



THE ROAD SAFETY MONITOR 2011
DRINKING AND DRIVING IN CANADA
BY REGION



The knowledge source for safe driving

THE TRAFFIC INJURY RESEARCH FOUNDATION

The mission of the Traffic Injury Research Foundation (TIRF) is to reduce traffic-related deaths and injuries. 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 1,208 Canadians completed the poll in September and October of 2011. Results can be considered accurate within plus or minus 2.8%, 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 third time, some respondents were contacted by phone (303 in 2011; 401 in 2010; 600 in 2009) and some on-line (905 in 2011; 800 in 2010; 600 in 2009). Note that some of the 2010 results reported here are different from those in the 2010 RSM on Drinking and Driving as more accurate weights for the 2010 data year that were made available after this previous report was released were used in this fact sheet.

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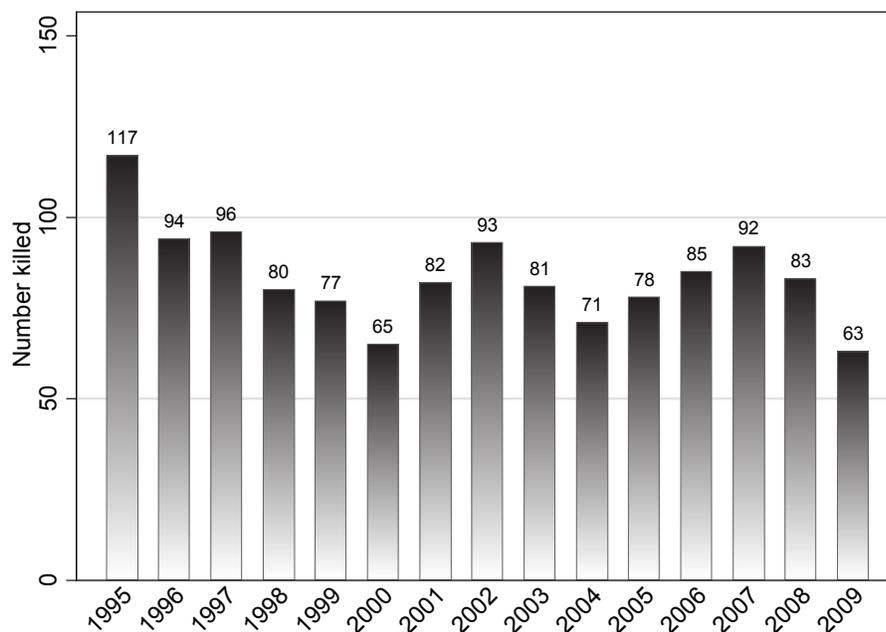
DRINKING AND DRIVING IN ATLANTIC CANADA

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), 2011 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 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 (241 versus 1,208). 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 Atlantic Canadians die in traffic crashes involving a drinking driver? In 2009, the most recent year for which data are available, 63 Canadians were killed in a traffic crash involving a drinking driver in the Atlantic region. This number is the lowest number since 1995. This represents the second decrease since 2007 after a steady increase in fatalities since 2004. Given that these numbers are smaller than the national result (63 fatalities in Atlantic Canada versus 714 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. For example, it appears a decreasing trend is emerging at the

Number of Canadians who have died in traffic crashes involving a drinking driver in Atlantic Canada



Source: Mayhew et al. (2011)

national level (see Canada's national fact sheet) but it is too premature to know if the decrease in Atlantic Canada from 92 in 2007 to 83 in 2008 and to 63 in 2009 is also indicative of a decreasing trend. It is recommended to continue monitoring regional results in order to see whether they will follow national trends or whether they will diverge from them.

What percentage of Atlantic Canadians drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 17.8% of Atlantic Canadians admitted to doing this in 2011. This percent was 8.7% in 2008, increased to 15.1% in 2009, decreased to 10.6% in 2010, and increased again to 17.8% in 2011. It warrants mentioning that only preliminary conclusions regarding a trend in Atlantic Canada can be drawn based on these data. Without additional data points it is too premature to tell whether an increasing trend is truly emerging or not. As it stands, the limited evidence does suggest there may have been an increase in the percent of Atlantic Canadians admitting to driving after consuming any amount of alcohol compared to the first data point in 2008 — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits. While this is in line with national findings, again, more data are needed to confirm this as these results are clearly less stable due to the small sample size (241).

What percentage of Atlantic Canadians drink and drive when they think they are over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 7.0% of Atlantic Canadians admitted to doing this in 2011 (compared to 5.4% nationally). This was 4.2% in 2008, 4.4% in 2009 and 3.4% in 2010. This compares to 5.2% for Canada in 2008, 5.6% in 2009 and 6.0% 2010. It appears that this indicator in Atlantic Canada was below the national average until 2011 (7.0% vs. 5.4%). Again, due to the small sample size, definitive conclusions about any trends that seem to be emerging will be premature.

How many Atlantic Canadians have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 2.5% of Atlantic Canadians indicated that they had been a passenger on one occasion in a motor vehicle driven by someone who has been drinking, and 2.6% indicated that they had been a passenger on at least two such occasions. These results were 6.4% and 3.8% in 2008, 2.8% and 3.2% in 2009, and 3.5% and 2.2% in 2010. These passengers may be putting themselves at risk because even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increases, especially in combination with other impairing factors such as fatigue and sleepiness. It appears that informing these passengers about the risks involved might help decrease the number of people who ride along as passengers with drinking drivers.

How many Atlantic Canadians have been the designated driver for someone who has been drinking? Atlantic Canadians were also asked within the last month, how many times, if at all, they have been the designated driver for someone who has been drinking. In the past 30 days, 16.8% indicated that

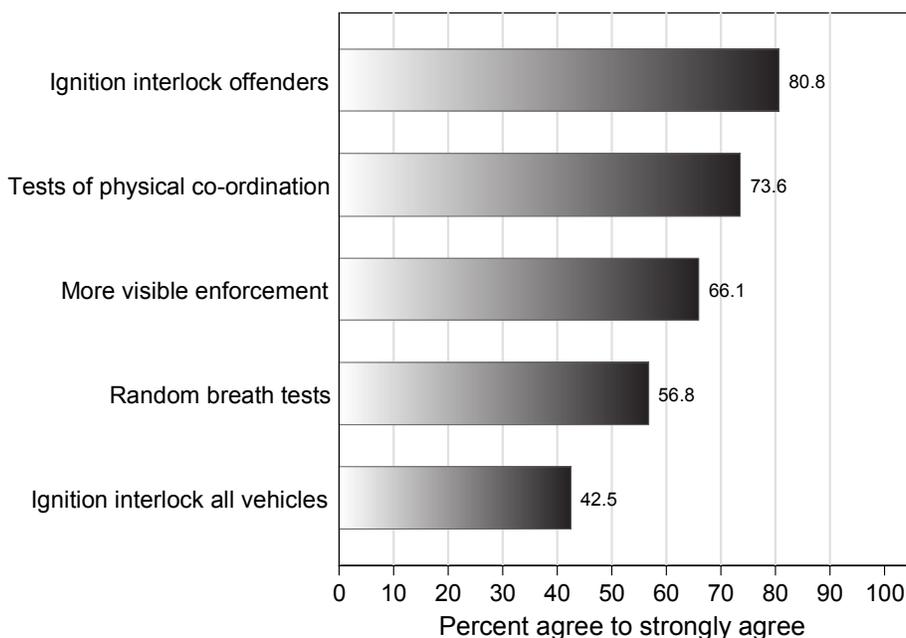
they have been the designated driver for someone who has been drinking on one occasion (compared to 11.0% nationally) and 16.8% on two or more occasions (compared to 16.1% nationally).

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: 75.1% indicate they are very or extremely concerned about it (compared to 69.3% nationally). This was 72.6% in 2008, 80.1% in 2009 and 77.7% in 2010. The next highest levels of concern are about the price of gas (72.3%) and road safety (57.7%). The lowest level was for airline safety (36.2%), comparable to last year (32.1%).

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 86.2% of Atlantic Canadians (compared to 80.9% nationally). This was 72.6% in 2008, 87.0% in 2009, and 86.5% in 2010. The next highest level of concern was for texting while driving (85.3% compared to 85.1% nationally).

Level of support for various measures. Atlantic Canadians show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 80.8% of Atlantic Canadians agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an alcohol ignition interlock system (79.3% at the national level). Atlantic Canadians also rated their support for the following measures: 73.6% agreed or strongly agreed that drivers should be required to submit to tests of physical coordination if suspected of being under the influence of alcohol or drugs (73.3% nationally); 66.1% (65.0% nationally) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; 56.8% (55.7% nationally) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; and 42.5% (42.0% nationally)

Level of support for various measures in Atlantic Canada



think that an alcohol ignition interlock system should be mandatory for all drivers compared to 54.6% in 2008, 43.5% in 2009 and 46.0% in 2010.

Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers (80.8%) than of mandatory ignition interlocks for all drivers (42.5%), still over 40% of Atlantic Canadians think these devices should be mandatory for all drivers. This trend may reflect a growing awareness of the safety benefits of these devices. In several 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 241 Atlantic Canadians completed the poll in September and October of 2011. 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 third time, some respondents were contacted by phone and some on-line. Note that some of the 2010 results reported here are different from those in the 2010 RSM on Drinking and Driving by region as more accurate weights for the 2010 data year that were made available after this previous report was released were used in this fact sheet.

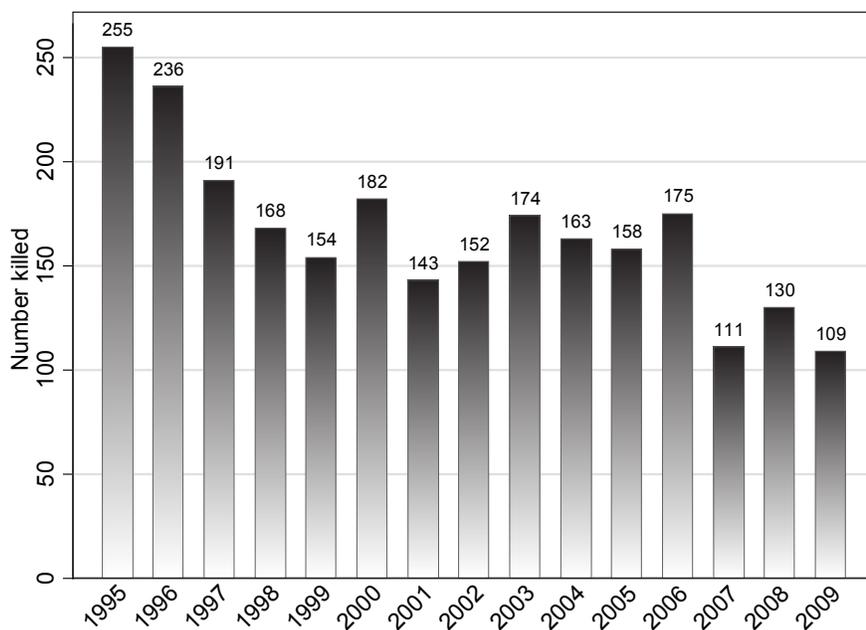
DRINKING AND DRIVING IN QUEBEC

This fact sheet summarizes regional results for Quebec from The Road Safety Monitor (RSM), 2011 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 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 (243 versus 1,208). 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 in Quebec die in traffic crashes involving a drinking driver? In 2009, the most recent year for which data are available, 109 Canadians were killed in a traffic crash involving a drinking driver in Quebec. Although the 2006 and 2007 numbers were extreme (in 2006 the number was high and in 2007 low), the 2008 number was somewhere between both extremes. In 2009, the number decreased again. Thus, it appears that the downward trend that started in 2003 at 174 continues reaching a low of 109 in 2009. 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 them.

Number of Canadians who have died in traffic crashes involving a drinking driver in Quebec



Source: Mayhew et al. (2011)

What percentage of Canadians in Quebec drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 22.6% of Canadians in Quebec admitted to doing this in 2011. This percentage was 24.9% in 2008, 21.9% in 2009, increased to 31.0% in 2010, and decreased to 22.6% in 2011. It warrants mentioning that only preliminary conclusions regarding a trend in Quebec can be drawn based on these data. Without additional data points it is too premature to tell whether a decreasing trend is truly emerging or not. As it stands, the limited evidence does suggest there may have been a decrease in the percent of Canadians in Quebec admitting to driving after consuming any amount of alcohol compared to in 2010 — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits. While this trend is in line with national findings, again, more data are needed to confirm this as these results are clearly less stable due to the small sample size (243).

What percentage of Canadians in Quebec drink and drive when they think they are over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 8.7% of Canadians in Quebec admitted to doing this in 2011 (compared to 5.4% nationally). This was 7.5% in 2008, 6.1% in 2009 and 7.6% in 2010. This compares to 5.2% for Canada in 2008, 5.6% in 2009 and 6.0% 2010. It appears that this indicator in Quebec has remained above the national average (8.7% vs. 5.4%). Again, due to the small sample size, definitive conclusions about any trends that seem to be emerging will be premature

How many Canadians in Quebec have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 7.7% of Canadians in Quebec indicated that they had been a passenger on one occasion in a motor vehicle driven by someone who has been drinking, and 7.9% indicated that they had been a passenger on at least two such occasions. These results were 6.9% and 9.1% in 2008, 6.2% and 6.2% in 2009, and 3.2% and 7.1% in 2010. These passengers may be putting themselves at risk because even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increases, especially in combination with other impairing factors such as fatigue and sleepiness. It appears that informing these passengers about the risks involved might help decrease the number of people who ride along as passengers with drinking drivers.

How many Canadians in Quebec have been the designated driver for someone who has been drinking? Canadians in Quebec were also asked within the last month, how many times, if at all, they have been the designated driver for someone who has been drinking. In the past 30 days, 7.2% indicated that they have been the designated driver for someone who has been drinking on one occasion (compared to 11.0% nationally) and 11.6% on two or more occasions (compared to 16.1% nationally).

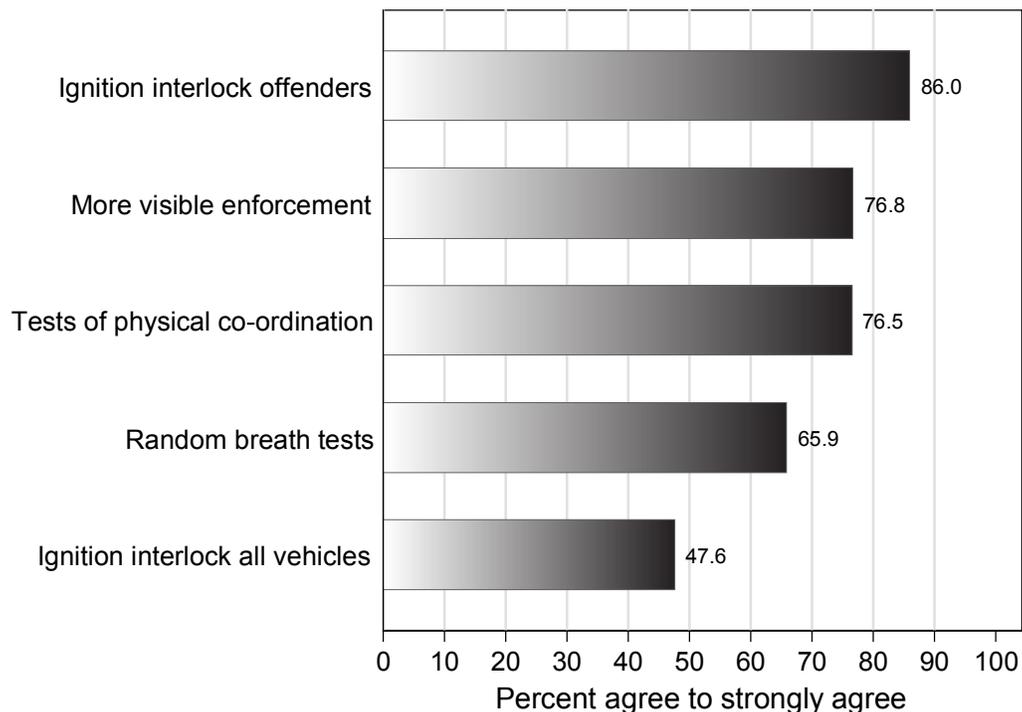
Where does the issue of drinking and driving sit on the public agenda in Quebec? Canadians in Quebec are more concerned about drinking and driving than about any other societal issue: 75.8% indicate they are very or extremely concerned about it (compared to 69.3% nationally). This was 89.2% in

2008, 82.5% in 2009 and 73.3% in 2010. The next highest levels of concern are about the price of gas (69.5%) and road safety (69.1%). The lowest level was for airline safety (39.0%), comparable to last year (43.0%).

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 87.3% of Canadians in Quebec (compared to 80.9% nationally). This was 90.6% in 2008, 85.6% in 2009, and 88.7% in 2010. The next highest level of concern was for texting while driving (87.1% compared to 85.1% nationally).

Level of support for various measures. Canadians in Quebec show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 86.0% of Canadians in Quebec agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an alcohol ignition interlock system (79.3% at the national level). Canadians in Quebec also rated their support for the following measures: 76.8% (65.0% nationally) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; 76.5% agreed or strongly agreed that drivers should be required to submit to tests of physical coordination if suspected of being under the influence of alcohol or drugs (73.3% nationally); 65.9% (55.7% nationally) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; and 47.6% (42.0% nationally) think that an alcohol ignition interlock system should be mandatory for all drivers compared to 48.4% in 2008, 44.7% in 2009 and 49.3% in 2010.

Level of support for various measures in Quebec



Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers (86.0%) than of mandatory ignition interlocks for all drivers (47.6%), still almost 50% of Canadians in Quebec think these devices should be mandatory for all drivers. This trend may reflect a growing awareness of the safety benefits of these devices. In several 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 243 Canadians in Quebec completed the poll in September and October of 2011. 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 third time, some respondents were contacted by phone and some on-line. Note that some of the 2010 results reported here are different from those in the 2010 RSM on Drinking and Driving by region as more accurate weights for the 2010 data year that were made available after this previous report was released were used in this fact sheet.

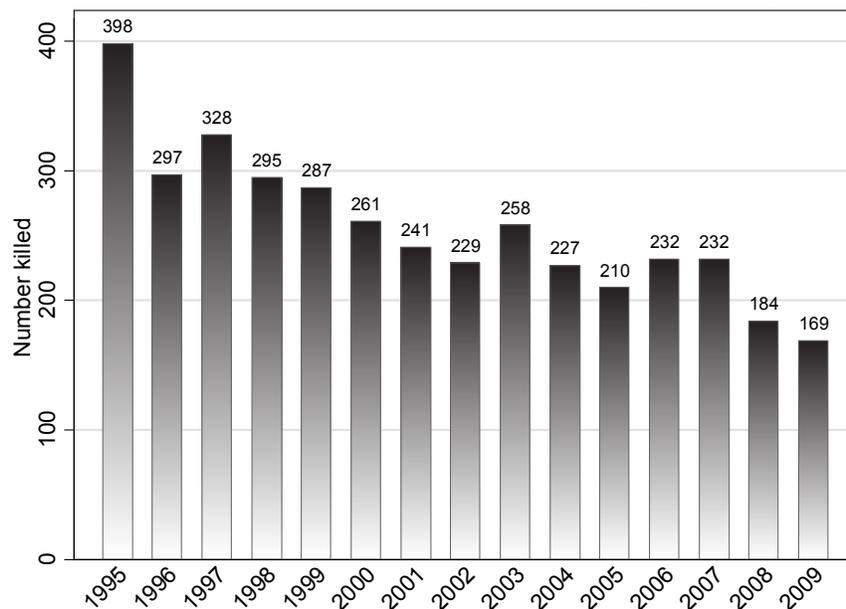
DRINKING AND DRIVING IN ONTARIO

This fact sheet summarizes regional results for Ontario from The Road Safety Monitor (RSM), 2011 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 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 1,208). 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 in Ontario die in traffic crashes involving a drinking driver? In 2009, the most recent year for which data are available, 169 Canadians were killed in a traffic crash involving a drinking driver in Ontario. This number is the lowest number since 1995. Given that these numbers are smaller than the national result (169 fatalities in Ontario versus 714 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. For example, it appears a decreasing trend is emerging at the national level (see Canada's national fact sheet). While the 2009 and 2008 numbers for Ontario may be indicative of a continued decrease after two years of stagnation in 2006 and 2007, it is still too premature to know if this recent decrease from 232 in 2007 to 169 in 2009 is also indicative of a decreasing trend in Ontario.

Number of Canadians who have died in traffic crashes involving a drinking driver in Ontario



Source: Mayhew et al. (2011)

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 them.

What percentage of Canadians in Ontario drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 16.8% of Canadians in Ontario admitted to doing this in 2011. This percent was 17.5% in 2008, 19.0% in 2009, increased to 22.8% in 2010, and decreased to 16.8% in 2011. It warrants mentioning that only preliminary conclusions regarding a trend in Ontario can be drawn based on these data. Without additional data points it is too premature to tell whether a decreasing trend is truly emerging or not. As it stands, the limited evidence does suggest there may have been a decrease in the percent of Canadians in Ontario admitting to driving after consuming any amount of alcohol compared to previous data points — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits. While this trend is in line with national findings, again, more data are needed to confirm this as these results are clearly less stable due to the small sample size (240).

What percentage of Canadians in Ontario drink and drive when they think they are over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 3.0% of Canadians in Ontario admitted to doing this in 2011 (compared to 5.4% nationally). This was 3.9% in 2008, 4.4% in 2009 and 4.6% in 2010. This compares to 5.2% for Canada in 2008, 5.6% in 2009 and 6.0% 2010. It appears that this indicator in Ontario has remained below the national average. Again, due to the small sample size, definitive conclusions about any trends that seem to be emerging will be premature.

How many Canadians in Ontario have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 8.5% of Canadians in Ontario indicated that they had been a passenger on one occasion in a motor vehicle driven by someone who has been drinking, and 4.1% indicated that they had been a passenger on at least two such occasions. These results were 5.4% and 4.2% in 2008, 5.1% and 8.8% in 2009, and 8.0% and 7.9% in 2010. These passengers may be putting themselves at risk because even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increases, especially in combination with other impairing factors such as fatigue and sleepiness. It appears that informing these passengers about the risks involved might help decrease the number of people who ride along as passengers with drinking drivers.

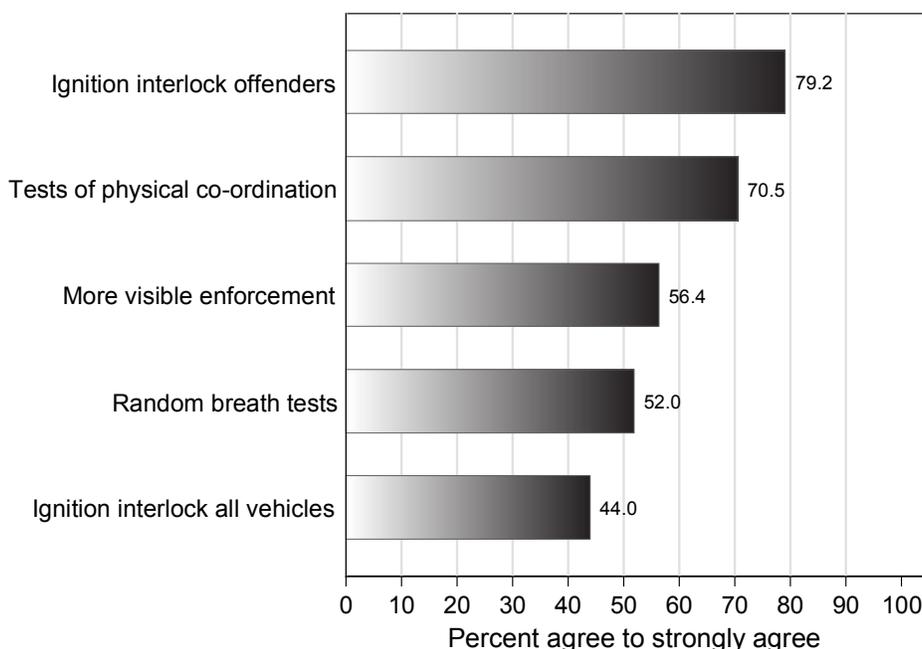
How many Canadians in Ontario have been the designated driver for someone who has been drinking? Canadians in Ontario were also asked within the last month, how many times, if at all, they have been the designated driver for someone who has been drinking. In the past 30 days, 10.0% indicated that they have been the designated driver for someone who has been drinking on one occasion (compared to 11.0% nationally) and 15.7% on two or more occasions (compared to 16.1% nationally).

Where does the issue of drinking and driving sit on the public agenda in Ontario? For the first time ever, drinking and driving is not at the top of the list of societal issues at 60.9% (compared to 69.3% nationally). This was 76.6% in 2008, 74.1% in 2009 and 79.5% in 2010. The societal issue that Canadians in Ontario express the most concern about is the economy (80.6%) followed by the price of gas (66.3%). The lowest level was for airline safety (33.9%), comparable to last year (43.0%).

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 70.3% of Canadians in Ontario (compared to 80.9% nationally). This was 84.2% in 2008, 79.9% in 2009, and 80.1% in 2010. The highest level of concern was for texting while driving (82.7% compared to 85.1% nationally).

Level of support for various measures. Canadians in Ontario show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 79.2% of Canadians in Ontario agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an alcohol ignition interlock system (79.3% at the national level). Canadians in Ontario also rated their support for the following measures: 70.5% agreed or strongly agreed that drivers should be required to submit to tests of physical coordination if suspected of being under the influence of alcohol or drugs (73.3% nationally); 56.4% (65.0% nationally) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; 52.0% (55.7% nationally) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; and 44.0% (42.0% nationally) think that an alcohol ignition interlock system should be mandatory for all drivers compared to 46.5% in 2008, 40.1% in 2009 and 45.7% in 2010.

Level of support for various measures in Ontario



Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers (79.2%) than of mandatory ignition interlocks for all drivers (44.0%), still more than 40% of Canadians in Ontario think these devices should be mandatory for all drivers. This trend may reflect a growing awareness of the safety benefits of these devices. In several 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 2011. 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 third time, some respondents were contacted by phone and some on-line. Note that some of the 2010 results reported here are different from those in the 2010 RSM on Drinking and Driving by region as more accurate weights for the 2010 data year that were made available after this previous report was released were used in this fact sheet.

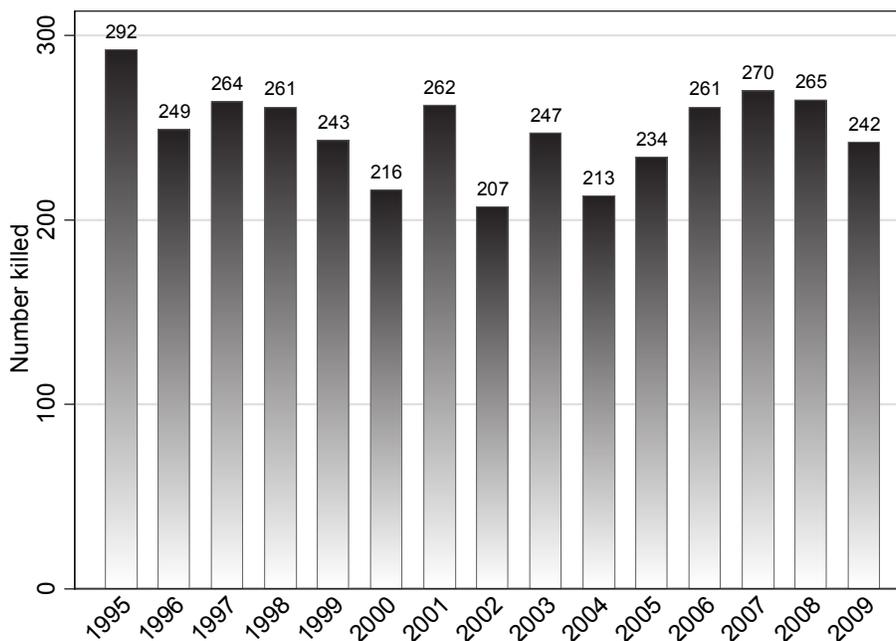
DRINKING AND DRIVING IN THE PRAIRIES

This fact sheet summarizes regional results for the Prairies region (Alberta, Manitoba and Saskatchewan) from The Road Safety Monitor (RSM), 2011 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 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 (241 versus 1,208). 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 in the Prairies die in traffic crashes involving a drinking driver? In 2009, the most recent year for which data are available, 242 Canadians were killed in a traffic crash involving a drinking driver in the Prairies. This number represents a decrease compared to 2008 when the number of fatalities was 265. Given that these numbers are smaller than the national result (242 fatalities in the Prairies versus 714 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. For example, it appears a decreasing trend may be emerging at the national level (see Canada's national fact sheet) but it is too premature to know if this decrease in the Prairies from 270 in 2007 to 265 in 2008 and to 242 in 2009

Number of Canadians who have died in traffic crashes involving a drinking driver in the Prairies



Source: Mayhew et al. (2011)

is also indicative of the start of a decreasing trend. 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 them.

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, 19.9% of Canadians in the Prairies admitted to doing this in 2011. This percent was 13.0% in 2008, 18.9% in 2009, increased to 25.6% in 2010, and decreased to 19.9% in 2011. It warrants mentioning that only preliminary conclusions regarding a trend in the Prairies can be drawn based on these data. Without additional data points it is too premature to tell whether a decreasing trend is truly emerging or not. As it stands, the limited evidence does suggest there may have been a decrease in the percent of Canadians in the Prairies admitting to driving after consuming any amount of alcohol compared to 2010 — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits. While this trend is in line with national findings, again, more data are needed to confirm this as these results are clearly less stable due to the small sample size (241).

What percentage of Canadians in the Prairies drink and drive when they think they are over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 4.9% of Canadians in the Prairies admitted to doing this in 2011 (compared to 5.4% nationally). This was 2.0% in 2008, 6.6% in 2009 and 6.5% in 2010. This compares to 5.2% for Canada in 2008, 5.6% in 2009 and 6.0% 2010. It appears that this indicator in the Prairies is similar to the national average (4.9% vs. 5.4%). Again, due to the small sample size, definitive conclusions about any trends that seem to be emerging will be premature.

How many Canadians in the Prairies have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 5.3% of Canadians in the Prairies indicated that they had been a passenger on one occasion in a motor vehicle driven by someone who has been drinking, and 4.1% indicated that they had been a passenger on at least two such occasions. These results were 6.7% and 4.5% in 2008, 5.4% and 5.6% in 2009, and 10.6% and 7.9% in 2010. These passengers may be putting themselves at risk because even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increases, especially in combination with other impairing factors such as fatigue and sleepiness. It appears that informing these passengers about the risks involved might help decrease the number of people who ride along as passengers with drinking drivers.

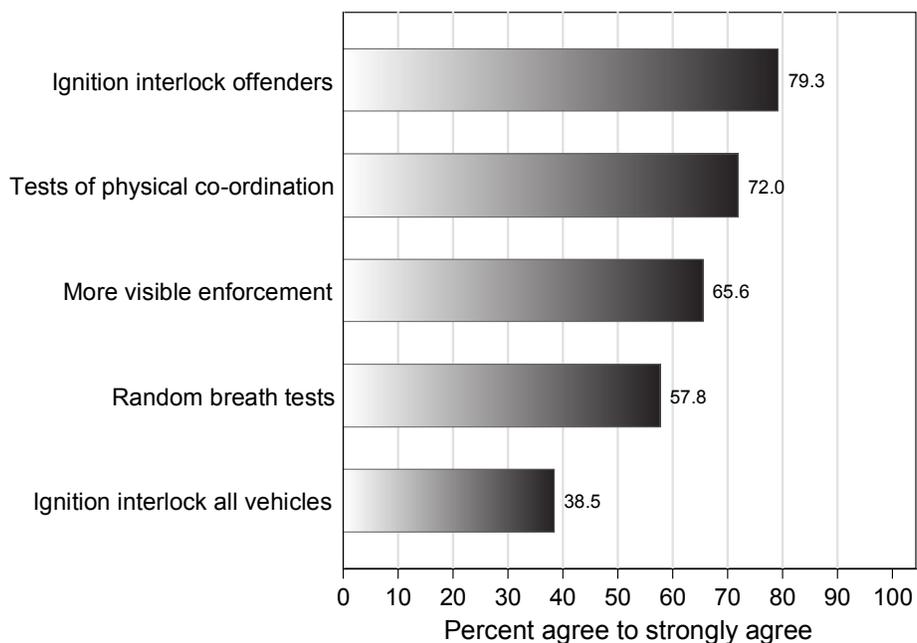
How many Canadians in the Prairies have been the designated driver for someone who has been drinking? Canadians in the Prairies were also asked within the last month, how many times, if at all, they have been the designated driver for someone who has been drinking. In the past 30 days, 10.4% indicated that they have been the designated driver for someone who has been drinking on one occasion (compared to 11.0% nationally) and 15.7% on two or more occasions (compared to 16.1% nationally).

Where does the issue of drinking and driving sit on the public agenda in the Prairies? Canadians in the Prairies are more concerned about drinking and driving than about any other societal issue: 70.5% indicate they are very or extremely concerned about it (compared to 69.3% nationally). This was 77.0% in 2008, 81.2% in 2009 and 80.4% in 2010. The next highest levels of concern are about the price of gas (64.4%) and road safety (52.7%). The lowest level was for global warming (27.0%), comparable to last year (31.6%).

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 79.3% of Canadians in the Prairies (compared to 80.9% nationally). This was 78.5% in 2008, 84.9% in 2009, and 80.8% in 2010. The highest level of concern was for texting while driving (87.4% compared to 85.1% nationally).

Level of support for various measures. Canadians in the Prairies show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 79.3% of Canadians in the Prairies agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an alcohol ignition interlock system (79.3% at the national level). Canadians in the Prairies also rated their support for the following measures: 72.0% agreed or strongly agreed that drivers should be required to submit to tests of physical coordination if suspected of being under the influence of alcohol or drugs (73.3% nationally); 65.6% (65.0% nationally) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; 57.8% (55.7% nationally) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; and 38.5% (42.0% nationally) think that an alcohol ignition interlock system should be mandatory for all drivers compared to 46.5% in 2008, 40.1% in 2009 and 45.7% in 2010.

Level of support for various measures in the Prairies



Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers (79.3%) than of mandatory ignition interlocks for all drivers (38.5%), still almost 40% of Canadians in the Prairies think these devices should be mandatory for all drivers. While the trend appears to be decreasing, it suggests that still over a third of Canadians in the Prairies are aware of the safety benefits of these devices. In several 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 241 Canadians in the Prairies completed the poll in September and October of 2011. 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 third time, some respondents were contacted by phone and some on-line. Note that some of the 2010 results reported here are different from those in the 2010 RSM on Drinking and Driving by region as more accurate weights for the 2010 data year that were made available after this previous report was released were used in this fact sheet.

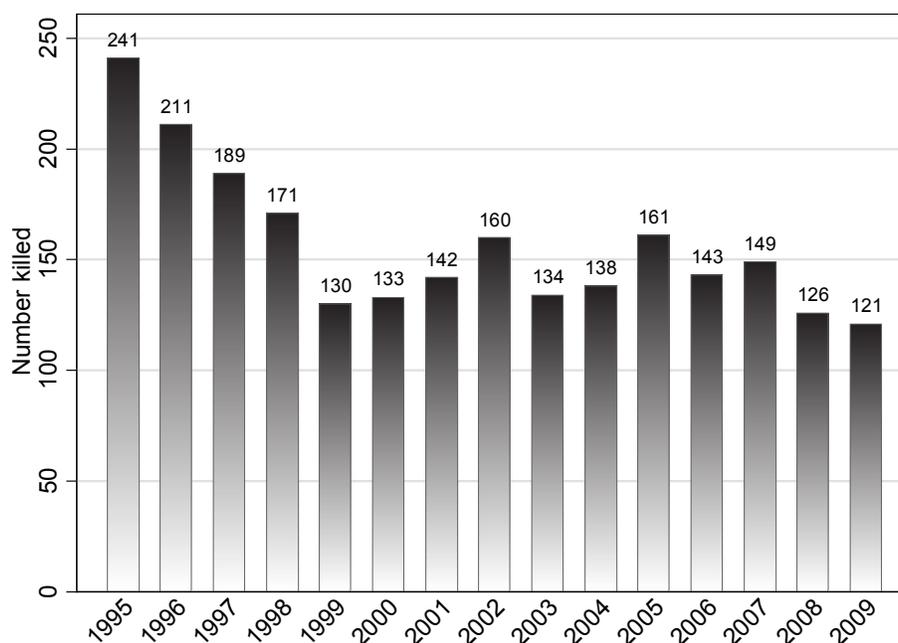
DRINKING AND DRIVING IN BRITISH COLUMBIA

This fact sheet summarizes regional results for British Columbia from The Road Safety Monitor (RSM), 2011 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 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 (243 versus 1,208). 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 in British Columbia die in traffic crashes involving a drinking driver? In 2009, the most recent year for which data are available, 121 Canadians were killed in a traffic crash involving a drinking driver in British Columbia. This number is the lowest number since 1995. Given that these numbers are smaller than the national result (121 fatalities in British Columbia versus 714 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. For example, it appears a decreasing trend is emerging at the national level (see Canada's national fact sheet) but it is too premature to know if the decrease in British Columbia from 149 in 2007 to 126 in 2008 and to 121 in 2009 is also indicative of

Number of Canadians who have died in traffic crashes involving a drinking driver in British Columbia



Source: Mayhew et al. (2011)

the start of a decreasing trend. 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 them.

What percentage of Canadians in British Columbia drink and drive? When asked about driving after consuming any amount of alcohol in the past 30 days, 18.6% of Canadians in British Columbia admitted to doing this in 2011. This percent was 19.7% in 2008, 16.4% in 2009, increased to 23.2% in 2010, and decreased to 18.6% in 2011. It warrants mentioning that only preliminary conclusions regarding a trend in British Columbia can be drawn based on these data. Without additional data points it is too premature to tell whether a decreasing trend is truly emerging or not. As it stands, the limited evidence does suggest there may have been a decrease in the percent of Canadians in British Columbia admitting to driving after consuming any amount of alcohol since 2010 — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits. While this trend is in line with national findings, again, more data are needed to confirm this as these results are clearly less stable due to the small sample size (243).

What percentage of Canadians in British Columbia drink and drive when they think they are over the legal limit? When asked about driving when they thought they were over the legal limit in the past 12 months, 3.4% of Canadians in British Columbia admitted to doing this in 2011 (compared to 5.4% nationally). This was 8.8% in 2008, 8.0% in 2009 and 6.1% in 2010. This compares to 5.2% for Canada in 2008, 5.6% in 2009 and 6.0% 2010. It appears that this indicator in British Columbia was above the national average from 2008 to 2010 and is below the national average in 2011 (3.4% vs. 5.4%). Again, due to the small sample size, definitive conclusions about any trends that seem to be emerging will be premature.

How many Canadians in British Columbia have been a passenger in a vehicle driven by someone who has been drinking? Within the last month, 5.9% of Canadians in British Columbia indicated that they had been a passenger on one occasion in a motor vehicle driven by someone who has been drinking, and 9.4% indicated that they had been a passenger on at least two such occasions. These results were 6.8% and 11.4% in 2008, 4.2% and 4.4% in 2009, and 6.3% and 4.4% in 2010. These passengers may be putting themselves at risk because even when blood alcohol concentrations (BAC) are low, the risk of being in a crash and the seriousness of potential injuries increases, especially in combination with other impairing factors such as fatigue and sleepiness. It appears that informing these passengers about the risks involved might help decrease the number of people who ride along as passengers with drinking drivers.

How many Canadians in British Columbia have been the designated driver for someone who has been drinking? Canadians in British Columbia were also asked within the last month, how many times, if at all, they have been the designated driver for someone who has been drinking. In the past 30 days, 10.6% indicated that they have been the designated driver for someone who has been drinking on

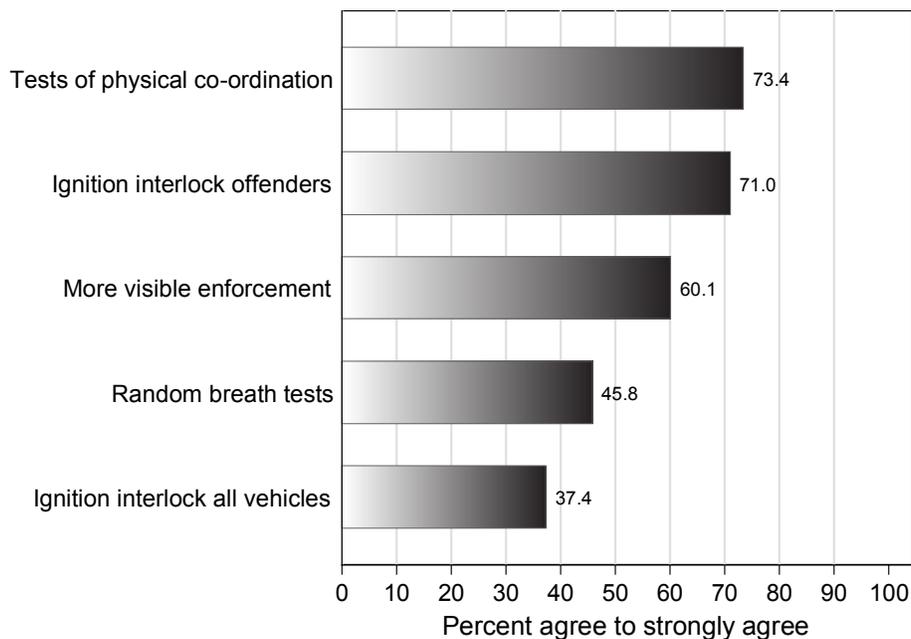
one occasion (compared to 11.0% nationally) and 20.7% on two or more occasions (compared to 16.1% nationally).

Where does the issue of drinking and driving sit on the public agenda in British Columbia? For the first time ever, drinking and driving is not at the top of the list of societal issues at 64.5% (compared to 69.3% nationally). This was 80.4% in 2008, 86.6% in 2009 and 72.6% in 2010. The societal issue that Canadians in British Columbia express the most concern about is the price of gas: 76.5% indicate they are very or extremely concerned about it, followed by road safety (67.6%). The lowest level was for airline safety (24.7%), comparable to last year (29.3%).

Is drinking and driving a major road safety issue for Canadians in British Columbia? Of all the road safety issues, drinking drivers were rated as a very or extremely serious problem by 81.1% of Canadians in British Columbia (compared to 80.9% nationally). This was 81.1% in 2008, 85.3% in 2009, and 81.4% in 2010. The highest level of concern was for texting while driving (82.9% compared to 85.1% nationally).

Level of support for various measures. Canadians in British Columbia show strong support for a variety of measures to detect and prevent drinking and driving. The figure below shows that 73.4% of Canadians in British Columbia agreed or strongly agreed that drivers should be required to submit to tests of physical coordination if suspected of being under the influence of alcohol or drugs (73.3% nationally). Canadians in British Columbia also rated their support for the following measures: 71.0% agreed or strongly agreed that it should be mandatory for convicted impaired drivers to have an alcohol ignition interlock system (79.3% at the national level); 60.1% (65.0% nationally) agreed or strongly agreed that there should be more visible police enforcement for drinking drivers; 45.8% (55.7% nationally) agreed or strongly agreed that the police should be allowed to do random breath tests to detect drinking drivers; and 37.4% (42.0%

Level of support for various measures in British Columbia



nationally) think that an alcohol ignition interlock system should be mandatory for all drivers compared to 53.5% in 2008, 40.3% in 2009 and 40.5% in 2010.

Although the public is more supportive of mandatory ignition interlocks for convicted impaired drivers (71.0%) than of mandatory ignition interlocks for all drivers (37.4%), still almost 40% of Canadians in British Columbia think these devices should be mandatory for all drivers. While the trend appears to be decreasing, it suggests that still over a third of Canadians in British Columbia are aware of the safety benefits of these devices. In several 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 243 Canadians in British Columbia completed the poll in September and October of 2011. 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 third time, some respondents were contacted by phone and some on-line. Note that some of the 2010 results reported here are different from those in the 2010 RSM on Drinking and Driving by region as more accurate weights for the 2010 data year that were made available after this previous report was released were used in this fact sheet.