



RSA

SURVEY OF MOBILE PHONE USE BY CAR DRIVERS

Survey 2009

September 2010

Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

Introduction

The Road Safety Authority commissioned, in 2009, Amárach Research to carry out an observational study on the use of mobile phone by car drivers in Ireland.

Roadside observation surveys were undertaken of drivers in cars at 45 sites in seven areas of Ireland.

These areas are:

- Athlone and Surrounds
- Cork
- Dublin
- Dundalk / Drogheda
- Galway
- Limerick
- Maynooth and Surrounds, Co Kildare

The survey recorded whether or not a hand held mobile phone was observed to be in use by the driver of all moving vehicles passing the survey location.

Results were collected by Amárach Research. The data recording sheet used for the survey is presented in Appendix 1.

In total there were 33,949 observations made in which 1,964 drivers were observed to be using a hand held mobile phone.

This represents an overall non-compliance rate of **6%**.

Results by area

Non-compliance rates

Table 2.1 shows the survey results and non-compliance rates by area.

It is evident that although the average non-compliance rate for all areas is **6%**, there is a marked variation by area with both Cork and Maynooth and its surrounds showing greater levels of non-compliance – **12%** and **9%** respectively.

Results by survey location

Non-compliance rates

Table 3.1 shows the survey information for each of the 45 locations used in the survey together with the non-compliance rates.

The high rate of non-compliance cited in Cork as a total region is similarly high across each of the specific sites.

McCurtain Street shows the greatest incidence of non-compliance.

Within the Maynooth & surrounding region three sites in particular show high non-compliance, these influence the overall high non-compliance figures:

- Parsons Street – 16%.
- Dublin Road – 12%.
- R406/R405 – 11%.

Tables

Table 2.1: Mobile Phone Use and Non-compliance by Area

| | Total Observations | Use of Mobile Phone | % Using Mobile Phone |
|-------------------------|-------------------------------|------------------------------------|-------------------------------------|
| Athlone & Surrounds | 4059 | 71 | 2% |
| Cork | 4664 | 576 | 12% |
| Dublin | 6817 | 248 | 4% |
| Dundalk / Drogheda | 3797 | 132 | 3% |
| Galway | 5036 | 184 | 4% |
| Limerick | 5038 | 333 | 7% |
| Maynooth & Surrounds | 4538 | 425 | 9% |
| Total | 33,949 | 1,969 | 6% |

Survey of mobile phone use by car drivers

Table 3.1: Mobile Phone Use and Non-compliance by Site

| | | Total Observations | Use of Mobile Phone | % Using Mobile Phone |
|----------------------|---|--------------------|---------------------|----------------------|
| Athlone & Surrounds | Northgate Street / Church Gate | 718 | 11 | 2% |
| | John Broderick Street / Irishtown | 674 | 3 | 0% |
| | Ballinasloe - Society Street / Dunloe Street | 576 | 7 | 1% |
| | Roscommon - The Square | 724 | 19 | 3% |
| | Willow Park / AIT entrance | 648 | 6 | 1% |
| | Moate - Dublin Road / Clara Road | 719 | 25 | 3% |
| Cork | McCurtain Street / Lower Glanmire Street | 1008 | 158 | 16% |
| | Cathedral Road / Wolfe Tone Road | 718 | 101 | 14% |
| | Washington Street / North Main Street | 726 | 94 | 13% |
| | Lavitts Quay / Christy Ring Bridge | 792 | 105 | 13% |
| | North Main Street / Kyrls Quay | 701 | 42 | 6% |
| | Monahans Road / Victoria Road | 719 | 76 | 11% |
| Dublin | Blessington Street / Dorset Street / Frederick Street | 647 | 43 | 7% |
| | Parnell Street / Dominick Street Lower | 560 | 6 | 1% |
| | Church Street / Chancery Street | 1008 | 57 | 6% |
| | Nicholas Street / Winetavern Street / Cornmarket | 935 | 14 | 1% |
| | Bolton Street / Capel Street junction. | 647 | 19 | 3% |
| | Bachelors Walk / Liffey Street | 792 | 37 | 5% |
| | Lower Bridge Street / Merchants Quay | 807 | 11 | 1% |
| | St Stephens Green North. | 634 | 23 | 4% |
| | Nassau Street / Leinster Street South. | 787 | 38 | 5% |
| Dundalk / Drogheda | Dundalk - Hill Street / Avenue Street | 816 | 4 | 0% |
| | Dundalk - Castle Street / Jocelyn Street | 336 | 8 | 2% |
| | Castlebellingham - Main Street / Dundalk Road | 410 | 11 | 3% |
| | Drogheda - Dublin Road / St. Marys Villas | 735 | 30 | 4% |
| | Drogheda - Georges Street / Windmill Road | 785 | 40 | 5% |
| | Dunleer - Upper Main Street / Barn Road | 715 | 39 | 5% |
| Galway | Newcastle Road / Distillery Road | 722 | 16 | 2% |
| | Newcastle Road / University Road | 728 | 14 | 2% |
| | Prospect Hill / Bothar Na Mban | 714 | 18 | 3% |
| | Seamus Quirke Road / Seamus Quirke Road | 716 | 31 | 4% |
| | Shantalla Road / St Mar's Road | 1439 | 46 | 3% |
| | Goal Road/University Road | 717 | 59 | 8% |
| Limerick | N7 / Monaleen Park | 720 | 40 | 6% |
| | N20 / Childers Road | 1079 | 77 | 7% |
| | Thomond Bridge / Clancy Strand | 723 | 34 | 5% |
| | Lock Quay / Charlottes Quay | 718 | 49 | 7% |
| | O'Connell Street / Wolfe Tone Street | 719 | 55 | 8% |
| | Ennis Road / Brookville Avenue | 1079 | 78 | 7% |
| Maynooth & Surrounds | Mill Street / R418 | 791 | 59 | 7% |
| | Straffen Road / Leinster Street | 709 | 39 | 6% |
| | Straffen Road / Maynooth Train Station | 715 | 26 | 4% |
| | Parsons Street / NUIM Entrance | 725 | 118 | 16% |
| | Dublin Road / Tesco Entrance | 716 | 84 | 12% |
| | R406 / R405 | 882 | 99 | 11% |
| Total | | 33,949 | 1,969 | 6% |

Survey of mobile phone use by car drivers

Appendix 1



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| amárach research Mobile Phone Data Collection Sheet |
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S9-306

| | | | |
|-------------|--------------|---------------------|--|
| Site no: | | Weather Conditions: | |
| Location: | | | |
| Date: | Surveyed by: | | |
| Start Time: | Site notes: | | |
| End Time: | | | |



| Veh. no. | Using mobile phone (please tick) | | Driver gender (please tick) | | Veh. no. | Using mobile phone (please tick) | | Driver gender (please tick) | | Veh. no. | Using mobile phone (please tick) | | Driver gender (please tick) | | Veh. no. | Using mobile phone (please tick) | | Driver gender (please tick) | |
|----------|----------------------------------|----|-----------------------------|---|----------|----------------------------------|----|-----------------------------|---|----------|----------------------------------|----|-----------------------------|---|----------|----------------------------------|----|-----------------------------|---|
| | Yes | No | M | F | | Yes | No | M | F | | Yes | No | M | F | | Yes | No | M | F |
| 1 | | | | | 19 | | | | | 37 | | | | | 55 | | | | |
| 2 | | | | | 20 | | | | | 38 | | | | | 56 | | | | |
| 3 | | | | | 21 | | | | | 39 | | | | | 57 | | | | |
| 4 | | | | | 22 | | | | | 40 | | | | | 58 | | | | |
| 5 | | | | | 23 | | | | | 41 | | | | | 59 | | | | |
| 6 | | | | | 24 | | | | | 42 | | | | | 60 | | | | |
| 7 | | | | | 25 | | | | | 43 | | | | | 61 | | | | |
| 8 | | | | | 26 | | | | | 44 | | | | | 62 | | | | |
| 9 | | | | | 27 | | | | | 45 | | | | | 63 | | | | |
| 10 | | | | | 28 | | | | | 46 | | | | | 64 | | | | |
| 11 | | | | | 29 | | | | | 47 | | | | | 65 | | | | |
| 12 | | | | | 30 | | | | | 48 | | | | | 66 | | | | |
| 13 | | | | | 31 | | | | | 49 | | | | | 67 | | | | |
| 14 | | | | | 32 | | | | | 50 | | | | | 68 | | | | |
| 15 | | | | | 33 | | | | | 51 | | | | | 69 | | | | |
| 16 | | | | | 34 | | | | | 52 | | | | | 70 | | | | |
| 17 | | | | | 35 | | | | | 53 | | | | | 71 | | | | |
| 18 | | | | | 36 | | | | | 54 | | | | | 72 | | | | |

Working To Save Lives

Údarás Um Shábháilteacht Ar Bhóithre Road Safety Authority

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