

Driving Disconnect: While Nine in Ten (88%) Drivers Disapprove of People Who Use their Cellphone While Driving, Half (52%) of Drivers With Cellphones Admit Doing So Themselves

Further, Nearly One Half (47%) Have Witnessed Others Text-Messaging or Emailing While Behind the Wheel

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Further, Nearly One Half (47%) Have Witnessed Others Text-Messaging or Emailing While Behind the Wheel

Toronto, ON – An Ipsos Reid poll conducted on behalf of RBC has revealed some nasty habits among Canadian drivers. While nine in ten (86%) drivers ‘disagree’ (67% strongly/19% somewhat) that ‘it’s okay for people to talk on a cell phone while driving’, a majority (52%) of drivers who have cellphones admit to having used their phone while behind the wheel, with 54% of drivers living in urban Canada and 49% of those living in rural Canadians indicating that this is the case. Nearly all drivers (95%) have personally witnessed another driver chatting while on the road.

Similarly, almost all drivers (97%) ‘disagree’ (92% strongly/5% somewhat) that ‘it’s okay for people to check their email or text messages’ while driving. Despite the nearly unanimous opposition to this activity, nearly one half (47%) of drivers have in fact seen people checking their email or text messages while driving.

Other things that some drivers have witnessed other drivers doing while behind the wheel include eating a meal (73%) or putting on makeup (58%). Reflecting on their own behaviours, 19% of drivers admit to having driven while they were extremely sleepy or tired.



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These are the findings of an Ipsos Reid poll conducted on behalf of RBC Insurance from 03/27 to 04/10, 2008. For this survey, a representative randomly selected sample of 2251 Canadian adults was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 2.2 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

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