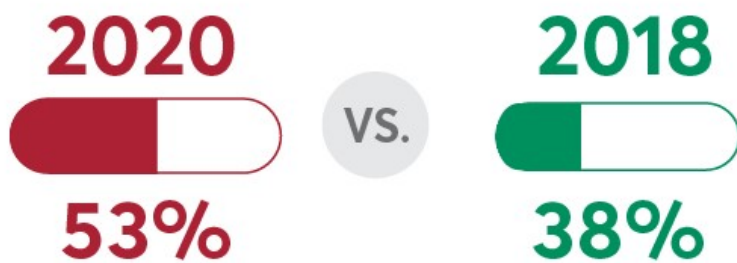


Road safety improvements are needed in Canada

More drivers admit to using
a cellphone while driving



$\frac{1}{3}$ of those who admitted
to ever driving high have
driven under the influence
of marijuana in the past
12 months

Though many think
vehicle safety technologies
can reduce the chances
of collisions

—————→ **46%** ←————
believe Canadians over-rely
on these technologies.

The top distractors for Canadians:



51%

External environment



48%

Cellphone related
(texting, talking,
emailing)



43%

Changing console
settings/infotainment
systems

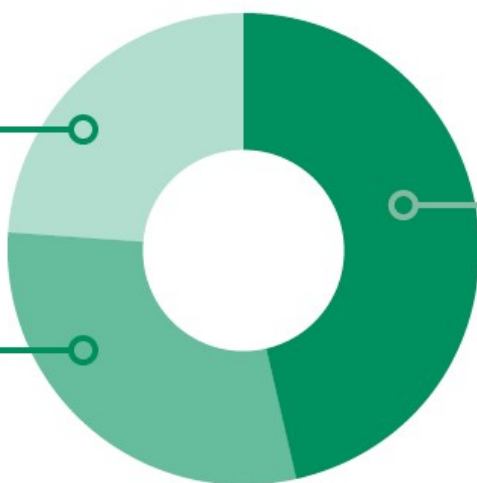
What would **stop** people from driving distracted?

The possibility of auto insurance premiums going up (if fined)

21%

Increased fines

26%



Getting into a motor vehicle collision

41%



**NEARLY
2 YEARS**
after cannabis legalization,

most people understand the dangers of driving under the influence of marijuana.

86% say they think it impairs driving skills.

BUT!

Of those who admitted to ever driving high,

$\frac{1}{3}$ still admit to having driven under the influence of marijuana in the past **12 months**.

Dangerous driving behaviours lead to other dangerous behaviours:



People who drive under the influence of marijuana are more likely to have driven under the influence of prescription drugs or over-the-counter drugs.

marijuana & prescription drugs

35%

VS.

marijuana
13%

marijuana & over-the-counter drugs

30%

VS.

marijuana
13%



People who drive while distracted by a cellphone are also more prone to drive under the influence of marijuana, prescription drugs or over-the-counter drugs.

cellphone & marijuana

14%

VS.

cellphone
6%

cellphone & prescription drugs

20%

VS.

cellphone
10%

cellphone & over-the-counter drugs

21%

VS.

cellphone
9%

This represents a dangerous accumulation of risk factors.

32% of Canadians report having **safety technologies** in their vehicles.

Lane departure or front collision warning, automatic emergency braking or any level of autonomous driving.

Majority of Canadians trust vehicle safety technologies



Not all Canadians are convinced about their benefits:

46% think Canadians are **over-reliant** on vehicle safety technologies

79% think there should be **more education** on how to use them – especially among those 35 years old and up

72% would **not trust** self-driving vehicles