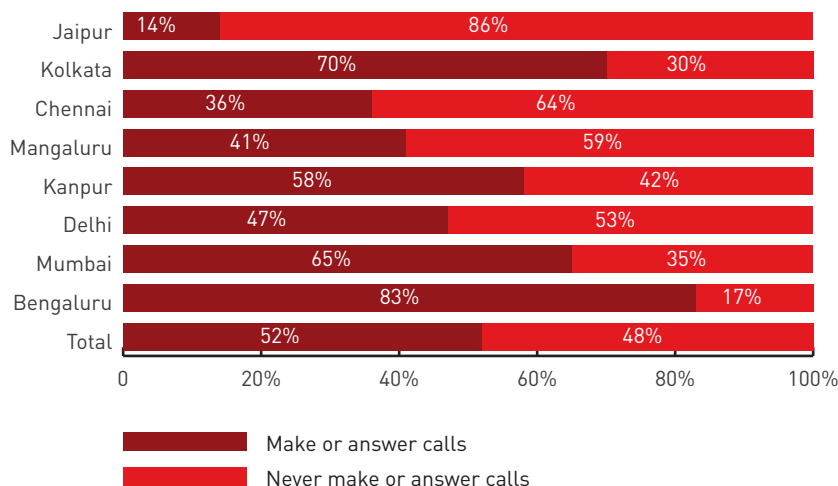






INFO SHEET- DISTRACTED DRIVING IN INDIA: A STUDY ON MOBILE PHONE USAGE, PATTERN AND BEHAVIOUR

Sample Size: 1749
Survey Period: Aug-Sept, 2016

Proportion of respondents who use mobile phones while driving for either making or answering calls by cities



Purpose of answering calls while driving by typology

In what situations do you generally answer a call?	 (n=220)	 (n=223)	 (n=170)	 (n=215)	Average of total
Anytime because I don't feel unsafe to do so	18%	18%	16%	11%	16%
During non-stressful traffic conditions	32%	26%	39%	21%	29%
Travelling at a low speed	34%	40%	32%	39%	36%
Boredom	7%	10%	9%	17%	11%
In need of direction & other information	22%	24%	28%	29%	26%
No police officers in sight	15%	17%	19%	7%	14%
Tired ("Talking keeps me awake")	11%	11%	9%	9%	10%
If it is a work-related call	40%	40%	36%	46%	41%
If it is a personal call	36%	30%	32%	27%	31%
Others	3%	2%	5%	2%	3%

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47%

PEOPLE RECEIVE CALLS ON THEIR PHONE WHILE DRIVING



41%

PEOPLE USE PHONES FOR WORK-RELATED PURPOSES WHILE DRIVING



60%

PEOPLE DO NOT STOP AT A SAFE LOCATION BEFORE ANSWERING CALLS



20%

PEOPLE HAVE HAD A NEAR-MISS OR A CRASH DUE TO USE OF MOBILE PHONE WHILE DRIVING



68%

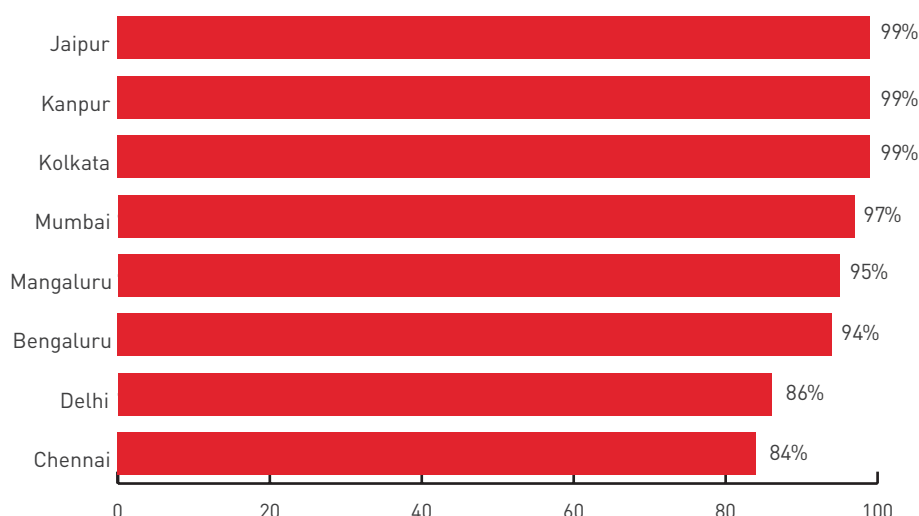
PEOPLE SUPPORT THE USE OF ENFORCEMENT CAMERAS TO APPREHEND DRIVERS USING MOBILE PHONES WHILE DRIVING







INFO SHEET- DISTRACTED DRIVING IN INDIA: A STUDY ON MOBILE PHONE USAGE, PATTERN AND BEHAVIOUR

Sample Size: 1749
Survey Period: Aug-Sept, 2016

Proportion of respondents who think that using mobile phone while driving is dangerous by cities



Proportion of respondents by different ways of driving while talking on the mobile phone by typology

Different ways of driving when talking while driving				
Drive slower	89%	88%	85%	82%
Change lanes less frequently	71%	79%	65%	61%
Look in rear or side view mirrors more frequently	57%	63%	48%	56%
Use turn signal less regularly	54%	56%	55%	31%
Use turn signal more regularly	38%	43%	25%	50%
Look in rear or side view mirrors less frequently	42%	35%	48%	34%
Apply the brakes suddenly	27%	26%	28%	44%
Change lanes more frequently	22%	19%	24%	19%
Drive faster	16%	16%	23%	4%
Others	4%	2%	3%	1%

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94%

PEOPLE BELIEVE THAT USE OF MOBILE PHONES WHILE DRIVING IS DANGEROUS



96%

PEOPLE FEEL UNSAFE AS PASSENGERS IF THE DRIVER WAS USING A MOBILE PHONE WHILE DRIVING

34%

PEOPLE TEND TO APPLY SUDDEN BRAKES WHEN TALKING ON THE PHONE WHILE DRIVING



For distraction-free driving, download the Vodafone-SaveLIFE Foundation 'Road Safe' mobile App.

SMS 'Road Safe' to 542423

