around them.
- 30% of pedestrians listen to music or adjust their headphones while walking, impairing their ability to hear approaching vehicles.

