

**FOR IMMEDIATE RELEASE**

## **75% of drivers distracted at the wheel IBC campaigns against distracted driving**

Montreal, May 29, 2019 — IBC is releasing the results of a survey on distracted driving in order to encourage drivers to adopt good driving habits.

The numbers say it all: 75% of drivers said they were distracted at the wheel in the past six months\*. And yet, 90% of drivers were aware that accidents caused by distracted driving can drive up auto insurance premiums.

### **What does distracted driving mean?**

Distracted driving takes many forms: phoning, text messaging, eating, drinking, putting on make-up, even listening to music. Any activity that takes the driver's attention away from the road is considered a distraction.

Drivers are distracted and these are not isolated behaviours. In fact, the drivers surveyed said they had on several occasions in the past six months:

- Eaten or drunk: 55%
- Phoned: 39%
- Texted: 11%

The age 35-44 sub-group was over-represented among drivers who said they were distracted, with 87% having said they had been distracted in the past six months, compared to 75% for all respondents.

"We were very surprised to learn that 90% of drivers are well aware that how you drive can result in higher auto insurance premiums. And yet, we were surprised to note this did not discourage risky behaviour and distracted driving", said Anne Morin, Supervisor, Public Affairs, at IBC.

### **Limit accidents through risk awareness**

The campaign objective is to make drivers aware of the distractions around them and the need to minimize the risks. Note that responsible behaviour can only be positive for the driver's driving record.

"We decided to tackle the subject taking a moving approach and a touch of humour. We hope the campaign will have an impact on drivers as well as passengers, who have their role to play, since distracted driving affects everyone", noted Anne Morin.

*\* Based on a SOM inc. survey carried out for Insurance Bureau of Canada (IBC) in 2019.*



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