

Driving Distractions In BC

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Four-in-Ten Still Using Cell Phone While Driving

A Spring 2012 Ipsos Reid poll conducted in British Columbia on behalf of ICBC, shows that four-in-ten (40%) drivers with cell phones have used their cell phone (non hands free device) while driving in the prior six months.

They have done so despite the fact that nearly half (44%) of BC drivers consider driving to be a complex task.

- Past six month cell phone use is much higher among younger British Columbians with cell phones (52% among 18 to 25 years, 48% among 26 to 50 years vs. 29% among 51 to 65 years, 17% among 66+ years).

The vast majority of BC drivers (96%) believe that texting while driving is a risky behaviour. This perception is on par with the perceived risk of driving after consuming one or more alcoholic beverages (94% say this is risky).

These are the findings of an online Ipsos Reid poll of 1,021 adult British Columbia drivers (drive at least one hour per week) conducted using Ipsos Reid's online household panel between March 15 and April 12, 2012. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of ± 3.1 percentage points, 19 times out of 20.

The margin of error would be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC driving according to ICBC data.

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