

Eight in Ten (77%) Canadians Support Random Roadside Breath Testing

*Three Quarters (75%) Agree that Police Should Be Allowed to
Randomly Require All Drivers to Give a Breath Test to
Help Detect Impaired Driving*

Public Release Date: Friday, May 21, 2010, 6:00 AM EDT



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



Eight in Ten (77%) Canadians Support Random Roadside Breath Testing

Three Quarters (75%) Agree that Police Should Be Allowed to Randomly Require All Drivers to Give a Breath Test to Help Detect Impaired Driving

Toronto, ON - Eight in ten (77%) Canadians 'support' (46% strongly/31% somewhat) random roadside breath testing for drivers, according to a new Ipsos Reid poll conducted on behalf of MADD Canada. With random breath testing, police officers would have the authority to demand breath samples from all drivers pulled over randomly at checkpoints. The driver, while seated in the car, is administered a fast breath test for alcohol impairment with a screening device at the roadside. Knowing this is how it would be implemented, just two in ten (23%) 'oppose' (11% strongly/11% somewhat) the idea.

Almost all (97%) Canadians recognize that impaired driving is an 'important' (81% very/17% somewhat) public safety issue, while just 3% think it's 'not very important'. It is likely a result of this belief that three quarters (75%) of Canadians 'agree' (49% strongly/26% somewhat) that 'police should be allowed to randomly require all drivers to give a breath test to help detect impaired driving'. Just one quarter (25%) 'disagree' (13% strongly/12% somewhat) that police officers should be given this authority.

Furthermore, eight in ten (79%) 'agree' (48% strongly/31% somewhat) that 'given the high potential for decreasing the number of alcohol-related traffic crashes, injuries and deaths,



random breath testing is a reasonable intrusion on drivers'. Conversely, two in ten (21%) 'disagree' (11% strongly/10% somewhat) that this is a reasonable intrusion.

These are some of the findings of an Ipsos Reid poll conducted between March 29 - 31, 2010, on behalf of MADD Canada. For this survey, a sample of 1,010 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and 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. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

Graham Loughton
Vice President
Ipsos Reid
Public Affairs
(416) 324-2004

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>