
Printed on 100% recycled paper

BMRB is also a member of the London Remade environment scheme and is working with the Woodland Trust to offset the paper used in the course of our business.
# Table of Contents

1  Introduction............................................................................................................. 1  
1.1  Background ........................................................................................................ 1  
1.2  Research objectives and method........................................................................ 1  
1.3  Arrangement of this report.............................................................................. 2  

2  Management summary.......................................................................................... 4  
2.1  Introduction and background.......................................................................... 4  
2.2  Driver profile ................................................................................................... 4  
2.3  Attitudes towards road safety........................................................................... 5  
2.4  Attitudes towards driving............................................................................... 5  
2.5  Road user behaviour.......................................................................................... 6  
2.6  Awareness of, and attitudes towards, the THINK! brand............................... 8  
2.7  Awareness of, and attitudes towards, wearing seat belts............................... 9  
2.8  Knowledge and understanding of road signs.................................................. 9  
2.9  Motorcyclists.................................................................................................... 10  

3  Driver profile ........................................................................................................ 11  
3.1  Types of road users ......................................................................................... 11  
3.2  Type of area live in............................................................................................ 14  
3.3  Types of journey made..................................................................................... 15  
3.4  Distance drive and length of time driving...................................................... 20  

4  Attitudes towards road safety................................................................................ 22  
4.1  Most important road safety issues................................................................. 22  
4.2  Influences on safe driving............................................................................... 25  
4.3  Attitudes towards road safety......................................................................... 26  
4.4  Attitudes towards police procedures on breath tests................................... 29  

5  Attitudes towards driving..................................................................................... 31  
5.1  Acceptability of certain behaviours............................................................... 31
5.2 Attitudes towards dangerous driving.................................................................36
  5.2.1 Drink or drug driving ..............................................................................36
  5.2.2 Speeding and mobile phones.................................................................38
  5.2.3 Seat belts and other behaviours .............................................................41
5.3 Learning to drive and the driving test .............................................................43
6 Road user behaviour .............................................................................................46
  6.1 Prevalence of dangerous driving behaviour .................................................46
    6.1.1 Driving under the influence of drink or drugs .......................................46
    6.1.2 Speeding ..............................................................................................49
    6.1.3 Use of mobile phones...........................................................................51
    6.1.4 Seat belt wearing ................................................................................53
    6.1.5 Other behaviours ................................................................................55
  6.2 Driving related penalties.................................................................................57
  6.3 Passenger experience.....................................................................................59
    6.3.1 Driving under the influence of drink or drugs .......................................60
    6.3.2 Speeding ..............................................................................................61
    6.3.3 Use of mobile phones...........................................................................63
    6.3.4 Seat belt wearing ................................................................................64
    6.3.5 Other experiences ................................................................................65
6.4 Precautions taken to avoid accidents .............................................................67
7 Awareness of, and attitudes towards, the THINK! brand .................................69
  7.1 Spontaneous awareness of advertising about road safety .............................69
  7.2 Prompted awareness of the THINK! Logo ......................................................72
  7.3 THINK! brand personality..........................................................................73
  7.4 Attitudes towards THINK! and road safety advertising...............................74
8 Awareness of, and attitudes towards, wearing seat belts ....................................78
  8.1 Spontaneous awareness of current penalty for not wearing a seat belt .......78
8.2 Spontaneous awareness of current age a person becomes responsible for wearing a seat belt ..................................................................................................................................................79

8.3 Awareness of the effect not wearing a seat belt has on insurance ..............80

9 Knowledge and understanding of road signs ..................................................82

10 Motorcyclists ....................................................................................................88

10.1 Profile of motorcyclists ..............................................................................88

10.2 Attitudes and behaviours of motorcyclists .................................................90

10.3 Road safety ....................................................................................................92

APPENDIX A – Sampling Method ......................................................................95

APPENDIX B: Weighting Procedures .................................................................96

Target Weights Applied ..................................................................................96

APPENDIX C: Questionnaire .............................................................................98

Copyright: survey findings and deliverables are normally intended for use within the Client’s organisation or its consultants and other associate organisations such as advertising agencies. Should the Client intend wider circulation of the survey findings and deliverables, the Client should inform BMRB prior to such disclosure and agree the form and content with BMRB. The client should acknowledge BMRB as the source of the information with wording acceptable to BMRB.
Index of Charts

Chart 3a: Types of road users 12
Chart 3b: Description of area live in 14
Chart 3c: Types of journey made (1) 15
Chart 3d: Types of journey made (2) 16
Chart 3e: Types of journey made (3) 17
Chart 3f: Types of journey made (4) 19
Chart 3g: Average miles driven in a year 20
Chart 3h: Length of time driving 21
Chart 4a: Top three road safety issues most important to address (1) 23
Chart 4b: Top three road safety issues most important to address (2) 23
Chart 4d: Top three most effective in influencing how safely you drive 26
Chart 4e: Agreement with statements about road safety (all respondents) 27
Chart 4f: Agreement with statements about road safety (drivers) 28
Chart 4g: Agreement with statements about road safety – (non drivers) 28
Chart 4h: Agreement with statements about police procedures 30
Chart 5a: Extent to which think behaviour is unacceptable (1) – all respondents 32
Chart 5b: Extent to which think behaviour is unacceptable (1) – drivers 32
Chart 5c: Extent to which think behaviour is unacceptable (1) – non drivers 33
Chart 5d: Extent to which think behaviour is unacceptable (2) – all respondents 34
Chart 5e: Extent to which think behaviour is unacceptable (2) – drivers 35
Chart 5f: Extent to which think behaviour is unacceptable (2) – non drivers 35
Chart 5g: Attitudes to dangerous driving – drink and drugs (all respondents) 37
Chart 5h: Attitudes to dangerous driving – drink and drugs (drivers) 37
Chart 5i: Attitudes to dangerous driving – drink and drugs (non drivers) 38
Chart 5j: Attitudes to dangerous driving – speeding and mobile phones (all respondents) 39
Chart 5k: Attitudes to dangerous driving – speeding and mobile phones (drivers) 39
Chart 5l: Attitudes to dangerous driving – speeding and mobile phones (non drivers) 40
Chart 5m: Attitudes to dangerous driving – seat belts and other behaviours (all respondents) 41
Chart 5n: Attitudes to dangerous driving – seat belts and other behaviours (drivers) 42
Chart 5o: Attitudes to dangerous driving – seat belts and other behaviours (non drivers) 42
Chart 5p: Agreement with statements about learning to drive (all respondents) 44
Chart 5q: Agreement with statements about learning to drive (drivers) 44
Chart 5r: Agreement with statements about learning to drive (non drivers) 45
Chart 6a: Prevalence of dangerous driving behaviour – drink/drug driving 47
Chart 6b: Perceived prevalence of dangerous driving behaviour – drink/drug driving 48
Chart 6c: Prevalence of dangerous driving behaviour – speeding 49
Chart 6d: Perceived prevalence of dangerous driving behaviour – speeding 50
Chart 6e: Agreement with statement - When I am driving in the country and there is a clear open road I put my foot down 51
Chart 6f: Prevalence of dangerous driving behaviour – mobile phones 52
Chart 6g: Perceived prevalence of dangerous driving behaviour – mobile phones 53
Chart 6h: Prevalence of dangerous driving behaviour – seat belts 54
Chart 6i: Perceived prevalence of dangerous driving behaviour – seat belts 55
Chart 6j: Prevalence of dangerous driving behaviour – other 56
Chart 6k: Perceived prevalence of dangerous driving behaviour – other 57
Chart 6l: Driving related penalties ever gained 58
Chart 6m: Driving related penalties gained in the last 3 years 59
Chart 6n: Passenger experience – drink/drugs (all respondents) 60
Chart 6o: Passenger experience – drink/drugs (drivers vs. non drivers) 61
Chart 9c: Viewpoint on driving on roads with the national speed limit in place (prompted)

Chart 9d: Whether there is a difference between the two 20mph road signs

Chart 9e: What believe difference is between the two 20mph signs (unprompted)

Chart 9f: How know you are in a 30mph limit area (prompted)

Chart 10a: Demographics of motorcyclists compared with car/van/lorry drivers

Chart 10b: Driving profile of motorcyclists compared with car/van/lorry drivers

Chart 10c: Agreement with statements about dangerous driving behaviours

Chart 10d: Prevalence of dangerous driving behaviour

Chart 10e: Agreement with statement - When I am driving in the country and there is a clear open road I put my foot down

Chart 10f: Top three issues Government should address to improve road safety

Chart 10g: Measures taken by motorcyclists to stay safe (prompted)
1 Introduction

1.1 Background

The THINK! Road Safety publicity campaign was launched in 2000, as part of the Government’s road safety strategy, Tomorrow’s roads: safer for everyone. The strategy set out targets to reduce road casualties in Great Britain by 50% for children and 40% overall between 2000 and 2010. A mix of engineering, enforcement and education measures are used to help meet these targets, of which the THINK! Road safety publicity campaign forms part.

The THINK! campaign aims to encourage all road users to recognise that it’s the small things they do that can lead to crashes on the road and that there are simple steps they can take to reduce their risk to themselves and others. THINK!’s power is that it fosters an attitude of shared responsibility.

THINK! campaign priorities are identified by the Department for Transport’s publicity team in collaboration with policy officials in Road User Safety Division. They are chosen because they account for the highest number of road casualties and it is felt that they will benefit most from coordinated national publicity.

1.2 Research objectives and method

In July 2006 BMRB Social Research took over the evaluation of the THINK! campaign. This report focuses on the Annual Survey research carried out in October 2008. The Annual Survey differs to the normal waves of THINK! research in that a focus was placed on gaining annual KPI measures of road safety attitudes and behaviour among the British population, rather than simply focusing in on campaign measurement and evaluation.

The October 2008 Annual Survey covered the following elements:

- Awareness of, and attitudes towards, the THINK! road safety brand as a whole;

- General attitudes towards road safety, and its perceived importance in relation to other social issues;

- Attitudes towards driving, and influences on driving behaviour;

- Driving and road safety behaviour among different users, including the prevalence of dangerous driving behaviour;
• Knowledge and understanding of speed limits, indicated by road signs and other means;

• A focus on motorcyclists, in particular how they differ attitudinally from other road users and what precautions they take to stay safe on the roads.

Fieldwork for the Annual Survey ran from 23rd to 29th October 2008 among all adults in Great Britain for one week. This was then followed by a two week boost of motorcyclists, continuing until 12th November 2008.

Interviews were conducted using BMRB’s Omnibus survey. This is a survey that is run each week by BMRB, with different clients placing questions onto a common questionnaire, and sharing the costs of fieldwork and analysis. All results are confidential to the individual client. Interviews were conducted in-home, using Computer Assisted Personal Interviewing (CAPI) by fully trained members of BMRB’s own fieldforce, working under supervision. The sample was drawn by means of Random Location sampling (see appendices for further details).

In total 2,009 interviews were conducted with those aged 15+ in Great Britain in the main week of data collection. Of these 1,227 were among drivers. A total of 143 interviews were conducted amongst motorcyclists; 52 as part of the main survey and a further 91 across the two boost weeks.

Data were weighted to be representative of the population. Only weighted data are shown in this report.

1.3 Arrangement of this report

This report describes the results from the October 2008 Annual Survey wave of research for the THINK! road safety campaign, compared with the results from the 2006 and 2007 Annual Surveys carried out using the same methodology. Where it is relevant, comparisons over time have also been drawn with earlier waves of research carried out by two research agencies - GFK-NOP in June 2005 (by PAPI methodology) and TNS in October 2005, March 2006 and May 2006 (by CAPI methodology).

Following this introduction is a management summary of the findings. The main body of the report provides a detailed commentary, illustrated by summary tables and charts. Appendices contain details of the cluster analysis, the sampling method, weighting, the sample profile and the questionnaire.

Data have been supplied in separate volumes.
In charts and tables '-' denotes 0 and '*' denotes a proportion of less than half of one per cent, but more than 0.
2 Management summary

2.1 Introduction and background

- This report focuses on the THINK! Annual Survey, carried out in October 2008.

- A total of 2,009 interviews were conducted in Great Britain, with those aged 15+. Among these interviews, 1,227 with drivers were conducted.

- The 2008 Annual Survey also included a boost sample of motorcyclists, in order to look at their attitudes, behaviours and the precautions they take to stay safe on the roads. In total, 143 interviews amongst motorcyclists were carried out.

2.2 Driver profile

- One in three (34%) respondents drove a car to and from work, two in ten (20%) as part of their job and two thirds (64%) for other reasons. Six per cent drove a van or lorry and three per cent rode a motorcycle, scooter or moped.

- Since 2007, there have been falls in the proportion of people travelling as a passenger in a car in a typical week (from 77% to 69%) and the proportion driving a car as part of their job (from 25% to 20%).

- Drivers were more likely than non-drivers to reside in a village or small town, whereas non-drivers are more likely to live in a large town or city.

- Nine in ten (90%) drivers made short local journeys by motor vehicle at least once a week and four in ten (42%) did so five or more times per week. Seven in ten made journeys in a motor vehicle to and from pubs and restaurants, with one in four (24%) doing so at least once a week.

- Three in ten (31%) drivers said they drive 5,001-10,000 miles in year, with a quarter (25%) driving more than 10,000 miles, unchanged from 2007.
• The number of drivers with more than 20 years driving experience increased from 55% in 2006 to 62% in 2008.

2.3 Attitudes towards road safety

• Drink driving (70%), use of mobile phones whilst driving (48%) and speeding (47%) were seen as the key road safety issues which the government should address. The top three has remained the same since 2006.

• A visible police presence was felt to be the most effective in influencing driving safely, rated in the top three by six in ten (59%) drivers. This was followed by speed cameras (43%), family (40%) and a threat of prosecution or penalties (39%). These were also the top rated influences when this was last measured, in 2006.

• There was a drop in the reported influence of road safety advertising, from 22% in 2006 to 17% in 2008, and in the influence of signs and posters by the road about road safety issues, from 23% in 2006 to 17% in 2008.

• Two in ten respondents (21%) believed that roads are safer than they were five years ago. Three in ten (29%) believed that there were more police on the roads than before, and just over half (53%) believed that traffic calming measures made roads safer.

• Four in ten adults (41%) agreed that you are more likely to die driving in a rural area then you are to die driving on a motorway or busy road.

• There was widespread support among drivers to give police the power to carry out road blocks where they can stop all motorists and breath test them (74% agreed) and to allow police to stop any motorist at any time to breath test them (81% agreed).

2.4 Attitudes towards driving

• Shoplifting was considered to be unacceptable by the highest proportion of respondents (95%). This was followed by driving behaviours such as driving after taking drugs (94%), not wearing a seatbelt in the front (92%), and using a mobile phone whilst driving (92%). Dropping litter was considered unacceptable to more
respondents (82%) than driving after two pints (68%), and driving at 40mph in a 30mph zone (68%).

- Drivers were more likely than non drivers to find driving without insurance unacceptable (93% compared with 86%), while non drivers were more likely than drivers to consider driving at 40mph in a 30mph zone (72%, compared with 66%) and driving when too tired (82% compared with 76%) as unacceptable.

- Eight in ten (81%) completely agreed that it is dangerous to drive if you are unsure if you are over the legal alcohol limit. This increased to 87% complete agreement that it is dangerous to drive when you are over the legal alcohol limit.

- Three quarters (75%) of respondents felt it was dangerous to drive to fast for the conditions, although only 43% completely agreed it was dangerous to drive over the speed limit and 36% that it was dangerous to drive at 90mph on the motorway when there is no traffic.

- Not using a seat belt in the front of a car was seen as being more dangerous than not wearing a seat belt in the back (77% completely agreed for the front compared with 63% for the back).

- Three in four (78%) adults agreed that passing the driving test does not make you a safer driver, a drop from 86% in 2006. Drivers were more likely to agree than non drivers (83% compared with 71%). Two thirds (65%) agreed that learning to drive does not prepare you for the roads and just 14% agreed that the driving test is too easy nowadays.

2.5 Road user behaviour

- Prevalence of driving under the influence of alcohol or drugs was unchanged in 2008 from previous years.

- Only one in twenty (5%) drivers aged 18+ admitted to driving whilst over the legal alcohol limit, but 13% said they had driven when they were unsure if they were over the legal alcohol limit. Similarly, three in ten (30%) knew people who drive when they are over the legal alcohol limit but four in ten (43%) knew people who drive when they were unsure if they are over the legal alcohol limit.
• Out of all the dangerous driving behaviours measured, speeding is the most prevalent. Seven in ten (71%) drivers aged 18+ said that they drive over the speed limit (74% in 2007) with one in four (26%) doing this at least once a week (29% in 2007). However, only one in four (24%) felt that most people that they knew did this, suggesting it is perhaps a more common behaviour than it is perceived to be.

• Four in ten (38%) drivers aged 18+ admitted to driving at 90mph when there was no traffic and 27% to driving too fast for the conditions.

• There was no further change in prevalence of using mobile phones without a hands-free kit whilst driving, following the post legislation drop between 2006 and 2007, stable at 16% in 2008. There has been no change in the proportion of drivers using a mobile phone to text whilst driving (12%).

• Six in ten (60%) knew people who used a hands-free kit, while 45% knew people knew people that used a mobile while driving with no hands-free kit. One in ten (10%) felt that most people they knew used a mobile with a hands-free kit whilst driving, suggesting that to some at least this is seen as a common behaviour.

• One in four (23%) drivers aged 18+ admitted they did not always wear a seat belt when sitting in the back of a car and one in ten (10%) did not always wear a seat belt in the front. These are both unchanged from 2007.

• Half of drivers aged 18 or over said that they had never gained any form of driving related penalty (51%) and eight in ten (79%) had not received a penalty within the last three years. The penalties most commonly gained, by around a third of drivers, were points on the licence (33% ever and 12% in the last three years) or a fine for speeding (30% ever and 10% in the last three years).

• When asked about experiences as a passenger, four in ten had asked a driver to slow down (42%) or felt unsafe because of the speed the driver was driving at (42%), both of which were stable compared with previous years. Drivers were more likely than non drivers to have felt unsafe because of the speed a driver was driving at (45% compared with 36%).
• Precautions most likely to be taken by drivers to avoid accidents with cyclists and motorcyclists were checking mirrors regularly (79%) and leaving enough space between their car and cyclists or motorcyclists (74%). These levels were unchanged from 2007.

2.6 Awareness of, and attitudes towards, the THINK! brand

• Recollection of any road safety advertising has dropped since 2006. Two in five adults (39%) have seen or heard road safety advertising recently (a decline from 60% in 2006).

• Amongst those who had seen road safety advertising, two in ten spontaneously mentioned the THINK! brand as being behind the advertising they had seen (19%, unchanged from previous years), although the most frequently mentioned source was the Government (31%, an increase from 20% in 2007). Drivers were more likely than non drivers to mention the Department for Transport (15% compared with 9%), but otherwise there were no differences between these groups.

• Eight in ten respondents (81%) recognised the THINK! Logo, unchanged from previous waves. Recognition was higher amongst drivers than non drivers (85% compared with 75%).

• When shown a list of words that could be used to describe the THINK! brand, respondents tended to have positive associations. Around half of those who recognised the THINK! logo felt that it was helpful (51%), a recovery to 2006 levels following a dip in 2007. Slightly fewer this deemed it thought provoking (46%), indicating a downward trend since 2006 (51%). Associations with the negative words were low: fewer than one in ten mentioned each of these.

• Amongst those who recognised the THINK! logo, six in ten (61%) said that they would trust something which had the logo on it, seven in ten (69%) said that it would make them take notice and half (48%) felt that THINK! was making a difference to the safety of the roads. These have all stabilised after decreasing between 2006 and 2007.

• Almost half of all respondents (46%) agreed that road safety advertising is having a strong impact on the way people behave on the roads. Just over one in ten (14%) felt that there is too much
advertising about road safety. Agreement with these statements has remained at the same level since 2006.

2.7 Awareness of, and attitudes towards, wearing seat belts

- Knowledge of the penalty for not wearing a seat belt in a moving vehicle and of the age of responsibility for wearing a seat belt remained poor. Only just over one in ten respondents gave the correct answers of a £30 fine (14%) and age 14 (11%) respectively.

- There was no change in the overall proportion who knew that not wearing a seat belt can affect the value of an insurance claim if someone is injured in a crash (61%). However, the proportion of women who knew this rose from 53% in 2007 to 60% in 2008, bringing it in line with the figure for men.

- Drivers (11%) were no more likely than non-drivers (9%) to know the age of responsibility for wearing a seat belt. They were however more likely to be aware of the £30 fine (15% compared with 11%) and to know that not wearing a seat belt can affect the value of an insurance claim (66% compared with 52%).

2.8 Knowledge and understanding of road signs

- When shown the national speed limit sign, 57% of drivers knew that this indicated the national speed limit. Six in ten (63%) were able to correctly identify that the national speed limit on a single carriageway road in a rural area is 60mph, with most incorrect answers assuming lower speed limits.

- Six in ten (58%) felt that although the national speed limit is the legal speed limit there may be circumstances where it may not be safe to drive up to that speed.

- Half of drivers (48%) felt there was difference between the 20mph sign and the 20mph zone signs, although many of these were unclear as it what that difference was.

- Two thirds (68%) of drivers relied on new signs to tell them they were in a 30mph zone, with fewer looking for other cues such as street lights (41%) and buildings indicating it is a built up area (39%).
2.9 Motorcyclists

- When compared with car, van and lorry drivers, motorcyclists were more likely to be young (22% compared with 16% aged 16-29), male (86% compared with 54%) and in social grade C2 (31% compared with 21%). They were also more likely to spend more time driving in a typical week (37% compared with 24% drove for 15 hours a week or more) and cover more miles in a year (37% compared with 25% had an annual mileage of at least 10,000 miles). In line with their younger age profile, motorcyclists were more likely than car, van and lorry drivers to have less than three years driving experience (15% compared with 8%).

- The main differences in attitudes and behaviours between motorcyclists and car, van and lorry drivers were related to speeding. Only one in four (23%) motorcyclists completely agreed that it is dangerous to drive over the speed limit (compared with 36%) and 16% completely agreed that it is dangerous to drive at 90mph on the motorway when there is no traffic (compared with 33%). Similarly, six in ten (58%) motorcyclists admitted to driving at 90mph when there is no traffic (compared with 38%). There was however, no difference in the proportion who said they drove too fast for the conditions (27% of each group), which suggests that although motorcyclists are more likely to drive at high speeds, they do not necessarily perceive these as too fast or dangerous.

- Road safety issues felt to be more important by motorcyclists than car, van and lorry drivers were drivers not fully concentrating (37% compared with 23%) and motorcycle accidents (18% compared with 5%). Motorcyclists were less likely to think that the Government should address the use of mobile phones (42% compared with 52%) and speeding (30% compared with 43%).

- In order to stay safe on the road eight in ten (81%) motorcyclists said they rode according to the conditions, an increase from 67% in 2006. Three in four said that they positioned themselves in the safest place on the road or took care when overtaking (both 76%). The number of motorcyclists who said that they rode at a speed appropriate for a safe stopping distance increased from 62% in 2006 to 74% in 2008.
3 Driver profile

Most questions at this wave of this research were asked of all respondents (2,009), with some asked of all drivers (1,227).

3.1 Types of road users

In order to identify groups of road users, and frequency of road usage, all respondents were asked how long, in a typical week, they spend doing the following (Chart 3a):

- Walking on the pavement or road;
- Riding a bicycle;
- Riding a motorbike, scooter or moped;
- Driving a van or lorry;
- Driving a car (either to and from work, as part of a job, or for other reasons);
- Travelling in a car as a passenger.

If necessary, people were asked to think about their experience in the last three months. For example, for those who only use a motorbike in the summer (i.e. for whom there is not a typical week of usage), they would reference what they had done over the last three months in order to enable them to answer more validly.

The question for the June 2005 wave differed slightly from the question for the November 2006, 2007 and 2008 waves. In addition, respondents were asked only how often they drive a car in a typical week, rather than how often they drive a car for each of the three purposes asked about since then. Comparisons between the 2005 wave and more recent waves should therefore be treated with caution.

1 See THINK! Annual Survey 2006 for an explanation of the difference.
As in previous years, the vast majority of respondents (92%) said that they walk on the pavement or road in a typical week. Around half of respondents (47%) said they walk on the pavement or road for 3 or more hours per week, with one in ten (10%) doing so for 15 hours or more. These proportions have fluctuated slightly over time but do not demonstrate a longer term trend. As one might expect, non-drivers tend to spend more time walking on roads and pavements than drivers (62% of non-drivers walk for 3 hours or more in a typical week, compared with 39% of drivers).

The proportion of people who travelled as a passenger in a car in a typical week fell to 69% in 2008, following a steady increase from 62% in 2005 to 77% in 2007. This fall can be almost entirely attributed to a drop in the proportion of men travelling as passengers (from 70% in 2007 to 58% in 2008). In a similar vein, the percentage of respondents who said they are a passenger for 3 or more hours in a typical week fell from 25% in 2007 to 19% in 2008.

Those who do not themselves drive are more likely than drivers to travel as a passenger in a car (80% compared with 63% of drivers) and tended to do so for more time (30% did so for 3 or more hours compared with 13% of drivers). As in previous waves, women, 16-24 year olds and people with under three years driving experience are more likely than men, older respondents and more experienced drivers to spend time travelling in a car as a passenger.
In 2005, two thirds of people (67%) said they drive a car in a typical week. In 2006, this was split out into driving as part of a job, getting to and from work and driving for other reasons\(^2\).

Since first being asked about in 2006, just under two thirds of respondents have said that in a typical week they use a car for a reason other than for getting to or from work, or as part of their job. In 2008, 64% of respondents said they use a car for such leisure purposes, with a third (35%) driving for leisure for at least 3 hours per week. Those living in the centre of a large town or city were less likely to drive for leisure purposes than those living in other types of area (40% compared with 66%).

In line with findings from 2006 and 2007, one in three respondents in 2008 (34%) said they use a car to get to and from work in a typical week, with just under two in ten people (18%) saying they spend at least three hours a week driving to and from work. About half of motorists (52%) spend time driving a car to and from work in a typical week, increasing to 74% among male motorists aged 30-44. People living in the centre of a large town or city were less likely than average to drive a car to and from work in a typical week (23%, compared with 35% of those living in other areas).

Two in ten respondents (20%), or three in ten drivers (31%), said that they typically drive a car every week as part of their job. This is a slight fall from 2006 and 2007, when a quarter (25%) of respondents said they drive as part of their job. Once again, driving a car as part of a job was higher amongst male drivers aged 30-44 (52%). People living in the centre of a large town or city were particularly unlikely to drive a car as part of their job in a typical week (13%, compared with 21% of those living elsewhere).

Two in ten people (19%) said that they spend time riding a bicycle in a typical week, unchanged from previous years. Just 5% of respondents spend 3 or more hours a week cycling, and drivers were just as likely as non-drivers to say that they ride a bike in a typical week. Weekly cycling is more widespread amongst men than women and amongst those in social grades A or B than those in lower social grades.

In line with results from 2006 and 2007, 6% of people (or 9% of motorists) said they spend at least some time in their typical week driving a van or a lorry. The figure was a little higher (at 9%) in 2005, but has remained stable since 2006. Amongst men (11%) and those from the C2 social grade (13%), regularly driving

\(^2\) The THINK! Annual 2006 report explains the change from the measure “Driving a car” in 2005 to the separation of this measure from 2006 onwards.
a van or lorry was more common, whilst it was extremely rare amongst women (just 1%).

As in previous waves, the least common of all the activities was riding a motorcycle, scooter or moped. A stable 3% of respondents (4% of motorists) ride a motorcycle, scooter or moped for at least some time in a typical week. As with the other driving behaviours, men (5%) were more likely to do so than women (1%).

### 3.2 Type of area live in

A new question was introduced in 2008 to look at the influence how rural or urban the area somebody lives in has on their driving behaviour and attitudes. All respondents were asked to define the area they live in as one of: countryside; village; small town; outskirts of large town or city; or centre of large town or city. Chart 3b displays the proportion of respondents, drivers and non-drivers who said they live in each of the areas.

The two most common descriptions of the area a respondent lives were on the outskirts of a large town or city (37%) and in a small town (34%). One in five (19%) lived in a village, with 7% living in the centre of a large town or city and just 2% living in the countryside. There are some notable differences between the
type of areas drivers live and the type of areas non-drivers live. Drivers were more likely than non-drivers to reside in a village (21% compared with 15%) or in a small town (36% compared with 29%). On the other hand, non drivers were more likely than drivers to live in either the centre (13% compared with 5%) or the outskirts (41% compared with 36%) of a large town or city. This is likely to reflect practical reasons for car ownership and relative ease of use of public transport.

3.3 Types of journey made

Car, van and lorry drivers were asked a series of ‘frequency of journey’ questions designed to measure how often they go on various sorts of journeys. This measure was also used in June 2005 and November 2007 but was excluded from the November 2006 survey. Two new types of journey were introduced for 2008, with car, van and lorry drivers being asked how frequently they make short local journeys by motor vehicle and how often they make journeys to and from pubs and restaurants (Chart 3c).

Chart 3c: Types of journey made (1)

<table>
<thead>
<tr>
<th>At all</th>
<th>70%</th>
<th>97%</th>
</tr>
</thead>
<tbody>
<tr>
<td>5+ times per week</td>
<td>17</td>
<td>42</td>
</tr>
<tr>
<td>2-4 times per week</td>
<td>24</td>
<td>37</td>
</tr>
<tr>
<td>Once a week</td>
<td>21</td>
<td>10</td>
</tr>
<tr>
<td>Once a month</td>
<td>30</td>
<td>3</td>
</tr>
<tr>
<td>Less often</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: All car/van/lorry drivers Oct ’08 (1,214)
As one would expect, drivers almost universally said that they make short local journeys at least sometimes by motor vehicle (97%). More interestingly, four in ten (42%) said they do so five or more times per week and nine in ten (90%) said they do so at least once a week. There was some correlation between age and frequency of short local journeys, with 48% of 15-29 year olds making them at least five times per week, falling to 37% of those aged 55 and over. Also, those with children in the household were much more likely to make at least five short local journeys per week (53% compared with 36% of those with no children in the household).

Making journeys by motor vehicle to and from pubs and restaurants was a little less common: Seven in ten (70%) did so at all and a quarter (24%) did so at least once a week. Young women aged 17-29 were particularly likely to make a journey to a pub or restaurant in a motor vehicle at least once a week (44%, compared with 29% of men in that age group and 19% of women aged 30 and over). Those in higher social grades were more likely to travel to and from pubs and restaurants at all by motor vehicle (79% of drivers in social grade A or B, falling to 53% of drivers in social grade D or E).

The remainder of the journey types were asked about in previous waves of the survey, and data from June 2005 and November 2007 are shown for comparison (Charts 3d, 3e and 3f).

<table>
<thead>
<tr>
<th>Chart 3d: Types of journey made (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>At all</strong></td>
</tr>
<tr>
<td>5+ times per week</td>
</tr>
<tr>
<td>2-4 times per week</td>
</tr>
<tr>
<td>Once a week</td>
</tr>
<tr>
<td>Once a month</td>
</tr>
<tr>
<td>Less often</td>
</tr>
<tr>
<td>Never</td>
</tr>
</tbody>
</table>

Base: All car/van/lorry drivers Nov '06 (1,517), Nov '07 (1,256), Oct '08 (1,214)
Two in ten (21%) said they make journeys taking children to school, which was a similar finding to in 2007, but a little below the 27% figure recorded in 2005. These journeys are more likely to be made by women (26% compared with 17% of men according to the 2008 survey). Since many drivers do not have children, it is perhaps more insightful to look at the proportions of drivers with children in the household who take children to school by motor vehicle. Half of this group (48%) do so, with two in ten (21%) doing so five or more times a week. These proportions are close to those in the 2007 survey.

The proportion of car, van or lorry drivers who ever make journeys with passengers has remained stable at nine in ten (92% in 2008). The 2008 survey also found that, as previously, a quarter (24%) of questioned motorists drive with a passenger on five or more occasions each week and three quarters (77%) do so at least once a week. Those aged 17-44 were more likely than those aged 45 and over to drive with a passenger at least five times per week (32% compared with 18%). Similarly, those with children in the household were more likely than those without to have passengers on such a regular basis (40% compared with 17%).

Chart 3e: Types of journey made (3)

<table>
<thead>
<tr>
<th>At all</th>
<th>90%</th>
<th>90%</th>
<th>89%</th>
</tr>
</thead>
<tbody>
<tr>
<td>5+ times per week</td>
<td>10</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>2-4 times per week</td>
<td>15</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Once a week</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Once a month</td>
<td>31</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>Less often</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Never</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Base: All car/van/lorry drivers Nov ’06 (1,517), Nov ’07 (1,256), Oct ’08 (1,214)
Whilst the vast majority of motorists do drive on the motorway, motorway driving is generally undertaken less frequently than other road driving. Nine in ten drivers used the motorway at all (89%), the same proportion as in 2005 and 2007. However, only a third (33%) travelled by motorway once a week or more, and just one in ten (9%) did so five or more times a week (again, the same proportions as in previous years). Age, gender and social grade affect how frequently people use the motorway: half (52%) of male drivers aged 30-44 drove on the motorway at least weekly, compared with just 18% of female drivers aged 55 and over and 36% of those in social grades AB did so, compared with 24% of those in social grades DE.

As in 2007, nine in ten drivers questioned (92%) said that they travel on country roads and a quarter (24%) said they travel on country roads five or more times per week. This type of journey was not asked about in 2005. Just under half (46%) of drivers who live in a village or the countryside use country roads five or more times per week compared with just 13% of those who in a large town or city. As in 2007, the survey found those in social grade A or B to be more likely to use country roads (95% do at) than those in social grade D or E (88%).

A similarly high proportion of questioned drivers (90%) made journeys in a motor vehicle after dark. Two in ten drivers (21%) travelled by motor vehicle after dark at least five times a week, whilst seven in ten (70%) did so at least once a week. These percentages are higher than in the June 2005 survey (when 60% said they drive after dark at least once a week), but this is probably largely down to the seasonal effect of it getting darker much earlier in October than in June. The 2008 figures are, however, a little lower than those recorded in the 2007 survey (when, for example, 75% said they drive after dark at least once a week). Journeys after dark were less common for female drivers (14% making them five or more times per week) and for drivers aged 55 and over (only 9% making them five or more times per week).
In 2008, over half of drivers (56%) said they sometimes use a motor vehicle to travel to and from work. This was unchanged from 2007, but a marginal decline from 2005 (60%). Those that do drive to and from work overwhelmingly do so at least five times per week (70%, or 39% of all drivers). Motorists with children (68% compared with 50% of those without children) and motorists in social grade C2 or D (61% compared with 53% of those in grade A or B) were more likely to use a motor vehicle for journeys to and from work.

We earlier noted a slight fall in the proportion of people who drive a car as part of their job in a typical week (Chart 3a). As one would expect, there has also been a slight downward trend in the proportion of people travelling by motor vehicle as part of their job (from 41% in 2005 to 35% in 2008). Of those who do, 55% (or 19% of all drivers) drive as part of their job five times a week or more. Male drivers aged 30-44 are more likely than any other gender and age group to drive as part of their actual job (63%), with 45% of this group doing so five or more times a week.

Long journeys (over 50 miles) were taken weekly by a quarter (24%) of drivers and taken at all by nine in ten drivers (89%), making them just a little less common than motorway driving. As with motorway driving, men aged 30-44 are
particularly likely to drive on long journeys every week (42%) and those in social grades DE were less likely to (17%). The numbers of drivers making long journeys, frequently or not, has not altered much since 2005.

### 3.4 Distance drive and length of time driving

Respondents who drive at all were asked how many miles they drive in a year, including both personal and work-related driving. This question was first introduced in 2007, and the 2008 results are almost identical to those from 2007 (Chart 3g).

<table>
<thead>
<tr>
<th>Distance Traveled in a Year</th>
<th>Nov-07</th>
<th>Oct-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3,000 miles a year</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>3,001 - 5,000 miles a year</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>5,001 - 10,000 miles a year</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>More than 10,000 miles a year</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Motorists were most likely to drive 5,001-10,000 miles in a year (31%), with a quarter (25%) driving over 10,000 miles per year (25%). Two in ten (20%) drove 3,001-5,000 miles in a year and 23% drove less than 3,000 miles per year.

Men were more likely than women to drive over 10,000 miles in a year (36% of male drivers compared with 13% of female drivers), as were 30-44 year olds (37%, compared with 20% of those in other age groups), drivers with children in their household (31% compared with 23% of those not residing with children) and business drivers (45% compared with 25% of leisure drivers).
All drivers were asked how long they have been driving for, as a way of measuring their driving experience (Chart 3h).

The majority of drivers (62%) have been driving for more than 20 years, an increase from 55% in 2006. Two in ten motorists (18%) have been driving for between 10 and 20 years, with a similar proportion (19%) having been driving for under 10 years.

Male drivers were more likely than female drivers to have been driving for over 20 years (66% compared with 57%), and drivers in social grades ABC1 were more likely than those in social grades C2DE to have been driving for this long (66% compared with 54%).
4 Attitudes towards road safety

This chapter first of all looks specifically at which road safety issues were felt to be most important and what has the most effective influence on safe driving. It then goes on to explore attitudes towards road safety and police procedures on breath tests.

4.1 Most important road safety issues

To look at attitudes towards road safety in more detail, all respondents were asked to choose from a list the three most important road safety issues which they felt that the Government should address (Charts 4a and 4b). This has been asked since 2005, although tail gating and road rage were added in 2006, which is important to bear in mind when looking at changes between 2005 and 2006.
Chart 4a: Top three road safety issues most important to address (1)

Top three most important

<table>
<thead>
<tr>
<th>Year</th>
<th>Drink driving</th>
<th>Speeding</th>
<th>Drug driving</th>
<th>Drivers not fully concentrating</th>
<th>Child road awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun '05</td>
<td>81</td>
<td>65</td>
<td>35</td>
<td>12</td>
<td>61</td>
</tr>
<tr>
<td>Nov '06</td>
<td>61</td>
<td>47</td>
<td>33</td>
<td>14</td>
<td>47</td>
</tr>
<tr>
<td>Nov '07</td>
<td>43</td>
<td>30</td>
<td>22</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Oct '08</td>
<td>70</td>
<td>43</td>
<td>19</td>
<td>19</td>
<td>19</td>
</tr>
</tbody>
</table>

Base: All respondents June '05 (2,240), Nov '06 (2,259), Nov '07 (2,019), Oct '08 (2,009)

Chart 4b: Top three road safety issues most important to address (2)

Top three most important

<table>
<thead>
<tr>
<th>Year</th>
<th>Road rage</th>
<th>Tailgating</th>
<th>Motorcycle accidents</th>
<th>Not wearing seat belts</th>
<th>Driving while tired</th>
<th>Not using child restraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun '05</td>
<td>17</td>
<td>14</td>
<td>5</td>
<td>11</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Nov '06</td>
<td>14</td>
<td>15</td>
<td>6</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Nov '07</td>
<td>15</td>
<td>14</td>
<td>6</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Oct '08</td>
<td>16</td>
<td>13</td>
<td>7</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>

Base: All respondents June '05 (2,240), Nov '06 (2,259), Nov '07 (2,019), Oct '08 (2,009)
Drink driving was the most commonly mentioned ‘top three’ road safety issue, as it had been the last three years. Following an increase between 2006 and 2007, the level at which drink driving was mentioned remained steady between 2007 and 2008 (70%).

The next two most frequently chosen issues were the use of mobile phones while driving and speeding, which was consistent with the rank order of opinions in previous years. Mentions of each of these issues recovered in 2008 following dips between 2006 and 2007. Almost half of all adults considered the use the mobile phones to be one of the top three most important road safety issues (48%, up from 40% in 2007 and 43% in 2006). Speeding was also mentioned more frequently in 2008 (47%, recovering to its 2006 level from the dip to 43% in 2007).

While more people considered the use of mobile phones and speeding among the most important road safety issues, fewer mentioned drug driving this year compared to last (28%, down from 33% in 2007). The same is true for child road awareness where likewise, fewer people considered it to be one of the top issues compared with last year (16%, down from 20% in 2007).

Table 4c shows how drivers and non drivers rated different road safety issues as being the top three most important for the Government to address. Data from 2005 is not available with this breakdown.

| Table 4c: Top three road safety issues most important to address (drivers vs. non drivers) |
|---------------------------------|------------------|-----------------|-----------------|------------------|------------------|
|                                 | Nov 06 Drivers (1,489) % | Nov 07 Non drivers (770) % | Oct 08 Drivers (1,274) % | Oct 08 Non drivers (745) % |
| Drink driving                  | 62               | 70              | 69               | 69               | 67               | 75               |
| Use of mobile phones           | 45               | 41              | 41               | 36               | 43               | 42               |
| Speeding                       | 45               | 49              | 49               | 43               | 53               | 53               |
| Drug driving                   | 28               | 33              | 35               | 29               | 28               | 29               |
| Drivers not fully concentrating| 23               | 20              | 21               | 16               | 23               | 17               |
| Tailgating                     | 19               | 4               | 20               | 8                | 17               | 4                |
| Child road awareness           | 18               | 23              | 18               | 25               | 14               | 21               |
| Road rage                      | 16               | 13              | 12               | 14               | 13               | 12               |
| Driving while tired            | 12               | 12              | 13               | 14               | 13               | 11               |
| Not wearing seat belts         | 12               | 17              | 11               | 18               | 11               | 15               |
| Not using child restraints     | 9                | 8               | 8                | 9                | 8                | 6                |
| Motorcycle accidents           | 6                | 5               | 6                | 7                | 5                | 7                |

Base: All drivers / non drivers
Both drivers and non drivers mentioned drink driving, the use of mobile phones while driving and speeding most frequently in 2008, as they had in previous years. However, the degree to which they mentioned each varied between the two groups. Three quarters (75%) of non drivers mentioned drink driving, compared with two thirds (67%) of drivers. Similarly more non drivers than drivers mentioned speeding among their top three issues (53% of non drivers compared with 43% of drivers). On the other hand, the use of mobile phones was considered a top issue by more drivers than non drivers (52% of drivers compared with 42% of non drivers). This was an increase from previous years amongst both groups.

Mentions of drink driving as an issue to address varied according to driving experience. Eight in ten drivers (83%) with less than three years of driving experience mentioned drink driving, falling to six in ten (62%) of those with more than 20 years of driving experience. This is likely to be linked to age as it was also more likely to be mentioned by younger drivers (79% of 17-29s, falling to 62% of those aged 45 and over), however it should be noted that there was no difference by age in mention of drink driving by non drivers.

Among the lesser mentioned issues overall, drivers were more likely to mention drivers not fully concentrating (23% of drivers compared with 17% of non drivers) and tail gating (17% of drivers compared with 4% of non drivers). It is more likely that they are able to empathise with these situations than non drivers, even if they have not personally experienced them themselves. Non drivers were more likely to include child road awareness (21% of non drivers compared with 14% of drivers) or not wearing seat belts (15% non drivers compared with 11% of drivers) in their list of the top three road safety issues.

### 4.2 Influences on safe driving

Drivers need to take personal responsibility when it comes to driving safely, but there are many factors which can influence this. Drivers were asked to choose, from a prompted list, which they felt were the top three most effective means in influencing how safely they drove. Data has been compared with 2006, when this question was last asked.
A visible police presence was felt to be the most effective in influencing driving safely, rated in the top three by six in ten (59%) drivers, unchanged from 2006. This was followed by speed cameras (43%), although these were felt to be less of an influence than they were in 2006 (49%). Family (40%) and a threat of prosecution or penalties (39%) were also among the top mentions, as they had been in 2006.

There was a drop in the reported influence of road safety advertising, from 22% in 2006 to 17% in 2008, and in the influence of signs and posters by the road about road safety issues, from 23% in 2006 to 17% in 2008.

4.3 Attitudes towards road safety

A series of statements were used to assess how people feel about road safety and measures taken to make the roads safer. These cover perceptions of the safety of roads now compared with five years ago, whether people believe there is a greater police presence on the roads, whether traffic calming measures are felt to have an impact on road safety and perceptions of the chances of a fatality on a
rural road compared with motorways or busy roads. The following charts show agreement with these statements among all respondents (Chart 4e), all drivers (Chart 4f) and all non drivers (Chart 4g).

Chart 4e: Agreement with statements about road safety (all respondents)

<table>
<thead>
<tr>
<th>Statement</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic calming measures (e.g. speed bumps) make roads safer</td>
<td>56</td>
<td>49</td>
<td>53</td>
</tr>
<tr>
<td>You are more likely to die driving in a rural area than you are to die</td>
<td>29</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>driving on a motorway or busy road</td>
<td>23</td>
<td>17</td>
<td>21</td>
</tr>
<tr>
<td>Roads are safer than they were five years ago</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: All respondents June '05 (2,240), Nov '06 (2,259), Nov '07 (2,019), Oct '08 (2,009)
Chart 4f: Agreement with statements about road safety (drivers)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Nov 06</th>
<th>Nov 07</th>
<th>Oct 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic calming measures (e.g. speed bumps) make roads safer</td>
<td>56</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td>You are more likely to die driving in a rural area than you are to die driving on a motorway or busy road</td>
<td>27</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>There are now more police officers on the road than ever before</td>
<td>23</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Roads are safer than they were five years ago</td>
<td>24</td>
<td>20</td>
<td>17</td>
</tr>
</tbody>
</table>

Base: All drivers Nov '06 (1,489), Nov '07 (1,274), Oct '08 (1,227)

Chart 4g: Agreement with statements about road safety – (non drivers)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Nov 06</th>
<th>Nov 07</th>
<th>Oct 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic calming measures (e.g. speed bumps) make roads safer</td>
<td>56</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>There are now more police officers on the road than ever before</td>
<td>32</td>
<td>31</td>
<td>34</td>
</tr>
<tr>
<td>You are more likely to die driving in a rural area than you are to die driving on a motorway or busy road</td>
<td>21</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>Roads are safer than they were five years ago</td>
<td>23</td>
<td>18</td>
<td>18</td>
</tr>
</tbody>
</table>

Base: All non-drivers Nov '06 (770), Nov '07 (745), Oct '08 (782)
All measures that were tracked from 2006 followed a similar pattern in that they
dipped slightly between 2006 and 2007, recovering in 2008 to 2006 levels. This
was true amongst all respondents, drivers and non drivers.

Two in ten (21%) adults agreed that roads are safer now than they were five
years ago, recovering from a dip to 18% in 2007. The shift in the level of
agreement was reflected in the results for both drivers and non drivers. There
was no difference between these groups.

Three in ten (29%) adults agreed that there are now more police officers on the
road than ever before, again, recovering to 2006 levels. Non drivers were more
likely than drivers to agree that there are more police on the roads than ever
before (34% of non drivers compared with 27% of drivers). This difference
between the two groups is consistent with findings in previous years.

Half (53%) of adults agreed that traffic calming measures make roads safer, an
increase on last year, which was a slight increase from 2007 (49%), but not quite
enough of a shift to return to 2006 levels (56%). However, the increase was
driven by a rise in the proportion of people who strongly agreed (20% in 2008,
up from 15% in 2007), which suggests a genuine positive shift in opinion. There
was no difference in the level to which drivers and non drivers agreed that traffic
calming measures make roads safer. However, drivers were more likely than non
drivers to disagree (36% of drivers compared with 29% of non drivers) and
instead more non drivers gave no opinion.

Four in ten (41%) adults agreed that you are more likely to die driving in a rural
area then you are to die driving on a motorway or busy road. A quarter (25%)
disagreed while a third (34%) neither agreed nor disagreed or did not know.
Almost half (47%) of drivers agreed, compared with three in ten (30%) non
drivers. Results for drivers are consistent with those in the post speed campaign
evaluation conducted in April 2008.

4.4 **Attitudes towards police procedures on breath tests**

In a new addition to the 2008 Annual Survey, drivers were asked of their
agreement with two statements about the extent of police power relating to
carrying out breath tests (Chart 4h).
We saw earlier that two thirds of drivers considered drink driving to be one of the top three road safety issues the Government should address, and this is also reflected in drivers’ attitudes towards police carrying out breath tests on motorists.

There was widespread support among drivers to give police the power to carry out road blocks where they can stop all motorists and breath test them. Three quarters of drivers (74%) agreed that police should have that power including 41% who agreed completely. Only a quarter of drivers (25%) disagreed, although a significant minority (10%) disagreed completely.

Women were more likely to agree than men (78% compared with 72%) but other than the gender difference there were no notable differences by subgroup.

There was also overwhelming support to allow police to stop any motorist at any time to breath test them. Four in five drivers (81%) agreed with the statement, leaving just one in five (19%) that disagreed. Half of all drivers (51%) agreed completely, but a significant minority (8%) disagreed completely.

Again there was a gender difference in opinion (84% of women agreed compared with 78% of men), but there were no other differences by subgroup.
5 Attitudes towards driving

Following the general attitudes towards road safety, this section looks more specifically at attitudes towards driving – first looking at the perceived acceptability of certain driving and non-driving behaviours, then at attitudes towards dangerous driving behaviours and finally the level of agreement with statements specifically about the driving test and learning to drive.

5.1 Acceptability of certain behaviours

Respondents were read a list of twelve types of (negative) behaviour; nine were driving related behaviours while the remaining three were non-driving related; these were asked to provide context. For each of the behaviours, respondents were asked to rate the extent to which they thought it was unacceptable or acceptable (where 1 was ‘fairly acceptable’ and 5 was ‘extremely unacceptable’). Some of these statements appeared in the 2005 survey, so data amongst all respondents are provided for comparison where applicable (this is not available split out into drivers and non drivers). This question was not asked in 2006.

The following charts show the percentage of adults (Chart 5a), drivers (Chart 5b) and non drivers (Chart 5c) who gave a score of 4 or 5 on the 5 point scale (5 is extremely unacceptable) for behaviours relating to driving under the influence of drink or drugs, not wearing seat belts, driving without motor insurance and carrying on driving when too tired.
Chart 5a: Extent to which think behaviour is unacceptable (1) – all respondents

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>Jun 05</th>
<th>Nov 06</th>
<th>Nov 07</th>
<th>Oct 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving after taking drugs</td>
<td>92</td>
<td>90</td>
<td>89</td>
<td>86</td>
</tr>
<tr>
<td>Not wearing a seatbelt in the front of a car</td>
<td>84</td>
<td>90</td>
<td>91</td>
<td>81</td>
</tr>
<tr>
<td>Driving without motor insurance</td>
<td>94</td>
<td>92</td>
<td>90</td>
<td>80</td>
</tr>
<tr>
<td>Not wearing a seatbelt in the back of a car</td>
<td>88</td>
<td>78</td>
<td>78</td>
<td>76</td>
</tr>
<tr>
<td>Carry on driving when too tired</td>
<td>80</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Driving after drinking two pints</td>
<td>80</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
</tbody>
</table>

Base: All respondents June '05 (2,240), Nov '06 (2,259), Nov '07 (2,019), Oct '08 (2,009)

Chart 5b: Extent to which think behaviour is unacceptable (1) – drivers

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>Jun 05</th>
<th>Nov 06</th>
<th>Nov 07</th>
<th>Oct 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving after taking drugs</td>
<td>96</td>
<td>94</td>
<td>94</td>
<td>93</td>
</tr>
<tr>
<td>Not wearing a seatbelt in the front of a car</td>
<td>82</td>
<td>81</td>
<td>76</td>
<td>76</td>
</tr>
<tr>
<td>Driving without motor insurance</td>
<td>78</td>
<td>78</td>
<td>78</td>
<td>78</td>
</tr>
<tr>
<td>Not wearing a seatbelt in the back of a car</td>
<td>68</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Carry on driving when too tired</td>
<td>68</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Driving after drinking two pints</td>
<td>68</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
</tbody>
</table>

Base: All drivers Nov '06 (1,489), Nov '07 (1,274), Oct '08 (1,227)
Attitudes towards driving after taking drugs have remained consistent over time, with this behaviour being seen as unacceptable by most and no difference between drivers and non drivers (94%). In 2008, 86% of drivers found this to be extremely unacceptable (rating it 5 on the scale).

In 2008 just under seven in ten (68%) respondents found driving after drinking two pints unacceptable, unchanged from 2007, but a sharp decrease from 89% in June 2005. Both seasonal factors and campaign activity must be taken into account when drawing any conclusion from this change. However, a change in the way this question was asked may have also contributed to the change. Half (47%) rated this behaviour as extremely unacceptable, with non drivers more likely than drivers to do so (50% compared with 45%). Amongst the driving population it was female drivers who were more likely to find driving after two pints unacceptable (74%, compared with 62% of male drivers).

There were no changes in the proportion of respondents who believed it was unacceptable to wear a seat belt in a car, with not wearing in the front of a car still seen as more unacceptable than the back (92% compared with 80%). This was the same amongst both drivers and non drivers. Those who lived in the centre of a large town or city were less likely to find not wearing a seat belt in the back of a car unacceptable (70% compared with 81% of those living in other areas), with those living in London even less likely to do so (64%). Eight in ten (81%) found it extremely unacceptable to not wear a seat belt in the front and
six in ten (60%) in the back. This attitude was more likely to be held by women than men (85% compared with 76% in the front and 68% compared with 53% in the back).

Driving without insurance was seen as unacceptable by nine in ten (90%) respondents, with drivers more likely to hold this view than non drivers (91% compared with 86%), unchanged from 2007.

The unacceptability of driving when too tired dropped from 90% in June 2005 to 78% in November 2007, but was unchanged in October 2008 (78%). Non drivers were more likely to find this unacceptable (82% compared with 76% of drivers).

Charts 5d (all respondents), 5e (drivers) and 5f (non drivers) show the ratings of 4 or 5 for the remaining driving behaviours (speeding, using a mobile phone whilst driving and illegally parking on double yellow lines), as well as the three behaviours used for context: dropping litter in the street, not buying a television licence and shoplifting.

Chart 5d: Extent to which think behaviour is unacceptable (2) – all respondents

Base: All respondents June ’05 (2,240), Nov ’06 (2,259), Nov ’07 (2,019), Oct ’08 (2,009)
Chart 5e: Extent to which think behaviour is unacceptable (2) – drivers

<table>
<thead>
<tr>
<th>% unacceptable 4/5</th>
<th>Jun '05</th>
<th>Nov '06</th>
<th>Nov '07</th>
<th>Oct '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoplifting</td>
<td>95</td>
<td>96</td>
<td>94</td>
<td>94</td>
</tr>
<tr>
<td>Using mobile phone when driving</td>
<td>92</td>
<td>92</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>Dropping litter in the street</td>
<td>82</td>
<td>83</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td>Not buying a licence for your television</td>
<td>80</td>
<td>71</td>
<td>72</td>
<td>72</td>
</tr>
<tr>
<td>Driving at 40mph on a 30mph speed limit area</td>
<td>67</td>
<td>65</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Illegal parking on double yellow lines</td>
<td>67</td>
<td>67</td>
<td>67</td>
<td>67</td>
</tr>
</tbody>
</table>

Base: All drivers Nov '06 (1,489), Nov '07 (1,274), Oct '08 (1,227)

Chart 5f: Extent to which think behaviour is unacceptable (2) – non drivers

<table>
<thead>
<tr>
<th>% unacceptable 4/5</th>
<th>Jun '05</th>
<th>Nov '06</th>
<th>Nov '07</th>
<th>Oct '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoplifting</td>
<td>94</td>
<td>94</td>
<td>94</td>
<td>94</td>
</tr>
<tr>
<td>Using mobile phone when driving</td>
<td>93</td>
<td>93</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Dropping litter in the street</td>
<td>74</td>
<td>74</td>
<td>74</td>
<td>74</td>
</tr>
<tr>
<td>Driving at 40mph on a 30mph speed limit area</td>
<td>65</td>
<td>66</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td>Not buying a licence for your television</td>
<td>67</td>
<td>67</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>Illegal parking on double yellow lines</td>
<td>65</td>
<td>65</td>
<td>65</td>
<td>65</td>
</tr>
</tbody>
</table>

Base: All non-drivers Nov '06 (770), Nov '07 (745), Oct '08 (782)
Shoplifting was rated as unacceptable as driving after taking drugs (95% shoplifting, 94% driving after taking drugs). Eight in ten (82%) found dropping litter in the street unacceptable and seven in ten (70%) thought that not buying a television licence was unacceptable. These were all unchanged from 2007.

Speeding at 40mph in a 30mph zone features as a focus in the anti-speeding campaigns. Seven in ten (68%) respondents saw this as unacceptable behaviour in 2008, unchanged from 2007, but a drop from 79% in June 2005. As with driving after two pints, this may be down to seasonality or campaign activity, but may also be related to how the questions were asked in the 2005 survey compared with 2007 and 2008. Non drivers were more likely to find this unacceptable than drivers (73%, compared with 65%).

Driving whilst using a mobile phone has been seen, consistently, as unacceptable by over nine in ten respondents since 2005 (92%), with eight in ten (82%) finding this extremely unacceptable. Drivers and non drivers were equally likely to hold this opinion (81% drivers compared with 84% non drivers).

Two-thirds (66%) of respondents found parking on double yellow lines unacceptable (66%), unchanged from 2007. There were no differences between drivers and non drivers.

5.2 Attitudes towards dangerous driving

Respondents were shown a list of fifteen dangerous driving behaviours, and asked to rate the extent to which they agreed these were dangerous on a six point scale from agree completely to disagree completely.

Respondents who did not completely agree that these behaviours were dangerous are a key target of THINK! campaigns.

5.2.1 Drink or drug driving

All adults were asked of their attitude towards dangerous driving situations related to drugs and alcohol. Charts 5g, 5h and 5i show the proportion who completely agreed that each behaviour was dangerous.
Chart 5g: Attitudes to dangerous driving – drink and drugs (all respondents)

% Completely agree

Drive after taking class A drugs
Drive when over alcohol limit
Drive when unsure if over alcohol limit
Drive after smoking cannabis

Base: All respondents Nov '06 (2,259), Nov '07 (2,019), Oct '08 (2,009)

Chart 5h: Attitudes to dangerous driving – drink and drugs (drivers)

% Completely agree

Drive after taking class A drugs
Drive when over alcohol limit
Drive when unsure if over alcohol limit
Drive after smoking cannabis

Base: All drivers Nov '06 (1,489), Nov '07 (1,274), Oct '08 (1,227)
Driving after taking class A drugs was felt to be more dangerous than driving after smoking cannabis (89% compared with 79%). These levels are unchanged from previous years, with no differences between drivers and non drivers.

Eight in ten (81%) completely agreed that it is dangerous to drive if you are unsure if you are over the legal alcohol limit. This increased to 87% complete agreement that it is dangerous to drive when you are over the legal alcohol limit. This was a return to 2006 levels, following an increase to 94% in 2007. Drivers and non drivers held very similar views about the danger of driving when over the alcohol limit.

5.2.2 Speeding and mobile phones

Three statements were used to assess attitudes towards the danger of speeding, and three to assess the danger of driving whilst using a mobile phone (Charts 5j, 5k and 5l).
Chart 5j: Attitudes to dangerous driving – speeding and mobile phones (all respondents)

% Completely agree

<table>
<thead>
<tr>
<th></th>
<th>Nov 06</th>
<th>Nov 07</th>
<th>Oct 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use mobile phone to text whilst driving</td>
<td>85</td>
<td>84</td>
<td>78</td>
</tr>
<tr>
<td>Use mobile phone without hands free</td>
<td>77</td>
<td>76</td>
<td>75</td>
</tr>
<tr>
<td>Drive over speed limit</td>
<td>42</td>
<td>40</td>
<td>43</td>
</tr>
<tr>
<td>Drive at 90mph on motorway when no traffic</td>
<td>32</td>
<td>32</td>
<td>36</td>
</tr>
<tr>
<td>Use mobile with hands free</td>
<td>22</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>Drive too fast for conditions</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: All respondents Nov '06 (2,259), Nov '07 (2,019), Oct '08 (2,009)

Chart 5k: Attitudes to dangerous driving – speeding and mobile phones (drivers)

% Completely agree

<table>
<thead>
<tr>
<th></th>
<th>Nov 06</th>
<th>Nov 07</th>
<th>Oct 08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use mobile phone to text whilst driving</td>
<td>85</td>
<td>87</td>
<td>86</td>
</tr>
<tr>
<td>Use mobile phone without hands free</td>
<td>78</td>
<td>78</td>
<td>80</td>
</tr>
<tr>
<td>Drive over speed limit</td>
<td>34</td>
<td>34</td>
<td>36</td>
</tr>
<tr>
<td>Drive at 90mph on motorway when no traffic</td>
<td>28</td>
<td>28</td>
<td>33</td>
</tr>
<tr>
<td>Use mobile with hands free</td>
<td>20</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td>Drive too fast for conditions</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: All drivers Nov '06 (1,489), Nov '07 (1,274), Oct '08 (1,227)
Three quarters (75%) of respondents felt it was dangerous to drive too fast for the conditions. However, only 43% completely agreed it was dangerous to drive over the speed limit and 36% that it was dangerous to drive at 90mph on the motorway when there is no traffic (an increase from 32% in 2007). Drivers were more likely than non drivers to completely agree that it is dangerous to drive too fast for the conditions (77% compared with 70%), while non drivers were more likely to completely agree that it is dangerous to drive over the speed limit (56% compared with 36%) and that it is dangerous to drive at 90mph on the motorway when there is no traffic (44% compared with 33%).

Texting whilst driving was seen as the most dangerous of the mobile phone related behaviours (84%, unchanged from previous years), with drivers more likely to think this than non drivers (86% compared with 80%). Just over three in four (78%) completely agreed that it was dangerous to use a mobile phone without a hands free kit, whilst only one in four (25%) thought it was dangerous to use a mobile phone with a hands free kit whilst driving. Drivers were more likely than non drivers to view not using a hands free kit as dangerous (80% compared with 75%), but were less likely to think it dangerous to use a mobile with a hands free kit whilst driving (23% compared with 28%).
5.2.3 Seat belts and other behaviours

The remaining dangerous driving behaviours included not wearing seat belts, driving without insurance or MOT, carrying on driving when too tired and parking on double yellow lines (Charts 5m, 5n and 5o).

Chart 5m: Attitudes to dangerous driving – seat belts and other behaviours (all respondents)

<table>
<thead>
<tr>
<th>% Completely agree</th>
<th>Nov '06</th>
<th>Nov '07</th>
<th>Oct '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't use seatbelts in front of car</td>
<td>77%</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td>Drive without insurance/MOT</td>
<td>67%</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>Carry on driving when too tired</td>
<td>60%</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Don't use seatbelts in back of car</td>
<td>25%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>Park on double yellow lines</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Base: All respondents Nov '06 (2,259), Nov '07 (2,019), Oct '08 (2,009)
Chart 5n: Attitudes to dangerous driving – seat belts and other behaviours (drivers)

% Completely agree

- Don't use seatbelts in front of car
- Drive without insurance/MOT
- Don't use seatbelts in back of car
- Carry on driving when too tired
- Park on double yellow lines

Base: All drivers Nov '06 (1,489), Nov '07 (1,274), Oct '08 (1,227)

Chart 5o: Attitudes to dangerous driving – seat belts and other behaviours (non drivers)

% Completely agree

- Don't use seatbelts in front of car
- Carry on driving when too tired
- Drive without insurance/MOT
- Don't use seatbelts in back of car
- Park on double yellow lines

Base: All non-drivers Nov '06 (770), Nov '07 (745), Oct '08 (782)
Not using a seat belt in the front of a car was seen to be more dangerous than not wearing a seat belt in the back (77% completely agreed for the front compared with 63% for the back). Drivers were more likely than non drivers to completely agree that it is dangerous to not wear a seat belt in the back (65% compared with 60%).

Seven in ten (70%) completely agreed that it is dangerous to drive without insurance or MOT, and this was particularly the case amongst drivers (74% compared with 63% of non drivers). The proportion of non drivers who completely agreed with this fell from 2006 (69%) to 2007 (64%), but has remained at that level since then.

Perceptions of carrying on driving when tired as a dangerous behaviour dropped from 67% in 2006 to 63% in 2008. There was no change in the opinion of drivers, but complete agreement amongst non drivers fell from 71% to 64% in this time period.

One in four (26%) completely agreed that it is dangerous to park on double yellow lines. This is unchanged from previous years, with no differences between drivers and non drivers.

### 5.3 Learning to drive and the driving test

Respondents were presented with statements relating to learning to drive and the driving test, and asked to state their level of agreement with each. Charts 5p (all respondents), 5q (drivers) and 5r (non drivers) show the proportion agreeing with each statement.
Chart 5p: Agreement with statements about learning to drive (all respondents)

Chart 5q: Agreement with statements about learning to drive (drivers)
A significantly lower proportion of adults in 2008 (78%) compared with 2006 (86%) agreed that passing the driving test does not make you a safer driver. Adults with driving experience were more likely to agree than non drivers (83% compared with 71%). Overall, 56% strongly agreed.

There was no change overall in agreement that learning to drive does not prepare you for the roads (65%), however, agreement has dropped slightly amongst drivers since 2006 (68% in 2008, compared with 72% in 2006), with a similar increase in agreement amongst non drivers (59% in 2008 compared with 54% in 2006).

There have been no changes in agreement that the driving test is too easy nowadays (14%), with no differences between drivers and non drivers.
6 Road user behaviour

This chapter explores the prevalence of dangerous driving behaviours and also, new for 2008, the perceived prevalence of dangerous driving behaviours. It then goes on to look at the proportion of drivers who have received driving related penalties and finally the experiences of different road users – passengers and car, van or lorry drivers.

6.1 Prevalence of dangerous driving behaviour

In order to measure prevalence of dangerous driving, respondents were asked how often, if at all, they carried out a range of dangerous behaviours. Since 2006, in order to reduce social desirability bias, these questions have been asked as self completion using the laptop to all drivers aged 18 plus. In 2005 they were asked as self completion but using a paper questionnaire. Therefore, on some measures, there was a step change in the data from 2005 to 2006 as the paper method of data collection may have felt less anonymous to some respondents and may therefore have prevented them from giving completely truthful answers.

Following this, for the first time in 2008, drivers aged 18+ were then asked, of the drivers they knew, how many they thought carried out the same dangerous driving behaviours. This was to gauge which behaviours drivers felt were common amongst people they knew, with the hypothesis that it is more socially acceptable to carry out behaviour if you perceive more people to be behaving in that way, even if it is dangerous or illegal.

On all the behaviours, more people said that they knew people that carried them out than they themselves admitted to doing personally. This is to be expected as for every one person carrying out a particular behaviour, there will be several people who know that person, whether they themselves carry out the behaviour or not. It is still interesting however to see which behaviours are perceived to be more common.

In each of the sections that follow, data is first shown to illustrate the prevalence of each group of behaviours (driving under the influence of drink or drugs, speeding, mobile phones, use of seat belts and other behaviours), over the four years that these have been measured, and then to demonstrate the perceived prevalence of these measures to provide a comparison.

6.1.1 Driving under the influence of drink or drugs

Chart 6a shows prevalence of drink and drug driving.
Prevalence of driving under the influence of alcohol or drugs was unchanged in 2008 from previous years.

One in twenty (5%) drivers aged 18+ admitted to driving whilst over the legal alcohol limit, but a higher proportion (13%) said they had driven when they were unsure if they were over the legal alcohol limit. This suggests that many drivers are still unsure as to what their limits are regarding drinking alcohol and driving.

Driving under the influence of drugs remains a minority behaviour, with only 2% of drivers aged 18+ admitting to driving after smoking cannabis and the same proportion admitting to driving after taking class A drugs.

The perceived prevalence of driving whilst under the influence of alcohol and drugs is shown in Chart 6b.
Four in ten (43%) knew people who drive when they were unsure if they are over the legal alcohol limit and three in ten (30%) knew people who drive when they are over the legal alcohol limit. For the majority, this was just a few people; only 2% said that most people they knew drive when unsure and 1% felt that most people they knew drive when over the legal alcohol limit. As with the prevalence measures, it seems that more people are willing to drive when unsure if they are under the influence of alcohol than drive when they know themselves to be under the influence.

One in ten (11%) said they knew people who drive after smoking cannabis and slightly fewer (7%) knew people who drove after taking class A drugs.

Driving when under the influence of drugs and alcohol is more common amongst younger people and this is also reflected in the proportion of drivers who feel they know someone who does this. As most people will know people of a similar demographic background to themselves, it is unsurprising that the proportion of people who know someone who drives under the influence of drugs or alcohol is higher amongst younger drivers than older drivers. For example, 43% of 18-29 year old drivers knew people who drive when over the legal alcohol limit, falling
to 23% of drivers aged 55%, and 27% of 18-29 year old drivers knew people who drive after smoking cannabis, falling to 3% of those aged 55+.

### 6.1.2 Speeding

Prevalence of speeding is shown in Chart 6c.

Out of all the dangerous driving behaviours measured, speeding is the most prevalent.

Seven in ten (71%) drivers aged 18+ said that they drive over the speed limit, with one in four (26%) doing this at least once a week. However, both of these were slightly lower than in 2007 when 74% said they drive over the speed limit and 29% did so at least once a week. Behaviour change can be slow to change so we will need to monitor it over the long term to see if these slight changes represent real movement.

The proportion of drivers who said that they drive at 90mph when there was no traffic had increased slightly from 39% in 2006 to 42% in 2007. However, this recovered to 38% in 2008.
Driving too fast for the conditions is slowly declining, with 27% of drivers aged 18+ admitting to this in 2008, down from 30% in 2006.

Chart 6d shows perceived prevalence of speeding. Like prevalence, this behaviour had the highest level of perceived prevalence of all those measured.

Although 71% of drivers admitted to driving over the speed limit, only one in four (24%) felt that most people that they knew did this, suggesting it is perhaps a more common behaviour than it is perceived to be. Three in four (76%) thought that at least a few people they knew drove over the speed limit.

Six in ten said they knew people who drive at 90mph when there was no traffic (62%) and that they knew people who drove too fast for the conditions (56%).

Drivers who know people who speed tended to be younger and those in social grades AB. Men aged 30-44 were particularly likely to know people who drive ‘fast’: 82% of this group said they knew people who drive at 90mph when there is no traffic and 70% said they knew people who drive too fast for the conditions. Women aged 18-29 were particularly likely to say they knew people who drive over the speed limit (86%), which may suggest that they are thinking about breaking the speed limit at lower speeds here.
Another measure of speeding in the 2008 Annual Survey was asked as part of a battery of statements covering various road safety issues, including attitudes towards the driving test, road safety advertising and rural driving. This particular measure was designed to address attitudes towards speeding on country roads.

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>9</td>
</tr>
<tr>
<td>Slightly agree</td>
<td>26</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>15</td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>21</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>28</td>
</tr>
</tbody>
</table>

One in three (35%) drivers agreed that they did put their foot down when faced with a clear open road in the country. Half (49%) of drivers disagreed.

The type of area people lived in made some difference to their attitudes towards speeding on country roads: those who lived in small towns or on the outskirts of large towns or cities were more likely to agree than those who lived in other areas (37% compared with 31%).

As we have seen before with other speeding measures, men were more likely to agree with this than women (40% compared with 29%). In addition, there was a clear pattern by social grade, with 41% of ABs agreeing, falling to 22% of those in social grade E.

**6.1.3 Use of mobile phones**

Prevalence of using mobile phones whilst driving is shown in Chart 6f.
Early in 2007, a change in legislation brought in stronger penalties for use of mobile phones without hands-free kits whilst driving. This was reflected in a drop in the prevalence of using mobile phones to drive without a hands-free kit, from 21% in 2006 to 17% in 2007. This level was maintained in 2008 (16%). There was however, no corresponding increase in the proportion of drivers using a mobile phone with a hands-free kit whilst driving (25% in 2008), despite the increase in advertising and publicity for such devices, suggesting that some drivers may have made the decision to completely stop using a mobile phone while driving.

There has been no change in the proportion of drivers using a mobile phone to text whilst driving, stable at 12%.

Chart 6g shows perceptions of prevalence of using mobile phones whilst driving.
Chart 6g: Perceived prevalence of dangerous driving behaviour – mobile phones

<table>
<thead>
<tr>
<th>Most people I know do this</th>
<th>Some people I know do this</th>
<th>A few people I know do this</th>
<th>No one I know does this</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use mobile phones whilst driving with hands free kit</td>
<td>10%</td>
<td>23%</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Use mobile phones while driving without hands-free kit</td>
<td>4%</td>
<td>14%</td>
<td>27%</td>
<td>52%</td>
</tr>
<tr>
<td>Use a mobile phone to text whilst driving</td>
<td>2%</td>
<td>11%</td>
<td>23%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Base: All drivers 18+ Oct 08 (1,219)

As with personal behaviours, using a mobile phone with a hands-free kit was felt to be more prevalent than using one with no hands-free kit: 60% knew people who used a hands-free kit, while 45% knew people knew people that used a mobile while driving with no hands-free kit. One in ten (10%) felt that most people they knew used a mobile with a hands-free kit whilst driving, suggesting that to some at least this is seen as a common behaviour.

One in three (36%) drivers knew people who used a mobile phone to text whilst driving, although only 2% thought that most people they knew did this.

Given the high usage of mobile phones amongst the younger age groups, it is unsurprising that they are more likely than older drivers to know people who use a mobile phone whilst driving. For example, 60% of 18-29s knew people who used a mobile phone to text whilst driving, falling to 17% of those aged 55+.

### 6.1.4 Seat belt wearing

Seat belt wearing is a key issue to be tackled in 2008/09, with the launch of a new campaign aimed to shock drivers with what may happen to them if they have a crash at 30mph while not wearing a seat belt. Fieldwork for the Annual Survey
was carried out immediately before the seat belts campaign launched so data does not reflect any campaign effect.

Chart 6h: Prevalence of dangerous driving behaviour – seat belts

One in four (23%) drivers aged 18+ admitted they did not always wear a seat belt when sitting in the back of a car, which is unchanged from 2007 (24%) but a drop from 2006 (28%). There was no change in the proportion of drivers aged 18+ who said they did not always wear a seat belt in the front of a car (10%).

Not always wearing a seat belt in the back of a car is more of an issue in London than elsewhere in Great Britain. In London, almost half (47%) of drivers admitted to not wearing a seat belt in the back of a car, compared with 21% in the rest of the country. In particular, almost one in ten (8%) London drivers did not wear a seat belt in the back of a car at least once a week. This is compared with 2% of drivers in the rest of the country. These differences were not apparent for not wearing a seat belt in the front of a car.
Three in ten (28%) knew people who did not wear a seat belt in the front of the car and just over four in ten (43%) knew people who did not wear a seat belt in the back of a car. Only a handful felt that most people they knew did not wear a seat belt in the front (2%) or the back (3%) of a car.

Reflecting seat belt wearing behaviours, men and younger drivers were more likely to know people who did not wear a seat belt in the front or back of a car. There was less of a difference between London and the rest of the country in terms of knowing people who did not wear a seat belt in the back of a car; however this was still higher in London (54% compared with 42%).

### 6.1.5 Other behaviours

Other behaviours measured were driving when too tired, parking on double yellow lines and driving without insurance or MOT.
Four in ten (38%) drivers aged 18+ admitted to carrying on driving when they were too tired, stable from previous years. One in three (33%) said that they parked on double yellow lines, which was a drop from 2006 and 2007 (38%). Prevalence of driving without insurance or MOT was unchanged from previous years and was only carried out by a handful of drivers (3%).
Just under half (48%) of drivers knew other drivers who carried on driving when too tired, although very few (2%) thought most drivers they knew did that.

One in twenty (6%) felt that most people they knew parked on double yellow lines and half (51%) knew at least a few people that did this.

Driving without insurance or MOT was felt to be the least prevalent of all the behaviours listed: fewer than one in ten (8%) knew people that did this.

### 6.2 Driving related penalties

In the self completion section of the survey, all drivers aged 18 or over were asked to state which common driving penalties they have ever gained, and which they had gained more recently (in the last three years). The latter measure is perhaps the more reliable one due to memory limitations over time.

Both measures have remained stable since 2007, and we would not expect to see significant changes in reporting of these measures year on year.
Half of drivers aged 18 or over said that they had never gained any form of driving related penalty (51%).

The penalties most commonly gained, by around a third of drivers, were points on the licence (33%) or a fine for speeding (30%).

Around one in twenty said they had at some point gained a conviction (5%) or a ban (5%). A small minority said they had received a fine for not wearing a seat belt (3%), using a mobile phone whilst driving (2%) or driving with no MOT or insurance (1%).

Chart 6m shows the proportion of all drivers aged 18 years and over who have received the various penalties in the last three years.
**Chart 6m: Driving related penalties gained in the last 3 years**

<table>
<thead>
<tr>
<th>Penalty</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points on your licence</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Fine for speeding</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>A conviction for any type of driving offence</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Driving ban</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Fine for not wearing a seatbelt</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Fine for using a mobile phone while driving</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Fine for no MOT/Insurance</td>
<td>*</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>79%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Base: All drivers 18+ Nov '07 (1,258) Oct '08 (1,219)

Eight in ten (79%) had not received any penalty within the last three years. As with penalties ever received, drivers were most likely to have received either points on their licence (12%) or a fine for speeding (10%) within the last three years. Each of the other penalties had been received by 1% of drivers, or fewer.

### 6.3 Passenger experience

It is interesting to look at dangerous driving behaviours from a passenger point of view, i.e. what they may have been involved in or subjected to, as behaviour is subject to change when carried out in the social domain, and second party presence in a car may have an influence on a driver’s actions. All respondents were asked to state from a prompted list which they had experienced personally as a passenger.

On the following charts, data have been split out to show firstly all respondents and then drivers and non drivers separately, to see whether the experiences of the two key groups differed.
6.3.1 Driving under the influence of drink or drugs

Two statements addressed the issue of experiencing driving under the influence of drink or drugs – whether actually experienced this or whether refused to travel with a driver who was possibly under the influence of drink or drugs (Charts 6n and 6o).

Chart 6n: Passenger experience – drink/drugs (all respondents)

Base: All respondents Nov 06 (2,259), Nov 07 (2,019), Oct 08 (2,009)
One in six (17%) respondents said they had refused to travel with a driver they felt may have been under the influence of drink or drugs. This is slightly higher than the proportion who said they had travelled with a driver who may have been under the influence of drink or drugs (13%). Both of these have remained stable from previous years. For both measures, there was no difference between drivers and non drivers.

6.3.2 Speeding

Speeding was addressed through three measures, two of which were aimed at whether the passenger thought the driver was driving too fast (asking a driver to slow down or feeling unsafe because of the speed the driver was driving at) and one of which was aimed at whether the passenger was encouraging speeding behaviour (Charts 6p and 6q).
Chart 6p: Passenger experiences – speeding (all respondents)

- Asked a driver to slow down: 43 (Nov 06), 46 (Nov 07), 42 (Oct 08)
- Encouraged a driver to drive faster: 6 (Nov 06), 7 (Nov 07), 8 (Oct 08)
- Felt unsafe because of the speed that the driver was driving at

Base: All respondents Nov 06 (2,259), Nov 07 (2,019), Oct 08 (2,009)

Chart 6q: Passenger experiences – speeding (all drivers vs. non drivers)

- Felt unsafe because of the speed that the driver was driving at (drivers): 47 (Nov 06), 49 (Nov 07), 45 (Oct 08)
- Felt unsafe because of the speed that the driver was driving at (non drivers): 35 (Nov 06), 33 (Nov 07), 36 (Oct 08)
- Asked a driver to slow down (drivers): 45 (Nov 06), 47 (Nov 07), 43 (Oct 08)
- Encouraged a driver to drive faster (drivers): 7 (Nov 06), 8 (Nov 07), 8 (Oct 08)
- Encouraged a driver to drive faster (non drivers): 5 (Nov 06), 5 (Nov 07), 5 (Oct 08)

Base: All drivers Nov 06 (1,489), Nov 07 (1,274), Oct 08 (1,227); All non drivers Nov 06 (770), Nov 07 (745), Oct 08 (782)
Four in ten respondents had asked a driver to slow down (42%) or felt unsafe because of the speed the driver was driving at (42%), both of which were stable compared with previous years.

In terms of asking a driver to slow down, in 2006 and 2007 there was a gap between drivers’ and non drivers’ passenger experiences (49% of drivers compared with 39% of non drivers in 2007). However, in 2008, this gap had closed (43% of drivers compared with 41% of non drivers). There was however still a difference in 2008 between drivers and non drivers in terms of the proportion who said they had felt unsafe because of the speed a driver was driving at; 45% of drivers compared with 36% of non drivers.

Less than one in ten (8%) admitted to encouraging a driver to drive faster. This was unchanged from previous years, with again no difference between drivers and non drivers.

6.3.3 Use of mobile phones

Chart 6r shows the proportion of all respondents, drivers and non drivers who said they had felt unsafe as a passenger because a driver was using a mobile phone.

<table>
<thead>
<tr>
<th>Chart 6r: Passenger experiences – use of mobile phones</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="chart6r.png" alt="Chart Image" /></td>
</tr>
</tbody>
</table>

Base: All respondents Nov 06 (2,259), Nov 07 (2,019), Oct 08 (2,009); All drivers Nov 06 (1,489), Nov 07 (1,274), Oct 08 (1,227); All non drivers Nov 06 (770), Nov 07 (745), Oct 08 (782)
Overall there was no change in the proportion of respondents who said they had felt unsafe because a driver was using a mobile phone (21%). There was little difference between drivers and non-drivers, although the proportion of non-drivers stating this increased from 17% in 2007 to 22% in 2008.

### 6.3.4 Seat belt wearing

Passenger experiences of not wearing a seat belt in the front or back seat are shown in Charts 6s and 6t.

**Chart 6s: Passenger experiences – seat belt wearing (all respondents)**

![Chart 6s: Passenger experiences – seat belt wearing (all respondents) graph](image)

Base: All respondents Nov 06 (2,259), Nov 07 (2,019), Oct 08 (2,009)
One in four (26%) respondents admitted to not having worn a seat belt in the back of a car, a slight fall from 2007 (30%). The proportion who said they had not worn a seat belt in the front was unchanged at 15%. There was little difference between drivers and non drivers for both of these measures.

6.3.5 Other experiences

The final passenger experiences covered in this section are being involved in an accident as a passengers and feeling unsafe because the driver was tired.
Chart 6u: Passenger experiences – other (all respondents)

- Felt unsafe because a driver was tired
- Been involved in accident when travelling as a passenger

Base: All respondents Nov 06 (2,259), Nov 07 (2,019), Oct 08 (2,009)

Chart 6v: Passenger experiences – other (drivers vs. non drivers)

- Felt unsafe because a driver was tired (drivers)
- Been involved in accident when travelling as a passenger (drivers)
- Felt unsafe because a driver was tired (non drivers)
- Been involved in accident when travelling as a passenger (non drivers)

Base: All drivers Nov 06 (1,489), Nov 07 (1,274), Oct 08 (1,227); All non drivers Nov 06 (770), Nov 07 (745), Oct 08 (782)
The proportion of all respondents who said they had been involved in an accident when travelling as a passenger fell slightly from 22% in 2007 to 18% in 2008. This change was largely driven by changes amongst drivers, also falling from 22% to 18%, while the number of non drivers who reported this having happened to them remained constant at 20%.

There was no change in the proportion of all respondents who said they had felt unsafe travelling as a passenger because the driver was tired (15%), with no difference between drivers and non drivers.

**6.4 Precautions taken to avoid accidents**

In order to look at the perspective of car, van or lorry drivers on sharing the road safely with other road users, they were asked about what measures they took to avoid accidents with motorcyclists and cyclists.

Between 2006 and 2007 there was a slight increase in all the precautions taken by car, van or lorry drivers in relation to bikers and cyclists. However, in 2008, most of these returned to their 2006 levels.

Eight in ten (79%) mentioned checking mirrors regularly for cyclists and motorcyclists and three quarters (74%) said that they left enough space between their car and cyclists or motorcyclists. These levels were unchanged from 2007.
One in three (36%) said that they turned their headlights down for oncoming cyclists or motorcyclists, which, along with other precautions was a decline from 2007 (47%), but, unlike others, also from 2006 (41%).
7  Awareness of, and attitudes towards, the THINK! brand

This section covers the awareness of, and attitudes towards, the THINK! road safety brand as a whole – the sum of its individual campaign parts.

7.1  Spontaneous awareness of advertising about road safety

As a spontaneous measure of THINK! road safety campaign activity, all respondents were first asked if they recalled seeing any advertising about road safety (Chart 7a). They were then asked who they thought produced the road safety advertising that they recalled seeing (Charts 7b and 7c).

Chart 7a: Spontaneous awareness of road safety advertising

Amongst all respondents, recollection of any road safety advertising declined from 60% in 2006 to 39% in 2008 which probably reflects the reduced activity in the first half of the 2008/9 year. The most recent campaign prior to the 2008 wave of research was the summer 2008 drink drive campaign; the new seat belts campaign had not yet launched at this point.

There was little difference in advertising awareness between drivers and non drivers in 2008 (38% of drivers compared with 40% of non drivers). In previous years, however, advertising awareness has been higher amongst drivers;
between 2007 and 2008 advertising awareness fell from 56% to 38% amongst drivers but remained stable amongst non drivers.

Men and younger people were more likely to recall seeing road safety advertising recently (41% of men compared with 37% of women and 49% of 15-29s falling to 27% of those aged 55 and over).

Respondents who recalled seeing some recent advertising about road safety were asked who they believed had produced the advertising. Responses were given spontaneously and then coded using a pre-defined list by interviewers. The most commonly given responses are shown in Chart 7b (all respondents) and Chart 7c (drivers and non drivers)

Chart 7b: Spontaneous awareness of source of road safety advertising (all respondents)

Base: All aware of road safety advertising Nov 06 (1,356), Nov 07 (1,009), Oct 08 (745)
Chart 7c: Spontaneous awareness of source of road safety advertising (drivers vs. non drivers)

Fewer adults had remembered hearing or seeing road safety advertising recently, but when asked who produced it, those who had were more likely to spontaneously name a specific body or agency than those last year. Only a quarter of those who recalled seeing road safety advertising said they did not know who produced it, fewer than last year (25% in 2008 down from 33% in 2007).

However the most frequently mentioned source was the generic answer ‘Government’ (31%, up from 20% in 2007). This placed mentions of the Government higher than mentions of THINK!, which remained unchanged (22% in 2007 and 19% in 2008). Men were more likely than women to name THINK! (22% men compared with 16% women), as were younger people (25% of those aged 15-44, compared with 8% of those aged 45+).

Other public bodies and agencies were mentioned in similar proportions to last year.

There was little difference between drivers and non drivers in the organisations they mentioned as sources of road safety advertising. However, drivers were more likely to mention the Department of Transport (15% compared with 9%) of non drivers). This may be because drivers are generally more likely than non
drivers to be aware of the Department of Transport as an organisation. Amongst both groups, awareness was unchanged from 2007.

### 7.2 Prompted awareness of the THINK! Logo

As a measure of awareness of the THINK! brand, all respondents were shown the THINK! logo on the screen of the laptop and then asked if they had seen it before (Chart 7d).

When prompted, eight in ten (81\%) respondents recognised the THINK! logo. This level of awareness has remained stable since 2006.

Drivers were more likely to recognise the THINK! logo than non drivers (85\% of drivers compared with 75\% of non drivers). This finding is consistent with previous waves. Among drivers, those who travelled further over the course of the year were more likely to recognise the brand (94\% of those who travelled 10,000+ miles in a year, falling to 75\% of those who travelled for up to 3,000 miles).

As in previous waves the level of recognition falls off among those aged 55 and older (87\% of 15-54s, falling to 69\% of those aged 55+).
### 7.3 THINK! brand personality

In order to measure the perceived image, or personality, of the THINK! brand, all respondents who recognised the THINK! logo were shown a list of words (both favourable and unfavourable) and were asked to select which they felt best described the THINK! campaign (Chart 7e).

<table>
<thead>
<tr>
<th>Positive trait</th>
<th>Negative trait</th>
</tr>
</thead>
<tbody>
<tr>
<td>'07</td>
<td>'07</td>
</tr>
<tr>
<td>'06</td>
<td>'06</td>
</tr>
<tr>
<td>'08</td>
<td>'08</td>
</tr>
</tbody>
</table>

As noted in previous years, the response was very positive. Words chosen most frequently by respondents to describe the THINK! campaign image were favourable.

Half (51%) of all those that recognised the THINK! logo felt that the THINK! campaign was helpful. This was a recovery to 2006 levels, following a dip in 2007. Slightly fewer (46%) felt the THINK! campaign was thought-provoking. Early indications are of a declining trend in association with thought-provoking (51% in 2006). It will be interesting to see if this changes as new campaigns are launched in the latter half of the 2008/9 year.

Influential (27%) and caring (24%) were both mentioned in similar proportions to previous waves. Influential was more likely to be mentioned by younger people (31% of 15-44s compared with 21% of those aged 45+).
As in previous years, each negative trait was mentioned by a low proportion of respondents. Boring, old fashioned and irrelevant were mentioned by 6% each, with bossy and intrusive by just 3%.

| Table 7f: Selected words to describe the THINK! campaign (drivers vs. non drivers) |
|-----------------|-----------------|-----------------|-----------------|
|                 | Nov 06          | Nov 07          | Oct 08          |
| Drivers (1,277) % | Non drivers (576) % | Drivers (1,081) % | Non drivers (536) % | Drivers (1,020) % | Non drivers (569) % |
| Helpful         | 45              | 58              | 40              | 45              | 50              | 54              |
| Thought-provoking| 54              | 45              | 50              | 44              | 48              | 40              |
| Influential     | 30              | 27              | 24              | 27              | 26              | 28              |
| Caring          | 22              | 30              | 19              | 28              | 22              | 29              |
| Innovative      | 10              | 11              | 9               | 9               | 9               | 12              |
| Expert          | 7               | 11              | 7               | 8               | 8               | 12              |
| Old-fashioned   | 6               | 3               | 7               | 7               | 6               | 6               |
| Irrelevant      | 5               | 5               | 8               | 5               | 6               | 5               |
| Boring          | 5               | 3               | 9               | 8               | 6               | 5               |
| Intrusive       | 2               | 1               | 2               | 3               | 3               | 4               |
| Independent     | 4               | 6               | 4               | 7               | 2               | 3               |
| Bossy           | 1               | 2               | 3               | 3               | 2               | 4               |

Base: All drivers / non drivers who recognise the THINK! logo

As with all respondents, there was a recovery of mentions of helpful by both drivers (50%) and non drivers (54%). Mentions of other words were relatively unchanged.

Drivers were more likely than non drivers to describe the THINK! campaign as thought-provoking (48% compared with 40%), perhaps because campaigns are primarily aimed at changing driver’s behaviour and therefore have more salience for them. Whereas non drivers were more likely to have described it as caring (29%, compared with 22% of drivers) reflecting the more supportive role for this group.

### 7.4 Attitudes towards THINK! and road safety advertising

As a measure of attitudes towards the THINK! campaign, respondents who recognised the THINK! campaign logo were then shown a series of attitudinal statements and asked whether they agreed or disagreed with each (Charts 7g and 7h). These statements were designed to measure brand affinity, persuasion and momentum.
Chart 7g: Agreement with statements about the THINK! brand (all respondents)

Base: All respondents who recognise the THINK! logo Nov 06 (1,853), Nov 07 (1,617), Nov 08 (1,589)

Chart 7h: Agreement with statements about the THINK! brand (drivers vs. non drivers)

Base: All drivers who recognise the THINK! logo Nov 06 (1,277), Nov 07 (1,081), Oct 08 (1,020); All non drivers who recognise the THINK! logo Nov 06 (576), Nov 07 (536), Oct 08 (569)
Six in ten (61%) respondents who recognised the THINK! logo agreed that when they see something with the THINK! logo on they trust it, including three in ten who agreed strongly (31%). The level of agreement was unchanged from 2007, following the decrease from 2006 (68%). There was no difference between drivers and non drivers, with both groups following a similar pattern to that amongst all respondents.

Around seven in ten (69%) of those who recognised the THINK! logo agreed that when they saw something with it on it made them take notice, including a third who agreed strongly (33%). The trend since 2006 has been a decline in agreement with this statement (78% in 2006 and 72% in 2007). There was no difference in agreement between drivers and non drivers.

Half of all those who recognised the THINK! logo agreed that the THINK! campaign makes a difference to the safety of the roads (48%). This remained steady from 2007 after the decrease from 2006 (49% in 2007 down from 57% in 2006). As with the other statements, there was no difference in agreement between drivers and non drivers.

As a broader measure of attitudes towards road safety advertising, all respondents were asked whether they believed it had an impact on how people behave on the roads and also whether they felt there was too much road safety advertising (Charts 7i and 7j).

Chart 7i: Agreement with statements about road safety advertising (all respondents)

Base: All respondents Nov 06 (2,259), Nov 07 (2,019), Oct 08 (2,009)
Almost half of all respondents (46%) agreed that road safety advertising is actually having a strong impact on the way people behave on the roads. Three in ten did not agree (31%). There was no change from previous years and no difference between drivers and non drivers. However, agreement with this statement drops off among the 55 and over age group (49% of 15-54s compared with 39% of those aged 55 and over). In fact the proportion of over 55s that agreed was very similar to the proportion that disagreed (37%).

One in seven (14%) respondents agreed that there is too much advertising about road safety, unchanged from previous years. Two in three (65%) disagreed and this was more likely to be women (70% compared with 59% of men) and older respondents (68% of those aged 30+ compared with 56% of those aged 15-29). There were no differences between drivers and non drivers.
8 Awareness of, and attitudes towards, wearing seat belts

This section covers awareness of, and attitudes to wearing a seat belt. It was first introduced for the 2007 survey and a slightly shortened version was repeated in 2008. Respondents were asked (spontaneously) of their awareness of the current penalty for not wearing a seat belt and of the current age at which a person becomes responsible for wearing a seat belt. They were then asked if they knew the effect not wearing a seat belt has on insurance.

8.1 Spontaneous awareness of current penalty for not wearing a seat belt

All respondents were asked what they thought the current penalty was for not wearing a seat belt in a moving vehicle.

Chart 8a: Awareness of current penalty for not wearing a seat belt in a moving vehicle (spontaneous)

<table>
<thead>
<tr>
<th>Penalty</th>
<th>Nov '07</th>
<th>Oct '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>A £60 fine</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>A fine (general mention)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Points on driving licence</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>A £30 fine</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>A £50 fine</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Verbal warning</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>A £100 fine</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>A £80 fine</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>A £40 fine</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Written warning</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>A £1000 fine</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>A £500 fine</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>A £200 fine</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>19%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Base: All respondents Nov '07 (2,019), Oct '08 (2,009)

All mentions of 1% and above
The results were almost identical to those from the 2007 survey. Penalties were most likely to be considered to be: a £60 fine (29%); a fine in general (23%); and points on your driving licence (21%). Just 14% correctly identified a £30 fine as the current penalty for not wearing a seat belt.

Men (18%) were more likely than women (10%) to know the correct penalty, with a quarter of women (23%) abstaining from giving an answer altogether. Younger people were more likely to give the right answer than those in older age groups (20% of 15-29 year olds, falling to 10% of those aged 55 or over). Drivers were more likely to be aware of the correct penalty than non drivers (15% compared with 11%).

8.2 Spontaneous awareness of current age a person becomes responsible for wearing a seat belt

All respondents were asked how old they thought a person would have to be before they became responsible for wearing their own seat belt as a passenger in a moving vehicle.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Nov '07</th>
<th>Oct '08</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 and under</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>5</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>7</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>10</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>11</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>12</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>13</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>14</td>
<td>2%</td>
<td>13%</td>
</tr>
<tr>
<td>15</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>16</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>17</td>
<td>4%</td>
<td>28%</td>
</tr>
<tr>
<td>18</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>19+</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td>Don't know</td>
<td>11%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Base: All respondents Nov '07 (2,019), Oct '08 (2,009)
As in 2007, a wide spectrum of answers was given to this question. The most common response was again 16 years of age. The proportion of respondents giving this answer actually rose from 23% in 2007 to 28% in 2008, suggesting that there is a large amount of misunderstanding amongst the public. One in ten respondents (11%) gave the correct answer of 14, similar to the proportions who thought the age of responsibility is 12 (10%) or who were too unsure to offer an answer (12%).

Younger respondents were more likely to give the correct answer of 14 (14% of 15-29 year olds, falling to 8% of those aged 55 and over). Drivers (11%) were no more likely than non-drivers (9%) to know at what age a person becomes responsible for wearing a seat belt as a passenger.

### 8.3 Awareness of the effect not wearing a seat belt has on insurance

All respondents were asked if they knew that not wearing a seat belt in a moving vehicle would reduce the value of their insurance compensation if they were injured in a crash. As in 2007, six in ten (on this occasion 61%) said that they were aware (Chart 8c).

<table>
<thead>
<tr>
<th>Chart 8c: Whether aware that not wearing a seat belt affects value of insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
</tbody>
</table>

Drivers were more likely than non drivers to be aware that not wearing a seat belt affects the value of an insurance claim (66% compared with 52%). The
proportion of women who knew that not wearing a seat belt affects the value of insurance compensation if someone is injured in a crash rose from 53% in 2007 to 60% in 2008, bringing it in line with the figure for men. However, as in 2007, there remains a correlation between both age and social grade and awareness that not wearing a seat belt affects insurance: 71% of over 55s were aware, falling to 50% of 15-29 year olds; and 69% of ABs were aware, falling to 50% of those in social grade E. Men aged 55 or over were particularly likely to be aware (76%).
9 Knowledge and understanding of road signs

A series of questions on road signs and speed limits was introduced to the 2008 survey, in order to assess understanding of these amongst drivers.

The first question showed respondents the national speed limit road sign and asked them what they thought it meant.

Chart 9a: Perceived meaning of the National Speed Limit sign

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>National speed limit</td>
<td>57%</td>
</tr>
<tr>
<td>End of speed limit</td>
<td>11%</td>
</tr>
<tr>
<td>No speed limit</td>
<td>6%</td>
</tr>
<tr>
<td>Drive at 70mph</td>
<td>5%</td>
</tr>
<tr>
<td>No entry</td>
<td>4%</td>
</tr>
<tr>
<td>Drive at 60mph</td>
<td>3%</td>
</tr>
<tr>
<td>...</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: All drivers (1,227)  Responses of 3% and above only

Three in five drivers (57%) said correctly that the sign signalled national speed limit restrictions. Men were more likely to know what it meant (61% compared with 53% of women). Three quarters (75%) of drivers aged 44 and under knew what the road sign meant, falling to six in ten (61%) of those aged 45-54 and just three in ten (32%) of those aged 55 and over.

For most vehicles the national speed limit means 60mph on single carriageway roads, 70mph on dual carriageway roads and 30mph in built up areas. It is also 70mph on the motorway network unless otherwise indicated. When shown the sign small proportions of drivers thought the sign meant drive at 70mph (5%) or drive at 60mph (3%).

One in ten drivers (11%) incorrectly thought the sign meant the end of the speed limit and one in twenty (6%) thought it meant no speed limit.
It is assumed that the national speed limit of 70mph on motorways and dual carriageway roads is fairly common knowledge, as it the 30mph in residential areas. The ‘grey area’ is the 60mph limit which is the focus of the next question.

All drivers were asked what they thought the legal limit of the national speed limit for single carriageways in non built up areas is.

**Chart 9b: The national speed limit on a rural road/single carriageway in a non-built up area**

<table>
<thead>
<tr>
<th>Speed Limit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10mph</td>
<td>*</td>
</tr>
<tr>
<td>20mph</td>
<td>1%</td>
</tr>
<tr>
<td>30mph</td>
<td>5%</td>
</tr>
<tr>
<td>40mph</td>
<td>7%</td>
</tr>
<tr>
<td>50mph</td>
<td>13%</td>
</tr>
<tr>
<td>60mph</td>
<td>63%</td>
</tr>
<tr>
<td>70mph</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>*</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: All drivers (1,227)

The most common response was the correct one, 60mph (63%). Around one in seven respondents (13%) thought the national speed limit on a rural or single carriage road was 50mph, while fewer still said 40mph (7%) or 30mph (6%). It is less of a problem if people believe the national speed limit on single carriageway roads to be less than it actually is. However, one in twenty (5%) thought it was 70mph.

Younger people were more likely to know the correct speed limit. Seven in ten (68%) of those aged 44 and under knew the limit, compared with six in ten (59%) of those aged 45 and over.

Adults who drive further distances in a typical year were also more likely be aware of the national speed limit (74% of those who drive 10,000 miles a year, falling to 65% of those who have driven between 3,000 and 10,000 mile and 48% who drive less than 3,000 miles).
Respondents were then asked a question designed to test views on the ‘spirit’ of the national speed limit. They were asked to specify which of five statements best represented their own viewpoint. The statements were:

- It is always safe to drive up to the national speed limit
- It is safe to drive up to the national speed except in extreme circumstances (e.g. heavy traffic or adverse weather conditions)
- Although it is the legal limit there are many circumstances where it may not be safe to drive up to that speed
- It is rarely possible to drive at the speed limit and most often you would be safer to drive below it
- You should never drive at the speed limit

The most commonly held viewpoint by drivers is that although there is a legal speed limit there may be circumstances where it may not be safe to drive up to that speed. Three in five drivers (58%) felt this was the spirit of the law. One in five (19%) thought it was safe to drive up to the national speed limit except in extreme circumstances. Slightly fewer than this (13%) felt it was always safe to drive up to the national speed limit.

Men were less likely to believe there are many circumstances where it may not be safe to drive to the speed limit (55%, compared with 61% women).
Older people tended to be more conservative in their view of the speed limit. The proportion of drivers who felt there were many circumstances where it may not be safe to drive to the speed limit increased with age (52% 17-29s, increasing to 61% of those aged 55+).

One in ten took a more conservative view of the national speed limit, including 8% who believed in was rarely possible to drive at the speed limit and most often you would be safer to drive below it and 2% who said you should never drive at the speed limit.

The 20mph zone sign advises drivers that they are entering an area with traffic calming features such as road humps and road narrowings. The normal round 20mph indicates the maximum speed at which traffic may travel if it is safe to do so.

Respondents were presented with both signs and asked if they thought there was a difference between the two.

<table>
<thead>
<tr>
<th>Chart 9d: Whether there is a difference between the two 20mph road signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
</tbody>
</table>

Opinion was split, with around half each thinking there was a difference (48%) and there was not a difference (47%) between the two signs. One in twenty (5%) admitted to not knowing.

Older people were more likely to think that there was a difference between the signs (56% of those aged 55+, falling to 44% of those aged 17-44).
Those that thought there was a difference between the two signs where asked what they thought it was.

Chart 9e: What believe difference is between the two 20mph signs (unprompted)

Among those who thought there was a difference in the meaning of the two signs, the most common response was that the zone sign refers to a nearby school or that children are around (21%).

Other common responses were generic in nature, such as mention of 20mph zone with no other detail (17%), the zone sign refers to certain areas (17%), there is a speed restriction of 20mph (15%), and the circle sign shows the maximum legal limit (15%).

One in ten (9%) drivers who thought there was a difference said they did not really know what it was.

The final question in this series on road signs and speed limits asked respondents how they know they are in a 30mph speed limit area. The question was designed to test awareness of indicators signifying a 30mph area in the absence of other signage.
The most common response from drivers was that they look for a sign giving the new speed limit (68%). Four in ten (41%) said they look for street lights on the road and a similar proportion (39%) said they look for buildings or that it is a built up area. One in five (18%) look out for road markings saying that there is a 30mph speed zone.

Men were more likely to look out for a new speed limit sign (71%, compared with 64% of women), street lighting (45% compared with 37%) or road markings (21% compared with 14%).

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look for a sign giving the new speed limit</td>
<td>68%</td>
</tr>
<tr>
<td>Whether there are street lights on the road</td>
<td>41%</td>
</tr>
<tr>
<td>Whether there are buildings around / it is a built up area</td>
<td>39%</td>
</tr>
<tr>
<td>Whether there are road markings saying so</td>
<td>18%</td>
</tr>
<tr>
<td>Whether there are pavements next to the road</td>
<td>4%</td>
</tr>
<tr>
<td>I always assume it's 30mph unless told differently</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know / None</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: All drivers (1,227)
10 Motorcyclists

In the 2008 Annual Survey a two week boost of motorcyclists was carried out in order to increase the size of this group to make analysis possible. Across the three weeks of fieldwork, 143 motorcyclists were interviewed. These were defined as anyone who said that they spent time in a typical week riding a motorcycle, scooter or moped.

This chapter compares motorcyclists with car, van and lorry drivers in terms of their demographics and driving profile. It goes on to look at attitudes and behaviours of motorcyclists and how they feel about road safety and the precautions they take to stay safe on the road.

10.1 Profile of motorcyclists

It is interesting to see how the profile of motorcyclists compares with car, van and lorry drivers, as this may have an influence on attitudes and behaviours. Chart 10a looks at how the demographics compare.

Motorcyclists were much more likely to be men (86% compared with 54% of car, van and lorry drivers) and in the younger age groups: 22% compared with 16%.
were aged 16-29 and only 17% were aged 55 and over, compared with 35% of car, van and lorry drivers. Motorcyclists were also more likely to be social grade C2 (31% compared with 21% of car, van and lorry drivers).

Chart 10b compares the driving profile of motorcyclists with that of car, van and lorry drivers.

Motorcyclists were more likely to spend more time driving in a typical week and cover more miles in a year than car, van and lorry drivers: 37% of motorcyclists spent 15 or more hours driving in a typical week, compared with 24% of car, van and lorry drivers, and 37% of motorcyclists had an average annual mileage of at least 10,000 miles, compared with 25% of car, van and lorry drivers. In line with their younger age profile, motorcyclists were more likely than car, van and lorry drivers to have less than three years driving experience (15% compared with 8%).

3 This is defined as the total number of hours in a typical week spent driving a car, van/lorry or a motorcycle.
## 10.2 Attitudes and behaviours of motorcyclists

Chart 10c compares the percentage of motorcyclists with car, van and lorry drivers who completely agreed that each of the driving behaviours was dangerous. Comparing these attitudes is useful insight into how actual behaviours of the two groups may differ as you are less likely to carry out a particular behaviour if you perceive it to be dangerous.

<table>
<thead>
<tr>
<th>Agree completely</th>
<th>Car/Van/Lorry drivers</th>
<th>Motorcyclists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive after taking class A drugs</td>
<td>91%</td>
<td>80%</td>
</tr>
<tr>
<td>Use a mobile phone to text whilst driving</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Drive when over the legal alcohol limit</td>
<td>89%</td>
<td>85%</td>
</tr>
<tr>
<td>Drive when unsure if they are over the legal alcohol limit</td>
<td>84%</td>
<td>83%</td>
</tr>
<tr>
<td>Drive after smoking cannabis</td>
<td>81%</td>
<td>79%</td>
</tr>
<tr>
<td>Use mobile phones while driving without hands-free kit</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td>Drive too fast for the conditions</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Don’t use seatbelts while sitting in the front of the car</td>
<td>71%</td>
<td>70%</td>
</tr>
<tr>
<td>Drive without insurance/ MOT</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>Don’t use seatbelts when sitting in the back of the car</td>
<td>65%</td>
<td>63%</td>
</tr>
<tr>
<td>Carry on driving when too tired</td>
<td>56%</td>
<td>55%</td>
</tr>
<tr>
<td>Park on double yellow lines</td>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>Drive over the speed limits</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Use mobile phones while driving with a hands free kit</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Drive at 90mph on the motorway when there is no traffic</td>
<td>16%</td>
<td>33%</td>
</tr>
</tbody>
</table>

The main differences in attitudes towards dangerous driving behaviours were in the area of speeding. Although fewer car, van and lorry drivers completely agreed that these were dangerous than they did for other behaviours, even fewer motorcyclists felt this to be the case. Only one in four (23%) motorcyclists completely agreed that it is dangerous to drive over the speed limit (compared with 36% of car, van and lorry drivers) and 16% completely agreed that it is dangerous to drive at 90mph on the motorway when there is no traffic (compared with 33% of car, van and lorry drivers).

Perceived acceptability of behaviours can also be used to explain differences in behaviours between motorcyclists and car, van and lorry drivers. However, there were no differences between these two groups in terms of how acceptable they found various driving behaviours.
Chart 10d compares prevalence of dangerous driving behaviours amongst motorcyclists and car, van and lorry drivers. This shows the percentage of each group who admit to carrying out each of the behaviours at all.

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>Motorcyclists</th>
<th>Car/Van/Lorry drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive over the speed limit</td>
<td>37%</td>
<td>71%</td>
</tr>
<tr>
<td>Drive at 90mph when there is no traffic</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>Carry on driving when too tired</td>
<td>33%</td>
<td>49%</td>
</tr>
<tr>
<td>Park on double yellow lines</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Use mobile phones while driving with hands free kit</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Drive too fast for the conditions</td>
<td>23%</td>
<td>33%</td>
</tr>
<tr>
<td>Don’t use seatbelts in the back of the car</td>
<td>10%</td>
<td>27%</td>
</tr>
<tr>
<td>Don’t use seatbelts in the front of the car</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>Use mobile phones while driving without hands-free kit</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Drive when you are unsure if you are over the legal alcohol limit</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Use a mobile phone to text whilst driving</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Drive when over the legal alcohol limit</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Drive without insurance/ MOT</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Drive after smoking cannabis</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Drive after taking class A drugs</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: Oct '08 All car/van/lorry drivers 18+ (1,209), All motorcyclists 18+ (137)

As discussed earlier, motorcyclists were less likely than car, van and lorry drivers to completely agree that speeding is dangerous. This was also reflected in their behaviours. Six in ten (58%) motorcyclists admitted to driving at 90mph when there is no traffic, compared with 38% of car, van and lorry drivers. However, there was no difference in the proportion who said they drove too fast for the conditions (27% of each group). This, along with attitudes towards dangerous driving behaviours, suggests that although motorcyclists are more likely to drive at high speeds, they do not necessarily perceive these as too fast or dangerous. There was also no difference between motorcyclists and car, van and lorry drivers in admitting to driving over the speed limit (75% and 71% respectively) which means that at lower speeds car, van and lorry drivers are just as, if not more likely than motorcyclists to be doing this.

Half (49%) of motorcyclists (compared with 37% of car, van and lorry drivers) said they carried on driving when too tired. This fits with motorcyclists being more likely to spend longer driving in a typical week.
As speeding attitudes and behaviours have been identified as a key difference between motorcyclists and car, van and lorry drivers, it is also interesting to compare these two groups in terms with how likely they are to agree that when they are driving in the country and there is a clear open road they put their foot down (Chart 10e).

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slightly agree</td>
<td>30</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>17</td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>19</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>15</td>
</tr>
<tr>
<td>Motorcyclists</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slightly agree</td>
<td>26</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>21</td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>16</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>28</td>
</tr>
<tr>
<td>Car/Van/Lorry drivers</td>
<td></td>
</tr>
</tbody>
</table>

Base: Oct '08 All car/van/lorry drivers (1,214), All motorcyclists (143)

Half (48%) of motorcyclists agreed that they put their foot down on a clear open road in the country, compared with 35% of car, van and lorry drivers. Two in ten (19%) motorcyclists strongly agreed (compared with 8% of car, van and lorry drivers). At the other end of the scale, one in three (28%) of car, van and lorry drivers strongly disagreed, compared with 15% of motorcyclists.

### 10.3 Road safety

This section examines motorcyclists’ attitudes towards road safety and what precautions they take to stay safe on the road.

Chart 10f shows the issues that motorcyclists feel are the priorities to address in terms of improving road safety.
Road safety issues felt to be more important by motorcyclists than car, van and lorry drivers were drivers not fully concentrating (37% compared with 23%) and, unsurprisingly, motorcycle accidents (18% compared with 5%). Motorcyclists were less likely to think that the Government should address the use of mobile phones (42% compared with 52% of car, van and lorry drivers). This may be because mobiles are less top of mind to motorcyclists as it is not really possible to talk on a mobile whilst riding a motorbike. In line with other findings in this chapter, motorcyclists were also less likely to mention speeding as an issue to be addressed (30% compared with 43% of car, van and lorry drivers).

Chart 10g looks at the measures taken by motorcyclists to stay safe on the roads. Data collected in 2008 has been compared with 2006, which was the last time that a boost of motorcyclists was carried out as part of the Annual Survey.
Between November 2006 and October 2008 there was an increase in a number of measures taken by motorcyclists to stay safe on the road. Eight in ten (81%) said they rode according to the conditions, an increase from 67% in 2006. Three in four said that they positioned themselves in the safest place on the road or took care when overtaking (both 76%).

The number of motorcyclists who said that they rode at a speed appropriate for a safe stopping distance increased from 62% in 2006 to 74% in 2008. We have already seen that although motorcyclists drive over the speed limit, in particular at 90mph when there is no traffic or by putting their foot down on country roads when the road is clear, they do not particularly see speeding as a dangerous behaviour. This implies that when there is traffic around they do still feel in control and able to stop safely.

Half (52%) of motorcyclists said that they wore bright or reflective clothing to stay safe, an increase from 41% in 2006. There were no significant changes on measures.
APPENDIX A – Sampling Method

The sampling technique used in this survey is a tightly controlled form of random location sampling developed within BMRB, and is the basis of most consumer surveys which BMRB conducts.

The aim of random location sampling is to eliminate the more unsatisfactory features of quota sampling without incurring the cost and other penalties involved in conducting surveys according to strict probability methods.

One of the principal advantages of probability techniques of sampling is that selection of respondents is taken from the hands of interviewers. In conventional quota sampling, on the other hand, interviewers are given quotas to fill, usually from within specified administrative areas. When, for example, an interviewer is asked to complete a quota of AB respondents, she will tend to go to a part of the district where she knows such individuals to be available. AB individuals living in mixed social class areas will have little chance of inclusion. This and similar defects lead to biases which are concealed by superficial agreements between sample profiles and accepted standard statistics.

The principal distinguishing characteristic of random location sampling, as operated by BMRB, is that interviewers are given very little choice in the selection of respondents. Respondents are drawn from a small set of homogenous streets, selected with probability proportional to population after stratification by their ACORN characteristics and region. Quotas are set in terms of characteristics which are known to have a bearing on individuals' probabilities of being at home and so available for interview. Rules are given which govern the distribution, spacing and timing of interviews.

The sample of areas takes as its universe all sample units (groups of Census 2001 Output Areas, on average, 300 households) in Great Britain. Output areas are stratified in the following manner:

(i) Standard Region
(ii) Within Standard Region - by Acorn type
(iii) Within Standard Region by County and ITV Region

Thus, the design is single stage, using direct selection of appropriate groups of Output areas, rather than taking streets at random from larger units such as wards or parishes.
APPENDIX B: Weighting Procedures

The data are weighted to ensure that demographic profiles match those for all adults in Great Britain aged 15 or over. A rim weighting technique is used in which target profiles are set for eight separate demographic variables. The computer system then allocates a weight to each individual such that the overall composition of the sample is balanced in terms of the targets set.

The actual weights applied thus vary slightly between surveys; precise figures for specific cases are available from BMRB if required.

Target Weights Applied

Sex 1

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>48.39</td>
</tr>
<tr>
<td>Women without children</td>
<td>32.20</td>
</tr>
<tr>
<td>Women with children</td>
<td>19.41</td>
</tr>
</tbody>
</table>

Sex 2

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men working full time</td>
<td>26.04</td>
</tr>
<tr>
<td>Men not working full time</td>
<td>22.35</td>
</tr>
<tr>
<td>Women working at all</td>
<td>24.10</td>
</tr>
<tr>
<td>Women not working at all</td>
<td>27.51</td>
</tr>
</tbody>
</table>

Age within Sex

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>7.87</td>
<td>7.67</td>
</tr>
<tr>
<td>25-34</td>
<td>8.00</td>
<td>8.06</td>
</tr>
<tr>
<td>35-44</td>
<td>9.30</td>
<td>9.45</td>
</tr>
<tr>
<td>45-54</td>
<td>7.80</td>
<td>7.93</td>
</tr>
<tr>
<td>55-64</td>
<td>7.03</td>
<td>7.25</td>
</tr>
<tr>
<td>65+</td>
<td>8.39</td>
<td>11.25</td>
</tr>
</tbody>
</table>
### Social Grade within Sex

<table>
<thead>
<tr>
<th>Gender</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>12.92</td>
<td>13.28</td>
<td>11.28</td>
<td>7.79</td>
<td>3.12</td>
</tr>
<tr>
<td>Women</td>
<td>12.45</td>
<td>15.62</td>
<td>9.63</td>
<td>8.36</td>
<td>5.55</td>
</tr>
</tbody>
</table>

### Standard Region

<table>
<thead>
<tr>
<th>Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>8.71</td>
</tr>
<tr>
<td>North West</td>
<td>10.80</td>
</tr>
<tr>
<td>North</td>
<td>5.23</td>
</tr>
<tr>
<td>Yorkshire/Humberside</td>
<td>8.62</td>
</tr>
<tr>
<td>East Midlands</td>
<td>7.36</td>
</tr>
<tr>
<td>East Anglia</td>
<td>3.89</td>
</tr>
<tr>
<td>South East</td>
<td>19.62</td>
</tr>
<tr>
<td>Greater London</td>
<td>12.78</td>
</tr>
<tr>
<td>South West</td>
<td>8.78</td>
</tr>
<tr>
<td>Wales</td>
<td>5.07</td>
</tr>
<tr>
<td>West Midlands</td>
<td>9.12</td>
</tr>
</tbody>
</table>

(Source of profile data: BMRB Target Group Index, 2005 and NRS, 2005)
APPENDIX C: Questionnaire
In a typical week, how many hours do you spend doing each of the following?

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 2 hours</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 - 5 hours</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 - 9 hours</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 - 14 hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15+ hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Don't Know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Y</td>
</tr>
</tbody>
</table>

This question is repeated for the following loop values:
- Driving a car as part of my job
- Driving a car to and from work
- Driving a car for other reasons
- Driving a van/lorry
- Riding a motorcycle/scooter/moped
- Riding a bicycle
- Travelling in a car as a passenger
- Walking on the pavement/road

A total of 8 iterations occupying columns (108) to (115)

IF NOT ( a664(1) = None AND a664(2) = None AND a664(3) = None AND a664(4) = None AND a664(5) = None ) THEN ASK: q664x8

q664x8 On average, how many miles do you drive in a year? Please include all miles driven for personal and work purposes if appropriate.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3,000 miles a year</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,001 - 5,000 miles a year</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,001 - 10,000 miles a year</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>More than 10,000 miles a year</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Don't Know</td>
<td></td>
<td></td>
<td></td>
<td>Y</td>
</tr>
</tbody>
</table>

End of Filter i664c
qhome  How would you describe the area you live in?

<table>
<thead>
<tr>
<th>Choice</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countryside</td>
<td>1</td>
</tr>
<tr>
<td>Village</td>
<td>2</td>
</tr>
<tr>
<td>Small town</td>
<td>3</td>
</tr>
<tr>
<td>Outskirts of large town or city</td>
<td>4</td>
</tr>
<tr>
<td>Centre of large town or city</td>
<td>5</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

IF NOT ( a664(1) = None AND a664(2) = None AND a664(3) = None AND a664(4) = None )

How frequently do you make the following type of journeys by motor vehicle?

f664 ' ...

(IF NECESSARY SAY: How frequently do you make this type of journey by motor vehicle?)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>5+ times per week</td>
<td>1</td>
</tr>
<tr>
<td>2-4 times per week</td>
<td>2</td>
</tr>
<tr>
<td>Once a week</td>
<td>3</td>
</tr>
<tr>
<td>Once a month</td>
<td>4</td>
</tr>
<tr>
<td>Less often</td>
<td>5</td>
</tr>
<tr>
<td>Never</td>
<td>6</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

This question is repeated for the following loop values:
- Long journeys i.e. 50+ miles
- Journeys involving motorway driving
- Journeys to and from work
- Journeys as part of my actual job
- Journeys to take children to school
- Journeys after dark
- Journeys with passengers
- Journeys on country roads
- Journeys to and from pubs/restaurants
- Short local journeys

A total of 10 iterations occupying columns (118) to (127)

End of Filter i644x1
q664a7 I would now like you to think about road safety. Which one of the following issues do you consider to be the MOST important issue that the Government should address to improve road safety?

CODE FIRST MENTION ON THIS SCREEN

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

Drink driving  1  (1
Drug driving  2
Speeding  3
Use of mobile phones  4
Not wearing seatbelts  5
Not using child restraints  6
Drivers not fully concentrating  7
Child road awareness  8
Driving while tired  9
Motorcycle accidents  0  (1
Tail gating  1
Road rage  2
Don't Know Y  (1
None X
Other  0

Other specify...  (130 - 1)

IF NOT ( q664a7 = None OR q664a7 = Don't Know )
THEN ASK: q664a8
q664a8 Which of the following issues do you consider to be the SECOND most important issue that the Government should address to improve road safety?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

- Drink driving 1 (1)
- Drug driving 2
- Speeding 3
- Use of mobile phones 4
- Not wearing seatbelts 5
- Not using child restraints 6
- Drivers not fully concentrating 7
- Child road awareness 8
- Driving while tired 9
- Motorcycle accidents 0 (1)
- Tail gating 1
- Road rage 2
- Don't Know Y (1)
- None X
- Other 0

Other specify... (136 - 1)

IF NOT ( q664a8 = None OR q664a8 = Don’t Know )
THEN ASK: q664a9
q664a9 Which of the following issues do you consider to be the THIRD most important issue that the Government should address to improve road safety?

CODE THIRD MENTION ON THIS SCREEN

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

<table>
<thead>
<tr>
<th>Issue</th>
<th>Code</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drink driving</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Drug driving</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Speeding</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Use of mobile phones</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Not wearing seatbelts</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Not using child restraints</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Drivers not fully concentrating</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Child road awareness</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Driving while tired</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Motorcycle accidents</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Tail gating</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Road rage</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
<td>1</td>
</tr>
<tr>
<td>None of these</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Other specify... (147 - 1)

End of Filter i664e

End of Filter i664d

To what extent would you agree or disagree that the following behaviours are dangerous?

Firstly.....
"..."

IF NECESSARY SAY: 'To what extent do you agree or disagree that this behaviour is dangerous?'

- Agree completely  1  (1)
- Agree somewhat  2
- Agree slightly  3
- Disagree slightly  4
- Disagree somewhat  5
- Disagree completely  6
- Don't Know  Y

This question is repeated for the following loop values:

- Drive when unsure if they are over the legal alcohol limit
- Drive at 90mph on the motorway when there is no traffic
- Use a mobile phone to text whilst driving
- Drive after taking Class A drugs
- Drive over the speed limits
- Drive without insurance/MOT
- Carry on driving when too tired
- Park on double yellow lines
- Drive too fast for conditions
- Use mobile phones while driving WITHOUT hands-free kit
  INTERVIEWER: IF NECESSARY SAY "Any device that enables you to answer or speak on the phone without actually holding the phone in your hand"
- Use mobile phones while driving WITH a hands-free kit
  INTERVIEWER: IF NECESSARY SAY "Any device that enables you to answer or speak on the phone without actually holding the phone in your hand"
- Don't use seatbelts while sitting in the front of the car
- Drive when over the legal alcohol limit
- Don't use seatbelts when sitting in the back of the car
- Drive after smoking cannabis

A total of 15 iterations occupying columns (151) to (165)

I am now going to read out some various types of behaviour and for each one I would like you to tell me how acceptable or unacceptable you think it is for people to do these things, using the scores on the next screen. A score of one means you think the behaviour is fairly acceptable and a score of five means you think it is extremely unacceptable, or you can use one of the numbers in between.

So firstly......
(IF NECESSARY SAY: How acceptable or unacceptable do you think it is for people to do this?)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely unacceptable</td>
<td>5</td>
</tr>
<tr>
<td>Fairly acceptable</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

This question is repeated for the following loop values:

- Carry on driving when too tired
- Driving after drinking two pints
- Driving after taking drugs
- Driving at 40mph in a 30mph speed limit area
- Driving without motor insurance
- Dropping litter in the street
- Illegal parking on double yellow lines
- Not buying a licence for your television
- Not wearing a seatbelt in the back of a car
- Not wearing a seatbelt in the front of a car
- Shoplifting
- Using a mobile phone whilst driving

A total of 12 iterations occupying columns (166) to (177)
q664inf Which one of these are the most effective when it comes to influencing how safely you drive?

Newspaper articles about road safety/accidents 1
Signs/posters by the road about road safety issues 2
Driving lessons 3
In-car safety systems eg. seatbelt reminders, speed warnings 4
Speed cameras 5
Road safety advertising 6
Visible police presence 7
Speed humps 8
Threat of prosecution/penalties 9
Family 0
Friends 1
Government 2
Don't Know Y
None of these X

IF NOT ( q664inf = None of these OR q664inf = Don't Know ) THEN ASK: q664sec

q664sec Which of these is the SECOND most effective when it comes to influencing how safely you drive?

Newspaper articles about road safety/accidents 1
Signs/posters by the road about road safety issues 2
Driving lessons 3
In-car safety systems eg. seatbelt reminders, speed warnings 4
Speed cameras 5
Road safety advertising 6
Visible police presence 7
Speed humps 8
Threat of prosecution/penalties 9
Family 0
Friends 1
Government 2
Don't Know Y
None of these X
IF NOT (q664sec = None of these OR q664sec = Don't Know)
THEN ASK: q664thr

q664thr Which of these is the THIRD most effective when it comes to influencing how safely you drive?

Newspaper articles about road safety/accidents 1 (2)
Signs/posters by the road about road safety issues 2
Driving lessons 3
In-car safety systems eg, seatbelt reminders, speed warnings 4
Speed cameras 5
Road safety advertising 6
Visible police presence 7
Speed humps 8
Threat of prosecution/penalties 9
Family 0 (2)
Friends 1
Government 2
Don't Know Y (2)
None of these X

End of Filter i664sec

End of Filter i664men

End of Filter i664xx

I am now going to read out some statements and I would like you to tell me to what extent you agree or disagree with each one.

So firstly.....
IF NECESSARY SAY: To what extent do you agree or disagree with this statement?

Strongly agree 1  
Slightly agree 2  
Neither agree nor disagree 3  
Slightly disagree 4  
Strongly disagree 5  
Don't Know Y

This question is repeated for the following loop values:

- Roads are safer than they were five years ago
- The driving test is too easy nowadays
- Learning to drive doesn't prepare you for the roads
- Passing the driving test doesn't make you a safe driver
- There are now more police officers on the road than ever before
- There is too much advertising about road safety
- Road safety advertising has a strong impact on how people behave on the roads
- Traffic calming measures (e.g. speed bumps) make roads safer
- When I am driving in the country and there is a clear open road, I put my foot down.
- You are more likely to die driving in a rural area than you are to die driving on a motorway or busy road

A total of 10 iterations occupying columns (217) to (226)
Thinking about your experiences as a passenger in a car or van, have you ever done any of the following?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asked a driver to slow down</td>
<td>1</td>
</tr>
<tr>
<td>Not worn a seatbelt when travelling in the front seat</td>
<td>2</td>
</tr>
<tr>
<td>Not worn a seatbelt when travelling in the rear seat</td>
<td>3</td>
</tr>
<tr>
<td>Encouraged a driver to drive faster</td>
<td>4</td>
</tr>
<tr>
<td>Felt unsafe because of the speed that the driver was driving at</td>
<td>5</td>
</tr>
<tr>
<td>Refused to travel with a driver that you felt may be under the influence of drink or drugs</td>
<td>6</td>
</tr>
<tr>
<td>Travelled with a driver who may have been under the influence of drink or drugs</td>
<td>7</td>
</tr>
<tr>
<td>Been involved in an accident when travelling as a passenger</td>
<td>8</td>
</tr>
<tr>
<td>Felt unsafe because a driver was using a mobile phone</td>
<td>9</td>
</tr>
<tr>
<td>Felt unsafe because a driver was tired</td>
<td>0</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
<tr>
<td>Refused</td>
<td>Z</td>
</tr>
<tr>
<td>None of these</td>
<td>X</td>
</tr>
</tbody>
</table>

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED
q664x9 What do you think the current penalty is for not wearing a seatbelt in a moving vehicle?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

- A fine (general mention) 1
- A {#a330 fine 2
- A {#a360 fine 3
- Points on driving licence 4
- Verbal warning 5
- Written warning 6
- Don't Know Y
- Other 0

Other specify...

Q664X0 What do you think is the current age a person becomes responsible for wearing a seatbelt as a passenger in a moving vehicle?

Numeric Range ____________________

Permitted Range
1 TO 100 (Numeric Range)

q660x11 Did you know that not wearing a seatbelt in a moving vehicle will reduce the value of your insurance compensation if you are injured in a crash?

- Yes 1
- No 2
- Don't Know Y

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

IF NOT ( a664(1) = None AND a664(2) = None AND a664(3) = None AND a664(4) = None AND a664(5) = None )
THEN ASK: q664b6
q664b6 How long have you been driving?

<table>
<thead>
<tr>
<th>Duration</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a year</td>
<td>1</td>
</tr>
<tr>
<td>Between 1 and 3 years</td>
<td>2</td>
</tr>
<tr>
<td>Between 3 and 6 years</td>
<td>3</td>
</tr>
<tr>
<td>Between 6 and 10 years</td>
<td>4</td>
</tr>
<tr>
<td>Between 10 and 20 years</td>
<td>5</td>
</tr>
<tr>
<td>More than 20 years</td>
<td>6</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

End of Filter i664i

IF NOT a664(5) = None THEN ASK: q664saf

q664saf When riding your motorcycle, what measures do you take to stay safe?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

<table>
<thead>
<tr>
<th>Measure</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wearing a helmet</td>
<td>1</td>
</tr>
<tr>
<td>Wearing reflective or bright clothing</td>
<td>2</td>
</tr>
<tr>
<td>Wearing protective clothing</td>
<td>3</td>
</tr>
<tr>
<td>Anticipating the actions of motorists/defensive driving</td>
<td>4</td>
</tr>
<tr>
<td>Riding according to the conditions e.g. slow down if wet/icy/foggy</td>
<td>5</td>
</tr>
<tr>
<td>Riding at a speed appropriate for safe stopping distance</td>
<td>6</td>
</tr>
<tr>
<td>Positioning yourself in the safest place on the road</td>
<td>7</td>
</tr>
<tr>
<td>Taking care when overtaking</td>
<td>8</td>
</tr>
<tr>
<td>Using headlights when appropriate</td>
<td>9</td>
</tr>
<tr>
<td>Double checking for drivers before carrying out a manoeuvre</td>
<td>0</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
</tbody>
</table>

Other specify...

(241 - 2)
q664b9 When driving, what precautions do you take to avoid accidents with motorcyclists and cyclists on the road?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

- Checking mirrors regularly 1
- Watching for cyclists/motorcyclists when turning 2
- Looking for cyclists/motorcyclists when coming out of a side road 3
- Leaving enough space between your car and cyclists/motorcyclists 4
- Turning headlights down for oncoming cyclists/motorcyclists 5
- Looking for cyclists/motorcyclists when opening car doors 6
- Expecting sudden movements in bad weather/bad road surfaces 7
- Paying extra attention in bad weather/bad road surfaces 8
- Don't Know Y
- None of these X
- Other 0

Other specify... (246 - 2)

End of Filter q664l

IF NOT ( a664(1) = None AND a664(2) = None AND a664(3) = None AND a664(4) = None AND a664(5) = None )
THEN ASK: sc664a, sc664b, q664x3

ADULTS 18+
The next set of questions we would like you to fill in yourself, as we feel it is more appropriate for you to do so.

I would now like to show you how to use the laptop by going through 2 practice questions with you.

GO THROUGH THE NEXT QUESTIONS WITH THE RESPONDENT. THIS IS AN EXAMPLE OF A SINGLE-CODED AND A MULTI CODED QUESTION.

INTERVIEWER: PLEASE MAKE SURE THAT THE RESPONDENT IS FAMILIAR WITH THE LOCATION OF THE F2 KEY BY THE END OF THIS PRACTICE.

sc664a Example of 'single coded question' where only one response is allowed.

Is red your favourite colour?

TYPE IN THE NUMBER NEXT TO YOUR ANSWER AND PRESS THE F2 KEY

IF YOU DON'T KNOW TYPE 'DK'.
IF YOU DON'T WANT TO ANSWER THE QUESTIONS TYPE 'REF'
PRESS THE F2 KEY TO MOVE ONTO THE NEXT QUESTION.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>Y</td>
</tr>
<tr>
<td>Refused</td>
<td>Z</td>
</tr>
</tbody>
</table>
sc664b Example of 'multi coded question' where more than one response is allowed.

Which of these colours do you like?

TYPE IN THE NUMBER NEXT TO YOUR ANSWER AND PRESS SPACE BAR IN BETWEEN YOUR ANSWERS. PRESS THE F2 KEY WHEN FINISHED

IF YOU DONT KNOW TYPE 'DK'.
IF THE ANSWER IS 'NONE OF THESE' TYPE 'NULL'
IF YOU DON'T WANT TO ANSWER THE QUESTION TYPE 'REF'

PRESS THE F2 KEY TO MOVE ONTO THE NEXT QUESTION.

Red 1 (2
Blue 2
Yellow 3
Green 4
Don't Know Y
Refused Z
None of these X

INTERVIEWER: PLEASE HAND THE LAPTOP TO THE RESPONDENT
How frequently, if at all, do you do each of the following? Please scroll up and down the page to see the full list of answer options.

TYPE IN THE NUMBER NEXT TO YOUR ANSWER AND PRESS THE F2 KEY.
IF YOU DON'T KNOW TYPE 'DK'.
IF YOU DON'T WANT TO ANSWER THE QUESTION TYPE 'REF'

PRESS THE F2 KEY TO MOVE ONTO THE NEXT QUESTION.

1 or more times a week 1
Once a fortnight 2
Once a month 3
Once every 2-3 months 4
Less often 5
Never 6
Don't Know Y
Refused Z

This question is repeated for the following loop values:

- Drive when you are unsure if you are over the legal alcohol limit
- Drive at 90mph when there is no traffic
- Use a mobile phone to text whilst driving
- Drive after taking class A drugs
- Drive over the speed limit
- Drive without insurance/MOT
- Carry on driving when too tired
- Park on double yellow lines
- Drive too fast for the conditions
- Use mobile phones while driving WITHOUT hands-free kit
- Use mobile phones while driving WITH hands-free kit
- Don't use seatbelts while sitting in the front of the car
- Drive when over the legal alcohol limit
- Don't use seatbelts when sitting in the back of the car
- Drive after smoking cannabis

A total of 15 iterations occupying columns (252) to (266)
i664 Thinking about people you know who drive, how many of them do you think...

"..."?

TYPE IN THE NUMBER NEXT TO YOUR ANSWER AND PRESS THE F2 KEY.

IF YOU DON'T KNOW TYPE 'DK'.
IF YOU DON'T WANT TO ANSWER THE QUESTION TYPE 'REF'

PRESS THE F2 KEY TO MOVE ONTO THE NEXT QUESTION.

<table>
<thead>
<tr>
<th>Most people I know do this</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some people I know do this</td>
<td>2</td>
</tr>
<tr>
<td>A few people I know do this</td>
<td>3</td>
</tr>
<tr>
<td>No one I know does this</td>
<td>4</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

This question is repeated for the following loop values:

- Drive when you are unsure if you are over the legal alcohol limit
- Drive at 90mph when there is no traffic
- Use a mobile phone to text whilst driving
- Drive after taking class A drugs
- Drive over the speed limit
- Drive without insurance/MOT
- Carry on driving when too tired
- Park on double yellow lines
- Drive too fast for the conditions
- Use mobile phones while driving WITHOUT hands-free kit
- Use mobile phones while driving WITH hands-free kit
- Don't use seatbelts while sitting in the front of the car
- Drive when over the legal alcohol limit
- Don't use seatbelts when sitting in the back of the car
- Drive after smoking cannabis

A total of 15 iterations occupying columns (267) to (308)
q664x3 Which of these have you ever had? Please scroll up and down the page to see the full list of answer options.

TYPE IN THE NUMBERS NEXT TO YOUR ANSWER, PRESSING THE SPACE BAR IN BETWEEN YOUR ANSWERS AND PRESS THE F2 KEY WHEN FINISHED.

IF YOU DON'T KNOW TYPE 'DK'. IF IT'S NONE OF THESE TYPE 'NULL'. IF YOU DON'T WANT TO ANSWER THE QUESTION TYPE 'REF'.

PRESS THE F2 KEY TO MOVE ONTO THE NEXT QUESTION.

Driving ban  1
Points on your licence  2
Fine for speeding  3
Fine for using a mobile phone while driving  4
Fine for not wearing a seatbelt  5
Fine for no MOT/insurance  6
A conviction for any type of driving offence  7
Don't Know Y
Refused Z
None of these X

IF NOT ( q664x3 = None of these OR q664x3 = Don't Know OR q664x3 = Refused ) THEN ASK: q664x4
q664x4 And which have you had in the last 3 years? Please scroll up and down the page to see the full list of answer options.

TYPE IN THE NUMBERS NEXT TO YOUR ANSWER, PRESSING THE SPACE BAR IN BETWEEN YOUR ANSWERS AND PRESS THE F2 KEY WHEN FINISHED.

IF YOU DON'T KNOW TYPE 'DK' . IF IT'S NONE OF THESE TYPE 'NULL' . IF YOU DON'T WANT TO ANSWER THE QUESTION TYPE 'REF'

PRESS THE F2 KEY TO MOVE ONTO THE NEXT QUESTION.

<table>
<thead>
<tr>
<th>Event</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving ban</td>
<td>1</td>
</tr>
<tr>
<td>Points on your licence</td>
<td>2</td>
</tr>
<tr>
<td>Fine for speeding</td>
<td>3</td>
</tr>
<tr>
<td>Fine for using a mobile phone while driving</td>
<td>4</td>
</tr>
<tr>
<td>Fine for not wearing a seatbelt</td>
<td>5</td>
</tr>
<tr>
<td>Fine for no MOT/insurance</td>
<td>6</td>
</tr>
<tr>
<td>A conviction for any type of driving offence</td>
<td>7</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
<tr>
<td>Refused</td>
<td>Z</td>
</tr>
<tr>
<td>None of these</td>
<td>X</td>
</tr>
</tbody>
</table>

End of Filter i664xy

PLEASE HAND THE LAPTOP BACK TO THE INTERVIEWER

End of Filter i664x

IF NOT ( a664(1) = None AND a664(2) = None AND a664(3) = None AND a664(4) = None AND a664(5) = None )
THEN ASK: q664sig, q664spl, q664nat, q664dif
J664  To what extent do you agree or disagree with the following procedures...

...?

Agree completely  1
Agree somewhat  2
Agree slightly  3
Disagree slightly  4
Disagree somewhat  5
Disagree completely  6
Don't Know  Y

This question is repeated for the following loop values:

- Police should be given the powers to carry out road blocks where they can stop all motorists and breath test them
- Police should be given the powers to stop any motorist at any time to breath test them

A total of 2 iterations occupying columns (311) to (312)

---

INTERVIEWER PLEASE DO NOT SHOW SCREEN UNTIL INSTRUCTED OTHERWISE

INTERVIEWER PLEASE HAND SHOWCARD PE1 TO RESPONDENT

---

q664sig What do you think this sign means?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

No speed limit  1
National speed limit  2
Variable speed limit (eg 30 mph in built up areas and 60 mph in rural areas)  3
Drive at 70 mph  4
Drive at 60 mph  5
Drive at 30 mph  6
End of speed limit  7
End of controlled parking zone  8
Don't Know  Y
Other  0

Other specify...
What is the national speed limit on a rural road/single carriageway in a non-built up area?

10 mph  1  
20 mph  2  
30 mph  3  
40 mph  4  
50 mph  5  
60 mph  6  
70 mph  7  
Don't Know  Y  
Other  0  

INTERVIEWER PLEASE SHOW SCREEN UNTIL INSTRUCTED OTHERWISE

The national speed limit is 60 mph on single carriageways (rural roads) and 70 mph on dual carriageways and motorways.

Which of the following best represents your viewpoint on driving on roads with the national speed limit in place?

It is always safe to drive up to the national speed limit  1  
It is safe to drive up to the national speed except in extreme circumstances (e.g. heavy traffic or adverse weather conditions)  2  
Although it is the legal limit there are many circumstances where it may not be safe to drive up to that speed  3  
It is rarely possible to drive at the speed limit and most often you would be safer to drive below it  4  
You should never drive at the speed limit  5  
Don't Know  Y  

INTERVIEWER PLEASE HAND SHOWCARD PE2 TO THE RESPONDENT
q664dif Do you think there is a difference in meaning between these two signs?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

IF  q664dif = Yes
THEN ASK: q664wat

q664wat What do you believe the difference in meaning is between the two signs?

INTERVIEWER-IF NECESSARY PROBE 'ANYTHING ELSE?'

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

End of Filter i664xz
q664lim How do you know when you are in a 30 mph speed limit area?

INTERVIEWER PROBE-If respondent says 'look for a sign giving new speed limit' ask 'are there any other indicators you are aware of?'

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

- Look for a sign giving the new speed limit
- Whether there are street lights on the road
- Whether there are road markings saying so
- Whether there are buildings around, it is a built up area
- Whether there are pavements next to the road
- Don't Know
- Other

Other specify... (330 - ☐)

End of Filter i664xxx

q664c1 Can I just check, have you seen or heard any advertising about road safety recently?

- Yes
- No
- Don't Know

IF q664c1 = Yes THEN ASK: q664c2

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED
q664c2 Who produced this advertising?
PROBE: Do you remember any logos or brands?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think!</td>
<td>1</td>
</tr>
<tr>
<td>Department for DfT</td>
<td>2</td>
</tr>
<tr>
<td>Government - general</td>
<td>3</td>
</tr>
<tr>
<td>Police</td>
<td>4</td>
</tr>
<tr>
<td>Local Authority/Local Council</td>
<td>5</td>
</tr>
<tr>
<td>AA/RAC</td>
<td>6</td>
</tr>
<tr>
<td>Transport for London/London Transport</td>
<td>7</td>
</tr>
<tr>
<td>GLA/Mayor of London</td>
<td>8</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
</tbody>
</table>

Other specify... (336 - €)

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

End of Filter i664m

q664c5 Have you seen this logo before?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

IF q664c5 = Yes
THEN ASK: q664wrd

To what extent do you agree or disagree with the following statements about the Think! campaign.....
IF NECESSARY SAY: To what extent do you agree or disagree with this statement?

Strongly agree 1
Slightly agree 2
Neither agree nor disagree 3
Slightly disagree 4
Strongly disagree 5
Don't Know Y

This question is repeated for the following loop values:

- When I see something with the Think! logo on, I trust it
- When I see something with the Think! logo on, I take notice
- The Think! campaign is really making a difference to the safety of our roads

A total of 3 iterations occupying columns (341) to (343)