

## TEXTING OMNIBUS SURVEY RESULTS SUMMARY

### Overview

Fielded during June 2014, this survey was designed to assess Albertans' use of text messaging or instant messaging applications while driving. Trend Research was contracted to deliver the survey.

The survey used a random sample of 900 Albertans, age 18 years and over. The sample included 300 interviews each for the Calgary and Edmonton census metropolitan areas and 300 elsewhere from across the province. The survey was conducted via telephone; respondents had the option of completing online if desired.

### Results

#### *Use of Text Messaging or Instant Messaging Applications*

- Just under three quarters of Albertans (71.4%) indicated **they used text messaging or instant messaging applications**.
- Usage was higher among residents of Calgary (72.0%) and Edmonton (75.7%) than elsewhere in Alberta (66.9%).
- Respondents aged 18-24 years (97.3%) and 25-44 years (88.8%) reported the highest rates of use.

#### *Persons with Whom Users were Communicating*

- Of those Albertans (n=643) who indicated that they used text messaging or instant messaging applications:
  - Most (88.6%) reported that they were **communicating with family, parents, or children**. This was the case regardless of age or residence.
  - More than three quarters (76.8%) reported **communicating with friends**. Those over 65 years were less likely to report this as were residents outside (69.2%) of Edmonton (83.3%) and Calgary (77.8%).
  - Just under half (47.7%) reported **communicating with colleagues or co-workers**. Those over 65 years were less likely to report this as were Albertans who lived in Calgary (39.8%) and elsewhere in Alberta (41.9%) excluding Edmonton (61.2%).

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### *Use of Text Messaging or Instant Messaging Applications in Past 7 Days*

- Of those Albertans (n=643) who indicated that they used text messaging or instant messaging applications:
  - Just over half (52.8%) reported **reading or sending a text message regularly** in the past 7 days. Those aged 18-24 years were more likely to report this as were females. Residents of Calgary (47.7%) were slightly less likely to report this than those living in Edmonton (56.8%) or elsewhere in Alberta (54.0%).
  - Just over a quarter (25.6%) reported **reading or sending a text message fairly often** in the past 7 days.
  - Just 14.5% reported **reading or sending a text message rarely** in the past 7 days.
  - Less than one in ten (7%) reported **reading or sending a text message just once or never** in the past 7 days.

### *Texting while Driving or Behind the Wheel*

- Of those Albertans (n=643) who indicated that they used text messaging or instant messaging applications:
  - Under one third (31.8%) reported they had **texted while driving or behind the wheel**. Residents of Edmonton (41.0%) were more likely to have reported that they had texted while driving or behind the wheel than were residents of Calgary (29.2%) or elsewhere in Alberta (25.1%).
  - Respondents aged 18-24 (47.8%) and 25-44 (39.3%) were more likely to report that they had **texted while driving or behind the wheel**.

### *Reasons for Texting while Driving or Behind the Wheel*

- Of those Albertans (n=204) who indicated they had texted while driving or behind the wheel, the **four most commonly reported reasons** were (more than one response is possible):
  - “I was stopped in traffic” reported by 47.7%;
  - “I was returning an urgent message” reported by 32.4%;
  - “I was communicating about social arrangements” reported by 18.0%; and
  - “I was in a hurry” reported by 14.4%.

### *Texting while Driving or Behind the Wheel in Past 7 Days*

- Of those Albertans (n=204) who indicated they had texted while driving or behind the wheel:
  - About half (54.3%) reported they **never or just once read or sent** a text message while driving or behind the wheel in the past 7 days. Those over 45 years were more likely to report “never” while residents of Edmonton were less likely.
  - Just under one third (32.3%) reported they **rarely read or sent** a text message while driving or behind the wheel in the past 7 days.
  - About one in ten (9.1%) reported they **fairly often read or sent** a text message while driving or behind the wheel in the past 7 days.
  - About one in twenty (4.3%) reported they **regularly read or sent** a text message while driving or behind the wheel in the past 7 days.

### *Perceived Threats of Various Road Safety Behaviours*

- All respondents were asked to rate five issues in terms of the **threat they believed each creates for road safety**. Ranking by the “top 2 box” scores, e.g. serious or very serious threat:
  - Impaired driving – 98.0%;
  - Road rage or aggressive driving – 88.0%;
  - Texting while driving – 85.0%;
  - Speeding – 70.9%; and
  - Other distracted driving behaviours (driving while talking on cell phone, programming a GPS unit) – 69.9%.