



Office of the City Manager

SUPPLEMENTAL AGENDA MATERIAL

Meeting Date: May 12, 2015

Item Number: 29

Item Description: Requiring Notice Concerning Carrying of Cell Phones; Adding
BMC Chapter 9.96

Submitted by: Zach Cowan, City Attorney

The attached survey supplements the staff report for item 29, and supports the proposed ordinance.



Berkeley 8 Results

Q1 Do you or children dependent on you own or use a cell phone regularly?

Yes.....100%
No..... 0%

Q2 Do you or your dependent children ever carry a cell phone against your body- tucked in a shirt or pants pocket- while the cell phone is switched on?

Yes..... 74%
No.....26%

Q3 Are you aware that the government's radiation tests to assure the safety of cell phones assume that a cell phone would not be carried against your body, but would instead be held at least 1- to 15 millimeters from your body?

Yes..... 30%
No..... 70%

Q4 (Among those who say no on q3) If you knew that the radiation tests to assure the safety of cell phones assume a cell phone would be carried away from your body, might you change how you or your children use your cell phones?

Yes..... 80%
No.....20%

Q5 Are you aware that cell phone manufacturers recommend that their cell phones be carried away from the body, or be used in conjunction with hands-free devices?

Yes..... 34%
No..... 66%

Q6 Have you ever seen or read any recommendations by cell phone manufacturers about how to best protect against overexposure to cell phone radiation?

Yes..... 15%
No..... 85%

Q7 When you purchase a cell phone, would you like information about the minimum distance from your body the manufacturer recommends you carry your phone?

Yes..... 82%
No..... 18%

Q8 If you are a woman, press 1. If a man, press 2.

Woman 63%
Man.....37%

Q9 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

Democrat..... 73%
Republican..... 6%
Independent.....21%

Q10 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If Asian, press 4. If other, press 5.

Hispanic..... 6%
White 61%
African American..... 10%
Asian..... 15%
Other..... 9%

Q11 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 12%
30 to 45..... 25%
46 to 65..... 42%
Older than 65..... 21%





	Base	Gender	
		Woman	Man
Carry Against Body Yes/No			
Yes	74%	69%	83%
No	26%	31%	17%

	Base	Gender	
		Woman	Man
Government Test Awareness			
Yes	30%	30%	31%
No	70%	70%	69%

	Base	Gender	
		Woman	Man
Change How Use Phone Yes/No			
Yes	80%	82%	76%
No	20%	18%	24%

	Base	Gender	
		Woman	Man
Manufacturer Recommendation Aware			
Yes	34%	35%	33%
No	66%	65%	67%

	Base	Gender	
		Woman	Man
Seen Manufacturer Recommendation Yes/No			
Yes	15%	13%	19%
No	85%	87%	81%

	Base	Gender	
		Woman	Man
Recommendation Info When Purchase			
Yes	82%	87%	72%
No	18%	13%	28%

	Base	Party		
		Democrat	Republican	Independent
Carry Against Body Yes/No				
Yes	74%	74%	75%	74%
No	26%	26%	25%	26%

	Base	Party		
		Democrat	Republican	Independent
Government Test Awareness				
Yes	30%	28%	41%	35%
No	70%	72%	59%	65%





	Base	Party		
		Democrat	Republican	Independent
Change How Use Phone Yes/No				
Yes	80%	79%	54%	90%
No	20%	21%	46%	10%

	Base	Party		
		Democrat	Republican	Independent
Manufacturer Recommendation Aware				
Yes	34%	33%	32%	39%
No	66%	67%	68%	61%

	Base	Party		
		Democrat	Republican	Independent
Seen Manufacturer Recommendation Yes/No				
Yes	15%	14%	17%	18%
No	85%	86%	83%	82%

	Base	Party		
		Democrat	Republican	Independent
Recommendation Info When Purchase				
Yes	82%	85%	65%	76%
No	18%	15%	35%	24%

	Base	Race				
		Hispanic	White	African American	Asian	Other
Carry Against Body Yes/No						
Yes	74%	74%	75%	51%	78%	86%
No	26%	26%	25%	49%	22%	14%

	Base	Race				
		Hispanic	White	African American	Asian	Other
Government Test Awareness						
Yes	30%	39%	31%	24%	27%	29%
No	70%	61%	69%	76%	73%	71%

	Base	Race				
		Hispanic	White	African American	Asian	Other
Change How Use Phone Yes/No						
Yes	80%	74%	78%	85%	94%	67%
No	20%	26%	22%	15%	6%	33%

	Base	Race				
		Hispanic	White	African American	Asian	Other
Manufacturer Recommendation Aware						
Yes	34%	49%	33%	26%	40%	32%
No	66%	51%	67%	74%	60%	68%





	Base	Race				
		Hispanic	White	African American	Asian	Other
Seen Manufacturer Recommendation Yes/No						
Yes	15%	36%	13%	16%	17%	10%
No	85%	64%	87%	84%	83%	90%

	Base	Race				
		Hispanic	White	African American	Asian	Other
Recommendation Info When Purchase						
Yes	82%	83%	83%	89%	75%	75%
No	18%	17%	17%	11%	25%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Carry Against Body Yes/No					
Yes	74%	94%	85%	71%	58%
No	26%	6%	15%	29%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Government Test Awareness					
Yes	30%	19%	30%	31%	34%
No	70%	81%	70%	69%	66%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change How Use Phone Yes/No					
Yes	80%	47%	86%	86%	79%
No	20%	53%	14%	14%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Manufacturer Recommendation Aware					
Yes	34%	31%	38%	33%	33%
No	66%	69%	62%	67%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Seen Manufacturer Recommendation Yes/No					
Yes	15%	13%	22%	12%	14%
No	85%	87%	78%	88%	86%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Recommendation Info When Purchase					
Yes	82%	76%	77%	83%	90%
No	18%	24%	23%	17%	10%

