



Safe Drive, Stay Alive Campaign Survey 2005

Final Report for Surrey Fire and Rescue Service

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Opinion Research Services

Spin-out Company of the
University of Wales Swansea

Safe Drive, Stay Alive Campaign 2005

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Executive Summary

Survey

1. Opinion Research Services was commissioned by Surrey Fire and Rescue Service (SFRS) to undertake a survey in to its Safe Drive, Stay Alive Campaign 2005.
2. The event itself included video presentations and guest speakers on the subject of driving safely. The event was attended by 16 to 19 year olds who were asked to fill in a questionnaire following the event. 2,045 completed questionnaires were returned.

Results

3. The majority of respondents (90%) report that they have not passed their driving test. Of those who have not passed their driving tests, 31% report that they are currently learning to drive.
4. An overwhelming majority of respondents feel that it is important for drivers to be aware of other vehicles, pedestrians, cyclists and the speed limit. The majority also feel that it important to keep a safe distance from the vehicle in front, to keep within the speed limit and to check mirrors.
5. Respondents feel that it is very important for drivers to keep to the speed limit in all areas.
6. Males and female aged 17-24 years are considered to be the most likely to be involved in an accident whilst driving.
7. 95% of respondents agree with the statement that "Peer pressure can sometimes lead to young people being 'egged on' to drive more recklessly".
8. Respondents are generally positive about the Safe Drive, Stay Alive event they attended. The vast majority agree that the information provided was clearly presented, easy to understand and the event was informative.
9. Importantly, the vast majority also agree that the event will influence the way in which they drive in the future, has had an influence on what they consider to be safe driving and will make the people who attended the event safer drivers.
10. 97% of respondents report that they would recommend the event to others. Text comments indicate that many respondents feel that the event was informative, educational and will encourage young people to change their views on driving.
11. The majority of respondents agree that the event was enjoyable, but 43% disagree with this statement. Text comments suggest that the event, although effective, was considered quite shocking and upsetting by many respondents.
12. 17% of respondents feel that the event could be improved in any way. Some text comments suggest that some respondents feel that a more interactive approach would improve the event and would have liked to have seen a speaker who had been involved, as a driver or as a passenger, in an accident.

1. Project Overview

The Survey

- 1.1 Opinion Research Services (ORS) was commissioned by Surrey Fire and Rescue Service (SFRS) to undertake a survey in to its Safe Drive, Stay Alive Campaign 2005.
- 1.2 SFRS deal with the consequences of road traffic accidents on a daily basis and recognise the importance of attempting to reduce the number of such accidents. Of all driver types, young drivers are most likely to be involved in accidents. Over the last three years, 6,137 young drivers have been involved in injury collisions. Of these, 10 individuals have been killed, whilst 11 of their passengers have been killed. Possibly the most telling statistic is that 20% of all drivers crash within their first year of driving.
- 1.3 With this in mind, SFRS and its partners (Surrey County Council, Surrey Police, Surrey Ambulance, The Royal Surrey Hospital and Roadpeace) and sponsors (ExxonMobil, Air Products and esure.com) have organised Safe Drive, Stay Alive events. The events included video presentations and guest speakers.
- 1.4 In order to explore and improve the impact of this event, SFRS have commissioned ORS to survey participants who attended this event. The event itself was attended by 16 to 19 year olds who were asked to fill in a questionnaire following the event. 2,045 completed questionnaires were returned.
- 1.5 The Safe Drive, Stay Alive Campaign 2005 followed a similar campaign in 2004. ORS also conducted a survey of participants who attended this event. However, the format of the research in 2005 is different from that in 2004 and therefore the results are not directly comparable.
- 1.6 The 2005 survey contained questions on the following topics:
 - Your Views on Driving
 - About the Event
 - About You
- 1.7 Figures 1 and 2, overleaf, show the profiles of the respondents to the survey. Please note that the columns may not sum to 100% due to rounding.

Gender – all respondents	Number of cases	Valid %
Male	917	47%
Female	1055	53%
Not Known	73	-

Figure 1: Gender, by all respondents

Age – all respondents	Number of cases	Valid %
Fifteen	19	1%
Sixteen	1044	53%
Seventeen	682	35%
Eighteen	157	8%
Nineteen and over	55	3%
Not Known	88	-

Figure 2: Age, by all respondents

- 1.8 The numbers which appear on the charts represent the percentage of respondents who appear in the relevant category. Anyone who did not respond to a question, or answered that they did not know, has been omitted from the results unless otherwise stated.
- 1.9 Where appropriate the colours used in the charts reflect a traffic light system with green representing a positive response, yellow being neither positive nor negative and red representing a negative response. More extreme responses are denoted by brighter colours.
- 1.10 For the majority of the questions there is little difference in responses between the different groups within the sample. Therefore, the data reported in the charts is for the whole sample, but any large discrepancies between different groups will be noted in the text.

2. Your Views on Driving

Driving Test

- 2.1 The majority of respondents (90%) report that they have not passed their driving test. Furthermore, only 31% of those who have not passed their driving test report that they are currently learning to drive. These results suggest that many respondents would have had little personal experience of driving before attending the event.

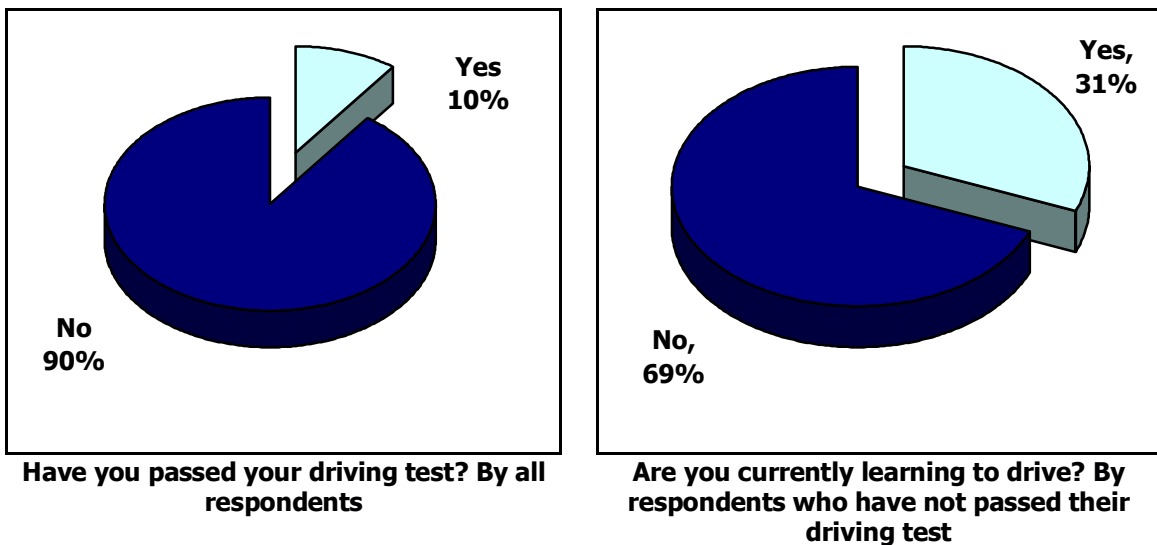


Figure 3: Have you passed your driving test, or are you learning to drive? By all respondents

Driving Awareness

- 2.2 Respondents were questioned about the importance of several aspects of driving. Figure 4, overleaf, shows that the overwhelming majority of respondents feel that it is important for drivers to:

- Be aware of other vehicles
- Be aware of pedestrians
- Be aware of cyclists
- Be aware of the speed limit
- Keep a safe distance for the vehicle in front
- Keep within the speed limit
- Check mirrors

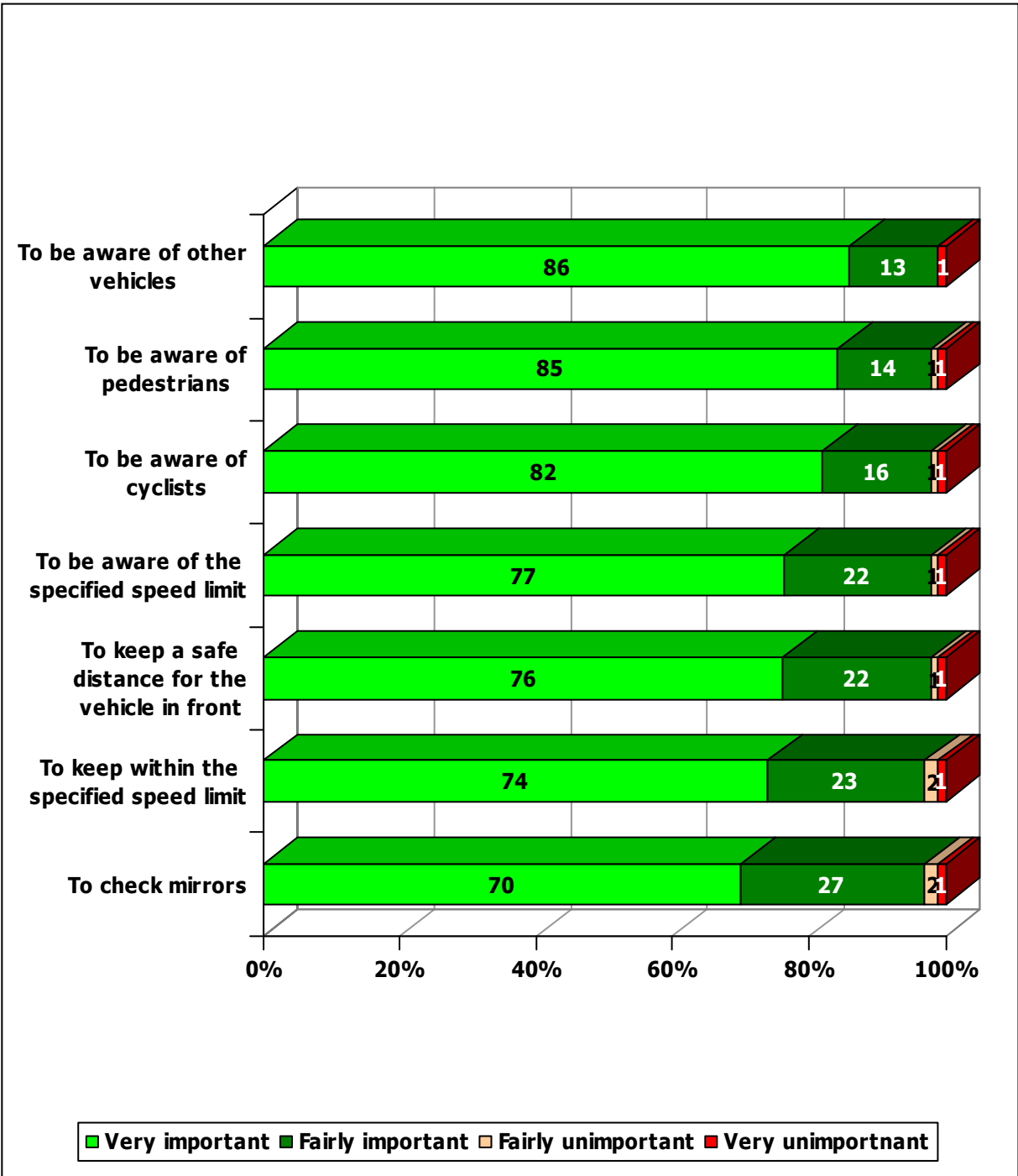


Figure 4: How important or unimportant do you feel the following are for drivers? By all respondents



2.3 Respondents were asked a series of questions concerning speed limits. Figure 5 illustrates the respondents' views on keeping to the speed limit. Respondents feel that it is very important for drivers to keep to the speed limit in all areas. Keeping to the speed limit in residential areas is considered most important by respondents, whilst keeping to the speed limit on motorways is considered least important.

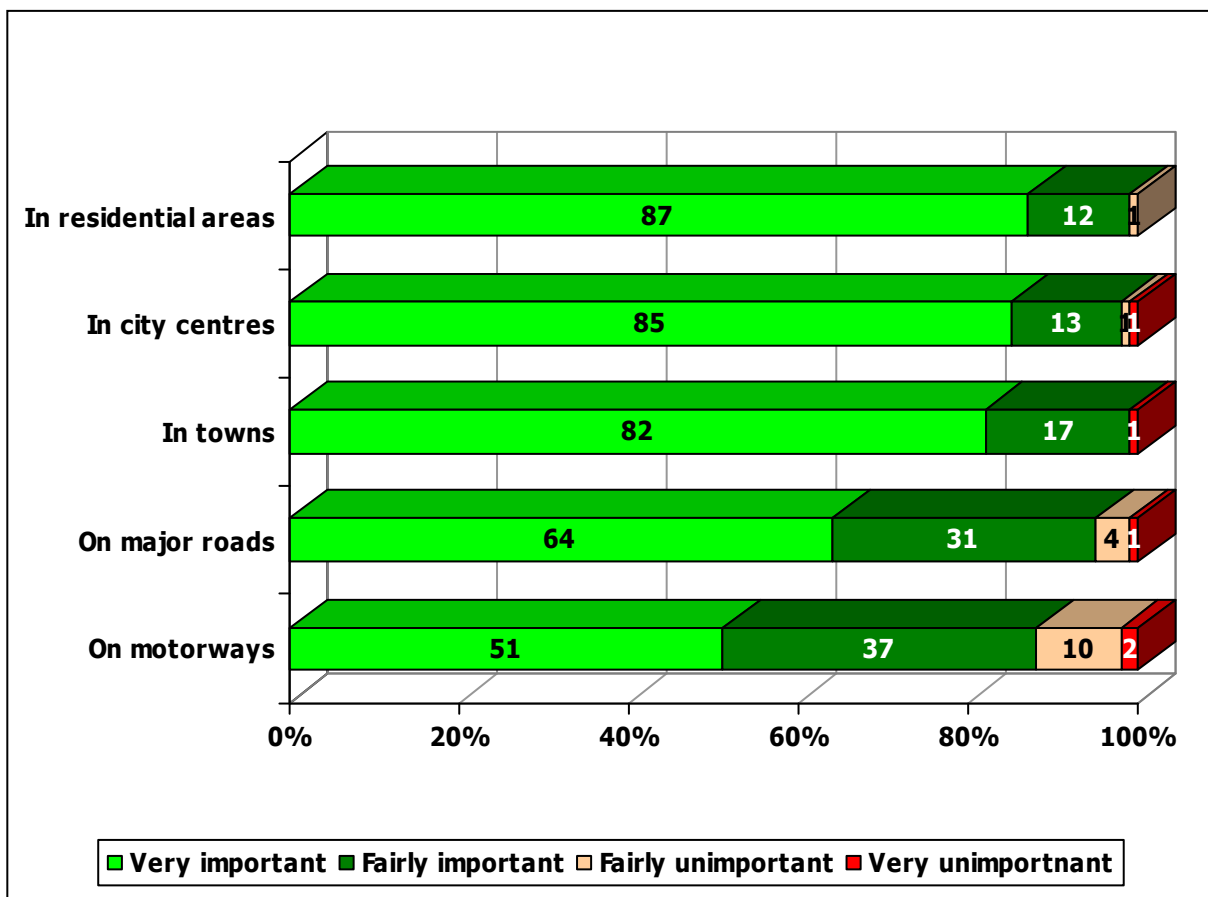


Figure 5: How important or unimportant do you think it is for drivers to keep within the specified speed limit when? By all respondents

Distractions Whilst Driving

2.4 Respondents were asked to indicate to what extent factors affected a person's ability to drive. Figure 7, overleaf, illustrates that using a mobile whilst driving was considered most likely to have an affect on a person's ability to drive safely. Bad weather conditions, drinking a non-alcoholic drink, eating and operating a dashboard mounted stereo/CD controls are also consider by the vast majority as being likely to affect driving safely.

2.5 Other factors which are likely to affect a person's ability to drive safely are identified, without prompting, in text comments by respondents. Common factors include:

- Alcohol/being drunk
- Drugs
- Tiredness

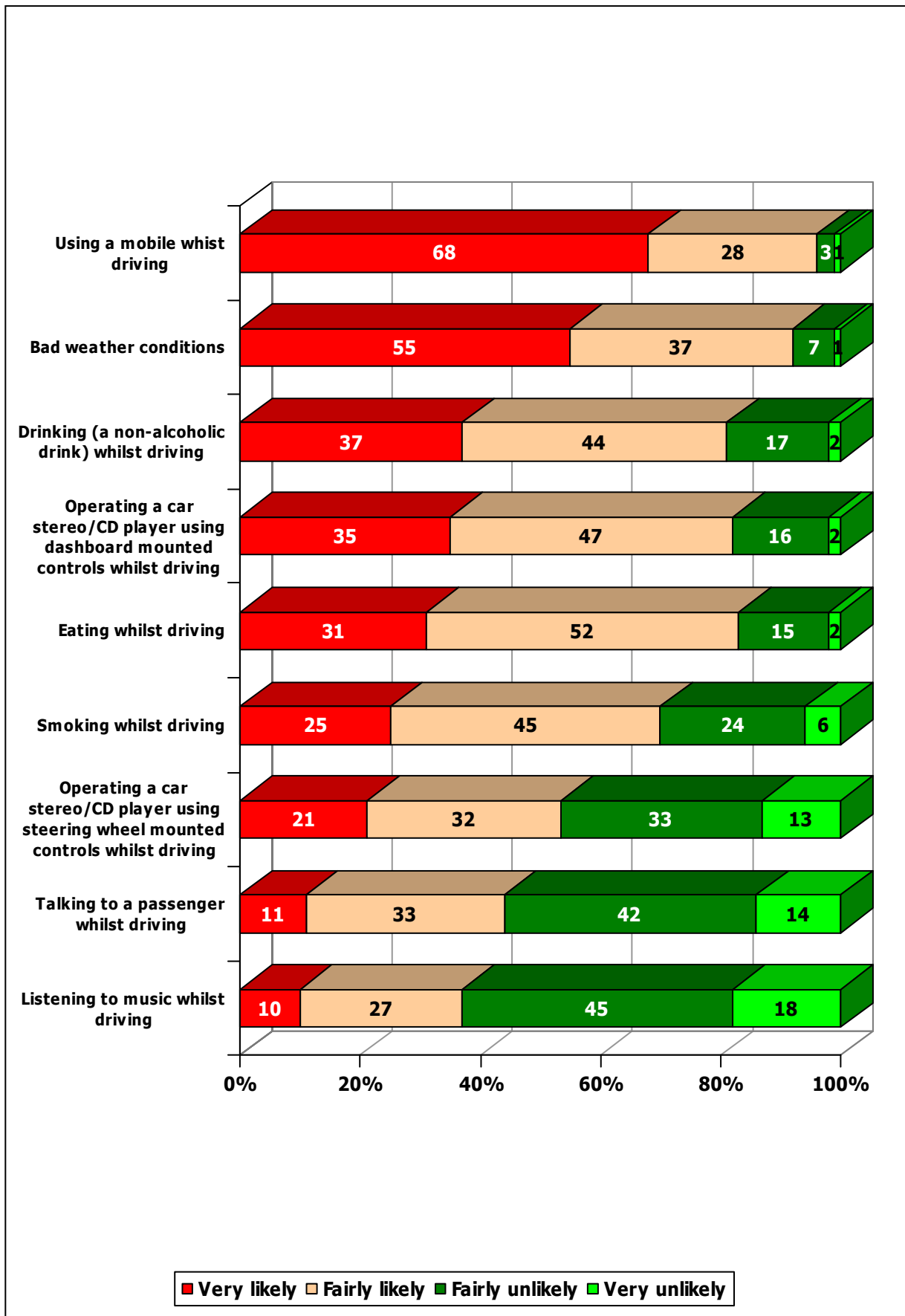


Figure 6: How likely or unlikely are the following factors to affect a persons ability to drive safely? By all respondents

Accident Likelihood

2.6 Figure 7 shows that 96% of respondents feel that males aged 17-24 years are likely to be involved in an accident whilst driving, 94% of respondents also consider females aged 17-24 years to be likely to be involved in an accident. Text comments suggest respondents feel that is primarily due to inexperience and a tendency to drive too aggressively. Females and males aged 45-64 years were considered least likely to be involved in an accident whilst driving.

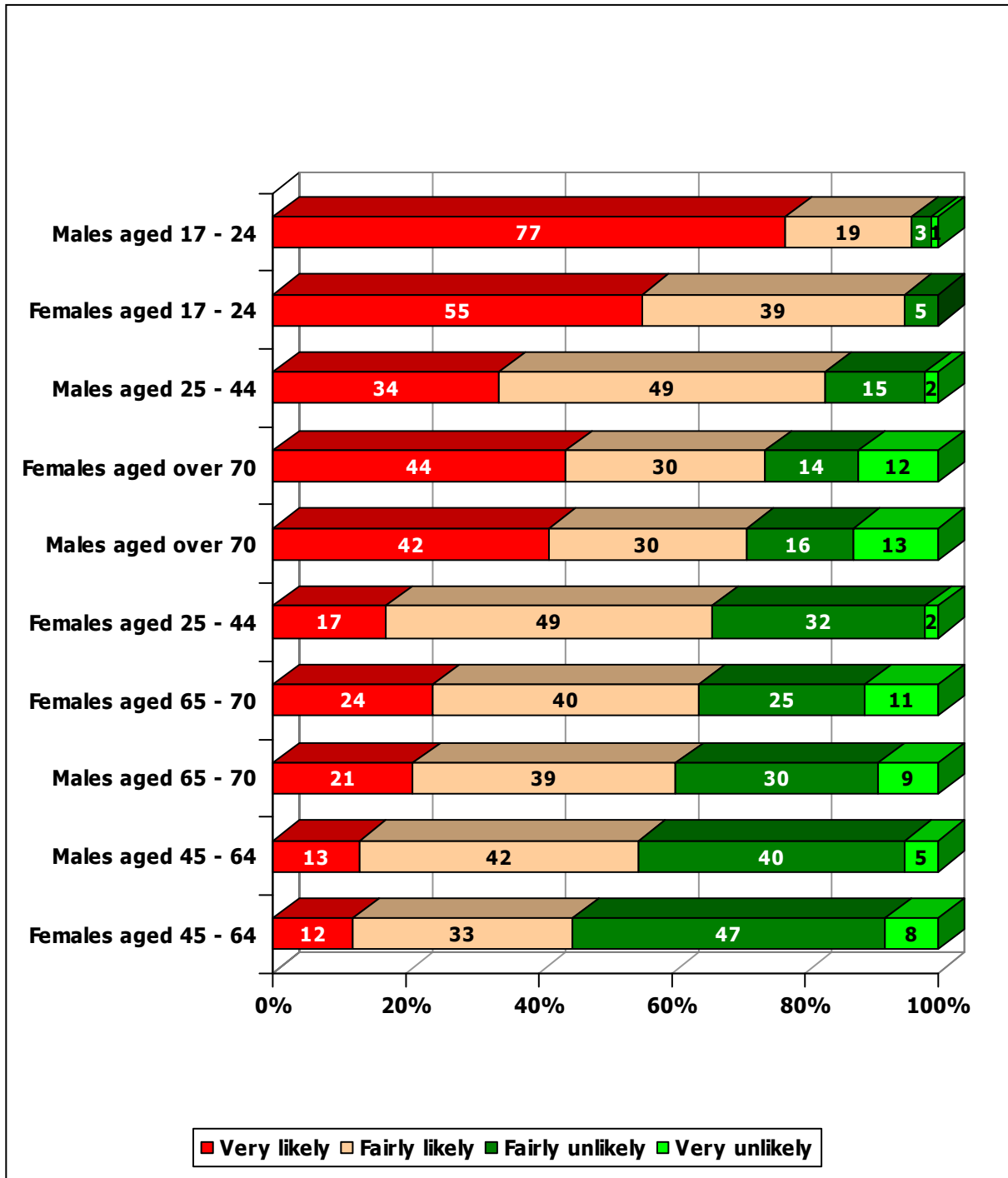


Figure 7: How likely or unlikely are the following to be involved in an accident whilst driving? By all respondents

Peer Pressure

- 2.7 95% of respondents agree with the statement that "Peer pressure can sometimes lead to young people being 'egged on' to drive more recklessly". This highlights the importance of events as Safe Drive, Stay Alive to attempt to influence the views of young adults.

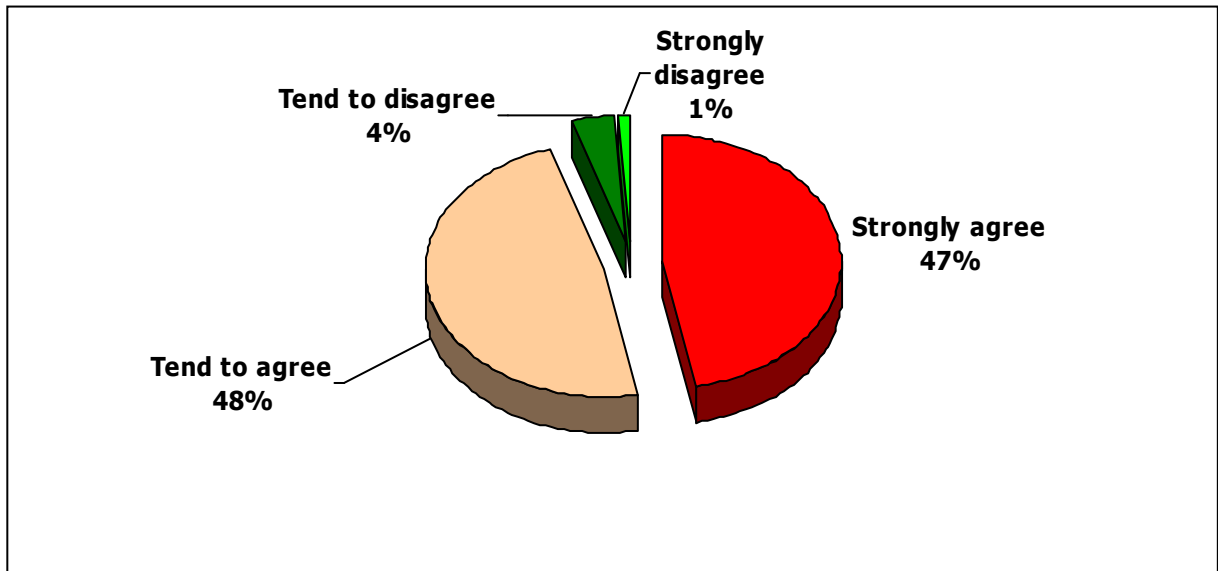


Figure 8: To what extent do you agree or disagree that peer pressure can sometimes lead to young people being 'egged on' to drive more recklessly? By all respondents

3. About the Event

Safe Drive Event

- 3.1 Respondents are generally positive about the Safe Drive, Stay Alive event they attended, as illustrated overleaf in Figure 9. The vast majority agree that the information provided was clearly presented, easy to understand and the event was informative. Importantly the vast majority also agree that the event will influence the way in which they drive in the future, has had an influence on what they consider to be safe driving and will make the young people who have attended the event safer drivers. The majority also feel that the length of the event was about right.
- 3.2 The majority of respondents agree that the event was enjoyable, but 43% disagree with this statement. Text comments suggest that the 'hard hitting' nature of the event, although effective, was considered quite shocking and upsetting by many respondents. However respondents also commented that they agree that this method had a powerful impact on them and changed they way they think about driving.

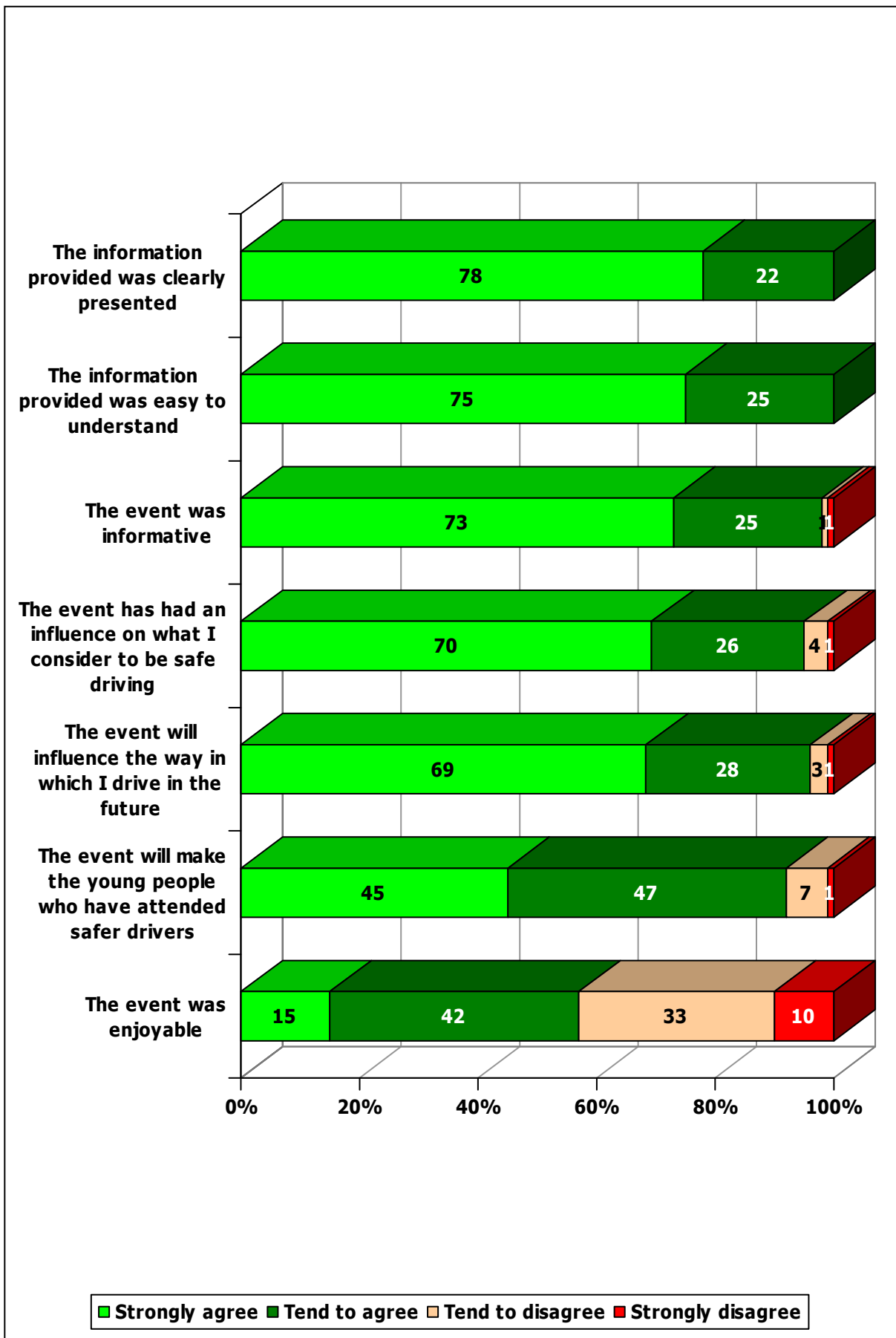


Figure 9: Do you agree or disagree with the following statements about the Safe Drive event you attended? By all respondents

Future Events

- 3.3 Figure 10 shows that 97% of respondents report that they would recommend the event to others. Text comments indicate that many respondents feel that the event was informative, educational and will encourage young people to change their views on driving
- 3.4 Figure 10 also shows that only 17% of respondents feel that the event could be improved in any way. Text comments suggest that some respondents feel that a more interactive approach would improve the event. Others suggest that the inclusion of a speaker who had been a driver or passenger in an accident would have also improved the event.

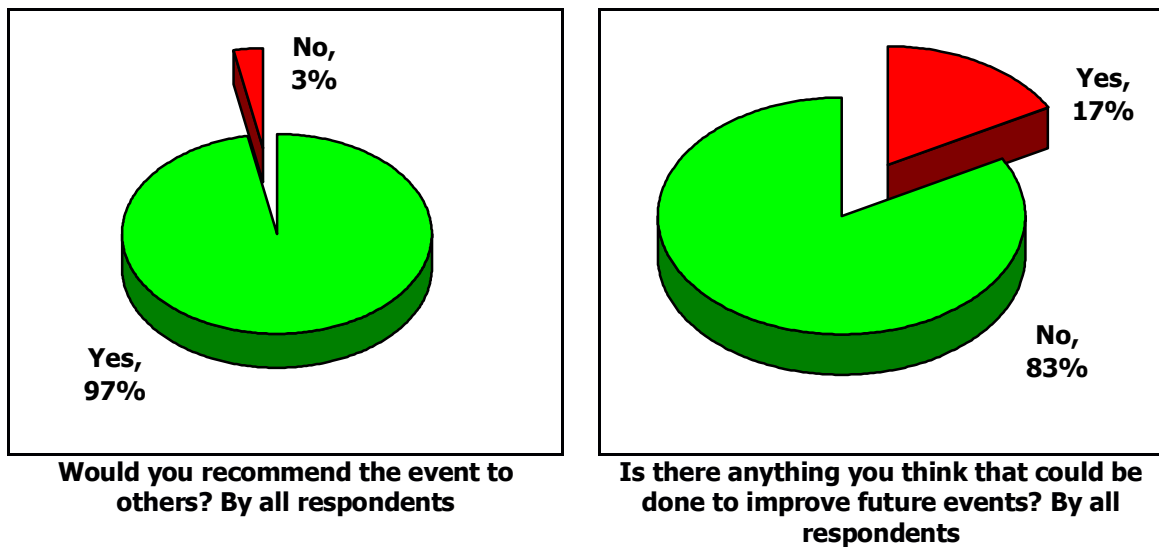


Figure 10: Would you recommend the event to others, and is there anything you think could be done to improve future events? By all respondents

4. Main Findings

Your Views on Driving

- 4.1 The majority of respondents (90%) report that they have not passed their driving test. Of those who have not passed their driving tests, 31% report they are currently learning to drive.
- 4.2 The majority of respondents feel that it is important for drivers to be aware of other vehicles, pedestrians, cyclists and the speed limit. The majority also feel that it important to keep a safe distance from the vehicle in front, to keep within the speed limit and to check mirrors.
- 4.3 Respondents feel that it is very important for drivers to keep to the speed limit in all areas. Keeping to the speed limit in residential areas is considered most important by respondents, whilst keeping to the limit on motorways is considered least important.
- 4.4 Males aged 17-24 years are considered most likely to be involved in an accident whilst driving with 96% of respondents rating them as very/fairly likely to be involved in an accident. Females aged 17-24 years are also considered likely to be involved in an accident by 94% of respondents.
- 4.5 95% of respondents agree with the statement that "Peer pressure can sometimes lead to young people being 'egged on' to drive more recklessly".

About the Event

- 4.6 Respondents are generally positive about the Safe Drive, Stay Alive event they attended. The vast majority agree that the information provided was clearly presented, easy to understand and the event was informative.
- 4.7 Importantly, the vast majority also agree that the event will influence the way in which they drive in the future, has had an influence on what they consider to be safe driving and will make the young people who have attended the event safer drivers.
- 4.8 The majority of respondents agree the event was enjoyable, but 43% disagree with this statement. Text comments suggest that the event, although effective, was considered quite shocking and upsetting by many respondents. Respondents also commented that they feel that this method had a powerful impact on them and changed they way they think about driving.
- 4.9 97% of respondents report that they would recommend the event to others. Text comments indicate that many respondents feel that the event was informative, educational and will encourage young people to change their views on driving.
- 4.10 Only 17% of respondents feel that the event could be improved in any way. Some text comments suggest that some respondents feel that a more interactive approach would improve the event and would have liked to have seen a speaker who had been involved in an accident as a driver or passenger.

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