

## Texting While Driving Behaviour among Ontario Youth and Young Adults

In 2009, Ontario introduced a ban on the use of hand-held devices while driving. According to current collision trends, fatalities related to distracted driving are forecasted to exceed those from drinking and driving by 2016.<sup>1</sup>

To help inform strategies to address this serious issue, PHO conducted a study that examined the motives of texting while driving (TWD) behaviour among 2,000 Ontario youth and young adults ages 16 to 24. [Texting While Driving Behaviour among Ontario Youth and Young Adults](#):

- measures the prevalence and predictors associated with current TWD behaviour among a sample of Ontario youth and young adults
- identifies their reasons and/or motives for engaging in TWD
- explores theoretical constructs from the Integrative Model of Behavioural Prediction (IMBP) that may predict TWD behaviour.

Our research found, among other things, that:

- Over 90% of Ontarians aged 16 – 24 are aware of Ontario’s law banning texting while driving. Yet 55% reported reading texts and 44% reported sending texts while driving.
- 57% think that sending a text while driving is an extremely dangerous behaviour, while only 31% think that reading one is.
- The greatest percentage reported they would feel guilty if they read/sent texts while driving; they think reading/sending texts while driving is wrong; and reading/sending texts while driving is against their principles. Yet many still reported texting while driving
- Why do Ontarians aged 16 – 24 read or send texts while driving?
  - Making plans or getting directions
  - Their perception that the message is important, urgent or an emergency

**Find out more at [www.PublicHealthOntario.ca/DistractedDriving](http://www.PublicHealthOntario.ca/DistractedDriving)**

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<sup>1</sup> Ontario. Ministry of Transportation. Improving road safety in Ontario: province introducing new legislation to keep roads safe [Internet]. Toronto, ON: Queen's Printer for Ontario, 2014 [cited 2014 Mar 18]. Available from: <http://news.ontario.ca/mto/en/2014/03/improving-road-safety-in-ontario.html>