

July 14, 2014

For immediate release

FOURTH ANNUAL DISTRACTED DRIVING SURVEY REINFORCES MORE DETERRENCE IS NEEDED IN MANITOBA

Over forty per cent of CAA Manitoba members say more fines are needed

WINNIPEG – Although distracted driving has been banned in Manitoba for four years, CAA Manitoba’s annual distracted driving survey confirms that Manitobans have still not received a wakeup call on this dangerous habit.

“Last year, CAA Manitoba and its members were pleased to see demerits added to the penalty distracted drivers,” says Angèle Young, Public and Government Affairs Specialist for CAA Manitoba. “Unfortunately, half of our Members surveyed indicated demerits have not helped ease the problem.”

Young also notes that over forty per cent of those surveyed believe more financial deterrence is needed to discourage Manitobans from texting and driving.

Of the more than 7,000 survey respondents, 99 per cent say they still see people talking or texting on their cellphone while driving. Yet, 82.3 per cent feel it is unlikely distracted drivers will be caught by police (up 2 per cent since 2013).

“Distracted driving has now overtaken impaired driving as the number one safety concern on our roadways,” says Young. “Nearly one quarter of our Members do not feel safe on our roads – something clearly needs to change.”

Tomorrow, July 15, marks the fourth anniversary of the distracted driving ban in Manitoba.

-30-

*** Fact sheet attached**

For more information please contact:
Angèle Young, Public and Government Affairs Specialist
P 204 262.6134 • C 204 797.4326
F 204 775.9989 • E angeley@caamanitoba.com

