

RSA observational study 2016 – Mobile Phone Use



Research Objective

The aim of this project was to gather observational data of the incidence of drivers' mobile phone usage.

Methodology

- During October and November of 2016, Tracsis PLC were commissioned to conduct the annual Mobile Phone & Seatbelt Observation survey on behalf of the RSA. Surveys were undertaken at 111 sites across Ireland on weekdays between 08:00 – 19:30.

Mobile Phone Usage

- Out of 14,450 drivers, 878 (6%) were observed using their mobile phone
- 372 had the phone to ear (2.6%)
- 506 had the phone in their hand (3.5%)
- Only 2% of drivers with passengers (n=3,247) were observed with any usage of mobile phones, compared to 7% of lone drivers (n=11,203)
- Drivers on Urban National Primary Routes had the highest mobile phone usage rate (10%).
- Drivers on Country Roads were observed with the least mobile phone use (almost 5% of drivers).

| Mobile Phone Usage | Type of Usage | | | |
|--------------------|---------------|--------|---------|--------|
| | None | To Ear | In Hand | Total |
| Usage (%) | 94% | 2.6% | 3.5% | 100% |
| Sample Size | 13,572 | 372 | 506 | 14,450 |