

Eyes on the road! Ogling drivers cause nearly one million crashes every year

- Distracted motorists cause average of 2,525 crashes every day
- Summer means more crashes as ogling drivers leer at people with less clothes on
- Sixty per cent of men and 12 per cent of women admit to getting distracted
- Singing can cause accidents as reactions are slowed down

By [Anna Edwards](#)

Ogling drivers cause nearly one million crashes in Britain every year because they are too busy concentrating on members of the opposite sex, it emerged today.

Figures show distracted motorists cause an average of 2,525 crashes every day as they lust through their windows - the equivalent of 921,840 per year.

Researchers found drivers crash their cars into lampposts or shunt other vehicles more in the summer when men and women are wearing less clothing.



Eyes on the road! Women admitted they could not help sneaking a peek at handsome men through their car window (picture posed by model)

A study of 2,142 drivers found 60 per cent of men admitted being distracted by attractive women while 12 per cent of female drivers said they took their eyes off the road to leer at handsome men.

And 21 per cent of drivers also admitted that they couldn't tear their eyes away from advertising billboards featuring pictures of picture perfect models were also a major distraction on the road. Insurance company Direct Line discovered 17 per cent of male drivers admitted knowing their actions were dangerous but said they 'could not help but look'.

Spokesman Matt Owen said: 'Stealing a quick look at an attractive pedestrian or billboard model may well be a bit of fun but, on a serious note, drivers shouldn't underestimate that this type of distraction is a major contributing factor in road accidents.

'The number of crashes caused in this way have not changed year on year so drivers obviously are not learning to keep their eyes on the road.'

Between 2008 and 2009, 921,840 drivers across Britain admitted crashing because they were distracted by a member of the opposite sex.



Save it for outside: Flirting and ogling while trying to drive cause thousands of crashes every single day Driver Martyn Beard, 32, from Tipton, West Midlands, wrote off his Ford Fiesta last July when he ogled a girl outside a pub.

He said: 'I was on my way into Birmingham when I saw this lovely looking blonde girl standing on the side of the road.

'She was outside a pub wearing pretty much next to nothing.

'I couldn't take my eyes off her, she had the classic long legs and lovely figure.

'My concentration drifted and suddenly I realised I was about to crash into the car in front.

'I slammed on my brakes and this bloke when into the back of me. It wasn't too bad though and when I told him what had happened he actually saw the funny side of it.

'But I was gutted the girl didn't come and check it I was OK, she just walked off and I was stuck swapping insurance details with this big hairy bloke instead.

'The insurance paid out because the man went into the back of me but I did feel partially responsible for causing the crash.'

And should drivers try to avoid ogling in favour of singing along to the radio, that too can cause accidents.

Experts have found that motorists who sing along to the radio or their favourite CD have slower reaction times than drivers who merely listen to music.

Psychologists from Monash University in Australia conducted trials on a driving simulator in which volunteers were tested on how quickly they reacted to possible dangerous situations.



Behind the leering wheel: Drivers who are too busy checking out attractive pedestrians are likely to drive straight into a lamppost

The study among 21 drivers aged between 18 and 55 found singing while driving was rated as more mentally demanded and resulted in slower reaction times and more variable speeds, than driving without music.

The results suggest that singing while driving alters driving performance and impairs hazard perception while at the same time increasing subjective mental workload.

However, singing while driving does not appear to affect driving performance more than simply listening to music.

The report said: 'It is common to see drivers engaging in secondary activities ranging from the relatively benign like talking to a passenger to the potentially hazardous such as eating a bowl of cereal.

'Drivers choose to engage in secondary activities while driving as a result of being overly familiar with the task of driving and may feel they can use spare cognitive capacity to perform another task at the same time, for the most part, without problems.

'Although secondary tasks vary in the degree to which they distract the driver, any activity that competes for the attention of the driver has the potential to degrade driving performance and may have serious consequences for road safety.'

The study is published in the science journal Accident Analysis and Prevention.