RITS: Driver attitudes and behaviours tracker

Wave 18 – November 2019

Scottish Government – Safer Scotland – Marketing and Insight Unit

February 2020

Contents

Project background

The RITS Drivers Attitudes and Behaviours Tracking Study has been running since 2010. The target audience for the research is a representative sample of drivers across Scotland.

Individual campaigns are evaluated separately; however, a continuous monitor of attitudes and behaviours allows the Scottish Government and its partners to assess longer terms trends in a robust and consistent way.

The study was set up to provide a consistent monitor of driver attitudes and behaviours across Scotland to evaluate the impact of various road safety campaigns run by the Scottish Government and Road Safety Scotland.

Each year two waves of research are conducted – 17 waves were completed between 2010 and 2018. This report details the findings from the most recent wave of research – Wave 18 – conducted in November 2019 to January 2020.

Method & sample

Research method:

Face-to-face, in-home interviews conducted by CAPI

Quantitative survey

Quota sample used:
Main sample = rep sample of drivers in Scotland, based on age, gender and SEG
Boost sample = rep sample of young drivers aged 17-29 years

Sample size: Main sample: 519; Boost sample: 151

Margins of error* (calculated at the 95% confidence level):

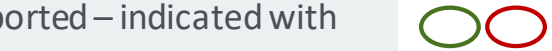
Main sample - between ±0.86% and ±4.3%

Boost sample - between ±1.58% and ±7.94%

Fieldwork conducted 1st November 2019 to 11th January 2020

Analysis and reporting

Only statistically significant differences are reported – indicated with red and green circles



Where base sizes are low a caution sign is shown. These results must be read with caution

Where figures do not add to 100% this is due to multi-coded responses or rounding

This report is based on the main samples from each wave. Boost sample data is provided in the appendices.

Data has been weighted to match the previous wave of the tracker – Wave 17 (Feb 2018).

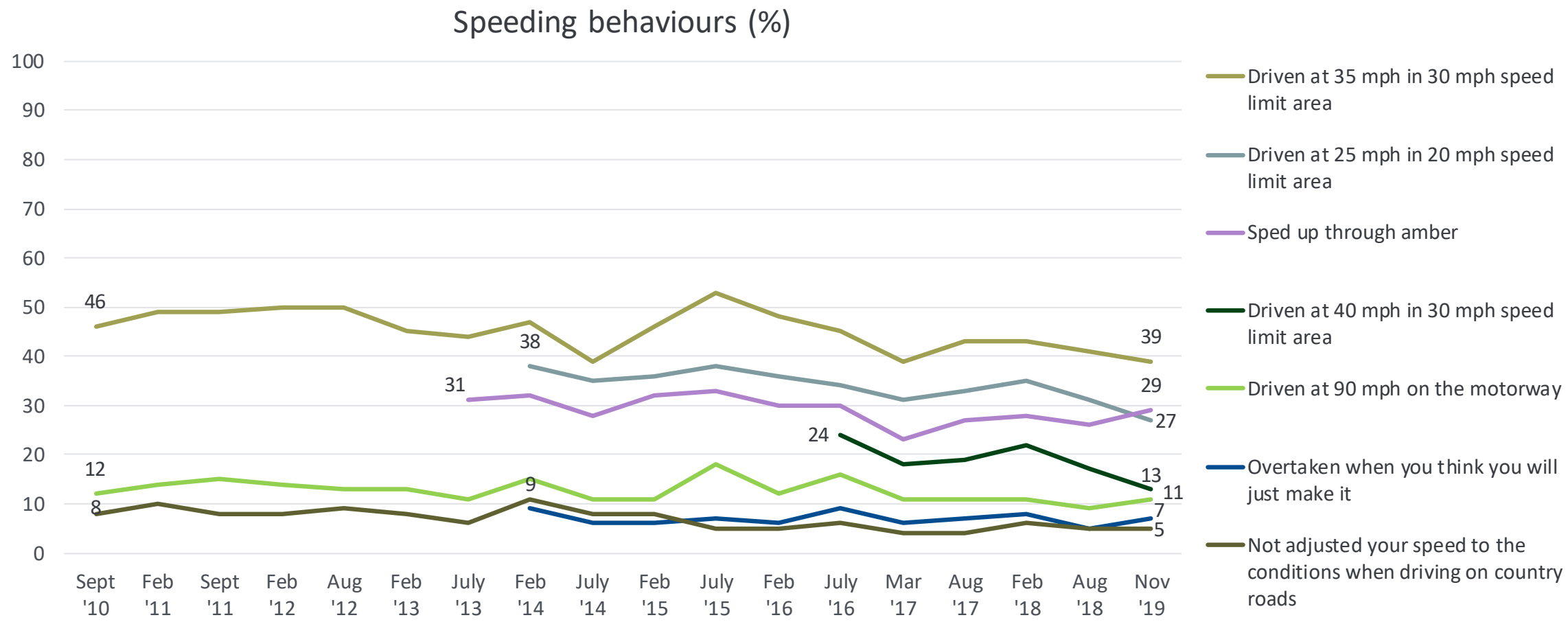
* Quota controls were used to guide sample selection for this study. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. Statistical testing and margins of error should therefore be treated as indicative, based on an equivalent probability sample.

Data comparisons to previous waves

- Waves 1 to 17 were conducted by Kantar TNS using its in-home omnibus survey. Wave 18 was conducted by Progressive using in-home interviewing.
- The change in supplier meant some slight changes in the method of data collection:
  - Kantar TNS utilised random sampling; Progressive used quota sampling (age, gender, SEG)
  - The Kantar TNS omnibus survey interviews a representative sample of the whole Scottish population – a screening question was used to identify drivers. Those identified as drivers were asked the RITS questions. Respondents may have been asked other questions if other clients were also booked onto the omnibus.
  - Progressive targeted drivers using the same screening question – with quotas based on the profile of drivers in Scotland. Only the RITS questions were asked of respondents.
  - A large proportion of the interview is self-completed by respondents. The Kantar TNS user interface (how questions are shown to respondents on the CAPI device) differs from the Progressive user interface due to different survey software.
- In order to check the impact of the change in method, Q1 to Q4 of the survey were run on the Kantar TNS Scotland omnibus concurrently to the Progressive fieldwork. The results of the Kantar TNS survey were broadly consistent with Progressive data; however, there were some differences in Q4 (driver attitudes) in terms of the proportions agreeing/disagreeing strongly versus agreeing/disagreeing slightly. This difference is most likely to be as a result of different interviewing software affecting the interface for respondents, rather than as a result of different sampling approaches.
- This should be borne in mind when interpreting the findings from Wave 18.

Speeding

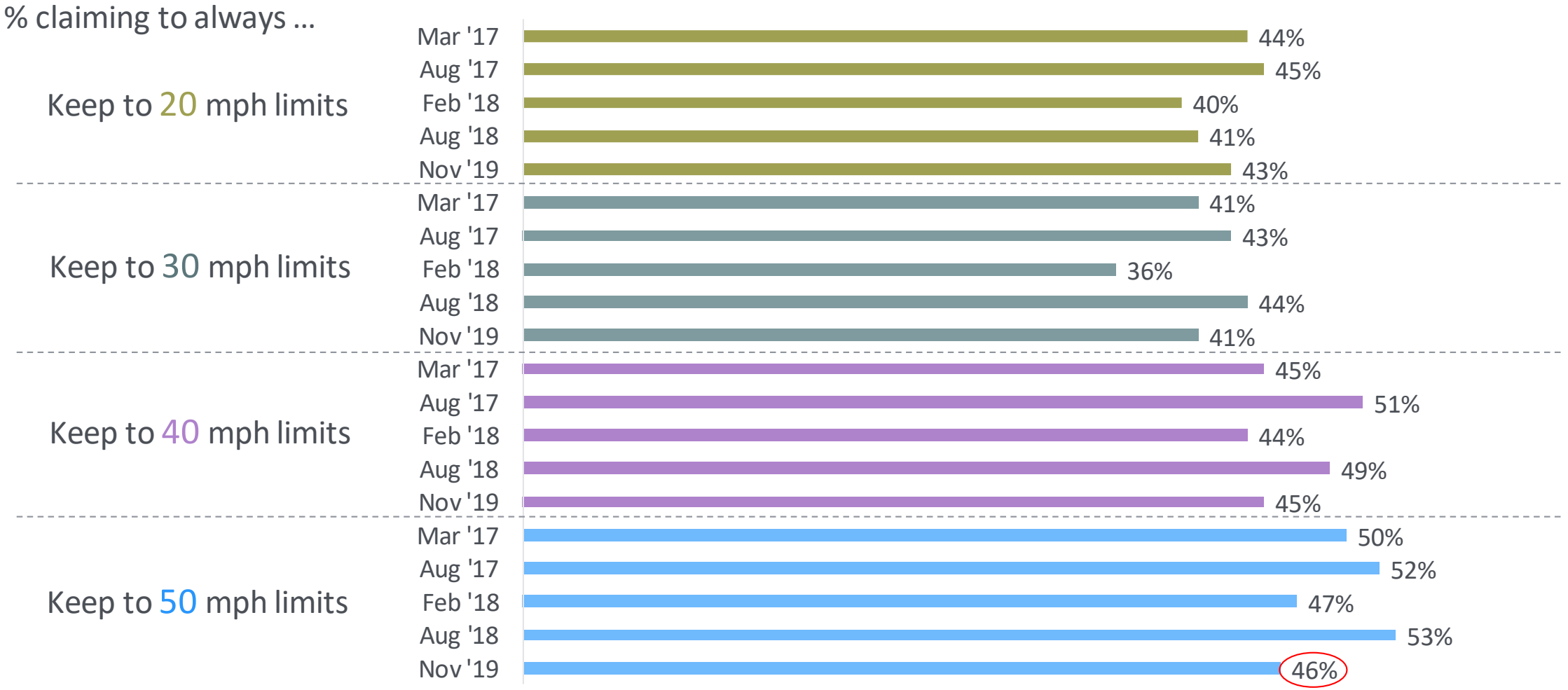
Generally behaviours around exceeding the speed limit continue to decline – reflecting the long term trend. W18 data consistent with W17.



Q7. 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?

Base (all main W18): 519

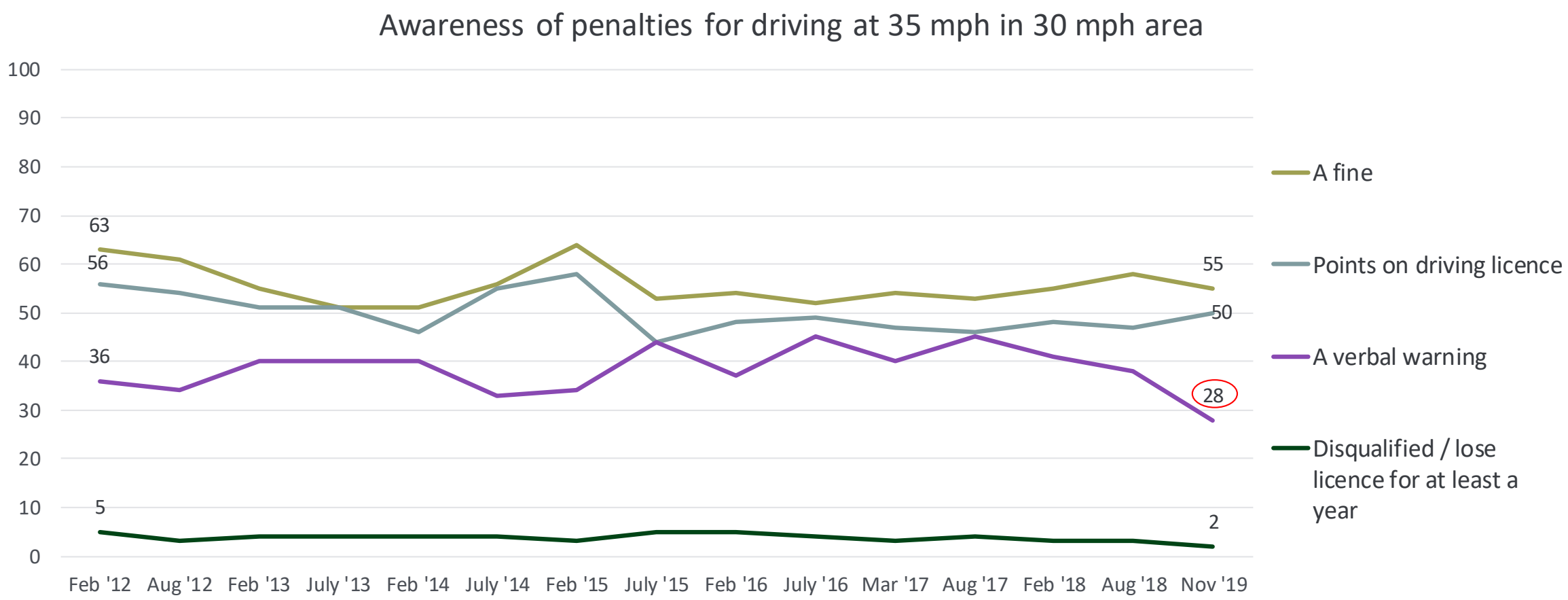
Keeping to speed limits generally consistent with recent waves – no clear long term trends. Slight dip in % keeping to 50 mph but consistent with W16.



Q9. How frequently do you … ?

Base (all main W18): 519

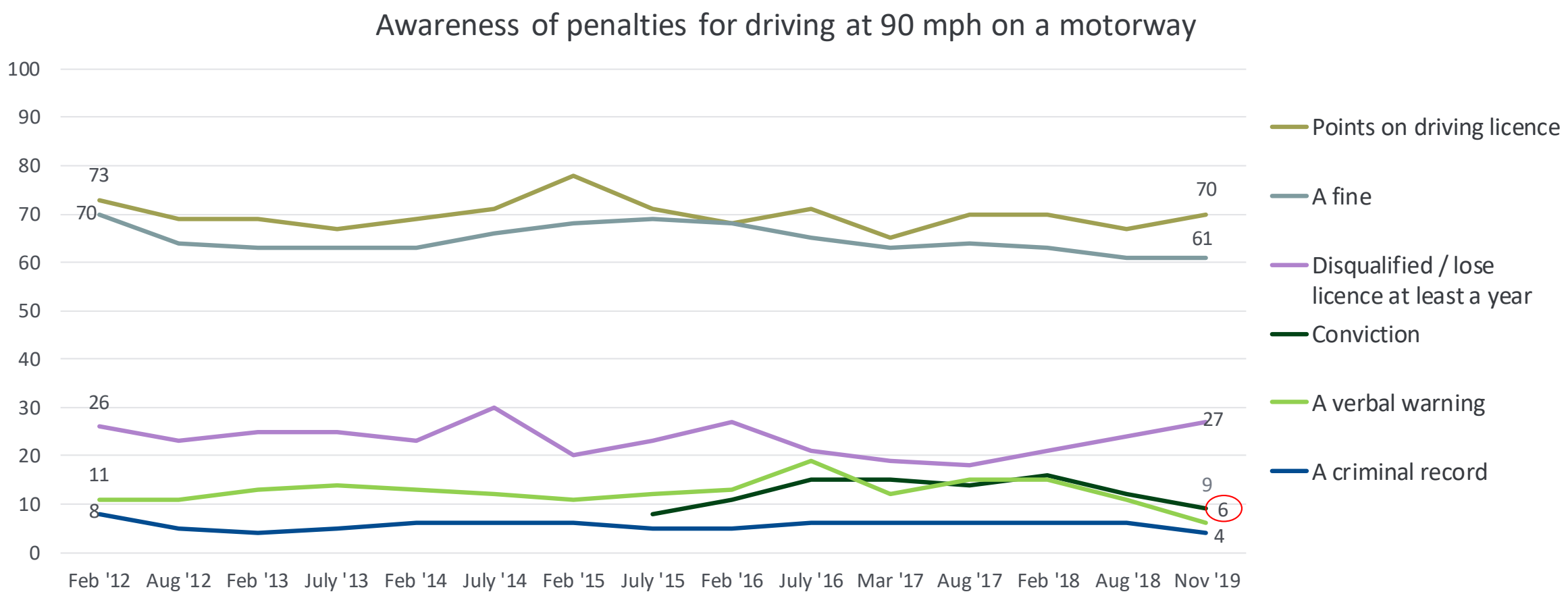
Around half believe they could receive a fine or points on licence for driving at 35 mph in 30 mph area – consistent with recent waves. Declining trend in expectation of receiving a verbal warning since 2017.



Q8. What do you think are the penalties if a person is caught by the police for … ?

Base (all main W18): 519

Awareness of penalties for driving at 90 mph on a motorway are generally consistent with some variations over time (e.g. decline in expectation of a conviction).

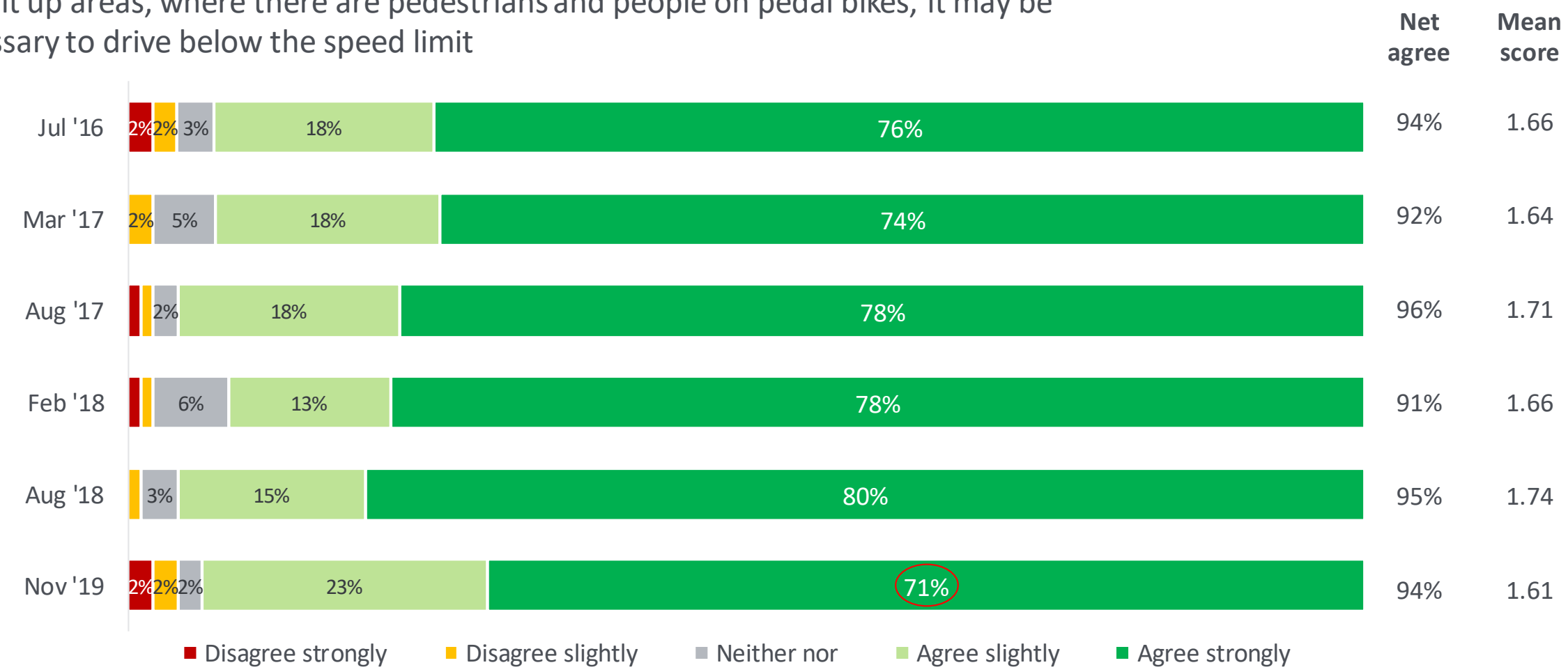


Q8. What do you think are the penalties if a person is caught by the police for … ?

Base (all main W18): 519

Overall agreement that it may be necessary to drive below the speed limit in built up areas is consistent with previous wave – but there has been a decline in 'strong' agreement, possibly as a result of introduction of 20 mph limits in some urban areas.

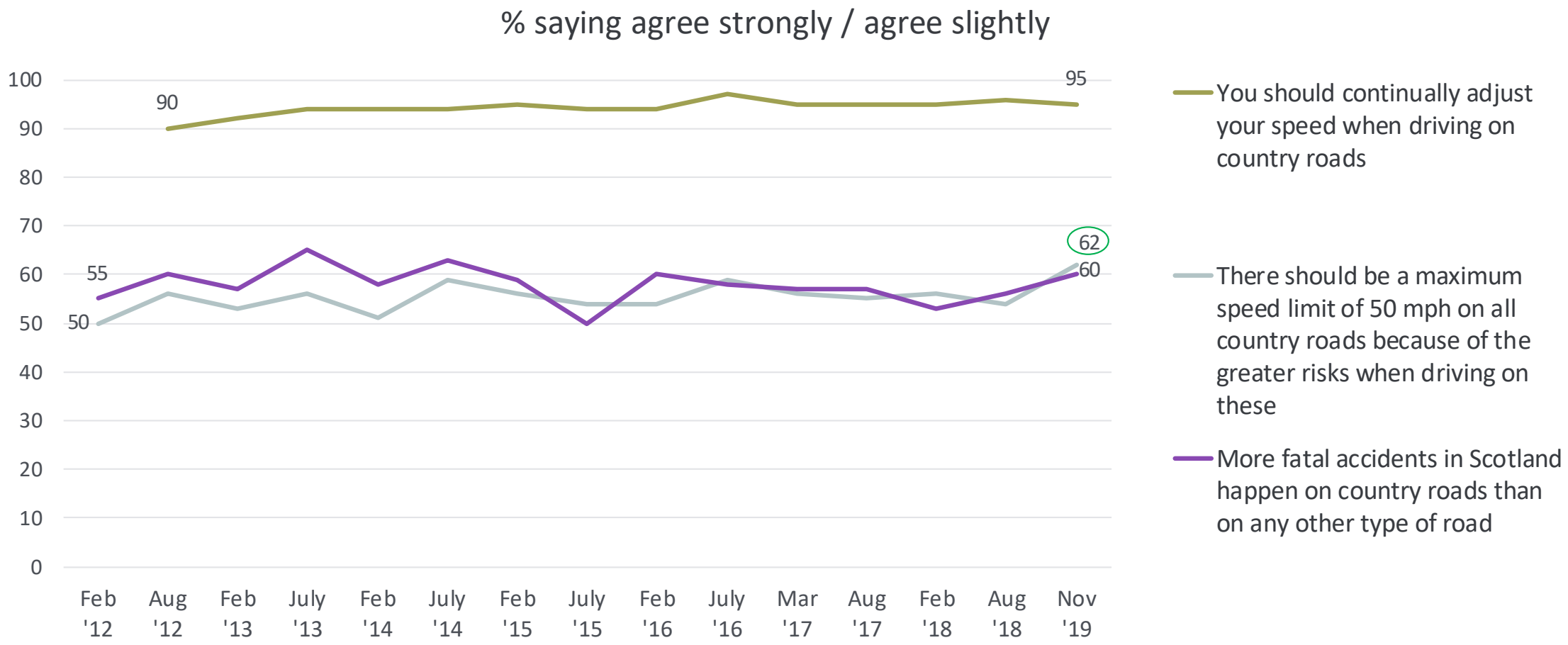
In built up areas, where there are pedestrians and people on pedal bikes, it may be necessary to drive below the speed limit



Q4. We are interested in your views about driving. You will now see some statements other people have made about this. How much do you agree or disagree with each?

Base (all main W18): 519

Vast majority continue to agree that you should continually adjust your speed on country roads. Increasing trend in those who agree that there should be a max speed of 50 mph – W18 highest since start of tracker.

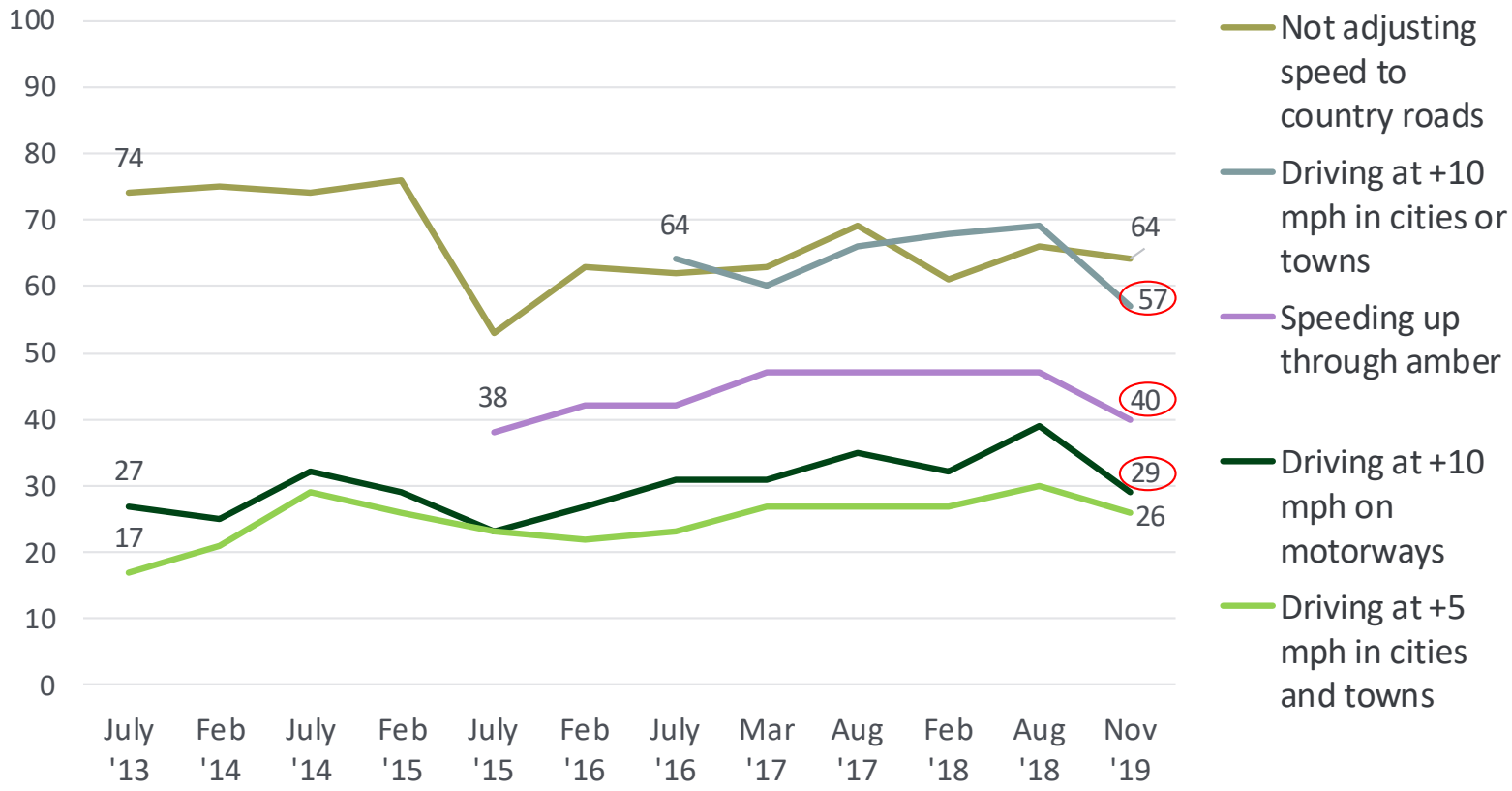


Q4. We are interested in your views about driving. You will now see some statements other people have made about this. How much do you agree or disagree with each?

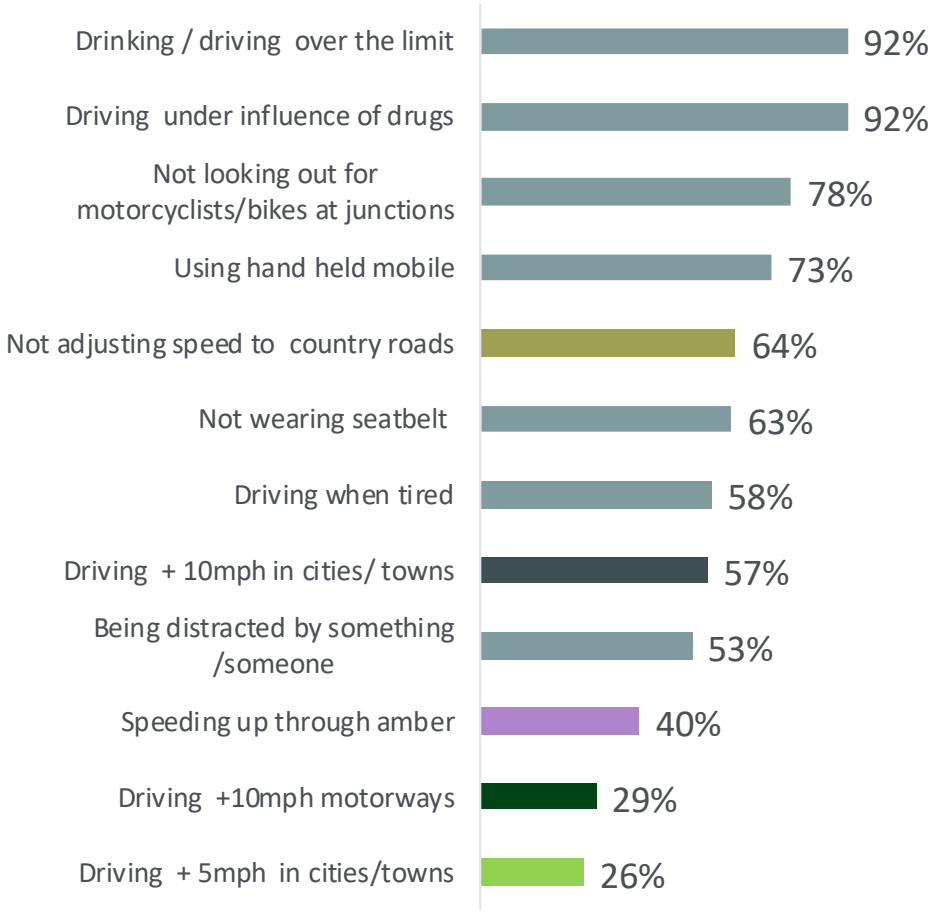
Base (all main W18): 519

In W18 there were declines in those considering some speeding behaviours ‘very serious’. Speeding on motorways and driving at +5 mph in cities/towns continue to be the speeding behaviours least likely to be considered ‘very serious’.

% rating speeding behaviours as ‘very serious’



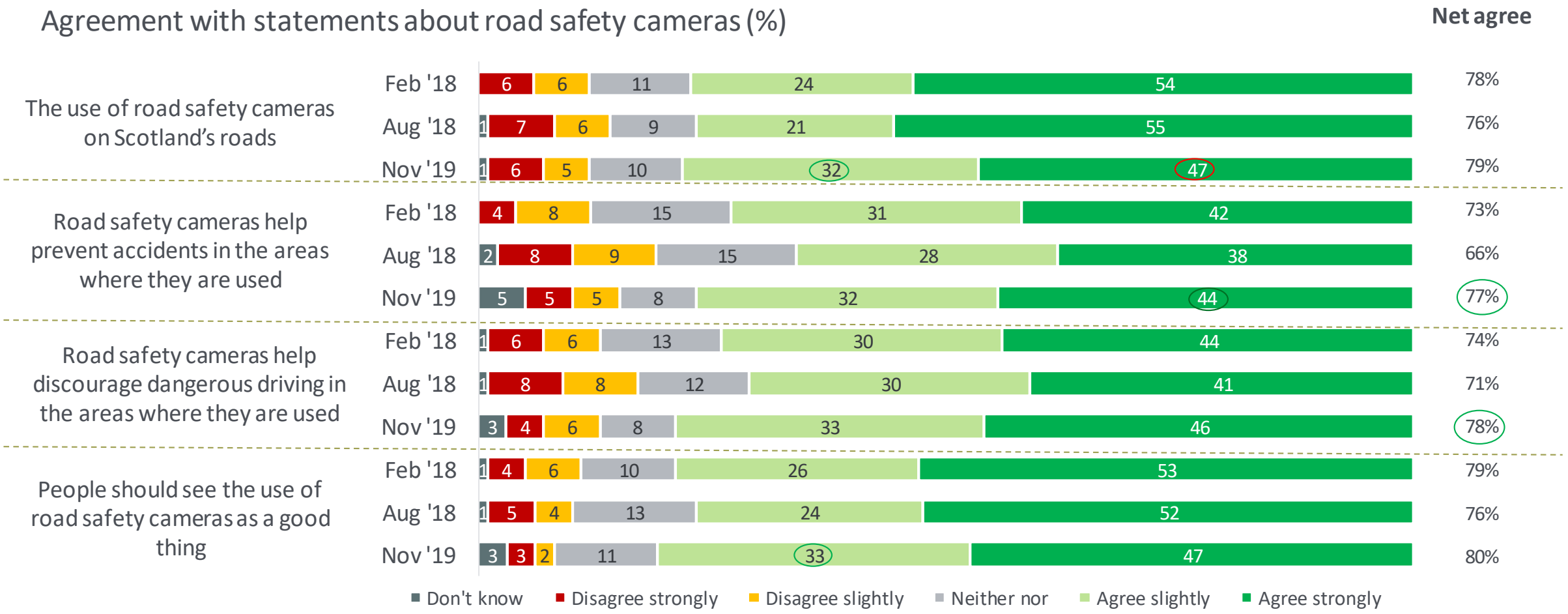
% rating ‘very serious’ across all behaviours – Nov 2019



Q6. How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and/or other road users?

Base (all main W18): 519

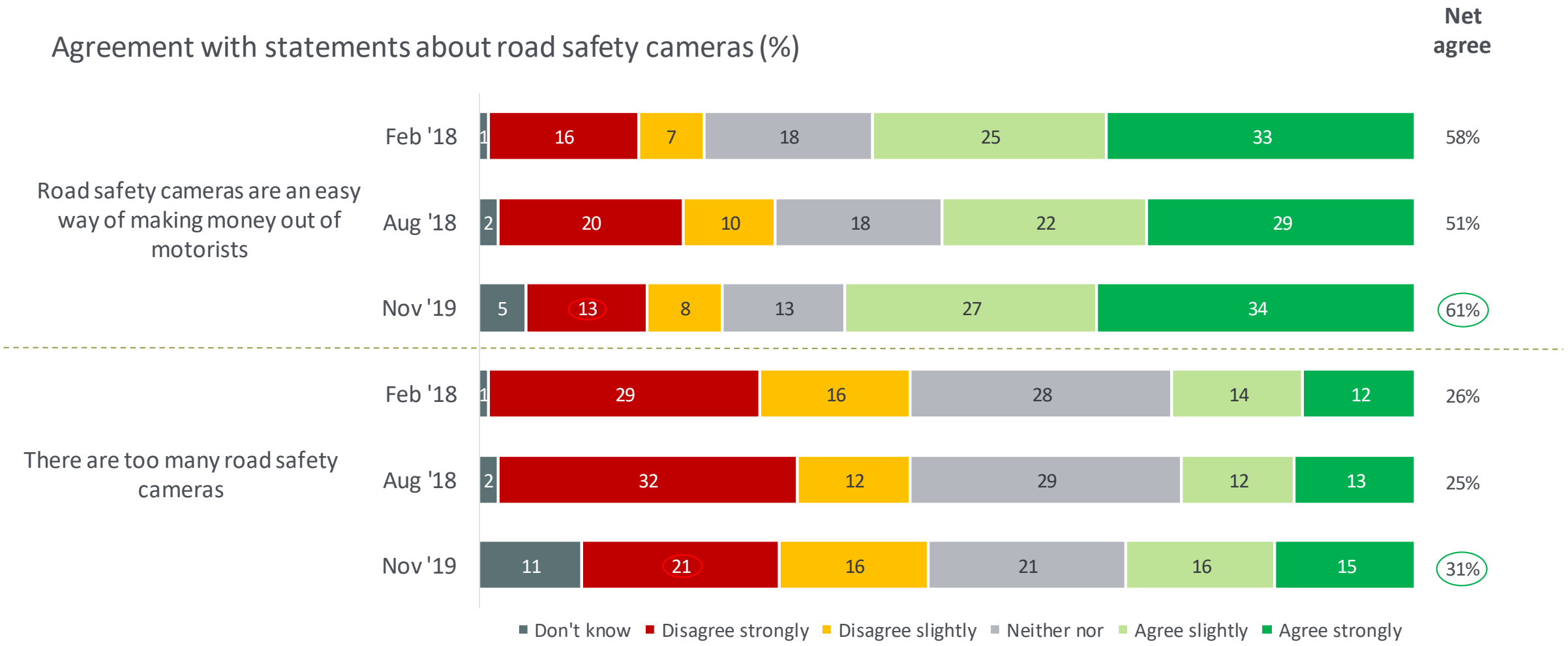
The large majority of drivers support the use of road safety cameras and recognise the benefits in reducing accidents and discouraging dangerous driving. Some slight variances in strong agreement in W18, but overall agreement with statements is generally up.



Q14. 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

Base (all main W18): 519

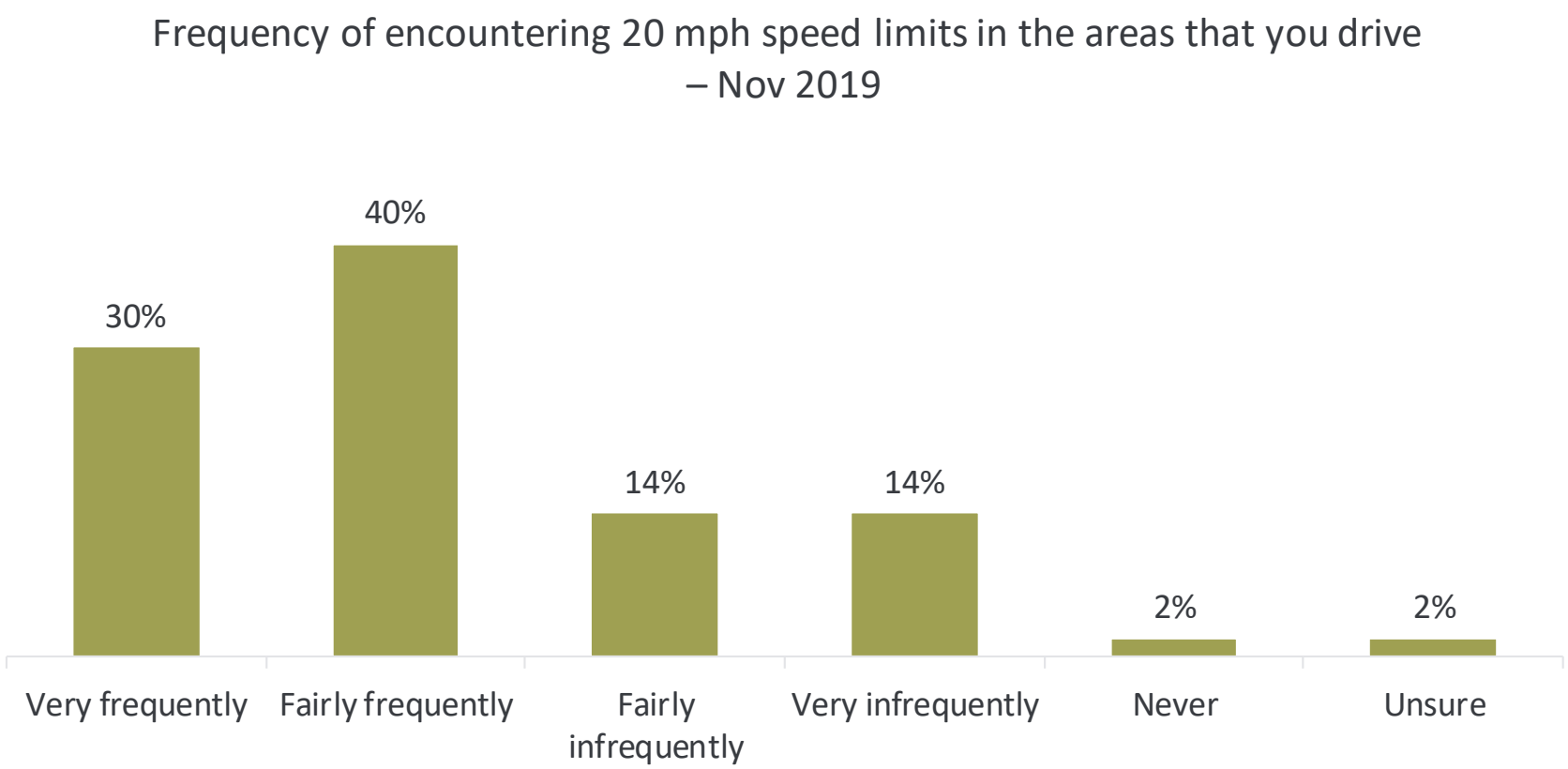
However, there has also been an increase in those agreeing with negative statements in W18 compared to W17 (Aug ’18). Findings more similar to W16 (Feb ’18).



Q14. 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

Base (all main W18): 519

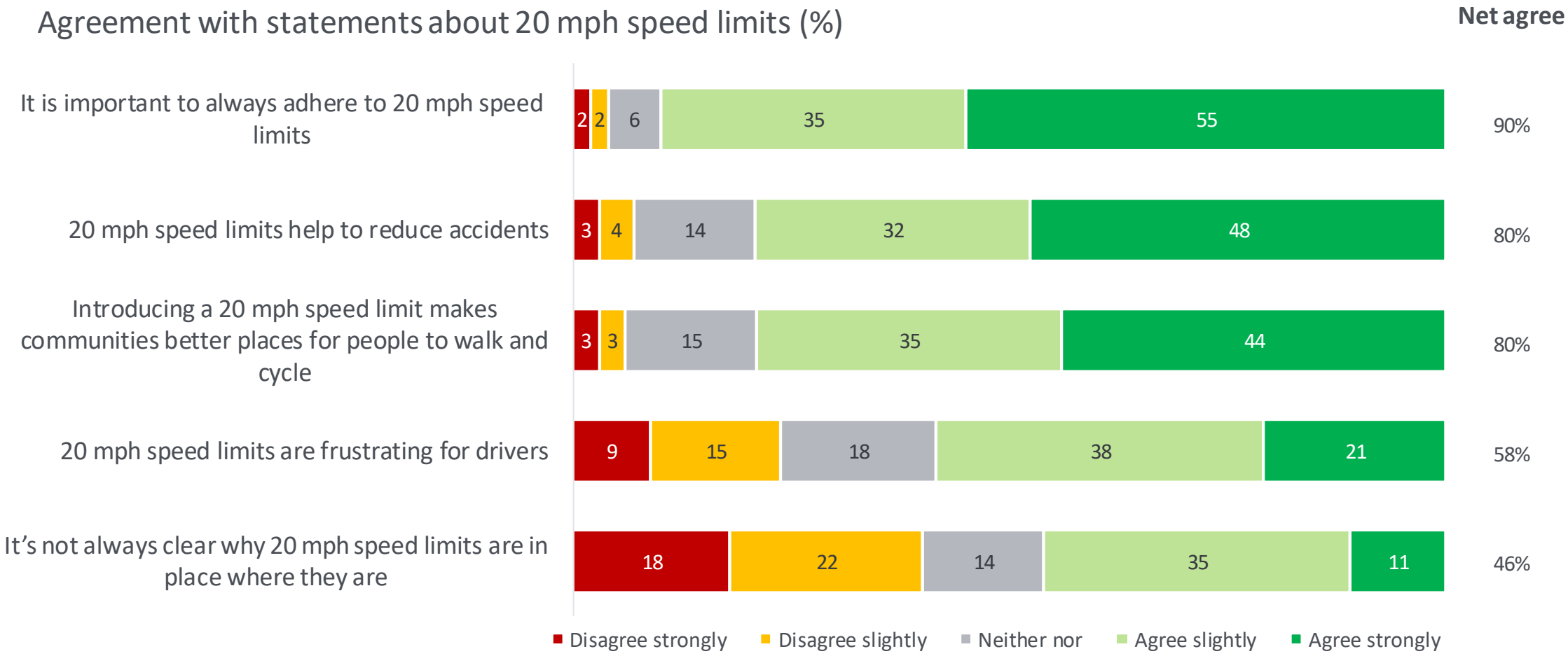
The majority of drivers use 20 mph roads frequently – almost one third very frequently.



Q11. How frequently do you encounter 20 mph speed limits in the areas that you drive?

Base (all main W18): 519

Attitudes towards 20 mph speed limits are generally positive, although some agree ‘slightly’ rather than ‘strongly’. However, over half of drivers say the speed limits are frustrating and almost half agree that it’s not always clear why they are imposed.

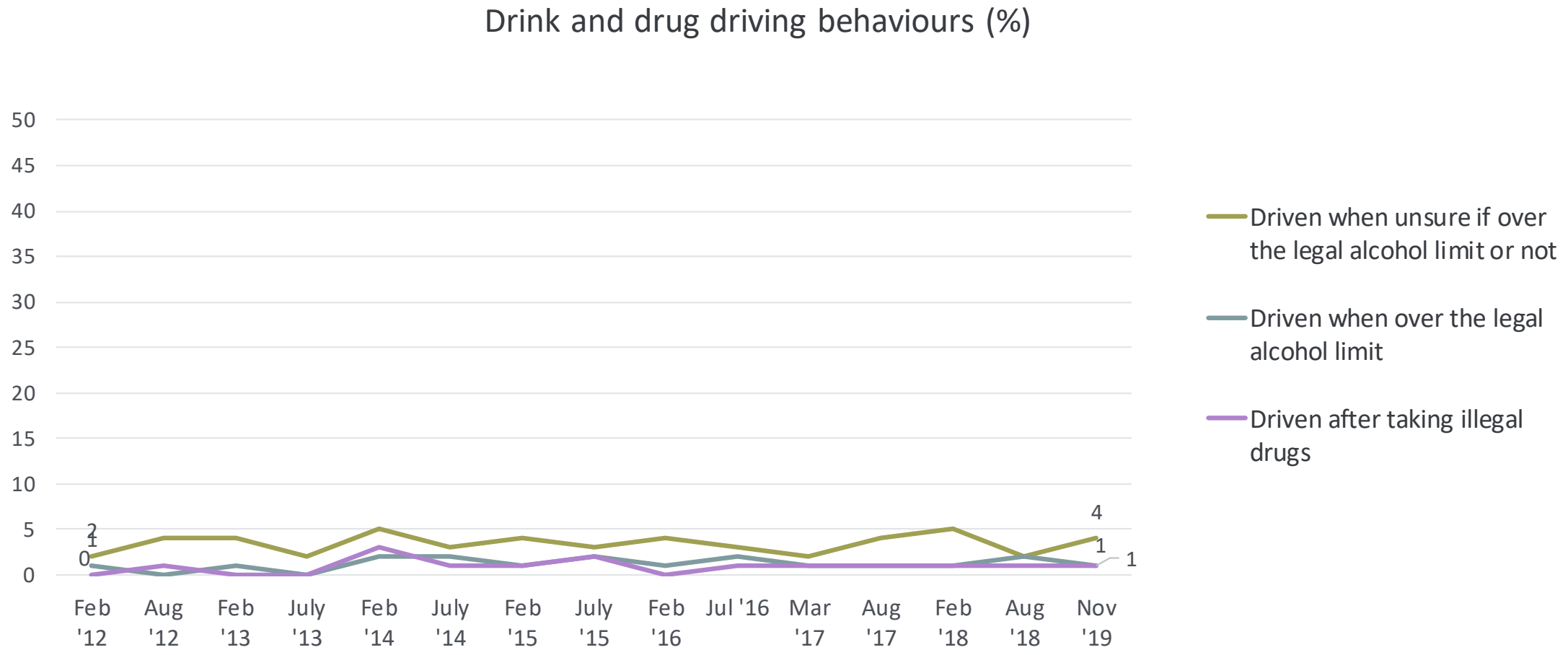


Q12. Here are some statements made by other people about 20mph speed limits. How much do you agree or disagree with each?

Base (all main W18): 519

Drink and drug driving

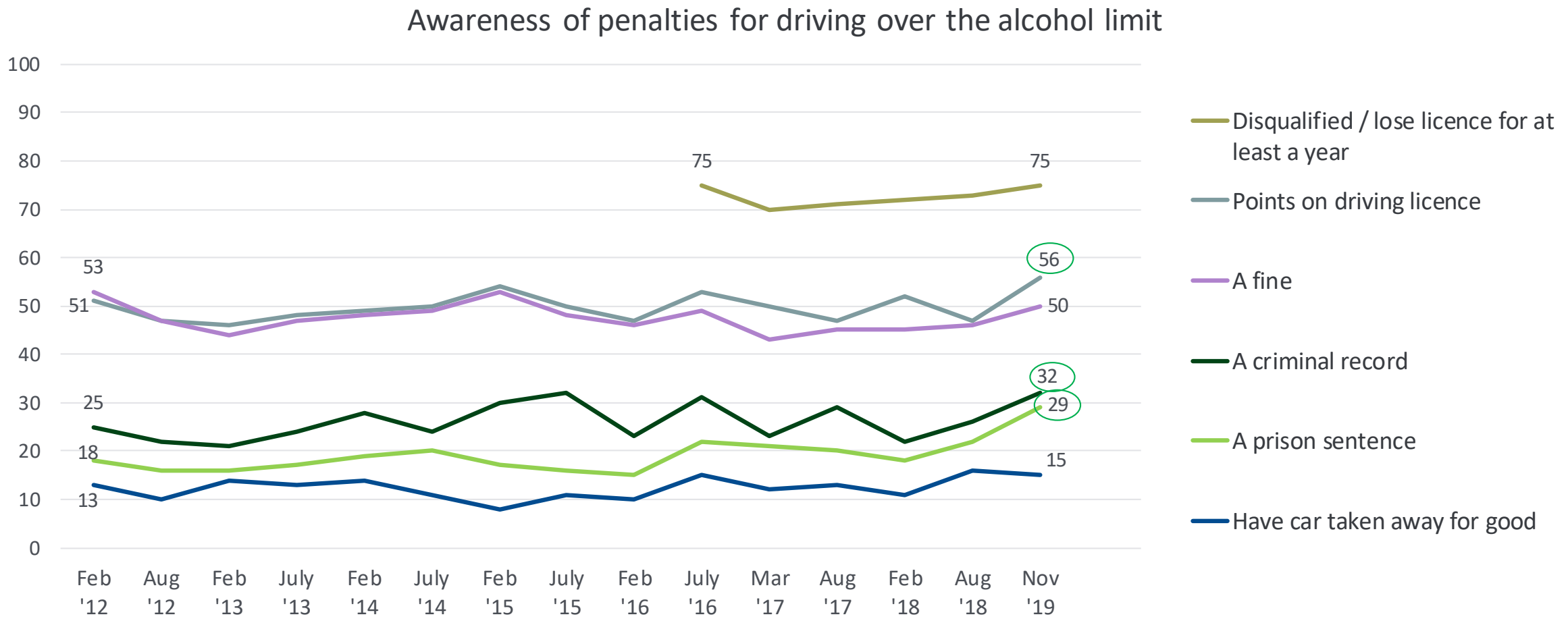
Only a very small minority admit to drink or drug driving – the trend over time is fairly consistent.



Q7. 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?

Base (all main W18): 519

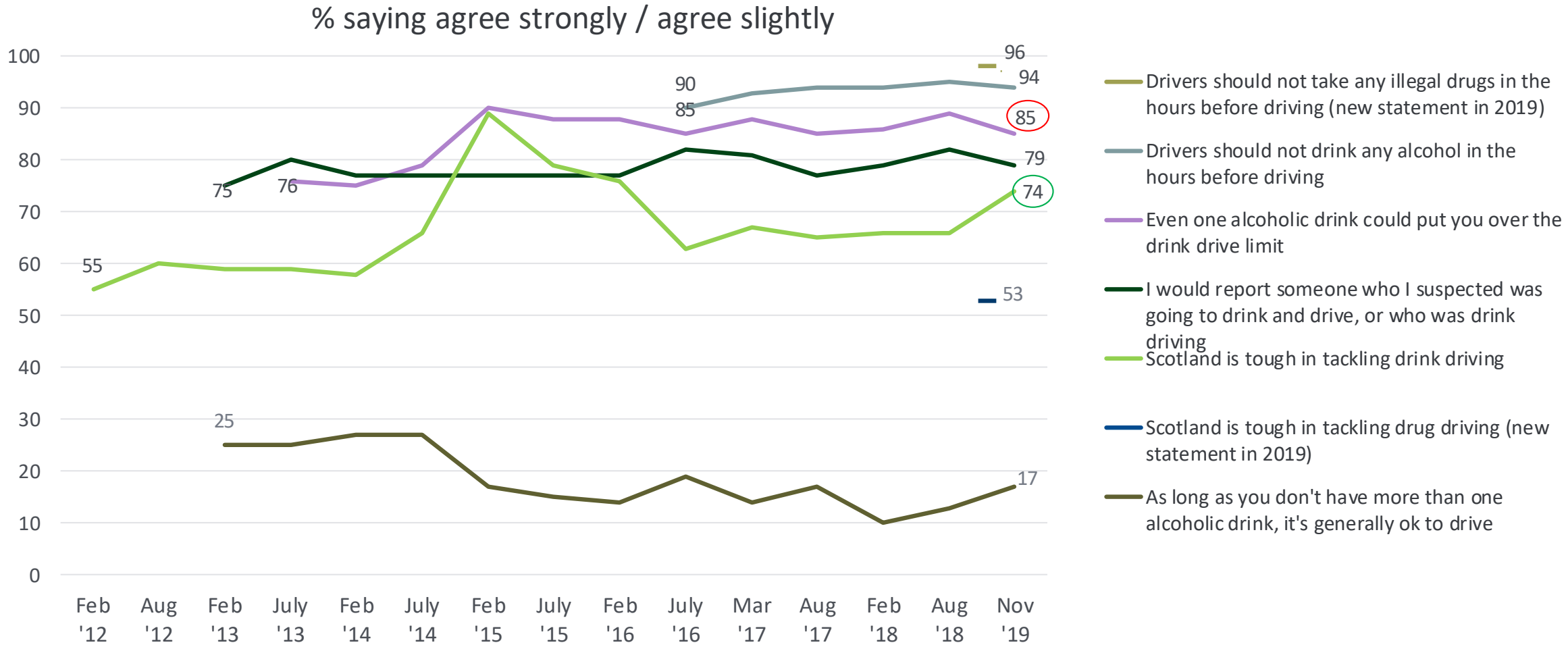
W18 saw increases in belief that drink driving could lead to points, a criminal record or a prison sentence.



Q8. What do you think are the penalties if a person is caught by the police for… ?

Base (all main W18): 519

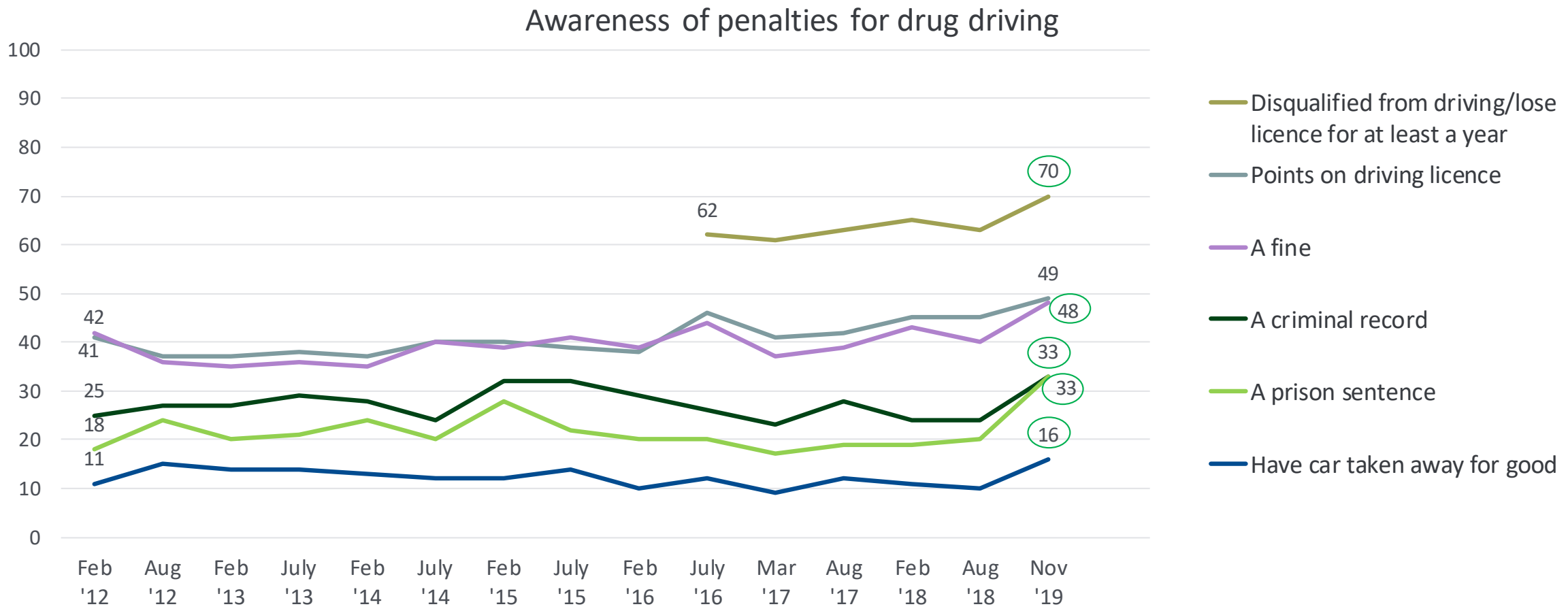
Generally attitudes are consistent over time – drivers are in strong agreement that you should never drink and drive. Increased perception that Scotland is tough in tackling drink driving in this wave – but not as high as it was in 2015.



Q4. We are interested in your views about driving. You will now see some statements other people have made about this. How much do you agree or disagree with each?

Base (all main W18): 519

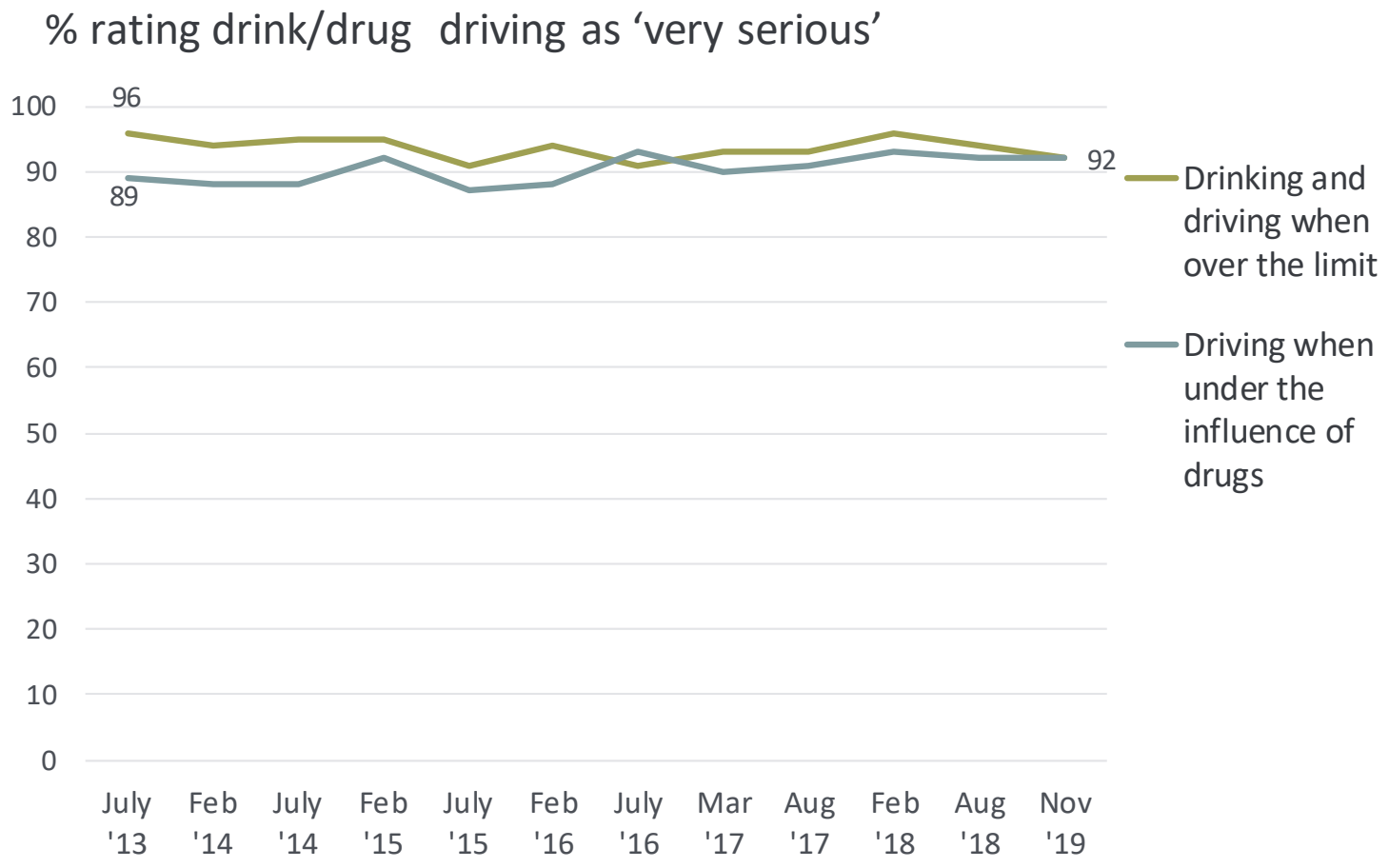
The majority believe that drug driving can lead to disqualification/loss of licence for a year; half expect points or a fine. Long term trends have been stable but W18 shows an increase in awareness of almost all drug driving penalties – likely due to publicity around new laws and roadside testing in October 2019.

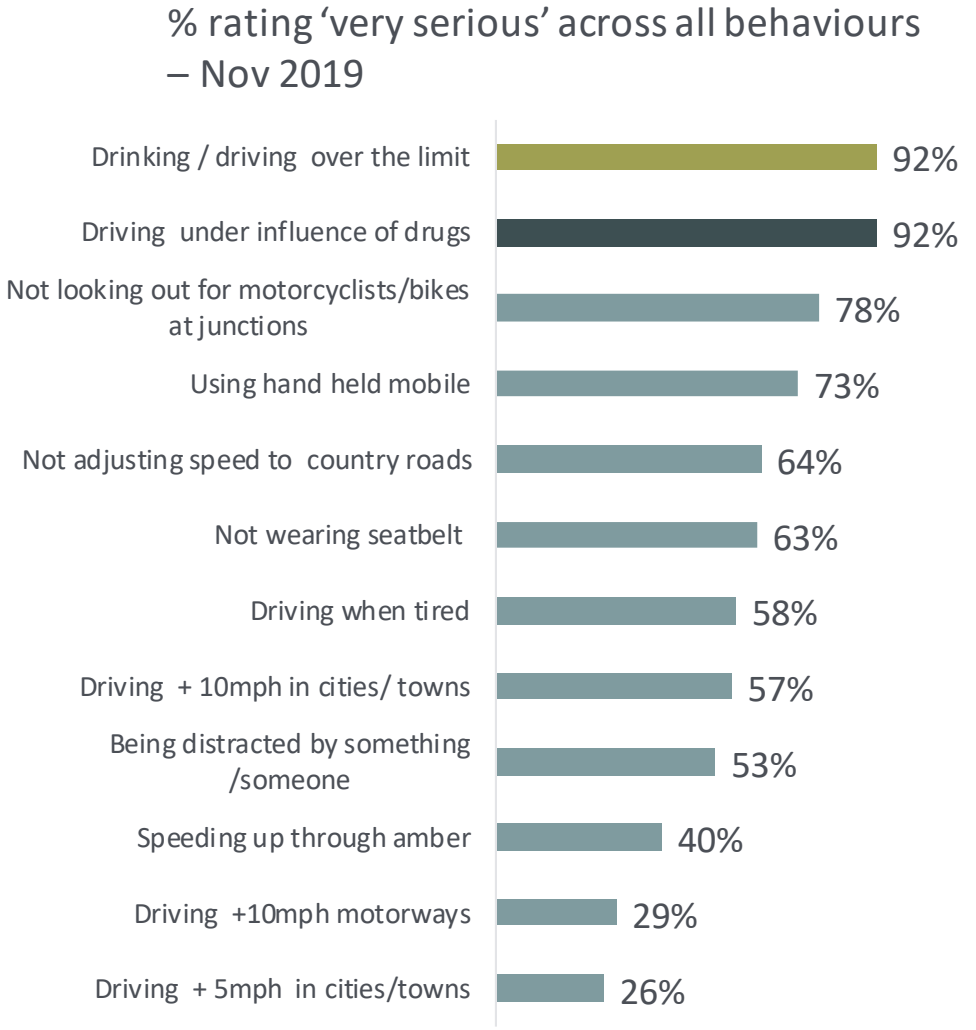


Q8. What do you think are the penalties if a person is caught by the police for …?

Base (all main W18): 519

The majority consider drink and drug driving ‘very serious’ and the most serious of driving offences – consistent with previous waves of tracker.



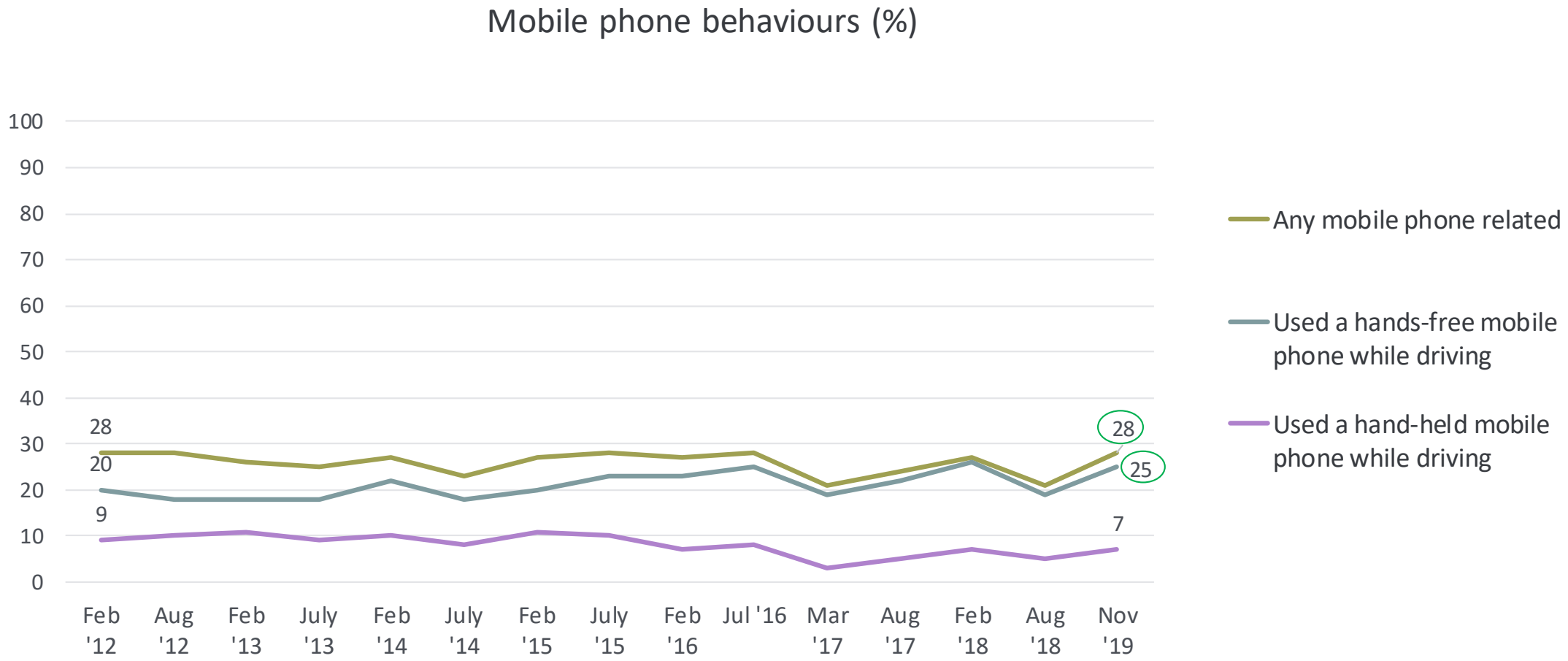


Q6. How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and/or other road users?

Base (all main W18): 519

Mobile phones

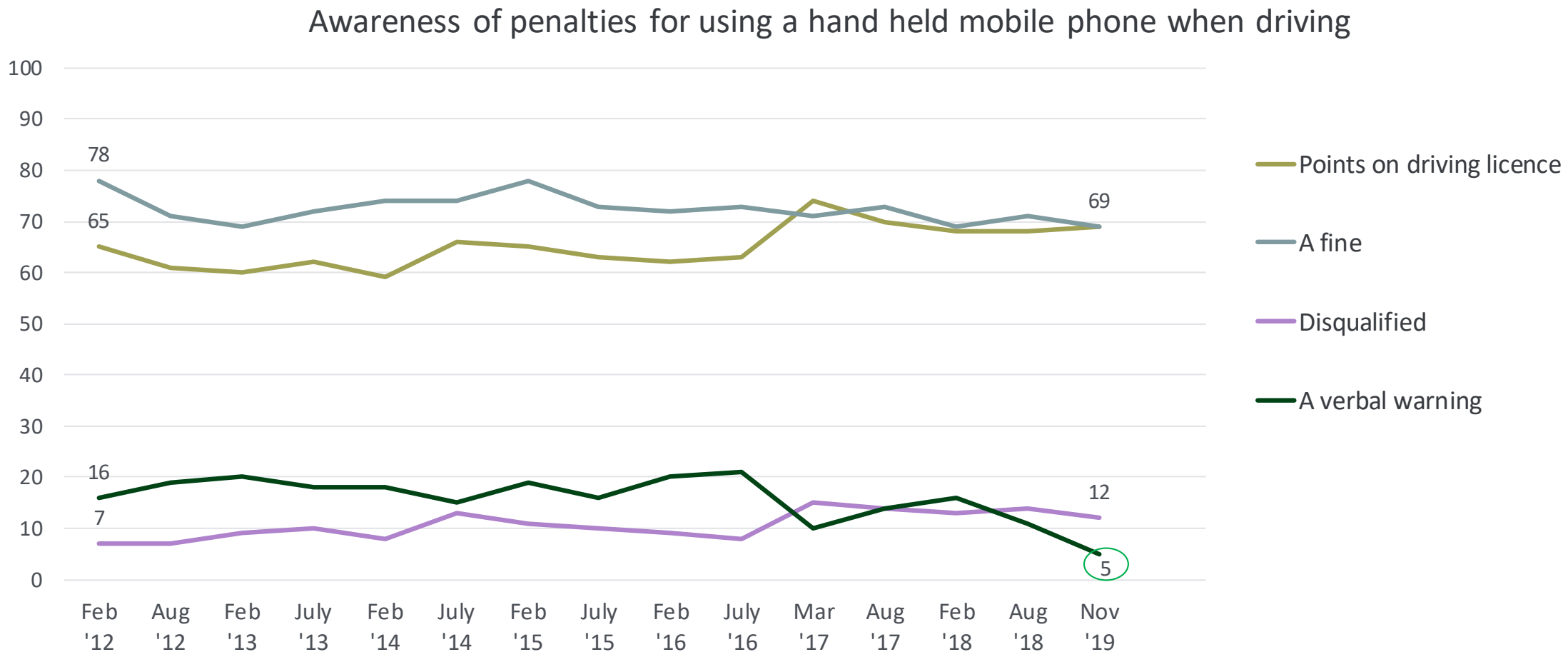
Over a quarter said they have used a mobile when driving – almost always a hands free. This wave saw an increase in hands-free usage compared to W17, but consistent with W16.



Q7. 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?

Base (all main W18): 519

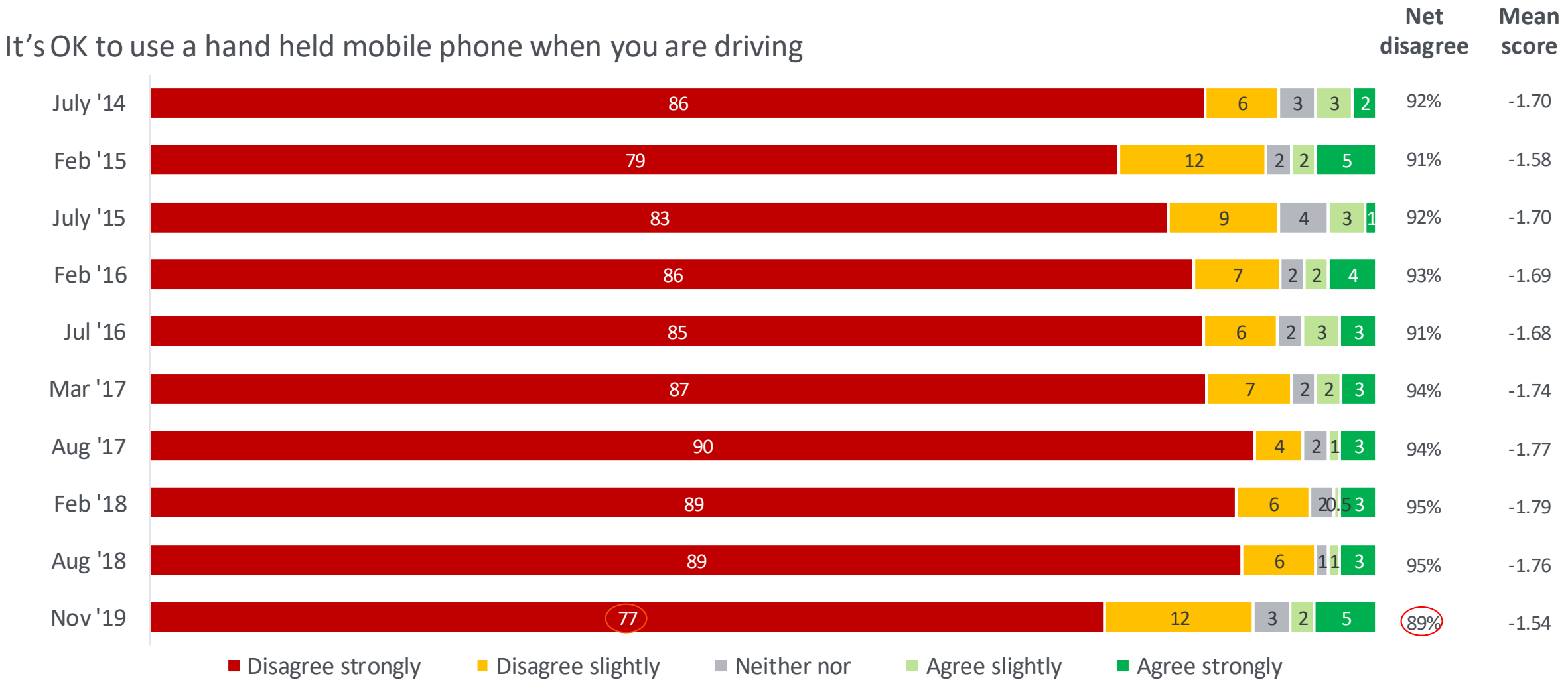
Findings very consistent with recent waves – most expect points and a fine if they use a hand-held mobile. There has been a steady decline, however, in those who would expect to receive only a verbal warning.



Q8. What do you think are the penalties if a person is caught by the police for... ?

Base (all main W18): 519

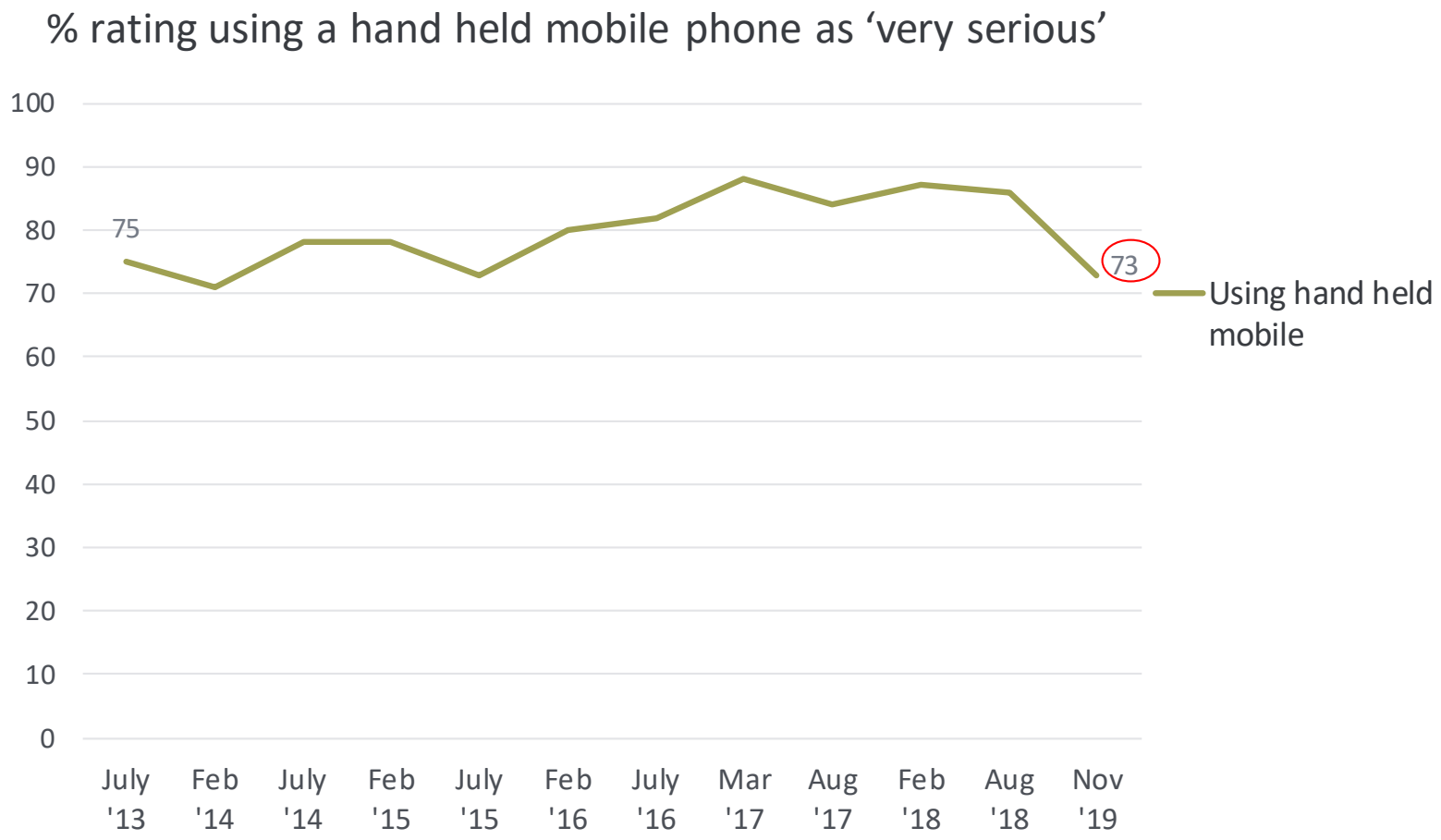
Whilst the vast majority continue to disagree that it's OK to use a hand-held mobile when driving, fewer disagreed 'strongly' this wave. Results similar to Feb '15.

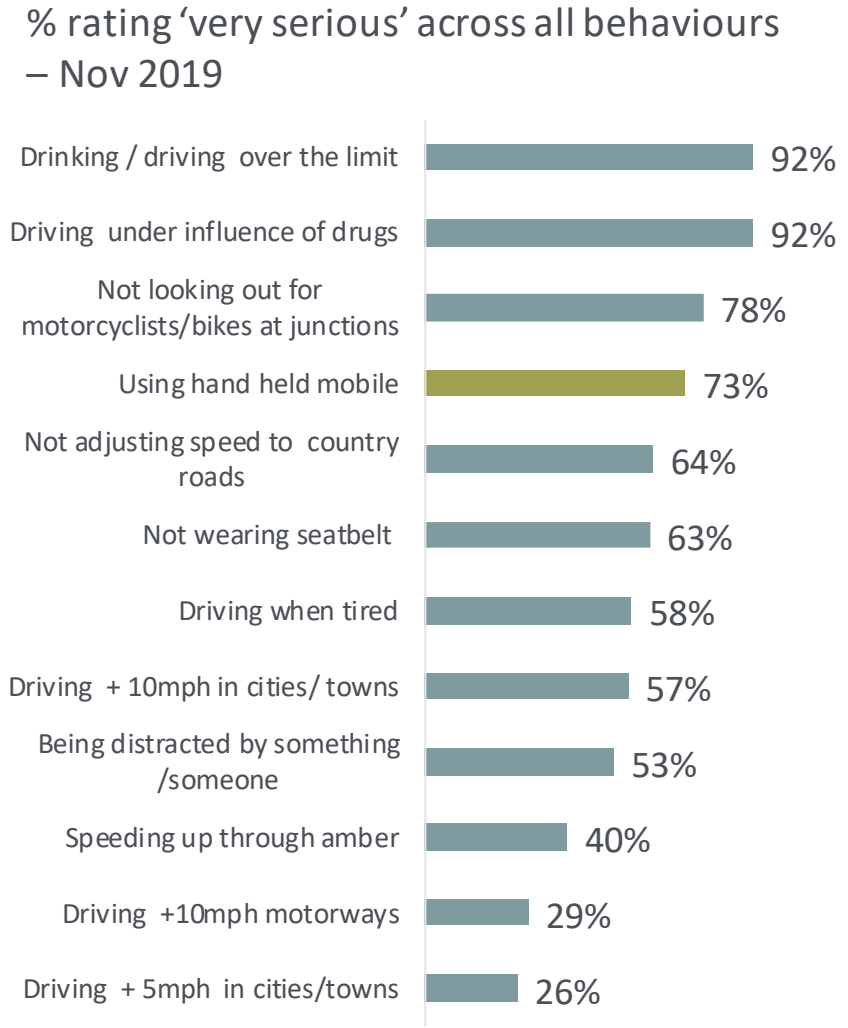


Q4. We are interested in your views about driving. You will now see some statements other people have made about this. How much do you agree or disagree with each?

Base (all main W18): 519

There has also been a dip in the proportion who think using a hand-held phone while driving is ‘very serious’ – although 95% consider it serious overall. W18 similar to pre 2016 levels.

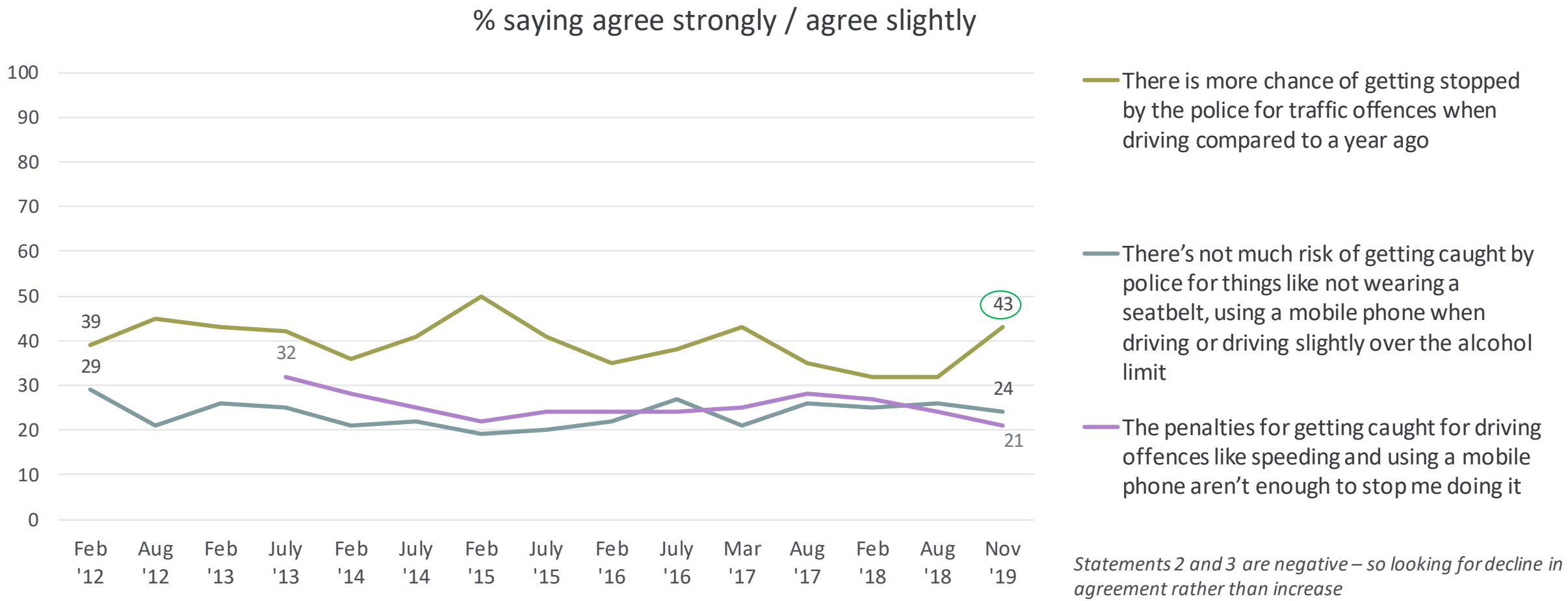




Q6. How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and/or other road users?

Base (all main W18): 519

The proportions of drivers who think there is little risk of being caught for offences such as using a hand held phone, and that the penalties are not enough to put them off, remain consistent. However, there has been an increase in those agreeing there is more chance of being stopped by police than a year ago – this measure has been fairly changeable over time.



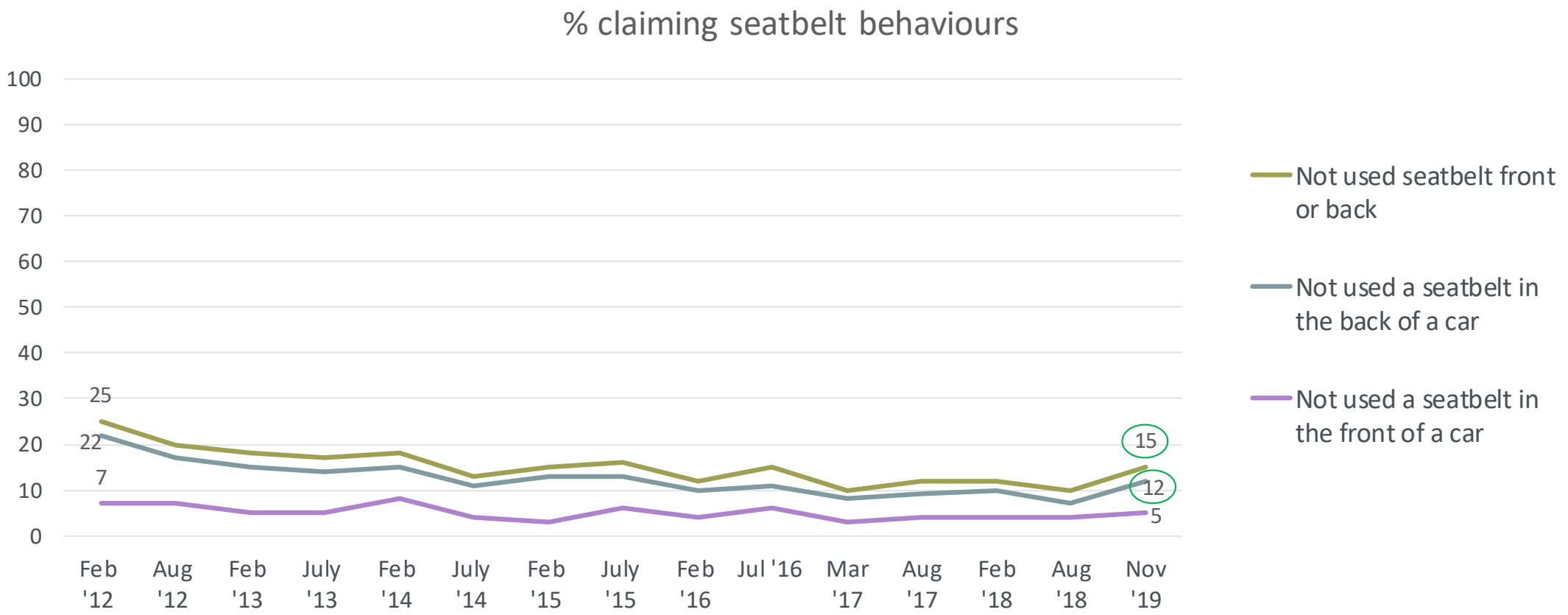
Statements 2 and 3 are negative – so looking for decline in agreement rather than increase

Q4. We are interested in your views about driving. You will now see some statements other people have made about this. How much do you agree or disagree with each?

Base (all main W18): 519

Seatbelts

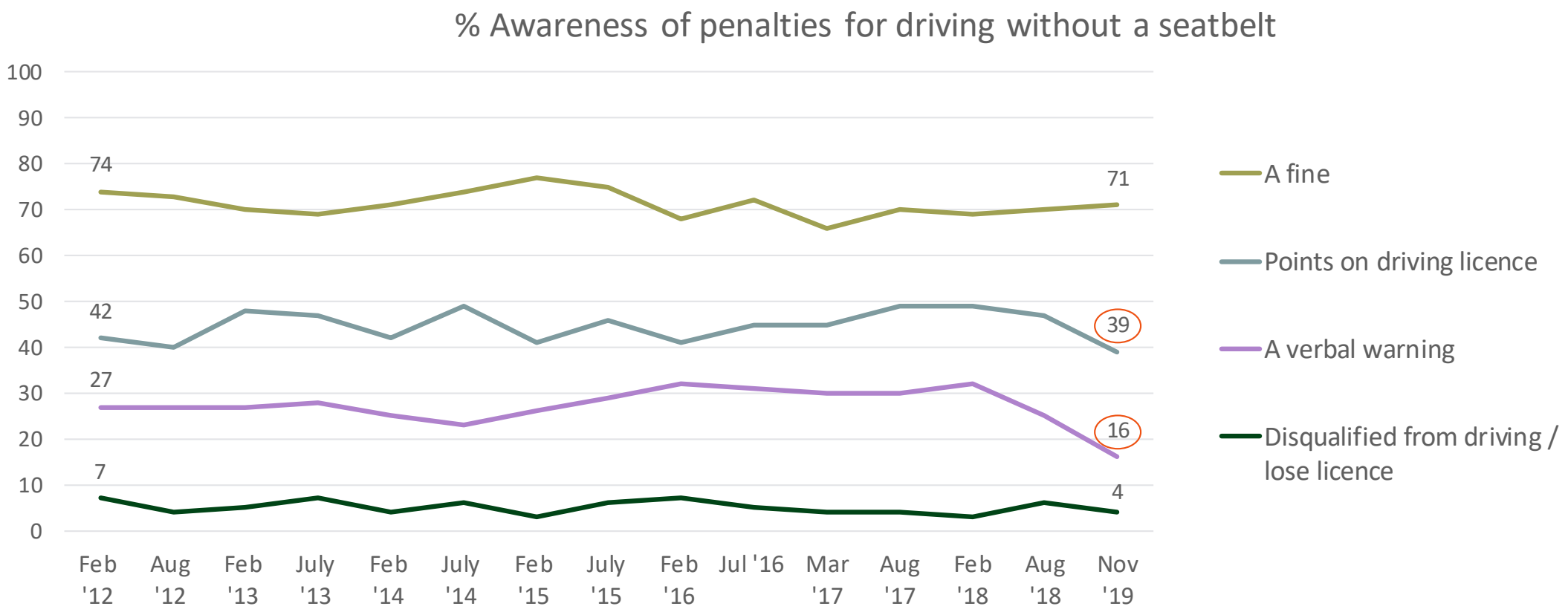
Only a very small minority of drivers admit to not wearing a seatbelt. There has been a small increase in the proportion admitting they have not worn a seatbelt in the back of the car this wave compared to last wave – % similar to Feb ’18 and waves previous to this.



Q7: 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?

Base (all main W18): 519

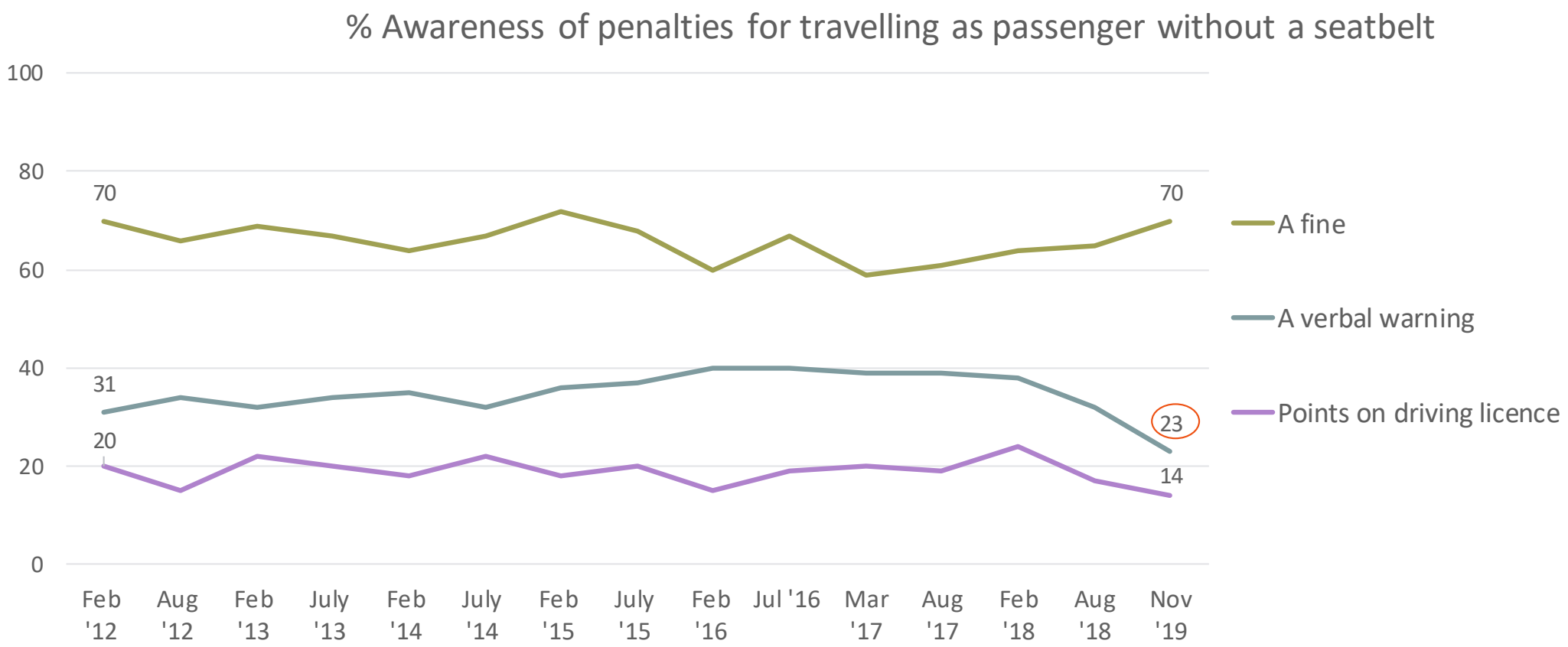
The majority of drivers continue to expect a fine if caught driving without a seatbelt. There is evidence of a declining trend in those who would expect to receive points or a verbal warning.



Q8: What do you think are the penalties if a person is caught by the police for ...?

Base (all main W18): 519

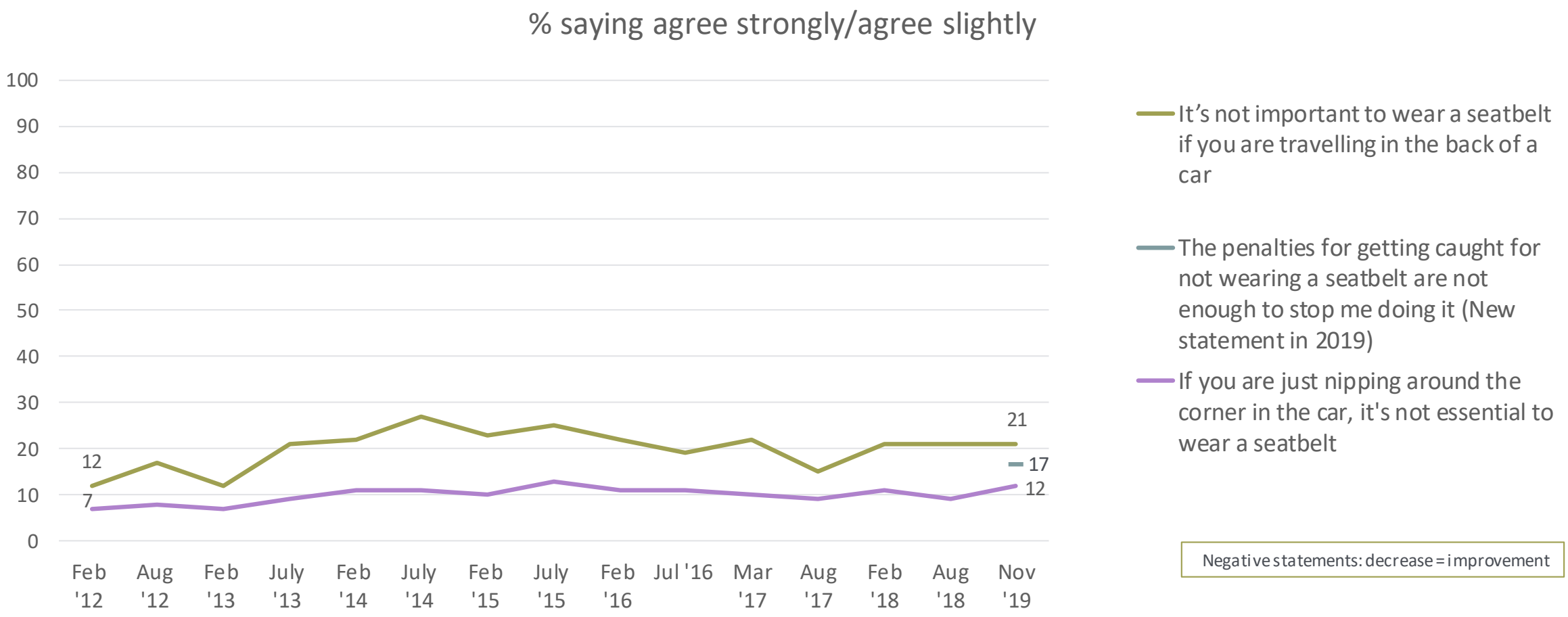
The majority also expect that they would receive a fine if one of their passengers is not wearing a seatbelt. This figure has been increasing over the last 6 waves, with a corresponding decrease in those thinking that they would receive a verbal warning or points.



Q8: What do you think are the penalties if a person is caught by the police for …?

Base (all main W18): 519

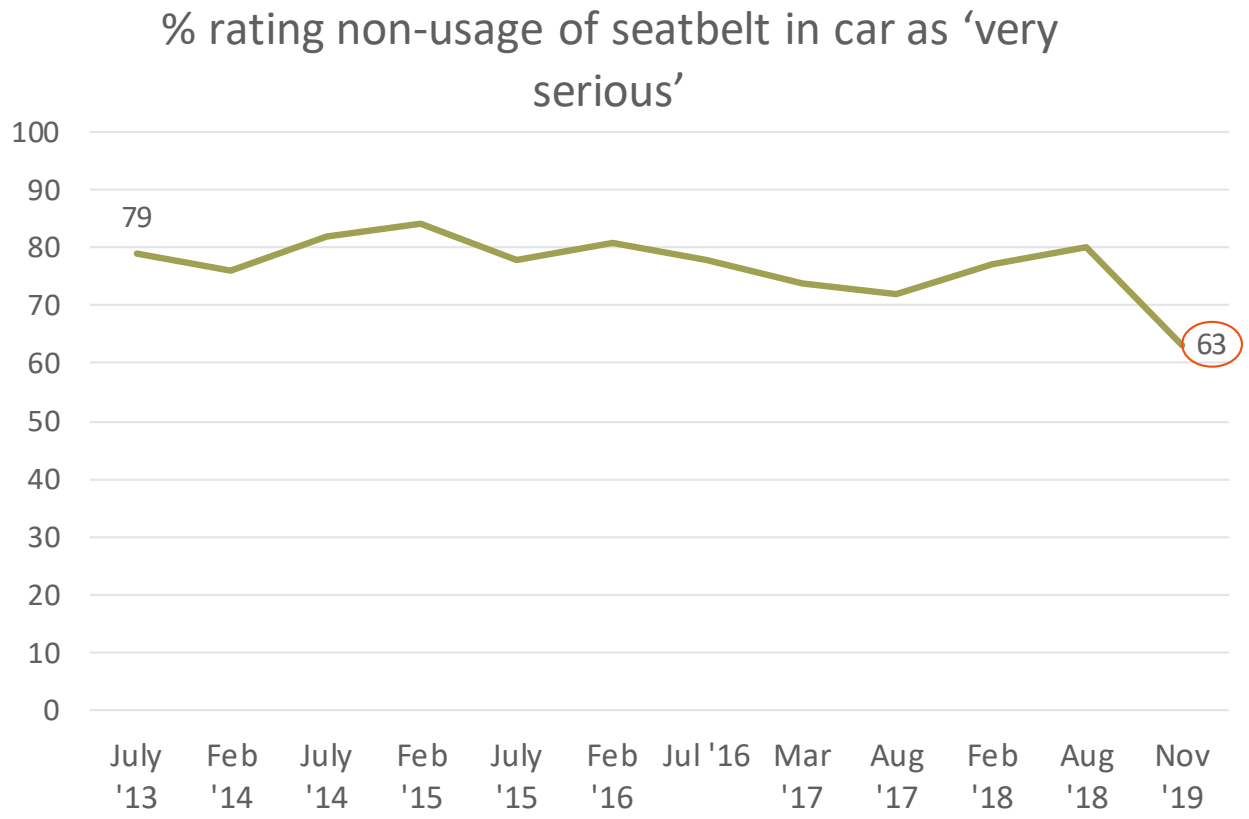
Consistently, one in five drivers agree that it's not important to wear a seatbelt if travelling in the back of a car. There is also a consistent one in ten drivers who believe it's not essential to wear a seatbelt in the front for a short journey.

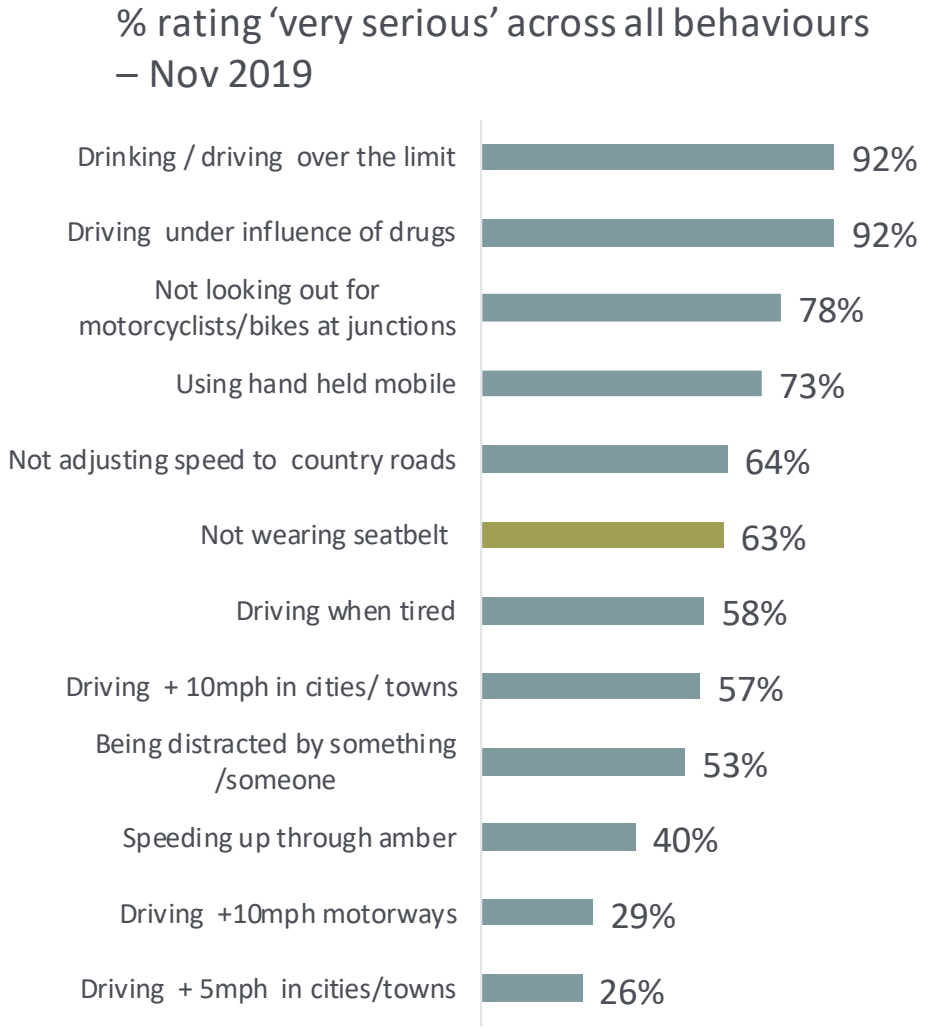


Q4: How much do you agree or disagree that …?

Base (all main W18): 519

There has been a decline in the proportion who consider not wearing a seatbelt as 'very serious' – although the vast majority (88%) do consider not wearing a seatbelt as serious overall.



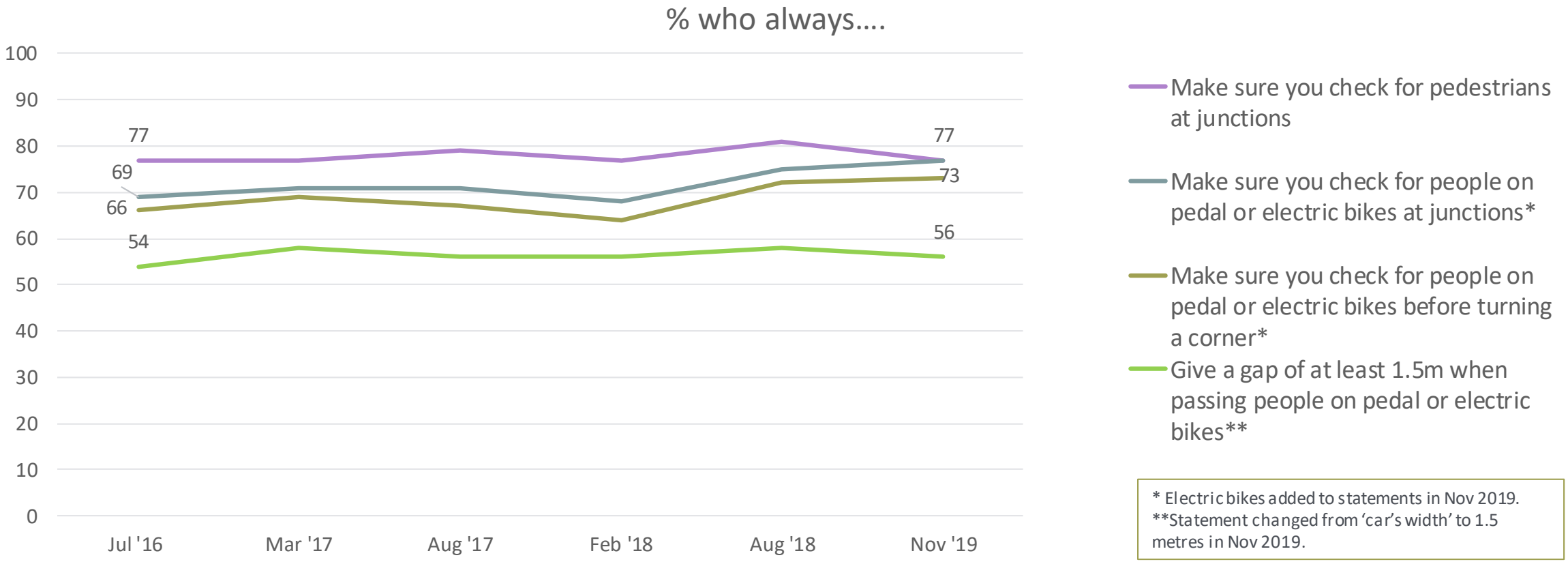


Q6. How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and/or other road users?

Base (all main W18): 519

Vulnerable road users

Three quarters of drivers reported always checking for pedestrians and bikes at junctions and corners. Results are consistent with the previous wave but there is evidence of an increasing trend in checking for bikes over time. Giving people on bikes sufficient space when passing is more stable over time – just over half say they do this.

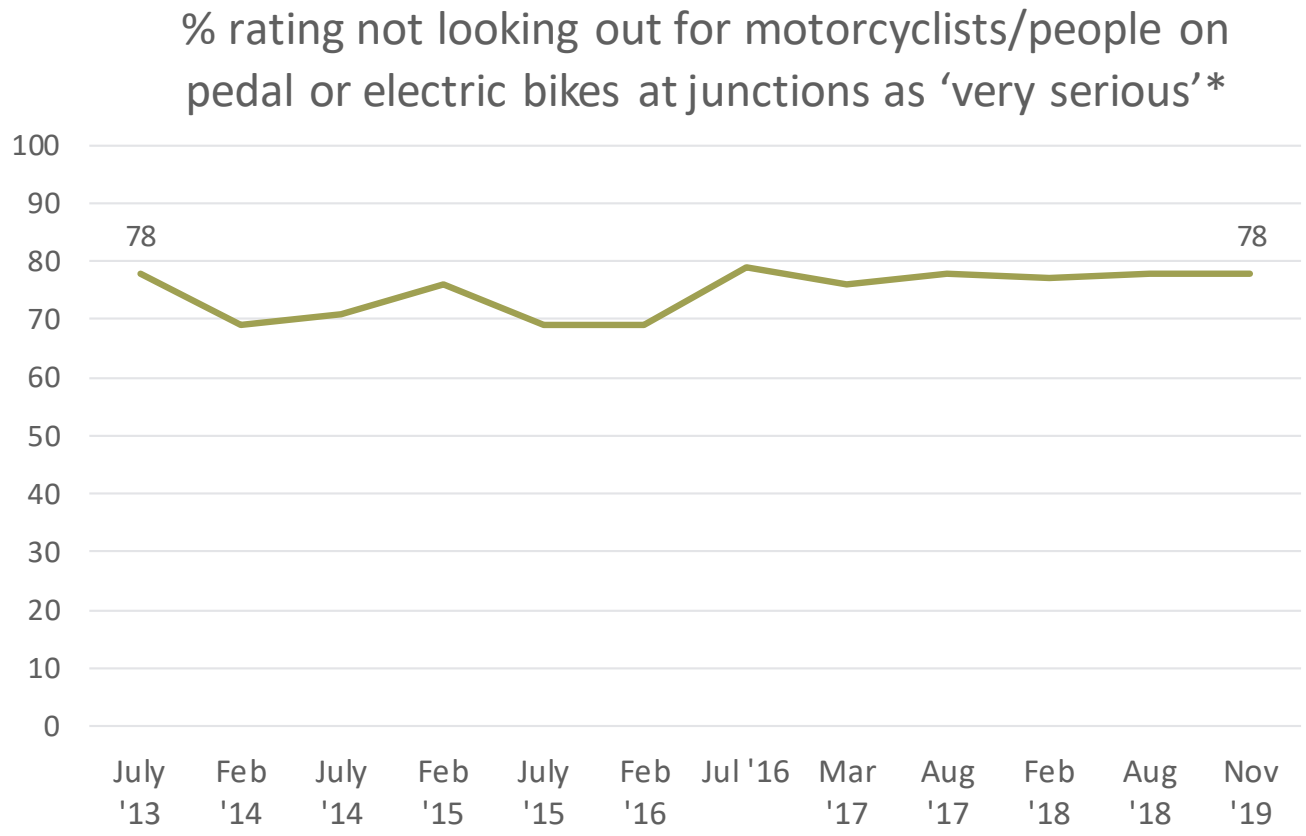


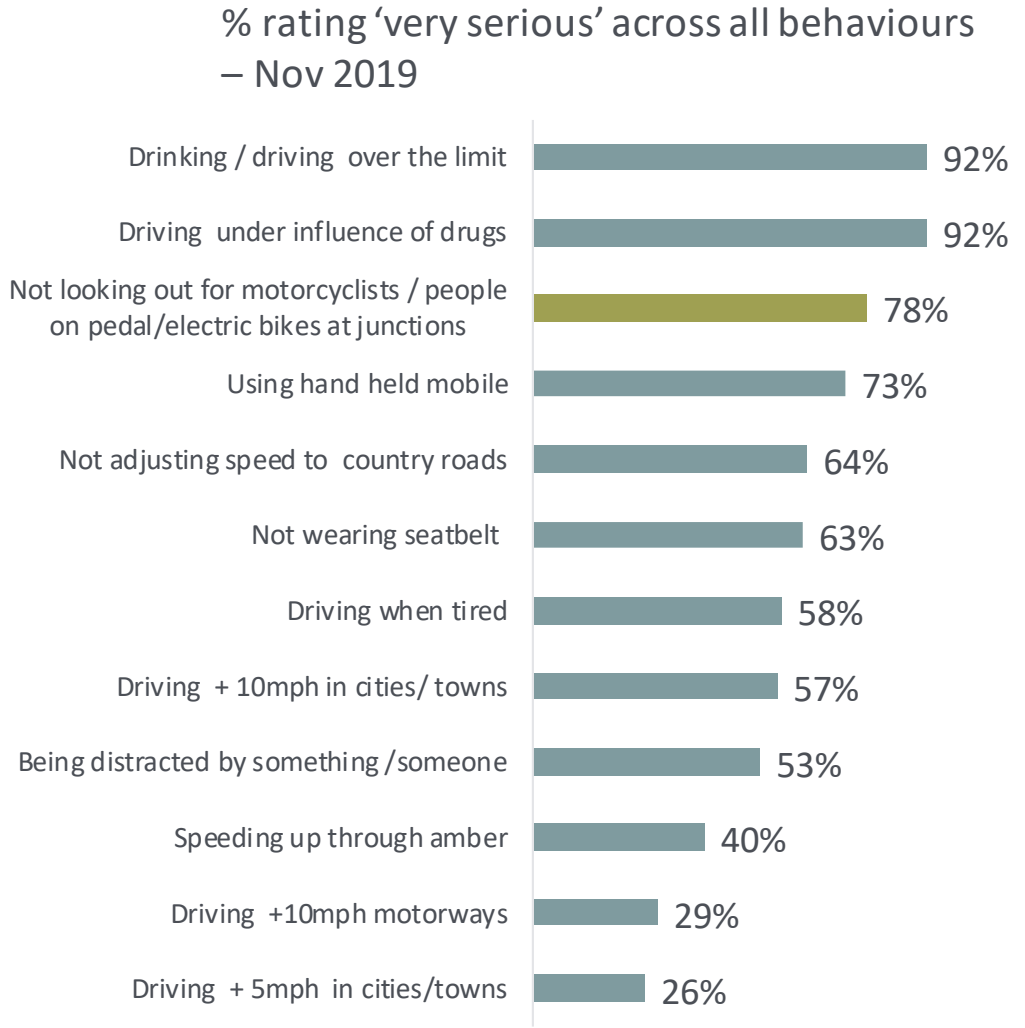
* Electric bikes added to statements in Nov 2019.
**Statement changed from 'car's width' to 1.5 metres in Nov 2019.

Q9: How frequently do you….?

Base (all main W18): 519

Consistently, over three quarters of drivers consider not looking out for motorcyclists or people on bikes as ‘very serious’ – the third most serious driving offence.





* Electric bikes added to statements in Nov 2019.

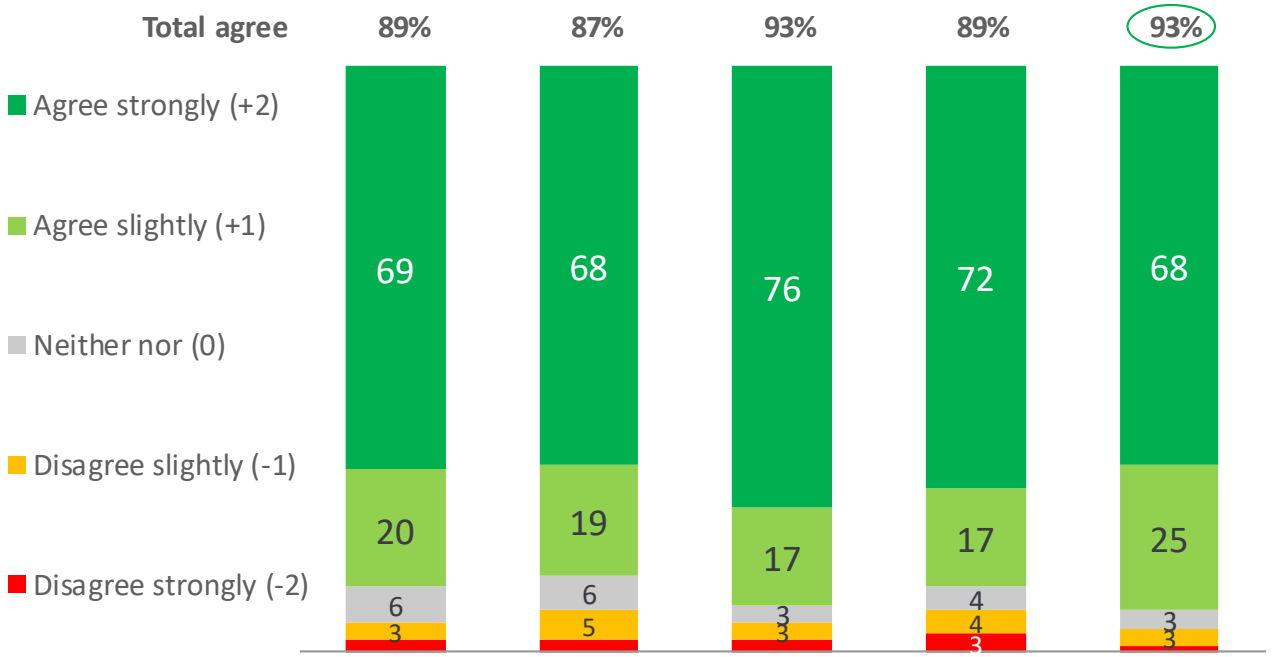
Q6. How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and/or other road users?

Base (all main W18): 519

The majority understand the need to give people in bikes 1.5m space when passing – a slight increase in total agreement since last wave. However, there has also been a slight increase in agreement that pedestrians too often cross the road where they like.

progressive

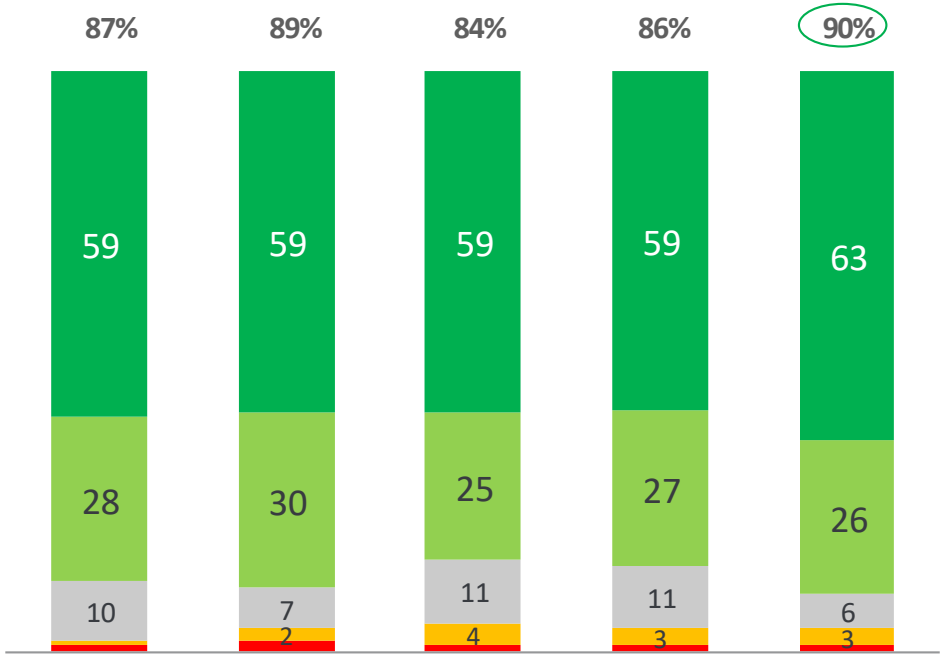
Drivers should give people on pedal or electric bikes at least 1.5 metres when passing*



Mean	1.52	1.47	1.61	1.51	1.37

* Electric bikes added and distance changed from 'car's width' to 1.5 metres in Nov 2019.

Too often pedestrians cross where they like rather than using crossing points e.g. zebra or pelican crossings

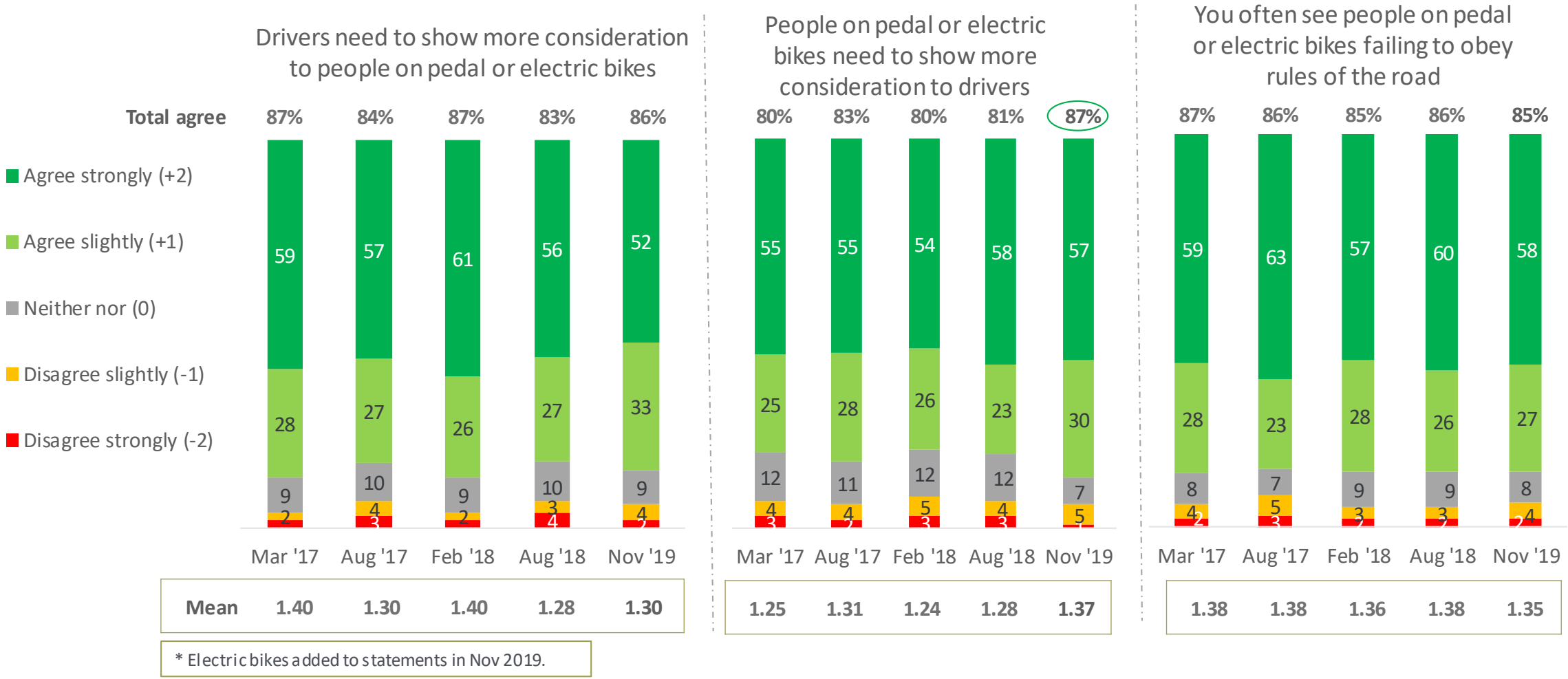


1.40	1.43	1.37	1.39	1.48

Q5: How much do you agree or disagree that.....

Base (all main W18): 519

Attitudes towards people on bikes is very consistent over time – the majority agree that drivers need to be more considerate; people on bikes also need to be more considerate; and you often see cyclists failing to obey the rules of the road. Significant minorities agree 'slightly' rather than 'strongly' with these statements.

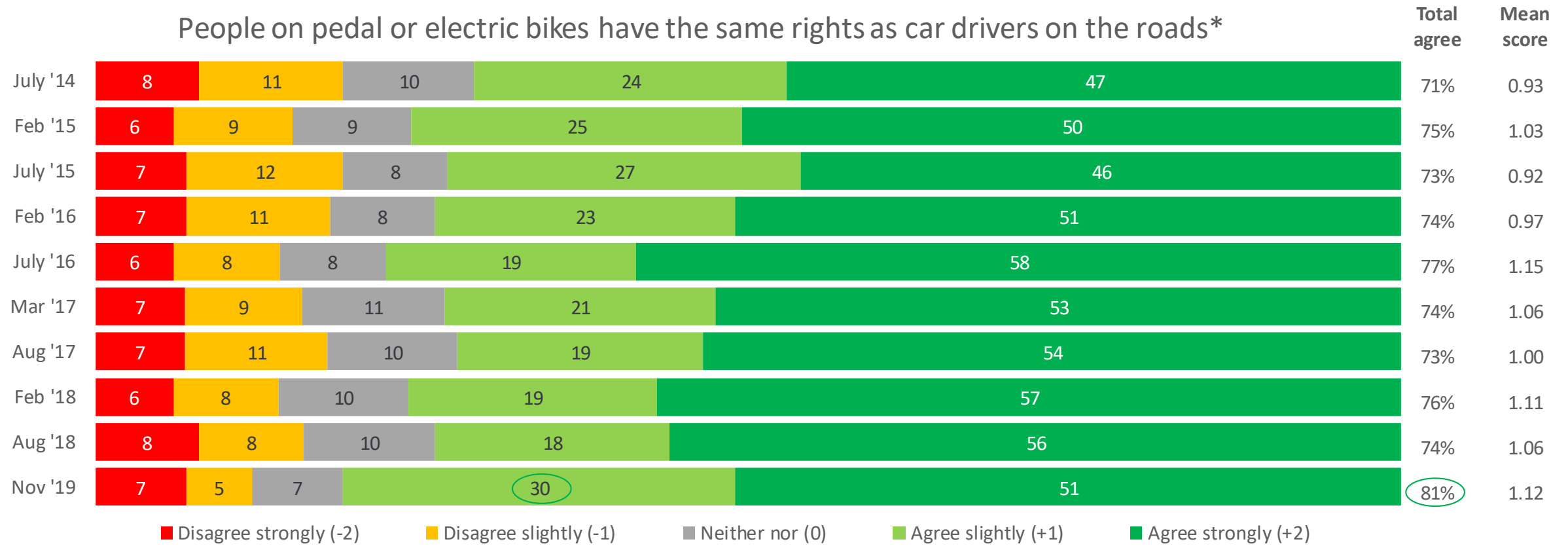


* Electric bikes added to statements in Nov 2019.

Q5: How much do you agree or disagree that.....

Base (all main W18): 519

There has been an increase in agreement that people on bikes have the same rights on the roads as drivers – four fifths agree.

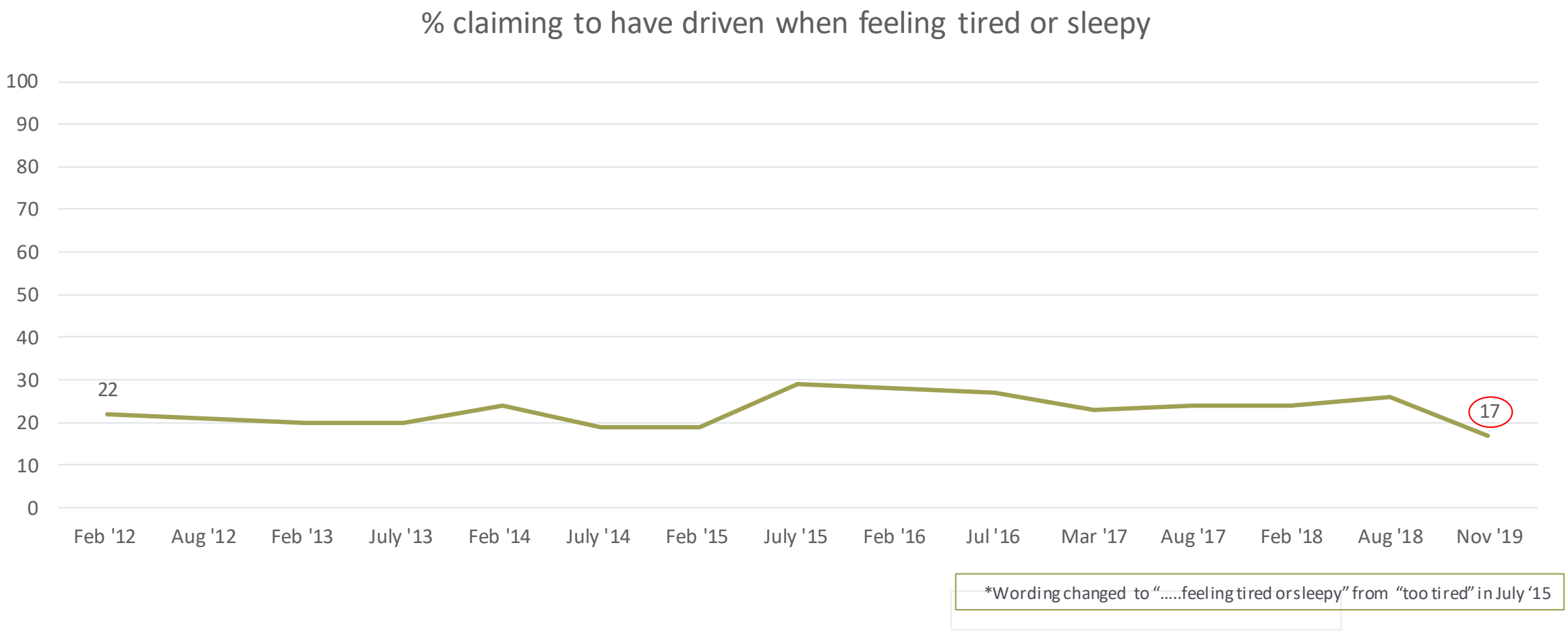


Q5: How much do you agree or disagree that.....

Base (all main W18): 519

Distractions / health / age

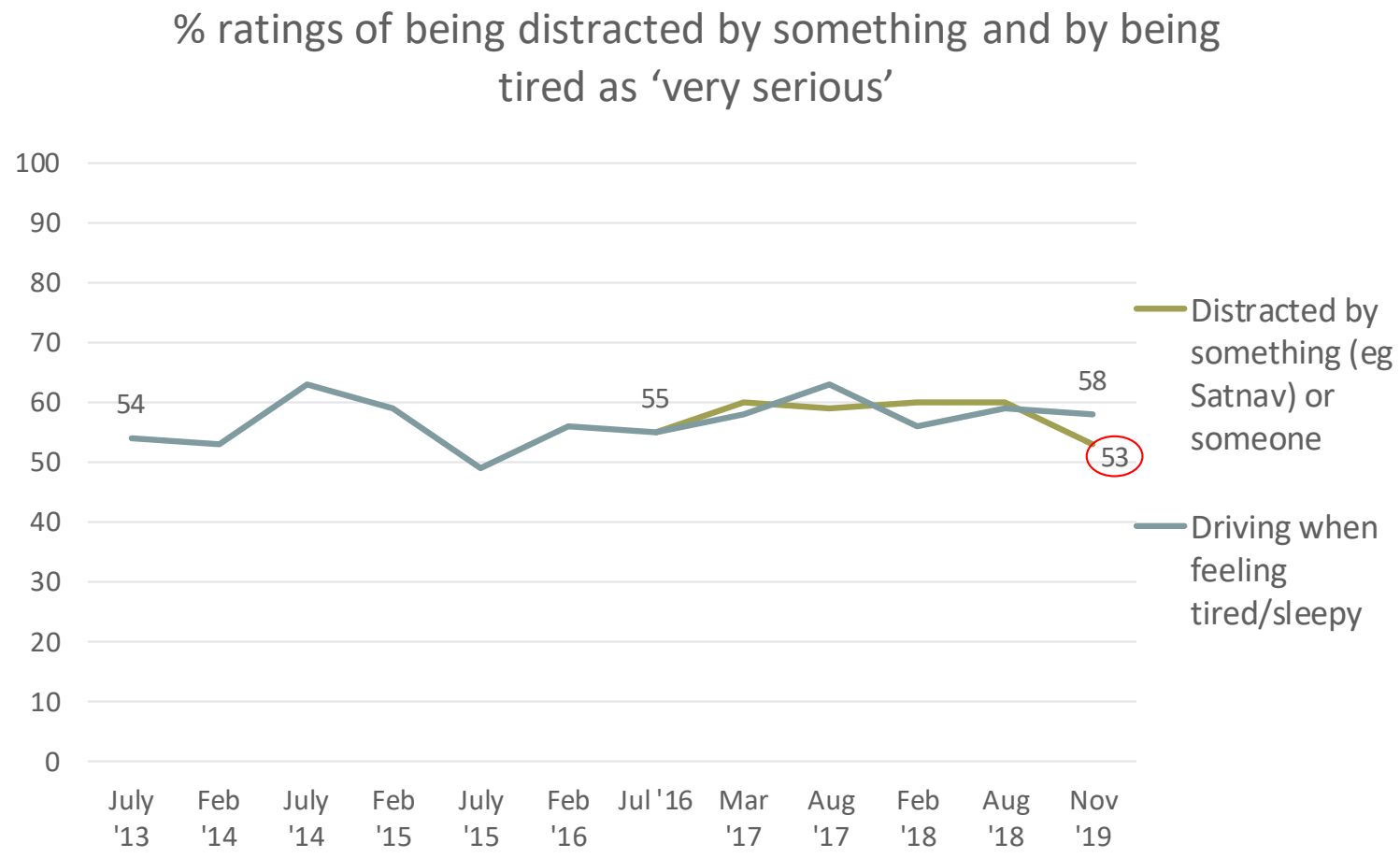
One in six drivers reported that they have driven when feeling sleepy or tired in the last year – this is fewer than recent waves of the tracker.

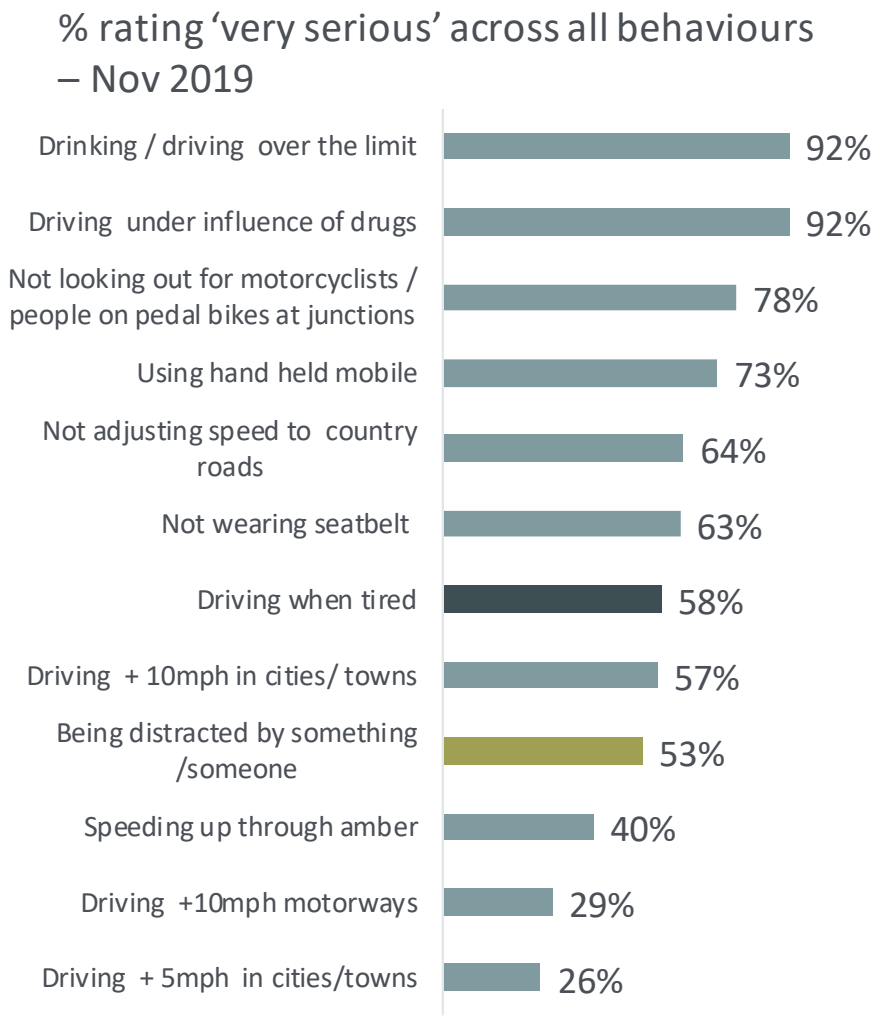


Q7: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?

Base (all main W18): 519

Very similar proportions consider being distracted or driving when sleepy as ‘very serious’ – just over half of drivers. No clear long term trends, but there has been a dip in those considering being distracted as very serious this wave.

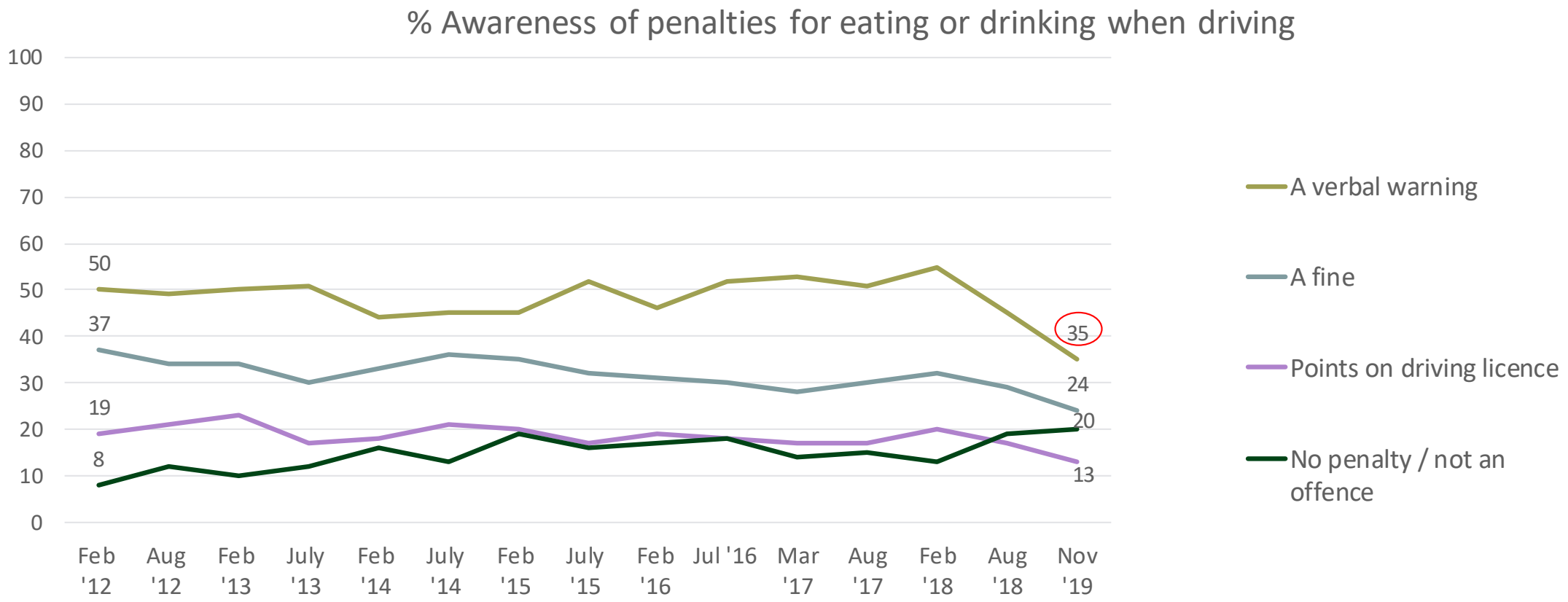




Q6. How serious do you think each of these are in terms of the risks to the safety of drivers, their passengers and/or other road users?

Base (all main W18): 519

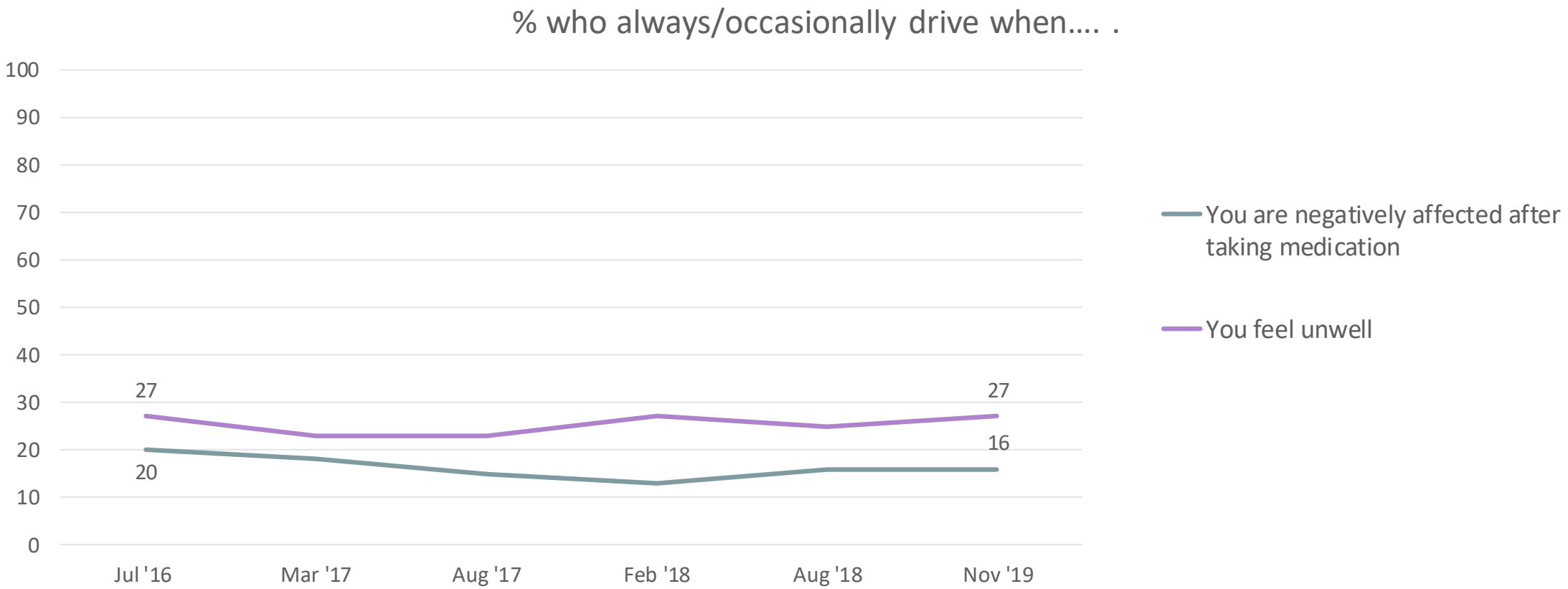
There has been a declining trend over the last 3 waves in perception that a verbal warning, a fine or points will result from being caught eating or drinking while driving. One in five believe this is not an offence so no penalty would be levied.



Q8: What do you think are the penalties if a person is caught by the police for ...?

Base (all main W18): 519

Very few drivers admit that they drive when negatively affected by medication, although over a quarter say they have driven when feeling unwell. Long term trends suggest these proportions are consistent.



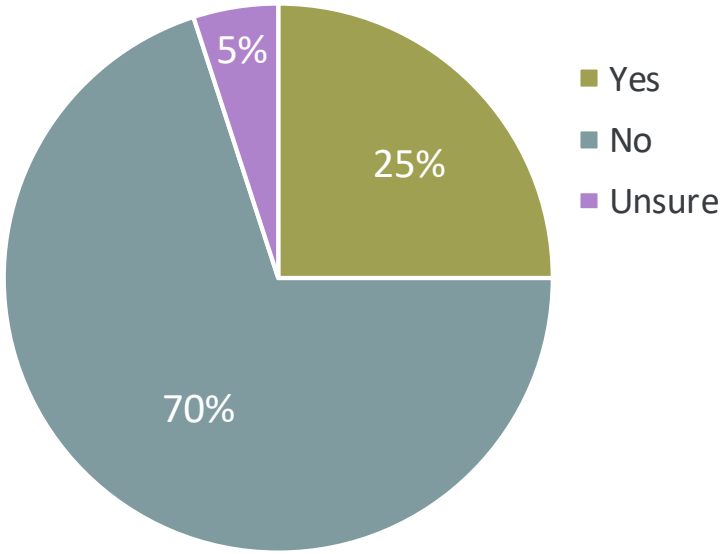
Q9: How frequently do you….?

Base (all main W18): 519

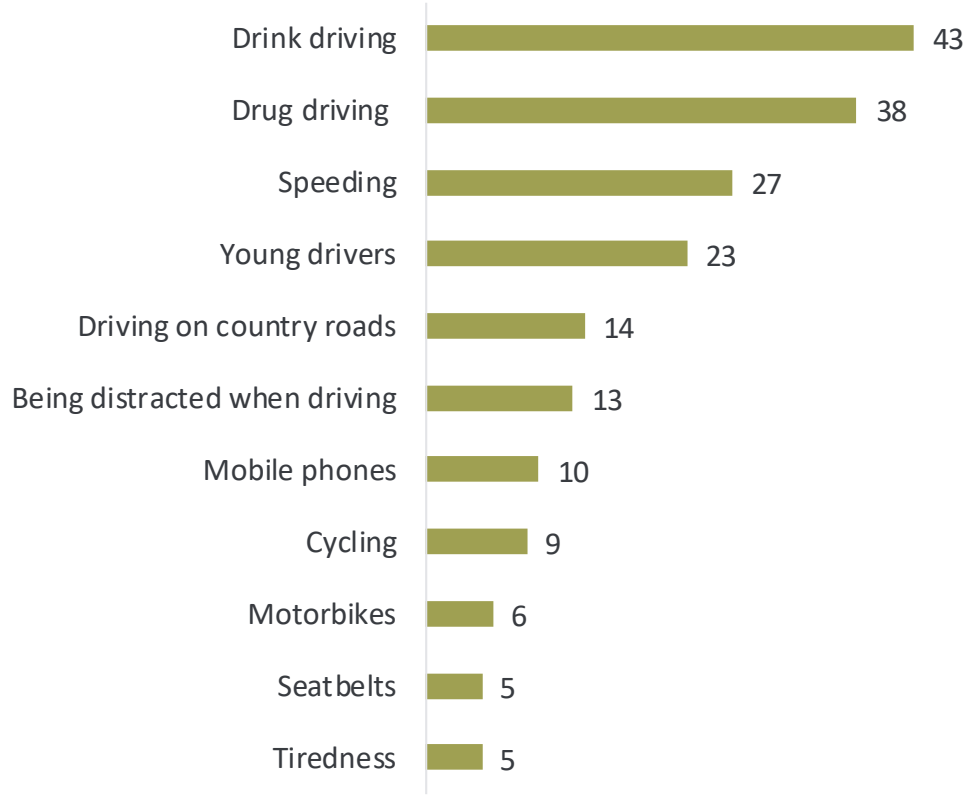
Advertising and marketing awareness

A quarter of drivers reported that they had seen advertising or marketing about driving or road safety – the most recalled topics were drink and drug driving, possibly referring to young drivers campaigns or pre-Christmas activity around drink driving.

Seen or heard any advertising or marketing on topics relating to driving or road safety? – Nov 2019



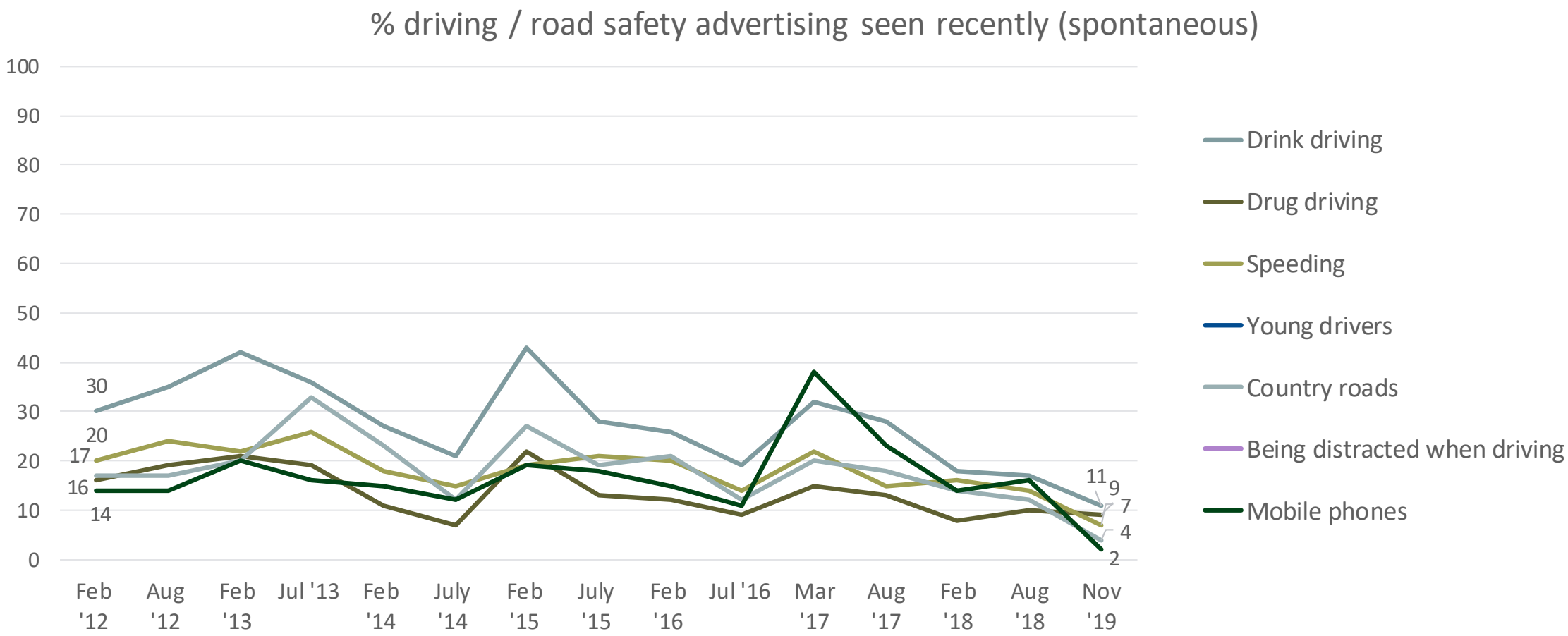
Topic of advertising / marketing (%) – Nov 2019



Q17/Q18: Have you seen or heard any advertising or marketing on topics relating to driving or road safety recently? On what topics?

Q17 Base (all main W18): 519; Q18 Base (all aware): 130

Large amount of variance over waves in recall of campaigns – as we would expect.



Q17/Q18: Have you seen or heard any advertising or marketing on topics relating to driving or road safety recently? On what topics?

Q18 Base (all): 519

Summary and conclusions

Summary and conclusions

Speeding

- Although there were no statistically significant differences in speeding behaviours this wave, the **longer term declining trend** in those who have driven above the speed limit in 30 mph and 20 mph areas in the last 12 months has continued. However, less than half reported that they stick to speed limits all the time – similar to previous waves.
- There is also evidence of a declining trend in the proportion of drivers who expect that driving at 35 in a 30 zone will result in a verbal warning – there were higher expectations that this will result in a fine or points.
- Support for a maximum 50 mph speed limit on country roads was at its highest since the tracker began – three fifths agreed with this.
- The majority of drivers agreed its important to stick to 20 mph speed limits; and also agreed that the 20 mph limits help reduce accidents and make communities better places.

Drink and drug driving

- The majority of drivers agreed that drinking or taking drugs before driving is unacceptable – this attitude has remained consistently strong over the waves of the tracker and drink/drug driving remains the most serious driving offence in the opinion of drivers.
- There has been an increased perception that Scotland is tough in tackling drink driving; however, drivers were less likely to feel that Scotland is tough in tackling drug driving.
- Despite this, the W18 data showed increases in awareness of the penalties for drug driving compared to the previous wave – likely reflecting news around new legislation in October 2019. Awareness is at its highest level since the tracker began.

Summary and conclusions

Mobile phones

- After a dip in usage of hands free mobile phones last wave, this has returned to previous levels – one quarter of drivers say they have used a hands free phone whilst driving in the last 12 months.
- There continues to be strong disapproval of using hand held mobiles when driving – only a very small minority admit to doing this and almost all respondents disagreed that its 'OK' to use a hand held phone.
- However, there has been a significant fall in the proportion describing this behaviour as 'very serious' this wave – although almost all still consider it serious.

Seatbelts

- After a long period of decline, there has been a small increase in the proportion of drivers who say they have travelled in the back of a car without a seatbelt in the last 12 months. A decline was also noted in the proportion who consider not wearing a seatbelt to be 'very serious' – although the vast majority continue to consider this behaviour serious.

Vulnerable road users

- There were very few variances in findings around vulnerable road users compared to previous waves of the tracker. The majority agreed that both drivers and people on bikes need to show more consideration to each other – with a small increase in those who think cyclists should show more consideration.
- However, there has also been an increase in the proportion of drivers who agree that people on bikes have the same rights as car drivers on the roads.

Thank you

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Technical Appendix

Quantitative

- The data was collected by CAPI interview.
- The target group for this research study was a representative sample of drivers in Scotland, and a boost sample of young drivers (aged 17-29).
- The main target sample size was 500, and the final achieved sample size was 519. The boost target was 150 and the final sample size was 151. The reason for the difference between target and achieved samples was that standard sampling procedures allowing for slight overage.
- Fieldwork was undertaken between 1st November 2019 to 11th January 2020
- Respondents were selected using a stratified random sampling technique, where interviewers worked to specified quota controls on key sample criteria, and selected respondents randomly within these quotas. The sample is judged to represent the target population well.
- In total, 31 interviewers worked on data collection.
- Each interviewer's work is validated as per the requirements of the international standard ISO 20252. Validation was achieved by re-contacting (by email or telephone) a minimum of 10% of the sample to check profiling details and to re-ask key questions from the survey. Where email/telephone details were not available re-contact may have been made by post. All interviewers working on the study were subject to validation of their work.
- Quota controls were used to guide sample selection for this study. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The following margins of error should therefore be treated as indicative, based on an equivalent probability sample. The main sample size of 519 provides a dataset with an approximate margin of error of between ±0.86% and ±4.3%, calculated at the 95% confidence level (market research industry standard). For the boost sample of 151, margins of error are between ±1.58% and ±7.94%.
- Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity. For CAPI questionnaires these checks include:
  - Responses are checked to ensure that interviewer and location are identifiable. Any errors or omissions detected at this stage are referred back to the field department, who are required to re-contact interviewers to check.
  - Using our analysis package SNAP, data received via over-the-air synchronisation is imported from our dedicated server.
- A computer edit of the data carried out prior to analysis involves both range and inter-field checks. Any further inconsistencies identified at this stage are investigated by reference back to the raw data on the questionnaire.
- Where 'other' type questions are used, the responses to these are checked against the parent question for possible up-coding.
- Responses to open-ended questions will normally be spell and sense checked. Where required these responses may be grouped using a code-frame which can be used in analysis.
- A SNAP programme set up with the aim of providing the client with useable and comprehensive data. Crossbreaks are discussed with the client in order to ensure that all information needs are met.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Appendix I

Sample profile – demographics

Gender	Unweighted	Weighted
Male	51%	54%
Female	49%	46%
Base	**519**	**519**

Age	Unweighted	Weighted
17-24 years	8%	9%
25-34 years	16%	14%
35-44 years	18%	17%
45-54 years	21%	21%
55-64 years	17%	18%
65+	19%	21%
Base	**519**	**519**

SEG	Unweighted	Weighted
AB	21%	34%
C1	40%	31%
C2	18%	20%
DE	21%	15%
Base	**519**	**519**

Quotas set on age, gender and socio-economic group. Data weighted match previous wave (W17).

Appendix II

Sample profile – location

Location	Unweighted	Weighted
Greater Glasgow & Clyde	19%	24%
Lothian	14%	13%
Tayside	13%	12%
Lanarkshire	11%	12%
Fife	8%	8%
Grampian	8%	8%
Ayrshire and Arran	7%	7%
Forth Valley	7%	7%
Highlands	6%	6%
Borders	3%	2%
Dumfries and Galloway	3%	2%
Base	**519**	**519**

Urban / rural	Unweighted	Weighted
Rest of Scotland	75%	79%
Accessible rural	14%	9%
Remote rural	8%	6%
Not classified	3%	5%
Base	**519**	**519**

Region	Unweighted	Weighted
West	37%	42%
South/East	36%	32%
North	27%	26%
Base	**519**	**519**

Appendix III

Sample profile – driving

How long driving?	Unweighted	Weighted
Less than 1 year	2%	2%
1 – 2 years	5%	6%
3 – 5 years	8%	7%
6 – 10 years	11%	10%
11 – 20 years	24%	22%
More than 20 years	50%	53%
Base	**519**	**519**

Average miles per year	Unweighted	Weighted
Up to 3,000 miles	9%	8%
3,001 – 5,000 miles	18%	19%
5,001 – 10,000 miles	43%	43%
More than 10,000 miles	27%	27%
Unsure	3%	3%
Base	**519**	**519**

Appendix III

Survey sample sizes

Main Omnibus survey		
Month	**Fieldwork dates**	**Sample size**
February 2011	23 February – 3 March	603
September 2011	21 – 29 September	583
February 2012	29 February – 18 March	608
August 2012	22 – 30 August	550
February 2013	20 – 28 February	568
July 2013	24 – 30 July	556
February 2014	26 February – 9 March	606
July 2014	23 July – 7 August	560
February 2015	25 February – 24 March	468
July 2015	5 – 18 August 2015	534
February 2016	24 February – 15 March 2016	536
July 2016	20 July – 10 August 2016	582
March 2017	8 – 24 March 2017	600
August 2017	4 – 28 August 2017	525
February 2018	21 February – 13 March 2018	561
August 2018	3 – 25 August 2018	589
November 2019	1st Nov 2019 – 11th Jan 2020	519

Youth Boost – 17-25s	
February 2014	152
February 2015	143
February 2016	143
March 2017	146
February 2018	157
November 2019 (17 – 29 yrs)	151

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

Appendix IV

Demographic profile of active drivers in sample

		Feb '14 Un-Wtd (606) %	Feb '14 Wtd (582) %	July '14 Un-wtd (560) %	July '14 Wtd (570) %	Feb '15 Un-wtd (468) %	Feb '15 Wtd (516) %	July '15 Un-wtd (534) %	July '15 Wtd (552) %	Feb '16 Un-wtd (536) %	Feb '16 Wtd (538) %
GEN-DER	Male	52	55	51	54	59	57	54	55	53	54
	Female	48	45	49	47	41	43	46	45	47	46
AGE	16-34	19	21	17	21	20	25	19	23	18	22
	35-44	12	22	17	20	14	19	16	18	12	19
	45-54	19	22	19	21	18	20	21	21	17	22
	55-64	21	17	20	19	20	17	15	18	20	18
	65+	29	18	27	20	28	19	29	19	33	19
SEG	ABC1	57	61	56	60	52	61	58	62	60	60
	C2DE	43	39	44	40	48	39	42	39	40	40
AREA	West	35	41	38	36	32	37	37	39	37	35
	East / South	35	34	38	39	42	39	35	34	44	40
	North	30	25	24	25	26	24	28	27	19	24

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

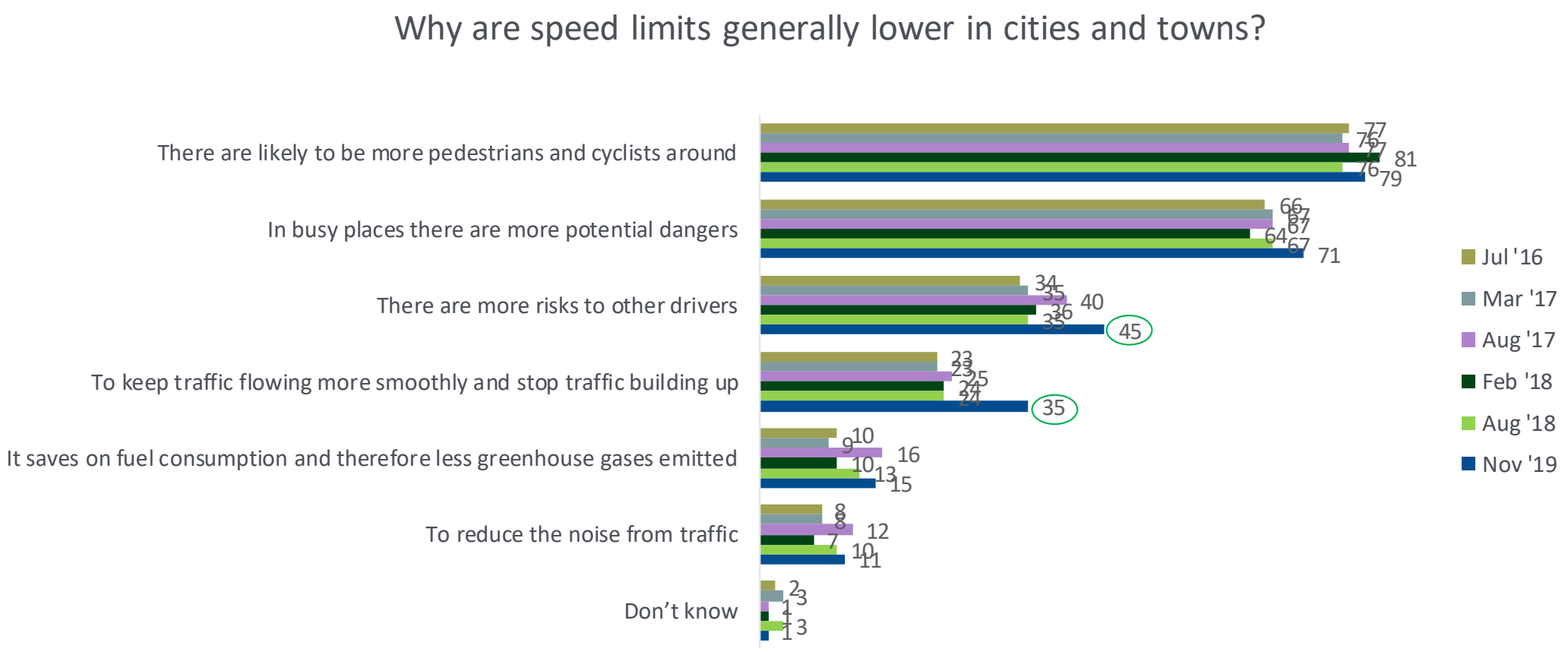
Appendix IV

Demographic profile of active drivers in sample

		July '16 Un-wtd (582) %	July '16 Wtd (592) %	Mar '17 Un-wtd (600) %	Mar '17 Wtd (600) %	Aug '17 Un-wtd (525) %	Aug '17 Wtd (556) %	Feb '18 Un-wtd (561) %	Feb' 18 Wtd (591) %	Aug '18 Un-wtd (589) %	Aug '18 Wtd (601) %	Nov '19 Un-wtd (519) %	Nov '19 Wtd (519) %
GEN-DER	Male	57	55	52	55	54	53	56	54	55	55	51	54
	Female	43	45	48	45	46	47	44	46	45	45	49	46
AGE	16-34 (Nov'19 17-34)	16	20	20	20	19	23	20	22	23	25	24	23
	35-44	14	17	16	18	11	17	14	18	15	19	18	17
	45-54	19	23	19	22	20	23	13	20	16	21	21	21
	55-64	21	18	21	18	17	16	17	17	18	17	17	18
	65+	30	21	25	21	32	21	36	23	28	18	19	21
SEG	ABC1	55	65	58	64	55	64	55	64	61	66	61	65
	C2DE	45	35	43	35	45	37	45	36	39	34	39	35
AREA	West	37	38	39	38	40	41	38	42	36	41	37	42
	East / South	43	37	30	37	30	31	34	30	30	30	36	32
	North	20	25	31	25	30	28	28	28	33	29	27	26

NB: For 2016 – 2018 - 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. 2019 sample only included drivers, weighting applied to total sample.

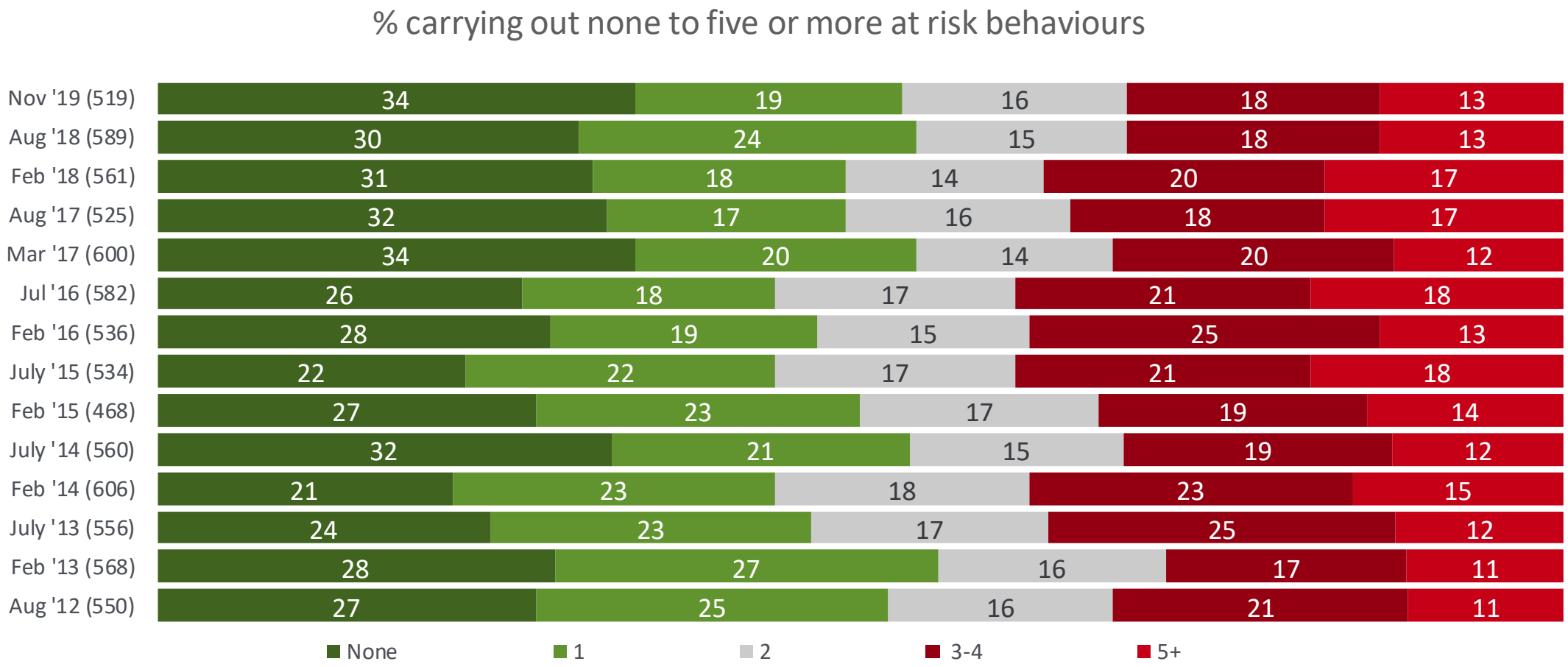
The main reasons given for speed limits being lower in cities and towns were there are likely to be more pedestrians/cyclists and there are more potential dangers – consistent with previous waves. W18 saw increases in those also selecting more risks to other drivers and to keep traffic flowing smoothly.



Q10: Why are speed limits generally lower in cities and towns?

Base (all main W18): 519

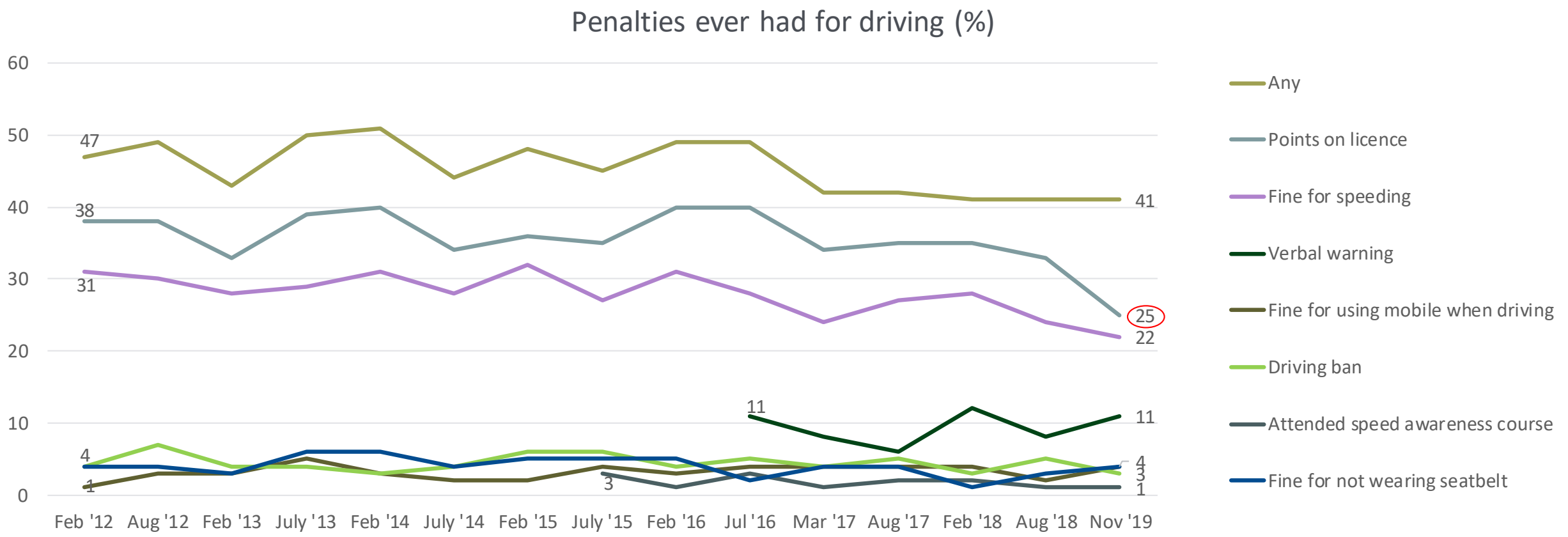
Findings are consistent with W17 – around one third did not do to any of the risk behaviours. Similar proportions did 1 or 2 behaviours or 3 or more risk behaviours – around one third in each case. No real pattern or trend has emerged over the waves of research.



Q7: 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?

Base (all main W18): 519

The overall proportion who have had any driving penalty is consistent with previous waves – two in five drivers. There has been a sharp decline in the proportion saying they have had points and a declining trend in fines for speeding.



Q15: Which of these have you ever had?

Base (all main W18): 519