

Exclusive Survey from American Baby and Safe Kids Worldwide: Moms Make the Same Risky Driving Choices as Teens

78% Admit To Talking On the Phone While Driving With Their Baby; 26% Text or Check Email

NEW YORK, Jan. 23, 2013 [PRNewswire/](#) -- **American Baby** and **Safe Kids Worldwide** today announced the exclusive results from their new survey exposing the very dangerous driving habits of moms with children under age two. The findings from the survey, which polled nearly 2,400 mothers, are featured in a special report titled, "Is Your Baby Safe on the Road?" in the January 2013 issue of **American Baby** and online at www.AmericanBaby.com/driving.

A majority of new moms surveyed (63%) *claim* they're more cautious behind the wheel since giving birth, but their responses to other survey questions suggest otherwise. Their unsafe habits: driving while fatigued, fiddling with their phones, turning around in their seat to tend to the baby, and ignoring the speed limit, are akin to those of teenage drivers, one safety expert observed.

Alarmingly, nearly 10% of moms in the survey have been in a crash while driving with their baby. That rate is nearly three times higher than the rate among the general population.

"While we expect new moms to feel exhausted, we were shocked by their lack of focus while driving, especially when their baby or toddler is in the car," says Dana Points, Editor-in-Chief of *American Baby*. "The combination of fatigue and distraction is a perfect storm where safety is concerned. We hope that this report helps moms recognize and change their behavior behind the wheel."

Highlights from the **American Baby & Safe Kids Worldwide** survey:

- 78% of moms talk on the phone while driving with their kids, a habit that is as dangerous as driving drunk.
- 26% text or check email, which is twice as risky as drunk driving.
- 75% of new moms say that they're more flustered in their daily lives since having kids.
- Moms log an average of 5 hours and 20 minutes of consecutive sleep nightly, slowing their reaction time.
- Two thirds of moms find it tough to concentrate on a single task, like driving.
- 55% of moms admit to driving above the speed limit with their baby in the car when they're in a rush.
- Moms drive an average of 150 miles a week.
- Nearly 10% of new moms have been in a crash while driving with their baby.
- 64% of moms have turned around to tend to their child's needs while driving.
- 77% of moms are more afraid of getting in an accident since having a baby.

"It's become part of our culture to not just drive, but to drive and do twenty other things," said Kate Carr, president and CEO of Safe Kids Worldwide. "The problem is multi-tasking in the car can lead to tragedies. As a mother of three, I know there is nothing a mom wouldn't do to protect her child. This survey shows moms the little things they can change in their behavior to make a big difference in the safety of their children."

Survey Methodology

The survey was conducted online July 12 - 19, 2012 among 2,396 U.S. mothers with children under two years of age. The objectives of the study focused on driving attitudes and behaviors since having

a child. The questionnaire ensured that all respondents reflected licensed female drivers with a child under two years of age.

American Baby

American Baby, Parents, FamilyFun and Ser Padres make up The Meredith Parents Network portfolio of parenthood brands. American Baby celebrates the thrill-of-a-lifetime experience of pregnancy and new motherhood while helping readers approach the first important years of their baby's life with confidence. The magazine's groundbreaking "Just For You" section allows moms-to-be and new moms to receive a copy customized to precisely where they are in their stage of pregnancy or parenthood. The brand surrounds young moms with easy how-to's and friendly support and allows them to connect mom-to-mom via AmericanBaby.com as well as Facebook, Pinterest and Twitter so that they can share real-world lessons and inspiring stories.

Safe Kids Worldwide

Safe Kids Worldwide is a global network of organizations dedicated to providing parents and caregivers with practical and proven resources to protect kids from unintentional injuries, the number one cause of death to children in the United States. Throughout the world, almost one million children die of an injury each year, and every one of these tragedies is preventable. Safe Kids works with an extensive network of more than 600 coalitions in the U.S. and in 23 countries to reduce traffic injuries, drownings, falls, burns, poisonings and more. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 53 percent. Working together, we can do much more for kids everywhere. Join our effort at safekids.org.

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