



Remember. Respect. Think ahead.

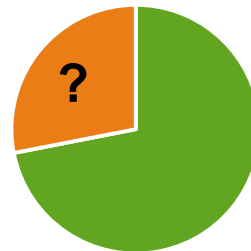
LIKENNETURVA

Driver Distraction in Finland

Petri Jääskeläinen

In Finland mobile communication is very common

- 5 billion calls from mobile phones yearly. Average duration of a call is 3.2 minutes
- 5 billion text messages yearly
- Increase in usage has been rapid (+70% calls, +285% texts in last 10 years)
- It is not just about phones anymore. Mobile network data (smartphones, tablets, laptops) doubles in a year
- However the amount of calls and texts during driving is unknown

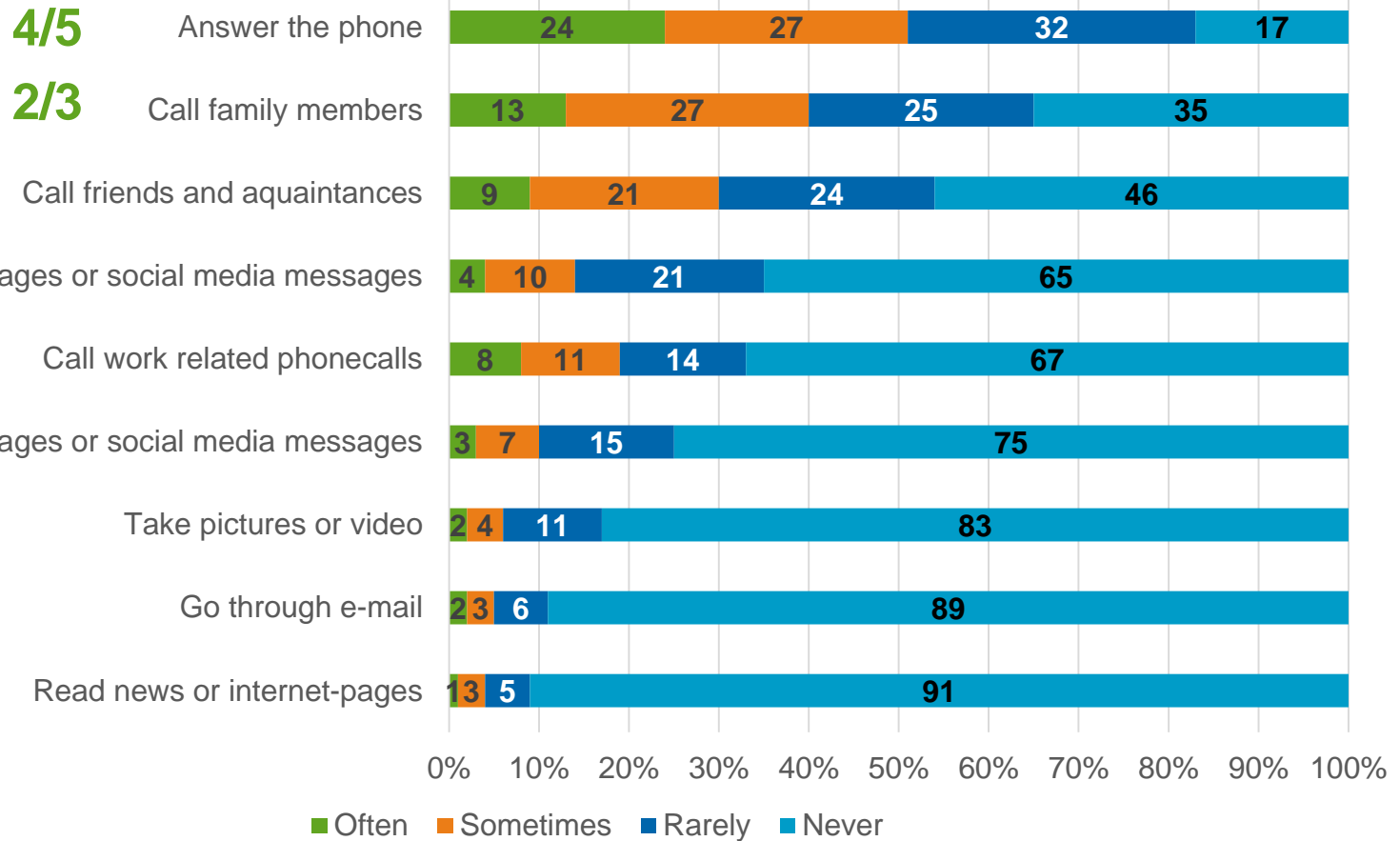


At the same time mobile phone interface has changed

- Touchscreen interface demands eyes and attention off the road
- 2/3 of Finns have a touchscreen phone
- 9/10 of Finns aged 15-24 years have a touchscreen phone
- This type of interface incorporates all three distraction elements (visual+manual+cognitive) = increased accident risk



What drivers are doing behind the wheel?



N = 1173 drivers

We do not know where: traffic lights, rush our traffic jam, at 80 km/h etc. Obviously this affects the accident risk



Remember. Respect. Think ahead.
LIKENNETURVA

What drivers are doing behind the wheel?

Gender: Men use more

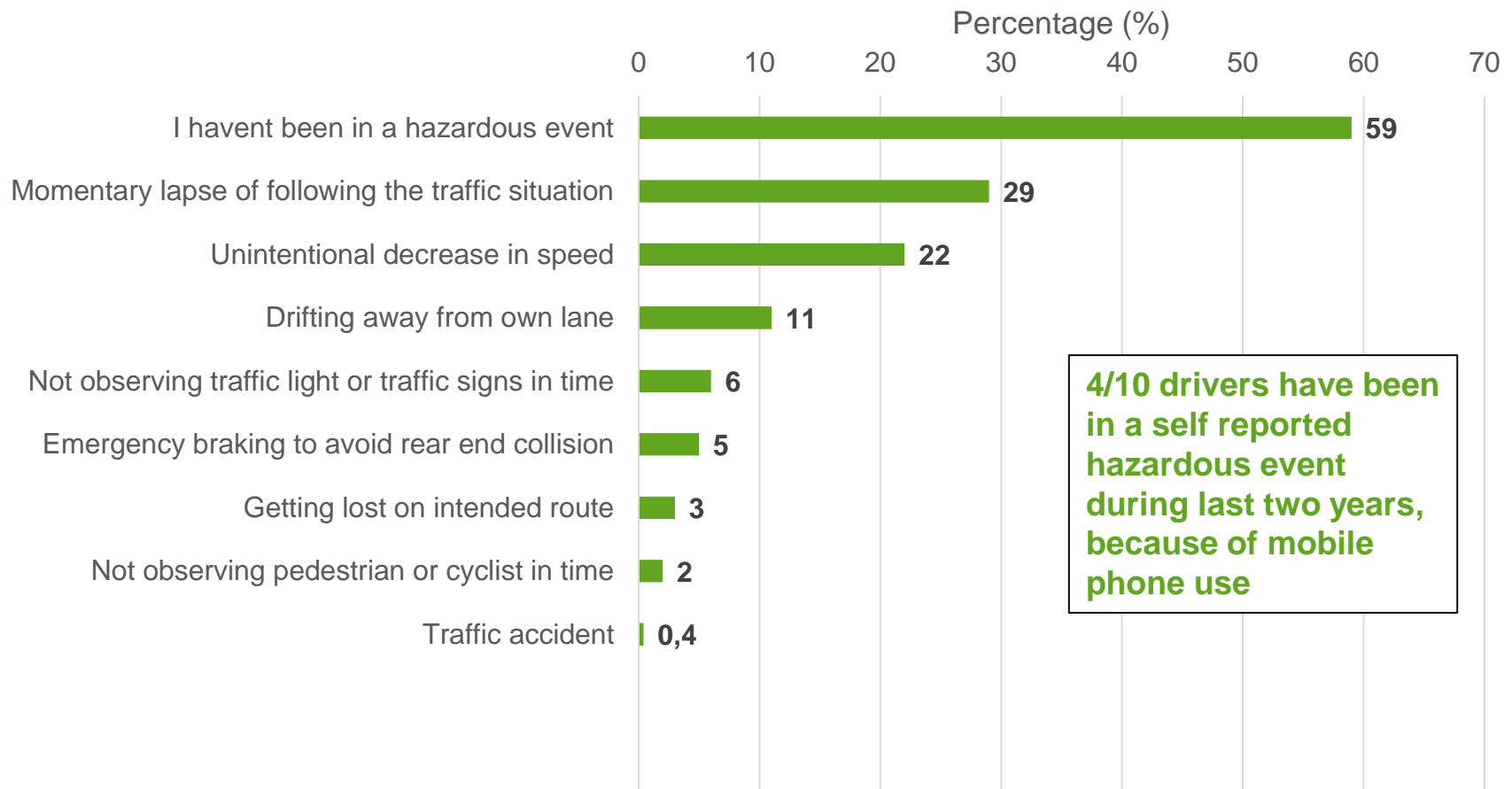
Middle aged: Drive more, use more

"At least rarely" driving a car	Total	Women	Men	15-24 yrs	25-34 yrs	35-49 yrs	50-64 yrs	65+ yrs
...answer the phone	83 %	79 %	85 %	75 %	86 %	89 %	83 %	74 %
...call family members	65 %	63 %	66 %	65 %	68 %	73 %	63 %	44 %
... call friends and acquaintances	54 %	50 %	58 %	57 %	62 %	63 %	49 %	33 %
... Read text messages or social media messages	35 %	35 %	36 %	50 %	48 %	42 %	23 %	15 %
... Call work related calls	33 %	23 %	41 %	26 %	37 %	42 %	34 %	11 %
... Write text messages or social media messages	25 %	24 %	26 %	41 %	37 %	28 %	16 %	5 %
... Take pictures / video	17 %	12 %	21 %	29 %	22 %	19 %	10 %	7 %
... Go through e-mail	11 %	6 %	14 %	17 %	14 %	11 %	7 %	4 %
... Read news or internet-pages	9 %	5 %	12 %	15 %	13 %	8 %	6 %	3 %

Young: Affected more, use more

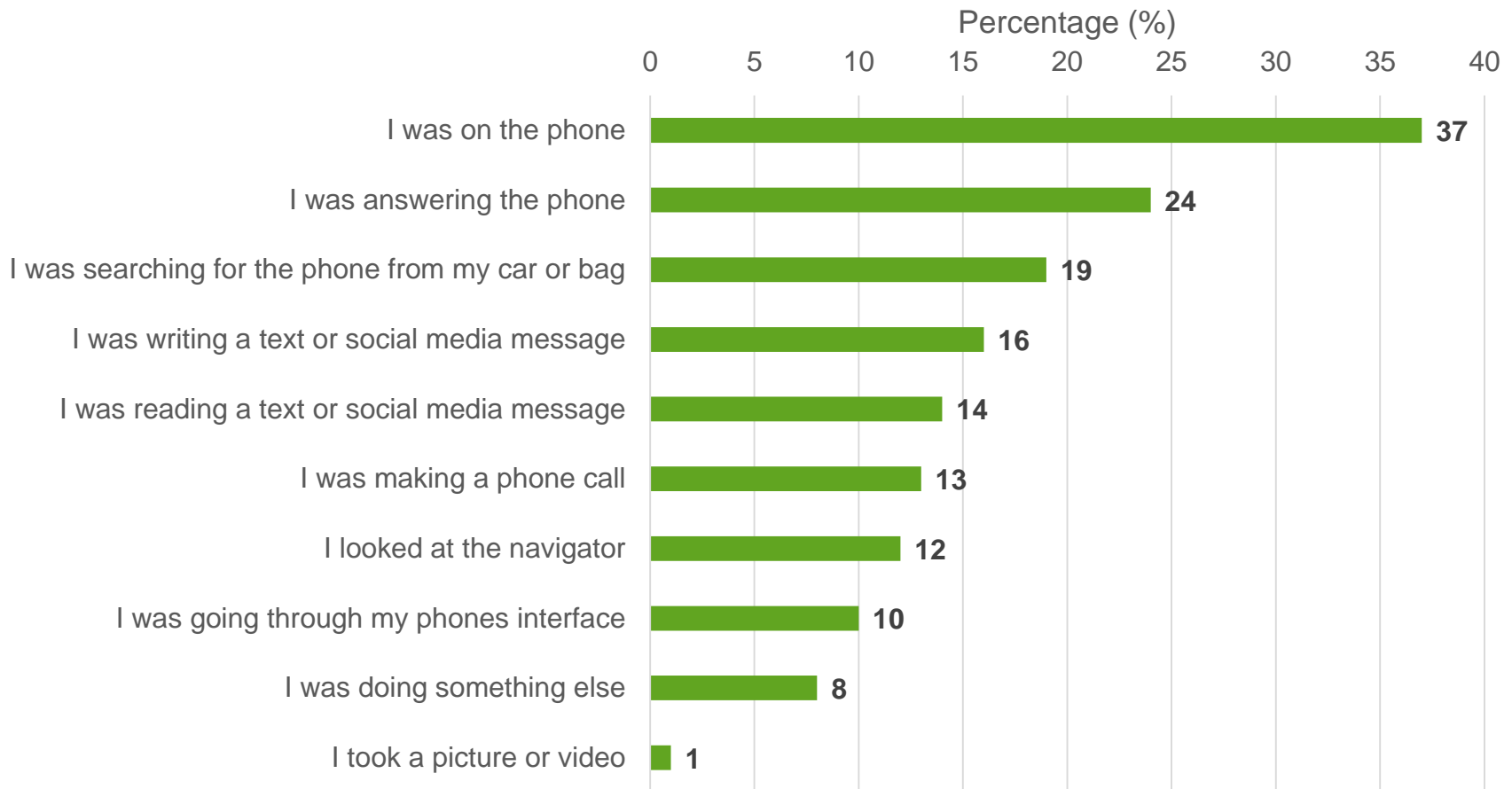
N = 1173 drivers

Hazardous event caused by mobile phone use during last two years



N = 1008 drivers who have used mobile phone during driving

Hazardous event caused by mobile phone use by activity type (N = 417)



Public attitudes

- Texting while driving is considered to be as serious offence as running through a red light or driving without a driving licence - 4/5 think them to be a serious offence
- 4/5 think that traffic accidents occur often due to distraction
- 71 % think that driving while using mobile phone is dangerous
- If they end up in the passenger seat of a car where the driver uses mobile phone while driving - 6/10 respondents want to ask the driver to concentrate on driving



Attitudes – car drivers

- Only 1/5 think there is no harm for driving when using the phone while driving
- 4/5 use mobile phone as little as possible while driving
- Social pressure to use – 4/10 of drivers do not want to use the phone, but they think they have to
- 58 % think that police should hand out fines more often when drivers illegally use mobile phone while driving



Accidents – what we know

- Three fatal accidents yearly are related to mobile phone use while driving $\approx 1\%$ (Finnish Motor Insurers' Centre)
- SafetyNet study (Finland, Sweden, Italy, Germany, UK, Netherlands) analysed 1005 accidents. In 32 % of the crashes at least one driver, rider or pedestrian was distracted or inattentive.
- We do not have good data on personal injury or damage only accidents relating to distraction



Conclusion

- Use of mobile phones while driving is fairly common. However we do not know the exact traffic situation when drivers use it
- Conflicting values and behaviour. Drivers know it is risky but engage in it anyway. At the same time they do not accept the behaviour
- Proportion of accidents remain unclear due to lack of good data. Research is needed in order to understand the real magnitude of the problem
- Self-reported hazardous events relating to mobile phone use are experienced by 4/10 drivers

