



## **Presentation to Distracted Driving Conference**

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October, 2005

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# Research Background

- National Survey of 1500 Canadians
  - For CAA, February 2005
  - National random sample, 2.5% margin of error
- Focus Groups
  - For other clients

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# Topics

- Areas of Investigation:
  - Distracted Driving
    - Cell Phone use in particular
    - Scope of the problem
    - Preferred Remedies

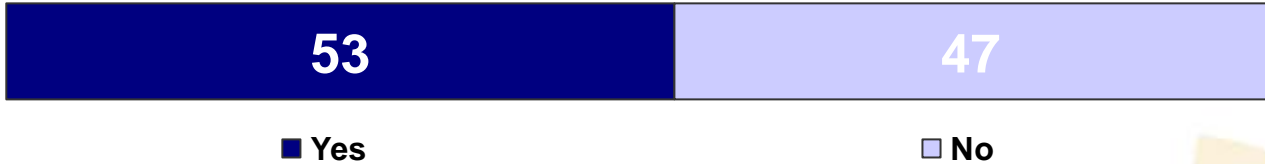
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# Distracted Driving

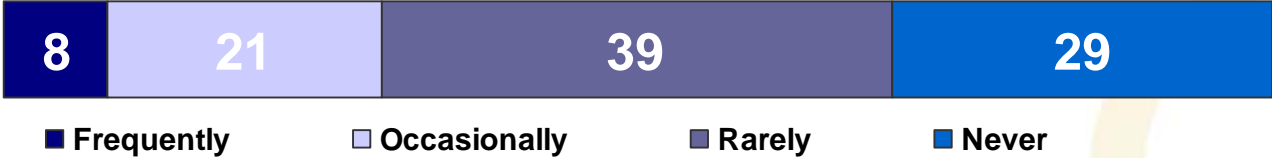
- Half of Canadians own a cell phone
  - But relatively few use it often while driving, even among frequent drivers
- Among those who do use it, handheld is the most used method

# Cell Phone Use

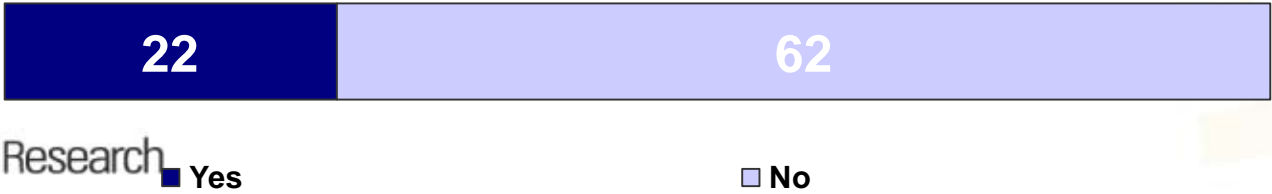
Do you own a cellular phone?



(IF YES) How often do you use it while driving?



(IF YES) When you use it in the car, do you use a handsfree cellular phone mechanism, or not?



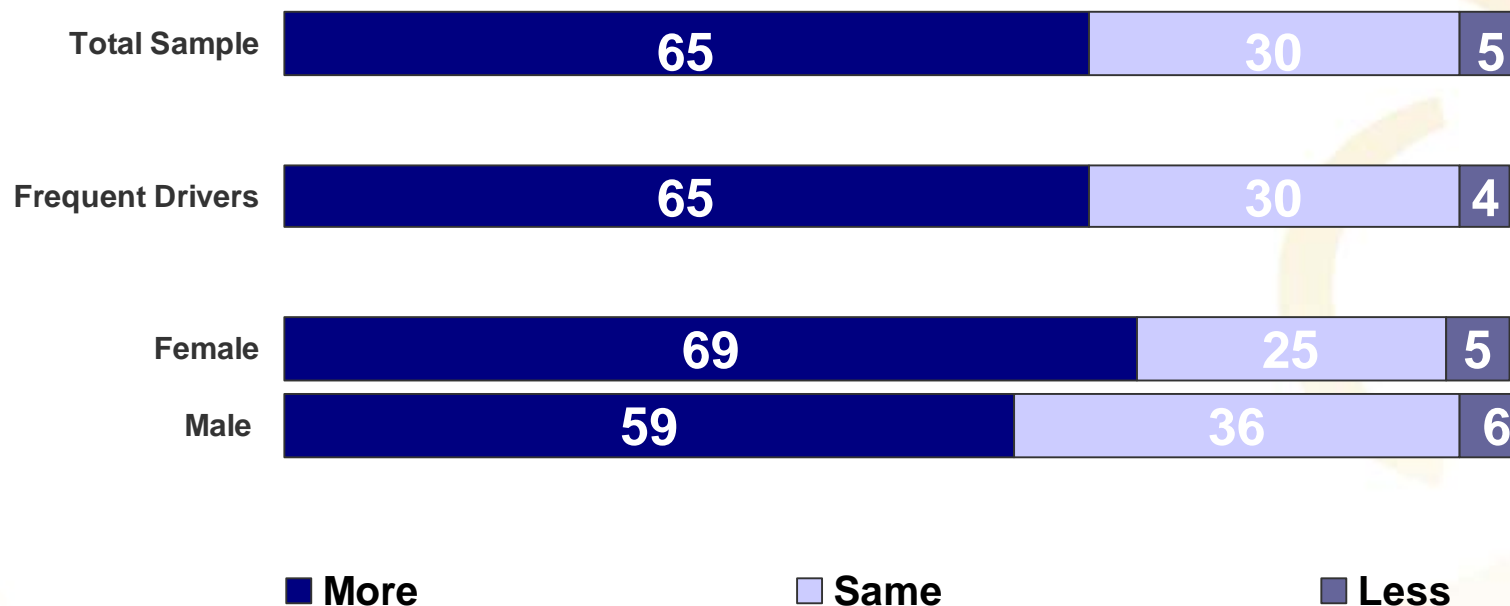
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# Distracted Driving

- Distracted driving is seen as a significant concern for Canadians
  - Females in particular
- There is a widespread perception that cell phone use in cars is more of a hazard than other distractions

# Safety Concerns

Compared to other driving distractions, such as looking at outside objects, changing radio stations, or “rubbernecking” to see crashes, so you think using a cell phone in a car is more of a safety concern, less of one, or at about the same level?



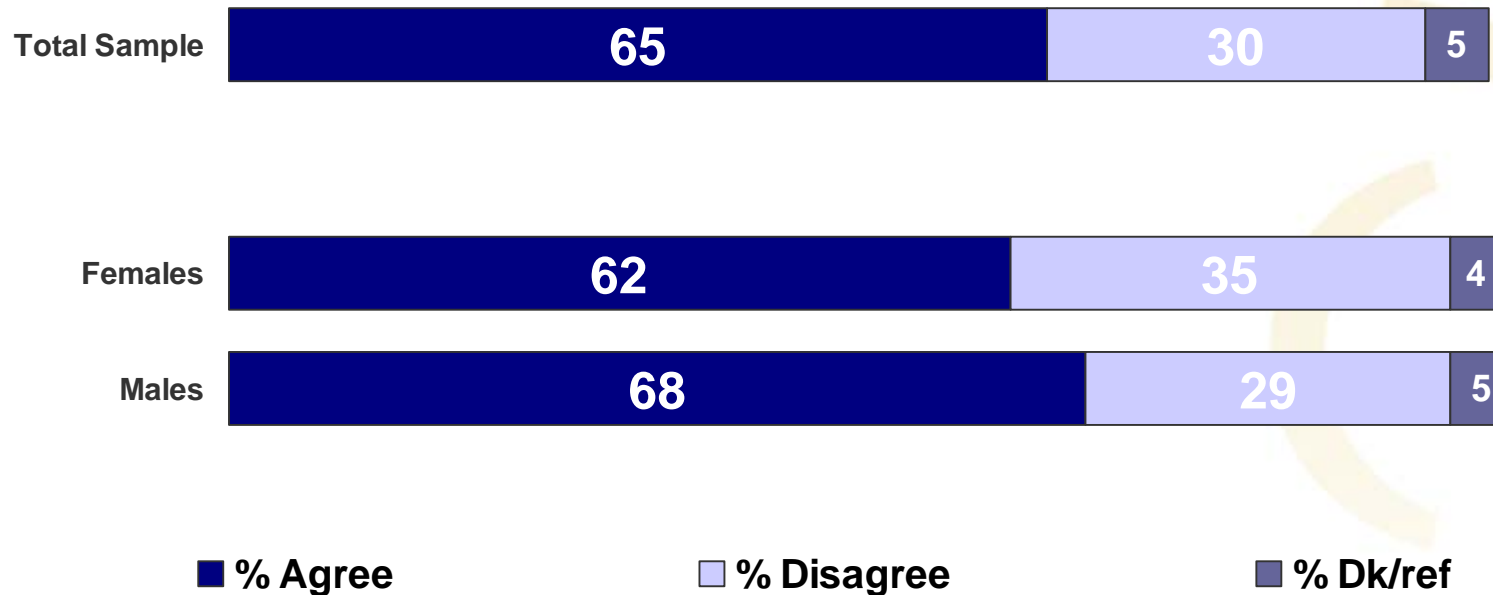
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# Distracted Driving

- But there is a widespread belief that there is a difference in the level of distraction between handsfree and handheld phones
  - Focus group findings reinforce this view

# Safety Concerns

**\*Agree/Disagree: The use of hands free cell phones by drivers is significantly safer than the use of handheld phones.**



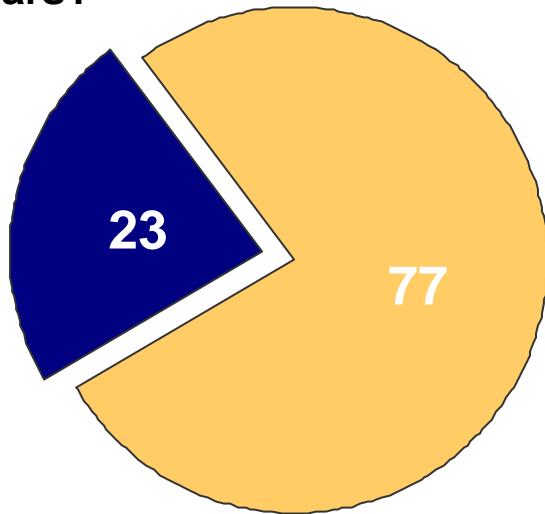
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# Media

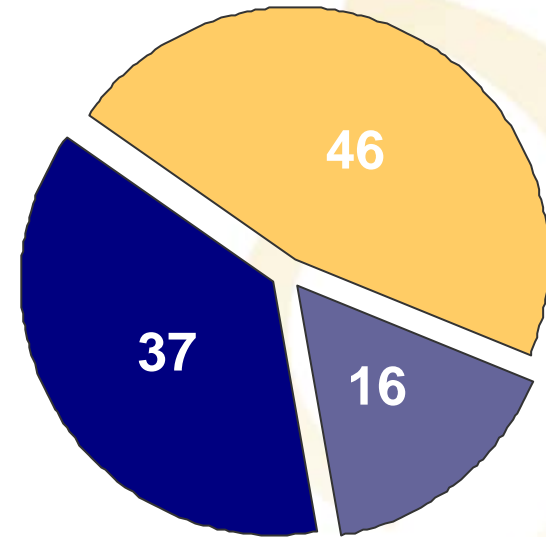
- Most Canadians have read or heard news concerning cell phone use in cars
  - Focus groups indicate higher levels of awareness than survey data reveals
  - Some say they are have noticed studies showing cell phone use less of a concern than other distractions
    - And half of those not inclined to believe these results
  - In other words, public opinion has firmed on this issue

# Notice Media Coverage?

Over the last few months, have you seen, read, or heard any stories about issues associated with the use of cellular phones in cars?

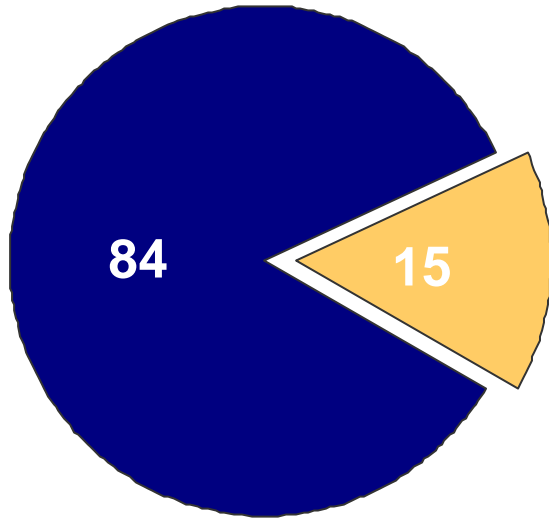


(IF YES) How much have you heard about it?



# Awareness of Studies

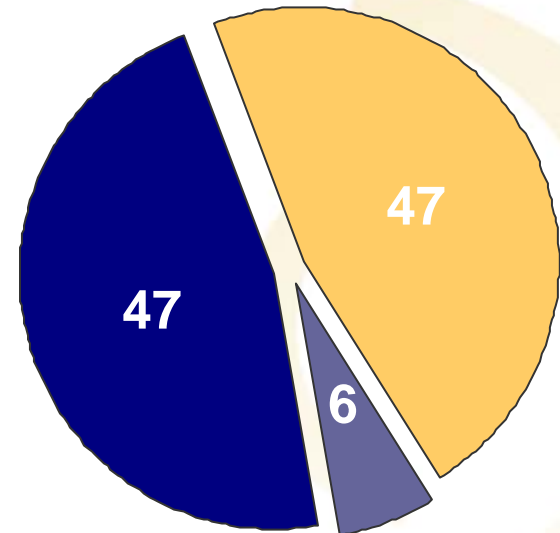
Have you seen or heard any studies that suggest cell phones actually do not pose a significant safety threat to driving compared to other distractions?



■ No

■ Yes

(IF YES) Do you believe the results of these studies?



■ No

■ Yes

■ DK/Refused

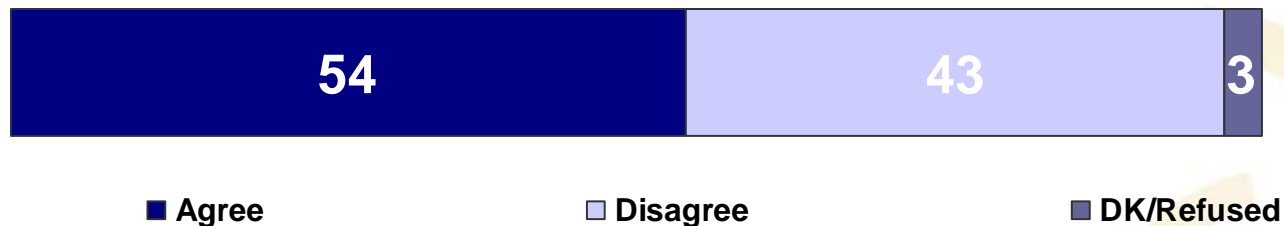
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# Potential Measures

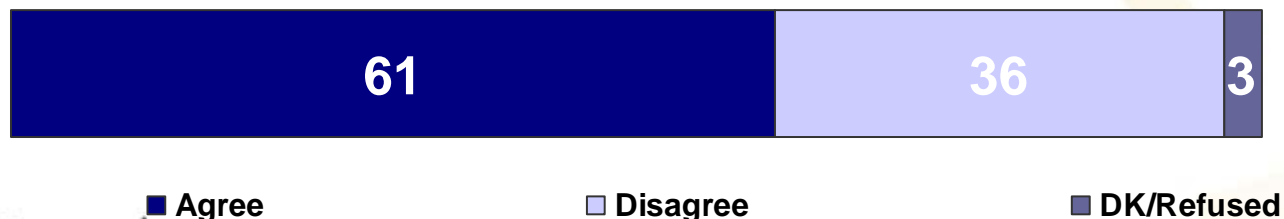
- Although cell phones seen as a significant problem, Canadians appear to be open to compromise on distracted driving instead of a full-out ban
  - Public education campaign and/or
  - Allowing hands-free devices seen as acceptable solutions
- Preferred solutions grounded in the idea of “prevention”

# Banning or Educating?

**Agree/Disagree: Even if the research data indicates that cellular phones do not pose as much of a driving safety threat as other distractions, we should ban their use while driving as a preventative measure.**

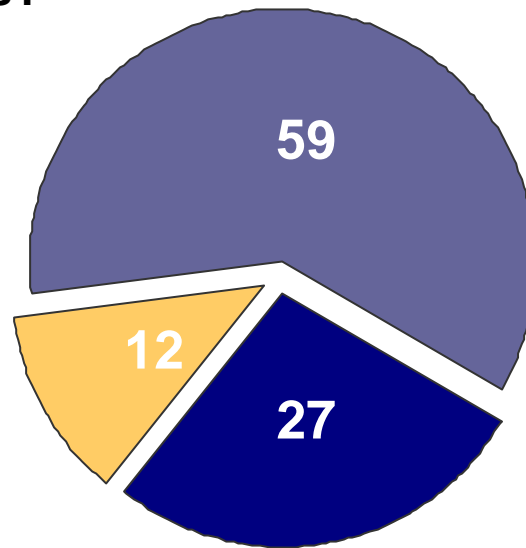


**Agree/Disagree: Carrying out a public education campaign that highlights the dangers of all types of distracted driving would be a more effective approach to this issue than to ban cell phones.**



# Preferred Scenario

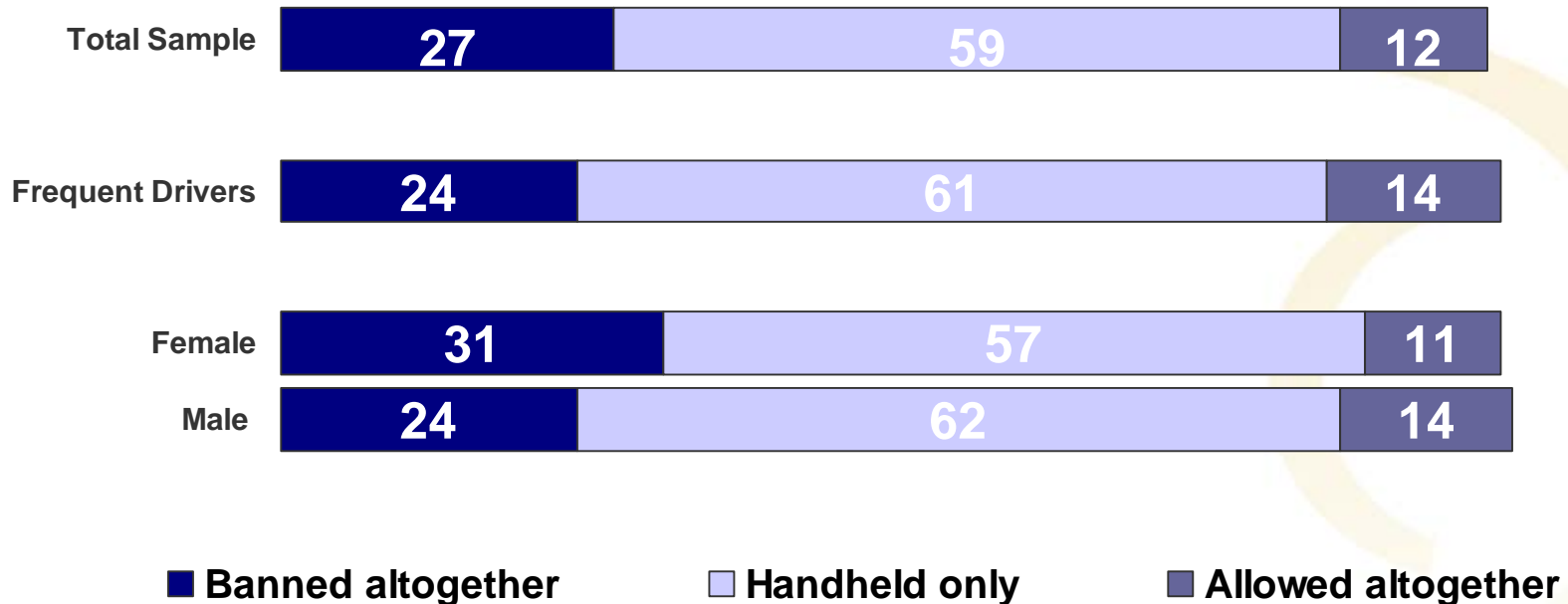
Which of the following three statements is closest to your view about the best way to handle the use of cellular phones in cars?



- Use of cell phones in cars should be banned altogether
- People should be allowed to use cell phones in cars
- Only handsfree devices in cars should be allowed

# Preferred Scenario

Which of the following three statements is closest to your view about the best way to handle the use of cellular phones in cars?



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# Conclusions – Distracted Driving

- Many people have taken notice of distracted driving issues, and cell phone use is seen as an important contributor to distracted driving
  - More so than other distractions
- Handheld phones are believed to be more of a problem than handsfree phones

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# Conclusions – Distracted Driving

- While this is a concern, first instincts are that they would rather not ban use altogether
  - But there are many that could easily go there, in the name of prevention
- Ultimately, people are prepared to accept a compromise of handsfree only and/or an educational campaign
  - But the status quo is not a tenable position