

Electronic Communication Device Use by Drivers 2016 Urban Survey

Wendy Doyle
Executive Director, Office of Traffic Safety,
Alberta Transportation
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What we will share

Background: Why conduct the survey?

Pilot studies: What is new/different?

Methods: How was the survey conducted?

Results: What are the key findings?

Summary: What does the data tell us?

Why conduct the survey?

- To provide current information on electronic communication device (ECD) use by drivers
 - 4.4% of drivers stopped at intersections in 2012/2103 surveys were using ECDs; 4.6% of drivers stopped at urban intersections
- To determine if there was a change in ECD use from previous surveys
- To provide current information on seat belt use



Pilot studies

- Determine the number of observers needed to observe ECD and seat belt use
- Compare ECD use among drivers stopped at intersection with those traveling mid-block
- Determine ECD use:
 - on urban and rural highways
 - by drivers for texting, talking or typing an email
 - by commercial vehicle drivers

How was the survey conducted?

- Sample of 294 sites in urban areas (population > 10,000) stratified by province/territory, economic region, and community population
- 82,541 drivers stopped at red light or stop sign observed nationally
- Observations conducted between September 19 - October 2, 2016



Variables observed

Driver 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

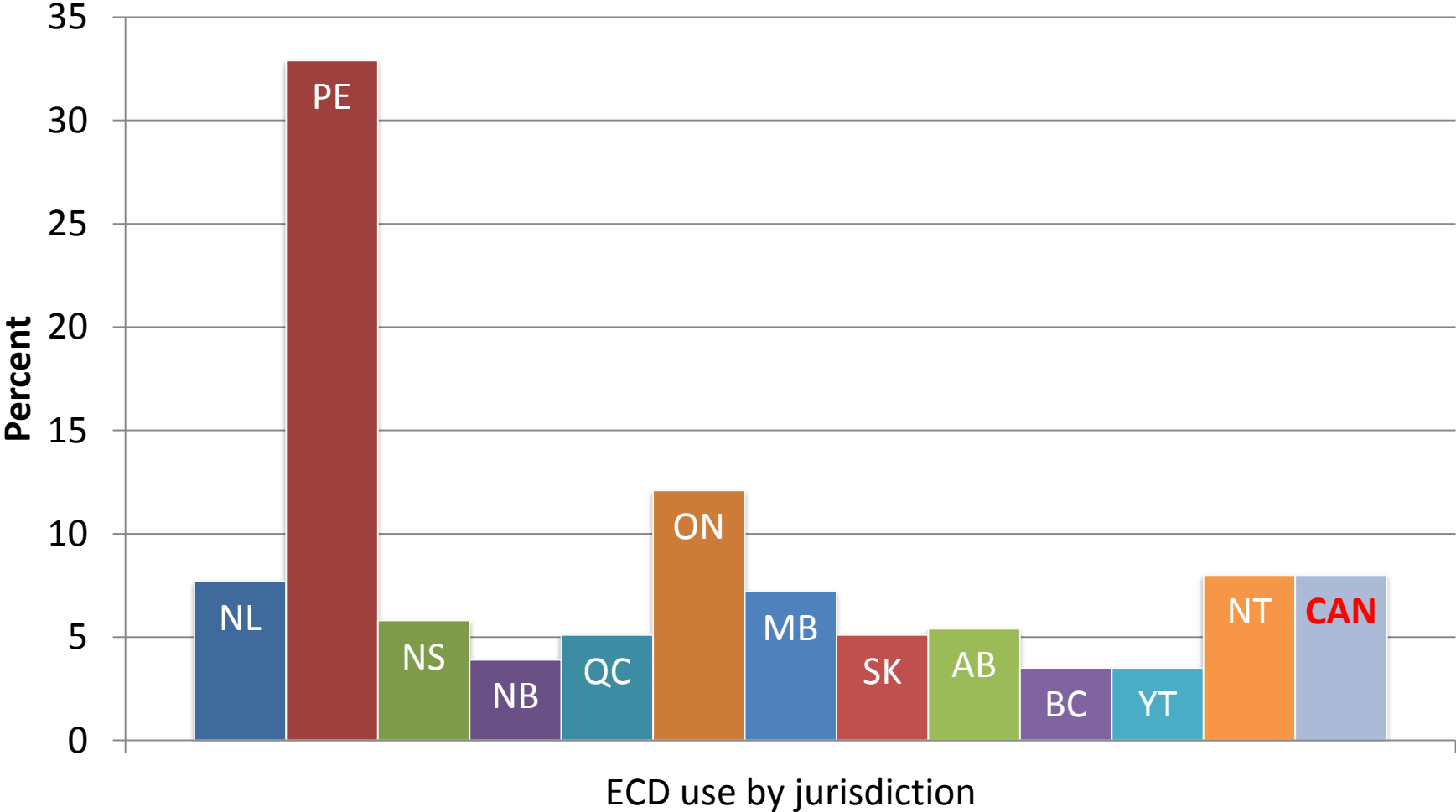
Seat belt use by driver: YES / NO

Seat belt use by front seat passenger: YES / NO

So what did we find?



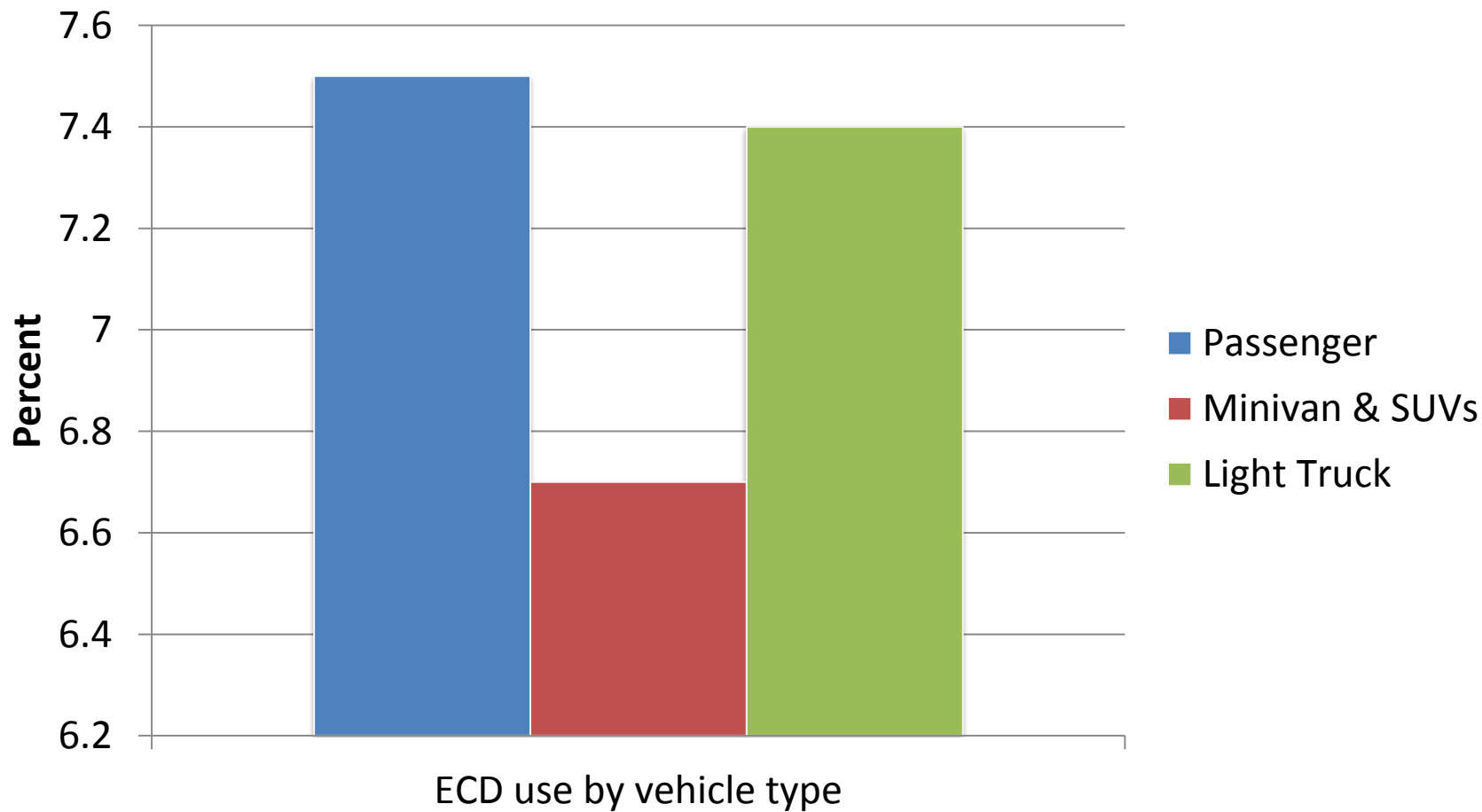
Drivers' ECD use



Drivers' ECD use

Jurisdiction	ECD Usage	Measurement Error	Number of Drivers Observed
NL	7.7%	1.0%	2,054
PE	32.9%	1.4%	1,379
NS	5.8%	0.6%	1,759
NB	3.9%	1.1%	2,569
QC	5.1%	0.8%	21,989
ON	12.1%	1.2%	24,561
MB	7.2%	2.6%	3,076
SK	5.1%	0.5%	4,644
AB	5.4%	0.9%	9,248
BC	3.5%	0.8%	9,641
YT	3.5%	0.3%	995
NT	8.0%	1.1%	626
Canada	8.0%	0.6%	82,541

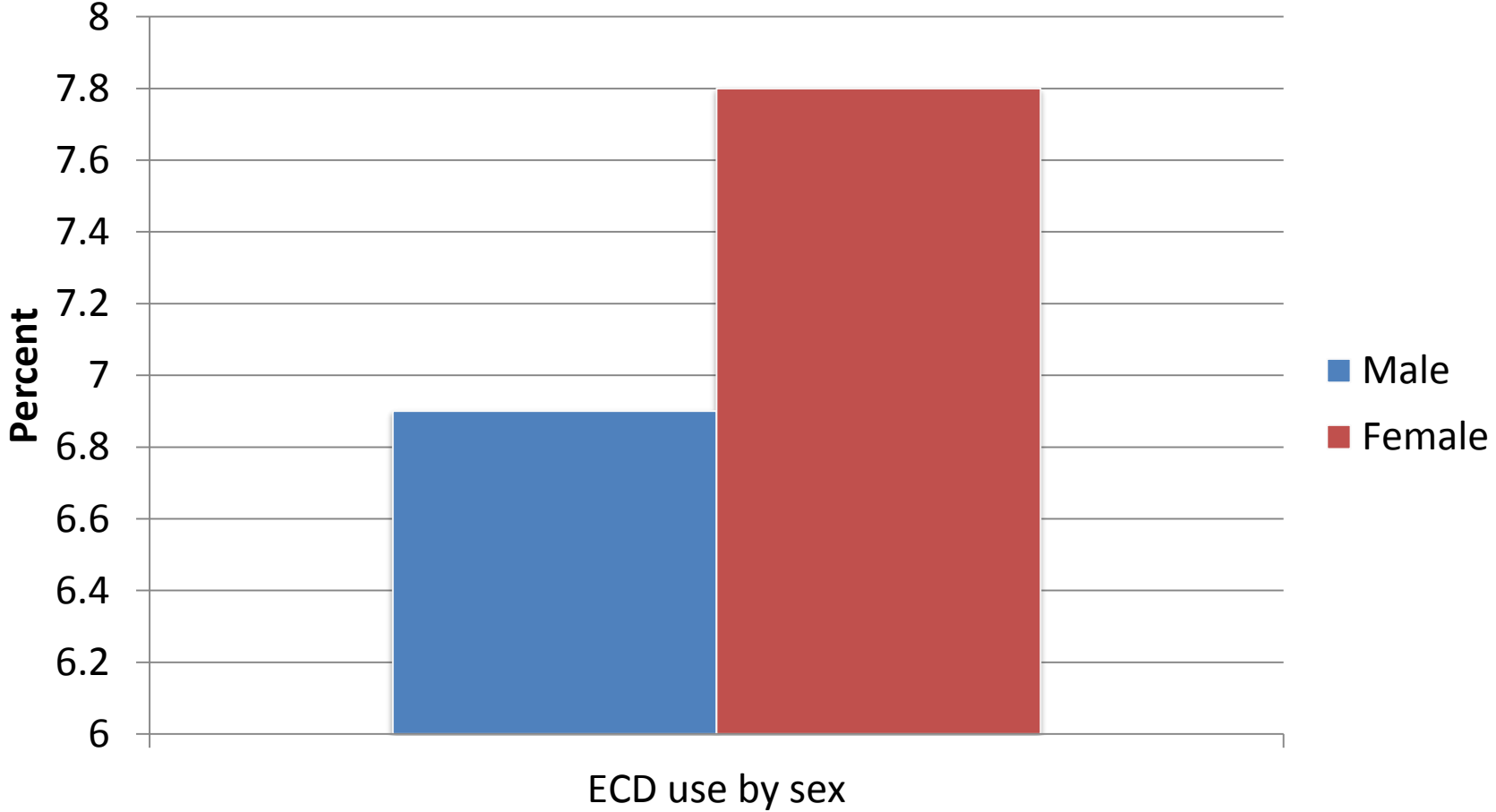
Drivers' ECD use by vehicle type



Drivers' ECD use by vehicle type

Jurisdiction	Passenger cars	Minivans & SUVs	Light Trucks
NL	7.3%	8.7%	9.7%
PE	31.7%	32.5%	36.5%
NS	6.1%	7.6%	6.5%
NB	3.2%	3.8%	2.2%
QC	5.3%	5.4%	6.7%
ON	10.7%	9.0%	9.6%
MB	7.8%	6.1%	4.7%
SK	6.3%	4.6%	2.9%
AB	5.3%	4.6%	5.8%
BC	3.5%	3.3%	4.5%
YT	3.6%	3.7%	2.3%
NT	6.6%	3.6%	10.8%
Canada	7.5%	6.7%	7.4%

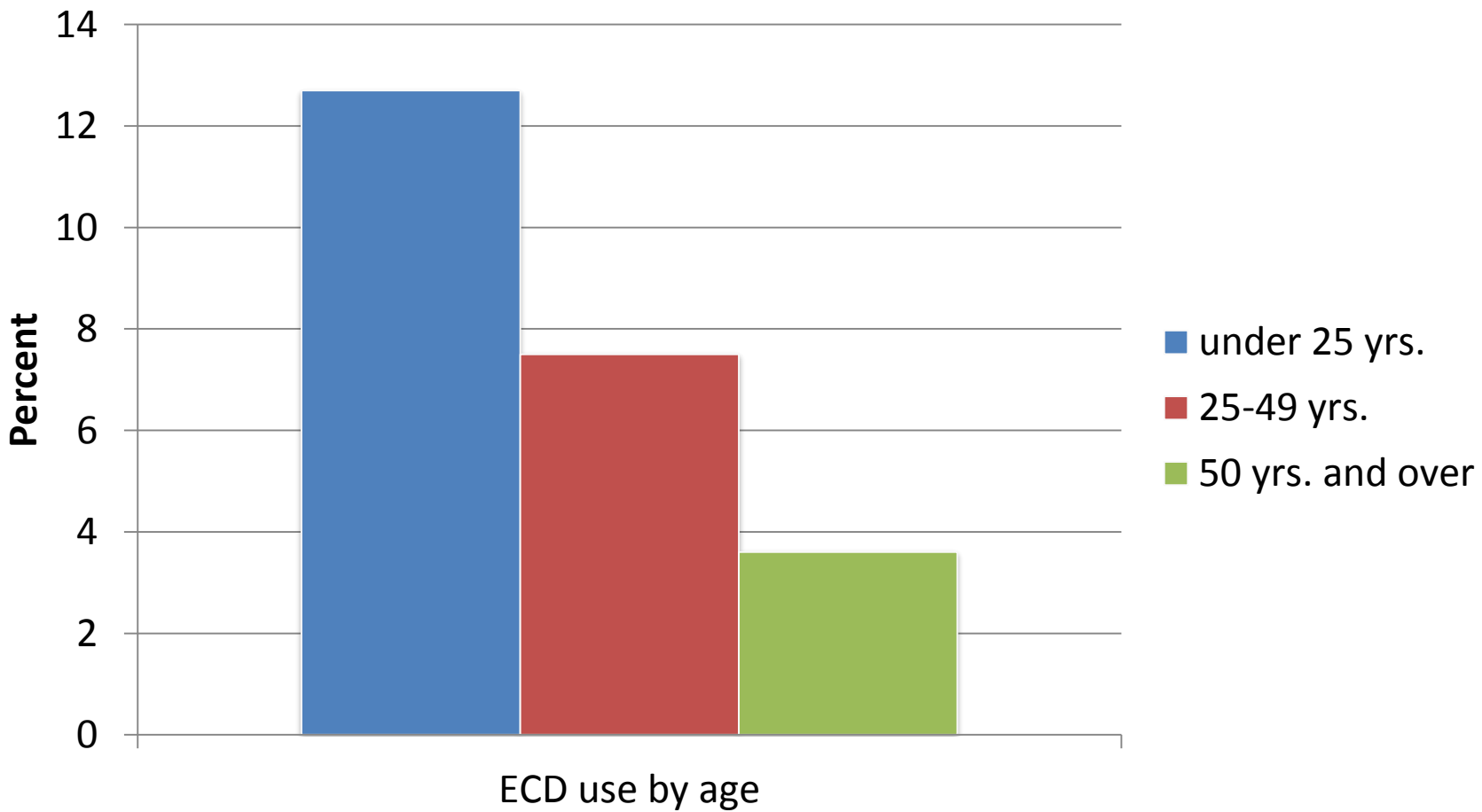
ECD use by sex



Drivers' ECD use by sex

Jurisdiction	Male	Female
NL	7.1%	8.4%
PE	32.9%	33.9%
NS	6.5%	6.3%
NB	2.9%	2.7%
QC	5.3%	5.2%
ON	9.6%	11.3%
MB	6.3%	8.1%
SK	4.7%	5.8%
AB	5.0%	5.4%
BC	3.3%	3.9%
YT	1.8%	4.9%
NT	8.2%	7.5%
Canada	6.9%	7.8%

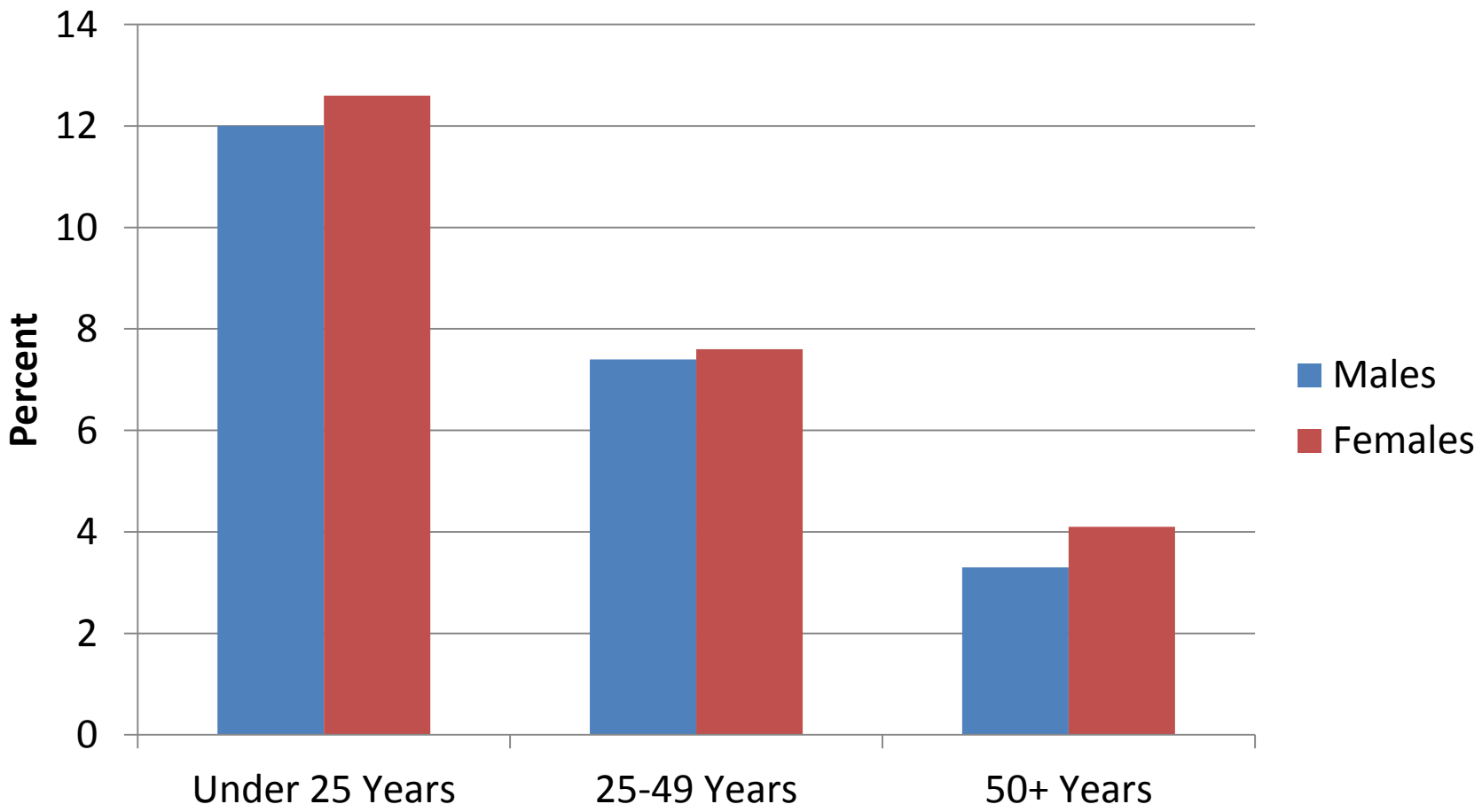
Drivers' ECD use in urban areas by age



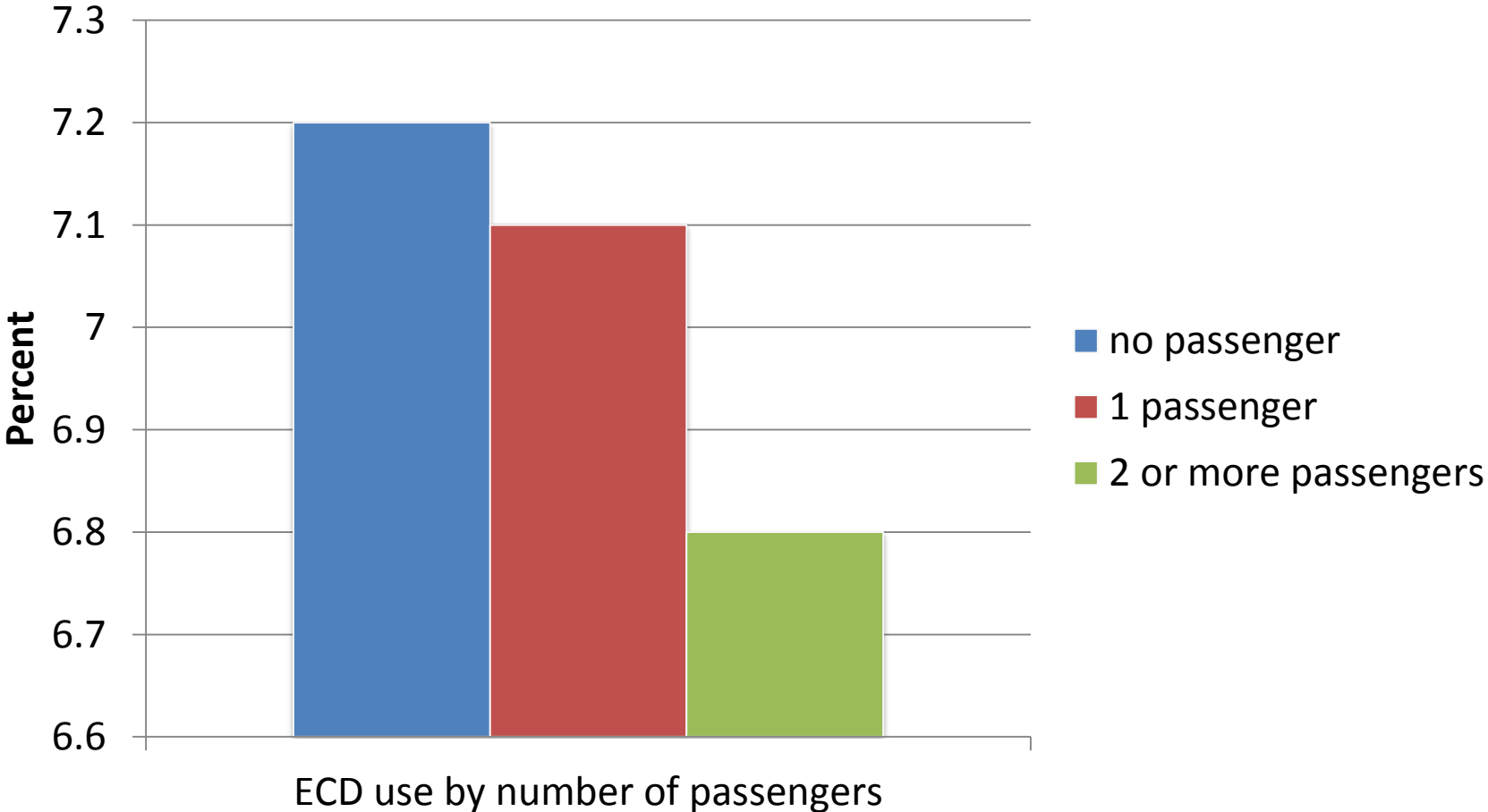
Drivers' ECD use by age

Jurisdiction	Under 25	25 to 49	50 and over
NL	15.3%	7.3%	2.6%
PE	40.2%	40.4%	20.8%
NS	7.5%	7.5%	4.0%
NB	8.8%	2.9%	1.3%
QC	11.6%	5.5%	2.0%
ON	16.3%	10.6%	5.8%
MB	16.3%	6.0%	0.5%
SK	7.6%	4.6%	3.8%
AB	12.6%	5.2%	1.4%
BC	4.5%	4.0%	2.1%
YT	4.3%	3.5%	2.4%
NT	11.5%	7.3%	7.9%
Canada	12.7%	7.5%	3.6%

Drivers' ECD use in urban areas by age and sex



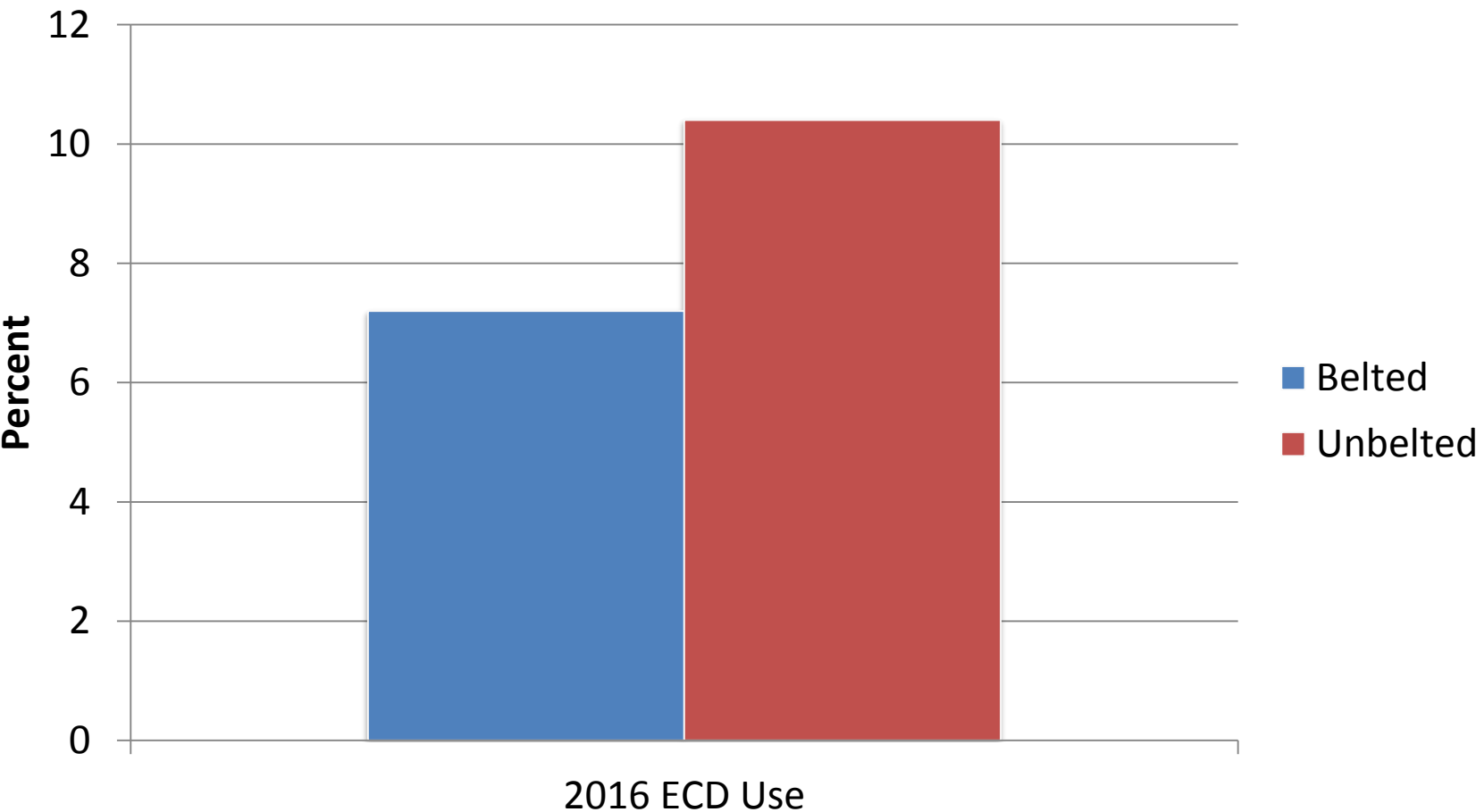
Drivers' ECD use by number of passengers



Drivers' ECD use by number of passengers

Jurisdiction	No passenger	One passenger	Two or more passengers
NL	12.3%	3.4%	2.1%
PE	36.1%	34.0%	20.0%
NS	6.4%	5.5%	7.8%
NB	2.9%	3.6%	4.9%
QC	6.3%	2.8%	3.5%
ON	9.0%	12.4%	11.9%
MB	4.8%	9.6%	4.7%
SK	4.9%	7.6%	2.6%
AB	6.2%	2.0%	2.5%
BC	4.4%	2.0%	1.6%
YT	3.7%	2.2%	4.0%
NT	11.1%	6.6%	10.7%
Canada	7.2%	7.1%	6.8%

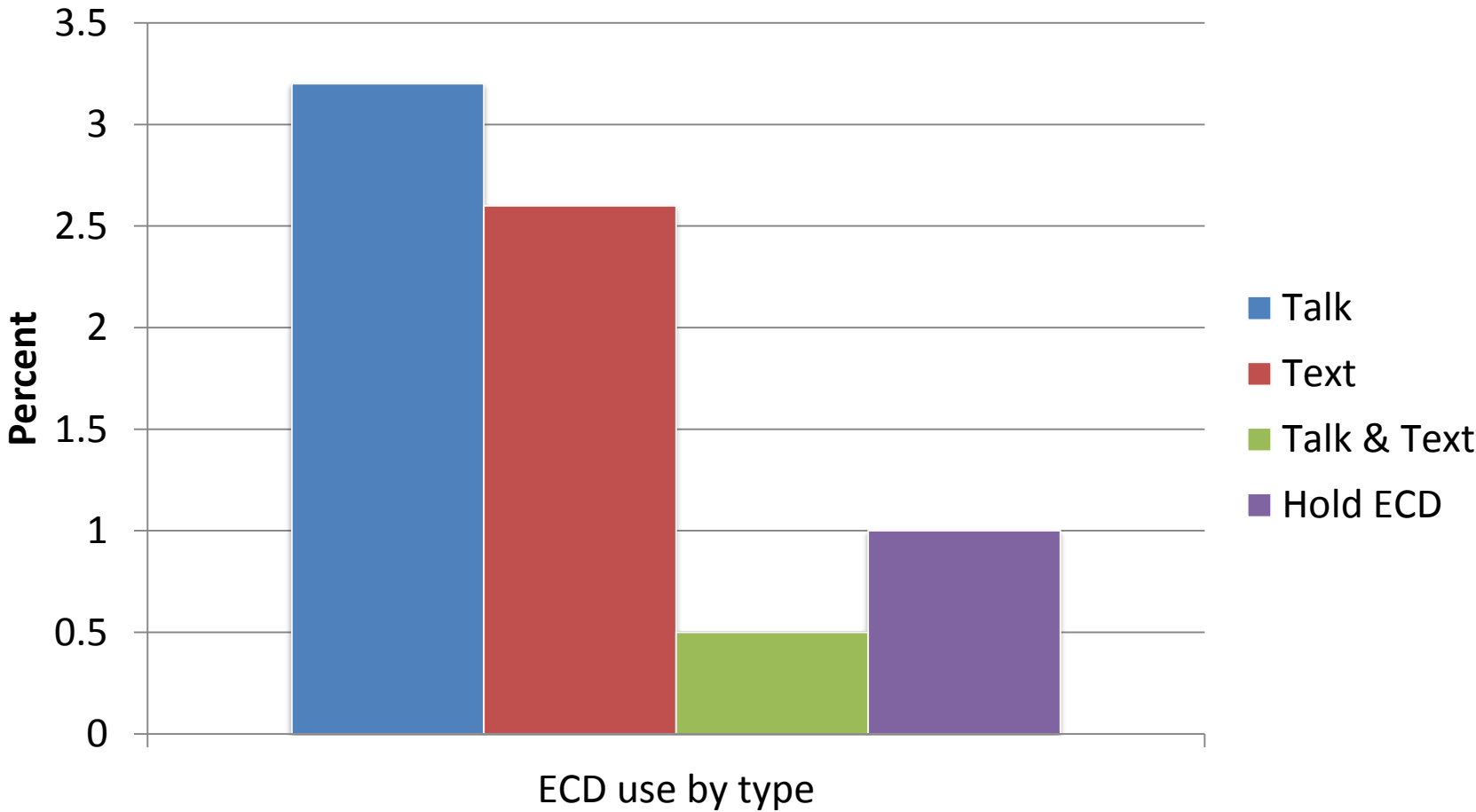
Drivers' ECD use by in urban areas by belt use



Drivers' ECD use by seat belt use

Jurisdiction	Belted	Unbelted
NL	7.5%	11.7%
PE	32.9%	32.5%
NS	6.3%	3.2%
NB	2.8%	26.8%
QC	5.2%	9.6%
ON	10.2%	11.8%
MB	6.3%	38.2%
SK	4.9%	3.5%
AB	4.9%	6.6%
BC	3.5%	3.9%
YT	3.0%	0.0%
NT	7.6%	0.0%
Canada	7.2%	10.4%

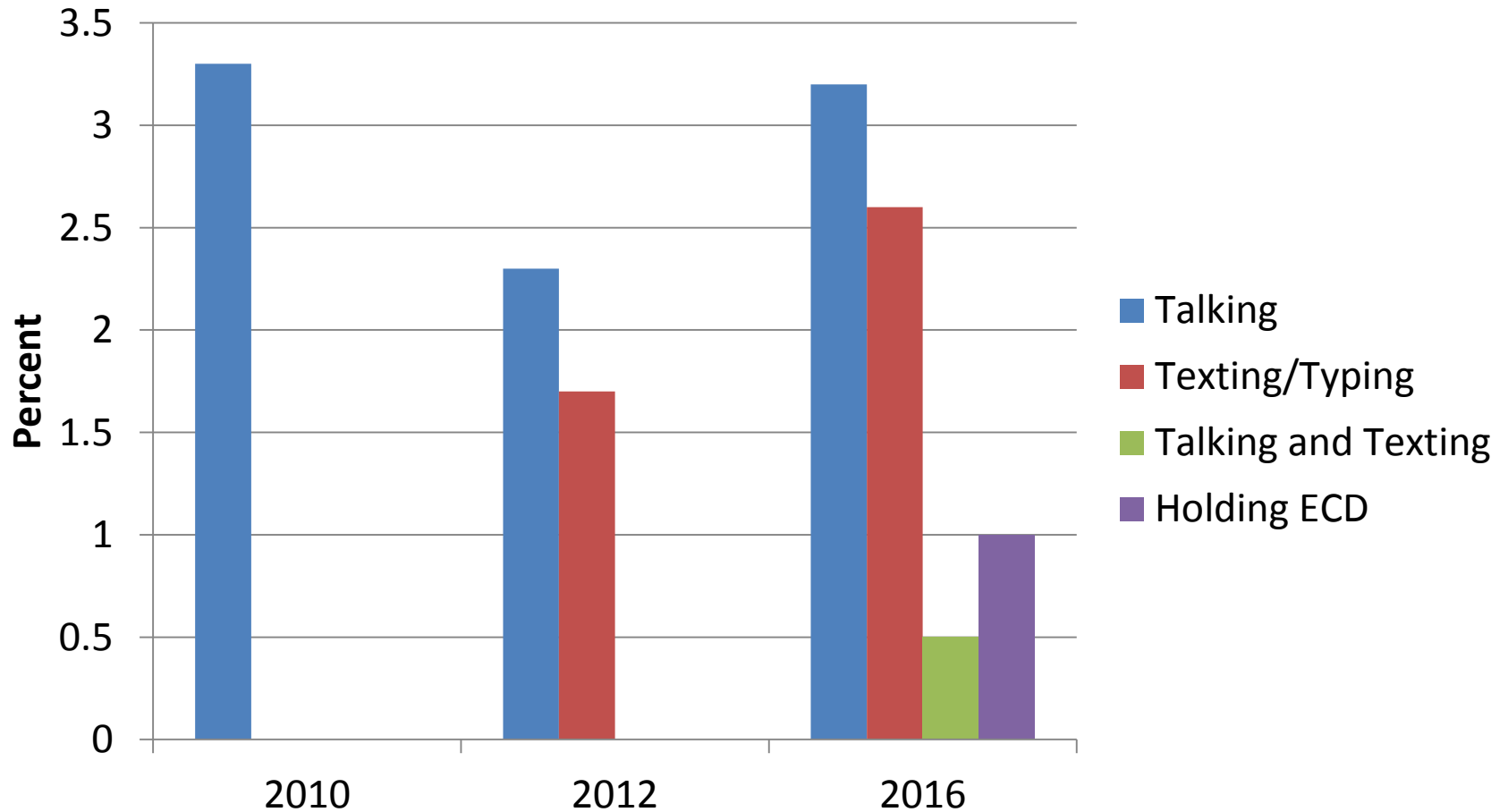
Drivers' ECD use by type



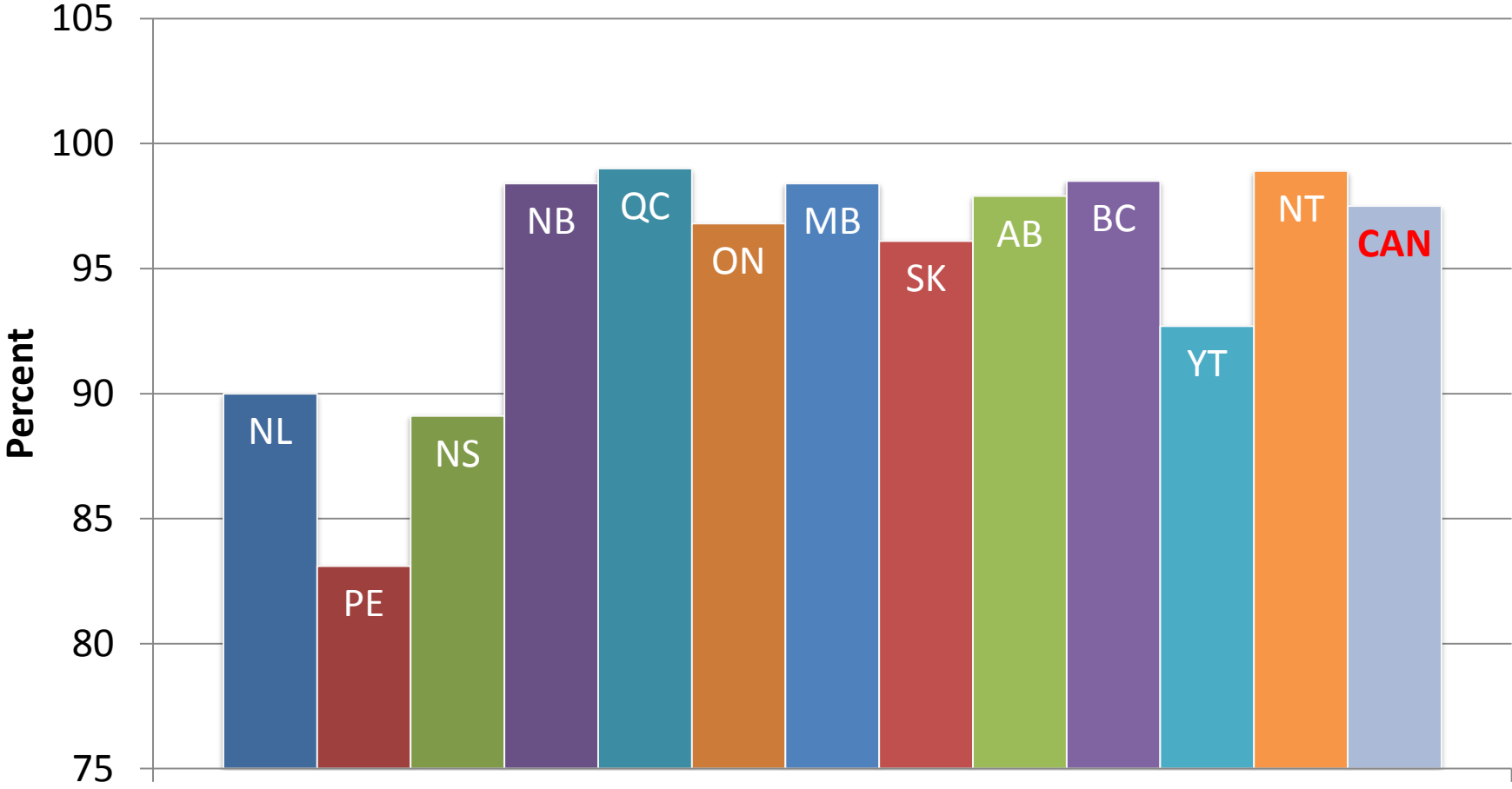
Type of ECD use

	Talking	Texting	Talking & Texting	Holding ECD
Jurisdiction	ECD Usage	ECD Usage	ECD Usage	ECD Usage
NL	2.1%	3.1%	1.4%	0.2%
PE	14.7%	11.2%	1.9%	4.5%
NS	2.8%	1.6%	0.5%	0.4%
NB	1.1%	1.4%	0.0%	0.6%
QC	1.8%	2.3%	0.2%	0.5%
ON	5.1%	3.5%	0.8%	1.5%
MB	2.5%	2.5%	1.3%	0.5%
SK	2.3%	1.9%	0.1%	0.4%
AB	1.2%	1.9%	0.3%	0.8%
BC	1.6%	0.9%	0.1%	0.5%
YT	1.1%	1.7%	0.0%	0.2%
NT	3.9%	3.1%	0.2%	0.3%
Canada	3.2%	2.6%	0.5%	1.0%

Trends in type of ECD use by drivers

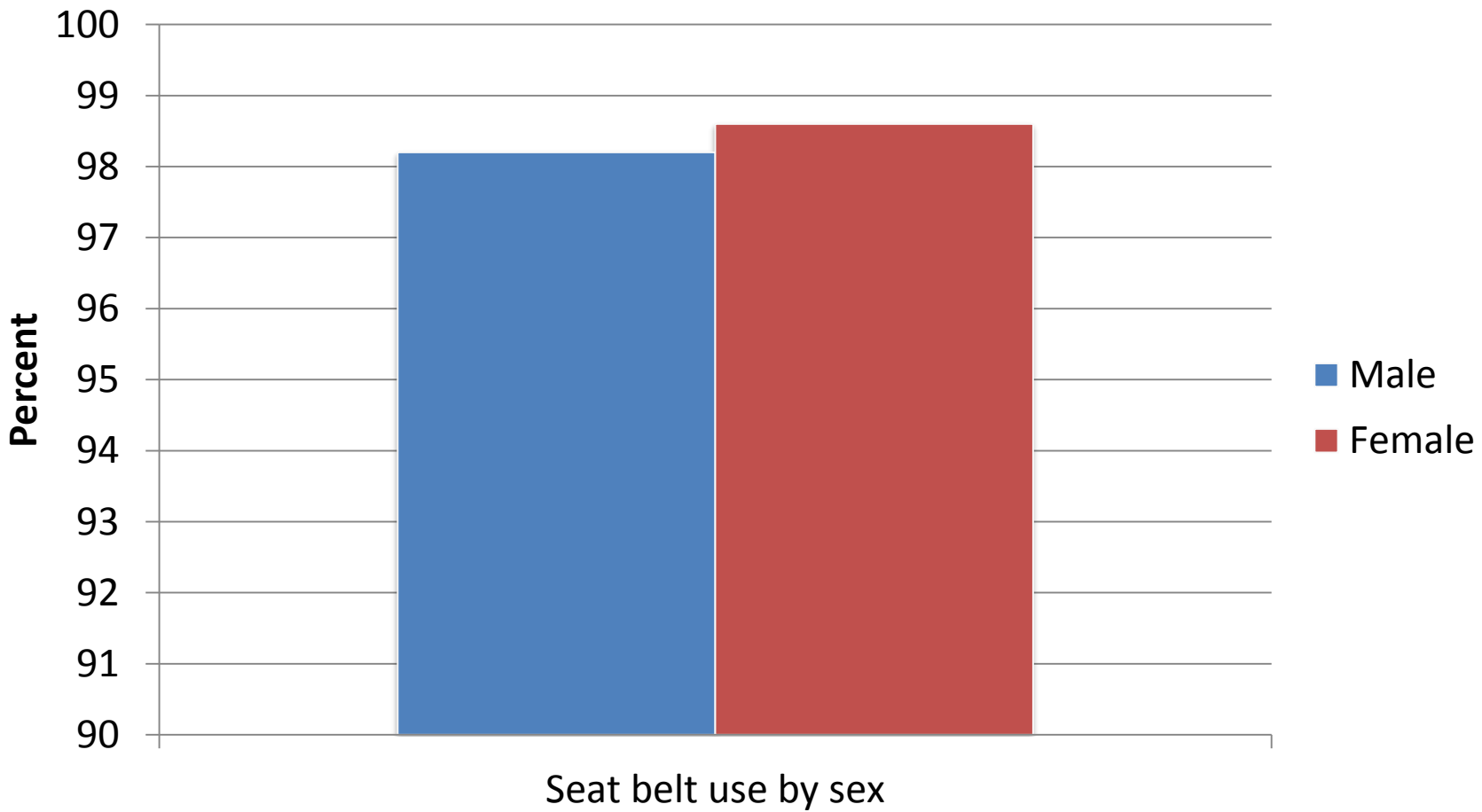


Front seat occupant belt use

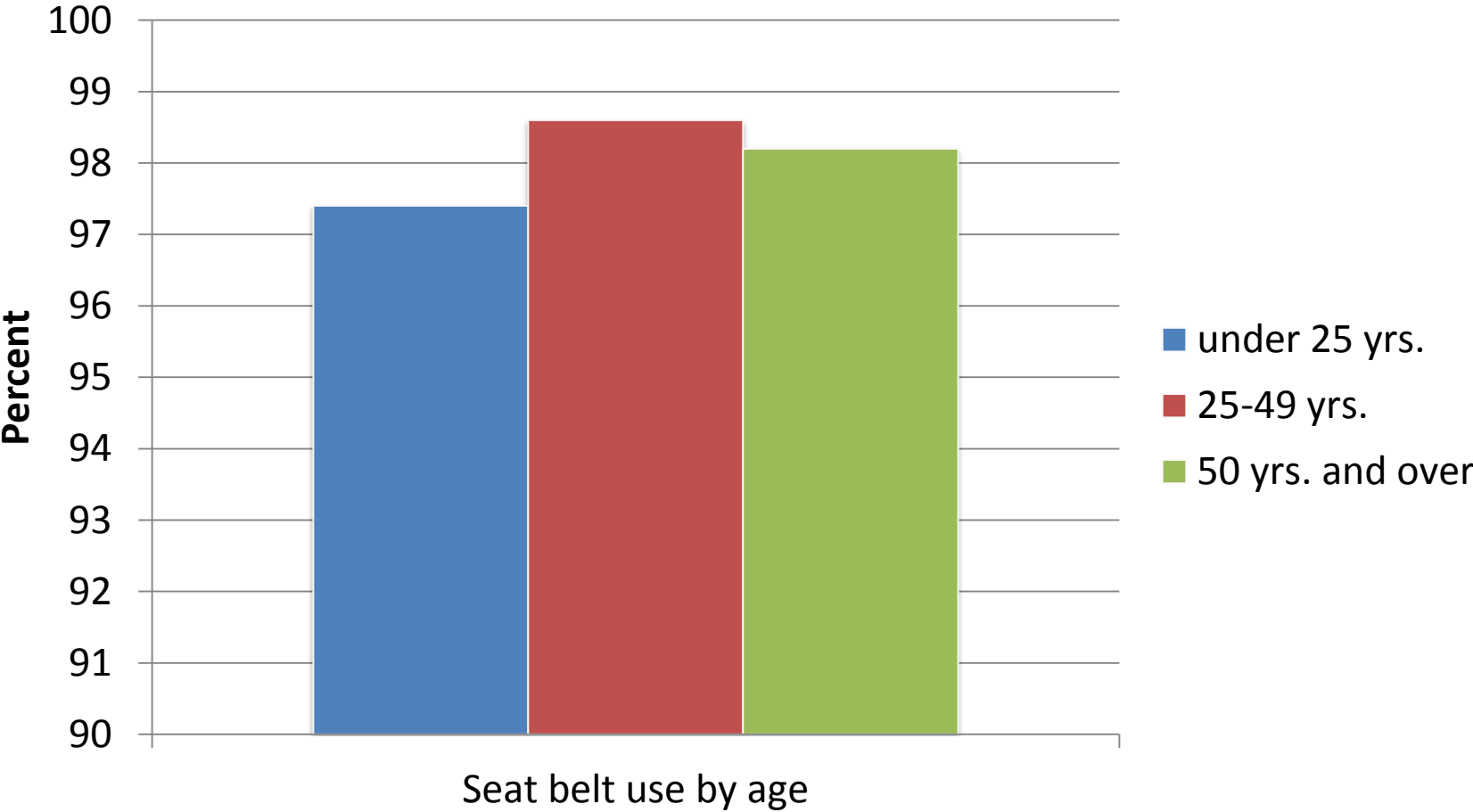


Front seat belt use by jurisdiction

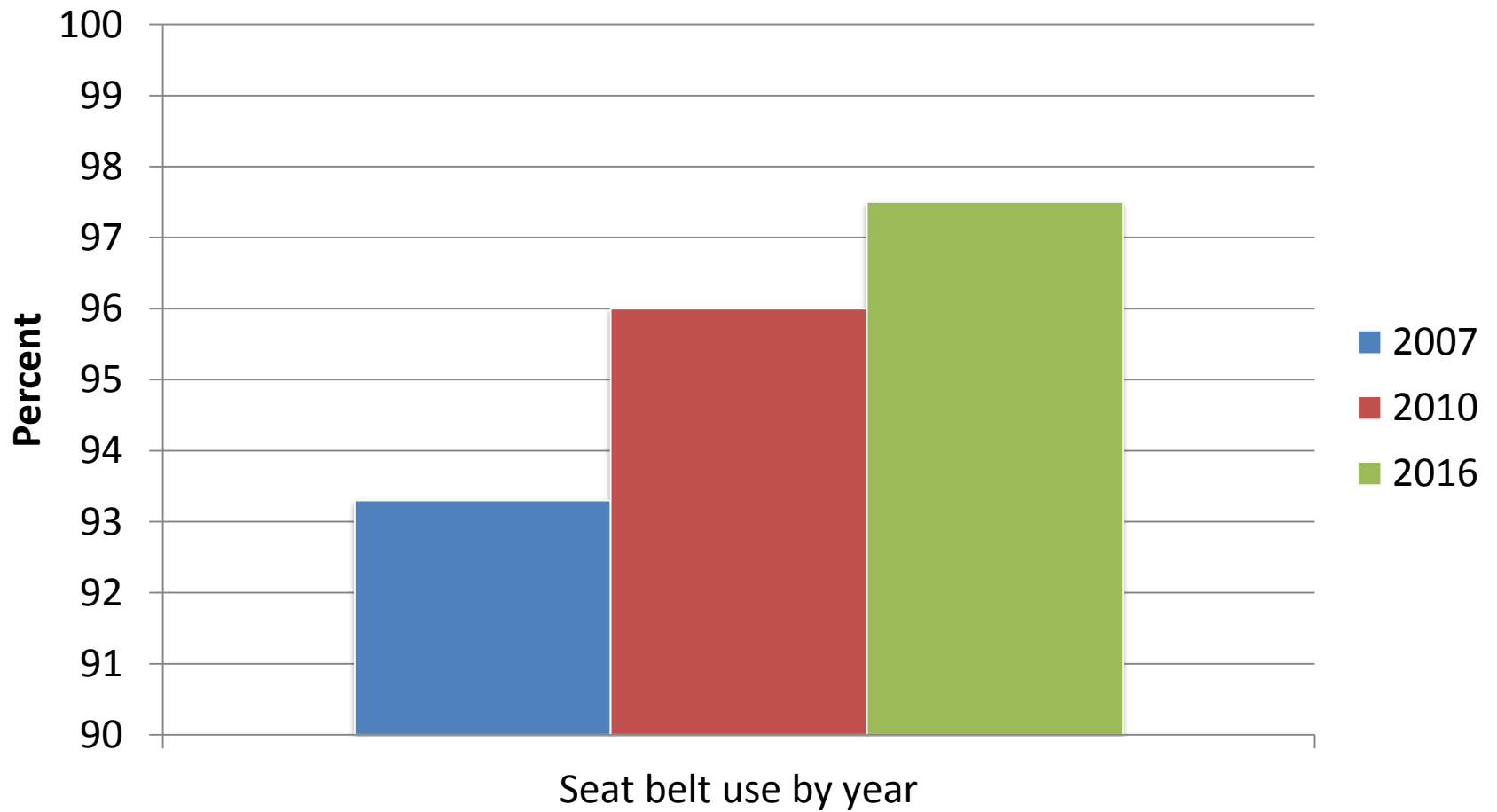
Seat belt use by sex



Seat belt use by age



Trends in seat belt use



Trends in seat belt use

Jurisdiction	Seat Belt Usage		
	2007	2010	2016
NL	87.2%	93.7%	90.0%
PE	98.6%	92.0%	83.1%
NS	93.2%	90.6%	89.1%
NB	93.3%	95.9%	98.4%
QC	93.4%	97.1%	99.0%
ON	93.7%	96.2%	96.8%
MB	89.9%	94.9%	98.4%
SK	95.5%	98.0%	96.1%
AB	89.7%	92.5%	97.9%
BC	95.4%	97.7%	98.5%
YT	85.6%	84.4%	92.7%
NT	90.2%	93.5%	98.9%
Canada	93.3%	96.0%	97.5%

Summary

- Driver ECD use was 8% in 2016 urban survey, including talking, texting, talking/texting, and holding ECD
- ECD use was somewhat higher for:
 - Women
 - Young drivers under 25
 - Drivers of passenger cars and light trucks
 - Fewer than two passengers in vehicle
 - Drivers not wearing seat belt

Summary

- ECD was used more often by drivers for talking than texting
- Talking on ECD decreased from 2010 to 2013 but increased in 2016 back to 2010 level
- Texting increased in 2016 compared to 2013
- Seat belt use has increased slightly to 97.5% and does not vary much by age and sex
- Planning rural ECD use survey for Sept 2017