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# 2011 Nova Scotia Road Safety Survey

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## Highlights Report

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**Nova Scotia Department of  
Transportation and Infrastructure**

**Renewal  
NST003-1002**

*Prepared for:*

**Nova Scotia Department of Transportation and Infrastructure Renewal**

**December 2011**



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## Introduction

This report presents the findings from the **2011 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 third Road Safety Survey conducted for the Department, following those in 2009 and 2010. While the 2010 study was expanded to include a Pedestrian, Cyclist and Crosswalk Safety section, this year's study includes only Nova Scotia drivers, as was the case in 2009.

From these three 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 2011 measures related to road safety issues and, as applicable, to compare to 2010 and 2009 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; 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 1,447 telephone interviews were conducted with adult Nova Scotia drivers from May 18 to July 22, 2011. Approximately 360 interviews were conducted in each of the Department's four districts (Eastern, Western, Central and Northern: see map on page 2).

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

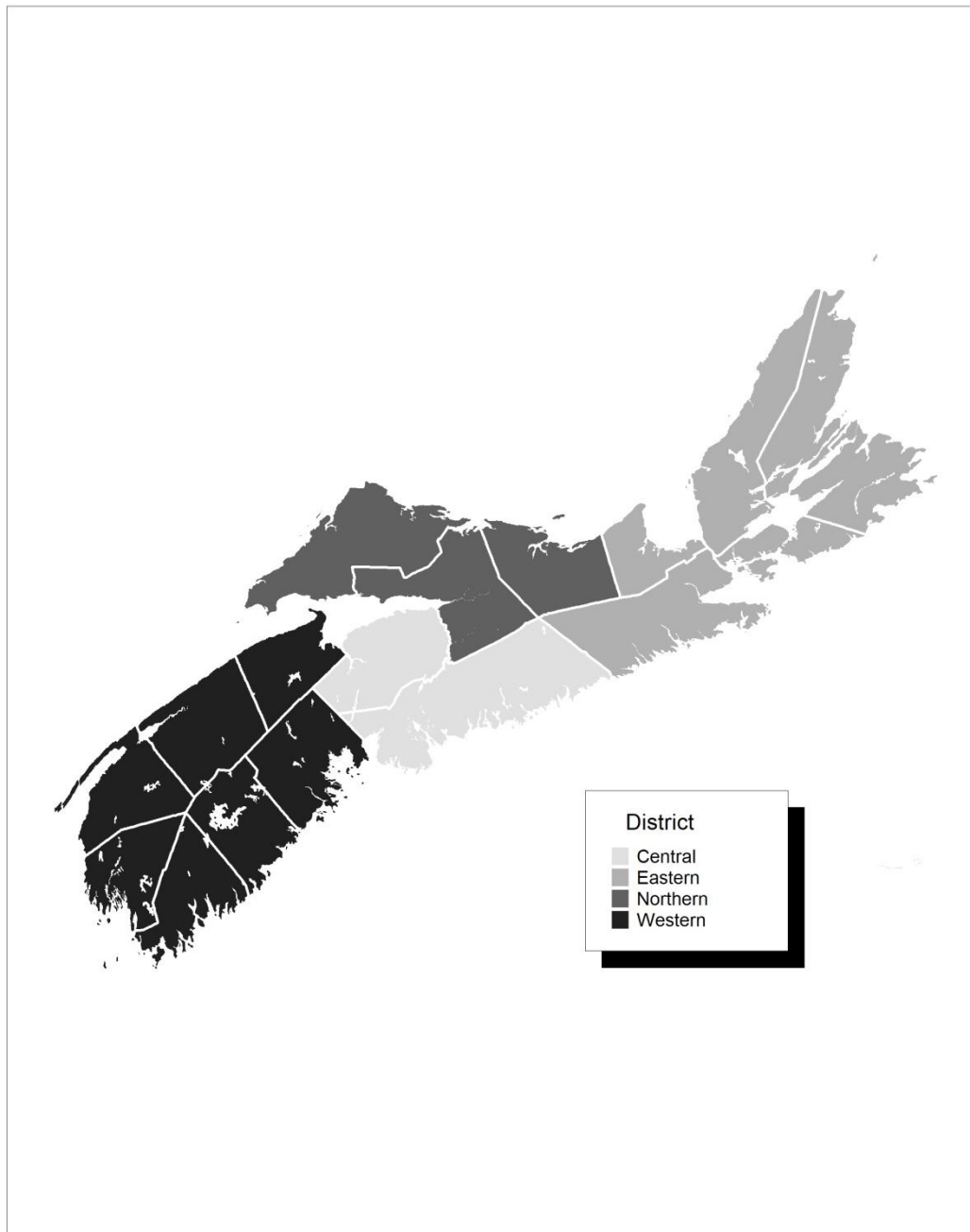
Throughout this report, only statistically significant differences among population subgroups or districts are discussed. In addition, as some subgroup characteristics are composed of many categories (for example, age is broken down into seven categories), and many categories may be statistically significant 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 **2011 Nova Scotia Road Safety Survey** identify as serious problems the same set of four top road safety issues identified in the 2010 iteration of this study. Driving while using a cell phone and driving while distracted are deemed by Nova Scotia drivers to be the most serious problems in 2011. As well, drinking and driving, and excessive speed are also identified 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 the smaller speeding increments first introduced 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. Again in 2011, 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 five 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.

This year's survey added new questions regarding illegal and prescription drug use. Results show that very few Nova Scotia drivers have driven under the influence of drugs. Likewise, few have been in a collision involving a driver impaired by alcohol or drugs. While few have been in a car with a driver who has consumed alcohol or drugs, the choice to do so is often based on the belief that the driver is in suitable condition to drive.

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, and so on), to consuming food and/or beverages. Most drivers report multiple distractions over a month, and in the 2011 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.



## Conclusions

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

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

In 2011, when asked to assess the seriousness of certain road safety issues, the same set of four problems emerged as in 2010: cell phone use, driver distractions, drinking and driving, and speeding. In 2011, a sizeable number of Nova Scotians continue to often drive while distracted, speed, drink and drive, and make cell phone calls indicating that these four issues remain valid concerns. Younger drivers continue to be less likely than older drivers to consider most of these road safety issues as serious problems, particularly in regards to street racing and cell phone use.

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

As in 2010, 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.***

For a third year, 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 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 2010, 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; using four winter tires; carrying an emergency kit in the vehicle; 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 2011 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. There are a variety of other distractions that happen less frequently and that are reported by around one in ten or less – pets, phones, electronic devices, texting or even grooming. 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. Younger drivers are more apt than older drivers to have reported more distractions.

As a result of distractions over the past year, a number of Nova Scotia drivers report in 2011 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 and drivers respond with a variety of strategies to stay awake.***

Over a one month period in 2011, a small percentage of Nova Scotia drivers had often driven when overtired. This is more common among younger drivers aged 16 to 34 years than among older drivers. As well in 2011, 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.

Sleepy drivers use a variety of strategies to keep themselves alert. The most popular are to open the window for fresh air, talk to a passenger, or turn on/up the radio/music. While these strategies are quite consistent across the past three years, drinking coffee has seen a slight increase in use, while opening a window and getting out to walk have become less popular strategies.

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

In 2011, 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.

The majority of those who speed well over the posted speed limit remain very confident in their capacity to maintain control of their vehicle. In fact, for 2011, only a very small percentage of drivers in the year prior to the survey reported that they had to brake or steer in order to avoid a collision related to the speed of their vehicle.





***Male drivers are more likely to drink and drive than females.***

In the month prior to the survey, almost one in four Nova Scotia drivers have driven a vehicle within two hours of drinking some amount of alcohol. This behaviour is more common among males than females. 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. 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.



## Detailed Analysis

### Road Safety Issue Identification

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

Again this year, Nova Scotia drivers were asked to rate a list of issues. Of the twelve issues under consideration, over seven in ten drivers rate driving while using a cell phone, distracted drivers, and drinking drivers as a *serious problem* ('5' or '4' rating on a 5-point scale). Furthermore, two-thirds consider excessive speeding to be a *serious problem*, while six in ten rate driving while under the influence of illegal drugs to be serious.

Compared to 2010, Nova Scotia drivers in 2011 are slightly less likely to consider children who are not properly secured in child safety seats as a *serious problem*. This is the only statistically significant difference when compared with 2010 findings.

**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	2011 Overall
Distracted drivers	68%	74%	72%
Driving while using cell phones, either hand-held or hands-free	67%	73%	74%
Drinking drivers	69%	70%	71%
Excessive speeding	68%	67%	65%
Street racing	49%	46%	48%
Drivers who run red lights	47%	46%	47%
Children who are not properly secured in child safety seats	44%	44%	39% ↓
Drowsy drivers	44%	43%	44%
Older drivers	29%	28%	29%
Young drivers	22%	24%	24%
Drivers taking a prescription medication, such as Tylenol 3, OxyContin, Ritalin, Valium, or Xanax	n/a	n/a	38%
Drivers under the influence of illegal drugs	n/a	n/a	62%

Note: ↓ indicates a decrease from 2010.



## 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 since 2009, with very few indicating they often undertake the activities under consideration. Most notable in 2011 is that over one in ten drivers had *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 using illegal drugs or cannabis, or that they have *never* taken a risk while driving just for fun.

Figure 2

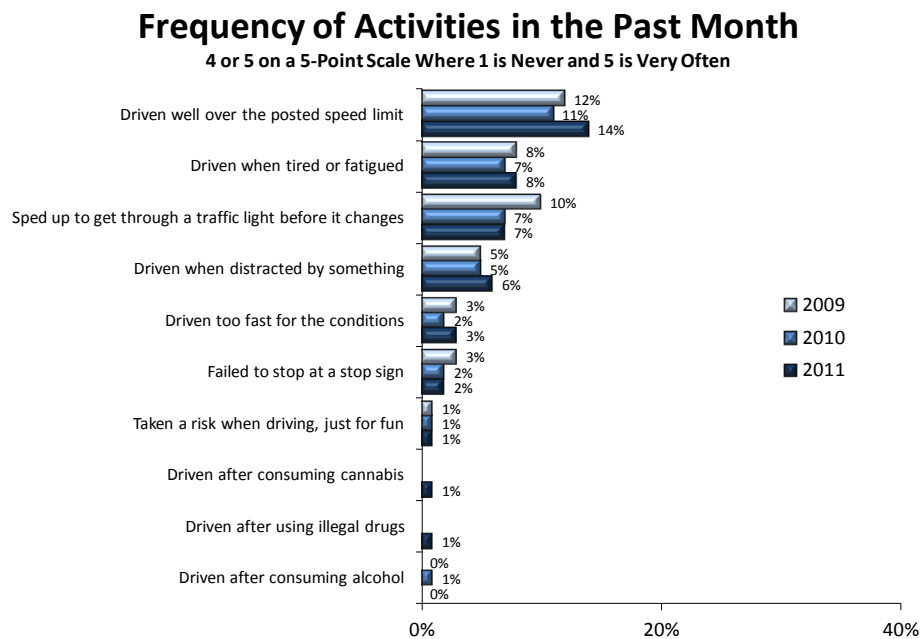


Table 2a-j: For each of the following statements, please tell me how often you have done it within the past month. You can do this by giving me a number between 1 and 5, where 1 means "never", and 5 means "very often". In the past month, how often have you...: (n=1,447)

### Behaviour Analysis by Age

As was the case in 2010, younger drivers tend to undertake risky behaviour while driving somewhat more often than other Nova Scotia drivers. Two in ten Nova Scotia drivers 16 to 34 have *often* ('5' or '4' on a 5-point scale) driven well over the posted speed limit in the month prior to the survey, a finding that has been consistent for both males and females of this age since 2009. Further, this 16 to 34 year age group is almost twice as likely as those 35 years of age or older to have *often* undertaken this activity in the month prior to the survey. Similar numbers of those 16 to 34 years of age have *often* driven when tired or fatigued, and again, are more likely than those 35 years of age or older (to do so).



Additionally in 2011, drivers aged 16 to 34 years are more likely to have *often* sped up to get through a traffic light before it changes, than drivers 35 or over. Unlike last year, where woman aged 16 to 34 were more likely than males of that age to drive while distracted, men aged 16 to 34 now say they *often* drive while distracted more than young females. This represents an increase for males 16 to 34 since last year.

**Figure 3**  
**Frequency of Activities in the Past Month**  
 ('4' or '5' on a 5-Point Scale Where 1 is Never and 5 is Very Often, by Age, n=1,447)

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

## 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 Statements

Although the vast majority of Nova Scotia drivers find it important to maintain a valid driver's license, there has been a slight decline in agreement with this statement for the second year in a row. While in 2010, most drivers *agreed* ('5' or '4' on a 5-point scale), fewer *agree* in 2011 (85% in 2011, 88% in 2010). Drivers under 35 years of age continue to be more likely to *agree*, compared with those 35 years of age or older. As well, females are more likely to *agree* than males.



Drivers continue to be divided about the importance of a driver’s license to their employment. After a decline in 2010, the number of people who *agree* (that is, a ‘5’ or ‘4’ on a 5-point scale) that they would be in trouble with their employer if their license was suspended for any reason has increased in 2011 (38%). However, a good number also *strongly disagree* (‘1’ on a 5-point scale) with this statement (33%). Few Nova Scotia drivers *agree* that they would continue driving if their license were suspended.

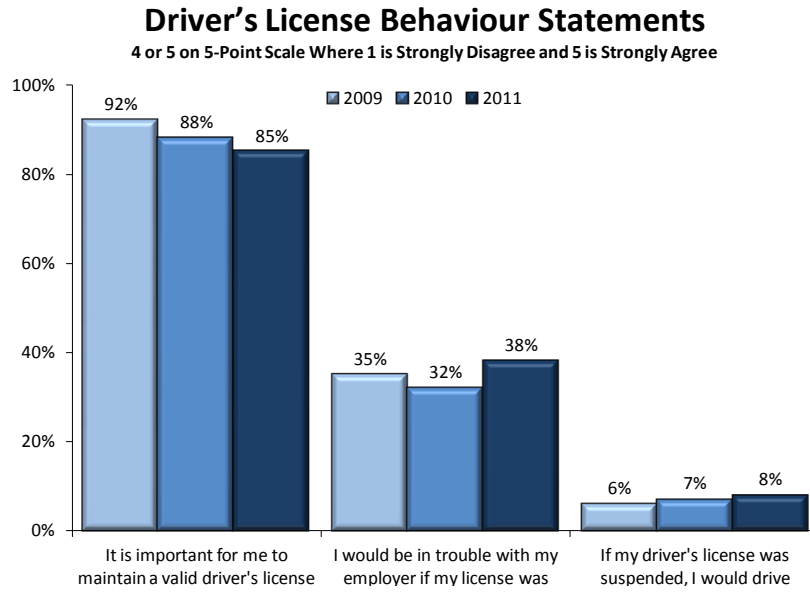
**Figure 4**


Table 3a, d, h: For each of the following statements, I'd like you to tell me the extent to which you agree or disagree, using a scale 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree. (n=1,441/1,442)

## Speeding

As in previous years, few Nova Scotia drivers *agree* that driving fast, even above the speed limit, gives them a rush. Indeed, the vast majority *strongly disagree* (‘1’ on a 5-point scale) with this statement (80%). In 2011, as in 2010, few drivers *agree* they speed in places where police do not measure the speed of drivers, and almost two in three continue to *strongly disagree* that this is the case (63%). For a third year, two in ten Nova Scotia drivers *agree* getting a speeding ticket is not a big deal, and the majority *disagree* with this statement (70%).



Figure 5

### Speeding Behaviour Statements

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

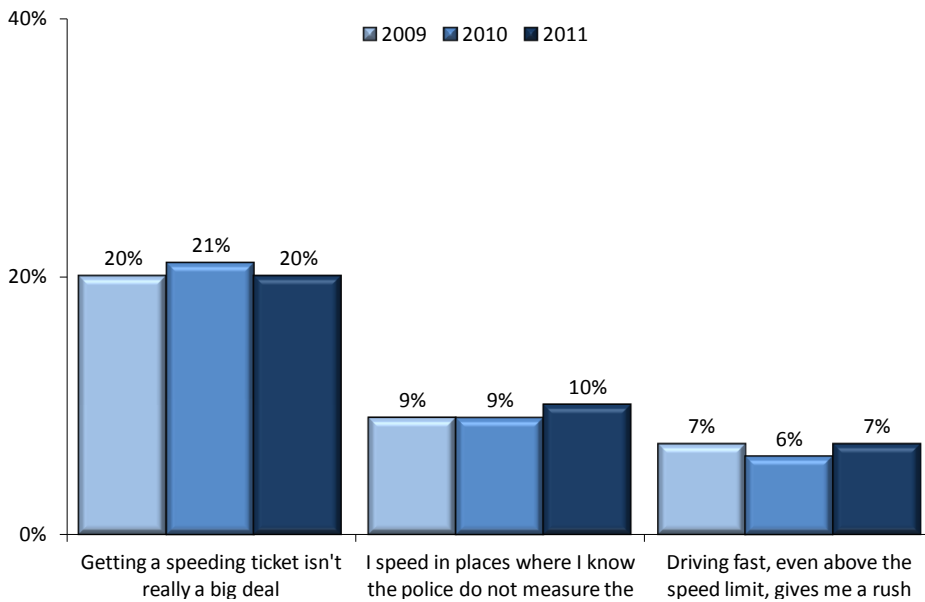


Table 3c, e, f: For each of the following statements, I'd like you to tell me the extent to which you agree or disagree, using a scale 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree. (n=1,441)

### Drinking and Driving

Almost one in three Nova Scotia drivers, *agree* drinking and driving is less of a problem in the province than it used to be, although this does represent an increase over 2010. Much like 2010, one-third tend to *strongly disagree* ('1' on a 5-point scale) with this statement. 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 (12%).



Figure 6

**Drinking and Driving Behaviour Statements**

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

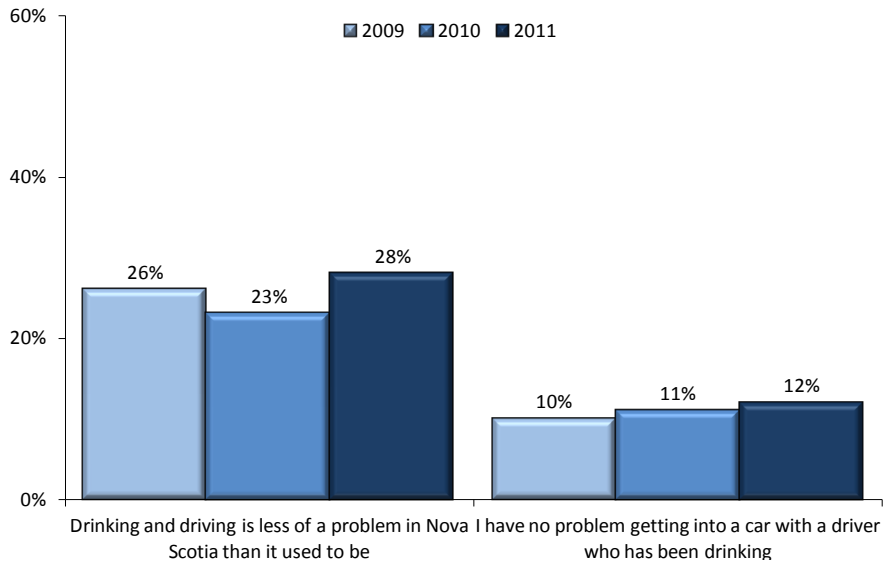


Table 3b, g: For each of the following statements, I'd like you to tell me the extent to which you agree or disagree, using a scale 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree.

(n=1,441)



## Winter Driving

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

Consistent with previous results, over six in ten Nova Scotian drivers indicate they *never* ('1' on a 5-point scale) drive too fast for winter road conditions, while in contrast, only a small number (3%) admit they have *very often* ('5' on a 5-point scale) driven too fast for conditions during the past winter season.

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. Nearly all Nova Scotia drivers (88%) 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 (74%) clear snow off vehicle roofs *often* ('5' or a '4' on a 5-point scale) after a snowstorm, albeit to a slightly lesser degree than they clear snow for visibility purposes – i.e., windows, mirrors, vehicle lighting (81%).

Figure 7

### Frequency of Activities During the Past Winter Season

4 or 5 on 5-Point Scale Where 1 is Never and 5 is Very Often

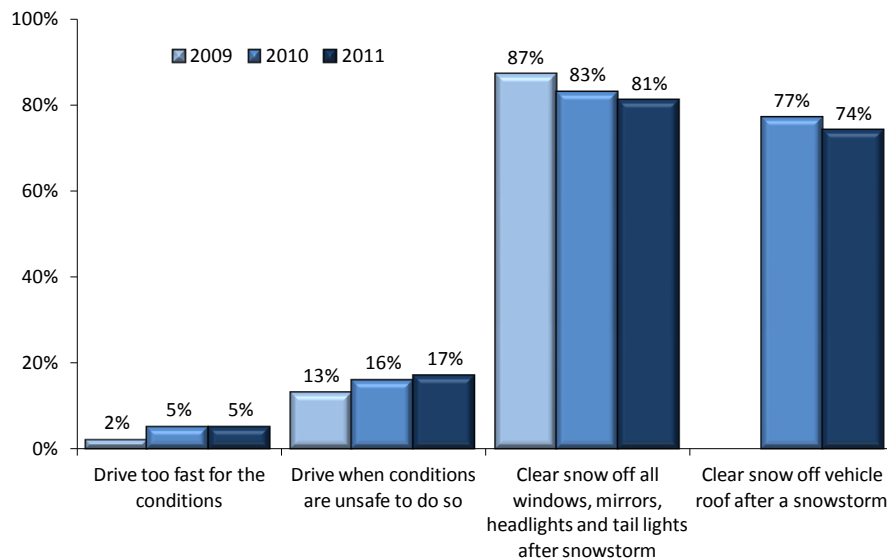


Table 4a-d: During the past winter season, please tell me how often you did the following? Please respond by giving me a number between 1 and 5, where 1 means "never" and 5 means "very often."

(n=1,447)

During the past winter season, most Nova Scotia drivers had four winter tires on their vehicles, which represents little change over. One in ten did not have any winter tires installed or used all season tires, showing a significant decrease from 2010. Returning to levels seen in 2009, six in ten Nova Scotia drivers 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.*

Again this year, drivers admit to engaging in a number of common distractions. Specifically, a slight majority (59%) *often* ('5' or '4' on a 5-point scale) talked or interacted with adult or child passengers while driving in the month prior to the survey. 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. Under four in ten 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. There has been an increase in those reporting to *often* use technical devices like a BlackBerry/pagers/iPods. Very few have *often* undertaken personal grooming or sent text messages.

**Figure 8**

Distracted Driving Behaviours (‘4’ or ‘5’ on a 5-Point Scale Where ‘1’ is Never and ‘5’ is Very Often, n=1,447)			
Issue	2009 Overall	2010 Overall	2011 Overall
Talked or interacted with passengers, either adults or children	60%	56%	59%
Adjusted the vehicle controls or climate controls	47%	49%	51%
Changed radio stations or CDs	47%	45%	47%
Looked at something outside the vehicle, for example, people, animals, a crash	40%	47%	45%
Eaten or consumed a beverage	39%	34%	38%
Had your pet in the vehicle, unrestrained, for example, not in a pet carrier	13%	13%	13%
Made or received phone calls	13%	8%	11%
Used technical devices such as blackberries, pagers, iPods, or in-vehicle navigation units	6%	6%	10% ↑
Sent text messages	2%	2%	3%
Done personal grooming, for example, applied make-up/shaved/fixes your hair	2%	2%	2%



## Avoiding a Crash

Over the year prior to the 2011 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 2011, 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. One-quarter experienced two such incidents, and over four in ten experienced three or more of these near-crashes.

Figure 9

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

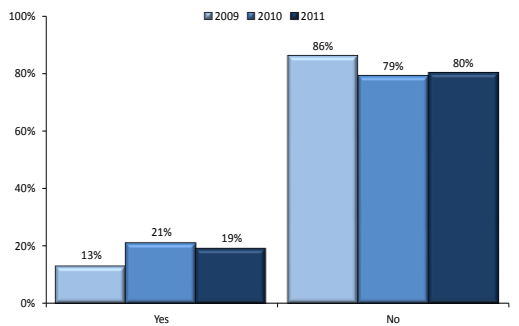


Table 8a: In the past year did you have to brake or steer to avoid being in a crash because you were distracted by something inside or outside of the vehicle? (n=1,447)

**Number of Times This Has Happened in the Past Year**  
(Among Those Who Answered Yes to Q.8a)

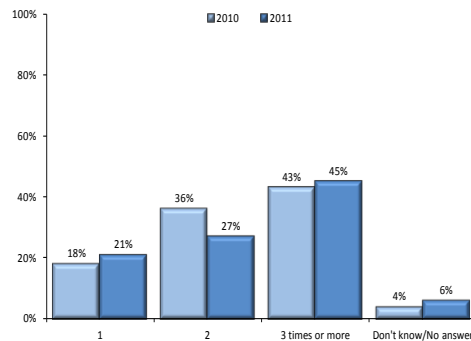


Table 8b: (POSE ONLY IF 'YES' IN Q.8a) About how many times has this happened in the past year? (n=258)

## Fatigue

**Driver fatigue occurs in Nova Scotia and drivers respond with a variety of strategies to stay awake.**

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. Drivers aged 35 or over are more likely to *never* drive while overtired than those aged 16 to 34. In the month prior to the surveys in both 2011 and 2010, one percent of all drivers had *often* fallen asleep or dozed off while at the wheel of a vehicle.



**Figure 10**  
**Fatigue Behaviours in the Past Month**

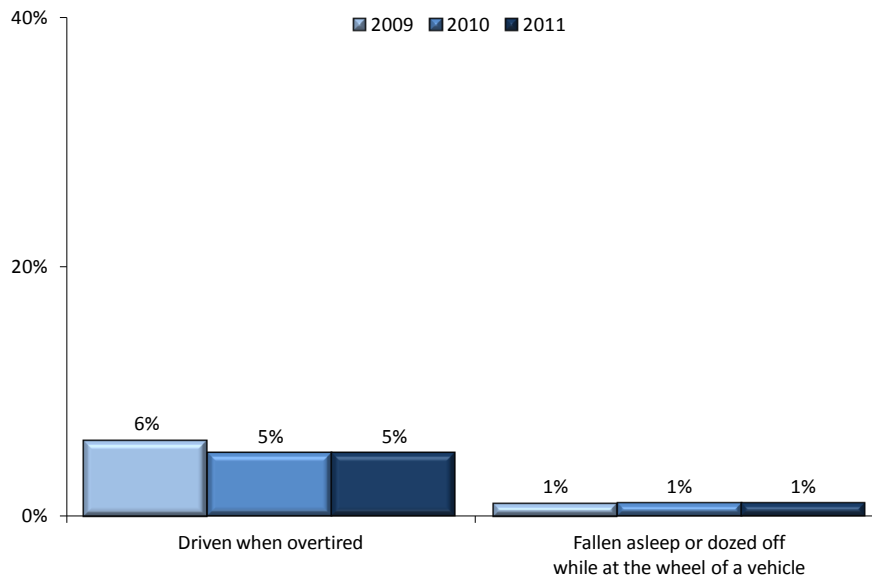


Table 9, 10: In the past month, how often have you driven while overtired? In the past month, how often have you fallen asleep or dozed off while at the wheel of a vehicle? (n=1,447)

When Nova Scotia drivers become tired while driving, they use a variety of strategies to improve their wakefulness. The most common strategy is to open the window, although a number of others are also popular. Although the use of these strategies has remained consistent between 2010 and 2011, drinking coffee has seen a slight increase in use, while either opening a window or getting out to walk have become less popular strategies.

## Speeding

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

Again this year, Nova Scotia drivers were asked about their speeding behaviours. A majority in 2010 and 2011 reported they are apt to speed at a rate of 1 to 15 kilometres per hour over the posted speed limit in the month prior to the survey. The vast majority of Nova Scotia drivers (89%) have driven in this range *at least once* ('2', '3', '4', or '5' on a 5-point scale) during that period. As well, one-half (51%) have driven at these speeds *often* ('5' or a '4' on a 5-point scale).

It appears that few Nova Scotia drivers in 2011 report driving at speeds of 16 to 30 kilometres per hour over the posted speed limit in the month prior to the survey. Specifically, very few Nova Scotia drivers (2%) indicate they have *often* ('5' or '4' on a 5-point scale) driven in that range over the speed limit in the month prior to the survey. A number (10%) offer a response other than 'never' for this question, indicating that they have driven at least 16 kilometres per hour over the speed limit *at least once* in the month prior to the survey. Finally, very few Nova Scotia drivers (3%) in either 2011 or 2010 have driven 31 kilometres per hour or more over the speed limit *at least once* in the month prior to the survey.



**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=1,447)	6 to 10 km/hr % (n=1,447)	11 to 15 km/hr % (n=1,447)	16 to 30 km/hr % (n=1,447)	31+ km/hr % (n=1,447)
5 – Very often	34	17	5	2	1
4	15	11	3	0	0
3	22	19	7	2	1
2	16	24	20	6	1
<i>Total exceeding posted speed limit</i>	87%	71%	35%	10%	3%
1 – Never	12	29	65	90	98%

## Impaired Driving

***Male drivers are more likely to drink and drive than female drivers.***

As in 2010, a notable group of Nova Scotia drivers continue to report that they drive after drinking. In the month prior to the survey, just over two in ten Nova Scotia drivers had driven a motor vehicle within two hours after drinking some amount of alcohol. Almost eight in ten drivers report *never* having driven after drinking during the month prior to the survey. Overall, males are more likely to drink and drive than females.



**Figure 12**

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

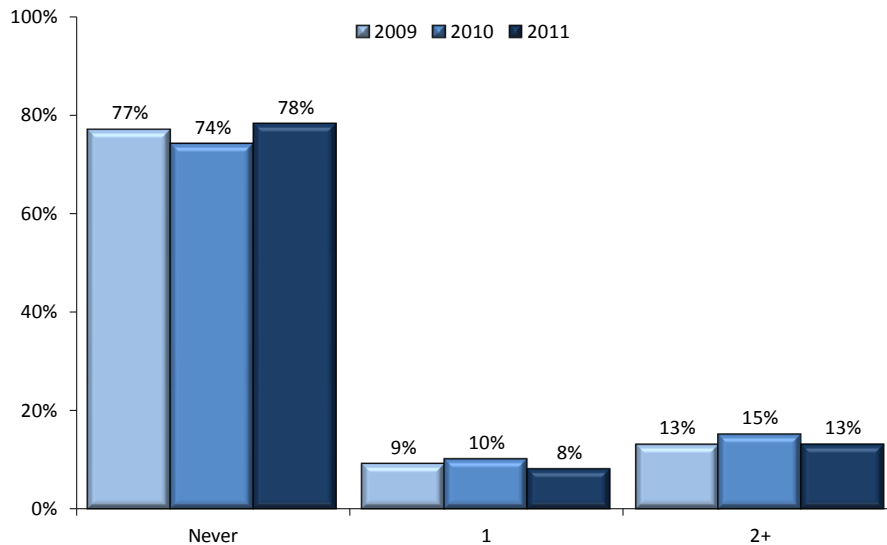


Table 16: Moving on ... In the past month, about how many times, if at all, have you driven a motor vehicle within 2 hours of drinking any amount or type of alcohol, even if it was a single beer?

(n=1,447)

Drinking before driving usually involves one drink, with the majority (70%) of those who report driving after drinking only consumed one drink prior to driving. Only a small number (2%) of those who drove within two hours of drinking report having consumed three or more drinks.

**Figure 13**

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

Among Those Who Have Consumed Alcohol and Driven a Vehicle Within 2 Hours in the Past Month

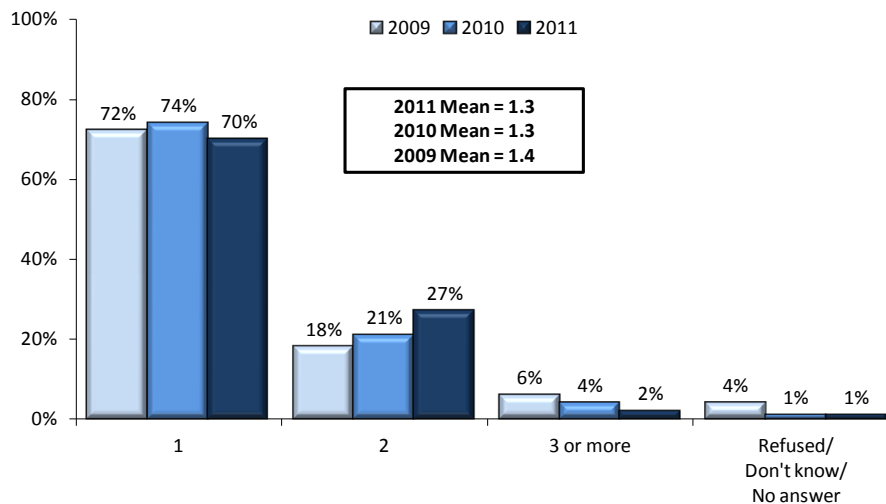


Table 17: [POSE ONLY IF Q.16 &gt; 0] The last time you consumed alcohol and drove a vehicle within 2 hours, how many drinks did you have?

(n=247)



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, with more feeling this way in 2011 than in 2010. Furthermore, there has been a decrease in the percentage of drivers who felt *not confident* ('1' or '2' on a 5-point scale) over the past year. When driving within two hours of drinking in the past year, some drivers believe they were over the legal limit. There has been an increase in this measure over the past year.

Figure 14

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

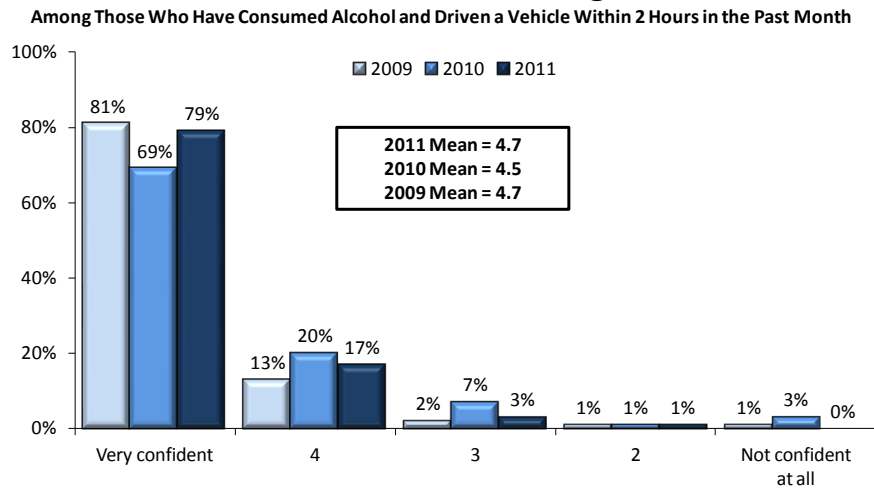


Table 18: [POSE ONLY IF Q.16 > 0] When you were driving within 2 hours of drinking, how confident were you that you were still capable of maintaining control of your vehicle? Please use a scale from 1 to 5 where 1 means not confident at all and 5 means very confident (n=243)

In the year prior to being surveyed, Nova Scotians are very unlikely to have been involved in a collision where one of the drivers was impaired by alcohol or drugs. That said, over one in ten (13%) say they have gotten into a car with a driver who had consumed drugs or alcohol.



**Figure 15**

**Experiences While a Passenger or Driver of a Motor Vehicle**

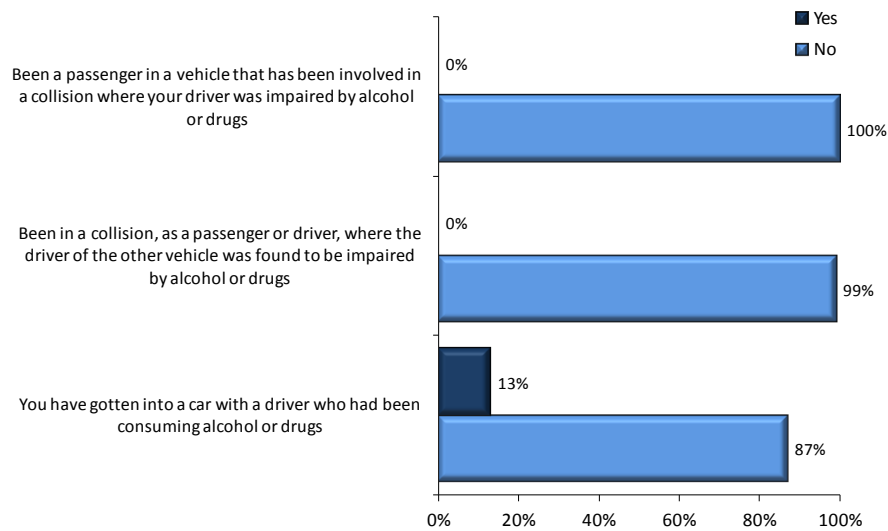


Table 24, 25, 26: In the past year, have you been a passenger in a vehicle that has been involved in a collision where your driver was impaired by alcohol or drugs? / In the past year, have you been in a collision, as a passenger or driver, where the driver of the other vehicle was found to be impaired by alcohol or drugs? / In the past year, have you gotten into a car with a driver who had been consuming alcohol or drugs? (n=1,447)

In 2011, a very small percentage of drivers (5%) in the year prior to the survey had driven a car after having taken a prescribed or over-the-counter medication that indicated it should not be used while driving.

**Figure 16**

**Number of Times You've Driven a Vehicle After Taking a Prescribed or Over-the-Counter Medication**

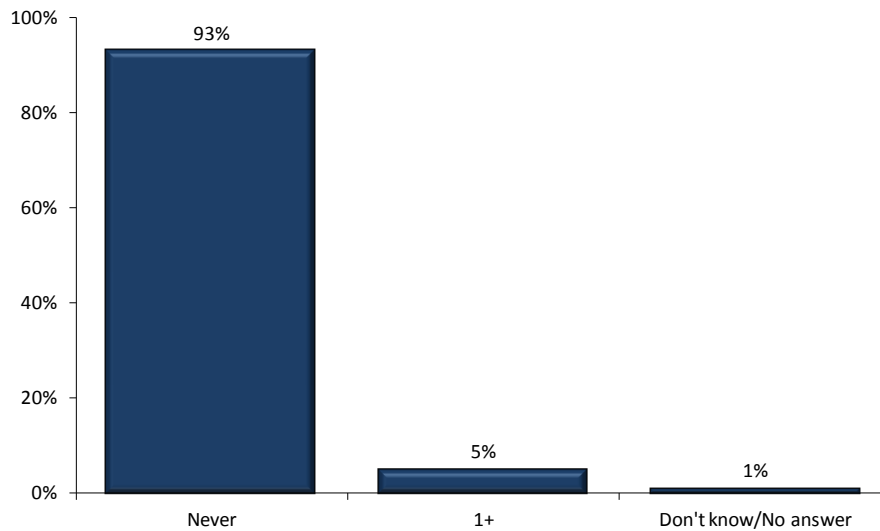


Table 28: In the past year, how often have you driven a vehicle after having taken a prescribed or over-the-counter medication that indicated you should not drive while taking it? (n=1,447)



The vast majority of Nova Scotia drivers *agree* ('5' or '4' on a 5-point scale) that some prescription medications can affect a person's ability to drive safely. Two-thirds *agree* ('5' or '4' on a 5-point scale) that a person cannot drive safely after taking any illegal drugs. Over one-half *agree* ('5' or '4' on a 5-point scale) that police are better able to determine if a driver is impaired by alcohol, than if they are impaired by drugs. Few that they have no problem getting into a car with a driver who has been using cannabis, or that cannabis users are better drivers because they are more relaxed.

**Figure 17**

### Agreement Rating With the Following Statements 4 or 5 on a 5-Point Scale Where 1 is Strongly Disagree and 5 is Strongly Agree

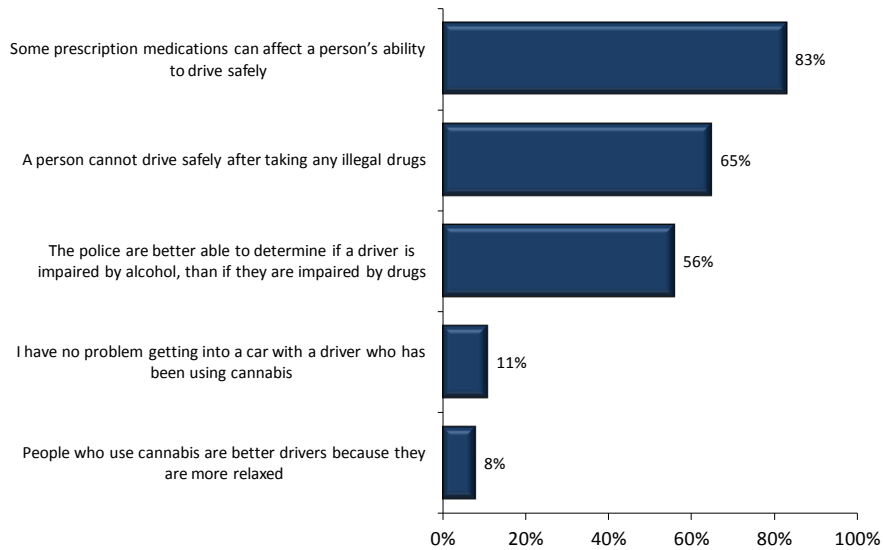


Table 30a-e: Just a reminder, for the purposes of this survey, cannabis refers to marijuana, grass, weed, pot, hash, or hash oil. For each of the following statements, I'd like you to tell me the extent to which you agree or disagree, using a scale 1 to 5, where 1 represents strongly disagree and 5 represents strongly agree.

(n=1,447)

Over six in ten drivers believe that Nova Scotia has penalties for driving with an alcohol limit between .05 and .08.





Figure 18

**Does Nova Scotia Have Penalties for Driving With an Alcohol Limit Between .05 and .08?**

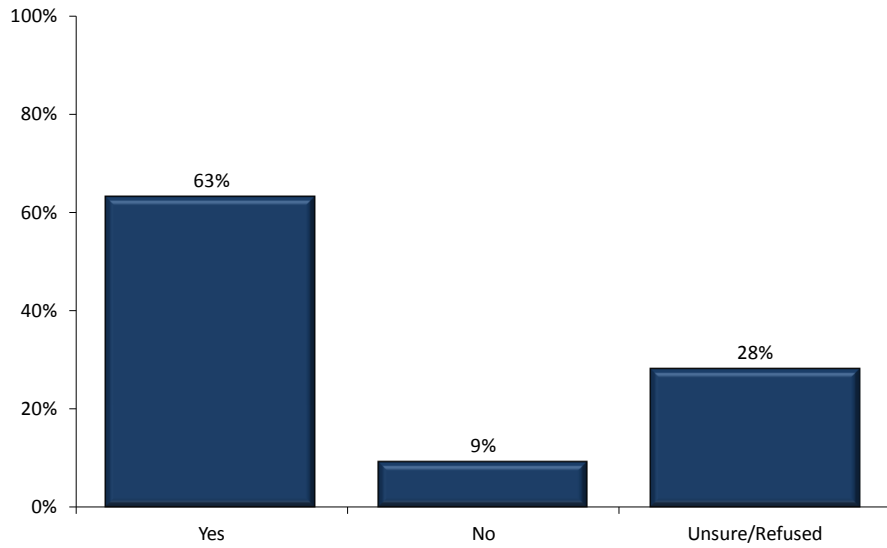


Table 31: [INTERVIEWER IS TO READ “.08” AS “POINT ZERO EIGHT”] In this province, the current alcohol limit for impaired driving is .08. To the best of your knowledge, does Nova Scotia also have penalties for driving with an alcohol limit between .05 and .08? (n=1,447)



## 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. For 2011, the questions on Pedestrian, Cyclist and Crosswalk Safety were removed, and the population returned to being Nova Scotia drivers. Also, the impaired driving section of the survey was expanded to include additional questions regarding illegal and prescription drugs.

The survey was also available to be completed in French. All respondents in 2011 completed the survey in English.

### Survey Administration

This survey was conducted by telephone from May 18 to July 22, 2011. 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 1,447 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=1,447) 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 districts.

### Completion Results

Among all eligible respondents contacted, the response rate was 9 percent. Response rate is calculated as the number of cooperative contacts (1,628), divided by the total number of eligible telephone numbers called (17,718). 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	
<b>A. Total Numbers Attempted</b>	<b>21,265</b>
Discontinued Number/Not in Service	3,083
Fax/Modem	221
Cell Phone/Pager	1
Non Residential Number	143
Wrong Number/Blocked Number	99
<b>B. Eligible Numbers</b>	<b>17,718</b>
Busy Signal	235
Answering Machine	6,816
No Answer	4,100
Scheduled/Mid Call Back/French Call Back	3,645
Illness, Incapable	14
Language Problem	38
Qualified Not Available	8
<b>C. Total Asked</b>	<b>2,862</b>
Gatekeeper Refusal	6
Mid Terminate	134
Respondent Refusal	761
Never Call List	253
Hang Up	80
<b>D. Co-operative Contacts</b>	<b>1,628</b>
Quota Full	1
Did Not Qualify (did not drive in past year)	180
Complete	1,447

### Sample Size and Tolerances

A sample of 1,447 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%
<b>1447 Interviews</b>	1.5	2.1	2.4	2.5	2.6
<b>1219 Interviews</b>	1.7	2.2	2.6	2.7	2.8
<b>1000 Interviews</b>	1.9	2.5	2.8	3.0	3.1
<b>800 Interviews</b>	2.1	2.8	3.2	3.4	3.5
<b>400 Interviews</b>	3.0	3.9	4.5	4.8	4.9
<b>50 Interviews</b>	8.0	11.0	13.0	13.7	14.2

