



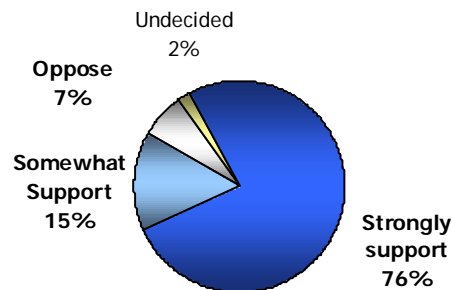
FOR IMMEDIATE RELEASE

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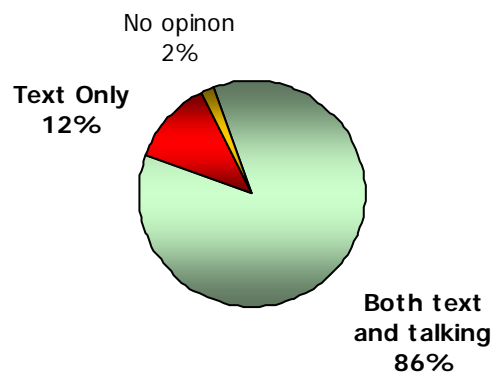
Strong Support for Cell Phone Legislation

On the day that fines will start to be issued to drivers using a hand held device, a Mustel Group survey shows strong support for the legislation. A total of 91% of BC residents support the legislation; 76% 'strongly' support it.

Support is strong across BC but we find those under 35 years of age are not quite as strongly in support as their older counterparts. While 85% of this age group is in support, a smaller proportion, 59%, is 'strongly' in support. This may be due to a larger proportion in this age group facing a complete ban on use of any devices as new drivers.



The survey also asked if residents believe the legislation should pertain to both talking on the phone and texting, or only to texting. The majority, 86%, believe it should include both activities.



For further information, please contact: Evi Mustel: 604-742-2240

Survey conducted: January 6th to January 13th, 2010

Methodology: Random sample of 759 BC adults, 18 years of age and over

Margin of error: ±3.6% at the 95% confidence level

Sponsored by: Mustel Group Market Research