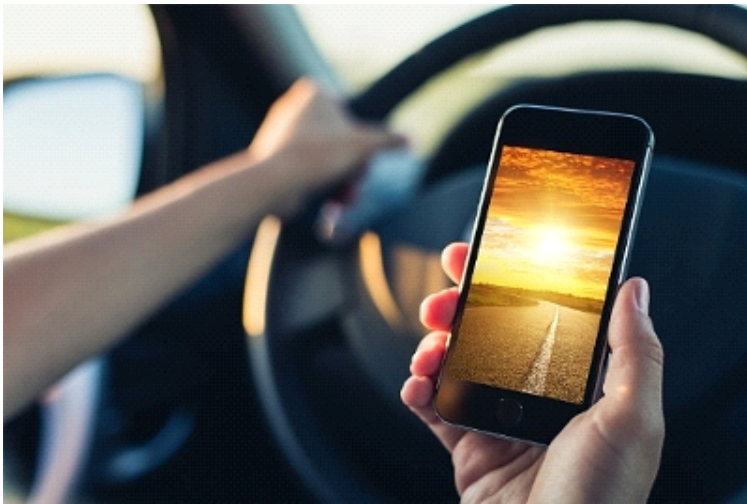


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## Erie Insurance analysis reveals drivers are "double distracted" -- snapping scenic pics and posting to social media -- all #whiledriving

### California, Florida, Texas top the list of states for most double distracted drivers

ERIE, Pa., March 22, 2016 /PRNewswire/ -- People aren't just multi-tasking at work and home; a new analysis shows they're also doing double duty while driving. [Erie Insurance](#) analyzed social media data to coincide with [Distracted Driving Awareness Month](#) and gain insight into what drivers are doing behind the wheel.



The company analyzed Twitter and Instagram posts that came from mobile devices and used the popular hashtag #whiledriving. The top five hashtags used in tandem with #whiledriving included clouds, sunset, sky, nature and sun, strongly suggesting that people are snapping pictures of beautiful scenery and posting them to social media, while at the same time operating their vehicles. The ERIE hashtag analysis also found that men were more likely to be double distracted than women, with 55 percent of #whiledriving posts coming from men, and 45 percent from women.

"Drivers should be keeping their hands on the wheel, their eyes on the road, and their attention on driving but, based on our analysis of the 'while driving' hashtag, many appear instead to be gazing off into the sunset, often times snapping and sharing photos—clearly an unsafe situation," said Doug Smith, Erie Insurance senior vice president of Personal Lines.

Smith said that the behaviors suggested by the hashtag analysis show some parallels with a prior Erie Insurance study of police data that found [daydreaming to be the driving distraction most associated with fatal car crashes](#).

The [National Highway Traffic Safety Administration](#) found that 3,179 people were killed and 431,000 were injured in motor vehicle crashes involving distracted drivers in 2014 alone.

"The statistics about the dangers of distracted driving are alarming," said Smith. "So while it's understandable to want to share a picturesque sky with your social media followers—imagine if it were the last one. It's just not worth it. We hope our analysis helps drive that point home."

The top 10 hashtags used in conjunction with #whiledriving were:

1. Clouds
2. Sunset
3. Sky
4. Nature
5. Sun

6. Nofilter
7. Landscape
8. Car
9. Driving
10. Selfie

The top U.S. states with the most posts using #whiledriving were:

1. California
2. Florida
3. Texas
4. South Carolina
5. New York
6. Illinois
7. Massachusetts
8. Oregon
9. Colorado
10. Nevada

To arrive at its findings, ERIE reviewed 90 days of social media tracking data purchased from the analytics firm Keyhole. The data collected were from iPhones, iPads and Androids that had their location services turned on.

#### Tweetable Highlights

- | [@erie\\_insurance](#) study shows drivers "double distracted"—snapping pics of clouds and sunsets, posting to social media—all #whiledriving [Share](#)
- | [@erie\\_insurance](#) seeks to raise awareness of Distracted Driving Awareness Month by analyzing social media #whiledriving [Share](#)

#### About Erie Insurance

According to A.M. Best Company, Erie Insurance Group, based in Erie, Pennsylvania, is the 11th largest homeowners insurer and 12th largest automobile insurer in the United States based on direct premiums written and the 16th largest property/casualty insurer in the United States based on total lines net premium written. The Group, rated A+ (Superior) by A.M. Best Company, has more than 5 million policies in force and operates in 12 states and the District of Columbia. Erie Insurance Group is a FORTUNE 500 and Barron's 500 company. ERIE has been recognized by Forbes as one of America's 50 Most Trustworthy Financial Companies and is on the list of Ward's 50 Group of top performing insurance companies, which analyzes the financial performance of 3,000 property and casualty companies and recognizes the top performers for achieving outstanding results in safety, consistency and financial performance over a five-year period (2009-2013).

News releases and more information about Erie Insurance Group are available at [www.erieinsurance.com](http://www.erieinsurance.com).

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