



With the legalization of cannabis set to come into effect October 17, 2018, the majority of British Columbians are concerned about road safety. BCAA wants to keep everyone protected - it's a new era in road safety, and we're here to help you learn more.

On July 17, 2018 BCAA released a series of public awareness campaign videos and research statistics about cannabis and driving.

Research: Key Findings

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| Study | Canadian Automobile Association (CAA) national poll |
| Conducted by | Canadian Automobile Association (CAA) |
| Dates | 2017 |
| Respondents | 2,012 Canadians |
| Key findings | 20% of 18-34 year old Canadian drivers think they drive the same or better when high. Source |

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| Study | Beer Canada's <i>Partners for Safer Communities</i> initiative designated drivers study |
| Conducted by | Ipsos Canada |
| Dates | 2017 |
| Key findings | Eight in ten (82 per cent) Millennials of legal drinking age who have a driver's license have served as a designated driver at some point during the last three years, compared to 67 per cent of Gen X'ers (ages 34-54) and just 55 per cent of Boomers (ages 55+). Source |

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| Study | High Driving: Focus on 18 - 34 year olds (survey #1) |
| Conducted by | Innovative Research |
| Dates | March 7 – 18, 2018 |
| Respondents | 1,045 British Columbian drivers. Only results from 18-34 year old B.C. drivers were reported. |
| Sample | Weighted to n=500 according to Statistics Canada 2016 Census data by gender and region. Weighting targets were based on the entire population of all British Columbian adults, before non-drivers were screened out. |
| Method | Online |
| Key findings | <ul style="list-style-type: none"> • 82% consider driving on cannabis as driving impaired • 74% think high driving is just as dangerous as drunk driving • 90% consider mixing alcohol and cannabis as “definitely impaired” |



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| Study | High Driving: Focus on 18 – 34 year olds (survey #2) |
| Conducted by | Innovative Research |
| Dates | June 15 – 21, 2018 |
| Respondents | 506 18 - 34 year old British Columbian drivers |
| Sample size | Weighted to n=500 according to Statistics Canada 2016 Census data by gender and region. Weighting targets were based on the entire population of all British Columbian adults, before non-drivers were screened out. |
| Method | Online |
| Key findings | <ul style="list-style-type: none">• 91% make plans for a safe ride home before a night out• 88% would never consider driving impaired• 78% say they would “call out” friends considering driving impaired• 72% have been designated drivers over the last three years, with 55% doing it regularly• 49% consider themselves to be the sober driving generation• 40% see themselves as “role models for not driving impaired” |