

Electronic Communication Device Use by Drivers Observational Survey 2016-17

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Background

- In 2016, 21% of fatalities and 27% of serious injuries in Canada involved distraction although not just ECD use (Jonah, 2018)
- Canadian observational survey conducted in 2012-2013 found that 3.9% of drivers were using ECDs for talking or texting, 4.6% in urban areas and 3.5% in rural areas (Forum Research, 2014)
- Use of handheld electronic communication devices (ECD) has been shown to increase risk of collisions in the U.S. Naturalistic Driving Study (Dingus, et al. 2016)

Purpose of 2016-17 Observational Survey of Drivers' ECD Use

- To provide current information on hand-held electronic communication device (ECD) use by drivers in rural and urban areas of Canada
- To determine characteristics of ECD users
- To determine if there was a change in ECD use from previous surveys
- To provide information on occupant seat belt use



How was the survey conducted?

- Sample of 294 sites in urban areas (population > 10,000) and 250 sites in rural areas (population 1,000-10,000)
- Sample was stratified by province/territory, economic region, and community population
- A total of 124,657 drivers stopped at red light or stop sign were observed nationally; 82,281 (urban) and 42,376 (rural)
- Observations conducted Fall 2016 (urban) and Fall 2017 (rural)



Variables Observed

Driver handheld use of ECD: YES / NO

Type of ECD: Talking / Texting / Talking and Texting / Holding ECD

Vehicle type:

- Passenger car
- Minivan/Sport Utility Vehicle
- Light truck

Sex of Driver: Male/Female

Estimated driver age: <25 / 25-49 / 50+

Number of passengers: None / One / Two or more

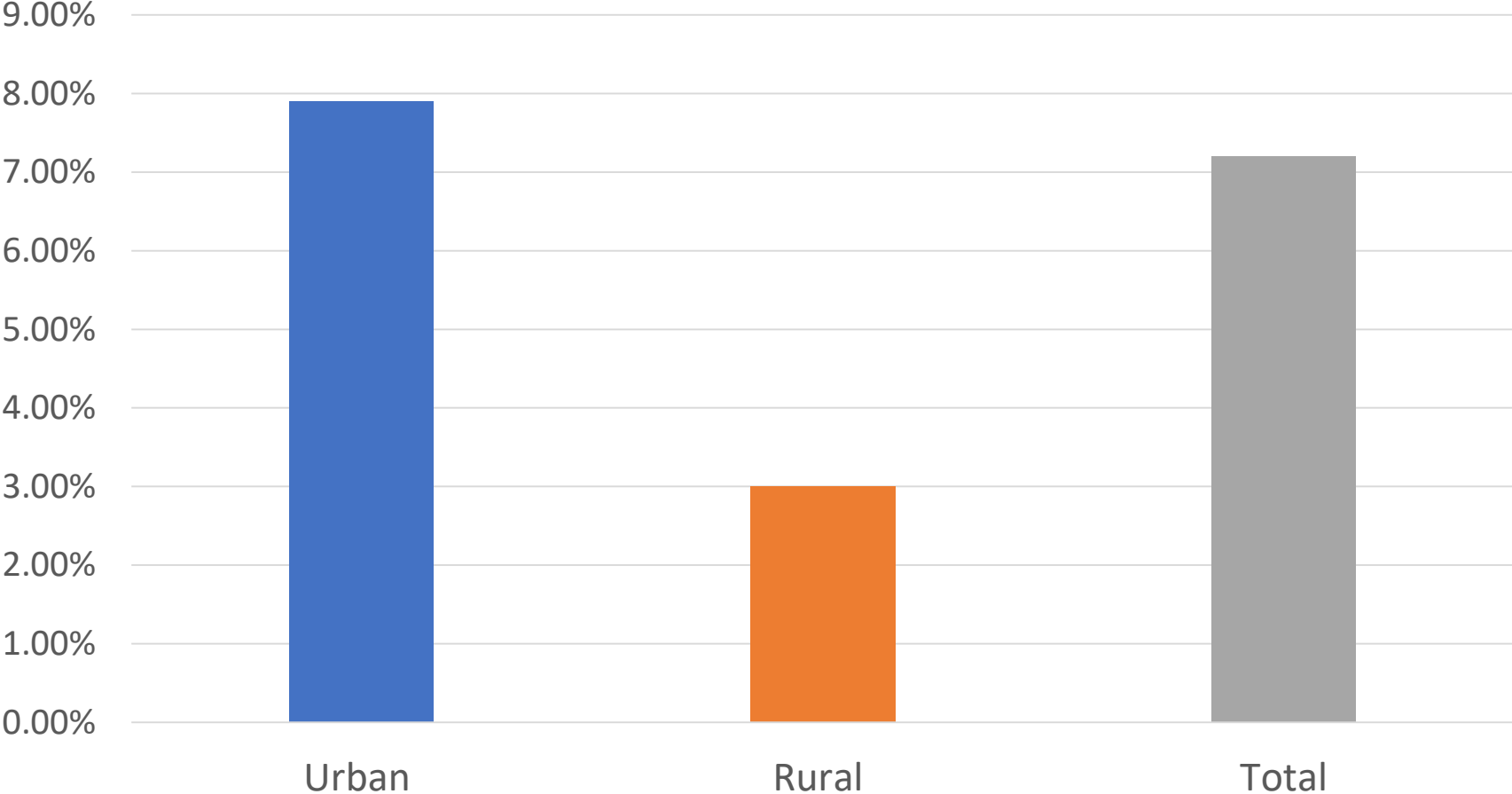
Seat belt use by driver: YES / NO

Seat belt use by front seat occupant: YES / NO

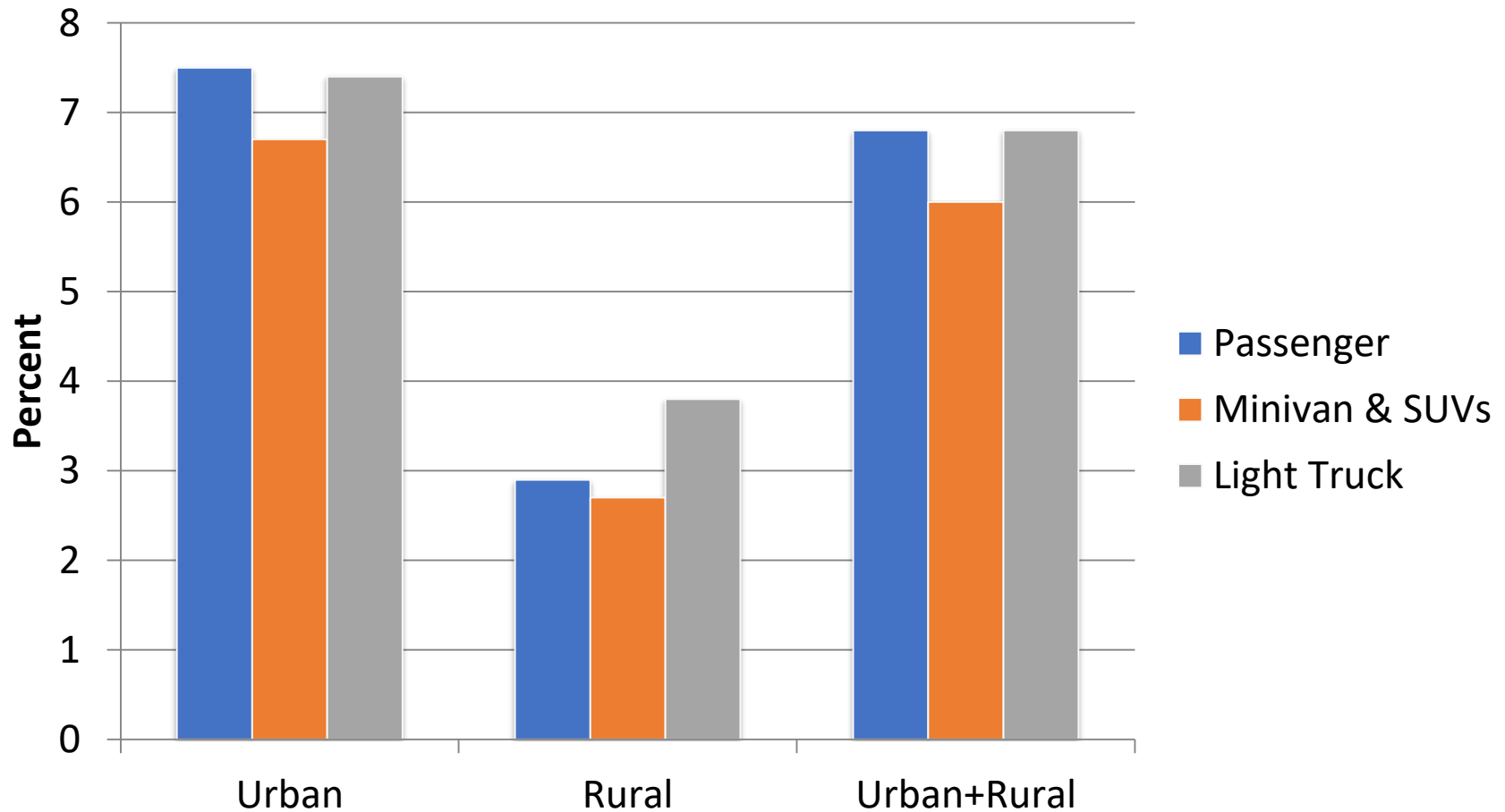
Results



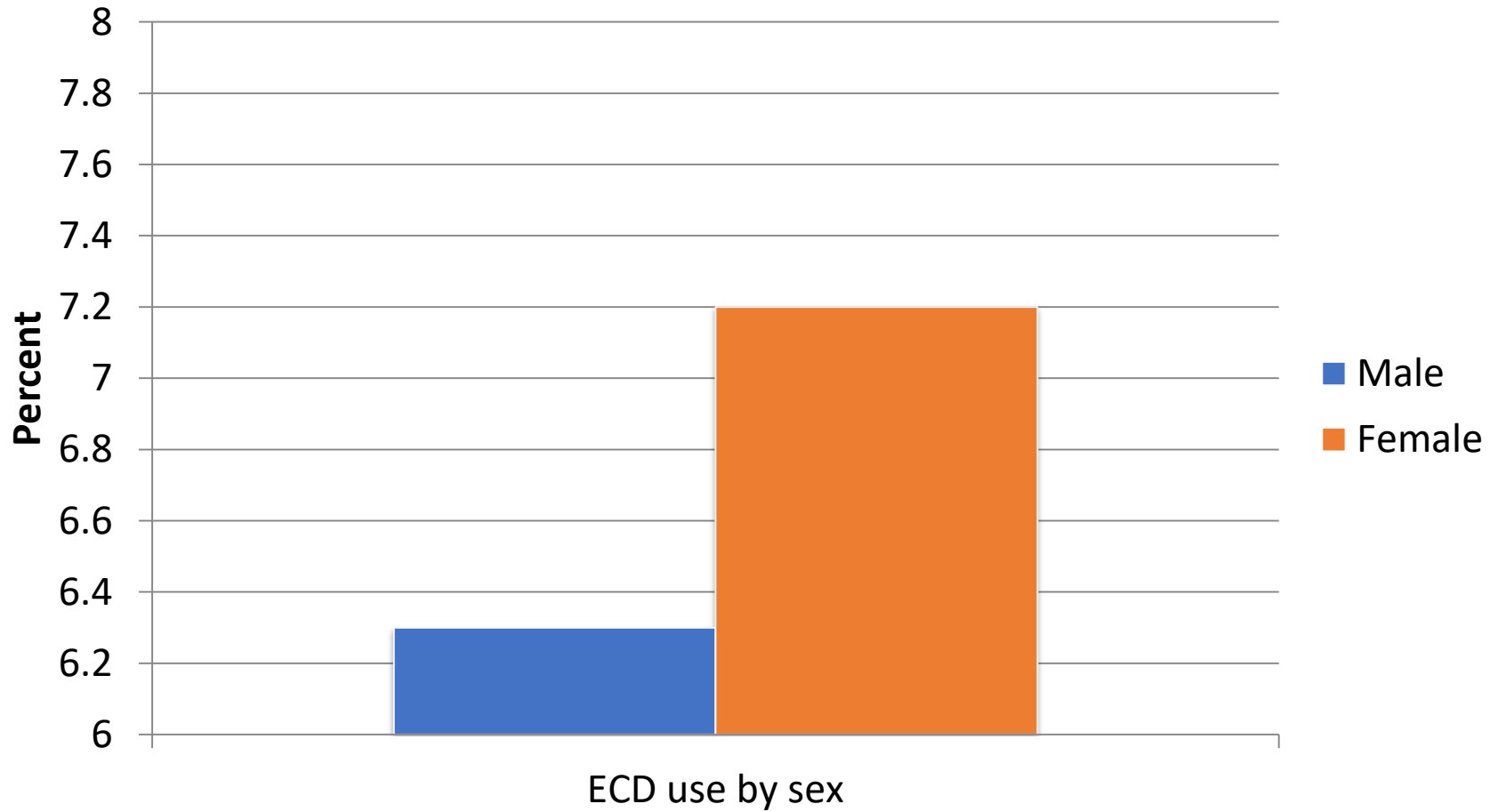
ECD Use by Urban/Rural



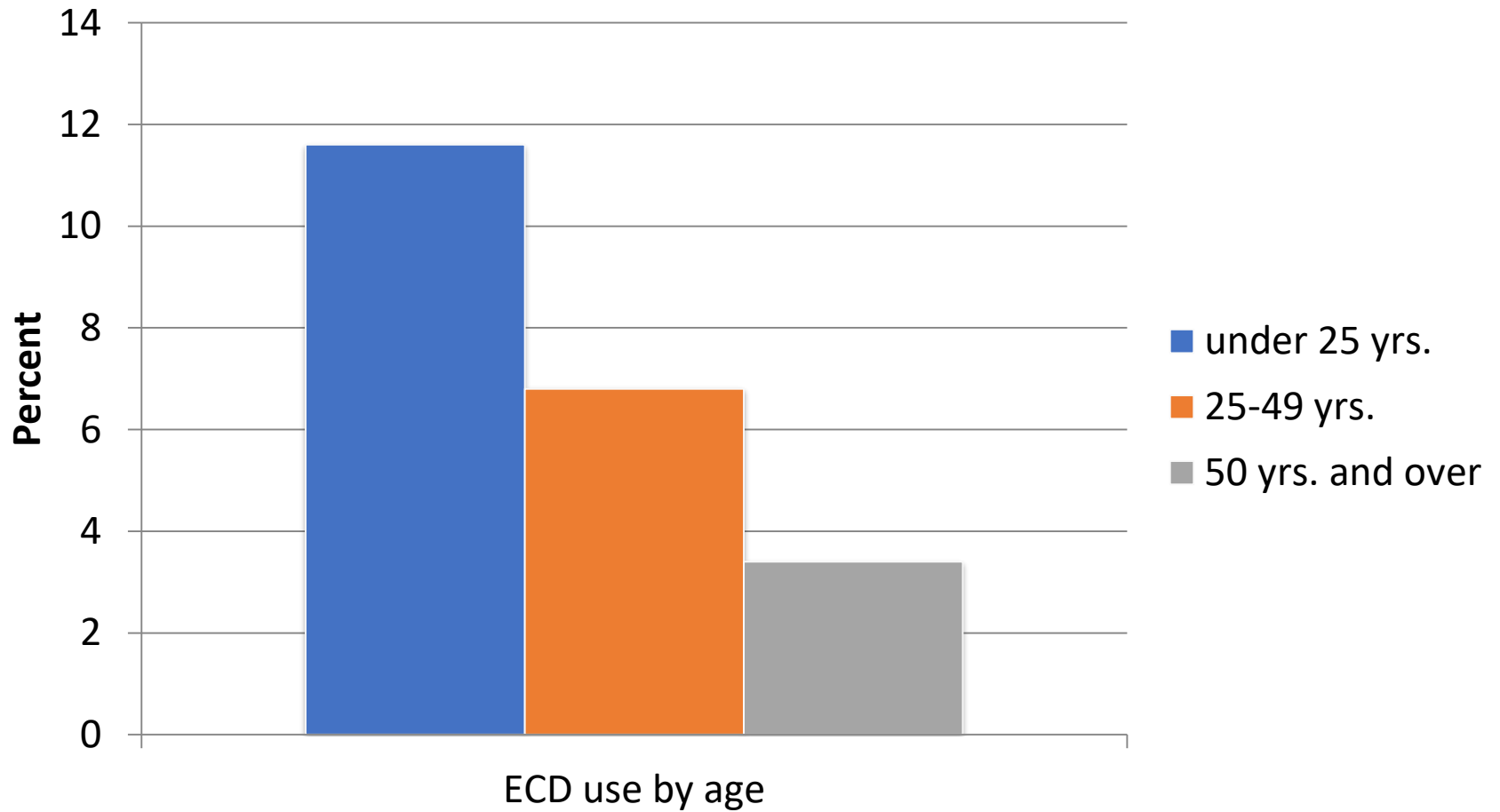
Drivers' ECD Use by Vehicle Type and Area



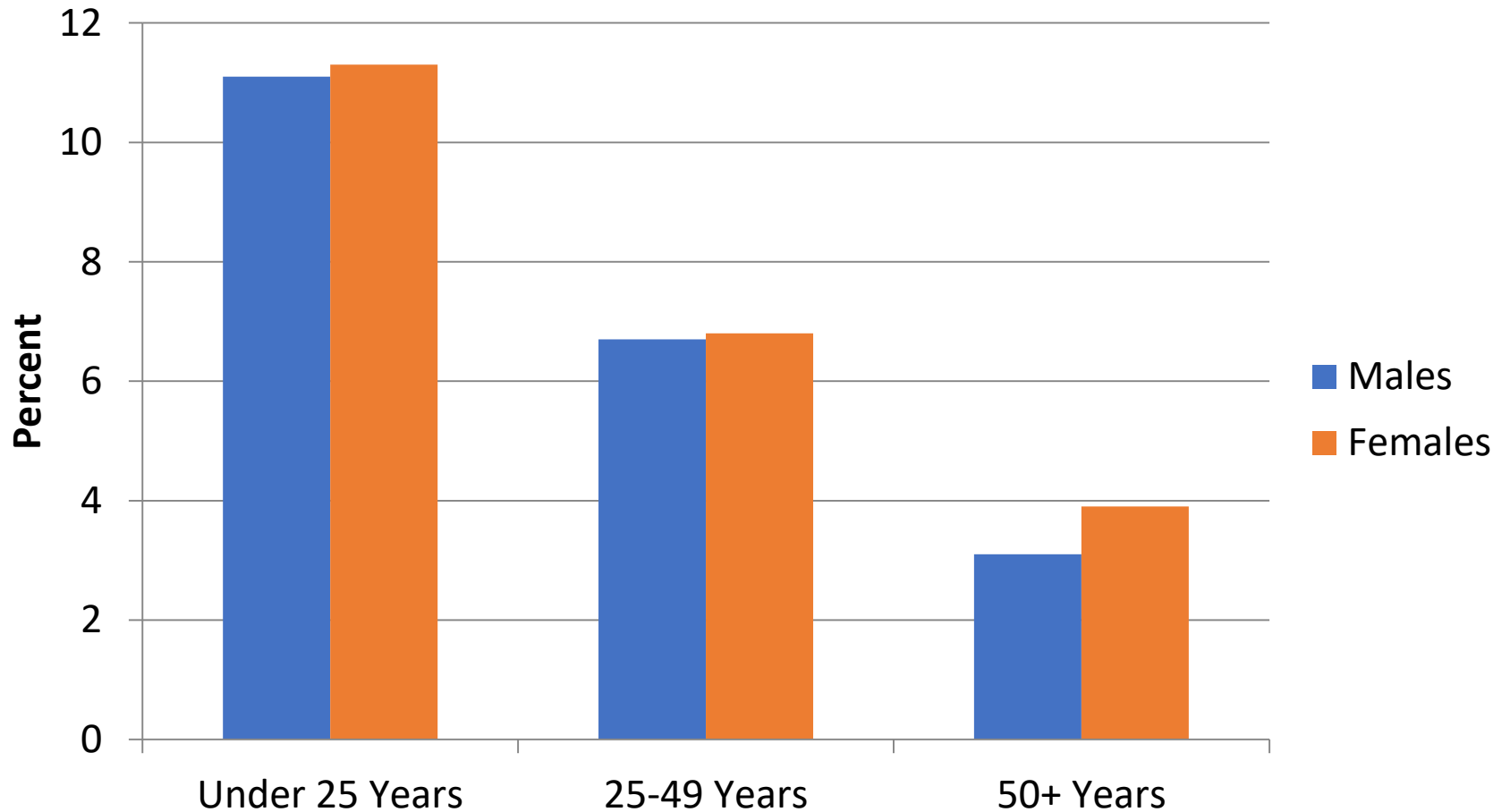
ECD Use by Sex of Driver



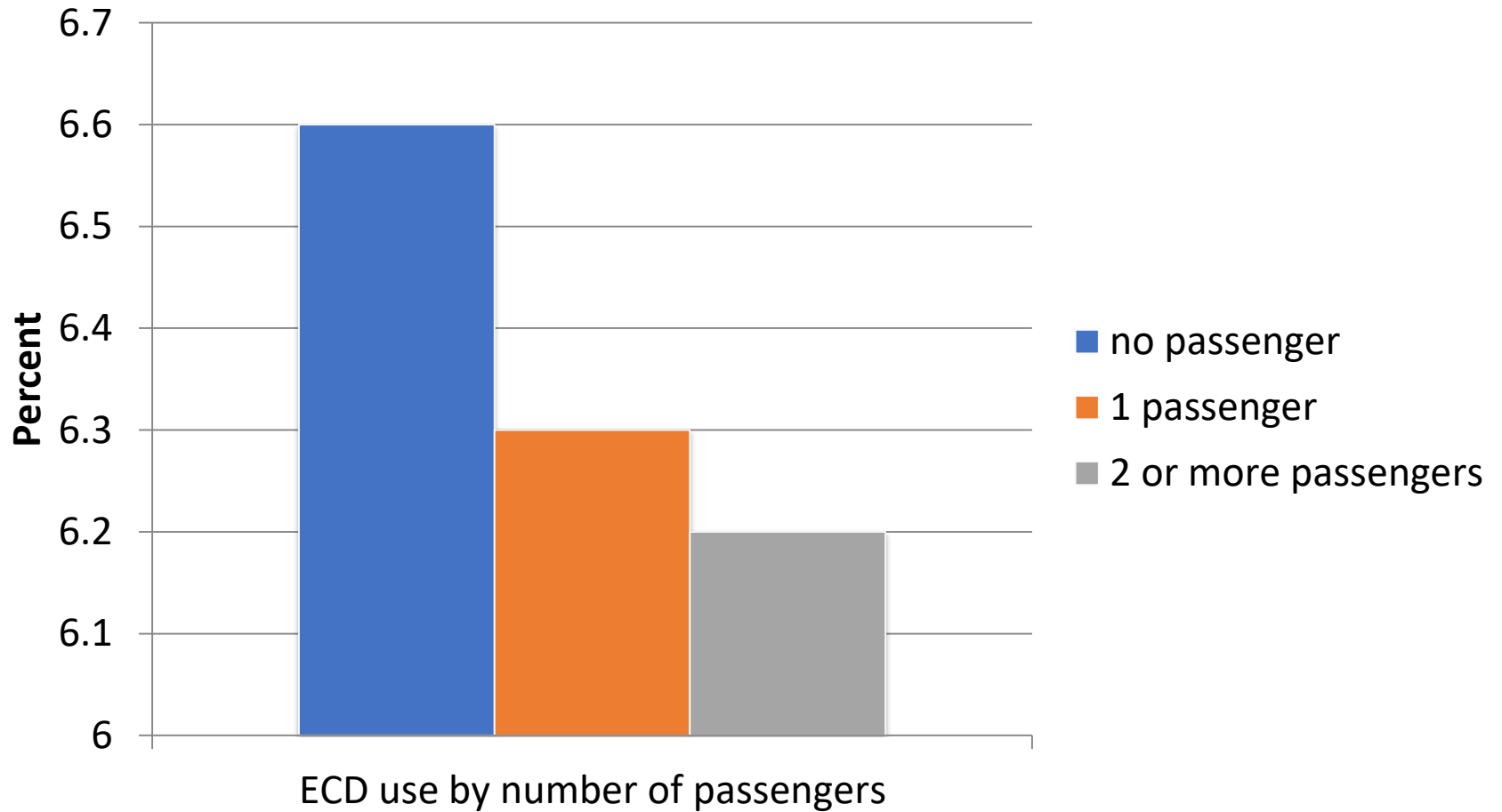
Drivers' ECD use by age



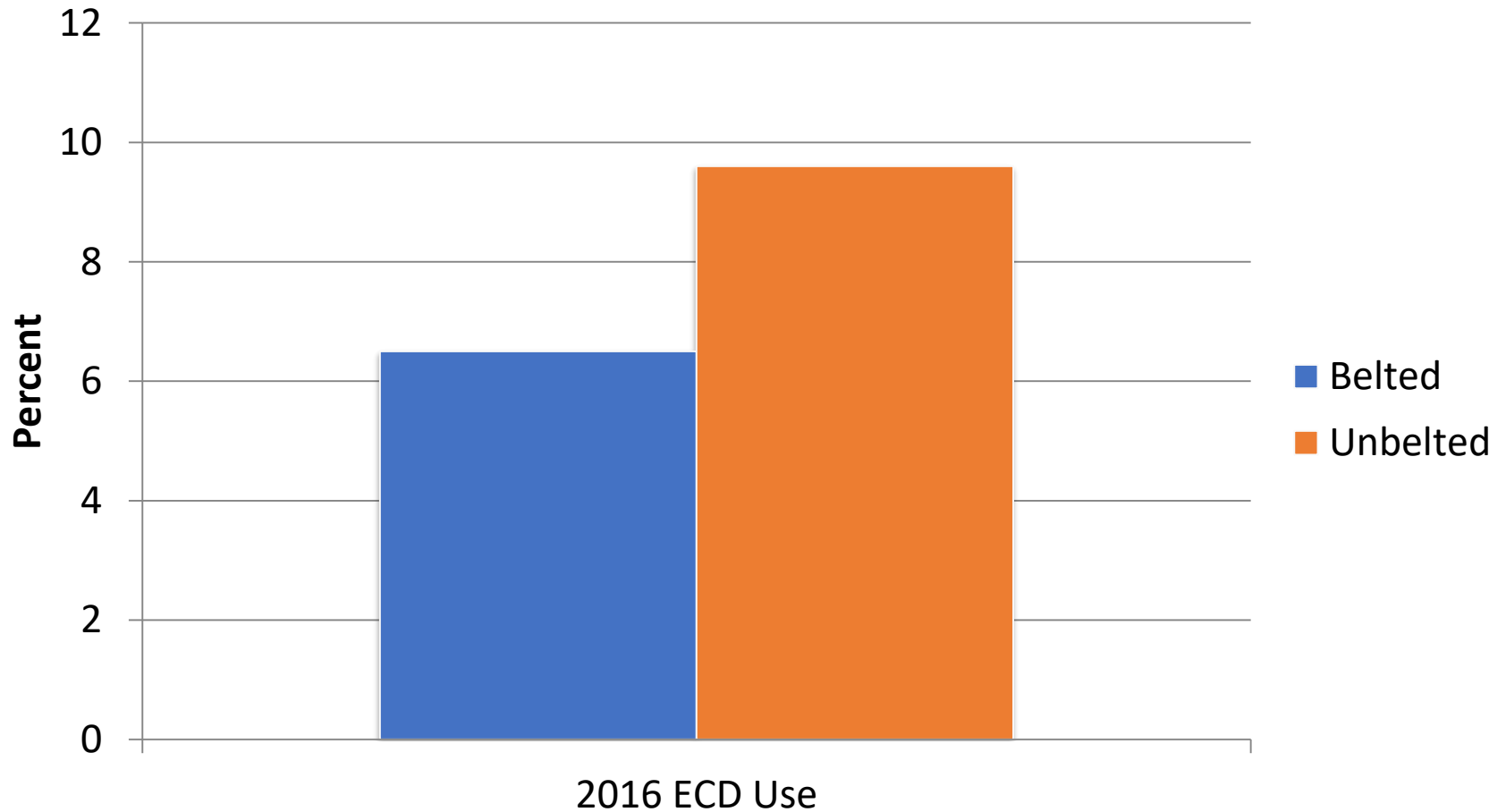
Drivers' ECD Use by Age and Sex



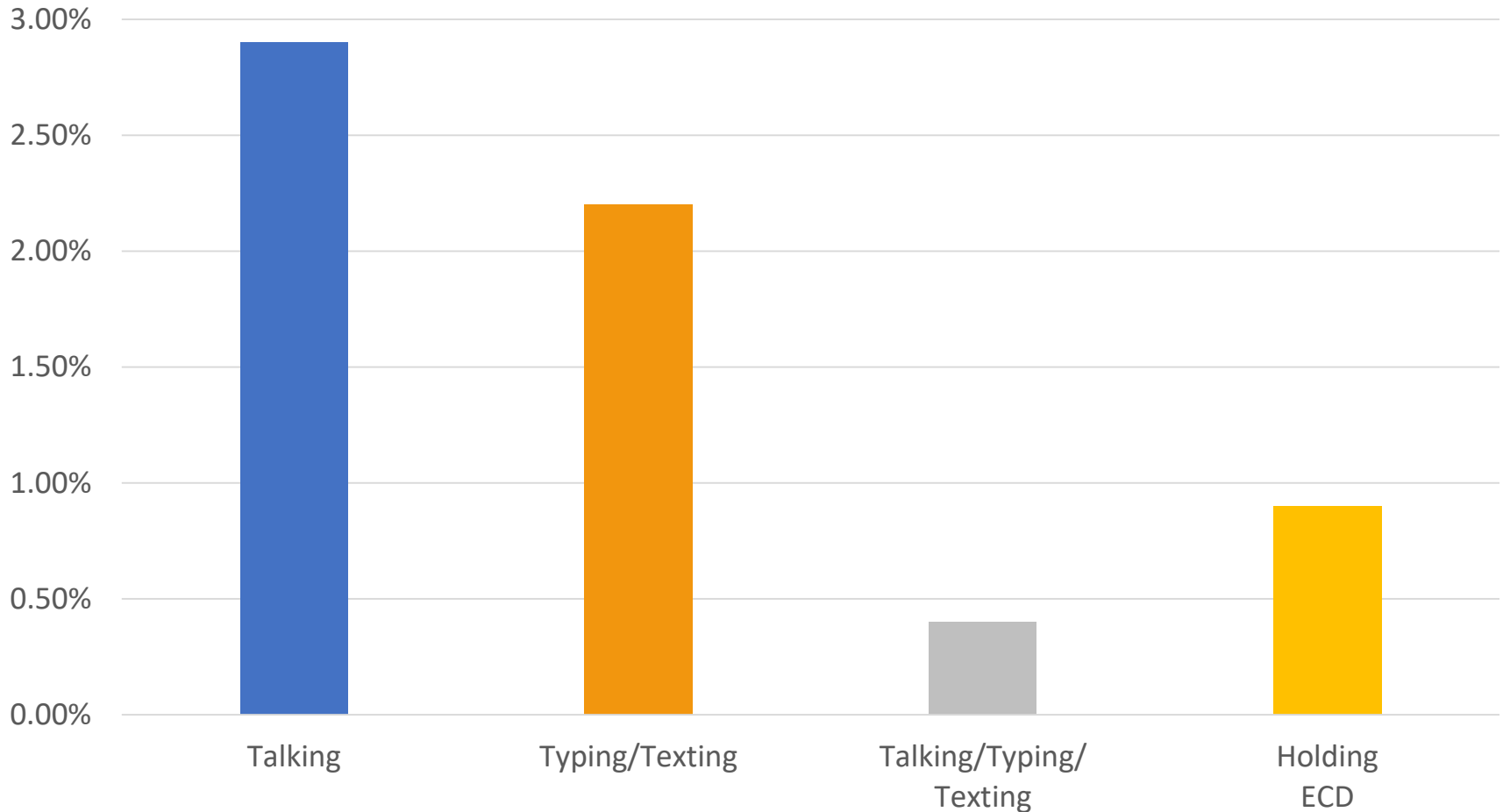
Drivers' ECD Use by Number of Passengers



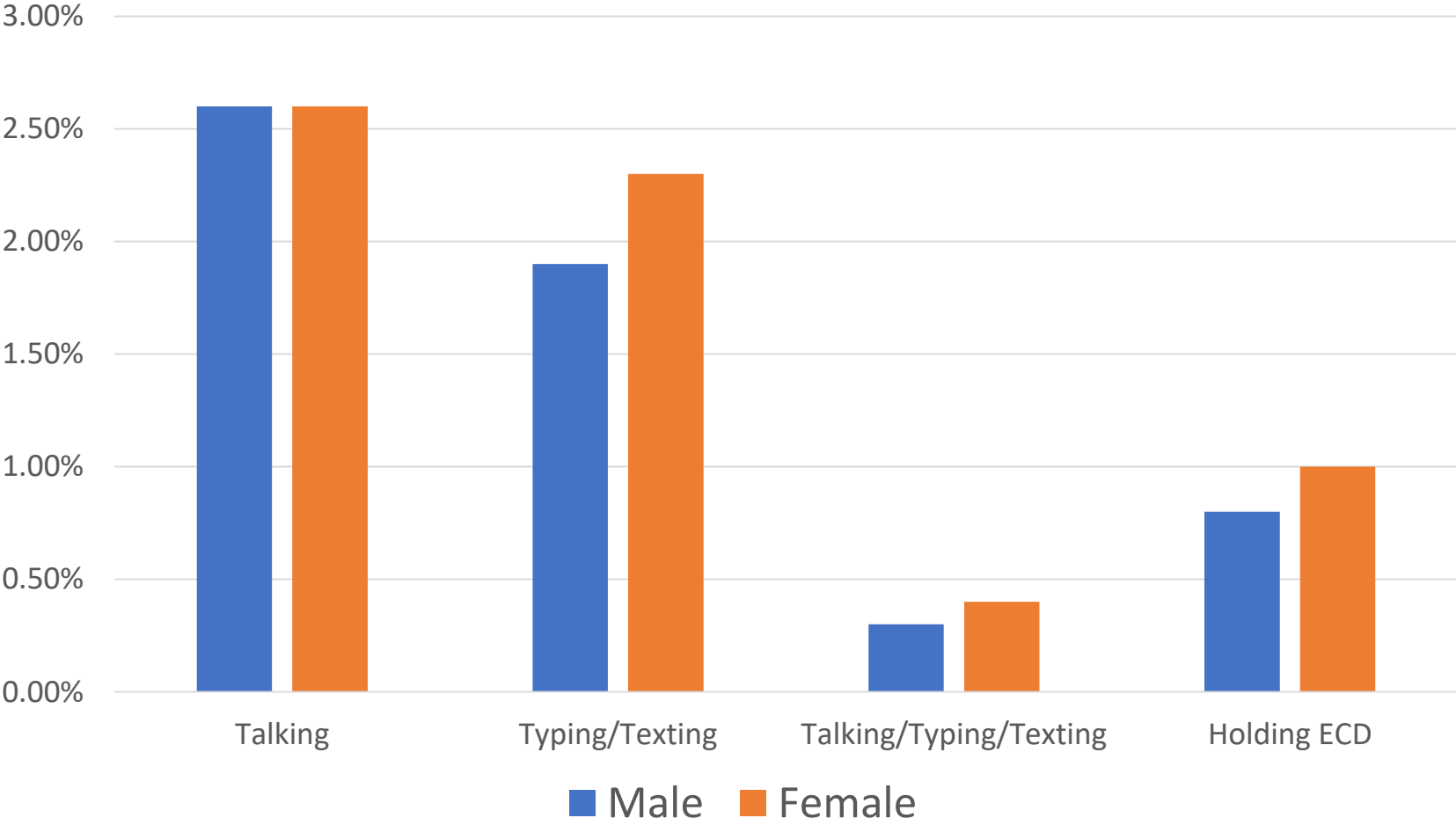
Drivers' ECD Use by Belt Use



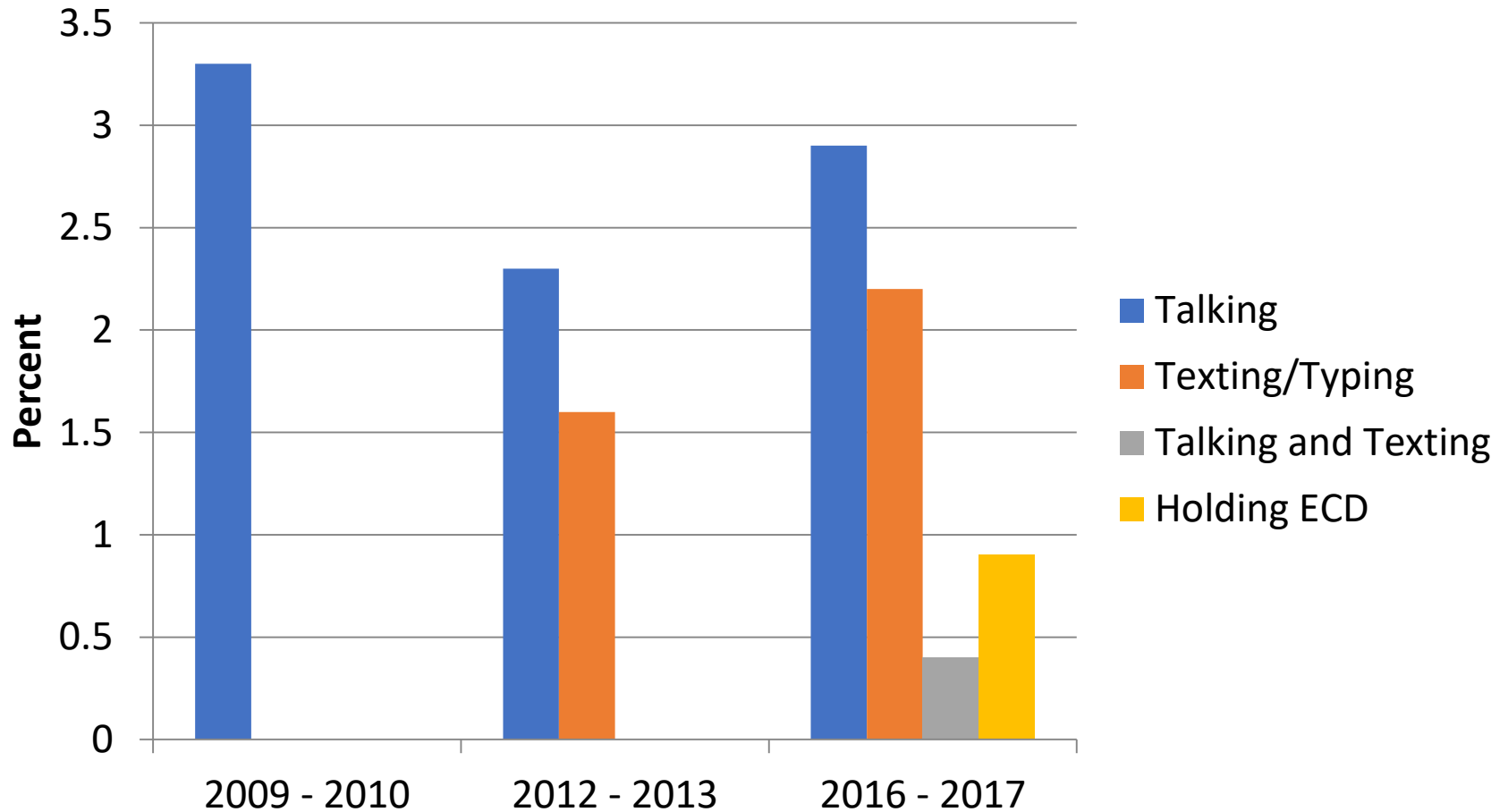
Type of ECD Use



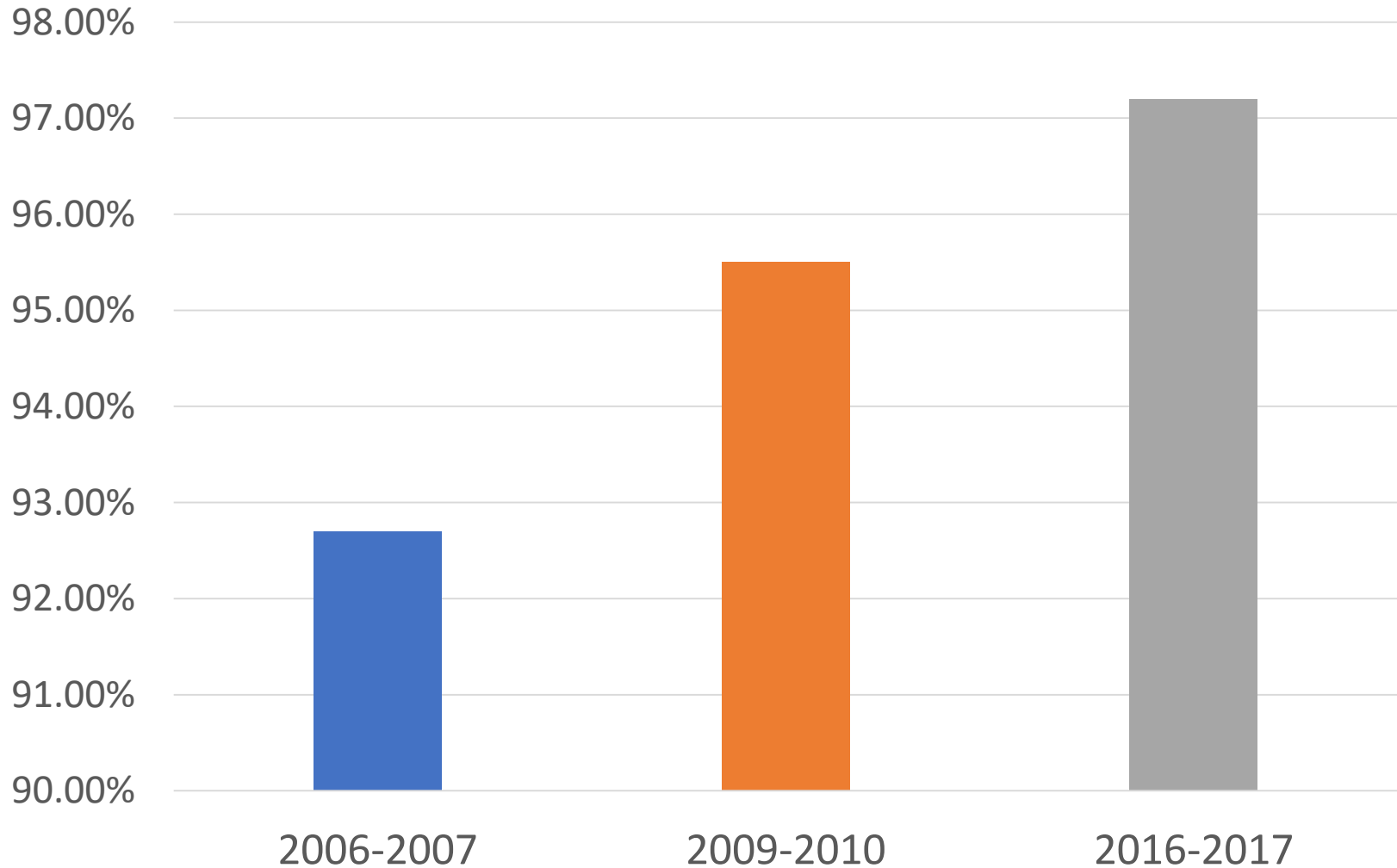
Type of ECD Use by Sex



Trends in ECD Use by Drivers



Front Seat Occupant Belt Use by Year



Summary of Results

- Driver ECD use was 7.2% in 2016/2017 survey, including talking, texting, talking/texting, and holding ECD
- Talking and texting were higher in the 2016-17 survey than in 2012/2013 survey
- ECD use was somewhat higher for:
 - Urban areas
 - Women
 - Young drivers under 25
 - Drivers of passenger cars and light trucks
 - Drivers without passengers
 - Drivers not wearing seat belt
- Talking on ECD was more frequent than texting
- Women were slightly more likely to be texting
- Front seat occupant belt use has increased over surveys

<https://www.ccmta.ca/images/publications>