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**EMBARGO: 0001 HRS THURSDAY 23 JULY 2015**

1. Table of figures for age and gender using a smartphone or tablet for multiple reasons while driving:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Have you ever taken a ‘selfie’ while driving using your smartphone or tablet?** | | | | | | | | |
|  | | | | | | | | |
|  |  | **Age Group** | | | | | **Gender** | |
|  | **Total** | **18-24** | **25-34** | **35-44** | **45-54** | **55+** | **M** | **F** |
| **Total** | 502 | 98 | 103 | 103 | 97 | 101 | 258 | 244 |
| Yes in the last month | 45 | 15 | 20 | 8 | 2 | 0 | 32 | 13 |
|  | 9% | 15% | 19% | 8% | 2% | 0% | 12% | 5% |
|  |  |  |  |  |  |  |  |  |
| Yes in the past year | 16 | 10 | 4 | 0 | 2 | 0 | 10 | 6 |
|  | 3% | 10% | 4% | 0% | 2% | 0% | 4% | 2% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Have you ever used FaceTime/Skype or a similar application while driving?** | | | | | | | | |
|  | | | | | | | | |
|  |  | **Age Group** | | | | | **Gender** | |
|  | **Total** | **18-24** | **25-34** | **35-44** | **45-54** | **55+** | **M** | **F** |
| **Total** | 502 | 98 | 103 | 103 | 97 | 101 | 258 | 244 |
| Yes in the last month | 40 | 16 | 14 | 7 | 3 | 0 | 30 | 10 |
|  | 8% | 16% | 14% | 7% | 3% | 0% | 12% | 4% |
|  |  |  |  |  |  |  |  |  |
| Yes in the past year | 29 | 8 | 12 | 6 | 3 | 0 | 19 | 10 |
|  | 6% | 8% | 12% | 6% | 3% | 0% | 7% | 4% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Have you recorded video footage of yourself while driving in the past year using a smartphone or tablet?** | | | | | | | | |
|  | | | | | | | | |
|  |  | **Age Group** | | | | | **Gender** | |
|  | **Total** | **18-24** | **25-34** | **35-44** | **45-54** | **55+** | **M** | **F** |
| **Total** | 502 | 98 | 103 | 103 | 97 | 101 | 258 | 244 |
| Yes in the last month | 36 | 14 | 15 | 5 | 2 | 0 | 25 | 11 |
|  | 7% | 14% | 15% | 5% | 2% | 0% | 10% | 5% |
|  |  |  |  |  |  |  |  |  |
| Yes in the past year | 32 | 14 | 12 | 4 | 2 | 0 | 21 | 11 |
|  | 6% | 14% | 12% | 4% | 2% | 0% | 8% | 5% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Have you ever watched video footage using a smartphone or tablet while driving?** | | | | | | | | |
|  | | | | | | | | |
|  |  | **Age Group** | | | | | **Gender** | |
|  | **Total** | **18-24** | **25-34** | **35-44** | **45-54** | **55+** | **M** | **F** |
| **Total** | 502 | 98 | 103 | 103 | 97 | 101 | 258 | 244 |
| Yes in the last month | 36 | 13 | 15 | 5 | 3 | 0 | 25 | 11 |
|  | 7% | 13% | 15% | 5% | 3% | 0% | 10% | 5% |
|  |  |  |  |  |  |  |  |  |
| Yes in the past year | 34 | 8 | 13 | 8 | 5 | 0 | 23 | 11 |
|  | 7% | 8% | 13% | 8% | 5% | 0% | 9% | 5% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Have you accessed the internet on a smartphone or tablet while driving?** | | | | | | | | |
|  | | | | | | | | |
|  |  | **Age Group** | | | | | **Gender** | |
|  | **Total** | **18-24** | **25-34** | **35-44** | **45-54** | **55+** | **M** | **F** |
| **Total** | 502 | 98 | 103 | 103 | 97 | 101 | 258 | 244 |
| Yes in the last month | 88 | 26 | 35 | 18 | 8 | 1 | 61 | 27 |
|  | 18% | 27% | 34% | 17% | 8% | 1% | 24% | 11% |
|  |  |  |  |  |  |  |  |  |
| Yes in the past year | 46 | 9 | 15 | 13 | 8 | 1 | 26 | 20 |
|  | 9% | 9% | 15% | 13% | 8% | 1% | 10% | 8% |