

CELL PHONES AND DRIVING

Most Canadians See Drivers Holding Cell Phones, Despite Existing Bans

Four-in-five respondents would welcome a federal regulation that would ban the use of hand-held cell phones while driving.

[VANCOUVER – Nov. 17, 2010] – Despite the fact that most Canadian provinces now ban the use of hand-held cell phones while driving, many Canadians have still seen drivers rely on the devices while they are behind the wheel, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,010 Canadian adults, four-in-five respondents (83%) support a federal regulation to ban the use of hand-held cell phones while driving, while 14 per cent are opposed. Support is at 74 per cent or higher across the country, and is lowest among respondents aged 18-to-34 (at a still high 69%).

Almost nine-in-ten Canadians (88%) report seeing a driver talking on the cell phone while driving, including 90 per cent in Ontario and 89 per cent in British Columbia—where the practice is banned.

A majority of Canadians have recently seen drivers speeding (88%), turning without having signalled first (81%), tailgating (76%), cutting into another lane without notice (65%), multitasking while driving (64%) and running red lights (60%).

Only 18 per cent of respondents across the country state that most of the drivers in their municipality are “bad drivers”. One-in-five women (20%) and respondents aged 18-to-34 (20%) claim that most of the drivers in their municipality are bad.

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KEY FINDINGS

- **83% support a federal regulation to ban the use of hand-held cell phones while driving**
- **88% report seeing a driver talking on the cell phone while driving**

Full topline results are at the end of this release.

From November 1 to November 2, 2010, Angus Reid Public Opinion conducted an online survey among 1,010 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

CONTACT:

Mario Canseco, Vice President, Communications & Media Relations, 877-730-3570, mario.canseco@angus-reid.com

Driving

Would you support or oppose a federal regulation to ban the use of hand-held cell phones while driving?

Region							
	Total	BC	AB	MB/SK	ON	PQ	ATL
Support	83%	74%	79%	83%	88%	80%	90%
Oppose	14%	23%	21%	17%	10%	15%	3%
Not sure	3%	3%	0%	0%	2%	5%	6%

Driving

Would you support or oppose a federal regulation to ban the use of hand-held cell phones while driving?

Gender				Age		
	Total	Men	Women	Age 18-34	Age 35-54	Age 55+
Support	83%	80%	86%	69%	87%	95%
Oppose	14%	18%	10%	23%	12%	5%
Not sure	3%	2%	4%	8%	1%	0%

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Driving

Have you witnessed any of the following behaviours over the course of the past month?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
A driver speeding	88%	85%	93%	93%	92%	79%	87%
A driver invading the crosswalk when people are on it	38%	54%	64%	53%	42%	8%	41%
A driver running a red light	60%	54%	62%	71%	67%	53%	51%
A driver turning without having signalled first	81%	80%	79%	81%	88%	69%	85%
A driver turning where a turn is not allowed	43%	53%	40%	52%	45%	39%	28%
A driver talking on the cell phone while driving	88%	89%	96%	91%	90%	81%	91%
A driver multitasking while driving (reading, checking PDA, applying makeup, etc.)	64%	76%	81%	72%	72%	45%	42%
A driver tailgating	76%	83%	86%	72%	78%	69%	62%
A driver cutting into another lane without notice	65%	65%	89%	73%	84%	27%	62%
A driver slamming on brakes	49%	43%	68%	49%	51%	43%	43%
A driver (or a passenger) littering	45%	40%	51%	54%	51%	37%	40%
None of these	3%	1%	0%	1%	2%	7%	4%

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Driving

Overall, how would you rate the drivers in your municipality?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
None of them are “bad drivers”	2%	1%	6%	0%	1%	3%	0%
A few of them are “bad drivers”	77%	76%	73%	75%	79%	76%	84%
Most of them are “bad drivers”	18%	21%	20%	24%	18%	16%	10%
All of them are “bad drivers”	0%	0%	0%	1%	1%	0%	0%
Not sure	2%	1%	6%	0%	1%	3%	0%

Driving

Overall, how would you rate the drivers in your municipality?

	Gender			Age		
	Total	Men	Women	Age 18-34	Age 35-54	Age 55+
None of them are “bad drivers”	2%	2%	2%	2%	2%	1%
A few of them are “bad drivers”	77%	80%	75%	73%	77%	83%
Most of them are “bad drivers”	18%	15%	20%	20%	19%	13%
All of them are “bad drivers”	0%	1%	0%	1%	0%	0%
Not sure	2%	2%	2%	2%	2%	1%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record in Canada and the United States can be found at:

<http://www.angus-reid.com/services/record-of-accuracy/>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.angus-reid.com/about/>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.angus-reid.com>**

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