

2018 Edmonton and Area Traffic Safety Culture Survey

Key Highlights - Telephone

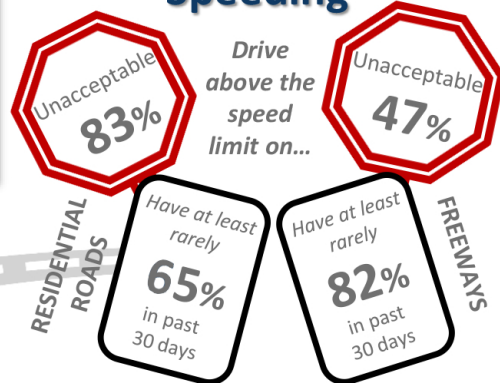
Methodology: 1,000 telephone surveys | Data Collection: July 10–27, 2018 | Target Population: Residents in Edmonton and surrounding areas who are 16 years of age or older.

1 in 4  have been **stopped and ticketed** at least once by police for traffic violations in the past two years

VISION ZERO

46% aware the City of Edmonton **officially adopted**
49% agree is an **achievable goal**

Speeding



Impaired Driving



Drive within 2hrs of consuming 2+ drinks of alcohol

Drive after taking prescription or over-the-counter drugs that warn against using them and driving

Drive within 2hrs of consuming cannabis

Personally feel it is **unacceptable**

83%

82%

72%

In the past 30 days, have at least rarely

16%

11%

4%

Aware drivers **impaired by cannabis** could receive **same penalties as someone who is legally impaired by alcohol**

77%

Risky Driving

% saying **unacceptable** vs. have **done at least rarely** in past 30 days

97% Tailgate **31%**

95% Drive through a light that just turned red, when could have safely stopped **28%**

95% Failed to yield to pedestrian who had right of way **24%**

86% Drive while sleepy **39%**

85% Weave in and out of traffic **29%**

Distracted Driving

97% feel it is unacceptable to use **electronic devices** for texting, emails, social media, etc., while driving, **20%** have **done it at least rarely** in the past 30 days

77% feel it is unacceptable to do so while **stopped in traffic**, **51%** have **done it at least rarely** in the past 30 days

89% feel it is unacceptable to talk on a hand-held phone while driving, **22%** have **done it at least rarely** in the past 30 days

Automated Enforcement

% saying strongly/somewhat agree

1 in 2 have received at least one **automated enforcement violation ticket** in the past two years



Intersection Safety Cameras should be used to ticket drivers who...

Run red lights **86%**



Speed through intersections **78%**

Camera based enforcement should be used to ticket **distracted drivers**
70%

Photo radar should be used to ticket drivers who are **speeding**
66%

What Would Effectively Influence Your Driving Behaviour?

Ratings of 4-5 on a 5-pt. effectiveness scale

84% Causing a collision



62% Demerit points

61% Safety technology in car

60% More police checkpoints

