

Niagara Road Safety Challenge Opinion Survey Results



Quantitative Evaluation:

Needs Assessment: RNRSC Road Safety Challenge Opinion Survey (Pre-campaign)

Prior to Think and Drive, a survey of Niagara residents was performed as part of the Ministry of Transportation Ontario 2006 Road Safety Challenge between May 15th and June 15th, 2006. A total of 428 Surveys were completed by community members of driving age at various community events including mall displays and a senior driver educational event. The survey was used as an opportunity to raise awareness and educate participants about the road safety issue in Niagara. Once participants completed the survey they were given a tear-off copy of the 2-part survey form that contained answers to the questions posed. Content was based on the Report on the NRPS Motor Vehicle Collision Data 1999-2006.

Question	Percent of respondents n=428
Are you concerned about road safety in the Niagara Region?	
Yes	93.4
No	6.6
Do you consider road safety to be a health issue?	
Yes	89.2
No	10.8
Does your driving behaviour affect road safety?	
Yes	68.9
No	31.1
Is road safety a problem in the Niagara Region?	
Yes	90.0
No	10.0
What are the 3 main causes of fatal/serious injury collisions in Niagara?	
Aggressive driving	59.6
Careless driving	31.1
Cyclist error	1.4
Distracted driving	36.9
Driver error	23.1
Impaired driving	58.4
Medical conditions	3.0
Pedestrian error	1.4
Road conditions	8.2
Speeding	72.9
Are male or female drivers involved in more fatal and serious injury collisions?	
Female	14.0
Male	86.0
Are young drivers at greater risk of having a collision than older drivers?	
Yes	69.4
No	30.6
In what driver age group is impairment a main cause of fatal and serious collisions in Niagara?	
16-20	39.0
21-30	60.5

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31-40	25.2
41-50	14.3
51-60	8.6
61+	16.6

In what season do most fatal and serious collisions occur?

Spring	9.7
Summer	57.9
Fall	2.8
Winter	29.6

Where do most fatal and serious injury collisions occur?

Urban roads	26.9
Suburban roads	7.2
Rural roads	45.3
Residential roads	20.6

Demographics

Percent of respondents

Gender

Female	65.0
Male	35.0

Age Group

16-20	3.5
21-30	17.3
31-40	23.9
41-50	19.4
51-60	15.7
61+	20.1

Resident of Niagara	95.8
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