2018 Edmonton and Area Traffic Safety Culture Survey

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CRA
CORPORATE RESEARCH ASSOCIATES

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CRISP
CAPITAL REGION INTERSECTION SAFETY PARTNERSHIP

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Executive Summary

The results of the ***2018 Traffic Safety Culture Survey*** indicate that while the overall traffic safety culture is positive, there is still ample opportunity to improve road user behaviours, as well as the perceived acceptability of certain behaviours on our road ways. This study involves several data collection components. The main body of this report is focused on the results of the general population telephone survey.

Speed

While 83 percent of residents consider it unacceptable to drive over the speed limit on residential roads, only 47 percent consider driving over the speed limit on freeways as unacceptable. In terms of actual behaviour, 59 percent of drivers report travelling over the speed limit on freeways and 22 percent on residential roads, at least sometimes, in the past 30 days.

Results suggest that Digital Feedback Signs present the greatest opportunity for encouraging drivers not to speed, as 67 percent of drivers report this would be an incentive to do so. Ranking second is more police officers issuing tickets (55%), with a number of other incentives having moderate perceived merit (between 40% and 52%).

Distracted Driving

Using electronic devices for reading or sending texts, emails, social media or other online uses while driving is almost universally (97%) considered unacceptable. Slightly fewer (89%) view talking on a hand-held cell phone while driving as unacceptable, while even fewer (77%) view using electronic devices while stopped at a traffic light, a stop sign, or stopped in traffic as unacceptable. In the past 30 days, 26 percent of drivers, at least sometimes, have used electronic devices while stopped in traffic during the last 30 days, while 22 percent have talked on a hand-held cell phone and 19 percent have used electronic devices while driving. Drivers generally perceive there to be a low to moderate risk of being stopped by police for distracted driving (54%), likely contributing to any evident behaviour in this regard.

Impaired Driving

Very few residents view any of the following as acceptable: driving within two hours of consuming two or more drinks of alcohol (7%), driving after taking over-the-counter or prescription medications with driving warnings (4%), or driving within two hours of consuming cannabis (6%).

Rates of reported behaviour are low (3% to 5% stating at least sometimes) in the past 30 days. In the past 12 months, 20 percent of drivers report driving within two hours of having two or more drinks of alcohol, while seven percent report driving within two hours of consuming cannabis.

Impaired Driving *(cont'd)*

There are mixed perceptions regarding being stopped by police after consuming two or more drinks of alcohol, with a slight skew towards being unlikely. Being stopped by police after consuming cannabis within the preceding two hours, is viewed as much more unlikely (61%).

Sixty-two percent agree someone who drives within two hours of consuming cannabis would be impaired, and 61 percent agree that someone who drives within two hours of consuming cannabis could be as impaired as someone who drives within two hours of consuming alcohol. Seventy-seven percent of drivers are aware that someone who is impaired by cannabis could receive the same penalties as someone who is impaired by alcohol. Of note, among those who have driven within two hours of consuming cannabis in the past 12 months, the effect the knowledge that someone who is impaired by cannabis would receive the same penalties as someone who is legally impaired by alcohol, is mixed. Only 40 percent indicate this knowledge is likely to deter them from doing so.

Other Risky Driving Behaviours

Various risky driving behaviours including tailgating (97%), driving through a light that just turned red (95%), failing to yield to a pedestrian with the right of way (95%), driving while sleepy (86%), and weaving in and out of traffic (85%), are considered unacceptable by most residents. Of these five behaviours, driving while sleepy and weaving in and out of traffic are comparatively less widely viewed as unacceptable in relation to the other three behaviours.

In terms of reported behaviour (at least sometimes in the past 30 days), driving while sleepy (11%) is most prevalent, followed by tailgating (8%) and weaving in and out of traffic (8%). Very few have, at least sometimes, failed to yield to a pedestrian (3%) or driven through a light that just turned red (4%).

Sixty-one percent of drivers report they always come to a complete stop at a stop sign, with the primary factor for not always coming to a complete stop being no other traffic around (72%).

Changing Behaviour

While causing a collision (56%) emerges as the top behaviour changing incentive to distracted driving, other more actionable variables are also deemed influential including: police officers issuing tickets (49%), passengers uncomfortable with distracted driving (48%), increased chances of getting caught (46%), demerit points (43%), increased fines (41%), increased insurance costs (40%), and camera-based enforcement (39%).

Changing Behaviour *(cont'd)*

When examining influences on driving behaviour in general, it is again not surprising that causing a collision emerges as an influential consideration to a large majority (84%). Viewed as less effective are more education and advertisement (46%), passengers commenting on behaviour (45%), periodic mandatory driver education (42%), and mandatory retesting (41%).

Violations

In the past two years, 26 percent of drivers have been stopped and ticketed at least once by police for traffic violations, while 50 percent of drivers have received at least one automated enforcement violation ticket.

Enforcement

There is widespread agreement that intersection safety cameras should be used to ticket drivers who run red lights (86%), and to ticket drivers who speed through intersections (78%). Seventy percent agree that camera-based enforcement should be used to ticket drivers who are driving distracted, and 66 percent agree photo radar should be used to ticket drivers who are speeding.

There is concern about neighbourhood traffic safety, with 51 percent of residents agreeing that traffic safety is a concern in their neighbourhood. In conjunction with this, 49 percent of residents agree there is not enough traffic enforcement by police in their city.

Collisions

Eighteen percent of residents have been involved in a collision in the past two years, with 84 percent being a driver in the most recent incidence. Ten percent of cyclists reported having been involved in a collision in the past year (this figure includes collisions with objects such as a tree or pole) while three percent of pedestrians have been involved in a collision in the past year.

Cyclist Behaviour

With 39 percent of residents being cyclists, cyclists' behaviour is an important consideration in terms of traffic safety. Sixty-five percent of cyclists always wear a bike helmet, while 55 percent always or often use hand signals, and 31 percent often or always wear reflective items. Various other behaviours that could pose a risk are relatively infrequent. The one exception is using music devices while cycling, with 32 percent of cyclists doing so at least sometimes.

Executive Summary *(cont'd)*

Cyclist Behaviour *(cont'd)*

There is clearly some concern among cyclists regarding certain traffic areas, as 78 percent of cyclists at least sometimes avoid certain streets/intersections because they feel they are too dangerous. Seventy-four percent of cyclists, at least sometimes, cycle on the sidewalk to avoid motor vehicle traffic. Use of the bike network is mixed, although it is positive to note that 34 percent of cyclists use it often or always. This result may be related to ease of access to the bike network.

Pedestrian Behaviour

Respondents report engaging in pedestrian behaviours that could pose a risk. For example, 52 percent of pedestrians say that at least sometimes, they begin crossing the street after the countdown timer has begun counting down or the red hand is showing; 46 percent use electronic devices for messaging/texting while walking; 38 percent use music devices; 36 percent jaywalk; and, another 10 percent cross the road on a red light. In terms of alcohol or cannabis use, 28 percent of pedestrians report they sometimes use the roadway within two hours of consuming two or more drinks of alcohol, while eight percent report doing so within two hours of using cannabis. Twelve percent of pedestrians sometimes wear reflective clothing, and 39 percent avoid certain streets/intersections because they feel they are too dangerous. Fifty-five percent say they *always* make eye contact with drivers before crossing the street.

Vision Zero

Having more than doubled since 2016, 46 percent of residents are aware of the City of Edmonton's Vision Zero initiative. Forty-nine percent of residents agree that Vision Zero is an achievable goal, while 34 percent disagree.

Demographic Considerations

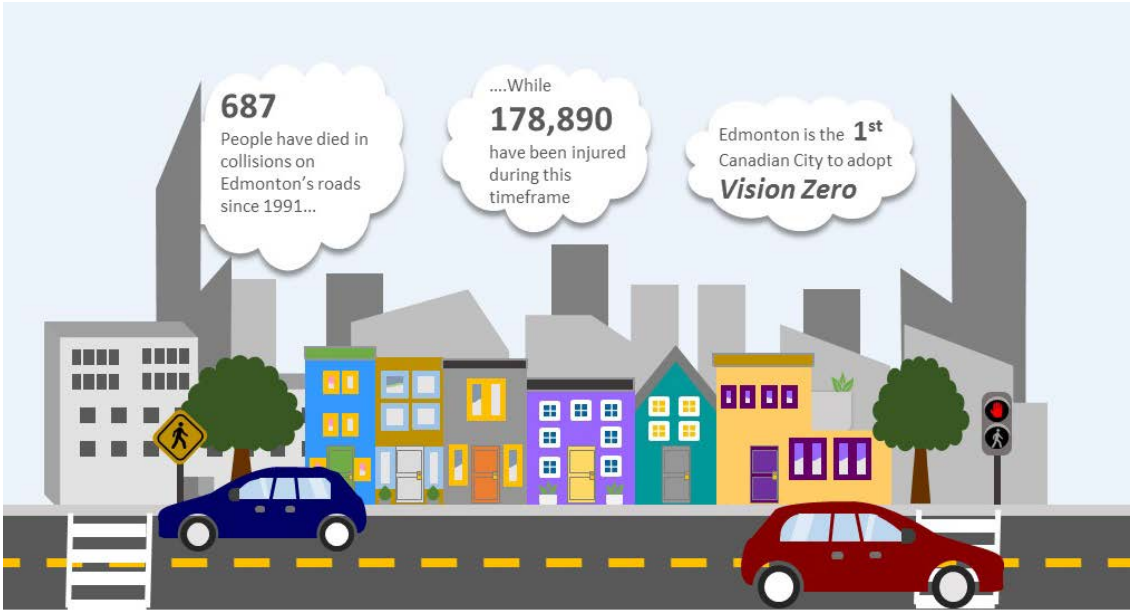
It is important to note that that there were certain variations between demographic results evident throughout. Men are more inclined than women to engage in certain behaviours that could pose a risk, as well as more likely to consider various behaviours acceptable. Men are also less likely to change behaviour than women by various safety measures. The same pattern is also generally evident for younger residents in comparison to older residents.

Introduction

This report presents the findings of the ***2018 Edmonton and Area Traffic Safety Culture Survey*** undertaken by Corporate Research Associates (CRA) on behalf of the City of Edmonton. The current study is the third iteration of the ***Edmonton and Area Traffic Safety Culture Survey***, with previous iterations conducted in 2014 and 2016. The current study aims to further inform the City's traffic safety culture initiatives and measure against the results of previous surveys to assess changes in attitudes, perceptions, and behaviours among road users.

Canada adopted Vision Zero as a federal strategy in 2016, and the City of Edmonton is Canada's first major City to officially adopt its long-term goal of zero traffic fatalities and serious injuries. Vision Zero adopts a holistic framework in its Safe System evidence-based approach, which allows the City to assess and make changes to its infrastructure and traffic safety by taking into account the interaction of all relevant factors within its transportation system: engineering, education, enforcement, engagement and evaluation.

Road user behaviour is a factor in many traffic collisions, and resulting injuries and fatalities. The City has been seeking ways to transform its traffic safety culture in order to change some road users' attitudes and reduce 'risky' traffic behaviours. This survey helps inform traffic safety culture initiatives, and, as such, forms part of the Vision Zero strategy.



Study Goals and Target Audience

Study Goals

The goals of the 2018 study include:

- Identifying shifts in road users' attitudes, perceptions and self-reported behaviours in comparison to past study findings, with regards to the topic areas of speed, alcohol and drug-impaired driving, and distraction, among others, as well as attitudes towards traffic enforcement and legislative measures to address key traffic safety issues;
- Identifying priority areas of risk to inform future countermeasures, including educational and awareness campaigns to aid in the pursuit of Vision Zero's ultimate goal of no traffic-related fatalities and serious injuries; and
- Determining whether the gap between perceptions and self-reported behaviours diminishes as a result of various education, enforcement, engagement and awareness initiatives.

Target Audience

The target audience includes residents in Edmonton and surrounding areas who are 16 years of age or older. The following groups are included:

Methodology

This study consisted of a multi-modal data collection methodology. Specifically, there were four parallel surveys conducted: a general population telephone survey, a general population online panel survey, a survey via the City of Edmonton's Insight Community, and an Open Link hosted on the City's website.

The primary methodologies and the focus of this report are the two general population surveys. These were intended to gather information from a sampling of residents in Edmonton and selected surrounding areas (Spruce Grove, Leduc, St. Albert, and Sherwood Park). The telephone survey replicated the methodology used in previous surveys. The online methodology was employed in parallel with the telephone methodology to determine if results were sufficiently similar between the two methodologies to support a shift to a solely online methodology in future survey iterations. As well, the online survey was conducted as an opportunity to increase public engagement.

The main body of this report, including demographic analyses, focuses on the results of the telephone survey, while a comparison of the general population telephone and general population panel results are presented in Appendix A.

Given that this report focuses on a probability sample, and the Insight Community and Open Link surveys less closely approximate a probability sampling approach, these surveys are not included in the primary analyses of the report. These surveys were intended to provide an opportunity to gather input from interested residents. Instead these results are referenced in supplementary appendices.

Telephone Survey

CRA conducted a random telephone survey of 1,000 residents in Edmonton and the surrounding area (600 from Edmonton and 100 each from Spruce Grove, Leduc, St. Albert, and Sherwood Park). The contact records for this study were drawn using systematic sampling procedures from a list of randomly-selected telephone numbers. This sample entailed landline as well as cell phone contact records, as per current standards in general population survey research, given the increasing proportion of 'cell phone only' households, especially among younger cohorts. This helps ensure that a broader proportion of the population can potentially participate in a survey, thereby making the survey more inclusive. Quotas were established regionally, as well as by age and gender to ensure a representative sample along these dimensions. A sample size of 1,000 would allow for an overall margin of error of +/- 3.1 percentage points, 19 in 20 times. Results were statistically weighted to ensure they are more fully representative of the population. This weighting was conducted by age, gender, and region based on Statistics Canada 2016 data. Data collection took place from July 10 to 27, 2018, with an average survey length of 24 minutes.

Methodology *(cont'd)*

Online General Panel Survey

CRA also directed an online survey of residents, using an online general population panel. The target was 1,000 completed questionnaires (with 1,006 completes actually being obtained). Similar to the telephone survey, the survey was conducted with residents in Edmonton and surrounding areas and quotas were established regionally, as well as by age and gender. As this was an online general population panel that does not comprise all Edmonton area adults, a margin of error cannot be attributed to the results. Similar to the telephone survey, results were statistically weighted to ensure they match key demographic characteristics of the population. Data collection took place from August 7 to 21, 2018, with an average survey length of 17 minutes.

Online Edmonton Insight Community and Open Link Surveys

While not reported on formally here, as mentioned, CRA conducted two other surveys in parallel with the two general population surveys. The first being an online survey sent to members of the Edmonton Insight Community and the second being an public 'Open Link' online survey available to residents through the City of Edmonton's website. In total, 2,479 usable surveys were collected from the Edmonton Insight Community, while 520 usable surveys were collected from the Open Link.

Analysis and Reporting

This report presents results for the 2018 telephone and online general population panel surveys for each question. This is accompanied by an overall description and analysis of the results as well as:

1) ***Demographic commentary*** to outline important variations across demographic groups. Demographic comparisons are made throughout the report based on the 2018 telephone survey results. Demographic comparisons are made for gender and age, and only statistically significant differences are noted. These comments are found in blue text boxes throughout the report.

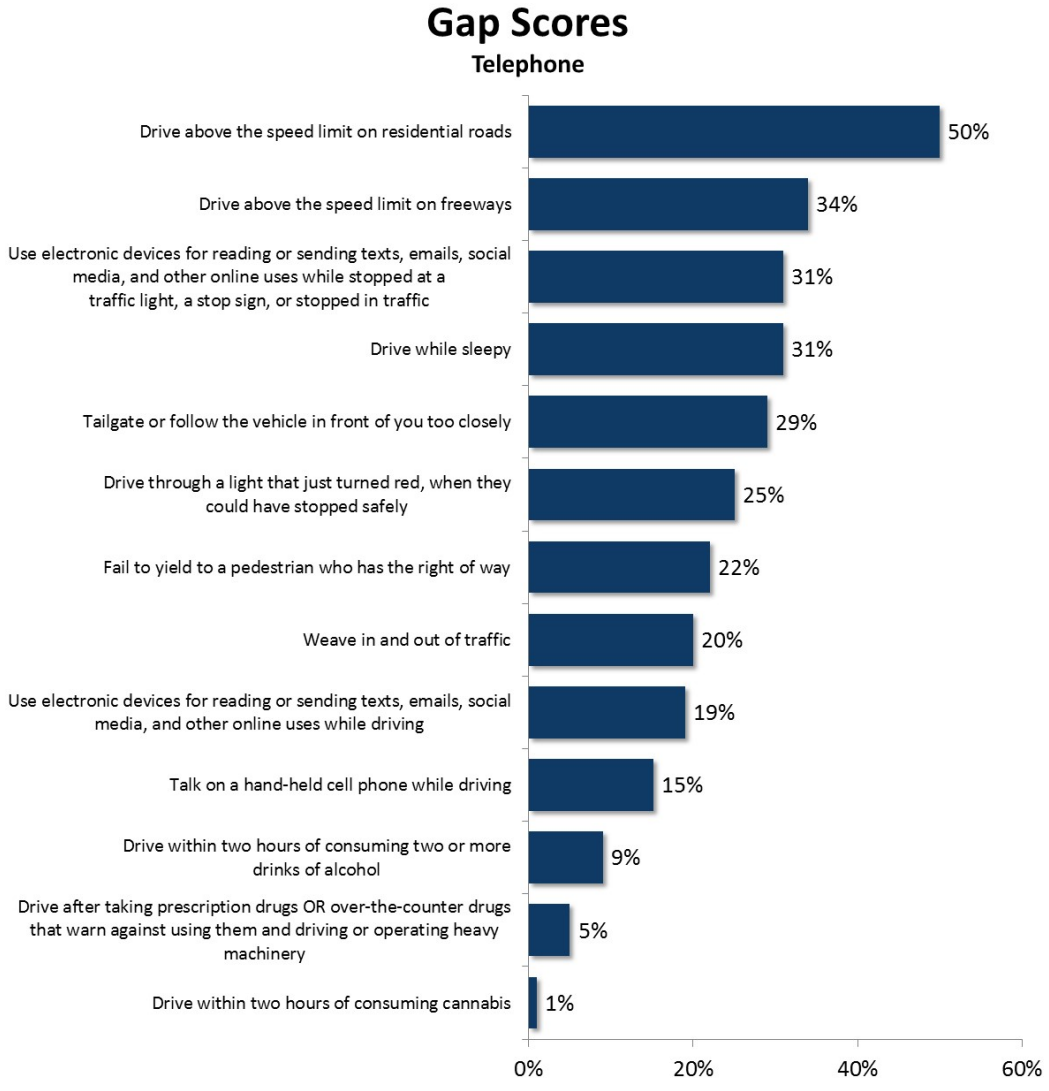
2) ***Methodological commentary*** to examine differences that could be attributed to the methodology. Specifically, the 2018 telephone and online general population panel surveys are compared. As a general guideline, differences of five or more percentage points are noted. In the case of rating scales, the comparisons are made among the top-two boxes of the survey results. This comparison is summarized and presented at the end of the report.

Detailed Analysis

Gap Analysis

As an indicator of alignment between what drivers deem *acceptable* versus their *reported behaviour*, an analysis was conducted examining these two variables in tandem. Specifically, the percentage of drivers who view a behaviour as unacceptable, but still engage in the behaviour at least rarely, was calculated. These differences between perceived acceptability and currently still performing the action, are referred to as 'Gaps'.

This analysis reveals some notable gaps between perceived acceptability and reported behaviour. The largest gap exists for driving above the speed limit on residential roads, while other notable gaps include driving above the speed limit on freeways, using electronic devices while stopped in traffic, driving while sleepy, and tailgating.



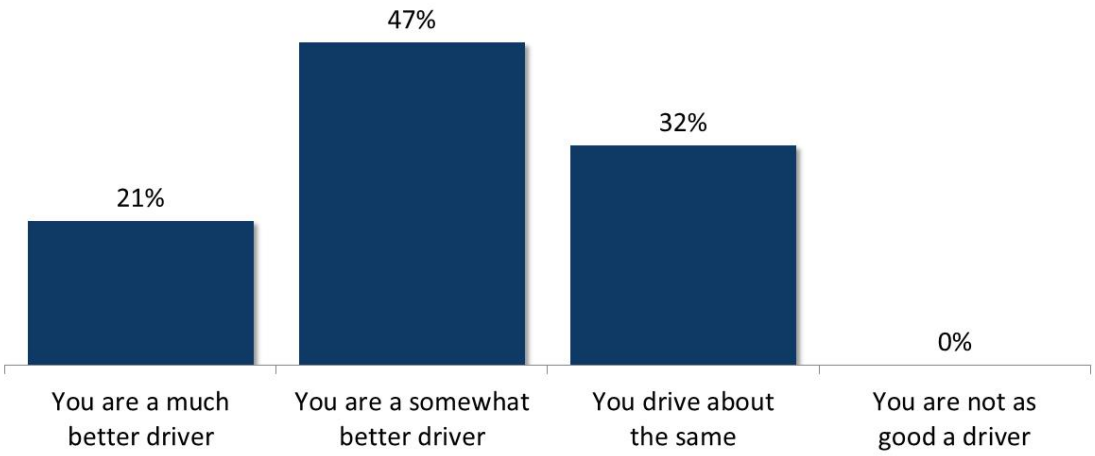
Drivers' Self-Perceptions

Drivers' Self-Perceptions

Two-thirds of drivers believe they are a *better* driver than most other drivers on the road. Meanwhile, one-third consider themselves to be *the same* as other drivers. (Table C1)

Driver Self-Perception vs. Other Local Drivers

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



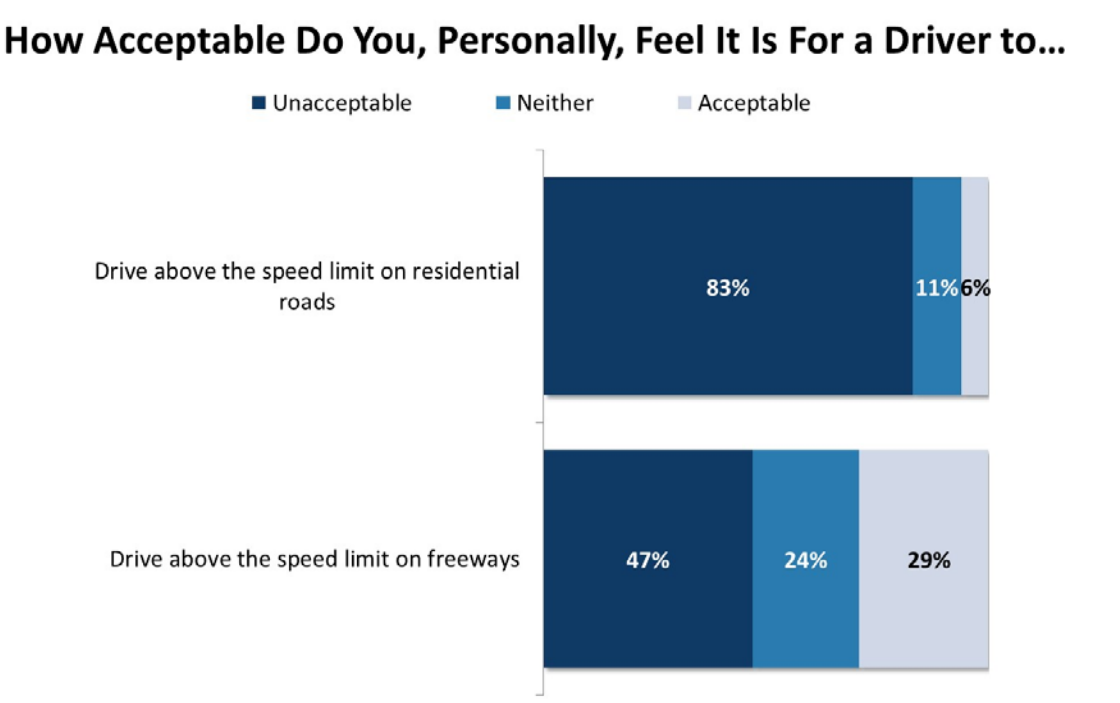
Q.C1: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Compared to most other drivers on the road where you drive, generally would you say… (n=890)

Men are more likely than women to consider themselves a better driver (71% versus 64%), while those 35 to 54 years of age are more likely than those older to consider themselves a better driver (72% versus 62%).

Speed

Acceptability of Speeding

Most residents – more than eight in ten – perceive it to be unacceptable to drive over the speed limit in *residential areas*. In contrast, driving over the speed limit on *freeways* is viewed as much more acceptable. Approximately three in ten view driving over the speed limit on freeways as acceptable and only half of residents view as unacceptable. (Tables B1h-i)



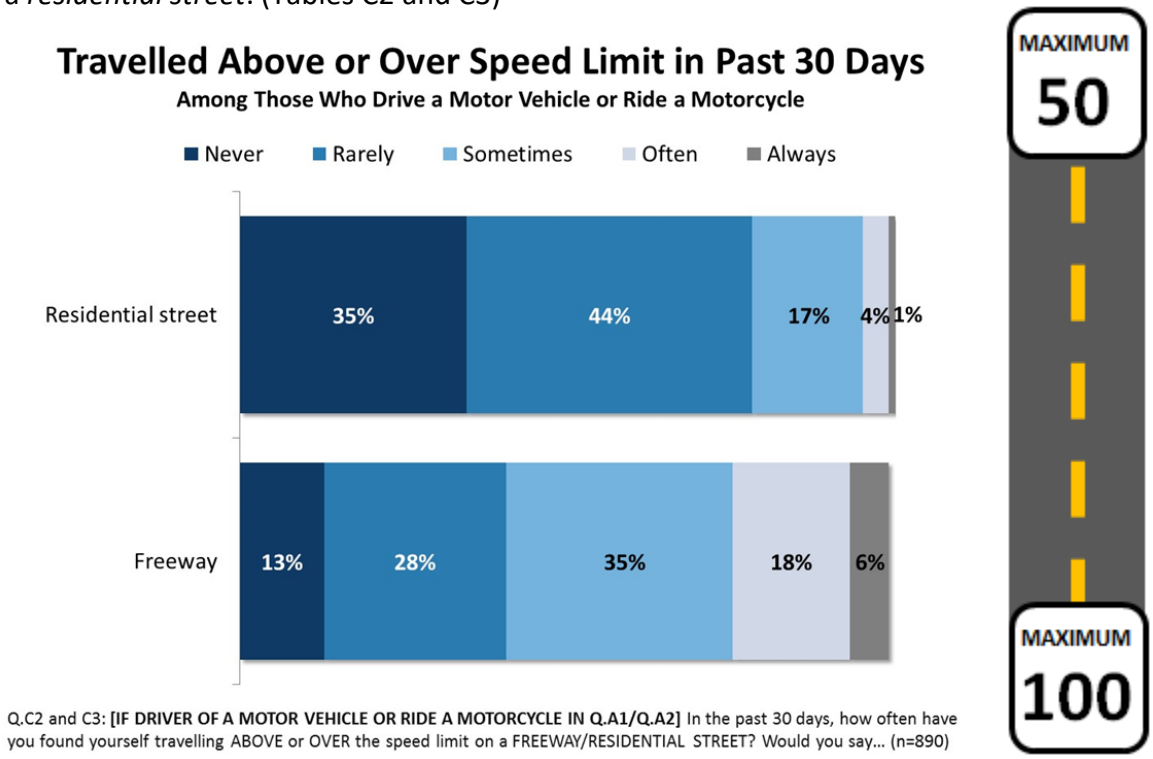
Q.B1_H-I: How acceptable do you, personally, feel it is for a driver to... (n=1000)

Perceived acceptability of driving above the speed limit on residential roads remains low across demographics. That said, residents 16 to 34 years of age (9%) are more likely to consider it acceptable than those older (4% of residents over the age of 35).

The likelihood of perceiving it as acceptable to drive above the speed limit on freeways decreases with age (37% among those 16 to 34 years old, compared with 28% among those 45 to 54, and 20% among those 55 years of age or older). It is also elevated among men (32%, compared with 26% of women).

Speeding Behaviour

Six in ten drivers have, in the past 30 days, at least sometimes driven above the posted speed limit on a *freeway*. In contrast, only two in ten have, in the past 30 days, travelled over the posted speed limit on a *residential street*. (Tables C2 and C3)



Q.C2 and C3: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you found yourself travelling ABOVE or OVER the speed limit on a FREEWAY/RESIDENTIAL STREET? Would you say... (n=890)

Driving above the speed limit on residential roads at least sometimes is more likely among men (25%) than women (17%).

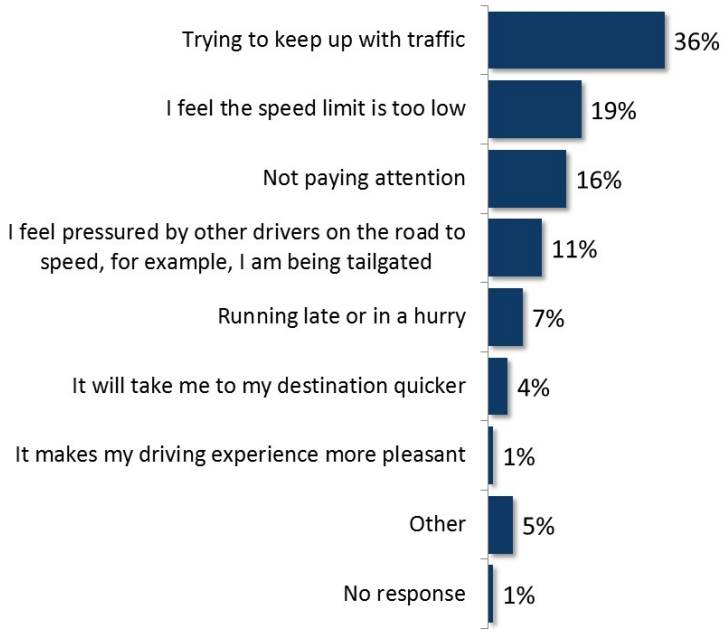
At least sometimes driving above the speed limit on freeways is higher among those younger (59% of 35 to 54 year-olds and 68% of 16 to 34 year-olds) compared with those 55 years of age or older (49%).

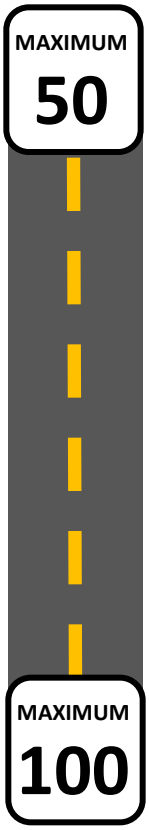
Reasons for Speeding

Trying to keep up with traffic is the top reason for speeding, with feeling the **speed limit is too low**, and **not paying attention** rounding out the top three reasons. (Table C4)

Top Reasons for Speeding

Total Aided Mentions Among Those Who Drive Above the Posted Speed Limit on Residential Streets and/or Freeways



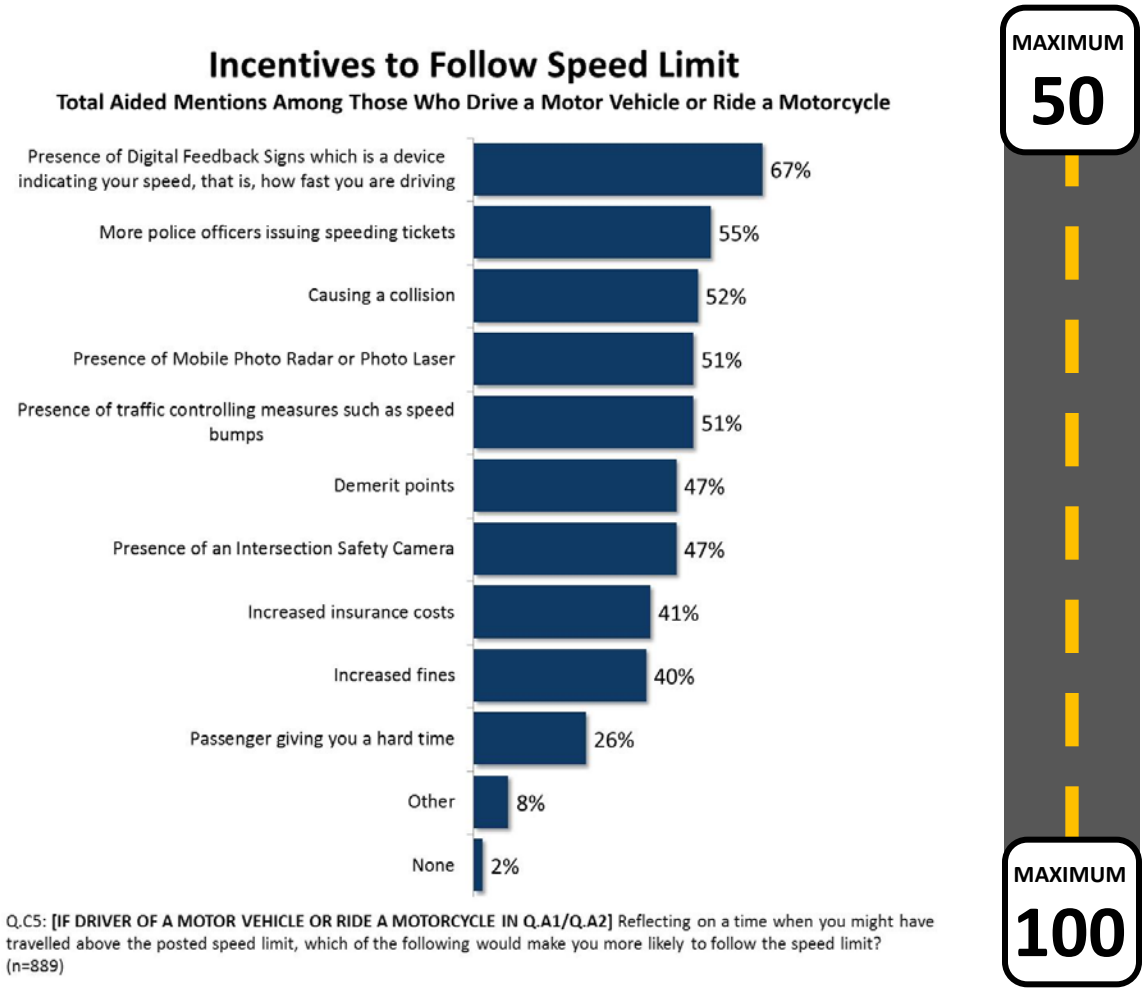


Q.C4: **[IF AT LEAST RARELY IN Q.C2 OR C3]** Thinking about when you find yourself driving above the posted speed limit, please tell me what is your TOP reason for speeding? (n=806)

*While there is some variation, trying to keep up with traffic is the top reason across demographics. Mentions of the **speed limit being too low** are elevated among men (25%, versus 13% of women), and those 16 to 34 years of age (27%, versus 19% of those 35-54 and 12% of those 55+). **Not paying attention** is more likely to be mentioned by those 55 years of age or older (21%) and those 35 to 54 years of age (18%), than those 16 to 34 years of age (10%). Women are more likely than men to mention **feeling pressured by other drivers** (15% versus 8%).*

Incentives Not to Speed

When presented with various options for making them more likely to follow the speed limit, presence of **Digital Feedback Signs** top the list, with two in three drivers indicating it would be an incentive not to speed. (Table C5)



Q.C5: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Reflecting on a time when you might have travelled above the posted speed limit, which of the following would make you more likely to follow the speed limit? (n=889)

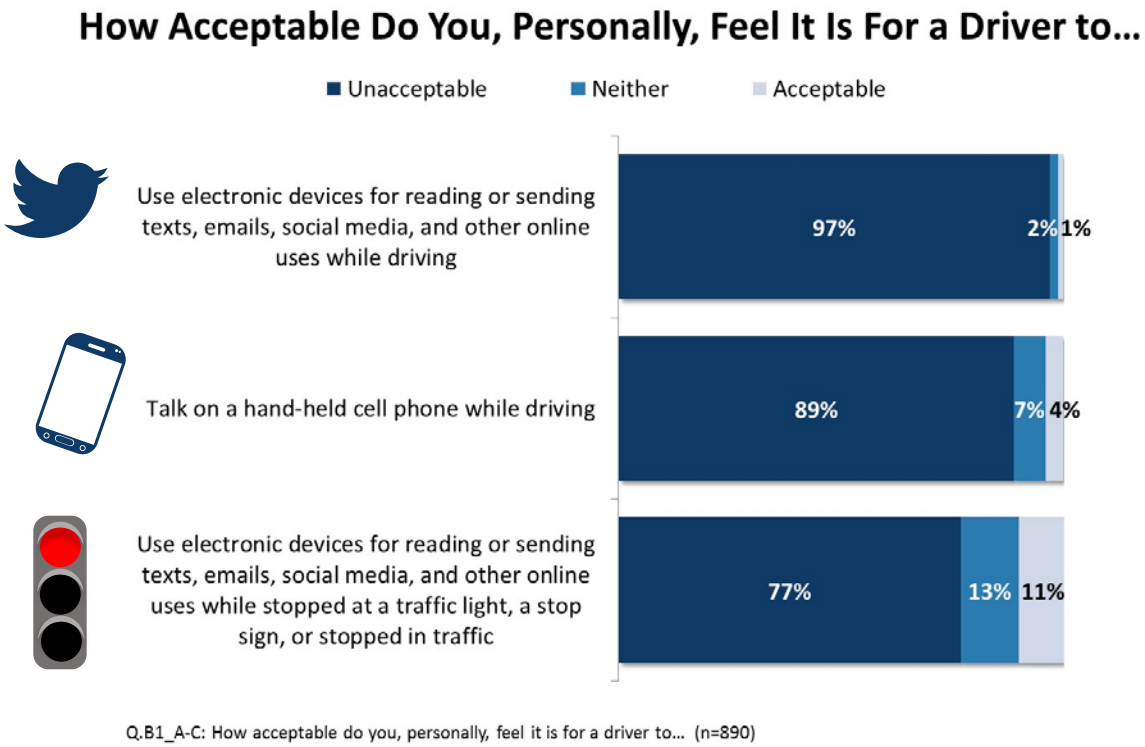
The following demographic differences are evident:

- *Women (71%) are more likely than men (64%) to change their behaviour with the presence of Digital Feedback Signs;*
- *More police officers issuing tickets is more likely to change behaviour for those 16 to 34 years of age (58%) and those 35 to 54 (60%), as compared to those older (45%).*

Distracted Driving

Acceptability of Use of Electronic Devices

The vast majority of residents view it as unacceptable, while driving, to *use electronic devices for reading or sending texts, emails, social media, and other online uses* or to *talk on a hand-held cell phone*. The perceived unacceptability is comparatively lower when it comes to using *electronic devices while stopped at a traffic light, a stop sign, or stopped in traffic*, although it is still widely considered unacceptable. (Tables B1a-c)

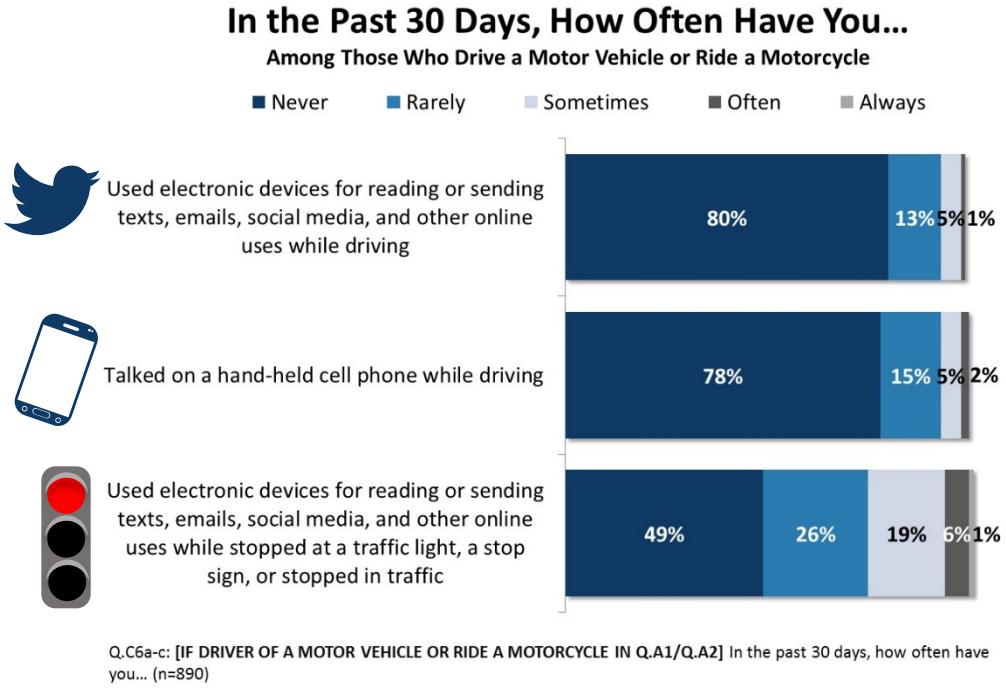


Q.B1_A-C: How acceptable do you, personally, feel it is for a driver to... (n=890)

Perceived acceptability of use of electronic devices is consistently low. That said, residents 55 years of age or older (6%) are less likely to perceive the use of electronic devices when stopped as acceptable, as compared with those younger (13% of 35 to 54 year-olds and 12% of 16 to 34 year-olds).

Use of Electronic Devices While Driving

One in four drivers indicated they have, at least sometimes in the past 30 days, used electronic devices while *stopped at a traffic light, a stop sign, or stopped in traffic*. Notably fewer have *talked on a hand-held cell phone while driving* or *used electronic devices while driving* at least sometimes. (Tables C6a-c)



Q.C6a-c: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you... (n=890)

Men are more likely than women to have talked on a hand-held cell phone at least sometimes while driving (10% versus 4%), and to have used electronic devices while driving (9% versus 5%).

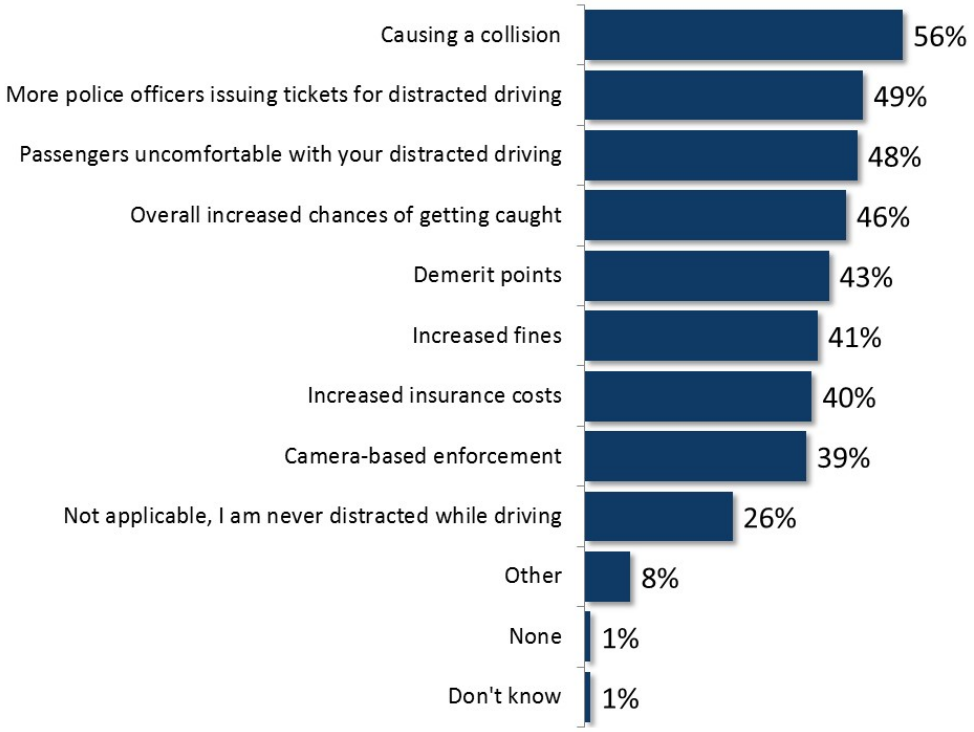
Those 16 to 34 years of age (38%) are more likely than those 35 to 54 (26%) and those 55 or older (11%) to have used electronic devices while stopped in traffic, while the younger age segment is also more likely than those 55 years of age or older to have talked on a hand-held cell phone while driving (10% versus 3%), or to have used electronic devices while driving (10% versus 3%).

Reasons to Stop Distracted Driving

When presented with a list of potential factors that might stop distracted driving, **causing a collision** is the most likely reason reported, with close to six in ten drivers indicating it would do so. A number of other factors reportedly would have a moderate effect. (Table C9)

Reasons More Likely to Stop Distracted Driving

Total Aided Mentions Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.C9: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Thinking about a time when you might have been distracted while driving, which of the following would make you more likely to stop driving distracted? (n=890)

Reasons to Stop Distracted Driving *(cont'd)*

Almost all behaviour changing incentives with the exception of increased insurance costs, are less likely to change the behaviour of those 55 years of age or older, compared with younger drivers.

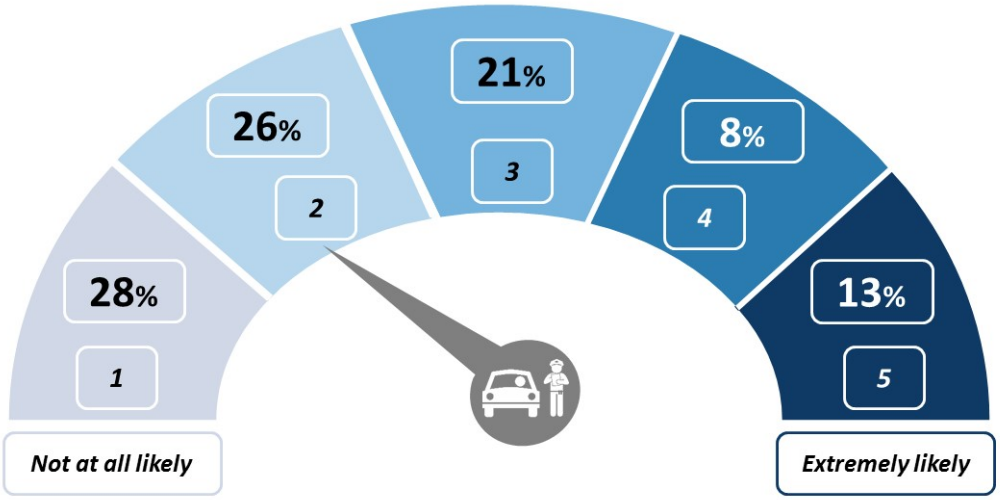
- *Causing a collision (50% of those 55 or older, compared with 63% of those 16 to 34)*
- *More police officers issuing tickets (40% of those 55 or older, compared with 52% of those 16 to 34)*
- *Passengers uncomfortable with driving (35% of those 55 or older, compared with 56% of those 16 to 34)*
- *Increased chances of getting caught (32% of those 55 or older, compared with 55% of those 16 to 34)*
- *Demerit points (37% of those 55 or older, compared with 49% of those 16 to 34)*
- *Increased fines (32% of those 55 or older, compared with 44% of those 16 to 34)*
- *Camera-based enforcement (32% of those 55 or older, compared with 42% of those 16 to 34)*

Being Stopped for Distracted Driving

Only two in ten drivers perceive it to be likely to be stopped and ticketed by police for distracted driving. Slightly more than five in ten considered it to be unlikely. (Table C11)

Likelihood of Being Stopped by Police for Distracted Driving

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



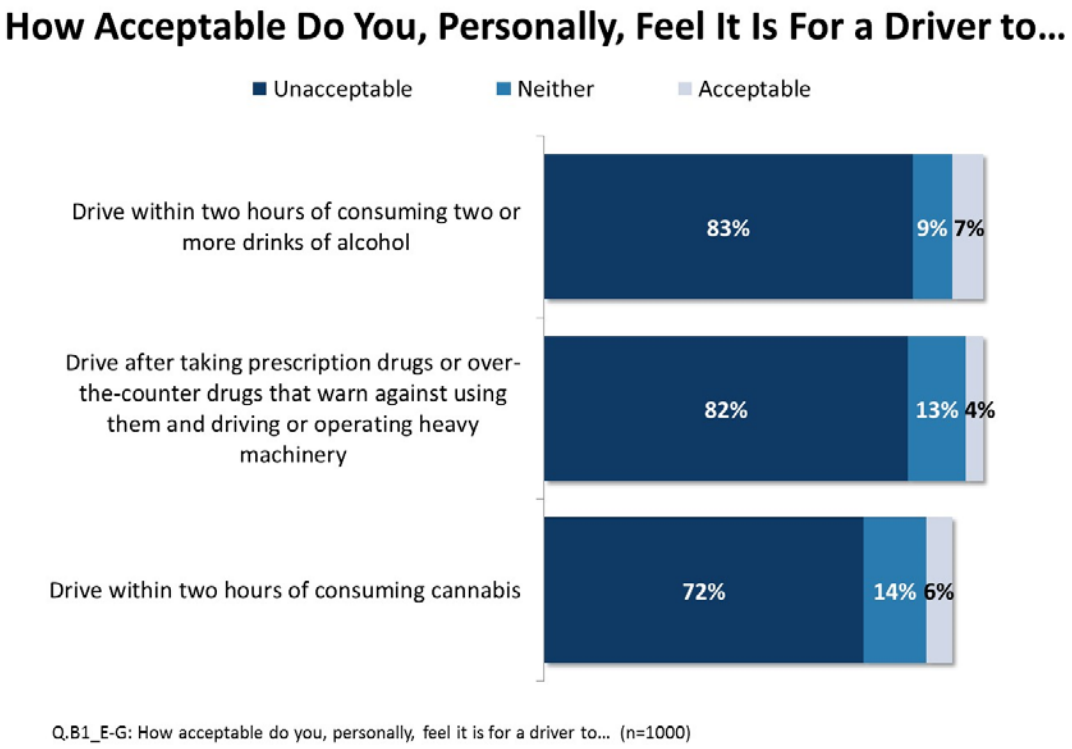
Q.C11: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** How likely is it that someone will be stopped and ticketed by the police for distracted driving? (n=890)

Those most inclined to consider it unlikely include residents between the ages of 35 and 54 (61%) compared with those 55 and older (49%).

Impaired Driving

Acceptability of Impaired Driving

Residents largely perceive as unacceptable driving within *two hours of consuming two or more drinks of alcohol* or within *two hours of consuming cannabis*. This is also the case for driving after *taking prescription drugs or over-the-counter drugs that warn against using them and driving or operating heavy machinery*. Of the three behaviours, driving within two hours of consuming cannabis is not as widely unacceptable to residents as the others. That said, a greater proportion (8%) indicate 'don't know' in response to driving after consuming cannabis, suggesting some unfamiliarity to date. (Tables B1e-g)



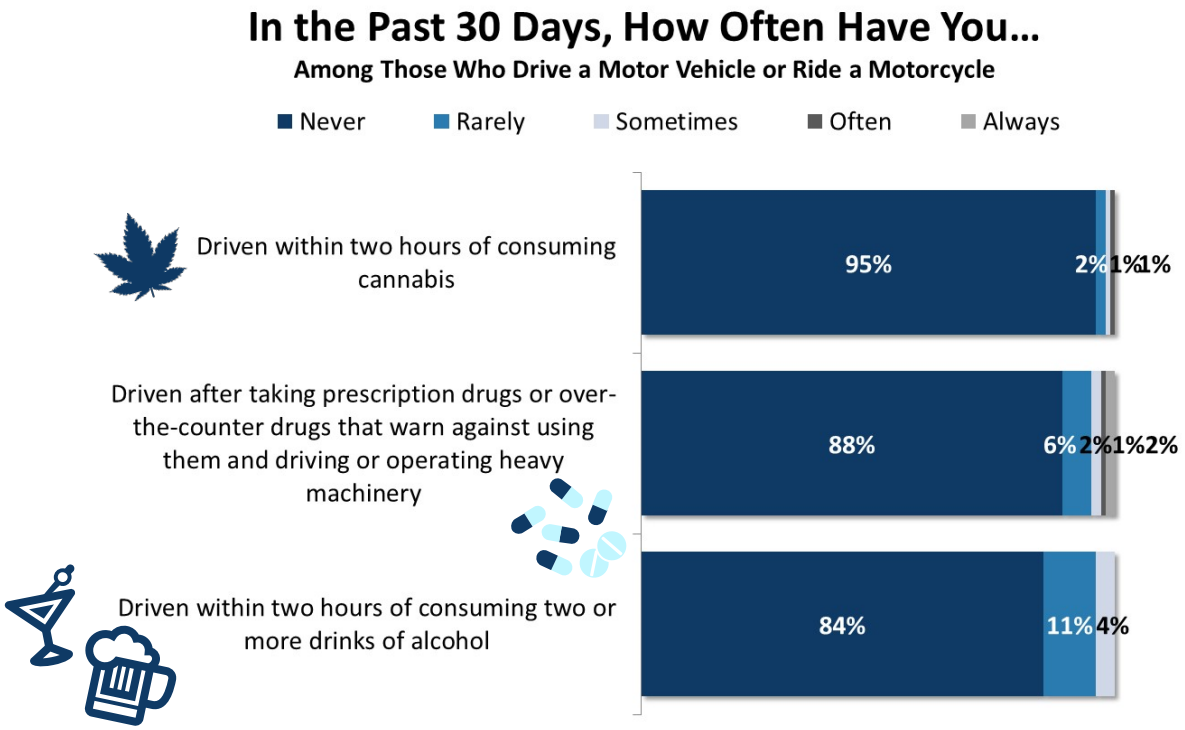
Q.B1_E-G: How acceptable do you, personally, feel it is for a driver to… (n=1000)

Men (9%) are more likely than women (5%) to consider it acceptable to drive within two hours of consuming alcohol.

Residents 16 to 34 years of age (10%) are more likely to consider it acceptable to drive within two hours of consuming cannabis as compared to those older (5% of those 35 to 54 and 4% of those 55 years of age or older).

Impaired Driving Behaviour

Four percent of drivers indicate they have, in the past 30 days, at least sometimes, driven within two hours *after consuming two or more drinks of alcohol,* while two percent have driven within *two hours of consuming cannabis*. Five percent have driven after *taking prescription drugs or over-the-counter drugs that warn against use when driving or operating heavy machinery*. (Tables C6e-g)

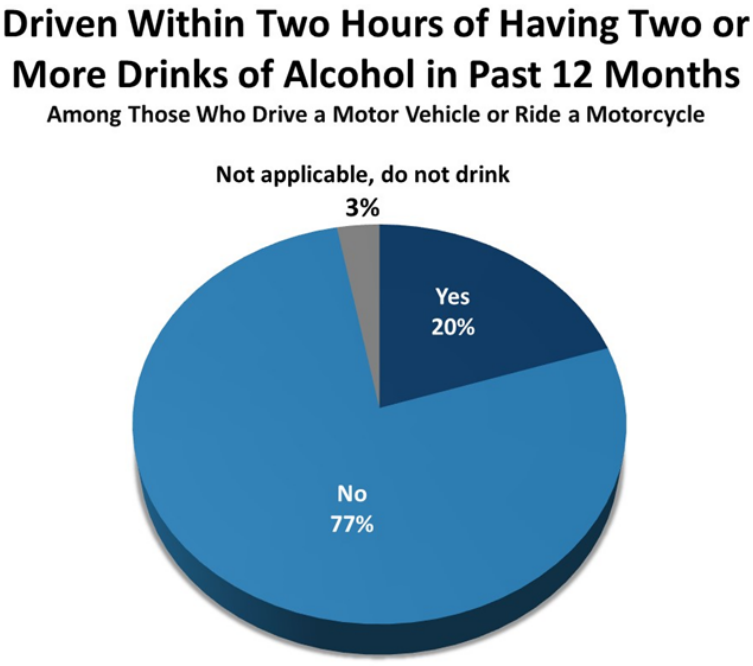


Q.C6e-g: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you… (n=890)

While there are no marked differences in terms of cannabis use and driving, men (6%) are more likely than women (2%) to have driven within two hours of consuming alcohol. As well, driving after taking prescription or over-the-counter medications with warnings is more elevated among those 55 years of age or older (9%, versus 5% of those 16 to 34 and 3% of those 35 to 54).

Alcohol and Driving Behaviour

One in five drivers indicate they have driven within two hours of having two or more drinks of alcohol within the past 12 months. (Table D1)



Q.D1: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 12 months, have you driven within two hours of having two or more drinks of alcohol? (n=890)

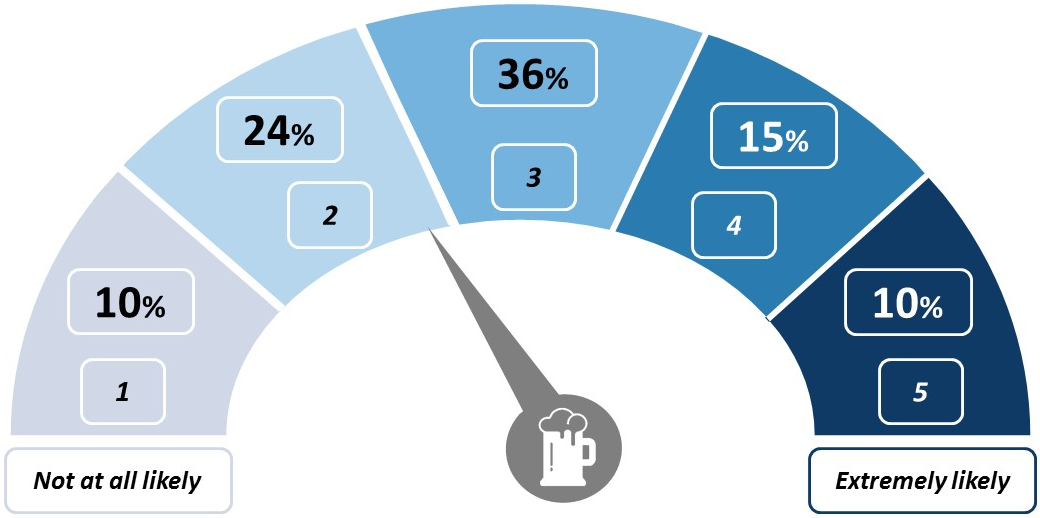
Men (27%) are more likely than women (12%) to have driven within two hours of consuming alcohol in the past 12 months.

Alcohol and Risk of Being Stopped

Drivers have mixed perceptions regarding the likelihood of being stopped by the police in their city if driving a motor vehicle after drinking too much. More residents perceive it to be not likely (ratings of 1 and 2 on the 5-point scale), than perceive it to be likely (ratings of 4 or 5 on the 5-pt scale). On average, perceptions are slightly skewed towards unlikely. (Table D2)

Likelihood of Being Stopped by Police if Driving a Motor Vehicle After Drinking Too Much

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

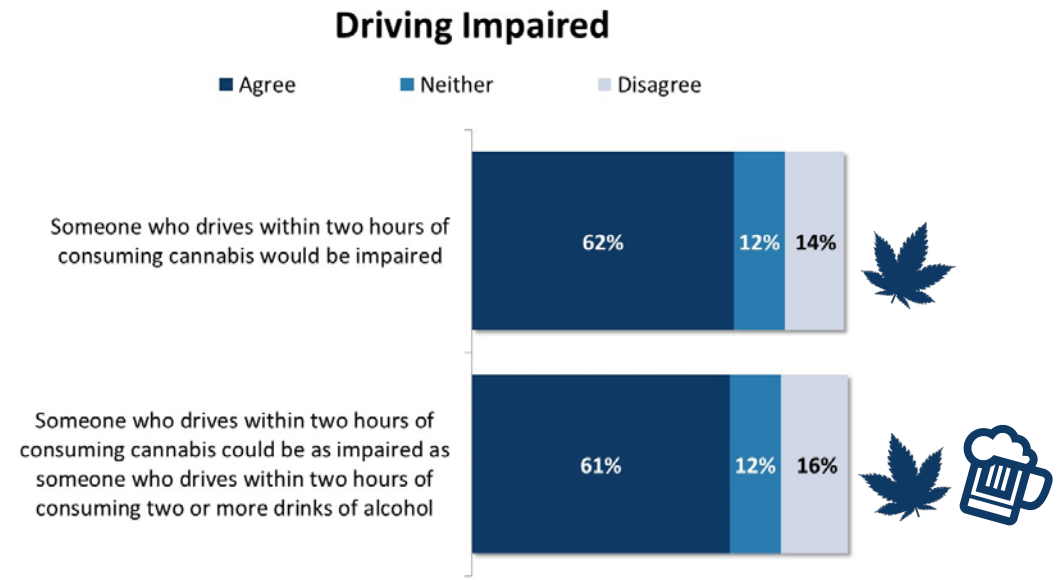


Q.D2: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** How likely is it that someone will be stopped by the police in your city if they are driving a motor vehicle after drinking too much? (n=890)

Men (38%) are more inclined than women (31%) to perceive it as unlikely to be stopped by the police when driving after drinking too much.

Perception of Cannabis Impairment

This year, residents were asked specifically about perceptions of cannabis impairment. A majority of residents agree that *someone who drives within two hours of consuming cannabis would be impaired*, while just under one in five disagree this is the case. The results are similar regarding whether *someone who drives within two hours of consuming cannabis could be as impaired as someone who drives within two hours of consuming two or more drinks of alcohol*. (Tables B2_A and B).



Q.B2_A: Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that someone who drives within two hours of consuming cannabis could be as impaired as someone who drives within two hours of consuming two or more drinks of alcohol? / Q.B2_B: Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that someone who drives within two hours of consuming cannabis would be impaired? (n=1000)

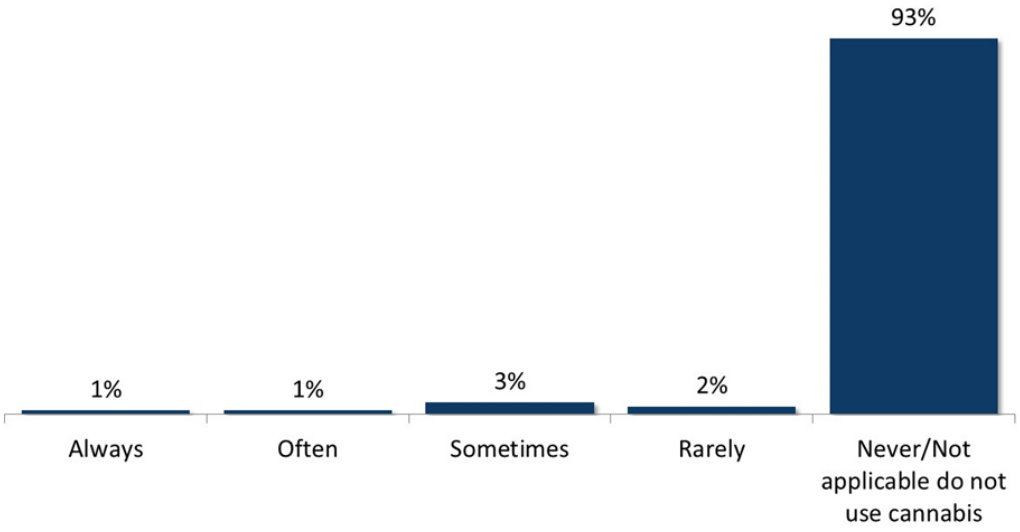
Women are more likely than men to agree that someone who drives within two hours of consuming cannabis could be as impaired as someone who drives within two hours of consuming two or more drinks of alcohol (65%, versus 57% of men). Younger residents are more likely to disagree in this regard (21% of 16 to 34 year-olds versus 13% of older age segments).

Cannabis and Driving Behaviour

Five percent of drivers indicate they have, at least sometimes, in the past 12 months, driven within two hours of consuming cannabis. (Table D3)

Frequency of Driving Within Two Hours of Consuming Cannabis in Past 12 Months

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.D3: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 12 months, how often have you driven within two hours of consuming cannabis? Is it... (n=890)

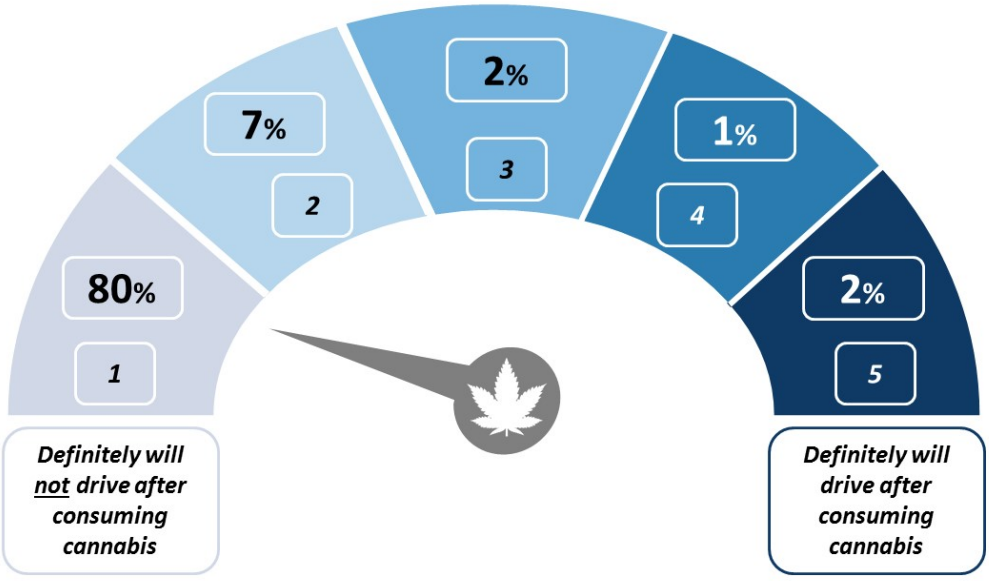
Having consumed cannabis and driven within two hours of doing so, at least sometimes in the past 12 months, is higher among residents 16 to 34 years old (6%) and those 35 to 54 (6%), as compared to those 55 years of age or older (1%).

Cannabis and Driving Behaviour

Only three percent of drivers indicate they have a high likelihood of driving within two hours after consuming cannabis, once it becomes legal. In fact, eighty percent said they definitely will not. Eight percent provided a volunteered "not applicable" response. (Table D7)

Likelihood of Driving Within Two Hours of Consuming Cannabis After It Becomes Legal

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.D7: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Once cannabis becomes legal, how likely is it that you will drive within two hours after consuming cannabis? Please answer this question using a scale from 1 to 5 where 1 means 'definitely will not drive after consuming cannabis' and 5 means 'definitely will drive after consuming cannabis,' and you can choose any number from 1 to 5. (n=890)

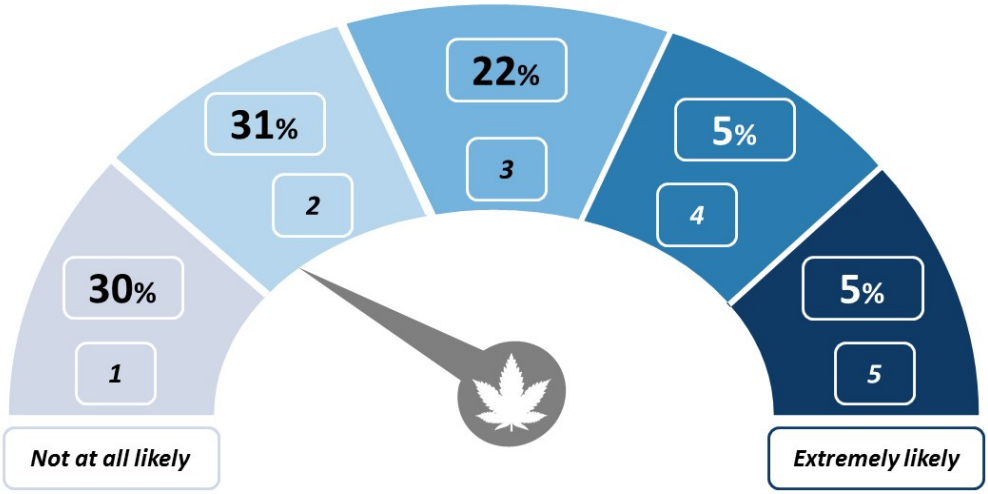
Results are consistent across age and gender.

Cannabis and Risk of Being Stopped

A majority – six in ten – of drivers believe it to be unlikely that someone would be stopped by the police in their City if they consumed cannabis within the preceding two hours. One in ten consider it to be likely. (Table D4)

Likelihood of Being Stopped by Police After Consuming Cannabis Within the Preceding Two Hours

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.D4: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In your opinion, how likely is it that someone will be stopped by the police in your city if they consumed cannabis within the preceding two hours? Is it... (n=890)

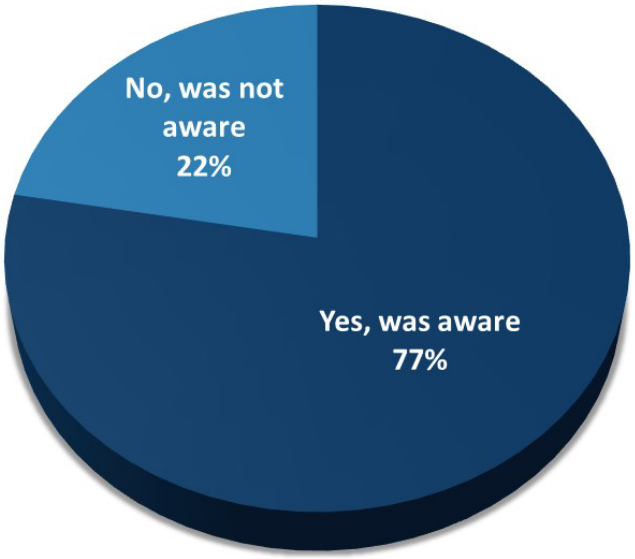
Men (64%) are more inclined than women (57%) to perceive it as unlikely to be stopped by the police when driving after consuming cannabis.

Cannabis Impairment Penalties

Three-quarters of drivers indicated they were aware that drivers who are impaired by cannabis could receive the same penalties as someone who is legally impaired by alcohol. (Table D5)

Aware that Drivers Impaired by Cannabis Could Receive Same Penalties as Someone Who Is Legally Impaired by Alcohol

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.D5: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Prior to today, were you aware that drivers who are impaired by cannabis could receive the same penalties as someone who is legally impaired by alcohol? (n=890)

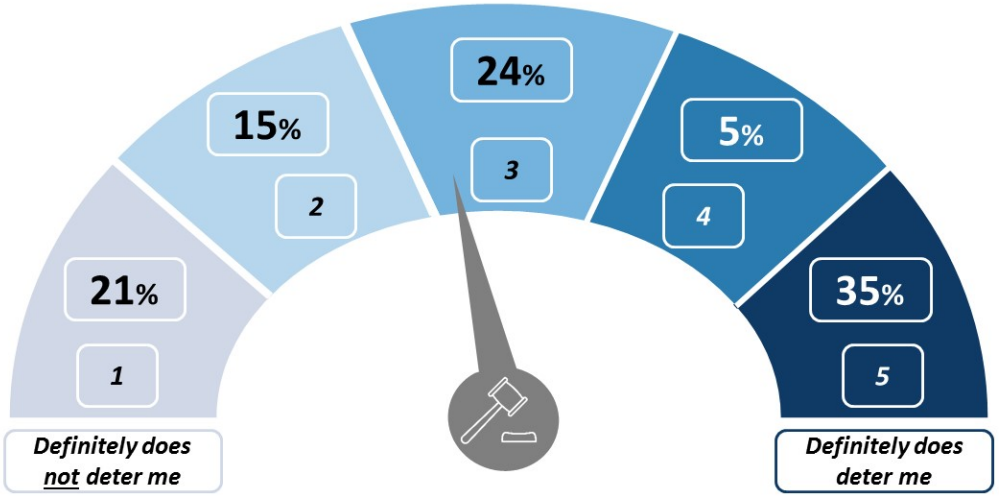
Awareness is lower among women (74%) than men (80%).

Cannabis Impairment Penalties

Among the seven percent (n=56) who indicated they have driven within two hours of consuming cannabis in the past 12 months (i.e., responded rarely, sometimes, often or always), the effect the knowledge that someone who is impaired by cannabis would receive the same penalties as someone who is legally impaired by alcohol, is mixed. Four in ten indicate such knowledge would deter them, while slightly fewer indicate it would not deter them. (Table D6)

Deterrence of Knowing Drivers Impaired by Cannabis Could Receive Same Penalties as Someone Who Is Legally Impaired by Alcohol

Among Those Who Said At Least Rarely in Q.D3



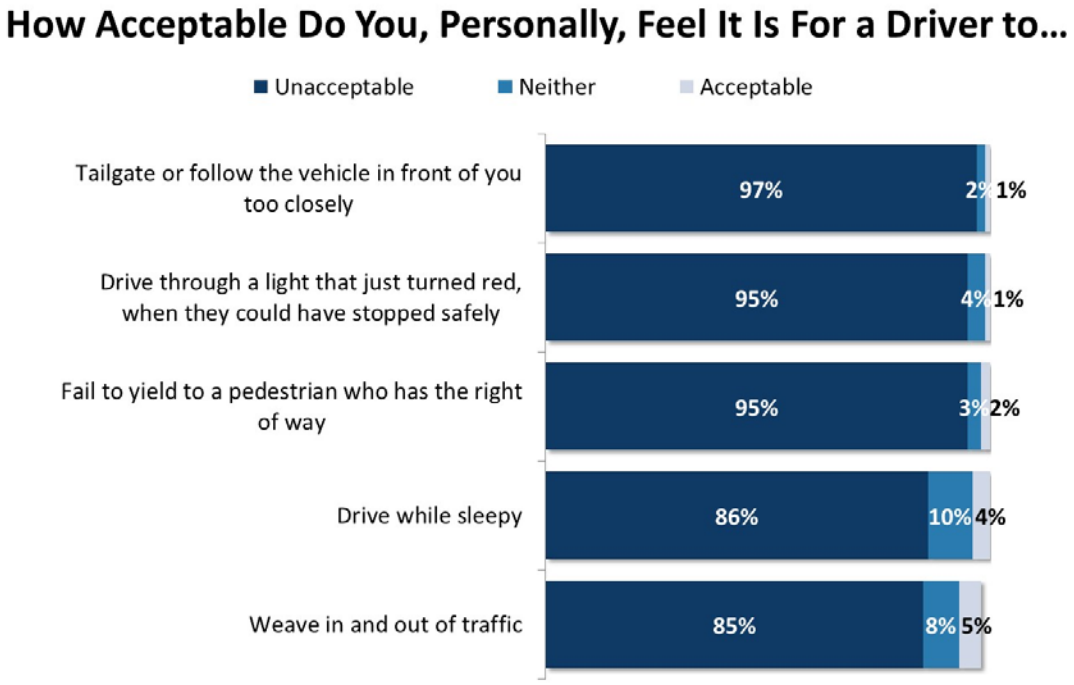
Q.D6: **[IF AT LEAST RARELY IN Q.D3]** To what extent, if at all, does knowing the drivers who are impaired by cannabis could receive the same penalties as someone who is legally impaired by alcohol, deter you from driving within two hours of consuming cannabis? (n=56)

Results are consistent across age and gender.

Other Risky Driving Behaviours

Acceptability of Risky Behaviours

While a large majority of residents consider various risky driving behaviours unacceptable, some are less widely considered unacceptable than others. Specifically, *driving while sleepy* and *weaving in and out of traffic* have a higher proportion considering them acceptable or have a more neutral opinion towards them. (Tables B1_D, J-M)

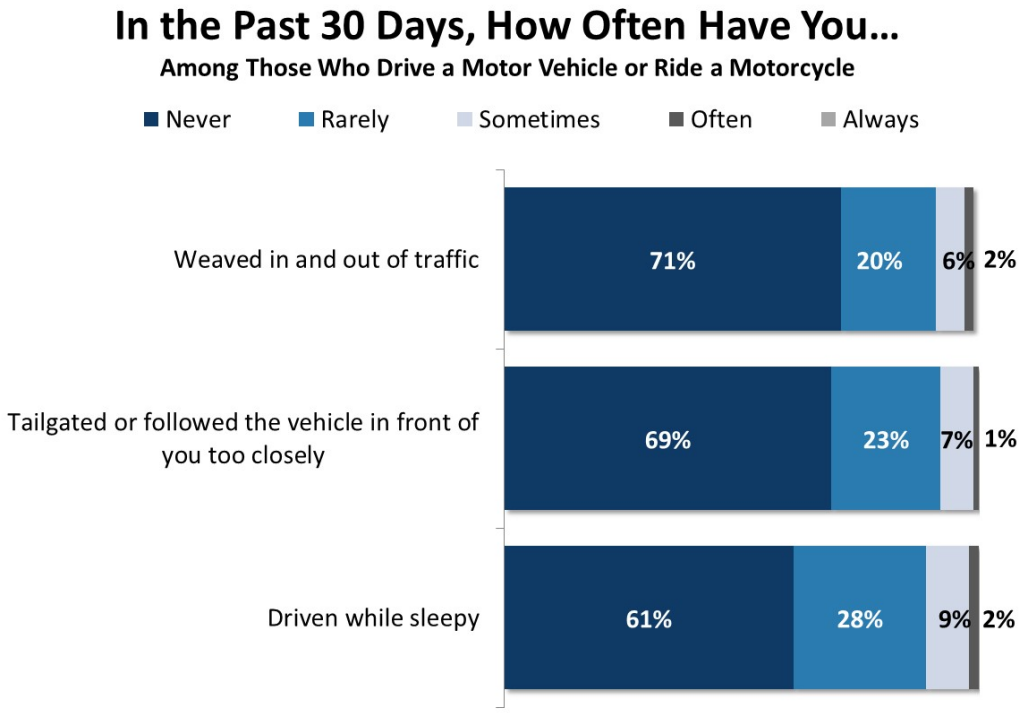


Q.B1_D, J-M: How acceptable do you, personally, feel it is for a driver to... (n=1000)

Results are consistent across age and gender.

Risky Driving Behaviours

One in ten drivers have driven while *sleepy*, at least sometimes, in the past 30 days. This is followed by *tailgating* and *weaving in and out of traffic* with 8 percent doing each at least sometimes in the past 30 days. (Tables C6 j, l-m)



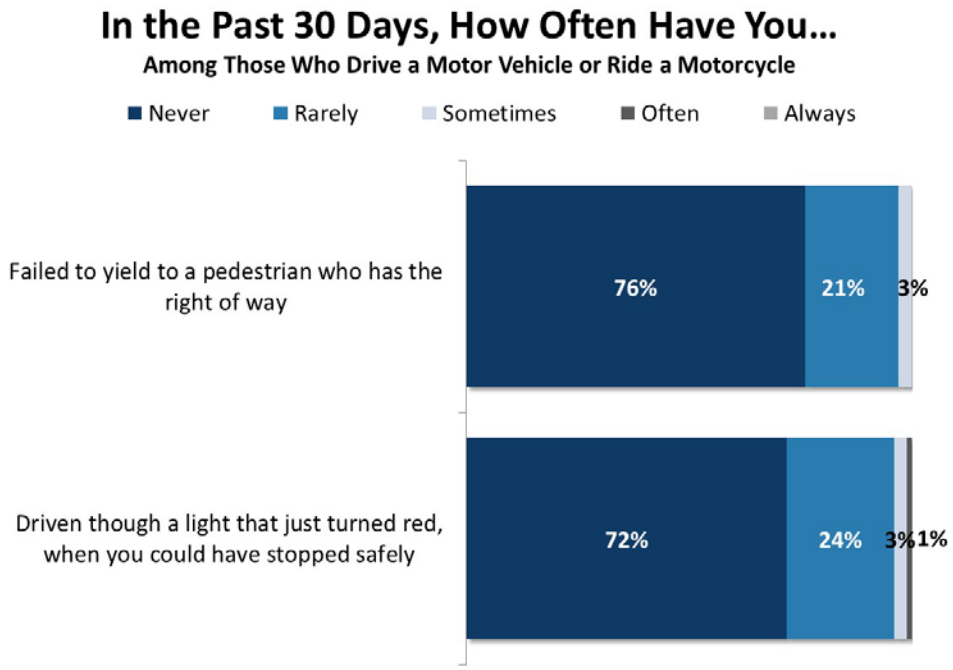
Q.C6j, l-m: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you… (n=890)

The incidence of driving while sleepy (at least sometimes) is higher among younger residents (16% of those 16 to 34 and 12% of those 35 to 54, compared with 4% of those 55 or older).

Tailgating is elevated among 16 to 34 year old drivers (11%), compared with those 55 years of age or older (5%).

Risky Driving Behaviours

Driving through a *red light when one could have stopped safely* and *failing to yield to a pedestrian with the right of way* are relatively infrequent, with 4 percent and 3 percent doing each at least sometimes in the past 30 days, respectively. (Tables C6d and k)



Q.C6d, k: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you... (n=890)

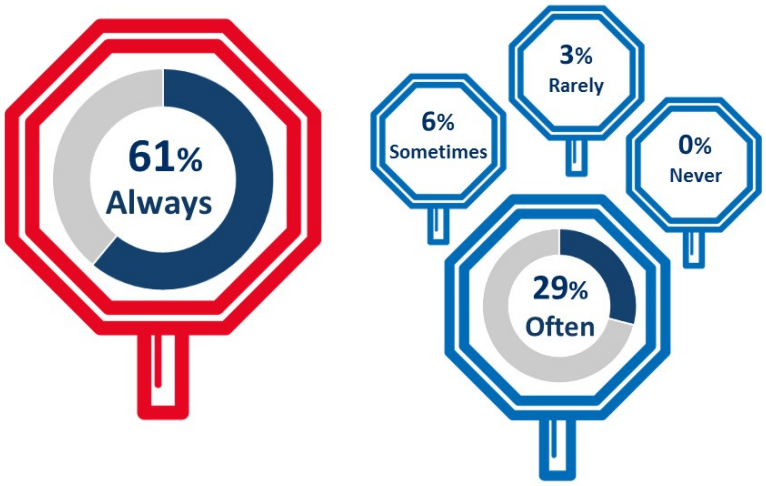
Results are consistent across age and gender.

Stop Signs

Six in ten drivers report they always come to a complete stop at stop signs. Conversely, one in ten report they sometimes or rarely come to a complete stop. The primary reason, by far, for not coming to a complete stop is **no other traffic was around**. (Tables C7 and C8)

Come to a Complete Stop at Stop Signs

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

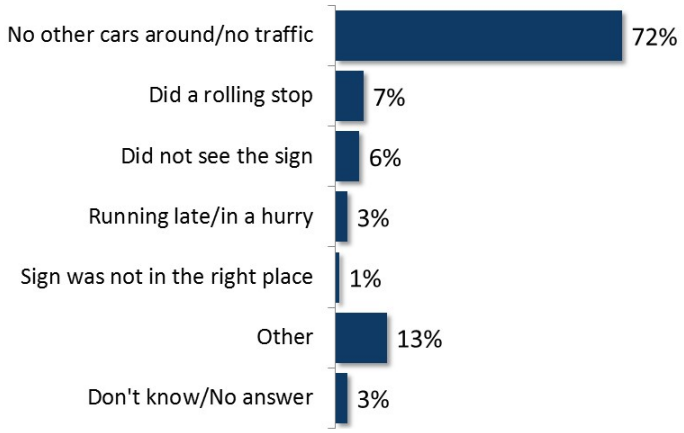


Q.C7: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** As a driver, how often do you come to a complete stop at Stop signs? Is it... (n=890)

Men (56%) are less likely than women (67%) to report they always come to a complete stop at stop signs. Younger residents (54% of those 16 to 34 and 59% of those 35 to 54) are less likely to always come to a complete stop, as compared to those 55 or older (72%).

Reasons for Not Coming to Complete Stop

Total Unaided Mentions Among Those Who Said Often, Sometimes, Rarely or Never in Q.C7



Q.C8: **[IF 'OFTEN', 'SOMETIMES', 'RARELY', OR 'NEVER' IN Q.C7]** What is the main reason you did not come to a complete stop in at a Stop sign? Any other reasons? (n=314)

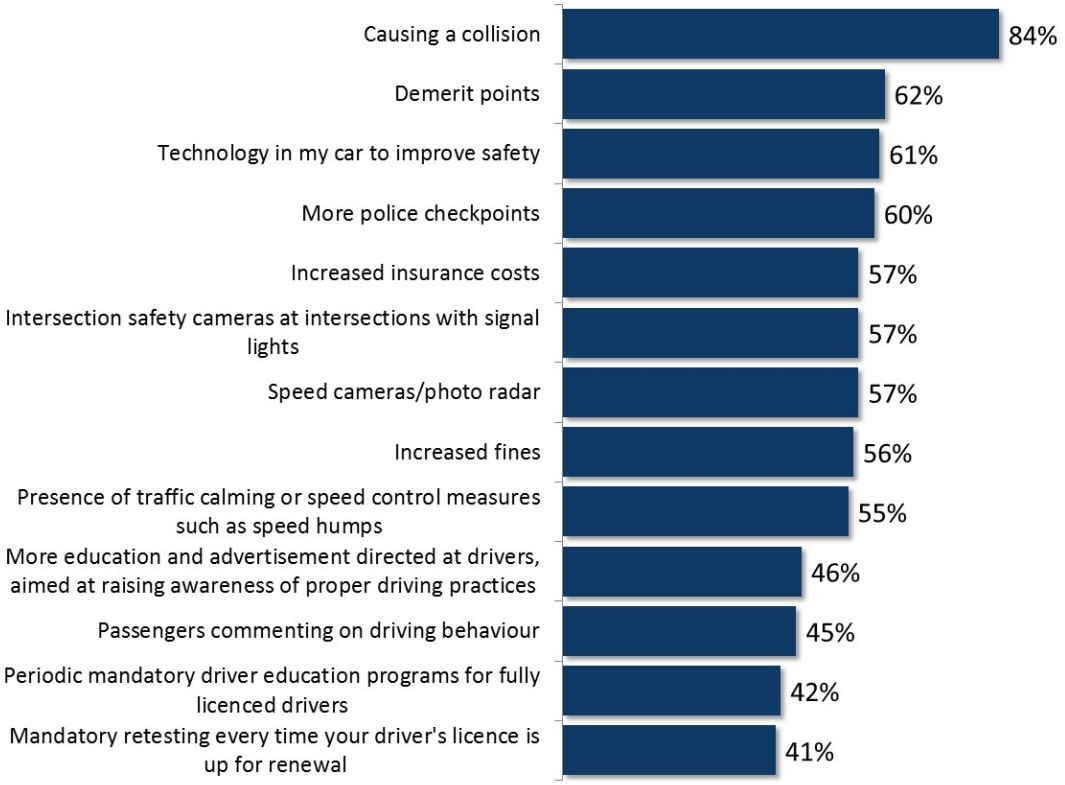
Changing Behaviour

Changing Behaviour

Drivers were asked to indicate the effectiveness of various influences on their driving behaviour. **Causing a collision** ranks as most effective, with more than eight in ten indicating it is effective in influencing behaviour. A number of other influences are rated as effective by smaller majorities. Viewed as less effective include the following: more education and advertisements, passengers commenting on behaviour, periodic mandatory driver education, and mandatory retesting. (Tables C10a-m)

Influences on Driving Behaviour

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle
% Offering Ratings of Effective (4-5 on 5 pt. Scale)



Q.C10a-m: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** How effective, if at all, would each of the following be in terms of influencing your driving behavior? Please use a five point scale in responding, in which 1 means 'not at all effective' and 5 means 'very effective'? (n=890)

Changing Behaviour (cont'd)

Women are more likely than men to rate each of the following as effective:

- *Causing a collision (89% versus 79%)*
- *Increased fines (60% versus 53%)*
- *Increased insurance costs (61% versus 53%)*
- *Speed camera/photo radar (65% versus 50%)*
- *Intersection safety cameras (61% versus 54%)*
- *Presence of traffic calming/speed control measures (61% versus 50%)*
- *More education or advertisements (49% versus 42%)*

Age-wise, there are three measures deemed more effective by those 55 years of age or older than those 16 to 34 and those 35 to 54:

- *Increased insurance costs (65% versus 53% and 53%)*
- *Technology to improve safety (70% versus 56% and 59%)*
- *More education and advertisements (55% versus 44% and 39%)*

Those 55 or older deem speed cameras as more effective (65%), but only markedly so in relation to 35 to 54 year-olds (53%). Likewise, the oldest age segment (63%) deems traffic calming measures as more effective, but only notably so in relation to those 16 to 34 year-olds (50%).

Conversely, passengers commenting on driving is deemed more effective by those 16 to 34 (54%), compared with those 35 to 54 (40%) and those 55 years of age or older (40%).

Periodic mandatory education is deemed more effective by 35 to 54 year-olds (48%) but only notably so in comparison to 16 to 34 year-olds (38%).

At the same time, mandatory retesting is deemed more effective by 35 to 54 year-olds (45%) in comparison to those older (34%).

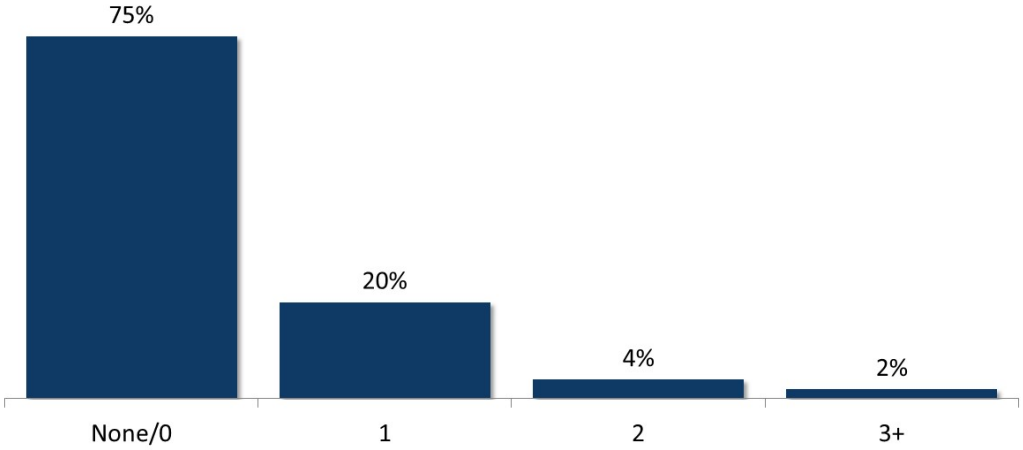
Violations

Violations

In the past two years, one in four drivers have been stopped and ticketed at least once by police for traffic violations. (Table E1)

Times Stopped and Ticketed by Police for Traffic Violation in Past Two Years

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.E1: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past two years, how many times have you been stopped and ticketed by the police for a traffic violation? This excludes parking tickets and tickets received by an automated enforcement device. (n=890)

Men (30%) are more likely than women (19%) to have at least one such ticket.

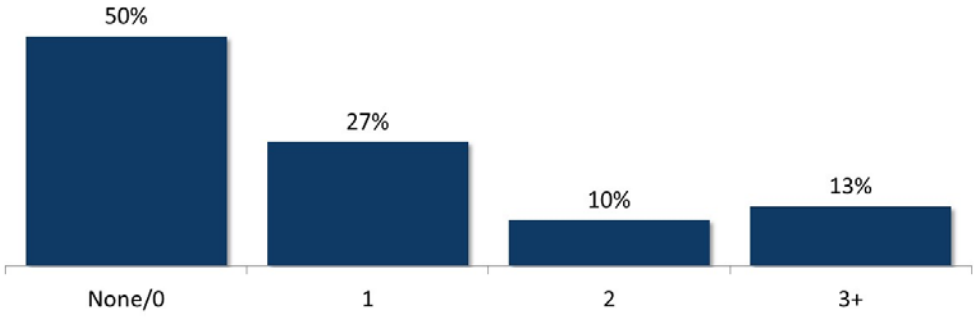
Younger residents (35% of 16 to 34 year-olds and 26% of 35 to 54 year-olds) are more likely than those older (12%) to have at least one ticket.

Violations

In the past two years, one in two drivers have received at least one automated enforcement violation ticket. (Table E2)

Amount of Automated Enforcement Violation Tickets Received in Past Two Years

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



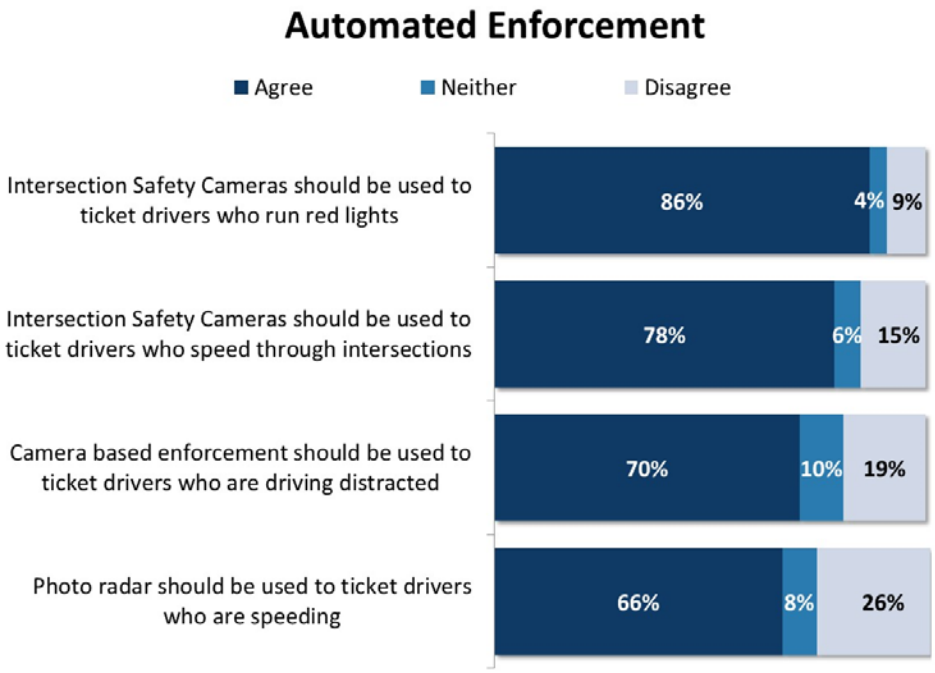
Q.E2: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past two years, how many automated enforcement violation tickets have you received? This includes photo radar and intersection safety cameras, both speed and red light running. (n=890)

The incidence of receiving such tickets is lower among those 55 years of age or older (42%) in comparison to those 35 to 54 years of age (56%).

Enforcement

Automated Enforcement

Residents were asked to indicate their level of agreement with various statements about automated enforcement initiatives. There is widespread agreement that *intersection safety cameras should be used to ticket drivers who run red lights*, and to *ticket drivers who speed through intersections*. There is also moderately strong agreement that *camera based enforcement should be used to ticket drivers who are driving distracted*, and that *photo radar should be used to ticket drivers who are speeding*. (Tables J1 a to d)



Q.J1a-d: Please indicate how much you agree or disagree with the following statements. Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that... (n=1000)

Automated Enforcement (cont'd)

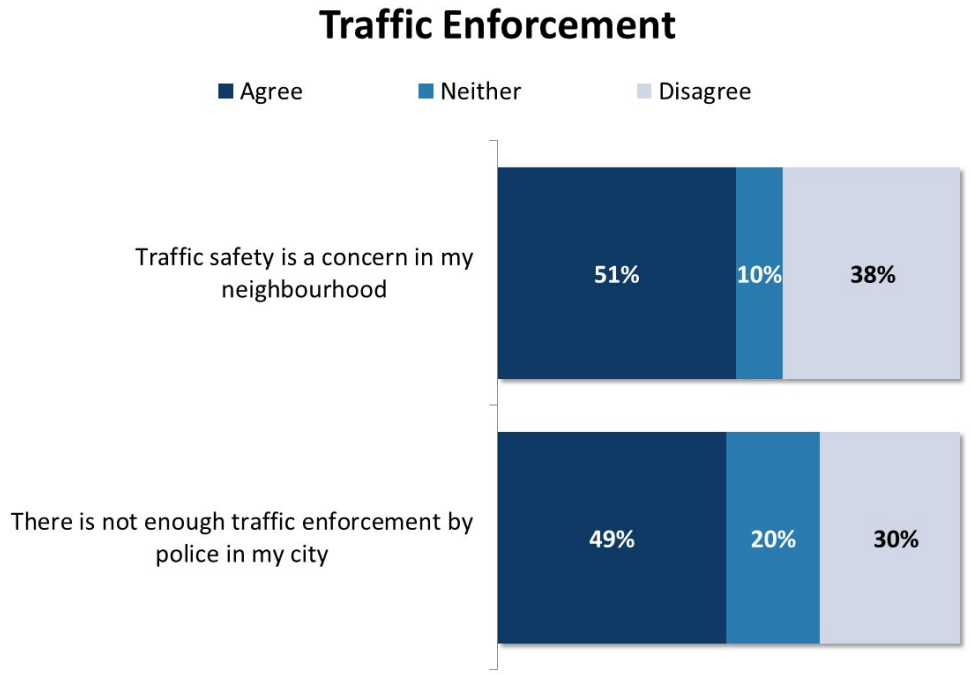
Women are more likely to agree than men on two statements: photo radar should be used to ticket drivers who are speeding (72% versus 61%), and camera based enforcement should be used to ticket drivers who are driving distracted (74% versus 66%).

Agreement is elevated among those 55 years of age or older for all statements:

- *Photo radar should be used to ticket drivers who are speeding (75%, compared with 63% of 16 to 34 year-olds, and 62% of 35 to 54 year-olds)*
- *Intersection safety cameras should be used to ticket drivers who run red lights (91%, compared with 82% of 35 to 54 year-olds)*
- *Intersection safety cameras should be used to ticket drivers who speed through intersections (85%, compared with 73% of 16 to 34 year-olds, and 77% of 35 to 54 year-olds)*
- *Camera based enforcement should be used to ticket drivers who are driving distracted (78%, compared with 65% of 16 to 34 year-olds, and 68% of 35 to 54 year-olds)*

Traffic Enforcement

One-half of residents agree that *traffic safety is a concern in their neighbourhood*, while the same proportion agrees there is *not enough traffic enforcement by police in their city*. (Tables J1 e to f)



Q.J1e-f: Please indicate how much you agree or disagree with the following statements. Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that… (n=1000)

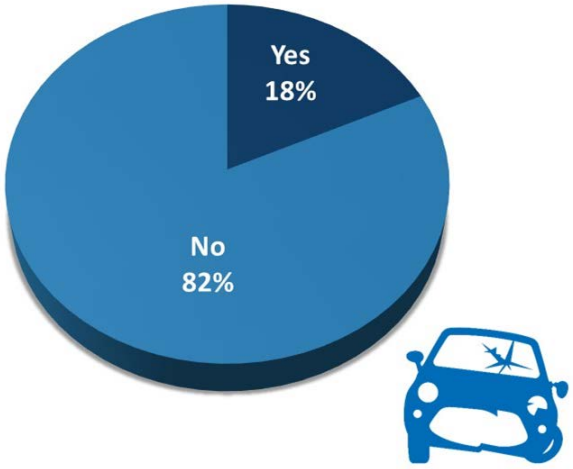
Younger residents aged 16 to 34 are less likely to agree with both statements. Specifically, 44% of 16 to 34 year-olds agree that traffic safety is a concern in their neighbourhood, compared with 57% of 35 to 54 year-olds and 54% of those 55 years of age or older. As well, 41% of 16 to 34 year-olds agree that there is not enough traffic enforcement by police, compared with 51% of 45 to 54 year-olds and 57% of those 55 years of age or older.

Collisions

Collisions

Two in ten residents indicated they have been involved in a collision in the past two years. Of these, the vast majority reported they were a driver in their most recent collision. (Tables F1 and F2)

Involved in Collision in Past Two Years

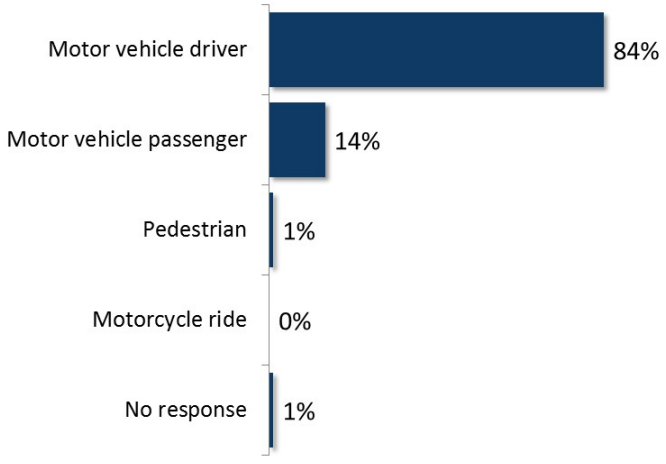


Q.F1: In the past 2 years, have you been involved in a collision, whether at fault or not? (n=1000)

Those 16 to 34 years of age (24%) are more likely than those 35 to 54 (15%) and those 55 years of age or older (13%), to report they have been involved in a collision in the past two years.

During Most Recent Collision Were You a…

Among Those Involved in a Collision in Past Two Years



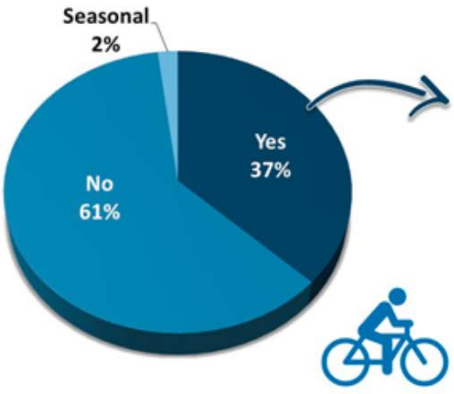
Q.F2: **[IF 'YES' IN Q.F1]** Thinking about the most recent collision you were in, was it as a… (n=174)

Cyclist Behaviour

Cyclist Behaviour

Approximately four in ten residents indicate they ride a bike. The frequency of riding a bike varies, although close to one-half ride at least weekly. (Tables G1 and G2)

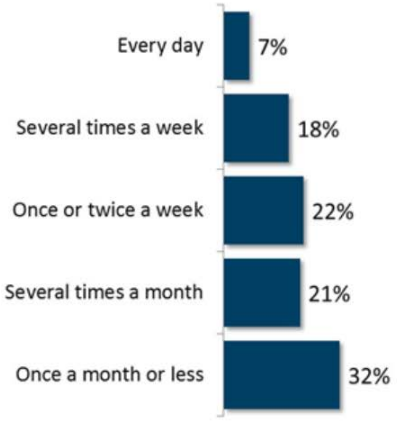
Ride a Bike



Q.G1: Do you ride a bike? (n=1000)

Frequency of Riding a Bike

Among Those Who Ride a Bike



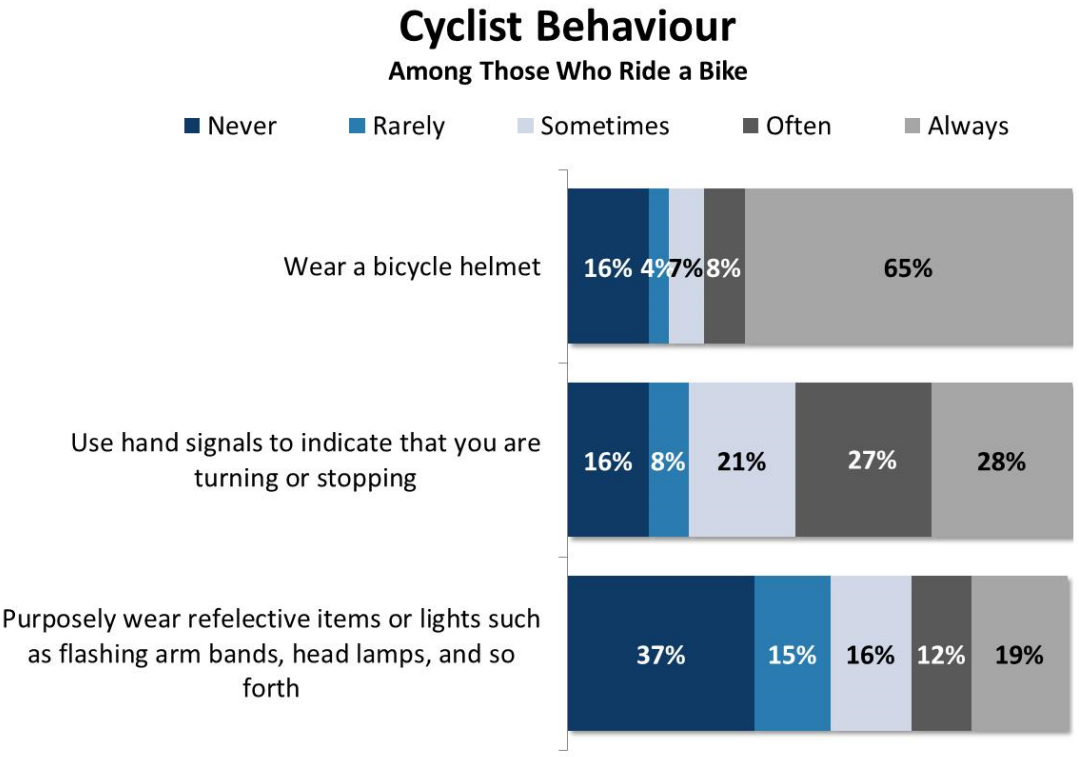
Q.G2: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** How often do you ride your bike? Is it... (n=355)

Males (42%) are more likely than females (32%) to ride a bike.

Those 16 to 34 (44%) and those 35 to 54 (38%) are more likely than those 55 years of age or older (27%) to ride a bike.

Cyclist Behaviour

Approximately seven in ten cyclists always or often wear a *bicycle helmet*, while just over one-half of cyclists always or often *use hand signals to indicate they are turning or stopping*. Only three in ten often or always *wear reflective items or lights*. (Tables G3c-d, i)



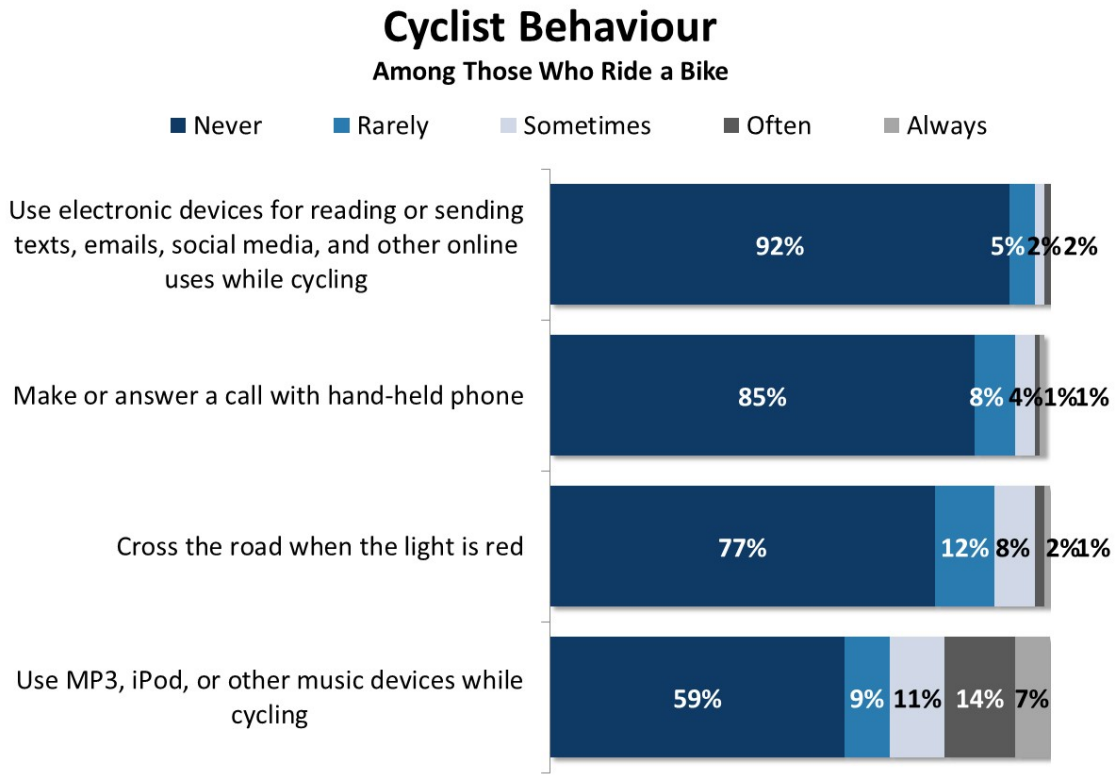
Q.G3c-d, i: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** As a cyclist, how often do you... (n=355)

Women (80%) are more likely than men (68%) to often or always wear a helmet.

Use of hand signals increases with age, with those 55 years of age or older (66%) more likely than those 16 to 34 years of age (46%) to often or always use hand signals.

Cyclist Behaviour

Use of electronic devices and *making or answering calls* is relatively infrequent, with three percent and six percent doing so sometimes, often, or always. One in ten cyclists *cross the road when the light is red*, at least sometimes. *Using music devices* is more common with one-third of cyclists doing so at least sometimes. (Tables G3a, f-h)



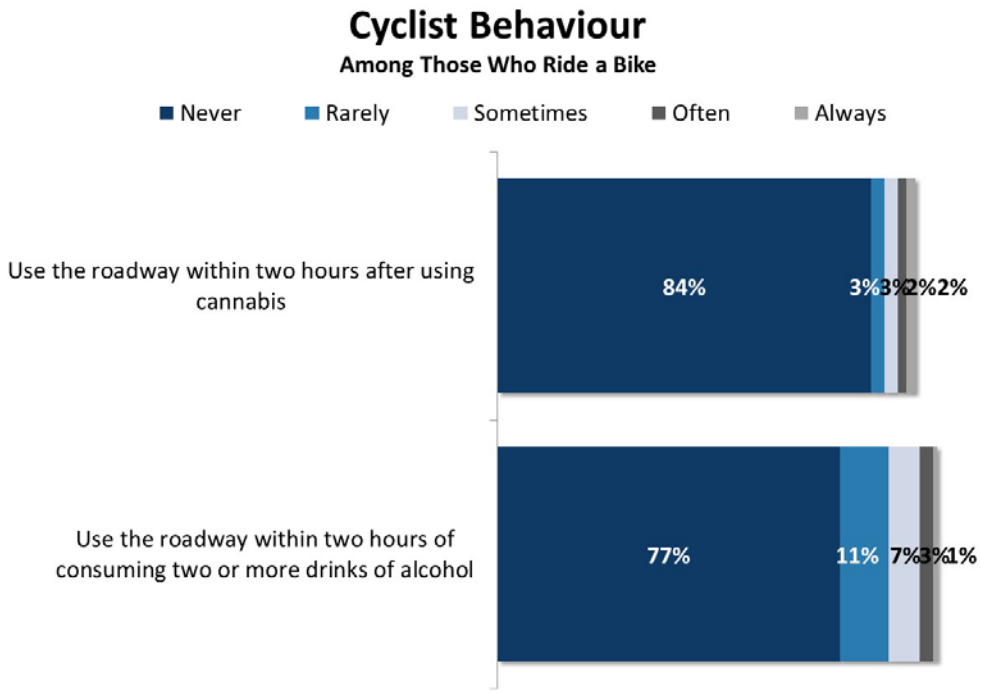
Q.G3a, f-h: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** As a cyclist, how often do you… (n=355)

Men (8%) are more likely than women (3%) to at least sometimes use a handheld cell phone, while those 16 to 34 years of age (11%) are more likely to do so than older residents (3% of those 35 to 54, and 2% of those 55 years of age or older).

Use of music devices is more prevalent among those 16 to 34 years of age (52%) than older residents (22% of those 35 to 54, and 8% of those 55 years of age or older).

Cyclist Behaviour

In terms of alcohol and cannabis consumption prior to cycling, seven percent of cyclists at least sometimes use the roadway *within two hours of consuming cannabis*, while 11 percent of cyclists do so *within two hours of consuming alcohol*. (Tables G3j and k)

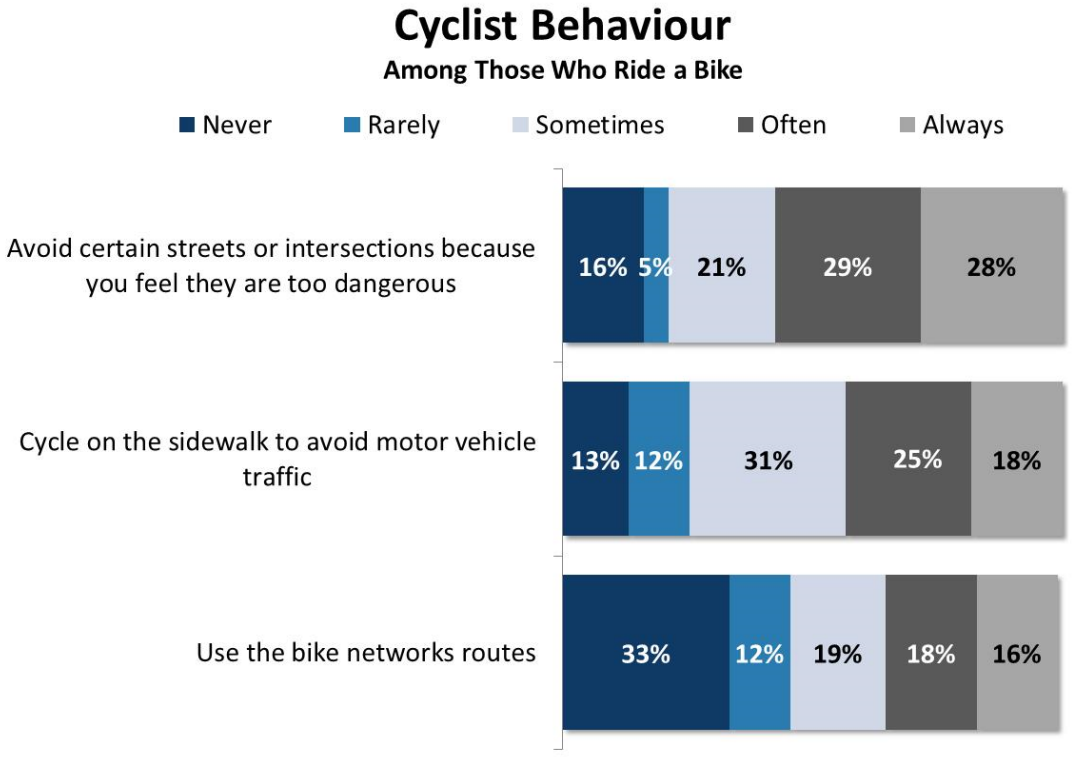


Q.G3j-k: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** As a cyclist, how often do you... (n=355)

Men (14%) are more likely than women (7%) to at least sometimes cycle within two hours of consuming two or more drinks of alcohol, while residents 16 to 34 years of age (16%) are more likely to do so than those 55 years of age or older (5%).

Cyclist Behaviour

Close to eight in ten cyclists <u>at least sometimes</u> *avoid certain streets or intersections because they feel they are too dangerous*, while three-quarters *cycle on the sidewalk to avoid motor vehicle traffic*. Over one-half of cyclists *use the bike networks* at least sometimes. (Tables G3b, e, l)



Q.G3b, e, l: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** As a cyclist, how often do you… (n=355)

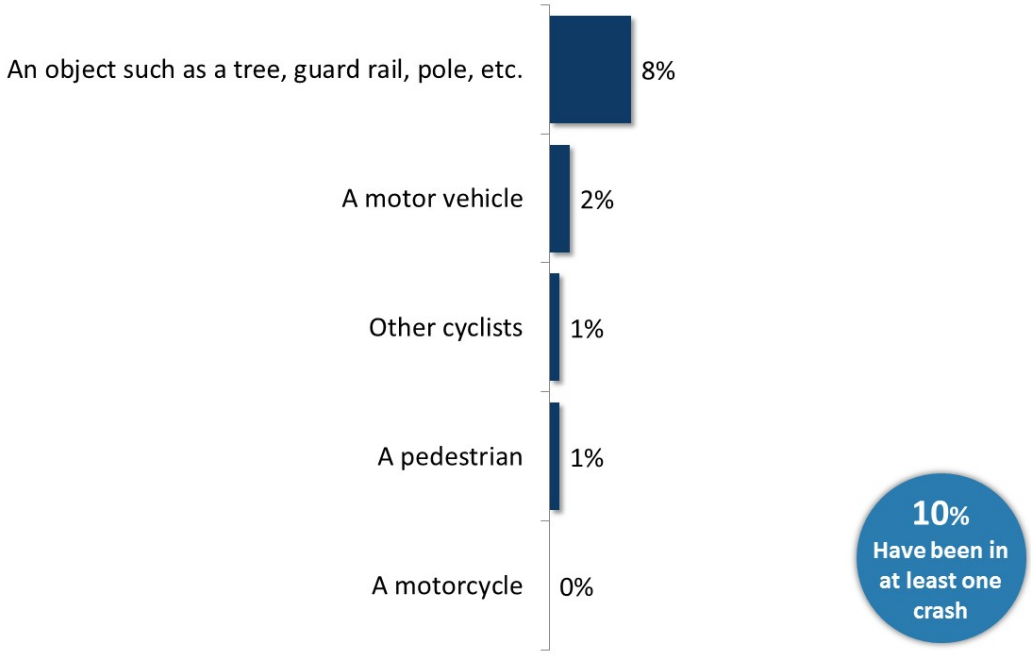
Women (90%) are more likely than men (69%) to avoid certain streets or intersections.

Cyclist Behaviour

One in ten cyclists have been involved in a crash while riding a bike in the past year. In most instances, this crash was with an object. (Tables G4a-e)

Involved in Crash with While Riding Bike in Past Year

Among Those Who Ride a Bike

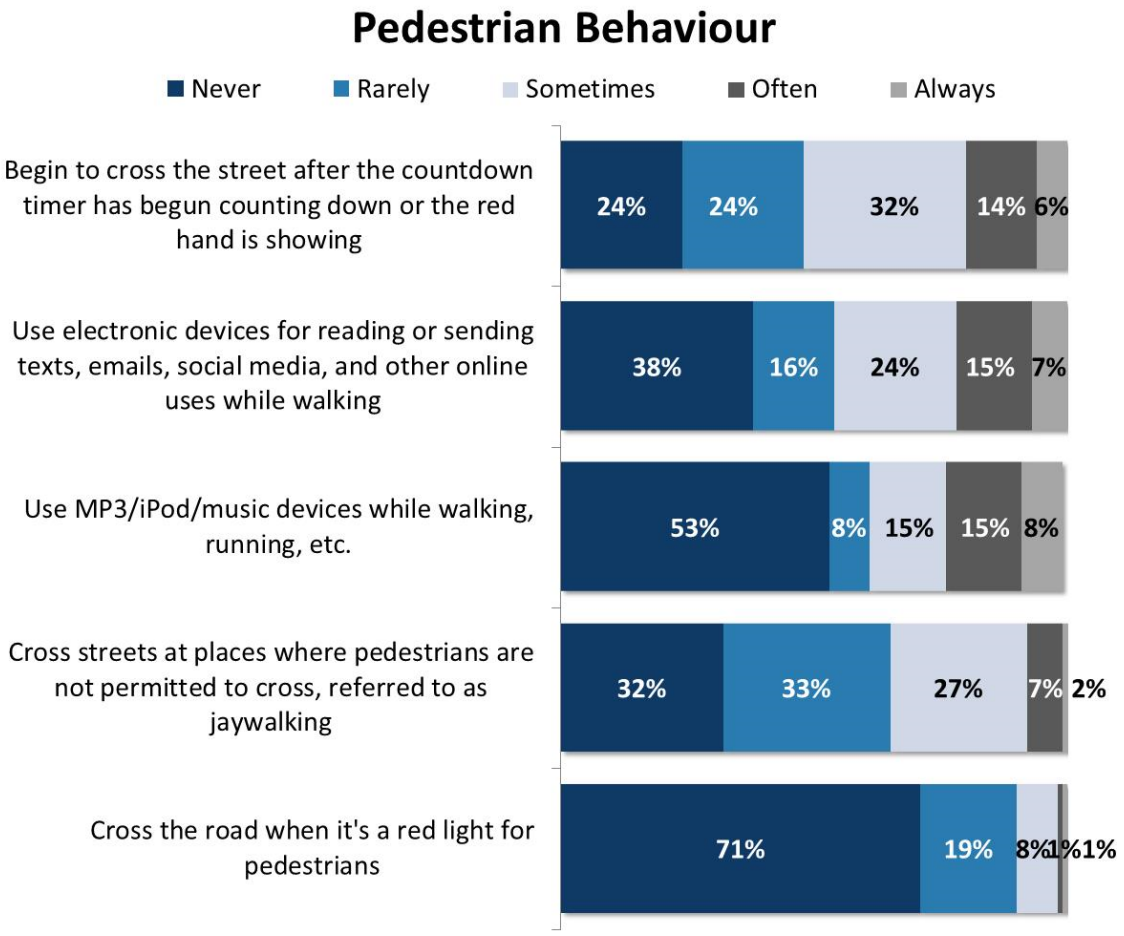


Q.G4a-e: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** In the past year, have you been in a crash with the following, while you were riding your bike? (n=355)

Pedestrian Behaviour

Pedestrian Behaviour

In terms of various 'risky' pedestrian behaviours, some are clearly more prevalent than others. One-half of pedestrians <u>at least sometimes</u> *begin crossing the street after the countdown timer has begun counting down or the red hand is showing*, just under one-half *use electronic devices for messaging/texting while walking*, and just under four in ten *use music devices* or *jaywalk*. Three in ten sometimes *cross the road on a red light for pedestrians*. (Tables H1a-c, g-h)



Q.H1a-c, g-h: Please answer these questions using a scale from 1 to 5 where 1 is Never, 2 is Rarely, 3 is Sometimes, 4 is Often, 5 is Always. As a pedestrian, how often do you… (n=1000)

Pedestrian Behaviour

Men are more likely than women to at least sometimes do the following:

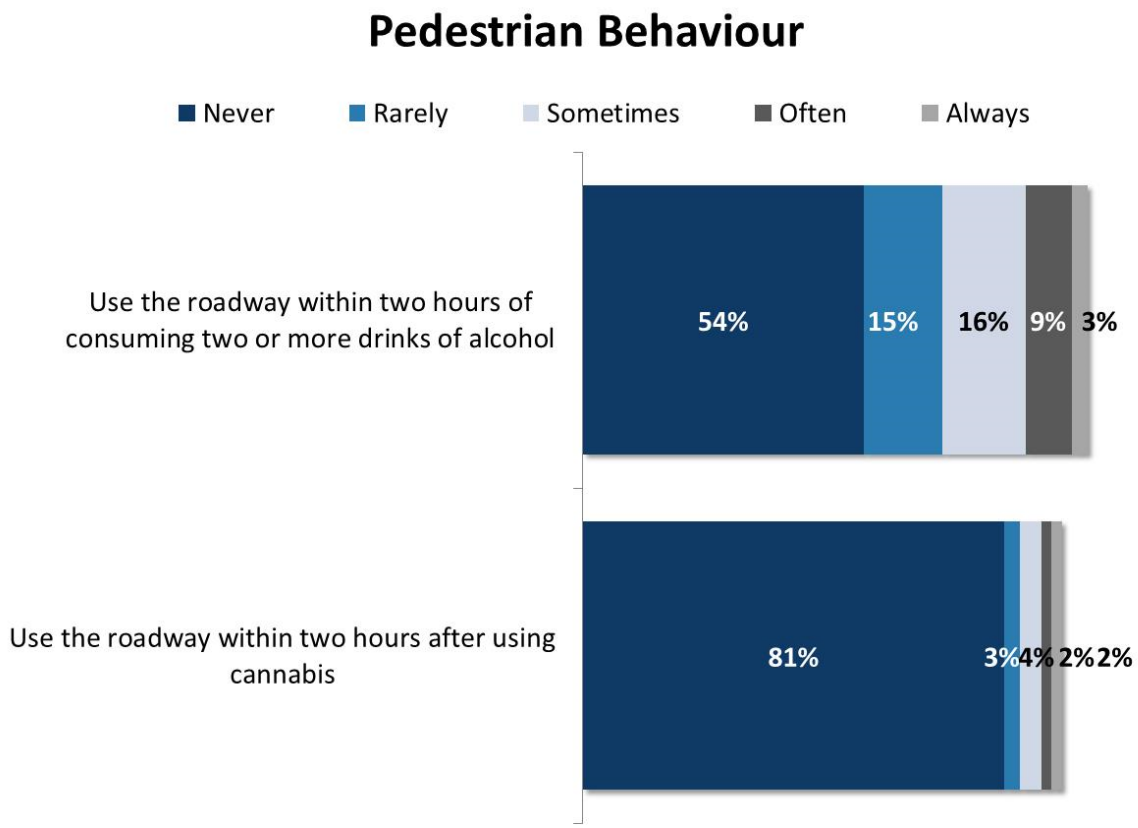
- *Cross at a red light (14% versus 7%)*
- *Begin to cross the street after the countdown timer has begun (56% versus 48%)*
- *Jaywalk (41% versus 29%)*

In terms of age residents 16 to 34 are most inclined to cross at a red light (15%) than older adults (9% of 35 to 54 year-olds, and 7% of those 55 or older). As well, the likelihood of several behaviours is higher the younger the resident:

- *Begin to cross the street after the countdown timer has begun (72%, versus 51% of 35 to 54 year-olds, versus 30% of those 55 or older)*
- *Jaywalk (45%, versus 35% of 35 to 54 year-olds, versus 22% of those 55 or older)*
- *Use music devices (62%, versus 36% of 35 to 54 year-olds, versus 11% of those 55 or older)*
- *Use electronic devices for messaging/online uses (72%, versus 47% of 35 to 54 year-olds, versus 14% of those 55 or older)*

Pedestrian Behaviour

In terms of alcohol or cannabis use, three in ten pedestrians report they sometimes use the roadway within two hours of consuming two or more drinks of alcohol, while fewer than one in ten report doing so within two hours of using cannabis.(Tables H1i-j)



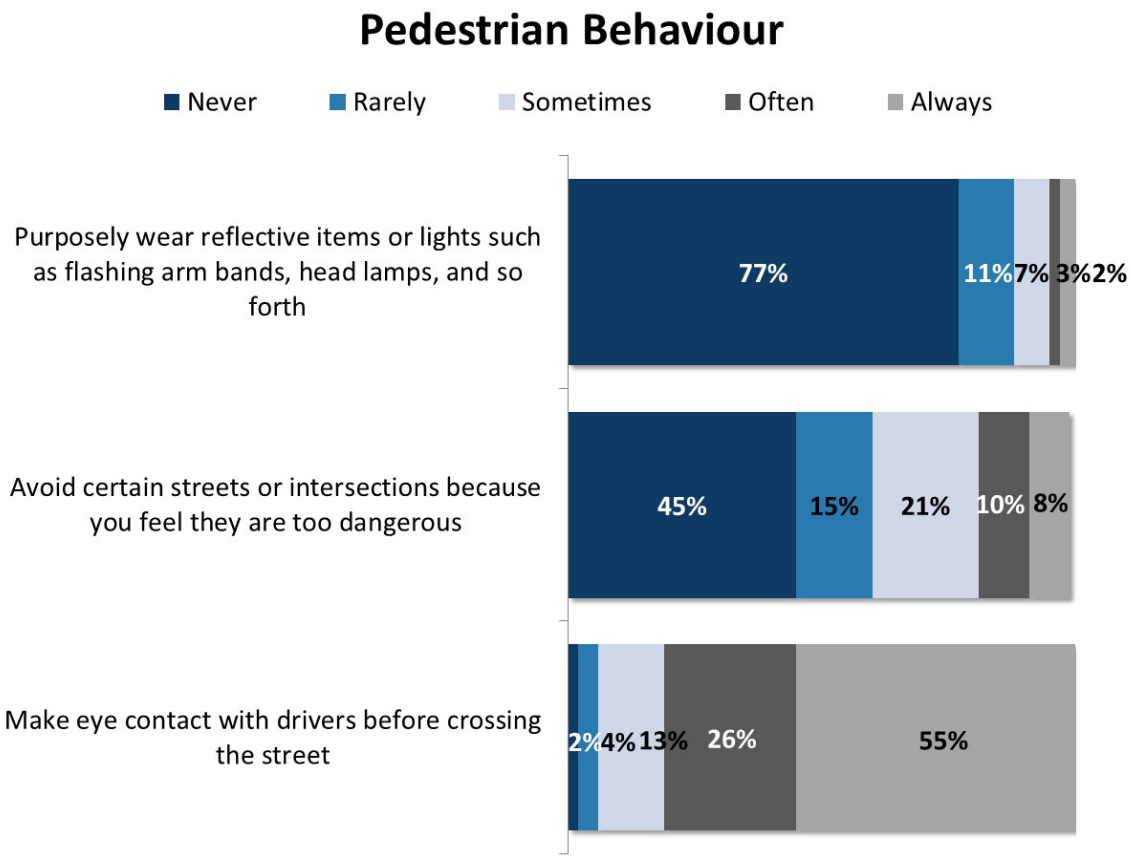
Q.H1i-j: Please answer these questions using a scale from 1 to 5 where 1 is Never, 2 is Rarely, 3 is Sometimes, 4 is Often, 5 is Always. As a pedestrian, how often do you… (n=1000)

Men (31%) are more likely than women (25%) to use the roadway as a pedestrian within two hours of consuming two or more drinks of alcohol. As well, likelihood of doing so decreases with age (44% of 16 to 34 year-olds, 27% of 35 to 54 year-olds, and 11% of those 55 or older).

Those 16 to 34 years of age (13%) are more likely than those older (7% of 35 to 54 year-olds, and 3% of those 55 years or older) to use the roadway within two hours of using cannabis.

Pedestrian Behaviour

In terms of other pedestrian behaviours, there is a lack of consistency. Approximately eight in ten pedestrians never *wear reflective items or lights*, while one in ten do so at least sometimes. Four in ten at least sometimes *avoid certain streets or intersections because they feel they are too dangerous*. Slightly more than one-half always *makes eye contact with drivers before crossing the street*, although almost all do so at least sometimes. (Tables GH1d-f)



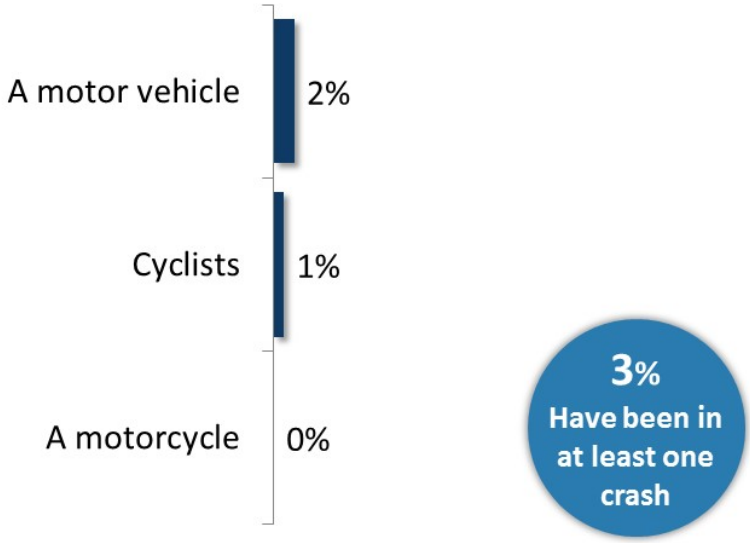
Q.H1d-f: Please answer these questions using a scale from 1 to 5 where 1 is Never, 2 is Rarely, 3 is Sometimes, 4 is Often, 5 is Always. As a pedestrian, how often do you… (n=1000)

Women (48%) are more inclined than men (30%) to at least sometimes avoid certain streets or intersections because they feel they are too dangerous.

The consistency of always making eye contact with drivers before crossing increases with age (45% of 16 to 34 year-olds, 55% of 35 to 54 year-olds, and 66% of those 55 years of age or older do so).

Only a small number of pedestrians have been involved in a crash in the past year. Two percent were involved in a crash with a motor vehicle and one percent with a cyclist. (Tables H2a-c)

Involved in Crash While a Pedestrian in Past Year



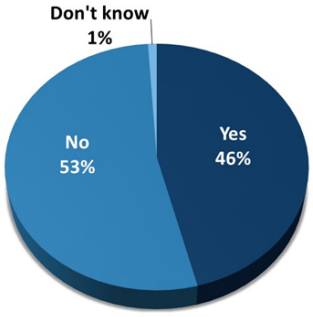
Q.H2a-c: In the past year, have you been in a crash with the following, while you were a pedestrian? (n=1000)

Vision Zero

Vision Zero

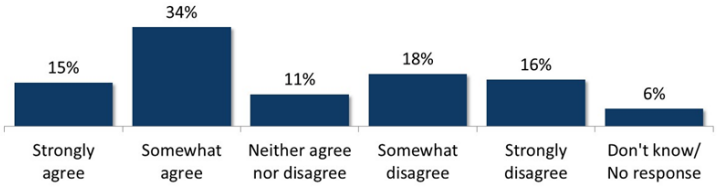
Just under one-half of residents are aware of the City of Edmonton's Vision Zero initiative. Similarly, about one-half of residents agree that Vision Zero is an achievable goal, while one-third disagree. (Tables J2 and J3)

Aware of Vision Zero



Q.J2: In 2015, the City of Edmonton officially adopted Vision Zero which has the goal to eliminate fatalities and serious injuries on our roads. Before today, were you aware of the City of Edmonton's Vision Zero initiative? (n=1000)

Vision Zero Is an Achievable Goal?



Q.J3: Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that Vision Zero is an achievable goal? (n=1000)

Awareness is lower among women (39%) than men (54%).

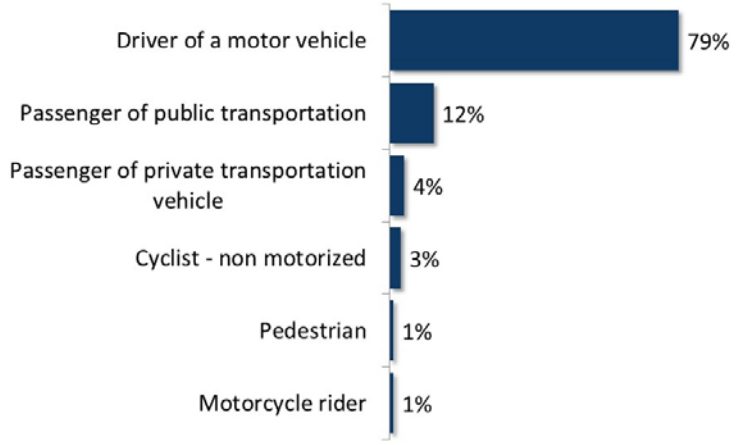
Disagreement that Vision Zero is achievable is higher among men (40%) than women (28%).

Respondent Profile

Respondent Profile

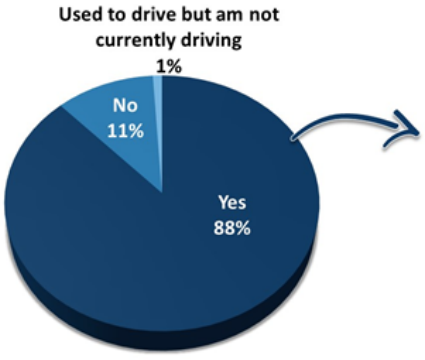
Eight in ten residents drive a motor vehicle as their primary mode of transportation. Altogether, close to nine in ten drive a motor vehicle or ride a motorcycle, with a variety of vehicle types utilized. (Tables A1, A2 and A3)

Primary Mode of Transportation in Past 30 Days



Q.A1: In the past 30 days, what was your primary mode of transportation for getting around. Are you a... (n=1000)

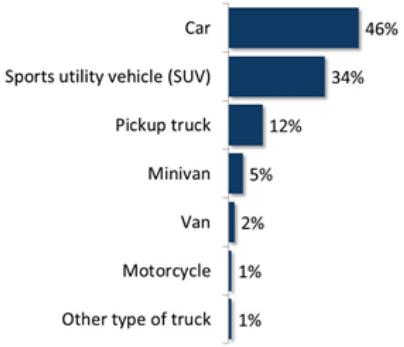
Drive a Motor Vehicle or Ride a Motorcycle



Q.A2: Do you currently drive a motor vehicle or ride a motorcycle? (n=1000)

Types of Motor Vehicle Currently Drive

Total Aided Mentions Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



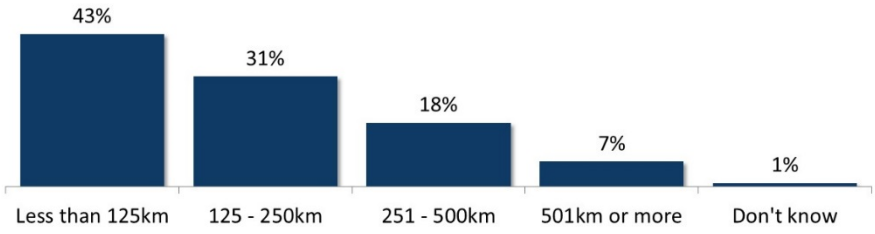
Q.A3: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Thinking about the driving you do, excluding driving that might be related to your occupation, what kind of motor vehicle do you drive most often? (n=890)

Respondent Profile

The range of kilometres driven per week is somewhat mixed, although three-quarters are driving 250 kms or less per week. (Table A4)

Average Kilometres Driven in a Week

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

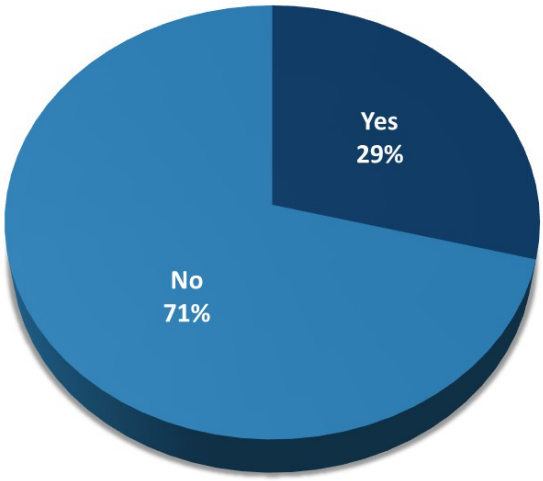


Q.A4: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** On average, about how many kilometres do you drive a motor vehicle or ride a motorcycle each week? Is it... (n=890)

Three in ten drivers regularly commute from the city where they reside to another city for school, work or leisure. (Table A5)

Regularly Commute from City of Residence to Another City for School, Work, or Leisure

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.A5: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Do you regularly commute from your city of residence to another city for school, work or leisure? (n=890)

Respondent Profile

The following summarizes the demographic profile of survey respondents. Please note the respondent profile displays the statistically weighted results. (Tables I1, I2, I3, K1, K2, K3, K4, and K5)

	(n=1000)
Gender	
Male	50%
Female	50%
Age	
16-24	14%
25-34	22%
35-44	17%
45-54	17%
55-64	15%
65-74	11%
75 or older	4%
Region	
Edmonton – NW	29%
Edmonton – NE	18%
Edmonton – SW	18%
Edmonton – SE	18%
St. Albert	6%
Sherwood Park	6%
Spruce Grove	3%
Leduc	3%

	(n=1000)
Employment Status	
Employed full-time	57%
Retired	19%
Employed part-time	8%
Unemployed	4%
Student employed part-time or full-time	3%
Homemaker	2%
On disability	2%
Semi-retired	1%
Student not employed	1%
Maternity leave	1%
Not in labour force and not looking for work	1%
Other	1%
Household Income in 2017	
Up to $60,000	19%
$60,001 - $100,000	28%
More than $100,000	53%

	(n=1000)
Children or Youth Under 18 in Household	
0	70%
1	12%
2	12%
3+	6%
Current Marital Status	
Married	51%
Never married (single)	28%
Common-law relationship/Live-in partner	9%
Divorced	6%
Widowed	4%
Separated	2%
No response/Refused	1%
Highest Level of Education Completed	
Some high school	3%
Completed high school	14%
Some community college/technical college/CEGEP	5%
Completed community college/technical college/CEGEP	26%
Some university	7%
Completed university	32%
Post-graduate degree	12%

Appendix A:
Comparison of 2018 Telephone and General Population Online Results

General Population Online Survey

Detailed within Appendix A are the results of the 2018 General Population online survey. Wherever possible, results are compared to that of the 2018 General Population Telephone survey for which the entire report is based.

The online survey captured responses from residents of Edmonton and the surrounding areas of Spruce Grove, Leduc, St. Albert, and Sherwood Park. In total, responses were collected from 1,006 residents.

Given that respondents for this online survey are part of an online general population panel, that is, a 'sample of convenience', the findings of this online research cannot be ascribed a margin of error. In addition, results cannot be extrapolated as representative of the entire Edmonton and area population.

Statistical significance testing is not possible because of the aforementioned limitations of online research. Any differences noted are purely observational.

As well, given that the online survey had all responses posed on screen, in some cases, responses of "Don't know" or "Not applicable" are higher among online respondents than telephone respondents. This difference is likely attributed to the response categories not being read to respondents during the telephone survey and thus the respondent not being aware of these possible response categories.

Acceptability of Behaviours

In comparing the telephone and online results, the proportion rating each behaviour as acceptable is similar for most behaviours. There are two exceptions for which there is a modestly higher level of perceived acceptability in the online versus the telephone: use of electronic devices while stopped in traffic, and driving above the speed limit on residential roads. (Tables B1 a to m)

Summary of Acceptability of Driver Behaviours

% Completely/Somewhat Acceptable

	Telephone (n=1000)	Online Gen. Pop. Panel (n=1006)
Drive above the speed limit on freeways	29%	33%
Use electronic devices for reading or sending texts, emails, social media, and other online uses while stopped at a traffic light, a stop sign, or stopped in traffic	11%	17%
Drive within two hours of consuming two or more drinks of alcohol	7%	7%
Drive above the speed limit on residential roads	6%	11%
Drive within two hours of consuming cannabis	6%	6%
Weave in and out of traffic	5%	8%
Talk on a hand-held cell phone while driving	4%	8%
Drive after taking prescription drugs OR over-the-counter drugs that warn against using them and driving or operating heavy machinery	4%	5%
Drive while sleepy	4%	5%
Fail to yield to a pedestrian who has the right of way	2%	3%
Drive through a light that just turned red, when they could have stopped safely	1%	4%
Tailgate or follow the vehicle in front of you too closely	1%	4%
Use electronic devices for reading or sending texts, emails, social media, and other online uses while driving	1%	3%

Q.B1_A-M: How acceptable do you, personally, feel it is for a driver to...

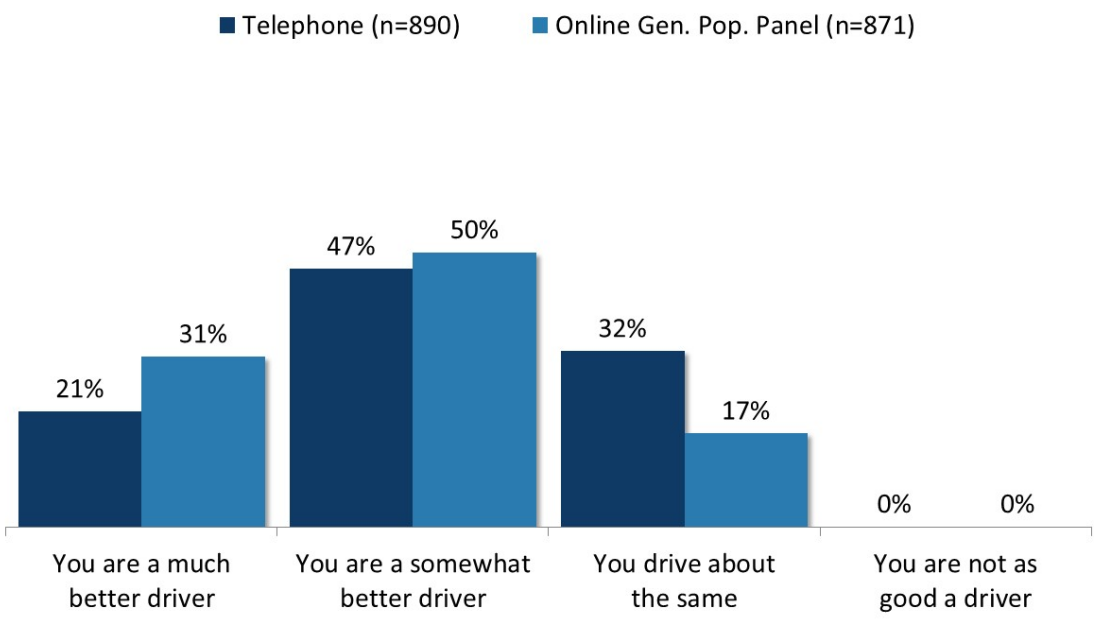
Perceptions

Self-Perceptions

Perceptions of being a better driver are elevated in the online survey compared with the telephone survey. (Table C1)

Driver Self-Perception vs. Other Local Drivers

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle



Q.C1: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Compared to most other drivers on the road where you drive, generally would you say…

Perceptions of Cannabis Impairment

Results are similar between the telephone and online surveys regarding cannabis impairment. (Tables B2a and b)

Summary of Behaviours

The proportion reporting they at least sometimes engage in a behaviour is similar across the two modalities for the vast majority of behaviours. A slightly higher proportion in the online than the telephone report driving while sleepy.

Reporting of never engaging in a behaviour in the past 30 days is higher for several behaviours in the telephone than the online including: used electronic devices when driving, failed to yield to a pedestrian that had the right of way, weaved in an out of traffic, tailgated, driven while sleepy, or driven over the speed limit on residential roads. (Tables C2, C3, C6a to g, k to m)

In the Past 30 Days, How Often Have You…

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

	Telephone (n=890)			Online Gen. Pop. Panel (n=871)		
	Never	***Rarely***	***Sometimes***	***Never***	***Rarely***	***Sometimes***
Driven within two hours of consuming cannabis	95%	2%	1%	91%	4%	3%
Driven after taking prescription drugs or over-the-counter drugs that warn against using them and driving or operating heavy machinery	88%	6%	2%	84%	10%	4%
Driven within two hours of consuming two or more drinks of alcohol	84%	11%	4%	79%	15%	5%
Used electronic devices for reading or sending texts, emails, social media, and other online uses while driving	80%	13%	5%	74%	18%	6%
Talked on a hand-held cell phone while driving	78%	15%	5%	76%	17%	6%
Failed to yield to a pedestrian who has the right of way	76%	21%	3%	68%	27%	3%
Driven through a light that just turned red, when you could have stopped safely	72%	24%	3%	69%	25%	4%
Weaved in and out of traffic	71%	20%	6%	63%	24%	10%
Tailgated or followed the vehicle in front of you too closely	69%	23%	7%	57%	31%	9%
Driven while sleepy	61%	28%	9%	51%	32%	13%
Used electronic devices for reading or sending texts, emails, social media, and other online uses while stopped at a traffic light, a stop sign, or stopped in traffic	49%	26%	19%	51%	26%	17%
Travelled above or over the posted speed limit on a residential street	35%	44%	17%	27%	48%	19%
Travelled above or over the posted speed limit on a freeway	13%	28%	35%	11%	30%	34%

Q.C2: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you found yourself travelling ABOVE or OVER the posted speed limit on a FREEWAY? Would you say: ...?
Q.C3: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you found yourself travelling ABOVE or OVER the posted speed limit on a RESIDENTIAL STREET? Would you say: ...?
Q.C6a-g, k-m: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 30 days, how often have you: ...?

Reasons for Speeding

Reasons for speeding are similar between the telephone and online surveys. (Table C4)

Incentives Not to Speed

A higher proportion of telephone than online respondents deemed **all** the incentives investigated as making them more likely to follow the speed limit. (Table C5)

Incentives to Follow Speed Limit

Total Aided Mentions Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

	Telephone (n=890)	Online Gen. Pop. Panel (n=871)
Presence of Digital Feedback Signs which is a device indicating your speed, that is, how fast you are driving	67%	47%
More police officers issuing speeding tickets	55%	37%
Causing a collision	52%	28%
Presence of Mobile Photo Radar or Photo Laser	51%	44%
Presence of traffic controlling measures such as speed bumps	51%	30%
Presence of an Intersection Safety Camera	47%	34%
Demerit points	47%	29%
Increased insurance costs	41%	24%
Increased fines	40%	29%
Passengers giving you a hard time	26%	8%
Other	8%	4%
None	2%	8%
Don't know	0%	5%

Q.C5: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Reflecting on a time when you might have travelled above the posted speed limit, which of the following would make you more likely to follow the speed limit?

Alcohol Consumption and Driving

While the percentage indicating they had driven within two or more drinks of alcohol in the past 12 months is similar between the telephone and online surveys, a higher proportion in the online selected 'not applicable.' This is likely a reflection of the fact that the 'not applicable' option was not read in the telephone survey, but was visible in the online survey. In essence, this means that responses of 'no' and 'not applicable' could be collapsed for comparison purposes. (Table D1)

Driven Within Two or More Hours of Having Two or More Drinks of Alcohol in the Past 12 Months

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

	Telephone (n=890)	Online Gen. Pop. Panel (n=871)
Yes	20%	17%
No	77%	60%
Not applicable, do not drink	3%	21%
Don't know	0%	2%

Q.D1: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 12 months, have you driven within two hours of having two or more drinks of alcohol?

Cannabis Consumption and Driving

The proportion indicating they have, at least sometimes, driven within two hours of consuming cannabis in the past 12 months is similar between both surveys. However, in the online, a higher percentage selected 'not applicable' whereas in the telephone, more respondents indicated 'never.' Again, this is likely a reflection that the 'not applicable' was not read in the telephone survey, but visible as an option in the online survey.(Table D3)

Driven Within Two Hours of Consuming Cannabis

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

	Telephone (n=890)	Online Gen. Pop. Panel (n=871)
Never	89%	19%
Rarely	2%	3%
Sometimes	3%	3%
Often	1%	2%
Always	1%	1%
Don't know	0%	1%
Not applicable, do not use cannabis	4%	73%

Q.D3: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 12 months, how often have you driven within two hours of consuming cannabis? Is it: …?

Cannabis Impairment

Awareness of Penalties

Awareness of penalties is similar across the two survey modalities. (Table D5)

Changing Behaviour with Penalties

Telephone survey respondents are more likely than those online to change their behaviour by the knowledge that drivers who are impaired by cannabis could receive the same penalties as someone who is impaired by alcohol (40% versus 25%). (Table D6)

Consumption Once Legal

The percentage indicating they would be likely to drive within two hours of consuming cannabis once it becomes legal is similar between both surveys. However, in the online survey, 'not applicable' was selected more often (64% versus 8% in the telephone), whereas in the telephone survey, 'never' was selected more often (80% versus 22%). Again, this reflects the fact that the 'not applicable' category is not read during the telephone interview, but is visible in the online survey. (Table D7)

Stop Signs

Both stop sign behaviour and the reasons for not coming to a complete stop are similar between the two modalities . (Tables C7 and C8)

Incentives Not to Drive Distracted

A higher proportion of telephone than online respondents deemed **all** the incentives investigated as making them more likely to stop driving distracted. (Table C9)

Reasons More Likely to Stop Distracted Driving

Total Aided Mentions Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

	Telephone (n=890)	Online Gen. Pop. Panel (n=871)
Causing a collision	56%	34%
More police officers issuing tickets for distracted driving	49%	31%
Passengers uncomfortable with your distracted driving	48%	22%
Overall increased chances of getting caught	46%	28%
Demerit points	43%	25%
Increased fines	41%	24%
Increased insurance costs	40%	23%
Camera-based enforcement	39%	22%
Not applicable, I am never distracted while driving	26%	25%
Other	8%	3%
None	1%	6%
Don't know	1%	9%

Q.C9: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** Thinking about a time when you might have been distracted while driving, which of the following would make you more likely to stop driving distracted?

Several variables were deemed more effective by telephone than online respondents including: causing a collision, demerit points, more police checkpoints, more education and advertisement, periodic mandatory driver education, and mandatory retesting at time of license renewal. (Tables C10 a to m)

Influences on Driving Behaviour

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle
% Offering Ratings of Effective (4-5 on 5 pt. Scale)

	Telephone (n=890)	Online Gen. Pop. Panel (n=871)
Causing a collision	84%	73%
Demerit points	62%	56%
Technology in my car to improve safety	61%	65%
More police checkpoints	60%	53%
Increased insurance costs	57%	55%
Intersection safety cameras at intersections with signal lights	57%	55%
Speed cameras/photo radar	57%	54%
Increased fines	56%	55%
Presence of traffic calming or speed control measures such as speed humps	55%	51%
More education and advertisement directed at drivers, aimed at raising awareness of proper driving practices	46%	39%
Passengers commenting on driving behaviour	45%	42%
Periodic mandatory driver education programs for fully licenced drivers	42%	33%
Mandatory retesting every time your driver's licence is up for renewal	41%	30%

Q.C10a-m: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** How effective, if at all, would each of the following be in terms of influencing your driving behavior? Please use a five point scale in responding, in which 1 means 'not at all effective' and 5 means 'very effective'?

Likelihood of Being Stopped by Police

The incidence of perceiving it to be unlikely to be stopped and ticketed by police for distracted driving or being stopped by the police after consuming cannabis within the preceding two hours is higher in the telephone than online survey. Perceptions regarding the likelihood of being stopped by police when driving a motor vehicle after drinking too much is more similar between the two surveys. (Tables C11, D2 and D4)

Likelihood of Someone Being Stopped by Police

Among Those Who Drive a Motor Vehicle or Ride a Motorcycle

	Telephone (n=890)	Online Gen. Pop. Panel (n=871)
Stopped by the police in your city if they are driving a motor vehicle after drinking too much		
Likely (4-5)	25%	26%
Not likely (1-2)	35%	30%
Stopped and ticketed by the police for distracted driving		
Likely (4-5)	21%	19%
Not likely (1-2)	54%	47%
Stopped by the police in your city if they consumed cannabis within the preceding two hours		
Likely (4-5)	11%	10%
Not likely (1-2)	61%	50%

Q.C11: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]**] How likely is it that someone will be stopped and ticketed by the police for distracted driving?
Q.D2: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]**] 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?
Q.D4: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In your opinion, how likely is it that someone will be stopped by the police in your city if they consumed cannabis within the preceding two hours? Is it: ...?

Violations and Collisions

Violations

There is some discrepancy between the two surveys, particularly in terms of automated enforcement violation tickets. The reported incidence of receiving tickets is higher in the telephone than online survey. (Tables E1 and E2)

Traffic Violations in Past 2 Years

	Telephone (n=890)	Online Gen. Pop. Panel (n=871)
Number of times stopped and ticketed by police for a traffic violation		
None/0	75%	80%
1	20%	12%
2	4%	2%
3+	2%	2%
Prefer not to say	0%	4%
Number of automated enforcement violation tickets received		
None/0	50%	60%
1	27%	24%
2	10%	7%
3+	13%	6%
Prefer not to say	0%	3%

Q.E1: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 2 years, how many times have you been stopped and ticketed by the police for a traffic violation? This excludes parking tickets and tickets received by an automated enforcement device.
Q.E2: **[IF DRIVER OF A MOTOR VEHICLE OR RIDE A MOTORCYCLE IN Q.A1/Q.A2]** In the past 2 years, how many automated enforcement violation tickets have you received? This includes photo radar and intersection safety cameras, both speed and red light running.

Collisions

Results for collisions are similar between the two surveys. (Tables F1 and F2)

Prevalence

The reported incidence of riding a bike is notably higher in the telephone than online survey. Moreover, among cyclists, the frequency of cycling is higher among the telephone than online respondents. (Tables G1 and G2)

Riding a Bike

	Telephone (n=1000)	Online Gen. Pop. Panel (n=1006)
Ride a bike		
Yes	37%	23%
No	61%	44%
Seasonal	2%	19%
Not applicable - have not got a bike or never ride a bike	0%	15%
Frequency of riding bike (among those who ride a bike)	(n=355)	(n=397)
Every day	7%	7%
Several times a week	18%	11%
Once or twice a week	22%	15%
Several times a month	21%	26%
Once a month or less	32%	39%
Don't know	0%	2%

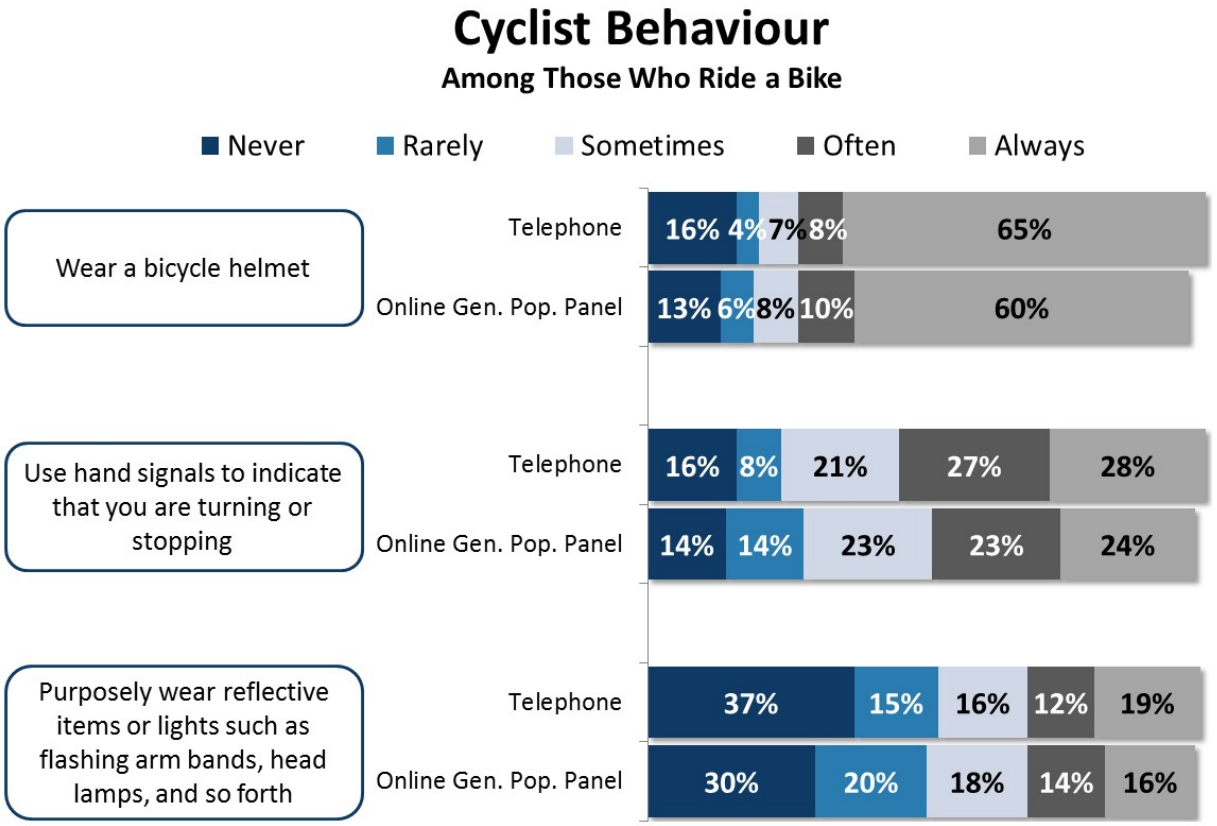
Q.G1: **[FULL BASE]** Do you ride a bike?
Q.G2: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** How often do you ride your bike? Is it...

Crashes

The incidence of crashes is similar between the two surveys. (Tables G4a to e)

Behaviour

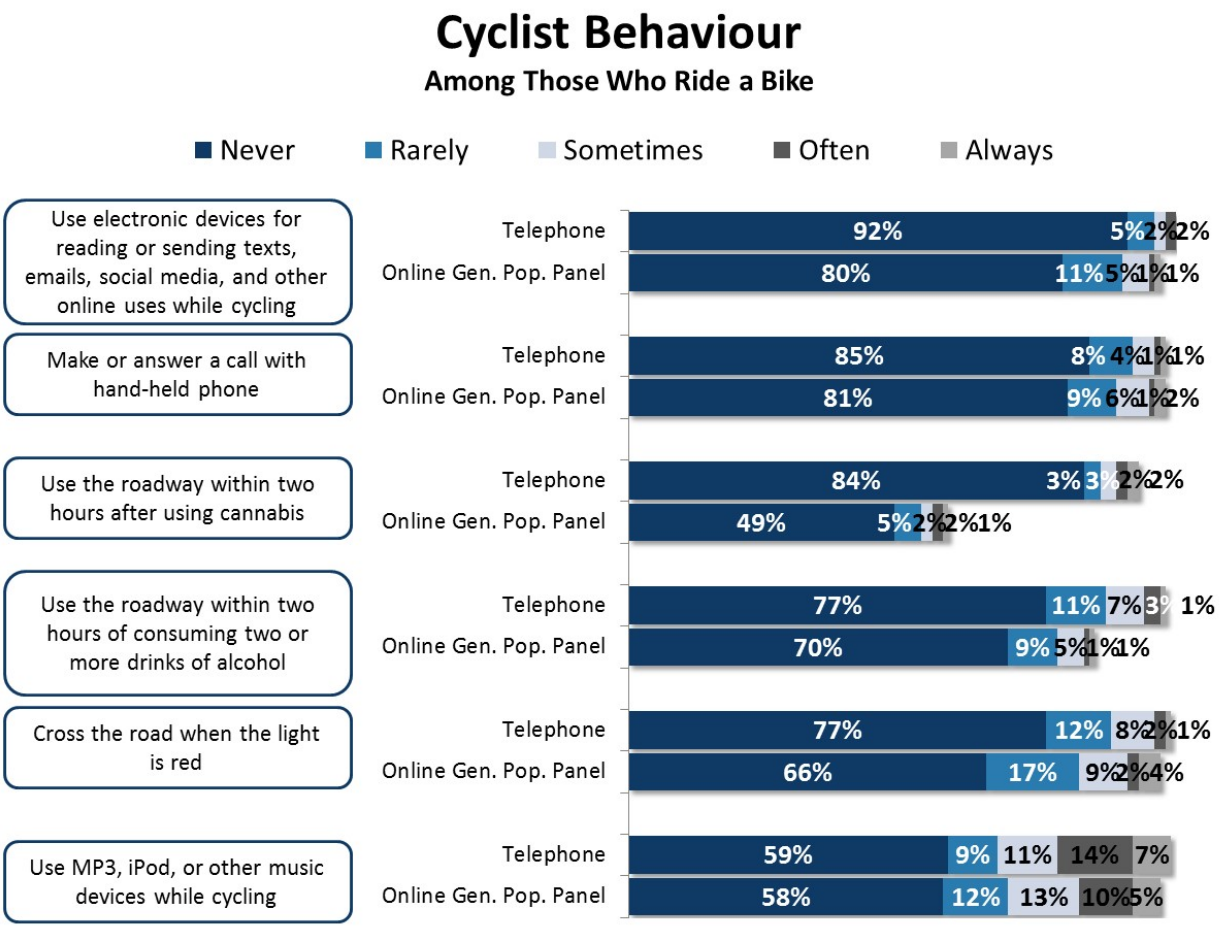
Various other cyclists behaviours are similar between the two surveys. (Tables G3 c to d, i)



Q.G3c-d, i: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** As a cyclist, how often do you: ...?
(Telephone n=355, Online Gen. Pop. n=397)

Behaviour

Various 'risky' behaviours are similar between the two surveys. Incidence of reporting 'never' is higher in the telephone than the online survey for crossing the road when the light is red, and using electronic devices for texting, and messaging and so forth. It is also higher in the telephone than the online survey for using the roadway within two hours of consuming two or more drinks of alcohol, or consuming cannabis. However, in both these cases, a higher proportion indicate 'not applicable' in the online survey than the telephone. As seen elsewhere, this reflects the fact that 'not applicable' is a visible option in the online survey, but not read as an option in the telephone survey. (Tables G3 a, f to h, j to k)

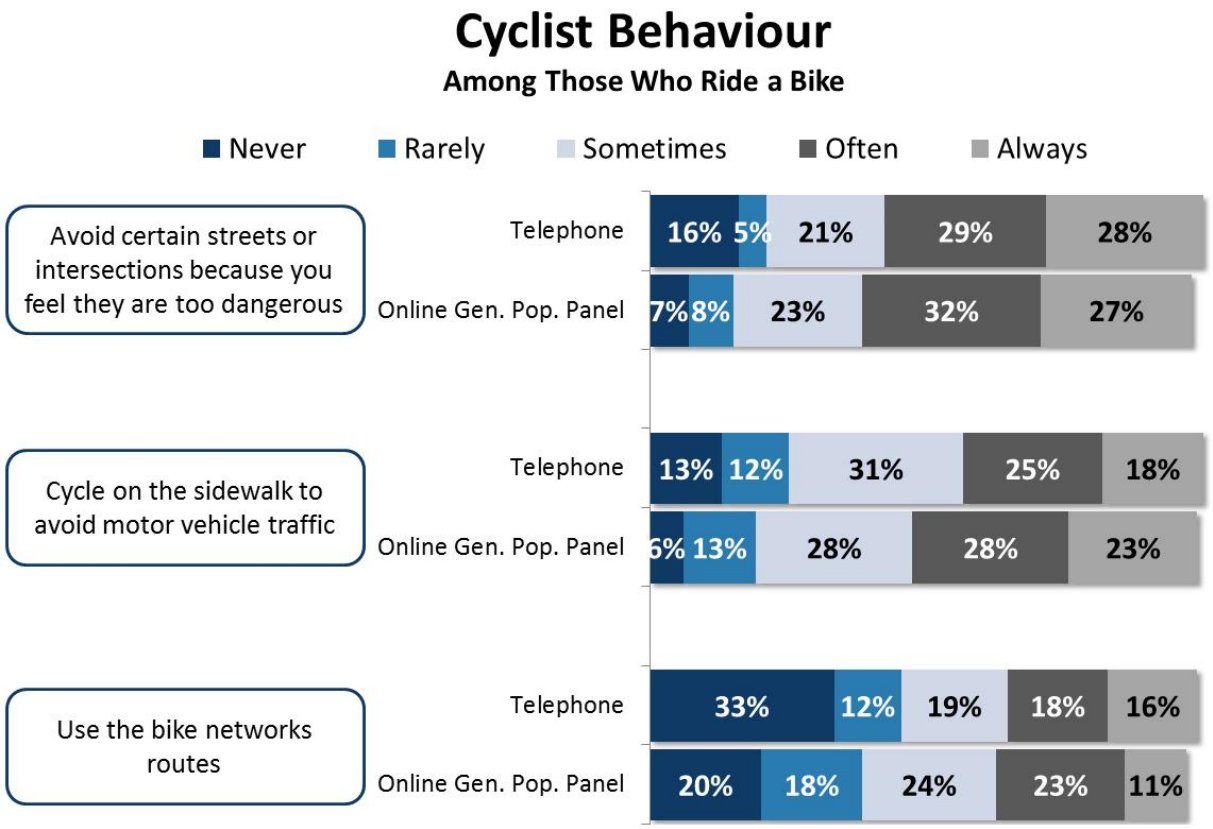


Q.G3a, f-h, j-k: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** As a cyclist, how often do you: …?
(Telephone n=355, Online Gen. Pop. n=397)

Behaviour

Using the bike network routes has a somewhat different pattern between the two surveys. The telephone has more respondents selecting the end points of 'never' or 'always' compared with the online survey.

Cycling on the sidewalk to avoid traffic is more prevalent in the online than the telephone survey. Avoiding certain streets is also slightly more prevalent in the online than telephone survey. (Tables G3 b, e, l)



Q.G3b, e, l: **[IF 'CYCLIST' IN Q.A1 OR 'YES' OR 'SEASONAL' IN Q.G1]** As a cyclist, how often do you: …?
(Telephone n=355, Online Gen. Pop. n=397)

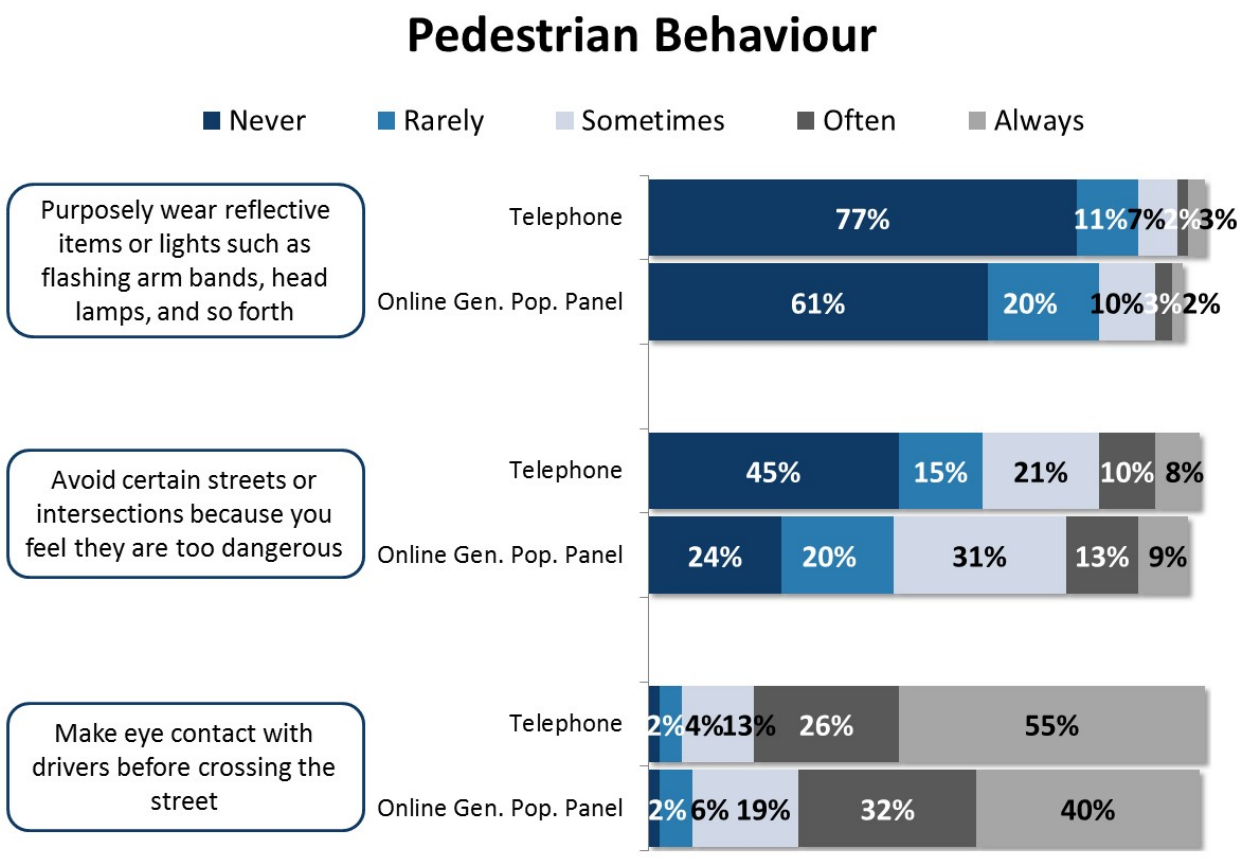
Pedestrians

Crashes

The incidence of crashes is similar between the two surveys. (Tables H2a-c)

Behaviour

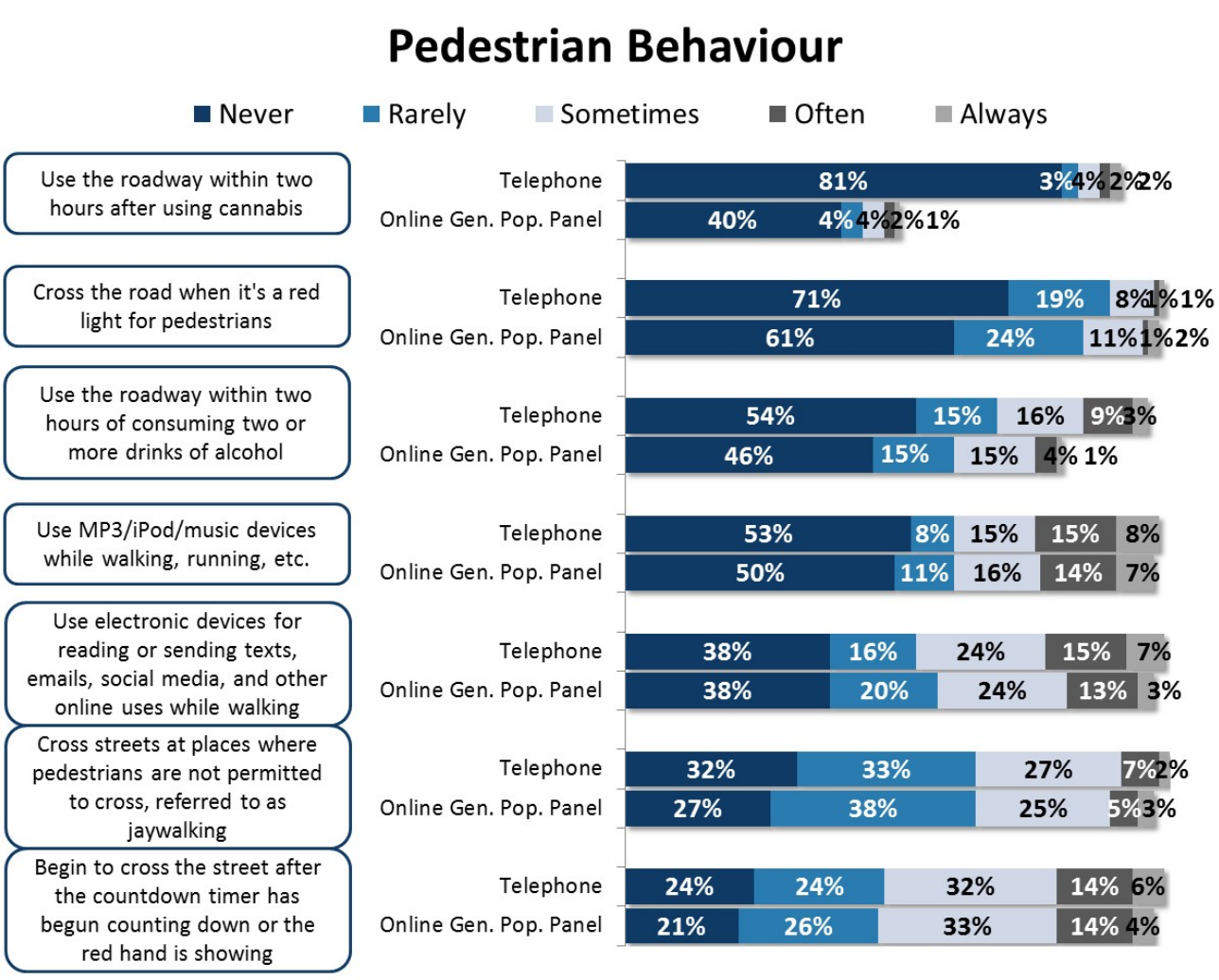
There are differences between the telephone and online survey. The proportion reporting they never *wear reflective clothing* or *avoid certain streets or intersections, because they feel they are too dangerous* is higher in the telephone than the online survey. At the same time, always *making eye contact* is higher in the telephone than online survey. (Tables H1 d to f)



Q.H1d-f: Please answer these questions using a scale from 1 to 5 where 1 is Never, 2 is Rarely, 3 is Sometimes, 4 is Often, 5 is Always. As a pedestrian, how often do you: ...? (Telephone n=1000, Online Gen. Pop. n=1006)

Behaviour

There is general similarity between the modalities for most behaviours. However, the telephone does have a slightly higher incidence (of at least 'sometimes') in terms of: *using the roadway within two hours of consuming two or more drinks of alcohol* and *using electronic devices*. As well, the proportion reporting 'never' is higher in the telephone than online survey for *crossing when it's a red light*. As seen elsewhere, responses are lower on the online survey as a 'not applicable' option is visible, but not read as an option in the telephone survey. (Tables H1a to c, g-h)

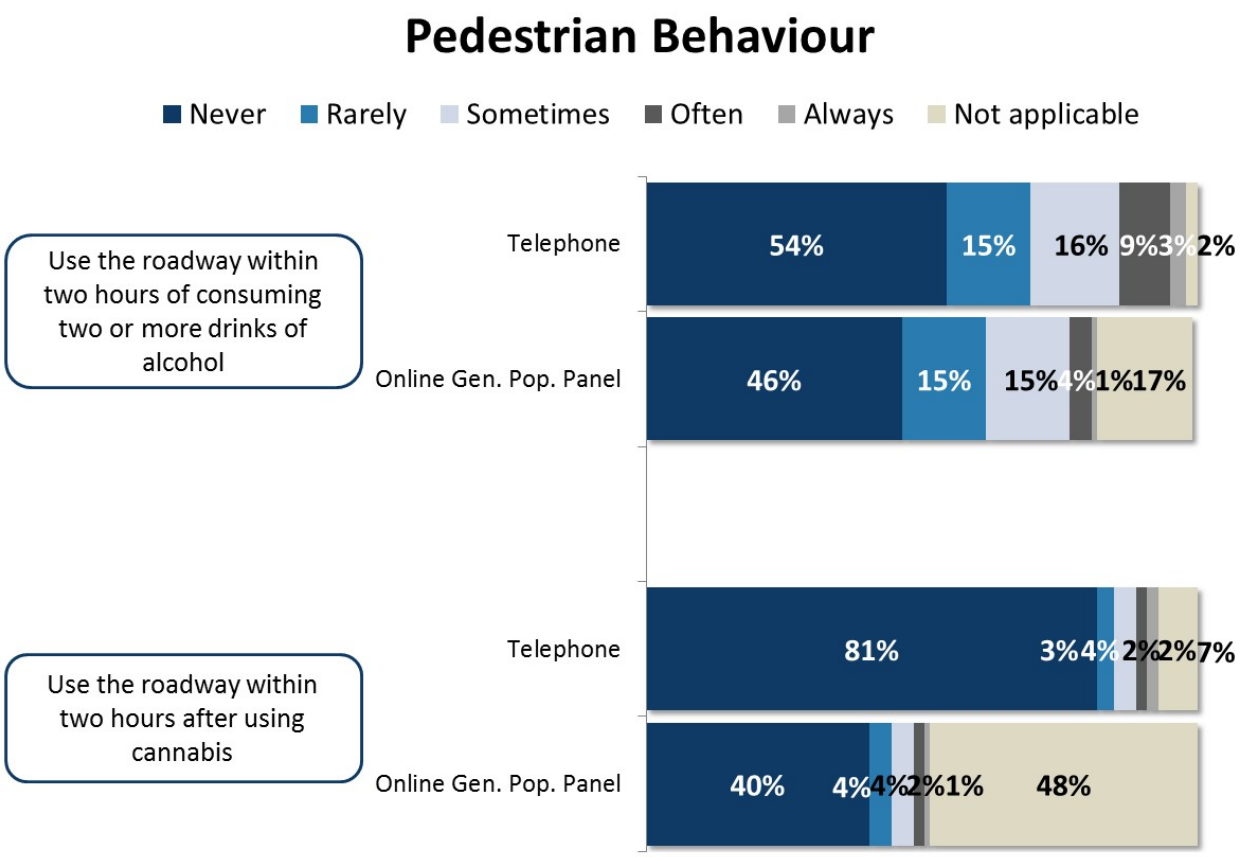


Q.H1a-c, g-j: Please answer these questions using a scale from 1 to 5 where 1 is Never, 2 is Rarely, 3 is Sometimes, 4 is Often, 5 is Always. As a pedestrian, how often do you: …? (Telephone n=1000, Online Gen. Pop. n=1006)

Pedestrians

Behaviour

In terms of using the roadway within two hours of consuming two or more drinks of alcohol, the online survey has a higher proportion reporting 'never' or 'not applicable' than the telephone survey. In terms of using the roadway *within two hours of consuming cannabis*, the telephone produces more 'never' responses, while the online produces more 'not applicable.' However, the combined percentages for 'never' and 'not applicable' is similar across the two surveys. (Tables H1 I and j)



Q.H1i-j: Please answer these questions using a scale from 1 to 5 where 1 is Never, 2 is Rarely, 3 is Sometimes, 4 is Often, 5 is Always. As a pedestrian, how often do you: …? (Telephone n=1000, Online Gen. Pop. n=1006)

Awareness

Awareness of the Vision Zero initiative is lower in the online (35%) than the telephone survey (46%). Moreover, agreement that this vision is achievable is more robust in the telephone than the online survey. (Tables J2 and J3j)

Vision Zero

	Telephone (n=1000)	Online Gen. Pop. Panel (n=1003)
Aware of City of Edmonton's Vision Zero initiative		
Yes	46%	35%
No	53%	57%
Don't know	1%	8%
Vision Zero is an achievable goal	(n=1000)	(n=1002)
Agree	49%	36%
Neither agree/disagree	11%	16%
Disagree	34%	28%
Don't know/No response	6%	19%

Q.J2: In 2015, the City of Edmonton officially adopted Vision Zero which has the goal to eliminate fatalities and serious injuries on our roads. Before today, were you aware of the City of Edmonton´s Vision Zero initiative?
Q.J3: Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that Vision Zero is an achievable goal?