



# So that's how they drive!

Tracking driver behaviour and attitudes in Scotland

Chris Eynon, TNS-BMRB

Road Safety Scotland Seminar, October 2011

# Aim of the research

To monitor driver behaviour and attitudes in Scotland on key issues relating to road safety on a continuous basis

# Survey approach

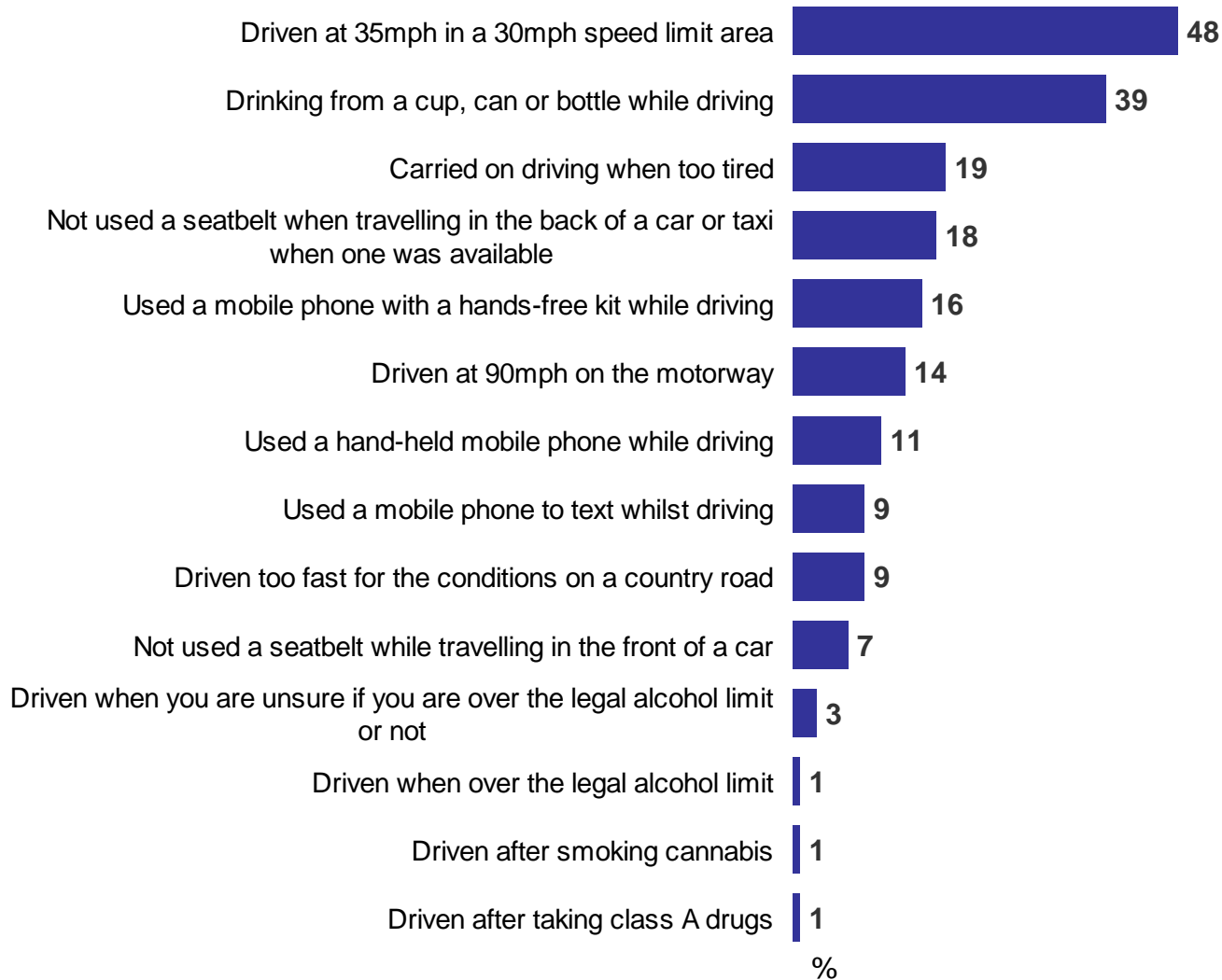
- \* Use our national omnibus, Scottish Opinion Survey, to obtain a representative sample of 1,000 adults aged 16+ across Scotland
- \* Identify current full licence holders/drivers to complete the survey
- \* Mainly self-completion on behaviour and attitudes.
- \* 3 waves to date – September 2010; February 2011; September 2011
- \* Around 600 per wave, giving a total aggregated sample of 1792 active drivers



# Driver behaviour

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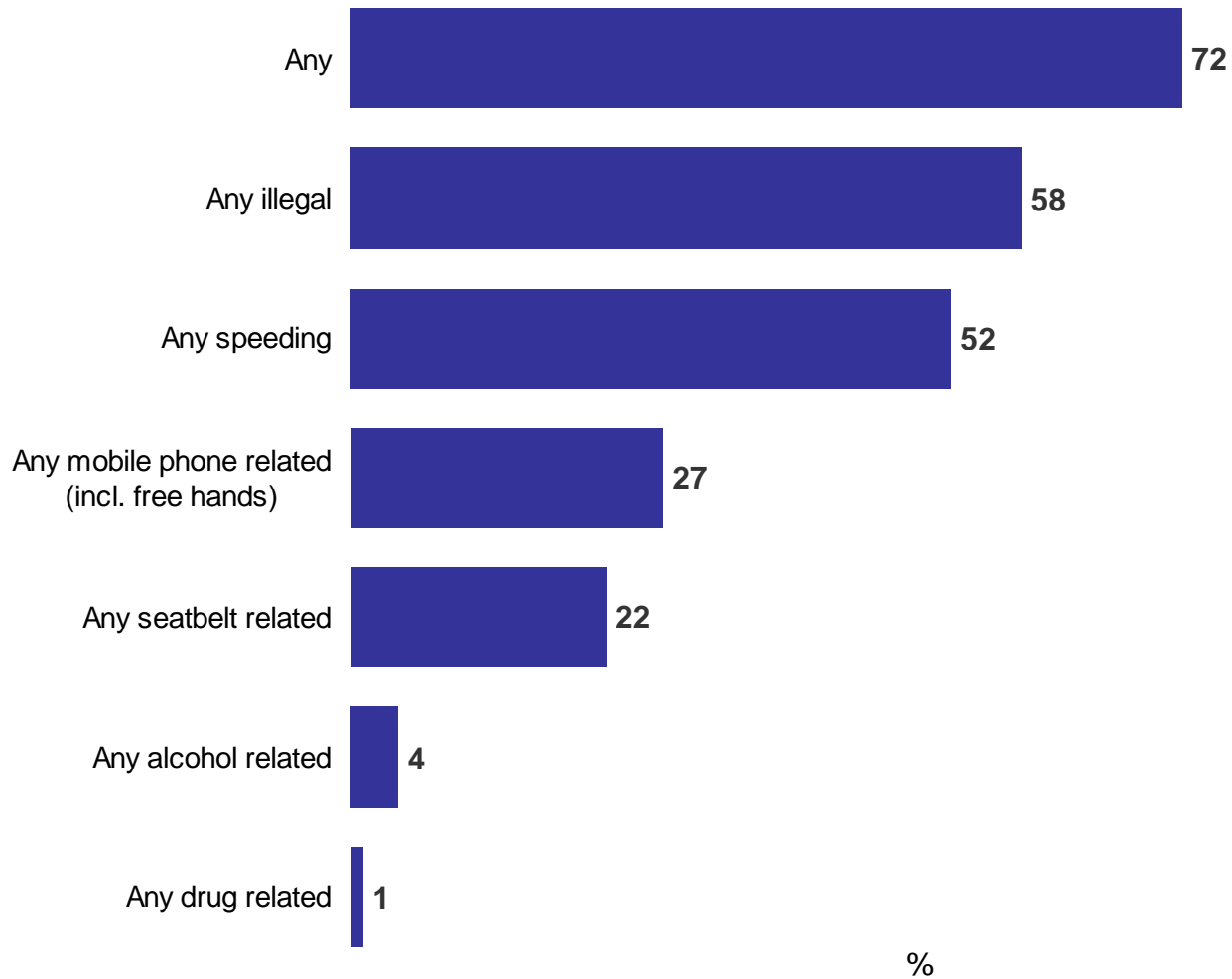
# Risk driving behaviours in the last 12 months



Base: All who hold a full driving licence for a car and drive nowadays (Unweighted: 1792)

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

# Summary of types of behaviour

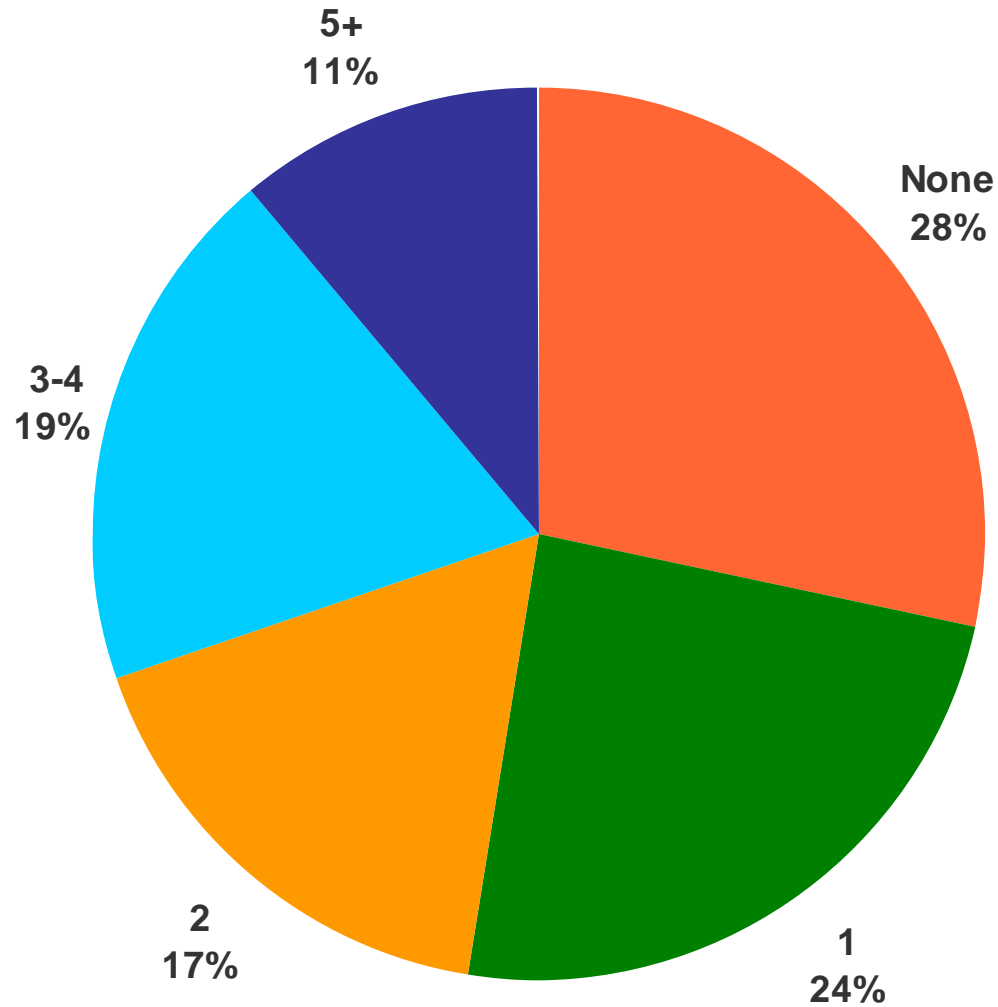


Base: All who hold a full driving licence for a car and drive nowadays (Unweighted: 1792)

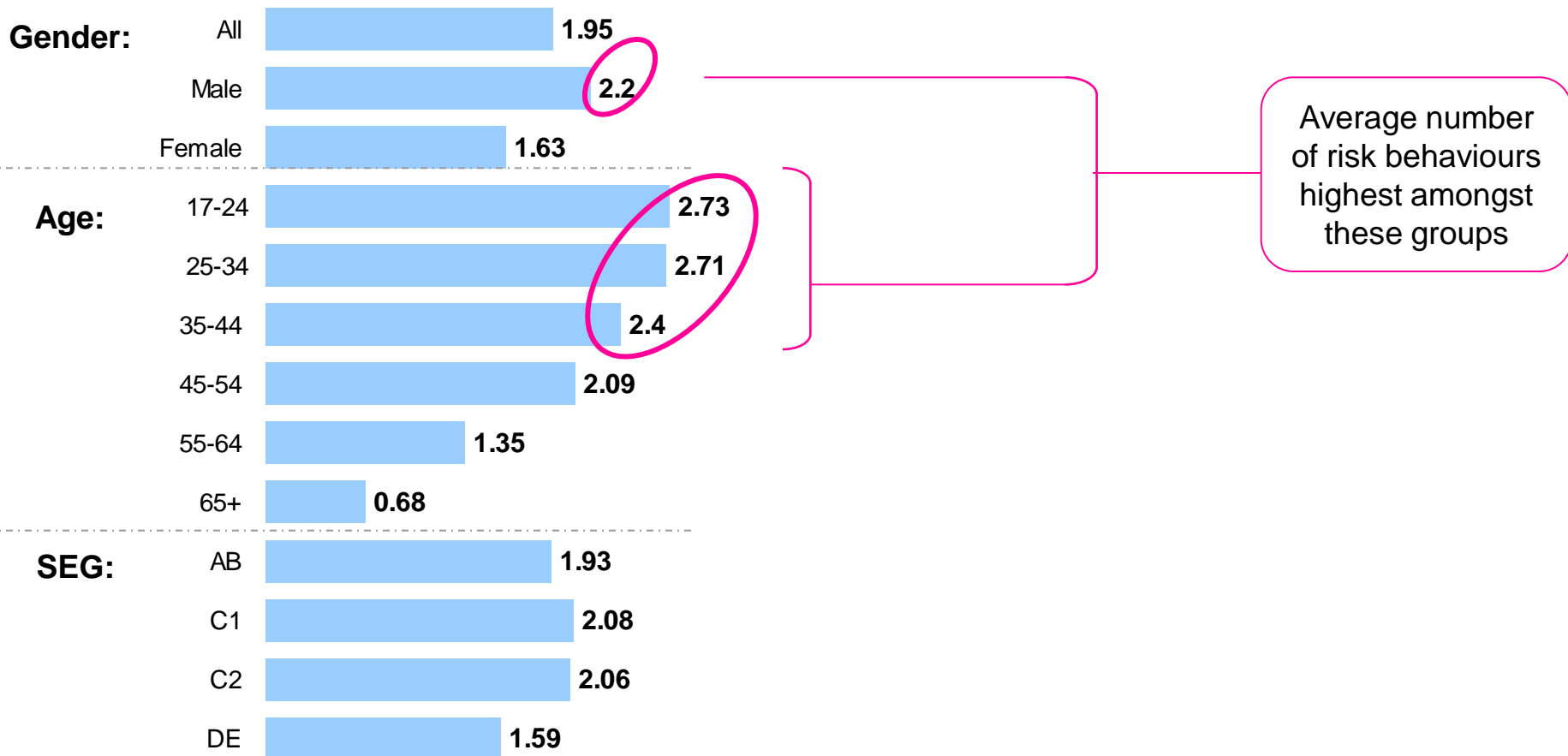
Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?

# Level of risk taking

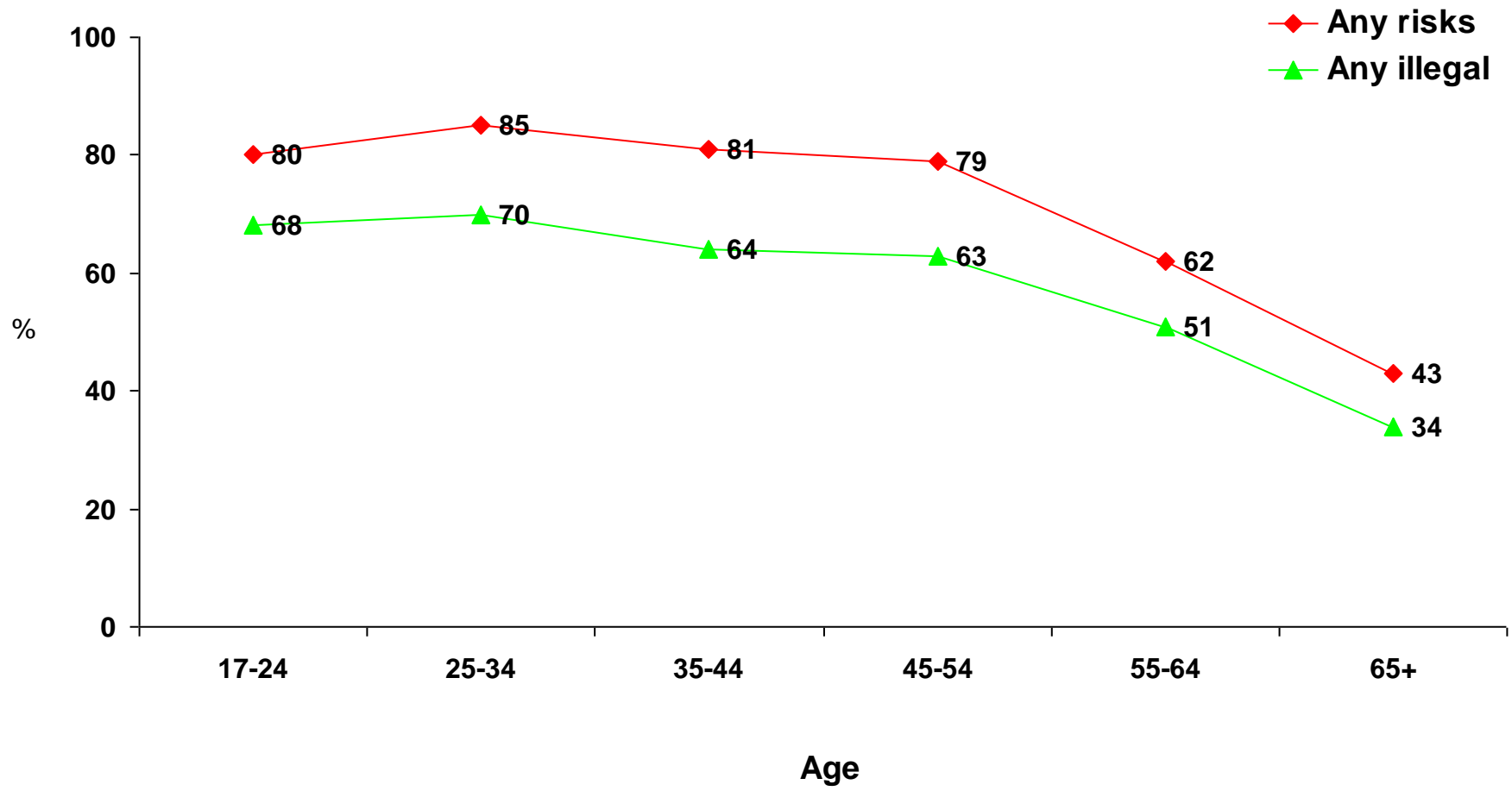
## No. of risk behaviours in past 12 months



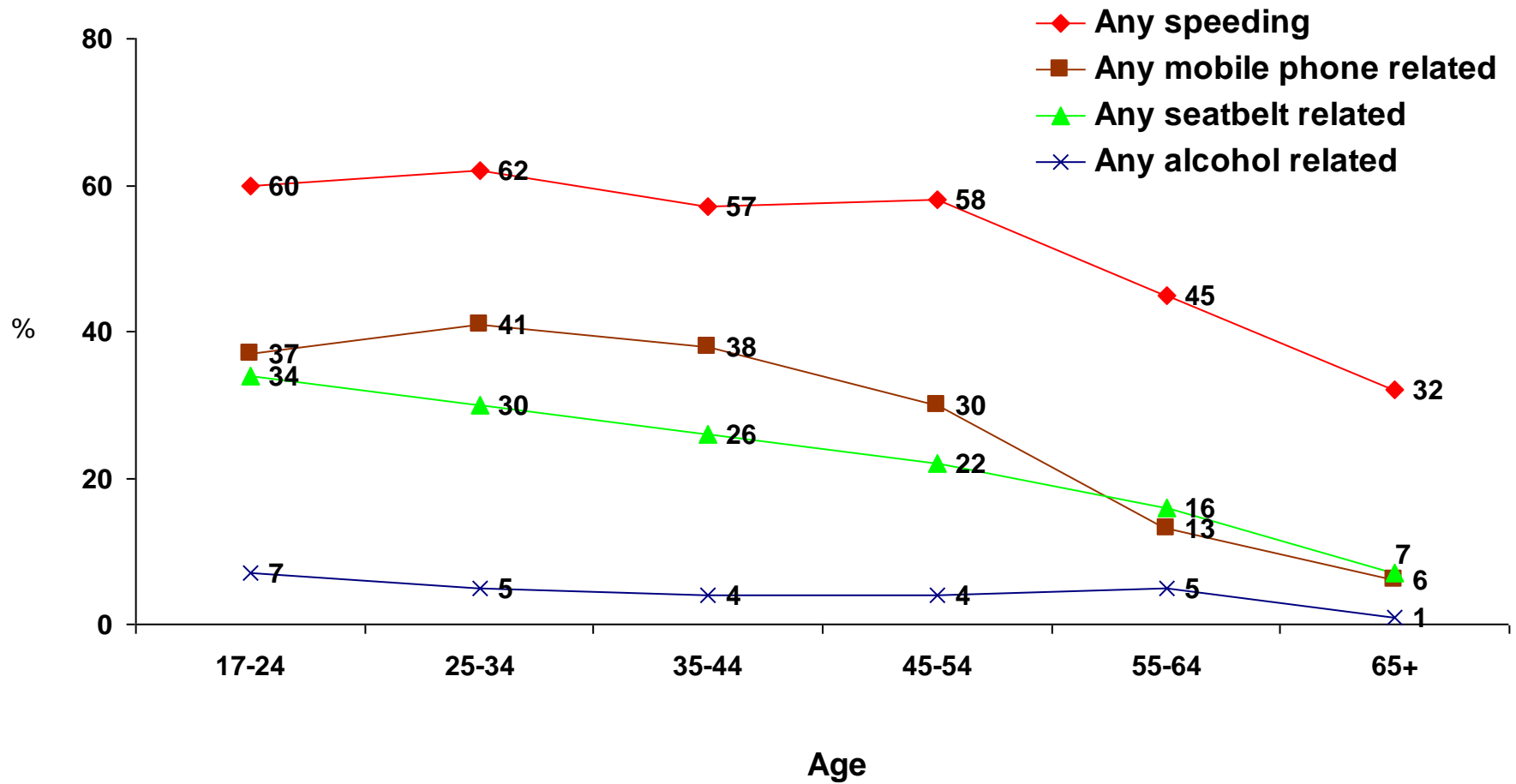
# Average risk behaviours by demographics



# Levels of risk behaviour by age



# Types of risk behaviour by age



# The serial risk takers (5+) – 11% of all drivers

		(%)	Index
Gender:	Male	72	129
	Female	28	63
Age:	17-24	14	175
	25-34	25	166
	35-44	33	157
	45-54	21	95
	55-64	6	33
	65+	1	6
Annual driving:	10,000 miles or less	44	63
	10,000+	56	193



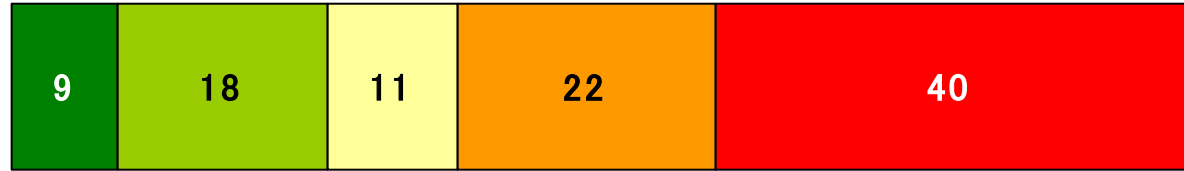
# Attitudes towards risk and getting caught

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# Agreement with statements about... risk behaviour

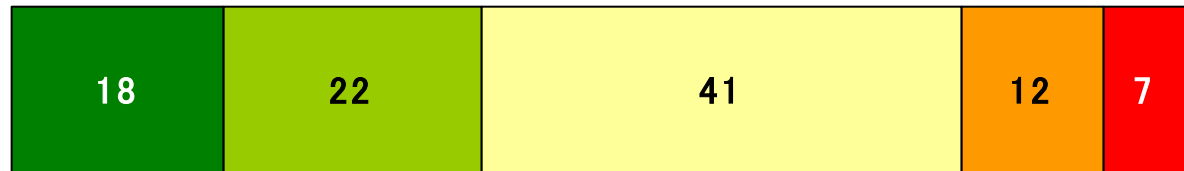
Mean score  
(+2 to -2)

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



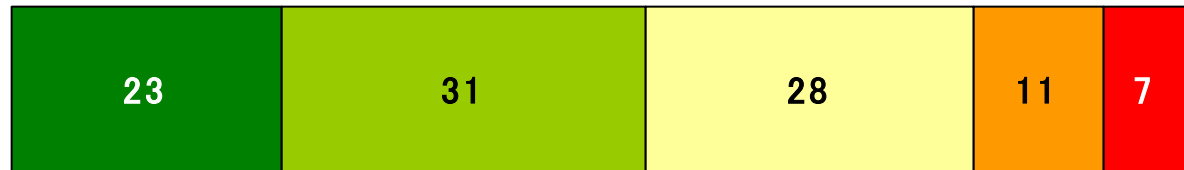
-0.66

There is more chance of getting stopped by the police for traffic offences when driving compared to a year ago



0.33

Scotland is getting tougher in tackling drink driving



0.53

%

■ Agree strongly (+2)
 ■ Agree slightly (+1)
 ■ Neither (0)
 ■ Disagree slightly (-1)
 ■ Disagree strongly (-2)

# Agreement with statements ... by level of current risk activity

The level of perceived risk of getting caught is broadly consistent irrespective of the number of risk behaviours adopted

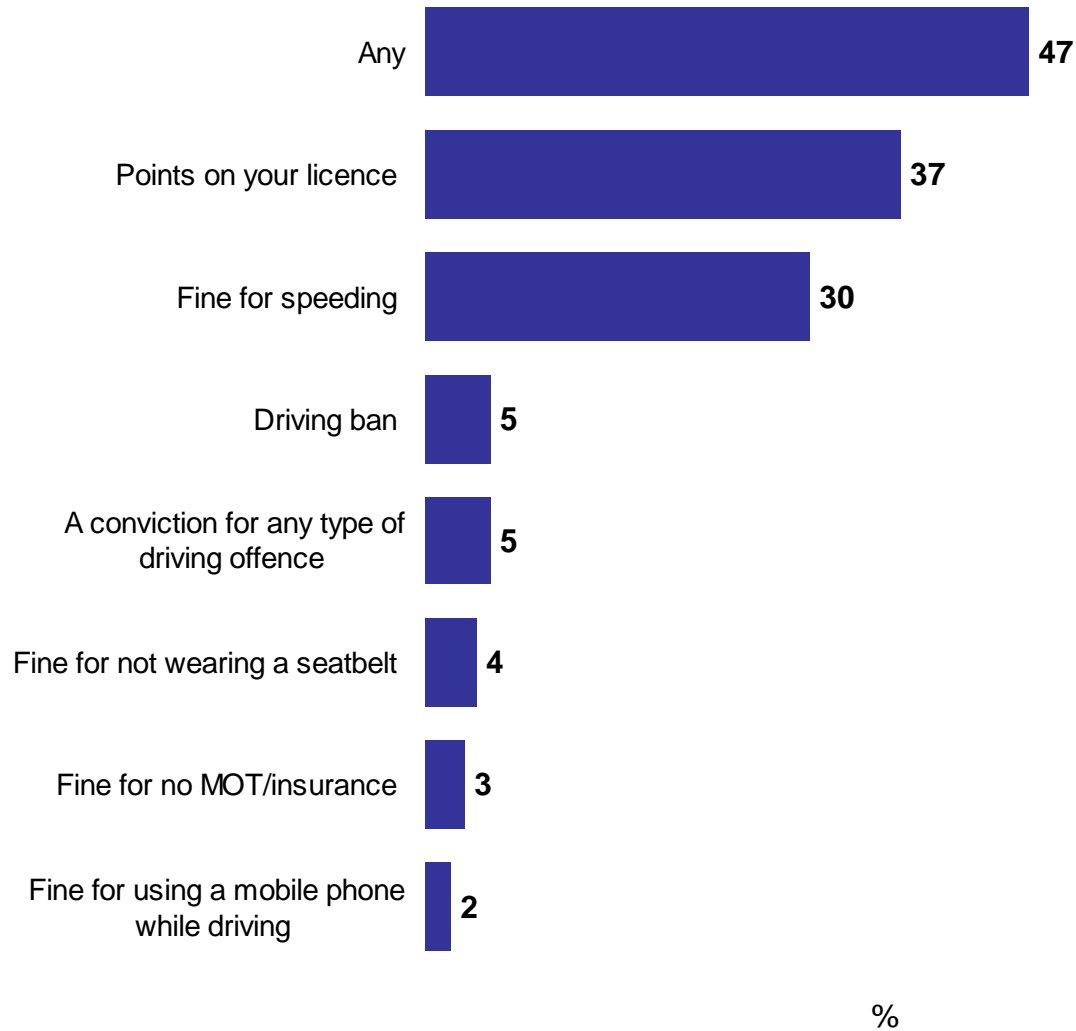
	Risk behaviours				
	None	1	2	3-4	5+
There's not much risk of getting caught by the police for things like not wearing a seatbelt, using a mobile phone when driving or driving slightly over the alcohol limit	-0.58	-0.67	-0.62	-0.62	-0.72
There is more chance of getting stopped by the police for traffic offences when driving compared to a year ago	0.35	0.35	0.28	0.31	0.31
Scotland is getting tougher in tackling drink driving	0.52	0.55	0.43	0.59	0.59



# Penalties

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# Ever penalised



# Whether been penalised... by level of current risk activity

Those adopting 5 or more risk behaviours in the last 12 months were also more likely to have been penalised in the past:

	Risk behaviours					
	Any %	None %	1 %	2 %	3-4 %	5+ %
Any penalised	55	29	49	51	55	72
Not penalised	45	71	51	49	45	28



# Emerging trends

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# Behaviour

Initial trends suggest some increase in risk behaviour adoption among those already doing so

	Sep '10	Feb '11	Sep '10
Any risk behaviour	72%	72%	72%
Any illegal	56%	59%	59%
3-4 behaviours	17%	19%	21%
5+ behaviours	10%	12%	12%
Average (excl. None)	2.52	2.80	2.82

# Types of behaviour

	Sep '10 (%)	Feb '11 (%)	Sep '10 (%)
Any speeding	52	52	53
90mph on motorway	12	14	15
35mph in 30mph zone	45	49	49
Any mobile use	25	30	27
Any seatbelt	19	23	22

# Attitudes

Reflected in some softening of attitudes around enforcement

	Sep '10	Feb '11	Sep '10
There's not much risk of getting caught by the police for things like not wearing a seatbelt, using a mobile when driving or driving slightly over the alcohol limit. <b>% Agreeing</b>	26%	28%	30%
Scotland is getting tougher in tackling drink driving. <b>% Agreeing</b>	58%	54%	51%
Scotland is getting tougher in tackling drug driving. <b>% Agreeing</b>	45%	44%	40%
There should be a maximum speed limit of 50mph on all country roads because of the greater risks when driving on these <b>% Agreeing</b>	61%	57%	56%



# Summing up

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# Summing up

- \* There is a fairly high level of active 'at risk' driving behaviour overall in the 12 months prior to interview (72%), with a majority (58%) admitting to illegal actions on at least 1 occasion in this period – most commonly speeding in a 30 mph zone.
- \* Equally, most drivers are relatively compliant with safer driving procedures. Of those adopting any 'at risk' behaviours, over half had restricted this to 1 or 2 types.
- \* Risk-taking is strongly related to gender and age. Men and those aged under 45 are much more likely to adopt 'at risk' driving behaviours than women and older drivers.

# Summing up

- 1 Such behaviour is at its most extreme in 11% of drivers who might be classified as high risk-takers or serial offenders, adopting 5 or more 'at risk' driving behaviours. These have a general disregard for driving safety in how they drive and are again predominantly male, under 45 and more active drivers.
- 1 Significantly, this is not due to any lesser perception of risk of getting caught, at least on a conscious level, since impressions in this respect are similarly held across all levels of risk behaviours.
- 1 In addition, highest risk takers are also the most likely to have ever been penalised, which suggests that these penalties have not affected current behaviours to a significant extent.

# Summing up

- \* As such, there exists a nucleus of drivers who are generally non-compliant in behaviour and attitudes across most aspects of their driving. This may be due to a combination of factors:
  - Lack of perceived risk in their behaviour in potential consequences either to self or others, perhaps through self-confidence in their driving ability;
  - Acceptance of this risk, for the same reason;
  - Failure to recognise these behaviours as unacceptable, socially or otherwise;
  - Absence of any strong deterrent in the current level of penalties if caught, and hence acceptance of the risk of getting caught.

# Summing up

- \* At issue is an underlying attitude to driving generally, rather than specific behaviours on an individual basis.
- \* Of concern is the indication from trend data that higher level risk-takers are increasing in number, as current risk-takers become more relaxed in their attitudes and behaviour with regard to safer driving.