

**Most (92%) Drivers in Ontario Support New
Hand-Held Cellphone Driving Ban,
But Majority Says It could Go Further**
*Seven in Ten (69%) Say Government Should Also Ban People
From Eating While Driving*

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Most (92%) Drivers in Ontario Support New Hand-Held Cellphone Driving Ban, But Majority Says It could Go Further

***Seven in Ten (69%) Say Government Should Also Ban People From
Eating While Driving***

Toronto, ON – With Ontario's new hand-held cellphone driving ban soon coming into effect, an Ipsos Reid poll conducted on behalf of RBC has revealed that most (92%) drivers in Ontario 'support' (71% strongly/21% somewhat) the new law, but support varies greatly based on age: while most (83%) drivers aged 55+ and 35-54 (72%) 'strongly support' the new law, only 57% of drivers aged 18-34 'strongly support' it.

However, most would take the law one step further: seven in ten (69%) 'agree' (30% strongly/39% somewhat) that if the government is going to ban hand-held cellphones 'they should also ban people from eating while driving'. Just three in ten (31%) 'disagree' (9% strongly/22% somewhat) with this proposition.

While most (95%) 'agree' (70% strongly/25% somewhat) that 'driving while talking on a hand-held cell phone is dangerous', a majority (58%) also 'agrees' (22% strongly/36% somewhat) that 'hands-free devices are just as dangerous as regular cellphones and wireless devices should also be banned while driving'. Four in ten (42%), however, 'disagree' (10% strongly/32% somewhat) that these devices should be banned.



Once the new law comes into effect, 85 per cent of wireless-device owners without a hands-free device claim they will abide by the new law and will either pull over to use their wireless device (48 per cent) or wait until they reach their destination before they e-mail, text or make a call (37 per cent). However, the remaining 15 per cent indicated that they will continue to use their hand-held device while driving despite the legislation.

These are some of the findings of an Ipsos Reid poll conducted between April 13 and 17, 2009, on behalf of RBC. For this survey, a national sample of 876 Ontario drivers from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.3 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Ontario been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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