



THE ROAD SAFETY MONITOR 2009

DRINKING AND DRIVING IN CANADA BY REGION



The knowledge source for safe driving

The Traffic Injury Research Foundation

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TIRF is a national, independent, charitable road safety institute. Since its inception in 1964, TIRF has become internationally recognized for its accomplishments in a wide range of subject areas related to identifying the causes of road crashes and developing programs and policies to address them effectively.

About the poll

These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 1,200 Canadians completed the poll in September and October of 2009. Results can be considered accurate within plus or minus 2.9%, 19 times out of 20. The majority of the questions were answered using a scale from one to six where six indicated high agreement, concern, or support and one indicated low agreement, concern or support. For the first time, half of all respondents were contacted by phone and the other half on-line as part of a gradual transition to a complete on-line survey.

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DRINKING AND DRIVING IN CANADA BY REGION

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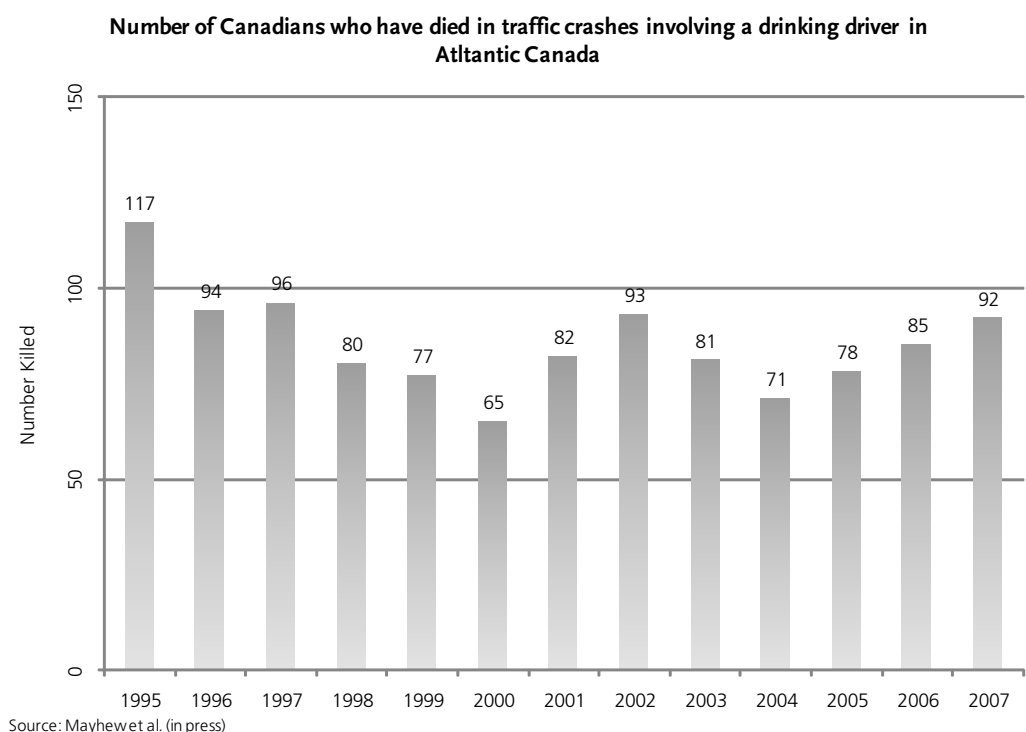
DRINKING AND DRIVING IN ATLANTIC CANADA

This fact sheet summarizes regional results for Atlantic Canada (New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island) from The Road Safety Monitor (RSM), 2009 on drinking and driving in Canada. The RSM is an annual public opinion survey conducted by the Traffic Injury Research Foundation (TIRF) under sponsorship from the Brewers Association of Canada, the Canadian Trucking Alliance and Transport Canada. The survey takes the pulse of the nation on key road safety issues by means of a telephone and on-line survey of a random, representative sample of Canadian drivers. Regional and national results on drinking and driving across the country are contained in a companion series of fact sheets.

While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (240 versus 1,200). Therefore, it warrants mentioning that it is too premature for robust comparisons between the regional results and the national results. More data are needed and will be collected in the future for such comparisons.

How many Canadians die in traffic crashes involving a drinking driver in Atlantic Canada?

In 2007, the most recent year for which data are available, 92 Canadians were killed in a traffic crash involving a drinking driver in the Atlantic region. This represents a steady increase since 2004, suggesting progress in the fight against drinking and driving has halted. Given that these numbers are smaller than the national result (92 fatalities in Atlantic Canada versus 863 in Canada), these regional results are less stable. As a consequence, trends that emerge from the national results may not immediately be apparent from



these regional results. It is recommended to continue monitoring regional results in order to see whether they will follow national trends or whether they will further diverge from national trends. As it stands today, Canada as a whole has reached a plateau since 2000 and perhaps there are some reasons to believe that Canada may be making some progress in terms of alcohol related fatalities (see Canada's national fact sheet), but this is not yet apparent for Atlantic Canada.

What percentage of Atlantic Canadians drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 15.1% of Atlantic Canadians admitted to doing this in 2009. This percent was only 8.7% in 2008. It warrants mentioning that no conclusions regarding a trend in Atlantic Canada can be drawn based on these data. The reason is that two data points in time (one for 2008 and one for 2009) is not sufficient for a robust comparison. As such, it is too early to tell whether the number is truly increasing or decreasing. For example, the percent in 2008 was exceptionally low compared to the national result of 18.1%. This could have been due to a random fluctuation, in which case Atlantic Canada's true percent could have been higher. If the true result would have been closer to the national result, today a decreasing trend in self-reported drinking and driving would have become apparent, rather than an increasing trend. Also, when looking at the 2009 data only, Atlantic Canada's result of this year (15.1%) is about four percent points lower than Canada's overall result of 19%. Again, more data are needed to confirm whether a persisting trend will emerge or not in Atlantic Canada and whether Atlantic Canada is performing better or worse than the national average.

What percentage of Atlantic Canadians drink and drive when they thought they were over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 4.4% of Atlantic Canadians admitted to doing this in 2009. This was 4.2% in 2008. This compares to 5.6% for Canada in 2009 and 5.2% in 2008. It seems that this indicator may have produced more stable results for Atlantic Canada than the indicator about drinking and driving at any level of alcohol consumption. If this were true, there would be no reasons to believe that Atlantic Canada is performing worse in 2009 compared to 2008 (as opposed to worse based on the previous indicator), especially since this indicator regarding drinking and driving over the legal limit is about higher, i.e., more dangerous levels of alcohol consumption.

How many Atlantic Canadians have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 2.8% of Atlantic Canadians indicated that they had been a passenger in a motor vehicle driven by someone who has been drinking on one occasion, and 3.2% indicated that they had been a passenger on at least two such occasions. These passengers are putting themselves at risk. Even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increase substantially.

How many Atlantic Canadians are affected by drinking and driving? About one quarter (25.6%) of Atlantic Canadians know of a family member or close friend who has been the victim of a drinking and

driving collision that they did not cause. This percent was 28.4% last year. Drinking and driving continues to have a huge impact on the lives of Atlantic Canadians including serious injuries and the costs of health care, and the loss of family members and friends.

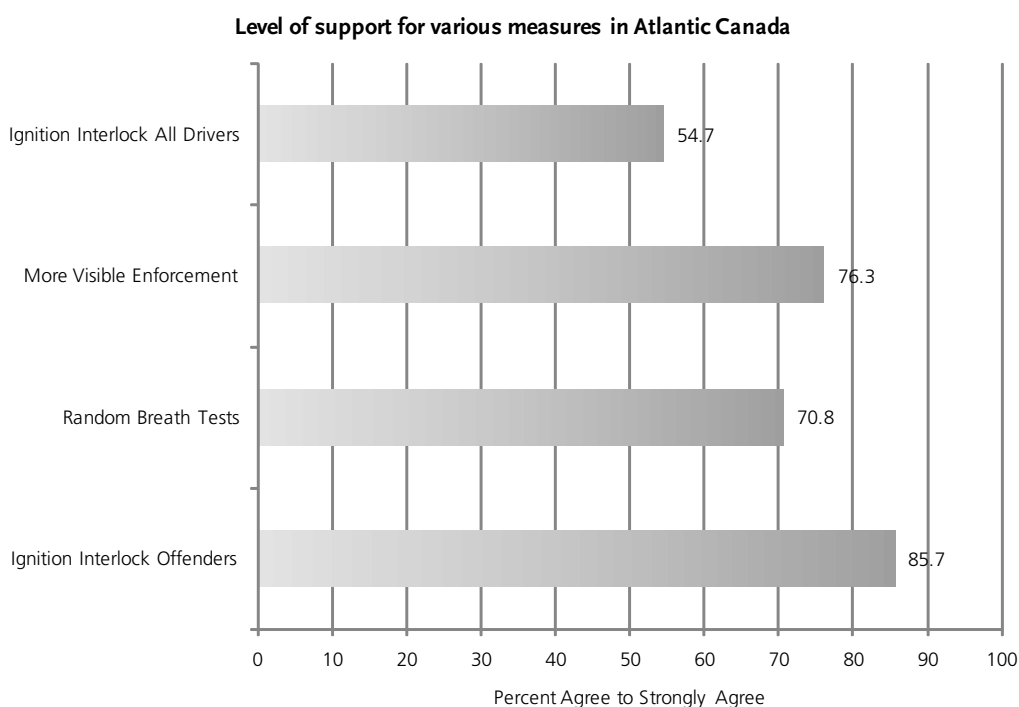
In the Atlantic region 15.8% of Canadians (compared to 17.8% last year) indicated that they know of a family member or friend who was drinking and driving and caused a collision where they were at fault. Note that Atlantic Canadians were asked only about family members or close friends, so these numbers likely underestimate the problem. There is a great deal of stigma associated with being the perpetrator of a drinking and driving crash which can have a very large impact on the lives of not only those involved in the crash, but the people who are close to them as well. Those who know someone who is about to drink and drive are in a position to prevent the people they care about from getting behind the wheel after drinking. Comparable to last year, only a minority of drinking drivers are potentially drinking by themselves at home, which means that many of them are in the midst of friends or family who can take action to influence behaviour and prevent the problem.

Where does the issue of drinking and driving sit on the public agenda in Atlantic Canada? Atlantic Canadians are more concerned about drinking and driving than about any other societal issue: 80.1% indicate they are very or extremely concerned about it. The next highest levels of concern are about crime (68.9%) and road safety (66.6%). The lowest level was for airline safety (39.7%), comparable to last year (31.6%).

Is drinking and driving a major road safety issue for Atlantic Canadians? Of all the road safety issues, drinking drivers were rated as a very or extremely serious problem by 87% of Atlantic Canadians — the highest of all road safety issues. This is not surprising given the high toll on the roads due to drinking and driving. The next highest road safety issue rated as a very or extremely serious problem was excessive speeding (79.3%), and the lowest rating of concern was for the number of large trucks on the roads (35.9%).

Level of support for various measures in Atlantic Canada. Atlantic Canadians show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 85.7% of Atlantic Canadians agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an ignition interlock system. In 2008 this percent was 79.2%. Atlantic Canadians also rated their support for the following measures: 70.8% (66.7% in 2008) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; 76.3% (74.9% in 2008) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; almost exactly the same percent of Atlantic Canadians as last year (54.7% in 2009 and 54.6% in 2008) think that an ignition interlock system should be mandatory for all vehicles.

Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers than mandatory ignition interlocks for all vehicles, more than half of Atlantic Canadians think these devices should be mandatory for all vehicles. This trend reflects a growing awareness of the safety benefits of these devices. In many jurisdictions ignition interlocks are being considered as a standard safety feature on vehicles, much like seatbelts and airbags. Efforts are underway to make the technology less obtrusive and more suitable for use in all vehicles.



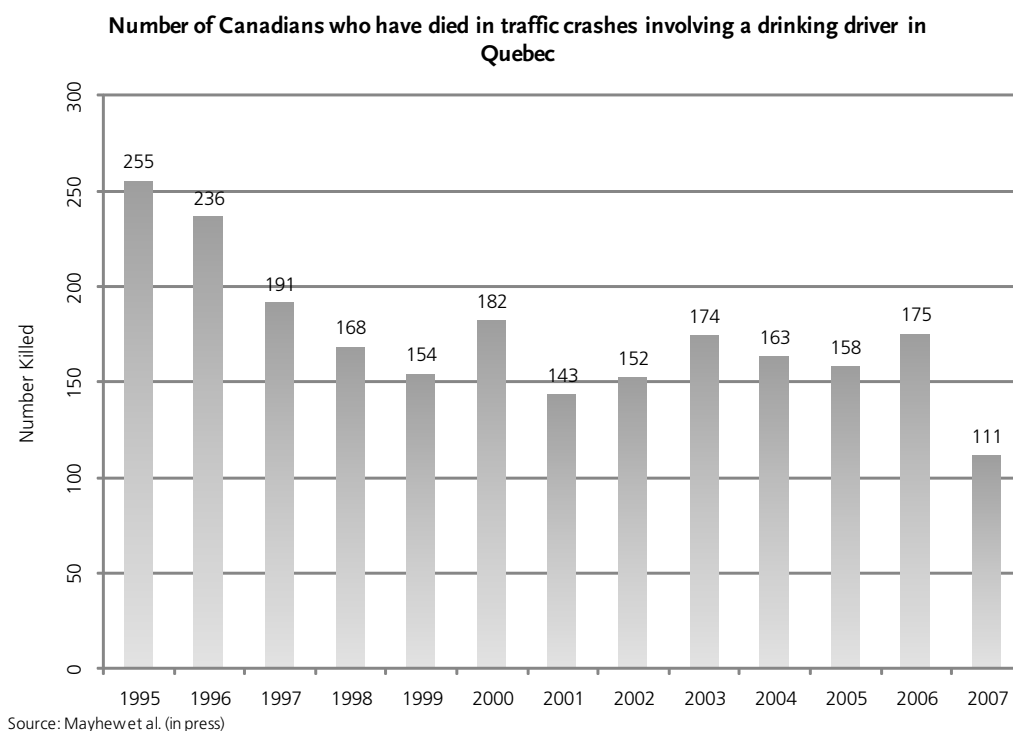
About the poll. These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 240 Atlantic Canadians completed the poll in September and October of 2009. Results can be considered accurate within plus or minus 6.3%, 19 times out of 20. The majority of the questions were answered using a scale from one to six where six indicated high agreement, concern, or support and one indicated low agreement, concern or support. For the first time, half of all respondents were contacted by phone and the other half on-line as part of a gradual transition to a complete on-line survey.

DRINKING AND DRIVING IN QUEBEC

This fact sheet summarizes regional results for Quebec from The Road Safety Monitor (RSM), 2009 on drinking and driving in Canada. The RSM is an annual public opinion survey conducted by the Traffic Injury Research Foundation (TIRF) under sponsorship from the Brewers Association of Canada, the Canadian Trucking Alliance and Transport Canada. The survey takes the pulse of the nation on key road safety issues by means of a telephone and on-line survey of a random, representative sample of Canadian drivers. Regional and national results on drinking and driving across the country are contained in a companion series of fact sheets.

While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (240 versus 1,200). Therefore, it warrants mentioning that it is too premature for robust comparisons between the regional results and the national results. More data are needed and will be collected in the future for such comparisons.

How many Canadians die in traffic crashes involving a drinking driver in Quebec? In 2007, the most recent year for which data are available, 111 Canadians were killed in a traffic crash involving a drinking driver in Quebec. This represents a considerable decrease compared to 2006, or any other year for that matter. Such a notable drop could be the start of a renewed downward trend, although it may also be the result of a random fluctuation. In case of the latter, next year's number would be expected to be higher again. While it is impossible to confirm this today, it could be argued that the 2006 result was also a rather extreme number resulting from a random fluctuation, but in the opposite — upward — direction.



If the 2006 and 2007 numbers are opposite extremes resulting from random fluctuations, the 2008 result could be somewhere in the middle and perhaps confirm a downward trend that started in 2003, when the number decreased from 174 to 163 in 2004 and to 158 in 2005.

As it stands today, Canada as a whole has reached a plateau since 2000 and perhaps there are some reasons to believe that Canada may be making some progress in terms of alcohol related fatalities (see Canada's national fact sheet). Quebec seems to be the primary contributor to this decreasing trend as all the other regions have either reached a plateau or their number of fatalities has increased.

What percentage of Canadians in Quebec drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 21.9% of Canadians in Quebec admitted to doing this in 2009. This percent was 24.9% in 2008. It warrants mentioning that no conclusions regarding a trend in Quebec can be drawn based on these data. The reason is that two data points in time (one for 2008 and one for 2009) is not sufficient for a robust comparison. As such, it is too early to tell whether the number is truly increasing or decreasing.

What percentage of Canadians in Quebec drink and drive when they thought they were over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 6.1% of Canadians in Quebec admitted to doing this in 2009. This was 7.5% in 2008. This compares to 5.6% for Canada in 2009 and 5.2% in 2008. These regional percentages for Quebec appear to be higher than the national ones. More data are needed to confirm this.

How many Canadians in Quebec have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 6.2% of Canadians in Quebec indicated that they had been a passenger in a motor vehicle driven by someone who has been drinking on one occasion, and 6.2% indicated that they had been a passenger on at least two such occasions. These passengers are putting themselves at risk. Even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increase substantially.

How many Canadians in Quebec are affected by drinking and driving? About 10.7% of Canadians in Quebec know of a family member or close friend who has been the victim of a drinking and driving collision that they did not cause. This was 8.3% last year. Drinking and driving continues to have a huge impact on the lives of Canadians in Quebec including serious injuries and the costs of health care, and the loss of family members and friends.

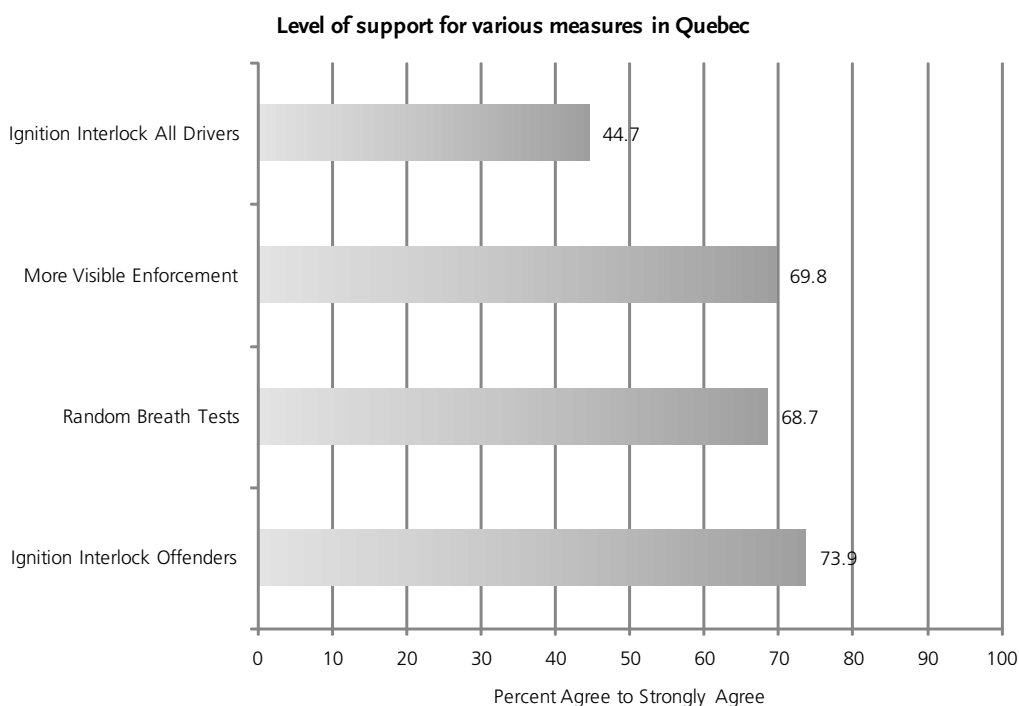
In Quebec 11.1% of Canadians (compared to 10.4% in 2008) indicated that they know of a family member or friend who was drinking and driving and caused a collision where they were at fault. Note that Canadians in Quebec were asked only about family members or close friends, so these numbers likely underestimate the problem. There is a great deal of stigma associated with being the perpetrator of a

drinking and driving crash which can have a very large impact on the lives of not only those involved in the crash, but the people who are close to them as well. Those who know someone who is about to drink and drive are in a position to prevent the people they care about from getting behind the wheel after drinking. Comparable to last year, only a minority of drinking drivers are potentially drinking by themselves at home, which means that most of them are in the midst of friends or family who can take action to influence behaviour and prevent the problem.

Where does the issue of drinking and driving sit on the public agenda in Quebec? More Canadians in Quebec are concerned about drinking and driving than about any other societal issue: 82.5% indicate they are very or extremely concerned about the issue. The next highest level of concern was for the price of gas at the pumps (63.7%) and the lowest level of concern was for airline safety (41.4%).

Is drinking and driving a major road safety issue for Canadians in Quebec? Of all the road safety issues, drinking drivers were rated as a very or extremely serious problem by 85.6% of Canadians in Quebec — the highest of all road safety issues. This is not surprising given the high toll on the roads due to drinking and driving. The next highest road safety issue rated as a very or extremely serious problem was for truck drivers who are tired by driving long hours (74.9%), and the lowest rating of concern was for the number of large trucks on the roads (45.3%).

Level of support for various measures in Quebec. Canadians in Quebec show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 73.9% of Canadians in Quebec agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an ignition interlock system. This was 82% last year. Canadians in Quebec also rated their support



for the following measures: 68.7% (compared to 69.9% in 2008) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; 69.8% (compared to 78.4% in 2008) agreed or strongly agreed that there should be more visible police enforcement for drinking; and, almost half of Canadians (44.7% in 2009 and 48.4% in 2008) think that an ignition interlock system should be mandatory for all vehicles.

Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers than mandatory ignition interlocks for all vehicles, almost half of all Canadians in Quebec think these devices should be mandatory for all vehicles. This trend reflects a growing awareness of the safety benefits of these devices. In many jurisdictions ignition interlocks are being considered as a standard safety feature on vehicles, much like seatbelts and airbags. Efforts are underway to make the technology less obtrusive and more suitable for use in all vehicles.

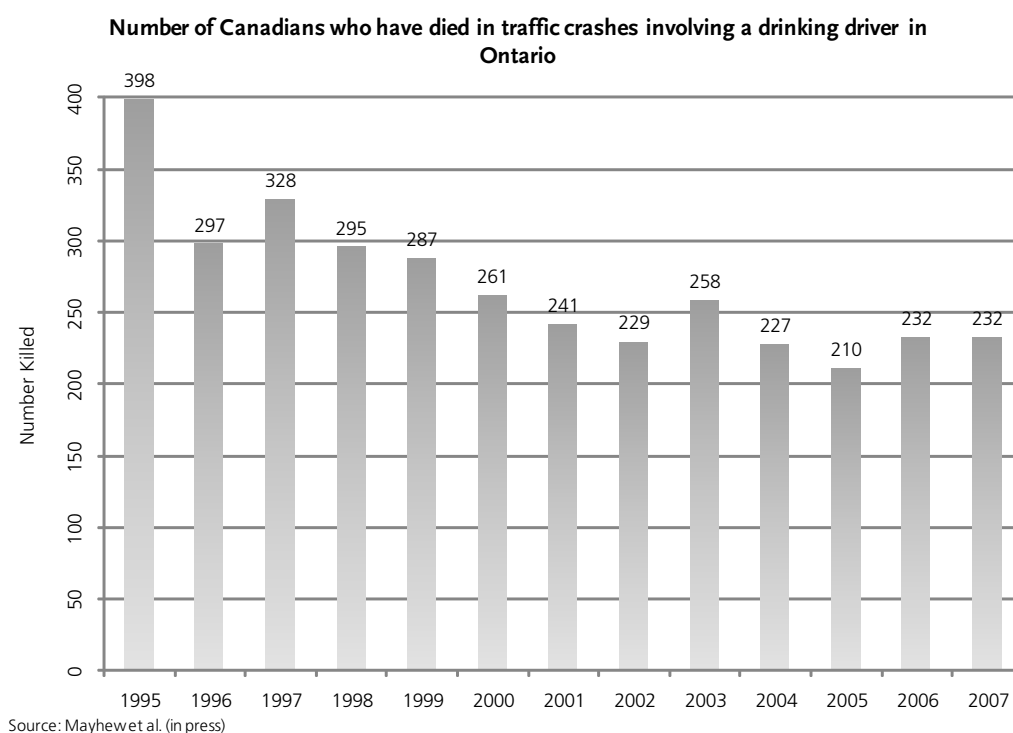
About the poll. These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 240 Canadians from Quebec completed the poll in September and October of 2009. Results can be considered accurate within plus or minus 6.3%, 19 times out of 20. The majority of the questions were answered using a scale from one to six where six indicated high agreement, concern, or support and one indicated low agreement, concern or support. For the first time, half of all respondents were contacted by phone and the other half on-line as part of a gradual transition to a complete on-line survey.

DRINKING AND DRIVING IN ONTARIO

This fact sheet summarizes regional results for Ontario from The Road Safety Monitor (RSM), 2009 on drinking and driving in Canada. The RSM is an annual public opinion survey conducted by the Traffic Injury Research Foundation (TIRF) under sponsorship from the Brewers Association of Canada, the Canadian Trucking Alliance and Transport Canada. The survey takes the pulse of the nation on key road safety issues by means of a telephone and on-line survey of a random, representative sample of Canadian drivers. Regional and national results on drinking and driving across the country are contained in a companion series of fact sheets.

While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (240 versus 1,200). Therefore, it warrants mentioning that it is too premature for robust comparisons between the regional results and the national results. More data are needed and will be collected in the future for such comparisons.

How many Canadians die in traffic crashes involving a drinking driver in Ontario? In 2007, the most recent year for which data are available, 232 Canadians were killed in a traffic crash involving a drinking driver in Ontario. This represents a considerable increase from 2005 when the number was 210 — the lowest count ever in Ontario. Although the overall pattern from 1995 through 2005 suggests Ontario has made steady progress in the fight against drinking and driving, the 2006 result increased compared to 2005. This increase now seems to be confirmed by the 2007 number. In light of these new data, it seems that the gains were predominantly made in the 1990s and since 2001 a plateau may have been reached



in Ontario. As it stands today, Canada as a whole has reached a plateau since 2000 and perhaps there are some reasons to believe that Canada may be making some progress in terms of alcohol related fatalities (see Canada's national fact sheet), but this is not yet apparent for Ontario.

What percentage of Canadians in Ontario drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 19% of Canadians in Ontario admitted to doing this in 2009. This percent was 17.5% in 2008. Incidentally, Ontario's 2009 percent is the same as the national result for Canada as a whole. It warrants mentioning that no conclusions regarding a trend in Ontario can be drawn based on these data. The reason is that two data points in time (one for 2008 and one for 2009) is not sufficient for a robust comparison. As such, it is too early to tell whether the number is truly increasing or decreasing.

What percentage of Canadians in Ontario drink and drive when they thought they were over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 4.4% of Canadians in Ontario admitted to doing this in 2009. This was 3.9% in 2008. This compares to 5.6% for Canada in 2009 and 5.2% in 2008. These regional percentages for Ontario appear to be lower than the national ones. More data are needed to confirm this.

How many Canadians in Ontario have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 5.1% of Canadians in Ontario indicated that they had been a passenger in a motor vehicle driven by someone who has been drinking on one occasion, and 8.8% indicated that they had been a passenger on at least two such occasions. These passengers are putting themselves at risk. Even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increase substantially.

How many Canadians in Ontario are affected by drinking and driving? About one fifth (20.9%) of Canadians in Ontario know of a family member or close friend who has been the victim of a drinking and driving collision that they did not cause. This percent was 25.4% last year. Drinking and driving continues to have a huge impact on the lives of Canadians in Ontario including serious injuries and the costs of health care, and the loss of family members and friends.

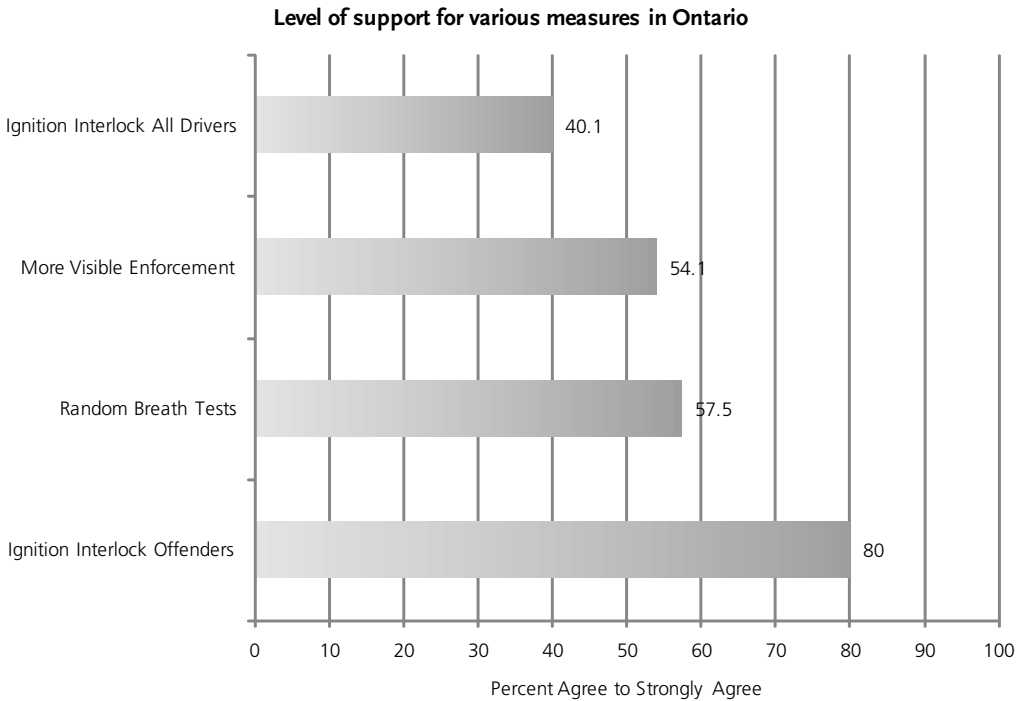
In Ontario 16.6% of Canadians (compared to 15.5% last year) indicated that they know of a family member or friend who was drinking and driving and caused a collision where they were at fault. Note that Canadians were asked only about family members or close friends, so these numbers likely underestimate the problem. There is a great deal of stigma associated with being the perpetrator of a drinking and driving crash which can have a very large impact on the lives of not only those involved in the crash, but the people who are close to them as well. Those who know someone who is about to drink and drive are in a position to prevent the people they care about from getting behind the wheel after drinking. Comparable to last year, only a minority of drinking drivers are potentially drinking by themselves at home — actually

for Ontario specifically no one answered they were drinking at home in 2009 while last year this was 8.1%. This means that most of them (or virtually all of them in Ontario) are in the midst of friends or family who can take action to influence behaviour and prevent the problem.

Where does the issue of drinking and driving sit on the public agenda in Ontario? More Canadians in Ontario are concerned about drinking and driving than about any other societal issue: 74.1% indicate they are very or extremely concerned about the issue. The next highest level of concern was for road safety (63.6%) and the lowest level of concern was for airline safety (36.1%).

Is drinking and driving a major road safety issue for Canadians in Ontario? Of all the road safety issues, drinking drivers were rated as a very or extremely serious problem by 79.9% of Canadians in Ontario — the highest of all road safety issues. This is not surprising given the high toll on the roads due to drinking and driving. The next highest road safety issue rated as a very or extremely serious problem was for running red lights (73.1%), and the lowest rating of concern was for the number of large trucks on the roads (39.6%).

Level of support for various measures in Ontario. Canadians in Ontario show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 80% of Canadians in Ontario agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an ignition interlock system. This percent was 82.4% in 2008. Canadians in Ontario also rated their support for the following measures: 57.5% (compared to 63.7% in 2008) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; 54.1% (compared to 62.2% in 2008) agreed or strongly agreed that there should be more visible police enforcement for



drinking drivers; and, 40.1% of Canadians in Ontario (compared to 46.5% in 2008) think that an ignition interlock system should be mandatory for all vehicles.

Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers than mandatory ignition interlocks for all vehicles, almost half of all Canadians in Ontario think these devices should be mandatory for all vehicles. This trend reflects a growing awareness of the safety benefits of these devices. In many jurisdictions ignition interlocks are being considered as a standard safety feature on vehicles, much like seatbelts and airbags. Efforts are underway to make the technology less obtrusive and more suitable for use in all vehicles.

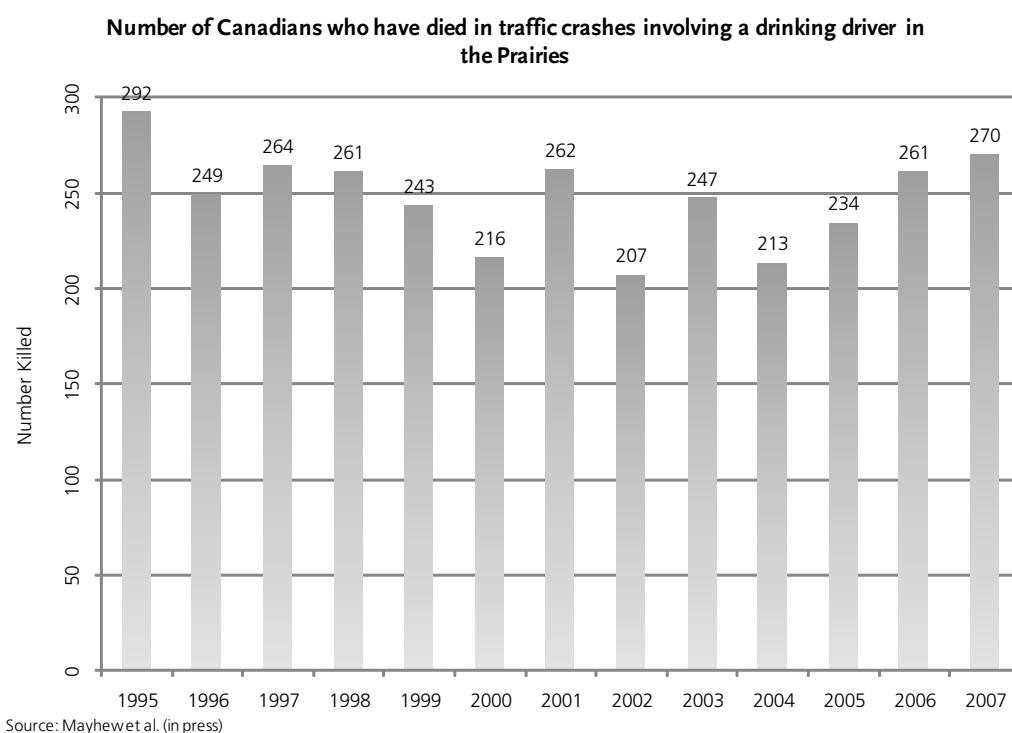
About the poll. These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 240 Canadians in Ontario completed the poll in September and October of 2009. Results can be considered accurate within plus or minus 6.3%, 19 times out of 20. The majority of the questions were answered using a scale from one to six where six indicated high agreement, concern, or support and one indicated low agreement, concern or support. For the first time, half of all respondents were contacted by phone and the other half on-line as part of a gradual transition to a complete on-line survey.

DRINKING AND DRIVING IN THE PRAIRIES

This fact sheet summarizes regional results for the Prairies region (Alberta, Manitoba and Saskatchewan) from The Road Safety Monitor (RSM), 2009 on drinking and driving in Canada. The RSM is an annual public opinion survey conducted by the Traffic Injury Research Foundation (TIRF) under sponsorship from the Brewers Association of Canada, the Canadian Trucking Alliance and Transport Canada. The survey takes the pulse of the nation on key road safety issues by means of a telephone and on-line survey of a random, representative sample of Canadian drivers. Regional and national results on drinking and driving across the country are contained in a companion series of fact sheets.

While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (240 versus 1,200). Therefore, it warrants mentioning that it is too premature for robust comparisons between the regional results and the national results. More data are needed and will be collected in the future for such comparisons.

How many Canadians die in traffic crashes involving a drinking driver in the Prairies? In 2007, the most recent year for which data are available, 270 Canadians were killed in a traffic crash involving a drinking driver in Manitoba, Saskatchewan and Alberta. This represents a steady increase since 2004, suggesting progress in the fight against drinking and driving has halted. Given that these numbers are smaller than the national result (270 fatalities in the Prairies versus 863 in Canada), these regional results are less stable. As a consequence, trends that emerge from the national results may not immediately be apparent from these regional results. It is recommended to continue monitoring regional results in order to



see whether they will follow national trends or whether they will further diverge from national trends. As it stands today, Canada as a whole has reached a plateau since 2000 and perhaps there are some reasons to believe that Canada may be making some progress in terms of alcohol related fatalities (see Canada's national fact sheet), but this is not yet apparent for the Prairies.

What percentage of Canadians in the Prairies drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 18.9% of Canadians in Manitoba, Saskatchewan and Alberta admitted to doing this in 2009. This percent was 13% in 2008. It warrants mentioning that no conclusions regarding a trend in the Prairies can be drawn based on these data. The reason is that two data points in time (one for 2008 and one for 2009) is not sufficient for a robust comparison. As such, it is too early to tell whether the number is truly increasing or decreasing. More data are needed to confirm whether a persisting trend will emerge or not and whether the Prairies are performing better or worse than the national average.

What percentage of Canadians in the Prairies drink and drive when they thought they were over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 6.6% of Canadians in the Prairies admitted to doing this in 2009. This was 2% in 2008. This compares to 5.6% for Canada in 2009 and 5.2% in 2008. More data are needed to confirm if there is a trend. In the interim, with the available data it is not clear whether the number of drinking drivers who think they are over the legal limit is increasing or decreasing in the Prairies and whether the Prairies are performing better or worse compared to the national average.

How many Canadians in the Prairies have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 5.4% of Canadians in Manitoba, Saskatchewan and Alberta indicated that they had been a passenger in a motor vehicle driven by someone who has been drinking on one occasion, and 5.6% indicated that they had been a passenger on at least two such occasions. These passengers are putting themselves at risk. Even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increase substantially.

How many Canadians in the Prairies are affected by drinking and driving? About a quarter (25.7%) of Canadians in the Prairies know of a family member or close friend who has been the victim of a drinking and driving collision that they did not cause. This percent was 28.2% last year. Drinking and driving continues to have a huge impact on the lives of Canadians in the Prairies including serious injuries and the costs of health care, and the loss of family members and friends.

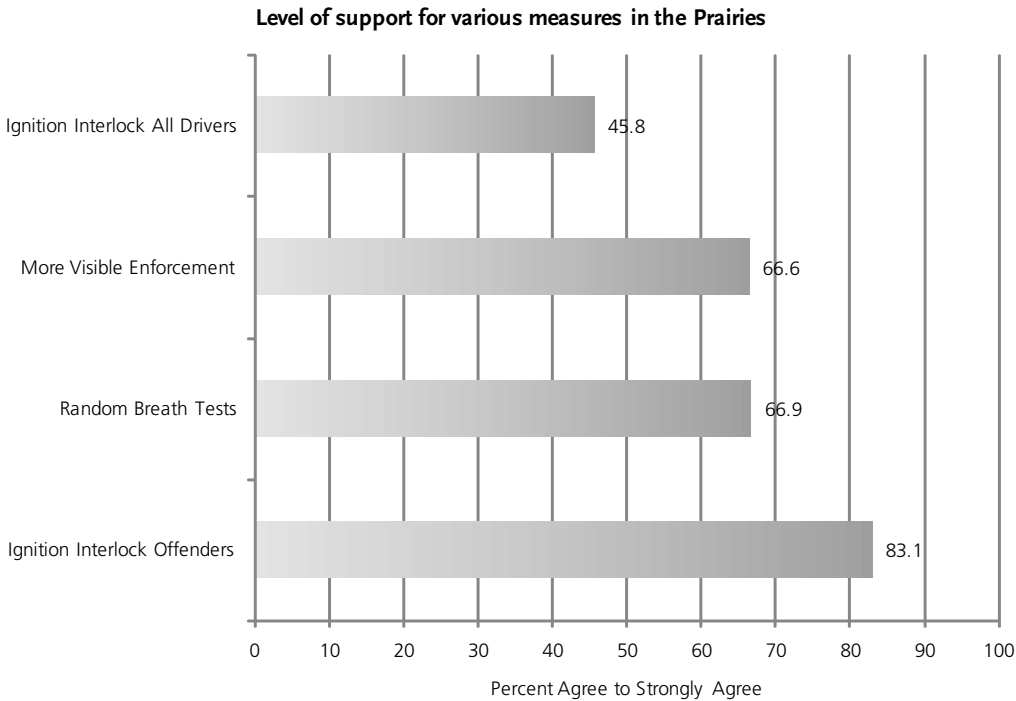
In the Prairies 22.3% of Canadians (compared to 25% last year) indicated that they know of a family member or friend who was drinking and driving and caused a collision where they were at fault. Note that Canadians in the Prairies were asked only about family members or close friends, so these numbers likely underestimate the problem. There is a great deal of stigma associated with being the perpetrator of a

drinking and driving crash which can have a very large impact on the lives of not only those involved in the crash, but the people who are close to them as well. Those who know someone who is about to drink and drive are in a position to prevent the people they care about from getting behind the wheel after drinking. Comparable to last year, only a minority of drinking drivers are potentially drinking by themselves at home, which means that many of them are in the midst of friends or family who can take action to influence behaviour and prevent the problem.

Where does the issue of drinking and driving sit on the public agenda in the Prairies? More Canadians in Manitoba, Saskatchewan and Alberta are concerned about drinking and driving than about any other societal issue: 81.2% indicate they are very or extremely concerned about the issue. The next highest level of concern was for crime (66%) and the lowest level of concern was for airline safety (27.1%).

Is drinking and driving a major road safety issue for Canadians in the Prairies? Of all the road safety issues, drinking drivers were rated as a very or extremely serious problem by 84.9% of Canadians in Manitoba, Saskatchewan and Alberta — the highest of all road safety issues. This is not surprising given the high toll on the roads due to drinking and driving. The next highest road safety issue rated as a very or extremely serious problem was running red lights (72%), and the lowest rating of concern was for the number of large trucks on the roads (25.1%).

Level of support for various measures in the Prairies. Canadians in the Prairies show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 83.1% think that it should be mandatory for convicted impaired drivers to have an ignition interlock system.



This percent was 78.5% in 2008. Canadians also rated their support for the following measures: 66.9% (71.9% in 2008) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; 66.6% (69.2% in 2008) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; and, almost half of Canadians in the Prairies (45.8%; this was 48.9% in 2008) think that an ignition interlock system should be mandatory for all vehicles.

Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers than mandatory ignition interlocks for all vehicles, almost half of all Canadians in the Prairies think these devices should be mandatory for all vehicles. This trend reflects a growing awareness of the safety benefits of these devices. In many jurisdictions ignition interlocks are being considered as a standard safety feature on vehicles, much like seatbelts and airbags. Efforts are underway to make the technology less obtrusive and more suitable for use in all vehicles.

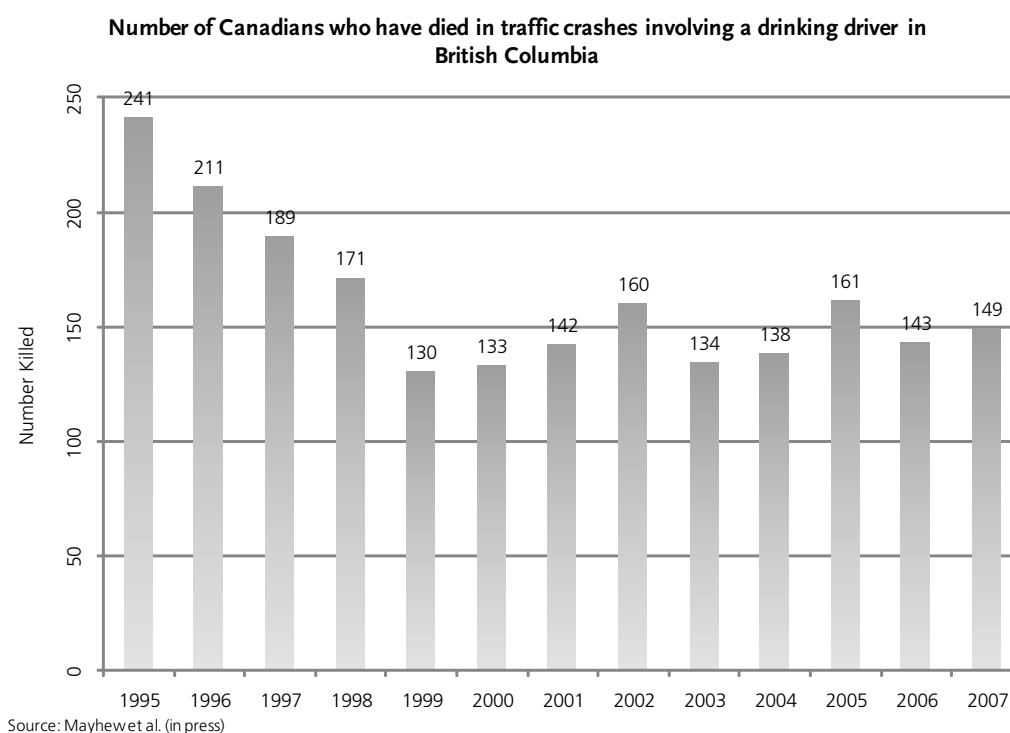
About the poll. These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 240 Canadians in Manitoba, Saskatchewan and Alberta completed the poll in September and October of 2009. Results can be considered accurate within plus or minus 6.3%, 19 times out of 20. The majority of the questions were answered using a scale from one to six where six indicated high agreement, concern, or support and one indicated low agreement, concern or support. For the first time, half of all respondents were contacted by phone and the other half on-line as part of a gradual transition to a complete on-line survey.

DRINKING AND DRIVING IN BRITISH COLUMBIA

This fact sheet summarizes regional results for British Columbia from The Road Safety Monitor (RSM), 2009 on drinking and driving in Canada. The RSM is an annual public opinion survey conducted by the Traffic Injury Research Foundation (TIRF) under sponsorship from the Brewers Association of Canada, the Canadian Trucking Alliance and Transport Canada. The survey takes the pulse of the nation on key road safety issues by means of a telephone and on-line survey of a random, representative sample of Canadian drivers. Regional and national results on drinking and driving across the country are contained in a companion series of fact sheets.

While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (240 versus 1,200). Therefore, it warrants mentioning that it is too premature for robust comparisons between the regional results and the national results. More data are needed and will be collected in the future for such comparisons.

How many Canadians die in traffic crashes involving a drinking driver in British Columbia? In 2007, the most recent year for which data are available, 149 Canadians were killed in a traffic crash involving a drinking driver in British Columbia. This represents a decrease since 2005 but an increase since 2006 as well as 2003, the year with the lowest count in the new millennium. When looking at the overall pattern, progress seems to have halted. From 1995 to 1999 the number of fatalities declined steadily from 241 to 130. Since 2000 the number has fluctuated, but never decreased below the 1999 number — the lowest count ever. Since 2003, there seems to be a gradual and consistent increase from 134 to 149 (in



hindsight the year 2005 was exceptionally high, probably due to a random fluctuation). As it stands today, Canada as a whole has reached a plateau since 2000 and perhaps there are some reasons to believe that Canada may be making some progress in terms of alcohol related fatalities (see Canada's national fact sheet), but this is not yet apparent for British Columbia.

What percentage of British Columbians drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 16.4% of British Columbians admitted to doing this in 2009. This percent was 19.7% in 2008. It warrants mentioning that no conclusions regarding a trend in British Columbia can be drawn based on these data. The reason is that two data points in time (one for 2008 and one for 2009) is not sufficient for a robust comparison. As such, it is too early to tell whether the number is truly increasing or decreasing. When looking at the 2009 data only, British Columbia's result of this year (16.4%) is about 2.5 percent points lower than Canada's overall result of 19%. Again, more data are needed to confirm whether a persisting trend will emerge or not and whether British Columbia is performing better or worse than the national average.

What percentage of British Columbians drink and drive when they thought they were over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 8% of British Columbians admitted to doing this in 2009. This percent was 8.8% in 2008. This compares to 5.6% for Canada in 2009 and 5.2% in 2008. These regional percentages for British Columbia appear to be higher than the national ones. More data are needed to confirm this.

How many British Columbians have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 4.2% of British Columbians indicated that they had been a passenger in a motor vehicle driven by someone who has been drinking on one occasion, and 4.4% indicated that they had been a passenger on at least two such occasions. These passengers are putting themselves at risk. Even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increase substantially.

How many British Columbians are affected by drinking and driving? Under one quarter (23%) of British Columbians know of a family member or close friend who has been the victim of a drinking and driving collision that they did not cause. This percent was 29.6% last year. Drinking and driving continues to have a huge impact on the lives of Canadians in British Columbia including serious injuries and the costs of health care, and the loss of family members and friends.

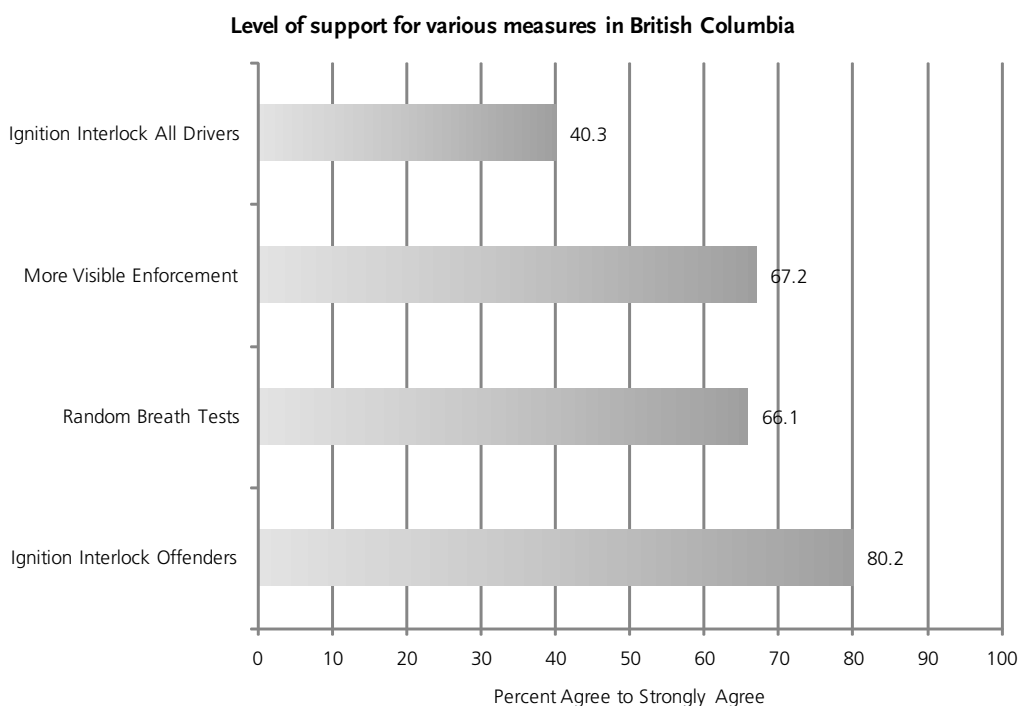
In British Columbia 20.5% of Canadians (compared to 19.6% in 2008) indicated that they know of a family member or friend who was drinking and driving and caused a collision where they were at fault. Note that British Columbians were asked only about family members or close friends, so these numbers likely underestimate the problem. There is a great deal of stigma associated with being the perpetrator of a drinking and driving crash which can have a very large impact on the lives of not only those involved in the

crash, but the people who are close to them as well. Those who know someone who is about to drink and drive are in a position to prevent the people they care about from getting behind the wheel after drinking. Comparable to last year, only a minority of drinking drivers are potentially drinking by themselves at home, which means that many of them are in the midst of friends or family who can take action to influence behaviour and prevent the problem.

Where does the issue of drinking and driving sit on the public agenda in British Columbia? More British Columbians are concerned about drinking and driving than about any other societal issue: 86.6% indicate they are very or extremely concerned about the issue. The next highest level of concern was for the price of gas at the pumps (62.2%) and the lowest level of concern was for airline safety (38.4%).

Is drinking and driving a major road safety issue for British Columbians? Of all the road safety issues, drinking drivers were rated as a very or extremely serious problem by 85.3% of British Columbians — the highest of all road safety issues. This is not surprising given the high toll on the roads due to drinking and driving. The next highest road safety issue rated as a very or extremely serious problem was for excessive speeding (79.3%), and the lowest rating of concern was for the number of large trucks on the roads (27.3%).

Level of support for various measures in British Columbia. British Columbians show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 80.2% of British Columbians agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an ignition interlock system. This percent was 79% in 2008. British Columbians also rated their support for the following measures: 66.1% (compared to 63.6% in 2008) agreed or strongly agreed that



the police should be allowed to do random breath tests to detect drinking drivers; 67.2% (compared to 62.4% in 2008) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; and, 40.3% of British Columbians (compared to 53.5% in 2008) think that an ignition interlock system should be mandatory for all vehicles.

Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers than mandatory ignition interlocks for all vehicles, almost half of British Columbians think these devices should be mandatory for all vehicles. This trend reflects a growing awareness of the safety benefits of these devices. In many jurisdictions ignition interlocks are being considered as a standard safety feature on vehicles, much like seatbelts and airbags. Efforts are underway to make the technology less obtrusive and more suitable for use in all vehicles.

About the poll. These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 240 British Columbians completed the poll in September and October of 2009. Results can be considered accurate within plus or minus 6.3%, 19 times out of 20. The majority of the questions were answered using a scale from one to six where six indicated high agreement, concern, or support and one indicated low agreement, concern or support. For the first time, half of all respondents were contacted by phone and the other half on-line as part of a gradual transition to a complete on-line survey.