



Women buckle up while men follow close behind

For every two people who die in an auto collision where they were not wearing a seatbelt, one would have lived had they taken the time to buckle up. A higher percentage of female drivers wear seat belts (93.9%) than male drivers (89.8%) in Canada. The latest results of two Transport Canada surveys show more Canadians than ever are using seatbelts.

When you are involved in a collision, your chances of serious injury or death increase sharply if you are not wearing your seatbelt. You also increase the risk that you will injure or kill anyone else in the vehicle from other passengers not wearing their seatbelts during collisions.

“While the percentage of occupants wearing seatbelts has increased during the latest surveys, a significant number of Canadians continue to put themselves at risk by not wearing their seatbelts,” said Lawrence Cannon, Minister of Transport, Infrastructure and Communities. “I strongly encourage the traveling public to wear their seatbelts and exercise caution at all times to reduce even further injuries and the possible loss of life.”

Far too many drivers of large vehicles feel they are immune from danger because they drive big trucks, thinking they are safe from any accidents and don't have to take simple precautions like wearing a seat belt. In Canada seat belt usage is much lower with drivers of pickup trucks (84.8%) than drivers of passenger cars (91.9%) and minivans and SUVs (91.9%).

The surveys were in support of Transport Canada's National Occupant Restraint Program 2010, with its goal to increase seatbelt use by Canadians. The program plans to achieve a minimum of 95 per cent seatbelt usage and proper use of child restraints by 2010. It is all part of Canada's plan to have the safest roads in the world.

Brokers Advantage: Many road-related injuries and fatalities are preventable. Insurance brokers are committed to help make B.C.'s roads safer.