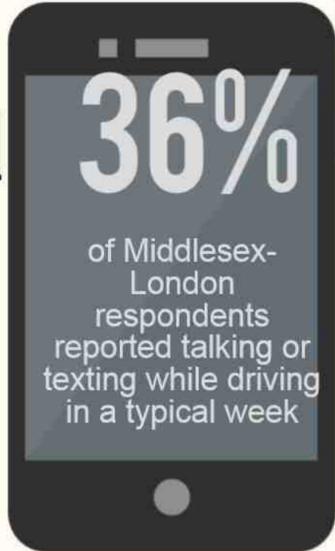


Cell Phone Use While Driving



Previous research has shown that drivers are **4.3X**

more likely to get in a collision when using a cell phone compared to those not using a cell phone ¹



Who's talking & texting more often while driving?

Younger Ages

12.5X

18-24 year olds are 12.5 times more likely to use cell phones while driving than those 65 and older



Males

1.6X

Men are 1.6 times more likely to use cell phones while driving compared to women



High Income

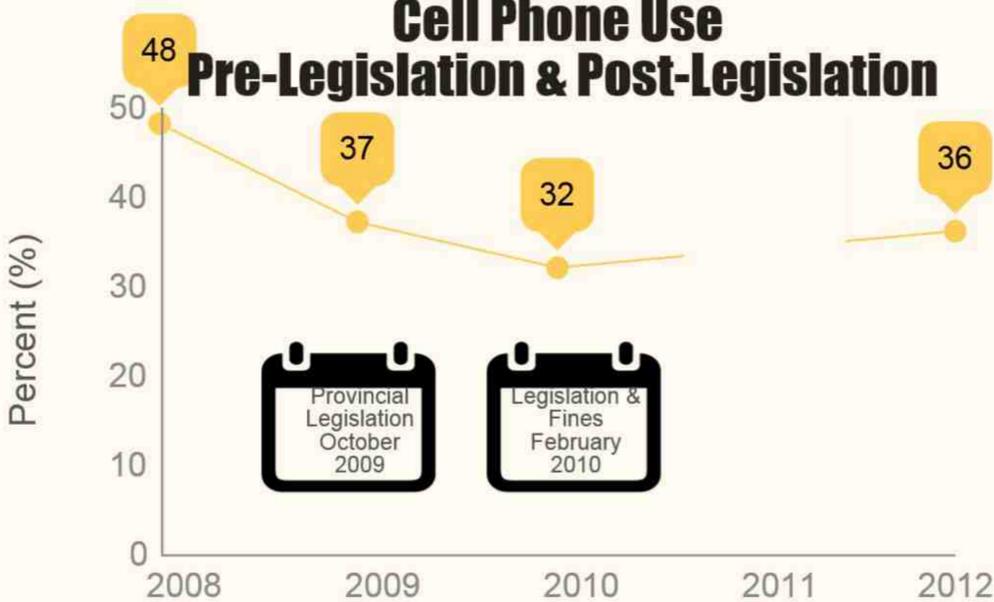
2X

Those with household incomes of \$100,000 or more were 2 times more likely to use cell phones while driving compared to households under \$40,000



Since 2009 it is illegal in Ontario to talk, text, dial or email using hand-held cell phones or other hand-held communication devices while driving

Cell Phone Use Pre-Legislation & Post-Legislation



Cell phone use while driving among Middlesex-Londoners decreased after the initial legislation and enactment of fines.

However, the rate increased in 2012 suggesting only a short-term effect of legislation and enforcement.



12.4% decrease in cell phone use while driving between 2008 and 2012

Who's Using Hands-Free More?



Females

2.1x
more likely than males to use hands-free mode while driving

Hands-Free Mode

73%

of Middlesex-Londoners report frequent use of hands-free mode while driving



Is Hands-Free Mode Safer?

Previous Research

suggests that hands-free use is no safer than hand-held cell phone use. ²

Drivers may believe that it is safe to use a hands free cell phone and that they are complying with the law. However, it is the interference from having the conversation and not the act of holding a phone that is believed to put them at risk for a collision. ³



University / College Degree

2.1X

more likely to report frequent use of hands-free mode while driving than those without a university/college degree

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Data Source:

Rapid Risk Factor Surveillance System (RRFSS)

Full Report:

Middlesex-London Health Unit. (2014, April). Cell Phone Use While Driving: The Health Index. London: Middlesex-London Health Unit.