

# Marketplace: 2017 Cell Phone Risk- Knowledge Study

Research Report  
March 2017



# Methodology

- The 2017 Cell Phone Risk-Knowledge Study was undertaken by Mission Research on behalf of CBC Marketplace.
- Findings were derived from online interviews using a random sample of n=1,160 Canadians aged 18 and over. Results focus on a subsample of n=971 Canadians who own and use a smartphone and/or standard mobile phone. The overall margin of error for an equivalent random probability sample of mobile phone users would be +/-3.1 percentage points, 19 times out of 20. Regional breakdowns for the sample are as follows:

Region	Number of Interviews	Mobile Phone Users	Margin of Error - Mobile Users (95% Confidence Interval)
Atlantic	n=103	n=80	+/- 11.0%
Quebec	n=262	n=220	+/- 6.6%
Ontario	n=398	n=338	+/- 5.3%
Prairies	n=98	n=79	+/- 11.0%
Alberta	n=135	n=113	+/- 9.2%
British Columbia	n=164	n=141	+/- 8.3%
<b>Canada</b>	<b>n=1,160</b>	<b>n=971</b>	<b>+/- 3.1%</b>

- Data was collected from February 27 to March 2, 2017.
- Data from the overall sample has been weighted by region, gender, and age group using the most recent Census figures from Statistics Canada; results are hence representative of the Canadian adult population.

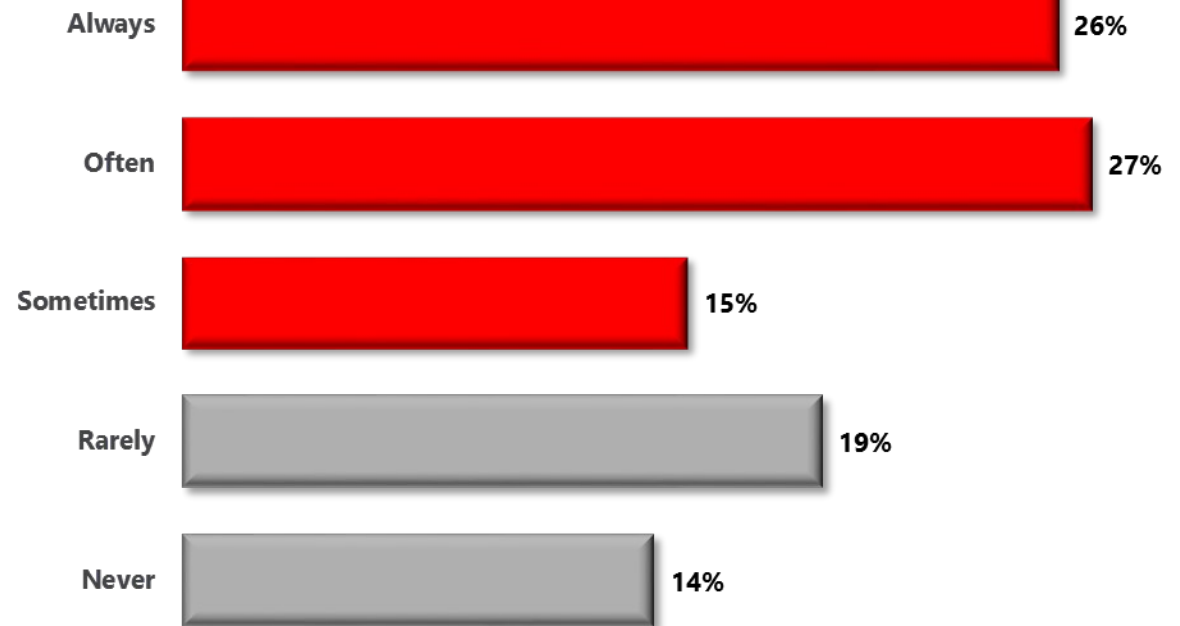
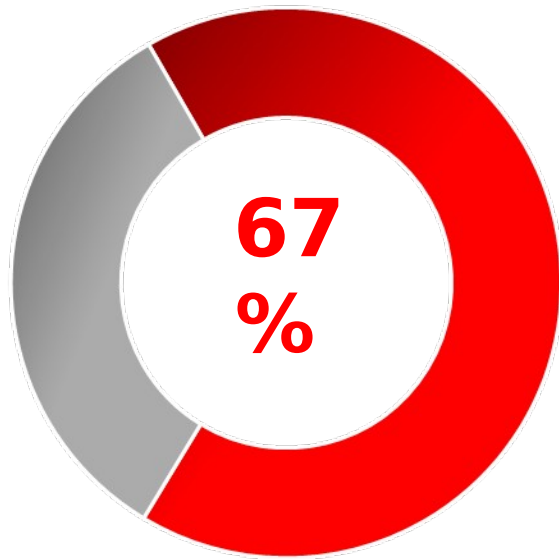
# Detailed Results

Awareness and Attitudes  
Concerning RF Exposure  
Testing Procedures and  
Limits

# Incidence of Carrying Cell Phone Against Body:

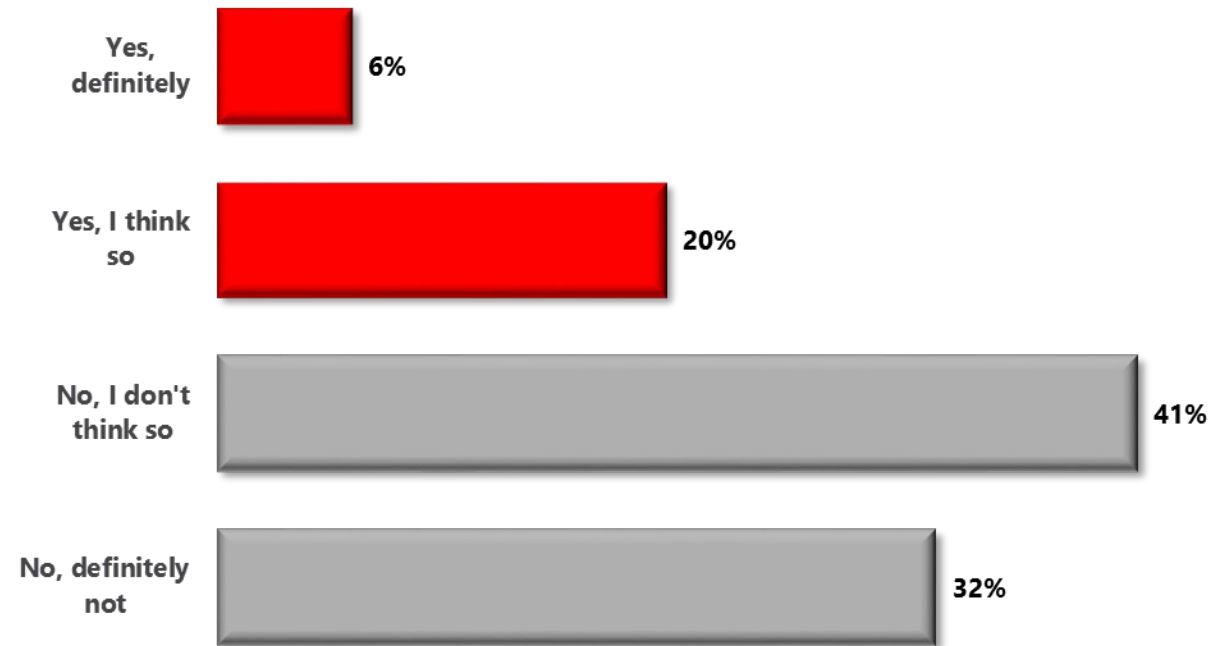
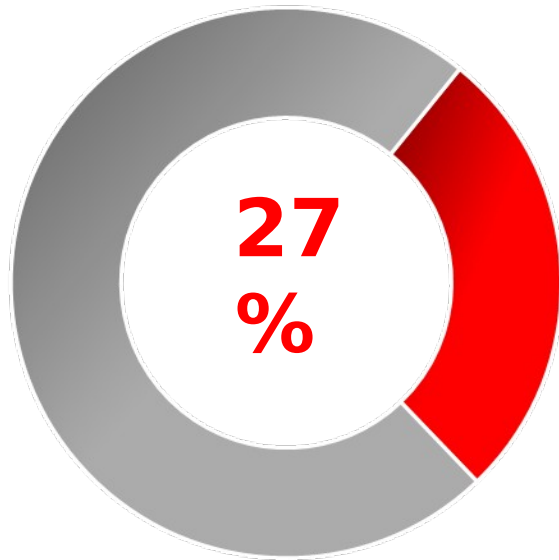
Majority carry phones against their body, particularly men

- Two-thirds of Canadian cell phone owners (67%) carry their cell phone against their body. This includes 26% who “always” do so and another 27% who “often” carry their phone against their body.
- Men are significantly more likely than women to carry their phones against their bodies (81% of men vs. 53% of women). There are also significant differences in cell-phone carrying behaviour by age group; specifically, younger cell owners are more likely to carry their phone against their body: 93% of individuals aged 18-24 and 79% of those aged 25-34 do this at least “sometimes.” By comparison, a significantly lower proportion of individuals aged 35 and older carry their cell phone against their body (60%); still, a majority of this age group do so.



# Awareness of RF Testing Distance: Only 6% are certain they knew about RF testing distance requirements

- A quarter of Canadian mobile phone users (27%) say they are aware that the government's radiofrequency exposure test does not require phones to be tested closer than 15 mm from the body. However, only 6% say they are "definitely" aware of this guideline, while 20% indicate that they "think so."
- Men have a slightly higher awareness level than women: 32% compared to 22%, respectively. However, only 9% of men claim a definite awareness of radiofrequency exposure testing distance requirements.
- Residents of Quebec also have a somewhat higher level of claimed awareness compared to those in English Canada (35% in Quebec vs. 22% elsewhere).

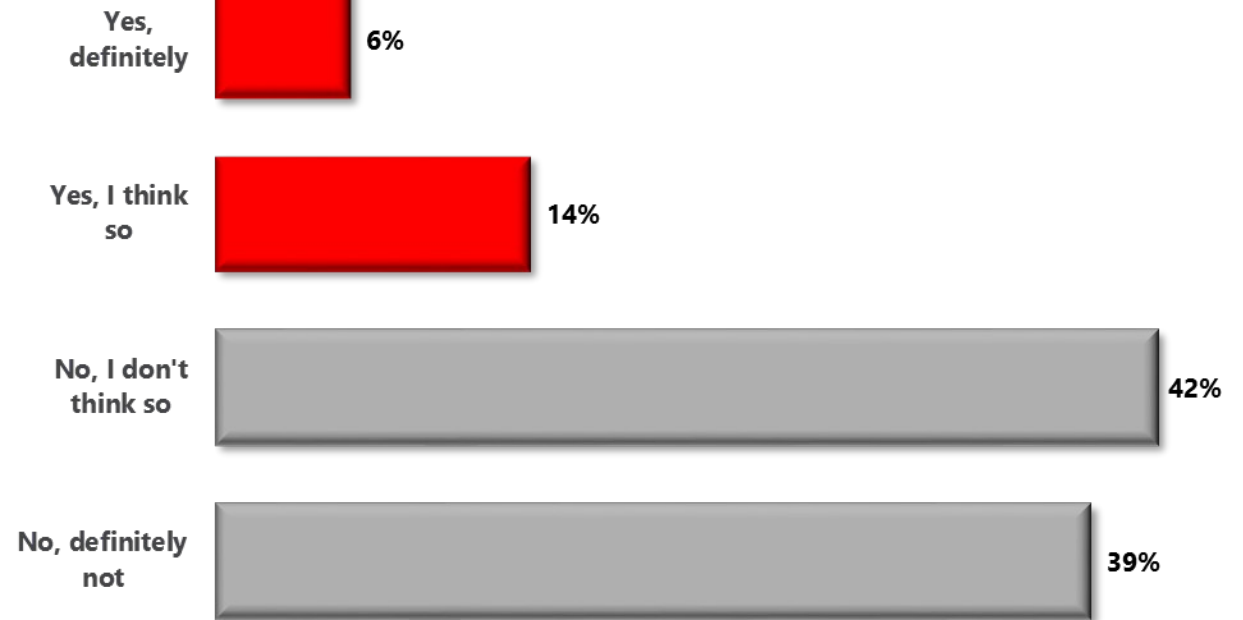
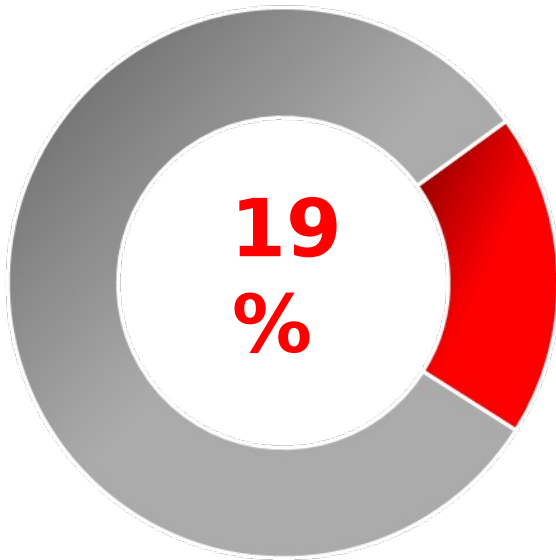


# Awareness of Own Phone's Exposure

## Limit Info:

Just 1 in 5 say they know their own phone's recommended

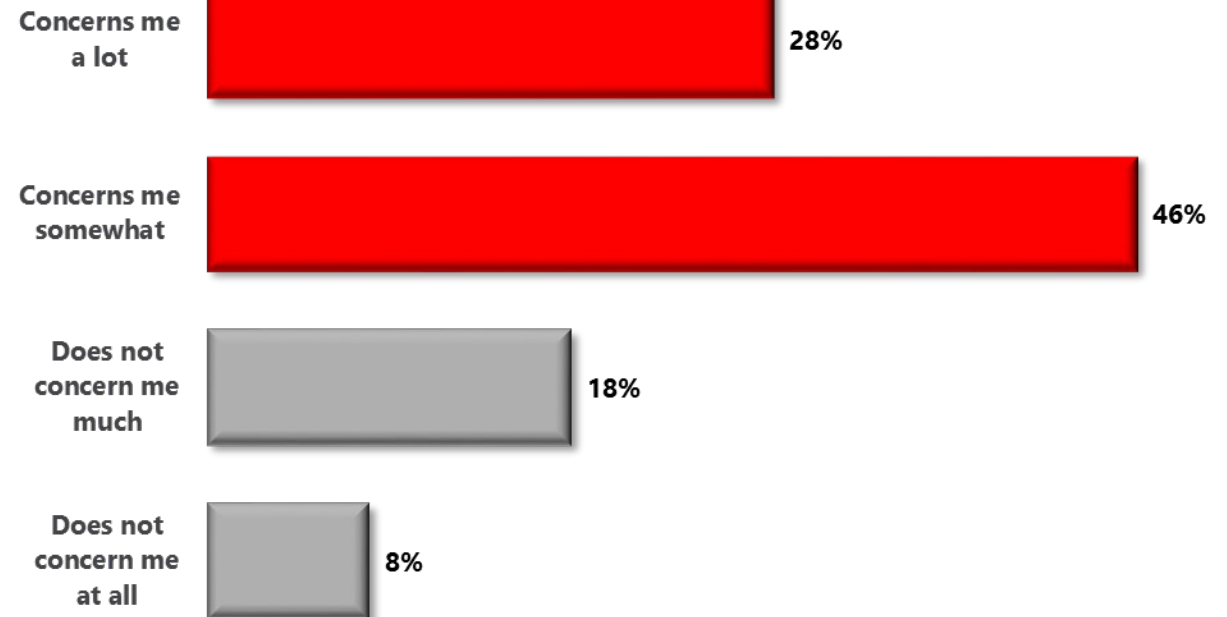
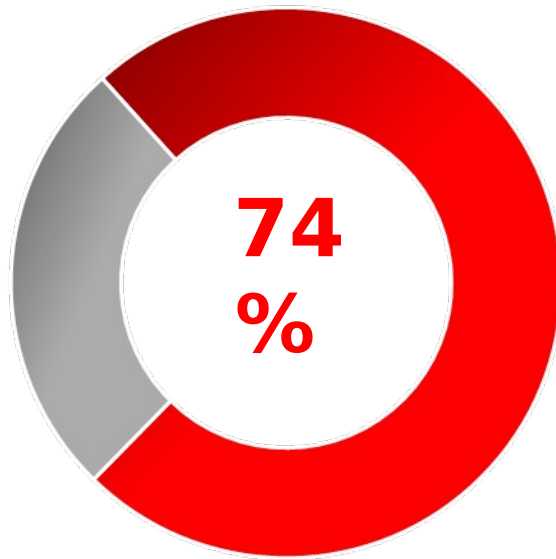
- Just 19% of Canadian mobile phone users say they are aware of their own cell phone's radiofrequency exposure information concerning recommended carry distances of five to 15 mm away from the body. Moreover, only 6% say they are "definitely" aware of their cell phone warnings regarding carry distances, while 14% just "think so."
- As with claimed awareness of RF testing procedures, residents of Quebec are more likely than those in the rest of Canada to say they know their own phone's RF exposure information (32% vs. 16% in the rest of Canada).



# Concern Over RF Exposure of Cell Against Body:

## Three quarters are concerned about potentially higher RF

- Three-quarters of Canadian mobile phone users (74%) say they are concerned that some cell phones on the market today might fail to meet government limits on radiofrequency exposure when carried less than five to 15 mm away from the body. It should be noted, though, that 46% say that this concerns them only “somewhat,” while 28% say it concerns them “a lot.” Conversely, just 8% say it does not concern them “at all.”
- Those who are most likely to carry their phones close to their bodies - i.e., men and younger Canadians - are least concerned by the possibility of heightened RF exposure. Among men, 69% are concerned (compared to 79% of women), and 68% of those aged 18-24 are concerned (compared to 75% of individuals aged 25 and over). Still, a large majority of both men and younger people are concerned about the potential failure of cell phones to meet government established RF limits.



# Likelihood to Change Their Behaviour: 3 in 4 would stop carrying their phone against their body if they knew about this

- If they knew it was recommended they carry their phone at least five to 15 mm away from their body to stay within tested radiofrequency exposure levels, 75% of Canadian mobile phone users say they would stop carrying their phone any closer than that. In general, however, it can be difficult to change established habits and the substantial proportion (44%) who say “Yes, I think so” reflects this tendency. On the other hand, just 5% indicated that they would “definitely not” change their cell-phone carrying habits; hence, it appears as though there is considerable opportunity for a large-scale shift in cell-phone handling behaviour among the majority of Canadians who currently carry their phones closer to their bodies than is recommended.
- Men and young Canadians aged 18-24, who are most likely to carry their phones closer to their bodies than current guidelines recommend, are least likely to say they would change their behaviour. Among men, 69% say they will change (vs. 83% of women). Among those 18-24, 65% say they will change (vs. 77% of those 25+).

