
Road Safety Committee

Date: June 22, 2021
Time: 9:30 AM
Location: Online Video Conference

Members

Councillor Stephen Dasko	Ward 1
Councillor Karen Ras	Ward 2
Councillor Pat Saito	Ward 9 (Chair)
Tony Power	Citizen Member (Vice-Chair)
Anna Ramlakhan	Citizen Member
Anne Marie Hayes	Citizen Member
John Walmart	Citizen Member
James Fan	Citizen Member
Sunil Sharma	Citizen Member
Trevor Howard	Citizen Member
Sushil Kumra	(Traffic Safety Council Representative)
Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
Mark Jablonski	Citizen Member

Participate Virtually and/or via Telephone

Advance registration is required to attend, participate and/or make a comment in the virtual meeting. Questions for Public Question Period are required to be provided to Clerk's staff at least 24 hours in an advance of the meeting. Any materials you wish to show the Committee during your presentation must be provided as an attachment to the email. Links to cloud services will not be accepted. Comments submitted will be considered as public information and entered into public record. **Please note that the Road Safety Committee meeting will not be streamed and no video will be posted afterwards.**

To register, please email michelle.sanstra@mississauga.ca and for Residents without access to the internet via computer, smartphone or tablet, can register by calling Michelle Sanstra at 905-615-3200 ext. 5411 **no later than Friday, June 18, 2021 before 4:00PM**. You will be provided with directions on how to participate from Clerks' staff.

Contact

Michelle Sanstra, Legislative Coordinator, Legislative Services
905-615-3200 ext. 5411
Email: michelle.sanstra@mississauga.ca

Find it online <http://www.mississauga.ca/portal/cityhall/committees>

Staff / Agency Representatives

Colin Patterson, Supervisor, Road Safety, Traffic Management

Will Wright, Road Safety Technologist, Traffic Management

Kimberly Hicks, Senior Communications Advisor

Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel

Acting Inspector Greg Amoroso, Peel Regional Police

Constable Donna Maurice, Peel Regional Police

Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)

Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation

Michael Stewart, Government Relations Specialist, CAA

Donald Clipperton, President, Mississauga Insurance Brokers Association

Angela Partynski, Technical Analyst, Environmental Education

Joe Avsec, Manager, Traffic and Sustainable Transportation, Region of Peel

William Toy, Supervisor, Traffic Safety, Region of Peel

1. **CALL TO ORDER**

2. **APPROVAL OF AGENDA**

3. **DECLARATION OF CONFLICT OF INTEREST**

4. **MINUTES OF PREVIOUS MEETING**

4.1. Road Safety Committee Draft Minutes - May 25, 2021

5. **PRESENTATIONS**

5.1. Changing Lanes - Presentation by Alex Legrain

5.2. Let's Move, Mississauga - Presentation by Catherine Nguyen-Pham

5.3. Speed Awareness Campaign - Presentation by Catherine Nguyen-Pham

6. **DEPUTATIONS**

7. **PUBLIC QUESTION PERIOD - 15 Minute Limit**

Public Comments: Advance registration is required to participate and/or to make comments in the virtual public meeting. Any member of the public interested in speaking to an item listed on the agenda must register by calling 905-615-3200 ext. 5411 or by emailing michelle.sanstra@mississauga.ca by **Friday, June 18, 2021 before 4:00PM.**

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:

Road Safety Committee may grant permission to a member of the public to ask a question of Road Safety Committee, with the following provisions:

1. Questions shall be submitted to the Clerk at least 24 hours prior to the meeting;
2. A person is limited to two (2) questions and must pertain specific item on the current agenda and the speaker will state which item the question is related to;
3. The total public question period time is 15 minutes maximum and shall not be extended by the Chair; and
4. Any response not provided at the meeting will be provided in the format of written response.

8. **CONSENT AGENDA**

9. **MATTERS TO BE CONSIDERED**

9.1. 2021 Joint Virtual Road Safety Conference Preliminary Program

- 9.2. Recommendations from the Road Safety Promotional Subcommittee, June 14, 2021 for Approval

RECOMMENDATION

Moved by: Councillor Saito

That the amount of up to \$5,000.00 from the 2021 Road Safety Committee budget be allocated to expand the Pedestrian Safety Campaign to include the provision of portable signs.

RECOMMENDATION

Moved by: Councillor Dasko

That the amount of up to \$5,000 from the 2021 Road Safety Committee budget be allocated for promotional items for the Pedestrian Safety Campaign.

10. INFORMATION ITEMS

- 10.1. Citizen Member Updates (Verbal)
- 10.2. Road Watch Statistics
- 10.3. Project Noise Maker Update
- 10.4. Ministry of Transportation's 2021 Road Safety Attitudinal & Behaviour Survey Results

11. OTHER BUSINESS

12. DATE OF NEXT MEETING

Tuesday, September 28, 2021 at 9:30AM - Location TBD

13. ADJOURNMENT

Road Safety Committee

Date: May 25, 2021
Time: 9:33 AM
Location: Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Karen Ras	Ward 2
	Councillor Pat Saito	Ward 9 (Chair)
	Tony Power	Citizen Member (Vice-Chair)
	Anna Phillips	Citizen Member
	Anne Marie Hayes	Citizen Member
	Sunil Sharma	Citizen Member
	Trevor Howard	Citizen Member
	Sushil Kumra	(Traffic Safety Council Representative)
	Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
	Mark Jablonski	Citizen Member
Members Absent	Tony Power	Citizen Member (Vice-Chair)
	Sunil Sharma	Citizen Member
	Sushil Kumra	(Traffic Safety Council Representative)

1. CALL TO ORDER - 9:33AM

2. APPROVAL OF AGENDA

Approved (Councillor Dasko)

3. DECLARATION OF CONFLICT OF INTEREST - Nil.

4. MINUTES OF PREVIOUS MEETING

4.1 Road Safety Committee Draft Minutes - April 27, 2021

Approved (T. Howard)

5. PRESENTATIONS

5.1 Proposed changes to the City's All-way Stop Policy presentation by Max Gill and Denna Tallia, Traffic Operations Technologist

Mr. Gill provided an overview on the proposed changes to the City's All-Way Stop Policy.

Members of the Committee raised the following question and concerns regarding Councillor's ability to request corporate reports for all-ways stop requests and determining the appropriate distance for resident survey notifications.

Mr. Gill responded by advising that staff will review the survey distance and the policy wording regarding Councillor all-way stop requests.

RECOMMENDATION RSC-0021-2021

Moved By Councillor K. Ras

That the presentation by Max Gill, Supervisor, Traffic Operations with respect to Proposed changes to the City's All-way Stop Policy be received.

Received

6. DEPUTATIONS - Nil.

7. PUBLIC QUESTION PERIOD - 15 Minute Limit

Jonathan Giggs, Resident inquired about the perception of the policy pertaining the all-ways stops controlling traffic. Max Gill, Supervisor of Traffic Operations responded noting that the policy is not designed to control traffic and explained the benefits and disadvantages of all-ways stops.

8. CONSENT

The following items were approved on the consent agenda:

- 9.1. - Resolution 0095-2021 - Request to the Province for Action on Noisemakers
- 9.3. - Region of Peel Resolution 2021-519 Regarding a Province-Wide Vision Zero Strategy
- 9.4. - Region of Peel Notice of Motion Regarding Automated Speed Enforcement (ASE) Project

Approved (T. Howard)

9. MATTERS TO BE CONSIDERED

9.1 Resolution 0095-2021 - Request to the Province for Action on Noisemakers (CONSENT)

9.2 Resolution 0105-2021 to Increase the 2021 Automated Speed Enforcement ("ASE") Program

Councillor Saito provided a brief overview of the Speed Enforcement resolution and Colin Patterson, Supervisor, Road Safety advised that amendments to the purchase agreement are being made to obtain additional cameras.

RECOMMENDATION RSC-0022-2021

Moved By Councillor S. Dasko

The Resolution 0105-2021 adopted by Council on May 19, 2021 with respect to Increase the 2021 Automated Speed Enforcement ("ASE") Program be received or information.

Received

9.3 Region of Peel Resolution 2021-519 Regarding a Province-Wide Vision Zero Strategy (CONSENT)

9.4 Region of Peel Notice of Motion Regarding Automated Speed Enforcement (ASE) Project (CONSENT)

9.5 Stop Sign Camera Program Feasibility Study, Councillor Stephen Dasko

Councillor Dasko spoke to the feasibility of creating a pilot project for stop sign behaviour.

Colin Patterson, Supervisor, Road Safety advised that Provincial authority is required to revise wording in the legislation for stop sign compliance.

Mr. Patterson was directed to work with Councillor Dasko on language for a motion to request a letter to the Province regarding stop sign compliance.

RECOMMENDATION RSC-0023-2021

Moved By Councillor K. Ras

That Colin Patterson, Supervisor, Road Safety be directed to provide Councillor Dasko language to prepare a Motion for Council's approval to request that the Province allow for automated enforcement of stop sign compliance.

Approved

10. INFORMATION ITEMS

10.1 Citizen Member Updates

Anne-Marie Hayes, Citizen Member spoke to the launch of Vision Zero Youth Network Event and will provide Angie Melo, Legislative Coordinator with the link to be shared to the Road Safety Committee Members.

Anna Phillips, Citizen Member spoke to the Poster Contest and requested that this be post on City of Mississauga's LinkedIn.

DIRECTION to Anna Phillips, Citizen Member to provide Catherine Nguyen-Pham, Communications Coordinator with the Poster Contest link and that Ms. Nguyen-Pham share the Poster Contest link via LinkedIn.

10.2 Road Watch Statistics

Constable Claudia Wells, Peel Regional Police provided an overview on the Road watch Stats for the period ending and commented on the need to change driver behaviour.

Councillor Saito suggested that the stop sign driver behaviour be a campaign and be referred for further discussion and development at the Road Safety Promotional Subcommittee.

RECOMMENDATION RSC-0024-2021

Moved By A. Ramlakhan

1. That the Road Watch Statistics for the period ending April 16, 2021 be received for information.
2. That the Road Safety Promotional Subcommittee be directed to meet to discuss developing a "stop sign driver behaviour" campaign.

Carried

11. OTHER BUSINESS

Councillor Dasko spoke to the feedback of the new Slow Down signs and requested that the Slow Down Sign campaign be added to the VHO signs. Karen Flores, Supervisor, Communications advised she would look into adding the Slow Down Sign Campaign to the VHO signs.

Erica Warsh, Project Lead, Vision Zero advised that there are two upcoming public meetings regarding integrated road projects with respect to Rathburn Road and Glen Erin Drive. Ms. Warsh to provide Angie Melo, Legislative Coordinator the public meeting links to be shared with the Road Safety Committee Members.

Thomas Barakat, Manager, Public Policy & Government Relations, Ontario Good Roads provided an update and encouraged the RSC Members to read up on the *Moving Ontarians More Safely Act, 2021*.

12. DATE OF NEXT MEETING - June 22, 2021

13. ADJOURNMENT – 11:04AM

(Councillor Dasko)

Road Safety Committee Update

Alex Legrain, Project Leader, Transportation Planning
Susan Tanabe, Manager, Transportation Planning



MISSISSAUGA

Changing Lanes

DTAH, Traffic Calmer, HDR, LURA

June 22 2021

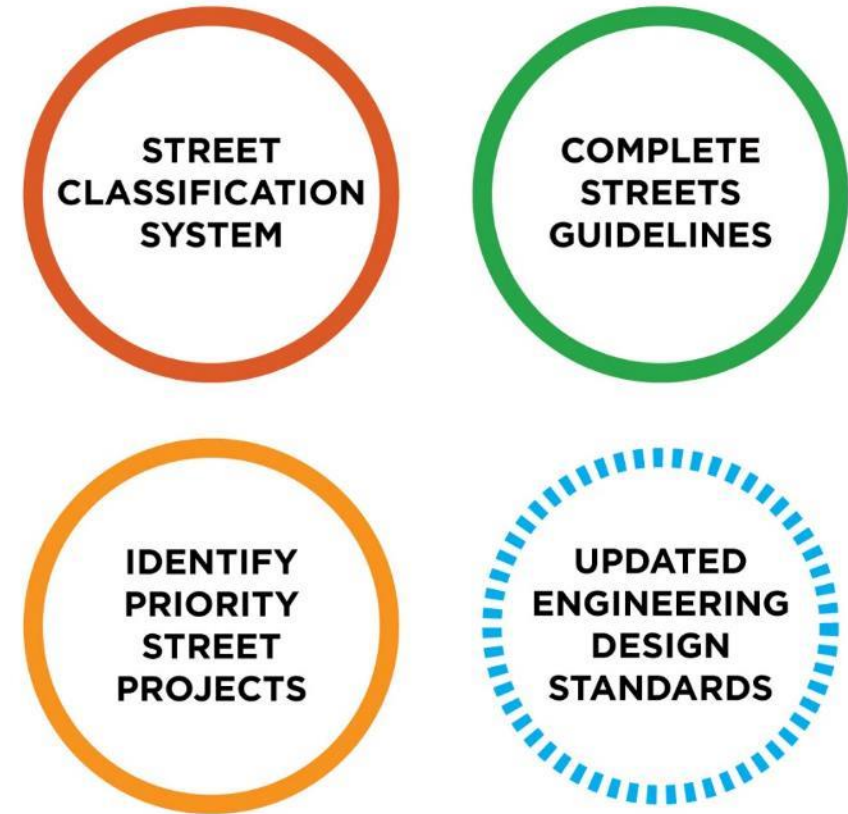
Today's Discussion

- Project Objectives and Process
- What are Complete Streets?
- Engagement Process
- What We've Heard (So Far)
- Street Classification Approach
- Phase 03 Sneak Peek

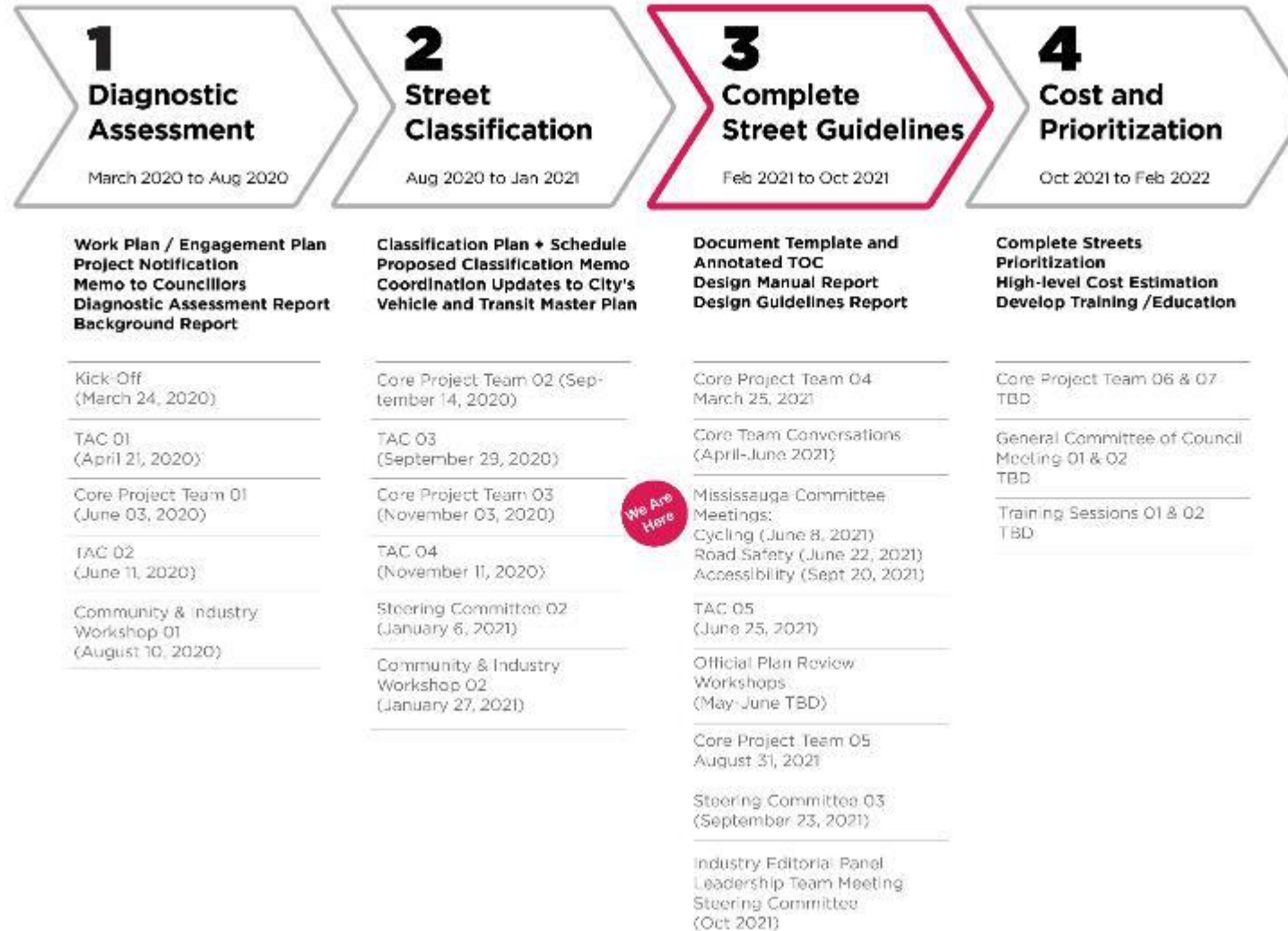


Changing Lanes: Study Objectives

- Update, develop and implement new tools for staff, developers, and other street providers to ensure our streets are safe and convenient for all users.
- Engineering Design Standards Update will take place following the first part of the overall project.
- Delivering on 3 TMP Actions



Study Process



What Are Complete Streets?

A Complete Street is designed for all ages, abilities, and modes of travel.

Safe and comfortable access for pedestrians, bicycles, transit users and people with disabilities is not an afterthought, but an integral planning feature.

Ensures that transportation planners and engineers consistently design and operate the entire street network for all road users, not only motorists.

www.completestreetsforcanada.ca



Streets Can Change: Hurontario at Dundas, 1953



Streets Can Change: Hurontario at Dundas, 2019



Image Credit: Spacing Toronto

Complete Streets Mississauga: Hurontario LRT



Complete Streets: Not Always Complicated or Expensive



Image Credit: Toronto (December 2017).
C. Dave Meslin, Twitter

Engagement

Steering Committee

- Director level w/ 'final say'
- Engaged when needed
- Information sharing
- Sign-off & resolve disputes

IPES / City Planning Strategies/ Development & Design / Traffic Management & Municipal Parking / MiWay / Works, Operations, and Maintenance / Parks, Forestry & Environment

Managers Group

- Managers of sections in the Core or TAC
- 'In the loop' through email
- Typically meet on an individual basis

IPES / Traffic Management & Municipal Parking / Works, Operations, and Maintenance / City Planning Strategies / Development & Design / MiWay / Traffic Management & Municipal Parking / Parks, Forestry & Environment

Core Project Team

- Staff and sections that have a direct impact/ ownership over our streets

Capital Works / Transportation Planning / Transportation Projects / Active Transportation / Traffic Operations / Urban Design / Vision Zero (TBC)

Technical Advisory Committee

- Staff and sections that are impacted or impact our streets in specific ways
- Key invitees to Staff workshops

Fire & Emergency Services/ Facilities & Project Management / IPES / Works, Operations, and Maintenance / HuLRT Project Office / Development & Design / Transportation Planning / Traffic Management & Municipal Parking / MiWay / Parks, Forestry & Environment / City Planning Strategies / Culture / Region of Peel

Community + Industry Partners

- Stakeholders from various sectors
- Focused on providing information and seeking feedback about the project process

Peel Region / First Nations & Indigenous Organizations / Telecommunications Utility / Enbridge / Alectra / Property developers / Urban Land Institute / Mississauga Board of Trade / Metrolinx / MTO / Transit Providers (City of Toronto, Brampton, Oakville, Milton) / GTAA / Credit Valley Conservation / TRCA / Private Bus & Taxi Companies / Transportation Network Companies / Environmental Groups / MIRANET and Rate-payer Associations / Business Improvement Areas / Mississauga Committees

Who Is Involved?



What We've Heard (So Far): Community and Industry Stakeholders

- **Traffic Speed** is an issue overall, but particularly on residential streets.
- **There are many wide intersections** that can be intimidating for pedestrians to cross.
- **Distracted driving** is an issue related to safety for all road users.
- **Cycling** does not feel safe for children and teenagers on streets. Protected cycling lanes may improve the feeling of safety for parents.
- **New multi-use trails** have been well-received by the community.

What We've Heard (So Far): City of Mississauga Staff Workshops

- **Safety** is the top priority.
- Achieve **balance and greater equality** for all street users.
- Streets are complete only when they are **safe and comfortable for people of all ages and abilities**.
- Manage **speed**.
- Streets are recognized **as public spaces and a community asset**.
- **Raise awareness** about complete streets to ensure public support and buy-in.
- Shift from a roads-based to a **streets-based approach**.

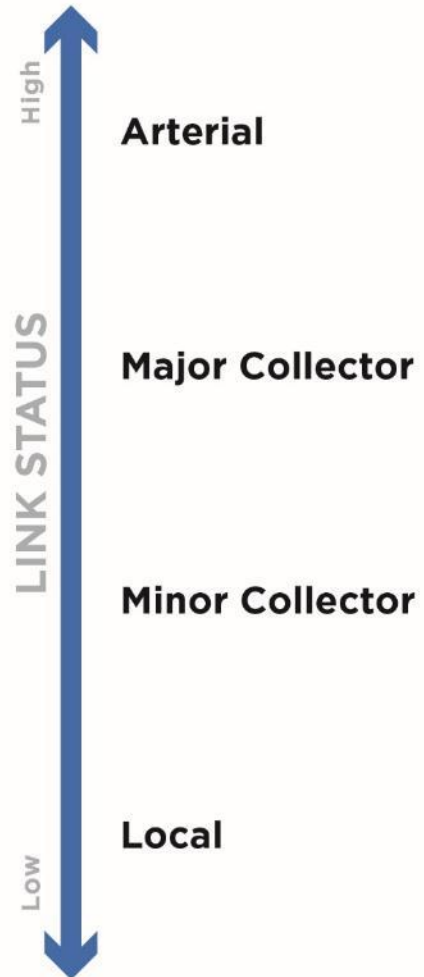
Street Classification Today: Four Classes

	Arterials	Major Collector	Minor Collector*	Local*
Classification	• High volumes of people and goods. • Principal transportation corridors. • Limited direct access.	• Moderate volumes of traffic. • Focus of active transportation in neighbourhoods. • Vehicular access to minimize conflicts with active transportation. • Access to support the efficient flow of goods movement traffic in employment areas.	• Low levels of traffic. • Provide property access. • Access locations to private property will be controlled.	• Low levels of traffic. • Provide property access. • Access locations to private property will be controlled.
Example	 Winston Churchill Blvd.	 Glen Erin Dr.	 Shelter Bay	 St. Malo Circle

*Current description for Minor Collector and Local are similar.

Complete Street Classification:

Link_OP Long-Term Road Network

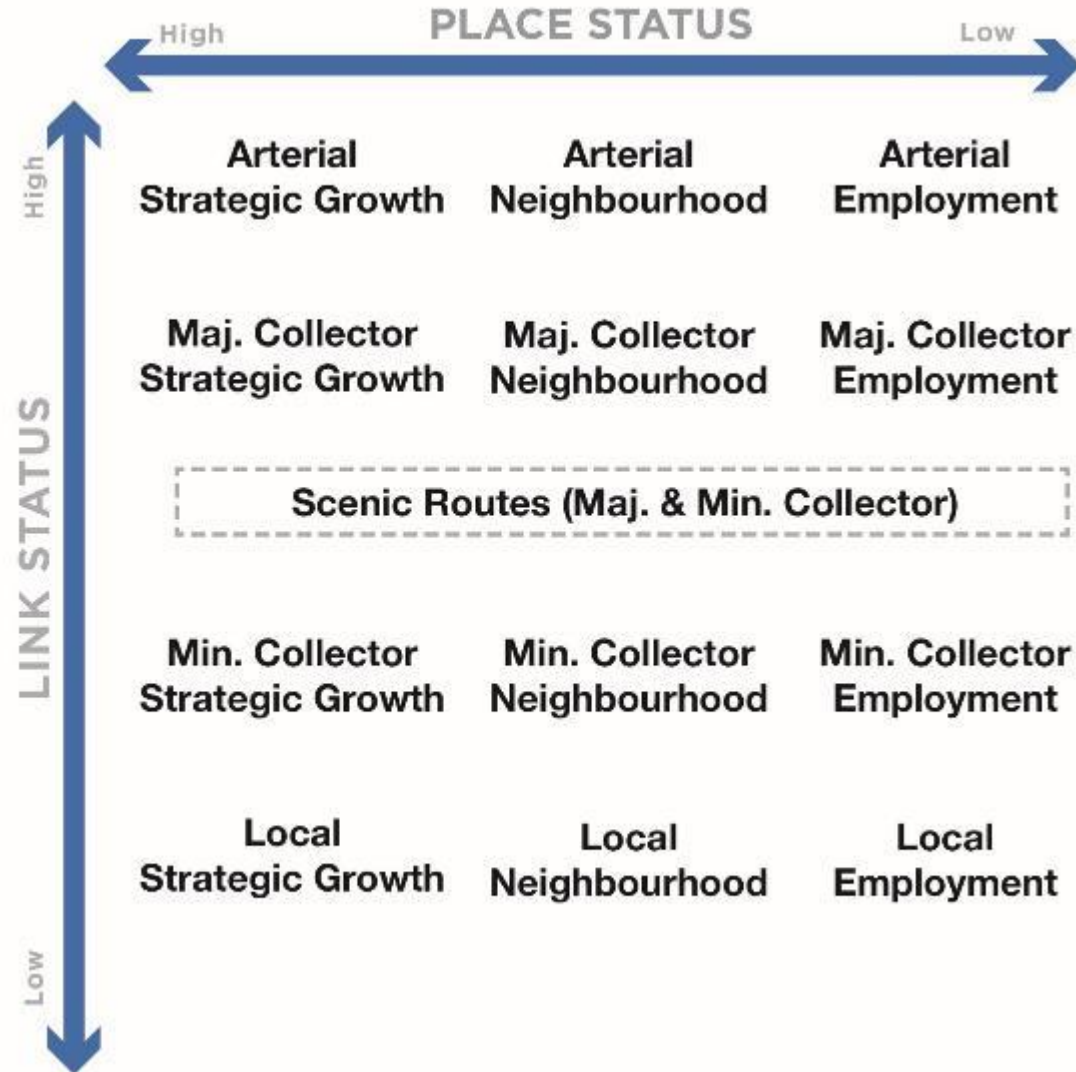


Complete Street Classification:

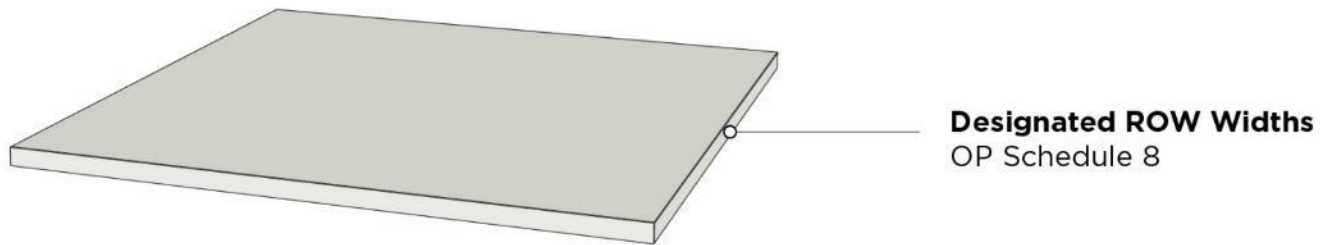
Place_Urban System, Intensification Areas, Land Use



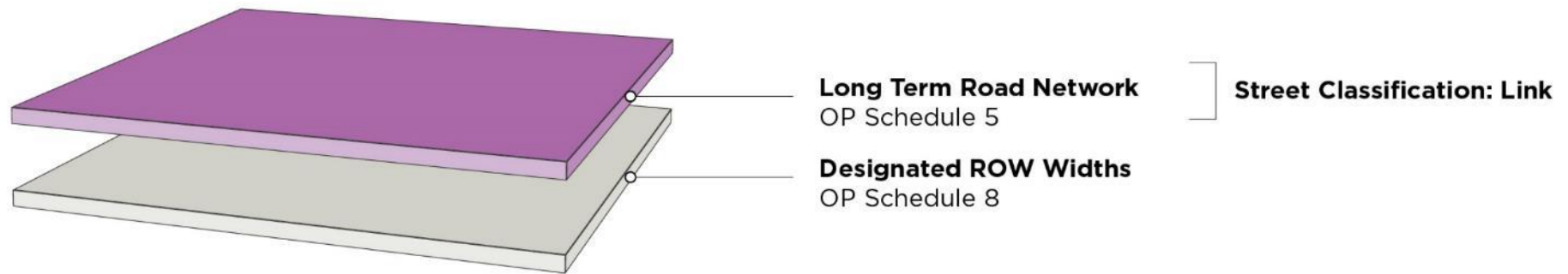
Complete Street Classification: 14 Classes



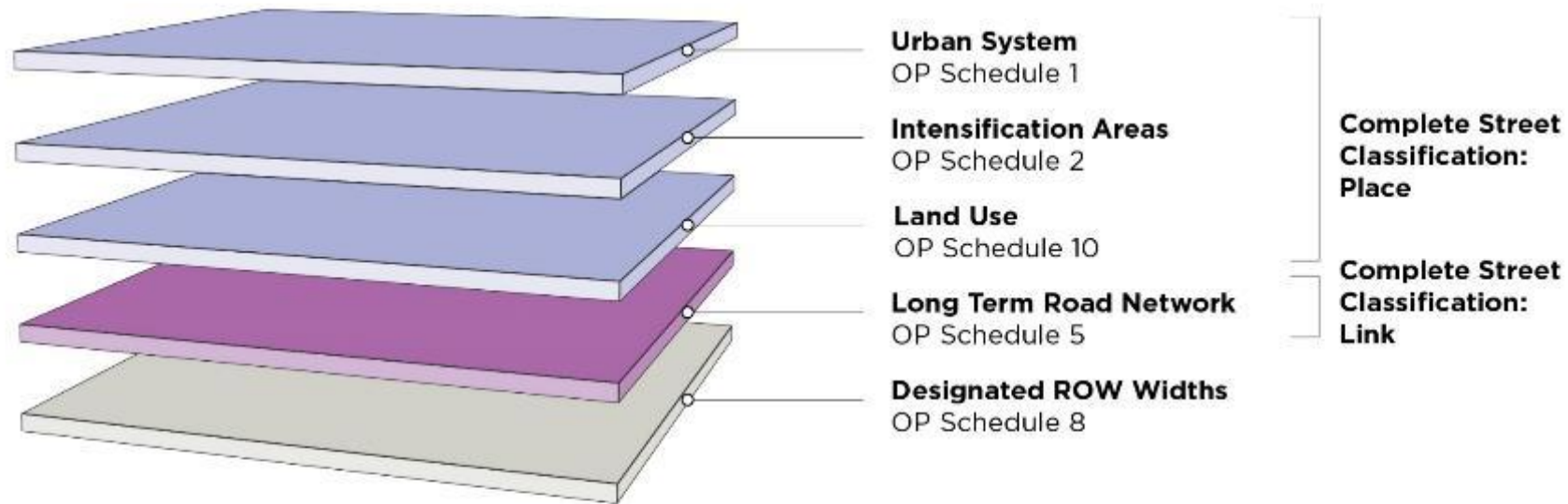
Available Space / Right-of-Way



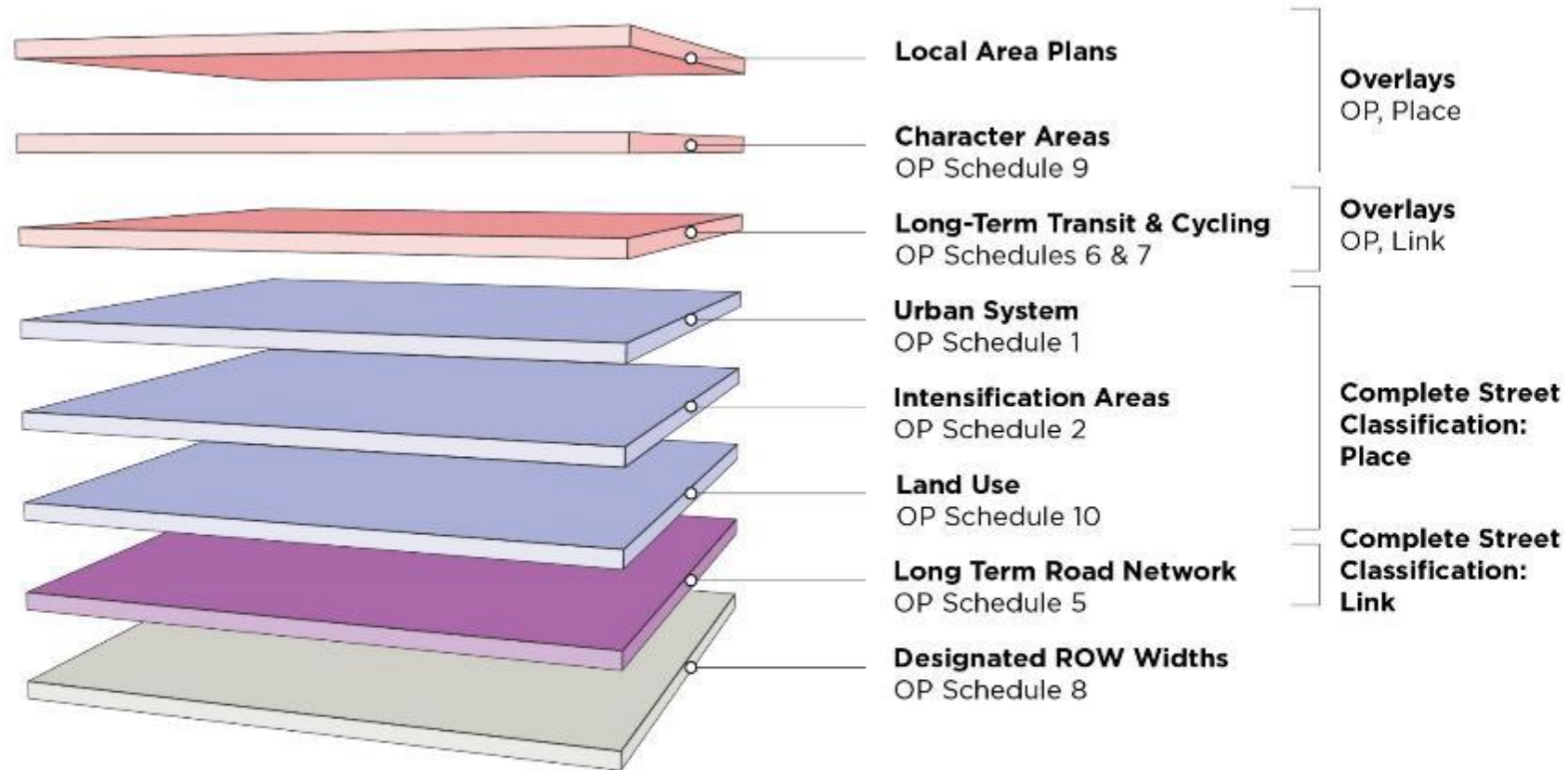
OP Street Classification: Link Inputs



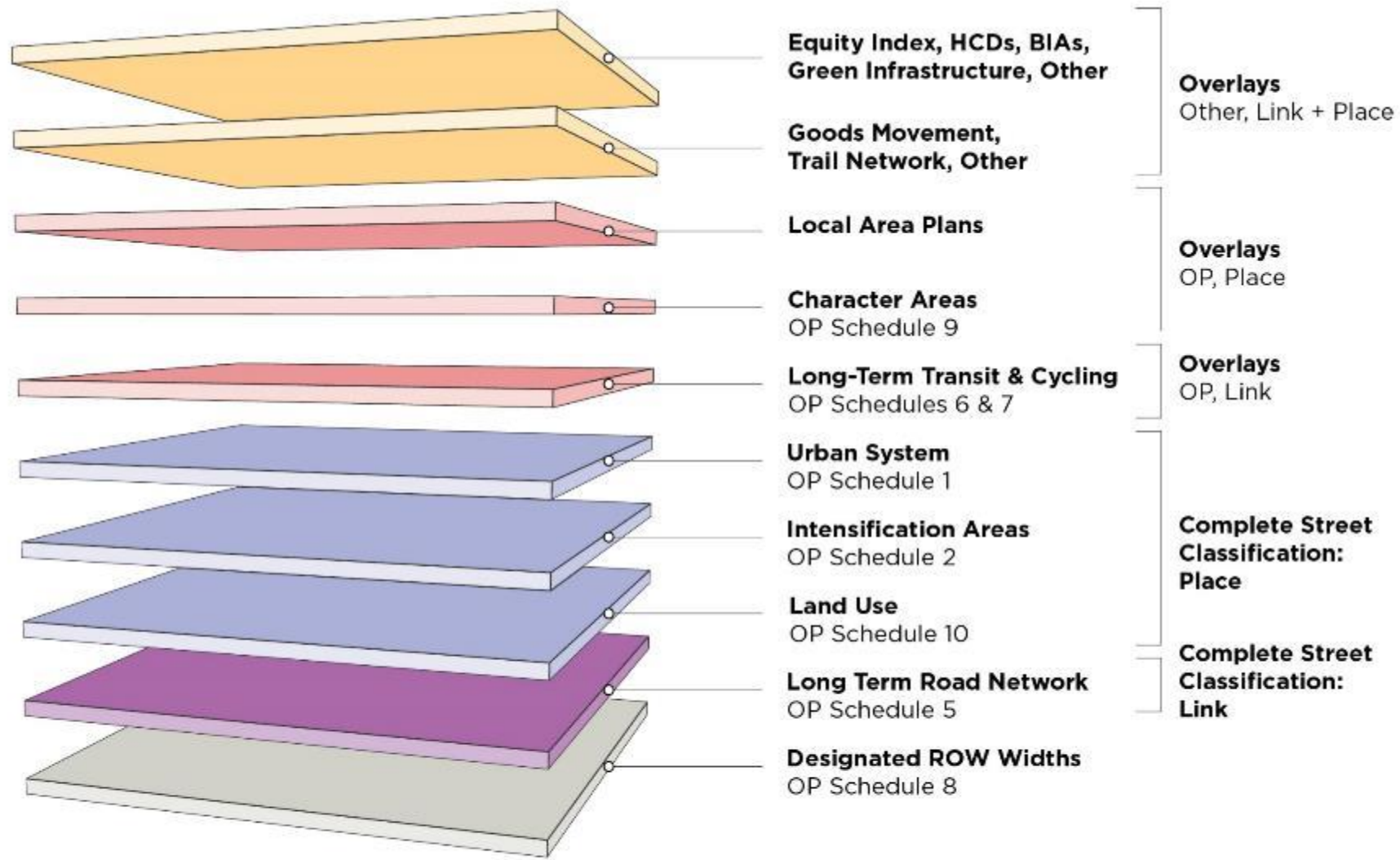
OP Street Classification: Place Inputs



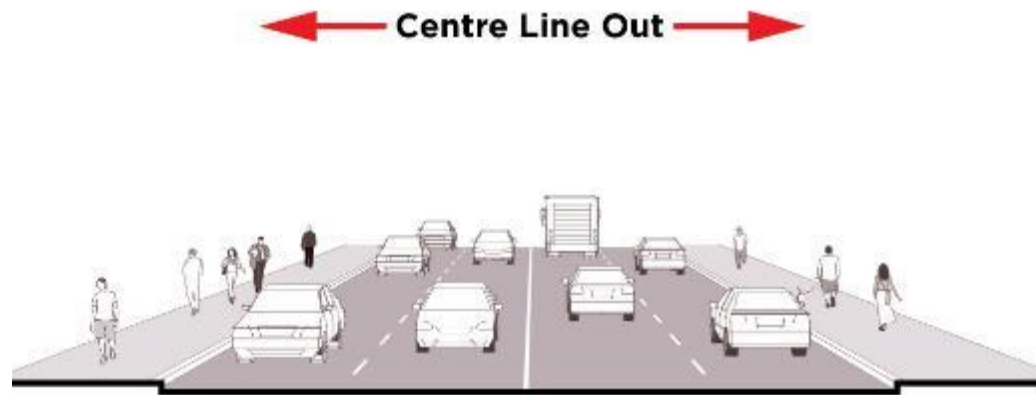
OP Street Classification + Overlays (OP)



OP Street Classification + Overlays (OP + Other)

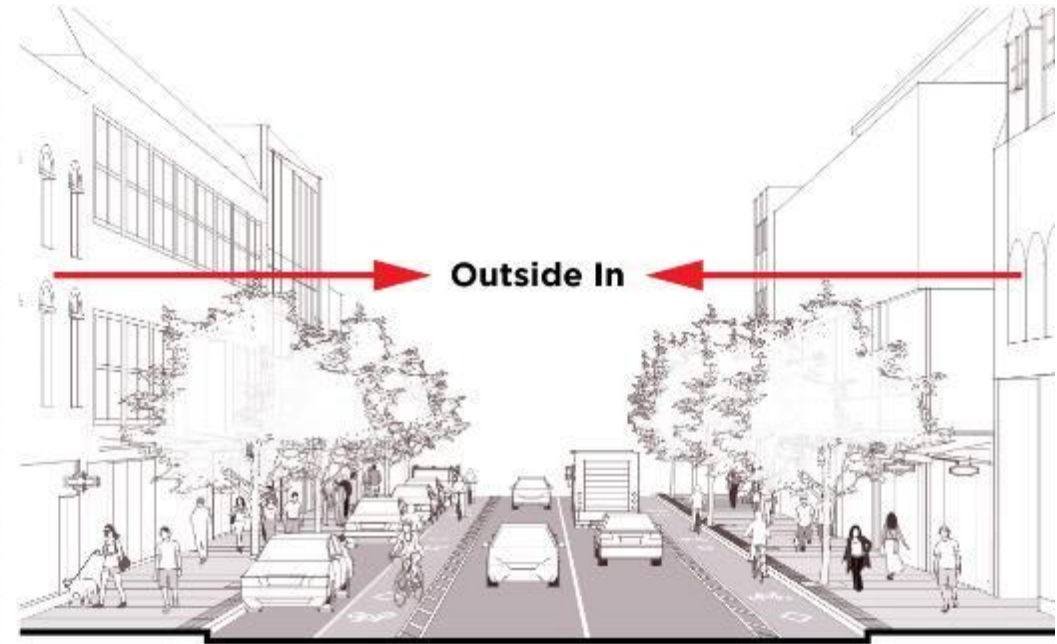


Phase 03 – Development of the Complete Streets Guide



FOCUS OF TRADITIONAL APPROACH

Auto-Mobility
Automobile Safety



COMPLETE STREETS APPROACH

Multi-modal Mobility + Access
Public Health/Safety
Economic Development
Environmental Quality
Livability/Quality of Life
Equity

Next Steps + Timeline

- Review and Incorporate Committee Feedback
- Technical Advisory Committee Meeting (Late June)
- Develop Guidelines and Recommendations over the Summer. Aiming for Draft Guide in Autumn 2021
- Develop Prioritization Recommendations and Cost Estimates (Autumn 2021)

Visit the project website:

<https://yoursay.mississauga.ca/changing-lanes>

Let's Move, Mississauga

Road Safety Committee
June 2021



Overview – Let's Move, Mississauga

- Road Safety Committee and Traffic Safety Council virtual event
- Ran from May 18-24, 2021, which was also Canada Road Safety Week
- Focused on pedestrian safety while getting residents outside and active

Let's Move, Mississauga | Goals

- Encourage residents to get outside and walk, cycle, wheelchair or other forms of active transportation from May 18-24
- Raise awareness about pedestrian safety and encourage road users be safe when using a Mississauga roadway

Let's Move, Mississauga | Creative



Let's Move, Mississauga | Tactics

Tactic	Cost
Social media	\$1,500
Media relations (News release)	\$0
Mobile signs	\$3,500
Creative design	\$0
Digital screens (Mississauga Celebration Square, Gateway)	\$0
Employee messaging (Inside Mississauga)	\$0
Total Budget	\$5,000

Let's Move, Mississauga | Measurement

Measurement	Target	Actual
Webpage visits	150 visits	2,510 visits
Certificate downloads	50 clicks	422 clicks
Social media engagements	300 engagements	2,577 engagements
Social media impressions	150,000 impressions	861,041 impressions
Media story pick-up	2 media stories picked up	3 media stories • Peel Weekly News • Toronto Star • Mississauga News
Inside Mississauga story views	75 views	103 views

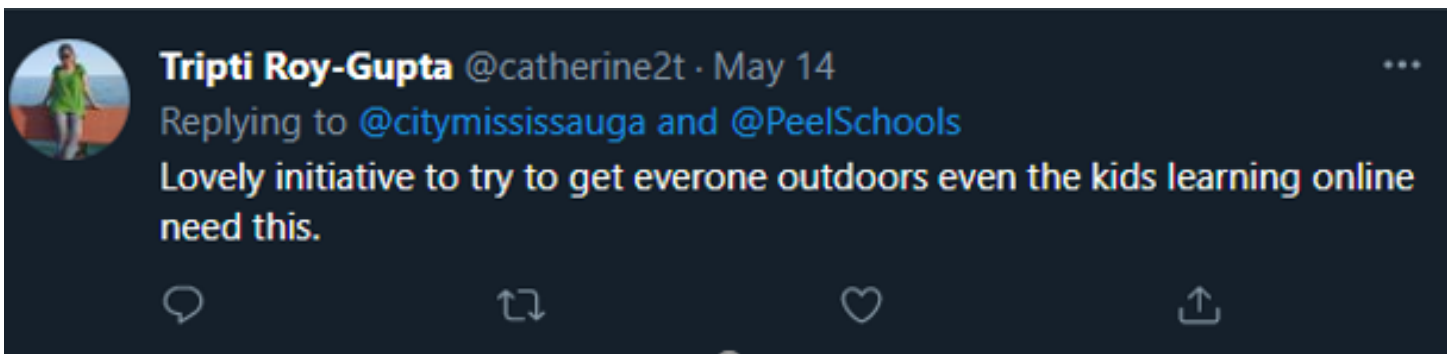
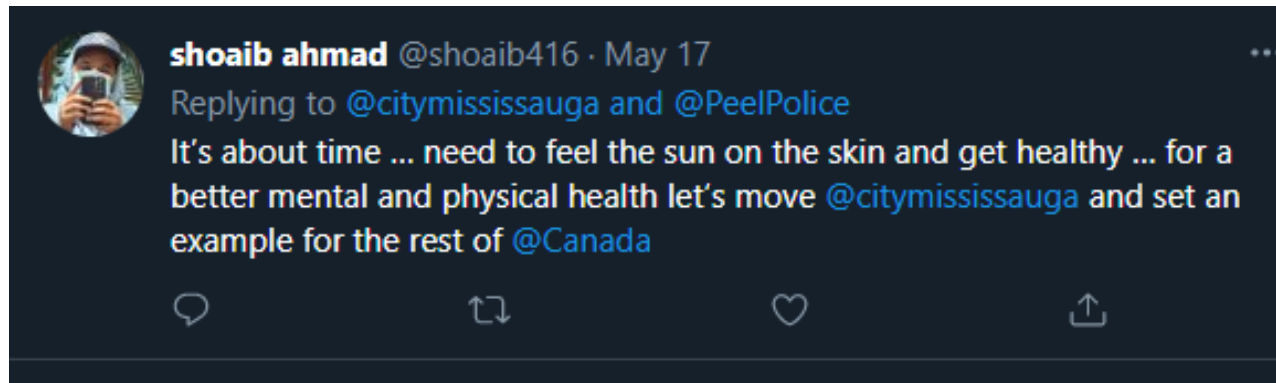
Let's Move, Mississauga | Mobile Signs



Let's Move, Mississauga | Social Media



Let's Move, Mississauga | Social Media Comments



thank you!

Questions?

Speeding Awareness Campaign

Road Safety Committee

June 2021



Overview – Speeding Awareness Campaign

- Road Safety Committee campaign partnered with Peel Regional Police and Region of Peel
- Encouraged drivers to slow down and comply with posted speed limits
- Ran from Monday, May 3 to Monday, May 31.

Speeding Campaign | Goals

Road Safety Committee goals:

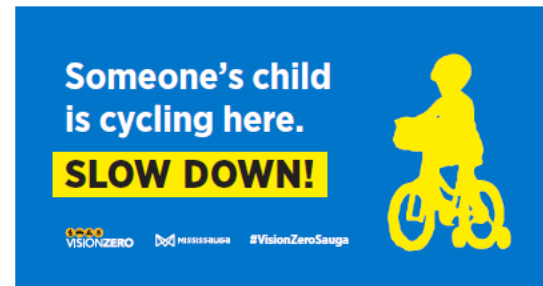
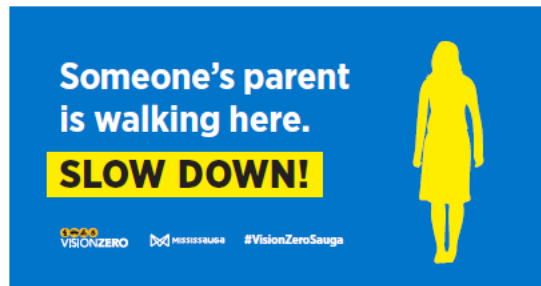
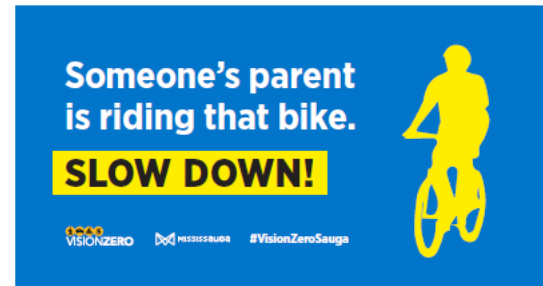
- Help reduce the number of drivers who speed in Mississauga
- Help create safer roads for pedestrians, cyclists, passengers, transit users and drivers

Speeding Campaign | Goals

Communications goal:

- Raise awareness about speeding and why it's important for drivers to slow down
- Educate drivers about road safety in Mississauga

Speeding Campaign | Creative



Speeding Campaign | Tactics

Tactic	Cost
Social media	\$650
Media relations (News release)	\$0
Mobile signs	\$3,500
Creative design	\$850
Digital screens (Mississauga Celebration Square, Gateway)	\$0
Employee messaging (Inside Mississauga)	\$0
Total Budget	\$5,000

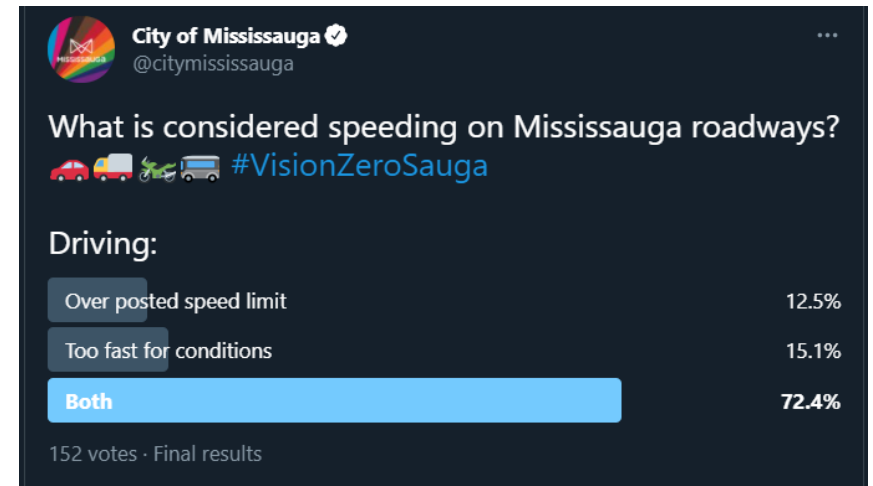
Speeding Campaign | Results

MEASUREMENTS	TARGETS	ACTUALS
Webpage visits (May 1-31)	200 visits	205 views
Social media engagements	500 engagements	3,367 engagements
Social media impressions	200,000 impressions	345,956 impressions
Media stories pick up	2 media stories	2 media stories: • Media In Toronto • InSauga
Inside Mississauga	75 views	164 views

Speeding Campaign | Social Media



Speeding Campaign | Social Media Polls



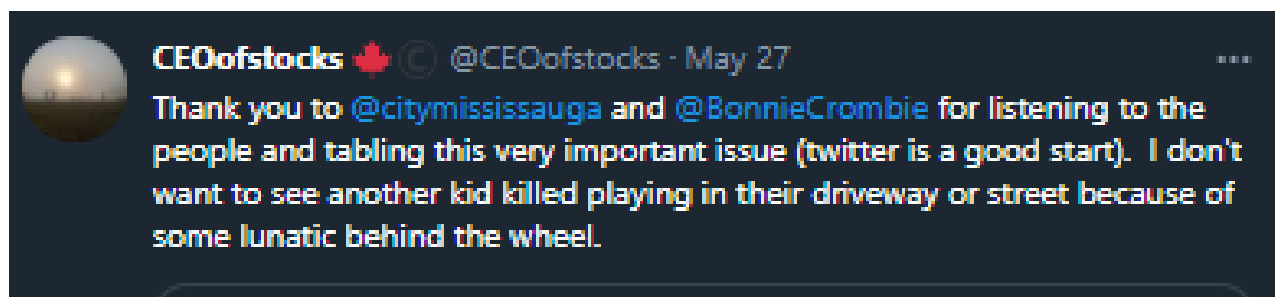
Speeding Campaign | Social Media Polls



Speeding Campaign | Social Media Polls



Speeding Campaign | Social Media Comments



Speeding Campaign | Mobile Signs



Speeding Consequences Campaign

- Running from November 1-30, 2021
- Focused on educating road users about the consequences of speeding (e.g. fines, collisions)

thank you!

Questions?

City of Mississauga Memorandum



9.1

Date: June 16, 2021

To: Chair and Members of Road Safety Committee

From: Dayna Obaseki, Legislative Coordinator

Meeting date: June 22, 2021

Subject: **2021 Joint Virtual Road Safety Conference**

Recommendation

That the amount of up to \$447 from the 2021 Committee Support budget be allocated for Anne Marie Hayes, Citizen Member, Mark Jablonski, Citizen Member and Suzanne Doyle, MCAC Representative to attend the CARSP/PRI 2021 Joint Virtual Conference from August 22-25, 2021 at a registration fee of \$149 per individual.

The Canadian Association of Road Safety Professionals (CARSP) is hosting their 30th CARSP Conference and the 14th PRI World Congress: CARSP/PRI 2021 Joint Virtual Conference from August 22-25, 2021. The Theme is - Equitability: Road Safety for all through Vision Zero and Sustainable Safety.

The registration ticket fee is \$149.00 per person to attend CARSP/PRI 2021 Joint Virtual Conference. The following Road Safety Committee Members have provided in writing to Angie Melo, Legislative Coordinator their expressed interest in attending the CARSP/PRI 2021 Joint Virtual Conference:

- Anne Marie Hayes, Citizen Member
- Mark Jablonski, Citizen Member
- Suzanne Doyle, Mississauga Cycling Advisory Committee Representative

Attachments

Appendix 1: CARSP/PRI 2021 Joint Virtual Conference Overview

Appendix 2: CARSP/PRI 2021 Joint Virtual Conference Preliminary Conference Program

Prepared by: Dayna Obaseki, Legislative Coordinator

Canadian Association of Road Safety Professionals

Français

NETWORKING

- CARSP Conference
- CARSP/PRI 2021 Joint Virtual Conference
 - Preliminary Program
 - Speaker Biographies
 - Conference Registration
 - Refund and Cancellation Policies
 - Call for Abstracts
 - Student Competitions
 - Student Paper Competition
 - Student Poster Competition
 - CARSP – Vehicle Safety Enhancement Award
 - Sponsor Opportunities
 - 2021 Conference Sponsors
- Past Conferences
- Awards and Scholarships
- Membership
- Membership Options
- Subscribe to our mailing list
- The Safety Network Newsletter
- Canadian Road Safety News Digest

EVENTS

RESEARCH

- Research Papers
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- Proceedings
- Purchase Complete Proceedings
- Resources

Search recently published papers from the Canadian Multidisciplinary Road Safety Conference

SEARCH OUR RESEARCH PAPERS

CARSP MEMBERSHIP



Preliminary Conference Program
CARSP/PRI 2021 Joint Virtual Conference

Last updated: May 31, 2021

- [Sunday, August 22, 2021](#)
- [Monday, August 23, 2021](#)
- [Tuesday, August 24, 2021](#)
- [Wednesday, August 25, 2021](#)

Safety Sources
High-Tech Vehicle Safety Systems

NEWS

JOB POSTINGS

About CARSP
Board of Directors
Young Professionals’ Committee
National Office
CARSP Awards
Contact Us

This is a bilingual conference. All presentation sessions (excluding poster sessions) will be interpreted. Unless otherwise indicated, presenters will be speaking in English.

Sunday, August 22, 2021	
Throughout Day	Meetings TBD

Monday, August 23, 2021	
10:30am – 11:45am	Plenary Session Opening Ceremonies/Welcoming Remarks: Martin Lavallière, Co-Chair, CARSP/PRI 2021 Conference and Board Director, CARSP Benacer Boulaajoul, Co-Chair, CARSP/PRI 2021 Conference and President, PRI Ward Vanlaar, Co-Chair, CARSP/PRI 2021 Conference and COO, TIRF Valérie Lavoie, President and COO, Desjardins Keynote Speakers: Jean Todt, Secretary General, Special Envoy for Road Safety, United Nations <i>The United Nations New Decade of Action on Road Safety, 2021 to 2030</i> Etienne Krug, Director, Social Determinants of Health, World Health Organization’s (WHO) <i>Department for Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention (NVI), WHO</i> <i>How the Social, Physical and Economic Conditions in Society Impact Road Safety</i> Zoleka Mandela, Child Health Initiative Ambassador, United Nations TBD
11:45am - 12:30am	Lunch / Trade Show Exhibition
12:30pm – 1:45pm	Panel Discussion 1 – Communication in Road Safety: How to Reach the Different Target Audiences (FRENCH / Interpreted) Moderator: Alex Nolet, President, CARSP Catherine Brassard, Communications Advisor, SAAQ <i>Raising awareness on road safety: issues and challenges for Société de l’assurance automobile du Québec</i> Pénélope Daignault, Full Professor, Université Laval <i>Using segmentation to better evaluate and communicate in road safety</i> Anne Lavaud, General Director, Association Prévention Routière <i>Understanding behaviours to better target promotion</i>
1:45pm - 2:15pm	BREAK – MEET & GREET on Salient Road Safety Topics (Sponsored)

2:15pm – 3:30pm	Slidedeck Presentation Session 1A: <i>Social Inequalities, the Built Environment and Road Safety</i> Active School Transportation and the Built Environment across Canadian Cities: Findings from the Child Active Transportation Safety and the Environment (CHASE) Study (Rothman) Evaluation of Vision Zero School Safety Zone Built Environment Interventions in Toronto, Canada: A Pilot Study (Rothman) The challenges of implementing a GIS database for active transportation and road safety in four Canadian metropolitan areas (Rancourt) (Delivered in French / Interpreted) Social inequalities in child pedestrian collisions in Toronto, Canada. The role of the built environment (Schwartz) An investigation of the built environment risk factors related to specific mechanisms of injury between children and adolescents in three Canadian Cities. (Aucoin) Slidedeck Presentation Session 1B: <i>Road Design and Speed Management</i> Floating bus stops – Are they improving the safety of all road users? (Nolet) 2+1 Roads - Swedish Innovation - Canadian Rural Road Solution? (Wilson) Traffic calming implementation around Calgary elementary schools: Stepped wedge RCT (Hubka Rao) Appraising Data-Acquiring Technology: Using Speed Data to Create Safer Cities (Chaffey) Using Speed as a Safety Indicator for Vehicle Turning Movements at Urban Intersections (Bocktor) Poster Presentation Session 1C: <i>Fitness to Drive</i> Evaluation of a physician communication resource to educate patients on the risks of driving when prescribed pain medication (Robertson) How to measure brain activity in drivers with sleep disorders: A methodological presentation (Rizzo) Overview of the nursing profession in relation to road safety (Savoie) (Delivered in French / Interpreted) Poster Presentation Session 1D: <i>Child and Youth Injury Prevention</i> The role of traffic, road design and parent’s perceptions on children active transportation safety: a systematic review (Amiour) The LEA*DRS Program: Informing Collisions Down (Taylor) The Vision Zero Youth Network: A New Peer-to-Peer Program to Engage the Most Vulnerable Road Users in Injury Prevention (Hayes) Evaluation of a prevention activity for potentially intoxicated teenage pedestrians in the City of Saguenay (Desjardins) (Delivered in French / Interpreted)
Tuesday, August 24, 2021	
10:30am – 11:45am	Plenary Session Panel Discussion 2 – COVID-19 and Road Safety

	(BILINGUAL / Interpreted) Description: A roundtable with international experts sharing their experience and insight into the impact of the pandemic on mobility and road safety as well as opportunities emerging from this disruptive event. Moderators: <i>Robyn Robertson, President & CEO, TIRF and Ward Vanlaar, COO, TIRF</i> Evelyn Vingilis, <i>Director of the Population and Community Health Unit and Professor, University of Western Ontario</i> Benacer Boullaajoul, <i>Director General, National Road Safety Agency and President, PRI</i> Maxime Brault, <i>Head of Road Safety Research, SAAQ</i> Heather Woods-Fry, <i>Research Scientist, TIRF</i>
11:45am - 12:30pm	Lunch / Trade Show Exhibition
12:30pm – 1:45pm	Panel Discussion 3 – Cannabis and Road Safety – Are we there yet? Moderator: <i>Paul Boase, Chief – Road Users, Transport Canada</i> Robyn Robertson, <i>President & CEO, TIRF</i> and Ken Lindhardtsen, <i>Vice-President of Accident Benefits and Bodily Injury Claims, Desjardins General Insurance Group</i> <i>Cannabis and driving: prevalence and research needs</i> Mathieu Synnott, <i>Drug coordinator/Consulting and operations Support Module, Road Safety and Recreational Tourism Service, Sûreté du Québec</i> <i>Police Practices Related to Cannabis Impaired Driving</i> Wendy Thompson, <i>Epidemiologist, Centre for Surveillance and Applied Research, Public Health Agency of Canada</i> <i>Trends Related to Cannabis and Motor Vehicle Crashes</i>
1:45pm - 2:15pm	BREAK – MEET & GREET on Salient Road Safety Topics (Sponsored)
2:15pm – 3:30pm	Slidedeck Presentation Session 2A: Cannabis-Impaired Driving I Driving Under the Influence of Cannabis among Recreational and Medical Cannabis Users (Wickens) Driving after cannabis use: Perceptions of drivers during the transition to legalized non-medical cannabis in Canada (Cristiano) Interventions to Prevent Drugged Driving: A Systematic Review (Razaghizad) Relating Individual Differences in Personality with Speed after Smoked Cannabis (Wickens) Slidedeck Presentation Session 2B: Safe System Approach/Vision Zero/Road Safety Management Comparison of Road Safety Management in Six Countries (Jonah) Evaluation of urban road safety policies (Fourrel de Frettes) (Delivered in French / Interpreted) Evaluation des politiques urbaines de sécurité routière (Fourrel de Frettes) Road Safety in Canada During the United Nations' Decade of Action (Jonah) Parachute Vision Zero: Our Road Safety Approach (Fuselli) Parachute Vision Zero: The Canadian Landscape (Smith)

	Prioritization of themes and customers in road safety (Paguet) Poster Presentation Session 2C: <i>Environmental Factors in Road Safety</i> The impact of the COVID-19 pandemic on road safety in Portugal (Trigoso) Automated Avalanche Detection System (AADS) (Steele) Crash Testing and Evaluation of Aging Roadside Safety Hardware (Hopkins) Rail Crossing Information System Abstract (RCIS) (Edgar) Identifying metrics to measure the success of built environment interventions: A Rapid Scoping Review (Pitt) Poster Presentation Session 2D: <i>Risky Driving Behaviours / Perceptions of Risk</i> The Dynamics between the Resilience and Safety Culture of Traffic System and Driver Behaviours? (Ozturk) Canadian wildlife-vehicle collisions: An examination of knowledge and behaviour for collision prevention (Barrett) Driving exposure and distraction: A comparison of three in-vehicle tasks (Eng) Investigating the psychometric properties of Driving Moral Disengagement Scale (DMDS) (sadeghnejad) Regional variations of the road risk in France: A psychosocial study (Bec-Gérion)
3:30pm - 4:00pm	CARSP Annual General Meeeting (AGM)

Wednesday, August 25, 2021	
10:30am – 11:45am	Slidedeck Presentation Session 3A: <i>Cannabis-Impaired Driving II</i> Connect, not convince: Reaching youth cannabis-users with the #KnowWhatImpairedMeans campaign (Smith) Weed Out The Risk: An Anti-Crash Course on Cannabis and Driving (Hector) Marijuana Use Among Drivers in Canada (Brown) Slidedeck Presentation Session 3B: <i>Risky Drivers / Fitness to Drive</i> Pilot Study of a Remedial Program for First-Time Distracted Driving Offenders (Robertson) Trends in distracted driving in Canada (Robertson) Clinical Determinants of Fitness to Drive in Drivers with Multiple Sclerosis: A Systematic Review (Krasniuk) Teen Drivers vs. Non-drivers: Are there differences in behaviour? (Seeley) The Relationship between Attention Deficit Hyperactivity Disorder (ADHD) Symptoms and Impaired Driving: Results from the Ontario Student Drug and Health Survey (OSDUHS) (Vingilis) Poster Presentation Session 3C: <i>Vulnerable Road User Safety</i> Analyzing Pedestrian Behaviour at Signalized Intersections: Does Intersection Type Affect Pedestrian Behaviour? (Miladi)

	Once a pedestrian, always a pedestrian (Fournelle) (Delivered in French / Interpreted) A naturalistic observation study of road users and motorcycle helmet use rates in Antananarivo, Madagascar (Silva) Equitability in Balancing Safety and Operations in Vision Zero Strategies: Leading Pedestrian Interval Case Study (Hasanpour) Mobility experiences of blind and visually impaired road users in Northern Italy (Perego) Poster Presentation Session 3D: <i>Vehicle Safety and Crash Prediction</i> Low Speed Automated Shuttle: From Test Track to on-Road Pilot (Charlebois) Traffic Safety Screening (TSS) and FeGIS+ - From vision to Vision Zero (Kathmann) A data-driven assessment of the efficacy of vehicle safety inspection programs. (Acharya)
11:45am - 12:30am	Lunch / Trade Show Exhibition
12:30pm – 1:45pm	Panel Discussion 4 – Autonomous Vehicles and Vehicular Technologies: Where are we now? <i>Moderator: Martin Lavallière, Professor, Kinesiology, Université du Québec à Chicoutimi</i> Brenda Vrkljan, Professor, McMaster University <i>Aging Drivers and the Promise of Advanced Vehicle Technologies</i> Alain Areal, General Director, PRP Portugal, First President, PRI <i>Automated Vehicles: the European perspective</i> Bryan Reimer, Research Scientist, MIT Center for Transportation and Logistics <i>Human Factor Challenges Related to AVs and Vehicular Technologies</i> Michael Kennedy, Vice-President, Marketing Strategy and Foundations, Ontario, Atlantic and West, Desjardins Group <i>Autonomous Vehicles: An insurer’s perspective</i>
1:45pm - 2:15pm	BREAK – MEET & GREET on Salient Road Safety Topics (Sponsored)
2:15pm – 3:30pm	Slidedeck Presentation Session 4A: <i>Autonomous Vehicles and Advanced Vehicle Safety</i> Advanced Driver Assistance Systems in Winter Conditions (Charlebois) Improving the public’s perception of autonomous vehicles by communicating the consistency of autonomous vehicle algorithms (Walker) Low Speed Automated Shuttles: Passenger Experience in Different Traffic Environments (Lau) Road safety and autonomous vehicles: A neo-institutional analysis (Haddad) (Delivered in French / Interpreted) Slidedeck Presentation Session 4B: <i>Vulnerable Road User Safety</i> Toronto's Vision Zero Before-After Evaluation of a Left Turn Calming Pilot (Samara) Senior Safety Zones in Toronto: A Case Study (Dilgir) All pedestrians! campaign: "On foot, we have no armor" (Lesiack) (Delivered in French / Interpreted) Cyclist Safety Behaviour Towards Stop Signs. A Study on Stop-Controlled Intersections Using Video Trajectory and Surrogate Measures of Safety (Navarro)

Helmet use among two-wheeled users’ victims of road accidents in Benin (Hounkpe Dos Santos) (Delivered in French / Interpreted)

Poster Presentation Session 4C: *Speeding and Speed limits*

- Why 30 km/h municipal speed limits Are the Right Thing to Do (King)
- Relationship between Motor Vehicle Speed and Active School Transportation at Elementary Schools in Toronto and Calgary, Canada (Rothman)
- Safety Management Practices on Low-volume Roads: A Survey (Al-Kaisy)

Poster Presentation Session 4D: *Alcohol and Drug Impaired Driving*

- Cannabis-impaired driving ability among youth: Results from the 2018 Estrie Population Health Survey (Mamri) (Delivered in French / Interpreted)
- Review of Impaired Driving Detection Methods and Proposing a New Approach for Continuous and Real Time Early Stage Recognition (Abolhasannejad)
- Evaluation of a police road safety prevention activity in the City of Saguenay: IMPACT (Desjardins) (Delivered in French)

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The 30th CARSP Conference and the 14th PRI World Congress

August 22-25, 2021 - Virtual Conference

Theme - Equitability: Road Safety for all through Vision Zero and Sustainable Safety

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CARSP is very excited to join with La Prévention Routière Internationale (PRI) to bring you the CARSP/PRI 2021 Conference. This joint conference will create synergies by integrating two milestone events, the 30th CARSP Conference and the 14th PRI World Congress. This conference is also in partnership with the Traffic Injury Research Foundation (TIRF) and Desjardins.

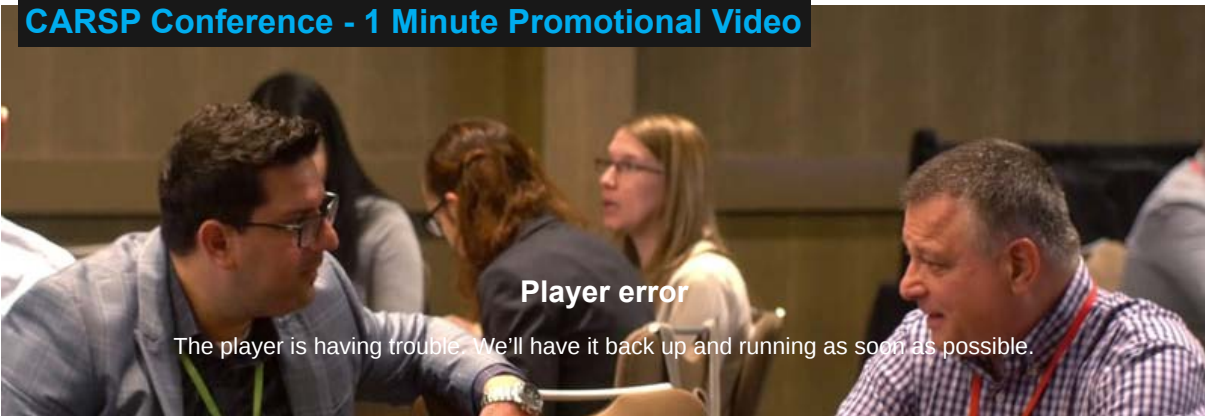
The theme of the conference is “Equitability: Road Safety for all through Vision Zero and Sustainable Safety”. Equitability was chosen to highlight the need for “road safety for all” across road users, between countries and between rich and poor. Deficiencies in “road safety for all” is something experienced universally. For a long time, endeavours to improve road safety were guided by the three E’s: engineering, enforcement and education, but recently a fourth E of “equitability” is gaining attention, and our conference wants to build on that momentum.

The conference theme also includes “Vision Zero” and “Sustainable Safety”, approaches adopted by Sweden and the Netherlands, starting in the 1990’s, as a means to achieve “road safety for all”. These approaches are built on the belief that deaths and injuries are not an acceptable price to pay for increased mobility. In fact, no loss of life is acceptable. The conference will highlight how we must all use these approaches to make “road safety for all” a priority within our respective communities and countries.

To explore the conference theme, plenary, panel and paper sessions will focus on key issues. In addition to the theme, paper sessions will also focus on a variety of road safety issues including, but not limited to: Vehicles/Vehicles Systems, Traffic Engineering/Road Design, Injury Prevention, Enforcement/Legal Issues, Safety Initiatives, Policy/Program Development and Road Users/Behavioural Issues.

The conference is aimed at road safety practitioners from many disciplines, including, but not limited to: health professionals, engineers, government officials, crash re-constructionists, insurers, researchers, and enforcement personnel. While their approaches vary, these professionals all share the same goal, to make our roads safer.

Learn more about the annual CARSP conference





Stay tuned!...Subscribe to our [conference email list](#) so you don't miss a conference update! Have questions? Please contact info@carsp.ca for more information.

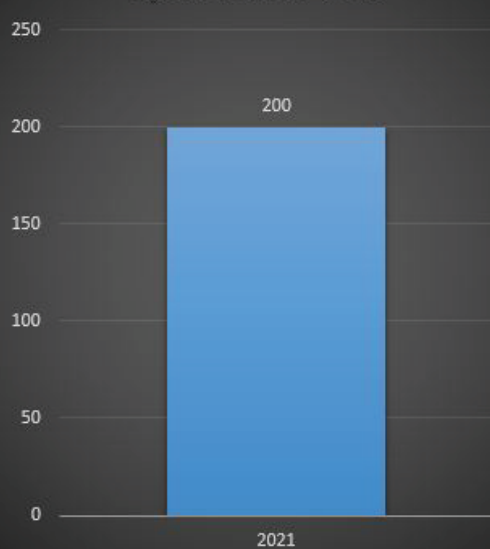
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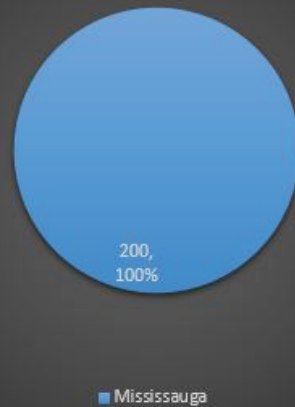
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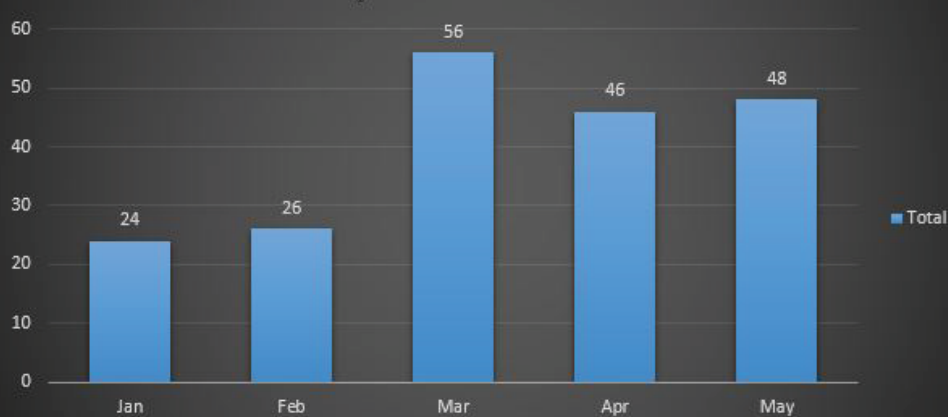
By Incident Year



Cities



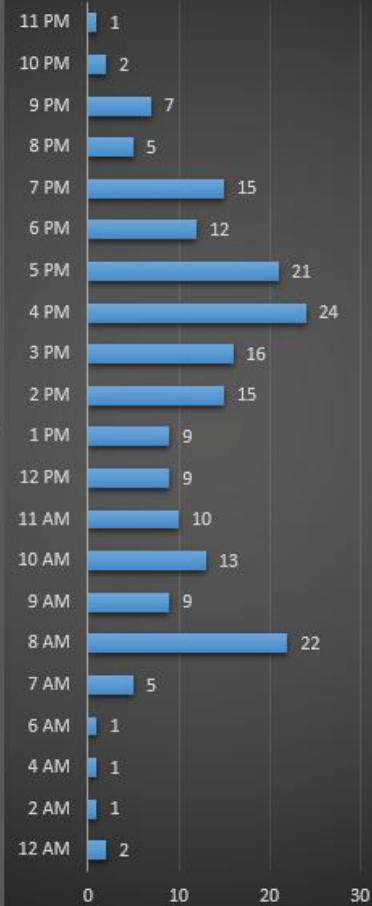
By Incident Month



Count of Incidents

200

By Incident Hour



Top 30 Main Street

	Count
Mavis Road	13
Dundas Street	12
Erin Mills Pkwy	7
Winston Churchill Blvd	6
Dixie Road	5
Bristol Road	5
Burnhamthorpe Road	5
Eglinton Avenue	5
Britannia Road	5
Mississauga Road	5
Derry Road	4
Rathburn Road East	4
McLaughlin Road	4
Council Ring Road	4
Hurontario Street	4
St Laurent Court	3
Ninth Line	3
Queen Street	3
Glen Erin Drive	3
Queensway	3
Bloor Street	2
Abruz Blvd	2
Southdown Road	2
Hillcrest Avenue	2
Matheson Blvd	2
Stavebank Road	2
Joan Drive	2
Golden Orchard Drive	2
Lakeshore Road	2
Bancroft Drive	2
Heatherleigh Avenue	2

Top 30 Closest Cross Street

	Count
Erin Mills Pkwy	5
Derry Road	5
Eglinton Avenue	5
Burnhamthorpe Road	5
Winston Churchill Blvd	5
Cawthra Road	4
Glen Erin Drive	4
Dundas Street	3
Loyalist Drive	3
Battleford Road	3
Southcreek Road	3
South Service Road	3
Dixie Road	2
Hurontario Street	2
Melville Avenue	2
Millcreek Drive	2
Golden Orchard Drive	2
The Collegeway	2
Rathburn Road	2
Thomas Street	2
Mississauga Road	2
Mavis Road	2
Pyramid Crescent	1
Benson Avenue	1
Church Street	1
Old Carriage Road	1
Irma Road	1
Old Derry Road	1
Thornbush Blvd	1
Sombrero Way	1
Lagoon Street	1

Top 5 Alleged Violations A

	Count
Speeding	53
Excessive Speed	27
Change lane – Not in safety	24
Unnecessary noise	12
Making Unsafe Lane Change(s)	10
Grand Total	126

Top 5 Actions

	Count
First Letter	196
Second Letter	2
(blank)	
Grand Total	198

Project Noise Maker 2021 Locations

1. Tenth Line (Britannia Road – Derry Road), M- Friday/Saturday 9PM-2AM (Pat Saito's Office)
2. Hurontario Street (Mineola Rd-Eaglewood Blvd), M Daily 7PM-12AM (RW)
3. Hurontario St/Sherobee Rd, M – 6-7AM & 12-3AM (RW)
4. Winterton Way/Heatherleigh, M – daily 1-4PM & 7-10PM (RW)
5. Ninth Line/Eglinton Ave, M – daily 8PM-4AM (RW)
6. Eglinton Ave/Winston Churchill Blvd, M – 8PM-12AM (RW)
7. Burnhamthorpe Rd/Living Arts Drive, M – daily 3PM-10PM (RW)
8. Burnhamthorpe Rd/Confederation PKWY, M – FRI/SAT 10PM-3AM
9. Laird Rd/Ridgeway Dr, M – daily 9PM-3AM (RW)
10. Winston Churchill Blvd/Battleford Road, M – Evening 8PM-12AM (RW)
11. 23. Argentia Rd/Winston Churchill Blvd, M – 9PM-2AM (RW)
12. Eglinton Avenue (Long Acre Dr-Sebastian Drive), M – 10PM – 12AM (RW)
13. Lakeshore Road/Hurontario Street, M ALL HOURS/DAYS (RW)
14. Lakeshore Road (Lorne Park Rd – Clarkson Road), M – DAILY 6-9PM (RW)
15. Erin Mills PRKWY/ Thomas Street, M – Speeding (RW)
16. Burnhamthorpe Road (Sawmill Valley Drive – The Credit Woodlands), M ALL HOURS/DAYS (RW)
17. Bovaird Drive (Bramalea Rd – Dixie Road), B – Daily 12-3AM (RW)
18. Clark Blvd/Dixie Rd, B – DAILY ALL DAY (RW)
19. Wanless Dr/Chinguacousy Road, B – DAILY 10PM- 1AM (RW)
20. Mavis Rd/Eglinton Ave, M – DAILY 11PM-3AM (RW)
21. The Collegeway/Ridgeway Drive, M – SAT/SUN 12-3AM (RW)
22. Southdown Rd/ QEW and Truscott Drive, M – EVERYDAY 7-9AM & 8-10PM (RW)
23. Bloor St/Runningbrook Drive, M – DAILY 10PM-2AM (RW)
24. Queen St S/Barry Avenue, M – (SUN-THURS 5PM-10PM) & (FRI/SAT 3PM-12AM) (RW)
25. Bloor St/Havenwood Dr, M – 7PM-12AM (RW)
26. Dundas St/Rugby Rd, M – 10PM-12AM

From: (MTO)
Sent: June 9, 2021 12:09 PM
Subject: 2021 MTO Road Safety Survey RESULTS



I am pleased to share the results of the Ministry of Transportation's 2021 Road Safety Attitudinal & Behaviour survey.

BACKGROUND

MTO's Public Outreach and Education Office completed this survey biennially since 2011, with the exception of 2019. The survey covers a broad range of road safety issues. The focus is on capturing changes in road users' behaviours and attitudes; rather than uncovering what drives attitudes or behaviours.

The insights from the survey are intended to inform improvements in driver education and outreach via social media and partner advertising. As such, the survey also provides guidance on the target audiences that should be the focus of future outreach and the most effective channels to reach them.

EXECUTIVE SUMMARY

- **Public Knowledge of the Law** - Survey results suggest there is a need for additional public awareness related to the Slow Down Move Over law as a **declining number of Ontario drivers are able to correctly identify actions required when driving past a stopped police/emergency vehicle** with flashing lights. The results also support increased education targeting more specifically young male drivers, novice drivers and motorcyclists who are least likely to correctly identify the actions that should be taken in various situations.
- **Aggressive Driving** – The survey validates there have been an overall **increase in the proportion of aggressive driving behaviours** since 2017 and suggests the need for strong targeted public education efforts directed at young male drivers and motorcyclists' segments of the population who are more likely to demonstrate risky road behaviours (including distracted driving, impaired driving, speeding, etc.) and more nonchalant attitudes related to road safety compared to 2017.
- **Distracted Driving** – The survey reveals a number of **significant changes in road users' attitudes and behaviours towards distracted driving** since 2017. Fewer Ontarians agree that it is dangerous to drive while sending/reading text messages or while using a hand-held phone. More individuals report driving distracted more frequently than they did in 2017.

- **Impaired Driving** - There is evidence of **increasingly 'normalized' attitudes and behaviours regarding impaired driving** compared to 2017. As such, there is a decreasing number of Ontarians (85%) who believe it is dangerous to drive after taking drugs or having three or more drinks and a significant increase in impaired driving behaviours especially among young male drivers.
- **Impact of the COVID-19 pandemic** - COVID-19 has impacted the frequency of using specific modes of transportation. Just over one-third of Ontario residents say they are walking outdoors more and nearly one-quarter (22%) say they are riding a bicycle more often. On the other hand, nearly three-quarters (71%) are saying they are taking public transit less often, and over half are driving or traveling as a passenger less frequently than prior to COVID-19.

Melissa Brabant

Regional Marketing Planner | Central Region- North
Public Outreach & Education Office
Driver & Vehicle Services Branch
Transportation Safety Division

Ministry of Transportation of Ontario



Enclosed:

Appendix 1 - MTO Road Safety Attitudes and Behaviours Final Report dated April 9, 2021



Road Safety Attitudes & Behaviours

FINAL REPORT
APRIL 9, 2021



METHODOLOGY

INTRODUCTION

This report presents the findings of the 2021 Ministry of Transportation Road Safety Survey. Similar surveys were conducted in 2011, 2013, 2015 and 2017. Data from previous surveys are presented in the report where available and appropriate.

SURVEY METHOD AND SAMPLE SIZE

The survey was conducted with representative sample of n=1400 Ontarians age 16+. The survey used a mixed method approach with n=1199 respondents surveyed online and n=201 respondents surveyed by telephone. The data has been weighted by age, gender, and region to ensure that it is representative of the Ontario population based on 2019 Census data.

The 2021 results (n=1400) are accurate to within ± 2.62 percentage points on a 95% confidence level. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error

The survey was conducted between March 1st and March 15th, 2021 and the median survey length was 28 minutes.



REPORTING CONVENTIONS

COMPARING AGAINST TRACKING DATA

When comparing results between the full samples in 2021 (n=1400) and 2017 (n=1431), any difference greater than 3 percentage points would be considered statistically significant at the 95% level of confidence. Subgroups within the sample will have varying thresholds for significance (see following slide).

DENOTATIONS

Throughout the report the following symbols have been used:

- Small base sizes are denoted with an asterisk*
- Arrows ↑↓ have been used to denote statistically significant differences between 2021 to 2017 data and the target segments vs. the overall average
- **Red** indicates the subgroup is significantly higher than total and **green** indicates the subgroup is significantly lower than total
- Note that in some cases the differences are **not** statistically significant, but they are directional – boxes point out these differences.

BASE SIZES

Where totals do not add to 100%, it is due either to rounding or respondents were permitted multiple responses. The telephone survey employed split sampling on lengthy batteries, thus the base size will be reduced on these questions.

TARGET SEGMENTS DEFINED

The Ministry of Transportation uses target segments to analyze attitudes and behaviours of mode users. Below shows the natural fall-out of various segments for 2021 in comparison to the survey conducted in 2017.

			2021	2017	Δ 2017/ 2021	Statistical Significance	
		YOUNG MALE DRIVERS	Q4 = 'Motorists' + AGE = 18-34 + GENDER = Male	n=99	n=139	-40	+/- 9.9%
		SENIOR DRIVERS	Q4 = 'Motorists' + AGE = 60+	n=339	n=291	+48	+/- 5.7%
		NOVICE DRIVERS	Q4 = 'Motorists' + AGE = 16-21	n=92	n=44	+48	+/- 14.8%
		DRIVERS 25-55	Q4 = 'Motorists' + AGE = 25-55	n=580	n=688	-108	+/- 4.1%
		PEDESTRIANS	Q4 = 'Walk outside' ever	n=1340	n=1389	-49	+/- 2.7%
		CYCLISTS	Q4 = 'Ride a bicycle or e-bike' ever	n=731	n=658	+73	+/- 3.8%
		MOTORCYCLISTS 25-64	Q4 = 'Ride a motorcycle, scooter or moped' ever + AGE = 25-64	n=139	n=137	+2	+/- 8.4%



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



Overall, Ontarian's believe that Ontario's roads are safe (26% saying extremely/very safe and a further 69% saying the roads are somewhat safe) – a positive increase compared with 2017.

- Consistent with previous years, Ontarians continue to see Ontario roads as safe for motorists, commercial vehicles, and pedestrians.
- While most see roads as safe for motorcyclists and bicyclists (78% and 74% respectively) the proportion who rate Ontario's roads as 'extremely/very safe' is more modest at only ~12%, ***suggesting this is an opportunity area for improvement.***





EXECUTIVE SUMMARY (continued)

While perceptions of road safety have improved over time, there has been an increase in the proportion of distracted and aggressive driving since 2017, as well as a decline in agreement with statements related to the dangers associated with not obeying the rules or taking extra precautions near vulnerable road users – both of which should raise significant concern moving forward.

- **Distracted Driving:**

- Fewer Ontarians agree that it is dangerous to drive while sending/reading text messages or while using a hand-held phone;
- Approximately 20% of Ontario residents report having read or sent text messages while stopped or slowed at a traffic light or driving or held a cell phone while driving at least weekly – an increase since 2017;
- More likely to say that they have been a passenger in a car where the driver was using their cell phone while driving;

- **Speeding & Aggressive Driving**

- Nearly one-quarter have asked a driver to slow down in the past 12 months while 15% have felt unsafe because of the speed at which a driver was driving. The proportion of Ontario residents who have ever experienced any of these has increased significantly since 2017 – including encouraging a driver to drive faster (an increase of 10 points).

- **Less likely to agree:**

- If I don't obey the rules of the road, my behaviour will endanger others; and,
- Drivers should take extra precautions when pedestrians and cyclists are on the road.



EXECUTIVE SUMMARY (continued)

While distracted driving has increased since 2017, the incidence of impaired driving among Ontario residents in general has remained stable, with fewer than 5% reporting driving impaired on a frequent basis. That said, there is evidence of increasingly ‘normalized’ attitudes and behaviours regarding impaired driving:

- While the majority of Ontarians (85%) believe it is dangerous to drive after taking drugs or having three+ drinks this has declined compared with 2017;
- As well, Ontarians are now more likely versus 2017 to have travelled with a driver who was under the influence of either alcohol or drugs.



Senior Drivers

As seen in 2017, senior drivers are the most likely to follow the rules of the road and are the least likely to report any type of risky behaviour. They are also the most likely to perceive any of the activities as ‘dangerous’.



EXECUTIVE SUMMARY (continued)

While perceived danger related to a number of activities for vulnerable road users (pedestrians and cyclists) have declined, so has some of the riskier behaviours:



- About 60% of Ontarians believe that crossing the street mid-block when it is dark is dangerous – a slight decline since 2017; also down versus 2017 is the perception that walking with sending or reading a text message or walking while listening to headphones is dangerous;
- While perceived danger has softened, pedestrians are less likely to say they frequently/occasionally cross the street mid-block or walk at night wearing dark clothes compared with 2017;
- However, they are more likely now to walk while texting, with 10% saying they do this daily;
- Nearly 70% or more of Ontarians believe that it is dangerous to cycle: while texting, while wearing dark clothing at night, after taking drugs, or when not wearing a helmet. However, there is a declining sense of danger for many of these behaviours – particularly those related to ‘distracted’ cycling;
- On the other hand, cyclists are less likely to report cycling without a helmet, crossing the street mid-block or cycling at night while wearing dark clothes compared with 2017;
- Cyclists are also now more likely to say they cycle while texting vs. 2017.



EXECUTIVE SUMMARY (continued)

As noted in 2017, both young male drivers and motorcyclists are the most likely of the target segments to demonstrate risky road behaviour and more nonchalant attitudes related to road safety. This not only continues in 2021, but both risky behaviour and attitudes have increased, especially among young male drivers.

Distracted Driving:



- Both are less likely vs. 2017 to believe that it is dangerous to drive while texting or using a hand-held phone;
- 30-40% regularly engage in distracted driving behaviours – the highest of all targets and an increase vs. 2017;
- More likely than others and vs 2017 to have been a passenger in a car with a distracted driver.



Impaired Driving:



- Least likely to perceive any of the impaired driving behaviours as dangerous compared with other subgroups and are less likely to see them as dangerous relative to 2017;
- In fact, nearly 40% of young male drivers agree that 'I can handle driving after a few drinks better than most people' – a significant increase since 2017;
- Directionally, there has been significant increases since 2017 in impaired driving among young male drivers, with incidence more than doubling in some instances (12% reporting they frequently drive after consuming cannabis vs. 5% in 2017, and 12% frequently driving after taking drugs for recreational purposes vs. 3% in 2017).





EXECUTIVE SUMMARY (continued)

Speeding & Aggressive Driving:



- Least likely to perceive speeding in most situations as dangerous. While stable since 2017 among young male drivers, motorcyclists are less likely to agree that the following are dangerous: not reducing speed in poor driving conditions, exceeding the speed limit in a school zone, or exceeding the speed limit on a clear highway.
- Most likely to say that driving fast is fun, and more likely to agree with this statement relative to 2017;
- Most likely to speed (10km or more) in various specific driving zones;
- Over 40% have encouraged another driver to drive faster – the highest of all segments and a significant increase since 2017.



Knowledge of road rules

- Along with novice drivers, both young male drivers and motorcyclists are less likely than average to correctly identify the proper reaction when driving past tow trucks working on the side of the road and when driving past stopped police/emergency vehicles with red or red and blue lights flashing – with the proportion of young male drivers identifying the action correctly declining since 2017





EXECUTIVE SUMMARY (continued)

For the most part, the experience of Novice Drivers mirrors that of most Ontarians. A few differences, including a few points that could be of concern and may be worth addressing in the curriculum:



- More likely than others to have: travelled with a driver who was talking while holding a cell phone, felt unsafe because a driver was using a cell phone or texting, travelled with a driver who was texting, or asked a driver not to text or use their cell phone while driving in the past 12 months;
- One of the least likely to believe the walking while listening to headphones or walking while speaking on a cell phone is dangerous;
- Fewer than 50% believe that it is dangerous to cycle without a helmet – they are also the least likely of all the segments to believe it is dangerous to cycle while on the phone or while using headphones (in fact, this is decreasingly seen as dangerous relative to 2017);
- Are the most likely to feel nervous while driving around large vehicles such as tractor trailers on the highway;
- The least likely of the target segments to correctly identify the proper reaction when driving past tow trucks working on the side of the road and when driving past stopped police/emergency vehicles with red or red and blue lights flashing



EXECUTIVE SUMMARY (continued)

The data suggests that additional education is likely required to help stem the increase in risky driving behaviours – distracted driving among Ontarians in general, and a targeted campaign towards young male drivers regarding impaired driving.

- Based on data among novice drivers, it also may be worth updating the curriculum to better communicating the danger of certain activities, such as walking while listening to headphones or walking while texting/talking on their phone.
- Given the extremely differentiated target groups, an omnichannel strategy is recommended, with the following the most appropriate channels based on target group:
 - Television for seniors (could reach 87% of this group);
 - Social media for young male drivers (could reach 62%) plus streamed television (incremental 12%);
 - Cyclists: 68% could be reached via social media and an additional 16% with television;
 - 83% of novice drivers could be reached via social media;
 - Motorcyclists require the greatest number of channels: social media (57% alone), television (incremental 9%), and streamed music (incremental 5%).



EXECUTIVE SUMMARY (continued)



COVID-19 has impacted the frequency of using specific modes of transportation:

- Just over one-third of Ontario residents say they are walking outdoors more and nearly one-quarter (22%) say they are riding a bicycle more often.
- Conversely, nearly three-quarters (71%) are saying they are taking public transit less often, while over half are driving or traveling as a passenger less frequently compared with before COVID.

While COVID-19 has not impacted perceptions of road safety overall, **some believe that there has been an increase in risky driving behaviour among others:**

- Nearly one-third of Ontario residents believe that all forms of distracted driving have increased since the original state of emergency in March 2020;
- A similar proportion believe that all forms of impaired driving have also increased;
- Nearly 50% believe that speeding has increased and 40% believe that aggressive driving has increased since C-19;

That said, **very few report that they, themselves, are engaging in more risky driving behaviours since before the state of emergency in March 2020. In fact, ~15% of pedestrians are now less likely to engage in 'risky' pedestrian behaviour such as jay-walking or walking at night in dark clothes.**

- For the most part, behaviour has remained unchanged for cyclists since COVID-19; the exception being crossing the street mid-block, for which we see almost equal proportions saying they are doing it less as those who are saying they are doing it more frequently.



EXECUTIVE SUMMARY (continued)

The majority (82%) of Ontario residents are at least somewhat familiar with autonomous vehicles – a significant increase since 2017.

While most Ontarians believe that any type of autonomous vehicle is at least somewhat safe, there is a proportion who doubt the safety of these vehicles.

- The vehicle that is the least likely to be seen as safe is a fully automated transport truck, with nearly 40% rating this type of vehicle as ‘not at all safe.’
- Seniors are the least likely to believe that any autonomous vehicle is safe.





GENERAL BEHAVIOUR & ROAD SAFETY

MODE OF TRANSPORT (EVER)



As may be expected, nearly all Ontario residents report that they have, at some point, walked outdoors, traveled in a vehicle or driven a car. Compared with 2017, Ontarians are more likely to report having ridden a bicycle, used active transportation, or driven an ATV.

% EVER

		2017	2015	2013	2011	Δ 2017/ 2021
Walk outdoors	96%	97%	97%	98%	-	-1
Travel in vehicle as passenger	85%	88%	88%	90%	90%	-3 ↓
Drive a car, SUV, truck	82%	80%	86%	83%	83%	+2
Ride a bicycle (excluding an electric bicycle)*	51%	47%	51%	61%	48%	+4 ↑
Take public transit	49%	n/a	n/a	n/a	n/a	-
Drive an ATV or off-road vehicle	20%	15%	19%	22%	13%	+5 ↑
Rollerblade / skateboard / scooter	17%	14%	20%	23%	-	+3 ↑
Ride a motorcycle, scooter or moped	14%	12%	15%	18%	10%	+2
Ride an electric-bicycle	11%	n/a	n/a	n/a	n/a	-
Ride an electric (kick-style) scooter	10%	n/a	n/a	n/a	n/a	-
Use a power wheelchair or other wheeled mobility device	8%	n/a	n/a	n/a	n/a	-

Q4. In a typical week during the spring, summer and fall, how often do you do each of the following?

Base: All respondents 2021 (n=1400); 2017 (n=1431); 2015 (n=1010); 2013 n=(1006); 2011 (n=1096)

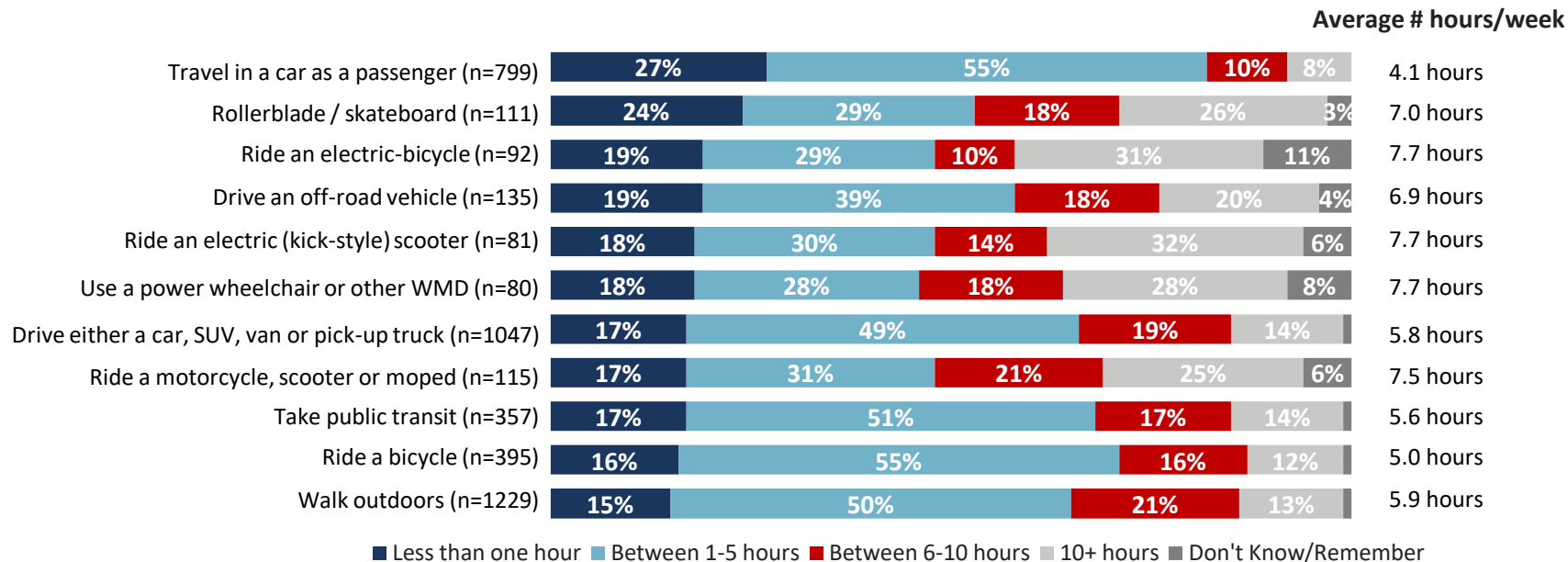
* The attribute has changed from "Ride a bicycle or e-bike" in 2017.

↑↓ Significantly Higher/Lower than 2017

MODE OF TRANSPORT - FREQUENCY



With the exception of traveling in a car as a passenger, most report spending about 6-8 hours per week using the various modes of transportation.



Q5. Still thinking about a **typical week** during the spring, summer and fall, how much time would you say you spend doing each of the following?
Base: use this mode at least once a week or more

MODE OF TRANSPORT – FREQUENCY – BY TARGET

Appendix 1 10.4



Young male drivers and motorcyclists report the highest frequency of using most modes of transportation.

Average # hours/week	TOTAL							
Drive either a car, SUV, van or pick-up truck	5.8	8.5	4.6	6.6	6.5	5.9	6.5	8.7
Ride a motorcycle, scooter or moped	7.5	*	*	*	8.0	7.3	7.7	8.0
Ride a bicycle	5.0	8.0	2.9	*	5.7	4.9	5.0	7.8
Ride an electric-bicycle	7.7	*	*	*	8.6	7.3	7.7	8.9
Ride an electric (kick-style) scooter	7.7	*	*	*	8.0	7.7	7.7	7.6
Use a power wheelchair or other wheeled mobility device	7.7	*	*	*	9.3	7.8	7.6	9.8
Travel in a car as a passenger	4.1	6.8	2.8	6.1	4.4	4.0	4.6	7.0
Walk outdoors	5.9	6.6	5.1	7.0	6.2	5.9	6.5	8.3
Rollerblade / skateboard	7.0	*	*	*	7.8	7.0	7.2	8.5
Drive an off-road vehicle	6.9	*	*	*	8.2	6.7	7.0	8.5
Take public transit	5.6	7.8	*	5.2	6.1	5.6	5.9	8.0

Green/Red Significantly Higher/Lower than Total

Q5. Still thinking about a **typical week** during the spring, summer and fall, how much time would you say you spend doing each of the following?

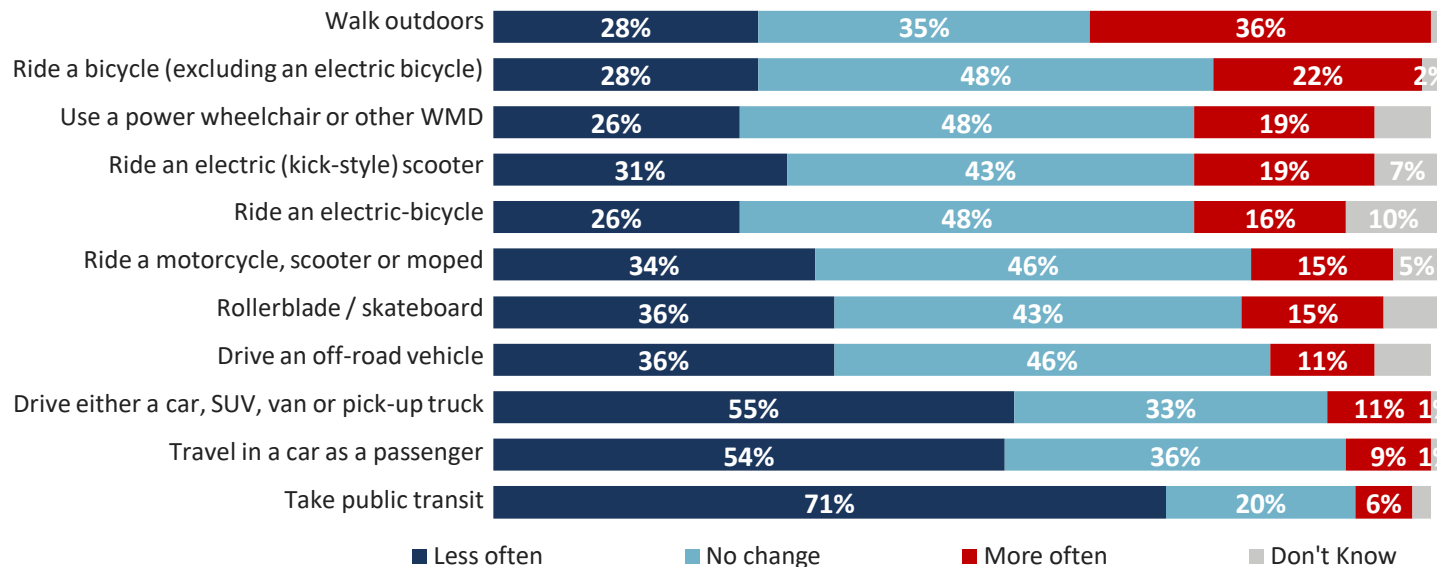
Base: use this mode at least once a week or more * not included (base size too small: n<30)

IMPACT OF C19 ON MODE CHOICE



Compared with before COVID-19, just over one-third of Ontario residents say they are walking outdoors more and nearly one-quarter (22%) say they are riding a bicycle more often.

Conversely, nearly three-quarters (71%) are saying they are taking public transit less often, while over half are driving or traveling as a passenger less frequency compared with before COVID.



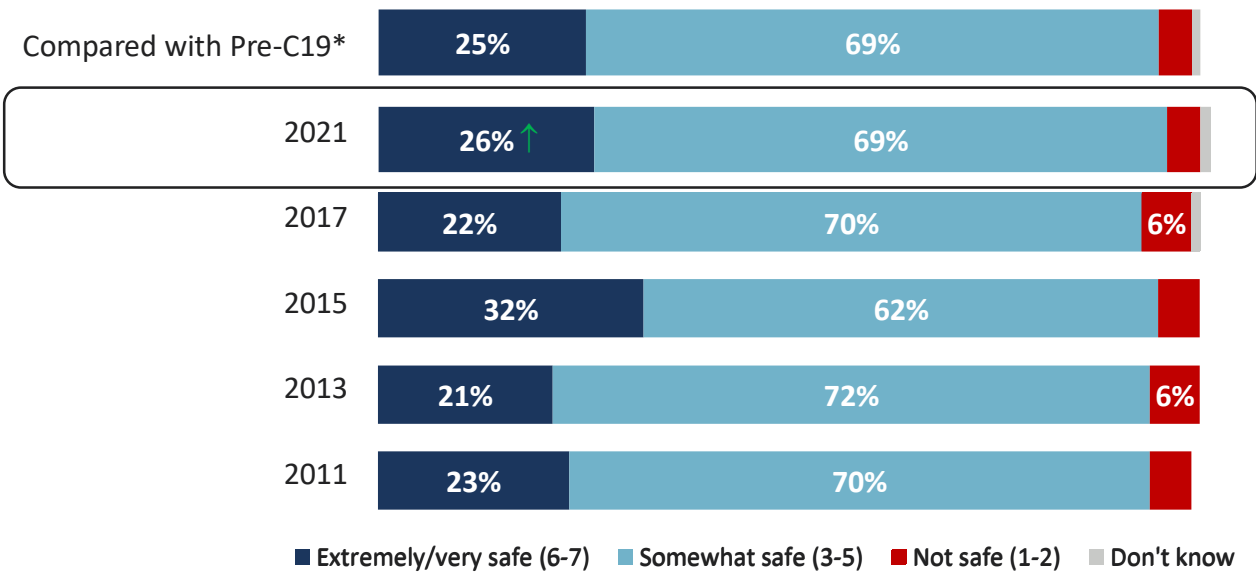
Q6. During COVID-19, would you say that you are now spending more, less, or the same amount of time doing the following compared with before the first state of emergency in March 2020? *New question to 2021

Base: All respondents 2021 (n=700)

LEVEL OF SAFETY ON ONTARIO'S ROADS



Overall, one-quarter of Ontarians perceive Ontario's roads as extremely/very safe – a slight improvement since 2017. Furthermore, Ontario residents rate Ontario roads just as safe now as prior to the state of emergency in March 2020.



Data 2% or less not labelled

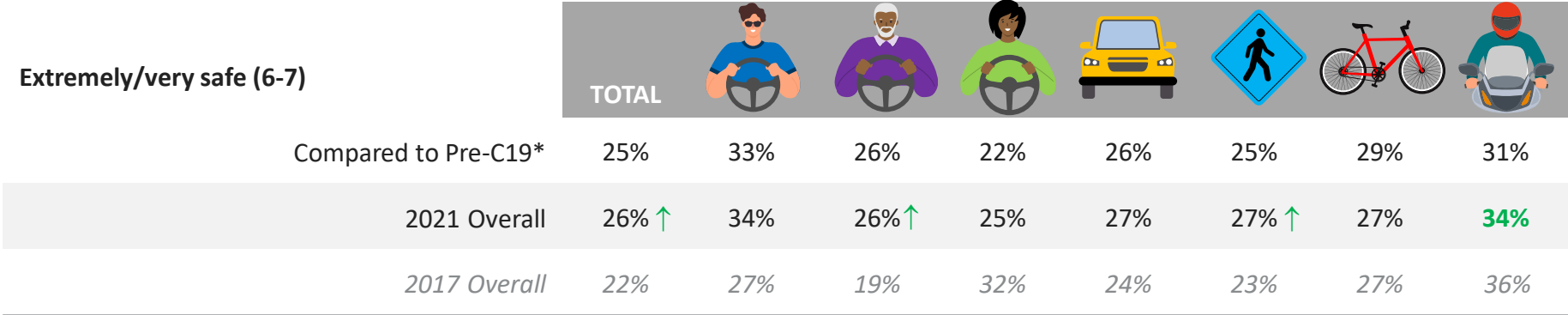
Q7. Overall, how would you rate the level of safety on Ontario's roads? Please think of all road users (drivers, cyclists, pedestrians, etc.).
Q8. Compared with before the state of emergency in March 2020, how would you rate the level of safety on Ontario's roads? Please think of all road users (car drivers, cyclists, pedestrians, etc.). *New question for 2021

Base: All respondents 2021 (n=1400); 2017 (n=1431); 2015 (n=1010); 2013 n=(1006); 2011 (n=1096)

LEVEL OF SAFETY ON ONTARIO'S ROADS – BY TARGET GROUP (TRENDED)



The perceived increase in safety in Ontario's roads is noted across many of the segments, specifically: seniors, drivers and pedestrians. Interestingly, and consistent with 2017, motorcyclists are the most likely to rate Ontario's roads as safe.



Q7. Overall, how would you rate the level of safety on Ontario's roads? Please think of all road users (drivers, cyclists, pedestrians, etc.).
Q8. Compared with before the state of emergency in March 2020, how would you rate the level of safety on Ontario's roads? Please think of all road users (car drivers, cyclists, pedestrians, etc.). *New question for 2021
Base: 2021 target segments (n=varies)

 Significantly higher than 2017
 Significantly lower than 2017

LEVEL OF SAFETY ON ONTARIO'S ROADS – BY REGION



There are some slight differences in perceptions of Ontario's road safety by region, with those in Toronto most likely to believe that roads are safer now compared with prior to the state of emergency, while those in Hamilton/Halton/Niagara or the North (directionally) are less likely to agree.

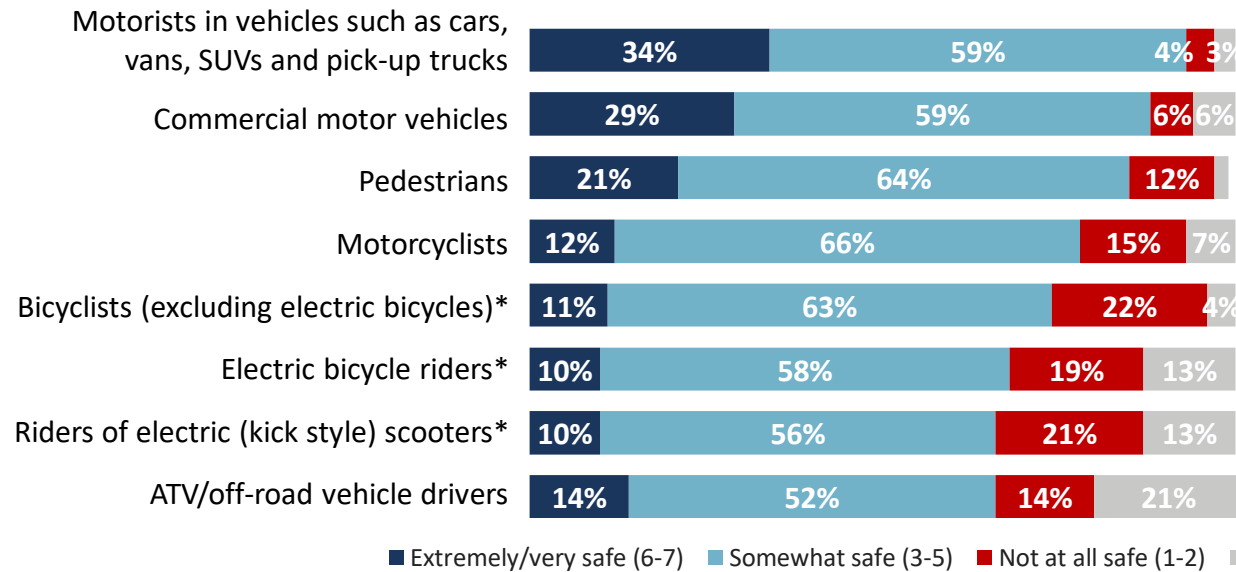
Extremely/very safe (6-7)								
	TOTAL	Central	East	Toronto	York/Peel /Durham	Halton/ Hamilton /Niagara	North	Southwest
Compared to Pre-C19*	25%	22%	26%	31%	27%	17%	18%	25%
2021 Overall	26%	19%	27%	29%	26%	22%	21%	30%

Q7. Overall, how would you rate the level of safety on Ontario's roads? Please think of all road users (drivers, cyclists, pedestrians, etc.).
Q8. Compared with before the state of emergency in March 2020, how would you rate the level of safety on Ontario's roads? Please think of all road users (car drivers, cyclists, pedestrians, etc.). *New question for 2021
Base: 2021 target segments (n=varies)

ROAD SAFETY FOR VARIOUS USERS



Consistent with previous years, Ontarians continue to see Ontario roads as safe, particularly for motorists, commercial vehicles and pedestrians. While most see roads as safe for motorcyclists and bicyclists (78% and 74% respectively) the proportion who rate Ontario’s roads as ‘extremely/very safe’ is more modest at only ~12%, **suggesting this is an opportunity area for improvement.**



% Extremely/Somewhat safe (3-7)						Δ
2021	2017	2015	2013	2011		2017/ 2021
93%	93%	94%	93%	95%		0
88%	88%	91%	88%	91%		0
85%	83%	87%	85%	82%		+2
78%	78%	80%	80%	82%		0
74%	71%	75%	71%	65%		+3 ↑
n/a	n/a	n/a	n/a	n/a		n/a
n/a	n/a	n/a	n/a	n/a		n/a
66%	58%	66%	63%	-		+8 ↑

Q9. How safe would you say Ontario’s roads are for each of the following?
* Attributes have changed from “Cyclists” in 2017
Base: All respondents 2021 (n=1400); 2017 (n=1431); 2015 (n=1010); 2013 n=(1006); 2011 (n=1096)

Data 2% or less not labelled ↑↓ Significantly Higher/Lower than 2017

ROAD SAFETY FOR VARIOUS USERS – BY TARGET

Appendix 1 10.4



All residents, irrespective of target group, equally are likely to see Ontario's roads as safe for: motorists, commercial vehicles and pedestrians. It is worth noting that bicyclists are the most likely to see Ontario's roads as safe for all types of two-wheeled vehicles.

Extremely/Somewhat safe (3-7)	TOTAL							
Motorists in vehicles such as cars, vans, SUVs and pick-up trucks	93%	95%	93%	97%	94%	93%	95%	90%
Commercial motor vehicles	88%	92%	86%	91%	90%	89%	90%	91%
Pedestrians	85%	91%	83%	91%	87%	86%	88%	85%
Motorcyclists	78%	85%	74%	86%	80%	79%	82%	83%
Bicyclists (excluding electric bicycles)*	74%	79%	70%	88%	74%	75%	78%	80%
Electric bicycle riders*	68%	80%	64%	76%	69%	69%	73%	79%
Riders of electric (kick style) scooters*	66%	84%	58%	78%	68%	67%	70%	77%
ATV/off-road vehicle drivers	66%	84%	60%	75%	70%	66%	69%	82%

Q9. How safe would you say Ontario's roads are for each of the following?

Base: 2021 target segments (n=varies)

Green/Red Significantly Higher/Lower than Total

ROAD SAFETY FOR VARIOUS USERS – BY TARGET (TRENDED)



All target groups are more likely to see Ontario's roads as safe for ATV/off-road vehicle drivers compared with 2017. ***Have specific policies been implemented to account for this change?***

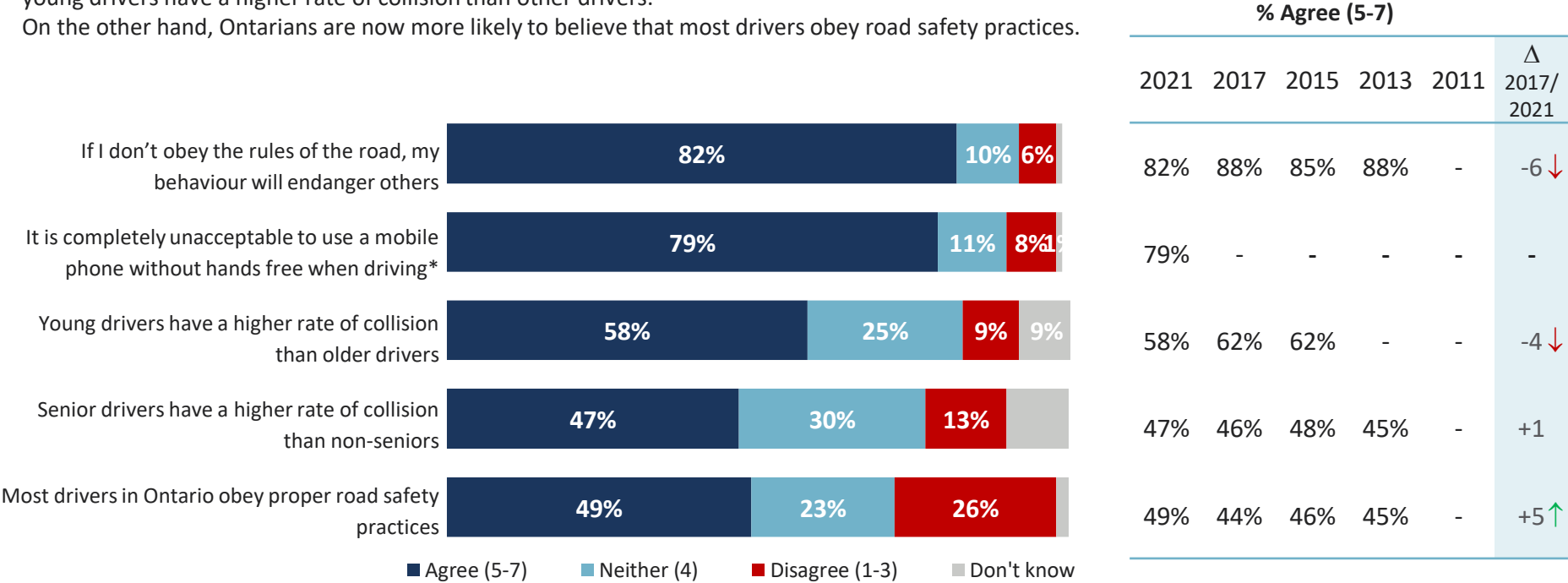
Both Seniors and Pedestrians are more likely to rate Ontario's roads as safe for pedestrians and bicyclists compared with 2017.

Extremely/Somewhat safe (3-7)	TOTAL							
Motorists in vehicles such as cars, vans, SUVs and pick-up trucks	93% 93%	95% 95%	93% 93%	97% 95%	94% 95%	93% 93%	95% 94%	90% 91%
Commercial motor vehicles	88% 88%	92% 90%	86% 85%	91% 91%	90% 89%	89% 88%	90% 89%	91% 88%
Pedestrians	85% 83%	91% 90%	↑ 83% 76%	91% 96%	87% 86%	↑ 86% 83%	88% 86%	85% 84%
Motorcyclists	78% 78%	85% 80%	74% 71%	86% 88%	80% 78%	79% 78%	82% 79%	83% 81%
Bicyclists (excluding electric bicycles)*	↑ 74% 71%	79% 76%	↑ 70% 59%	88% 77%	74% 72%	↑ 75% 71%	78% 75%	80% 76%
ATV/off-road vehicle drivers	↑ 66% 58%	↑ 84% 61%	↑ 60% 53%	↑ 75% 52%	↑ 70% 58%	↑ 66% 59%	↑ 69% 60%	↑ 82% 71%

ATTITUDES - GENERAL



~80% agree that not obeying the rules of the road could endanger others and that it is completely unacceptable to use a mobile phone while driving. Compared with 2017, there is a slight decline in the percentage of Ontarians agreeing that if they don't obey the rules they will endanger others and that young drivers have a higher rate of collision than other drivers. On the other hand, Ontarians are now more likely to believe that most drivers obey road safety practices.



Q15/Q16. How strongly do you agree or disagree with the following statements? *Not asked in 2017
Base: All respondents 2021 Q15 (n=1273)/Q16 (n=1313); 2017 Q15 (n=1310)/Q16 (n=1335); 2015 (n=934); 2013 (n=1006); 2011 (n=1096)

ATTITUDES – BY TARGET GROUP



There are a number of attitudinal differences by sub-group:

- Young male drivers are the least likely to agree that if they don't obey the rules they could endanger others and that it is unacceptable to use a mobile phone while driving – **suggesting both of these messages may need to be more strongly communicated to this high-risk group.**
- While senior drivers are the most likely to agree with most statements, they are the least likely to agree that senior drivers have a higher rate of collision than non-seniors.

Agree (5-7)

	TOTAL							
If I don't obey the rules of the road, my behaviour will endanger others.	82%	65%	91%	71%	80%	83%	82%	74%
It is completely unacceptable to use a mobile phone without hands free when driving	79%	65%	88%	73%	77%	80%	79%	74%
Young drivers have a higher rate of collision than older drivers.	58%	55%	63%	53%	59%	58%	61%	64%
Senior drivers have a higher rate of collision than non-seniors.	47%	50%	38%	56%	52%	47%	51%	56%
Most drivers in Ontario obey proper road safety practices.	49%	57%	54%	42%	50%	49%	51%	60%

ATTITUDES – BY TARGET GROUP (TRENDED)



The decline in agreement related to obeying the rules is reported across most of the target groups.

While not statistically significant, there is a directional decline in agreement with this metric among young male drivers, *further reinforcing the need to target this specific target group and reinforce this messaging.*

Agree (5-7)

	TOTAL							
If I don't obey the rules of the road, my behaviour will endanger others.	↓ 82% 88%	65% 78%	91% 92%	71% 74%	↓ 80% 88%	↓ 83% 88%	↓ 82% 88%	74% 82%
It is completely unacceptable to use a mobile phone without hands free when driving*	79%	65%	88%	73%	77%	80%	79%	74%
Young drivers have a higher rate of collision than older drivers.	↓ 58% 62%	↓ 55% 65%	63% 68%	53% 58%	↓ 59% 66%	↓ 58% 62%	61% 62%	64% 66%
Senior drivers have a higher rate of collision than non-seniors.	47% 46%	50% 59%	38% 34%	56% 59%	52% 51%	47% 46%	51% 51%	56% 52%
Most drivers in Ontario obey proper road safety practices.	↑ 49% 44%	57% 53%	↑ 54% 47%	42% 56%	↑ 50% 44%	↑ 49% 44%	↑ 51% 46%	60% 60%

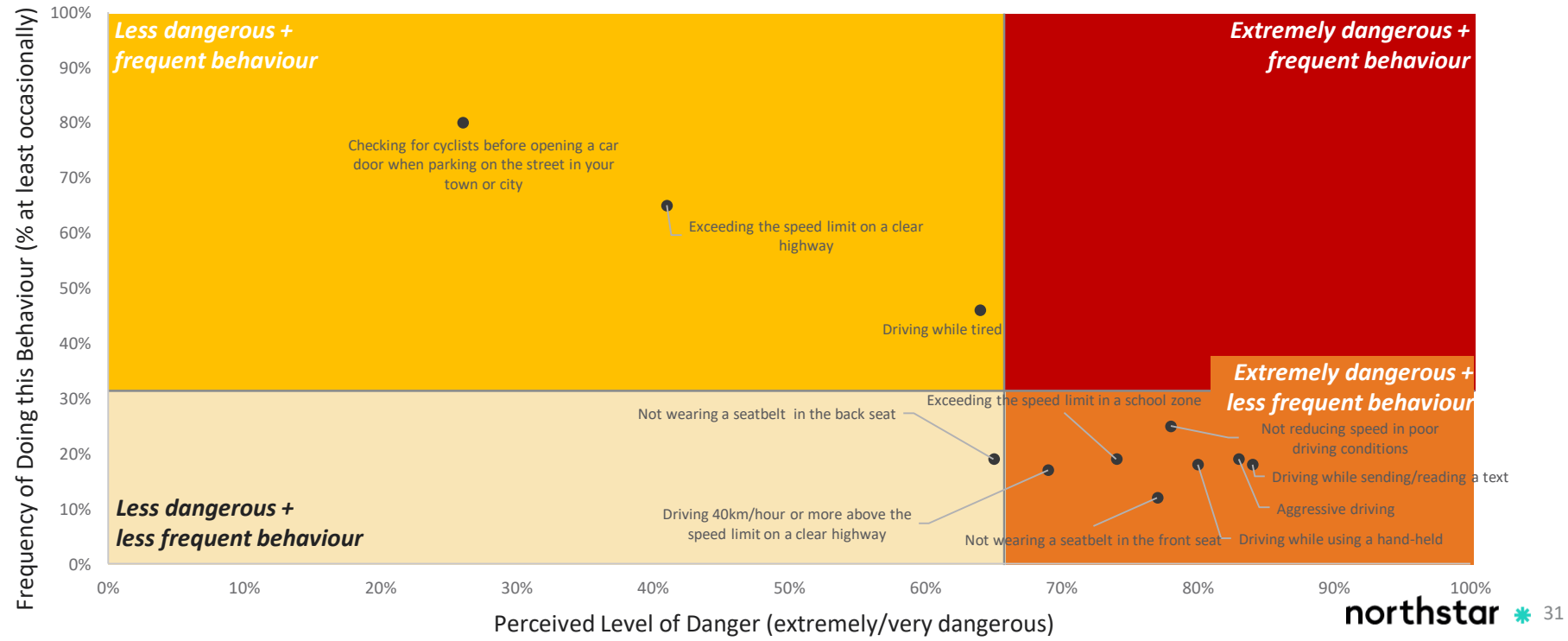
*Data from 2017



DISTRACTED DRIVING

FREQUENCY BY PERCEIVED DANGER: DISTRACTED/AGGRESSIVE DRIVING

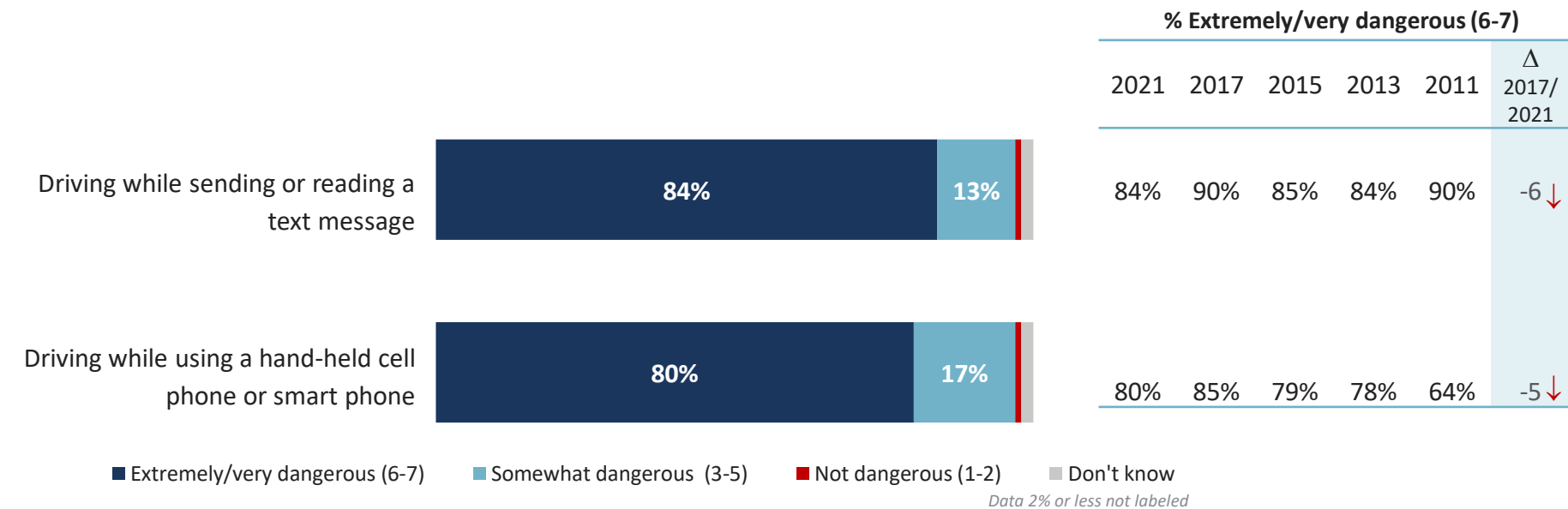
Currently, there are not any behaviours that are both seen as highly dangerous and ones in which Ontario drivers are regularly doing. However, there remain some activities that are rated as above-average in terms of danger and still being done to at least some degree including behaviours related to speeding/aggressive driving, driving while sending/reading texts and driving while using their phone. Also of some concern is those activities that while seen as less dangerous are occurring at a relatively high frequency such as exceeding the speed limit on a clear highway and driving while tired.



DISTRACTED DRIVING – PERCEIVED DANGER



While most Ontario residents (80%+) agree that it is dangerous to drive while sending/reading text messages or while using a hand-held phone, agreement has declined since 2017, *suggesting that further reinforcement may be required.*



Q10. In your view, how dangerous are each of the following in terms of road safety?
 Base: All respondents 2021 (n=1263); 2017 (n=1304-1311); 2015 (n=1010); 2013 (n=1006); 2011 (n=1096))

DISTRACTED DRIVING – PERCEIVED DANGER (TRENDED)

Appendix 1104



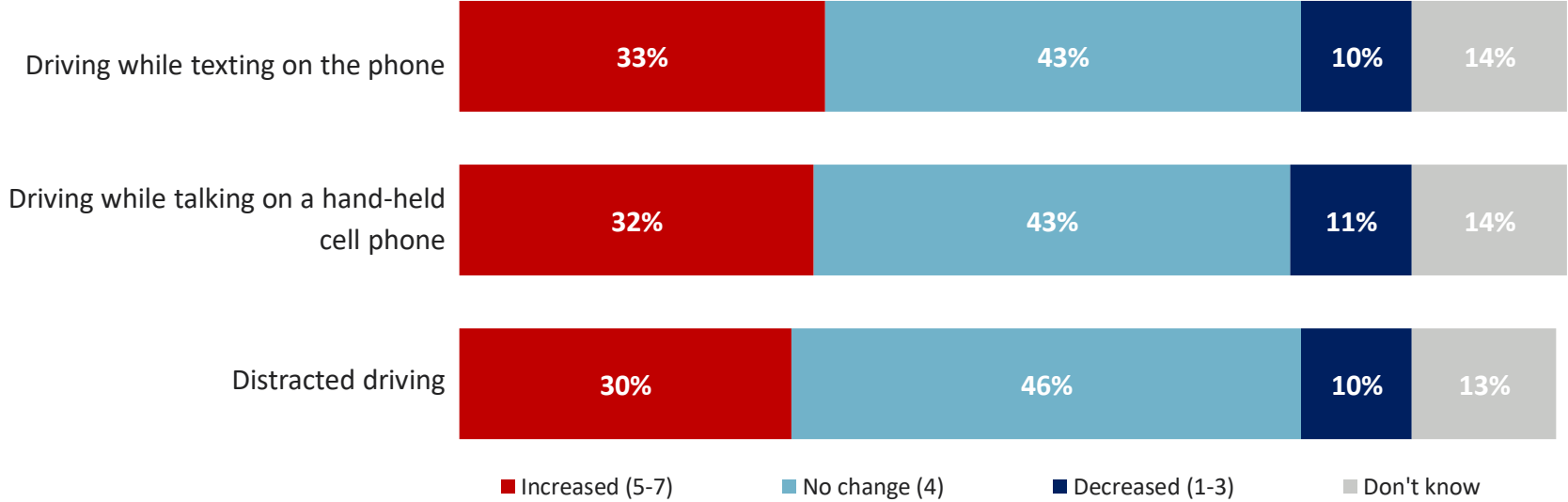
The softening in perceptions that distracted driving is dangerous is noted across nearly all target segments (while not statistically significant, there is a softening since 2017 among this group in agreement that ‘driving while sending/reading a text message’ is dangerous). Consistent with other findings, young male drivers are the least likely to agree with both statements and the decline since 2017 is particularly concerning.

Extremely/very dangerous (6-7)		TOTAL							
Driving while sending or reading a text message	2020	84% ↓	56% ↓	95%	73%	82% ↓	85% ↓	81% ↓	69% ↓
	2017	90%	76%	96%	86%	89%	90%	88%	81%
Driving while using a hand-held cell phone or smart phone	2020	80% ↓	59% ↓	90%	71%	75% ↓	80% ↓	77% ↓	67% ↓
	2017	85%	72%	95%	74%	83%	86%	81%	80%

INCIDENCE OF DISTRACTED DRIVING – CHANGES SINCE C19 BEGAN



Nearly one-third of Ontario residents believe that all forms of distracted driving have increased since the original state of emergency in March 2020.



Q19. In your opinion, have the following problems decreased or increased since the original state of emergency in March 2020?
Base: All respondents 2021 (n=1400) *New question for 2021

INCIDENCE OF DISTRACTED DRIVING – CHANGES SINCE C19 BEGAN BY TARGET GROUP



Interestingly, motorcyclists are the most likely to believe that all forms of distracted driving have increased since the original state of emergency.

Increased (5-7)	TOTAL 							
	TOTAL	Man	Older Man	Woman	Car	Sign	Bike	Motorcycle
Driving while texting on the phone	33%	38%	31%	32%	34%	33%	33%	51%
Driving while talking on a hand-held cell phone	32%	34%	35%	19%	30%	33%	33%	49%
Distracted driving	30%	28%	28%	26%	32%	31%	31%	44%

Q19. In your opinion, have the following problems decreased or increased since the original state of emergency in March 2020?
*New question for 2021.
Base: 2021 target segments (n=varies)

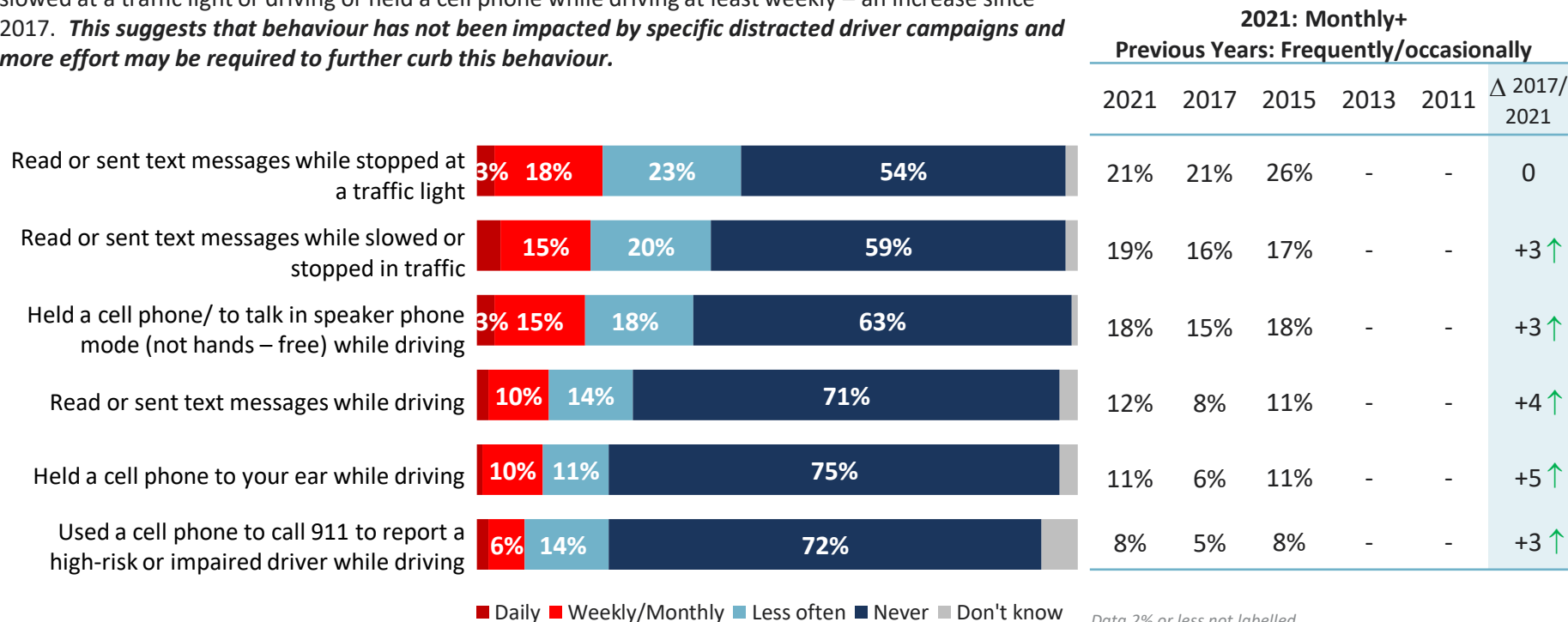
Green/Red Significantly Higher/Lower than Total

FREQUENCY OF DISTRACTED DRIVING BEHAVIOUR

Appendix 1 10.4



Approximately 20% of Ontario residents report having read or sent text messages while stopped or slowed at a traffic light or driving or held a cell phone while driving at least weekly – an increase since 2017. ***This suggests that behaviour has not been impacted by specific distracted driver campaigns and more effort may be required to further curb this behaviour.***



Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution.

Base: 2021(n=1400); 2017 (n=1073-1089); 2015 (n=797-804)

FREQUENCY OF DISTRACTED DRIVING BEHAVIOUR BY TARGET GROUP

Appendix 1 10.4



Young Male Drivers and Motorcyclists are the most likely to engage in all of these distracted driving behaviours at least monthly, with very few seniors (less than 10%) report any of these behaviours.

At least monthly	TOTAL							
Read or sent text messages while stopped at a traffic light	21%	42%	6%	28%	29%	22%	27%	44%
Read or sent text messages while slowed or stopped in traffic	19%	40%	5%	22%	26%	19%	25%	37%
Held a cell phone/ to talk in speaker phone mode (not hands – free) while driving	18%	37%	6%	15%	24%	18%	23%	44%
Read or sent text messages while driving	12%	30%	2%	14%	18%	12%	16%	33%
Held a cell phone to your ear while talking and driving	11%	37%	2%	13%	17%	11%	16%	39%
Used a cell phone to call 911 to report a high-risk or impaired driver while driving	8%	31%	1%	13%	10%	7%	11%	30%

Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution.
Base: 2021 (total n=1097-1400);

FREQUENCY OF DISTRACTED DRIVING BEHAVIOUR BY TARGET GROUP (TRENDED)

Appendix 1 10.4



Increases versus 2017 are seen across nearly all target groups, with some even doubling (e.g., 14% of novice drivers are regularly reading or sending texts while driving vs. 2% in 2017 and an increase of 8 pts among drivers). ***This further reiterates the importance of a broad distracted driving campaign.***

At least monthly (2021)/frequently or regularly (2017)	TOTAL							
Read or sent text messages while stopped at a traffic light	21% 21%	42% 38%	6% 2%	28% 29%	29% 27%	22% 21%	27% 23%	↑44% 36%
Read or sent text messages while slowed or stopped in traffic	↑19% 16%	↑40% 24%	5% 3%	22% 16%	↑26% 20%	↑19% 16%	↑25% 18%	↑37% 28%
Held a cell phone/ to talk in speaker phone mode (not hands – free) while driving	↑18% 15%	↑37% 27%	6% 2%	15% 19%	↑24% 17%	↑18% 15%	↑23% 16%	↑44% 27%
Read or sent text messages while driving	↑12% 8%	↑30% 21%	2% 1%	↑14% 2%	↑18% 10%	↑12% 8%	↑16% 9%	↑33% 19%
Held a cell phone to your ear while talking and driving	↑11% 6%	↑37% 12%	2% 2%	13% 9%	↑17% 6%	↑11% 6%	↑16% 7%	↑39% 17%
Used a cell phone to call 911 to report a high-risk or impaired driver while driving	↑8% 5%	↑31% 12%	1% 2%	13% 9%	10% 7%	7% 5%	11% 8%	30% 23%

*Data from 2017

Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution.
Base: 2021 (total n=1097-1400);

FREQUENCY OF DISTRACTED DRIVING BEHAVIOUR BY REGION

Appendix 1 10.4



There are a number of differences by region in terms of distracted driving, with those in the North the least likely to report any distracted driving behaviour, while those who live in York/Peel/Durham are the most likely to report a number of distracted driving behaviours.

At least monthly	TOTAL	Central	East	Toronto	York/Peel /Durham	Halton/ Hamilton /Niagara	North	Southwest
Read or sent text messages while stopped at a traffic light	21%	18%	16%	25%	27%	21%	12%	19%
Read or sent text messages while slowed or stopped in traffic	19%	14%	14%	23%	23%	21%	8%	16%
Held a cell phone/ to talk in speaker phone mode (not hands – free) while driving	18%	14%	16%	22%	24%	12%	8%	15%
Read or sent text messages while driving	12%	5%	9%	15%	18%	14%	5%	9%
Held a cell phone to your ear while talking and driving	11%	4%	7%	17%	16%	12%	5%	9%
Used a cell phone to call 911 to report a high-risk or impaired driver while driving	8%	4%	4%	9%	11%	9%	4%	4%

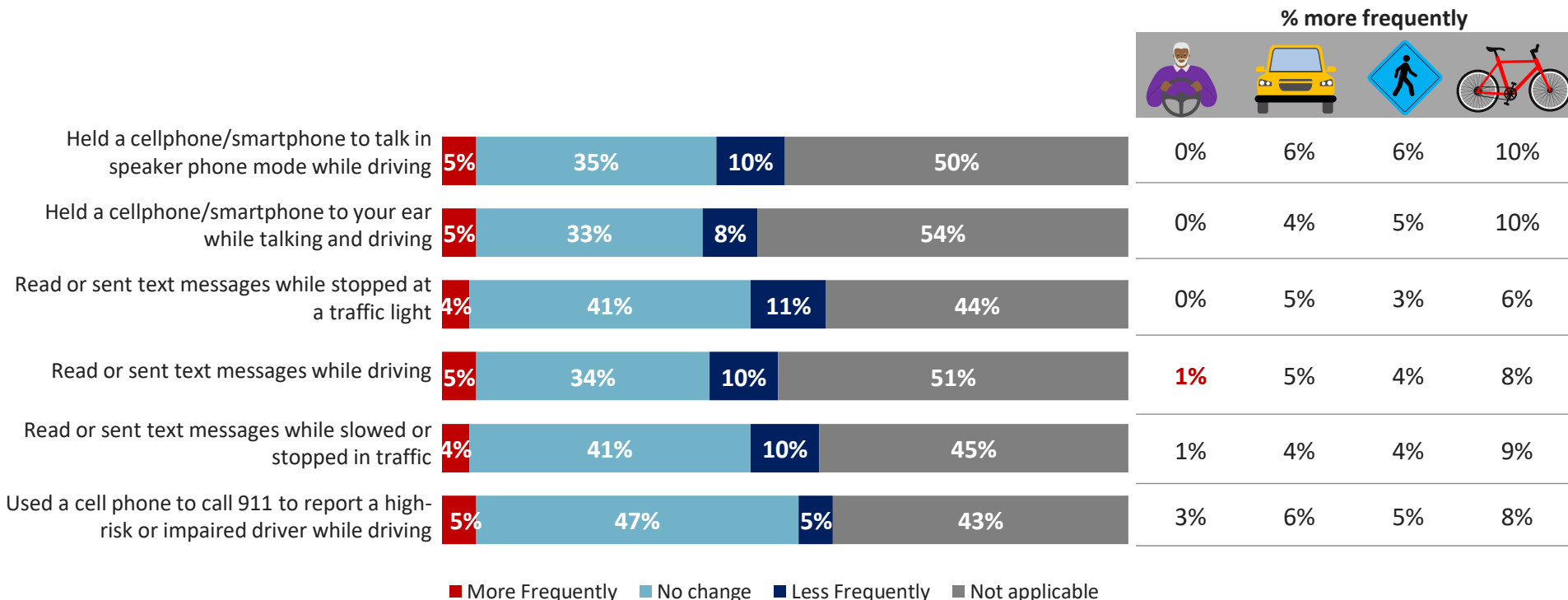
Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution.
Base: 2021 (total n=1097-1400);

IMPACT OF C19 ON DISTRACTED DRIVING BEHAVIOUR

Appendix 1 10.4



Only a small minority (5% or fewer) report participating in any of these distracted driving behaviours more frequently compared with before the state of emergency – the exception being bicyclists, of whom approximately 10% report an increase in these types of behaviours.



Q14. Would you say that you are now spending more, less, or the same amount of time doing the following compared with before the state of emergency in March 2020? *New question for 2021

Base: 2021 (n=241-700)

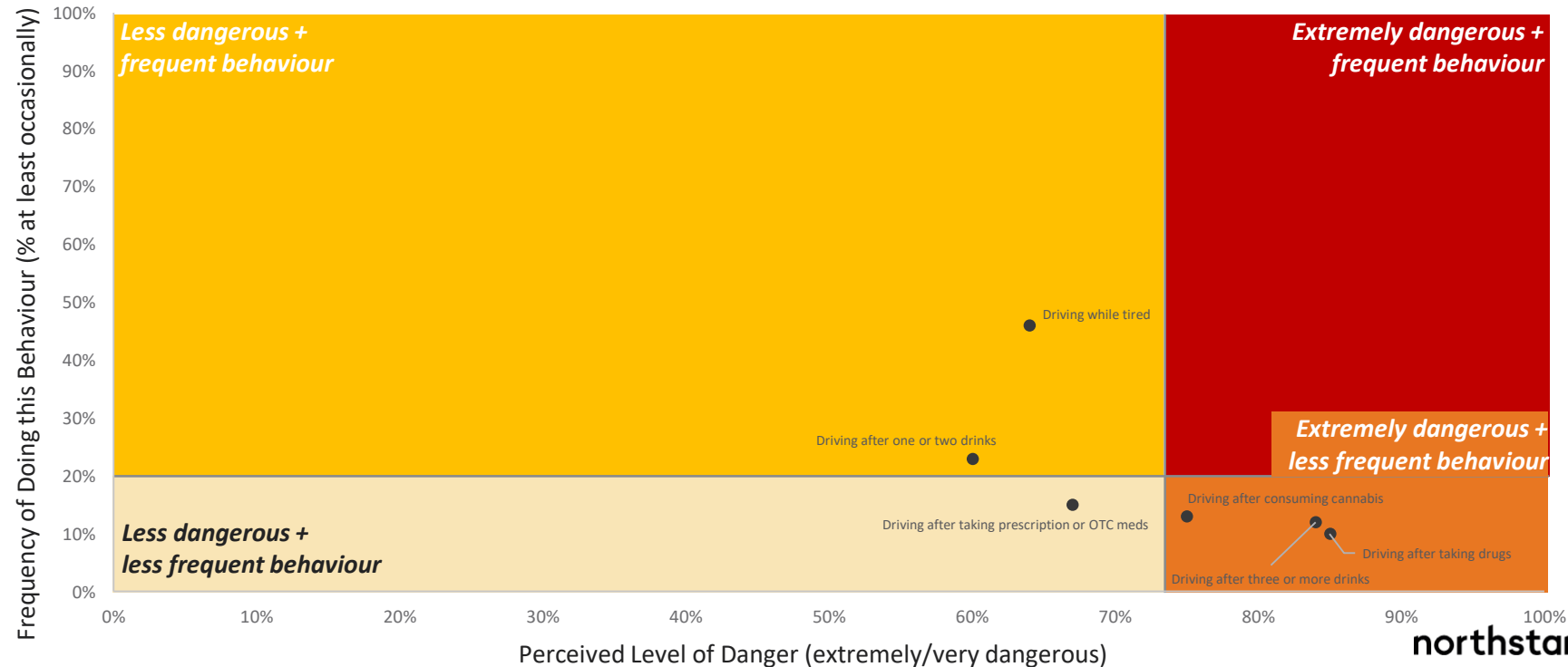


IMPAIRED DRIVING

FREQUENCY BY PERCEIVED DANGER: IMPAIRED DRIVING



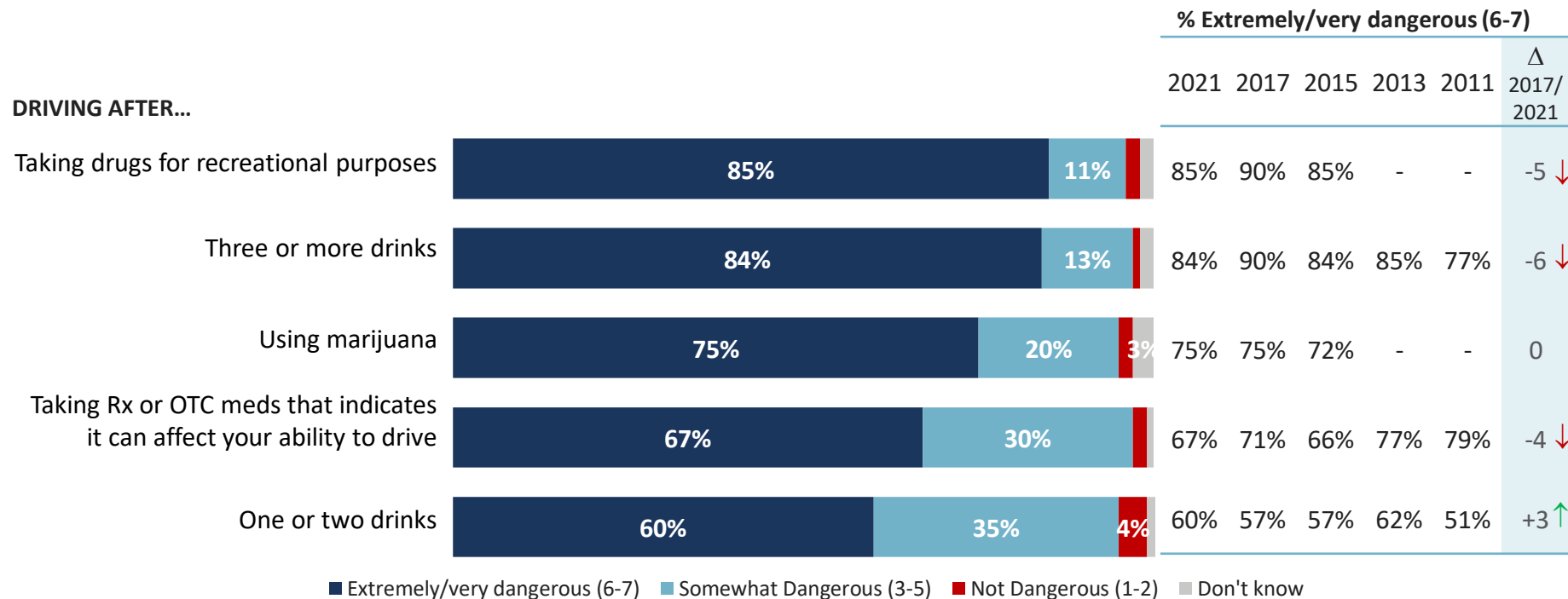
Currently, there are not any behaviours that are both seen as highly dangerous and ones in which Ontario drivers are regularly doing. However, there remain some activities that are rated as above-average in terms of danger and still being done to at least some degree including behaviours related to driving after consuming cannabis, after taking drugs, or after 3+ drinks.



DANGERS OF IMPAIRED DRIVING



~85% of Ontarians believe it is dangerous to drive after taking drugs or having three+ drinks – a slight decline compared with 2017.
Three-quarters believe that it is dangerous to drive following consumption of marijuana – stable year-over-year.



Q10. In your view, how dangerous are each of the following in terms of road safety?

Base: All respondents 2021 (n=1261-1262); 2017 (n=1284-1308); 2015 (n=1010); 2013 (n=1006); 2011 (n=1096)

DANGERS OF IMPAIRED DRIVING – BY TARGET



Consistent with other attitudes, young male drivers are the least likely to see any of these as dangerous (compared with the other sub-groups) – of note, they are slightly more likely to see driving after 3+ drinks as dangerous compared with driving after taking drugs for recreational purposes. Motorcyclists are also less likely to see any of these activities as dangerous relative to the average.

Extremely/Very Dangerous	TOTAL 							
	TOTAL	Young Male	Older Male	Female	Car	Sign	Bike	Motorcycle
Taking drugs for recreational purposes	85%	62%	93%	74%	83%	86%	83%	67%
Three or more drinks	84%	65%	92%	77%	82%	85%	81%	65%
Using marijuana	75%	59%	83%	76%	71%	76%	73%	59%
Taking Rx or OTC meds that indicates it can affect your ability to drive	67%	48%	76%	56%	62%	67%	64%	53%
One or two drinks	60%	57%	64%	55%	55%	60%	56%	50%

Green/Red Significantly Higher/Lower than Total

DANGERS OF IMPAIRED DRIVING – BY TARGET (TRENDED)



Not only are young male drivers and motorcyclists the least likely to see these activities as dangerous, they are less likely to see them as dangerous compared with in 2017. There is also softening across a number of other target groups including motorists, pedestrians and cyclists.

Extremely/Very Dangerous

	TOTAL							
Taking drugs for recreational purposes	↓ 85% 90%	↓ 62% 82%	93% 91%	↓ 74% 93%	↓ 83% 90%	↓ 86% 90%	↓ 83% 89%	↓ 67% 80%
Three or more drinks	↓ 84% 90%	↓ 65% 81%	92% 93%	77% 86%	↓ 82% 90%	↓ 85% 90%	↓ 81% 88%	↓ 65% 79%
Using marijuana	75% 75%	59% 64%	83% 79%	76% 72%	71% 74%	76% 75%	73% 74%	↓ 59% 71%
Taking Rx or OTC meds that indicates it can affect your ability to drive	↓ 67% 71%	↓ 48% 58%	76% 76%	56% 61%	↓ 62% 70%	↓ 67% 72%	↓ 64% 71%	↓ 53% 65%
One or two drinks	↑ 60% 57%	↑ 57% 46%	64% 63%	55% 59%	55% 54%	↑ 60% 57%	56% 55%	50% 57%

*Data from 2017

↑↓ Significantly Higher/Lower than 2017

Q10. In your view, how dangerous are each of the following in terms of road safety?
Base: 2021 target segments (n=varies)

DANGERS OF IMPAIRED DRIVING – BY REGION

Appendix 1 10.4



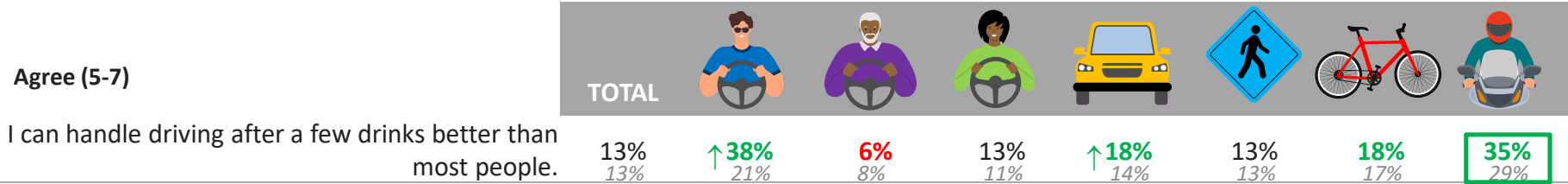
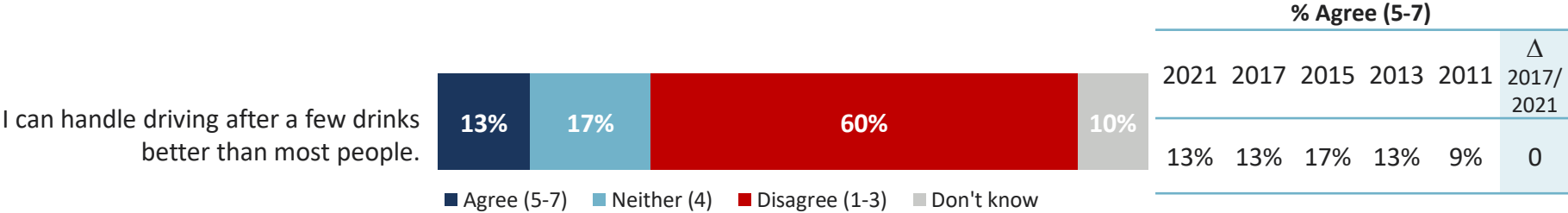
There are few differences by region in terms of perceived dangers of impaired driving. The one difference worth noting is the lower-than-average perceptions of danger related to driving after taking prescription or over-the-counter medications in Halton/Hamilton/Niagara.

Extremely/Very Dangerous								
	TOTAL	Central	East	Toronto	York/Peel /Durham	Halton/ Hamilton /Niagara	North	Southwest
Taking drugs for recreational purposes	85%	95%	89%	82%	84%	81%	86%	86%
Three or more drinks	84%	95%	86%	83%	84%	80%	89%	85%
Using marijuana	75%	85%	76%	72%	78%	70%	84%	73%
Taking Rx or OTC meds that indicates it can affect your ability to drive	67%	70%	71%	69%	69%	55%	64%	63%
One or two drinks	60%	59%	53%	65%	65%	54%	68%	53%

PERSONAL PERCEPTIONS OF IMPAIRED DRIVING



Around one in ten Ontarians agree that they can handle driving after a few drinks better than most people, on-par with 2017. However, again, among young male drivers, not only are they more likely than others to agree that they can handle a few drinks better than most (38%), they are also more likely to agree with this statement compared with in 2017.



*Data from 2017

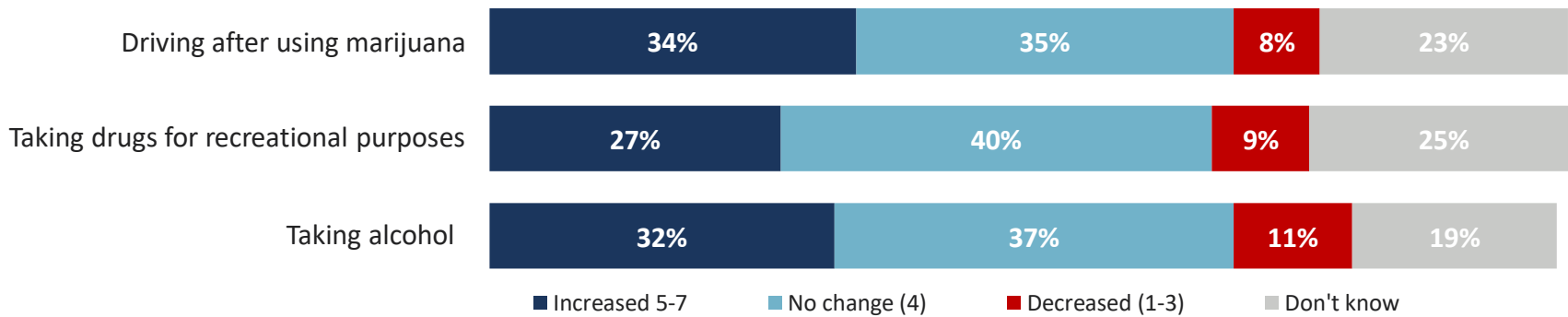
Q15. To what extent do you agree or disagree with the following statements?
Base: 2021 (n=1272); 2017 (n=1,187); 2015 (n=1010); 2013 (n=1006); 2011 (n=1096)

↑↓ Significantly Higher/Lower than 2017

IMPAIRED DRIVING – CHANGES SINCE C19 BEGAN



Between 25-35% believe that impaired driving has increased since the original state of emergency in March 2020.



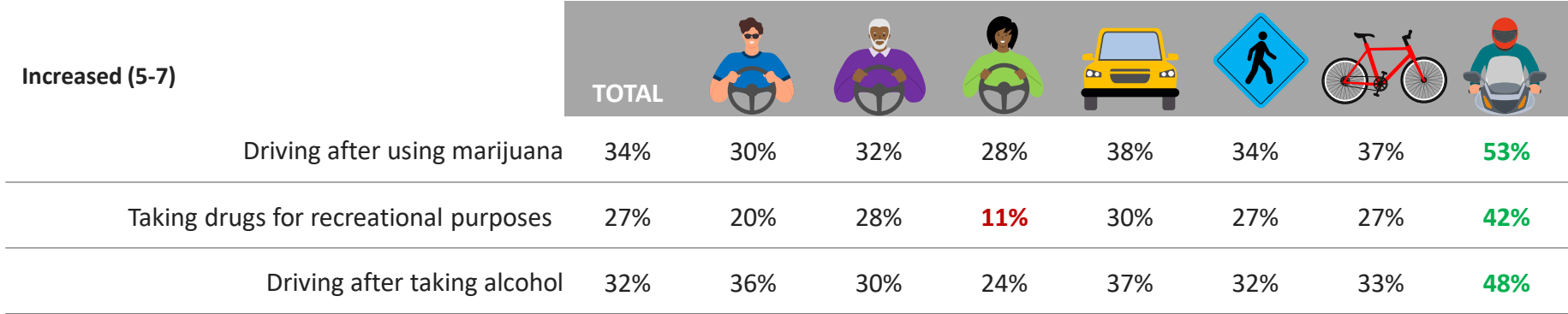
Q19. In your opinion, have the following problems decreased or increased since the original state of emergency in March 2020?
* The questions has been adjusted to “since the original state of emergency in March 2020” from “past 5 years” in previous waves.
Base: All respondents 2021 (n=714); 2017 (n=1328-1342); 2015 (n=1010)

↑↓ Significantly Higher/Lower than 2017

IMPAIRED DRIVING – CHANGES SINCE C19 BEGAN BY TARGET



Motorcyclists are the most likely to believe that impaired driving has increased since the original state of emergency.



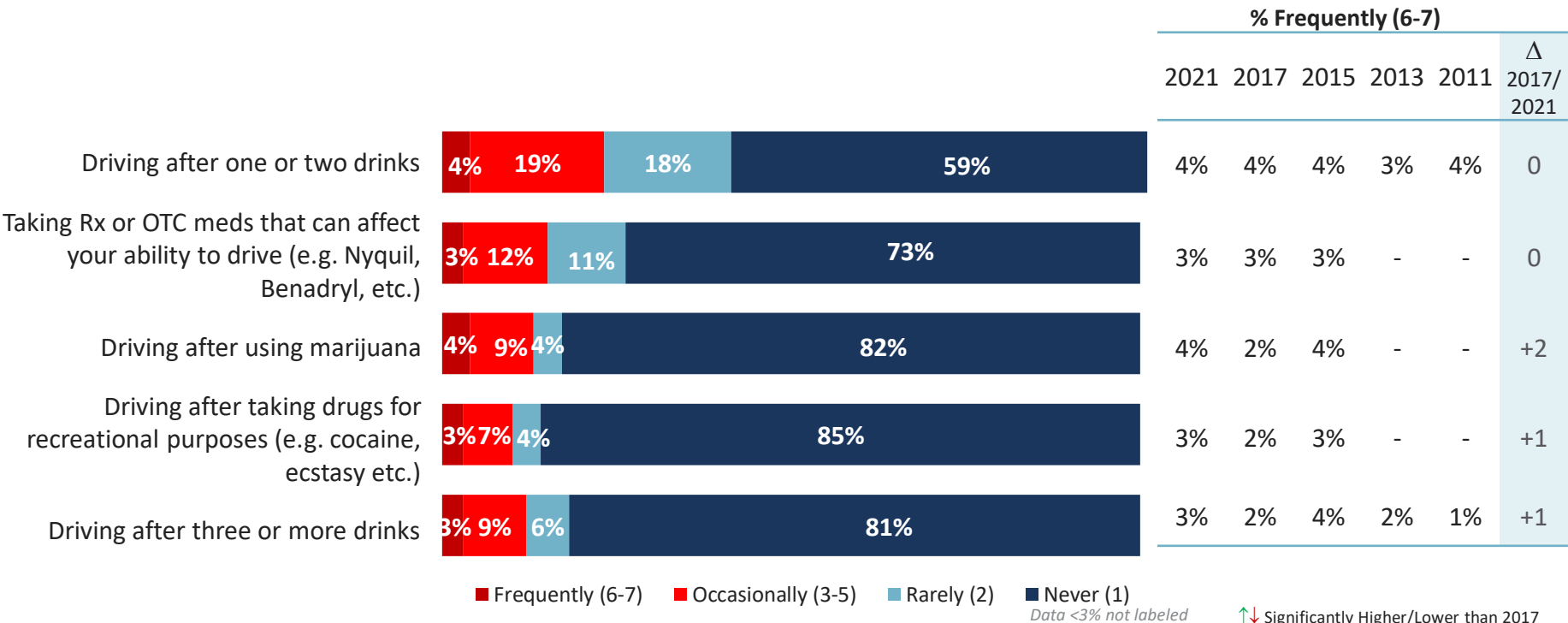
Green/Red Significantly Higher/Lower than Total

Q19. In your opinion, have the following problems decreased or increased since the original state of emergency in March 2020?
* The questions has been adjusted to “since the original state of emergency in March 2020” from “past 5 years” in previous waves.
Base: 2021 target segments (n=varies)

FREQUENCY OF IMPAIRED DRIVING



For the most part, Ontario residents report never driving under the influence of any substance – on par with previous years. The most frequent behaviour is driving after 1-2 drinks, with nearly one-quarter (23%) saying they do this at least occasionally.



Q24. How often do you find yourself doing any of the following?
Base: 2021 (n=1048); 2017 (n=1048-1034); 2015 (n=768-777); 2013 (n=866); 2011 (n=983)

FREQUENCY OF IMPAIRED DRIVING – BY TARGET

Appendix 1 10.4



Young male drivers and motorcyclists are the most likely to say they frequently drive impaired...

Frequently (6-7)

	TOTAL							
Driving after one or two drinks	4%	13%	2%	3%	4%	4%	5%	12%
Taking Rx or OTC meds that can affect your ability to drive (e.g. Nyquil, Benadryl, etc.)	3%	12%	1%	4%	4%	3%	5%	10%
Driving after using marijuana	4%	12%	2%	2%	6%	4%	6%	14%
Driving after taking drugs for recreational purposes (e.g. cocaine, ecstasy etc.)	3%	12%	0%	0%	4%	3%	5%	13%
Driving after three or more drinks	3%	13%	0%	4%	5%	3%	5%	16%

Green/Red Significantly Higher/Lower than Total

FREQUENCY OF IMPAIRED DRIVING BY TARGET (TRENDED)



While not statistically significant given the base size, there are directional increases among young male drivers, *continuing to highlight the need to specifically target this demographic.*

Frequently (6-7)

	TOTAL							
Driving after one or two drinks	4% 4%	↑ 13% 3%	2% 1%	3% 2%	4% 4%	4% 4%	5% 5%	12% 10%
Taking Rx or OTC meds that can affect your ability to drive (e.g. Nyquil, Benadryl, etc.)	3% 3%	12% 4%	1% 1%	4% 2%	4% 3%	3% 3%	5% 4%	10% 11%
Driving after using marijuana	4% 2%	12% 5%	2% 1%	2% 3%	↑ 6% 3%	↑ 4% 2%	6% 4%	14% 9%
Driving after taking drugs for recreational purposes (e.g. cocaine, ecstasy etc.)	3% 2%	12% 3%	- 0%	0% 2%	↑ 4% 2%	3% 2%	5% 3%	13% 11%
Driving after three or more drinks	3% 2%	13% 6%	- 0%	4% 0%	5% 3%	3% 2%	5% 3%	16% 9%

*Data from 2017

↑↓ Significantly Higher/Lower than 2017

FREQUENCY OF IMPAIRED DRIVING - BY REGION

Appendix 1 10.4



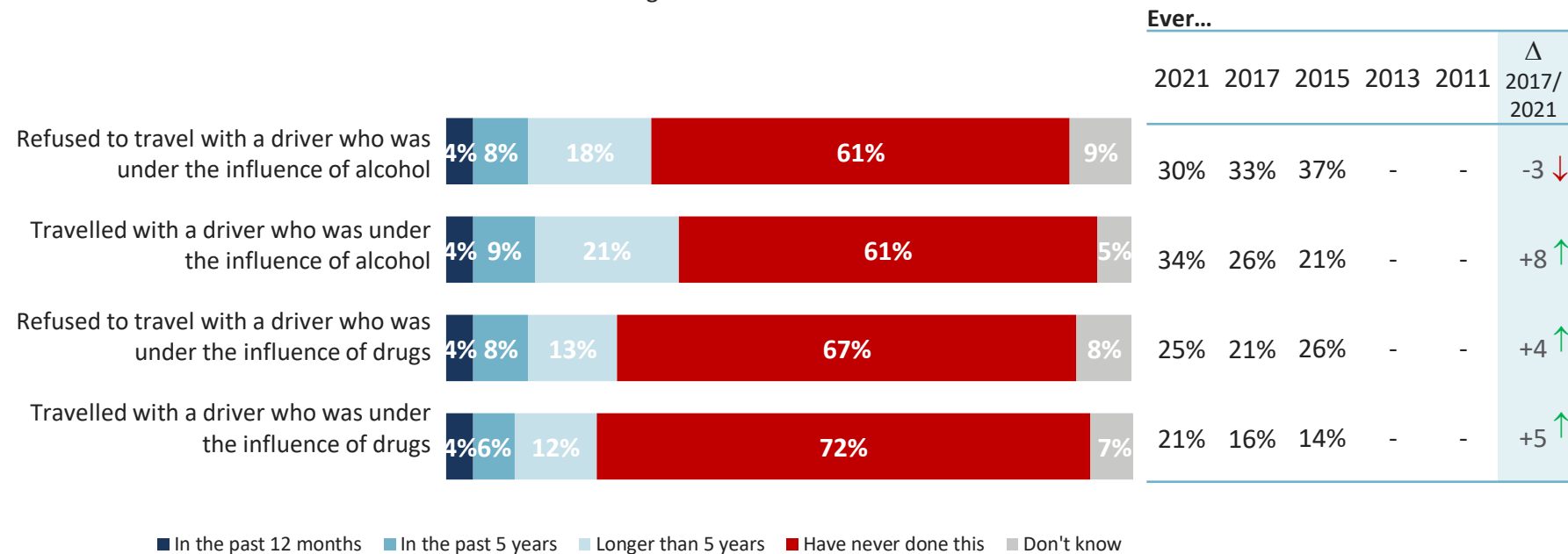
While only directional, those in Toronto are slightly more likely than the average to say they frequently drive after taking prescription or OTC medications or after consuming 3 or more drinks (6% vs. 3%).

Frequently (6-7)	TOTAL	Central	East	Toronto	York/Peel /Durham	Halton/ Hamilton /Niagara	North	Southwest
Driving after one or two drinks	4%	3%	1%	5%	5%	4%	0%	5%
Taking Rx or OTC meds that can affect your ability to drive (e.g. Nyquil, Benadryl, etc.)	3%	2%	2%	6%	3%	2%	2%	2%
Driving after using marijuana	4%	0%	1%	6%	5%	5%	2%	5%
Driving after taking drugs for recreational purposes (e.g. cocaine, ecstasy etc.)	3%	0%	1%	5%	4%	2%	2%	2%
Driving after three or more drinks	3%	2%	1%	6%	5%	2%	0%	4%

IMPAIRED DRIVING BEHAVIOUR – AS A PASSENGER



Fewer than 5% of Ontario residents have either traveled with, or refused to travel with, a driver who was under the influence of either drugs or alcohol – and this increases only slight (by about 10%) when expanded to within the past 5 years. Compared with 2017, Ontario residents are more likely to say they travelled with a driver who was under the influence of alcohol, as well as both refused and travelled with a driver under the influence of drugs.



↑↓ Significantly Higher/Lower than 2017

Q20. When you've been a passenger in a vehicle, have you ever...
Base: All respondents 2021 (n=1266); 2017 (n=1294-1306); 2015 (n=864)

IMPAIRED DRIVING BEHAVIOUR – AS A PASSENGER BY TARGET GROUP (PAST YEAR)

Appendix 1 10.4



In the past year, young male drivers and motorcyclists are the most likely to have either refused or travelled with an impaired driver...

Past 12 months	TOTAL							
Refused to travel with a driver who was under the influence of alcohol	4%	10%	2%	11%	5%	4%	6%	13%
Travelled with a driver who was under the influence of alcohol	4%	12%	1%	9%	6%	4%	6%	10%
Refused to travel with a driver who was under the influence of drugs	4%	8%	2%	10%	4%	4%	5%	12%
Travelled with a driver who was under the influence of drugs	4%	11%	2%	8%	5%	4%	6%	11%

Green/Red Significantly Higher/Lower than Total

IMPAIRED DRIVING BEHAVIOUR – AS A PASSENGER BY TARGET GROUP (EVER)

Appendix 1 10.4



...and this is similar when looking at 'ever' behaviour as well.

Drivers and cyclists also mention above-average frequency of travelling with, or refusing to travel with, an impaired driver.

Ever	TOTAL							
Refused to travel with a driver who was under the influence of alcohol	30%	47%	26%	23%	36%	31%	39%	54%
Travelled with a driver who was under the influence of alcohol	34%	51%	33%	31%	37%	34%	39%	59%
Refused to travel with a driver who was under the influence of drugs	25%	50%	18%	26%	29%	25%	32%	51%
Travelled with a driver who was under the influence of drugs	21%	40%	14%	24%	26%	22%	27%	47%

Green/Red Significantly Higher/Lower than Total

Q20. When you've been a passenger in a vehicle, have you ever...

Base: All respondents 2021 (n=1266); 2017 (n=1294-1306); 2015 (n=864)

IMPAIRED DRIVING BEHAVIOUR – AS A PASSENGER BY TARGET GROUP (EVER – TRENDED)

Appendix 1 10.4



Despite an increase in personal impaired driving, young male drivers are now more likely than in 2017 to say that they have refused or travelled with a driver who was under the influence of alcohol or drugs.

Further, the year-over-year increases are noted across nearly all sub-group, with the exception of seniors and, to a lesser degree, novice drivers.

Ever	TOTAL							
Refused to travel with a driver who was under the influence of alcohol	↓ 30% 33%	↑ 47% 33%	↓ 26% 35%	23% 33%	↑ 36% 32%	↓ 31% 34%	39% 37%	↑ 54% 44%
Travelled with a driver who was under the influence of alcohol	↑ 34% 26%	↑ 51% 27%	↑ 33% 26%	↑ 31% 13%	↑ 37% 23%	↑ 34% 26%	↑ 39% 26%	↑ 59% 33%
Refused to travel with a driver who was under the influence of drugs	↑ 25% 21%	↑ 50% 27%	18% 23%	26% 18%	↑ 29% 20%	↑ 25% 22%	↑ 32% 25%	↑ 51% 36%
Travelled with a driver who was under the influence of drugs	↑ 21% 16%	↑ 40% 23%	↑ 14% 9%	24% 22%	↑ 26% 15%	↑ 22% 16%	↑ 27% 19%	↑ 47% 30%

Green/Red Significantly Higher/Lower than Total

Q20. When you've been a passenger in a vehicle, have you ever...

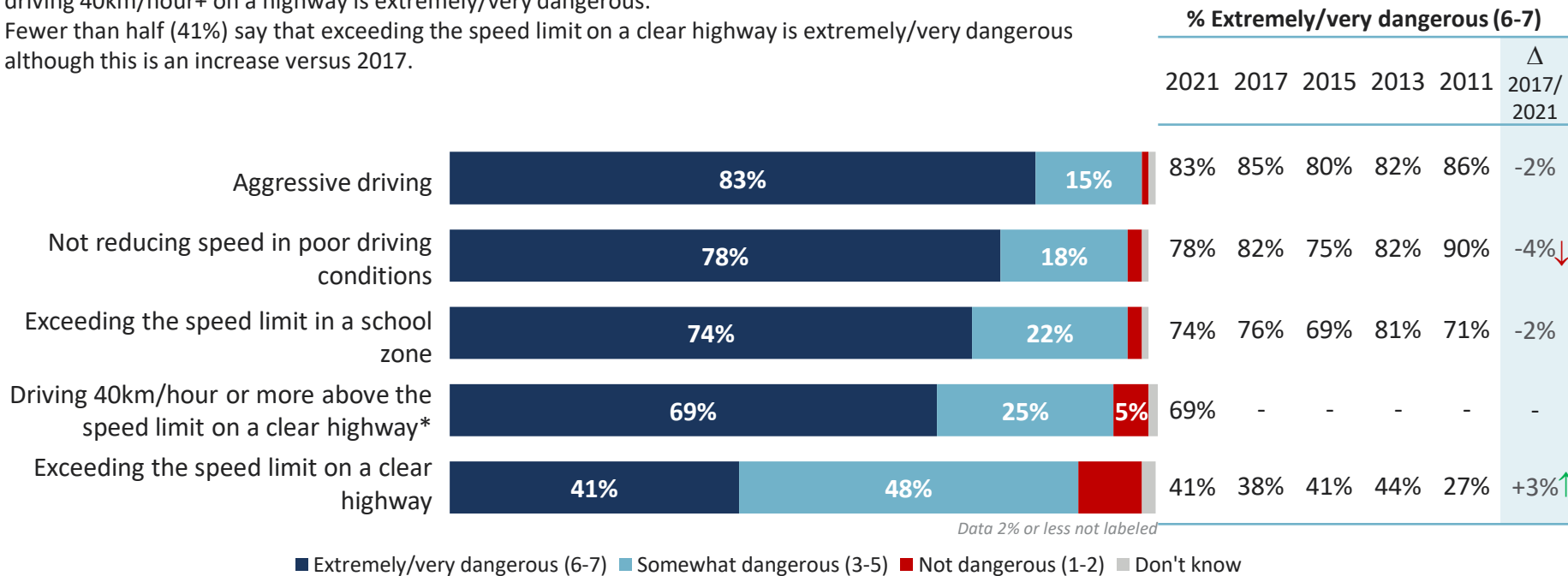
Base: All respondents 2021 (n=1266); 2017 (n=1294-1306); 2015 (n=864)



SPEEDING & AGGRESSIVE DRIVING

PERCEIVED DANGER OF SPEEDING

Approximately 80% of Ontarians believe that aggressive driving and not reducing speed in poor driving conditions is extremely/very dangerous, and ~70% agree that exceeding the speed limit in a school zone or driving 40km/hour+ on a highway is extremely/very dangerous. Fewer than half (41%) say that exceeding the speed limit on a clear highway is extremely/very dangerous although this is an increase versus 2017.



↑↓ Significantly Higher/Lower than 2017

Q10. In your view, how dangerous are each of the following in terms of road safety? *Not asked in 2017.
Base: All respondents 2021 (n=1261-1262); 2017 (n=1,431); 2015 (n=1,010); 2013 (n=1006); 2011 (n=1096)

PERCEIVED DANGER OF SPEEDING – BY TARGET

Appendix 1 10.4



Seniors are the most likely to perceive all these behaviours as dangerous, whereas motorcyclist and young male drivers, in particular, are the least likely to believe these behaviours are dangerous.

Extremely/Very dangerous (6-7)	TOTAL							
Aggressive driving	83%	66%	92%	73%	79%	83%	80%	70%
Not reducing speed in poor driving conditions	78%	62%	89%	73%	75%	79%	77%	61%
Exceeding the speed limit in a school zone	74%	59%	86%	53%	70%	75%	73%	65%
Driving 40km/hour or more above the speed limit on a clear highway	69%	58%	80%	62%	66%	69%	66%	58%
Exceeding the speed limit on a clear highway	41%	40%	43%	29%	37%	41%	41%	39%

Green/Red Significantly Higher/Lower than Total

Q10. In your view, how dangerous are each of the following in terms of road safety?
Base: 2021 target segments (n=varies)

PERCEIVED DANGER OF SPEEDING BY TARGET (TRENDED)



For the most part, attitudes remain unchanged since 2017; the main exceptions are: a) among motorcyclists, who are much less likely to see the following as dangerous: not reducing speed in poor driving conditions, exceeding the speed limit in a school zone, or exceeding the speed limit on a clear highway and b) both drivers and pedestrians are less likely to rate 'not reducing speed in poor driving conditions' as dangerous.

Extremely/Very dangerous (6-7)								
	TOTAL							
Aggressive driving	83% 85%	66% 67%	92% 87%	73% 77%	↓ 79% 83%	83% 85%	80% 83%	70% 73%
Not reducing speed in poor driving conditions	↓ 78% 82%	62% 63%	89% 88%	73% 73%	↓ 75% 81%	↓ 79% 82%	77% 80%	↓ 61% 80%
Exceeding the speed limit in a school zone	74% 76%	59% 56%	86% 85%	53% 57%	70% 73%	75% 77%	73% 75%	↓ 65% 77%
Driving 40km/hour or more above the speed limit on a clear highway*	69%	58%	80%	62%	66%	69%	66%	58%
Exceeding the speed limit on a clear highway	↑ 41% 38%	40% 32%	43% 44%	29% 28%	37% 35%	↑ 41% 37%	↑ 41% 36%	↓ 39% 52%

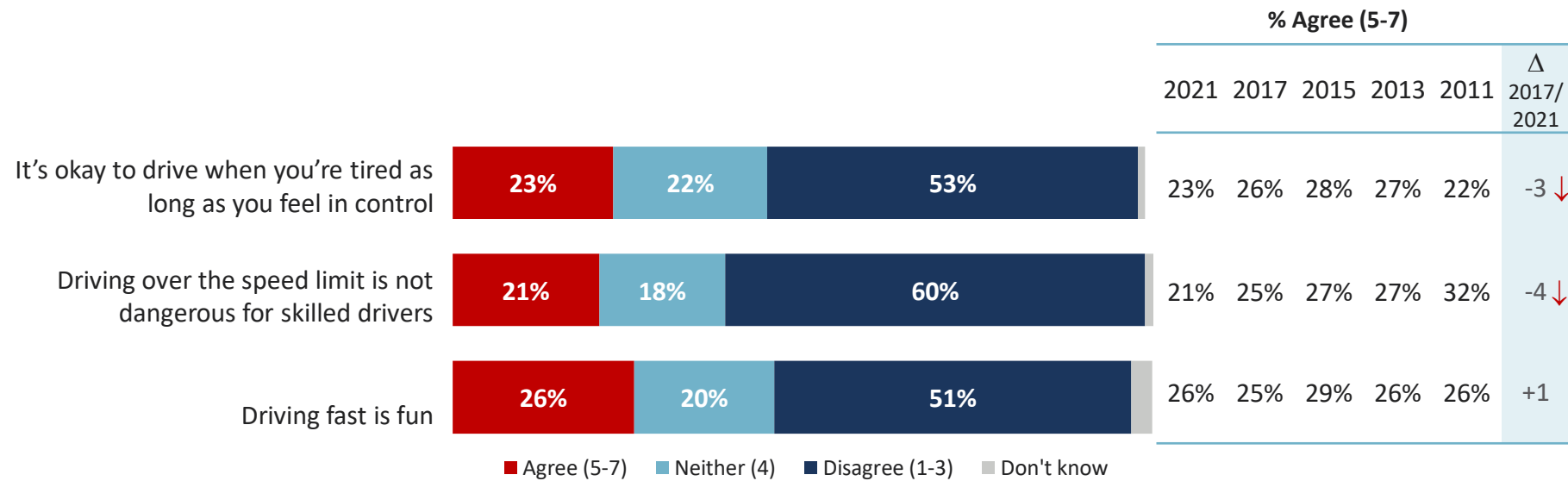
*Data from 2017

↑↓ Significantly Higher/Lower than 2017

Q10. In your view, how dangerous are each of the following in terms of road safety? *Not asked in 2017
Base: 2021 target segments (n=varies)

ATTITUDES – RISKY ACTIONS

Between 20-25% agree with the risky actions below – while relatively on par with 2017, there is a slight decline in the proportion who agree that driving over the speed limit is not dangerous for skilled drivers. However, at the same time, slightly fewer agree that it is okay to drive when you are tired as long as you feel in control.



Q15/Q16. To what extent do you agree or disagree with the following statements?
Base: All respondents 2021(n=1272-1273); 2017 (n=1305-1341); 2015 (n=1010); 2013 (n=1006); 2011 (n=1096)

Data <3% not labeled

↑↓ Significantly Higher/Lower than 2017

ATTITUDES – RISKY ACTIONS BY TARGET (TRENDED)

Appendix 1 10.4



Consistent with other attitudes, young male drivers and motorcyclists are the most likely to feel that a) it's okay to drive when you're tired as long as you feel in control; b) driving over the speed limit is not dangerous for skilled drivers, and most strongly, that c) driving fast is fun. Compared with 2017, motorcyclists and young male drivers (directionally) are more likely to say that driving fast is fun.

Agree (5-7)

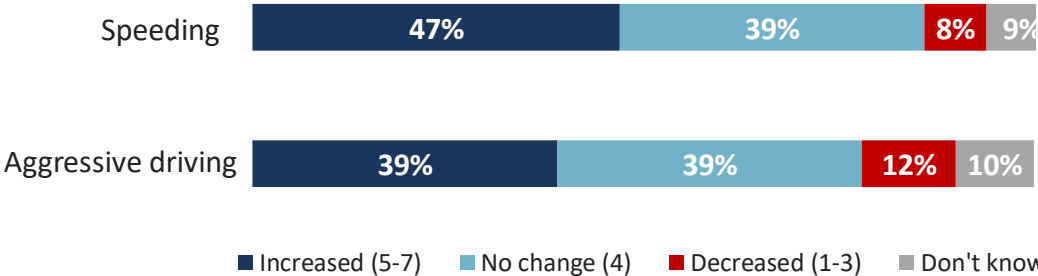
	TOTAL							
It's okay to drive when you're tired as long as you feel in control	↓ 23% 26%	43% 38%	16% 21%	31% 29%	29% 29%	↓ 23% 27%	26% 29%	44% 40%
Driving over the speed limit is not dangerous for skilled drivers	↓ 21% 25%	40% 40%	16% 21%	20% 25%	↓ 24% 29%	↓ 20% 24%	24% 27%	40% 37%
Driving fast is fun	26% 25%	51% 43%	16% 17%	33% 48%	32% 29%	26% 25%	31% 29%	↑ 48% 39%

Green/Red Significantly Higher/Lower than Total

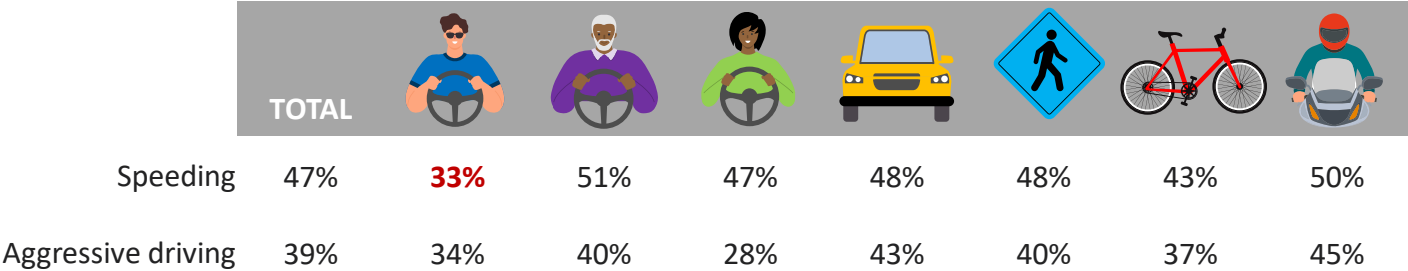
INCREASED FREQUENCY IN SPEEDING/AGGRESSIVE DRIVING SINCE C19



Nearly 50% believe that speeding has increased since March 2020, while 40% believe that aggressive driving has increased.



Increased (5-7)



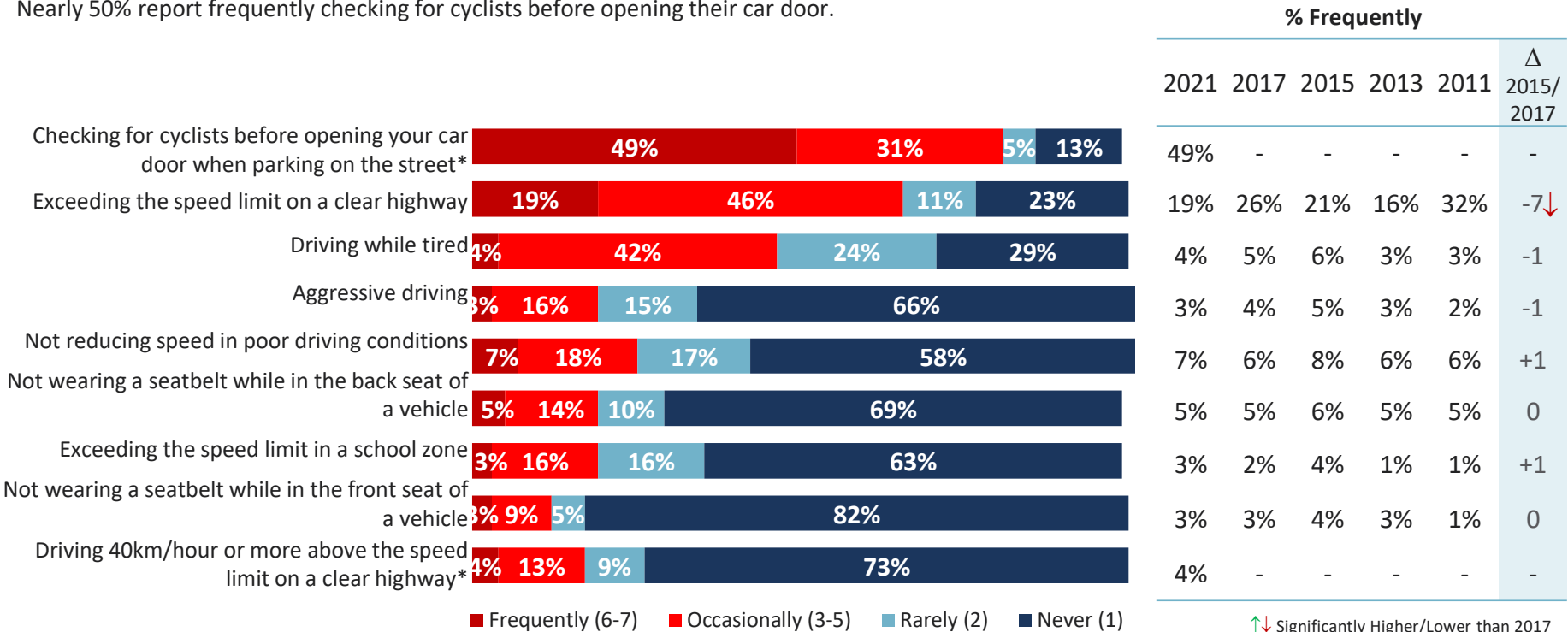
Q19. In your opinion, have the following problems decreased or increased since the original state of emergency in March 2020?
* Not asked in 2017 Base: All answering 2021 (n=714); 2017 (n=1321); 2015 (n=1010)

FREQUENCY OF SPECIFIC DRIVING BEHAVIOR



Very few drivers report personal risky behaviour, with more than 2/3 saying they: never drive 40k/hour+ on a clear highway, always wear a seatbelt in the front seat, always wear a seatbelt in the back seat, and never drive aggressively.

Nearly 50% report frequently checking for cyclists before opening their car door.



↑↓ Significantly Higher/Lower than 2017

Q24. How often do you find yourself doing any of the following? *Not asked in 2017
Base: 2021 (n=1047-1048); 2017 (n=1029-1052); 2015 (n=768-777), 2013 (n=866); 2011 (n=983)

FREQUENCY OF SPECIFIC DRIVING BEHAVIOUR BY TARGET

Appendix 1 10.4



Both young male drivers and motorcyclists are the most likely to frequently engage in risky behaviour and are much more likely than others to: not reduce speed in poor driving conditions, not wear seatbelts, and drive 40k/hour or more above the speed limit on a clear highway.

Frequently	TOTAL							
Checking for cyclists before opening your car door when parking on the street	49%	43%	56%	39%	46%	49%	49%	41%
Exceeding the speed limit on a clear highway	19%	24%	22%	9%	19%	19%	20%	26%
Not reducing speed in poor driving conditions	7%	16%	5%	6%	8%	6%	8%	17%
Not wearing a seatbelt while in the back seat of a vehicle	5%	14%	4%	7%	6%	5%	7%	15%
Driving while tired	4%	6%	0%	2%	6%	4%	6%	14%
Aggressive driving	3%	8%	0%	1%	4%	2%	4%	13%
Not wearing a seatbelt while in the front seat of a vehicle	3%	13%	1%	1%	5%	3%	5%	14%
Exceeding the speed limit in a school zone	3%	8%	0%	4%	4%	3%	6%	16%
Driving 40km/hour or more above the speed limit on a clear highway	4%	12%	0%	6%	5%	3%	6%	15%

Green/Red Significantly Higher/Lower than Total

Q24. How often do you find yourself doing any of the following?
Base: 2021 target segments (n=varies)

FREQUENCY OF SPECIFIC DRIVING BEHAVIOUR BY TARGET (TRENDED)

Appendix 1 10.4



Overall, there are few changes since 2017. Drivers are less likely to say they frequently exceed the speed limit on a clear highway while young male drivers are more likely to say they frequently do not wear a seatbelt in the front seat and directionally more likely to say they do not reduce speed in poor driving conditions.

Frequently



Exceeding the speed limit on a clear highway	↓ 19% 26%	24% 25%	22% 19%	9% 17%	↓ 19% 29%	↓ 19% 26%	↓ 20% 24%	26% 23%
Not reducing speed in poor driving conditions	7% 6%	16% 7%	5% 6%	6% -	8% 6%	6% 6%	8% 7%	17% 13%
Not wearing a seatbelt while in the back seat of a vehicle	5% 5%	14% 10%	4% 3%	7% 12%	6% 6%	5% 5%	7% 7%	15% 12%
Driving while tired	4% 5%	6% 6%	0% 2%	2% 2%	6% 5%	4% 5%	6% 6%	14% 12%
Aggressive driving	3% 4%	8% 10%	0% 1%	1% 7%	4% 4%	2% 4%	4% 6%	13% 14%
Not wearing a seatbelt while in the front seat of a vehicle	3% 3%	↑ 13% 3%	1% 3%	1% 5%	5% 3%	3% 3%	5% 4%	14% 9%
Exceeding the speed limit in a school zone	3% 2%	8% 7%	0% 1%	4% 7%	4% 3%	3% 2%	6% 3%	16% 11%

Q24. How often do you find yourself doing any of the following? Base: 2021 target segments (n=varies)

↑↓ Significantly Higher/Lower than 2017

*Data from 2017

northstar 67

FREQUENCY OF SPECIFIC DRIVING BEHAVIOUR BY REGION

Appendix 1 10.4



While there are no statistically significant differences by region, those in the East are slightly more likely to say they frequently exceed the speed limit on a clear highway while those in York/Peel/Durham are slightly more likely than average to report frequently driving 40km/hour or more above the speed limit on a clear highway.

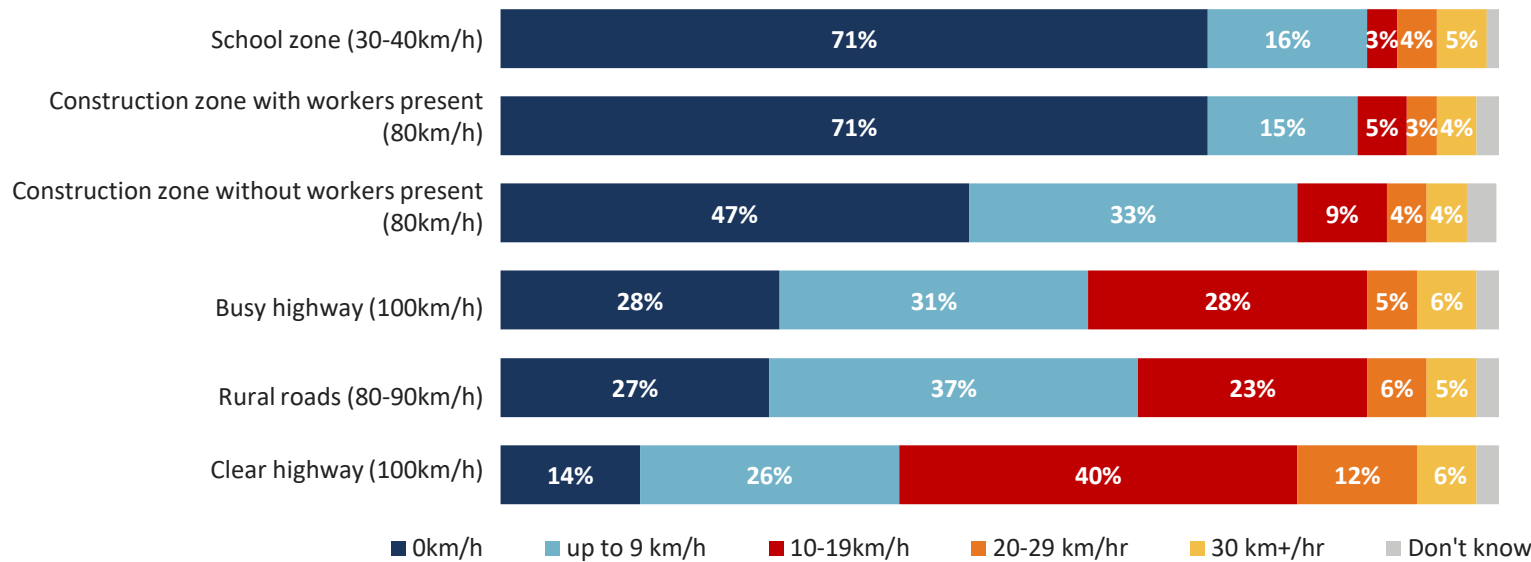
Frequently

	TOTAL	Central	East	Toronto	York/Peel /Durham	Halton/ Hamilton /Niagara	North	Southwest
Checking for cyclists before opening your car door when parking on the street	49%	43%	53%	50%	51%	46%	44%	48%
Exceeding the speed limit on a clear highway	19%	19%	25%	16%	16%	19%	23%	23%
Not reducing speed in poor driving conditions	7%	7%	5%	6%	9%	9%	4%	5%
Not wearing a seatbelt while in the back seat of a vehicle	5%	2%	4%	7%	7%	4%	8%	4%
Driving while tired	4%	0%	2%	5%	6%	5%	0%	5%
Aggressive driving	3%	0%	2%	4%	5%	2%	2%	1%
Not wearing a seatbelt while in the front seat of a vehicle	3%	3%	1%	5%	5%	1%	2%	3%
Exceeding the speed limit in a school zone	3%	0%	2%	5%	5%	3%	4%	3%
Driving 40km/hour or more above the speed limit on a clear highway	4%	3%	2%	5%	7%	5%	4%	2%

TYPICAL DRIVING SPEED IN VARIOUS ZONES



Approximately 70% of Ontarians report driving the speed limit in both school and construction zones with workers present. However, from that point, 'diminishing returns' are reported for all other areas, with just under 50% driving the speed limit in construction zones when workers are not present (one-third drive up to 9km above the posted limit), and just over one-quarter report driving the speed limit on busy highways or rural roads. On a clear highway, more than 50% of Ontarians report driving 10km/hour or more above the posted speed limit.



Data <3% not labeled

↑↓ Significantly Higher/Lower than 2017

Q17. How fast do you typically drive over the posted speed limit in the following zones? *New question to 2021
Base: All respondents 2021 (n=1079-1081)

TYPICAL DRIVING SPEED IN VARIOUS ZONES BY TARGET: AT THE POSTED SPEED LIMIT

Seniors are the most likely to report driving at the posted speed limit across nearly all zones, whereas motorcyclists are the least likely.

At posted speed	TOTAL							
School zone (30-40km/h)	71%	49%	86%	58%	66%	72%	66%	43%
Rural roads (80-90km/h)	27%	26%	37%	22%	21%	27%	25%	15%
Construction zone without workers present (80km/h)	47%	33%	57%	45%	44%	48%	44%	24%
Construction zone with workers present(80km/h)	71%	47%	84%	62%	66%	71%	64%	43%
Clear highway (100km/h)	14%	16%	18%	15%	10%	14%	13%	9%
Busy highway (100km/h)	28%	28%	34%	29%	25%	28%	26%	18%

Green/Red Significantly Higher/Lower than Total

Q17. How fast do you typically drive over the posted speed limit in the following zones? *New question to 2021
Base: 2021 target segments (n=varies)

TYPICAL DRIVING SPEED IN VARIOUS ZONES BY TARGET: UP TO 9KM/H ABOVE SPEED LIMIT

Appendix 1 10.4



For the most part, there are few differences by target group when looking specifically at driving up to 9km/hour above the posted speed limit.

Up to 9km/h above posted speed limit

	TOTAL							
School zone (30-40km/h)	16%	16%	11%	22%	17%	16%	17%	16%
Rural roads (80-90km/h)	37%	25%	36%	38%	37%	38%	36%	26%
Construction zone without workers present (80km/h)	33%	35%	34%	34%	32%	33%	33%	31%
Construction zone with workers present(80km/h)	15%	18%	12%	13%	18%	16%	18%	21%
Clear highway (100km/h)	26%	26%	30%	28%	23%	26%	25%	21%
Busy highway (100km/h)	31%	29%	36%	27%	28%	31%	30%	20%

Green/Red Significantly Higher/Lower than Total

Q17. How fast do you typically drive over the posted speed limit in the following zones? *New question to 2021
Base: 2021 target segments (n=varies)

TYPICAL DRIVING SPEED IN VARIOUS ZONES BY TARGET: 10-19 KM/H ABOVE SPEED LIMIT

Appendix 1 10.4



Motorcyclists are the most likely to drive 10-19km/hour above the posted speed limits in school zones, rural roads or construction zones.

10-19km/h above posted speed



School zone (30-40km/h)	3%	7%	1%	4%	4%	3%	5%	10%
Rural roads (80-90km/h)	23%	22%	21%	21%	26%	23%	23%	27%
Construction zone without workers present (80km/h)	9%	13%	4%	8%	11%	9%	10%	18%
Construction zone with workers present(80km/h)	5%	11%	1%	3%	6%	5%	6%	14%
Clear highway (100km/h)	40%	26%	40%	28%	42%	40%	37%	29%
Busy highway (100km/h)	28%	16%	24%	22%	31%	28%	28%	28%

Green/Red Significantly Higher/Lower than Total

Q17. How fast do you typically drive over the posted speed limit in the following zones? *New question to 2021
Base: 2021 target segments (n=varies)

TYPICAL DRIVING SPEED IN VARIOUS ZONES BY TARGET: 20-29 KM/H ABOVE SPEED LIMIT

Appendix 1 10.4



Similarly, motorcyclists are also the most likely to drive 20-29km/hour above the posted speed limit in all zones.

20-29km/h above posted speed



20-29km/h above posted speed	TOTAL	Driver (Male)	Driver (Female)	Driver (Young)	Car	Construction zone (Blue diamond sign)	Bicycle	Motorcycle
School zone (30-40km/h)	4%	12%	0%	4%	6%	3%	5%	16%
Rural roads (80-90km/h)	6%	10%	2%	6%	7%	5%	8%	23%
Construction zone without workers present (80km/h)	4%	7%	2%	3%	4%	4%	4%	12%
Construction zone with workers present(80km/h)	3%	10%	1%	11%	3%	3%	5%	8%
Clear highway (100km/h)	12%	16%	8%	9%	14%	12%	14%	25%
Busy highway (100km/h)	5%	11%	2%	3%	7%	5%	7%	15%

Green/Red Significantly Higher/Lower than Total

Q17. How fast do you typically drive over the posted speed limit in the following zones? *New question to 2021
Base: 2021 target segments (n=varies)

TYPICAL DRIVING SPEED IN VARIOUS ZONES BY TARGET: 30+ KM/H ABOVE SPEED LIMIT

Appendix 1 10.4



...as well as driving 30+ km/hour above the posted speed limit. Between 10-15% of young male drivers report driving 30+ km/hour above the posted speed limit in nearly all of the zones/roads below.

30km/h or more above	TOTAL							
School zone (30-40km/h)	4%	13%	1%	7%	5%	4%	6%	14%
Rural roads (80-90km/h)	5%	13%	2%	3%	6%	4%	6%	9%
Construction zone without workers present (80km/h)	4%	7%	2%	3%	5%	4%	6%	13%
Construction zone with workers present(80km/h)	4%	10%	-	2%	6%	3%	5%	13%
Clear highway (100km/h)	6%	11%	2%	9%	8%	6%	7%	14%
Busy highway (100km/h)	5%	13%	1%	7%	7%	5%	7%	18%

Green/Red Significantly Higher/Lower than Total

Q17. How fast do you typically drive over the posted speed limit in the following zones? *New question to 2021
Base: 2021 target segments (n=varies)



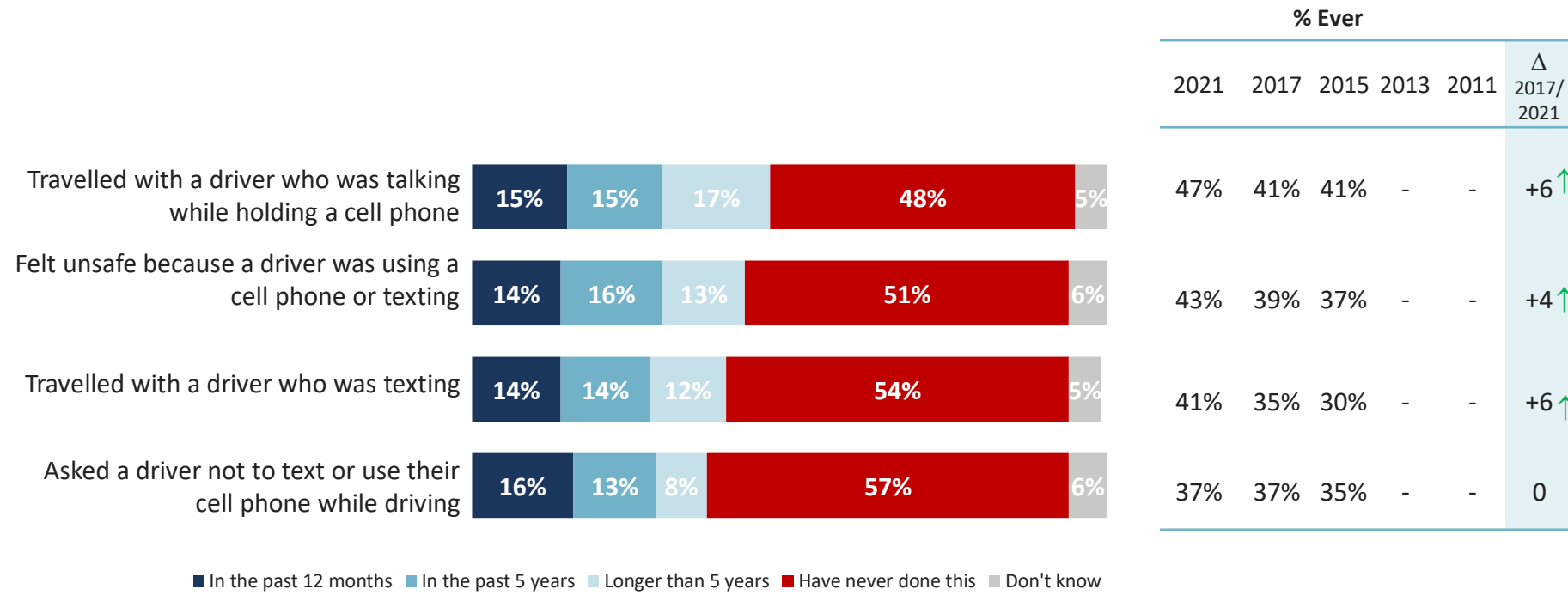
PASSENGER BEHAVIOUR

Appendix 1 10.4

DISTRACTED DRIVING BEHAVIOUR – AS A PASSENGER



Mirroring the softening perceptions related to the dangers of distracted driving, Ontario residents are more likely to say that they have been a passenger in a car in situations where the driver was using their cell phone while driving.



↑↓ Significantly Higher/Lower than 2017

Q20. When you've been a passenger in a vehicle, have you ever...
Base: All respondents 2021 (n=1266); 2017 (n=1292-1298); 2015 (n=1010)

DISTRACTED DRIVING BEHAVIOUR – AS A PASSENGER BY TARGET GROUP (PAST YEAR)

Appendix 1 10.4



Focusing on the past 12 months, novice drivers are the most likely to have experienced one of these situations, while fewer than 10% of seniors have found themselves in one of these situations in the past year.

In the past 12 months	TOTAL							
Travelled with a driver who was talking while holding a cell phone	15%	16%	6%	29%	16%	15%	16%	17%
Felt unsafe because a driver was using a cell phone or texting	14%	12%	6%	28%	15%	14%	16%	16%
Travelled with a driver who was texting	14%	19%	3%	30%	16%	15%	18%	19%
Asked a driver not to text or use their cell phone while driving	16%	15%	7%	29%	19%	16%	19%	23%

Green/Red Significantly Higher/Lower than Total

Q20. When you've been a passenger in a vehicle, have you ever... *Not asked in 2017
Base: 2021 (n=varies)

DISTRACTED DRIVING BEHAVIOUR – AS A PASSENGER BY TARGET GROUP (EVER)

Appendix 1 10.4



Compared with the average, young male drivers and motorcyclists (in particular) are most likely to have found themselves in one of these situations, whereas seniors are the least likely to have been a passenger in a car with a distracted driver.

Ever	TOTAL							
Travelled with a driver who was talking while holding a cell phone	47%	61%	32%	54%	54%	47%	53%	67%
Felt unsafe because a driver was using a cell phone or texting	43%	53%	28%	51%	49%	44%	50%	60%
Travelled with a driver who was texting	41%	62%	22%	52%	49%	41%	47%	62%
Asked a driver not to text or use their cell phone while driving	37%	51%	24%	51%	44%	38%	44%	58%

Green/Red Significantly Higher/Lower than Total

Q20. When you've been a passenger in a vehicle, have you ever... *Not asked in 2017
Base: All respondents 2021 (n=1266); 2017 (n=1292-1298); 2015 (n=1010)

DISTRACTED DRIVING BEHAVIOUR – AS A PASSENGER BY TARGET GROUP (EVER - TRENDED)

Appendix 1 10.4



Furthermore, the increased prevalence of being a passenger in a car with a distracted driver is noted across nearly all target groups, with the exception of seniors.

Ever	TOTAL							
Travelled with a driver who was talking while holding a cell phone	↑47% 41%	↑61% 41%	32% 30%	↑54% 37%	↑54% 42%	↑47% 41%	↑53% 43%	↑67% 52%
Felt unsafe because a driver was using a cell phone or texting	↑43% 39%	↑53% 39%	↓28% 36%	↑51% 32%	↑49% 39%	↑44% 40%	↑50% 43%	↑60% 45%
Travelled with a driver who was texting	↑41% 35%	↑62% 48%	22% 20%	52% 41%	↑49% 38%	↑41% 36%	↑47% 40%	↑62% 54%
Asked a driver not to text or use their cell phone while driving	37% 37%	↑51% 39%	24% 28%	51% 49%	↑44% 37%	38% 38%	44% 42%	↑58% 44%

*Data from 2017

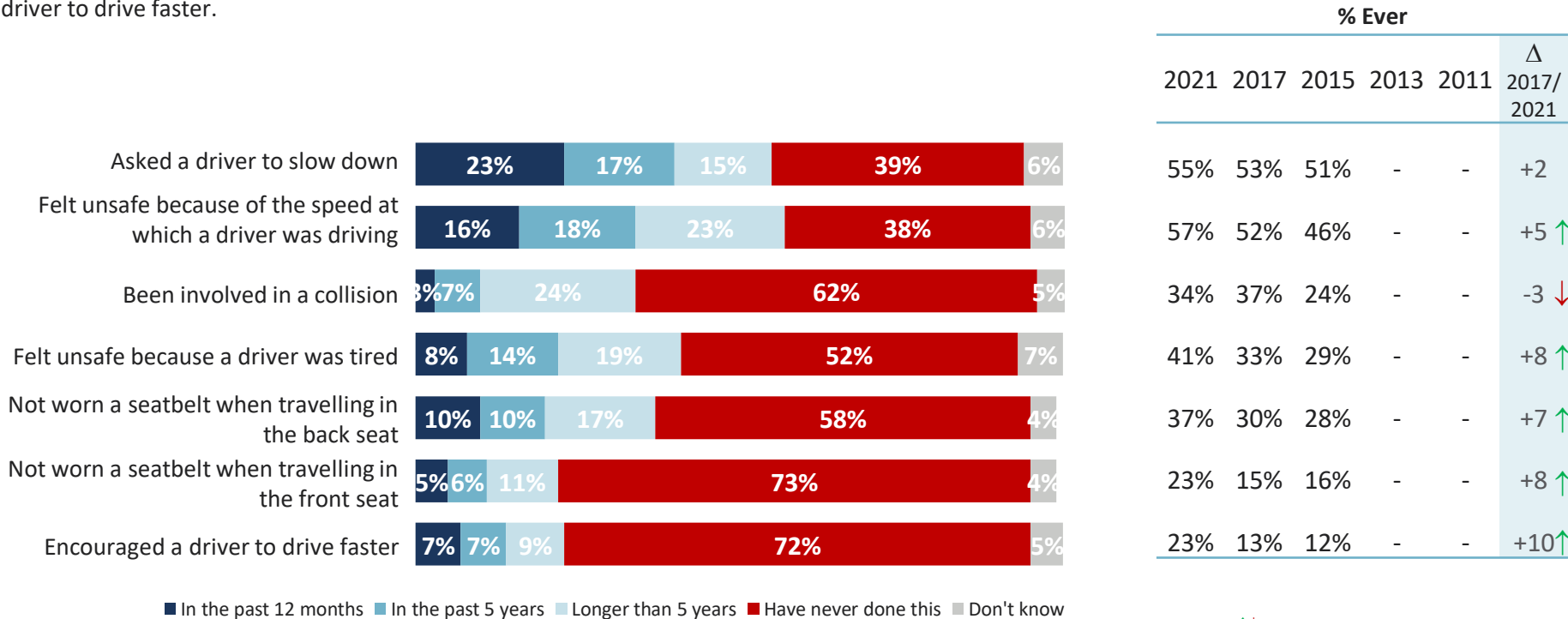
↑↓ Significantly Higher/Lower than 2017

Q20. When you've been a passenger in a vehicle, have you ever...
Base: All respondents 2021 (n=1400); 2017 (n=1292-1298); 2015 (n=1010)

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR



Nearly one-quarter have asked a driver to slow down in the past 12 months while 15% have felt unsafe because of the speed at which a driver was driving. The proportion of Ontario residents who have ever experienced any of these has increased significantly since 2017 – including encouraging a driver to drive faster.



Q20. When you've been a passenger in a vehicle, have you ever...
Base: All respondents 2021 (n=1266); 2017 (n=1431); 2015 (n=864)

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR BY TARGET (PAST YEAR)

Appendix 1 10.4



Motorcyclists are the most likely to say they have experienced a number of the situations below in the past year, while seniors are the least likely to have experienced any of these situations.

Past 12 months

	TOTAL							
Asked a driver to slow down	23%	28%	18%	26%	25%	24%	26%	27%
Felt unsafe because of the speed at which a driver was driving	16%	18%	10%	21%	18%	17%	20%	22%
Been involved in a collision	3%	9%	1%	8%	3%	3%	5%	10%
Felt unsafe because a driver was tired	8%	11%	2%	12%	9%	8%	9%	17%
Not worn a seatbelt when travelling in the back seat	10%	13%	5%	20%	10%	10%	13%	19%
Not worn a seatbelt when travelling in the front seat	5%	10%	2%	11%	6%	5%	7%	13%
Encouraged a driver to drive faster	7%	10%	5%	15%	7%	7%	9%	16%

Green/Red Significantly Higher/Lower than Total

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR BY REGION (PAST YEAR)

Appendix 1 10.4



While there are no statistically significant differences by region, those in the North are more likely than average to report: asking a driver to slow down, feeling unsafe because of the speed at which a driver was driving, or not worn a seatbelt while travelling in the back seat.

Past 12 months

	TOTAL	Central	East	Toronto	York/Peel /Durham	Halton/ Hamilton /Niagara	North	Southwest
Asked a driver to slow down	23%	24%	19%	24%	24%	23%	29%	21%
Felt unsafe because of the speed at which a driver was driving	16%	20%	16%	18%	17%	15%	25%	11%
Been involved in a collision	3%	5%	2%	3%	4%	4%	2%	2%
Felt unsafe because a driver was tired	8%	13%	7%	10%	8%	8%	6%	6%
Not worn a seatbelt when travelling in the back seat	10%	5%	10%	11%	11%	9%	18%	9%
Not worn a seatbelt when travelling in the front seat	5%	2%	6%	6%	5%	5%	7%	5%
Encouraged a driver to drive faster	7%	2%	7%	7%	5%	9%	8%	7%

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR BY TARGET (EVER)

Appendix 1 10.4



Similar to past year behaviour, motorcyclists are the most likely to say they have 'ever' been in the following situations.

Between 40-50% of young male drivers report they have been in a collision, not worn a seatbelt, or encouraged a driver to drive faster.

Ever	TOTAL							
Asked a driver to slow down	55%	60%	55%	51%	59%	56%	60%	71%
Felt unsafe because of the speed at which a driver was driving	57%	60%	54%	50%	60%	57%	62%	71%
Been involved in a collision	34%	46%	31%	33%	36%	34%	39%	54%
Felt unsafe because a driver was tired	41%	49%	37%	47%	44%	41%	47%	61%
Not worn a seatbelt when travelling in the back seat	37%	51%	28%	47%	40%	37%	42%	55%
Not worn a seatbelt when travelling in the front seat	23%	42%	16%	25%	25%	23%	29%	47%
Encouraged a driver to drive faster	23%	43%	11%	32%	28%	23%	29%	47%

Green/Red Significantly Higher/Lower than Total

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR BY TARGET (EVER – TRENDED)

Appendix 1 10.4



Nearly all target groups, with the exception novice drivers, are more likely to report having experienced any of these situations compared with 2017.

Ever	TOTAL							
Asked a driver to slow down	55% 53%	↑60% 45%	55% 51%	51% 47%	↑59% 53%	↑56% 53%	60% 57%	↑71% 54%
Felt unsafe because of the speed at which a driver was driving	↑57% 52%	↑60% 45%	54% 51%	50% 48%	↑60% 50%	↑57% 52%	↑62% 53%	↑71% 48%
Been involved in a collision	↓34% 37%	↑46% 32%	31% 36%	33% 31%	36% 36%	↓34% 37%	39% 38%	↑54% 38%
Felt unsafe because a driver was tired	↑41% 33%	↑49% 32%	↑37% 31%	47% 32%	↑44% 29%	↑41% 33%	↑47% 35%	↑61% 35%
Not worn a seatbelt in the back seat	↑37% 30%	51% 42%	↑28% 20%	47% 47%	↑40% 28%	↑37% 30%	↑42% 33%	↑55% 40%
Not worn a seatbelt in the front seat	↑23% 15%	↑42% 23%	16% 12%	25% 26%	↑25% 13%	↑23% 15%	↑29% 17%	↑47% 26%
Encouraged a driver to drive faster	↑23% 13%	↑43% 29%	↑11% 5%	32% 23%	↑28% 16%	↑23% 13%	↑29% 16%	↑47% 22%

*Data from 2017

↑↓ Significantly Higher/Lower than 2017

Q20. When you've been a passenger in a vehicle, have you ever...

Base: 2021 target segments (n=varies)



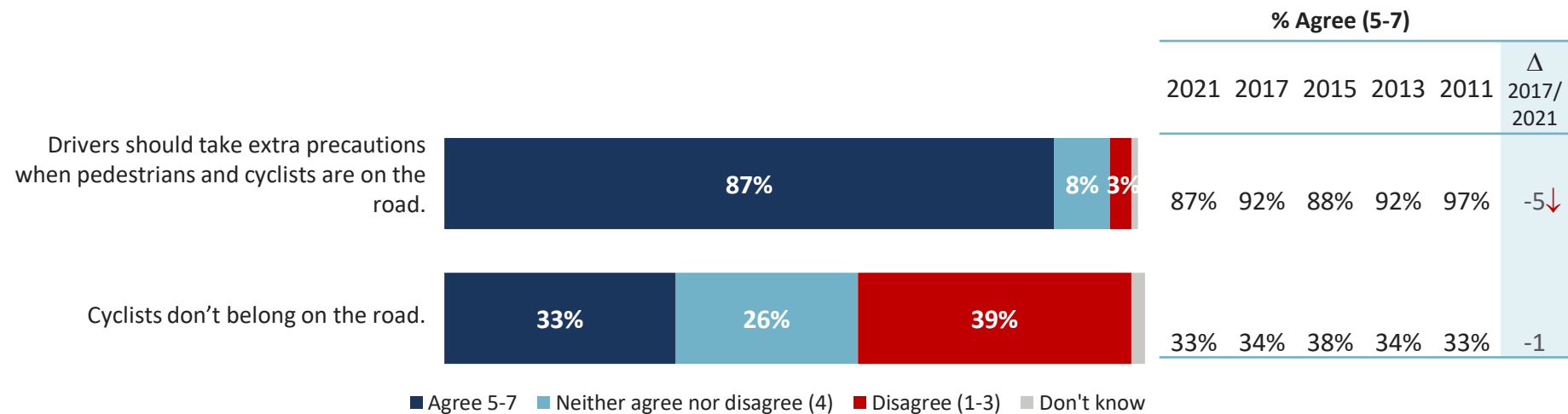
VULNERABLE ROAD USERS

(PEDESTRIANS, CYCLISTS)

ATTITUDES – VULNERABLE ROAD USERS

Ontarians nearly unanimously agree that drivers should take extra precautions when pedestrians and cyclists are on the road – *however, this is a slight decline compared with 2017.*

Only one-third believe that cyclists do not belong on the road – stable year-over-year.



Data <3% not labeled

↑↓ Significantly Higher/Lower than 2017

Q15/Q16. How strongly do you agree or disagree with the following statements?
Base: All respondents 2021 (n=1272-1315); 2017 (n=1308-1343); 2015 (n=1010); 2013 (n=1006); 2011 (n=1096)

ATTITUDES – VULNERABLE ROAD USERS BY TARGET GROUP (TRENDED)

Young male drivers, drivers, motorcyclists and even pedestrians (although nearly 90% of pedestrians and still agree with this statement) are less likely to agree that drivers should take extra precaution when pedestrians and cyclists are on the road.

Agree (5-7)		TOTAL       							
Drivers should take extra precautions when pedestrians and cyclists are on the road	2020	↓ 87%	↓72%	95%	78%	↓ 85%	↓88%	88%	↓75%
	2017	92%	87%	94%	82%	92%	92%	91%	85%
Cyclists don't belong on the road	2020	33%	52%	28%	35%	38%	33%	33%	43%
	2017	34%	45%	27%	49%	38%	34%	34%	45%

Green/Red
Significantly Higher/Lower than Total

↑↓
Significantly Higher/Lower than 2017



VULNERABLE ROAD USERS: PEDESTRIANS

PERCEIVED DANGER OF PEDESTRIAN ACTIONS

Appendix 1 10.4



About 60% of Ontarians believe that crossing the street mid-block when it is dark is dangerous – a slight decline since 2017; also down versus 2017 is the perception that walking with sending or reading a text message or walking while listening to headphones is dangerous.

% Very/somewhat dangerous (6-7)

	2021	2017	2015	2013	2011	Δ 2017/ 2021
Crossing the street mid-block or away from intersections when it is dark outside	57%	61%	57%	-	-	-4 ↓
Walking after taking drugs for recreational purposes	47%	-	-	-	-	-
Walking while sending or reading a text message	47%	53%	53%	-	-	-6 ↓
Crossing the street mid-block or away from intersections during the day	44%	40%	47%	-	-	+4 ↑
Walking while listening to headphones	37%	44%	48%	-	-	-7 ↓
Walking while speaking on a cell phone	37%	38%	41%	-	-	-1
Walking after drinking alcohol	37%	-	-	-	-	-

■ Very/somewhat dangerous (6-7) ■ Somewhat dangerous (3-5) ■ Not dangerous (1-2) ■ Don't know

↑↓ Significantly Higher/Lower than 2017

Q11. Now thinking specifically about pedestrians, how dangerous are each of the following in terms of road safety?

Base: All respondents 2021 (n=1400); 2017 (n=1336-1350); 2015 (n=880-893); 2013 (n=1006); 2011 (n=1096)

PERCEIVED DANGER OF PEDESTRIAN ACTIONS BY TARGET

Appendix 1 10.4



Seniors are, by far, the most likely to see any of these actions as dangerous, while young male drivers and novice drivers are the least likely to see these activities as dangerous. Of note is the extremely low proportion of novice drivers who believe the walking while listening to headphones or walking while speaking on a cell phone is dangerous. ***This suggests that the MTO may wish to consider updating its curriculum to better communicate the danger of these activities.***

Extremely/somewhat dangerous (6-7)

	TOTAL							
Crossing the street mid-block or away from intersections when it is dark outside	57%	37%	76%	44%	51%	58%	53%	44%
Walking after taking drugs (prescription or otherwise) for recreational purposes such as cocaine, ecstasy or methamphetamines etc.	47%	30%	60%	42%	40%	47%	43%	36%
Walking while sending or reading a text message	47%	33%	67%	24%	40%	47%	43%	39%
Crossing the street mid-block or away from intersections during the day	44%	31%	62%	26%	38%	44%	38%	38%
Walking while listening to headphones	37%	23%	58%	16%	31%	37%	33%	29%
Walking while speaking on a cell phone	37%	30%	56%	15%	31%	37%	33%	38%
Walking after drinking alcohol	37%	32%	43%	31%	33%	36%	34%	36%

Green/Red Significantly Higher/Lower than Total

Q11. Now thinking specifically about pedestrians, how dangerous are each of the following in terms of road safety?

Base: 2021 target segments (n=varies)

PERCEIVED DANGER OF PEDESTRIAN ACTIONS – Appendix 1 10.4

BY TARGET (TRENDED)



The declines are reported across most of the target groups.

Extremely/somewhat dangerous (6-7)	TOTAL							
Crossing the street mid-block or away from intersections when it is dark outside	↓ 57% 61%	37% 42%	76% 77%	44% 59%	↓ 51% 57%	↓ 58% 61%	↓ 53% 57%	↓ 44% 53%
Walking after taking drugs for recreational purposes*	47% 45%	30% 33%	60% 60%	42% 32%	40% 42%	47% 45%	43% 43%	↓ 36% 44%
Walking while sending or reading a text message	↓ 47% 53%	33% 38%	67% 68%	↓ 24% 48%	↓ 40% 53%	↓ 47% 54%	↓ 43% 49%	↓ 39% 50%
Crossing the street mid-block or away from intersections during the day	↑ 44% 40%	↑ 31% 21%	↑ 62% 56%	26% 30%	38% 37%	↑ 44% 40%	38% 35%	38% 40%
Walking while listening to headphones	↓ 37% 44%	23% 27%	58% 60%	16% 28%	↓ 31% 43%	↓ 37% 44%	↓ 33% 41%	↓ 29% 49%
Walking while speaking on a cell phone	37% 38%	↑ 30% 19%	56% 55%	15% 17%	31% 34%	37% 38%	33% 35%	38% 39%
Walking after drinking alcohol*	↓ 37% 45%	32% 33%	↓ 43% 60%	31% 32%	↓ 33% 42%	↓ 36% 45%	↓ 34% 43%	36% 44%

↑↓ Significantly Higher/Lower than 2017 *Data from 2017

Q11. Now thinking specifically about pedestrians, how dangerous are each of the following in terms of road safety?

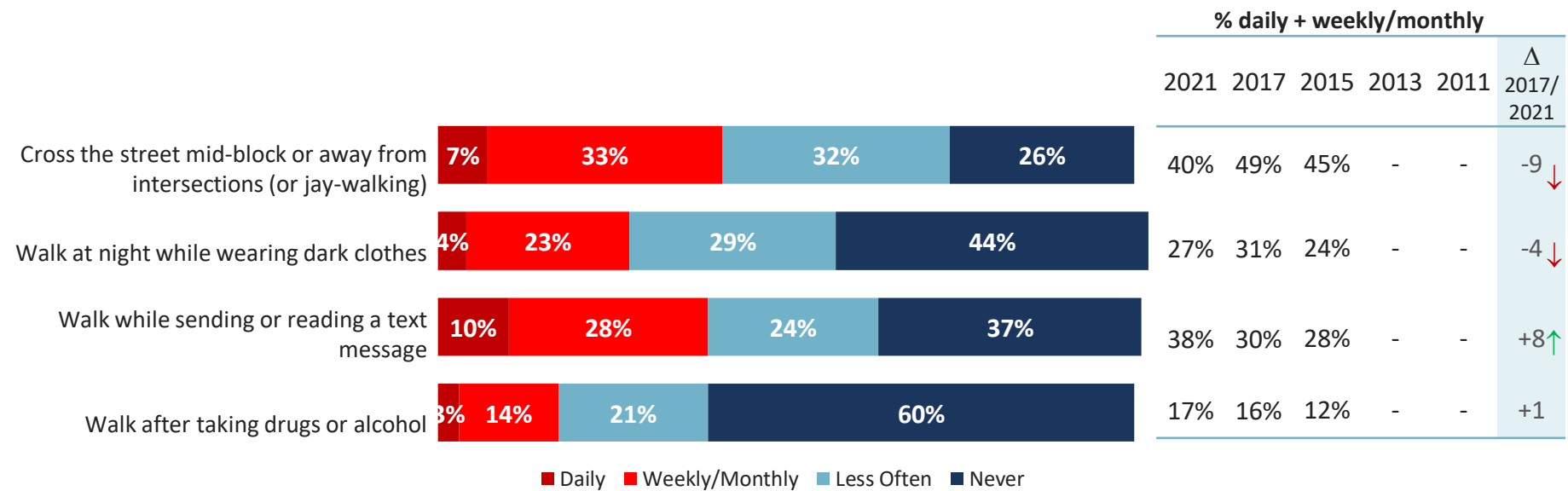
*Attributes have changed from "Walking after taking drugs or alcohol" in 2017

Base: 2021 target segments (n=varies)

FREQUENCY OF SPECIFIC PEDESTRIAN BEHAVIOUR



Despite some softening in perceived danger, pedestrians are less likely to say they frequently/occasionally cross the street mid-block or walk at night wearing dark clothes compared with 2017; however, they are more likely now to walk while texting, with 10% saying they do this daily.



Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution.
Base: 2021 (n=999-1013); 2017 (n=1011-1029); 2015 (n=728)

FREQUENCY OF SPECIFIC PEDESTRIAN BEHAVIOUR – BY TARGET

Appendix 1 10.4



Risky pedestrian behaviour is higher among both young male drivers and motorcyclists, confirming that high-risk behaviour is consistent across all modes of transportation.

At least monthly	TOTAL							
Cross the street mid-block or away from intersections (also known as jay-walking)	40%	44%	32%	45%	42%	39%	47%	56%
Walk while sending or reading a text message	38%	60%	12%	62%	49%	38%	44%	53%
Walk after taking drugs or alcohol	17%	33%	9%	15%	22%	17%	23%	41%
Walk at night while wearing dark or hard-to-see clothes	27%	50%	11%	42%	29%	27%	33%	48%

Green/Red Significantly Higher/Lower than Total

Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution.

Base: 2021 target segments (n=varies)

FREQUENCY OF SPECIFIC PEDESTRIAN BEHAVIOUR – BY TARGET (TRENDED)

Appendix 1 10.4



Walking while texting has increased in prevalence across most target groups. Compared with 2017, pedestrians are less likely to say they frequently jay-walk or walk at night while wearing dark clothing.

2021: At least monthly
2017: Frequently/occasionally

	TOTAL							
Cross the street mid-block or away from intersections (also known as jay-walking)	↓40% 49%	44% 48%	↓32% 44%	45% 46%	↓42% 50%	↓39% 49%	47% 50%	56% 49%
Walk while sending or reading a text message	↑38% 30%	60% 59%	↑12% 3%	62% 54%	↑49% 38%	↑38% 30%	↑44% 37%	53% 47%
Walk after taking drugs or alcohol	17% 16%	↑33% 20%	9% 12%	15% 18%	↑22% 17%	17% 16%	↑23% 19%	↑41% 31%
Walk at night while wearing dark or hard-to-see clothes	↓27% 31%	50% 44%	11% 14%	42% 37%	29% 32%	↓27% 31%	33% 33%	↓48% 44%

*Data from 2017

Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous

wave, interpret trending with caution.

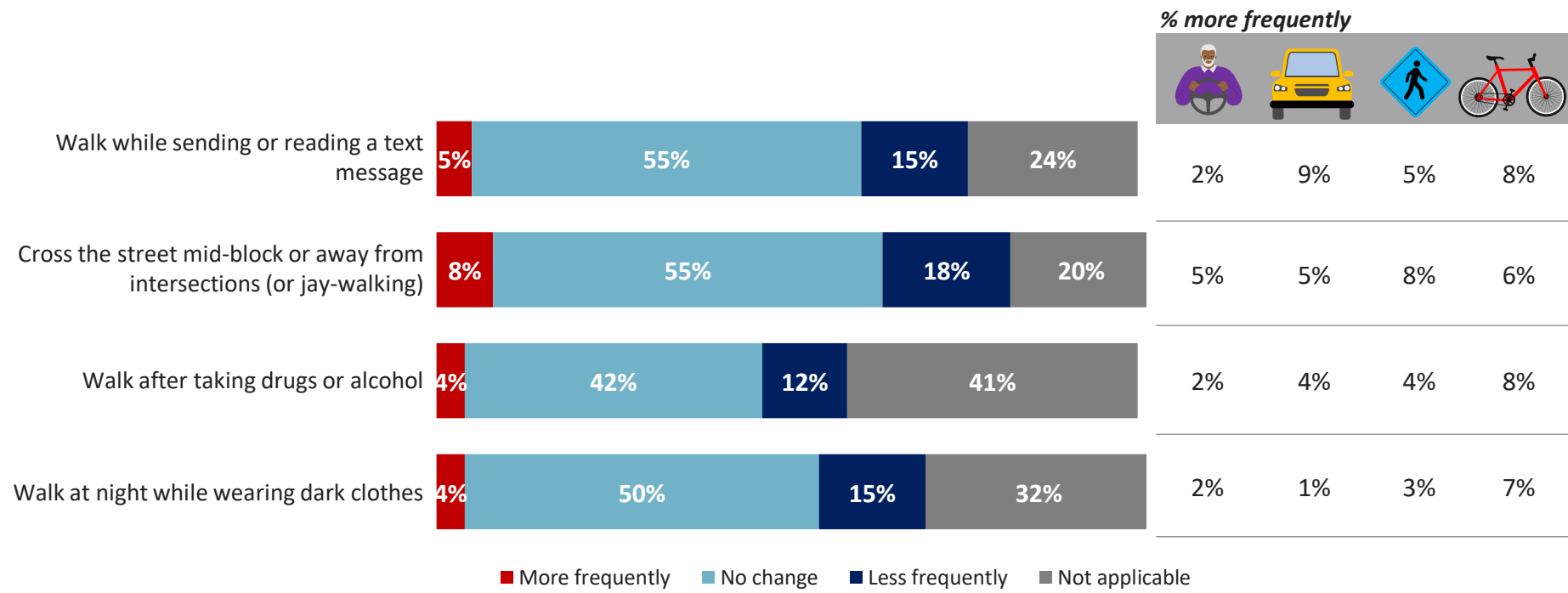
Base: 2021 target segments (n=varies)

↑↓ Significantly Higher/Lower than 2017

IMPACT OF C19 ON PEDESTRIAN BEHAVIOUR



Most pedestrian behaviour remains unchanged as a result of COVID-19; however, nearly 20% report that they are less likely to cross the street mid-block relative to prior to COVID.



Q14. Would you say that you are now spending more, less, or the same amount of time doing the following compared with before the state of emergency in March 2020? *New question for 2021
Base: 2021 (n=235-247)

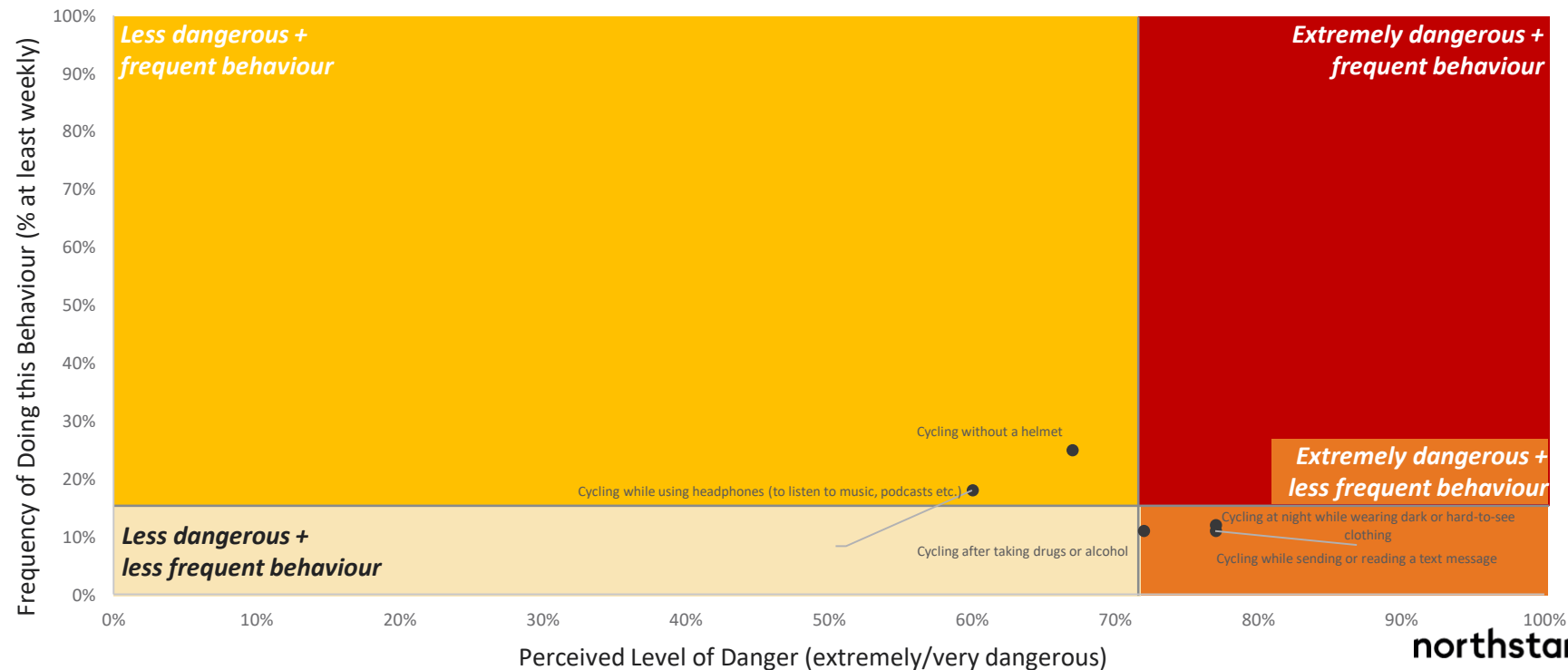


VULNERABLE ROAD USERS: CYCLISTS

FREQUENCY BY PERCEIVED DANGER: CYCLING



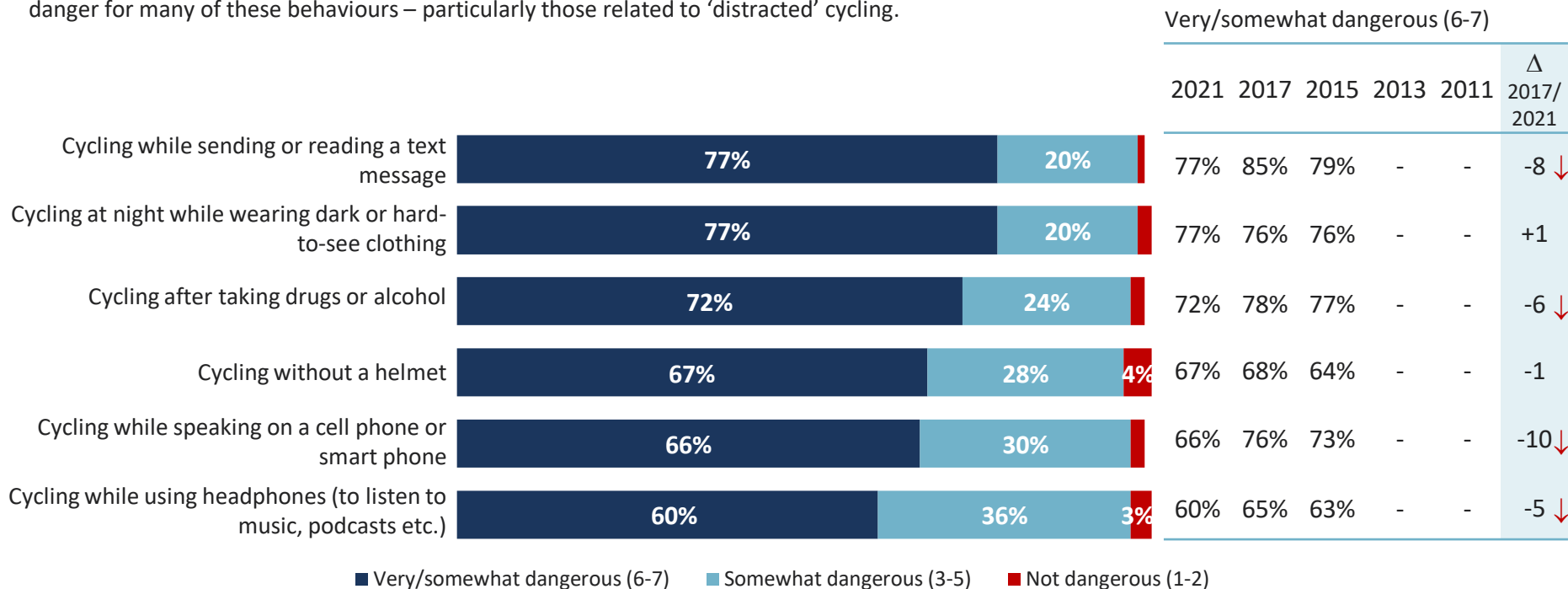
Currently, there are not any behaviours that are both seen as highly dangerous and ones in which Ontario cyclists are regularly doing. However, there remain some activities that are rated as above-average in terms of danger and still being done to at least some degree including cycling at night while wearing dark clothing, cycling while texting. Also of note are those activities that are occurring at above-average frequency although are seen as less dangerous: cycling while listening to headphones or cycling without a helmet.



PERCEIVED DANGER OF CYCLIST ACTIONS



Nearly 70% or more of Ontarians believe that it is dangerous to cycle: while texting, while wearing dark clothing at night, after taking drugs, or when not wearing a helmet. However, there is a declining sense of danger for many of these behaviours – particularly those related to ‘distracted’ cycling.



Data 2% or less not labelled

↑↓ Significantly Higher/Lower than 2017

Q12. And now thinking specifically about cyclists, how dangerous are each of the following in terms of road safety?

Base: All respondents 2021 (n=1400); 2017 (n=1316-1347); 2015 (n=900-920)

PERCEIVED DANGER OF CYCLIST ACTIONS – BY TARGET

Appendix 1 10.4



Similar to other behaviours, seniors are the most likely to see all of these behaviours as dangerous, while young male drivers are the least likely to see these as dangerous. One-third or fewer of young male drivers and novice drivers believe that it is dangerous to cycle while using headphones. Cyclists themselves are slightly less likely than average to believe it is very dangerous to cycle while either talking on their phone or while using headphones.

Extremely/very dangerous (6-7)	TOTAL							
Cycling while sending or reading a text message	77%	56%	92%	61%	72%	78%	74%	62%
Cycling at night while wearing dark or hard-to-see clothing	77%	53%	91%	69%	73%	78%	72%	58%
Cycling after taking drugs or alcohol	72%	50%	87%	63%	66%	73%	68%	58%
Cycling without a helmet	67%	53%	77%	49%	68%	67%	63%	58%
Cycling while speaking on a cell phone or smart phone	66%	47%	85%	40%	62%	66%	61%	58%
Cycling while using headphones (to listen to music, podcasts etc.)	60%	33%	80%	30%	56%	59%	54%	47%

Green/Red Significantly Higher/Lower than Total

Q12. And now thinking specifically about cyclists, how dangerous are each of the following in terms of road safety?

Base: 2021 target segments (n=varies)

PERCEIVED DANGER OF CYCLIST ACTIONS – BY TARGET (TRENDED)



The declines since 2017 are consistent across most target groups.

Extremely/very dangerous (6-7)	TOTAL							
Cycling while sending or reading a text message	↓ 77% 85%	↓ 56% 67%	92% 95%	61% 76%	↓ 72% 85%	↓ 78% 85%	↓ 74% 82%	↓ 62% 74%
Cycling at night while wearing dark or hard-to-see clothing	77% 76%	53% 60%	91% 91%	69% 65%	↓ 73% 77%	78% 77%	72% 73%	↓ 58% 68%
Cycling after taking drugs or alcohol	↓ 72% 78%	↓ 50% 69%	87% 87%	63% 70%	↓ 66% 78%	↓ 73% 78%	↓ 68% 75%	↓ 58% 69%
Cycling without a helmet	67% 68%	53% 49%	77% 80%	49% 43%	68% 66%	67% 68%	63% 62%	58% 55%
Cycling while speaking on a cell phone or smart phone	↓ 66% 76%	↓ 47% 59%	85% 88%	↓ 40% 59%	↓ 62% 75%	↓ 66% 76%	↓ 61% 72%	↓ 58% 67%
Cycling while using headphones (to listen to music, podcasts etc.)	↓ 60% 65%	↓ 33% 45%	80% 77%	↓ 30% 45%	↓ 56% 67%	↓ 59% 65%	↓ 54% 60%	↓ 47% 57%

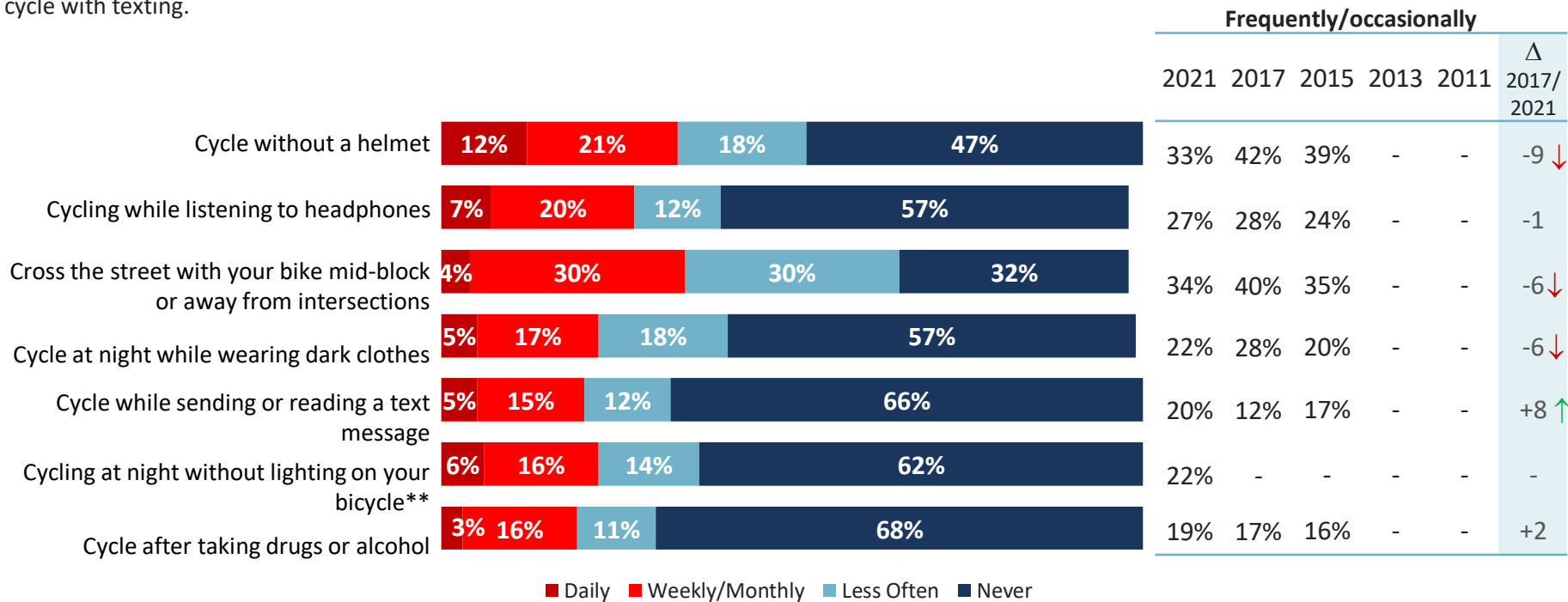
*Data from 2017

↑↓ Significantly Higher/Lower than 2017

FREQUENCY OF SPECIFIC CYCLIST BEHAVIOUR



Approximately one-third of cyclists report regularly cycling without a helmet or crossing the street mid-block; however, both of these behaviours are down compared with in 2017. While cyclists are also less likely to report cycling at night wearing dark clothing, they are more likely to say they regularly cycle with texting.



Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution. **Not asked in 2017 - trending is unavailable
Base: 2021 (n=237-238); 2017 (n=186-205); 2015 (n=190)

FREQUENCY OF SPECIFIC CYCLIST BEHAVIOUR — BY TARGET (TRENDED)

Appendix 1 10.4



The decline in cycling without a helmet is consistent across all groups with the exception of motorcyclists, while the increase in cycling while texting is across all target groups.

2021: At least monthly;
2017: Frequently/regularly

	TOTAL				
Cross the street with your bike mid-block or away from intersections	↓ 34% 40%	41% 44%	↓ 34% 40%	↓ 34% 40%	59% 56%
Cycle without a helmet	↓ 33% 42%	↓ 38% 46%	↓ 33% 42%	↓ 33% 42%	50% 47%
Cycle while listening to headphones	27% 27%	26% 27%	28% 27%	27% 27%	↑ 46% 37%
Cycle at night while wearing dark or hard-to-see clothes	↓ 22% 28%	29% 32%	↓ 21% 27%	↓ 22% 28%	47% 46%
Cycle while sending or reading a text message	↑ 20% 12%	↑ 24% 13%	↑ 20% 12%	↑ 20% 12%	↑ 38% 21%
Cycle after taking drugs or alcohol	19% 17%	↑ 24% 18%	19% 16%	19% 17%	↑ 43% 31%

*Data from 2017

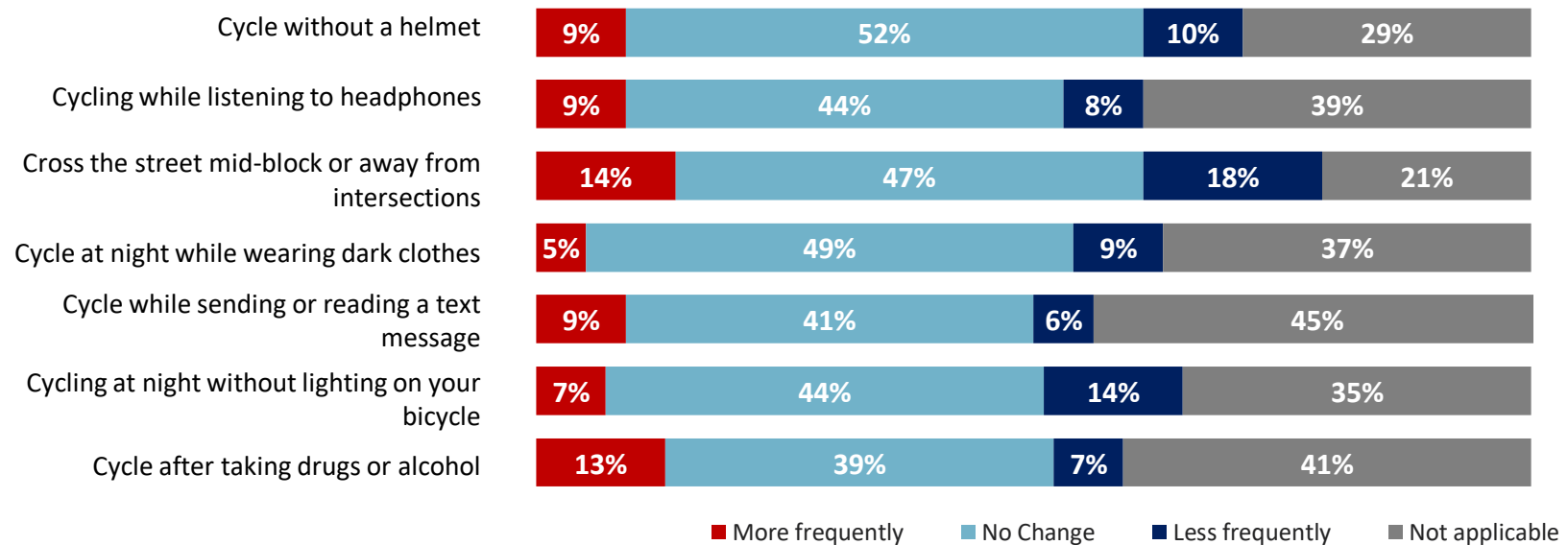
Q13. How often would you say you do the following during the spring, summer or fall months? *Question scale has changed from previous wave, interpret trending with caution. Note have not included target groups with base size n<35. Base: 2021 target segments (n=varies)

↑↓ Significantly Higher/Lower than 2017

IMPACT OF C19 ON CYCLIST BEHAVIOUR



For the most part, behaviour has remained unchanged for cyclists since COVID-19; the exception being crossing the street mid-block, for which we see almost equal proportions saying they are doing it less as those who are saying they are doing it more frequently.



Q14. Would you say that you are now spending more, less, or the same amount of time doing the following compared with before the state of emergency in March 2020? *New question for 2021 Bases too small to show by sub-groups
Base: 2021 (n=119-129)



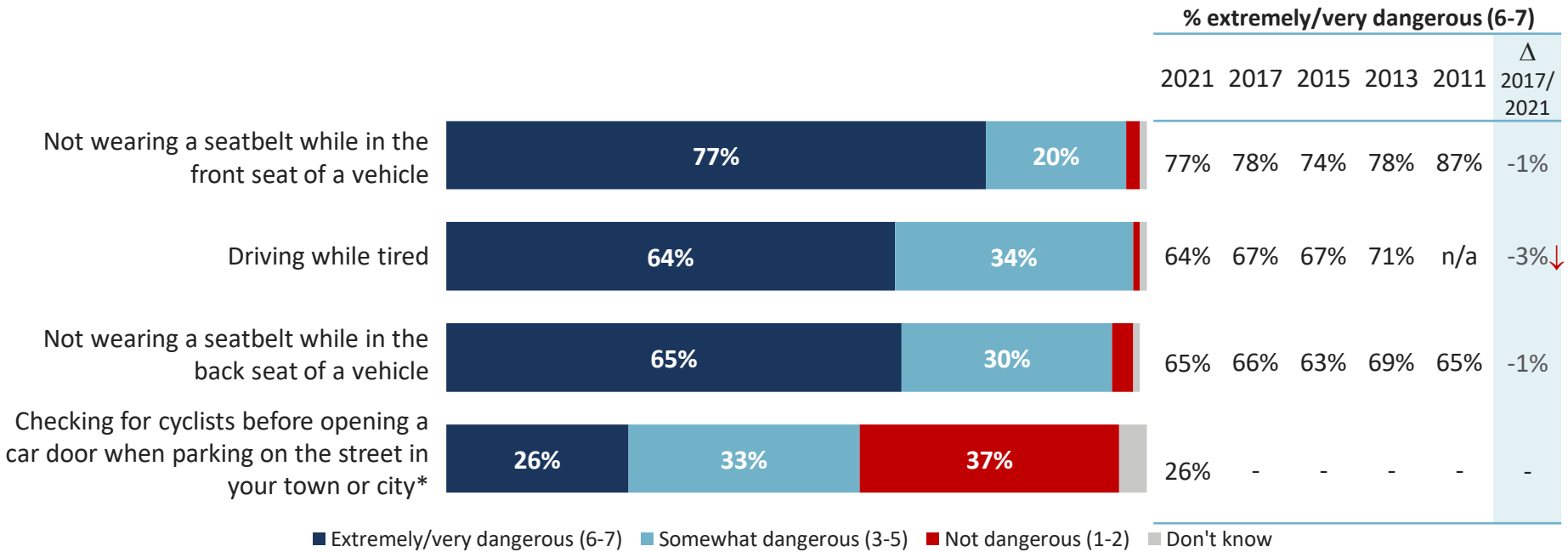
OTHER ISSUES

(SEATBELTS, ENFORCEMENT, ROAD KNOWLEDGE, ETC.)

PERCEIVED DANGER OF VARIOUS ACTIONS



Nearly 80% agree that not wearing a seatbelt while in the front seat is extremely/very dangerous – unchanged compared with 2017.
Approximately two-thirds agree that driving while tired and not wearing a seatbelt in the back set is extremely/very dangerous.
Very few – only one-quarter – say that it is extremely/very dangerous to check for cyclists before opening a car door.



Data <3% not labeled ↑↓ Significantly Higher/Lower than 2017

Q10. In your view, how dangerous are each of the following in terms of road safety? *Not asked in 2017
Base: All respondents 2021 (n=1261); 2017 n=(1431); 2015 (n=1010); 2013 (n=1006); 2011 (n=1096)

PERCEIVED DANGER OF VARIOUS ACTIONS - BY TARGET



There are no differences by target group among those who do not perceive these as dangerous.

<u>Not dangerous (1-2)</u>	TOTAL							
Not wearing a seatbelt while in the front seat of a vehicle	2%	4%	1%	3%	2%	2%	2%	5%
Driving while tired	1%	3%	0%	4%	1%	1%	1%	3%
Not wearing a seatbelt while in the back seat of a vehicle	3%	7%	2%	7%	3%	3%	3%	4%
Checking for cyclists before opening a car door when parking on the street in your town/city	38%	32%	32%	45%	39%	39%	38%	32%

Green/Red Significantly Higher/Lower than Total

Q10. In your view, how dangerous are each of the following in terms of road safety?
Base: 2021 target segments (n=varies)

PERCEIVED DANGER OF VARIOUS ACTIONS BY TARGET (TRENDED)



There are some slight attitudinal differences versus 2017, including drivers less likely now to believe the following are dangerous: not wearing a seatbelt in the front seat or driving while tired.

Extremely/very dangerous (6-7)	TOTAL							
Not wearing a seatbelt while in the front seat of a vehicle	77% 78%	↓ 56% 66%	85% 84%	66% 67%	↓ 75% 79%	78% 79%	75% 75%	↓ 60% 72%
Driving while tired	64% 67%	44% 45%	73% 73%	44% 50%	↓ 59% 65%	↓ 64% 67%	63% 64%	55% 59%
Not wearing a seatbelt while in the back seat of a vehicle	65% 66%	50% 46%	73% 73%	52% 50%	64% 65%	66% 66%	↑ 65% 61%	↓ 51% 59%

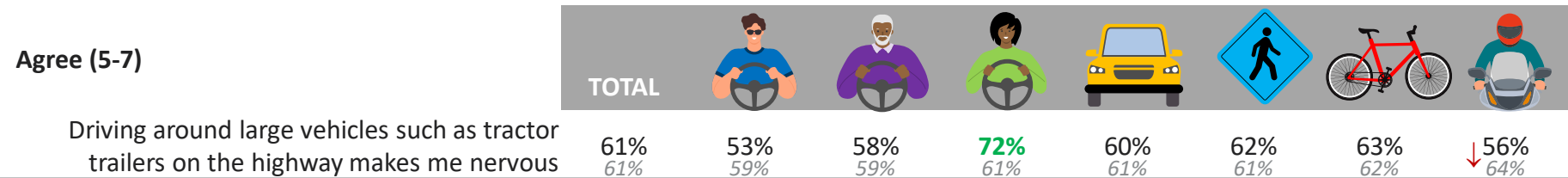
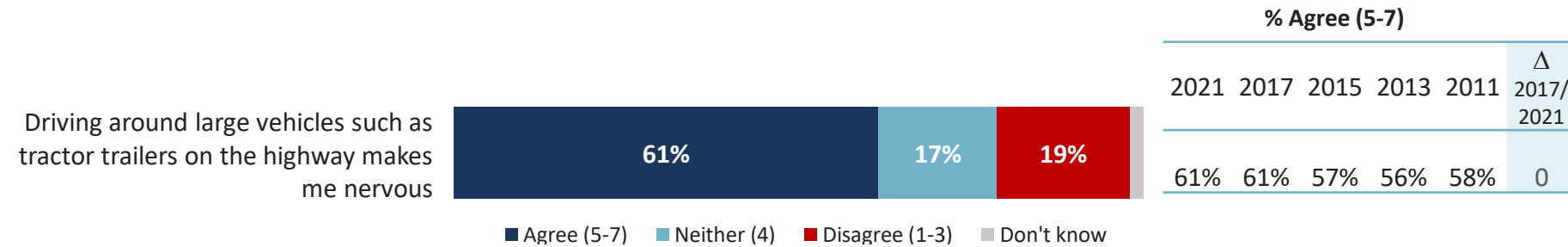
*Data from 2017

↑↓ Significantly Higher/Lower than 2017

Q10. In your view, how dangerous are each of the following in terms of road safety? *Not asked in 2017
Base: 2021 target segments (n=varies)

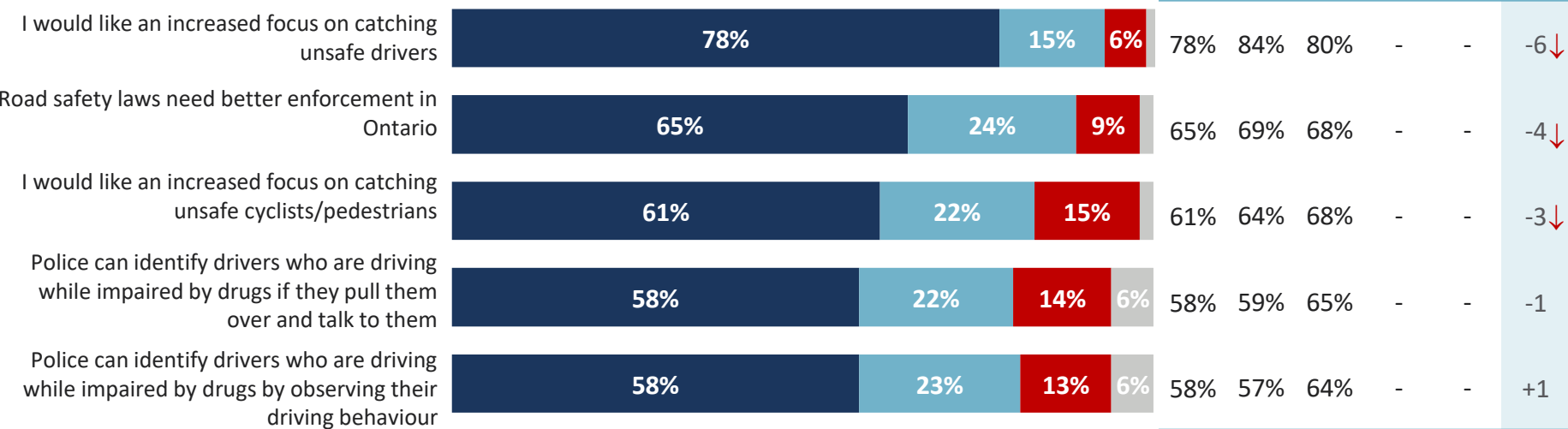
ATTITUDES – OTHER ACTIONS

Consistent with previous years, most Ontarians (and especially novice drivers) feel nervous while driving around large vehicles such as tractor trailers on the highway.



ATTITUDES - ENFORCEMENT

Nearly 80% agree they would like an increased focus on catching unsafe drivers, although this is a slight dip compared with 2017. Also slightly lower since 2017 is the proportion who agree that road safety laws need better enforcement (although 65% still agree with this statement).



■ Agree (5-7) ■ Neither (4) ■ Disagree (1-3) ■ Don't know

Data <3% not labeled

↑↓ Significantly Higher/Lower than 2017

Q15. To what extent do you agree or disagree with the following statements? * Not asked in 2017 - trending is unavailable
Base: All respondents 2021 (n=1272); 2017 (n=1306-1325); 2015 (n=1006)

ATTITUDES – ENFORCEMENT – BY TARGET



Interestingly, novice drivers are the least likely to agree that they would like an increased focus on catching unsafe drivers, that road safety laws need better enforcement, or that they would like an increased focus on catching unsafe cyclists/pedestrians. Seniors, on the other hand, are the most likely to agree with these facets of enforcement.

Agree (5-7)	TOTAL 							
	TOTAL	Novice	Senior	Female	Car	Pedestrian	Bicycle	Motorcycle
I would like an increased focus on catching unsafe drivers	78%	74%	88%	60%	78%	79%	78%	74%
Road safety laws need better enforcement in Ontario	65%	67%	74%	47%	66%	66%	68%	71%
I would like an increased focus on catching unsafe cyclists/pedestrians	61%	67%	76%	45%	61%	61%	60%	66%
Police can identify drivers who are driving while impaired by drugs if they pull them over and talk to them	58%	64%	60%	55%	58%	58%	59%	55%
Police can identify drivers who are driving while impaired by drugs by observing their driving behaviour	58%	61%	61%	55%	56%	59%	58%	58%

Q15. To what extent do you agree or disagree with the following statements?
Base: 2021 target segments (n=varies)

ATTITUDES – ENFORCEMENT – BY TARGET (TRENDED)

Appendix 1 10.4



There are few changes since 2017 by key target group. However, despite what some may expect, both pedestrians and cyclists are less likely to agree that they would like an increased focus on catching unsafe drivers compared with 2017.

Agree (5-7)

	TOTAL							
I would like an increased focus on catching unsafe drivers	↓ 78% 84%	74% 75%	88% 92%	60% 77%	↓ 78% 82%	↓ 79% 84%	↓ 78% 84%	74% 76%
Road safety laws need better enforcement in Ontario	↓ 65% 69%	67% 64%	74% 76%	47% 48%	66% 67%	↓ 66% 69%	68% 66%	71% 69%
I would like an increased focus on catching unsafe cyclists/pedestrians	↓ 61% 64%	67% 63%	76% 81%	45% 54%	↓ 61% 65%	↓ 61% 64%	60% 60%	66% 63%
Police can identify drivers who are driving while impaired by drugs if they pull them over and talk to them	58% 59%	64% 71%	↑ 60% 53%	55% 60%	58% 59%	58% 60%	59% 61%	↓ 55% 63%
Police can identify drivers who are driving while impaired by drugs by observing their driving behaviour	58% 57%	61% 64%	↑ 61% 53%	55% 61%	56% 56%	59% 57%	58% 57%	58% 60%

*Data from 2017

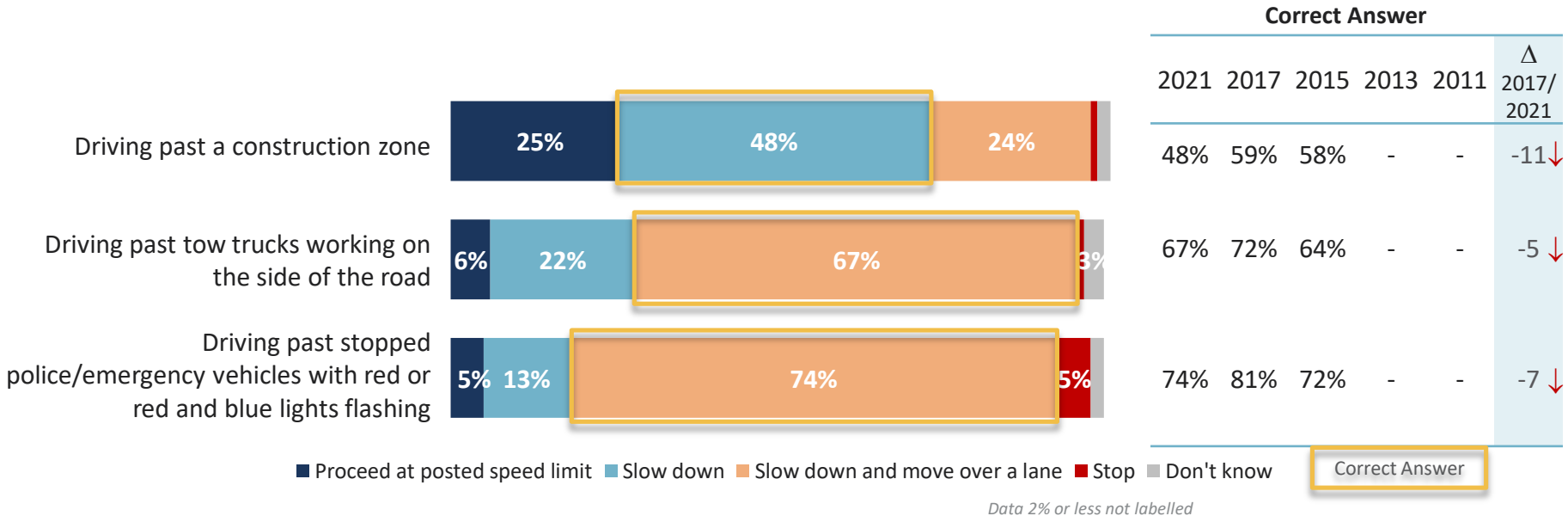
↑↓ Significantly Higher/Lower than 2017

Q15. To what extent do you agree or disagree with the following statements?
Base: 2021 target segments (n=varies)

KNOWLEDGE – SLOW DOWN AND MOVE OVER



Nearly three-quarters of Ontarian drivers correctly know that they are supposed to slow down and move over a lane when driving past a stopped police/emergency vehicle with its lights flashing – however, this is a decline of 7 pts compared with 2017. In fact, the answer is less likely to be correctly identified for all of these laws and fewer than 50% know that they are supposed to slow down when driving past a work zone.



↑↓ Significantly Higher/Lower than 2017

Q21. Which of the following actions are you supposed to take when you are...?
Base: 2021 (n=1,167); 2017 (n=1,168); 2015 (n=881)

KNOWLEDGE – SLOW DOWN AND MOVE OVER – BY TARGET (TRENDED)

Appendix 1 10.4



On average, Young Male Drivers, Novice Drivers and Motorcyclists are the least likely to correctly identify the actions that should be taken in each of these situations – ***suggesting the need for increased education among these segments.*** That said, the declines from 2017 are across all target groups, ***suggesting that these laws need to be reiterated and reinforced.***

% Responding with the Correct Answer

	TOTAL							
Driving past a construction zone	↓ 48% 59%	↓ 50% 63%	↓ 45% 56%	57% 64%	↓ 49% 61%	↓ 49% 59%	↓ 47% 58%	↓ 45% 59%
Driving past tow trucks working on the side of the road	↓ 67% 72%	↓ 48% 66%	81% 78%	45% 62%	↓ 63% 69%	↓ 67% 71%	64% 66%	50% 52%
Driving past stopped police/emergency vehicles with red or red and blue lights flashing	↓ 74% 81%	↓ 53% 67%	85% 87%	56% 64%	↓ 71% 80%	↓ 74% 80%	↓ 70% 75%	56% 66%

*Data from 2017

↑↓ Significantly Higher/Lower than 2017

Q21. Which of the following actions are you supposed to take when you are...?
Base: 2021 target segments (n=varies)

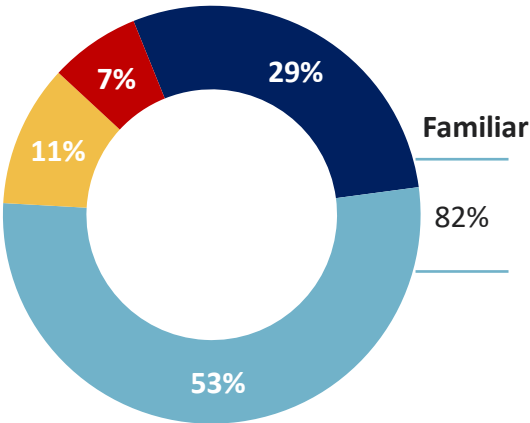


AUTOMATED VEHICLES

FAMILIARITY WITH THE TERM “AUTOMATED VEHICLE”

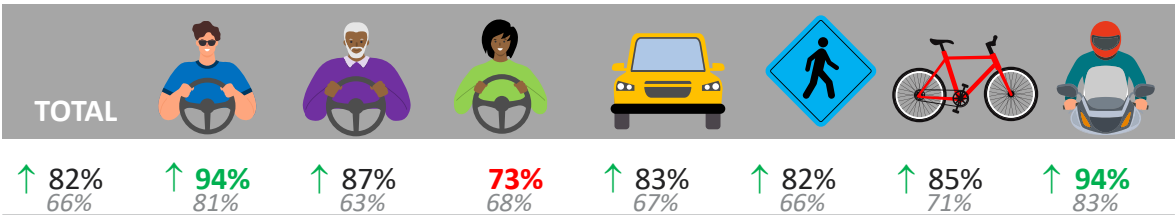


Over 80% of Ontario residents are familiar with automated vehicles, a significant increase since 2017 across nearly all target groups.



■ Very familiar ■ Somewhat familiar
■ Not very familiar ■ Not at all familiar

% familiar...



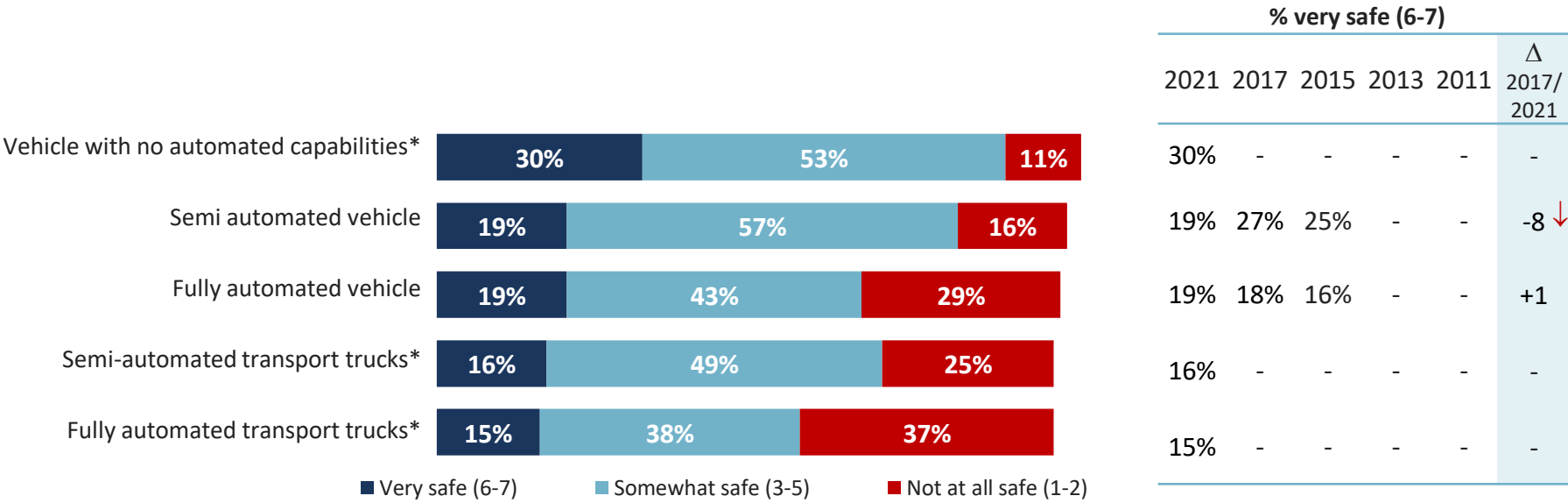
*Data from 2017

Green/Red Significantly Higher/Lower than Total

PERCEIVED SAFETY OF AUTOMATED VEHICLES



Most Ontario residents believe that automated vehicles of any type are at least somewhat safe. The vehicle that is the least likely to be seen as safe is a fully automated transport truck, with nearly 40% rating this type of vehicle as ‘not at all safe.’



Data <3% not labeled

↑↓ Significantly Higher/Lower than 2017

Q28. With these definitions in mind, please indicate how comfortable you are with each type of automated vehicle being on the road

*Not asked in 2017, trending is unavailable

Base: All respondents 2021 (N=1199); 2017 (n=1431); 2015 (n=1010)

PERCEIVED SAFETY OF AUTOMATED VEHICLES BY TARGET (TRENDED)

Appendix 1 10.4



Seniors are the least likely to believe that semi- or fully-automated transport trucks are safe, while motorcyclists are the most likely to rate any type of automation as safe.

% rating vehicle as safe (6-7)

	TOTAL							
Vehicle with no automated capabilities*	30%	29%	40%	22%	27%	29%	29%	35%
Semi automated vehicle	↓ 19% 27%	18% 27%	↓ 14% 26%	31% 25%	↓ 19% 28%	↓ 19% 27%	↓ 22% 30%	31% 32%
Fully automated vehicle	19% 18%	↑ 30% 18%	15% 12%	↑ 27% 11%	19% 19%	19% 17%	23% 21%	34% 28%
Semi-automated transport trucks*	16%	22%	10%	23%	19%	16%	19%	32%
Fully automated transport trucks*	15%	21%	10%	17%	16%	15%	18%	30%

Green/Red Significantly Higher/Lower than Total

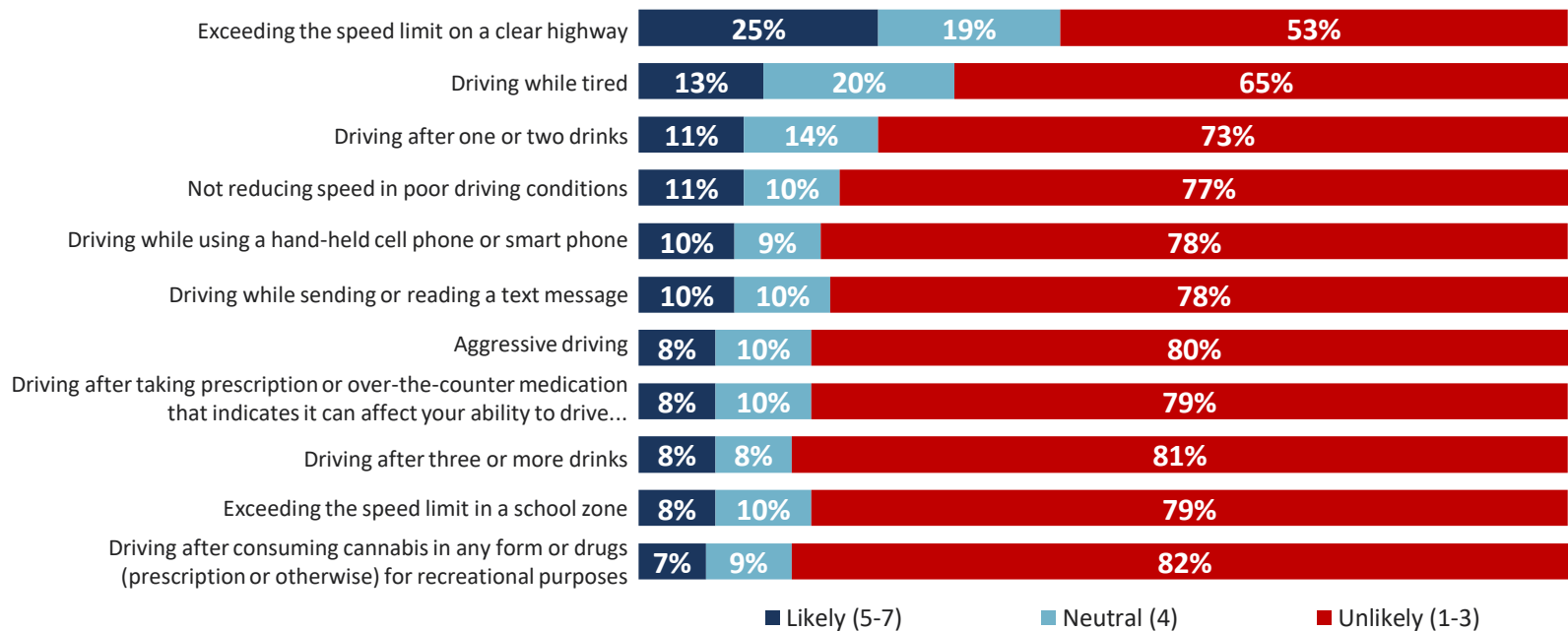
Q28. With these definitions in mind, please indicate how comfortable you are with each type of automated vehicle being on the road
Base: 2021 target segments – all respondents *Not asked in 2017

ANTICIPATED BEHAVIOUR WHEN DRIVING WITH DRIVER SUPPORT FEATURES

Appendix 1 10.4



Other than exceeding the speed limit on a clear highway, very few Ontarians (<15%) anticipate doing any of these activities when using driver support features.



Data <3% not labeled

Q29. If you were operating a vehicle with these features engaged, how likely are you to do any of the following?

Base: All respondents 2021 (N=1199) * Not asked in 2017

ANTICIPATED BEHAVIOUR WHEN DRIVING WITH DRIVER SUPPORT FEATURES – BY TARGET

Appendix 1 10.4



Young male drivers and motorcyclists are the most likely to say they would be likely to do these activities when operating a vehicle with driver support features enabled.

Likely (5-7)

	TOTAL							
Exceeding the speed limit on a clear highway	25%	31%	22%	23%	27%	25%	27%	43%
Driving while tired	13%	24%	4%	14%	18%	13%	16%	34%
Driving after one or two drinks	11%	26%	6%	7%	14%	11%	15%	31%
Not reducing speed in poor driving conditions	11%	22%	4%	11%	13%	10%	14%	25%
Driving while using a hand-held cell phone or smart phone	10%	22%	1%	9%	14%	9%	14%	29%
Driving while sending or reading a text message	10%	23%	1%	9%	14%	9%	14%	30%
Aggressive driving	8%	21%	1%	5%	11%	7%	11%	29%
Driving after taking prescription or over-the-counter medication that indicates it can affect your ability to drive...	8%	21%	2%	8%	11%	8%	12%	30%
Driving after three or more drinks	8%	24%	1%	7%	12%	7%	12%	30%
Exceeding the speed limit in a school zone	8%	22%	1%	7%	10%	7%	11%	29%
Driving after consuming cannabis in any form or drugs (prescription or otherwise) for recreational purposes	7%	20%	2%	6%	9%	6%	10%	25%

Green/Red Significantly Higher/Lower than Total

Q29. If you were operating a vehicle with these features engaged, how likely are you to do any of the following?

Base: 2021 target segments (n=varies)

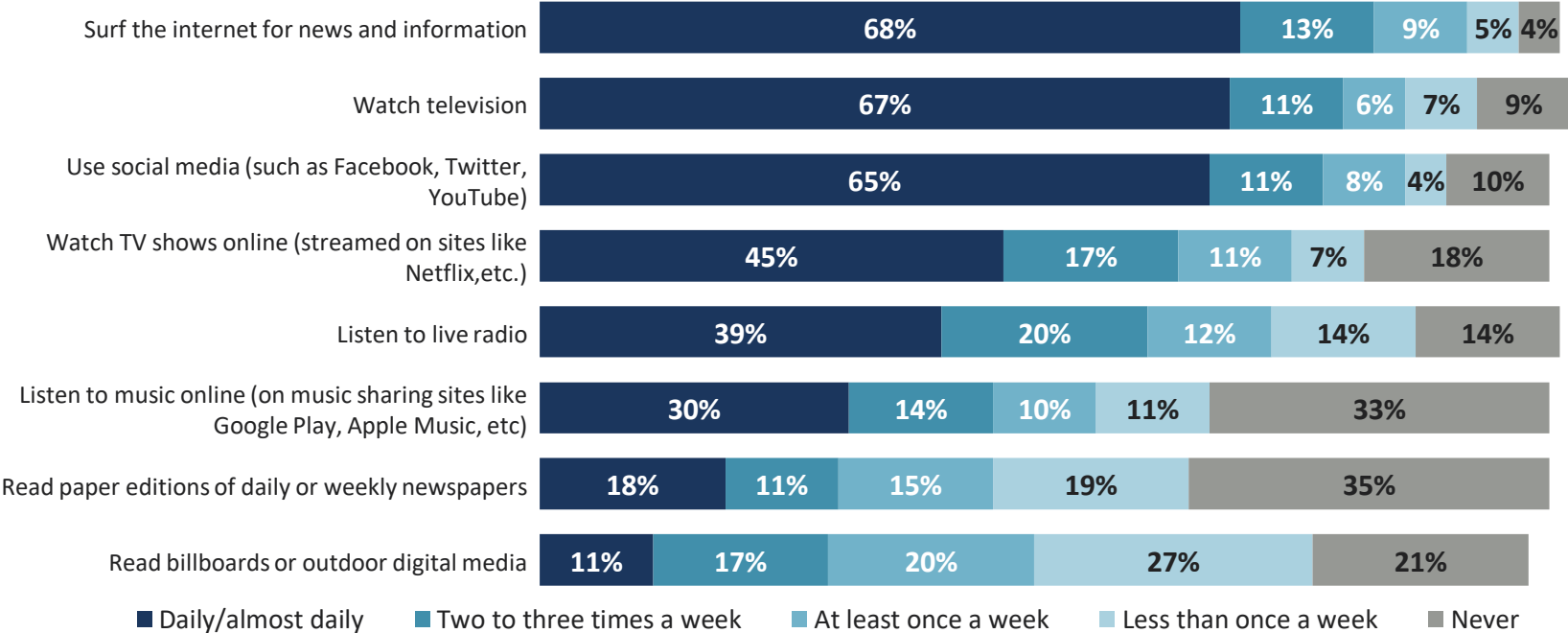


MEDIA CONSUMPTION

MEDIA CONSUMPTION



Two-thirds of Ontario residents report surfing the internet, watching television, and using social media on a daily basis. Nearly half report streaming shows on a daily basis and an additional 40% report listening to live radio.



Q33. Last week, how frequently do you do each of the following?
Base: All respondents 2021 (n=1400); 2017 (n=1431)

MEDIA CONSUMPTION – MAXIMIZING REACH



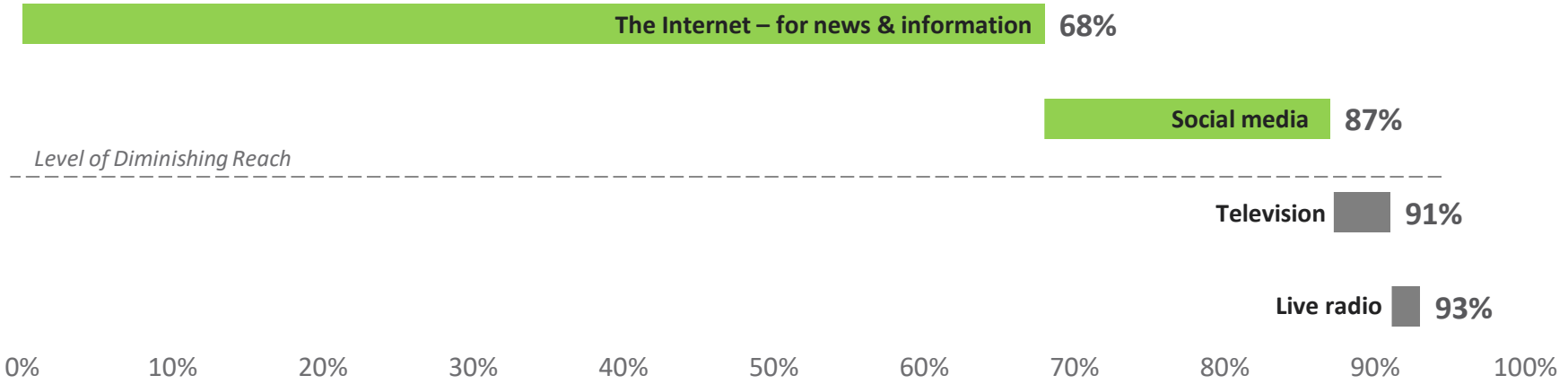
By focusing on a digital-only strategy (the Internet and social media), there is the potential to reach nearly 90% of Ontario residents.

However, there are some significant differences by target group:

- 87% of senior drivers could be reached via television alone;
- 62% of young male drivers could be reached via social media and an additional 12% with streamed television;
- 68% of cyclists could be reached via social media and an additional 16% with television;
- 83% of novice drivers could be reached via social media;
- Motorcyclists would require the greatest number of channels: social media (57% alone), television (incremental 9%), and streamed music (incremental 5%).

The TURF analysis specifies which specific media channels to leverage to gain the greatest incremental reach.

E.g., if you were only to include one channel, *The Internet* would reach 68% of Ontario residents; if you included *Social Media*, these combined channels would reach 87% of Ontario residents



Q33. Last week, how frequently do you do each of the following?
Base: All respondents 2021 (n=1400); 2017 (n=1431)

MEDIA CONSUMPTION – BY TARGET



As would be expected, there are significant differences in media consumption by target group. Seniors are the most likely to watch television, listen to the radio, and read a newspaper on a daily basis, while novice drivers are the most likely to use Facebook and listen to music online. Young Male Drivers are also more likely than the average to listen to music online, **suggesting this may be an appropriate channel for targeting these individuals.**

Daily/Almost daily

	TOTAL							
Surf the internet for news and information	68%	58%	72%	47%	72%	69%	67%	55%
Watch television	67%	43%	87%	33%	64%	67%	59%	50%
Use Facebook	65%	62%	51%	83%	66%	66%	68%	57%
Watch TV shows online (streamed on sites like Netflix,etc.)	45%	51%	32%	56%	54%	46%	50%	38%
Listen to live radio	39%	26%	52%	22%	41%	39%	42%	41%
Listen to music online	30%	50%	12%	69%	36%	31%	37%	34%
Read paper editions of daily or weekly newspapers	18%	20%	30%	6%	14%	18%	17%	24%
Read billboards or outdoor digital media	11%	20%	8%	13%	14%	12%	13%	19%

MEDIA CONSUMPTION – BY TARGET (TRENDED)

Appendix 1 10.4



Media consumption habits have increased dramatically across nearly all target segments since 2017 (especially streaming both TV and music), *confirming the need for an omnichannel strategy for any future awareness and education campaigns.*

Daily/Almost daily

TOTAL



	TOTAL	Man driving	Older man driving	Woman driving	Yellow car	Pedestrian sign	Bicycle	Motorcycle
Surf the internet for news and information	↑ 68% 58%	58% 60%	↑ 72% 57%	47% 36%	↑ 72% 63%	↑ 69% 59%	↑ 67% 62%	55% 57%
Watch television	↑ 67% 62%	43% 43%	87% 86%	33% 32%	↑ 64% 57%	↑ 67% 61%	59% 58%	↓ 50% 62%
Use Facebook	↑ 65% 54%	62% 53%	↑ 51% 44%	↑ 83% 47%	↑ 66% 57%	↑ 66% 55%	↑ 68% 52%	57% 53%
Watch TV shows online (streamed on sites like Netflix, etc.)	↑ 45% 27%	↑ 51% 37%	↑ 32% 9%	↑ 56% 31%	↑ 54% 29%	↑ 46% 27%	↑ 50% 30%	↑ 38% 27%
Listen to live radio	↑ 39% 10%	↑ 26% 11%	↑ 52% 10%	↑ 22% 4%	↑ 41% 12%	↑ 39% 10%	↑ 42% 12%	↑ 41% 18%
Listen to music online	↑ 30% 16%	↑ 50% 33%	↑ 12% 4%	↑ 69% 41%	↑ 36% 17%	↑ 31% 16%	↑ 37% 21%	↑ 34% 22%
Read paper editions of daily or weekly newspapers	18% 18%	↑ 20% 8%	30% 35%	6% 7%	14% 12%	18% 18%	17% 17%	24% 18%
Read billboards or outdoor digital media	11% 14%	20% 15%	8% 17%	13% 10%	14% 14%	12% 14%	13% 15%	19% 22%

*Data from 2017

Q33. Last week, how frequently do you do each of the following?
Base: 2021 target segments

↑↓ Significantly Higher/Lower than 2017

MEDIA CONSUMPTION – BY REGION

Appendix 1 10.4



There are some key differences in media consumption by region, with those in the North the most likely to attain their information through the Internet while those in Toronto are both less likely to listen to live radio and are more likely to read paper editions of daily or weekly newspapers.

Daily/Almost daily

	TOTAL	Central	East	Toronto	York/Peel /Durham	Halton/ Hamilton /Niagara	North	Southwest
Surf the internet for news and information	68%	71%	73%	67%	68%	64%	78%	63%
Watch television	67%	75%	68%	63%	65%	67%	72%	67%
Use Facebook	65%	66%	67%	64%	66%	62%	63%	65%
Watch TV shows online (streamed on sites like Netflix, etc.)	45%	58%	46%	43%	46%	50%	41%	41%
Listen to live radio	39%	38%	43%	31%	38%	35%	46%	44%
Listen to music online	30%	31%	27%	33%	33%	32%	24%	27%
Read paper editions of daily or weekly newspapers	18%	10%	17%	23%	17%	15%	12%	18%
Read billboards or outdoor digital media	11%	10%	8%	12%	12%	8%	10%	15%



SAMPLE DETAILS



AGE	
16-24	14%
25-44	32%
45-64	35%
65 or older	19%

GENDER	
Male	50%
Female	50%

REGION	
Central	5%
East	15%
Toronto	21%
York, Peel, Durham (inner suburbs)	23%
Halton, Hamilton, Niagara (outer suburbs)	11%
North	6%
Southwest	19%

SAMPLE CHARACTERISTICS



Licence Type Held

	2021	2017	2015	2013	2011
G	63%	67%	66%	62%	69%
G1/G2	20%	16%	21%	22%	13%
M	5%	5%	5%	6%	5%
M1/M2	2%	2%	3%	2%	1%
Any form A to F	3%	4%	5%	4%	9%
None	10%	12%	8%	11%	11%
Don't Know	5%	4%	4%	4%	2%

Length of time with Licence

	2021	2017	2015	2013	2011
Less than a year	6%	-	3%	7%	2%
1 to 10 years	17%	19%	23%	20%	20%
11 to 20 years	16%	20%	16%	15%	17%
21 to 30 years	13%	19%	17%	18%	22%
31 to 40 years	16%	23%	21%	20%	20%
41+ years	24%	19%	15%	16%	20%
Average years	27.2	27	24	24	27