

CANADIAN PRESS / LEGER MARKETING

**Canadians
and the
Use of Cellular Phones**

Report

September 24, 2001



1.0 Study Results

- Canadians favour a ban on cellular phone use while driving if not using the hands-free feature.

In your opinion, should we prohibit the use of cellular phones while driving a vehicle without using the hands-free feature?

n=1508	YES	NO	Dnk/Refusal
	80.8%	15.8%	3.4%

- Close to two-thirds of people who use their cellular phones while driving never use the hands-free feature.

Do you drive a car? IF SO: Do you normally use a hands-free feature when you are driving?

n=597	YES	NO
	36.4%	63.6%

- The use of cellular phones in public places should not be banned.

In your opinion, should we prohibit the use of cellular phones in public places?

n=1508	YES	NO	Dnk/refusal
	31.1%	63.5%	5.7%

- Slightly more than half of Canadian adults use a cellular phone.

Do you use a cellular REGULARLY, OCCASIONALLY or NEVER?

n=1508	REGULARLY	OCCASIONALLY	NEVER	Dnk/Refusal
	23.3%	30.4%	46.0%	0.4%

2.0 Results

2.1 Canadians Favour a Ban on Cellular Phone Use While Driving if not Using the Hands-Free Feature

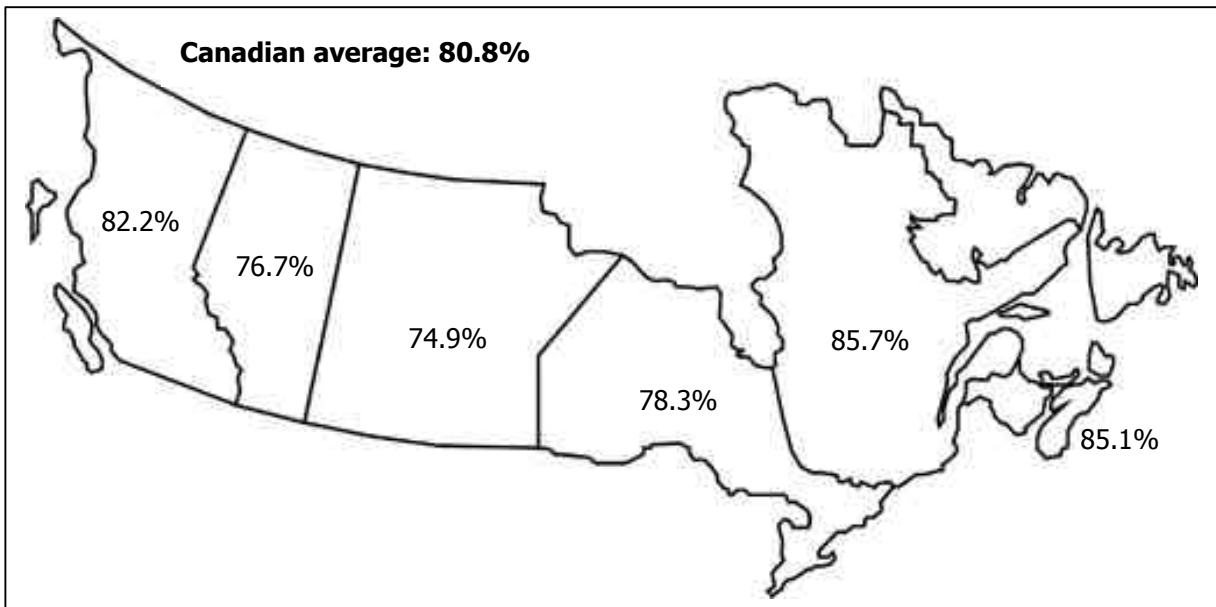
A proportion of 80.8% of the Canadian population would like to see drivers banned from using their cellular phones unless they are using the hands-free feature.

This corresponds to the opinion of 86.1% of drivers who never use their cellular phone while driving, 78.7% of those who use the hands-free feature while driving and 72.0% of individuals who normally use their cell phone while driving without using the hands-free feature. This view is also shared by 85.7% of Quebecers, 84.7% of women and 87.8% of respondents 45 years old and over.

We note that only 65.5% of those 25 years old or less are in favour of such a ban.

Q1 In your opinion, should we prohibit the use of cellular phones while driving a vehicle without using the hands-free feature? n=1508	YES	NO	Don't know/ Refusal
Atlantic provinces	85.1%	12.6%	2.3%
Quebec	85.7%	13.5%	0.9%
Ontario	78.3%	16.5%	5.1%
Prairies	74.9%	18.0%	7.0%
Alberta	76.7%	20.0%	3.3%
British Columbia	82.2%	15.7%	2.1%
Canada	80.8%	15.8%	3.4%

Percentage of Canadians who favour the ban on cellular phone use while driving without using the hands-free feature



The favourable attitude of Canadians towards the ban of cellular phone use while driving without using the hands-free feature is not surprising since it was found that 91.0% of respondents considered this type of behaviour dangerous.

Q2 Do you, yourself find it VERY DANGEROUS, SOMEWHAT DANGEROUS, NOT VERY DANGEROUS or NOT AT ALL DANGEROUS to use a cellular phone while driving a car without using the hands-free feature? n=1508	Very or somewhat dangerous	Not or not at all dangerous	Don't know / Refusal
Atlantic provinces	87.7%	12.3%	0.0%
Quebec	90.4%	8.9%	0.7%
Ontario	91.7%	7.1%	1.2%
Prairies	87.9%	11.1%	1.0%
Alberta	92.0%	4.6%	3.3%
British Columbia	92.8%	5.1%	2.2%
Canada	91.0%	7.8%	1.2%

2.2 Close to Two-Thirds of People Who Use their Cellular Phone While Driving Do So Without Using the Hands-Free Feature

63.6% of drivers who use their cellular phone while driving do not use the hands-free feature.

68.7% of women and 71.1% of individuals 25 to 34 years old are less likely to use the hands-free feature.

On the other hand, 22.4% of drivers never use their cellular phone while driving.

Q3 Do you drive a car? If SO: Do you normally use a hands-free feature when you are driving? n=597	YES	NO
Atlantic provinces	35.7%	64.3%
Quebec	33.0%	67.0%
Ontario	35.0%	65.0%
Prairies	54.1%	45.9%
Alberta	43.4%	56.6%
British Columbia	29.8%	70.2%
Canada	36.4%	63.6%

2.3 The Use of Cellular Phones in Public Places Should Not Be Banned

63.5% of Canadians feel that the use of cellular phones in public places should not be banned while 31.1% feel that it should be.

The greatest level of tolerance in this respect was noted among residents of Atlantic Canada where 67.2% of the population share the view that it should not be banned.

Q4 In your opinion, should we prohibit the use of cellular phones in public places? n=1508	YES	NO	Dnk/Refusal
Atlantic provinces	27.5%	67.2%	5.3%
Quebec	37.0%	60.5%	2.6%
Ontario	27.7%	65.1%	7.3%
Prairies	32.9%	62.2%	4.9%
Alberta	28.5%	65.2%	6.3%
British Columbia	33.0%	62.1%	4.8%
Canada	31.1%	63.5%	5.3%

The lack of tolerance towards the use of cell phones in public places seems unwarranted considering the fact that merely 12.2% of cell phone users claim to leave their cell phone on in public places while 64.1% of them turn it off and 17.1% put it in vibration mode.

Q5 Normally, when you are in a public place such as a restaurant, a theatre or another such place, do you...	... turn off your cellular phone?	...put it in vibration mode?	... or do you leave it turned on?	Dnk/Refusal
n=809				
Atlantic provinces	81.0%	4.8%	10.2%	4.0%
Quebec	64.2%	23.0%	6.5%	6.3%
Ontario	63.9%	16.5%	13.1%	6.4%
Prairies	68.0%	13.8%	15.8%	2.4%
Alberta	62.6%	17.6%	12.0%	7.8%
British Columbia	54.4%	18.6%	17.5%	9.5%
Canada	64.1%	17.1%	12.2%	6.5%

2.4 Slightly More Than Half of Canadian Adults Use a Cellular Phone

53.7% of Canadians, aged 18 years old or more, use a cellular phone. 23.3% use it regularly and 30.4% use it occasionally.

64.3% of Albertans, 62.5% of individuals 24 to 35 years old, 73.3% of those in the higher income brackets, 65.1% of professionals, 60.8% of the active population and 59.9% of University-educated Canadians use a cellular phone.

However, 56.3% of Quebeckers, 68.0% of those 65 years old or more, 67.6% of individuals in the lower income brackets, 65.8% of retirees and 62.6% of lesser-educated Canadians never use a cellular phone.

Do you use a cellular phone REGULARLY, OCCASIONALLY or NEVER?

n=1508	Regularly	Occasionally	Never	Dnk/Refusal
Atlantic provinces	19.2%	29.5%	51.4%	0.0%
Quebec	17.8%	25.9%	56.3%	0.0%
Ontario	26.5%	31.5%	41.2%	0.8%
Prairies	24.4%	33.7%	40.9%	1.0%
Alberta	26.1%	38.2%	35.7%	0.0%
British Columbia	24.1%	28.5%	47.4%	0.0%
Canada	23.3%	30.4%	46.0%	0.4%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1508 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between September 5 and September 11, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1508 respondents is of $\pm 2.6\%$, 19 times out of 20.