

# Drivers' Attitude Study

## Research Report

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**A Foreword**  
**By Stephen Stradling,**  
**Professor of Transport Psychology at the Transport Research Institute, Napier University,**  
**Edinburgh**

I am delighted to have been involved as an advisor on the scope, direction and analysis of this project which has substantially advanced our knowledge of the attitudes of speeding drivers. This will greatly assist in persuading them to desist through the design and targeting of remedial campaigns.

This large-scale, extensive and thorough study across the Midlands has produced a number of interesting and statistically robust findings which challenge a number of modern motoring myths and I would particularly highlight the following.

**'Everybody speeds'**. There are many drivers in the Midlands who don't like going fast, and don't wish to. Only a third of the youngest drivers (17-24) and a quarter of the rest agree that 'I really enjoy driving fast'. In this study 40% of the youngest group of drivers and 60% of the older groups agree that 'Cars to me are just a way of getting from A to B'.

**'Having an accident will change their driving behaviour'**. While around a third of those drivers who had been collision-involved said they still drove more carefully since the accident, one third said this effect had worn off within months and another third said it had not made them drive more carefully at all. Having a car accident had little or no impact on the driving style of a substantial proportion of drivers, especially those with 4 or more points on their licence and high mileage drivers. Seemingly regardless of the severity of the accident drivers retreated behind 'Well, it wasn't my fault' and resisted the opportunity to reassess their driving habits.

**'Speed cameras don't spot bad drivers'**. Drivers who have been flashed by speed cameras were almost twice as likely to have had a collision as those who hadn't been flashed, independent of age or mileage. Three quarters of drivers reporting four or more points on their licence also reported collision involvement, compared with 42% of drivers with a clean licence. Cameras are a roadside diagnostic device for spotting crash magnets. While the laws of physics dictate that speed at impact inexorably increases crash severity, those drivers who speed have an elevated crash frequency. Such risky drivers need help, fast, in changing their driving behaviour.

A further significant contribution of this study is in developing typologies of drivers that can assist in targeting credible campaigns and in estimating how many drivers are ready for change. Confident Steady Eddies and Nervous Steady Eddies, the Young & Reckless, the (older but still) Fast & Invincible, Mr. & Mrs. Average are all out on the road doing different things or doing the same thing (exceeding the speed limit) but for different reasons. Crucially the results point to a range of people who speed for different reasons and who require different remediation. Some just need help to drive more slowly, others will need more persuasion.

Driving is not a right, it's a responsibility. We all have a duty of care for the comfort, convenience, well-being and safety of those with whom we share the public highway. Speeders break the rules.

## 1.0 Research Objectives

## 1.1 Research Objectives

The overall objective of this research programme was to provide the Midlands Partnership Group with a detailed understanding of each of its target groups. This needed to encompass not only their attitudes towards speeding and other driving offences, but also to provide a clear picture of their (reported) behaviour in this respect. This understanding would then be used as a basis for the Group's subsequent activities, helping to maximise their relevance and effectiveness for each of the target groups in question.

Within this, the research specifically aimed to...

- Measure and explore each target group's attitudes towards speeding – to what extent is it considered acceptable/unacceptable and in what situations?
- Understand what is creating those attitudes and identify exactly what 'hot buttons' need to be pressed if we are to motivate each group to change its attitudes and behaviour relating to speeding.
- Understand how attitudes towards speeding fit within the context of other potentially dangerous driving habits such as drink driving, using mobile phones, not wearing seat belts, aggressive driving etc. Identify exactly what makes some types of driving offences socially acceptable and others unacceptable.
- Gauge each target group's reactions to various road safety messages and images in order to develop an understanding of the most effective media and campaign messages for these groups.

## 1.2 Intended Use of the Research

The research determined the driving behaviour, views and attitudes of each of the target groups identified by the Midlands Partnership Group. It also elicited and evaluated the groups' reactions to a series of potential road safety promotional messages.

The research has thereby built a detailed behavioural and psychographic profile of each of the target groups, enabling us to identify why some drivers speed whilst others do not and in what situations. This has been quantified to produce statistically robust and representative data.

Importantly the research has then evaluated these findings and recommended to the Midlands Partnership Group how to most effectively modify the behaviour of offenders – whether that is through enforcement, through publicity campaigns and/ or through educational initiatives.

It has also provided clear guidance on the effective development of future promotional campaigns in terms of message delivered, execution and promotional vehicle.

## 2.0 Management Summary

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This research project (or series of research projects) has revealed a host of very interesting and useful facts about Midlands drivers – many of which are of fundamental and strategic importance not only for members of the Midlands Partnership Group, but also for their partner agencies on both a regional and national level.

### 2.1 Target Groups

Before the research began, three target groups had been identified by the Client as being a primary focus of forthcoming communications activities. These were as follows:

Prolific Offenders	drivers aged 35-50 years – so called because they represent disproportionately high percentage of drivers flashed by speed cameras (with men outnumbering women by at least two to one)
Prolific Casualties	young people aged 17-24 years – so called because they account for the highest number of hospitalisations as a consequence of road accidents
Most Impressionable	drivers aged 25-34 years – so called in the hope that effective communications might be able to reach them before they get to their ‘prolific offending’ stage

The research however has very strongly indicated that these initial descriptors need to be revised. All the information gathered has suggested that...

**17-24 year old** drivers seem to speed more excessively than any other age group – some of them get a real thrill out of speeding, relish their new-found freedom from parental control and will often greatly exceed the speed limit – whatever it is. The fact that they are most likely to get injured is therefore hardly surprising.

They have grown up with speed cameras and hence know how to play them – they rarely travel outside their local area and know where fixed cameras are located. Having said that though, by the time they reach 23-24, they are almost as likely as older drivers to have been flashed and to have been involved in an accident.

**35-50 year old** drivers are in fact least likely to offend – i.e. speed – and as a group get far less enjoyment out of driving fast than do their younger counterparts. They are however most likely to get flashed by speed cameras because...

- Their knowledge of speed limits is distinctly hazy. They often cannot identify whether a ‘diagonal line’ sign means 60mph or 70mph and they typically cannot use street lamps etc. to identify whether an unsigned limit is 30mph or 40mph. Given the relative scarcity of 30mph signs they are therefore confused (whether consciously or not) and often say that, when flashed, they genuinely thought they were driving within the speed limit.

- They do a comparatively high mileage and often in unfamiliar areas; hence they are not as aware of fixed camera sites as are the 17-24's.
- They have been driving for longer, hence get complacent if they haven't had an accident or got points
- They are more stuck in their ways and, not having been brought up with speed cameras, are having difficulty adjusting to them. The reputation of cameras as a 'cynical revenue gathering exercise' is widespread among this age group

**25-34 year old** drivers would seem to be the least impressionable of all the age groups – they are not a cohesive group, being in a very transitional lifestage. They seem to be under more pressure than any other age group, often climbing the career ladder and/or feeling pressured to find a long term partner, have children, buy a house etc.

This all translates into their driving behaviour – they have great confidence in themselves and in their own driving ability, but also have a strong focus on themselves rather than upon others. They are therefore the most likely to get impatient with 'poor' drivers and generally exhibit comparatively high levels of stress on the roads, which results in a higher proportion of them speeding than any other age group (but not to the same high degree as the 17-24 year olds)

## 2.2 Psychographic Groups

As part of this research, we have identified 4 or 5 psychographic clusters within each age group – each with widely different attitudes, motivations and behaviour relating to speeding. These can be summarised as follows:

17-24's		25-34's		35-50's	
<b>Deathwish</b>	<b>11%</b>				
<b>Young &amp; Reckless</b>	<b>25%</b>	<b>Fast &amp; Cocky</b>	<b>25%</b>	<b>Fast &amp; Invincible</b>	<b>27%</b>
<b>Fast &amp; Far Away</b>	<b>27%</b>	<b>Accidental Tourists</b>	<b>21%</b>	<b>Mr &amp; Mrs Average</b>	<b>29%</b>
<b>Confident Steady Eddies</b>	<b>14%</b>	<b>Steady Eddies</b>	<b>19%</b>	<b>Confident Steady Eddies</b>	<b>26%</b>
<b>Nervous Steady Eddies</b>	<b>23%</b>	<b>Stress City</b>	<b>35%</b>	<b>Nervous Steady Eddies</b>	<b>18%</b>

Please note that the percentages relate to the relative size of the cluster within our sample – they may not be exactly representative of the wider Midlands population, although they should be strongly indicative. The clusters most likely to speed are highlighted in red (shaded according to their relative propensity to do so)

The first point of note is that within the 17-24's, there are not one, but two groups of 'boy racers' – Deathwish and Young & Reckless. These have quite distinctive and different psychographic profiles:



**Deathwish**

These are distinguished by high levels of annoyance and anger in most driving situations. They are well aware of the dangers of speeding, which seem if anything to heighten their desire to speed. They speed excessively, race their mates (or anyone willing to do so), are most likely to drink & drive and least likely to wear their seat belt. They seem to be generally anti-authority and speed 'for the buzz' to which they are addicted – the greater the level of danger, the greater the thrill. They are extremely dangerous; almost impossible to target with communications and really seem to need 'heavy' means of enforcement (disqualification, court or imprisonment) – or massive amounts of counselling! They are very predominantly males, from lower social grades and with no more than GCSE's and often drive a modified car.

*"Its kind of exhilarating...its like smoking.-you know it will kill you but you do it anyway"*

**Young & Reckless**

These are what one might call the more 'stereotypical' boy racers. They really enjoy cars, driving and love speeding – they see cars as a means of attracting girls and escaping parental control. They are the most likely to 'play the system' - bunny hopping between fixed cameras - and hence are relatively unlikely to get flashed. They too practice their driving skills (in car parks, country lanes), but do not display the same levels of anger or of addiction as 'Deathwish' – instead they view speeding as fun and enjoyable. They are also difficult (but not impossible) to target with communications – but do seem to be being kept under some degree of control by (mobile) speed cameras and the '6 points, retake your test' law.

*"I know if they had given me a 2 year ban, an 18 month ban, I would have been back in the car, I enjoy it, it's what I do, and it wouldn't have stopped me"*

The other psychographic groups, in order of apparent propensity to speed, are as follows:

**Fast & Cocky (25-34) and Fast & Invincible (35-50)**

These two segments share similar attitudes – one is just older than the other. They are distinguished by their love of speeding and immense confidence in their superior driving skills and ability to handle any situation – even at speed. They are typically high mileage drivers (often driving as part of their job) and are very likely to have been flashed – but the qualitative research suggests they are also the most likely to 'pass on' speeding penalties. They speed because they want to; they can handle it and because they consider themselves to be a better judge of the most appropriate speed limit for the road and conditions than the authorities. They are difficult, but not impossible, to target with communications – they somehow need to be convinced that it could happen to them.

*"I've been known to scare people- .its not intentional but you know when you're confident of your ability, it's easily done. Its lack of driving ability that kills, not speed and God knows you see enough incompetence around these days on the road" (35-50)*

#### **Stress City (25-34)**

This segment was only identified within the 24-35's age group and is primarily defined by relatively high levels of stress and impatience relating to driving – it does not make them feel free and relaxed. They do not particularly enjoy driving and are not overly confident in their abilities, but neither do they consider themselves to be a cautious driver (and indeed do often speed) They are frequently from the higher social grades and have high levels of education and represent a key target group for (and are reasonably receptive to) future communications. They need to be persuaded to 'chill' - speeding is not worth the risk.

*"I know if I'm driving my nieces to school for instance, they've got to be at school for 5 to 8 ... 5 to 9 if you pull up behind a car that's taking ages to turn at the traffic lights, you're like, "come on, come on, you didn't have to take all day" and you just suddenly become a really aggressive driver"*

#### **Fast & Far Away (17-24)**

These young drivers also have a strong skew towards the higher social grades and also higher levels of education - many have a diploma or degree and 34% are AB's. They have few strong feelings about cars and driving and are often reasonably ambivalent towards other drivers. The qualitative research suggests this is because they tend to be 'in another world' when driving - often on auto pilot rather than focused. They typically feel that speeding probably is dangerous but often do it anyway – especially on open roads and motorways. This group represent another key target for future communications, being reasonably receptive to relevant and credible messages relating to the consequences of speeding.

*"I was driving down the road, didn't actually know it was a 30 mile area, thought it was 40 and I wasn't even doing 40 and I got done, that was the horrible thing that annoyed me the most"*

#### **Accidental Tourists (25-34)**

These people enjoy driving and consider themselves to be reasonably good, cautious drivers. They claim that if they speed it is by accident and that they would speed less if they knew the limit. They strongly agree that flashing speed limit signs slow them down. If they have been in an accident (and they are relatively likely to have been), they are the most likely to have driven more cautiously ever since. They have mixed demographic characteristics, but do higher than average mileage. Another key target group for both communications and other road safety measures.

*"I was on the motorway... you know, listening to the radio... and sometimes you just forget how fast you're going... especially if you've been driving for a couple of hours or an hour or so... you're trying to keep it at 70, and sometimes it does creep up doesn't it?"*

#### **Mr & Mrs Average (35-50)**

This segment can really 'take or leave' driving and cars. They are not especially confident drivers and are the least likely out of the older age group to say their passengers 'are always

very relaxed'. They are the most likely within their age group to get stressed out by children in the car. They speed because they don't really think it's dangerous, because they don't realise the limit or they are not paying attention. A very important and also reasonably susceptible target group.

*"I wasn't doing any harm to anybody. I don't consider what I was doing ... I don't consider what I was doing was dangerous or putting anybody, including myself, at risk basically."*

**Confident Steady Eddies** These are the 'model citizens' of the roads – they speed rarely because they don't want to speed. They are aware of the social consequences of doing so and see speeding as selfish. They are confident in their own driving abilities and see no need to prove themselves through speed.

*"I don't drive like an idiot anyway really. My friends say I drive like an old lady anyway, so I don't really need to change too much for other people. I might sound a bit arrogant, but I don't drive like a maniac at all" (17-24)*

**Nervous Steady Eddies** These are distinguished by their low levels of confidence in their own driving abilities (unlike the great majority of drivers) – they do not see themselves as a good driver, don't enjoy driving and would often prefer to be a passenger. They consequently rarely speed – because they don't have the confidence to do so.

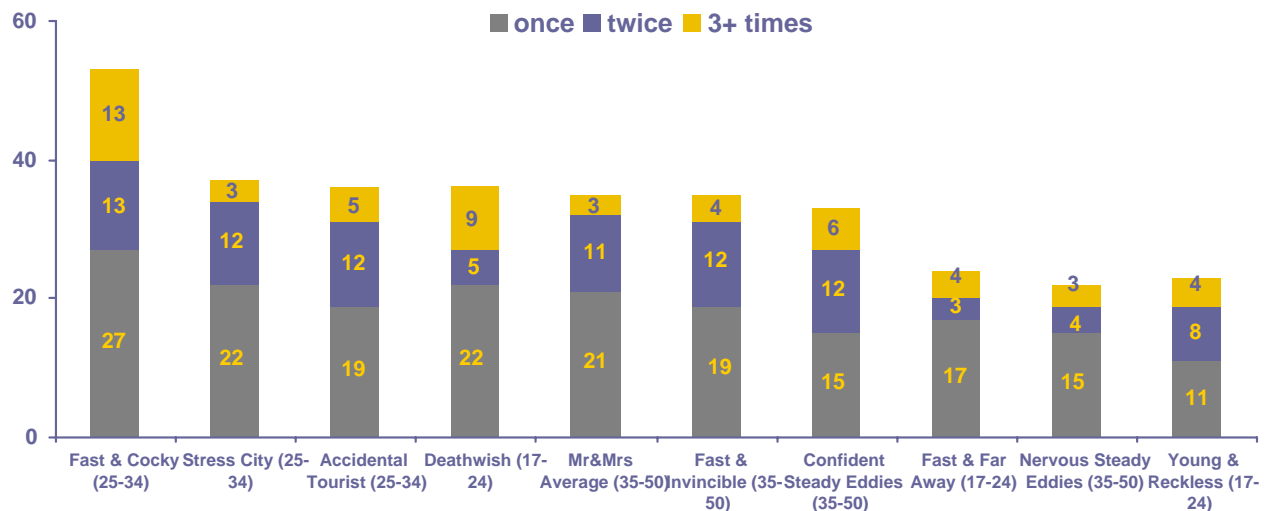
*"I get flustered when the roads are busy...I wouldn't say I'm a very confident driver"*

### 2.3 Penalties for 'Accidental' and 'Stressed' Speeding

The research has identified that whilst three of the four 'problem' psychographic groups (excluding Young & Reckless) are more than averagely likely to have been flashed by a speed camera, many of the other 'lesser offenders' have been flashed as well – especially **Stress City**, **Accidental Tourists**, **Mr & Mrs Average** and the **35-50 year old Confident Steady Eddies** (our model citizens). Whilst they were undoubtedly speeding at the time(!) this research suggests that many were doing so *unintentionally* and do not speed as a matter of course. This helps explain their widespread negativity towards cameras and highlights a need to work with these 'accidental' speedsters, rather than always against them. They need to understand the consequences of speeding (whether intentional or not) through effective communications and thereby heighten their awareness of their speed.

These people are the most likely to say that they would drive more slowly if they knew what the speed limit is and so there is a need to increase and improve road signage in order to help them achieve this. The great majority said that they slow down for 'those flashing speed limit signs' – which were appreciated, and described as helpful and apparently very effective.

We also need somehow to use communications effectively to address the ‘stressed out speedsters’ – particularly 25-34 year olds but also other ages who (knowingly) speed if they are in a hurry and/or late for an appointment. They are relatively receptive to effective communications and probably could, in time, be persuaded that it is not, in fact, worth the risk.



### Number of Times Flashed by a Speed Camera

#### 2.4 Getting Flashed, Getting Points

In total, around a third of our sample had been flashed by a speed camera at least once (and 15% of male drivers aged 35-50 had been flashed at least three times) Men in all three age groups were around three times as likely to have been flashed as females.

A critically important (and positive) finding is the fact that those people who had been flashed were also significantly more likely to have been involved in a road accident at some stage in their driving career. This was true across all three age groups.

% been involved in an accident while driving	Been flashed	Not been flashed	% difference
	%	%	
17-24	36	22	14
25-34	51	34	17
35-50	54	31	23

Further, 72% of those drivers with 4+ points on their licence had been in an accident (the vast majority of those points having been obtained for speeding). This compares with 42% of those with a clean licence

Four in ten of those who had been flashed said they had since become more aware of their speed, with slightly fewer saying they had slowed down in general (presumably the desired reaction). Three in ten people said they felt annoyed with themselves – with this being especially true of females (who were also more likely to slow down overall and/or to be more aware of their speed) Older (especially male, high mileage) drivers seem likely to start ‘playing the system’ more, with 30% looking out for cameras and 22% slowing down, but only for cameras.

Around a third of people with points said they now felt more negative towards the police or angry about the system in general – these were across the board, with no particular demographic variations being apparent.

## 2.5 General Attitudes towards Driving

Between seven and eight in ten drivers strongly agreed with each of the statements ‘I would never drink and drive’ and ‘I always wear my seatbelt’- leaving a significant minority who presumably would do so, at least to some extent. Those least likely to drink and drive were aged 25-34 years. Importantly, those people who had been flashed by a speed camera were more than averagely likely to say they would drink and drive.

The majority of respondents considered themselves to be cautious drivers, said they enjoy driving and felt that their passengers are always very relaxed. Around one in three respondents however (and especially young males) said they would never ask someone to drive more safely – suggesting that some drivers may perceive passengers to be relaxed, when in fact they are not!.

## 2.6 General Attitudes towards Speeding

There was a common perception among our sample that ‘almost everyone speeds in this country’ and indeed the majority admitted to liking to put their foot down on open roads and motorways. Many felt that they know the best speed for the road and drive accordingly – considering themselves to be always in control, even at high speed. The view that ‘I’m a safe driver – it’s other drivers who are dangerous’ seems to be par for the course.

Importantly however the qualitative research showed that the driving behaviour of some participants in the groups had subsequently been affected by the views and opinions expressed by other speeding participants in the groups. Some had clearly had their eyes opened by speedsters’ attitudes.

*‘it made me realise how little regard other drivers have for speeding’*

Persuading drivers that not everyone speeds and that not all of their peers think speeding is cool is potentially very powerful - but will need to be driven with determination and long term commitment.

## 2.7 The Influence of Passengers

The qualitative research indicated that the extent and nature of a passenger's influence on the speed someone drives at is largely dependent on who they are. Non driving passengers appear to have little or no influence on drivers whilst the mere presence of parents or of young children can slow some (but not all) drivers down. The most tension about the speed being driven emanates when the sexes are mixed.

Young 17-24 male passengers are potentially the most influential and most dangerous; they may encourage speeding amongst their peers because they initially *enjoy* the experience. Secondly some older male passengers browbeat female drivers to drive faster and the drivers' subsequent *nervousness* emerges as the greatest threat to safe driving behaviour. Thirdly female passengers may distract female drivers with conversation and *inattentiveness* emerges here as the greatest threat to safe driving behaviour.

## 2.8 Education and Pre Drivers

The research among 14-16 year olds was extremely limited in terms of both scope and sample size (just six paired interviews) Quite clearly this age group needs further qualitative and quantitative research investigation and evaluation. Despite the limited nature of this study however a number of interesting issues have been highlighted.

The research suggests that interest in speeding and in cars starts early – in fact it probably starts considerably earlier than 14 years. Furthermore, the view that speeding is not dangerous embeds early, partly because they see people getting away with speeding, partly because no-one credible is telling them anything different and partly because speeding is viewed as common-place.

The research also suggests however that 14-16 year olds are susceptible to anti-speeding messages because they are the potential victims and not yet perpetrators of speeding. We wonder whether boys' and girls' susceptibility to anti-speeding messages may be harnessed to advantage by placing greater emphasis in school upon driving and speeding amongst pre driving teenagers. Is there a role for police to visit schools for example in order to talk about driving and speeding and perhaps to show graphic, anti speeding advertising?

Clearly these issues require greater and more detailed research investigation in the future but they do provide very interesting 'food for thought'

## 2.9 Communications

The research has identified a number of criteria that appear to directly influence the efficacy of anti speed communications. In our opinion and based upon this research, in order to work effectively **anti speed advertising needs to be:**

**Targeted** at that specific age or psychographic group (especially 17-24)

**Impactful**

**Realistic** (technically accurate)

**Relevant**

(peer group for 17-24 (close mate or loved girlfriend)

young children for 25-50

This helps convey the message it could happen to me)

**Clear culpability** message (the fault of the speeding driver alone)

**Credibly and clearly due to speeding** (preferably not lack of control or bad driving skill. Better to use:

- not being able to stop in time

- or a small increase in speed can mean difference between life and death of someone you hit

- or unpredictability of other 'less able' drivers and lack of reaction time if speeding

**Credible action and characters** (not extraordinary)

**Memorable** (Use of music/slow motion. Link different media together.)

**Sympathetic** tone

Conversely, anti speed advertising **should avoid like the plague:**

**Statistics** (as opposed to scientific tests)

**Patronising**, smug, finger-wagging, preaching tone

**Voice of authority** and 'brought to you by'.

**Mention of speed cameras**

**Teenagers as victims** (unless targeting teenagers themselves)

For 17-24's, advertising channels targeted at the young are necessary – TV, local radio music channels, cinema, entertainment and sports venues.

Finally, the research has highlighted the need for authorities to work cohesively and consistently to achieve their common long-term goals of slowing drivers down and reducing road casualties. This coordinated strategy has the potential to be far more effective than a fragmented approach and so should help achieve those goals more quickly. The ultimate goal must be to convince drivers that their peers don't think speeding is either cool or clever and that not everyone speeds. That is almost bi-polar to current public perceptions and will require determination and long term commitment by all concerned.

## 3.0 Research Method and Sample



### 3.1 Qualitative Research

#### 3.1.1 Overall Approach

The qualitative research was undertaken by means of a mixture of 16 extended group discussions (2 hours), 18 individual depth interviews (1 hour) and 6 friendship paired interviews (1 hour)

The exact details of the sample are as follows:-

#### 14-16 year olds

##### Friendship Pairs (6)

Male	Female
3 pairs	3 pairs
1 x 14 years	1 x 14 years
1 x 15 years	1 x 15 years
1 x 16 years	1 x 16 years

##### Eligibility

All to travel as passengers in cars

Including some females who travel as passenger with older boyfriend

#### 17-24 Year Olds

##### Groups (6)

Male	Female
1 'new' driver group, BC1/C2	1 'new' driver group C1/C2DE
1 'experienced' driver group, C1/C2DE	1 'experienced' driver group BC1/C2
1 passenger group C1/C2DE	1 passenger group BC1/C2

##### Interviews (8)

Male	Female
1 'new' driver x B/C1	1 'new' driver x C1/C2
1 'experienced' driver x C1/C2	1 'experienced' driver x D/E
3 passengers, 1 X D/E, 2 X C2	1 passenger x B/C1

##### Eligibility

'New' driver – passed driving test up to 2 years ago

'Experienced' driver – passed driving test 2 or more years ago

'Passenger' – travel in cars 'most' or 'all' of the time and themselves drive either 'never' or 'rarely'

## Quota

### Groups

Spread across driver groups of 0-9 current points on licence

At least 4 and no more than 6 respondents per driver group to have current points for speeding offences.

At least 2 respondents to have current points for other offences.

At least 2 respondents to have no current points.

### Interviews

All drivers to have at least 3 points for speeding

## 25-34 Year Olds

### Groups (4)

Male

1 group x BC1/C2  
1 group x C1/C2DE

Female

1 group x BC1/C2  
1 group x C1/C2DE

### Interviews (4)

Male

1 interview x B/C1  
1 interview x C2/DE

Female

1 interview x C2/DE  
1 interview x B/C1

## Eligibility

All to drive cars

## Quota

### Groups

Spread across group of 0-9 current points on licence

At least 4 and no more than 6 respondents per group to have current points for speeding offences.

At least 2 respondents to have current points for other offences.

At least 2 respondents to have no current points.

At least 2 respondents to drive a car socially (social)

At least 2 respondents to drive to/from work by car (commuter)

At least 2 respondents to drive a car for work (professional)

### Interviews

All drivers to have at least 3 points for speeding

1 x social, 2 x commuter and 1 x professional drivers

## 35-50 Year Olds

### Groups (6)

Male

2 groups x BC1/C2  
2 groups x C1/C2DE

Female

1 group x BC1/C2  
1 group x C1/C2DE

## Interviews (6)

Male	Female
2 interviews x B/C1	1 interview x B/C1
2 interviews x C2/DE	1 interview x C2/DE

## Eligibility

All to drive cars

## Quota

### Groups

Spread across group of 0-9 current points on licence

At least 4 and no more than 6 respondents per group to have current points for speeding offences.

At least 2 respondents to have current points for other offences.

At least 2 respondents to have no current points.

At least 2 respondents to drive a car socially (social)

At least 2 respondents to drive to/from work by car (commuter)

At least 2 respondents to drive a car for work (professional)

### Interviews

All drivers to have at least 3 points for speeding

2 x social, 2 x commuter and 2 x professional drivers

Fieldwork took place between June and October 2004. All fieldwork was recorded and transcribed and was spread over 16 different locations - 2 in each of 8 counties - Staffordshire, Derbyshire, Lincolnshire, Leicestershire, Nottinghamshire, West Midlands, West Mercia and Warwickshire. Lynne Foster conducted all of the fieldwork; Lynne is a highly experienced qualitative research consultant. She is a full member of the Market Research Society and of the Association of Qualitative Research.

### 3.1.2 Qualitative Question Areas

Each group, interview and friendship pair followed broadly the same guidelines but was adjusted according to the specific and individual needs of the respondents

The groups began by looking at *attitudes* towards driving and explored respondents feelings about driving with the use of bubble drawings depicting driving alone and driving with passengers. The groups then moved on to discuss with the help of a flip chart, examples of bad driving behaviour seen and to establish within this the role of speeding. The groups then focused on speeding and specifically how to define speeding, the perceived consequences of speeding and the reasons for speeding. We explored how respondents feel when speeding and their views on the penalties imposed for speeding. Before breaking we investigated respondents' knowledge of speed limits with the use of photographs of different types of roads. After a brief break we showed and elicited reaction to a selection of road safety advertisements including posters, radio ads and TV ads.

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The interviews focused upon speeding *behaviour* as opposed to attitudes towards speeding since all of the respondents interviewed had current points for speeding. We first explored driving behaviour – the driving test and how many attempts were made to pass it, the types of journeys undertaken, the role of passengers. We then discussed in detail their most recent speeding offence – how it had happened, why, the consequences and their feelings about the penalties imposed. We ascertained whether being caught speeding had in any way influenced their driving. We then went on to look briefly at their views on speeding and their knowledge of and attitudes towards speed limits before finally encouraging them to identify potentially more effective ways of slowing them down.

The friendship pairs began by eliciting pre-drivers attitudes towards driving and towards cars. We investigated their interest in learning to drive and their reasons for wanting to learn to drive and have a car. We then looked at the sorts of journeys they undertook as passengers and their feeling when being driven as a passenger. We elicited briefly any examples of bad driving behaviour they had seen before then going on to gauge where if at all speeding fits within this. We discussed their first hand experience of speeding before exploring their attitudes towards and views on speeding and their sources of knowledge about speeding. We discussed how they felt speeding might best be discouraged before finally showing and eliciting reaction to a selection of road safety advertising.

## 3.2 Quantitative Research

### 3.2.1 Overall Approach

The quantitative fieldwork was conducted by means of street interviews, as being the most effective means of contacting a representative sample of the primary target groups i.e. younger, more mobile people who are comparatively less likely to be at home.

In order to...

- provide results of reasonable statistical accuracy
- identify sub-groups within the sample (e.g. number of points on licence, ethnicity, social drivers / commuters / professional drivers)
- compare findings between different target groups

... we conducted 700-750 interviews for each of the three primary target groups; 17-24's, 25-34's and 35-50's.

Given the funding structure for the research, we tried to conduct a roughly equal number of interviews within each region, as stated below.

	<b>Fieldwork locations</b>	<b>17-24</b>	<b>25-34</b>	<b>35-50</b>
		<b>n=</b>	<b>n=</b>	<b>n=</b>
West Midlands	B'ham, Coventry, Walsall, Dudley, W'ton, S Coldfield, Solihull	121	130	143
West Mercia	Telford, Shrewsbury, Worcester, Hereford	102	99	126
Staffordshire	Hanley, Stafford, Tamworth, Burton	89	111	70
Nottinghamshire	Nottingham, Mansfield, Newark, Worksop	101	125	85
Leicestershire	Leicester, Loughborough, Melton Mowbray	113	93	80
Lincolnshire	Lincoln, Grantham, Grimsby	71	58	96
Warwickshire	Leamington Spa, Warwick, Rugby	94	69	94
Derbyshire	Derby, Ripley, Chesterfield, Ashbourne, Heanor	65	11	78
<b>Total</b>		<b>756</b>	<b>707</b>	<b>772</b>

To be eligible for recruitment for the survey, respondents had to meet the following criteria:

- To live within the Midlands area (i.e. the eight specified regions)
- Not to work for the police, nor in market research (and related industries) or journalism
- Have passed their full driving test

They were not told the identity of the client, nor that the survey was about speeding – simply ‘driving’.

Quota controls were imposed upon the sample within each target group, to ensure a representative mix of gender and ethnicity. We also collected information relating to other sample characteristics such as lifestage, number of points on licence, whether professional/ commuter/ social driver etc. This was used in the subsequent analysis to identify behavioural and attitudinal patterns within the data.

Fieldwork was conducted by members of Step Beyond’s fieldforce -who are all fully experienced, IQCS trained and work in strict compliance with the Market Research Society’s Code of Conduct. All interviewers and supervisors on this project were from the Midlands area. Our stringent quality control procedures include a minimum 10% telephone back check on each interviewer’s work.

It is important to recognise that the three age groups were essentially treated as individual research projects, with the quantitative fieldwork for each following (and being influenced by) the qualitative research. Fieldwork dates were as follows:

17-24’s	July 2004
35-50’s	September 2004
25-34’s	December 2004

### **3.2.2 Quantitative Question Areas**

We kept some measures within the questionnaires consistent between target groups, to enable comparisons to be drawn between them. Other questions, however, varied to reflect the findings of the qualitative research for each target group and to thereby further investigate illuminating findings or ‘hot buttons’. Interviews with 17-24’s and 35-50’s lasted for around 15 minutes, before the questionnaire length was reduced to 10 minutes among the 25-34’s.

### **3.2.3 Data Analysis**

Data processing on the project was handled by Independent Data Analysis. As part of the research we conducted some additional statistical analysis on each sample to identify psychographic groups within it. This analysis consisted of firstly a factor analysis on the attitude statements to reduce them to a smaller number of factors, which were then used in a subsequent cluster analysis. The factor analysis resulted in a nine factor solution for all three samples – some variables being shared and others unique. From the cluster analysis we chose the five cluster solution for the 17-24 year olds and the four cluster solution for each of the 25-34’s and 35-50’s.

### 3.2.4 Sample Profile

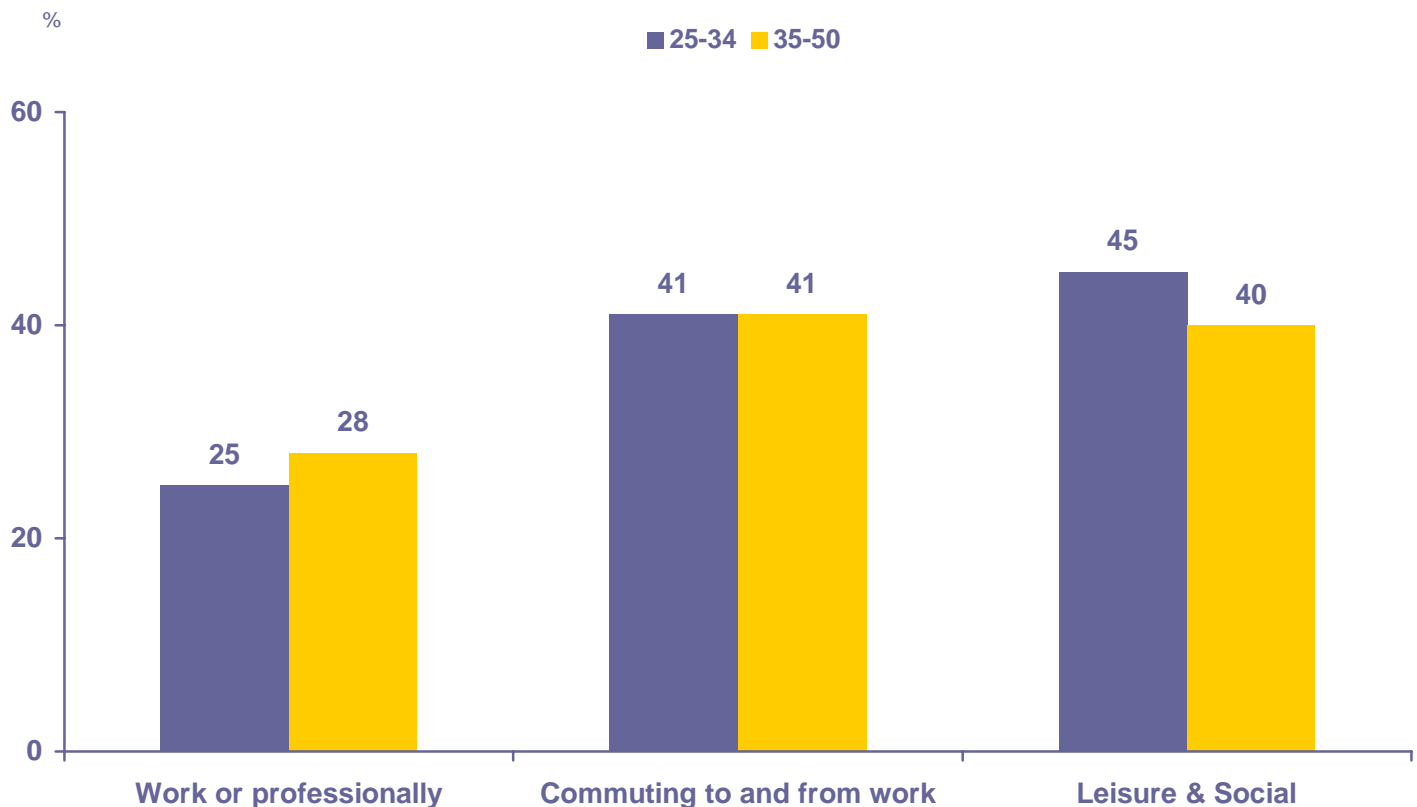
	<b>17-24's</b>	<b>25-34's</b>	<b>35-50's</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Gender</b>			
Male	54	50	46
Female	46	50	54
<b>Final level of education</b>			
GCSE	31	42	43
A level	24	17	15
Diploma	11	10	11
Degree	33	27	16
Other/not stated	2	4	14
<b>Social Grade</b>			
AB	25	27	23
C1	33	36	34
C2	26	23	23
DE	14	13	17
<b>Ethnicity</b>			
White	90	91	91
Other	10	7	9
Not stated	-	2	-

## 4.0 Detailed Findings



## 4.1 Driving Behaviour

### Purpose of most of driving

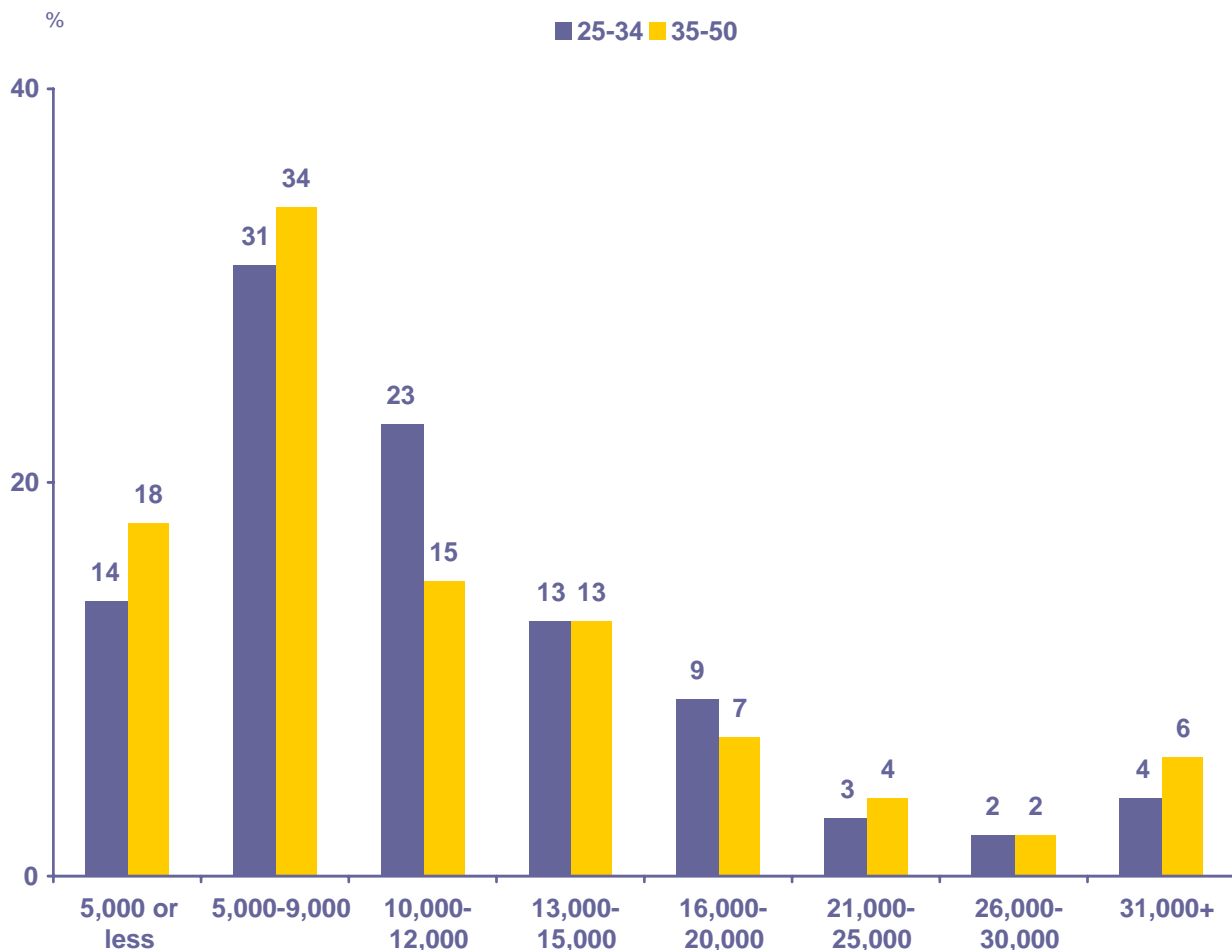


The two older age groups were asked to state the purpose of most of their driving. Around one in four drove primarily for work or professionally, with this increasing to 44% of men aged 35-50 and 76% of those 35-50 year olds who do more than 16,000 miles per annum. Commuters and social drivers form the two largest groups, with 50% of females aged 25-50 belonging to the latter group. Almost one in two of those 25-34 year old males interviewed did most of their driving commuting to and from work.

Closer investigation of the data reveals that 38% of those drivers aged 35-50 who have been flashed are professional drivers (compared with 24% of those who have not been flashed) Further, 34% of this age group who had been in an accident were professional drivers, compared with 24% of those who had not.

Drivers who have been flashed by speed cameras are almost twice as likely to have had a crash as those who haven't been flashed, regardless of mileage or age.

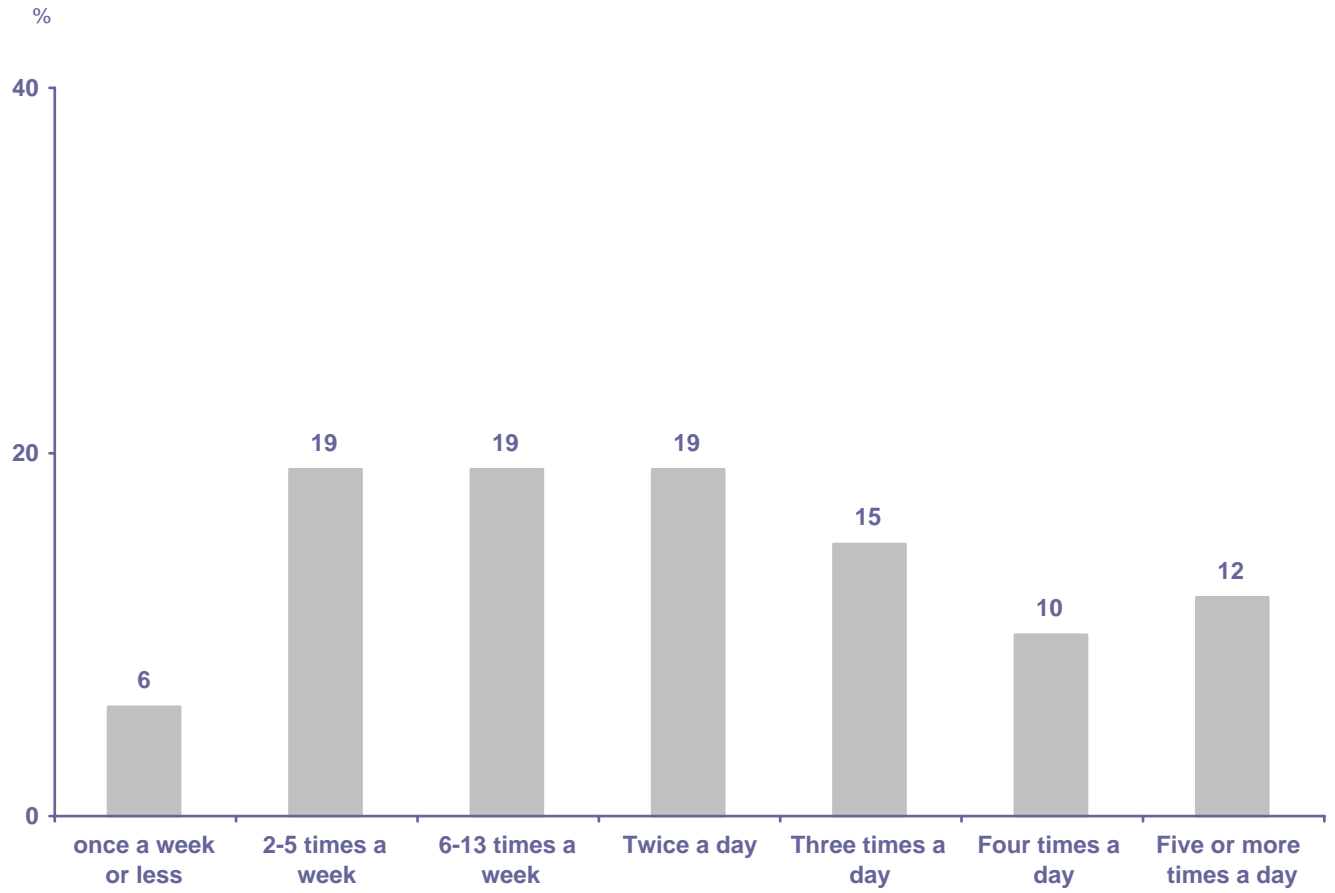
### Approximate Annual Mileage



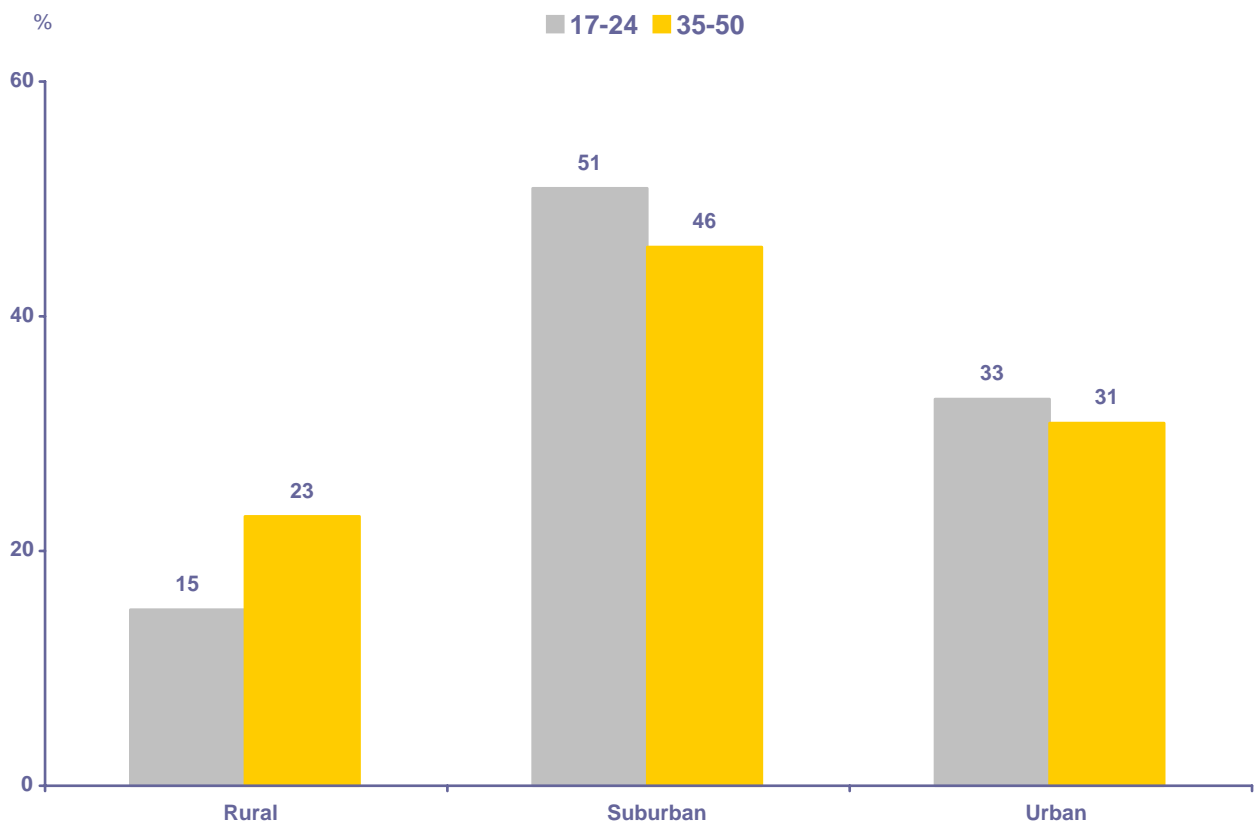
Respondents aged 25 years or over did on average between 11,000 and 12,000 miles per annum, with 25-34 year olds doing slightly more than those in the 35-50 bracket (11,500 vs. 11,200 pa). As can be seen in the graph above, 12% of the older age group do a very high mileage of 20k+, but the remainder tend to do fewer miles than their 25-34 year old counterparts. As would be expected, men do far more miles than women – for example the average annual mileage for a 35-50 year old male is 16k – more than twice that of females in the same age group (6k).

Younger drivers were asked this question differently, since the qualitative research indicated that they generally didn't really know their annual mileage – being often very low. As such, they were asked how often they drive a car in a typical week. Their responses indicate a great variation in behaviour, with one-in-four driving a car only a few times a week (or less), while the same number drive at least a few times a day. The average was 15 times a week, but this was significantly higher among those in the lower social grades and those who'd left school after their GCSE's. There was also a marked difference according to whether young drivers had their own car - those who had drove it 17 times a week on average, whereas those who were still driving someone else's car only drove on average 9 times a week (and 41% of them drove three times a week or less).

Frequency drive a car (17-24's)



### Whether mainly drive in a rural, suburban or urban area



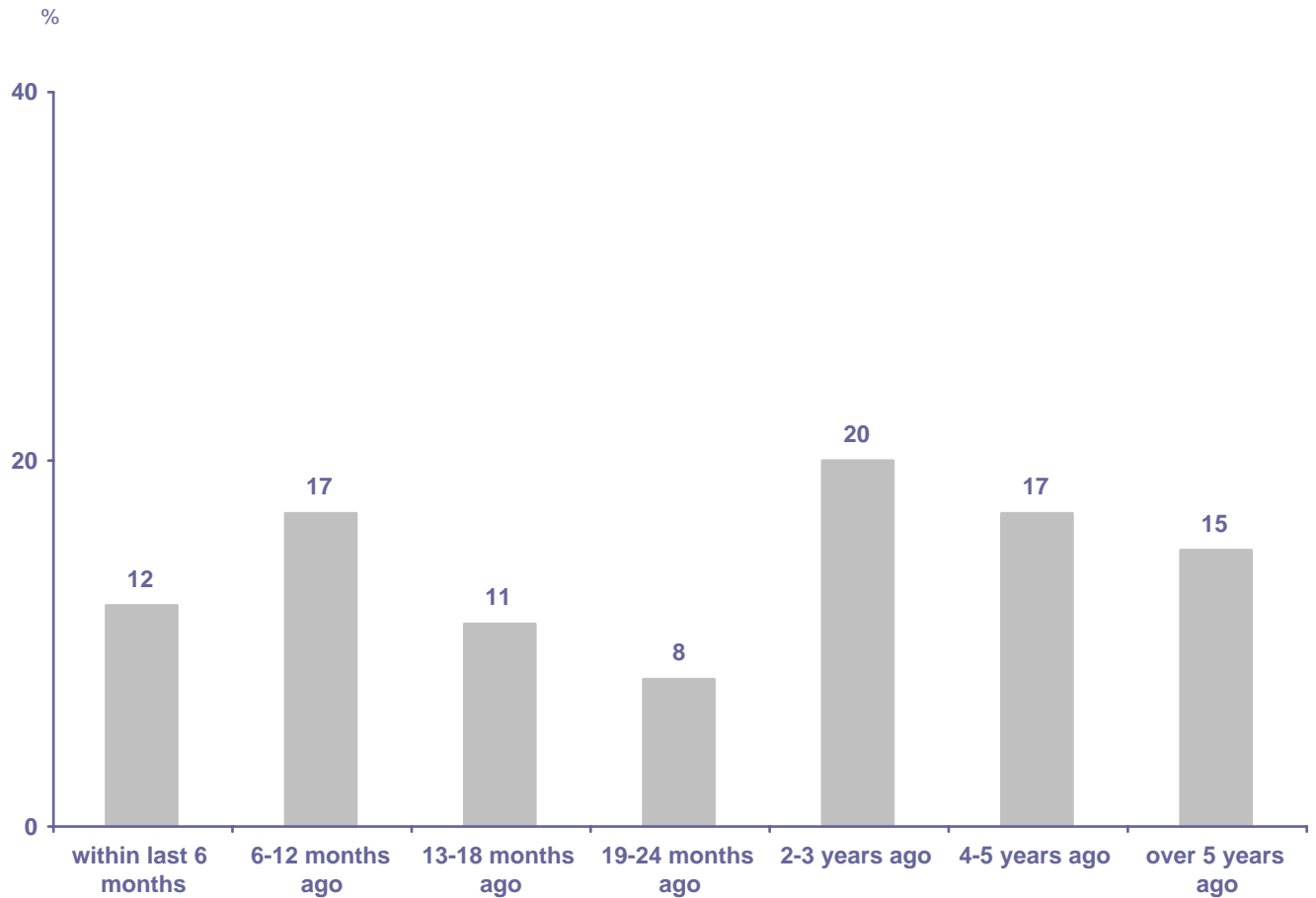
The majority of people in our sample drove predominantly in suburban areas, with most of the remainder driving in urban areas. It should be remembered though that fieldwork was mainly conducted in large towns and cities and was also spread throughout the region (rather than reflecting population densities) and so this should not be viewed as being representative of the Midlands population as a whole.

Younger drivers who had just passed their test were comparatively unlikely to drive in urban areas – only 22% of 17-18 year olds doing so.

There also seems to be a definite trend towards rural areas with increasing age – even within the 35-50's sample, the percentage driving mainly in rural areas increased from 17% at 35-39 to 28% at 45-50.

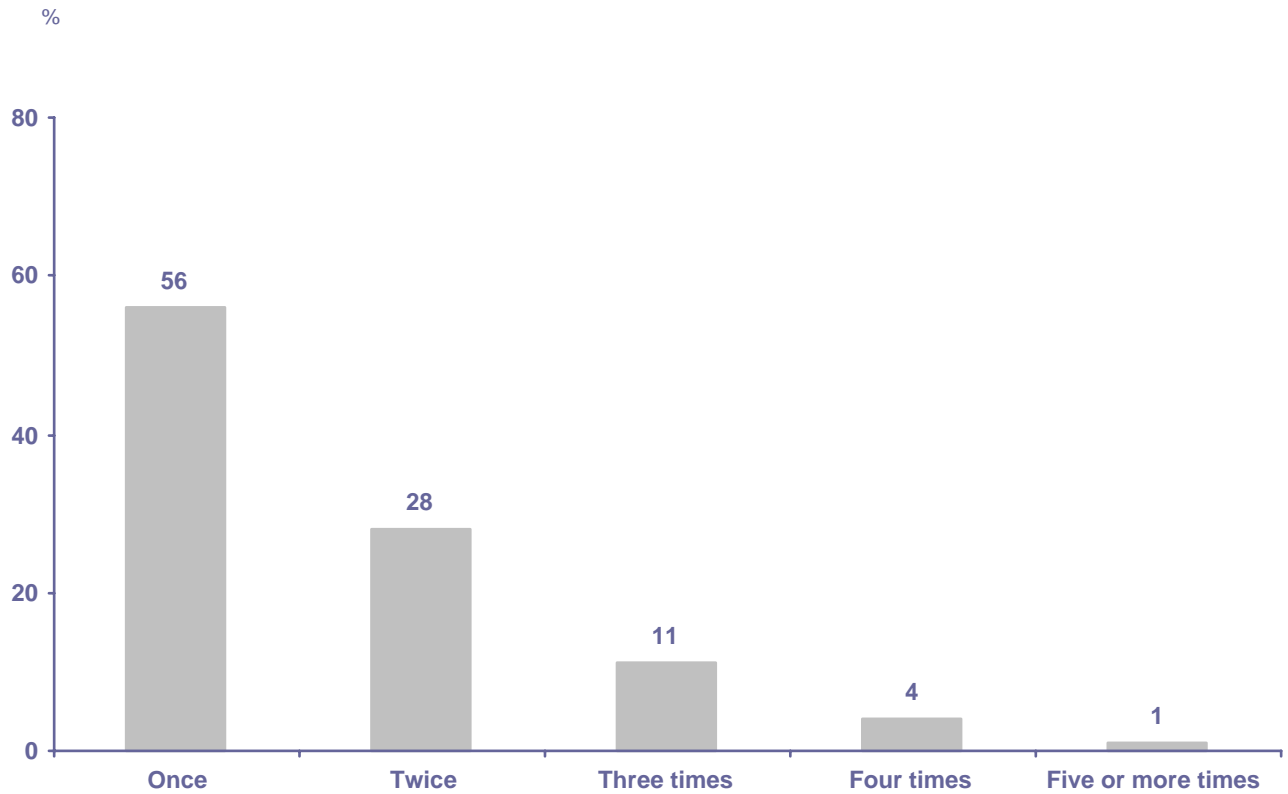
Those drivers who had been flashed by a speed camera were more likely to drive mainly in urban areas than those who had not – this being true across all three age groups.

### How long since passed test



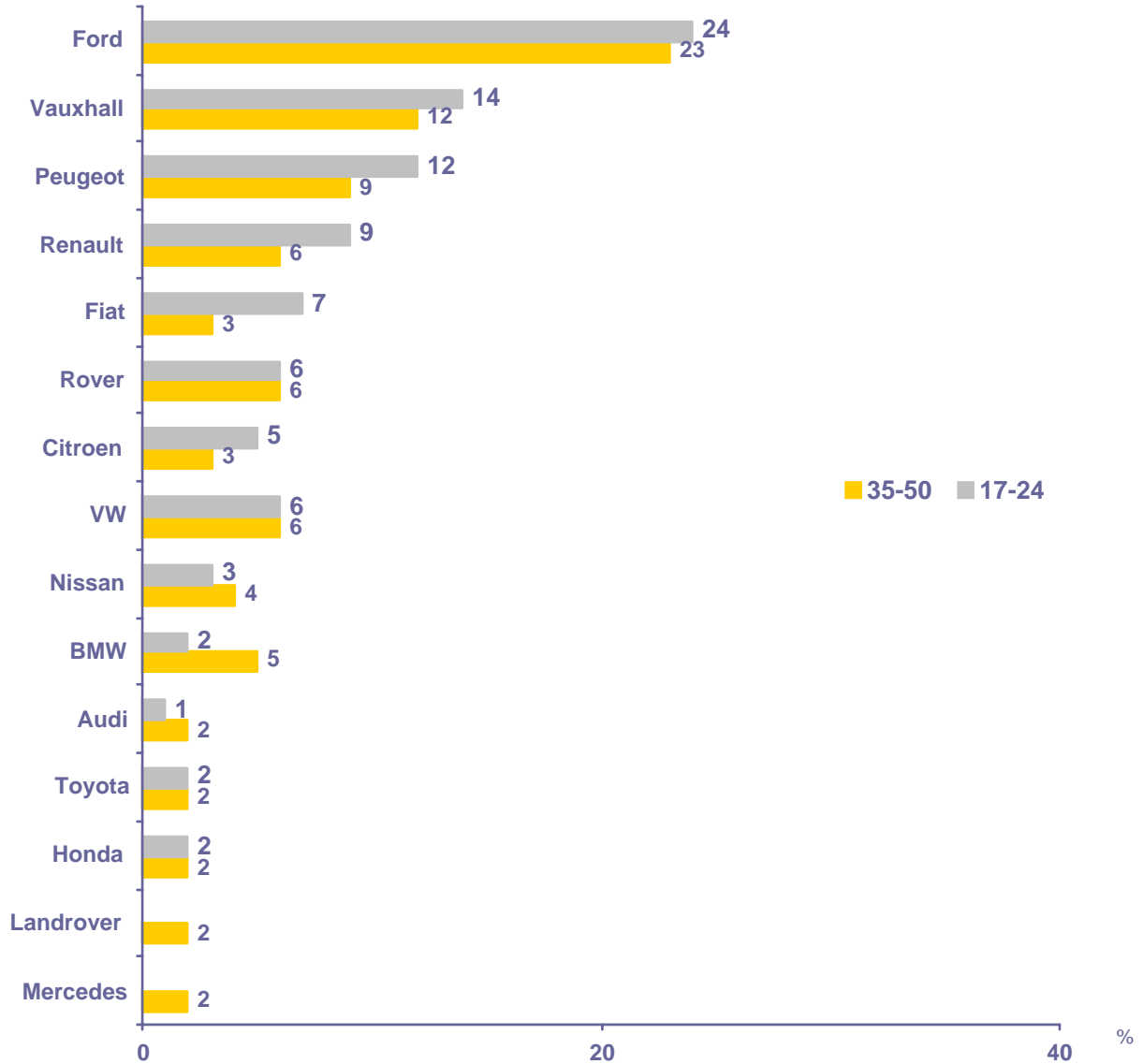
Drivers aged 17-24 years were asked how long it had been since they passed their test. On average, they said three years, but this naturally varied by specific age. By the time they reached 23-24, 40% of respondents had passed their test more than five years previously, 28% had passed it 4-5 years ago, 17% 2-3 years ago and the remainder (15%) more recently. Those in the higher social grades had been driving for longer than others – the average for AB's being almost four years, compared with just under three years for DE's. Further, people living in rural areas had been driving for longer than those in urban ones – undoubtedly reflecting the comparative lack of public transport in rural areas.

### Number of times took test



The research found that 56% of young drivers had passed their test first time, while 28% had taken it twice and the remainder more times. Interestingly, females were slightly more likely to have taken their test more than once – 20% having taken it three times or more, compared with 11% of males.

### Make of Car Driven



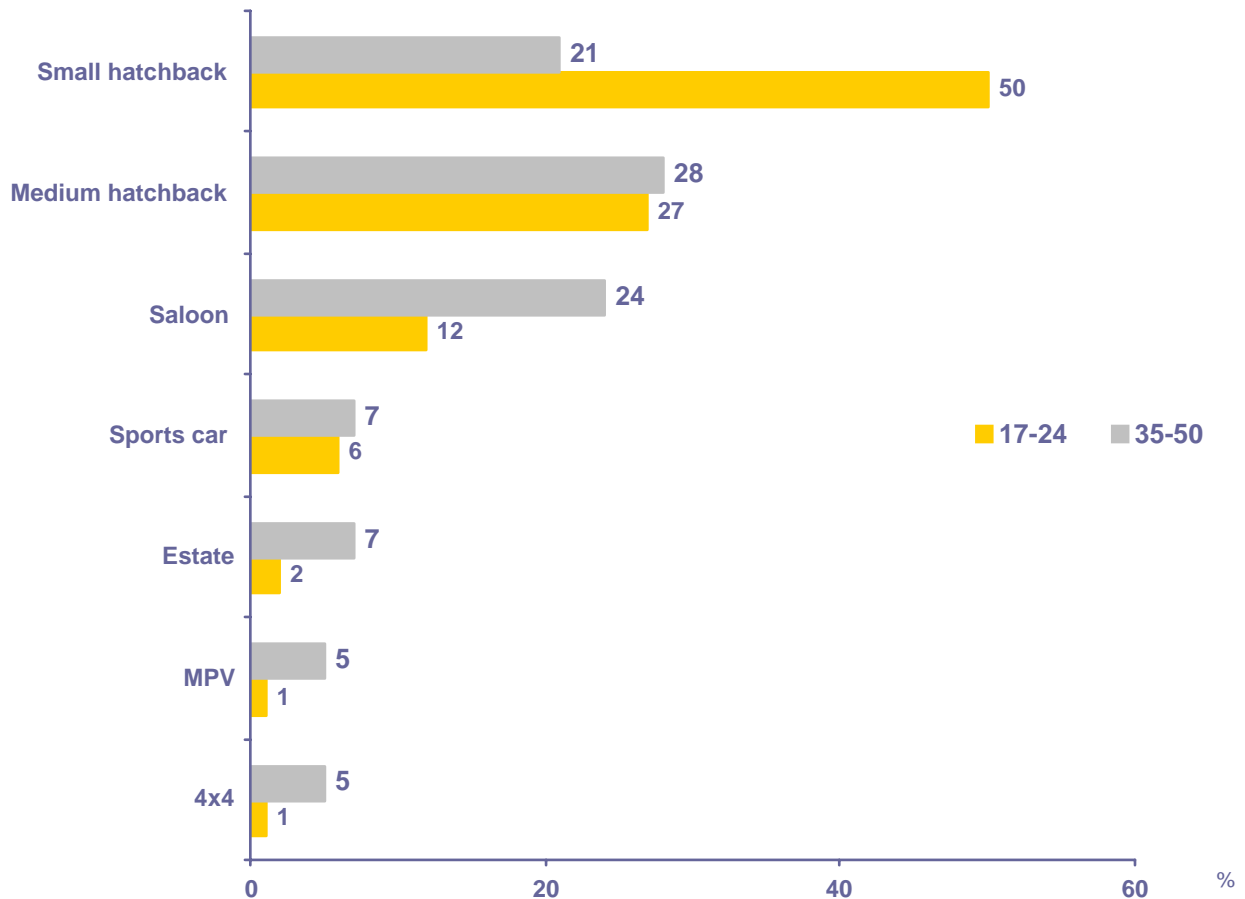
The make of car most commonly owned by our sample was Ford, followed by Vauxhall and then Peugeot and Renault (please note that this question was not asked of 25-34 year olds in the interests of a shorter questionnaire)

Among 17-24 year olds, Fords were more commonly driven by under 20's and those in the lower social grades (almost 30% of each group driving a Ford) whilst Peugeots were most common among 23-24 year olds and Renaults among females.

Fords again had a definite skew towards the lower social grades among drivers aged 35-50, whilst BMW's were more likely to be driven by high mileage professional drivers.



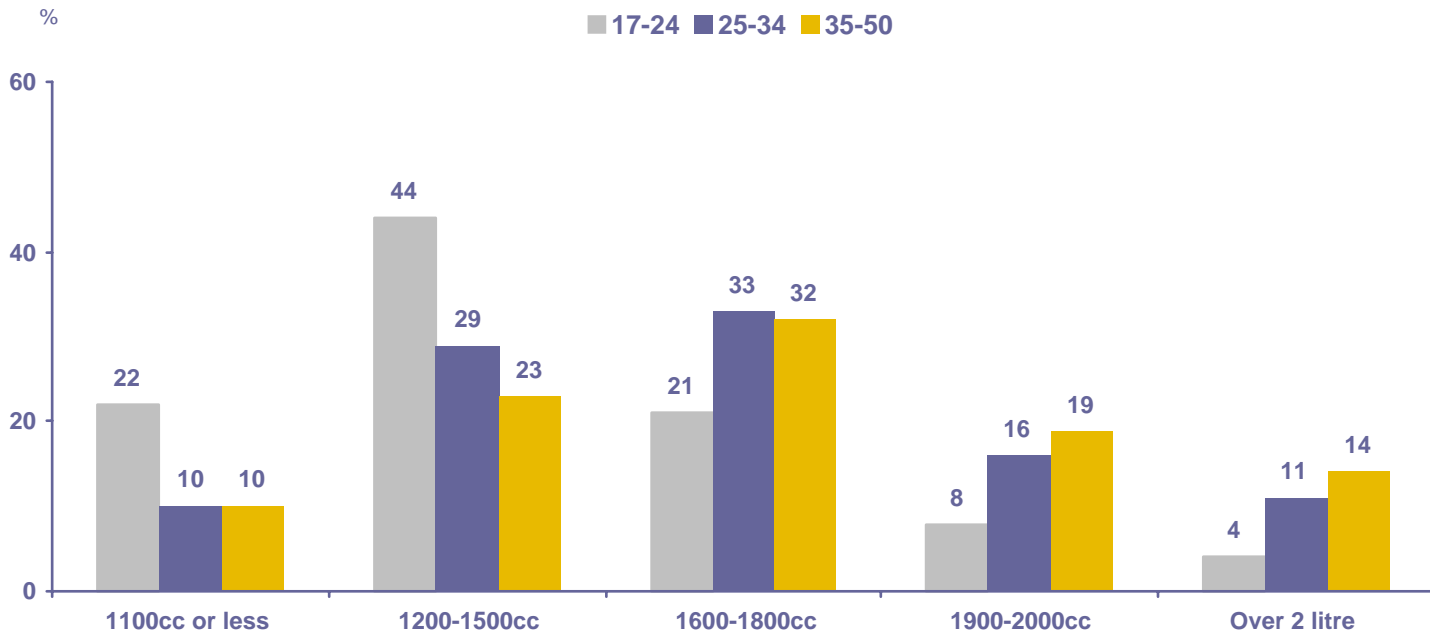
### Type of Car Driven



The very strong tendency among young drivers to drive a small hatchback is clearly apparent in the above graph – being attributable to the cost of both car and insurance, as well as parental concerns about safety. Females are also most likely to drive a small hatchback – 58% of females aged 17-24 doing so, compared with 43% of males of the same age. By the time they get to 35-50, just 28% of females drive a small hatchback – this still being twice the number of males in this age group doing so (who are more likely to drive a saloon)

Interestingly, drivers who have been flashed are less likely to drive a small hatch than are those who have not been flashed – this being linked not only to the nature of the car itself but also that of its (often female) drivers. By comparison, 12% of 17-24's who'd been flashed (and 19% of those with 4+ points) drove a sports car, compared with only 5% of those who had not been flashed.

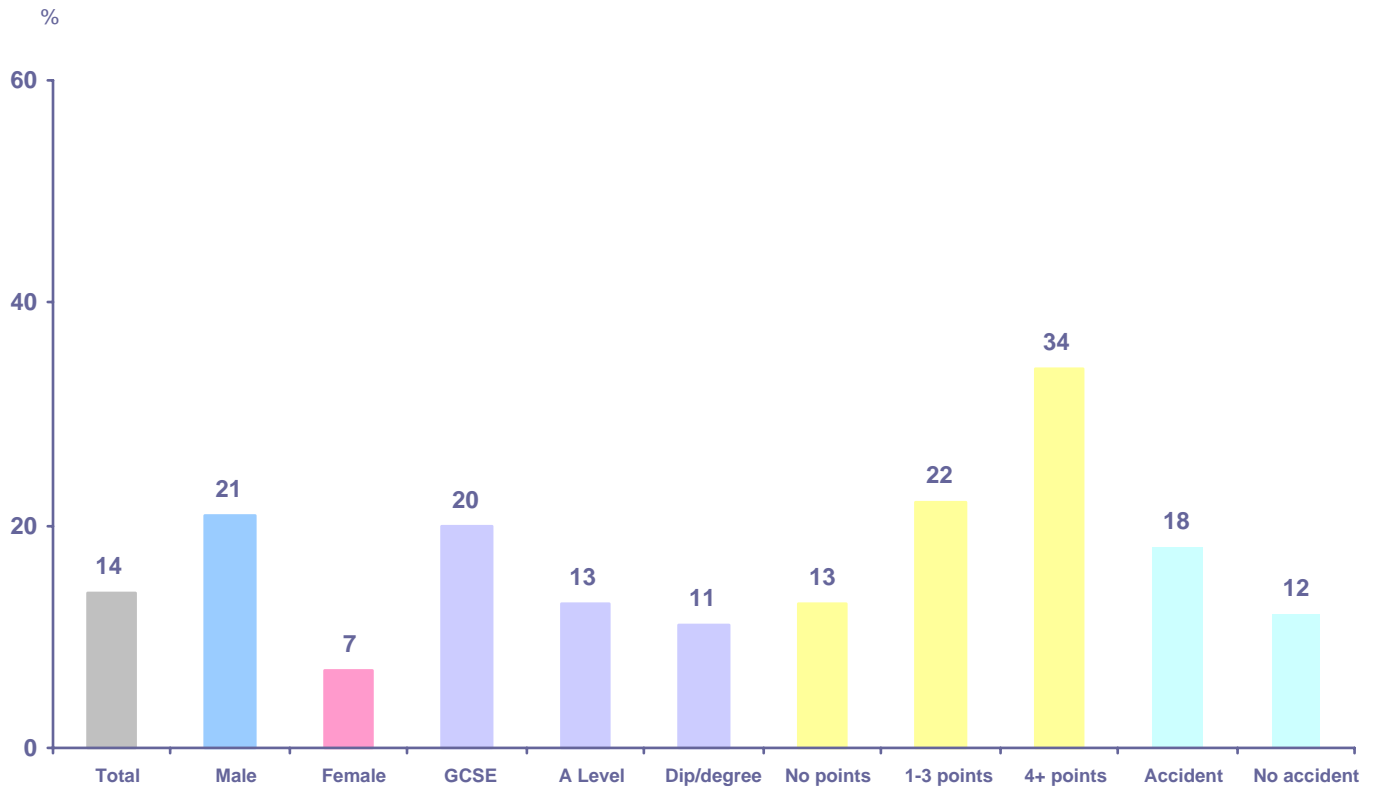
### Engine Size



Likewise, the research found a marked difference between age groups in terms of engine size, with the majority of 17-24 year olds driving cars with a 1.5litre or smaller engine. This is even more pronounced among females within this age group – 75% of whom drive a 1.5 litre engine car (compared with 58% of males aged 17-24 and 54% of females aged 25-34)

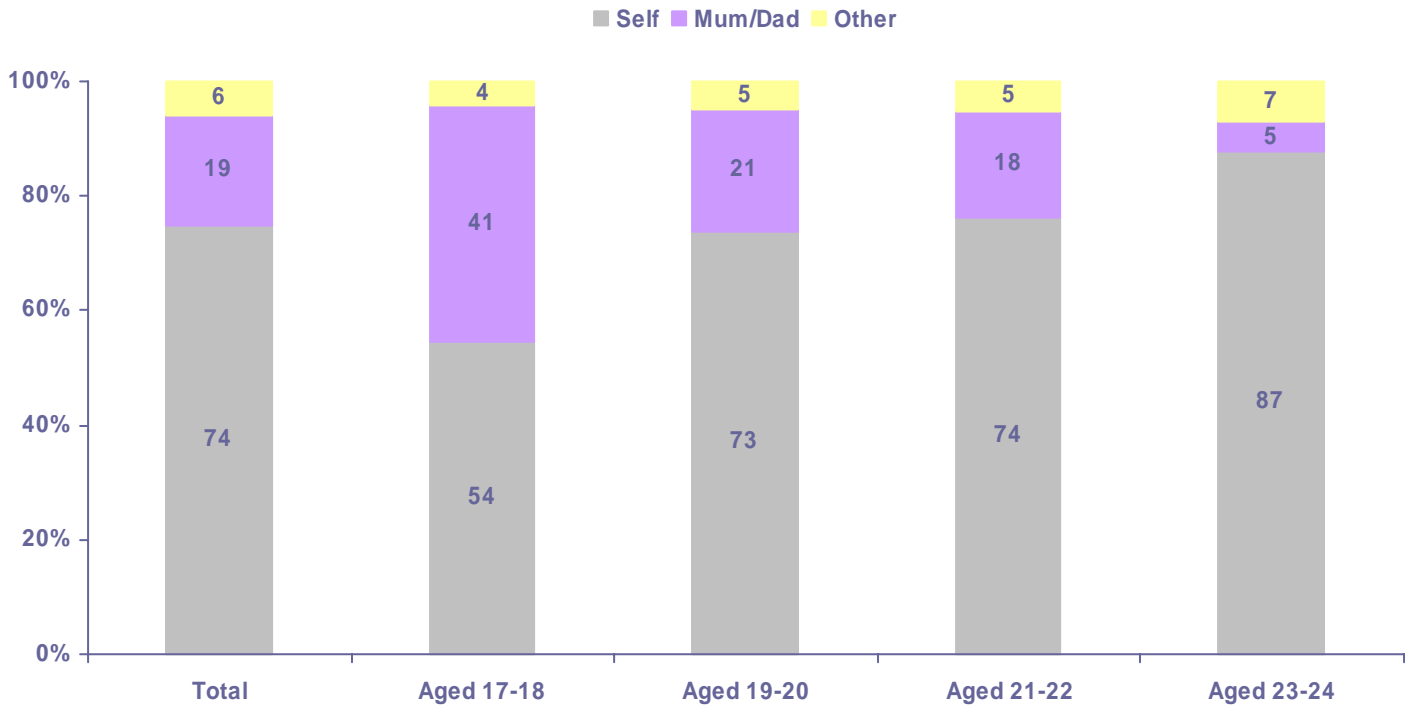
The majority of the older age groups drive cars with mid-range engines, although one in three 35-50 year olds have a car with a 2litre+ engine. This increases to 42% of males in that age group and 51% of those who do more than 15k miles a year. Only slightly fewer men (35%) aged 25-34 have a 2litre+ engine.

### Whether Car Modified (17-24's)



Young drivers were asked whether their car was modified or improved in any way – their responses are shown above and highlight some important findings from the research. It is apparent that those young drivers with modified cars are the most likely to have been flashed (25%), to have points on their licence and to have been involved in an accident. They are most likely to be male and to have left school after their GCSE's. They are also very frequent drivers.

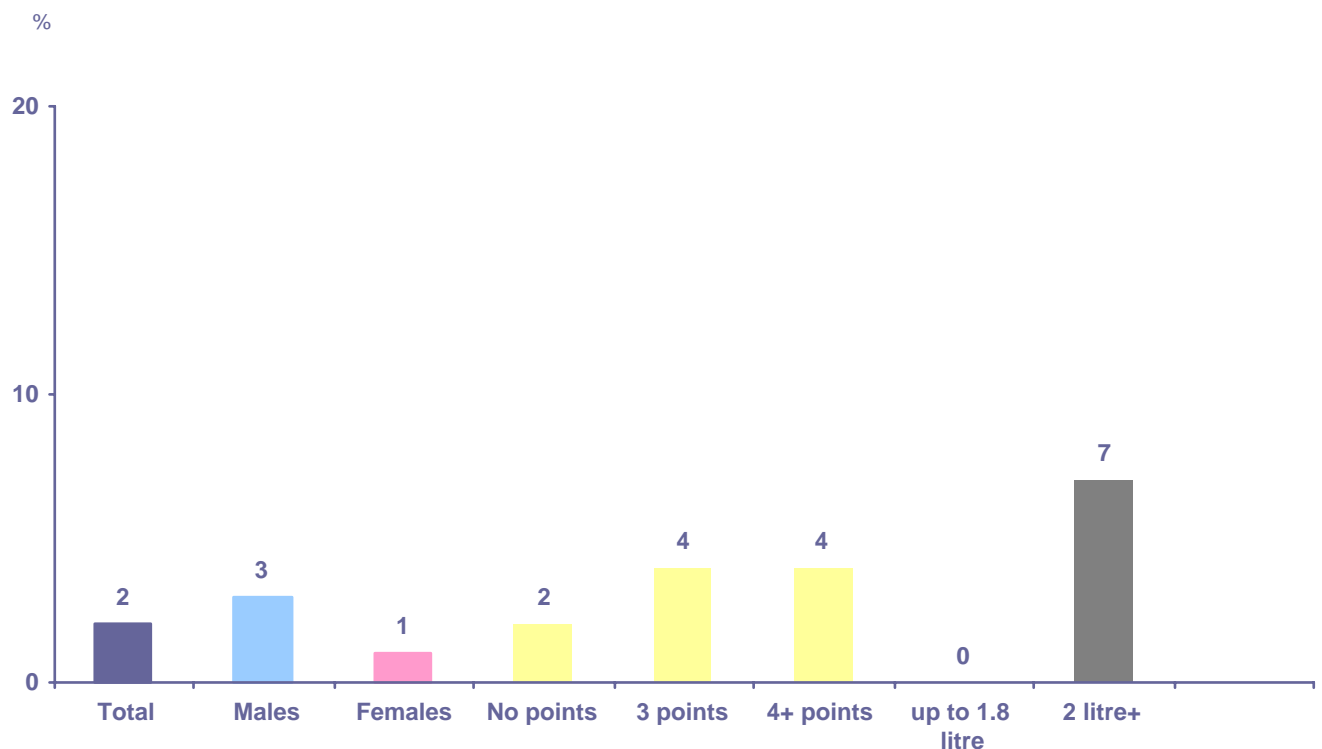
### Who car belongs to



The research also identified a clear pattern relating to car ownership among young drivers, with only half of 17-18 year olds driving their own car, but nine in ten doing so by the time they reach 23-24. Interestingly, fathers seem more likely to lend their cars to sons than daughters – 10% of males saying they drive their Dad’s car, compared with 5% of females.

Overall, young people who have left school at 16 are far more likely to have their own car (85%) than are those in further education (68%). A similar pattern emerges in terms of social grade, with 80% of C2DE’s having their own car, compared with just 65% of AB’s (17% of the latter driving their Mum’s car) It is also interesting that 83% of those who have been flashed have their own car, compared with 72% of those who have not.

**% who have 'road angel' / camera detection device  
(25-34 year olds only)**



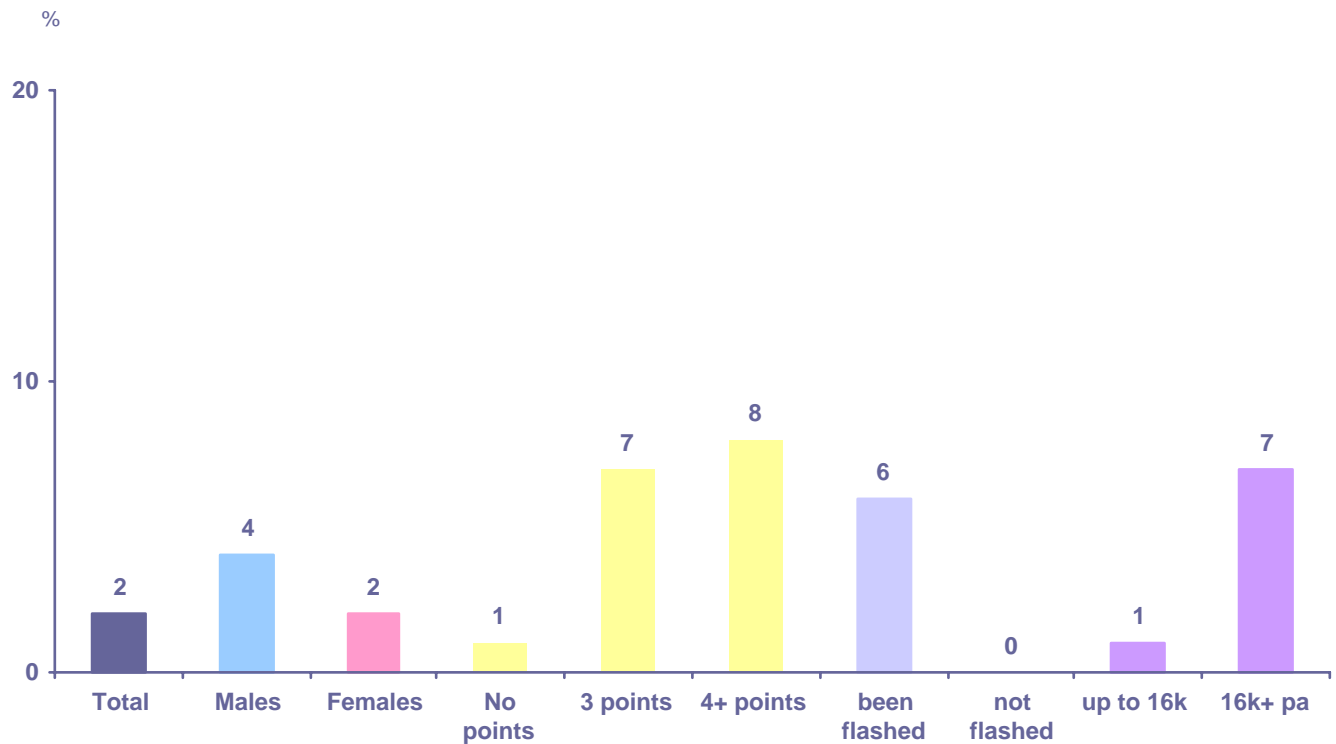
The qualitative research with drivers aged 25-34 years indicated that fast drivers in this age group may be comparatively likely to install some form of camera detection device in their car.

Some men in one of the 25-34 year old group discussions made off record reference to in-car camera detection devices – either they owned one themselves or knew someone else who had one. The view was expressed that if one was doing a high mileage such as for work and/or a lot of driving in unfamiliar areas then camera detection devices could be very helpful indeed. One man who drove a lot for work had had, at one time, 9 points on his licence and had been prompted by the fear of losing his licence and job to invest in a camera detector. The women did not appear to be particularly familiar with or using in-car camera detection devices.

In view of this, an additional question was put in the quantitative questionnaire for this age group to measure the extent to which this was true of the wider population. It was found that whilst only 2% of drivers aged 25-34 have a 'road angel' this increases to 7% of those with 2 litre+ engine sizes and 4% of those with 4 or more points.

A very similar situation was found for the use of speed limiters, as can be seen in the graph overleaf.

### % who use car's speed limiter



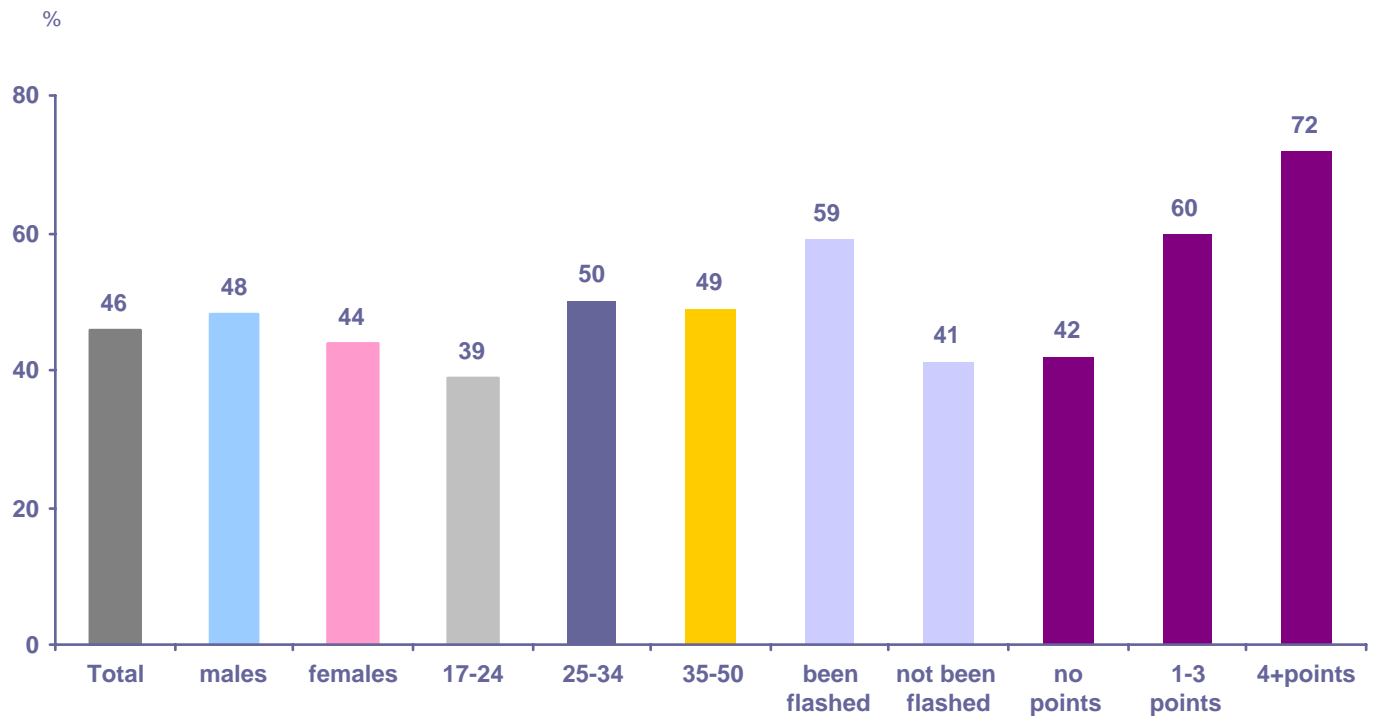
During the course of the 25-34 year old group discussions one woman who regularly drove above the speed limit explained how a speed limiter would probably be the only thing that would stop her from speeding!

*“the only thing that would keep me to the speed limit is the digital you know, the autopilot or whatever you have, I think every car should have those and then there would be no excuse for speeding, would there. I think they’re fantastic, sadly I haven’t got one but yeah, I do look at my speedo a lot, yeah, so I’m always conscious of the speed.”*

Interestingly the men made no mention of the use of limiters. The use of a limiter, by its very nature, presupposes that the driver is unaware of the limits and needs help to stick to the limits. It may be more difficult for male drivers than female drivers to admit that they are out of control of their speed and hence they use limiters less, even when they are installed in the car.

## 4.2 Road Accidents

**% been involved in an accident  
(total sample)**



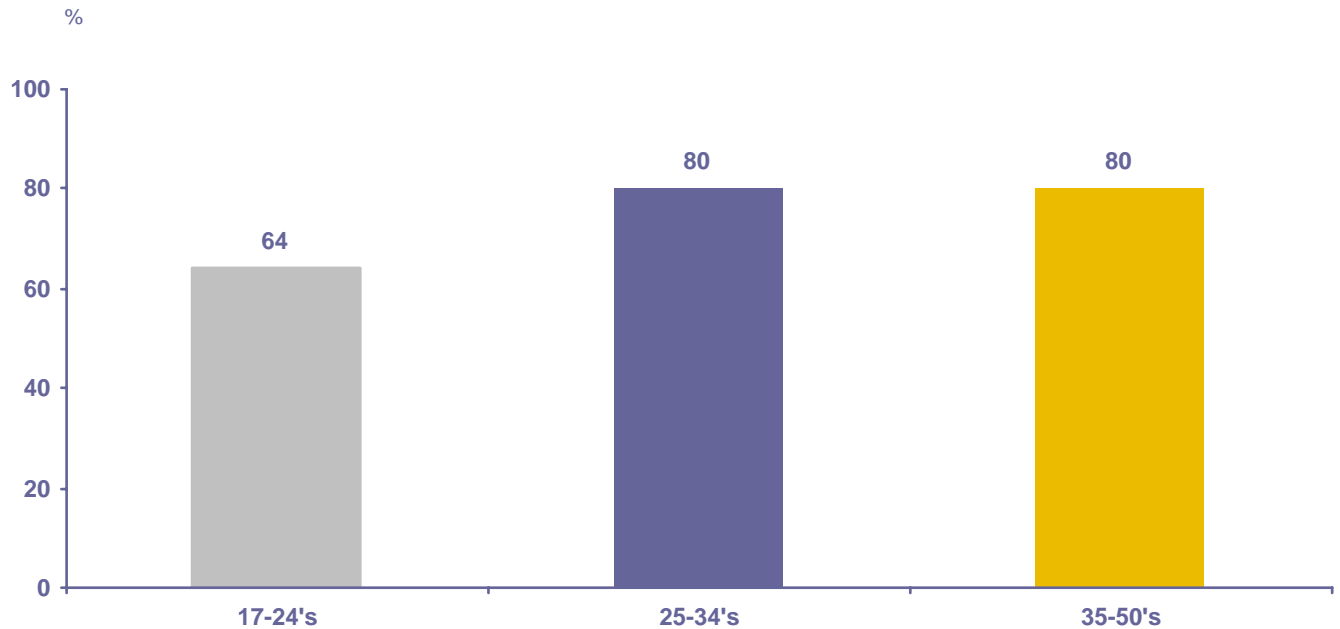
Everyone who took part in the research was asked whether they had ever been involved in a car accident – either when driving themselves or when a passenger. In total, just under half of the sample had been in an accident at some point, with this figure being slightly higher among men than women. Among the youngest age group, propensity to have been in an accident increases rapidly from 28% at 17-18 to 48% at 23-24 – strongly suggesting that this is the time at which the accidents are actually occurring.

Within the two older age groups, professional and /or high mileage drivers were most likely to have been in an accident.

**It was quite apparent that those people who had been flashed by a speed camera were far more likely to have been in an accident than were those who had not been flashed, which is an extremely encouraging finding for the Midlands Partnership Group. Likewise, there is a definite correlation between accidents and points on licence – with the vast majority (80%) of those points having been obtained for speeding.**



### % driving at the time of the accident



The majority of those people aged 25+ who'd been in an accident had been driving themselves at the time. Younger respondents were less likely to have been driving overall, but this percentage increases dramatically from 44% at 17-18 to 77% at 23-24 – almost exactly the same as their older counterparts.

**When we look at older drivers, those drivers who had been flashed were also more likely to have been driving at the time of the accident than were those who had not been flashed. This is another very significant finding for the Partnership.**

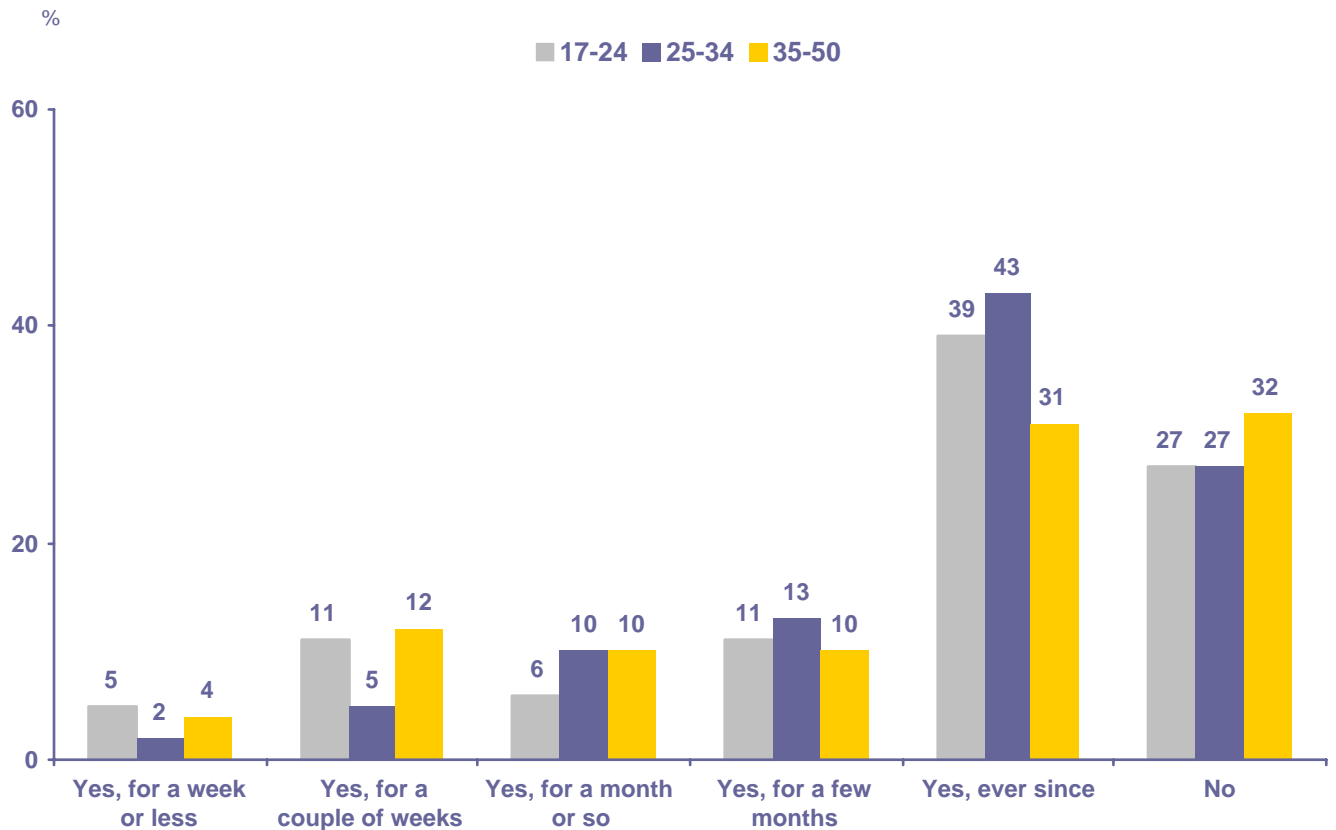
% been involved in an accident while driving	Been flashed	Not been flashed	% difference
	%	%	
17-24	36	22	14
25-34	51	34	17
35-50	54	31	23

### Outcome of accident

	17-24 %	35-50 %
One or more cars were slightly damaged	58	57
One or more cars were badly damaged	20	22
One or more cars were written off	26	22
You were slightly injured	19	20
You were badly injured	5	3
Someone else was slightly injured	9	10
Someone else was badly injured	4	2
Someone was killed	1	1
<b>Net minor</b>	<b>45</b>	<b>46</b>
<b>Net moderate</b>	<b>9</b>	<b>10</b>
<b>Net serious</b>	<b>42</b>	<b>41</b>

The younger and older age groups were asked to state the outcome of their accident, from a pre-coded list. Their responses are almost identical as shown in the table above. These have subsequently been very broadly categorised (and netted) into the apparent severity of the accident – although this is obviously very much a guesstimate and so should be viewed as highly indicative. It seems that around one in two accidents were only minor (i.e. slight vehicle damage), but most of the remainder were serious, involving some form of personal injury or more damage to the car(s).

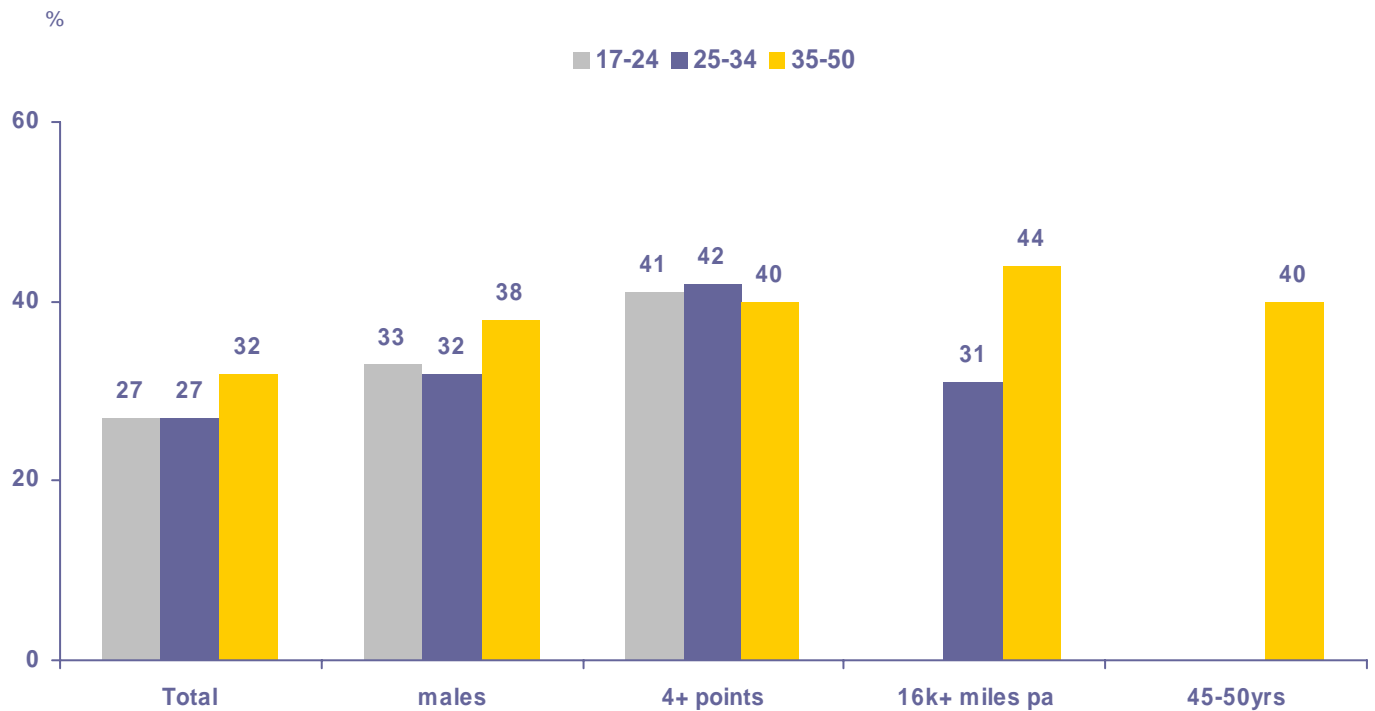
### Whether being involved in accident made you drive more cautiously afterwards



Base: All who have been involved in a car accident

**Having an accident does seem to encourage the majority of people to drive more cautiously afterwards, albeit often only for a reasonably short time.** Around three in ten people said their accident had no impact whatsoever in terms of the way they drive – this did not vary significantly by the severity of the accident, which could indicate a feeling of ‘well it wasn’t my fault’. These people were most likely to be male, in the older age groups, high mileage drivers and to have points on their licence. Female drivers by comparison were far more likely to say that they had driven more cautiously ever since their accident, especially those in the younger age groups (50% of females aged 17-24 saying this, compared with 35% of those aged 35-50)

**% saying accident did not make them drive more cautiously afterwards - even for a short time**



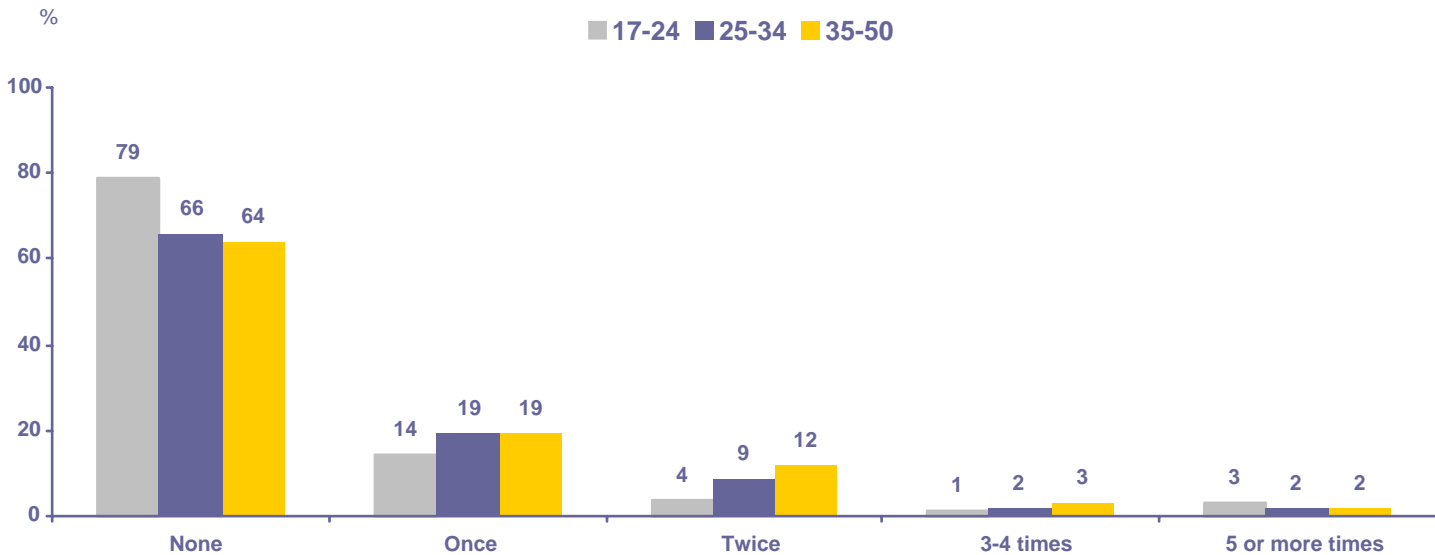
Base: All who have been involved in a car accident (298 17-24's, 354 25-34's and 376 35-50's)

Having a car accident has little or no impact on the way a substantial proportion of people drive – especially those with 4 or more points on their licence, men, those aged 45-50 years, and high mileage drivers.

Seemingly regardless of the severity of the accident drivers retreat behind 'Well, it wasn't my fault' and resist the opportunity to reconsider their driving habits.

## 4.3 Penalties

### Number of times been flashed by a speed camera



Base: All respondents

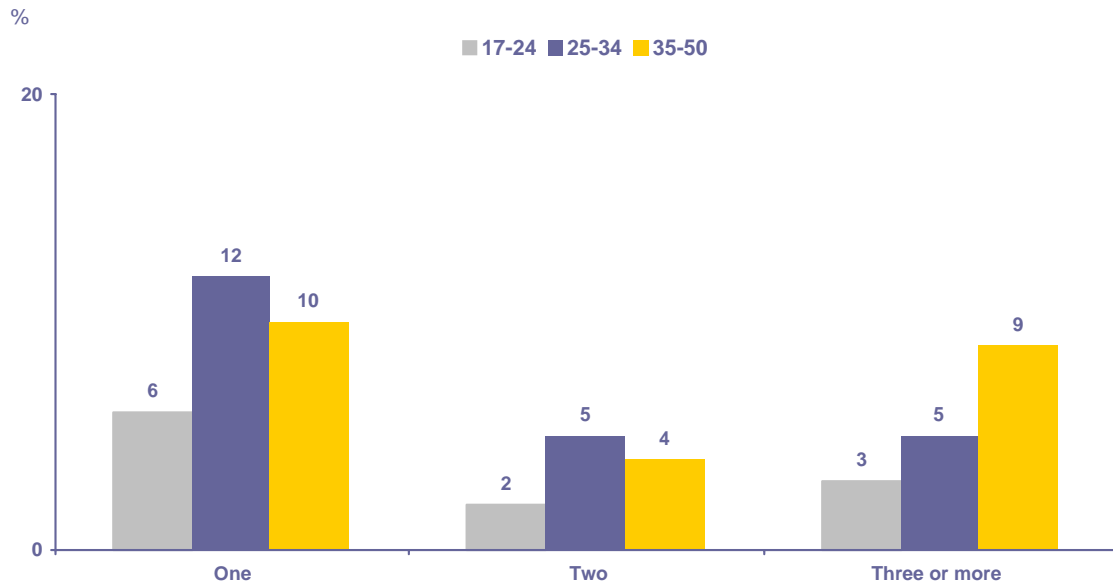
In total, one in three respondents aged 25 and over had been flashed at least once by a speed camera, with as many as 17% of 35-50's having been flashed twice or more. Whilst fewer 17-24 year olds had been flashed in total, the percentage increases dramatically within the age group, from only 10% of 17-18 year old drivers to 31% of 23-24 year olds.

Those drivers most likely to have been flashed by a speed camera are economically active males aged 35-50 with larger car engines. It is also notable that those drivers who have been flashed are also far more likely to have had a recent road traffic collision. This is a critical finding that has also been identified by Professor Stradling in studies conducted in Scotland.

### Most likely to have been flashed by a speed camera



### Number of penalty notices received

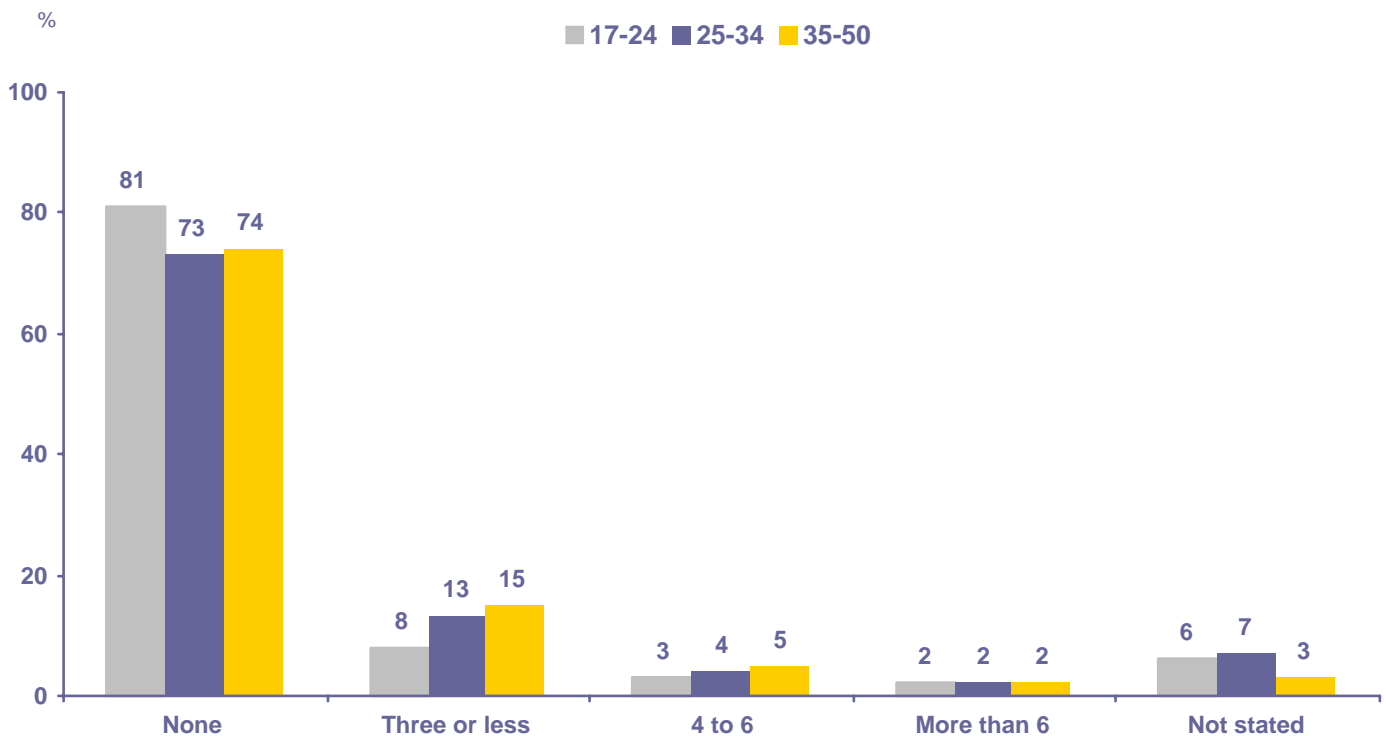


Base: All respondents

Respondents were asked how many penalty notices they had actually received (bearing in mind that they could have been flashed more than once).

Fifteen percent of men aged 35-50 have received at least three speeding “tickets”. However this doesn’t necessarily translate into points on driving licences; in the study very few drivers admitted to having more than six points on their licence. Although this is largely connected with how long ago an offence was committed, the qualitative research confirms some drivers are illegally trading or passing points onto family members, particularly female family members.

### Number of points currently on licence



The number of drivers with points on their licence yields a rather more positive picture however, with hardly anyone admitting to having six or more points. Given that around 10% had previously said they'd received two or more penalty notices, this figure would be expected to be higher. Possible explanations include...

- Penalty notices were received more than four years previously
- High attendance of speed awareness courses
- Excellent solicitors / defense in court
- Trading of points

The qualitative research suggests that the latter is reasonably widespread, especially as drivers amass more points. A number of men mentioned the "passing on" of points. It seemed to be particularly popular amongst those who drive a high mileage for work, who have amassed 6 or 9 points and for whom loss of licence means loss of job.

*"You can shift them (points), if you're on a camera, to a family friend, if you have nine, move them on."*

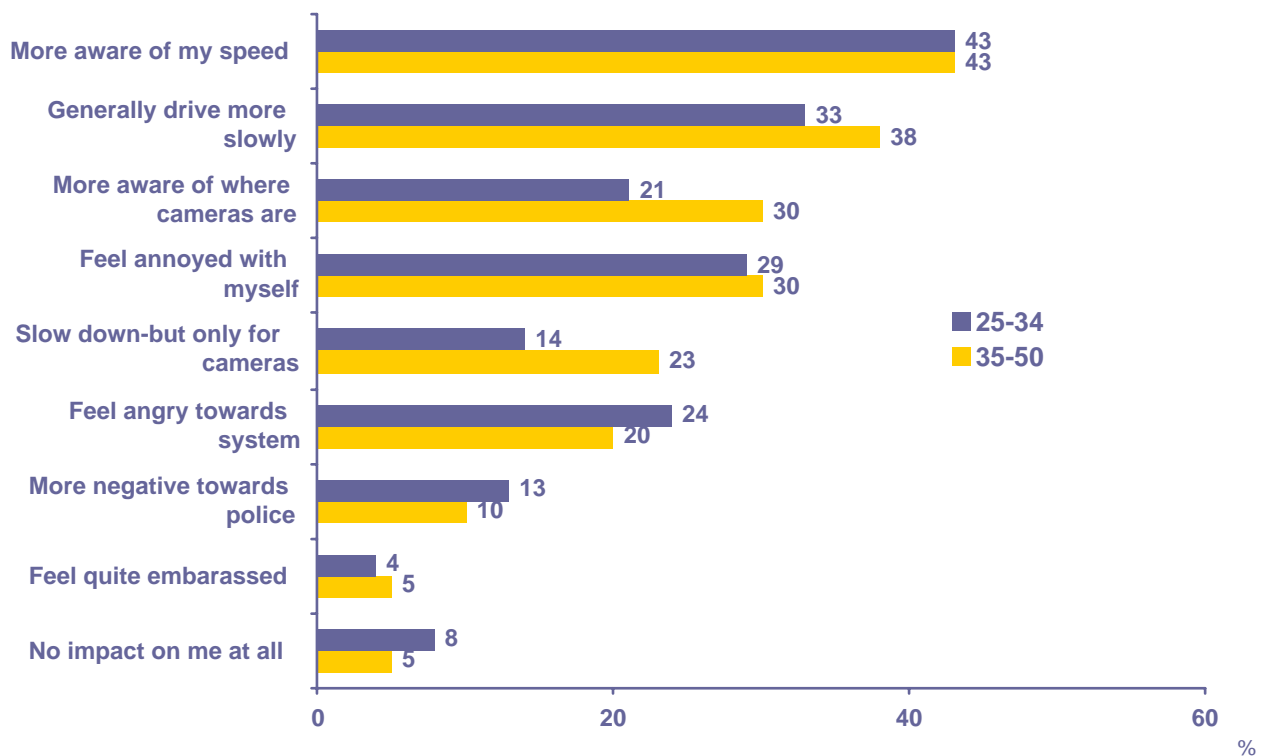
The women in our qualitative sample did not mention and seemed unfamiliar with the concept of trading points.

Whilst young drivers were less likely overall to have points on their licence, this changes within the age group, from only 4% of those who've passed their test within the past year admitting to having points, to 21% of those who'd been driving for four or more years. In total, 84% of these young drivers said they'd got their points for speeding. (which compares to 95% of 35-50's). Just 4% had been disqualified at some point, with this figure increasing to 6% of males, and 11% of those with a modified car.



Three quarters of drivers with four or more points on their licence have had a car accident, compared with only 42% of drivers with a clean licence

### What effect has getting points on your licence had on you?



We asked those people in the older two age groups what effect, if any, getting points on their licence had had on them – with responses being obtained through a pre-coded list (based upon the qualitative research).

**Four in ten said they had become more aware of their speed, with slightly fewer saying they had actually slowed down in general (presumably the desired reaction).** Three in ten people said they felt annoyed with themselves – with this being especially true of females (who were also more likely to slow down overall and/or to be more aware of their speed) Older drivers seem likely to start ‘playing the system’ more, with 30% looking out for cameras and 22% slowing down, but only for cameras. These were most likely to be males and /or those doing a high annual mileage.

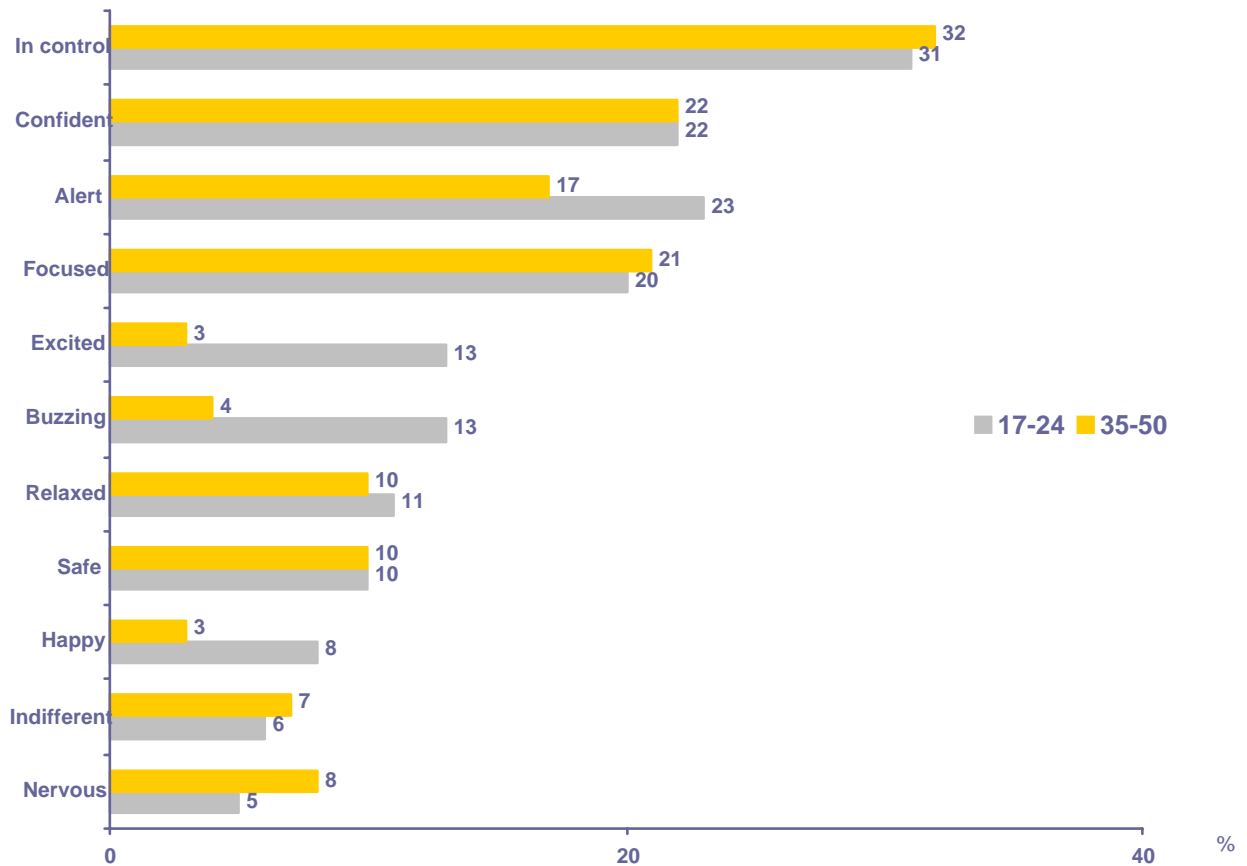
**Around a third of people with points said they now felt more negative towards the police or angry about the system in general** – these were across the board, with no particular demographic variations being apparent.

Getting points on their licence for speeding does have an effect on drivers; many claim to be now more aware of their speed, whilst one in three claims to drive more slowly overall.

However this is often accompanied by feelings of upset and annoyance – either with themselves, or with the Police or “the system”. In addition, older drivers are likely to start playing the system – looking out for, and only slowing down for, cameras.

## 4.4 Feelings when driving

### How do you feel when you are driving fast?



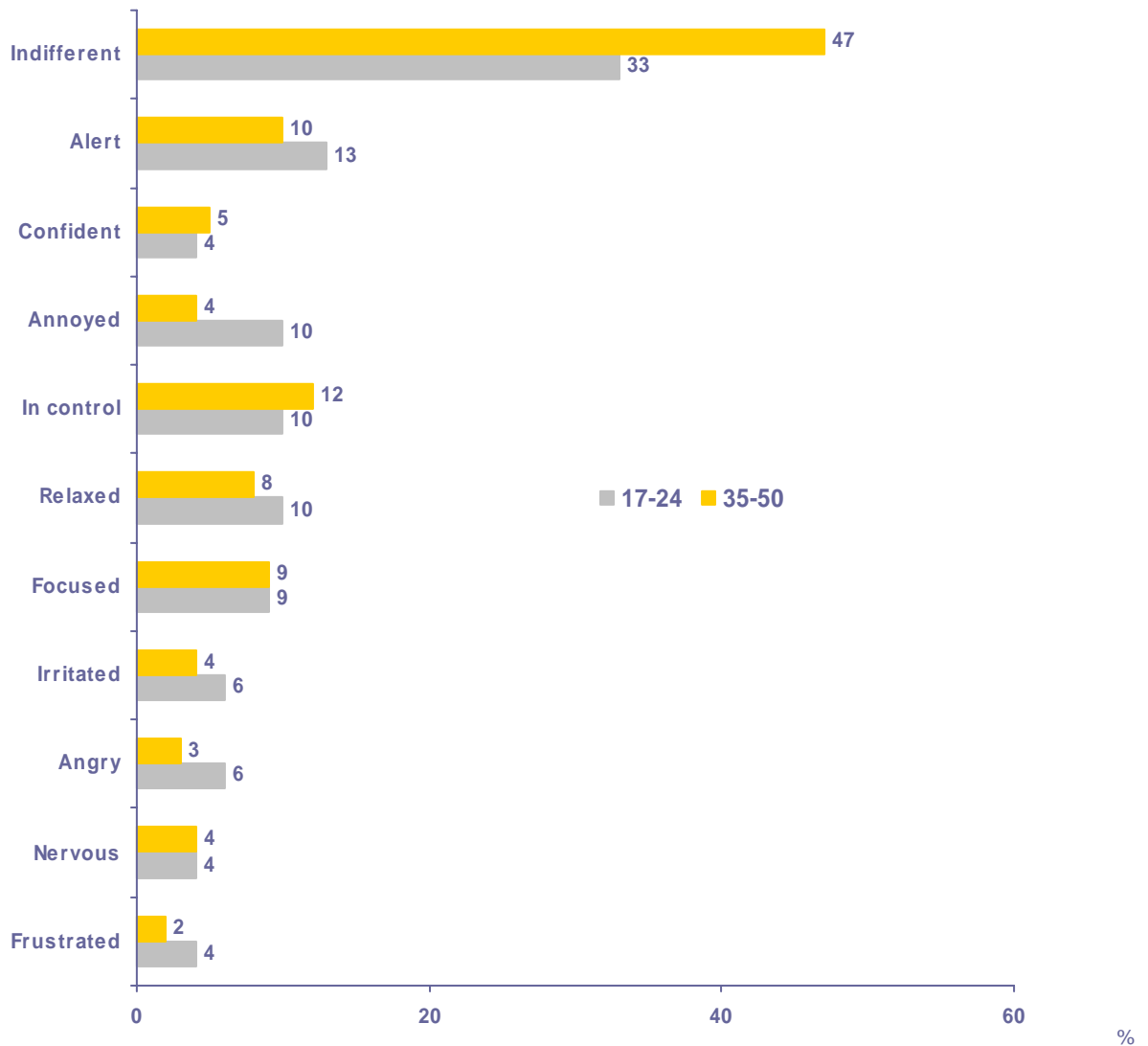
Respondents were asked to state how they feel in a number of different driving situations, choosing their answers from a pre-coded list that was based upon the qualitative research. It should be noted that 25-34 year olds were asked about only a couple of driving situations, which seems to have affected their response in that they consistently cited more feelings. We therefore feel their comparability with the younger and older age groups is in question on these measures and so have excluded them from the analysis.

Looking firstly then at how people feel when driving fast, it is clear from the above graph that general feelings are of confidence, being in control, alert and focused. It is also clear though that the younger age groups often feel excited, buzzing and happy – feelings that are largely absent in their older counterparts. Young males are by far the most likely to be buzzing and excited – 17% compared with 8% of females. It is also interesting to see a marked difference between whether or not young drivers have been flashed...

	Flashed	Not flashed
	%	%
Buzzing	18	11
Excited	20	11

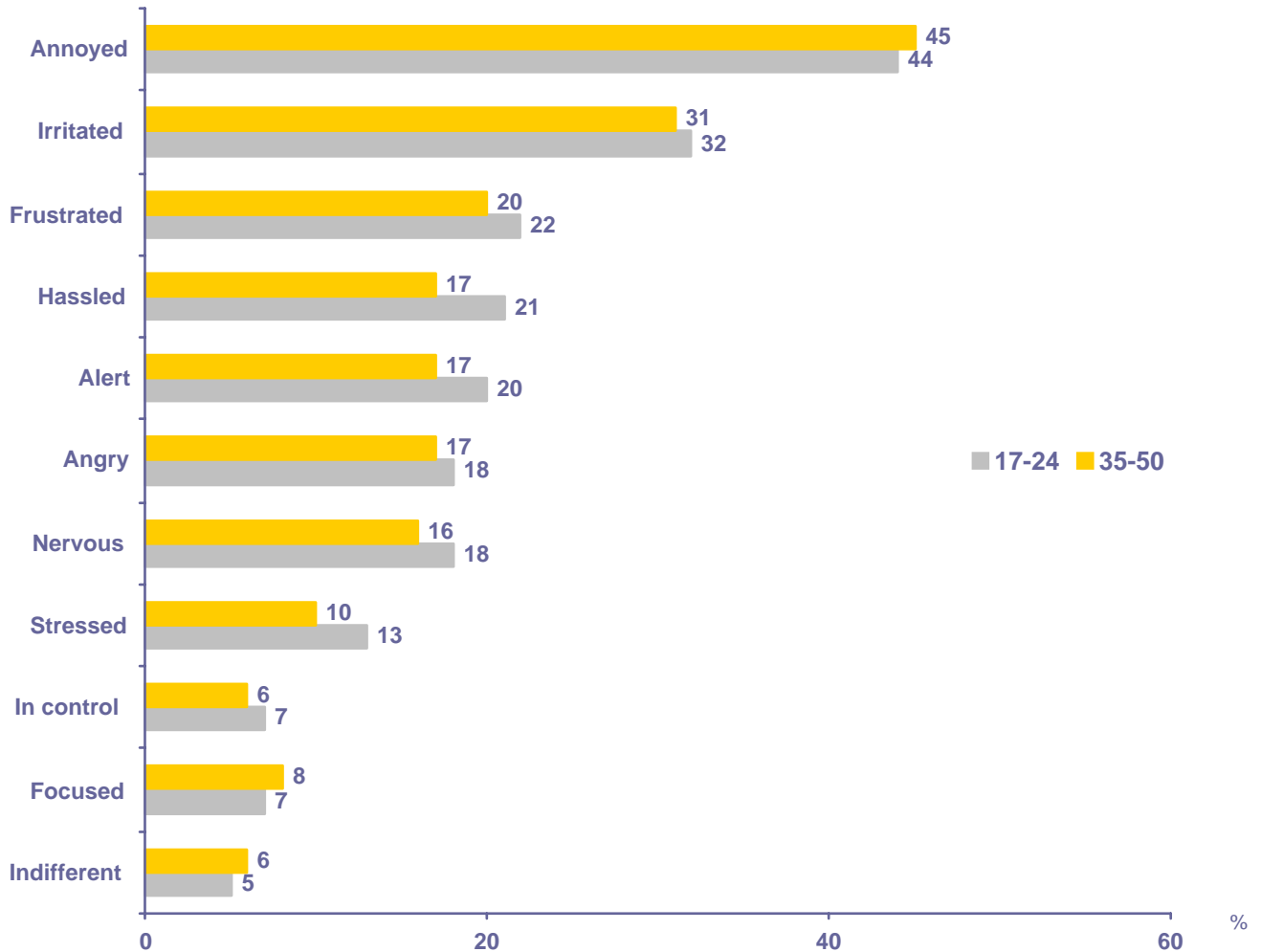
As far as older drivers are concerned, males are slightly more likely than females to describe themselves as relaxed and/or indifferent at speed – whereas women are more likely to say they feel nervous. Those who have been flashed are more likely than those who have not, to feel in control.

### How do you feel when someone overtakes you?



The very predominant feeling amongst 35-50 year olds when overtaken is one of indifference, but this is markedly less true of 17-24 year old drivers. The latter are more likely to feel annoyed – and also angry, irritated or frustrated (albeit to a lesser extent). The major differences within the younger sample are not so much demographic as psychographic, with feelings of annoyance, anger etc being predominantly felt by one specific psychographic group. It is notable though that those who have been flashed are significantly more likely to feel angry when overtaken than are those who have not – 11% vs. 4%. Those who have not been flashed are more likely to feel indifferent (35% vs. 25%)

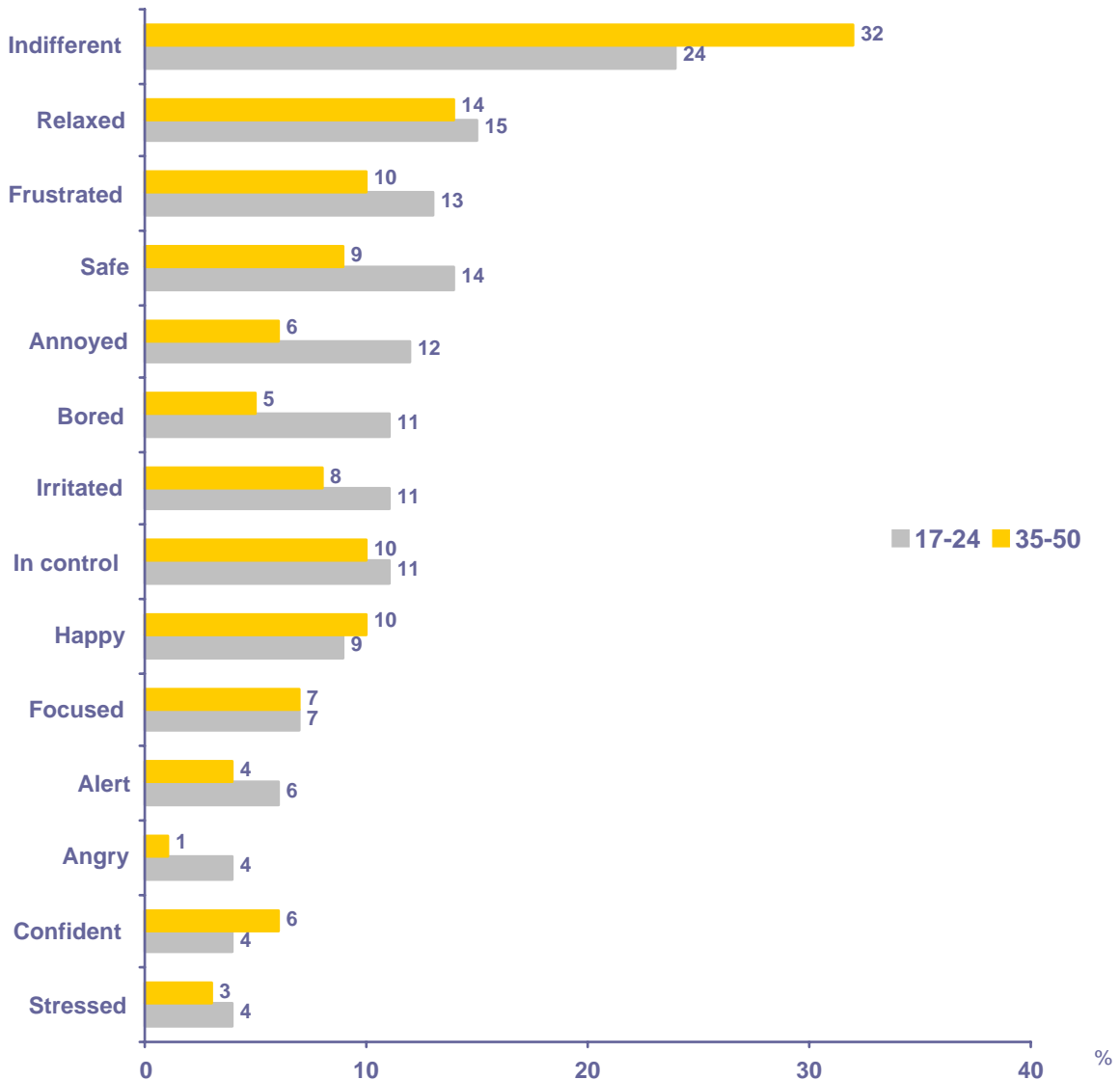
### How do you feel when someone is driving close behind you?



**There is a strong feeling of annoyance and irritation among drivers of all ages when being tailgated.** Young drivers are slightly more likely than the older age groups to feel hassled, stressed and nervous (the latter feeling being especially true of females) Again, those young drivers who have been flashed exhibit stronger feelings of anger than those who have not (27% vs. 15%)

Interestingly, there are few significant differences in feelings in all stated driving situations within the older age group as to whether or not they have been flashed by a speed camera. This suggests that these feelings are not really contributing towards their likelihood to be flashed – unlike their younger counterparts.

### How do you feel when behind someone who is sticking to speed limit?

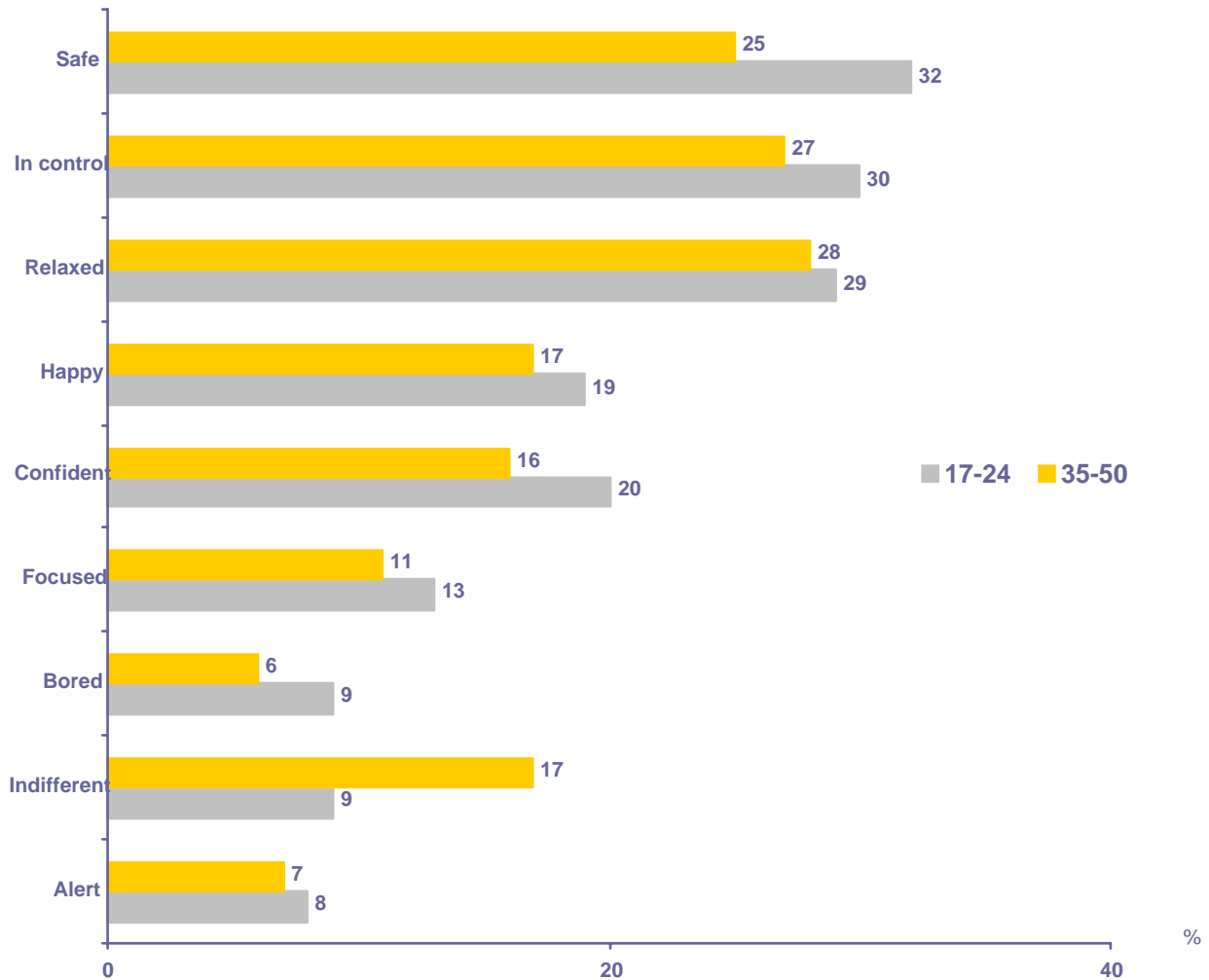


Whilst the most common feeling when behind someone sticking to the speed limit is one of indifference and/or relaxation, **a significant percentage of drivers admitted to feeling frustrated, annoyed, bored and irritated.** These were most likely to be in the youngest age groups and often from the lower social grades. Within this age group, there were pronounced (and statistically significant) differences according to whether drivers had been flashed, as shown in the following table.

	Flashed	Not been flashed
	%	%
Indifferent	17	26
Relaxed	9	16
Frustrated	20	12
Annoyed	19	10
Bored	16	10
Irritated	17	9
Angry	9	3
Base	161	594

Whilst there are one or two such differences within the older age group, they are not to the same extent – drivers who have been flashed being slightly more likely to feel frustrated and irritated in this situation.

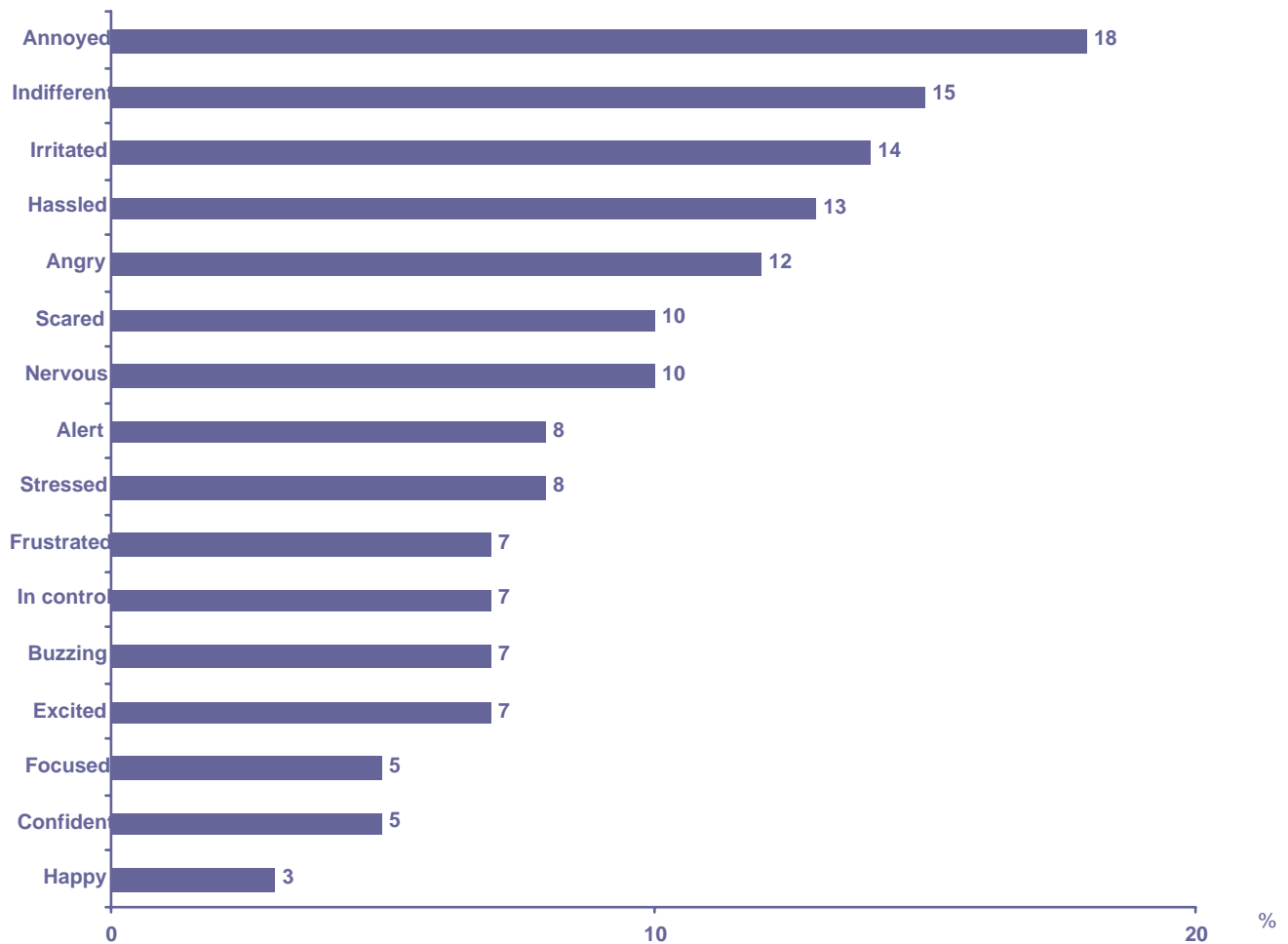
### How do you feel when driving within the speed limit?



When people are themselves choosing to drive within the speed limit (for whatever reason), they generally feel safe, in control and relaxed – with these feelings (especially that of safety) interestingly being strongest among 17-24 year olds. There are few demographic differences on this measure, although young drivers of cars with larger (and/or modified) engines are the most likely to feel bored. In contrast, women aged 35-50 are more likely than men of the same age to feel safe and happy.



### How do you feel when someone wants to race you?



Drivers aged 17-24 years were asked to state how they feel when another driver makes it clear they want to race them. There was some diversity in response, in that although the most common feelings were of annoyance, irritation and indifference, some respondents did admit to feeling excited and buzzing (and even happy) in such a situation. These tended to be male and to have left school after their GCSE's, whilst female drivers were more likely to feel scared, stressed and/or frustrated and angry. There were again some differences between those who had been flashed and those who had not, as shown overleaf.

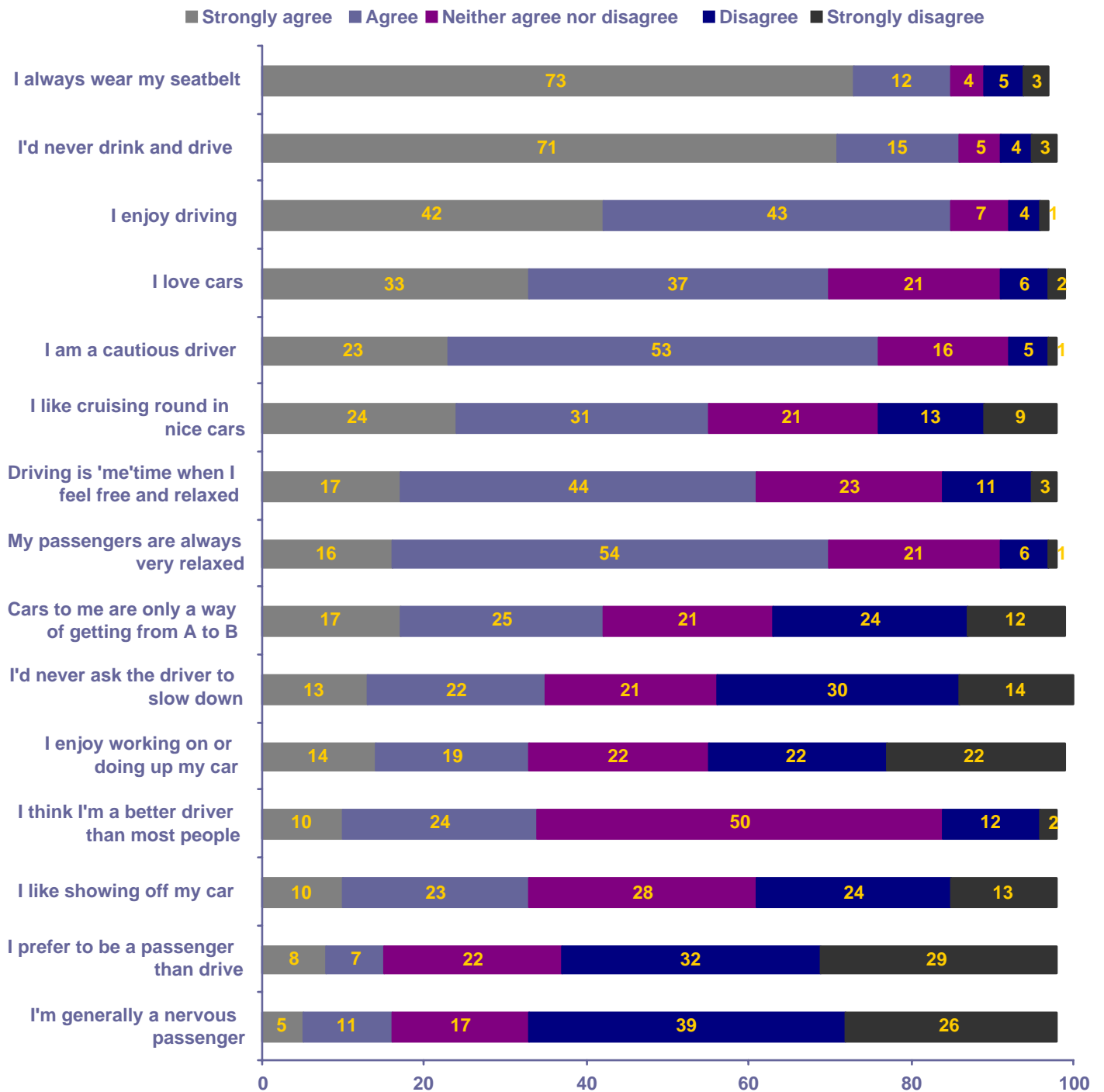
	Flashed	Not been flashed
	%	%
Annoyed	12	20
Irritated	7	15
Buzzing	14	5
Excited	12	5
Confident	10	3
Base	161	594

***Driving within the speed limit*** makes many drivers feel ‘safe’, ‘relaxed’ and even ‘happy’, which is in direct contrast to the widely held perception that “almost everyone speeds in this country”. However there are exceptions to this, most notably:

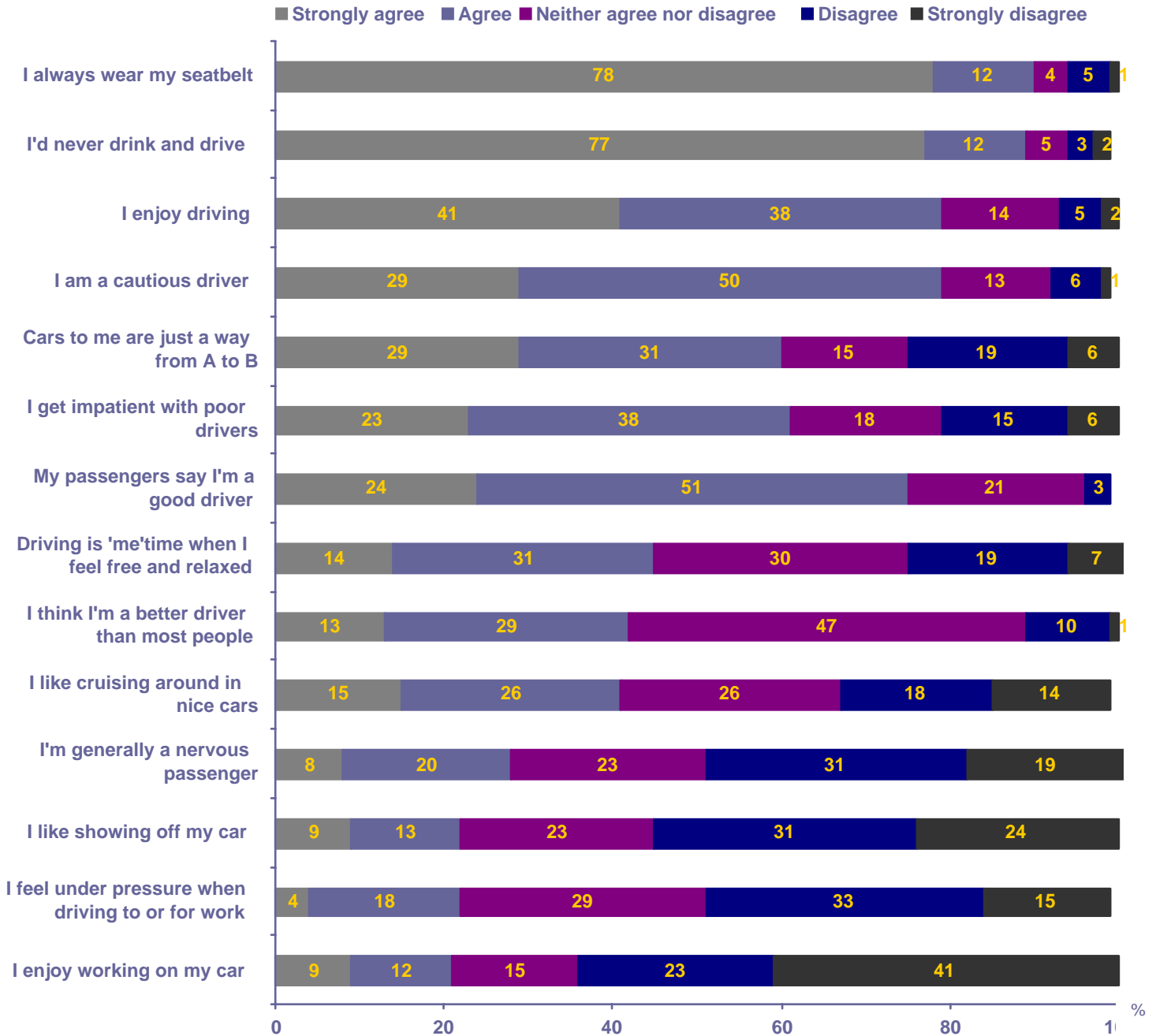
- \* Around 10% of 17-24yr old drivers feel ‘bored’, ‘frustrated’, ‘irritated’ or ‘annoyed’ when driving behind someone who is keeping to the limit. Thankfully, this number halves by the age of 35.

## 4.5 Attitudes Towards Driving

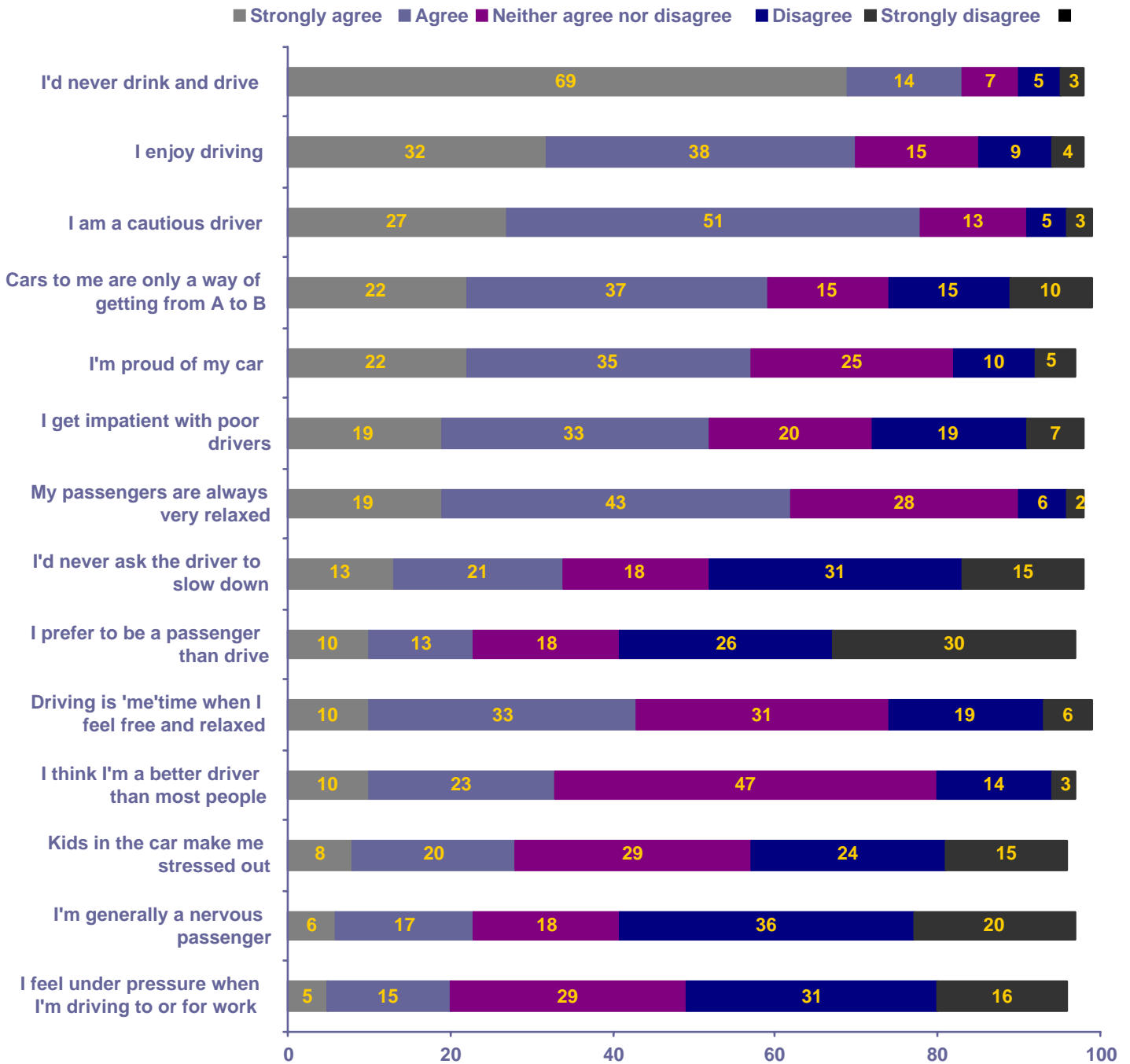
17-24's



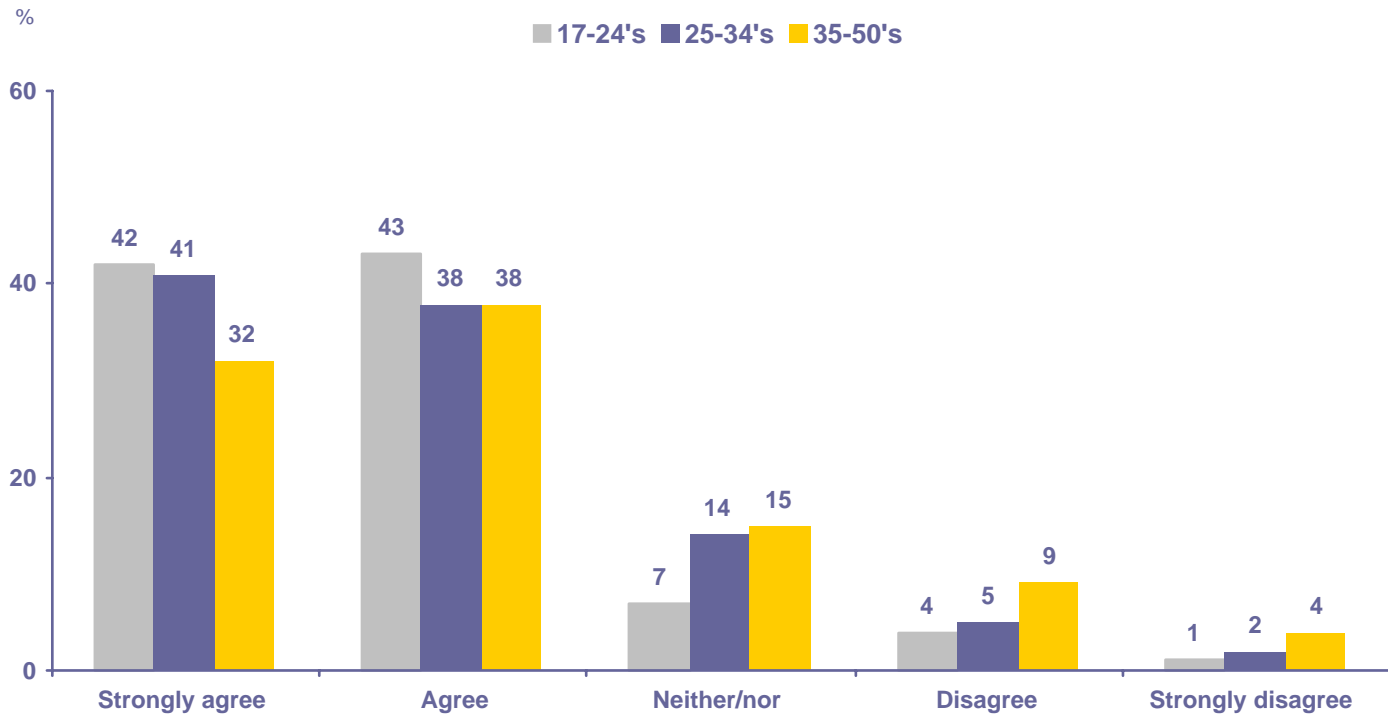
25-34's



35-50's

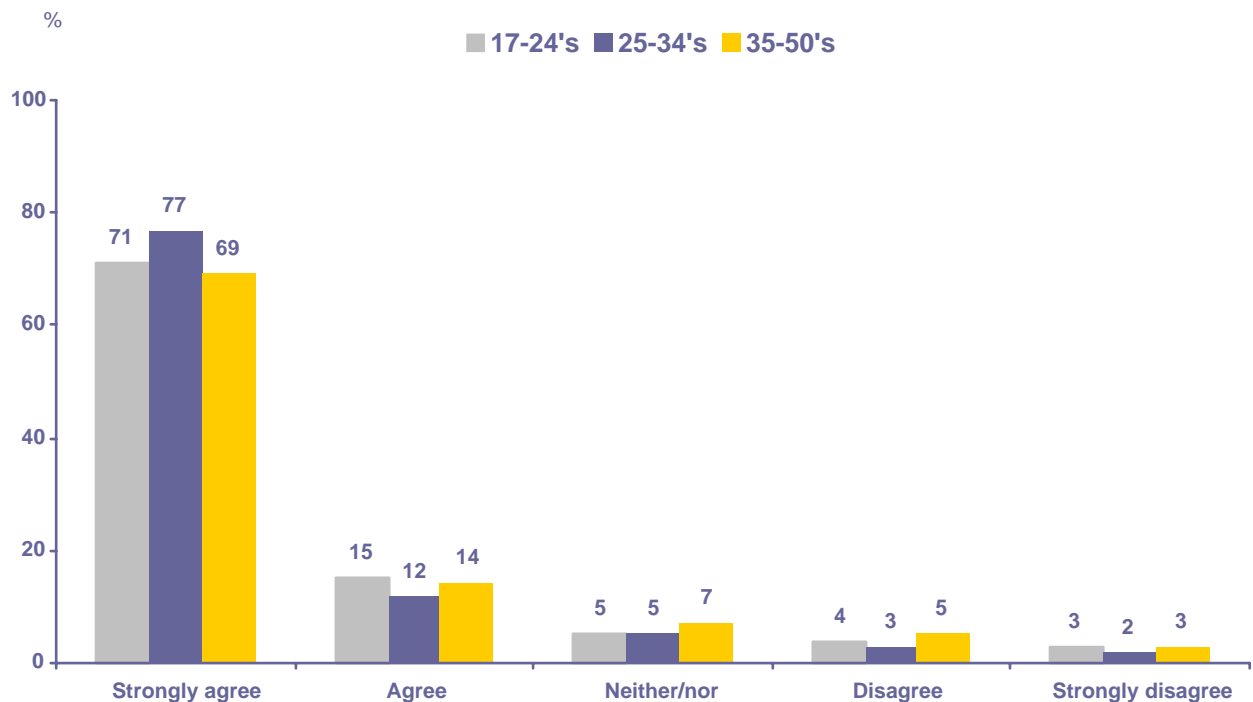


### I enjoy driving



**The research found that the great majority of Midlands drivers interviewed enjoy driving and especially those aged 17-24 years.** As drivers get older, this enjoyment tends to become more diluted, as evidenced by the reduction from 42% to 32% in the 'strongly agree' box. **Not surprisingly, men of all ages are more likely to really enjoy driving than are women.** There seems to be a distinct correlation in the older age groups between the extent to which people enjoy driving and the size of their car engine – 78% of those with a 2litre+ engine enjoy driving compared with 66% of those with smaller engines.

### I'd never drink and drive



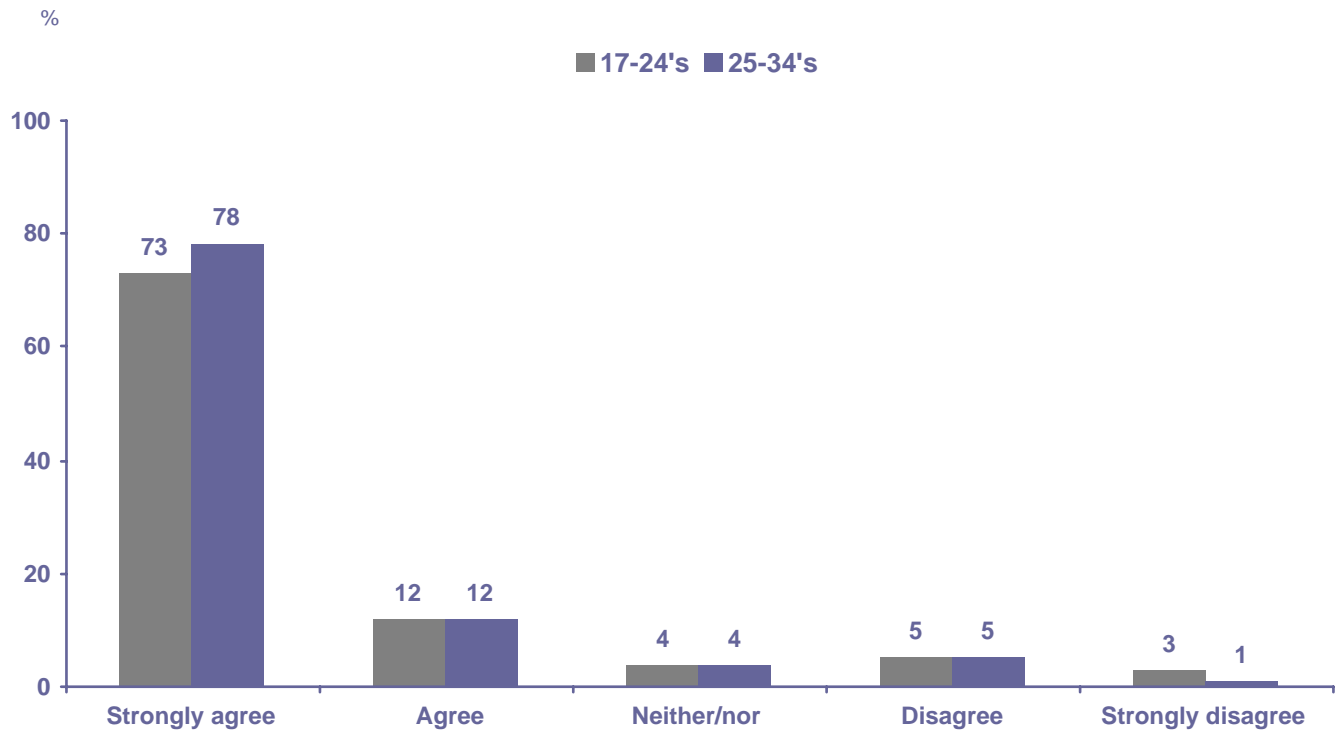
The great majority of drivers surveyed strongly agreed that they would never drink and drive, with this feeling being strongest among 25-34 year olds. It seems likely though that the remainder would drink and drive (to varying extents) – a very significant minority. Among the older age groups, 10% of males actively disagreed with this statement and only 66% strongly agreed.

Of note is that across all age groups, those respondents who had been flashed by a camera were less likely to strongly agree that they would never drink and drive. The same was true (but to an even greater extent) of those with 4+ points on their licence. It also seems that use of mobile phones is highest among those who have been flashed – although we don't know whether respondents use their hands free or not.

We found a correlation between propensity to drink and drive and propensity to be caught by a speed camera. This is true across all age groups and has further been confirmed by research undertaken in Scotland by Professor Stradling.

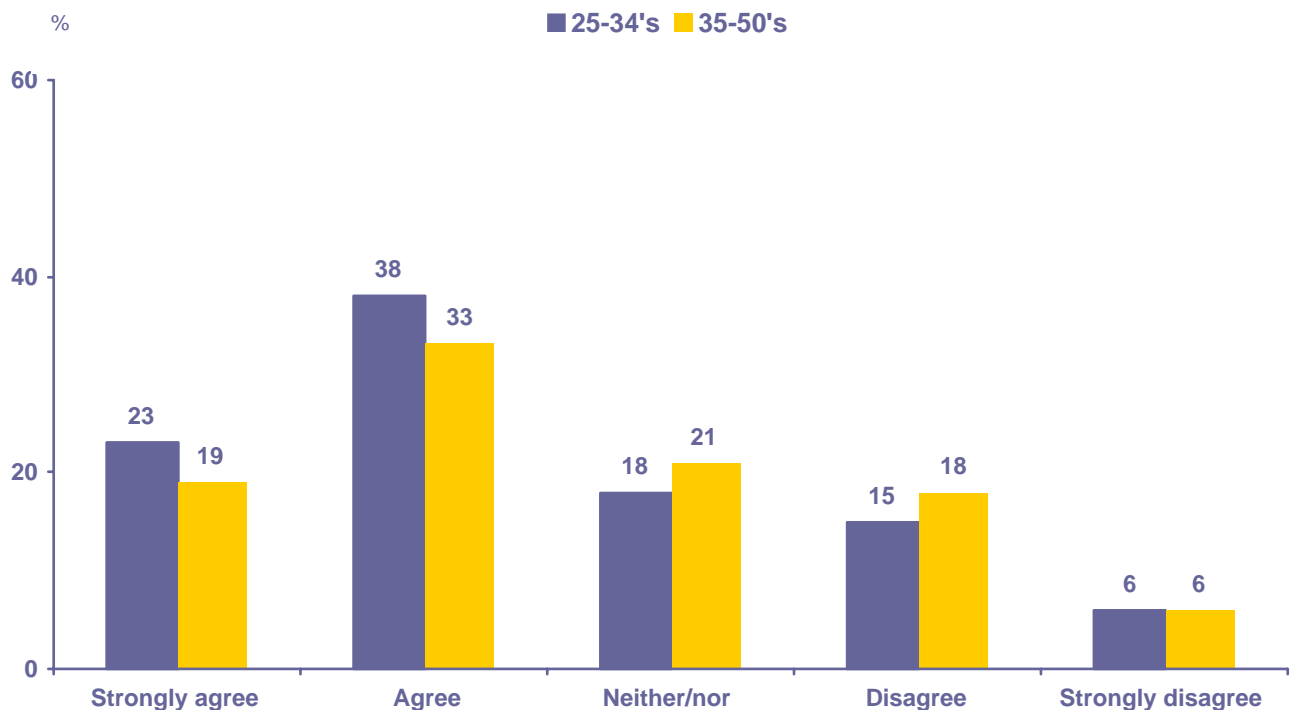


**I always wear my seatbelt**



**A similar percentage strongly agreed that they always wear their seatbelt** – again it seems likely that the remainder at least sometimes fail to do so. Young male drivers were least likely to strongly agree with this statement – only 67% doing so (compared with 80% of female drivers in the same age group)

### I get impatient with poor drivers



**Levels of impatience with poor drivers were greatest among 25-34 year olds and definitely seem to diminish with age** – even within the 35-50's, the proportion strongly agreeing fell from 24% at 35-39 years to 15% at 45-50.

Of note is that men were more likely than women to strongly agree – as were high mileage drivers. It is particularly noticeable that 35% of 25-34 olds who had been flashed strongly agreed, compared with only 16% of those who had not. This increases to 45% of those with 4+ points.

The group discussions indicated that 25-34 year olds seem particularly pressured by life and the demands of work. There were more comments in the 25-34 year old male groups than in the 35-50 year old male groups about driving to tight time constraints and deadlines, having to keep in close contact with the office via the mobile phone, driving long distances and coping with gridlocked roads. Consequently these younger drivers became impatient with other drivers...

*“Maybe because when I’m driving for leisure purposes or just into town or whatever, it doesn’t bother me, you know, because I’m just going into town, a couple of miles up the road but when you’ve got a long journey ahead and they’re cutting you up and things like that - it does ... I do feel pressured, yeah.”*

*“when you’re a bit younger you take a couple more risks don’t you, you overtake and maybe I had a busy day and I wanted to make sure that I got to everywhere... You do, when you’ve got a busier day”*

Around one in two drivers admit to getting impatient with poor drivers – levels of impatience being highest among 25-34 year olds, high mileage drivers and men.

It seems to us that young men are more likely than older men to be moving up the career ladder and anxious to prove themselves at work. For younger men it is more important to arrive at meetings on time than it is for older men who may have reached the top of their career ladder and/or be in a more senior position.

Family pressures – driving with young children in the car and driving young children to and from social activities – seemed to be more prominent amongst female 25-34 year olds. Women drivers with young children in the car seemed likely to be distracted and harassed by them and were also driving to tight time constraints hence they also became impatient with others.

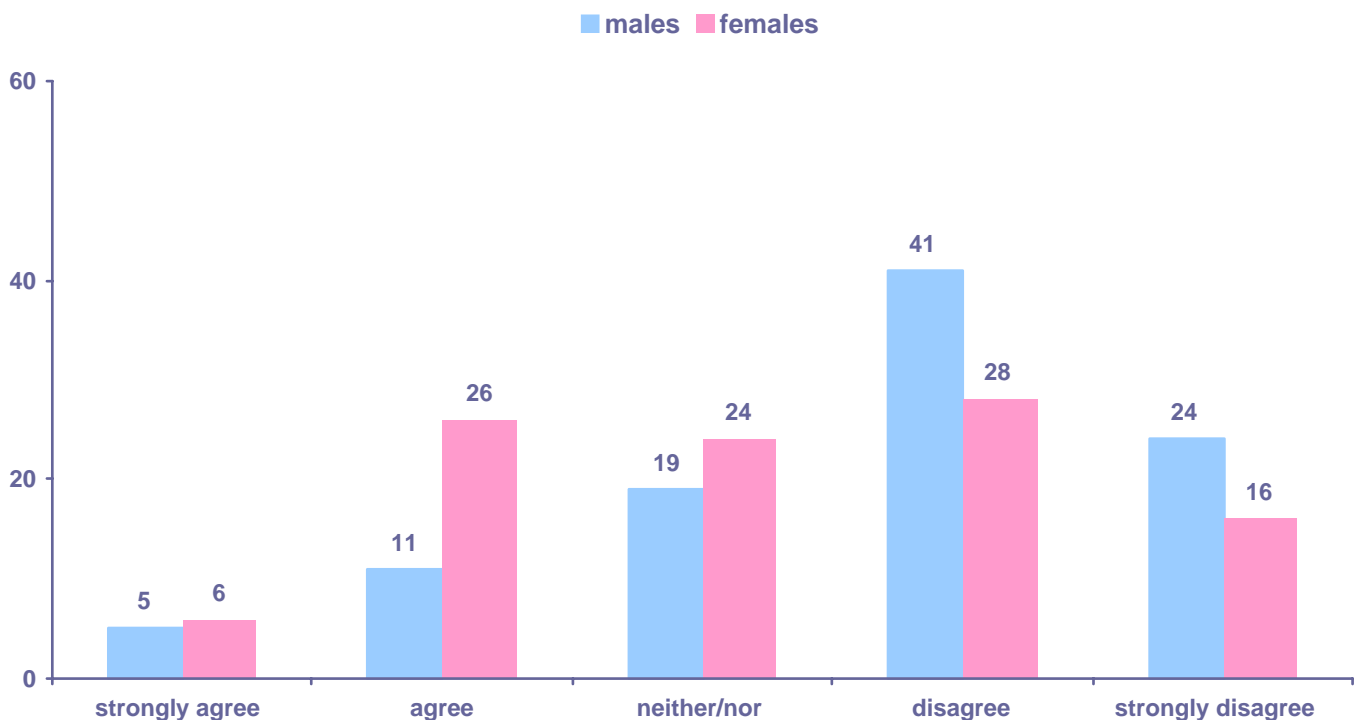
*“I know if I’m driving my nieces to school for instance, and I’ve got them with me in the car my sister says they’ve got to be at school for 5 to 8 ... 5 to 9 and I’m like, ooh, and I will ... I know it sounds terrible because I’ve got my nieces in the car but, its not so much speeding but if you pull up behind a car that’s taking ages to turn at the traffic lights, you’re like, “come on, come on, you didn’t have to take all day” and you just suddenly become a really aggressive driver”*

*“When my son’s going on at me, “look at this, look at that”, I get really frustrated and I tend to speed up”*

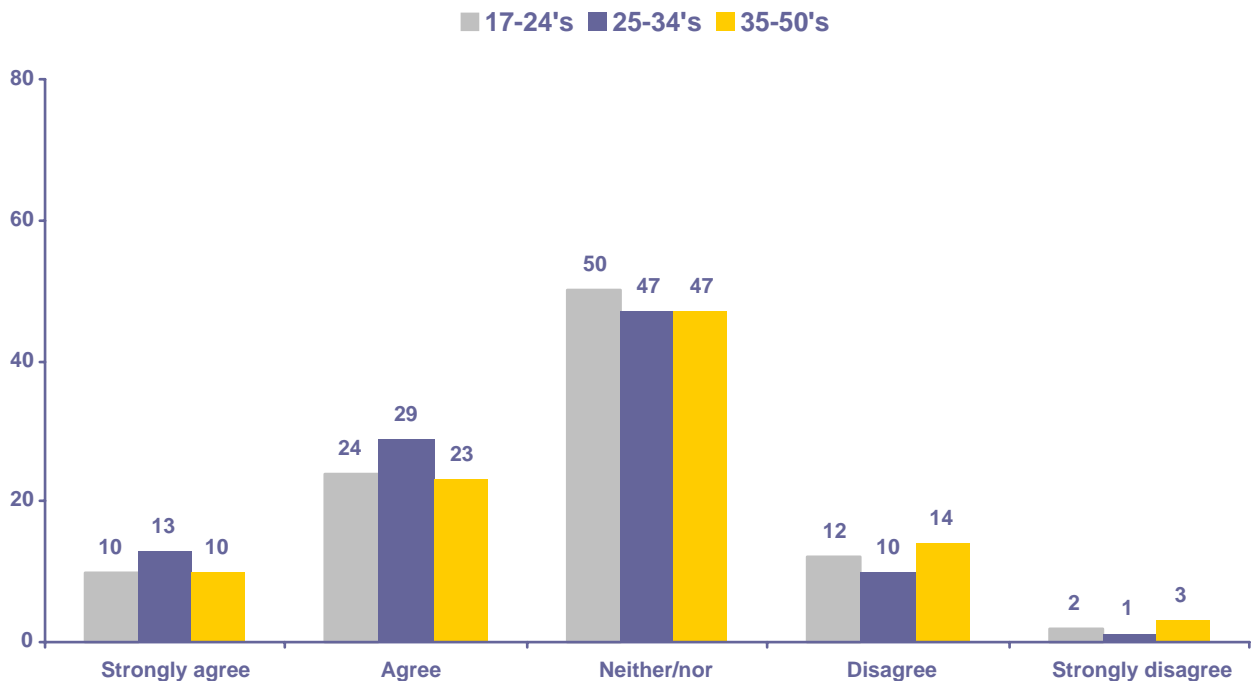
This was confirmed within the quantitative research, which found that 32% of Mums aged 25-34 get stressed with kids in the car, but only 16% of Dads.

Women are twice as likely as men to get stressed out by children in the car. This clearly has repercussions in terms of causing distraction when driving.

**Kids in the car stress me out  
(25-34’s with children)**



### I think I'm a better driver than most people



**A very significant proportion of the sample considered themselves to be a better driver than most people –** which is very interesting in that equal numbers disagreeing with the statement did not balance them! This feeling was strongest among the 25-34's, especially men (48% of whom felt this to be true) and those doing a high annual mileage (51%)

The qualitative research indicated that the male 25-34 year olds seemed particularly and supremely self confident about their driving abilities compared to others, they can afford fast cars and some of them love driving fast. Put these together and you have a potent combination!

*“I know people who have died racing each other, but I still do it. When I'm driving, I'm in control, I'm reading the road. If I'm going up the road and there's nothing there and it's clear, what's the problem? Whenever I'm driving it's always, flat out”*

*“I like driving, I like driving fast, if I could go in a racing car, I'd love it, I just love it, you know. I don't over speed particularly anyway, I wasn't going too fast that night, it just happened that my tyre blew...”*

Some 35-50 year olds were also very confident (bordering on arrogant) of their own driving abilities - often due to the fact that they had been driving for so long and without a serious accident. For some this self-confidence seemed to stem from complacency rather than from an enjoyment of driving and driving fast.

*“I know when it's safe to speed and when we get done for speeding when we know its safe that is really annoying”*

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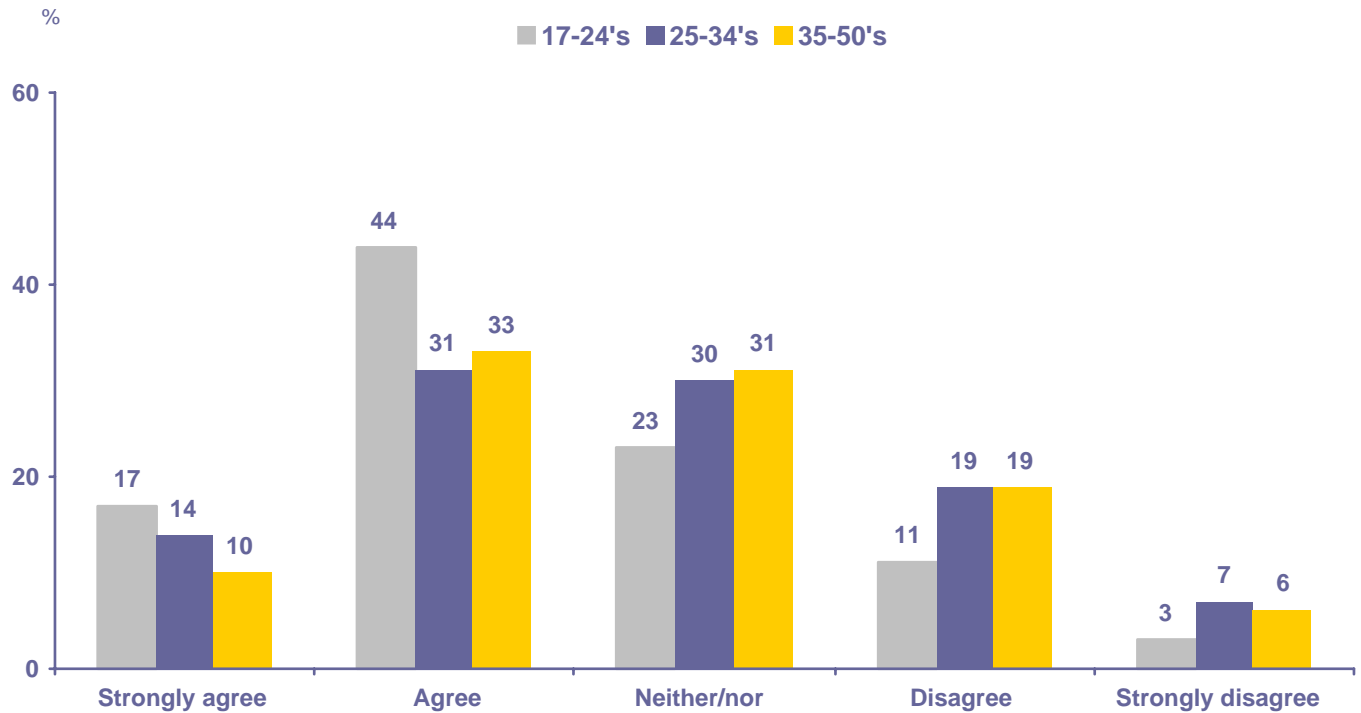
*“I’ve been driving 30 years and never had an accident yet”*

Some 17-24 year olds also displayed considerable confidence in their own driving abilities – if mis-placed! Some of these *actively practiced* driving fast and cornering fast on country roads so that, if the situation arose, they could handle themselves and the car!

*“I’m a good driver, I wouldn’t get into that situation in the first place...but if I did I could cope, I know how to handle the car at speed”*

Three quarters of drivers considered themselves “a better driver than most people”. This is of course statistically unlikely, and shows the extent of overconfidence in our drivers, with similar results present in every age group, suggesting this is a ‘person characteristic’ of age or experience. (This excluded people who did not express an opinion)

### Driving is 'me time' when I feel free and relaxed



The research found that nearly half of all drivers feel quite free and relaxed when driving, with this feeling being particularly strong among those aged 17-24. This could well explain some of the 'anti camera' sentiments that arise when flashed – drivers suddenly being jolted back to reality, with an accompanying loss of control and independence. Those drivers aged 25+ years are less likely to feel free and relaxed when driving – reflecting the previously noted pressures of life and work. Men are far more likely than women to feel free and relaxed - as are professional and high mileage drivers.

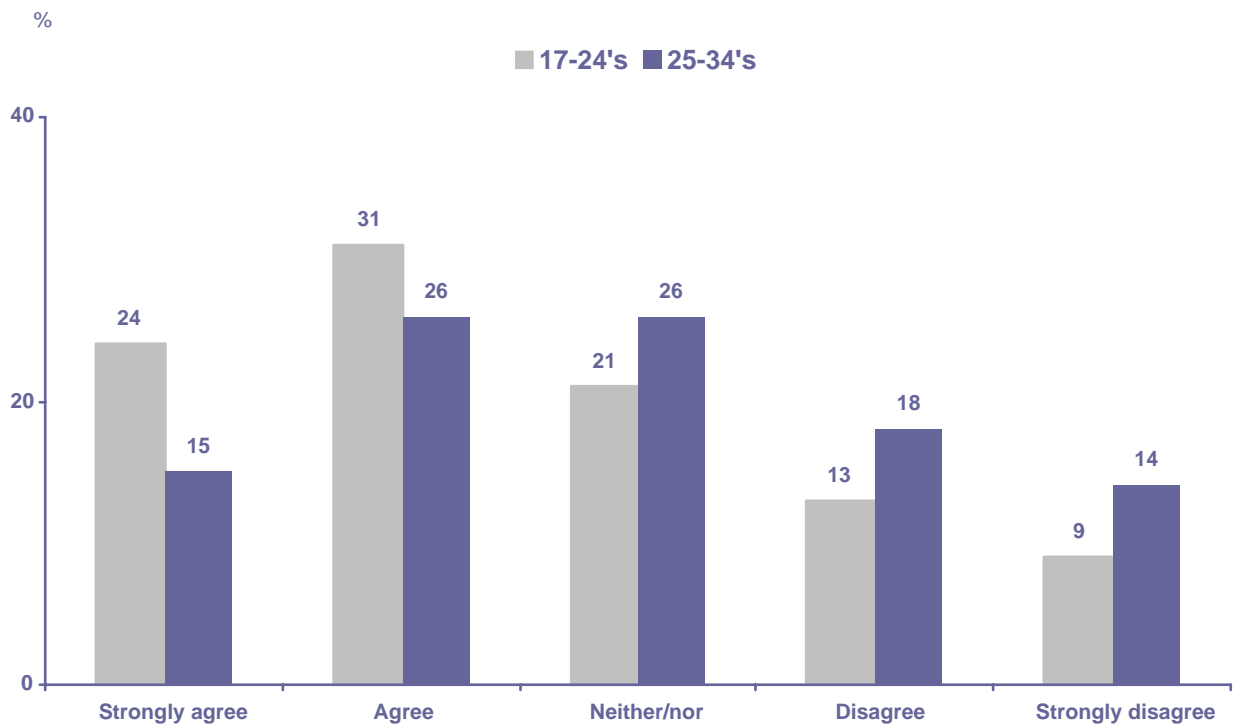
In the qualitative research the 17-24 year olds talked quite a lot about driving being 'me' time. They saw it as a time of freedom from parental influence and control and clearly valued it highly. Importantly their driving was more related to leisure purposes than for work.

*“driving is 'me' time...I can get in my car, put a CD on and feel relaxed... forget everything”*

*“You do the same trip everyday and you're like miles away -just tootling along - when you drive a lot for work I think it takes the enjoyment away”*

Although some older drivers mentioned feeling relaxed in the car and as car time being 'me' time, this was far less prevalent. It was primarily the younger drivers who liked to escape to their cars; some of them would take the car out as a way of relaxing when they were feeling stressed out or had had an argument with parents!

### I like cruising around in nice cars



Whilst more than one in two drivers aged 17-24 years agreed that they enjoy cruising around in nice cars, this figure fell to four in ten of those aged 25-34. Even within the younger age group, 62% of those aged 17-20 agreed, compared with 47% of 23-24 year olds and 40% of 33-34 year olds. Further, this feeling is particularly common among young people with lower education levels and also urban drivers and those who have been flashed by a speed camera (66% agree)

As would be expected, males are far more likely than females to feel this way – 34% of males aged 17-24 strongly agreeing, compared with 17% of females. Among 25-34 year olds, this feeling often seems linked to engine size – 47% of those drivers with a 2litre+ engine agreeing, vs. 32% of those with under 1.5litres.

The qualitative research showed that for 17-24 year old boys cruising around was clearly linked with attracting the opposite sex. Quite a few in the groups talked about cruising around the streets, keeping an eye out for ‘talent’ and attracting their attention by tooting the horn, playing loud music with the windows down or simply calling to them.

For some however cruising involved a less innocent motive. Some city centre areas – most often car parks attached to retail developments - attract nighttime cruisers who like to show off their modified cars to their peers. This can (but does not always) involve racing around at high speeds through and around large crowds of onlookers.

*“They used to go to big car parks like Castle Marina and all the other big car parks, but they’ve just put barriers up and I’m not saying that was a good idea to do it but it worked”*

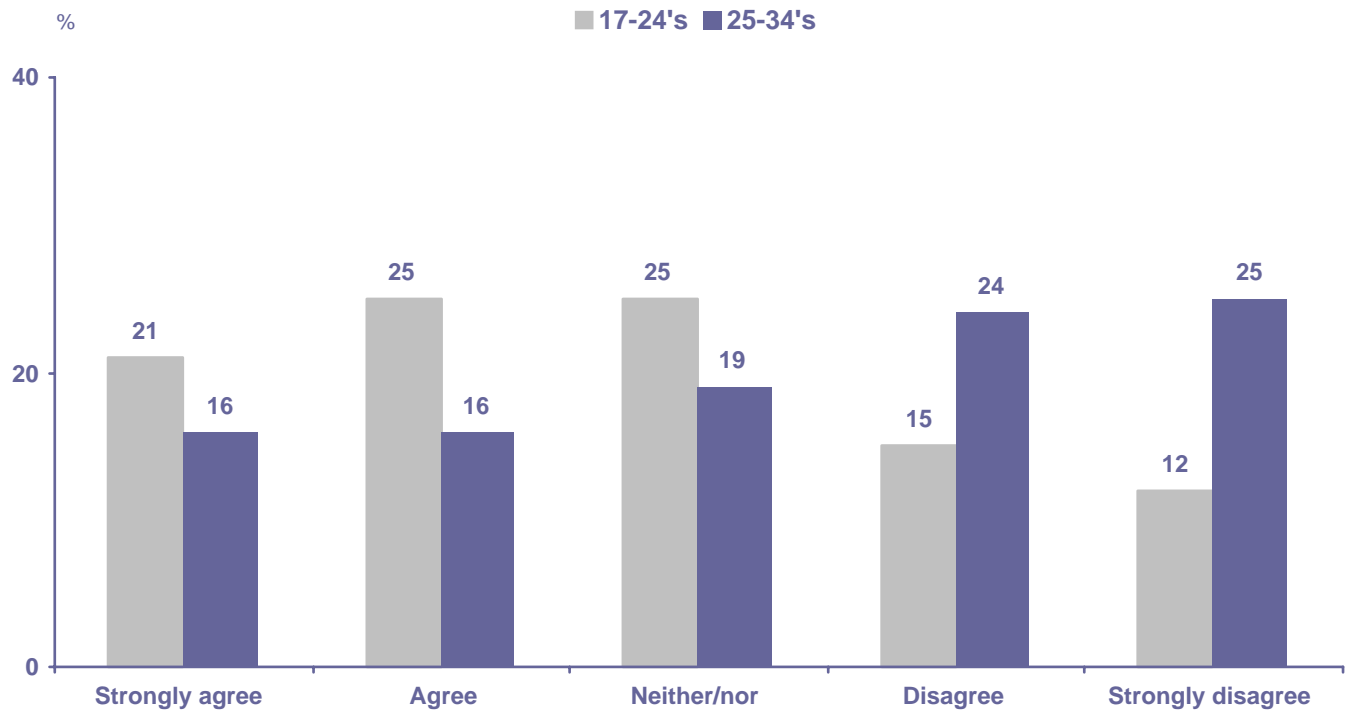
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*“The police round there in the last six months has increased dramatically, I’ve gone there at night and parked in the Broadmoor centre, I’ve been scared to go back to my car....., they just go round there driving”*

One younger boy related how he had gone to watch some local cruisers with his friends. His friends, who wanted to test the driver’s response time and expertise, had pushed him out into the road in front of a racing cruiser! Luckily the driver’s response time had been up to scratch.



**I enjoy working on or doing up my car  
(males)**



A similar pattern was found relating to the statement 'I enjoy working on my car', which many 17-24 year old males agreed with, but significantly fewer aged 25-34 years. Again, those who agreed tended to have left school after their GCSE's and/or to be from the lower social grades. The 17-24 year olds were also significantly more likely to have been flashed by a speed camera – all of which seems linked to the phenomenon of modified cars!

Unsurprisingly, few females in either age group agreed with this statement, although those who did were generally aged 17-24.

## 4.6 The Influence of Passengers

## 4.6 The Influence of Passengers

During the course of the group discussions and depth interviews we investigated the influence which passengers may or may not exert upon speeding drivers. To this end, we asked respondents to complete thought and speech bubbles depicting what was happening in the car whilst driving with passengers. These are inserted below where appropriate.

The research suggests that the influence which passengers have upon the driver seems to depend in part upon three variables – the gender of the passenger relative to the driver, the age of the passenger relative to the driver and the driving experience of the passenger.

The mere presence of parents (and especially dad) and of significantly older other relatives as passengers did appear to slow down some 17-24 year olds. They did seem to be concerned that the parent would ‘tell them off’ or worse confiscate the car because the older passenger may not be used to driving fast. The problem with this from our point of view, however, is that once the parent is out of the car, driving reverts to normal. Regarding other older relatives, the 17-24 year olds unfortunately do not appear to carry them as passengers in their cars particularly frequently.

Passenger (mum) says	<i>Slow down!</i>
Passenger thinks	<i>Keep your eyes on the road, you're too busy attracting the girls coming up</i>
Driver thinks	<i>What music should I play? when change the track?, which route to take?, scenic or normal boring route?, where to go next?, mmm, nice legs! Better take it easy for now....</i>

The mere presence of young children as passengers slowed down female drivers and some but not all male drivers.

Female passenger says	<i>Don't drive like this, the kids are in the back love (being nice)</i>
Female passenger thinks	<i>I wish he would slow down</i>
Male driver thinks	<i>I wish she would let me get on with it, I'm in control</i>

Some men told us that their children actually encourage them to speed

Child passenger says	<i>Faster Dad, you could have gone then! Are we there yet?</i>
Driver thinks	<i>Moan, moan, moan. Shut up and let me concentrate. This will freak them! (accelerates)</i>

Non driving passengers seem to have little or no influence on drivers because they lack credibility with the drivers. Often the passengers themselves feel unable to say something because they cannot drive. Alternatively if they do want to say something they know their opinion will be ignored so do not bother.

Passenger says	<i>What's the speed limit? I think you're going over</i>
Passenger thinks	<i>You should be going slower here</i>

Driver thinks

*Stop telling me how to drive when you've not even started to have lessons*

Some driving passengers do seem to have some influence over drivers. Whether or not they have any influence and the degree of influence depends largely, it would appear, upon the sex of the passenger relative to the driver.

A **young male passenger (17-24) with a young male driver** appears to be the worst combination in the sense that the passenger may either encourage the driver to speed or says nothing when the driver shows off by speeding - even though the passenger may be unnerved.

Young male passenger says

*That was ace - blitzed them*

Young male passenger thinks

*Maniac - he's going get us killed...fucking hell*

Young male driver thinks

*Shut up, let me concentrate*

Younger male passengers admit that whilst they *initially* enjoy the thrill of acceleration and speed, if the driver continues to speed excessively or always speeds excessively they do become nervous. They may not voice these concerns but they feel nervous because they are not in control – the driver is! Consequently they do not get the same buzz as the driver.

Most younger passengers agree that being driven at 40 in a 30 doesn't bother them but excessive, persistent, speeding involving erratic breaking, quick acceleration coupled with driving too close to the car in front is particularly nerve racking.

An **older male passenger (25+) with an older male driver** is apparently a rare combination (most older male drivers seem to have females as passengers) However when these two do get together, there can often be tension between the two about the speed at which the driver is driving which may be too fast or too slow. That tension is rarely verbalised

Older male passenger says

*6 across, 4 letters...? (doing Telegraph crossword)*

Older male passenger thinks

*I wish he would speed up*

Older male driver thinks

*The traffic is awful*

When a **female passenger accompanies a male driver** there is often a lot of tension. This seems to appear at *any* age. Most typically the female feels that the male driver is driving too fast.

*'he drives a lot faster than I do and he does scare me sometimes and I think, 'for God's sake, you know, we're on a road coming through Birmingham, I don't think we should really be doing this speed... 'and he's just as bad on motorways'*

*'I don't mind driving fast on the motorway if I'm driving but I hate being a passenger. I am absolutely petrified of somebody driving at speed, I hate it'*

Depending upon the nature of the relationship (how dominant he is in the relationship) she may or may not verbalise her feelings. The research also suggests that the younger she is, the less likely she is to say something and the more likely she is to feel that the driver is simply 'showing off'.

Female passenger says	<i>Sing along to radio, chat, look at scenery...</i>
Female passenger thinks	<i>Act calmly – don't want to seem like I'm questioning his driving ability</i>
Male driver thinks	<i>I'm concentrating</i>

When a **male passenger accompanies a female driver** there is again a lot of tension. This seems to appear at any age. Most typically the male feels that the female driver is a poor or incompetent driver and/or drives too slowly.

*'She's not a very good driver. She's got a sports car, but she never goes over 50'*

The research suggests that the male passenger is more likely to verbalise his feelings than the female passenger (above). A male passenger's criticism results in female drivers feeling self-conscious.

Male passenger says	<i>Watch what you're doing!</i>
Male passenger thinks	<i>She's too close to the kerb</i>
Female driver thinks	<i>I wish he would shut up God how bad must I be at driving – what if something goes wrong? Concentrate!</i>

A male passenger's criticism can also result in female drivers feeling nervous.

Male passenger says	<i>You should have gone then</i>
Male passenger thinks	<i>Pull out, for Gods sake pull out, if you don't pull out I'm going to scream.....</i>
Female driver thinks	<i>I'd better go...I'd better go.. if I don't go he's going to say something...</i>

When a **female passenger accompanies a female driver** there tends to be a lot of talking and interaction – though invariably not about driving or speed. Rather, conversation is inconsequential and inattentiveness is the greatest threat to safe driving behaviour.

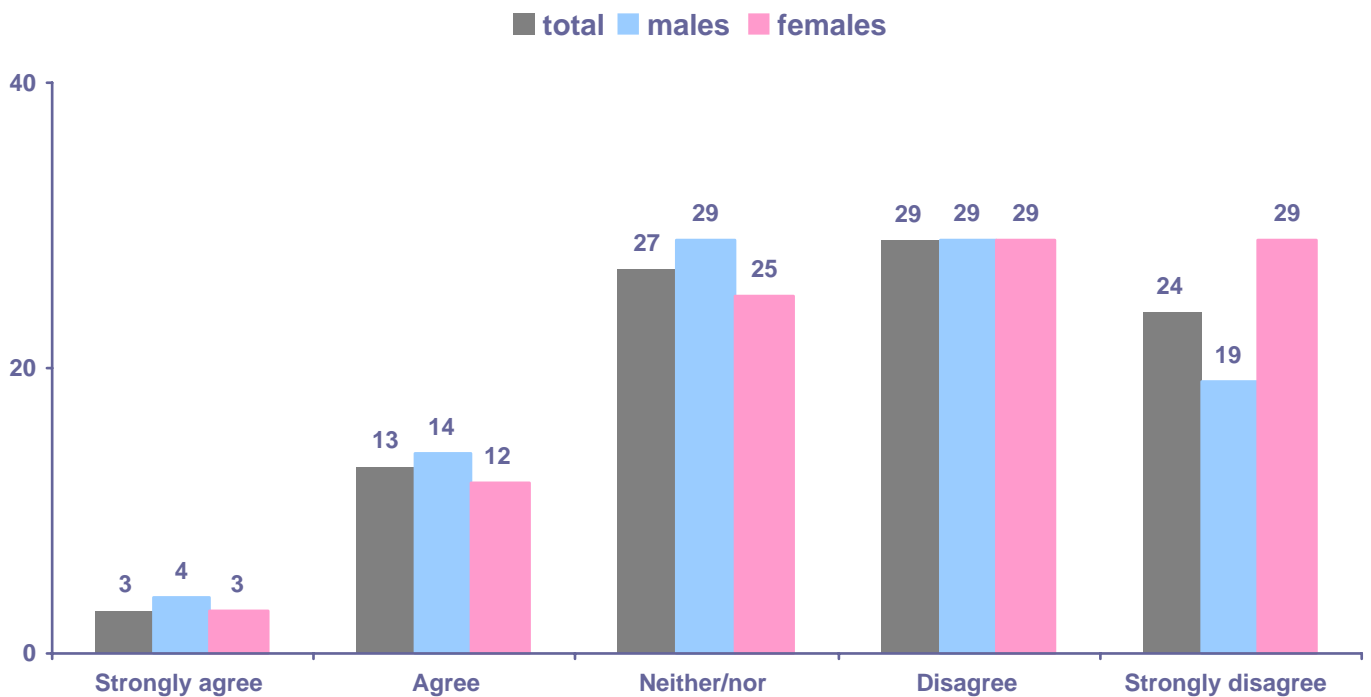
Female passenger says	<i>What have you been up to today... tomorrow..., tonight...?</i>
Female passenger thinks	<i>Is there anything better on the radio?</i>
Female driver thinks	<i>Which way will be quickest?</i>

In summary then, non driving passengers appear to have little or no influence on drivers whilst the mere presence of parents or of young children can slow some (but not all) drivers down. The most tension about the speed being driven emanates when the sexes are mixed.

The qualitative research has revealed that some types of passenger can contribute to unsafe driving:

- \* Males under the age of 24 are potentially the most influential and most dangerous as they may encourage speeding amongst their peers because they initially *enjoy* the experience.
- \* Some older male passengers browbeat female drivers to drive faster than they feel comfortable with, and the female drivers' subsequent *nervousness* emerges as a real threat to safety.

**My kids like me to drive fast**  
**(25-34 year olds with children)**

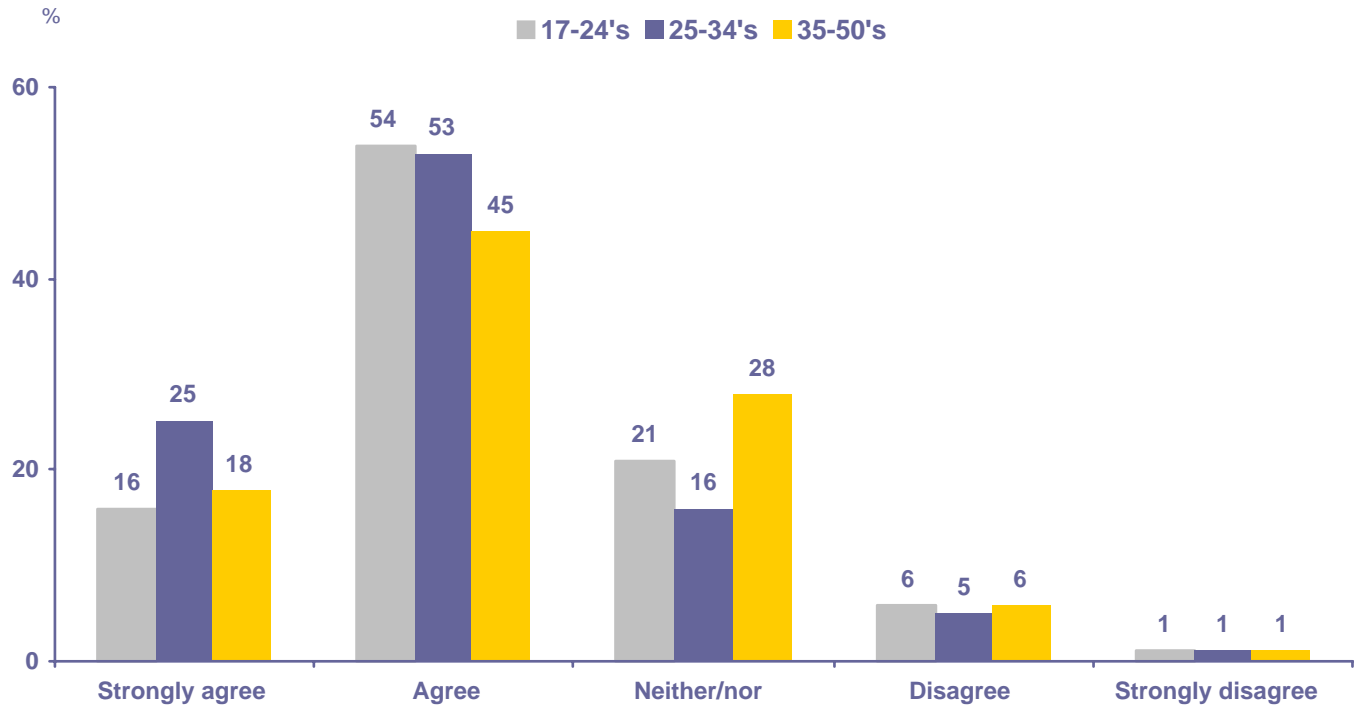


We were concerned about the references made within the qualitative research to children actually encouraging their parents to drive fast(er) and so included this statement in the 25-34's questionnaire. **We found that in total just 16% of those respondents with children agreed with it, with Mums being far more likely than Dads to strongly disagree.**

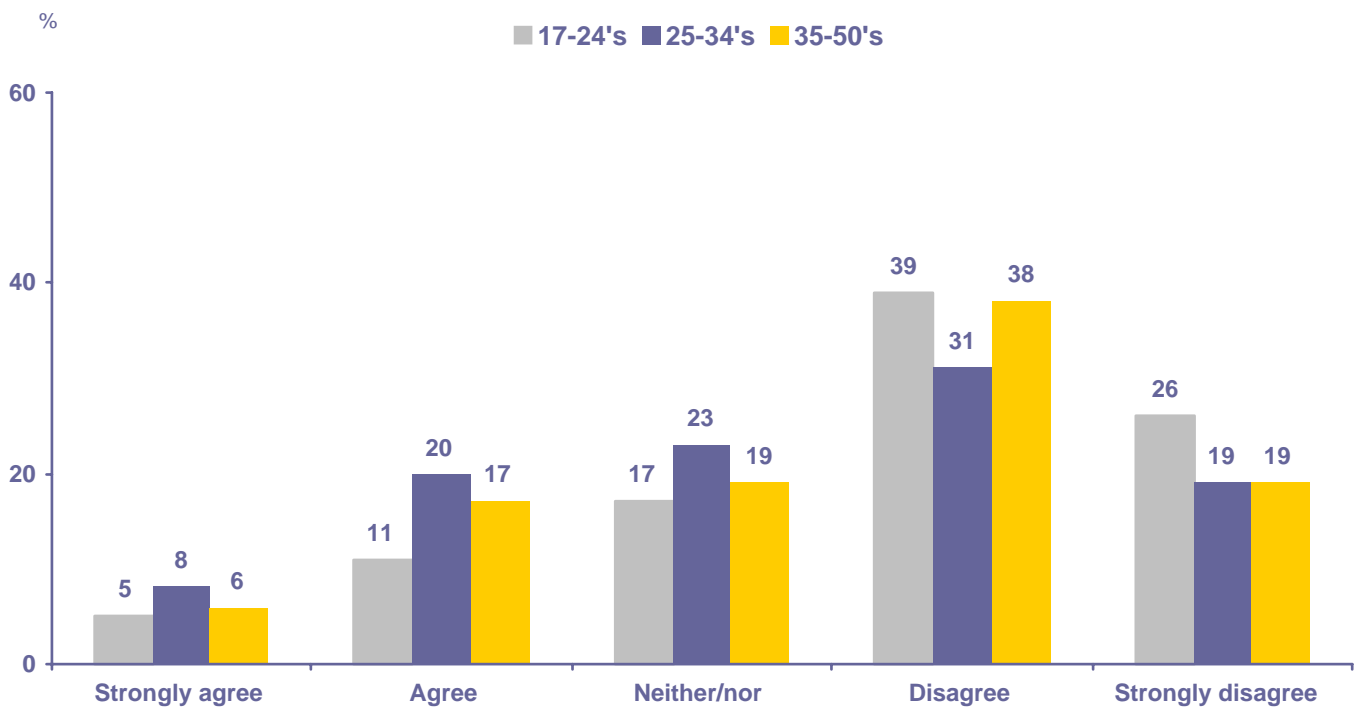
The two graphs overleaf are also very interesting in that whilst only a tiny minority of drivers feel their passengers are not always very relaxed, a substantially higher proportion of 25+'s claim to be nervous passengers. Given that the two proportions would be expected to be approximately equal, this also confirms the qualitative findings that passengers often do not voice their concerns, along with the driver's supreme confidence in their own driving ability.

It is apparent that very few 17-24 year olds admit to being nervous passengers, reflecting the previously noted (at least initial) bravado. This was particularly evident among young males, those driving mainly in urban areas and whose car was modified.

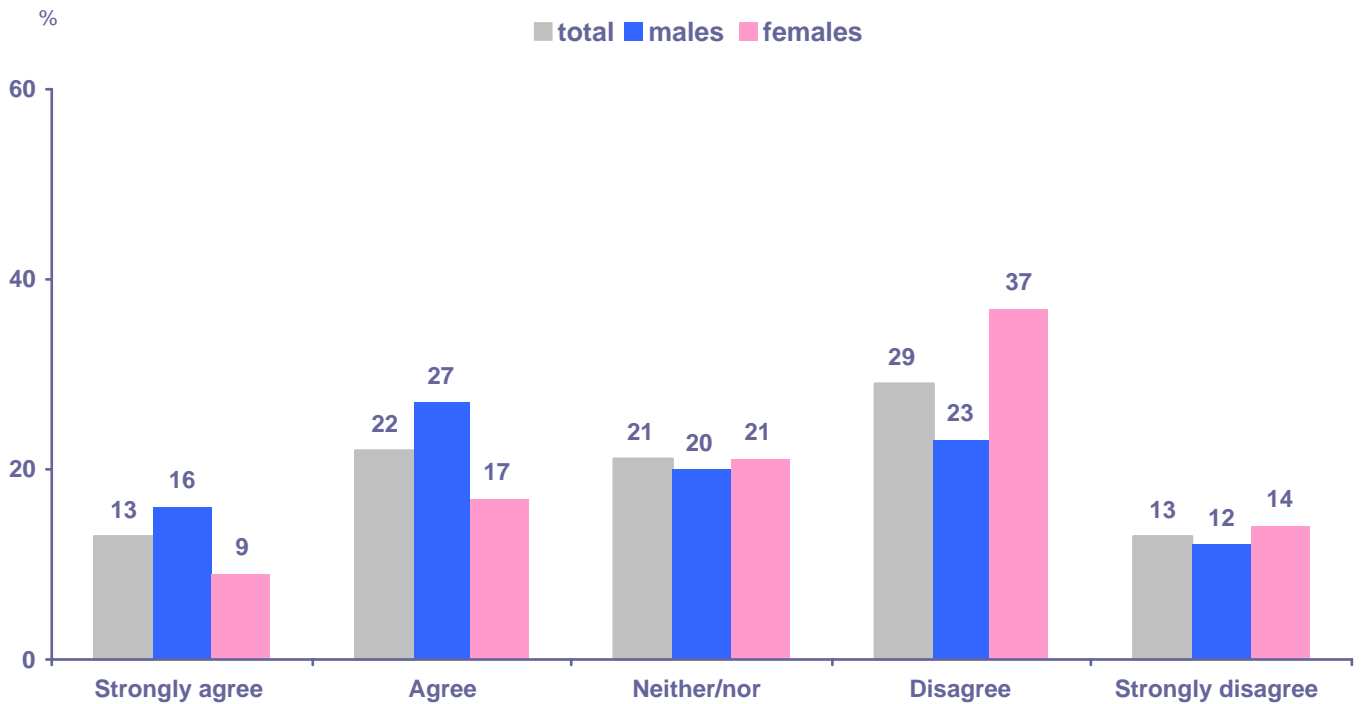
**My passengers are always very relaxed**



**I'm generally a nervous passenger**



**When I'm a passenger I'd never ask the driver to drive more safely**



The quantitative research among 17-24 year olds found mixed opinions on the question of whether they'd ask someone to drive more safely – which strongly reflect the previous qualitative findings. Males were far more likely than females to agree – as many as 43% saying this was the case. Those respondents who had only passed their test in the past year were also unlikely to speak out.

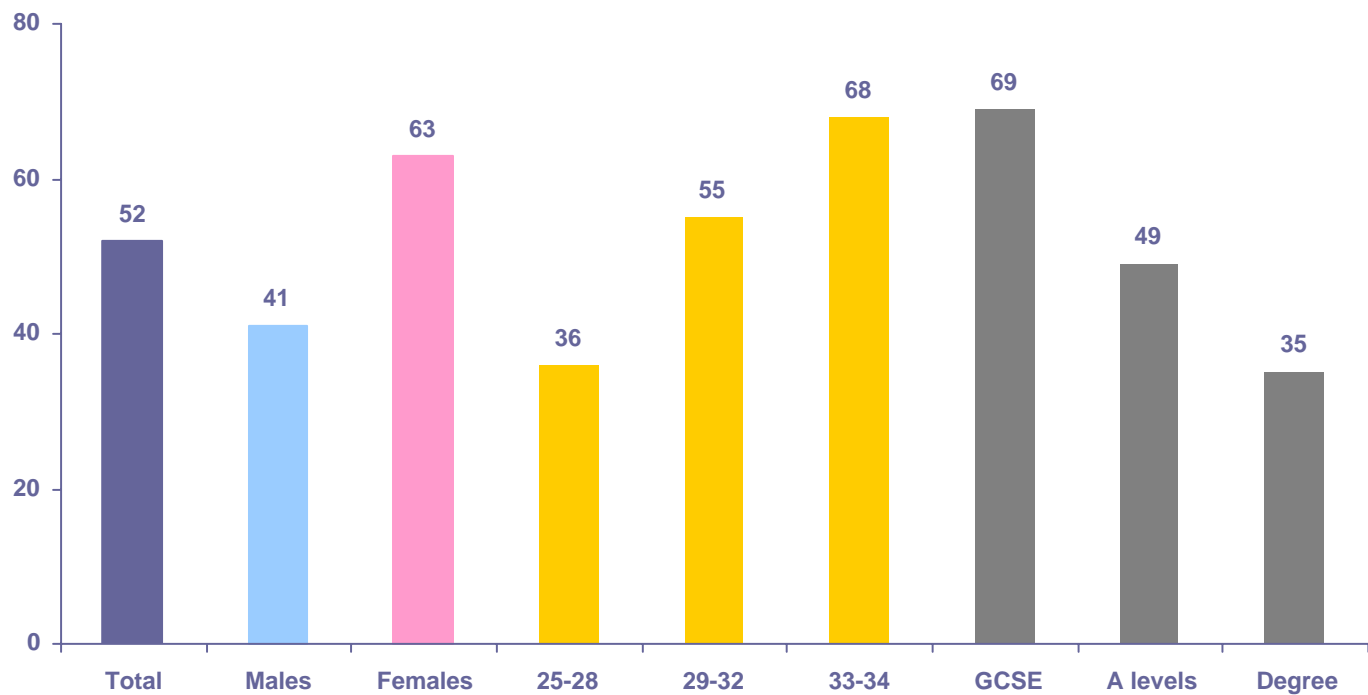
Very interestingly, respondents who had been in an accident were significantly more likely to say they would ask someone to slow down – 50% vs. 39% of those who hadn't been in an accident.

Up to 40% of passengers say they would never ask the driver to drive more safely. This is particularly true of males and those who have only recently passed their test.



## **4.7 The Impact of Having Children (25-34's only)**

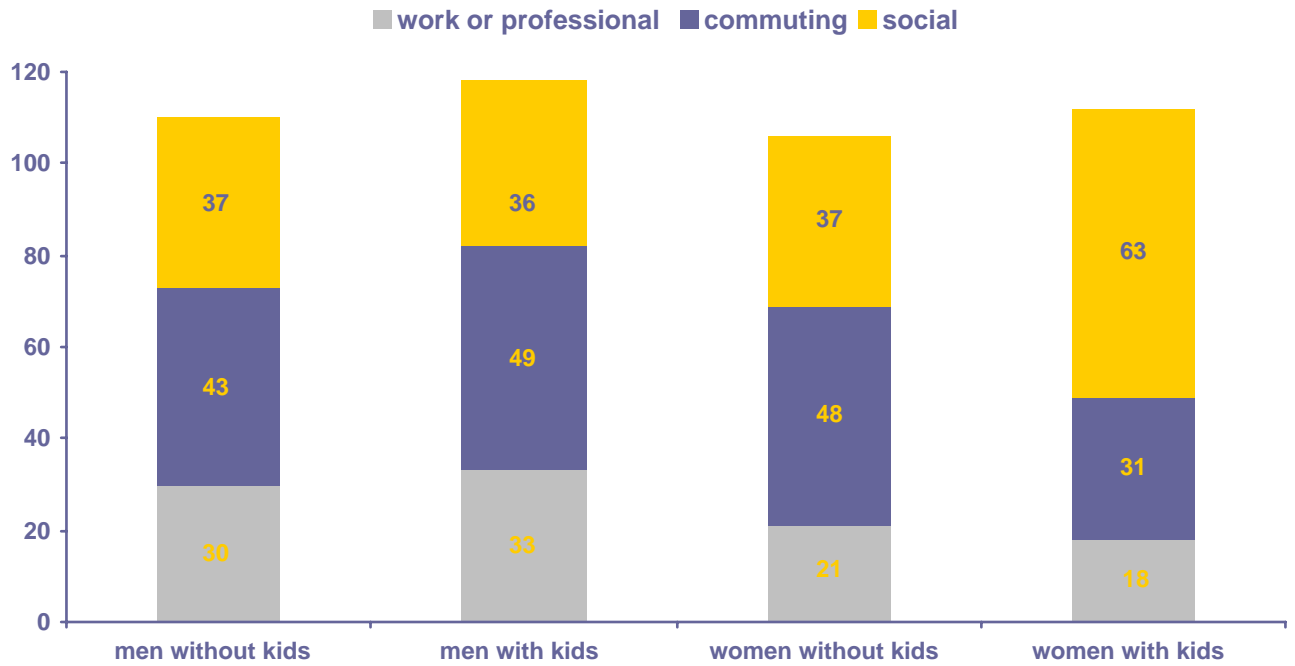
### % who have children



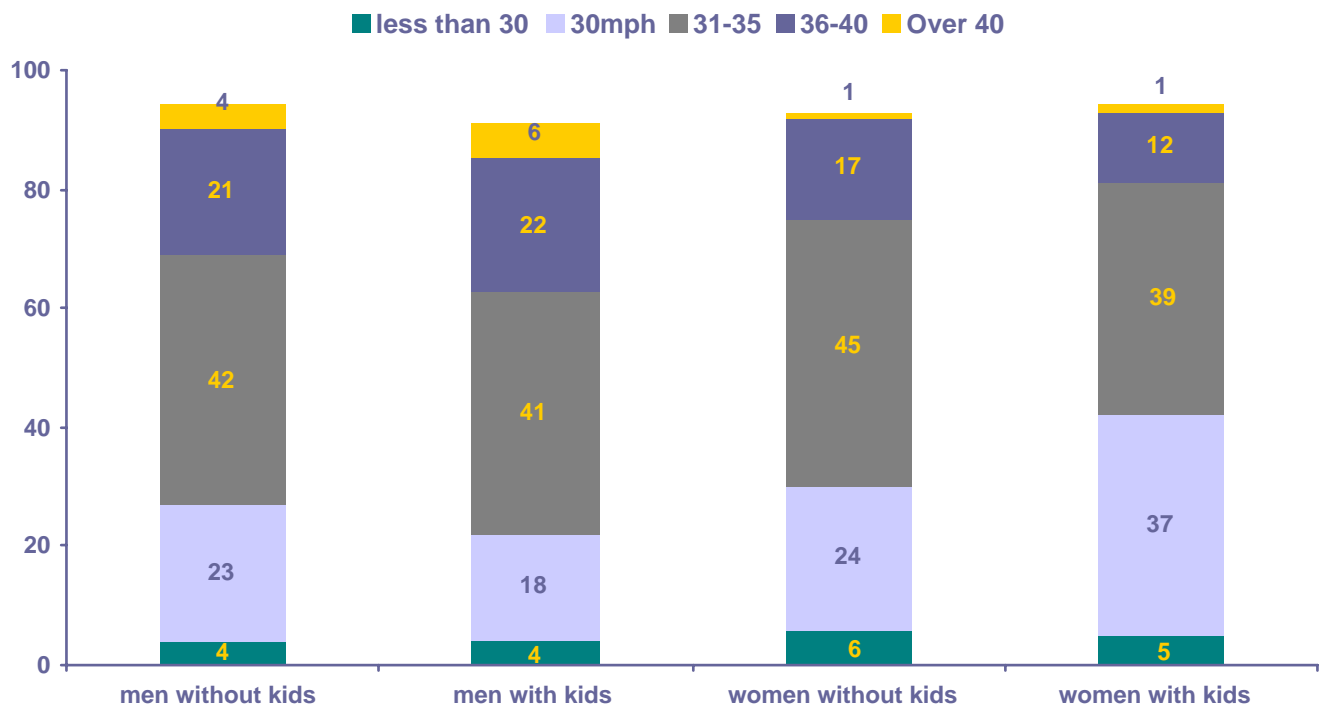
In order to further investigate the qualitative findings relating to 25-34 year olds being very much in a transitional stage, within which the arrival and subsequent presence of children plays a huge part, we conducted some extra analysis on the quantitative data for this age group. Firstly, this identified that within our sample, only a third of respondents aged 25-28 had children, but this doubled to 68% by the time they reached 33-34. Further females within this age group were far more likely than males to have children, as were respondents with lower levels of education.

We then split out responses from those people with children from those without, further analysing men vs. women. This analysis should be viewed as highly indicative given that the sub samples do have slightly different profiles. **It does seem though, that having children does have an impact upon women**, in that they often become predominantly social drivers, claim to drive at lower speeds and are less likely to enjoy driving fast. **In contrast, there is no such difference between men with and without children** on any of these measures – suggesting they are not affected in the same way. The graphs relating to this are provided overleaf.

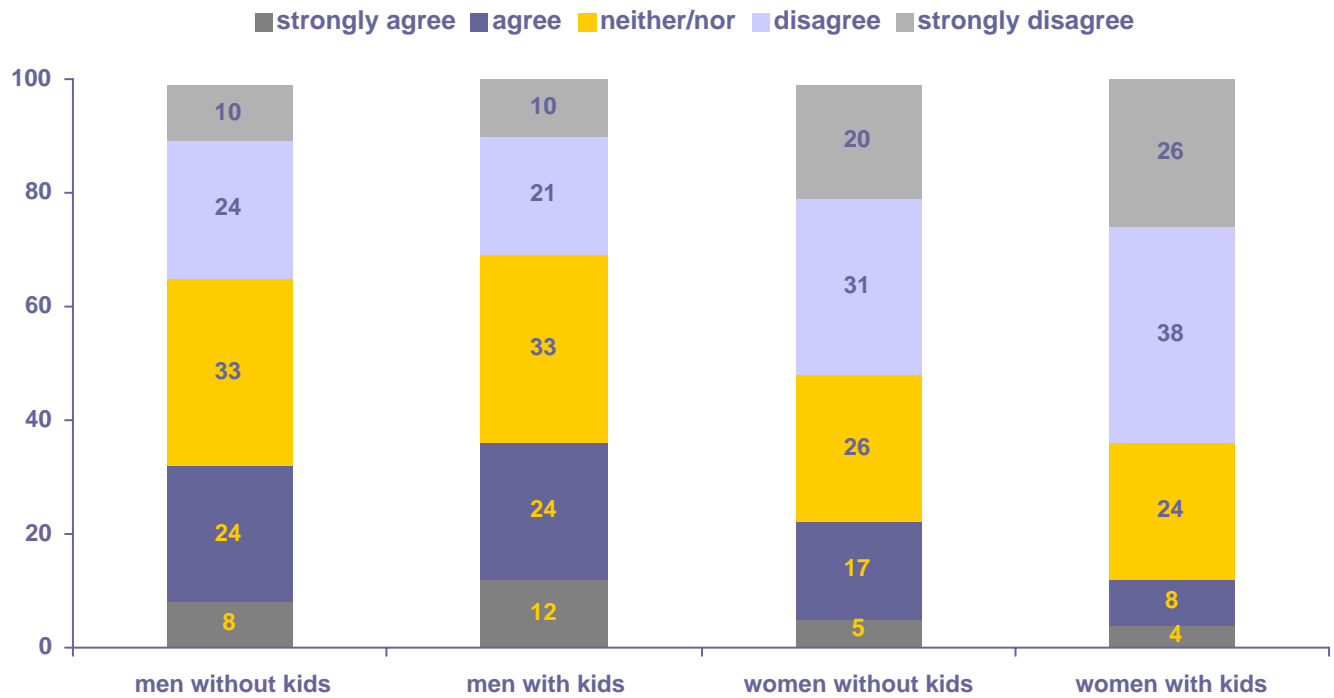
### Purpose of most of driving



### Speed would normally do in a 30mph zone

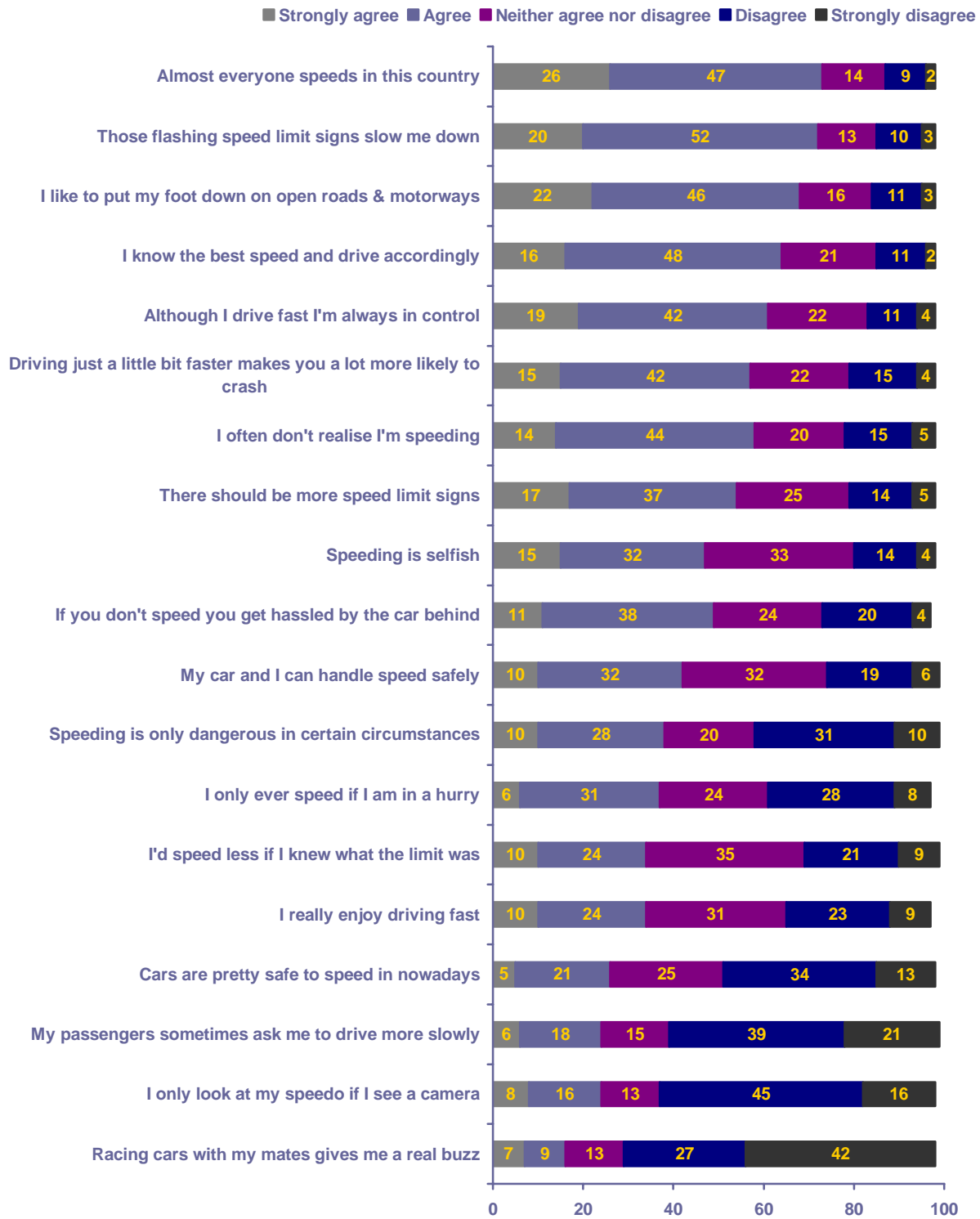


### I really enjoy driving fast

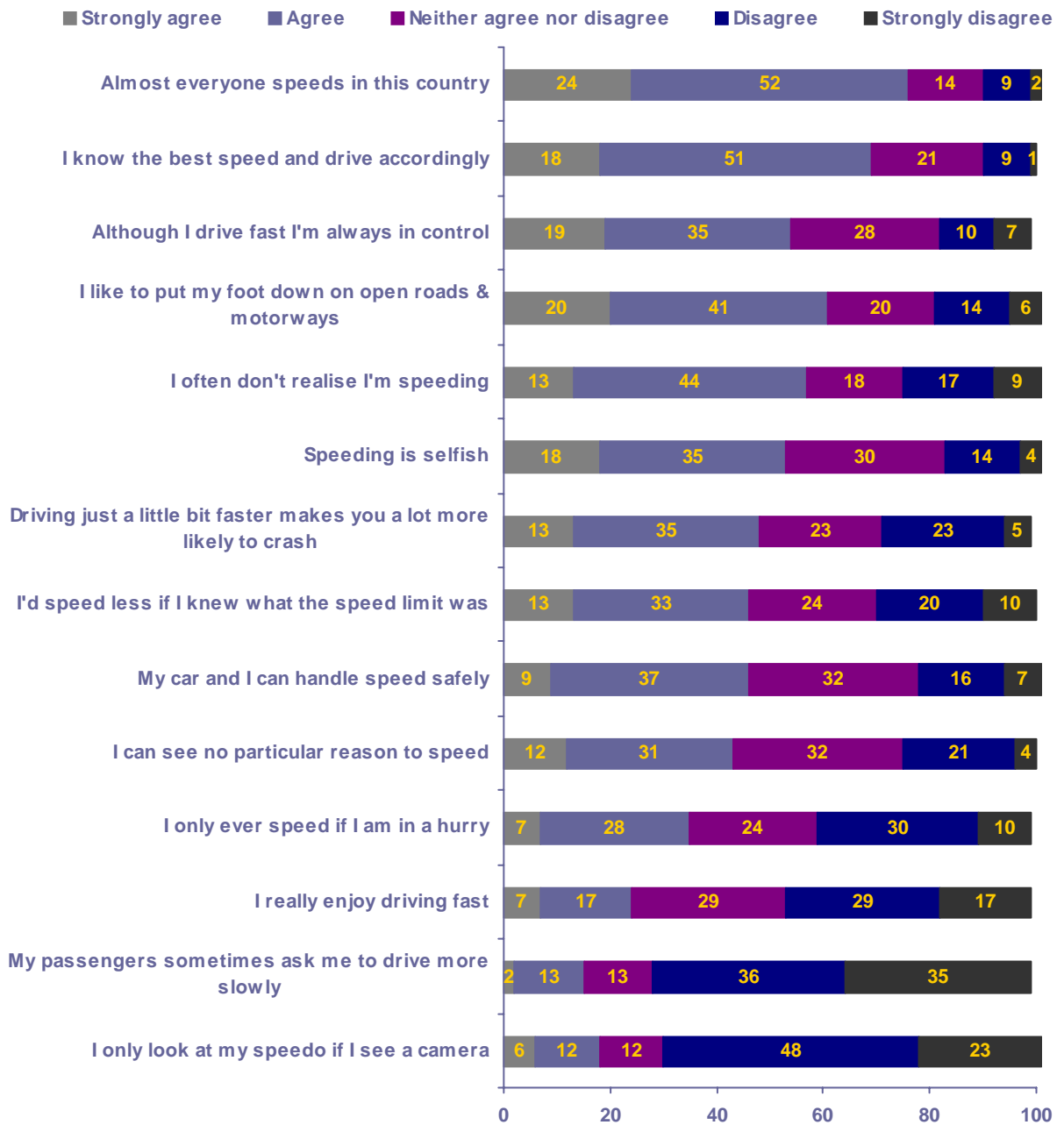


## 4.8 Attitudes Towards Speeding

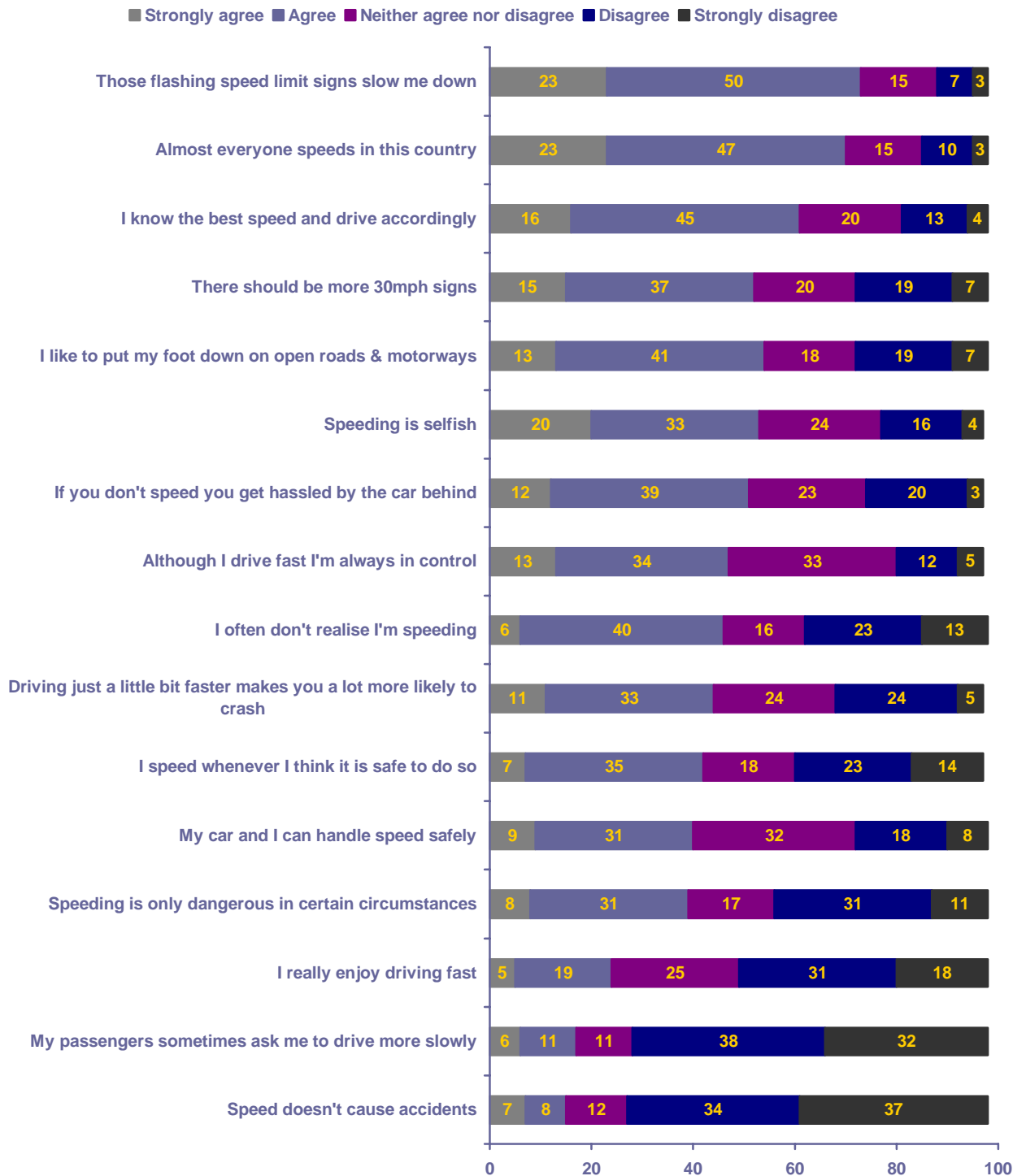
### 17-24's



### 25-34's

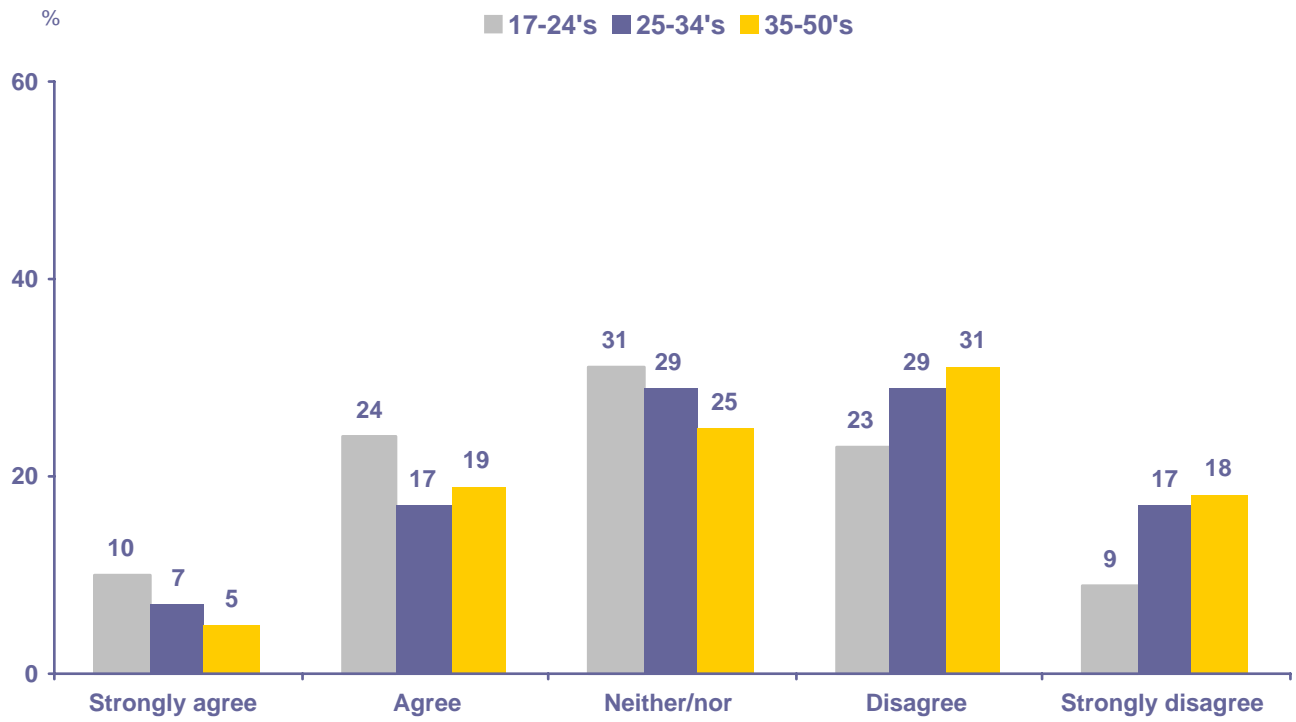


### 35-50's





### I really enjoy driving fast



**This was a key attitude statement within the study, in that it highlights those drivers who essentially speed for the fun of it, rather than because they aren't paying attention, don't know the speed limit etc.** The specific findings are given in the two graphs overleaf but it can immediately be seen that 17-24 year old drivers (and especially those driving a modified car and/or aged 19-20) are significantly more likely than their older counterparts to actually enjoy driving fast. When given the statement 'racing cars with my mates gives me a real buzz', 16% of young drivers agreed in total but this figure rose to 23% of males, 23% of DE's, 22% who'd been flashed and 45% of those with a modified car.

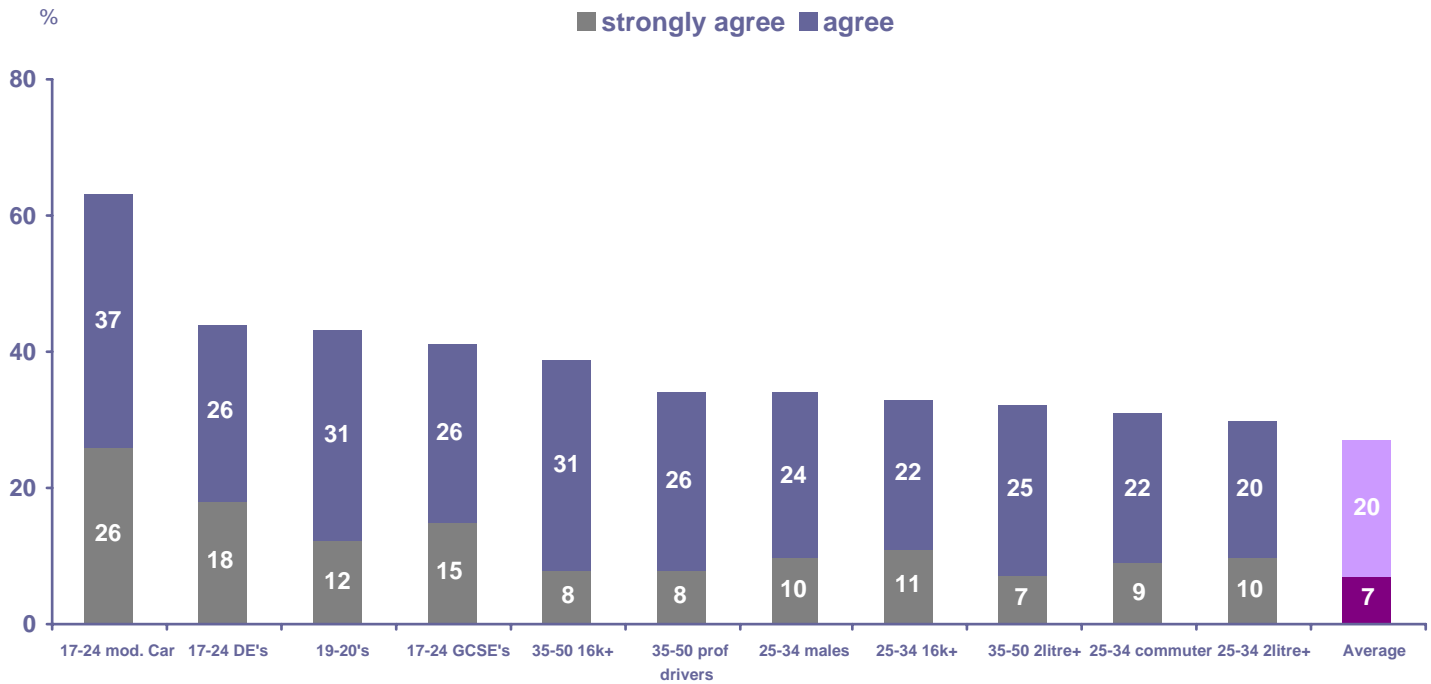
Indeed, one in two drivers aged 35-50 actually disagree with this statement – **which immediately raises the question as to why they are most likely to be caught by speed cameras** (which will be dealt with elsewhere in this report) Those older drivers who do enjoy driving fast tend to be males and doing high mileage – often being professional drivers.

Almost a quarter of males aged 17-24 who have been flashed by a speed camera agree with the statement 'racing cars with my mates gives me a real buzz'.

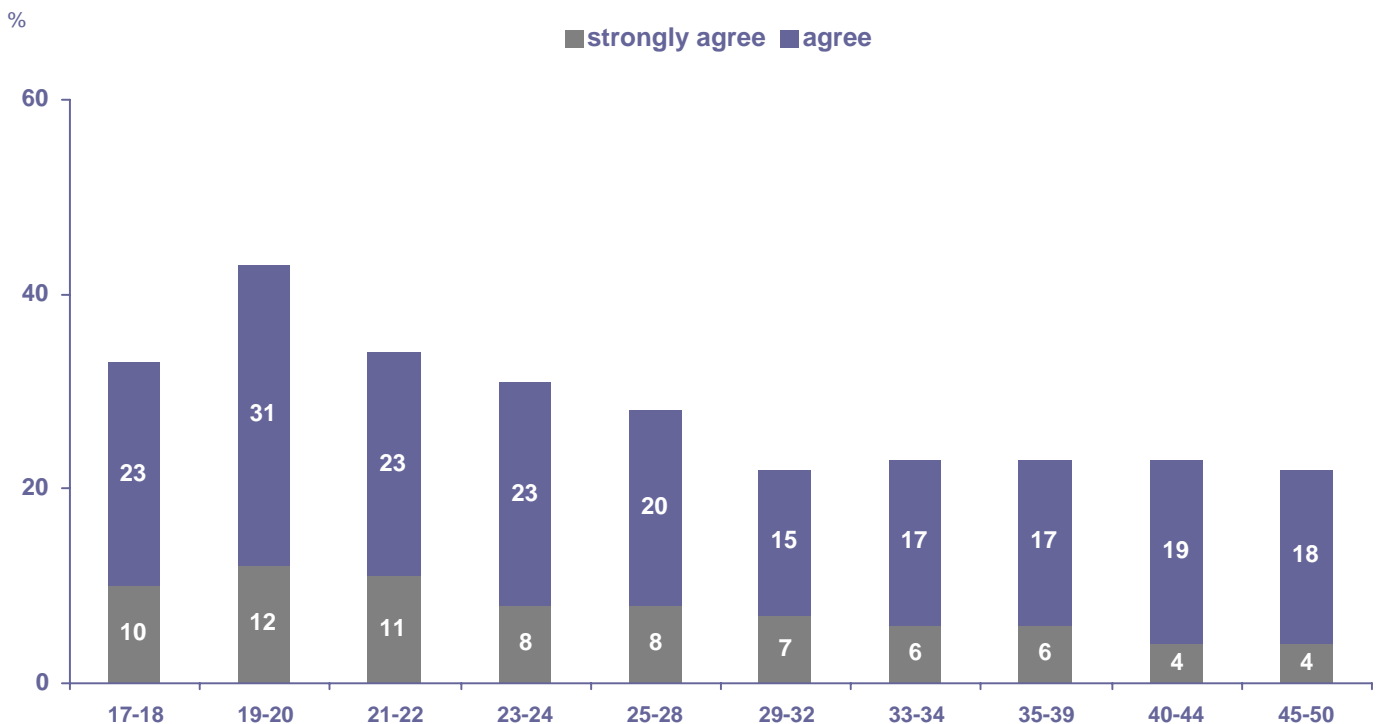
This increases to 45% of those with a modified car. In addition 27% of drivers say they really enjoy driving fast. This increases to 63% of 17-24 year olds who drive a modified car.

The thrill gained from speeding peaks among drivers aged 19-20 – this age group being twice as likely as drivers aged 30+ to say they really enjoy driving fast.

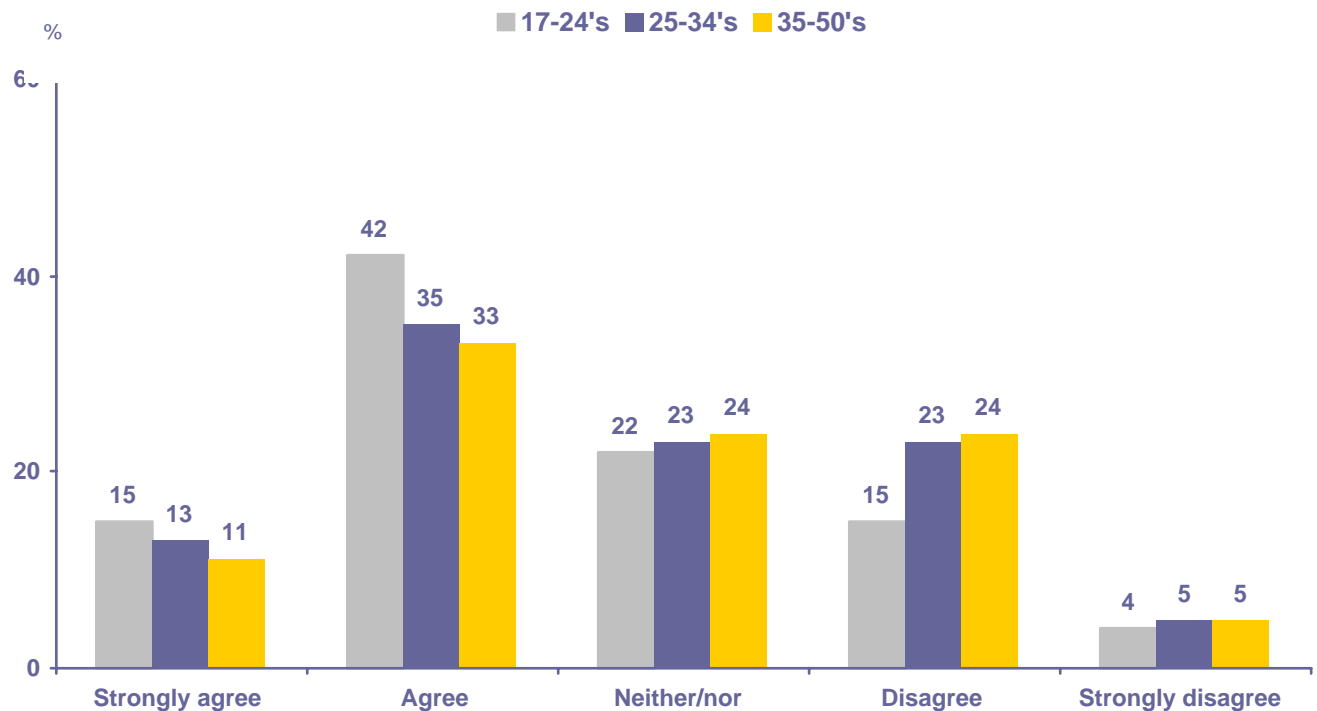
**I really enjoy driving fast  
(Total sample: most likely to agree)**



**I really enjoy driving fast  
by age group**



### Driving just a little bit faster makes you a lot more likely to crash



The majority of people agreed with this statement – although typically not strongly agreeing, indicating a certain degree of reticence on the issue. It is apparent that drivers aged 17-24 years are definitely the most likely to feel this to be the case – perhaps reflecting the comparative recency of their driving test and lack of driving experience. **When we look at the older age groups however – 27% (and especially professional/high mileage males) disagree that driving a bit faster makes you a lot more likely to crash.** This undoubtedly reflects their confidence in their own driving abilities being able to get them out of most driving situations.

The group discussions showed clearly that many in the older 35-50 year old age group are complacent bordering on arrogant about their driving skills. Many have been driving for a long time without accident so feel themselves to be good drivers. This, coupled with the widespread view amongst our qualitative sample that speeding is not in itself dangerous, explains their reticence in agreeing with this statement.

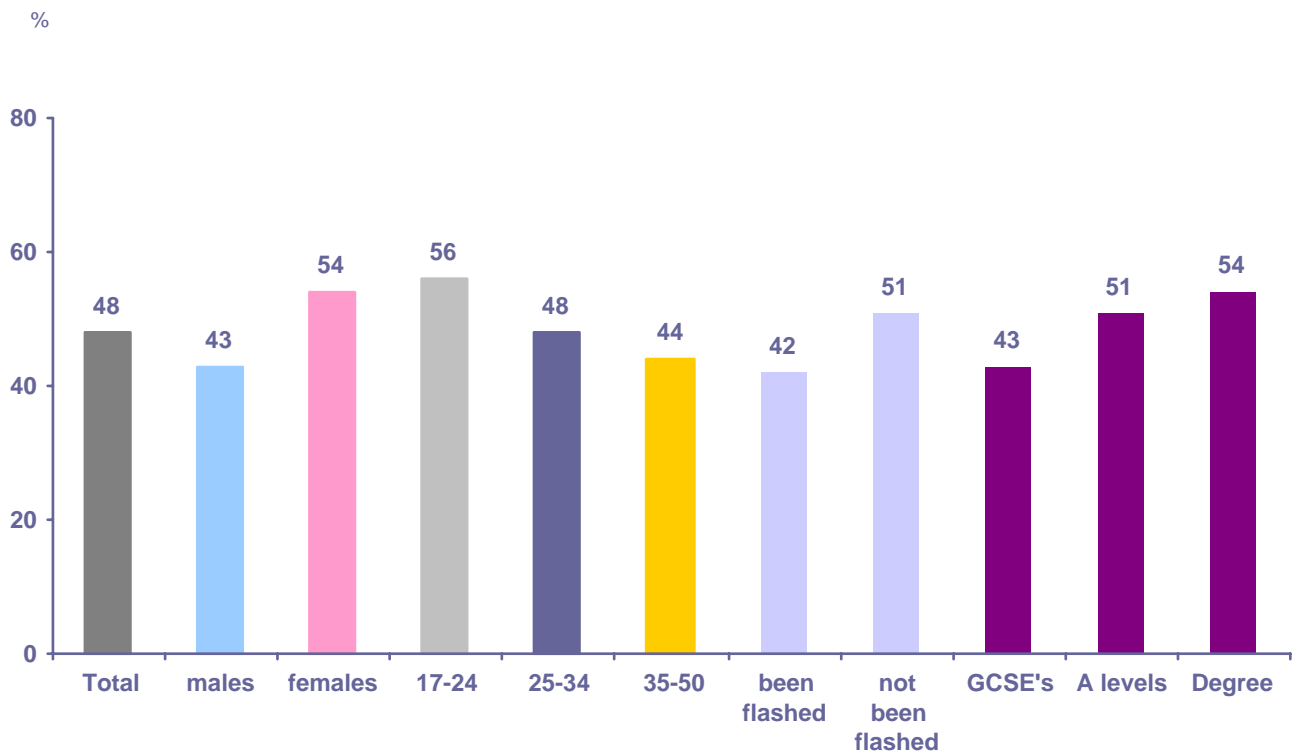
Interestingly, the TV advertisement Slowdown and the poster What's All The Fuss (discussed later in this report) were both considered effective and thought provoking because they clearly show the surprising consequences of speeding just a little.

These two advertisements depict a similar sort of scenario to that described in our statement above. This type of scenario or 'argument' against speeding clearly held water for some in our sample!

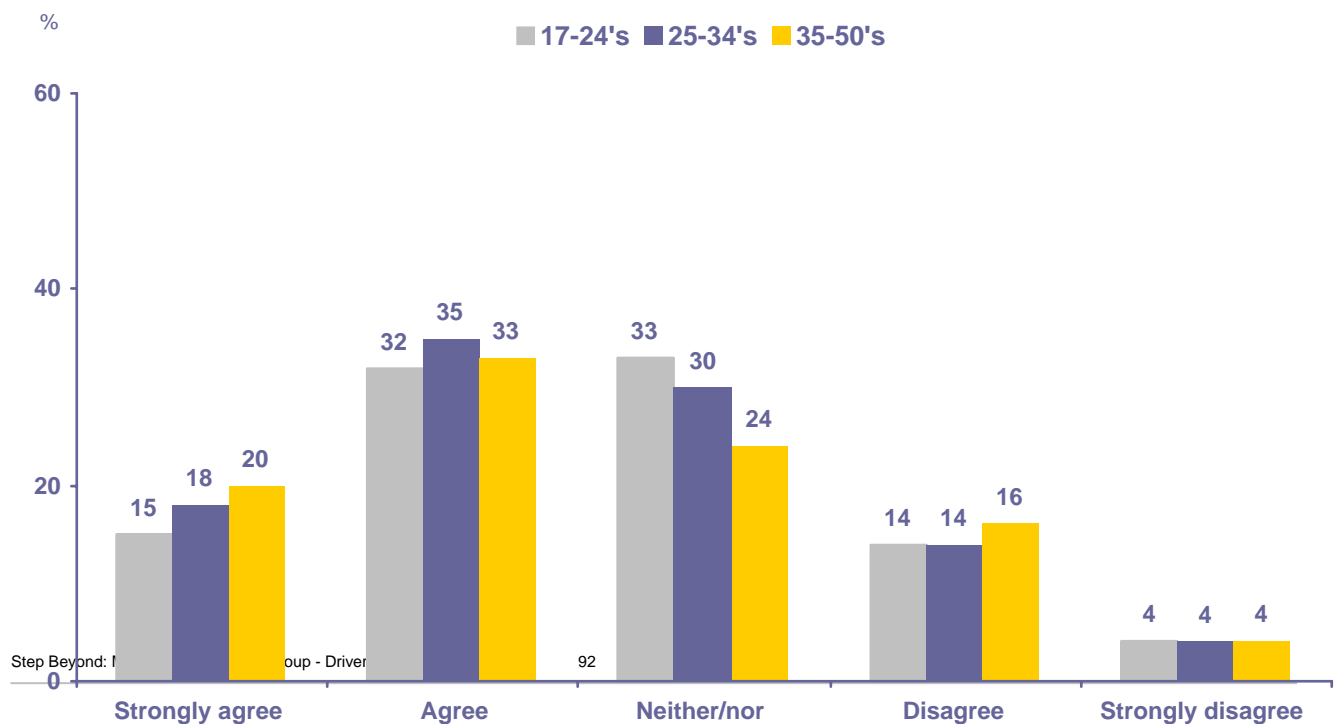
The graph below highlights the demographic characteristics of those people who are least likely to agree with this statement – they tend to be male, in the older age groups, with lower education levels and to have been flashed by a speed camera.

**'Driving just a little bit faster makes you a lot more likely to crash'**

% agree: total sample



**Speeding is selfish**

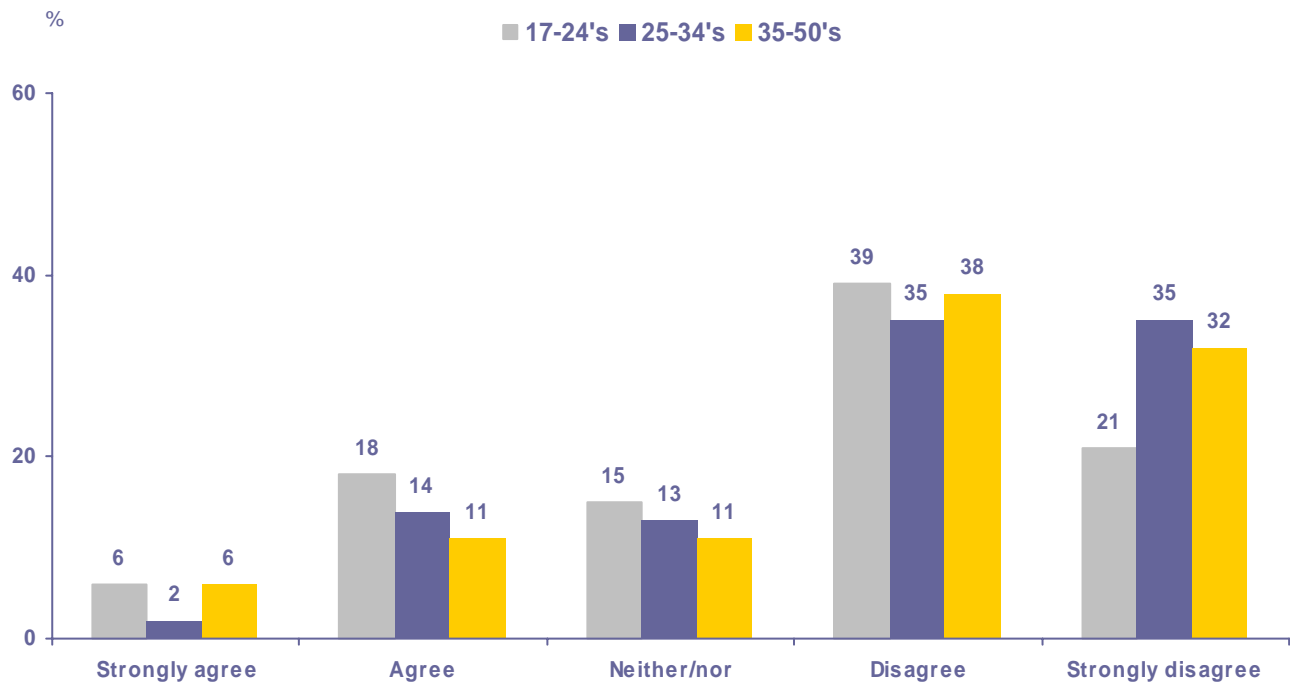


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The 35-50 year old drivers in the sample were more likely than their 17-24 year old counterparts to have an opinion on this – overall being more likely feel that speeding is selfish. Those who felt this to be the case were most likely to be females (62% agree vs. 43% of males) and/or not to have been flashed (58% vs. 42% of those who had been flashed)

The majority of Midlands drivers, and especially women, feel speeding is selfish.

### My passengers sometimes ask me to drive more safely

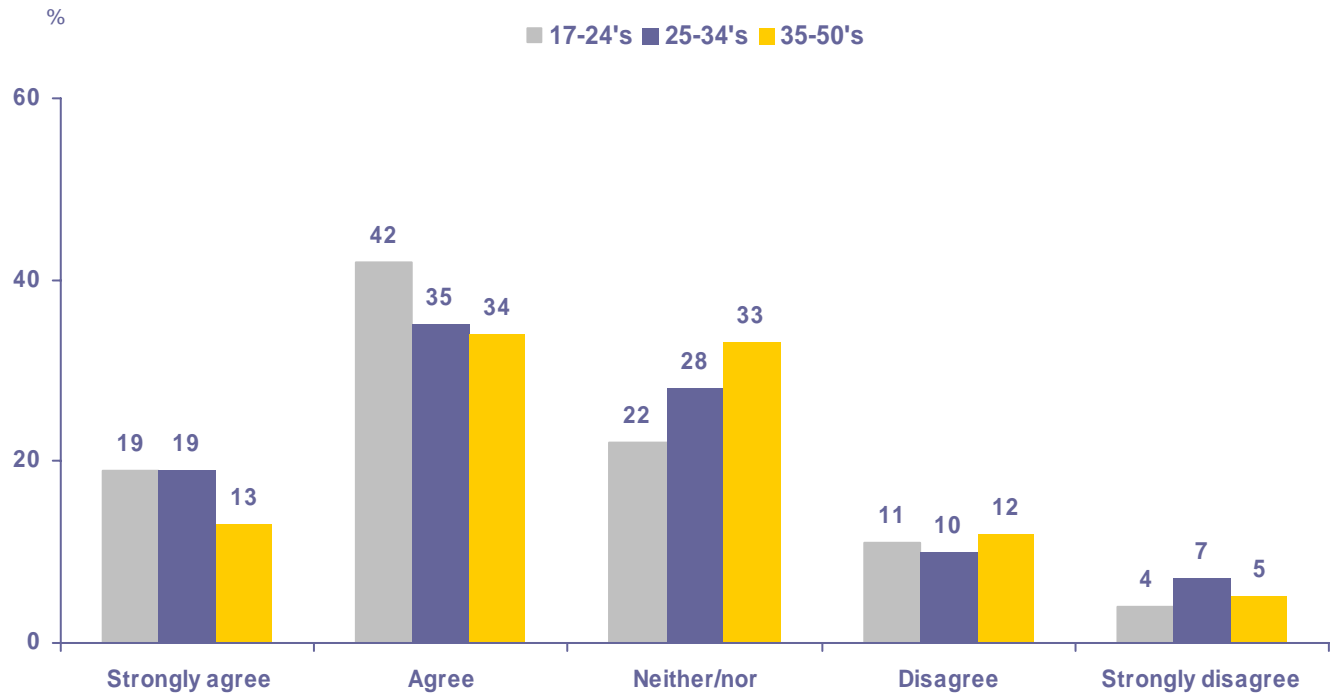


**This statement is something of an acid test as to the extent to which drivers speed,** given the previously noted reluctance among many passengers to speak out. In total, one in four drivers aged 17-24 said their passengers sometimes ask them to drive more safely – significantly more than the 17% of 35-50's and 16% of 25-34's. This is especially alarming given the qualitative findings that younger passengers, especially males, are least likely to ask the driver to slow down.

Those who disagree strongly with this statement tend to be females.

Around a quarter of drivers aged under 25 say their passengers sometimes ask them to drive more slowly – this is of particular concern given that we know many passengers in this age group are unwilling to speak out.

### Although I drive fast I'm always in control

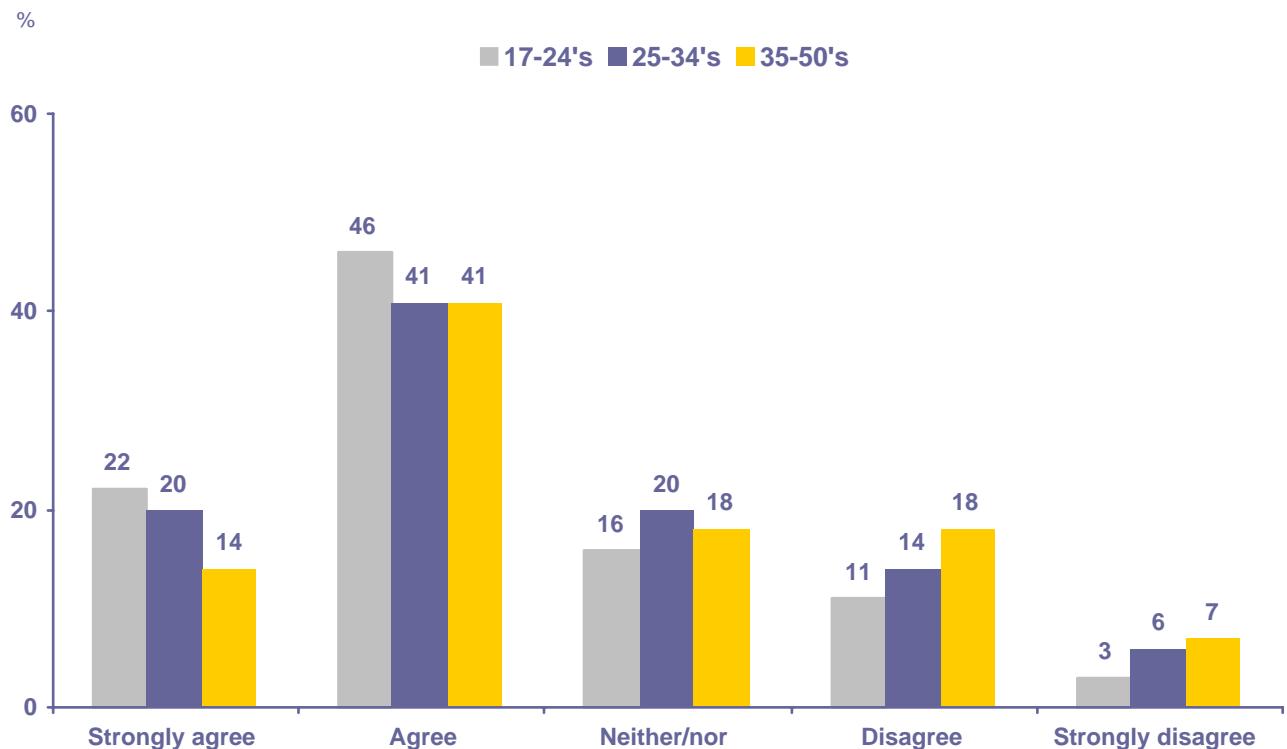


This statement reveals a great self-belief among our sample, in that many respondents in each age group considered themselves to be always in control, even at speed. **It is of particular concern that this self belief is greatest among the youngest and hence least experienced drivers – the road casualty figures indicate that this is clearly not the case.**

Men are far more likely than women to feel they are in control when driving fast, particularly those high mileage drivers.

The majority of drivers feel that they are always in control, even when driving fast. It is a real concern that this self belief is greatest among the youngest and, hence, least experienced drivers particularly as this group account for a disproportionately large number of serious and fatal road casualties.

### I like to put my foot down on open roads and motorways



**More than half the total sample agreed with this statement, but as many as 68% of 17-24 year old drivers.** Within the youngest age group, 76% of males agreed (and 28% of them strongly), compared with 57% of females. It is also interesting that young drivers who mainly drive in urban areas are far more likely to agree than those who drive mainly in rural or suburban areas (76% compared with 60% and 64% respectively) It is also notable that 79% of those who have been flashed agree vs. 64% of those who have not (as do 86% of those with 4+ points and 86% whose car is modified)

The qualitative research indicated that this 'putting my foot down' often consists of speeds of up to 100 mph on motorways. A number admitted to exceeding 100 mph "on occasion" but for most the fear of a driving ban prevented them from exceeding 100 mph frequently or for a long period of time. The feeling amongst most was that speeding on the motorway is less dangerous than speeding in built up areas and the temptation to put one's foot down just for the hell of it was irresistible for some.

*"There's a place for it. Obviously you don't do it through town, outside schools and whatever. On an open motorway there's nothing wrong with going over 100 mph, nothing at all. "*



*"I feel comfortable doing 90. I wouldn't feel comfortable doing 110... so I think if you drive within your limits, others feel comfortable doing 105, 110, fine if they can handle doing that, they don't cause any problems or danger to other road users and the situation is such that they can do that, on an open road, then I don't have a problem with it. "*

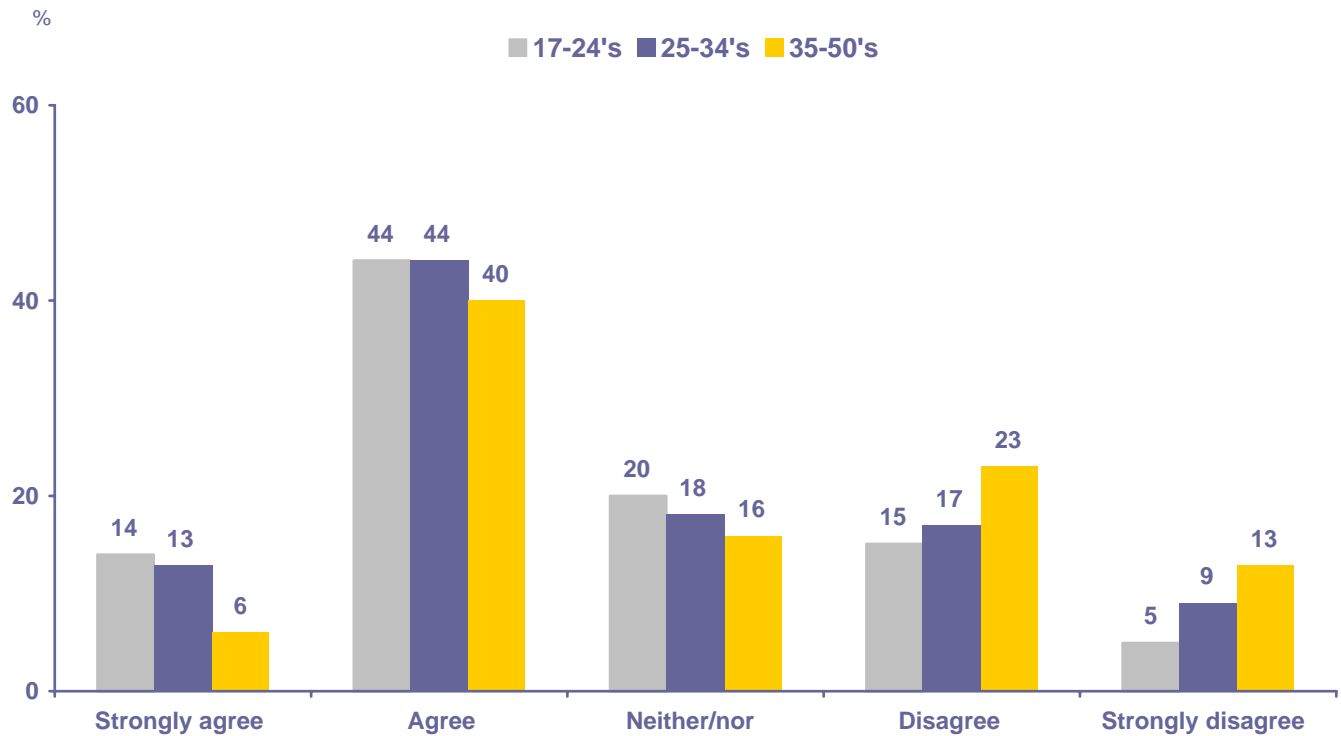
*"I think sometimes you don't realise, but other times you just feel comfortable doing it, because it's a clear road, so the choice is stick to 70, and see everybody whiz past you and take 30 minutes getting home or do 95, 100 and take 20 minutes getting home and do what everybody else does"*

On open roads/dual carriageways speeding was also prevalent. Claimed speeds of up to 85 mph in a 70 zone and 60 in a 40 zone were not uncommon.

*"There is a section of road on the way to Doncaster, a big clear road with no ... there's no residential area, it's just open countryside and it's a 40mph speed limit, it's so slow, nobody sticks to it. Everybody's going 50/60 and I must admit I go about 50 because it's just ridiculous because it's such a long, smooth road. And they say it's to reduce accidents and everything but I don't see how you can possibly have an accident on that road, it's just so long and flat, you're not going anywhere and I do think they do get the speed limit wrong sometimes for the types of roads and conditions"*

Two thirds of drivers aged under 25 say they like to put their foot down on open roads and motorways – the qualitative research suggests that this often involves speeds up to and exceeding 100mph if their car will allow it.

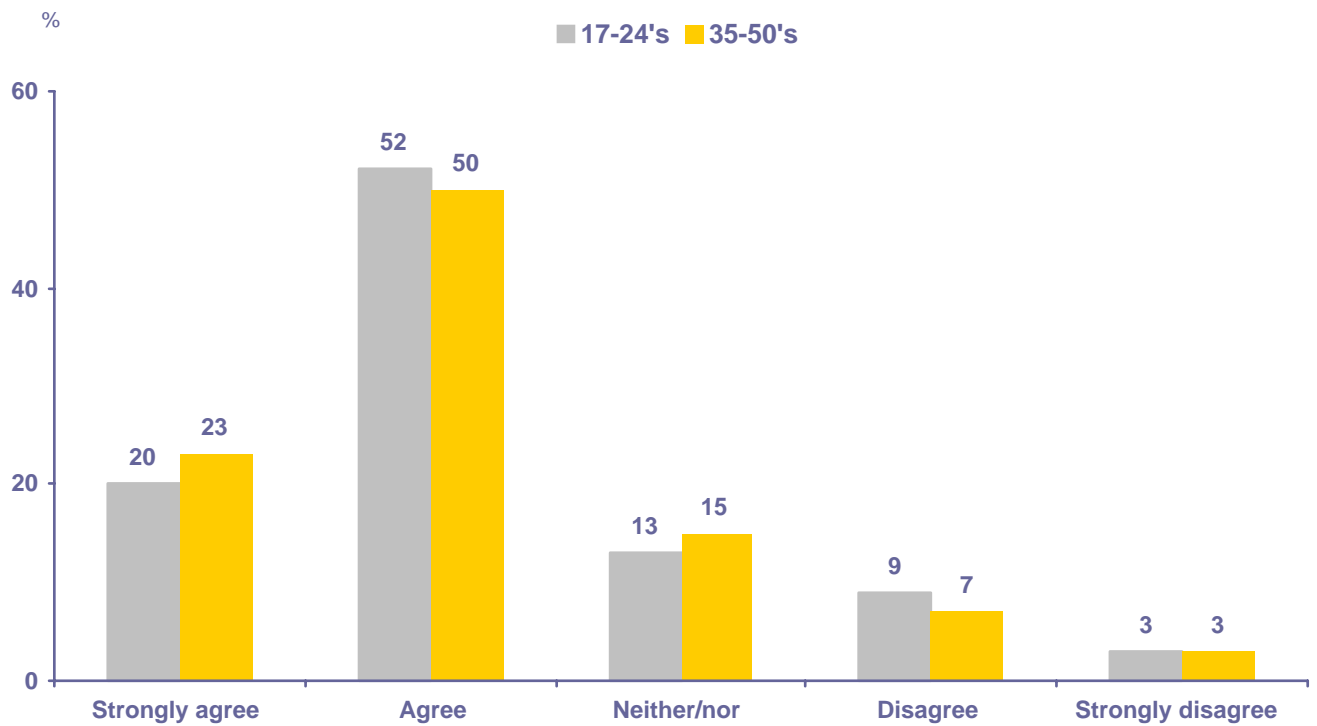
### I often don't realise I'm speeding



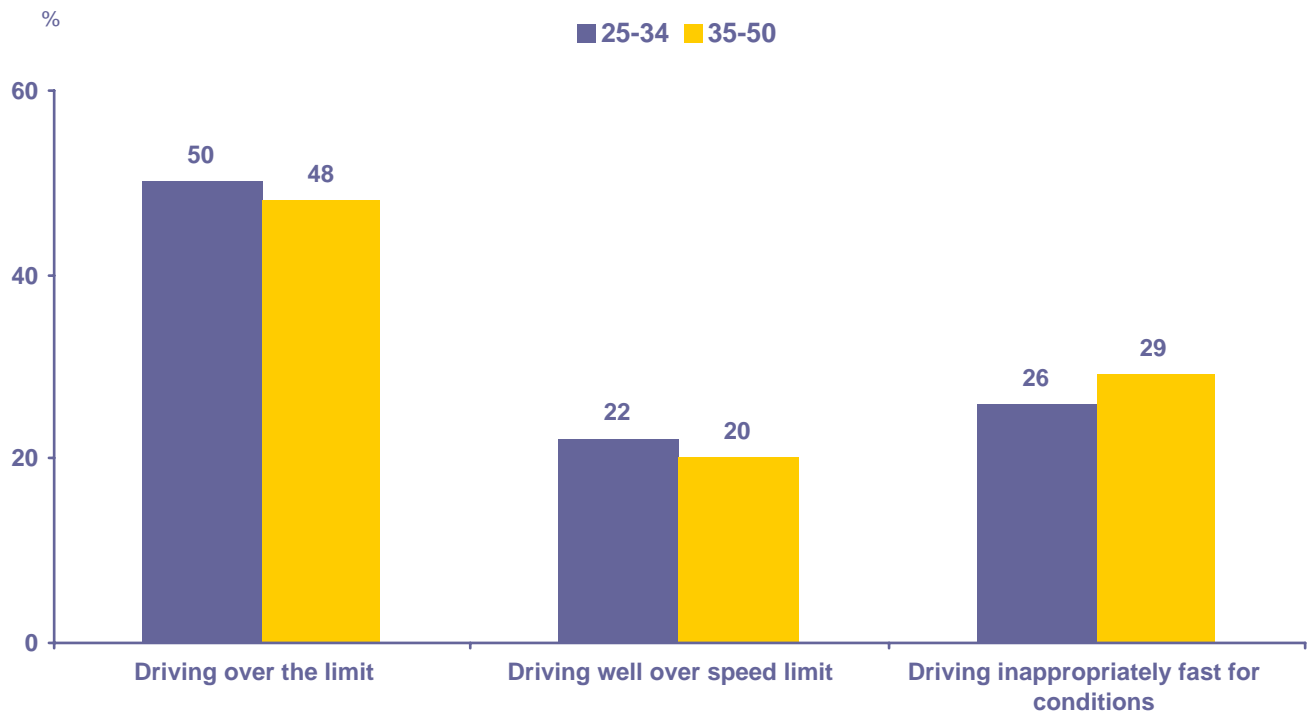
**It is clear from this research that many drivers often simply do not realise they are speeding – whatever their age group.** This is particularly true of those who drive mainly in suburban and urban areas and also those who have been flashed by a speed camera. It should be noted that the higher proportion of 35-50 year olds who disagreed with the statement in fact seemed to be saying they do not speed – even unintentionally.

This is also reflected in respondents' answers to the statement 'those flashing speed limit signs make me slow down', which the great majority agreed with – and around one in five strongly agreed. These signs do seem very likely to have most effect on those 'accidental' speeders though – those most likely to say they slow down tend to have higher levels of education and a clean licence, whereas those with points, a modified car etc don't feel the same way. Similarly, whilst just over half of the sample felt there should be more speed limit signs, this figure was highest among females and those who had not been flashed.

I slow down for those flashing speed limit signs



### What would you define as speeding?



Respondents in the two older age groups were asked what they would define as speeding – choosing their answer from a pre-coded list. It can be seen that nearly one in two feel speeding is driving over the limit – to whatever extent. **One in four however feel it is driving inappropriately fast for the conditions**, with this being slightly higher among drivers aged 35-50 and especially men (33%), AB's (38%), high mileage drivers (39%), those who've been flashed (34%) and those who've been in an accident (33%)

Interestingly, **among the 25-34's sample, as many as 27% of those with lower education levels and/or social grades felt speeding is driving well over the limit.** This compares with 18% of those with higher education and/or AB social grades. Correspondingly, 36% of high mileage drivers in this age group feel speeding is driving inappropriately fast for the conditions.

The qualitative research showed that some older 35-50 year olds feel that they are a better judge than the authorities of what constitutes an appropriate speed for the driving conditions.

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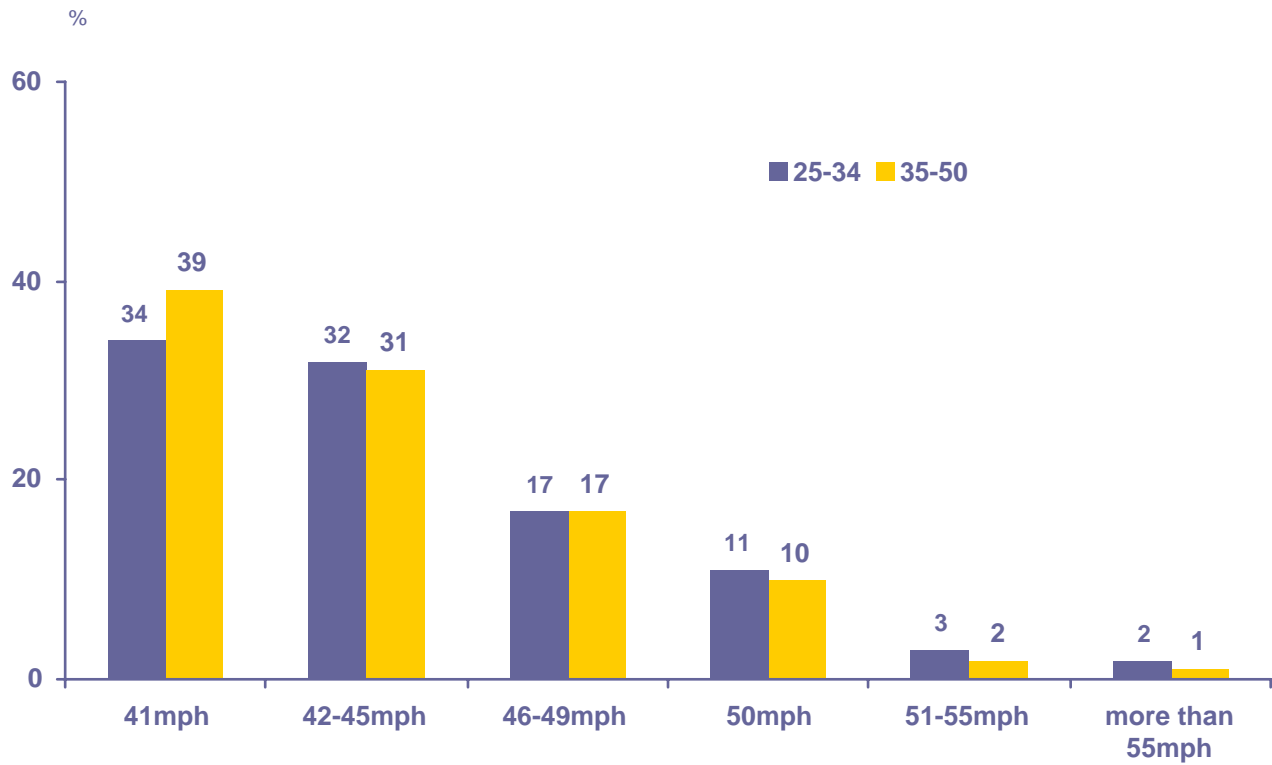
*“There’s the arbitrary thing that speeding is exceeding the limit that somebody thinks you should be driving at, those limits were set umpteen years ago before cars had ABS and God knows what they’ve got now. When we go to France and Germany, we drive a lot faster and I think more safely because if it says you will drive at 50km , there’s a damned good reason for driving at 50km an hour, whereas here they’ll say take a bend at 30 and realistically it could be taken at 50, so you tend to be a little less compliant with the road signs because often they don’t really seem to have meaning. I think if they were reviewed, people would be more respectful of them.”*

Many 25-34 year olds seemed from the qualitative research to speed almost as a matter of course; for them driving over the limit is normal, everyday driving behaviour. Consequently when asked to define ‘real’ speeding it is perhaps not surprising that they view this as driving *well* over the limit!

*“When I’m driving, I’m in control, I’m reading the road. If I’m going up the road and there’s nothing there and it’s clear, what’s the problem? (with speeding)”*

*“whenever I’m driving it’s always, flat out.”*

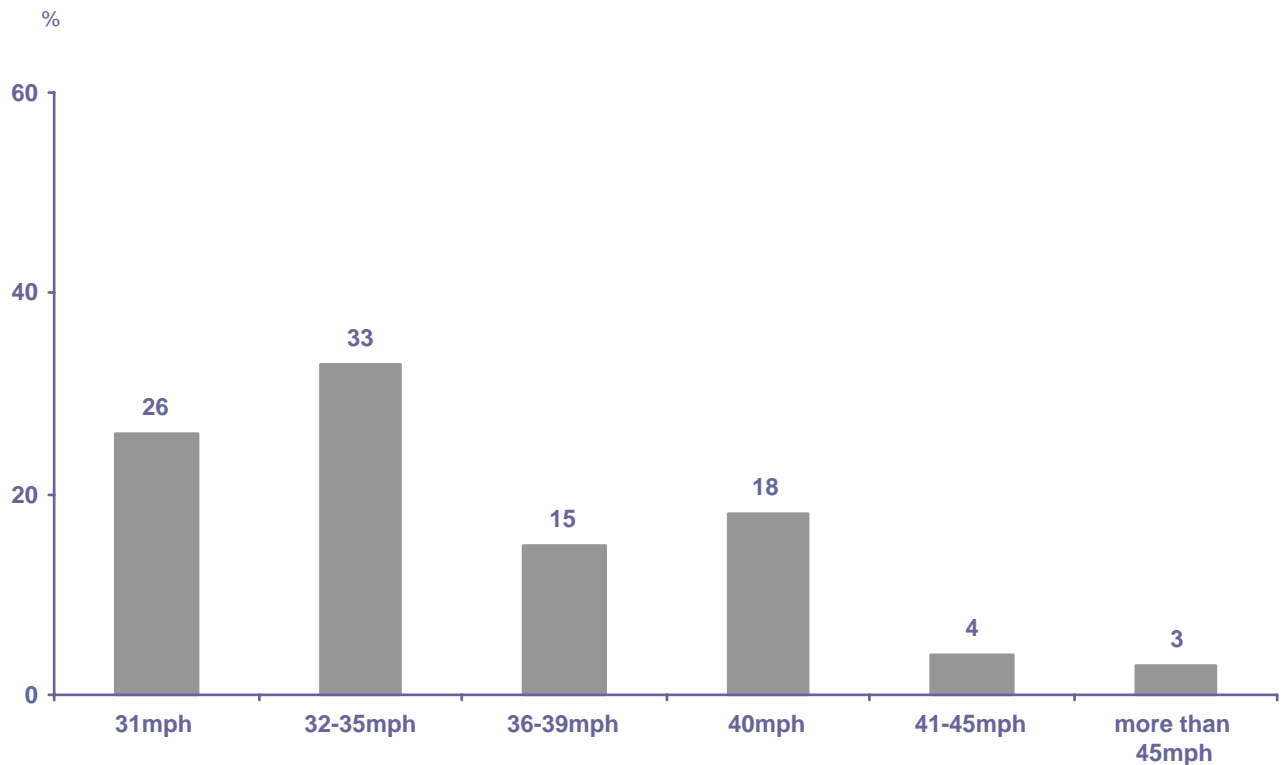
**Number of miles per hour would describe as speeding in a 40mph area**



It can be seen that four in ten drivers aged 35-50 describe speeding as 41mph in a 40mph zone. There is a marked difference between whether or not they have been flashed – 41% who have been flashed would describe speeding as more than 45mph, compared with only 24% who have not been flashed.

Likewise, within the 25-34 age group 25% of drivers who had been flashed described speeding as 50mph+ in a 40mph zone – compared with 11% of those who have not been flashed. Further, 22% of those who'd been in an accident cited 50mph+, compared with 9% of those who had not been in one.

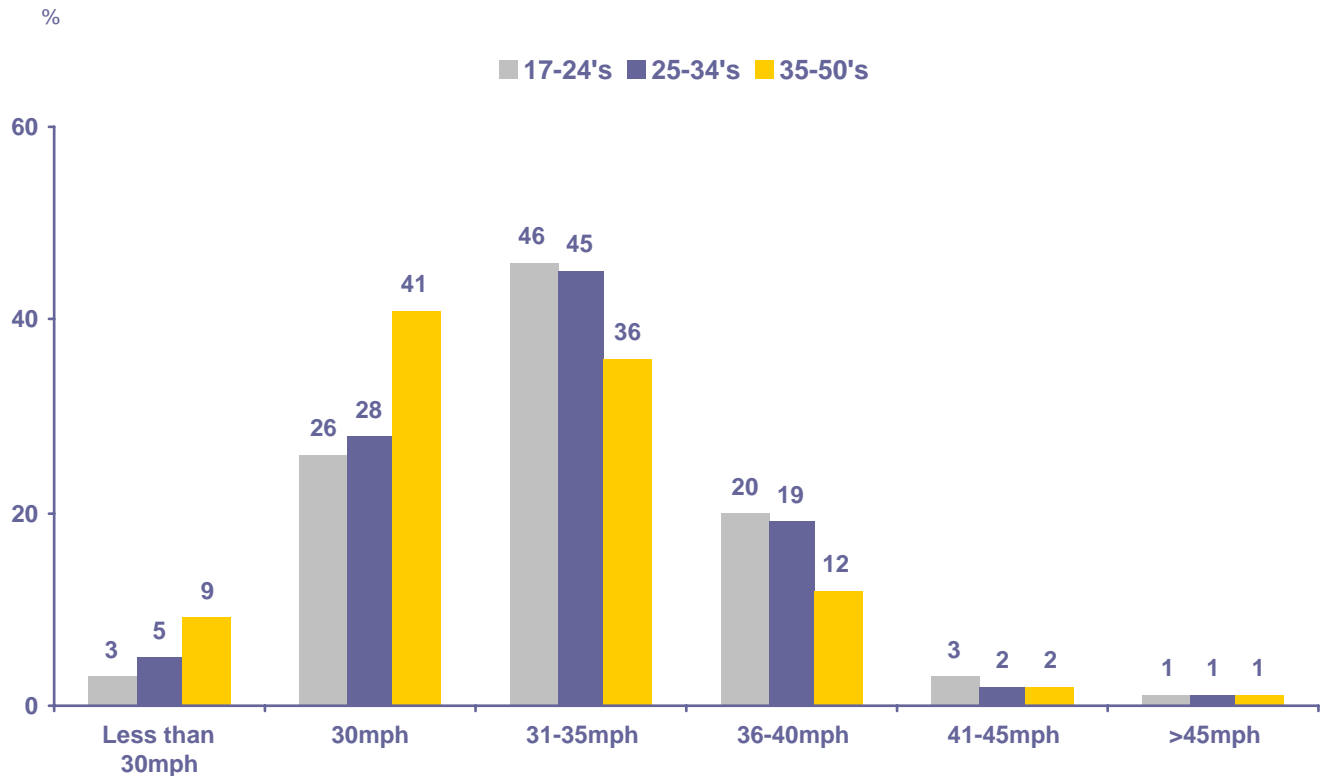
**Number of miles per hour would describe as speeding in a 30mph area**



The 17-24 year olds were asked this question relating to a 30mph area – their responses are very illuminating. **Only 26% described speeding as 31mph – and 25% actually considered it to be 40mph or above.** Furthermore, as many as 40% of those who had been flashed would describe speeding as 40mph or above, as would 41% of those with 4+ points and 32% of those who have been involved in an accident.

The qualitative research suggested that many 17-24 year old drivers do speed excessively so the fact that 25% regard anything below 40 in a 30 as not speeding is scary - but not surprising. Furthermore it reinforces the finding that 17-24 year olds have learned how to 'bunny hop' cameras in familiar, built up areas extremely effectively since although some are clearly speeding excessively in built up areas, they are not being caught as often as older age groups.

**Speed would usually do if the speed limit is 30mph  
(in normal road conditions)**



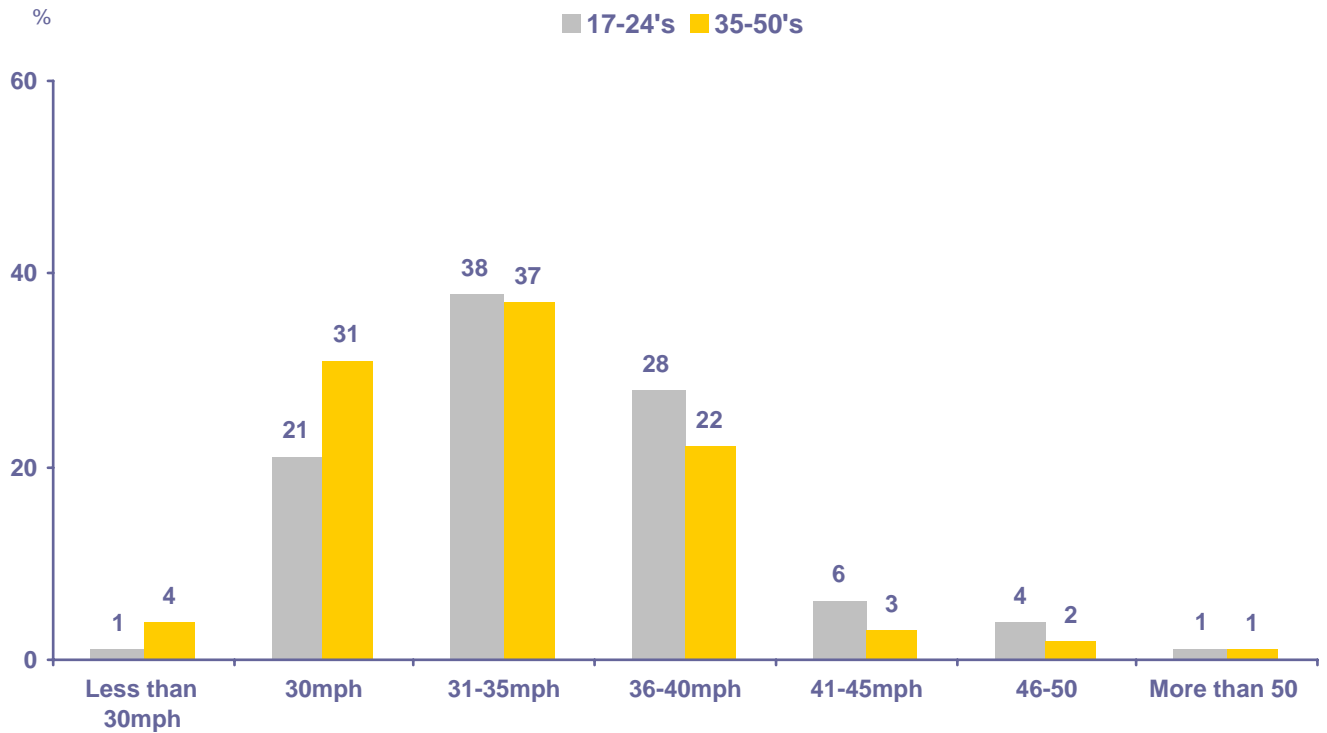
The previous findings continue to be reflected in the speeds that drivers admit to actually doing in a 30mph zone – although there will undoubtedly be a degree of under-claiming. It can be seen in the graph above that there was a significant difference in responses from the different age groups – with **50% of older drivers claiming to drive within the limit, compared with only 29% of 17-24 year olds**. One in four of the latter group admit to doing 36mph+, with this being particularly true of males (32%), 19-20 year olds(29%) and those who left school after GCSE's (32%). Importantly, it is even truer of those 17-24 year olds who have been flashed (38%), those who have been in an accident (34%) and those with 4+ points (51%)

Seventy percent of under 25yr olds admit to breaking the 30mph limit. However, by the age of 35, 50% say that in a 30mph limit they would drive at 30mph or less. The vast majority of drivers also say that they slow down for electronic speed limit signs.

These results also suggest that many drivers often simply do not realise they are speeding, which is particularly evident in the qualitative findings for 35-50yr olds, and among those who have been flashed by a speed camera.



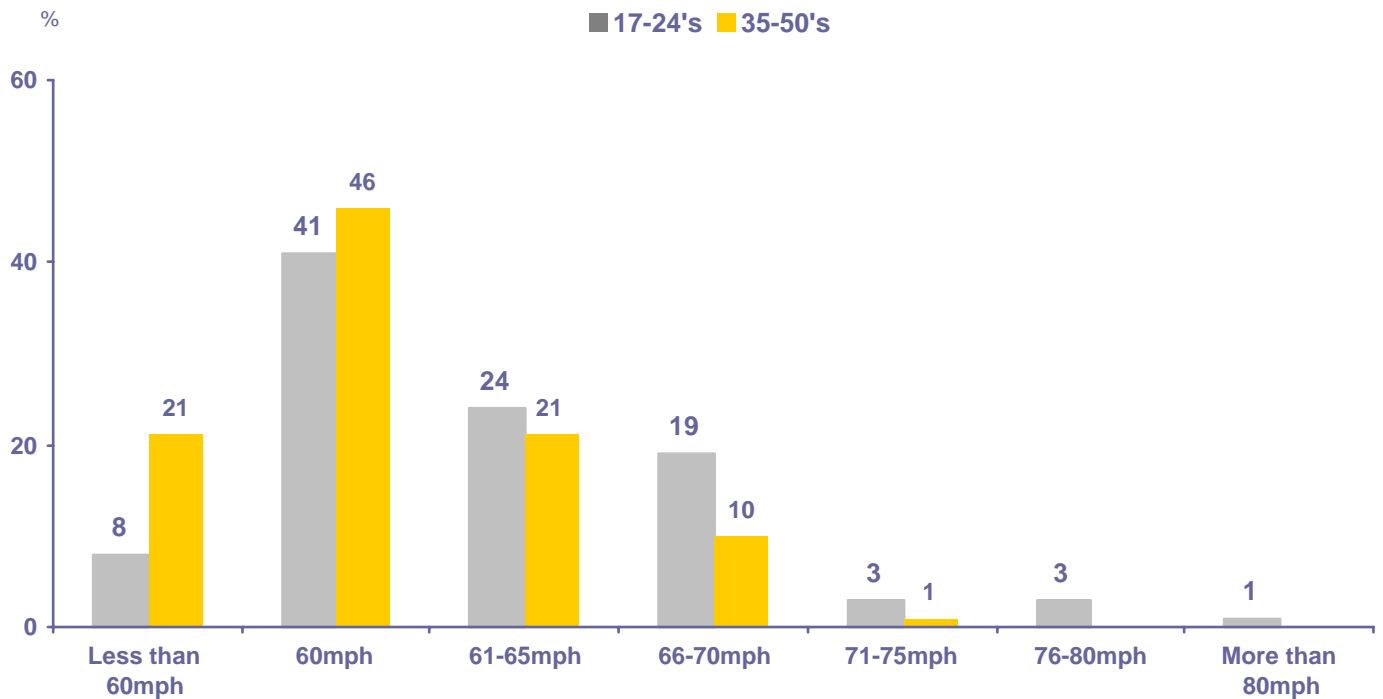
**Maximum speed would consider safe in a 30mph zone  
(given normal road conditions)**



**It was apparent in the research that 17-24 year old drivers have quite different perceptions as to what constitutes a safe speed in a built up area than do their older counterparts.** As many as 39% said 36 or above, with this increasing to 49% of 19-20 year olds, 49% of those who'd left school after GCSE's and 51% of those with a modified car.

Likewise, men in the older age groups mentioned higher speeds than did women, with a very distinct difference between those who'd been flashed (38% saying 36mph+) and those who had not (22%)

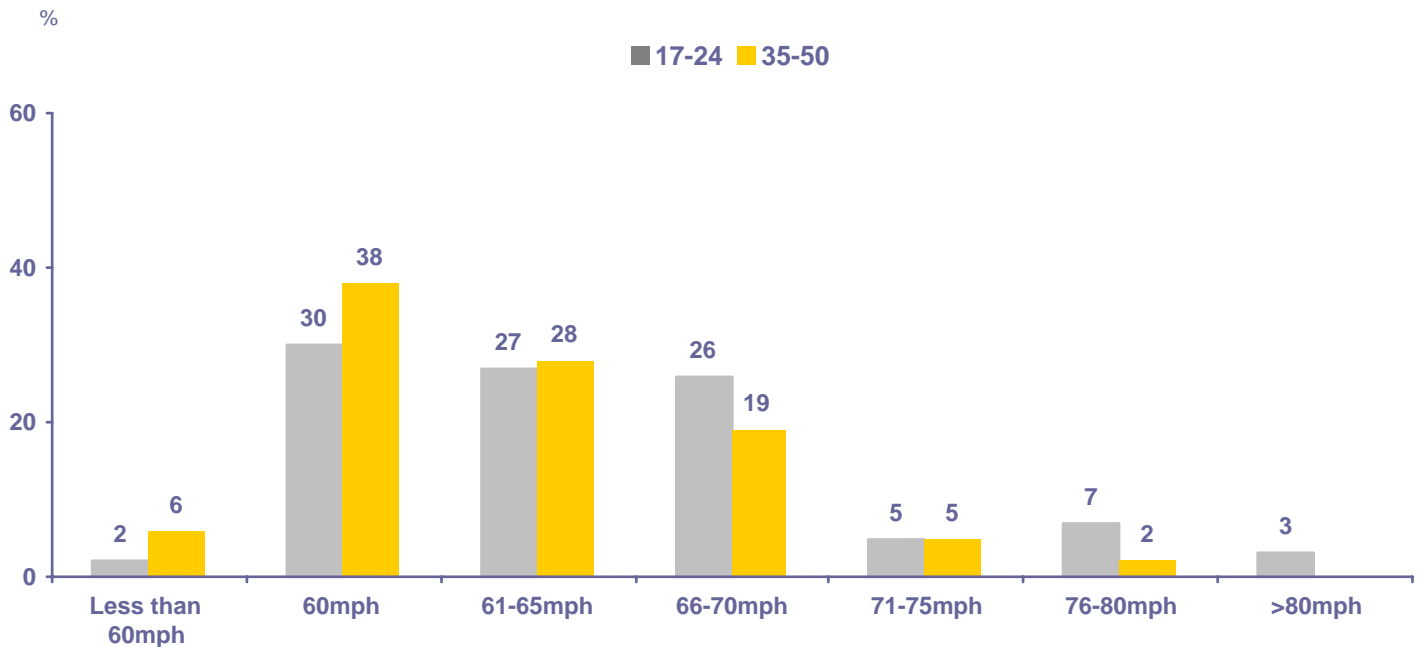
### Speed would usually do in a 60mph



Similarly, **50% of drivers aged 17-24 claimed to normally break the speed limit in a 60mph zone** – although it should be noted that this is fewer than the 70% who said they broke a 30mph limit. This was again most likely to be true of males, those who had been flashed and drivers of modified cars. As many as 28% of those who'd been flashed said they normally do over 70mph in a 60mph zone, as did 31% of modified car drivers.

By comparison, **the majority of 35-50 year old drivers claimed to normally do 60mph or less**, with only 2% admitting to doing more than 70mph.

**Maximum speed would consider safe in a 60mph zone  
(given normal road conditions)**

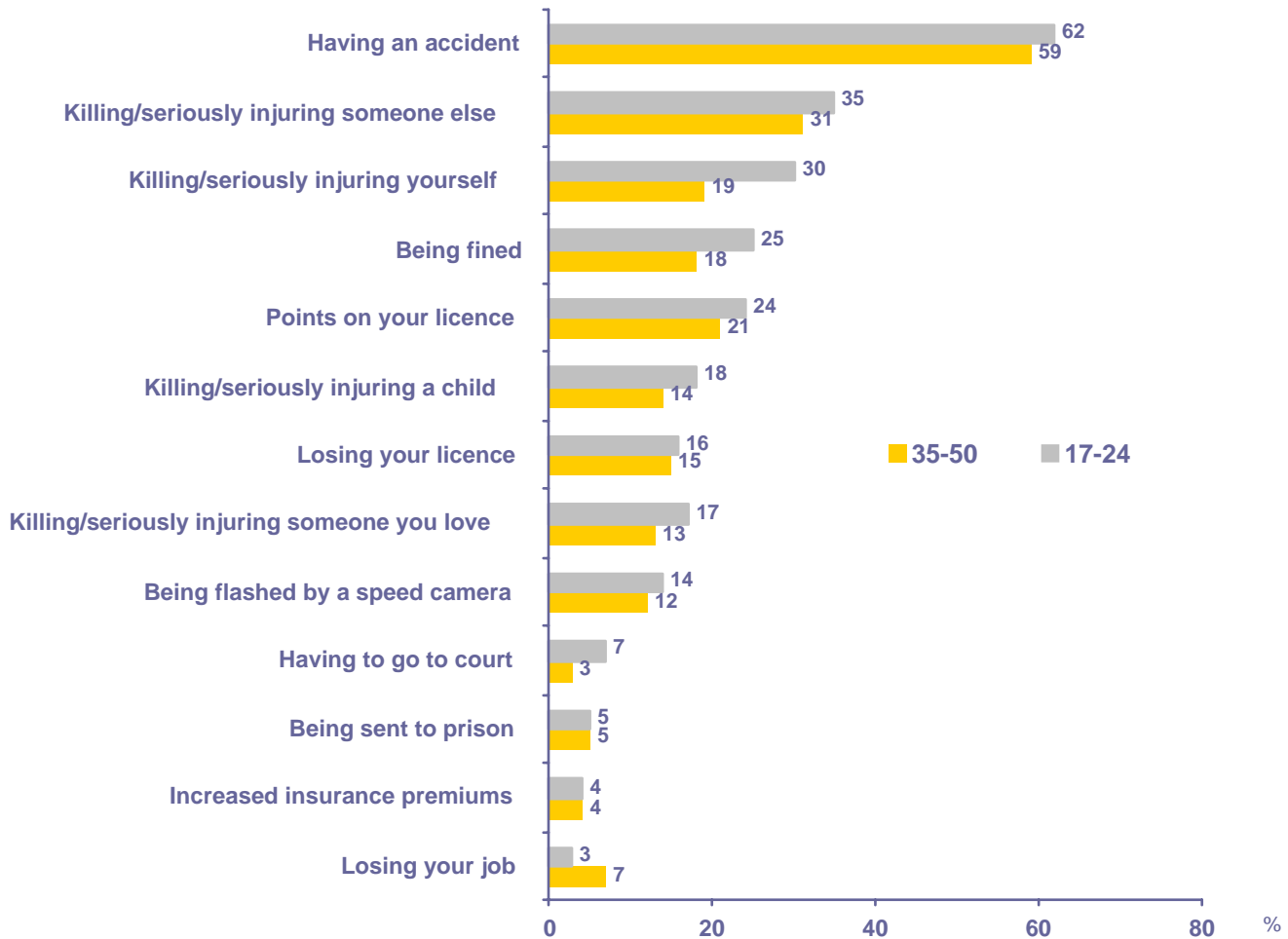


These findings continued when respondents were asked to state the maximum speed they would consider to be safe in a 60mph zone. **One in ten 17-24 year olds actually considered 76 miles or over to be safe, which is an obvious concern.** This figure increased to 15% of males (as opposed to 5% of females), 28% of those who have been flashed, 30% of those with 4+ points and 23% of those with a modified car.

In comparison, hardly any 35-50 year olds felt 76mph+ to be safe. The same patterns relating to number of points, whether they'd been flashed, gender etc were evident within the sample, but their boundaries were significantly lower than the young drivers.

## 4.9 The Consequences of Speeding

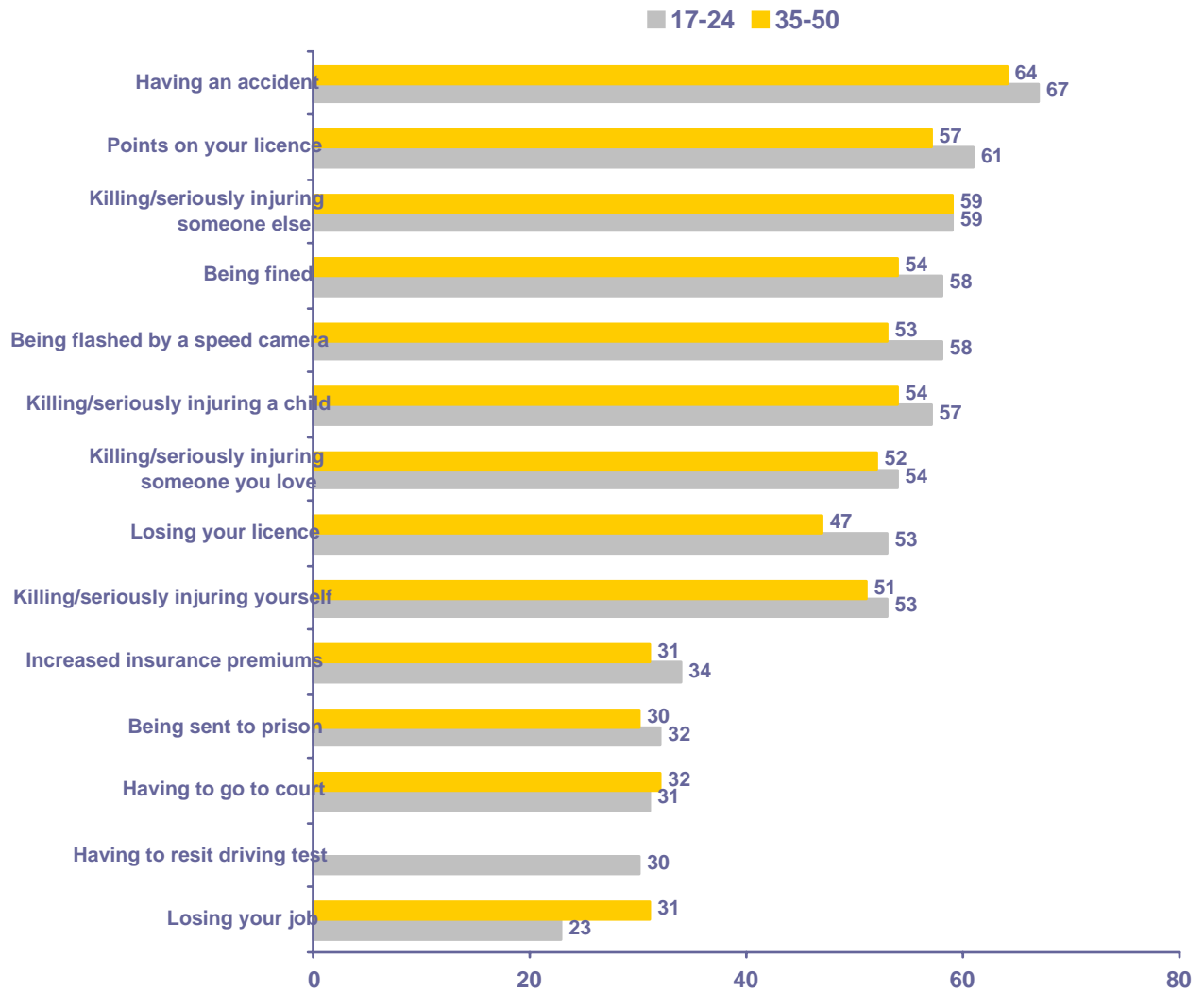
### Possible negative consequences of speeding (spontaneous)



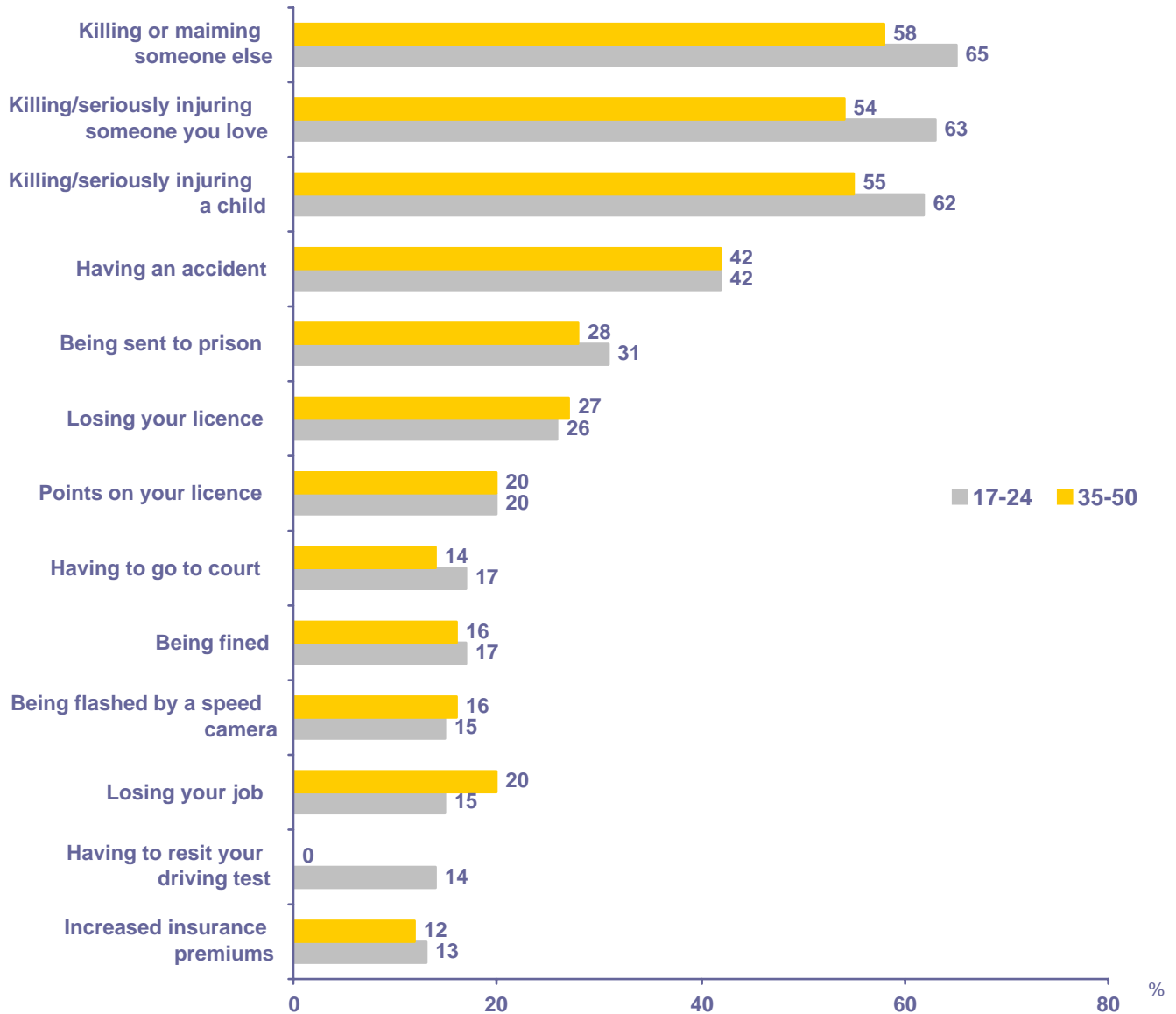
It is apparent from the above graph that whilst the majority of people are spontaneously aware of the possibility of having an accident while speeding, rather fewer mention each of the other, often more serious possible consequences. In general, the younger age groups were more aware than their older counterparts of the risk of killing themselves or being fined (which reflects the previously noted complacency among the older age groups and frequent feeling that they can handle speed)

After prompting, around one in two respondents said that they had in fact previously thought about many of the possible consequences of speeding – they just weren't top of mind. Many had not previously thought of the 'down the line' consequences such as losing their job, having to go to court, being sent to prison etc. Just 30% of 17-24's said they'd previously thought about the fact they may have to resit their driving test.

### Possible negative consequences of speeding (prompted)

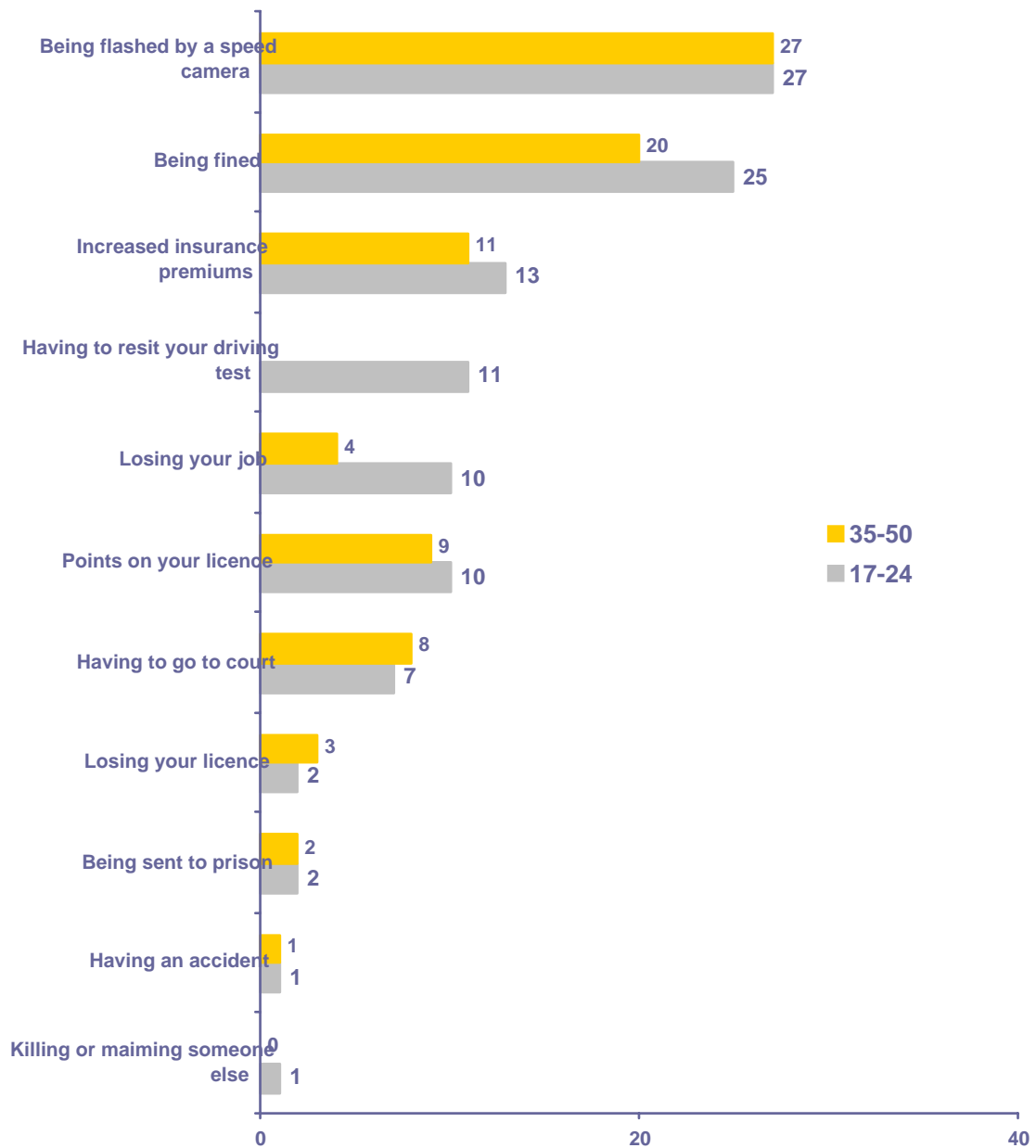


### What would slow you down?



When asked what would actually slow them down, the majority of respondents in all three age groups said killing or seriously injuring someone else – whether it be someone they love, a child, themselves or someone else. **It is therefore clearly apparent that drivers need to be convinced that this is a very real possibility as a direct consequence of their speeding.** In contrast, the possibility of being flashed by a speed camera (with its subsequent consequences) was felt by respondents to have far less of an impact on the way they drive.

### What would be least likely to slow you down?





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## 5.0 Psychographic Segments

### 5.1 17-24 Year Olds

We found two types of 'boy racers' in the younger age group: A quarter of drivers aged under 25 fall into the stereotypical group – racing for the fun and thrill of speed. However, a further 11% fall into a group that is typified by feelings of anger and aggression in most driving situations, but who feel buzzing, excited and happy when speeding. They also seem to be more likely to drink & drive and not wear their seatbelt.

## Deathwish

11% of 17-24's

### Strongly agree that...

- I really enjoy driving fast
- Almost everyone speeds in this country
- I enjoy working on & showing off my car
- I like cruising around in nice cars
- My passengers sometimes ask me to drive more slowly
- I like showing off my car
- I'm generally a nervous passenger

### The least likely to say

- My passengers are always very relaxed
- I'd never drink and drive (26% disagree)
- I always wear my seatbelt (46% disagree)
- Those flashing speed limit signs slow me down
- I only speed when I'm in a hurry

40% describe speeding as 40 or above in a 30mph area

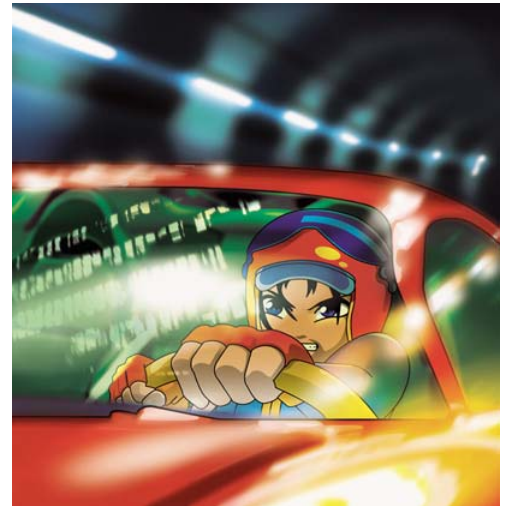
And one in two admit to normally doing 35+ in a 30

One in four admit to doing 75+ in a 60

One in two say they only look at their speedo if they see a camera

Notably feel angry or annoyed in almost every driving situation except when driving fast

When driving fast (or racing their mates) feel confident, buzzing, excited and happy



*“ it’s kind of like smoking – you know it will kill you but you do it anyway”*

## Young and Reckless

25% of 17-24's

### Strongly agree that...

- I enjoy driving
  - I love cars
  - I like cruising around in nice cars
  - Although I drive fast I'm always in control
  - Driving is 'me' time when I feel free and relaxed
  - I like showing off my car
- I like to put my foot down on open roads & motorways

### Agree that...

- My car and I can handle speed safely
- Speeding is only dangerous in certain circumstances
- When I'm a passenger I'd never ask the driver to drive more safely
- My passengers are always very relaxed

### When driving fast feel...

- Confident, in control, focused
- When behind slow drivers feel frustrated & irritated



### Who are they?

- Males (72%)
- Left school after GCSE's (40%)
- C1C2
- The most likely to have their own (modified) car
- The most frequent drivers
- The least likely to travel as a passenger

The great majority admit to (significantly) breaking the speed limit

Just 24% have been flashed

BUT: Relatively unlikely to have been in an accident (33%)

### Why do they speed?

Because they enjoy it

Because they think it is safe to do so (their car will protect them)

*" I know if they had given me a 2 year ban, an 18 month ban, I would have been back in the car. I enjoy it, it's what I do, and it wouldn't have stopped me"*

## Fast and Far Away

27% of 17-24's

Generally don't have strongly felt attitudes towards cars and driving

When being tailgated feel...

- Annoyed
- Irritated
- Hassled

But otherwise reasonably indifferent to other drivers (don't notice them?!)

Enjoy driving and don't like being a passenger

Generally feel speeding probably is dangerous - but do it anyway

But apparently not to same extent as others and primarily on open roads and motorways?

The most likely to have been in an accident (but typically only minor)

One in four have been flashed



### Who are they?

Equal numbers of males and females

The most likely to have a degree (44%)

Higher social grades (34% AB's)

Nearly 4 years since passed test

### Why do they (often) speed?

Because they don't realise how fast they're going

Because they haven't really thought about the social consequences

Often instead focused on risks of being flashed, fined, increased insurance etc (not a real barrier)

And seem to be generally anti- enforcement. Relatively unlikely to say...

- Those flashing speed limit signs slow me down
- I'd speed less if I knew the speed limit
- There should be more 30mph signs

But more likely than most to say would slow down if killed someone they love

*“I was driving down the road, didn't actually know it was a 30 mile area, thought it was 40 and I wasn't even doing 40 and I got done, that was the horrible thing that annoyed me the most”*

## Confident Steady Eddies

14% of 17-24's

### Strongly agree that...

Driving just a bit faster makes you a lot more likely to crash

To me the possible negatives of speeding just aren't worth it

Speeding is selfish

I'd never drink and drive

I always wear my seatbelt

### Agree that...

I am a cautious driver

I can see no particular reason to speed

Cars to me are only a way of getting from A to B

My passengers are always very relaxed

When driving feel safe, confident, in control, happy, relaxed

### Who are they?

Very average in terms of demos

More likely than most to drive Mum or Dad's car (because they're trusted?!)

The least likely to have been in an accident

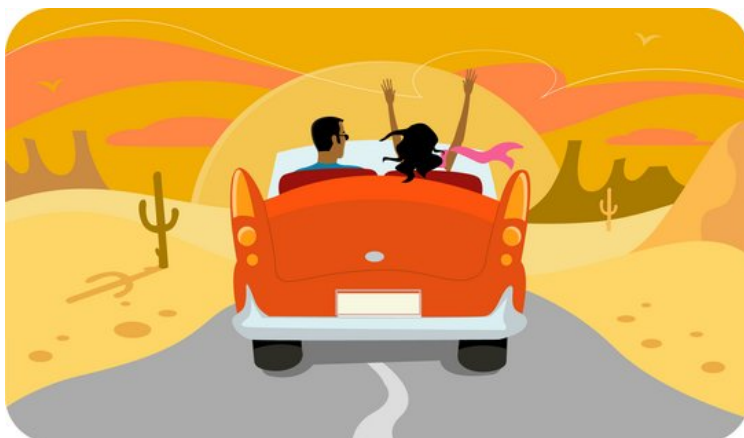
Highly unlikely to have been flashed!

### Why don't they speed?

Because they are aware of the possible consequences

### When do they (occasionally) speed?

When they don't realise what the speed limit is



*“I don't drive like an idiot anyway really. My friends say I drive like an old lady anyway, so I don't really need to change too much for other people. I might sound a bit arrogant, but I don't drive like a maniac at all”*

## Nervous Steady Eddies

23% of 17-24's

By far the least likely to agree that...

- I love cars
- I enjoy driving
- I think I'm a better driver than most people
- Driving is 'me' time when I feel free & relaxed
- My car and I can handle speed safely

Disagree that...

- My passengers sometimes ask me to drive more slowly
- I really enjoy driving fast
- I like cruising around in nice cars
- Although I drive fast I'm always in control
- Cars are pretty safe to speed in nowadays

When driving fast most likely to feel nervous and unconfident

When driving within the speed limit feel safe



### Who are they?

- Females (74%)
- Slightly older (23-24)
- 44% have a degree
- Most likely to drive small hatchback (60%)

40% have been in an accident - the majority have driven more cautiously ever since

Highly unlikely to have been flashed!

### Being a passenger

- Would ask the driver to drive more slowly
- Some admit to being nervous

### Why don't they speed?

- Because they don't have the confidence to do so

### Why do they (occasionally) speed?

- If they are in a hurry

*"I get flustered when the roads are busy...I wouldn't say I'm a very confident driver"*

## 5.2 Psychographic Segments

### 25-34 Year Olds

## Fast & Cocky

### 25% of 25-34's

#### Strongly agree that...

- I enjoy driving
- I love cars
- I get impatient with poor drivers
- Although I drive fast I'm always in control
- I like to put my foot down on open roads

#### Disagree that...

- Cars are just a way of getting from A to B
- Speeding is selfish
- I can see no reason to speed
- Driving just a bit faster makes you a lot more likely to crash
- Those flashing speed limit signs slow me down

#### The most likely to agree that...

- I really enjoy driving fast
- I only ever look at my speedo when I see a camera
- Driving is 'me' time when I feel free and relaxed
- I enjoy working on & showing off my car
- I think I'm a better driver than most people
- My partner is a poor driver
- My passengers sometimes ask me to drive more safely
- My kids like me to drive fast
- My car and I can handle speed safely
- I feel more comfortable driving fast than slow



#### Who are they?

- Males (67%)
- Left school after GCSE's (48%)
- High mileage - both open roads and built up areas

#### The most likely to...

- use their mobile, drink & drive and not wear their seatbelt
- have been in an accident (62%) and especially while driving. But the least likely to say had any impact on the way they drive
- define speeding as driving inappropriately fast for the conditions
- have been flashed (now just slow down for cameras)

#### Why do they speed?

- Because they enjoy it and can handle it (but quite evidently sometimes can't!)

*"I like driving, I like driving fast, if I could go in a racing car, I'd love it, I just love it, you know. I don't over speed particularly anyway, I wasn't going too fast that night, it just happened that my tyre blew...."*



## Stress City

(35% of 25-34's)

### The most likely to agree that...

- I feel under pressure when I'm driving to or for work
- I'm generally a nervous passenger

### The least likely to agree that...

- I enjoy driving
- I love cars
- I enjoy working on my car
- Driving is 'me' time when I feel free & relaxed
- My passengers say I'm a good driver
- I think I'm a better driver than most people
- I know what the best limit for the road is and drive accordingly
- My car and I can handle speed safely
- I feel more comfortable driving fast than slow
- I'd never drink & drive

But nor do they particularly feel that they are a cautious driver



### When driving fast feel...

Alert and focused - but relatively unlikely to feel in control

And the most likely to feel stressed

### Who are they?

- Both male and female
- Mixed ages
- Higher social grades (33% AB's)
- The most likely to have a diploma or degree (46%)
- Mainly drive to & from work, or for leisure

38% have been flashed and the vast majority did receive a penalty notice

### Why do they (often) speed?

Because they are stressed about work/kids/life/the universe!

*"I know if I'm driving my nieces to school for instance, they've got to be at school for 5 to 9 if you pull up behind a car that's taking ages to turn at the traffic lights, you're like, "come on, come on, you didn't have to take all day" and you just suddenly become a really aggressive driver"*

## Accidental Tourists

21% of drivers aged 25-34

### Strongly agree that...

- I enjoy driving
- I am a cautious driver
- My passengers say I'm a good driver
- My passengers are always very relaxed
- I often don't realise I'm speeding
- Those flashing speed limit signs slow me down
- I would speed less if I knew what the limit was
- There should be more speed limit signs
- Everyone speeds in this country

The most likely to use hands free; would never drink & drive and always wear their seatbelt

Likely to get impatient with poor drivers, but not particularly critical of partner's driving ability

### Driving fast

Can take it or leave it, but if they do, feel they are in control

Their passengers rarely ask them to slow down



### Who are they?

Both males and females and very mixed demos

More likely to be professional drivers than other segments in this age group (33%)

Higher than average mileage

Generally feel they are a better driver than most

The second most likely to have been in an accident (58%)

But have generally driven more cautiously ever since

Typically claim to do 31-35mph in a 30 (higher than average) and like to put their foot down on open roads

32% have points - made them feel annoyed with themselves

### Why do they (often) speed?

- because they don't realise they are doing so (don't know limit)
- because they enjoy it

*"I was on the motorway... you know, listening to the radio... and sometimes you just forget how fast you're going... especially if you've been driving for an hour or so... you're trying to keep it at 70, but sometimes it does creep up doesn't it?"*

## Steady Eddies

19% of 25-34's

### The most likely to agree that...

I am a cautious driver (95%)  
 Cars to me are just a way from A to B  
 Speeding is selfish (86%)  
 I can see no particular reason to speed (84%)  
 The possible negative consequences of speeding just aren't worth it

### Strongly disagree that...

I really enjoy driving fast  
 My kids like me to drive fast  
 Speed doesn't cause accidents  
 I get impatient with poor drivers  
 They always wear their seat belt  
 Their passengers never ask them to drive more slowly  
 They would never drink & drive  
 And they wouldn't use a mobile while driving

### Who are they?

Females (77%)  
 Social drivers  
 Do very low mileage - rarely on open roads and their cars typically have small engines

Define speeding as driving (even very slightly) over the limit

And very rarely speed themselves - 71% do 30mph or less in a 30

Hardly any have been flashed (12%) - and generally didn't get a penalty notice

The least likely to have been involved in an accident (45% - 30% of whom were not driving at the time)

But are still by far the most aware of the possibility of killing/injuring someone else



*“If you hit somebody and you were driving safely, then you could say “I did everything I could but I did it wrong”, but if you were speeding at 2mph over or anything like that, you hit a young kid and killed them or injured them, I don't think you could live with it”.*

## **5.3 Psychographic Segments**

### **35-50 year olds**

## Fast & Invincible

(27% of 35-50's)

### Strongly agree that...

- I enjoy driving
- I get impatient with poor drivers
- Although I drive fast I'm always in control
- Almost everybody speeds in this country
- I speed whenever I think it is safe to do so
- I like to put my foot down on open roads and motorways
- Speeding is only dangerous in certain circumstances

### Most likely to agree that...

- My passengers sometimes ask me to drive more slowly
- I think I'm a better driver than most people
- I really enjoy driving fast
- Driving is 'me' time when I feel free and relaxed
- Would rather drive than be a passenger

**Most common definition of speeding:** driving inappropriately fast for the conditions  
One in two describe speeding as 45+ in a 40mph area

**When driving fast** feel confident, in control, focused, alert, relaxed

**When stuck behind a slow driver**, most likely to feel Irritated, frustrated, annoyed, bored



### Who are they?

High mileage, often professional drivers

Males

The most likely to have had an accident when driving (45%)

Most drove more cautiously afterwards - but only for a while

By far the most likely to have been flashed (52%)

15% have received 3 or more penalty notices - but only 4% have six+ points

### The effect of those points?

More aware of where speed cameras are

Slow down-but only for cameras

Angry towards system

Anti-enforcement - 'a fine's not going to slow me down'

### Why do they (frequently) speed?

● Because it puts them in control and gives them confidence

● Because they can see no reason not to - they're a great driver and won't have an accident

*"I've been known to scare people - it's not intentional but you know when you're confident of your ability, it's easily done. Its lack of driving ability that kills, not speed and God knows you see enough incompetence around these days on the road"*

## Mr & Mrs Average

### 29% of 35-50's

- Can take or leave driving - not fussed
- Not particularly into cars - nor especially proud of their car
- Are not overly confident in their own driving ability - but still speed
- The least likely to consider themselves a cautious driver
- Often get stressed out by kids in the car
- The least likely to say 'my passengers are always very relaxed'
- The most likely to drink and drive

### Mixed definitions of speeding:

Most: driving over the limit  
 But also: driving well over the limit  
 driving inappropriately fast for the conditions

Two thirds describe speeding as 42+ in a 40mph area  
 The majority admit to breaking the speed limit

### Why do they speed?

Because they don't think it's dangerous

### Why don't they speed more?

Because they don't have the confidence of the Fast and Invincibles

### Who are they?

Pretty average in terms of demos - males & females  
 Drive medium hatchbacks

36% have been flashed

And one-in-four have points on their licence

### The effect of those points?

Feel angry towards the system  
 More aware of my speed

Often claim to only look at their speedo if see a camera (hence get flashed if don't see it?)

But say they'd speed less if they knew what the speed limit was



*"I wasn't doing any harm to anybody. I don't consider what I was doing was dangerous or putting anybody, including myself, at risk basically."*

## Confident Steady Eddies – 35-50's

### 26% of 35-50's

#### Strongly agree that...

- I enjoy driving
- I am a cautious driver
- I get impatient with poor drivers

#### Agree that...

- My passengers are always very relaxed
- I think I'm a better driver than most people
- Driving is 'me' time when I feel free and relaxed
- I know what the best speed is and drive accordingly

#### Strongly disagree that...

- My passengers sometimes ask me to drive more slowly
- I really enjoy driving fast

Would always rather drive than be driven (because are often nervous passengers)

Feel that speeding is selfish and does cause accidents

Most common definition of speeding: driving (even slightly) over the speed limit

One in two describe speeding as 41 in a 40mph area

62% claim to do 30mph or less in a 30 and 81% say they do 60mph or less in a 60

#### Why don't they speed?

Because they think speeding is generally dangerous

#### When do they (sometimes) speed?

- When they don't realise they are doing so
- When late or in a hurry
- When they feel it safe to do so
- On open roads and motorways
- When pushed along by other traffic

#### Who are they?

Pretty average in terms of demos - males & females

32% have been flashed and one-in-five have points on their licence

#### The effect of those points?

More aware of my speed, generally drive more slowly, feel annoyed with myself

The least likely to feel angry towards the system/police

The most likely to be slowed down by flashing speed limit signs and would like more 30mph signs



*“the point is if you're going slower you've got more chance to stop if anything happens, that's the point.”*

## Nervous Steady Eddies

18% of 35-50's

### Strongly agree that...

Cars to me are only a way of getting from A to B  
Speeding is selfish  
I can see no particular reason to speed

### The least likely to say that...

I enjoy driving  
I get impatient with poor drivers  
I think I'm a better driver than most people

### Strongly disagree that...

I speed whenever I think it is safe to do so  
Speed doesn't cause accidents  
I only look at my speedo if I see a camera

Would often rather be a passenger than drive  
Definitely do not enjoy driving fast  
Their passengers never ask them to drive more slowly!

Most common definition of speeding: driving (even very slightly) over the speed limit.  
76% do 30mph or less in a 30 and 90% do 60mph or less in a 60

Tend to feel nervous when driving - especially if driving fast or being tailgated

When driving within the speed limit feel In control, safe, happy, relaxed, confident

### Why don't they speed?

Because they are scared to: speed causes accidents and they don't have the confidence as a driver

### Who are they?

Females  
Slightly older age profile  
Very low mileage, social drivers  
More likely than most to drive a small hatchback

Half have been in an accident - but often as a passenger.  
Most have driven more cautiously ever since  
The least likely to have been flashed (but nevertheless 22% still have)  
But only 11% have received a penalty notice/have points on their licence

### The effect of those points?

Generally drive (even!) more slowly and feel annoyed with themselves



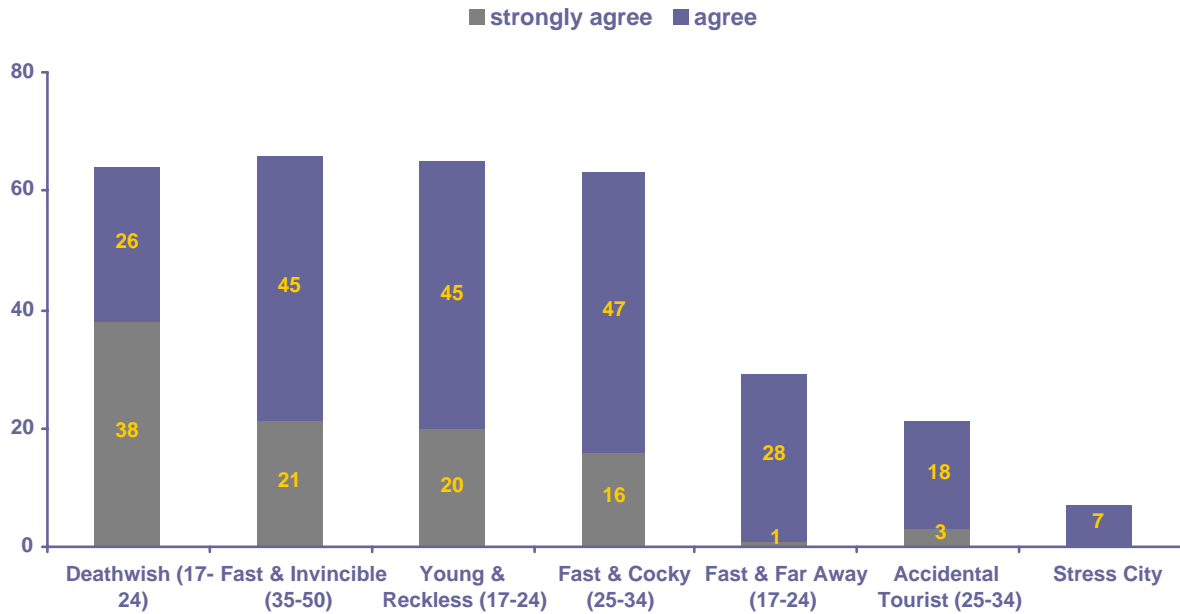
*“I’m not a particularly good driver, I don’t rate myself and I don’t have a lot of interest in it, I get there hopefully safely and reasonably quickly”*



## 5.4 Comparisons between psychographic groups

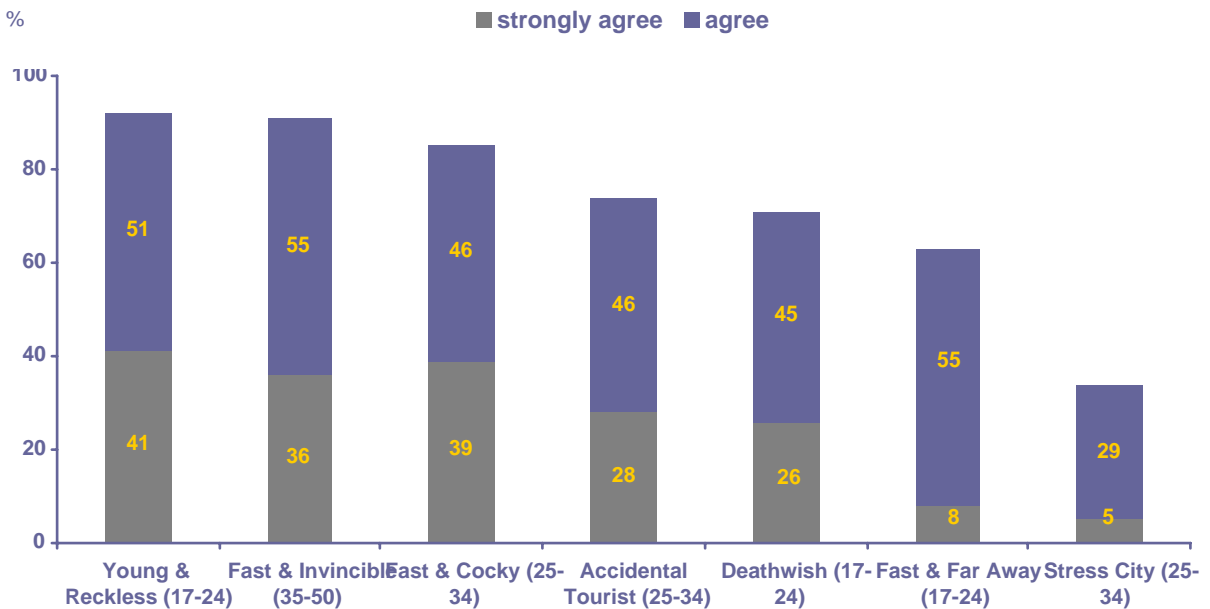
**I really enjoy driving fast  
(segments most likely to speed)**

%

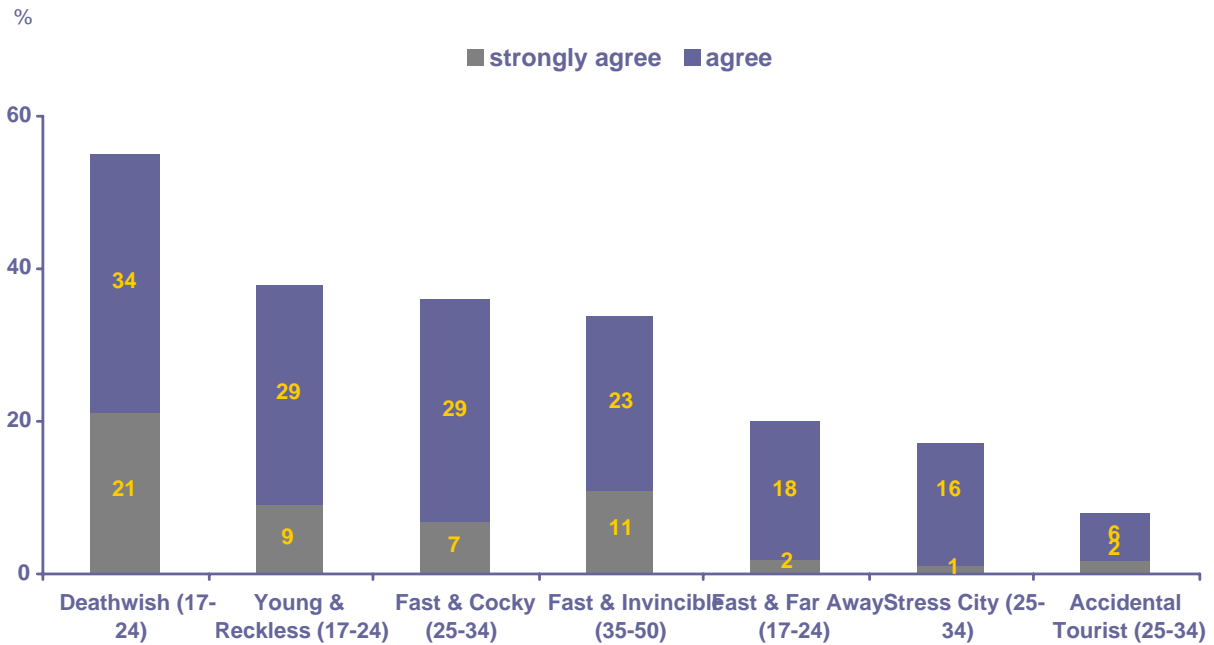


**Although I drive fast I'm always in control**

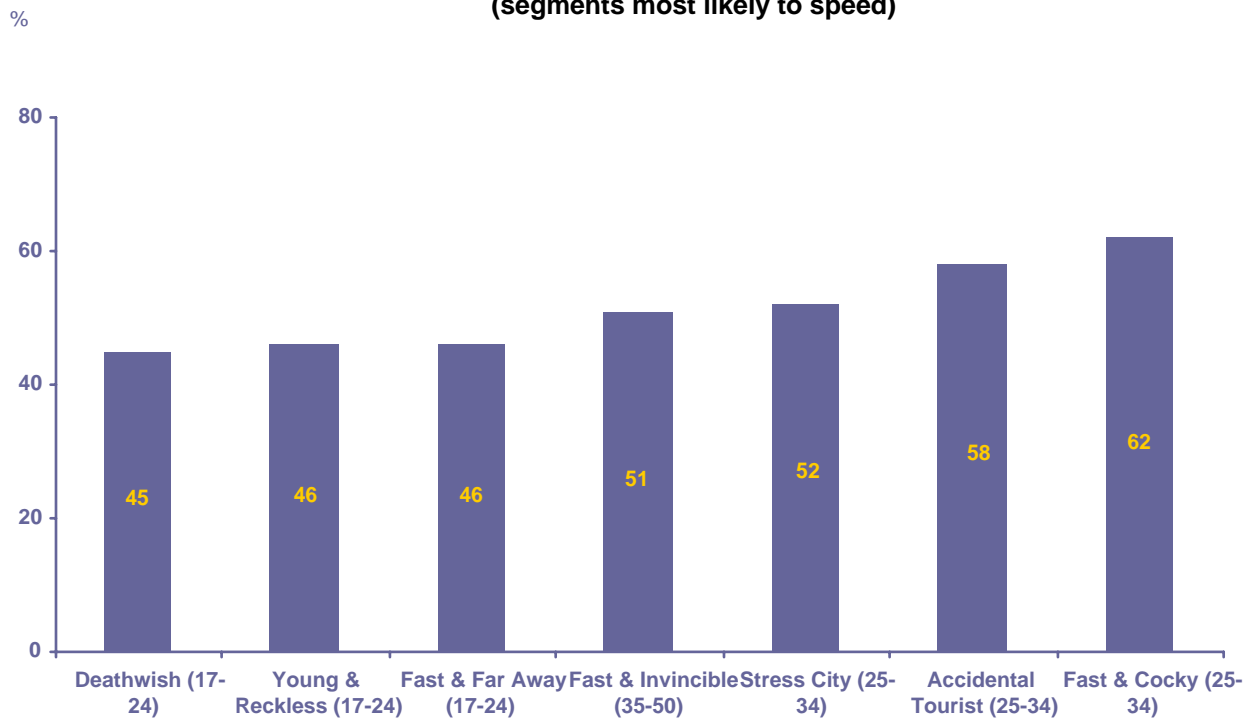
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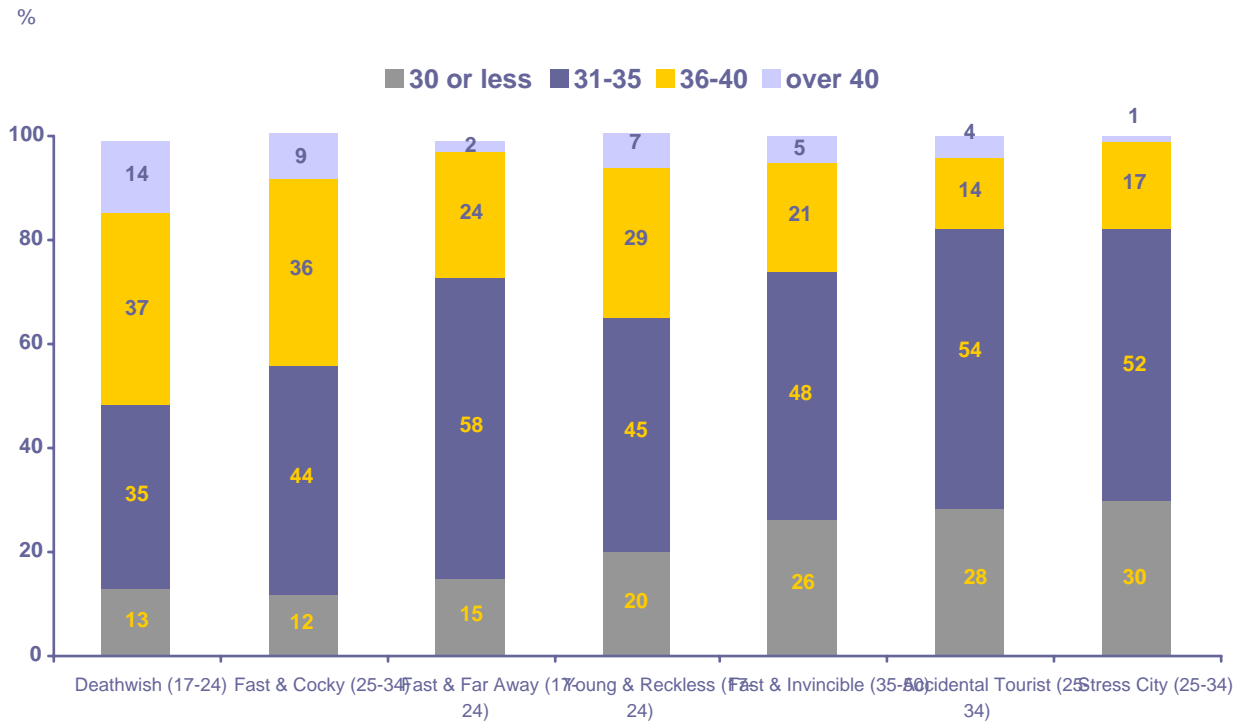
**My passengers sometimes ask me to drive more slowly**



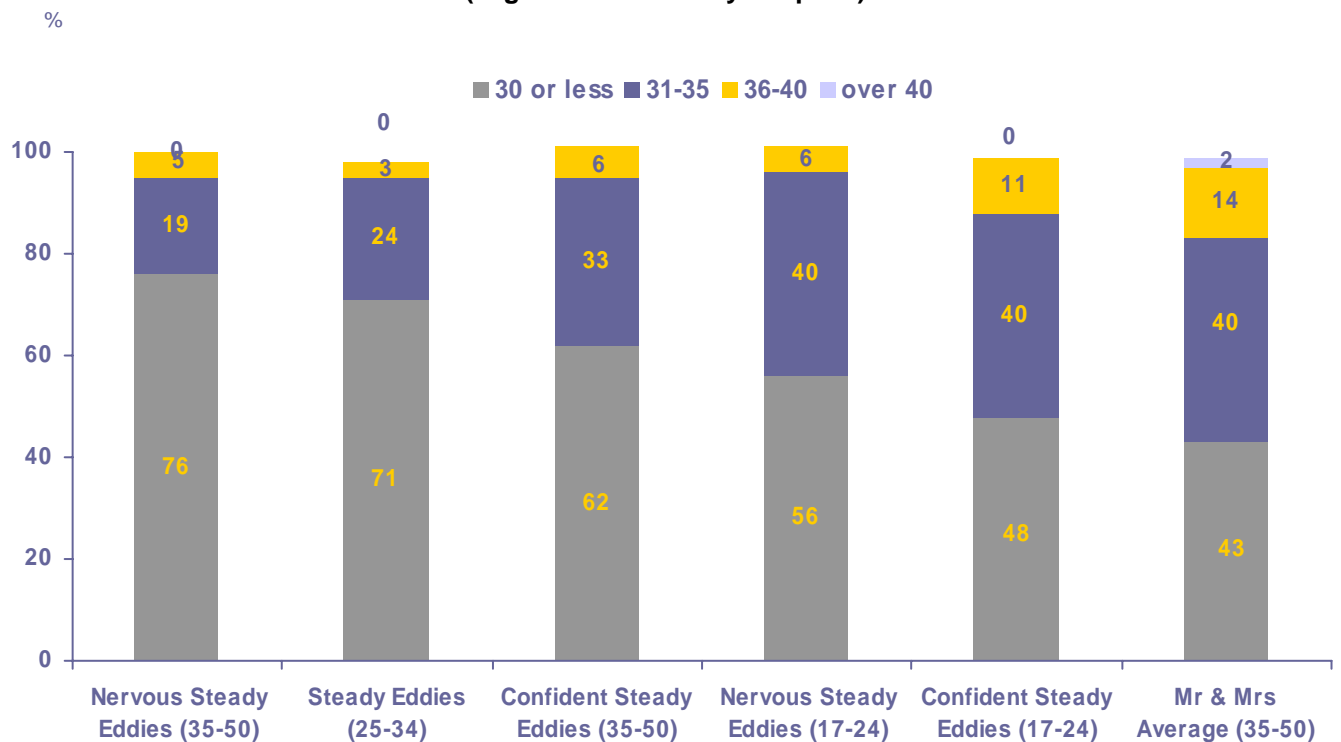
**% been involved in an accident (segments most likely to speed)**



### Speed would normally do in a 30mph zone (segments most likely to speed)



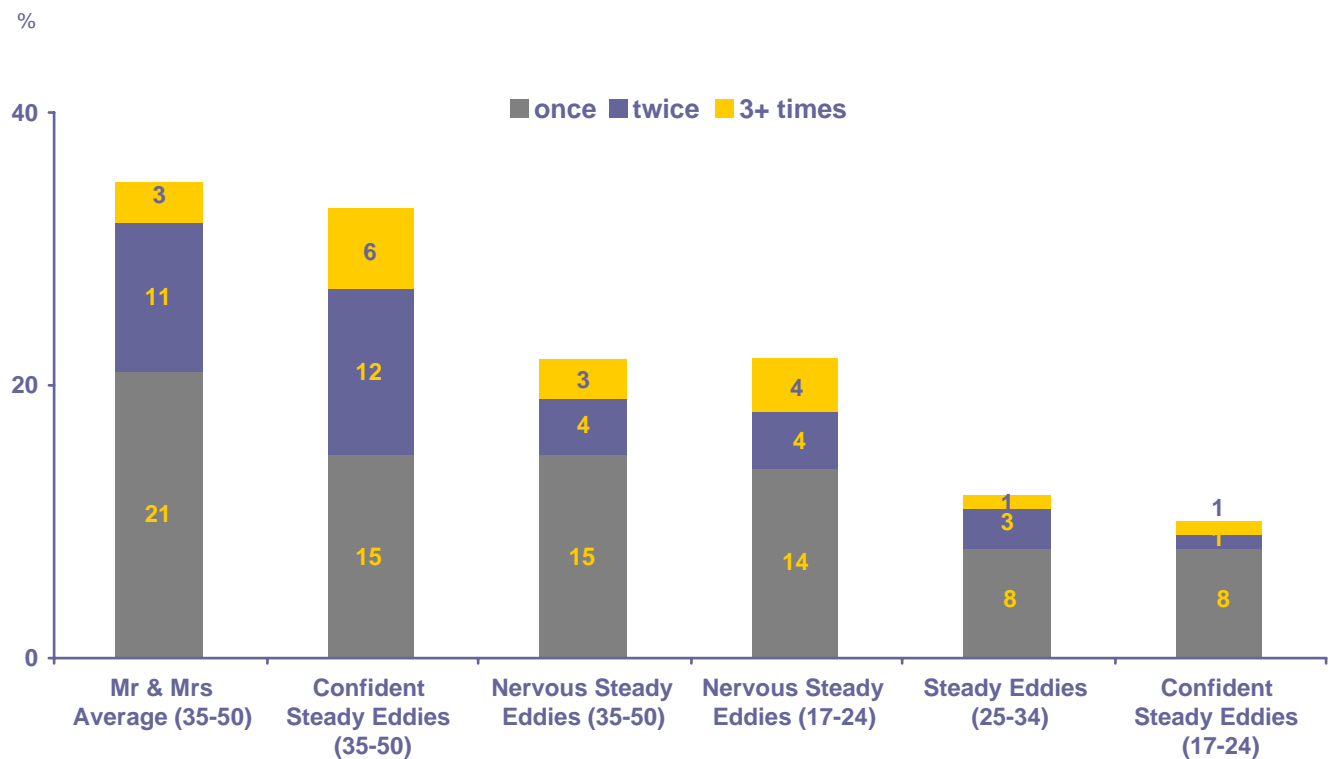
### Speed would normally do in a 30mph zone (segments least likely to speed)



**No. of times been flashed by a speed camera  
(segments most likely to speed)**



**No. of times been flashed by a speed camera  
(segments least likely to speed)**



## **6.0 14-16 Year Olds**

### **Detailed Findings**

## **6.1 INTRODUCTION**

The research conducted amongst 14 -16 year olds was qualitative only in nature – unlike the other research groups, no quantitative follow-up was conducted on this youngest group.

Furthermore the scope of the research and the size of the research sample amongst 14 -16 year olds was extremely limited and intended only to flag up top-line issues and findings

Clearly, there is a need to do a much more detailed qualitative and quantitative evaluation of this target age group in the future

## 6.2 ATTITUDES TOWARDS CARS

All respondents interviewed were keen to get a car as soon as they were 17. This was especially the case with boys but girls were also quite keen. Indeed there was, amongst all respondents, an assumption and an expectation that they would get a car at 17 – even though they had little or no idea how the car would be bought or even who would pay for the running of the car! Most simply assumed parents would pick up the bill

*“I’m starting to think about them a bit more now because my mum’s saying “I might get a car, and then you can share it when you’re 17.”*

Girl 15

*“I’ll get one as soon as I can Yeah, just because like, a car is everything isn’t it and you can speed and everything!*

Boy 14.

*My Mum and Dad said they’ll get me one on my 17th birthday, anyway.*

Boy 14

Parents appear to reinforce children’s interest in car ownership because, children said, their parents view cars as safer than bikes and leaving children to walk home alone at night. Children said that parents also worry about children accepting lifts from strangers. Consequently some parents appear to be almost as keen on early car ownership as the children themselves.

*“They don’t seem to be that bothered, parents, about kids getting cars, it’s just motorbikes and mopeds.”*

Girl 15

Car ownership was closely associated by most 14-16 year olds with independence and with freedom.

*So you can go places instead of like when it’s peeing down with rain and you want to go to the shop, you can’t, you have to go and get soaking wet and then go, you can just drive and do what you want, say “I’m going to go to .... today”, just get up early and go, instead of sorting out all tickets with trains”*

Girl 15

*“Independence, having my own independence, you can go where you want, when you want. Getting places...faster and without having to rely on other people, like my Dad.*

Boy 16

Boys also perceived car ownership as a way of attracting girls.



*“A lot of times now the girls just go out with the older boys, cos they’ve got the cars.”*

Boy 15

*“I’m looking forward to bibbing the horn at the girls. Gotta be done!”*

Boy 16

Most said they wanted a small car because small cars are cheap to buy, to run and to insure and they are easier to manoeuvre than large cars. Boys also associated such cars with being “nippy”

*“I want a Corsa, but it’s like a sports edition, so. It’s a new one as well, so it’s not... I want a car that’s relatively new, but well I want insurance and tax and fuel efficiency because some of them just drink fuel for the sake of it, you know. To go from A to B, a couple of miles and you’ve emptied, so it can get expensive”*

Boy 14

*“unlike some people, with a big car, I won’t be able to afford a big car, because of petrol and insurance. I’d rather have a small car they’re nippier anyhow”*

Boy 14

Some of the boys interviewed were already thinking about and learning about car modification from friends!

*I’d probably get an exhaust and alloys, big massive ones and then move onto things like body kit maybe and neon’s and things like that, slowly build up. It depends because some cars don’t look very nice with a kit... on them, some of them do.”*

Boy 14

*“All my mates are proper into cars and that, I’ve picked up from them what’s what and stuff, that’s what got me into cars. “*

Boy 15

### 6.3 ATTITUDES TOWARDS DRIVING

Both the boys and the girls interviewed could not wait to learn to drive!

The girls exhibited concerns about driving – how easy or difficult will the test be, how competent and how safe a driver will they be. Boys on the other hand were full of confidence about driving. Their concerns related more to will they have a car they can be proud of and how will it affect their pulling power!

*“you’re going to look like a right idiot aren’t you, driving in a really old bandit.”*

Boy 14

*“It’s also like, pride in a way, you know I’ve got a car, it’s like you’re a little thing but with a car you’re a big thing... Like someone has got a house, they have pride in the house, or pride in the land or whatever they’ve done... If you’ve got a nice car, you think, “That’s my car”.*

Boy 14

*“I like modified cars, and if you’re outside of school or outside the pub somewhere with a nice done up car then you just look smart don’t you? You’re known for you car.”*

Boy 15

For some boys driving and the opportunity to speed already go hand in hand.

*“Like you’re in control of loads of speed aren’t you? Like a car can do 100 odd miles an hour and to think you’re under control of that, and you think, “if I make a mistake here, then I’ve crashed what have you”, but also speed, the sense of, I don’t know, it’s something about driving. It’s like my friend has got a mini-motorbike that we go up and down private land on, I don’t know why, but every single lad wants one, because of the speed. It’s like an adrenalin rush in a way. It’s just like going on a roller coaster to some people.”*

Boy 14

Some boys read Max Power, watch Top Gear, Too Fast Too Furious, and play video games such as Grand Theft Auto and Need For Speed.

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There seems to be little information available in school about driving. Consequently their knowledge of cars and driving is derived from watching fathers and mates who drive (the very people who speed)

*"my mate has just had a new car, he was like getting used to it and he says, he can't get used to the sound of the car and that, so we just sat there just like listening, thinking like yeah that's your brake point..."*

Boy 14

*....."my sister had all her lessons and the day she passed her test she took me out, she was like "oh my God, it's so weird not having someone next to you that can stop the car at any point like an instructor", and then it dawned on me how scary that would be, you were the only one in control of that car".*

Girl 16

## 6.4 ATTITUDES TOWARDS SPEEDING

The teenagers we interviewed were very much aware of speeding and perceived it as widespread. They said that, in their view, everyone does it including their fathers, stepfathers, friends and older siblings. Only mums were mentioned as unlikely to speed.

*"My stepdad, he's got a sports car and he does it (speeds) all the time, quite scary."*

Girl 14

*As long as I've got my seatbelt on I'll be fine but I don't like love it when we go fast, it just happens doesn't it?*

Girl 14

*"my mum's more cautious, because I've been in the car with my boyfriend and now I go with my mum, she might pull out and it sort of annoys me because she can be quite cautious ... mums are really slow!"*

Girl 15

*"I think women are always more cautious in everything they do rather than a man, the man will always just do something without thinking about it and I think it just rubs off on the driving."*

Girl 16

Both boys and girls were very much aware of boy racers. Some boys go to watch them but most girls think boy racers are stupid and irresponsible.

*"they both burnt off, it was a bit stupid, especially when there's people coming in and out of McDonalds and other shops and stuff, it's a bit dangerous".*

Girl 15

*"You think "I've passed my test, I'm going to go out " and you go out to impress your mates and stuff, you just have a laugh, it just goes out of your head, all these things that could happen, you just don't think about them."*

Boy 15

Spontaneous acknowledgement of the consequences of speeding (penalties and hurting others) was actually very good amongst our sample. However few were aware that it is possible to lose your licence within the first two years of driving if too many points are accrued and this did worry them!

Unfortunately, despite this awareness of consequences, both boys and girls said they see people doing and getting away with speeding day after day and. this contributes to the feeling that speeding is not really taken seriously..

*"You know these people get away with like going over the limit anyway, so perhaps they don't get caught often. And it's very rare that people get caught doing it, so they're going to do it anyway."*

Boy 16

Furthermore, even at this early age, there was a widespread belief that speeding is dangerous only in certain circumstances or when driving well over the limit! In particular speeding was not perceived as dangerous on motorways/open roads.

*"like on the motorway, 70, 80, maybe 90 is OK, because the motorway is more straight, but on normal roads, say 50-60, especially on a bendy road or main road it does get potentially dangerous."*

Boy 14

*"It's all right sometimes when it's a straight road and if you see what you're doing it's all right, but when it's speeding around these banana bends...I don't like it"*

Boy 14

*"I'd say going five miles per hour faster than the limit (is speeding), because you always get the odd mph. When my Mum's in the car she'll say, "Oh I'm one mile per hour over" but you don't think of her as speeding."*

Girl 15

Speeding was not felt to be as dangerous as drink driving but was considered more dangerous than not wearing a seat belt.

## 6.5 EXPERIENCE OF SPEEDING

Both boys and girls in our sample had experience of being driven fast. Most girls and some boys said they do not enjoy it. They said their fathers/step fathers *think* they enjoy it, whilst girls said boyfriends do it to impress them.

*“Cos I think sometimes my dad doesn’t realise that I don’t like it. he might, like, think to himself, “ she thinks this is funny?” ...*  
Girl 14

*“My dad, he doesn’t really care, he thinks it’s fun when he drives fast, he’ll like say “shall we go fast?”*  
Girl 14

Some boys do get a buzz from being driven fast. They enjoy speeding with fathers and step fathers and have ridden as passengers in cars with boy racers who try to impress them with speed.

*“Is he going to start revving his car up, is he going to start trying to make an impression? they try to impress you I think in a way, they want to impress you. It gives you a buzz”*  
Boy 15

Interestingly, childrens’ experience of speeding with fathers and with step fathers in the driving seat contradicts adult male claims in the group discussions that they never speed with their children in the car!

## 6.6 INFLUENCE ON SPEEDING DRIVERS

### Slowing Down

Some 16 year old girls with boyfriends who speed said they often tell them to slow down. The boys comply but usually only temporarily

*"I say "think about that, if you're supposed to love me then don't put my life at risk with your driving". When I do say things like that it does work for the time being, for that journey or the day say, for the next few journeys in the day, but after that you get in the car and and he (boyfriend) forgets, it's like everything, you forget – well he does."*

Girl 16

Interestingly the boys we interviewed never tell mates to slow down, even if they feel frightened!

Neither boys nor girls said they tell speeding fathers or step fathers to slow down – he is the *dominant* one in the relationship and there is a feeling he would probably take no notice. One boy told us he always sits in the back when his father is driving. A few said that, when sitting in the back with their seat belt on, they also hold onto the back of the seat in front (as an additional security measure) if their father is driving! Most said they are careful always to wear their seat belt when their father or stepfather is driving.

*"I don't say anything because he's (dad) the one driving, even if I say anything he might not do anything, he doesn't usually do anything. He never does, it's like he can tell me to do stuff but I can't tell him to do stuff."*

Girl 14

### Speeding Up

There was hearsay evidence from the interviews that some younger girls (13, 14, 15) encourage older boys who are friends to speed up simply by their *presence*. The girls' younger age compared to that of the driver means they are unlikely to verbally influence the driver because they lack credibility and because they themselves are unable to drive.

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*"Because he's got a pretty girl in the car ,he thinks he looks ten times better, she's kind of like just an extra".*

*Girl 14*

*"No, (I didn't say anything) because I was 13/14, in a way I really respected him and I was like "wow, he's got a new car", he had this brand new car and he was the one to be hanging around with ...and I don't think he'd ever slow down in a million years."*

*Girl16*

*"I'd say it ranges between 13 and 19, teenagers basically because like at Tamworth, there's girls of 19 who still haven't matured and still think "speed", and there's girls of 13 who are the same. It sounds like really bad saying they're common, but it is because they're not educated as well"*

*Girl 16*

Some boys clearly were telling their mates to speed up when travelling in the car with them.

*"It gives you a buzz....when they go faster."*

*Boy 15*

*"If you're speeding, you'll probably get to be a better driver as well from being able to control the car fast...so when they go faster you learn more"*

*Boy 15*



## 6.7 DISCOURAGING SPEEDING

Importantly, the research suggests that 14-16 year olds are susceptible to anti-speeding messages because they are the potential victims and not yet perpetrators of speeding.

*“They’re (the ads) horrible to us, probably because we’re younger ...and we think we’re the person who’s going to get knocked over”*

Girl 14

*“But the drivers are not going to care.....It’s our fault they think. We should look out more ...”*

Girl 14

We wonder whether this can this be harnessed to advantage by targeting pre drivers in school with anti speeding campaigns. Both boys and girls said they had not received any information in school about driving and specifically speeding yet they had received visits and talks for example from the fire brigade and from the police about drugs.

*“The school don’t really care do they? they just want to get your education done”*

Girl 15

*“I suppose they (schools) could be telling you a little bit about cars and things like that, to get you ready for when you do start driving, about law...”*

Boy 16

*“There’s never been anything in school either there’s not even anything about driving licences or how to get them there’s nothing to make you aware ...or educate you on how dangerous it can be..... Yeah, you just kind of learn from word of mouth, “do you know what’s happened to so and so?”.*

Girl 16

We strongly believe that more could be done in school to effectively educate pre drivers about driving and about the dangers and consequences of speeding

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Recall of TV advertising campaigns amongst both boys and girls was actually very good. (They spend a lot of time watching TV!) The view was expressed that *graphic* advertising is most effective. Boys talked about campaigns centred around football – ‘kick out racism’ – and we wonder whether something similar could be done for speeding.

*“You know like those smoking ones, they’re really, well they’re horrible aren’t they, they’ll put you off smoking. Like things along the same line as that, that scare you. Show you how bad it actually could be...”*

Girl 15

*“And also sponsorship and like in football, “there’s kick out racism”*

Boy 14

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## 7.0 Advertising

Different age groups need different campaigns-- with tailored messages and media -- if they are to be effective.

Moreover, even within any one age group there are distinctly different subgroups or “types” of road user for whom different campaigns are needed.

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## 7.1 Introduction

During the course of the group discussions and the friendship pair interviews we elicited reactions to a selection of TV, radio and press road safety advertisements. Quite a large number of advertisements were shown in each group and in each paired interview but not all advertisements were shown to all respondents. Instead, for each group discussion, we decided upon which advertisements might be suitable to show in the light of views expressed and behaviour observed in the group or paired interview.

Around a week after the groups had take place, we contacted all of the respondents by telephone and administered a short questionnaire designed to investigate their recall of the advertisements shown in the group and any further thoughts they may have had about the advertising.

The following section of this report will review the findings obtained from the group discussions, the paired interviews and from the telephone interviews.

Copies of the ads shown are contained in the attached document.

## 7.2 The Need For Anti Speed Advertising Campaigns

The research demonstrated quite clearly that across all age groups there was either no or very limited awareness of *any* anti speeding advertising campaigns - yet plenty for drink driving and for seat belts. The only anti speed advertisement recalled with any frequency was the TV advertisement 'Slowdown' but there was a widespread view that, though considered an effective advertisement, it has been around for a long time and is now 'past its sell by date'. A very few younger respondents recalled 'My Home' but only vaguely and sometimes only after prompting

By contrast quite a few were able to describe recent advertisements for both drink driving and for seat belts including the pizza ad, the ad where the boy without a seat belt kills his mother and the drink driving pub scenario.

The perceived absence of any recent anti speed campaigns coupled with the view that speeding fines are quite low – particularly compared to drink driving - **conveyed the feeling that speeding is not really dangerous and is not regarded as a serious offence by police or indeed by society as a whole**

The research clearly showed that what is needed is a whole hearted commitment by authorities to a campaign which explains, demonstrates, persuades and convinces society that speeding is dangerous because of real and serious social consequences which could personally affect them.

This can be summed up as follows:

1. EXPLAIN THE SOCIAL CONSEQUENCES OF SPEEDING (they could maim or kill someone)
2. DEMONSTRATE THAT IT DOES HAPPEN (realistic accident scenario due to speeding)
3. PERSUADE THEM THAT IT COULD HAPPEN TO THEM (relevant advertising execution)
4. CONVINCE THEM THAT SPEEDING IS DANGEROUS (empower society over the long term to stigmatise it / make it socially unacceptable)

We will now go on to explore how and why different types of anti speed advertising campaign messages work for different people before looking in detail at the individual advertisements shown.

### 7.3 What Sort of Advertising Messages Work and for Whom?

Importantly the research highlighted that different advertising messages or 'triggers' work with different people. This has important implications for advertising since it suggests that, in order to be truly effective, advertising will need to be carefully targeted at different age groups. A 'generic' approach seems unlikely to be as effective and especially with younger age groups.

#### 14-16 Year Olds

The research suggests 14-16 year olds are particularly susceptible to anti-speeding advertising messages compared to other age groups. This is because they are the potential victims and not yet perpetrators of speeding.

This has important implications for anti speed advertising campaigns. It suggests there is a clear case for significantly increased (and improved) education initiatives targeted at 14 -16 year olds - before they get behind the wheel.

We feel that more could and should be done in school to educate about driving and the dangers and consequences of speeding. Visits from police (or parents of victims of speeding; people who've been injured and even 'reformed characters') and school projects could, we feel, do much to help prevent future speeding behaviour when those children themselves learn to drive.

Importantly such initiatives would also empower some children to 'pester' those speeding adults who currently drive them around to slow down and this in the longer term would help stigmatise speeding drivers.

Recall of TV road safety advertising campaigns amongst 14 -16 year olds was very good; they spend a lot of time watching TV! The view was expressed that *graphic* anti speed advertising is likely to be especially effective at bringing home the consequences of speeding.

Some boys talked about campaigns centred around football - specifically 'kick out racism' – and we wonder whether something similar could be done for speeding focused around cars and/or car racing.

## 17-24 Year Olds

The research has demonstrated that this is probably the most important target group that anti speed advertising will need to influence. Research also suggests that amongst 17-24 year olds the most effective anti speed advertising trigger is likely to be **the potential to hurt or kill someone their own age and whom they love.**

Some of these drivers speed *excessively*. Many are 'emotional' speedsters who enjoy and get a buzz from speeding. The research suggests they are unlikely to be affected by more rational threats – losing their licence for example. However the idea of killing or disabling a member of their peer group and ideally someone they love (a serious girlfriend or a close mate) does affect the Fast and Reckless and Fast and Far Away psychographic profiles, though probably not the Deathwish

The telephone interviews demonstrated the advertisements shown in the group discussions had made this age group more aware of their speed and some had slowed down since the groups.

## 25-34 Year Olds

The research has demonstrated that this group is likely to be the most resistant to any advertising messages. The research shows however that primarily this group is most likely to respond to anti speed advertising triggers which focus upon the hurting or killing of young children. Secondary triggers include the hurting or killing of loved ones, losing your licence, losing your job and being unable to apply for other jobs in the future

This group contains *the most speedsters* of all groups (but not as excessively speedy as 17-24). These speedsters do not form a cohesive group but are made up of very different, transitional life stages and attitudes. This makes the group difficult to target effectively with advertising but not impossible. Some speed because they enjoy it (Fast and Cocky), some because they are stressed (Stress City), for others it is simply something they do without even realising (Accidental Tourists)

The telephone interviews showed clearly that the driving behaviour of this age group had been largely unaffected by the advertisements shown in the groups. Furthermore this group demonstrated the highest refusal rate of all when asked to take part in the telephone interviews

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### **35-50 Year Olds**

The research has demonstrated that this group is likely to be the most receptive to anti speed advertising messages. They are most likely to respond to both emotional and rational anti speed advertising triggers which focus upon the hurting or killing of young children, the hurting or killing of loved ones, losing your licence, losing your job and being unable to apply for other jobs in the future

This group comprises the *fewest number* of speedsters. Some speed through complacency and enjoyment (Fast and Invincible), others because they do not know or do not agree with the limits. (Mr & Mrs Average)

The telephone interviews showed that the advertisements shown in the group discussions had made this age group more aware of their speed and some had slowed down since the groups. Importantly some told us how they had had their eyes opened by the reported speeding behaviour of other respondents in the group discussions. This seems to us potentially very powerful but will need to be driven long term with commitment if it is to work effectively as a promotional tool.



## 7.4 What Makes Anti Speed Advertising Effective?

The research has identified a number of criteria that appear to directly influence the efficacy of anti speed advertising. In our opinion and based upon this research, in order to work effectively **anti speed advertising needs to be:**

**Targeted** (especially 17-24)

**Impactful**

**Realistic** (technically accurate)

**Relevant**

peer group for 17-24

young children for 25-34's who have children – self/someone they love for those who don't

children / someone you love 35-50

This helps convey the message it could happen to me

**Clear culpability** message (the fault of the speeding driver alone)

**Credibly and clearly due to speeding** (preferably not lack of control or bad driving skill. Better to use:

- not being able to stop in time
- or a small increase in speed can mean difference between life and death of someone you hit
- or unpredictability of other 'less able' drivers and lack of reaction time if speeding

**Credible action and characters** (not extraordinary)

**Memorable** (Use of music. Link TV with poster advertising. Use of slow motion)

**Sympathetic** tone

Conversely, anti speed advertising **should avoid like the plague:**

**Statistics** (as opposed to scientific tests)

**Patronising**, smug, finger-wagging, preaching tone

**Voice of authority** and 'brought to you by'.

**Mention of speed cameras**

**Teenagers as victims** (unless targeting teenagers themselves)

For 17-24's, advertising channels targeted at the young are necessary – TV, local radio music channels, cinema, entertainment and sports venues

## 7.5 Reactions to Specific Advertisements

## 7.5.1 The Most Effective TV Commercials

### BODY TO BODY

This advertisement was shown to 17-24 year olds only and is the perfect example of a powerful, hard hitting, shocking, impactful advertisement aimed at this age group. The message – wear your seatbelt – is conveyed clearly whilst the approach involves and engages because it is realistic, relevant and credible

- It is *realistic* because it is technically well executed and thus conveys the impression this really could happen
- It is *relevant* because it depicts sympathetic, peer group characters in a serious relationship, it shows a scenario with which 17-24 can identify, and it uses meaningful music (body to body).
- It is *credible* because the accident is not caused by the driver's poor skill or lack of control.

*"That's the best one. You're there aren't you? Yeah you're inside the car."*

*"You're not going to have your tea when you're watching that!"*

*"It's more shocking, I think it's a good advert, just the way it shows you what actually can happen, with sound effects you can't really use your head to create an image, but with that it's all there for you"*

The advertisement is also memorable because:

- The *music* (body to body) is evocative of the action and is thus extremely well 'embedded' in the advertisement
- The use of *slow motion* fixes that action in the mind. Consequently every time 17-24 year olds hear the music, they see the images in their mind's eye.

The telephone interviews showed that *nearly all respondents recalled* this advertisement. The realism and the slow motion in particular had stuck in their minds.

Most respondents in our groups were affected by this advertisement – even the Fast and Reckless boys!!! The approach was a bit of 'a hammer to crack a nut' with the girls but they were not unduly upset by it.

*"Yeah, and then when you see them all going around the car and the way that their heads snapped backwards and forwards it really, it makes you think that could be you"*

*"It shocked you to think that that could happen"*

For maximum effect we believe this ad should be shown in cinemas coupled with the use of stills in a poster campaign.

## SLOWDOWN

This advertisement was *spontaneously* recalled across most of our groups and paired interviews. It was considered to be informative, simple, direct and hard hitting but there was also some feeling that it is a rather old advertisement and a little past its sell by date. It was particularly effective with 25+ age groups.

The message – just driving 5 mph over the 30mph limit you can hurt/kill someone – communicated clearly

*“It shows you can be dead at 40 but only injured at 30 which is quite effective”*

The advertisement involves and engages because it effectively and realistically addresses a very relevant issue – most respondents in our sample believed that speeding just over the limit/over 30 is nothing - a “petty” offence.

*“I remember it, it had an effect on me, very powerful, very upfront, it makes me think, trying to work out what they’re telling me so I’m thinking about what they are telling me ...”*

*“Got to get something like that across to us, we think we’re confident drivers, we think we’re infallible ... we can actually make mistakes...EXCELLENT”*

The use of a child was extremely relevant to 25-34 and 35-50 year old age groups but the 17-24 year olds did not identify with this advertisement.

The perceived credibility of the ad. was due in part to its excellent technical execution. - it looks like a real accident. The cinematic feel and the use of black and white were considered ‘cool’ by younger respondents and also helped reinforce the simple, direct approach

The advertisement is clearly memorable; it was the only anti speed advertisement recalled spontaneously by our sample. Of particular note were the boy’s head hitting the ground and the use of slow motion.

## GARDEN

This advertisement was shown to all three age groups and worked extremely well amongst 25-34 and 35-50 year olds. It was described as excellent, shocking, realistic and highly relevant.

*"I thought it was good because it put you in the situation that everybody's been in, where it's been a normal, regular thing, I always have a couple of pints, don't think about it, get in the car, something goes wrong, bang"*

The view was expressed that this advertisement could very easily be turned into an anti speeding advertisement by showing the driver speeding (rather than drunk), unexpectedly having to avoid a slower/'less able' driver, and then losing control.

*"There's no reason why it couldn't cause the same sort of accident, but they're always hard hitting ones aren't they ... the drink driving... I don't recall seeing any really hard hitting for speeding"*

*"It needs to be shocking. I think drink driving isn't as common now as it was say 10 to 15 years ago. And I think it's because of hard-hitting things like that, so I think if they did do some speeding ones that were shocking I think people would think, "Oh God yeah that's me".*

Some older women were reduced to tears by this advertisement. The vast majority were affected to some degree by it.

The 17-24's felt it was shocking because it was so unexpected, but they also perceived it as far fetched and not an everyday thing that might happen - hence it lacked credibility and some turned off. Further, the use of a young child was not relevant to them and whilst the music (man of the world) was considered OK, it was not embedded in the action of the accident. 'Shame' was felt to be the wrong word – 'guilt' would be better.

The screaming child and the father holding the lifeless child were very emotionally powerful for 17-24 year olds but on the whole they felt that this advertisement was not aimed at them.

## 7.5.2 Less effective TV commercials

### BEND

This advertisement was shown only to 17-24 year olds and is also a good example of a powerful, hard hitting approach targeted at this age group. For some however the action was a little too predictable, the action over the top and there was a feeling that this sort of thing had been done before in other advertisements. Consequently it was not considered to be quite as shocking or engaging as Body to Body.

*"It's all right, it's gone from a wing mirror being smashed to the car being upside down and people being dead inside it, I don't know, I just can't believe it somehow."*

The extremely impactful ending (basketball player in wheelchair) was thought to be especially effective. This was because it shows the consequences of inattention extremely effectively and in a 'cool' manner

*"It went, cos like the music died down, the beat carried on and then basketball was doing its own beat, going up and down, it just went to that scene, him in the wheelchair, I thought it was kind of cool, not in a good way but "well done", that's what I mean."*

The message – pay attention - was felt to communicate clearly but the message 'speeding is dangerous' did not communicate clearly.

This advertisement is relevant to boys. It depicts a situation with which they can identify, it contains sympathetic characters and has meaningful music - free to do what you want to do. The girls in our sample however had less sympathy for the female characters in the advertisement and felt that, in general, girls would not behave in this manner.

*"The fact that it was girls as well, I might be being a bit stereotypical here but I think girls are usually more aware, personally if I was going round a country lane, going that fast, I would be worried, I'd have said something, I wouldn't be sitting there messing about and trying to distract the driver's attention and whatever she was doing".*

Overall and importantly the advertisement engages less well than Body to Body because credibility is compromised by 'over the top' execution, the predictability of the action which caused some to switch off and the lack of control exhibited by the driver who brakes too hard on a bend.

*"It's their fault for braking round a corner, do you know what I mean?"*

The telephone interviews suggested that the advertisement is less memorable than Body to Body. This would seem in part due to the predictability of the action but also, we feel, the music - though familiar - is merely a reflection of teenage values rather than of the action in the car. Consequently it is not as well embedded as the music in Body to Body.

The Deathwish and Fast and Reckless psychographic profiles in our groups were not much affected by this ad – they felt the driver asked for it because he lost control. Others however were affected. In our opinion, the advertisement's effectiveness is due in large part to the closing, impactful shot.

## MY HOME

This advertisement was shown to 35-50 year olds and 14-16 year olds.

The 35-50 year olds felt that the action does not show clearly enough that the accident is due to the speeding driver but suggests that the fault lies with the pedestrian stepping out between parked cars. Furthermore this age group has little sympathy with teenagers who, in their experience, are notorious for crossing the road without looking.

*“Does the driver think it's aimed at the child and the child think it's aimed at the driver? If you were a driver and you didn't like it, you'd say “that child ran out”, if you're a child you'd think “it's the driver's fault”, I think that was a little too broad brush, it was effective but I wasn't absolutely sure to be honest.”*

*“It wasn't hugely apparent exactly who they were aiming that message at”*

The 14-16 year olds considered this advertisement to be appealing and effective but even they did not understand that the fault lies with the driver and not the teenage pedestrian.

## HOMEWORK

This advertisement was shown to 35-50 year olds only

Hardly anyone who saw this advertisement really understood the intended action on the first viewing; most found it incomprehensible. When shown a second time, a few were able to describe what had happened but most could not. After explanation of the action respondents felt that the advertisement does not clearly show that the accident is caused by the speeding driver; rather it appears to be the fault of the driver reversing onto a major road.

*“Is it trying to say that the bloke who's speeding is at fault, or the one that's backed out into the main road?”*

*“If this guy hadn't reversed out into the main road which is an absolute no-no, a sin, it wouldn't have happened at all.”*

*“They should have done it with something like, he couldn't stop in time at some road works, you know when you come around the corner and you can't stop for something, but that did put the blame on the person reversing out”.*

## SCHOOL

This advertisement was shown to 17-24 year olds only and was felt to depict a relevant situation (man ogling female pedestrian) but the use of the child was not considered relevant and consequently the advertisement was thought to be aimed at families/parents rather than young people.

*"I've been driving down the street and I have previously, I'm not proud of this but I've flirted with a guy you know – gave him a wink I'm more interested in "how fit is he?" compared to "oh God there's a kid crossing the road", it's never happened but I really did, I really did."*

The final shots in the hospital were described as 'OTT' and 'manipulative' by boys. The girls found this scenario quite moving and were affected by it.

*"Grabs your attention."(Girls)*

*"it didn't seem to have the impact of like perhaps when you see someone hit " (Boys)*

The action was rather too fast and not much was seen of the accident – only the consequences – hence this advertisement was felt to lack impact.

*"I think the first one (Body to Body) was slightly more effective, it was longer and it showed you more what was sort of happening..."*

The music (I want to walk you home) was described as OK but is not embedded in the action - only in the hospital scene. The final prison scene was quite effective for some boys.

*"That showed the punishment, what happens to you"*

## COFFIN

This advertisement was shown to 17-24 year olds only and was widely disliked by our sample. It was perceived as being poorly executed – in particular the acting ability of the young girl was heavily criticised – and this seriously damaged credibility. This advertisement caused some hilarity amongst both boys and girls in our sample; the coffin scene was felt to be extremely OTT!



### 7.5.3 The Most Effective Radio Advertisements

#### COST OF SPEEDING

This advertisement was played to 14-16, 17-24, 25-34, and 35-50 year olds. And worked well across all age groups but particularly amongst 17-24 year olds. It was thought to have a relevant and powerful message because it clearly spells out the very consequences of speeding which to some degree ALL drivers fear. It was described as informative and educational.

*"I think it's good because at the beginning they're giving information, "if you speed then you'll get this fine", as if it's government, it's a Bill that's gone through and then when they say about the actual car accident, your friend being paralysed and things, you start to see that more as something that's inevitable rather than something that wouldn't happen to you"*

The possibility of having to retake your test really unnerved the older age groups – until we explained it does not apply to them!!! The 17-24 year olds were mostly aware of and accepted it.

*"I don't know because I learnt things there about taking my test again, I didn't know that....quite worrying..... so I shall learn from that advert." (35-50)*

Unfortunately the screech at the end was considered the most impactful part of this advertisement – by which time some had turned off. The remainder was a bit boring, too long and hectoring/patronising/scare mongering for some older men. We wonder to what extent would this radio ad 'cut through' surrounding advertising on air?

#### BABE

This advertisement was played to 14-16 and 17-24 year olds and worked well amongst both of these age groups. It was thought to be impactful – but only really grabbed attention when the boy says "I am going to kill her" rather than right from the start. The screech and the scream at the end were also considered very impactful

*"It starts off jolly, so you probably would turn over, to start with, but also its sort of the shock of "I'm going to kill her in 10 seconds".*

Clearly this advertisement needs to grab attention and get to the point more quickly.

The concept (killing someone you love) was highly relevant and credible for most. It engaged and was credible for those boys in close relationships and all girls. However the voice of authority at the end was described as cheesy, a turn off and greatly damaged the initial credibility of this advertisement.

*“The only thing after he said he was going to kill her, it got a bit cheesy and you just know it’s some government thing trying to be trendy”*

Some girls were alienated by the perceived chauvinistic beginning and turned off quite soon.

## **LITTLE GIRL**

This advertisement was played to 17-24, 25-34, and 35-50 year olds and worked best amongst 25+ age groups.

Little Girl evoked rather mixed reactions amongst our sample. Some found it chilling and thought provoking and described the scared voice of the child as very attention grabbing. They felt that, if this happened to them, they would feel a total “scumbag”

*“For someone that age to speak out like that about being scared, then that would be quite alarming because they tend not to do it”*

*“I thought it brought your attention, you might be going faster than you think cos you wouldn’t consciously be doing something to frighten your daughter or child”*

Others said they never speed with children in the car anyway or claimed that their child actually encourages them to speed. Some felt his advertisement is unrealistic and described it as overt emotional blackmail

*“you would never worry your child that much anyway”*

The advertisement was felt to work on two levels. It suggests drivers should slow down and it also suggests passengers should speak out. Consequently it had two messages – speeding drivers should slow down and passengers should speak out and thereby help change the speeding culture

*“It was aimed at the passenger in my opinion – speak out”.*

*“It might just make me think... yeah, “perhaps I am going a little bit too fast””*

For most the beginning of this advertisement lacked impact and did not grab attention whilst the final sign off line -‘Brought to you by’ turned them off and greatly damaged the credibility of this advertisement.

## 7.5.4 Less Effective Radio Advertisements

### TELEPHONE CALL

This advertisement was played to 17-24 year olds only.

The phone ring at the start of this advertisement was thought to be very impactful and attention grabbing.

The action however was often misunderstood (he is ringing mother to report death) and consequently it lacked credibility. When the action was explained, (he is ringing to apologise) the advertisement was felt to be better but this was not a situation with which most 17-24 year olds could identify.

*"I thought unbelievable, I've never heard of any cases that you know, they've just killed their son or phoned them up".*

The use of narration to describe something that has happened was considered rather boring and was less powerful for most than something which is happening and could happen to you.

*"I just don't think it's even very effective, because it's something that's happened. When it's a thing, this is what could happen, I think it makes you think about it more, but the fact that that has happened and he's ringing up, it makes you sort of think, "well whatever". "*

The acting was also felt to be OTT and this damaged the credibility of the advertisement.

*"They're touching on a subject that some people might have had to have gone through, if that did happen maybe you would have to ring up somebody's parents and try to console them in some way. I don't think they should act things like that out, especially not that badly either"*

*"They should feel bad, they're the ones who were acting it out. That was terrible! [Hysterical laughing]"*

## LOSING

This advertisement was played to 17-24, 25-34, and 35-50 year olds.

Most found this advertisement boring, silly, melodramatic, longwinded, monotonous, morbid and repetitive, though for some the crescendo effect was quite attention grabbing

*"It starts off like it's sad that a mother would lose her son but it's not really bad that a bank manager would lose a customer!"*

*"I thought the opening was very powerful, but then he was trying too hard... hang on, who are we going to come up with next, the construction of it was getting in the way of the message, and the speeding, you could see the artificial speeding up of it, they're trying to hammer it home, and it just came as "oh no, they've lost me on this one"*

Use of the word 'mate' suggested a young target audience but youngsters took this advertisement to mean it is OK to speed without a mate in the car!

Girls found this advertisement very male oriented

## SCREECHES

This advertisement was played to 17-24 year olds only and did not grab attention until the very end when the accident happened. The action was too quick and we are concerned that this advertisement would not 'cut through' surrounding advertisements on air.

*"I didn't rate the first one at all, I didn't get any message from that at all, and the sound effects, I just didn't think it was right for radio, at all."*

*"It sort of made it look as if your driving was a game"*

The speed camera message at the end was not an integral part of the advertisement. It was perceived as simply 'an add on' and consequently the advertisement could have been for *anything* to do with driving.

## CUDDLE

This advertisement was played to 17-24 year olds only.

Respondents really disliked the irritating, whining voice of the child in this advertisement. Furthermore it was felt to be aimed at families rather than at young people.

*"I was literally trying hard to actually pay attention to it, it weren't grasping me at all, that girls voice were a right turn off".*

As with 'Screeches', the speed camera message at the end was not an integral part of the advertisement. It was perceived as simply 'an add on' and consequently the advertisement could have been for *anything* to do with driving.

## MONITOR

This advertisement was played to 17-24, 25-34, and 35-50 year olds.

Initially the bleeping monitor at the start of this advertisement did grab attention.

*"You knew what it was and you thought yeah, I thought it was brilliant until it said that bit at the end, and you think, cameras, forget it"*

The tone however was described as patronising, preaching, scare mongering and finger wagging

*"I'd have to turn the radio off or change channel. It was so patronising"*

As with 'Screeches' and 'Cuddle', the speed camera message was not considered an integral part of the advertisement and hence was overall perceived as an ad to justify speed cameras

*"What I didn't like about that is that sounded just like a government ad to justify speed cameras".*

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## RIGHTS

This advertisement was played to 25-34 and 35-50 year olds.

The tone of this advertisement was described as patronising and the humour inappropriate.

*"We're going to try and ruin your life".*

*"Talking down to you"*

The consequences of speeding however were considered to be effectively communicated and the educational content was appreciated.

*"I think it's very difficult to live with the fact that if it was speed that actually caused an accident that killed your mate, that's pretty rough, that's got to be devastating, or a member of your family, to live with that is very disturbing".*

Overall however the advertisement contains too much talking and little to grab the attention.

## 7.5.5 The Most Effective Posters

### LOOK HER IN THE EYE

This poster was shown to 17-24, 25-34, and 35-50 year olds.

All age groups found this advertisement extremely impactful and attention grabbing. It was described as shocking, scary and as clearly showing the potential consequences of a car accident and drink driving.

*"Yeah, I think that's a little bit you know like the Leah Betts ecstasy pill, shocking because you've seen someone in a condition that you just don't, "oh my god" you know like she had all her life taken away"*

*"I think it's good because it shows the consequences of what drinking does".*

However, the view was expressed that, if this advertisement were used for speeding, the visual does not clearly point the finger of culpability at the speeding driver - the girl herself may have been at fault rather than the driver. Alternatively, the accident may not have happened as a result of speeding or the girl depicted could have been the driver as she is not clearly shown as the victim

*"Is it the fact that someone's had a quick drink and they've killed her in the car, or she's had a quick drink and had an accident"*

*"I'd say it's somebody has had a quick drink, and it could be anyone, it doesn't actually, because it doesn't say which way around it is, it could actually be anyone, it could either be you that's had a drink and hurt yourself or the driver"*

In our opinion, the visual on this advertisement has tremendous potential to grab attention and to engage but accident cause and driver culpability must be made crystal clear

### DRIVER IN A HURRY

This advertisement was shown to 14-16, 17-24, 25-34, and 35-50 year olds and was considered effective by all age groups because it brings to mind the television advertisement 'Slowdown' on which it is based. It was spontaneously recognised as a still from 'Slowdown' by the vast majority of respondents.

*"People wouldn't think it would make that much difference, but its actually showing you that it does ...just like the TV ad"*

*"Just one tiny little small area of driving ain't it but it shows it can cause death" ...*

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There was some feeling that the headline is a bit too wordy and does not reflect the 'cool' tone of the original television advertisement. One respondent suggested instead, 'now showing on a road near you.....' to reflect the cinematic feel of the original advertisement.

*"That headline - they probably could have put something else actually. Not necessarily, because the driver is not always in a hurry, he's just going along because you're doing 35 mph in a 30 you're not in a hurry, you're just... that's what you do".*

*"Its too long- .too many words" .*

Furthermore the view was expressed that a poster showing the child's head actually hitting the road would have been more effective than simply showing the child in the air.



## 7.5.6 Less Effective Posters

### WHAT'S ALL THE FUSS.....

This advertisement was shown to 17-24, 25-34 and 35-50 year olds

The visual was felt to lack impact – the view was expressed that real flowers at the side of the road do not slow most motorists down so why should a *photograph* of flowers? Furthermore and most importantly we feel, the visual does not point the finger of culpability directly at speeding or indeed at the speeding driver

*“But how many times have we been driving down the road and you see a bouquet of flowers by a particular thing, it could be a lamp-post, it could be a gateway. That doesn’t slow you down – why should this?”*

However the figures quoted at the bottom of this advertisement (30=10%, 35=50%, 40=90% die) are actually very powerful for all age groups. We believe that this advertisement would have been much more effective if the figures at the bottom of the advertisement had formed the central message rather than the flowers and the headline actually used. The figures:

- ↳ bring to mind the slowdown advertisement in their approach
- ↳ are perceived as informative, direct, simple
- ↳ are relevant and address drivers’ belief that driving a few miles over the limit is not dangerous
- ↳ clearly show what are actually (for most) the surprising consequences of speeding – i.e. how the death rate increases so quickly compared to a small increase in the mph
- ↳ are credible (not statistics, more like the result of a scientific test!)

*“The amount of people that drive around at 40 mile an hour in a 30 mile an hour zone, and you just don’t think about it. The thing is that’s so real isn’t it?”*

*“That’s a bit scary.... only ten miles an hour difference....”.*

*“That’s been done on a test track somewhere with rigs up and all the rest of it, to get them figures right”*

### WHAT'S THE LIMIT?

This advertisement was shown to 17-24, 25-34 and 35-50 year olds and unfortunately for many reinforced the widely held perception that speed limits are illogical and speed limit signs (especially 30 signs) are scarce. Consequently it was often met with derision!

*“ I think that’s very true, if you stopped a lot of drivers and said “what’s the speed limit here?”, they wouldn’t be able to tell you”*

*"Know the limit, it's your responsibility" but sometimes you can look around forever, you can't find the signs, like on the ring road in Coventry, you cant find a sign, does anyone know what it is?"*

The quoted formula underlined, for many, the perceived archaic principle of UK speed limit signing and the view that UK roads are often not signed at all. The reference to 'unless otherwise signed' reinforced the view that it is often difficult to know what the speed limit is supposed to be when there are no signs and was seen as a 'get out clause' by the police.

*"They're just covering their bums..."*

In addition the general execution of this advertisement was simply too cluttered and too wordy.

## **DID YOU KNOW**

This advertisement was shown to 14-16, 17-24, 25-34 and 35-50 year olds

For 14-16 year olds this advertisement was highly relevant because it quotes speed as being 'the biggest killer of all 12-16 year olds'. The view was expressed however that the visual lacks impact and would have worked better with more blood and gore!

*"But that's realistic. We would just cross the road like that. And we're that age. Was that like taken like that or did they do that, do cars actually stop that? Did it actually happen?"*

*"The image isn't that catchy, it sounds horrible but you don't see them being run over".*

The 17-24 year olds took the reference to speed as meaning drugs! They felt this advertisement was too wordy, boring and aimed at an age group younger than themselves. (though in fact the advertisement is really aimed at the drivers not the teenagers)

*"Now I'd think that that meant drugs"*

*"It's an interesting fact, but it wouldn't stop me from driving fast".*

Both the 25-34 and 35-50 year olds rejected this advertisement completely. They criticised the use of statistics as meaningless, they also felt that speed could be mistaken as a reference to drugs, they found the approach too wordy, the visual too boring and they were unsympathetic to the use of teenagers as victims

*"Because you'd think at 12-16 they'd know better than that, stepping out"*

## LEISURE CENTRE

This advertisement was shown only to 17-24 year olds.

They failed to understand the meaning of this advertisement and when explained, they found it rather unimpressive.

## TOO MUCH HASTE

This advertisement was shown to 17-24, 25-34 and 35-50 year olds

All age groups felt that this advertisement lacked emotion, and the ability to shock. The view was also expressed that the accident may not have happened as a result of speeding and the headline was felt to be rather glib and a little patronising. For most this was 'just another road accident'

## CHRISTOPHER

This advertisement was shown to 14-16, 17-24 and 35-50 year olds

The 14-16 year old girls were quite affected by this advertisement and thought it very good because they could identify with the age group quoted and with the sentiment 'Christopher was a 12 year old boy who enjoyed life'

*Because you can relate it, you think "he actually was a boy who was killed" rather than it just being like a set of pictures... .. because you've actually got proper quotes as well.*

*"you can see him, that's just horrid".*

The 17-24 year olds pointed out that his death could have been wholly or in part due to his own actions (he could have stepped out without looking). Also they felt there is too much writing on the poster.

*"Too much going on. I think the black sentences, you can't see the bit where it says, "Christopher..." that's what actually Christopher's Mum said. Maybe if you just had that on a massive billboard and not the picture because if you see too much writing on a billboard you can't be bothered to read it"*

For 35-50 year olds the mother's statement lacked credibility (he might still have died even if car slower) whilst the '30 speed down' sign off line implies that 30 is always a safe speed to drive (in some circumstances it may be too fast).

*"They're implying that 30 miles an hour is acceptable and it's not."*

## NOT HERE

This advertisement was shown to 17-24 and 35-50 year olds

The 17-24 year olds felt it lacks impact and is difficult to read and especially whilst driving along. One respondent wondered if somehow this poster could be used on consecutive lampposts to measure out/demonstrate stopping distances – a bit like the use of chevrons on some motorways. The 35-50 year olds found it meaningless, they thought that ABS would stop them, they pointed out that if it is raining a longer distance would be needed anyway and that overall the advertisement lacks impact

*“I still think that’s outdated. The stopping distances have changed now, there’s anti-lock brakes”*

## COMPUTER GAMES

This advertisement was shown to 14-16 and 17-24 year olds. We showed two advertisements in this genre – ‘Game Over’ and ‘0 Lives Left’

Game Over and 0 Lives left seemed to work with 14-16 year old boys who thought they were quite effective and relevant given they spend a lot of time playing computer games. The girls were horrified and felt these advertisements trivialised death.

*“That’s a good one, it’s funny and it’s like, you look at it and “Oh yeah”. .....because people laugh at it and then you look at it and you think, “Oh my God there’s a bloke getting run over”. Boys*

The 17-24 year olds lamented the absence of blood and gore and found the advertisements rather boring and aimed at an age group younger than themselves.

## VOTE WITH YOUR FEET

Only 17-24 year olds were shown this advertisement.

They did not really understand the reference to ‘vote with your feet’ This is not a phrase or saying with which they are familiar. The visual and the headline were reminiscent for some of a driving text book and the overall approach was considered rather boring – again no blood and gore!

## IF I MAKE A MISTAKE

This advertisement was shown to 17-24, 25-34 and 35-50 year olds

The 17-24 year olds completely washed their hands of any responsibility in this accident because, in their view, the child had admitted responsibility for the accident – ‘its his fault then, not mine!’

*“But you’d still think, “well he shouldn’t have been there in the first place”.*

Similarly, the 35-50 year olds avoided responsibility but this time by blaming the absence/negligence of the child’s parents! The 35-50 year olds also found the execution rather unappealing and likened it to a missing child or charity poster but they did feel the use of a child to be a good idea.

*“Where were the parents?”*

*“Its like a Barnardo’s poster”*

The 25-34 year olds with young children thought this advertisement to be very effective – the women particularly. The singles and the pre family couples. like the 17-24 year olds, felt that the child is to blame.

*“he runs under your car because he’s not looking where he’s going and you’re going over 30 and you’re to blame?!!!”*

## STITCHES

We showed two advertisements in this genre ‘Old Woman’ and ‘Stitches Alone’ to 17-24 and 25-34 year olds.

Both of these advertisements were thought to be quite shocking. ‘Stitches Alone’ certainly had the ‘ouch’ factor and made people wince! The shock idea was likened to the current TV anti-smoking advertisements showing the grease and fat which builds up in the arteries from smoking and which were felt to be excellent!

*“You would think, “what is it going on about”, so you’d look and read the writing....its eye catching”.*

*A bit like those cigarette adverts you see with the arteries”*

The view was expressed however that the stitches approach could be for anything and is not specific to speeding (unlike fat and smoking).

*“It’s gory, but it just looks like, you’ve slashed yourself ..... because it’s not clear where it is either or what’s happened”*

## HOW HARD CAN IT BE

This advertisement was shown only to 17-24 year olds who were quite unmoved by it. They felt that it looked more like a disability poster than an anti speed campaign or indeed the anti drinking and driving campaign which was its original intention.

*"You might pass it up as something for disability, not necessarily drink driving I think, and not want to look at it, because you think "I feel a bit uncomfortable".*

## FLORISTS

This advertisement was shown only to 17-24 year olds. They felt in the main that it lacks impact. As with 'What's All the Fuss' the view was expressed that real flowers at the side of the road do not slow most motorists down so why should a *photograph* of flowers?

## BIG BROTHER

This advertisement was shown only to 25-34 year olds who either did not spontaneously make the association with the TV show Big Brother or did not understand it (remembering that Big Brother had finished several months previously)

*"What's it saying, what is it actually saying? Who is not going to leave the house?"*

When explained, they described the association as rather tenuous and felt, in any case, that a £60 fine would be unlikely to stop anyone going out! It is however possible that the ad would have been more effective when it was actually shown.

## WILL KILL

We showed 25-34 year olds two formats of this advertisement – with and without the lines 'Ignore the sign, Another fine, A ban this time, Why put it on the line'

Interestingly the females spontaneously made the association with the film Kill Bill but not the males! The view was expressed that, as Kill Bill has nothing to do with speeding, the association is rather contrived and simply representative of 'smart arse marketing' The overall approach was felt to be aimed at younger boy racers rather than at 25-34 year olds.

*"It's some smart arse marketing person who has been paid a fortune to come up with that."*

The judge's gavel approach was felt to be dictatorial. The visual was considered boring and the format with the lines above included was just too wordy.

*"it's saying its illegal, toe the line. – you turn off cos It gets rammed down your throat everyday".*

*"it's got a load of other jargon on it and too many words".*

The logo for 'step beyond' is located in the top left corner. It consists of the word 'step' on the top line and 'beyond' on the bottom line, both in a lowercase, sans-serif font. The text is white and is contained within a white rounded rectangular shape that has a slight shadow effect.

step  
beyond

The background of the page is a vertical strip on the left side, featuring a faded, blue-tinted image of a woman's face and upper body. The rest of the page is a solid, light blue color.

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