

Market Research

From Green Harbor Publications

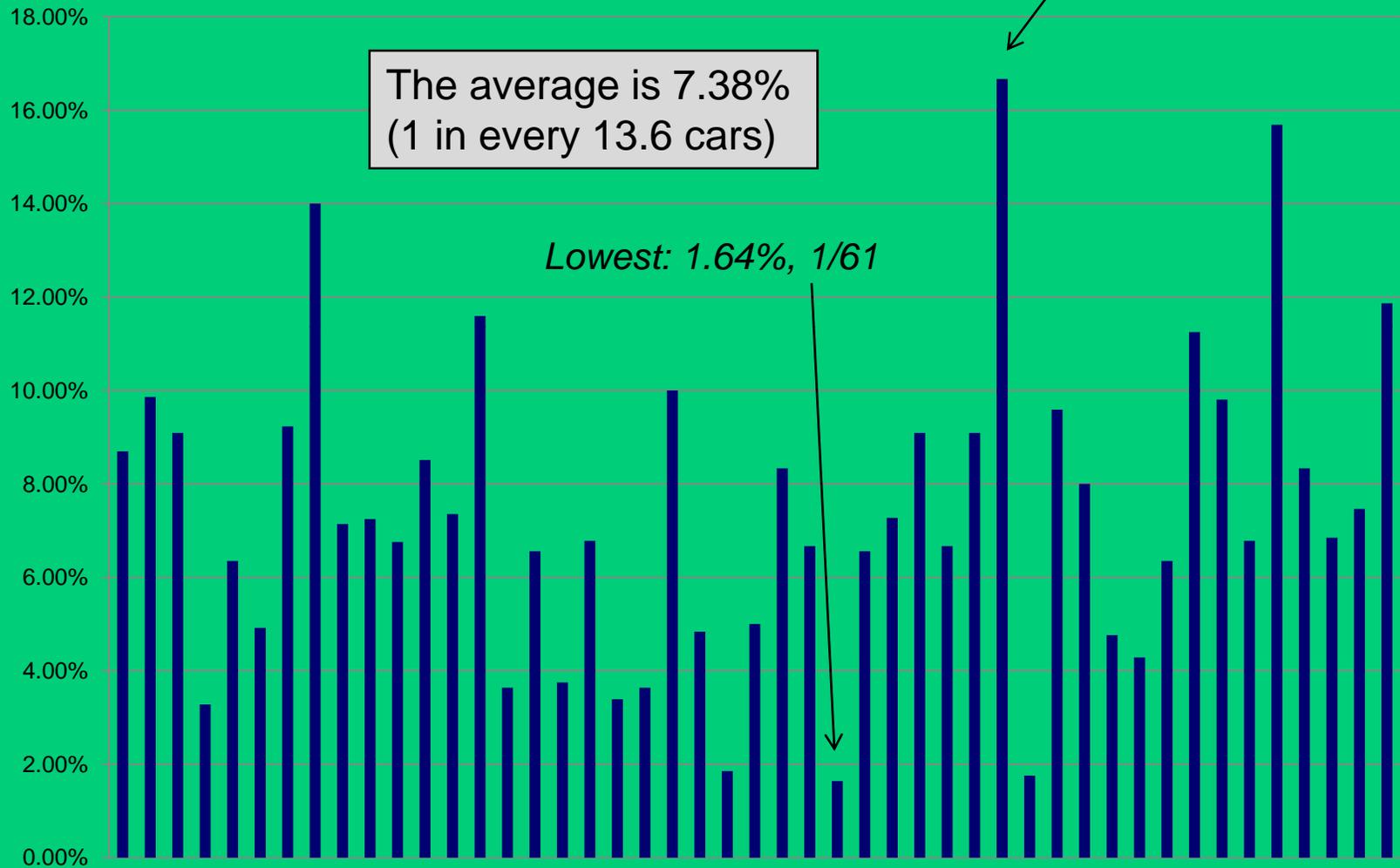
Vehicular Cell Phone Use on Libbey Industrial Parkway

Green Harbor Publications
January 2010

Cell Phone Survey Parameters

- **Ten month time period**
 - From March to December 2009
- **47 walks**
- **2,942 cars**
- **Between the hours of 12 and 2 pm**
- **In good weather**
- **Counted every motorized vehicle that went by**
 - Including motorcycles and 18-wheelers
- **Counted only those vehicles where a cell phone could be clearly seen in use by the driver**
 - Some drivers may have been using hands-free systems or ear pieces

Cell Phone Survey Results



Source: Vehicular Cell Phone Use on Libbey Industrial Parkway, Green Harbor Publications, 2010

Cell Phone Survey Conclusions

- **Results for one road in Weymouth, Massachusetts at lunchtime**
- **Would it be comparable to other roads around the country?**
 - ▶ Who knows? Why don't you try counting?
- **When you ask them to guess, people generally think the number is much higher**
 - ▶ Probably because cell-phone-using drivers are really annoying