

It's all about the speed

Claire Wood
Scottish Government
Strategy and Insight Unit



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A snapshot of the next 20 minutes

- Introducing the invincibles
- Lessons from Dr Fiona Fylan
- Accidental speeders
- Motorbikes
- Buckling up
- Up next



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Introducing the ‘Invincibles’



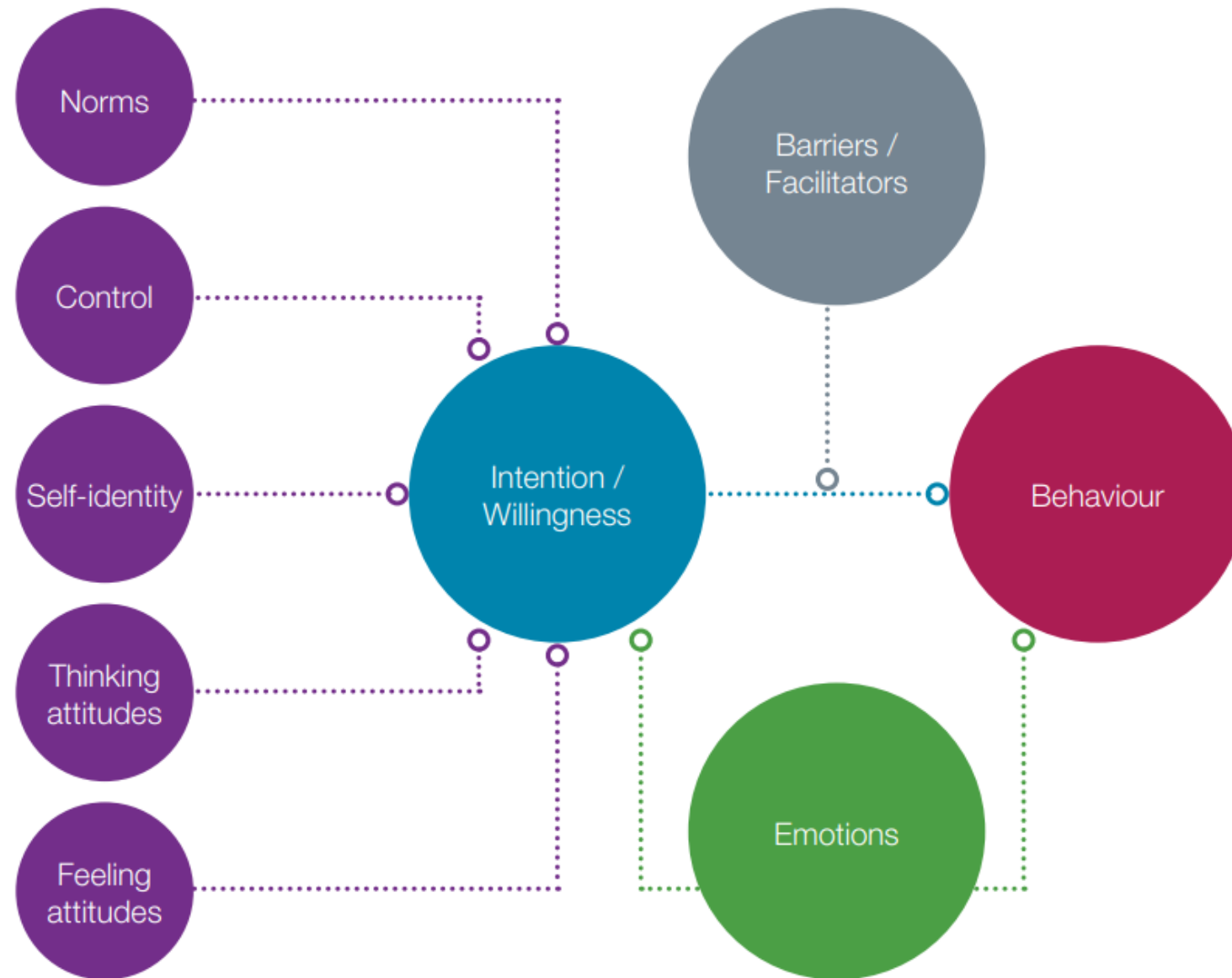
***“Guys of our age are
risk takers . . .
[it’s] in our biology.”***



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Figure 1.1 Psychological model of behaviour



Source: Author's own

'Precious cargo' is the only influence guaranteed to encourage safe driving

- Carrying people they care about as passengers tends to focus young drivers on the responsibilities that driving entails
 - Particularly acute when the passengers are believed to be vulnerable (elderly, young, disabled)
 - Raises awareness of the consequences of dangerous driving, and acts as a permanent reminder

Unsafe behaviours are often seen as the norm; ultra-safe behaviours are the exception, employed for special circumstances

Driving safety is regarded as a personal, contained issue – it affects 'me' as opposed to others on the road

"My passengers [dad and son] did have a massive impact on my driving. Having them in the car made my driving more safe and less likely to take a risk."

Female, 20, Rural

"I fell pregnant and learned to drive straight away as we are so far away from anything here. I drive like a saint when my son (1yo) is in the car, but when I'm on my own I will take more risks as it's only me I'm risking."

Female, 22 Rural

"If I have my Gran in my car I shall drive slow and steady ensuring the highest level of safety and care."

Male, 18, Rural

"If I have family or siblings in the car I almost always tend to drive a lot safer than I would myself. When I drive myself I just tend to think about a whole load of other things going on in life rather than driving perfectly."

Male, 23, Urban



Willingness to speed dropped over time

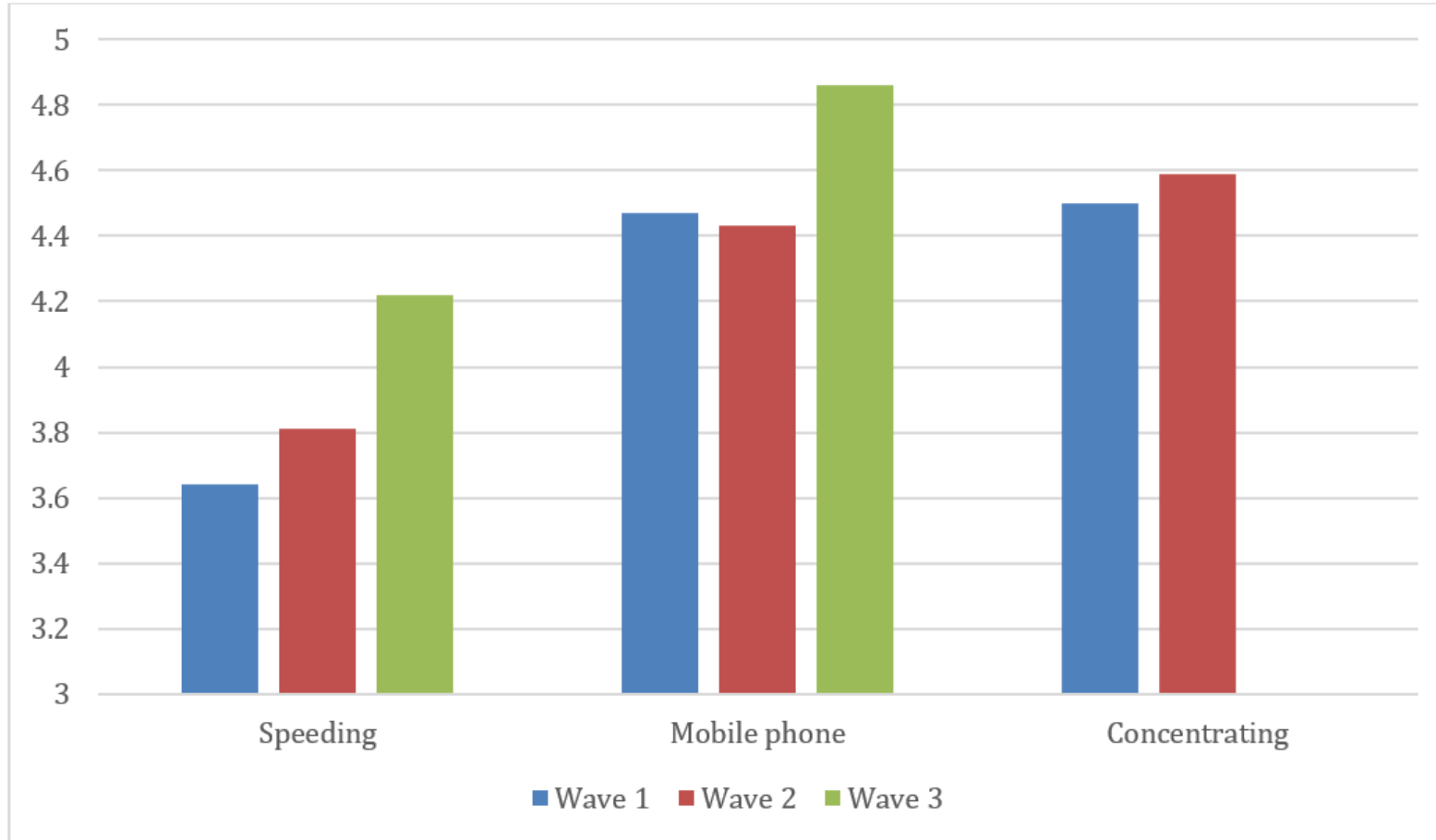


Figure 12: Changes in willingness to speed, use a mobile phone, and not concentrate over time.



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IT'S NEVER JUST

A LITTLE BIT

THERE'S NO EXCUSE FOR SPEEDING



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For many, speeding is something that happens accidentally

Many respondents find themselves speeding by accident - especially those who fall into the 'inadvertent' group

In most instances it is less an intentional choice and more something that seems to 'happen' en route

- Particularly evident from the intention audit, where many discussed their disapproval of speeding yet sped anyway
- Some suggest that other safety measures (avoiding others; awareness of potential obstacles) have greater priority in the moment

It was not an intention to speed but when I did speed I brought my speed back down - Erin

Wee bit absent minded with the deep thoughts made me to over speed couple of times - Male, 53, Glasgow

The road was lonely and dark; and also, not a familiar road for me. So, on my mind, was the fear of an accident. - Male, 44, Aberdeen



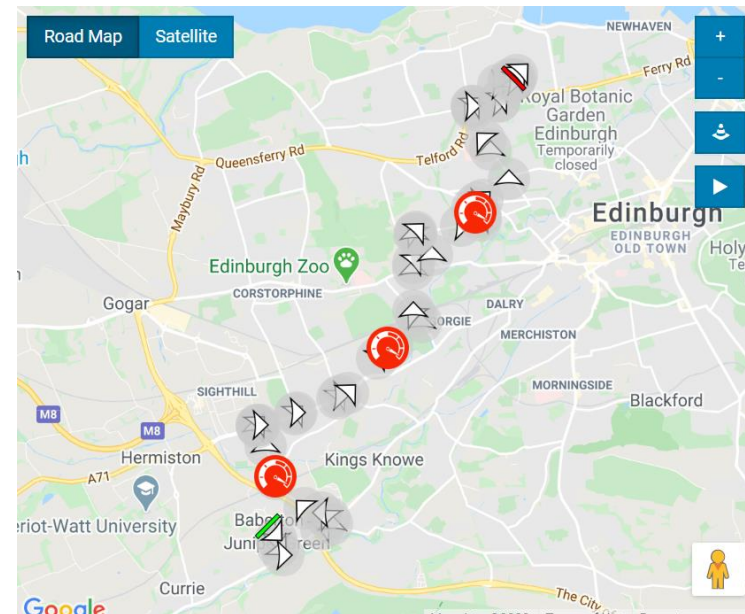


Glasgow

Familiar route – journey done every day

Commuting to work (in a rush)

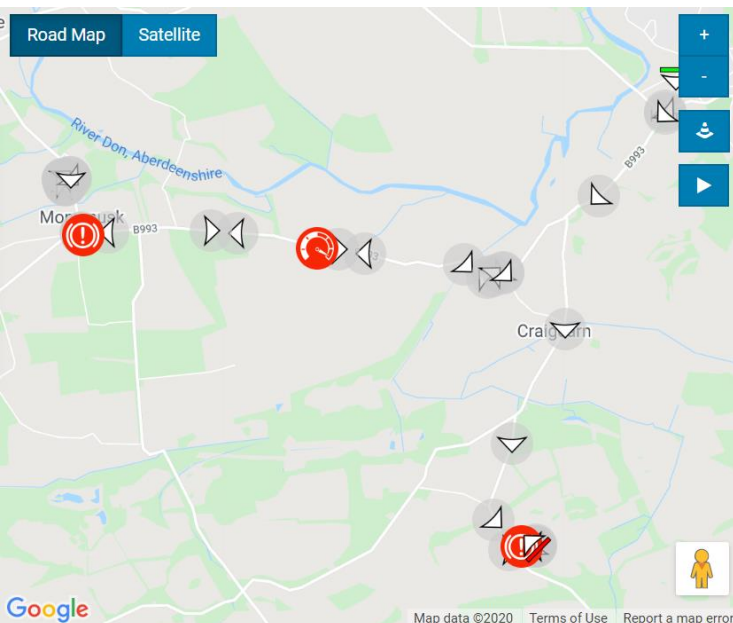
Notices speeding along the A road but feels he can go slightly faster as the road allows



Edinburgh

On the way to golf – running late

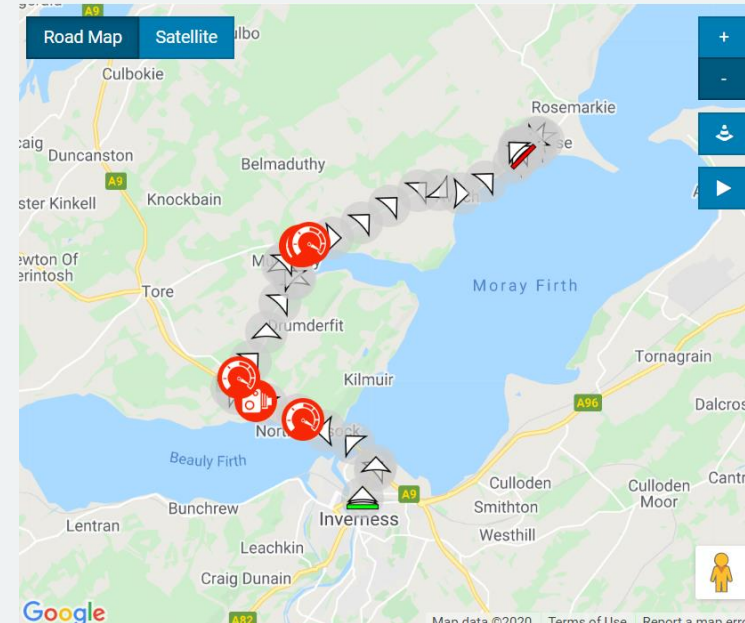
Keeps to the speed limit on 'main roads' but noticed he did exceed 30mph on the quiet 'back roads' where he wasn't paying as much attention to the limit



Aberdeen (behavioural challenge)

Only journey where speeding was detected across challenge period

Remembers following the flow of the traffic and only noticing his speed once he has exceeded the limit



Inverness

Driving to work along B roads – habit and comfort dictate a quicker speed

Does the same route everyday and each journey recorded in this period involved some speeding

Exceeding the speed limit varies hugely across this audience

Majority of sample were occasion-specific to non-speeders, with a few persistent speeders



Persistent Speeders

Regularly going above the limit in a variety of settings

Prone to speeding on a regular basis; often frustrated by the limits on certain roads

Was entering a 30 from a 40 and didn't reduce my speed – Male, 38, Inverness



Occasion-specific Speeders

Exceeding the limit at specific moments/ on specific roads

Have created their own rules of thumb for speeding in certain circumstances (e.g. on motorways; straight stretches of country road; late at night; when they're late)

I was running late and at the point the road was quite quiet - Female, 40, Aberdeen



Inadvertent Speeders

Going over the limit by mistake

Can end up speeding despite the best of intentions; prone to 'drifting into' exceeding the limit

Wasn't a conscious decision - just looked at speedometer and realised I'd gone above 70.... immediately slowed down - Male, 38, Edinburgh

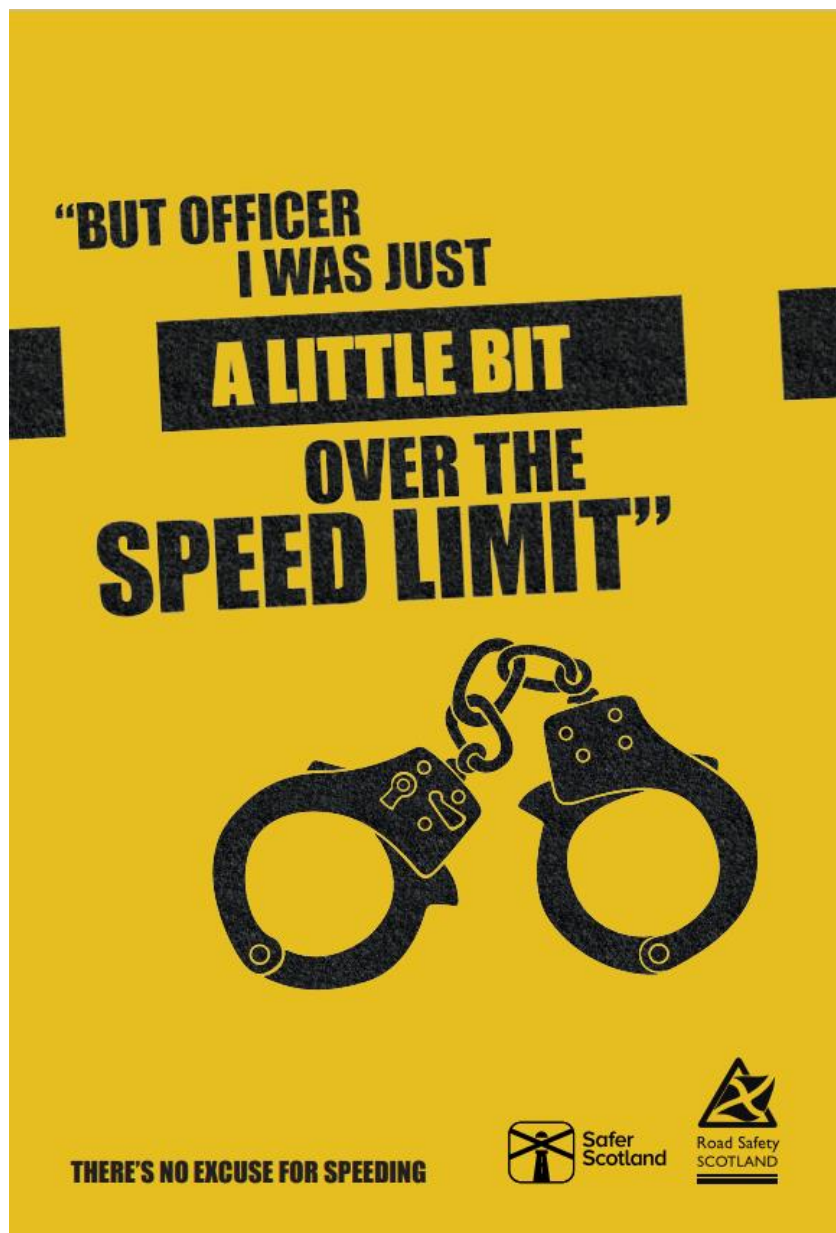


Non-speeders

Ostensibly driving within the legal limit, though will admit to occasional lapses

Often disapproving of speeding in general, including their own; can be proud of their own driving

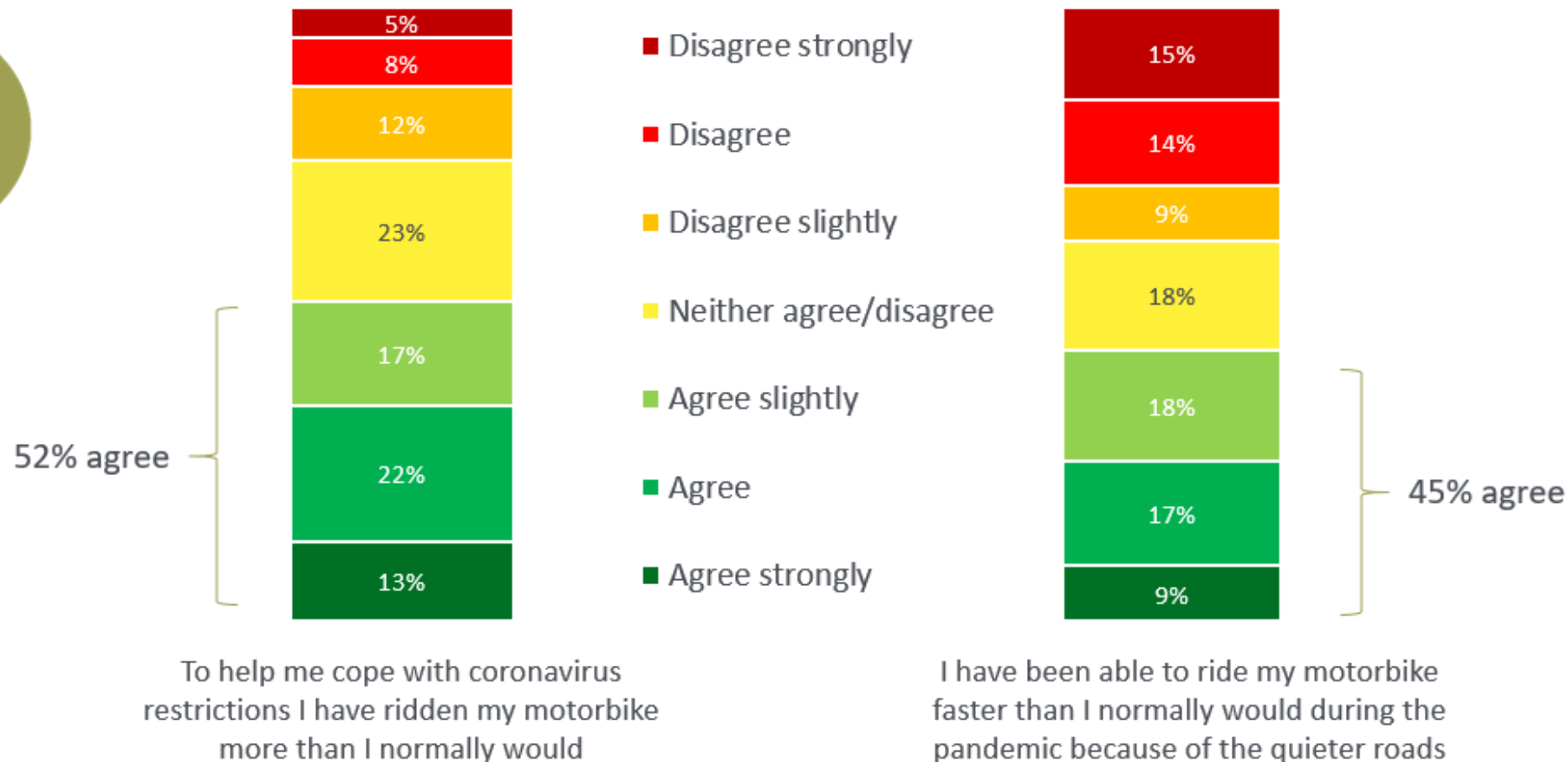
Sunday morning road are empty. No speeding. No need too. - Male, 53, Glasgow



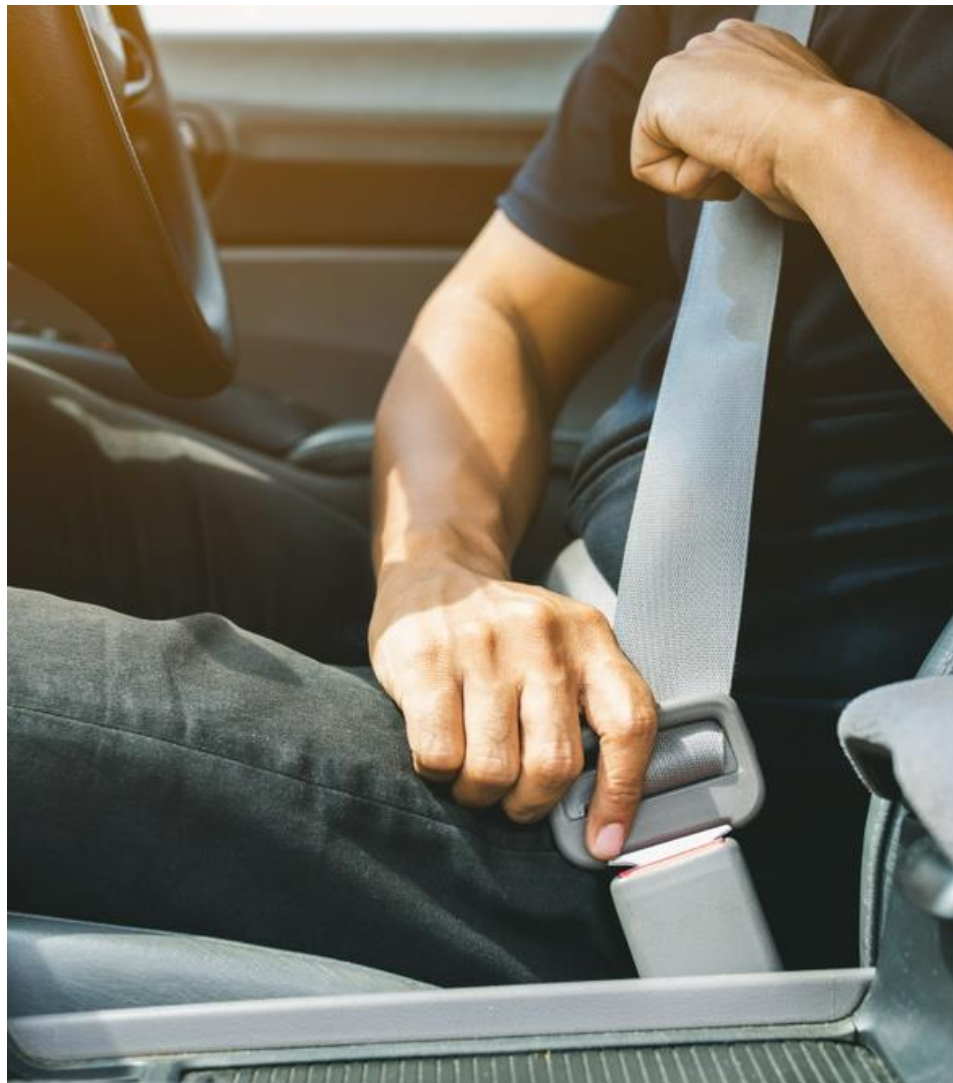
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Around half have ridden their motorbikes more often than normal during the pandemic, and almost half admit they have ridden faster on quieter roads – road safety messaging particularly important at this time.



Seatbelts



In line with the government statistics, most people wear a seatbelt for most journeys. But almost everyone we spoke to occasionally drives without a seatbelt and some are more consistent offenders

Most people – occasional non compliance

- Short, familiar journey (to corner shop etc.)
- Close to home
- On own in the car
- Driving slowly
- Quiet roads – suburbs, rural
- Journeys considered ‘off road’ – manoeuvring in car park, out of garage, up private lane to main road
- Won’t get seen/caught
- Others do it
- Has become a habit

Some people – more consistent and serious non compliance

- Older male drivers
 - Extremely confident in driving ability – some say not wearing seatbelt is default behaviour
 - This includes longer, faster (motorway) journeys
- Younger male drivers
 - Taking more risks – speeding, texting, leaving seatbelt off.
 - Excitement, fun, adrenalin
- Van drivers – particularly delivery drivers who have to get in and out of vehicle multiple times per day
 - Confident (‘I’m driving professionally, so I must be a good driver’)
 - Can look down on others who ‘do it by the book’
 - Under pressure from employer
 - Leave seatbelt off if small distance between drops – in town

Multiple justifications and rationalisations which vary between driver types and circumstances. Still feel in control.
‘How does it feel?’ – ‘Normal’

Message territories #4 and #8 - Consequences and Guilt

Consequences and Guilt take us into emotional territory which has strong potential to change minds and potentially behaviour

The consequences need to be about other people, rather than driver him/herself.

The idea that 'It's not your risk to take' prompts a new realisation (not just a reminder) - it sinks in and is powerful.

Otherwise risk can be semi-rationalised as 'only hurting myself.'

Reminding people of the consequences for their family and friends if they have a bad accident is powerful – challenges the sense of 'control', hard to argue against and makes it more difficult to replay the familiar excuses.

Remind people that they have a duty to protect/think about others when they are in a car – if they don't, they are a bad person.

4. Consequences

Wearing a seatbelt in the back seat halves the fatality risk for front seat passengers

Wearing a seatbelt doesn't just protect yourself, but other people

If you're not wearing a seatbelt and are injured or die in a crash you're hurting many other people too (such as family, friends, emergency services, witnesses)

8. Guilt

Imagine having to tell a loved one that they died because they weren't wearing a seatbelt

Would you like it if your gran / mum / dad / child / best friend didn't wear a seatbelt?

People are less likely to use seatbelts on short or familiar journeys - increasing their risk of serious injury



What's next?

- A new Breathtaking Roads film
- New Young Drivers content
- Vulnerable road users
- Older drivers
- Pavement parking.



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