2018 Edmonton and Area Traffic Safety Culture Survey
Key Highlights - Telephone

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

VISION ZERO

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

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

Impaired Driving

Drive within 2hrs of consuming 2+ drinks of alcohol
83%

Drive after taking prescription or over-the-counter drugs that warn against using them and driving
82%

Drive within 2hrs of consuming cannabis
72%

Methadone

77% Aware drivers impaired by cannabis could receive same penalties as someone who is legally impaired by alcohol

Risky Driving

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

Tailgate 31%
Drive through a light that just turned red, when could have safely stopped 28%
Failed to yield to pedestrian who had right of way 24%
Drive while sleepy 39%
Weave in and out of traffic 29%

Distracted Driving

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

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

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

Automated Enforcement

% saying strongly/somewhat agree

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

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

Run red lights 86%
Speed through intersections 78%

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

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

What Would Effectively Influence Your Driving Behaviour?

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

84% Causing a collision
62% Demerit points
61% Safety technology in car
60% More police checkpoints

Note: All behavioural questions reflect those who are drivers.