

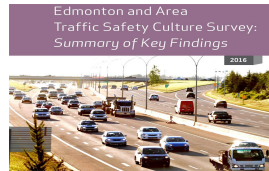


Survey shows gap between drivers' attitudes and behaviours

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The 2016 Edmonton Traffic Safety Culture survey shows gaps between what we believe about traffic safety and our actions.

"Our attitudes and beliefs can increase or decrease our risk of being in a collision," said Laura Thue, Senior Research Coordinator with Traffic Safety. "Ideally our actions match our beliefs. In other words, if we think texting and driving is dangerous when other people do it, then we won't drive while we text."



The Edmonton Traffic Safety Culture Survey shows some discrepancies between beliefs and actions. For example:

- More than two-thirds (66 per cent) of respondents said it is not acceptable to speed on residential streets, and 93 per cent see it as a serious threat to their personal safety, yet more than 43 per cent report having done so during the past 30 days
- When asked if running a red light is acceptable behavior, 95 per cent of respondents said no, yet 24 per cent said they have done it within the past month
- In the public online survey, 94 per cent of respondents said drivers text messaging, emailing or using social media is a serious threat to their safety, yet 33 per cent said that over the past month they have done so while driving and 62 per cent while stopped at traffic light.

"To reach the [Vision Zero Edmonton](#) goal of zero traffic fatalities and serious injuries, we need to ask ourselves if our own actions are putting ourselves and others at risk," said Thue.

More than 3600 people participated in the 2016 telephone, online and Insight Community survey. The [2016 Edmonton Traffic Safety Culture Survey report](#) is available on [edmonton.ca](#).

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