



# THE ROAD SAFETY MONITOR 2012

## DRINKING AND DRIVING IN CANADA BY REGION: TRENDS



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 903 Canadians completed the poll in October of 2012. Results can be considered accurate within plus or minus 3.3%, 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 fourth time, some respondents were contacted by phone (225 in 2012; 303 in 2011; 401 in 2010; 600 in 2009) and some on-line (678 in 2012; 905 in 2011; 800 in 2010; 600 in 2009).

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# TABLE OF CONTENTS

Drinking and Driving in Atlantic Canada	1
Drinking and Driving in Quebec	4
Drinking and Driving in Ontario	7
Drinking and Driving in the Prairies	10
Drinking and Driving in British Columbia	13



# 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), 2012 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, Toyota Canada Foundation and Aviva 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.

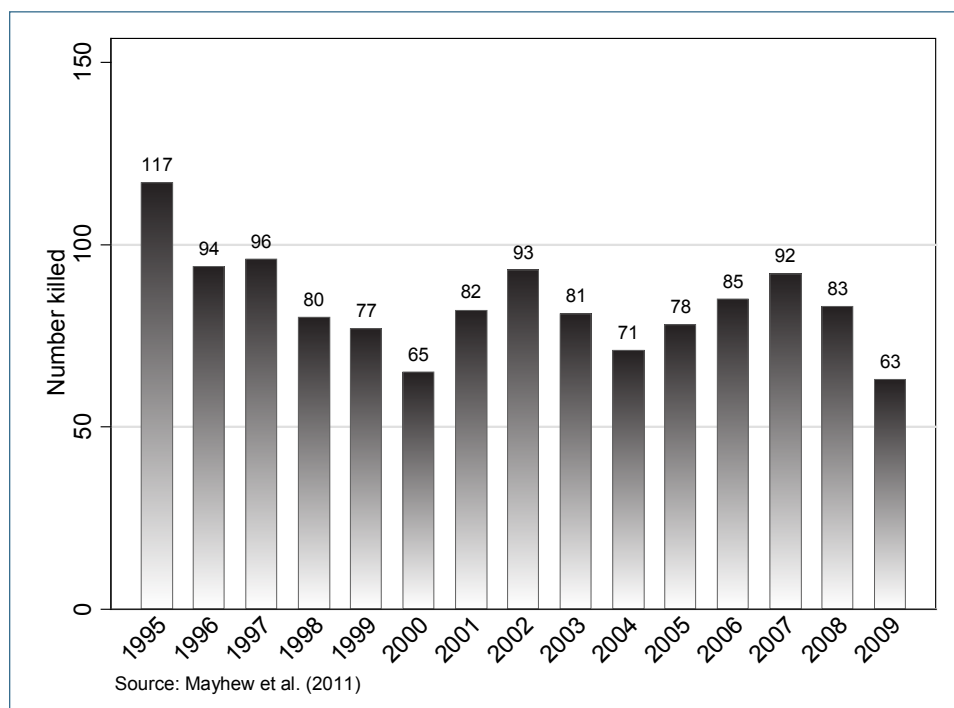
While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (180 versus 903). Therefore, it warrants mentioning that it is too premature for robust comparisons between 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<sup>1</sup>, 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 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.

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<sup>1</sup> 2010 data were not available at time of publication. Additional data years will be included when available.

## Number of Canadians who have died in traffic crashes involving a drinking driver in 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, 11.3% of Atlantic Canadians admitted to doing this in 2012. This percent was 15.1% in 2009, decreased to 10.6% in 2010, increased to 17.8% in 2011, and has decreased again to 11.3% in 2012. It warrants mentioning that only preliminary conclusions regarding a trend in Atlantic Canada can be drawn based on these data. As it stands, the limited evidence suggests 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 (8.7%) — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits.

**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, 1.5% of Atlantic Canadians admitted to doing this in 2012 (compared to 3.6% nationally). This was 4.4% in 2009, 3.4% in 2010 and 7.0% in 2011. This compares to 5.6% for Canada in 2009, 6.0% in 2010 and 5.4% 2011. The only year for which this indicator in Atlantic Canada was above the national average is 2011 (7.0% vs. 5.4%). Again, due to the small sample size, conclusions about any trends that seem to be emerging are premature.

**Where does the issue of drinking and driving sit on the public agenda in Atlantic Canada?** Atlantic Canadians indicate concern about drinking and driving as a societal issue: 80.1% indicate they are very or extremely concerned about it (compared to 71.6% nationally). This was 80.1% in 2009, 77.7% in 2010, and 75.1% in 2011. However, drinking and driving was not the top concern. Of primary concern for Atlantic Canadians is the price of gas, with 83.0% reporting that they are concerned or very concerned



about this issue (compared to 72.3% in 2011). The lowest level was for airline safety (43.6%) comparable to last year (36.2%).

**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 75.9% of Atlantic Canadians (compared to 81.5% nationally). This was 86.2% in 2011, 86.5% in 2010, and 87.0% in 2009. In addition, drinking drivers are no longer perceived to be the most significant road safety issue by Atlantic Canadians: texting and driving is at the top of the list in terms of road safety issues, with 84.6% of Atlantic Canadians reporting that this issue is a very or extremely serious problem (compared to 87.4% nationally).

**About the poll.** These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 180 Atlantic Canadians completed the poll in October of 2012. Results can be considered accurate within plus or minus 7.3%, 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 fourth time, some respondents were contacted by phone and some on-line.

# DRINKING AND DRIVING IN QUEBEC

This fact sheet summarizes regional results for Quebec from The Road Safety Monitor (RSM), 2012 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, Toyota Canada Foundation and Aviva 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.

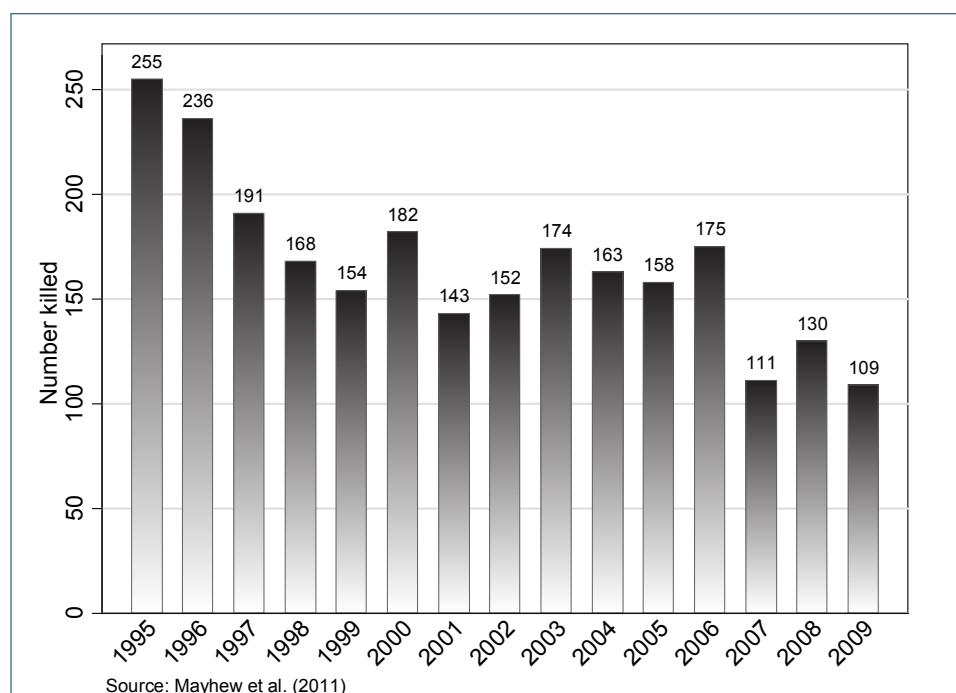
While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (180 versus 903). Therefore, it warrants mentioning that it is too premature for robust comparisons between 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<sup>2</sup>, 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 diverge from them.

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<sup>2</sup> 2010 data were not available at time of publication. Additional data years will be included when available.

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



**What percentage of Canadians in Quebec drink and drive?** When asked about driving after consuming any amount of alcohol in the past 30 days, 17.6% of Canadians in Quebec admitted to doing this in 2012. This percentage was 21.9% in 2009, increased to 31.0% in 2010, decreased to 22.6% in 2011, and decreased again to 17.6% in 2012. This represents the lowest percentage for Canadians in Quebec since regional data collection began in 2008. It warrants mentioning that only preliminary conclusions regarding a trend in Quebec can be drawn based on these data. As it stands, the limited evidence suggests there may have been a decrease in the percent of Canadians in Quebec admitting to driving after consuming any amount of alcohol — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits.

**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, 5.7% of Canadians in Quebec admitted to doing this in 2012 (compared to 3.6% nationally). This was 6.1% in 2009, 7.6% in 2010, and 8.7% in 2011. This compared to 5.6% for Canada in 2009, 6.0% in 2010, and 5.4% in 2011. It appears that this indicator in Quebec has remained above the national average (5.7% vs. 3.6%). Again, due to the small sample size, conclusions about any trends that seem to be emerging are premature. Another 2012 poll of 1,101 Quebec drivers found that 6.0% admitted to having driven after drinking more than the legal limit (EducAlcool 2012), corroborating the finding of 5.7% from the RSM.

**Where does the issue of drinking and driving sit on the public agenda in Quebec?** Of all road safety issues, drinking and driving was rated as a very or extremely serious problem by 67.3% of Canadians

in Quebec (compared to 71.6% nationally). This was 82.5% in 2009, 73.3% in 2010, and 75.8% in 2011. The highest level of concern is for the price of gas (84.3%). The lowest level was for airline safety (23.5%), comparable to last year (39.0%).

**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 86.1% of Canadians in Quebec (compared to 81.5% nationally). This was 85.6% in 2009, 88.7% in 2010, and 87.3% in 2011. The next highest level of concern was for texting and driving (85.2% compared to 87.4% nationally).

**About the poll.** These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 180 Canadians in Quebec completed the poll in October of 2012. Results can be considered accurate within plus or minus 7.3%, 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 fourth time, some respondents were contacted by phone and some on-line.

# DRINKING AND DRIVING IN ONTARIO

This fact sheet summarizes regional results for Ontario from The Road Safety Monitor (RSM), 2012 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, Toyota Canada Foundation and Aviva 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.

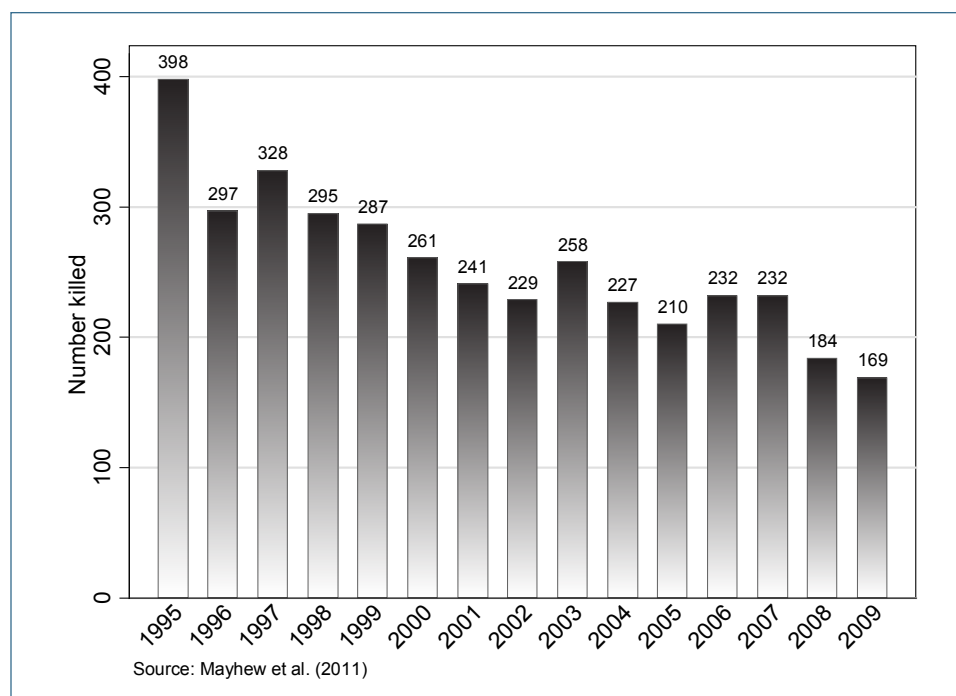
While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (183 versus 903). Therefore, it warrants mentioning that it is too premature for robust comparisons between 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<sup>3</sup>, 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. 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.

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<sup>3</sup> 2010 data were not available at time of publication. Additional data years will be included when available.

## Number of Canadians who have died in traffic crashes involving a drinking driver in 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, 18.5% of Canadians in Ontario admitted to doing this. This percent was 19.0% in 2009, increased to 22.8% in 2010, decreased to 16.8% in 2011, and increased again to 18.5% in 2012. It warrants mentioning that only preliminary conclusions regarding a trend in Ontario can be drawn based on these data. Note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits.

**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, 2.6% of Canadians in Ontario admitted to doing this in 2012 (compared to 3.6% nationally). This was 4.4% in 2009, 4.6% in 2010 and 3.0% in 2011. This compares to 5.6% for Canada in 2009, 6.0% in 2010, and 5.4% in 2011. It appears that this indicator in Ontario has remained below the national average. Again, due to the small sample size, conclusions about any trends that seem to be emerging are premature.

**Where does the issue of drinking and driving sit on the public agenda in Ontario?** For the second year in a row, drinking and driving is not at the top of the list of societal issues at 72.1% (compared to 71.6% nationally). This was 74.1% in 2009, 79.5% in 2010 and 60.9% in 2011. The societal issue that Canadians in Ontario express the most concern about is the price of gas (88.2%). The lowest level was for airline safety (35.5%), comparable to last year (33.9%).

**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 82.9% of Canadians in Ontario (compared to 81.5% nationally). This was 79.9% in 2009, 80.1% in 2010, and 70.3% in 2011. The highest level of concern was for texting while driving (90.2% compared to 87.4% nationally).

**About the poll.** These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 183 Canadians in Ontario completed the poll in October of 2012. Results can be considered accurate within plus or minus 7.2%, 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 fourth time, some respondents were contacted by phone and some on-line.

# 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), 2012 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, Toyota Canada Foundation and Aviva 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 (180 versus 903). 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.

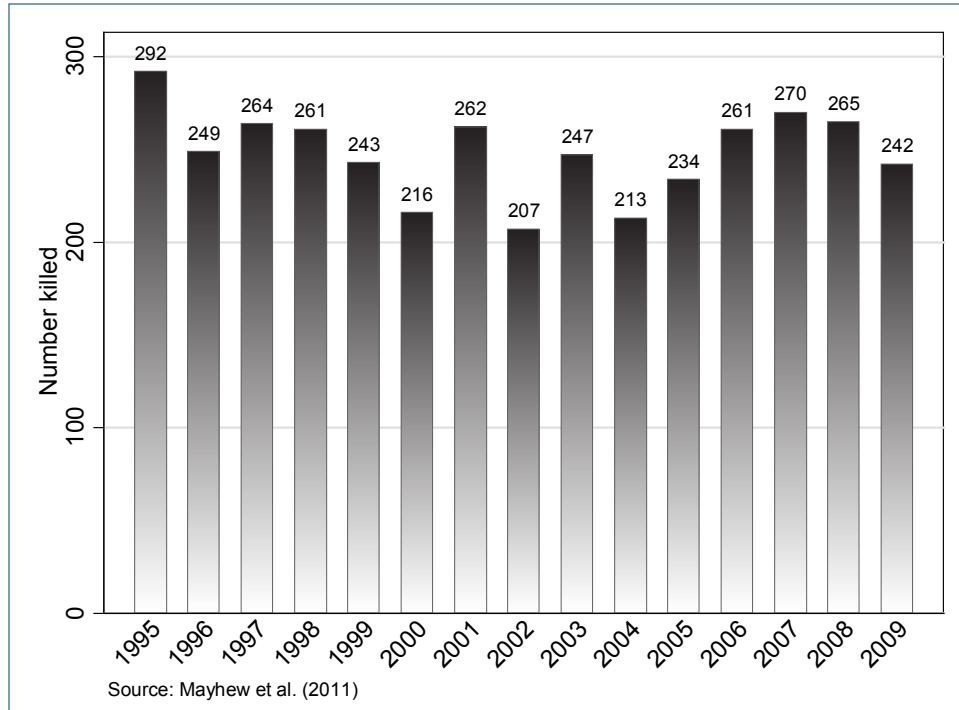
**How many Canadians in the Prairies die in traffic crashes involving a drinking driver?** In 2009, the most recent year for which data are available<sup>4</sup>, 242 Canadians were killed in a traffic crash involving a drinking driver in the Prairies. This number represents a decrease compared to 2008 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 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 diverge from them.

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<sup>4</sup> 2010 data were not available at time of publication. Additional data years will be included when available.



## Number of Canadians who have died in traffic crashes involving a drinking driver in 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, 17.4% of Canadians in the Prairies admitted to doing this in 2012. This percent was 18.9% in 2009, increased to 25.6% in 2010, decreased to 19.9% in 2011, and decreased again to 17.4% in 2012. It warrants mentioning that only preliminary conclusions regarding a trend in the Prairies can be drawn based on these data. As it stands, the limited evidence suggests 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 previous years — note that this includes drinking and driving after consuming lower levels of alcohol and levels below the legal or administrative limits.

**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 2012 (compared to 3.6% nationally). This was 5.6% in 2009, 8.2% in 2010, and 4.9% in 2011. This compares to 5.6% for Canada in 2009, 6.0% 2010, and 5.4% in 2011. Again, due to the small sample size, conclusions about any trends that seem to be emerging are premature.

**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: 64.3% indicate that they are very or extremely concerned about it (compared to 71.6% nationally). This was 81.2% in 2009, 80.4% in 2010, and 70.5% in 2011. The next highest levels of concern are about road safety (56.1%) and the price of gas (54.2%). The lowest levels of concern were for airline safety (34.8%) and global warming (31.8%).

**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 75.0% of Canadians in the Prairies (compared to 81.5% nationally). This was 84.9% in 2009, 80.8% in 2010, and 79.3% in 2011. The highest level of concern was for texting while driving (85.0% compared to 87.4% nationally).

**About the poll.** These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 180 Canadians in the Prairies completed the poll in October of 2012. Results can be considered accurate within plus or minus 7.3%, 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 fourth time, some respondents were contacted by phone and some on-line.

# DRINKING AND DRIVING IN BRITISH COLUMBIA

This fact sheet summarizes regional results for British Columbia from The Road Safety Monitor (RSM), 2012 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, Toyota Canada Foundation and Aviva 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.

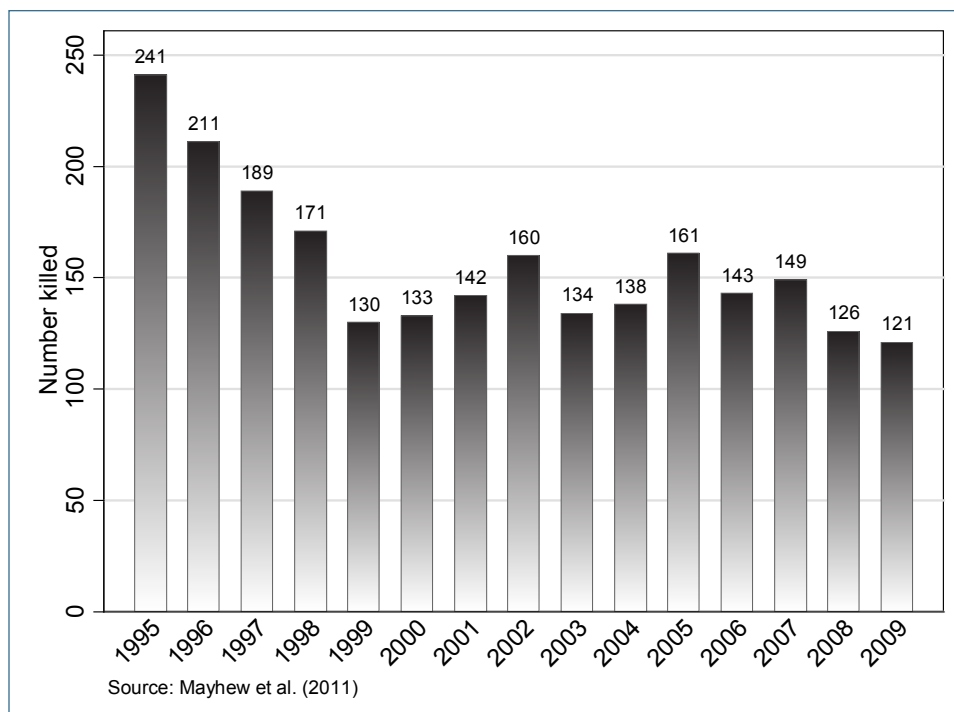
While the RSM has been conducted for many years, regional results have only become available since 2008. Also, regional results are based on smaller sample sizes compared to the national results (180 versus 903). Therefore, it warrants mentioning that it is too premature for robust comparisons between 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<sup>5</sup>, 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 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 diverge from them.

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<sup>5</sup> 2010 data were not available at time of publication. Additional data years will be included when available.

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



**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, 16.1% of Canadians in British Columbia admitted to doing this in 2012. This percent was 16.4% in 2009, increased to 23.2% in 2010, decreased to 18.6% in 2011, and decreased to its lowest point since regional data have been available to 16.1%, in 2012. It warrants mentioning that only preliminary conclusions regarding a trend in British Columbia can be drawn based on these data. As it stands, the limited evidence suggests 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.

**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, 1.8% of Canadians in British Columbia admitted to doing this in 2012 (compared to 3.6% nationally). This was 8.0% in 2009, 6.1% in 2010 and 3.4% in 2011. This compares to 5.6% for Canada in 2009, 6.0% in 2010 and 5.4% in 2011. It appears that this indicator in British Columbia was above the national average in 2009 and 2010 but is below the national average in 2011 and 2012 (3.4% vs. 5.4%, and 1.8% vs. 3.6% respectively). Again, due to the small sample size, conclusions about any trends that seem to be emerging are premature.

### Where does the issue of drinking and driving sit on the public agenda in British Columbia?

Drinking and driving is once again at the top of the list of societal issues at 84.5% (compared to 71.6% nationally). This was 86.6% in 2009, 72.6% in 2010 and 64.5% in 2011. Following drinking and driving,

the societal issue that Canadians in British Columbia express the most concern about is the price of gas: 70.0% indicate they are very or extremely concerned about it, followed by road safety (66.2%). The lowest level was for airline safety (35.8%), comparable to last year (24.7%).

**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 82.9% of Canadians in British Columbia (compared to 81.5% nationally). This was 85.3% in 2009, 81.4% in 2010, and 81.1% in 2011. For the third year in a row, the highest level of concern was for texting while driving (90.2% in 2012 compared to 87.4% nationally).

**About the poll.** These results are based on the RSM, an annual public opinion poll developed and conducted by TIRF. A total of 180 Canadians in British Columbia completed the poll in October of 2012. Results can be considered accurate within plus or minus 7.3%, 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 fourth time, some respondents were contacted by phone and some on-line.