



Desjardins

Distracted Driving Survey 2019



What do Canadians think are the top three risk factors for drivers today?



35%

Alcohol-impaired driving



32%

Distracted driving*



8%

Drug-impaired driving

The online survey, conducted in March 2019, polled 3,050 people across Canada.

*up 5 points from 2018



Have you ever driven distracted by a cellphone?



53%

of drivers admit to having driven distracted by their cellphones at least once (up from 38% last year)

The online survey, conducted in March 2019, polled 3,050 people across Canada.



It's not me, it's you!



93%

of drivers think they rarely or never drive distracted by a cellphone, yet 84% claim they often or always see others driving distracted by cell phones.

The online survey, conducted in March 2019, polled 3,050 people across Canada.



What are Canadians distracted by while driving?



49%

External environment/
surroundings



45%

Cellphone-related distraction,
eg. texting, calling, emailing



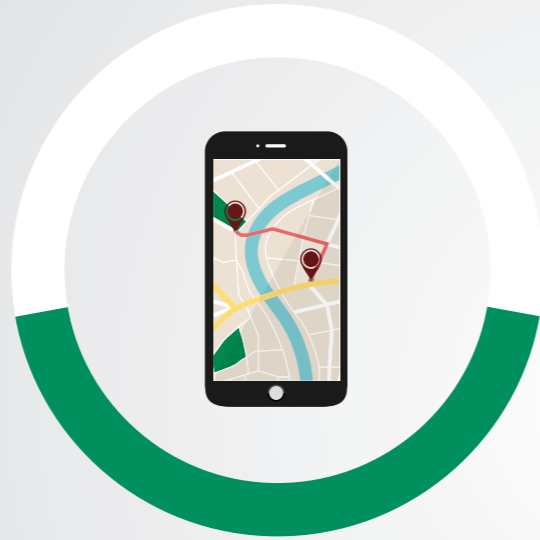
41%

Changing the vehicle's
console/infotainment system



What are you looking at?

When asked specifically about cellphone use while driving...



42%

say they look at GPS apps



37%

say they use it for calls
(non-hands free) and text messages



What would more likely stop you from driving distracted?



43%

Getting into a motor
vehicle collision



26%

Increased fines



21%

Possibility of auto insurance
premiums going up



Sure, it's against the law, but...



98%

of Canadians know that it's against the law to use your cellphone while driving if not using a hands-free device



37%

do not know exactly what those laws entail and only 29% believe they are effective at combatting the problem



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