

## Attitudes and behaviour collide on city roads

### *Research shows drivers engage in behaviour they deem dangerous*

New research shows many Edmonton drivers do the very same things on the road they consider unacceptable and a threat to their personal safety. Conducted through phone and online surveys in 2014, the research provides a baseline understanding of Edmonton's traffic safety culture, which encompasses people's perceptions, attitudes and behaviours towards driving.



"The ideal culture reflects an alignment between healthy attitudes and behaviours," said Laura Thue, Senior Research Coordinator with the Office of Traffic Safety. "For example, if we think it's unacceptable to speed and that it poses a high risk to our safety, we should not speed. But that's not the case. There's a disconnect between our attitudes and what's happening on our roads."

The findings indicate the City and the community must continue to improve and change attitudes and behaviours, particularly around distracted driving and speeding. Here are some highlights of the phone survey:

- More than two-thirds said it is not acceptable to speed on residential streets, and 99 per cent see it as a threat to their personal safety, yet more than 40 per cent report having done so during the past 30 days.
- Most (88 per cent) felt it is okay to travel above the speed limit on a freeway, yet 97 per cent say speeding on a freeway poses a threat to their safety.
- When asked if running a red light is acceptable, 95 per cent said no, yet 21 per cent said they have done it within the past month.
- Almost all (98 per cent) said drivers text messaging, e-mailing or using social media is a threat to their safety, yet 30 per cent said that over the past month they have:
  - read an email or text (19 per cent)
  - sent an email or text or used social media while driving (11 per cent).

The City will use the research to help inform future traffic safety initiatives, including education campaigns. The full research reports are available through the [Office of Traffic Safety](#).

#### For more information:

[Sarah Meffen](#)  
Communications Advisor  
780-496-1778

3rd Floor, City Hall  
1 Sir Winston Churchill Square NW  
Edmonton, AB  
T5J 2R7  
[www.edmonton.ca](http://www.edmonton.ca)



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