

Driven to distraction



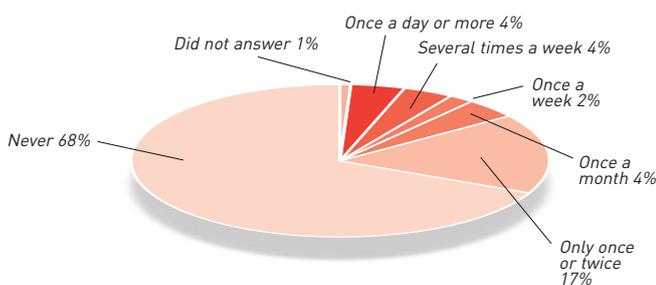
TALKING ON A MOBILE

Q4: Within the past 12 months, have you driven while talking on a mobile phone that you held to your ear with your hand?

Nearly a third (31%) admitted using a hand-held mobile phone when driving in the past year, despite this being made illegal in 2003.

- 4% said about once a day or more frequently
- 4% said several times a week
- 2% said about once a week
- 4% said about once a month
- 17% said only once or twice
- 68% said no
- 1% did not answer

Figure 2: Drivers who used a hand-held mobile phone in the past year

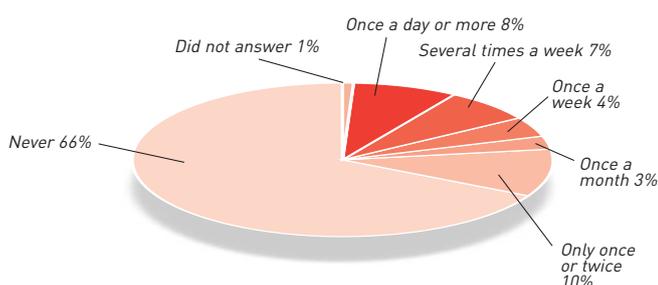


Q5: Within the past 12 months, have you driven while talking on a hands-free mobile phone?

Nearly a third (32%) said they used a hands-free mobile phone when driving in the past year.

- 8% said about once a day or more frequently
- 7% said several times a week
- 4% said about once a week
- 3% said about once a month
- 10% said only once or twice
- 66% said no
- 1% did not answer

Figure 3: Drivers who used a hands-free mobile phone in the past year



SERIOUS INJURY

Lorna Foley

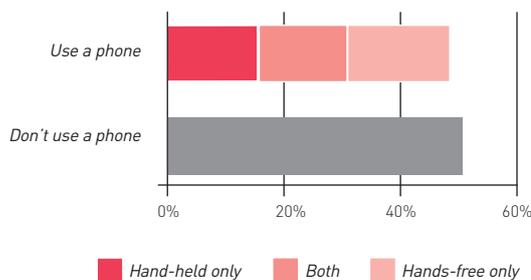
On 10 August 2010, Lorna Foley's life changed dramatically. Lorna was a passenger in her boyfriend's car on the A6 towards Bedford, when a car travelling in the opposite direction pulled out into their path, crashing into them head-on.

Lorna was pinned between the engine and her seat. She sustained serious injuries including a six inch gash on her head, deep lacerations on her left arm, a broken wrist, and dislodged vertebrae in her back. Doctors believe her head injury will take at least two years to heal, while the damage to her back is likely to cause her problems with walking and exercise for the rest of her life. The driver was later found to have been talking on her mobile phone at the time of the crash.

Nearly half of drivers (48%) use either a hand-held or hands-free phone when driving. One in 10 drivers speaks on either a hand-held or hands-free phone when driving at least once a day. Half of those (53%) who use a hands-free device also sometimes use a hand-held phone, suggesting a lack of respect for the law.

- 8% said about once a day or more frequently
- 7% said several times a week
- 4% said about once a week
- 3% said about once a month
- 10% said only once or twice
- 66% said no
- 1% did not answer

Figure 4: Proportion of drivers using hand-held and hand-free mobile phones



THE FACTS: MOBILE PHONES

Some drivers are still unaware that talking on a phone is distracting from driving even on a hands-free kit, believing it is the holding of the phone that is a distraction rather than the call itself. Research indicates it is the call that is the main distraction. Tests have found drivers on hands-free mobile phones take 20% longer to brake when needed. Whether or not the driver is using a hands-free kit, talking on a mobile phone has been found to increase the risk of crashing four-fold⁶. Their crash risk remains higher than normal for up to 10 minutes after the call has ended⁷. In laboratory tests, it has been found that driving is impaired more during a phone conversation than by having a blood alcohol level at the current UK drink drive limit (80mg/100ml blood)⁸.

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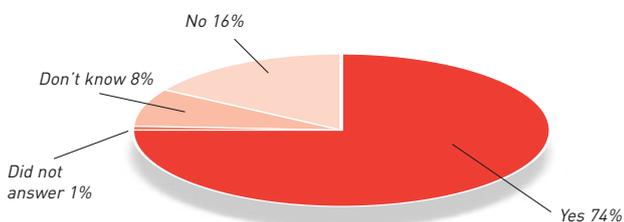


Q6: Do you agree with the statement: "It is dangerous to drive using any type of mobile phone"?

Nearly three in four drivers (74%) agree using a mobile phone at the wheel is dangerous. Of those drivers who agree, many (45%) go ahead and do it anyway, suggesting that understanding the danger is not enough to stop many drivers from engaging in this risky behaviour.

- 74% said yes
- 16% said no
- 8% said they don't know
- 1% did not answer

Figure 5: Is it dangerous to use any type of mobile phone when driving?



IN THE PAST FIVE YEARS...

- Slightly fewer drivers are using hand-held mobile phones (31% compared to 36% in 2006), but drivers who flout the law are doing it more frequently (4% of drivers use a hand-held phone daily compared to 1% in 2006).
- More drivers are using a hands-free mobile phone when driving (32% compared to 22% in 2006). And more drivers are doing it on a daily basis (8% compared to 2% in 2006).
- More people know that it is dangerous to use any type of mobile phone when driving (74% in 2011 compared to 69% in 2006).

Q7: Do you think the use of mobile phones should be banned when driving?

More than half of drivers (51%) think using a hands-free phone when driving should also be banned.

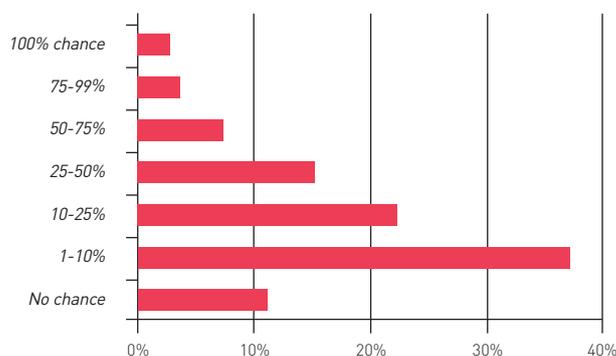
- 8% said no ban
- 30% said only hand-held mobile phones should be banned
- 51% said both hand-held and hands-free mobile phones should be banned
- 10% said they don't know
- 1% did not answer

Q8: If you decided to use a hand-held mobile phone while driving today, what do you think the chance is that you would be caught by the police?

Drivers do not believe there is a high chance of being caught if they use a hand-held phone at the wheel. Only 12% think they have an odds-on chance of being caught. Almost half (48%) thought there was less than a one in 10 chance.

- 2% said 100% chance of being caught
- 3% said 75 - 99%
- 7% said 50 - 75%
- 15% said 25 - 50%
- 22% said 10 - 25%
- 37% said 1 - 10%
- 11% said they thought there was no chance

Figure 6: What is the chance of being caught using a mobile phone at the wheel?



Q9: If you had to decide, what penalty would you give to a driver who had killed someone while talking on a mobile phone?

Almost all respondents (94%) said a driver who had killed while talking on a mobile phone should go to jail. Of these, nearly half (49%) also admit themselves to speaking on a phone when driving.

- 31% said more than 15 years in jail
- 20% said 10 to 15 years in jail
- 20% said five to 10 years in jail
- 14% said two to five years in jail
- 7% said six months to two years in jail
- 2% said up to six months in jail
- 2% said no jail term - just a fine
- 4% did not answer

End Notes

6. Association between cellular-telephone calls and motor vehicle collisions, Massachusetts Medical Society, 1997
7. Association between cellular-telephone calls and motor vehicle collisions, Massachusetts Medical Society, 1997
8. How dangerous is driving with a mobile phone? Benchmarking the impairment to alcohol, Transport Research Laboratory, 2002