

2012 Nova Scotia Road Safety Survey HIGHLIGHTS REPORT

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Prepared for:



NOVA SCOTIA

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Introduction

- The Nova Scotia Road Safety Survey was initiated with the purpose of examining Nova Scotians' attitudes, perceptions and behaviours when it comes to elements of road safety. TIR has been conducting the Nova Scotia Road Safety Survey with drivers in Nova Scotia (aged 16 years or older) since 2009.
- **Objective:** The Nova Scotia Road Safety Survey was designed to measure the impact and success of Nova Scotia's road safety initiatives. Specific objectives of the study include:
 - Examine knowledge, attitudes and behaviours of Nova Scotia drivers (aged 16 or older) on road safety issues;
 - Measure changes in knowledge, attitudes and behaviours over time;
 - Assess and identify road safety issues that are important to Nova Scotians; and
 - Evaluate the impact of the road safety initiatives (current and over time).
- This report presents the findings of the fourth year (2012) of the study, with a comparison of key measures over time where applicable.
- **Methodology:**
 - Telephone survey methodology
 - Total of 1,403 surveys of 17.85 minutes in average length
 - Population defined as Nova Scotia drivers (aged 16 or over)
 - Region: Nova Scotia, four sampling regions, as per TIR's districts (Eastern, Western, Central, Northern)
 - Surveys were equally distributed across the Department's four districts (approximately 350 per district)
 - Final survey data weighted to ensure representativeness of actual population distributions
 - Surveys were collected between June 13 and July 4, 2012
- This report presents highlights of the survey's findings.

Highlights

In this Report...

- **A greater number of drivers are identifying cell phone use while driving as an important concern than in previous years.** This is the top road safety issue (rated most often as a serious problem), followed by drinking and driving, excessive speeding and driving while distracted.
- ***Speeding continues to be the most common risky driving behaviour among Nova Scotia drivers.*** Speeding up to 10 kilometers per hour over the posted speed limit is a very common practice among Nova Scotia drivers. Excessive, frequent speeding, however, is not common.
- ***Although a number of behaviours are identified as important road safety concerns, drivers are not necessarily behaving to eliminate these issues.*** This is particularly true for drinking and driving. The majority of drivers consider this a very important issue, yet two in ten (20%) have driven within 2 hours of consuming alcohol in the month prior to the survey, and most feel very confident in their ability to operate the vehicle after consuming alcohol. Note that most who drink and then drive report having consumed only one drink.
- ***The Nova Scotia Road Safety Survey points to two key behaviour shifts.*** First is the increase over time (since 2009) in the number of drivers who consider cell phone use while driving to be a serious issue. Despite the ban, this issue is gaining in terms of seriousness. The second change is related to attitudes towards drinking and driving. Fewer drivers are considering this behaviour as 'serious', and those who report drinking and driving consume fewer drinks.
- ***There is a notable portion of Nova Scotia drivers who drive under the influence of marijuana (5%).*** This measure is up from previous years, and is concentrated among younger drivers. Nonetheless, this is not considered a serious road safety issue among drivers.
- In terms of tools to eliminate or reduce risky driving behaviours in Nova Scotia, ***the harsher the punishment or consequence, the stronger the impact on the behaviour.*** Three key tactics surface as most effective: heavy fines, (ex: vehicle impoundment), red light or speeding cameras, and the installation of car devices that prevent certain behaviours.
- ***Certain factors are definitely having an impact in discouraging drivers from speeding.*** 2012 results show an increase in the number of drivers who report speeding tickets as a 'big deal', and the incidence of driving well over the posted speed limit has dropped. In fact, most drivers are apprehensive towards tickets, and many feel they would suffer adverse consequences at work if they were to lose their driver's license.

Road Safety Issue Identification



Road Safety Issue Identification

- As was done in previous years, Nova Scotia drivers were asked to rate a list of road safety issues on a '1' to '5' scale (1=not a problem at all, 5=an extremely serious problem).
- Of the twelve issues under consideration, **distracted drivers and driving while using cell phones top the list as the two most serious issues**, rated as very serious (rating of 4 or 5) by over seven in ten drivers.
- Two other key issues include excessive speeding, and drinking (rated as very serious by 66% and 63% of drivers, respectively).
- Compared with previous years, driving while using cell phones has been trending up in terms of seriousness (from 67% rating as serious in 2009 to 76% in 2012), whereas the seriousness of drinking and driving has declined (from 71% in 2011 to 63% this year).

Cell phone usage as a road safety issue in Nova Scotia has been on the rise, and is now considered significantly more serious than distractions, speeding and drinking.

Figure 1
Seriousness of Road Safety Issues

% who answered 4 or 5 on a 5-point scale – 1=Not a problem at All 5=Extremely Serious Problem

Issue	2009 Overall	2010 Overall	2011 Overall	2012 Overall
Driving while using cell phones, either hand-held or hands-free	67%	73%	74%	76%
Distracted drivers	68%	74%	72%	71%
Excessive speeding	68%	67%	65%	66%
Drinking drivers	69%	70%	71%	63% ↓
Drivers under the influence of illegal drugs	-	-	62%	58%
Street racing	49%	46%	48%	44%
Drivers who run red lights	47%	46%	47%	42%↓
Drowsy drivers	44%	43%	44%	40%
Children who are not properly secured in child safety seats	44%	44%	39%	39%
Drivers taking prescription medication	-	-	38%	32%↓
Older drivers	29%	28%	29%	28%
Young drivers	22%	24%	24%	23%

Note: ↓ Indicates a decrease from 2011
 - Indicates question was not asked in the referenced year

Figure 1
 Full results over years are shown in Figure 1, where the four top issues (measures shown in bold font) are examined in-depth.

Reference, data tables 1a-l.

Road Safety Issue Identification

- Across a series of potential road safety issues, **driving while using a cell phone is the most frequently rated 'serious problem'** among Nova Scotians.
- More than three-quarters (76%) of Nova Scotia drivers consider this a serious issue (score of 4 or 5 on a 5-point scale).
- Despite laws against driving while using hands free devices, **cell phone use while driving continues to grow as a serious issue among drivers.**
- Females (79%) and older adults (34 or older) (78%) are more likely to consider cell phone use as a serious problem than other drivers.

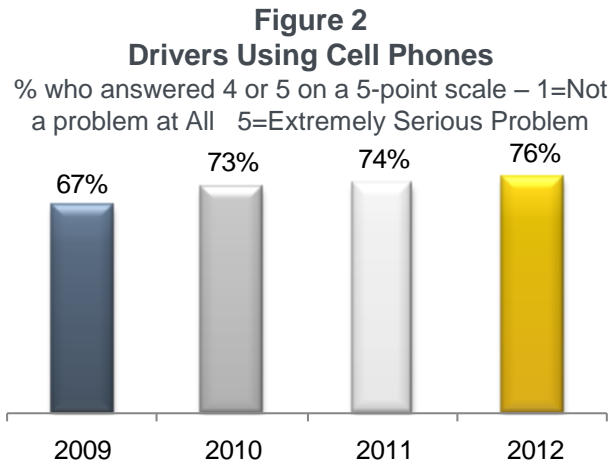


Figure 3
Drivers Using Cell Phones: Seriousness of Issue

Demographic Group	2012
Overall Adults	76%
16-34 year old	71%
35-44 year old	72%
45-54 year old	82%
55-64 year old	79%
65-74 year old	77%
75 years or older	80%
Males	73%
Females	79%
Males 16-34	65%
Females 16-34	77%
All, aged 35 or older	78%

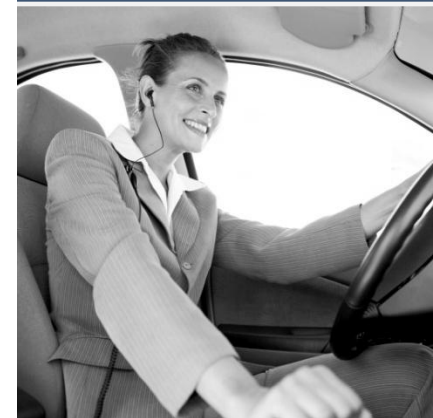


Figure 2, 3
 Seriousness of Drivers Using Cell Phones as an issue, determined by the % who answered 4 or 5 on a 5-pt scale – 1=Not a problem at All 5=Extremely Serious Problem. Figure 3 shows seriousness of issue across age and gender groups.

Reference, data table 1e.

Road Safety Issue Identification



- **Distracted drivers also continue to be seen as a serious concern for Nova Scotians.** More than seven in ten Nova Scotia drivers (71%) consider it serious ('5' or '4' on a 5-point scale). Very few (7%) do not believe this to be an issue (1 or 2 on a 5-point scale).
- The likelihood of considering 'distracted drivers' an issue increases with age, with those aged 35 or older (particularly those aged 35-64) more likely to consider this a serious problem. Furthermore, as in previous years, women are more likely than men (74% vs. 68% for men), to consider distracted drivers a serious problem in Nova Scotia.
- Across districts, results are consistent over previous years. **Central district drivers continue to consider distracted drivers as a slightly more serious issue** than drivers in other districts (73%, vs. 70% of drivers in the Eastern district, 67% in the Northern district, and 71% of Western district drivers).

Figure 4
Distracted Drivers

% who answered 4 or 5 on a 5-point scale – 1=Not a problem at All 5=Extremely Serious Problem

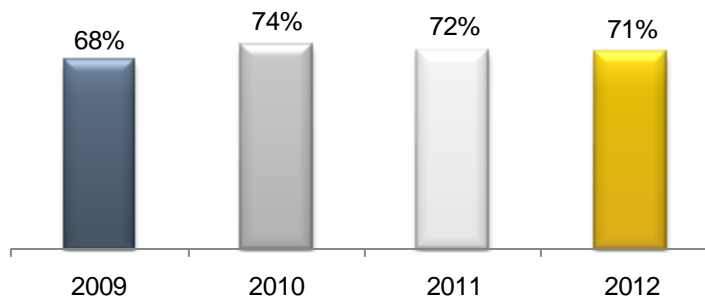


Figure 5
Distracted Drivers: Seriousness of Issue

Demographic Group	2012
Overall Adults	71%
16-34 year old	68%
35-44 year old	74%
45-54 year old	76%
55-64 year old	75%
65-74 year old	67%
75 years or older	63%
Males	68%
Females	74%

Figure 4, 5
Seriousness of Distracted Drivers as an issue. Determined by % who answered 4 or 5 on a 5-pt scale – 1=Not a problem at All 5=Extremely Serious Problem. Figure 5 shows full results across age and gender groups.

Reference, data table 1f.

Road Safety Issue Identification

- As had been the case since 2009, two-thirds of Nova Scotia drivers believe excessive speeding is a serious problem (score of 4 or 5 on a 5-point scale) in the province (66% in 2012). In fact, **close to four in ten drivers (37%) rate excessive speeding as an extremely serious problem** (score of 5 on a 5-point scale).

- The opinion that excessive speed is a serious problem is not as prominent among Northern district drivers (61% vs. 67%, 65% and 72% for Eastern, Central and Western drivers, respectively).
- Females are much more likely than males (43% vs. 30% for males) to consider excessive speeding an extremely serious problem.
- The likelihood of considering excessive speed as a road safety issue increases with age. Drivers aged 75 or older are much more likely to identify excessive speeding as an extremely serious issue (59%) than drivers in other age groups (ranging between 31% and 43%).

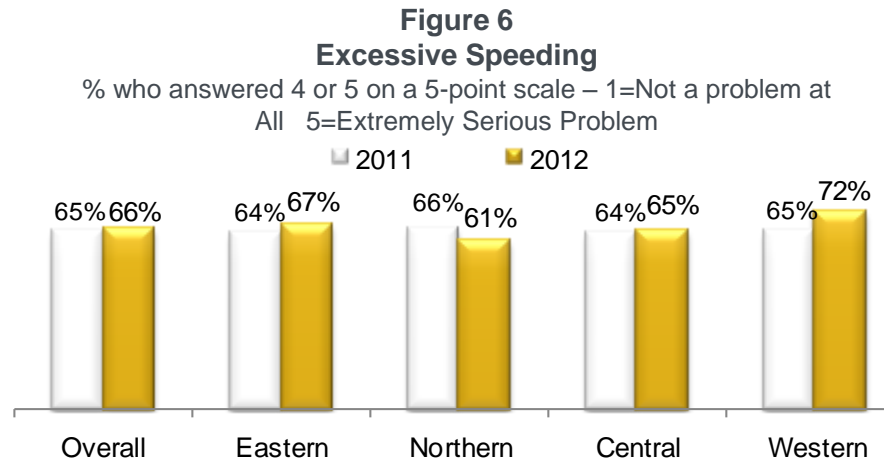


Figure 7
Excessive Speeding: Seriousness of Issue

Demographic Group	2012
Overall Adults	37%
16-34 year old	31%
35-44 year old	31%
45-54 year old	36%
55-64 year old	43%
65-74 year old	40%
75 years or older	59%
Males	30%
Females	43%

EXCESSIVE SPEEDING



Figure 6, 7
Figure 6 shows the perceived seriousness of excessive speeding as an issue. Determined by % who answered 4 or 5 on a 5-point scale – 1=Not a problem at All 5=Extremely Serious Problem. Figure 7 shows those who consider Excessive Speeding an 'extremely' serious issue (score of 5) across age and gender Groups
Reference, data table 1b

Road Safety Issue Identification



- Nearly two-thirds (63%) of Nova Scotia drivers in 2012 believe driving while intoxicated is a serious problem ('5' or '4' on a 5-point scale).
- The perceived seriousness of drinking and driving as a road safety issue has declined in 2012 when compared to previous years (69% in 2009, 70% in 2010 and 71% in 2011 thought the issue was serious).
- Females are more likely to consider drinking and driving as a serious problem (score of 4 or 5 on a 5-point scale) than males (66% vs. 59% for males). The seriousness of drinking drivers continues to be prominent in Western Nova Scotia, where 66% of drivers believe the issue to be serious (compared with 62%, 58% and 62% in Eastern, Northern and Central NS, respectively).

Figure 8
Drinking Drivers

5-point scale – 1=Not a problem at All 5=Extremely Serious Problem

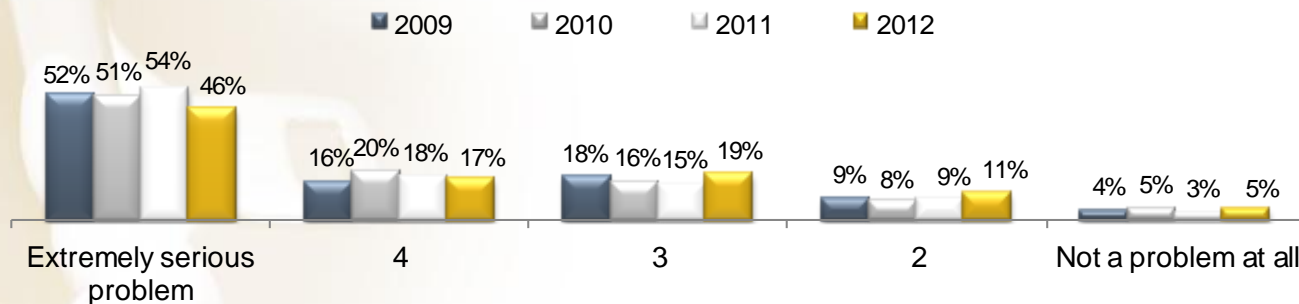


Figure 8
Seriousness of Drinking Drivers as an Issue. Determined by the % who answered 4 or 5 on a 5-point scale with 1=Not a problem at all, 5=Extremely Serious Problem.

Reference, data table 1b

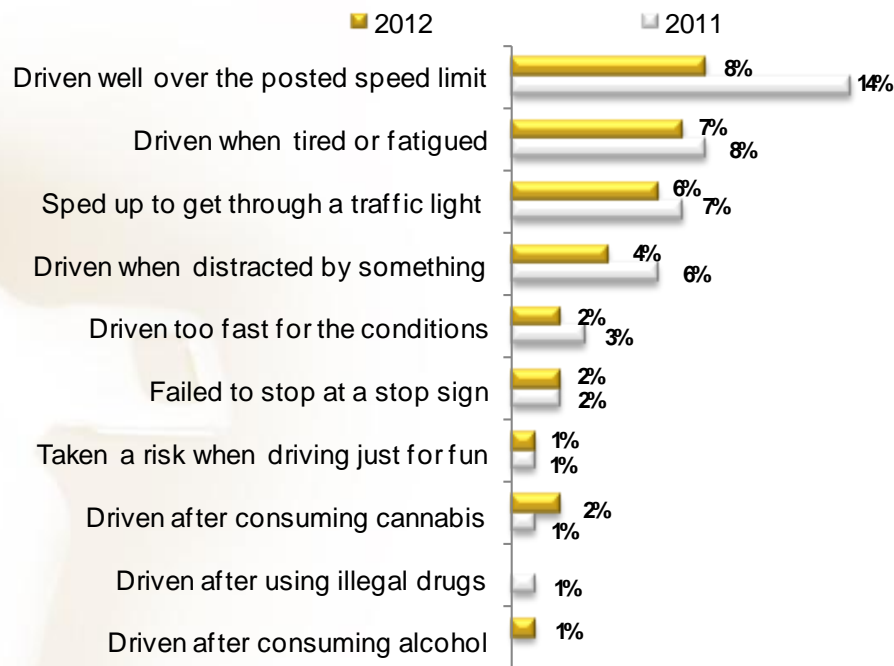
Road Safety Behaviour



Road Safety Behaviour

- Nova Scotia drivers were asked to identify how often they have undertaken certain activities during the month prior to the survey.
- This exercise identified **four common risky driving behaviours: driving well over the posted speed limit, driving when tired or fatigued, speeding up through traffic lights before they change, and driving when distracted.**
- In fact, **more than one-half of all drivers mentioned engaging in each of these risky activities at least once in the month prior** to the survey (51%, 57%, 53% and 58% for each activity respectively). Note, however, that the incidence of speeding frequently (score of 4 or 5 on a 5-point scale) has declined in 2012 when compared with previous years (from as high as 14% in 2011 to 8% in 2012).

Figure 9
% who Regularly Engaged in Risky Driving Activities in Past Month



Young Nova Scotia drivers are significantly more likely to regularly engage in risky driving behaviours, with the top four including speeding, driving when tired, speeding through yellow lights and driving when distracted.

Figure 9
Full results over years are shown in Figure 9. The size of each bar represents the percentage of drivers answering 4 or 5 on a 5-point scale, with 1='never' and 5 'very often'.

Reference, data tables 2a-j.

Road Safety Behaviour

- The table below shows the incidence of regularly engaging in risky driving behaviours (score of 4 or 5 on a 5-point scale) across age and gender categories.
- **Engaging in risky driving behaviour is more prominent among younger adults.** Males 16-34 are more likely to drive well over posted speed limits and to speed through a changing traffic light. For females of the same age group, driving when fatigued or when under the influence of cannabis are among the most common risky driving behaviours.
- Note, however, that many of these behaviours have been declining since 2009 for younger adults.

Figure 10
Frequency of Road Safety Activities in past Month

Issue	2009 (%)			2010 (%)			2011 (%)			2012 (%)		
	Males 16-34	Fem. 16-34	Ages 35+	Males 16-34	Fem. 16-34	Ages 35+	Males 16-34	Fem. 16-34	Ages 35+	Males 16-34	Fem. 16-34	Ages 35+
Driven well over posted speed limit	21	18	9	18	15	9	18	21	12	12↓	8↓	7↓
Sped up to get through a traffic light before change	16	17	7	13	8	5	9	12	6	10	9	5
Driven when tired or fatigued	14	14	6	14	17	4	10	14	6	6	12	6
Driven too fast for the conditions	9	6	1	6	5	1	6	5	2	2	0	2
Driven when distracted by something	6	10	3	1	17	3	14	9	4	5	2	4
Taken a risk when driving just for fun	4	3	1	0	1	1	3	0	1	1	4	0
Failed to stop at a stop sign	4	2	2	4	3	2	1	4	2	3	0	2
Driven after consuming alcohol	1	1	0	2	1	0	1	0	0	1	0	1
Driven after consuming cannabis	-	-	-	-	-	-	0	0	1	4	9	0
Driven after using illegal drugs	-	-	-	-	-	-	0	0	1	0	3	0

Note: ↓ Indicates a decrease from 2011

- Indicates question was not asked in the referenced year

BEHAVIOUR BY SUBGROUP



Figure 10

Figure 10 shows the incidence of regularly engaging in each risky driving behaviour in the month prior to the survey. This is determined by the % who answered 4 or 5 on a 5-point scale with 1=Never and 5=Very Often. The past four years of results are shown, across young gender groups, and older adults aged 35 or older.

Reference, data tables 2a-j.

Attitudes Towards Road Safety



Attitudes Towards Road Safety

- Nova Scotia drivers were asked about their driving behaviours through a series of related behavioural statements. Statements addressed attitudes toward driver's licenses, speeding, and drinking and driving.
- Key changes compared with last year (2011) include:
 - An increase of 6 percentage points in the number of drivers who believe in the importance of holding a valid driver's license;
 - Increased apprehension towards getting a speeding ticket (fewer believe getting a speeding ticket isn't a 'big deal'; and
 - Increased disagreement or concern towards 'drinking and driving' as more people believe drinking and driving is a problem, and fewer report having 'no problem' getting into a car with someone who has been drinking.

Most drivers consider a valid driver's license important and disagree with drinking and driving, and an increasing number find it a 'big deal' to get a speeding ticket.

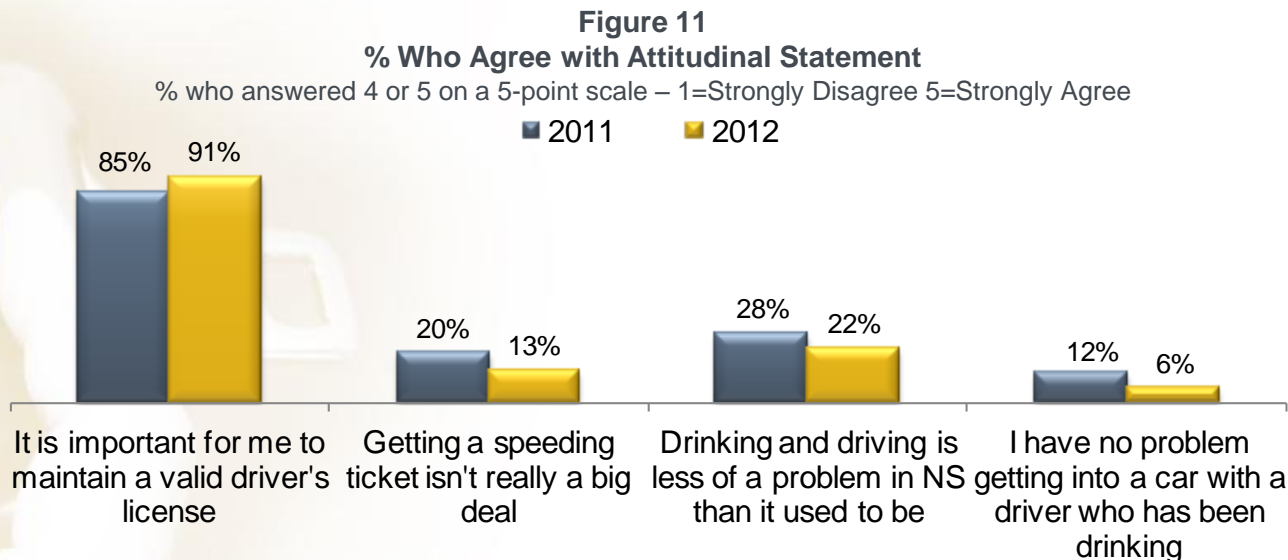


Figure 11
This figure highlights areas with significant changes in driver attitudes over the past years. The proportion of drivers agreeing with each driving-related statements is shown (% who agreed by answering 4 or 5 on a 5-point scale).

Reference, data tables 3a, c, b, g.

Attitudes Towards Road Safety

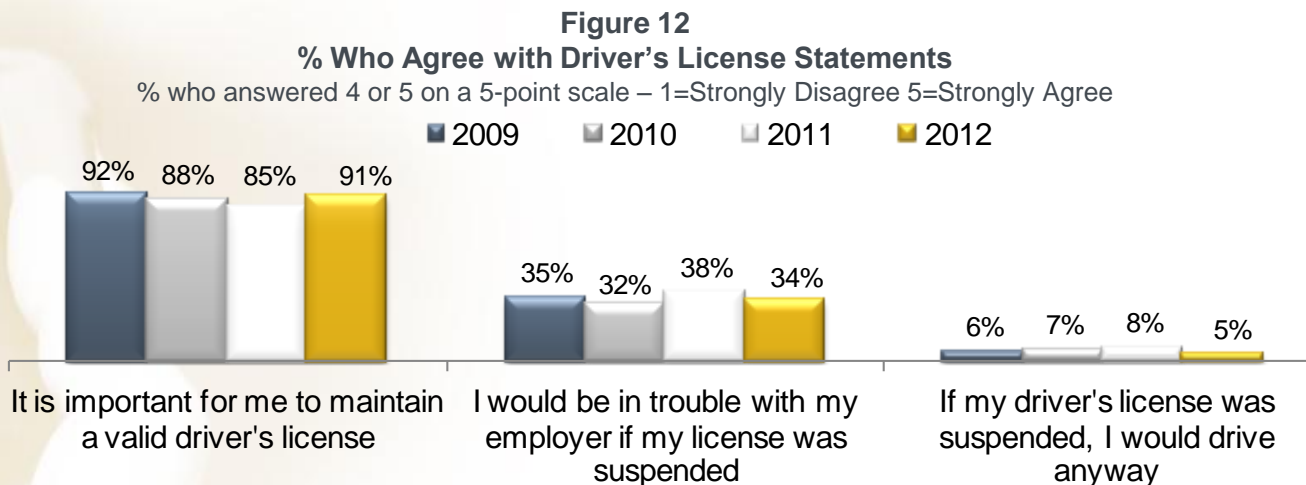
- After a slight shift in attitudes in 2011, attitudes towards holding a driver's license have settled back to 2009 and 2010 levels.
- The vast majority of Nova Scotia drivers find it important to maintain a valid driver's license, with 91% rating the question as a 4 or a 5 on a 5-point agreement scale. Drivers over the age of 75 are least phased with the importance of holding a valid driver's license (79% find it important).
- The importance of holding a valid driver's license increases in direct relation with income, with 95% of those in the highest income category agreeing (score of 4 or 5 on a 5-point scale) it is important for them to hold a valid driver's license.
- A sizeable minority (more than one-third) also agrees that their driver's license is a very important element of employment, with 34% admitting they would be in trouble with their employer if their license was suspended. The driver's license is a well-respected and valued permit, and very few (5%) note they would still drive if their driver's license was suspended.



Figure 12

The proportion of drivers agreeing with three driver's license statements is shown in Figure 12. Key differences over the years are shown. The size of each bar represents the percentage of drivers who agreed by answering 4 or 5 on a 5-point scale.

Reference, data tables 3a, d, h.



Attitudes Towards Road Safety

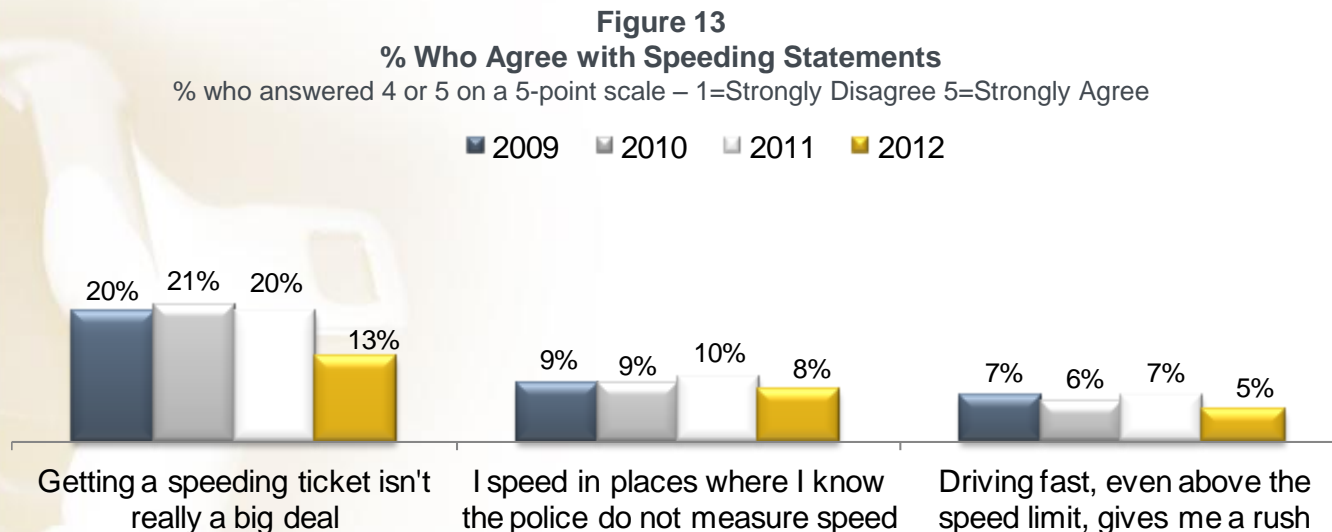
- There has been a slight shift in attitudes towards speeding in 2012. **An increasing number of Nova Scotia drivers find it a 'big deal' to receive a speeding ticket** (13% agreed with a 4 or 5 on a 5-point scale that getting a speeding ticket isn't really a big deal, which is down from 20%-21% in previous years).
- Young adults are more likely to find getting a speeding ticket to be a big deal (8% agreed a speeding ticket isn't a big deal, vs. 15% for those 35 or older).
- Nearly one in ten drivers (8%) admits to speeding in places where police are not measuring speed. This incidence is most common among young males aged 16 to 34 (15% do so regularly, score of 4 or 5 on a 5-point scale).
- The incidence of driving over the speed limit is consistently higher among young males, who are more likely to admit getting a rush from driving fast (8%) when compared with all other drivers (4%), or females 16 to 34 (2%).



SPEEDING

Figure 13
The proportion of drivers agreeing with three speeding statements is shown in Figure 13. Key differences over the years are depicted. The size of each bar represents the percentage of drivers who agreed by answering 4 or 5 on a 5-point scale.

Reference, data tables 3c, e, f.



Attitudes Towards Road Safety



- Few Nova Scotia drivers believe drinking and driving is less of a problem today than it used to be.
- **The perceived seriousness of riding as a passenger with a driver who has been drinking is considerably higher in 2012.** Very few agree they have no problem getting into a car with a driver who has been drinking (6% in 2012 vs. 12% in 2011).
- Male drivers aged 16 to 34 (10%) and older adults aged 75 or older (12%) are slightly less convinced of the risk of riding in a vehicle with a driver who has been drinking.

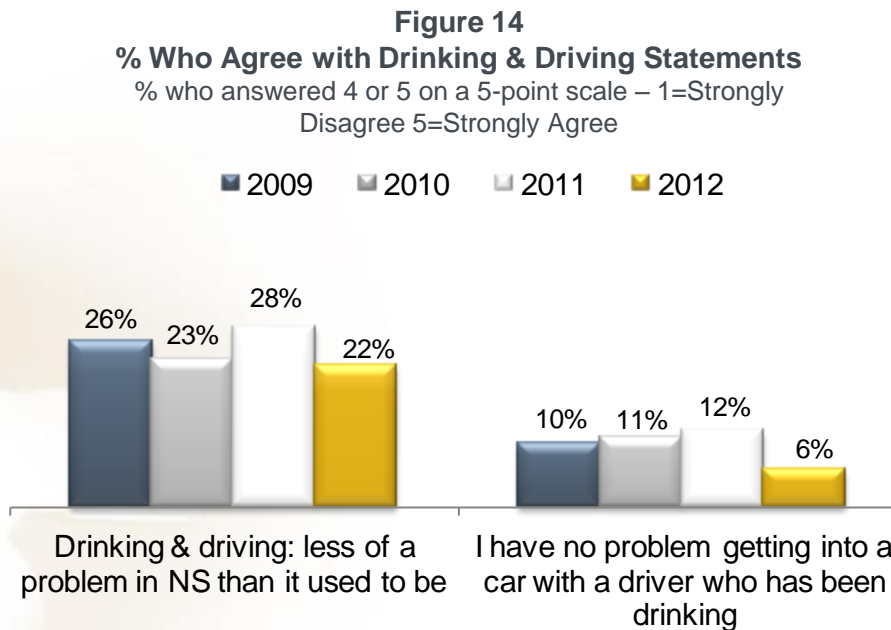


Figure 14

The proportion of drivers agreeing with two drinking and driving statements is shown in Figure 14. Key differences over the years are depicted. The size of each bar represents the percentage of drivers who agreed by answering 4 or 5 on a 5-point scale.

Reference, data tables 3b, g.

Attitudes Towards Road Safety

- **Most Nova Scotia drivers (81%) mention having encountered at least one police check point in the past year.**
- On average, drivers might encounter one checkpoint per season, or 4.3 check points per year.
- The frequency of encountering a police checkpoint is related with driving frequency: the more people drive, the higher the chance of coming across a police checkpoint.
- Across demographic subgroups, the average number of checkpoints is higher among males, and drivers within the Central District.

Figure 15
% Encountered Police Checkpoint

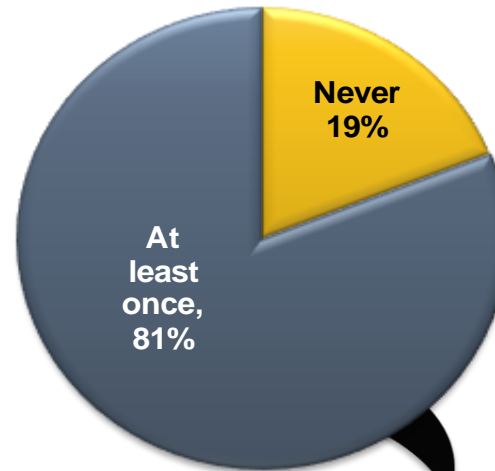


Figure 16
Average # of Times Encountered Police Checkpoint (Past Year)

Demographic Group	2012
Overall Adults	4.3
16-34 year old	4.6
35 or older	4.2
Males	4.8
Females	3.8
Eastern District	3.9
Northern District	3.5
Central District	4.9
Western District	3.9
Drive up to 200 Km's / month	3.4
Drive 201 – 1,000 Km's / month	3.5
Drive more than 1,000 Km's / month	5.7



Figure 15, 16
Figure 15 shows the proportion of drivers who have encountered a police checkpoint in the past year. The table (Figure 16) shows details on the average # of checkpoints across regions, age groups, gender and driving frequency categories.

Reference, data table 3.2.

Seatbelt Use



Seatbelt Use

- **Most Nova Scotia drivers, at least 9 in 10, always wear their seatbelt** when driving (92%) or riding as a passenger (90%).
- The incidence of wearing a seatbelt when riding as a *passenger* is slightly lower, particularly when driving as a backseat passenger.
- Across demographic sub-groups, the incidence of wearing a seatbelt when riding in a vehicle varies considerably across age and gender. Young adults, particularly young males aged 16 to 34, are significantly less likely to wear a seatbelt (88% of males and 78% of males 16-34 'always' wear seatbelt when driving).
- Among the few who indicated not wearing a seatbelt from time-to-time, behaviours are largely split between those who don't wear a seatbelt regardless of where they are sitting (48%), and those who choose to not wear their seatbelt when riding in the backseat (40%).
- Most common reasons for not wearing a seatbelt include 'driving only a short distance', or 'forgetting' (the later is strongest among younger adults).

Figure 17
Frequency of Wearing a Seatbelt
5-point scale – 1=Never 5=Always

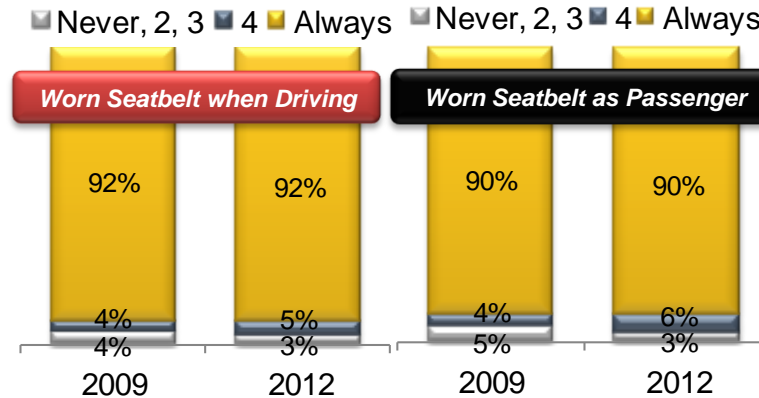
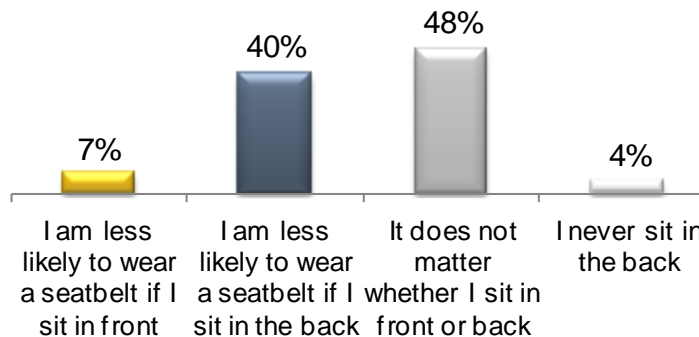


Figure 18
Impact of Front vs. Back Seat
(among those who don't always wear a seatbelt)



For the most part, Nova Scotia drivers follow seatbelt and child restraint rules and regulations.

Figure 17, 18
These figures show the frequency of wearing a seatbelt either as a passenger or as a driver, and the impact of front vs. back seat riding on the decision to wear a seatbelt or not.

Reference, data tables S1, S2, S3, S4

Seatbelt Use

- The 2012 survey examined the incidence of transporting children in vehicles, and the use of age-appropriate harness systems when doing so. More than two in five adults (43%) reported transporting at least one child of age 12 or younger in the month prior to the survey.
- Although children's ages vary considerably, most (60%) are transporting at least one child between the ages of 4 and 8.
- By and large, age-appropriate children harness systems are being used by drivers who transport children. Most children 3-years or younger are transported in a car seat (85%); most of those aged 4 to 8 are in a booster seat (although some are still in car seats); and most children 9 years or older are using a seatbelt (79%).
- There is a significant proportion of young children (3 or younger) being transported in a booster seat rather than a car seat.

Figure 19
% Who Transported Children in Past Month

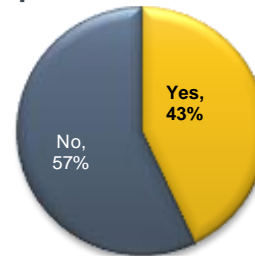


Figure 20
Age of children who were Transported
[among those who transported children]
■ One child ■ Two or more

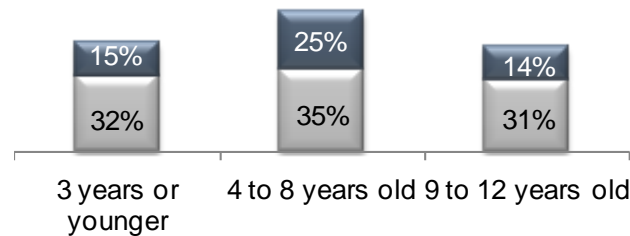


Figure 21
Child Harness Arrangements

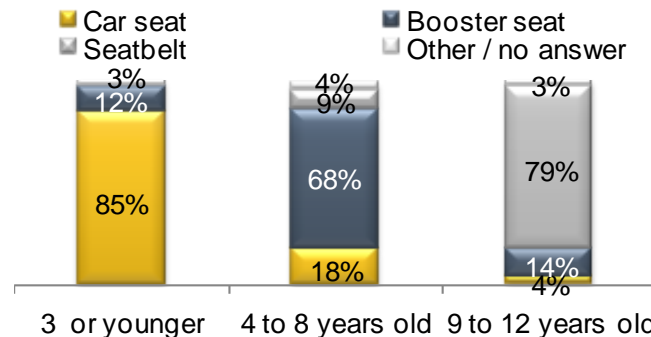


Figure 19, 20, 21
Figures show the number of drivers who transported children under the age of 12, and the types of harnessing systems used by age group in the month prior to the survey.

Reference, data tables S5, S6, S7

Distracted Driving



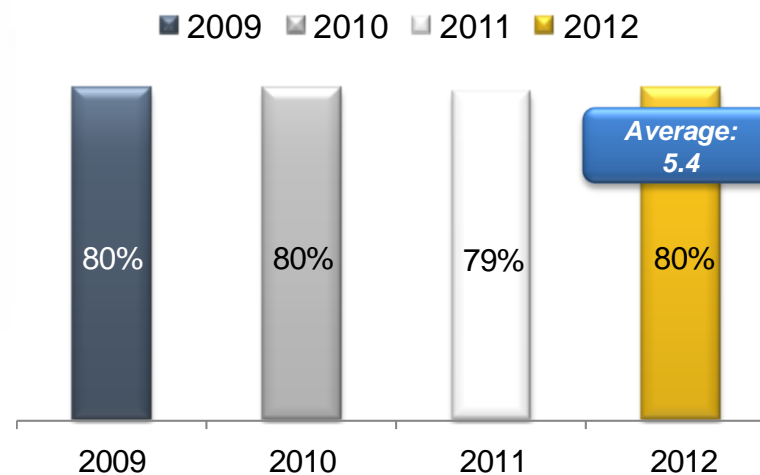
Distracted Driving

- Distracted driving behaviours in 2012 are very consistent with what has been reported in previous years. **The four most common distracted driving activities include talking or interacting with others, adjusting vehicle controls, changing stations or CDs, or looking at something outside.** Most common was the large proportion (63%) that often (5 or 4 on a 5-point scale) talked or interacted with adult or child passengers while driving in the month prior to the survey.
- Males, particularly young males aged 16-34, are more likely to engage in all of the listed distracting driving behaviours, with a few exceptions. Young females are more likely to report looking at things outside the vehicle (62% vs. 55% for males), and engaging in personal grooming (4% vs. 0% for males).
- In 2012, as in previous years, the majority of Nova Scotia drivers (80%) had undertaken four or more of these ten activities in the month prior to the survey. Very few (1% in 2012) have never done any of the activities under consideration in the month prior to the survey.

Figure 22
Distracted Driving Behaviours

Issue	2009	2010	2011	2012
Talked or interacted with passengers,	60%	56%	59%	63%
Adjusted the vehicle controls or climate controls	47%	49%	51%	48%
Changed radio stations or CDs	47%	45%	47%	47%
Looked at something outside the vehicle	40%	47%	45%	46%
Eaten or consumed a beverage	39%	34%	38%	37%
Had your pet in the vehicle, unrestrained	13%	13%	13%	12%
Made or received phone calls	13%	8%	11%	11%
Used technical devices such as blackberries, navigation units	6%	6%	10%	6%
Sent text messages	2%	2%	3%	3%
Done personal grooming	2%	2%	2%	2%

Figure 23
% Reporting at least 4 Distracting Driving Behaviours in Past Month



2012 Nova Scotia Road Safety Survey

The majority of Nova Scotia drivers engage in activities that could be distracting when driving.

Figure 22 , 23
The incidence of Distracting Driving Behaviours, year over year. Shown is percentage of drivers who engaged in each behaviour by answering 4 or 5 on a 5-point scale (1=Never and 5=Very Often). Figure 23 provides the average number of distracting driving behaviours reported, and the % reporting more than 4.

Reference, data tables 7a-j.

Distracted Driving

- During the 12-month period prior to responding to the survey, slightly more than one in five Nova Scotia drivers (22%) had to either apply the brakes or steer to avoid being in a crash because they were distracted by something inside or outside of their vehicle.
- This incidence is considerably higher than the 2009 baseline measure (13%), but has been consistent in the past three years.
- Among those who had to take action in order to avoid a collision after being distracted, most had this happen more than once. More than one-third experienced two such incidents, and approximately four in ten (38%) experienced three or more of these near-crashes.
- Adults over the age of 34 are less likely to report having to brake or steer to avoid a crash (20% vs. 27% for those 34 or under), and when they do, they do so less often. Adults 35 or older who reported having to brake or steer to avoid a crash mention doing so 3 times on average versus 5.3 times for young drivers 16 to 34. Young males report an average of 8.2 incidents where braking or steering was needed to avoid a crash during the year compared with 2.3 for young female drivers (16 to 34).

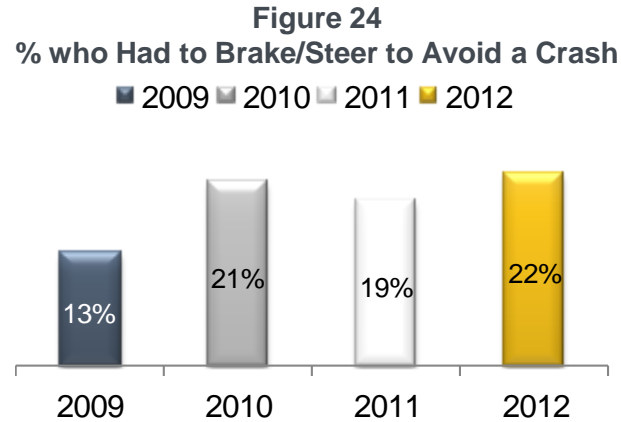
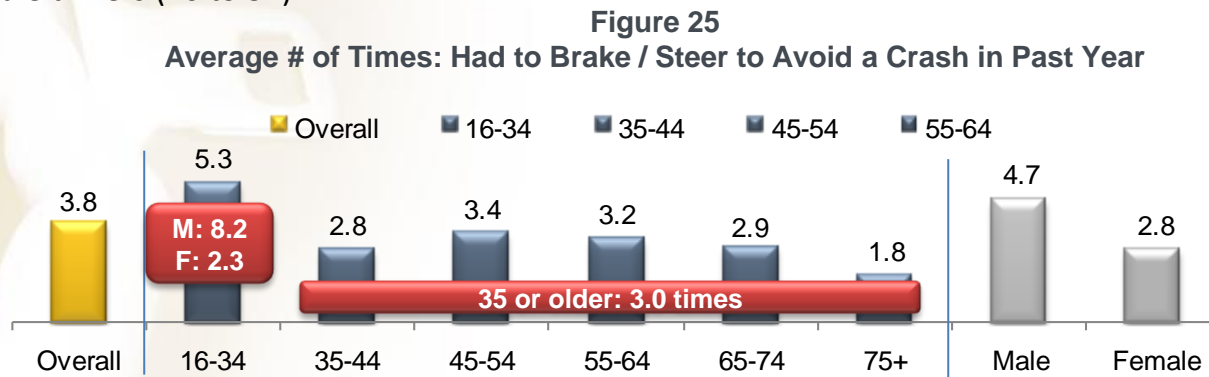


Figure 24, 25

Figure 24 shows the % who answered 'yes' when asked if they had to steer or brake to avoid a crash in past year. Figure 25 shows the average number of times this happened (among those who said yes) across age and gender groups. Reference, data tables B8a, 8b



Speeding



Speeding

- **A large majority of Nova Scotia drivers exceeded the posted speed limit by up to 10 kilometers per hour at least once in the month prior to the survey.**
- As reported in 2010 and in 2011, the majority (91%) reported they had driven at speeds up to 15 kilometres per hour over the posted speed limit at least once during the month prior to the survey (score of 2, 3, 4 or 5 on a 5-point scale). The incidence of speeding decreases with age, and is somewhat higher among males, particularly those 16-34 (45% report driving up to 15 km per hour above the posted speed limit 'very often').
- Consistent with previous years, few report driving at speeds of 16 to 30 km per hour above the posted limit (10%), and even fewer report driving at speeds in excess of 31 km per hour above the limit (3%). When they do, they are more likely to be of ages 34 or younger, and males, particularly male drivers aged 16-34 (25% report driving 16 to 30 km per hour above the posted speed limit).

Figure 26
Ever Driven in excess of Posted Speed Limit

Km/Hr Over Posted Speed Limit	2009*	2010	2011	2012
1-5 km/hr	81%	89%	87%	89%
6-10 km/hr		68%	71%	70%
11-15 km/hr		34%	35%	32%
16-30 km/hr	24%	11%	10%	10%
31+ km/hr	4%	3%	3%	3%

Driving up to 15km/hr over the speed limit is very common among Nova Scotia Drivers.

Figure 26
Graph shows % of drivers who drove the stated speeds in excess of posted speed limit, across years. Note: Small Increment Categories not asked in 2009. Responses include a score of 2, 3, 4 of 5 on a 5-point scale (1=never and 5=very often).

Reference, data tables 12a-e.

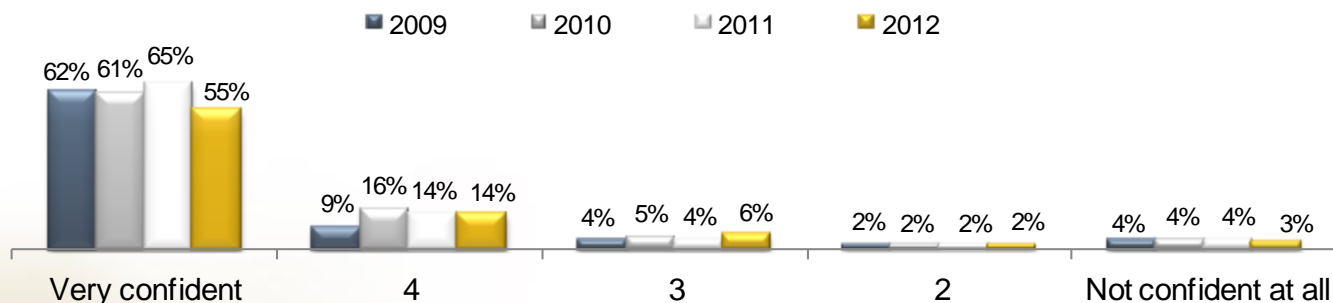
Speeding

CONFIDENCE WHEN SPEEDING



- Most drivers (55%) in 2012 are very confident ('5' on a 5-point scale) they can maintain control of their vehicle when driving well over the posted speed limit, and only a small number (5%) are not confident ('1' or '2' on a 5-point scale) in this regard. Males (61%) are more likely to report being 'very confident' than females (50%), particularly young males aged 16-34 (63% vs. 54% for everyone else). Although overall results are similar to those reported in previous years, there has been a significant drop in 2012 in the number reporting being 'very confident'.

Figure 27
Confidence in capability of Maintaining Control of Vehicle when Driving Well Over Speed Limit



- The incidence of having to brake or steer to avoid a crash because of speeding is very low. In 2012, only 1% of drivers reported that, in the year prior to the survey, they had to brake or steer to avoid being in a crash because they were driving above the posted speed limit.
- The incidence of having to brake or steer to avoid a crash because of speeding is more prominent among males aged 16 to 34 (4% vs. 1% for everyone else) and those who reported speeding by at least 16 kilometers per hour in excess of the posted speed limit (6%).

Figure 28
Incidence: Braking/Steering to Avoid Crash Because of Speeding

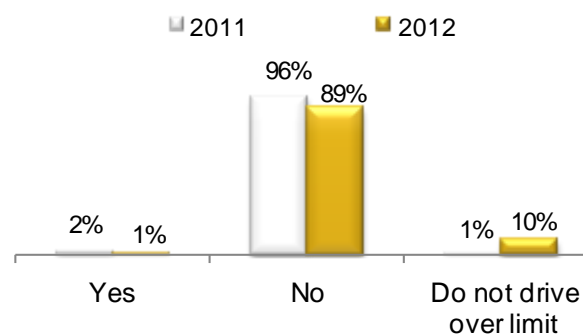


Figure 27, 28

Figure 27 shows drivers' confidence levels on a scale of 1 to 5 (1=Not Confident at All, 5=Very Confident) in capability of maintaining control of vehicle when speeding. Figure 28 demonstrates the incidence of having to brake or steer to avoid a crash because of speeding (% yes).

Reference, data tables
Table 13, 14

Impaired Driving



Impaired Driving

- As noted in previous years, the majority of Nova Scotia drivers (80%) reported having never driven after consuming alcohol during the month prior to responding to the survey. Nonetheless, **this leaves a notable twenty percent (20%) mentioning having driven within two hours of having at least one drink.**
- Overall, males are at least twice as likely to drink and drive as females (28% vs. 13%). The incidence of drinking and driving (within 2 hours of alcohol consumption) is also directly linked with two other demographic factors: it decreases with age and increases with higher socio-economic status.
- Among those who report drinking and driving, the majority (81%) usually have only one drink. Only a small percentage (3%) of those who drove within two hours of drinking report having consumed three or more drinks.
- Although the incidence of drinking and driving has remained consistent in 2012, there has been a decline in the reported number of drinks consumed.** More Nova Scotia drivers are reporting having only one drink (81% vs. 70% in 2011) versus two drinks (from 27% in 2011 down to 15% in 2012).
- Across demographic subgroups, the incidence of having more than one drink when driving is highest among young drivers aged 34 or younger (24% vs. 16% for all other drivers).

Figure 29
of Times Driven Within 2 Hours of Drinking

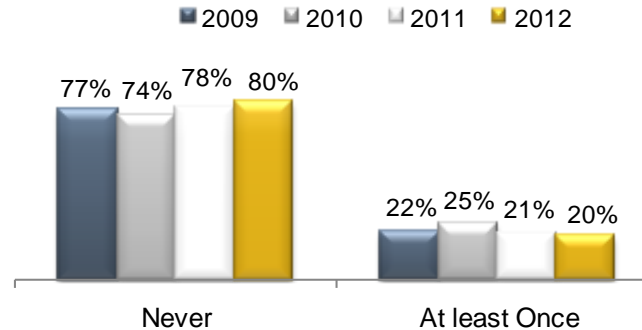
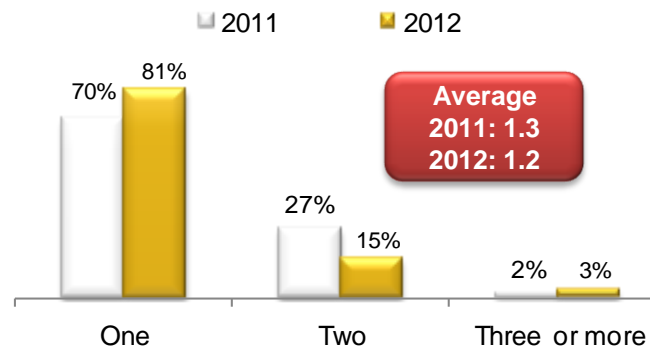


Figure 30
of Times Driven Within 2 Hours of Drinking

Occasions	2009 (%)		2010 (%)		2011 (%)		2012 (%)	
	M	F	M	F	M	F	M	F
Never	67	87	64	83	69	86	72	87
At least Once	33	13	34	16	30	14	28	13

Figure 31
of Drinks Consumed Last Time



Approximately two in ten adults (20%) report driving within two hours of drinking alcohol each month, an incidence most common among males.

Figures 29-31
The incidence of driving within 2 hours of drinking in the month prior to taking the survey. Figure 30 shows results for each year across gender groups. Figure 31 shows the # of drinks consumed the last time driven within 2 hours of drinking (among those who said they did, n=261)

Reference, data tables 16,17.

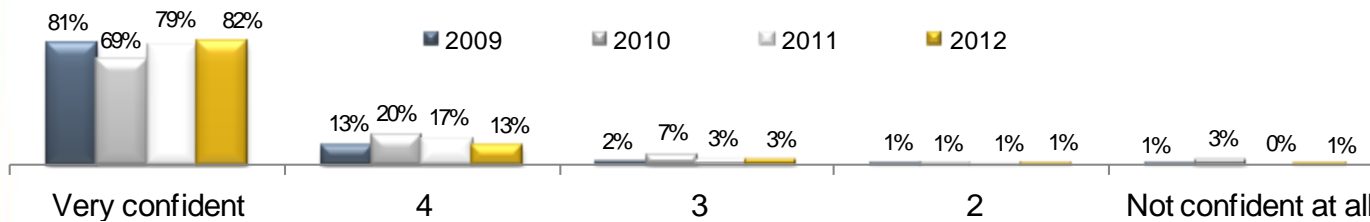
Impaired Driving

DRIVING UNDER THE INFLUENCE

- Most drivers who drink and drive within two hours of consuming alcohol feel rather confident in their ability to control the vehicle. The majority of drivers (82%) who consumed alcohol and drove within two hours reported being very confident ('5' on a 5-point scale) that they were capable of maintaining control of their vehicle. Practically no one (1%) did not feel confident.



Figure 32
Confidence in capability of Maintaining Control of Vehicle (last time drove within 2 hrs of drinking)



- The incidence of driving under the influence of marijuana or hash is a rare incidence among overall drivers. Nonetheless, 5% of all Nova Scotia drivers report having driven a motor vehicle within two hours of consuming marijuana or hash in the past month. This incidence is concentrated among young drivers aged 16-34 (12% vs. 2% for all others).
- The incidence of being pulled over on suspicion of impaired driving is minimal among Nova Scotia drivers. Although 20% of drivers have driven a vehicle after consuming alcohol and 5% have driven after using marijuana or hash (within 2 hours of consumption), only 1% report being pulled over.

Figure 33
% Drove Within 2 Hours of Using Marijuana/Hash

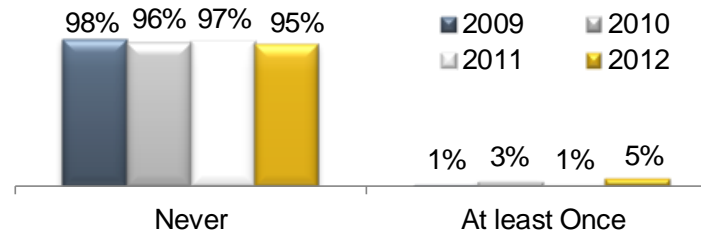


Figure 34
% Pulled over on Suspicion of Impaired Driving

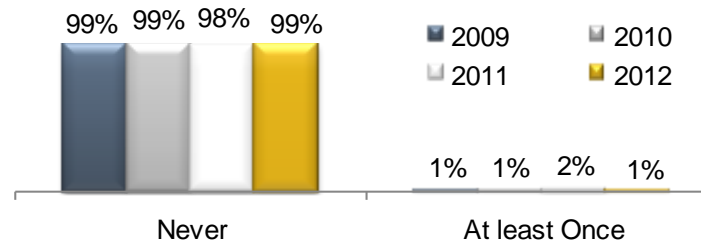


Figure 32-34
Shown: level of confidence in capability of maintaining control of a vehicle on a 5-point scale the last time drove within 2 hours of drinking (among those who said they drank then drove in past month, n=261). Figures 33 & 34 show the incidence of driving under the influence of marijuana or hash in past month, and of having been pulled over on suspicion of impaired driving in past year.

Reference, data tables Table 18, 20, 23

Bicycle Legislation



Bicycle Legislation

- In 2012, Nova Scotia drivers were questioned on their awareness of overall changes to the bicycle legislation (that came into effect on June 1st, 2011), as well as on specific rules on sharing the road. As seen in Figure 35, approximately two in five Nova Scotia drivers are aware of the new rules.
- Awareness is higher among drivers in the Central (44%) and Western (39%) districts, and is also more prominent among older adults (41% for those 35 and older vs. 29% for younger drivers).
- **Among those aware of the 2011 legislation, awareness of specific rules is prominent.** Most (9 out of 10 or more) know that cyclists have to use bike lanes if present and safe to do so, that motorists are required to leave at least one meter of space when passing a cyclist, that cyclists must ride in single file and that motor vehicles are forbidden to be parked in a bike lane.
- Most recognize that it is not legal for cyclists to ride between two lanes of traffic moving in the same direction (73% said 'not part of the new legislation').
- There is some confusion regarding whether or not cyclists are required to leave one metre of space when passing a vehicle, and whether cyclists can pass on the right of stopped vehicles if safe to do so.

Figure 35
Awareness of New Rules Around Bicycles in NS

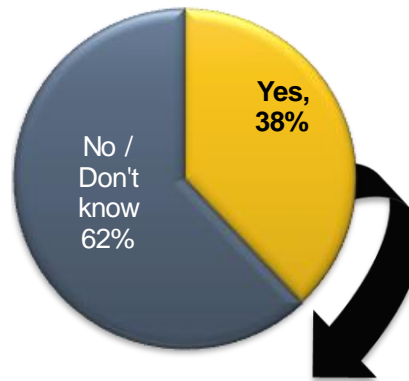
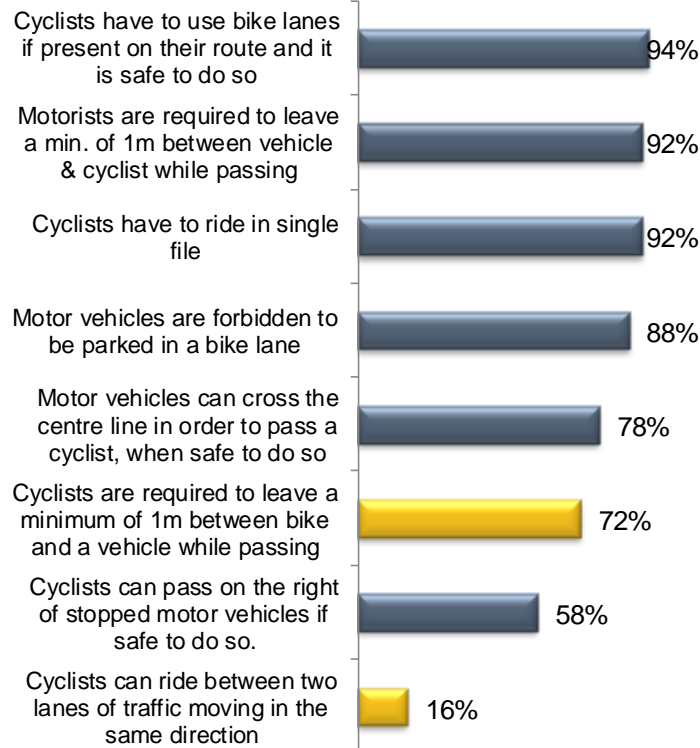


Figure 36
Awareness of Specific Rules



Awareness of new bicycle rules in Nova Scotia is not very high, and is significantly lower in Eastern and Northern districts.

Figure 35-36
Figure 35 represents the awareness of new bicycle legislation in NS, and Figure 36 shows the awareness (% yes) of specific rules among those aware of the new rules in Nova Scotia about cycling. Bars in gold are not legislation. Reference, data tables B1, B2.

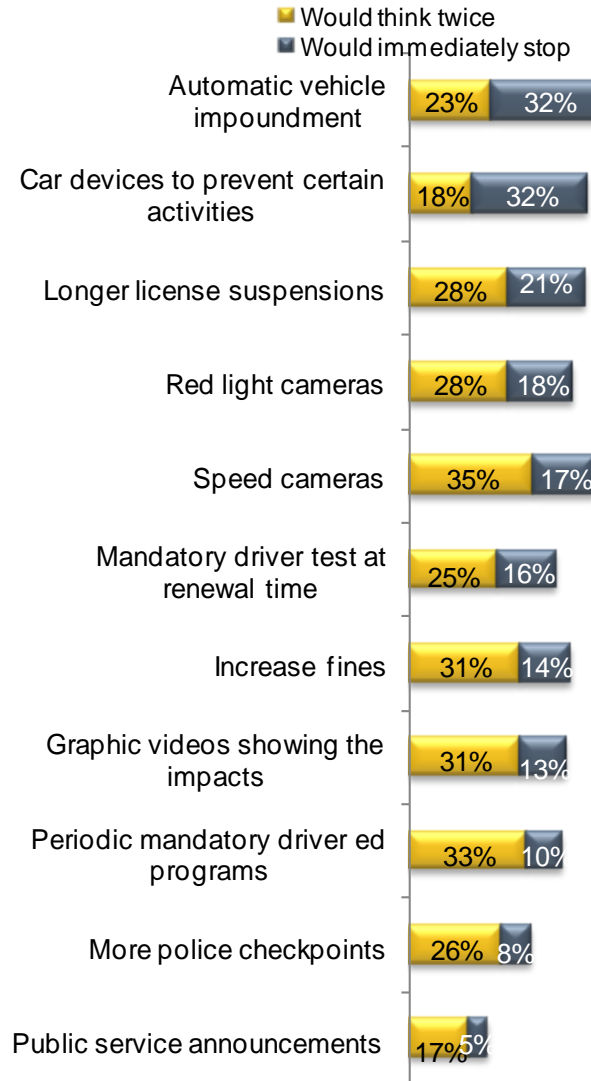
Impact Actions



Impact Actions

- Drivers were asked to rate their attitudes towards a specific list of road safety actions.
- The objective of the question was to determine which penance might be the most impactful on reducing or eliminating risky driving behaviours.
- Figure 37 shows that nearly **one-third of drivers would 'immediately stop' any given risky driving behaviour if they knew their vehicle could be automatically impounded.** Likewise, car devices that prevent certain activities are thought to be quite effective.
- Longer license suspensions and red light or speeding cameras are also considered very effective by a high proportion of drivers. Nearly one-half agree these methods would either cause them to immediately stop certain risky behaviours (such as speeding or driving through red lights), or at least make them think twice.
- Many drivers, however, feel these actions would have absolutely no impact on their driving behaviours (ranging from 42% for automatic impoundments to 73% for public service announcements).

Figure 37
Attitudes Towards the Impact of Specific Safety Actions



Although cameras are considered quite effective on potentially impacting driving behaviours, more severe safety actions such as impoundment and car devices that prevent certain activities are definitely the most impactful.

Figure 37 Shown is the percentage of drivers who stated they would 'think twice' or 'would immediately stop' a risky driving behaviour under the stated circumstance.

Reference, data tables M1 a-k.