

DRIVER DISTRACTION DIGITS

We've done the math.

Distracted driving = Risky driving

- 45** Number of feet your car covers in one second at 50 km/h.
- .08** If you talk on a cellphone while driving, you are just as impaired as someone with a blood alcohol content (BAC) of .08.¹
- 85** Percentage of Canadians who are concerned about distracted driving.²
- 8** Driver distraction is estimated to be a contributing factor in 8 out of every 10 police-reported crashes.³
- 26** Percentage of fatal and injury crashes related to fatigued driving.⁴
- 13** Types of individual driver distractions. This includes eating, drinking, pedestrians, objects or events outside the vehicle, adjusting radio/climate control/GPS, other passengers, smoking, using hand-held device, etc., road and weather conditions, and more.⁵
- 3** Nearly 3 out of 4 Canadian drivers admit to driving distracted.⁶

Don't become the next statistic. Turn off your cellphone when driving and keep your eyes on the road.

Questions about insurance?

Call us.

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Toll-free: 1-877-772-3777 ext. 222
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IBC  BAC

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The information provided in this brochure is intended for educational and informational purposes only. Please consult the appropriate qualified professional to determine if this information is applicable to your circumstances.

09/11

**DWD MAY SOON
BE THE NEW DUI.
BOTH COULD MAKE YOU DOA.**



CAR INSURANCE → VISIT IBC.CA



IBC  BAC

¹University of Utah, 2006 | ²CAA, 2010 | ³U.S. NHTSA, 2006
⁴Elzohairy, 2007 | ⁵Stutts et al., 2001 | ⁶Leger Marketing, 2010

→ For the first time, driving while distracted (DWD) has surpassed impaired driving as the **number one road safety concern** among Canadians.¹

STOP DISTRACTED DRIVING!

TOP 10 TIPS

Distracted driving is potentially as dangerous as driving drunk and is much more common. If you DWD, you should know these facts:

- 1** You are 23 times more likely to be involved in a collision if you text while driving and 4 times more likely if you talk on a cellphone (hand-held or hands-free) while driving.²
- 2** You may be breaking the law. All provinces in Canada, plus the Yukon, now have bans in place on using cellphones or hand-held electronic devices while driving. Depending on the legislation, penalties can include fines of up to 500 dollars or more, and in some cases, demerit points.
- 3** A driver may fail to see up to 50% of the available information in their driving environment. You may look but not actually “see” what is happening.³
- 4** A study showed that nearly 80% of collisions and 65% of near-collisions involved some form of driver inattention up to three seconds prior to the event.⁴

- 10.** **Ask passengers to keep chatter to a minimum** and help you navigate.
- 9.** **Deal with distractions** such as eating, putting on make-up, reading, combing your hair and checking messages **before you hit the road.**
- 8.** **Be well rested** before getting behind the wheel. If you are out late and too tired to drive home, sleep over or call a taxi.
- 7.** **Ensure you have clear directions** to your destination and check them before you leave. Listen to your GPS device; don't look at it.
- 6.** **Adjust the seat, headrest, seatbelt, rear-view mirror, climate control, radio, etc.** to your liking before you drive.

- 5.** **Manage dashboard controls and music preferences** ahead of time and only adjust them when the car is stopped.
- 4.** **Pull over somewhere safe** if you need to make a call, check a message, deal with passengers, eat or drink, etc.
- 3.** **Tell everyone** that for safety reasons, you no longer answer calls or respond to messages while driving.
- 2.** **Don't answer your cellphone or PDA messages** while driving. Better yet, turn these devices off when you get into your car.
- 1.** **Never text and drive!** Texting takes your eyes and mind off the road and your hands off the wheel.

Visit www.abc.ca for more information on distracted driving.

**Decide today
that you won't
drive distracted!**

