



PRESS RELEASE

Eight in 10 (79%) Canadians Believe Statistics on Impaired Driving Should Be Updated

Current Data is Five Years Out of Date; Majority Believe in the Importance of Updated Statistics for Policymaking

Oakville, ON, May 28, 2020 — Having access to up-to-date data helps us not only understand the world, but also identify trends of where things are going and guide policies to improve society. In recent years, Canada has put in place legislation designed to prevent impaired driving. However, the overall real-world impact of these changes has yet to be seen, due to a delay in collecting new data on impaired driving in Canada. A poll by Ipsos carried out on behalf of MADD Canada at the beginning of the year has revealed that 8 in 10 (79%) of Canadians find it unacceptable that the statistics on impaired driving and the number of associated injuries and deaths it causes in Canada are five years old. As such, they believe these statistics should be updated in order to get an accurate picture of impaired-driving-related injuries and deaths in Canada.

Women (83%) are more likely than men (74%) to believe that the out-of-date statistics are unacceptable. Those in Quebec are the least likely to think that the current statistics should be updated, but the fact remains that almost 7 in 10 (68%) Quebecers still agree that new data is needed (compared to 8 in 10 in every other region).

An overwhelming majority of Canadians also believe in the value of having up-to-date data on impairment-related crashes, deaths, and injuries, which perhaps helps explain why there is such widespread support for collecting new statistics. Nine in 10 (92%) agree (57% strongly/35% somewhat) that up-to-date statistics on injuries and deaths due to impaired driving are important in developing preventative strategies. Quebecers, who were more likely to accept five-year-old statistics on impaired driving, nonetheless recognize the importance of statistics in policymaking; 92% of those in Quebec agree that up-to-date statistics are vital for developing strategies to reduce impaired driving in Canada.



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About the Study

These are some of the findings of an Ipsos poll conducted between January 23-27, 2020, on behalf of MADD Canada. For this survey, a sample of 1,001 Canadians aged 18 years and over was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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