
2010 Nova Scotia Road Safety Survey

Highlights Report

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**Nova Scotia Department of
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Introduction

This report presents the findings from the **2010 Nova Scotia Road Safety Survey** as prepared by Corporate Research Associates Inc. (CRA) on behalf of the Nova Scotia Department of Transportation and Infrastructure Renewal ('the Department'). Road safety is a priority of the Department, and the information collected in this survey will assist in the implementation and evaluation of road safety initiatives for Nova Scotia. This is the second Road Safety Survey conducted for the Department with the first baseline survey conducted in 2009. In 2009, the study was directed to Nova Scotia drivers only; in 2010, the study was expanded to include a Pedestrian, Cyclist and Crosswalk Safety section and as such, was directed to adult Nova Scotia residents 16 years of age or older.

From these two surveys, the Department seeks to track data with respect to knowledge, attitudes, and behaviours of Nova Scotian drivers regarding road safety, and to measure changes over time. The main objectives of the Nova Scotia Road Safety Survey were:

- To provide 2010 measures related to road safety issues and, as applicable, to compare to 2009 baseline measures;
- To provide information on driver knowledge, attitudes and behaviours on road safety issues and to measure changes in specific issues over time;
- To help identify road safety issues of importance to Nova Scotians;
- To examine knowledge, attitudes and behaviours related to pedestrian and cyclist road safety; and,
- To provide specific information to help in evaluating the impact of road safety initiatives over time.

In fulfillment of these objectives, a total of 1,443 telephone interviews were conducted with adult Nova Scotians from June 17 to July 16, 2010. Approximately 360 interviews were conducted in each of the Department's four districts (Eastern, Western, Central and Northern: see map below). Of that number approximately 300 in each district were conducted with drivers.

This report presents detailed findings, as well as conclusions drawn from this analysis. An executive summary of the findings is also included.

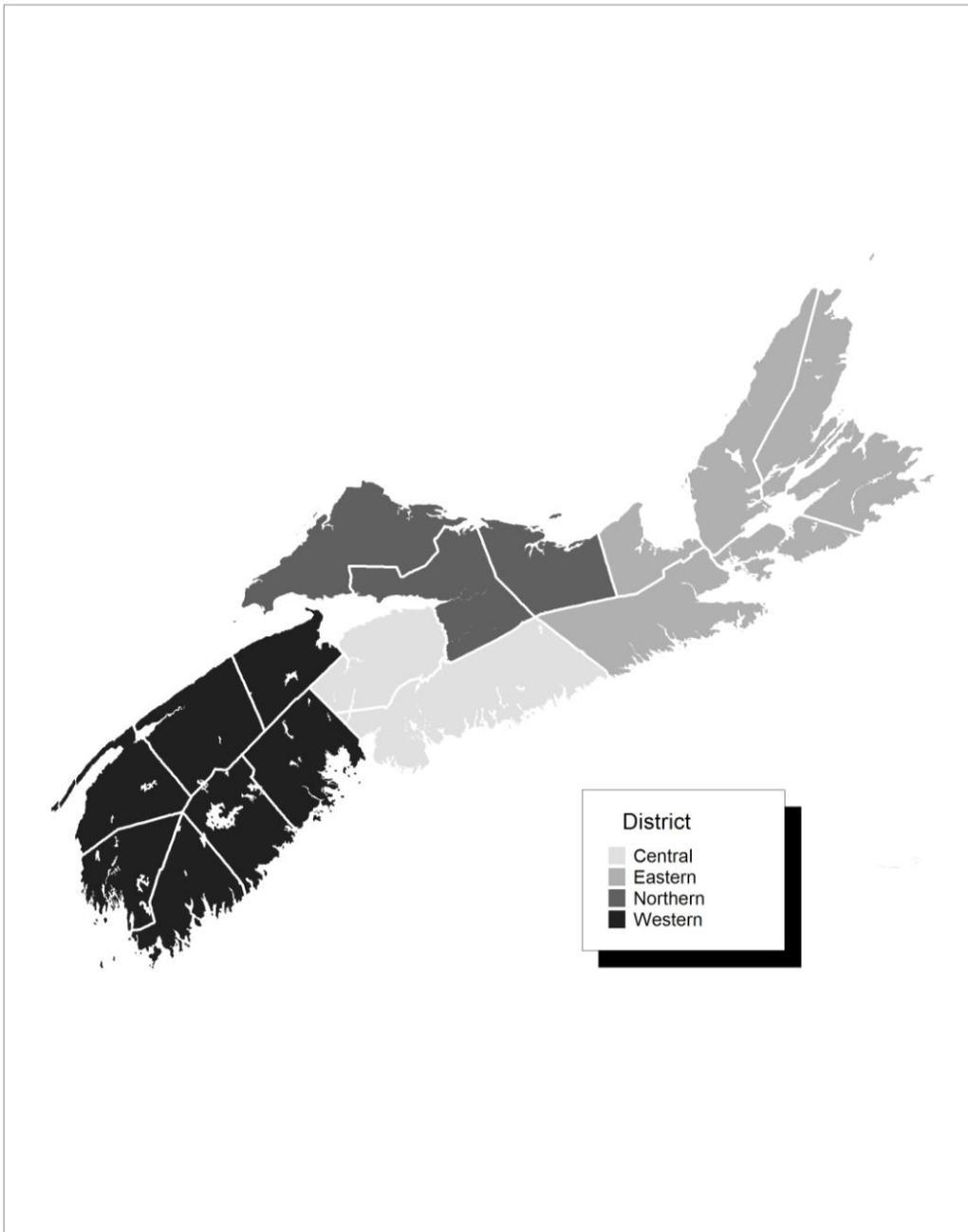
Throughout this report, only statistically significant differences among population subgroups or districts are discussed. In addition, as some subgroup characteristics are composed of many categories (for example, age is broken down into seven categories), and many categories may be statistically significant from other categories, only select subgroups are discussed in terms of statistical significance. These include:

- Broad age: 16 to 34 / 35+
- Gender: Male / Female
- District: Eastern / Western / Central / Northern
- Income adequacy: Lowest / Middle / Highest



District Breakdown

The map below indicates the four districts which are referenced throughout this report.



Executive Summary

Results for the **2010 Nova Scotia Road Safety Survey** identify as serious problems the same set of four top road safety issues identified in the 2009 of this study. Driving while distracted and driving while using a cell phone are deemed the most serious problems in 2010 by Nova Scotia drivers. As well, drinking and driving, and excessive speed are also identified by this survey as leading concerns.

Speeding continues to be the most common risky driving behaviour among Nova Scotia drivers and 'moderate speeding' continues to be a common practice on Nova Scotia roads. Utilizing smaller speeding increments in the 2010 study, it is evident that nearly all drivers exceed the posted speed limit often by 1 to 5 kilometres per hour, most by 6 to 10 kilometres per hour, and a small but notable minority by 11 to 15 kilometres per hour. Excessive frequent speeding at 16 to 30 kilometres per hour is not common and above 30 kilometres per hour is rare. That said, the incidence of speeding in the 16 to 34 age group is notably higher than the other age groups.

While drinking and driving is considered a serious road safety problem, it also is not always correctly understood by provincial drivers. In 2010 and 2009, the vast majority of Nova Scotia drivers report that in the month prior to the survey they have never driven after consuming alcohol. However, when asked the number of times they have driven within two hours of consuming any amount of alcohol, even a single beer, the incidence of reported drinking and driving increases. Indeed, one in four provincial drivers during that one month period did drink and drive within two hours. This again confirms a belief among drivers that driving within two hours of consuming a single drink does not constitute drinking and driving.

Distracted driving also constitutes both a top road safety issue and a risky driving behaviour. A majority or close to a majority of drivers admit they are subject to a number of driving distractions that range from interacting with passengers, adjusting vehicle controls, utilizing various electronic devices (radio/CD/cell phones/BlackBerries, etc.), to consuming food and/or beverages. Most drivers report multiple distractions over a month, and in the 2010 survey one in five had to brake or steer to avoid a crash caused by a driving distraction in the past year. Further, a majority of this group had multiple incidents in that year.

Pedestrian/cyclist and crosswalk safety issues were added to the 2010 study and it was determined that three in four Nova Scotia residents walk, run or jog along provincial roads. While Nova Scotia residents express a generally open attitude toward use of provincial roads for all and not just for cars, there are at the same time concerns for the safety of pedestrians and cyclists who use these roads. A majority of residents say these individuals may be at risk when they fail to take the appropriate safety precautions such as obeying the rules of the road and wearing reflective clothing to increase their visibility. Although one-half of residents believe drivers are on the lookout for these pedestrians/cyclists, they express concern that they are difficult to see in traffic. In assessing the actual danger, one in ten drivers report having had a collision or close call with a pedestrian in the past year, although a majority of drivers report they regularly observe proper driving behaviours at crosswalks. In contrast, close to one in five pedestrians report being hit or having a close call with a vehicle in the past year, even though they too believe they are for the most part employing safe street crossing practices.



Conclusions

The following conclusions are drawn from the detailed analysis of the study's findings:

Distractions, cell phone usage, drinking and driving, and speeding continue to be considered the most serious road safety problems in Nova Scotia.

In 2010, when asked to assess the seriousness of certain road safety issues, the same set of four problems emerged as in 2009: driver distractions, cell phone use, drinking and driving, and speeding.

Speeding continues to be the most common risky behaviour, and younger Nova Scotia drivers are more likely to undertake risky behaviours.

As in 2009, only a limited number of Nova Scotia drivers frequently participate in risky driving activities. Younger drivers continue to be generally more prone than older drivers to undertake risky behaviours. In terms of incidence, driving well over the posted speed limit tops the list of risky activities. Young men 16 to 34 years of age are most likely to often speed, followed by young women 16 to 34.

The majority of drivers consider a valid driver's license important, are speed-conscious, and find drinking and driving a concern.

In both 2009 and 2010, most Nova Scotia drivers demonstrate a responsible attitude toward driving. The vast majority regard a driver's license as important to maintain. Most drivers tend to respect speed limits, even when not under surveillance, and most consider a speeding ticket a "big deal." As well, close to a majority consider drinking and driving not less of a problem now than it used to be, and very nearly all drivers would have an issue getting into a car with a drinking driver.

Generally, Nova Scotians are driving safely in winter conditions; however, many do admit to having driven when conditions were unsafe.

As in 2009, Nova Scotia drivers continue to exhibit responsible behaviour during the previous winter season, with the majority clearing snow for visibility from windows, mirrors, headlights, tail lights; and removing snow from the vehicle roof; and never driving too fast for the conditions. On the other hand, a majority have driven at least once during the past winter season when conditions were unsafe to do so. Younger drivers are more likely to often risk driving during such unsafe winter conditions.

The majority of Nova Scotia drivers engage in activities that could distract them when driving.

While drivers can be involved in a number of distracting activities, a majority of drivers in 2009 and 2010 are most likely to have been distracted by interactions with adult or child passengers. Other key distractions include adjusting vehicle controls and audio systems, looking at something outside the vehicle, or eating or drinking. Notably, distractions tend to be multiple with most drivers having been



distracted by four or more activities during the one month period, and in contrast, virtually no drivers could say they had had no distractions while driving during that period.

As a result of distractions over the past year, a number of Nova Scotia drivers report in 2010 having had to employ techniques – braking or steering – to avoid a crash. Most of those who have had to avoid a crash have actually had multiple incidents like this during the period under examination.

Driver fatigue occurs in Nova Scotia.

A small percentage of Nova Scotia drivers had often driven when overtired, as measured in the month preceding the survey. This is more common among younger drivers aged 16 to 34 years than among older drivers. As well in 2009 and 2010, during that one month period, a small percentage of drivers had at least once actually fallen asleep or dozed off while at the wheel of a vehicle.

Driving a few kilometres per hour over the speed limit is common in Nova Scotia.

In 2010, very nearly all Nova Scotia drivers have at least once in the last month exceeded the posted speed limit by 1 to 5 kilometres per hour, a sizeable majority by 6 to 10 kilometres, and fewer by 11 to 15 kilometres per hour. Very few speed more than 15 kilometres per hour above the speed limit. Thus the incidence of speeding declines as the number of kilometres over the speed limit increases. In addition, the incidence of frequent speeding decreases as the age of the driver increases. At each speeding increment of 5 kilometres per hour up to 15 kilometres per hour, the incidence of frequent speeding declines as the driver's age increases. Excessive frequent speeding above 15 kilometres per hour is not common overall, but notably higher in the 16 to 34 age group than other age groups.

Younger male drivers are more likely to drink and drive as compared to other drivers.

In the month prior to the survey, one in four Nova Scotia drivers, up slightly from 2009, have driven a vehicle within two hours of drinking some amount of alcohol. This behaviour is more common among young men aged 16 to 34 than among other drivers. The majority of those who report driving after drinking have consumed only one drink. As well, the majority of those who are drinking and driving within two hours state that they are very confident that they could maintain control of their vehicle, nevertheless, the level of confidence dipped somewhat in 2010. While the majority of drivers who report driving after drinking in the month prior to the survey do not consider that they were over the legal limit, a small percentage of drivers do think that on at least one occasion they were over the drinking limit when behind the wheel.

In general, Nova Scotia roads are regarded to be for the use of all; however, there are concerns for the safety of the pedestrians and cyclists who use the roads.

The sentiment of most Nova Scotians is that roads are public spaces and not just meant to be for the use of cars. Concern exists for the safety of both cyclists and pedestrians who use the roads. There is also divided opinion as to the ultimate responsibility in these relationships in the event of a car/pedestrian collision.



Pedestrian use of roads in Nova Scotia is common and while walkers, runners, and joggers regularly face oncoming traffic, few use special clothing to improve their visibility and safety.

More than three in four adult Nova Scotia residents walk, run, or jog along the province's roads. These walkers, runners, and joggers do implement some safety measures to augment their visibility. Most often they occupy the side of the road facing oncoming traffic with more than two in three often ensuring they move against the flow of the traffic. On the other hand, relatively few often use clothing to enhance their visibility, and pedestrians are slightly more likely to often use bright coloured clothing or regular clothing that just happens to be fluorescent /reflective. Very few regularly wear reflective clothing, reflective tape, or lights attached to their clothing.

Many consider pedestrians and cyclists who use provincial roads to be putting themselves at risk by failing to obey the rules of the road, and not wearing reflective clothing to enhance their visibility.

In considering pedestrian and cyclist traffic behaviours, many Nova Scotia residents agree non-vehicle road users are at risk when they do not obey the rules of the road. A solid majority of residents also agree that these same groups are putting themselves at risk by not wearing reflective clothing. Corroborating this opinion is the fact that one in two residents consider that drivers are on the lookout for pedestrians, while at the same time expressing concern that pedestrians are difficult to see.

A small minority of drivers report collisions or close calls with pedestrians in the past year, and most say they regularly observe proper driving behaviours at crosswalks.

One in ten drivers confirm they have had a collision or close call with a pedestrian. In addition to this, drivers point to proper crosswalk behaviours they regularly employ. A solid majority of drivers regularly observe such actions as stopping for overhead flashing crosswalk signals, ensuring their parked vehicle is not blocking sidewalks or crosswalks, and waiting for pedestrians to fully cross before turning. As well, a majority of drivers also rarely or never fail to stop for pedestrians at intersections, fail to check for pedestrians before proceeding on a green light, or pull into a crosswalk when waiting to make a right turn.

A sizeable number of pedestrians have been hit or have come close to being hit by a vehicle in the past year, and most believe they employ safe street-crossing practices.

A noteworthy percentage of pedestrians, one in five, report either being hit by or having a close encounter with a motor vehicle in the past year. In the crosswalk, nearly all pedestrians report that they regularly look for cars before crossing the road. Most also regularly ensure that crosswalk signals indicate it is safe to cross, and also often make eye contact with drivers before crossing. Moreover, most rarely or never start crossing when the signal changes before checking for cars, begin crossing when the "don't walk" signal is blinking, or use electronic devices when crossing. Nearly all pedestrians at least once in the past year have crossed a road where no marked crosswalk existed, although this does not take into account unmarked crosswalks and rural areas where crosswalks do not exist.



Detailed Analysis

Road Safety Issue Identification

Distractions, cell phone usage, drinking, and speeding continue to be considered the most serious road safety problems in Nova Scotia.

Nova Scotia drivers were asked to rate a list of issues. Of the ten issues under consideration, approximately seven in ten drivers rate distracted drivers, driving while using a cell phone, drinking drivers, and excessive speed as *serious problems* ('5' or '4' rating on a 5-point scale). Furthermore, just less than one-half consider street racing and drivers who run red lights as *serious problems*. Results are fairly similar between 2009 and 2010, with only some small shifts as noted in Figure 1.

Figure 1 Seriousness of Road Safety Issues (‘4’ or ‘5’ on a 5-Point Scale Where ‘1’ is Not a Problem At All and ‘5’ is An Extremely Serious Problem)		
Issue	2009 Overall	2010 Overall
Distracted drivers	68%	74%↑
Driving while using cell phones, either hand-held or hands-free	67%	73%↑
Drinking drivers	69%	70%
Excessive speeding	68%	67%
Street racing	49%	46%↓
Drivers who run red lights	47%	46%
Children who are not properly secured in child safety seats	44%	44%
Drowsy drivers	44%	43%
Older drivers	29%	28%
Young drivers	22%	24%

Note: ↑ indicates an increase over 2009, while ↓ indicates a decrease from 2009.

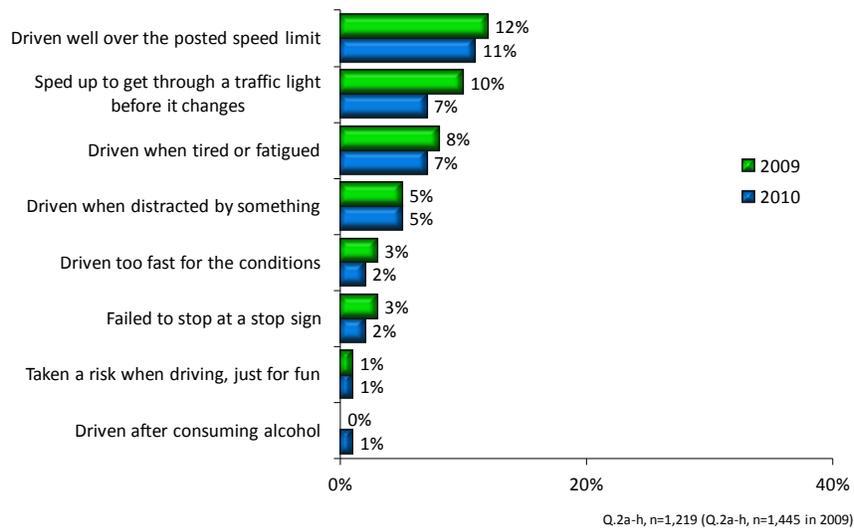
Road Safety Issue Behaviour

Speeding continues to be the most common risky behaviour, and younger Nova Scotia drivers are more likely to undertake risky behaviours.

Nova Scotia drivers were asked to identify how often they have undertaken certain activities during the month prior to the survey. There has been little change from 2009 results with very few indicating they often undertake the activities under consideration. The most notable activity is the one in ten drivers who have *often* ('5' or '4' on a 5-point scale) driven well over the posted speed limit in the month prior to the survey. Drivers are most likely to report they have *never* driven after consuming alcohol or that they have *never* taken a risk while driving just for fun.



Figure 2
Frequency of Activities in the Past Month
 4 or 5 on a 5-Point Scale Where 1 is Never and 5 is Very Often



Behaviour Analysis by Age

As was the case in 2009, younger drivers (aged 16 to 34) tend to undertake risky behaviour while driving somewhat more often than older drivers. Approximately two in ten younger drivers have *often* driven well over the posted speed limit in the month prior to the survey, which is almost twice the rate of those older. Close to two in ten younger drivers have *often* driven when tired, and again, this age group are far more likely than those older to do so. More than one in ten younger males have often sped up to get through a traffic light before it changes, while somewhat fewer younger females have done likewise, and very few of those 35 years of age or older have done so. One activity that young females participate more frequently in is driving while distracted. Close to two in ten younger females have often driven when distracted, compared with notably fewer similarly aged males or older residents. Further, the prevalence of this behaviour among younger females has increased since 2009.

Figure 3
Frequency of Activities in the Past Month (2009)
 4 or 5 on a 5-Point Scale Where 1 is Never and 5 is Very Often

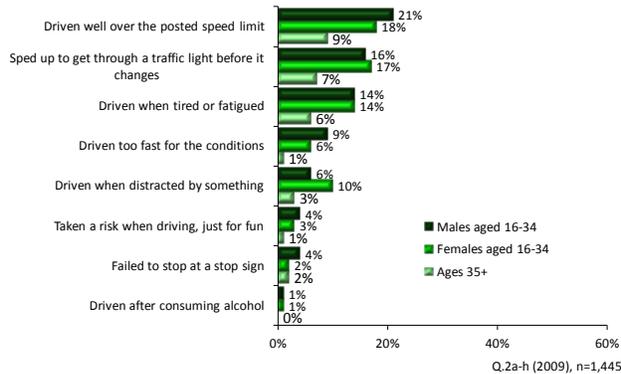
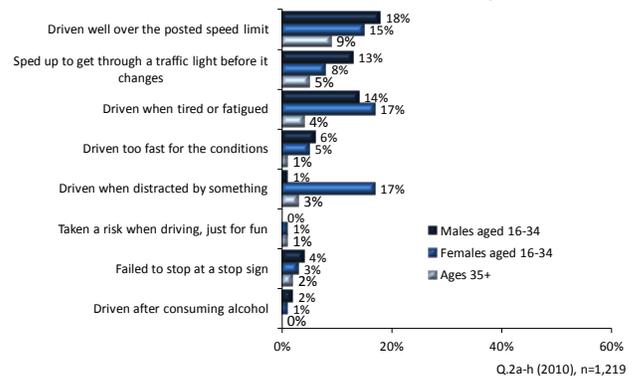


Figure 3
Frequency of Activities in the Past Month (2010)
 4 or 5 on a 5-Point Scale Where 1 is Never and 5 is Very Often

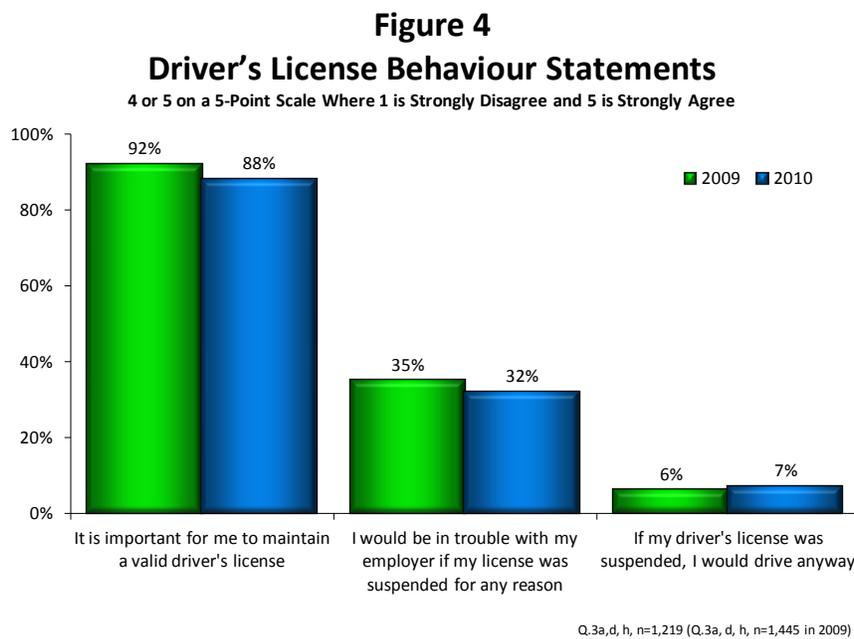


Behaviour Statements

The majority of drivers consider a valid driver's license important, are speed-conscious, and find drinking and driving a concern.

Driver's License

The vast majority of Nova Scotia drivers continue to find it important to maintain a valid driver's license. Drivers continue to be divided about the importance of a driver's license to their employment. A good number *strongly agree* (that is, a '5' on a 5-point scale) that they would be in trouble with their employer if their license was suspended for any reason (26%), however, a good number also *strongly disagree* ('1' on a 5-point scale) (33%). Few Nova Scotia drivers *agree* they would continue driving if their license were suspended.



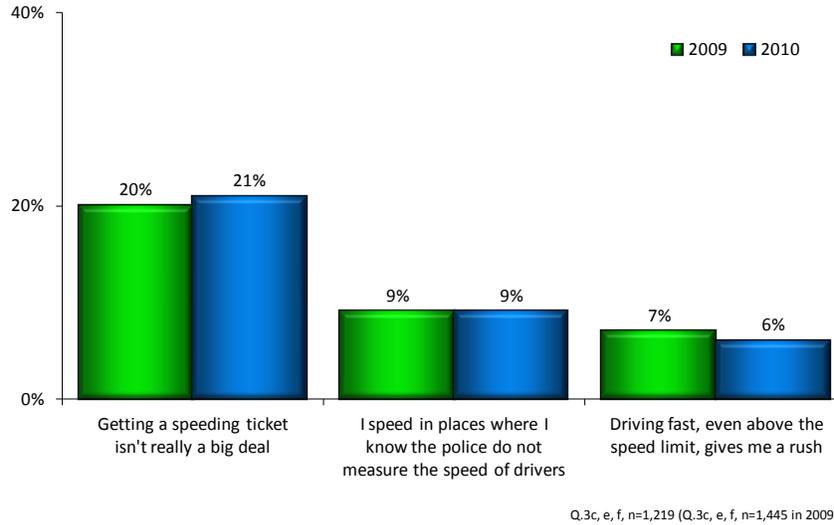
Speeding

As in 2009, few Nova Scotia drivers *agree* that driving fast, even above the speed limit, gives them a rush. In fact, the vast majority *strongly disagree* ('1' on a 5-point scale) with this statement (78%). Those over the age of 35 are more likely to *strongly disagree* (82%) compared with those 16 to 34 years of age (69%). Few drivers *agree* they speed in places where police do not measure the speed of drivers, and two in three continue to *strongly disagree* that this is the case (64%). Considered by age, there is a notable difference in strong disagreement, but little difference in strong agreement. Those 35 years of age or older (69%) are far more likely to *strongly disagree* with this statement than those 16 to 34 years of age (48%). Two in ten Nova Scotia drivers *agree* getting a speeding ticket is not a big deal, and the majority *disagree* ('1' or '2' on a 5-point scale) with this statement (68%). Older Nova Scotia drivers are more likely to consider a speeding ticket a non-issue, with those 35 years of age or older are more likely to *strongly agree* (16%), as compared to those aged 16 to 34 (11%).



Figure 5
Speeding Behaviour Statements

4 or 5 on a 5-Point Scale Where 1 is Strongly Disagree and 5 is Strongly Agree

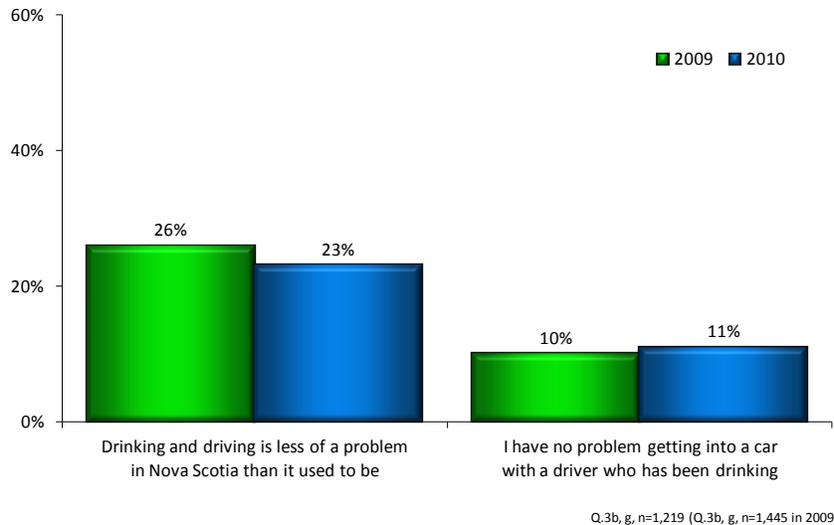


Drinking and Driving

One in four drivers *agree* drinking and driving is less of a problem in the province than it used to be; more (34%) tend to *strongly disagree* ('1' on a 5-point scale). The majority of residents do not want to get into a car with a driver who has been drinking, although one in ten *agree* they do not have a problem with this situation.

Figure 6
Drinking and Driving Behaviour Statements

4 or 5 on a 5-Point Scale Where 1 is Strongly Disagree and 5 is Strongly Agree



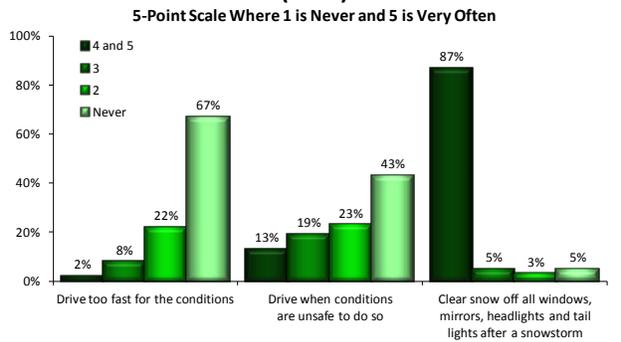
Winter Driving

Generally, Nova Scotians are driving safely in winter conditions; however, many do admit to having driven when conditions were unsafe.

A small majority of Nova Scotia drivers *never* drive too fast for winter road conditions, while in contrast, only a small number admit they have *very often* driven too fast for conditions during the past winter season. Younger drivers 16 to 34 years (52%) are more likely than older drivers (32%) to have driven too fast for winter road conditions *at least once* during the past winter season. However, among younger drivers (16 to 34 years of age), males (61%) are notably more likely to exhibit this behaviour than females (44%). In addition, women generally are more likely to indicate they *never* drive too fast for the conditions (72%), compared with men (50%).

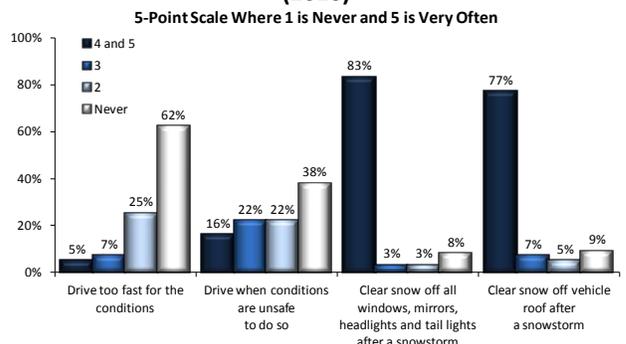
A small majority of Nova Scotia drivers have driven *at least once* in conditions that were unsafe to do so, such as during a snowstorm or a blizzard. Women are more likely to state they *never* drive in unsafe conditions (47%), compared with men (28%). Nearly all Nova Scotia drivers have cleared snow off all windows, mirrors, head lights, and tail lights after a snowstorm *at least once* during the past winter. Most Nova Scotia drivers clear snow off vehicle roofs *often* a snowstorm, albeit to a slightly lesser degree than they clear snow for visibility purposes – i.e., windows, mirrors, vehicle lighting.

Figure 7
Frequency of Activities During the Past Winter Season (2009)



Q.4a-c (2009), n=1,445

Figure 7
Frequency of Activities During the Past Winter Season (2010)



Q.4a-c (2010), n=1,219

During the past winter season, most Nova Scotia drivers (79%) had four winter tires on their vehicles, although more than one in ten (13%) did not have any winter tires installed or used all season tires. A small majority of Nova Scotia drivers (55%) carried an emergency kit in their vehicle during the past winter season.

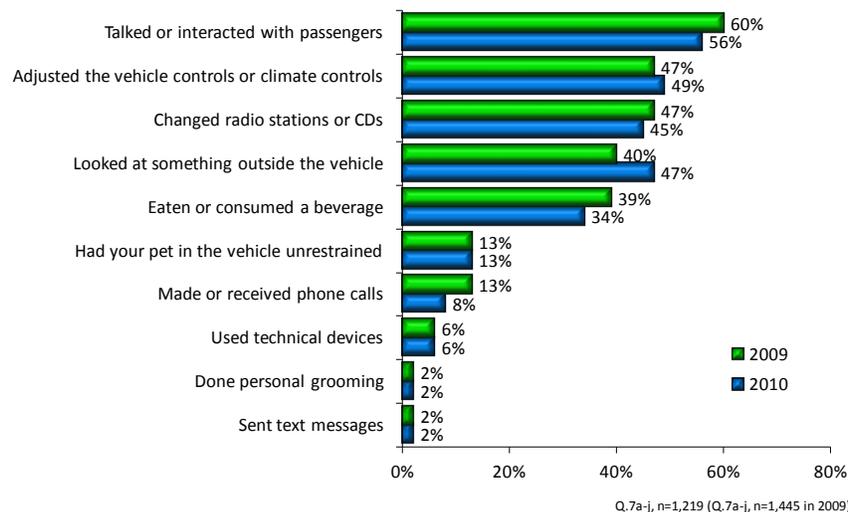


Distracted Driving

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

Drivers admit to engaging in a number of common distractions, and the vast majority of Nova Scotia drivers (80% in both years) have at least once undertaken four or more of these ten activities in the month prior to the survey. Specifically, a slight majority *often* talked or interacted with adult or child passengers while driving in the month prior to the survey. Just under one-half *often* adjusted the vehicle controls or climate controls, and a similar number *often* changed radio stations/CDs. Likewise, just under one-half *often* looked at something outside the vehicle. One-third of drivers have *often* eaten or consumed a beverage. About one in ten admit to *often* having a pet in their vehicle unrestrained or to making or receiving phone calls. Very few have *often* used technical devices like BlackBerries/pagers/iPods, sent a text message), or have undertaken personal grooming.

Figure 8
Distracted Driving Behaviours
 4 or 5 on a 5-Point Scale Where 1 is Never and 5 is Very Often



Avoiding a Crash

Over the year¹ prior to the survey, one in five Nova Scotia drivers had to either apply the brakes or had to steer to avoid being in a crash because they were distracted by something inside or outside of their vehicle. In 2010, among those who in the past year had to take avoidance action in order to escape a collision after being distracted, most had this happen more than once.

¹ Note: Activity period for Questions 8a and 8b in 2010 – “in the past year” – differed from Questions 8a and 8b in 2009 – “in the past month”.



Had to Brake or Steer to Avoid Being in a Crash Because of Being Distracted by Something Inside or Outside the Vehicle (2010)

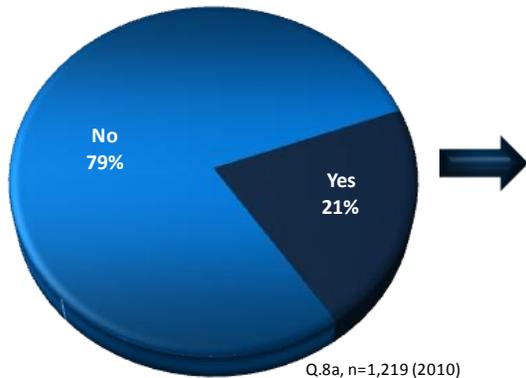
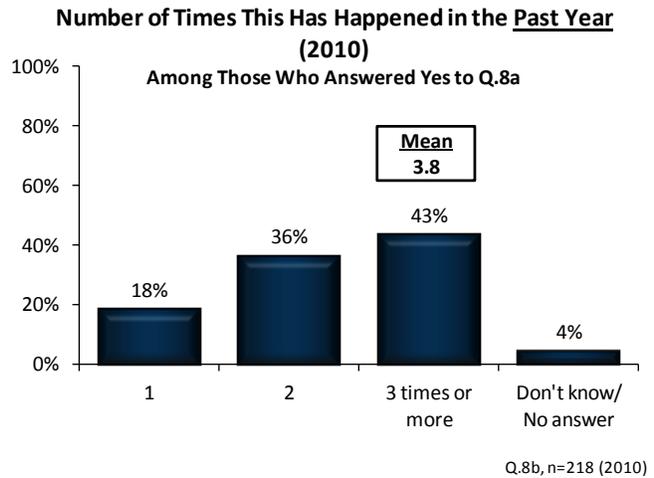


Figure 9

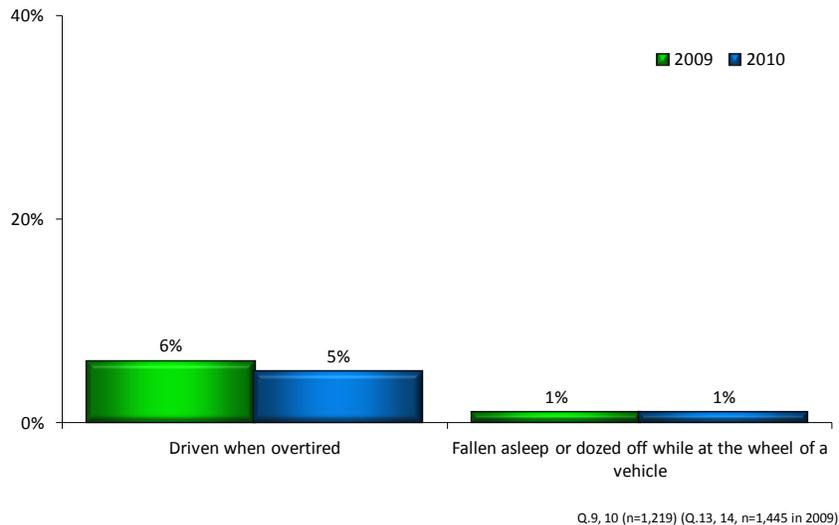


Fatigue

Driver fatigue occurs in Nova Scotia.

Some Nova Scotians are driving while overtired. In fact, one in twenty Nova Scotia drivers had *often* ('5' or '4' on a 5-point scale) in the month prior to the survey driven in that state. This is more common among younger drivers (12%) compared to those over 35 years of age (2%). In the month prior to the survey, one percent of all drivers had *often* fallen asleep or dozed off while at the wheel of a vehicle. Additionally, of the driver population, two percent offer a rating other than *never* in this regard, suggesting a small but noteworthy percentage of drivers have fallen asleep or dozed off while at the wheel of a vehicle at least once in the month prior to the survey.

Figure 10
Fatigue Behaviours in the Past Month
4 or 5 on a 5-Point Scale Where 1 is Never and 5 is Very Often



Speeding

Driving a few kilometres per hour over the speed limit is common in Nova Scotia.

To allow for a closer examination of driver speeding behaviours in 2010, the speeding segments examined were changed to include smaller increments than those included in the 2009 questionnaire. Nearly all Nova Scotia drivers *at least once* in the month prior to the survey exceeded the posted speed limit by 1 to 5 kilometres per hour, and a sizeable majority had exceeded it by 6 to 10 kilometres per hour. One in ten has exceeded it by 16 to 30 kilometres per hour, while 3 percent exceeded it by over 30 kilometres per hour. As the *level* of speeding increases, the *incidence* of speeding declines. Excessive speeding – speeding beyond 15 kilometres per hour – while less common overall, is notably prevalent in the 16 to 34 age group (22%).

Figure 11
Frequency of Driving Over the Posted Speed Limit in Past Month
(Among Those Who Have Driven a Motor Vehicle in the Past Year)

Frequency of Speeding	1 to 5 km/hr % (n=1219)	6 to 10 km/hr % (n=1219)	11 to 15 km/hr % (n=1219)	16 to 30 km/hr % (n=1219)	31+ km/hr % (n=1219)
5 – Very often	31	17	3	0	0
4	18	12	4	1	0
3	23	19	8	2	0
2	17	20	19	8	3
<i>Total exceeding posted speed limit</i>	89%	68%	34%	11%	3%
1 – Never	11	31	65	89	96

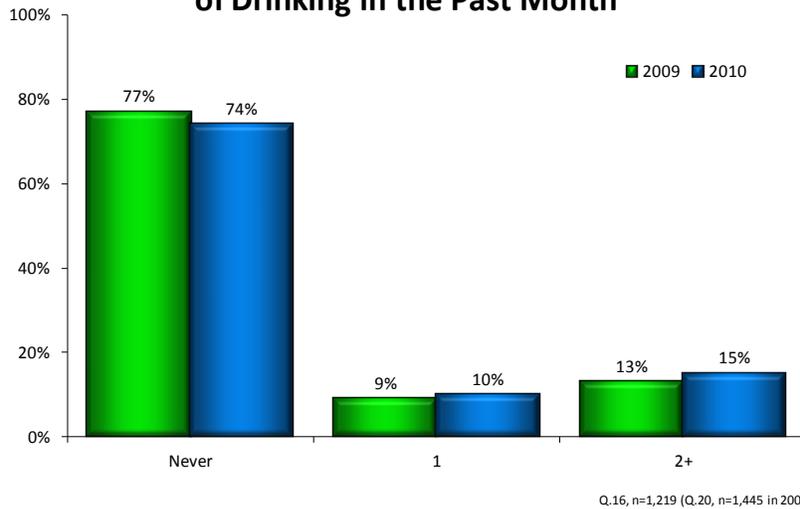
Impaired Driving

Younger male drivers are more likely to drink and drive as compared to other drivers.

As in 2009, most Nova Scotia drivers in 2010 are not driving after drinking, but a notable group continue to do so. In the month prior to the survey, one in four Nova Scotia drivers have in the past month driven a motor vehicle within two hours after drinking some amount of alcohol. Three in four drivers report *never* having driven after drinking during the month prior to the survey. Again in 2010, males 16 to 34 (41%) are more likely to drink and drive (offering a response other than *never*), as compared with other drivers (22%). When driving within two hours of drinking in the past year, a small percentage of drivers, both in 2009 (23%) and 2010 (14%), believe they were over the legal limit at least once.

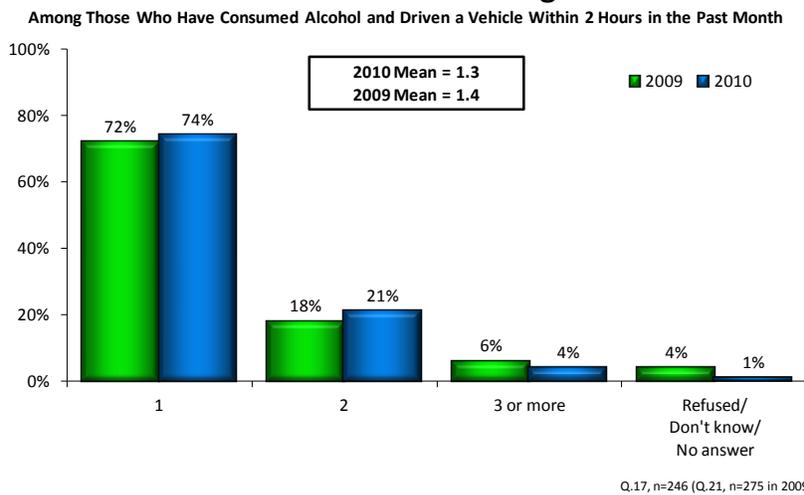


Figure 12
Number of Times Driven Within 2 Hours of Drinking in the Past Month



Drinking before driving usually involves one drink, with the majority of those who report driving after drinking only consumed one drink prior to driving.

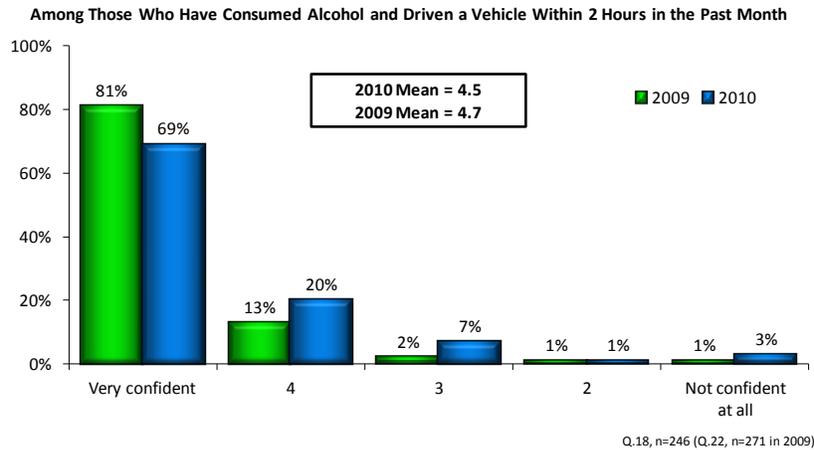
Figure 13
How Many Drinks Did You Have the Last Time You Drove Within 2 Hours of Consuming Alcohol



While the majority of drivers who consumed alcohol and drove within two hours report they were *very confident* ('5' on a 5-point scale) they were capable of maintaining control of their vehicle, somewhat fewer felt that way in 2010 than in 2009. In both years, only a small percentage was *not confident* ('1' or '2' on a 5-point scale).



Figure 14
Confidence in Capability of Maintaining Control of Vehicle the Last Time You Drove Within 2 Hours of Consuming Alcohol

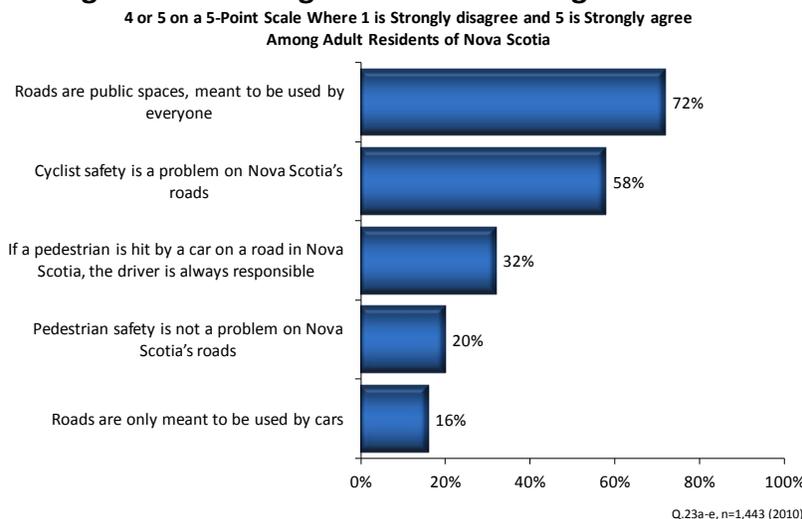


Pedestrian, Cyclist, and Crosswalk Safety

In general, Nova Scotia roads are regarded to be for the use of all; however, there are concerns for the safety of the pedestrians and cyclists who use the roads.

Overall, a majority *agree* that roads are public spaces meant to be used by everyone and conversely, few *agree* that roads are only for car use. There are safety concerns regarding Nova Scotia's roads. Specifically, more than one-half of Nova Scotia residents *agree* that cyclist safety is a problem on Nova Scotia roads and, as well, only two in ten *agree* that pedestrian safety is not a problem. Finally, opinions are mixed regarding whether the driver is always responsible if a pedestrian is hit by a car on a road in Nova Scotia.

Figure 15
Agreement Rating With the Following Statements

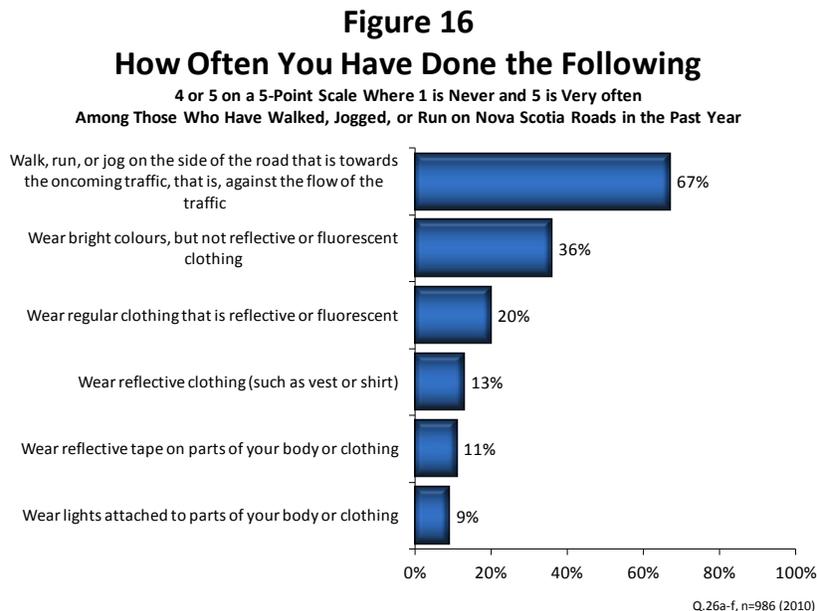


Pedestrian Safety Measures

Pedestrian use of roads in Nova Scotia is common and while walkers, runners, and joggers regularly face oncoming traffic, few use special clothing to improve their visibility and safety.

In the past year, most (74%) Nova Scotia residents have walked, run, or jogged along a road in the province. Slightly fewer (66%) have also walked, run, or jogged on its paths or trails.

Nova Scotia walkers/runners/joggers do, to some degree, take certain safety measures that ensure their visibility, but the measures that do not require special clothing or equipment are taken most often. Most notably, two in three Nova Scotians who have walked, run, or jogged along a provincial road in the past year *often* did so facing oncoming traffic. Fewer *often* wear their regular clothing in bright colours or their regular clothing that happens to be reflective/ fluorescent for these activities. Very few, approximately one in ten, *often* make the special effort to have and wear reflective clothing, reflective clothing tape, or lights attached to clothing.



Attitudes toward Pedestrian and Cyclist Traffic Behaviour

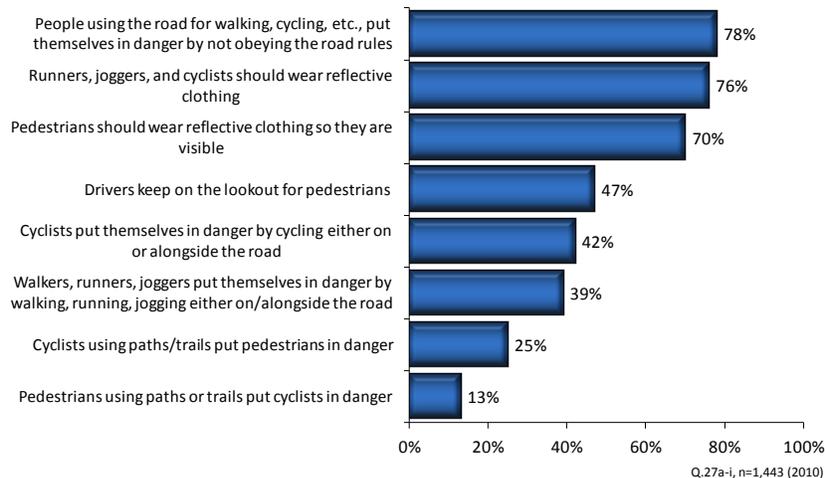
Many consider pedestrians and cyclists who use provincial roads to be putting themselves at risk by failing to obey the rules of the road, and not wearing reflective clothing to enhance their visibility.

A solid majority of Nova Scotians *agree* that walkers, runners, joggers, and cyclists put themselves at risk by not obeying the rules of the road and that they should be wearing reflective clothing to make themselves visible. Close to one-half *agree* that drivers do keep on the lookout for pedestrians but also, that these same pedestrians are difficult to see in traffic. Somewhat fewer *agree* that the proximity to the roadside of cyclists and of walkers, runners, and joggers constitutes a danger. Far fewer *agree* that the mutual use of paths and trails by cyclists and pedestrians put the other group at risk.



Figure 17
Agreement Ratings With the Following Statements

4 or 5 on a 5-Point Scale Where 1 is Strongly disagree and 5 is Strongly agree
 Among Adult Residents of Nova Scotia



Driver Behaviours toward Pedestrian Crosswalks

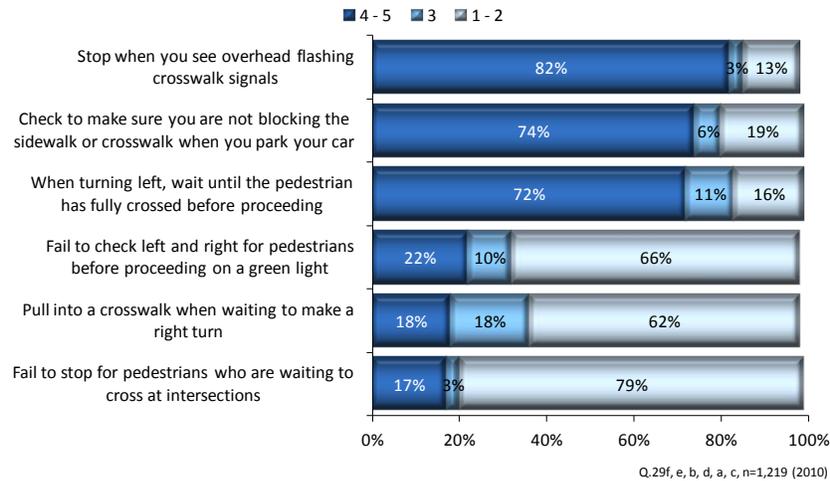
A small minority of drivers report collisions or close calls with pedestrians in the past year, and most say they regularly observe proper driving behaviours at crosswalks.

In the past year, few Nova Scotia drivers had either a collision or a close call with a pedestrian. One in ten (10%) report such an incident. When this result is looked at among those who reported speeding in the month prior to the survey, some differences emerge. Nova Scotia drivers who had exceeded the speed limit by 1 to 15 kilometres per hour (10%) are much less likely to report such incidents, as compared to those who exceeded the speed limit by 16 or more kilometres per hour (21%).

Most drivers consider they regularly observe proper driving behaviours at pedestrian crosswalks. A solid majority of drivers confirm that they *often* ('5' or '4' on the 5-point scale) stop for overhead flashing crosswalk signals, check their parked car for blockage of sidewalk and crosswalk, and wait on a left turn for the pedestrian to be clear of the crosswalk before proceeding. As well, a majority of drivers confirm that they *never or rarely* ('1' or '2' on a 5-point scale) fail to stop for pedestrians waiting at an intersection, fail to check left and right for pedestrians before proceeding on a green light, and pull into a crosswalk when waiting to make a right turn.



Figure 18
How Often You Have Done the Following When Driving
 5-Point Scale Where 1 is Never and 5 is Very often
 Among Those Who Have Driven a Motor Vehicle in the Past Year



Pedestrian Street Crossing Behaviours

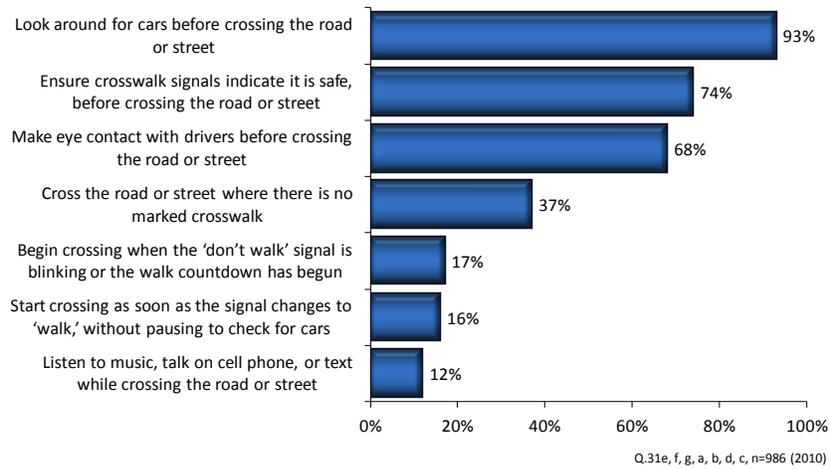
A sizeable number of pedestrians have been hit or have come close to being hit by a vehicle in the past year, and most believe they employ safe street-crossing practices.

Hits and near hits from a vehicle appear not that uncommon for Nova Scotia’s pedestrians (walkers/runners/joggers in the past year), contrary to the perception of Nova Scotia’s drivers. Close to one in five (18%) Nova Scotia pedestrians report being hit by or having a close call with a vehicle in the past year; whereas only one in ten Nova Scotia drivers report having had a collision or a close call with a pedestrian.

Nova Scotia pedestrians, for the most part, consider they practice safe street crossing behaviours. More than any other crossing practice, Nova Scotia pedestrians *often* (‘5’ or ‘4’ on a 5-point scale) look around for cars before crossing the road or street. Fewer, but still a solid majority, are *often* attentive to crosswalk signals and *often* make eye contact with drivers before crossing the street. A solid majority *never* or *rarely* (‘1’ or ‘2’ on a 5-point scale) cross when the ‘don’t walk’ signal is blinking, start crossing as soon as the signal changes, or use a personal electronic device while crossing. That said, most pedestrians have *at least once* (‘2’, ‘3’, ‘4’, ‘5’ on a 5-point scale) during the year crossed the road or street where there is no marked crosswalk (87%). (It should be noted that there are crosswalks that are unmarked and, in some rural areas of Nova Scotia, there may not be crosswalks).



Figure 19
How Often You Have Done the Following When Walking
 4 or 5 on a 5-Point Scale Where 1 is Never and 5 is Very often
 Among Those Who Have Walked, Run, or Jogged on Nova Scotia Roads in the Past Year



Study Methodology

Questionnaire Design

In 2009, the questionnaire for this study was supplied by the Nova Scotia Department of Transportation and Infrastructure Renewal, and was modified modestly based on input from Corporate Research Associates personnel. In 2010, the previous year's questionnaire was updated with some questions removed, some refined and others added. Most notably, a section on Pedestrian, Cyclist and Crosswalk Safety was added to the questionnaire and as a result the population for 2010 was expanded to all Nova Scotia residents.

The survey was also available to be completed in French. All respondents completed the survey in English.

Survey Administration

This survey was conducted by telephone from June 17 to July 16, 2010 (to clarify certain responses, a small number of respondents were re-contacted July 25-28, 2010). Trained and fully supervised interviewers conducted the interviewing and 10 percent of all interviews were monitored or verified by a field supervisor through call-backs.

Survey Qualification and Weighting

A total of 1,443 adult Nova Scotia residents completed the survey with approximately 360 interviews conducted in each of the four districts (Eastern, Western, Central, and Northern).

The age and gender of all individuals who agreed to undertake the survey were collected at the outset of the survey. The survey data from the qualifying respondents (n=1,443) was weighted to be representative of the Nova Scotia population aged 16 or older. The collected data for this study was weighted by age and gender, within each of the four target districts identified.

In 2009, only those individuals, who drove a vehicle within the past year, were invited to complete the full survey. In 2010 with the addition of the Pedestrian, Cyclist and Crosswalk Section to the survey, all residents of Nova Scotia were eligible to complete this broader study.

Completion Results

Among all eligible respondents contacted, the response rate was 8 percent. Response rate is calculated as the number of cooperative contacts (1,469), divided by the total number of eligible telephone numbers called (18,309). Below is the final disposition of all telephone numbers called, modified from the Marketing Research and Intelligence Association (MRIA) (Canada's national association of professional market researchers) *Standard Record of Contact Format*.



COMPLETION RESULTS	
A. Total Numbers Attempted	21,557
Discontinued Number/Not in Service	2,692
Fax/Modem	247
Cell Phone/Pager	5
Non Residential Number	183
Wrong Number/Blocked Number	121
B. Eligible Numbers	18,309
Busy Signal	155
Answering Machine	6,757
No Answer	2,833
Scheduled/Mid Call Back/French Call Back	4,874
Illness, Incapable	22
Language Problem	19
Qualified Not Available	5
C. Total Asked	3,644
Gatekeeper Refusal	240
Mid Terminate	246
Respondent Refusal	824
Never Call List	460
Hang Up	405
D. Co-operative Contacts	1,469
Quota Full	15
Did Not Qualify	11
Complete	1,443

Sample Size and Tolerances

A sample of 1,443 respondents provides results accurate to within plus or minus 2.6 percentage points in 95 out of 100 samples. Sampling tolerances for various sampled populations are presented below.

Size of Sample	Sample Tolerances for Percentage Results by Sample Size				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
1443 Interviews	1.5	2.1	2.4	2.5	2.6
1219 Interviews	1.7	2.2	2.6	2.7	2.8
1000 Interviews	1.9	2.5	2.8	3.0	3.1
800 Interviews	2.1	2.8	3.2	3.4	3.5
400 Interviews	3.0	3.9	4.5	4.8	4.9
50 Interviews	8.0	11.0	13.0	13.7	14.2

