

## Parachute Young Driver Poll

Parachute Teen Driver Safety Week 2016 is designed to make the public aware of teen driver safety issues and this year, focuses on distracted and drug impaired driving. We wanted to hear directly from young drivers about their habits, particularly when it comes to distracted driving. The Parachute young driver poll was conducted by RIWI Corp., which surveyed more than 1,600 young drivers across Canada (aged 16-24.) The survey ran from September 15 to October 12, 2016.

### Parachute young driver (aged 16-24) poll highlights:

#### **How distracting is?**

- 1) Talking with passengers while driving:
- 17% very distracting
  - 27% not distracting at all

#### **How distracting is?**

- 2) Listening to music while driving:
- 16% very distracting
  - 34% not distracting at all

#### **How distracting is?**

- 3) Eating/drinking while driving:
- 20% very distracting
  - 24% not distracting at all

#### **How distracting is?**

- 4) Using your phone while driving:
- 29% very distracting
  - 23% not distracting at all

#### **How distracting is?**

- 5) Applying make up/personal grooming while driving:
- 29% very distracting
  - 24% not distracting at all

#### **6.) Where do you keep your phone while driving?**

- 14% on lap
- 35% cup holder
- 11% cell phone mount
- 14% in pocket
- 5% glove compartment
- 21% other

#### **7.) My driving style is most like:**

- 39% James Corden
- 15% Batman/Vin Diesel
- 35% A driving instructor
- 11% A grandparent