

## The Raw Data: Distracted Driving Statistics

A recent poll by *Kanetix.ca* (conducted by Leger Marketing) showed that eight in 10 Canadian motorists admit to having at least one bad driving habit.

The following chart details the results of the survey and the statistics about texting and driving, road rage, using cell phones while driving, driving while eating, driving while talking on the phone, perfect drivers (apparently they do exist!) and more.

The problem with bad driving habits is that they are often associated with unsafe driving, dangerous driving, distracted drivers and even aggressive driving. How we choose to behave while driving could have serious consequences. Safety comes first, of course, but don't forget the affect that bad driving habits (and their potential consequences) can have on your car insurance. Drivers without tickets or accidents pay less for car insurance. It's that simple.

### What are your worst driving habits?

Base: Respondents who drive

	Region						Age					Gender		Income					Children		Marital Status			
	ATL	QC	ON	MB/SK	AB	BC	18-34	35-44	45-54	55-64	65+	Male	Female	<\$40K	\$40K-59K	\$60K-79K	\$80K-99K	100K +	Yes	No	Single	Married	Divorced, widowed or separated	
	Total																							
<b>Weighted Total</b>	1317	94	325	495	89	137	178	344	262	271	205	237	659	658	266	241	183	176	248	457	850	258	878	166
<b>Worst Driving Habits</b>	78.0	76.8	70.7	81.4	78.2	81.0	79.9	85.0	83.6	81.0	71.3	63.8	80.5	75.4	70.4	79.9	73.1	83.5	85.8	84.8	74.5	78.8	77.9	77.0
Consuming food or beverages while driving	38.8	35.1	33.5	43.4	40.3	36.2	38.7	37.5	47.9	43.0	37.6	26.7	36.8	40.8	29.9	41.8	31.7	41.4	47.1	44.1	35.9	33.3	40.8	36.4
Speeding	36.0	35.7	27.6	42.4	33.3	33.1	37.2	43.8	37.8	35.8	32.2	26.2	40.6	31.4	27.6	32.4	35.4	42.9	46.0	38.8	34.6	44.2	34.4	33.3
Following too closely	15.9	22.1	20.2	15.0	8.6	10.7	15.1	19.9	14.3	16.4	13.5	13.5	17.9	13.9	15.5	18.3	15.5	18.0	17.1	17.4	15.3	18.9	16.1	9.3
Talking on my cell phone while driving	12.6	16.0	14.8	10.9	10.8	17.4	8.9	14.0	19.0	14.8	7.3	5.6	16.5	8.7	8.0	14.0	12.3	15.2	17.0	19.4	8.9	12.1	12.4	14.4
Texting on my cell phone while driving	11.4	13.5	12.2	11.2	9.5	11.1	10.3	24.4	13.1	7.9	3.5	1.1	14.0	8.7	12.4	11.9	12.5	10.3	12.7	17.2	8.3	22.6	9.3	5.4
Road rage	10.9	15.1	9.4	12.1	11.1	11.4	7.8	18.9	9.6	10.0	8.5	3.9	13.3	8.6	13.1	10.6	7.3	8.6	13.5	12.7	10.0	16.7	9.8	7.3
Failing to signal	9.6	11.6	13.4	8.4	7.7	7.1	7.9	10.1	7.3	13.0	9.2	7.9	11.6	7.6	11.1	9.8	9.4	7.2	11.5	12.0	8.2	7.4	10.1	10.1
Weaving in and out of traffic	6.8	9.4	10.9	5.7	5.6	3.0	4.2	10.2	6.3	6.9	7.0	2.0	9.8	3.8	7.5	6.5	4.6	5.4	9.5	8.0	6.2	9.7	6.7	2.7
Applying makeup while driving	3.0	5.1	5.7	2.5	2.3	1.4	-	3.7	2.7	5.1	1.8	0.9	2.1	3.8	5.7	3.3	2.8	1.3	2.9	5.2	1.9	3.2	2.9	3.6
Parking illegally	3.0	5.6	2.5	2.6	6.5	1.7	2.5	4.3	3.3	1.5	1.6	3.4	3.7	2.2	4.9	2.7	0.3	3.0	4.2	2.8	3.1	4.7	2.5	3.1
Parking in handicap spaces	1.5	3.9	1.2	1.7	2.1	-	0.9	2.8	0.3	1.8	1.3	0.6	2.4	0.5	3.8	0.6	1.0	2.0	0.7	1.7	1.4	2.2	1.4	0.9
Driving in the carpool lane	1.2	3.0	1.9	1.1	1.0	-	-	1.2	1.0	2.3	0.8	0.4	1.4	0.9	2.3	1.1	0.4	-	1.0	1.7	0.9	0.5	1.4	0.9
Other	3.4	1.7	1.7	4.0	3.5	6.6	3.3	3.5	3.3	2.4	3.4	4.5	2.7	4.1	5.3	2.3	4.6	1.0	2.3	2.3	4.1	3.4	3.2	4.9
None of the above - I am a perfect driver	18.8	21.6	26.8	14.9	16.0	17.3	16.0	12.9	14.4	15.3	25.5	30.4	16.9	20.7	26.5	15.2	24.2	14.1	13.1	13.4	21.7	18.8	18.9	18.8
I don't know/ prefer not to answer	3.2	1.6	2.5	3.7	5.8	1.7	4.1	2.1	2.0	3.6	3.1	5.8	2.6	3.9	3.1	4.8	2.7	2.4	1.1	1.8	3.8	2.4	3.2	4.3



The poll results are made available courtesy of [www.kanetix.ca](http://www.kanetix.ca). If you should decide to make use of the data, in whole or in part, you must provide proper attribution to *Kanetix.ca* and link to: <http://www.kanetix.ca/statistics/driving-distracted-statistics.pdf>

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