2013 Nova Scotia Road Safety Survey
TECHNICAL REPORT
August, 2013
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Highlights</td>
<td>4</td>
</tr>
<tr>
<td>Road Safety Issue Identification</td>
<td>5</td>
</tr>
<tr>
<td>Road Safety Behaviour</td>
<td>11</td>
</tr>
<tr>
<td>Attitudes Towards Road Safety</td>
<td>14</td>
</tr>
<tr>
<td>Seatbelt Use</td>
<td>20</td>
</tr>
<tr>
<td>Distracted Driving</td>
<td>22</td>
</tr>
<tr>
<td>Speeding</td>
<td>25</td>
</tr>
<tr>
<td>Impaired Driving</td>
<td>28</td>
</tr>
<tr>
<td>Bicycle Legislation</td>
<td>31</td>
</tr>
<tr>
<td>Impact Actions</td>
<td>33</td>
</tr>
</tbody>
</table>
Introduction

• The Nova Scotia Road Safety Survey was initiated with the purpose of examining Nova Scotians’ attitudes, perceptions and behaviours when it comes to elements of road safety. TIR has been conducting the Nova Scotia Road Safety Survey with drivers in Nova Scotia (aged 16 years or older) since 2009.

• **Objective**: The Nova Scotia Road Safety Survey was designed to measure the impact and success of Nova Scotia’s road safety initiatives. Specific objectives of the study include:
  
  • Examine knowledge, attitudes and behaviours of Nova Scotia drivers (aged 16 or older) on road safety issues;
  • Measure changes in knowledge, attitudes and behaviours over time;
  • Assess and identify road safety issues that are important to Nova Scotians; and
  • Evaluate the impact of the road safety initiatives (current and over time).

• This report presents the findings of the fifth year (2013) of the study, with a comparison of key measures over time where applicable.

• **Methodology**:
  
  • Telephone survey methodology
  • Total of 1,403 surveys of 19.36 minutes in average length
  • Population defined as Nova Scotia residents aged 16 or older
  • Region: Nova Scotia, four sampling regions, as per TIR’s districts (Eastern, Western, Central, Northern)
  • Surveys were equally distributed across the Department’s four districts (approximately 350 per district)
  • Final survey data weighted to ensure representativeness of actual population distributions
  • Surveys were collected between June 6 and July 11, 2013

• This report presents highlights of the survey’s findings.
In this Report...

• **Drivers continue to identify four top road safety issues as serious problems, with cell phone use while driving continuing to be identified as the most important issue.** This is followed by driving while distracted, drinking and driving, and excessive speeding. These top issues are consistent with previous years.

• **A number of Nova Scotia adults frequently engage in risky driving behaviours, with speeding continuing to be the most common.** Between 5% and 10% drive well over the posted speed limit, drive when tired or fatigued, speed up through yellow lights or drive when distracted by something on a regular basis. All these risky driving behaviours are most prominent among young adults under the age of 35.

• **Speeding up to 10 kilometers per hour over the posted speed limit is a very common practice among Nova Scotia drivers.** The majority of drivers regularly speed up to 10 kilometers per hour above the speed limit and one-third regularly speeds between 11 and 15 kilometers per hour over the posted speed limit. The incidence of speeding is much higher among drivers aged 16 to 34.

• **Although a number of behaviours are identified as important road safety concerns, drivers are not necessarily behaving to eliminate these issues.** This is particularly true for drinking and driving. The majority of drivers consider this a very important issue, yet two in ten (20%) have driven within 2 hours of consuming alcohol in the month prior to the survey, and most feel very confident in their ability to operate the vehicle after consuming alcohol. Note that while most who drink and then drive report having consumed only one drink, the decrease in the number of drinks actually consumed (prior to driving) noted in 2012 has not sustained into 2013. More are now reporting having 2 or more drinks (25%) than they did last year (18%).

• **The Nova Scotia Road Safety Survey points to a subtle but positive shift in behaviour and attitude among young males.** Historically, this group was most commonly and most frequently engaged in risky driving behaviours. Although this continues to be true, there is evidence of a shift in behaviour among this group. Young males are significantly more likely to wear their seatbelt than previously reported, and significantly less likely than in previous years to have had to break or steer to avoid a crash.

• **Young females, on the other hand, are increasingly engaged in distracting driving behaviours.** There has been a 10 percentage point jump in the number of young females reporting driving when distracted by something relative to last year. Common distractions include interactions with others, sending text messages, and personal grooming.

• **A number of infrequent driving and walking behaviours are identified which may have an impact on the safety of pedestrians, the most common being ‘crossing the road where there is no marked crosswalk’.** In fact, 1 in 5 pedestrians report being hit by, or having a ‘close call’ with a vehicle in the past year. The most common behaviour is crossing where there is no marked crosswalk. A good portion of pedestrians (2 in 5) engage in this behaviour on a regular basis. Along the same lines, there are **mixed perceptions regarding who is at fault in the event of a car and pedestrian accident.** Many believe the driver is always responsible, while others believe the responsibility is shared.
Road Safety Issue
Identification
Road Safety Issue Identification

- As was done in previous years, Nova Scotia drivers were asked to rate a list of road safety issues on a ‘1’ to ‘5’ scale (1=not a problem at all, 5=an extremely serious problem).

- Of the twelve issues under consideration, **distracted drivers and driving while using cell phones top the list as the two most serious issues**, rated as very serious (rating of 4 or 5) by over seven in ten drivers.

- Two other key issues include excessive speeding, and drinking (rated as very serious by 64% of drivers).

- Relative to previous years, driving while using cell phones is considered a much more important issue than was the case in 2009. On the other hand, the perceived seriousness of drinking and driving, street racing and of children not being properly secured in a safety seat has declined significantly over the past five years.

<table>
<thead>
<tr>
<th>Issue</th>
<th>2009 Overall</th>
<th>2010 Overall</th>
<th>2011 Overall</th>
<th>2012 Overall</th>
<th>2013 Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving while using cell phones, either hand-held or hands-free</td>
<td>67%</td>
<td>73%</td>
<td>74%</td>
<td>76%</td>
<td>73%</td>
</tr>
<tr>
<td>Distracted drivers</td>
<td>68%</td>
<td>74%</td>
<td>72%</td>
<td>71%</td>
<td>70%</td>
</tr>
<tr>
<td>Excessive speeding</td>
<td>68%</td>
<td>67%</td>
<td>65%</td>
<td>66%</td>
<td>64%</td>
</tr>
<tr>
<td>Drinking drivers</td>
<td>69%</td>
<td>70%</td>
<td>71%</td>
<td>63%</td>
<td>64%</td>
</tr>
<tr>
<td>Drivers under the influence of illegal drugs</td>
<td>-</td>
<td>-</td>
<td>62%</td>
<td>58%</td>
<td>56%</td>
</tr>
<tr>
<td>Street racing</td>
<td>49%</td>
<td>46%</td>
<td>48%</td>
<td>44%</td>
<td>43%</td>
</tr>
<tr>
<td>Drivers who run red lights</td>
<td>47%</td>
<td>46%</td>
<td>47%</td>
<td>42%</td>
<td>45%</td>
</tr>
<tr>
<td>Drowsy drivers</td>
<td>44%</td>
<td>43%</td>
<td>44%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Children who are not properly secured in child safety seats</td>
<td>44%</td>
<td>44%</td>
<td>39%</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Drivers taking prescription medication</td>
<td>-</td>
<td>-</td>
<td>38%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>Older drivers</td>
<td>29%</td>
<td>28%</td>
<td>29%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Young drivers</td>
<td>22%</td>
<td>24%</td>
<td>24%</td>
<td>23%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Cell phone usage as a road safety issue in Nova Scotia has declined in 2013, but is still considered more serious than distractions, speeding and drinking & driving.

Figure 1

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

Reference, data tables 1a-l.
Across a series of potential road safety issues, **driving while using a cell phone is the most frequently rated ‘serious problem’** among Nova Scotians.

Approximately three-quarters (73%) of Nova Scotia drivers consider this a serious issue (score of 4 or 5 on a 5-point scale), consistent with the previous 3 years.

Despite laws against driving while using hands free devices, **cell phone use while driving continues to grow as a serious issue among drivers.**

Females (79%) and adults in the 55 to 64 age bracket (80%) are more likely to consider cell phone use as a serious problem than other drivers.

### Reference, data table 1e.

#### Table 2

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Adults</td>
<td>76%</td>
<td>73%</td>
</tr>
<tr>
<td>16-34 year old</td>
<td>71%</td>
<td>73%</td>
</tr>
<tr>
<td>35-44 year old</td>
<td>72%</td>
<td>68%</td>
</tr>
<tr>
<td>45-54 year old</td>
<td>82%</td>
<td>72%</td>
</tr>
<tr>
<td>55-64 year old</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>65-74 year old</td>
<td>77%</td>
<td>74%</td>
</tr>
<tr>
<td>75 years or older</td>
<td>80%</td>
<td>71%</td>
</tr>
<tr>
<td>Males</td>
<td>73%</td>
<td>68%</td>
</tr>
<tr>
<td>Females</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Males 16-34</td>
<td>65%</td>
<td>68%</td>
</tr>
<tr>
<td>All others not 16-34</td>
<td>78%</td>
<td>74%</td>
</tr>
</tbody>
</table>

**Figure 2, 3**

Seriousness of Drivers Using Cell Phones as an issue, determined by the % who answered 4 or 5 on a 5-pt scale – 1=Not a problem at All 5=Extremely Serious Problem. Figure 3 shows seriousness of issue across age and gender groups.
Distracted drivers also continue to be seen as a serious concern for Nova Scotians. Seven in ten Nova Scotia drivers (70%) consider it serious (‘5’ or ‘4’ on a 5-point scale). Very few (9%) do not believe this to be an issue (1 or 2 on a 5-point scale).

The likelihood of considering ‘distracted drivers’ is stronger among those aged 16-34, which is a change from what was noted in 2012 when those 35-64 were particularly more likely to consider this a serious problem. As in previous years, women are more likely than men (75% vs. 64% for men), to consider distracted drivers a serious problem in Nova Scotia.

Across districts, results are consistent over previous years. Central district drivers continue to consider distracted drivers as a slightly more serious issue, whereas Eastern Drivers are least phased by this issue (72% vs. 65% respectively).
Road Safety Issue Identification

As had been the case since 2009, two-thirds of Nova Scotia drivers believe excessive speeding is a serious problem (score of 4 or 5 on a 5-point scale) in the province (64% in 2013). In fact, approximately one-third of drivers (33%) rate excessive speeding as an extremely serious problem (score of 5 on a 5-point scale).4

The opinion that excessive speed is a serious problem is significantly more prominent among Northern (67%) and Central drivers (68%) relative to Eastern (57%) and Central (60%) drivers.

Females are much more likely than males (39% vs. 28%) to consider excessive speeding an extremely serious problem.

The likelihood of considering excessive speed as a road safety issue increases with age. Drivers aged 75 or older are much more likely to identify excessive speeding as an extremely serious issue (57%) than drivers in other age groups (ranging between 23% and 40%).

Note: ‡ Indicates a decrease from 2012

Figure 6
Excessive Speeding
% who answered 4 or 5 on a 5-point scale – 1=Not a problem at All 5=Extremely Serious Problem

Figure 7
Excessive Speeding: Seriousness of Issue

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Adults</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>16-34 year old</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>35-44 year old</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>45-54 year old</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>55-64 year old</td>
<td>43%</td>
<td>36%</td>
</tr>
<tr>
<td>65-74 year old</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>75 years or older</td>
<td>59%</td>
<td>57%</td>
</tr>
<tr>
<td>Males</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Females</td>
<td>43%</td>
<td>39%</td>
</tr>
</tbody>
</table>
Road Safety Issue Identification

- Nearly two-thirds (64%) of Nova Scotia drivers in 2013 believe driving while intoxicated is a serious problem (‘5’ or ‘4’ on a 5-point scale).
- The perceived seriousness of drinking and driving as a road safety issue is consistent with 2012 results. However, this issue has declined relative to previous years (69% in 2009, 70% in 2010 and 71% in 2011 thought the issue was serious).
- Females are more likely to consider drinking and driving as a serious problem (score of 4 or 5 on a 5-point scale) than males (70% vs. 57% for males). In 2013, results are rather consistent across regions.

![Figure 8: Drinking Drivers](image)

**Figure 8**

Drinking Drivers

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

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>54%</td>
<td>46%</td>
<td>46%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>2012</td>
<td>15%</td>
<td>19%</td>
<td>20%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>2013</td>
<td>9%</td>
<td>11%</td>
<td>11%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Reference, data table 1h
Road Safety
Behaviour
Road Safety Behaviour

- Nova Scotia drivers were asked to identify how often they have undertaken certain activities during the month prior to the survey.
- This exercise identified **four common risky driving behaviours**: driving well over the posted speed limit, driving when tired or fatigued, speeding up through traffic lights before they change, and driving when distracted.
- In fact, **more than one-half of all drivers mentioned engaging in each of these risky activities at least once in the month prior** to the survey (55%, 61%, 55% and 66% for each activity respectively). Note, however, that the incidence of speeding frequently (score of 4 or 5 on a 5-point scale) has declined since 2011, from 14% in 2011 to 8% in 2012 and 9% in 2013.

![Figure 9](image)

**Figure 9**

% who Regularly Engaged in Risky Driving Activities in Past Month

- Driven well over the posted speed limit: 14% (2011: 14%, 2012: 8%, 2013: 9%)
- Driven when tired or fatigued: 7% (2011: 7%, 2012: 8%, 2013: 7%)
- Sped up to get through a traffic light before it changes: 6% (2011: 6%, 2012: 7%, 2013: 7%)
- Driven when distracted by something: 5% (2011: 4%, 2012: 6%, 2013: 5%)
- Driven too fast for the conditions: 5% (2011: 5%, 2012: 4%, 2013: 5%)
- Failed to stop at a stop sign: 2% (2011: 2%, 2012: 1%, 2013: 1%)
- Taken a risk when driving just for fun: 1% (2011: 1%, 2012: 1%, 2013: 1%)
- Driven after consuming cannabis: 1% (2011: 1%, 2012: 2%, 2013: 2%)
- Driven after using illegal drugs: 1% (2011: 1%, 2012: 1%, 2013: 1%)
- Driven after consuming alcohol: 1% (2011: 1%, 2012: 0%, 2013: 1%)

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

Reference, data tables 2a-j.
The table below shows the incidence of regularly engaging in risky driving behaviours (score of 4 or 5 on a 5-point scale) across age and gender categories.

**Engaging in risky driving behaviour is more prominent among younger adults.** Females aged 16-34 are more likely to drive when distracted (12%), or to speed up through traffic lights (12%). In fact, young females aged 16-34 reported a significant increase in frequently driving when distracted. On the other hand, these females reported are less likely to report driving under the influence of cannabis or illegal drugs, or taking a risk when driving.

Note, however, that many of these behaviours have been declining since 2009 for younger adults.

**Figure 10**

**Frequency of Road Safety Activities in past Month**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Driven well over the posted speed limit</td>
<td>18%</td>
<td>15%</td>
<td>9%</td>
<td>18%</td>
<td>21%</td>
<td>12%</td>
<td>12%</td>
<td>8%</td>
<td>7%</td>
<td>11%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Sped up to get through a traffic light before change</td>
<td>13%</td>
<td>8%</td>
<td>5%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
<td>10%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Driven when tired or fatigued</td>
<td>14%</td>
<td>17%</td>
<td>4%</td>
<td>10%</td>
<td>14%</td>
<td>6%</td>
<td>6%</td>
<td>12%</td>
<td>6%</td>
<td>10%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Driven too fast for the conditions</td>
<td>6%</td>
<td>5%</td>
<td>1%</td>
<td>6%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Driven when distracted by something</td>
<td>1%</td>
<td>17%</td>
<td>3%</td>
<td>14%</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Taken a risk when driving just for fun</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Failed to stop at a stop sign</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Driven after consuming alcohol</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Driven after consuming cannabis</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
<td>9%</td>
<td>0%</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Driven after using illegal drugs</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Note: ‘↓’ Indicates a decrease from 2012; ‘↑’ Indicates an increase from 2012
'-' Indicates question was not asked in the referenced year

Reference, data tables 2a-j.
Attitudes Towards Road Safety
Attitudes Towards Road Safety

- Nova Scotia drivers were asked about their driving behaviours through a series of related behavioural statements. Statements addressed attitudes toward driver’s licenses, speeding, and drinking and driving.

- Consistent with 2012, the majority of NS drivers value the importance of a valid driver’s license.

- Key changes compared with last year (2012) and over time include:
  - A decreasing trend in the proportion reporting they would ‘drive anyway’ if their license was suspended;
  - A decreasing trend in the proportion of drivers who ‘speed’ in places where they believe they won’t get caught; and
  - An increase, back to the 2011 measure, in the percentage who believes having their license suspended would cause them issues with their employer.

**Figure 11**

<table>
<thead>
<tr>
<th>% Who Agree with Attitudinal Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>% who answered 4 or 5 on a 5-point scale – 1=Strongly Disagree 5=Strongly Agree</td>
</tr>
<tr>
<td>85% 91% 91%</td>
</tr>
</tbody>
</table>

- It is important for me to maintain a valid driver’s license
- I would be in trouble with my employer if my license was suspended
- If my license was suspended, I would drive anyway
- I speed in places where I know police do not measure speed

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

Reference, data tables 3a, c, b, g.
The vast majority of Nova Scotia drivers find it important to maintain a valid driver’s license, with 91% rating the question as a 4 or a 5 on a 5-point agreement scale. Drivers over the age of 75 are least phased with the importance of holding a valid driver’s license (88% find it important).

The importance of holding a valid driver’s license increases in direct relation with income, with 96% of those in the highest income category agreeing (score of 4 or 5 on a 5-point scale) it is important for them to hold a valid driver’s license relative to 87% for those in the lowest.

A sizeable minority (more than one-third) also agrees that their driver’s license is a very important element of employment, with 38% admitting they would be in trouble with their employer if their license was suspended. This incidence is particularly high among young males aged 16-34 (50%). The driver’s license is a well-respected and valued permit. Year over year, fewer mention they would still drive if their driver’s license was suspended.

### Figure 12

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

Reference, data tables 3a, d, h.
Attitudes Towards Road Safety

- There has been a slight shift in attitudes towards speeding in 2012, which has sustained into 2013. An increasing number of Nova Scotia drivers find it a ‘big deal’ to receive a speeding ticket (13% agreed with a 4 or 5 on a 5-point scale that getting a speeding ticket isn’t really a big deal, which is down from 20%-21% in previous years).

- Young adults are more likely to find getting a speeding ticket to be a big deal (8% agreed a speeding ticket isn’t a big deal, vs. 15% for those 35 or older).

- The incidence of driving over the speed limit is consistently higher among young males, who are more likely to admit getting a rush from driving fast (9%) when compared with all other drivers (4%), or females 16 to 34 (1%).

![Figure 13](image.png)

% Who Agree with Speeding Statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting a speeding ticket isn’t really a big deal</td>
<td>20%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>I speed in places where I know the police do not measure speed</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Driving fast, even above the speed limit, gives me a rush</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Reference, data tables 3c, e, f.
Few Nova Scotia drivers believe drinking and driving is less of a problem today than it used to be.

The perceived seriousness of riding as a passenger with a driver who has been drinking increased significantly in 2012, and has sustained into 2013. Very few agree they have no problem getting into a car with a driver who has been drinking (6%).

Older adults aged 75 or older (12%) are slightly less convinced of the risk of riding in a vehicle with a driver who has been drinking than drivers in younger age groups.

In 2013, male drivers aged 16 to 34 are reporting a change in attitude with regards to getting into a car with a driver who has been drinking. This group is significantly less likely to be ‘ok’ with this idea than was the case in 2012 (10% in 2012 vs. 3% in 2013).

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

Reference, data tables 3b, g.
Most Nova Scotia drivers (79%) mention having encountered at least one police check point in the past year.

On average, drivers might encounter one checkpoint per season, or 3.9 check points per year. This, however, is significantly lower than reported in 2012.

The frequency of encountering a police checkpoint is related with driving frequency: the more people drive, the higher the chance of coming across a police checkpoint.

Across demographic subgroups, there has been as significant increase in the number of police checkpoint reported by Northern District drivers. The average number of checkpoints is higher among adults in the lowest income adequacy group, a flip from what was observed in 2012. Gender differences observed in 2012 have leveled-off.

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

Reference, data table 3.2.
Seatbelt Use
Seatbelt Use

Most common reasons for not wearing a seatbelt include ‘driving only a short distance’, or ‘forgetting’. Forgetting is a particularly common reason among younger adults 16-34, with 23% likely to mention this as opposed to 14% for older adults.

Most Nova Scotia drivers, at least 9 in 10, always wear their seatbelt when driving (94%) or riding as a passenger (92%).

The incidence of wearing a seatbelt when riding as a passenger is slightly lower. Although the 2 percentage point difference is not statistically significant, it is a notable trend.

Across demographic sub-groups, the incidence of wearing a seatbelt when riding in a vehicle varies considerably across age and gender. Young males aged 16 to 34, are significantly less likely to wear a seatbelt (90%) than drivers in other age groups. However, this is a notable increase relative to 2012, when only 78% of young males reported wearing a seatbelt when driving.
Distracted Driving
Distracted driving behaviours in 2013 are very consistent with previous years. The four most common distracted driving activities include talking or interacting with others, adjusting vehicle controls, changing stations or CDs, or looking at something outside. Most common is the large proportion (61%) that often (5 or 4 on a 5-point scale) talked or interacted with adult or child passengers while driving in the month prior to the survey.

The incidence of distracting driving behaviours reported by young males has seen a general decline in 2013. Relative to young males, young females (aged 16-34) are more likely to engage in sending text messages, talking with passengers, personal grooming and having unrestrained pets in the vehicle.

In 2012, as in previous years, the majority of (73%) had undertaken four or more of these ten activities in the month prior to the survey. Very few (1% in 2012) have never done any of the activities under consideration.
During the 12-month period prior to responding to the survey, slightly more than one in five Nova Scotia drivers (22%) had to either apply the brakes or steer to avoid being in a crash because they were distracted by something inside or outside of their vehicle.

This incidence has been consistent over the past few years, although considerably higher than the 2009 baseline measure (13%).

Among those who had to take action in order to avoid a collision after being distracted, most had this happen more than once. Approximately one-third experienced two such incidents, and four in ten (40%) experienced three or more of these near-crashes.

Adults aged 35 or older are less likely to report having to brake or steer to avoid a crash (21% vs. 26% for those 16-34). However, when they do, they do so more often. Adults 35 or older who reported having to brake or steer to avoid a crash mention doing so 3.9 times on average versus 3.4 times for young drivers 16 to 34. Overall, there has been a significant drop in the number of incidents where braking or steering was needed to avoid a crash among young males (16-34) from 8.2 times in 2012 to 2.6 in 2013.
Speeding
Speeding

Consistent with previous years, the majority (91%) reported they had driven at speeds up to 15 kilometres per hour over the posted speed limit at least once during the month prior to the survey (score of 2, 3, 4 or 5 on a 5-point scale). The incidence of speeding (up to 15 km/hr) is strongly correlated with age, with young adults more likely to report driving up to 15 km per hour above the posted speed limit (98% vs. 88% for those 35 and older).

As shown in Figure 22, a large majority of Nova Scotia drivers exceeded the posted speed limit by up to 10 kilometres per hour at least once in the month prior to the survey, and one-third exceeded it by 11 to 15 kilometres per hour. This has been consistent since 2010. (Tables 12, a-e)

<table>
<thead>
<tr>
<th>Km/Hr Over Posted Speed Limit</th>
<th>2009*</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5 km/hr</td>
<td>81%</td>
<td>89%</td>
<td>87%</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>6-10 km/hr</td>
<td></td>
<td>68%</td>
<td>71%</td>
<td>70%</td>
<td>71%</td>
</tr>
<tr>
<td>11-15 km/hr</td>
<td></td>
<td>34%</td>
<td>35%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>16-30 km/hr</td>
<td>24%</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>31+ km/hr</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Small increments of 1-5km/h, 6-10km/h and 11-15km/h not asked in 2009.
Most drivers (58%) in 2013 are very confident (‘5’ on a 5-point scale) they can maintain control of their vehicle when driving well over the posted speed limit, and only a small number (8%) are not confident (‘1’ or ‘2’ on a 5-point scale) in this regard. Males (62%) are more likely to report being ‘very confident’ than females (54%), particularly young males aged 16-34 (69% vs. 56% for everyone else).

The incidence of having to brake or steer to avoid a crash because of speeding is very low. In 2013, similar to previous years, only 1% of drivers reported that, in the year prior to the survey, they had to brake or steer to avoid being in a crash because they were driving above the posted speed limit.

The incidence of having to brake or steer to avoid a crash because of speeding is more prominent among those who reported speeding by at least 16 kilometers per hour in excess of the posted speed limit (5%). Among those who did report having to brake or steer to avoid a crash, this happened 2.6 time on average in the past year.
Impaired Driving
Impaired Driving

As noted in previous years, the majority of Nova Scotia drivers (80%) reported having never driven after consuming alcohol during the month prior to responding to the survey. Nonetheless, this leaves a notable twenty percent (20%) mentioning having driven within two hours of having at least one drink.

Overall, males are at least twice as likely to drink and drive as females (27% vs. 13%). The incidence of drinking and driving (within 2 hours of alcohol consumption) is also directly linked with socio-economic factor: this increases with income, education and income adequacy. Young adults 16-34 are less likely to report drinking after consuming alcohol.

Among those who report drinking and driving, the majority (74%) usually have only one drink. Only a small percentage (3%) of those who drove within two hours of drinking report having consumed three or more drinks.

Although the incidence of drinking and driving has remained consistent in 2013, the decline noted last year in the reported number of drinks consumed was temporary. More Nova Scotia drivers are reporting having two drinks (21% vs. 15% in 2012). This is consistent with 2011.
**Impaired Driving**

- Most drivers who drink and drive Over three-quarters (76%) who consumed alcohol and drove within two hours reported being very confident (‘5’ on a 5-point scale) that they were capable of maintaining control of their vehicle. None reported not feeling confident (0%).

  **Figure 28**
  Confidence in capability of Maintaining Control of Vehicle (last time drove within 2 hrs of drinking)

  - Very confident: 79% (2011), 82% (2012), 76% (2013)
  - Not confident at all: 4% (2011), 3% (2012), 6% (2013)

- The incidence of driving under the influence of marijuana or hash is a rare incidence among overall drivers. Nonetheless, 2% of all Nova Scotia drivers report having driven a motor vehicle within two hours of consuming marijuana or hash in the past month. This incidence is concentrated among young drivers aged 25-34 (7% vs. 2% for all others).

  **Figure 29**
  % Drove Within 2 Hours of Using Marijuana/Hash

  - Never: 97% (2011), 95% (2012), 97% (2013)
  - At least Once: 1% (2011), 5% (2012), 3% (2013)

- The incidence of being pulled over on suspicion of impaired driving is minimal among Nova Scotia drivers. Although 20% of drivers have driven a vehicle after consuming alcohol and 2% have driven after using marijuana or hash (within 2 hours of consumption), only 2% report being pulled over.

  **Figure 30**
  % Pulled over on Suspicion of Impaired Driving

  - At least Once: 2% (2011), 1% (2012), 2% (2013)

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

Reference, data tables Table 18, 20, 23
Attitudes Towards Pedestrian, Cyclist and Crosswalk Safety
Drivers were asked to rate a list of five statements about pedestrian, cyclist and crosswalk safety on a ‘1’ to ‘5’ scale, where ‘1’ is strongly agree, and ‘5’ is strongly disagree. From the five statements under consideration, drivers are most likely to agree that ‘roads are public spaces, meant to be used by everyone’ (75%). The reverse is true for the statement ‘Roads are only meant to be used by cars’, where 75% disagree (score of 1-2) with the statement.

The perception that roads are meant to be shared is linked with age and education. Young adults are more likely to agree (24%) than those 35+ (13%) that ‘roads are only meant to be used by cars’, and so are drivers with less than high-school education (23% agree). Young females, in particular, are not convinced that roads are ‘meant to be used by everyone’ (only 68% agree vs. 75% overall).

Opinions are mixed regarding who is at fault if a pedestrian is hit by a car in NS, and a significant change in attitude is noted over 2010. While approximately one-quarter agrees the ‘driver is always responsible’, almost one-half disagrees (48%) and a sizeable portion (3 in 10) is neutral or doesn’t know. Across groups, young adults (16-34) are more likely to agree the driver is always responsible, whereas Central district drivers are less likely to agree (16%) than those in other districts.
Pedestrian Safety Measures
Over three-quarters of Nova Scotia residents (76%) have, over the past year, walked, run, or jogged in Nova Scotia. These results are consistent with those from 2010. Young adults aged 16-34 are more likely to have walked, run, or jogged on roads in Nova Scotia (89% vs. 72% for adults over the age of 35). The likelihood of Nova Scotia’s roads being used to walk, run, or jog on also increases with income level.

Among those who have driven a motor vehicle in the past year, approximately 9 in 10 drivers indicated that they have never had a collision or close call with a pedestrian or walker (89%). This is consistent across sub-groups and districts and relative to 2010.

Drivers were asked to identify how often they had engaged in six very specific risky driving behaviours in relation to pedestrian safety. Few engage in risky driving behaviours, with ‘failing to check to make sure I’m not blocking the sidewalk or crosswalk when parking’ being the most prominent at 13%.
Pedestrian Safety Measures

Figure 36
Have NOT been Hit or Had a Close Call with a Vehicle in the Past year

- While most (8 in 10) pedestrians indicated they have not been hit or had a close call with a vehicle in the past year, this leaves a notable twenty percent (20%) mentioning they have.

- Young adults aged 16-34 are more likely to report having been hit or had a close call with a vehicle (29% vs. 16% for those aged 35 and older). Across districts, pedestrians in the Eastern district are less likely to report being hit or having a close call with a vehicle.

- Nova Scotia pedestrians regularly engage in various risky street crossing behaviours, with the top three including crossing the road where no crosswalk is marked, failing to make eye contact with drivers and listening to music or using a cell phone while crossing.

- Young pedestrians aged 16-34 are most likely to cross the road where there is ‘no marked crosswalk’, to ‘listen to music, talk or text while crossing’ and to ‘cross when the don’t walk or countdown has begun’. Older adults over the age of 75, on the other hand, more prominently cross the road without looking for cars (10% do so regularly).

Figure 37
How Often You have Done the Following When Walking

- Cross the road/ street where there was no marked crosswalk: 39%
- Fail to make eye contact with drivers before crossing: 12%
- Listened to music, talk on cell phone, or text while crossing: 11%
- Begin crossing when ‘don’t walk’ signal was blinking or walk countdown begun: 10%
- Fail to ensure crosswalk signals indicated it was safe, before crossing: 9%
- Crossing as soon as signal says ‘walk’, without pausing to check for cars: 8%
- Fail to look around for cars before crossing: 5%

Reference, data tables 30, 31