

FIGURE LEGENDS

Figure 1. Schematic of driver_use_time and driver_non-use_time that form the denominators of incidence densities. Shown are when, and for how long 100 different motor vehicle drivers drove while using or not using cellular telephones, during a specific time-window on a particular morning. The raw data are depicted in two formats (1) in detail, driver by driver, with the driving time shown as thin horizontal lines, and the time driving while using a cellular telephone in darker and thicker horizontal lines and (2) collectively, i.e., de-personalized. The height of the upper curve indicates how many were driving at the indicated instant, and the lower curve how many of them were at that instant using the phone while driving. The area under the lower curve represents the total number of driver-moments 'on-the-phone', and that between the two curves the total driver-moments 'off-the-phone'.

Fig 1

