

UbiCar Insurance - 14 November 2018

Parents Guilty of Using Phone While Driving – New Data Shows Phone Distraction Triples at School Pick Up Time

Alarming new data shows the biggest spike in motorists using their phone behind the wheel is when kids are collected from school between 3pm-4pm.

The data has been recorded by UbiCar - a safe driving app - during the month of October as part of Sydney's Northern Beaches Safest Driver competition, a council initiative set to be adopted Australia wide.

Around 800 motorists competed to be the safest driver using the free UbiCar app that measures a driver's safety performance looking at speeding, phone distraction, cornering, acceleration and braking.

"Only twenty-two percent of competitors felt they used their phone while driving yet in reality seventy-three percent of drivers did," said Carolyn Batterton Co-Founder of UbiCar.

"Phone distraction was three times as bad between 3 and 4 pm compared to other times in the day with two-thirds of those responsible for phone distraction were females"

"The number of drivers looking at their phone while driving also peaked between 8am and 9am which is a busy time on the roads with school drop off as well as people making their way to work."

"Phone distraction improved over the course of the competition with a big reduction, top drivers massively reducing phone usage within 14 days" said Ms Batterton

"Many people don't realise how often they check their phones while driving but when a trip is completed the UbiCar app shows drivers where they were distracted by their phone, so they become more aware and mindful not to reach for the phone when stopped at lights or in slow traffic."

"Ultimately showing driver scores and rewarding good drives improves driver behaviour" she said.

Bilgola Plateau mother of two, Cerian Brondum who uses the app and won the competition, said not only did it make her more focused on the roads it also started family conversations about road safety.

"My 13 and 11 year old children know the road rules better than most drivers as this competition triggered their interest in road safety and seeing my name on the leaderboard led to lots of squeals of excitement," said Mrs Brondum.

"Not only is it interesting to find out if you are as good a driver as you think you are, but it brings out a competitive streak I didn't even know I had and a lot of family fun."

Across Northern Beaches driver performance is almost evenly split, but here's who comes out on top in driver ability:

- Males need are more skilled in smoother braking and accelerating.
- Females are more skilled at cornering and maintain correct speed.

About UbiCar

The free UbiCar app uses patented telematics technology, the app autostarts in the background so there is no interaction with app during a drive. Telematics is being used in over 20 countries around the world to improve road safety and emerging evidence shows it can reduce the risk of a crash by as much as 40 percent in high risk groups.

For more information visit <https://ubicar.com.au>

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