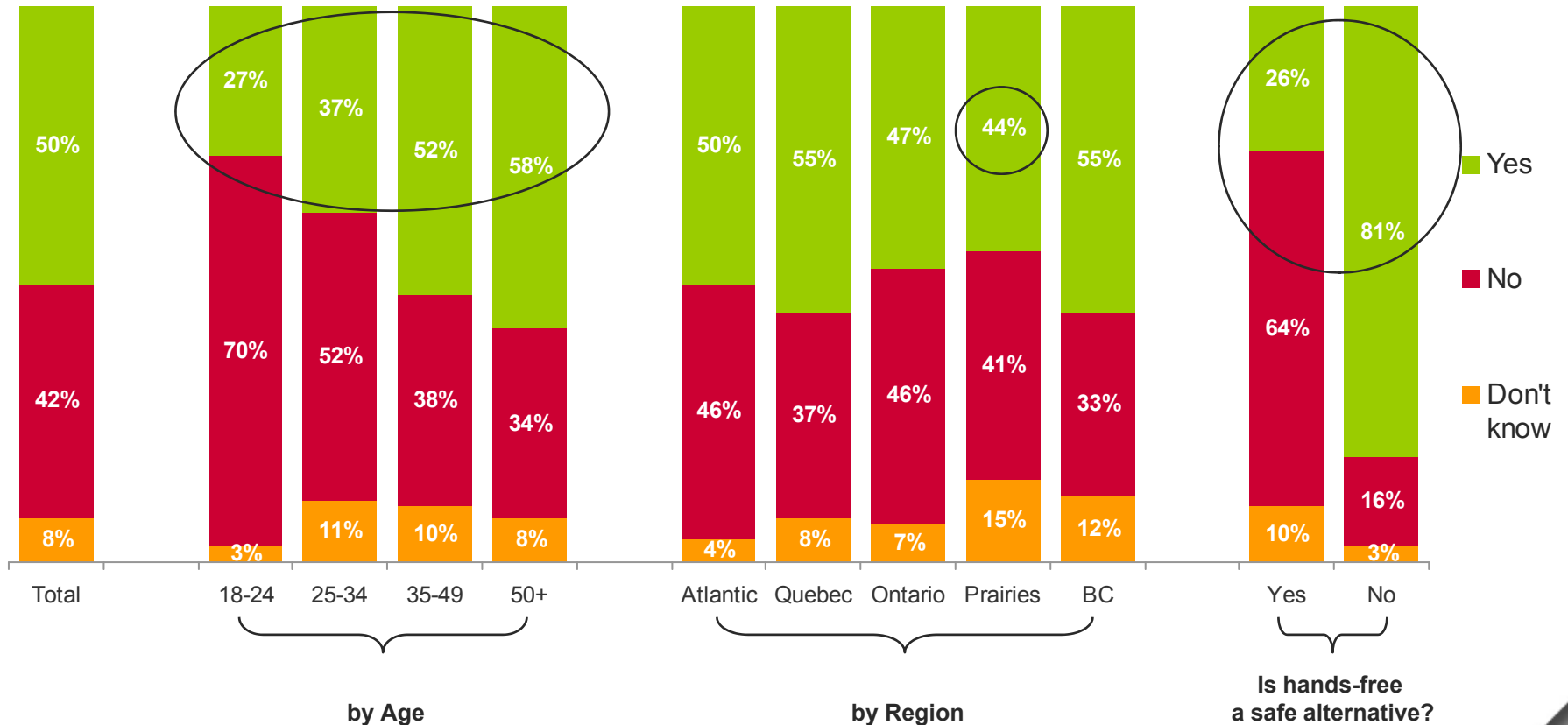


News Release
November 3, 2009

Ban On Using Hand-Held Cellphones While Driving

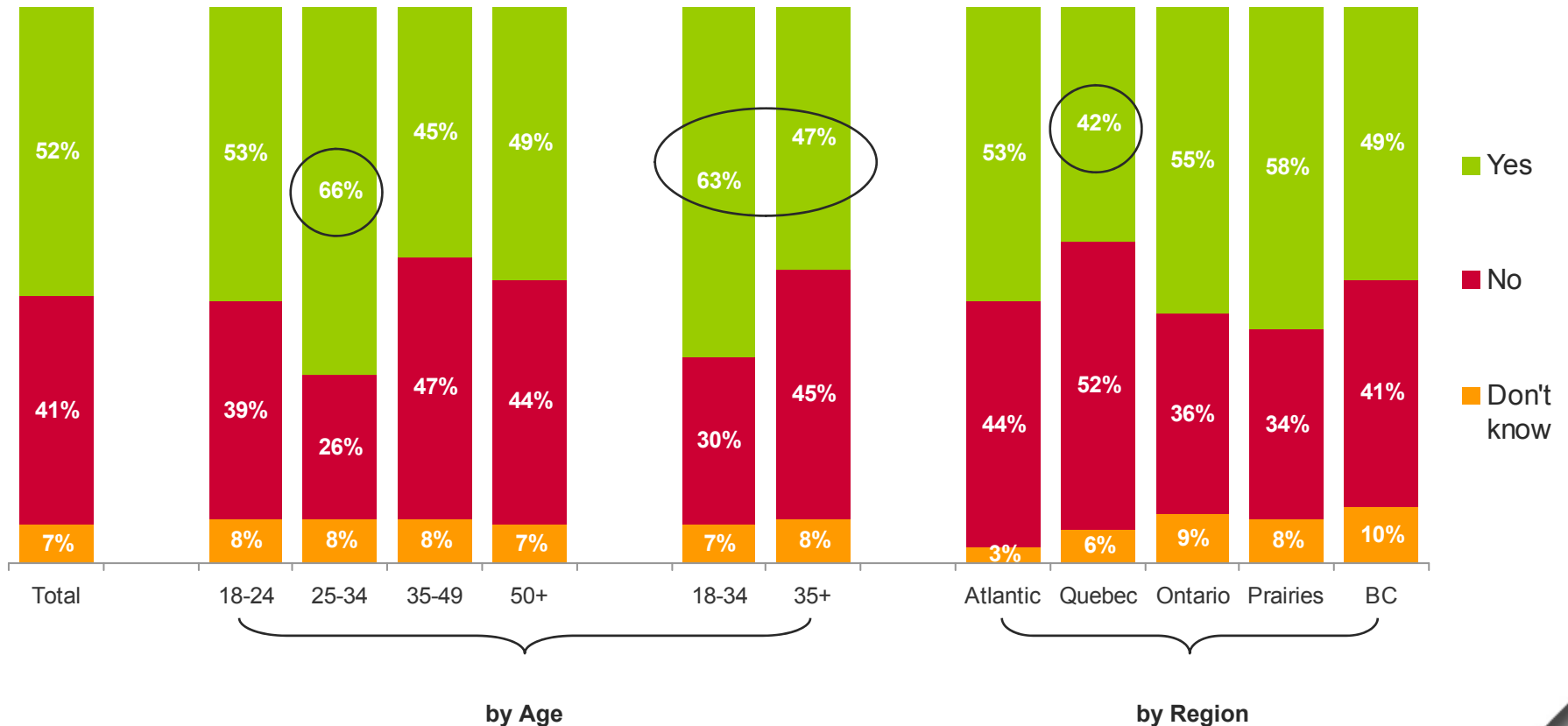


Should all cell phone use while driving, including hands-free, be banned?



Base = Total Respondents (n=1007,32,110,264,601,86,263,335,179,144,508,416)
 Q2 In your opinion, should all cell phone use while driving, including hands-free, be banned?

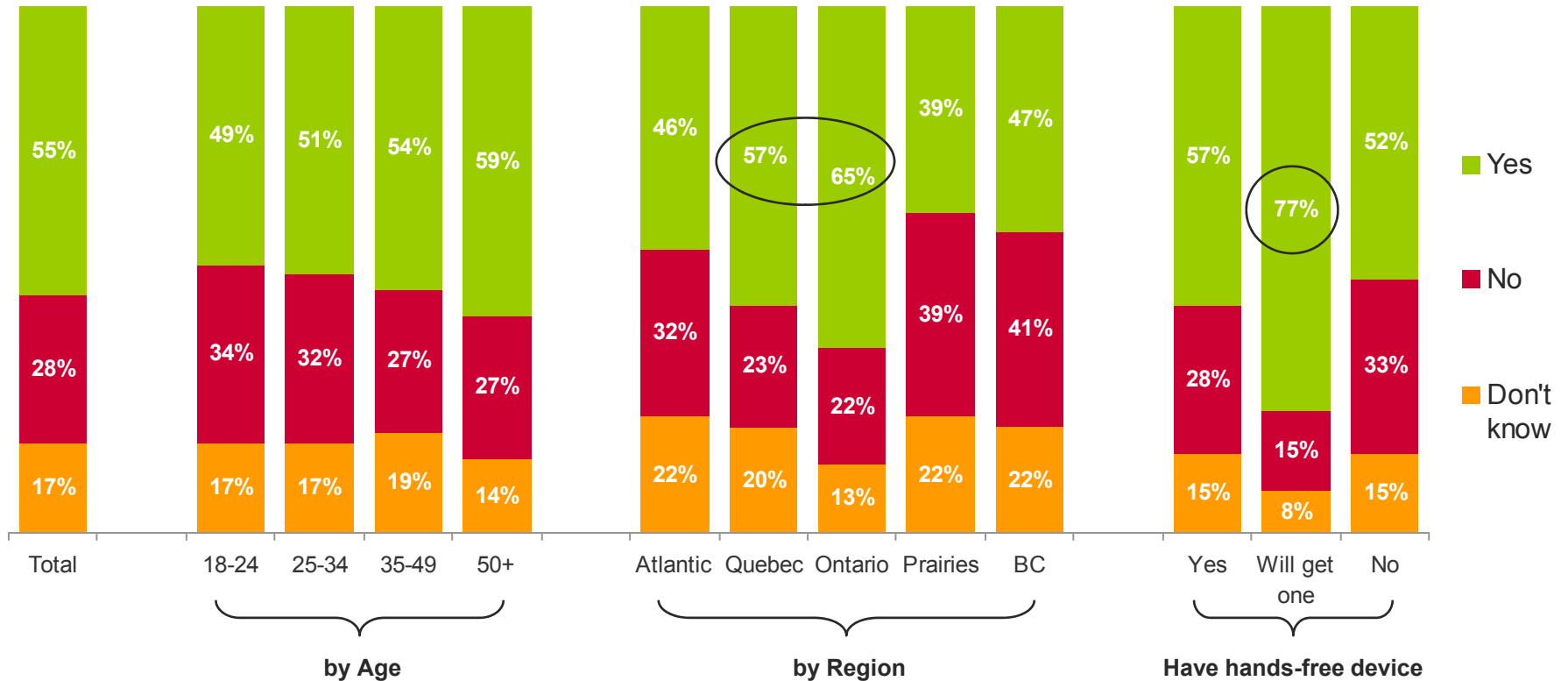
Are hands-free devices a safe alternative?



Base = Total Respondents (n=1007,32,110,264,601,142,865,86,263,335,179,144)

Q1 In your opinion, are hands-free devices a safe alternative to holding a cell phone while talking and driving?

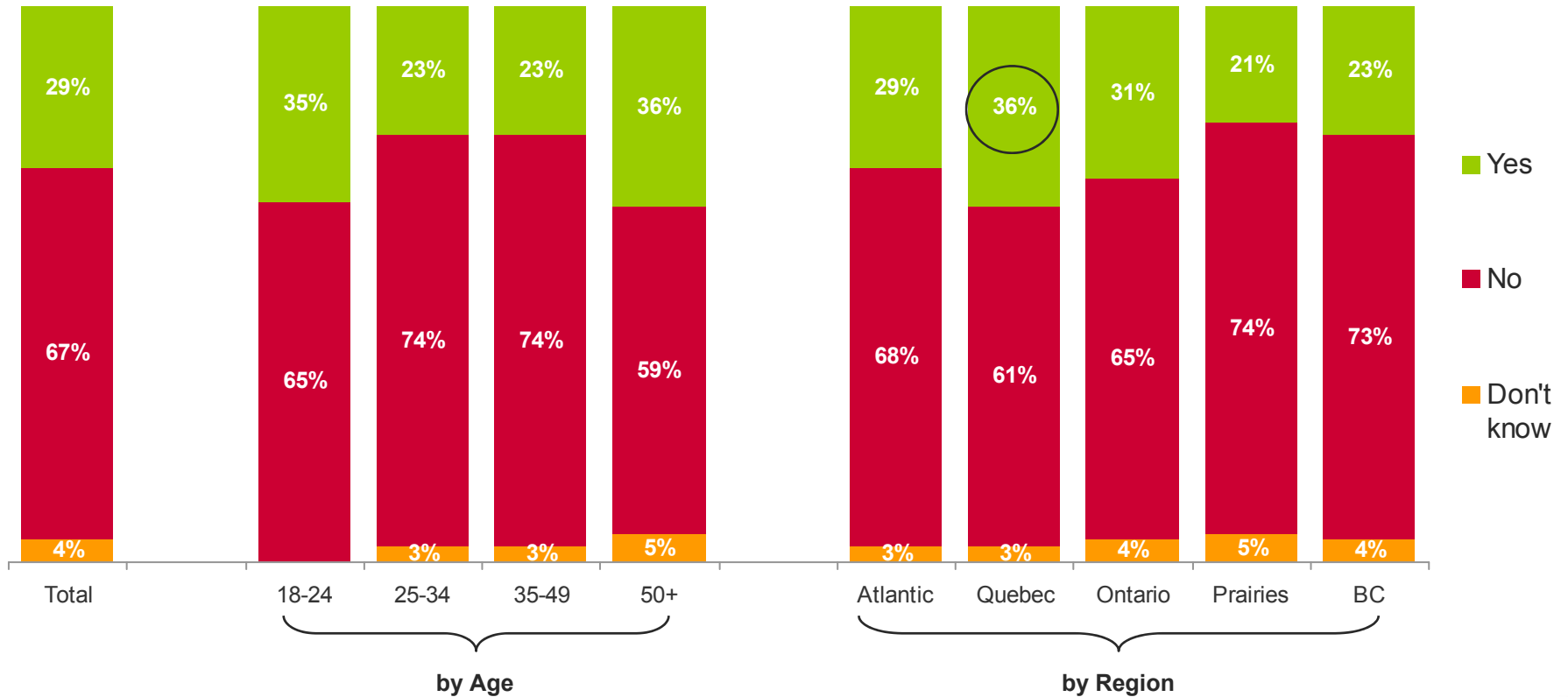
Will/Do police enforce driving bans?



Base = Total Respondents (n=1007,32,110,264,601,86,263,335,179,144,270,112,262)

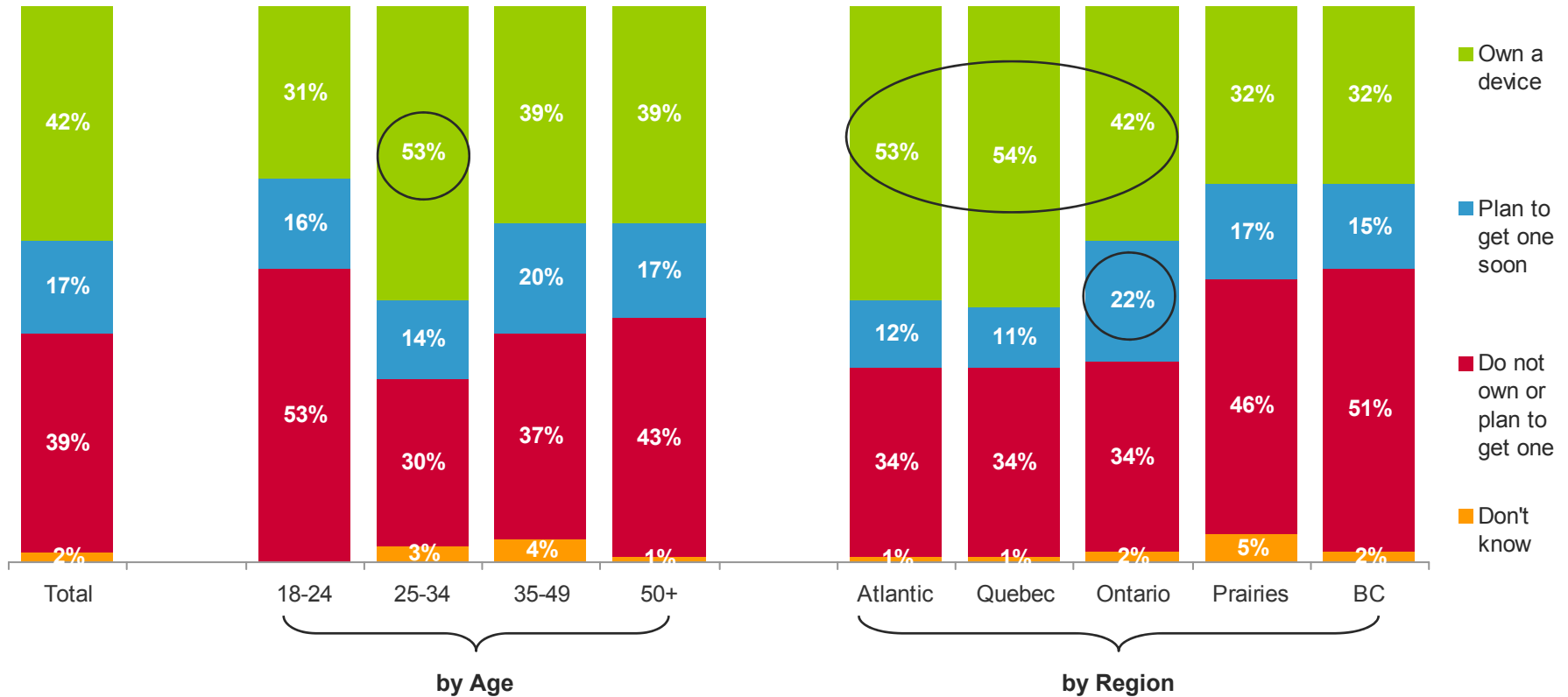
Q3 Do you think the police will (or already do, if this law is in place in your province) enforce this law?

Will/Do drivers obey cell phone bans?



Base = Total Respondents (n=1007,32,110,264,601,86,263,335,179,144)
 Q3B Do you think that drivers will obey the cell phone law?

Incidence of hands-free device ownership



Base = Respondents who are drivers and use a cell phone (n=666,19,82,177,388,56,151,221,139,99)
 Q4 Does your cellphone have a hands-free mode, or have you purchased a hands-free device for your vehicle?

Study Method

- National sample of Canadian adults was randomly selected from TNS Canadian Facts' Internet research panel and invited to complete an online survey
- 1,007 consumers completed the questionnaire between October 22 and 27, 2009
- The survey data were weighted to reflect the demographic composition of the Canadian population aged 18 years and older

TNS Canadian Facts is one of Canada's most prestigious full-service market, opinion and social research organizations. We offer comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive, Retail, and Political & Social sectors. TNS is part of the Kantar Group, one of the world's largest insight, information and consultancy networks.

For more information, contact:

Michael.Ennamorato@tns-global.com

416-924-5751 x215

Rajaie.Matuk@tns-global.com

416-924-5751 x269

