



Canadian Attitudes Toward Random Breath Testing (RBT)

Conducted by Ipsos Reid
April, 2010

Objectives

- The primary objective of this research is to gauge public awareness and support for Random Breath Testing (RBT) in Canada. The survey assessed:
 - Current attitudes towards impaired driving;
 - Importance of impaired driving as a public safety issue;
 - Awareness of RBT;
 - Unaided attitudes towards RBT; and
 - Motivators and information sources that can be best utilized to influence Canadians' attitudes towards RBT.

Methodology

- The survey was fielded via the Ipsos Reid Online National Omnibus. Field dates were March 29th to April 5, 2010.
- A nationally representative proportionate sample of 1010 adults aged 18 and over residing in Canada responded to the survey. The results of a sample of this size are considered accurate within ± 3.1 percentage points, 19 times out of 20.
- The data is weighted to the latest Statistics Canada census data according to age, gender, and region to ensure the results are representative of the adult Canadian population.

Key Findings

- 98% of Canadians think impaired driving is an important public safety issue
- 98% agree that the responsibility not to drink and drive / do drugs and drive rests with the driver
- Strong support also exists for the following:
 - In spite of all the efforts on impaired driving, drivers still just don't get it (90%)
 - Impaired driving is a serious problem in Canada (90%)
 - Driving a car in Canada is a privilege (88%)
 - More could be done in Canada to address impaired driving (87%)

Key Findings

- A majority of respondents (56%) have not heard of RBT. 44% have heard of RBT.
- There is significant support for RBT in Canada – 77% overall are supportive
- The most commonly cited reasons for *support* of RBT are:
 - It will stop or discourage people from drinking and driving (18%)
 - It will keep drunk drivers off the road (13%)
- The most commonly cited reasons for *opposition* to RBT are:
 - Police officers should have a just cause before testing drivers (28%)
 - Infringement of rights (25%)

Key Findings

- Information which most strongly shifts attitudes towards RBT:
 - Introduction of RBT in Australia and Ireland has reduced injuries and deaths
 - Impaired driving takes a disproportionate toll on young people
 - Impaired driving-related deaths and injuries have increased recently
 - Random Breath Testing is recognized as an effective measure in reducing impaired driving

- A sizeable majority of Canadians (79%) agree that RBT is a reasonable intrusion on drivers.

- 75% agree that police should be able to randomly require drivers to give a breath test.

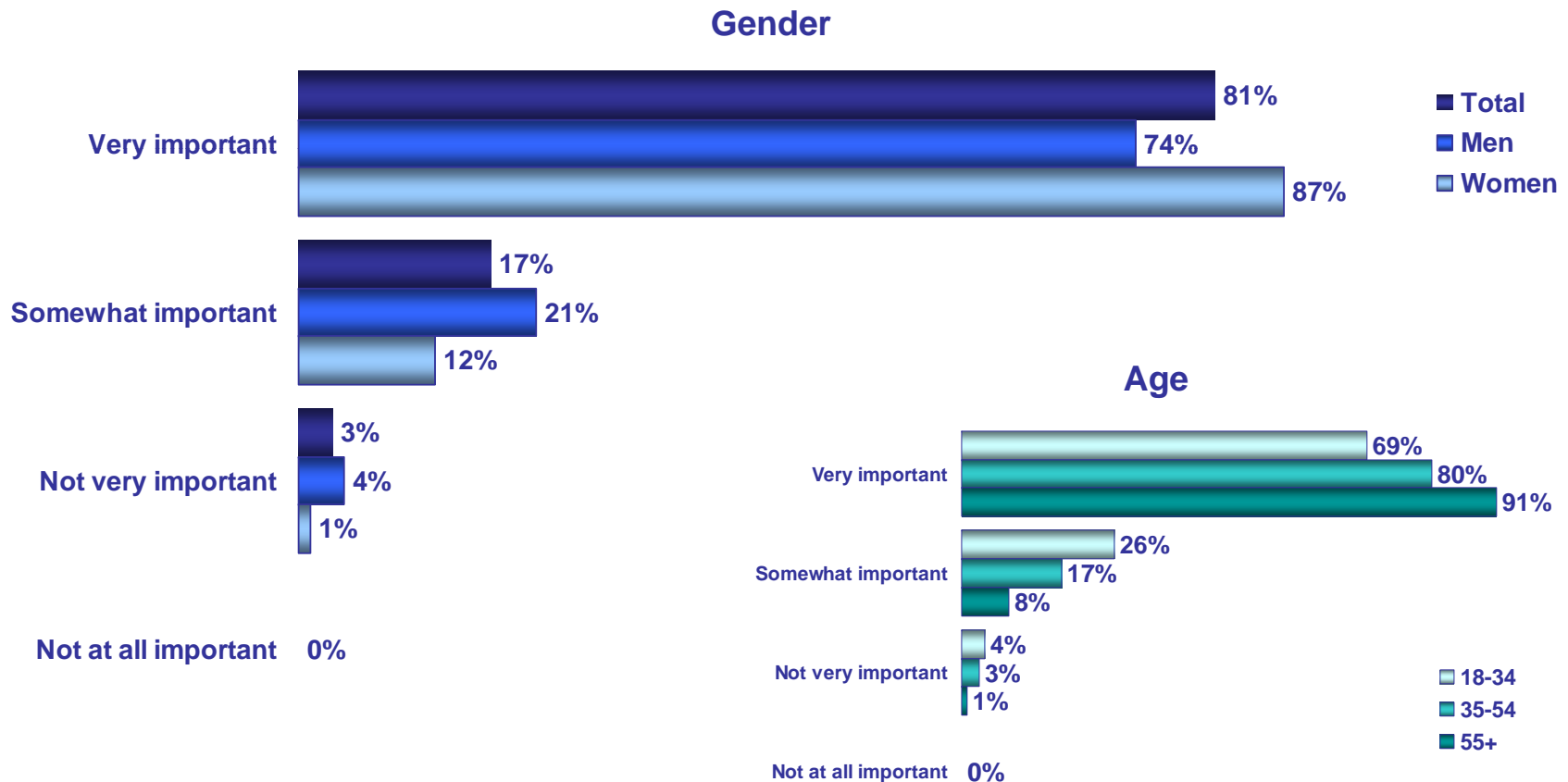


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Detailed Findings

Importance as a Public Safety Issue

98% of Canadians think impaired driving is an important public safety issue. Women (87%) are more likely than men (74%) to think it is very important. Attitudes vary by age. While the 18-34, 35-54 and 55+ age groups hold similar impressions of the importance of impaired driving (96%; 97%: 99% respectively), the older the respondent, the more likely they are to believe that the issue is *very important* (69%; 80%; 91%, respectively). Only 3% say impaired driving is not an important issue.



Q1. Thinking about all of the public safety issues facing Canada today, how important is impaired driving as a public safety issue?

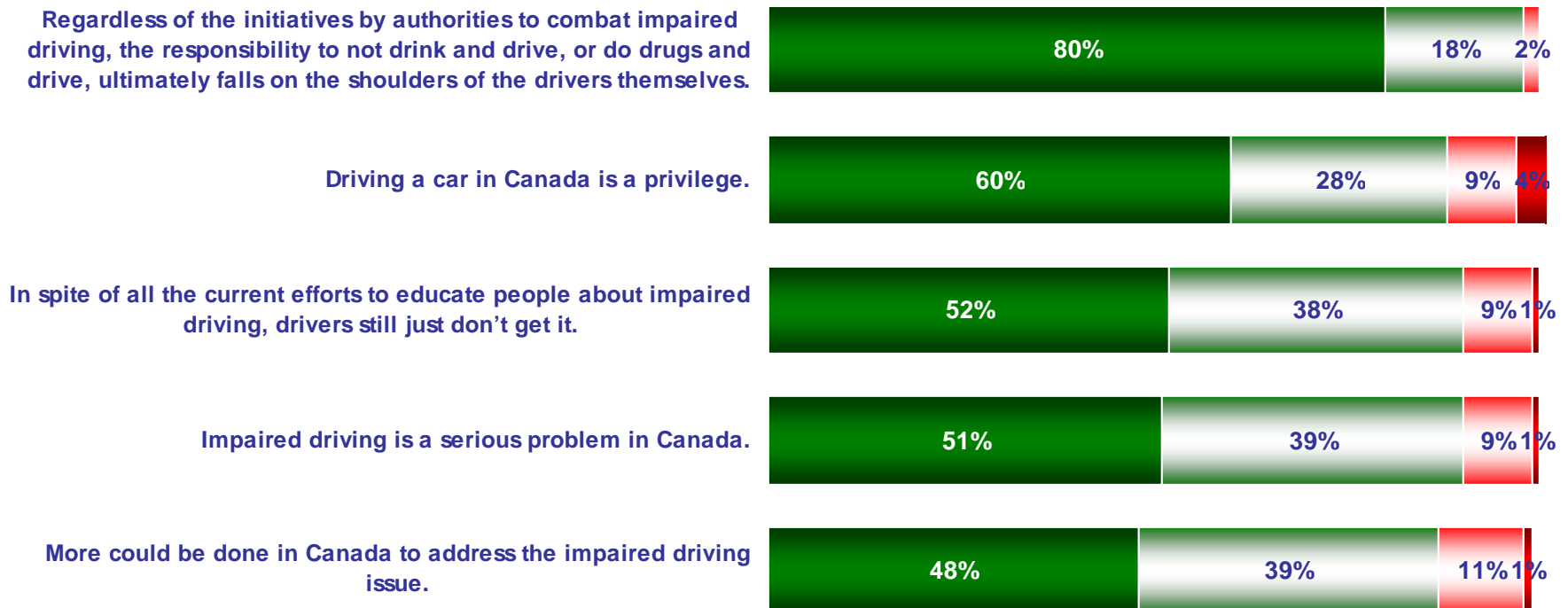
Base: All respondents n=1010

Due to rounding, values may not add to 100%.

Attitudes Towards Impaired Driving in Canada

Canadians are nearly unanimous in their opinion that the responsibility not to drink and drive/do drugs and drive rests with the drivers (98% agree, of which 80% strongly agree). 88% agree that driving a car in Canada is a privilege (60% strongly agree). While 90% agree with each of the following: a) in spite of current efforts to educate the public about impaired driving, people still don't get it (52% strongly agree), and b) impaired driving is a serious problem in Canada (51% strongly agree). 87% say more could be done to address impaired driving (48% strongly agree).

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree



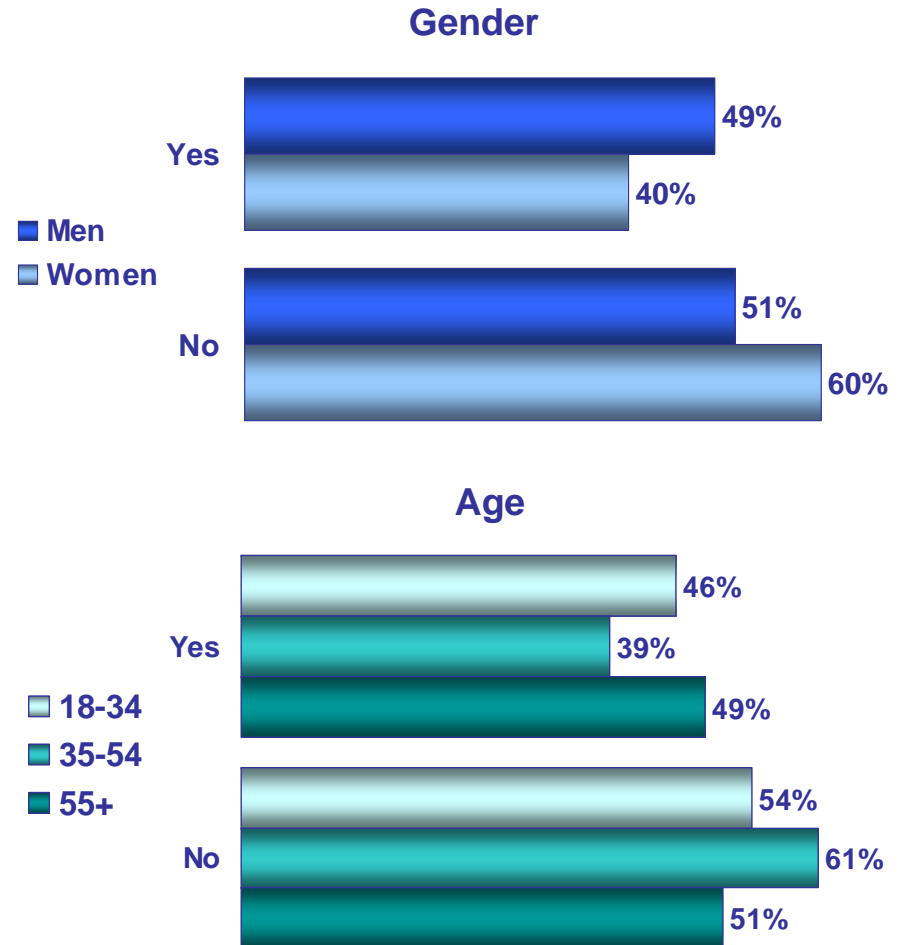
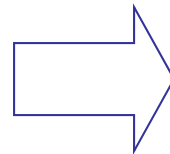
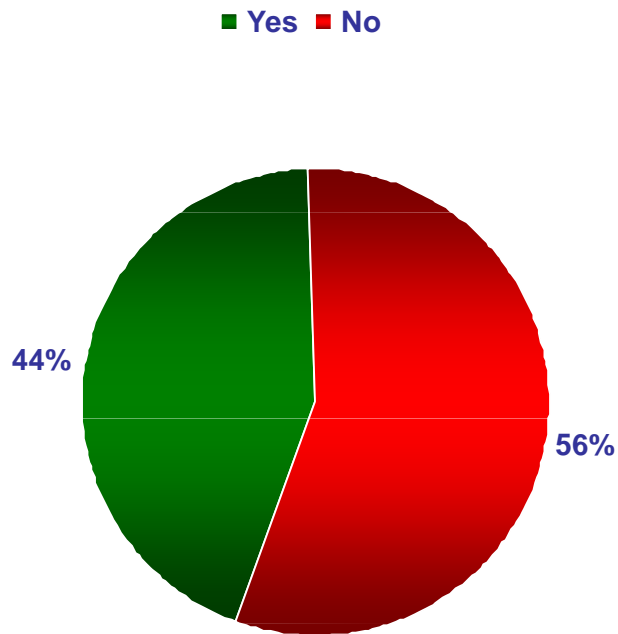
Q2. For each one of these statements, please indicate whether you...strongly agree, somewhat agree, somewhat disagree, strongly disagree.

Base: All respondents n=1010

Due to rounding, values may not add to 100%.

Awareness of RBT

A majority of Canadians (56%) have not heard of RBT, 44% say they have heard of RBT. Men (49%) are more likely than women (40%) to have heard of RBT. People aged 55+ (49%) are significantly more likely to be aware of RBT than those aged 35-54 (39%).

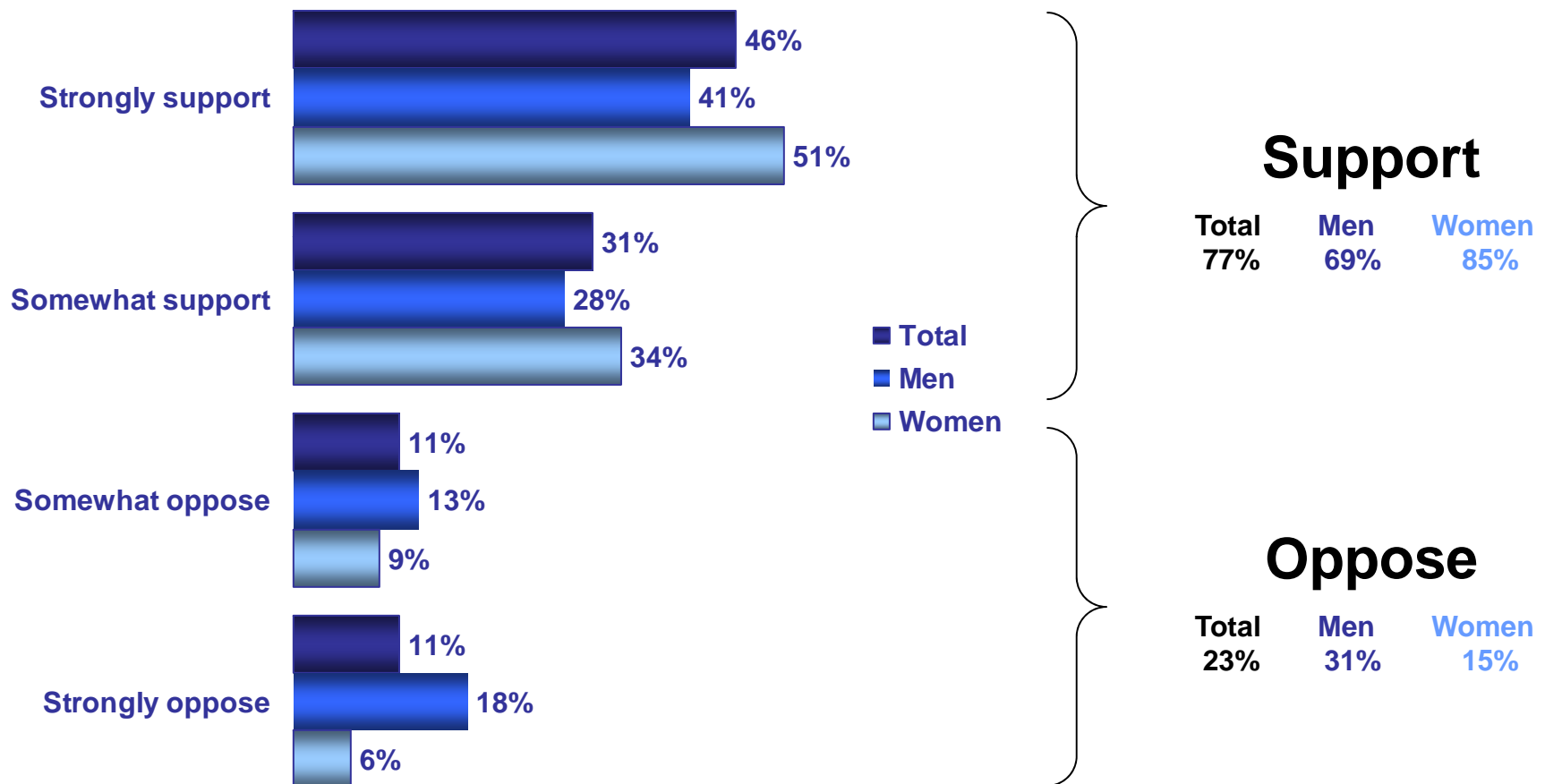


Q3. The Canadian government is considering legislation that will allow police to randomly screen drivers in order to determine their blood-alcohol level. This process is called Random Breath Testing or RBT. Have you heard of RBT before? Base: All respondents n=1010

Due to rounding, values may not add to 100%.

Support for RBT

Over three quarters of Canadians (77%) support random breath testing in Canada. Nearly half (46%) strongly support RTB. Two in ten (22%) oppose it. Women (85%) are more likely than men (69%) to support RBT and are also more likely to *strongly support* it (51% vs. 41% respectively).



Q4. With random breath testing, police officers have the authority to demand breath samples from all drivers pulled over randomly at checkpoints. The driver, while seated in their car, is administered a fast breath test for alcohol impairment with a screening device at the roadside. Knowing how Random Breath Testing would be implemented, would you support or oppose Random Breath Testing in Canada? Base: All respondents n=1010

Reasons for Support of RBT

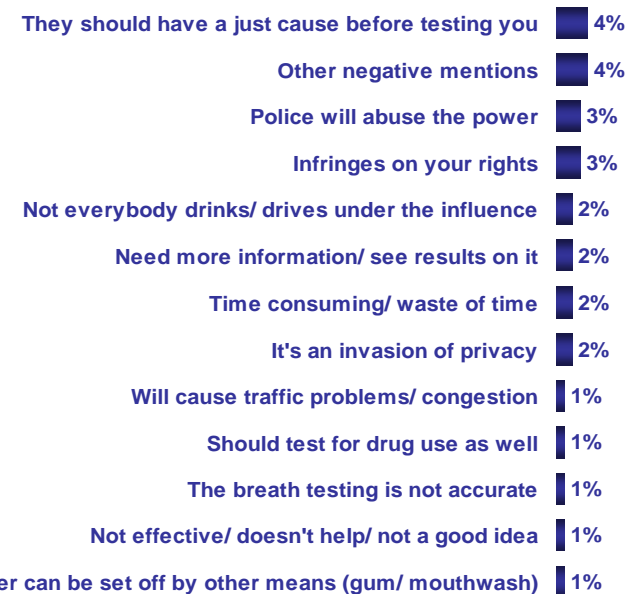
Those supporting RBT are most likely to do so because it will stop or discourage people from drinking and driving (18%), will keep drunk drivers off the road (13%), catch more drunk drivers (9%), too many people drink and drive (9%), and it will save lives (9%). Some supporters also cited reasons they somewhat oppose RBT, such as police officers requiring just cause before stopping drivers (4%).

Reasons for Support



Some supporters of RBT also gave reasons for opposing it.

Reasons for Opposition



Q5. Why do you say that you strongly or somewhat support Random Breath Testing in Canada?

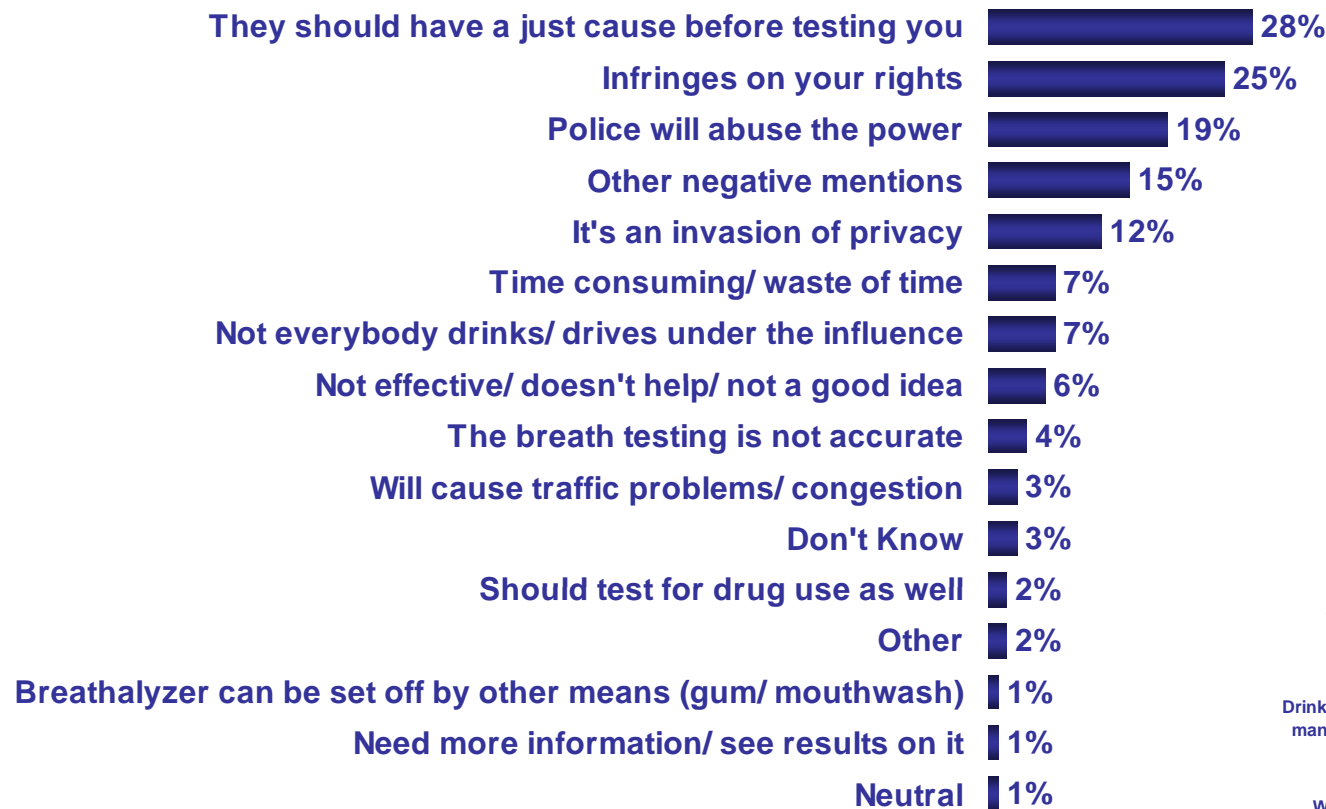
Base: Strongly or somewhat support random breath testing in Q4 n=776

Mentions do not add up to 100% as participants were able to give multiple responses.

Reasons for Opposition to RBT

About a quarter of those opposing RBT say police officers should have a just cause before testing drivers (28%) or that it infringes on rights (25%). Two in ten (19%) worry that police will abuse the power. 15% provide other negative responses while 12% cite RBT as an invasion of privacy.

Reasons for Opposition



Some who oppose RBT also gave reasons to support it.

Reasons for Support



Q5. Why do you say that you strongly or somewhat oppose Random Breath Testing in Canada?

Base: Strongly or somewhat oppose random breath testing in Q4 n=234

Mentions do not add up to 100% as participants were able to give multiple responses.

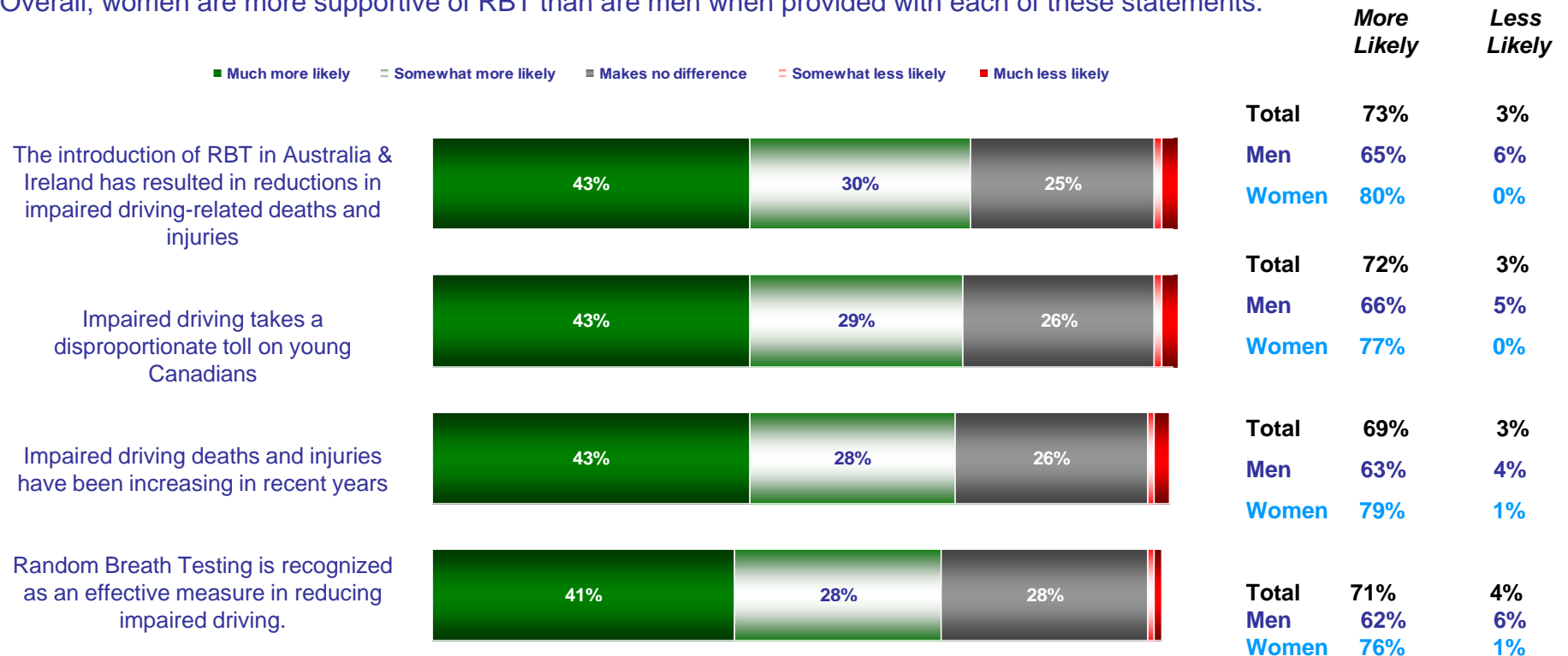
Impact of Information on Attitudes Towards RBT

Respondents were provided with a series of statements regarding the impact of RBT. They were asked to indicate the impact of each statement on their overall attitudes towards RBT.

As the table shows, for about seven in ten respondents, each of the four statements makes them more likely to support RBT:

- Reductions of fatalities in Australia and Ireland (73%)
- Impaired driving takes a disproportionate toll on young Canadians (72%)
- Impaired driving deaths have increased in recent years (71%)
- RBT is recognized as an effective measure in reducing impaired driving (69%)

Overall, women are more supportive of RBT than are men when provided with each of these statements.



Q6. Please consider each of the following statements about Random Breath Testing. For each one, please indicate to what extent it makes you more or less likely to support RBT in Canada. Base: All respondents n=1010

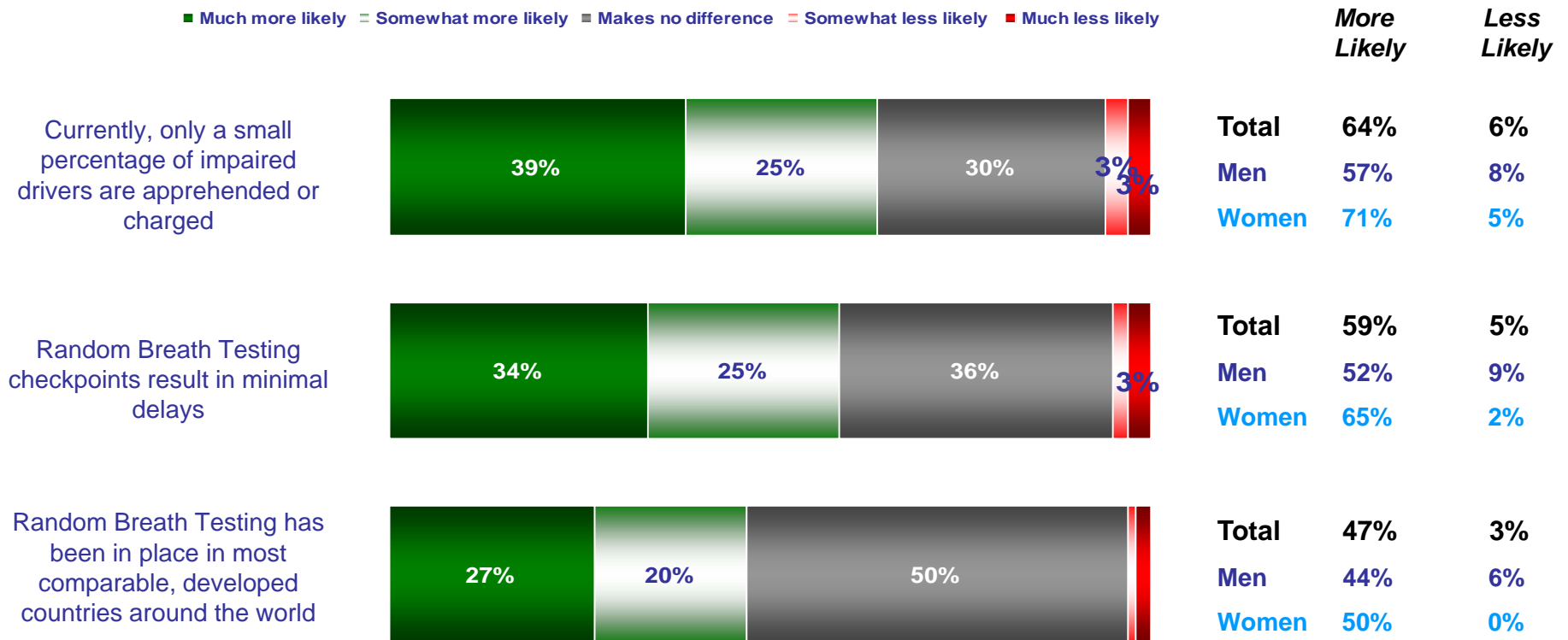
Due to rounding, values may not add to 100%. Values 2% and under are not labeled.

Impact of Information on Attitudes Towards RBT

Two of the three remaining statements made a majority of respondents more likely to support RBT.

- Only a small percentage of impaired drivers are apprehended or charged (64%)
- RBT checkpoints result in minimal delays (59%)

The impact of the final statement RBT has been in place in most comparable, developed countries around the world is less clear (47% say it makes them more likely to support RBT, while 50% say it makes no difference to their support of RBT)



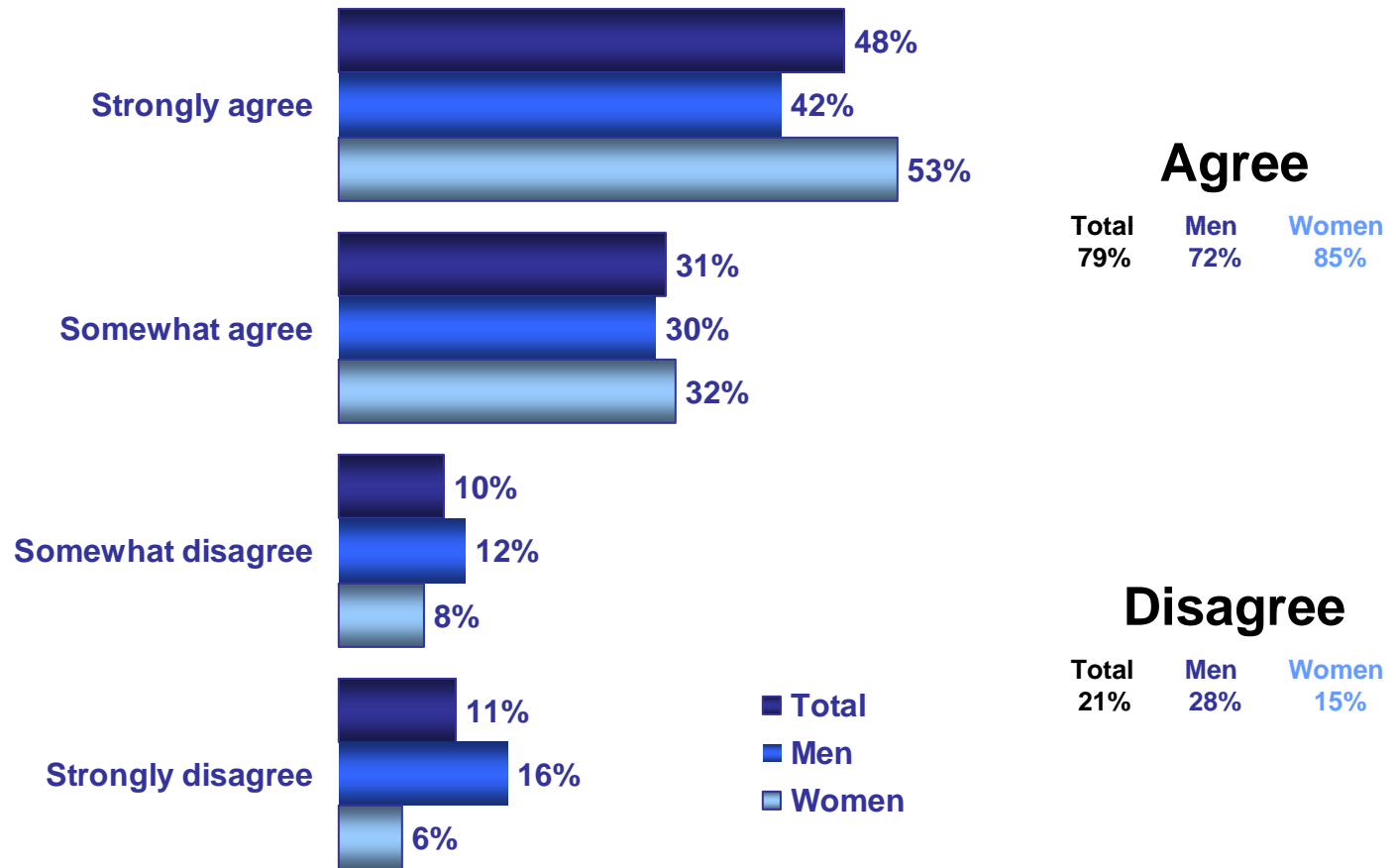
Q6. Please consider each of the following statements about Random Breath Testing. For each one, please indicate to what extent it makes you more or less likely to support RBT in Canada. Base: All respondents n=1010

Due to rounding, values may not add to 100%. Values 2% and under are not labeled.

RBT: Reasonable Intrusion on Drivers

A sizeable majority of respondents (79%) agree that RBT is a reasonable intrusion on drivers. Nearly one half (48%) strongly agree. Only two in ten (21%) disagree. Women (85%) compared with men (72%) are more likely to agree and they are also more likely to be decidedly strong in their support (53% vs. 42% for men strongly agree).

Given the high potential for decreasing the number of alcohol-related traffic crashes, injuries and deaths, Random Breath Testing is a reasonable intrusion on drivers.

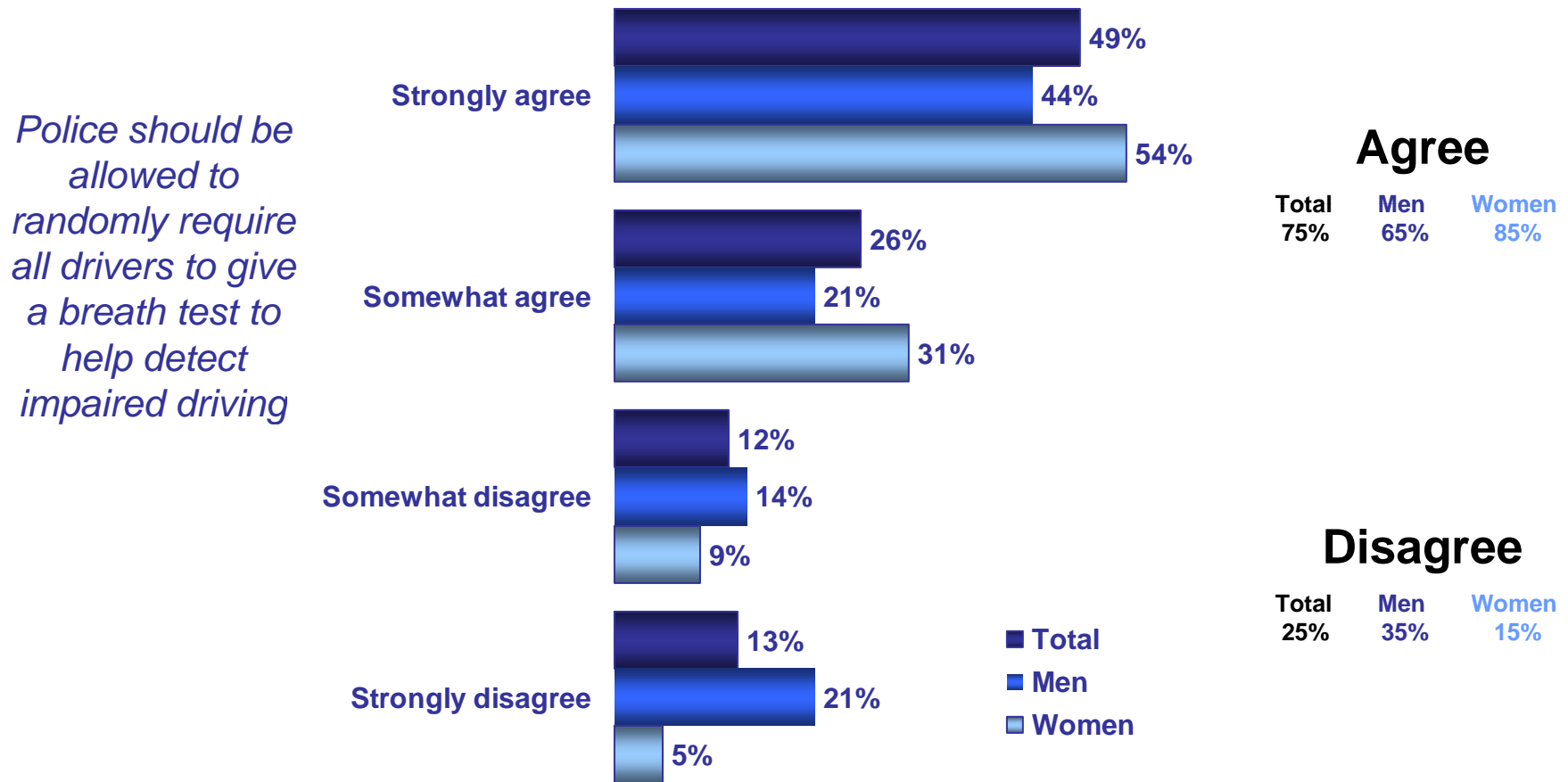


Q7a. Please indicate how much you agree or disagree with the following statements: Given the high potential for decreasing the number of alcohol-related traffic crashes, injuries and deaths, Random Breath Testing is a reasonable intrusion on drivers. Base: All respondents n=1010

Due to rounding, values may not add to 100%.

Police Allowed to Randomly Request Breath Test

Fully three quarters of respondents (75%) agree that the police should be allowed to randomly request a breath test from drivers. Nearly one half (49%) strongly agree. Women (85%) are more likely than men (65%) to express agreement and they are also more likely to be decidedly supportive (54% strongly agree vs. 44% for men).



Q7b. Please indicate how much you agree or disagree with the following statements: Police should be allowed to randomly require all drivers to give a breath test to help detect impaired driving. Base: All respondents n=1010

Due to rounding, values may not add to 100%.

Summary

- Canadians think impaired driving is an important public safety issue & remains a serious problem
- They think more can be done
- Premium placed on individual responsibility
- Awareness of RBT not particularly high but support for RBT is already quite high
- It is possible to move attitudes -- Canadians seem pragmatic and reasonable
- RBT seen as reasonable intrusion on drivers