

**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 1

**Q.11 How often, if ever, do you notice other drivers using hand-held mobile telephones while they are driving?****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
On every journey	5211 25%	3946 30%	1265 17%	62 17%	321 16%	704 23%	1200 26%	1647 28%	1277 26%	389 21%	195 25%	550 26%	432 27%	425 26%	450 28%	275 29%	351 24%	465 29%	1099 25%	493 20%	87 23%	2240 23%	1602 23%	1006 33%	363 28%
On some journeys	10107 48%	5703 43%	4404 58%	228 61%	1206 60%	1672 54%	2252 48%	2537 44%	2210 44%	1017 54%	362 47%	981 47%	724 45%	783 48%	728 45%	404 43%	718 49%	712 44%	2142 48%	1330 53%	206 54%	4946 51%	3448 50%	1162 39%	551 43%
On most journeys	5412 26%	3522 27%	1890 25%	76 20%	425 21%	698 22%	1189 25%	1576 27%	1448 29%	441 24%	209 27%	531 26%	450 28%	407 25%	441 27%	251 27%	378 26%	419 26%	1163 26%	631 25%	91 24%	2475 25%	1765 26%	823 27%	349 27%
Never	206 1%	114 1%	92 1%	9 2%	48 2%	40 1%	31 1%	29 1%	49 1%	24 1%	6 1%	16 1%	13 1%	17 1%	15 1%	9 1%	8 1%	17 1%	48 1%	33 1%	- -	83 1%	80 1%	26 1%	17 1%

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Absolutes/col percents

Table 2

**Q.12 Do you think driving whilst using a mobile/texting is more serious, less serious, or about as serious as...?****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
<b>Speeding</b>																									
More serious	9186	6786	2400	142	755	1231	1920	2670	2467	781	362	900	704	734	725	430	647	701	1971	1075	156	4354	2869	1399	564
	44%	51%	31%	38%	38%	40%	41%	46%	49%	42%	47%	43%	43%	45%	44%	46%	44%	43%	44%	43%	41%	45%	42%	46%	44%
About as serious	9937	5258	4679	186	1005	1597	2352	2687	2109	902	353	998	795	754	755	425	684	759	2129	1196	187	4563	3424	1345	605
	47%	40%	61%	50%	50%	51%	50%	46%	42%	48%	46%	48%	49%	46%	46%	45%	47%	47%	48%	48%	49%	47%	50%	45%	47%
Less serious	1813	1241	572	47	240	286	400	432	408	188	57	180	120	144	154	84	124	153	352	216	41	827	602	273	111
	9%	9%	7%	13%	12%	9%	9%	7%	8%	10%	7%	9%	7%	9%	9%	9%	9%	9%	8%	9%	11%	8%	9%	9%	9%
<b>Drink or drug driving</b>																									
More serious	2308	1638	670	37	156	271	404	584	856	203	82	230	168	193	195	112	119	206	502	252	46	917	651	506	234
	11%	12%	9%	10%	8%	9%	9%	10%	17%	11%	11%	11%	10%	12%	12%	12%	8%	13%	11%	10%	12%	9%	9%	17%	18%
About as serious	9208	5153	4055	131	772	1381	2176	2697	2050	792	345	897	730	699	719	392	714	679	1975	1123	143	4152	3151	1312	593
	44%	39%	53%	35%	39%	44%	47%	47%	41%	42%	45%	43%	45%	43%	44%	42%	49%	42%	44%	45%	37%	43%	46%	43%	46%
Less serious	9420	6494	2926	207	1072	1462	2092	2508	2078	876	345	951	721	740	720	435	622	728	1975	1112	195	4675	3093	1199	453
	45%	49%	38%	55%	54%	47%	45%	43%	42%	47%	45%	46%	45%	45%	44%	46%	43%	45%	44%	45%	51%	48%	45%	40%	35%
<b>Poor parking</b>																									
More serious	12781	8005	4776	245	1319	1959	2892	3587	2778	1128	446	1229	977	979	987	558	955	1004	2763	1538	217	6225	4321	1589	646
	61%	60%	62%	65%	66%	63%	62%	62%	56%	60%	58%	59%	60%	60%	60%	59%	66%	62%	62%	62%	57%	64%	63%	53%	50%
About as serious	1708	1112	596	25	166	260	362	434	461	167	71	161	147	131	133	70	103	129	367	189	40	652	567	343	146
	8%	8%	8%	7%	8%	8%	8%	7%	9%	9%	9%	9%	9%	8%	8%	7%	7%	8%	8%	8%	10%	7%	8%	11%	11%
Less serious	6447	4168	2279	105	515	895	1418	1768	1745	576	255	688	495	522	514	311	397	480	1322	760	127	2867	2007	1085	488
	31%	31%	30%	28%	26%	29%	30%	31%	35%	31%	33%	33%	31%	32%	31%	33%	27%	30%	30%	31%	33%	29%	29%	36%	38%

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Table 3

**Q.13 If you have ever used a hand-held mobile device while driving, did it do any of the following?****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Distract you from driving	5211 25%	3694 28%	1517 20%	125 33%	716 36%	1034 33%	1329 28%	1219 21%	788 16%	488 26%	190 25%	511 25%	394 24%	401 25%	405 25%	208 22%	341 23%	439 27%	1111 25%	607 24%	116 30%	2514 26%	1686 24%	745 25%	266 21%
Make you forgot where you have driven	758 4%	623 5%	135 2%	17 5%	92 5%	158 5%	195 4%	194 3%	102 2%	57 3%	19 2%	75 4%	72 4%	61 4%	71 4%	33 4%	57 4%	71 4%	161 4%	61 2%	20 5%	354 4%	235 3%	131 4%	38 3%
Cause any near-misses	529 3%	383 3%	146 2%	33 9%	109 5%	124 4%	128 3%	80 1%	55 1%	51 3%	15 2%	61 3%	42 3%	48 3%	52 3%	18 2%	20 1%	59 4%	88 2%	60 2%	15 4%	239 2%	173 3%	87 3%	30 2%
Cause an actual accident	63 *	48 *	15 *	1 *	11 1%	14 *	17 *	7 *	13 *	2 *	- *	9 *	4 *	4 *	3 *	4 *	3 *	14 1%	12 *	6 *	2 1%	31 *	17 *	11 *	4 *
None of the above	3183 15%	2185 16%	998 13%	58 15%	352 18%	532 17%	743 16%	888 15%	609 12%	275 15%	107 14%	287 14%	233 14%	224 14%	239 15%	134 14%	231 16%	289 18%	706 16%	384 15%	74 19%	1500 15%	1073 16%	450 15%	160 13%
I've never used a hand-held mobile device while driving	12183 58%	7145 54%	5038 66%	185 49%	886 44%	1465 47%	2520 54%	3587 62%	3539 71%	1083 58%	468 61%	1248 60%	956 59%	979 60%	954 58%	582 62%	856 59%	842 52%	2560 58%	1469 59%	186 48%	5563 57%	4026 58%	1758 58%	836 65%

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Table 4  
**Q.14 To what extent do you agree or disagree with the following statements?**  
**Summary**  
**Base: All respondents**

	Statements			
	It can be tempting to take or receive a call on a hand-held mobile telephone whilst driving, and I can understand why some people do it	I cannot bring myself to turn my mobile telephone off before driving	Mobile devices have become such a key part of modern life that it is pointless having a law banning their use while driving	I feel I will be caught by the police if I use my phone/mobile device while driving
Base	20936	20936	20936	20936
NET: Agree	11285 54%	7184 34%	1560 7%	10429 50%
Strongly agree (+2)	1796 9%	1728 8%	542 3%	3806 18%
Agree a little (+1)	9489 45%	5456 26%	1018 5%	6623 32%
Neither agree nor disagree (0)	1646 8%	4303 21%	1262 6%	4787 23%
Disagree a little (-1)	3599 17%	4036 19%	5065 24%	3109 15%
Strongly disagree (-2)	4246 20%	5160 25%	12936 62%	1923 9%
NET: Disagree	7845 37%	9196 44%	18001 86%	5032 24%
Don't know	160 1%	253 1%	113 1%	688 3%
Mean	0.05	-0.26	-1.38	0.36
Standard deviation	1.34	1.31	0.98	1.22

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Absolutes/col percents

Table 5

**Q.14 To what extent do you agree or disagree with the following statements?****It can be tempting to take or receive a call on a hand-held mobile telephone whilst driving, and I can understand why some people do it****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
NET: Agree	11285	7462	3823	227	1219	1769	2584	2997	2489	1053	401	1141	859	846	872	486	767	960	2351	1301	248	5309	3710	1624	642
	54%	56%	50%	61%	61%	57%	55%	52%	50%	56%	52%	55%	53%	52%	53%	52%	53%	60%	53%	52%	65%	54%	54%	54%	50%
Strongly agree	(+2) 1796	1310	486	45	200	287	412	480	372	165	73	180	138	144	151	83	109	145	363	200	45	749	544	345	158
	9%	10%	6%	12%	10%	9%	9%	8%	7%	9%	9%	9%	9%	9%	9%	7%	9%	9%	8%	8%	12%	8%	8%	11%	12%
Agree a little	(+1) 9489	6152	3337	182	1019	1482	2172	2517	2117	888	328	961	721	702	721	403	658	815	1988	1101	203	4560	3166	1279	484
	45%	46%	44%	49%	51%	48%	46%	43%	42%	47%	42%	46%	45%	43%	44%	43%	45%	51%	45%	44%	53%	47%	46%	42%	38%
Neither agree nor disagree	(0) 1646	1034	612	33	166	265	381	436	363	134	61	158	117	131	135	79	116	127	368	197	23	757	558	236	95
	8%	8%	8%	9%	8%	9%	8%	8%	7%	7%	8%	8%	7%	8%	8%	8%	8%	8%	8%	8%	6%	8%	8%	8%	7%
Disagree a little	(-1) 3599	2030	1569	56	323	562	767	1017	874	316	156	319	290	288	274	163	250	252	790	448	53	1693	1212	501	193
	17%	15%	21%	15%	16%	18%	16%	18%	18%	17%	20%	15%	18%	18%	17%	17%	17%	16%	18%	18%	14%	17%	18%	17%	15%
Strongly disagree	(-2) 4246	2638	1608	56	282	505	915	1303	1185	355	145	443	343	358	339	203	313	268	904	516	59	1911	1374	630	331
	20%	20%	21%	15%	14%	16%	20%	23%	24%	19%	19%	21%	21%	22%	21%	22%	22%	17%	20%	21%	15%	20%	20%	21%	26%
NET: Disagree	7845	4668	3177	112	605	1067	1682	2320	2059	671	301	762	633	646	613	366	563	520	1694	964	112	3604	2586	1131	524
	37%	35%	42%	30%	30%	34%	36%	40%	41%	36%	39%	37%	39%	40%	38%	39%	39%	32%	38%	39%	29%	37%	38%	37%	41%
Don't know	160	121	39	3	10	13	25	36	73	13	9	17	10	9	14	8	9	6	39	25	1	74	41	26	19
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%
Mean	0.05	0.11	-0.06	0.28	0.27	0.16	0.09	-0.03	-0.08	0.10	0.04	0.06	0.01	-0.01	0.04	0.00	0.00	0.20	0.03	0.01	0.32	0.06	0.04	0.07	-0.04
Standard deviation	1.34	1.34	1.32	1.29	1.25	1.29	1.33	1.36	1.37	1.33	1.33	1.35	1.35	1.36	1.35	1.36	1.34	1.29	1.33	1.34	1.29	1.32	1.33	1.38	1.44

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Absolutes/col percents

Table 6

**Q.14 To what extent do you agree or disagree with the following statements?****I cannot bring myself to turn my mobile telephone off before driving****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
NET: Agree	7184 34%	4633 35%	2551 33%	250 67%	1001 50%	1252 40%	1609 34%	1792 31%	1279 26%	605 32%	255 33%	714 34%	583 36%	552 34%	567 35%	337 36%	439 30%	616 38%	1505 34%	834 34%	177 46%	3207 33%	2415 35%	1131 37%	431 34%
Strongly agree (+2)	1728 8%	1150 9%	578 8%	108 29%	327 16%	304 10%	358 8%	365 6%	265 5%	138 7%	56 7%	193 9%	137 8%	134 8%	140 9%	73 8%	116 8%	164 10%	343 8%	191 8%	43 11%	709 7%	572 8%	317 11%	130 10%
Agree a little (+1)	5456 26%	3483 26%	1973 26%	142 38%	674 34%	948 30%	1251 27%	1427 25%	1014 20%	467 25%	199 26%	521 25%	446 28%	418 26%	427 26%	264 28%	323 22%	452 28%	1162 26%	643 26%	134 35%	2498 26%	1843 27%	814 27%	301 24%
Neither agree nor disagree (0)	4303 21%	2696 20%	1607 21%	65 17%	485 24%	793 25%	1041 22%	1123 19%	795 16%	393 21%	172 22%	442 21%	309 19%	319 20%	335 21%	173 18%	330 23%	348 22%	919 21%	500 20%	63 16%	1887 19%	1478 21%	658 22%	280 22%
Disagree a little (-1)	4036 19%	2441 18%	1595 21%	35 9%	302 15%	567 18%	936 20%	1152 20%	1044 21%	372 20%	149 19%	389 19%	302 19%	320 20%	315 19%	174 19%	275 19%	298 18%	881 20%	494 20%	67 17%	1946 20%	1340 19%	544 18%	206 16%
Strongly disagree (-2)	5160 25%	3327 25%	1833 24%	21 6%	190 10%	478 15%	1053 23%	1672 29%	1746 35%	480 26%	181 23%	509 24%	409 25%	426 26%	399 24%	244 26%	399 27%	334 21%	1080 24%	627 25%	72 19%	2601 27%	1574 23%	647 21%	338 26%
NET: Disagree	9196 44%	5768 43%	3428 45%	56 15%	492 25%	1045 34%	1989 43%	2824 49%	2790 56%	852 46%	330 43%	898 43%	711 44%	746 46%	714 44%	418 45%	674 46%	632 39%	1961 44%	1121 45%	139 36%	4547 47%	2914 42%	1191 39%	544 43%
Don't know	253 1%	188 1%	65 1%	4 1%	22 1%	24 1%	33 1%	50 1%	120 2%	21 1%	15 2%	24 1%	16 1%	15 1%	18 1%	11 1%	12 1%	17 1%	67 2%	32 1%	5 1%	103 1%	88 1%	37 1%	25 2%
Mean	-0.26	-0.25	-0.28	0.76	0.33	0.01	-0.23	-0.41	-0.62	-0.32	-0.26	-0.24	-0.25	-0.30	-0.25	-0.27	-0.36	-0.12	-0.27	-0.29	0.02	-0.34	-0.22	-0.13	-0.26
Standard deviation	1.31	1.33	1.29	1.14	1.20	1.23	1.28	1.31	1.30	1.30	1.28	1.32	1.33	1.32	1.32	1.33	1.31	1.31	1.30	1.31	1.32	1.31	1.30	1.32	1.35

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Absolutes/col percents

Table 7

**Q.14 To what extent do you agree or disagree with the following statements?****Mobile devices have become such a key part of modern life that it is pointless having a law banning their use while driving****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
NET: Agree	1560 7%	1125 8%	435 6%	37 10%	173 9%	268 9%	367 8%	414 7%	300 6%	117 6%	47 6%	152 7%	129 8%	137 8%	123 8%	65 7%	94 6%	154 10%	333 7%	169 7%	40 10%	665 7%	510 7%	277 9%	108 8%
Strongly agree	(+2) 542 3%	411 3%	131 2%	12 3%	54 3%	85 3%	139 3%	135 2%	117 2%	35 2%	17 2%	67 3%	45 3%	45 3%	48 3%	23 2%	28 2%	58 4%	101 2%	58 2%	17 4%	209 2%	161 2%	116 4%	56 4%
Agree a little	(+1) 1018 5%	714 5%	304 4%	25 7%	119 6%	183 6%	228 5%	279 5%	183 4%	82 4%	30 4%	85 4%	84 5%	92 6%	75 5%	42 4%	66 5%	96 6%	232 5%	111 4%	23 6%	456 5%	349 5%	161 5%	52 4%
Neither agree nor disagree	(0) 1262 6%	830 6%	432 6%	36 10%	177 9%	262 8%	331 7%	268 5%	188 4%	111 6%	48 6%	126 6%	89 5%	104 6%	100 6%	53 6%	90 6%	117 7%	259 6%	147 6%	18 5%	518 5%	414 6%	234 8%	96 8%
Disagree a little	(-1) 5065 24%	2947 22%	2118 28%	124 33%	661 33%	931 30%	1182 25%	1225 21%	941 19%	445 24%	208 27%	480 23%	372 23%	370 23%	390 24%	235 25%	323 22%	399 25%	1063 24%	680 27%	100 26%	2316 24%	1737 25%	715 24%	297 23%
Strongly disagree	(-2) 12936 62%	8304 63%	4632 61%	177 47%	974 49%	1640 53%	2764 59%	3861 67%	3520 71%	1188 63%	467 60%	1311 63%	1021 63%	1012 62%	1011 62%	578 62%	940 65%	933 58%	2775 62%	1476 59%	224 58%	6194 64%	4203 61%	1771 59%	768 60%
NET: Disagree	18001 86%	11251 85%	6750 88%	301 80%	1635 82%	2571 83%	3946 84%	5086 88%	4461 90%	1633 87%	675 87%	1791 86%	1393 86%	1382 85%	1401 86%	813 87%	1263 87%	1332 83%	3838 86%	2156 87%	324 84%	8510 85%	5940 86%	2486 82%	1065 83%
Don't know	113 1%	79 1%	34 *	1 *	15 1%	13 *	28 1%	21 *	35 1%	10 1%	2 *	9 *	8 *	9 1%	10 1%	8 1%	8 1%	10 1%	22 *	15 1%	2 1%	51 1%	31 *	20 1%	11 1%
Mean	-1.38	-1.36	-1.42	-1.15	-1.20	-1.24	-1.34	-1.46	-1.53	-1.43	-1.40	-1.39	-1.39	-1.36	-1.38	-1.40	-1.44	-1.28	-1.39	-1.38	-1.29	-1.43	-1.38	-1.29	-1.32
Standard deviation	0.98	1.03	0.90	1.05	1.01	1.02	1.01	0.96	0.91	0.92	0.93	1.00	1.00	1.02	1.00	0.96	0.94	1.07	0.97	0.95	1.09	0.94	0.97	1.07	1.07

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Absolutes/col percents

Table 8

**Q.14 To what extent do you agree or disagree with the following statements?**  
**I feel I will be caught by the police if I use my phone/mobile device while driving**  
**Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
NET: Agree	10429	6104	4325	245	1144	1538	2326	2734	2442	990	376	1089	821	783	819	501	690	793	2153	1185	229	4526	3481	1698	724
	50%	46%	57%	65%	57%	49%	50%	47%	49%	53%	49%	52%	51%	48%	50%	53%	47%	49%	48%	48%	60%	46%	50%	56%	57%
Strongly agree	(+2) 3806	2178	1628	87	356	491	810	1076	986	356	142	412	305	297	298	204	219	270	777	430	96	1468	1230	752	356
	18%	16%	21%	23%	18%	16%	17%	19%	20%	19%	18%	20%	19%	18%	18%	22%	15%	17%	17%	17%	25%	15%	18%	25%	28%
Agree a little	(+1) 6623	3926	2697	158	788	1047	1516	1658	1456	634	234	677	516	486	521	297	471	523	1376	755	133	3058	2251	946	368
	32%	30%	35%	42%	39%	34%	32%	29%	29%	34%	30%	33%	32%	30%	32%	32%	32%	32%	31%	30%	35%	31%	33%	31%	29%
Neither agree nor disagree	(0) 4787	3103	1684	47	376	727	1090	1377	1169	421	178	448	352	405	374	209	360	353	1025	590	72	2311	1587	628	261
	23%	23%	22%	13%	19%	23%	23%	24%	23%	23%	23%	22%	22%	25%	23%	22%	25%	22%	23%	24%	19%	24%	23%	21%	20%
Disagree a little	(-1) 3109	2216	893	61	313	522	708	884	620	242	113	289	237	229	230	120	232	257	719	396	45	1634	994	345	136
	15%	17%	12%	16%	16%	17%	15%	15%	12%	13%	15%	14%	15%	14%	14%	13%	16%	16%	16%	16%	12%	17%	14%	11%	11%
Strongly disagree	(-2) 1923	1404	519	16	129	263	440	592	483	162	82	187	162	153	149	76	126	159	411	229	27	911	630	265	117
	9%	11%	7%	4%	6%	8%	9%	10%	10%	9%	11%	9%	10%	9%	9%	8%	9%	10%	9%	9%	7%	9%	9%	9%	9%
NET: Disagree	5032	3620	1412	77	442	785	1148	1476	1103	404	195	476	399	382	379	196	358	416	1130	625	72	2545	1624	610	253
	24%	27%	18%	21%	22%	25%	25%	25%	22%	22%	25%	23%	25%	23%	23%	21%	25%	26%	25%	25%	19%	26%	24%	20%	20%
Don't know	688	458	230	6	38	64	108	202	270	56	23	65	47	62	62	33	47	51	144	87	11	362	203	81	42
	3%	3%	3%	2%	2%	2%	2%	3%	5%	3%	3%	3%	3%	4%	4%	4%	3%	3%	3%	3%	3%	4%	3%	3%	3%
Mean	0.36	0.25	0.54	0.65	0.47	0.32	0.34	0.31	0.39	0.43	0.32	0.42	0.36	0.35	0.37	0.48	0.30	0.31	0.32	0.32	0.61	0.27	0.37	0.54	0.57
Standard deviation	1.22	1.24	1.16	1.14	1.15	1.18	1.21	1.25	1.24	1.20	1.25	1.22	1.24	1.22	1.21	1.21	1.18	1.23	1.22	1.22	1.20	1.20	1.21	1.24	1.27



**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 9  
**Q.15 How often do you do any of these while driving?**  
**Summary**  
**Base: All respondents**

	Activities							
	Have a conversation on a hand held mobile phone	Have a conversation on a hands free phone	Use a mobile phone to read/send texts	Check emails	Send emails	Read others' posts on Twitter/Facebook	Post my own updates on Twitter/Facebook	Use more advanced features on a smartphone (i.e. navigation)
Base	20936	20936	20936	20936	20936	20936	20936	20936
Never	16481 79%	12837 61%	16779 80%	20002 96%	20506 98%	20511 98%	20643 99%	17495 84%
NET: Ever	4455 21%	8099 39%	4157 20%	934 4%	430 2%	425 2%	293 1%	3441 16%
A few times a year	2960 14%	2531 12%	2185 10%	309 1%	122 1%	133 1%	106 1%	1367 7%
Every few months	420 2%	813 4%	451 2%	78 *	35 *	25 *	25 *	598 3%
About once a month	369 2%	792 4%	402 2%	77 *	32 *	35 *	23 *	426 2%
A few times a month	265 1%	1097 5%	390 2%	114 1%	40 *	63 *	40 *	533 3%
About once a week	188 1%	724 3%	210 1%	71 *	38 *	43 *	23 *	214 1%
A few times a week	181 1%	1180 6%	353 2%	135 1%	74 *	83 *	56 *	188 1%
Daily	72 *	962 5%	166 1%	150 1%	89 *	43 *	20 *	115 1%

**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 10

**Q.15 How often do you do any of these while driving?****Have a conversation on a hand held mobile phone****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Never	16481	10195	6286	274	1417	2223	3469	4713	4384	1496	615	1652	1293	1306	1300	760	1154	1182	3474	1970	279	7747	5343	2333	1058
	79%	77%	82%	73%	71%	71%	74%	81%	88%	80%	80%	79%	80%	80%	80%	81%	79%	73%	78%	79%	73%	80%	77%	77%	83%
NET: Ever	4455	3090	1365	101	583	891	1203	1076	600	375	157	426	326	326	334	179	301	431	978	517	105	1997	1552	684	222
	21%	23%	18%	27%	29%	29%	26%	19%	12%	20%	20%	21%	20%	20%	19%	21%	27%	22%	21%	27%	20%	23%	23%	17%	
A few times a year	2960	2020	940	54	342	557	780	782	444	242	89	281	209	217	231	113	211	271	684	346	66	1356	1063	406	135
	14%	15%	12%	14%	17%	18%	17%	14%	9%	13%	12%	14%	13%	13%	14%	12%	15%	17%	15%	14%	17%	14%	15%	13%	11%
Every few months	420	271	149	19	65	85	115	95	41	32	14	42	26	27	29	15	23	54	108	38	12	199	141	57	23
	2%	2%	2%	5%	3%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%
About once a month	369	267	102	6	53	87	107	71	45	37	19	29	33	25	22	21	22	43	70	42	6	175	105	65	24
	2%	2%	1%	2%	3%	3%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%
A few times a month	265	196	69	5	40	60	82	48	30	20	12	33	22	23	15	13	14	21	44	40	8	96	102	52	15
	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%
About once a week	188	142	46	4	39	46	54	28	17	19	9	9	9	14	14	9	17	23	36	23	6	74	67	37	10
	1%	1%	1%	1%	2%	1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
A few times a week	181	135	46	7	30	37	50	37	20	16	10	21	18	13	16	6	11	13	29	22	6	76	52	44	9
	1%	1%	1%	2%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Daily	72	59	13	6	14	19	15	15	3	9	4	11	9	7	7	2	3	6	7	6	1	21	22	23	6
	*	*	*	2%	1%	1%	*	*	*	*	1%	1%	1%	*	*	*	*	*	*	*	*	*	*	*	*

**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 11

**Q.15 How often do you do any of these while driving?****Have a conversation on a hands free phone****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Never	12837 61%	7583 57%	5254 69%	182 49%	920 46%	1542 50%	2703 58%	3734 65%	3754 75%	1192 64%	487 63%	1246 60%	994 61%	969 59%	1002 61%	601 64%	941 65%	890 55%	2702 61%	1610 65%	203 53%	5731 59%	4367 63%	1838 61%	901 70%
NET: Ever	8099 39%	5702 43%	2397 31%	193 51%	1080 54%	1572 50%	1969 42%	2055 35%	1230 25%	679 36%	285 37%	832 40%	625 39%	663 41%	632 39%	338 36%	514 35%	723 45%	1750 39%	877 35%	181 47%	4013 41%	2528 37%	1179 39%	379 30%
A few times a year	2531 12%	1652 12%	879 11%	59 16%	334 17%	426 14%	563 12%	666 12%	483 10%	230 12%	83 11%	239 12%	184 11%	197 12%	179 11%	99 11%	160 11%	222 14%	598 13%	294 12%	46 12%	1176 12%	837 12%	369 12%	149 12%
Every few months	813 4%	540 4%	273 4%	22 6%	134 7%	158 5%	173 4%	207 4%	119 2%	60 3%	38 5%	88 4%	64 4%	59 4%	55 3%	24 3%	63 4%	69 4%	178 4%	103 4%	12 3%	392 4%	277 4%	105 4%	39 3%
About once a month	792 4%	538 4%	254 3%	18 5%	110 6%	149 5%	182 4%	189 3%	144 3%	59 3%	38 5%	83 4%	54 3%	69 4%	54 3%	34 4%	52 4%	83 5%	155 3%	89 4%	22 6%	422 4%	244 4%	95 3%	31 2%
A few times a month	1097 5%	774 6%	323 4%	34 9%	121 6%	221 7%	251 5%	288 5%	182 4%	93 5%	32 4%	118 6%	74 5%	90 6%	89 5%	44 5%	81 6%	104 6%	224 5%	127 5%	21 5%	555 6%	358 5%	132 4%	52 4%
About once a week	724 3%	521 4%	203 3%	22 6%	108 5%	137 4%	189 4%	167 3%	101 2%	59 3%	22 3%	70 3%	59 4%	68 4%	54 3%	43 5%	42 3%	66 4%	149 3%	72 3%	20 5%	387 4%	212 3%	91 3%	34 3%
A few times a week	1180 6%	875 7%	305 4%	25 7%	164 8%	249 8%	331 7%	275 5%	136 3%	92 5%	39 5%	124 6%	93 6%	108 7%	110 7%	56 6%	63 4%	102 6%	252 6%	108 4%	33 9%	618 6%	345 5%	179 6%	38 3%
Daily	962 5%	802 6%	160 2%	13 3%	109 5%	232 7%	280 6%	263 5%	65 1%	86 5%	33 4%	110 5%	97 6%	72 4%	91 6%	38 4%	53 4%	77 5%	194 4%	84 3%	27 7%	463 5%	255 4%	208 7%	36 3%

**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 12

**Q.15 How often do you do any of these while driving?****Use a mobile phone to read/send texts****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Never	16779	10866	5913	184	1084	2038	3636	5129	4706	1531	626	1655	1291	1312	1307	771	1192	1197	3598	2005	294	7818	5402	2462	1097
	80%	82%	77%	49%	54%	65%	78%	89%	94%	82%	81%	80%	80%	80%	80%	82%	82%	74%	81%	81%	77%	80%	78%	82%	86%
NET: Ever	4157	2419	1738	191	916	1076	1036	660	278	340	146	423	328	320	327	168	263	416	854	482	90	1926	1493	555	183
	20%	18%	23%	51%	46%	35%	22%	11%	6%	18%	19%	20%	20%	20%	18%	18%	26%	19%	19%	23%	20%	22%	18%	14%	
A few times a year	2185	1213	972	66	394	575	591	402	157	166	71	206	170	161	167	81	157	219	481	262	44	1025	801	255	104
	10%	9%	13%	18%	20%	18%	13%	7%	3%	9%	9%	10%	11%	10%	10%	9%	11%	14%	11%	11%	11%	11%	12%	8%	8%
Every few months	451	250	201	24	144	97	117	46	23	42	15	49	32	35	38	14	29	43	88	58	8	219	160	56	16
	2%	2%	3%	6%	7%	3%	3%	1%	*	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	1%
About once a month	402	237	165	23	106	107	101	45	20	36	17	41	32	27	25	17	15	51	83	46	12	184	148	57	13
	2%	2%	2%	6%	5%	3%	2%	1%	*	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	2%	2%	1%
A few times a month	390	245	145	18	99	113	88	41	31	36	12	47	35	37	38	18	13	38	69	40	7	175	144	52	19
	2%	2%	2%	5%	5%	4%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%
About once a week	210	129	81	15	53	64	39	31	8	18	8	21	14	25	14	11	10	15	46	21	7	87	78	35	10
	1%	1%	1%	4%	3%	2%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
A few times a week	353	227	126	34	84	84	59	64	28	25	11	41	30	25	32	20	31	29	61	40	8	167	106	68	12
	2%	2%	2%	9%	4%	3%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%
Daily	166	118	48	11	36	36	41	31	11	17	12	18	15	10	13	7	8	21	26	15	4	69	56	32	9
	1%	1%	1%	3%	2%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 13

**Q.15 How often do you do any of these while driving?****Check emails****Base: All respondents**

	Gender		Age							Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Never	20002	12603	7399	337	1780	2853	4468	5641	4921	1782	744	1974	1551	1559	1555	898	1401	1496	4274	2400	368	9207	6635	2902	1258
	96%	95%	97%	90%	89%	92%	96%	97%	99%	95%	96%	95%	96%	96%	95%	96%	96%	93%	96%	97%	96%	94%	96%	96%	98%
NET: Ever	934	682	252	38	220	261	204	148	63	89	28	104	68	73	79	41	54	117	178	87	16	537	260	115	22
	4%	5%	3%	10%	11%	8%	4%	3%	1%	5%	4%	5%	4%	4%	5%	4%	4%	7%	4%	3%	4%	6%	4%	4%	2%
A few times a year	309	231	78	7	65	93	78	48	18	33	9	39	18	21	23	13	21	40	59	27	6	179	90	32	8
	1%	2%	1%	2%	3%	3%	2%	1%	*	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%
Every few months	78	53	25	5	28	17	17	8	3	9	-	8	7	2	11	4	5	10	14	7	1	45	23	8	2
	*	*	*	1%	1%	1%	*	*	*	*	-	*	*	*	1%	*	*	1%	*	*	*	*	*	*	*
About once a month	77	55	22	3	17	32	11	10	4	9	3	10	3	5	6	3	3	14	13	8	-	44	22	11	-
	*	*	*	1%	1%	1%	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	-	*	*	*	-
A few times a month	114	85	29	4	30	37	22	13	8	13	1	12	8	9	8	3	5	14	28	12	1	73	27	12	2
	1%	1%	*	1%	2%	1%	*	*	*	1%	*	1%	*	1%	*	*	*	1%	1%	*	*	1%	*	*	*
About once a week	71	51	20	4	20	20	18	8	1	6	-	4	5	15	7	4	3	7	13	6	1	37	21	9	4
	*	*	*	1%	1%	1%	*	*	*	*	-	*	*	1%	*	*	*	*	*	*	*	*	*	*	*
A few times a week	135	99	36	7	37	37	23	23	8	9	7	14	14	14	9	8	11	12	23	12	2	75	35	22	3
	1%	1%	*	2%	2%	1%	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*
Daily	150	108	42	8	23	25	35	38	21	10	8	17	13	7	15	6	6	20	28	15	5	84	42	21	3
	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*

**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 14

**Q.15 How often do you do any of these while driving?**

Send emails

Base: All respondents

	Gender		Age							Region											SEG				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Never	20506 98%	12972 98%	7534 98%	361 96%	1897 95%	3008 97%	4583 98%	5708 99%	4947 99%	1832 98%	758 98%	2023 97%	1591 98%	1596 98%	1600 98%	920 98%	1426 98%	1547 96%	4381 98%	2456 99%	376 98%	9508 98%	6785 98%	2947 98%	1266 99%
NET: Ever	430 2%	313 2%	117 2%	14 4%	103 5%	106 3%	89 2%	81 1%	37 1%	39 2%	14 2%	55 3%	28 2%	36 2%	34 2%	19 2%	29 2%	66 4%	71 2%	31 1%	8 2%	236 2%	110 2%	70 2%	14 1%
A few times a year	122 1%	87 1%	35 *	5 1%	38 2%	29 1%	27 1%	19 *	4 *	11 1%	2 *	15 1%	3 *	14 1%	8 *	4 *	14 1%	25 2%	18 *	5 *	3 1%	62 1%	33 *	21 1%	6 *
Every few months	35 *	27 *	8 *	1 *	7 *	14 *	10 *	3 *	- -	4 *	- -	2 *	5 *	4 *	2 *	3 *	3 *	3 *	7 *	2 *	- -	21 *	8 *	5 *	1 *
About once a month	32 *	24 *	8 *	2 1%	9 *	7 *	5 *	6 *	3 *	5 *	- -	2 *	2 *	3 *	4 *	1 *	3 *	8 *	3 *	1 *	- -	18 *	3 *	9 *	2 *
A few times a month	40 *	35 *	5 *	1 *	7 *	9 *	11 *	6 *	6 *	3 *	- -	8 *	3 *	4 *	3 *	1 *	- -	9 1%	6 *	3 *	- -	25 *	11 *	4 *	- -
About once a week	38 *	27 *	11 *	1 *	8 *	12 *	4 *	9 *	4 *	3 *	2 *	5 *	4 *	3 *	2 *	2 *	2 *	6 *	5 *	2 *	2 1%	20 *	11 *	5 *	2 *
A few times a week	74 *	54 *	20 *	2 1%	18 1%	19 1%	15 *	12 *	8 *	6 *	3 *	14 1%	8 *	4 *	5 *	5 1%	3 *	4 *	12 *	9 *	1 *	41 *	19 *	13 *	1 *
Daily	89 *	59 *	30 *	2 1%	16 1%	16 1%	17 *	26 *	12 *	7 *	7 1%	9 *	3 *	4 *	10 1%	3 *	4 *	11 1%	20 *	9 *	2 1%	49 1%	25 1%	13 *	2 *

**AA Survey - August 2012 - Mobiles**  
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Absolutes/col percents

Table 15

**Q.15 How often do you do any of these while driving?****Read others' posts on Twitter/Facebook****Base: All respondents**

	Gender		Age							Region										SEG						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE	
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280	
Never	20511	13040	7471	343	1856	2999	4594	5754	4963	1839	761	2018	1592	1596	1598	913	1436	1559	4380	2447	372	9549	6756	2944	1262	
	98%	98%	98%	91%	93%	96%	98%	99%	100%	98%	99%	97%	98%	98%	98%	97%	99%	97%	98%	98%	97%	98%	98%	98%	99%	
NET: Ever	425	245	180	32	144	115	78	35	21	32	11	60	27	36	36	26	19	54	72	40	12	195	139	73	18	
	2%	2%	2%	9%	7%	4%	2%	1%	*	2%	1%	3%	2%	2%	2%	3%	1%	3%	2%	2%	3%	2%	2%	2%	1%	
A few times a year	133	74	59	6	48	36	28	10	5	10	4	22	14	11	7	7	4	16	26	8	4	66	37	22	8	
	1%	1%	1%	2%	2%	1%	1%	*	*	1%	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%	1%	1%	
Every few months	25	11	14	3	9	5	5	1	2	2	-	4	1	4	2	-	2	2	3	5	-	9	12	3	1	
	*	*	*	1%	*	*	*	*	*	*	-	*	*	*	*	-	*	*	*	*	-	*	*	*	*	
About once a month	35	19	16	3	11	13	3	3	2	3	-	5	1	2	4	5	3	6	4	2	-	13	15	7	-	
	*	*	*	1%	1%	*	*	*	*	*	-	*	*	*	*	1%	*	*	*	*	-	*	*	*	-	
A few times a month	63	35	28	3	26	16	7	8	3	5	-	5	3	7	7	2	3	11	12	7	1	34	19	8	2	
	*	*	*	1%	1%	1%	*	*	*	*	-	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	
About once a week	43	23	20	2	16	11	8	3	3	2	-	9	1	4	2	6	2	6	3	4	4	19	16	7	1	
	*	*	*	1%	1%	*	*	*	*	*	-	*	*	*	*	1%	*	*	*	*	*	1%	*	*	*	*
A few times a week	83	56	27	11	21	25	18	4	4	6	5	10	7	5	8	5	5	7	13	11	1	40	23	16	4	
	*	*	*	3%	1%	1%	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	*	*	*	*	1%	*
Daily	43	27	16	4	13	9	9	6	2	4	2	5	-	3	6	1	-	6	11	3	2	14	17	10	2	
	*	*	*	1%	1%	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	1%	*	*	*	*	

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Absolutes/col percents

Table 16

**Q.15 How often do you do any of these while driving?****Post my own updates on Twitter/Facebook****Base: All respondents**

	Gender		Age							Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Never	20643	13111	7532	344	1899	3045	4620	5762	4971	1856	760	2042	1601	1610	1608	922	1439	1578	4389	2459	379	9615	6802	2961	1265
	99%	99%	98%	92%	95%	98%	99%	100%	100%	99%	98%	98%	99%	99%	98%	98%	99%	98%	99%	99%	99%	99%	99%	98%	99%
NET: Ever	293	174	119	31	101	69	52	27	13	15	12	36	18	22	26	17	16	35	63	28	5	129	93	56	15
	1%	1%	2%	8%	5%	2%	1%	*	*	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%
A few times a year	106	64	42	12	38	18	26	8	4	3	3	15	8	8	6	3	6	13	28	11	2	44	34	20	8
	1%	*	1%	3%	2%	1%	1%	*	*	*	*	1%	*	*	*	*	*	1%	1%	*	1%	*	*	1%	1%
Every few months	25	13	12	2	9	7	2	3	2	2	-	2	-	3	2	2	3	4	5	2	-	13	9	3	-
	*	*	*	1%	*	*	*	*	*	*	-	*	-	*	*	*	*	*	*	*	-	*	*	*	-
About once a month	23	12	11	5	7	5	2	3	1	2	1	3	1	1	3	3	2	1	5	-	1	10	10	3	-
	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	-
A few times a month	40	25	15	3	14	11	5	5	2	2	2	6	1	3	7	3	1	8	3	3	1	19	10	9	2
	*	*	*	1%	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
About once a week	23	13	10	5	8	5	3	2	-	3	-	3	-	3	1	-	-	3	3	6	1	11	8	3	1
	*	*	*	1%	*	*	*	*	-	*	-	*	-	*	*	-	-	*	*	*	*	*	*	*	*
A few times a week	56	36	20	3	17	18	12	3	3	2	5	6	8	3	3	5	4	3	11	6	-	28	13	11	4
	*	*	*	1%	1%	1%	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	-	*	*	*	*
Daily	20	11	9	1	8	5	2	3	1	1	1	1	-	1	4	1	-	3	8	-	-	4	9	7	-
	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	-	-	*	*	*	-



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Absolutes/col percents

Table 17

**Q.15 How often do you do any of these while driving?****Use more advanced features on a smartphone (i.e. navigation)****Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Never	17495 84%	10926 82%	6569 86%	198 53%	1162 58%	2202 71%	3918 84%	5242 91%	4771 96%	1591 85%	653 85%	1719 83%	1360 84%	1366 84%	1353 83%	788 84%	1235 85%	1243 77%	3731 84%	2122 85%	334 87%	8112 83%	5734 83%	2513 83%	1136 89%
NET: Ever	3441 16%	2359 18%	1082 14%	177 47%	838 42%	912 29%	754 16%	547 9%	213 4%	280 15%	119 15%	359 17%	259 16%	266 16%	281 17%	151 16%	220 15%	370 23%	721 16%	365 15%	50 13%	1632 17%	1161 17%	504 17%	144 11%
A few times a year	1367 7%	889 7%	478 6%	62 17%	284 14%	337 11%	355 8%	221 4%	108 2%	118 6%	42 5%	131 6%	91 6%	107 7%	98 6%	65 7%	89 6%	142 9%	323 7%	141 6%	20 5%	627 6%	471 7%	204 7%	65 5%
Every few months	598 3%	386 3%	212 3%	33 9%	165 8%	169 5%	108 2%	89 2%	34 1%	54 3%	19 2%	54 3%	47 3%	34 2%	54 3%	26 3%	40 3%	64 4%	125 3%	70 3%	11 3%	289 3%	206 3%	81 3%	22 2%
About once a month	426 2%	291 2%	135 2%	15 4%	113 6%	119 4%	71 2%	83 1%	25 1%	26 1%	10 1%	45 2%	30 2%	41 3%	33 2%	16 2%	42 3%	53 3%	81 2%	39 2%	10 3%	215 2%	153 2%	39 1%	19 1%
A few times a month	533 3%	397 3%	136 2%	36 10%	144 7%	144 5%	110 2%	77 1%	22 *	47 3%	21 3%	72 3%	52 3%	40 2%	37 2%	24 3%	23 2%	52 3%	98 2%	62 2%	5 1%	241 2%	188 3%	83 3%	21 2%
About once a week	214 1%	163 1%	51 1%	18 5%	60 3%	53 2%	46 1%	25 *	12 *	19 1%	11 1%	22 1%	22 1%	16 1%	28 2%	9 1%	9 1%	26 2%	31 1%	19 1%	2 1%	105 1%	67 1%	35 1%	7 1%
A few times a week	188 1%	143 1%	45 1%	11 3%	47 2%	54 2%	44 1%	26 *	6 *	13 1%	9 1%	23 1%	10 1%	19 1%	17 1%	9 1%	10 1%	19 1%	34 1%	24 1%	1 *	114 1%	39 1%	31 1%	4 *
Daily	115 1%	90 1%	25 *	2 1%	25 1%	36 1%	20 *	26 *	6 *	3 *	7 1%	12 1%	7 *	9 1%	14 1%	2 *	7 *	14 1%	29 1%	10 *	1 *	41 *	37 1%	31 1%	6 *

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Table 18  
**Q.D1 Gender**  
**Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Male	13285	13285	-	141	921	1719	2810	3829	3863	1227	535	1326	1026	1057	1039	624	955	983	2720	1522	271	6256	4010	2161	858
	63%	100%	-	38%	46%	55%	60%	66%	78%	66%	69%	64%	63%	65%	64%	66%	66%	61%	61%	61%	71%	64%	58%	72%	67%
Female	7651	-	7651	234	1079	1395	1862	1960	1121	644	237	752	593	575	595	315	500	630	1732	965	113	3488	2885	856	422
	37%	-	100%	62%	54%	45%	40%	34%	22%	34%	31%	36%	37%	35%	36%	34%	34%	39%	39%	39%	29%	36%	42%	28%	33%

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Table 19  
**Q.D2 Age**  
**Base: All respondents**

	Gender			Age						Region											SEG				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
18-24	375	141	234	375	-	-	-	-	-	29	10	35	31	35	38	15	17	26	83	45	11	113	157	76	29
	2%	1%	3%	100%	-	-	-	-	-	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	1%	2%	3%	2%
25-34	2000	921	1079	-	2000	-	-	-	-	151	79	209	168	165	161	83	115	201	415	228	25	785	853	280	82
	10%	7%	14%	-	100%	-	-	-	-	8%	10%	10%	10%	10%	9%	8%	12%	9%	9%	7%	8%	12%	9%	6%	
35-44	3114	1719	1395	-	-	3114	-	-	-	282	86	342	240	244	209	140	189	308	650	359	65	1353	1120	479	162
	15%	13%	18%	-	-	100%	-	-	-	15%	11%	16%	15%	15%	13%	15%	13%	19%	15%	14%	17%	14%	16%	13%	
45-54	4672	2810	1862	-	-	-	4672	-	-	431	196	486	362	359	362	218	306	356	987	526	83	1929	1617	816	310
	22%	21%	24%	-	-	-	100%	-	-	23%	25%	23%	22%	22%	22%	23%	21%	22%	22%	21%	22%	20%	23%	27%	24%
55-64	5789	3829	1960	-	-	-	-	5789	-	531	210	522	458	429	486	261	417	424	1241	689	121	2825	1801	811	352
	28%	29%	26%	-	-	-	-	100%	-	28%	27%	25%	28%	26%	30%	28%	29%	26%	28%	28%	32%	29%	26%	27%	28%
65+	4984	3863	1121	-	-	-	-	-	4984	447	191	484	360	400	377	222	411	298	1075	640	79	2738	1346	555	345
	24%	29%	15%	-	-	-	-	-	100%	24%	25%	23%	22%	25%	23%	24%	28%	18%	24%	26%	21%	28%	20%	18%	27%
Refused	2	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	1	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	*	-	-
Average age	52.63	54.72	48.99	21.00	29.00	39.00	49.00	59.00	69.00	53.06	53.15	52.04	52.18	52.41	52.69	52.80	54.31	50.47	52.77	53.13	52.47	54.20	50.78	51.22	53.96

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Table 20  
**Q.D3 Region**  
**Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Scotland	1871	1227	644	29	151	282	431	531	447	1871	-	-	-	-	-	-	-	-	-	-	-	876	620	272	103
	9%	9%	8%	8%	8%	9%	9%	9%	9%	100%	-	-	-	-	-	-	-	-	-	-	-	9%	9%	9%	8%
North East	772	535	237	10	79	86	196	210	191	-	772	-	-	-	-	-	-	-	-	-	-	320	253	144	55
	4%	4%	3%	3%	4%	3%	4%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	4%	5%	4%
North West	2078	1326	752	35	209	342	486	522	484	-	-	2078	-	-	-	-	-	-	-	-	-	922	715	313	128
	10%	10%	10%	9%	10%	11%	10%	9%	10%	-	-	100%	-	-	-	-	-	-	-	-	-	9%	10%	10%	10%
Yorkshire & Humberside	1619	1026	593	31	168	240	362	458	360	-	-	-	1619	-	-	-	-	-	-	-	-	690	549	263	117
	8%	8%	8%	8%	8%	8%	8%	8%	7%	-	-	-	100%	-	-	-	-	-	-	-	-	7%	8%	9%	9%
West Midlands	1632	1057	575	35	165	244	359	429	400	-	-	-	-	1632	-	-	-	-	-	-	-	745	542	232	113
	8%	8%	8%	9%	8%	8%	8%	7%	8%	-	-	-	-	100%	-	-	-	-	-	-	-	8%	8%	8%	9%
East Midlands	1634	1039	595	38	161	209	362	486	377	-	-	-	-	-	1634	-	-	-	-	-	-	745	493	274	122
	8%	8%	8%	10%	8%	7%	8%	8%	8%	-	-	-	-	-	100%	-	-	-	-	-	-	8%	7%	9%	10%
Wales	939	624	315	15	83	140	218	261	222	-	-	-	-	-	-	939	-	-	-	-	-	432	289	152	66
	4%	5%	4%	4%	4%	4%	5%	5%	4%	-	-	-	-	-	100%	-	-	-	-	-	-	4%	4%	5%	5%
Eastern	1455	955	500	17	115	189	306	417	411	-	-	-	-	-	-	-	1455	-	-	-	-	664	499	213	79
	7%	7%	7%	5%	6%	6%	7%	7%	8%	-	-	-	-	-	-	100%	-	-	-	-	-	7%	7%	7%	6%
London	1613	983	630	26	201	308	356	424	298	-	-	-	-	-	-	-	-	1613	-	-	-	856	502	168	87
	8%	7%	8%	7%	10%	10%	8%	7%	6%	-	-	-	-	-	-	-	-	100%	-	-	-	9%	7%	6%	7%
South East	4452	2720	1732	83	415	650	987	1241	1075	-	-	-	-	-	-	-	-	-	4452	-	-	2197	1488	549	218
	21%	20%	23%	22%	21%	21%	21%	21%	22%	-	-	-	-	-	-	-	-	-	100%	-	-	23%	22%	18%	17%
South West	2487	1522	965	45	228	359	526	689	640	-	-	-	-	-	-	-	-	-	-	2487	-	1109	825	388	165
	12%	11%	13%	12%	11%	12%	11%	12%	13%	-	-	-	-	-	-	-	-	-	-	100%	-	11%	12%	13%	13%
Northern Ireland	384	271	113	11	25	65	83	121	79	-	-	-	-	-	-	-	-	-	-	-	384	188	120	49	27
	2%	2%	1%	3%	1%	2%	2%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	2%	2%	2%	2%

**AA Survey - August 2012 - Mobiles**  
**ONLINE Fieldwork Dates: 20th-23rd August 2012**

Absolutes/col percents

Table 21

**Q.D4 Which of these best describes the occupation of the chief income earner in your household, or their previous occupation before they retired if you or they are still receiving a pension from their job?**

**Base: All respondents**

	Gender		Age							Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	20936	13285	7651	375	2000	3114	4672	5789	4984	1871	772	2078	1619	1632	1634	939	1455	1613	4452	2487	384	9744	6895	3017	1280
Higher or middle level managerial, administrative or professional position	9744 47%	6256 47%	3488 46%	113 30%	785 39%	1353 43%	1929 41%	2825 49%	2738 55%	876 47%	320 41%	922 44%	690 43%	745 46%	745 46%	432 46%	664 46%	856 53%	2197 49%	1109 45%	188 49%	9744 100%	-	-	-
Supervisor or clerical position - junior managerial, administrative or professional position - self-employed - student living away from home	6895 33%	4010 30%	2885 38%	157 42%	853 43%	1120 36%	1617 35%	1801 31%	1346 27%	620 33%	253 33%	715 34%	549 34%	542 33%	493 30%	289 31%	499 34%	502 31%	1488 33%	825 33%	120 31%	-	6895 100%	-	-
Skilled manual or service worker	3017 14%	2161 16%	856 11%	76 20%	280 14%	479 15%	816 17%	811 14%	555 11%	272 15%	144 19%	313 15%	263 16%	232 14%	274 17%	152 16%	213 15%	168 10%	549 12%	388 16%	49 13%	-	-	3017 100%	-
Semi skilled or unskilled manual or service worker - dependent on state benefits - unemployed for six months or longer - or state pensioner with no earnings	1280 6%	858 6%	422 6%	29 8%	82 4%	162 5%	310 7%	352 6%	345 7%	103 6%	55 7%	128 6%	117 7%	113 7%	122 7%	66 7%	79 5%	87 5%	218 5%	165 7%	27 7%	-	-	-	1280 100%