

# News Release

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## **THIRD ANNUAL CAA DISTRACTED DRIVING SURVEY REINFORCES NEED TO STRENGTHEN LEGISLATION**

*Survey shows support for demerits, little behaviour change*

Three years and not much has changed according to CAA Manitoba's 3<sup>rd</sup> annual distracted driving survey. While support for demerits continues to increase, an overwhelming number of respondents still see people texting and talking behind the wheel.

"Since the \$199.80 fine was announced on July 15, 2010, we've been asking our members if it would be enough to make people put down the phone," says Liz Peters, Public and Government Affairs Manager for CAA Manitoba, noting Manitoba was one of the few provinces without demerits from the get-go. "It clearly wasn't enough – and more than three quarters of our members agree."

Of more than 8,500 survey respondents, 99 per cent say they still see people talking on their cellphone while driving, while 91 per cent still see people texting. Yet, 80 per cent think it is unlikely these scofflaws will be caught by police, a number virtually unchanged from a similar survey last year.

"Similar to seatbelt legislation, we expect the addition of demerits will be critical in changing motorists' habits," says Peters. Over the three CAA surveys, support for demerits has increased by almost 20 per cent.

CAA Manitoba has engaged in several public awareness education campaigns to help get the message out about the dangers of being on your phone behind the wheel. Distracted Driving 101, for example, is an annual event challenging high school students to find out firsthand how distractions impair their driving ability.

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# Fact Sheet

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## KEY SURVEY FINDINGS – YEAR TO YEAR COMPARISON

### Should demerits be added to the distracted driving legislation in Manitoba?

	2013	2012	2011	Variance (2011-2013)
Yes	77.6%	66.0%	58.0%	19.6%
No	14.4%	24.6%	32.5%	-18.1%
Don't know	7.9%	9.4%	9.4%	-1.5%

### How likely do you think it is that someone on their phone while driving will be caught by police?

	2013	2012	2011	Variance (2011-2013)
Likely	17.9%	14.5%	31.2%	13.3%
Unlikely	80.3%	82.6%	67.7%	-12.6%
I don't know	1.9%	2.9%	1.1%	-0.8%

### Do you see people texting or talking on their cellphones while driving?

	2013	2012	2011	Variance (2011-2013)
Yes	95.1%	99.4%	99.3%	-4.2%
No	4.8%	0.7%	0.6%	4.2%

### Do you talk or text on your cellphone while driving (even if only on occasion)?

	2013	2012	2011	Variance (2011-2013)
Yes	18.9%	24.2%	22.0%	-3.1%
Never	81.1%	75.8%	78.0%	3.1%

How does Manitoba's law compare to other Provinces? Found out here:

<http://distracteddriving.caa.ca/education/distracted-driving-laws-in-canada.php>

