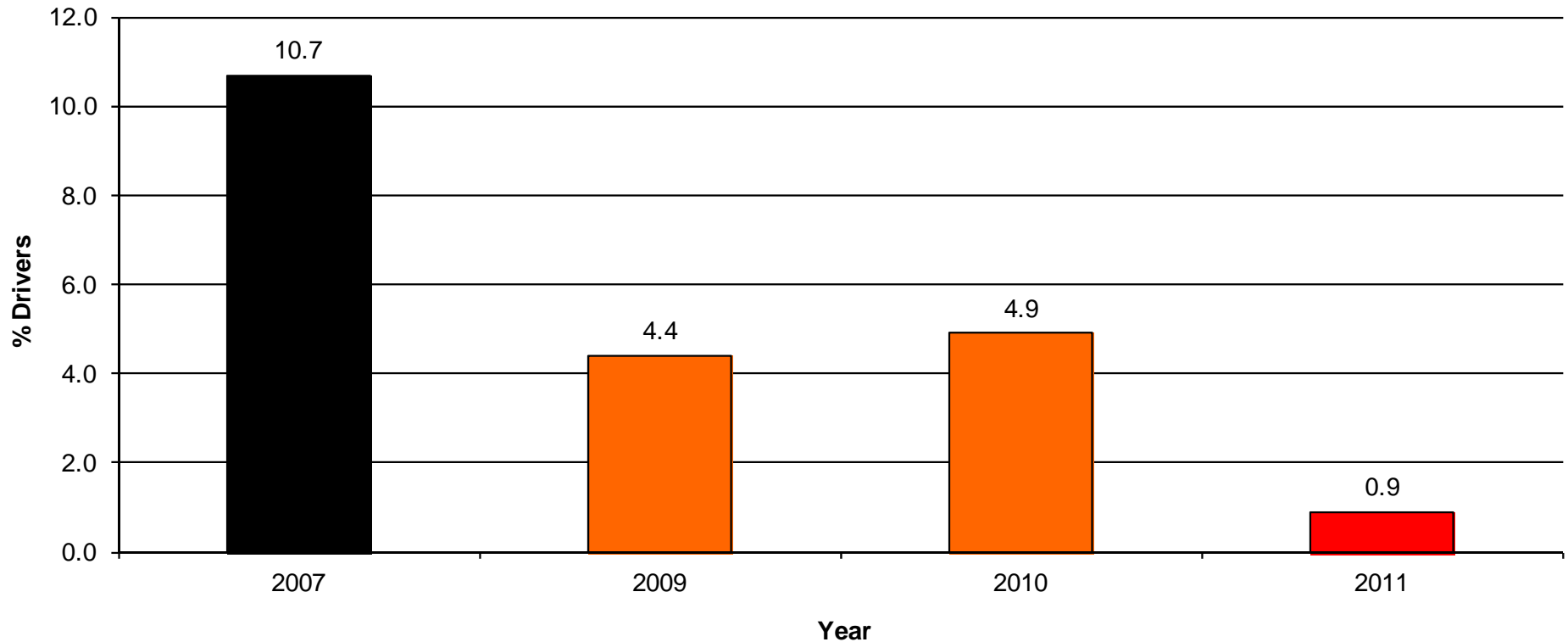


Alberta Cell Phone Use in Light Duty Vehicles 2007 - 2011



Observed driver cell phone use in urban and rural Alberta has dropped since 2007. The combined rural and urban estimate stands at 0.9% compared to 4.9% in 2010.

Source: Transport Canada, Surveys of Seatbelt Use in Canada. Rural survey conducted in 2006 and 2009, urban survey conducted in 2007 and 2010. No survey was conducted in 2008 and 2011 by Transport Canada. Using parallel methods, Alberta Transportation conducted urban surveys in Alberta in 2009 to complement the rural data collected by Transport Canada in 2009. Alberta Transportation also conducted urban and rural surveys in 2011. The objective of the surveys is to obtain estimates of the proportion of light duty vehicle occupants using cell phones. Light duty vehicles include passenger cars, pickup trucks, minivans and SUVs.