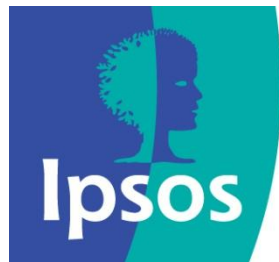


Designated Driving: A New Generation Comes of Age
*A Landmark Piece of Research Conducted for Labatt Breweries of Canada
by Ipsos Reid Examines the Social Involvement and Acceptance of Young
Adult Designated Driving in Canada*

Public Release Date: Monday, July 29, 2013, 8:00 AM EST



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Designated Driving: A New Generation Comes of Age

A Landmark Piece of Research Conducted for Labatt Breweries of Canada by Ipsos Reid Examines the Social Involvement and Acceptance of Young Adult Designated Driving in Canada

Toronto, ON – A landmark piece of national research examining the involvement and acceptance of designated driving among licensed young adults of legal drinking age (18 in Quebec, Manitoba, and Alberta, and 19 for the rest of Canada up to age 34) across Canada was released today showing that one in five respondents (21%) have served as designated drivers all of the time over the last three years – with a total of 78% who have been designated drivers at one time or another during the same time frame.

A designated driver is defined as the person in a group who has been designated as the one who will abstain from drinking alcohol so that he/she can drive companions home safely. The findings show a remarkable empathy between those who are designated drivers for particular occurrences and those who ride to and from those events as designated passengers.

In effect, the research shows that after roughly 30 years of multi-faceted efforts and campaigns by many stakeholders – from the vanguard of provincial Attorneys General in the early 1980s followed by beer companies, ‘Don’t Drink and Drive’ organizations and institutional health organizations and educators – a generation later has inculcated that being a designated driver is evolving as a peer social norm.

Similar social accomplishments have occurred during the same time frame. Research by Ipsos Reid over the last 25 years has found similar and profound changes in generational mindsets on such issues related to gender, sexual and racial equality, and anti-smoking, with mental health and bullying as the current topics involved in a similar form of exposure and social norm transformation.

The Findings...

The findings from the study show that over the past three years, 21% of respondents indicated that they had served as a designated driver *“all of the time”* for their friends or their family, 57% indicated that they had done so *“sometimes”* and 22% said that they had *“never”* done this.

Examining the 21% who have served as a designated driver *“all of the time”* over the past three years, the highest proportions are from Ontario and British Columbia at 24%, Quebec at 22%, 21% in Alberta, 14% in Atlantic Canada and only 6% in Saskatchewan/Manitoba.

Focusing on the 57% who indicated that they have been a designated driver *“sometimes”* over the past three years, the highest proportion comes from Saskatchewan/Manitoba at 70% followed by Atlantic Canada at 65%, Alberta at 63%, Ontario and British Columbia at 55%, with Quebec at the bottom at 53%.

For those who indicated that they *“never”* have served as a designated driver over the past three years (22%), the highest proportion came from Québec and Saskatchewan/Manitoba at 25%, British Columbia and Ontario at 21%, Atlantic Canada at 20% and Alberta at 16%.

When adding together designated drivers who served “all of the time” (21%) and those “sometimes” (57%), **a total of 78% of all respondents, at some point, served as a designated driver over the past three years.** Looking across the regions, Alberta has the largest designated driver population (84%), followed by Atlantic Canada (79%), Ontario (79%), British Columbia (79%), Saskatchewan/Manitoba (76%) and Québec (75%).

Of the designated driver population (78%), the national average of serving in this capacity over the last three years is 19.3 times...

Among the eight in ten (78%) of those who have served as the designated driver for their friends and/or family over the past three years, respondents were asked to indicate an estimate of the total number of times they had performed this responsibility. The national average was 19.3 times with Atlantic Canada ranking highest at 31.2 occasions, followed by Alberta at 22.6 occasions, Québec at 19.1, Ontario at 17.7, Saskatchewan/Manitoba at 16.3, and British Columbia at 16.

While the vast majority of designated drivers view their role very positively, there are a couple of drawbacks...

Those who have served as the designated driver for their friends and/or family over the past three years were asked to reflect on some ideas and thoughts related to the experience of being a DD. Below is the proportion of designated drivers who agree or disagreed with each of the following statements:

- **Being a designated driver is the responsible thing to do** - 96% agree (68% strongly/28% somewhat); 4% disagree (1% strongly/4% somewhat).

- **When I am a designated driver I can rest assured that my friends and/or family will be safe** - 95% agree (66% strongly/29% somewhat); 5% disagree (1% strongly/4% somewhat)
- **When I am a designated driver I feel good about doing “the right thing”** - 94% agree (58% strongly/37% somewhat); 6% (1% strongly/5% somewhat)
- **When I am a designated driver it’s because I want to protect by friends** - 93% agree (59% strongly/34% somewhat); 7% disagree (1% strongly/5% somewhat)
- **I feel good about myself when I do something for others by being a designated driver** - 92% agree (50% strongly/42% somewhat); 8% disagree (1% strongly/6% somewhat)
- **It makes sense for everyone to take a turn as the designated driver** - 90% agree (48% strongly/41% somewhat); 10% disagree (1% strongly/9% somewhat)
- **I believe everyone in my circle of friends should take a turn being the designated driver** - 88% agree (45% strongly/43% somewhat); 12% disagree (2% strongly/10% somewhat)
- **When I am a designated driver it’s because I want to protect my community** - 87% agree (44% strongly/43% somewhat); 13% disagree (3% strongly/10% somewhat)

But being a designated driver also comes with some drawbacks for roughly half or less of the designated driver population:

- **It's difficult for me to have as much fun as my friends when I am a designated driver** - 52% agree (18% strongly/34% somewhat); 48% disagree (19% strongly/29% somewhat)
- **I feel imposed when I have to be a designated driver** - 42% agree (12% strongly/30% somewhat); 58% disagree (24% strongly/34% somewhat)

What about those who are on the receiving end of a designated driver ride?

Over the last three years, 18% of respondents have been hosted by a designated driver “*all of the time*” – with Saskatchewan/Manitoba leading the way with 21%, followed by Ontario with 20%, Québec at 18%, both Alberta and British Columbia tied at 16%, and Atlantic Canada at 12%.

Over the past three years, 56% of respondents have been hosted by a designated driver “*sometimes*” – with Alberta at the high-end with 62%, followed by 58% in British Columbia and Ontario, 56% in Saskatchewan/Manitoba and Atlantic Canada, and 49% in Quebec.

One quarter (26%) of all respondents indicate that they have “never”, over the past three years, had anyone serve as a designated driver for them and/or their friends/family. This is highest in Québec (33%) followed by Atlantic Canada (31%), British Columbia (26%), Saskatchewan/Manitoba (23%), Ontario (22%) and Alberta (22%)

When we add up those who had a designated driver “all of the time” (18%) and “sometimes” (56%), **the total number over the past three years who have had someone, other than themselves, serve as a designated driver for them and/or their friends/family is 74% –**

highest in Alberta and Ontario at 78%, followed by Saskatchewan/Manitoba (77%), British Columbia (74%), Atlantic Canada (68%), and Québec (67%)

Of the 74% who have been passengers in a designated driver vehicle, they have done so, on average (mean) 30.7 times – the highest is in Saskatchewan/Manitoba at 39.8 followed then by Ontario at 31.5, British Columbia at 30.9, Québec at 29.4, Atlantic Canada at 28.3, and Alberta at 26.8.

So, how do designated driver passengers view those who are designated drivers? Of those who have been passengers in a vehicle driven by a designated driver over the past three years, they *empathized* that:

- **Designated drivers are relieved to know they and their friends and/or family will be safe** – 95% agree (48% strongly agree/46% somewhat agree); 5% disagree (1% strongly/4% somewhat)
- **When other people are designated drivers they feel good about doing “the right thing”** - 90% agree (38% strongly agree/52% somewhat agree); 10% disagree (2% strongly/8% somewhat)
- **My designated drivers are happy to drive, even if nobody else takes a turn as a designated driver** - 77% agree (27% strongly agree/50% somewhat agree); 23% disagree (3% strongly/20% somewhat)
- **Designated drivers feel it’s difficult to have as much fun as the rest of the group** - 64% agree (19% strongly agree/ 45% somewhat agree); 36% disagree (10% strongly/26% somewhat)

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- **My friends (and family) feel imposed when they are a designated driver** - 50% agree (11% strongly agree/39% somewhat agree); 50% disagree (14% strongly/36% somewhat)

In many respects, the attitudes held by those who are designated drivers and those who are passengers for designated drivers are almost congruent – indicating a significant empathy between the two groups.

So what do we all think about designated drivers? Well, even 85% think that designated drivers are “cool”...

Canadians had wonderful things to say about designed drivers and their altruistic behaviour. The following outlines the proportion of Canadians who agreed with the following statements:

- **Designated drivers give peace of mind to families** - 94% agree (56% strongly agree/38% somewhat agree); 6% disagree (1% strongly/5% somewhat)
- **Designated drivers save lives** - 94% agree (62% strongly agree/32% somewhat agree); 6% disagree (1% strongly/4% somewhat)
- **I admire and respect people who volunteer to be designated drivers** - 94% agree (56% strongly agree/38% somewhat agree); 7% disagree (2% strongly/5% somewhat)
- **Designated drivers are people who take personal responsibility for the well-being of others** - 93% agree (54% strongly agree/39% somewhat agree); 7% disagree (1% strongly/6% somewhat)



- **Our communities need more designated drivers** - 93% agree (50% strongly agree/42% somewhat agree); 7% disagree (1% strongly/6% somewhat)
- **It's important that more people share the responsibility of being a designated driver** - 93% agree (52% strongly/41% somewhat); 7% disagree (1% strongly/6% somewhat)
- **People who volunteer as designated drivers are leaders who care about others** - 90% agree (46% strongly agree/43% somewhat agree); 10% disagree (2% strongly/9% somewhat)
- **Designated drivers make a difference in their community, similar to those who volunteer to clean up a local park or help out at a food bank** - 89% agree (45% strongly agree/44% somewhat agree); 11% disagree (2% strongly/9% somewhat)
- **Volunteering as a designated driver is a way of giving back to our community** - 86% agree (41% strongly agree/45% somewhat agree); 14% disagree (2% strongly/12% somewhat)
- **If designated drivers got more credit for what they do, more people would volunteer to be one** - 85% agree (39% strongly agree/47% somewhat agree); 15% disagree (2% strongly/12% somewhat)
- **Designated drivers are "cool"** - 85% agree (40% strongly agree/45% somewhat agree); 15% disagree (2% strongly/13% somewhat)
- **Designated drivers get enough credit for the service they perform** - 55% agree (18% strongly agree/37% somewhat agree); 45% disagree (11% strongly/34% somewhat)

And what about those who are never designated driver?

Finally, 29% of the total sample 'agree' (9% strongly/20% somewhat) that they "would never be a designated driver" and that they "prefer to party with the rest of my friends", but most (71%) 'disagree' (43% strongly/28% somewhat). Given that the proportion that agrees is about seven points higher than those who indicate in question one that they have "never" been a designated driver (22%), it's likely that they have fallen into the "sometimes" (57%) category, probably inadvertently or by necessity, on an occasional basis.

These are some of the findings of an Ipsos Reid survey conducted between July 5th to 15th, 2013, on behalf of Labatt Breweries of Canada. For this survey, a sample of 1,318 Canadians (1,014 of whom have a valid driver's license) between the ages of 18/19-34 (depending on legal drinking age within a particular province) were interviewed online by Ipsos' Canadian online panel. 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 surveys is measured using a credibility interval. In this case, the survey is accurate to within +/- 3.1 percentage points had all Canadians, ages 18/19-34, been surveyed, and to within +/- 3.5 percentage points had all licensed Canadians in this sample universe been surveyed. 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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