



NEWS RELEASE

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Saskatchewan residents support ban on talking / texting on cell phones while driving. Law to impact younger drivers the most.

September 16th, 2009 (Saskatoon, SK). A new independent online poll conducted by Insightrix Research shows that public approval is strong for provincial legislation recently proposed by Premier Brad Wall in relation to talking or texting on cell phones while driving.

Specifically, six in ten (59.3%) Saskatchewan residents strongly support the proposed legislation while nearly three in ten (28.6%) somewhat support it – for a total of 87.9%. Only 3.6% strongly oppose the legislation. Respondents were informed that the proposed legislation excludes the use of hands-free accessories (such as Bluetooth®) while driving.

Younger residents between 18 and 34 years of age are least likely to strongly support the proposed legislation and support increases with age. Specifically 42.6% of 18-34 year olds strongly support the proposed ban, versus 58.3% among those aged 35-54 years and 73.6% among those aged 55 years or more. Women (62.7%) are also more likely to strongly support the proposed legislation than are men (55.3%).

While a strong majority supports the proposed legislation overall, it is apparent that many will need to change their current behaviours when behind the wheel. Specifically, one third (32.8%) self-report that they talk on their cell phone (not in hands-free mode) at least once per week while operating a vehicle. In fact, one in ten (10.4%) Saskatchewan residents admit they do so once per day and 6.6% indicate they do so several times per day. In line with lower support for the proposed legislation, the greatest offenders are younger individuals (aged 18-34) and males. Specifically, 45.8% of those aged 18-34 make a phone call on their cell phone while driving at least once per week, compared to 39.7% among those aged 35-54 and 15.1% among those aged 55+. Further, 38.0% of men talk on their cell phone at least once per week while behind the wheel, compared to 28.2% among women.

Fewer Saskatchewan residents claim to text message while driving; however, the incidence of such activities is still moderate (13.4% do so at least once per week). Alarmingly, three in ten (31.4%) individuals between the ages of 18-34 admit they text message at least once per

week while behind the wheel. Fully 14.7% of people within this age range report they sms while driving at least once a day.

While Saskatchewan residents are behind the legislation as proposed by the Premier, support falls notably if it were to include hands-free conversations while driving. Specifically, a minority of Saskatchewan residents (42.3%) support the legislation if it were to include talking in a hands-free mode while driving (18.7% strongly support, 23.6% somewhat support).

Research Details

A total of 771 randomly selected panel members participated in the research study between September 9th and 14th. The data are weighted by age, gender and region to match the general population.

About SaskWatch Research™

Insightrix developed the Insightrix SaskWatch Research™ online market research panel in October 2007. The panel was (and is continuing to be) developed using high-quality techniques including telephone recruitment and referrals from existing panel members. Presently there are over 5,700 panel members representing all regions of the province, and distributions of the general population. The panel membership closely matches the 2006 census based on age, gender, household composition, household income and education. For more information, please refer to: <http://saskwatch.insightrix.com>

About Insightrix

Founded in 2001, Insightrix Research Inc. is a full service market research firm that helps clients develop, administer and manage data collection and information strategies. From its office in Saskatoon, Insightrix offers a comprehensive range of research services.