

# 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%