



Global Distracted Driving Report 2025



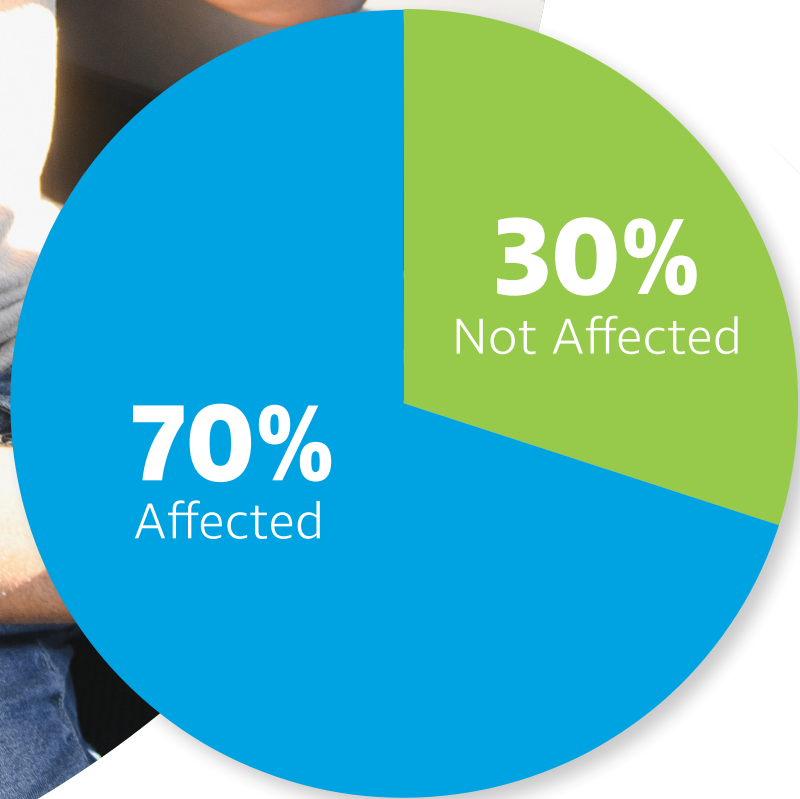
The Global Impact of Distracted Driving

Distracted driving remains a pressing issue for businesses operating in today's fast-paced environment, and as the reliance on mobile devices grows, so does the potential for distraction behind the wheel.

Our recent survey gathered insights from fleet professionals around the world, and revealed that 70% of businesses have been impacted by distracted driving incidents. This is a statistic that underscores the need for urgent action, and the following report documents how fleet operators around the world are looking to make a significant change.

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Alain Samaha

Chief Executive Officer
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Forward

As part of our commitment to delivering valuable insights and resources to the fleet management industry, this report focuses on a critical issue - distracted driving. Establishing a culture of safety in the workplace has emerged as one of the most significant challenges operators face today. This issue not only jeopardises the lives of drivers but also endangers the public and poses substantial commercial risks, including rising insurance premiums and other direct costs associated with safety incidents.

Our customers seek effective solutions that not only enhance driver well-being but also ensure operational efficiency and sustainability, but prioritising safety is paramount. Our commitment is to empower fleet operators with the tools they need to create safer work environments. By focusing on innovations that provide actionable insights, real-time feedback, and driver empowerment, we aim to help our customers mitigate distracted driving and foster a culture of safety within their organisations. When combined with ongoing training and education,

these technologies can lead to meaningful improvements in safety outcomes.

With various objectives for cultivating a successful safety culture and a wide array of technologies to consider, how do you determine which solutions are right for your organisation? What will yield the greatest impact? What drives successful change?

As we present the findings of this report, I invite all stakeholders—fleet operators, drivers, innovators, and partners—to join us in this critical mission to foster a safer environment for the well-being of our teams and communities.

I hope you find this report valuable as you navigate your path to success.

Alain Samaha

The True Cost of Distracted Driving

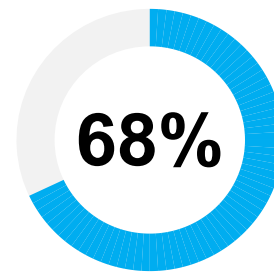
The survey reveals mobile phone use as the leading cause of driver distraction, with a staggering 68% of respondents identifying it as the primary factor. This highlights a critical challenge for fleet operators who must navigate the complexities of maintaining safety while managing a modern workforce that increasingly relies on technology.

Furthermore, the consequences of distracted driving extend beyond immediate safety concerns, as 61% of respondents reported experiencing both operational impacts and direct costs related to incidents of distracted driving.

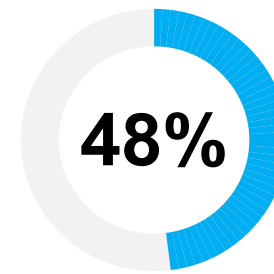
This raises serious questions about the long-term sustainability of business practices that do not address these risks head-on, as addressing this issue is not merely a compliance task but a strategic imperative that can impact a business's resilience, profitability, and future growth.

49% highlighted that distracted driving had a direct impact on costs

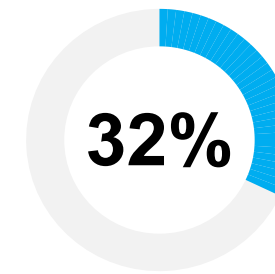
Main Causes of Driver Distraction



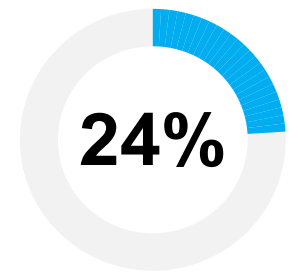
Mobile Phone Use



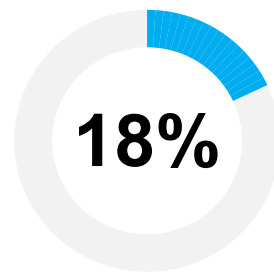
Eating or Drinking



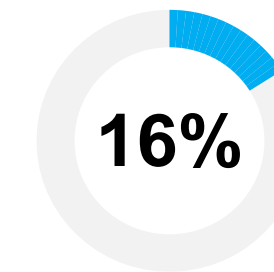
Fatigue



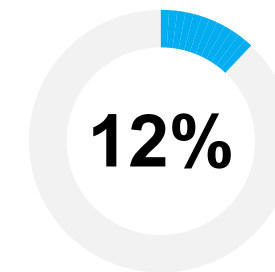
Stress



External Distractions

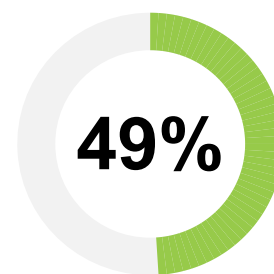


Conversing with Passengers

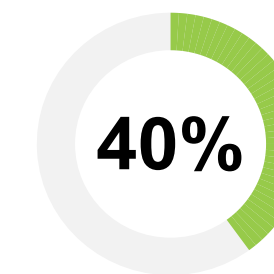


Using Infotainment

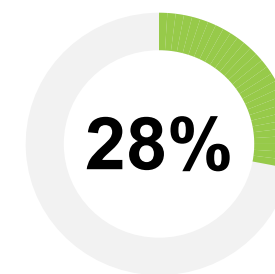
The Impact of Distracted Driving



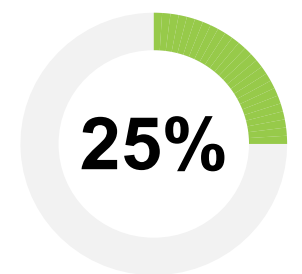
Direct Cost



Operational Disruptions



Safety & Compliance Breaches



Reputational Damage

Technology Adoption

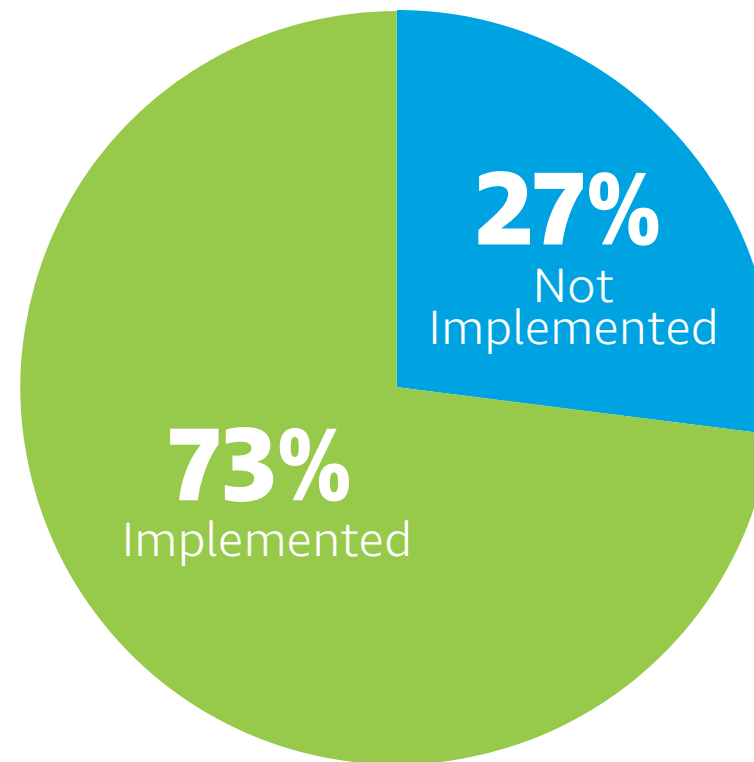
In response to these challenges, businesses are increasingly turning to technology to mitigate the risks associated with distracted driving, with 73% of respondents indicating that their experiences with distracted driving have prompted them to adopt new technologies - a proactive approach which signals that organisations recognise the urgency of addressing this issue.

The survey also found that businesses affected by distracted driving are more likely to implement technology solutions, illustrating a clear connection between awareness and action. Responses highlighted that technology use was 34% higher when a business had been affected by distracted driving compared to businesses that hadn't.

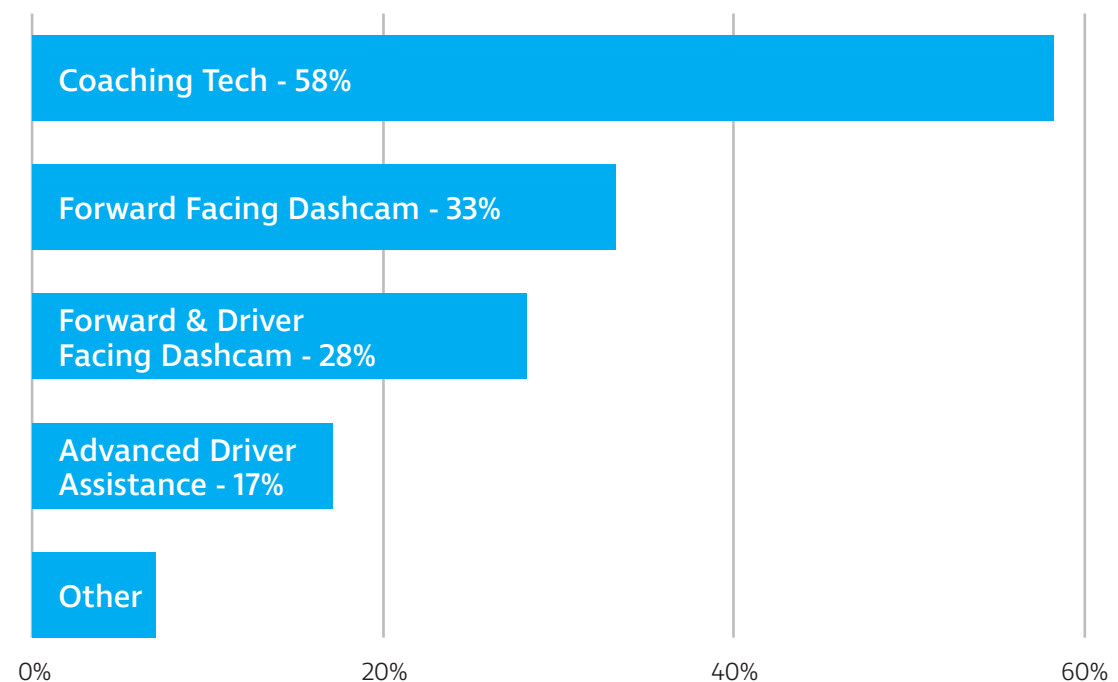
Among the array of technologies employed, 78% of respondents are utilising advanced telematics solutions to tackle the issue of distracted driving. This includes various tools such as forward-facing cameras, driver-facing dashcams and digital coaching apps, which collectively enhance visibility into driver behaviour and operational safety.

Interestingly, 80% of respondents who cited mobile phone use as a primary concern have successfully implemented technologies aimed at curbing this behaviour, such as driver-facing cameras and phone blockers. Plus, those using technology to address distracted driving reported a 40% increase in effectiveness, likely due to improved insights into driver actions and behaviours.

Percent of Respondents Implementing Technology



Technologies Used Alongside Telematics



The Role of Coaching

While technology is crucial, the integration of coaching and training is equally important in combating distracted driving, as the survey reveals that 70% of respondents are using technology in conjunction with coaching programs to reinforce safe driving practices.

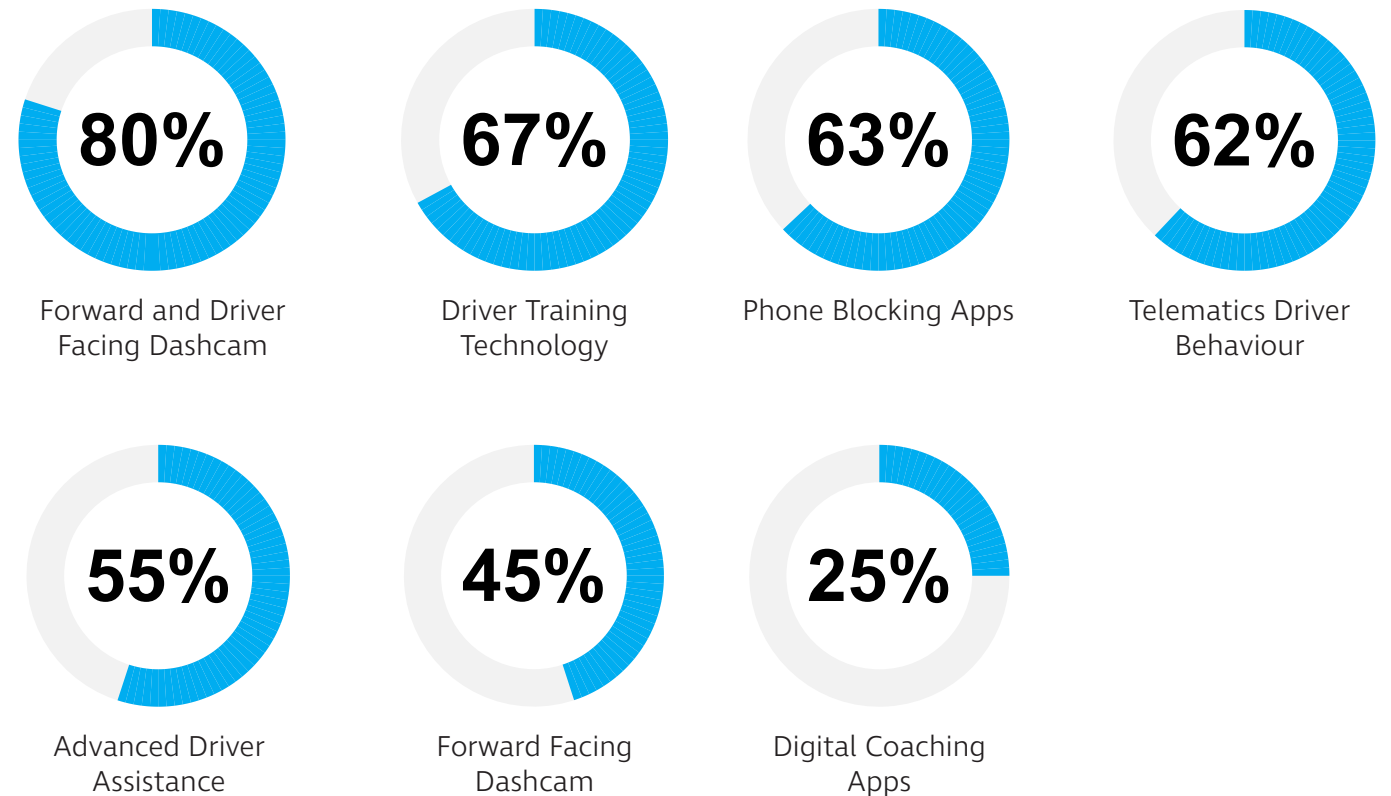
This combination is proving highly effective, particularly with driver and forward facing cameras, where an impressive 80% of users reported a positive impact. This indicates the value advanced camera technology plays in improving driver awareness and accountability. Feedback from drivers also reflects a positive response to the technologies in use.

In fact, 73% of respondents felt their solutions for reducing distracted driving were effective, with insights into the perceived impact outlined in the data.

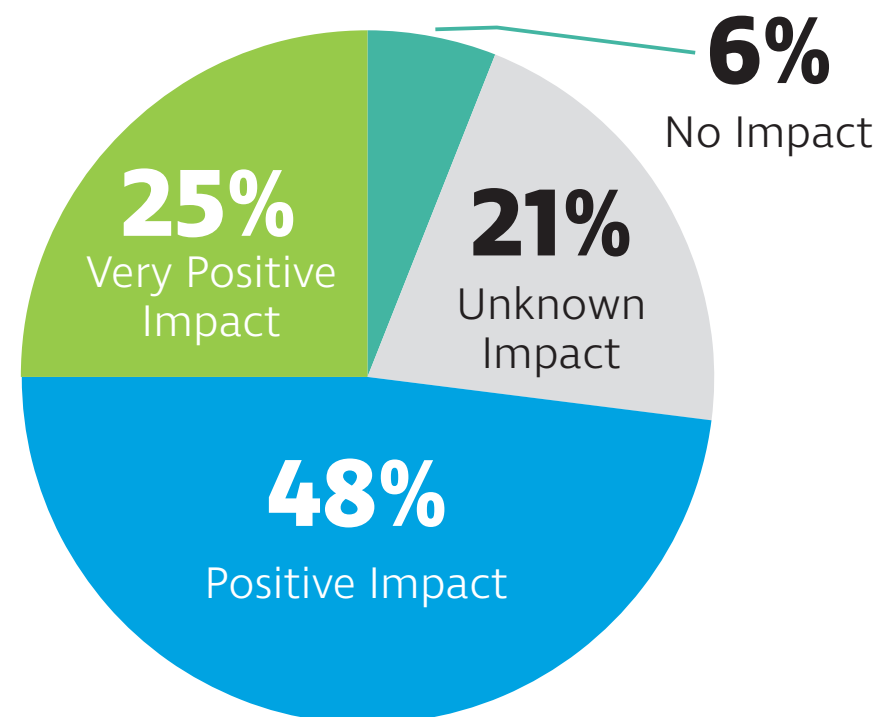
The survey also highlights that 21% of respondents were unsure if their solutions were effective, which raises a critical point about the need for performance visibility - an uncertainty which may indicate gaps in data collection or analysis processes, suggesting that businesses need to enhance their reporting mechanisms to understand the effectiveness of their strategies better.

49% highlighted that distracted driving had a direct impact on costs

Technology Effectiveness



Perceived Impact of Solutions



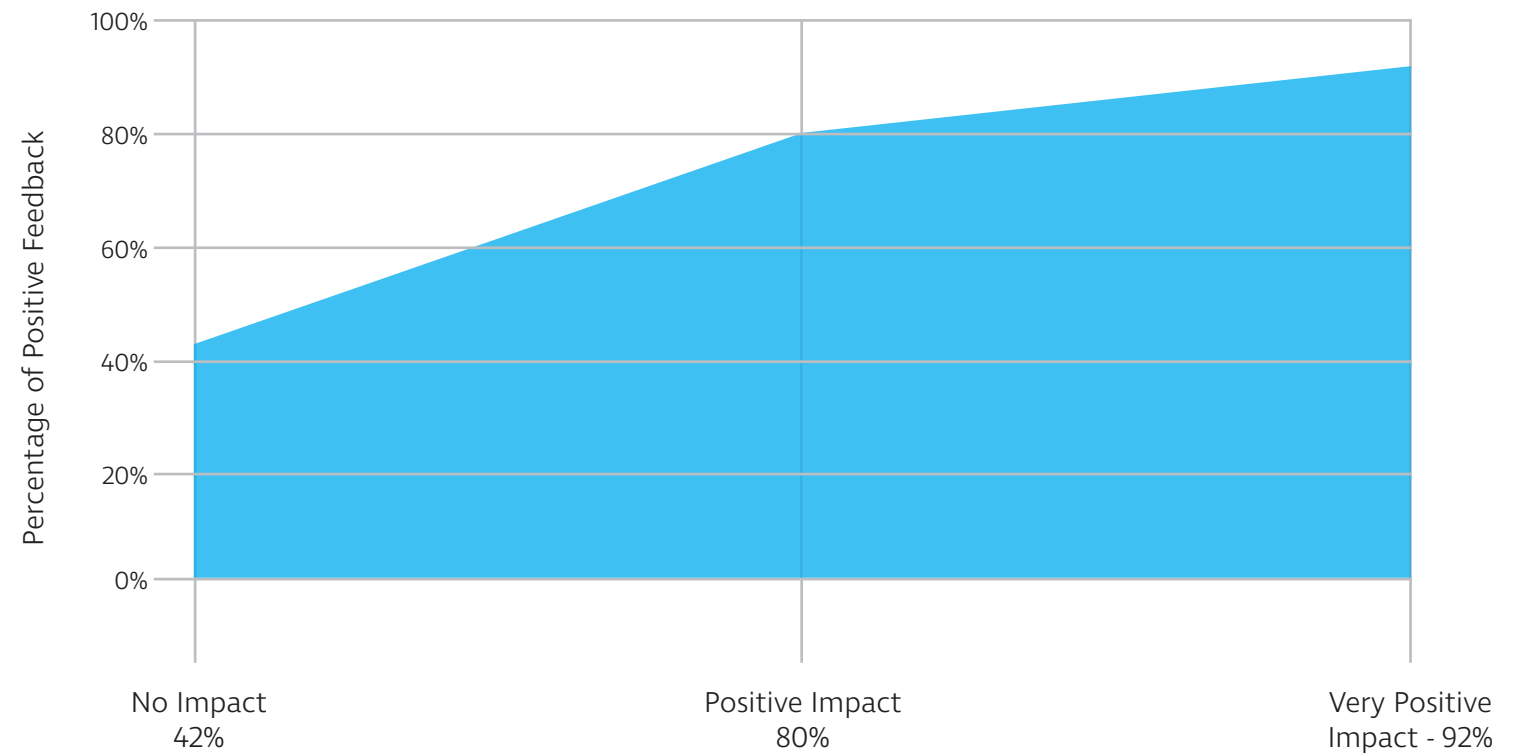
The Effectiveness of Current Solutions

These survey findings underscore a significant relationship between technology adoption and coaching, with many seeing positive results from the solutions being used to reduce distracted driving. An impressive 92% of respondents who reported very positive impact also had positive feedback on the solutions being deployed, demonstrating the importance of driver participation in the roll out of technology and training designed to combat distracted driving.

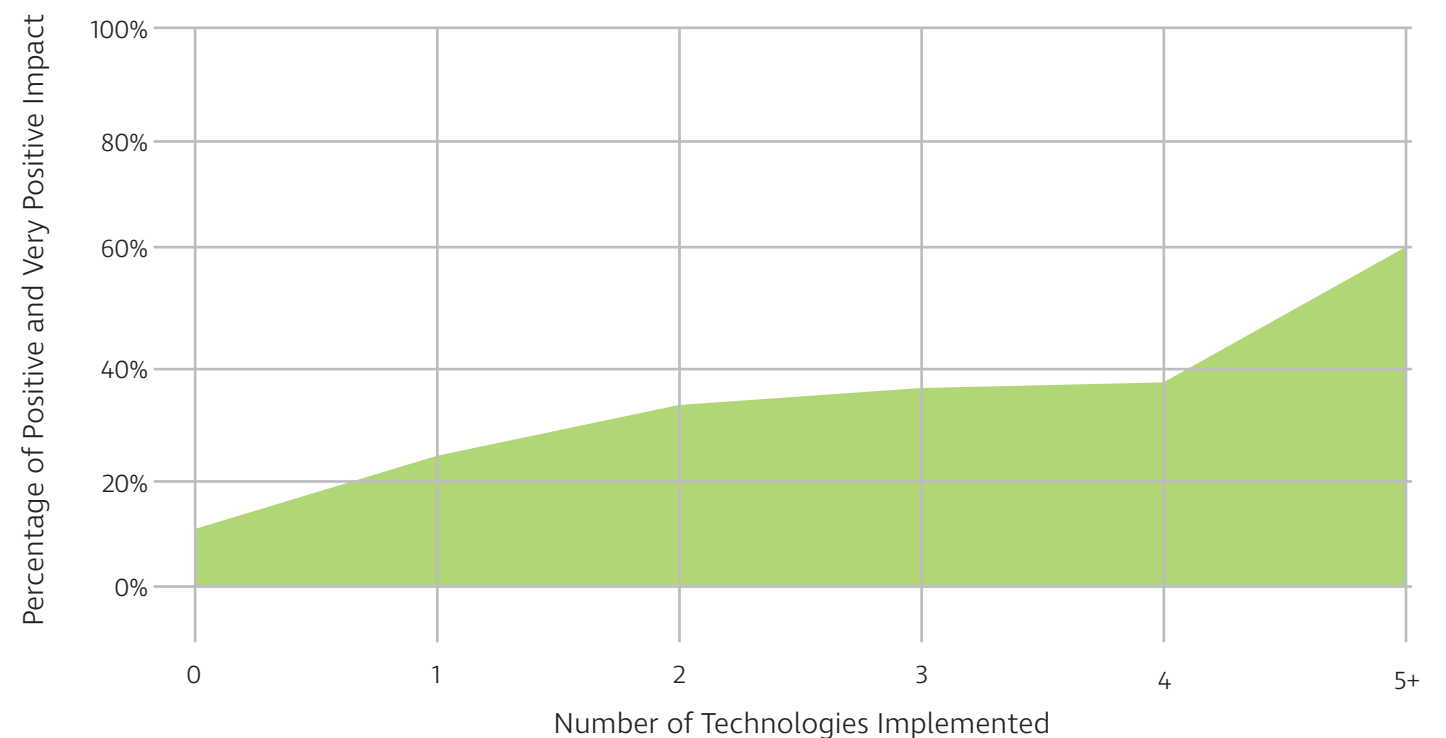
The survey responses further illustrate a clear connection between the overall effectiveness of interventions and the variety of solutions deployed. Given the numerous and diverse causes of distraction while driving, the data suggests that the most substantial impact is achieved through the implementation of multiple, complementary solutions. By leveraging a holistic approach that incorporates various tools and strategies, fleet operators can better address the complexities of distracted driving and enhance overall road safety.

92% of respondents who felt their current solutions to reduce distracted driving were effective had positive driver feedback

Effect of Driver Feedback on Solution Impact



Effect of Number of Technologies on Solution Impact





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The information provided in this report is strictly for the convenience of our customers and is for general informational purposes only.

Survey results consisted of 421 Fleet Professionals, from Australia, New Zealand, Mexico, the United Kingdom and the United States.

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