

# Driving Safety Culture Survey 2020



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## Introduction to the 2020 IAM Safety Culture Report

Founded in 1956, IAM RoadSmart has an ongoing mission to make better drivers and riders in order to improve road safety, inspire confidence and make driving and riding enjoyable. It does this through a range of courses for all road users, from e-learning to on-road modules and the well known advanced driving and riding tests. The organisation has 85,000 members and campaigns on road safety on their behalf.

This is our sixth annual report on the opinions, attitudes and behaviour of British drivers. IAM RoadSmart would like to thank the American Automobile Association Foundation for Road Safety (AAAFS) for sharing the concept with us and Lake Market Research for conducting the survey work. Once again, it makes useful reading, further underlining the main concerns for British drivers as they go about their business. Pothole questions were only introduced to the survey a few years ago but have now made it to the top of the 'concerns' table. Driver distraction has returned to second place, with congestion not far behind. These results emphasise once again the need for a long-term investment plan for road maintenance alongside capital schemes.

Although there have been minor fluctuations in the last six years the overall conclusion remains that road safety attitudes are not changing very much at all. However, there are some small positive shoots to report. For example, the number of drivers who consider it acceptable to drive at up to 80mph on a motorway has reduced to 43 per cent of drivers, down from 55 per cent in 2016. The vast majority of drivers still find it unacceptable to speed in towns and near schools. Support for stronger road safety enforcement also still remains very high and, we would once again urge governments across the British Isles to bring forward the sort of innovative policies that we know the driving public favour.

## Research Objectives

**To study UK motorists' driving safety attitudes and behaviour. This survey was first carried out in 2015 and this report covers a repeat of the survey in October 2020 and includes any statistically valid differences from the results of the 2019 survey. The objectives were to study UK motorists' driving safety attitudes and behaviour in terms of:**

- The potential car driving problems faced by drivers now compared with 3 years ago
- The perceived threats to personal safety whilst driving
- The relative acceptability of driver behaviour
- Respondent driver behaviour
- Support for potential new regulations and laws governing driver behaviour and licence renewal
- Perceived police prioritisation of aspects of bad driving
- Attitudes towards the encouraging drivers to improve their driving skills by taking advanced driving tuition and advanced driving test
- Attitudes towards the problems associated with potholes in the roads.

# Methodology

1. An online questionnaire was completed by motorists from the CINT access panel of UK residents.
2. Just over 2,004 useable interviews were completed.
3. As in previous years the final achieved sample was weighted by region and age group to be representative of UK motorists (excluding N. Ireland) using data from the Department for Transport National Travel Survey.
4. The unweighted sample profile is very similar to previous years and is shown below:

Gender and age group		Region	
Male	50%	North East	5%
Female	50%	North West	12%
Aged 17-24	5%	Yorkshire & Humber	8%
Aged 25-34	13%	East Midlands	7%
Aged 35-39	16%	West Midlands	9%
Aged 40-49	17%	East of England	10%
Aged 50-59	17%	London	12%
Aged 60-69	15%	South East	14%
Aged 70-80	14%	South West	9%
Aged 80+	3%	Wales	5%
		Scotland / Northern Ireland	9%

- Following each chart, summarised data tables show an analysis of the data by demographics and key classification questions.
- These population groups' distributions are colour coded to indicate which are statistically above or below those from the total sample at the 95% confidence level.

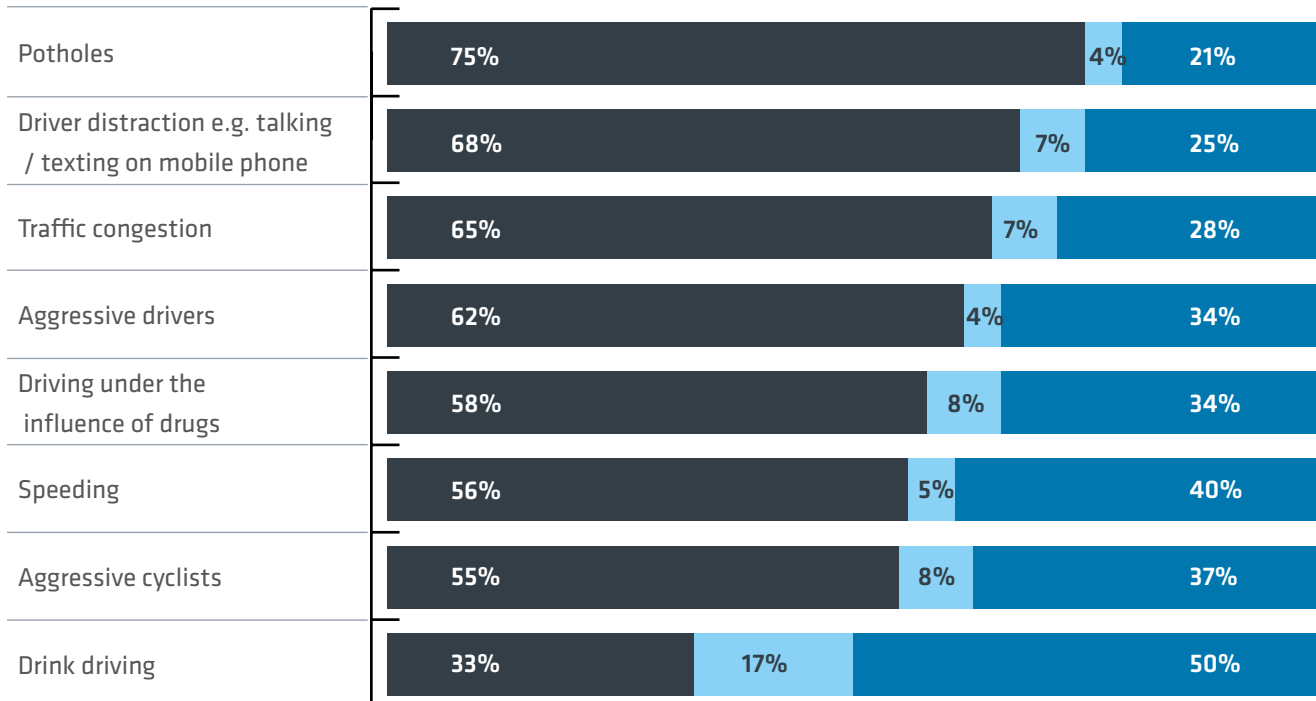
# Executive Summary

- Potholes are considered the biggest issue compared to three years ago, followed by driver distraction and traffic congestion. Whilst levels remain high, the proportion of motorists describing them as a bigger problem has reduced year on year.
- Consistent with 2019 levels, there are eight issues that at least 80% of motorists consider to be a threat to their personal safety. Drivers text messaging or emailing, drivers checking or updating social media and driving after drinking alcohol or using illegal drugs are considered the most serious threats. Patterns are broadly consistent with previous years.
- Of the 16 behaviours tested, driving 10 miles per hour over the speed limit on a motorway and talking on a hands free mobile are the only types of behaviour over half of motorists believe other people consider acceptable. Consistent with personal safety perceptions, use of social media, typing text messages or emails, driving and drinking or using drugs is largely considered unacceptable. Patterns are broadly consistent when motorists were asked to indicate the behaviours they personally found acceptable. Speeding acceptability levels have reduced over the last 5 years.
- Of the 10 behaviours assessed, a third claim they have driven more than 5 miles per hour over the limit to some degree in the past 30 days. Approximately a quarter have driven 10 miles per hour over the limit on a motorway and/or talked hands free on a mobile. Consistent with personal safety and acceptability perceptions, few have used social media, typed text messages or emails or driven without wearing a seatbelt.
- Support for the laws / initiatives tested in the survey is high, with universal support for those concerning drug use, accessing text messages / emails, use of handheld phones, vehicle checking, emergency vehicle protocols, drink driving and eye test certificates for older motorists.
- Two thirds support a 12 month minimum learning period before testing, a 50mph standard speed limit on rural carriageways and automatic fines for drivers who drive more than 10mph over the speed limit on motorways. 57% support a standard 20mph speed limit in town and cities. Only 35% support a law that assumes the driver is always responsible for a collision with a cyclist or pedestrian in an urban area.
- Drink and drug driving remains the clear 1st priority for police action against bad driving behaviour with 51% ranking this first of the six areas tested.
- Just under 9 in 10 drivers have been affected by potholes over the past year. 31% have changed route to avoid them while 16% have reported a pothole to the authorities.
- Consistent with previous years, just under two thirds of drivers agree that drivers should be encouraged to improve their driving skills by taking advanced driving tuition and passing an advanced driving test.

# Key Findings

## Perceptions of issues on roads compared to 3 years ago

Q1. Please tell us how much of a problem each of the issues below is today compared to three years ago?



Net: bigger problem
  Net: smaller problem
  About the same

- Potholes are considered the biggest issue compared to three years ago; 75% claim they are a bigger problem. Close behind at approximately two thirds considering driver distraction (68%) and traffic congestion (65%) to be a bigger problem compared to three years ago.
- Just under six in ten (58%) consider driving under the influence of drugs to be a bigger problem compared to three years ago.
- A third (33%) consider drink driving to be a bigger problem compared to three years ago and half consider the issue to be the same to three years ago.

## Perceptions of issues on roads compared to 3 years ago – demographic & mileage scores

Q1. Please tell us how much of a problem each of the issues below is today compared to three years ago?

Percentages show the proportion stating that the issue is a bigger problem than 3 years ago.

Colour coding shows statistically significant differences at the 95% level between population groups with **darker blue** colouring showing groups containing significantly more respondents considering the issue a bigger problem and **lighter blue** showing that significantly less respondents considering the issue a bigger problem.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	<b>1994</b>	990	1003	367	645	641	341	1003	789	151
<b>Potholes</b>	<b>75%</b>	73%	76%	61%	70%	83%	82%	73%	77%	76%
<b>Driver distraction e.g. talking / texting on mobile phone</b>	<b>68%</b>	66%	70%	64%	66%	73%	68%	67%	69%	72%
<b>Traffic congestion</b>	<b>65%</b>	60%	69%	59%	67%	65%	67%	64%	67%	60%
<b>Aggressive drivers</b>	<b>62%</b>	59%	65%	56%	62%	65%	62%	61%	63%	61%
<b>Driving under the influence of drugs</b>	<b>58%</b>	57%	59%	51%	55%	64%	62%	57%	59%	63%
<b>Speeding</b>	<b>56%</b>	52%	59%	58%	54%	55%	56%	55%	55%	63%
<b>Aggressive cyclists</b>	<b>55%</b>	53%	57%	51%	52%	59%	58%	53%	57%	53%
<b>Drink driving</b>	<b>33%</b>	27%	40%	45%	35%	26%	31%	35%	31%	31%

■ Statistically higher than average   ■ Statistically lower than average

- A higher proportion of females consider a number of areas to be a bigger problem now compared to three years ago, namely driver distraction, traffic congestion, aggressive drivers, speeding and drink driving.
- A lower proportion of those aged 17-34 consider potholes, aggressive drivers and driving under the influence of drugs to be a bigger problem compared to three years ago. However, a higher proportion of this age group consider drink driving to be more of a problem compared to three years ago.



## Perceptions of issues on roads compared to 3 years ago – regional scores

Q1. Please tell us how much of a problem each of the issues below is today compared to three years ago?

Percentages show the proportion stating that the issue is a bigger problem than 3 years ago.

Colour coding shows statistically significant differences at the 95% level between population groups with **darker blue** colouring showing groups containing significantly **more** respondents considering the issue a bigger problem and **lighter blue** showing that significantly **less** respondents considering the issue a bigger problem.

	Total	Region										
		North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland/NI
Number of responses	1994	98	242	161	145	177	186	239	281	181	98	186
Potholes	75%	64%	72%	75%	77%	76%	74%	66%	81%	78%	75%	80%
Driver distraction e.g. talking / texting on mobile phone	68%	72%	66%	72%	69%	73%	64%	69%	69%	61%	73%	67%
Traffic congestion	65%	57%	63%	66%	67%	73%	63%	69%	68%	69%	57%	54%
Aggressive drivers	62%	66%	59%	67%	60%	65%	64%	63%	58%	63%	56%	61%
Driving under the influence of drugs	58%	63%	60%	64%	57%	61%	60%	49%	59%	57%	61%	56%
Speeding	56%	62%	55%	60%	57%	57%	57%	51%	57%	52%	51%	56%
Aggressive cyclists	55%	43%	52%	53%	47%	52%	52%	60%	58%	63%	57%	56%
Drink driving	33%	37%	31%	37%	35%	41%	30%	35%	33%	32%	30%	29%

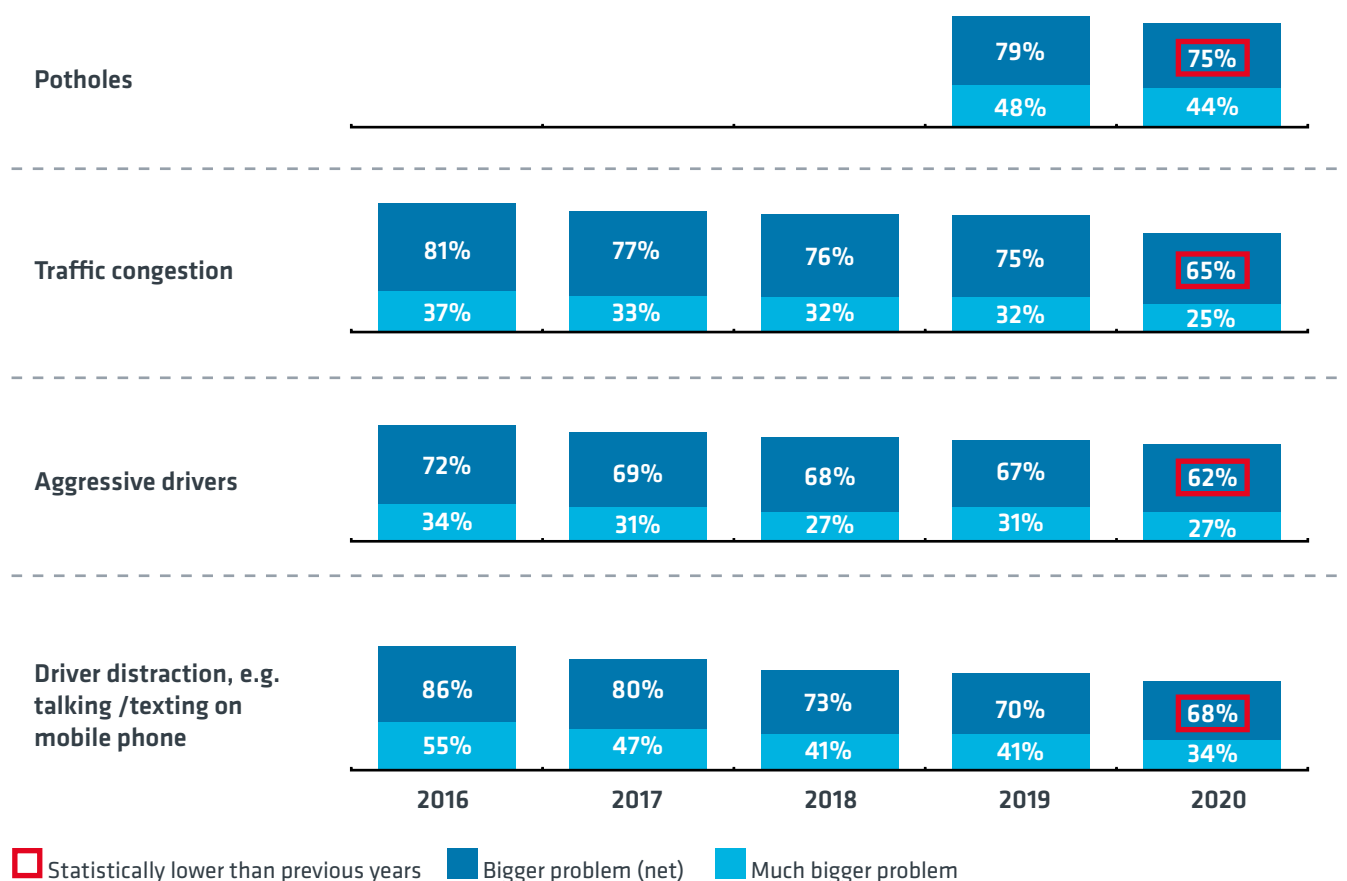
■ Statistically higher than average
 ■ Statistically lower than average

- There are a few regional differences to consider. A higher proportion of motorists living in the West Midlands consider traffic congestion and drink driving to be a bigger problem compared to three years ago. A higher proportion of motorists living in the South East consider potholes to be a bigger problem compared to three years ago.



## Perceptions of issues on roads compared to 3 years ago - year on year trends

Q1. Please tell us how much of a problem each of the issues below is today compared to three years ago?

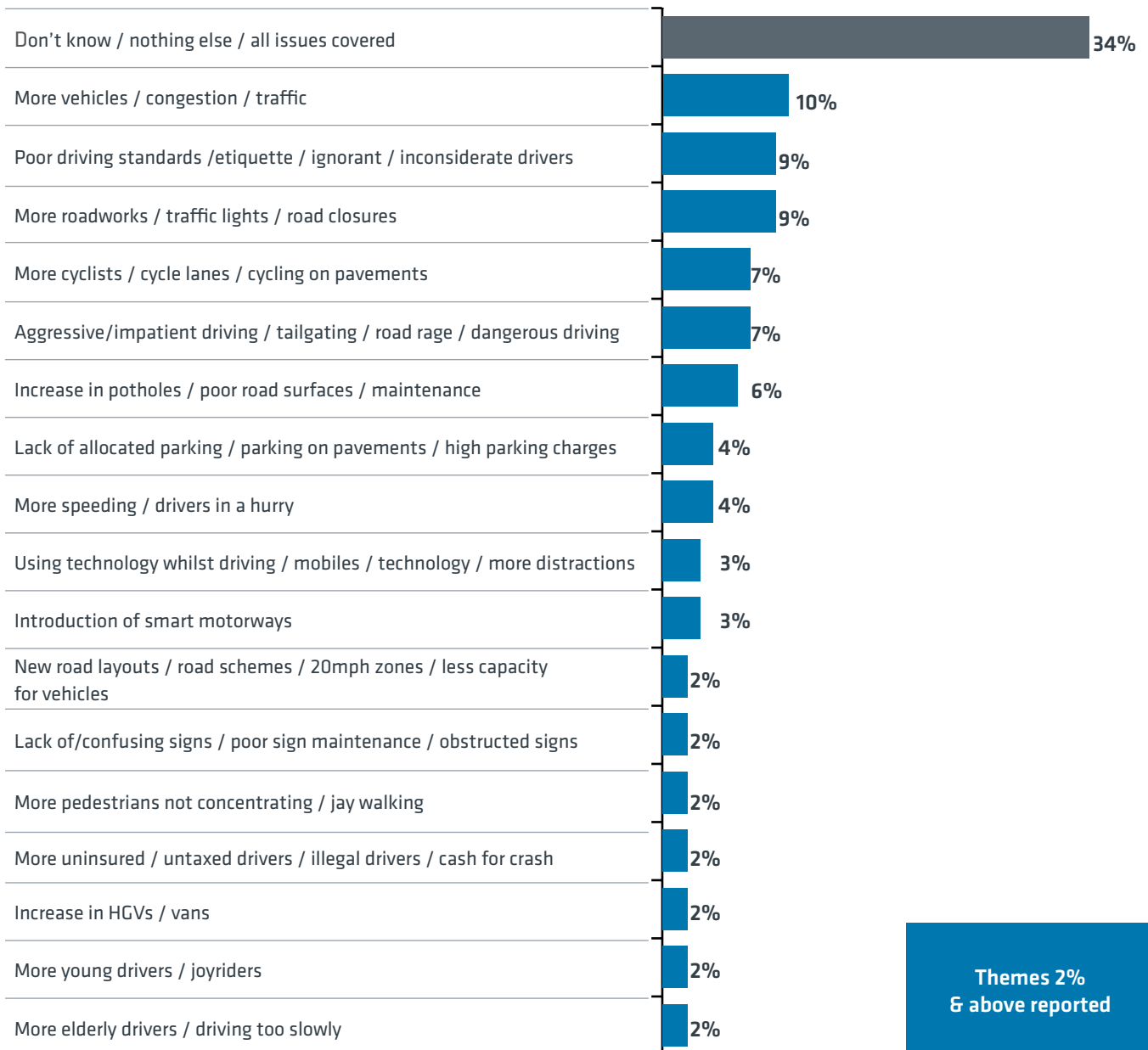


- Whilst levels remain high, the proportion reporting potholes, traffic congestion, aggressive drivers and driver distraction as a bigger problem than three years ago has reduced.

## Other issues on roads that are bigger problem compared to 3 years ago

Q2. Do you think there are any other issues on the roads that are a bigger problem today compared to 3 years ago?

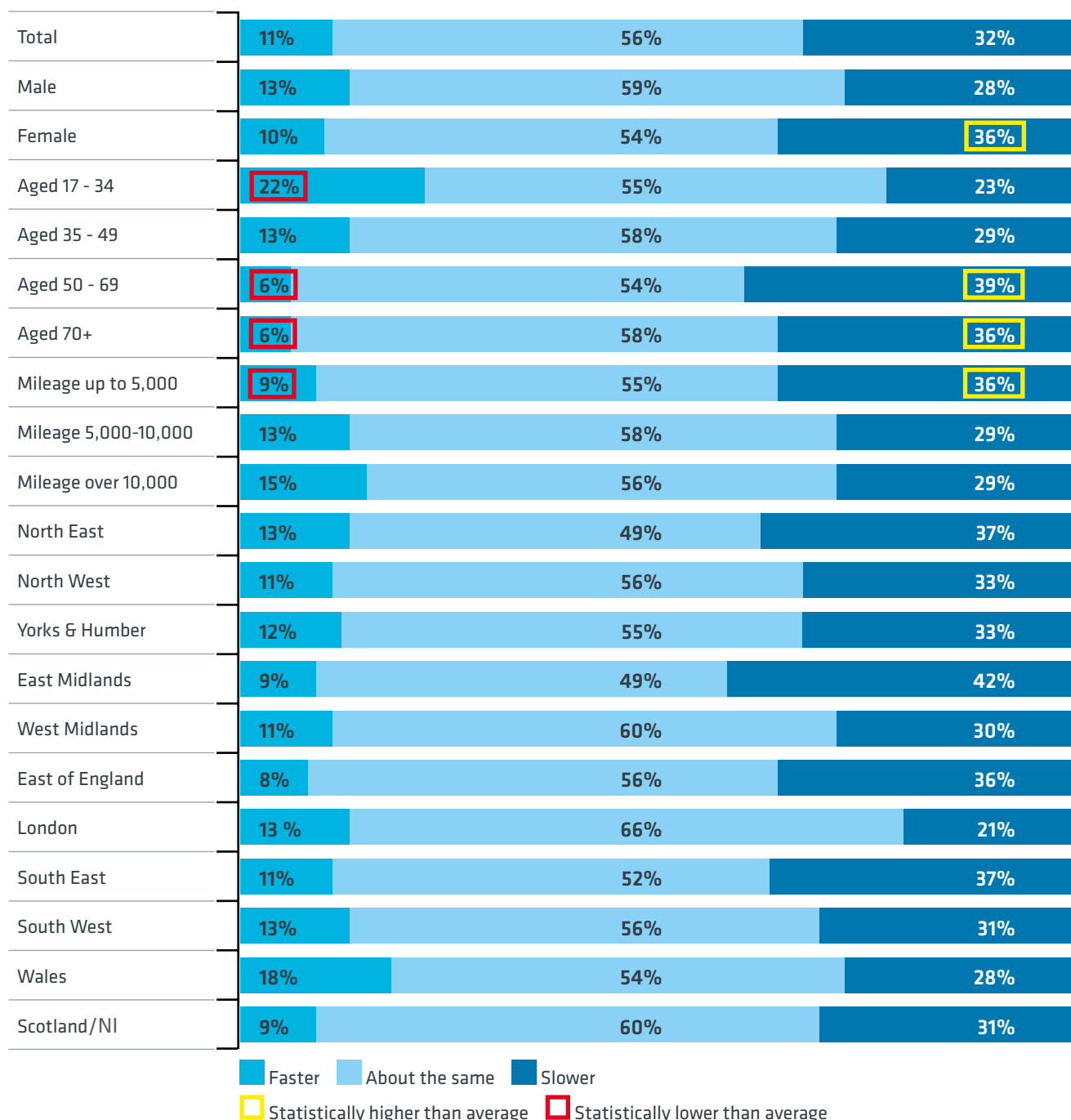
Open responses from respondents coded into 'like' themes



- Just over a third (34%) indicated the prompted issues covered the main issues on roads. Other responses covered a number of issues but the number of vehicles / traffic on roads, poor driving standards and roadworks / closures were the most common.

## Perceived driving speeds compared to others

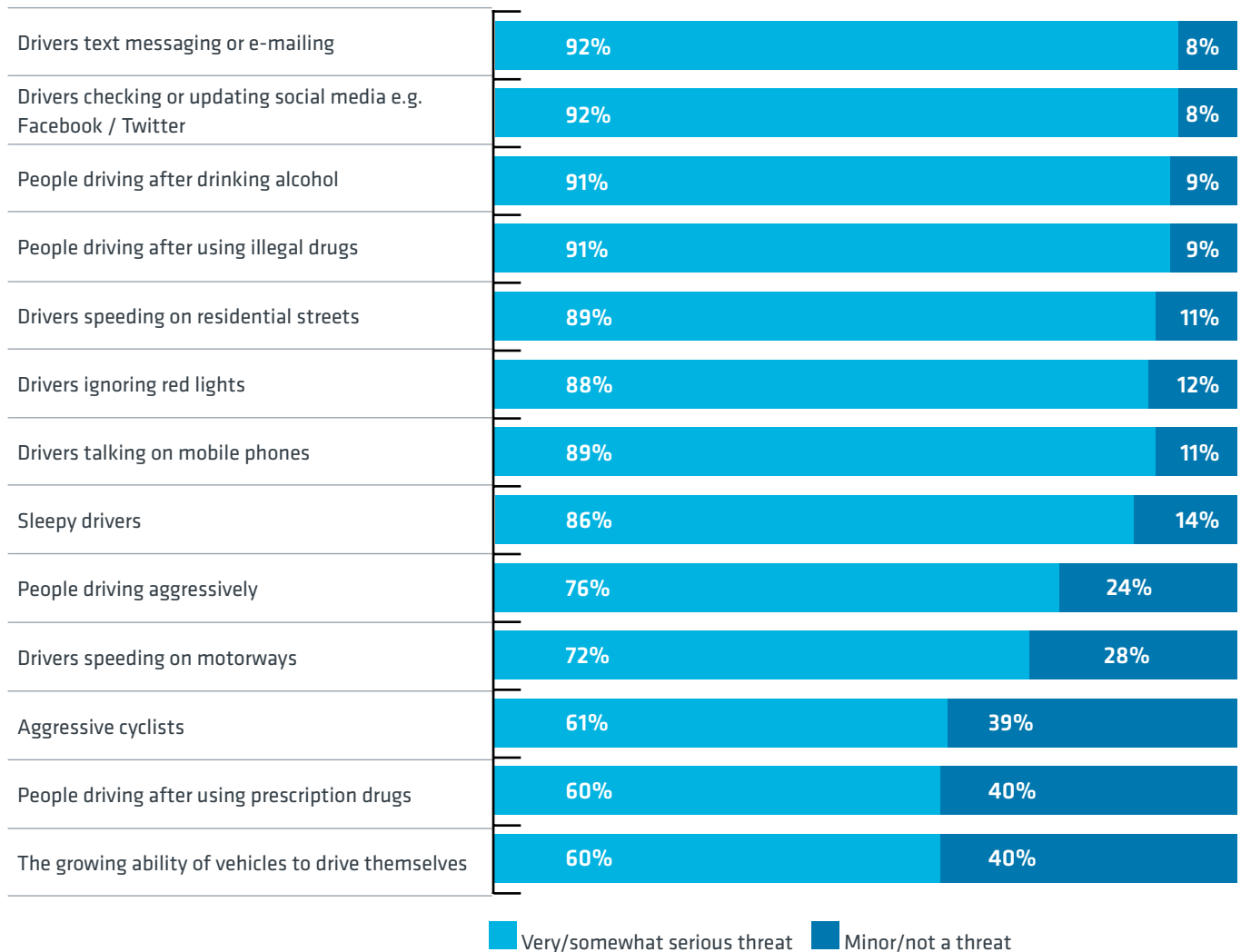
Q3. How fast would you say you usually drive, compared to most other drivers on the roads?



- Just under a third of respondents (32%) believe they drive more slowly than other drivers compared with 11% who believe they drive faster. Just over half (56%) believe they drive at the same speed as other drivers. A higher proportion of motorists aged 17-34 believe they drive faster compared to other age groups.

## Perceived threat of driver behaviour on personal safety

Q4. How much of a threat to your personal safety are the following?



- Consistent with 2019 levels, there are eight issues that at least 80% of motorists consider to be a threat to their personal safety. Drivers text messaging or emailing, drivers checking or updating social media and driving after drinking alcohol or using illegal drugs are considered the most serious threats.
- Drivers speeding on residential streets is considered more of a serious threat compared to speeding on motorways.

## Perceived threat of driver behaviour on personal safety – demographic scores

### Q4. How much of a threat to your personal safety are the following?

Percentages show the proportion stating that the driving behaviour was very/somewhat serious threat while colour coding shows those population groups with a significantly higher or lower likelihood of considering the driving behaviour as a threat.

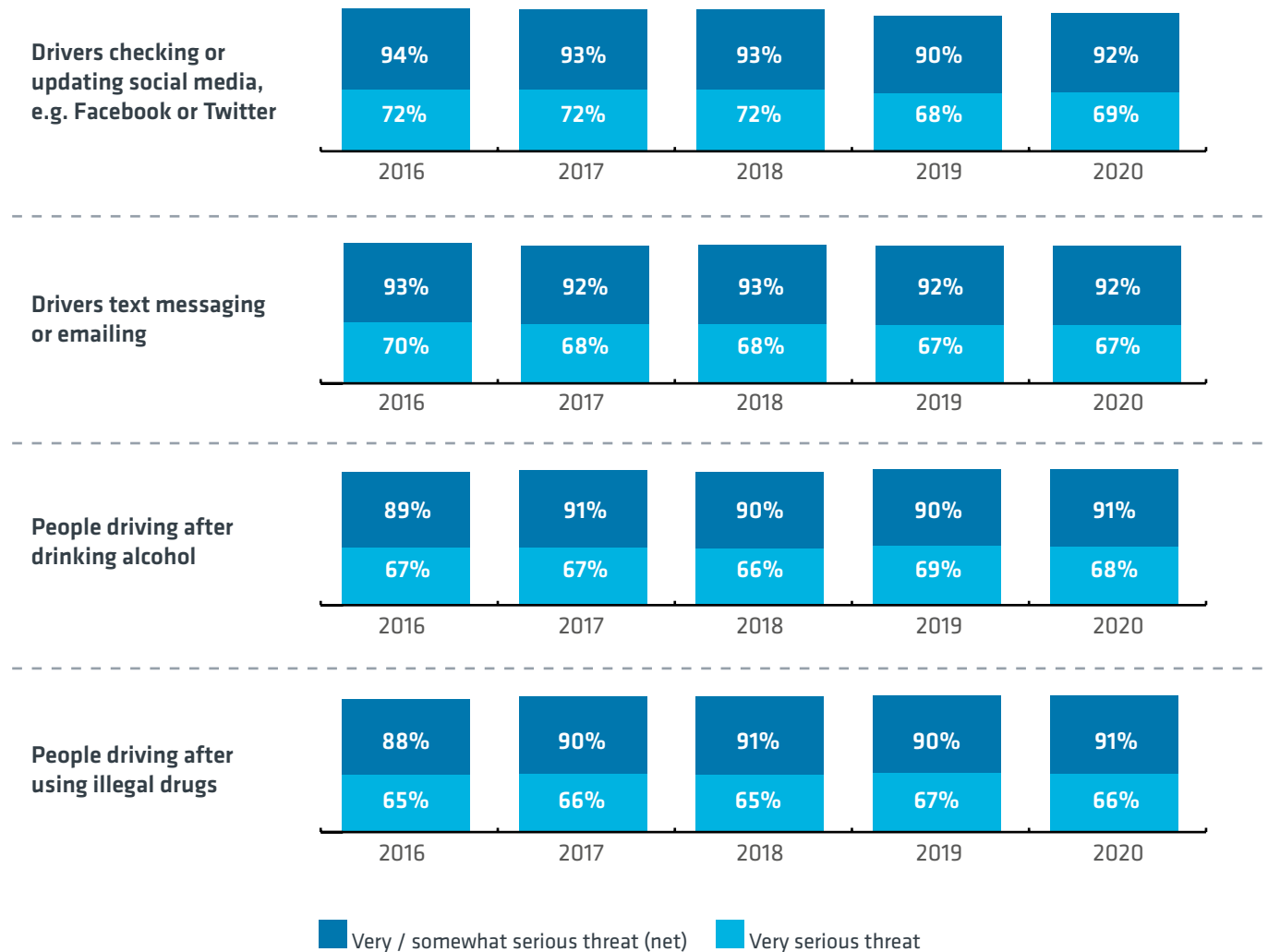
	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
Number of responses	1994	990	1003	366	646	641	341	1001	789	151
Drivers checking or updating social media e.g. Facebook / Twitter	92%	91%	93%	86%	92%	95%	95%	93%	93%	89%
Drivers text messaging or e-mailing	92%	91%	94%	87%	92%	94%	95%	92%	93%	89%
People driving after using illegal drugs	91%	90%	93%	86%	92%	92%	93%	92%	91%	91%
People driving after drinking alcohol	91%	89%	93%	88%	92%	91%	91%	92%	91%	87%
Drivers speeding on residential streets	89%	88%	90%	82%	89%	90%	92%	90%	89%	90%
Drivers talking on mobile phones	89%	87%	90%	86%	90%	89%	89%	89%	89%	90%
Drivers ignoring red lights	88%	88%	89%	85%	89%	90%	88%	89%	88%	82%
Sleepy drivers	86%	84%	88%	86%	86%	87%	83%	87%	86%	82%
People driving aggressively	76%	74%	78%	79%	80%	74%	70%	75%	78%	77%
Drivers speeding on motorways	72%	66%	78%	72%	75%	70%	72%	75%	71%	71%
Aggressive cyclists	61%	58%	64%	64%	62%	58%	62%	62%	60%	59%
People driving after using prescription drugs	60%	58%	63%	65%	66%	55%	54%	61%	59%	65%
The growing ability of vehicles to drive themselves	60%	52%	66%	58%	59%	59%	64%	59%	59%	60%

■ Statistically higher than average ■ Statistically lower than average

- A higher proportion of females consider a number of areas to be a threat to their personal safety. Conversely, a lower proportion of motorists aged 17-34 consider mobile phone use, speeding in residential areas and ignoring red lights to be a threat to their personal safety.
- Drivers under 50 feel a greater threat from people driving aggressively, speeding on motorways and driving after using prescription drugs.

## Perceived threat of driver behaviour on personal safety - year on year trends

Q4. How much of a threat to your personal safety are the following?

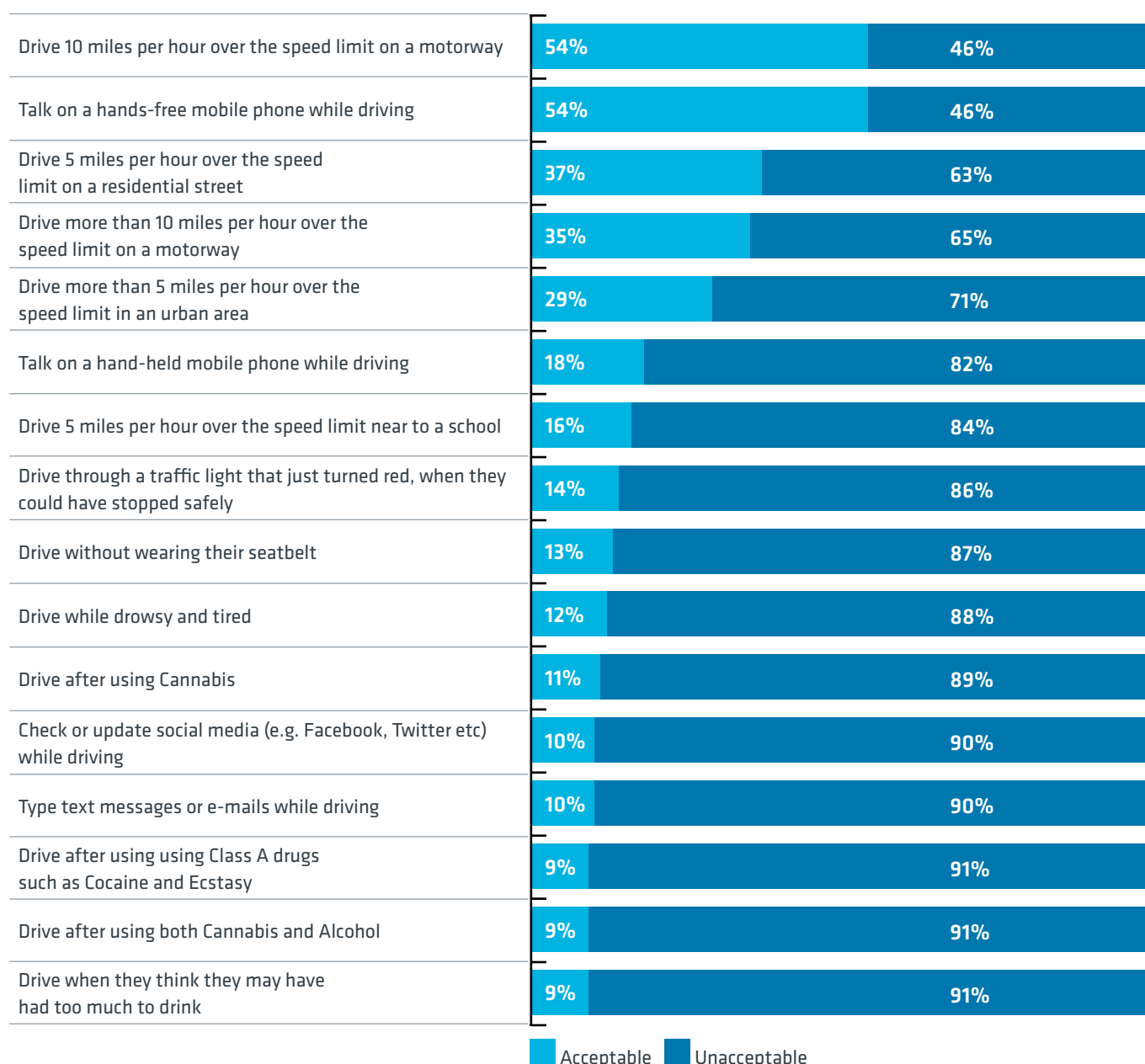


- The perceived threat of the top four concerns is broadly consistent across years.

## Acceptability of driving behaviours from perspective of 'others'

### Q5. Where you live, how acceptable would most other people say it is to for a driver to?

(This question was asked in 2 ways:- the acceptability of the behaviour as far as most people are concerned - Q5 and the acceptability for the respondents personally - Q6. The latter is shown on page 19.



- Just over half of motorists believe other people consider it acceptable to drive 10 miles per hour over the speed limit on a motorway and talk on a hands-free mobile.
- Consistent with personal safety perceptions, use of social media, typing text messages or emails, driving and drinking or using drugs is largely considered unacceptable.



## Acceptability of driving behaviours from perspective of ‘others’ – demographic & mileage scores

### Q5. Where you live, how acceptable would most other people say it is to for a driver to?

Percentages show the proportion stating that the driving behaviour was *acceptable* while colour coding shows those population groups with a significantly higher or lower likelihood of considering the driving behaviour acceptable.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
Number of responses	1992	988	1003	363	646	641	342	1003	785	151
Talk on a hands-free mobile phone while driving	54%	54%	55%	61%	57%	53%	44%	52%	56%	54%
Drive 10 miles per hour over the speed limit on a motorway	54%	58%	50%	55%	55%	54%	51%	51%	58%	56%
Drive 5 miles per hour over the speed limit on a residential street	37%	38%	35%	41%	39%	34%	33%	35%	39%	36%
Drive more than 10 miles per hour over the speed limit on a motorway	35%	38%	33%	40%	37%	34%	28%	32%	39%	35%
Drive more than 5 miles per hour over the speed limit in an urban area	29%	30%	28%	40%	31%	27%	18%	28%	30%	28%
Talk on a hand-held mobile phone while driving	18%	18%	17%	25%	19%	15%	11%	17%	19%	17%
Drive 5 miles per hour over the speed limit near to a school	16%	16%	16%	22%	18%	14%	10%	16%	16%	17%
Drive through a traffic light that just turned red, when they could have stopped safely	14%	13%	15%	21%	14%	13%	9%	14%	15%	13%
Drive without wearing their seatbelt	13%	13%	12%	20%	12%	13%	5%	11%	14%	15%
Drive while drowsy and tired	12%	12%	12%	24%	12%	8%	5%	11%	12%	12%
Drive after using Cannabis	11%	11%	10%	19%	10%	9%	6%	10%	11%	10%
Check or update social media (e.g. Facebook, Twitter etc) while driving	10%	10%	10%	18%	9%	8%	6%	9%	11%	10%
Type text messages or e-mails while driving	10%	9%	10%	19%	9%	7%	5%	10%	10%	9%
Drive when they think they may have had too much to drink	9%	10%	9%	16%	9%	8%	6%	8%	10%	10%
Drive after using both Cannabis and alcohol	9%	10%	8%	15%	9%	7%	5%	8%	10%	10%
Drive after using Class A drugs such as Cocaine and Ecstasy	9%	10%	7%	15%	9%	7%	5%	8%	10%	9%

- A higher proportion of male motorists believe most other people would consider driving 10 or more miles per hour over the speed limit on a motorway acceptable. In addition, a higher proportion of motorists who travel between 5,000 and 10,000 miles believe others would consider these behaviours acceptable.
- A higher proportion of motorists aged 17-34 believe most other people would consider a number of behaviours acceptable.

## Acceptability of driving behaviours from ‘perspective of ‘others’ – regional scores

Q5. Where you live, how acceptable would most other people say it is to for a driver to?

Percentages show the proportion stating that the driving behaviour was *acceptable* while colour coding shows those population groups with a significantly higher or lower likelihood of considering the driving behaviour acceptable.

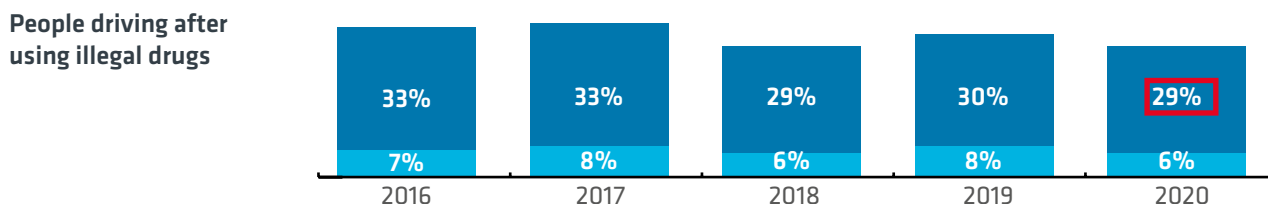
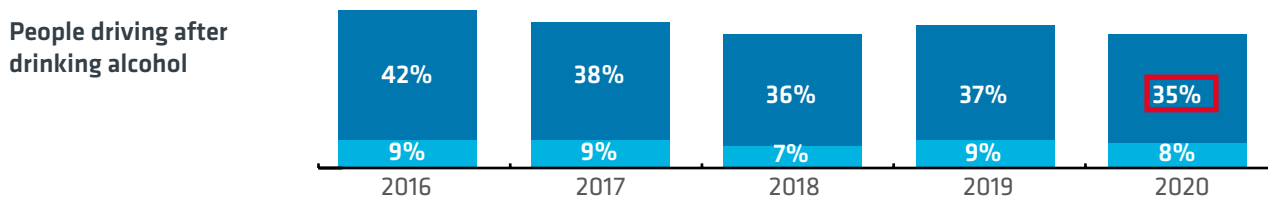
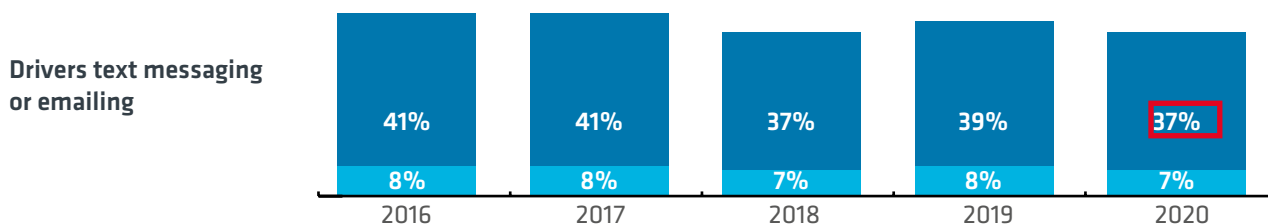
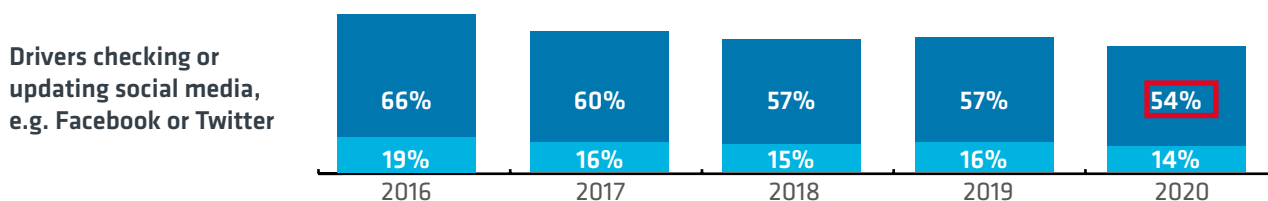
	Total	Region										
		North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland/ NI
Number of responses	1992	97	239	161	147	179	186	239	279	181	98	186
Talk on a hands-free mobile phone while driving	54%	44%	53%	56%	49%	57%	55%	60%	57%	50%	58%	48%
Drive 10 miles per hour over the speed limit on a motorway	54%	43%	52%	52%	52%	53%	45%	60%	53%	61%	58%	61%
Drive 5 miles per hour over the speed limit on a residential street	37%	34%	37%	40%	32%	38%	26%	43%	36%	40%	37%	38%
Drive more than 10 miles per hour over the speed limit on a motorway	35%	34%	34%	37%	35%	42%	32%	38%	30%	35%	38%	37%
Drive more than 5 miles per hour over the speed limit in an urban area	29%	27%	29%	26%	27%	28%	21%	32%	29%	34%	27%	33%
Talk on a hand-held mobile phone while driving	18%	20%	18%	22%	16%	19%	18%	19%	13%	16%	16%	20%
Drive 5 miles per hour over the speed limit near to a school	16%	16%	16%	17%	14%	19%	13%	20%	13%	14%	15%	20%
Drive through a traffic light that just turned red, when they could have stopped safely	14%	15%	11%	17%	14%	14%	17%	13%	13%	13%	14%	16%
Drive without wearing their seatbelt	13%	6%	13%	14%	11%	11%	12%	18%	11%	11%	12%	15%
Drive while drowsy and tired	12%	7%	11%	16%	8%	13%	13%	15%	9%	8%	13%	15%
Drive after using Cannabis	11%	5%	9%	12%	14%	11%	11%	12%	10%	9%	9%	11%
Check or update social media (e.g. Facebook, Twitter etc) while driving	10%	6%	8%	12%	12%	14%	12%	12%	8%	5%	8%	10%
Type text messages or e-mails while driving	10%	8%	8%	13%	12%	11%	10%	13%	6%	6%	9%	10%
Drive when they think they may have had too much to drink	9%	6%	7%	11%	10%	12%	14%	10%	8%	7%	6%	10%
Drive after using both Cannabis and alcohol	9%	5%	7%	9%	10%	12%	12%	8%	8%	7%	7%	10%
Drive after using Class A drugs such as Cocaine and Ecstasy	9%	6%	7%	11%	9%	10%	9%	10%	7%	6%	8%	10%

- There are a few regional differences to consider. A lower proportion of motorists living in East of England believe most other people would consider speed behaviours acceptable.

# Q5

## Acceptability of driving behaviours from perspective of 'others' - year on year trends

Q5. Where you live, how acceptable would most other people say it is to for a driver to?

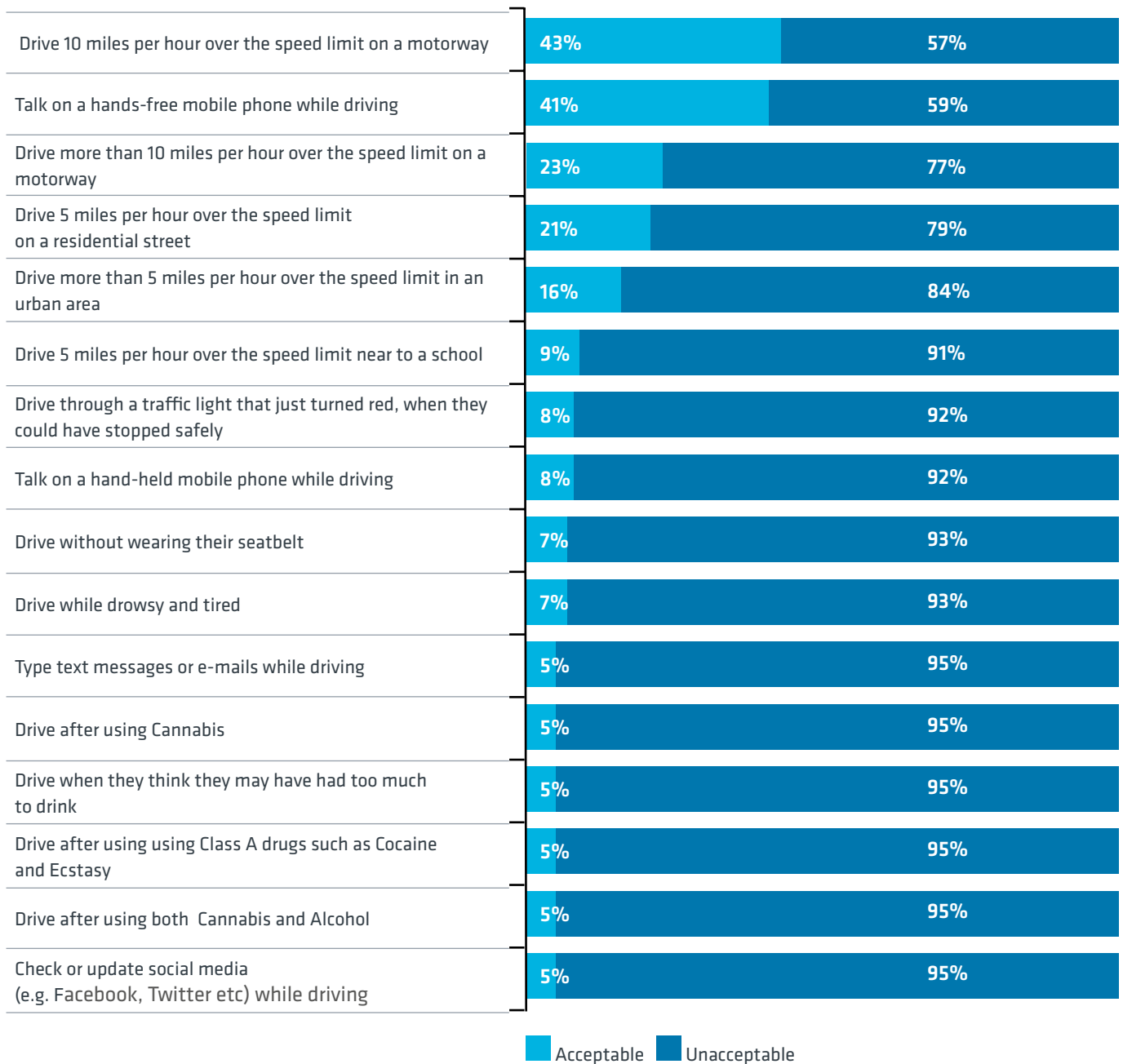


□ Statistically lower than 2016
  Acceptable (net)
  Completely acceptable

- The proportion believing other people consider it acceptable to speed on all road types has continued to reduce compared to 2016 levels.

## Acceptability of driving behaviours from 'personal' perspective

### Q6. How acceptable do you personally feel it is to for a driver to?



- Personal acceptability proportions are marginally lower than perceptions of other peoples beliefs. Just over four in ten consider it acceptable to drive 10 miles per hour over the speed limit on a motorway and talk on a hands-free mobile.
- Consistent with previous patterns, use of social media, typing text messages or emails, driving and drinking or using drugs is largely considered unacceptable.

## Acceptability of driving behaviours from ‘personal’ perspective – demographic & mileage scores

### Q6. How acceptable do you personally feel it is to for a driver to?

Percentages show the proportion stating that the driving behaviour was **acceptable** while colour coding shows those population groups with a significantly higher or lower likelihood of considering the driving behaviour acceptable.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
Number of responses	1993	988	1004	362	646	643	342	1003	786	151
Drive 10 miles per hour over the speed limit on a motorway	43%	49%	38%	44%	44%	43%	42%	38%	49%	48%
Talk on a hands-free mobile phone while driving	41%	42%	40%	48%	44%	40%	32%	38%	45%	40%
Drive more than 10 miles per hour over the speed limit on a motorway	23%	27%	19%	30%	25%	21%	15%	19%	26%	29%
Drive 5 miles per hour over the speed limit on a residential street	21%	24%	18%	28%	22%	18%	17%	18%	23%	24%
Drive more than 5 miles per hour over the speed limit in an urban area	16%	17%	15%	26%	17%	13%	10%	14%	19%	16%
Drive 5 miles per hour over the speed limit near to a school	9%	9%	8%	16%	9%	7%	3%	8%	8%	13%
Talk on a hand-held mobile phone while driving	8%	9%	7%	15%	9%	4%	4%	7%	8%	10%
Drive through a traffic light that just turned red, when they could have stopped safely	8%	9%	7%	15%	9%	5%	3%	7%	9%	10%
Drive without wearing their seatbelt	7%	9%	6%	14%	8%	6%	2%	6%	8%	10%
Drive while drowsy and tired	7%	7%	6%	15%	9%	3%	1%	6%	7%	9%
Drive after using Cannabis	5%	6%	5%	13%	7%	2%	1%	5%	6%	7%
Type text messages or e-mails while driving	5%	6%	4%	13%	6%	2%	1%	4%	5%	7%
Drive after using both Cannabis and alcohol	5%	6%	4%	11%	6%	3%	1%	4%	5%	7%
Drive after using Class A drugs such as Cocaine and Ecstasy	5%	5%	4%	10%	6%	3%	1%	4%	5%	7%
Drive when they think they may have had too much to drink	5%	5%	5%	11%	6%	2%	1%	4%	5%	6%
Check or update social media (e.g. Facebook, Twitter etc) while driving	5%	5%	4%	11%	6%	2%	1%	4%	5%	7%

- A higher proportion of male motorists consider it acceptable to driving 10 or more miles per hour over the speed limit on a motorway and 5 miles per hour over the speed limit on a residential street acceptable. In addition, a higher proportion of motorists who travel between 5,000 and 10,000 miles consider these behaviours acceptable. A higher proportion of motorists aged 17-34 consider a number of behaviours acceptable.

## Acceptability of driving behaviours from 'personal' perspective – regional scores

### Q6. How acceptable do you personally feel it is to for a driver to?

Percentages show the proportion stating that the driving behaviour was **acceptable** while colour coding shows those population groups with a significantly higher or lower likelihood of considering the driving behaviour acceptable.

	Total	Region										
		North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland/ NI
Number of responses	1993	98	239	160	147	180	186	238	280	181	98	186
Drive 10 miles per hour over the speed limit on a motorway	43%	33%	37%	45%	40%	45%	37%	50%	44%	48%	50%	48%
Talk on a hands-free mobile phone while driving	41%	32%	44%	44%	32%	50%	41%	45%	43%	35%	45%	38%
Drive more than 10 miles per hour over the speed limit on a motorway	23%	18%	19%	20%	18%	26%	18%	30%	22%	29%	28%	20%
Drive 5 miles per hour over the speed limit on a residential street	21%	15%	21%	20%	15%	23%	16%	26%	22%	21%	20%	23%
Drive more than 5 miles per hour over the speed limit in an urban area	16%	15%	16%	18%	13%	15%	8%	23%	19%	15%	18%	14%
Drive 5 miles per hour over the speed limit near to a school	9%	12%	8%	9%	8%	8%	5%	14%	8%	5%	6%	11%
Talk on a hand-held mobile phone while driving	8%	6%	9%	9%	4%	7%	5%	11%	7%	6%	8%	9%
Drive through a traffic light that just turned red, when they could have stopped safely	8%	9%	6%	11%	5%	9%	4%	11%	8%	9%	5%	6%
Drive without wearing their seatbelt	7%	7%	7%	7%	5%	6%	6%	13%	6%	7%	7%	7%
Drive while drowsy and tired	7%	5%	5%	8%	3%	10%	4%	12%	6%	4%	6%	6%
Drive after using Cannabis	5%	5%	4%	6%	5%	6%	4%	8%	5%	5%	3%	6%
Type text messages or e-mails while driving	5%	6%	5%	6%	4%	6%	2%	10%	4%	3%	4%	5%
Drive after using both Cannabis and alcohol	5%	7%	4%	5%	3%	6%	3%	9%	3%	4%	4%	5%
Drive after using Class A drugs such as Cocaine and Ecstasy	5%	5%	4%	6%	3%	6%	4%	7%	5%	4%	4%	5%
Drive when they think they may have had too much to drink	5%	4%	3%	5%	3%	5%	3%	7%	5%	4%	6%	6%
Check or update social media (e.g. Facebook, Twitter etc) while driving	5%	4%	4%	6%	3%	5%	4%	8%	4%	3%	4%	5%

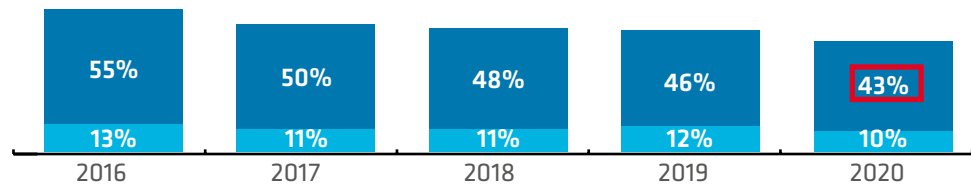
- There are a few regional differences to consider. A higher proportion of motorists living in London consider some of the speeding behaviours acceptable as well as driving without a seatbelt and while drowsy tired (although proportions for these behaviours are comparatively lower).

# Q6

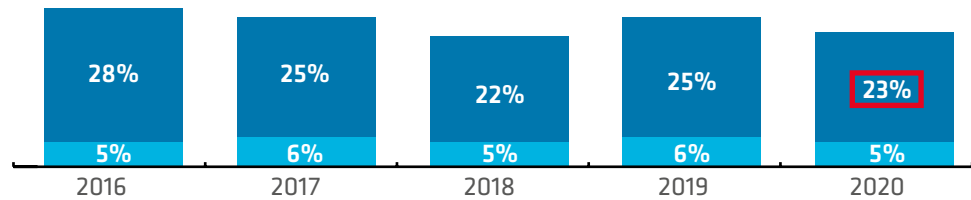
## Acceptability of driving behaviours from 'personal' perspective – year on year trends

Q6. How acceptable do you personally feel it is to for a driver to?

Drive 10 miles per hour over the speed limit on a motorway



Drive more than 10 miles per hour over the speed limit on a motorway



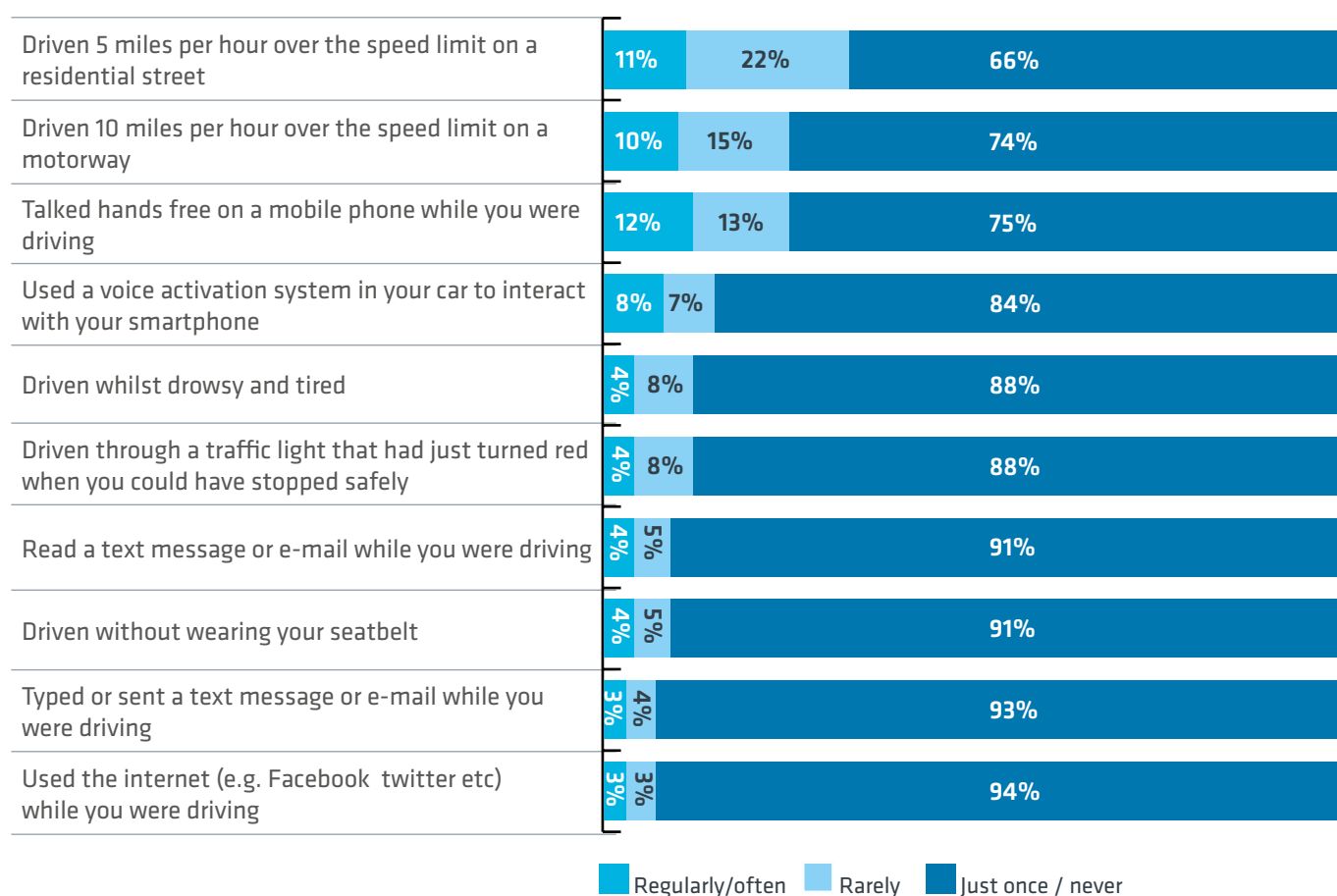
□ Statistically lower than 2016  
  Acceptable (net)  
  Completely acceptable

- The proportion who consider it acceptable to speed 10 miles per hour or more on a motorway has reduced compared to 2016 levels.



## Frequency of driving behaviours in past 30 days

Q7. In the past 30 days, how often have you?



- Of the behaviours assessed, a third have driven more than 5 miles per hour over the limit to some degree (rarely / regularly / often) in the past 30 days. Approximately a quarter have driven 10 miles per hour over the limit on a motorway and/or talked hands free on a mobile.
- Consistent with personal safety and acceptability perceptions, few have used social media, typed text messages or emails or driven without wearing a seatbelt.

## Frequency of driving behaviours in past 30 days – demographic & mileage scores

### Q7. In the past 30 days, how often have you?

Percentages show the proportion stating regularly/often while colour coding shows those population groups with a significantly higher or lower likelihood of driving in this way.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	<b>1981</b>	988	992	358	642	640	341	997	780	151
<b>Talked hands free on a mobile phone while you were driving</b>	<b>12%</b>	13%	12%	17%	16%	9%	5%	8%	15%	19%
<b>Driven 5 miles per hour over the speed limit on a residential street</b>	<b>11%</b>	13%	10%	17%	14%	9%	5%	8%	14%	16%
<b>Drive 10 miles per hour over the speed limit on a motorway</b>	<b>10%</b>	13%	8%	18%	12%	7%	6%	6%	14%	18%
<b>Used a voice activation system in your car to interact with your smartphone</b>	<b>8%</b>	9%	8%	18%	11%	5%	1%	6%	10%	13%
<b>Driven whilst drowsy and tired</b>	<b>4%</b>	5%	4%	11%	6%	1%	0%	4%	5%	4%
<b>Driven without wearing your seatbelt</b>	<b>4%</b>	3%	4%	10%	5%	1%	0%	3%	5%	5%
<b>Driven through a traffic light that had just turned red when you could have stopped safely</b>	<b>4%</b>	4%	3%	9%	5%	1%	1%	3%	4%	4%
<b>Read a text message or e-mail while you were driving</b>	<b>4%</b>	4%	3%	11%	5%	1%	0%	3%	4%	5%
<b>Used the internet (e.g. Facebook twitter etc) while you were driving</b>	<b>3%</b>	3%	3%	9%	4%	1%	0%	3%	3%	3%
<b>Typed or sent a text message or e-mail while you were driving</b>	<b>3%</b>	3%	3%	7%	4%	1%	0%	2%	3%	3%

- A higher proportion of motorists aged 17-34 indicated they have regularly / often conducted all behaviours in the past 30 days. Frequency of all behaviours are low amongst motorists aged 50 & over. A higher proportion of motorists who travel 5,000 miles & over have regularly / often conducted speeding and mobile phone behaviours in the past 30 days.

## Frequency of driving behaviours in past 30 days – regional scores

Q7. In the past 30 days, how often have you?

	Total	Region										
		North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland/ NI
Number of responses	1981	98	236	159	147	180	186	236	277	178	98	186
Talked hands free on a mobile phone while you were driving	12%	12%	10%	9%	12%	13%	10%	18%	11%	11%	12%	15%
Driven 5 miles per hour over the speed limit on a residential street	11%	14%	9%	7%	7%	12%	8%	18%	11%	11%	16%	11%
Drive 10 miles per hour over the speed limit on a motorway	10%	11%	10%	7%	10%	10%	7%	13%	14%	12%	8%	9%
Used a voice activation system in your car to interact with your smartphone	8%	12%	7%	7%	5%	11%	6%	13%	7%	9%	7%	11%
Driven whilst drowsy and tired	4%	4%	3%	2%	3%	4%	2%	9%	6%	4%	1%	4%
Driven without wearing your seatbelt	4%	3%	2%	2%	3%	5%	3%	9%	1%	5%	5%	4%
Driven through a traffic light that had just turned red when you could have stopped safely	4%	6%	3%	3%	2%	5%	2%	7%	3%	3%	1%	5%
Read a text message or e-mail while you were driving	4%	7%	2%	2%	5%	3%	2%	7%	3%	4%	2%	4%
Used the internet (e.g. Facebook twitter etc) while you were driving	3%	7%	3%	2%	2%	3%	2%	6%	2%	3%	1%	4%
Typed or sent a text message or e-mail while you were driving	3%	6%	2%	1%	3%	3%	2%	6%	1%	2%	1%	4%

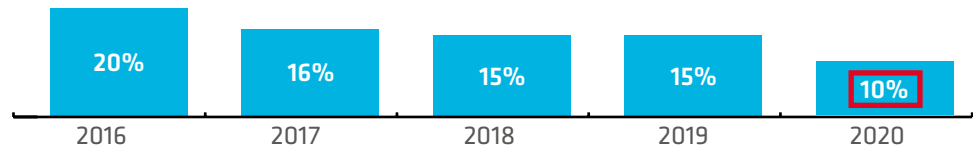
- A higher proportion of motorists living in London have frequently / often conducted some of the speeding behaviours as well as driving without a seatbelt and while drowsy tired (although proportions for these behaviours are comparatively lower).

# Q7

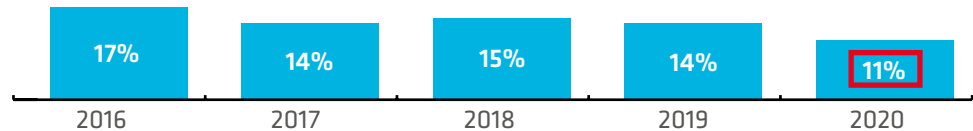
## Frequency of driving behaviours in past 30 days – year on year trends

Q7. In the past 30 days, how often have you?

Drive 10 miles per hour over the speed limit on a motorway



Driven 5 miles per hour over the speed limit on a residential street

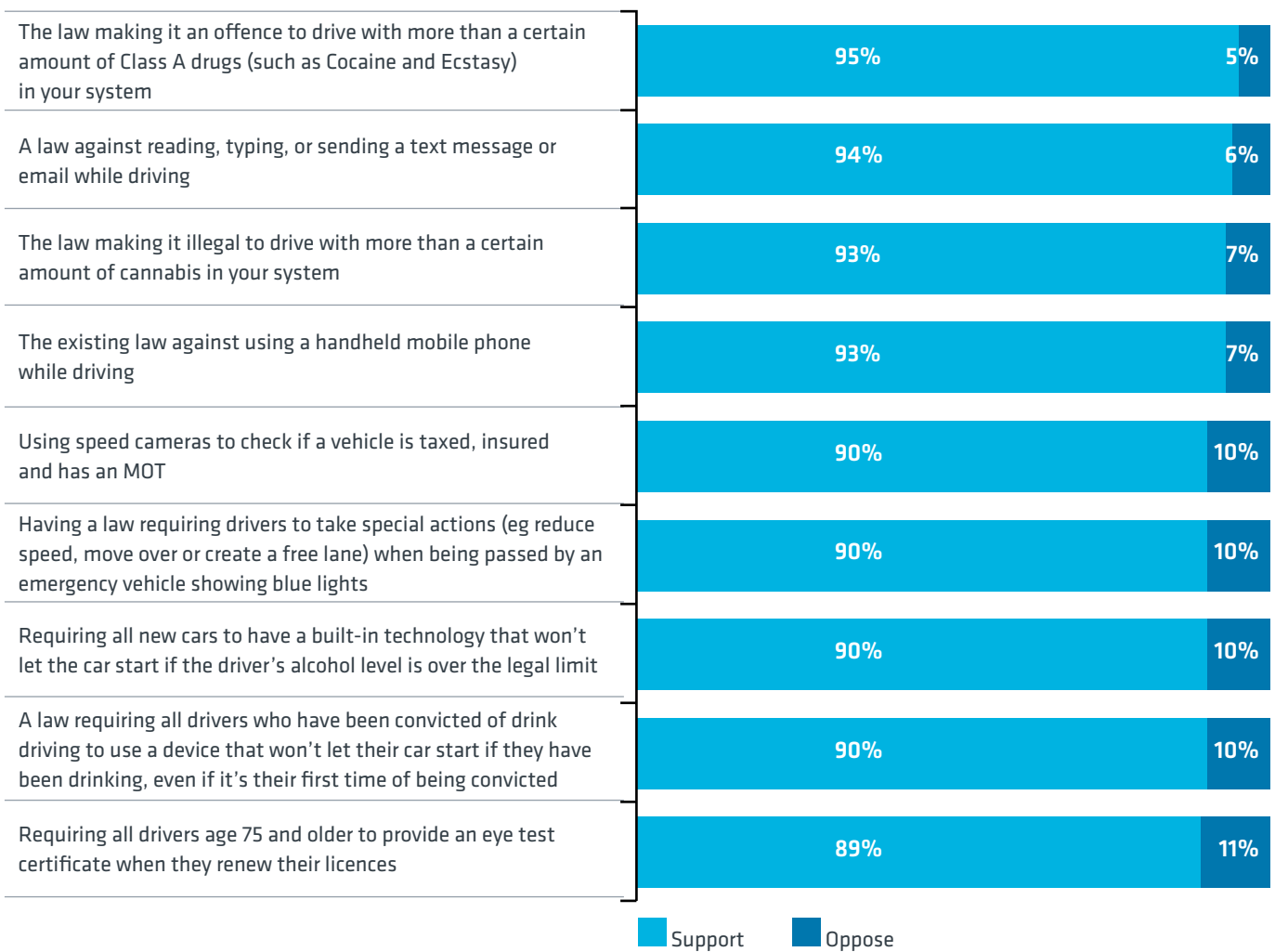


 Statistically lower than 2016  Regularly / fairly often

- The proportion who have frequently / often driven 10 miles per hour over the speed limit on a motorway and/or driven 5 miles per hour over the speed limit on a residential street has reduced compared to 2016 levels.

## Support for road user initiatives – initiatives with most support

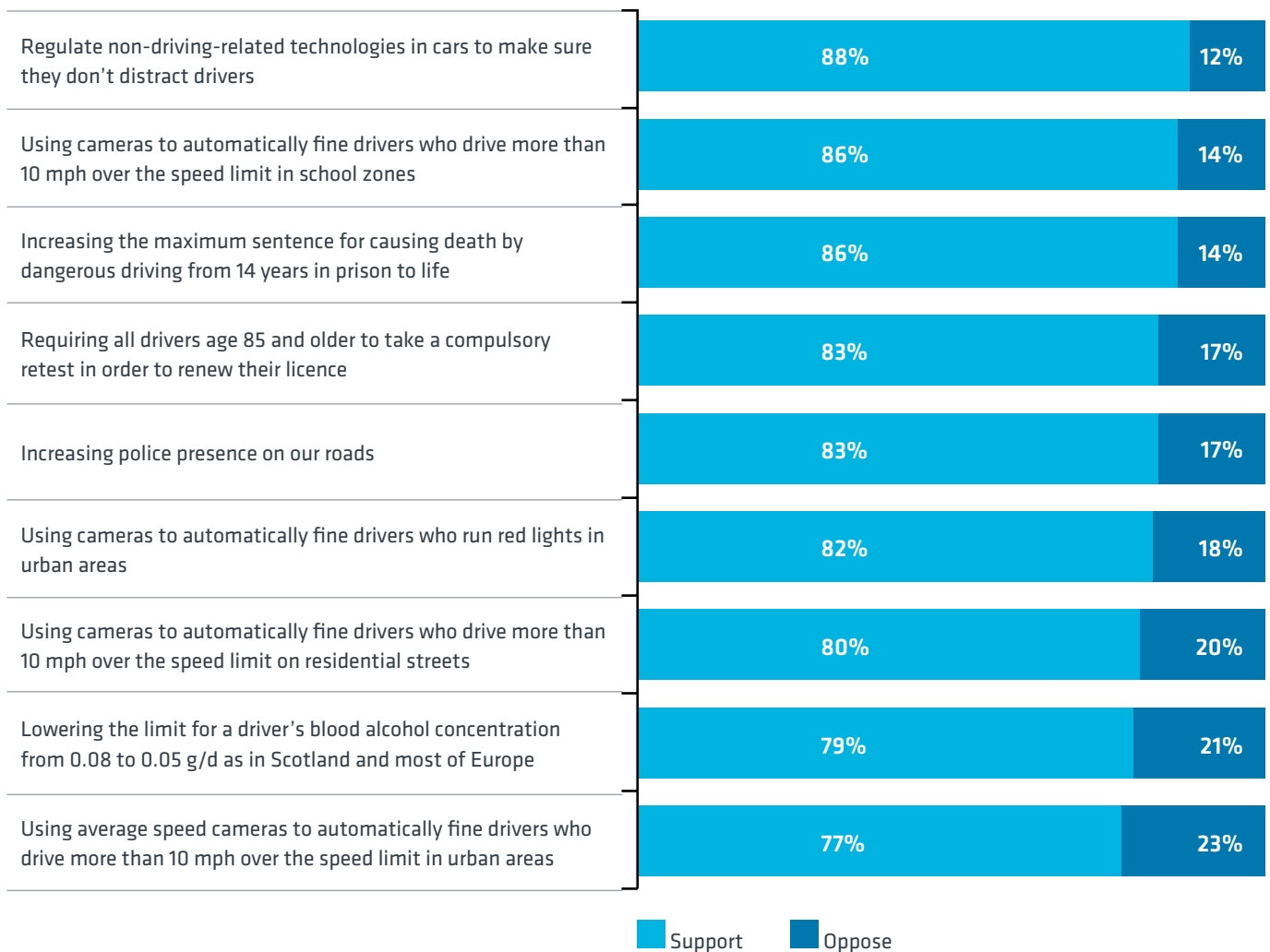
Q8/9. How strongly do you support or oppose the following?



- Of the 26 initiatives tested, there is almost universal support for the initiatives concerning drug use, accessing text messages / emails, use of handheld phones, vehicle checking, emergency vehicle protocols, drink driving and eye test certificates for older motorists.

## Support for road user initiatives – second tier of support

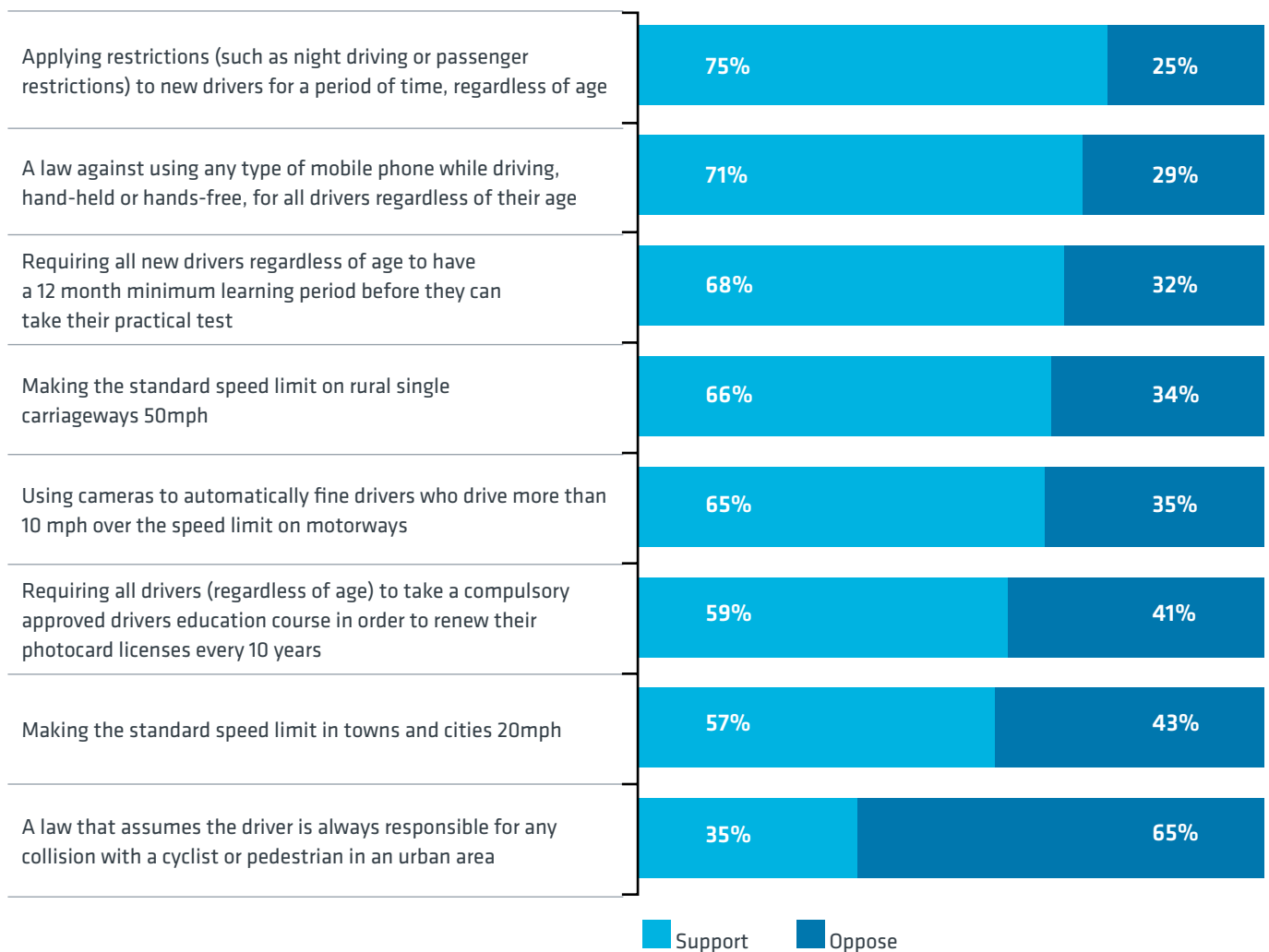
Q8/9. How strongly do you support or oppose the following?



- There is also significant support for the second tier of initiatives, namely vehicle distraction, speeding in residential / high footfall areas, dangerous driving, drink driving and older motorists taking compulsory retests to renew licenses.

## Support for road user initiatives – third tier of support

Q8/9. How strongly do you support or oppose the following?



- Two thirds support a 12 month minimum learning before testing, a 50mph standard speed limit on rural carriageways and automatic fines for drivers who drive more than 10mph over the speed limit on motorways. 57% support a standard 20mph speed limit in town and cities.
- 35% support a law that assumes the driver is always responsible for a collision with a cyclist or pedestrian in an urban area.



## Support for road user initiatives – demographic & mileage scores

### Q8/9. How strongly do you support or oppose the following?

Percentages show the proportion supporting the proposal while colour coding shows those population groups with a significantly higher or lower support of the initiative.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	<b>2004</b>	996	1007	368	651	643	342	1010	790	151
<b>The law making it an offence to drive with more than a certain amount of Class A drugs (such as Cocaine and Ecstasy) in your system</b>	<b>95%</b>	95%	95%	87%	93%	99%	98%	96%	94%	97%
<b>A law against reading, typing, or sending a text message or email while driving</b>	<b>94%</b>	95%	94%	86%	93%	97%	99%	94%	94%	95%
<b>The law making it illegal to drive with more than a certain amount of cannabis in your system</b>	<b>93%</b>	93%	94%	84%	93%	96%	99%	94%	92%	94%
<b>The existing law against using a handheld mobile phone while driving</b>	<b>93%</b>	93%	93%	84%	92%	96%	98%	95%	91%	95%
<b>Using speed cameras to check if a vehicle is taxed, insured and has an MOT</b>	<b>90%</b>	90%	90%	83%	90%	92%	95%	91%	89%	94%
<b>Having a law requiring drivers to take special actions (e.g. reduce speed, move over or create a free lane) when being passed by an emergency vehicle showing blue lights</b>	<b>90%</b>	89%	91%	86%	90%	91%	93%	92%	87%	95%
<b>Requiring all new cars to have a built-in technology that won't let the car start if the driver's alcohol level is over the legal limit</b>	<b>90%</b>	89%	90%	82%	91%	90%	96%	91%	88%	92%
<b>A law requiring all drivers who have been convicted of drink driving to use a device that won't let their car start if they have been drinking, even if it's their first time of being convicted</b>	<b>90%</b>	89%	90%	85%	89%	90%	94%	91%	87%	92%
<b>Requiring all drivers age 75 and older to provide an eye test certificate when they renew their licences</b>	<b>89%</b>	88%	90%	85%	93%	91%	82%	90%	87%	95%

- Whilst support is high amongst all demographic groups, a lower proportion of motorists aged 17-34 support the top nine initiatives. Support is highest amongst motorists aged 70 & over and those who travel up to 5,000 miles.

## Support for road user initiatives – demographic & mileage scores

### Q8/9. How strongly do you support or oppose the following?

Percentages show the proportion supporting the proposal while colour coding shows those population groups with a significantly higher or lower support of the initiative.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	<b>2004</b>	996	1007	368	651	643	342	1010	790	151
<b>Regulate non-driving-related technologies in cars to make sure they don't distract drivers</b>	<b>88%</b>	87%	89%	80%	90%	89%	93%	90%	86%	92%
<b>Using cameras to automatically fine drivers who drive more than 10 mph over the speed limit in school zones</b>	<b>86%</b>	86%	86%	80%	86%	87%	91%	88%	83%	92%
<b>Increasing the maximum sentence for causing death by dangerous driving from 14 years in prison to life</b>	<b>86%</b>	86%	86%	79%	87%	86%	89%	86%	85%	90%
<b>Requiring all drivers age 85 and older to take a compulsory retest in order to renew their licence</b>	<b>83%</b>	82%	85%	84%	89%	83%	72%	82%	83%	91%
<b>Increasing police presence on our roads</b>	<b>83%</b>	82%	83%	73%	84%	84%	88%	84%	81%	86%
<b>Using cameras to automatically fine drivers who run red lights in urban areas</b>	<b>82%</b>	83%	82%	74%	81%	85%	90%	84%	80%	88%
<b>Using cameras to automatically fine drivers who drive more than 10 mph over the speed limit on residential streets</b>	<b>80%</b>	79%	81%	73%	82%	79%	85%	82%	76%	85%
<b>Lowering the limit for a driver's blood alcohol concentration from 0.08 to 0.05 g/d as in Scotland and most of Europe</b>	<b>79%</b>	78%	80%	78%	82%	77%	79%	79%	78%	85%
<b>Using average speed cameras to automatically fine drivers who drive more than 10 mph over the speed limit in urban areas</b>	<b>77%</b>	75%	78%	74%	78%	76%	79%	79%	73%	85%

- The trend continues amongst motorists aged 17-34 for the majority of initiatives.
- A higher proportion of motorists aged 35-49 support the compulsory retest for older motorists and lower the limit of driver's blood alcohol concentration.

## Support for road user initiatives – demographic & mileage scores

### Q8/9. How strongly do you support or oppose the following?

Percentages show the proportion supporting the proposal while colour coding shows those population groups with a significantly higher or lower support of the initiative.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	<b>2004</b>	996	1007	368	651	643	342	1010	790	151
<b>Applying restrictions (such as night driving or passenger restrictions) to new drivers for a period of time, regardless of age</b>	75%	74%	75%	64%	75%	77%	82%	78%	70%	77%
<b>A law against using any type of mobile phone while driving, hand-held or hands-free, for all drivers regardless of their age</b>	71%	70%	71%	67%	71%	70%	75%	72%	69%	74%
<b>Requiring all new drivers regardless of age to have a 12 month minimum learning period before they can take their practical test</b>	68%	67%	70%	59%	71%	68%	71%	72%	63%	70%
<b>Making the standard speed limit on rural single carriageways 50mph</b>	66%	64%	68%	64%	67%	67%	64%	70%	61%	70%
<b>Using cameras to automatically fine drivers who drive more than 10 mph over the speed limit on motorways</b>	65%	63%	68%	63%	67%	63%	68%	69%	59%	72%
<b>Requiring all drivers (regardless of age) to take a compulsory approved drivers education course before getting a license</b>	59%	58%	60%	59%	66%	53%	58%	59%	57%	67%
<b>Making the standard speed limit in towns and cities 20mph</b>	57%	51%	62%	59%	63%	52%	49%	61%	51%	60%
<b>A law that assumes the driver is always responsible for any collision with a cyclist or pedestrian in an urban area</b>	35%	36%	35%	48%	43%	29%	20%	36%	32%	42%

- The trend continues amongst motorists aged 17-34 for the majority of initiatives. A higher proportion of motorists aged 35-49 support all drivers to have a minimum 12 month learning period, the compulsory drivers education course before getting a licence and a 20mph town and city speed limit.
- A higher proportion of 17-49 year olds support a law that assumes the driver is always responsible for a collision with a cyclist or pedestrian in an urban area.

## Opinion on how traffic police should prioritise reducing bad driving behaviour

Q9. How do you think traffic police should prioritise reducing bad driving behaviour in your area?

Type of driving behaviour	Average priority ranking	% placing it first	% placing it last
Drink and drug driving	2.0	51%	3%
Drivers using hand held mobile phones	3.2	12%	5%
Aggressive and intimidating driving	3.3	11%	7%
Speeding on local roads	3.5	12%	10%
Uninsured / taxed / unlicensed drivers	3.7	12%	18%
Car occupants not wearing a seat belt	5.1	2%	56%

- Drink and drug driving remains the highest considered priority for traffic police reducing bad driving behaviour; 51% place it first from the six tested.
- Car occupants not wearing a seatbelt is considered the least priority of the six tested, 2% place it first.

## Opinion on how traffic police should prioritise reducing bad driving behaviour – demographic & mileage scores

### Q9. How do you think traffic police should prioritise reducing bad driving behaviour in your area?

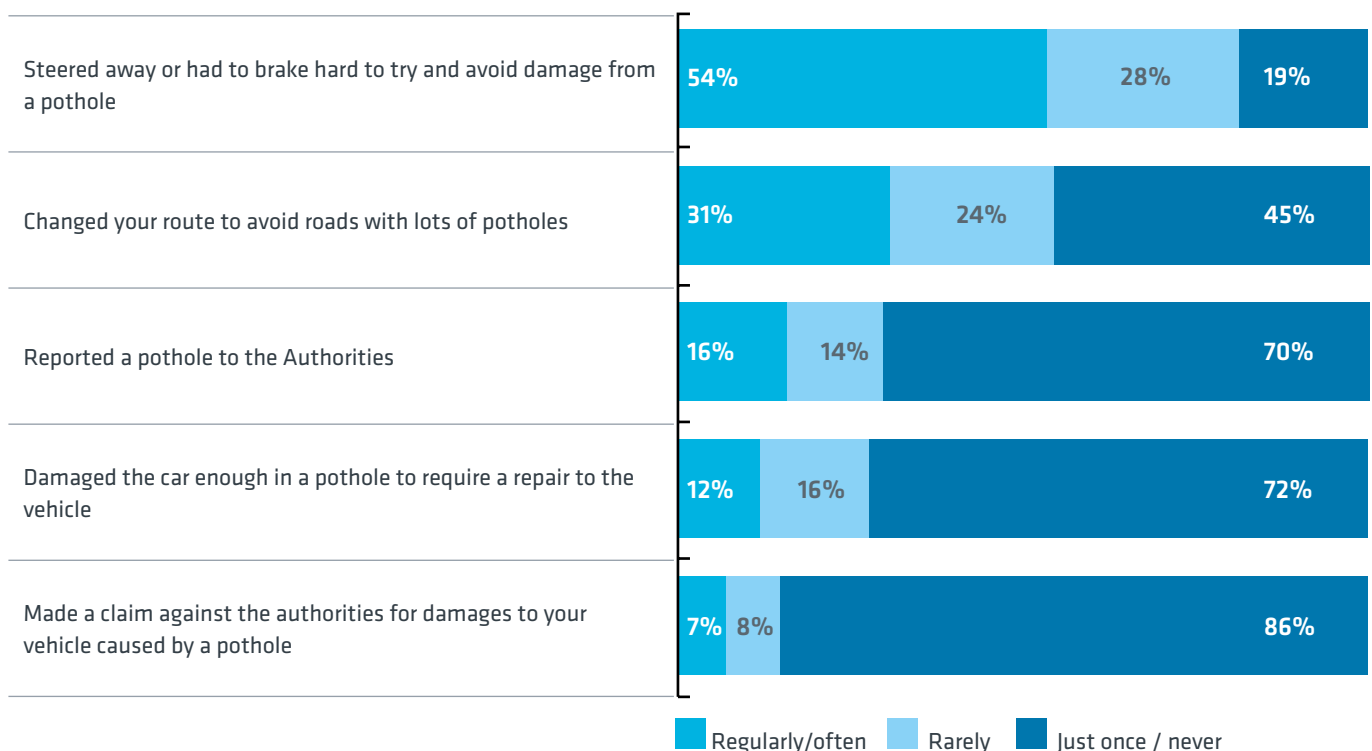
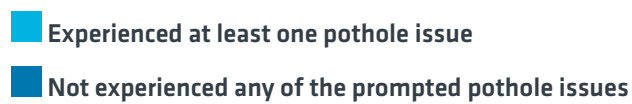
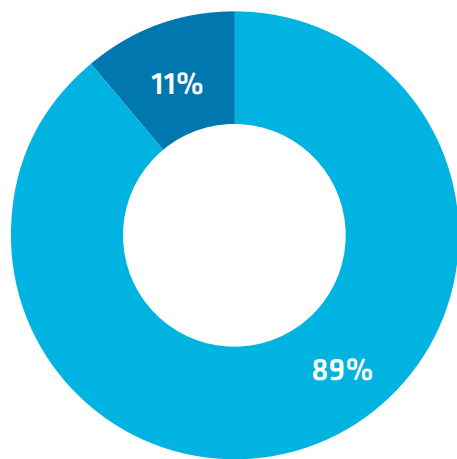
The colour coding shows those population groups with a significantly higher or lower mean score.

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	<b>1994</b>	990	1003	367	645	641	341	1003	789	151
<b>Drink and drug driving</b>	<b>2.0</b>	2.1	2.0	2.0	2.1	2.0	2.1	2.1	2.0	1.9
<b>Drivers using hand held mobile phones</b>	<b>3.2</b>	3.2	3.3	3.5	3.3	3.2	3.0	3.2	3.2	3.5
<b>Aggressive and intimidating driving</b>	<b>3.3</b>	3.3	3.4	3.2	3.4	3.4	3.4	3.4	3.3	3.2
<b>Speeding on local roads</b>	<b>3.5</b>	3.7	3.4	3.5	3.3	3.6	3.8	3.5	3.6	3.4
<b>Uninsured / taxed / unlicensed drivers</b>	<b>3.7</b>	3.5	3.9	4.1	3.9	3.6	3.3	3.7	3.7	3.7
<b>Car occupants not wearing a seat belt</b>	<b>5.1</b>	5.2	5.0	4.7	5.0	5.3	5.4	5.1	5.2	5.2

- Drink and drug driving remains the highest considered priority for all demographic groups.
- Whilst a broadly consistent hierarchy is observed, a higher proportion of motorists aged 17-49 ranked car occupants higher than those aged 50 & over. A higher proportion of motorists aged 70 & over rated drivers using hand held mobiles and uninsured / taxed / unlicensed drivers higher.

## Experience of potholes

Q10. In the past year, how often have you?



- The majority (89%) have experienced at least one issue with potholes in the past year. The most common issue is having to steer away or brake hard to try and avoid damage from a pothole. Just under a third (31%) have changed their route to avoid roads with lots of potholes.
- 7% have made a claim against the authorities for damages to their vehicle caused by a pothole.

# Q10

## Experience of potholes – demographic & mileage scores

### Q10 In the past year, how often have you?

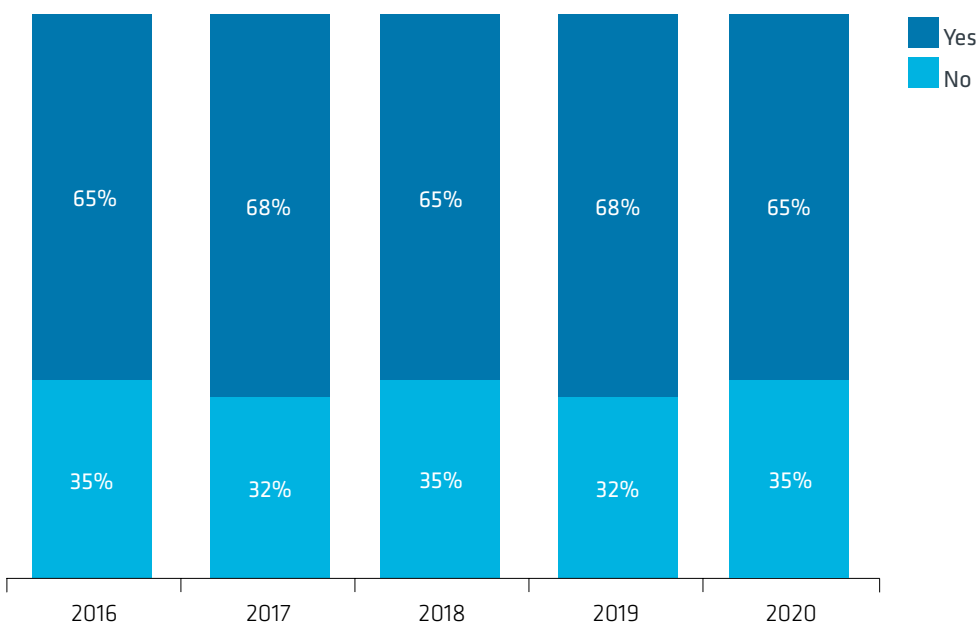
Percentages show the proportion of motorists who have regularly/fairly often experienced problems with potholes while colour coding shows those population groups with a significantly higher or lower likelihood of experiencing problems

	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	<b>2004</b>	996	1007	368	651	643	342	1010	790	151
<b>% experienced at least one pothole statement</b>	<b>89%</b>	90%	88%	87%	88%	89%	91%	85%	92%	93%
<b>Steered away or had to brake hard to try and avoid</b>	<b>54%</b>	53%	56%	49%	51%	55%	63%	49%	58%	62%
<b>Changed your route to avoid roads with lots of potholes</b>	<b>31%</b>	31%	31%	40%	31%	28%	28%	29%	32%	38%
<b>Reported a pothole to the Authorities</b>	<b>16%</b>	15%	17%	22%	18%	13%	13%	14%	16%	23%
<b>Damaged the car enough in a pothole to require a repair to the vehicle</b>	<b>12%</b>	12%	12%	20%	15%	6%	8%	10%	13%	16%
<b>Made a claim against the authorities for damages to your vehicle caused by a pothole</b>	<b>7%</b>	7%	6%	15%	9%	3%	1%	5%	7%	9%

- A higher proportion of motorists aged 17-34 have changed their route to avoid roads with potholes, reported a pothole to the authorities, have had their car damaged and/or made a claim for damages.

## Attitudes towards taking advanced driving tuition / an advanced driving test

Q11. Should all drivers be encouraged to improve their driving skills by taking advanced driving tuition and passing an advanced driving test?



	Total	Gender		Age group				Mileage		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000
<b>Number of responses</b>	2004	996	1007	368	651	643	342	1010	790	151
<b>Yes</b>		68%	62%	71%	71%	58%	61%	62%	67%	72%
<b>No</b>		32%	38%	29%	29%	42%	39%	38%	33%	28%



# Q11

## Attitudes towards taking advanced driving tuition / an advanced driving test

Q11. Should all drivers be encouraged to improve their driving skills by taking advanced driving tuition and passing an advanced driving test?

		Region										
	Total	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland/ NI
<b>Number of responses</b>	2004	98	243	161	147	180	187	240	282	181	99	186
<b>Yes</b>		71%	59%	65%	68%	62%	61%	72%	63%	66%	63%	69%
<b>No</b>		29%	41%	35%	32%	38%	39%	28%	37%	34%	37%	31%

- Just under two thirds agree drivers should be encouraged to improve their driving skills by taking advanced driving tuition and passing an advanced driving test. A higher proportion of motorists aged 17-49 and male motorists agreed.



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