



MEDIA RELEASE: TRUE EXTENT OF AUSTRALIAN PHONE USAGE REVEALED IN UBICAR'S NOVEMBER DATA

New data obtained by UbiCar has revealed the extent of Australian drivers' phone usage behind the wheel.

An incredible 22% of driving trips recorded by users of the UbiCar safe driving mobile app included at least one Phone Distraction incident during the trip.

It also revealed that Northern Territory drivers were Australia's most distracted behind the wheel, with over 28% of trips including phone usage. Tasmanian drivers were the nation's least distracted, with just 18% of trips triggering a phone incident.

When considering the average driving speed, nearly two thirds of trips with Phone Distraction incidents occurred during trips within in the 20km/h to 50km/h range.

These figures highlight the significant challenges faced by Australian authorities in their attempts to curb phone usage behind the wheel, efforts supported by UbiCar's technology.

The UbiCar app measures and scores a driver's performance using mobile telematics technology. Metrics recorded by the app include Phone Distraction, Speeding, Acceleration, Braking and Cornering.

A driver's score can then give them access to fairer-priced car insurance based on the user's own driving, removing much of the traditional prejudice based around age and location.

The data obtained in November reinforces UbiCar's case study on Sydney's Northern Beaches in October 2018, supported by the Northern Beaches Council.

Over 750 app users in the region participated in a safe driving competition, where it was revealed the most prevalent times for phone usage behind the wheel were between 8-9am and 3-4pm during the busy school pick up times.

The study also backed up findings from overseas telematics usage regarding the success of telematics products in improving driver behaviour.

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On the Northern Beaches, the most at risk drivers reduced their Phone Distraction by almost 40% during October, while Harsh Braking was reduced by 27% and Speeding by 11%

For more information on UbiCar's safe driving app and usage-based insurance product, head to ubicar.com.au or download the UbiCar app from the App Store or Play Store.

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