

# BRITISH COLUMBIANS SUPPORT A CELL PHONE BAN FOR DRIVERS



Ipsos Reid

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## BRITISH COLUMBIANS SUPPORT A CELL PHONE BAN FOR DRIVERS

**Vancouver, BC** – A new Ipsos Reid survey conducted on behalf of the BC Medical Association reveals that an overwhelming majority of British Columbians believe that cell phone use by drivers has become a serious road safety issue and that most would support a complete ban on cell phone use by drivers.

**Driver Cell Phone Use Viewed as Serious Issue:** More than nine-in-ten (92%) British Columbians think that cell phone use by drivers in BC is a serious road safety issue. This includes six-in-ten (62%) who think it's a "very serious" road safety issue and three-in-ten (29%) who think it's a "somewhat serious" issue. Very few British Columbians perceive cell phone use as either a "not very serious" (7%) or "not at all serious" (1%) road safety issue.

The perceived seriousness of this issue is consistent across regions and other demographics.

**Most Support a Complete Ban on Cell Phone Use by Drivers:** There is strong support in British Columbia for a complete cell phone ban. Three-quarters (76%) of British Columbians say they would support a complete ban on all cell phone use by drivers in the province. This includes a majority (56%) who "strongly support" a complete ban and two-in-ten (20%) who "somewhat support" a complete ban.

One-in-four (23%) British Columbians say they oppose a complete ban on all cell phone use by drivers in BC (11% "strongly oppose", 12% "somewhat oppose").

Support for a complete cell phone ban is consistent across regions and other demographics.

*These are the findings of an Ipsos Reid telephone poll conducted on behalf of the BC Medical Association between July 8 and 12, 2009. The poll is based on a randomly selected sample of 800 adult (18+ years) British Columbians. With a sample of this size, the results are considered accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of BC been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to*

*ensure the sample's regional and age/sex composition reflects that of the actual BC population according to 2006 Census data.*

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