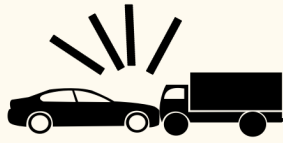


Cell Phone Use While Driving

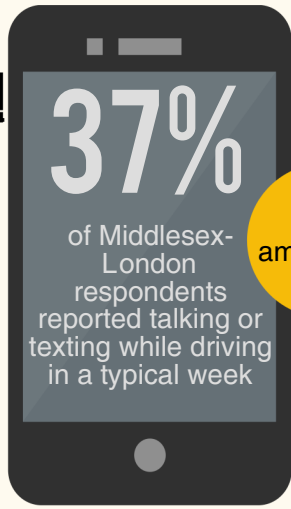
2015 Update



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



46%
among daily drivers

Who's talking & texting more often while driving?

18-64 Year Olds

5X

18-64 year olds are 5X times more likely to use cell phones while driving than those 65 and older



Males

1.7X

Men are 1.7 times more likely to use cell phones while driving compared to women



Households with children

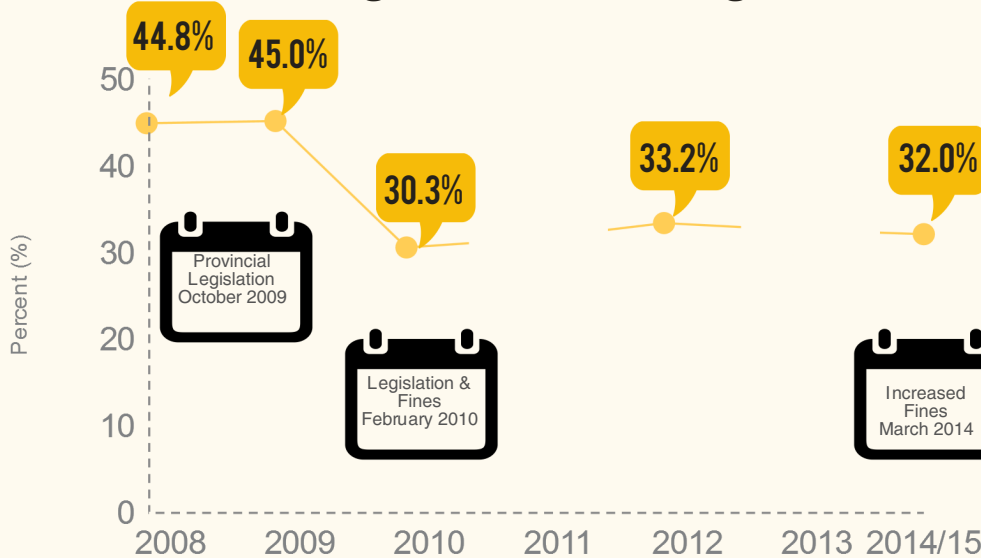
3.2X

Respondents who had children under 18 years of age living in their household were 3.2 times more likely to use cell phones while driving compared to those who had no children under 18 in their household



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



12.8% decrease in cell phone use while driving between 2008 and 2014/15

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

* Among respondents who were drivers (regardless of owning a cell phone or not)

October 29, 2009

It's illegal to talk & text in Ontario

February 1, 2010

\$155 ticket
issued by police

March 18, 2014

Fines increased to
\$280 per ticket

September 1, 2015

Fines increased to
\$490 per ticket
- 3 demerit points upon conviction
- Minimum 30-day licence suspension for novice drivers upon conviction

Who's Using Hands-Free More?



Females

2.3 x

more likely than males to report always using hands-free mode for talking while driving



University / College Degree

2.3 X

more likely to report always using hands-free mode for talking while driving than those without a university/college degree



London Residents

2.3 x

more likely to report always using hands-free mode for talking while driving than Middlesex County residents

Hands-Free Mode

76%

of Middlesex-Londoners reported always using hands-free mode for talking while driving



74%
among daily drivers

Is Hands-Free Mode Safer?

Previous Research ²

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

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



Data Source:

Rapid Risk Factor Surveillance System (RRFSS) Sept 2014 to April 2015 (N=613).

The denominator used for predictors of cell phone use while driving included respondents who were drivers and who owned a cell phone (or equivalent hand-held communication device).

The denominator used for predictors of use of hands-free mode included respondents who were drivers, who owned a cell phone, and who reported talking on a cell phone while driving

Use caution when interpreting the results due to the following methodological concerns:

- Self-reported data may have led to an underestimation of talking or texting while driving and an overestimation of use of hands-free mode
- A response rate of about 51% and only including landlines in the survey may have led to the sample not being representative of the population

References:

1. Redelmeier, D.A., & Tibshirani, R.J. (1997). Association between cellular-telephone calls and motor vehicle collisions. The New England Journal of Medicine, 336(7), 453-458.

2. Ishigami, Y., & Klein, R.M. (2009). Is a hands-free phone safer than a handheld phone? Journal of Safety Research, 40(2), 157-164.

3. Crundall, D., Bains, M., Chapman, P., & Underwood, G. (2005). Regulating conversation during driving: A problem for mobile telephones? Transportation Research Part F: Traffic Psychology and Behaviour, 8(3), 197-211.