

EDMONTON AND AREA TRAFFIC SAFETY CULTURE SURVEY: SUMMARY OF KEY FINDINGS *2014*

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Introduction

The World Health Organization (WHO) reports that approximately 1.24 million people are killed in traffic collisions around the world each year, while an additional 20 to 50 million are injured (WHO, 2013). Given the massive scale of this global problem, in 2010, the United Nations General Assembly proclaimed 2011-2020 the Decade of Action (WHO, 2013). The goal is to save 5 million lives through improved traffic safety during this decade.

Dr. Ian Johnston, a world renowned Australian traffic safety scholar has referred to traffic deaths and injuries worldwide as an *epidemic*.¹ Yet, as he explains, there has not been a tendency to treat traffic deaths and injuries with the same sense of urgency that we do other types of casualties. Locally in Edmonton, the situation is just as concerning. Over a five year period from 2010 to 2014, there were 124,597 collisions, more than 21,000 people were injured and 122 people were killed on our city streets. In view of this reality it is significant that 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. Our vision for Edmonton is to achieve a goal of zero traffic injuries and fatalities in our city.

Our mission is to:

Reduce the prevalence of fatal, injury, and property damage collisions through the 5 E's of traffic safety (engineering, education, enforcement, evaluation, and engagement) by improving data analysis and business intelligence, speed management, urban traffic safety engineering, road user behaviour, and two way communications (City of Edmonton, 2014).

Road user behaviour is a factor in almost all collisions. Whether a driver is travelling too fast for conditions, a pedestrian is impaired, a motorcyclist is distracted, or a cyclist is not following the rules of the road, collisions are strongly related to road user behaviour. **In order to prevent and reduce collisions, injuries and fatalities, we need to change behaviour, and changing behaviour is about changing culture.**

Culture has been defined as the "beliefs, values, norms, and things people use, which guide their social interactions in everyday life" (Moeckli and Lee, 2007: 62). *Traffic safety* culture informs behaviours that "either increase crash risk (e.g., speeding) or are protective (e.g., wearing seatbelts), as well as behaviors related to acceptance or rejection of traffic safety interventions such as enforcement" (Ward et al., 2010: 4).



¹ Edmonton's 6th Annual International Conference on Urban Traffic Safety, April 2014.

Traffic safety culture is at the very core of the behaviour we need to change to increase safety for all road users. While we have experienced a reduction in injuries and fatalities in Edmonton since the OTS was established, in order to sustain this decreasing trend, a shift in culture is necessary. The goal is to promote a culture where road users have an increased awareness of the consequences of their behaviours for safety, such as distraction, speed or impairment, and are willing to be proactive in their efforts to change those behaviours in the interest of safety for all road users.

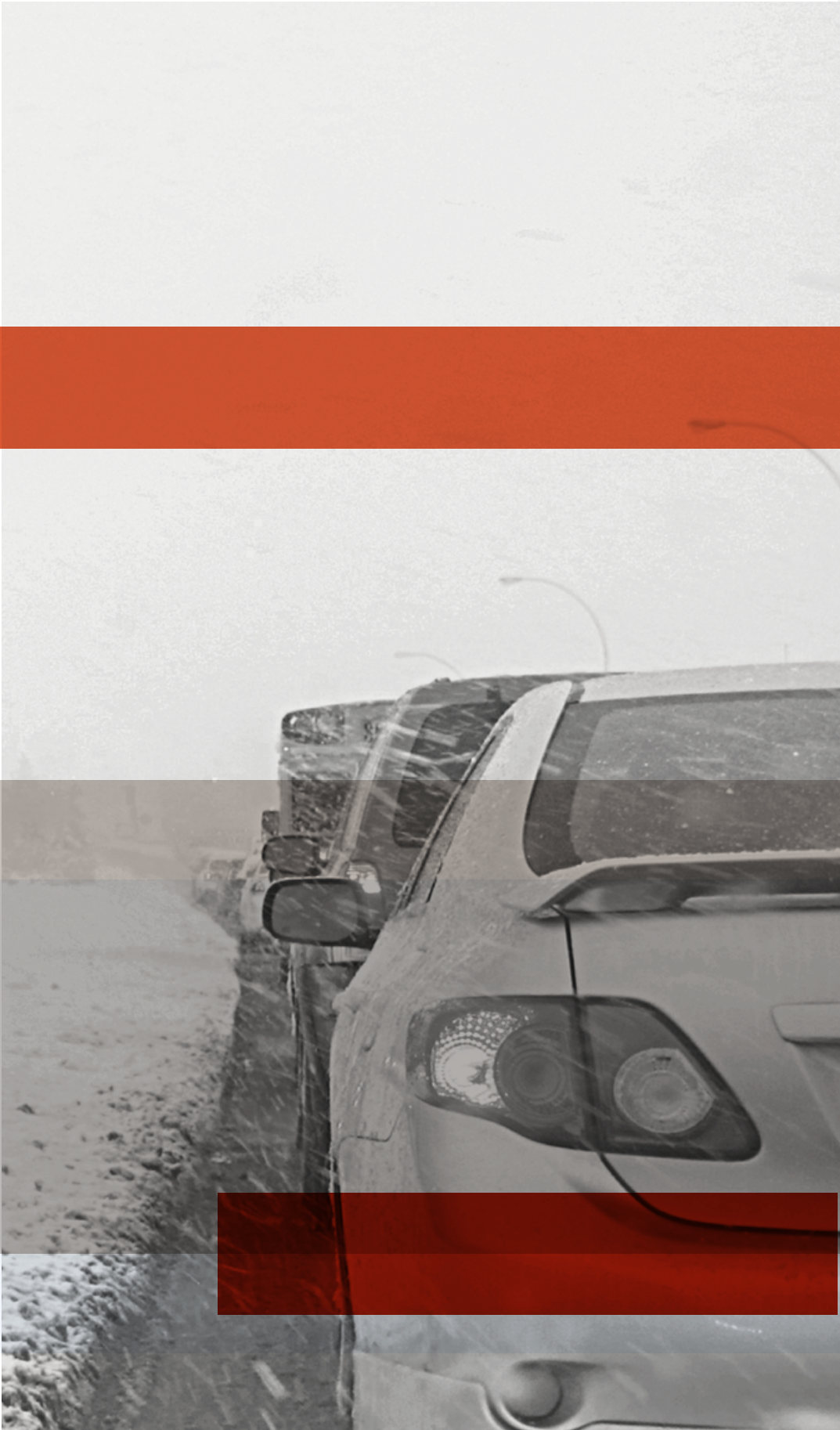
In his keynote speech at *Edmonton's 6th Annual International Conference on Urban Traffic Safety*,² Dr. James Talbot, Chief Medical Officer of Health for the province of Alberta, proposed that to save lives and reduce injuries “we need to change enough hearts and minds to reach a tipping point”. He said that it is about “*Redefining Unacceptable*”. Our vision for the City of Edmonton is to do just that. **We need to build a traffic safety culture where our attitudes and beliefs reflect a shared value of safety, a culture where fatalities and injuries are not an accepted cost of using our roadways.**

Before we can change culture we need to understand the current traffic safety culture landscape in the Edmonton region. For that reason, in 2014, the City of Edmonton Office of Traffic Safety launched the first ever *Edmonton and Area Traffic Safety Culture Survey*. This survey consists of a large scale telephone survey as well as a complimentary online survey component. The purpose of this survey is to collect original data on the attitudes, perceptions and behaviours of road users as they relate to traffic safety. The objective is to acquire an empirically based understanding of traffic safety culture in the Edmonton region. The results of this survey will be 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.

The target population for this survey extends beyond drivers to include all categories of road users—drivers, passengers, pedestrians, cyclists and motorcyclists. This is important because many risk factors such as impairment or distraction are not only relevant for drivers, but for all road users. Moreover, within a growing urban setting, we expect to experience a persistent shift in the distribution of road user types on our roadways, specifically, fewer drivers and more vulnerable road users such as pedestrians and cyclists interacting in this environment. Accordingly, understanding the attitudes, perceptions and behaviours of all road users becomes imperative.

This report presents the key findings from the telephone component of the *2014 Edmonton and Area Traffic Safety Culture Survey*. The results of the telephone survey indicate that traffic safety is a serious concern for the vast majority of road users. They consider a number of road user behaviours such as talking on cell phones, driving after drinking alcohol and drivers speeding on residential streets to be a threat to their personal safety. Nevertheless, many still admit to engaging in these types of behaviours, at least on occasion. What is more, **the majority of survey respondents believe they are better drivers than most. This begs the question, if we are all good drivers, why do we continue to experience collisions, injuries and fatalities? This report puts the spotlight on the need for all road users to share in the responsibility for improving traffic safety on our roadways.**

² Ibid.



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.³ 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 proficient expertise in survey design and 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 study.

The PRL aimed to survey 1,000 residents from a sample stratified by gender and community. Only one eligible adult per household was selected as a potential respondent. 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 five areas: 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). Given that many road users commute to the City of Edmonton from other communities in the region and vice versa, a sample of the population from each of these four communities was included in the survey to capture a segment of that commuting population. This is important because traffic safety in Edmonton is impacted by all those who use our roadways, not just those who live within city boundaries.

**TABLE 1:
GENDER OF
RESPONDENT
BY COMMUNITY**

Gender of Respondent	Edmonton	St. Albert	Leduc	Spruce Grove	Sherwood Park	Total
Male	303	52	49	50	50	504
Female	302	52	51	51	52	508
Total Sample	605	104	100	101	102	1,012

The sampling design consisted of the PRL contacting potential respondents by telephone using random digit dialing (RDD) sampling techniques. RDD helps to ensure that households in the region have an equal chance to participate in the study regardless of whether or not their telephone number is listed. Respondents were interviewed using the Computer Assisted Telephone Interviewing facilities at the PRL at the University of Alberta.

The survey instrument was developed by the City of Edmonton Office of Traffic Safety in consultation with the PRL staff and Dr. Jana Grekul, who worked with the OTS to refine the questionnaire.⁴ The questionnaire was pre-tested in the City of Edmonton June 9-10, 2014, and administered in all 5 communities from June 24, 2014 to July 14, 2014. The average length of each interview after screening was 23 minutes. A maximum of 6 call-back attempts were made before declaring a telephone number as “no contact.” The estimated sampling error at the 95% confidence level for this sample is less than three percent and the response rate for this survey was 24%.

The final data contained 1,012 completed telephone interviews. Table 1 presents the number of respondents by gender and community.

This report summarizes the key findings of the survey.

³ The Population Research Laboratory was also contracted to administer a public online survey to be run concurrently with the telephone survey. The results of the online survey are detailed in a separate report.

⁴ A number of questions in this survey are modelled after questions included in the 2013 *Traffic Safety Culture Index* survey instrument developed by the AAA Foundation for Traffic Safety.

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Summary of Key Findings: Road User Perceptions and Behaviours



These first questions explore road users' perceptions of their behaviour and the behaviour of other road users. Respondents were also asked to report on their own behaviours and experiences.

WHAT THREATENS YOUR PERSONAL SAFETY?

6

TABLE 2: HOW MUCH OF A THREAT TO YOUR PERSONAL SAFETY ARE...?

	Not a threat at all	Minor threat	Somewhat serious threat	Very serious threat
Drivers talking on hand-held cell phones	2.2%	7.3%	26.9%	63.6%
Drivers talking on hands-free cell phones	17.7%	39.2%	24.8%	18.3%
Drivers text messaging, e-mailing, or using social media	.6%	1.4%	9.1%	88.9%
People driving after drinking alcohol	1.4%	2.3%	8.2%	88.1%
People driving one hour after using marijuana	3.5%	8.5%	18.5%	69.4%
Drivers speeding on freeways	3.3%	15.6%	32.0%	49.0%
Drivers speeding on residential streets	1.1%	3.6%	18.0%	77.3%

Distracted Driving

Table 2 reveals that 88.9% of respondents consider drivers text messaging, e-mailing, or using social media to be a very serious threat to their personal safety. Almost two-thirds (63.6%) say that drivers talking on hand-held cell phones is a very serious threat. Comparatively, 18.3% view drivers talking on hands-free cell phones as a very serious threat; 17.7% did not consider the use of hands-free cell phones to be a threat to their personal safety at all.

Alcohol, Drugs and Driving

The vast majority of respondents, 88.1%, consider drivers driving after drinking alcohol to be a very serious threat; however, fewer (69.4%) perceive the same level of threat related to drivers using marijuana.

Speed

More than three-quarters (77.3%) of respondents perceive drivers speeding on residential streets to be a very serious threat to their personal safety; about half (49%) feel the same about speeding on freeways.

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

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

	Completely unacceptable	Somewhat unacceptable	Neither acceptable nor unacceptable	Somewhat acceptable	Completely acceptable
Talk on a hand-held cell phone while driving	71.8%	17.4%	5.8%	3.9%	1.1%
Talk on a hands-free cell phone while driving	22.2%	26.5%	19.8%	20.4%	11.1%
Type text messages or e-mails, or use social media while driving	92.0%	5.0%	.9%	1.0%	1.2%
Drive without wearing their seatbelt	67.5%	13.8%	12.7%	3.2%	2.9%
Drive through a light that just turned red, when they could have stopped safely	83.8%	11.0%	3.1%	1.2%	.9%
Drive when they think they may have had too much to drink	94.5%	2.9%	.6%	1.1%	1.0%
Drive one hour after using marijuana	76.3%	15.0%	5.7%	2.2%	.9%
Drive after using both marijuana and alcohol	96.9%	1.8%	.1%	.5%	.7%
Drive after taking prescription drugs OR over-the-counter drugs that warn against using them and driving	53.4%	27.7%	14.2%	3.8%	.9%

Table 3 points to the fact that the majority of respondents regard many of the same behaviours they see as a very serious personal threat to be unacceptable including drivers driving when they think they may have had too much to drink (94.5%) and typing text messages or e-mails, or using social media while driving (92%). Respondents report that driving after using both marijuana

and alcohol is the most unacceptable of the road user behaviours considered (96.9%), while the most acceptable is drivers talking on a hands-free cell phone while driving: close to one-third (31.5%) of respondents felt that this behaviour is completely or somewhat acceptable.

HOW DO YOU DRIVE?

Are You a Good Driver?

TABLE 4:
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
	All Drivers	27.4%	39.9%	31.8%	.8%
Age Group	18-24	25.0%	45.8%	20.8%	8.3%
	25-34	35.4%	50.8%	13.8%	
	35-44	24.8%	44.5%	30.7%	
	45-54	29.1%	41.9%	29.1%	
	55-64	29.4%	40.7%	28.9%	1.0%
	65-74	25.8%	33.8%	39.7%	.7%
	75-84	16.4%	26.9%	53.7%	3.0%
	85+	36.4%	18.2%	45.5%	
Gender	Male	33.6%	38.4%	27.6%	.5%
	Female	20.9%	41.5%	36.4%	1.2%

Not unlike what has been found in other surveys, Table 4 shows that **more than two-thirds of respondents (67.3%) perceive themselves to be a much better or somewhat better driver than their fellow motorists.** Males are more likely than females to see themselves as much better or somewhat better drivers (72% compared to 62.4% respectively) and drivers aged 25-34 are the most likely to view themselves in this regard (86.2%). Overall, less than 1% of respondents perceive themselves to be not as good a driver as others.



9 *TABLE 5: COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, WHEN DRIVING ON SNOWY/ICY ROADS 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
	All Drivers	33.0%	39.2%	24.8%	3.0%
Age Group	18-24	31.8%	36.4%	22.7%	9.1%
	25-34	23.4%	51.6%	21.9%	3.1%
	35-44	33.8%	36.1%	29.3%	.8%
	45-54	36.0%	43.0%	19.8%	1.2%
	55-64	37.6%	38.6%	20.8%	3.0%
	65-74	32.2%	36.2%	28.9%	2.7%
	75-84	22.1%	30.9%	36.8%	10.3%
	85+	10.0%	50.0%	30.0%	10.0%
Gender	Male	45.6%	36.3%	17.2%	0.9%
	Female	19.5%	42.3%	33.0%	5.3%

Turning to driving on snowy and icy roads, Table 5 shows that an even greater percentage of drivers (72.2%), perceived themselves to be much better or somewhat better drivers than other motorists driving in these conditions. Males are especially confident with 81.9% indicating they are a much

better or somewhat better driver in poor winter conditions, compared to 61.8% of females. With regard to age, drivers 75 years of age and older were less likely to see themselves as much better drivers on snowy and icy roads.

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

How Often Do You...?

	Never	Rarely	Sometimes	Often	Always
Read a text message or e-mail while you were driving	80.8%	12.1%	4.5%	2.2%	0.4%
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%
Talked on a hand-held cell phone while driving	80.9%	12.5%	5.1%	1.3%	0.2%
Talked on a hands-free cell phone while driving	58.4%	11.7%	18.7%	6.3%	5.0%
Driven a motor vehicle without wearing a seatbelt	91.5%	4.5%	1.9%	0.7%	1.3%
Been a passenger in a motor vehicle without wearing your seatbelt	92.3%	4.1%	1.9%	0.7%	0.9%
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%
Failed to yield to a pedestrian who had the right of way	80.7%	16.7%	1.5%	0.1%	0.9%
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%

While the majority of respondents report a number of road user behaviours to be unacceptable and a threat to their personal safety, as Table 6 shows, respondents still

engage in these behaviours, at least on occasion. When asked about the past 30 days, even if rarely, 41.7% have talked on a hands-free cell phone while driving; a smaller percentage of

respondents (31.5%) feel this behaviour is somewhat or completely acceptable (Table 3). Similarly, more than 20% have driven through a red light, compared to the 2.1% who feel this is somewhat or completely acceptable behaviour (Table 3).

Another gap is observed between the nearly 20% who admit to talking on a hand-held phone while driving, and the 11% who report sending a text or email while driving, compared to the percentage of respondents that consider these behaviours to be a somewhat or very serious threat to their personal safety (90.5% and 98% respectively) (Table 2).

In addition to these gaps between attitudes and behaviour, close to 30% of respondents report they have driven while sleepy, followed the vehicle in front of them too closely or weaved in and out of traffic, while about 20% of respondents report that they failed to yield to a pedestrian. On a more positive note, Table 6 suggests that most respondents usually wear their seatbelt, whether as a driver or a passenger.

Following Too Closely/Tailgating

TABLE 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 traveling as fast as I would like to	I am an aggressive driver	I am distracted	Other
	All Drivers	6.3%	48.1%	0.8%	12.6%	32.2%
Age Group	25-34	4.2%	58.3%	4.2%	4.2%	29.2%
	35-44	6.4%	53.2%		10.6%	29.8%
	45-54	5.1%	59.3%		8.5%	27.1%
	55-64	8.2%	36.7%	2.0%	16.3%	36.7%
	65-74	10.0%	40.0%		16.7%	33.3%
	75-84		41.7%		33.3%	25.0%
Gender	Male	3.4%	42.8%	1.4%	15.2%	37.2%
	Female	10.6%	56.4%		8.5%	24.5%

When asked about following too closely, or tailgating, Table 7 illustrates that of those who engaged in this behaviour, the most commonly reported reason was feeling frustrated that the vehicle ahead was not traveling as fast as they would like (48.1%). Females are slightly more likely to feel this way as compared to males (56.4% compared to 42.8% respectively).

Females were also more likely than males to cite running late or being in a hurry as their reason for following too close (10.6% compared to 3.4% respectively). Distraction was another reason for following too close but in this case males were more likely to point to this cause (15.2%) than females (8.5%).



11 Close to one-third (32.2%) of those respondents who reported following too closely provided a range of ‘Other’ responses regarding their reasons for engaging in this behaviour (some of which are similar to the reasons already given). The most common ‘Other’ reason was congestion (22.7%), followed by slow drivers (17.3%). Being cut-off in traffic (9.3%), being distracted or not paying attention (8%) and drivers in front slowing down suddenly (6.7%) were among other reasons provided. Below are some examples of what respondents had to say:

“Usually, it is because it is crowded and there is heavy traffic. There are lines and lines of traffic during rush hours. Nowadays, heavy traffic usually happens all day long.”

“I want drivers to keep the pace of driving and not drive too slow.”

“Being cut off. I always try to leave a gap in between myself and the car in front of me but people often cut in front of me, and I am constantly having to back off.”

“I wasn’t paying close enough attention.”

“The person in front of me slows down suddenly and I find myself too close to them so I back off.”

These results suggest that following too closely, or tailgating, is not a simple behaviour to explain. There are numerous underlying reasons for why this behaviour occurs.

Stopping at Stop Signs

TABLE 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
	All Drivers	3.2%	5.1%	34.6%	57.2%
Age Group	18-24	8.3%		45.8%	45.8%
	25-34	4.6%	1.5%	43.1%	50.8%
	35-44	1.5%	6.6%	34.3%	57.7%
	45-54	4.0%	6.9%	39.7%	49.4%
	55-64	3.4%	4.9%	34.3%	57.4%
	65-74	2.0%	6.5%	29.4%	62.1%
	75-84	2.9%		26.1%	71.0%
	85+	9.1%		9.1%	81.8%
Gender	Male	4.4%	6.2%	36.1%	53.3%
	Female	1.9%	3.9%	32.9%	61.3%

Table 8 reveals that 57.2% of respondents reported that they always come to a complete stop at stop signs while 34.6% said that they come to a complete stop most of the time. Males (53.3%) were less likely than females (61.3%) to

say they come to a complete stop at a stop sign all of the time, while older drivers were more likely than younger drivers to say they come to a complete stop at a stop sign all of the time.

Speed

FIGURE 1: HOW MANY KILOMETERS ABOVE THE POSTED SPEED LIMIT DO YOU, PERSONALLY, FEEL IT IS OKAY TO DRIVE...?

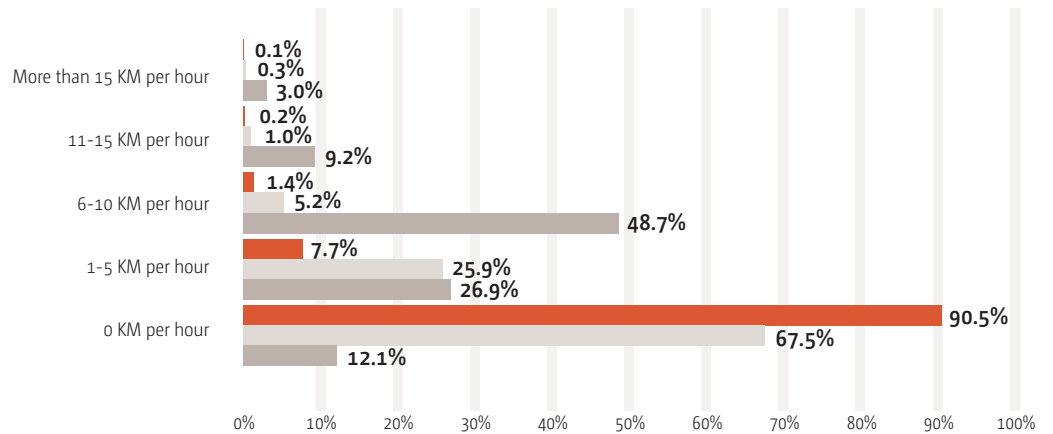
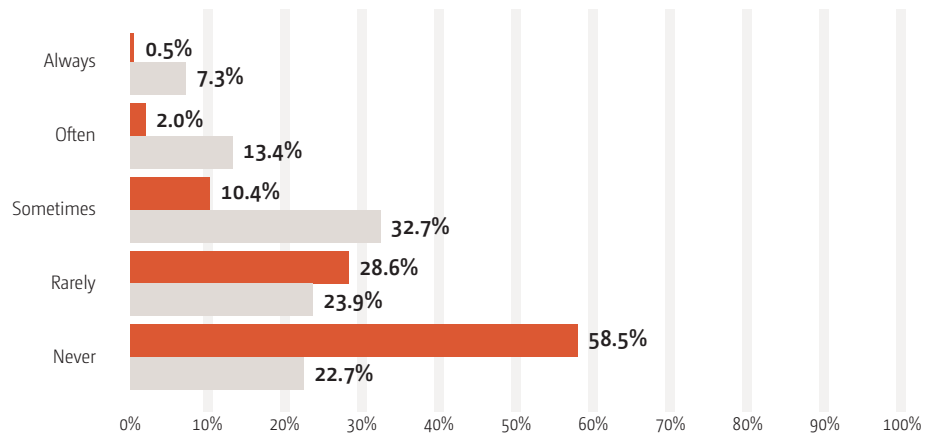


Figure 1 clearly illustrates that respondents' perceptions as to when speeding is okay and by how much varies depending on the context. The vast majority of respondents (90.5%) feel that it is not okay to speed by a school, 67.5% had the same response when asked about residential streets. In contrast, almost half of respondents

(48.7%) felt that it is acceptable to travel 6-10 KM per hour over the speed limit on a freeway. Just over 9% of respondents reported that it is okay to travel 11-15 KM per hour over the speed limit on a freeway, while a small group (3%) felt that 15 KM per hour over or more was acceptable.

FIGURE 2: IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU FOUND YOURSELF TRAVELLING ABOVE THE POSTED SPEED LIMIT ON A...?⁵

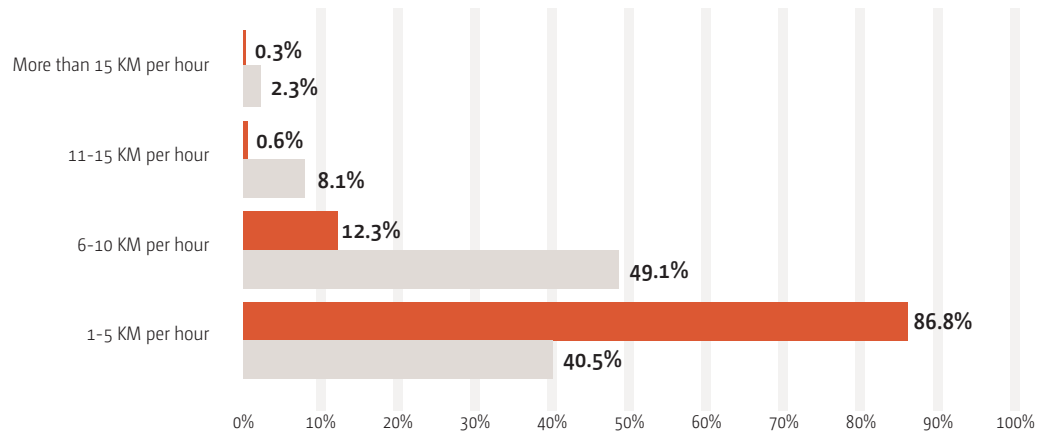


When asked about their own speeding behaviour, Figure 2 shows that drivers are much less likely to report speeding on a residential street as compared to a freeway. Almost 60% said that in the past 30 days they have never travelled above the posted speed limit on a residential street.

Comparatively, 22.7% said they had not travelled above the posted speed limit on a freeway during the past 30 days.

⁵ Given that the majority of respondents do not feel that it is acceptable to speed by a school, 'near a school' was excluded from this question.

**FIGURE 3:
ABOUT HOW MUCH WOULD YOU SAY YOU TYPICALLY TRAVEL ABOVE THE POSTED SPEED LIMIT ON ...?**



Residential Street
On a Freeway

Figure 3 shows that for those drivers who report travelling above the posted speed limit on a residential street, the majority, nearly 87%, said they typically travelled between 1 and 5 KM per hour over, while 12.3% reported travelling 6-10 KM per hour over the speed limit. In contrast, almost 50% of drivers who reported speeding on

a freeway said they typically travel 6-10 KM per hour over the speed limit. Just over 10% said they travel 11 KM or more per hour over the speed limit on a freeway, while less than 1% said the same about residential streets.

**TABLE 9:
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
	All Drivers	.5%	11.2%	68.7%	18.5%	1.2%
Age Group	18-24		45.8%	45.8%	8.3%	
	25-34		16.9%	58.5%	23.1%	1.5%
	35-44	.7%	10.2%	72.3%	15.3%	1.5%
	45-54		11.0%	68.2%	19.7%	1.2%
	55-64	.5%	12.4%	70.3%	16.3%	.5%
	65-74	1.3%	6.6%	72.4%	17.8%	2.0%
	75-84		4.4%	69.1%	25.0%	1.5%
	85+			81.8%	18.2%	
Gender	Male	.9%	15.7%	64.0%	18.5%	.9%
	Female	.0%	6.3%	73.7%	18.5%	1.5%

When asked about how fast they drive, Table 9 shows that more than two-thirds of drivers (68.7%) say they drive about the same as most other drivers on the road. Just over 11% report driving somewhat faster and less than 1% report driving much faster than most drivers on the road. At the opposite end of the spectrum, 18.5% of drivers report driving somewhat slower than most

other drivers, while 1.2% said they drive *much* slower than most.

Overall, males were more likely than females to report that they tend to drive somewhat or much faster than others (16.6% compared to 6.3% respectively). The same was true for younger drivers, particularly those aged 18-24; 45.8% say they drive somewhat faster than others.

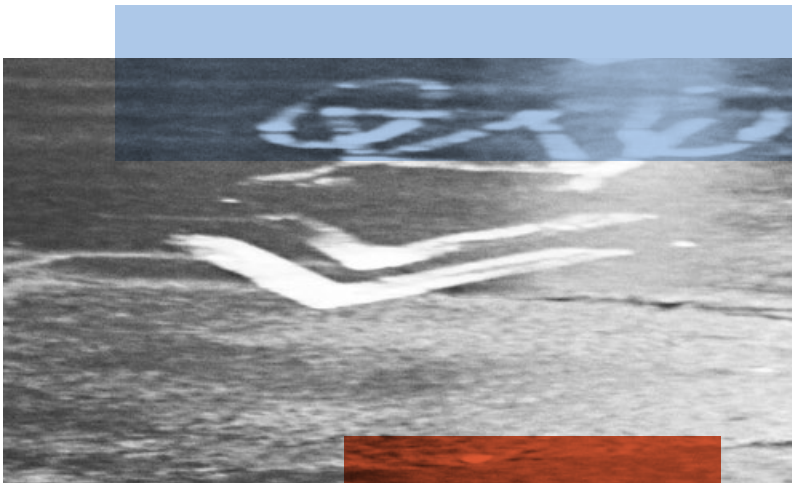
**TABLE 10:
THINKING
ABOUT WHEN
YOU FIND
YOURSELF
DRIVING ABOVE
THE POSTED
SPEED LIMIT...
WHAT IS THE
MOST LIKELY
REASON FOR
SPEEDING?**

		It makes my driving experience more pleasant	It will take me to my destination quicker	Trying to keep up with traffic	Running late/in a hurry	Not paying attention	I feel the speed limit is too low	I feel pressured by other drivers to speed
	All Drivers	2.0%	7.7%	41.2%	9.8%	14.4%	13.8%	11.1%
Age Group	18-24		12.5%	29.2%	16.7%	4.2%	25.0%	12.5%
	25-34		10.9%	30.9%	9.1%	10.9%	21.8%	16.4%
	35-44	1.8%	10.5%	40.4%	13.2%	13.2%	10.5%	10.5%
	45-54	1.4%	8.3%	40.7%	13.8%	10.3%	14.5%	11.0%
	55-64	1.9%	6.3%	41.5%	6.9%	18.2%	13.8%	11.3%
	65-74	5.0%	4.0%	46.0%	7.0%	16.0%	13.0%	9.0%
	75-84	2.3%	4.7%	48.8%	4.7%	25.6%	9.3%	4.7%
	85+			50.0%		25.0%		25.0%
Gender	Male	2.3%	8.5%	43.2%	6.0%	11.6%	17.9%	10.5%
	Female	1.7%	6.7%	38.8%	14.4%	17.7%	9.0%	11.7%

When asked about why they travel above the posted speed limit, as presented in Table 10, the most common response was trying to keep up with traffic (41.2%).

Other reasons were they are not paying attention (14.4%), they feel the speed limit is too low (13.8%), or they feel pressured by other drivers (11.1%) to speed.

Males were more likely than females to report that they feel the speed limit is too low (17.9% compared to 9%), while females are more likely to report their reason for speeding as not paying attention (17.7%) or running late/in a hurry (14.4%). Notably, running late was also a common reason cited by females for following too close.



15 Road Rage and Aggressive Driving

FIGURE 4:
IN THE PAST 2 YEARS, HAVE YOU PERSONALLY EXPERIENCED FEELINGS OF 'ROAD RAGE' WHERE YOU ACTED UPON THOSE FEELINGS IN SOME WAY?

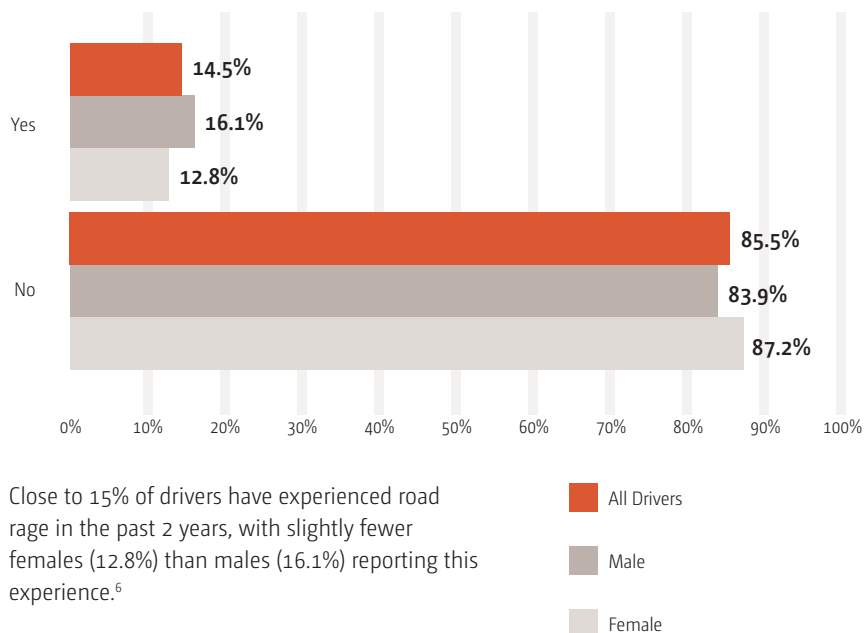
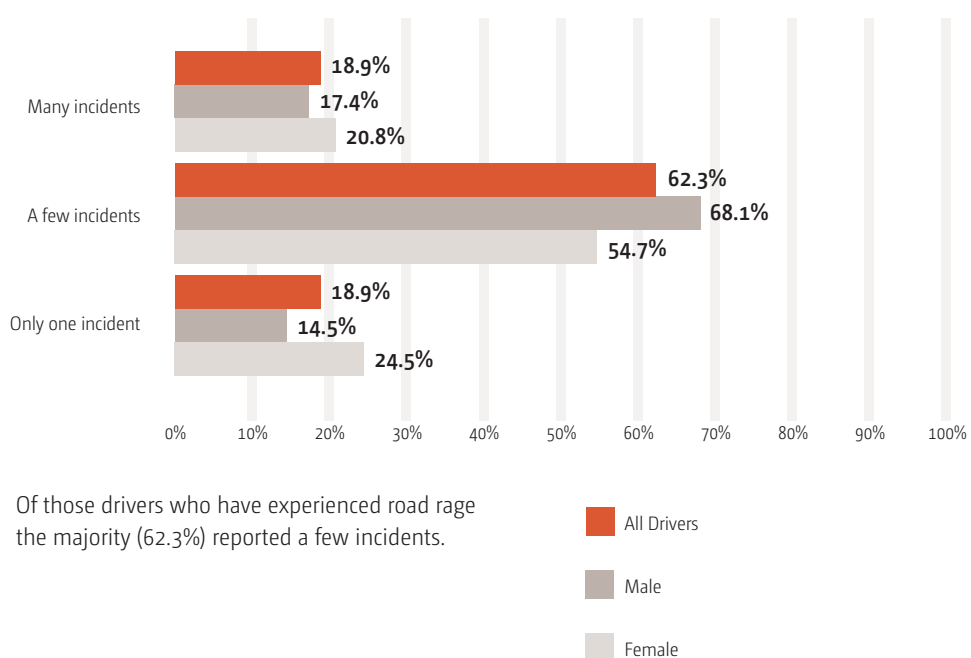


FIGURE 5:
HOW MANY SUCH INCIDENTS OF ROAD RAGE WOULD YOU SAY YOU HAVE EXPERIENCED IN THE PAST 2 YEARS?



⁶ If asked, the interviewer defined road rage for the respondent as follows: "road rage is aggressive or angry behaviour by a driver. Such behaviour might include rude gestures, verbal insults, deliberately driving in an unsafe or threatening manner, or making threats".



17 *TABLE 11: 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 somewhat more aggressive driver	You drive about the same	You are not as aggressive as other drivers	You are not an aggressive driver at all
	All Drivers	.7%	15.7%	25.7%	27.5%	30.3%
Age Group	18-24	4.2%	29.2%	29.2%	20.8%	16.7%
	25-34		20.0%	27.7%	26.2%	26.2%
	35-44	1.5%	20.4%	28.5%	24.8%	24.8%
	45-54	.6%	19.7%	26.0%	28.9%	24.9%
	55-64		15.2%	26.5%	28.4%	29.9%
	65-74	1.3%	10.5%	24.2%	26.1%	37.9%
	75-84		4.3%	17.4%	34.8%	43.5%
	85+			27.3%	18.2%	54.5%
Gender	Male	1.1%	17.9%	30.1%	25.5%	25.3%
	Female	0.2%	13.3%	21.1%	29.6%	35.7%

When it comes to aggressive driving, Table 11 reveals that just over 30% of respondents reported that they are not at all aggressive when it comes to driving while less than 1% perceived themselves to be much more aggressive than other drivers. Males were more likely than females to report driving somewhat or much more

aggressively (19.0% compared to 13.5% respectively), while females were more likely than males to report they are not aggressive at all or not as aggressive as others (65.3% of females compared to 50.8% of males). Overall, older drivers tend to report being less aggressive when compared to younger drivers.

Alcohol, Drugs and Driving

These next questions looked at respondents’ perceptions and experiences related to the use of alcohol or drugs and driving.

FIGURE 6: IN THE PAST 12 MONTHS, HAVE YOU DRIVEN AFTER HAVING TOO MUCH TO DRINK?

- Not applicable (do not drive and/or do not drink)
- Yes
- No

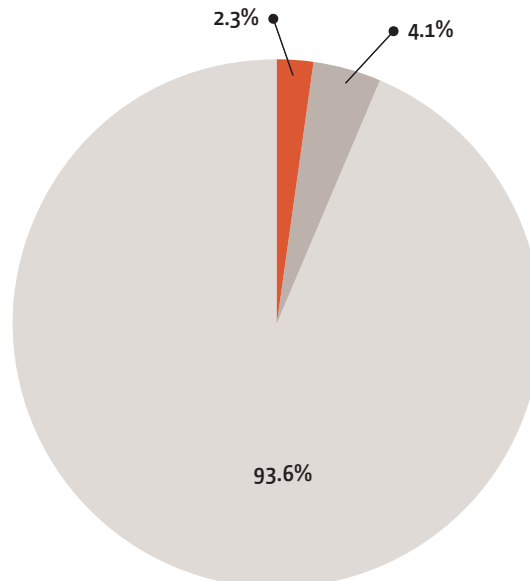
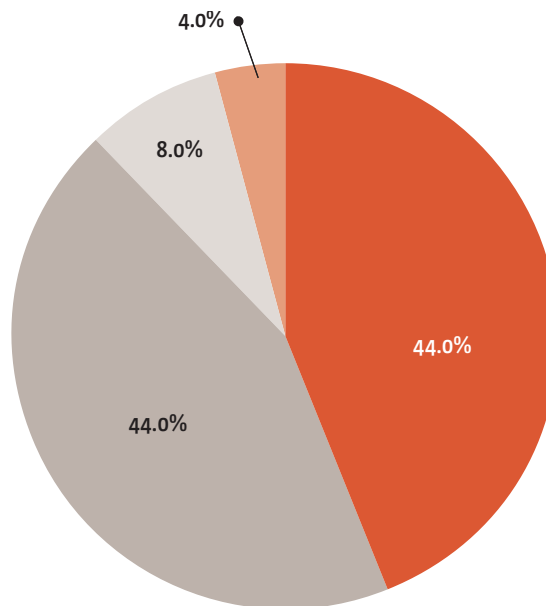


Figure 6 shows that very few respondents (4.1%) reported driving after having too much to drink in the past 12 months.

FIGURE 7: IN THE PAST 12 MONTHS HOW OFTEN HAVE YOU DRIVEN AFTER HAVING TOO MUCH TO DRINK?

- Just once
- Rarely
- Fairly often
- Regularly



Of those who reported driving after having had too much to drink, 88% said they did so just once or rarely, while only a few respondents said they engaged in this behaviour fairly often or regularly.

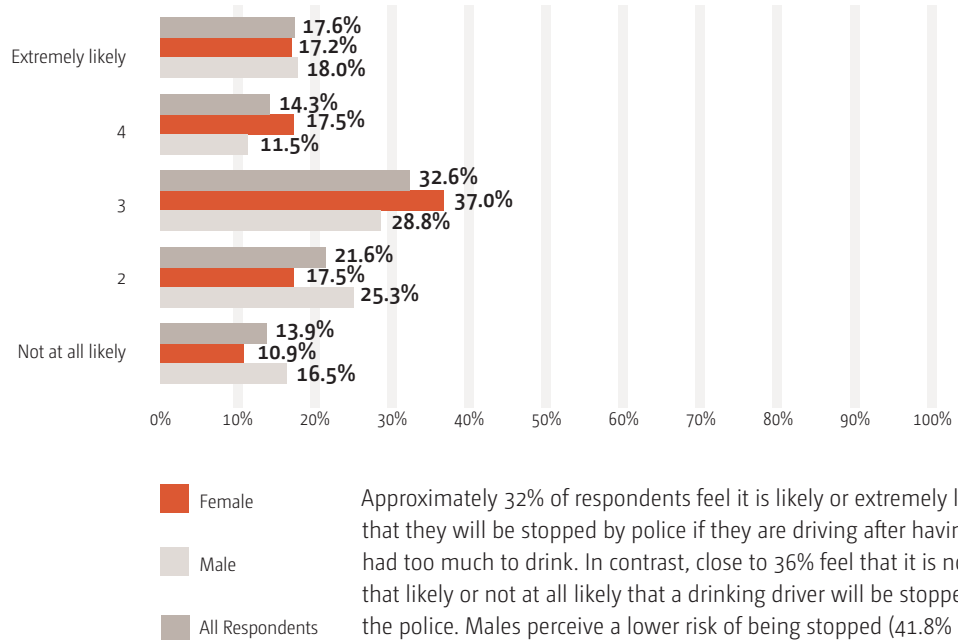
TABLE 12: IF YOU HAD BEEN OUT DRINKING AND FELT THAT YOU WERE NEAR YOUR DRINKING LIMIT, WHICH OF THE FOLLOWING WOULD YOU MOST LIKELY DO?

		Call a friend or family member	Call a cab	Drive anyway	Let someone else drive	Wait	Something else	Not applicable (do not drink)
	All Drivers	19.9%	26.0%	1.1%	21.2%	4.2%	3.0%	24.7%
Age Group	18-24	50.0%	16.7%		12.5%		8.3%	12.5%
	25-34	26.2%	38.5%		18.5%	4.6%	4.6%	7.7%
	35-44	18.2%	29.9%		18.2%	6.6%	4.4%	22.6%
	45-54	23.1%	28.9%	1.7%	24.9%	4.6%	4.6%	12.1%
	55-64	20.2%	26.6%	2.0%	22.2%	3.4%	0.5%	25.1%
	65-74	18.5%	20.5%	0.7%	22.5%	2.6%	2.0%	33.1%
	75-84	5.8%	11.6%		21.7%	5.8%	2.9%	52.2%
	85+		10.0%	10.0%	10.0%			70.0%
Gender	Male	20.2%	25.3%	1.6%	23.2%	5.8%	3.5%	20.4%
	Female	19.7%	26.7%	0.5%	19.2%	2.4%	2.4%	29.1%

When respondents were asked what they would do if they had been drinking and felt they shouldn't drive, the most common expected action was that they would call a cab (26%) followed by letting someone else drive (21.2%), or calling a family member (19.9%). A

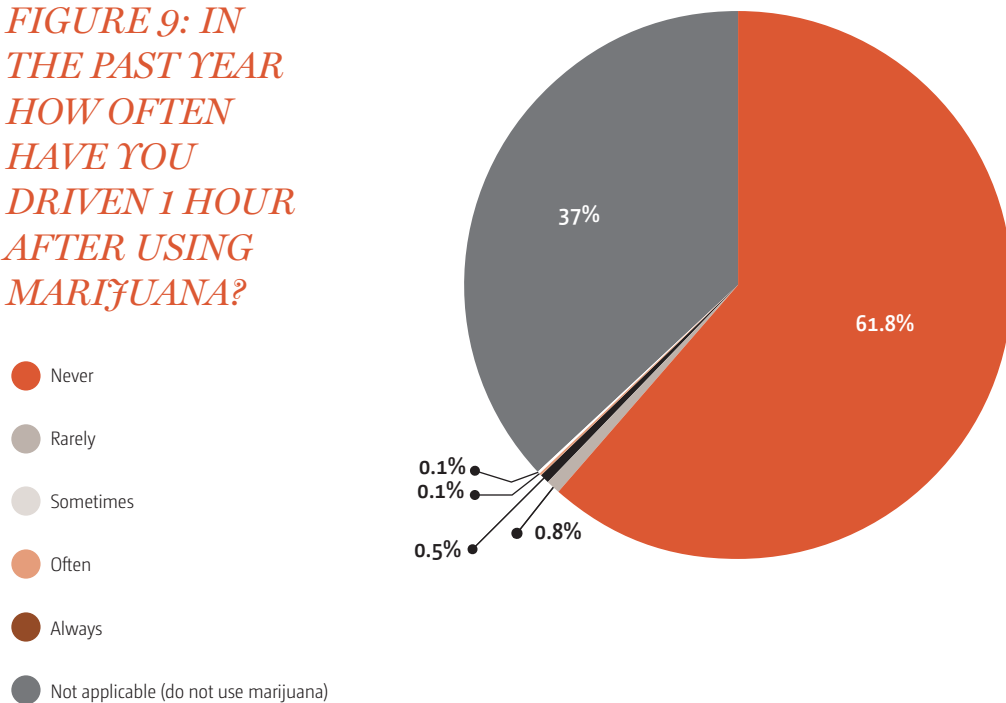
very small percentage said they would drive anyway (1.1%) and they were more likely to be male (1.6%) than female (0.5%). Females were also more likely than males to report that they do not drink (29.1% compared to 20.4% respectively).

19 *FIGURE 8: 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?*



Approximately 32% of respondents feel it is likely or extremely likely that they will be stopped by police if they are driving after having had too much to drink. In contrast, close to 36% feel that it is not that likely or not at all likely that a drinking driver will be stopped by the police. Males perceive a lower risk of being stopped (41.8% not at all likely or not that likely) than females (28.4% not at all likely or not that likely).

FIGURE 9: IN THE PAST YEAR HOW OFTEN HAVE YOU DRIVEN 1 HOUR AFTER USING MARIJUANA?



As illustrated in Figure 9, only a very few respondents report having driven within 1 hour of using marijuana in the past year. Respondents were also asked about their use of marijuana and alcohol together, however, as expected based on the results for marijuana use alone, the vast majority (97.4%) also reported not having driven after using both alcohol and marijuana together during the past year.

FIGURE 10:
IN THE PAST YEAR HOW OFTEN HAVE YOU DRIVEN AFTER USING PRESCRIPTION DRUGS OR OVER-THE-COUNTER DRUGS...?

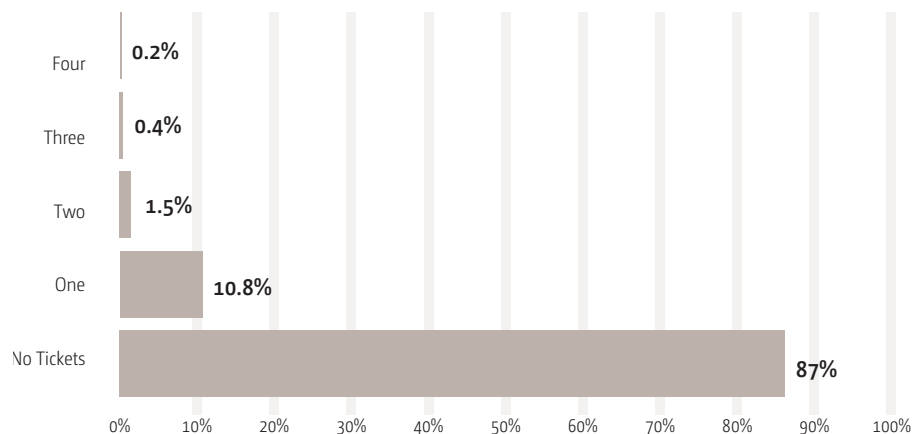


Figure 10 shows that compared to alcohol or marijuana, more respondents, just over 15%, report driving after using prescription or over-the-counter drugs during the past year, even if rarely.

Tickets and Collisions

Respondents were asked to report on traffic tickets they received from police or automated enforcement, and their collision involvement, during the past 2 years.

FIGURE 11: IN THE PAST 2 YEARS, HOW MANY TICKETS HAVE YOU RECEIVED DIRECTLY FROM POLICE FOR TRAFFIC VIOLATIONS?

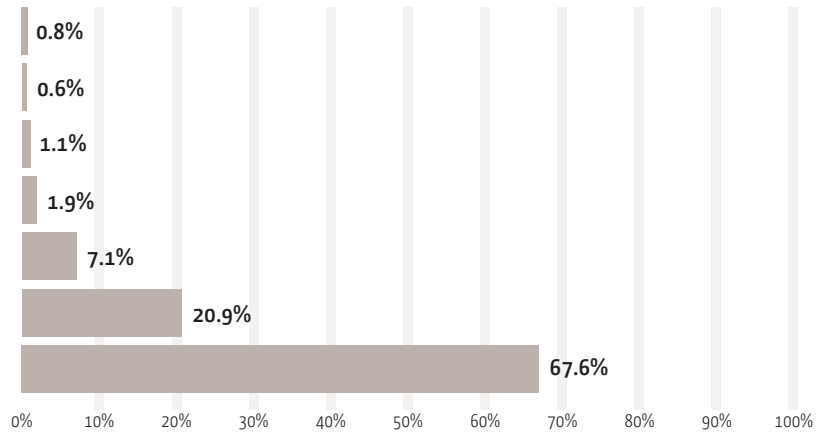


The majority of drivers (87%) said they had not received a traffic violation ticket directly from police during the past 2 years. Close to 11% received one ticket. A small percentage of respondents received 2 or more tickets (maximum of 4) during the past 2 years.

7 It is possible that some respondents interpreted this question to include photo radar tickets if they believe that photo radar is operated by police. This must be taken into consideration when interpreting these results.

- 7 Automated enforcement tickets include photo radar tickets and tickets for speed or red light running from an Intersection Safety Device.
- 9 The maximum number of tickets reported in the 2 year period of reference was 12.

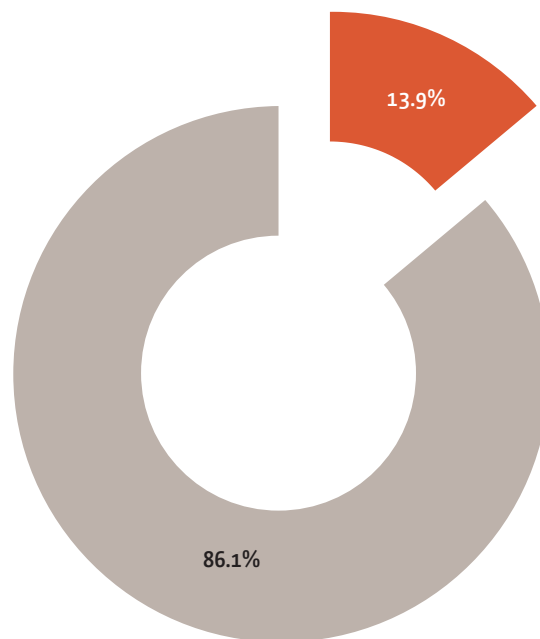
21 *FIGURE 12: IN THE PAST 2 YEARS, HOW MANY AUTOMATED ENFORCEMENT VIOLATION TICKETS HAVE YOU RECEIVED?*



Slightly more than two-thirds (67.6%) of respondents reported that they had not received an automated enforcement ticket during the past 2 years.⁸ The majority of respondents that did receive a ticket received just one (20.9%). Less than 1% received 6 or more tickets during the past 2 years.⁹

FIGURE 13: IN THE PAST 2 YEARS HAVE YOU BEEN INVOLVED IN A COLLISION, WHETHER AT FAULT OR NOT?

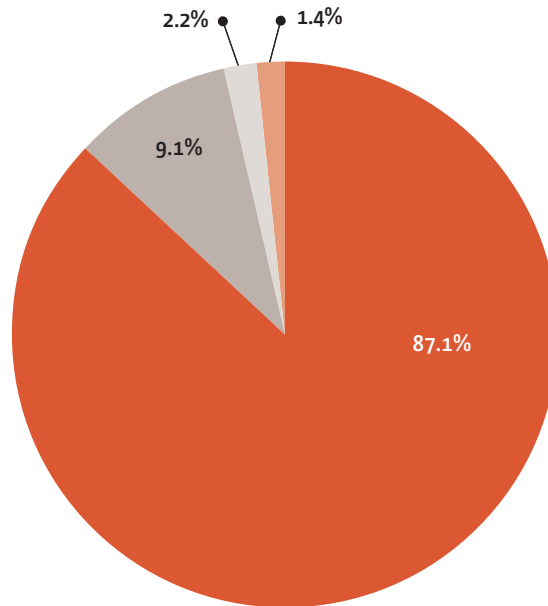
- Yes
- No



As illustrated in Figure 13, almost 14% of respondents reported having been involved in a collision during the past 2 years.

FIGURE 14:
THINKING ABOUT THE MOST RECENT COLLISION YOU WERE IN, WAS IT ASA...?

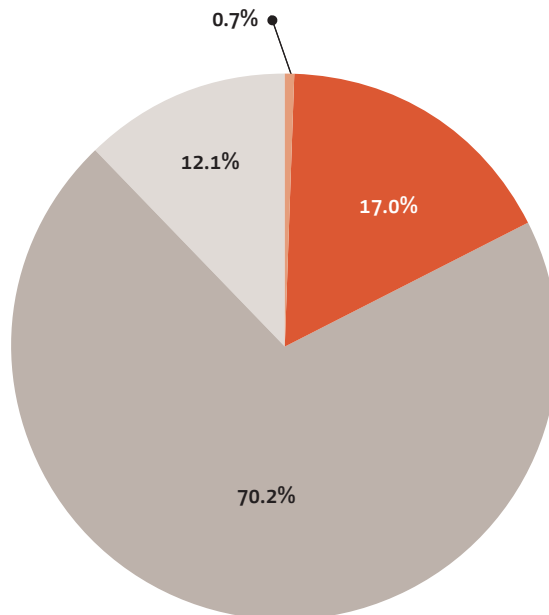
- Motor vehicle driver
- Motor vehicle passenger
- Pedestrian
- Cyclist



Of those who were involved in a collision during the past 2 years, the majority were involved as drivers (87.1%), followed by passengers in a motor vehicle (9.4%), pedestrians (2.2%) and cyclists (1.4%).

FIGURE 15:
THINKING ABOUT YOUR MOST RECENT COLLISION, WHO WAS AT FAULT?

- Me
- Other driver
- Other
- Don't know



As shown in Figure 15, 17% of collision involved respondents said they were at fault, while more than 70% said the other driver was at fault. Just over 12% of collision-involved respondents cited 'Other' responses to the question of who was at fault including both drivers sharing the fault, neither road user being at fault and animal strikes. For example:

23 “Both were at fault. I got hit while turning left. The other driver had a yellow light and could have stopped safely.”

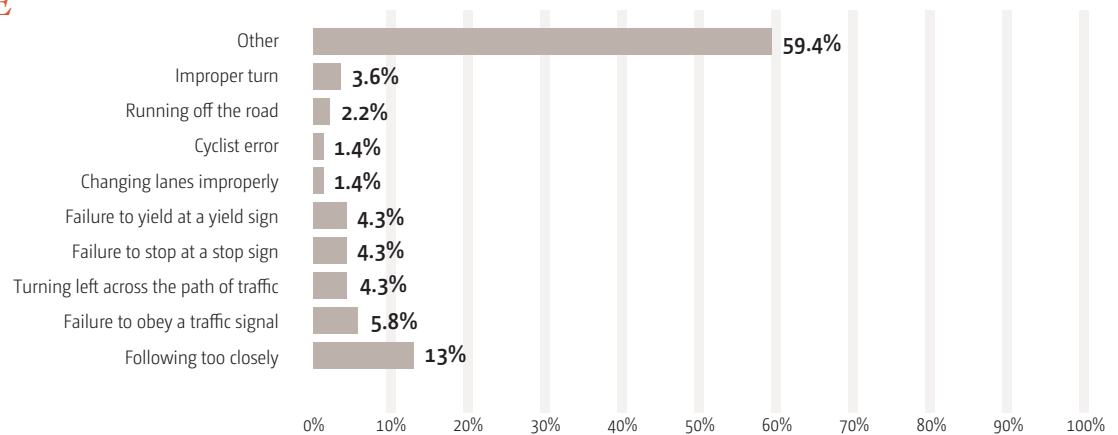
“Between a cyclist and the car I was in. The cyclist came out of nowhere and was hit lightly by the car.”

“We both shared the blame.”

“There was no one at fault.”



FIGURE 16: WHAT WAS THE MAIN CAUSE OF THE COLLISION?



The collision causes noted in Figure 16 reflect the primary causes included on the Alberta Provincial Collision Report Form used by police services to report on collisions. Of these categories, Following Too Closely (13%) was the most common cause reported by collision-involved respondents. However, almost 60% of those involved in a collision during the past 2 years cited 'Other' causes. Of these, the most common 'Other' cause reported was weather (25.6%) and in particular icy roads. Another 13.4% said the collision was related to road user distraction, while just over 12% of collisions involved backing into other vehicles. Close to 16% of collision-involved respondents said they were rear-ended. Assorted other causes of collisions included speed, fatigue, drug impairment, animal strikes, and a medical incident. Below are a few examples from collision-involved respondents:

"It's due to bad road conditions, the black ice in winter and the other driver and I driving too fast."

"He pulled out in front of me in the winter time and I couldn't stop."

"I was on the phone and was distracted as a result."

"She was distracted; her little kid was screaming in the back seat and she turned to give him something and she rolled right into me. I was stopped at a red light."

"Inattention. I was adjusting the de-fogger to clear windshield."

"I was stopped at the signal when the other driver, in an attempt to clear the intersection backed into me."

"A driver was speeding through the red light and hit my vehicle in the back."

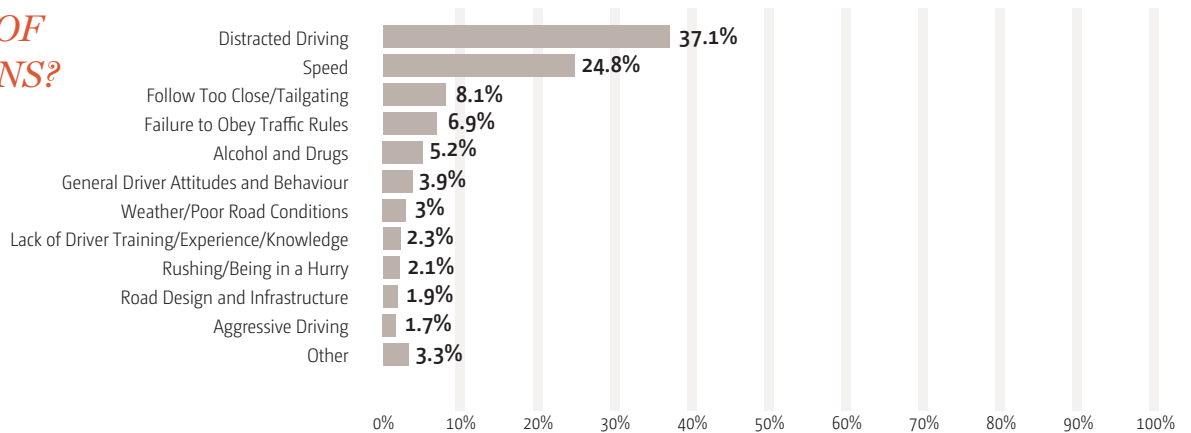
"It was a rear to bumper accident. The girl behind us fell asleep at the wheel and she had a child in the back seat. We came to a stop and she hit us."

"The other driver was high on drugs and had run a red light."

"While driving, I experienced a blackout for less than a minute and lost consciousness."

25 TOP CAUSES OF COLLISIONS

**FIGURE 17:
WHAT IS THE
#1 CAUSE OF
COLLISIONS?**



Respondents perceived distracted driving to be the number one cause of collisions in the Edmonton region, followed by speed. Together, these two causes accounted for almost 62% of responses.

The most common forms of distracted driving mentioned were talking on a hand-held cell phone or texting while driving and generally being inattentive/not paying attention.

Other common causes of collisions reported by respondents included: following too closely; failing to obey traffic rules such as stopping for red lights and stop signs, failing to yield, and improper left turns; alcohol and drugs; generally poor driver attitudes and behaviours such as lack of courtesy towards other drivers and driving carelessly; poor road conditions; inexperience; being in too much of a hurry; problems with road design such as roadways not able to handle the traffic volume resulting in congestion; and, aggressive driving.



PEDESTRIANS¹⁰

TABLE 13: AS A PEDESTRIAN HOW OFTEN DO YOU...?

	Never	Rarely	Sometimes	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 cross...jaywalking	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%

Of those who responded to this survey as a pedestrian, Table 13 shows that almost three-quarters (74.1%) reported that they never cross the road when it is a red light for a pedestrian. However, less than half (44.1%) said they never begin to cross the street after the countdown timer has begun counting down or the red hand is showing. While 20% said they rarely do this, more than one-third (35.8%) of respondents reported doing this at least sometimes.

Fewer respondents reported jaywalking at least sometimes (19.2%). On the other hand, more than half of pedestrian respondents (57%) said they will avoid certain streets or intersections because they feel they are too dangerous, at least sometimes.

Turning to distracted walking, almost 25% of pedestrians reported that they have made or answered a call with a hand-held phone while they were a pedestrian and/or use MP3/iPod/music devices while walking or running, at least sometimes.

More than 81% of pedestrians said they make eye contact with drivers before crossing the street at least sometimes, 44.8% of those said they do this always. Fewer respondents reported that they purposely wear reflective clothing; 67.6% said they never do this.

¹⁰ Survey questions were also created specifically for cyclists and passengers, however, the sample sizes were too small to conduct a meaningful analysis.



27 ATTITUDES TOWARDS ENFORCEMENT

These next questions explore road users’ level of support for various traffic safety countermeasures. The responses to these questions

represent what road users are willing to accept in exchange for increased traffic safety.

TABLE 14: HOW STRONGLY DO YOU SUPPORT OR OPPOSE...?

	Strongly oppose	Somewhat oppose	Neither oppose nor support	Somewhat support	Strongly support
Having a law against using a hands-free cell phone while driving	19.2%	10.0%	14.1%	12.0%	44.8%
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 licenses 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 14 reveals strong support for strategies relating to drugs and driving including: requiring drivers to submit to tests of physical coordination at the roadside if police suspect they are under the influence of drugs (87.9% strongly or somewhat support); legislation that permits police to suspend the licenses of drug impaired drivers at the roadside for at least 3 days (87.2% strongly or somewhat support); and, having a law making it illegal to drive with more than a certain amount of marijuana in your system (85.2% strongly or somewhat support). There is also support for legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment, with 60.3% of respondents

strongly or somewhat supporting this measure. **There is even greater support for legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol. Almost two-thirds (64.3%) strongly or somewhat support this type of enforcement.**

Though still relatively strong, the lowest level of support was reported for having a law against using a hands-free cell phone while driving, with 56.8% strongly or somewhat supporting this kind of legislation.



TABLE 15: HOW STRONGLY DO YOU AGREE OR DISAGREE THAT...?

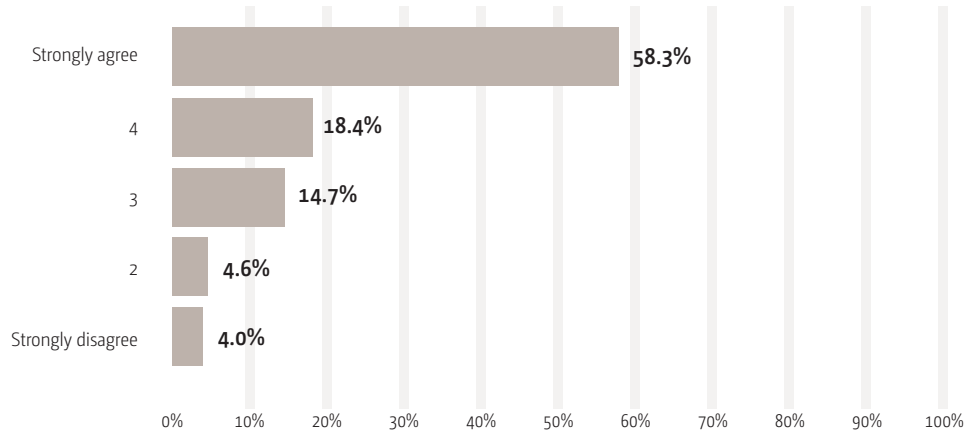
	Strongly disagree	2	3	4	Strongly agree
Photo radar should be used to ticket drivers who are speeding	14.3%	6.0%	18.1%	18.3%	43.2%
Intersection Safety Cameras should be used to ticket drivers who run red lights	4.9%	2.4%	7.6%	20.0%	65.1%
Intersection Safety Cameras should be used to ticket drivers who speed through intersections	6.8%	3.6%	11.4%	18.4%	59.8%
Intersection Safety Cameras that detect red light running make intersections safer	7.9%	4.4%	13.2%	17.4%	57.0%
Intersection Safety Cameras that detect speeding make intersections safer	9.2%	5.7%	14.0%	18.2%	52.9%

The survey found that 85.1% of respondents strongly agree or agree that Intersection Safety Cameras should be used to ticket drivers who run red lights. There is also strong support for the use of these devices to ticket drivers who speed through intersections (78.2% strongly agree or agree).

The majority of respondents further reported they strongly agree or agree that Intersection Safety Cameras used to detect red light running and speed make intersections safer (74.4% and 71.1% respectively). In addition to Intersection Safety Cameras, the majority of respondents support the use of photo radar to ticket drivers who are speeding (61.5% strongly agree or agree).

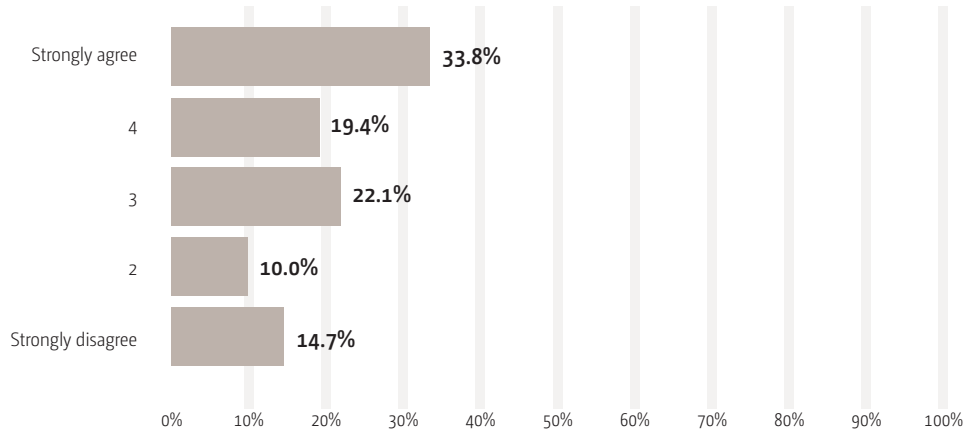


29 **FIGURE 18: TRAFFIC ENFORCEMENT IN MY CITY MAKES OUR ROADS SAFER.**



Overall, survey respondents agree that traffic enforcement makes our roads safer (76.7% strongly agree or agree).

FIGURE 19: THERE IS NOT ENOUGH TRAFFIC ENFORCEMENT BY POLICE IN MY CITY.

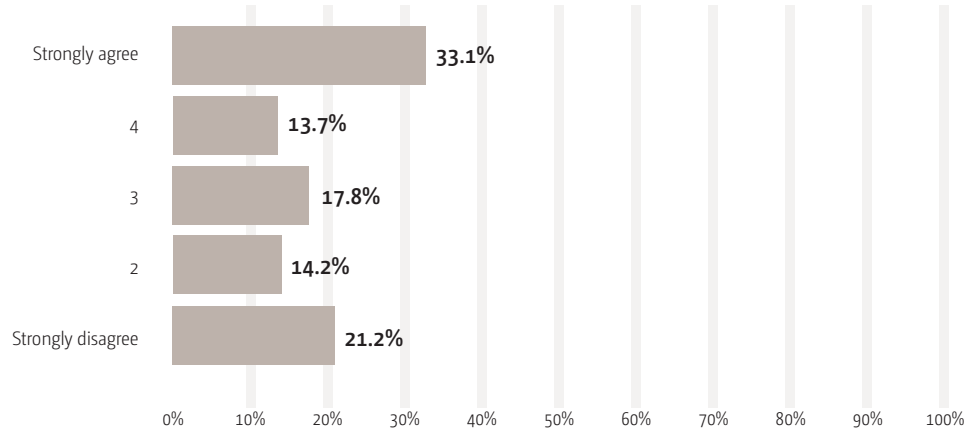


Just over one-half (53.2%) of respondents strongly agree or agree there is not enough traffic enforcement by police.

CONCERN ABOUT TRAFFIC SAFETY IN OUR NEIGHBOURHOODS

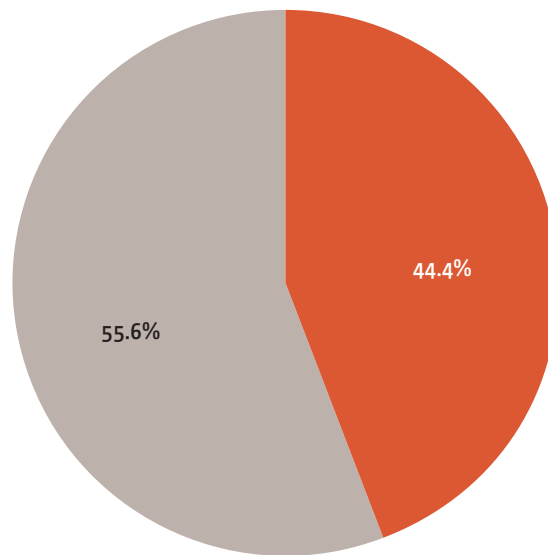
FIGURE 20:
TRAFFIC SAFETY IS A CONCERN IN MY NEIGHBOURHOOD.

Slightly less than half of respondents (46.8%) strongly agree or agree that traffic safety is a concern in their neighbourhood.



AWARENESS OF THE OFFICE OF TRAFFIC SAFETY

FIGURE 21:
BEFORE TODAY, WERE YOU AWARE OF THE CITY OF EDMONTON OFFICE OF TRAFFIC SAFETY?



Prior to taking this survey, 44.4% were aware of the City of Edmonton's Office of Traffic Safety.

- Yes
- No

31 PRIMARY MODE OF TRANSPORTATION AND COMMUTING

FIGURE 22:
PRIMARY MODE OF TRANSPORTATION IN THE PAST 30 DAYS

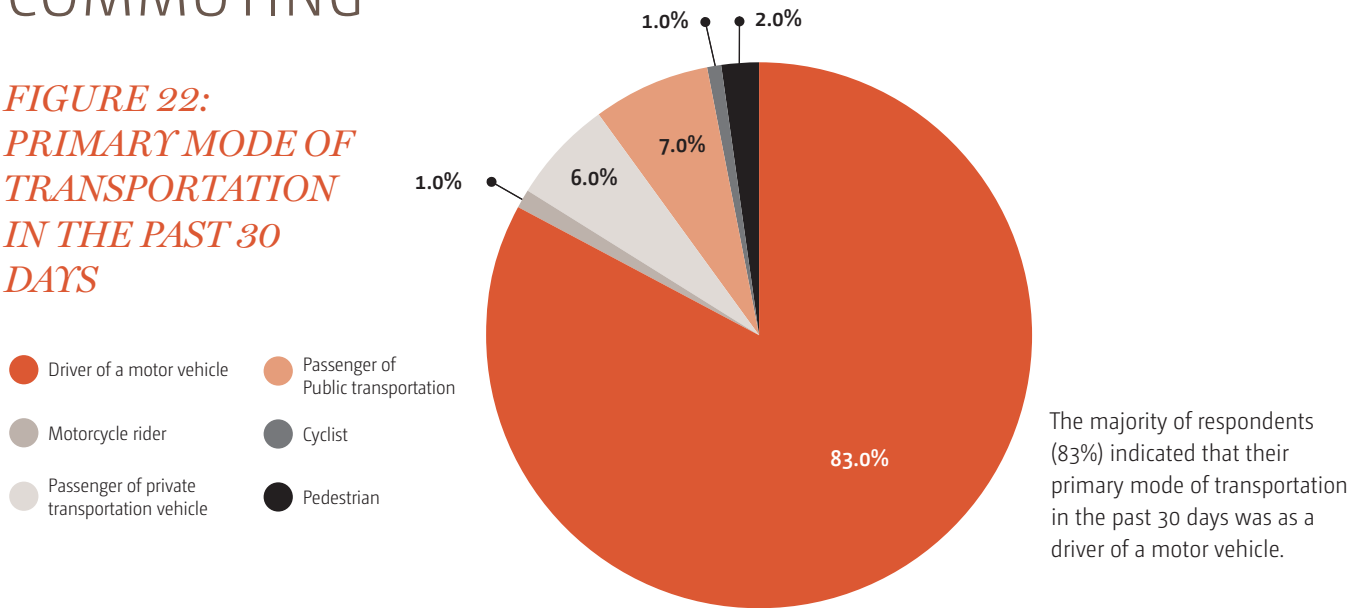


FIGURE 23: HOW MANY DAYS DO YOU DRIVE IN A TYPICAL WEEK?

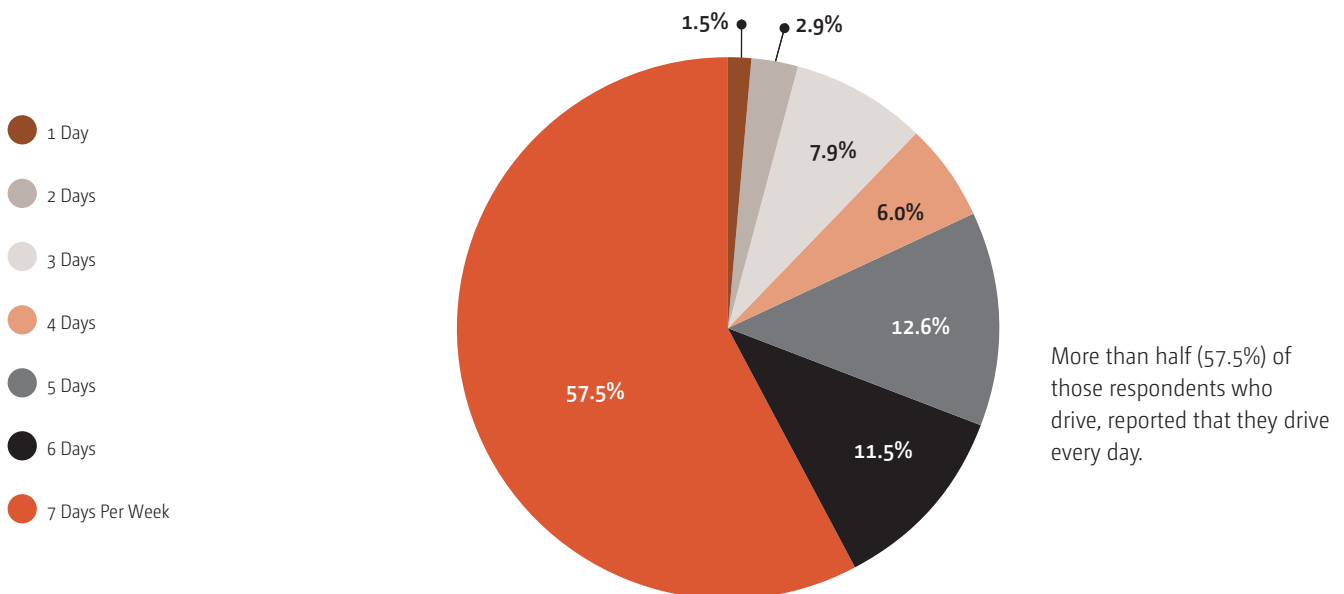
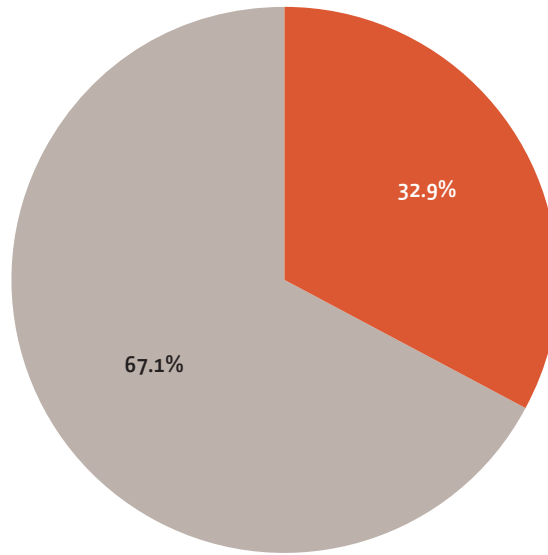


FIGURE 24: DO YOU REGULARLY COMMUTE FROM YOUR CITY OF RESIDENCE TO ANOTHER CITY FOR SCHOOL, WORK OR LEISURE?

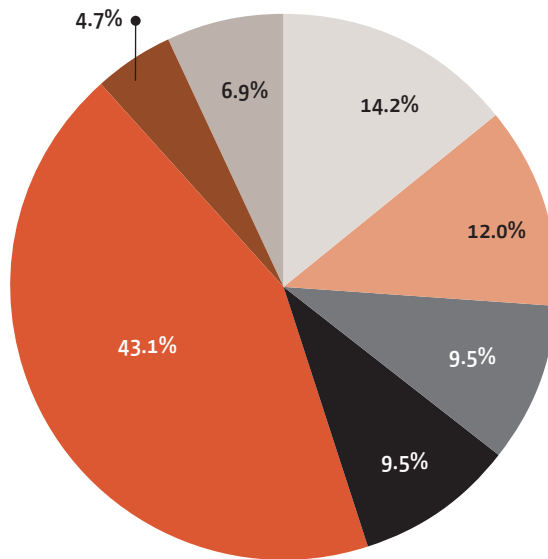
- Yes
- No



Approximately one-third (32.9%) of respondents said they commute regularly to another city.

FIGURE 25: HOW MANY DAYS PER WEEK DO YOU COMMUTE TO ANOTHER CITY?

- 1 Day
- 2 Days
- 3 Days
- 4 Days
- 5 Days
- 6 Days
- 7 Days Per Week

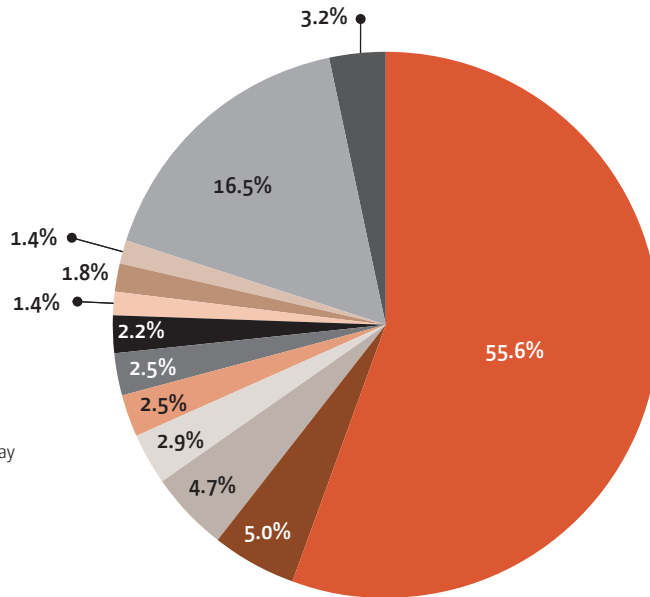


Of those drivers who commute, just over 43% do so 5 days of week.

33

FIGURE 26:
WHICH IS THE MOST FREQUENT CITY OR TOWN YOU COMMUTE TO, OR NEAR?

- Edmonton
- Calgary
- Sherwood Park
- Fort McMurray
- St. Albert
- Leduc
- Stony Plain
- Nisku
- Fort Saskatchewan
- Other Communities
- Spruce Grove
- Multiple Destinations



More than half (55.6%) of those drivers who commute regularly, commute to Edmonton.



Discussion



35

The findings from the telephone component of the 2014 *Edmonton and Area Traffic Safety Culture Survey* support that traffic safety is a concern for road users in the Edmonton area. Road users consider a number of behaviours including distracted driving (talking on cell phones, texting etc.), speeding on residential streets and driving after drinking alcohol to be a threat to their personal safety. Moreover, they deem such behaviours to be unacceptable and among the top causes of collisions in the Edmonton region. Nevertheless, some road users acknowledge that they do in fact engage in the very same behaviours they describe as threatening and/or unacceptable.

While some survey respondents report that they *never* engage in such behaviours, or if they do they do so it is only *rarely*, **there is an identifiable gap between what most road users consider to be safe and acceptable behaviour and how they actually behave on our roadways**. Risky behaviours including speeding, tailgating and failing to stop at stop signs are not uncommon.

As we explore the gap between what is defined as acceptable and actual road user behaviour further, we find variation across behaviours in terms of their perceived level of acceptability, how frequently road users engage in different behaviours and their reasons for doing so. For example, when asked about speed, more than 90% of respondents indicated that it is not acceptable to speed near a school, but just over two-thirds said the same about residential streets. Moreover, close to 88% felt it is okay to travel above the posted speed limit on a freeway. This suggests that our perceptions in relation to speed are situational; in some circumstances we think it is acceptable, in others we do not. And even then there is still a gap between perceptions and behaviour. Despite the fact that more than two-thirds of respondents feel that it is not acceptable to speed on residential streets, more than 40% report having done so during the past 30 days. The problem of speed strongly illustrates the complexity of road user behaviour. In this example, it is not simply a matter of speeding or not speeding.

Taking a closer look at this problem, when asked about their reasons for speeding, more than 40% of drivers said they were trying to keep up with traffic, and when asked about their perceptions of their own speed relative to other drivers, more than two-thirds felt they drive about the same as everyone else. There were differences, however, in perceptions around speed by gender and age, with males and younger people being more likely to report that they drive faster than others.

Following too closely or tailgating provides another good example of the complexity associated with road user behaviour. Close to 30% of respondents said that in the past 30 days they have followed the vehicle in front of them too closely, even if rarely. When asked about their reasons for doing so, almost half said it is usually because they are frustrated that the vehicle ahead of them is not traveling as fast as they would like. In contrast to the most common reason cited for speeding, just trying to keep up with traffic, in this case the driver ahead is not traveling fast enough. Again however, there were gender differences in these findings, with females being slightly more likely to be frustrated with slower drivers as compared to males. Females were also much more likely than males to cite running late or being in a hurry as their reason for following too close.

Driver frustration in any situation is concerning because frustration can sometimes escalate into road rage. Close to 15% of respondents said they had experienced road rage in the past 2 years, with the majority of those drivers reporting more than one incident.

Turning to alcohol, drugs and driving, a smaller percentage of respondents reported driving after using alcohol (4.1%) or marijuana (less than 2%), as compared to other risky behaviours; however, just over 15% reported driving after using prescription drugs during the past year. We are not able to identify the types of drugs these respondents had used so we cannot properly estimate the associated level of risk. Regardless, along with alcohol and illegal drugs such as marijuana, the use of prescription drugs in conjunction with driving is a growing area of concern as there are many drugs, prescribed or even over the counter drugs, that can impact the capacity to drive.

When asked how they drive generally, most respondents perceive themselves to be better drivers than others on the road; this was more often the case for males than females. Moreover, of the 14% of respondents that were involved in a collision during the past 2 years, just 17% said they were at fault. Respondents also reported receiving tickets for traffic violations from police (13%) and automated enforcement (32.4%) in the past 2 years. **These findings suggest there may be a tendency for drivers to over-estimate their own positive driving performance and in the case of collisions, there may in some situations be a reluctance to share in the responsibility for these incidents.**

In addition to driver behaviour, this survey looked at pedestrians and found that they too engage in risky behaviours such as distracted walking and running, and unsafe crossings including jaywalking and crossing at intersections when they do not have the right of way.

While road users clearly engage in risky behaviours, this survey finds strong support among respondents for countermeasures aimed at reducing risky behaviours that lead to collisions, injuries and fatalities. For example, respondents strongly support the use of legislation to reduce alcohol and drug impaired driving, as well as automated enforcement, including Intersection Safety Cameras and Photo Radar to reduce speeding and red light running. Moreover, respondents feel that traffic enforcement in general makes our roads safer.

For the majority of the respondents in this survey (83%), driving is their primary mode of transportation with more than 80% driving at least 5 days per week and more than half (57.5%) driving daily. One-third of respondents also regularly commute to another city for school, work, or leisure. Regardless, the findings of this survey show that whether a road user is primarily a driver, a motorcyclist, a cyclist or a pedestrian, traffic safety is a concern for most of us.

This survey clearly shines the spotlight on the need for all road users to share in the responsibility for improving traffic safety on our roadways. The results, as provided directly by road users in the Edmonton region, show that there is a gap between attitudes and behaviours, pinpointing the need for further behavioural change. And in some cases *both* attitudes and behaviours need to change. The findings of this survey add support to the fact that in order to reduce collisions, injuries and fatalities, we need to continue to work towards improving and changing road user attitudes and behaviours. It is evident that this is no easy task. The results of this research illustrate that road user behaviour is complex. Additionally, there is no single traffic safety culture, instead there are subcultures within the broader culture; perceptions and norms are not the same for all road users.

Ultimately, changing road user attitudes and behaviours means changing the culture of traffic safety. Changing culture requires us to consciously re-examine what is acceptable and what is *not acceptable* road user behaviour. In doing so we need to ask ourselves, what are we willing to risk? What more are we as road users willing to do to increase traffic safety?

How many injuries and fatalities are we willing to accept on our roadways? The answer needs to be zero.



Future Research

This report has presented the key findings from the telephone component of the *2014 Edmonton and Area Traffic Safety Culture Survey*. In view of the findings of this study, we will continue this research by conducting more comprehensive studies of reported perceptions, attitudes and behaviours as they relate to traffic safety. Along with repeating the *Traffic Safety Culture Survey* at regular intervals to monitor traffic safety culture in the Edmonton area, future research may also include additional, more in depth surveys on specific topics of

concern such as pedestrian, cyclist and motorcyclist safety, speed and distracted driving. The City of Edmonton Office of 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**.



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Appendix I: Respondent Characteristics



FIGURE A1: CITY OF RESIDENCE

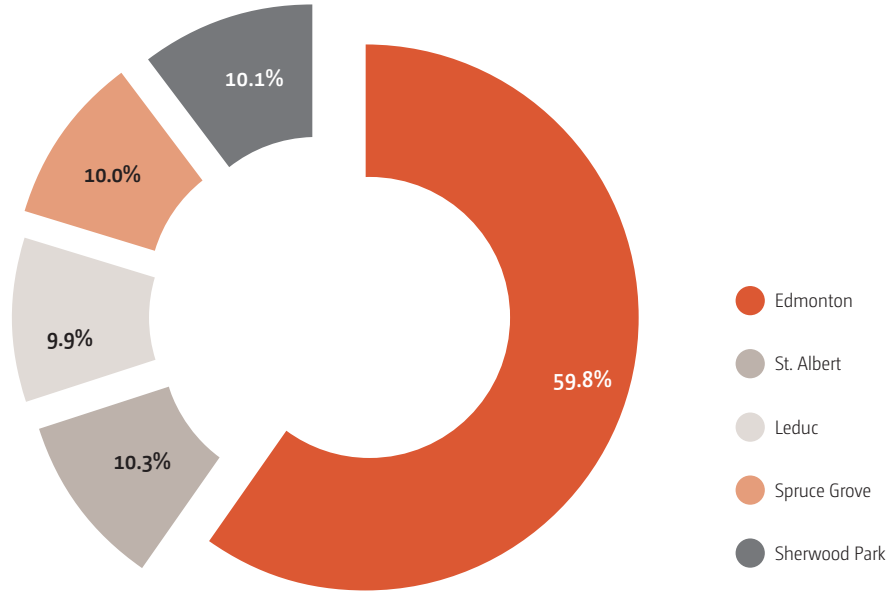
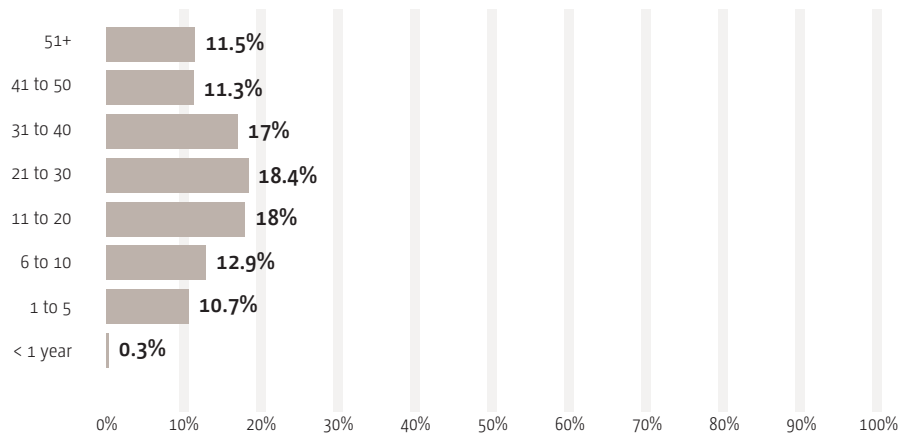


FIGURE A2: HOW MANY YEARS HAVE YOU LIVED IN YOUR CITY OR TOWN?



41 **FIGURE A3:**
GENDER

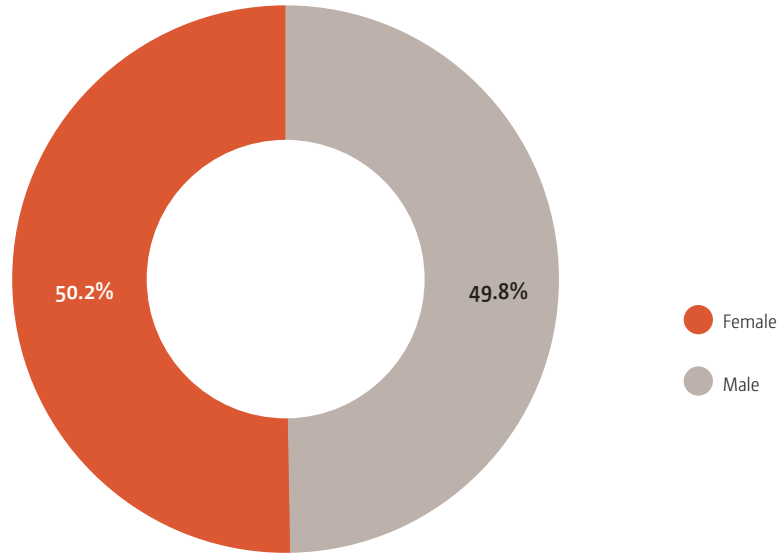


FIGURE A4:
AGE GROUP

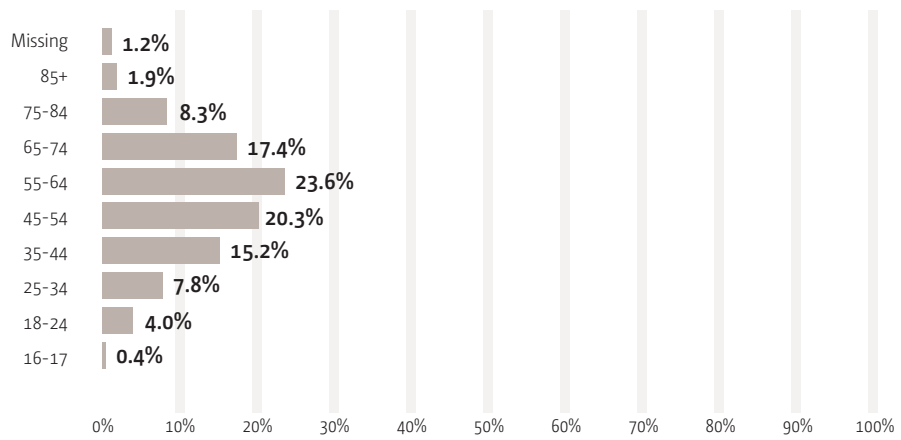


FIGURE A5:
WHAT IS YOUR
CURRENT
MARITAL
STATUS?

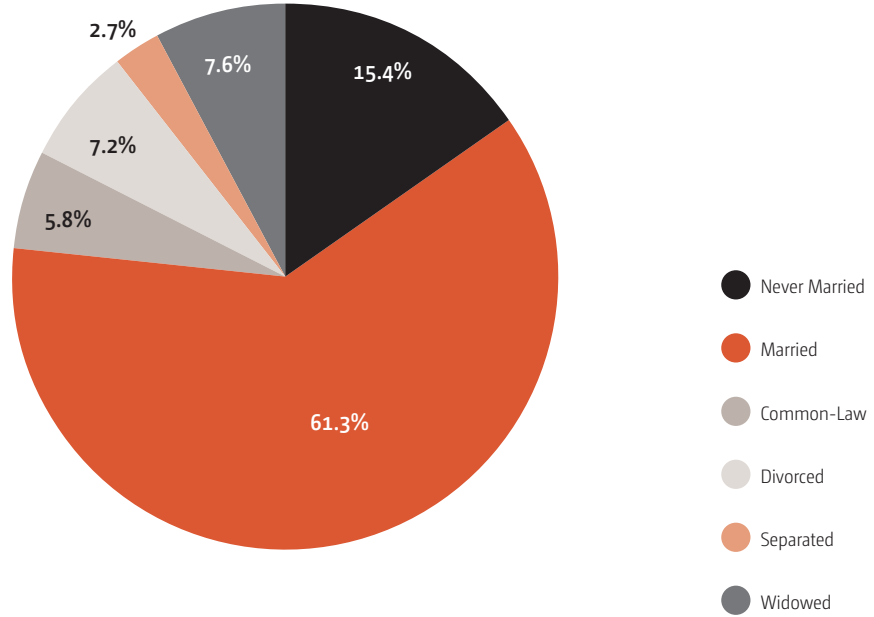
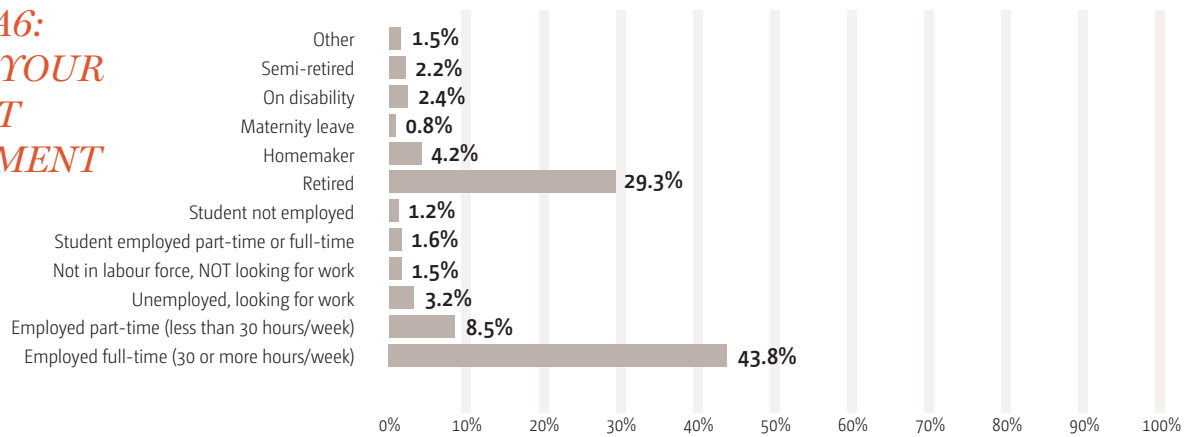


FIGURE A6:
WHAT IS YOUR
CURRENT
EMPLOYMENT
STATUS?



43

FIGURE A7: WHAT IS YOUR HIGHEST LEVEL OF EDUCATION?

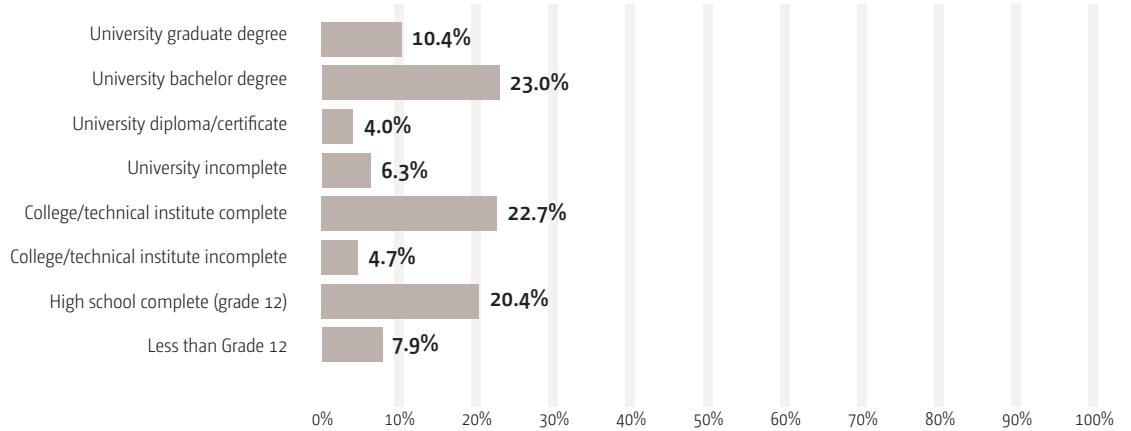
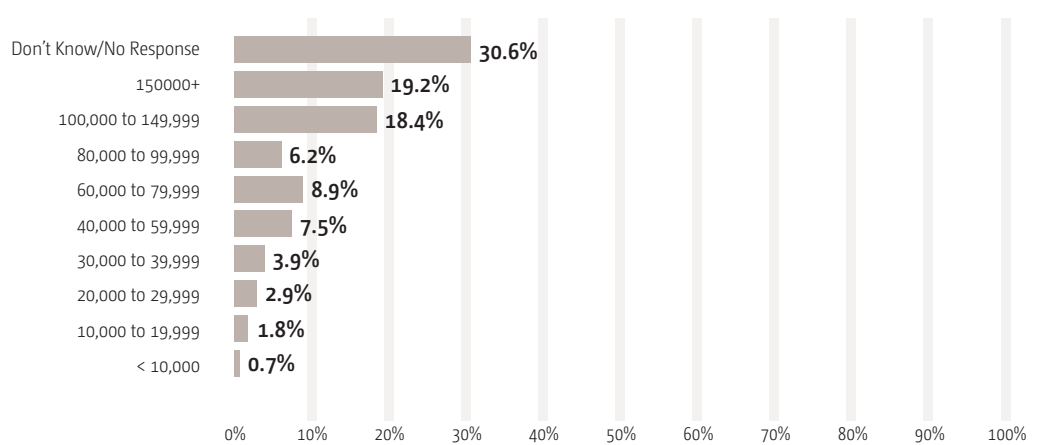
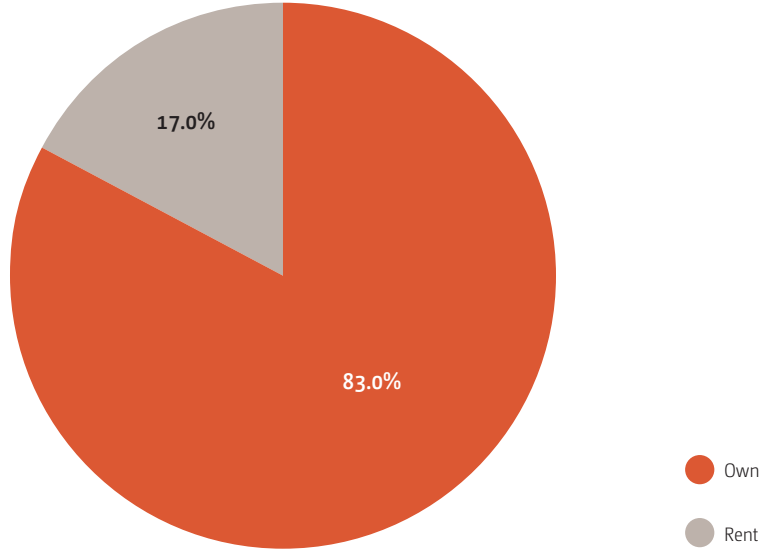


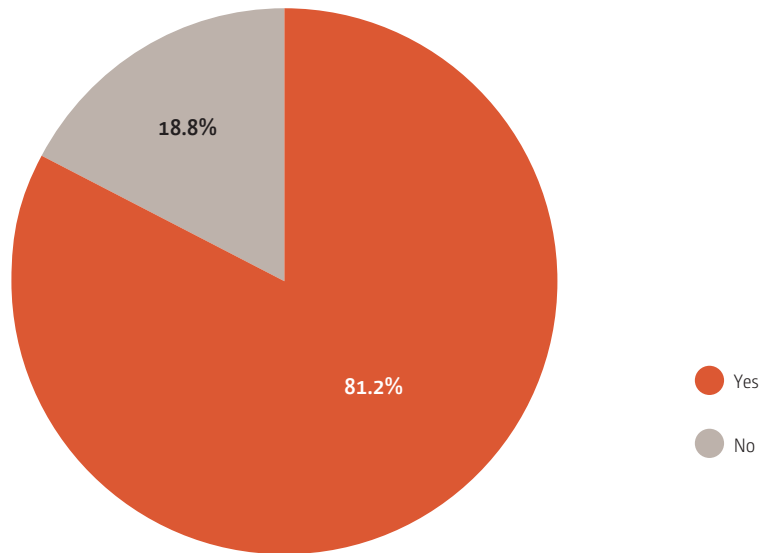
FIGURE A8: WHAT IS THE TOTAL INCOME OF ALL MEMBERS OF THIS HOUSEHOLD FOR THE PAST YEAR BEFORE TAXES AND DEDUCTIONS?



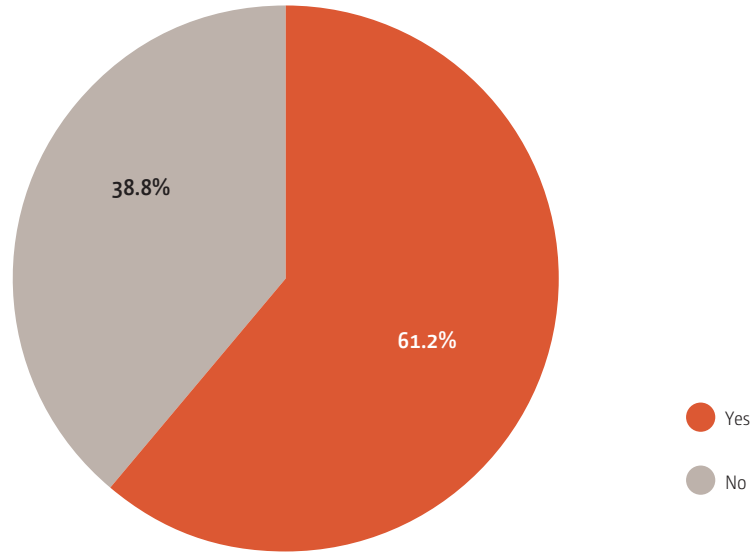
*FIGURE A9:
DO YOU (OR
YOUR SPOUSE/
PARTNER/
PARENTS)
PRESENTLY
OWN OR
RENT YOUR
RESIDENCE?*



*FIGURE A10:
WERE YOU
BORN IN
CANADA?*



45 *FIGURE A11:
WERE YOU
BORN IN
ALBERTA?*



*FIGURE A12: HOW
MANY YEARS
OF DRIVING
EXPERIENCE DO
YOU HAVE?*

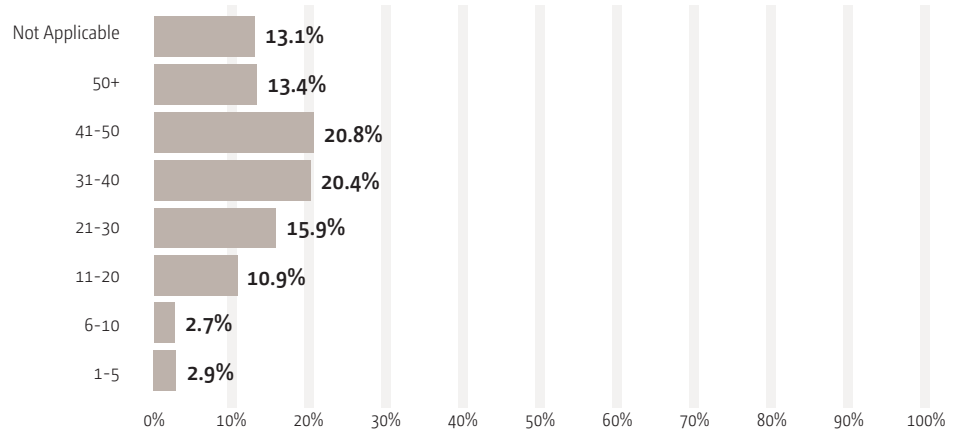
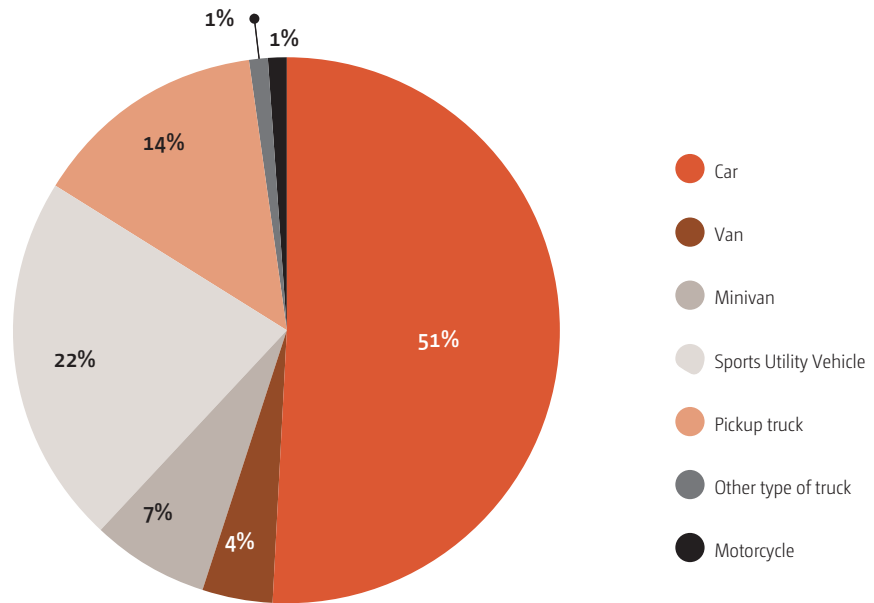


FIGURE A13: THINKING ABOUT THE DRIVING YOU DO, EXCLUDING DRIVING THAT MIGHT BE RELATED TO YOUR OCCUPATION, WHAT KIND OF MOTOR VEHICLE DO YOU DRIVE MOST OFTEN?



ACKNOWLEDGEMENTS

The City of Edmonton Office of Traffic Safety would like to acknowledge and sincerely thank Jurek Grabowski, Director of Research, AAA Foundation for Traffic Safety in Washington, DC, for his support and guidance on this project.

The City of Edmonton Office of Traffic Safety would also like to acknowledge the research team at the Population Research Laboratory at the University of Alberta, for their hard work, dedication and professionalism throughout the course of this project.

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EDMONTON AND AREA TRAFFIC SAFETY CULTURE SURVEY: SUMMARY OF KEY FINDINGS *2014*

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University of Alberta*

online survey

July 2015

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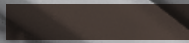
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Introduction

In 2014, the City of Edmonton Office of Traffic Safety launched its first *Edmonton and Area Traffic Safety Culture Survey*. The purpose of this survey is to collect original data on the attitudes, perceptions and behaviours of road users as they relate to traffic safety. This study consists of a large scale telephone survey as well as an online survey component, which is the focus of this report. This report presents a summary of the key findings from the online survey only.¹ The online survey was created to encourage greater public participation in this research by making the survey open to all those wishing to take part. The results of the online survey provide a rich source of data that compliments the data collected through the telephone survey.



¹ The results of the telephone survey are contained in a separate report, which also provides a more detailed description of this study (Thue, L. and Grekul, J. (2015). 2014 *Edmonton and Area Traffic Safety Culture Survey: Summary of Key Findings, Telephone Survey*. City of Edmonton, Office of Traffic Safety).

Methodology

The Population Research Laboratory (PRL) at the University of Alberta² was contracted to work with the Office of Traffic Safety on the *Edmonton and Area Traffic Safety Culture 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, they offer the proficient expertise in survey design and capacity for primary data collection that was required for this study. Dr. Jana Grekul, Associate Professor and Director of the BA Criminology Program in the Department of Sociology at the University of Alberta, was also contracted to consult on this research.

The PRL was asked to administer the online survey along with a randomized telephone survey of 1,000 residents in the Edmonton region. The online survey was not an alternative survey mode to be offered to those who were randomly selected to participate in the longer telephone survey, rather, the two surveys were run separately but concurrently.

The questionnaires for the telephone survey and the online survey were developed by the City of Edmonton Office of Traffic Safety in consultation with the PRL staff and Dr. Jana Grekul, who worked with the OTS to refine the instruments.³ In order to minimize respondent burden, the online survey was designed to be a shorter version of the telephone survey; however, it 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 online survey was tested in-house at the PRL, and reviewed and approved by the OTS 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.

To promote the online survey and recruit respondents, the Office of Traffic Safety's Communication Advisor issued a news release⁴ to launch the survey, and encouraged public participation through the use of Facebook and Twitter throughout the duration of the study. The PRL also supported the promotion of the survey through postings on Twitter.

It is important to emphasize that the online survey is based strictly on *voluntary participation*. The results reflect the attitudes, perceptions and behaviours of a sample of individuals who volunteered to take part and may not be representative of the population at large. This means that the results of the online survey should not be directly compared to the results of the telephone survey, which was based on a random sample of the population in the Edmonton region. Differences between the two groups of respondents may be reflected in the results of each of the two surveys.

The survey was available online from June 26th, 2014 to July 31st, 2014, resulting in a total of 1,185 completed surveys. As shown in Table 1 below, the majority of respondents reported that they were residents of the City of Edmonton. This report summarizes the key findings of the online survey.

TABLE 1: RESPONDENTS BY COMMUNITY

Edmonton	Leduc	Sherwood Park	Spruce Grove	St. Albert	Other	No Response	Total
1,051	7	34	16	38	33	6	1,185

² <http://www.prl.ualberta.ca/>

⁴ Refer to Appendix I.

³ A number of questions in this survey are modelled after questions included in the 2013 *Traffic Safety Culture Index* survey instrument developed by the AAA Foundation for Traffic Safety (AAA Foundation for Traffic Safety. (2014). *2013 Traffic Safety Culture Index*. Washington, DC: AAA Foundation for Traffic Safety).



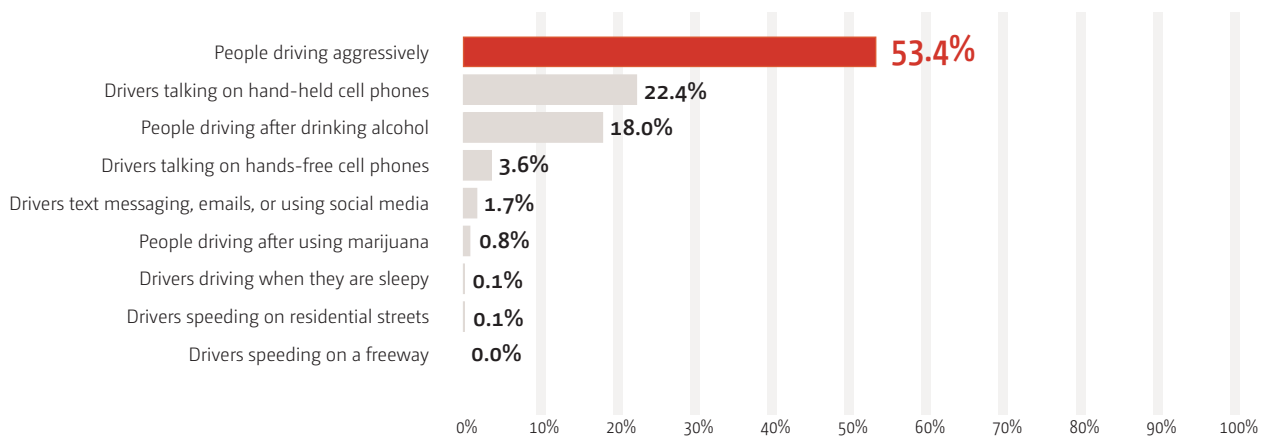
Summary of Key Findings: Road User Perceptions and Behaviours



TOP THREE TRAFFIC SAFETY CONCERNS

To better understand the primary traffic safety concerns in the Edmonton Region, respondents were first asked to report on their top three traffic safety concerns *ranked in order of priority*. Figure 1 represents their first choice, Figure 2 their second choice and Figure 3 their third choice.⁵

FIGURE 1: WHAT ARE YOUR TOP THREE TRAFFIC SAFETY CONCERNS IN ORDER OF PRIORITY? CONCERN #1

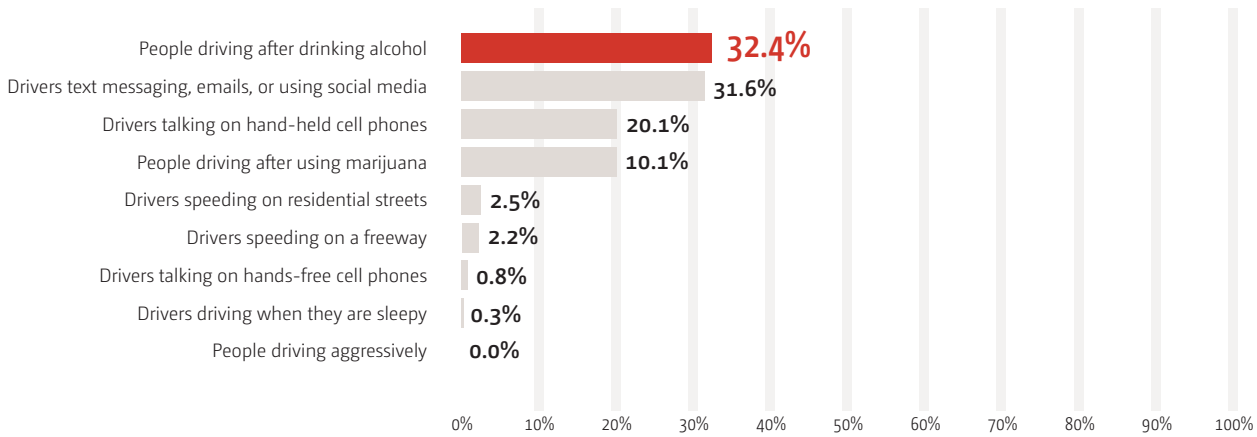


When asked to select their primary traffic safety concern from the list provided, the most frequent response was people driving aggressively (53.4%). The definition of aggressive driving was left to

the respondent’s interpretation, a definition was not provided. The next most frequent responses were drivers talking on hand-held cell phones (22.4%) and people driving after drinking alcohol (18.0%).

⁵ This was a closed ended question. Respondents were limited to the responses included in Figures 1, 2, and 3.

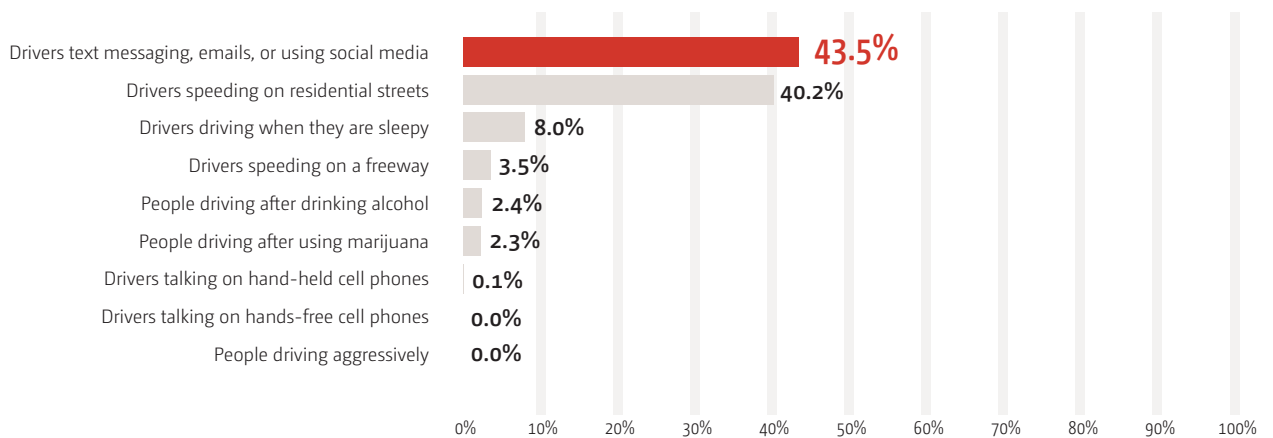
FIGURE 2: WHAT ARE YOUR TOP THREE TRAFFIC SAFETY CONCERNS IN ORDER OF PRIORITY? CONCERN #2



When asked to choose their second greatest traffic safety concern, people driving after drinking alcohol (32.4%) was the most common response, followed by the related distracted driving behaviours of

drivers text messaging, emailing or using social media (31.6%) and drivers talking on hand-held phones (20.1%).

FIGURE 3: WHAT ARE YOUR TOP THREE TRAFFIC SAFETY CONCERNS IN ORDER OF PRIORITY? CONCERN #3



Finally, when asked to report their third highest ranked traffic safety concern, drivers texting, emailing or using social media while driving (43.5%) rose to the top position, followed closely by drivers speeding on residential streets (40.2%).

Overall, aggressive driving, drivers talking on hand-held cell phones, driving after drinking alcohol, drivers text messaging, emailing or using social media, and speeding on residential streets rank among the top traffic safety concerns among survey respondents.

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

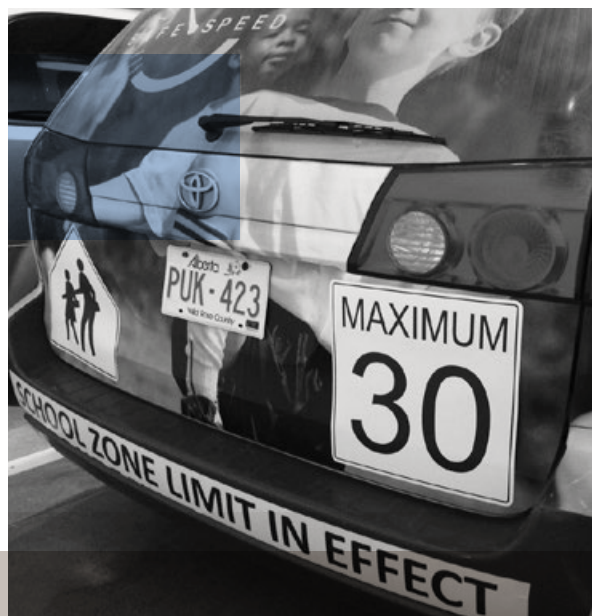
Behaviours that rank among the top traffic safety concerns of respondents were also considered by many to be unacceptable behaviours on our roadways.

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

	Completely unacceptable	Somewhat unacceptable	Neither acceptable nor unacceptable	Somewhat acceptable	Completely acceptable
Talk on a hand-held cell phone when driving	61.8%	24.2%	5.2%	6.8%	2.0%
Talk on a hands-free cell phone when driving	9.4%	17.7%	11.8%	33.0%	28.1%
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 2 shows that nearly all respondents (95.6%) consider driving after drinking alcohol to be completely unacceptable behavior. Significantly fewer respondents (65.2%), however, felt the same way about driving one hour after using marijuana.

When it comes to distracted driving, 87.4% of respondents feel that text messaging, e-mailing, or using social media is completely unacceptable. Comparatively, less than two-thirds (61.8%) of respondents consider drivers talking on hand-held cell phones to be completely unacceptable, though an additional 24.2% said this was somewhat unacceptable. Just 9.4% of respondents feel that the use of hands-free cell phones while driving is completely unacceptable.



HOW DO YOU DRIVE?

These next few questions examine respondents' perceptions of their own driving behaviour relative to that of other drivers on our roadways.

Are You a Good Driver?

TABLE 3:
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
	All Drivers	28.9%	46.3%	24.2%	0.6%
Age Group	18-24	29.3%	53.4%	17.2%	0.0%
	25-34	31.0%	44.0%	23.8%	1.2%
	35-44	29.3%	47.9%	22.1%	0.7%
	45-54	30.7%	40.9%	28.4%	0.0%
	55-64	21.4%	50.0%	28.6%	0.0%
	65+	8.3%	50.0%	41.7%	0.0%
Gender ⁶	Male	40.2%	40.2%	19.3%	0.4%
	Female	18.6%	51.9%	28.8%	0.8%

As illustrated in Table 3, **three-quarters of respondents (75.2%) perceive themselves to be a much better or somewhat better driver than their fellow motorists.** Males are more likely than females to see themselves as much better or somewhat better drivers (80.4% compared to 70.5% respectively), while drivers aged 18-24 are

the most likely to view themselves in this regard (82.7%). In contrast, older drivers (65+) were less likely to say they are a much better or somewhat better driver (58.3%). Notably, less than 1% of respondents perceive themselves to be not as good a driver as others.

TABLE 4:
COMPARED TO MOST OTHER DRIVERS ON THE ROADS WHERE YOU DRIVE, WHEN DRIVING ON SNOWY/ICY ROADS 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
	All Drivers	36.7%	41.6%	18.9%	2.7%
Age Group	18-24	43.1%	32.8%	19.0%	5.2%
	25-34	40.5%	39.3%	17.9%	2.4%
	35-44	34.3%	47.9%	15.7%	2.1%
	45-54	31.1%	42.2%	24.4%	2.2%
	55-64	37.2%	41.9%	18.6%	2.3%
	65+	23.1%	38.5%	30.8%	7.7%
Gender	Male	48.6%	35.0%	15.6%	0.8%
	Female	26.0%	47.6%	21.9%	4.5%

9 When asked about driving on snowy and icy roads, Table 4 shows that close to 80% (78.3%) of drivers perceive themselves to be much better or somewhat better drivers than other motorists driving in these conditions. Males are more likely than females to report that they are a much better or somewhat better driver in winter

conditions (83.6% compared to 73.6% respectively), while older drivers are less likely to feel this way, with 61.6% reporting they are much better or somewhat better drivers than other motorists driving in these conditions.

How Often Do You...?

TABLE 5: IN THE PAST 30 DAYS HOW OFTEN HAVE YOU...?

	Never	Rarely	Sometimes	Often	Always
Read, typed or sent a text message or e-mail, or used social media while you were driving ⁶	61.3%	25.7%	9.0%	2.8%	1.2%
Talked on a hand-held cell phone while driving	72.8%	18.7%	6.2%	1.6%	0.7%
Talked on a hands-free cell phone while driving	41.1%	17.4%	24.0%	14.6%	3.0%
Followed the motor vehicle in front of you too closely, or tailgated?	46.2%	38.8%	12.1%	2.5%	0.4%

While respondents report a number of road user behaviours to be a traffic safety concern as well as unacceptable, Table 5 reveals that some respondents still engage in these behaviours to varying degrees. In reference to their own driving during the past 30 days, even if rarely, 59% of respondents have talked on a hands-free cell phone, 38.7% have read, typed or sent a text message or e-mail, or used social media, and 27.2% have talked on a hand-held cell phone while driving. More than half of respondents (53.8%) also admit to having followed the vehicle in front of them too closely.

Cell Phone Use: What would you say is the most likely reason for using your cell phone while driving?

A large number of respondents indicated that they use their cell phone primarily for calls while some specified that they engage in a combination of activities including calls, texting, or email. However, a large number of respondents did not specify whether they were using their cell phone primarily for calls, texting and/or other activities. Regardless, across modes of communication,

In light of these findings, respondents were given the opportunity to discuss in greater detail why they might engage in these kinds of behaviours from time to time by answering open-ended questions in relation to cell phone use and following too closely.

several key themes emerge with respect to the reasons for why people use their cell phones while driving. In the discussion of these themes, it is important to recognize that in many cases the themes intertwine with one another. In particular, the first two themes addressed below, ‘Sense of Urgency’ and ‘Trying to be Safe’, can be seen as more overarching themes that often accompany other themes such as ‘Making Plans’.

⁶ It is important to note that this item includes reading texts or emails, which was not included in the earlier question relating to acceptability.

Sense of Urgency

A common theme amongst respondents as to why they use their cell phone while driving is that although they do engage in this behaviour, some contend that they only take calls or check messages when they “need to”, when it is “important”, or when it might be “urgent” or an “emergency”.

“Needing to talk to someone while pulling over is too much of an inconvenience, such as getting directions to where I am driving, or calling ahead to a store.”

“Immediate communication or planning is needed.”

“The need to communicate with someone that very moment.”

“When the call or text is important eg. what time I have to meet someone, and at what location, or work-related.”

“Important calls that I can’t miss and when I don’t have hands free.”

“Haven’t sent any messages but have been guilty of rarely looking at text message thinking it may be urgent. Am trying to put phone out of reach so as to not have temptation to look at it.”

“Urgent call or message to check.”

“Determining the phone call may be an emergency on a freeway/highway journey with no available red lights or stops.”

“Emergency calls from family members.”

Trying to be “Safe”

A second theme among respondents who use their cell phone while driving is that when they do, they try to do so in what they perceive to be the safest manner possible. For example, some respondents explained that they will answer a call, but only to let someone know that they will call them back once they can pull over safely or make use of a hands-free device. Some respondents reported that they would only use hands-free devices, while others said they would use them if/when they were able to, but not necessarily in every case.

“Answer to say I will call them back when I have my Bluetooth in or pulled over.”

“It rings and I know it’s important. I tell them that I will call back.”

“I only use my cell (hands-free) to answer calls from my wife or kids, or to let them know if I’m late due to being stuck in traffic. I only use hands-free, and normally try to pull off the road if I’m able to.”

“Rarely I would pick up a call I deem as important. Usually I tell the person that I am driving and cannot talk right now. I call them once I get out of the car. Usually I use hands free devices.”

“My phones connected through Bluetooth sync in my truck. I ignore all text messages. I answer calls while driving only if I feel it is safe to do so (minimal traffic). I notify everyone when I answer I am driving and ask how important the call is. If it is just a social call I tell them I will call back when I get home.”

While it is still a form of distracted driving, and illegal in the Province of Alberta, some respondents indicated that they would only use their cell phone when stopped at a traffic light or when stuck in traffic. This might be to read a text or email, to send a text or take a call.

“I NEVER text, etc while driving - I ONLY look at it while stopped at a light. It would be to text someone where I am, if I am lost, what their plans are, etc. I don’t facebook or email.”

“I’m stopped at a long stop light and I know I can complete the message before it turns green again. This is safer to do than text while actually driving/moving, although I understand it is treated in the law to be exactly the same.”

A very small number of respondents directly stated that they do not feel it is dangerous to take a call or text while driving, while others said they felt confident taking a call but felt texting was not safe.

“Sometimes I need to make a call. I know I am capable of doing so safely as I have many times before. I know that some people are not. I have seen it. But then again, some people aren’t capable of driving safely without distractions either.”

“If you hold your phone close to the steering wheel so that you can quickly glance at your phone, it’s nearly the same as looking at your gauge cluster to see your vehicle speed, water temperature and/or oil pressure. Talking on the phone? Well... if you aren’t able to multitask then you probably shouldn’t be operating a motor vehicle.”

“Banning cellphones was a kneejerk reaction and although I agree people should not be texting etc. A hand held phone call is perfectly acceptable. If you are not capable of talking and driving then perhaps you are not qualified to be driving in the first place.”

“Defiance of a law that has no impact on traffic safety.”

11 Making Plans

One of the most frequently cited reasons put forth by respondents for using their cell phone while driving was making or confirming plans. For example, this includes letting someone know they are running late or on the way to meet them or pick them up; finding out where to meet someone; and, making sure plans haven't changed so they can potentially avoid having to drive somewhere else.

"Calling to let someone know we are on the way, safe or running late."

"I only use my phone in cases where I'm supposed to be meeting someone and I'm running late. So I'll send a quick message to let them know."

"Mainly it would be to make plans for meeting up with others."

"Received an important phone call that will dictate my destination - rather than waiting until I arrive at my initial destination, then checking my messages, than driving somewhere else, I find it is more efficient to get that information via cell phone en route."

"When I am on my way to pick someone up, I will almost always check my phone at a red light to see if anything has changed from what we agreed upon before I left (ex. different LRT station for pick up or something)."

Family Related

Respondents commonly reported that their most likely reason for using their cell phone while driving was related to family. Examples include parents and children checking in with one another and routine communications such as to see if there is anything that needs to be picked up on the way home.

"Check what my kid is doing."

"When I get a call from my kids. I always answer right away. I pull over as soon as I can but I don't want to miss a call from them as they only call when something is wrong."

"Primarily to see if anything needs to be picked up on the way home (i.e. groceries, supper, etc.). Typically no more than 5 minute phone conversations."

Work Related

A number of respondents said their cell phone use was primarily work related and included taking calls from their boss or customers and checking or responding to work related emails or texts.

"When at work when I cannot miss a call. Although against company policy and also the law, it is very difficult to explain to customer why you didn't answer the call."

"This is a stupid question. Because I own a business, and life doesn't stop when I'm in a car."

"I only use it in the rare case when I'm listening to a conference call for work. I get about 2 per week that last about 30 minutes and they are more like a seminar, I put the phone on mute and listen to the speaker. So not much different than listening to the radio."

"I don't do this while my vehicle is moving, usually at traffic lights and it's to respond to work email. I have started to put my purse in the back of the car (with my device inside) as I don't agree with this practice but I am hypocritical when doing this. I don't believe work is a valid reason...it can really wait."

Getting Directions

Another common reason for using a cell phone while driving is getting directions, whether by calling or texting someone, using GPS or checking Google Maps.

"Trying to find/get directions from a contact."

"My main reason for using my cell phone is for maps/directions, ONLY while stopped at a red light. I am sure to be aware of my surroundings and do not ever take my foot off the brake before putting my phone completely away. I have made a very serious agreement with myself that if I can't handle that going forward then the phone goes in my trunk in my purse before I even start it."

"Trying to get the navigation program open to find a place."

"Finding & following directions on google maps."

Other Themes

Other reasons for using a cell phone while driving include: multitasking; just wanting to stay in touch with someone; and, boredom.

“To get things done while performing the task of driving. Multi-tasking. Life is so busy these days.”

“It’s the most efficient place for me to make phone calls, because I can’t do anything else while I’m driving.”

“To continue to be productive in the car.”

“I use my phone to talk to people. I do it to get in touch with them. That is why I use my phone while driving. Just like when I am walking, or sitting or any other activity I perform.”

“If I get bored waiting in traffic.”

“Boredom sitting in traffic or stopped at a red light.”

“Killing time at a red light.”

Never Use the Phone While Driving

While the question regarding cell phone use was directed at those who do in fact use their phone while driving, a few respondents who indicated that they do not use their phone while driving responded to this question, clearly expressing their disapproval of this behaviour.

“I never use my cellphone while driving. If I need to take a call or send a text, I pull over first. No one should be texting or e-mailing while driving, period.”

“I personally never use my cellphone when driving, or operating any machinery for that matter. There is always time to pull over and check for a message. Sailing two tonnes of metal and combustible fluids down asphalt channels is taxing enough on the human senses without trying to do it preternaturally while staring at ones phone. Others think that if they’re gently coasting it’s okay to not look at the road. It’s sheer ignorance.”

“There is no likely reason. I don’t understand the minds of people who think typing “LOL” to their friend is more important than checking the lane next to you before merging.”

Summary of Themes

When it comes to using a cell phone while driving, whether for calls, texting, email or social media, of those respondents who reported engaging in this behaviour, common themes that emerged from this analysis include a sense of urgency, that is, a need to take a call or respond to a message immediately, and admitting to the behaviour, but trying to use their phone in what they feel is a safe manner, either by using hands-free devices or pulling over when possible. When people use their phone they are often making plans, checking in with family, engaged in work related activities, getting directions or simply staying in touch with people.

Following Too Close/Tailgating: When you find yourself following the motor vehicle in front of you too closely what is the most likely reason for following too closely?

When asked about the most likely reason for following too closely or tailgating, respondents’ answers uncover a number of key themes, several of which relate to speed in one manner or another. Tailgating was also sometimes described as a byproduct of other traffic maneuvers, or human factors such as distraction.

Speed

Speed related themes associated with following too closely or tailgating include drivers traveling below the speed limit, drivers traveling below the speed limit specifically in the left lane, commonly defined by respondents as the passing lane or fast lane, and drivers generally traveling “too slowly”. In addition, some drivers are just in a hurry causing them to tailgate, while on the receiving end, drivers that are being tailgated suggest they sometimes feel pressured to follow the vehicle in front of them too closely as well.

From a speed perspective, the most frequently reported reason for tailgating was that the vehicle ahead was traveling below the speed limit, and what was often perceived to be well below the speed limit. Some respondents added that there was no apparent reason for traveling so slow, while others said they tailgate as a means for letting the driver know they are traveling too slowly. Finally, some respondents firmly expressed that drivers should at least drive the speed limit.

“Because they are going an ungodly amount below the limit.”

“I only tailgate people who go less than the posted speed limit, as a way to notify them.”

“People who are driving 5-10 kms below the speed limit. At least drive the speed limit!!”

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While traveling below the speed limit was frequently reported as a general reason for tailgating, a number of respondents specifically discussed this reason within the context of drivers traveling too slowly in the left lane. Once again drivers report using tailgating as a means for sending a message to the driver ahead that they are travelling too slowly.

“The person in front of me is not obeying the rule of “keep right except to pass”. By letting them know I am there, they tend to move into the correct lane.”

“Generally due to them not getting out of the left lane and me hinting to do so or them traveling below the speed limit in perfect conditions.”

“In the left lane of a highway going below the speed limit holding up multiple cars when they should be staying right except to pass.”

“They are holding up the flow of traffic. You’ll be able to see kilometers upon kilometers of empty space in front of a car in the left lane of a multi-lane highway with no apparent left hand turns coming up, but the person insists on straddling the car beside them despite there being a row of cars behind them waiting to pass. If a couple blips of the high beam doesn’t work nor a few seconds on the horn, then the last recourse is to make them feel uncomfortable and tailgate them until they move.”

“Usually because someone is doing a ridiculously low speed in the left lane, and they are clueless to the fact that they are doing this until they look in their mirror and see someone there. Slow driving in this lane is unsafe and should be illegal. Many European countries have evolved to recognize this and actually prohibit trucks from using the left lane on highways at all, except to pass other trucks. These other countries I hope Canada can move forward with such enlightened policy someday.”

Some respondents did not specifically note the speed limit or lane of travel as a factor but simply reported that their primary reason for following too close or tailgating was that drivers were traveling “too slowly” and/or not keeping up with the flow of traffic.

“I maybe think they are going to slow and want to speed them up.”

“They were travelling much slower than the flow of traffic, and staying close for the first opportunity to get around so that I don’t end up the victim of someone else’s rage because of this person.”

“Usually, they’re driving so slow its almost hard not to end up too close. And they’re usually so slow that it’s almost impossible to get out from behind them into another lane because the cars in the other lane are going so much faster.”

A small number of respondents reported that they are simply in a hurry, while at the other end of the spectrum a few reported that they feel pressured by other drivers.

“Just being impatient/offended that someone is in my way.”

“The person behind me is tailgating me or is aggressive and I don’t want them to be so close to me.”

Other Traffic Maneuvers

Respondents report that following too closely or tailgating sometimes occurs as a reaction to other drivers’ behaviour, including when they are cut off, people are trying to merge, pass or change lanes, or as a preventative action, such as in the case where they are trying to avoid being cut off themselves.

“Being cut off by a slow moving vehicle, or someone traveling below the speed limit, and/or below the flow of traffic in the left lane.”

“Cut in front of me even though there’s barely enough space, and/or without signal.”

“Generally its because I’ve tried to leave enough space but someone cuts in.”

“When someone leaves you minimal space to merge on a freeway or if people are not giving way on a freeway and you need to change lanes. I am willing to be more aggressive in these situations. People don’t seem to be too courteous on the freeways so you have to be more aggressive.”

“Allowing a vehicle to merge in front of me (seemed he needed to make a turn at the upcoming intersection but in fact didn’t turn), then proceeded to drive 10 kms less than the posted speed limit on a one lane road holding up everyone behind. Turned out the driver was talking on a hand held phone.”

“Getting in position to pass someone.”

“Pulled in too close when changing lanes.”

“To not let another driver in when there lane cuts off, when they could have gotten over before like the majority of other drivers.”

“Traffic during rush hour and I don’t want lots of people cutting in front of me.”

Distraction

A small number of respondents cited distraction as the reason for following too closely or tailgating.

"I have looked away from the road, and then realize I'm too close."

"Inattention on my part or they have slowed down without reason and I am trying to slow down without slamming on my brakes."

"People do not pay attention to their driving but to something else happening in their car causing them to slow down. I see this all the time and I inadvertently end up getting too close."

"Usually it's because they suddenly slow down so I'm closer to them. I usually then slow down though to give myself room behind them. Not that the people behind me would give me the same respect. In Edmonton, usually if you are following at a safe distance, other cars think they can barge in, even if there isn't room for them. Lots of people cut me off when I'm doing the proper thing. Most Edmontonians don't know how to drive."

"They have suddenly slowed down due to traffic, or we are stuck in a traffic jam. I don't tailgate on purpose."

"Accidentally...? If traffic ahead of me slows down, I don't slam on my brakes, I ease off the pedal, and slow down gradually; for a time, I'm technically "tailgating"."

"Usually this only happens by accident, and I'm quick to correct the distance between my car and the one in front of me."

Traffic Conditions

In addition to speed and other traffic maneuvers, respondents also cite reasons for tailgating relating to overall traffic conditions including heavy traffic or congestion and related sudden slow-downs. Some respondents also stated that when they tailgate it tends to be accidental, a result of these conditions.

"Traffic congestion. I try to maintain a vehicles length at all times but sometimes it just doesn't happen."

"The only reason is if traffic is really condensed. Otherwise I don't do it, I like to give optimal room."

Summary of Themes

Following too closely or tailgating is not uncommon. Based on the results of this survey it appears that the underlying reason for this behaviour commonly relates to speed, and more specifically, that drivers perceive other drivers to be traveling too slowly. In other cases people say they engage in this behaviour in reaction to other drivers' actions such as when they are cut off, while a small number suggest distraction may play a role. Finally, there are those drivers who report that they try not to follow too closely or tailgate but sometimes they find it difficult not to, for example when traffic is congested.



15 Speed

Turning to the subject of speed, respondents were asked to comment on their perceptions of how fast they feel it is okay to travel, as well as to report on their own speeding behaviour.

FIGURE 4:
HOW MANY KILOMETERS ABOVE THE POSTED SPEED LIMIT DO YOU, PERSONALLY, FEEL IT IS OKAY TO DRIVE...?

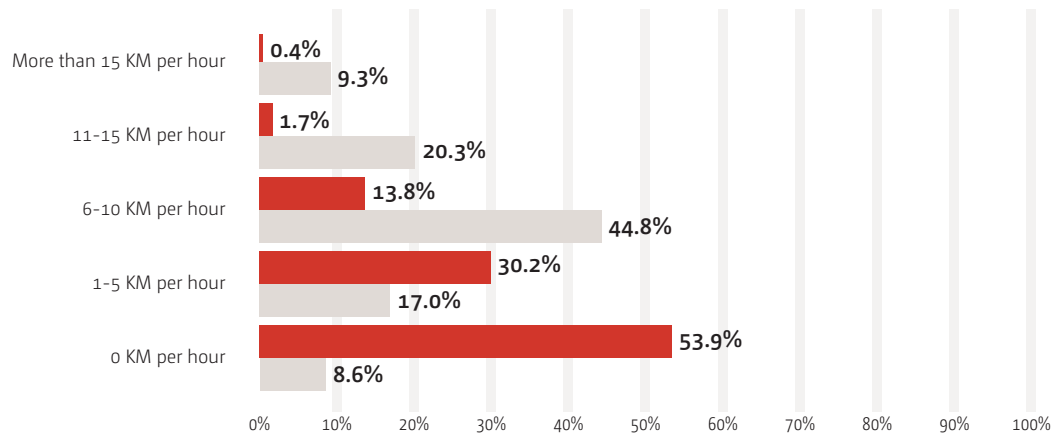
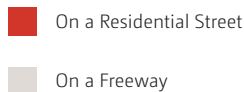
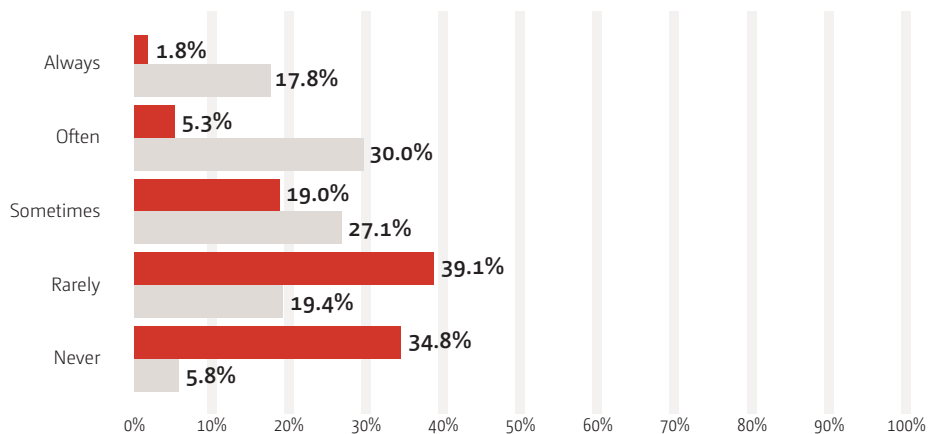
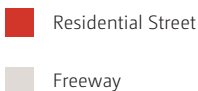


Figure 4 illustrates respondents’ perceptions as to where speeding is okay and by how much it is okay to travel above the posted speed limit. Slightly more than half of respondents (53.9%) feel that it is not okay to travel above the posted speed limit on a residential street at all; however, 30.2% feel it is okay to travel 1-5 KM per hour over, while another 13.8% say 6-10 KM over on a residential street is okay. Only a small percentage of respondents feel it is okay to travel any faster on a residential street.

In contrast, just 8.6% of respondents feel that it is not okay to travel above the posted speed limit on a freeway. While 17.0% say 1-5 KM per hour over is okay, nearly 45% (44.8%) say that 6-10 KM per hour over the speed limit is okay on a freeway, more than 20% (20.3%) say 11-15 KM per hour is okay and 9.3% feel that even 15 KM per hour over or more is acceptable.

FIGURE 5: IN THE PAST 30 DAYS, HOW OFTEN HAVE YOU FOUND YOURSELF TRAVELLING ABOVE THE POSTED SPEED LIMIT ON A...?

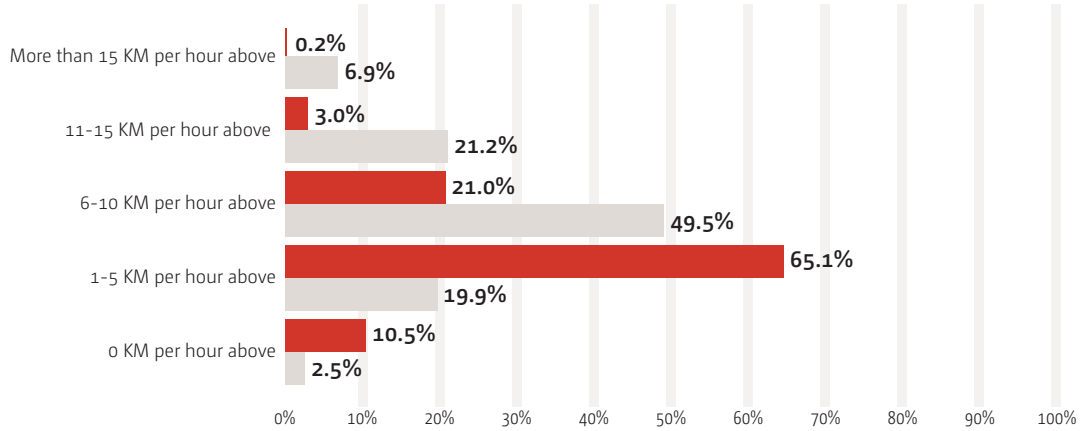


When asked about their own speeding behaviour, Figure 5 shows that drivers are less likely to report speeding on a residential street as compared to a freeway. Still, when asked about the last 30 days, almost two-thirds of respondents (65.2%) report having travelled

above the posted speed limit on a residential street, even if rarely. Almost all respondents (94.3%) say they have travelled above the posted speed limit on a freeway in the past 30 days.

7 Those respondents who responded 'Never' to the previous question were not asked this question.

**FIGURE 6:
ABOUT HOW
MUCH WOULD
YOU SAY YOU
TYPICALLY
TRAVEL ABOVE
THE POSTED
SPEED LIMIT
ON A...? ⁷**



■ Residential Street
■ Freeway

Figure 6 finds that for those drivers who report travelling above the posted speed limit on a residential street, almost two-thirds (65.1%) say they typically travel 1-5 KM per hour over, while 21.0% reported travelling 6-10 KM per hour over the speed limit on a residential street. In contrast, almost 50% of drivers who reported speeding on a

freeway said they typically travel 6-10 KM per hour over the speed limit, while an additional 28.1% say they tend to travel 11 KM or more per hour over the speed limit on a freeway. Just over 3% (3.2%) said the same about residential streets.

Respondents were next asked to comment on how fast they usually drive compared to other drivers.

**TABLE 6:
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
All Drivers	1.3%	23.4%	54.3%	20.2%	0.8%
18-24	5.1%	39.0%	47.5%	8.5%	0.0%
25-34	1.2%	34.5%	50.0%	13.7%	0.6%
35-44	0.7%	16.4%	59.6%	21.9%	1.4%
45-54	1.1%	10.8%	52.7%	35.5%	0.0%
55-64	0.0%	17.4%	60.9%	19.6%	2.2%
65+	0.0%	0.0%	69.2%	30.8%	0.0%
Male	2.8%	29.5%	50.6%	16.7%	0.4%
Female	0.0%	17.9%	57.7%	23.4%	1.1%

Table 6 shows that just over half of respondents (54.3%) say they drive about the same as most other drivers on the road; however, almost one-quarter (23.4%) report driving somewhat faster (an additional 1.3% report driving much faster). At the opposite end of the spectrum, 20.2% of drivers report driving somewhat slower than most other drivers, while less than 1% said they drive much slower than most.

or much faster than others (32.3% compared to 17.9% respectively). The same was true for younger drivers, particularly those aged 18-24 and 25-34, who were more likely than those in other age groups to say they drive somewhat or much faster than others (44.1% and 35.7% respectively).

In the interest of gaining more insight into speeding behaviour in our community, we asked respondents to report on their most likely reason for speeding.

With respect to gender, males were more likely than females to report that they tend to drive somewhat

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Thinking about when you find yourself driving above the posted speed limit...what is the most likely reason for speeding?

Key themes that were identified from the responses to this question include keeping up with the flow of traffic, appropriateness or relevance of speed limits, awareness of speed limits, driving for the road, being in a hurry and wanting to get to their destination more quickly, distraction, and reasons relating to other traffic maneuvers such as passing, merging or changing lanes. Some drivers also maintain that it is perfectly safe to speed.

It is important to recognize that in describing their reasons for speeding, many drivers make a distinction between freeways and residential streets, both in terms of whether they speed at all, and if they do, the reasons for why they speed on a freeway versus a residential street.

Flow of Traffic

Keeping up with the flow of traffic was the most frequently cited reason for speeding. Respondents sometimes commented specifically on the fact that everyone else is speeding, in some cases adding that they will speed to avoid being a hazard on the roadway or because they are being tailgated or pressured by other drivers to speed. Some respondents further pointed out that when they do catch themselves speeding they slow down. A few also noted they would speed to get away from the cluster of traffic.

"Just going with the general flow of traffic."

"My most likely reason for speeding is that I am going with the flow of other vehicles and keeping pace with them."

"To keep up with other drivers. Trying to match their speed to maintain the flow of traffic."

"Because everyone else is also speeding. Silly reason."

"Because everybody is going faster even if I'm driving 10km above the speed limit. Therefore, by following the speed limit I become the threat for accident for everyone else because I'm going slower than everyone else."

"Going with the 'flow of traffic', sometimes it's less dangerous than driving too slowly."

"If you stick to the speed limit, people will run you off the road. 10km over is the fastest I will go. Ever. But it is still not fast enough for people who feel the need to go faster. I rarely, if ever, pass anyone but I am always being passed."

"Often on freeways, I will speed up because everyone is passing me and zooming around me so I feel like I am in the way even though I am going the posted limit. It is frustrating as I don't feel the need to speed above the limit but feel pressured to go faster to keep the flow going. The only freeway I drive with any regularity is Wayne Gretzky."

"Observing the cars around myself something will cause me to try and speed match without notice. I do catch myself quickly though and correct accordingly."

"To stay AWAY FROM "PACK" MOST DRIVE TOO CLOSLEY TOGETHER AT FREEWAY SPEEDS LEAVING NOT ENOUGH ROOM TO maneuver out of accident."

Speed Limit

The speed limit itself factored into the discussion of speeding as well, in particular, that certain speed limits are perceived to be too low. In addition, some respondents said that when they were speeding it was because they were unaware of the speed limit or that the speed limit had changed without them realizing, while a few commented that sometimes it takes them some time to adjust their speed in a transition zone.

"40-50 KM in certain areas and certain conditions are out of date."

"Archaic speeding laws are based on decades-old technology/engineering, from the rubber meeting the road (significantly improved compounds for those who choose to invest in summer and winter-only tires) to gigantic leaps in safety technology. Speed limits on highways in Europe have adapted, why not in North America?"

"The reason is that in many many cases, the posted speed is too low. If the traffic is all going around 60, but the posted speed is 50, the posted speed is too slow!"

"The speed limit is too low. There is no reason for it to be 40 to 50 on some roads."

"If I didn't notice that the speed limit changed to something lower, I might accidentally find myself speeding."

"If the speed changes from 50 to 60km in an area I am not familiar with."

"Sometimes it's difficult to know what the listed speed limit is."

"Having turned off of a higher limit road, and adjusting myself to the speed."

Driving for the Road

A number of respondents said they drive for the conditions, citing factors such as clear roads, high visibility and low traffic volume. Other respondents pointed specifically to the design of the road as playing a factor in their speed, whether as a factor on its own or in combination with other factors.

"I tend to drive above the speed limit when conditions are ideal. In terms of freeway speeding, this means clear visibility, dry roads, no wind, low traffic volume. In residential areas, I may find myself above the speed limit (1-5km over) when the above conditions apply and I'm confident that road is not near parks, schools, cross walks, blind spots, etc."

"If road conditions are favorable, the posted speed limit is not relevant. It is better to go with the flow of traffic. The flow of traffic may be moving faster than the speed limit, or it may move slower than the limit. It depends on road conditions, traffic, time of day, etc."

"Lack of other drivers or pedestrians nearby."

"Road conditions allow for it. For example there are few other vehicles on the road and the road is clear and dry."

"Roadway design dictates an acceptable speed above the posted speed limit."

"This almost always occurs on roads that are clearly engineered for higher travel speeds than the posted speed limit. It seems that it creates an unnatural flow to traffic, and increases mine, and other drivers impatience."

"The speed limit often feels too slow for the street."

"General feeling that the road can handle a faster speed limit - open, straight, flat, wide roadway."

"When conditions allow for a faster rate of travel, I utilize them. The summer weather conditions mixed with straight highways should allow for higher speeds."

Distraction

Distraction was also reported as a likely reason for speeding. These respondents attribute their speed to inattention and describe the behaviour as accidental or not intentional. In some cases distraction is further related to the flow of traffic in that drivers report that because they are going with the flow they don't realize they are speeding. Some added that when they realize they are speeding they slow down.

"Lack of attention. Look down and realize I am speeding. I try not to since having a baby though."

"Music, lost in thought and not realizing. I plan better, giving myself more time, anticipating traffic, etc."

"Thinking about work, life, or things I have just witnessed other drivers do and I momentarily lose focus and don't pay sufficient attention to my speed."

"Not checking the speedometer, not realizing I am above because I am staying the same speed as the cars around me."

"Any time I'm speeding, I'm not "intentionally" doing so. It's mostly just one of those "oh, crap, I need to slow down" moments."

"Inattention. When I realize I'm going over, I slow down."

In a Hurry/Wanting to Get to the Destination Faster

Some respondents reported that they speed when they are in a hurry to get somewhere, they hope to get to their destination faster, and/or because they actually believe they will get to their destination faster.

"Feeling frantic because of traffic and having to be somewhere."

"I'm not a morning person - so I'm usually rushing not to be late for work...Or if for some reason I'm late for something. (But usually its my morning commute to work.)"

"Probably late for something."

"I feel like I want to spend the LEAST amount of time in my vehicle driving as possible, so I wish to get to my destination faster."

"I want to get there faster."

"When traveling long distances of over 100km/h it actually makes a difference in how long it takes me to get to my destination."

19 Other Traffic Maneuvers

Similar to tailgating, speeding reportedly sometimes happens in association with other traffic maneuvers such as passing, merging or changing lanes.

“Needing to overtake another vehicle.”

“Trying to merge mostly. Some awful merges in our city.”

“I don’t speed to race traffic or beat red lights. It sometimes seems necessary to get position to change lanes since drivers do not adopt a ‘slow traffic keep right’ attitude. Driving assertively becomes necessary amongst unsafe or distracted drivers.”

Because I Can Speed Safely

A small number of drivers reported that they speed because they feel it is safe to do so.

“‘Speeding’ is a relative term. In my opinion I am not driving unsafely.”

“Believing I can drive safely above the limit.”

“Do not think it is actually dangerous, except in certain situations.”

“I consider myself a safe driver and the posted speed limit is not required. Plus there is such little enforcement that there is really no fear to speed.”

“I drive at the speed I wish to drive on, not the speed assigned to me by the state.”

“I feel comfortable driving at speeds higher than the max posted speeds on the freeway. I don’t feel the speed at which I’m driving is unsafe, and gets me where I need to go a bit faster.”

“I will admit I have a heavy foot when driving. Usually I speed because I find it not to be dangerous and is semi-appropriate.”

Distinction between Freeways and Residential Streets

In elaborating on their reasons for speeding, a number of respondents made a clear distinction between speeding on freeways versus speeding on residential streets. Once again the appropriateness of speed limits emerges, but reasons for speeding also vary by type of roadway.

“Freeways are built to move traffic and some speed limits are too low.”

“Freeways should have higher speed limits.”

“Freeway - to go with the flow of traffic. Residential - lack of attention to speed.”

“On freeways = keeping up with flow of traffic, residential = not looking at speedometer (I slow down when I notice).”

“On the freeway it is frequently because I feel the need to keep up with the flow of traffic. In residential areas, it is usually because I am unclear on what the posted speed limit may be.”

“I am not speeding in residential areas at all. On freeways I am used to other speeding limits/ no limits.”

Summary of Themes

Speeding occurs for a variety of reasons and under a variety of circumstances. Reported reasons for speeding include: going with the flow of traffic; speeding to avoid being a hazard by going too slowly; the perception that certain speed limits are too low and therefore it is not necessary to abide by them; driving for the conditions; being in a hurry to get somewhere; being distracted and merely not paying attention; and, the perception that when they speed they are not driving unsafely.

ROAD RAGE AND AGGRESSIVE DRIVING

Respondents were asked to report on and describe their personal experiences with what is commonly referred to as road rage. Road rage was defined in the survey as “angry or aggressive driving

behaviour which might include the use of rude gestures, making threats, verbal insults, or deliberately driving in an unsafe manner.”

**FIGURE 7:
IN THE PAST 2 YEARS, HAVE YOU PERSONALLY EXPERIENCED FEELINGS OF ‘ROAD RAGE’ WHERE YOU ACTED UPON THOSE FEELINGS IN SOME WAY?**

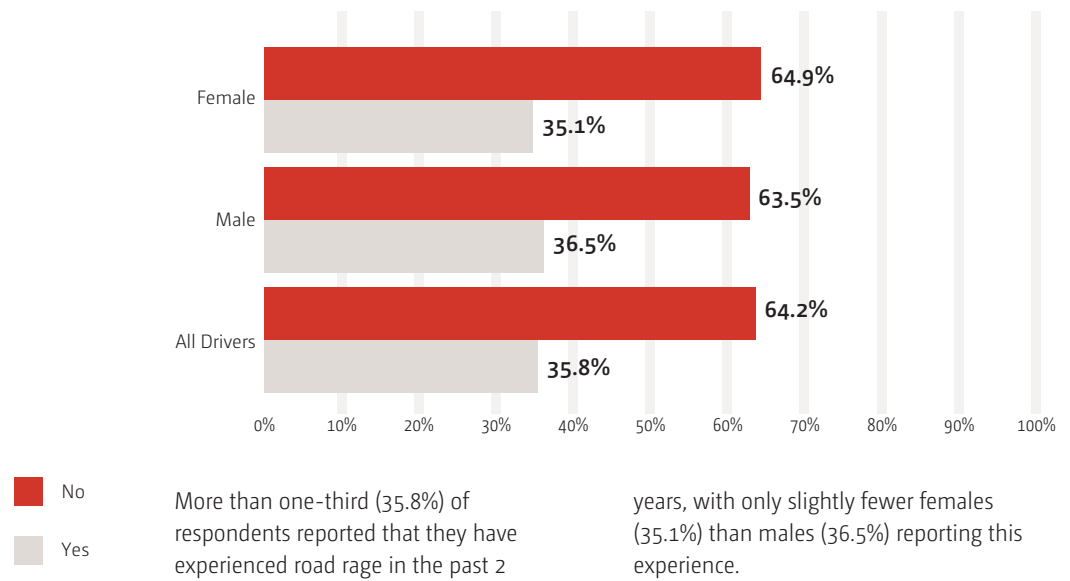
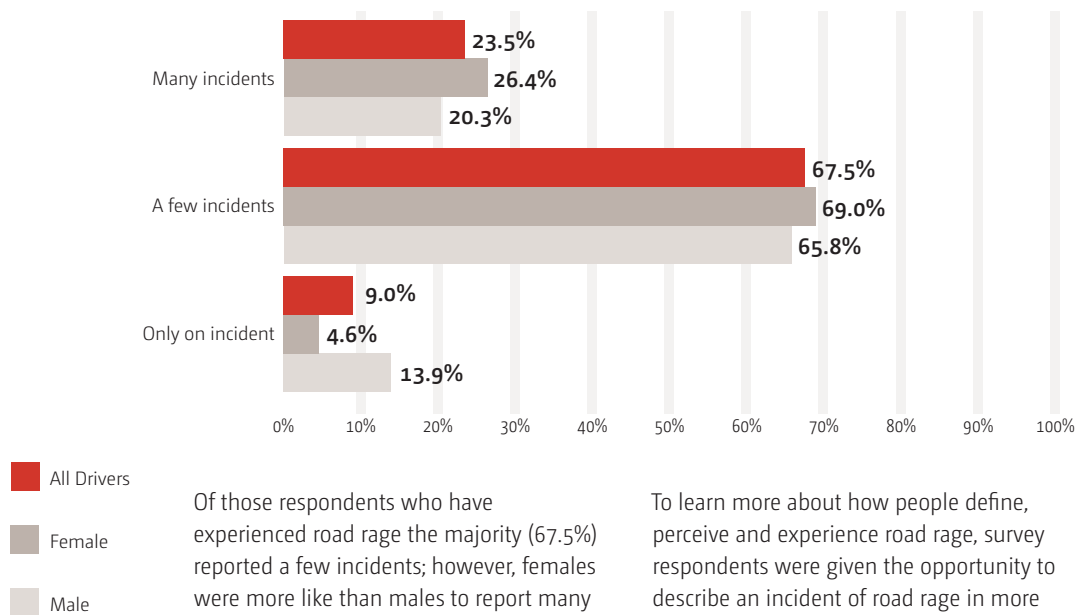


FIGURE 8: HOW MANY SUCH INCIDENTS OF ROAD RAGE WOULD YOU SAY YOU HAVE EXPERIENCED IN THE PAST 2 YEARS?



To learn more about how people define, perceive and experience road rage, survey respondents were given the opportunity to describe an incident of road rage in more detail.

Thinking about the past 2 years, please describe at least one incident where you experienced feelings of road rage and acted upon those feelings in some way.

From the stories provided, a number of key themes arise relating to the sources of road rage as well as the behaviours people engage in to express their feelings. Common reasons for road rage vary widely and include: being tailgated; distracted drivers; slow drivers and fast drivers; being cut off; road users generally not following rules or seemingly not knowing the rules; road users nearly causing a collision; drivers who don't signal or shoulder check; and, general inconsiderate driving.

When road users experience road rage they report a wide range of reactions including: swearing, cursing and name calling; shouting and yelling; honking the horn; flashing high beams; shaking their head, shaking their fist, throwing their hands up in the air, showing their middle finger and other rude gestures; tapping or slamming on the brakes (when being tailgated); swerving and acceleration; purposely blocking someone who is speeding; and, not letting drivers in when they attempt to bypass a line of traffic (e.g., in a construction zone). Some respondents described even getting out of their vehicle to verbally confront another road user at a light or in a parking lot and one respondent admitted to spitting on another driver's window. One pedestrian shared that he or she had "thumped" cars that almost hit them in a crosswalk because the driver was not watching where they were going. Milder responses include road users muttering to themselves under their breath, avoiding too much escalation by limiting their reaction, and even attempts at de-escalation, for example, turning off of the roadway to avoid a possible confrontation. Select experiences of road rage as described by the survey respondents themselves are shared below.

"Driving honking horn behind me, I had nowhere to go, traffic backed up ahead of me. Gave him the finger."

"On the Hedaybauhn where people tailgate you to go faster, no signal lights and no care."

"I can turn aggressive when someone comes up on my bumper in an attempt to make me drive faster than the speed limit. I will slow down and give them the finger."

"Residential street, I was driving a little below 50 kph and the car in back of me was far too close for comfort. I stopped and got out of my car and berated the driver in back of me."

"While driving within a few kilometers of the posted speed limit, I have been almost pushed off the road by tailgaters. Time for some bumper-tag is my feeling."

"Fingered a guy cause he crossed over into my lane while texting."

"Pulling up beside someone and telling them to get off the phone."

"Someone was playing with their car cam (rearview mirror mount camera) during a red light, light turned green and he continued playing, I signaled, got in his lane, at the same time he saw that the traffic was moving, he accelerated, nearly rear ending me and HE accused me of not signaling! I did, he was too busy being distracted."

"Driving fast around somebody slow. Giving the finger to somebody not signaling and cutting me off from there stupidity."

"Driving on a street near my house, a pickup truck has, on numerous occasions, been driving very fast as they approach from behind on a 2 lane road (one lane in each direction), will move over to the wrong side of the road in order to be able to pass me and continue driving at their current speed. I will usually yell at them to slow down and give them the finger."

"A van on a bridge did a lane change without signaling and shoulder checking and nearly cut me off. I swerved and honked. I swore and was angry. I am used to bad drivers with bad habits. I get mad but I can't do anything about it."

"Being cut off, I did swear loudly in my vehicle and made a few rude gestures. This resulted in me letting off steam as I knew the other driver neither heard me nor saw me nor likely cared that I was upset."

"I got cut off during very rainy weather by another driver who was speeding up behind me, then went around me to cut right in front of me. I had my granddaughter with me, so it scared me badly. I cursed out loud and felt angry for a good hour afterwards."

"An individual cut me off so bad that his hitch was inches away from my bumper, then proceeded to slam on the breaks leaving me to lock my tires as to not rear end him. Then he proceeded to start after me following too closely and I turn I lost it and told him to pull his head out his butt and asking if he even remembers cutting me off back there or if he even looked. My road rage is directed to individuals who scare me. Slow indecisive drivers who are terrified on the road and ignorant self absorbed people."

"A driver drove up behind me in the right lane and would not get in the other lane to speed up or slow down. I threw up my hand. Another was in a construction zone where drivers are always passing me as I go the speed limit in construction zones or slower if I feel the need due to the type of work being performed and this lady again rode my butt and then finally passed me. I pointed at the speed limit sign and she threw the finger up at me. Tired of people speeding in construction zones. :("

“Following behind someone while they are trying to merge into freeway traffic. The person in front of me was unable to judge the traffic speed, breaks in traffic and where to merge. They subsequently slowed down to well below the speed limit and the flow of traffic making it impossible for those of us behind to merge into traffic. (When merging I leave a lot of space between myself and the vehicle in front of me as I find many drivers have difficulties merging and I don’t want their inability to merge to interfere with my ability to merge.) As I was going the speed of the traffic we were merging with and there was a great distance between myself and the driver in front of me, I pulled around this person rather than stop behind them in the merge lane and muttered under my breath.”

“Generally speaking, it’s when other drivers almost cause an accident, through lack of attention or straight idiocy; I swear and flip the bird.”

“The extent of my road rage would consist of me screaming my face off inside my vehicle, and/or giving someone the “stink-eye” as I pass them, and questioning their driving capabilities, or whether turning signals were an option on their vehicles.”

“I frequently close the gap between myself and the car in front of me when I see an aggressive driver approaching from behind. I guess technically that makes me a rude driver too. I typically try not to get involved in these situations as I realize my actions will not change their driving habits and potentially make the situation worse, but sometimes these people get the best of you!”

“Person changed lanes without signaling, nearly hit my front right fender, gave me the bird as I beeped my horn that I was there, he then sped away at a very high rate of speed. At next

light I pulled up beside him and asked if he could signal and that there was no reason to flip the bird. He told me to f off, he can drive any way he wants. Sped away again, swerving through traffic, I heard several horn beeps, at next light I pulled up behind him, recorded license, he got out and asked me what the f I was doing, he got back in his vehicle and sped away. I pulled over and phoned license in to police.”

“There was an accident on the Henday. We were all merging from the Terwilliger exit onto the Henday westbound. This guy in a truck decided to bypass everyone that was waiting their turn to merge on by driving on the right hand shoulder. I pulled my vehicle over just enough so that he couldn’t get past me. He was giving me a lot of hand gestures and yelling. But the guy that was in line behind me was laughing.”

Summary

The experience of road rage, however defined by individual road users is not infrequent. The sources of road rage vary as widely as the reactions to it as is illustrated by the examples provided here. Whether people mutter to themselves in their vehicle when someone cuts them off or use their vehicle to physically block a driver they feel should not be permitted to bypass a lineup of traffic, road users experience feelings of frustration, anger and even a sense of rage towards other road users and will often let other road users know about it by expressing their feelings in a verbal or physical manner.

In addition to commenting on experiences with road rage, respondents were asked to compare themselves to other drivers in terms of how aggressive they are when it comes to driving generally.

TABLE 7: 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 somewhat more aggressive driver	You are about the same as other drivers	You are not as aggressive as other drivers	You are not an aggressive driver at all
	All Drivers	2.7%	25.2%	23.5%	35.8%	12.9%
Age Group	18-24	7.0%	26.3%	21.1%	35.1%	10.5%
	25-34	4.2%	31.0%	23.8%	34.5%	6.5%
	35-44	1.4%	23.6%	27.1%	36.8%	11.1%
	45-54	1.1%	21.5%	22.6%	35.5%	19.4%
	55-64	0.0%	13.3%	20.0%	42.2%	24.4%
	65+	0.0%	30.8%	7.7%	23.1%	38.5%
Gender	Male	4.8%	28.1%	24.5%	33.3%	9.2%
	Female	0.7%	22.5%	22.5%	38.0%	16.2%

23 When asked to consider how aggressive they are as a driver compared to other drivers on the road, 2.7% of respondents described themselves as much more aggressive than other drivers, while just over one-quarter (25.2%) said they were somewhat more aggressive. In contrast, 12.9% said they are not at all aggressive and 35.8% felt they are not as aggressive as other drivers. Close to one-quarter (23.5%) of respondents reported that they drive

about the same as others on the road. Males are more likely than females to report driving somewhat or much more aggressively (32.9% compared to 23.2% respectively), while respondents aged 25-34 were more likely to perceive themselves to be somewhat or much more aggressive than other age groups (35.2%) and drivers 65 years of age and older were the most likely to say that are not at all aggressive when they drive (38.5%).

Alcohol, Drugs and Driving

These next questions take a closer look at respondents' perceptions and experiences related to the use of alcohol or drugs and driving.

FIGURE 9: 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)

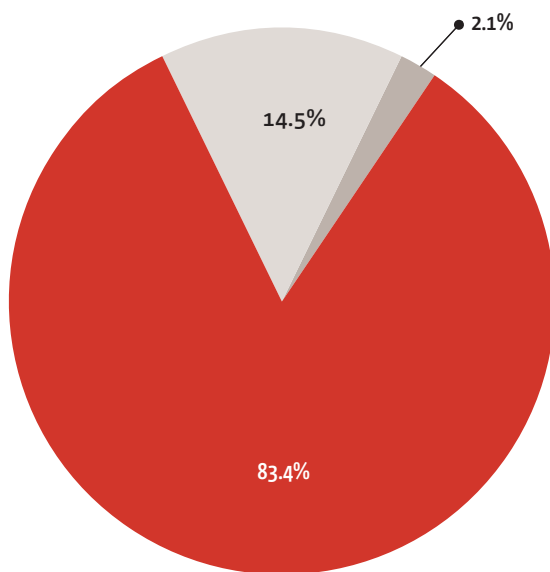
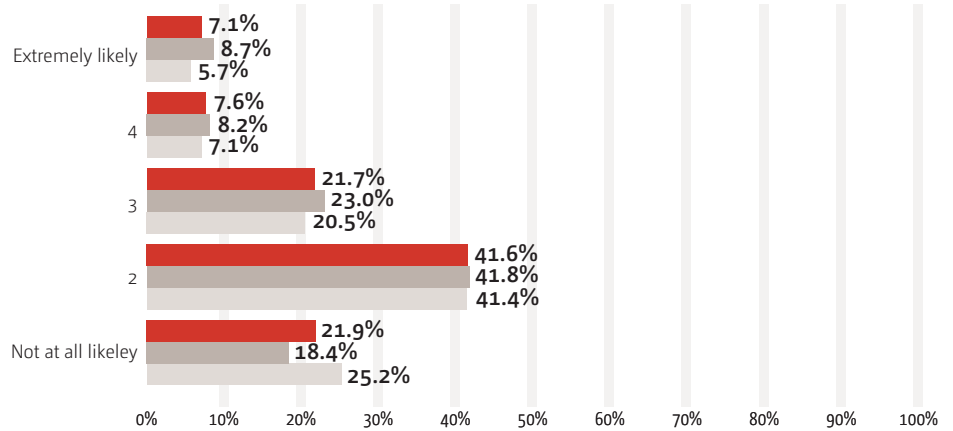


Figure 9 shows that very few respondents (2.1%) reported driving after having too much to drink in the past 12 months.

FIGURE 10: 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?

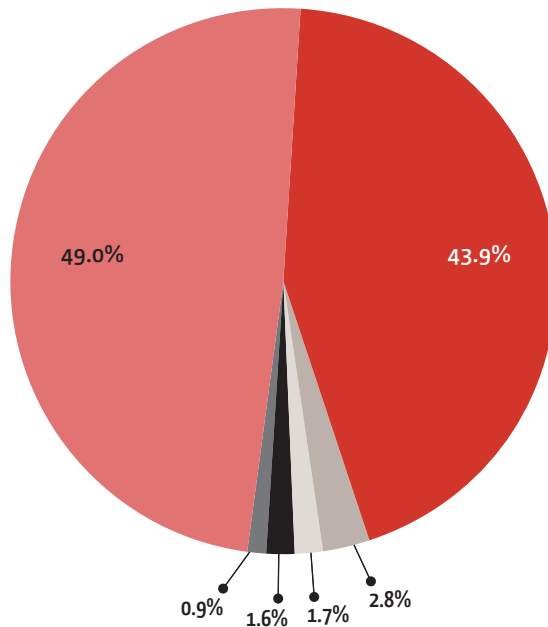


- All Drivers
- Female
- Male

While few respondents report drinking after having had too much to drink, nearly two-thirds (63.5%) feel that it is not that likely or not at all likely that a drinking driver will be stopped by the police. Just 14.7% feel it is likely or extremely likely. Males perceive a lower risk of being stopped (66.6% not at all likely or not that likely) than females (60.2% not at all likely or not that likely).

FIGURE 11: IN THE PAST YEAR HOW OFTEN HAVE YOU DRIVEN 1 HOUR AFTER USING MARIJUANA?

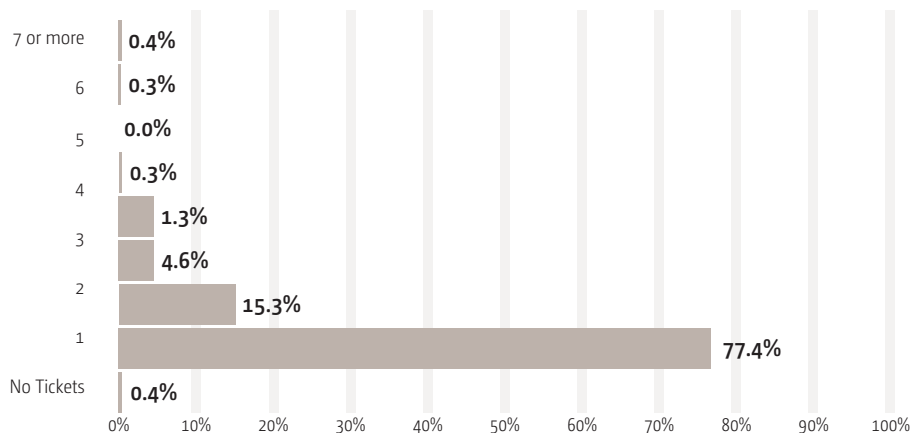
- Never
- Often
- Rarely
- Always
- Sometimes
- Not applicable, do not use marijuana



While just 2.1% report driving after having had too much to drink in the past year, 7.1% of respondents report having driven within 1 hour of using marijuana in the past year, even if rarely.

25 Tickets and Collisions

FIGURE 12: IN THE PAST 2 YEARS, HOW MANY TICKETS HAVE YOU RECEIVED DIRECTLY FROM POLICE FOR TRAFFIC VIOLATIONS?



The majority of respondents (77.4%) reported that they have not received a traffic violation ticket directly from police during the past 2 years, while 15.3% received one ticket. Almost 7% (6.9%) of respondents received 2 or more tickets during the past 2 years, with a few of those respondents reporting 7 or more tickets directly from police.⁸ However, it becomes evident from the responses to the follow-up open-ended question discussed next, which asks respondents what their tickets were for, that some respondents interpreted the current question to include automated enforcement tickets, rather than just tickets received directly from a police officer as was intended. This must be taken into account when considering these findings.

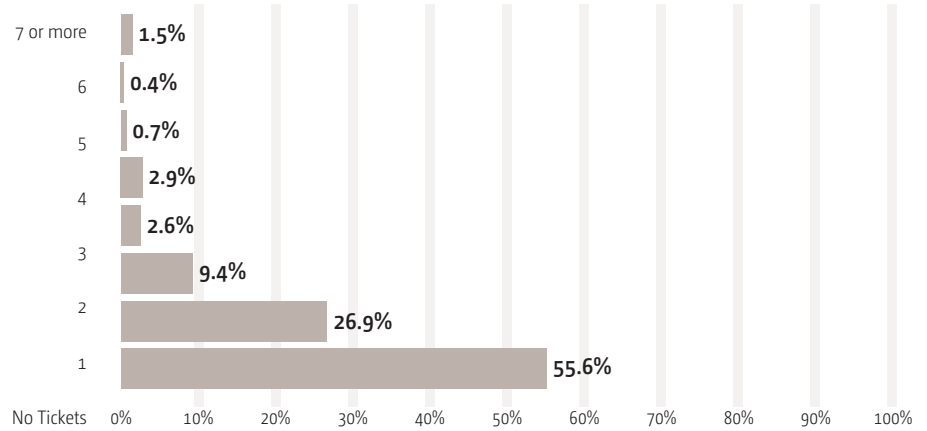
What were they for?

When asked what they received tickets for, the majority of respondents reported that their tickets were for speeding. Others reported receiving tickets for a variety of offences including failing to obey a traffic device, driving in bus lanes, stop sign violations, improper lane changes, failing to produce valid registration or insurance, distracted driving, following too close, having open alcohol in the vehicle, illegal u-turns, and excessive exhaust noise.

⁸ Respondents who did not provide a response to this question account for the remaining .04% of the total.

9 Automated enforcement tickets include photo radar tickets and tickets for speed or red light running from an Intersection Safety Device.

FIGURE 13: IN THE PAST 2 YEARS, HOW MANY AUTOMATED ENFORCEMENT TICKETS HAVE YOU RECEIVED?

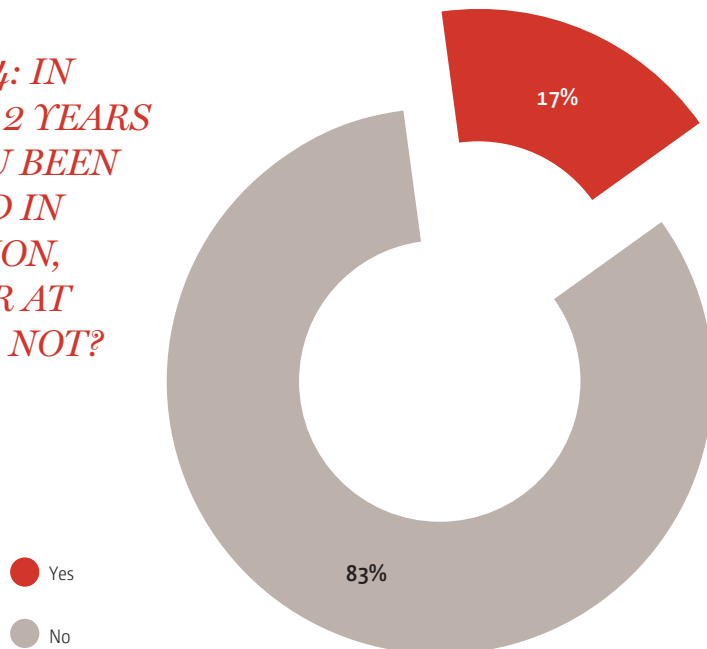


Just over half (55.6%) of respondents reported that they have not received an automated enforcement ticket during the past 2 years.⁹ Of those respondents who received a ticket, the majority received one ticket (26.9%). Almost 10% (9.4%) of respondents received 2 tickets, and 8.1% received 3 or more automated enforcement tickets during the past 2 years.

What were they for?

When asked what they received their automated enforcement tickets for, almost all respondents reported that their tickets were for speeding, while only a small number reported receiving a ticket for a red light violation.

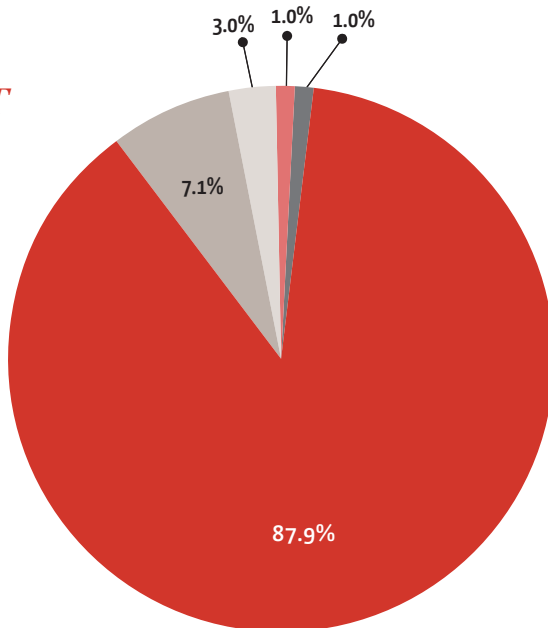
FIGURE 14: IN THE PAST 2 YEARS HAVE YOU BEEN INVOLVED IN A COLLISION, WHETHER AT FAULT OR NOT?



As shown in Figure 14, 17% of respondents report having been involved in a collision during the past 2 years.

27 **FIGURE 15:**
THINKING ABOUT
THE MOST RECENT
COLLISION YOU
WERE IN, WAS IT
ASA...?

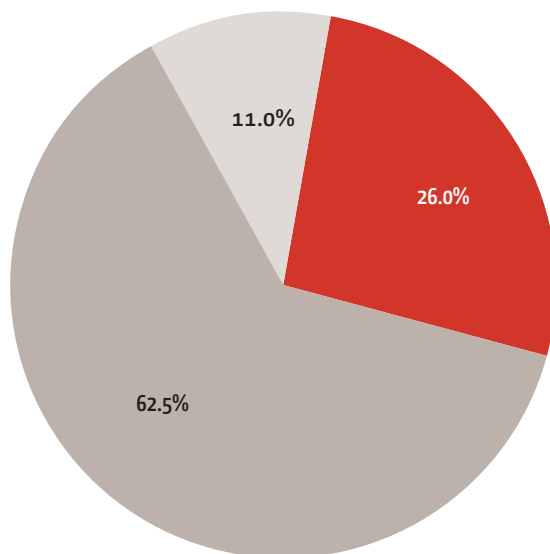
- Motor vehicle driver
- Car passenger
- Cyclist
- Pedestrian
- Motorcycle rider



Of those who were involved in a collision during the past 2 years, the majority were involved as drivers (87.9%), followed by passengers in a motor vehicle (7.1%), cyclists (3%), pedestrians (1%) and motorcyclists (1%).

FIGURE 16:
THINKING
ABOUT YOUR
MOST RECENT
COLLISION, WHO
WAS AT FAULT?

- Me
- Other driver
- Other



As presented in Figure 16, 62.5% of collision-involved respondents said they were not at fault, while 26% said they were at fault. Eleven percent (11%) of collision-involved respondents cited 'Other' responses to the question of who was at fault including both drivers sharing the fault, two other road users being at fault, as well as saying in some cases that weather conditions were to blame. For example:

"Both, she didn't signal and didn't brake. She hit the gas instead, thinking it was the brake."

"I was third party 'innocent' bystander (vehicle) when two other vehicles collided, the one pushing the other into my vehicle which was stopped."

"Weather conditions were determined to be the cause of the accident."

What was the main cause of the collision?

Collision-involved respondents were asked to describe the main cause of their most recent collision. Primary collision causes shared by respondents included distracted driving, weather related collisions, drivers backing into other drivers and drivers rear-ending other drivers, following too close, improper lane changes and turns, parking lot related collisions, stop sign violations, speed, congestion and a variety of other causes. As described in their own words, below are some examples of respondents' collision experiences.

"Distracted driving. I was chatting with my sister who was in the passenger seat, and hadn't noticed the cars in front of me had slowed down significantly."

"Distraction on the part of the other driver. My vehicle stopped at a marked crosswalk with a pedestrian in it in the middle of the day on clear roads. The other driver ran into the back of us (rear-ended) because they were fiddling with their baby in the backseat."

"I rear-ended someone in traffic because I looked down at my radio as the person in front of me braked suddenly because traffic had stopped, I hit her."

"Traffic was moving well under the speed limit due to winter conditions. My car slid on black ice as I was approaching a red light. I turned my car towards the curb and stopped against it; the guy behind me was not as fortunate and hit me from behind. Fortunately, he was going maybe 20km/h, so there was no damage done."

"Heavy rain storm and other vehicle did not have lights on."

"I could not see behind my vehicle because of the sun glaring and "bumped" a parked car."

"They stopped in the middle of the road and reversed into me even after I honked. He said he couldn't see me."

"Someone backed up over my car with their truck while it was parked in front of my house."

"The driver ahead of me decided to reverse in traffic and run over my motorcycle and myself."

"I got rear-ended while stopping at a marked, yellow flashing light pedestrian crossing."

"The other driver was following too close and rear-ended me when I had to make an emergency stop."

"A fellow did a u-turn from being parked on the side of the road without shoulder checking or signaling."

"I hit a parked car in a parking lot. I misjudged the distance I had."

"Other driver ran a stop sign and t-boned me."

"I was a passenger in a car that was merging onto the Yellowhead. Someone speeding behind us basically drove right into us. Turns out he was drinking. Fortunately, there was a witness who saw the guy speeding even before he ran into us. The car I was in was totaled and had to be towed away. Myself and the driver received physio for our injuries."

"I was stopped at a merge. The driver ahead of me moved forward, so I did too. I did one more shoulder check for oncoming traffic and they stopped while I was looking away."



TOP THREE CAUSES OF COLLISIONS

Respondents were next asked to describe in their own words what they perceived to be the top three causes of collisions where they live. This question was open-ended allowing respondents to liberally state their answers, rather than being limited to particular categories.

What would you say are the TOP THREE causes of traffic collisions in your city?

Distracted driving of all forms, including cell phone calls, texting, use of other technology, children, pets, food, and drivers generally not paying attention, topped the list as the largest perceived cause of collisions. Speed, including driving too fast or too fast for the conditions, was the second most common cause of collisions cited by respondents.

After distracted driving and speed, the next most commonly perceived cause of collisions was a general failure on the part of road users to follow the rules of the road such as failing to obey traffic signals and signs, failing to merge properly, improper turns and failing to use their signal lights. Alcohol and drug impaired driving were next on the list followed by people driving aggressively.

Respondents also talked about road user behaviours and attitudes more generally. In terms of behaviours, some described road users as careless, “stupid”, bad drivers, poor drivers, “idiots”, irresponsible and negligent. More specific to attitudes, respondents pointed to road users that have a sense of entitlement, those who generally lack manners and are not courteous to other road users and those that have a “large ego” or are over confident.

Driver training, education and experience were also factors perceived to be related to collisions, as were following too close, weather and poor road design and infrastructure. Finally, a small number of respondents pointed to drivers being in a hurry, drivers driving too slowly, and fatigue. Below is a selection of examples of perceived collision causes provided by respondents.

Distracted Driving

“Distracted driving (talking, fiddling with music, texting, kids screaming).”

“Distracted driving either from cell phones, food or pets.”

“Drivers do not pay proper attention to their surroundings.”

“Inattention to the roadways, whether talking on a cellphone or talking to a passenger or admiring the pretty girl at the bus stop.”

Speed

“Speed (too fast or too slow).”

“Excessive speeding especially in bad road conditions due to weather...always in a hurry to get nowhere.”

Failure to Obey the Rules of the Road

“Drivers not following the rules of the road.”

“Failure to obey lights or stop signs.”

“Unsafe left turns at intersections - drivers in Edmonton don’t seem to know the basics of how to safely make a left turn. Most do not signal and they take ridiculous chances.”

“Drivers not following traffic rules eg. not signalling before changing lanes.”

Alcohol and Drugs

“Driving under the influence of alcohol / marijuana.”

“Driving while under the influence of medications, street drugs, or alcohol.”

31 Aggressive Driving

"Motorists driving aggressively."

"Aggressive entitlement driving which results in speeding and passing and generally bullying other drivers behind the perceived safety of their vehicle."

General Road User Behaviours and Attitudes

"Dumb drivers."

"For lack of a better term, stupid drivers who are not paying attention and think that car around them revolve around their being."

"Idiots driving."

"Lack of courtesy on the road."

"Other drivers feeling superior."

"Road warrior attitude of some drivers."

Driver Training, Education and Experience

"Extremely poor driver training."

"Poor driver education."

"Inexperienced drivers."

"Licenses bought and paid for rather than going through driver training and proper testing."

Following Too Close

"Following too close/tailgating."

"TAILGATING is the first."

Weather

"Weather changes, like snow, and somehow people forget that snow is a thing that we deal with regularly in this city, and therefore suddenly have no idea how to drive on snow."

"Poor road conditions due to weather."

"Poor visibility due to sun in the eyes of the driver."

"Not driving for the weather and road conditions."

Road Design and Infrastructure

"Badly constructed merge lanes/other traffic infrastructure."

"Inadequate infrastructure to handle vehicle volume."

"Inconsistent traffic signal timings (i.e.: how many times the hand flashes for instance for the light to change)--some lights flash the hand and makes no difference if the light actually changes/and or the time of how long a 'Yellow' light is. (again, not a driver's fault, but becomes the fault of the driver in the event of an 'incident')."

"Lack of proper signage and lane markings (there is an assumption that one should know how many lanes are on a road with the city not being responsible for painting lane markings in some places)."

"Low posted speed limits."

"No traffic lights for left turn."

Drivers Rushing and in a Hurry

"Drivers are in too much of a hurry."

"People being in a rush to get somewhere."

Slow Drivers

"People driving below speed limit."

"People driving too slow."

"People who drive too slow and aggravate other normal drivers."

"Not travelling at an appropriate speed (too slow in the summer leading to road rage)."

Fatigue

"Fatigue/lack of sleep."

"Tired drivers."

FRIDAY COLLISIONS

In Edmonton, more collisions occur on Fridays than any other day of the week; however, it is not entirely clear why this is the case.¹⁰ In an attempt to begin to explore this circumstance further, respondents

were asked to think about what might be different about their driving behaviour on Fridays as compared to other days of the week.

What, if anything, do you notice might be different about YOUR driving behaviour on Fridays?

A number of themes arose from the responses to this question about driving behaviour on Fridays. First, it is important to recognize that Fridays do not have the same significance for everyone. While for some it means the end of a long work week and the beginning of the weekend, for others, such as those who work shift work, are retired or not working, Friday may be just like any other day of the week. In fact, it was not uncommon for respondents to say they felt there was no difference in their driving behaviour on Fridays compared to other days of the week. For those who did perceive a difference, many respondents reported the reason to be that they were eager to start their weekend, while others suggested they might be more distracted or tired (or both) on Fridays. In some cases these factors lead to speeding, more aggressive driving and more distracted driving. In contrast, other respondents said that the difference in their driving on Fridays is that they tend to drive more cautiously to avoid all of those who are driving less cautiously on Fridays.

No Difference

Approximately one-third of respondents reported no difference in their driving behaviour on Fridays. For some this was primarily because they do not work a Monday to Friday work week and it is not the start of the weekend for them. Others simply felt they drive the same way every day regardless.

"I don't. I work shift work, and Friday doesn't mean much to me. It's not the start to my weekend."

"I am retired and do not feel that my driving varies from day to day."

"I don't notice anything different about my driving based on the day of the week. I'm currently unemployed, so days of the week have no particular bearing on me right now."

"Having driven professionally for many years, there is nothing that I notice different about my driving on Fridays in relation to any other day of the week."

"I take the same care driving every day."

No Difference for Me, Others are the Problem

A smaller group of respondents reported that while they feel they do not drive any differently on Fridays, their perception is that the driving behaviour of others on the road is different on Fridays. This group of respondents suggested that other drivers tend to speed more, drive more aggressively, sometimes appear more distracted, may be tired from a long week, and overall, that everyone seems to be in more of a hurry, probably because they are excited about the weekend.

"Don't notice any difference, but probably others are thinking of the weekend, their plans, and aren't paying attention as much and speeding because they're eager to get home."

"For myself, nothing is different. It's simply another day. For others, I could see excitement for leaving town, making plans leading to more phone usage while in the vehicle, or something like that."

"Don't apply to me, but others are off for the weekend and tired from the week."

"I personally do not have any changes in my driving behaviour on Fridays. However, the drivers are in a hurry to start their weekend and drive hastily and carelessly."

"My driving doesn't change, but I see other drivers less attentive to the traffic."

33 Eager to Start the Weekend

For those respondents who did report that their driving behaviour may be different on Fridays, the most commonly reported reason is that they are eager and excited to begin their weekend. In some cases drivers report that they may speed more, may be more impatient, may sometimes be more tired and may be more distracted because they are thinking about the weekend.

“Eager to get home from work/to get to places to hang out with friends.”

“Eager to get home - impatient with slow drivers.”

“Drive faster getting home from work because excited to be free for weekend.”

“Fridays after work, I really want to be home and do tend to drive more aggressively, partly because other drivers are doing the same.”

“Excited about the weekend, looking forward to getting home after work so possibly drive faster. Also, I’m usually more tired by the end of the week so maybe I drive while more tired than a Monday or Tuesday.”

“I have a bit more urgency to get home to start the weekend. I would be less likely to let others turn into my lane during commute home.”

“I am more so in a rush to get home so my patience level goes down and I am more frustrated by the drivers who are paying no attention to the road or following the maximum speed limit.”

“Eager to get home or get out of the city on a road trip.”

“I sometimes drive home a little faster than usual to get the weekend started, especially if it’s nice outside!”

“I’m usually pretty tired on Fridays (last day of the work week), so my response times might be a little slower than normal.”

“Tired and would like to get home. Distracted by excitement for the weekend.”

“Tired, distracted, planning the weekend.”

More Cautious

From another standpoint, some respondents reported that they tend to drive more cautiously on Fridays, some even report avoiding certain routes or avoiding driving at particular times on Fridays.

“I am more alert and proactive compared to other days because Fridays are busier and more aggravating to navigate.”

“I try to pay more attention since Fridays seem to be busier or I try to just go straight home after work.”

“I’m more guarded when I’m driving on weekends (Friday through Sunday), aware that there are more collisions.”

“More defensive, as I am aware that Fridays are higher risks than other days of the week.”

“I am actually more cautious of everyone else because I know it’s Friday. I am certain driving habits are at their worst on Friday.”

“I am more cautious, because I have noticed that there have been more people drinking and driving, more people in a hurry, more people on the cell phones and more people driving recklessly.”

“I take extra precautions cause everyone else is in a hurry to start their weekend, and then you wonder why innocent people get killed, so slow down people, big deal if your weekend starts 10 minutes later.”

“I try to avoid busy roads and take longer routes because heavy traffic is dangerous.”

“I avoid driving on Friday after 3 pm if at all possible!”

“I leave work earlier and drive more attentively because people appear to be in a greater hurry on Friday afternoons to begin a weekend.”

Other Themes

In addition to the themes discussed above, when asked about what is different about their driving behaviour on Fridays, a small number of respondents said they were actually more relaxed on Fridays, while some pointed to changes in their routine that influence their travel patterns, and still others pointed to higher traffic volumes on Fridays influencing driving.

“Calmer driving. Knowing that the weekend is here, I am not in a rush to get home.”

“I am more relaxed on a Friday and tend to be less in a hurry.”

“More likely to be driving on roads that I normally do not travel on during the rest of the week at times that I would not be driving which can lead to being mixed up with regular commuters/drivers increasing congestion e.g., leaving the city at the same time as many others increasing congestion.”

“Drive later at night, and maybe with more friends.”

“The roads are always busier on Fridays and Edmonton’s roads can no longer support the amount of traffic we have. It makes sense that there are more accidents when the roads are busier than usual.”

“There is more traffic congestion on a Friday. Habits are the same but you’re putting more cars on the road on a Friday. There is both more trips being made as people attempt to leave town and those trips are also more focused to a specific time, and we haven’t upgraded our major roads in Edmonton for capacity in 30+ years, yet at the same time we’ve seen our population double. So you have more stops and starts as traffic has far less flow, and therefore more accidents are only natural.”

Summary of Themes

Respondents’ perceptions about what might be different about their driving behaviour on Fridays varied widely from reporting no difference at all in their behaviour, to acknowledging that because they are anxious to start the weekend they may be more impatient, may speed more and might be more distracted. Some respondents indicated while their behaviour is no different on Fridays, they perceive other drivers to be more aggressive and distracted, in some cases leading them to drive more cautiously themselves or avoid certain routes or certain times altogether. A few respondents noted being more relaxed on Fridays but they were among the minority. Overall, the question about driving behaviour on Fridays is not a simple one; however, some drivers do acknowledge perceived changes in behaviour that could in turn be related to a higher number of collisions.



35 PEDESTRIANS AND CYCLISTS

While much of the discussion around traffic safety often focuses on drivers, it is imperative that we consider all road user behaviours, including that of pedestrians and cyclists. These next questions explore pedestrian and cyclist behaviours.

TABLE 8: AS A PEDESTRIAN HOW OFTEN DO YOU...?

	Never	Rarely	Sometimes	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 8 shows that the vast majority of pedestrians (90.2%) 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. Less than 10% say they never do this. Fewer pedestrians (75.9%) said they cross the streets at places where they are not permitted to cross, with 40.4% saying they do this rarely.

Turning to distracted walking, while almost one-quarter (24.6%) of pedestrians say they never make or answer calls with a hand-held phone while they are a pedestrian, the remaining three-quarters (75.4%) do admit to engaging in this behavior, even if rarely.

Finally, with regard to impairment, 37.9% of pedestrians say they have used the roadway after having had too much to drink, while 10.1% have used the roadway shortly after using marijuana.

TABLE 9: AS A CYCLIST HOW OFTEN DO YOU...?

	Never	Rarely	Sometimes	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 9 reveals that cyclists also engage in risky road user behavior from time to time. Just over 30% (30.3%) have used an MP3, IPOD or other music device while riding, while more than 20% (21.4%) have made or answered a call with a hand-held phone while riding.

Cyclists also ride while impaired by alcohol or drugs. Just over one-quarter (25.5%) report riding after having had too much to drink, while 14.8% said they have used the roadway within 1 hour of using marijuana, even if rarely.

ATTITUDES TOWARDS ENFORCEMENT

All respondents were asked to report on their attitudes towards various types of enforcement relating to road user behaviours and improving safety.

TABLE 10: HOW STRONGLY DO YOU SUPPORT OR OPPOSE...?

	Strongly oppose	Somewhat oppose	Neither oppose nor support	Somewhat support	Strongly support	Don't know
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%	0.0%
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%	2.9%

Table 10 tells us that there is support for strategies that aim to reduce the prevalence of alcohol or drug impaired driving including legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment, with almost half (47%) of respondents strongly or somewhat supporting this measure. **There is even greater support for legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol; more than half of respondents (54.1%) strongly or somewhat support this type of enforcement.**

At the other end of the spectrum are those who do not support such measures; 25.4% of respondents strongly oppose legislation that permits police to randomly stop any driver and require a saliva sample at the roadside to test for drug impairment, while 23.3% feel the same about legislation that permits police to randomly stop any driver and require them to provide a breath sample to check for alcohol.

TABLE 11: 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%

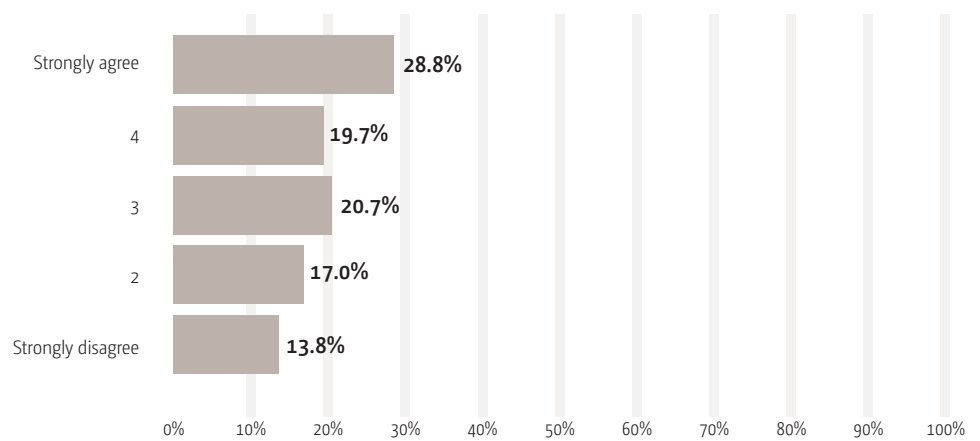
As shown in Table 11, the survey finds that three-quarters (75.2%) of respondents strongly agree or agree that Intersection Safety Cameras should be used to ticket drivers who run red lights. There is also support for the use of these devices to ticket drivers who speed through intersections with more than half of respondents (55.1%)

saying they strongly agree or agree to the use of these devices for this purpose. In addition to Intersection Safety Cameras, **more than half of respondents also support the use of photo radar to ticket drivers who are speeding with 52.6% saying they strongly agree or agree with this method of enforcement.**

37 CONCERN ABOUT TRAFFIC SAFETY IN OUR NEIGHBOURHOODS

These next questions investigate respondents' general perceptions of traffic safety and their awareness of the City of Edmonton Office of Traffic Safety, as well as their primary mode of road user behaviour.

FIGURE 17:
TRAFFIC SAFETY IS A CONCERN IN MY NEIGHBOURHOOD.

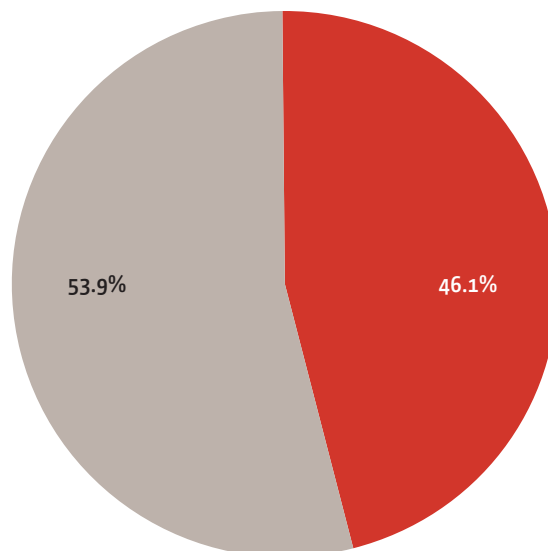


Slightly less than half of respondents (48.5%) strongly agree or agree that traffic safety is a concern in their own neighbourhoods.

AWARENESS OF THE OFFICE OF TRAFFIC SAFETY

FIGURE 18:
BEFORE TODAY, WERE YOU AWARE OF THE CITY OF EDMONTON OFFICE OF TRAFFIC SAFETY?

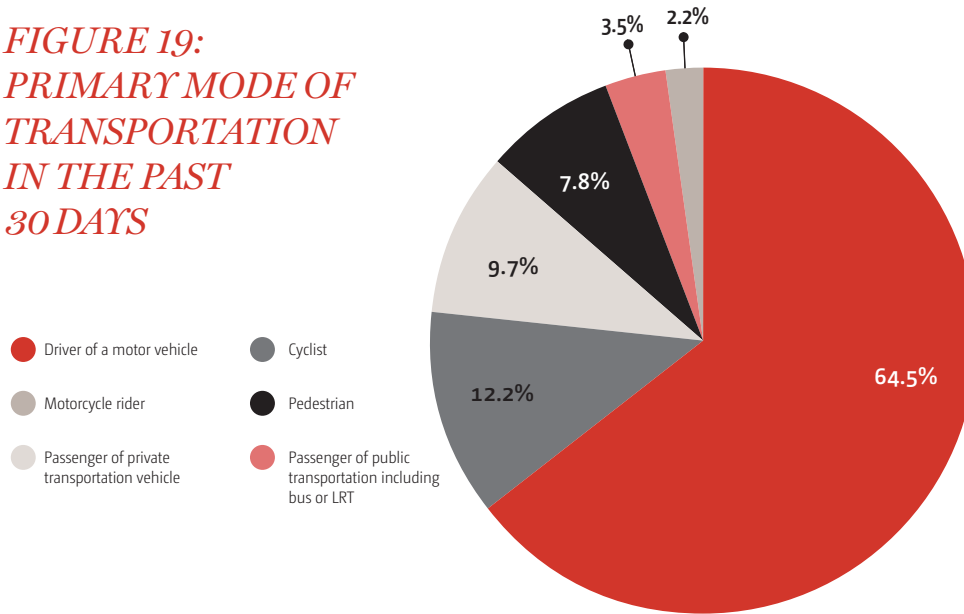
- Yes
- No



Almost half of respondents (46.1%) were aware of the City of Edmonton's Office of Traffic Safety.

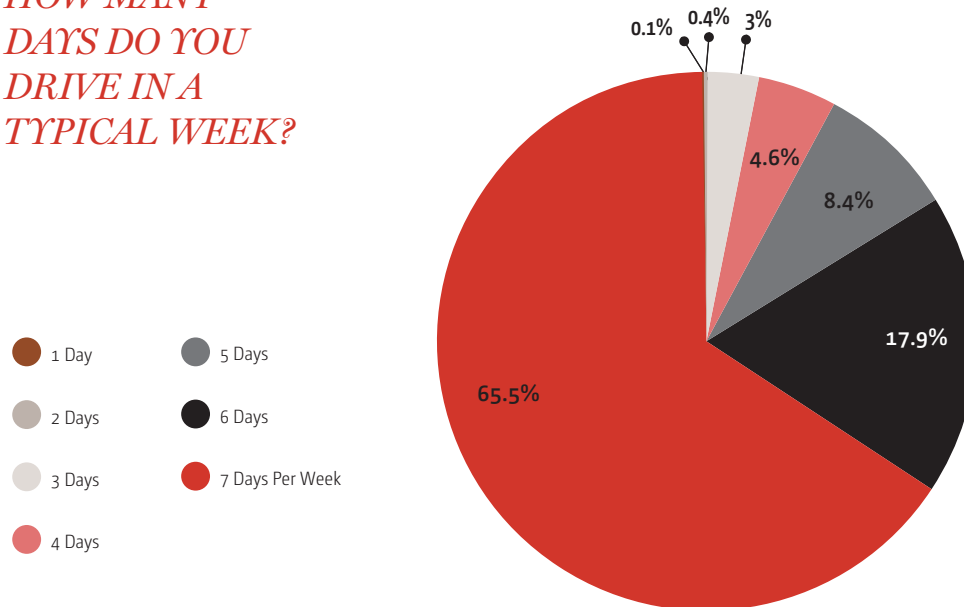
PRIMARY MODE OF TRANSPORTATION

FIGURE 19:
PRIMARY MODE OF TRANSPORTATION IN THE PAST 30 DAYS



For almost two-thirds of respondents (64.5%), their primary mode of transportation in the past 30 days was as a driver of a motor vehicle.

FIGURE 20:
HOW MANY DAYS DO YOU DRIVE IN A TYPICAL WEEK?



Close to two-thirds (65.5%) of those respondents who drive, reported that they drive every day.

Discussion

The findings from the online component of the 2014 *Edmonton and Area Traffic Safety Culture Survey*, tell us that that traffic safety is a concern for road users in the Edmonton area. According to the survey, the greatest traffic safety concerns include aggressive and distracted driving, alcohol impaired driving and speeding on residential streets. Alcohol-impaired driving and distracted driving were also perceived to be among the most unacceptable of road user behaviours. In terms of the perceived top causes of collisions, once again, among the most commonly cited causes were distracted driving, speed, alcohol and drug impaired driving, and aggressive driving.

While it is clear that a number of behaviours are a concern to road users, are considered to be unacceptable and are cited to be among the top causes of collisions, some road users still report engaging in these very same behaviours. Thus, there is a gap between what most road users consider to be acceptable and how some road users actually behave in practice.

In exploring the identified gap between attitudes and actual road user behaviours further, this study finds that there is variation across behaviours in terms of their perceived level of acceptability and how frequently road users engage in various behaviours. Explanations provided by respondents for why they do what they do, for example, using a cell phone while driving, tailgating or speeding, provide additional insight into road user behaviour.

For those who said they use their cell phone while driving, how they use their cell phone and for what purpose varies. Many use their phone mainly for calls while others report using their phone for a combination of purposes including answering or making calls, sending text messages or reading emails. Regardless of how they use their phone a predominant theme as to why they engage in this behaviour revolves around a 'Sense of Urgency', or the perceived need to get in touch or respond back to someone immediately. Reasons for using the phone while driving were often related to work or family. Notably however, in many cases respondents said that they were simply making plans or getting directions, tasks that may not be urgent and/or could likely be dealt with in advance of the trip.



³ The remaining 1,837 collisions occurred either on service roads, in alleys, or did not specifically report a location.

Following too close or tailgating behaviour was frequently related to perceptions around speed. Whether the driver ahead of the tailgater is traveling below the speed limit or simply too slow for the tailgater's liking, 'Appropriate Speed' was regularly noted as a key factor in this behaviour. Engaging in tailgating as a means for sending a message to the driver ahead to speed up or move out of the way was a common underlying theme. In some cases following too close reportedly occurred as a byproduct of other traffic maneuvers such as merging, passing or changing lanes. Only a small number of respondents referred to distraction as a reason for following too close or tailgating behaviour. **Given that following too close is the top cause of collisions in Edmonton, insights into this behaviour are significant.**

When respondents were asked about their perceptions of speed more generally, there were observable differences between where it was considered okay to speed and by how much. Specifically, people clearly distinguish between speeding on freeways and speeding on residential streets, both in terms of their attitudes and their actual behaviours. Just over half of respondents (53.9%) feel that it is not okay to travel above the posted speed limit on a residential street, compared to less than 10% (8.6%) who say that it is not okay to travel above the posted speed limit on a freeway. When asked about their own speeding behaviour, drivers are also less likely to report speeding on a residential street as compared to a freeway. Nevertheless, almost two-thirds of respondents reported speeding on a residential street during the past 30 days, even if rarely, while almost all respondents reported speeding on a freeway during the past 30 days. These findings suggest that speeding is characteristic of other types of human behaviour in that it is situational. The acceptability of speeding varies by where and by how much we speed.

When asked about their reasons for speeding, respondents provide a variety of explanations including trying to keep up with the flow of traffic, appropriateness or relevance of speed limits, awareness of speed limits, driving for the road, being in a hurry and wanting to get to their destination more quickly, distraction, and reasons relating to other traffic maneuvers such as passing, merging or changing lanes. Some drivers also feel that it is perfectly safe to speed. Again, it is important to highlight that drivers do make a distinction between freeways and residential streets when it comes to whether or not they speed and their reasons for doing so.

When respondents were asked to consider how fast they drive relative to others on the roadway, more than half said they drive about the same as others; however, nearly one-quarter said they drive somewhat faster and just over 1% said they drive much faster than other drivers. Males and younger people are more likely to perceive their own driving as faster than others.

Taken together, these speed-related findings, in particular the fact that more than 90% of respondents say it is okay to speed on a freeway, and just about half say it is okay to speed on a residential street, point to the existence of a culture of speed in the Edmonton region. While the acceptability of speeding is much lower for residential streets, as is the level of speed considered acceptable, on freeways speeding appears to be the norm. From a traffic safety perspective this is not necessarily surprising but it is troubling. Speed increases the likelihood of collisions and the severity of injuries that result. If speed is the norm, drivers will continue to speed and collisions, injuries and fatalities will continue to be the result.

Tailgating and speed are sometimes related to aggressive driving. When asked to compare themselves to other drivers on the roadway in terms of their own level of aggressive driving, more than one-quarter of respondents perceived themselves to be somewhat more aggressive and close to 3% described themselves as a much more aggressive driver. Males and younger people seeing themselves as more aggressive drivers compared to females and older drivers. At the other end of the spectrum, more than one-third of drivers felt they are not as aggressive as other drivers and almost 13% said they are not at all aggressive when they drive. Nearly one-quarter felt they drive about the same as everybody else.

The often interrelated behaviours of speed, tailgating and aggressive driving more generally are also sometimes related to the experience of road rage. More than one-third of respondents reported at least one experience with road rage in the previous two years, with the majority reporting more than one incident. Generally younger respondents were more likely to say they experienced road rage than older people, while females were more likely than males to say that they had experienced many incidents, as opposed to just a few incidents, during the past two years. It is clear from the results that road users sometimes engage in behaviours that express their frustration and/or to send a message to other drivers that their behaviour is unacceptable. The nature of these behaviours varies widely, ranging from muttering to themselves in their vehicle, to tailgating, to physical confrontations with other road users.

Turning to the use of alcohol or marijuana before driving, a very small percentage of respondents report driving after using either of these substances; however, of the two substances, a higher number of respondents report having used marijuana before driving than alcohol.

In terms of the outcomes of driving behaviour, respondents were asked to report on personal collision involvement and traffic violation tickets. The survey found that 17% of respondents had been involved in a collision during the past 2 years, with just over

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one-quarter reporting they were at fault. More than three-quarters of respondents say they have not received a ticket for a traffic violation from police, while just over half said they have not received an automated enforcement ticket during the past 2 years.

As noted earlier in this report, more collisions occur on Fridays than any other day of the week. The survey asked drivers what might be different about their driving on Fridays and while approximately one-third reported no difference, many respondents indicated that after a long week they may be eager to begin their weekend, sometimes leading them to drive faster or more aggressively, and/or they may be more tired or distracted compared to other days of the week.

Notwithstanding reported risky behaviour, along with reported collision involvement and traffic violations, most respondents see themselves as better drivers than others, with 75.2% perceiving themselves to be a somewhat or much better driver than other drivers on the roadway. Moreover, this perception was even more pronounced within the context of snowy/icy roads where close to 80% of respondents felt they were a somewhat or much better driver than others. Overall, males and younger people were more likely to see themselves as better drivers than females and older drivers.

In addition to exploring driver behaviour, this survey specifically asked pedestrians and cyclists about their road user behaviours. Not unlike drivers, both pedestrians and cyclists engage in risky road user behaviours from time to time including distracted walking or riding and using the roadway after having had too much to drink or shortly after using marijuana. **Pedestrians also report unsafe crossings including beginning to cross the street after the countdown timer has begun counting down or the red hand is showing, and crossing streets at places where pedestrians are not permitted to cross.**

While this survey clearly finds that road users engage in risky behaviour, the results also show support among respondents for countermeasures aimed at reducing risky behaviours and the collisions, injuries and fatalities that result. For example, the majority of respondents support the use of automated enforcement, including Intersection Safety Cameras and Photo Radar to reduce speeding and red light running. There is also support for the use of legislation to reduce alcohol and drug impaired driving.

Taking all of these findings in to account, this survey demonstrates that traffic safety is a concern for road users. Respondents report a number of road user behaviours to be unacceptable on our roadways and perceive many of these same behaviours to be among the top causes of collisions. They also support countermeasures aimed at reducing the collisions, injuries and fatalities that result from risky behaviour. Yet, at the same time, many road users, whether they are drivers, motorcyclists, pedestrians or cyclists, engage in risky behaviour themselves, at least on occasion, including distracted driving, walking and cycling, tailgating, speeding, and aggressive driving, and using the roadway after consuming alcohol or marijuana.

While subcultures exist within the broader traffic safety culture, that is, perceptions of what is perceived to be acceptable behaviour is not the same for all road users, it is evident that there is work to be done in terms of transforming the culture of traffic safety in our community. In some cases this means changing behaviour, the things we know we shouldn't do but do anyway, while in others it means changing both attitudes and behaviour.

Transforming the culture of traffic safety begins with reconsidering what is acceptable to us as road users, but beyond that we need to make a conscious effort to behave accordingly. People will make mistakes, but sometimes people also take unnecessary risks during the course of their everyday road user behaviour. To encourage a culture of traffic safety, we need to ask ourselves what we are willing to risk and what we are willing to do to reduce risk.

How many injuries and fatalities are we willing to accept as the cost of using our roadways? The answer needs to be zero.

Appendix I:

Office of Traffic Safety Media Relations News Release



43 SHARE YOUR VIEWS ON TRAFFIC SAFETY CULTURE IN EDMONTON

Office of Traffic Safety seeks input to guide traffic safety strategies and initiatives

The Office of Traffic Safety is launching a Traffic Safety Culture Survey, the first of its kind for the Edmonton region. The purpose of the survey, conducted by the Population Research Laboratory at the University of Alberta, is to better understand residents' perceptions and concerns surrounding traffic safety.

"We also want to learn more about people's behaviours and experiences as road users, whether as drivers, passengers, pedestrians, cyclists or motorcyclists, says Laura Thue, Senior Research Coordinator, Office of Traffic Safety. The survey results will be used to help inform traffic safety strategies and initiatives to reduce traffic injuries and create a safer community for all road users."

The survey, which includes a large-scale telephone survey and an online survey, will focus on Edmonton primarily, but includes citizens from neighbouring communities as well.

Survey topics include:

- Speed
- Impaired driving
- Aggressive driving
- Distracted road users
- Pedestrian, cyclist and motorcyclist safety
- Traffic safety enforcement

Thue encourages everyone to take a few minutes to fill out the survey adding, "This is a great opportunity for Edmontonians and their neighbours in surrounding communities to have their views heard on traffic safety. We know traffic is an important issue to residents, as it was the top citywide concern for respondents in the Edmonton Police Service's 2014 Citizen Survey."

For more information, please visit ([link to survey](#)). The survey will be available online for four weeks.

Media contact:
Communications Advisor
Office of Traffic Safety
780-495-0366

Appendix II: Respondent Characteristics



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FIGURE A1: CITY OF RESIDENCE

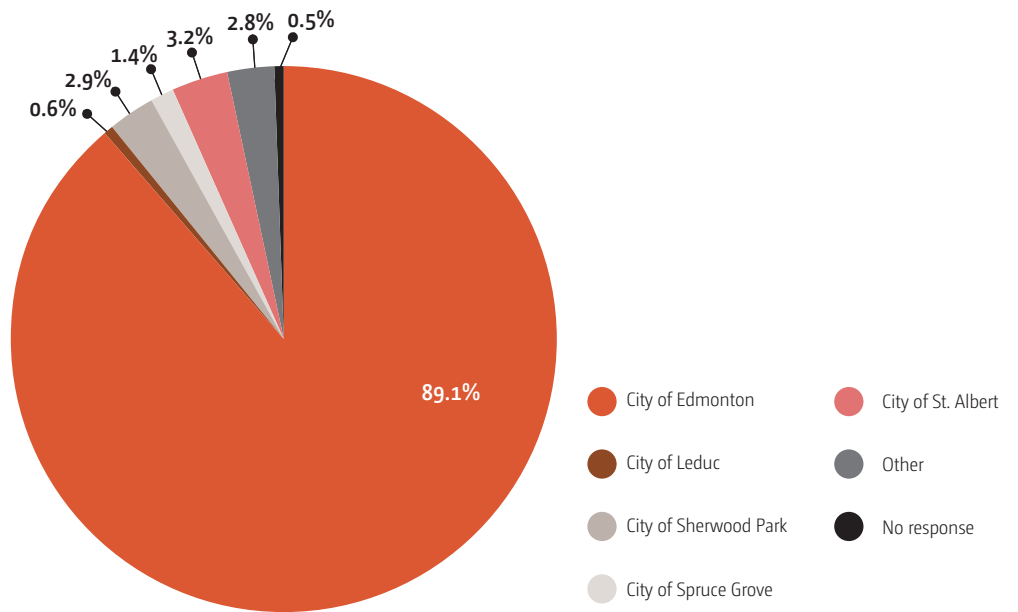


FIGURE A2: DO YOU CONSIDER WHERE YOU LIVE TO BE PRIMARILY...?

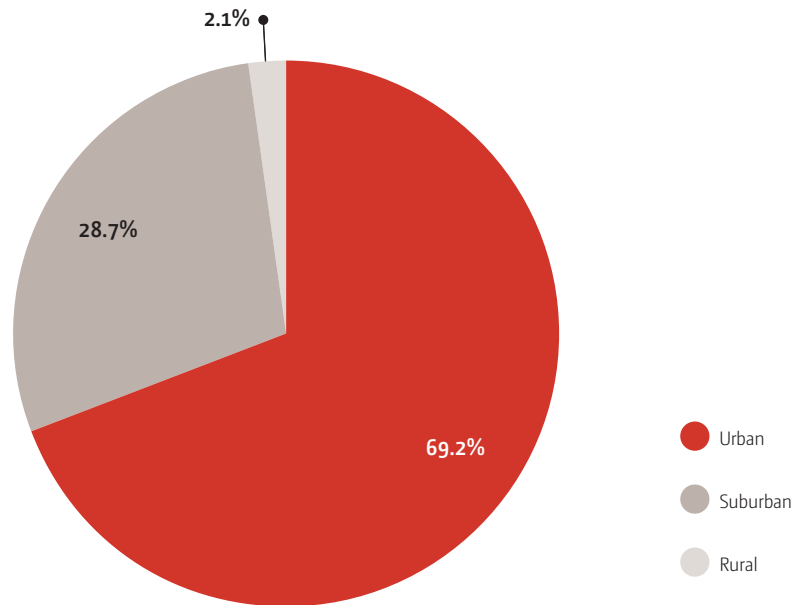


FIGURE A3: HOW MANY YEARS HAVE YOU LIVED IN YOUR CITY OR TOWN?

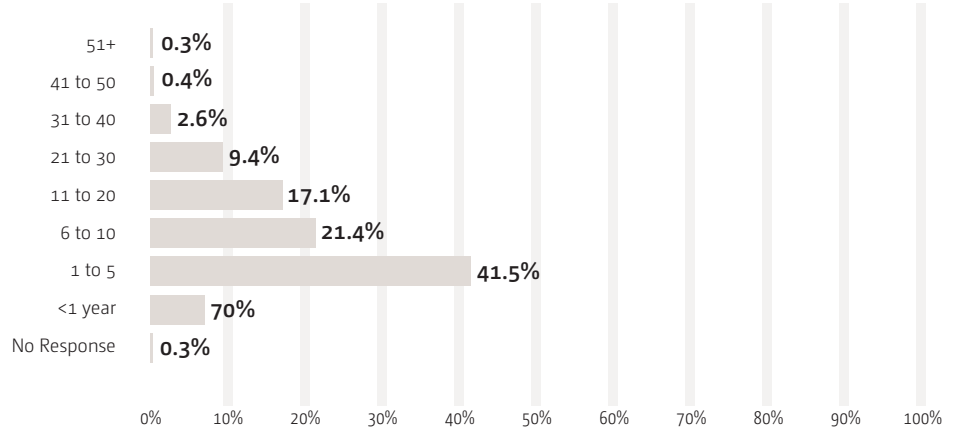
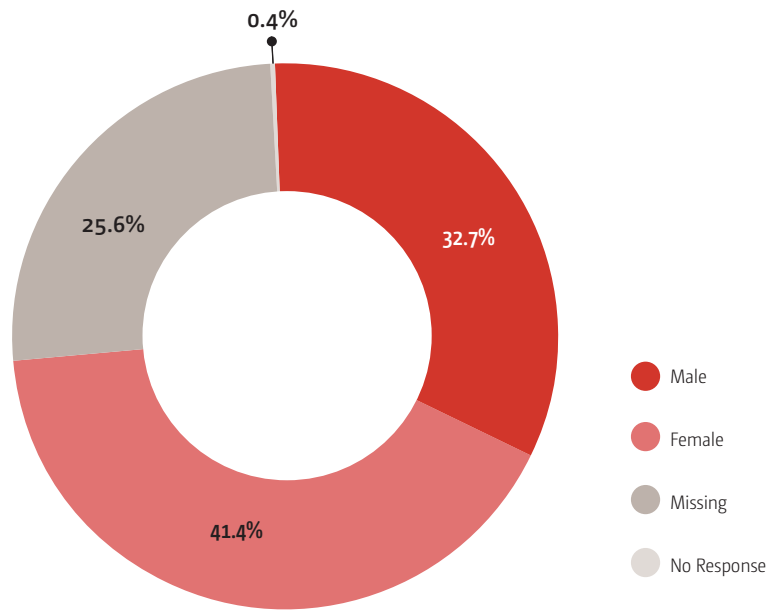
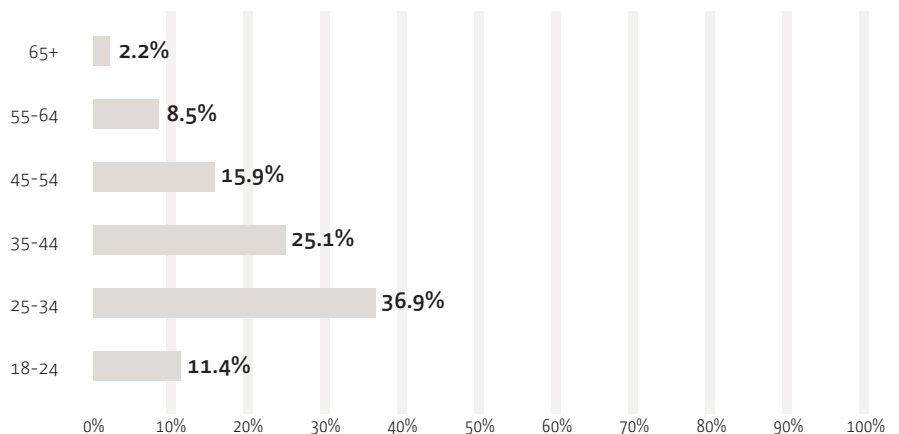


FIGURE A4: GENDER¹¹



¹¹ Gender was excluded from the survey instrument during the initial data collection stage, resulting in a total of 303 missing cases prior to the error being resolved. Analyses relating to gender are limited to those cases where gender was reported.

FIGURE A5: AGE GROUP



47 **FIGURE A6: WHAT IS YOUR CURRENT MARITAL STATUS?**

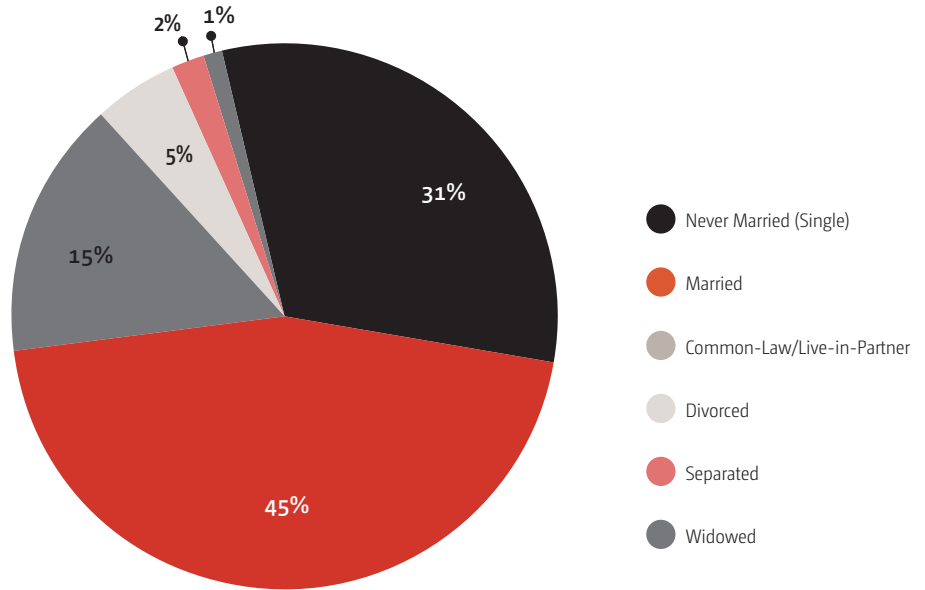


FIGURE A7: WHAT IS YOUR CURRENT EMPLOYMENT STATUS?

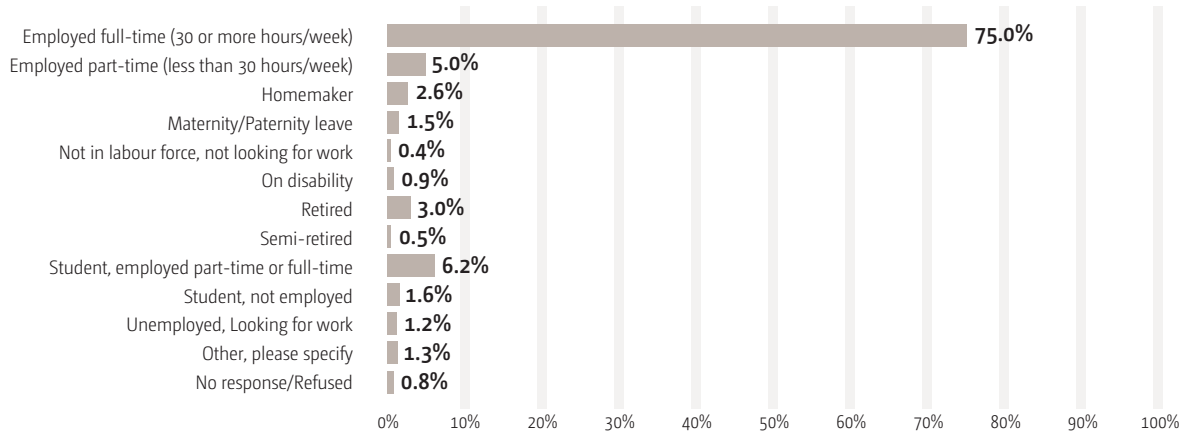


FIGURE A8: WHAT IS YOUR HIGHEST LEVEL OF EDUCATION?

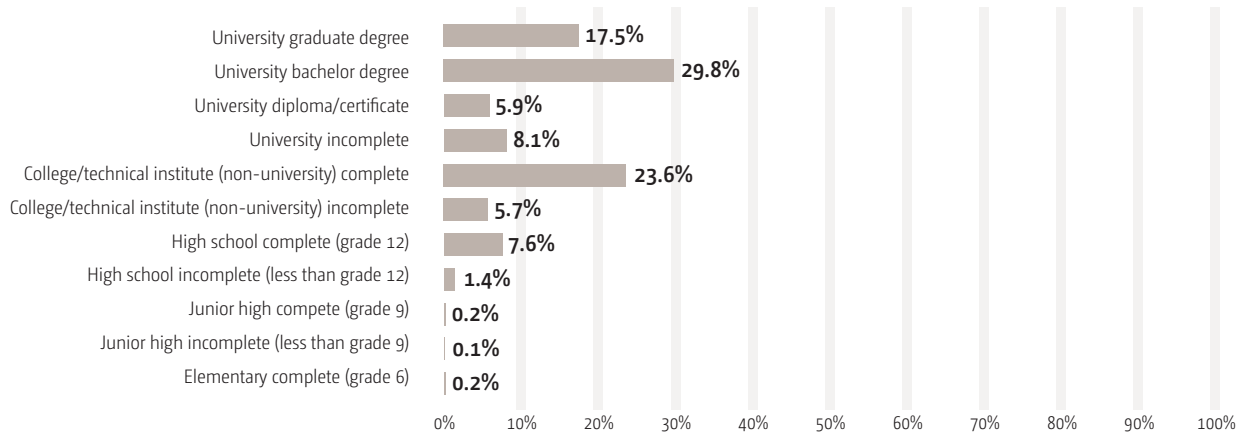
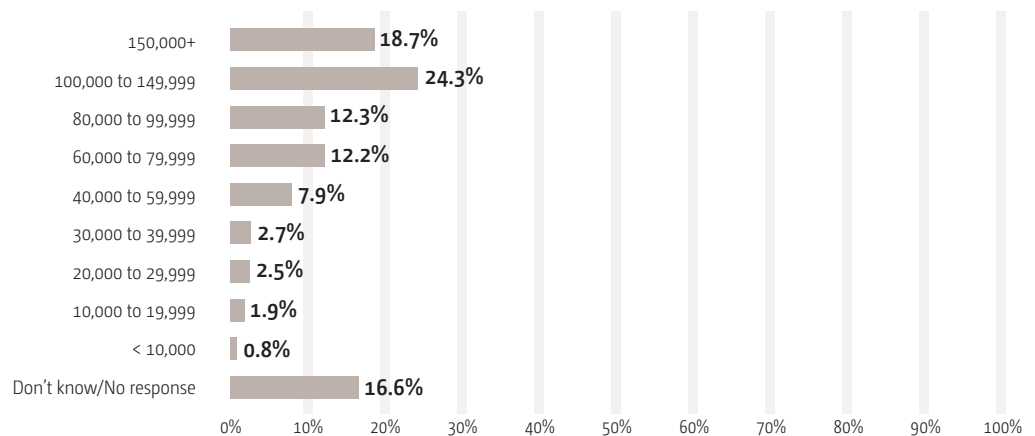


FIGURE A9: WHAT IS THE TOTAL INCOME OF ALL MEMBERS OF THIS HOUSEHOLD FOR THE PAST YEAR BEFORE TAXES AND DEDUCTIONS?



49 **FIGURE A10: DO YOU (OR YOUR SPOUSE/PARTNER/PARENTS) PRESENTLY OWN OR RENT YOUR RESIDENCE?**

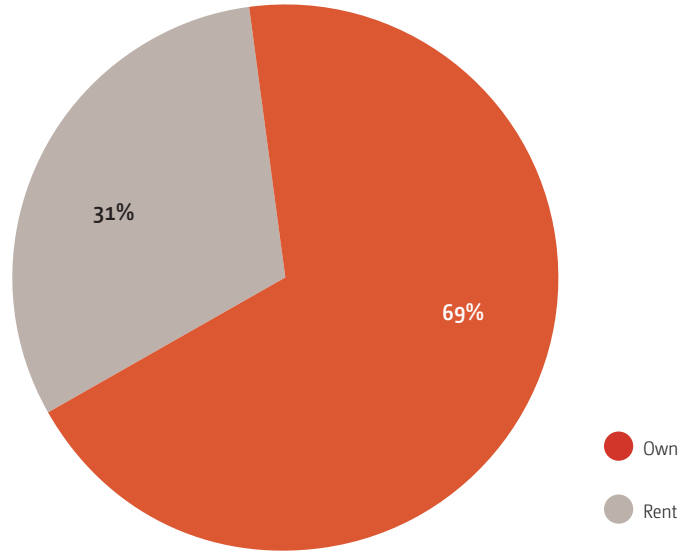


FIGURE A11: WERE YOU BORN IN CANADA?

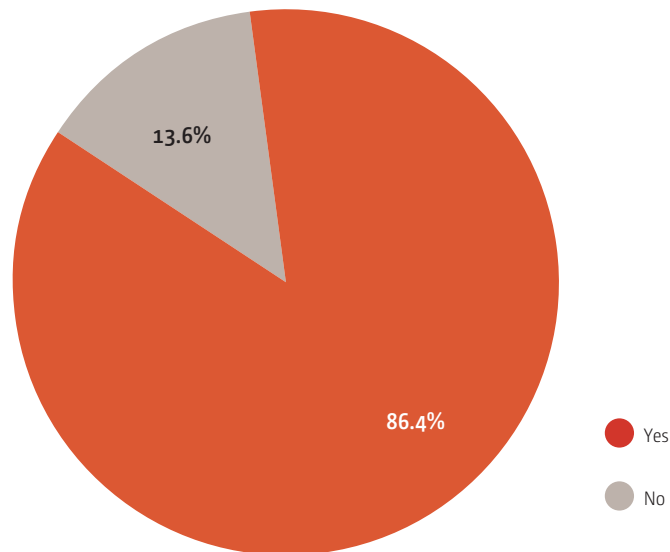


FIGURE A12: WERE YOU BORN IN ALBERTA?

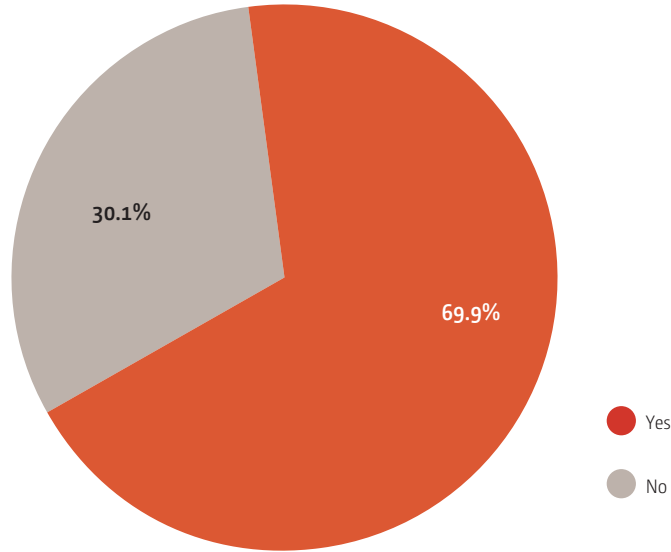
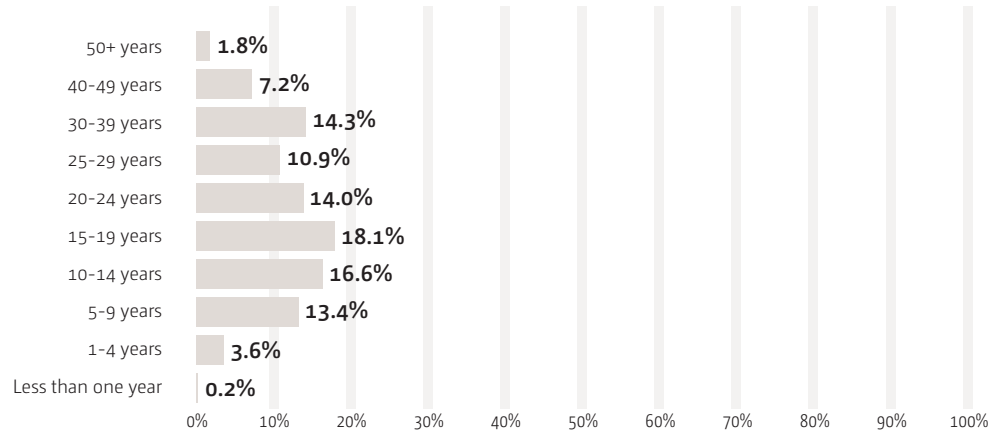
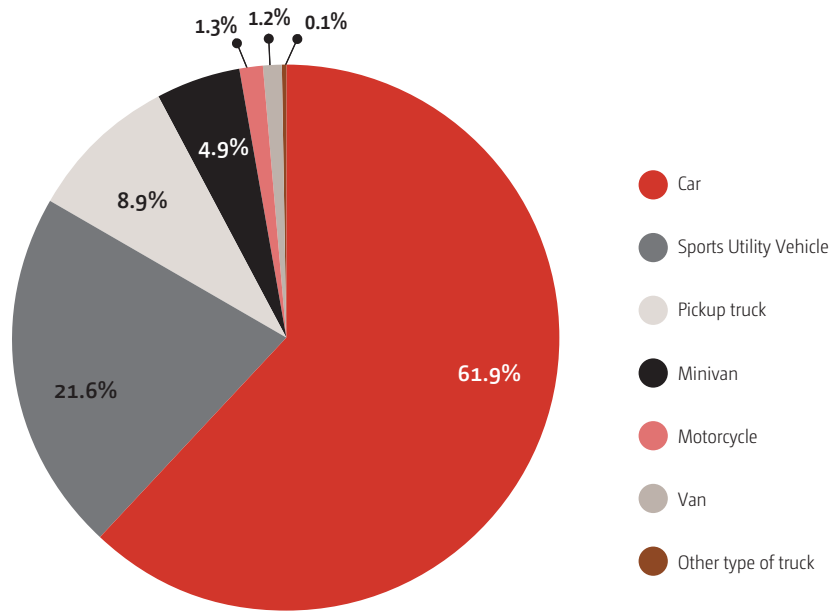


FIGURE A13: HOW MANY YEARS OF DRIVING EXPERIENCE DO YOU HAVE?



51

FIGURE A14:
THINKING ABOUT THE DRIVING YOU DO, EXCLUDING DRIVING THAT MIGHT BE RELATED TO YOUR OCCUPATION, WHAT KIND OF MOTOR VEHICLE DO YOU DRIVE MOST OFTEN?





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