



## City seeks your opinions in Traffic Safety Culture Survey

June 7, 2016

Whether you are a driver, pedestrian or cyclist, you are invited to participate in an [online survey](#) about Edmontonians' attitudes and behaviours regarding traffic safety. The survey complements a phone survey that began on May 31.

In 2014, the City of Edmonton gathered baseline information with the first Traffic Safety Culture Survey. That survey showed there is sometimes a gap between how we think we should behave on the road and how we actually behave when driving, walking or cycling.

"In an ideal traffic-safety culture, there is an alignment between healthy attitudes and behaviours," said Laura Thue, Senior Research Coordinator with the Office of Traffic Safety. "Information from these surveys will help shape traffic safety initiatives as we move towards Vision Zero, Edmonton's goal of zero traffic fatalities and serious injuries."

The survey includes questions around speed, distraction, drugs and driving, and pedestrian safety.

The survey is being conducted by the Population Research Laboratory at the University of Alberta. The survey closes on July 8, 2016.

To learn more about Edmonton's traffic safety initiatives, go to [edmonton.ca/visionzero](http://edmonton.ca/visionzero).

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