

## **MEDIA RELEASE**

**18 June 2009**

### **Don't talk, just drive**

The message is clear, most Kiwis think using a cell phone while driving should be illegal, according to the latest poll from Research New Zealand.

The latest poll found 86 percent of people believe it should be illegal to use a cell phone while driving, and the depth of feeling remains unchanged from the identical poll taken in March 2008.

Research New Zealand Director Emanuel Kalafatelis said that the latest polling found that 86 percent of New Zealanders agreed that it should be illegal to use a cell phone while you're driving. He said 13 percent disagreed and 1 percent didn't know.

"While the results were very clear that driving and cell phones don't mix, there are still plenty of people driving around using their phones. It could be a case of 'do what I say, not what I do'".

Seeking clarification, the poll also asked people if they thought using a hands-free cell phone was ok.

"Half of New Zealanders or 51 percent felt the law should only apply to hand-held phones, but 32 percent agreed that using a hands-free phone while driving was acceptable," Mr Kalafatelis said.

Mr Kalafatelis said although males and females were likely to both agree that the use of cell phones should be illegal while driving, their opinion differed on whether hands-free phones should also be made illegal.

"We found 36 percent of females, compared to 27 percent of males felt that the use of all phones should be made illegal. Perhaps men and women have different ideas about whether people are capable of concentrating on two things at once, or not."

Research New Zealand polling was conducted between 4 and 11 June.

*The Research New Zealand poll of 505 people aged 15 and over was conducted by telephone between the 4 June and 11 June. The maximum margin of error is +/- 4.8 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.*



**Respondents were asked:** *‘Do you agree or disagree that it should be illegal to use a cell phone when you’re driving?’ Even if it’s hands-free?’*

**Table 1: Agreement/Disagreement about cell phone use while driving – by gender**

*Do you agree or disagree that it should be illegal to use a cell phone when you’re driving?*

	March 2008	June 2009	Males	Females
Base =	500 %	505 %	245 %	260 %
Yes	86	86	84	88
No	13	13	15	11
Don’t know	1	1	1	2
Total	100	100	100	100

Total may not sum to 100% due to rounding.

**Table 2: Agreement/Disagreement about cell phone use while driving – by age**

*Do you agree or disagree that it should be illegal to use a cell phone when you’re driving?*

	March 2008	June 2009	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	500 %	505 %	84 %	80 %	90 %	86 %	156 %
Yes	86	86	77	88	83	89	92
No	13	13	22	12	14	11	6
Don’t know	1	1	1	0	3	0	1
Total	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

**Table 3: Hand-held and hands-free phones – by gender**

*Do you agree or disagree that it should be illegal to use a cell phone when you’re driving?*

*Even if it’s a hands-free phone?*

	March 2008	June 2009	Males	Females
Base =	500 %	505 %	245 %	260 %
The use of hand-held and hands-free phones should both be illegal when driving	42	32	27	36
Only hand-held phones should be illegal	40	51	53	49
Don’t know if hands-free should also be illegal	4	3	4	2
Neither type of phone should be illegal	14	14	16	12
Total	100	100	100	100

Total may not sum to 100% due to rounding.



**Table 4: Hand-held and hands-free phones – by age**

*Do you agree or disagree that it should be illegal to use a cell phone when you're driving?*

*Even if it's a hands-free phone?*

	March 2008	June 2009	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	500 %	505 %	84 %	80 %	90 %	86 %	156 %
The use of hand-held and hands-free phones should both be illegal when driving	42	32	23	25	28	37	44
Only hand-held phones should be illegal	40	51	50	64	53	48	43
Don't know if hands-free should also be illegal	4	3	4	0	3	4	4
Neither type of phone should be illegal	14	14	23	12	17	11	8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

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