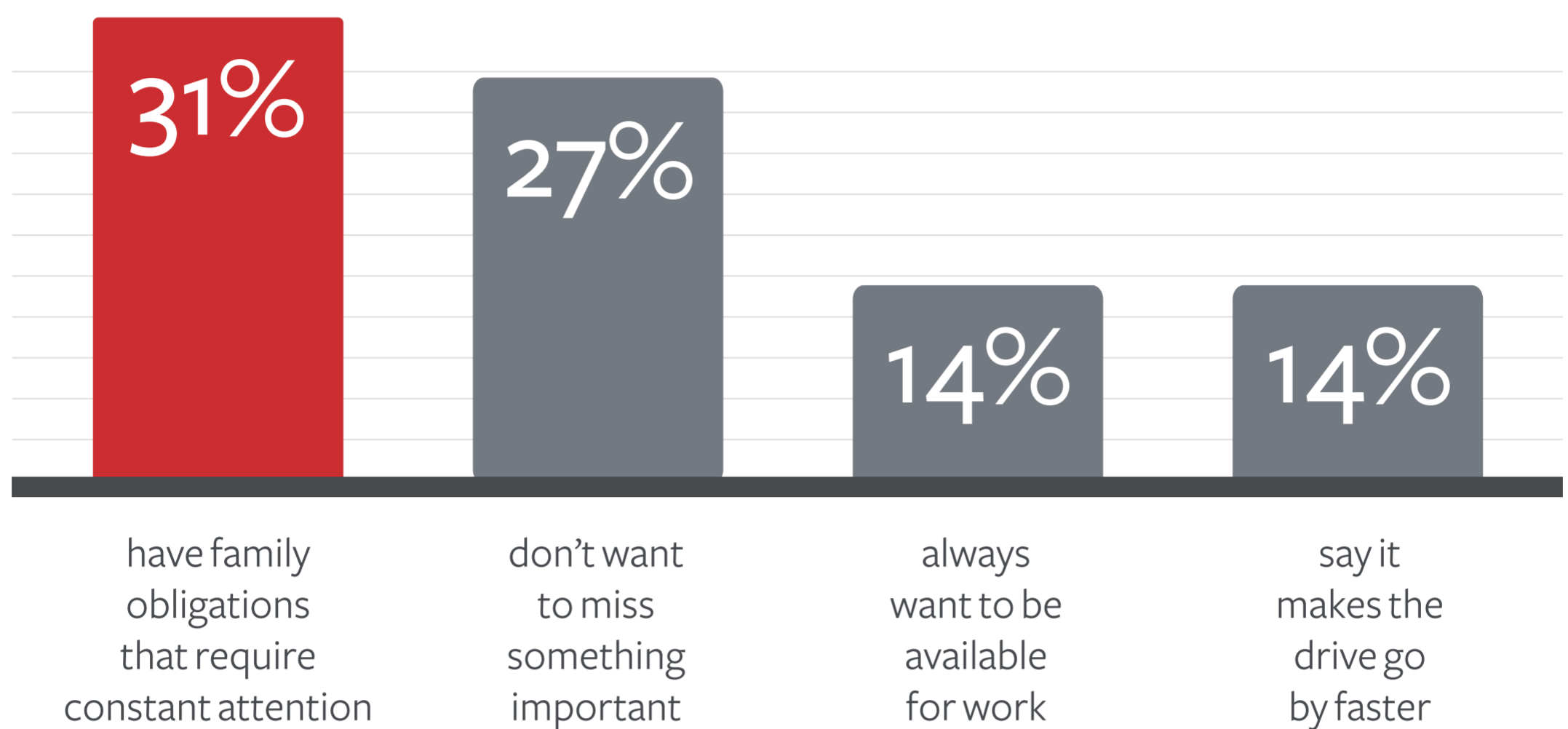


A perception breakdown

Canadians surveyed* reveal a disconnect between awareness vs. action, “self vs. other”



Why do drivers who answer/make communications while driving do so?



Canadian drivers have a blind spot when it comes to the biggest driving distraction

WHAT THEY FEEL DISTRACTS OTHERS

69%

Using a mobile device



13%

Being tired/fatigued



WHAT THEY FEEL DISTRACTED BY

39%

Being tired/fatigued



24%

Using a mobile device



Perceptions and actions in different lanes

42%

have asked another person to stop using a mobile device while driving



33%

have called or texted another person they knew was driving



90% are familiar with the laws around mobile device usage while driving, yet

37%

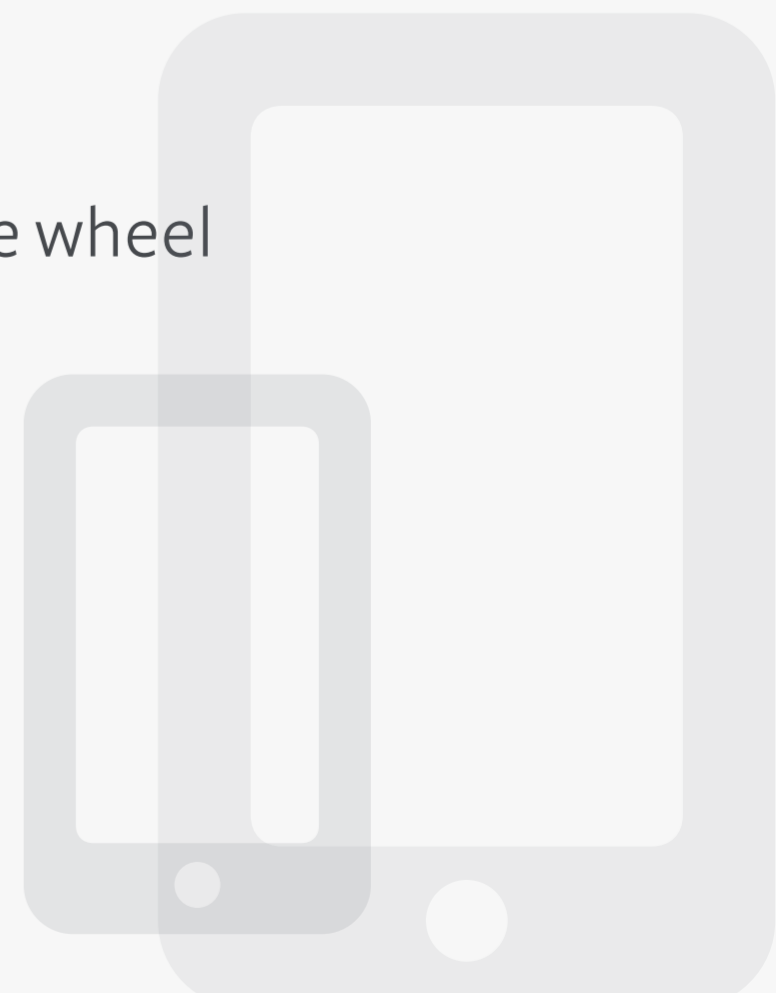
of Canadian drivers admit to answering and/or making communications behind the wheel

10%

have been pulled over or faced legal consequences for distracted driving

5%

have caused an accident due to distracted driving



Learn more about how to disrupt distracted driving. Visit www.travelersinstitute.org/distracteddriving

* Survey Method: This survey was conducted online by The Harris Poll on behalf of Travelers Canada from March 9–12, 2018, among 948 Canadian drivers age 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and sub-group sample sizes, please contact Yen To, yto@travelers.com.