

PARACHUTE NATIONAL ROAD SAFETY SURVEY

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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.

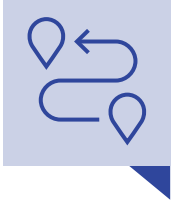


OBJECTIVES

This study is mainly a follow-up to a similar study conducted in 2021. The objective of the current study is to observe variances in some of the metrics collected in 2021. The current research expanded to capture the public's opinion on funding origin and prioritization for road design improvements, as well as to understand road design priorities for their communities. This study assesses:

- How Canadians conceive road safety
- Canadians' understanding of practices that result in dangers for drivers and pedestrians
- Engagement in experiences that impact road safety negatively
- Canadians' assessment of road safety strategy effectiveness
- Stand for road safety along with other community priorities and lead funding government level
- Track Vision Zero awareness and the importance of Vision Zero principles

Introduction



METHODOLOGY

Ipsos ran a 16-minute survey online via the Ipsos I-Say panel from February 10 – 20 , 2023.

- 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 (2021) 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.



REPORTING CONVENTIONS

- For the purpose of analyzing the data, this report has grouped together scale points to allow for more comprehensive data analysis. Please note that the report shows T3B or T2B to indicate that points for the scale have been added together. T3B stands for Top 3 Boxes (of the scale, usually a 7-point scale) and T2B stands for Top 2 Boxes (usually used in a 5-point scale, but can also be used to report a 5-point scale question)
- Where figures do not sum to 100, this is due to the effects of rounding.
- Although we frequently refer to the sample population as Canadians, this is meant to be Canadians 16+ as the study was specifically conducted to be inclusive of driving age young adults (16-17 year olds).

Key Findings

Road Safety and Dangers

- Canadian roads are considered safe by most (78%) though this metric has softened since 2021 (85%).
- **Distractions, specifically texting** remain the top danger on the roads **for drivers** (90%) and **pedestrians crossing the streets** (77%).
- For drivers, associations of **texting, taking stimulants, aggressive driving and using cannabis** as dangerous behaviour have **softened** vs. 2021. These are still seen as dangerous by three-quarters or more.
- Dismissing the use of a **seatbelt in the rear seat** is **less likely to be seen as dangerous** (83%) than dismissing its use in the front seat (72%). In fact, more passengers say they have not used a seatbelt in the back seat (27%) compared to the front seat (15%).
- **Speeding** continues to be a dominant issue faced by passengers; many have felt unsafe (53%) or asked the driver to slow down (51%) as a result of speeding.

Road Safety Improvement Priorities

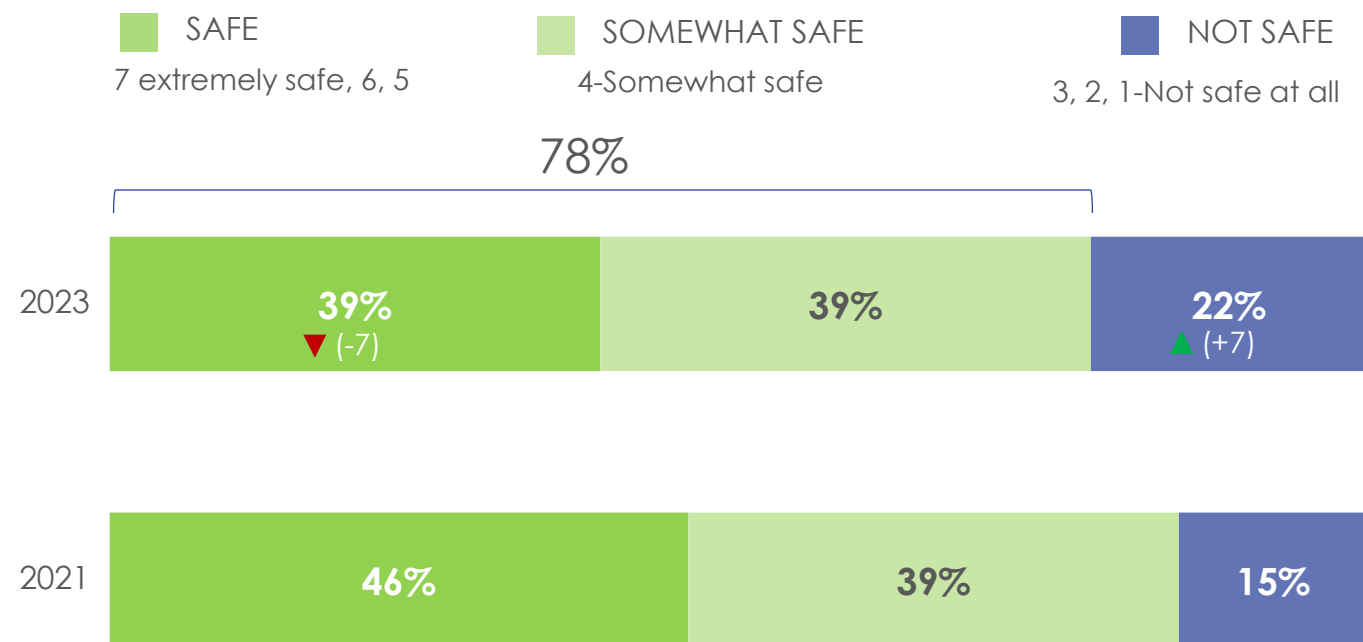
- Only 48% rate the design in their community effective for keeping people safe and thus, no wonder, over half (54%) rate it in the top 5 priority **for governments to act upon**.
- Responsibility for funding improvements to road design is attributed more so to the **municipal (38%) and provincial/territorial (37%)** government (vs. Federal, 29%).
- Indeed **road/infrastructure** appears on the top of an unprompted list of desirable improvements (28%). Nevertheless, **law enforcement** for checking and arresting impaired drivers, distracted drivers and enforcing speed limits make the top of a prompted list.
- In a forced choice scenario, many think that addressing **driver behaviours** (66%) would have a stronger positive impact on road safety than addressing road design (34%).
- For most, changes in the road design should be **driven by data (77%)** and more than half also believe that these changes should take community requests into account (56%).

Accessibility and Vision Zero

- There is a strong agreement that roads should be shared by everyone (64%). Yet, there is **little awareness that marginalized communities have less access** to safe roads (36%) and or **that communities might not be well-equipped to serve people with disability** (36%).
- **Accessible public transit** (73%) and **accessible sidewalks** (70%) make up the top 7 most efficient strategies for preventing collisions, showing that there is room to improve accessibility.
- Awareness of Vision Zero remains stable (16%), even though the recollection of road safety advertising has decreased (28% from 35%). This indicates that more investment in communication may be needed in order to move the needle of Vision Zero awareness.

ROAD SAFETY: PERCEPTIONS

Rating Level of Safety on Roads



Canadian roads continue to be considered safe by the majority. However, the proportion of those who rate the roads 'not safe' has increased since 2021.

Men continue to be more likely to rate the roads as 'safe' than women, at the same ratio observed in 2021 (45% vs 34% respectively), and Albertans are more positive about the roads than those who live in ON, QC and the Atlantic.

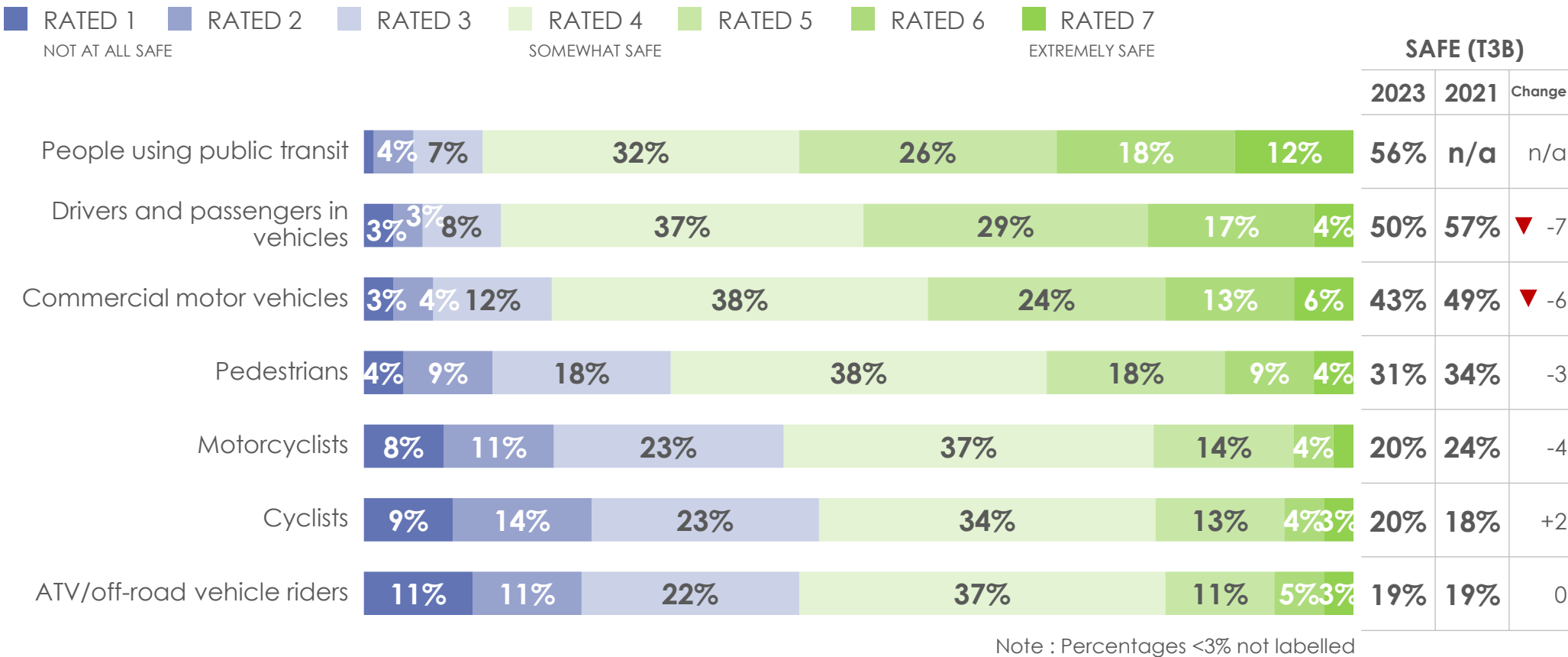
Adults 55+ have a larger contribution to the impression that roads are not safe (37%, compared to 11%-19% in the other age groups).

One-quarter of those who live in rural/ small/remote areas rate roads as 'not safe' - significantly higher than those who live in suburban areas.

Base: All Respondents (n=1101)
RF2. Overall, how would you rate the level of safety on Canada's roads? Please think of all road users (drivers, cyclists, pedestrians, etc.). Please use a scale of 1 to 7 where 1 is not at all safe, 7 is extremely safe and 4 is somewhat safe, .

Rating How Safe Each Form of Transportation Is

Road safety impressions vary across different types of transportation. Over half believe that the roads are safe for public transit users. Perceptions of road safety for drivers and passengers in vehicles – including commercial vehicles - have decreased significantly over the last two years. Men are more likely than women to rate the roads safe for almost all these users, with the exception of drivers and passengers in [private] vehicles.



Those over 54 years old are more likely to agree that roads are unsafe for cyclists. The gender gap observed in 2021 for cyclist safety has narrowed and men are now as likely as women to rate roads safe for cyclists.

Concerns with commercial motor vehicles – that roads are not safe for them – is higher in BC (31%) than in the rest of Canada (8%-22%).

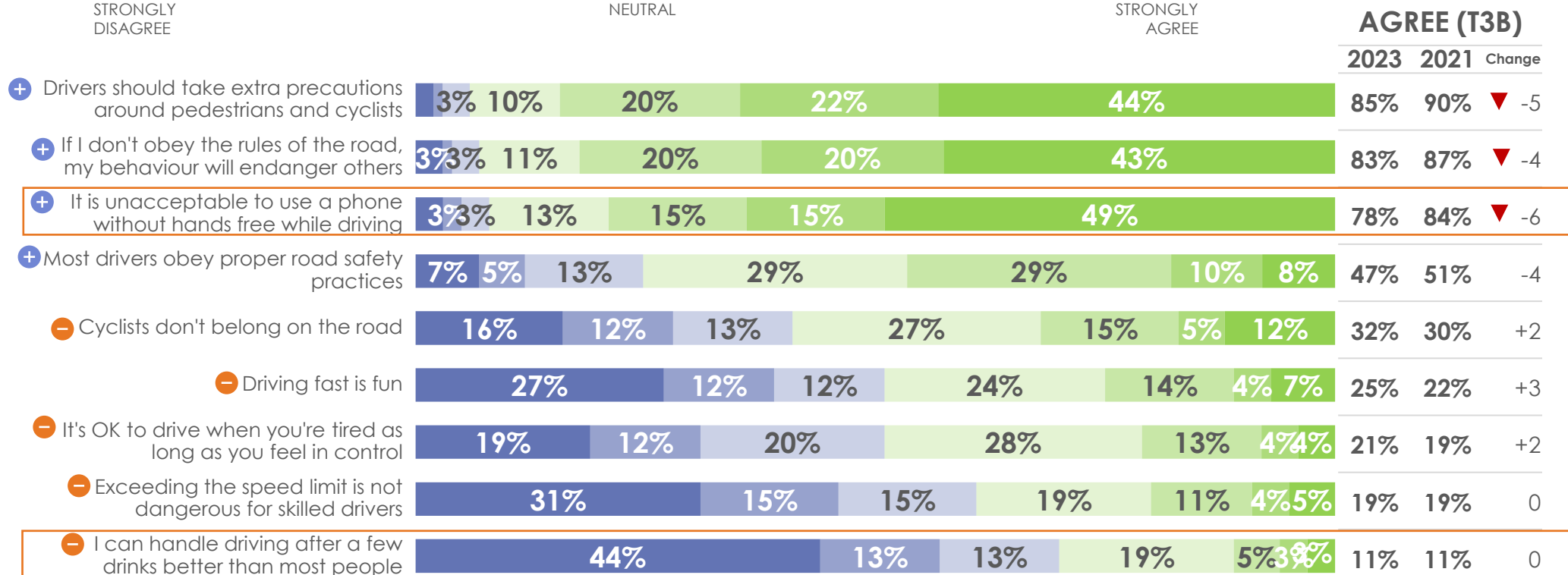
Base: All Respondents (n=1101)
RF3. Using the same scale, how safe would you say Canada's roads are for each of the following?.

A close-up photograph of a person's hands while driving. The person is wearing a blue and white horizontally striped long-sleeved shirt. Their right hand is holding a silver smartphone, looking down at the screen. Their left hand is resting on the steering wheel. The background is a blurred view of a road and greenery, suggesting the car is in motion. The overall tone is serious, highlighting the danger of distracted driving.

ROAD BEHAVIOURS AND DANGERS FOR PEDESTRIANS AND DRIVERS

Attitudes Towards Road Behaviours

Canadians tend to support behaviours that contribute positively to road safety and disagree with behaviours that contribute negatively. Almost half strongly agree that using a non-hands-free phone while driving is unacceptable, and a similar proportion strongly disagrees that they can personally handle driving after a few drinks better than most people. Understandably, these themes are often depicted in road safety campaigns. One-third of the respondents agree that cyclists don't belong on the road and the perception that most drivers obey proper road safety practices is underwhelming.



➤ Men continue to be more likely than women to agree that **Driving fast is fun** (31% vs 20% women). Yet, the gender gap previously observed in other behaviours that impact road safety negatively has narrowed.

➤ Those 18-34 are the most likely to agree that 'cyclists don't belong on the road' and that driving fast is fun.

➤ Those who commute mainly through multi/two-lane roads are the most likely to say 'driving fast is fun', that they 'can handle driving after a few drinks' and that 'it is ok to drive tired, as long as you feel in control'.

Base: All Respondents (n=1101)

RF5A. 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.

10 – © Ipsos

- + Contribute positively to road safety
- Contribute negatively to road safety

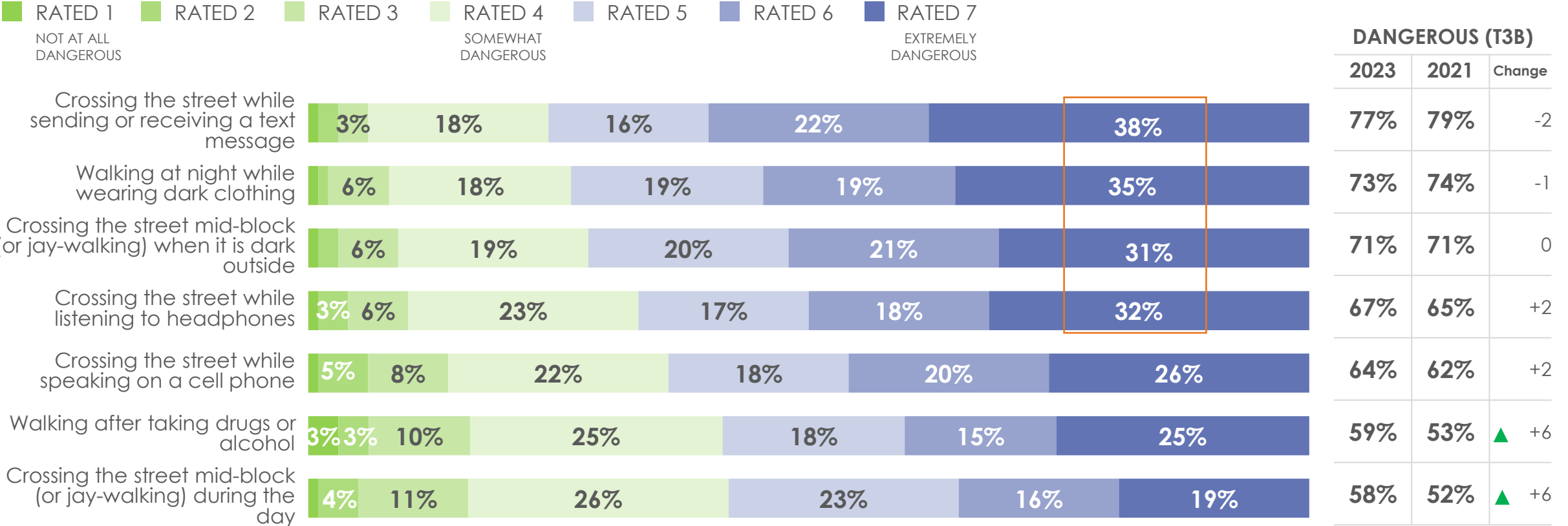
Note : Percentages <3% not labelled

▲ / ▼ Significantly higher/lower than previous year.



Dangers for Pedestrians

Top risks for pedestrians are consistent with 2021. In fact, a considerable proportion thinks these behaviours are 'extremely dangerous': crossing while texting or walking in dark clothing at night, followed by jay-walking, and crossing while listening to headphones. Interestingly, the opinions of younger individuals (16-17) are similar to those older (55+) when it comes to crossing while texting, while on a cellphone or with headphones or jay-walking – both groups are more likely than others to tag this as dangerous behaviour.

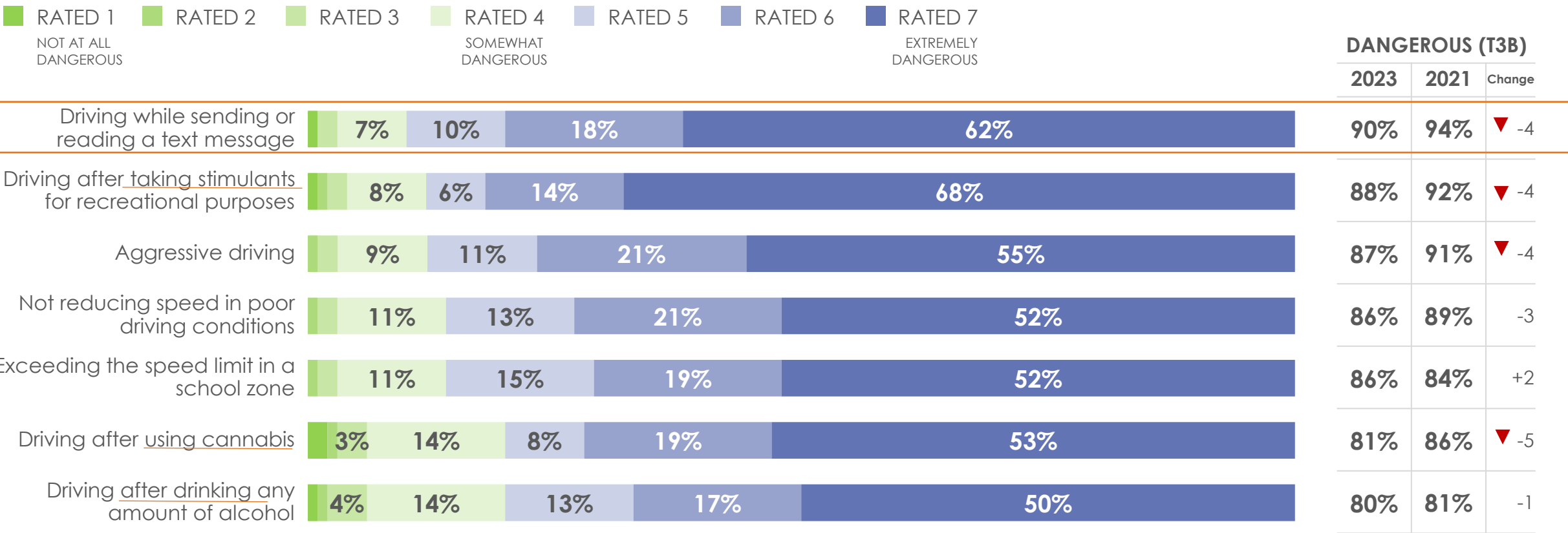


Note : Percentages <3% not labelled

Base: All Respondents (n=1101)
 RF4a. Now thinking specifically about pedestrians, how dangerous are each of the following in terms of road safety? Again, 1 is not at all dangerous, 7 is extremely dangerous and 4 is somewhat dangerous.

Dangers for Drivers (1/2)

Perceptions of dangerous behaviours for drivers are much more amplified compared to pedestrians, as many of these behaviours are considered extremely dangerous (by half or more of the respondents). Still, as with pedestrians, texting leads the list of dangerous behaviours. Although the ranking of behaviours remains consistent with that reported in 2021, concerns about driving after taking stimulants, using cannabis or having two or more drinks within two hours of driving (next page) have softened.

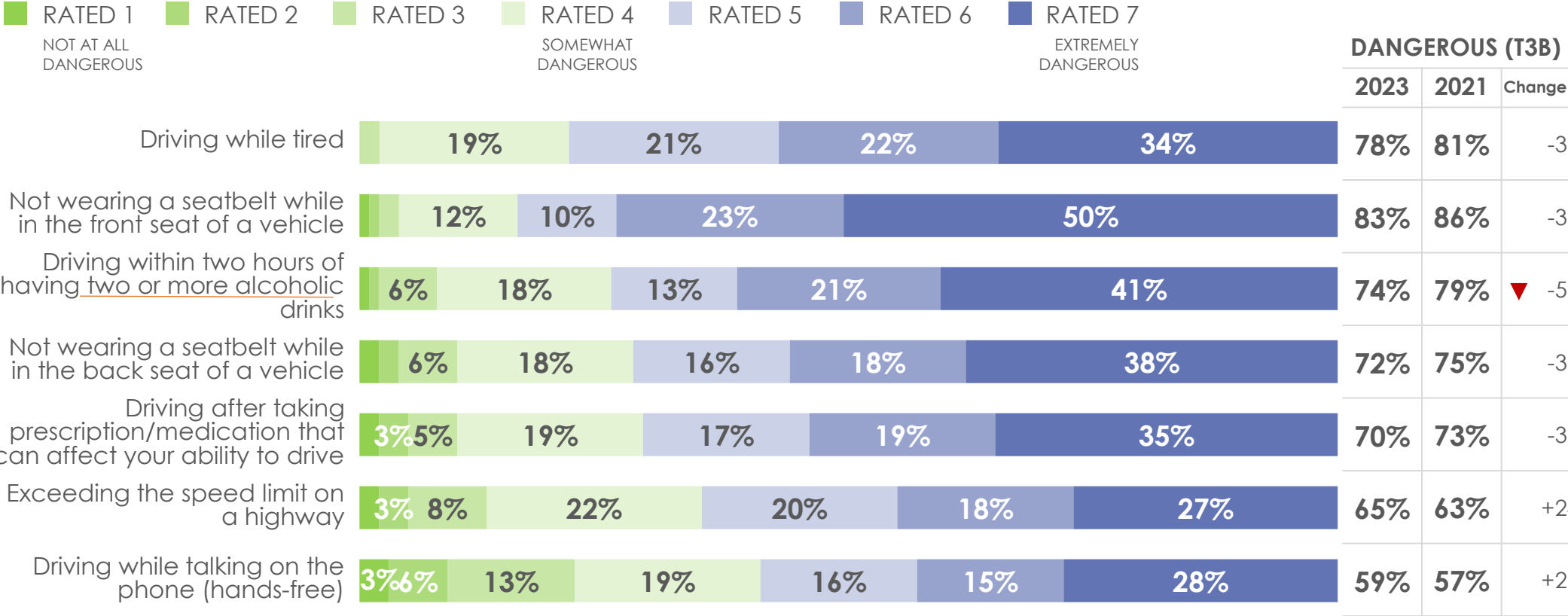


Note : Percentages <3% not labelled

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 (2/2)

Interestingly, not wearing a seatbelt in the rear seat is less likely to be considered dangerous compared to not wearing it in the front seat.



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.
<https://www.nytimes.com/2019/06/12/business/seatbelts-back-seat-safety.html>, <https://www.nbcnews.com/business/consumer/study-shows-back-seat-not-safest-place-your-child-front-n998581>

Past Actions/Experiences of Passengers

Speeding continues to be a dominant issue that passengers face, followed by the driver being under the influence of alcohol or using a cell phone. While many (41%) have refused to travel with a driver under the influence, a substantial proportion (26%) have travelled with a driver who was under the influence.

Compliance with rules around wearing a seatbelt is less of a concern overall. Further, compliance with wearing a seatbelt in the rear seat is softer compared to wearing a seatbelt in the front seat.

| | | 2021 | Change |
|--|-----|-------|--------|
| Felt unsafe because of the speed | 53% | 55% | -2 |
| Asked a driver to slow down | 51% | 53% | -2 |
| Refused to travel with a driver under alcohol influence | 41% | 41% | 0 |
| Driver was talking while holding a cell phone | 35% | 39% | -4 |
| Felt unsafe because a driver was using a cell phone or texting | 35% | 39% | -4 |
| Asked a driver not to text or use their cell phone while driving | 35% | 38% | -3 |
| Been involved in a collision | 34% | 34% | 0 |
| Travelled with a driver who was texting | 30% | 34% | -4 |
| Felt unsafe because a driver was tired | 30% | 32% | -2 |
| Refused to travel with a driver under drugs influence | 29% | 30% | -1 |
| Not worn a <u>seatbelt when travelling in the back seat</u> | 27% | 28% | -1 |
| Travelled with a driver who was under the influence of alcohol | 26% | 31% ▼ | -5 |
| Travelled with a driver who was under the influence of drugs | 17% | 19% | -2 |
| Not worn a <u>seatbelt when travelling in the front seat</u> | 15% | 18% | -3 |
| Encouraged a driver to drive faster | 10% | 11% | -1 |

Women are more likely than men to have asked a driver to slow down.

Those aged 18-34 are more likely to report not wearing a seatbelt – either in the front (27%) or in the rear seat (40%). And almost half of them (47%) have travelled with a driver who was texting.

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

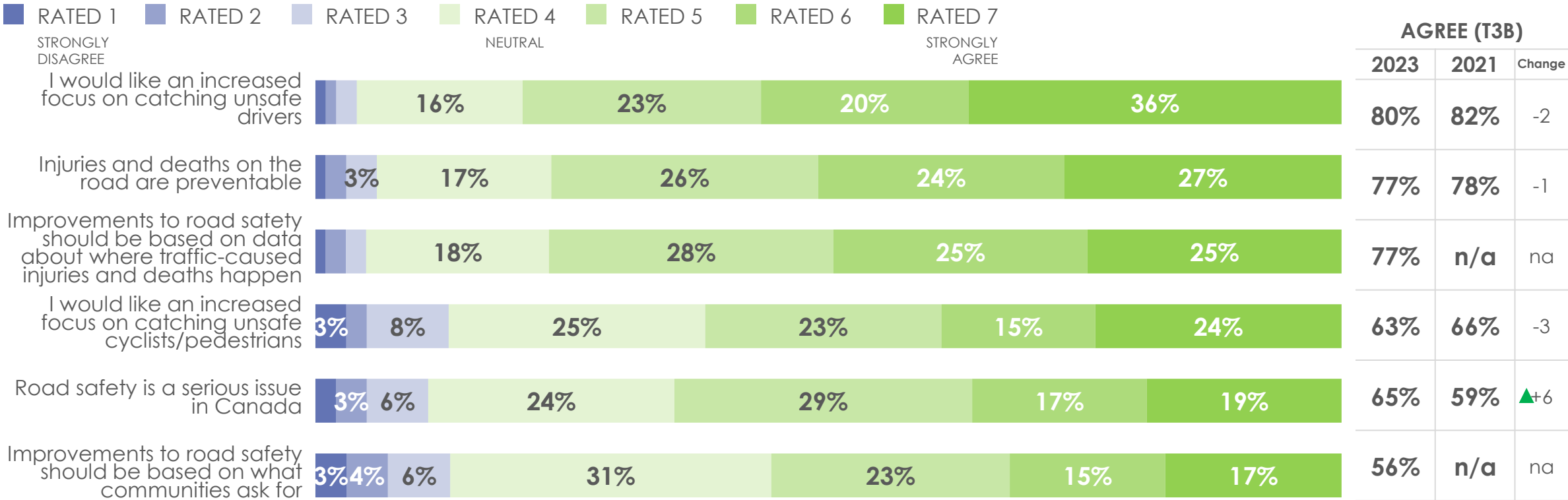
ATTITUDES AND ROAD SAFETY MEASURES



Attitudes towards Road Safety (1/3)

Concerns with road safety have increased since 2021; two-thirds (65%) of the population agree that road safety is a serious issue in Canada (compared to 59% in 2021). Further, a large majority (77%) recognize that injuries and death on the roads are preventable. More than three-quarters (77%) agree that data should drive safety improvements, while just over half (56%) agree that community requests should play this role.

Non-motorists are more likely to select community requests. While motorists and non-motorists are as likely to call for an increase in focus to catch unsafe drivers, motorists are more likely than their counterparts (66% vs 54% respectively) to want to see cyclists and pedestrians caught for unsafe behaviour.

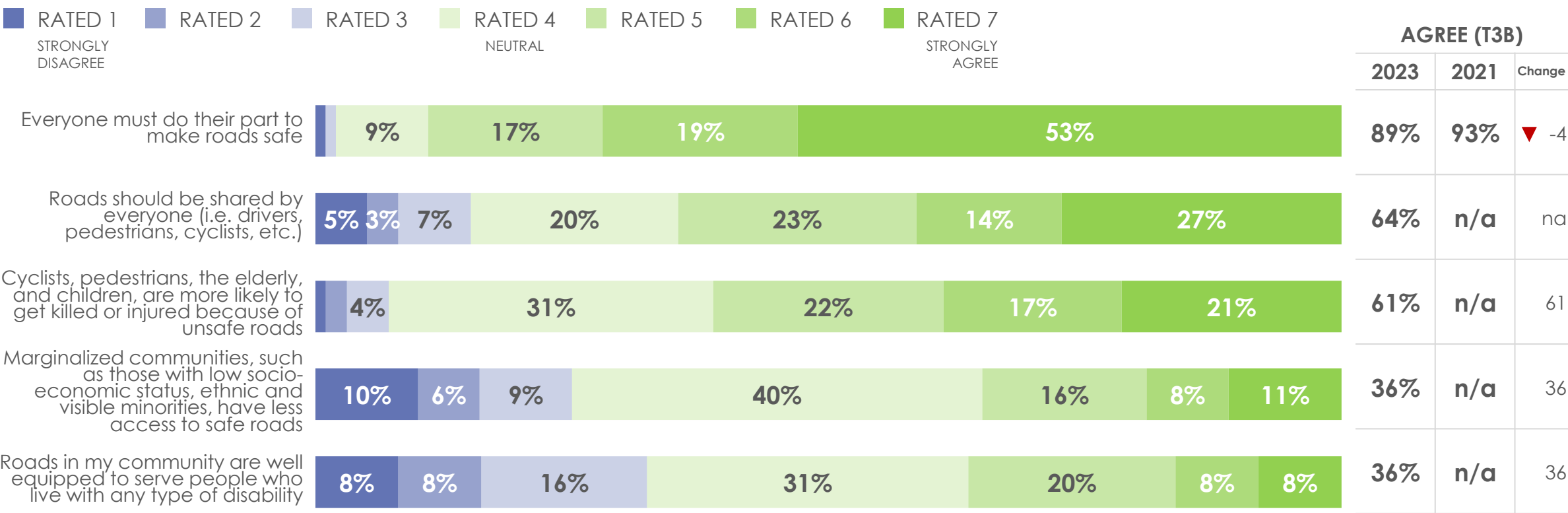


Note : Percentages <3% not labelled

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.
Note: There were six new statements added in 2023, and two statements have been removed. Interpret tracking numbers with caution.

Attitudes towards Road Safety (2/3)

Almost 9 in 10 believe that making roads safe is a responsibility shared by everyone, and although the agreement with this statement has softened in 2023, it is still very high. In addition, two-thirds agree that roads should be shared by everyone. Yet, there is little understanding that marginalized communities have less access to safe roads and that communities are might not be well equipped to serve people with disability (both agreed by 36% of the respondents).

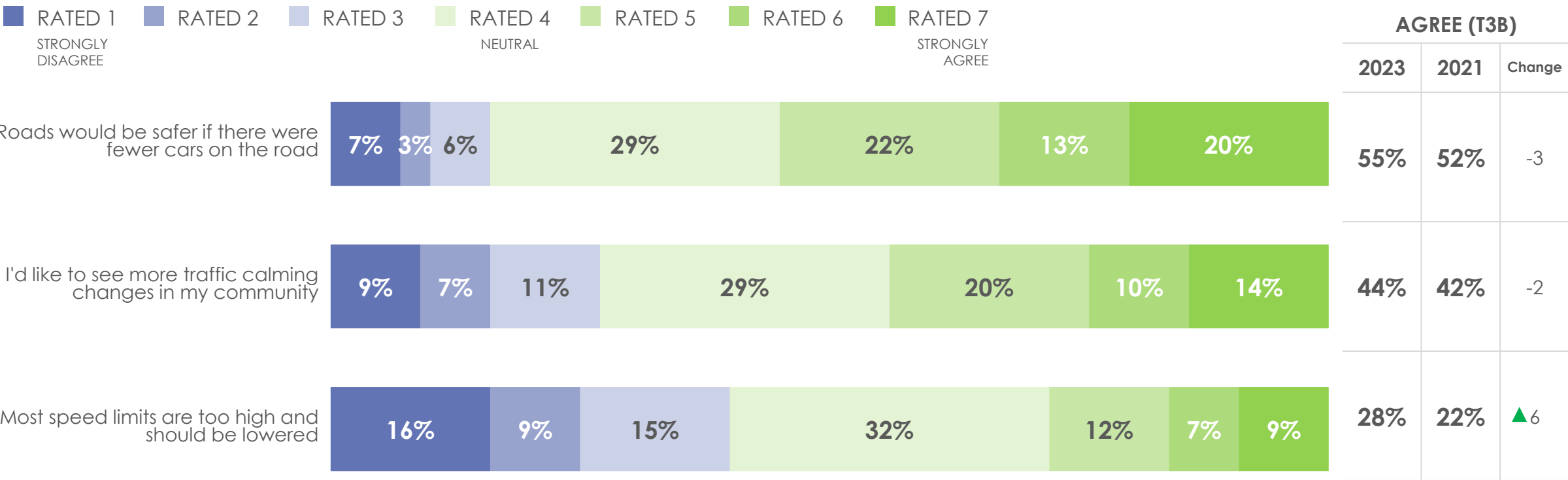


Note : Percentages <3% not labelled

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.
Note: There were six new statements added in 2023, and two statements have been removed. Interpret tracking numbers with caution.

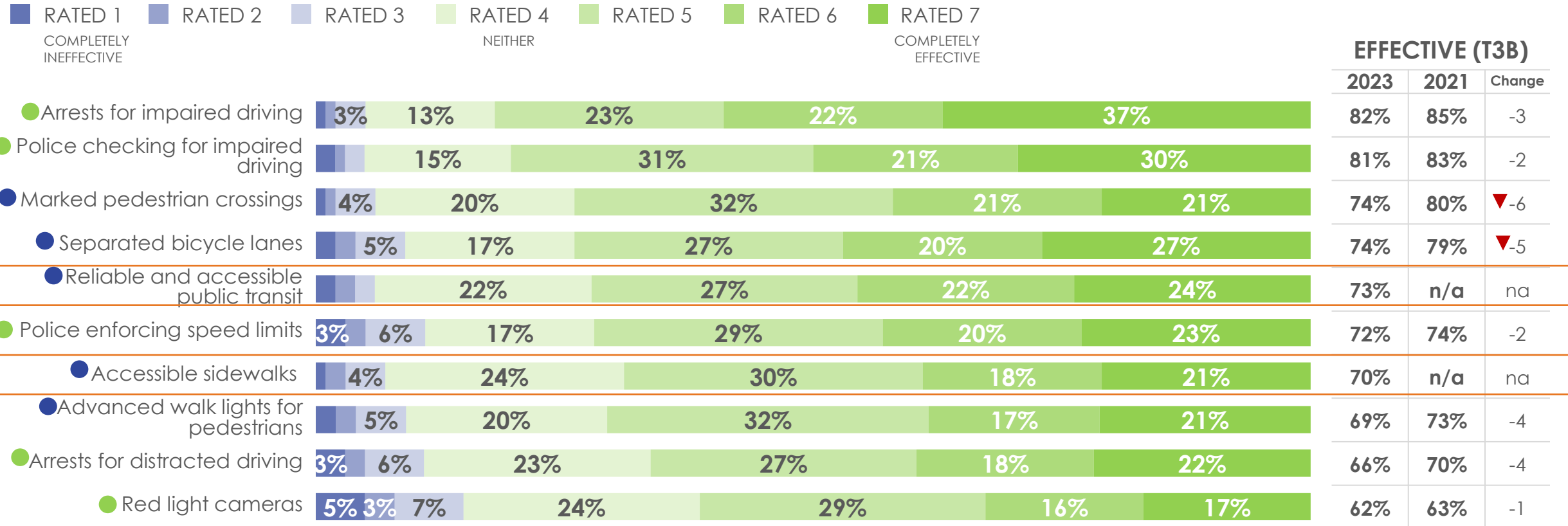
Attitudes towards Road Safety (3/3)

Over half of the respondents agree that having fewer cars on the roads would make roads safer; although this perception is driven by cyclists (67%), non-motorists are just as likely as motorists to agree with this statement. About four in 10 would want to see more traffic calming changes in their communities, these are driven by urban areas and motorists. Speed limits are more of a concern in 2023, and, compared to their counterparts, it is more likely to be raised by non-motorists (38%), by cyclists (37%), but those who live in urban areas (34%), parents (34%) and those who live in the Atlantic (37%) .



Effectiveness of Road Safety Strategies (1/2)

In general, Canadians do find road safety strategies (either design or behaviour-led strategies) to be effective. Police checks and arrests for impaired driving remain the top effective strategies. Three-quarters think that marked pedestrian crossing and separated bicycle lanes are effective, though this proportion is down compared to 2021. Seven in 10 call out reliable and accessible public transit and accessible sidewalks as effective strategies for preventing serious injuries or deaths that may result from collisions.



Base: All Respondents (n=1101)

RF6. In your opinion, how effective are each of the following road safety strategies at preventing collisions that cause serious injury or death?

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● Design
● Behaviour

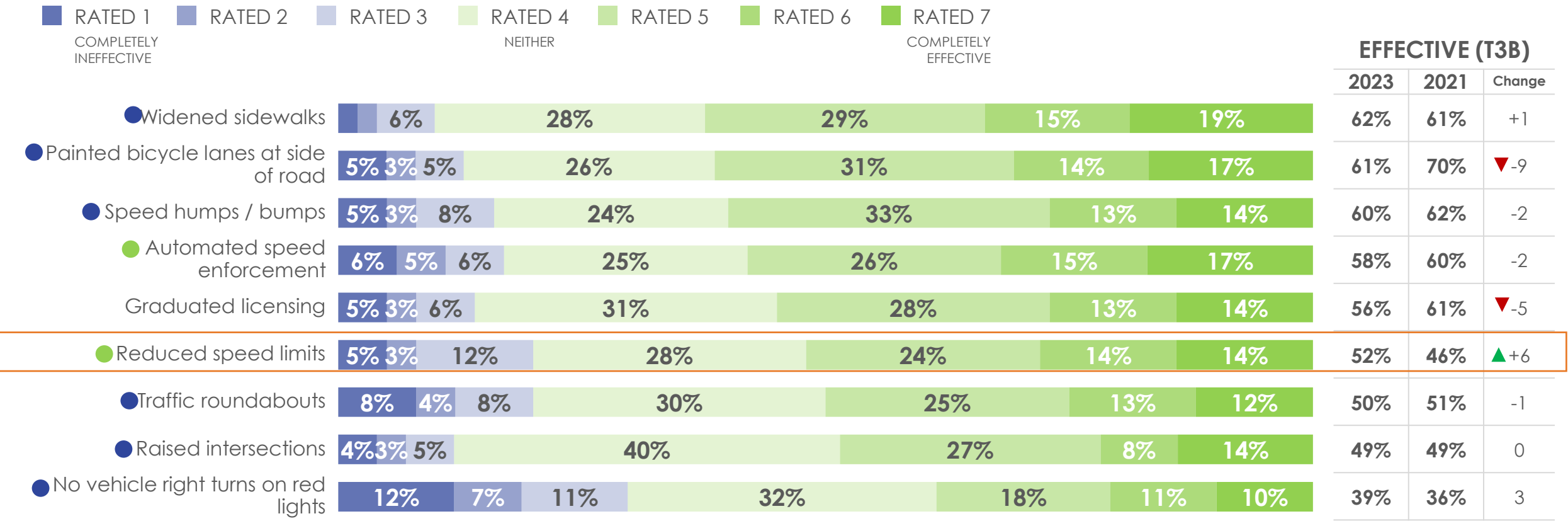
Note : Percentages <3% not labelled

▲ / ▼ Significantly higher/lower than previous year.



Effectiveness of Road Safety Strategies (2/2)

Canadians are not as certain of the effectiveness of road designs like traffic roundabouts, raised intersections and no turn on the red light, and the perceived effectiveness of painted bicycles at the side of the road has decreased. However, more Canadians think that reduced speed limits are effective at preventing collisions that cause serious injury or death. Speed limit reductions are rated effective for those who are non-motorists and those new to Canada (less than 5 years).



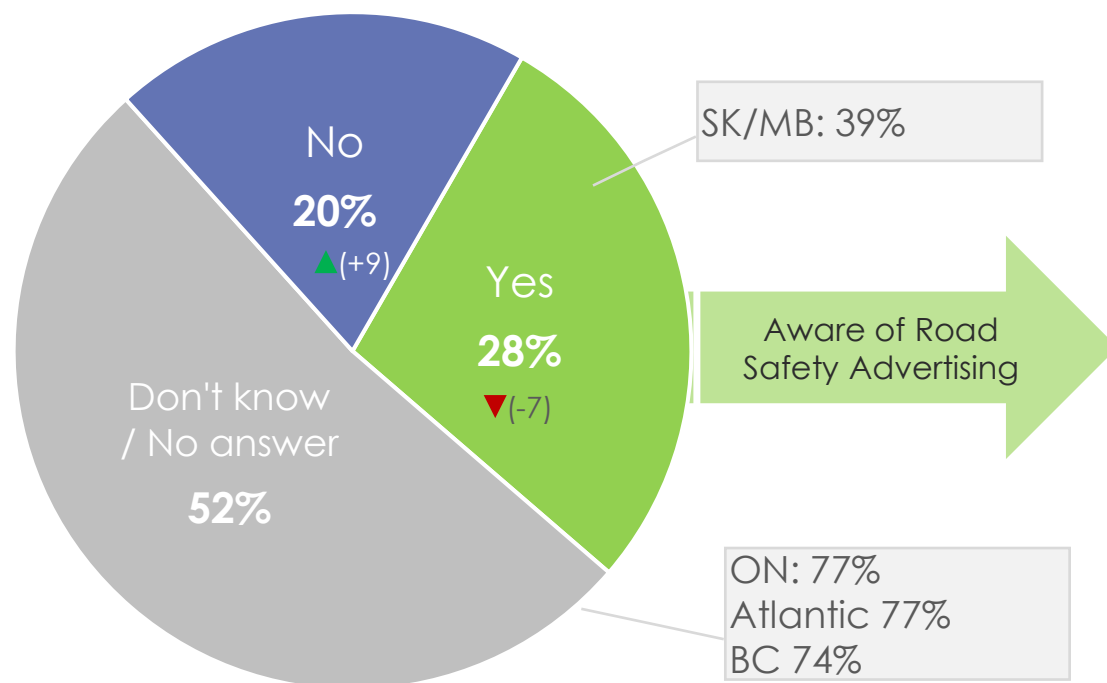
VISION ZERO AWARENESS AND ATTITUDES



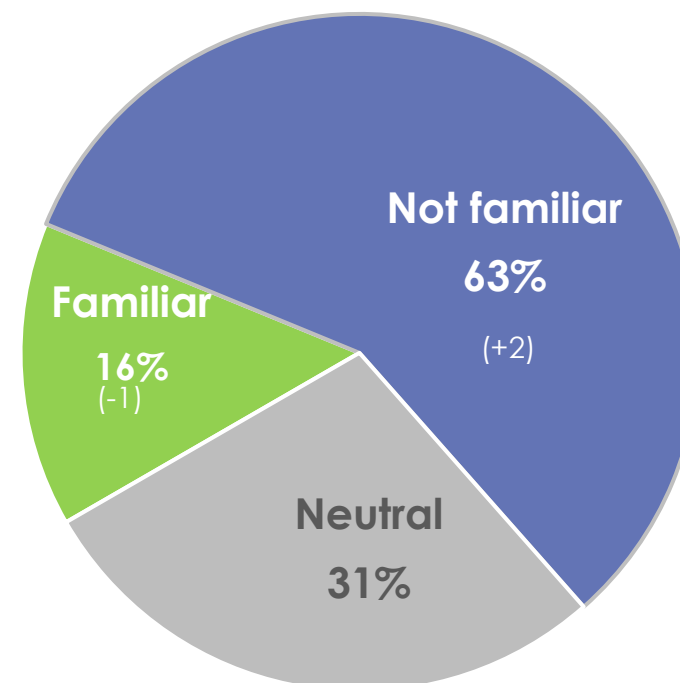
Road Safety Advertising Awareness

Recollection of seeing road safety advertising and awareness of 'Vision Zero' term remains low. Fewer say they have seen any advertising about road safety over the past year.

Road Safety Advertising Awareness



'Vision Zero' Awareness



Base: All Respondents (n=1101)

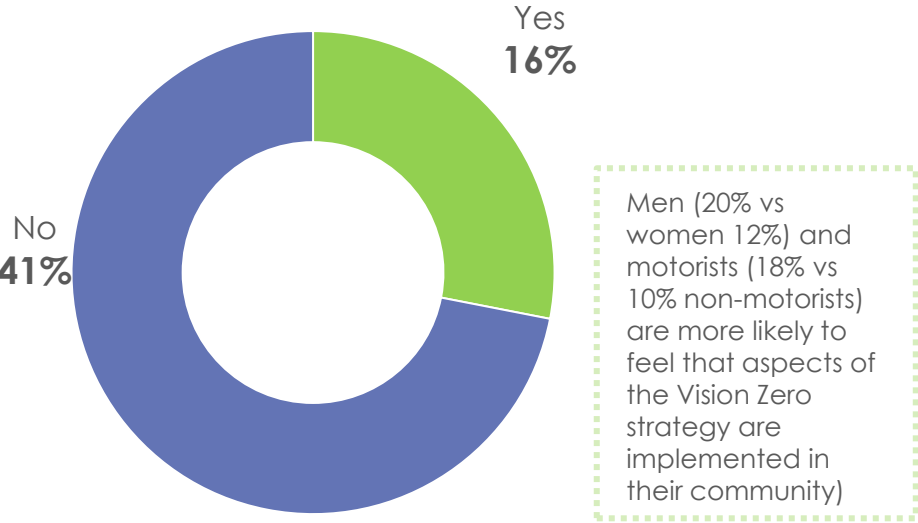
RF9. Have you read, seen or heard any advertising about road safety **over the past year**?

RF10. How familiar are you with the term "Vision Zero"? Base: Respondents aware of road safety advertising (n=317)

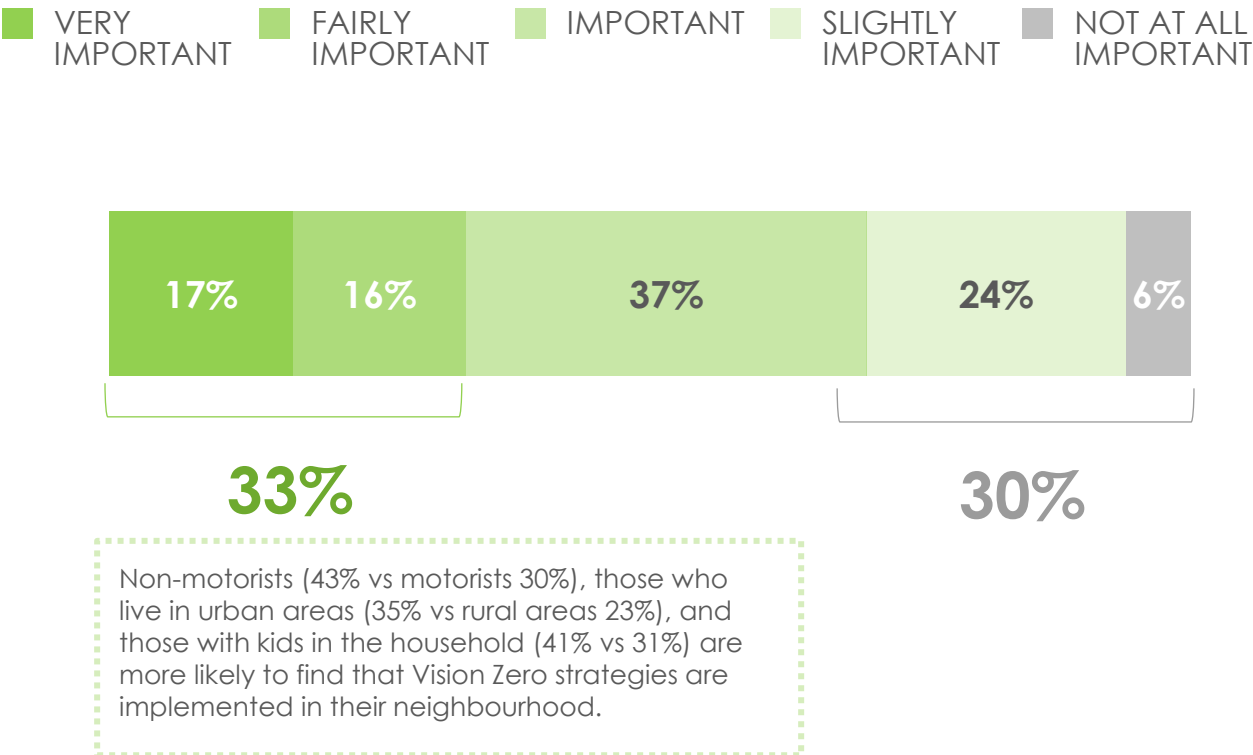
Vision Zero In Community

Few observe Vision Zero aspects applied to the roads of their communities. One-third say it would be important (very/fairly) to implement Vision Zero aspects in their community

Vision Zero Presence In Community



Importance Of Implementing Vision Zero In Community



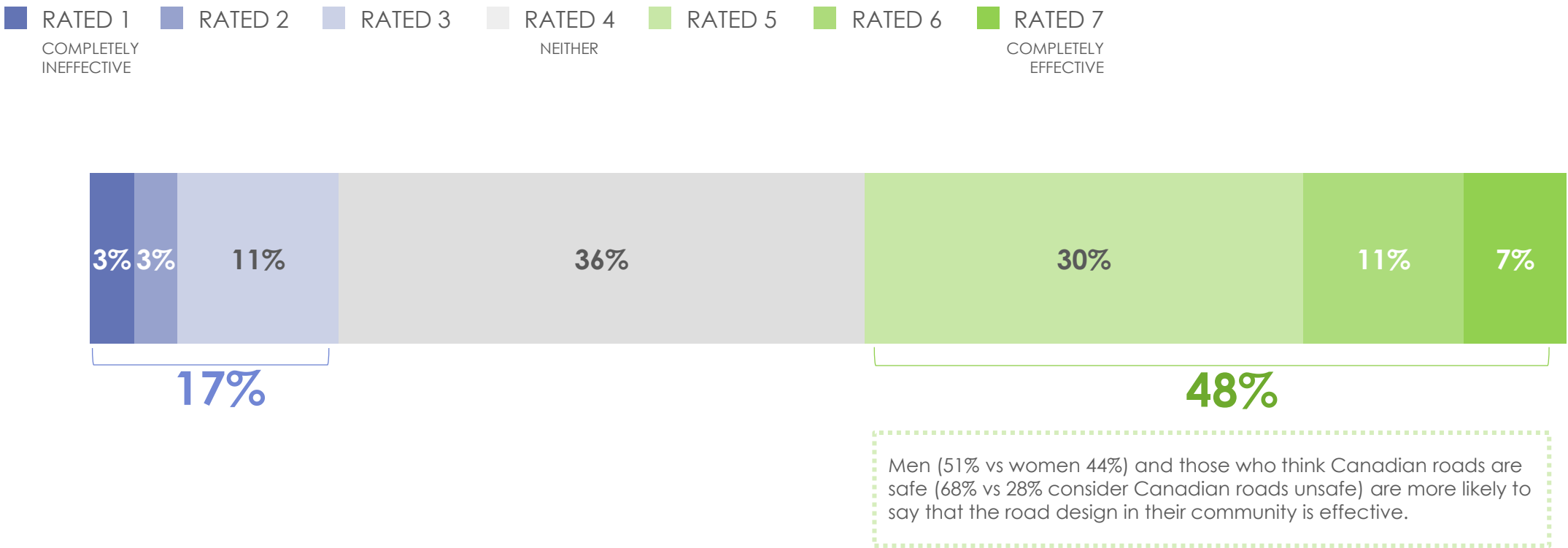
Base: All Respondents (n=1101)
RF10a. Do you feel that aspects of the Vision Zero strategy are implemented in your community?
RF10b Importance of implementing Vision Zero in community

ROAD SAFETY IN COMMUNITY

A low-angle, street-level photograph of a busy city intersection. In the foreground, the lower legs and feet of several pedestrians are visible as they cross a crosswalk marked with white stripes on asphalt. The people are wearing various casual clothing like jeans, trousers, and sneakers. In the background, more pedestrians are walking, and the city street is filled with blurred lights from buildings, traffic lights, and cars, creating a sense of motion and urban activity.

Effectiveness of Road Design in Community

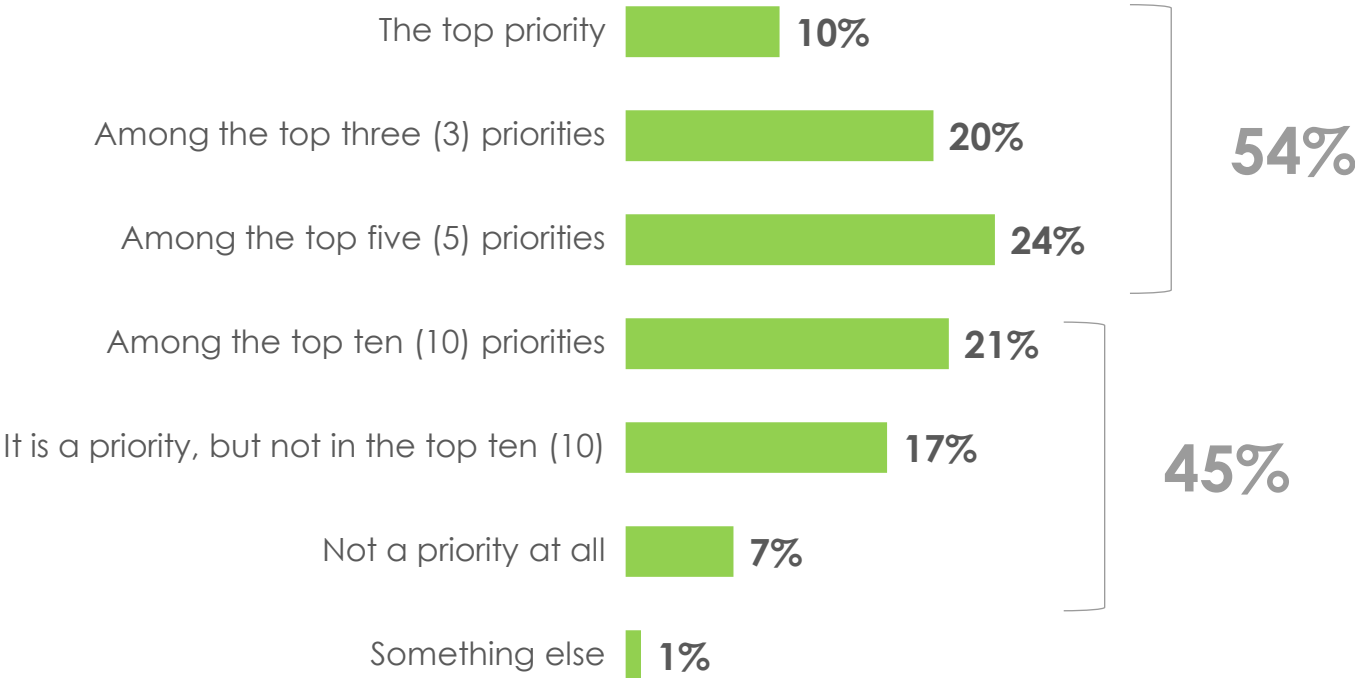
About half say the road design in their community is effective for keeping everyone safe, and only very few say they are completely effective, suggesting there is room for improvement. Almost two in ten say the road design is ineffective.



Base: All Respondents (n=1101)
RF6aa. In your opinion, how effective is the road design in your community at keeping everyone safe, such as drivers, cyclists and pedestrians, including the elderly and children, and those who live with a disability?

Priority of Addressing Road Safety in Community

Over half of the respondents say road safety issues are among the top 5 priorities for governments to address. Those aware of 'Vision Zero' and those not born in Canada are more likely to consider it a top priority for government to address.

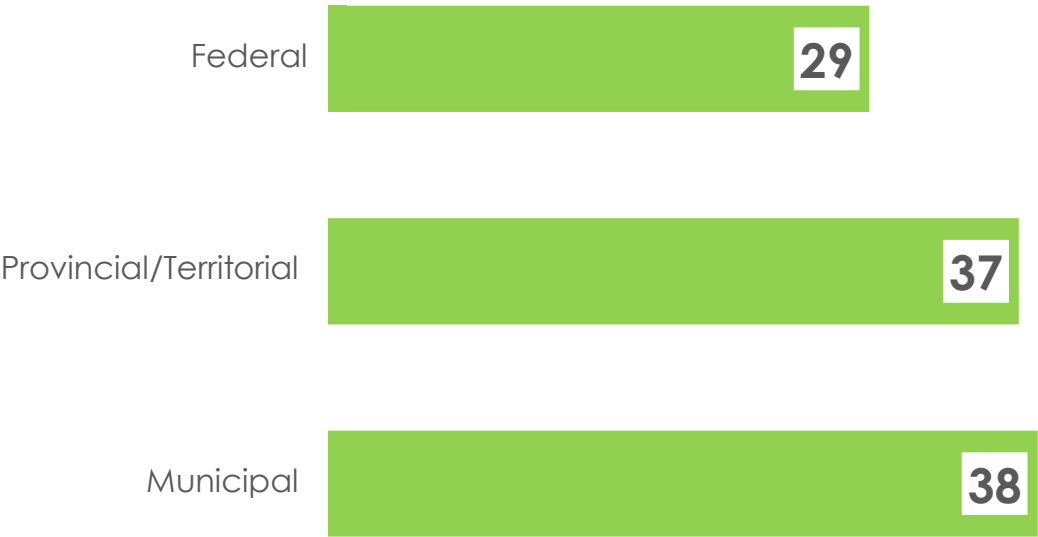


Base: All Respondents (n=1101)
RF10d. Every community has issues that requires public administration (i.e. Federal, Provincial or Territorial, Municipal or local) to act upon. Compared to other issues that need to be solved in your community, would you say road safety is... (Please select one)

Level of Government that Should Lead Funding for Road Design

Responsibility for funding improvements to road design is attributed mainly to municipal and provincial/territorial governments. Those most likely to attribute funding responsibility to:

- the **municipal** sphere: are from Ontario (40%), those who live in urban or suburban areas (39%, and 36% respectively) vs rural/small/remote areas (29%)
- the **provincial** sphere: are older than 54 years of age (41% vs other age groups 36%), live in a rural area (44%) vs urban (36%)
- the **federal** sphere: are from the Atlantic provinces (38%), those who rate the Canadian roads are unsafe (34% vs roads are safe 29%)



Base: All Respondents (n=1101)
RF10e. Which level of government should take the lead for funding improvements to road design to make our roads safer? You can enter numbers from 0 to 100 for each of the levels. The total must add to 100. If you think one of these levels should not participate in funding safe road design, type in 0 (zero).

Road Safety Improvements in the Community (unprompted)

Mentions about roads and infrastructure float to the top as something to do to improve road safety in their community. In fact, such mentions have increased compared to 2021. Comments about behavioural measures come in the second tier of mentions. Those who live in urban areas are more likely to ask for slowing down, while those in rural areas are more likely to mention 'infrastructure'.

| | | 2021 | Change |
|--|-----|------|--------|
| Roads/ infrastructure | 28% | 18% | ▲ 10 |
| Better enforcement of laws/ stricter punishments/ more police presence/ reporting offenders | 16% | 12% | 4 |
| Slow down/ be more attentive/ careful | 9% | 14% | ▼ -5 |
| Better road space for cyclists | 7% | 2% | ▲ 5 |
| Follow the rules | 4% | 5% | -1 |
| Educate the public/ training programs/ raising awareness | 3% | 3% | 0 |
| Reduce speed limits | 3% | 3% | 0 |
| Avoid distractions/ alcohol/ drugs | 2% | 3% | -1 |
| Walking/ biking more/ less driving | 2% | 2% | 0 |
| Overall behaviour mentions | 2% | na | Na |
| Better/ accessible transit | 1% | na | Na |
| Community requests | 1% | na | Na |
| Political engagement | 1% | na | na |



Level the roads, fill in potholes...separate cycling route from busy roads.
(...) No parking on main roads during busy hours.

bikes have their own safe place to drive, OFF the sidewalks and OFF the
road in the way of cars

Redesign the road, add shoulders, enforce speed limits

More wider sidewalks etc

Campaigns to make adult pedestrians more aware especially on busy
streets with multi-lanes of traffic when dark out (e.g., don't mindlessly
cross while texting a friend)

Law enforcement officers dedicated to road safety & more
enforcement with heavy fines, tickets, arrests, impoundment of cars,
arrests...

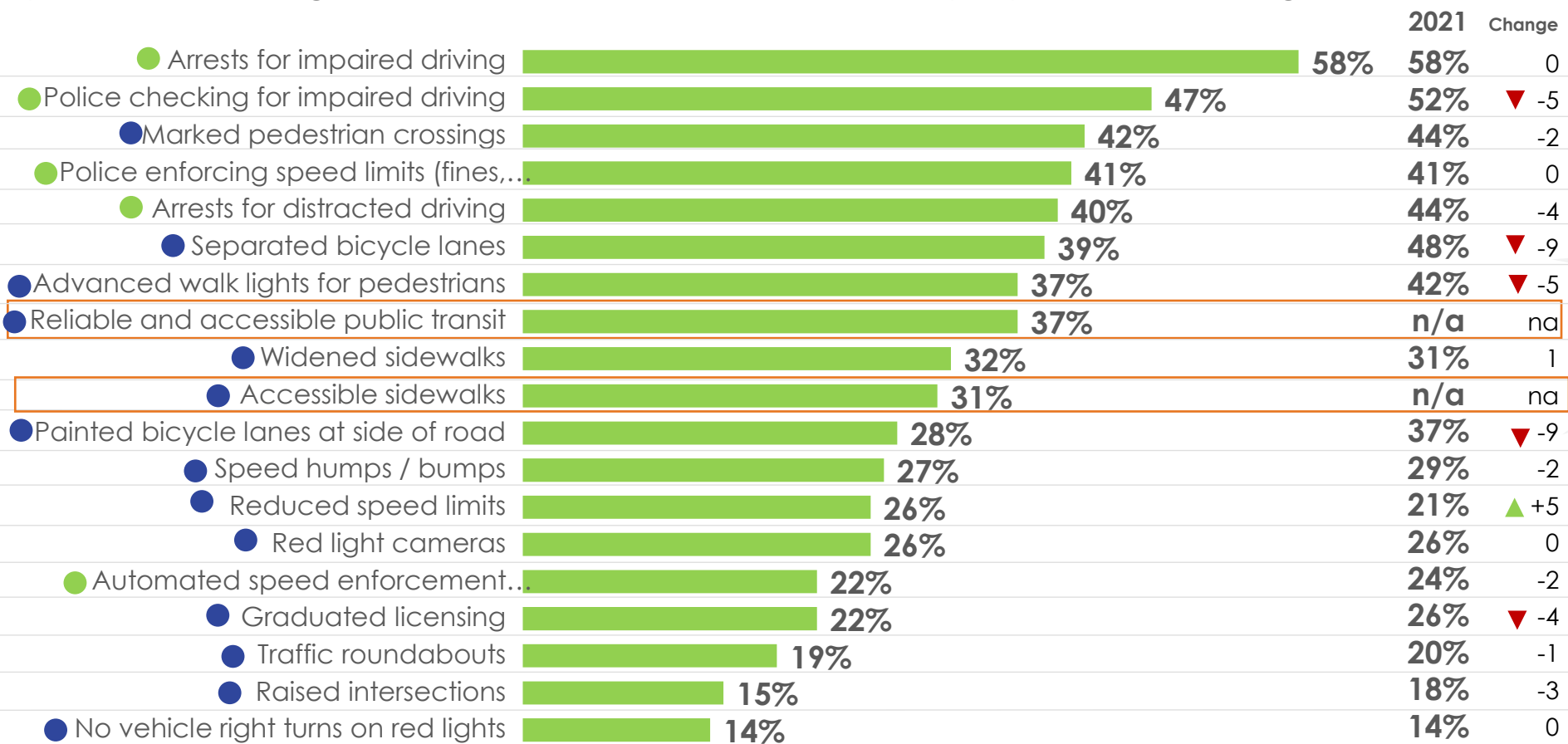
I live in a small rural town. Slow speeds through the town. Slow
approaching a sidewalk. Wish a truck bypass would be made to get
large trucks away from town

Be able to report drivers who don't adhere to traffic/signage (i.e. stop
signs, signal lights)

Base: All Respondents (n=1101)
RF6B. Thinking about improving road safety in your community, what's something you'd be likely to do?

Measures to be Implemented in the Community

Arrests for impaired driving remain the top measure individuals would like to see implemented in their community. This is substantially higher among older (55+) individuals and among those who live in rural areas (69% and 71% respectively). There is less enthusiasm about roundabouts, raised intersections and no right turn on red. While most measures have kept their place in the ranking, those related to bike lanes have fallen by 3 spots on the ranking.



To 6th from 3rd

No difference between cyclists, pedestrians, motorists and non-motorists.

To 10th from 7th

'Reliable and accessible public transit' has higher mentions among those who live in urban areas, non-motorists and those outside QC

'Accessible sidewalks' has higher mentions among women and those between the ages of 18-34

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

Driver Behaviour vs Road Design for Improving Road Safety

Two-thirds think that addressing driver behaviours would have a stronger positive impact on road safety to prevent collisions, injuries and deaths on roads, than addressing road design (as voted by one-third).

Road design (including speed humps / bumps, protected bike lanes, increased sidewalks and dedicated crosswalks, road design, road conditions)

34%

Higher among:

- those 18-34 (39%) and those 35-54 (42%) vs those under 18 (27%) and those 55+ years of age (26%).
- Cyclists (45%) compared to: pedestrians (35%), motorists (34%) and non-motorists (37%).

Driver behaviour (defensive driving, be aware of surroundings, keep speed down, cut out distractions)

66%

Base: All Respondents (n=1101)

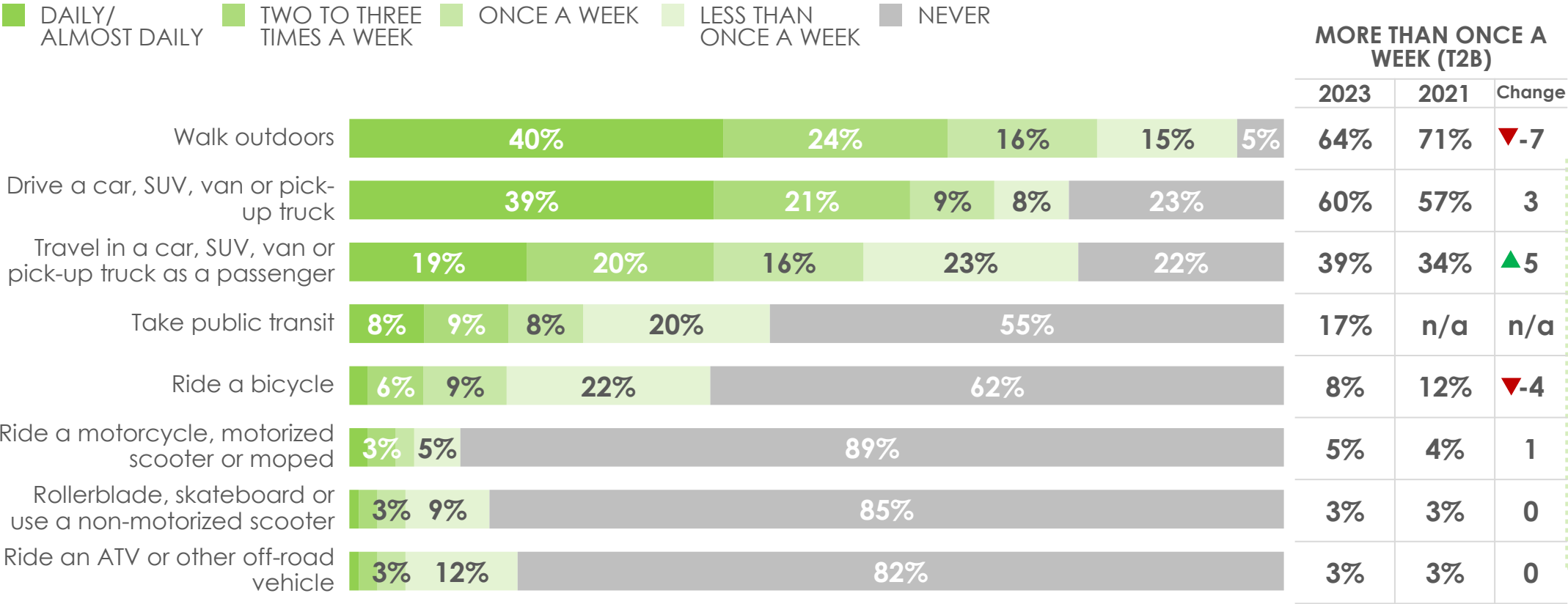
RF10f. Which one of these two elements you think has a stronger positive impact on road safety, that is, in preventing collisions, injuries and deaths on roads?

TRANSPORTATION BEHAVIOUR AND SAMPLE PROFILE



Frequency of Activities

Driving and walking continue to be the most undertaken activities involving usage of roads. However, fewer say they are engaging in walks, compared to 2021. Fewer than two in 10 (17%) take public transit, the use of bikes has softened compared to 2021.



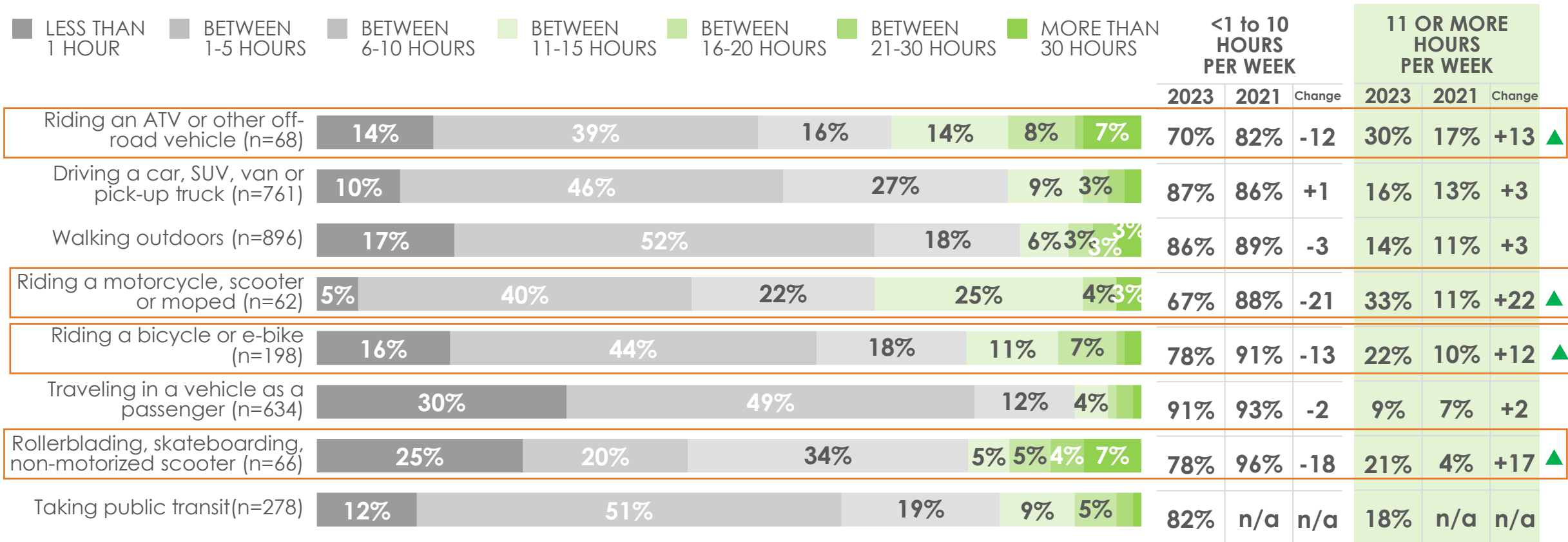
Men continue to be more likely than women to drive a car daily/almost daily or 2-3 times a week (68% vs 54% of women), and to take public transit (20% vs 15% of women).

Note : Percentages <3% not labelled

Base: All Respondents (n=1101)
RF1. In a typical **week** how often do you do each of the following?

Hours Spent Using Transportation in a Typical Week

The frequency of transportation usage is consistent with that observed in 2021; individuals who engage in those niche activities (i.e. riding ATV, a motorbike, a bicycle/e-bike, or rollerblading) continue to do so. In fact, there is a steep increase in the frequency of riding these types of transportation. Contrastingly, although more Canadians on the average drive in their cars or walk outdoors, they are spending less time per week doing these activities (16% and 14% respectively do these activities for 11+ hours a week).



*Defined as those who ride ATVs at least once a week

Base: Respondents who engaged in activity at least once a week (varies)

RF1a. Still thinking of a typical **week**, how many hours do you spend doing the following?

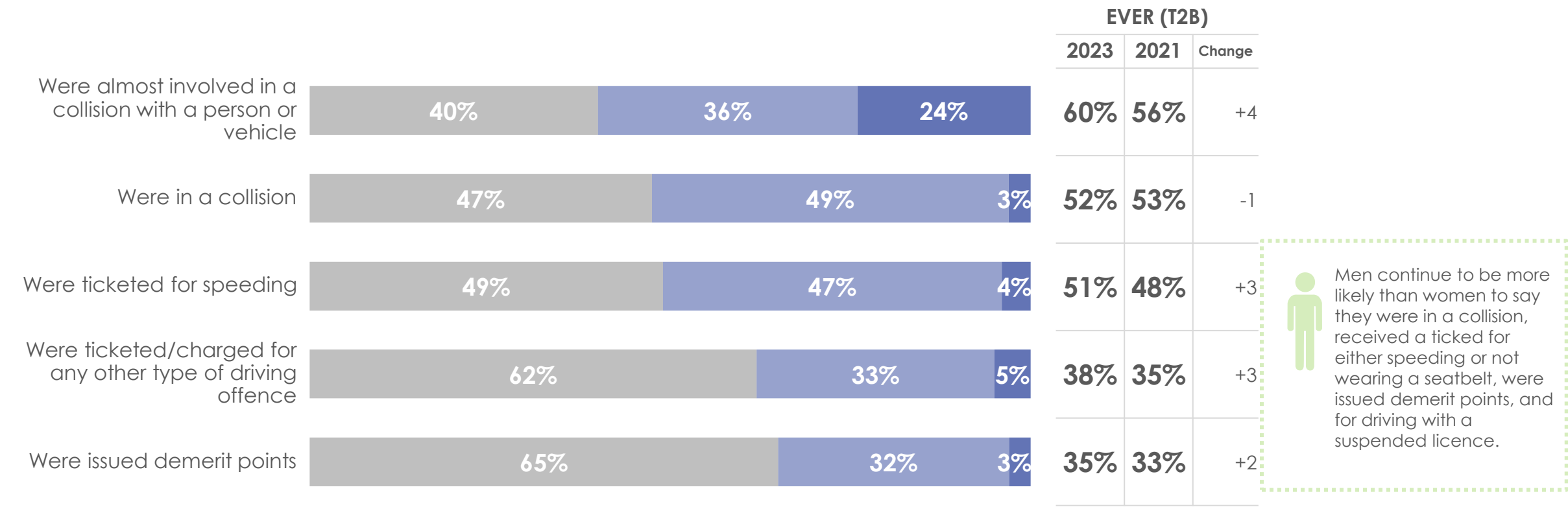
Note : Percentages <3% not labelled

▲ / ▼ Significantly higher/lower than previous year.

Past Actions/Experiences of Drivers (1/2)

When it comes to personal experience, a majority of the motorists have been either in a collision or involved in a ‘near miss’. One-quarter of the ‘near miss’ occasions have happened within the past 12 months, representing a marginal increase compared to 2021. Additionally, half say they’ve been ticketed for speeding, and a third indicate they’ve been ticketed/charged for another driving offence and/or been issued demerit points.

■ WITHIN THE PAST 12 MONTHS ■ MORE THAN 12 MONTHS AGO ■ NEVER

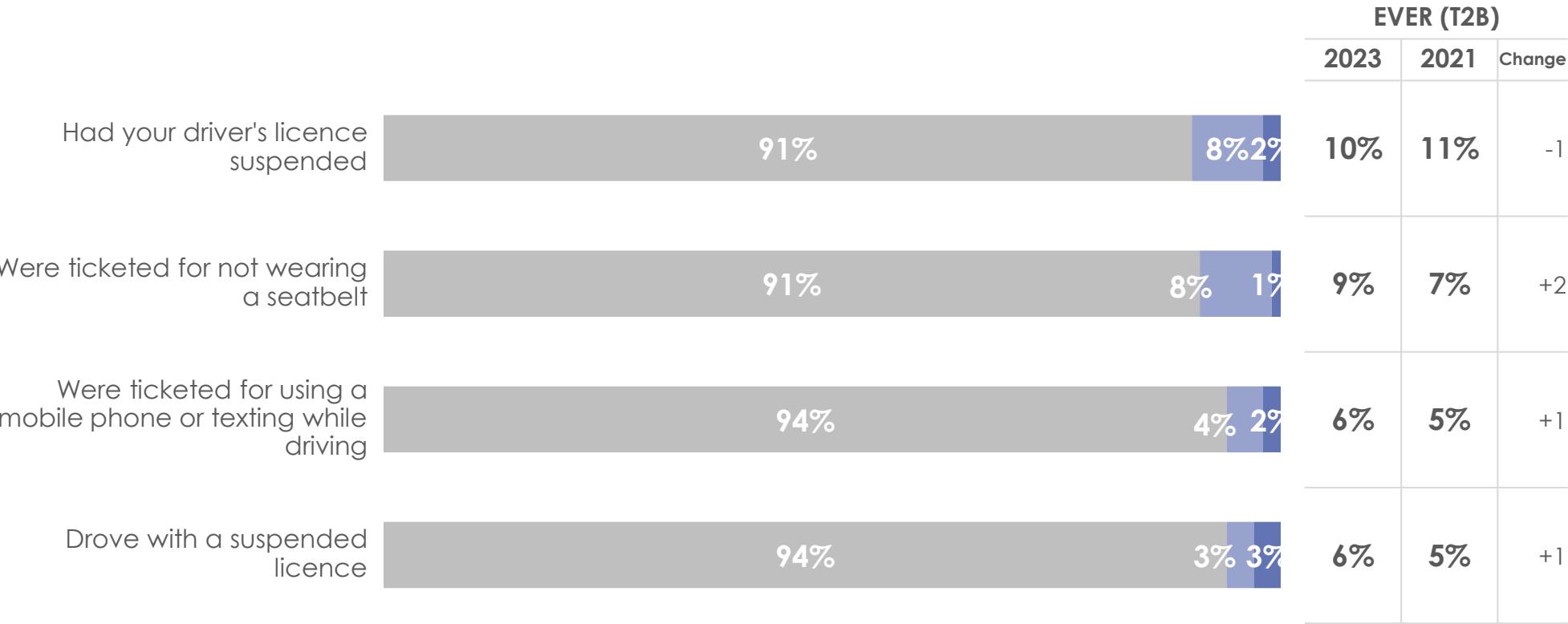


Base: Motorists (n=893)
RF14. As a driver, when was the last time you...? Was it...?

Past Actions/Experiences of Drivers (2/2)

Reports of licence suspension, driving with a suspended licence, and being ticketed for not wearing a seat belt or for using a mobile phone while driving still happen in relatively smaller incidences compared to other past actions.

■ WITHIN THE PAST 12 MONTHS ■ MORE THAN 12 MONTHS AGO ■ NEVER

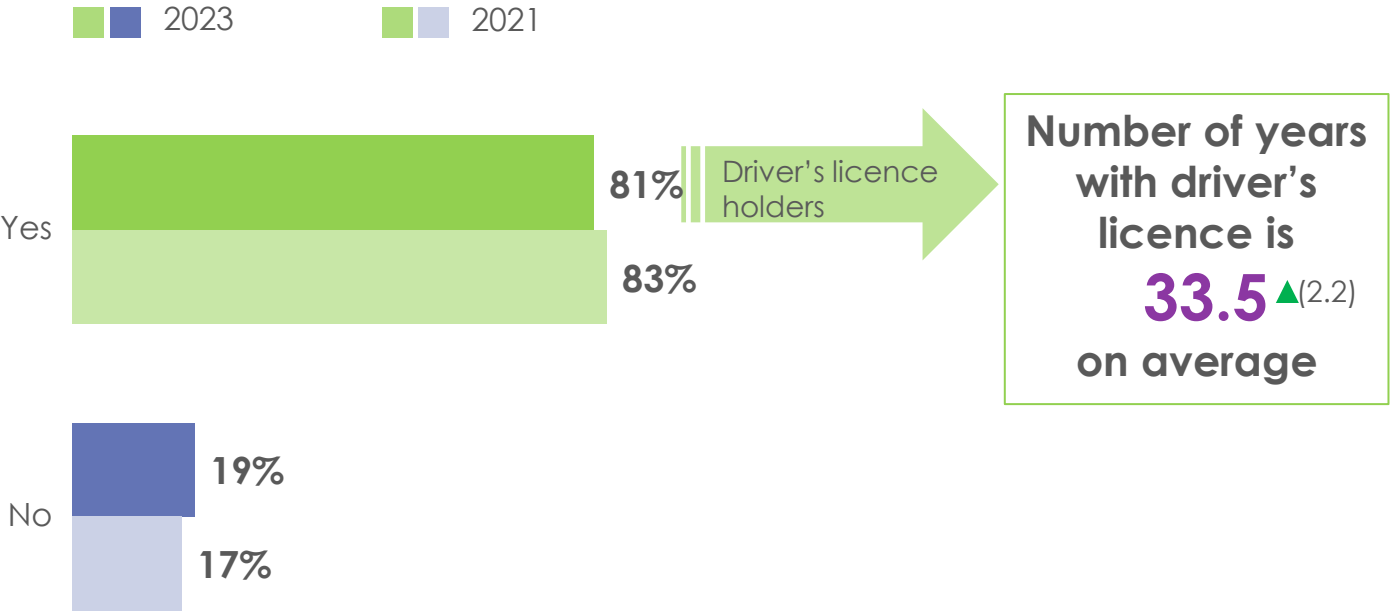


Base: Motorists (n=893)
RF14. As a driver, when was the last time you...? Was it...?

Driver's Licence

Eight in ten (81%) Canadians have a driver's licence with drivers on average holding their licence for 33 years.

Valid Driver's Licence Holder



Demographics



Those aged 55+ are more likely to hold a driver's licence than other age groups (93% 55+, 81% 35-54 vs 64% 18-34, 61% 16-17)



University graduates are more likely to hold a driver's licence (91% vs 85% post secondary, 76% high school, 56% less than high school)



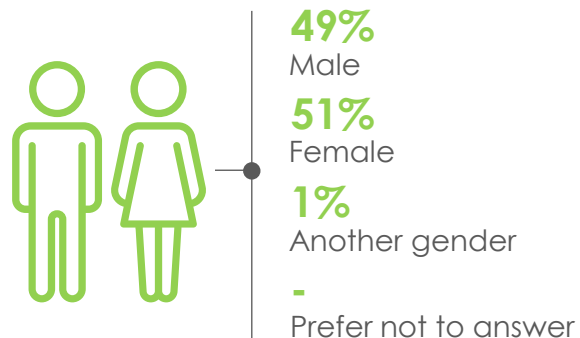
Those who make under \$40K are the least likely to hold a driver licence (67% vs 87% \$40K-<\$60k vs 90 % \$60K- <\$100, vs 91% \$100K+).

Base: Motorists (n=1101)
RF11. Do you hold a valid driver's licence?
RF12. For how many years have you had a driver's licence? Base: Motorists with a valid driver's licence (n=916)

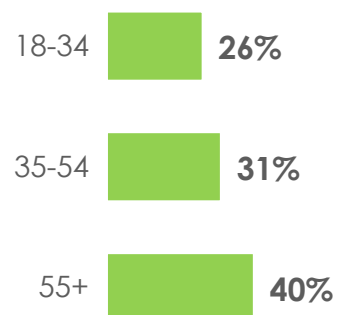
Demographics



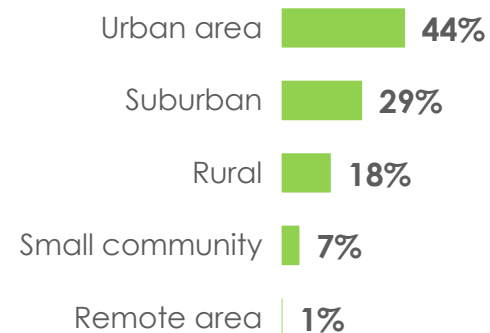
GENDER



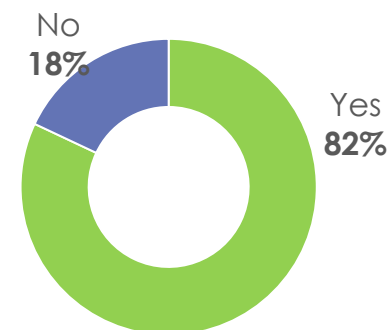
AGE



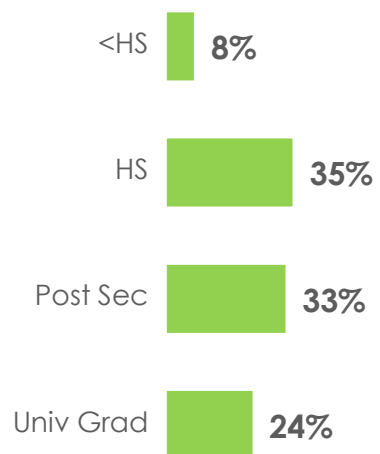
AREA OF LIVING



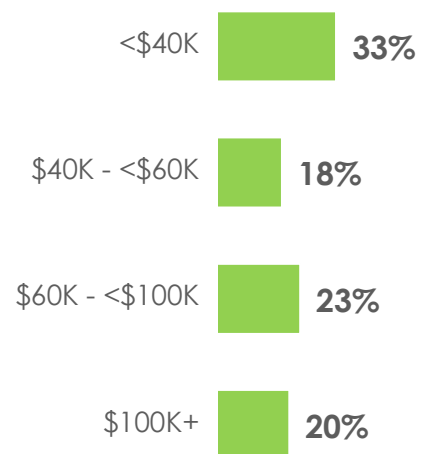
BORN IN CANADA



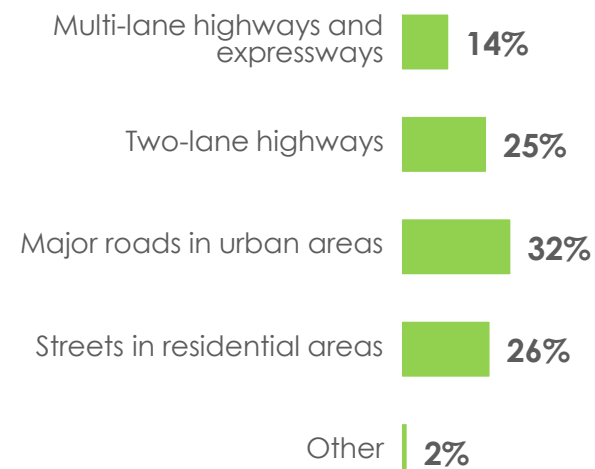
EDUCATION



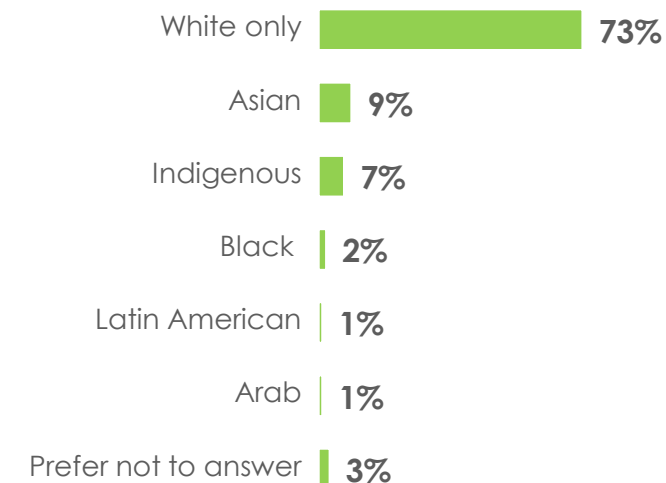
INCOME



TYPES OF ROADS (used most often)



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