

RSA observational study 2015 - mobile phone use by car drivers



Research Objective

To determine the incidence of car drivers holding a mobile phone either to their head or in their hand on Irish roads.

Methodology

In October 2015, an observational study of just over 14,230 drivers at 111 sites was conducted. The incidence of drivers holding a mobile phone in their hand or holding a mobile phone to their head was observed. Drivers were observed Mon-Fri from 8.30am to 6.30pm. Study conducted by NDC.

Key Findings

- Of all drivers observed, 3% were found to be holding a mobile phone while operating their vehicle.
- More drivers were holding the mobile to their head (2%) than holding it in their hand (1%).
- The result is the same for male and female drivers.
- This is a reduction on the number observed in the 2014 study (8%), that is drivers either holding a mobile phone in their hand or to their head.

Mobile Phone Being Used 2015

Total	Total N=14230	Male Drivers N=8678	Female Drivers N=5552
No Mobile Phone	97%	97%	97%
Mobile Phone in Hand	1%	1%	1%
Mobile Phone at Head	2%	2%	2%