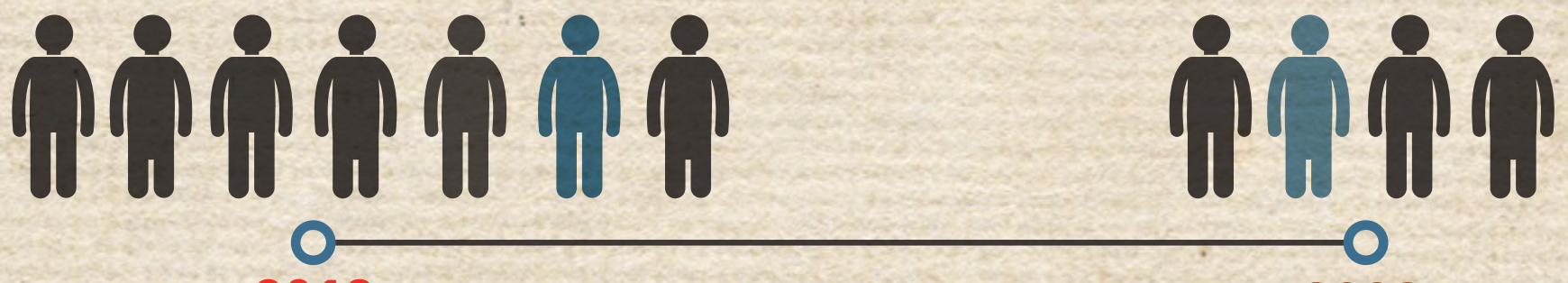
# Seniors as Safe Early Adopters of Self-Driving Vehicle Technology*

**Older drivers have one of the lowest crash risks of all ages. While they see Limited Self-Driving Vehicles (LSDVs) as a challenge to learn to use, they are also most receptive to education.**

## Demographics



**2018:**
1/7 Canadians is 65+

**2038:**
1/4 of Canadians will be 65+

## Knowledge

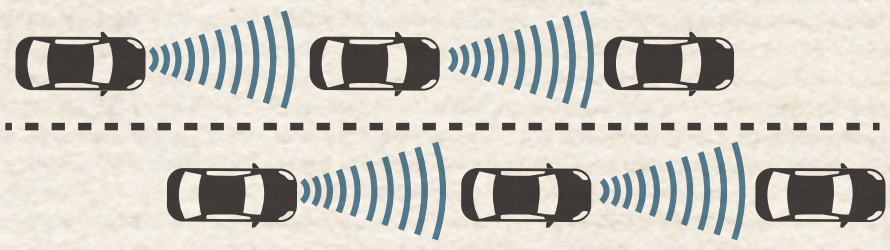
Approximately **one-half** are **aware** that LSDV testing/ development is underway

**One-quarter (25%) believe** LSDV technology is already available

## Educational opportunities for senior drivers

### *Motivation to learn*

- Improved driver safety
- Increased driver confidence
- Greater mobility/independence



- Performance and ease-of-use
- Reduced traffic congestion
- Public/commercial transport

### *Topics of interest*

- Learn to use new features
- Avoid distraction and other risks
- Prevent over-reliance on technology

- Prepare for possible technology failure
- Functionality of technology in Canadian weather
- Practice in a safe environment before road-testing

**Senior drivers agree that while LSDV technology will be more difficult to use, they are more willing to learn than younger drivers. This openness to education, combined with their extensive driving experience, means that seniors are poised to become the safest early adopters of LSDV technology.**

**Learn more about LSDVs and driver safety at brainonboard.ca**

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*Source: Study with Canadian senior drivers about their knowledge, attitudes, and practices regarding Limited Self-Driving Vehicles (LSDVs) conducted by the Traffic Injury Research Foundation in 2018.