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Tuesday May 28th, 2024



Slow Down, Move Over
CAA's 2024 Driver Survey Results

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CAA...Yesterday & Today



- CAA formed in 1903 as an advocacy membership organization
- Over 2.2 million Members in Ontario and over 6 million in Canada

Advocacy - Government & Community Relations:

- Road Safety
- CAA School Safety Patrol® Program
- Transportation & Mobility
- Infrastructure
- Consumer Protection

- Education/Awareness
- Thought Leadership
- Public Policy
- Strategic Partnerships



Slow Down, Move Over (SDMO) Survey

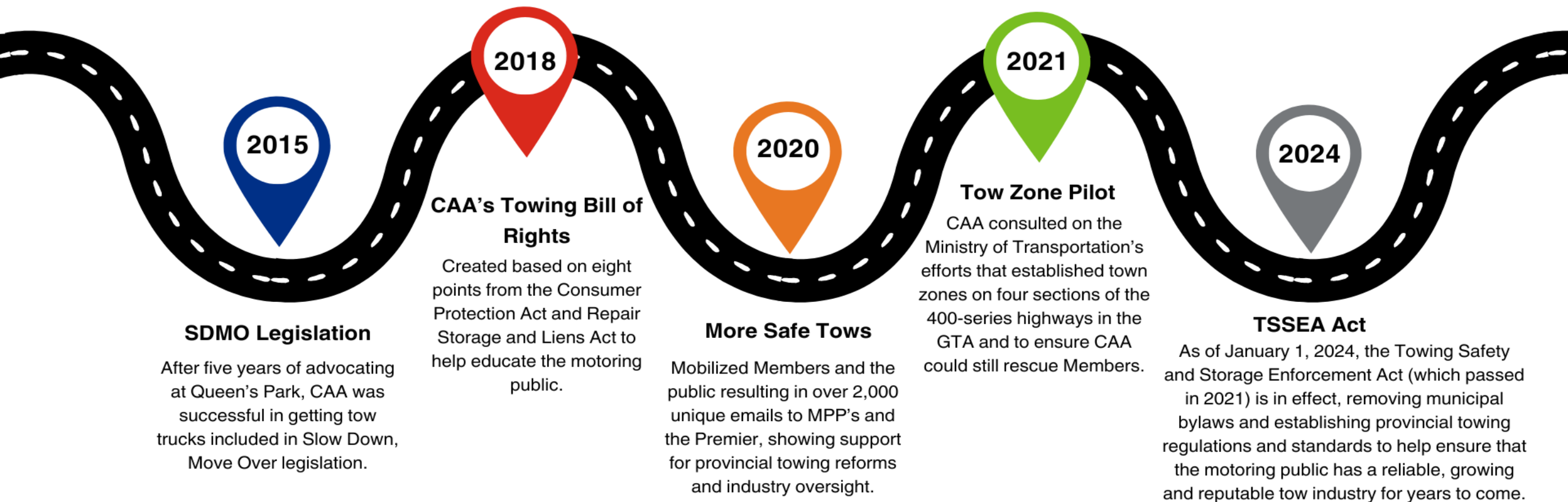
Objectives:

- Understand drivers' perception of SDMO
- Measure/track drivers' SDMO behaviour
- Evaluate awareness and support with current SDMO fines and penalties

Method:

- Online survey of 1,516 Ontario drivers aged 18 to 75
- Had to have access to a vehicle
- Conducted from January 25 to February 1st, 2024
- Margin of Error: Based on the sample size of n=1,516 and with a confidence level of 95%, the margin of error for this research is +/- 2%.)







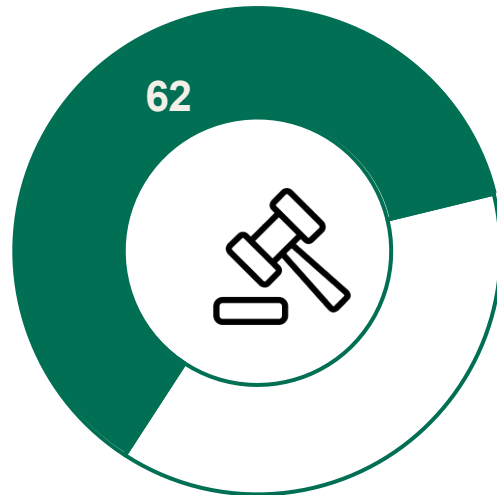
SDMO Awareness

94% of Ontario drivers support the law and police vehicles, ambulances, and fire trucks are well-recognized as being included in the SDMO law. ⁷¹

Ever heard the term 'Slow Down, Move Over' (%)

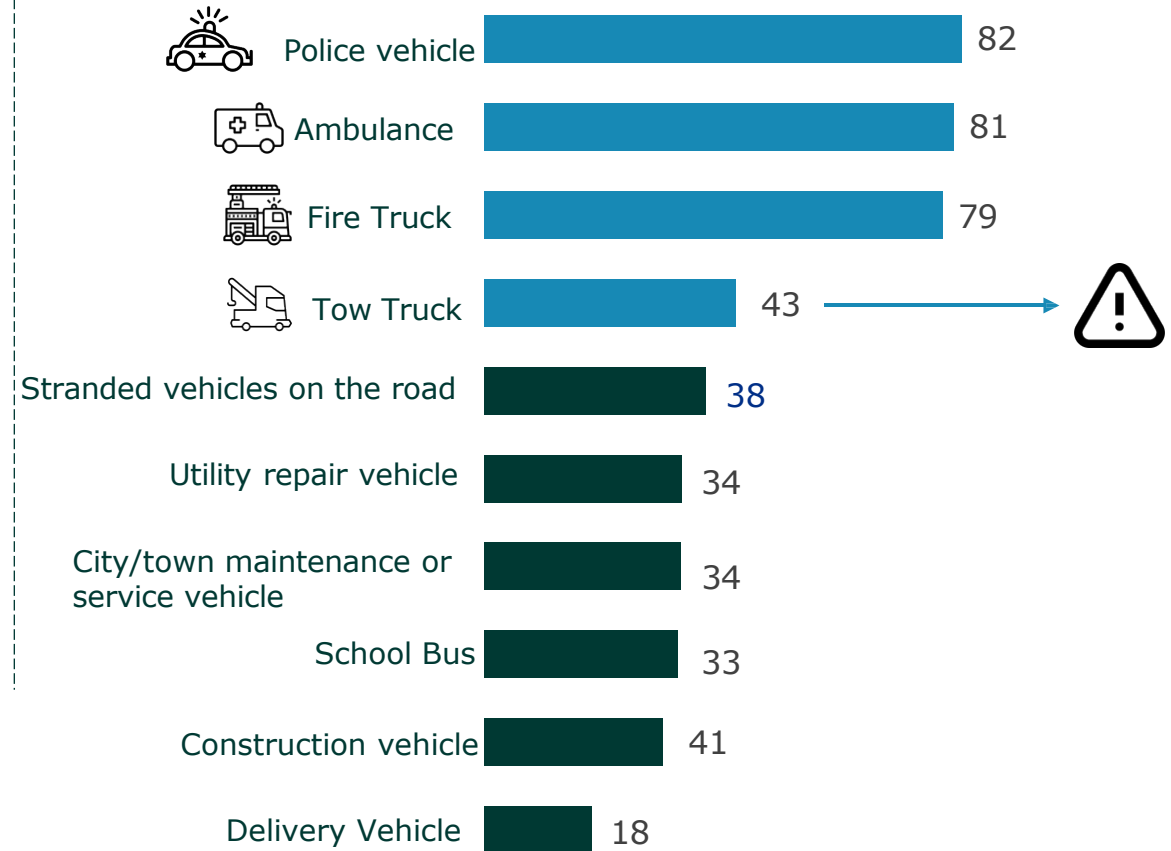


Awareness of 'Slow Down, Move Over' Law (%)



69%
Knew the definition of Slow Down, Move Over

Awareness about which vehicles are included (%)

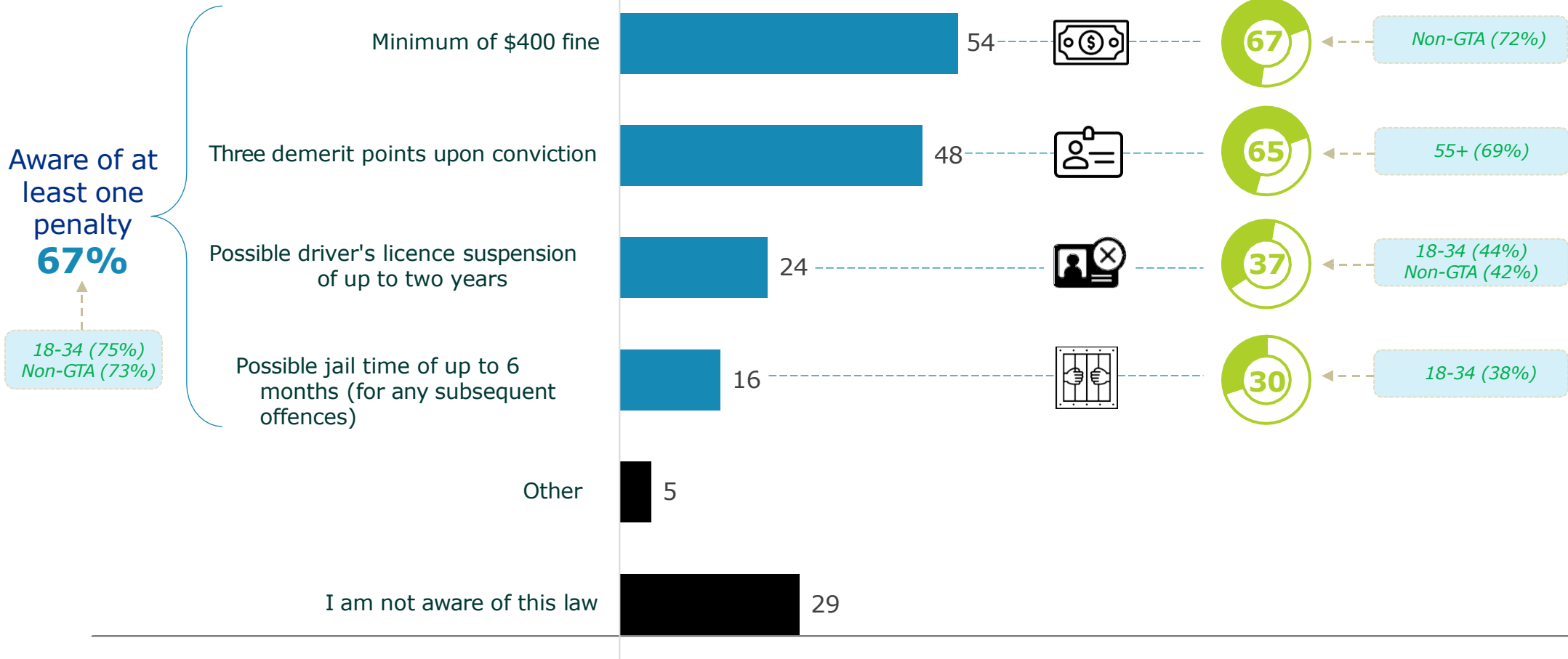


Drivers have limited awareness of the penalties associated with non-compliance.

Awareness of penalties for non-compliance (%)

Level of support for penalties (%)

Strongly support + Somewhat support



Q31. To the best of your knowledge, which of the following penalties are possible, when not complying with the 'Slow Down, Move Over' law? / Q32. And what is your level of support for the following penalties for not complying with the 'Slow Down, Move Over' law?
 Base: Total sample (n=1516)

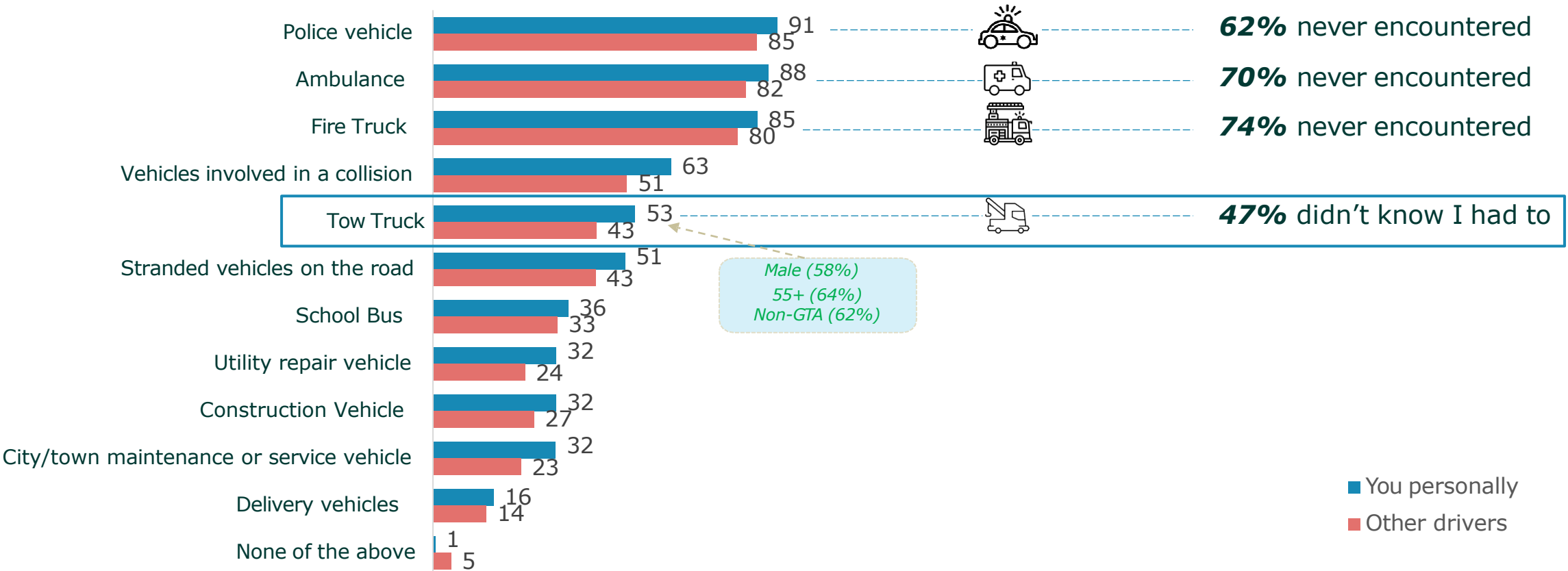


SDMO Behaviours

Almost all drivers usually slow down and move over when approaching emergency vehicles ahead. However...

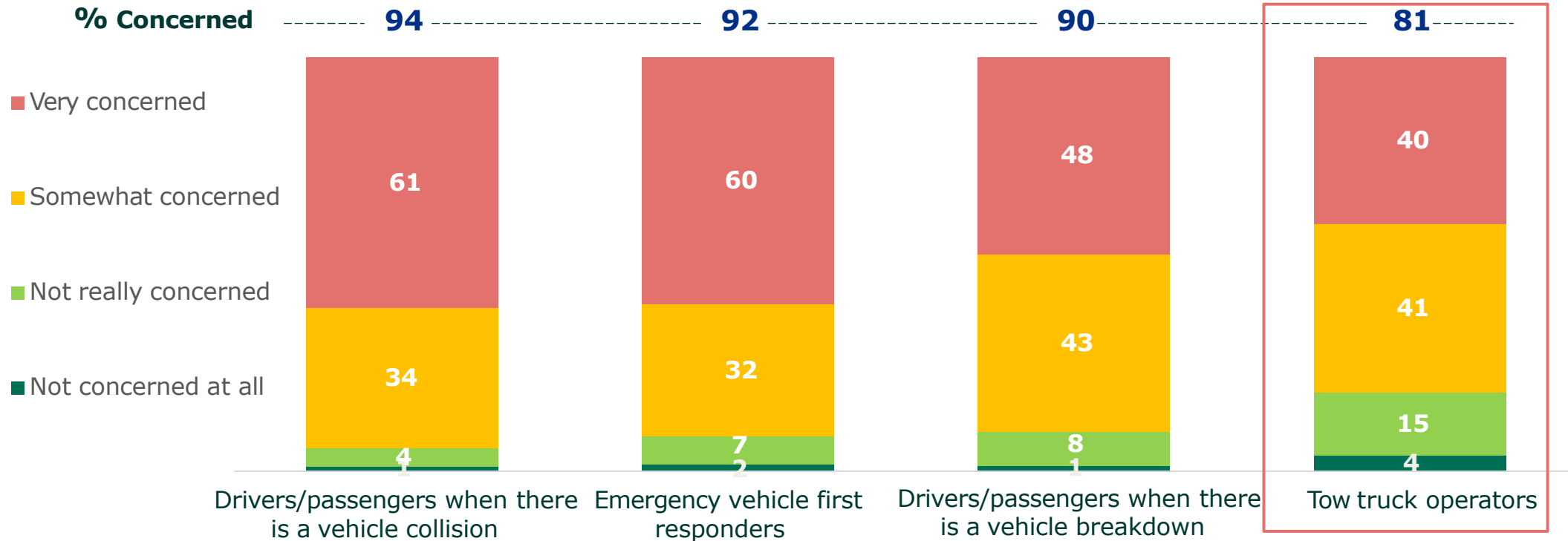
Types of vehicles slowed down and moved over for (%)

Main reasons for not SDMO (%)



Despite significant concerns for the safety of tow truck operators, drivers tend to be less worried for them than for the drivers/passengers directly involved in the collision or emergency vehicle first responders.

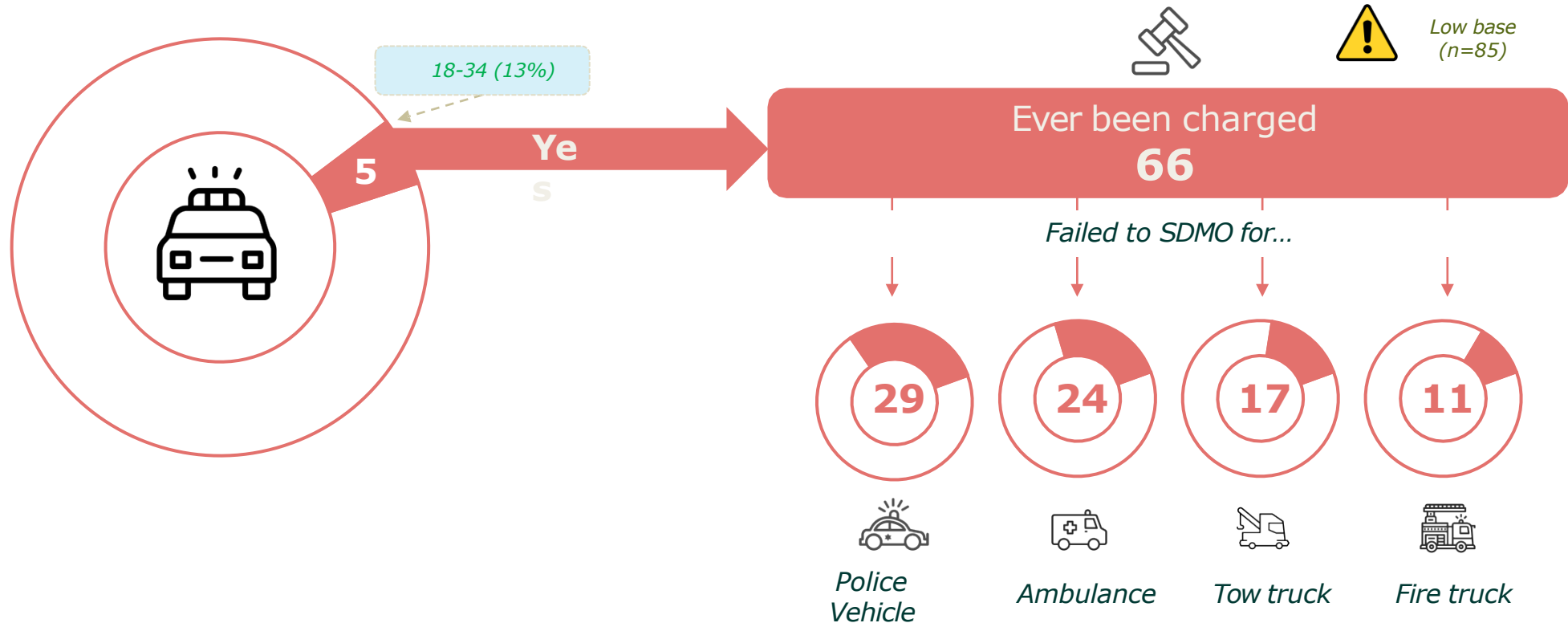
Concern for individuals (%)



5% of drivers have been pulled over for not complying with SDMO law.

Ever been pulled over for not complying with SDMO law (%)

Ever been charged for not complying with SDMO law (%)



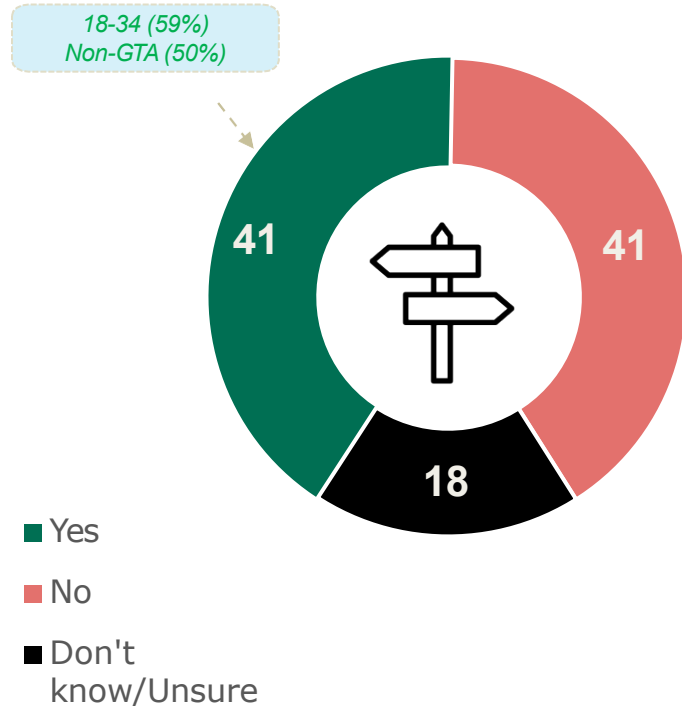


Prevention Methods

Signage is seen as effective, but less than half of Ontario drivers have seen them.

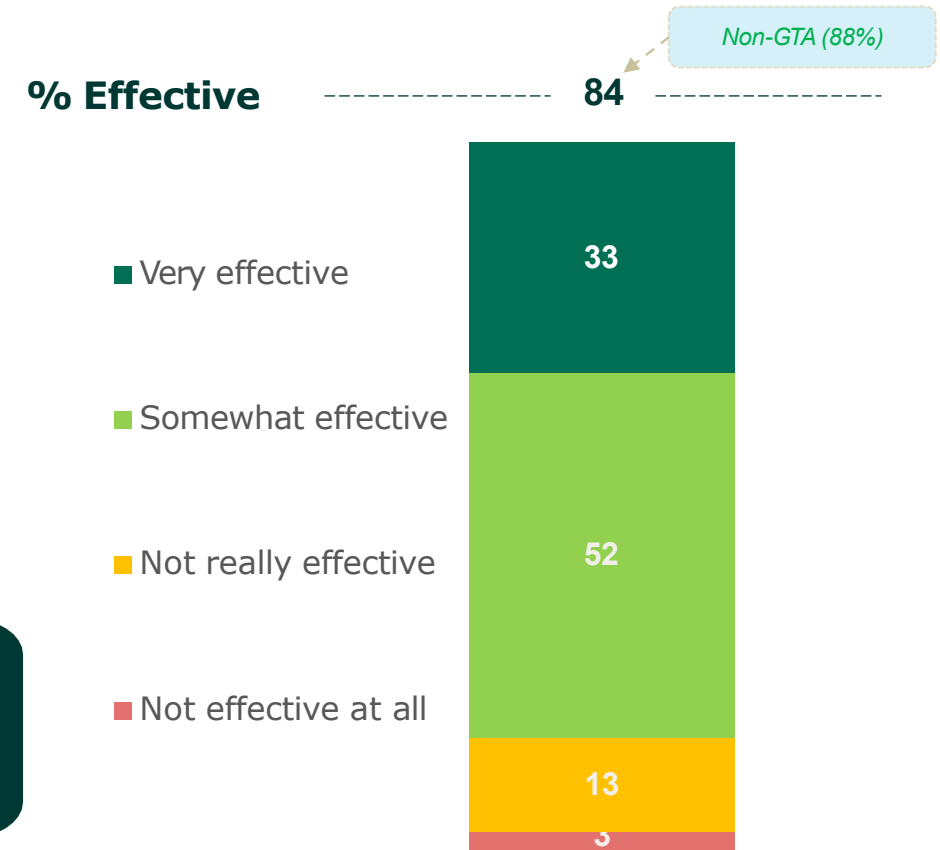
Seen a 'Slow Down, Move Over' sign on Highway (%)

Effectiveness of 'Slow Down, Move Over' sign (%)



18-34 (69%)

+ 63%
would be more inclined to SDMO if there were more signs posted on Ontario roads

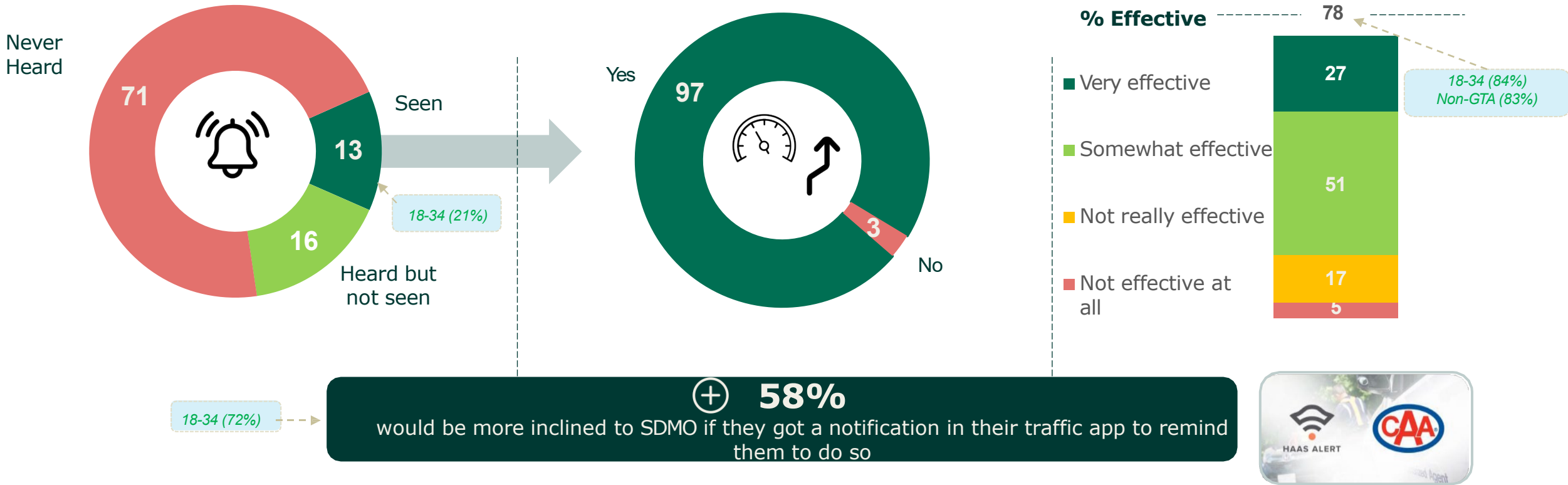


Real time alerts can also serve as an effective tool.

Ever heard/seen these alerts (%)

SDMO after seeing the alert (%)

Effectiveness of these alerts (%)



Thank you.

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For more information:

- caasco.com/SDMO

