



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



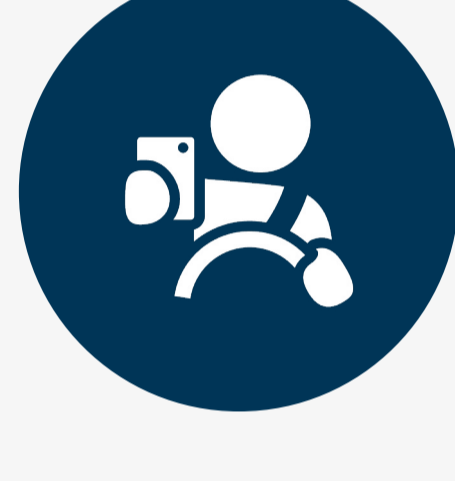
56%

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



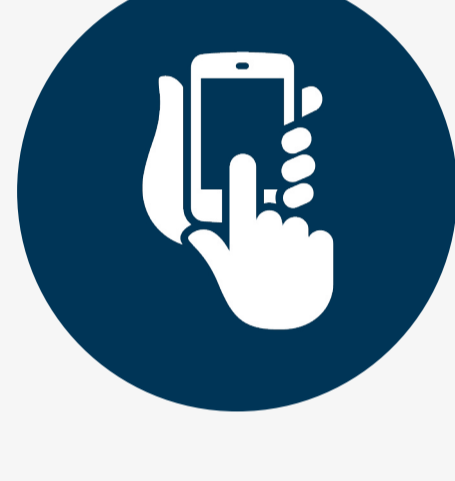
48%

make or receive phone calls



21%

read texts or e-mails



17%

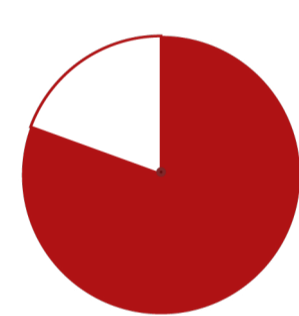
use hand-held devices



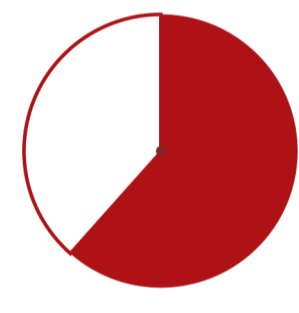
58%

eat or drink

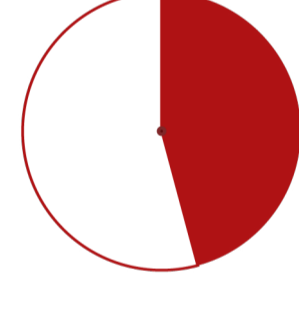
Common stressors



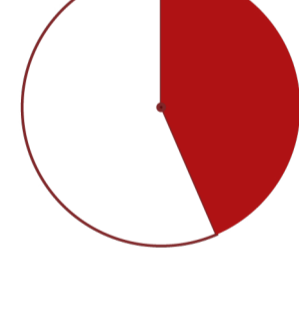
78 per cent report the behaviours of other drivers increase their stress levels



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 for more information.

