

Driving Safety Culture Survey 2018



Contents

Introduction.....	3
Executive Summary.....	4
Objectives	5
Main findings	
Q1. Biggest problems compared to 3 years ago.....	6
Q2. Do you think you drive faster than other drivers?	8
Q3. What are the biggest threats to personal safety?	9
Q4. What do other people think about driving behaviour?.....	11
Q5. What do you think about driver behaviour?.....	12
Q6. How have you driven in the last 30 days?....	15
Q7/8. Support for road safety policies	17
Q9. Traffic policing priorities	21
Q10. Experience with potholes?	22
Q11. Views on advanced driving tuition	24
Methodology	25

Introduction

Founded in 1956, IAM RoadSmart has an ongoing mission to make better drivers and riders in order to improve road safety, inspire confidence and make driving and riding enjoyable. It does this through a range of courses for all road users, from e-learning to on-road modules and the well known advanced driving and riding tests. The organisation has 92,000 members and campaigns on road safety on their behalf. At any one time there are over 7,000 drivers and riders actively engaged with IAM RoadSmart's courses, while our Driver Retraining Academy has helped over 14,700 drivers to shorten their bans through education and support programmes.

This is our fourth annual report on the opinions, attitudes and behaviour of British drivers. Once again, it makes interesting reading, firmly establishing the main stress points for British drivers as they go about their daily journeys. Congestion has just slipped into the number one position ahead of other drivers using mobile phones. This underlines the depth of the problem and shows why continued investment in new roads is vital to the delivery of a safe and efficient road system that adds to Britain's competitiveness.

Although there have been minor fluctuations in the last four years the overall conclusion has to be that attitudes to road safety are not changing and appear to be fairly entrenched. Support for key road safety initiatives such as a lower drink drive limit remains high. However, attitudes to speeding on motorways remain problematical, as is support for policies such as extra laws to protect cyclists and 20 mph limits.

The strength of this survey is its ability to confirm trends over time. The results still show that a worryingly high number of drivers still feel that speeding is acceptable even in residential areas. Acceptability of using a hand held phone is still too high. One in ten drivers still think it acceptable to drive after taking alcohol or marijuana.

New this year is a section on potholes and it will not make comfortable reading for those in charge of our local and national roads. 90% of all drivers have experienced some form of problem with potholes on the roads they have used in the last year.

For IAM RoadSmart these results show that much work still needs to be done to make speeding as socially unacceptable as drinking and driving, particularly among men! Also, far too many drivers still believe that using a hands free mobile phone is safe. Public support for improving the way we test and retest drivers of all ages is also very high and should encourage the government to bring forward policies such as graduated driver licensing and new ways to keep older drivers safer for longer.

The results are based on an on-line survey of just over 2000 motorists weighted by region and age group to be representative of UK motorists as a whole. IAM RoadSmart would like to thank the American Automobile Association Foundation for Road Safety (AAAFS) for sharing the concept with us and Lake Market Research for conducting the survey work.

Executive Summary

- Traffic congestion and driver distraction caused by mobile phone use continue to be the two biggest problems for drivers.
- Aggressive drivers was the third most important problem while driving under the influence of drugs was seen as a bigger problem by twice as many drivers as drink driving.
- In terms of personal safety, the use of mobile phones for texting or e-mailing and the use of drugs and alcohol were seen as the biggest threats for over 9 in 10 motorists.
- Driving 10 mph over the speed limit on the motorway and talking on a hands-free mobile were the only types of behaviour considered acceptable by the majority of drivers.
- Around 9 in 10 motorists claimed not to use the internet or text or e-mail while driving. However, around a half admit to driving over 10 mph above the motorway speed limit and to driving 5 mph over the speed limit on a residential street.
- The clear majority of drivers were supportive of most new laws and regulations designed to make driving safer. There were two areas that did not have majority support. These were making 20 mph the standard speed limit in towns and cities (opposed by 52%) and, the assumption that a driver is always responsible for a collision with a cyclist or pedestrian (opposed by 70%).
- Drink and drug driving remains the clear first priority for police action against bad driving behaviour with 59% putting this first. Drivers using hand held mobile phones was considered first by only 12%.
- 9 in 10 drivers have been affected by potholes over the past year. 29% have changed route to avoid them while 6% have made a claim to the authorities for vehicle damage.
- Consistent with previous years almost two thirds of drivers agree that drivers should be encouraged to improve their driving skills by taking post-test training.

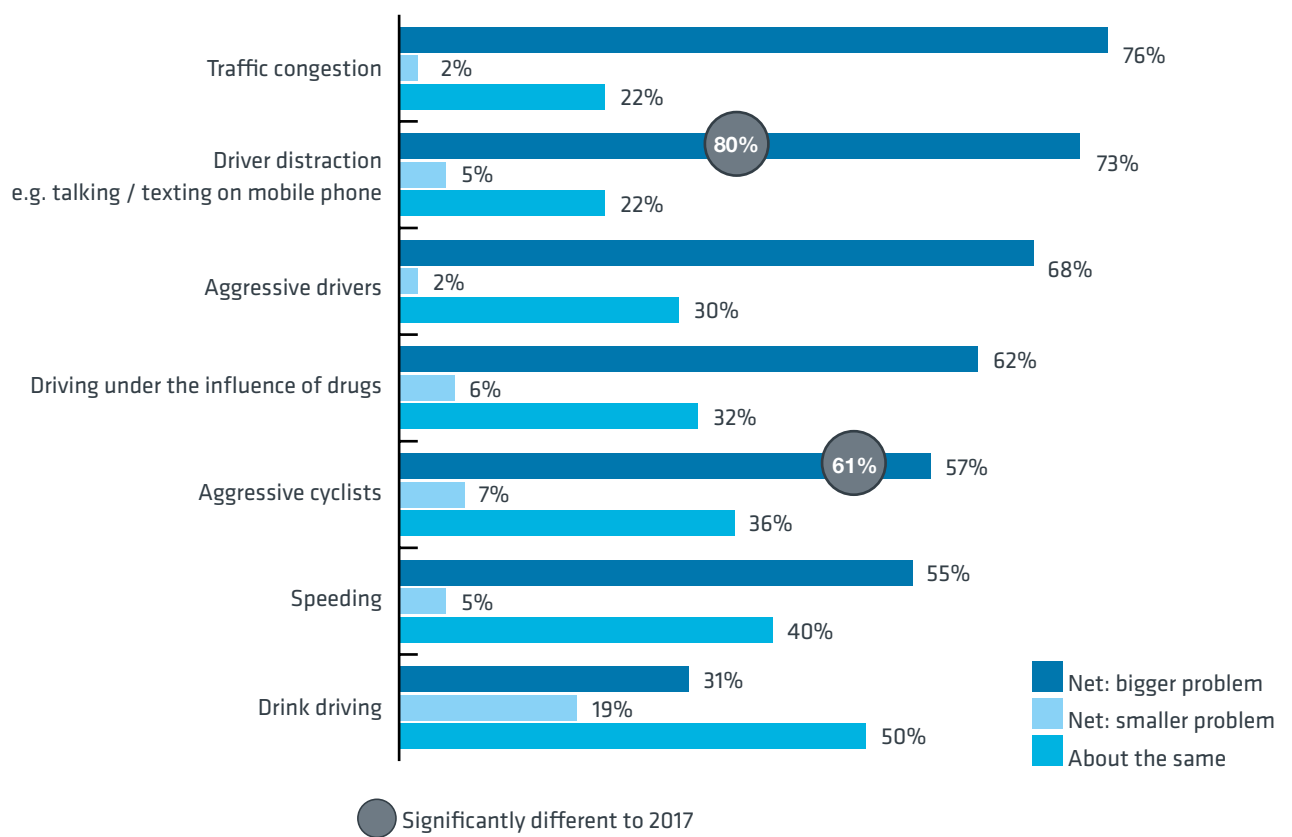
Objectives

To study UK motorists' driving safety attitudes and behaviour. This survey was first carried out in 2015 and this report covers a repeat of the survey in September 2018 and includes any statistically valid differences from the results of the 2016/17 survey. The objectives were to study UK motorists' driving safety attitudes and behaviour in terms of:

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

Main Findings

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



- Consistent with the results of the previous years, the two biggest issues are driver distraction and traffic congestion. However, for 2018 their positions are reversed compared with 2017 with driver distraction showing a significant drop to 73% compared with 80% in 2017.
- Close behind at just over two thirds (68%) is aggressive driving followed by driving under the influence of drugs mentioned by just under two thirds (62%).
- Aggressive cyclists appear to be less of a problem compared with 2017 and was mentioned by 57% compared with 61% in 2017.
- The following page shows those population groups with a greater or lesser propensity to consider each issue as a bigger problem than three years ago.

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

Percentages show the proportion stating that the issue is a bigger problem than 3 years ago. Colour coding shows statistically significant differences at the 99% level between population groups with bright blue colouring showing groups containing significantly more respondents considering the issue a bigger problem and dark blue showing that significantly less respondents considering the issue a bigger problem:

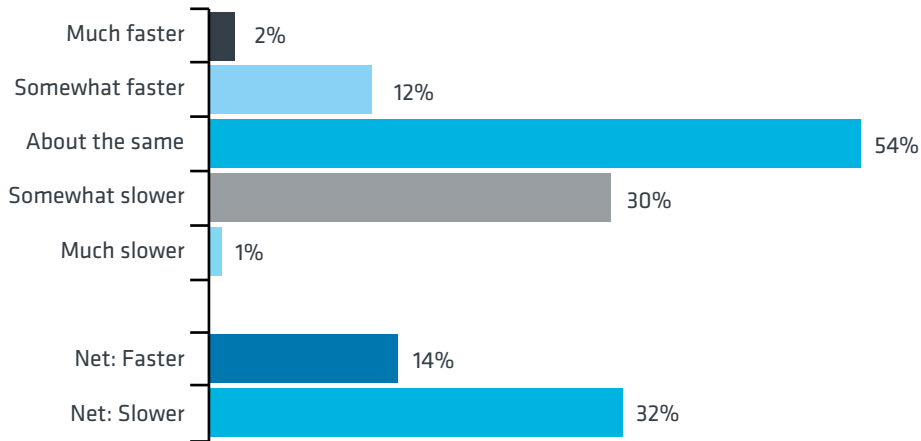
	Total	Gender		Age group			Annual Mileage		Region			
		Male	Female	17 - 34	35 - 49	50 - 69	Up to 5,000	5,000-10,000	North	Lond/SE	Wales/SW	Scotland/NI
Total	1993	994	999	348	653	650	898	867	501	517	276	183
Traffic congestion	76%	75%	76%	73%	72%	79%	74%	77%	80%	72%	79%	69%
Aggressive drivers	68%	67%	69%	64%	67%	72%	68%	67%	73%	67%	61%	61%
Driver distraction	73%	72%	73%	74%	70%	74%	70%	75%	74%	70%	73%	73%
Drink driving	31%	25%	37%	46%	31%	25%	32%	32%	35%	29%	27%	27%
Driving under the influence of drugs	62%	61%	63%	54%	57%	69%	60%	64%	68%	56%	61%	56%
Speeding	55%	53%	58%	58%	53%	56%	54%	58%	61%	52%	49%	51%
Aggressive cyclists	57%	60%	54%	51%	53%	63%	55%	59%	58%	61%	53%	53%

■ Statistically higher than average
 ■ Statistically lower than average

- Similar to last year, females are more likely to consider drink driving and speeding to have become more of a problem than 3 years ago. Males are more likely to mention aggressive cyclists.
- Amongst the age groups, those aged 50 or more are more likely to consider most issues an increasing problem than younger age groups. The one exception to this, and a repeat of the 2017 results, is drink driving which those aged 17-34 are more likely to feel is an increasing problem compared to those aged 50-69

Q2

Q2. How fast would you say you usually drive, compared to most other drivers on the roads.



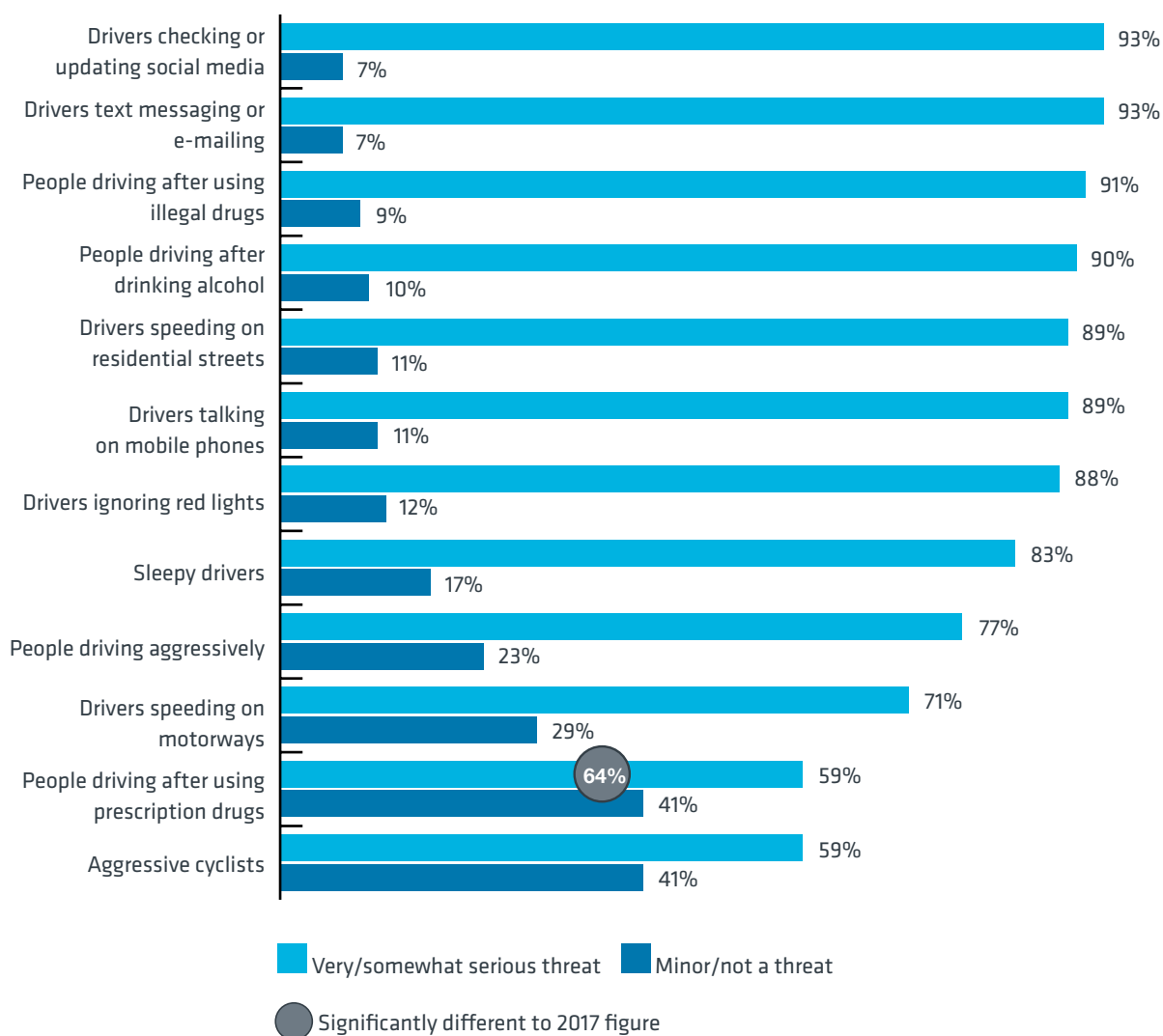
Colour coding shows those population groups with a statistically significant higher or lower driving speed

	Total	Gender		Age group				Annual Mileage		Region	
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	Over 10,000	Lond/SE	Wales/SW
Total	1983	990	993	344	654	644	341	889	228	514	277
Faster	14%	17%	12%	26%	16%	9%	6%	10%	24%	15%	18%
Slower	32%	32%	31%	17%	29%	38%	39%	36%	23%	27%	31%

Light blue: Statistically higher than average Dark blue: Statistically lower than average

- Just under a third of respondents (32%) feel that they drive more slowly than other drivers compared with 14% who said they drove faster. Just over half (54%) feel that they drive at the same speed as other drivers. Males claimed to drive faster than females while younger drivers and especially the 17 - 34 year old age group drive faster than older motorists.

Q3. How much of a threat to your personal safety are the following?



- The top three personal safety issues were:- driving while using social media, driving while texting or e-mailing, and driving after using illegal drugs. These were all considered threatening by over nine in ten (93%, 93% and 91% respectively).
- This is very similar to last year although drinking alcohol came above illegal drugs in 2017. Driving after using prescription drugs shows a decrease in the proportion of motorists considering them a threat compared with 2017.

Q3

Q3. How much of a threat to your personal safety are the following?

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

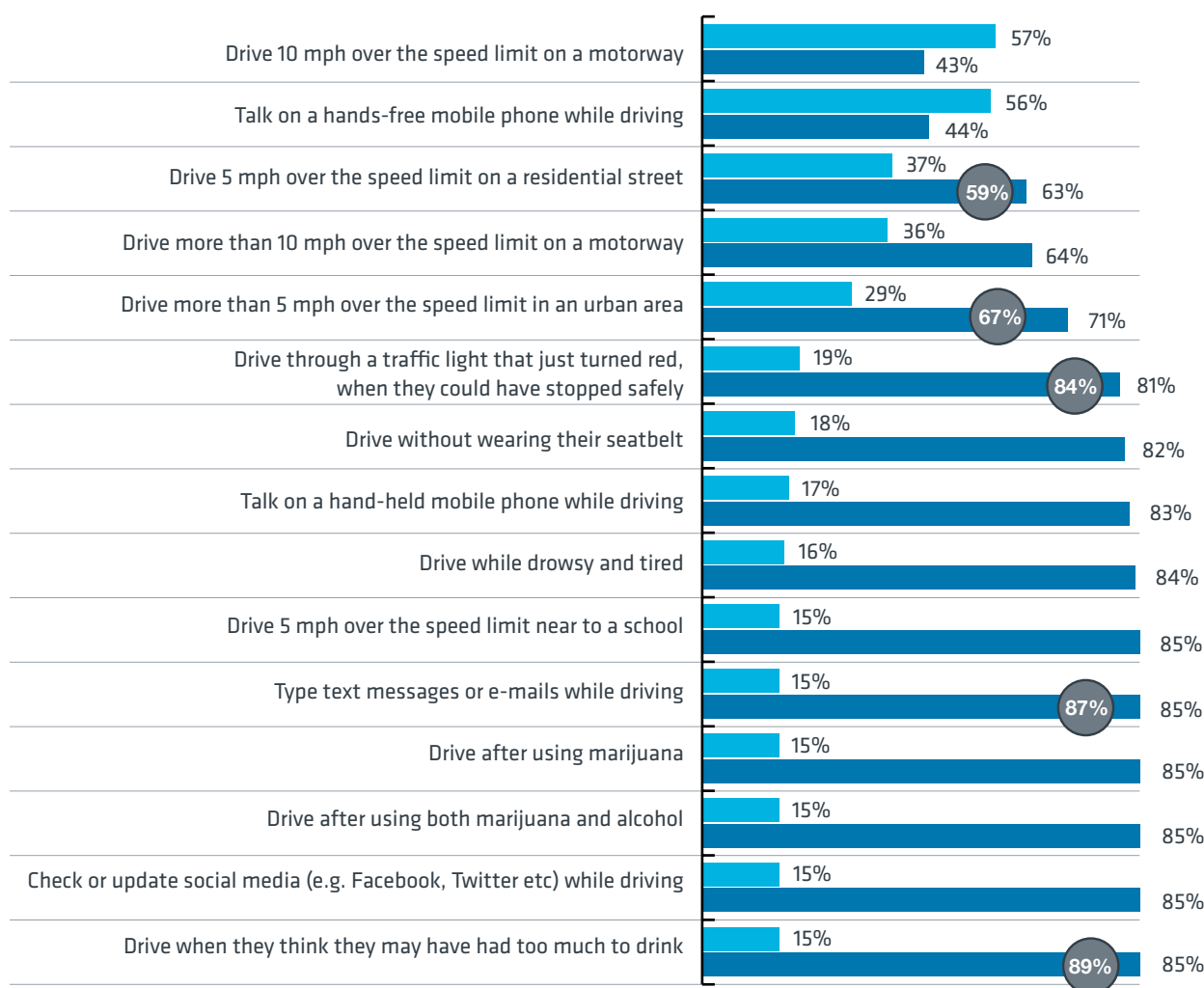
	Total	Gender		Age group				Annual Mileage			Region			
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000	Midlands	Lond/SE	Wales/SW	Scotland/NI
Total	1989	993	996	348	652	647	342	897	865	227	513	518	276	183
People driving aggressively	77%	76%	78%	83%	77%	77%	70%	78%	76%	79%	75%	79%	74%	77%
Drivers talking on mobile phones	89%	88%	91%	91%	89%	90%	88%	89%	89%	93%	87%	90%	91%	89%
People driving after drinking alcohol	90%	88%	92%	87%	90%	91%	92%	90%	89%	93%	90%	90%	90%	92%
People driving after using prescription drugs	59%	58%	60%	57%	64%	57%	56%	60%	58%	60%	56%	62%	50%	71%
People driving after using illegal drugs	91%	89%	92%	86%	90%	92%	93%	92%	89%	92%	89%	91%	90%	92%
Drivers text messaging or e-mailing	93%	91%	94%	90%	91%	96%	94%	92%	93%	95%	93%	92%	92%	93%
Drivers speeding on motorways	71%	61%	80%	73%	72%	69%	68%	74%	69%	64%	70%	73%	63%	73%
Drivers speeding on residential streets	89%	86%	91%	86%	87%	91%	90%	90%	86%	90%	89%	89%	84%	88%
Drivers ignoring red lights	88%	87%	89%	85%	89%	90%	87%	88%	87%	94%	89%	88%	84%	88%
Sleepy drivers	83%	81%	86%	84%	83%	84%	82%	84%	81%	88%	86%	83%	81%	83%
Drivers checking or updating social media	93%	91%	94%	88%	91%	95%	96%	93%	92%	94%	92%	92%	91%	94%
Aggressive cyclists	59%	57%	62%	63%	59%	60%	56%	60%	60%	55%	56%	67%	56%	56%

■ Statistically higher than average
 ■ Statistically lower than average

- Consistent with 2017, a higher proportion of female drivers feel threatened than male drivers for most of the driving behaviours.
- Apart from the threat from people driving aggressively, younger drivers are generally less likely to feel threats to their personal safety than older age groups.

Q4. How acceptable would most other people say it is for a driver to...?

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



■ Acceptable ● Significantly different to 2017 figures
■ Unacceptable

- Consistent with the results of the 2017 survey when viewed from the point of view of how acceptable most people would say a particular driving behaviour is, only two types of behaviour were considered acceptable by the majority of drivers. These were driving up to 10 mph over the limit on a motorway and talking on a hands-free mobile.
- Also consistent with last year, the three types of behaviour involving driving under the influence of drink and drugs all produced unacceptable levels of over 80%.

Q5

Q5. How acceptable would most other people say it is for a driver to...?

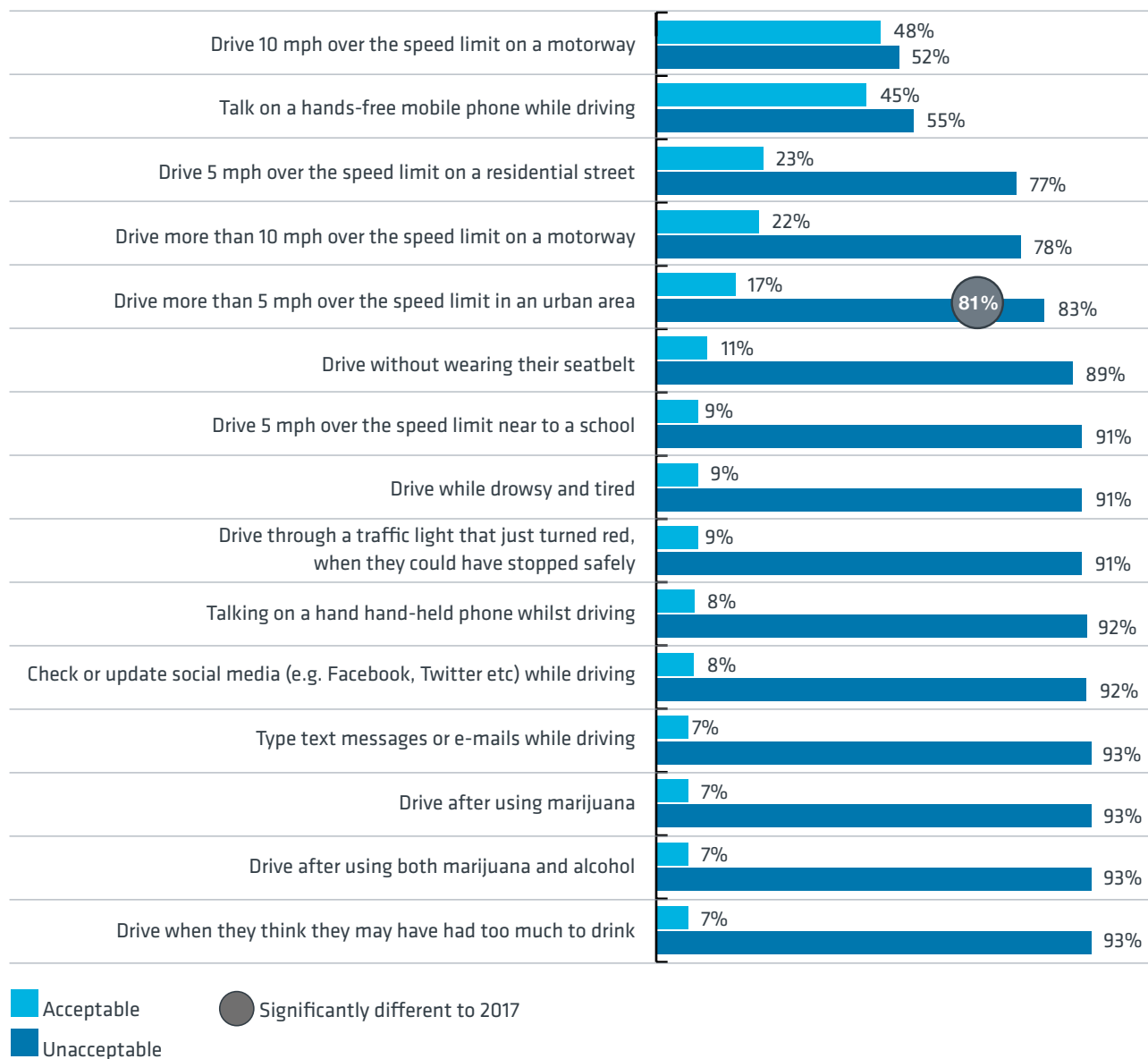
Percentages show the proportion stating that the driving behaviour was acceptable while colour coding shows those population groups with a significantly higher or lower likelihood of considering the driving behaviour acceptable.

	Total	Gender		Age group			Annual Mileage		Region	
		Male	Female	17 - 34	50 - 69	70+	Up to 5,000	Over 10,000	Midlands	Lond/SE
Total	1987	991	996	346	647	343	896	227	513	516
Drive 10 mph over the speed limit on a motorway	57%	63%	53%	57%	58%	56%	54%	71%	56%	60%
Drive more than 10 mph over the speed limit on a motorway	36%	38%	33%	41%	35%	28%	34%	40%	33%	37%
Drive 5 mph over the speed limit on a residential street	37%	39%	36%	45%	35%	33%	35%	46%	34%	42%
Drive more than 5 mph over the speed limit in an urban area	29%	31%	27%	36%	27%	25%	28%	30%	29%	32%
Drive 5 mph over the speed limit near to a school	15%	15%	15%	24%	13%	13%	15%	14%	13%	21%
Talk on a hands-free mobile phone while driving	56%	57%	56%	60%	52%	51%	56%	67%	55%	56%
Talk on a hand-held mobile phone while driving	17%	17%	16%	23%	14%	15%	16%	21%	15%	22%
Type text messages or e-mails while driving	15%	15%	15%	25%	12%	10%	15%	16%	11%	21%
Drive while drowsy and tired	16%	16%	16%	25%	14%	11%	15%	15%	12%	19%
Drive without wearing their seatbelt	18%	17%	18%	23%	17%	12%	16%	20%	14%	22%
Drive through a traffic light that just turned red, when they could have stopped safely	19%	19%	18%	25%	17%	13%	18%	22%	15%	22%
Drive when they think they may have had too much to drink	15%	14%	15%	22%	13%	10%	14%	17%	11%	19%
Drive after using marijuana	15%	14%	16%	22%	14%	11%	13%	19%	14%	19%
Drive after using both marijuana and alcohol	15%	13%	16%	21%	13%	12%	13%	16%	13%	19%
Check or update social media (e.g. Facebook, Twitter etc) while driving	15%	15%	15%	22%	14%	11%	13%	19%	12%	19%

■ Statistically higher than average
 ■ Statistically lower than average

- Female drivers consider speeding on motorways less acceptable while males felt that most other people find it more acceptable. Drivers aged 17-34 are more likely to find all but two behaviours acceptable while those over 50 years of age were less 'accepting' on a number of driving behaviours. Higher mileage drivers tended to be more 'accepting'.
- London and South East drivers felt that most other people were more accepting of the majority of driving behaviours while those from the Midlands were less accepting of almost half.

Q5. How acceptable do you personally feel it is for a driver to...?



- When viewed from how acceptable it was from the respondent's personal view the profile of response was very similar on every measure although the acceptability factor was lower on every measure and by a similar amount.
- Compared with 2017, respondents were more accepting of driving more than 5 mph over the speed limit in an urban area

Q5. How acceptable do you personally feel it is for a driver to...?

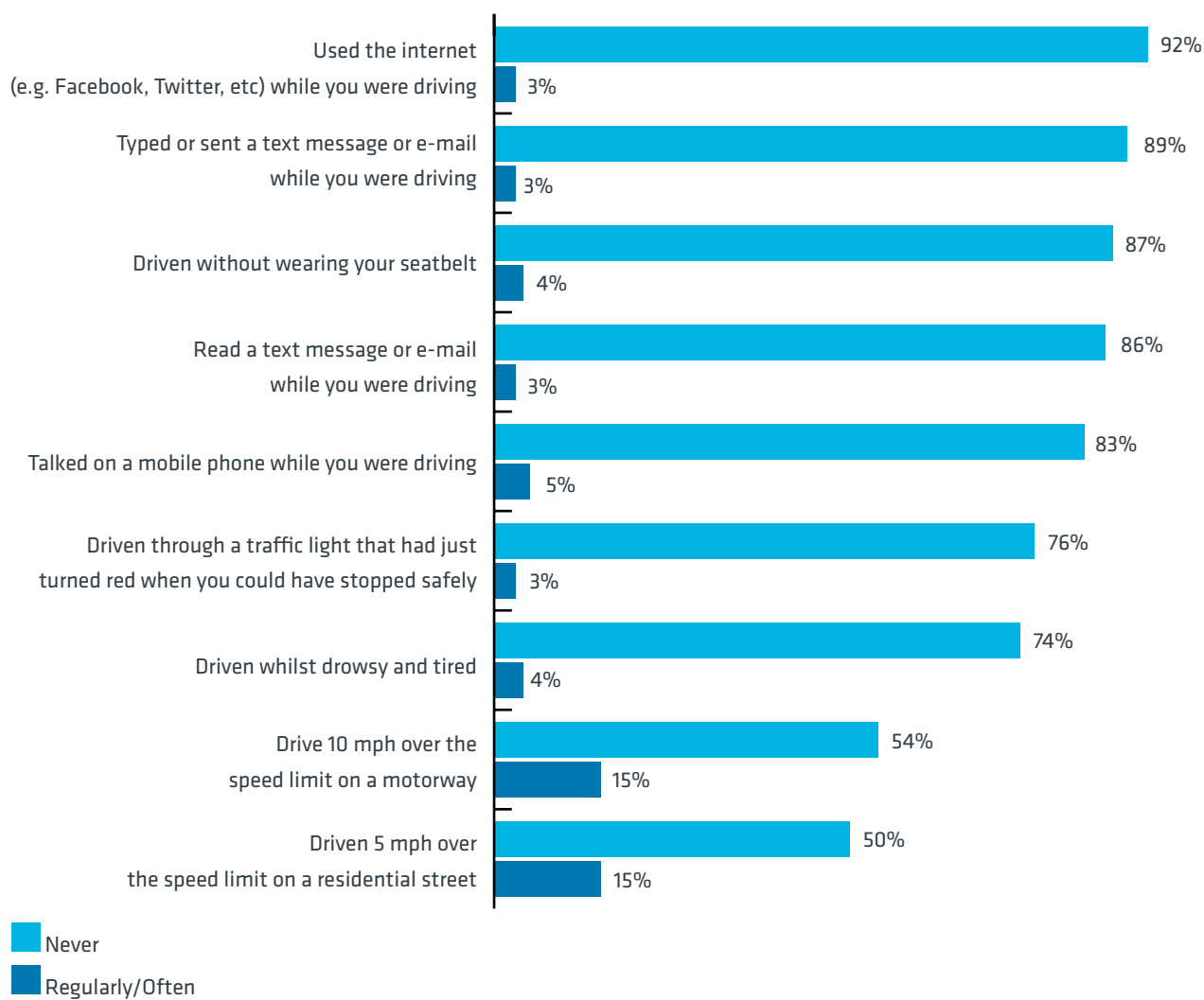
Percentages show the proportion stating that the driving behaviour was acceptable while colour coding shows those population groups with a significantly higher or lower likelihood of considering the driving behaviour acceptable.

■ Statistically higher than average
■ Statistically lower than average

	Total	Gender		Age group			Annual mileage			Region	
		Male	Female	17 - 34	50 - 69	70+	Up to 5,000	5,000 - 10,000	Over 10,000	Lond/SE	Scotland/NI
Total	1993	994	999	346	650	343	902	864	227	518	182
Drive 10 mph over the speed limit on a motorway	48%	55%	41%	44%	50%	43%	44%	48%	64%	50%	43%
Drive more than 10 mph over the speed limit on a motorway	22%	28%	17%	25%	22%	16%	20%	23%	31%	24%	16%
Drive 5 mph over the speed limit on a residential street	23%	27%	19%	27%	21%	19%	21%	23%	32%	25%	18%
Drive more than 5 mph over the speed limit in an urban area	17%	20%	14%	22%	14%	13%	14%	19%	19%	18%	11%
Drive 5 mph over the speed limit near to a school	9%	11%	7%	16%	7%	5%	8%	10%	10%	11%	5%
Talk on a hands-free mobile phone while driving	45%	46%	43%	49%	42%	38%	43%	44%	52%	44%	45%
Talk on a hand-held mobile phone while driving	8%	9%	6%	14%	5%	4%	6%	9%	6%	9%	4%
Type text messages or e-mails while driving	7%	8%	6%	15%	5%	3%	7%	7%	9%	11%	3%
Drive while drowsy and tired	9%	11%	8%	18%	8%	4%	8%	10%	10%	12%	5%
Drive without wearing their seatbelt	11%	13%	9%	14%	10%	7%	9%	13%	11%	14%	6%
Drive through a traffic light that just turned red, when they could have stopped safely	9%	10%	8%	14%	7%	5%	8%	9%	10%	11%	5%
Drive when they think they may have had too much to drink	7%	8%	7%	13%	6%	3%	6%	8%	8%	10%	3%
Drive after using marijuana	7%	8%	7%	13%	6%	3%	6%	8%	9%	10%	2%
Drive after using both marijuana and alcohol	7%	8%	7%	12%	6%	4%	6%	8%	9%	10%	3%
Check or update social media (e.g. Facebook, Twitter etc) while driving	8%	8%	7%	15%	6%	4%	7%	8%	10%	10%	3%

- When talking about drivers' personal views, the demographic differences are much more pronounced with females and older drivers in particular being less accepting of many types of driving behaviour when compared with younger drivers and males.
- Higher mileage drivers are more accepting of driving over the speed limits while lower mileage drivers are less accepting.
- Drivers aged 70+ are less accepting on all but 3 types of behaviour while drivers aged 17-34 are more accepting on all but 3 types of behaviour.

Q6. In the past 30 days, how often have you...



- Apart from driving 10 mph over the speed limit on a motorway and driving 5 mph above the limit on a residential street, both of which were admitted by 15%, relatively few drivers admitted to any of the other specified driving behaviours

Q6

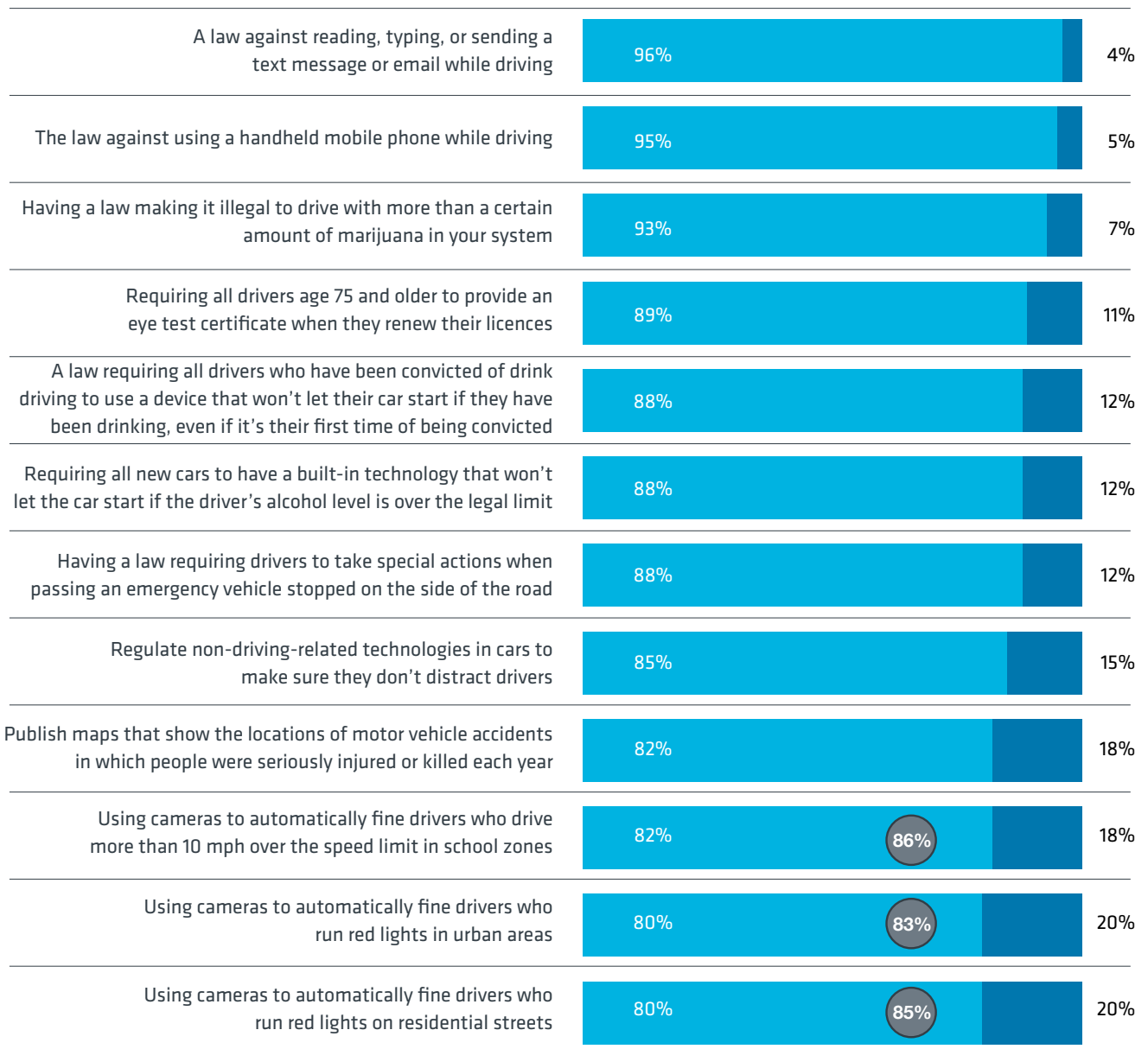
Q6. In the past 30 days, how often have you...

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

	Total	Gender		Age group				Annual mileage		Region	
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	Over 10,000	Lond/SE	Scotland/NI
Total	1990	991	999	344	654	649	343	903	226	516	182
Drive 10 mph over the speed limit on a motorway	991	19%	11%	18%	18%	13%	10%	11%	29%	17%	10%
Driven 5 mph over the speed limit on a residential street	999	17%	13%	22%	18%	11%	9%	12%	27%	13%	10%
Read a text message or e-mail while you were driving	344	4%	3%	8%	5%	1%	1%	2%	6%	5%	1%
Typed or sent a text message or e-mail while you were driving	654	4%	2%	7%	4%	1%	1%	2%	4%	4%	0%
Driven without wearing your seatbelt	649	4%	3%	8%	5%	1%	2%	3%	4%	6%	0%
Driven whilst drowsy and tired	343	6%	3%	11%	5%	1%	1%	3%	8%	6%	1%
Driven through a traffic light that had just turned red when you could have stopped safely	903	5%	2%	8%	4%	1%	0%	3%	4%	5%	1%
Talked on a mobile phone while you were driving	226	6%	4%	10%	5%	5%	2%	3%	10%	7%	5%
Used the internet (e.g. Facebook twitter etc) while you were driving	516	3%	2%	7%	3%	1%	1%	2%	4%	4%	1%

- The chart above shows the proportion that regularly/often engage in a particular driving activity and again shows the differences between the age groups and genders. Drivers under 50 years of age and males were more likely to engage in virtually all activities when compared with drivers aged 50 and over and females who were less likely.

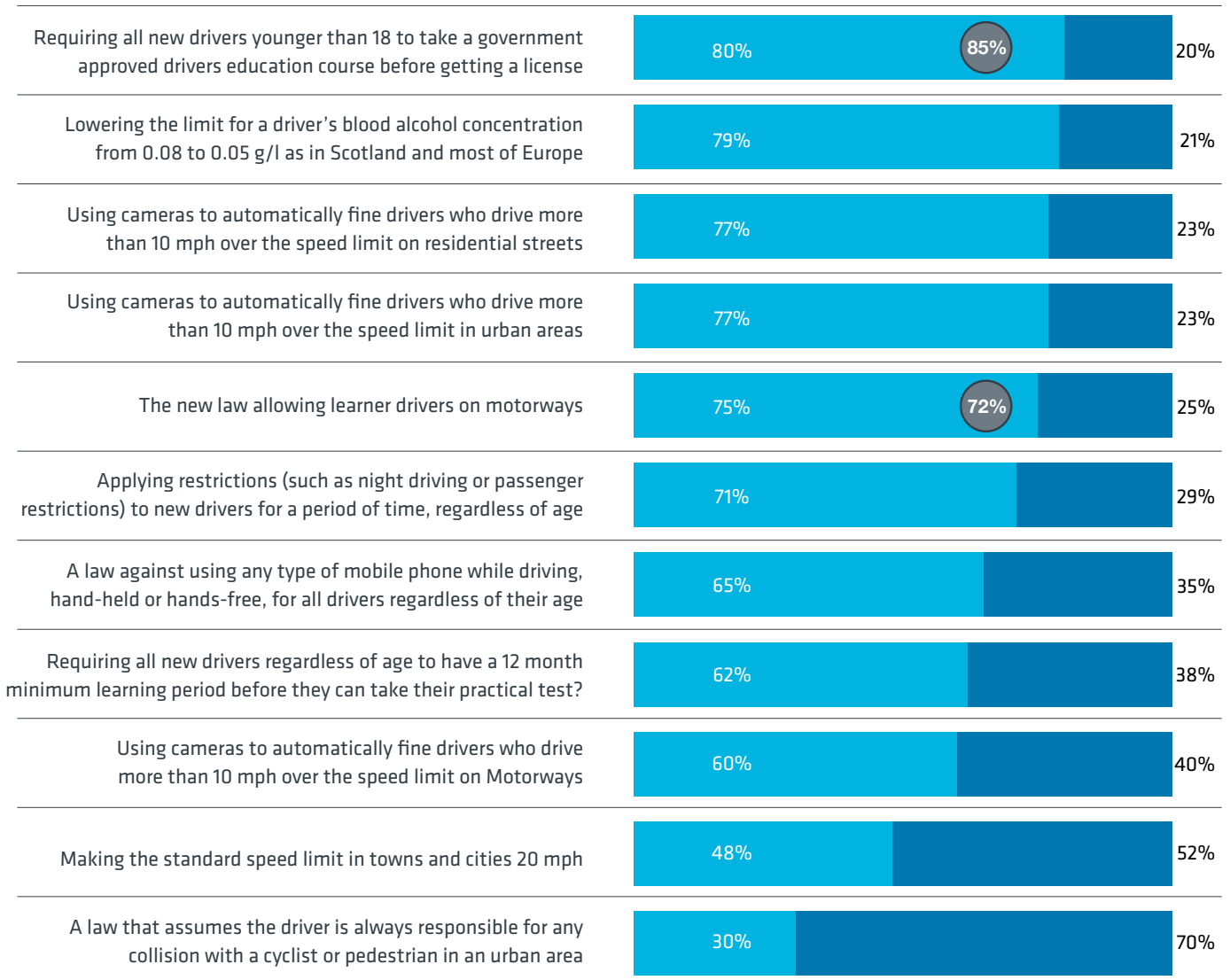
Q7/8. How strongly do you support or oppose the following..?



■ Support
 ■ Oppose
 ● Significantly different to 2017

- While overall there was little difference compared with 2017, there was a reduction in support for the use of cameras to fine drivers in the three scenarios shown above. The only proposal with increased support in 2018 was the new law allowing learner drivers on motorways which is shown on the following slide.

Q7/8. (continued) How strongly do you support or oppose the following..?



Support Oppose Significantly different to 2017

- There were only two propositions that were not supported by a majority of drivers. They were almost equally split on the proposal to make the standard speed limit in towns 20 mph while only 30% supported the proposal to making a driver always responsible for any collision with a pedestrian or cyclist.

Q7/8. How strongly do you support or oppose the following... (% show the proportion supporting)

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

■ Statistically higher than average

■ Statistically lower than average

	Total	Gender		Age group				Annual Mileage	
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	Over 10,000
Total	2000	996	1004	348	657	652	343	905	228
A law against reading, typing, or sending a text message or email while driving	96%	96%	96%	92%	94%	98%	99%	97%	97%
The law against using a handheld mobile phone while driving	95%	95%	95%	92%	92%	97%	98%	96%	96%
Requiring all drivers age 85 and older to pass a simple screening test, for health problems	93%	93%	94%	91%	94%	94%	93%	94%	94%
The law making it illegal to drive with more than a certain amount of marijuana in your system	93%	93%	93%	85%	92%	96%	98%	94%	94%
Requiring all drivers age 75 and older to provide an eye test certificate when they renew their licences	89%	88%	89%	86%	89%	90%	89%	88%	91%
Requiring all new cars to have a built-in technology that won't let the car start if the driver's alcohol level is over the legal limit	88%	85%	91%	85%	88%	88%	94%	90%	90%
Having a law requiring drivers to take special actions when being passed by an emergency vehicle	88%	86%	90%	84%	87%	89%	93%	89%	86%
A law requiring all drivers who have been convicted of drink driving to use a device that won't let their car start if they have been drinking	88%	85%	91%	83%	85%	89%	95%	89%	88%
Regulate non-driving-related technologies in cars to make sure they don't distract drivers	85%	84%	87%	78%	85%	87%	93%	87%	86%
Using cameras to automatically fine drivers who drive more than 10 mph over the speed limit in school zones	82%	82%	83%	78%	81%	83%	90%	85%	82%
Publish maps that show the locations of motor vehicle accidents in which people were seriously injured or killed each year	82%	82%	82%	82%	83%	80%	82%	83%	81%
Using cameras to automatically fine drivers who run red lights on residential streets	80%	81%	80%	71%	77%	83%	91%	83%	78%

Q7/8. How strongly do you support or oppose the following... (% show the proportion supporting)

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

- Statistically higher than average
- Statistically lower than average

	Total	Gender		Age group				Annual Mileage	
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	Over 10,000
Total	2000	996	1004	348	657	652	343	905	228
Requiring all new drivers younger than 18 to take a compulsory approved drivers education course before getting a license	80%	80%	79%	68%	77%	83%	90%	82%	81%
Using cameras to automatically fine drivers who run red lights in urban areas	80%	80%	79%	73%	77%	81%	90%	82%	78%
Lowering the limit for a driver's blood alcohol concentration from 0.08 to 0.05 g/l as in Scotland and most of Europe	79%	76%	81%	74%	79%	81%	79%	79%	79%
Using cameras to automatically fine drivers who drive more than 10 mph over the speed limit on residential streets	77%	74%	79%	75%	75%	78%	81%	81%	69%
Using average speed cameras to automatically fine drivers who drive more than 10 mph over the speed limit in urban areas	77%	74%	79%	75%	75%	78%	81%	81%	69%
The new law allowing learner drivers on motorways	75%	75%	74%	79%	77%	73%	68%	76%	73%
Applying restrictions (such as night driving or passenger restrictions) to new drivers for a period of time, regardless of age	71%	73%	70%	61%	69%	74%	83%	75%	66%
A law against using any type of mobile phone while driving, hand-held or hands-free, for all drivers regardless of their age	65%	65%	66%	55%	64%	69%	71%	71%	55%
Requiring all new drivers (regardless of age) to take a compulsory approved drivers education course before getting a license	62%	62%	62%	56%	59%	64%	70%	64%	60%
Using cameras to automatically fine drivers who drive more than 10 mph over the speed limit on Motorways	60%	57%	64%	63%	59%	58%	65%	64%	50%
Making the standard speed limit in towns and cities 20 mph	48%	41%	54%	53%	53%	42%	43%	52%	40%
A law that assumes the driver is always responsible for any collision with a cyclist or pedestrian in an urban area	30%	27%	33%	45%	36%	23%	17%	32%	26%

- The demographic differences continue the theme from previous results of greater support for more regulation amongst older drivers and females while younger drivers and males were less supportive. Also similar to last year, higher mileage drivers were less supportive than those with lower mileage.

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

● Significantly different to 2017 figure

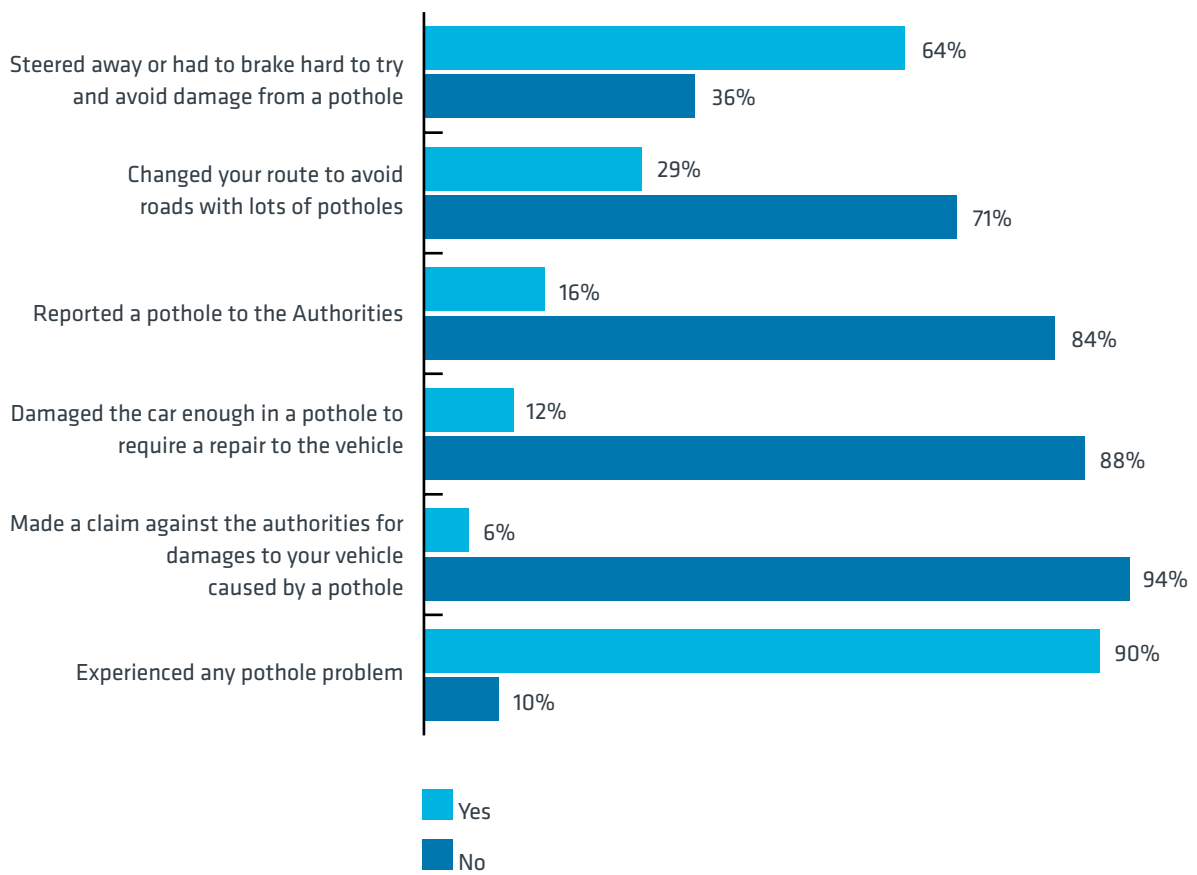
Type of driving behaviour	Average priority ranking	% placing it first	% placing it last
Drink and drug driving	1.9	59%	2%
Drivers using hand held mobile phones	3.3 3.1	12%	4%
Speeding on local roads	3.4	10%	8%
Aggressive and intimidating driving	3.4	9%	7%
Uninsured / untaxed / unlicensed drivers	3.8 3.6	8%	13%
Car occupants not wearing a seat belt	5.3	2%	66%

	Total	Gender		Age group				Annual Mileage		Region		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Lond/SE	SW/Wales	Scotland/NI
Total	2000	996	1004	348	657	652	343	905	867	519	278	183
a. Drink and drug driving	1.9	1.9	1.8	1.8	1.8	2.0	1.8	1.9	1.8	2.0	1.8	1.6
b. Speeding on local roads	3.4	3.4	3.3	3.2	3.3	3.5	3.5	3.3	3.5	3.3	3.4	3.3
c. Aggressive and intimidating driving	3.4	3.3	3.5	3.4	3.4	3.3	3.5	3.4	3.4	3.2	3.5	3.6
d. Uninsured / taxed / unlicensed drivers	3.8	3.6	3.9	4.1	3.9	3.5	3.6	3.8	3.8	3.8	3.8	3.9
e. Drivers using hand held mobile phones	3.3	3.3	3.3	3.5	3.4	3.2	3.1	3.3	3.3	3.4	3.1	3.3
f. Car occupants not wearing a seat belt	5.3	5.5	5.2	5.0	5.2	5.4	5.5	5.3	5.3	5.3	5.3	5.3

- In terms of the average priority ranking, drink and drug driving scored a similar average ranking as last year at 1.9 and remains the clear priority issue with 59% of motorists placed it first. The priority order of the 6 types of behaviour remained the same as last year
- Driver using hand held mobile phones and uninsured/ untaxed/unlicensed drivers both received a slightly lower priority score compared with 2017
- There were some differences between the different population groups although all groups placed drink driving first and seatbelts last.


Q10

Q10. Potholes: In the past year have you...



Q10. Potholes: In the past year have you...

	Total	Gender		Age group				Annual Mileage			Region	
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 5,000	5,000-10,000	Over 10,000	North	London/SE
Total	2000	996	1004	348	657	652	343	905	867	228	501	519
Steered away or had to brake hard to try and avoid	64%	65%	62%	55%	57%	68%	76%	59%	67%	71%	66%	60%
Damaged the car enough in a pothole to require a repair to the vehicle	29%	29%	29%	32%	30%	29%	25%	26%	32%	32%	35%	28%
Changed your route to avoid roads with lots of potholes	16%	17%	16%	26%	15%	15%	12%	16%	16%	22%	17%	18%
Reported a pothole to the Authorities	12%	13%	11%	21%	15%	8%	5%	10%	13%	16%	13%	14%
Made a claim against the authorities for damages to your vehicle caused by a pothole	6%	7%	5%	14%	7%	2%	1%	5%	7%	7%	7%	7%
Experienced any pothole problem	90%	93%	88%	86%	87%	93%	95%	87%	93%	96%	91%	88%

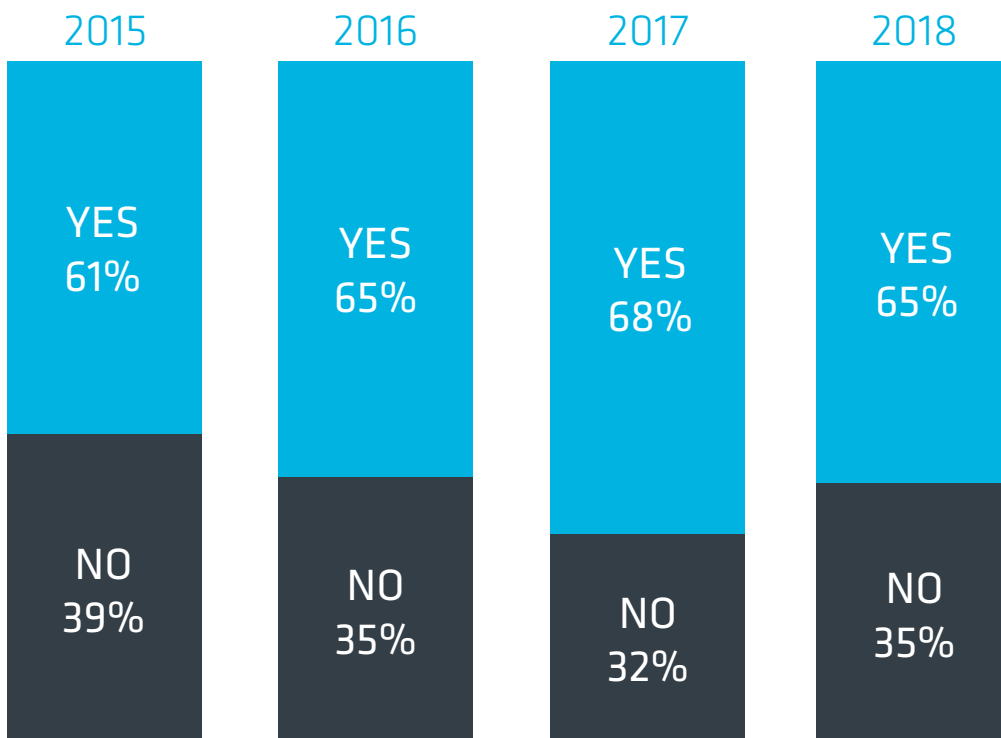
 Statistically higher than average

 Statistically lower than average

- Overall, 90% of motorists experienced some problem with potholes over the previous 12 months
- Almost two thirds had to steer away for a hole or brake hard to avoid damage while 29% changed routes to avoid roads with lots of potholes
- 6% made a claim to the authorities for damage caused by potholes
- Male drivers, those in the younger age groups and those with lower mileage were less likely to have experienced problems
- Regionally, London drivers had fewer problems with potholes

Q11

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



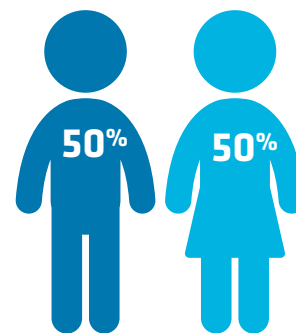
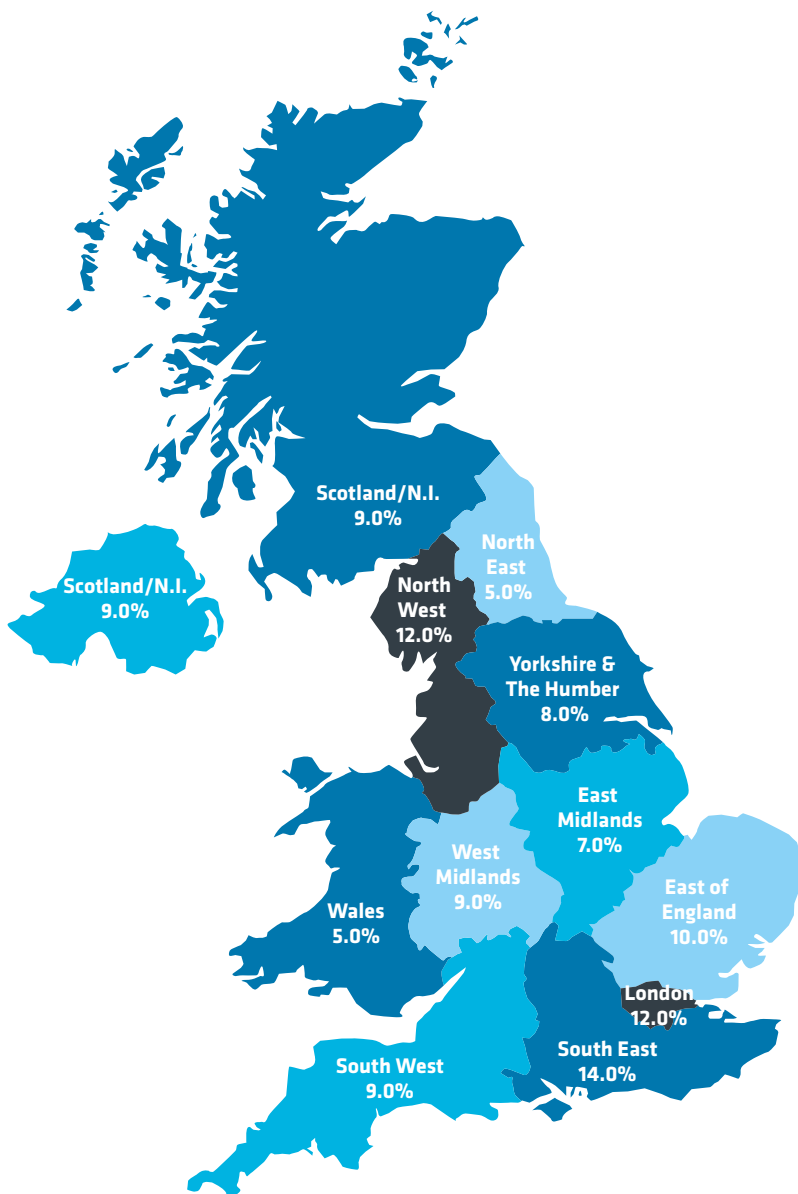
	Total	Age group			
		17 - 34	35 - 49	50 - 69	70+
Total	2000	348	657	652	343
Yes	65%	70%	69%	62%	60%
No	35%	30%	31%	38%	40%

■ Statistically higher than average
 ■ Statistically lower than average

- The proportion of drivers stating that all drivers should be encouraged to improve their driving skills through an advanced driving test remained around two thirds of motorists after increases in both 2015 and 2016.
- Drivers aged 35 - 49 were significantly more supportive than older drivers especially those over 70.

Methodology

1. An online questionnaire was completed by motorists from the Research Now access panel of UK residents.
2. Just over 2,000 useable interviews were completed.
3. The final achieved sample was weighted by region and age group to be representative of UK motorists (excluding N. Ireland) using data from the Department for Transport National Travel Survey.
4. The weighted sample profile is very similar to 2016 and is shown below:



Age group	
17 - 24	5.0%
25 - 34	12.0%
35 - 39	16.0%
40 - 49	17.0%
50 - 59	17.0%
60 - 69	16.0%
70+	17.0%

- Following each chart, summarised data tables show an analysis of the data by demographics and key classification questions.
- These population groups' distributions are colour coded to indicate which are statistically above or below those from the total sample at the 95% confidence level.
- Also for each chart, statistically significant differences from the results of the 2017 are highlighted as follows with the 2017 data shown in the circle: Significantly different to 2017

IAM RoadSmart is the trading name of all businesses owned by The Institute of Advanced Motorists

Charity number: 249002 (England and Wales)
SC041201 (Scotland).

www.iamroadsmart.com
[@iamroadsmart](https://twitter.com/iamroadsmart)

