

How Our Focus Can Shift Gears When Driving

Concentration whilst driving is one of the most important factors to stay safe on the roads and it's vital that we do all we can to minimise interference. With 26% of individuals stating their mind frequently wanders when driving, Motorfinity took a look at what the biggest distractions are and how a drifting mind could mean the end of the road for some.

Mobile phones

With smartphones being used to communicate, as a sat nav and to control music, they are one of the biggest distractions a driver can face.

Recently, the highway code made changes stating that if a driver is using a phone, even when the car is in standstill traffic, they can face penalties including six points on their license and a £200 fine. However, 49% of UK drivers say they are still guilty of using their phones while in control of a vehicle.

The weather

Although it is something we cannot control, rising temperatures lead to a lack of concentration when on the road. A new highway code revision could see a driver fined £1,000 for not keeping a car cool and well ventilated when it is hot outside as warmth can lead to drowsiness and ultimately a road accident.

Eating and drinking

We may not think that a quick snack or meal on the go would affect our concentration too much, however research has found that those who eat and drink at the wheel are twice as likely to be involved in a collision. Rather than being purely a mental distraction, it's physical too as at least one hand is off the wheel.

Music

Similar to using a phone, adjusting the radio controls or choosing music to listen to can be a major distraction when driving, with the type of music a driver is listening to potentially impacting their focus and capability.

We recently worked with a music psychologist to curate a Spotify playlist in which each song reflects the optimum beats per minute required to help increase focus while driving and decrease stress.

At Motorfinity, we offer discounts on new vehicles to those working in the Police, emergency services, NHS, armed forces, defence and teaching who are all faced with intense pressures and long shifts, putting them at more of a risk to get distracted when driving.

Becoming aware of the small distractions or habits that can be picked up when driving can minimise the risk of accidents and make the road a safer place.