Ontario
MINISTRY OF
TRANSPORTATION

Road Safety Attitudes & Behaviours

FINAL REPORT

APRIL 9, 2021

northstar

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:

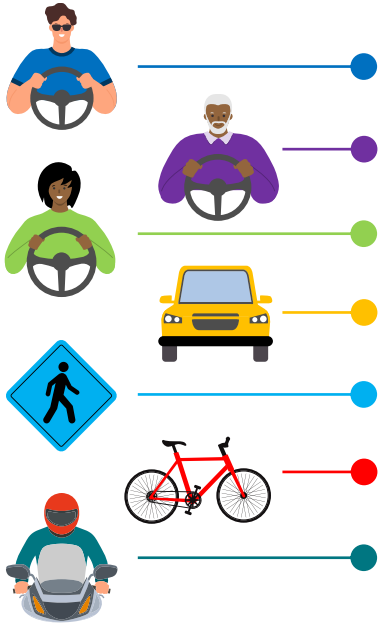
- Small base sizes are denoted with an asterisk*
- Arrows ↑↓ have been used to denote statistically significant differences between 2021 to 2017 data and the target segments vs. the overall average
- **Red** indicates the subgroup is significantly higher than total and **green** indicates the subgroup 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%

Q4 MOTORISTS = THOSE WHO EVER DRIVE A CAR, VAN, SUV, TRUCK, MOTORCYCLE, SCOOTER, MOPED, ATV OR OFF-ROAD VEHICLE

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 frequency 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.

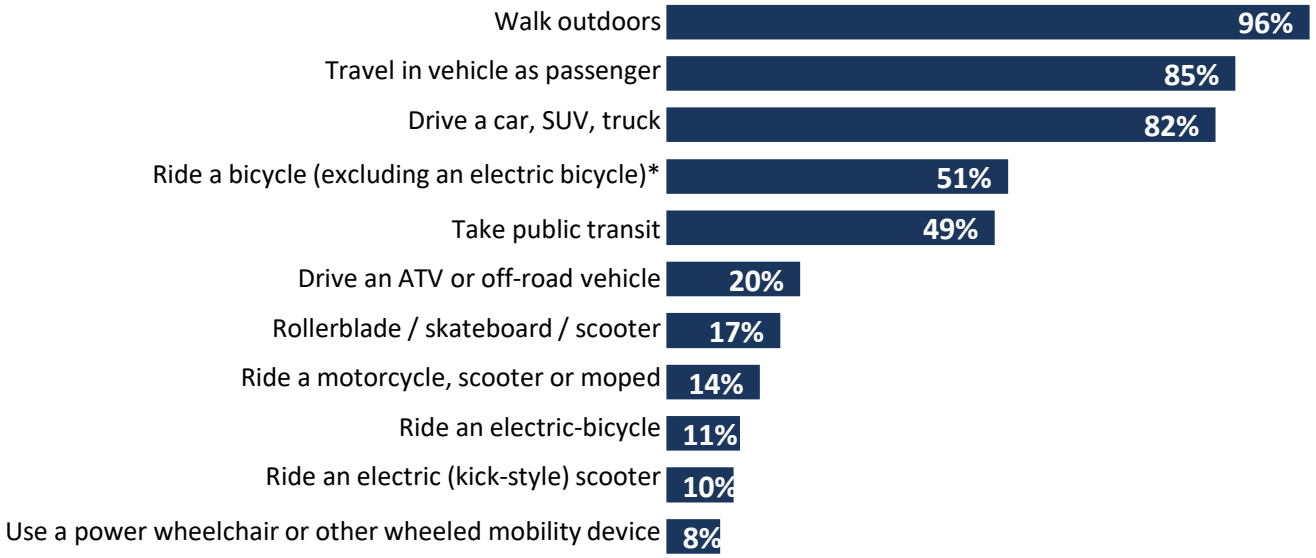
While most Ontarians believe that any type of autonomous vehicle is at least somewhat safe, there is a proportion who doubt the safety of these vehicles.

- 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

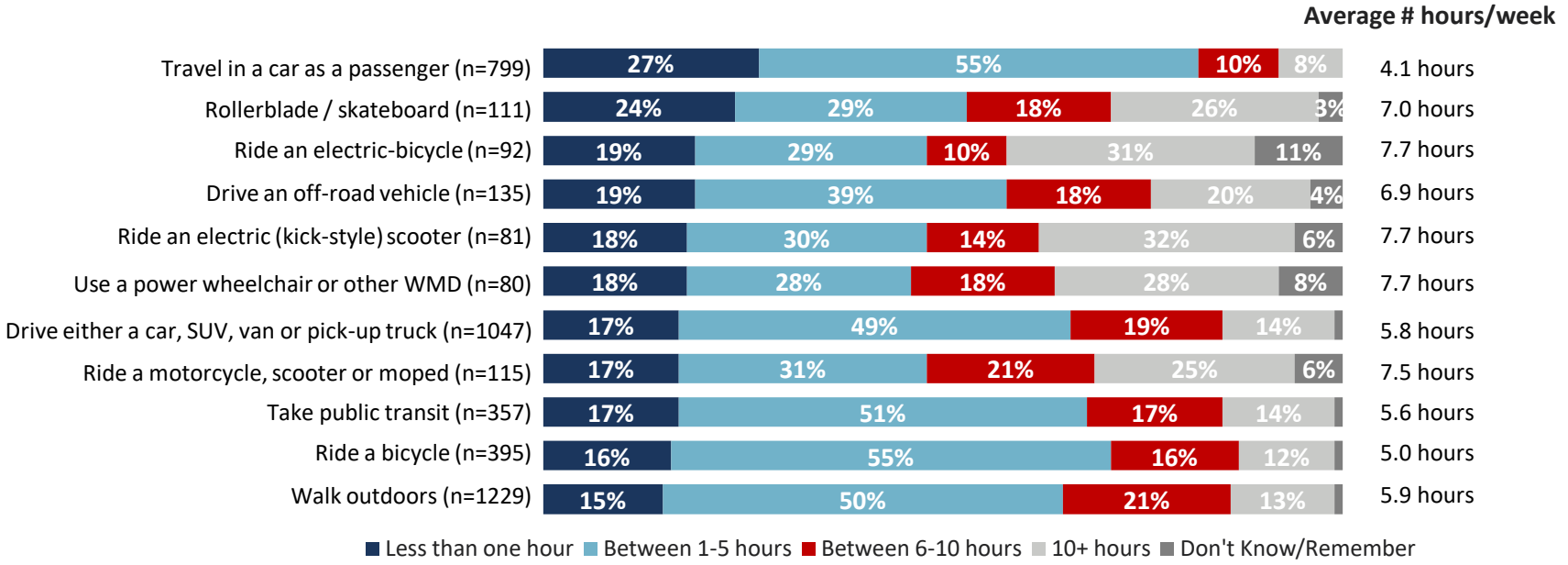
	2017	2015	2013	2011	Δ 2017/ 2021
Walk outdoors	97%	97%	98%	-	-1
Travel in vehicle as passenger	88%	88%	90%	90%	-3 ↓
Drive a car, SUV, truck	80%	86%	83%	83%	+2
Ride a bicycle (excluding an electric bicycle)*	47%	51%	61%	48%	+4 ↑
Take public transit	n/a	n/a	n/a	n/a	-
Drive an ATV or off-road vehicle	15%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

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

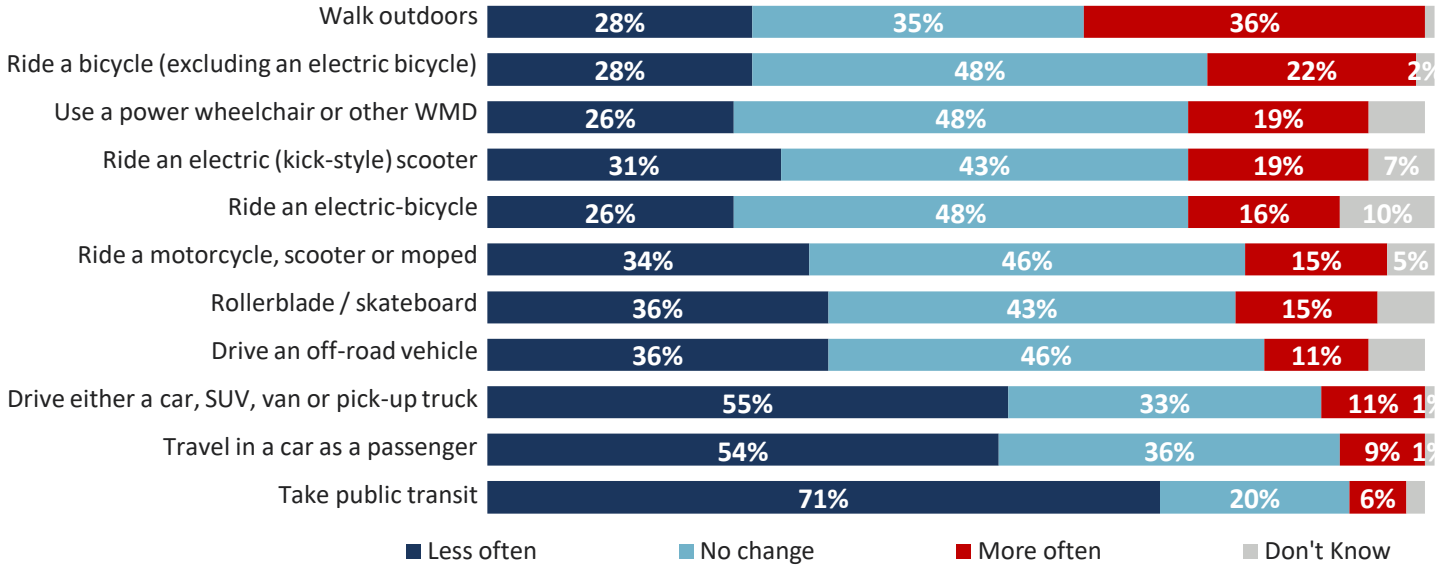
Average # hours/week	TOTAL							
Drive either a car, SUV, van or pick-up truck	5.8	8.5	4.6	6.6	6.5	5.9	6.5	8.7
Ride a motorcycle, scooter or moped	7.5	*	*	*	8.0	7.3	7.7	8.0
Ride a bicycle	5.0	8.0	2.9	*	5.7	4.9	5.0	7.8
Ride an electric-bicycle	7.7	*	*	*	8.6	7.3	7.7	8.9
Ride an electric (kick-style) scooter	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

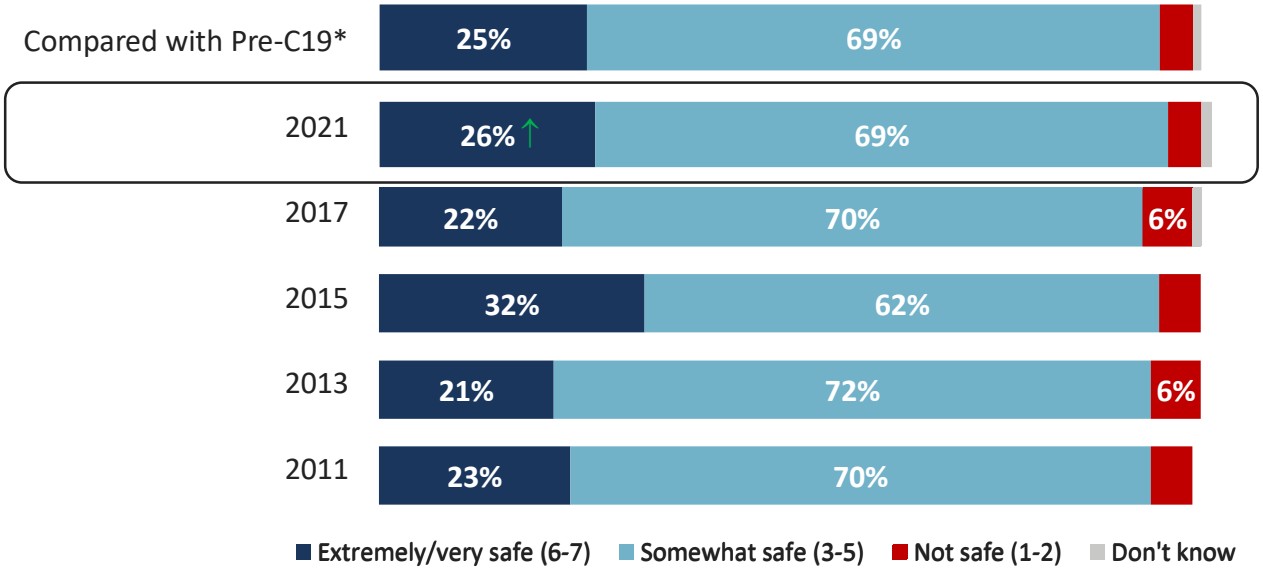
Compared with before COVID-19, just over one-third of Ontario residents say they are walking outdoors more and nearly one-quarter (22%) say they are riding a bicycle more often.
Conversely, nearly three-quarters (71%) are saying they are taking public transit less often, while over half are driving or 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.

Extremely/very safe (6-7)	TOTAL							
Compared to Pre-C19*	25%	33%	26%	22%	26%	25%	29%	31%
2021 Overall	26% ↑	34%	26% ↑	25%	27%	27% ↑	27%	**34%**
2017 Overall	*22%*	*27%*	*19%*	*32%*	*24%*	*23%*	*27%*	*36%*

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

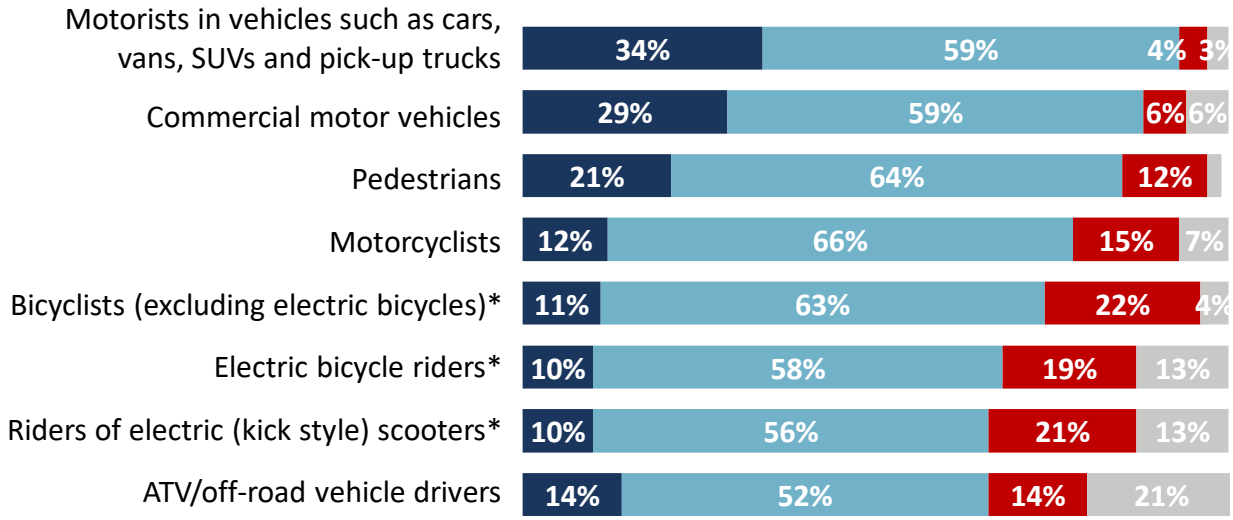
There are some slight differences in perceptions of Ontario's road safety by region, with those in Toronto most likely to believe that roads are safer now compared with prior to the state of emergency, while those in Hamilton/Halton/Niagara or the North (directionally) are less likely to agree.

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)

2021	2017	2015	2013	2011	Δ 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 ↑

Data 2% or less not labelled

↑↓ Significantly Higher/Lower than 2017

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)

ROAD SAFETY FOR VARIOUS USERS – BY TARGET

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%*

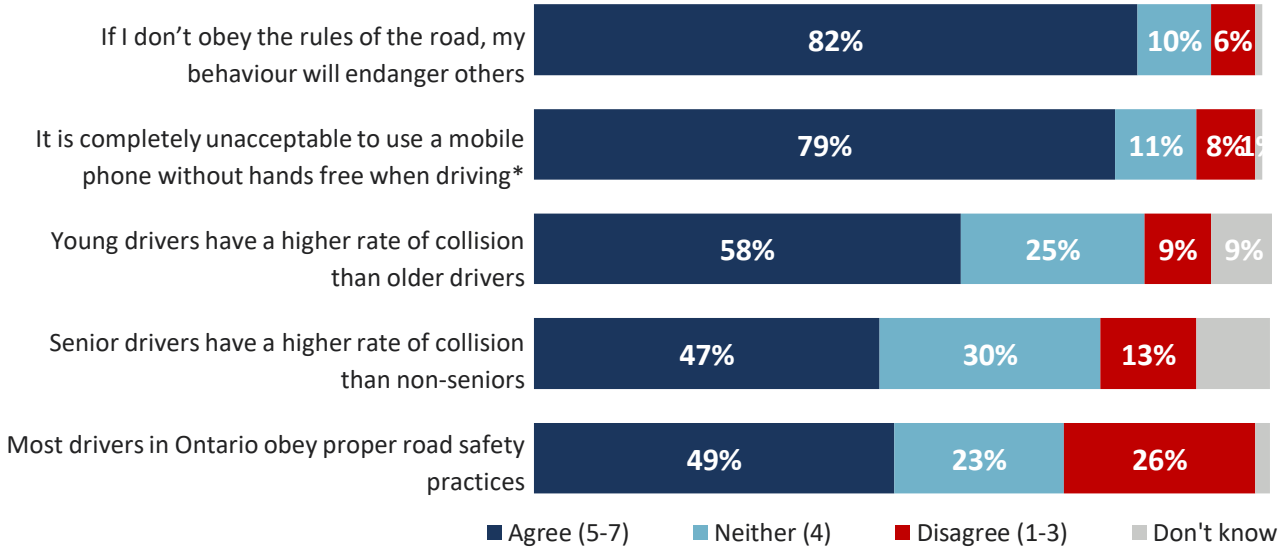
*Data from 2017

↑↓ Significantly Higher/Lower than 2017

Q9. How safe would you say Ontario's roads are for each of the following? * Attributes have changed from "Cyclists" in 2017
Base: 2021/2017 target segments (n=varies)

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.



% Agree (5-7)					
2021	2017	2015	2013	2011	Δ 2017/ 2021
82%	88%	85%	88%	-	-6 ↓
79%	-	-	-	-	-
58%	62%	62%	-	-	-4 ↓
47%	46%	48%	45%	-	+1
49%	44%	46%	45%	-	+5 ↑

Data 2% or less not labeled

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%**

Q15/Q16. How strongly do you agree or disagree with the following statements?
Base: 2021 target segments (n=varies)

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%*

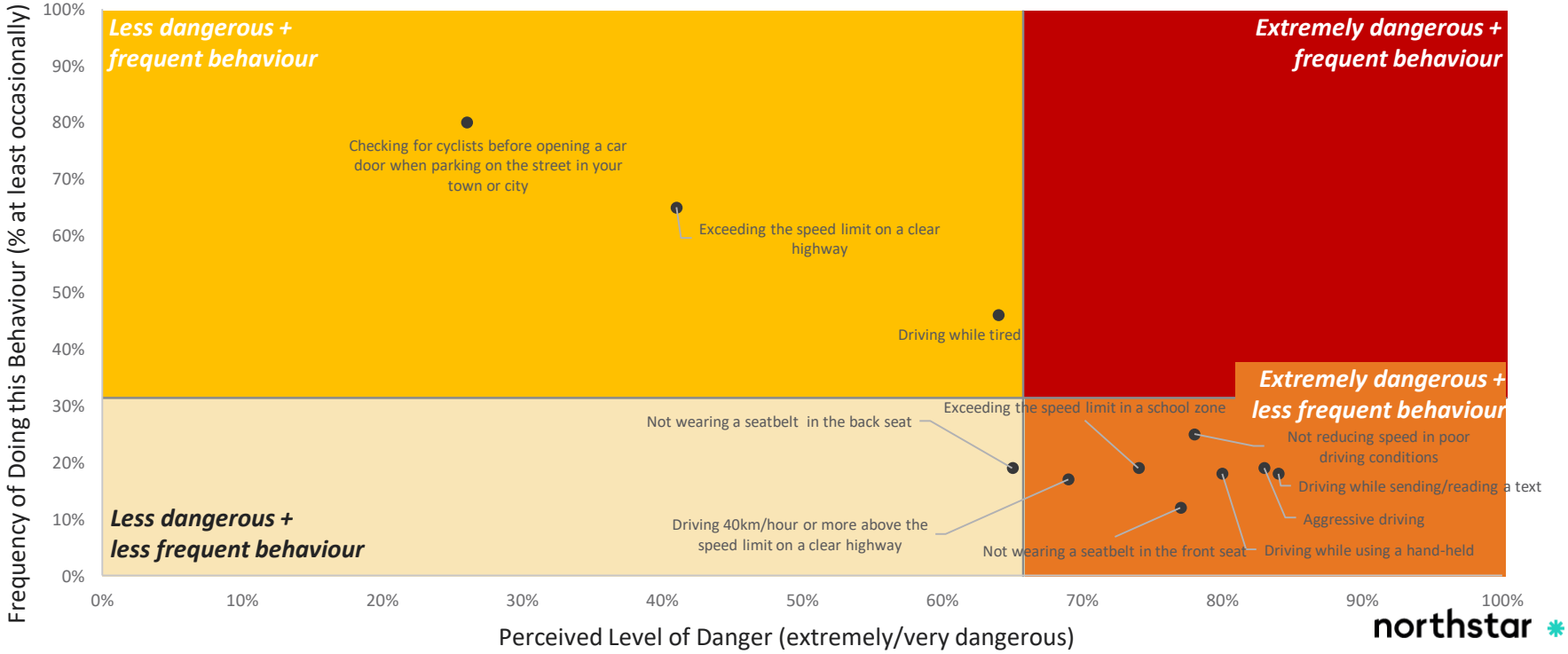
**Data from 2017*

Q15/Q16. How strongly do you agree or disagree with the following statements? *Not asked in 2017
Base: 2021 target segments (n=varies)

DISTRACTED DRIVING

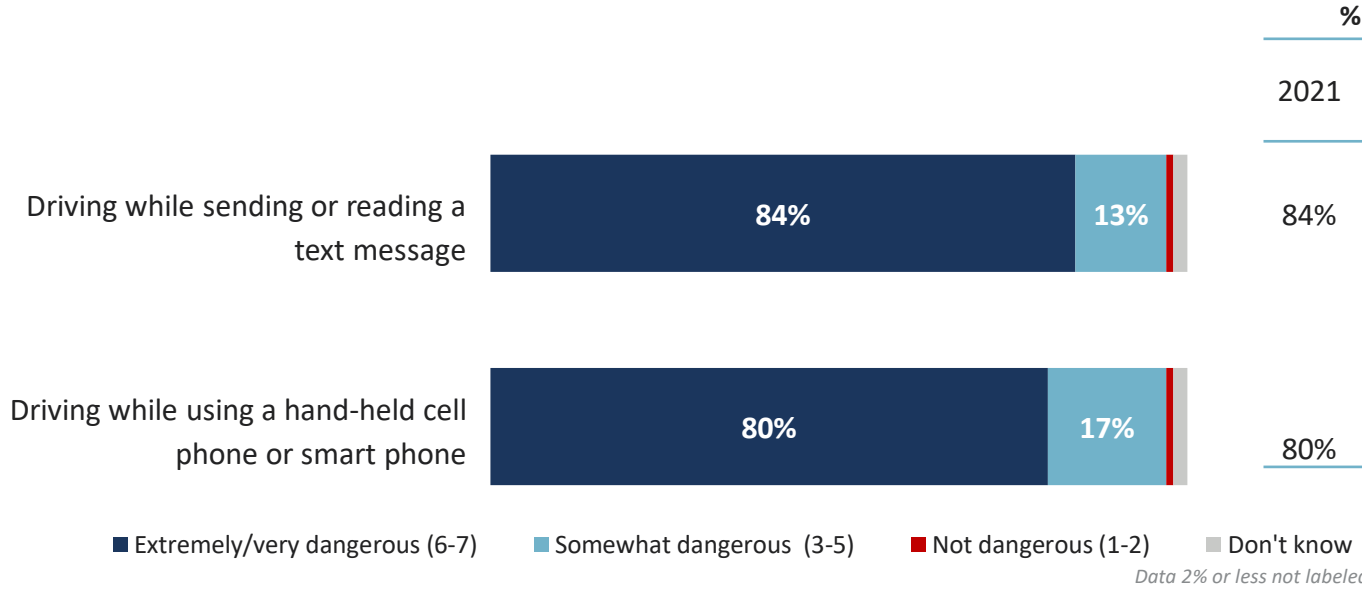
FREQUENCY BY PERCEIVED DANGER: DISTRACTED/AGGRESSIVE DRIVING

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.***



% Extremely/very dangerous (6-7)	2021	2017	2015	2013	2011	Δ 2017/ 2021
Driving while sending or reading a text message	84%	90%	85%	84%	90%	-6 ↓
Driving while using a hand-held cell phone or smart phone	80%	85%	79%	78%	64%	-5 ↓

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)

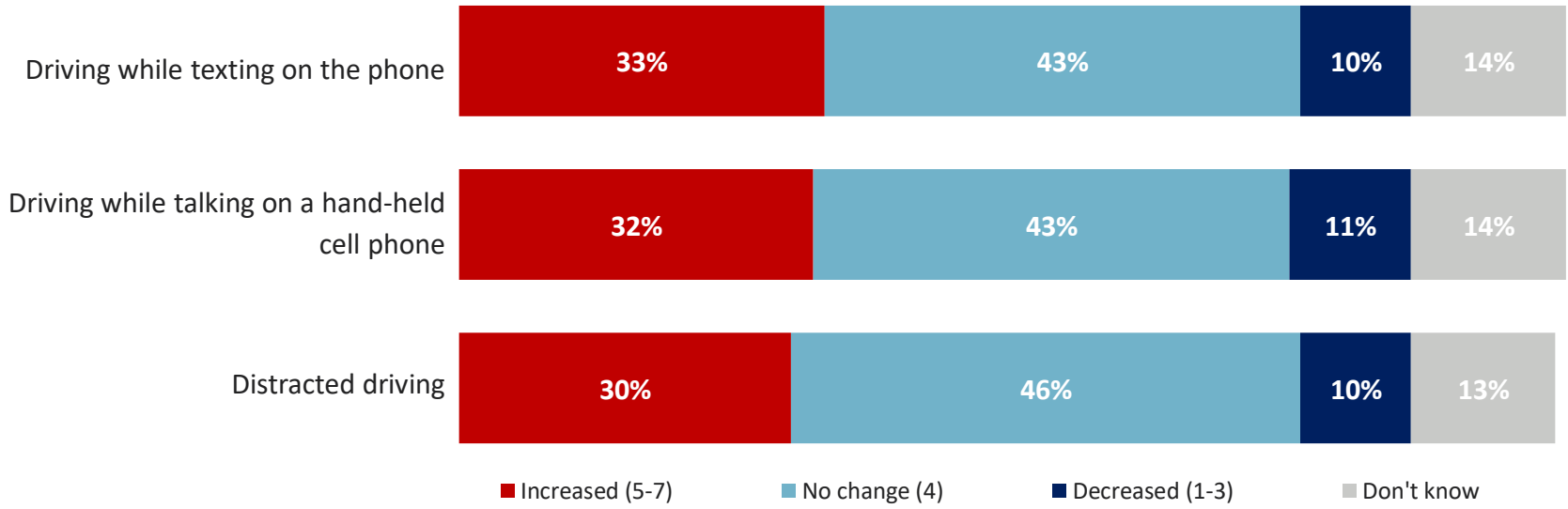
The softening in perceptions that distracted driving is dangerous is noted across nearly all target segments (while not statistically significant, there is a softening since 2017 among this group in agreement that 'driving while sending/reading a text message' is dangerous).
Consistent with other findings, 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%*

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

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.

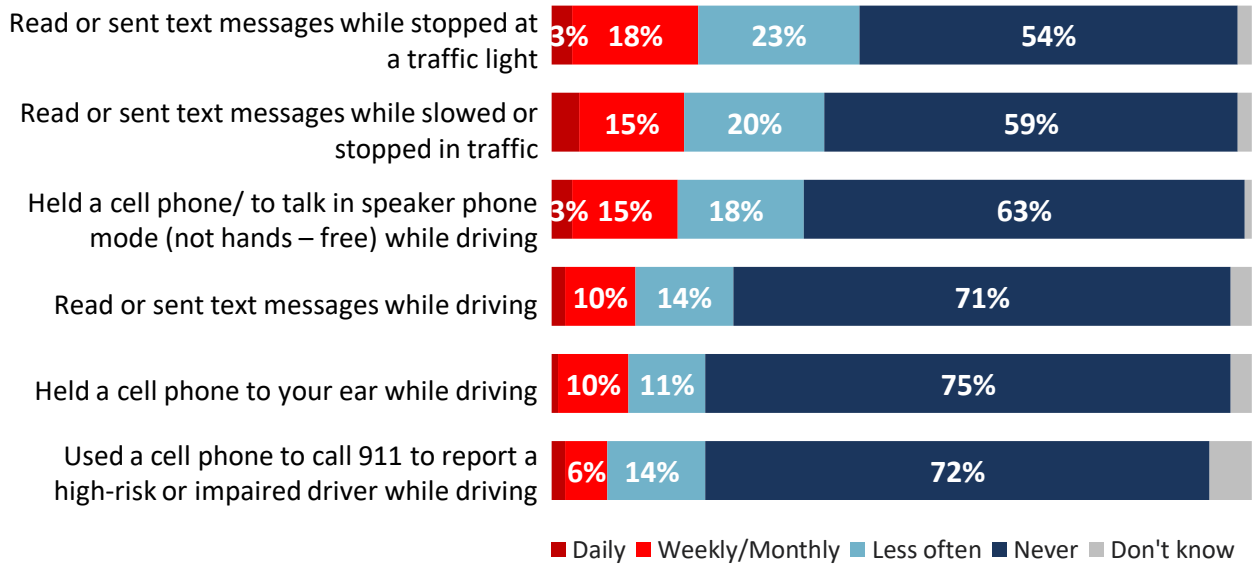
Increased (5-7)	TOTAL							
Driving while texting on the phone	33%	38%	31%	32%	34%	33%	33%	**51%**
Driving while talking on a hand-held cell phone	32%	34%	35%	**19%**	30%	33%	33%	**49%**
Distracted driving	30%	28%	28%	26%	32%	31%	31%	**44%**

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?
*New question for 2021.
Base: 2021 target segments (n=varies)

FREQUENCY OF DISTRACTED DRIVING BEHAVIOUR

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.***



	2021: Monthly+ / Previous Years: Frequently/occasionally					
	2021	2017	2015	2013	2011	Δ 2017/ 2021
Read or sent text messages while stopped at a traffic light	21%	21%	26%	-	-	0
Read or sent text messages while slowed or stopped in traffic	19%	16%	17%	-	-	+3 ↑
Held a cell phone/ to talk in speaker phone mode (not hands – free) while driving	18%	15%	18%	-	-	+3 ↑
Read or sent text messages while driving	12%	8%	11%	-	-	+4 ↑
Held a cell phone to your ear while driving	11%	6%	11%	-	-	+5 ↑
Used a cell phone to call 911 to report a high-risk or impaired driver while driving	8%	5%	8%	-	-	+3 ↑

Data 2% or less not labelled

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

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)

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

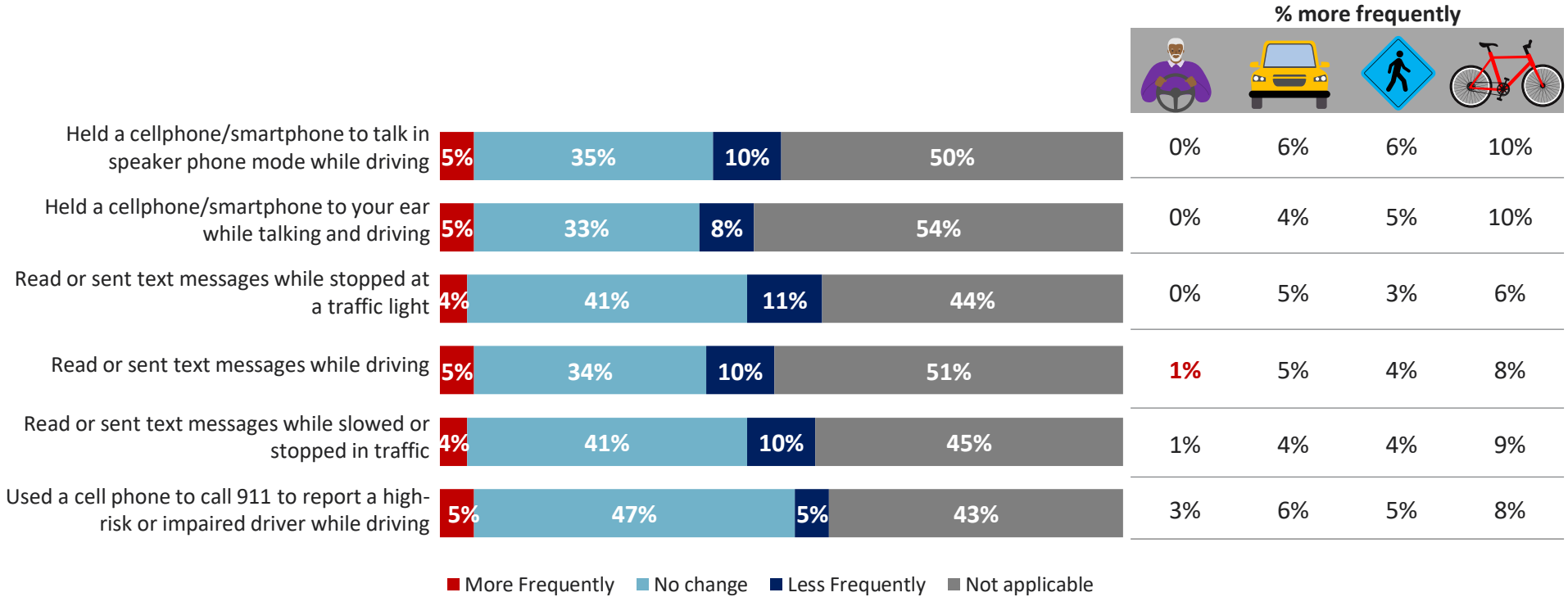
There are a number of differences by region in terms of distracted driving, with those in the North the least likely to report any distracted driving behaviour, while those who live in York/Peel/Durham are the most likely to report a number of distracted driving behaviours.

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

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.

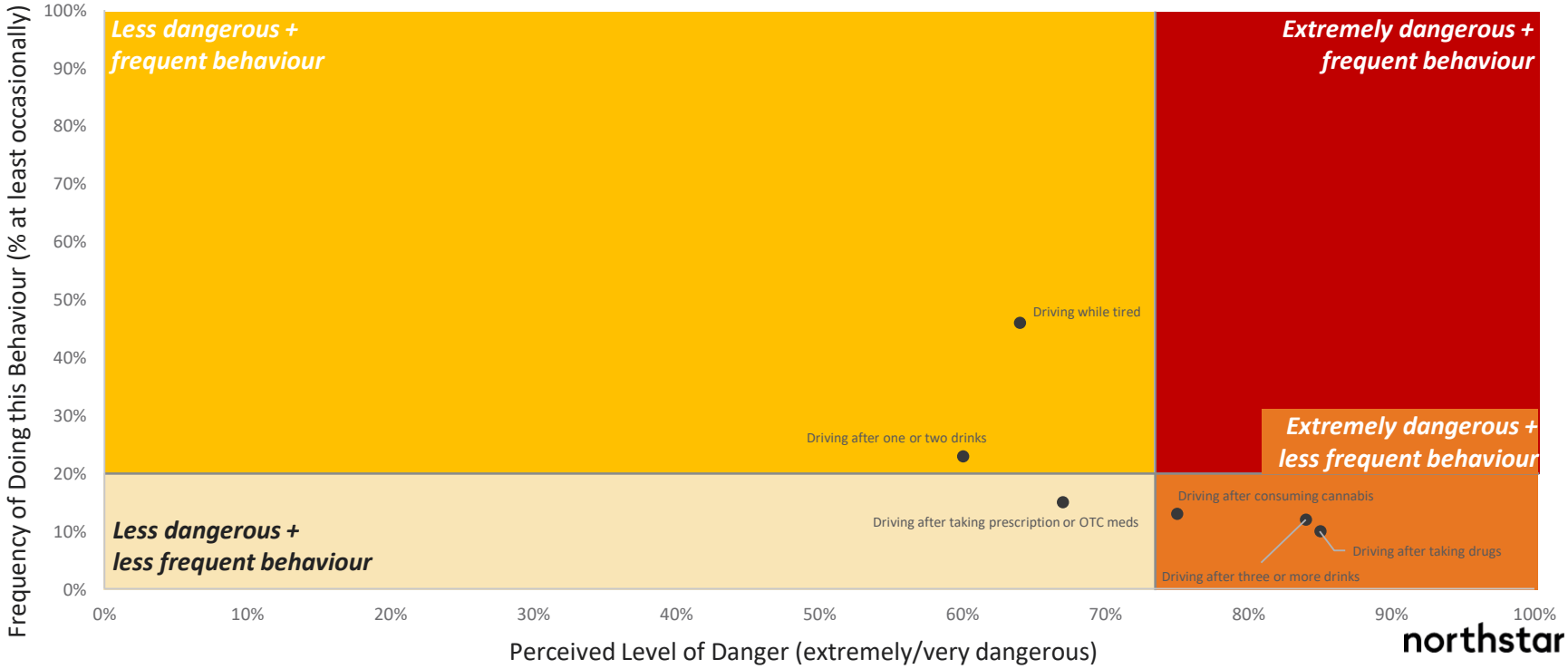


Q14. Would you say that you are now spending more, less, or the same amount of time doing the following compared with before the state of emergency in March 2020? *New question for 2021
Base: 2021 (n=241-700)

IMPAIRED DRIVING

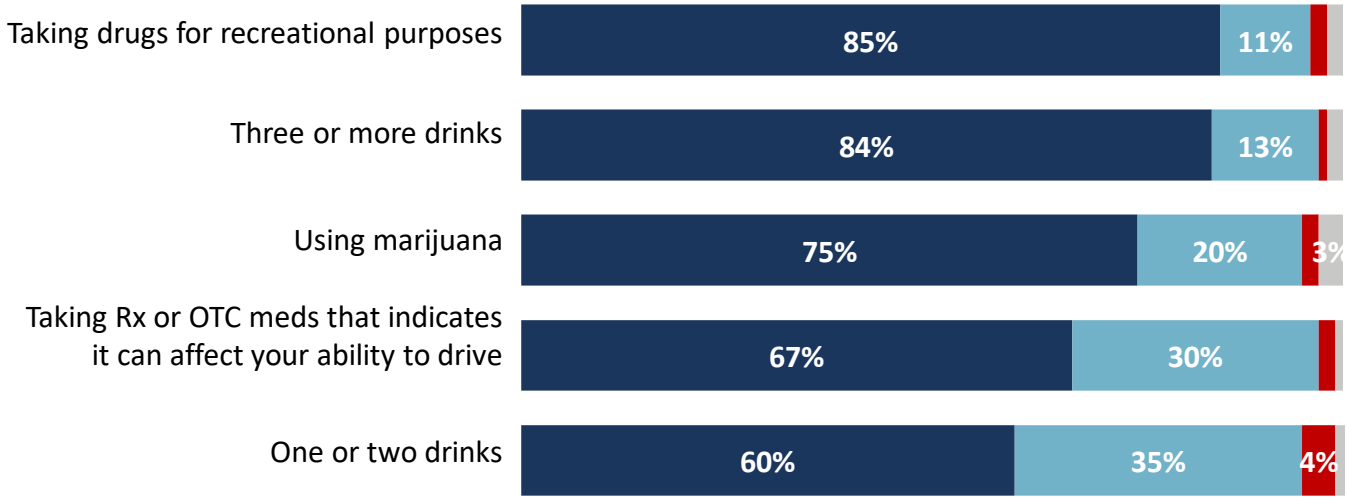
FREQUENCY BY PERCEIVED DANGER: IMPAIRED DRIVING

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.



DRIVING AFTER…	% Extremely/very dangerous (6-7)					
	2021	2017	2015	2013	2011	Δ 2017/ 2021
Taking drugs for recreational purposes	85%	90%	85%	-	-	-5 ↓
Three or more drinks	84%	90%	84%	85%	77%	-6 ↓
Using marijuana	75%	75%	72%	-	-	0
Taking Rx or OTC meds that indicates it can affect your ability to drive	67%	71%	66%	77%	79%	-4 ↓
One or two drinks	60%	57%	57%	62%	51%	+3 ↑

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?
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							
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

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 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

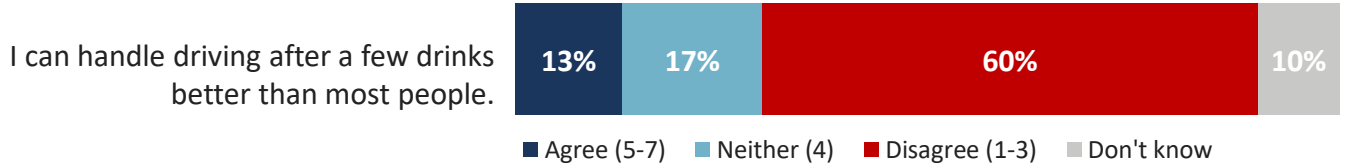
There are few differences by region in terms of perceived dangers of impaired driving. The one difference worth noting is the lower-than-average perceptions of danger related to driving after taking prescription or over-the-counter medications in Halton/Hamilton/Niagara.

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%

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

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.



% Agree (5-7)					
2021	2017	2015	2013	2011	Δ 2017/ 2021
13%	13%	17%	13%	9%	0

Agree (5-7)

	TOTAL							
I can handle driving after a few drinks better than most people.	13% *13%*	↑38% *21%*	6% *8%*	13% *11%*	↑18% *14%*	13% *13%*	18% *17%*	35% *29%*

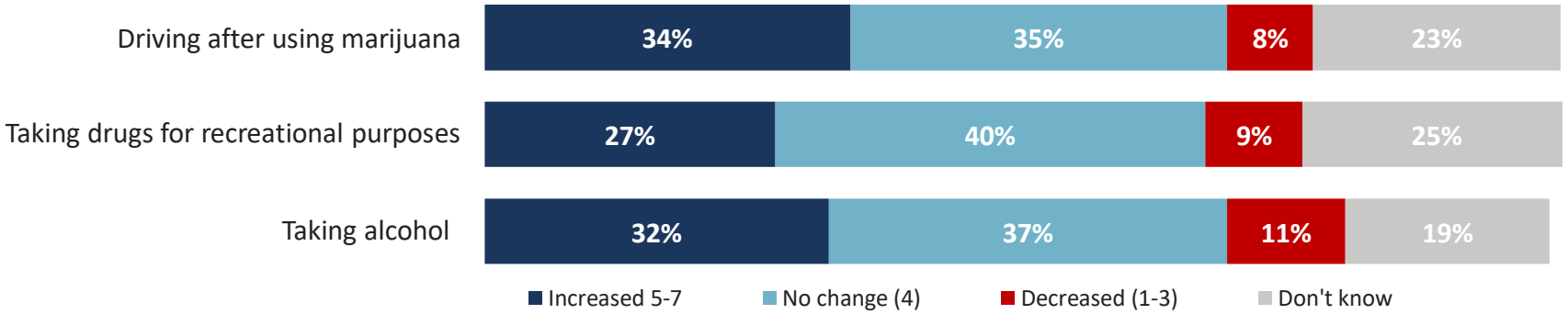
**Data from 2017*

↑↓ Significantly Higher/Lower than 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)

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.

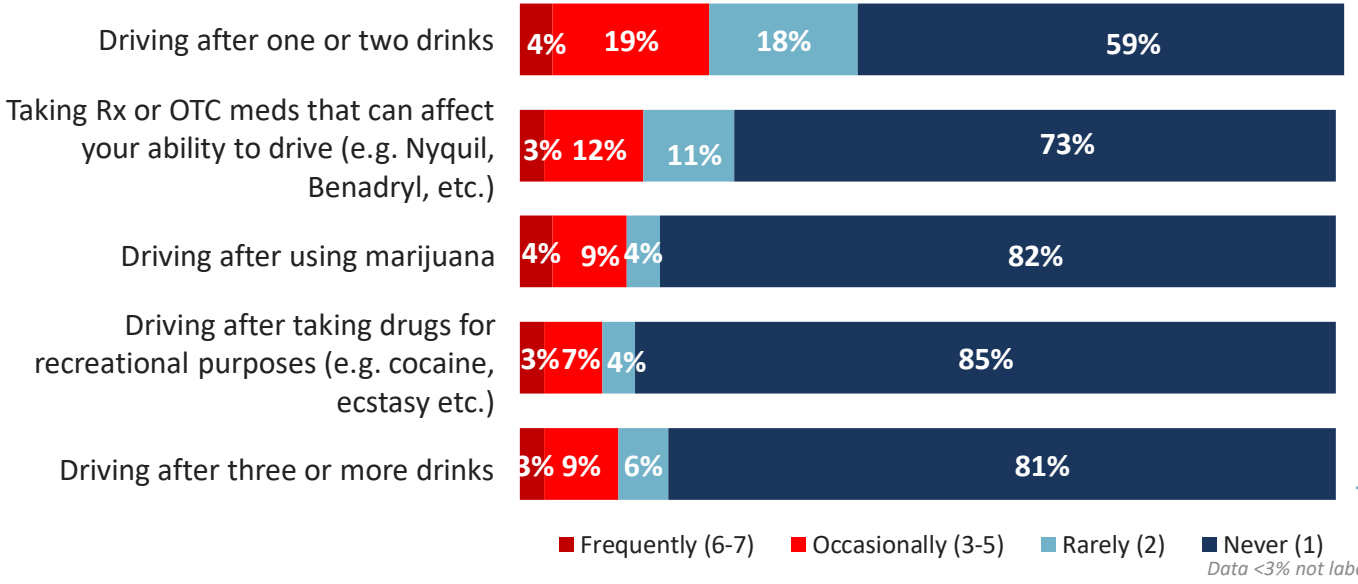
Increased (5-7)	TOTAL							
Driving after using marijuana	34%	30%	32%	28%	38%	34%	37%	**53%**
Taking drugs for recreational purposes	27%	20%	28%	**11%**	30%	27%	27%	**42%**
Driving after taking alcohol	32%	36%	30%	24%	37%	32%	33%	**48%**

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.



Data <3% not labeled

	% Frequently (6-7)					
	2021	2017	2015	2013	2011	Δ 2017/ 2021
Driving after one or two drinks	4%	4%	4%	3%	4%	0
Taking Rx or OTC meds that can affect your ability to drive (e.g. Nyquil, Benadryl, etc.)	3%	3%	3%	-	-	0
Driving after using marijuana	4%	2%	4%	-	-	+2
Driving after taking drugs for recreational purposes (e.g. cocaine, ecstasy etc.)	3%	2%	3%	-	-	+1
Driving after three or more drinks	3%	2%	4%	2%	1%	+1

↑↓ Significantly Higher/Lower than 2017

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

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

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

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

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

FREQUENCY OF IMPAIRED DRIVING - BY REGION

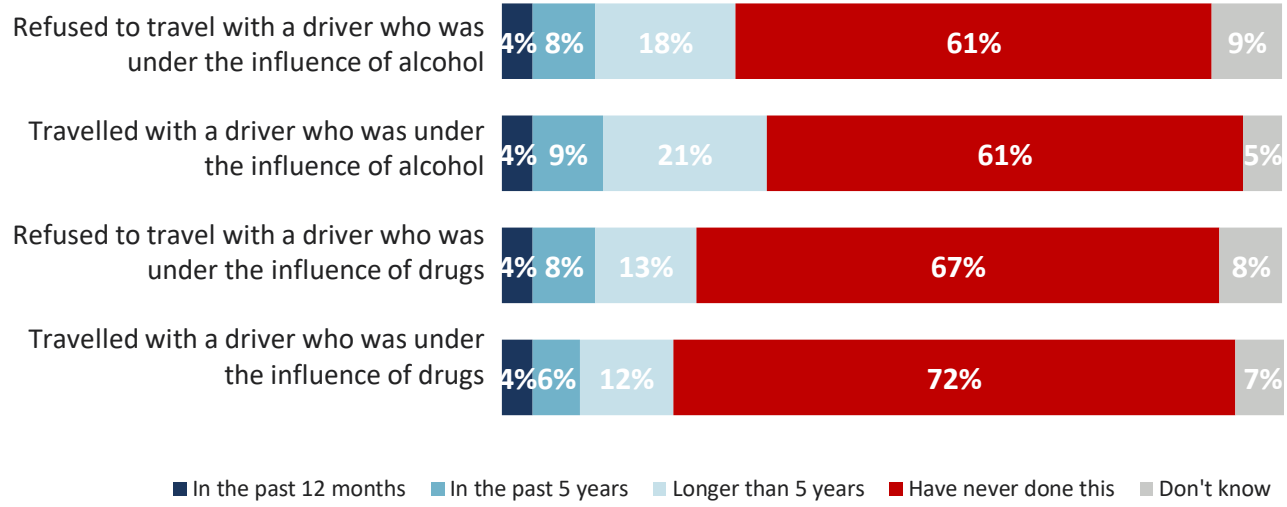
While only directional, those in Toronto are slightly more likely than the average to say they frequently drive after taking prescription or OTC medications or after consuming 3 or more drinks (6% vs. 3%).

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%

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

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.



Ever…

	2021	2017	2015	2013	2011	Δ 2017/ 2021
Refused to travel with a driver who was under the influence of alcohol	30%	33%	37%	-	-	-3 ↓
Travelled with a driver who was under the influence of alcohol	34%	26%	21%	-	-	+8 ↑
Refused to travel with a driver who was under the influence of drugs	25%	21%	26%	-	-	+4 ↑
Travelled with a driver who was under the influence of drugs	21%	16%	14%	-	-	+5 ↑

↑↓ 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)

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

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=1294-1306); 2015 (n=864)

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

…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)

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%*

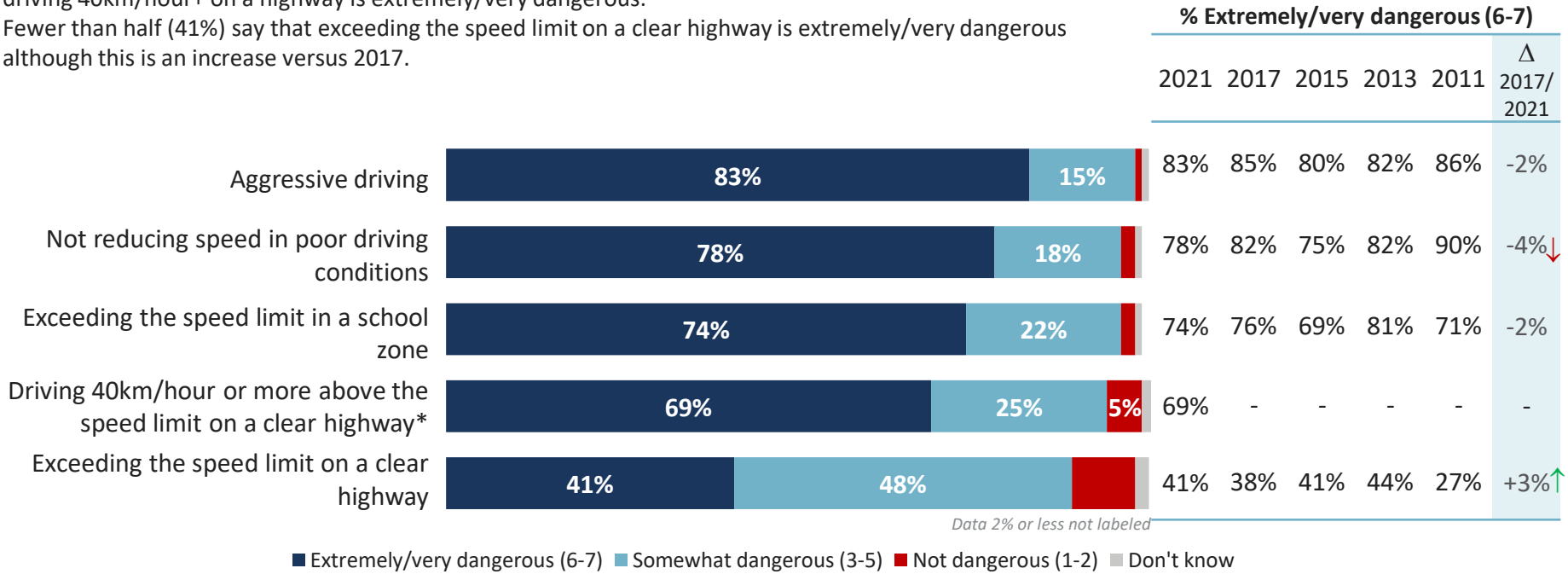
Green/Red Significantly Higher/Lower than Total

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

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%*

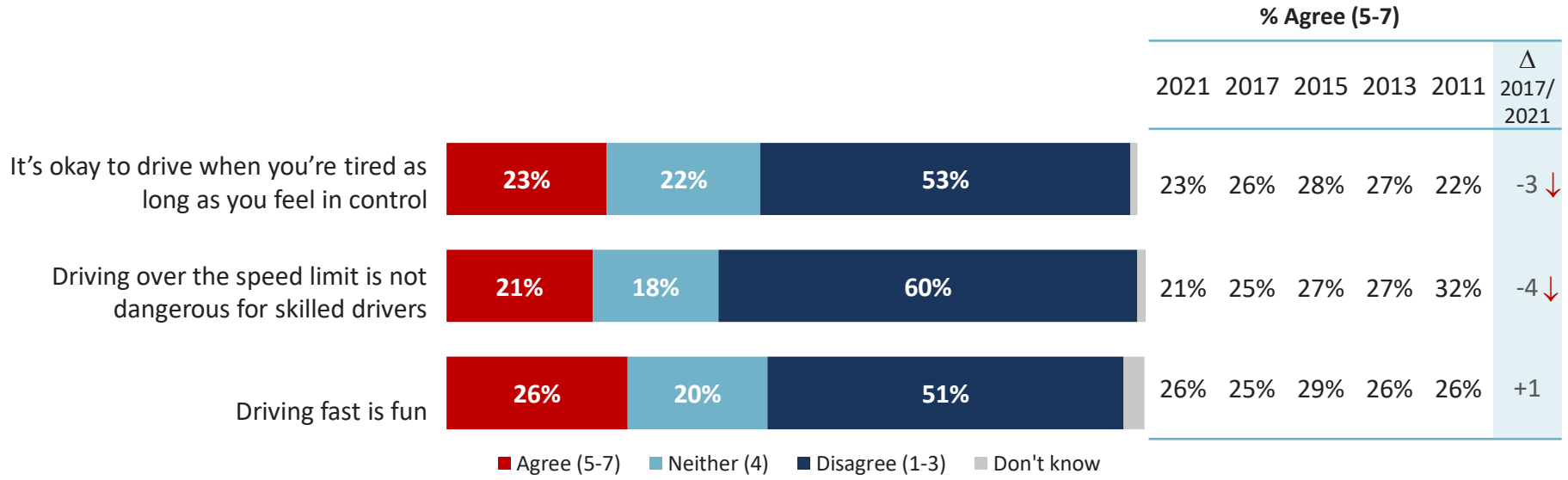
**Data from 2017*

↑↓ 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.



Data <3% not labeled

↑↓ Significantly Higher/Lower than 2017

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)

ATTITUDES – RISKY ACTIONS BY TARGET (TRENDED)

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.

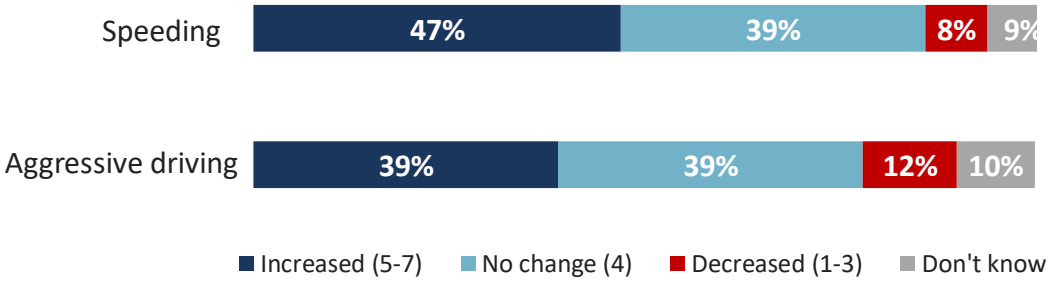
Agree (5-7)	TOTAL							
It's okay to drive when you're tired as long as you feel in control	↓ 23% *26%*	**43%** *38%*	**16%** *21%*	31% *29%*	**29%** *29%*	↓ 23% *27%*	26% *29%*	**44%** *40%*
Driving over the speed limit is not dangerous for skilled drivers	↓ 21% *25%*	**40%** *40%*	16% *21%*	20% *25%*	↓ 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

Q15/Q16. To what extent do you agree or disagree with the following statements?
Base: 2021 target segments (n=varies)

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.



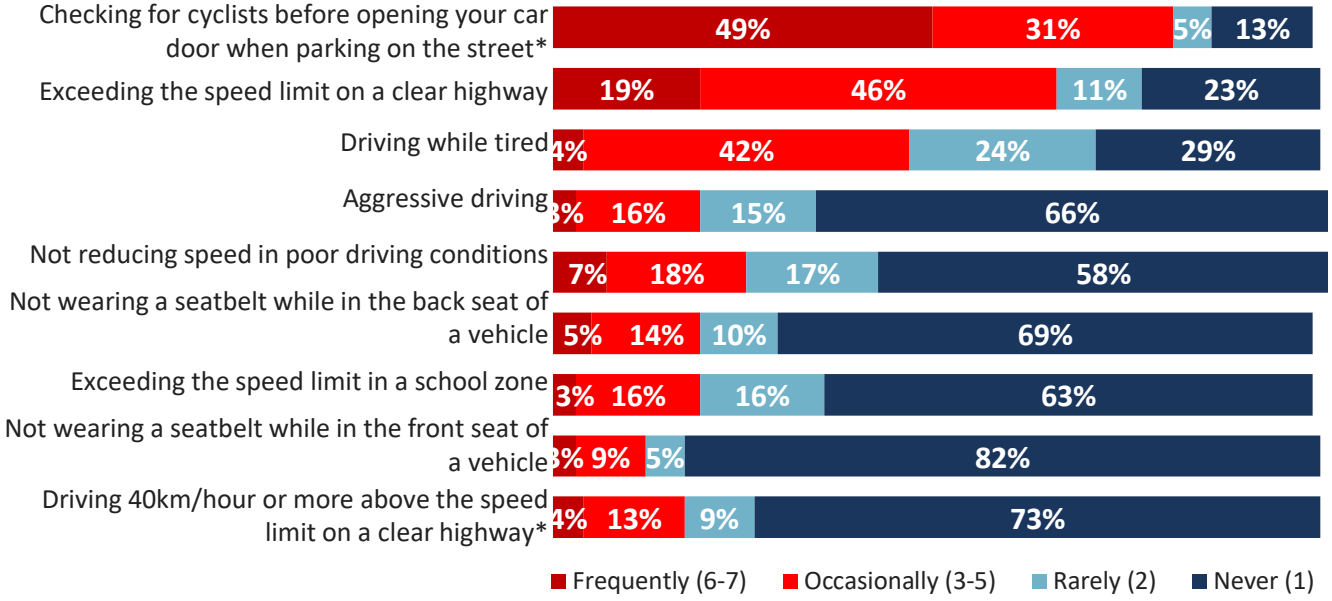
Increased (5-7)

	TOTAL							
Speeding	47%	**33%**	51%	47%	48%	48%	43%	50%
Aggressive driving	39%	34%	40%	28%	43%	40%	37%	45%

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.



% Frequently

	2021	2017	2015	2013	2011	Δ 2015/ 2017
Checking for cyclists before opening your car door when parking on the street*	49%	-	-	-	-	-
Exceeding the speed limit on a clear highway	19%	26%	21%	16%	32%	-7↓
Driving while tired	4%	5%	6%	3%	3%	-1
Aggressive driving	3%	4%	5%	3%	2%	-1
Not reducing speed in poor driving conditions	7%	6%	8%	6%	6%	+1
Not wearing a seatbelt while in the back seat of a vehicle	5%	5%	6%	5%	5%	0
Exceeding the speed limit in a school zone	3%	2%	4%	1%	1%	+1
Not wearing a seatbelt while in the front seat of a vehicle	3%	3%	4%	3%	1%	0
Driving 40km/hour or more above the speed limit on a clear highway*	4%	-	-	-	-	-

↑↓ 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

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)

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

	TOTAL							
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

FREQUENCY OF SPECIFIC DRIVING BEHAVIOUR – BY REGION

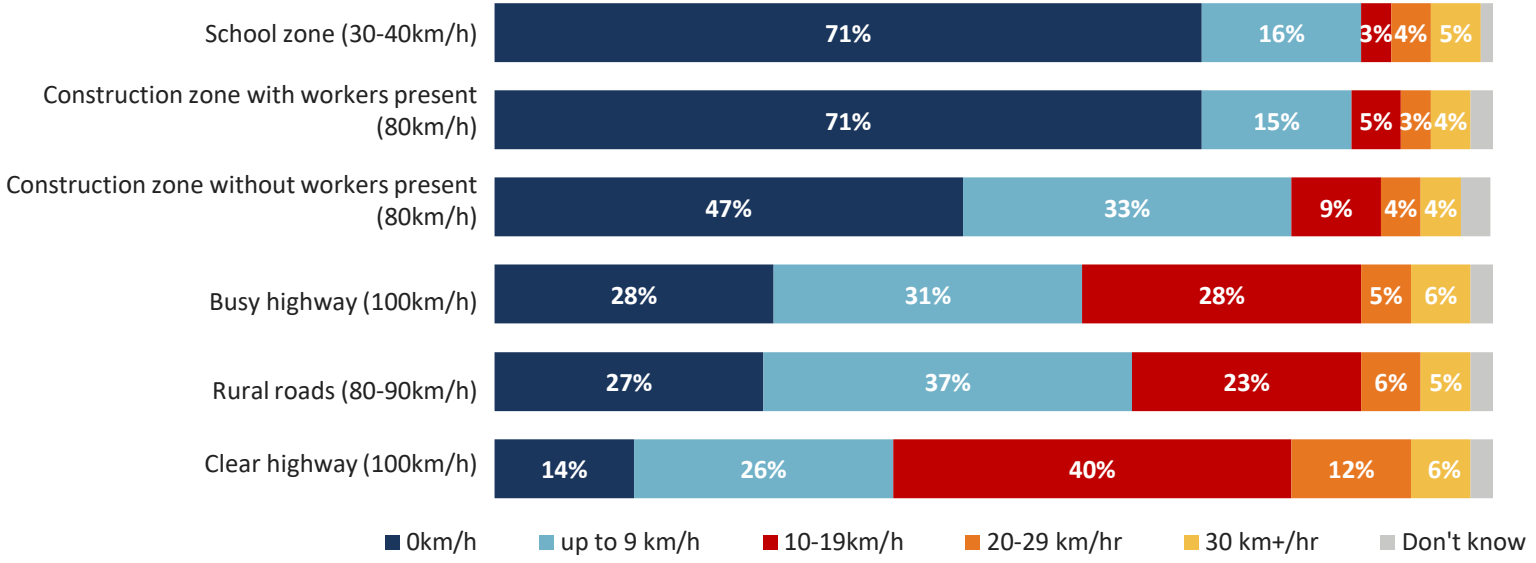
While there are no statistically significant differences by region, those in the East are slightly more likely to say they frequently exceed the speed limit on a clear highway while those in York/Peel/Durham are slightly more likely than average to report frequently driving 40km/hour or more above the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

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

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

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

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	TOTAL							
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

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	TOTAL							
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

…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%**

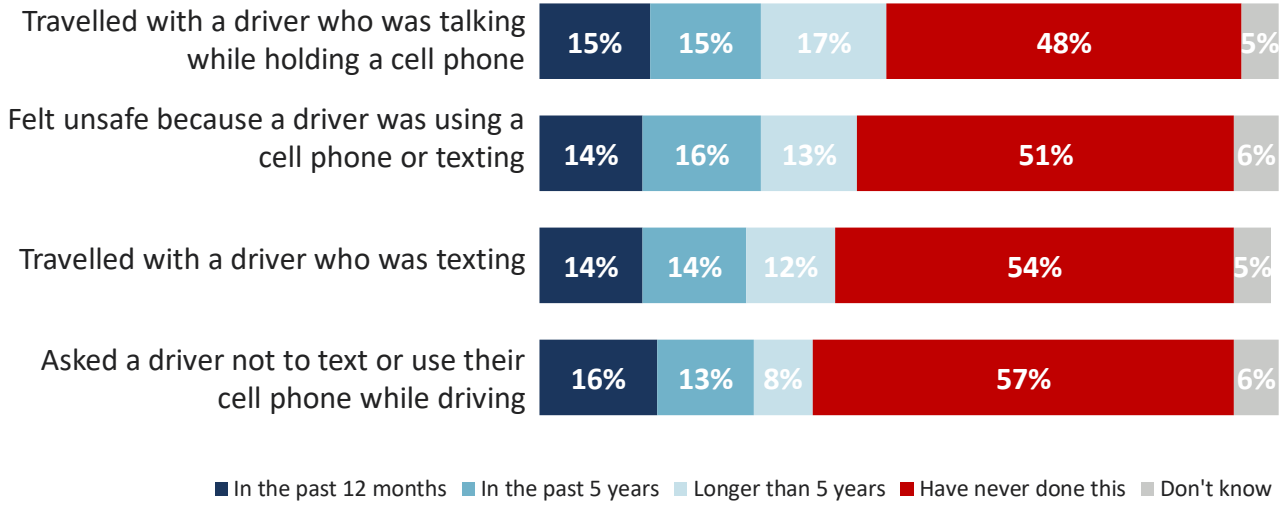
Green/Red Significantly Higher/Lower than Total

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

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.



% Ever

	2021	2017	2015	2013	2011	Δ 2017/ 2021
Travelled with a driver who was talking while holding a cell phone	47%	41%	41%	-	-	+6 ↑
Felt unsafe because a driver was using a cell phone or texting	43%	39%	37%	-	-	+4 ↑
Travelled with a driver who was texting	41%	35%	30%	-	-	+6 ↑
Asked a driver not to text or use their cell phone while driving	37%	37%	35%	-	-	0

↑↓ 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)

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)

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)

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%*

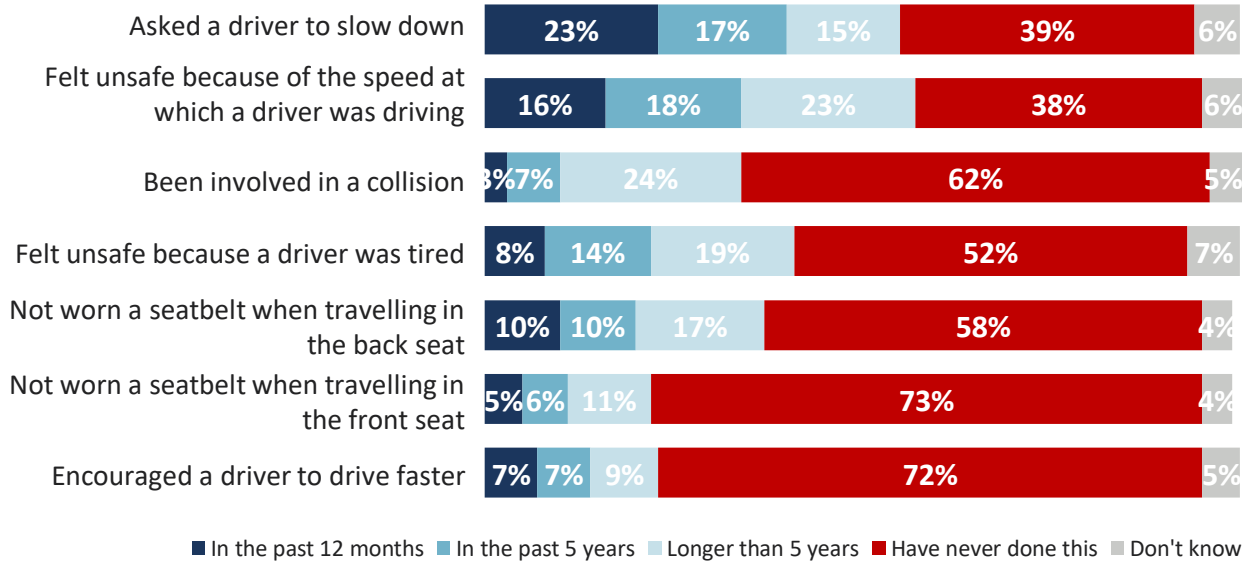
**Data from 2017*

↑↓ 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.



	% Ever					
	2021	2017	2015	2013	2011	Δ 2017/ 2021
Asked a driver to slow down	55%	53%	51%	-	-	+2
Felt unsafe because of the speed at which a driver was driving	57%	52%	46%	-	-	+5 ↑
Been involved in a collision	34%	37%	24%	-	-	-3 ↓
Felt unsafe because a driver was tired	41%	33%	29%	-	-	+8 ↑
Not worn a seatbelt when travelling in the back seat	37%	30%	28%	-	-	+7 ↑
Not worn a seatbelt when travelling in the front seat	23%	15%	16%	-	-	+8 ↑
Encouraged a driver to drive faster	23%	13%	12%	-	-	+10 ↑

↑↓ 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=1431); 2015 (n=864)

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR BY TARGET (PAST YEAR)

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

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

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR BY REGION (PAST YEAR)

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%

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

AGGRESSIVE/RISKY PASSENGER BEHAVIOUR BY TARGET (EVER)

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

Q20. When you've been a passenger in a vehicle, have you ever…
Base: 2021 target segments (n=varies)

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

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

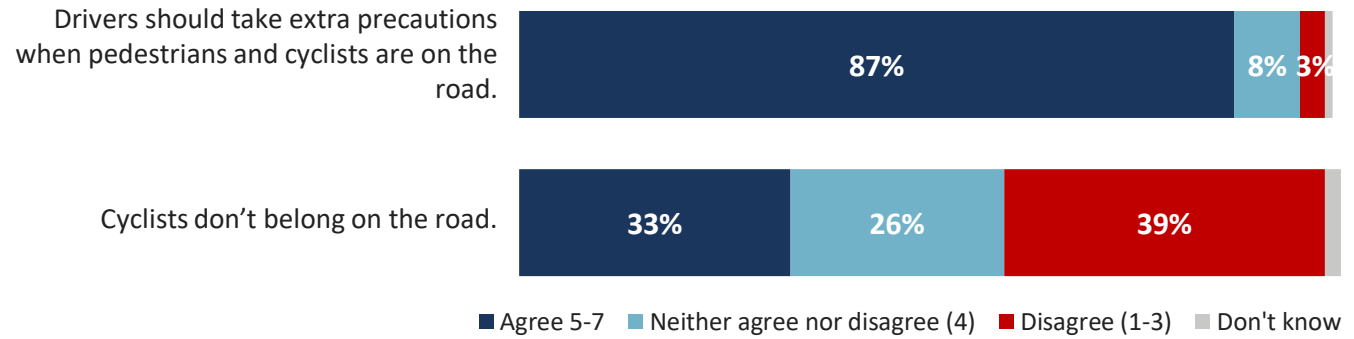
Q20. When you've been a passenger in a vehicle, have you ever…
Base: 2021 target segments (n=varies)

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.



% Agree (5-7)	2021	2017	2015	2013	2011	Δ 2017/ 2021
Drivers should take extra precautions when pedestrians and cyclists are on the road.	87%	92%	88%	92%	97%	-5↓
Cyclists don't belong on the road.	33%	34%	38%	34%	33%	-1

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

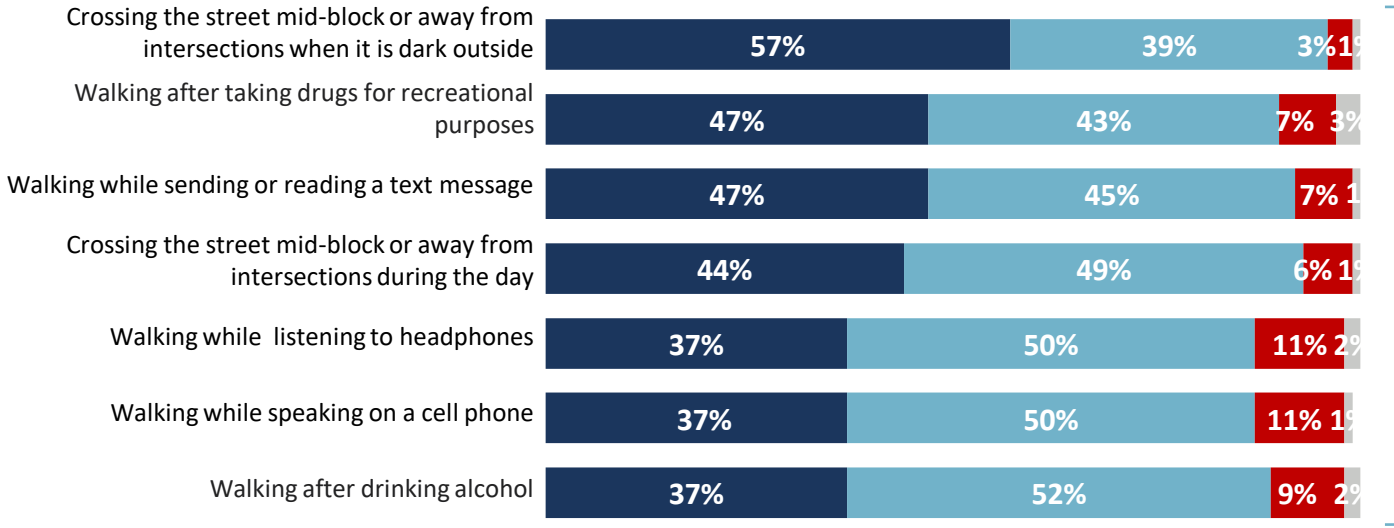
↑↓ Significantly Higher/Lower than 2017

Q15/Q16.To what extent do you agree or disagree with the following statements?
Base: 2021 target segments (n=varies)

VULNERABLE ROAD USERS: PEDESTRIANS

PERCEIVED DANGER OF PEDESTRIAN ACTIONS

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
57%	61%	57%	-	-	-4↓
47%	-	-	-	-	-
47%	53%	53%	-	-	-6↓
44%	40%	47%	-	-	+4↑
37%	44%	48%	-	-	-7↓
37%	38%	41%	-	-	-1
37%	-	-	-	-	-

↑↓ 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

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 BY TARGET (TRENDED)

The declines are reported across most of the target groups.

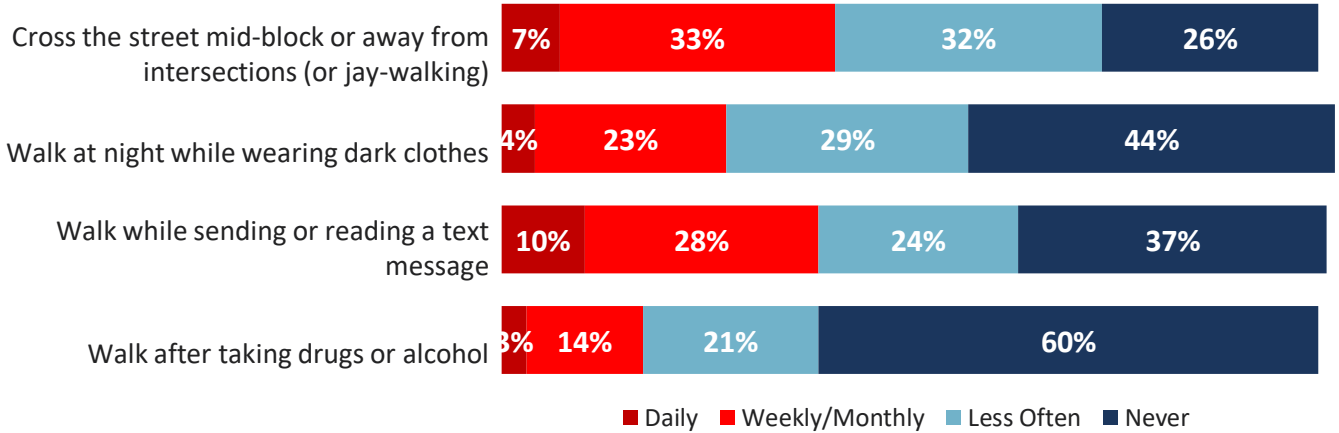
Extremely/somewhat dangerous (6-7)	TOTAL							
Crossing the street mid-block or away from intersections when it is dark outside	↓ 57% *61%*	37% *42%*	76% *77%*	44% *59%*	↓ 51% *57%*	↓ 58% *61%*	↓ 53% *57%*	↓ 44% *53%*
Walking after taking drugs for recreational purposes*	47% *45%*	30% *33%*	60% *60%*	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.



	% daily + weekly/monthly					
	2021	2017	2015	2013	2011	Δ 2017/ 2021
Cross the street mid-block or away from intersections (or jay-walking)	40%	49%	45%	-	-	-9 ↓
Walk at night while wearing dark clothes	27%	31%	24%	-	-	-4 ↓
Walk while sending or reading a text message	38%	30%	28%	-	-	+8 ↑
Walk after taking drugs or alcohol	17%	16%	12%	-	-	+1

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

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)

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%*

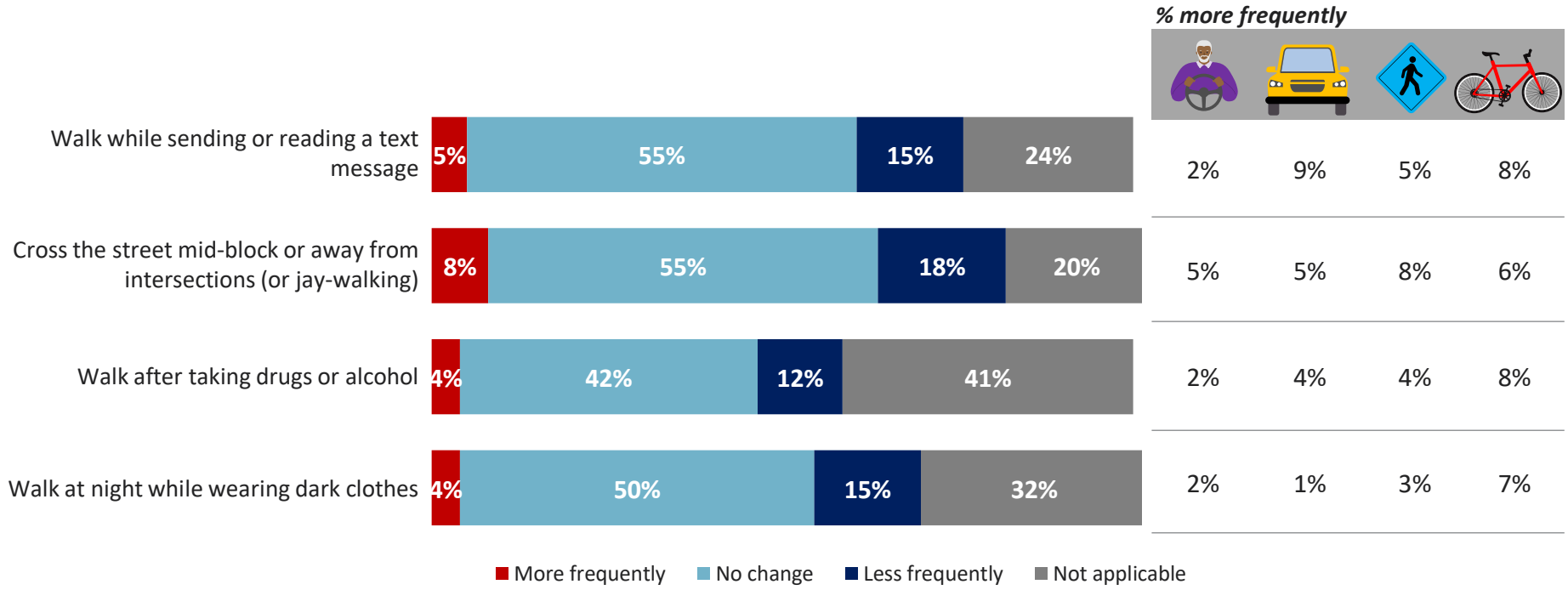
**Data from 2017*

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.

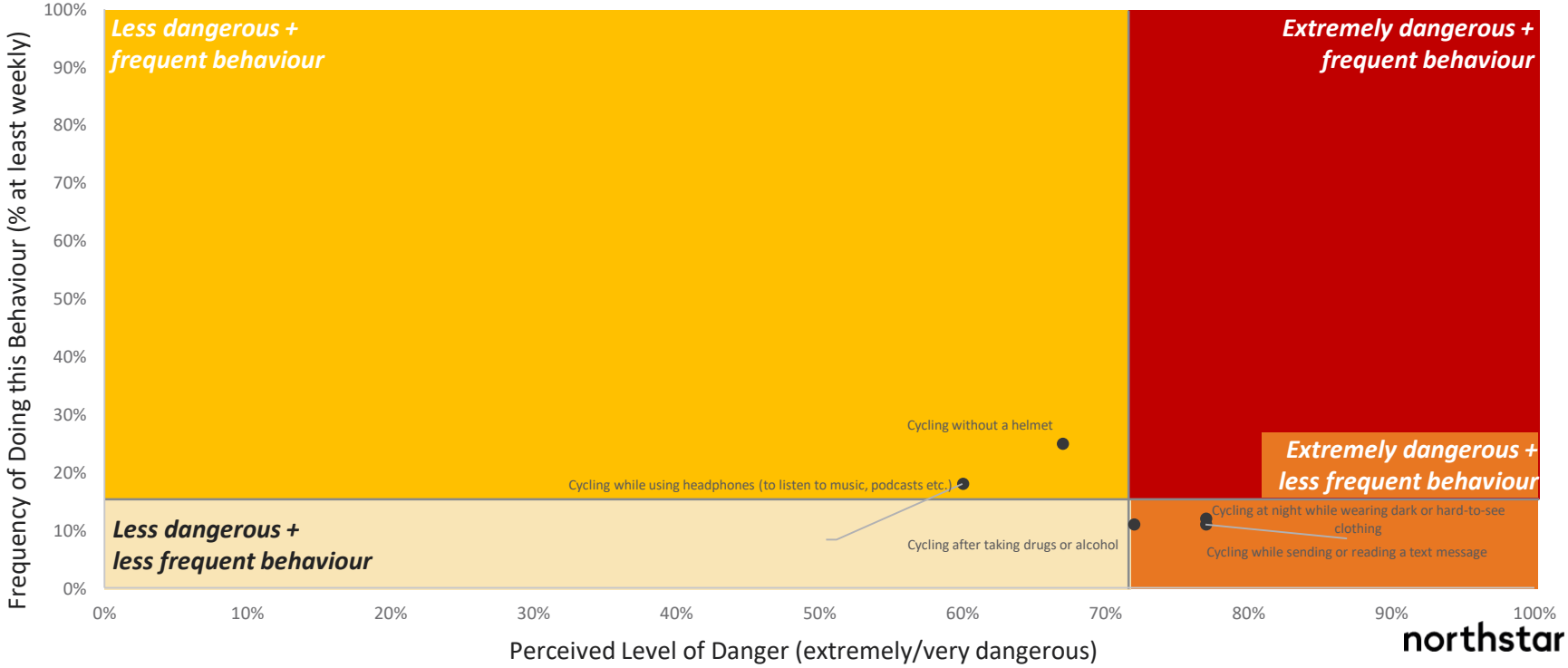


Q14. Would you say that you are now spending more, less, or the same amount of time doing the following compared with before the state of emergency in March 2020? *New question for 2021
Base: 2021 (n=235-247)

VULNERABLE ROAD USERS: CYCLISTS

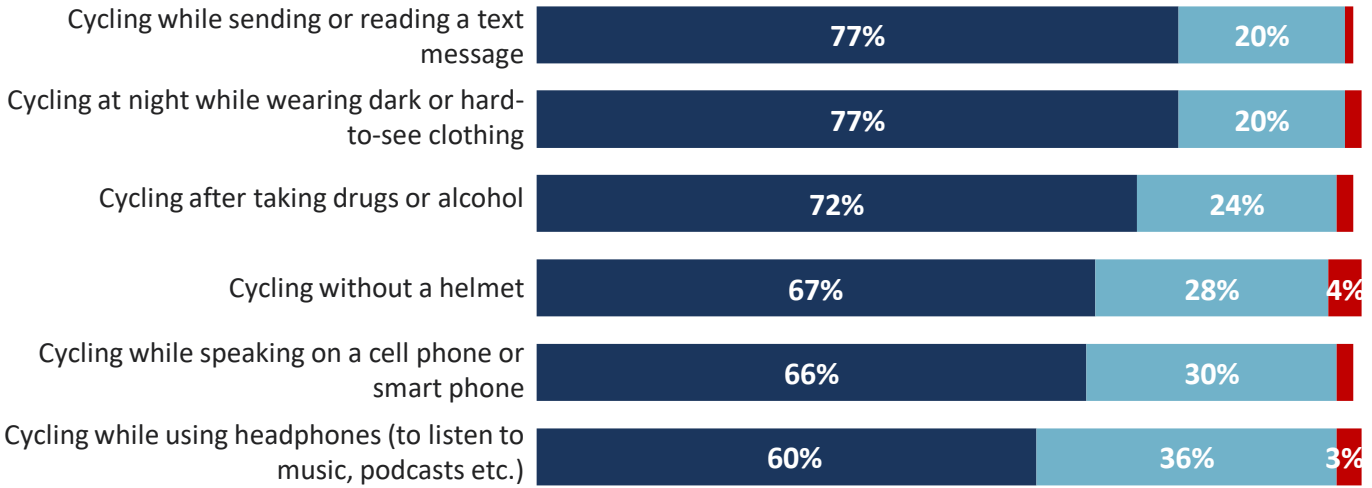
FREQUENCY BY PERCEIVED DANGER: CYCLING

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.



Very/somewhat dangerous (6-7)	2021	2017	2015	2013	2011	Δ 2017/ 2021
Cycling while sending or reading a text message	77%	85%	79%	-	-	-8 ↓
Cycling at night while wearing dark or hard-to-see clothing	77%	76%	76%	-	-	+1
Cycling after taking drugs or alcohol	72%	78%	77%	-	-	-6 ↓
Cycling without a helmet	67%	68%	64%	-	-	-1
Cycling while speaking on a cell phone or smart phone	66%	76%	73%	-	-	-10 ↓
Cycling while using headphones (to listen to music, podcasts etc.)	60%	65%	63%	-	-	-5 ↓

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

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%*

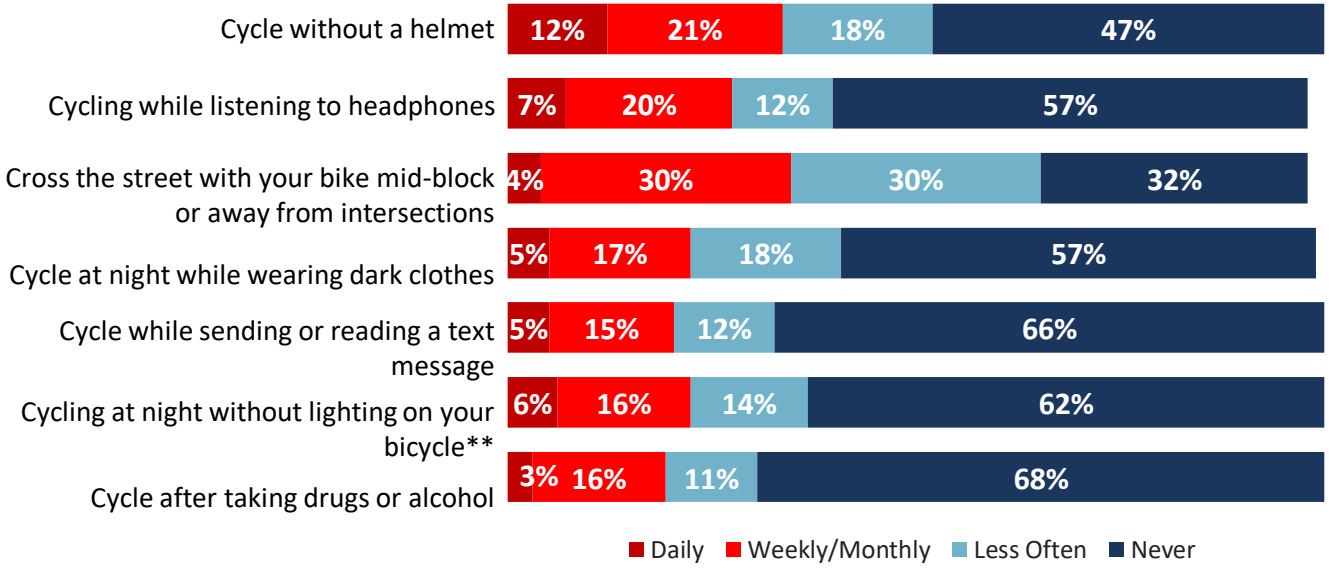
**Data from 2017*

↑↓ Significantly Higher/Lower than 2017

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)

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.



	Frequently/occasionally					
	2021	2017	2015	2013	2011	Δ 2017/ 2021
Cycle without a helmet	33%	42%	39%	-	-	-9 ↓
Cycling while listening to headphones	27%	28%	24%	-	-	-1
Cross the street with your bike mid-block or away from intersections	34%	40%	35%	-	-	-6 ↓
Cycle at night while wearing dark clothes	22%	28%	20%	-	-	-6 ↓
Cycle while sending or reading a text message	20%	12%	17%	-	-	+8 ↑
Cycling at night without lighting on your bicycle**	22%	-	-	-	-	-
Cycle after taking drugs or alcohol	19%	17%	16%	-	-	+2

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)

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%*

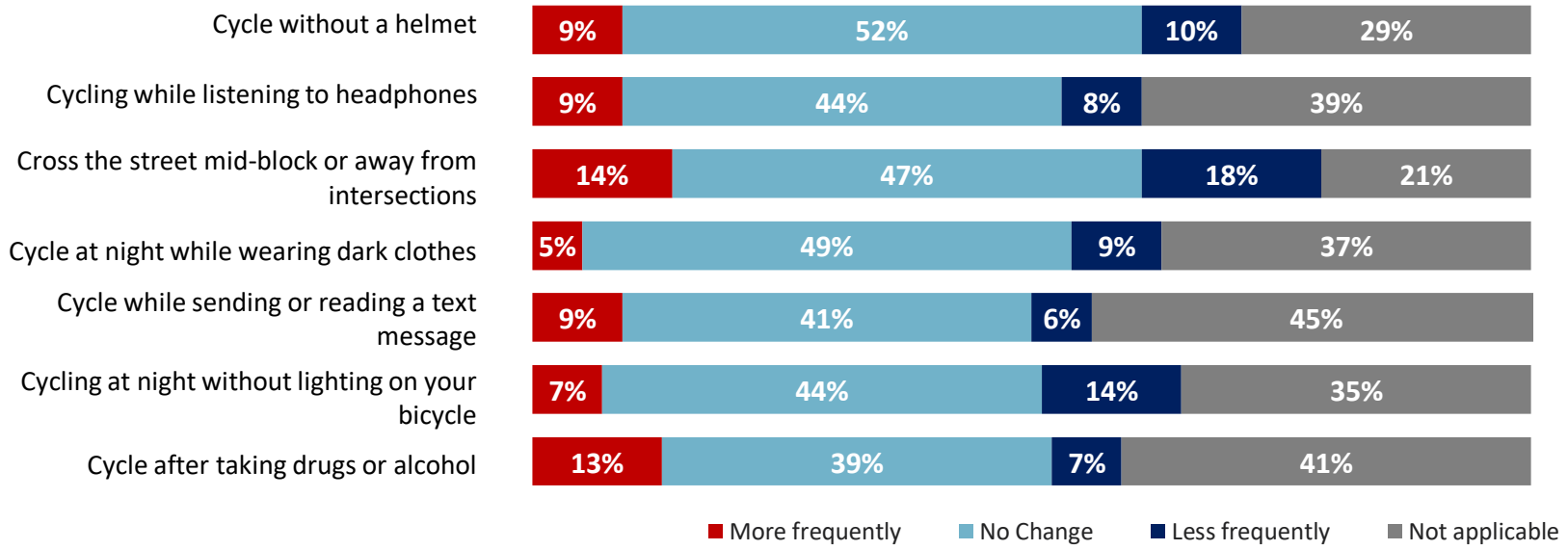
**Data from 2017*

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.



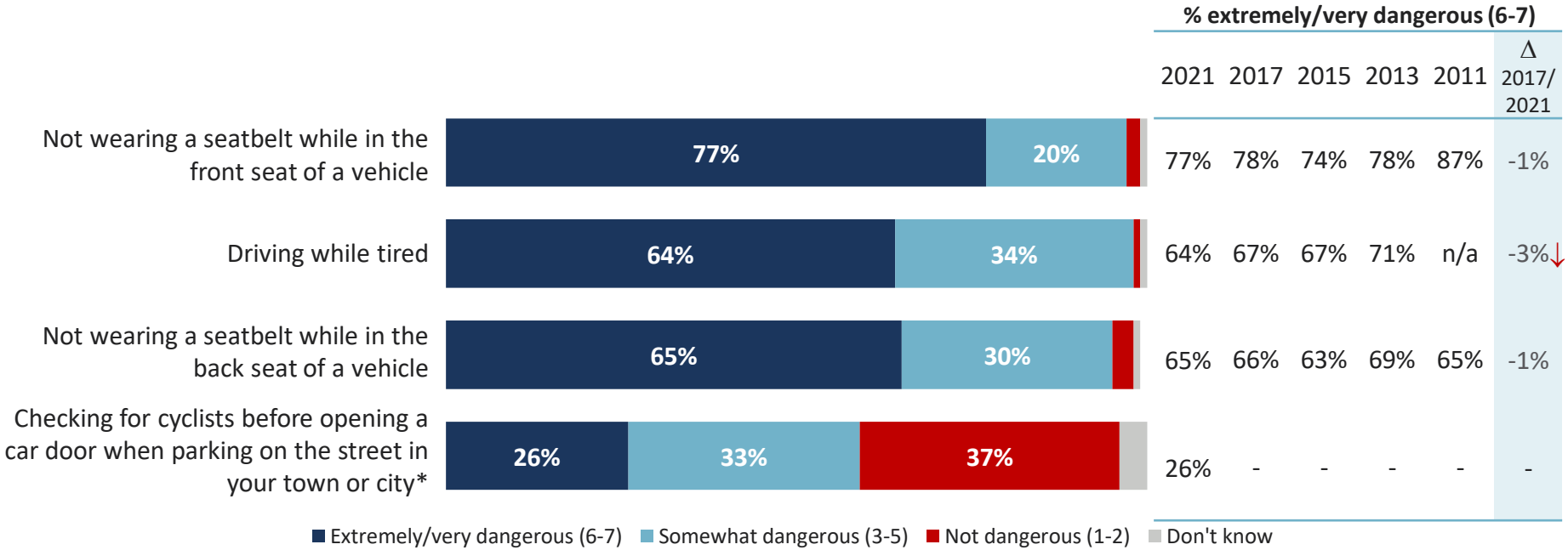
Q14. Would you say that you are now spending more, less, or the same amount of time doing the following compared with before the state of emergency in March 2020? *New question for 2021 Bases too small to show by sub-groups
Base: 2021 (n=119-129)

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.

Not dangerous (1-2)	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.

% Agree (5-7)					
2021	2017	2015	2013	2011	Δ 2017/ 2021
61%	61%	57%	56%	58%	0

Agree (5-7)

	TOTAL							
Driving around large vehicles such as tractor trailers on the highway makes me nervous	61% *61%*	53% *59%*	58% *59%*	**72%** *61%*	60% *61%*	62% *61%*	63% *62%*	↓56% *64%*

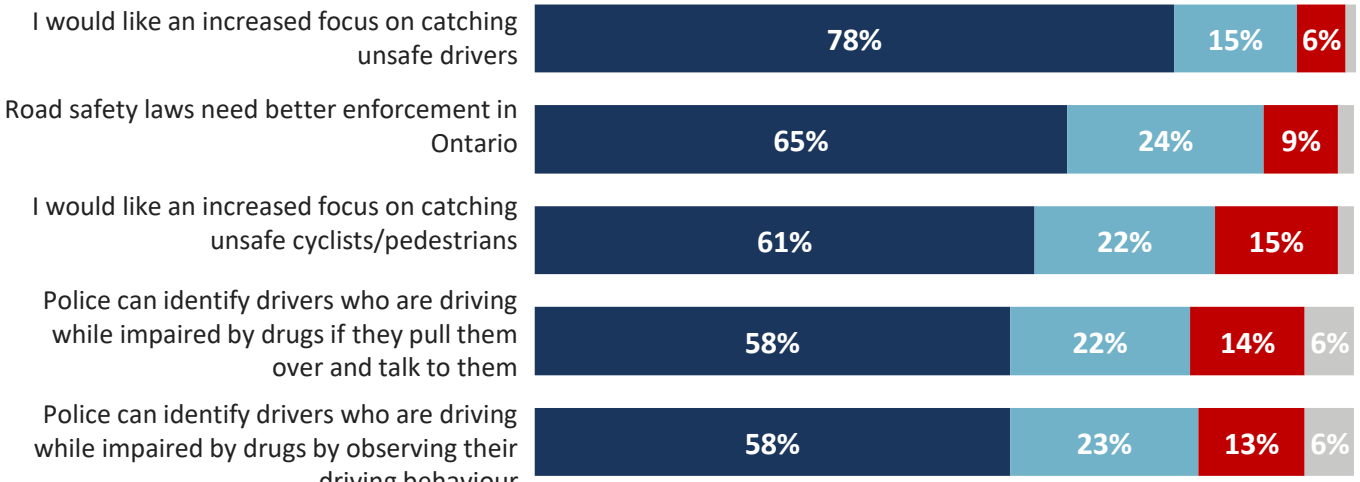
Data <3% not labeled

Green/Red Significantly Higher/Lower than Total
↑↓ Significantly Higher/Lower than 2017

Q16. To what extent do you agree or disagree with the following statements?
Base: All respondents 2021 (n=1314); 2017 (n=1305-1341); 2015 (n=1010); 2013 (n=1006); 2011 (n=1096)

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)					
	2021	2017	2015	2013	2011	Δ 2017/ 2021
I would like an increased focus on catching unsafe drivers	78%	84%	80%	-	-	-6↓
Road safety laws need better enforcement in Ontario	65%	69%	68%	-	-	-4↓
I would like an increased focus on catching unsafe cyclists/pedestrians	61%	64%	68%	-	-	-3↓
Police can identify drivers who are driving while impaired by drugs if they pull them over and talk to them	58%	59%	65%	-	-	-1
Police can identify drivers who are driving while impaired by drugs by observing their driving behaviour	58%	57%	64%	-	-	+1

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							
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)

Green/Red Significantly Higher/Lower than Total

ATTITUDES – ENFORCEMENT – BY TARGET (TRENDED)

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%*

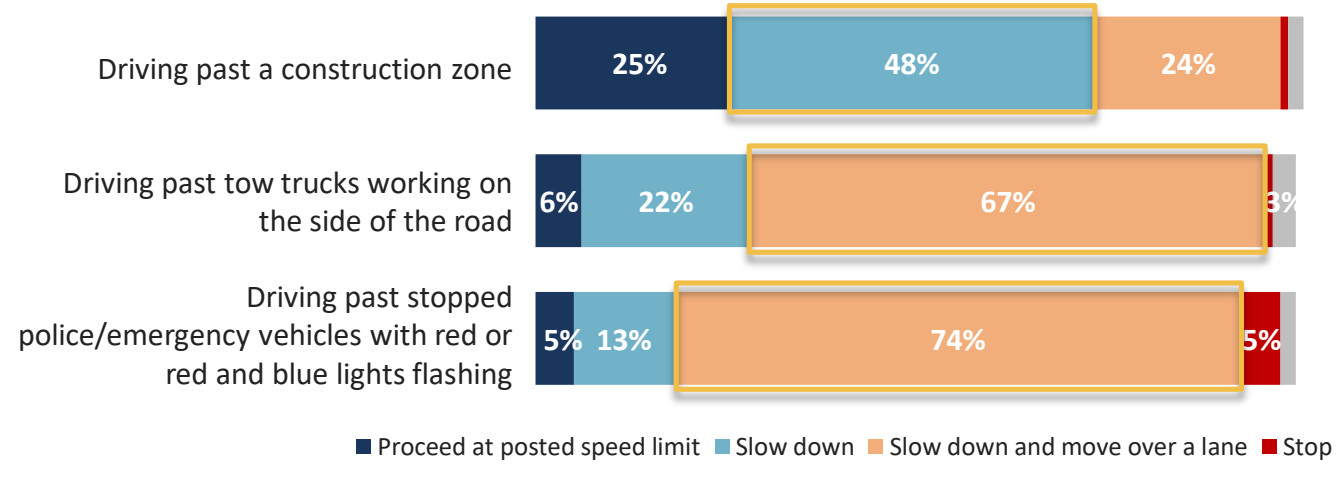
**Data from 2017*

↑↓ 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.



Correct Answer					
2021	2017	2015	2013	2011	Δ 2017/ 2021
48%	59%	58%	-	-	-11↓
67%	72%	64%	-	-	-5 ↓
74%	81%	72%	-	-	-7 ↓

Data 2% or less not labelled

↑↓ 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)

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*

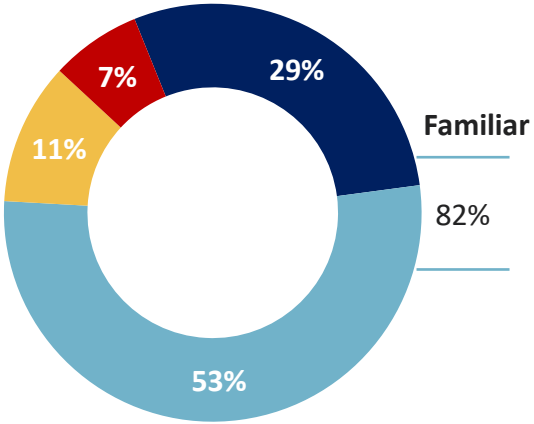
↑↓ Significantly Higher/Lower than 2017

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.



% familiar…

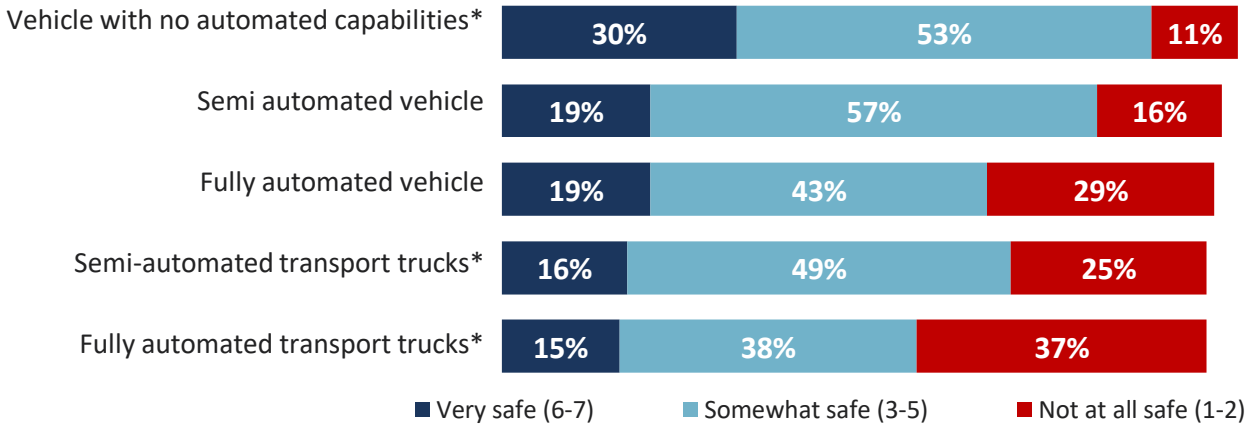
**Data from 2017*

Green/Red Significantly Higher/Lower than Total

Q26. How familiar are you with the term "automated vehicle"?
Base: All respondents 2021 (n=1199); 2017 (n=1431); 2015 (n=1010)

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

% very safe (6-7)					
2021	2017	2015	2013	2011	Δ 2017/ 2021
30%	-	-	-	-	-
19%	27%	25%	-	-	-8 ↓
19%	18%	16%	-	-	+1
16%	-	-	-	-	-
15%	-	-	-	-	-

↑↓ 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)

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.

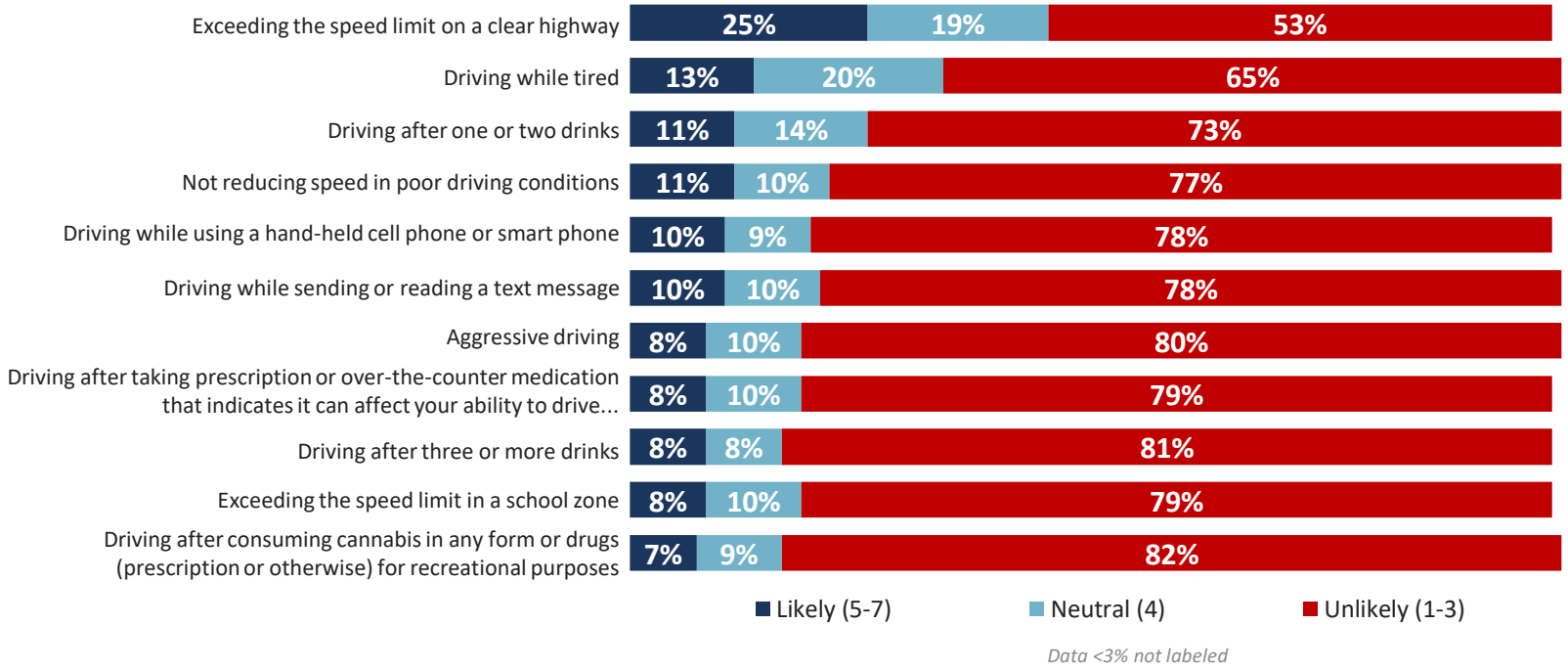
% rating vehicle as safe (6-7)	TOTAL							
Vehicle with no automated capabilities*	30%	29%	**40%**	22%	27%	29%	29%	35%
Semi automated vehicle	↓19% *27%*	18% *27%*	↓**14%** *26%*	**31%** *25%*	↓19% *28%*	↓19% *27%*	↓22% *30%*	**31%** *32%*
Fully automated vehicle	19% *18%*	↑**30%** *18%*	15% *12%*	↑27% *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

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

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%

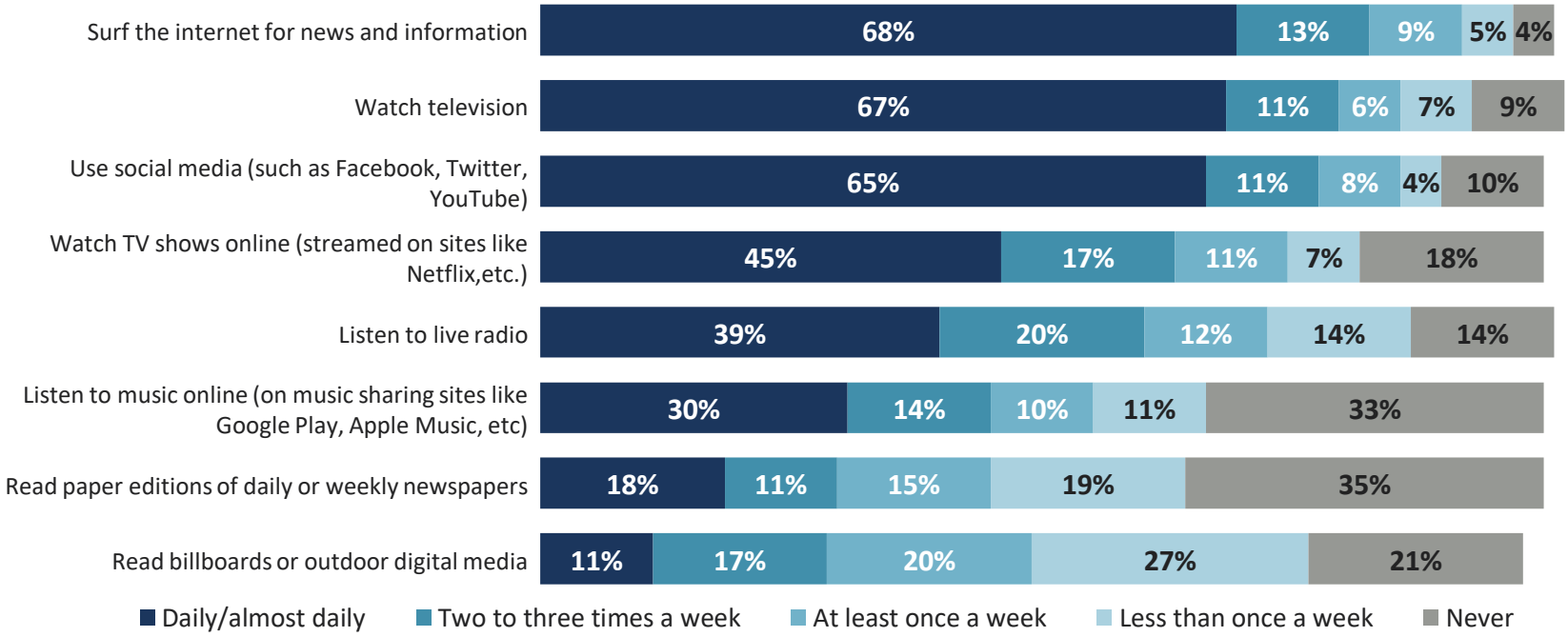
Green/Red Significantly Higher/Lower than Total

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)

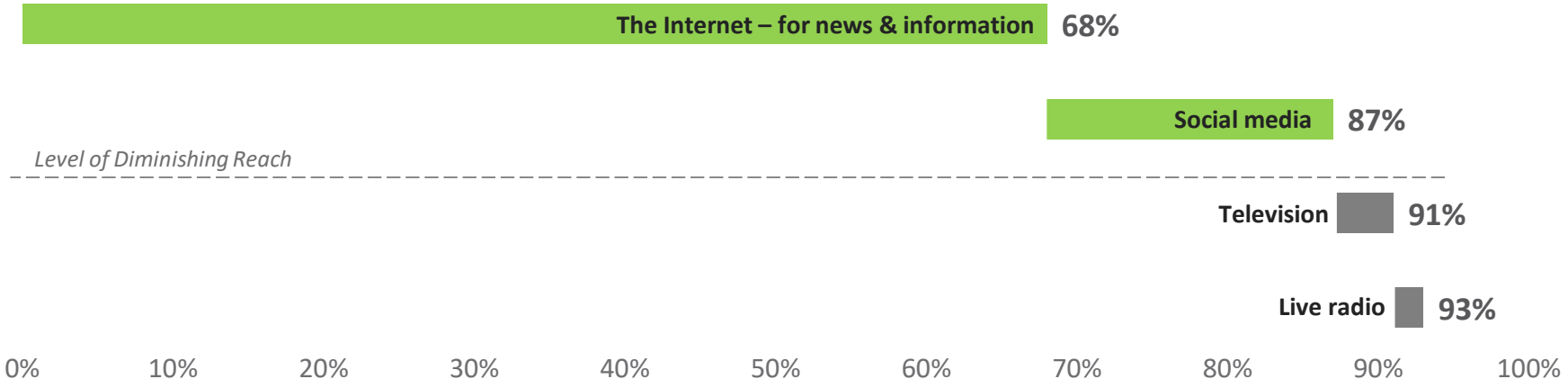
MEDIA CONSUMPTION – MAXIMIZING REACH

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%**

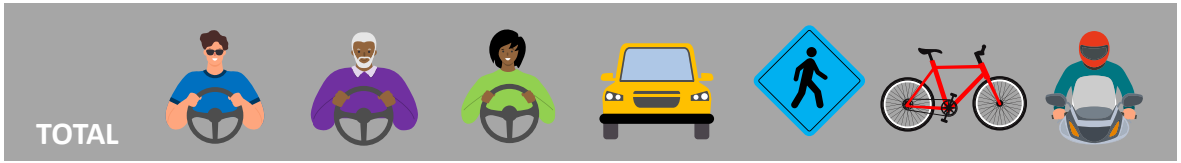
Q33. Last week, how frequently do you do each of the following?
Base: 2021 target segments

Green/Red Significantly Higher/Lower than Total

MEDIA CONSUMPTION – BY TARGET (TRENDED)

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							
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

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%

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

SAMPLE DETAILS

SAMPLE CHARACTERISTICS

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