



Media Release

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For Immediate Release

CAA SURVEY PROVIDES ONE YEAR CHECK-UP

Despite ban, Manitobans are still talking and texting behind the wheel

With July 15, 2011 marking the one year anniversary of Manitoba's ban on talking and texting while driving, CAA Manitoba is releasing survey results that show more needs to be done to educate the public about the dangers of distracted driving.

"Our members have identified distracted driving as the number one road safety concern," said Liz Peters, Public and Government Affairs Manager for CAA Manitoba. "Even though a full year has passed since the law came into effect, they say that motorist habits haven't changed much."

Of the more than 11,000 survey respondents, 99.4 per cent said since the law has been in effect, they have still seen motorists talking or texting. More than half of respondents said they see motorists violating the law at least once every day.

Also of concern is the fact that 68 per cent of respondents believe it's unlikely violators will be caught and ticketed by police.

The other survey highlights include:

- 58 per cent believe demerit points should be added to the \$199.98 fine
- 30 per cent admit to talking on their phone while driving since the new law has come into effect
- 14 per cent admit to texting while driving since the new law came into effect
- 48 per cent own a Bluetooth or device that enables them talk hands-free
- 38 per cent say they use that device "only on occasion"
- 49 per cent believe the ban has made our roads safer

Last July, CAA Manitoba endorsed the ban, but cautioned the government and police to bolster the enforcement and ramp up the public education campaign to help drive the message home. Since then, CAA has engaged in several public awareness education campaigns to help achieve that goal.

"It only takes a split second to have an accident," said Peters. "We continue to support this law because it reminds motorists to shut out distractions and focus on their only job while behind the wheel: driving."

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For more information, please contact:

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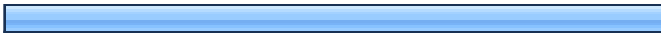

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1. Are you aware that Manitoba has a law in place banning the use of cell phones and other hand-held electronic devices while driving?

		Response Percent	Response Count
Yes		99.3%	11,169
No		0.7%	80
		answered question	11,249
		skipped question	0





2. In your opinion, have the Provincial government's efforts to inform and educate the public about the dangers of distracted driving been effective? (Select one answer)

		Response Percent	Response Count
Not at all effective		11.4%	1,288
Somewhat effective		73.3%	8,248
Very effective		11.8%	1,332
I don't know		3.4%	381
		answered question	11,249
		skipped question	0




3. In your opinion, how likely is it that someone talking on a hand-held cell phone or texting while driving will be caught by the police? (Select one answer)

		Response Percent	Response Count
Very unlikely		26.7%	3,007
Somewhat unlikely		41.0%	4,613
Somewhat likely		27.5%	3,093
Very likely		3.7%	413
I don't know		1.1%	123
		answered question	11,249
		skipped question	0







4. What do you think about the \$199.80 fine for getting caught talking or texting behind the wheel? (Select one answer)

		Response Percent	Response Count
It's okay the way it is		52.6%	5,921
It should be higher		37.5%	4,218
It should be lower		6.2%	697
I don't know		3.7%	413
		answered question	11,249
		skipped question	0

5. Should demerit points also be added to the fine?

		Response Percent	Response Count
Yes		58.0%	6,530
No		32.5%	3,659
I don't know		9.4%	1,060
		answered question	11,249
		skipped question	0

6. How often (on average) do you see other people talking or texting while they are driving? (Select one answer)

		Response Percent	Response Count
Several times a day		22.3%	2,512
At least once a day		29.6%	3,335
Several times a week		20.6%	2,321
About once a week		12.6%	1,420
Only on occasion		14.2%	1,598
Never		0.6%	63
		answered question	11,249
		skipped question	0



7. How often do you talk on your cell phone while driving? (Select one answer)

		Response Percent	Response Count
Several times a day		2.0%	222
At least once a day		2.2%	251
Several times a week		2.7%	299
About once a week		2.2%	245
Only on occasion		20.5%	2,301
Never		62.4%	7,017
I don't own a cell phone		8.1%	914
answered question			11,249
skipped question			0







8. How often do you read or send text messages while driving, either via a cell phone or a device such as a BlackBerry or iPhone? (Select one answer)

		Response Percent	Response Count
Several times a day		0.7%	68
At least once a day		0.9%	98
Several times a week		1.2%	121
About once a week		1.2%	123
Only on occasion		10.2%	1,057
Never		85.8%	8,851
answered question			10,318
skipped question			931

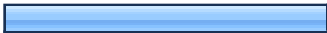


9. Do you own a headset, Bluetooth or other device that allows you to talk hands-free while driving? (Select one answer)

		Response Percent	Response Count
Yes		48.0%	4,951
No		52.0%	5,367
		answered question	10,318
		skipped question	931

10. How often do you use this hands-free device to place and receive calls? (Select one answer)

		Response Percent	Response Count
Several times a day		16.2%	800
At least once a day		11.8%	585
Several times a week		17.1%	848
About once a week		8.4%	417
Only on occasion		38.3%	1,897
Never		8.2%	406
		answered question	4,953
		skipped question	6,296

11. Whether you own a cell phone or not, do you think the new talking and texting law has made our roads safer? (Select one answer)

		Response Percent	Response Count
Yes		48.5%	5,408
No		24.8%	2,766
I don't know		26.7%	2,972
		answered question	11,146
		skipped question	103