Edmonton and Area Traffic Safety Culture Survey: Summary of Key Findings



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The City of Edmonton, Traffic Safety would like to begin by acknowledging the more than 3,600 drivers, pedestrians, cyclists and motorcyclists who took part in this study. Without your participation this research would simply not be possible.

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FOREWORD

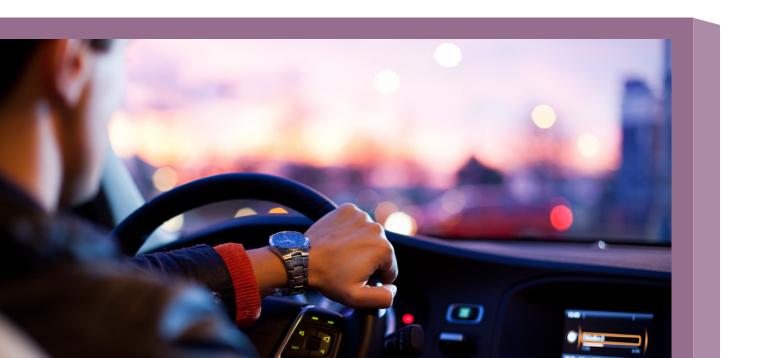
The City of Edmonton's Office of Traffic Safety was established in 2006 as the first municipal traffic safety office in North America. In 2015, City Council approved Edmonton's Road Safety Strategy 2016-2020, making Edmonton the first major Canadian City to officially adopt Vision Zero. **The long term goal of Vision Zero is to eliminate traffic fatalities and serious injuries on our roads.** Achieving Vision Zero will require all of us to work together to make our roads safer.

The 2016 Traffic Safety Culture Survey report provides insights into how road users perceive themselves and their actions, the actions of others, and the rules of the road. The findings of this research will be used to inform educational campaigns and other measures to support Vision Zero.

Traffic Safety is indebted to the more than 3,600 drivers, pedestrians, cyclists and motorcyclists who took the time to participate in this important study by way of our telephone survey, online survey and Insight Community survey. We thank each and every one of you for taking part.

Sincerely,

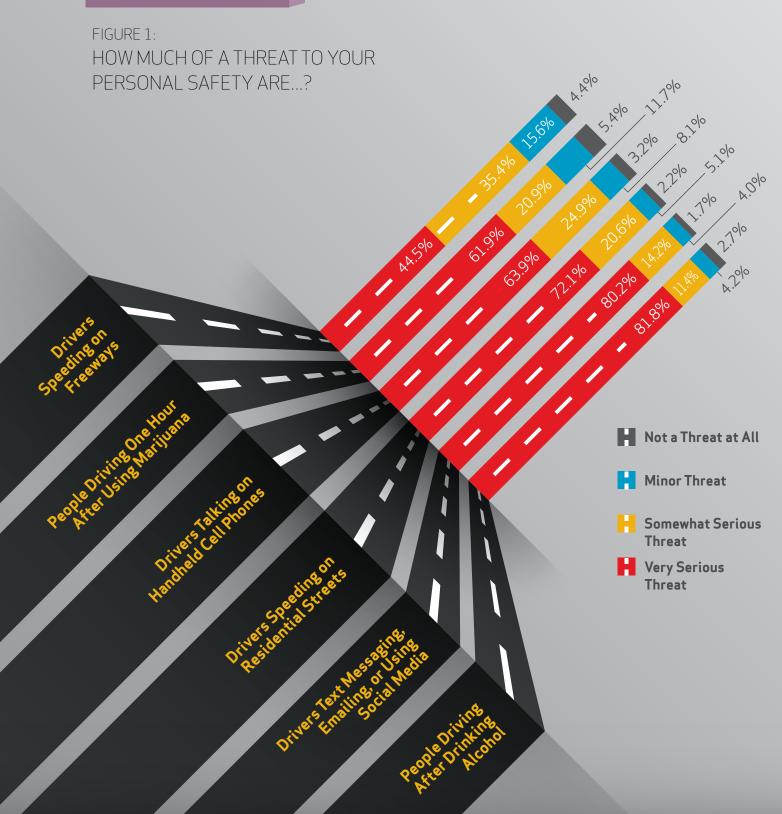
Gerry Shimko, Executive Director City of Edmonton, Traffic Safety



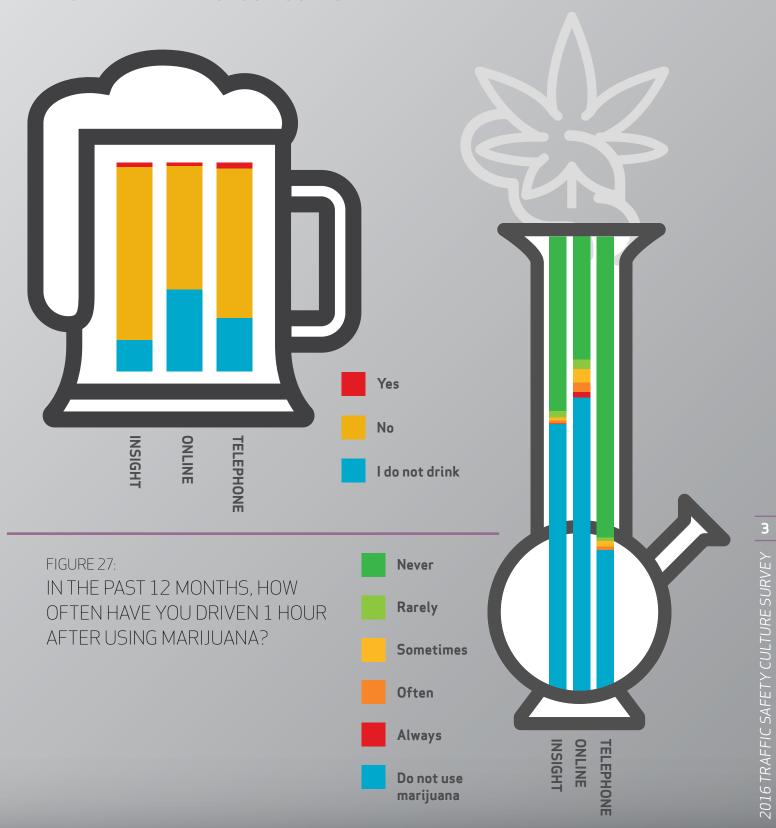
HIGHLIGHTS FROM THE 2016 EDMONTON AND AREA TRAFFIC SAFETY CULTURE SURVEY

The 2016 Edmonton and Area Traffic Safety Culture Survey Report is comprised of data from three surveys which were conducted by telephone, online, and Insight Community survey.

PERSONAL SAFETY



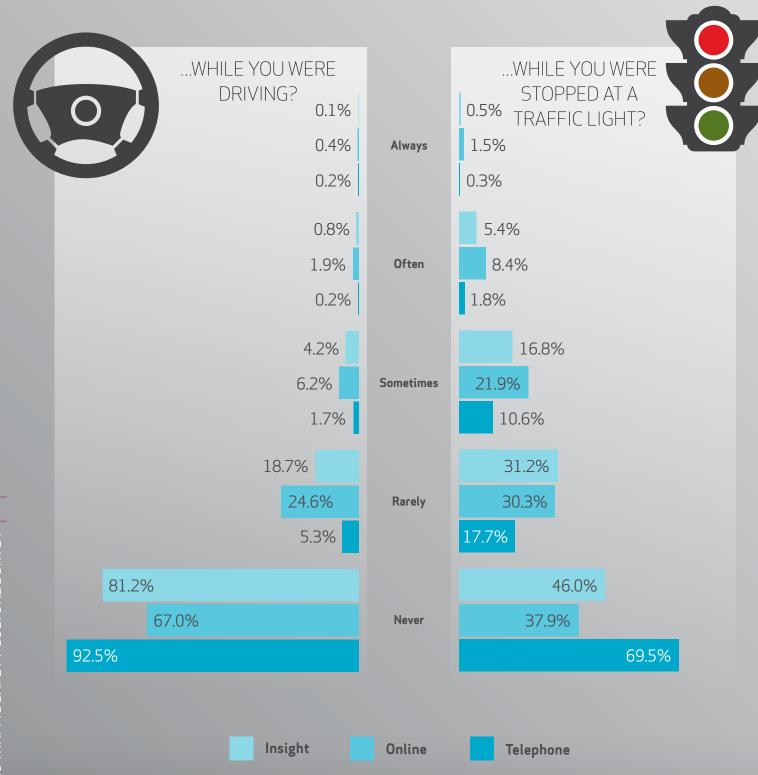
IN THE PAST 12 MONTHS, HAVE YOU DRIVEN A MOTOR VEHICLE AFTER HAVING TOO MUCH TO DRINK?



DISTRACTED DRIVING

FIGURES 21 & 22:

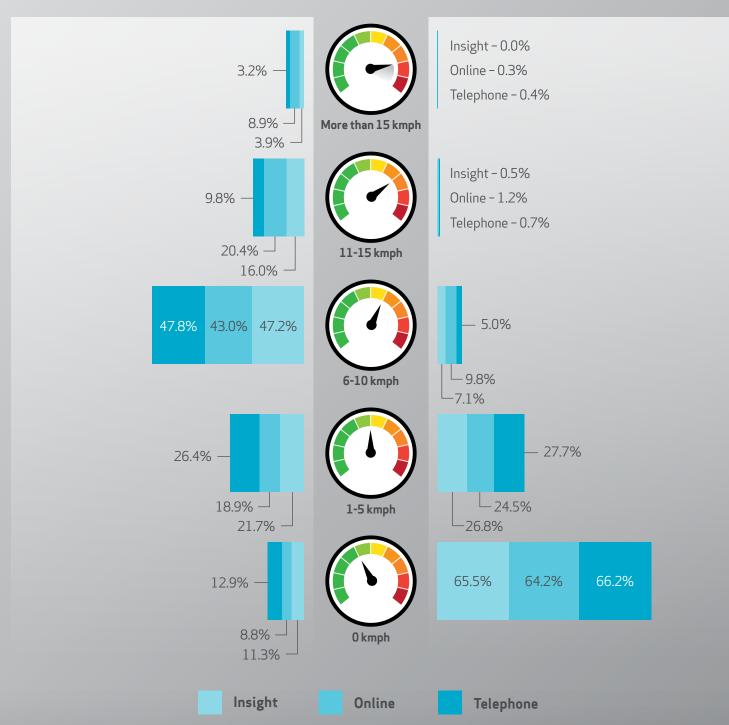
IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU READ, TYPED OR SENT A TEXT MESSAGE OR E-MAIL, OR USED SOCIAL MEDIA (E.G., FACEBOOK, TWITTER, ETC.) ...



SPEEDING

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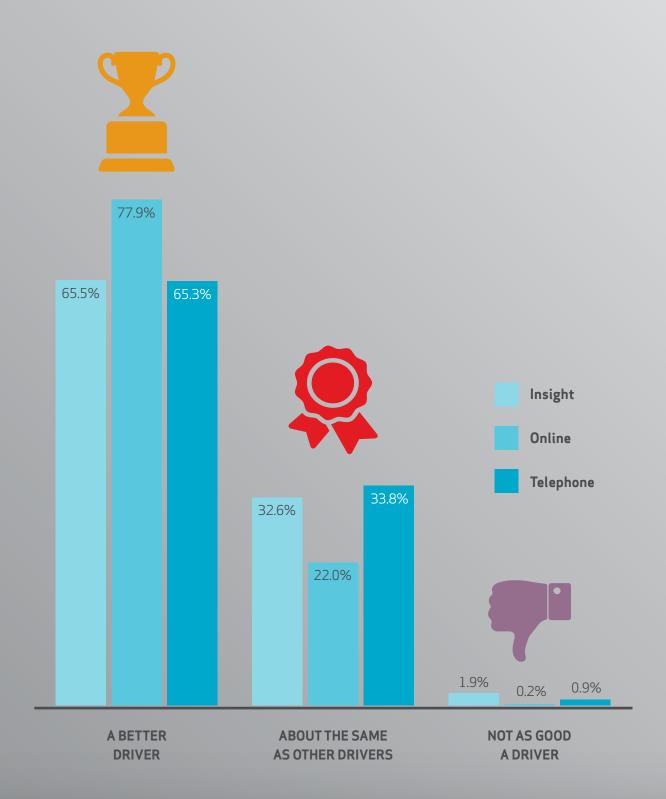
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SELF-PERCEPTION

FIGURE 7:

COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY YOU ARE...?



HOW STRONGLY DO YOU
SUPPORT OR OPPOSE
LEGISLATION THAT PERMITS
POLICE TO RANDOMLY STOP ANY
DRIVER AND REQUIRE THEM TO
PROVIDE A BREATH SAMPLE TO
CHECK FOR ALCOHOL?

FIGURE 46:

HOW STRONGLY DO YOU
SUPPORT OR OPPOSE PEOPLE
WHO DRIVE 50 KM PER HOUR
OR MORE ABOVE THE SPEED
LIMIT HAVING THEIR LICENCE
SUSPENDED FOR 7 DAYS UPON
THEIR FIRST OFFENCE?



FOLLOWING TOO CLOSELY (TAILGATING)

FIGURE 29:

IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU FOLLOWED THE MOTOR VEHICLE IN FRONT OF YOU TOO CLOSELY, OR TAILGATED?

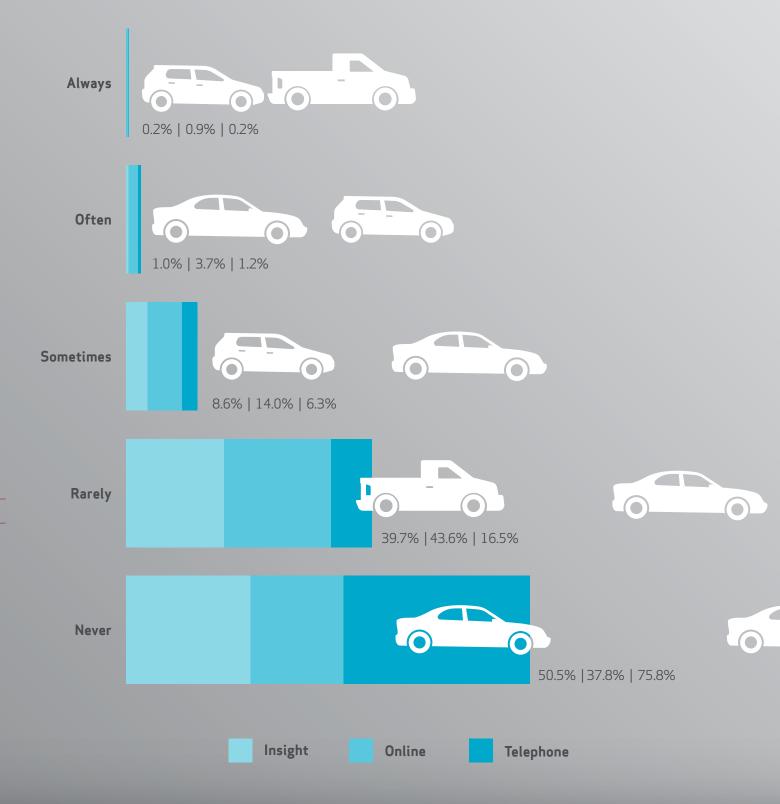
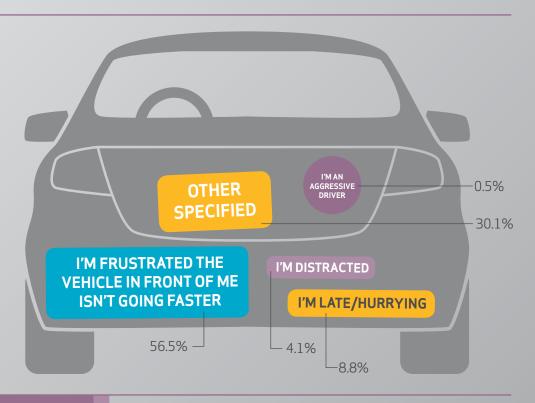
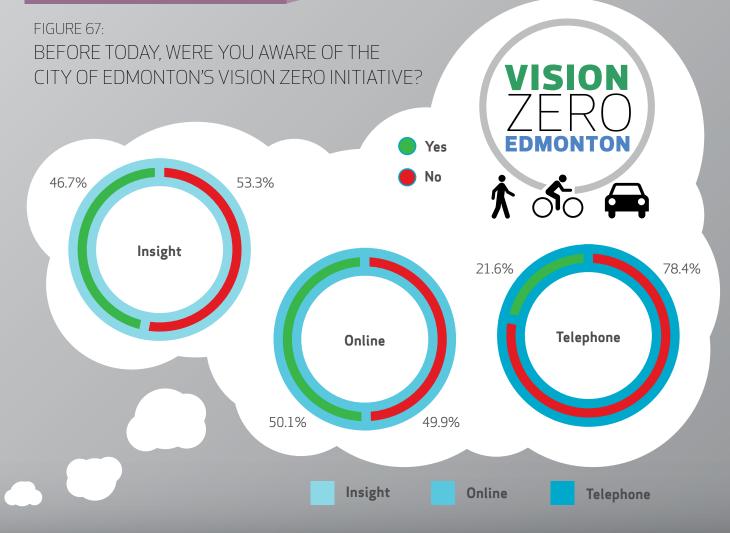


FIGURE 30:
WHEN YOU
FIND YOURSELF
FOLLOWING THE
MOTOR VEHICLE
IN FRONT OF YOU
TOO CLOSELY,
OR TAILGATING,
WHAT IS THE
MOST LIKELY
REASON?



VISION ZERO EDMONTON







. INTRODUCTION

According to the World Health Organization (WHO) more than 1.2 million people are killed in traffic collisions around the globe each year, while another 50 million are injured (WHO, 2015). In Edmonton, from 2011 to 2015, there were 121,634 reported collisions, 127 people were killed and more than 20,000 were injured on city streets. On average, each month 317 people are injured in traffic collisions in our city, the equivalent of 9 full Edmonton Transit buses.

Traffic injuries are currently the 9th leading cause of death in the world and are expected to rise to the 7th leading cause by 2030 (WHO, 2015). In an attempt to prevent this expectation from becoming a reality, in 2010, the United Nations General Assembly proclaimed 2011-2020 the Decade of Action. The goal is to save 5 million lives through improved traffic safety during this decade. This goal requires action at all levels of government.

In recognition of the need for leadership in traffic safety at the municipal level, in 2006, the City of Edmonton's Office of Traffic Safety (OTS) was established as the first municipal Office of Traffic Safety in North America. Since that time, Traffic Safety has worked hard to reduce traffic fatalities and injuries in Edmonton. These efforts are reflected in the 55% reduction in traffic injuries Edmonton has experienced since 2006. However, people continue to be killed and injured on our roads.

In 2015, City Council approved Edmonton's *Road Safety Strategy 2016-2020*, making Edmonton the first major Canadian City to officially adopt Vision Zero. The goal of Vision Zero is to eliminate traffic fatalities and serious injuries.

Vision Zero is grounded in the fundamental principle that **no loss of life is acceptable** on our roadways, rather, traffic fatalities and serious injuries are seen as preventable. While Vision Zero recognizes that eliminating all collisions may not be not realistic, reducing the severity of collisions when they occur is the most realistic and ethical goal for our citizens. Vision Zero takes into account that people make mistakes and that when they are involved in collisions they are vulnerable to injury and death. Accordingly, Vision Zero maintains that eliminating fatalities and serious injuries is a shared responsibility among those who design and maintain our roadways and road users.

As outlined in *Edmonton's Road Safety Strategy*, Vision Zero demands that we embrace a Safe System Approach (SSA) to traffic safety. The SSA is a holistic framework that allows us to assess, guide and improve traffic safety by taking into account the interaction of all aspects of the transportation system to achieve safer roads, safer speeds, safer vehicles and safer road users. Our *Road Safety Strategy* uses an evidence based approach and the 5 E's of traffic safety, Engineering, Education, Enforcement, Engagement and Evaluation, to reduce traffic fatalities and injuries in our city.

Road user behaviour is a factor in the vast majority of collisions and the fatalities and injuries that result. Whether a driver is travelling too fast for conditions or a pedestrian is distracted, collisions are strongly



"Vision Zero is grounded in the fundamental principle that no loss of life is acceptable on our roadways"

related to road user behaviour. As those who use the roads, whether it be for driving, walking, cycling, or riding motorcycles, we can all help to improve traffic safety by contributing to a change in the traffic safety culture in Edmonton.

Culture can be defined in terms of the beliefs, values, and norms that guide our everyday life. Traffic safety culture therefore can be thought of in terms of our attitudes and behaviours as they relate to traffic safety. Our behaviours can increase our risk of being injured or killed in a collision, for example, if we travel above the speed limit or drive too fast for conditions, or, we can decrease risk, for example, if we choose not to use our cell phones while driving. Traffic safety culture also relates to our support or lack thereof for measures aimed at increasing traffic safety through education, engineering and enforcement.

To better understand traffic safety culture in the Edmonton region, in 2014, Traffic Safety launched the first ever Edmonton and Area Traffic Safety Culture Survey. This survey consisted of a large scale telephone survey and an online survey. The purpose of the first survey was to collect original data on the attitudes, perceptions and behaviours of road users as they relate to traffic safety in the Edmonton region. The results of this survey have been used to establish baselines against which changes in traffic safety culture can be measured over time. These baselines and subsequent surveys will allow for systematic monitoring and evaluation of traffic safety culture in our city as we implement new and innovative countermeasures.

In 2016, Traffic Safety conducted the second *Edmonton and Area Traffic Safety Culture Survey*. As with the first survey, the 2016 edition included a large scale telephone survey and an online survey. In addition, the Edmonton Insight Community was invited to take the survey, thus extending the scope of respondents included in the study.

While traffic safety surveys commonly focus on drivers, the target population for this study includes all road users—drivers, pedestrians, cyclists and motorcyclists. This is critical given that many risk factors such as impairment or distraction are not only relevant for drivers, but for all road users. Moreover, pedestrians, cyclists and motorcyclists are our most vulnerable road users, and within a growing urban setting, we expect to see an increase in vulnerable road users sharing the same space with vehicles. Accordingly, understanding the attitudes, perceptions and behaviours of all road users is imperative.

This report presents the key findings from the 2016 Edmonton and Area Traffic Safety Culture Survey. Similar to the 2014 study, the findings from this research show that traffic safety is a significant concern for our citizens. They consider a number of behaviours such as talking on cell phones while driving, driving after drinking alcohol or using marijuana, and speeding to be a threat to their personal safety. At the same time, many still admit to engaging in these kinds of behaviours, at least on occasion. This research explores the gap that sometimes exists between what people say and what they do.

II. METHODOLOGY

The Population Research Laboratory (PRL) at the University of Alberta was contracted to conduct a telephone survey of 1,000 residents in the Edmonton region, and an online survey to be administered concurrently with the telephone survey. The PRL specializes in social science research and is the largest centre of its kind in Western Canada. As a highly reputable research facility, it offers the expertise in survey design and the capacity for primary data collection that was required for this study. Dr. Jana Grekul, Associate Professor and Director of the BA Criminology Program, Department of Sociology at the University of Alberta, was also contracted to consult on this research.

In addition to the telephone survey and online survey administered by PRL, in 2016, the City of Edmonton's Insight Community was also invited to participate in this survey. The methods for the telephone survey, public online survey and Insight Community online survey are outlined below.

TELEPHONE SURVEY

The PRL used Random Digit Dialing (RDD) techniques to conduct a telephone survey of 1,000 residents from a sample stratified by five communities: City of Edmonton (n=600), City of Leduc (n=100), City of Spruce Grove (n=100), City of St. Albert (n=100) and Sherwood Park (n=100). The samples from outside of Edmonton were included to capture a segment of the commuting population. The telephone numbers included both land lines and cell phones and excluded businesses and government numbers. When a cell phone was reached and the person preferred not to continue for personal, privacy and/or cost reasons, the interview was terminated. Participants were eligible if they were 18 years of age (or 16-17 with permission from a parent/guardian) and older and confirmed they resided in one of the five above noted areas. Interviews were conducted using the Computer Assisted Telephone Interviewing facilities at the PRL at the University of Alberta.

The survey instrument was developed by Traffic Safety in consultation with the PRL staff and Dr. Jana Grekul, who worked with Traffic Safety to refine the questionnaire. The telephone survey was pre-tested in the City of Edmonton on May 10^{th} , 2016, and administered in all 5 communities from May 31^{st} , 2016 to June 13^{th} , 2016. The average length of each interview after screening was 28 minutes. The estimated sampling error at the 95% confidence level is just over three percent and the response rate was 29%.

The final sample for the telephone survey was 1,031. Table 1 presents the number of respondents by gender and community.

TABLE 1:
RESPONDENTS BY GENDER AND COMMUNITY

Gender of Respondent	Edmonton	St. Albert	Leduc	Spruce Grove	Sherwood Park	Total Sample
Male	304	52	52	51	52	511
Female	313	51	52	52	52	520
Total Sample	617	103	104	103	104	1,031

PUBLIC ONLINE SURVEY

The public online survey was a separate, shorter version of the telephone survey and was created to encourage greater public participation in this research. This survey contains a number of the same questions as the telephone survey, as well as a greater number of open-ended questions, allowing respondents to provide more detailed responses relating to a variety of traffic safety issues. The results of the online survey provide a rich source of data that complements the data collected through the telephone survey.

The online survey was tested in-house at the PRL, and reviewed and approved by Traffic Safety before it was launched. The survey was located on a secure website at the University of Alberta, and was administered by the PRL, with a public link to the survey located on the City of Edmonton's website. The survey took approximately 10 to 15 minutes to complete and all data collection was anonymous and confidential. The survey was available online from June 7^{th} , 2016 to July 8^{th} , 2016 and the final sample was 778 respondents.

As shown in Table 2, the majority of respondents were residents of the City of Edmonton.

TABLE 2:
RESPONDENTS BY COMMUNITY

Edmonton	Leduc	Sherwood Park	Spruce Grove	St. Albert	Other	No Response	Total Sample
696	4	31	4	18	20	5	778

INSIGHT COMMUNITY ONLINE SURVEY

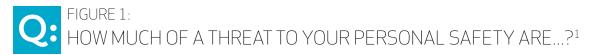
In addition to the telephone survey and the public online survey conducted by the University of Alberta, members of the City of Edmonton's Insight Community were also invited to take the online survey. The Insight Community is an online citizen panel made up of more than 6,000 diverse Edmontonians who provide feedback on City policies, initiatives and issues. This group was invited to participate in the survey from July 25th, 2016 to August 3rd, 2016, with a final of sample 1,824 respondents.

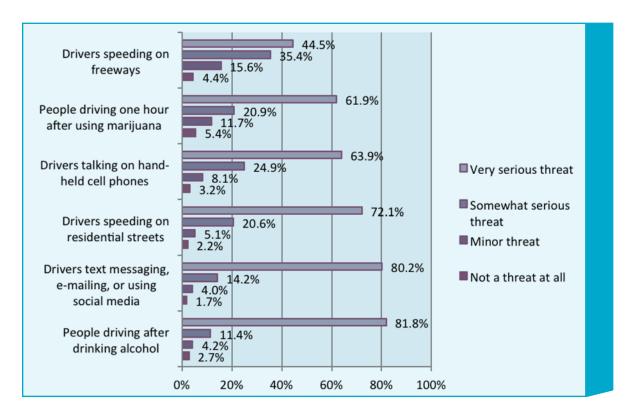
SUMMARY

In summary, this study includes three groups of respondents. The results from all three groups will be presented together in this report. It is important to note that in some cases the results will vary by sample, sometimes due in part to the characteristics of the sample, the methodology (telephone versus online) or both. Research has found for example that telephone surveys can suffer more from social desirability response bias than other methods, particularly if questions are sensitive in nature. In contrast, sometimes respondents are more candid in their responses online. In addition, while the telephone survey is based on a randomized sample, both online surveys are based on voluntary participation and the Insight Community survey was only open to members of that panel. These factors should be considered when reviewing the results.

III. SUMMARY OF FINDINGS: ROAD USER PERCEPTIONS AND BEHAVIOURS

WHAT THREATENS YOUR PERSONAL SAFETY?







- The top three concerns identified by respondents are people driving after drinking alcohol, text messaging, emailing or using social media and speeding on residential streets. Speeding on freeways was considered to be less of threat to personal safety.
- Compared to 2014, there has been a decrease in the percentage of respondents that perceive drinking and driving, text messaging, emailing or using social media, and speeding on residential streets to be a very serious threat to their personal safety. The perceived threat to safety relating to people driving one hour after using marijuana has also decreased (See Appendix III, Table C 1).

¹ This question was included on the telephone survey only.

HOW ACCEPTABLE IS IT FOR DRIVERS TO...?²



FIGURE 2:

HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO TALK ON A HAND-HELD CELL PHONE WHILE DRIVING?

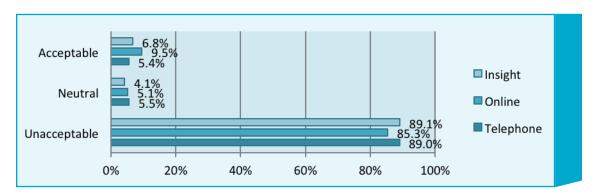
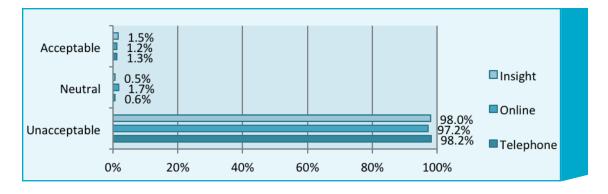




FIGURE 3:

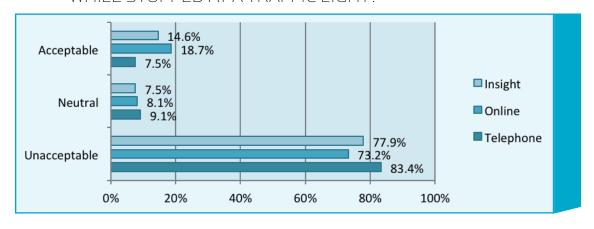
HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO TYPE TEXT MESSAGES OR E-MAILS. OR USE SOCIAL MEDIA WHILE DRIVING?



² The response categories for these questions have been collapsed. The original categories were: 1. Completely unacceptable, 2. Somewhat unacceptable, 3. Neither acceptable nor unacceptable, 4. Somewhat acceptable, and 5. Completely acceptable. Detailed results are presented in Appendix II.

FIGURE 4:

HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO READ, TYPE OR SEND A TEXT MESSAGE OR E-MAIL, OR USE SOCIAL MEDIA WHILE STOPPED AT A TRAFFIC LIGHT?



A:

"I used to read texts while stopped at a light, never while driving, but I don't anymore because I have realized it could be very dangerous. Drivers need to be alert even when stopped."

FIGURE 5:
HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO DRIVE WHEN THEY THINK THEY MAY HAVE HAD TOO MUCH TO DRINK?

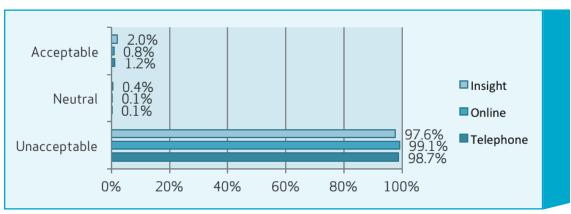




FIGURE 6:

HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO DRIVE ONE HOUR AFTER USING MARIJUANA?

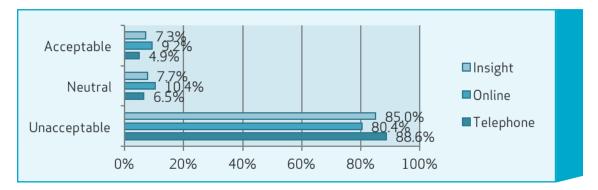




TABLE 3:

HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO..?3

	Unacceptable	Neutral	Acceptable
Drive through a light that just turned red, when they could have stopped safely	95.2%	3.2%	1.6%
Drive after taking prescription drugs OR over-the- counter drugs that warn against using them and driving or operating heavy machinery	79.7%	13.1%	7.2%



- Most respondents regard the behaviours they see as a very serious personal threat to be unacceptable as well.
- According to respondents the most unacceptable behaviours are driving after drinking too
 much, typing text messages or e-mails, or using social media while driving, and driving through a
 light that just turned red, when they could have stopped safely. These results are similar to the
 findings from the 2014 survey (See Appendix III, Table C 2).
- Notably, respondents perceive reading, typing or sending a text message or e-mailing or using social media while STOPPED AT A TRAFFIC LIGHT to be more acceptable than engaging in this same behaviour while DRIVING.
- Driving after drinking alcohol was seen as less acceptable than driving after using marijuana.

³ This question was included on the telephone survey only.

HOW DO YOU DRIVE? 4

Q:

FIGURE 7:

COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY YOU ARE...?

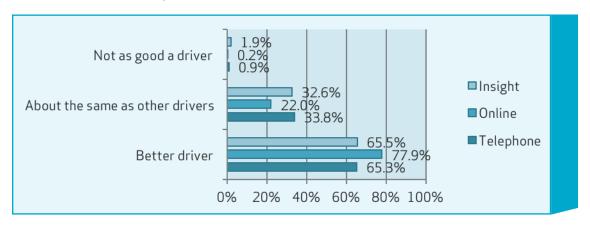
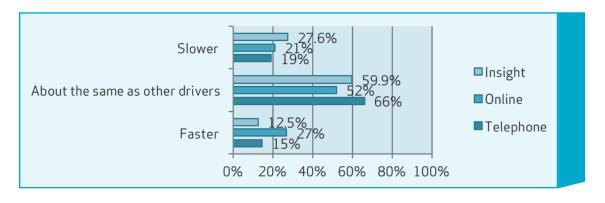


FIGURE 8:

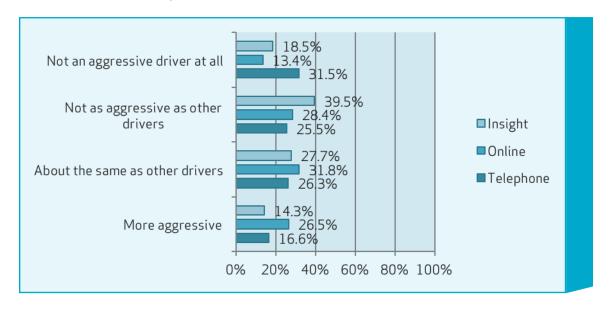
COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE,
HOW FAST DO YOU USUALLY DRIVE?



⁴ The response categories for these questions have been collapsed. Detailed results are presented in Appendix II.

FIGURE 9:

COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY YOU ARE...?





Most respondents perceive themselves to be better drivers than their fellow motorists. This was
even more prevalent among respondents to the public online survey. These respondents were
also more likely to acknowledge that they drive faster and more aggressively than their fellow
motorists.

SPEED



WHETHER YOU SPEED OR NOT, IN YOUR OWN WORDS, PLEASE TELL US HOW YOU DEFINE "SPEEDING"?

Respondents were asked to define "speeding" in their own words. This behaviour was defined in a number of different ways, including: exceeding the posted speed limit; exceeding the posted speed limit by a percentage or specific number of kilometres per hour; travelling faster than the flow of traffic; travelling too fast for weather conditions or for the type of road; travelling faster than they or their vehicles can handle travelling, some combination of factors, and others such as driving fast enough to receive a ticket.



"Going over the posted speed limit."

"Going more than 5 k above the speed limit in residential; more than 10 on freeways."

"Driving much faster than surrounding traffic."

"While I know the legal definition, aka exceeding the posted limit, in my opinion speeding is driving too fast for the roadway given the conditions such as traffic volume, weather, road surface."

"The act of operating a motor vehicle at speeds beyond those supported by road and traffic conditions or operator capability, whether above the posted limit or not."

"Driving faster than what is safe."

"Speeding is when you go fast enough for law enforcement to give you a ticket."

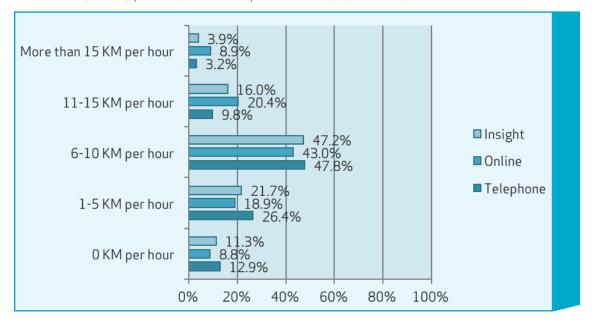
"Driving in excess of the flow of traffic. Driving $110\,\mathrm{in}$ a $100\,\mathrm{zone}$, to me, is not speeding and should not be a ticketed offence."

"Speeding is when you are going above a safe limit. I do not agree with many of the speed limits in Edmonton, so I am not referring to going above those. I am referring to a driver acting in an obviously unsafe manner."



FIGURE 10:

ON A FREEWAY, HOW MANY KILOMETRES ABOVE THE POSTED SPEED LIMIT DO YOU, PERSONALLY, FEEL IT IS OKAY TO DRIVE?



Q:

CAN YOU TELL US WHY YOU FEEL THAT WAY? (ABOUT TRAVEL SPEED ON FREEWAYS)

When asked about why they feel the way they feel about the speed they travel on freeways, respondents pointed to a number of factors that influence their speed and what they feel is appropriate including: respect for traffic rules and laws; just going with the flow of traffic; the appropriateness of speed limits; safety and level of risk including the presence (or lack thereof) of distractions, hazards, or obstacles; weather; traffic conditions including congestion, enforcement; and others such as it is simply the norm to speed/everyone else is doing so. In general, respondents indicated that travelling above the posted speed limit is more acceptable on a freeway than on a residential street.



"The higher the rate of speed, the less time a driver has to react to hazards or potential dangerous situations."

"It's safer to keep up with the speed of traffic, even if that requires speeding, than it is to drive at the posted speed limit that is considerably slower than the speed of cars around you."

"It is the cultural norm."

"Probably conditioning by my driving friends/family."

"The speed limit on our freeways is way too low!"

"One should drive at a comfortable speed and definitely a few kilometres below the speed limit."

"Speed limits were designed for cars developed in the 1960s, not the 21st century."

"Majority of freeways I have travelled on are multi-laned and mostly straight or with gradual curves, so in my opinion they can handle slightly higher speeds than are posted."

"Depends on traffic and road conditions. Sometimes it is necessary to drive well below the speed limit."

"It's a freeway and thus general flow of traffic isn't hindered by infrequent stops, non-merging traffic, bus stops, etc."

"Mainly because I have the perception you will not get a ticket when you are driving less than 10 KM over a limit."

"We are neurotic about speed and our obsession with enforcing it... Our focus on non-human enforcement has helped create a culture of bad drivers that are passive aggressive and don't use enough of their own common sense to stay safe. We need a culture of compassion and safety that is driven by personal responsibility in addition to basic enforcement."

"While I do not agree with it and am comfortable paying the fine, I have yet to change my behavior."

"It's easy to not notice that you are above the posted limit by 5-10 KM."

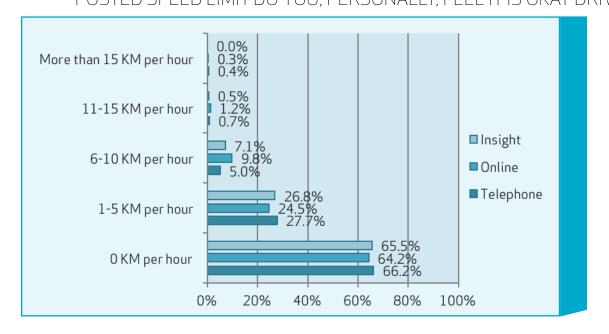
"It's a margin of error on my speedometer."

"Because it is difficult to know for certain what a speed limit should be for a specific section of road."

"It can be difficult to keep speed absolutely constant at all times. Hills and small variations in speed should be accounted for."



FIGURE 11: AND ON A RESIDENTIAL STREET HOW MANY KILOMETRES ABOVE THE POSTED SPEED LIMIT DO YOU. PERSONALLY. FEEL IT IS OKAY DRIVE?





CAN YOU TELL US WHY YOU FEEL THAT WAY? (ABOUT TRAVEL SPEED ON RESIDENTIAL STREETS)

With regard to residential streets, when asked about why they feel the way they feel about the speed they travel, respondents pointed to factors such as: respect for traffic rules and laws; respect for community; just going with the flow of traffic; the appropriateness of speed limits; safety and level of risk including the presence of distractions, hazards, or obstacles; weather; traffic conditions; enforcement; and others such as it is simply the norm to speed/everyone else is doing so.



"I feel as though speed limits are set not to limit the number of crashes, but instead to limit the severity of the crash if it occurs. If I were involved in a collision or crash, I would want to have the best possible chance to survive or limit injury, and obeying the post speed limit is a way I can control that chance."

"Residential streets have too many unforeseeable variables—kids, pets, balls, toys—that can instantly come in to the 'line of fire.' "

"The car is a secondary mode of transportation in these areas."

"Residential streets should be given more care than freeways."

"Drive slow and save a life."

"Flow of traffic."

"Many drive above 10 KM on residential street."

"Seems to be the norm."

"It's that un-written rule thing again. How I was taught."

"Speed limits have not to be adjusted to take into account modern technology of new vehicles, which are safer than they were 15 years ago."

"Residential speed limits in Alberta are generally set at 50 kph. This is too fast when driving in locations where young children can make erratic, illogical maneuvers. The speed limit should be lowered to 40 kph."

"Confidence. Familiarity with the route. Sometimes a time issue (running late)."

"There is no reason that travelling over the posted speed limit as there is a high potential for pedestrian traffic or animal to cross and not see them in time. Depending on the number of parked vehicles on the street, or obstruction due to landscaping on people's property I would suggest driving 5-10 KM under the posted speed limit in some residential areas. Especially if it is in a neighborhood you are not familiar with."

"There is no one 'residential' type of street. The closer to a single-lane residential neighborhood, the lower the tolerance for speeding. In a neighborhood collector road, however, it seems people go a little over."

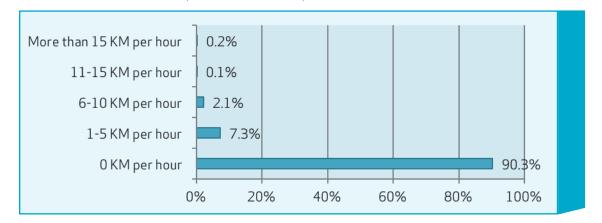
"It is hard to control your speed that exactly and some neighbourhoods are only 40 KM per hour which is nuts unless road conditions are bad. I get that one doesn't want people ripping through a neighbourhood at 70-80 KM per hour, but I believe that unless there are tons of people walking dogs, small children playing in or near the roadway, lots of parked cars, or bad weather, 50 KM per hour is sufficient and if the weather and road conditions and visibility are good and the roadway is deserted which is often the case during the workday, then 55 KM per hour is not an issue. If you make the speed limit too artificially low, then people ignore it more out of frustration. And then you get the comments that it is just a cash cow if you stick a speed trap on it."

"1-5 KM is within the margin of error for a driver who may not notice that he is exceeding the speed limit."

"Enforcement shouldn't be rigid. There should be SLIGHT leeway in residential areas so that drivers are watching the road and not their speedometers."



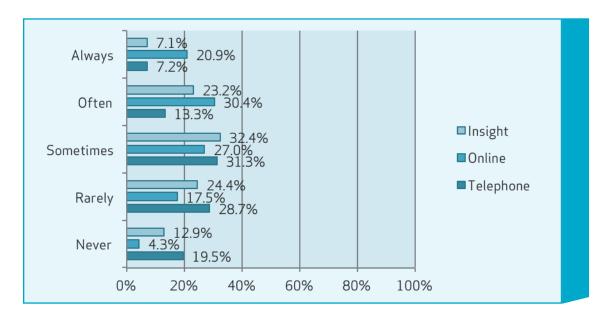
FIGURE 12:
AND NEAR A SCHOOL HOW MANY KILOMETRES ABOVE THE POSTED SPEED LIMIT DO YOU, PERSONALLY, FEEL IT IS OKAY TO DRIVE?⁵



- Respondents clearly feel that speeding near a school is not okay.
- Overall, these findings show that perceptions of when speeding is okay and by how much varies
 by context. While the vast majority of respondents feel that it is not okay to speed by a school
 approximately two-thirds had the same response when asked about residential streets. In
 contrast, almost half of respondents felt that it is acceptable to travel 6-10 KM per hour over the
 speed limit on a freeway.

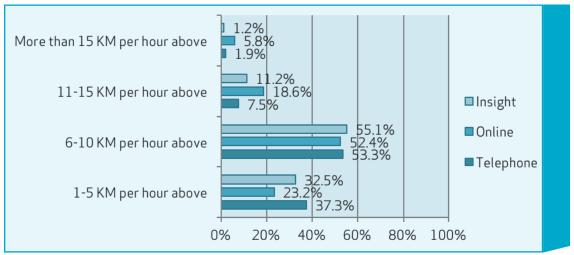
Q: FIGURE 13: IN THE PA

IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU FOUND YOURSELF TRAVELLING ABOVE (OVER) THE POSTED SPEED LIMIT ON A FREEWAY?



⁵ This question was included on the telephone survey only.

FIGURE 14: ABOUT HOW MUCH WOULD YOU SAY YOU TYPICALLY TRAVEL ABOVE (OVER) THE POSTED SPEED LIMIT ON A FREEWAY?





• Most respondents have travelled above (over) the posted speed limit on a FREEWAY, even if rarely. Of those, more than half indicated that they typically travel 6-10 KM over the speed limit.

FIGURE 15:
IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU FOUND YOURSELF
TRAVELLING ABOVE (OVER) THE POSTED SPEED LIMIT ON A RESIDENTIAL
STREET?

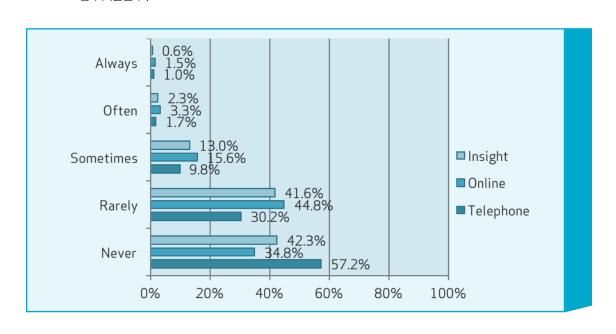
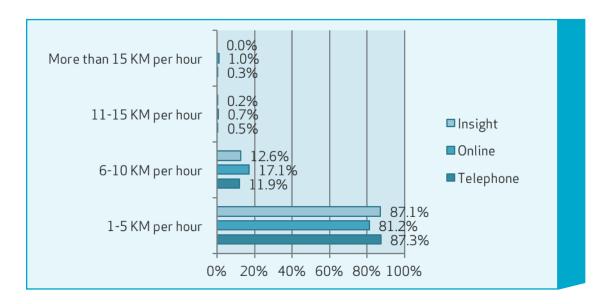




FIGURE 16:

ABOUT HOW MUCH WOULD YOU SAY YOU TYPICALLY DRIVE ABOVE (OVER) THE POSTED SPEED LIMIT ON A RESIDENTIAL STREET?



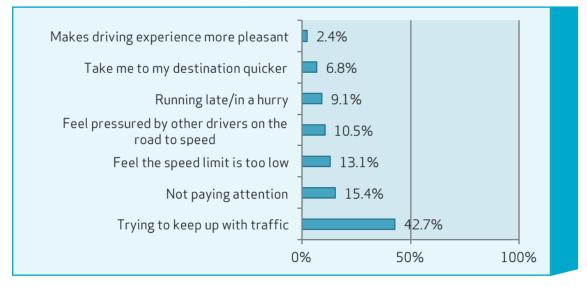


- When compared to freeways, respondents are more likely to report that they have not travelled above the posted speed limit on a RESIDENTIAL STREET in the past 30 days.
- Among those who did report travelling over the posted speed limit on a RESIDENTIAL STREET, the majority typically travelled 1-5 KM per hour over the speed limit.



FIGURE 17:

THINKING ABOUT WHEN YOU FIND YOURSELF DRIVING ABOVE (OVER) THE POSTED SPEED LIMIT, WHAT IS THE TOP REASON FOR SPEEDING?⁶



⁶ This question was included on the telephone survey only.

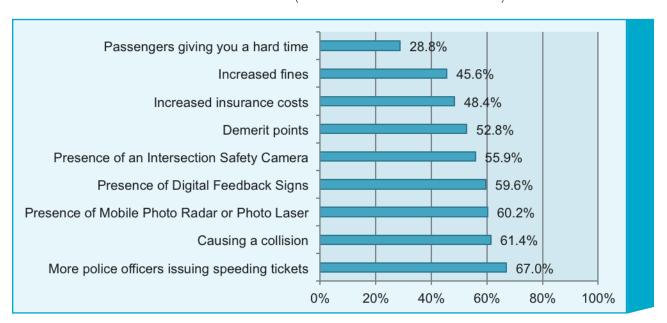


• When asked about the top reason for speeding, the most common response was trying to keep up with traffic.



FIGURE 18:

REFLECTING ON A TIME WHEN YOU MIGHT HAVE TRAVELLED ABOVE (OVER) THE POSTED SPEED LIMIT, WHAT WOULD MAKE YOU MORE LIKELY TO FOLLOW THE SPEED LIMIT? (SELECT ALL THAT APPLY)⁷





When asked about what would make people more likely to follow the speed limit, the top three
responses were more police officers issuing speeding tickets, causing a collision and the
presence of photo enforcement.



"Increased fines only if they have to pay on the spot."

"...Our company will call us and if too many times we will be suspended."

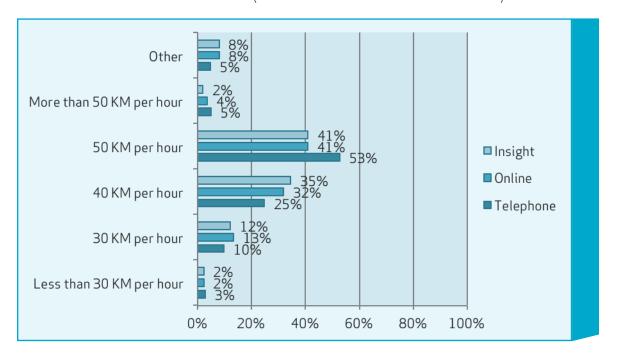
"It is all safety based, it is based on weather conditions, road conditions, flow of traffic, animals, people—it depends."

"Concern for other people's safety and my own sense of responsibility."

⁷ This question was included on the telephone survey only.

FIGURE 19:

WHAT DO YOU FEEL IS AN APPROPRIATE MAXIMUM SPEED LIMIT FOR A RESIDENTIAL STREET (OUTSIDE OF A SCHOOL ZONE)?





When asked about an appropriate maximum speed limit for a residential street, the most common response was 50 KM per hour. About half of respondents felt an appropriate maximum speed limit for a residential street should be 40 KM per hour or less.

I USED TO REGULARLY TRAVEL ABOVE THE SPEED LIMIT BUT NOW I DON'T. I STOPPED SPEEDING BECAUSE...?

For those respondents who used to speed but have since stopped, a number of reasons were discussed including: their feeling that speeding is dangerous or unsafe; the costs associated with speeding (such as gas and insurance); enforcement (e.g., fines, photo radar tickets, and demerit points); the effectiveness of education; learning from personal experience; responsibility to family (such as being a parent or spouse); and change in mode of transportation (e.g., no longer driving).

A:

"My sister and her husband died in a car crash. They were not speeding but it opened my eyes to the damage caused at high speeds."

"I realised that someone was going to get hurt."

"As a young driver I used to speed all the time didn't matter when or where. I grew up a realized how dangerous it is to drive that way. Now I only speed on freeways and never exceed 10% of posted limit."

"I have to be safe and have a good driving record to reduce insurance cost"

"I got too many photo radar tickets and I was in a fairly serious accident."

"I keep reminding myself there is no point in speeding because I don't have time to get a speeding ticket. The time spent on the side of the road while a speed ticket is being is a lot longer than the time I saved by speeding."

"I cannot afford to pay speeding tickets with the job opportunities at an all-time low and when the cost of living and owning a vehicle is at an all-time high."

"A rural RCMP officer pulled me over for the second time (the incidents were about two years apart from one another). I *promised* him I wouldn't speed anymore, and whenever I am tempted to go more than like, 9 kph above the posted limit, I think of him, and promising him, and I slow down."

"I watch YouTube car accidents to scare myself."

"The introduction of 30 KM per hour had a powerful campaign that affected me."

"... when the police were running a campaign to reward good driving. That was really the only thing that has ever significantly changed my driving habits—positive reinforcement."

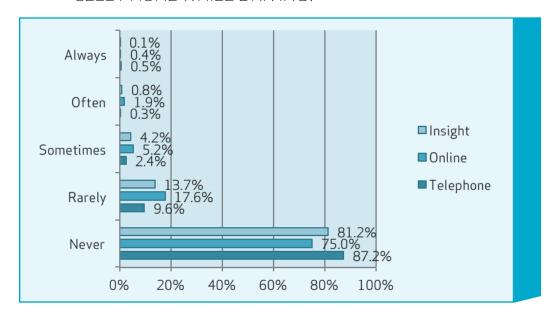
"I now have young children in my life and my concern for them and their safety outweighs my 'need for speed."

"I stopped driving every day, walking and using transit. It helps to put your speed into perspective when you spend most of your time as a pedestrian."



FIGURE 20:

IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU TALKED ON A HAND-HELD CELL PHONE WHILE DRIVING?





• The majority of respondents reported that they have not talked on a hand-held cell phone while driving in the past 30 days; however, a concerning number of drivers still reported engaging in this behaviour, even if rarely.

FIGURE 21:

IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU READ, TYPED OR SENT A TEXT MESSAGE OR E-MAIL, OR USED SOCIAL MEDIA (E.G., FACEBOOK, TWITTER, ETC.) WHILE YOU WERE DRIVING?

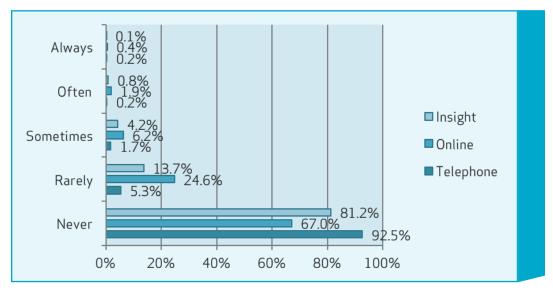
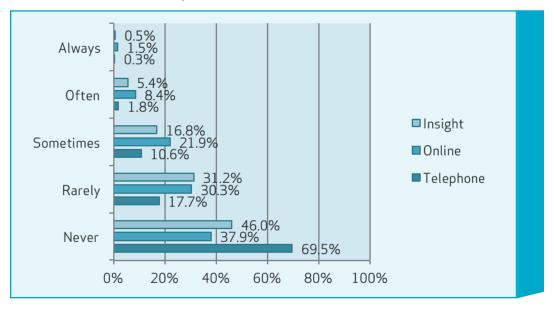


FIGURE 22:
IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU READ, TYPED OR SENT A
TEXT MESSAGE OR E-MAIL, OR USED SOCIAL MEDIA (EG., FACEBOOK,
TWITTER, ETC.) WHILE YOU WERE STOPPED AT A TRAFFIC LIGHT?



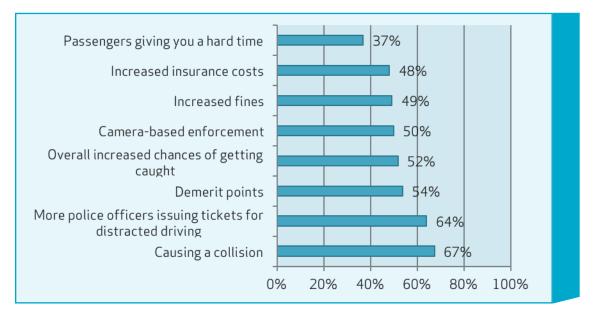


• While there are notable differences among respondents from the three surveys regarding selfreported reading, typing or sending a text message or e-mail, or using social media, many respondents admit to these behaviours. • Consistent with peoples' perceptions about acceptability, it appears that people are more likely to read, type or send a text message or e-mail, or use social media when they are stopped at a traffic light compared to when they are driving.

Q:

FIGURE 23:

THINKING ABOUT A TIME WHEN YOU MIGHT HAVE BEEN DISTRACTED WHILE DRIVING, WHAT WOULD MAKE YOU MORE LIKELY TO STOP DRIVING DISTRACTED? (ALL THAT APPLY)8





• When asked about what would make people more likely to stop driving distracted, the top three responses were causing a collision, more police officers issuing tickets, and demerit points.

FIGURE 24: I BELIEVE I CAN SAFELY TALK ON MY HAND-HELD CELL PHONE WHILE DRIVING WITHOUT INCREASING MY RISK OF A COLLISION.9

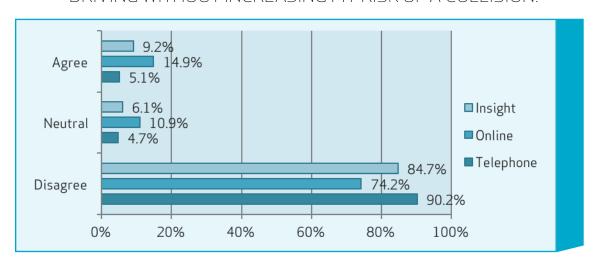
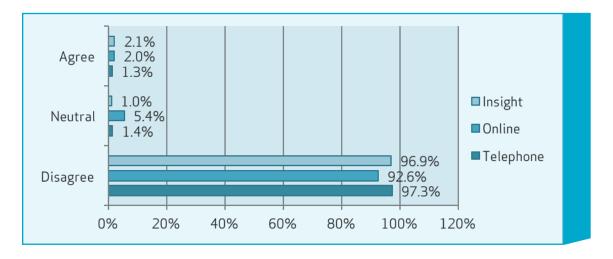


FIGURE 25: I BELIEVE I CAN SAFELY TEXT WHILE DRIVING WITHOUT INCREASING MY RISK OF A COLLISION.¹⁰





- In general, most respondents disagree that they can safety talk on a hand-held cell phone or text while driving without increasing their risk of a collision.
- Texting is considered more risky than talking on a hand-held phone.

⁹ The response categories for these questions have been collapsed. Detailed results are presented in Appendix II. 10 The response categories for these questions have been collapsed. Detailed results are presented in Appendix II.

I USED TO USE MY CELL PHONE TO MAKE AND ANSWER CALLS WHILE DRIVING BUT NOW I DON'T. I STOPPED MAKING AND ANSWERING CALLS WHILE DRIVING BECAUSE ?

AND.



I USED TO USE MY CELL PHONE FOR TEXT MESSAGING (SEND AND/OR READ) WHILE DRIVING BUT NOW I DON'T. I STOPPED TEXTING AND DRIVING BECAUSE ?

Respondents to the public online survey and the Insight Community survey were asked to talk about distracted driving further, specifically with regard to whether they had changed their behaviour around using their phone to make and answer calls or text while driving. In response, many said they used to but they don't anymore, some said these questions did not apply to them as they had never engaged in these behaviours, while still others said they still do but talked about their reasons for doing so. Key themes included: changes in technology; the distracted driving law coming into effect; they feel the behaviour is unsafe; the effectiveness of education; learning from experience; responsibility to family; and pressure from work. Notably, consistent with previous questions on this survey, many considered using a phone while stopped at a red light to be acceptable.



"The use of hands-free devices has made it easier to use the phone and seems less dangerous."

"It is difficult to text on a phone with a touch screen."

"The day before distracted driving laws came into effect I checked a text on my phone and drove into a ditch. All I could think was, 'Wow, no wonder this is become illegal.' "

"When the distracted driving legislation passed, I became aware of the awful statistics of accidents related to texting and driving. I didn't want to take the risk. Deep down, even when I used to do it, I always knew it was dangerous."

"I received a \$400 ticket in another province. Phone was on hands-free but received ticket because it was held in my hand."

"It's incredibly unsafe. On one occasion I was texting on a rural road (before it was illegal) and when I looked up from my phone I was on the other side of the road."

"It's HELLA dangerous. Just look at the way other people who are doing it drive! I used to think I could handle 'multi-tasking' behind the wheel, but driving itself is multi-tasking."

I saw a documentary on how much texting and driving causes serious accidents.



"Well in the beginning, like everyone else I thought it was OK to do so. Then I almost got creamed by a semi truck and realized it was sheer lunacy. My manager at work told me that if I didn't answer the phone when he called I would be written up. Told him that if I have to risk my life for his ego then I wasn't working there anymore. Needless to say I moved on and worked elsewhere. My life isn't worth a phone call or a text. If I need to call I pull over and take the call. My 9-year-old expects me to get home. It won't say 'Was a hero and took phone calls and replied to texts' on my headstone, it'll say 'Father.' People think they are different, and the rules are different for them because they are important and no one else. Me getting home safely to my 9-year-old is what is important, nothing else."

"I had a friend get hit by a texting driver, I once started going because the cars to my left started moving then had to slam on the brakes because they had a turning arrow and I was going straight through the intersection (the light was still red). I almost hit the guy in front of me so I won't even text at stop lights unless there's no one ahead of me."

"I thought I was quick enough at lights but then often got honked at as I took too long."

"I feel pressured by my employer and clients to answer some phone calls sometimes. I have sometimes been chastised for not taking 'important' calls when I said that I could not reply because I was driving!"

IMPAIRED DRIVING



FIGURE 26:

IN THE PAST 12 MONTHS, HAVE YOU DRIVEN A MOTOR VEHICLE AFTER HAVING TOO MUCH TO DRINK?

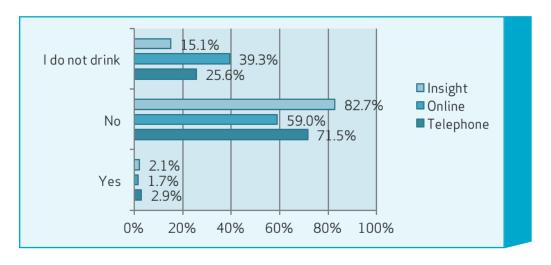




FIGURE 27:

IN THE PAST 12 MONTHS, HOW OFTEN HAVE YOU DRIVEN 1 HOUR AFTER USING MARIJUANA?

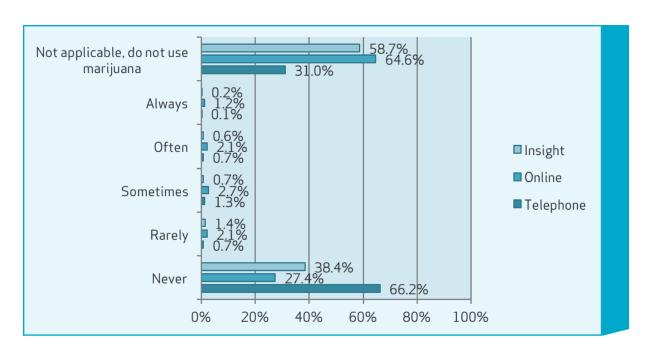
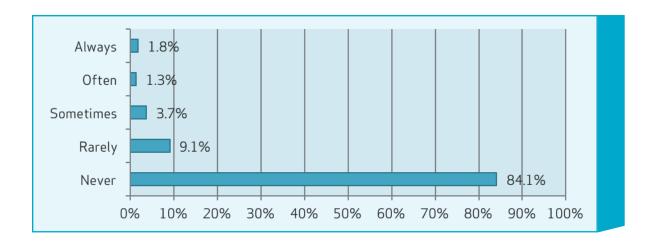


FIGURE 28:

IN THE PAST 12 MONTHS, HOW OFTEN HAVE YOU DRIVEN AFTER USING PRESCRIPTION DRUGS OR OVER-THE-COUNTER DRUGS THAT WARN AGAINST USING THEM AND DRIVING OR OPERATING HEAVY MACHINERY?¹¹

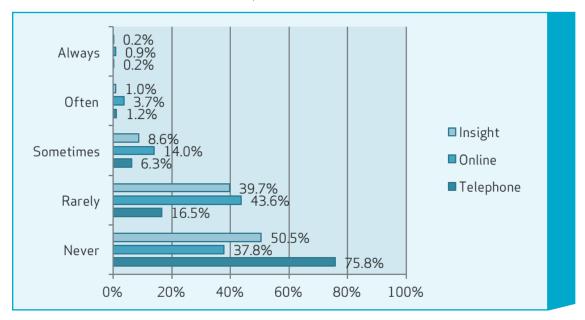


- The vast majority of respondents reported that they have not driven a motor vehicle after having too much to drink within the last 12 months.
- With regard to marijuana and driving, most respondents reported that either they do not use marijuana or they had not driven 1 hour after using marijuana in the past 12 months.
- A higher percentage of respondents indicated that they have driven after using a prescription or over-the-counter drug in the past 12 months, at least on occasion.

FOLLOWING TOO CLOSELY/TAILGATING

FIGURE 29:

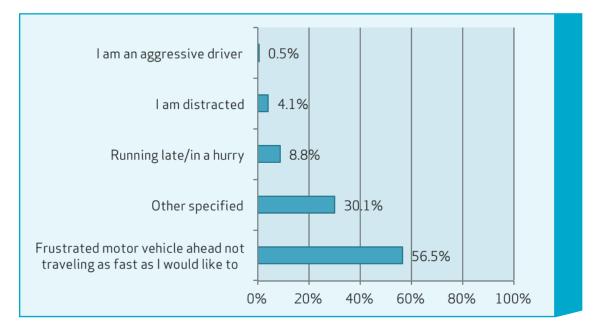
IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU FOLLOWED THE MOTOR VEHICLE IN FRONT OF YOU TOO CLOSELY, OR TAILGATED?



Q: FIGU

FIGURE 30:

WHEN YOU FIND YOURSELF FOLLOWING THE MOTOR VEHICLE IN FRONT OF YOU TOO CLOSELY, OR TAILGATING, WHAT IS THE MOST LIKELY REASON?¹²



¹² This question was included on the telephone survey only.



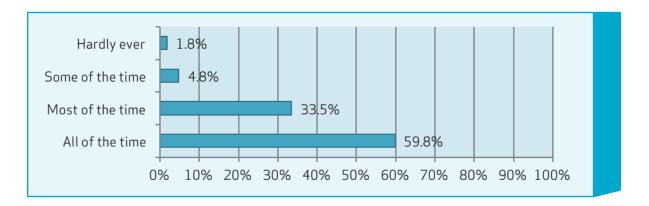
 Tailgating behaviour is not uncommon among respondents. When asked about their reasons for tailgating, the most common response was feeling frustrated that the vehicle ahead was not travelling as fast as they would like. Other responses included feeling pressured by other drivers, trying to keep up with traffic, a car suddenly slowing down ahead, and traffic volume and congestion.

STOPPING AT STOP SIGNS



FIGURE 31:

AS A DRIVER, HOW OFTEN DO YOU COME TO A COMPLETE STOP AT STOP SIGNS?¹³





• A significant number of respondents reported that they do not come to a complete stop at stop signs all of the time.

ROAD RAGE



FIGURE 32:

IN THE PAST 2 YEARS, AS A DRIVER, HAVE YOU PERSONALLY EXPERIENCED FEELINGS OF ROAD RAGE WHERE YOU ACTED UPON THOSE FEELINGS IN SOME WAY?

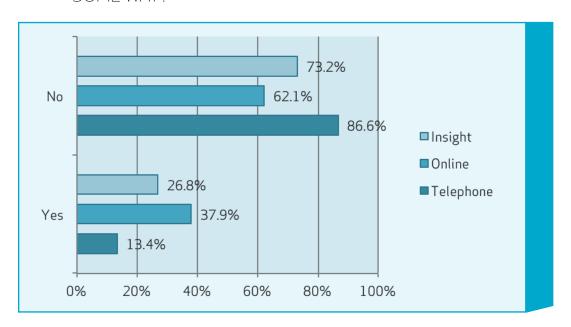




FIGURE 33:

IN THE PAST 2 YEARS, AS A DRIVER, HAVE YOU BEEN A VICTIM OF 'ROAD RAGE'?







- The majority of respondents reported that they have not experienced road rage to the point where they acted upon their feelings in some way during the past 2 years; however, the number who reported doing so was highest for respondents to the public online survey.
- More respondents said they had been a victim of road rage than experiencing it themselves.
- Road rage experiences were more likely to be reported online than in the telephone survey.

COLLISIONS AND TICKETS

Q:

FIGURE 34:

IN THE PAST 2 YEARS, HAVE YOU BEEN INVOLVED IN A COLLISION WHETHER AT FAULT OR NOT?

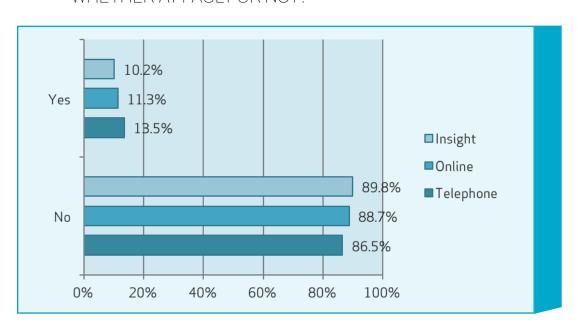
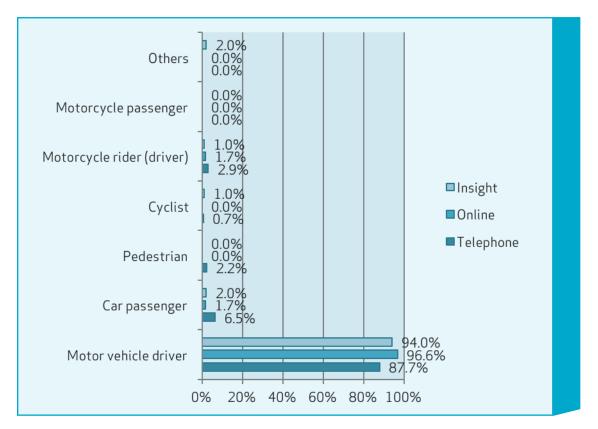


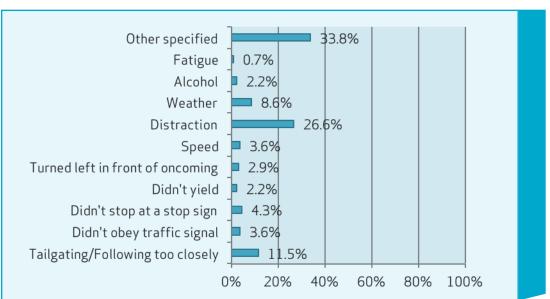
FIGURE 35: THINKING ABOUT THE MOST RECENT COLLISION YOU WERE IN, WAS IT AS A...?





- Most respondents reported that they have not been involved in a collision in the past 2 years.
- Among those who were involved in a collision, in most cases, they were vehicle drivers.







- Distraction, followed by tailgating and weather were the most frequently reported causes of collisions. In addition, respondents note 'other' causes including:
 - health issues (e.g., "cataract surgery reduced my depth perception")
 - vehicle issues (e.g., "malfunction of the car")
 - drivers' errors (e.g., "not paying attention," "poor judgment")
 - animals on the road (e.g., "a deer ran out and that there wasn't enough clearance from the ditch to the trees for wildlife to safely be seen")
 - a combination of conditions (e.g., "was in parking lot, stationary, when someone backed out and hit the vehicle. And it was dusk, winter and hard to see")

Respondents were asked to talk about their perceptions on the top causes of traffic collisions. Overall, distracted driving, including making or answering calls, texting, and generally not paying attention, is perceived to be the number one cause of collisions, followed by speeding and impaired driving (alcohol and/ or drugs). Other causes include: failure to obey the rules of the road; aggressive driving; poor road user behaviour and attitudes; lack of driver training and education; following too closely or tailgating; weather; road design; people rushing and being in a hurry; fatigue; and congestion.



"Distraction, either from texts or phones, or just being completely oblivious to paying attention to the road."

"Daydreaming."

"Lack of mindfulness."

"Excessive speeding > 30 KM per hour over the speed limit."

"Driving while drunk/stoned."

"Failing to stop at a red light/stop sign."

"Cyclists weaving in and out of traffic and disregarding rules of the road. Pedestrians not adhering to traffic safety rules, and rules of the road."

"Drivers not abiding by the rules of the road."

"Overly aggressive driving and the fact that too many drivers regard driving as a competitive endeavour, rather than a cooperative one which it must be for safety."

"Arrogance."

"Road rage."

"Entitlement."

"Careless."

"Lack of understanding and/or of caring that a motor vehicle has the same potential for human slaughter as a firearm."

"Lack of training. Daily, I see people incapable of merging, signaling, changing lanes safely, incorrectly using traffic circles, not yielding when they should or on the flip side, STOPPING in free flow lanes. Basic driving rules seem to be completely lost."

"Winter driver training should be required within Edmonton. Too many people do not know how to drive safely in winter conditions, and the worst is drivers who feel the need to drive less than half the speed limit."

"Tailgating."

"People following too closely. It's very important to have that 'safety cushion' between vehicles."

"A culture where most people do not value human life above their own selfish impulses."

"Weather conditions."

"People in a rush to get nowhere, cutting in and out of traffic."

"Sleep deprivation."

"Traffic congestion caused by road work."

"Traffic jams."

"Insufficient enforcement."

"Failure of police to enforce traffic act."

"Inappropriate philosophy. The city needs to place people at the centre of traffic safety. Not people in cars but the most vulnerable road users, people walking, people on bikes."

"Nervous drivers."

"Bad drivers."

FIGURE 37:

IN THE PAST 2 YEARS, HOW MANY TIMES HAVE YOU BEEN STOPPED AND TICKETED BY THE POLICE FOR A TRAFFIC VIOLATION (EXCLUDING PARKING TICKETS AND TICKETS RECEIVED BY AN AUTOMATED ENFORCEMENT DEVICE)?

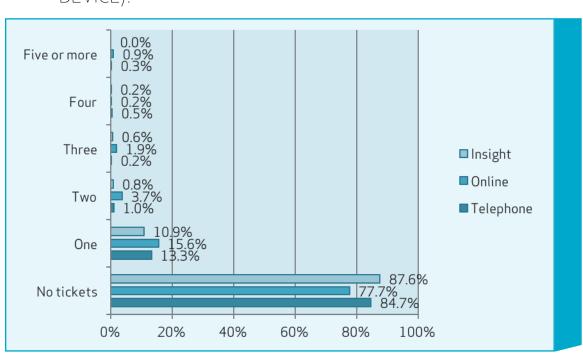
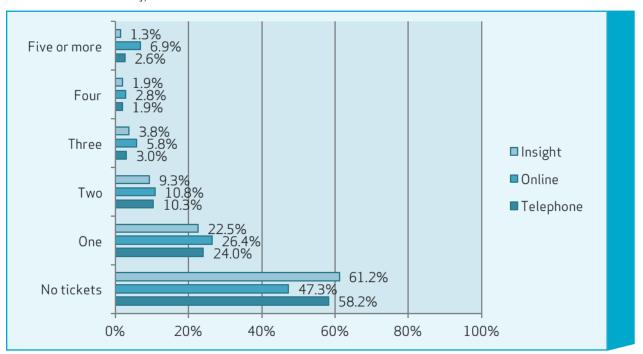




FIGURE 38:

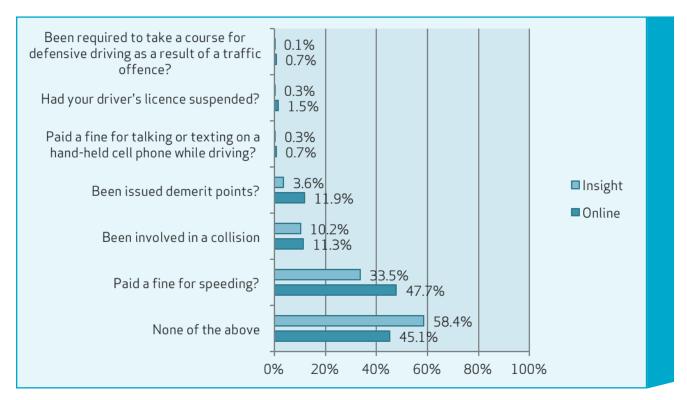
IN THE PAST 2 YEARS, HOW MANY AUTOMATED ENFORCEMENT VIOLATION TICKETS HAVE YOU RECEIVED? (THIS INCLUDES PHOTO RADAR AND INTERSECTION SAFETY CAMERAS [BOTH SPEED AND RED LIGHT RUNNING])?





- The majority of respondents said they had not received a traffic violation ticket directly from police during the past 2 years. The same is true for automated enforcement tickets; however, more respondents received an automated enforcement ticket than a ticket from police.
- Respondents to the public online survey were the most likely to report that they had received either a police issued ticket or an automated enforcement ticket in the past two years.







• While most respondents had not been subjected to measures such as a licence suspension, having paid a fine for speeding during the past two years was more common.

OTHER RISKY BEHAVIOURS

TABLE 4:

IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU...?16

	Never	Rarely	Sometimes	Often	Always
Driven when you were sleepy	68.3%	20.6%	9.8%	1.3%	0.0%
Driven through a light that had just turned red when you could have stopped safely	75.8%	19.6%	4.1%	0.3%	0.1%
Aggressively weaved in and out of traffic	86.4%	9.6%	3.5%	0.1%	0.5%
Failed to yield to a pedestrian who had the right of way	83.2%	15.3%	1.4%	0.0%	0.1%

¹⁵ These questions were included on the public online and Insight surveys only.

¹⁶ These questions were included on the telephone survey only.



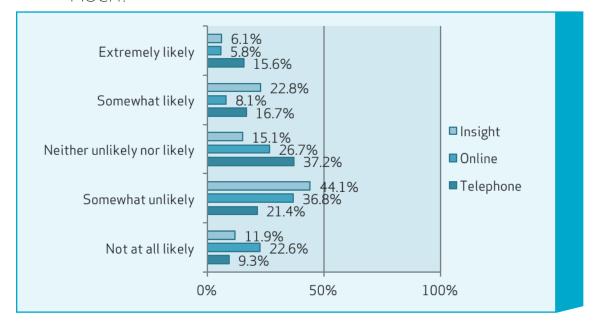
- Close to one-third of respondents reported that they have driven while sleepy, even if rarely, while about one-quarter said they have driven through a light that had just turned red when they could have stopped safely.
- Most respondents say they have not aggressively weaved in and out of traffic or failed to yield to a pedestrian in the past 30 days.
- The vast majority of respondents reported that they have never failed to yield to a pedestrian in the past 30 days.

ENFORCEMENT¹⁷

Q:

FIGURE 40:

HOW LIKELY IS IT THAT SOMEONE WILL BE STOPPED BY THE POLICE IN YOUR CITY IF THEY ARE DRIVING A MOTOR VEHICLE AFTER DRINKING TOO MUCH?



¹⁷ Some response categories for these questions have been collapsed. Detailed results are presented in Appendix II.

Q:

FIGURE 41:

HOW LIKELY IS IT THAT SOMEONE WILL BE STOPPED AND TICKETED BY THE POLICE FOR DISTRACTED DRIVING?

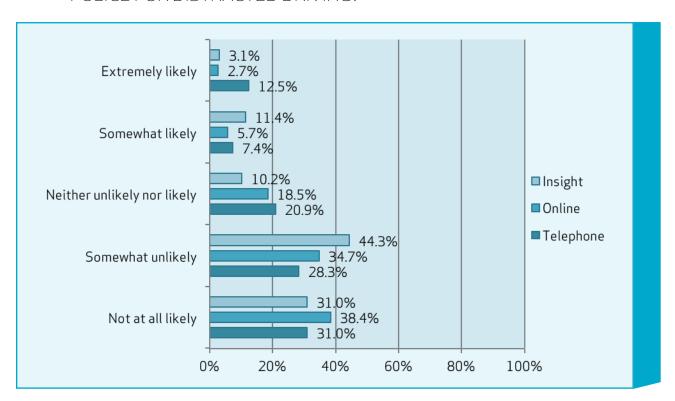




FIGURE 42:

THERE IS NOT ENOUGH TRAFFIC ENFORCEMENT BY POLICE IN MY CITY 18





- A high percentage of respondents feel it is not at all likely or somewhat unlikely that they will be stopped by the police if they are driving after drinking too much or driving distracted. They are also less likely to believe they will be stopped for distracted driving compared to driving after drinking.
- When asked about the level of enforcement in their city, about half of respondents say there is not enough traffic enforcement by police.

¹⁸ These questions were included on the telephone survey only.



FIGURE 43:

HOW STRONGLY DO YOU SUPPORT OR OPPOSE LEGISLATION THAT PERMITS POLICE TO RANDOMLY STOP ANY DRIVER AND REQUIRE THEM TO PROVIDE A BREATH SAMPLE TO CHECK FOR ALCOHOL?

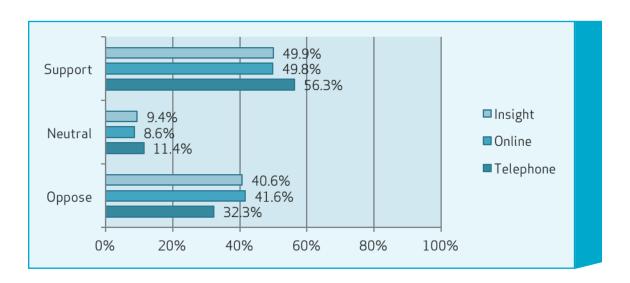
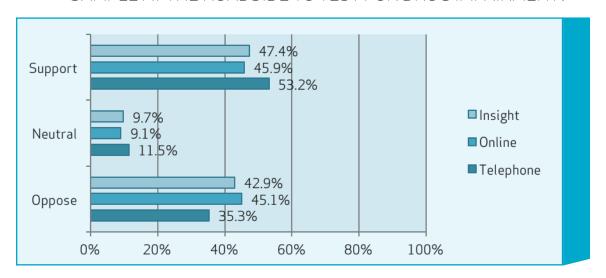




FIGURE 44:

HOW STRONGLY DO YOU SUPPORT OR OPPOSE LEGISLATION THAT PERMITS POLICE TO RANDOMLY STOP ANY DRIVER AND REQUIRE A SALIVA SAMPLE AT THE ROADSIDE TO TEST FOR DRUG IMPAIRMENT?





About half of respondents support legislation that permits police to randomly stop any driver
and require them to provide a breath sample to check for alcohol, or a saliva sample at the roadside to test for drug impairment.

TABLE 5: HOW STRONGLY DO YOU SUPPORT OR OPPOSE...?¹⁹

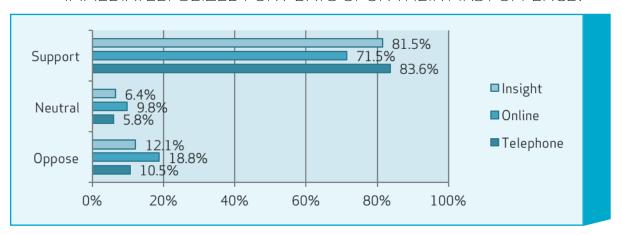
	Oppose	Neutral	Support
Requiring drivers to submit to tests of physical coordination at the roadside if police suspect they are under the influence of drugs	7.3%	5.6%	87.1%
Legislation that permits police to suspend the licences of drug impaired drivers at the roadside for at least 3 days	9.4%	4.5%	86.1%
Having a law making it illegal to drive with more than a certain amount of marijuana in your system	10.7%	8.0%	81.3%



 Most respondents support tests of physical coordination at the roadside if police suspect someone is under the influence of drugs; legislation that permits police to suspend the licences of drug impaired drivers at the roadside for at least 3 days; and, a law making it illegal to drive with more than a certain amount of marijuana in the system.

FIGURE 45:

HOW STRONGLY DO YOU SUPPORT OR OPPOSE PEOPLE WHO DRIVE 50 KM PER HOUR OR MORE ABOVE THE SPEED LIMIT HAVING THEIR VEHICLE IMMEDIATELY SEIZED FOR 7 DAYS UPON THEIR FIRST OFFENCE?

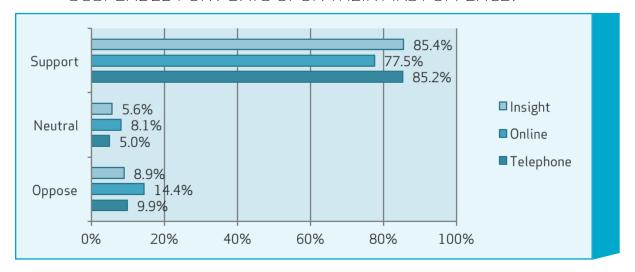


¹⁹ These questions were included on the telephone survey only.



FIGURE 46:

HOW STRONGLY DO YOU SUPPORT OR OPPOSE PEOPLE WHO DRIVE 50 KM PER HOUR OR MORE ABOVE THE SPEED LIMIT HAVING THEIR LICENCE SUSPENDED FOR 7 DAYS UPON THEIR FIRST OFFENCE?



Q:

FIGURE 47:

HOW STRONGLY DO YOU SUPPORT OR OPPOSE PEOPLE WHO DRIVE 50 KM PER HOUR OR MORE ABOVE THE SPEED LIMIT HAVING THEIR VEHICLE IMMEDIATELY SEIZED FOR 30 DAYS IF IT IS NOT THEIR FIRST OFFENCE?

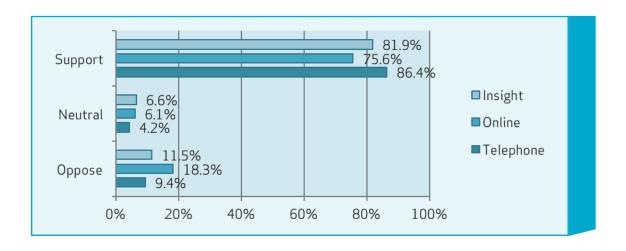
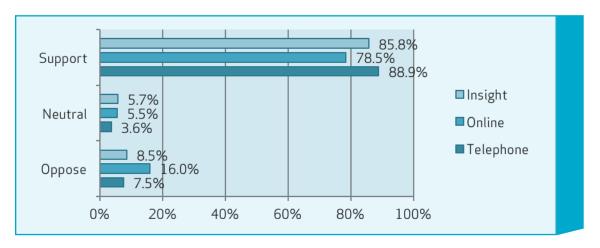


FIGURE 48:

HOW STRONGLY DO YOU SUPPORT OR OPPOSE PEOPLE WHO DRIVE 50 KM PER HOUR OR MORE ABOVE THE SPEED LIMIT HAVING THEIR LICENCE SUSPENDED FOR 30 DAYS IF IT IS NOT THEIR FIRST OFFENCE?





• Most respondents support vehicle seizures and licence suspensions for excessive speed; however, support was lower among respondents to the public online survey.



FIGURE 49:

PHOTO RADAR SHOULD BE USED TO TICKET DRIVERS WHO ARE SPEEDING

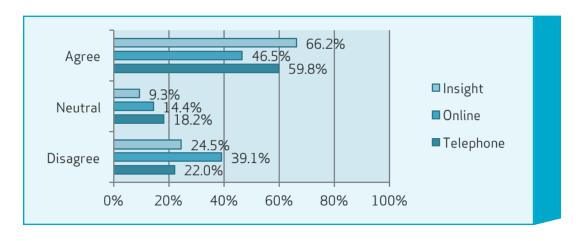




FIGURE 50:

INTERSECTION SAFETY CAMERAS SHOULD BE USED TO TICKET DRIVERS WHO RUN RED LIGHTS

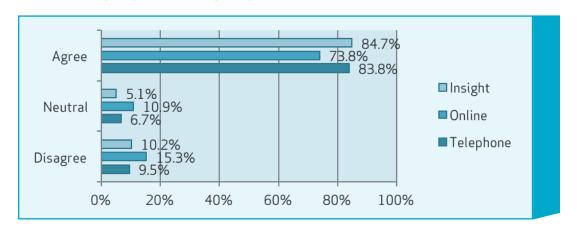
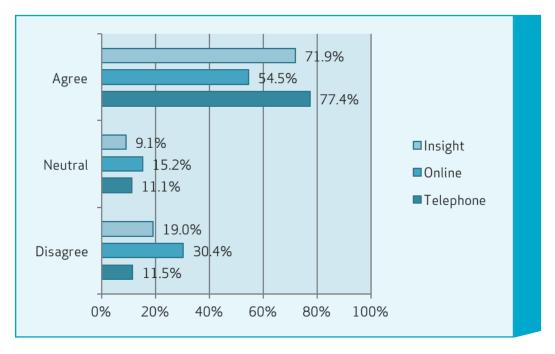




FIGURE 51:

INTERSECTION SAFETY CAMERAS SHOULD BE USED TO TICKET DRIVERS WHO SPEED THROUGH INTERSECTIONS



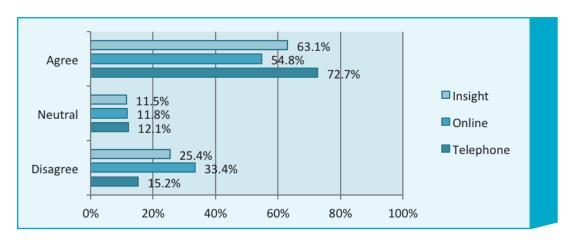


 There is strong support for the use of automated enforcement to reduce speeding and red light running; however, support is stronger for the use of intersection safety cameras as compared to mobile photo radar. In addition, support for automated enforcement was lower among respondents to the public online survey.

Q:

FIGURE 52:

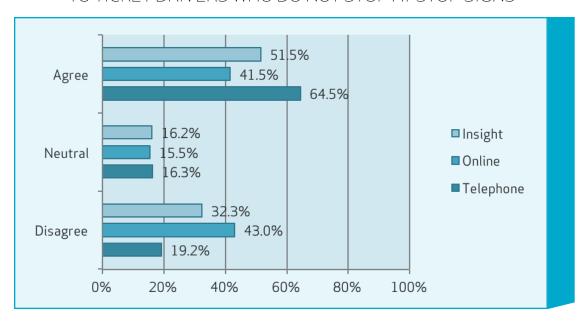
CAMERA BASED ENFORCEMENT SHOULD BE USED TO TICKET DRIVERS WHO ARE DRIVING DISTRACTED



Q:

FIGURE 53:

CAMERAS SIMILAR TO INTERSECTION SAFETY CAMERAS SHOULD BE USED TO TICKET DRIVERS WHO DO NOT STOP AT STOP SIGNS



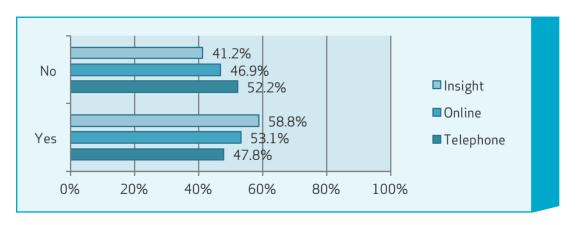


• There is strong support for the use of cameras as a tool for distracted driving and stop sign enforcement, though support was lower among respondents to the public online survey.



FIGURE 54:

BEFORE TODAY, WERE YOU AWARE OF THE LAW THAT PEOPLE ARE NOT PERMITTED TO BEGIN CROSSING THE STREET AFTER THE COUNTDOWN TIMER HAS BEGUN COUNTING DOWN?



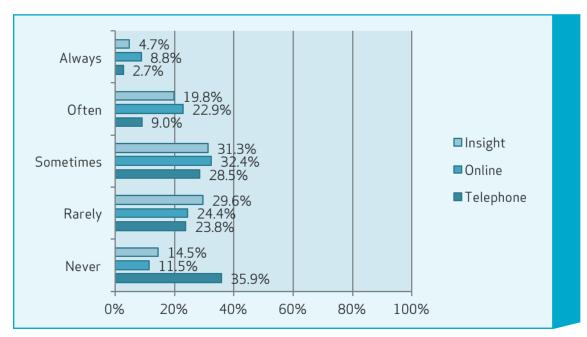


• Many respondents were not aware of the law that people are NOT permitted to begin crossing the street after the countdown timer has begun counting down.



FIGURE 55:

AS A PEDESTRIAN, HOW OFTEN DO YOU BEGIN TO CROSS THE STREET AFTER THE COUNTDOWN TIMER HAS BEGUN COUNTING DOWN OR THE RED HAND IS SHOWING?



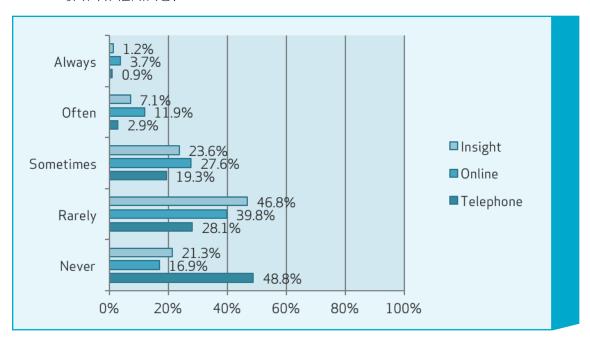


• The majority of respondents report that they have started to cross the street after the countdown timer has begun counting down or the red hand is showing, even if rarely.



FIGURE 56:

AS A PEDESTRIAN, HOW OFTEN DO YOU CROSS STREETS AT PLACES WHERE PEDESTRIANS ARE NOT PERMITTED TO CROSS, REFERRED TO AS JAYWALKING?





A high number of pedestrians reported that they jaywalk, even if rarely. Jaywalking was more
prevalent among respondents to the public online survey.



FIGURE 57:

AS A PEDESTRIAN, HOW OFTEN DO YOU MAKE/ANSWER A CALL WITH A HAND-HELD PHONE?

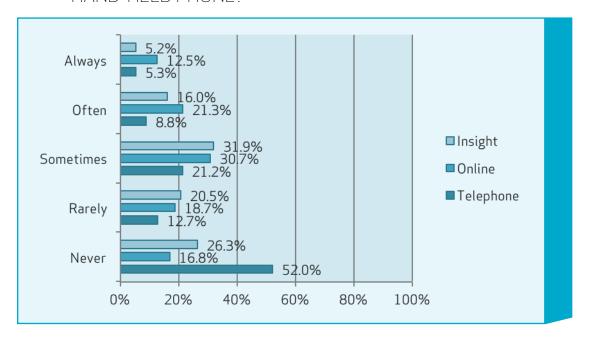
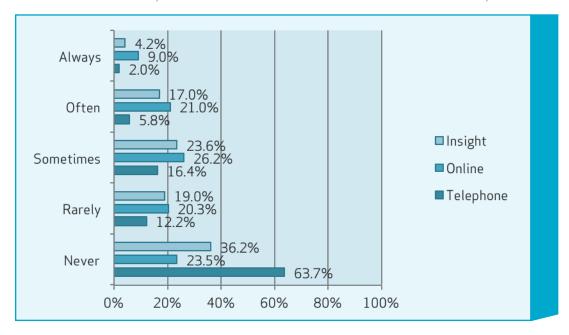




FIGURE 58:

AS A PEDESTRIAN, HOW OFTEN DO YOU TYPE OR SEND A TEXT MESSAGE OR E-MAIL. OR USE SOCIAL MEDIA WHILE WALKING, RUNNING, ETC.?





Making and answering calls with a hand-held phone was more common among pedestrians than
was texting, emailing or using social media. Respondents to the telephone survey were more
likely to report that they never engage in these behaviours.

FIGURE 59:

AS A PEDESTRIAN, HOW OFTEN DO YOU USE THE ROADWAY AFTER HAVING HAD TOO MUCH TO DRINK?

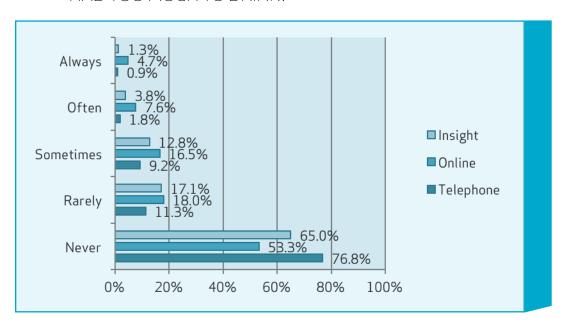
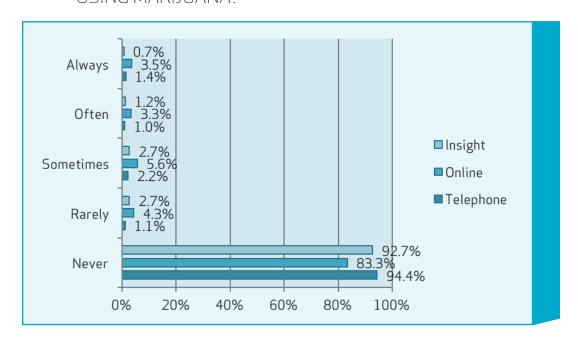


FIGURE 60:
AS A PEDESTRIAN, HOW OFTEN DO YOU USE THE ROADWAY 1 HOUR AFTER USING MARIJUANA?





Pedestrians using the roadway after they feel they have had too much to drink is not uncommon.
In fact, almost half of the respondents to the public online survey reported doing this, even if
rarely. Fewer respondents reported using the roadway 1 hour after using marijuana, though again
this behaviour was more prevalent among respondents to the public online survey.



	Never	Rarely	Some- times	Often	Always
Avoid certain streets or intersections because you feel they are too dangerous?	42.4%	13.4%	22.3%	10.7%	11.2%
Cross the road when it's a red light for pedestrians?	76.5%	13.5%	7.6%	1.4%	1.0%
Purposely wear reflective clothing?	79.0%	8.1%	7.8%	2.4%	2.6%
Make eye contact with drivers before crossing the street?	5.8%	3.5%	13.8%	23.0%	53.9%
Use MP3/iPod/music devices while walk-ing, running, etc.	70.4%	5.9%	11.7%	7.8%	4.2%



- Close to half of respondents said they avoid certain streets or intersections because they feel they are too dangerous, even if rarely, and the majority indicated they never cross the road when it's a red light for pedestrians.
- Only a small percentage of respondents reported that they purposely wear reflective clothing often or always. In contrast, the vast majority said they make eye contact with drivers before crossing the street at least sometimes, and more than half said they always do this.
- More than two-thirds of respondents said they never use MP3/iPod/music devices while walking or running.

CYCLISTS



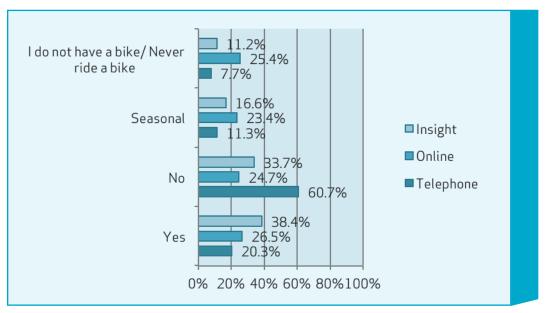


FIGURE 62:
AS A CYCLIST, HOW OFTEN DO YOU MAKE/ANSWER A CALL WITH HAND-HELD PHONE?

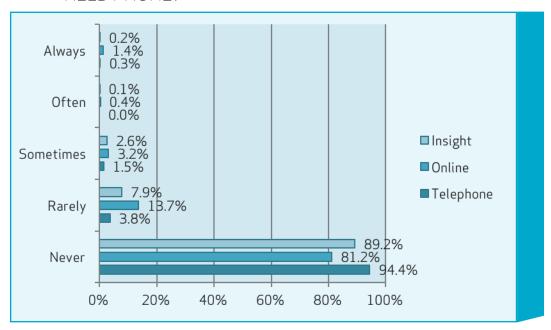




FIGURE 63:

AS A CYCLIST, HOW OFTEN DO YOU TYPE OR SEND A TEXT MESSAGE OR E-MAIL, OR USE SOCIAL MEDIA WHILE CYCLING?

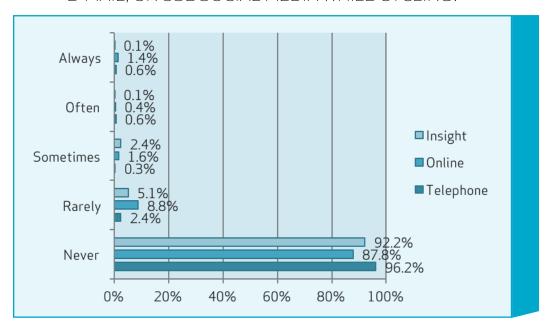
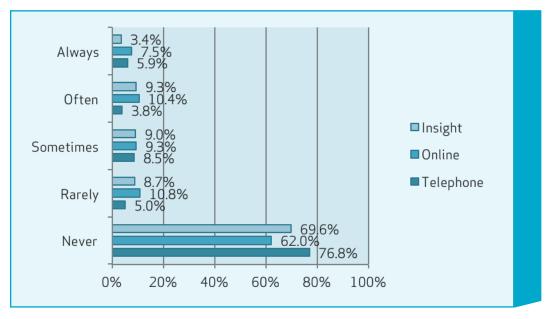




FIGURE 64:

AS A CYCLIST, HOW OFTEN DO YOU USE MP3/IPOD/MUSIC DEVICES WHILE CYCLING?





• Reports of making and answering calls or texting, emailing and using social media were relatively low among cyclists; however, the use of MP3/iPod/music devices was more common.



AS A CYCLIST, HOW OFTEN DO YOU USE THE ROADWAY AFTER HAVING HAD TOO MUCH TO DRINK?

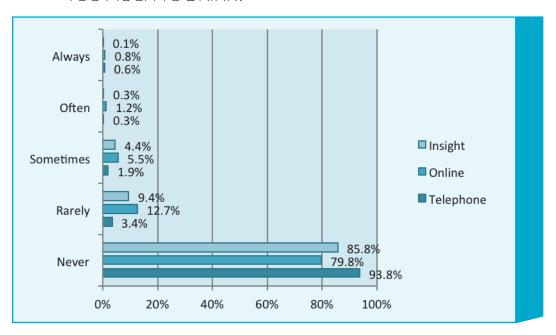
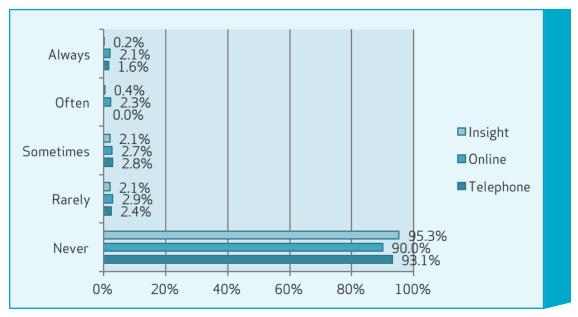




FIGURE 66:

AS A CYCLIST, HOW OFTEN DO YOU USE THE ROADWAY ONE HOUR AFTER USING MARIJUANA?





The majority of respondents said they "never" ride 1 hour after using marijuana or after drinking too much, though riding after drinking was more likely to be reported by respondents to the public online survey.

TABLE 7: AS A CYCLIST, HOW OFTEN DO YOU...²¹

	Never	Rarely	Some- times	Often	Always
Cross the road when the light is red	85.3%	9.1%	4.1%	0.6%	0.9%
Avoid certain streets or intersections because you feel they are too dangerous	22.9%	6.0%	18.8%	25.3%	27.1%
Purposely wear reflective clothing	51.6%	8.3%	12.8%	6.2%	21.1%
Wear a bicycle helmet	17.3%	2.3%	3.8%	4.4%	72.1%
Cycle on the sidewalk to avoid motor vehicle traffic	15.6%	9.7%	32.4%	20.6%	21.5%
Use hand signals to indicate that you are turning or stopping	13.6%	5.9%	23.1%	16.3%	41.1%

Most cyclists said they never cross the road when the light is red, while just over three-quarters reported that they avoid certain streets or intersections, even if rarely, because they feel they are too dangerous.



- Approximately half of cyclists reported that they purposely wear reflective clothing, even if rarely, while the majority said they always wear a bicycle helmet.
- Most cyclists said they cycle on the sidewalk to avoid traffic, at least sometimes, and most use hand signals to indicate when they are turning or stopping.

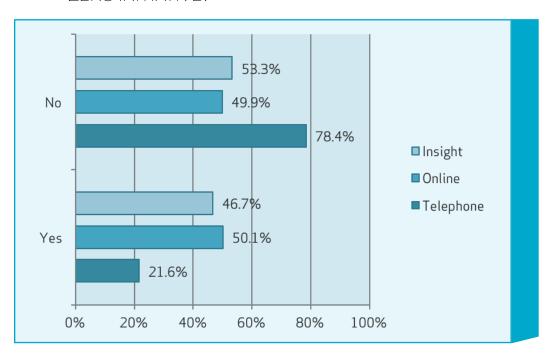
²¹ These questions were included on the telephone survey only.

VISION ZERO EDMONTON

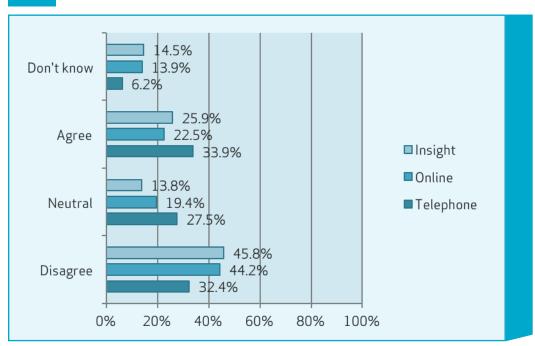


FIGURE 67:

BEFORE TODAY, WERE YOU AWARE OF THE CITY OF EDMONTON'S VISION ZERO INITIATIVE?









- About half of the respondents to the public online and Insight Community surveys were aware of the City of Edmonton's Vision Zero initiative. In contrast, awareness was lower among respondents to the telephone survey.
- When asked whether Vision Zero is an achievable goal, close to half of the respondents to the
 public online and Insight Community surveys disagreed. Respondents to the telephone survey
 were less likely to disagree and more likely to be neutral or agree that Vision Zero is an achievable goal.



WHAT CAN YOU DO PERSONALLY TO IMPROVE YOUR OWN SAFETY AND THE SAFETY OF OTHERS TO HELP ACHIEVE VISION ZERO?

Respondents to the public online and Insight Community surveys were given the opportunity to provide additional comments on what they could do personally to improve their own safety and the safety of others and to help achieve Vision Zero. Respondents pointed to a number of key themes including: making an effort to reduce their own unsafe behaviours and practice safe behaviours; be an advocate for traffic safety; continue to be a good driver; drive less; report unsafe behaviours such as careless and distracted driving; improve their own skills; change their attitudes or be more aware of their own behaviours; don't know what they can do differently; don't know what Vision Zero is; and others including that the province, the city and law enforcement units should improve road safety for all, and Vision Zero is impossible to achieve.



"I can commit to practicing safe driving which means minimizing distractions and identifying areas of weakness."

"Be visible/wear reflective clothing when riding, take up a whole lane while riding, signal properly."

"Stop speeding. No more texting at red lights."

"As a pedestrian, make eye contact with the drivers/cyclists with whom I share the roadway."

"I can encourage my city to build safe streets according to Vision Zero and Complete Streets principles."

"Advocate for better pedestrian and bicycle infrastructure, and more strict enforcement of distracted and aggressive driving."

"Ensure that I continue to drive safe and encourage my friends and family to do the same."

"Use transit, bicycle, or other forms of transportation when possible, to avoid driving."

"Continue to respect the speed limits as posted, be mindful of everything that is happening around me as I drive, and continue to practice the defensive driving skills learned so many years ago in a much bigger and traffic congested city."

"Continue to drive in a manner that has resulted in a 30-year accident-free driving record."

"I'm a pretty safe driver, and I've never had an accident or even a ticket, so I'm not sure what additional steps I could take."

"I don't know. I walk to work downtown and I already have to be insanely careful at intersections."

"I would like to be able to report careless drivers that I see by providing a licence plate number, type of vehicle, date and time of day and trust that someone would follow up with the report."

"Call 911 to 'curb the danger' if I see someone driving erratically."

"I focus on my driving because I want it to be a skill I'm good at. That focus of improvement is a step in the direction of staying safe."

"Be aware of my own driving habits and continuously strive to improve as well as exercise a greater awareness of other drivers behavior as well as pedestrian behavior."

"Change my attitude that streets are for cars—they are for people, and their choice of transport mode shouldn't give one citizen priority or better funding than another using a different mode."

"Accept responsibility for my own driving habits/manners. It is not always the 'other guy.'"

"I have heard of Vision Zero but don't know enough about its objectives to comment."

"Wrap myself in bubble wrap.... really. It's nuts out there some days."

"I'm not the problem."

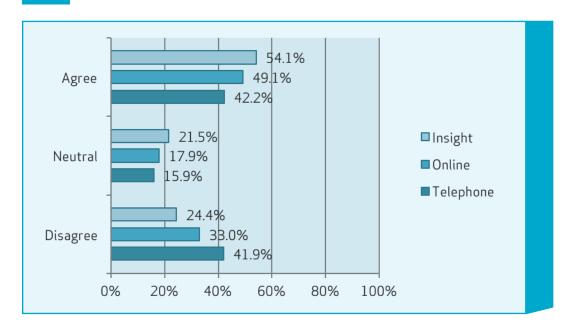
"If everyone could follow every rule we wouldn't have a problem. But there are too many drivers in Edmonton not willing to follow the rules. So vision zero will never and I mean never be achieved."

"Vision Zero is an impossible waste of time and money. Zero fatalities mean zero vehicles."

CONCERN ABOUT TRAFFIC SAFETY

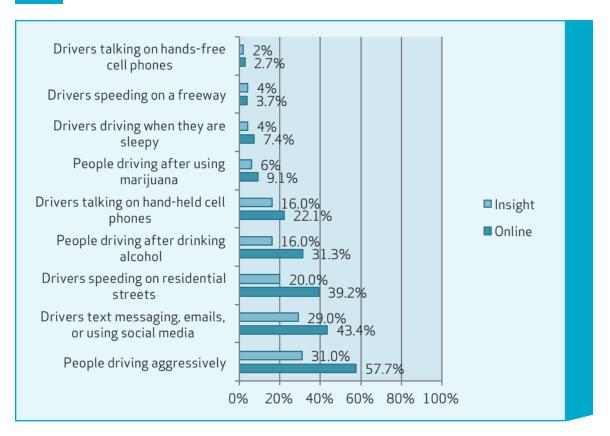
FIGURE 69:

TRAFFIC SAFETY IS A CONCERN IN MY NEIGHBOURHOOD.



• About half of respondents indicated that traffic safety is a concern in their neighbourhood.

FIGURE 70: PLEASE SELECT UP TO THREE OF YOUR TOP TRAFFIC SAFETY CONCERNS²²





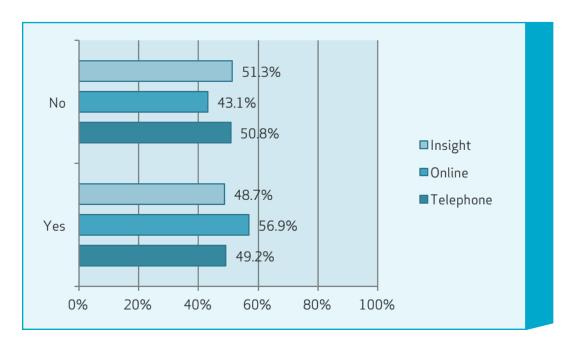
• The major traffic safety concerns identified by many respondents were people driving aggressively, text messaging, emailing or using social media while driving, speeding on residential streets, driving after drinking alcohol and talking on hand-held cell phones.

AWARENESS OF THE OFFICE OF TRAFFIC SAFETY



FIGURE 71:

BEFORE TODAY, WERE YOU AWARE OF THE CITY OF EDMONTON OFFICE OF TRAFFIC SAFETY?





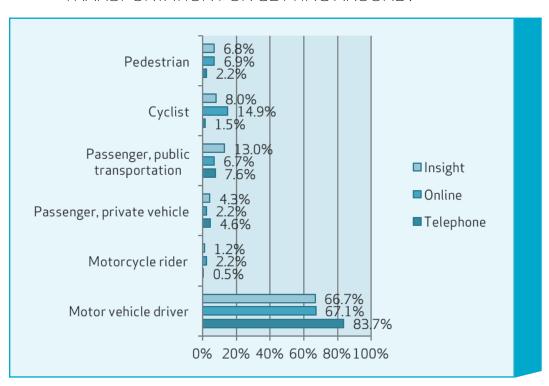
• About half of respondents said they were aware of the Office of Traffic Safety.

PRIMARY MODE OF TRANSPORTATION AND COMMUTING



FIGURE 72:

IN THE PAST 30 DAYS, WHAT WAS YOUR PRIMARY MODE OF TRANSPORTATION FOR GETTING AROUND?



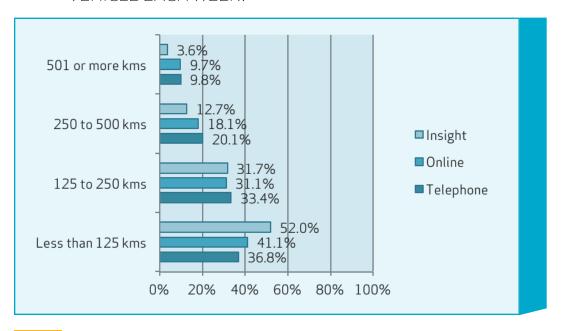


• The majority of respondents indicated that their primary mode of transportation in the past 30 days was as a driver of a motor vehicle. However, a higher number of respondents to the public online and Insight Community surveys reported that they were primarily a pedestrian or cyclist.

Q:

FIGURE 73:

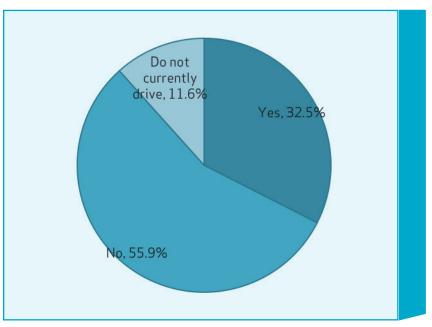
ON AVERAGE, ABOUT HOW MANY KILOMETRES DO YOU DRIVE A MOTOR VEHICLE EACH WEEK?





• The majority of respondents drive less than 250 KM per week.

FIGURE 74: DO YOU REGULARLY COMMUTE FROM YOUR CITY OF RESIDENCE TO ANOTHER CITY FOR SCHOOL, WORK OR LEISURE?





• Almost one-third or respondents commute to a different city.

IV. DISCUSSION

The majority of respondents who took part in the 2016 Edmonton and Area Traffic Safety Culture Survey agree that traffic safety is a concern in our community. Respondents consider behaviours such as impaired driving, distracted driving and speeding (particularly on residential streets), to be unacceptable and a threat to their personal safety. These results are similar to the findings from the 2014 survey. Also in alignment with the 2014 findings is that while respondents consider certain behaviours to be a threat to their safety and unacceptable, some people still engage in these behaviours, and therefore increase the risk to themselves and other people using the roadways. While reports of alcohol and drug impaired driving are low, distracted driving and speeding behaviours are more common. Other behaviours people admit to include driving when sleepy, driving through red lights, tailgating, weaving in and out of traffic and not coming to a complete stop at stop signs. Road rage is also not an uncommon experience. A fair number of respondents acknowledged that they had personally experienced feelings of road rage where they acted upon those feelings in some way. Likewise, more than half of respondents reported that they had been the victim of road rage in the past two years.

Turning to respondents' perceptions of their own driving, while there is variation across groups, most perceive themselves to be better drivers than others, many said they drive slower or about the same speed as other drivers and most consider themselves to be not at all aggressive or less aggressive when compared to their fellow motorists. Overall, this study finds that there is sometimes a gap between peoples' attitudes and perceptions and how they actually behave on the roadways.

In relation to this identified gap, what people feel is acceptable or not, and how they actually behave is often situational. Speed provides a good example of this. When asked about exceeding the posted speed limit, more than 90% of telephone survey respondents indicated that it is not acceptable to speed near a school, but just two-thirds said the same about residential streets and the majority felt it is okay to speed on a freeway. Moreover, when respondents were asked what they felt was an appropriate speed limit on a residential street, almost an equal number of respondents suggested that 40 KM per hour or less and 50 KM per hour were appropriate. However, many also pointed out that an appropriate speed depends on a variety of factors, such as the number and width of lanes, curves in the road, hills, visibility, time of day, and presence of people.

We asked respondents to talk about what measures they felt would be effective in changing behaviour and increasing traffic safety. First, respondents were asked about what would make them more likely to follow the speed limit. The top three responses were more police officers issuing speeding tickets, causing a collision and the presence of mobile photo radar or photo laser. The presence of digital feedback signs that tell drivers their speed were also reported to be very effective. In terms of excessive speeding, there was very strong support among respondents for vehicle seizures and licence suspensions for those motorists travelling in excess of 50 KM per hour or more over the posted speed limit.

Second, respondents were asked what would make them more likely to stop driving distracted. The top three responses were causing a collision, more police officers issuing tickets for distraction, and demerit points. Notably, while respondents reported that police issuing more tickets would be an effective measure for reducing distracted driving, many believed that it was unlikely that someone would be stopped and ticketed by the police for this behaviour. Moreover, more than half felt there was not enough enforcement by police in our city.

Generally, respondents admit to sometimes engaging in risky behaviours; however, this survey also finds support for measures aimed at reducing risky behaviours that lead to collisions, injuries and fatalities, including random alcohol and drug testing at the roadside, vehicle seizures and licence suspensions and automated enforcement.

Respondents were also asked about their awareness of the City of Edmonton's Vision Zero initiative. About half of respondents from the public online and Insight Community surveys said they were aware of the initiative; however, awareness was lower among telephone survey respondents. When asked whether Vision Zero was an achievable goal, respondents were somewhat split on the idea. While more disagreed than agreed, some felt it was an achievable goal, some were neutral and the rest just didn't know.

While not all respondents were familiar with the City of Edmonton's Vision Zero strategy, many still commented on what they could do to help work towards achieving this goal. Their responses pointed to their own personal efforts to practice safe road behaviours, reduce their own unsafe behaviours, and report others' unsafe behaviours. Some said they would encourage the City to build safer roads, implement design changes to improve safety, and advocate for better infrastructure for vulnerable road users, while others said they would encourage family and friends to practice safe road behaviours. Finally, a number of respondents urged the City and law enforcement to play their part in achieving safer roads for everyone through enforcement and education.

In reviewing the results of this study, it is apparent that there is variation across the three survey samples. In particular, the results of the public online survey tend to deviate from those of the telephone survey. As previously noted, this variation may be due in part to the characteristics of the samples, the methodology (telephone versus online) or both. In terms of sample characteristics for example, the public online survey consisted of a higher percentage of male and younger respondents (see Appendix I). In terms of methodology, research has found that telephone surveys can suffer from social desirability bias, meaning that respondents may be less likely to report behaviours they perceive to be socially undesirable, even when they have been assured that the survey is anonymous and confidential. In contrast, online survey respondents may in some cases provide more candid responses. Interestingly, respondents to the public online survey were more likely to report that they feel they are better drivers than most other drivers on the road. In addition, they were more likely to say that they drive faster, drive more aggressively, engage in tailgating, experience road rage, and have received traffic tickets. This group was also less supportive of certain measures aimed at reducing risky driving behaviour such as the use of automated enforcement.

Overall, the findings of this study tell us that people are concerned about traffic safety. They tell us that people find many behaviours to be a threat to their safety and unacceptable. Yet, at the same time, some people continue to engage in risky behaviours anyway. The results of this study are important for understanding the current state of traffic safety culture in the Edmonton area and the variation in attitudes and behaviours that exist. The goal of Vision Zero is to eliminate fatalities and serious injuries on our roadways and achieving this goal depends on a shared responsibility between those who design and maintain the transportation system, and, the road users themselves. Achieving Vision Zero will require a continuous effort to transform traffic safety culture and reduce the gap that sometimes exists between attitudes and behaviours.

V. FUTURE RESEARCH

This report has presented the key findings from the 2016 Edmonton and Area Traffic Safety Culture Survey. Ongoing research will explore the results of this study, along with the 2014 Edmonton and Area Traffic Safety Culture Survey in greater deal. Specific topics of concern such as pedestrian, cyclist and motorcyclist safety, speed, and distracted driving, will be the subject of more comprehensive research as we move forward with Vision Zero. We will also continue to administer the Traffic Safety Culture Survey at regular intervals so that we may monitor traffic safety culture in the Edmonton area over time. City of Edmonton, Traffic Safety is committed to an evidenced-based approach to traffic safety. Our goal is to translate the evidence we gather through this important research into actions that will influence the transformation of traffic safety culture and in doing so continue to move us closer to our goal of zero fatalities and serious injuries.

APPENDIX I: RESPONDENT CHARACTERISTICS

FIGURE A 1: GENDER

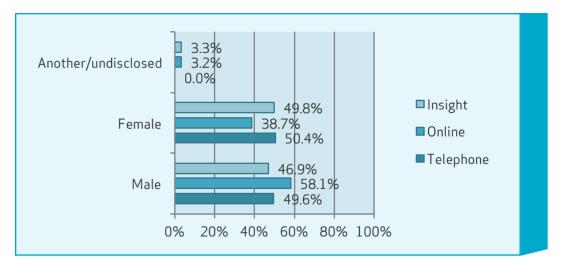


FIGURE A 3: EMPLOYMENT STATUS

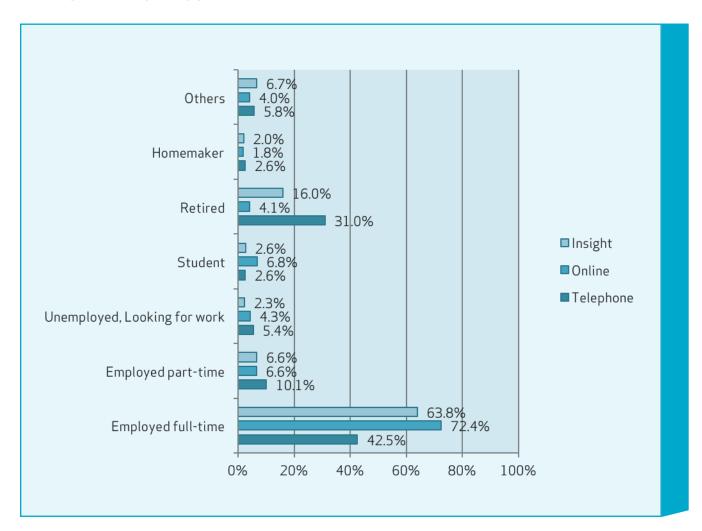


FIGURE A 4: HIGHEST LEVEL OF EDUCATION

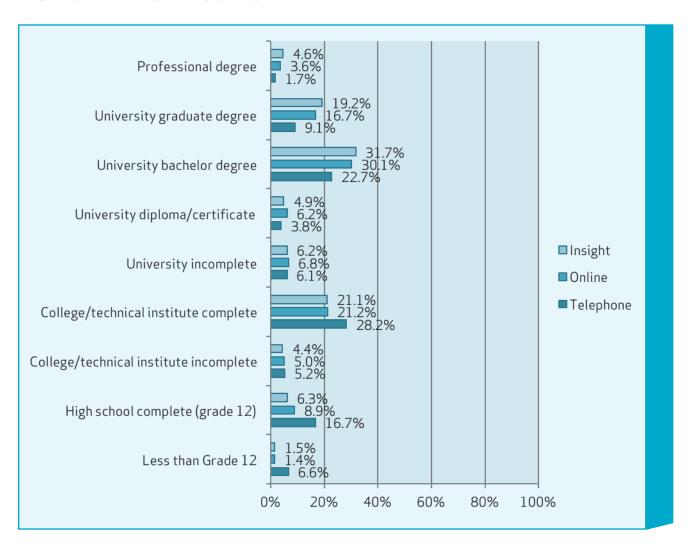
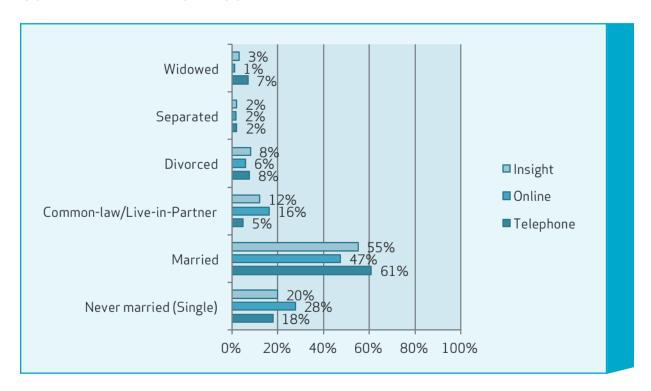


FIGURE A 5: CURRENT MARITAL STATUS



2016 TRAFFIC SAFETY CULTURE SURVEY **68**

FIGURE A 6: WHAT IS THE TOTAL INCOME OF ALL MEMBERS OF THIS HOUSEHOLD FOR THE PAST YEAR, BEFORE TAXES AND DEDUCTIONS?

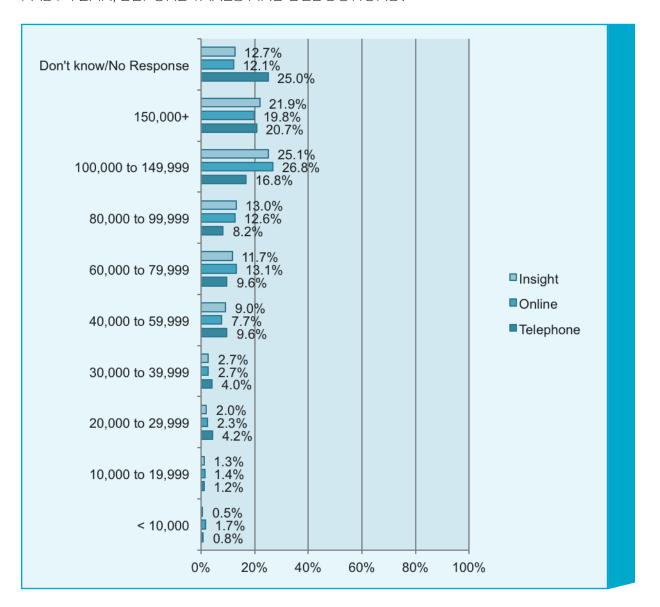


FIGURE A 7: WERE YOU BORN IN CANADA?

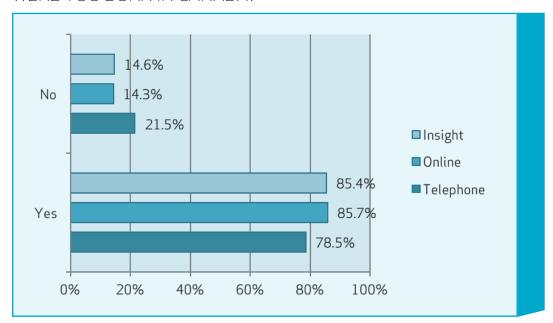


FIGURE A 8: WERE YOU BORN IN ALBERTA?

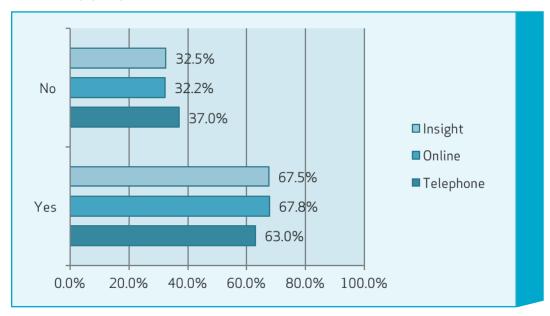


FIGURE A 9: DO YOU CURRENTLY DRIVE A MOTOR VEHICLE OR RIDE A MOTORCYCLE?

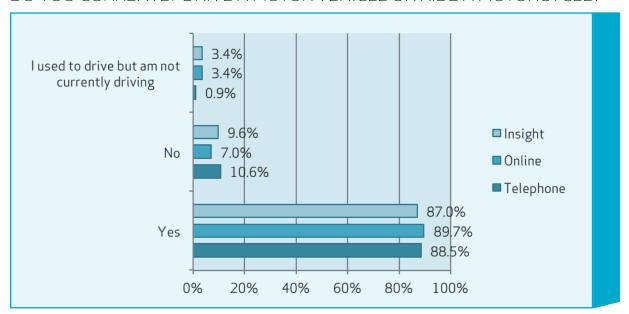


FIGURE A 10: WHAT KIND OF MOTOR VEHICLE DO YOU DRIVE MOST OFTEN? (SELECT ONE)

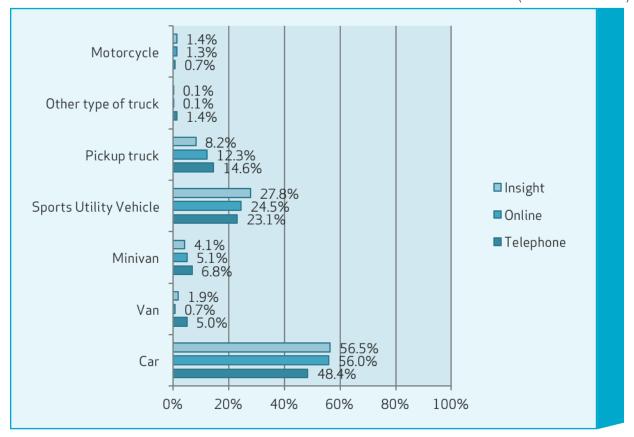
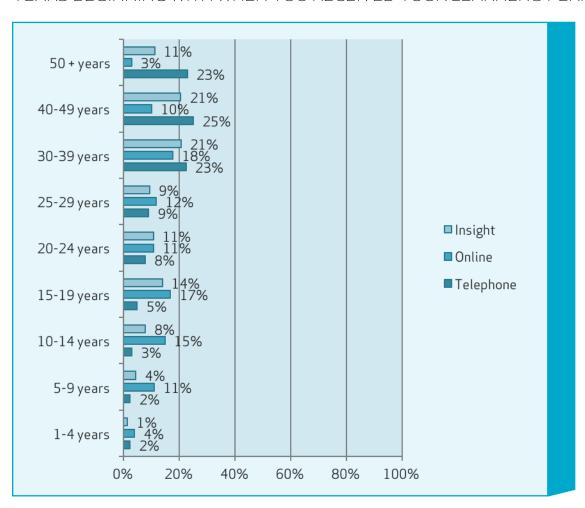


FIGURE A 11:
HOW MANY YEARS OF DRIVING EXPERIENCE DO YOU HAVE, INCLUDING ALL
YEARS BEGINNING WITH WHEN YOU RECEIVED YOUR LEARNER'S PERMIT?



APPENDIX II: 2016 DETAILED STATISTICS 23

TELEPHONE SURVEY 2016

TABLE B 1:

HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO...?

	Completely unacceptable	Somewhat unacceptable	Neither ac- ceptable nor unacceptable	Somewhat acceptable	Completely acceptable
Talk on a hand-held cell phone while driving	72.1%	16.9%	5.5%	4.7%	0.8%
Type text messages or e-mails, or use social media while driving	93.7%	4.5%	0.6%	0.6%	0.7%
Type text messages or e-mails, or use social media while stopped at a traffic light	59.1%	24.3%	9.1%	5.7%	1.7%
Drive through a light that just turned red, when they could have stopped safely	81.8%	13.4%	3.2%	1.5%	0.1%
Drive when they think they may have had too much to drink	96.1%	2.6%	0.1%	0.7%	0.5%
Drive one hour after using marijuana	71.9%	16.7%	6.5%	3.8%	1.1%
Drive after taking prescription drugs OR over-the-counter drugs that warn against using them and driving	52.9%	26.8%	13.1%	6.5%	0.7%

²³ Only questions for which responses were collapsed in the main body of the report are included here.

COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY...? You are a much better You are a somewhat better driver Same driver

TABLE B 2:

You are a much better driver	You are a somewhat better driver	You drive about the same	You are not as good a driver
26.0%	39.3%	38.8%	.9%

TABLE B 3: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, HOW FAST DO YOU USUALLY DRIVE?

Much faster	Somewhat faster	About the same	Somewhat slower	Much slower
0.6%	14.1%	66.2%	17.9%	1.2%

TABLE B 4: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY YOU ARE...?

A much more aggressive driver	A somewhat more aggressive driver	Drive about the same	Not as aggressive as other drivers	Not an aggressive driver at all
1.5%	15.1%	26.3%	25.5%	31.5%

TABLE B 5: HOW STRONGLY DO YOU AGREE OR DISAGREE...?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I believe I can safely talk on my hand-held cell phone while driving without increasing my risk of a collision	81.9%	8.3%	4.7%	2.9%	2.2%
I believe I can safely text while driving without increasing my risk of a collision	94.2%	3.2%	1.4%	0.4%	0.9%

TABLE B 6: HOW STRONGLY DO YOU SUPPORT OR OPPOSE...?

	Strongly oppose	Somewhat oppose	Neither oppose nor sup- port	Somewhat support	Strongly support
Legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol	21.3%	10.9%	11.4%	18.6%	37.7%
Legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment	24.1%	11.2%	11.5%	18.4%	34.8%
Requiring drivers to submit to tests of physical coordination at the roadside if police suspect they are under the influence of drugs	3.7%	3.6%	5.6%	20.2%	66.9%

Legislation that permits police to suspend the licences of drug impaired drivers at the roadside for at least 3 days	5.7%	3.7%	4.5%	15.7%	70.4%
Having a law making it illegal to drive with more than a certain amount of marijuana in your system	7.3%	3.4%	8%	14.5%	66.8%
People who drive 50 KM per hour or more above the speed limit having their vehicle immediately seized for 7 days upon their first offence	5.8%	4.8%	5.8%	13.3%	70.4%
People who drive 50 KM per hour or more above the speed limit having their licence suspended for 7 days upon their first offence	5%	4.9%	5%	16.5%	68.7%
People who drive 50 KM per hour or more above the speed limit having their vehicle immediately seized for 30 days if it is not their first offence	5.9%	3.5%	4.2%	15.4%	71%
People who drive 50 KM per hour or more above the speed limit having their licence suspended for 30 days if it is not their first offence	3.8%	3.7%	3.6%	16.8%	72.1%

TABLE B 7: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Photo radar should be used to ticket drivers who are speeding	13.2%	8.8%	18.2%	18.1%	41.7%
Intersection Safety Cameras should be used to ticket drivers who run red lights	4.6%	4.9%	6.7%	20.6%	63.2%
Intersection Safety Cameras should be used to ticket drivers who speed through intersections	6.0%	5.6%	11.1%	19.7%	57.7%
Camera based enforcement should be used to ticket drivers who are driving distracted	10.2%	5.0%	12.1%	16.8%	55.9%
Cameras similar to intersection safety cameras should be used to ticket drivers who do not stop at stop signs	12.0%	7.2%	16.3%	19.9%	44.6%

TABLE B 8: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
There is not enough traffic enforcement by police in my city	15.2%	10.8%	22.7%	21.2%	30.2%
Traffic safety is a concern in my neighbourhood	23.3%	18.6%	15.9%	16.2%	26.0%

TABLE B 9: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Vision Zero is an achievable goal	18.9%	15.6%	29.4%	18.2%	17.9%

PUBLIC ONLINE SURVEY 2016

TABLE B 10: HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO...?

	Com- pletely unaccept- able	Some- what unaccept- able	Neither accept- able nor unaccept- able	Some- what ac- ceptable	Com- pletely accept- able
Talk on a hand-held cell phone while driving	58.9%	26.4%	5.1%	5.9%	3.6%
Type text messages or e-mails, or use social media while driving	92.1%	5.0%	1.7%	0.5%	0.6%
Type text messages or e-mails, or use social media while stopped at a traffic light	50.1%	23.2%	8.1%	14.3%	4.4%
Drive when they think they may have had too much to drink	96.0%	3.1%	0.1%	0.1%	0.6%
Drive one hour after using marijuana	65.0%	15.4%	10.4%	4.3%	5.0%

TABLE B 11:
COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE,
GENERALLY, WOULD YOU SAY...?

You are a much	You are a somewhat	You drive about	You are not as	
better driver	better driver	the same	good a driver	
32.8%	45.1%	22.0%	0.2%	

TABLE B 12: COMPARE

COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, HOW FAST DO YOU USUALLY DRIVE?

Much faster	Somewhat faster	About the same	Somewhat slower	Much slower
1.7%	25.2%	52.1%	20.0%	1.1%



TABLE B 13:

COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY...?

A much more aggressive driver	A somewhat more aggressive driver	Drive about the same	Not as aggressive as other drivers	Not an aggressive driver at all
1.5%	25.0%	31.8%	28.4%	13.4%



TABLE B 14:

HOW STRONGLY DO YOU AGREE OR DISAGREE...?

	Strongly disagree	Some- what disagree	Neither agree nor disagree	Some- what agree	Strongly agree
I believe I can safely talk on my hand-held cell phone while driving without increasing my risk of a collision	43.6%	30.6%	10.9%	10.4%	4.5%
I believe I can safely text while driving without increasing my risk of a collision	72.8%	19.7%	5.4%	0.9%	1.1%

TABLE B 15: HOW STRONGLY DO YOU SUPPORT OR OPPOSE...?

	Strongly oppose	Some- what oppose	Neither oppose nor support	Some- what support	Strongly support
Legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol	27.7%	13.9%	8.6%	21.4%	28.4%
Legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment	30.6%	14.5%	9.1%	19.1%	26.8%
People who drive 50 KM per hour or more above the speed limit having their vehicle immediately seized for 7 days upon their first offence	10.0%	8.7%	9.8%	16.1%	55.3%
People who drive 50 KM per hour or more above the speed limit having their licence suspended for 7 days upon their first offence	8.3%	6.1%	8.1%	17.3%	60.2%
People who drive 50 KM per hour or more above the speed limit having their vehicle immediately seized for 30 days if it is not their first offence	12.1%	6.1%	6.1%	16.9%	58.7%
People who drive 50 KM per hour or more above the speed limit having their licence suspended for 30 days if it is not their first offence	10.4%	5.6%	5.5%	15.5%	63.0%

TABLE B 16: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Photo radar should be used to ticket drivers who are speeding	31.2%	7.9%	14.4%	13.8%	32.7%
Intersection Safety Cameras should be used to ticket drivers who run red lights	11.7%	3.6%	10.9%	19.6%	54.3%
Intersection Safety Cameras should be used to ticket drivers who speed through intersections	22.9%	7.5%	15.2%	15.6%	38.9%
Camera based enforcement should be used to ticket drivers who are driving distracted	24.5%	8.9%	11.8%	15.8%	39.0%

TABLE B 17: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Traffic safety is a concern in my neighbourhood	15.8%	17.2%	17.9%	19.8%	29.3%

TABLE B 18: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Vision Zero is an achievable goal	28.4%	23.0%	22.5%	15.2%	10.9%

INSIGHT COMMUNITY ONLINE SURVEY 2016

TABLE B 19:
HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO...?

	Com- pletely unaccept- able	Some- what unaccept- able	Neither accept- able nor unaccept- able	Some- what accept- able	Com- pletely accept- able
Talk on a hand-held cell phone while driving	66.5%	22.7%	4.1%	4.9%	1.9%
Type text messages or e-mails, or use social media while driving	92.9%	5.1%	0.5%	0.3%	1.3%
Type text messages or e-mails, or use social media while stopped at a traffic light	54.4%	23.6%	7.5%	12.1%	2.4%
Drive when they think they may have had too much to drink	94.1%	3.5%	0.4%	0.2%	1.8%
Drive one hour after using marijuana	68.2%	16.9%	7.7%	4.5%	2.7%

TABLE B 20:
COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE,
GENERALLY, WOULD YOU SAY...?

You are a much better driver	You are a somewhat better driver	You drive about the same	You are not as good a driver
18.4%	47.1%	32.6%	1.9%

TABLE B 21: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, HOW FAST DO YOU USUALLY DRIVE?

Much faster	Somewhat faster	About the same	Somewhat slower	Much slower
0.6%	12.0%	59.9%	26.4%	1.2%



A much more aggressive driver	A somewhat more aggressive driver	Drive about the same	Not as aggressive as other drivers	Not an aggressive driver at all
0.7%	13.7%	27.7%	39.5%	18.5%

TABLE B 23: HOW STRONGLY DO YOU AGREE OR DISAGREE...?

	Strongly disagree	Some- what disagree	Neither agree nor disagree	Some- what agree	Strongly agree
I believe I can safely talk on my hand-held cell phone while driving without increasing my risk of a collision	64.3%	20.4%	6.1%	7.1%	2.0%
I believe I can safely text while driving without increasing my risk of a collision	90.7%	6.2%	1.0%	1.0%	1.0%

TABLE B 24: HOW STRONGLY DO YOU SUPPORT OR OPPOSE...?

	Strongly oppose	Some- what oppose	Neither oppose nor sup- port	Some- what sup- port	Strongly support
Legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol	25.7%	14.9%	9.4%	22.6%	27.4%
Legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment	27.3%	15.6%	9.7%	21.0%	26.4%
People who drive 50 KM per hour or more above the speed limit having their vehicle immediately seized for 7 days upon their first offence	6.1%	6.0%	6.4%	19.8%	61.7%
People who drive 50 KM per hour or more above the speed limit having their licence suspended for 7 days upon their first offence	4.7%	4.3%	5.6%	21.4%	64.1%
People who drive 50 KM per hour or more above the speed limit having their vehicle immediately seized for 30 days if it is not their first offence	6.2%	5.3%	6.6%	16.6%	65.2%
People who drive 50 KM per hour or more above the speed limit having their licence suspended for 30 days if it is not their first offence	4.9%	3.6%	5.7%	18.3%	67.4%

TABLE B 25: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Photo radar should be used to ticket drivers who are speeding	13.7%	10.8%	9.3%	26.1%	40.2%
Intersection Safety Cameras should be used to ticket drivers who run red lights	5.2%	5.1%	5.1%	24.3%	60.4%
Intersection Safety Cameras should be used to ticket drivers who speed through intersections	10.0%	9.1%	9.1%	25.5%	46.4%
Camera based enforcement should be used to ticket drivers who are driving distracted	15.4%	10.0%	11.5%	21.6%	41.6%
Cameras similar to intersection safety cameras should be used to ticket drivers who do not stop at stop signs	17.2%	15.2%	16.2%	22.2%	29.3%

TABLE B 26: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Traffic safety is a concern in my neighbourhood	8.7%	15.7%	21.5%	28.6%	25.5%

TABLE B 27: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Vision Zero is an achievable goal	22.1%	31.5%	16.2%	24.2%	6.1%

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APPENDIX III: 2014 KEY STATISTICS FOR COMPARISON

TELEPHONE SURVEY 2014



	Not a threat at all	Minor threat	Somewhat serious threat	Very serious threat
Drivers text messaging, e-mailing, or using social media	0.6%	1.4%	9.1%	88.9%
People driving after drinking alcohol	1.4%	2.3%	8.2%	88.1%
Drivers speeding on residential streets	1.1%	3.6%	18.0%	77.3%
People driving one hour after using marijuana	3.5%	8.5%	18.5%	69.4%
Drivers talking on hand-held cell phones	2.2%	7.3%	26.9%	63.6%
Drivers speeding on freeways	3.3%	15.6%	32.0%	49.0%

TABLE C 2: HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO...?

	Com- pletely unaccept- able	Some- what unaccept- able	Neither accept- able nor unaccept- able	Some- what accept- able	Com- pletely accept- able
Drive when they think they may have had too much to drink	94.50%	2.90%	0.60%	1.10%	1.00%
Type text messages or e-mails, or use social media while driving	92.00%	5.00%	0.90%	1.00%	1.20%
Drive through a light that just turned red, when they could have stopped safely	83.80%	11.00%	3.10%	1.20%	0.90%
Drive one hour after using marijuana	76.30%	15.00%	5.70%	2.20%	0.90%
Talk on a hand-held cell phone while driving	71.80%	17.40%	5.80%	3.90%	1.10%
Drive after taking prescription drugs OR over-the-counter drugs that warn against using them and driving	53.40%	27.70%	14.20%	3.80%	0.90%

TABLE C 3: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY...?

You are a much better	You are a somewhat	You drive about the same	You are not as good a
driver	better driver		driver
27.4%	39.9%	31.8%	0.8%

TABLE C 4: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, HOW FAST DO YOU USUALLY DRIVE?

Much faster	Somewhat faster	About the same	Somewhat slower	Much slower
0.5%	11.2%	68.7%	18.5%	1.2%

TABLE C 5: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY...?

You are a much more aggressive driver	You are a some- what more ag- gressive driver	You drive about the same	You are not as aggressive as other drivers	You are not an aggressive driver at all
0.7%	15.7%	25.7%	27.5%	30.3%

TABLE C 6: IN THE PAST 30 DAYS HOW OFTEN HAVE YOU...?

	Never	Rarely	Some- times	Often	Always
Talked on a hand-held cell phone while driving	80.9%	12.5%	5.1%	1.3%	0.2%
Typed or sent a text message or e-mail, or used social media while you were driving	89.0%	7.5%	2.4%	0.8%	0.2%
Driven when you were sleepy	70.7%	18.5%	9.0%	0.9%	0.8%
Driven through a light that had just turned red when you could have stopped safely	78.5%	17.6%	3.6%	0.1%	0.2%
Followed the motor vehicle in front of you too closely	71.0%	20.1%	7.3%	1.4%	0.1%
Weaved in and out of traffic	71.7%	19.5%	7.0%	1.1%	0.7%
Found yourself travelling ABOVE the posted speed limit on a Freeway	22.7%	23.9%	32.7%	13.4%	7.3%
Found yourself travelling ABOVE the posted speed limit on a residential Street	58.5%	28.6%	10.4%	2.0%	0.5%

Q: TA

TABLE C 7:

WHEN YOU FIND YOURSELF FOLLOWING THE MOTOR VEHICLE IN FRONT OF YOU TOO CLOSELY, WHAT IS THE MOST LIKELY REASON FOR FOLLOWING TOO CLOSELY?

Running late/in a hurry	Frustrated the vehicle ahead is not travelling as fast as I would like to	l am an aggressive driver	l am distracted	Other
6.3%	48.1%	0.8%	12.6%	32.2%

TABLE C 8: AS A DRIVER, HOW OFTEN DO YOU COME TO A COMPLETE STOP AT STOP SIGNS?

Hardly ever	Some of the time	Most of the time	All of the time
3.2%	5.1%	34.6%	57.2%

TABLE C 9:
HOW MANY KILOMETRES ABOVE THE POSTED SPEED LIMIT DO YOU,
PERSONALLY, FEEL IT IS OKAY TO DRIVE...?

	0 KM per hour	1-5 KM per hour	6-10 KM per hour	11-15 KM per hour	More than 15 KM per hour
On a freeway	12.1%	26.9%	48.7%	9.2%	3.0%
On a residential street	67.5%	25.9%	5.2%	1.0%	0.3%
Near a school	90.5%	7.7%	1.4%	0.2%	0.1%

TABLE C 10:
ABOUT HOW MUCH WOULD YOU SAY YOU TYPICALLY TRAVEL ABOVE THE POSTED SPEED LIMIT ON A...?

	1-5 KM per hour	6-10 KM per hour	11-15 KM per hour	More than 15 KM per hour
Freeway	40.5%	49.1%	8.1%	2.3%
Residential street	86.8%	12.3%	0.6%	0.3%

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TABLE C 11: THINKING ABOUT WHEN YOU FIND YOURSELF DRIVING ABOVE THE POSTED SPEED LIMIT...WHAT IS THE MOST LIKELY REASON FOR SPEEDING?

It makes my driving experi- ence more pleasant	It will take me to my des- tination quicker	Trying to keep up with traf- fic	Running late/in a hurry	Not paying attention	I feel the speed limit is too low	I feel pressured by other drivers to speed
2.0%	7.7%	41.2%	9.8%	14.4%	13.8%	11.1%

TABLE C 12: IN THE PAST 2 YEARS, HAVE YOU PERSONALLY EXPERIENCED FEELINGS OF 'ROAD RAGE' WHERE YOU ACTED UPON THOSE FEELINGS IN SOME WAY?

Yes	No
14.5%	85.5%

TABLE C 13: IN THE PAST 12 MONTHS, HAVE YOU DRIVEN AFTER HAVING TOO MUCH TO DRINK?

Yes	No	Not applicable(do not drive and/or do not drink
4.1%	93.6%	2.3%

TABLE C 14:
HOW LIKELY IS IT THAT SOMEONE WILL BE STOPPED BY THE POLICE IN YOUR CITY IF THEY ARE DRIVING A MOTOR VEHICLE AFTER DRINKING TOO MUCH?

Not at all likely	2	3	4	Extremely likely
13.9%	21.6%	32.6%	14.3%	17.6%

TABLE C 15:
IN THE PAST 2 YEARS, HOW MANY TICKETS HAVE YOU RECEIVED DIRECTLY FROM POLICE FOR TRAFFIC VIOLATIONS?

No tickets	One	Two	Three	Four
87.0%	10.8%	1.5%	0.4%	0.2%

TABLE C 16:
IN THE PAST 2 YEARS, HOW MANY AUTOMATED ENFORCEMENT VIOLATION TICKETS HAVE YOU RECEIVED?

No tickets	One	Two	Three	Four	Five	Six or more
67.6%	20.9%	7.1%	1.9%	1.1%	0.6%	0.8%

	Strongly oppose	Some- what oppose	Neither oppose nor sup- port	Some- what sup- port	Strongly support
Legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol	16.6%	8.3%	10.8%	15.9%	48.4%
Legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment	20.4%	8.1%	11.2%	15.3%	45.0%
Requiring drivers to submit to tests of physical coordination at the roadside if police suspect they are under the influence of drugs	3.9%	2.7%	5.6%	16.0%	71.9%
Legislation that permits police to suspend the licences of drug impaired drivers at the roadside for at least 3 days	4.5%	2.6%	5.8%	13.1%	74.1%
Having a law making it illegal to drive with more than a certain amount of marijuana in your system	6.5%	1.4%	7.0%	12.3%	72.9%

TABLE C 18: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Photo radar should be used to ticket drivers who are speeding	14.3%	6.0%	18.1%	18.3%	43.2%
Intersection Safety Cameras should be used to ticket drivers who run red lights	4.9%	2.4%	7.6%	20.0%	65.1%
Intersection Safety Cameras should be used to ticket drivers who speed through intersections	6.8%	3.6%	11.4%	18.4%	59.8%
There is not enough traffic enforcement by police in my city	14.7%	10.0%	22.1%	19.4%	33.8%
Traffic safety is a concern in my neighbourhood	21.2%	14.2%	17.8%	13.7%	33.1%

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TABLE C 19: AS A PEDESTRIAN HOW OFTEN DO YOU...?

	Never	Rarely	Some- times	Often	Always
Cross the road when it's a red light for pedestrians	74.1%	17.7%	4.1%	0.7%	3.4%
Begin to cross the street after the countdown timer has begun counting down/red hand showing	44.1%	20.0%	20.7%	11.7%	3.4%
Cross streets at places where pedestrians are not permitted to crossjaywalking	59.6%	21.2%	14.4%	3.4%	1.4%
Avoid certain streets or intersections because you feel they are too dangerous	31.0%	12.0%	24.6%	16.2%	16.2%
Purposely wear reflective clothing	67.6%	12.4%	9.0%	2.8%	8.3%
Make eye contact with drivers before crossing the street	11.7%	6.9%	15.9%	20.7%	44.8%
Make/answer a call with hand- held phone	58.2%	17.1%	13.7%	8.9%	2.1%
Use MP3/iPod/music devices while walking, running	70.3%	4.8%	11.0%	9.0%	4.8%

TABLE C 20: BEFORE TODAY, WERE YOU AWARE OF THE CITY OF EDMONTON OFFICE OF TRAFFIC SAFETY?

Yes	No
44.4%	55.6%

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TABLE C 21:
HOW ACCEPTABLE DO YOU, PERSONALLY, FEEL IT IS FOR A DRIVER TO...?

	Com- pletely unaccept- able	Some- what unaccept- able	Neither accept- able nor unaccept- able	Some- what ac- ceptable	Com- pletely accept- able
Talk on a hand-held cell phone when driving	61.8%	24.2%	5.2%	6.8%	2.0%
Type text messages, emails or use social media when driving	87.4%	8.9%	2.2%	0.9%	0.5%
Drive when they may have had too much to drink	95.6%	2.7%	0.3%	0.1%	1.3%
Drive one hour after using marijuana	65.2%	16.9%	8.5%	6.1%	3.4%

TABLE C 22:
COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE,
GENERALLY, WOULD YOU SAY...?

You are a much	You are a somewhat	You drive about	You are not as
better driver	better driver	the same	good a driver
28.9%	46.3%	24.2%	0.6%

TABLE C 23:
COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE,
HOW FAST DO YOU USUALLY DRIVE?

Much faster	Somewhat faster	About the same	Somewhat slower	Much slower
1.3%	23.4%	54.3%	20.2%	0.8%

TABLE C 24: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, GENERALLY, WOULD YOU SAY...?

You are a much more aggressive driver	You are a some- what more ag- gressive driver	You drive about the same	You are not as aggressive as other drivers	You are not an aggressive driver at all
2.7%	25.2%	23.5%	35.8%	12.9%

TABLE C 25: IN THE PAST 30 DAYS HOW OFTEN HAVE YOU...?

	Never	Rarely	Some- times	Often	Always
Talked on a hand-held cell phone while driving	72.8%	18.7%	6.2%	1.6%	0.7%
Typed or sent a text message or e-mail, or used social media while you were driving	61.3%	25.7%	9.0%	2.8%	1.2%
Followed the motor vehicle in front of you too closely	46.2%	38.8%	12.1%	2.5%	0.4%
Found yourself travelling ABOVE the posted speed limit on a freeway	5.8%	19.4%	27.1%	30.0%	17.8%
Found yourself travelling ABOVE the posted speed limit on a residential street	34.8%	39.1%	19.0%	5.3%	1.8%

TABLE C 26: HOW MANY KILOMETRES ABOVE THE POSTED SPEED LIMIT DO YOU, PERSONALLY, FEEL IT IS OKAY TO DRIVE ON A...?

	0 KM per hour	1-5 KM per hour	6-10 KM per hour	11-15 KM per hour	More than 15 KM per hour
Freeway	8.6%	17.0%	44.8%	20.3%	9.3%
Residential street	53.9%	30.2%	13.8%	1.7%	0.4%

TABLE C 27:
ABOUT HOW MUCH WOULD YOU SAY YOU TYPICALLY TRAVEL ABOVE THE POSTED SPEED LIMIT ON A...?

	0 KM per hour	1-5 KM per hour	6-10 KM per hour	11-15 KM per hour	More than 15 KM per hour
Freeway	2.5%	19.9%	49.5%	21.2%	6.9%
Residential street	10.5%	65.1%	21.0%	3.0%	0.2%

TABLE C 28:
IN THE PAST 2 YEARS, HAVE YOU PERSONALLY EXPERIENCED FEELINGS OF 'ROAD RAGE' WHERE YOU ACTED UPON THOSE FEELINGS IN SOME WAY?

Yes	No
35.8%	64.2%

Q:

TABLE C 29:

IN THE PAST 12 MONTHS, HAVE YOU DRIVEN AFTER HAVING TOO MUCH TO DRINK?

Yes	No	Not applicable (do not drive and/or do not drink)
2.1%	83.4%	14.5%



TABLE C 30:

HOW LIKELY IS IT THAT SOMEONE WILL BE STOPPED BY THE POLICE IN YOUR CITY IF THEY ARE DRIVING A MOTOR VEHICLE AFTER DRINKING TOO MUCH?

Not at all likely	2	3	4	Extremely likely
21.9%	41.6%	21.7%	7.6%	7.1%



TABLE C 31:

IN THE PAST 2 YEARS, HOW MANY TICKETS HAVE YOU RECEIVED DIRECTLY FROM POLICE FOR TRAFFIC VIOLATIONS?

No tickets	One	Two	Three	Four or more
77.4%	15.3%	4.6%	1.3%	1.0%

TABLE C 32: IN THE PAST 2 YEARS, HOW MANY AUTOMATED ENFORCEMENT VIOLATION TICKETS HAVE YOU RECEIVED?

No tickets	One	Two	Three	Four	Five	Six or more
55.6%	26.9%	9.4%	2.6%	2.9%	0.7%	1.9%

TABLE C 33: HOW STRONGLY DO YOU SUPPORT OR OPPOSE...?

	Strongly oppose	Somewhat oppose	Neither oppose nor sup- port	Somewhat support	Strongly support
Legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol	23.3%	14.3%	8.3%	22.5%	31.6%
Legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment	25.4%	15.0%	9.6%	19.7%	27.3%

TABLE C 34: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

	Strongly disagree	2	3	4	Strongly agree
Photo radar should be used to ticket drivers who are speeding	21.9%	10.8%	14.7%	17.7%	34.9%
Intersection Safety Cameras should be used to ticket drivers who run red lights	9.4%	4.6%	10.9%	22.0%	53.2%
Intersection Safety Cameras should be used to ticket drivers who speed through intersections	18.5%	9.7%	16.7%	18.3%	36.8%
Traffic safety is a concern in my neighbourhood	13.8%	17.0%	20.7%	19.7%	28.8%

TABLE C 35: AS A PEDESTRIAN HOW OFTEN DO YOU...?

	Never	Rarely	Some- times	Often	Always
Begin to cross the street after the countdown timer has begun counting down or the red hand is showing	9.8%	27.2%	35.8%	18.3%	8.9%
Cross streets at places where pedestrians are not permitted to cross	24.1%	40.4%	25.7%	7.8%	2.0%
Make/answer a call with a hand- held phone	24.6%	26.2%	28.7%	12.7%	7.8%
Use the roadway after having had too much to drink	62.1%	18.8%	13.3%	3.3%	2.5%
Use the roadway 1 hour after using marijuana	89.9%	4.4%	2.6%	1.3%	1.8%

TABLE C 36: AS A CYCLIST HOW OFTEN DO YOU...?

	Never	Rarely	Some- times	Often	Always
Make/answer a call with a hand- held phone	78.6%	18.6%	2.1%	0.0%	0.7%
Use MP3/IPOD/music devices	69.7%	7.6%	5.5%	11.0%	6.2%
Use the roadway after having had too much to drink	74.5%	17.2%	6.9%	0.7%	0.7%
Use the roadway 1 hour after using marijuana	85.1%	9.9%	3.5%	0.7%	0.7%

TABLE C 37:
BEFORE TODAY, WERE YOU AWARE OF THE CITY OF EDMONTON OFFICE OF TRAFFIC SAFETY?

Yes	No
46.1%	53.9%

