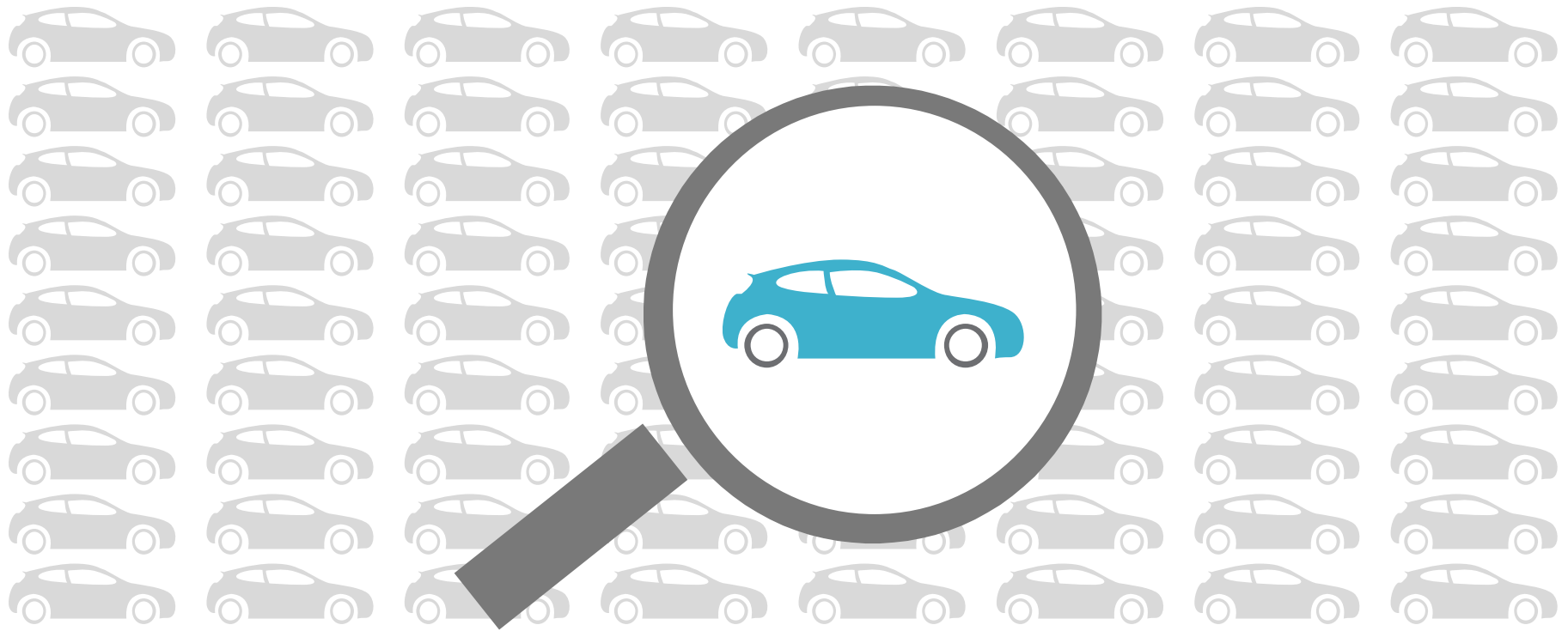


RITS: Driver Attitudes and Behaviour Tracking

Main findings (July '13, W7 – Feb '14, W8)

Presentation to Scottish Government – 9th May 2014



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1

Background and method



Background and objectives

1

In Scotland, the Scottish Government and Road Safety Scotland tend to run 2-3 main mass media campaigns per year on road safety issues, supported by other activity on a more localised level

2

The main topics featured in 2013 -14 were drink driving, country road driving and parental influence

3

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

4

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?

5

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 fieldwork taking place every 6 months

Background - latest waves, W7 and W8

1

This presentation covers the findings from the fourth year of this twice yearly tracking research: results from waves one (Sept 2010) to six (Feb 2013) are shown for comparative purposes

2

The sampling and methodology has been the same each wave, but with some changes made to the questionnaire, particularly at Wave 8, following discussions with Police Scotland, RSS, Leith Agency and Transport Scotland Analytical services

3

In 2013/2014 the research took place in July 2013 and February/March 2014. For the first two years, the mid year research took place in September: it was then moved to August 2012 at W5 and to July 2013 at W7

4

Given the particular interest in the views of young drivers, an additional booster survey was conducted among drivers aged 17-25 shortly before the main omnibus fieldwork in February 2014 to allow us to look at their results separately

5

The booster sample has not been included within the main sample so that the main results are comparable wave on wave

Research method: waves 7 and 8



F2F Omnibus survey of driver attitudes and behaviours

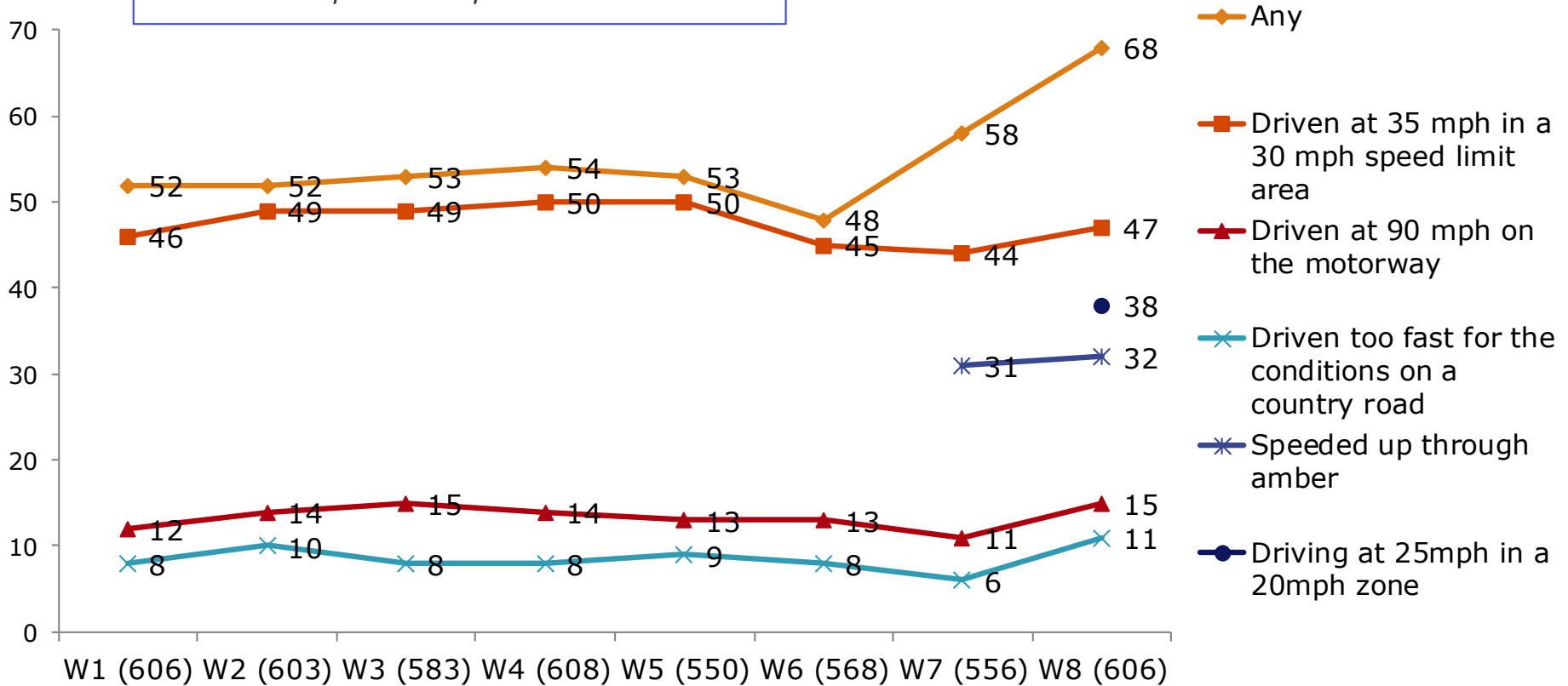
- Research conducted throughout Scotland on TNS omnibus, Scottish Opinion Survey (SOS)
- Around 1,000 interviews are conducted each wave among a representative sample of the population of Scotland with respondents screened to interview only active drivers (i.e. adults who hold a full driving licence for a car and drive nowadays)
- Two waves of research among the target audience took place as follows:
 - Wave 7: 556 drivers interviewed over the period 24-30 July 2013
 - Wave 8: 606 drivers from the omnibus interviewed over the period 26 February – 9 March 2014
 - Additional 103 young drivers interviewed 11-23 February 2014 (giving total sample of 152 drivers aged 17-25)
- All interviews were conducted face-to-face in-home, using CAPI (Computer Assisted Personal Interviewing), with self-completion of behaviour / attitude questions
- Previous fieldwork dates:
 - Wave 1- Sept 2010; Wave 2- Feb 2011; Wave3- Sept 2011; Wave 4- Feb 2012; Wave 5- August 2012; Wave 6-Feb 2013

Driver behaviour



Rise in 'any' speeding behaviours reflects addition of more possible options at W7 and W8

Speeding on amber added at W7 and 25mph in 20mph zone added at W8



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?



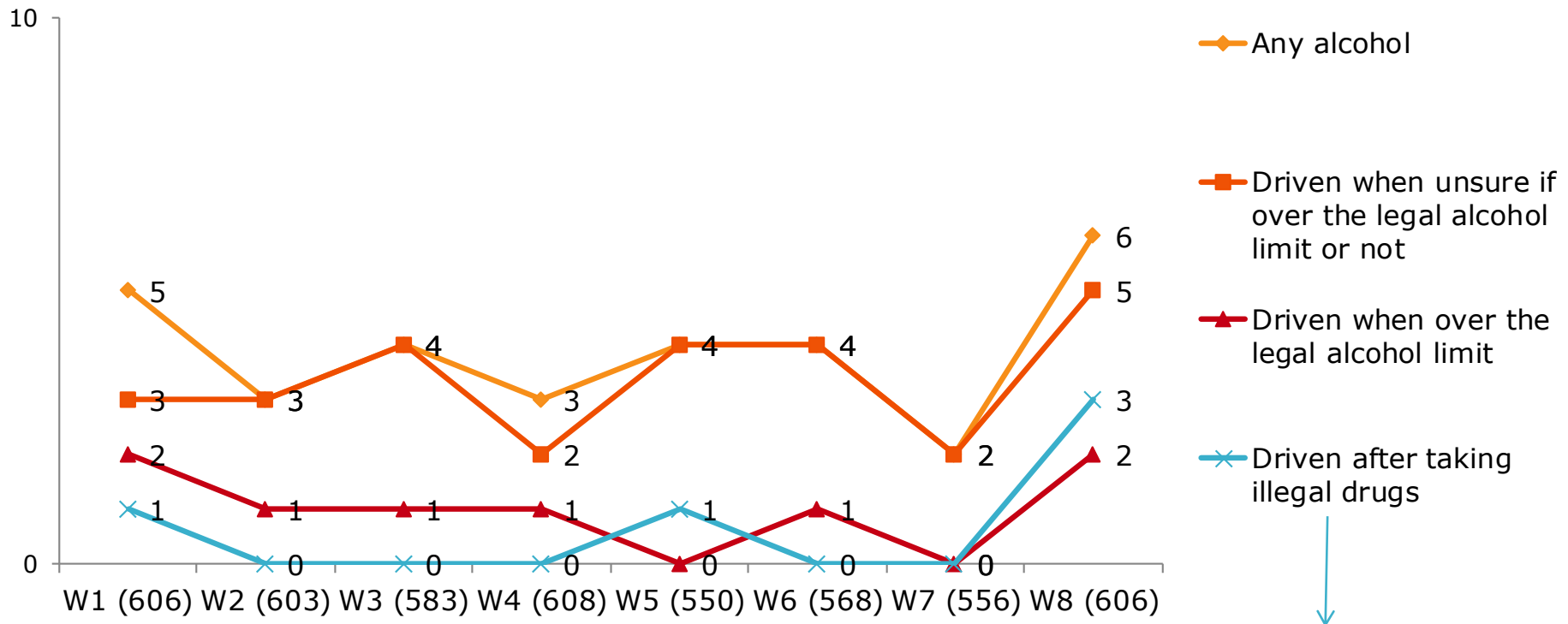
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Slight rise in each drink driving behaviour at W8 following low levels recorded at W7

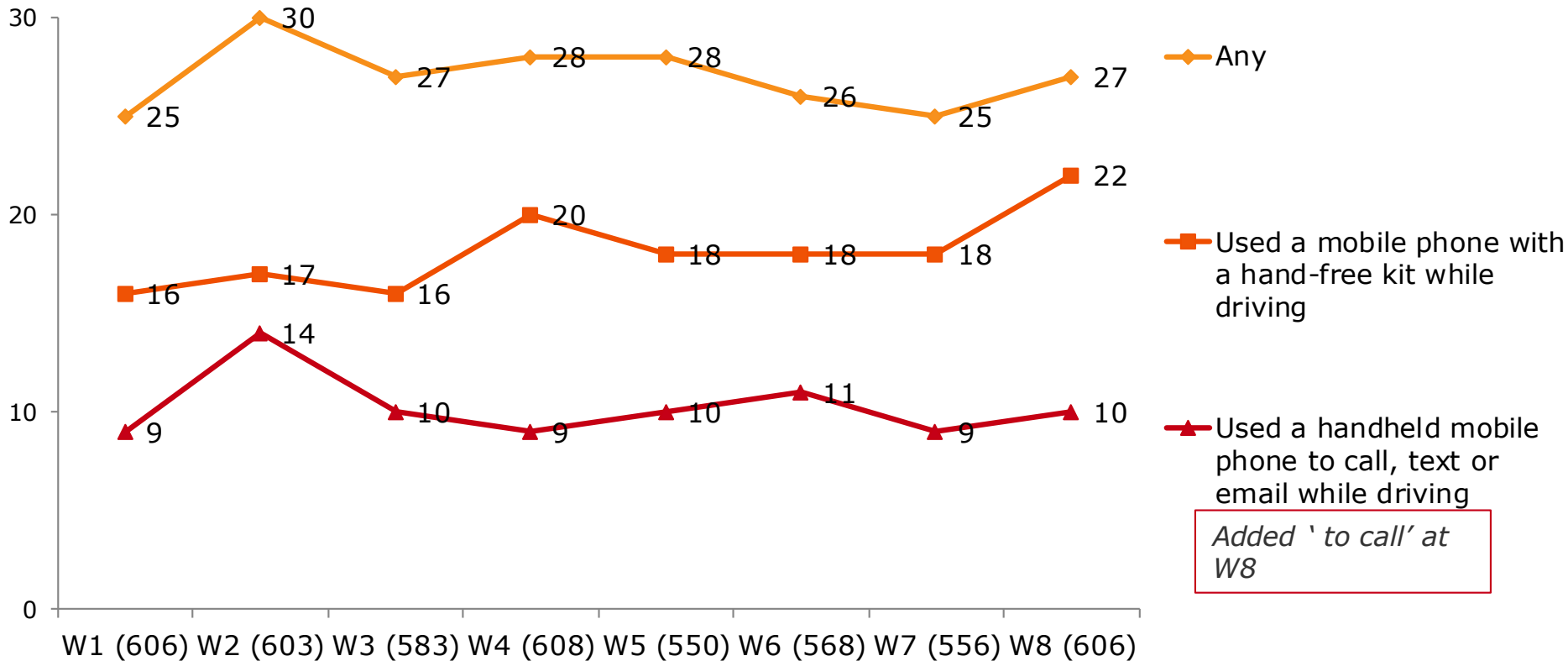


Change in text from 'driven after taking Class A drugs' may have contributed to increase

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?

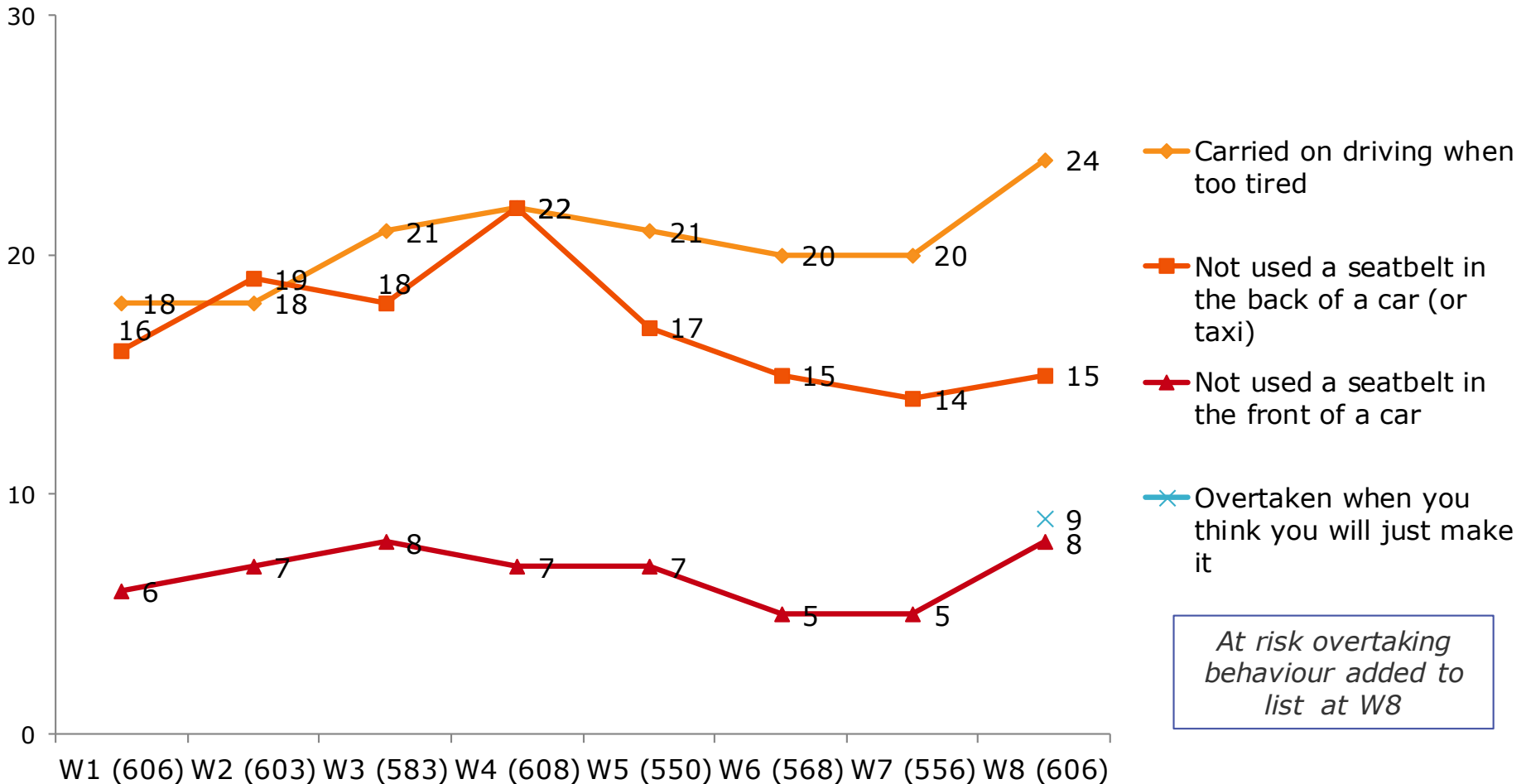
Usage of hands-free mobile phone has reached its highest level



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?

Trends also upward, marginally, on other specific behaviours

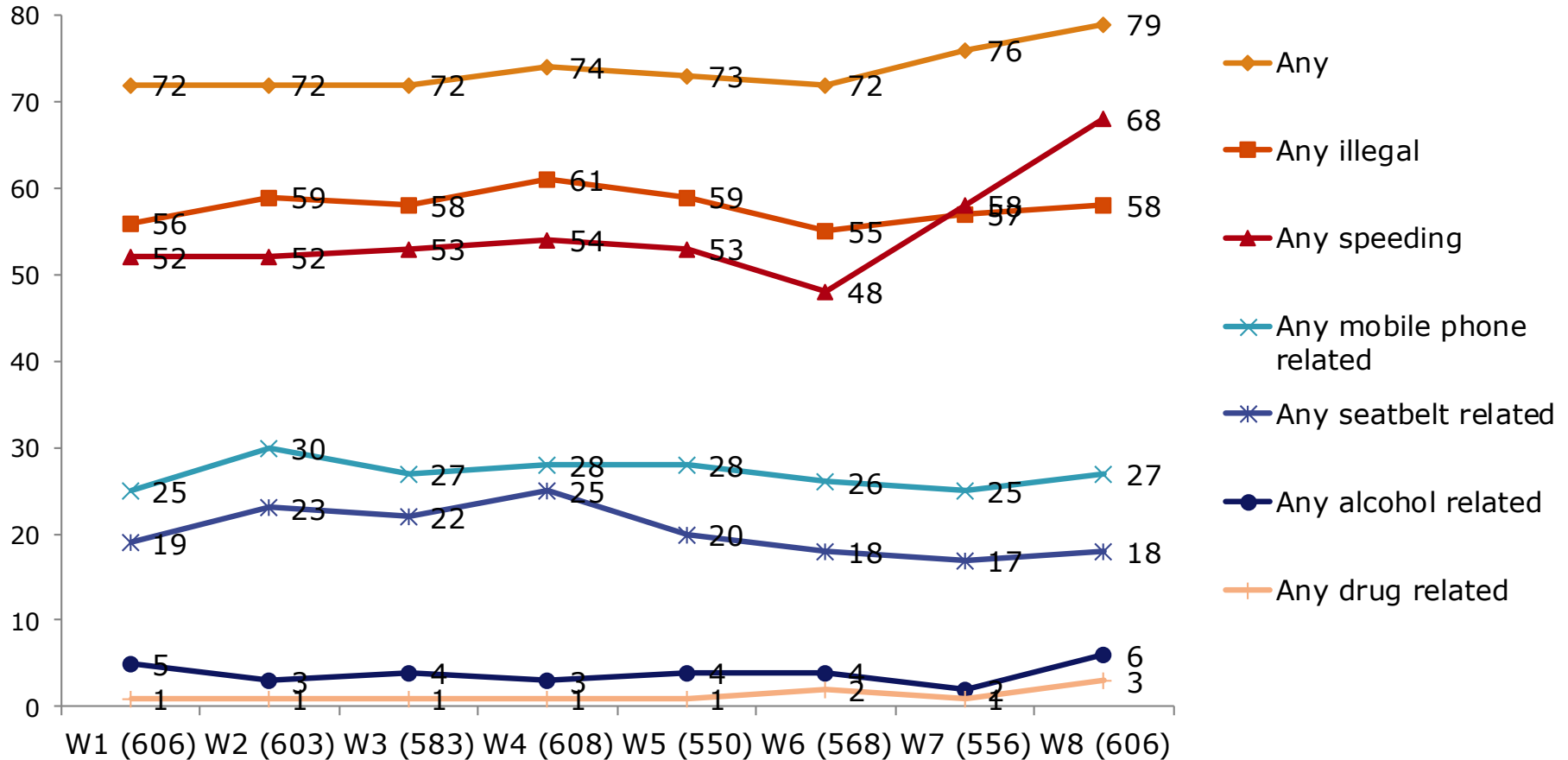


At risk overtaking behaviour added to list at W8

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?

Overall risk driving behaviours in the last 12 months

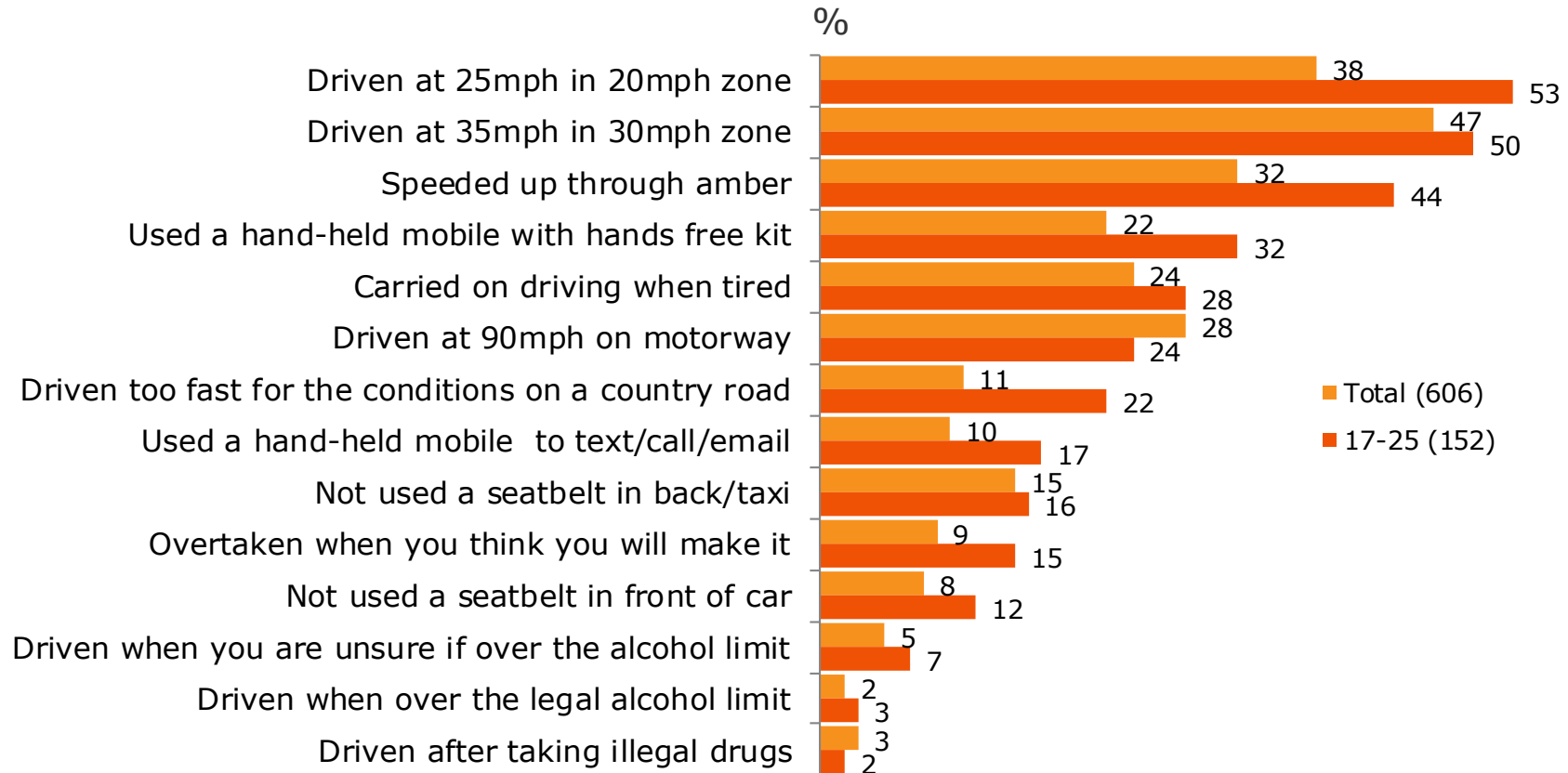
Increase in 'any speeding' and 'any' reflects addition of the new behaviours at Waves 7 and 8



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?

Compared to the main sample, 17-25 year olds significantly more likely to have undertaken specific risk behaviours (at W8)

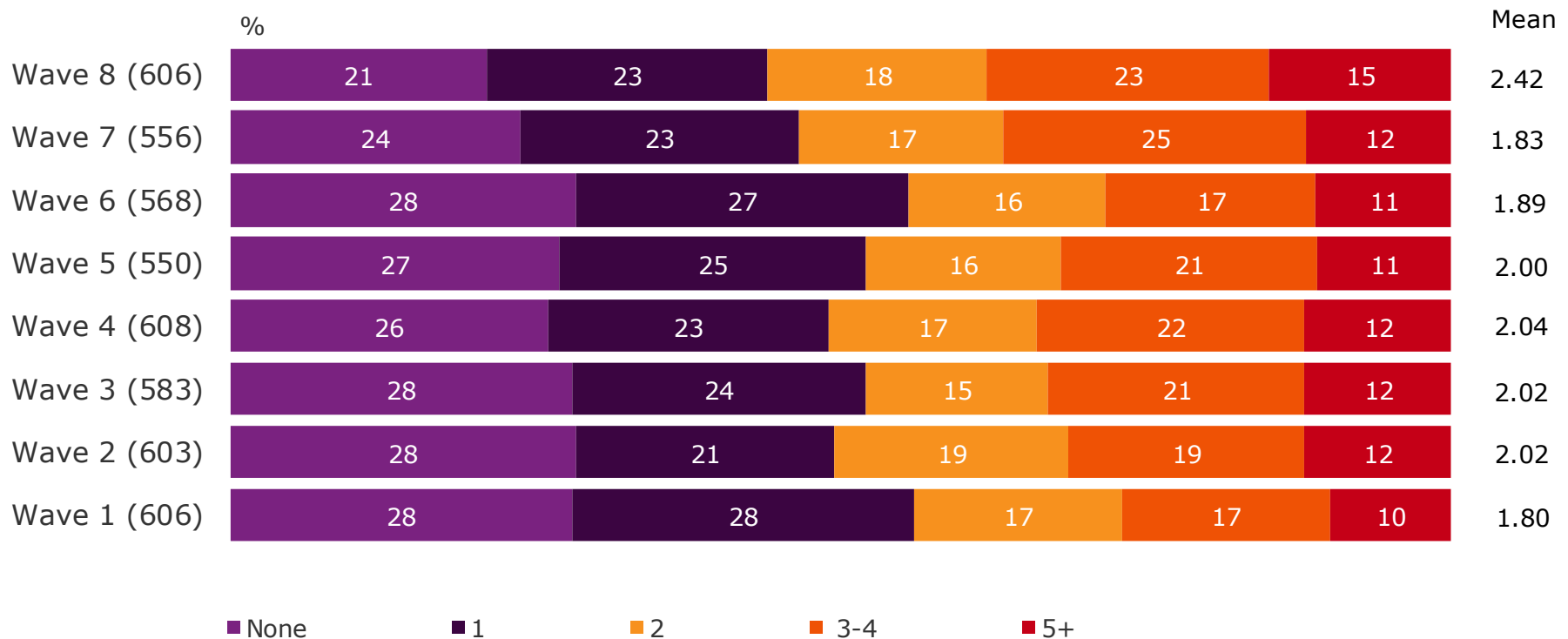


Base: All who hold a full driving licence for a car and drive nowadays

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?

Number of risk behaviours in last 12 months

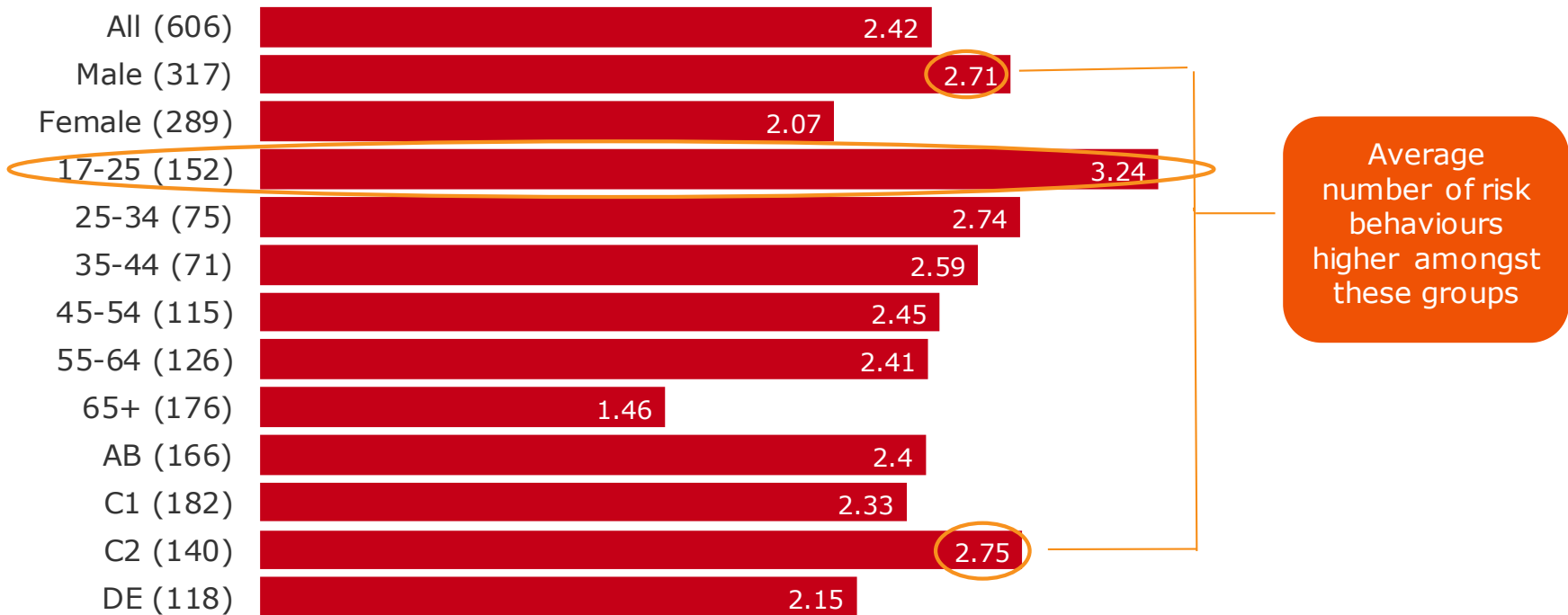
Rise in mean number reflects addition of new behaviours at Waves 7 and 8



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?

Average risk behaviours in last 12 months by demographics (W8): much higher among 17-25 year olds

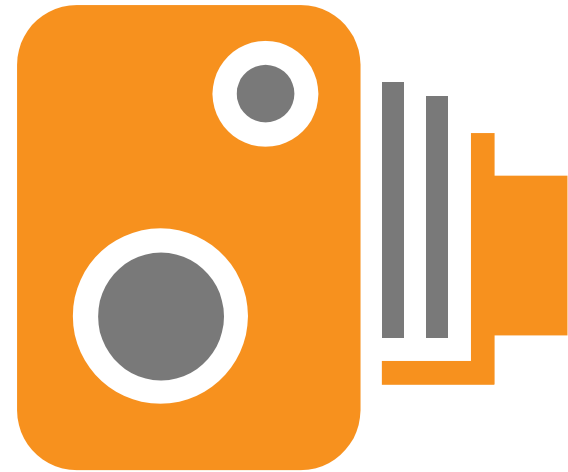


Base: All who hold a full driving licence for a car and drive nowadays

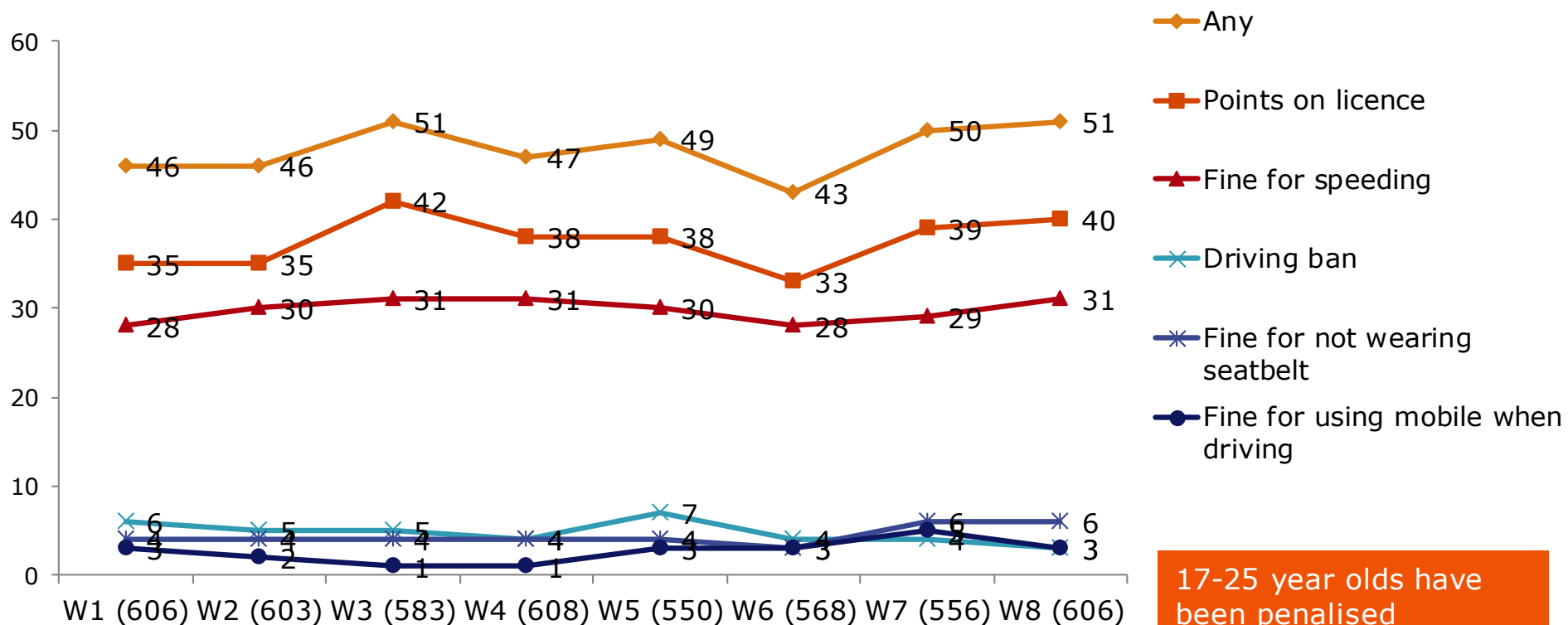
Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?

3

Penalties



Penalties ever received: increase at total level driven by higher numbers receiving points on licence



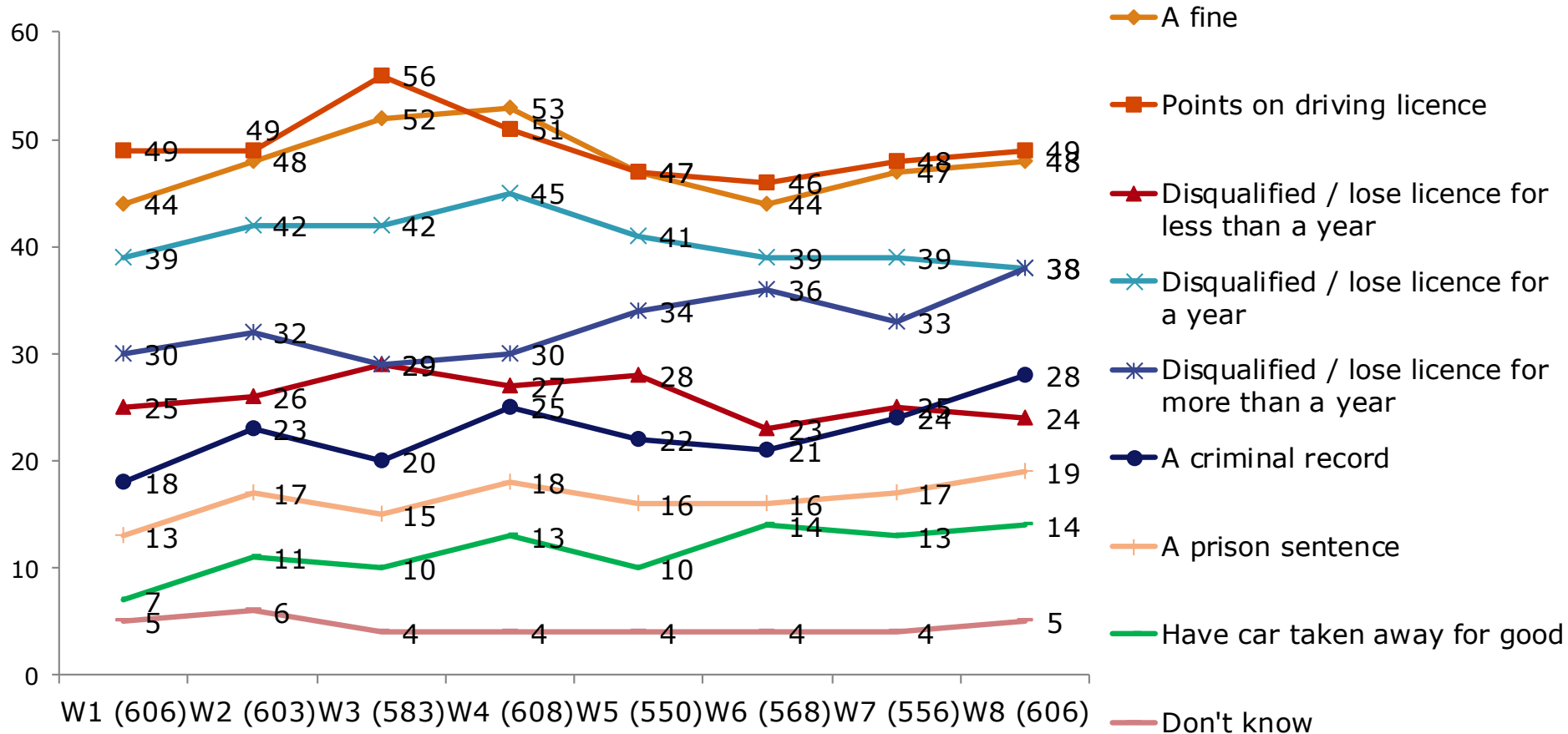
Points on licence (20%) and fine for speeding (13%) are most prevalent among 17-25

17-25 year olds have been penalised significantly less often at 24%, however this can be explained by their young age and therefore limited number of years driving.

Base: All who hold a full driving licence for a car and drive nowadays
 Q8: Which of these have you ever had?

Awareness of penalties for driving over the alcohol limit

Rise in awareness of criminal record between W7 and W8; disqualified/lose for more than a year also increased during this time



Base: All who hold a full driving licence
Q7: What do you think are the penalties

17-25 year olds significantly more often mention getting a fine (57%) and getting point of driving licence (65%) as penalties for drink driving



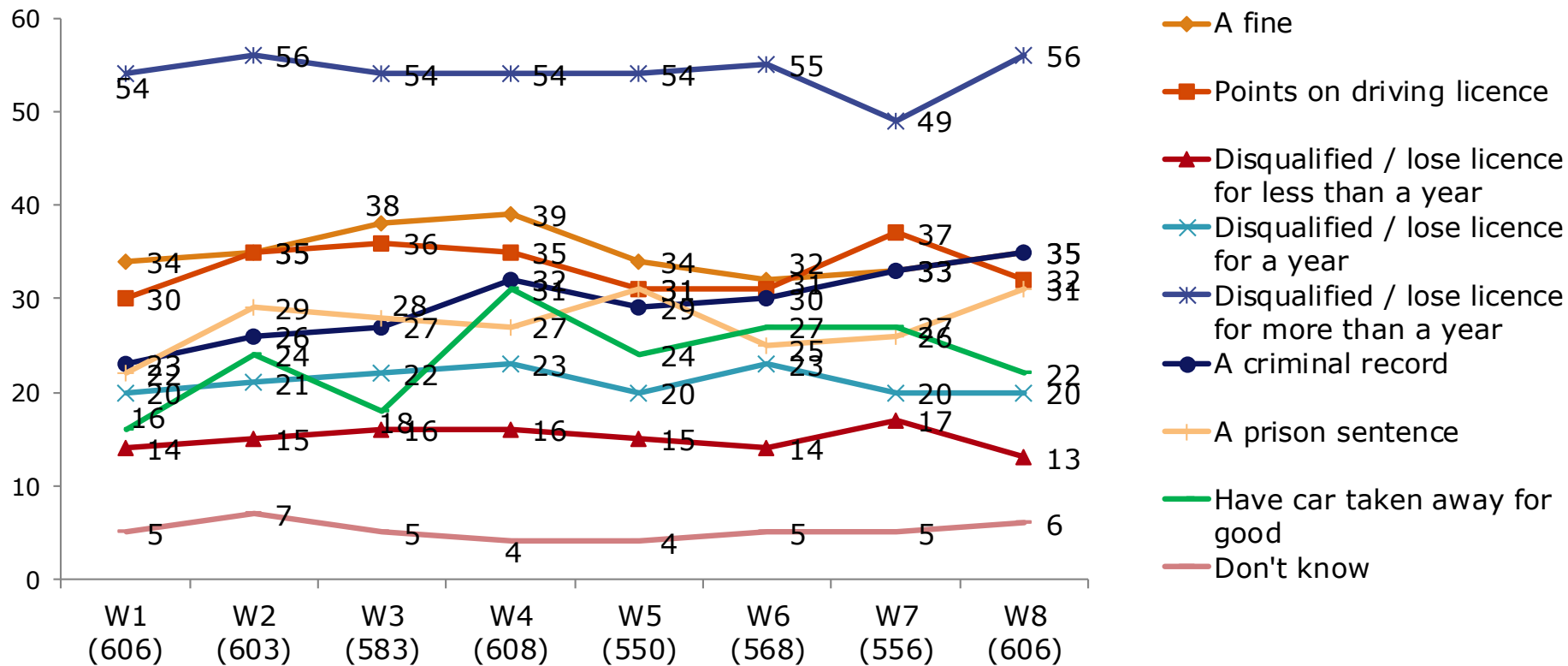
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Awareness of penalties for driving over the alcohol limit for a second time

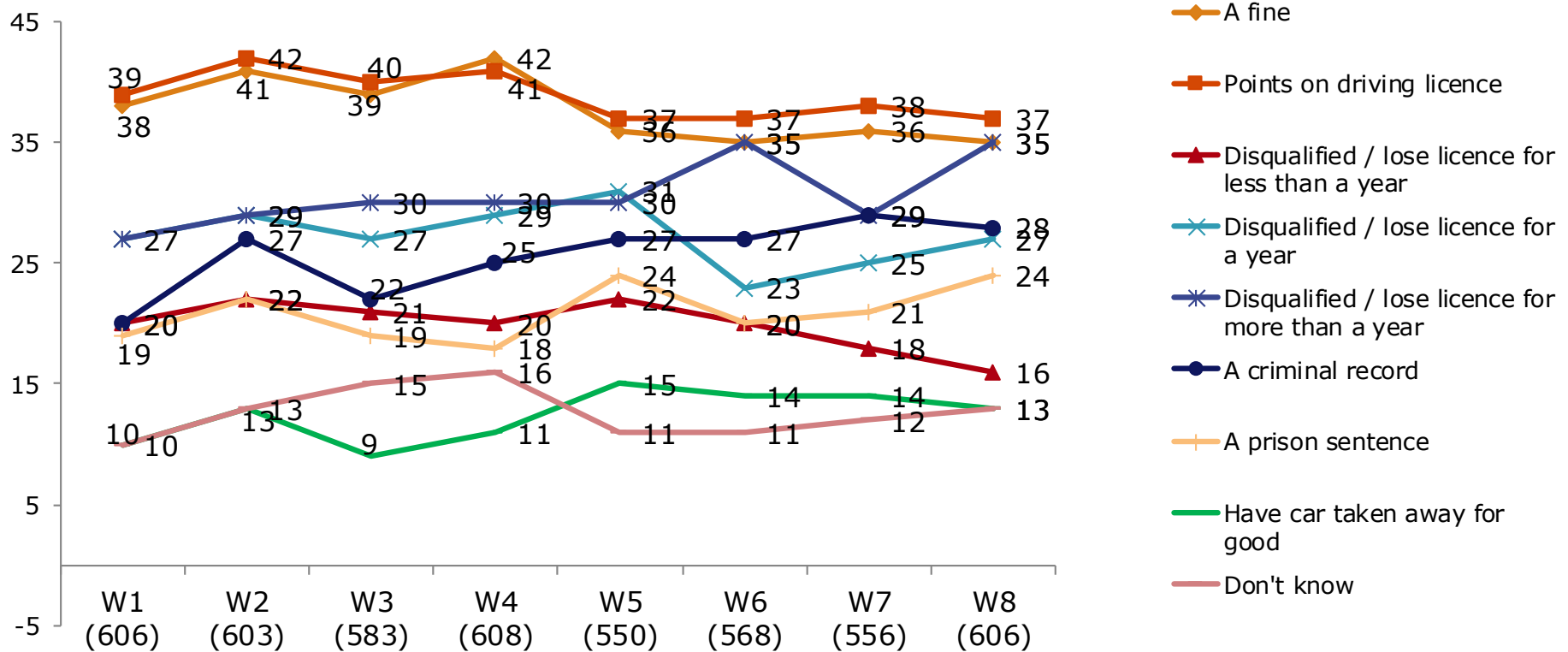


17-25 year olds significantly more often mention losing your licence for less than a year (26%) and points on driving licence (46%)

Base: All who hold a full driving licence for a car and drive nowadays
 Q7: What do you think are the penalties if a person is caught by the police for ...?

Awareness of penalties for drug driving

Movement in both directions across different options

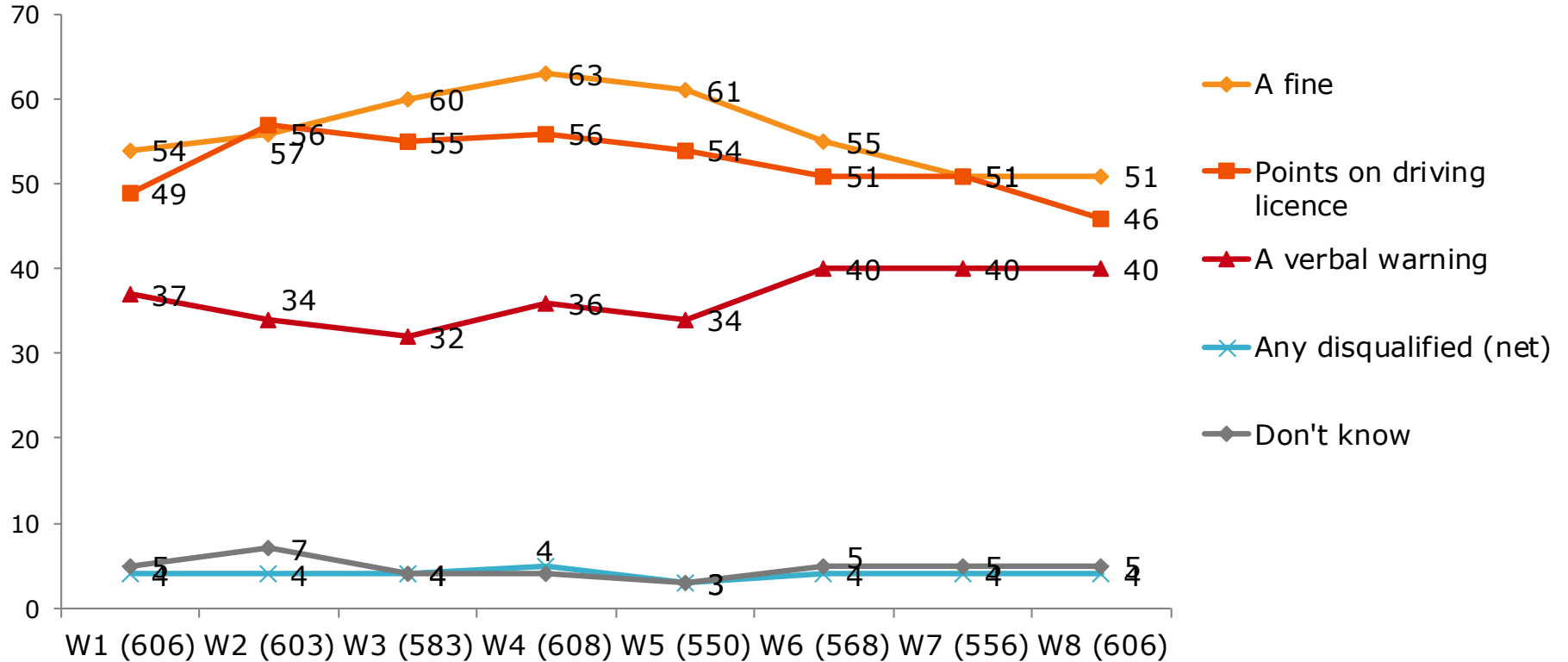


Awareness of most penalties significantly higher among 17-25 year

Base: All who hold a full driving licence for a car and drive nowadays
 Q7: What do you think are the penalties if a person is caught by the police for ...?

Awareness of penalties for driving at 35mph in a 30mph area:

Points on licence has fallen back to benchmark level



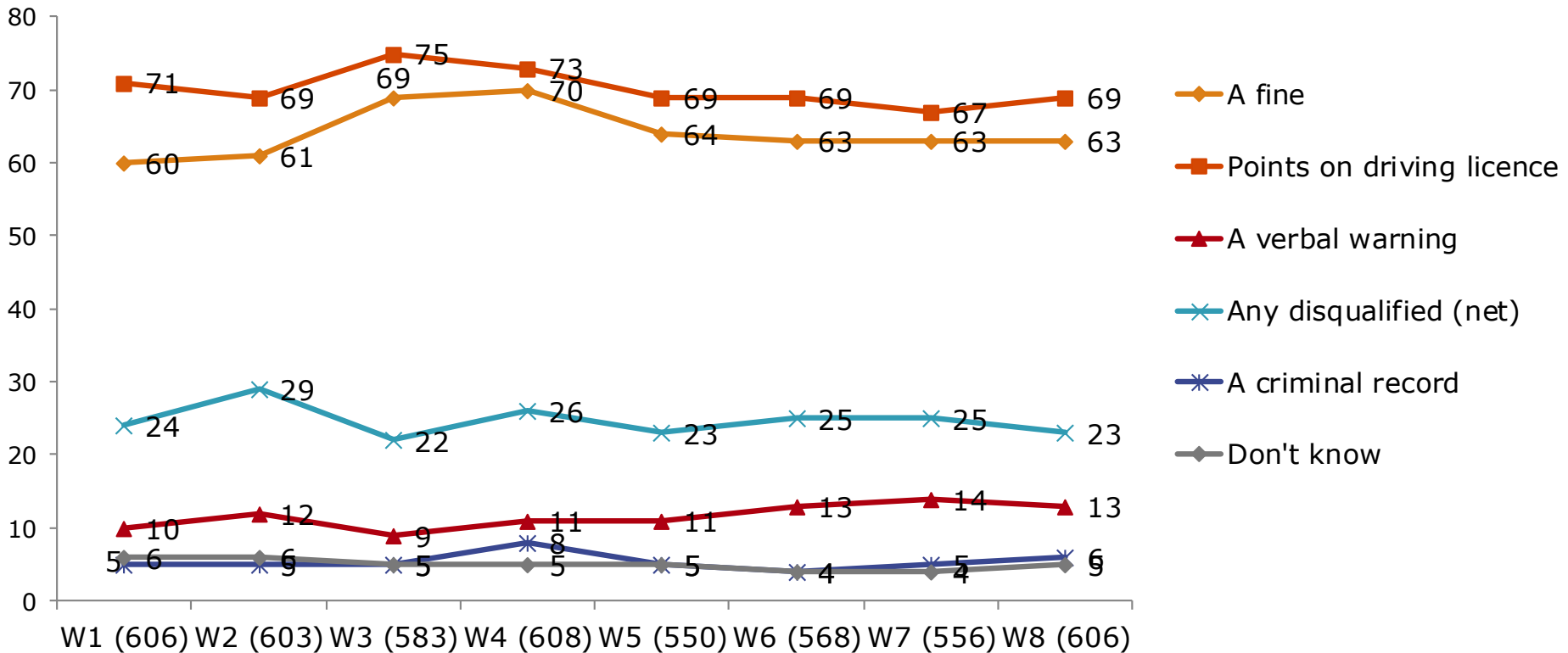
17-25 year olds significantly more often mention getting a verbal warning (53%)

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

Q7: What do you think are the penalties if a person is caught by the police for ...?

Awareness of penalties for driving at 90mph on a motorway

Little change on any penalties

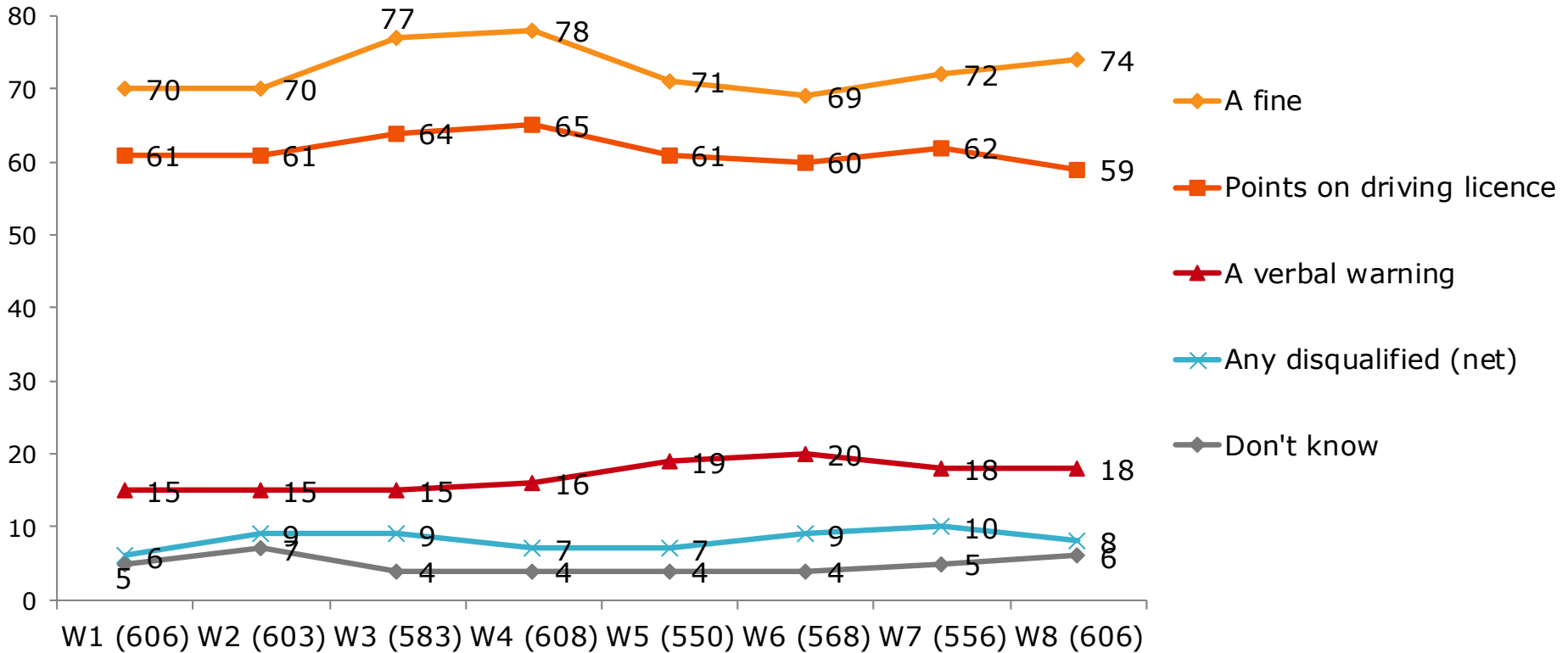


17-25 year olds significantly more often mention getting a verbal warning (25%)

Base: All who hold a full driving licence for a car and drive nowadays
 Q7: What do you think are the penalties if a person is caught by the police for ...?

Awareness of penalties for using a hand-held mobile phone when driving

References to fine is increasing again after decline

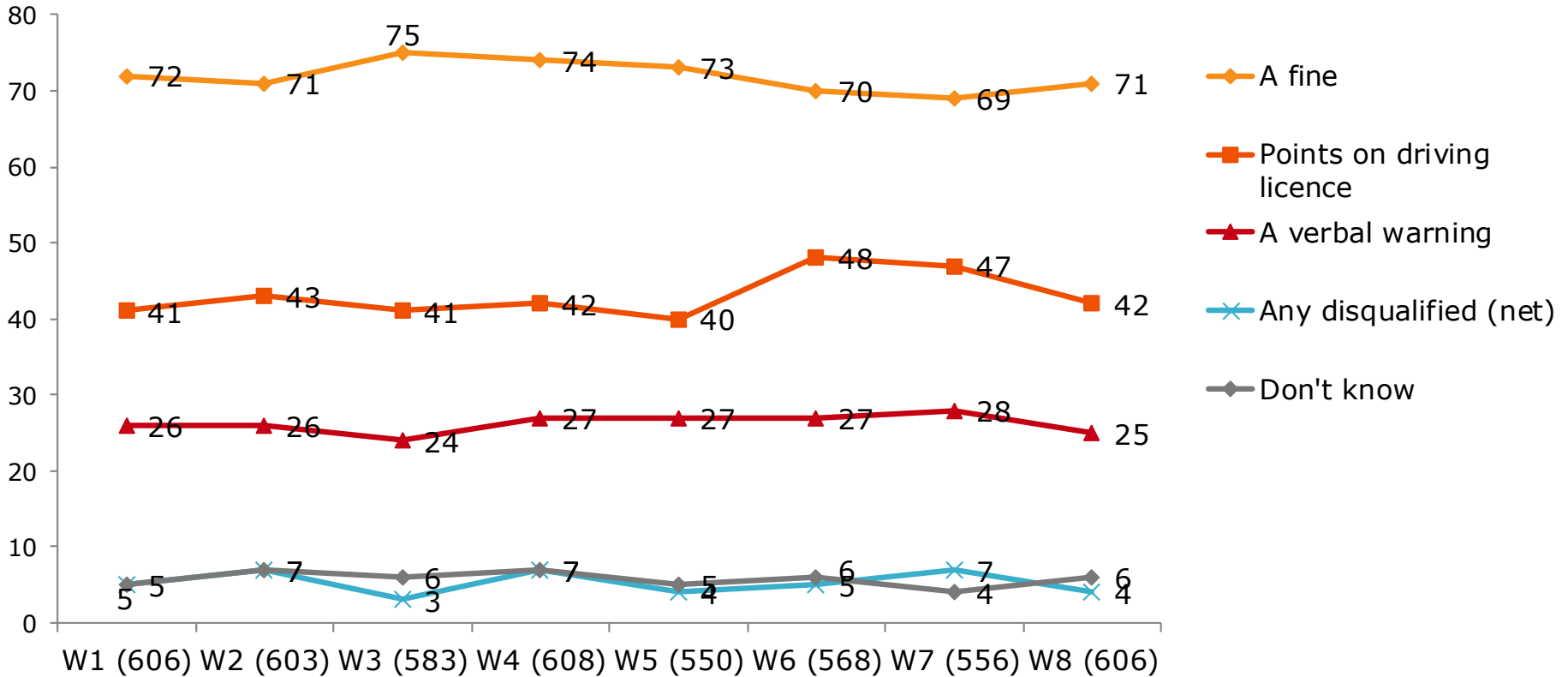


17-25 year olds significantly more often mention getting a verbal warning (36%) and any disqualification penalty (15%)

Base: All who hold a full driving licence for a car and drive nowadays
 Q7: What do you think are the penalties if a person is caught by the police for ...?

Awareness of penalties for driving without a seatbelt

After some movement at W6 and W7, now back to benchmark levels

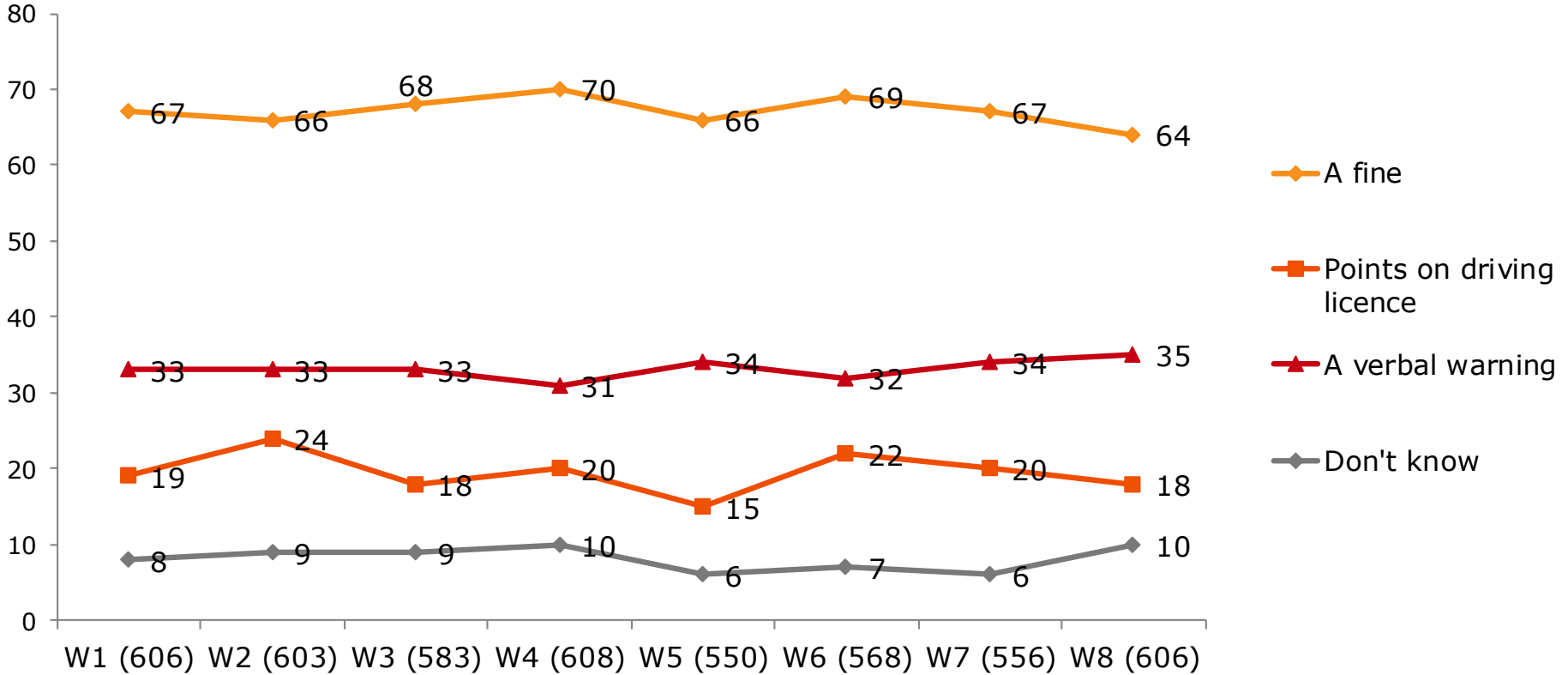


17-25 year olds significantly more often mention getting a verbal warning (49%)

Base: All who hold a full driving licence for a car and drive nowadays
 Q7: What do you think are the penalties if a person is caught by the police for ...?

Awareness of penalties for travelling as passenger without wearing a seatbelt when one is available

Reference to a fine declining slowly

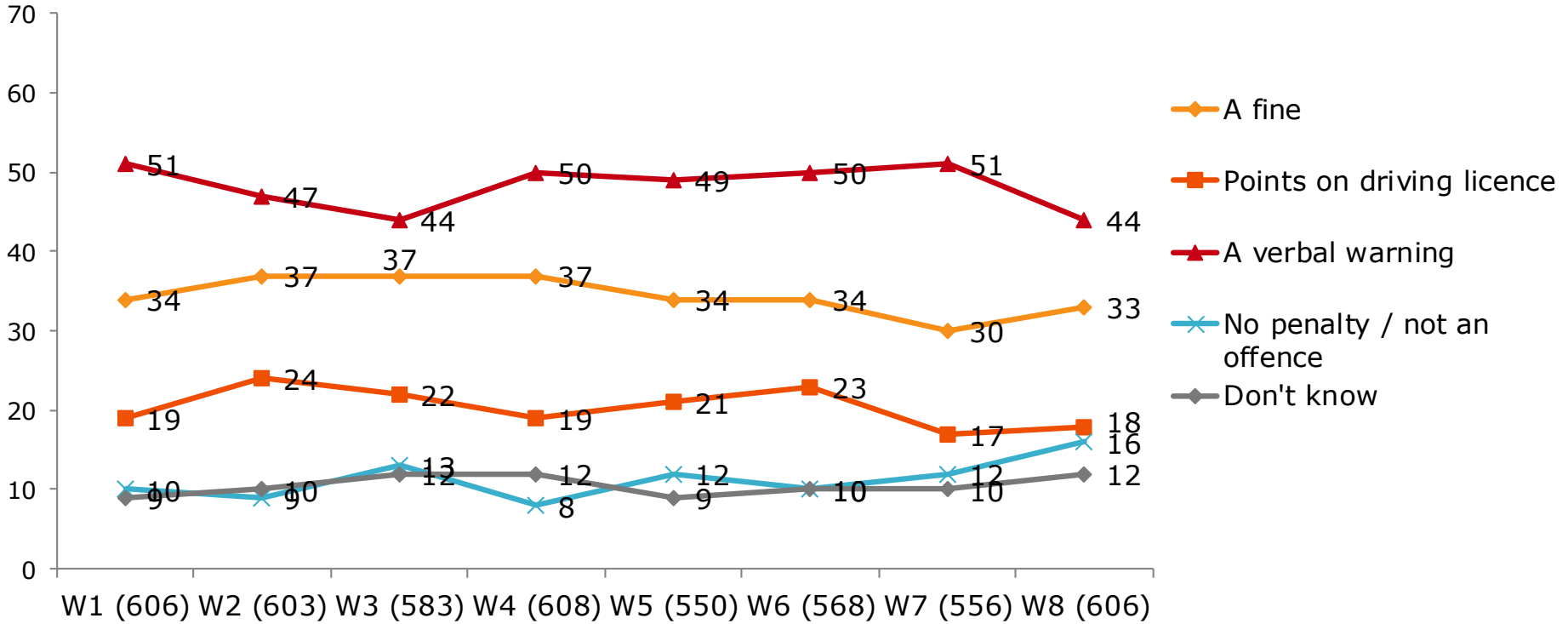


17-25 year olds significantly more often mention getting a verbal warning (51%)

Base: All who hold a full driving licence for a car and drive nowadays
 Q7: What do you think are the penalties if a person is caught by the police for ...?

Awareness of penalties for drinking from a bottle, can or cup of soft drink when driving

Sharp decline for a verbal warning at W8



17-25 year olds significantly more often mention getting a verbal warning (55%) or that there is no penalty for it/it's not an offence (29%)

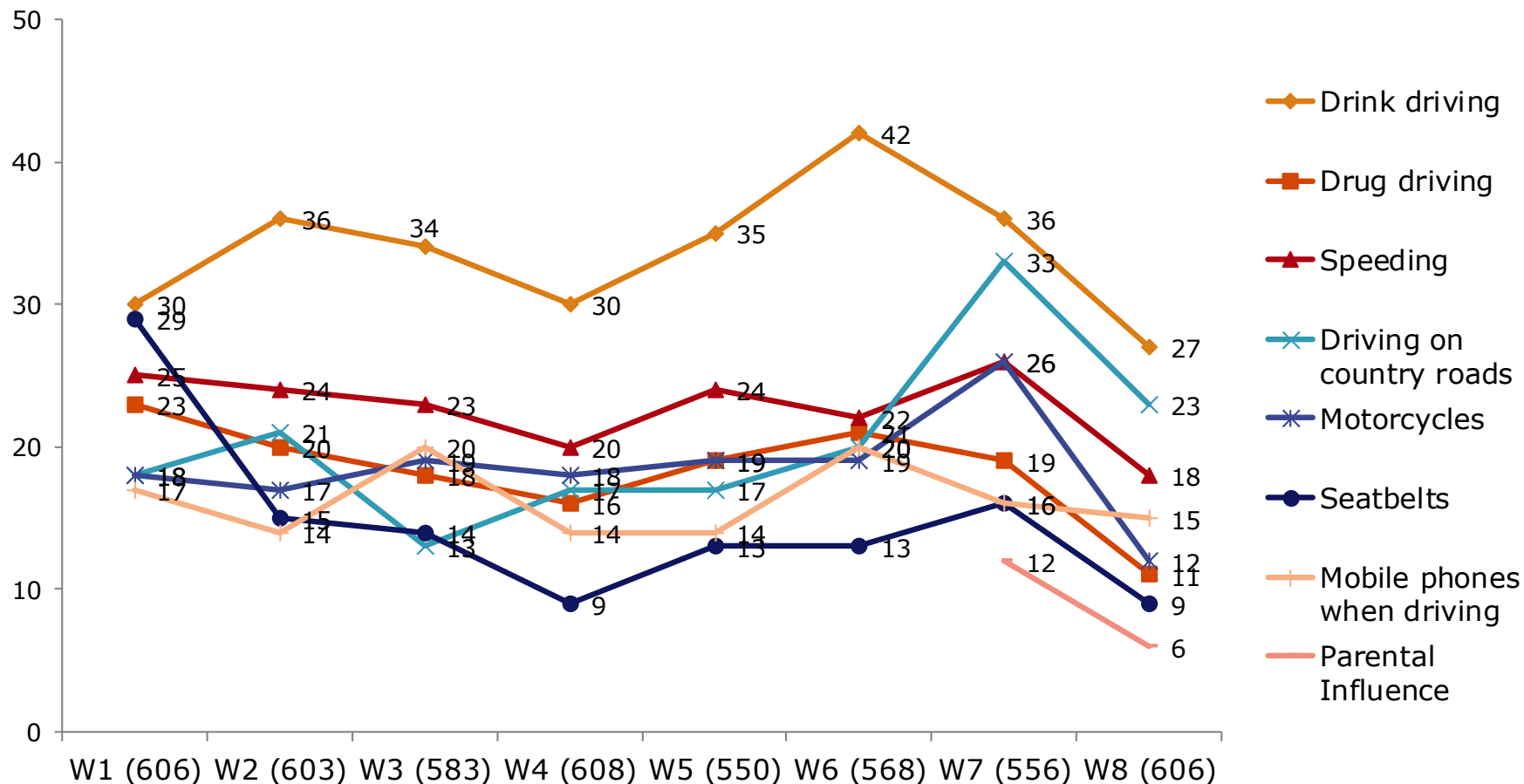
Base: All who hold a full driving licence for a car and drive nowadays
 Q7: What do you think are the penalties if a person is caught by the police for ...?

4

Driver attitudes: across range of issues

Driving / road safety advertising seen recently

Awareness of any advertising rose from 57% at W6 to 63% at W7, then fell back slightly to 54% at W8

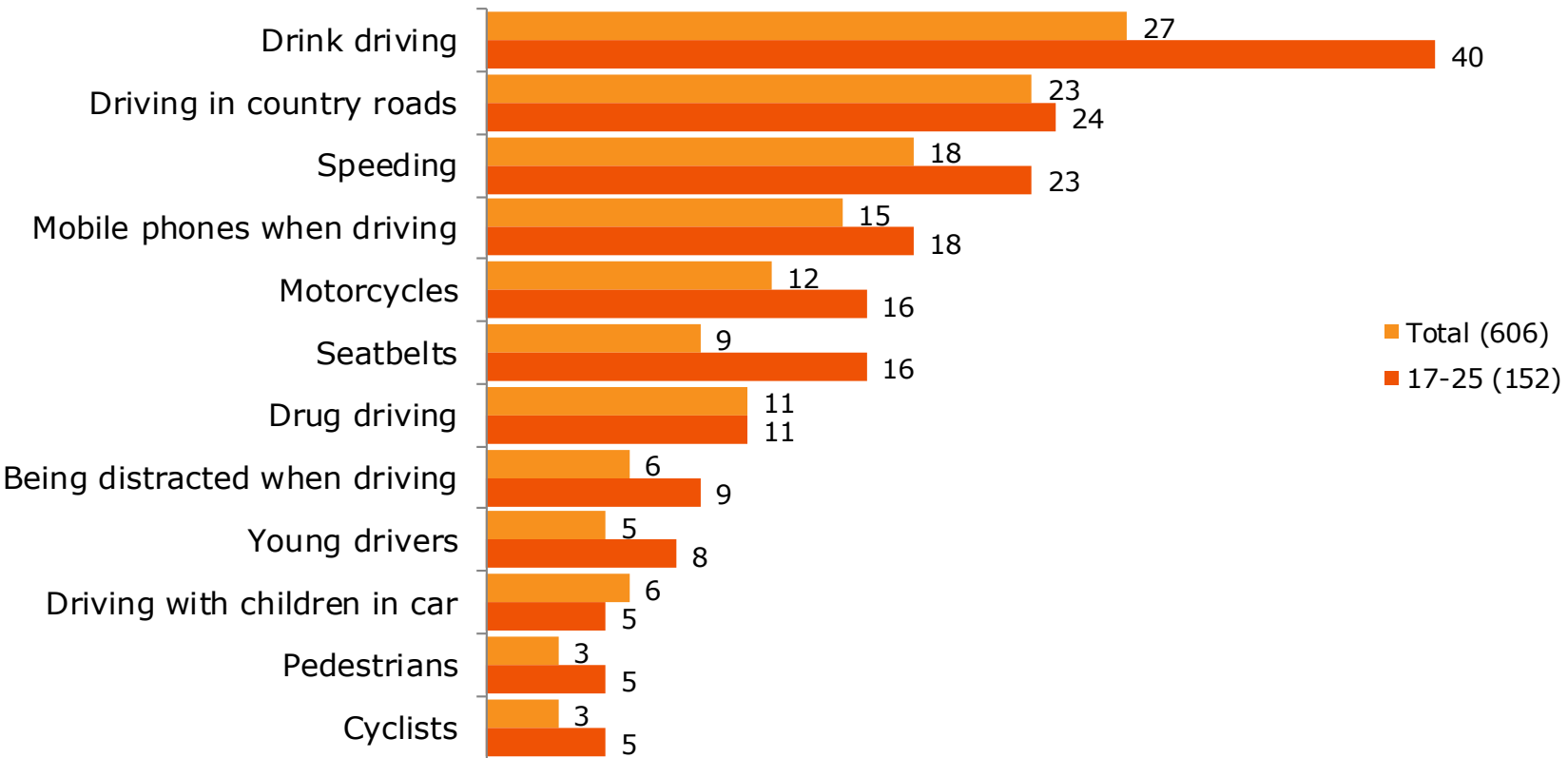


Base: All who hold a full driving licence for a car and drive nowadays

Q9: Have you seen or heard any advertising or publicity on topics relating to driving or road safety recently? On what topics?

Compared to the main sample, 17-25 year olds more likely to have seen advertising (at W8), especially Drink Driving

%

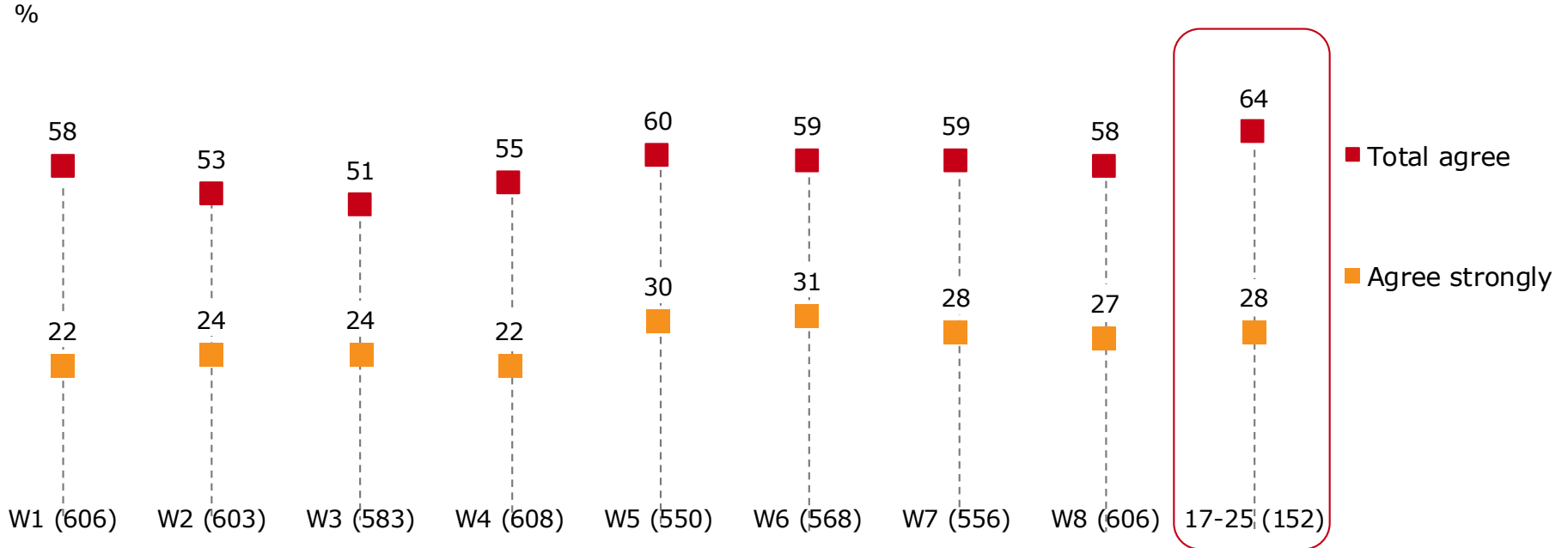


Base: All who hold a full driving licence for a car and drive nowadays at each wave

Q9. Have you seen or heard any advertising or publicity on topics relating to driving or road safety recently? On what topics?

Agreement with statements about drink driving

Scotland is getting tougher in tackling drink driving



Comment: Very stable attitude since W5: August 2012

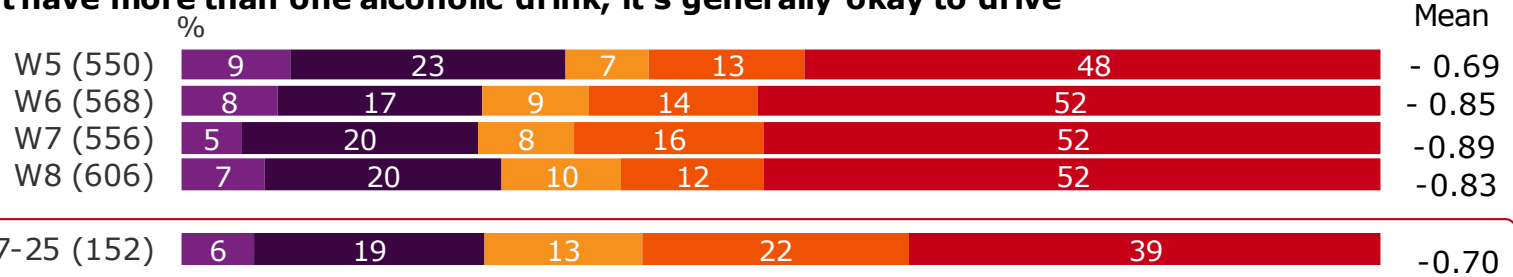


Base: All who hold a full driving licence for a car and drive nowadays at each wave
Q4: How much do you agree or disagree that.....

Agreement with further statements about drink driving

Comment: No clear trends emerging; younger drivers hold similar views

As long as you don't have more than one alcoholic drink, it's generally okay to drive



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



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



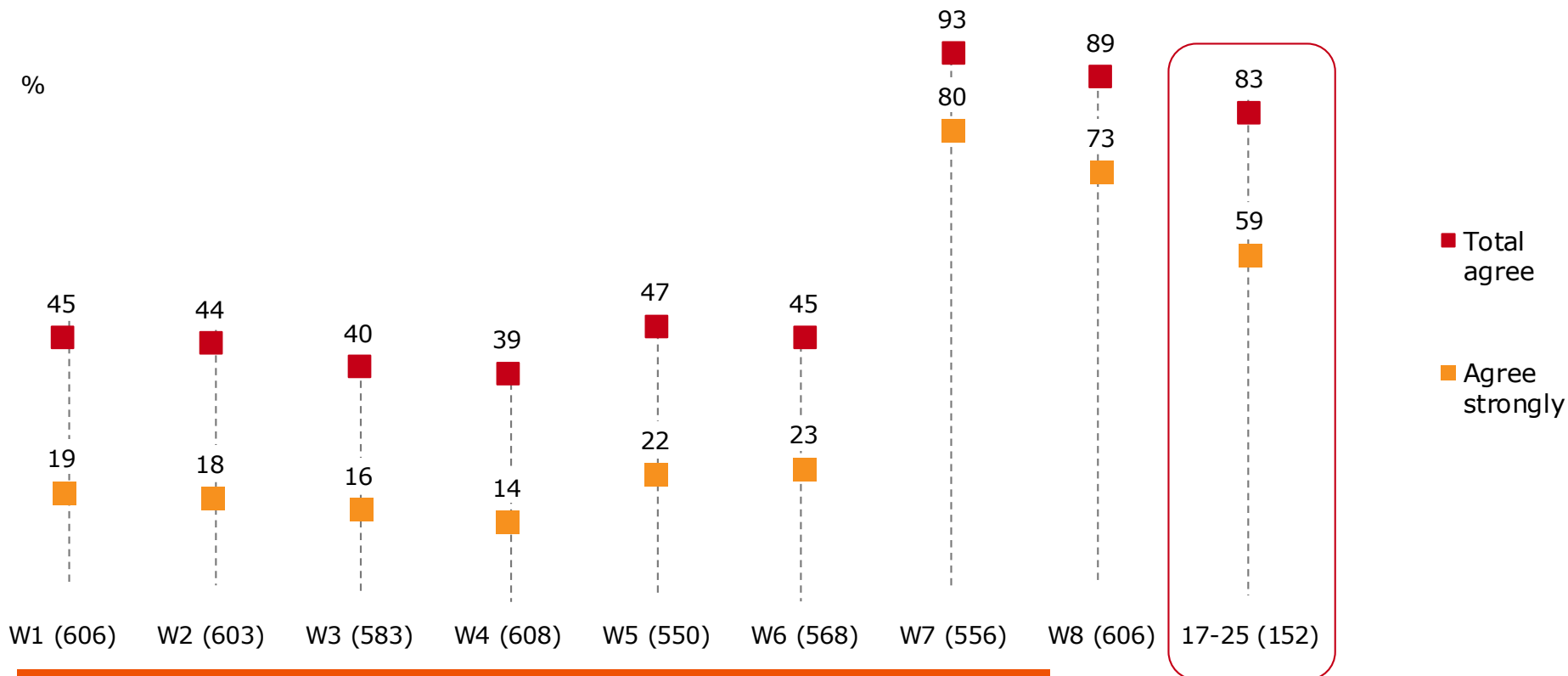
■ Agree strongly (+2)
 ■ Agree slightly (+1)
 ■ Neither nor (0)
 ■ Disagree slightly (-1)
 ■ Disagree strongly (-2)

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.....

Agreement with statement about drug driving

Scotland should get tougher in tackling drug driving AT W7-8

Scotland is getting tougher in tackling drug driving AT W1-6

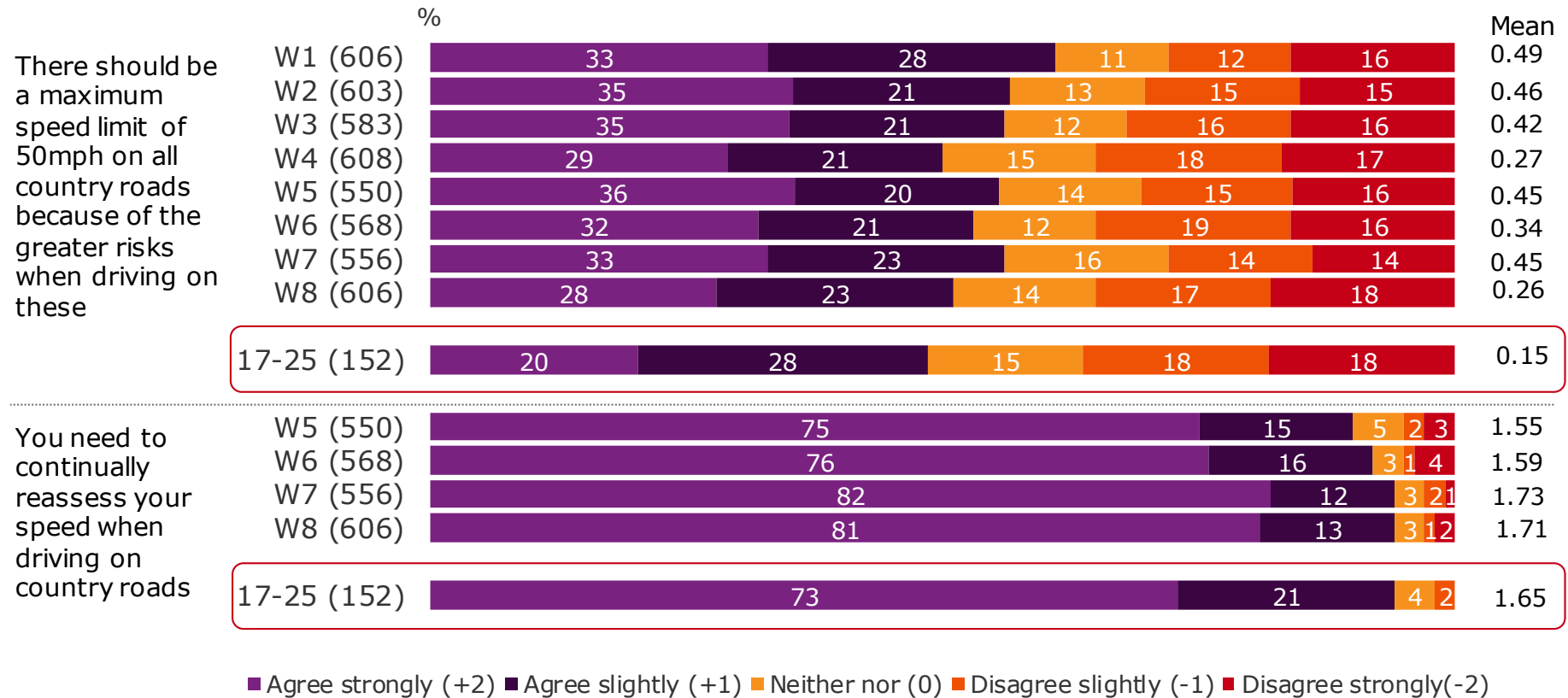


Comment: Slight drop in perceived importance of being tough on drug driving at W8; younger drivers less likely to agree



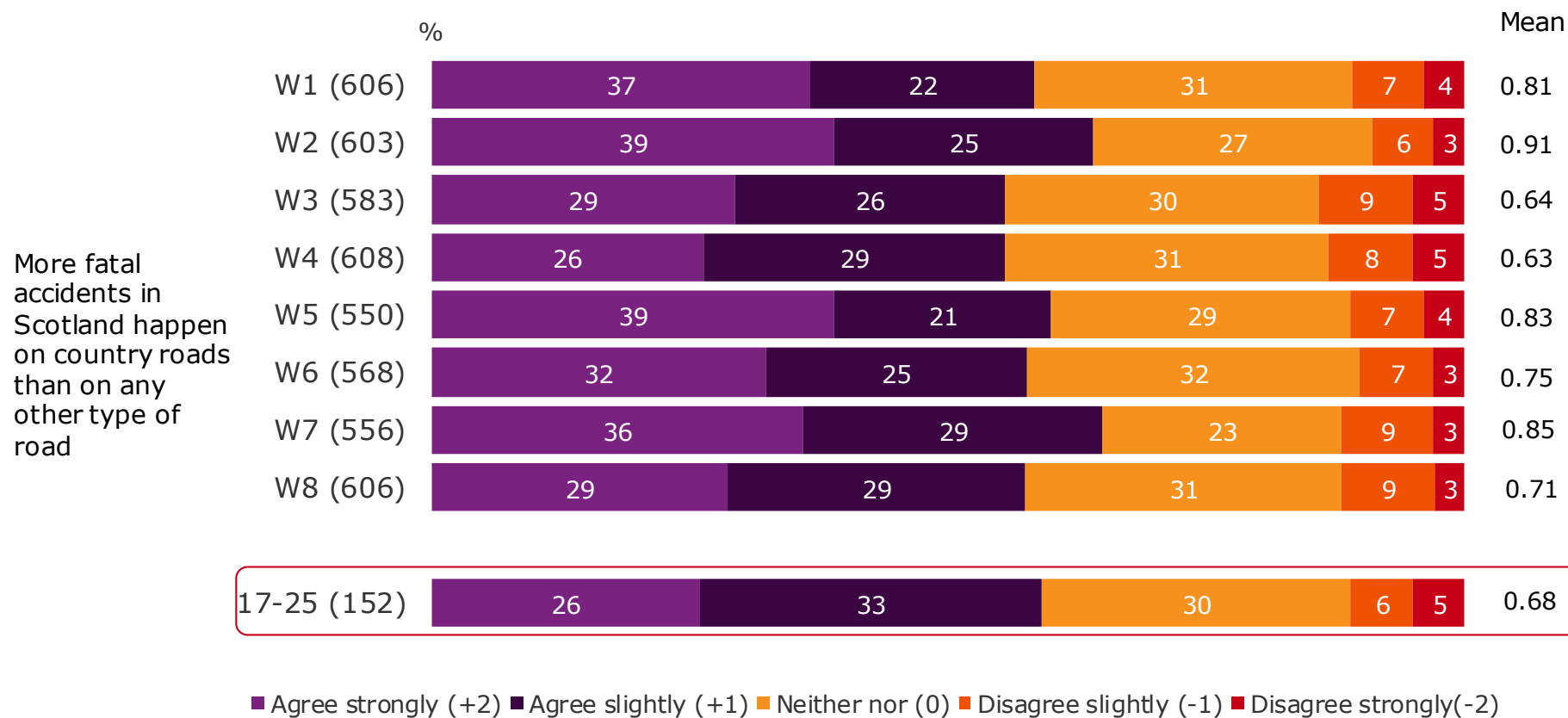
Base: All who hold a full driving licence for a car and drive nowadays at each wave
Q4: How much do you agree or disagree that.....

Demand for 50mph limit on country roads has softened but need to continually assess speed has been maintained at latest waves



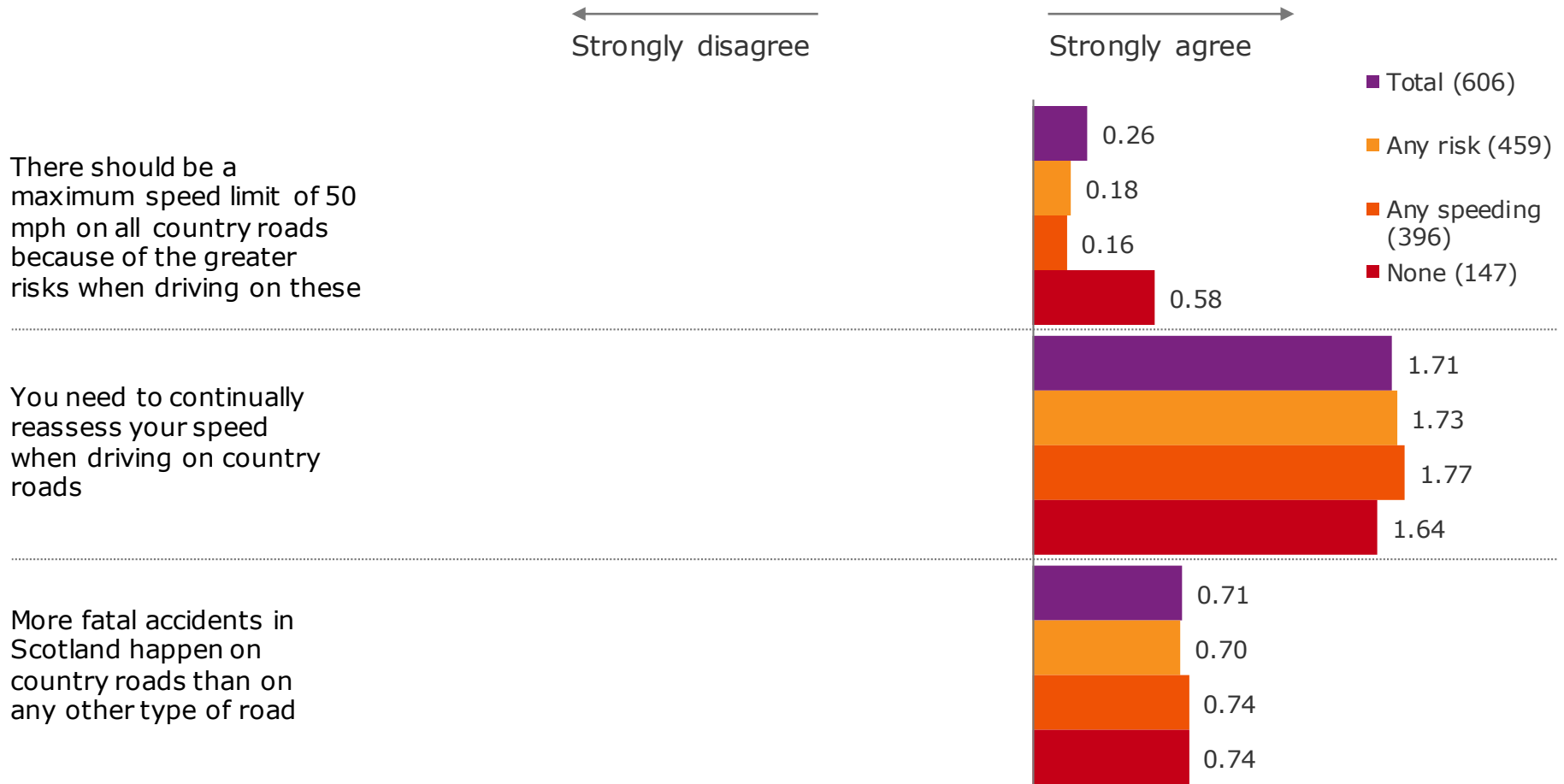
Base: All who hold a full driving licence for a car and drive nowadays at each wave
 Q4: How much do you agree or disagree that.....

Fluctuating perceptions towards risk of fatal accidents on country roads



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.....

Agreement with statements about country roads by risk activity vs. not (W8)

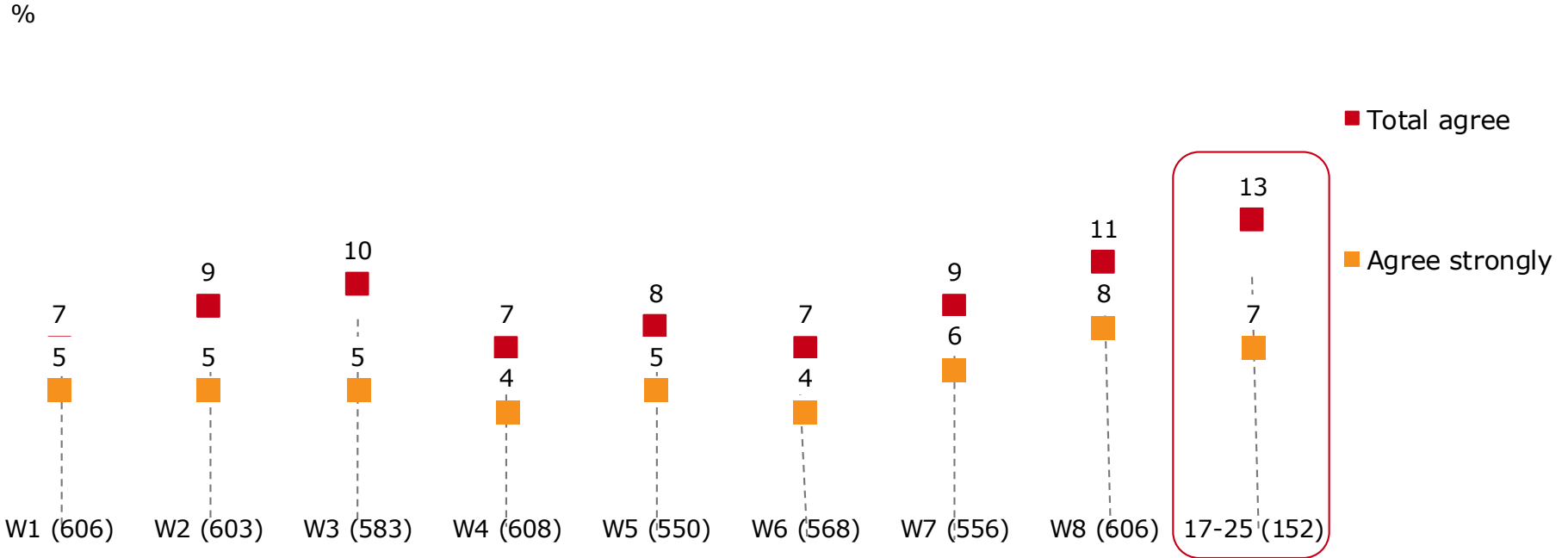


Base: All with a driving licence for a car who drive (606), all who had done any risk activity (459), all those who had done any risk activity related to speeding (396) and all those who had not done any (147) at W8

Q4: How much do you agree or disagree that.....

Agreement with statements about seat belts

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



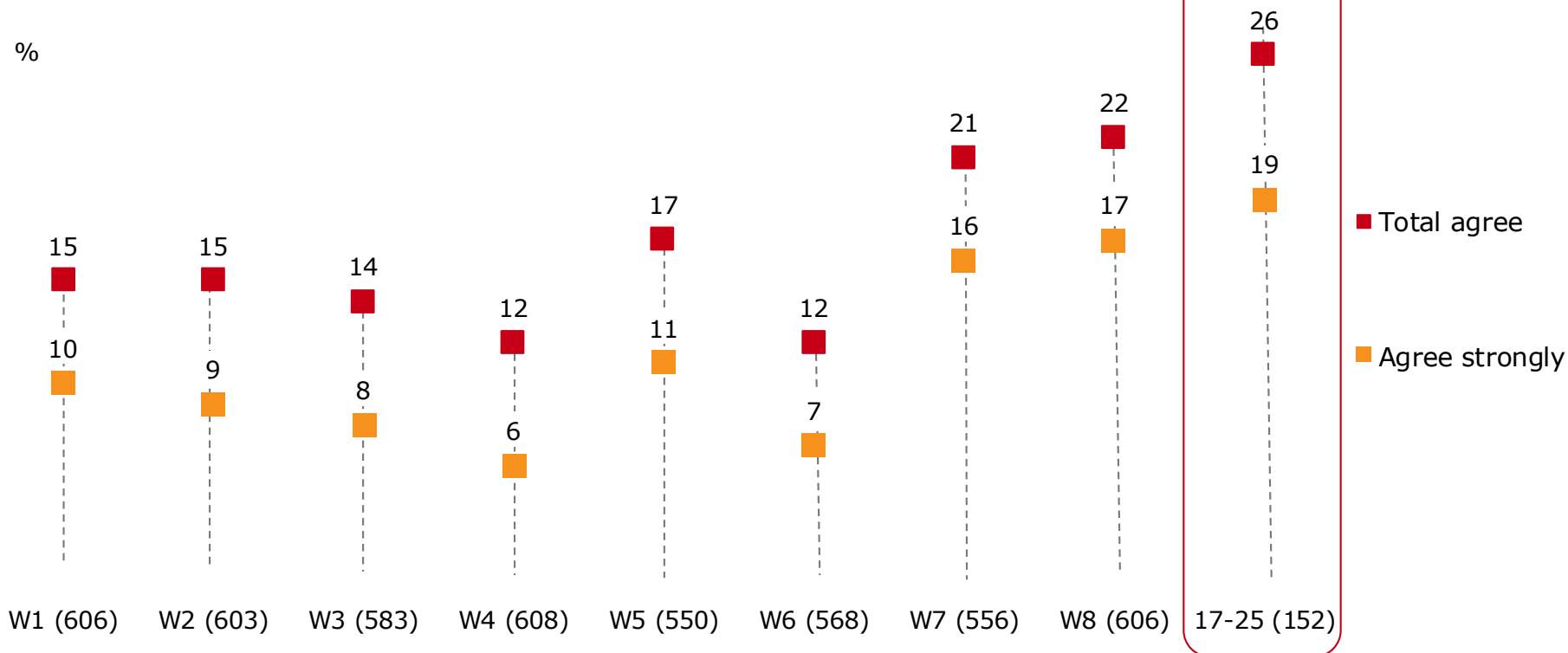
Comment: The small but significant proportion believing seatbelts are not essential continues to fluctuate; upward trend needs to be monitored.



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.....

Agreement with statements about seat belts

It's less (W1-6)/It's not (W7-8) important to wear a seatbelt if you are travelling in the back of a car or taxi



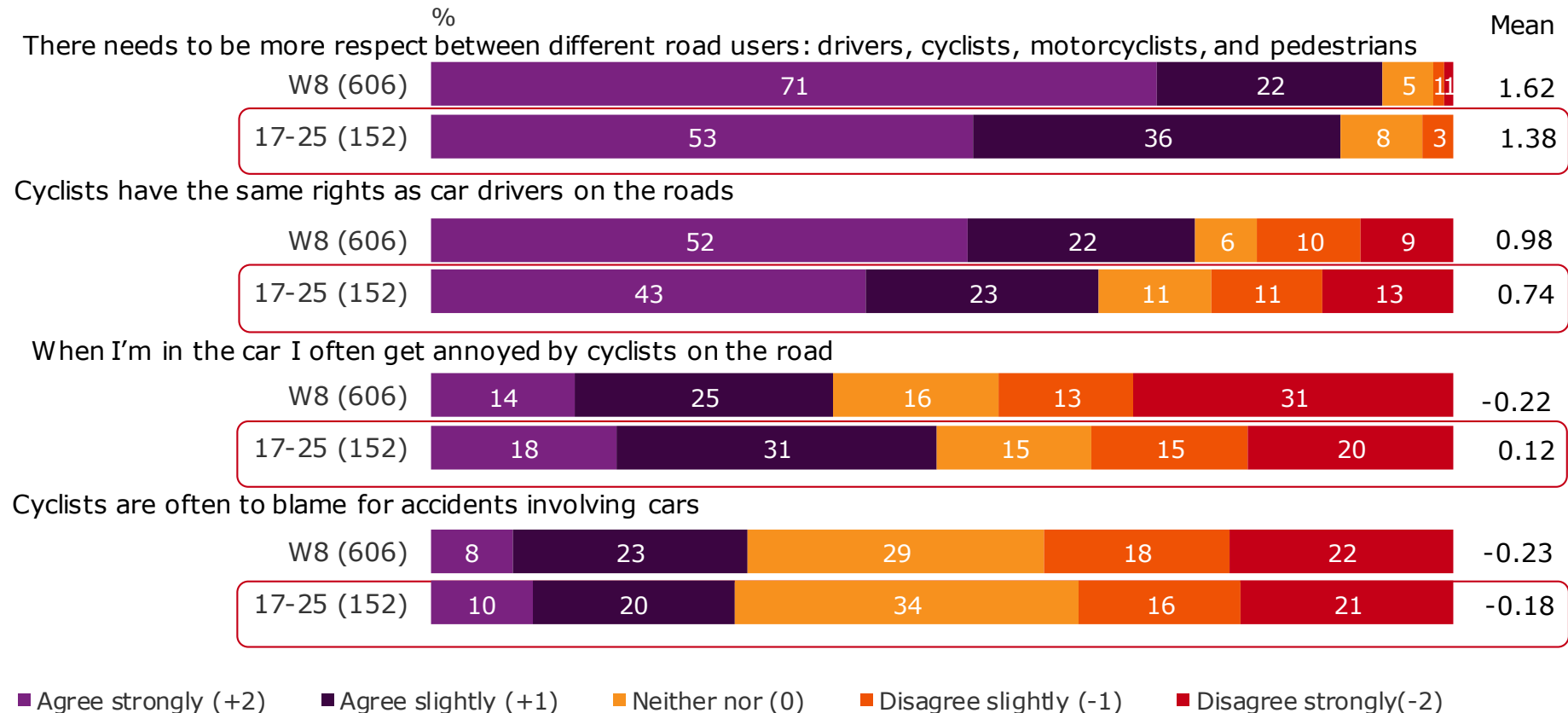
Comment: Young drivers more likely to regard seatbelts in back as **not** important



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.....

Agreement with statements about cyclists among all drivers

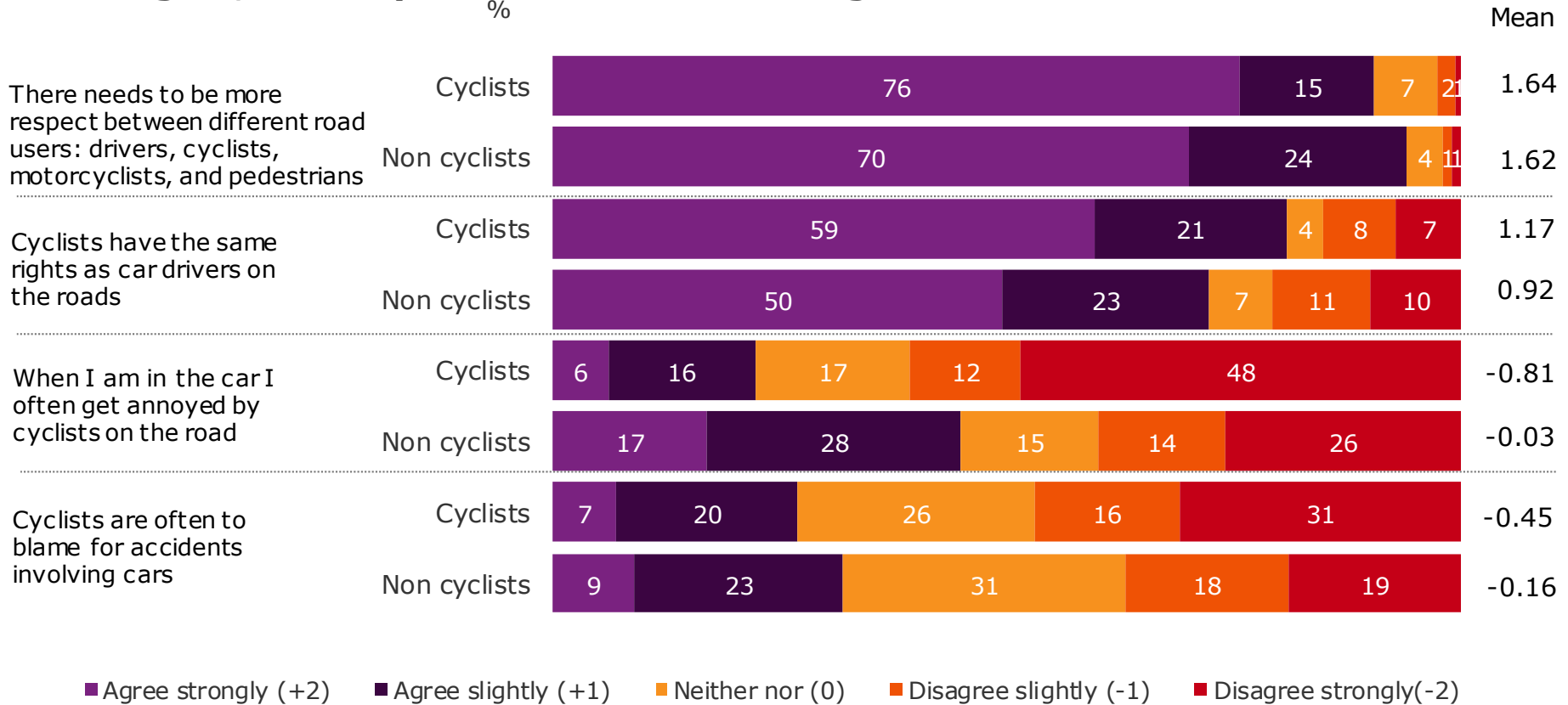
Young drivers slightly less tolerant of cyclists



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.....

Agreement with statements about cyclists among cyclists and non-cyclists

Drivers who are not cyclists just as respectful, but less likely to agree cyclists have same rights, and they show less understanding

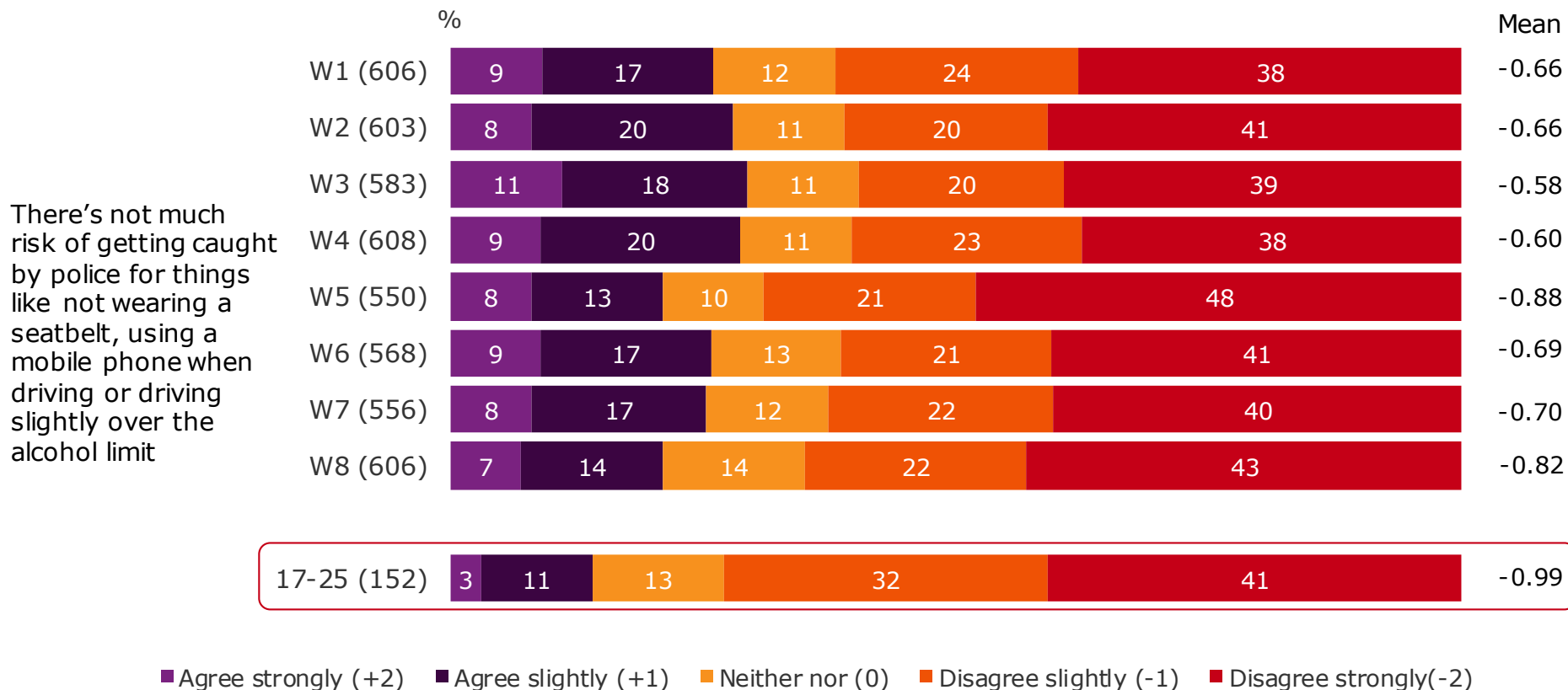


Base: All who hold a full driving licence for a car and drive nowadays at each wave
 Q4: How much do you agree or disagree that.....

Base: cyclists 134; non-cyclists 472

Agreement with statement about chances of detection

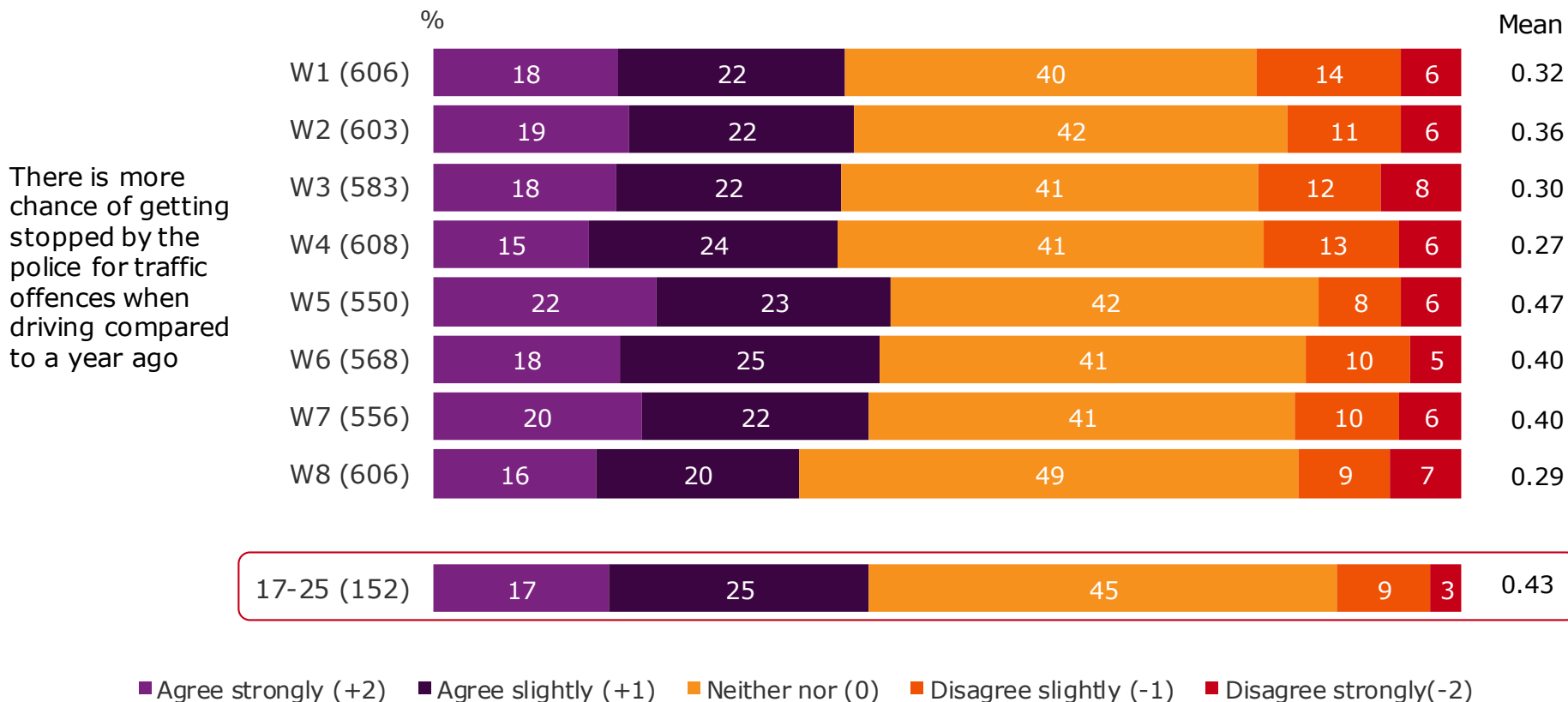
Softening trend noted at W6 and W7 has not continued at W8



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.....

Agreement with statement about likelihood of getting stopped

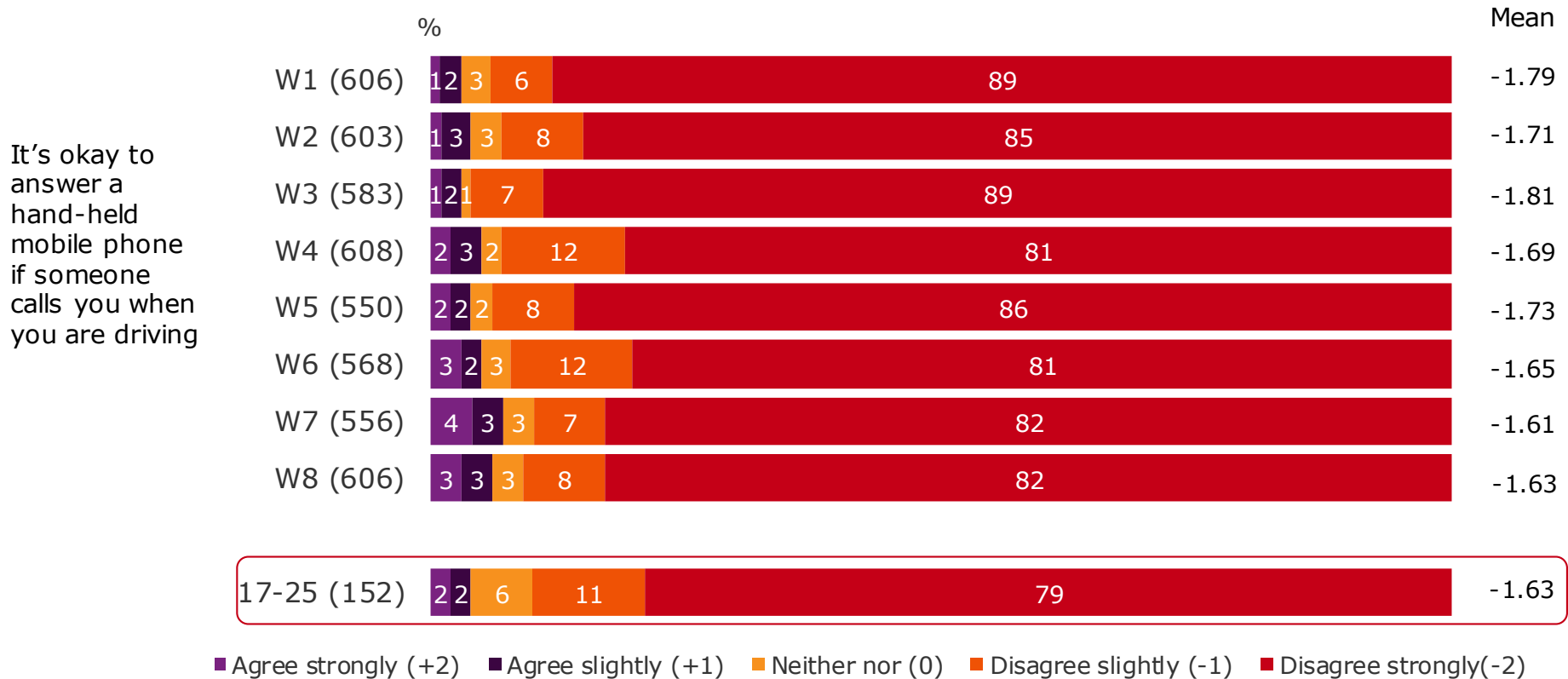
Conversely, perceived likelihood of higher detection compared to a year ago has fallen at latest wave



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.....

Agreement with statement about mobile phone usage

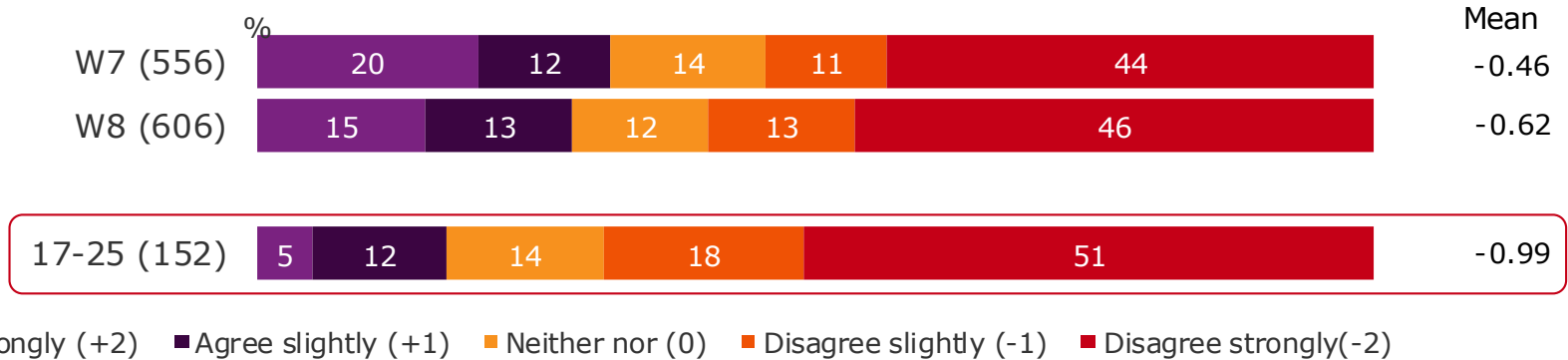
Acceptability of using mobile phone continues to grow



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.....

New statement: The penalties for getting caught for driving offences like speeding and using a mobile phone aren't enough to stop me doing it

Around 3 in 10 agree that penalties do not deter them, but decline in agreement between waves



Fall in agreement driven more by views of those who have been penalised previously

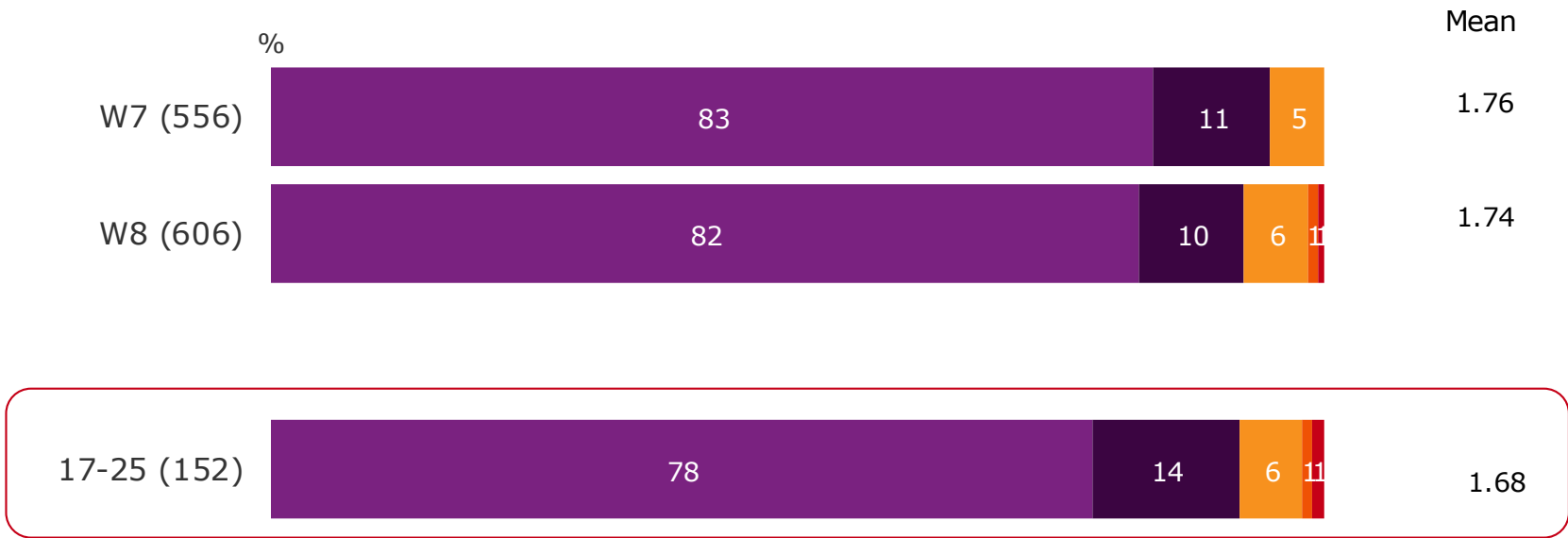
	TOTAL SAMPLE		EVER PENALISED		NEVER PENALISED	
	W7 (556) %	W8 (606) %	W7 (262) %	W8 (300) %	W7 (294) %	W8 (306) %
Total Agree	32	28	39	32	26	25
Agree strongly	20	15	22	16	15	18

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.....

New statement: When I'm driving with children in the car I'm always conscious I need to set (*be*) a good driving example (*role model*) to them

Nearly everyone agrees with this, most strongly so

W7 words in italics



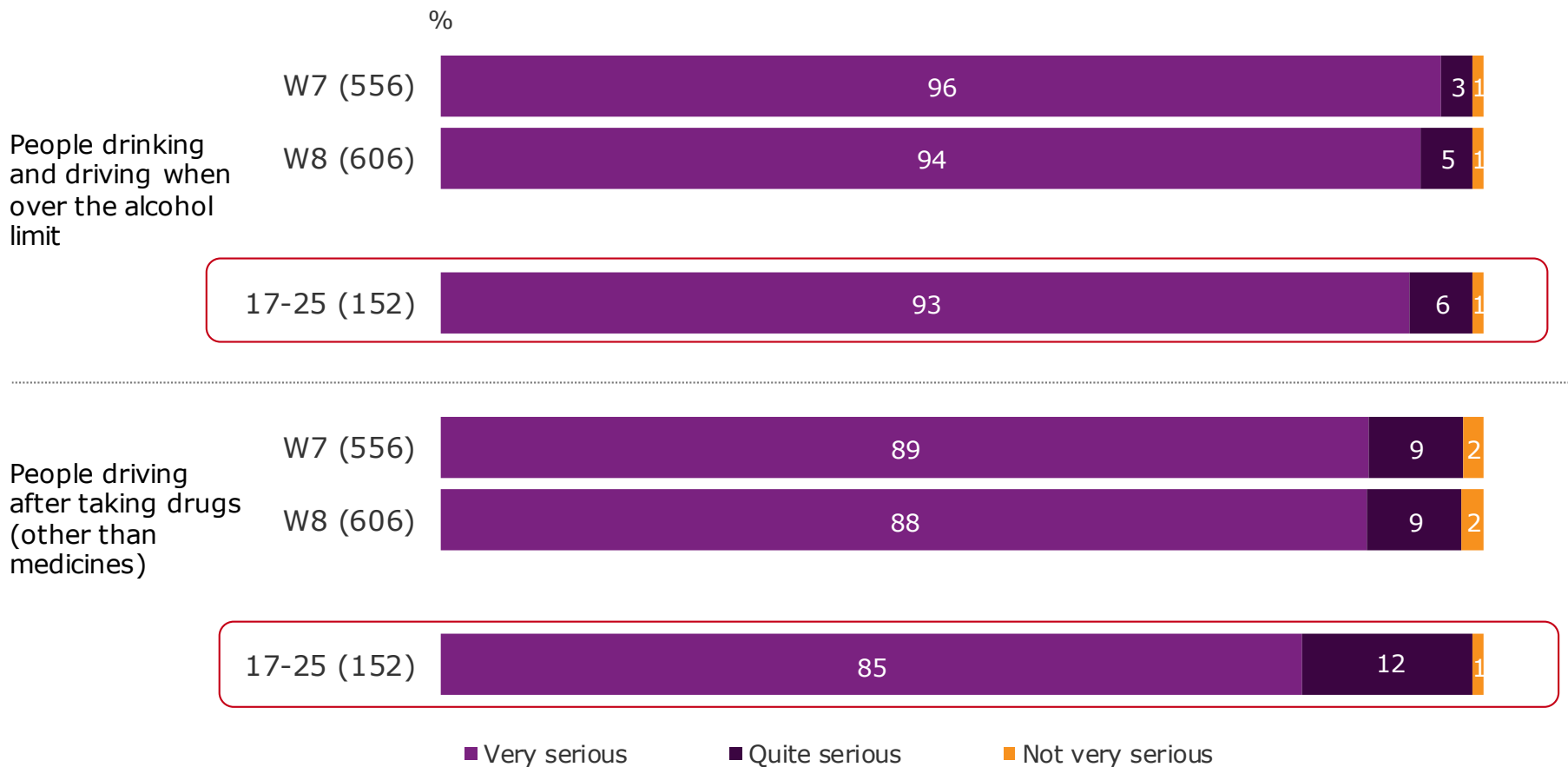
■ Agree strongly (+2)
 ■ Agree slightly (+1)
 ■ Neither nor (0)
 ■ Disagree slightly (-1)
 ■ Disagree strongly (-2)

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.....

5

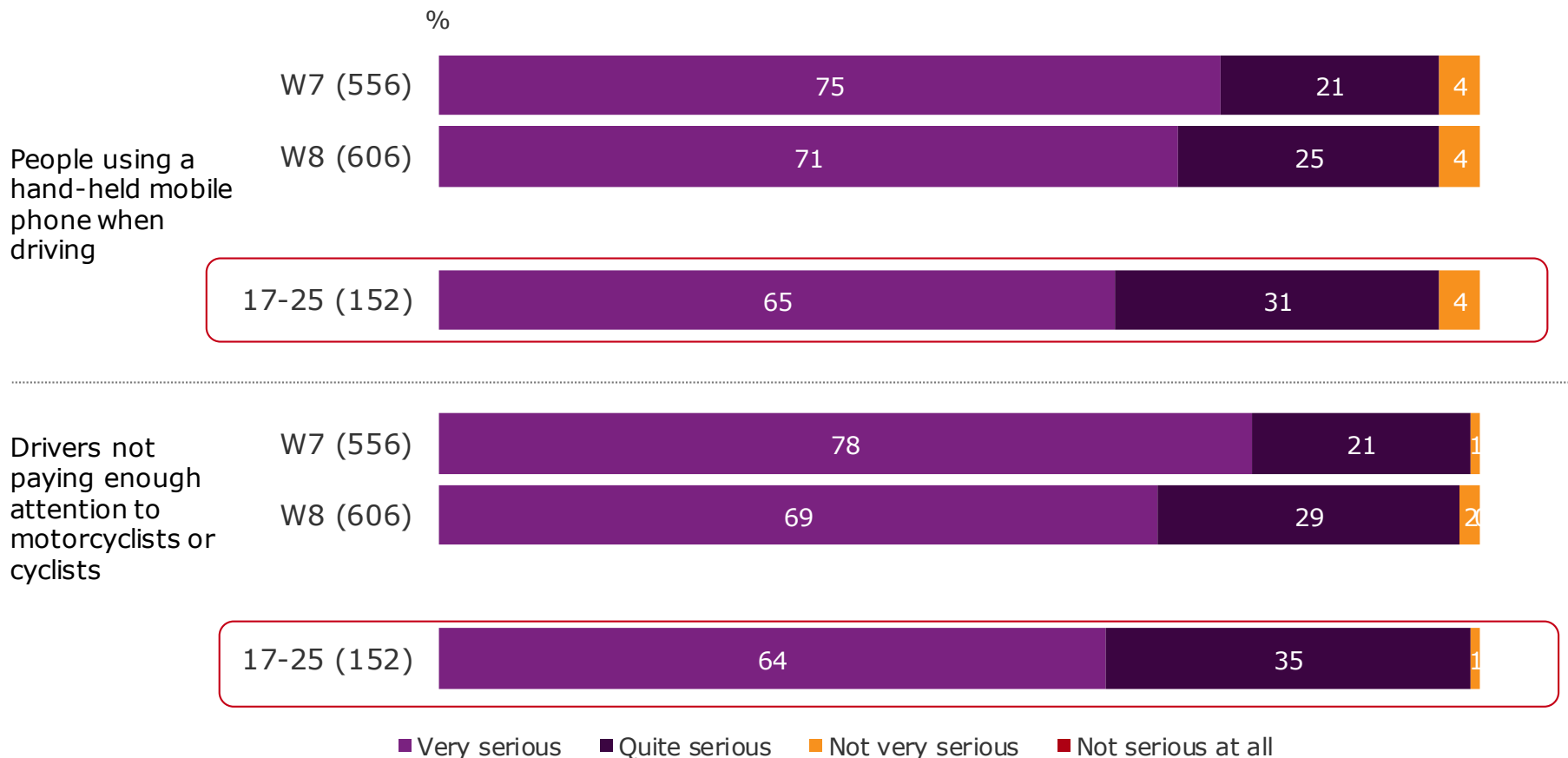
Driver attitudes: perceptions of 'at risk' behaviours

How serious is In terms of the risks to the safety of drivers, their passengers and/or other road users?



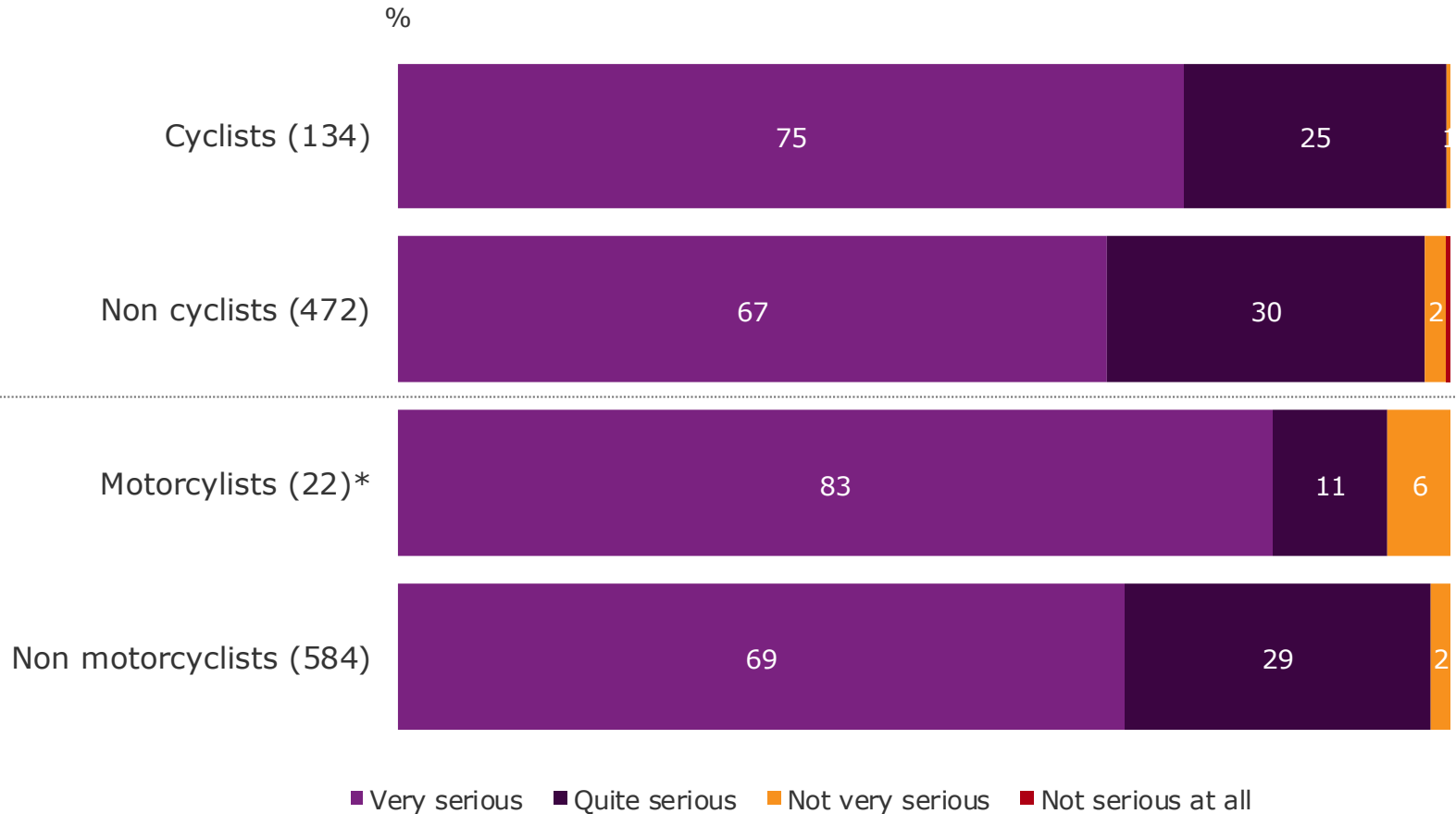
Base: All who hold a full driving licence for a car and drive nowadays at each wave (W1: 606; W2: 603; W3: 583; W4: 608; W5: 550; W6: 568 ; W7: 556; W8: 709) Q5.

How serious is In terms of the risks to the safety of drivers, their passengers and/or other road users?



Base: All who hold a full driving licence for a car and drive nowadays at each wave (W1: 606; W2: 603; W3: 583; W4: 608; W5: 550; W6: 568 ; W7: 556; W8: 709)
 Q5. How serious is...

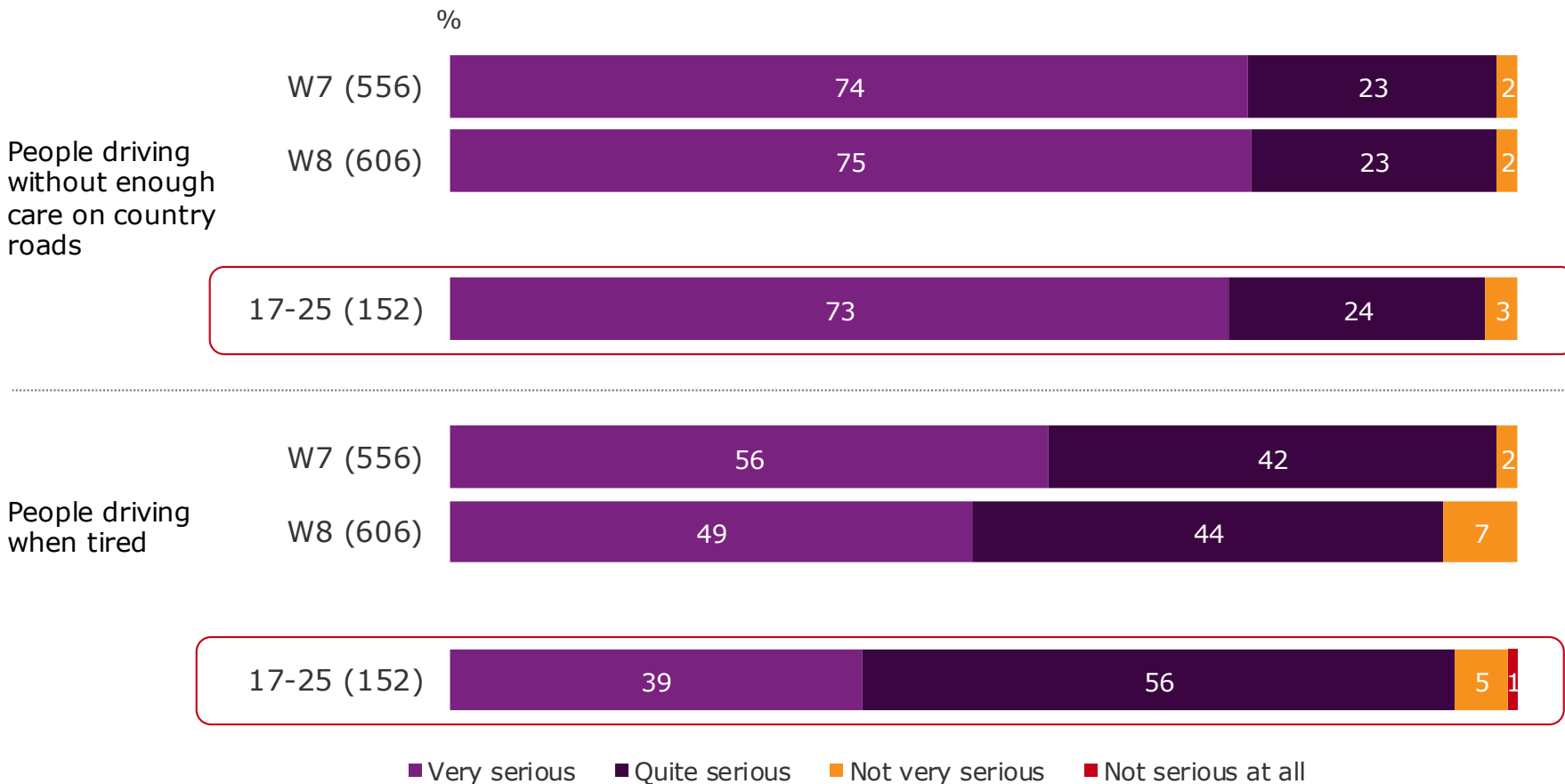
Seriousness of drivers not paying enough attention to motorcyclists or cyclists, by cyclists/motorcyclists?



**Note: Caution small base for motorcyclists*

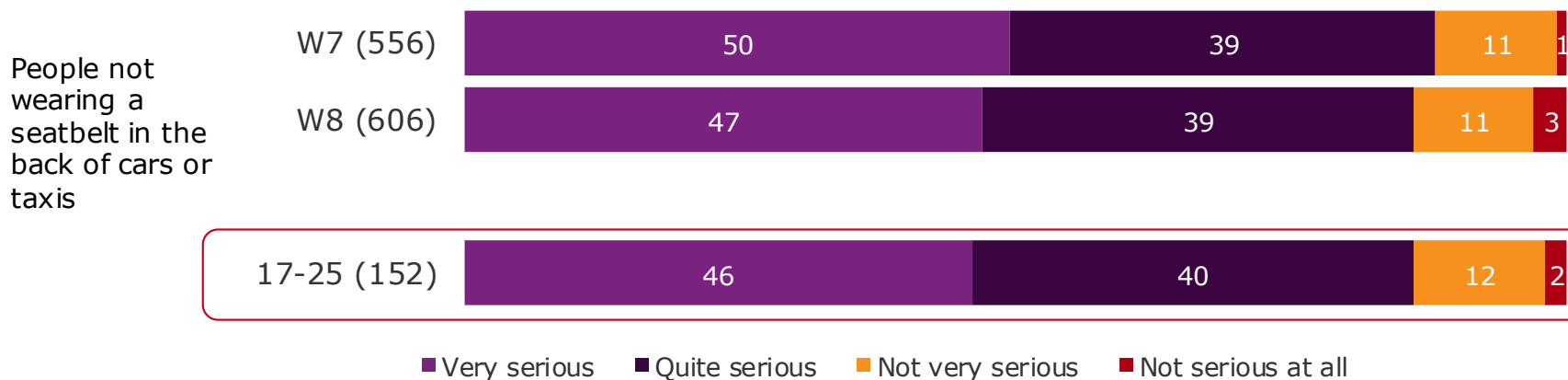
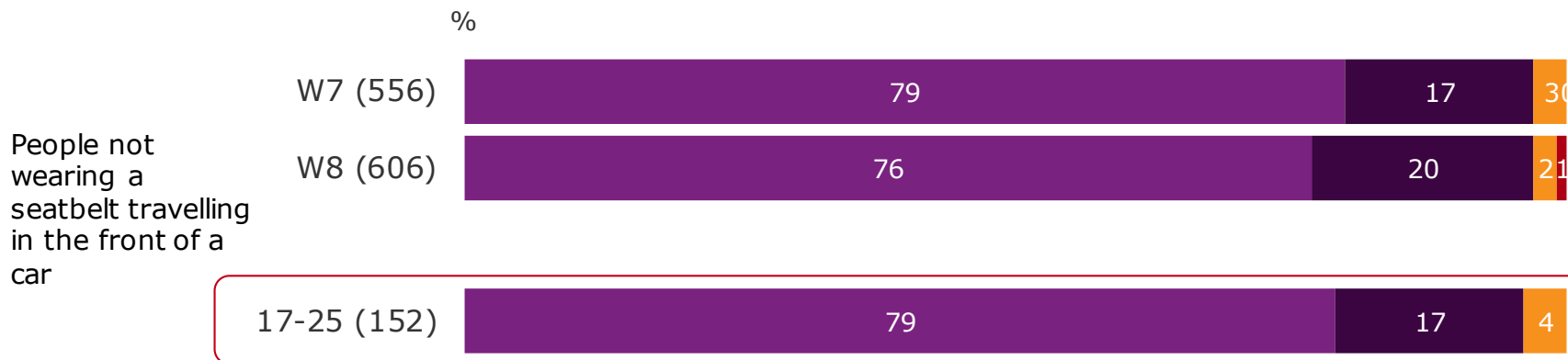
Base: All who hold a full driving licence for a car and drive nowadays at each wave (W1: 606; W2: 603; W3: 583; W4: 608; W5: 550; W6: 568 ; W7: 556; W8: 709) Q5.

How serious is In terms of the risks to the safety of drivers, their passengers and/or other road users?



Base: All who hold a full driving licence for a car and drive nowadays at each wave (W1: 606; W2: 603; W3: 583; W4: 608; W5: 550; W6: 568 ; W7: 556; W8: 709) Q5.

How serious is In terms of the risks to the safety of drivers, their passengers and/or other road users?



Base: All who hold a full driving licence for a car and drive nowadays at each wave (W1: 606; W2: 603; W3: 583; W4: 608; W5: 550; W6: 568 ; W7: 556; W8: 709) Q5.

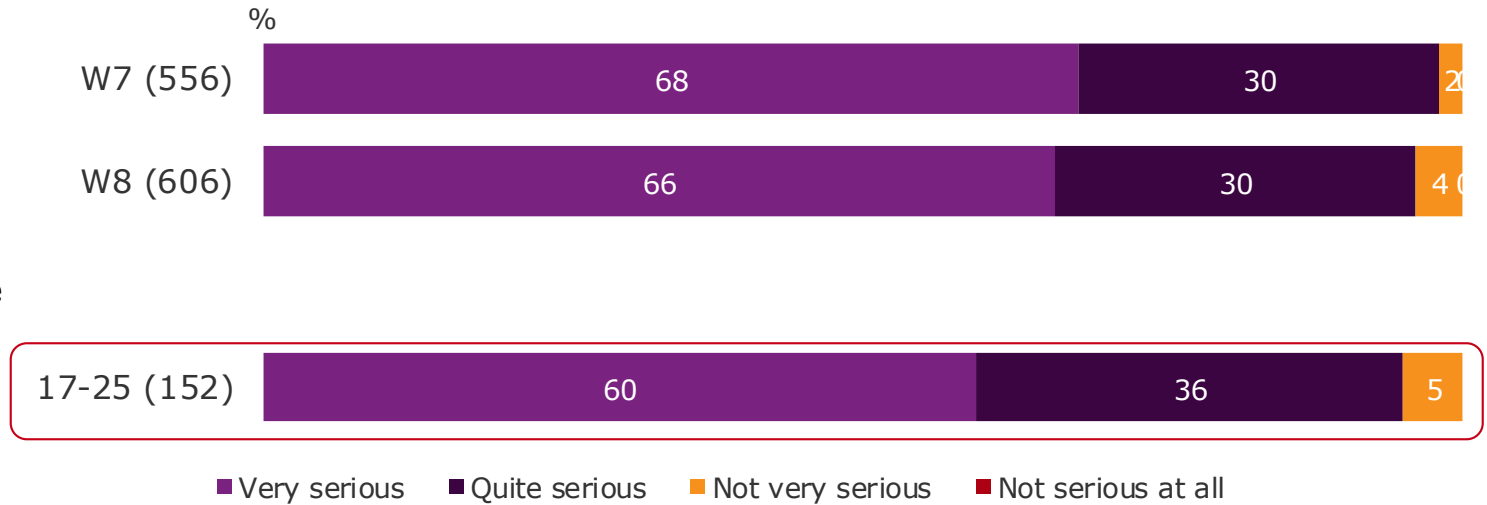
How serious is In terms of the risks to the safety of drivers, their passengers and/or other road users?



■ Very serious ■ Quite serious ■ Not very serious ■ Not serious at all

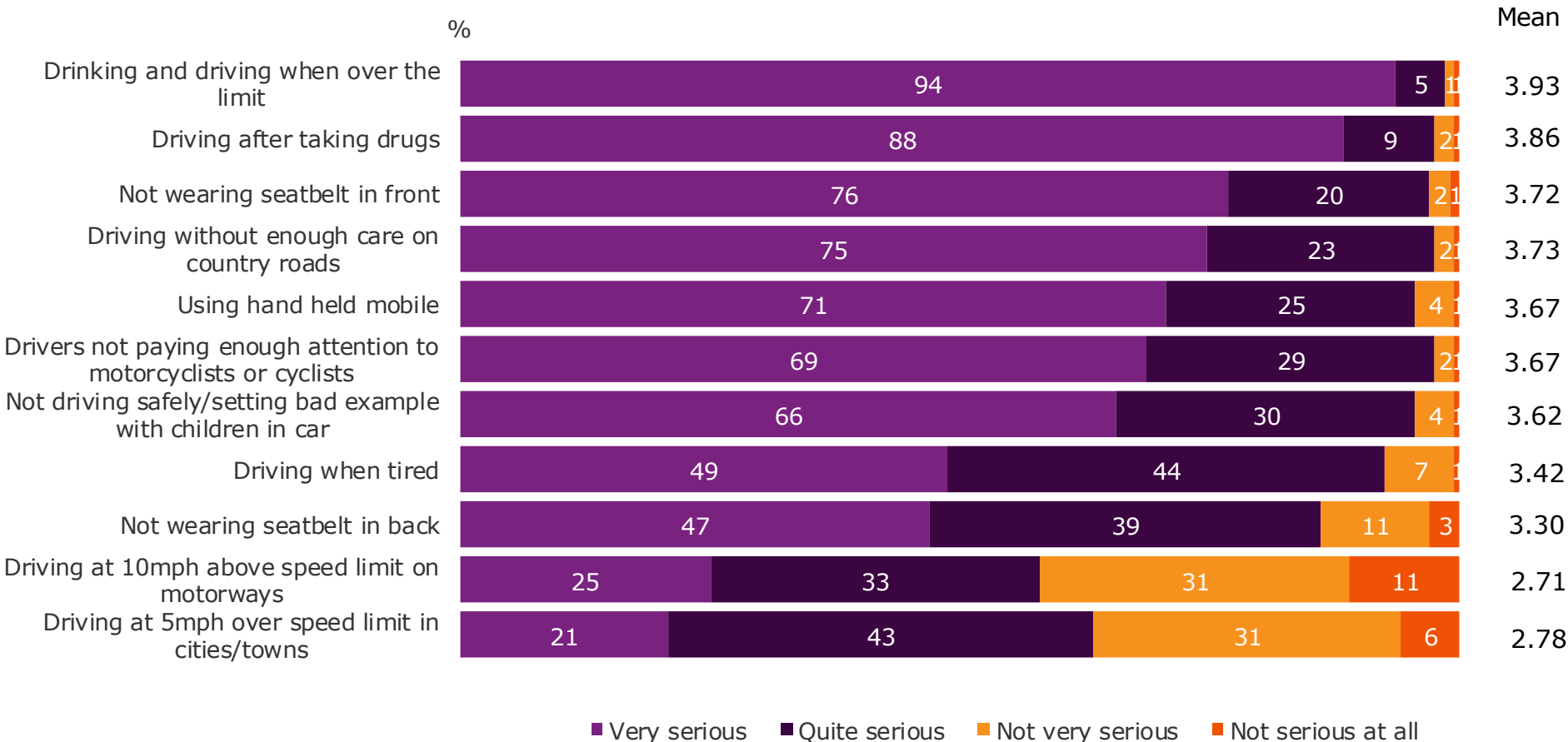
Base: All who hold a full driving licence for a car and drive nowadays at each wave (W1: 606; W2: 603; W3: 583; W4: 608; W5: 550; W6: 568 ; W7: 556; W8: 709) Q5.

How serious is In terms of the risks to the safety of drivers, their passengers and/or other road users?



Base: All who hold a full driving licence for a car and drive nowadays at each wave (W1: 606; W2: 603; W3: 583; W4: 608; W5: 550; W6: 568 ; W7: 556; W8: 709) Q5.

Seriousness of risk to safety of drivers, passengers and/or other road users: Summary

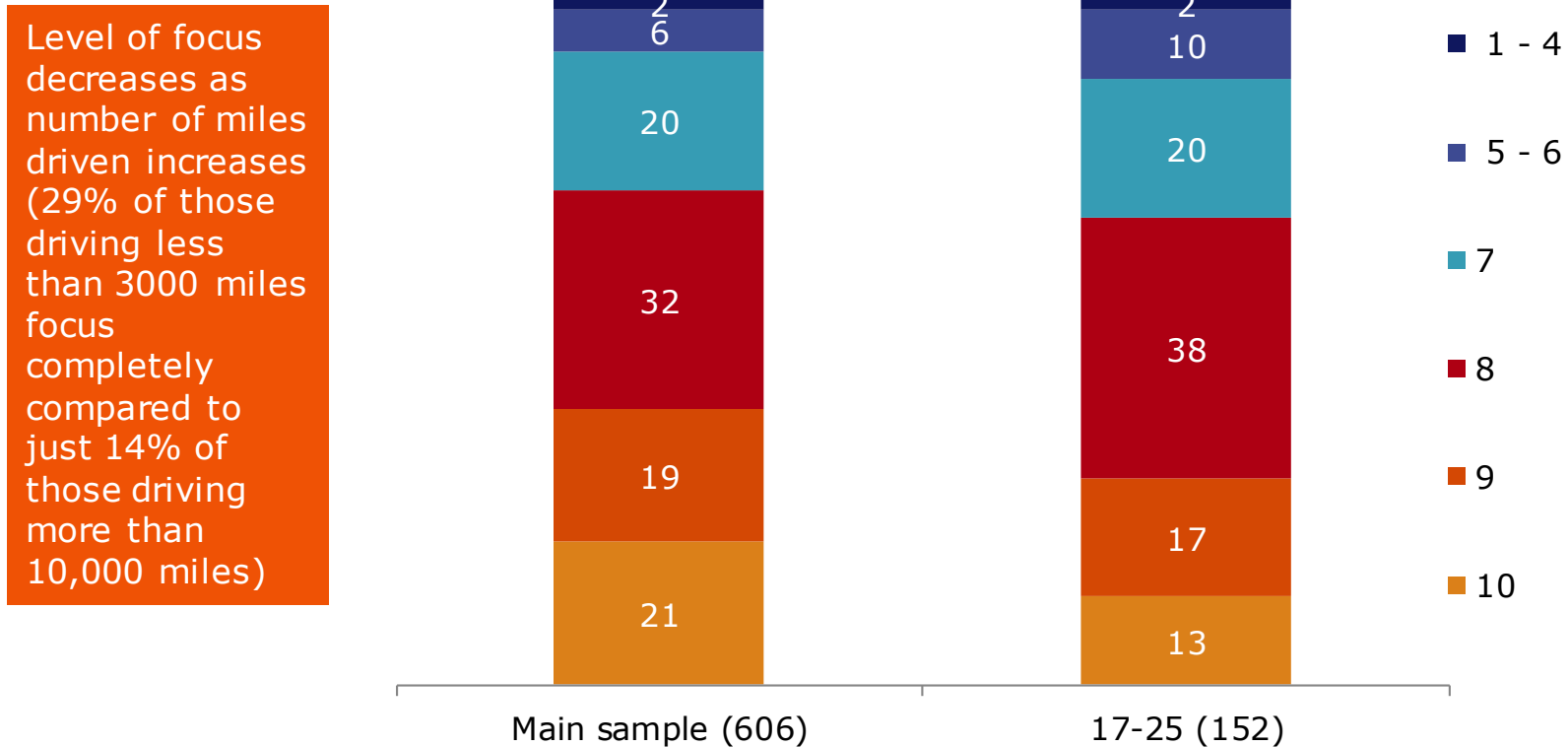


Base: All who hold a full driving licence for a car and drive nowadays at each wave

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?

Extent to which drivers are completely focused varies with young drivers less likely to be always completely focused

Ratings from 1 to 10 on level of focus when driving: 10 always completely focused to 1 never completely focused



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

Q6a. There are a number of ways you might be distracted when driving, by the radio, the sat nav, passengers, your mobile, eating, changing music etc. On a scale of 1 to 10 where 10 is always completely focussed and 1 is never completely focused, how would you generally rate your level of focus?

5

Summary



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Insight and recommendations



Research insights

The numbers claiming to drink drive remain very low, but there has been a significant rise between waves 7 and 8. This no doubt partly reflects festive season and perhaps also uncertainty over change in legislation.

New measures suggest that whilst vast majority of drivers are in favour of equal respect for all road users, a significant minority exhibit intolerance towards cyclists and consider themselves to have more rights

Youngest drivers exhibit much higher levels of specific risk behaviours and they associate more so with the softer penalties of fines and points on a licence. Attitudinally they are not that different, but they are less likely to perceive the seriousness of risk behaviours on other road users



Recommendations

Running drink driving advertising in summer as well as December should reinforce messaging. Likewise, planned public information campaign on change in legislation should help to clarify legal limits, and stem any uncertainty by focusing on 'zero' drinking.

Attitudes towards cyclists, and particularly those suggesting that drivers have more rights than cyclists, highlight a need for education on rights of all road users.

Whilst the research indicates that awareness of penalties does not necessarily impact on driving behaviour, more familiarity among new drivers of tougher penalties may help to strengthen recognition of the serious consequences of driving offences on others.

RITS: Driver Attitudes and Behaviour Tracking

Main findings (July '13, W7 – Feb '14, W8)

Presentation to Scottish Government – 30th April 2014

