

RSA observational study 2015 - mobile use & earphone wearing by pedal cyclists



Research Objective

To determine the incidence of pedal cyclists that are using mobile phones and wearing earphones.

Methodology

140 urban sites were surveyed. Observations were carried out on weekdays between the hours of 07:00 to 10:00, 12:00 to 15:00 and 17:00 to 20:00. Pedal cyclists were further divided into those using private bicycles and public bicycles (Dublin, Cork, Galway and Limerick). The incidence of pedal cyclists using a mobile phone and/or earphones whilst travelling was captured. Study conducted by Amárach Research.

Key Findings

- 2% of all personal pedal cyclists and 4% of all public pedal cyclists were observed using a mobile phone.
- Children under the age of 18 were more likely than adults to use a mobile phone while cycling (6% vs 2%).
- Earphone wearing was higher amongst public pedal cyclists (21%) than personal pedal cyclists (13%).
- Females were more likely to be observed wearing earphones (18% vs 13%).
- Amongst personal pedal cyclists earphone wearing was highest during the AM period (16%), however public pedal cyclists were most likely to be observed using earphones in the PM (27%).
- Children wear earphones more than adults on personal pedal bikes (22% vs 12%) and public pedal bikes (39% vs 19%).

Type	Gender	Mobile Phone Usage		Mobile Phone Usage Rates	Type	Gender	Earphone Usage		Earphone Usage Rates
		Yes	No				Yes	No	
Pedal Cyclists	Male	246	12057	2%	Pedal Cyclists	Male	1590	10787	13%
	Female	152	4808	3%		Female	926	4068	18%
	TOTAL	398	16865	2%		TOTAL	2516	14855	14%
Personal Pedal Cyclists	Male	191	10448	2%	Personal Pedal Cyclists	Male	1284	9430	12%
	Female	107	3737	3%		Female	637	3243	16%
	TOTAL	298	14185	2%		TOTAL	1921	12673	13%
Public Pedal Cyclists	Male	55	1609	3%	Public Pedal Cyclists	Male	306	1357	18%
	Female	45	1071	4%		Female	289	825	26%
	TOTAL	100	2680	4%		TOTAL	595	2182	21%