

2_1. [Change the radio station] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Change the radio station										
Very risky	41	20	21	8	14	14	18	10	5	36
	4%	4%	5%	5%	5%	6%	5%	3%	3%	5%
Risky	303	146	156	51	106	83	112	108	58	245
	33%	31%	35%	31%	36%	37%	30%	33%	28%	34%
Not very risky	485	251	234	88	146	113	201	171	124	361
	52%	53%	52%	54%	50%	51%	54%	52%	61%	50%
Not at all risky	87	47	40	15	25	13	38	37	18	70
	9%	10%	9%	9%	9%	6%	10%	11%	9%	10%
Don't know	7	6	1	1	0	0	6	1	0	7
	1%	1%	0	0	0	-	2%	0	-	1%
Summary										
Top2Box (Risky)	344	166	178	58	120	97	130	118	63	281
	37%	35%	39%	36%	41%	43%	35%	36%	31%	39%
Low2Box (Not risky)	572	298	274	103	171	126	239	208	142	430
	62%	63%	60%	64%	59%	57%	64%	64%	69%	60%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_2. [Discipline children] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Discipline children										
Very risky	285	144	141	39	102	84	113	87	32	253
	31%	31%	31%	24%	35%	38%	30%	27%	15%	35%
						G				H
Risky	483	246	238	90	148	101	194	189	131	352
	52%	52%	52%	55%	51%	45%	52%	58%	64%	49%
								E	I	
Not very risky	117	53	64	30	34	32	46	39	33	84
	13%	11%	14%	19%	12%	14%	12%	12%	16%	12%
Not at all risky	14	11	4	0	4	1	9	3	8	6
	2%	2%	1%	-	1%	1%	3%	1%	4%	1%
									I	
Don't know	24	18	6	3	4	4	12	8	1	23
	3%	4%	1%	2%	1%	2%	3%	2%	1%	3%
Summary										
Top2Box (Risky)	768	389	379	129	250	185	307	276	163	605
	83%	83%	84%	80%	86%	83%	82%	85%	79%	84%
Low2Box (Not risky)	131	63	68	30	37	33	56	42	41	90
	14%	13%	15%	19%	13%	15%	15%	13%	20%	13%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_3. [Drink a beverage (not alcoholic)] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Drink a beverage (not alcoholic)										
Very risky	86	41	44	19	25	39	26	21	9	77
	9%	9%	10%	12%	9%	18%	7%	6%	4%	11%
						FG				
Risky	256	133	123	42	81	61	105	90	54	202
	28%	28%	27%	26%	28%	28%	28%	28%	27%	28%
Not very risky	474	238	235	88	147	102	194	177	118	355
	51%	51%	52%	54%	51%	46%	52%	54%	58%	49%
Not at all risky	96	46	50	12	38	20	38	38	19	76
	10%	10%	11%	8%	13%	9%	10%	12%	9%	11%
Don't know	13	12	1	1	0	0	12	1	5	8
	1%	3%	0	0	-	-	3%	0	2%	1%
		BD					EG			
Summary										
Top2Box (Risky)	342	175	167	61	106	100	130	111	63	279
	37%	37%	37%	38%	36%	45%	35%	34%	31%	39%
						G				
Low2Box (Not risky)	569	284	285	101	185	122	232	215	137	432
	62%	60%	63%	62%	64%	55%	62%	66%	67%	60%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_4. [Drive while sleepy or exhausted] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Drive while sleepy or exhausted										
Very risky	725	378	347	116	230	174	297	254	156	569
	78%	80%	77%	72%	79%	78%	79%	78%	76%	79%
Risky	178	81	97	41	56	41	69	69	45	134
	19%	17%	21%	25%	19%	18%	18%	21%	22%	19%
Not very risky	12	4	8	5	3	7	2	4	4	8
	1%	1%	2%	3%	1%	3%	0	1%	2%	1%
Not at all risky	1	0	1	0	1	1	0	0	0	1
	0	-	0	-	0	0	-	-	-	0
Don't know	8	7	1	1	0	0	7	1	0	8
	1%	1%	0	0	-	-	2%	0	-	1%
Summary										
Top2Box (Risky)	903	460	444	157	287	215	366	322	201	702
	98%	98%	98%	97%	99%	97%	98%	99%	98%	98%
Low2Box (Not risky)	13	4	9	5	4	7	2	4	4	8
	1%	1%	2%	3%	1%	3%	0	1%	2%	1%
						F				

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_5. [Eat] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Eat										
Very risky	149	74	74	29	46	46	67	35	24	124
	16%	16%	16%	18%	16%	21%	18%	11%	12%	17%
Risky	471	247	224	79	145	110	186	175	111	360
	51%	53%	49%	49%	50%	49%	50%	53%	54%	50%
Not very risky	271	125	146	54	92	58	104	109	62	209
	29%	27%	32%	33%	32%	26%	28%	33%	30%	29%
Not at all risky	23	15	9	1	8	7	9	7	7	17
	3%	3%	2%	0	3%	3%	2%	2%	3%	2%
Don't know	10	9	1	1	0	1	8	1	1	9
	1%	2%	0	0	-	0	2%	0	1%	1%
Summary										
Top2Box (Risky)	620	322	298	107	191	156	253	210	135	485
	67%	68%	66%	66%	66%	70%	68%	64%	66%	67%
Low2Box (Not risky)	294	140	154	54	100	65	113	116	69	225
	32%	30%	34%	33%	34%	29%	30%	36%	34%	31%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_6. [Have a loose pet in the vehicle] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Have a loose pet in the vehicle										
Very risky	355	185	171	54	116	101	146	108	72	284
	38%	39%	38%	33%	40%	45%	39%	33%	35%	39%
						G				
Risky	398	202	196	68	129	90	151	157	91	307
	43%	43%	43%	42%	44%	41%	40%	48%	44%	43%
Not very risky	144	67	77	39	38	28	59	58	36	109
	16%	14%	17%	24%	13%	12%	16%	18%	17%	15%
				AD						
Not at all risky	12	5	7	0	7	2	10	1	5	7
	1%	1%	2%	-	2%	1%	3%	0	2%	1%
Don't know	14	12	2	1	1	2	9	3	2	12
	1%	2%	0	1%	0	1%	2%	1%	1%	2%
Summary										
Top2Box (Risky)	754	387	367	122	245	191	297	265	163	591
	82%	82%	81%	75%	84%	86%	79%	81%	79%	82%
Low2Box (Not risky)	156	72	84	39	45	29	69	58	40	116
	17%	15%	19%	24%	15%	13%	18%	18%	20%	16%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_7. [Hold a conversation with other passengers] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Hold a conversation with other passengers										
Very risky	17	15	2	0	2	1	12	4	8	9
	2%	3%	0	-	1%	1%	3%	1%	4%	1%
		B								
Risky	146	81	65	20	45	40	68	38	23	122
	16%	17%	14%	12%	15%	18%	18%	12%	11%	17%
Not very risky	563	271	291	113	178	135	220	207	125	438
	61%	58%	64%	70%	61%	61%	59%	63%	61%	61%
				A						
Not at all risky	190	97	93	28	65	45	68	77	49	141
	21%	21%	21%	17%	22%	20%	18%	23%	24%	20%
Don't know	7	6	1	1	0	0	6	1	0	7
	1%	1%	0	0	0	0	2%	0	-	1%
Summary										
Top2Box (Risky)	163	96	67	20	47	41	80	42	31	132
	18%	20%	15%	12%	16%	18%	21%	13%	15%	18%
							G			
Low2Box (Not risky)	753	368	385	142	243	181	289	284	174	579
	82%	78%	85%	87%	84%	81%	77%	87%	85%	81%
								F		

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_8. [Listen to an iPod or other MP3 device with ear phones] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Listen to an iPod or other MP3 device with ear phones										
Very risky	373	188	186	55	130	90	144	140	85	288
	40%	40%	41%	34%	45%	40%	38%	43%	41%	40%
Risky	352	164	187	69	118	90	151	111	81	271
	38%	35%	41%	43%	41%	41%	40%	34%	40%	38%
Not very risky	141	74	67	32	35	37	55	49	26	115
	15%	16%	15%	19%	12%	17%	15%	15%	13%	16%
Not at all risky	42	32	10	3	7	4	16	22	14	29
	5%	7%	2%	2%	2%	2%	4%	7%	7%	4%
		B								
Don't know	15	13	3	2	0	1	10	4	0	15
	2%	3%	1%	1%	0	0	3%	1%	-	2%
Summary										
Top2Box (Risky)	725	352	373	125	248	180	294	250	166	559
	78%	75%	82%	77%	85%	81%	79%	77%	81%	78%
			A		A					
Low2Box (Not risky)	183	106	77	35	42	41	70	72	39	144
	20%	23%	17%	22%	14%	18%	19%	22%	19%	20%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_9. [Adjust an iPod or other MP3 device] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Adjust an iPod or other MP3 device										
Very risky	413	205	208	73	135	119	166	128	78	335
	45%	44%	46%	45%	47%	54%	44%	39%	38%	47%
						G				
Risky	366	174	192	59	132	70	155	141	95	271
	40%	37%	42%	37%	46%	31%	41%	43%	46%	38%
								E		
Not very risky	113	69	44	26	18	29	34	51	28	85
	12%	15%	10%	16%	6%	13%	9%	15%	14%	12%
		D		D						
Not at all risky	14	8	6	1	5	4	7	3	3	11
	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%
Don't know	18	14	3	3	0	0	14	3	2	15
	2%	3%	1%	2%	0	0	4%	1%	1%	2%
		D					E			
Summary										
Top2Box (Risky)	779	379	400	132	268	189	320	270	173	606
	84%	81%	88%	81%	92%	85%	85%	83%	84%	84%
			A		AC					
Low2Box (Not risky)	127	77	50	27	23	33	41	54	30	97
	14%	16%	11%	17%	8%	15%	11%	16%	15%	13%
		D		D						

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_10. [Personal grooming (make-up, hair, shaving)] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Personal grooming (make-up, hair, shaving)										
Very risky	664	319	345	109	235	166	266	232	149	515
	72%	68%	76%	67%	81%	75%	71%	71%	73%	72%
			A		AC					
Risky	215	126	89	42	47	49	92	74	51	164
	23%	27%	20%	26%	16%	22%	25%	23%	25%	23%
		D								
Not very risky	29	13	16	10	6	6	4	19	4	24
	3%	3%	4%	6%	2%	3%	1%	6%	2%	3%
								F		
Not at all risky	4	1	2	0	2	2	2	0	1	3
	0	0	1%	-	1%	1%	0	-	0	0
Don't know	12	12	1	1	0	0	10	3	0	12
	1%	3%	0	0	-	-	3%	1%	-	2%
		B								
Summary										
Top2Box (Risky)	879	445	434	152	282	215	359	305	200	679
	95%	95%	96%	93%	97%	97%	96%	93%	97%	95%
Low2Box (Not risky)	32	14	19	10	9	7	6	19	5	27
	3%	3%	4%	6%	3%	3%	2%	6%	3%	4%
								F		

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_11. [Program a navigational device] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Program a navigational device										
Very risky	495	236	259	86	173	128	185	181	93	401
	54%	50%	57%	53%	59%	58%	49%	56%	46%	56%
Risky	319	171	148	56	92	72	139	108	87	232
	35%	36%	33%	35%	32%	32%	37%	33%	42%	32%
Not very risky	67	35	32	16	16	12	23	32	14	53
	7%	8%	7%	10%	5%	6%	6%	10%	7%	7%
Not at all risky	8	7	2	0	2	2	4	2	0	8
	1%	1%	0	-	1%	1%	1%	1%	-	1%
Don't know	35	22	13	4	9	9	23	3	10	24
	4%	5%	3%	2%	3%	4%	6%	1%	5%	3%
Summary										
Top2Box (Risky)	814	407	407	142	265	200	324	290	181	633
	88%	86%	90%	88%	91%	90%	87%	89%	88%	88%
Low2Box (Not risky)	75	42	33	16	17	14	27	34	14	61
	8%	9%	7%	10%	6%	6%	7%	10%	7%	8%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_12. [Read] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Read										
Very risky	838	427	411	144	267	197	338	303	182	656
	91%	91%	91%	89%	92%	89%	90%	93%	89%	91%
Risky	62	28	34	13	21	20	24	18	14	47
	7%	6%	8%	8%	7%	9%	6%	5%	7%	7%
Not very risky	15	8	7	5	2	5	5	5	8	6
	2%	2%	1%	3%	1%	2%	1%	2%	4%	1%
Not at all risky	2	1	1	0	1	1	1	0	0	2
	0	0	0	-	0	0	0	-	-	0
Don't know	8	7	1	1	0	0	7	1	0	8
	1%	1%	0	0	-	-	2%	0	-	1%
Summary										
Top2Box (Risky)	900	455	445	157	288	217	362	321	197	703
	97%	97%	98%	97%	99%	98%	97%	98%	96%	98%
Low2Box (Not risky)	16	9	8	5	3	5	6	5	8	8
	2%	2%	2%	3%	1%	2%	2%	2%	4%	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_13. [Smoke] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Smoke										
Very risky	154	73	81	27	53	46	57	51	31	123
	17%	16%	18%	17%	18%	21%	15%	16%	15%	17%
Risky	320	161	159	54	105	70	136	114	59	261
	35%	34%	35%	33%	36%	31%	36%	35%	29%	36%
Not very risky	320	167	152	53	99	81	131	108	90	230
	35%	36%	34%	33%	34%	36%	35%	33%	44%	32%
Not at all risky	77	34	42	18	24	14	25	38	18	59
	8%	7%	9%	11%	8%	6%	7%	12%	9%	8%
Don't know	53	34	19	9	10	12	26	15	7	46
	6%	7%	4%	6%	3%	5%	7%	5%	3%	6%
Summary										
Top2Box (Risky)	474	235	240	81	158	115	193	166	91	384
	51%	50%	53%	50%	54%	52%	52%	51%	44%	53%
Low2Box (Not risky)	396	202	194	71	123	95	155	146	108	289
	43%	43%	43%	44%	42%	43%	41%	45%	52%	40%
									I	

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_14. [Talk on a hand held cell phone] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Talk on a hand held cell phone										
Very risky	602	291	312	110	202	159	247	197	123	479
	65%	62%	69%	68%	69%	71%	66%	60%	60%	67%
						G				
Risky	248	141	107	35	72	52	100	96	59	190
	27%	30%	24%	21%	25%	23%	27%	30%	29%	26%
Not very risky	58	26	33	17	16	11	16	31	21	37
	6%	5%	7%	11%	5%	5%	4%	10%	10%	5%
Not at all risky	7	6	1	0	1	1	5	2	2	5
	1%	1%	0	-	0	0	1%	1%	1%	1%
Don't know	8	7	1	1	0	0	7	1	0	8
	1%	1%	0	0	-	-	2%	0	-	1%
Summary										
Top2Box (Risky)	850	432	419	144	274	211	347	293	181	669
	92%	92%	92%	89%	94%	95%	92%	90%	88%	93%
Low2Box (Not risky)	66	32	34	17	17	12	21	33	24	42
	7%	7%	7%	11%	6%	5%	6%	10%	12%	6%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_15. [Talk on a hands free cell phone] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Talk on a hands free cell phone										
Very risky	106	49	56	19	38	32	49	25	27	79
	11%	10%	12%	12%	13%	14%	13%	8%	13%	11%
Risky	335	177	158	57	101	77	140	118	64	271
	36%	38%	35%	35%	35%	35%	37%	36%	31%	38%
Not very risky	373	186	187	70	117	92	146	135	82	290
	40%	39%	41%	43%	40%	41%	39%	41%	40%	40%
Not at all risky	96	48	47	16	32	19	29	47	29	66
	10%	10%	10%	10%	11%	9%	8%	14%	14%	9%
Don't know	15	10	4	1	4	1	11	2	3	12
	2%	2%	1%	0	1%	1%	3%	1%	1%	2%
Summary										
Top2Box (Risky)	441	226	214	76	138	109	188	143	91	350
	48%	48%	47%	47%	48%	49%	50%	44%	44%	49%
Low2Box (Not risky)	468	234	234	86	149	112	175	182	112	357
	51%	50%	52%	53%	51%	50%	47%	56%	55%	50%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_16. [Talk or sing to yourself] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Talk or sing to yourself										
Very risky	8	6	2	0	2	2	5	1	2	6
	1%	1%	0	-	1%	1%	1%	0	1%	1%
Risky	45	20	25	7	17	18	13	14	9	36
	5%	4%	5%	4%	6%	8%	3%	4%	5%	5%
Not very risky	441	217	223	82	142	98	194	149	87	354
	48%	46%	49%	50%	49%	44%	52%	46%	42%	49%
Not at all risky	415	214	201	72	129	102	154	158	106	309
	45%	46%	44%	45%	44%	46%	41%	49%	52%	43%
Don't know	15	13	2	1	1	3	8	4	1	14
	2%	3%	1%	1%	0	1%	2%	1%	1%	2%
Summary										
Top2Box (Risky)	53	26	27	7	19	20	18	15	12	41
	6%	6%	6%	4%	7%	9%	5%	5%	6%	6%
Low2Box (Not risky)	856	431	424	154	270	200	348	307	193	663
	93%	92%	94%	95%	93%	90%	93%	94%	94%	92%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_17. [Texting or emailing on a hand held device] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Texting or emailing on a hand held device										
Very risky	801	411	389	140	249	196	328	277	176	625
	87%	87%	86%	86%	86%	88%	88%	85%	86%	87%
Risky	85	42	43	12	31	21	32	32	22	63
	9%	9%	10%	7%	11%	10%	9%	10%	11%	9%
Not very risky	26	7	19	9	10	5	5	16	5	21
	3%	1%	4%	6%	3%	2%	1%	5%	2%	3%
				A						
Not at all risky	3	3	1	0	1	1	3	0	2	2
	0	1%	0	-	0	0	1%	-	1%	0
Don't know	9	8	1	1	0	0	7	2	1	8
	1%	2%	0	0	-	-	2%	1%	1%	1%
Summary										
Top2Box (Risky)	886	453	433	152	280	217	360	309	197	688
	96%	96%	96%	94%	96%	98%	96%	95%	96%	96%
Low2Box (Not risky)	29	9	20	9	10	5	8	16	7	23
	3%	2%	4%	6%	4%	2%	2%	5%	3%	3%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

2_18. [Try to spot a store, address or landmark that you are unfamiliar with] In your view, how risky is it to do each of the following while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Try to spot a store, address or landmark that you are unfamiliar with										
Very risky	89	46	43	13	30	25	37	27	16	73
	10%	10%	9%	8%	10%	11%	10%	8%	8%	10%
Risky	534	265	269	82	187	124	218	192	115	419
	58%	56%	59%	51%	64%	56%	58%	59%	56%	58%
					C					
Not very risky	286	155	131	64	68	69	114	103	70	216
	31%	33%	29%	39%	23%	31%	30%	32%	34%	30%
		D		D						
Not at all risky	9	2	7	2	6	2	4	4	3	6
	1%	0	2%	1%	2%	1%	1%	1%	2%	1%
Don't know	5	2	3	2	1	3	2	1	1	4
	1%	0	1%	1%	0	1%	0	0	0	1%
Summary										
Top2Box (Risky)	623	312	312	95	217	149	255	219	131	492
	67%	66%	69%	59%	75%	67%	68%	67%	64%	68%
					C					
Low2Box (Not risky)	295	157	139	65	73	70	118	107	73	222
	32%	33%	31%	40%	25%	32%	31%	33%	36%	31%
				D						

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

3. Which of these, if any, do you think are as risky as drinking and driving?

[illegible]

3. Which of these, if any, do you think are as risky as drinking and driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
Eat	76	39	37	6	31	22	37	17	12	64
	8%	8%	8%	3%	11%	10%	10%	5%	6%	9%
					C					
Talk on a hands free cell phone	64	33	30	10	21	22	29	13	11	53
	7%	7%	7%	6%	7%	10%	8%	4%	5%	7%
						G				
Change the radio station	41	22	19	4	15	16	13	12	6	35
	4%	5%	4%	2%	5%	7%	4%	4%	3%	5%
Smoke	39	17	23	4	18	18	11	11	10	29
	4%	4%	5%	3%	6%	8%	3%	3%	5%	4%
						F				
Drink a beverage (not alcoholic)	39	22	17	3	14	12	18	10	7	33
	4%	5%	4%	2%	5%	5%	5%	3%	3%	5%
Hold a conversation with other passengers	14	9	5	1	5	4	7	3	8	6
	2%	2%	1%	0	2%	2%	2%	1%	4%	1%
									I	
Talk or sing to yourself	4	1	3	0	3	2	2	1	1	4
	0	0	1%	-	1%	1%	0	0	0	1%
None of these are as risky as drinking and driving	76	32	44	20	24	14	27	34	14	62
	8%	7%	10%	12%	8%	7%	7%	11%	7%	9%
Don't know	27	17	9	7	2	12	12	3	4	23
	3%	4%	2%	4%	1%	5%	3%	1%	2%	3%
						G				

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

4. Which of these things have you done while driving in the past 12 months, even if just one time?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Hold a conversation with other passengers	764	374	390	141	248	179	300	286	172	592
	83%	80%	86%	87%	85%	80%	80%	87%	84%	82%
Change the radio station	761	387	374	135	239	166	311	284	184	577
	82%	82%	82%	83%	82%	75%	83%	87%	90%	80%
								E	I	
Drink a beverage (not alcoholic)	699	339	360	126	234	154	284	261	173	526
	76%	72%	79%	78%	80%	69%	76%	80%	84%	73%
								E	I	
Try to spot a store, address or landmark that you are unfamiliar with	590	311	278	110	168	125	231	234	134	456
	64%	66%	61%	68%	58%	56%	62%	72%	65%	63%
								E		
Talk or sing to yourself	564	266	298	106	192	131	223	210	128	436
	61%	57%	66%	65%	66%	59%	60%	64%	62%	61%
			A							
Eat	496	234	261	75	186	113	203	179	115	380
	54%	50%	58%	46%	64%	51%	54%	55%	56%	53%
					AC					
Talk on a hands free cell phone	271	161	109	38	71	35	98	138	64	206
	29%	34%	24%	24%	24%	16%	26%	42%	31%	29%
		BD					E	EF		
Drive while tired	260	148	112	38	73	55	92	112	58	201
	28%	31%	25%	24%	25%	25%	25%	34%	28%	28%
								F		
Have a loose pet in the vehicle	153	57	96	41	55	36	62	55	31	122
	17%	12%	21%	25%	19%	16%	17%	17%	15%	17%
			A	A						
Talk on a hand held cell phone	151	80	71	31	40	25	62	64	31	119
	16%	17%	16%	19%	14%	11%	17%	20%	15%	17%
Adjust an iPod or other MP3 device	141	65	76	20	55	26	60	55	32	109
	15%	14%	17%	13%	19%	12%	16%	17%	15%	15%
Smoke	119	49	70	18	52	31	56	31	35	83
	13%	10%	15%	11%	18%	14%	15%	10%	17%	12%

4. Which of these things have you done while driving in the past 12 months, even if just one time?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
					A					
Program a navigational device	92	52	41	25	15	8	37	47	16	76
	10%	11%	9%	15%	5%	3%	10%	14%	8%	11%
				D			E	E		
Disciple children	87	38	48	16	32	18	39	30	69	17
	9%	8%	11%	10%	11%	8%	10%	9%	34%	2%
									I	
Texting or emailing on a hand held device	80	49	32	15	17	13	31	36	16	64
	9%	10%	7%	9%	6%	6%	8%	11%	8%	9%
Personal grooming (make-up, hair, shaving)	38	22	16	6	10	5	18	15	8	30
	4%	5%	4%	4%	3%	2%	5%	4%	4%	4%
Listen to an iPod or other MP3 device with ear phones	25	13	12	2	10	2	10	13	8	17
	3%	3%	3%	1%	3%	1%	3%	4%	4%	2%
Read	10	7	3	3	0	1	5	3	1	9
	1%	1%	1%	2%	-	1%	1%	1%	1%	1%
None of these	22	17	5	1	4	5	9	8	4	18
	2%	4%	1%	0	1%	2%	2%	2%	2%	3%
Don't know	11	5	6	5	1	7	3	0	2	9
	1%	1%	1%	3%	0	3%	1%	-	1%	1%
						G				

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

5. In the previous question you indicated that you have talked on a hand held cell phone while driving at least one time in the past 12 months. Which of the following are reasons why you have talked on a hand held cell phone while driving?

[illegible]

5. In the previous question you indicated that you have talked on a hand held cell phone while driving at least one time in the past 12 months. Which of the following are reasons why you have talked on a hand held cell phone while driving?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
I forgot about the new law	8	2	6	5	1	0	1	7	0	8
	5%	2%	9%	16%	3%	-	2%	11%	-	7%
It was an emergency situation	8	4	3	1	2	1	4	3	0	8
	5%	6%	5%	3%	6%	3%	7%	5%	-	6%
Other	14	9	5	1	4	2	5	7	1	13
	10%	12%	7%	3%	10%	7%	8%	12%	5%	11%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

7. In 2010, new restrictions were placed on the use of hand held cell phones and other hand held electronic devices while driving in British Columbia. These restrictions banned things like phone calls, texting, emailing and other operations of the devices while driving. How often do you see drivers violating the restrictions placed on the use of these handheld electronic devices?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Several times a day	494	261	232	76	157	109	182	203	116	378
	53%	55%	51%	47%	54%	49%	49%	62%	56%	53%
								EF		
About once a day	194	94	100	42	58	46	93	54	42	152
	21%	20%	22%	26%	20%	21%	25%	17%	20%	21%
A few times a week	137	68	69	23	47	40	54	44	27	110
	15%	14%	15%	14%	16%	18%	14%	14%	13%	15%
About once a week	38	17	22	8	13	9	16	13	14	24
	4%	4%	5%	5%	5%	4%	4%	4%	7%	3%
Less than once a week	26	12	14	7	8	9	11	6	3	23
	3%	2%	3%	4%	3%	4%	3%	2%	1%	3%
Don't know	35	20	15	7	8	10	19	6	4	31
	4%	4%	3%	4%	3%	5%	5%	2%	2%	4%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base

8. Which of the following words describe how you feel when you see other drivers violating the restrictions placed on the use of these handheld electronic devices?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Drive 1+ hours in an average week	917	393	524	213	311	229	370	318	165	752
Weighted	924	471	453	162*	291	222	375	327	205*	718
Irritated	558	286	272	97	175	138	217	204	130	428
	60%	61%	60%	60%	60%	62%	58%	62%	64%	60%
Angry	374	196	179	62	117	87	155	133	89	285
	41%	42%	39%	38%	40%	39%	41%	41%	43%	40%
Disappointed	367	193	174	61	113	99	149	119	90	277
	40%	41%	38%	37%	39%	44%	40%	36%	44%	39%
Worried	342	157	185	65	121	90	139	114	66	276
	37%	33%	41%	40%	41%	40%	37%	35%	32%	38%
Shocked	97	53	44	14	30	28	43	27	31	66
	10%	11%	10%	9%	10%	12%	11%	8%	15%	9%
Indifferent	74	41	33	14	19	11	32	31	24	51
	8%	9%	7%	9%	7%	5%	9%	9%	11%	7%
Want better enforcement/ want to report them	19	10	9	1	8	8	9	3	0	19
	2%	2%	2%	1%	3%	3%	2%	1%	-	3%
Superior	11	9	2	2	0	6	4	1	0	11
	1%	2%	0	1%	0	3%	1%	0	-	2%
Cautious	6	3	3	0	3	2	2	2	1	6
	1%	1%	1%	0	1%	1%	1%	1%	0	1%
Afraid/ scared	4	3	1	1	0	2	1	1	1	3
	0	1%	0	0	0	1%	0	0	1%	0
Frustrated/ annoyed	4	3	2	1	1	2	2	1	1	4
	0	1%	0	0	0	1%	0	0	0	1%
Other	15	10	5	1	4	3	10	2	1	14
	2%	2%	1%	0	1%	1%	3%	1%	0	2%

8. Which of the following words describe how you feel when you see other drivers violating the restrictions placed on the use of these handheld electronic devices?

		REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Rest of BC	Vancouver Island	North/Interior	<\$40K	\$40K - <\$75K	\$75K+	Kids	No Kids
None of these	18	12	6	2	4	10	6	1	2	16
	2%	3%	1%	1%	1%	5%	2%	0	1%	2%
						G				
Don't know	20	13	7	5	2	7	12	1	2	18
	2%	3%	1%	3%	1%	3%	3%	0	1%	3%
						G	G			

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C/D - E/F/G - H/I Overlap formulae used. * small base