

# RSA observational study 2017 – Mobile Phone Use



## Research Objective

- The aim of this study was to measure the incidence of mobile phone use at different parts of a drivers journey, both in free flowing traffic and traffic at intersections.

## Methodology

- Nationwide Data Collection were commissioned by the RSA to conduct the annual Mobile Phone usage survey in 2017. The fieldwork took place during September and October of 2017.
- Surveys were undertaken at 20 sites across Ireland on weekdays (Monday – Friday) and were spread between 07:30 -10:00, 12:00 – 14:00 and 16:00 – 18:30. In total, there were 2,781 drivers observed. This methodology differed to previous mobile phone surveys conducted.

## Mobile Phone Usage

- Out of the 2,781 drivers observed, 124 **(4.5%)** were observed using their mobile phone (this is a decrease when compared to 6% in 2016).
- **3.2%** of drivers had the phone to their ear (2.6% in 2016)
- **1.3%** of drivers had the phone in their hand (3.5 in 2016)

Mobile Phone Usage	Type of Usage			
	None	To Ear	In Hand	Total
Usage (%)	95.5%	3.2%	1.3%	100%

- Drivers on Urban Arterial roads had the highest mobile phone usage rate **(7.3%)**.
- Drivers on National Secondary roads were observed with the least amount of mobile phone use **(1.4%)**.

Road Class	Total	Motorway	Dual Carriageway	National Primary	National Secondary	Regional Road	Urban Arterial	Urban National
Sample Size	2, 781	280	280	401	420	280	560	560
% of drivers using a mobile phone	4.5%	3.9%	5.0%	4.5%	1.4%	4.3%	7.3%	3.9%