



DRIVEN TO DISTRACTION

PERCEPTION OF DISTRACTED DRIVING HABITS VARIES AMONG DRIVERS

@RBCInsurance | #DriveSafe

72%

OF CANADIANS ADMIT TO DISTRACTED DRIVING

90%

HAVE NOTICED THE DISTRACTED DRIVING OF OTHERS

IT'S YOU



NOT ME

17%

ADMIT TO TALKING OR TEXTING ON THE PHONE



VS

80%

WHO HAVE SEEN OTHERS DOING IT

5%

ADMIT TO DOING HAIR, MAKEUP, OR CHANGING CLOTHES



VS

58%

WHO HAVE SEEN OTHERS DOING IT

3%

ADMIT TO READING A BOOK OR NEWSPAPER



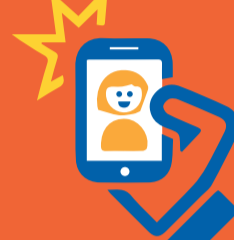
VS

36%

WHO HAVE SEEN OTHERS DOING IT

3%

ADMIT TO TAKING 'SELFIES'



VS

28%

WHO HAVE SEEN OTHERS DOING IT

DISTRACTED DRIVING

HAS CAUSED **16%** OF DRIVERS TO BE IN A COLLISION OR NEAR COLLISION

TOP CULPRITS:



11%

REPORT THE USE OF A CELLPHONE



7%

REPORT EATING OR DRINKING



5%

REPORT SINGING OR DANCING

DISTRACTED DRIVING HAS CAUSED **24%** OF YOUNGER DRIVERS TO BE IN A COLLISION / NEAR COLLISION VS. **10%** OF OLDER DRIVERS



92% OF DRIVERS AGREE THAT DISTRACTED DRIVING IS A GROWING PROBLEM ON CANADA'S ROADS.

YET...



29% OF DRIVERS AGREE IT'S OK TO USE THEIR PHONE WHILE STOPPED AT A RED LIGHT

18% BELIEVE THEY'RE A GREAT MULTI-TASKER & CAN DO SOMETHING ELSE WHILE DRIVING

TIPS TO AVOID DISTRACTIONS WHILE DRIVING



Store loose gear in the trunk or safely tucked behind the seat on the floor. Items that are rolling around in your car may distract you from the road.



Make adjustments to vehicle systems like your GPS, mirrors, climate controls and sound system before hitting the road.



Ensure you put your cellphone in a place where it's 'out of sight and out of mind'.



Pull off the road and stop your vehicle in a safe place if another activity demands your attention.



RBC Insurance

Home and Auto Insurance is underwritten by RBC General Insurance Company.

© / ™ Trademark(s) of Royal Bank of Canada. Used under licence.

These are some of the findings of an Ipsos poll conducted between April 29th and May 1st, 2015 on behalf of RBC Insurance. For this survey, a sample of 1,005 adults (with a driver's license) from Ipsos' Canadian online panel was interviewed online. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian drivers been polled.