RITS: Driver attitudes and behaviour tracking - latest trends (Wave 17)

October 2018
40304067
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Background and method
Scottish Government and Road Safety Scotland tend to run 2-3 media campaigns per year, supported by other activity on a more localised level, as part of a wider strategy to reduce road casualties.

These campaigns are generally evaluated on an ad hoc basis among their specific target audiences at the point in time when they are running.

However it was recognised that there was no on-going tracking to assess the longer term effect of campaigns or local activity on driver behaviours and attitudes more generally – are there any changes occurring in these over time and are these for the better?

Against this background, a survey mechanism was set up in September 2010 to monitor driver behaviour and attitudes in Scotland in relation to some key issues of road safety on a continuous basis, with surveys conducted twice a year: latest results from wave 17 are presented here together with results from previous waves.
Research method

Around 1,000 in-home CAPI* interviews are conducted each wave among a representative sample of the population of Scotland aged 16+ on Kantar TNS face-to-face omnibus.

Respondents screened to interview only active drivers (i.e. adults who hold a full driving licence for a car and drive nowadays) – 589 drivers at Wave 17: 1 – 26 August 2018.

Started in 2010; runs twice during 12 month period; data from 2012 onwards, or from when first asked, shown today.

*Computer Assisted Personal Interviewing
2

Speeding

Claimed behaviours
Awareness of penalties
Attitudes
Perceptions of seriousness
The overall trend for speeding behaviours continues downward, following a slight rise on several of these scenarios in the previous 12 months.
Similarly, the latest figures show that the proportion ‘always’ adhering to speed limits has reverted back to previous levels, following a slight dip February 2018.

<table>
<thead>
<tr>
<th>% claiming to always…</th>
<th>Jul ’16</th>
<th>Mar ’17</th>
<th>Aug ’17</th>
<th>Feb ’18</th>
<th>Aug ’18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep to 20mph speed limits</td>
<td>40</td>
<td>44</td>
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<td>40</td>
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<tr>
<td>Keep to 30mph speed limits</td>
<td>38</td>
<td>41</td>
<td>43</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td>Keep to 40mph speed limits</td>
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<td>45</td>
<td>51</td>
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<td>Keep to 50mph speed limits</td>
<td>48</td>
<td>50</td>
<td>52</td>
<td>47</td>
<td>53</td>
</tr>
</tbody>
</table>

Base: All who hold a full driving licence for a car and drive nowadays at each wave Jul ’16 (582); Mar ’17 (600); Aug ’17 (525); Feb ’18 (561); Aug ’18 (589)

Q8a: How frequently do you…?
The penalties associated with driving at 35mph in a 30mph limit area have remained broadly level in past few years. Reference to points on a driving licence shows the greatest decline since the tracking started.
The penalties primarily associated with speeding on a motorway are a fine and points, although less so than when tracking started.
A strong belief in the need to drive below the speed limit in built up areas continues to increase among drivers

% agreeing/disagreeing:

*In built up areas, where there are pedestrians and cyclists, it may be necessary to drive below the speed limit*

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree strongly (+2)</th>
<th>Agree slightly (+1)</th>
<th>Neither nor (0)</th>
<th>Disagree slightly (-1)</th>
<th>Disagree strongly (-2)</th>
<th>Mean</th>
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<tbody>
<tr>
<td>Jul '16</td>
<td>76</td>
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<td>Mar '17</td>
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<td>1.66</td>
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<td>Aug '18</td>
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<td>3</td>
<td>1</td>
<td>1.74</td>
</tr>
</tbody>
</table>

Base: All who hold a full driving licence for a car and drive nowadays at each wave
Q4: How much do you agree or disagree that….
Attitudes towards driving on country roads have remained broadly similar among all drivers in recent years, with little sign of increased support for a 50mph limit.

- You should continually adjust your speed when driving on country roads*
- There should be a maximum speed limit of 50mph on all country roads because of the greater risks when driving on these.
- More fatal accidents in Scotland happen on country roads than on any other type of road.

* Minor change in text from 'you need to continually assess your speed…' Jul '16.
There have been further increases in the perceived seriousness of driving above the limits in built up areas and on motorways – all at highest recorded levels

<table>
<thead>
<tr>
<th>% rating speeding behaviours as ‘very serious’- TRENDS</th>
<th>% rating ‘very serious’ across all behaviours in August 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving at +10mph in cities or towns</td>
<td>Drinking and driving over the limit 94</td>
</tr>
<tr>
<td>Not adjusting speed to country roads</td>
<td>Driving under influence of drugs 92</td>
</tr>
<tr>
<td>Speeding up through amber</td>
<td>Using hand held mobile 86</td>
</tr>
<tr>
<td>Driving at +10mph motorways</td>
<td>Not wearing seatbelt 80</td>
</tr>
<tr>
<td>Not looking out for motorcyclists / people…</td>
<td>Not looking out for motorcyclists / people… 78</td>
</tr>
<tr>
<td>Driving + 10mph in cities/towns</td>
<td>Driving + 10mph in cities/towns 69</td>
</tr>
<tr>
<td>Not adjusting speed to country roads</td>
<td>Not adjusting speed to country roads 66</td>
</tr>
<tr>
<td>Being distracted by something /someone</td>
<td>Being distracted by something /someone 60</td>
</tr>
<tr>
<td>Driving when tired</td>
<td>Driving when tired 59</td>
</tr>
<tr>
<td>Speeding up through amber</td>
<td>Speeding up through amber 47</td>
</tr>
<tr>
<td>Driving +10mph motorways</td>
<td>Driving +10mph motorways 39</td>
</tr>
<tr>
<td>Driving +5mph in cities/towns</td>
<td>Driving + 5mph in cities/towns 30</td>
</tr>
</tbody>
</table>

Base: All who hold a full driving licence for a car and drive nowadays at each wave (589 at Wave 17)

Q5: How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and for other road users?
Views towards the use of road safety cameras on Scotland’s roads remain positive although there has been a slight drop in the perceived benefits in relation to accidents/driving behaviour

<table>
<thead>
<tr>
<th>Agreement with statements about road safety cameras (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The use of road safety cameras on Scotland's roads</td>
</tr>
<tr>
<td>Feb '18</td>
</tr>
<tr>
<td>Agree strongly (+2)</td>
</tr>
<tr>
<td>54</td>
</tr>
<tr>
<td>Aug '18</td>
</tr>
<tr>
<td>55</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Road safety cameras help prevent accidents in the areas where they are used</th>
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</thead>
<tbody>
<tr>
<td>Feb '18</td>
</tr>
<tr>
<td>Agree strongly (+2)</td>
</tr>
<tr>
<td>42</td>
</tr>
<tr>
<td>Aug '18</td>
</tr>
<tr>
<td>38</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Road safety cameras help discourage dangerous driving in the areas where they are used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb '18</td>
</tr>
<tr>
<td>Agree strongly (+2)</td>
</tr>
<tr>
<td>44</td>
</tr>
<tr>
<td>Aug '18</td>
</tr>
<tr>
<td>41</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>People should see the use of road safety cameras as a good thing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb '18</td>
</tr>
<tr>
<td>Agree strongly (+2)</td>
</tr>
<tr>
<td>53</td>
</tr>
<tr>
<td>Aug '18</td>
</tr>
<tr>
<td>52</td>
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</tbody>
</table>

Base: All who hold a full driving licence for a car and drive nowadays at each wave (589 at Wave 17)
QSC1: How much do you agree or disagree with the use of road safety cameras on Scotland’s roads?
QSC2: Here are some statements people have made about road safety cameras in general, including both speed cameras and red traffic light cameras. For each one please indicate the extent to which you agree or disagree with the statement.
More positively, cynicism around the aim of road safety cameras has dropped back slightly since February

Agreement with statements about road safety cameras (%)

Road safety cameras are an easy way of making money out of motorists

<table>
<thead>
<tr>
<th></th>
<th>Feb '18</th>
<th></th>
<th>Aug '18</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree strongly (+2)</td>
<td>33</td>
<td>Agree slightly (+1)</td>
<td>25</td>
<td>Neither nor (0)</td>
</tr>
<tr>
<td>Disagree slightly (-1)</td>
<td>18</td>
<td>Disagree strongly (-2)</td>
<td>7</td>
<td>Don't know</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

There are too many road safety cameras

<table>
<thead>
<tr>
<th></th>
<th>Feb '18</th>
<th></th>
<th>Aug '18</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree strongly (+2)</td>
<td>12</td>
<td>Agree slightly (+1)</td>
<td>14</td>
<td>Neither nor (0)</td>
</tr>
<tr>
<td>Disagree slightly (-1)</td>
<td>29</td>
<td>Disagree strongly (-2)</td>
<td>16</td>
<td>Don't know</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Base: All who hold a full driving licence for a car and drive nowadays at each wave (589 at Wave 17)
QSC2: Here are some statements people have made about road safety cameras in general, including both speed cameras and red traffic light cameras. For each one please indicate the extent to which you agree or disagree with the statement.
3

Drink and drug driving

Claimed behaviours
Awareness of penalties
Attitudes
Perceptions of seriousness
Positively, driving when unsure if over the limit, has fallen back again since February 2018 and reverted to previous low level.

Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?

- Driven when unsure if over the legal alcohol limit or not
- Driven when over the legal alcohol limit
- Driven after taking illegal drugs

Base: All who hold a full driving licence for a car and drive nowadays.
Awareness of the drink driving penalties of ‘a prison sentence’ and ‘car being taken’ continue to show small signs of increasing since the change in limit, but same pattern not evident for a criminal record.

% aware of penalties for driving over the alcohol limit

Base: All who hold a full driving licence for a car and drive nowadays
Q8: What do you think are the penalties if a person is caught by the police for ....?
The hardening of attitudes towards drink driving following change in limit in 2014 show no signs of diminishing

Drivers should not drink any alcohol in the hours before driving

Even one alcoholic drink could put you over the drink drive limit

I would report someone who I suspected was going to drink and drive, or who was drink driving

Scotland is tough in tackling drink driving* (changed July 16 from 'is getting tougher')

As long as you don't have more than one alcoholic drink, it's generally ok to drive (negative statement; decline = improvement)

Base: All who hold a full driving licence for a car and drive nowadays

Q4: How much do you agree or disagree that ....?
With exception of a spike for ‘a criminal record/prison sentence’ in 2015, there has been little movement in awareness levels of penalties associated with drug driving. Only ‘a fine’ shows any signs of increasing prominence.

% aware of penalties for drug driving

Base: All who hold a full driving licence for a car and drive nowadays
Q8: What do you think are the penalties if a person is caught by the police for ....?
Support for Scotland to take a tougher stance on drug driving remains at a high level

% saying agree strongly/agree slightly

Scotland should get tougher in tackling driving when under the influence of drugs

Wording change from ..Scotland is getting tougher…to ‘should get tougher’

Base: All who hold a full driving licence for a car and drive nowadays
Q4: How much do you agree or disagree that …?
Drink driving and driving under the influence of drugs are equally likely to be considered as serious risk behaviours; both continue to dominate the ‘risk’ table.

% rating drink/drug behaviours as ‘very serious’ - TRENDS

- Drinking and driving when over the limit
- Driving when under the influence of drugs

% rating ‘very serious’ across all behaviours in August 18:

- Drinking and driving over the limit: 94%
- Driving under influence of drugs: 92%
- Using hand held mobile: 86%
- Not wearing seatbelt: 80%
- Not looking out for motorcyclists / people...: 78%
- Driving + 10mph in cities/towns: 69%
- Not adjusting speed to country roads: 66%
- Being distracted by something /someone: 60%
- Driving when tired: 59%
- Speeding up through amber: 47%
- Driving +10mph motorways: 39%
- Driving + 5mph in cities/towns: 30%

Base: All who hold a full driving licence for a car and drive nowadays at each wave (589 at Wave 17)

Q5: How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and for other road users?
4

Mobile phone usage

Claimed behaviours
Awareness of penalties
Attitudes
Perceptions of seriousness
The upward trend in usage, following a dip in March ‘17 when increased penalties were introduced, has not been sustained at latest wave.
Following changes in legislation in 2017, points and a fine are equally familiar penalties for mobile phone usage, whereas a verbal warning is less likely to be mentioned.
Strong rejection of the acceptability of using of a hand-held mobile remains high, with little evidence of this declining

Agreement with statement about mobile phone usage

<table>
<thead>
<tr>
<th>Month</th>
<th>Agree strongly (+2)</th>
<th>Agree slightly (+1)</th>
<th>Neither nor (0)</th>
<th>Disagree slightly (-1)</th>
<th>Disagree strongly (-2)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
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<td>2</td>
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<td>81</td>
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<td>Aug '12</td>
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<td>2</td>
<td>8</td>
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<td>86</td>
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<td>Feb '13</td>
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<td>12</td>
<td>81</td>
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<td>7</td>
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<td>Feb '14</td>
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<td>July '14</td>
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<td>6</td>
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<td>Aug '18</td>
<td>3</td>
<td>1</td>
<td>6</td>
<td></td>
<td></td>
<td>89</td>
</tr>
</tbody>
</table>

Base: All who hold a full driving licence for a car and drive nowadays at each wave
Q4: How much do you agree or disagree that……

It's okay to use a hand-held mobile phone when you are driving
The increasing perception that using a hand-held mobile creates a very serious risk appears to have stabilised, at a high level.

% rating using hand held mobile as ‘very serious’ - TRENDS

% rating as ‘very serious’ across all behaviours in August 18

- Drinking and driving over the limit: 94%
- Driving under influence of drugs: 92%
- Using hand-held mobile: 86%
- Not wearing seatbelt: 80%
- Not looking out for motorcyclists / people: 78%
- Driving + 10mph in cities/towns: 69%
- Not adjusting speed to country roads: 66%
- Being distracted by something /someone: 60%
- Driving when tired: 59%
- Speeding up through amber: 47%
- Driving +10mph motorways: 39%
- Driving +5mph in cities/towns: 30%

Base: All who hold a full driving licence for a car and drive nowadays at each wave (589 at Wave 17)

Q5: How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and for other road users?
There is more chance of getting stopped by the police for traffic offences when driving compared to a year ago.

The penalties for getting caught for driving offences like speeding and using a mobile phone aren’t enough to stop me doing it.

There’s not much risk of getting caught by police for things like not wearing a seatbelt, using a mobile phone when driving or driving slightly over the alcohol limit.

The overall trend for the perception that you are more likely to be stopped by the police ‘this year’ remains downward. On other hand, there is also a very slight downward trend in agreement that the penalties are not a sufficient deterrent.

Statements 2 and 3 are negative – so looking for decline in agreement rather than increase.

Base: All who hold a full driving licence for a car and drive nowadays

Q4: How much do you agree or disagree that …?
5

Seatbelts
Claimed behaviours
Awareness of penalties
Attitudes
Perceptions of seriousness
The number of drivers that do not wear a seatbelt when travelling in the back of a car continues to decline. A small percentage continue not to wear one in the front.

% claiming seatbelt behaviours

- Not used seatbelt front or back
- Not used a seatbelt in the back of a car
- Not used a seatbelt in the front of a car

Base: All who hold a full driving licence for a car and drive nowadays

Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?

* 'When available' removed in July '16
The gap, between awareness of a fine as a penalty for not wearing a seatbelt when driving and points, is gradually decreasing. In past 6 months there has been a marked drop in mentions of a verbal warning.

**% Awareness of penalties for driving without a seatbelt**

- **A fine**
- **Points on driving licence**
- **A verbal warning**
- **Any disqualified (net)**

Base: All who hold a full driving licence for a car and drive nowadays
Q8: What do you think are the penalties if a person is caught by the police for ....?

![Graph showing changes in awareness rates over time](image-url)
Similarly, a verbal warning for driving without a seatbelt when travelling as a passenger has dropped at latest wave; although longer term trend is upward.

% Awareness of penalties for travelling as passenger without a seatbelt

Base: All who hold a full driving licence for a car and drive nowadays
Q8: What do you think are the penalties if a person is caught by the police for …?
Despite falling trends on not wearing a seatbelt in the back, attitudes show a gradual softening towards the importance of doing so.

% saying Agree strongly/agree slightly

It's not important to wear a seatbelt if you are travelling in the back of a car (wording 'or taxi' removed July 16)

If you are just nipping around the corner in the car, it's not essential to wear a seatbelt

Negative statements: decrease = improvement
Until last year the perceived seriousness of not wearing a seatbelt in the back showed a slow decline, but is now back at previously high level.

% rating non-usage of seatbelt in back of car as 'very serious' - TRENDS

Base: All who hold a full driving licence for a car and drive nowadays at each wave (589 at Wave 17)
Q5: How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and for other road users?

% rating as ‘very serious’ across all behaviours in August 18:
- Drinking and driving over the limit: 94
- Driving under influence of drugs: 92
- Using hand held mobile: 86
- Not wearing seatbelt: 80
- Not looking out for motorcyclists /…: 78
- Driving + 10mph in cities/towns: 69
- Not adjusting speed to country roads: 66
- Being distracted by something /someone: 60
- Driving when tired: 59
- Speeding up through amber: 47
- Driving +10mph motorways: 39
- Driving +5mph in cities/towns: 30
6

Vulnerable road users

Behaviours
Awareness of penalties
Attitudes
Perceptions of seriousness
Consistent following of safe practice has increased at latest wave, especially with regard to paying attention to people on pedal bikes.

- Make sure you check for pedestrians at junctions
- Make sure you check for people on pedal bikes at junctions
- Make sure you check for people on pedal bikes before turning a corner
- Give a gap of a car's width when passing people on bikes

Base: All who hold a full driving licence for a car and drive nowadays; Aug '18 (xxx)
Q8a: How frequently do you....?
Since Feb ‘14 there has been a gradual increase in the perceived seriousness of not looking out for those on motor/pedal bikes at junctions.

% rating **not** looking out for motorcyclists/people on bikes at junctions as ‘very serious’ - TRENDS

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<tr>
<td>78</td>
<td>69</td>
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<td>59</td>
<td>47</td>
</tr>
</tbody>
</table>

% rating as ‘very serious’ across all behaviours in August 18:

- Drinking / driving over the limit: 94
- Driving under influence of drugs: 92
- Using hand held mobile: 86
- Not wearing seatbelt: 80
- Not looking out for motorcyclists / people: 78
- Driving + 10mph in cities/towns: 69
- Not adjusting speed to country roads: 66
- Being distracted by something /someone: 60
- Driving when tired: 59
- Speeding up through amber: 47
- Driving +10mph motorways: 39
- Driving + 5mph in cities/towns: 30

Base: All who hold a full driving licence for a car and drive nowadays at each wave (589 at Wave 17)

Q5: How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and for other road users?
No clear trends on understanding the need to ‘give a gap of a car’s width when passing cyclists’ or in belief that pedestrians ‘too often use informal crossing points’

<table>
<thead>
<tr>
<th>% saying agree/ disagree</th>
<th>Drivers should give people on pedal bikes a full car’s width when passing</th>
<th>Too often pedestrians cross where they like rather than using crossing points e.g. zebra or pelican crossings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean:</td>
<td>1.53 1.52 1.47 1.61 1.51</td>
<td>1.50 1.40 1.43 1.37 1.39</td>
</tr>
<tr>
<td>Agree strongly (+2)</td>
<td>69 69 68 76 72</td>
<td>63 59 59 59 59</td>
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</table>

Base: All who hold a full driving licence for a car and drive nowadays at each wave

Q4b: How much do you agree or disagree that......
There are no emerging trends on these issues: support for greater consideration among drivers for those on bikes, and among people on bikes for drivers, remains widespread but not universal.

Mean:

<table>
<thead>
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<th>% saying agree/disagree</th>
<th>Mean</th>
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Base: All who hold a full driving licence for a car and drive nowadays at each wave

Q4b: How much do you agree or disagree that……

Drivers need to show more consideration to people on pedal bikes

People on pedal bikes need to show more consideration to drivers

You often see people on pedal bikes failing to obey the rules of the road

KANTAR TNS

RITS: Driver Attitudes and Behaviour Tracking

JN40304067
Views on equal rights for people on bikes have remained constant since July ’16 (when text changed from ‘cyclists’ to ‘people on bikes’), with a significant proportion of drivers continuing to disagree.

<table>
<thead>
<tr>
<th>% saying agree/ disagree</th>
<th>Feb '14</th>
<th>July '14</th>
<th>Feb '15</th>
<th>July '15</th>
<th>Feb '16</th>
<th>July '16</th>
<th>Mar '17</th>
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<td>1.06</td>
<td>1.00</td>
<td>1.11</td>
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</table>

People on pedal bikes have the same rights as car drivers on the roads*

*Wording change in July 2016. ‘Cyclists’ replaced with ‘People on pedal bikes’
7

Distraction/Health/Age

Claimed behaviours
Awareness of penalties
Attitudes
Perceptions of seriousness
The trend in claimed ‘driving when tired/sleepy’ has been very slightly downward since July ‘15; a quarter of drivers admitted to this at latest wave.

Wording changed to “…..feeling tired or sleepy “ from “too tired” in July ‘15

Base: All who hold a full driving licence for a car and drive nowadays
Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?
The perceived seriousness of driving when tired/sleepy continues to gradually increase, following the change in wording in July ’15

% ratings of being distracted by something and by being tired as ‘very serious’ - TRENDS

- Distracted by something (eg Satnav) or someone
- Driving when feeling tired/sleepy

% rating as ‘very serious’ across all behaviours in August 18

- Drinking / driving over the limit: 94%
- Driving under influence of drugs: 92%
- Using hand held mobile: 86%
- Not wearing seatbelt: 80%
- Not looking out for motorcyclists / people: 78%
- Driving + 10mph in cities/towns: 69%
- Not adjusting speed to country roads: 66%
- Being distracted by something/someone: 60%
- Driving when tired: 59%
- Speeding up through amber: 47%
- Driving +10mph motorways: 39%
- Driving +5mph in cities/towns: 30%

Base: All who hold a full driving licence for a car and drive nowadays at each wave (5891 at Wave 17)
Q5: How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and for other road users?
Awareness of points, and a fine in particular, are decreasing and accordingly there is a growing belief that eating/drinking when driving is not an offence.

---

**% Awareness of penalties for eating or drinking when driving**

- **A verbal warning:**
  - Feb '12: 50
  - Aug '12: 37
  - Feb '13: 19
  - July '13: 19
  - Feb '14: 8
  - July '14: 17
  - Feb '15: 8
  - July '15: 17
  - Feb '16: 29
  - Jul '16: 45

- **A fine:**
  - Feb '12: 19
  - Aug '12: 19
  - Feb '13: 17
  - July '13: 17
  - Feb '14: 17
  - July '14: 17
  - Feb '15: 17
  - July '15: 17
  - Feb '16: 17
  - Jul '16: 17
  - Aug '17: 17
  - Feb '18: 17
  - Aug '18: 17

- **Points on driving licence:**
  - Feb '12: 44
  - Aug '12: 44
  - Feb '13: 44
  - July '13: 44
  - Feb '14: 44
  - July '14: 44
  - Feb '15: 44
  - July '15: 44
  - Feb '16: 44
  - Jul '16: 44
  - Aug '17: 44
  - Feb '18: 44
  - Aug '18: 44

- **No penalty / not an offence:**
  - Feb '12: 44
  - Aug '12: 44
  - Feb '13: 44
  - July '13: 44
  - Feb '14: 44
  - July '14: 44
  - Feb '15: 44
  - July '15: 44
  - Feb '16: 44
  - Jul '16: 44
  - Aug '17: 44
  - Feb '18: 44
  - Aug '18: 44

---

*Changed from ‘drinking from a bottle, can or cup of soft drink when driving’ in Jul ‘16*
Those claiming to drive when negatively affected after taking medication has seen a slight uplift, but the trend for this, and for driving when negatively affected by other personal issues, is downward.

Base: All who hold a full driving licence for a car and drive nowadays; Aug ’18 (589)
Q8a: How frequently do you….

- You feel unwell
- You are negatively affected by age, health or mobility related issues when driving
- You are negatively affected after taking medication

% who always/occasionally drive when…. .
8
Advertising and marketing awareness
Awareness of advertising on road safety topics generally remains at a low level – recall of ‘not driving when tired’ and ‘cycling’ achieved a slight uplift at latest wave
Recall is higher across all these topics at latest wave, particularly for motorbikes, bringing top of mind awareness back to the levels recorded last year.

% driving / road safety advertising seen recently (spontaneous)

Base: All who hold a full driving licence for a car and drive nowadays
Q10: Have you seen or heard any advertising or marketing on topics relating to driving or road safety recently? On what topics?

*Amended wording in July ‘15
Key take-outs for priority topics – speeding, drink driving, seatbelts and mobile distraction
Speeding

Increasing **awareness of the risks** attached to speeding in urban areas may be helping to influence at risk speed behaviours: following a slight rise in these in the past 12 months, **trends have reverted to a downward path**.

The decline in claimed driving at 35mph in 30mph area continues despite a **growing association of a verbal warning as the penalty for this offence**, rather than points or a fine.

Drink & Drug driving

Views towards unacceptability of drink driving have been broadly similar since the change in the drink drive alcohol limit, with **no evidence that views are softening**.

Drink driving and drug driving also remain the behaviours considered to pose the most risks to drivers, passengers and other road users, with no signs of this diminishing.
Mobile phones

There had been signs of usage levels rising after dip created by increased penalties. However, latest figures indicate usage is falling again.

Decline likely helped by continued awareness of a fine and points as penalties, as opposed to a verbal warning, and continued high recognition of the dangers posed by this risk behaviour.

Seatbelts

Claimed non-wearing of a seatbelt has consistently declined since 2012.

However, promotion of need to wear one should be sustained, as evidence points towards a decreasing perception that it is required, especially when travelling in the back of a car.
10
Appendix
## Survey sample sizes

Base sizes for each wave featured throughout report are detailed here unless otherwise specified.

<table>
<thead>
<tr>
<th>Main Omnibus survey</th>
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<tr>
<td>Month</td>
<td>Fieldwork dates</td>
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<td>September 2010</td>
<td>22 – 29 September</td>
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<tr>
<td>February 2011</td>
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<tr>
<td>September 2011</td>
<td>21 – 29 September</td>
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<tr>
<td>February 2012</td>
<td>29 February – 18 March</td>
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<td>February 2013</td>
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<td>July 2013</td>
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<td>February 2014</td>
<td>26 February – 9 March</td>
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<td>July 2014</td>
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<td>July 2015</td>
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<td>February 2016</td>
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<td>March 2017</td>
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<td>August 2017</td>
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<td>August 2018</td>
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Demographic profile of active drivers in sample

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</table>

NB: Weighting applied to overall sample to match general population of Scotland. Then, results were filtered among drivers, hence slight difference in weighted profile at each wave.
The latest findings are back in line with the earlier waves due to a slight fall in references to pedestrians and cyclists.

Why are speed limits generally lower in cities and towns?

- There are likely to be more pedestrians and cyclists around: 81% (Jul '16), 87% (Mar '17), 87% (Aug '17), 81% (Feb '18), 89% (Aug '18)
- In busy places there are more potential dangers: 67% (Jul '16), 64% (Mar '17), 67% (Aug '17), 67% (Feb '18), 67% (Aug '18)
- There are more risks to other drivers: 40% (Jul '16), 40% (Mar '17), 40% (Aug '17), 40% (Feb '18), 40% (Aug '18)
- To keep traffic flowing more smoothly and stop traffic building up: 23% (Jul '16), 22% (Mar '17), 23% (Aug '17), 22% (Feb '18), 22% (Aug '18)
- It saves on fuel consumption and therefore less greenhouse gases emitted: 16% (Jul '16), 13% (Mar '17), 16% (Aug '17), 13% (Feb '18), 13% (Aug '18)
- To reduce the noise from traffic: 12% (Jul '16), 10% (Mar '17), 12% (Aug '17), 10% (Feb '18), 10% (Aug '18)
- Don’t know: 3% (Jul '16), 3% (Mar '17), 3% (Aug '17), 3% (Feb '18), 3% (Aug '18)

Base: All who hold a full driving licence for a car and drive nowadays; Jul '16 (582); Mar '17 (600); Aug '17 (525); Feb '18 (561); Aug '18 (589)
Q8b: Why are speed limits generally lower in cities and towns?
The latest figures show an increase in those not undertaking any, or only one, at risk behaviour – the reverse of the trend recorded in the past 12 months. Overall though, there is no clear pattern emerging.

<table>
<thead>
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<th>% carrying out none to five or more at risk behaviours</th>
<th>Mean no. of at risk behaviours</th>
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<td>Aug '18 (589)</td>
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<td>Feb '12 (608)</td>
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Base: All who hold a full driving licence for a car and drive nowadays

Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?

* Increase reflects new ‘speeding behaviour’ – Driven at 40mph in a 30mph speed limit area
The proportion of drivers receiving any penalty has remained fairly consistent at recent waves, but receipt of a fine and points are trending gradually downwards.