

# PARACHUTE NATIONAL ROAD SAFETY SURVEY

---

Ipsos Public Affairs  
May 2021

© 2021 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



# Introduction



## BACKGROUND

Motor vehicle collisions are a major cause of preventable injury in Canada with the Public Health Agency of Canada registering vehicle crashes as the third leading cause of unintentional injury hospitalizations and deaths in Canada. Whether collisions and the accompanying injuries are a result of speeding, distracted driving, or impaired driving, the majority of motor vehicle crashes (approximately 90%) are preventable. Eight in ten (78%) Canadians believe these collisions are preventable.



## OBJECTIVES

The objective of this research is to determine:

- how Canadians conceive road safety;
- understand the “pain points” of why Canadians might not be fully engaging with safe driving practices;
- and help break down the myths of what truly makes Canada's roads safer.



## METHODOLOGY

Ipsos ran a 16-minute survey online via the Ipsos I-Say panel from April 23-April 27, 2021

- The survey polled a sample of 1000 Canadian Gen Pop, with a teen boost of 100 Canadians. It is nationally balanced across age, gender, region, and education. This is done to make sure the sample is representative not just of Canadian adults, but all Canadians of legal driving age. (16+)
- Quotas and weighting were employed to ensure the Gen Pop sample and the Teen Boost composition reflects that of Canada's population according to the latest (2016) census.
- The precision of online polls is measured using a credibility interval. In this case the results are considered accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been surveyed. The credibility interval will be wider for subsets of the population.

# Key Findings

## Road Safety and Dangers

- Looking at the past five years, **Canadians agree there has been an increase in dangerous activity**, with most saying people walking while talking on a cell phone has increased over the past five years. Canadians also indicate there has been a rise in individuals driving after using cannabis.
- Despite previous figures showing that Canadians perceive the roads as overall safe, when probed specifically on different travel methods, ratings are lower. Six in ten say the roads are safe for drivers and passengers in vehicles, while fewer find the roads safe for pedestrians (34%) or motorcyclists (24%).
- **Nearly all Canadians** agree that everyone must do their part to make the roads safe, with 63% strongly agreeing. As well, eight in ten (78%) agree that injuries from road crashes are preventable.

## Road Safety Effectiveness

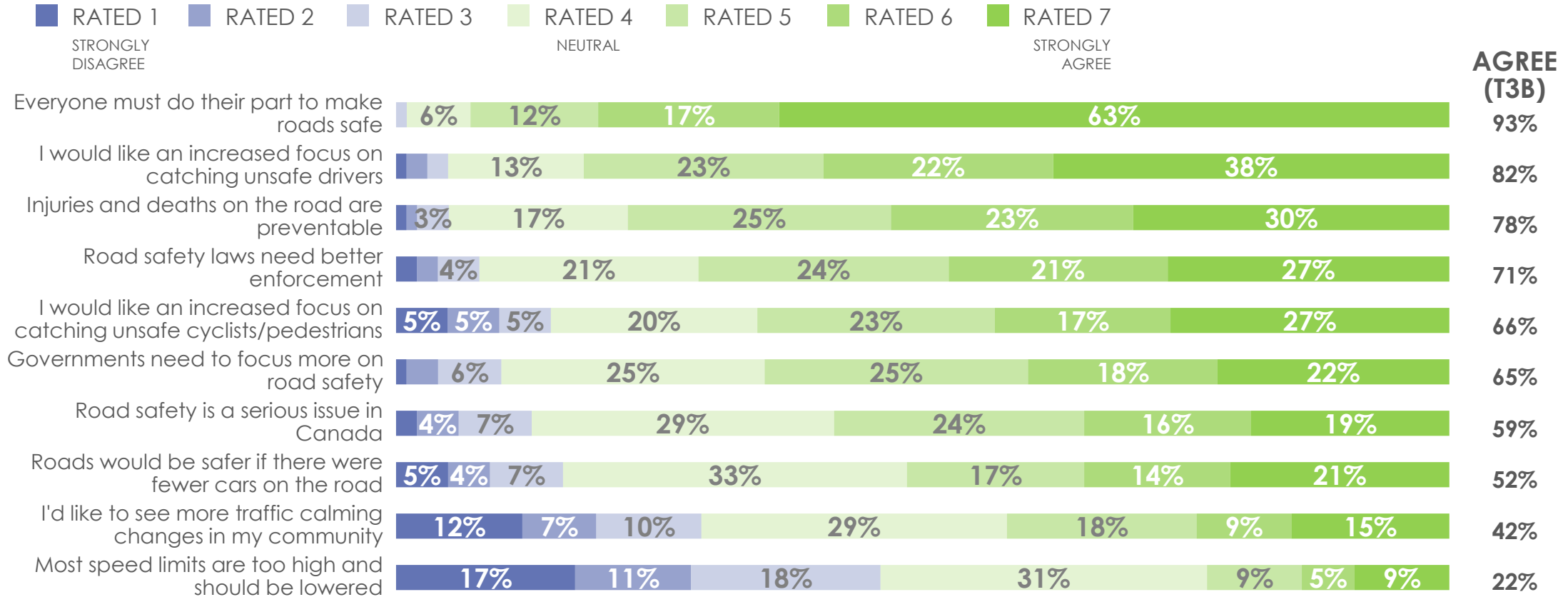
- Canadians show interest in a variety of traffic calming or enforcement measures. Half or more say **they would like to see** arrests for impaired driving, police checking for impaired driving, and separate bicycle lanes to be implemented.
- Turning to measures in the community, **Canadians are less enthusiastic regarding reduced speed limits**. Though, those aged 16-17, 35-54, 55+ are more likely to want to see reduced speed limits (30% 16-17, 25% 55+, 22% 35-54 vs 13% 18-34).

## Slowing Down

- As a passenger, **a majority of Canadians say they've felt unsafe because of speed** (54%) or have in the past asked a driver to slow down (53%). Those aged 35-54 (57%) and 55+ (56%) are more likely to say they've asked a driver to slow down than those aged 18-34 (45%).
- However, **while Canadians say that speeding is dangerous**, they also indicate that **this is something they do**. The top-ranking attitude is exceeding the speed limit, with most indicating they've exceeded the speed limit on a clear highway in the past year, with over one in ten (14%) indicating they do this *frequently*. As well, nearly half (48 per cent) of drivers report they've been ticketed for speeding.
- This could be an educational opportunity as Canadians are simultaneously considering an activity dangerous, while engaging in that same action.

# Attitudes towards Road Safety

Canadians appear to agree with the idea of keeping roads safe, but when provided with actionable issues agreement is less robust. Nearly all Canadians agree that everyone must do their part to make the roads safe, with 63% *strongly agreeing*. As well, a majority agrees that they would like to see an increased focus on catching unsafe drivers. However, fewer agree that their own area needs to change, want to see more traffic calming in their community and that speed limits should be lowered, suggesting that there may be a gap between attitudes and action.



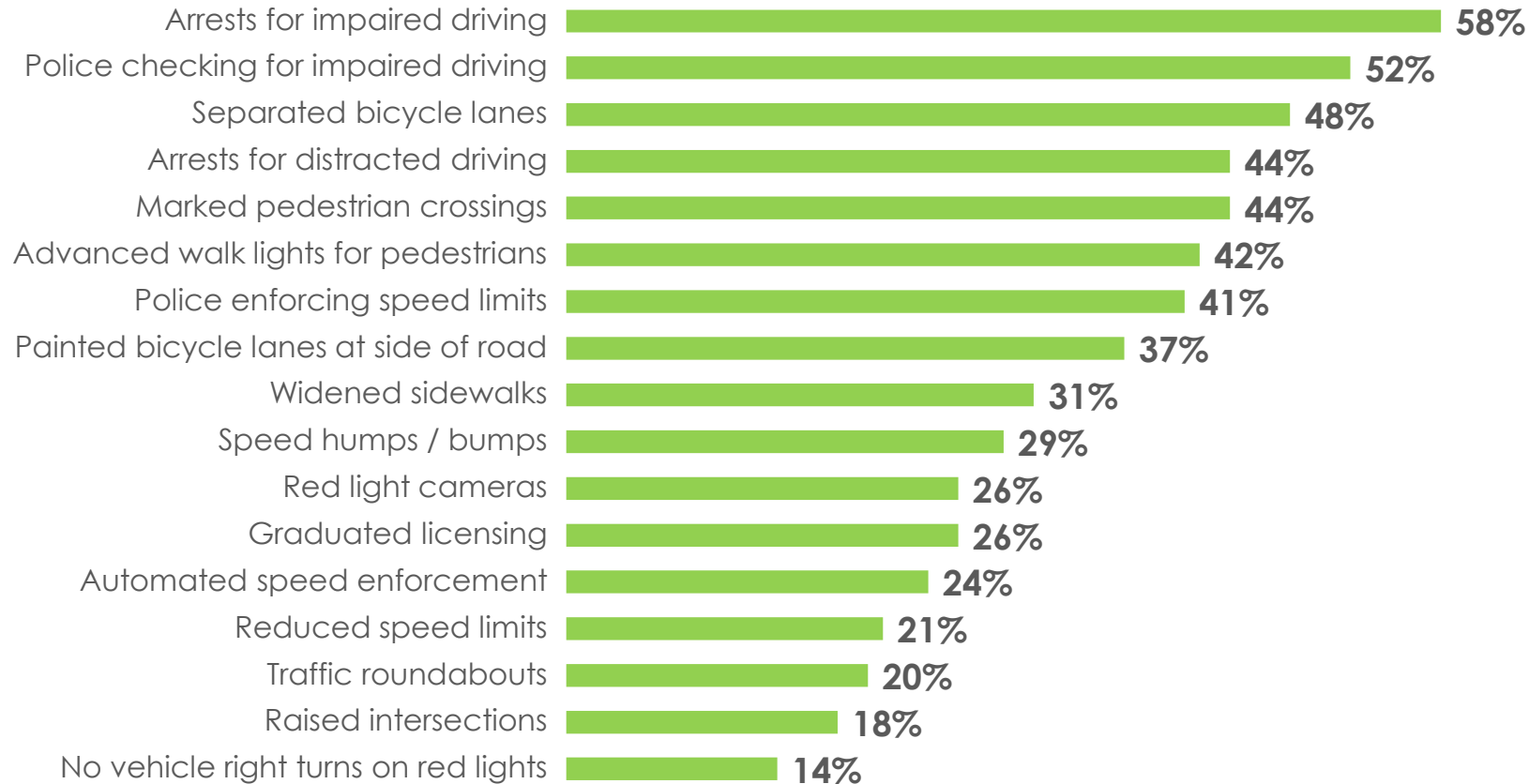
Note : Percentages <3% not labelled

Base: All Respondents (n=1101)

RF5. To what extent do you agree or disagree with the following statements? Please use a 1 to 7 scale where 1 is strongly disagree, 7 is strongly agree, and 4 is neither.

# Measures in the Community

Canadians show interest in a variety of traffic calming or enforcement measures. Half or more say they would like to see arrests for impaired driving, police checking for impaired driving, and separate bicycle lanes to be implemented. There is less enthusiasm among reduced speed limits, with only one in five indicating they would like to see this measure in their community.



Men are more likely to want to see traffic roundabouts (24% vs 16% women), and raised intersections (23% vs 14% women).



16-17, 35-54, 55+ are more likely to want to see reduced speed limits (30% 16-17, 25% 55+, 22% 35-54 vs 13% 18-34).

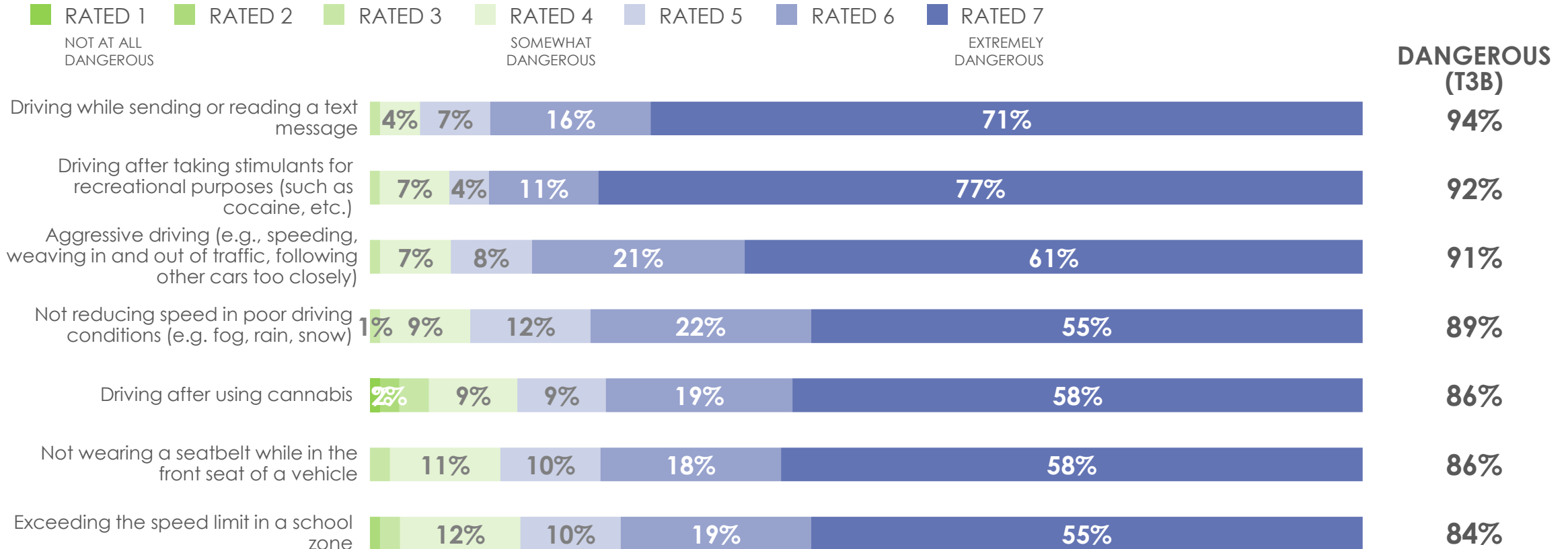


Non-motorist are more likely to want to see reduced speed limits (32% vs 18% motorist)

Base: All Respondents (n=1101)  
RF6A. And, which of these measures would you like to see in your community? Please check all that apply.

# Dangers for Drivers

Most find all behaviours measured to be dangerous, especially driving after taking stimulants and driving while sending a text/reading a text is dangerous. Although a majority see exceeding the speed limit in a school zone and not reducing speed in poor driving conditions as dangerous, danger scores are lower, suggesting this may be an avenue for future education.

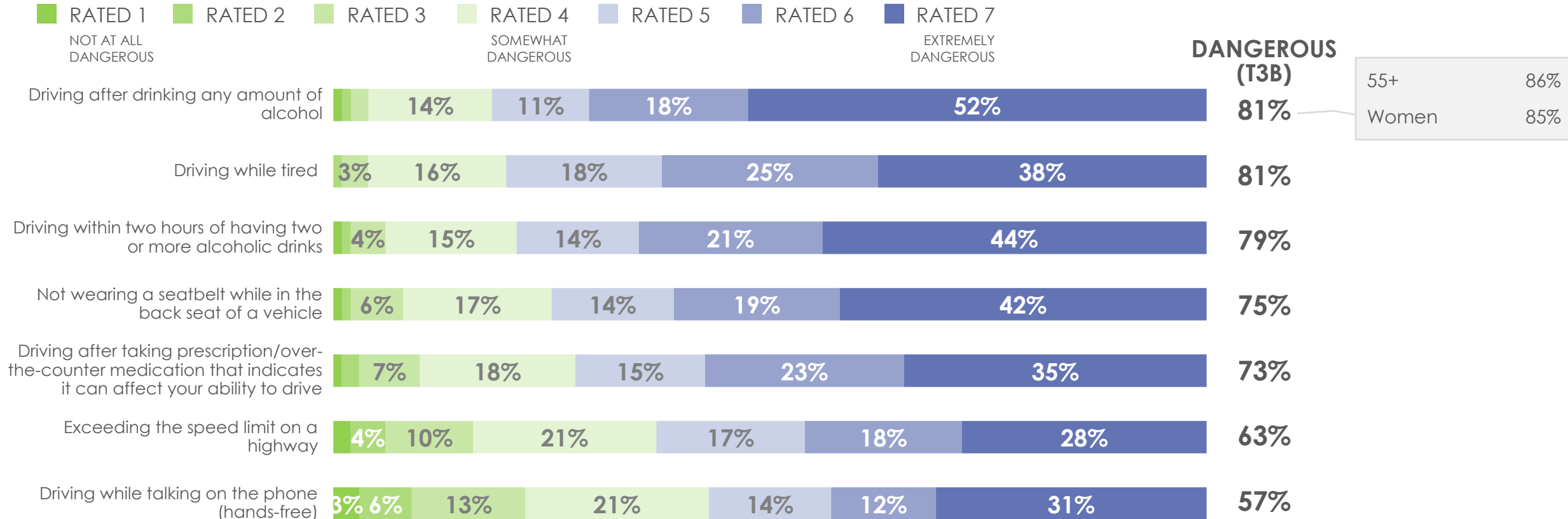


Note : Percentages <3% not labelled

Base: All Respondents (n=1101)  
 RF4. In your view, how dangerous are each of the following in terms of road safety? Please use a scale of 1 to 7 where 1 is not at all dangerous, 7 is extremely dangerous and 4 is somewhat dangerous.

# Dangers for Drivers (continued)

Danger scores are even lower for each of the behaviours below.



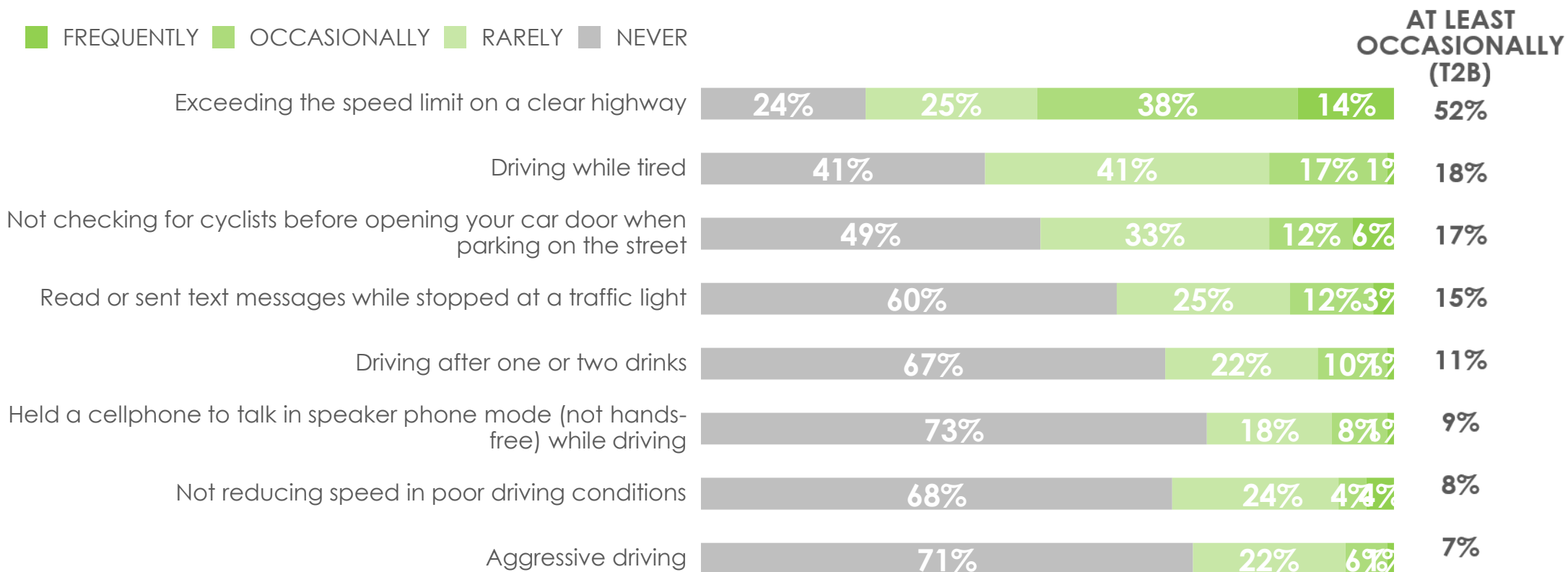
Note : Percentages <3% not labelled

Base: All Respondents (n=1101)

RF4. In your view, how dangerous are each of the following in terms of road safety? Please use a scale of 1 to 7 where 1 is not at all dangerous, 7 is extremely dangerous and 4 is somewhat dangerous.

# Attitudes of Drivers in the Past Year

Despite other metrics where Canadians agreed with the dangers of speeding, half state that they've exceeded the speed limit on a clear highway in the past year, with over one in ten (14%) indicating they do this *frequently*. This suggests that there is an attitudinal gap that warrants education as Canadians are simultaneously considering an activity dangerous, while engaging in that same action.



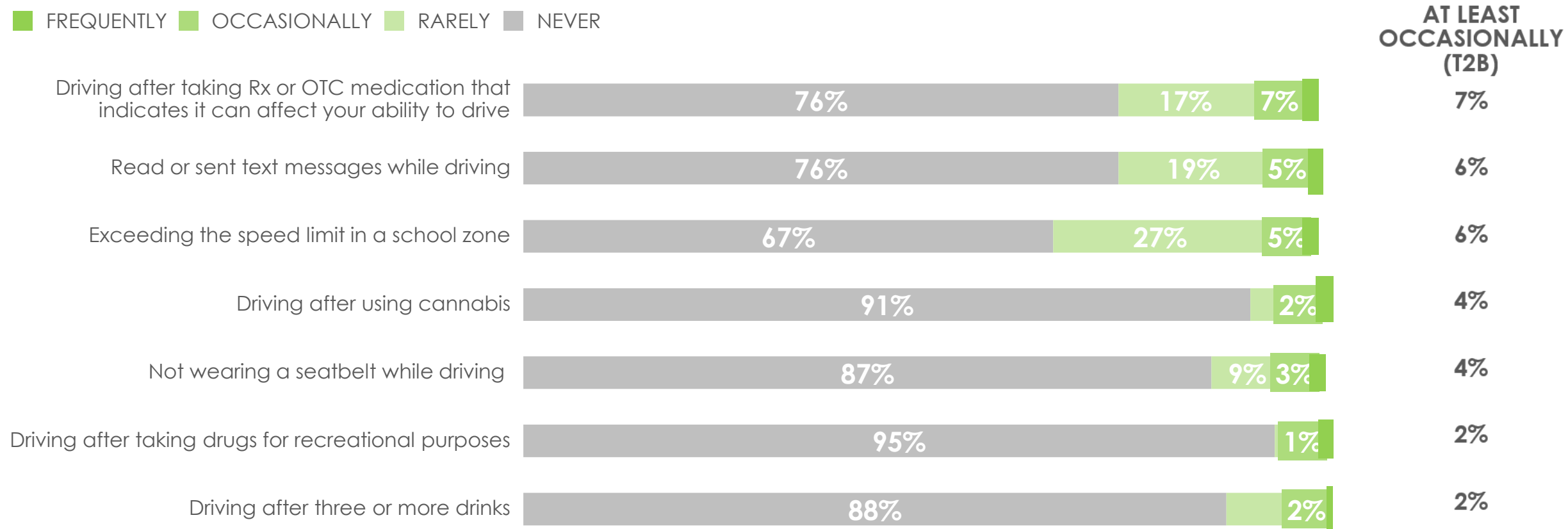
Note : Percentages <3% not labelled

Base: Motorists (n=915)  
RF13. In the past 12 months, how often have you done any of the following while driving?

# Attitudes of Drivers in the Past Year (continued)

While few Canadians admit to driving after taking recreational drugs or after drinking, respondents are more willing to admit to exceeding the speed limit in a school zone, driving after taking Rx or OTC medication, or driving while texting, suggesting that these could be education opportunities.

■ FREQUENTLY ■ OCCASIONALLY ■ RARELY ■ NEVER

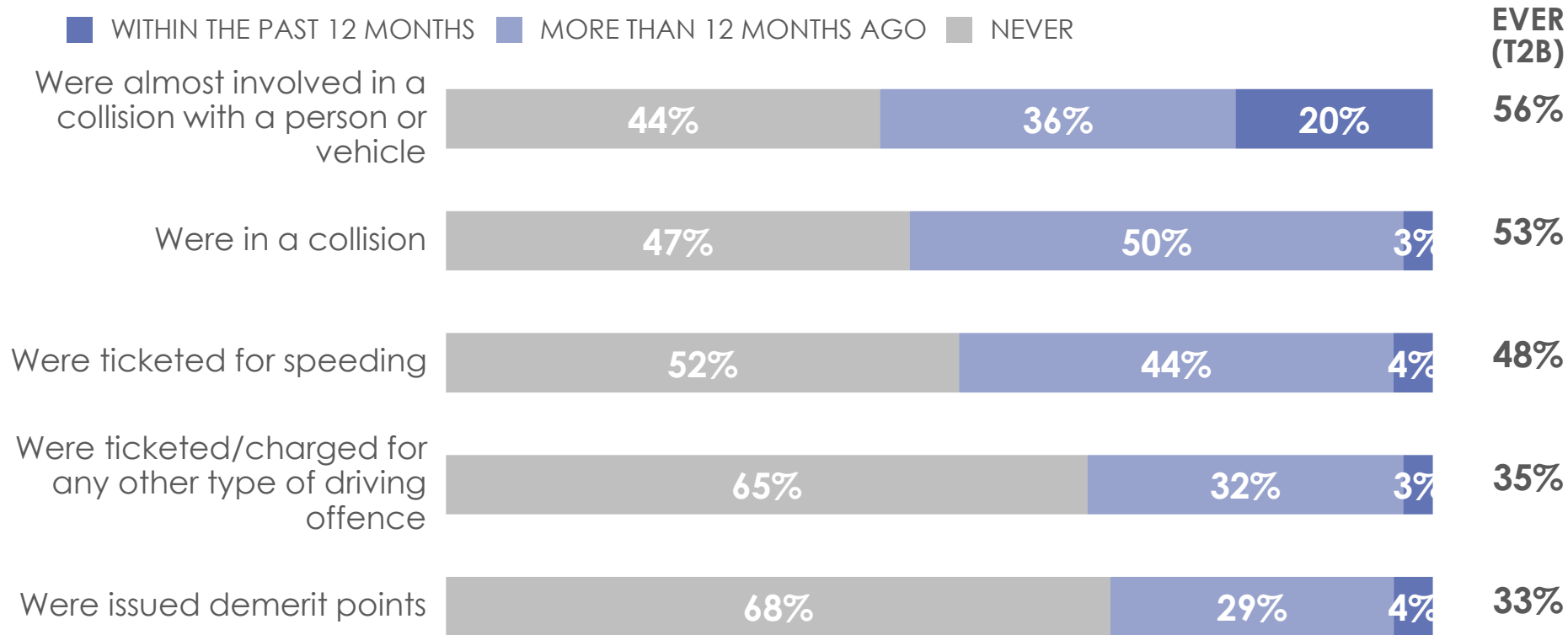



Base: Motorists (n=915)  
RF13. In the past 12 months, how often have you done any of the following while driving?


Note : Percentages <3% not labelled

# Past Actions of Drivers

A majority of Canadian motorists have been in a collision or been involved in a near miss. Additionally, half say they've been ticketed, and a third indicate they've been ticketed/charged for another driving offence and/or been issued demerit points.



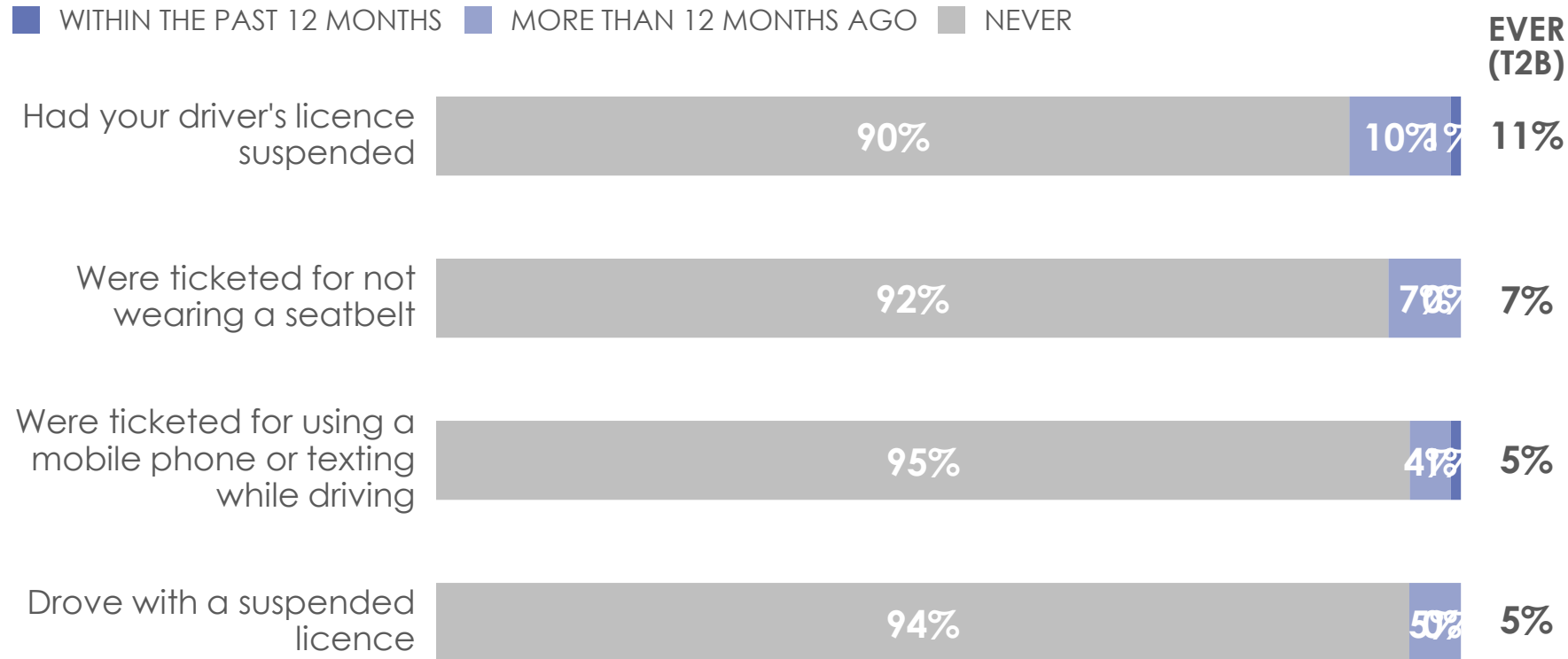
 Those who reside in an urban area are more likely to say they were in a collision more than 12 months ago (52% vs 39% rural)


 Men are more likely to say they've been issued demerit points over a year ago (38% vs 20% women)

Base: Motorists (n=915)  
RF14. As a driver, when was the last time you...? Was it...?

# Past Actions of Drivers (continued)

One in ten Canadians say they've had their driver's license suspended, significantly higher among men. Fewer Canadians say they've been ticketed for not wearing a seatbelt, ticketed for using a mobile phone/texting while driving, or driving with a suspended license.

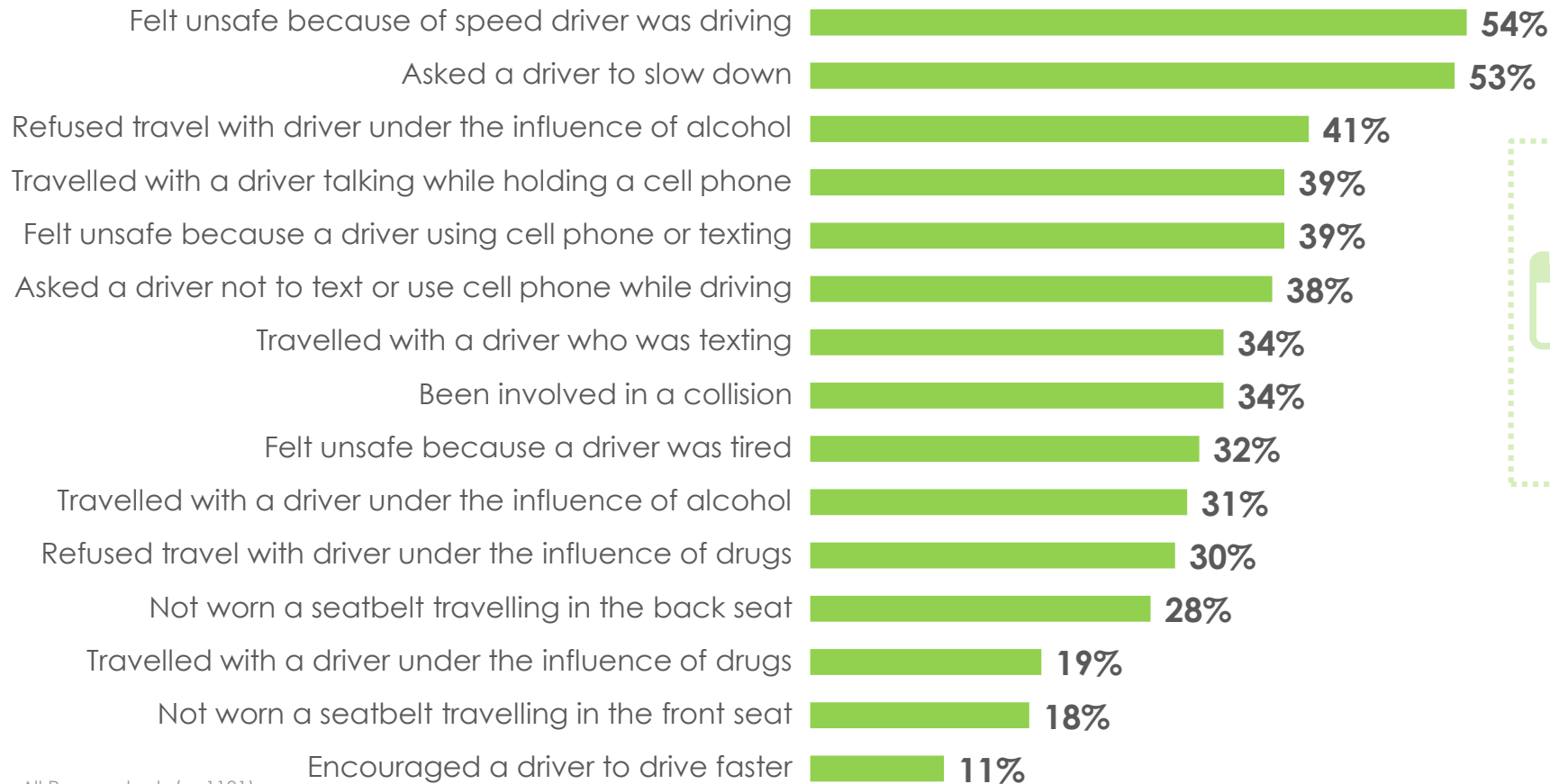


 Men are more likely to say they've done all these actions in the past compared to women

Base: Motorists (n=915)  
RF14. As a driver, when was the last time you...? Was it...?

# Actions of Passengers

Canadians have encountered a variety of unsafe driving behaviours. As a passenger speeding is a dominant concern with a majority say they've felt unsafe because of speed (54%) or have asked a driver to slow down (53%). Other notable actions include refusing travel from a driver under the influence (41%), travelled with a driver while holding a cell phone (39%), felt unsafe because a driver was using their phone (38%), and asked a driver not to use their phone while driver (38%).

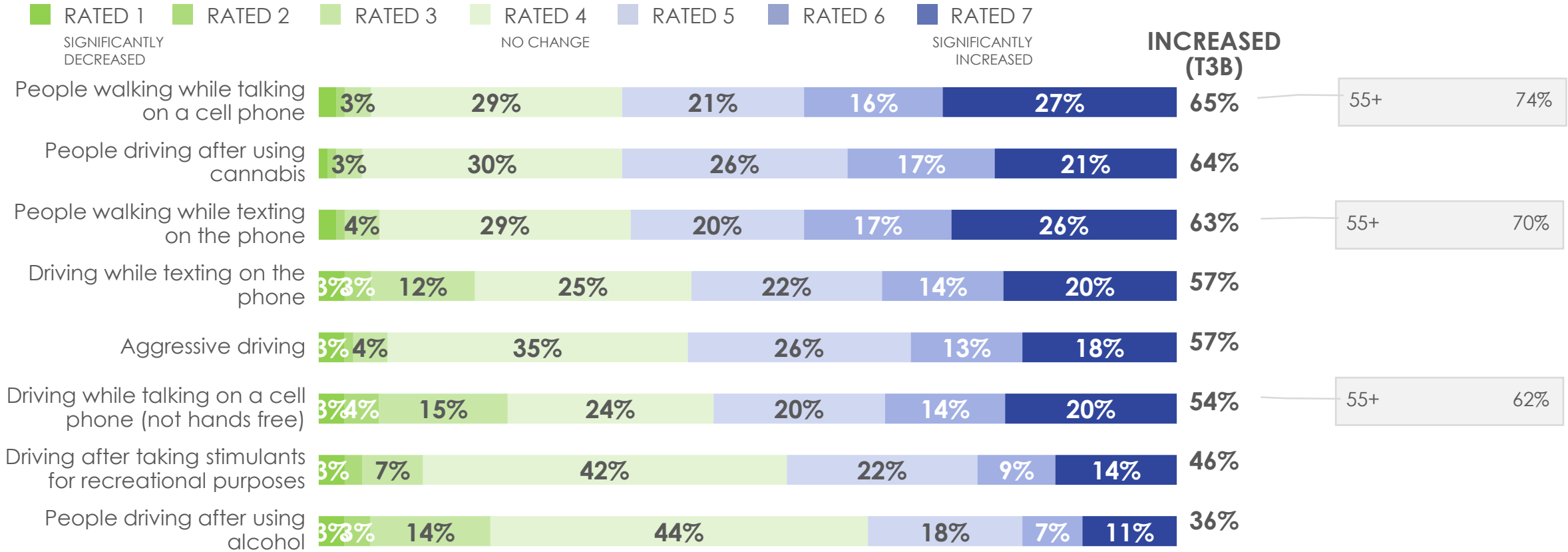


Those aged 35-54 (57%) and 55+ (56%) are more likely to say they've asked a driver to slow down than those aged 18-34 (45%) and 16-17 (39%).

Base: All Respondents (n=1101)  
RF8. When you've been a passenger in a vehicle, have you ever...

# Road Safety Over the Past Five Years

Canadians agree there has been an increase in many dangerous activities over the past five years, particularly walking while talking or texting on a cell phone and driving after using cannabis.



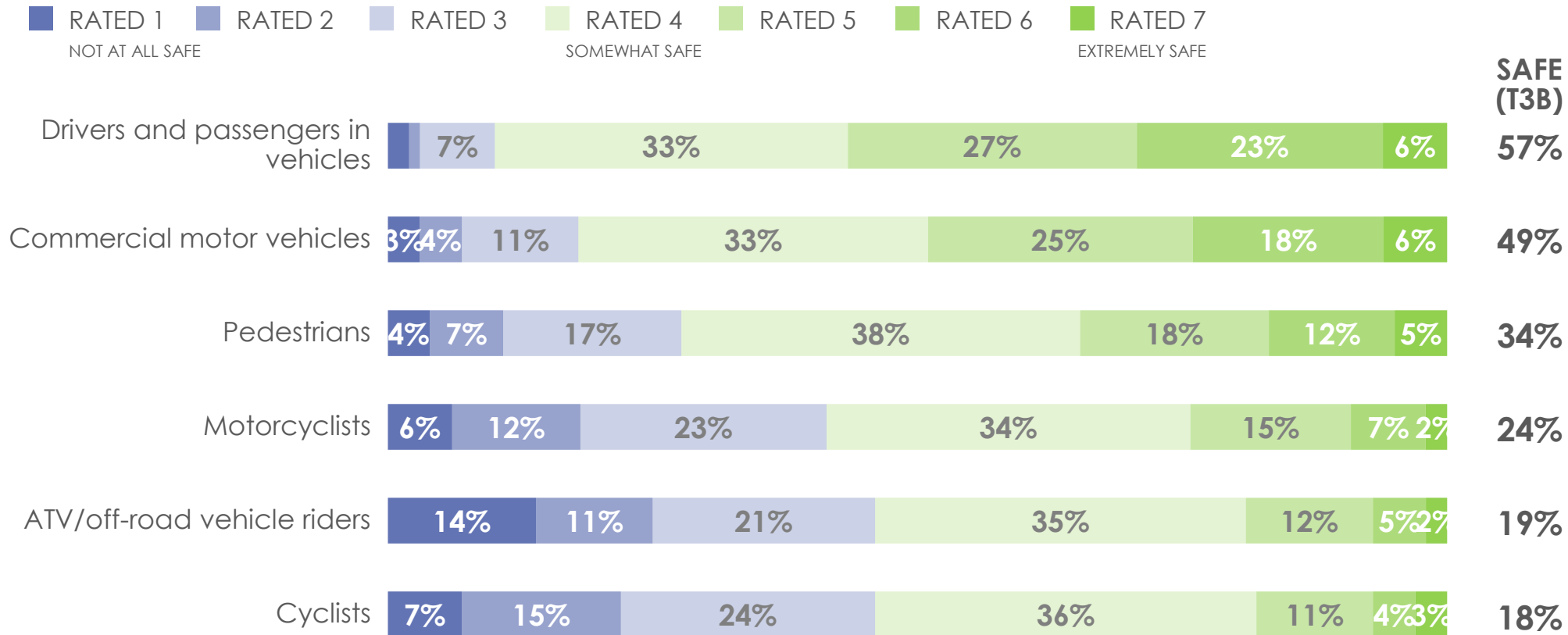
Note : Percentages <3% not labelled

Base: All Respondents (n=1101)

RF7. In your opinion, have the following decreased or increased over the past five years? For this scale, 1 means significantly decreased, 7 means significantly increased and 4 means no change.

# Rating How Safe Each Form of Transportation Is

Despite previous figures showing that Canadians perceive the roads as overall safe, when probed specifically on different travel methods, ratings are lower. Six in ten say the roads are safe for drivers and passengers in vehicles, while fewer find the roads safe for pedestrians (34%) or motorcyclists (24%). Notably, only one in five say the roads are safe for cyclists.



Men are more likely to find cycling safe (23% vs 13% women)

Note : Percentages <3% not labelled

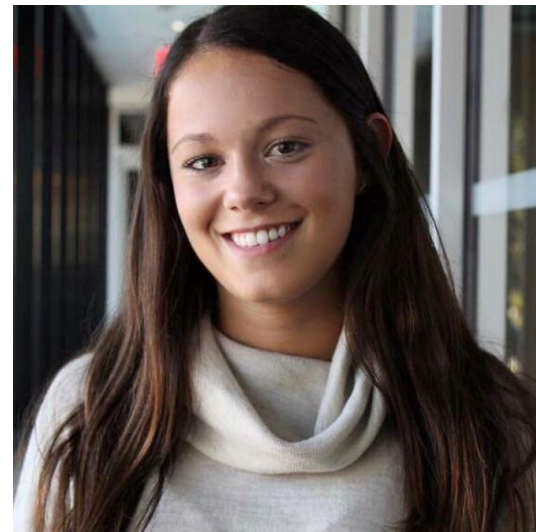
Base: All Respondents (n=1101)  
RF3. Using the same scale, how safe would you say Canada's roads are for each of the following?.



**Jennifer McLeod Macey**  
Vice President

---

Jennifer.Macey@ipsos.com



**Lily Eskin**  
Account Manager

Lily.Eskin@ipsos.com

**BE  
SURE.  
MOVE  
FASTER.**



# About Ipsos

---

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
**[www.ipsos.com](http://www.ipsos.com)**

# Game Changers

---

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**