5th conference
Transport Solutions:
from Research to Deployment
Innovate Mobility, Mobilise Innovation!
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Attitudes of Greek drivers towards mobile phone use while driving

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Objectives of the study

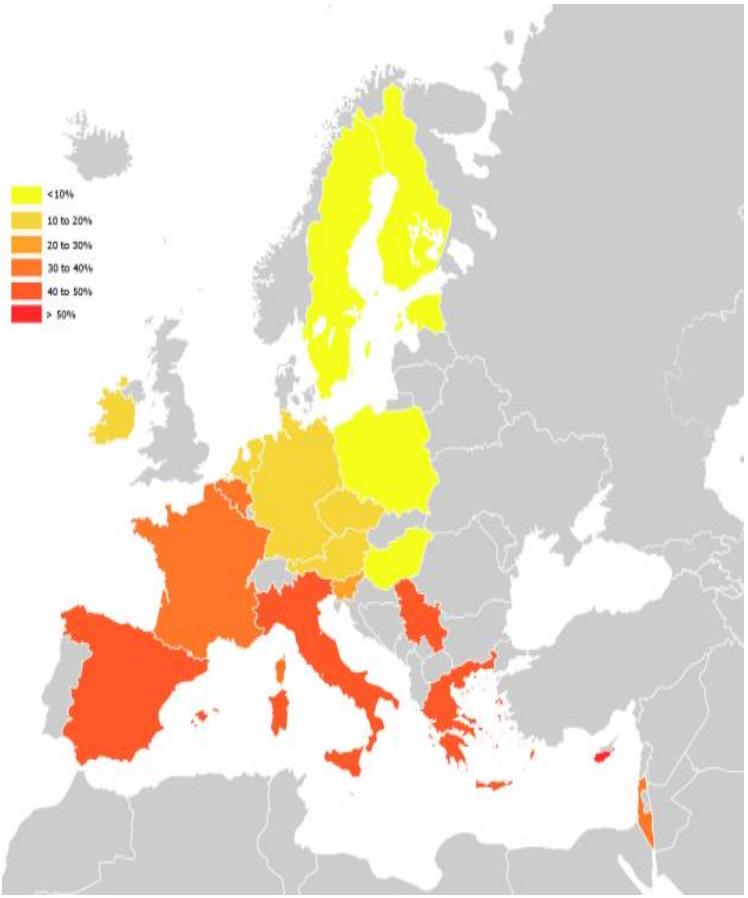
- Investigate the attitudes of Greek car drivers
- Find patterns in the data
- Create groups according to attitudes
- Focus on mobile phone use while driving

Background

- Previous findings
  - Mobile phone use while driving is considered as a dangerous activity
  - However, a large proportion of drivers use the mobile phone while driving
  - Those drivers are prone to aggressive driving
- Limitations
  - Further research is needed by means of a national sample

Data

- SARTRE-4 survey
  - 19 countries
  - 21,280 respondents
  - Extensive questionnaire
- Greek sample
  - 1,000 respondents
  - 602 drivers

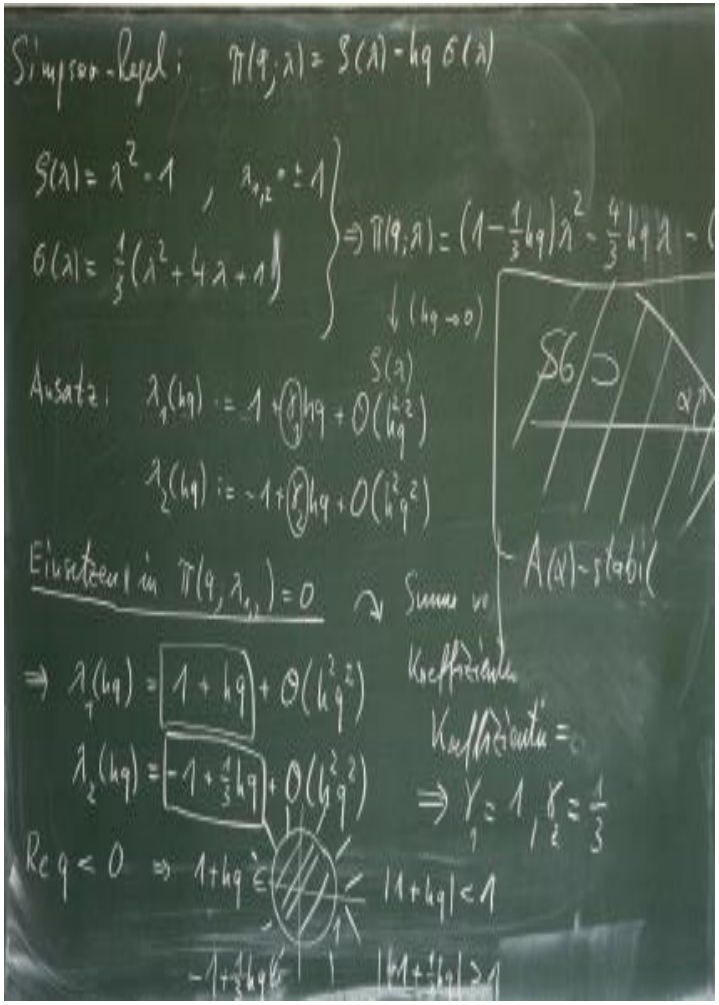


Methodology

- Factor analysis
  - Understanding the structure of a large set of variables
  - Grouping parameters reflecting drivers' attitudes
  - Reducing the dataset to a more manageable size
  - Minimize loss of information
- Cluster analysis
  - Group drivers into meaningful groups (clusters) on the basis of attitudes

Results (1)

- Factor analysis
  - 21 initial variables
  - 7 produced factors
  - 64% of information is retained
  - Factor score is calculated



Results (2)

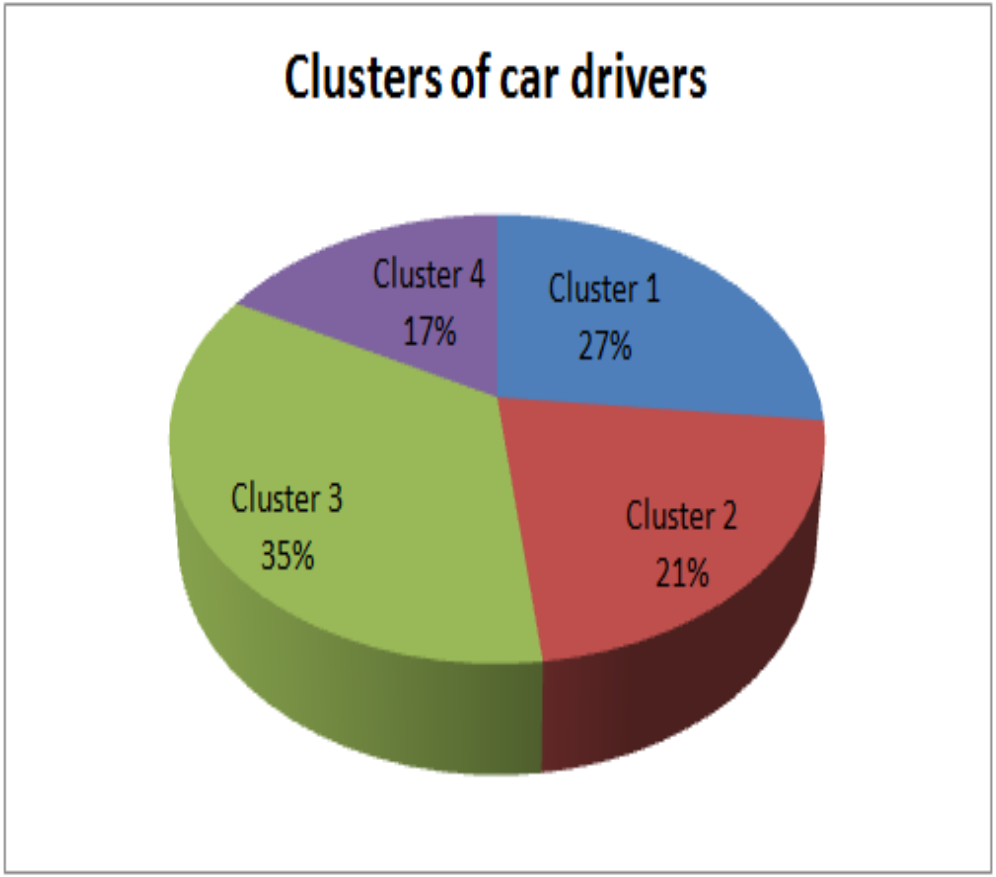
- Summary of factors
  - **Factor 1**: Level of safety in Greece, perception of other drivers' speeding above speed limits
  - **Factor 2**: Mobile phone use, driving above speed limits, driving through amber light
  - **Factor 3**: Attitudes towards road safety measures and penalties (e.g. phone use, speeding offences)
  - **Factor 4**: Past accident involvement, fatigue driving, probability of speed checking

Results (3)

- Summary of factors (continue)
  - **Factor 5**: Frequency of mobile phone use in driving and its association with accident risk
  - **Factor 6**: Following too closely the vehicle in front, giving way to pedestrians
  - **Factor 7**: Age, frequency of hand free phone use while driving

Results (4)

- Cluster analysis
  - Based on factor scores
  - 4 clusters of car drivers



Results (5)

- Summary of clusters
  - **Cluster 1**: Mainly older drivers who are neutral towards penalties, believe that mobile phone use increases the risk of accident but they occasionally use it
  - **Cluster 2**: Drivers with moderate driving behaviour but strongly disagree with more severe penalties for mobile phone use and speeding

Results (6)

- Summary of clusters (continue)
  - **Cluster 3**: They support penalties, less likely to talk on the phone when they feel tired, less likely to make or answer a call but have reported a past accident involvement
  - **Cluster 4**: Mainly young inexperienced drivers with risky behaviour and past accident involvement, likely to use the mobile phone although they consider it dangerous

Results (7)

- Driver labels
  - Cluster 1: “Cautious”
  - Cluster 2: “Moderate”
  - Cluster 3: “Conservative”
  - Cluster 4: “Risky”

Conclusions (1)

- A large proportion of drivers use mobile phone while driving
- However, they considered to be a risky activity
- Younger drivers are more likely to use the mobile phone than older ones

Conclusions (2)

- Attitudes towards various measures and penalties show strong variation
- Need to test observed versus declared behaviour
- Attitudes and perceptions should be linked to accidents and fatalities

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