



November 29, 2010  
For immediate release

## **CAA survey finds texting while driving now a greater concern for Canadians than impaired driving**

Texting while driving has surpassed drinking and driving as the biggest single traffic safety concern for Canadians, a CAA poll has found.

For more than a decade, Canadians consistently said that impaired driving topped their list of concerns when they get behind the wheel – but that has now changed.

“This is a remarkable development in a relatively short time”, said Gary Howard, spokesperson for CAA in Atlantic Canada. “Texting while driving has really only emerged as an issue over the past couple of years, as smart phones have become more and more widely utilized by consumers. Yet it has already surpassed impaired driving, which has been the number one concern for at least a decade.”

The CAA survey also shows that young Canadians, disproportionately those under 30, are texting while driving on a frequent basis.

Seven provinces have implemented legislation banning texting while driving, but almost all these laws are relatively new.

“Legislation alone will not solve the issue. Enforcement along with public awareness and education are required, as well as a change in how we as a society view the habit,” said Mr. Howard. “It is a matter of our society making the practice of texting while driving socially unacceptable.”

The CAA poll of over 6,000 Canadians found that 85 per cent of respondents feel texting while driving is the number one road safety issue today. Impaired driving remains the number two concern, at 83 per cent. Among CAA members, the difference is even more pronounced, with 88 per cent feeling texting while driving is the biggest concern.

As well, the poll found the problem is not a lack of awareness of the law. Canadians of all ages are familiar with cell phone laws in their respective regions.

“Even a moment’s distraction can be dangerous. A second or two may not seem like much, but at 50 km/hr a vehicle travels 14 meters in one second. A moment’s inattention could ruin your life, and the life of many others,” Howard said.

The CAA poll of 6,000 Canadians is considered accurate to within 1.3 percentage points, 19 times out of 20.

CAA is a federation of nine automobile clubs providing more than 5.5 million members with emergency roadside assistance, travel and insurance services, and member rewards. CAA also advocates on issues of concern to our members, including road safety, the environment, mobility, infrastructure and consumer protection.

-30-

### **Media Inquiries:**

Gary Howard, CAA Atlantic

Tel: 506-634-1400

Email: [ghoward@atlantic.caa.ca](mailto:ghoward@atlantic.caa.ca)

[www.atlantic.caa.ca](http://www.atlantic.caa.ca)