



## 2023 Travelers Canada Distracted Driving Risk Survey

### If we know we're driving distracted, why do we keep doing it?

Despite awareness of the dangers of distracted driving, risky behaviours and crashes are increasing.

#### We are aware of the threat

**30 per cent** of Travelers Canada Risk Survey respondents noted they feel that driving has become *more dangerous* since the pandemic – a **36 per cent** increase from 2022

#### Yet, we've had near misses

**One-quarter** of respondents have *had a near miss* because they were distracted, up **56 per cent** from 2022

#### ...and we've crashed

**19 per cent** said another driver's distracted driving led to them being *involved in a crash or collision*, up **58 per cent** from the previous year



### Canadian drivers continue to multitask



**63%**

use a cell phone or hands-free technology



**56%**

read or look at a map on a cell phone or electronic device



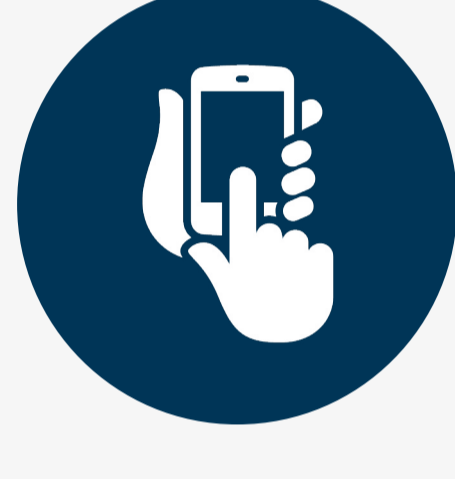
**48%**

make or receive phone calls



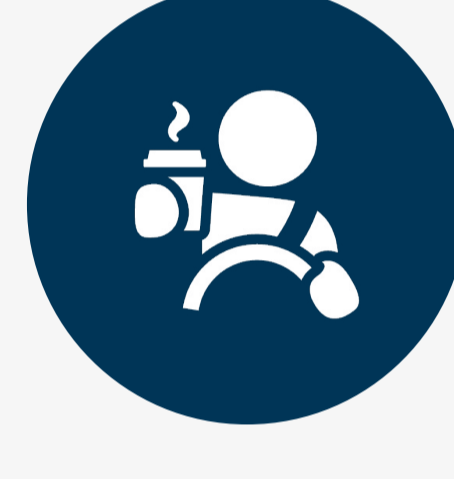
**21%**

read texts or e-mails



**17%**

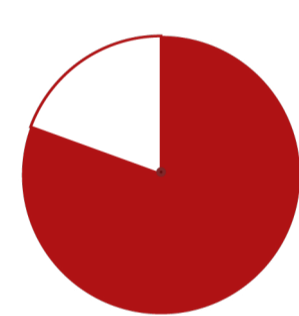
use hand-held devices



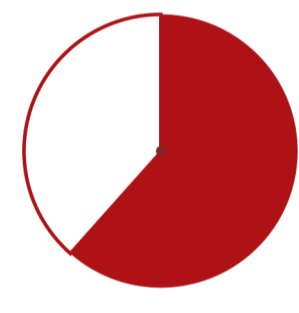
**58%**

eat or drink

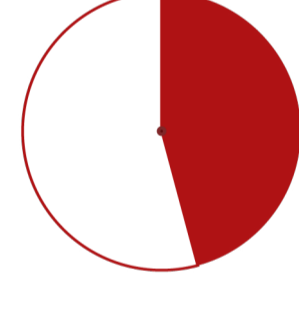
### Common stressors



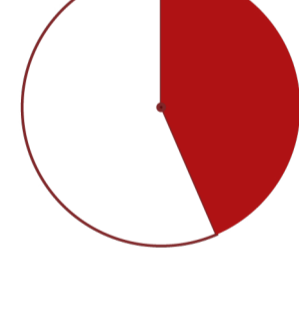
**78 per cent** report the behaviours of other drivers increase their stress levels



**62 per cent** said they are affected by traffic



**49 per cent** said they find it stressful when looking for parking



**43 per cent** said following directions while driving can be stressful

### Here's what employers can do:



#### Have a policy

**17 per cent** of employees report they have an official policy prohibiting the use of devices for work while driving

↳ **93 per cent** of those employees are likely to follow policies in place by their employer.



#### Speak up

**90 per cent** of drivers who use a device while driving say they would be less likely to do so if a passenger asked them to stop.

### Here's what you can do:

#### POWER DOWN

Turn off your device or use the "Do Not Disturb" function while driving

#### EXPLORE

##### TELEMATICS OPTIONS

Technology that gathers driving data in real time can provide feedback for safer driving

#### PLAN

Map out your route and parking location before getting behind the wheel



Learn more about the Travelers Canada Risk Survey and techniques you can use to help put the brakes on distracted driving. Visit [travelerscanada.ca](http://travelerscanada.ca) for more information.

