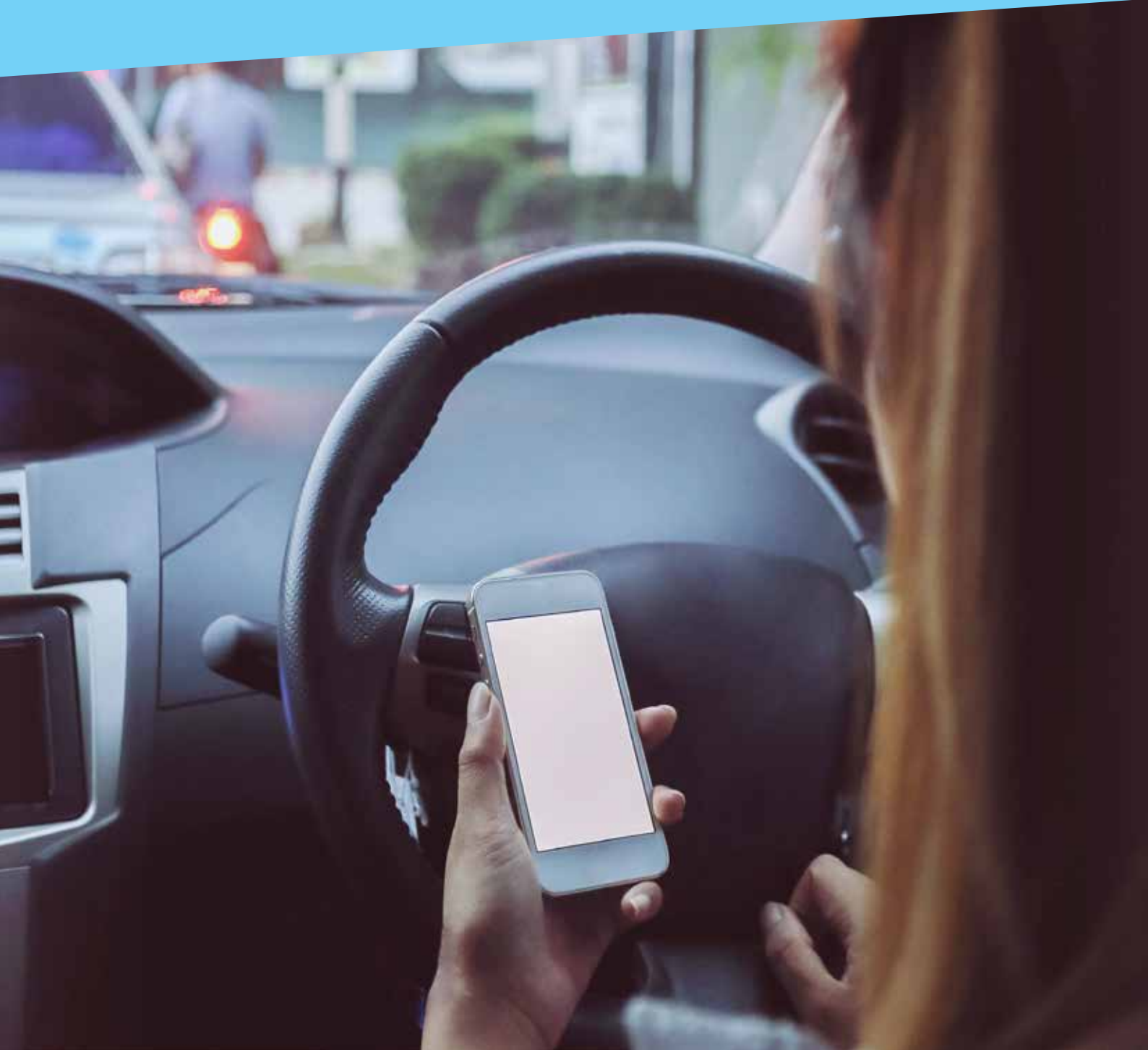


Measuring attitudes to driving safety & behaviour

The IAM RoadSmart Safety Culture Index



Foreword

It gives me great pleasure to introduce the new IAM Safety Culture Index, a research project with the practical aim of helping to create a society in which road safety is highly valued and rigorously pursued.

Based on a successful approach used in the USA this year's report marks the baseline for future tracking of opinion and attitude on a wide range of road safety issues in the UK today. From drink driving to speeding the IAM has been asking British drivers what they say and what they actually do on the road – the two are not always the same.

The good news is that the vast majority of drivers do value safety and they want to feel even safer on the road in the future. They take speeding and drink driving very seriously and are happy to support even stronger legislation even if it may stop them doing things they admit to doing themselves.

I congratulate the IAM on setting in motion this important piece of work. Here we do feel we can offer real world solutions to those drivers who through over, or under, confidence feel stressed on our busy roads. I am sure this baseline survey will be reporting ever more positive views on road safety in years to come, but in the short term an IAM test can improve your personal attitudes and skills tomorrow.



By Nigel Mansell, CBE
President of the IAM

About the IAM

The IAM (Institute of Advanced Motorists) is the UK's largest independent road safety charity, dedicated to improving standards and safety in driving and motorcycling. Best known for the advanced test the IAM has more than 92,000 members and is supported by a local volunteer network of 200 groups in the UK and Ireland.

We provide driver risk management solutions to businesses through our commercial arm, IAM Drive & Survive, and driver retraining through IAM Driver Retraining Academy.

The IAM's policy and research division offers advice and expertise on road safety, and publishes original research on road safety issues.

Introduction

Our prime objective with this report has been to study UK motorists' attitudes to driving safety and behaviour on our roads and to track any changes over time. This initial report will form a baseline for future annual surveys looking at potential car driving problems faced by drivers now compared with the past and their perception of threats to personal safety whilst driving

The study will also provide valuable insight into the relative acceptability of driver's behaviour versus their actual self-reported performance on the road.

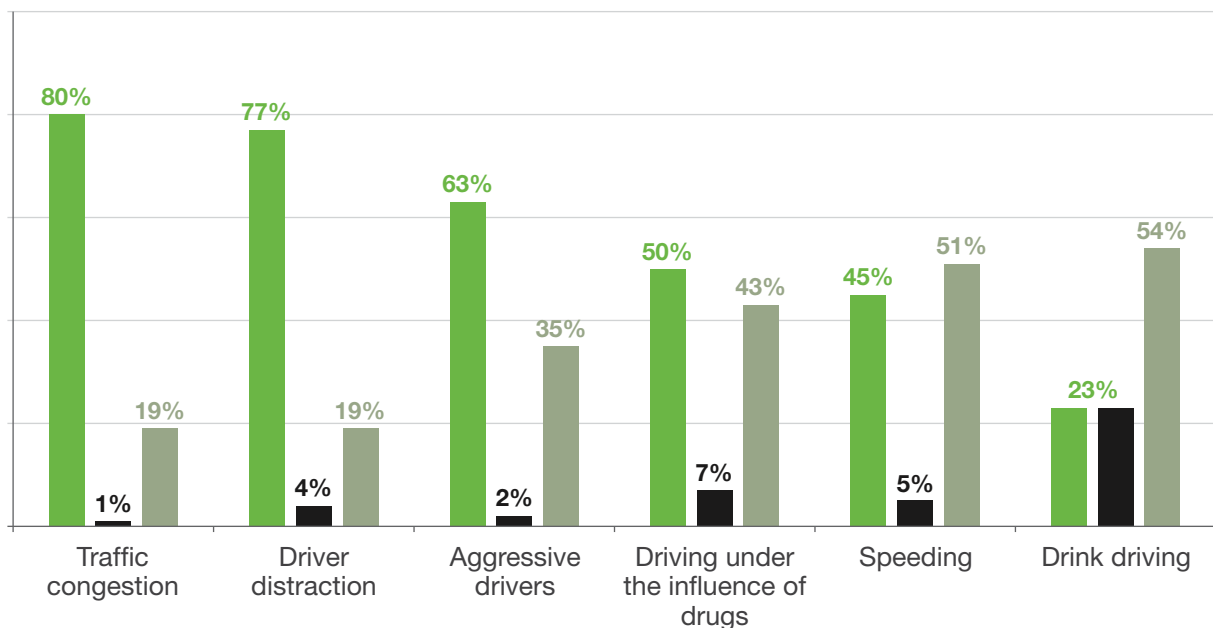
For government our report shows the key areas of road safety legislation and police enforcement priority that will command the highest levels of public support. Improving road safety must always be a collaborative project and our survey highlights the best way for the government to balance 'carrots and sticks' in its policy approach.

Our aim is to make the IAM Safety Culture Index an important annual litmus test of progress in shaping positive behaviour on the UK's roads. The IAM would like to thank the American Automobile Association (AAA) for sharing the concept with us and Lake Market Research for conducting the survey work. This report forms a summary of the main findings and in the coming months we will be releasing further analysis showing differences by region, gender, age and journey purpose.

Main Findings



How much of a problem are these issues below compared to three years ago?



● Bigger problem

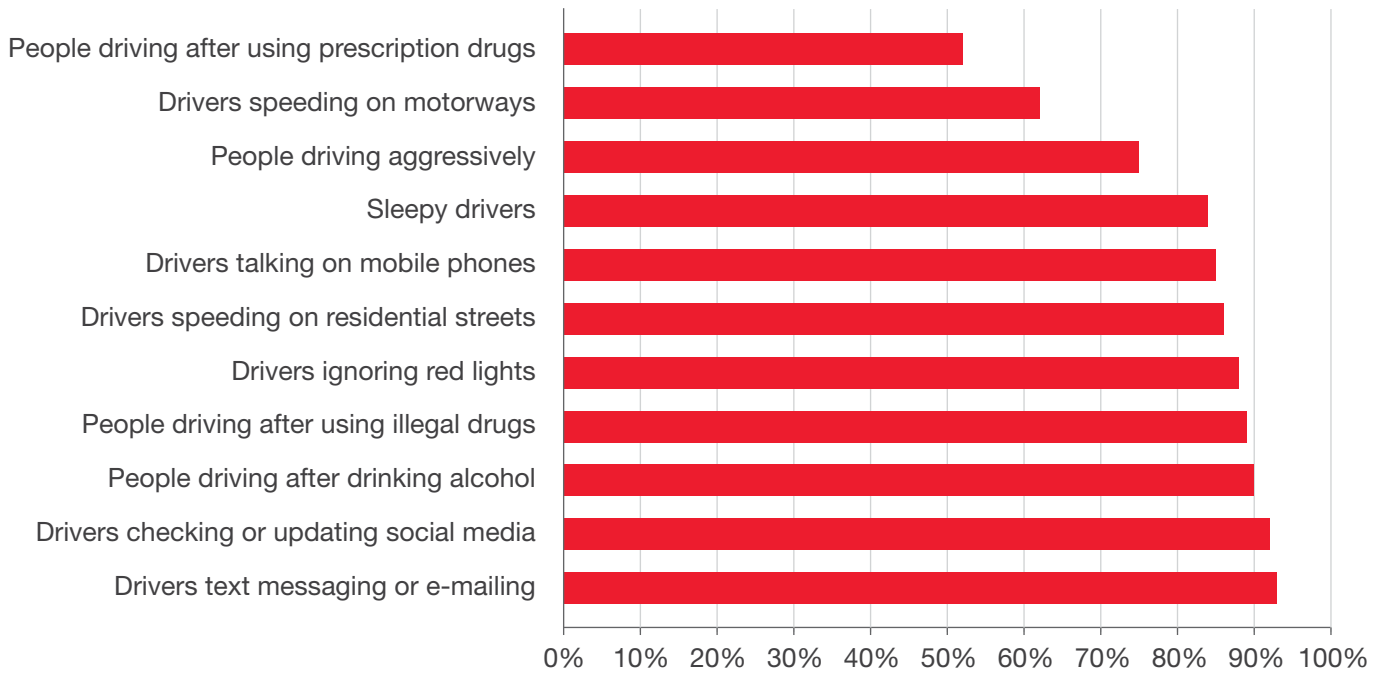
● Smaller problem

● About the same

Key points:

- The growth in vehicle traffic as we come out of recession has likely contributed to traffic congestion becoming more of an issue with eight in 10 drivers considering it a bigger problem compared to three years ago
- Over the last three years the growth in technology has seen driver distraction becoming a much more serious issue with 77% of drivers saying it is now a bigger problem
- Notably, speeding and drink driving are problems which remain largely unchanged since 2012 with drivers saying the severity of the problem is much the same at 51 and 54% respectively

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

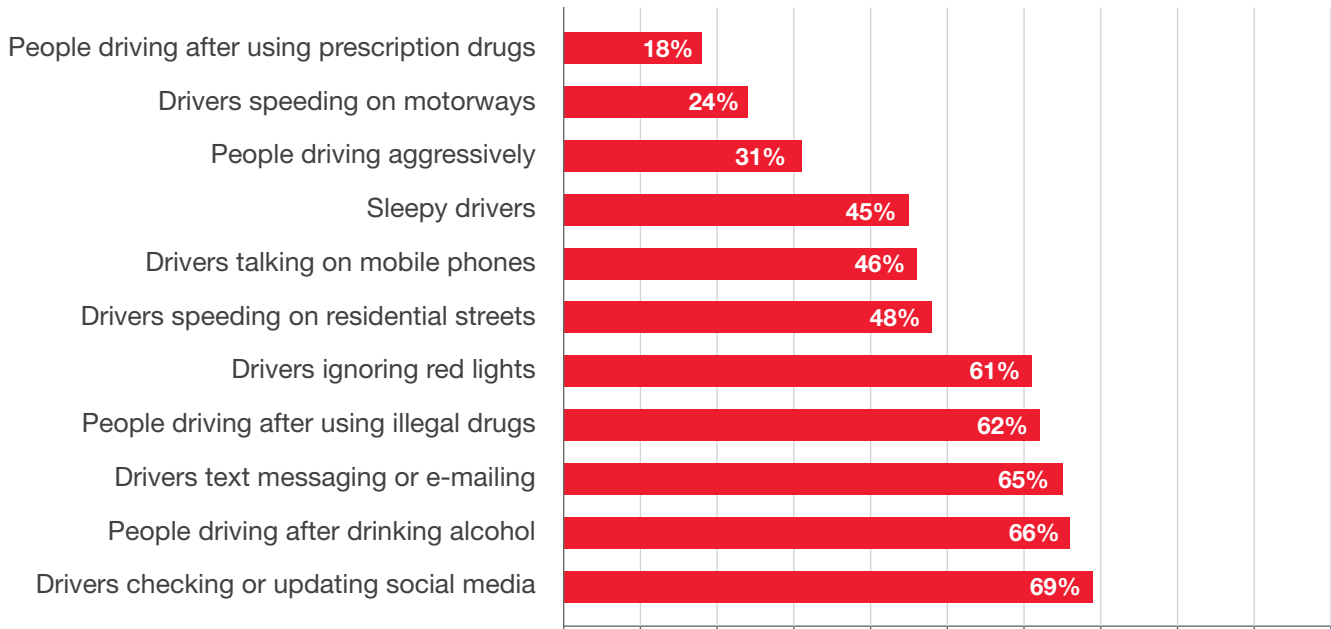


● Very or somewhat serious threat

Key points:

- Driver distractions (text messaging and social media) are the two biggest issues drivers feel are a threat to their personal safety with 93 and 92% of drivers claiming it is a very or somewhat serious threat, followed by drink and drug driving at 90 and 89% respectively
- A distinction needs to be made between illegal drugs and prescription – just over half of drivers believe people driving after using prescription drugs is a very or somewhat serious threat
- Drivers speeding on residential streets is seen as a greater threat to personal safety than speeding on motorways with 86% believing it to be a very or somewhat serious threat – 24% higher than speeding on motorways

Percentage saying very serious threat

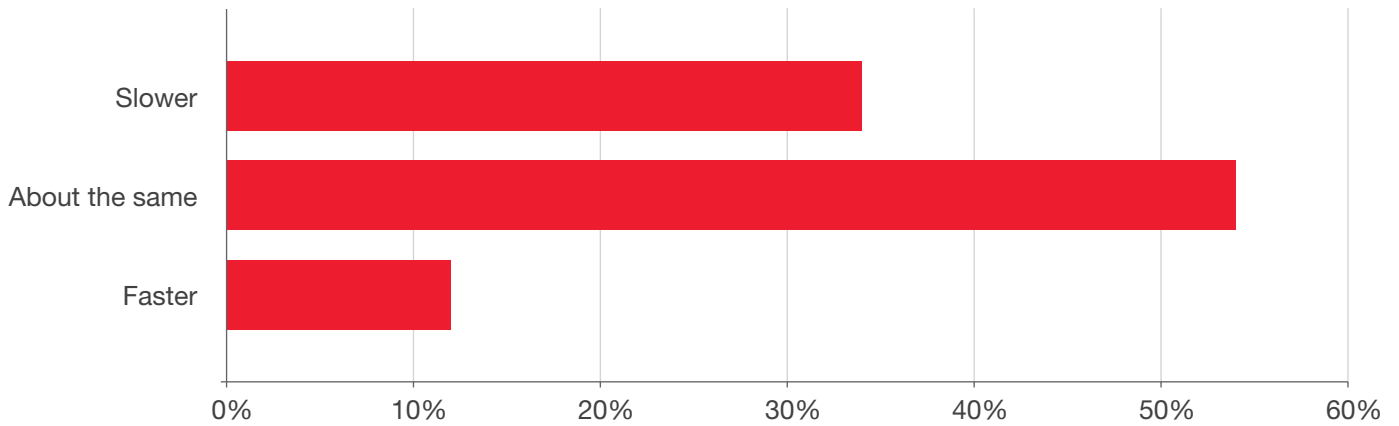


Key points:

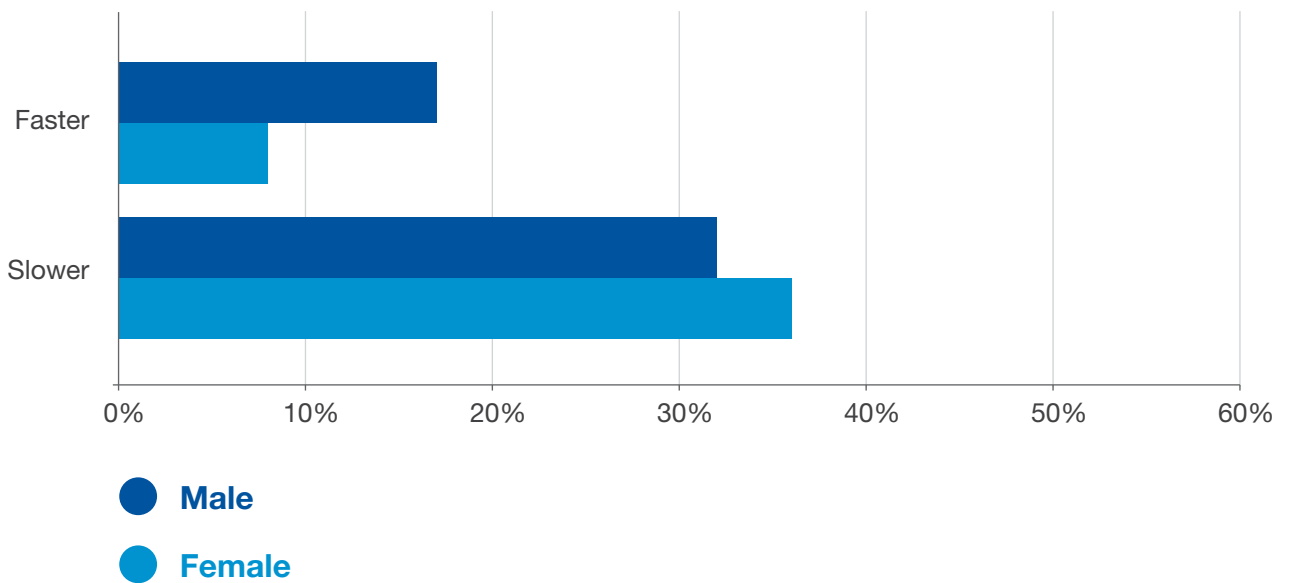
- Around two thirds believe that drivers checking or updating social media, text messaging or e-mailing and driving after drinking alcohol are a very serious threat to their personal safety
- Speeding on residential streets is considered to be much more of a serious threat than speeding on motorways – doubled at 48%



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



By Gender

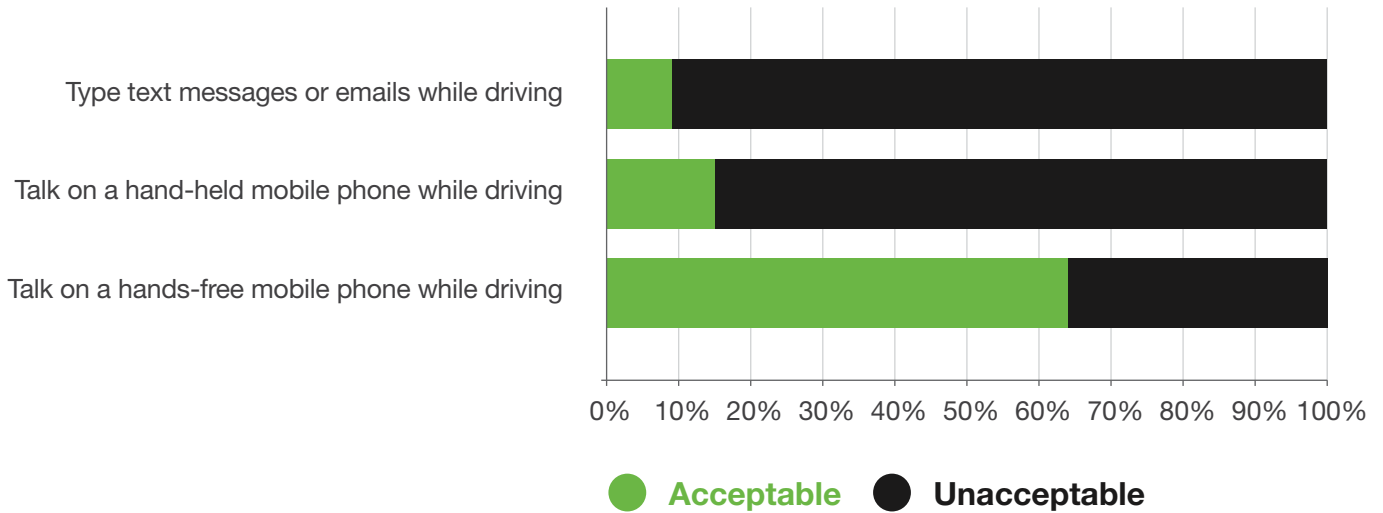


Key points:

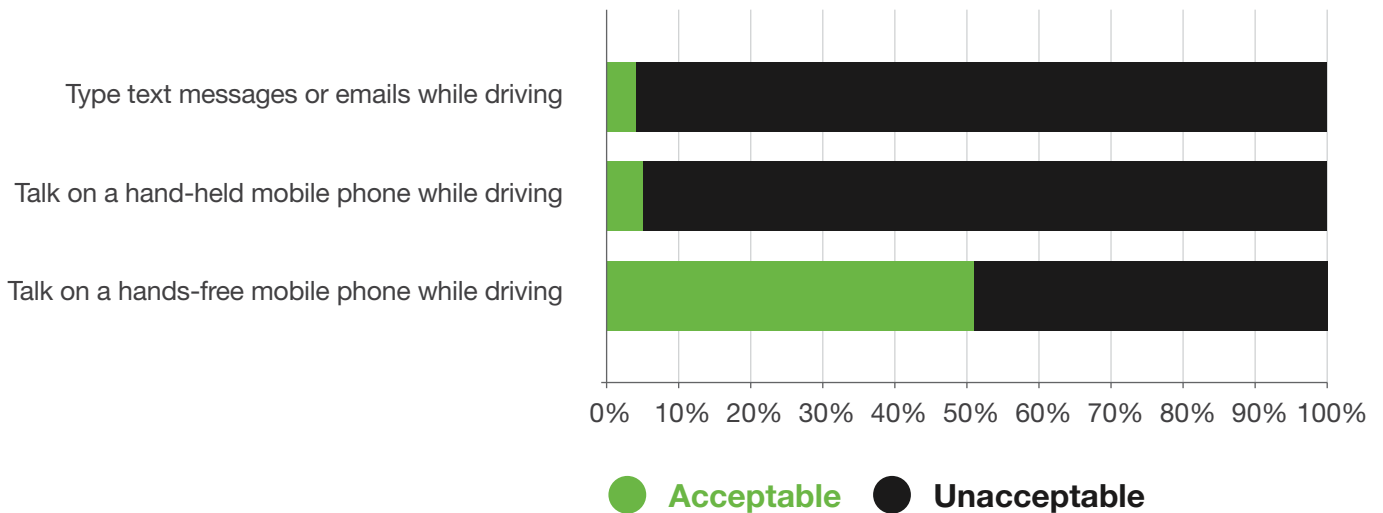
- Just over half of respondents feel that they drive at about the same speed compared to other drivers
- A higher proportion of males believe they drive faster than average at 17% compared to an average of 12%
- Females make up a greater proportion of drivers who feel they drive slower – 36% compared to an average of 34%



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



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



Key points:

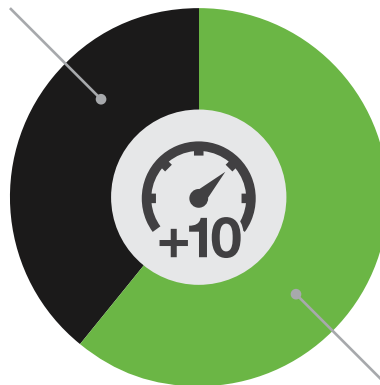
- Drivers are personally more sceptical of the acceptability of hands-free mobile phones while driving but believe a clear majority of the public would support it (51% compared to 64% saying it is acceptable)
- The vast majority believe talking and texting on a hand-held mobile phone while driving is unacceptable (at least 85% for talking and 91% for texting)



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

Drive 10mph over the speed limit on a motorway

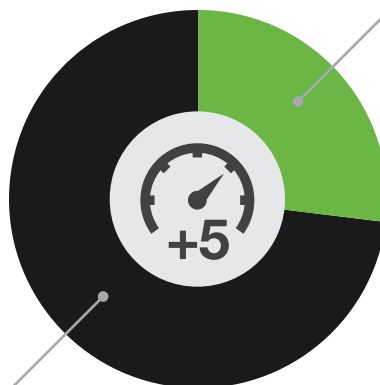
39% Unacceptable



61% Acceptable

Drive 5mph over the speed limit on a residential street

27% Acceptable

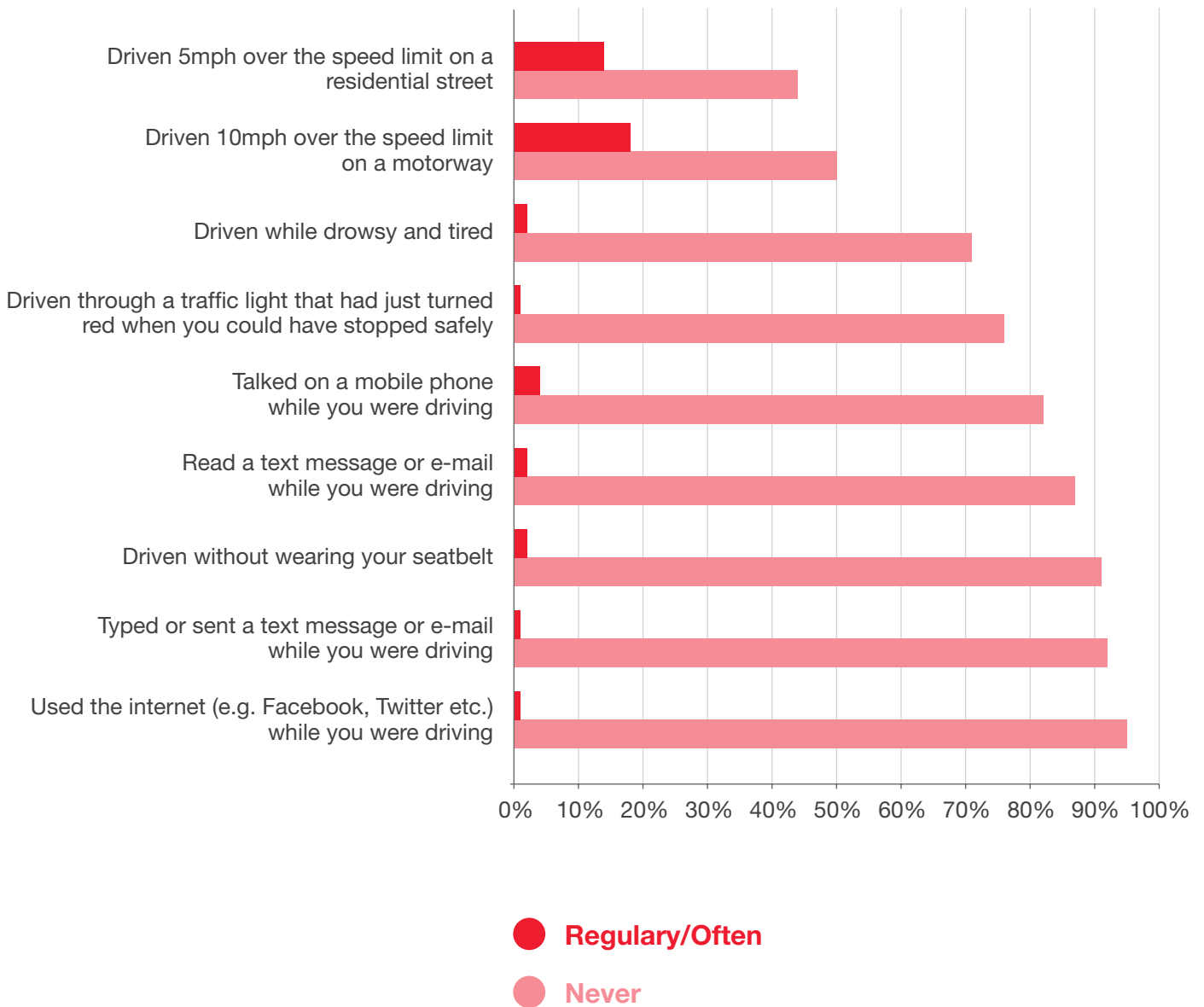


73% Unacceptable

Key points:

- Concern for speeding is centred on residential and urban roads rather than motorways
- Drivers are personally in favour of 80mph limits with 61% believing it is acceptable to drive 10mph above the speed limit on a motorway
- There is strong recognition that speeding in residential areas is dangerous with almost three in four drivers believing breaking the speed limit by 5mph is unacceptable

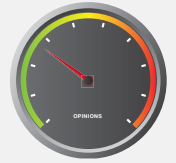
In the past 30 days, how often have you...



Key points:

- Other than driving at 5mph over the limit in a residential street and 10mph on a motorway, very few drivers admitted to any of the other specified driving behaviours
- Only 1% admitted to driver distraction behaviours (texting and social media), however a slightly higher proportion admitted to talking on a mobile phone (4%)

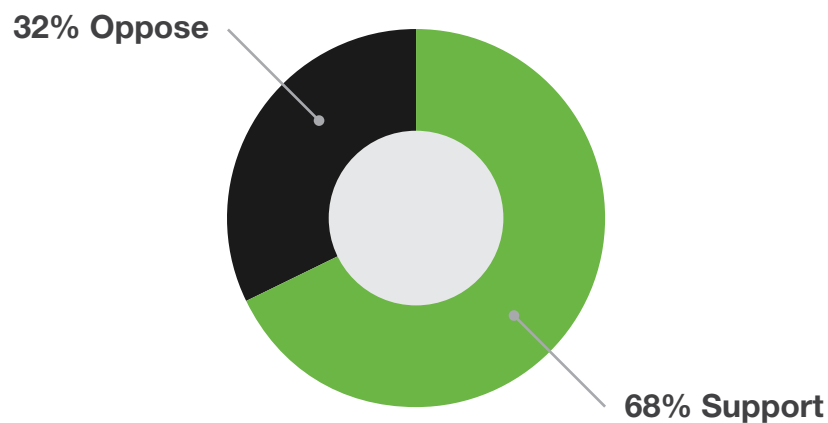
Road Safety Policy



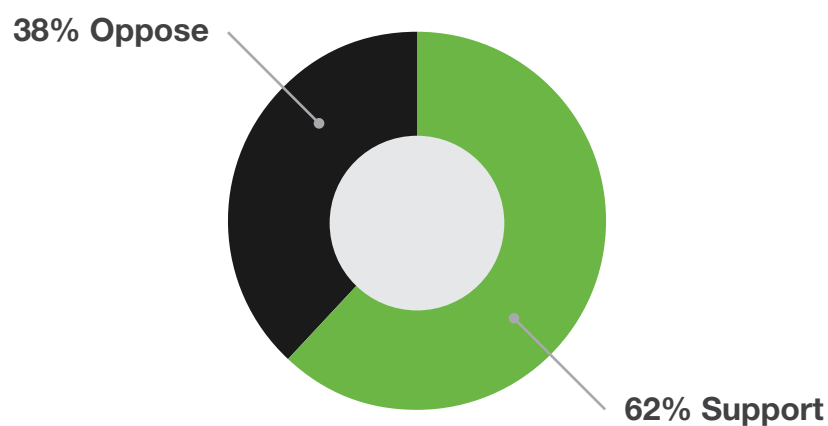
We asked drivers for their views on a range of policy options

Older drivers

Requiring older drivers on renewing their licence at 70 to undertake a driving test to ensure they are still safe to drive



Changing the age at which an older driver must renew his or her driving licence from the current 70 to 75



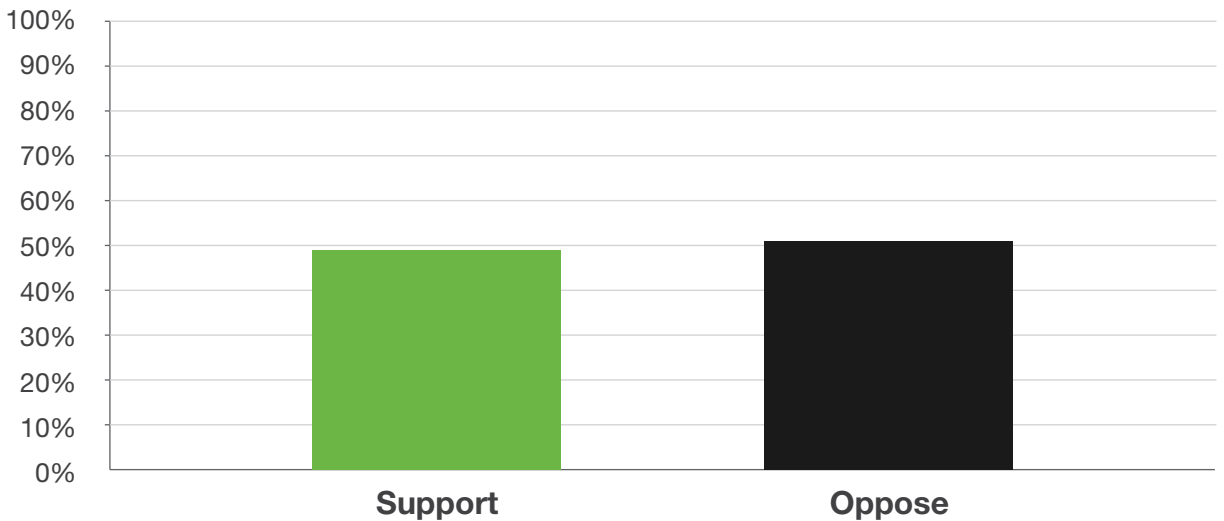
Key points:

- Although the majority of people would support drivers at the age of 70 being required to undertake a driving test upon renewing their licence, most would support raising the age at which drivers must renew their licence from 70 to 75

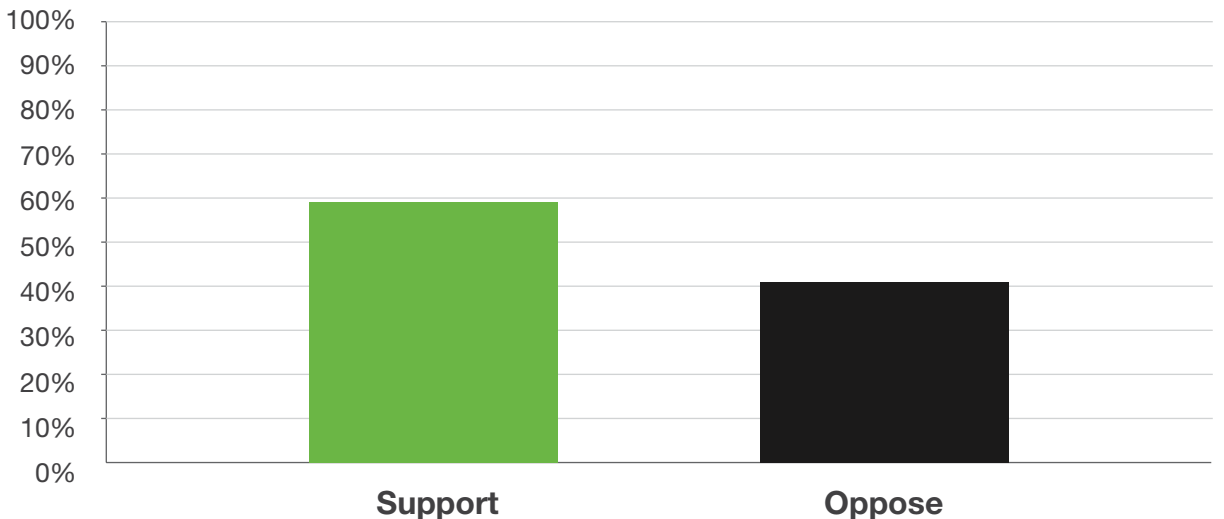


Speeding

Using cameras to automatically fine drivers who drive more than 10mph over the speed limit on motorways



Using cameras to automatically fine drivers who drive more than 5mph over the speed limit in a 20mph zone



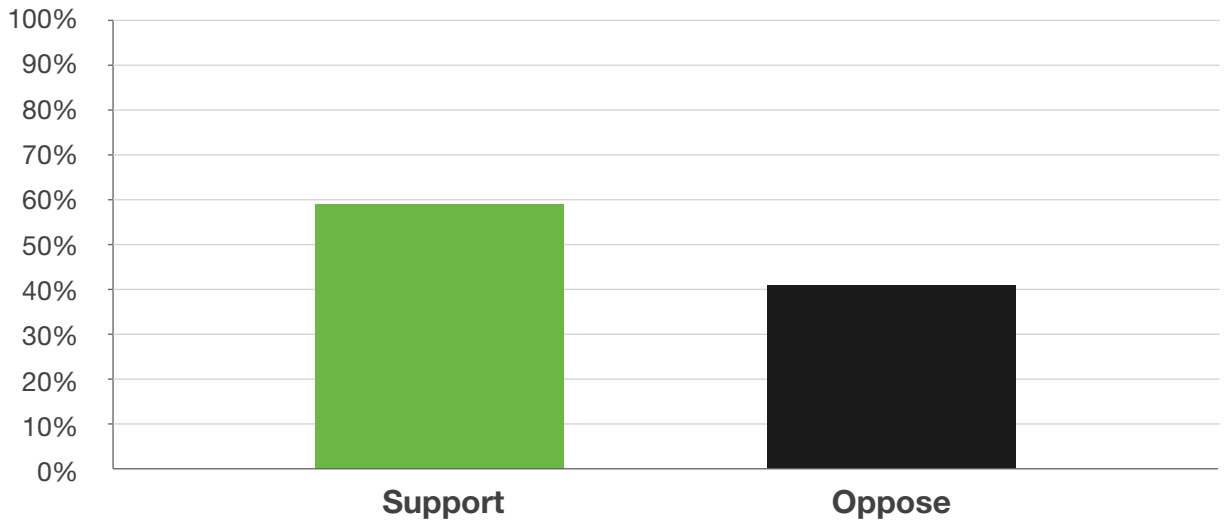
Key points:

- Speeding in 20mph zones is a bigger issue for drivers than speeding on motorways
- A slim majority oppose the use of cameras to fine drivers who break the speed limit on motorways, whereas there is majority support (59%) for using cameras to fine drivers who break the speed limit in a 20mph zone by a smaller margin

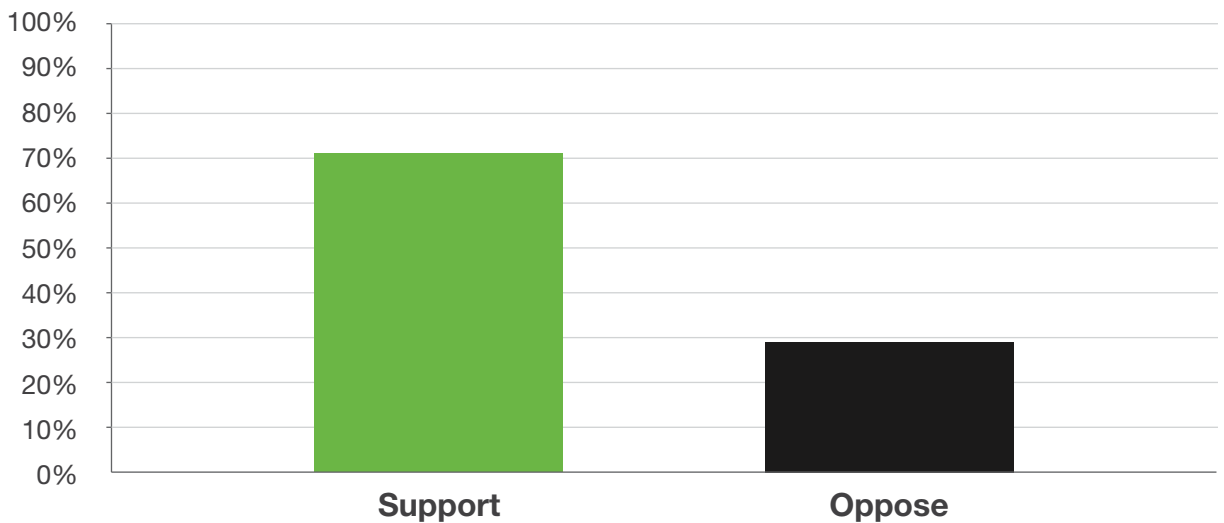
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New drivers

Applying night time curfews on new drivers for a year after passing the test



Limiting the number of passengers new drivers can carry for a year after passing their test

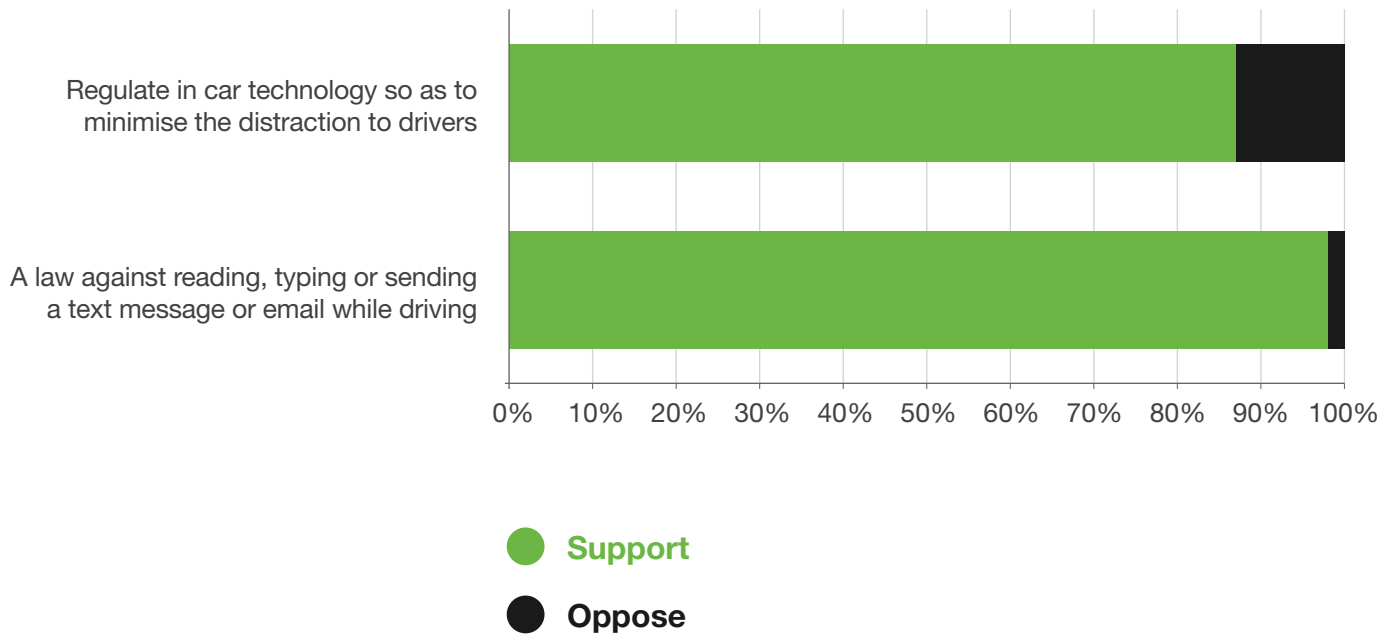


Key points:

- Inexperienced drivers are a safety concern with three out of five drivers supporting a new law limiting the hours for new drivers allowed on the roads and over 70% supporting limiting the number of passengers new drivers can carry for a year after passing their test



New technology



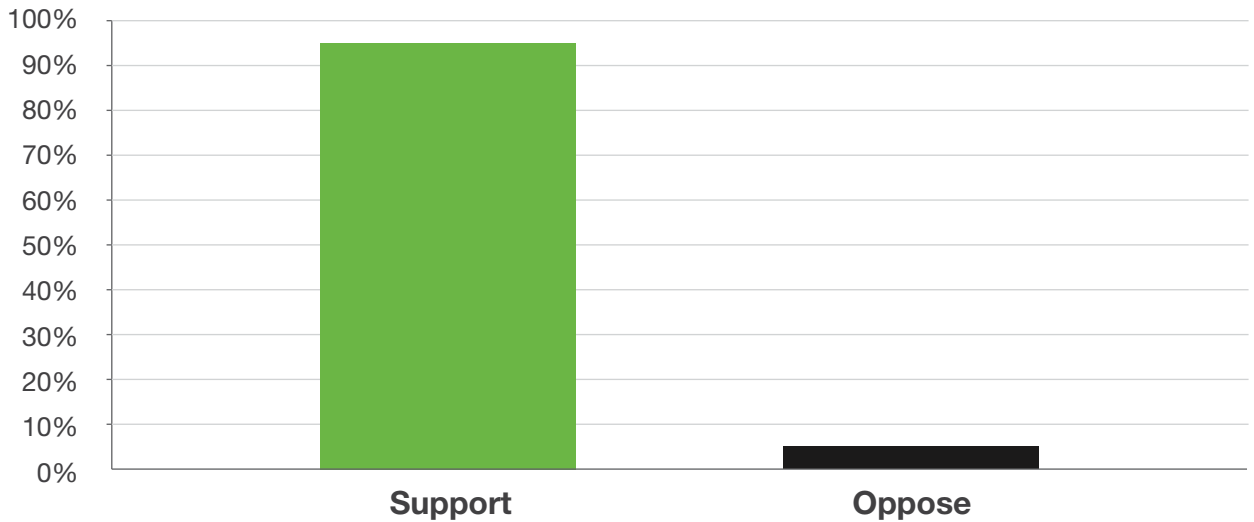
Key points:

- There is strong support for new laws to address major traffic safety issues – distractions (87%) and text messaging (98%)

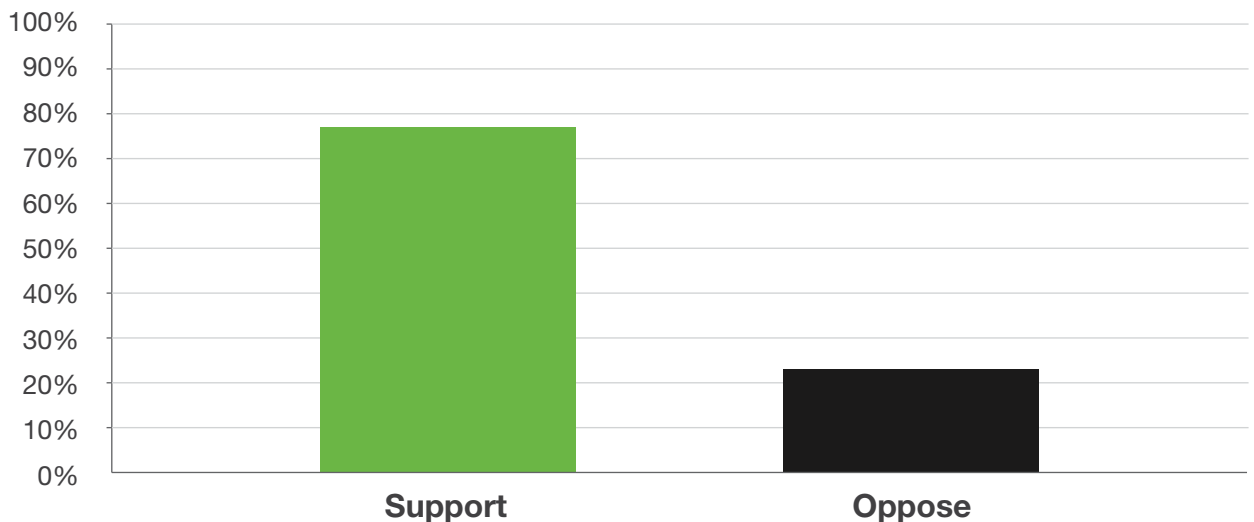


Drink driving

A law requiring all repeat drink drive offenders to use a device that won't let their car start if they have been drinking



Lowering the limit for a driver's blood alcohol concentration from 80mg to 50mg per 100ml of blood in line with Scotland and the rest of Europe



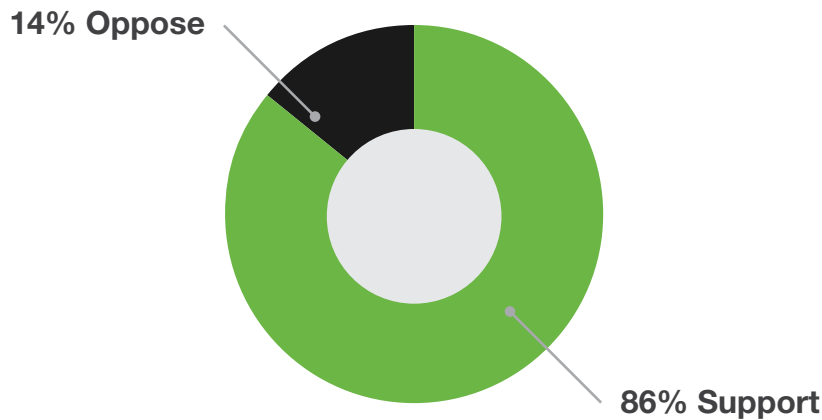
Key points:

- Tackling drink driving is a significant concern – over three quarters support reducing the drink drive limit to that recently introduced in Scotland and 95% support a new law requiring repeat drink drive offenders to use a device that won't allow their car to start if they have been drinking

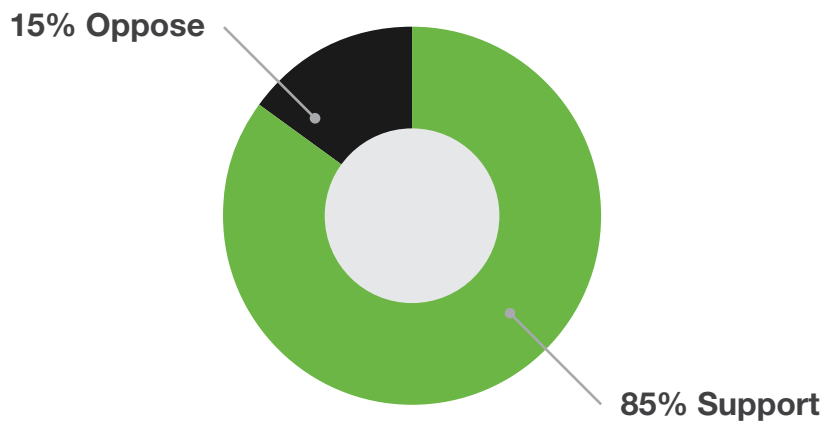


Speed awareness courses

Do you support the widespread use of speed awareness courses as an alternative to points and a fine?



Requiring all drivers who have been disqualified for a motoring offence to take an enhanced driving test before they are allowed to drive again



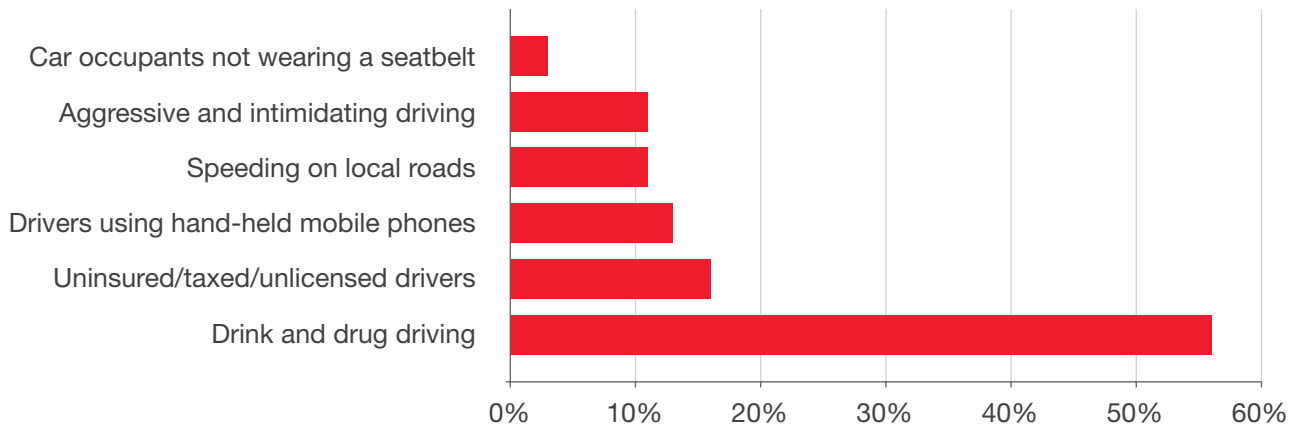
Key points:

- Training and education are key to improving driving skills and improving traffic safety with at least 85% supporting an enhanced driving test and speed awareness courses for drivers who have broken the law and been caught speeding



Road Policing Priorities

Which of these bad driving behaviours should be the top priority for police enforcement?



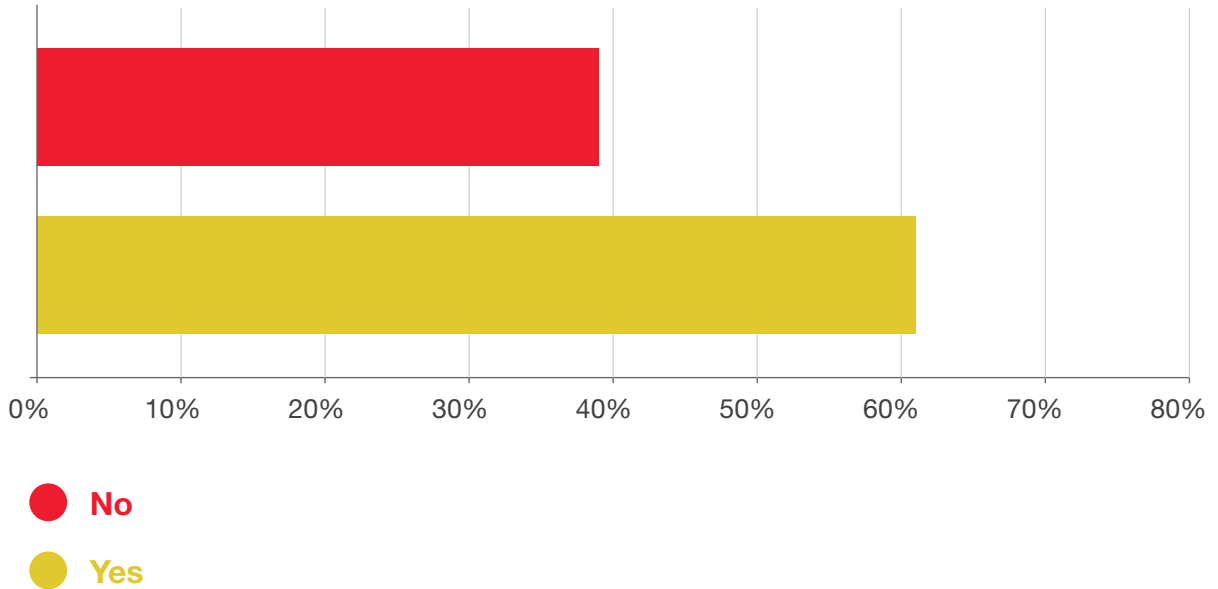
Key points:

- Drink and drug driving is clearly the biggest issue that people think should be targeted by traffic police
- More than half of respondents (56%) think drink and drug driving should be the first priority for traffic police – 40% higher than the second of uninsured/taxed/unlicensed drivers

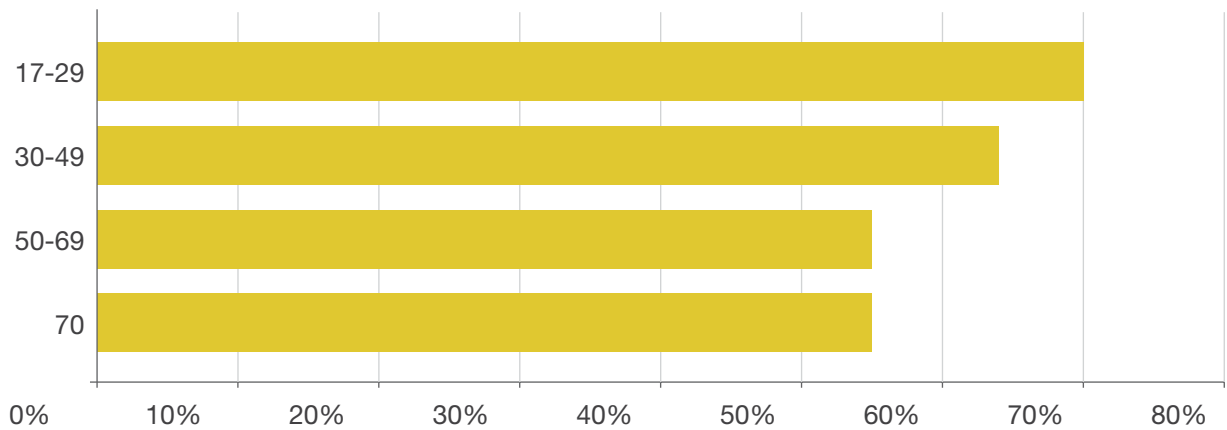
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Post Test Training

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



By Age



Key points:

- Overall six in 10 drivers support the advanced driving test with support notably stronger among the under 30s at 70%

Conclusions

- Driver distraction – specifically text messaging and social media use are seen as the biggest issues affecting drivers' safety
- Traffic congestion has seen the biggest short-term rise in terms of a growing problem on the roads
- There is a recognition that older drivers make up some of the safest drivers but there is support for the over 70s being required to undertake another driving test
- There is strong support for increasing the age of licence renewal to 75
- Speeding in residential areas is a bigger concern for drivers than speeding on motorways with support for automatic enforcement in 20mph zones and general support for 80mph limits on motorways
- There is solid support to restrict the hours new drivers are allowed on the road at night and limiting the number of passengers they can carry
- Drink and drug driving is the biggest issue which the police should focus on – with over half of drivers believing it should be their first priority
- A majority of drivers consider advanced driving tuition an effective measure in improving driving skills

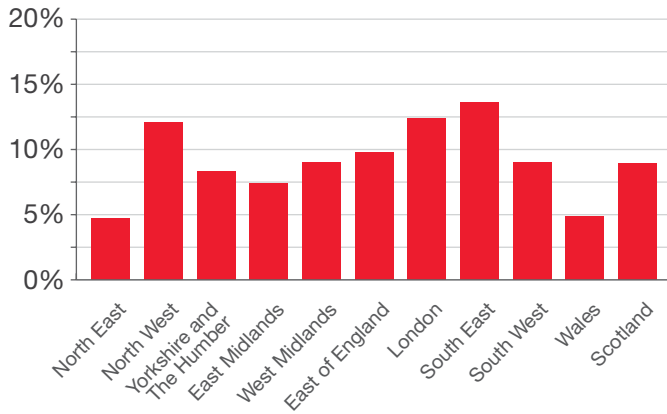
Methodology

An online questionnaire was completed by motorists from the Research Now access panel of UK residents.

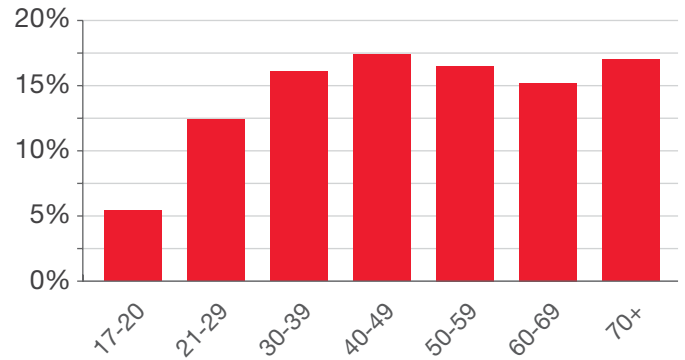
Just over 2,000 useable interviews were completed. Completed questionnaires were rejected from 176 panellists who completed the survey too quickly, appeared to 'straight' line questions and those who provided answers to some questions that were incompatible with others.

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. The weighted sample profile is shown below:

Region



Age Group



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