



RSA

# **SURVEY OF MOBILE PHONE USE BY CAR DRIVERS**

## Survey 2009

September 2010

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

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## 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

	<b>Total Observations</b>	<b>Use of Mobile Phone</b>	<b>% Using Mobile Phone</b>
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%
<b>Total</b>	<b>33,949</b>	<b>1,969</b>	<b>6%</b>

## 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%
<b>Total</b>		<b>33,949</b>	<b>1,969</b>	<b>6%</b>

## Survey of mobile phone use by car drivers

### Appendix 1



<b>amárach</b> 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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