

RSS Seminar

Eight years of RITS – What's the data telling us?

31 October 2018
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RITS – How it works



Long running tracker:

- first wave September 2010; and
- most recent wave August 2018.

Twice yearly survey - summer and winter.

17 waves of survey data captured



c550 drivers interviewed at each survey wave; screened from nationally representative sample of 1000 adults.

Interviews conducted in-home.

Interview is face-to-face but also self-complete to maximise honesty.



Same questionnaire used.

New topics added as necessary.

But consistency is its strength.

What was happening back in 2010 – around the world?



What was happening back in 2010 – a little closer to home?



What might have influenced driver attitudes and behaviours?

Major social marketing campaigns

Driving on Country Roads; Drink Driving; Kids in Cars; Vulnerable Road Users; Mobile Distraction



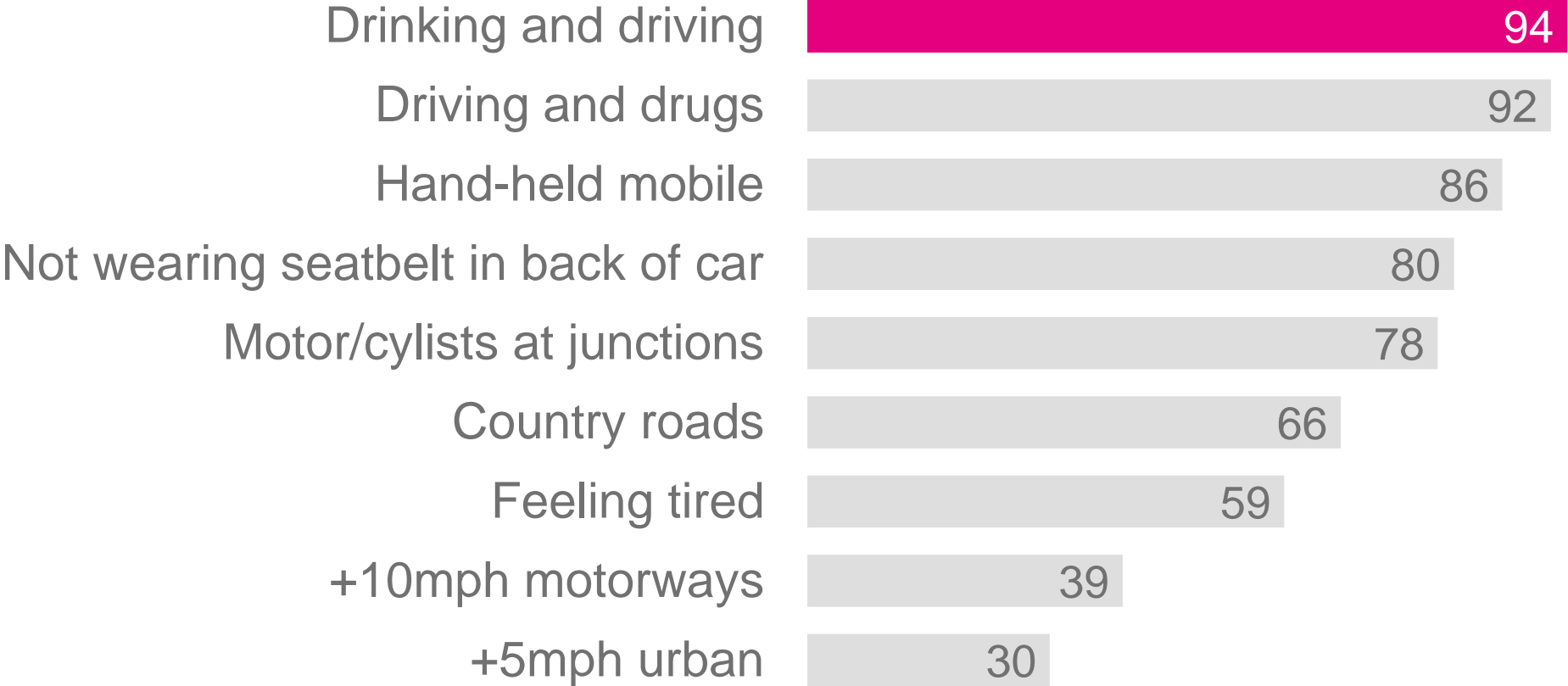
Which behaviours pose the most risk – in 2018?

- 1 Drinking and driving over the limit
- 2 Driving under influence of drugs
- 3 Using hand held mobile
- 4 Not wearing a seatbelt in back of car
- 5 Not looking out for motorcyclists/people on pedal bikes at junction
- 6 Not adjusting speed to conditions on country roads
- 7 Driving when tired
- 8 Driving at + 10mph motorways
- 9 Driving at + 5mph in cities/towns



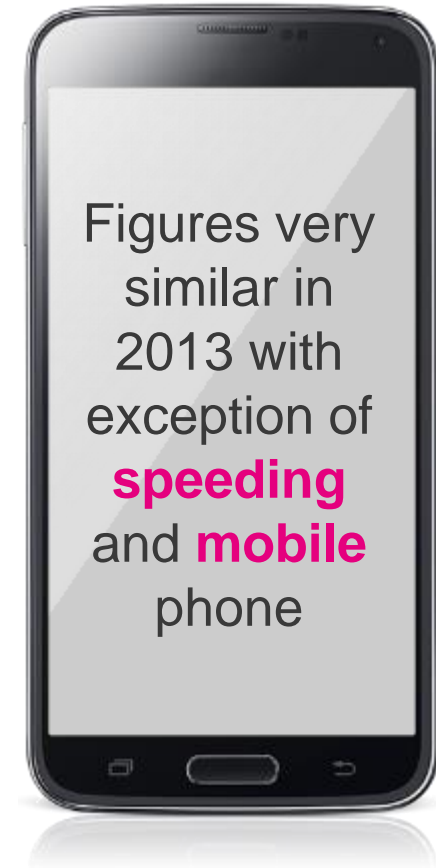
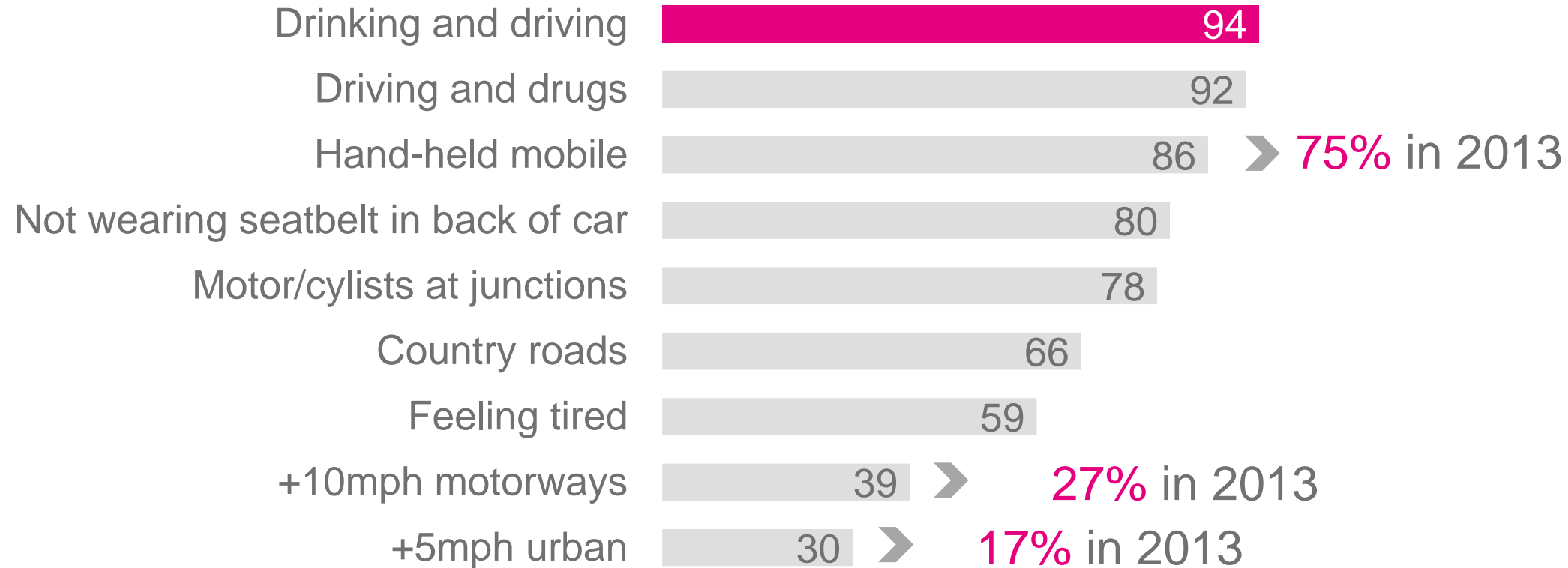
There is huge variation in the perceived seriousness of these driving behaviours

Percentage rating behaviour as a very serious risk to drivers/others – August 2018



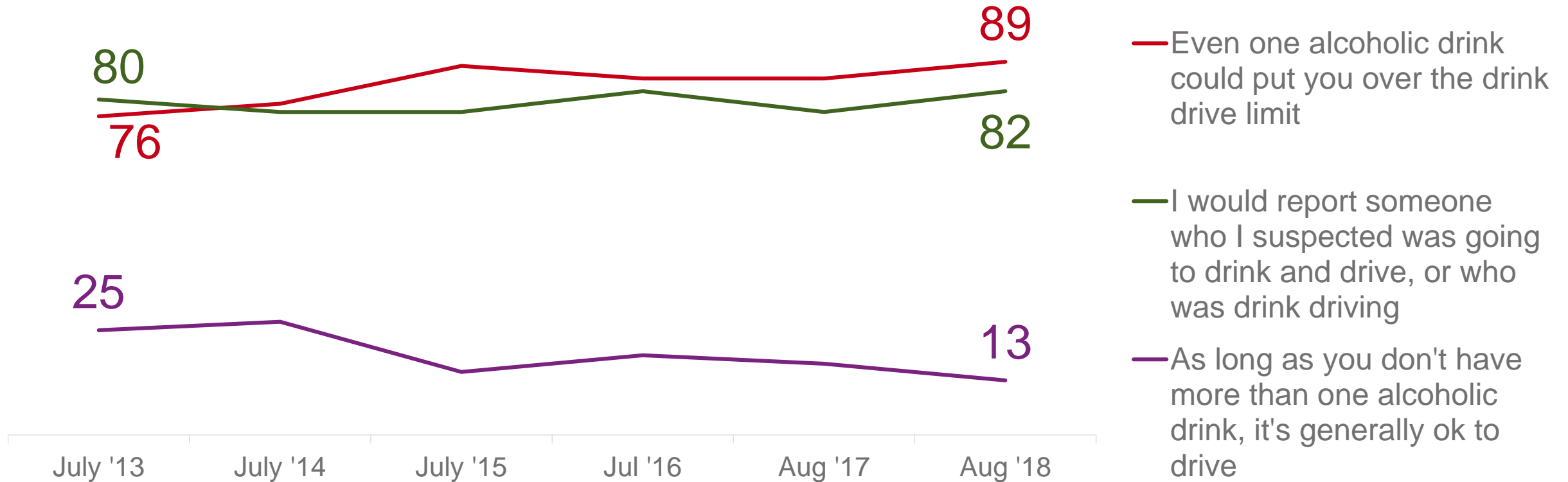
The seriousness of most behaviours has not changed significantly since 2010

Percentage rating behaviour as a very serious risk to drivers/other – August 2018



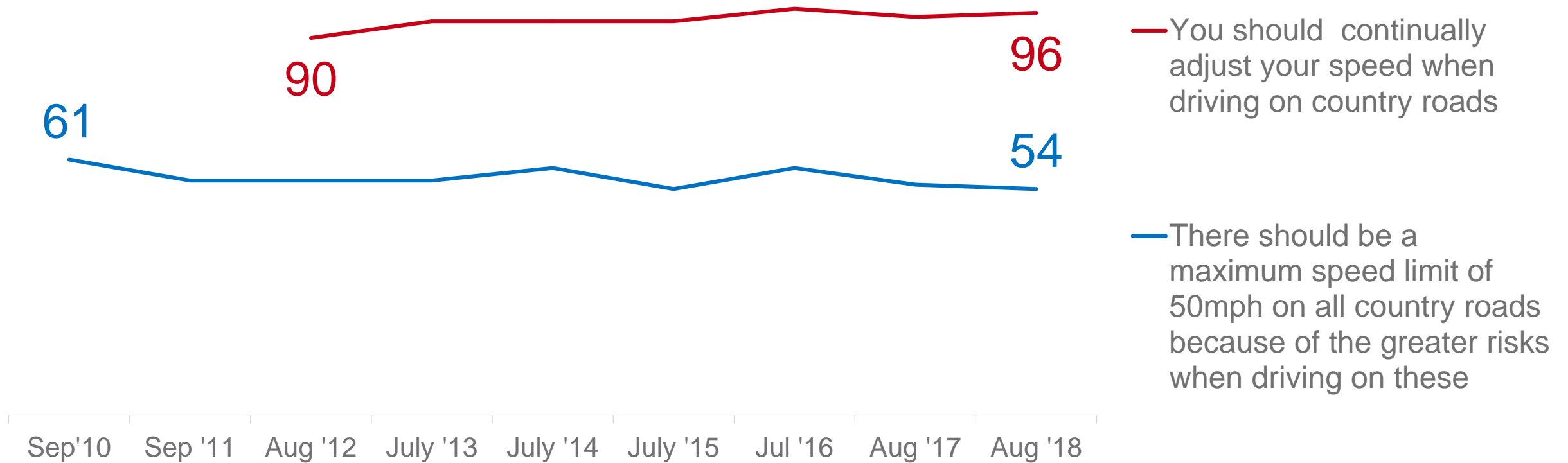
Attitudes towards drink driving are hardening – except in relation to reporting it

Percentage agreeing



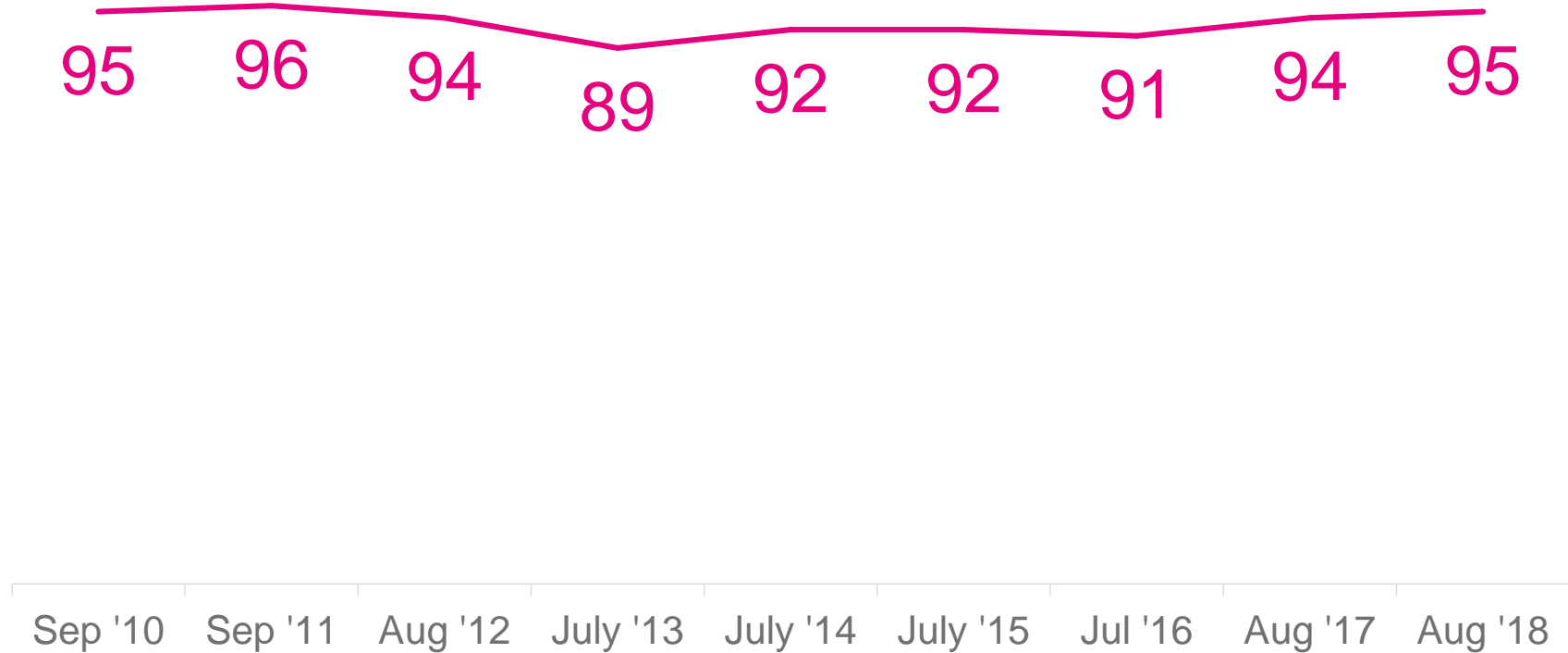
Despite increased understanding of need to continually adjust speeds on country roads, support for national 50mph limit is slowly declining – although opinion remains divided

Percentage agreeing



Harsher penalties are likely to have helped prevent an increase in the acceptance of hand-held mobile usage

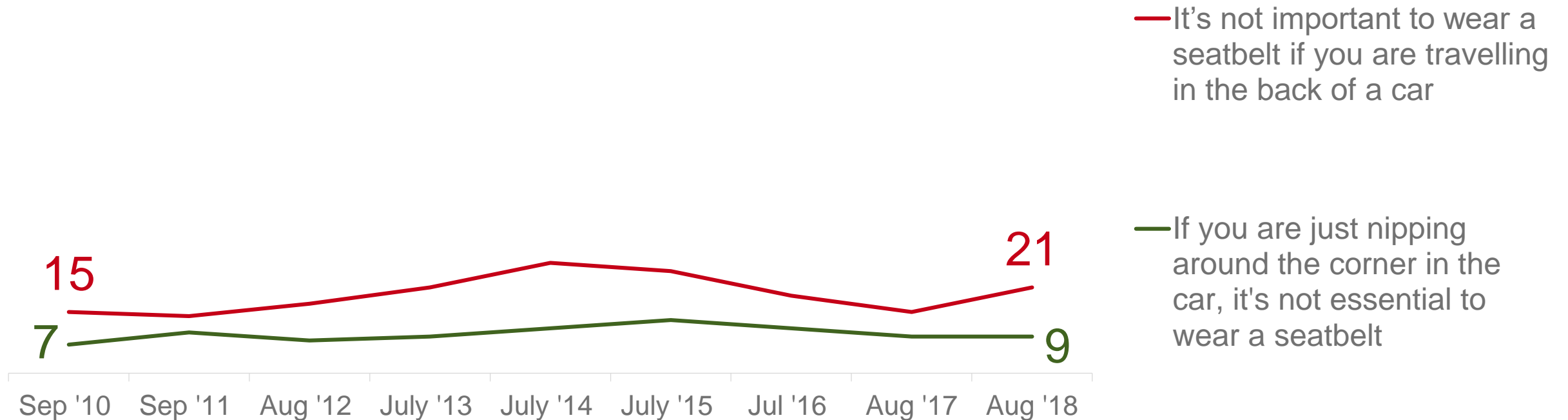
Percentage disagreeing



“It’s okay to use a hand-held mobile phone when you are driving.”

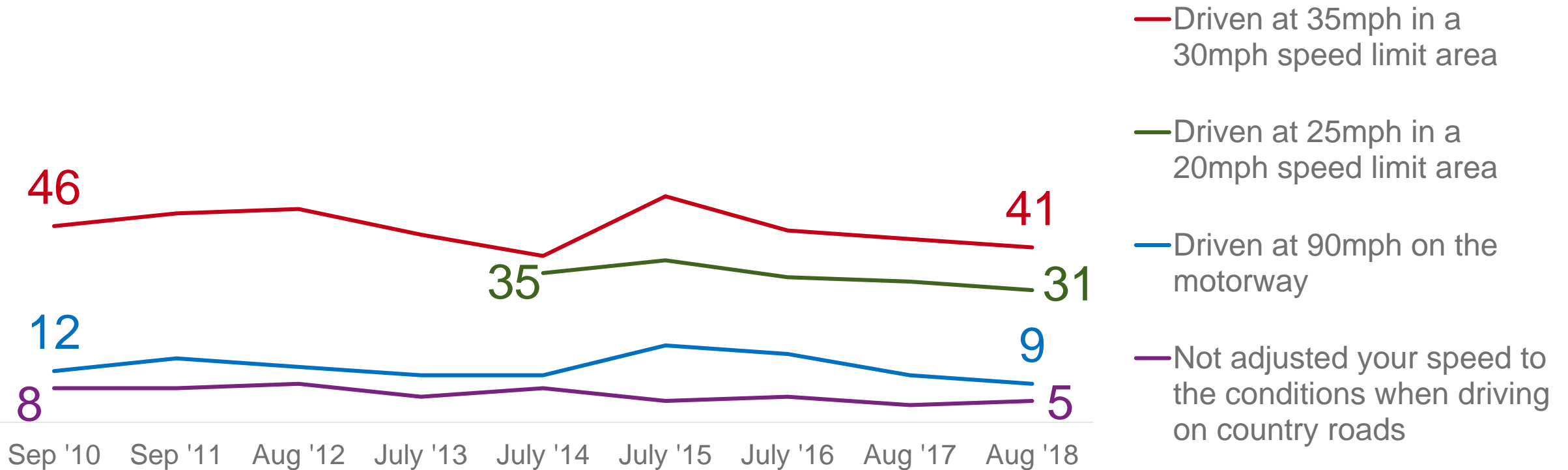
The perceived need to wear a seatbelt in the back shows signs of falling

Percentage agreeing



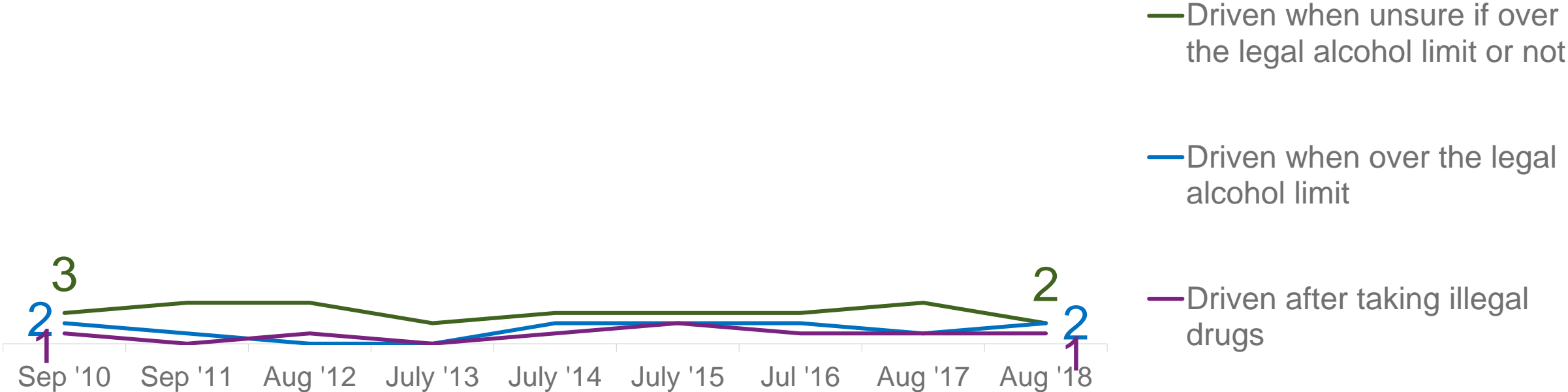
The percentage of drivers claiming to speed is declining

Percentage claiming to have...



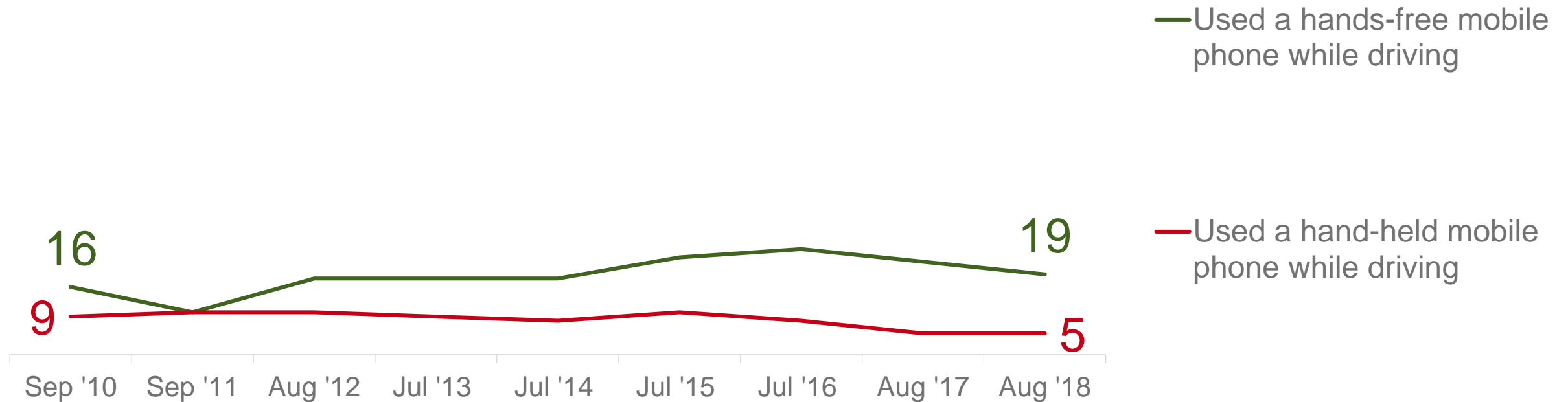
The very low level of claimed drink driving has remained constant since 2010

Percentage claiming to have...



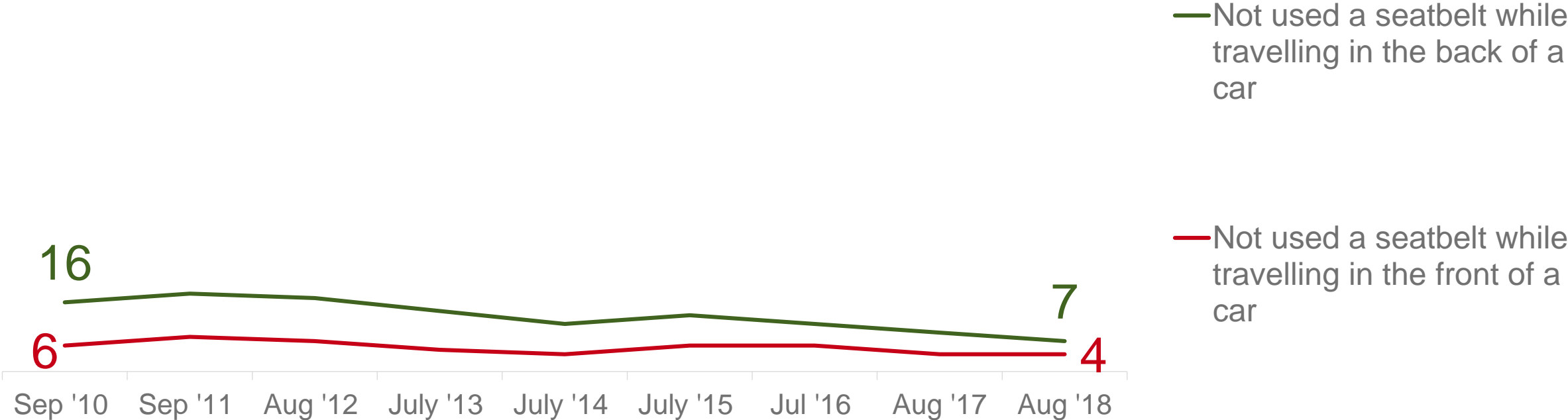
The harsher penalties introduced in March 2017 may also have helped reduce usage of mobiles

Percentage claiming to have...



Since 2010 the proportion travelling without a seatbelt in the back has noticeably dropped

Percentage claiming to have...



What is the data telling us?



Speeding

Fewer drivers claim to be speeding in 2018 than in 2010.

There is an increased understanding of risks posed by speeding but it remains 'low risk' in comparison to other behaviours.



Drink driving

The unacceptability of drink driving rose after decrease in legal limit, and there is no sign of attitudes 'softening'.



Mobile phones

As in 2010 nearly all drivers consider usage of a hand-held mobile unacceptable.

Claimed usage is slightly lower now than in 2010.

Harsher penalties may have had a role in these changes.



Seatbelts

There is some evidence of an increase in drivers who **don't** think it is important to wear a seatbelt in the back.

Despite this fewer drivers said they **don't** wear one when travelling in the back.

Questions?

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