



Insurance
Travel
Roadside
Rewards

Driving Behaviours Affecting Community Safety

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CAA's Advocacy Legacy

Moving people safety:



Education & Awareness



Thought Leadership



Public Affairs



Strategic Partnerships



Ontarian's Concerns

Top three behavioural road safety issues:

**Distracted
Driving**

**Drug-
Impaired
Driving**

**Speeding/
Stunt
Driving**

Research Details

Three surveys conducted in 2023:

- Distracted Driving (March 2023)
- Speeding & Dangerous Driving Behaviours (2023)
- Cannabis-Impaired Driving (July 2023)

Research objectives:

- Measure perceptions of road safety issue
- Understand driver behaviour
- Gauge awareness of laws, penalties and education efforts

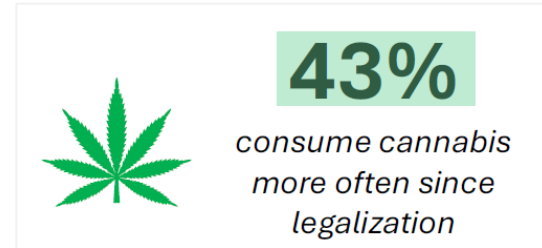
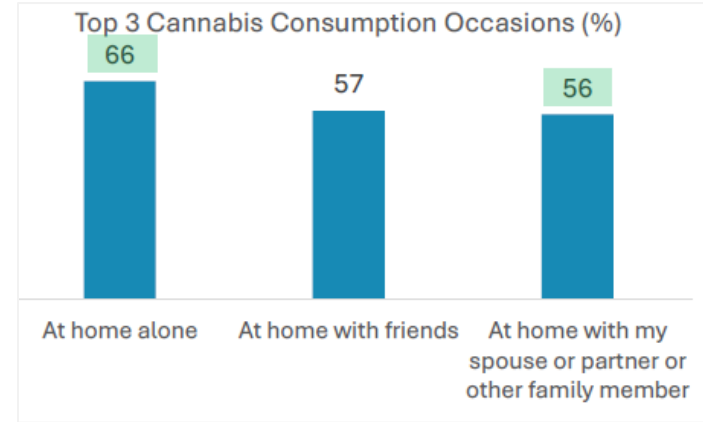
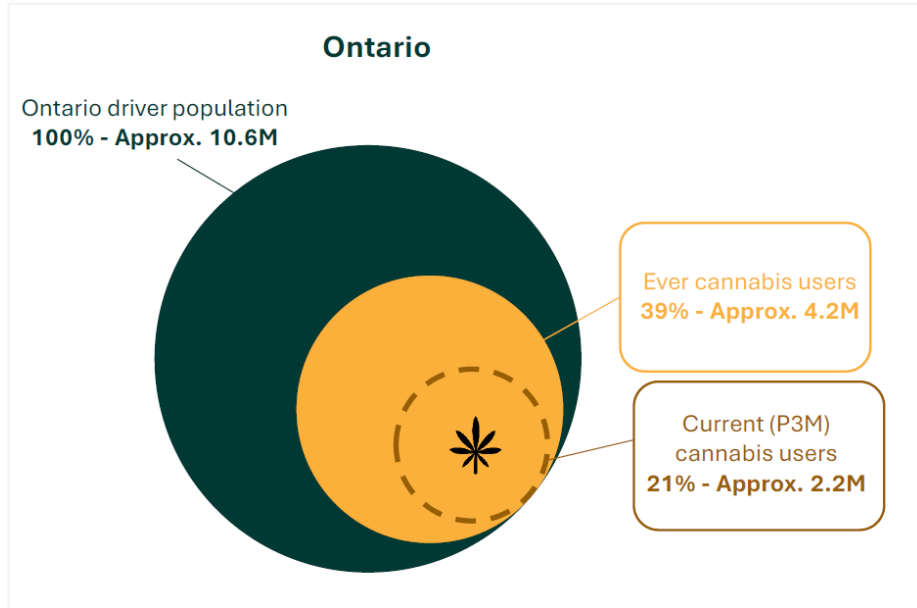
Participant's Profile

Ontario
English only
Valid driver's licence
Access to a vehicle
18+

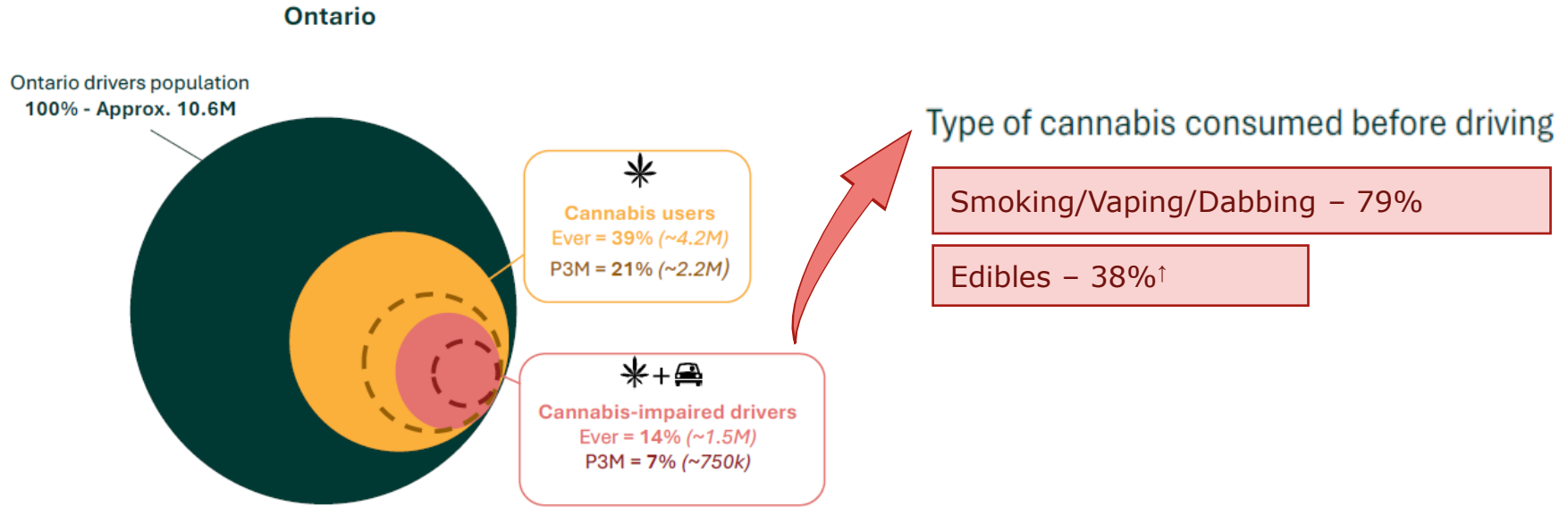


DRUG-IMPAIRED DRIVING

Consumption Behaviour



Impaired-Driving Behaviour

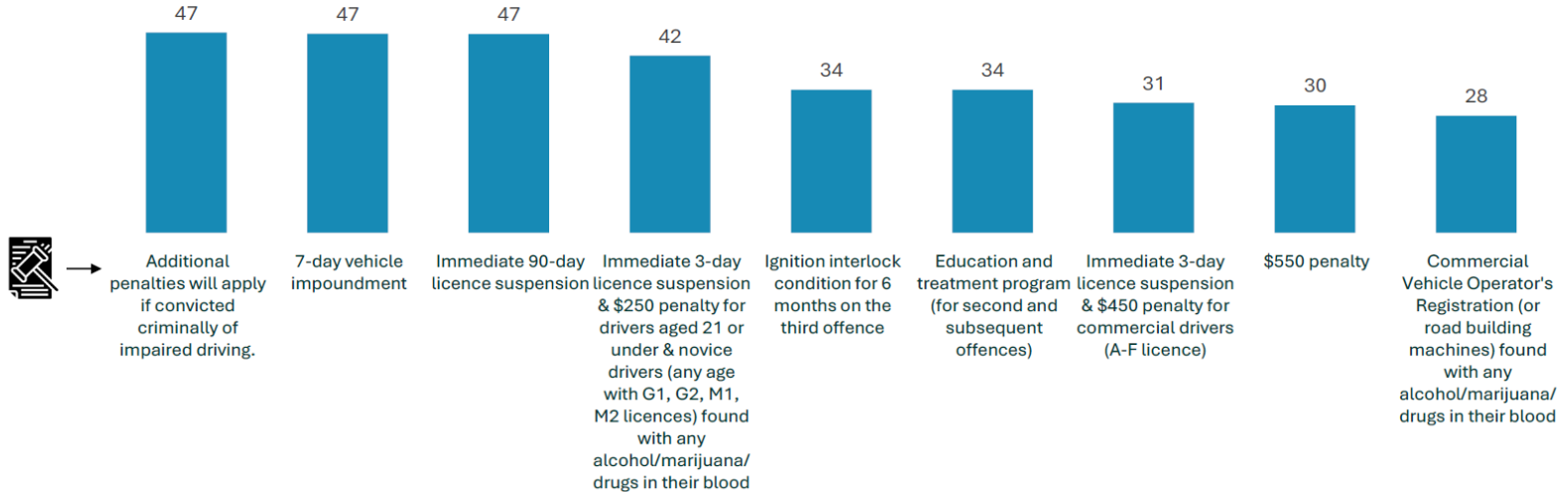


Awareness of Penalties

33% are not aware of any of these penalties

Awareness of penalties for impaired driving in **Ontario** (%)

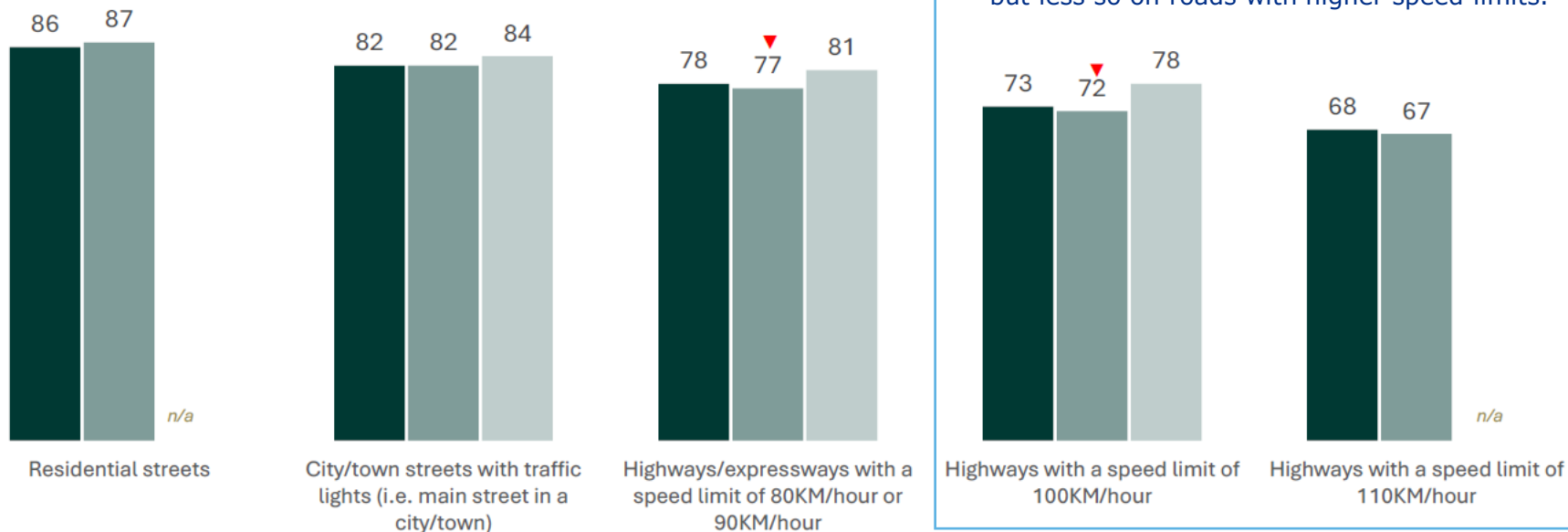
In Ontario, Non-Cannabis users and those living outside of GTA are more aware of any of the following penalties for impaired driving in Ontario



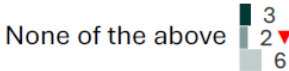
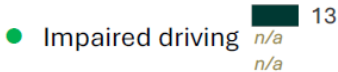
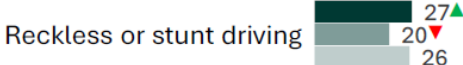
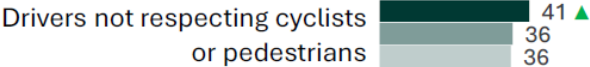
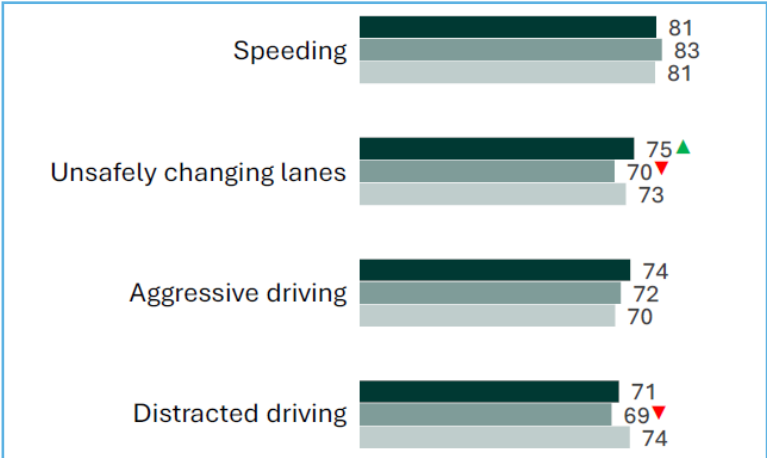


SPEEDING AND AGGRESSIVE DRIVING

Feeling safe on Ontario's roads?

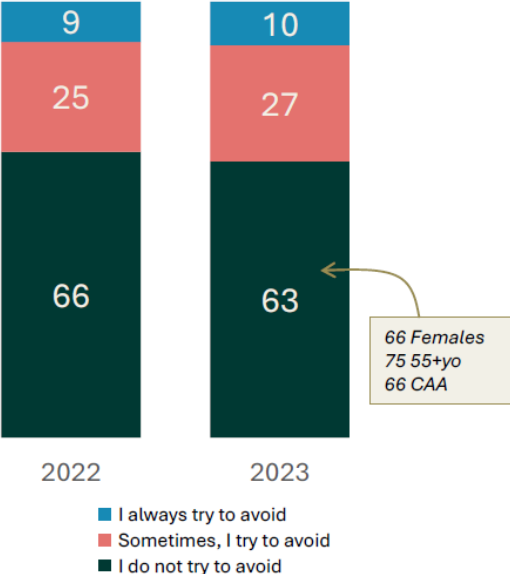



Dangerous Driving Behaviours

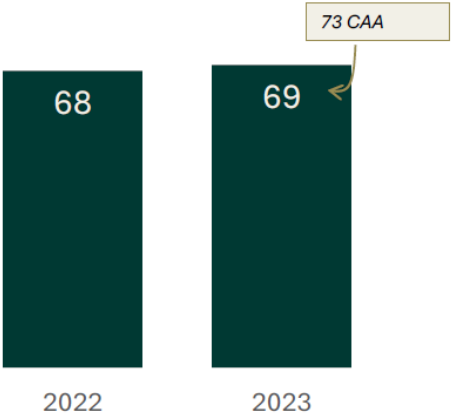



Deterring speed and ASE

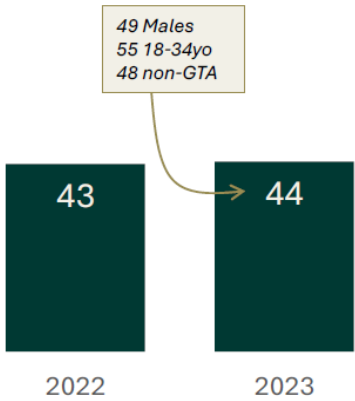
Try to avoid roads with ASE? 



Will Slow Down When Driving Near ASE? 



Very/Somewhat Likely to Increase Speed After Passing ASE? 





DISTRACTED DRIVING

Concerns & Behaviours & Outcomes



Changing Behaviour



Education & awareness – Focus on associated risks and financial implication of distracted driving.



Enforcement – Fines and penalties remain the most effective way to combat distracted driving.



IMPACTING OUTCOMES

Changing Behaviour



Education/Awareness

- Ongoing awareness campaigns via CAA channels/media, focusing on the behaviours we want to impact.



Thought Leadership

- Continued research on the trends and behaviours.
- Sharing research with like-minded group and at road safety forums



Public Affairs

- Continued support of appropriate legislation to curb behaviour
- Provincial focus on overall road safety.



Strategic Partnerships

- Ongoing work with like-minded organization, government and police services to accelerate positive outcomes.

More Information



caasco.com/cannabis



caasco.com/speeding



caasco.com/distracted

Questions?

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