

Driving Safety Culture Survey 2016



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Introduction

IAM RoadSmart has a 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 online assessments through to the advanced driving and riding tests. The organisation has 92,000 members and campaigns on road safety on their behalf.

This is our second annual report on the opinions, attitudes and behaviour of British drivers. Once again it makes interesting reading, confirming as it does a clear shift towards concerns about new technology and its use on our roads. It is of course too early to pick out definitive trends after only two surveys and our plan for next year is to start to present information on change to provide new insights for our stakeholders and government.

In the meantime it is clear that the worries and concerns of Britain's 32 million drivers must be listened to. Whilst we can all take more responsibility for our actions a focus on distraction and congestion is already emerging as a popular choice from drivers. New road building and smart motorways will help with congestion, but our survey has shown that UK motorists increasingly perceive evolving mobile phone technology and use as a threat to their personal safety. Now more than ever it is important that government, road safety bodies and car makers work together to allay the fear caused by distracted drivers. Recent tragic high profile cases underline the need for a combination of education, safe design and better enforcement to make sure that the high-tech benefits of our modern cars outweigh any downsides.

The results are based on an online 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 Traffic Safety for sharing the concept with us and Lake Market Research for conducting the survey work.

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 2016. The objectives were to study UK motorists' driving safety attitudes and behaviour in terms of:

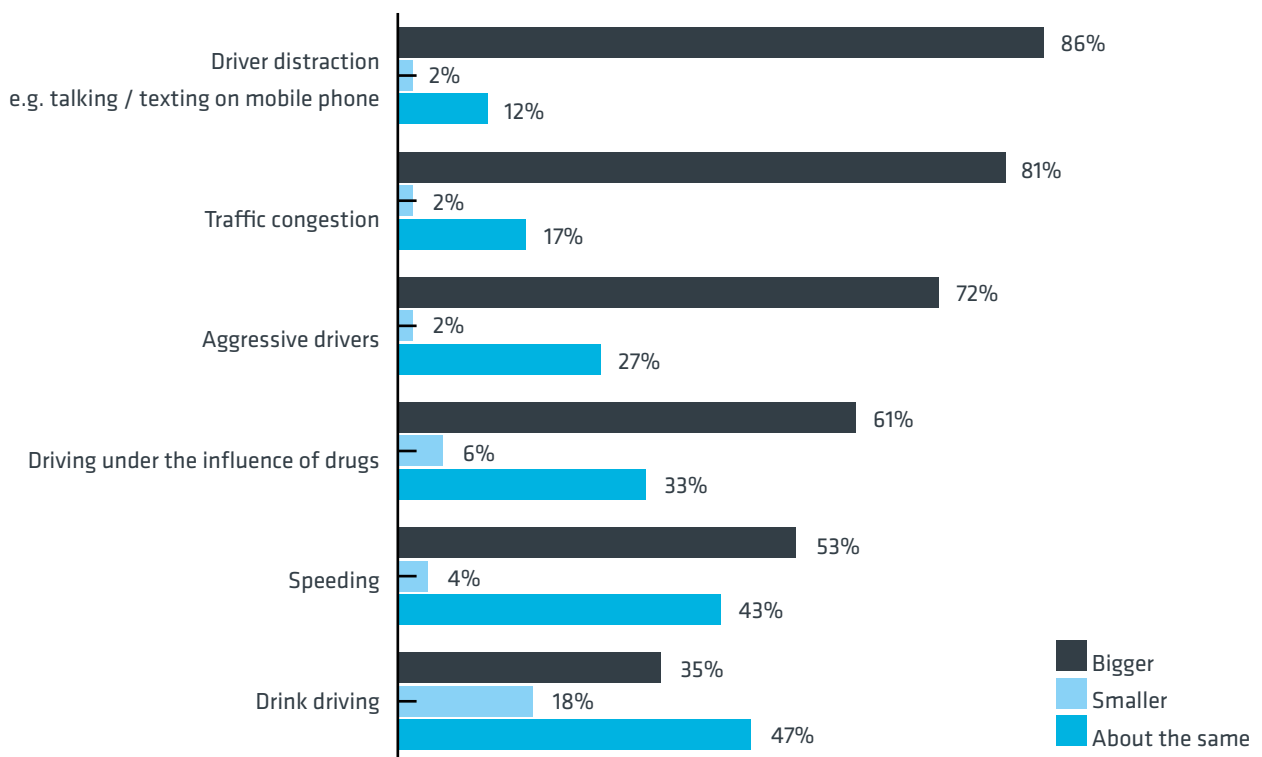
- The potential car driving problems faced by drivers now compared with 3 years ago
- The perceived threats to personal safety whilst driving
- The relative acceptability of driver behaviour
- Respondent driver behaviour
- Support for potential new regulations and laws governing driver behaviour and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

Executive Summary

- Driver distraction linked to all forms of mobile phone use remains the biggest issue affecting drivers' perceptions of safety
- The accelerating increases in traffic we have seen in recent years are clearly being translated into a recognition that congestion is getting worse
- Speeding in residential areas remains very unacceptable
- There are early indications that speeding on motorways is also being viewed in a less positive light although a good majority of drivers still believe that speeding at 10mph over the motorway speed limit is acceptable
- Despite their worries about mobile phone use the vast majority of drivers still report that they have not used a phone illegally or unsafely themselves in the last month
- Support remains strong for a lower drink drive limit in England and in Wales in line with Scotland and most of Europe
- Over half of drivers still want the police to treat drink and drug driving enforcement as their top priority
- Elements of graduated driver licensing such as curfews and passenger number limits for new drivers retain solid support
- Nearly two-thirds agreed that all drivers should be encouraged to improve their driving skills by taking post-test training
- Support for extra tuition was strongest in the 35 to 49 age group

Main Findings

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



- The two biggest problems were traffic congestion and driver distraction with both being considered a bigger problem by over three quarters of motorists.
- Close behind at just under two thirds was aggressive drivers followed by driving under the influence of drugs mentioned by just over half of the sample of motorists.
- Speeding is considered a bigger problem by just under a half of all motorists and drink driving by just over a third.
- Compared with 2015, all issues were considered a bigger problem other than traffic congestion.

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

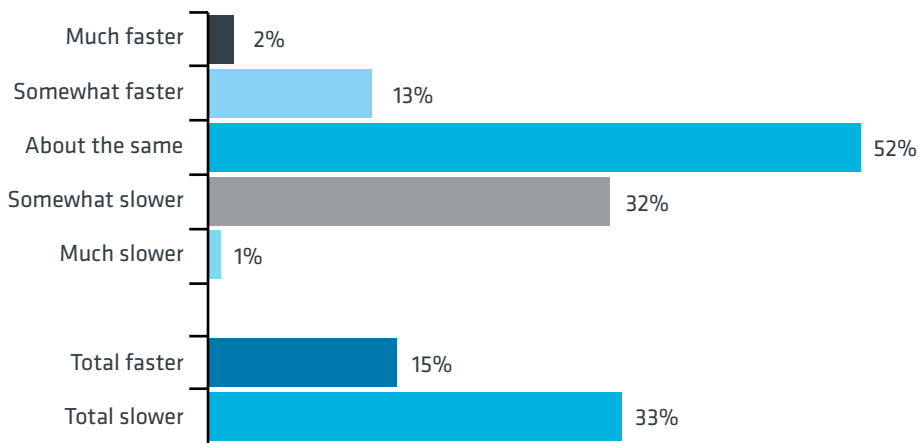
Percentages show the proportion stating that the issue was a bigger problem than 3 years ago. Colour coding shows statistically significant differences at the 99% level between population groups with blue colouring showing groups containing significantly more respondents considering the issue a bigger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

	Total	Gender		Age group				Annual mileage				Driving speed compared		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 3000	3,001 - 7000	7,001 - 10,000	Over 10,000	Faster	Slower	Same
Unweighted row	2015	992	1023	526	552	777	160	360	910	441	304	296	639	1064
Traffic congestion	81%	81%	82%	74%	79%	87%	84%	81%	80%	84%	82%	80%	84%	80%
Aggressive drivers	72%	69%	74%	64%	69%	77%	74%	68%	72%	74%	70%	65%	79%	69%
Driver distraction e.g. talking texting on mobile phone	86%	86%	87%	75%	84%	91%	94%	86%	86%	87%	89%	78%	92%	86%
Drink driving	35%	29%	42%	45%	35%	30%	36%	33%	40%	32%	29%	31%	42%	32%
Driving under the influence of drugs	61%	60%	62%	53%	57%	65%	71%	60%	63%	59%	59%	59%	68%	57%
Speeding	53%	49%	58%	54%	50%	55%	57%	54%	55%	52%	51%	39%	65%	50%

■ Statistically higher than average ■ Statistically lower than average

- Compared with male drivers, females were more likely to consider aggressive driving, drink driving and speeding to have become more of a problem than 3 years ago.
- Amongst the age groups, those aged 50 or more were more likely to consider most issues as an increasing problem while younger age groups held the reverse view.
- Motorists who considered their personal driving speed was slower than average were more likely to consider every issue as being more of a problem now than 3 years ago.

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

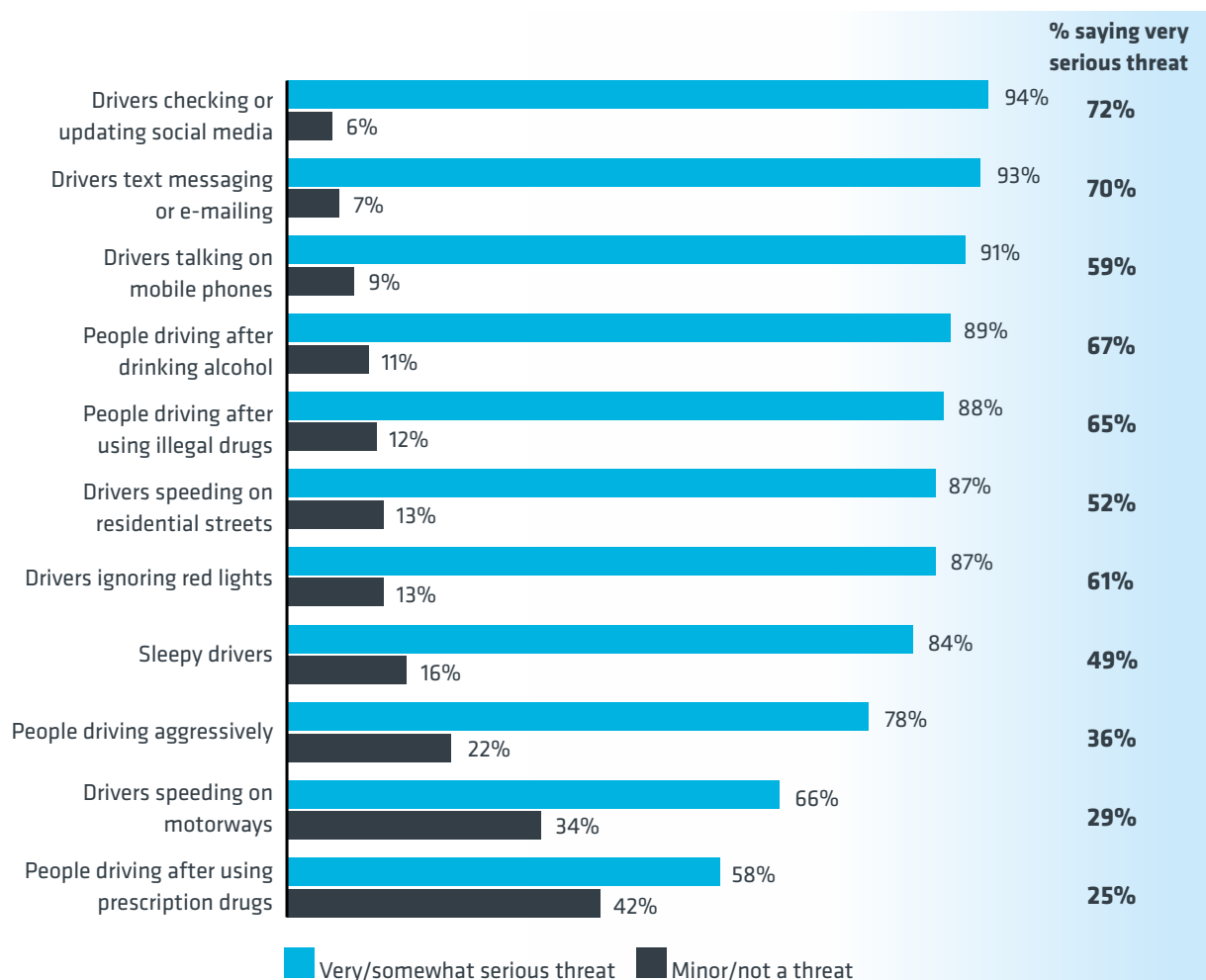


	Total	Gender		Age group				Insurance claim against you		Insurance claim against other	
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Yes	No	Yes	No
Unweighted row	2002	987	1015	525	548	771	158	95	1907	133	1869
Faster	15%	18%	11%	20%	19%	10%	9%	44%	13%	28%	14%
Slower	33%	33%	34%	21%	26%	39%	50%	22%	34%	24%	34%

■ Statistically higher than average ■ Statistically lower than average

- Rather more respondents (33%) felt that they drove more slowly than other drivers compared with those that said they drove faster (15%). Just over half the sample felt that they drove at the same speed.
- A higher proportion of males claimed they drive faster (although still a clear minority at just under a fifth) while a slightly higher proportion of females (at just over a third) claimed they drive slower.

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 and talking on mobile phones. These were all considered threatening by over nine in ten.
- Speeding on motorways was considered to be much less of a threat than speeding on residential streets and it is also interesting to note that talking on mobile phones was considered less of a threat than texting.
- Compared with 2015, there was an increase in the proportion of motorists considering the following as a threat:- talking on mobiles, aggressive driving, speeding on motorways and driving after using prescription drugs.

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

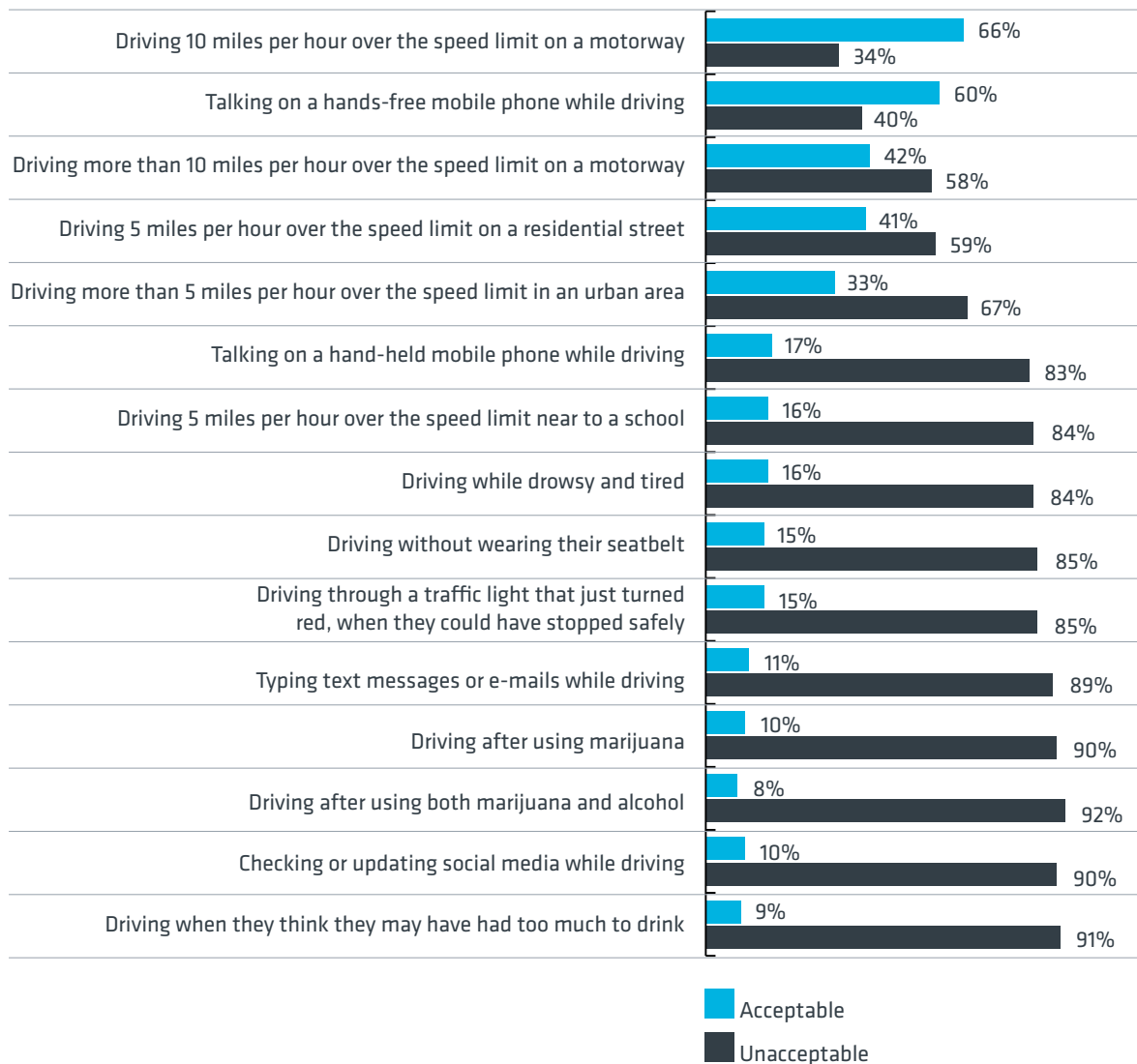
Percentages show the proportion stating that the driving behaviour was very/somewhat serious threat.

	Total	Gender		Age group				Annual mileage			
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 3000	3,001 - 7000	7,001 - 10,000	Over 10,000
Unweighted row	2015	992	1023	526	552	777	160	360	910	441	304
People driving aggressively	78%	75%	82%	84%	81%	76%	70%	77%	77%	83%	77%
Drivers talking on mobile phones	91%	88%	94%	89%	90%	92%	91%	94%	90%	91%	90%
People driving after drinking alcohol	89%	87%	92%	87%	88%	90%	92%	93%	88%	89%	89%
People driving after using prescription drugs	58%	55%	62%	57%	62%	55%	56%	61%	59%	61%	47%
People driving after using illegal drugs	88%	86%	90%	86%	85%	91%	93%	92%	86%	90%	88%
Drivers text messaging or e-mailing	93%	92%	95%	90%	91%	96%	98%	96%	92%	94%	94%
Drivers speeding on motorways	66%	55%	78%	71%	66%	64%	68%	75%	68%	64%	56%
Drivers speeding on residential streets	87%	83%	91%	87%	85%	88%	89%	90%	85%	89%	86%
Drivers ignoring red lights	87%	85%	89%	88%	84%	88%	87%	90%	86%	88%	84%
Sleepy drivers	84%	82%	87%	84%	84%	85%	83%	88%	82%	86%	84%
Drivers checking or updating social media	94%	92%	95%	90%	92%	95%	98%	96%	93%	92%	94%

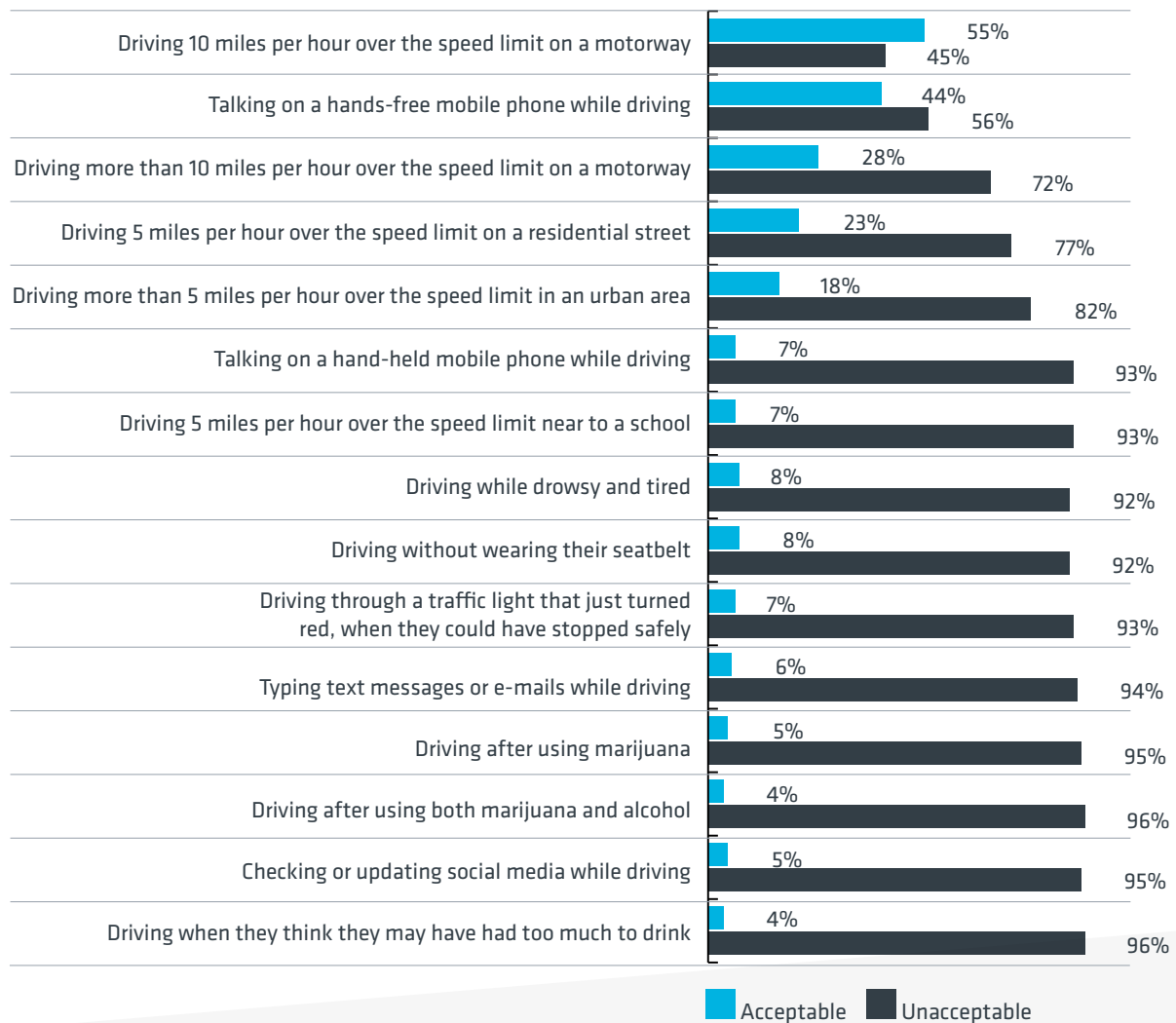
■ Statistically higher than average
 ■ Statistically lower than average

- A higher proportion of female drivers felt threatened than male drivers in all but one of the 11 driving scenarios.
- The one exception was ignoring red lights.
- Low mileage drivers felt more threatened by driving after drinking alcohol and motorway speeding.

Q4, How acceptable would most other people say it is



Q4. How acceptable would you personally feel it is...



- The majority of respondents felt that 'other' drivers would only find two types of behaviour acceptable. These were driving up to 10 miles per hour over the limit on a motorway and talking on a hands-free mobile. Over two thirds of drivers felt that all other types of behaviour would be viewed as unacceptable.
- The three types of behaviour featuring driving under the influence of drink and drugs produced unacceptability ratings of over 95%.
- The overall acceptability picture from respondents when speaking about their personal feelings as opposed to those of others was very similar, although their personal rating of acceptability tended to be consistently lower by a small amount.
- Compared with 2015, respondents were less accepting of motorway speeding and using hands free mobiles while slightly more accepting of driving after using marijuana or alcohol, driving through traffic lights when they could have stopped and texting while driving.

Q4. How acceptable would most other people say it is...

■ 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 3000	3,001 - 7000	7,001 - 10,000	Over 10,000
Unweighted row	2015	992	1023	526	552	777	160	360	910	441	304
Driving 10 miles per hour over the speed limit on a motorway	66%	71%	60%	63%	69%	67%	57%	61%	64%	69%	72%
Driving more than 10 miles per hour over the speed limit on a motorway	42%	43%	41%	42%	49%	41%	30%	37%	39%	45%	52%
Driving 5 miles per hour over the speed limit on a residential street	41%	42%	40%	47%	46%	40%	29%	38%	42%	40%	45%
Driving more than 5 miles per hour over the speed limit in an urban area	33%	32%	34%	36%	39%	31%	22%	29%	34%	31%	38%
Driving 5 miles per hour over the speed limit near to a school	16%	16%	16%	21%	19%	13%	12%	16%	18%	13%	14%
Talking on a hands-free mobile phone while driving	60%	61%	60%	66%	68%	56%	47%	57%	56%	65%	72%
Talking on a hands-held mobile phone while driving	17%	18%	17%	18%	21%	16%	13%	18%	19%	16%	15%
Typing text messages or e-mails while driving	11%	14%	9%	14%	13%	9%	10%	10%	14%	10%	9%
Driving while drowsy and tired	16%	17%	14%	21%	19%	11%	12%	16%	17%	13%	16%
Driving without wearing their seatbelt	15%	17%	12%	18%	17%	12%	11%	13%	18%	12%	11%
Driving through a traffic light that just turned red, when they could have stopped safely	15%	15%	14%	18%	16%	13%	12%	14%	17%	11%	15%
Driving when they think they may have had too much to drink	9%	10%	8%	12%	8%	8%	9%	7%	11%	6%	9%
Driving after using marijuana	10%	11%	8%	13%	12%	8%	5%	8%	11%	7%	10%
Driving after using both marijuana and alcohol	8%	9%	8%	11%	9%	7%	6%	6%	10%	7%	9%
Checking or updating social media while driving	10%	12%	9%	12%	11%	9%	7%	8%	12%	9%	9%

- Consistent with previous charts, fewer female drivers considered various types of behaviour acceptable, especially behaviour related to speeding on motorways, texting while driving and driving without a seatbelt.
- On the other hand, compared with older drivers, those under 50 years of age were more accepting on a number of driving behaviours.

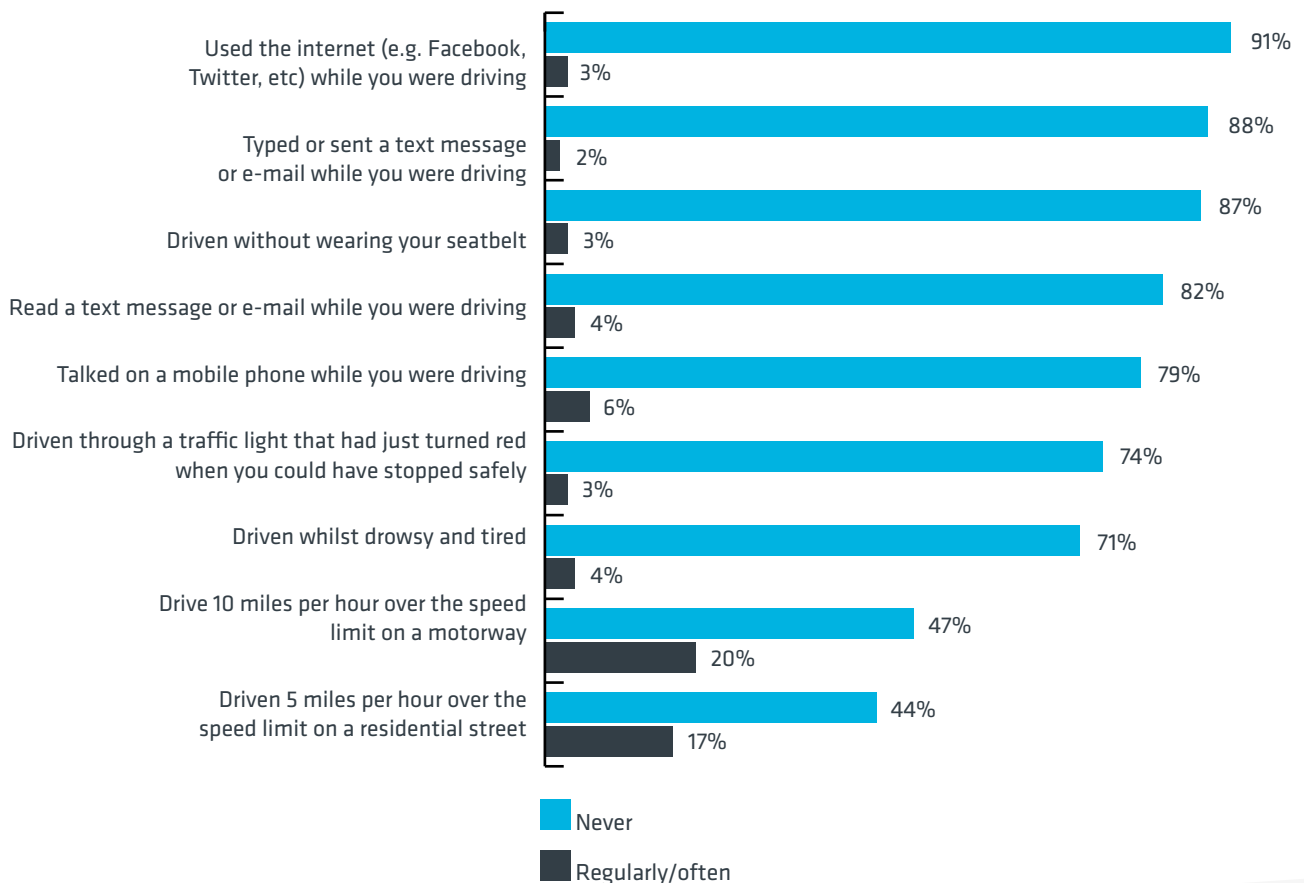
Q5. How acceptable would you personally feel it is...

■ 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 3000	3,001 - 7000	7,001 - 10,000
Unweighted row	2015	992	1023	526	552	777	160	360	910	441
Driving 10 miles per hour over the speed limit on a motorway	66%	71%	60%	63%	69%	67%	57%	61%	64%	69%
Driving more than 10 miles per hour over the speed limit on a motorway	42%	43%	41%	42%	49%	41%	30%	37%	39%	45%
Driving 5 miles per hour over the speed limit on a residential street	41%	42%	40%	47%	46%	40%	29%	38%	42%	40%
Driving more than 5 miles per hour over the speed limit in an urban area	33%	32%	34%	36%	39%	31%	22%	29%	34%	31%
Driving 5 miles per hour over the speed limit near to a school	16%	16%	16%	21%	19%	13%	12%	16%	18%	13%
Talking on a hands-free mobile phone while driving	60%	61%	60%	66%	68%	56%	47%	57%	56%	65%
Talking on a hands-held mobile phone while driving	17%	18%	17%	18%	21%	16%	13%	18%	19%	16%
Typing text messages or e-mails while driving	11%	14%	9%	14%	13%	9%	10%	10%	14%	10%
Driving while drowsy and tired	16%	17%	14%	21%	19%	11%	12%	16%	17%	13%
Driving without wearing their seatbelt	15%	17%	12%	18%	17%	12%	11%	13%	18%	12%
Driving through a traffic light that just turned red, when they could have stopped safely	15%	15%	14%	18%	16%	13%	12%	14%	17%	11%
Driving when they think they may have had too much to drink	9%	10%	8%	12%	8%	8%	9%	7%	11%	6%
Driving after using marijuana	10%	11%	8%	13%	12%	8%	5%	8%	11%	7%
Driving after using both marijuana and alcohol	8%	9%	8%	11%	9%	7%	6%	6%	10%	7%
Checking or updating social media while driving	10%	12%	9%	12%	11%	9%	7%	8%	12%	9%

- The demographic differences for what respondents personally feel is acceptable continues the theme of female drivers, older drivers and low mileage drivers being less accepting of certain types of behaviour when compared with males, younger drivers and higher mileage drivers.
- While the overall pattern of opinions is similar 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.
- Higher mileage drivers were more accepting of behaviours relating to speeding with low mileage drivers being more accepting of issues involving the use of mobile phones, texting, e-mailing and driving after the use of alcohol and marijuana.

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



- Apart from driving 10 miles per hour over the speed limit on a motorway, an activity that almost 1 in 5 admitted doing and driving over 5 miles an hour in a residential street which was admitted by 17% , relatively few drivers admitted to any of the other specified driving behaviours.
- The chart below shows the proportion that regularly/often engage in a particular driving activity and again shows the differences between the age groups.
- Drivers under 50 years of age were more likely to engage in virtually all activities when compared with drivers aged 50 and over.
- However, the differences between the genders were limited to speeding with females less inclined to speed than males.
- Compared with 2015, the latest survey showed that drivers were less likely to engage in texting, e-mailing, internet usage and driving without a seat belt.

Q6

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

■ Statistically higher than average
■ Statistically lower than average

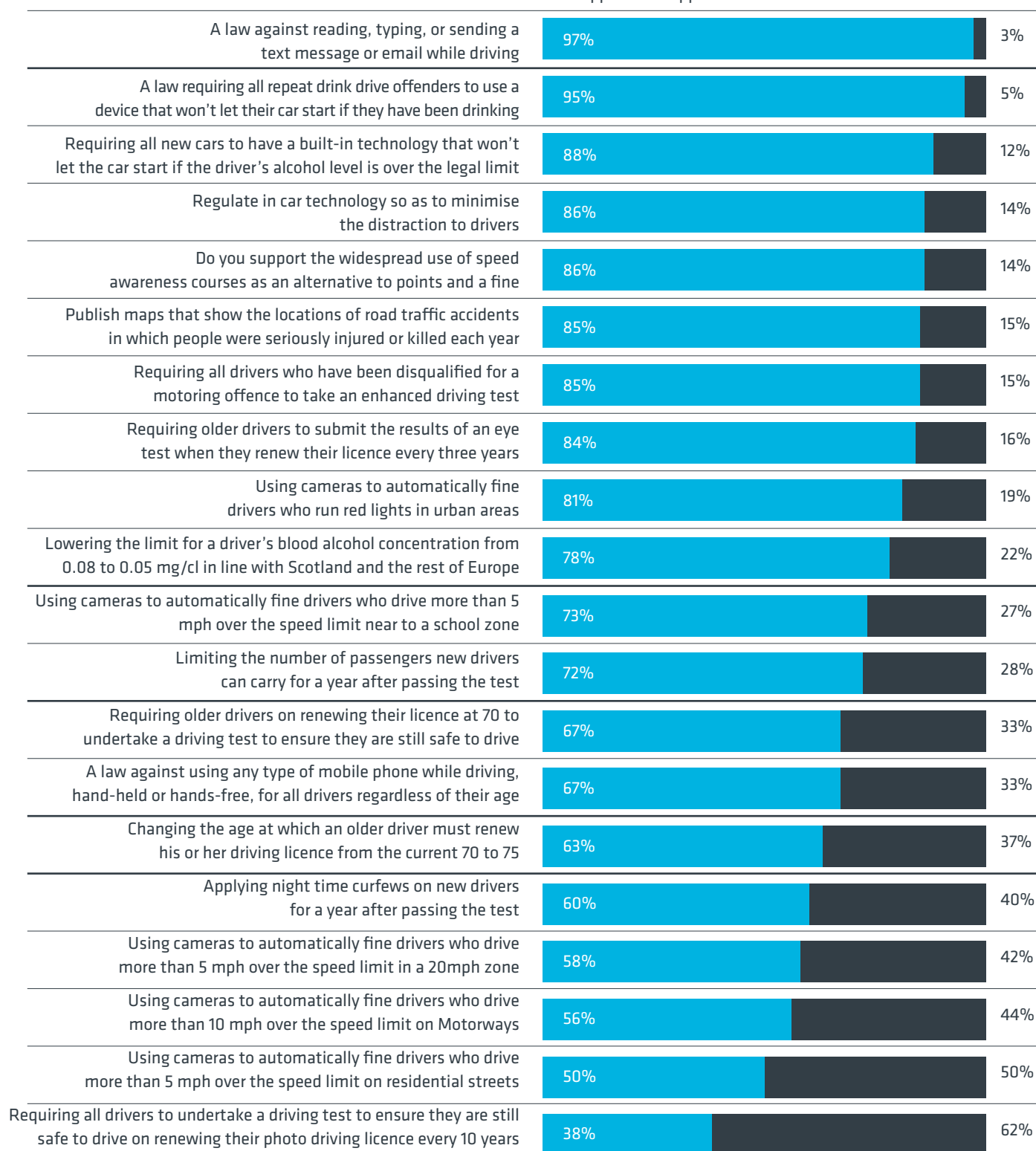
	Total	Gender		Age group				Annual mileage			
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 3000	3,001 - 7000	7,001 - 10,000	Over 10,000
Unweighted row	2015	992	1023	526	552	777	160	360	910	441	304
Driven 10 miles per hour over the speed limit on a motorway	20%	23%	17%	25%	25%	18%	9%	6%	18%	24%	40%
Driven 5 miles per hour over the speed limit on a residential street	17%	19%	15%	20%	22%	14%	10%	9%	18%	16%	28%
Read a text messages or e-mail while you were driving	4%	3%	4%	8%	6%	1%	0%	1%	4%	3%	6%
Type or sent a text messages or e-mails while you were driving	2%	2%	3%	5%	4%	1%	0%	1%	3%	1%	4%
Driven without wearing their seatbelt	3%	4%	3%	7%	4%	2%	0%	2%	5%	2%	3%
Driven whilst drowsy and tired	4%	3%	4%	9%	4%	1%	0%	2%	4%	3%	5%
Driven through a traffic light that just turned red, when you could have stopped safely	3%	4%	2%	6%	5%	1%	0%	2%	3%	2%	3%
Talked on a mobile phone while driving	6%	7%	5%	9%	7%	4%	3%	2%	5%	7%	12%
Used the internet (e.g.Facebook twitter etc) while you were driving	3%	3%	2%	6%	4%	0%	0%	1%	4%	2%	2%

Q7. How strongly do you support or oppose the following...

- The pattern of support for the list of proposals was very similar to the 2015 survey, with 50% or more of all motorists supporting all but one proposal, namely the proposal for drivers to undertake a test to renew their photo licence every 10 years which was supported by only 38% of the sample.
- There were only three proposals that were statistically different from last year and these all showed an increase in support for: built-in technology to stop cars starting if the drivers' alcohol level was over the limit; the use of cameras to fine drivers who run red lights in urban areas and cameras to automatically fine drivers who are more than 10 mph over the limit on motorways.
- The chart on the following page shows the differences between the various population groups and continues the theme from previous results of greater support for more regulation amongst older drivers, those with lower annual mileage and females, while younger higher mileage males were less supportive.

Q7. How strongly do you support or oppose the following...

Support Oppose



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

	Total	Gender		Age group				Annual mileage			
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 3000	3,001 - 7000	7,001 - 10,000	Over 10,000
Unweighted row	2015	992	1023	526	552	777	160	360	910	441	304
A law against reading, typing, or sending a text message or email while driving	97%	98%	96%	94%	95%	99%	100%	97%	96%	97%	97%
A law requiring all repeat drink drive offenders to use a device that won't let their car start if they have been drinking	95%	94%	96%	93%	95%	96%	96%	96%	96%	94%	93%
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%	87%	90%	88%	86%	89%	90%	88%	87%	90%	87%
Regulate in car technology so as to minimise the distraction to drivers	86%	85%	88%	85%	81%	89%	92%	89%	87%	86%	82%
Do you support the widespread use of speed awareness courses as an alternative to points and a fine	86%	84%	88%	83%	85%	87%	89%	85%	84%	89%	89%
Publish maps that show the locations of road traffic accidents in which people were seriously injured or killed each year	85%	84%	86%	85%	84%	86%	82%	84%	85%	85%	86%
Requiring all drivers who have been disqualified for a motoring offence to take an enhanced driving test	85%	84%	86%	85%	83%	84%	89%	84%	85%	83%	89%
Requiring older drivers to submit the results of an eye test when they renew their licence every three years	84%	79%	89%	91%	89%	83%	70%	84%	82%	86%	85%
Using cameras to automatically fine drivers who run red lights in urban areas	81%	81%	81%	78%	76%	85%	87%	81%	82%	83%	76%
Lowering the limit for a driver's blood alcohol concentration from 0.08 to 0.05 mg/cl in line with Scotland and the rest of Europe	78%	73%	83%	81%	80%	78%	71%	79%	77%	79%	79%

Q7. Continued...

	Total	Gender		Age group				Annual mileage			
		Male	Female	17 - 34	35 - 49	50 - 69	70+	Up to 3000	3,001 - 7000	7,001 - 10,000	Over 10,000
Unweighted row	2015	992	1023	526	552	777	160	360	910	441	304
Using cameras to automatically fine drivers who drive more than 5 mph over the speed limit near to a school zone	73%	72%	75%	71%	70%	73%	83%	79%	73%	76%	66%
Limiting the number of passengers new drivers can carry for a year after passing the test	72%	73%	71%	54%	68%	79%	86%	73%	72%	70%	73%
Requiring older drivers on renewing their licence at 70 to undertake a driving test to ensure they are still safe to drive	67%	60%	74%	85%	79%	59%	38%	64%	67%	67%	69%
A law against using any type of mobile phone while driving, hand-held or hands-free, for all drivers regardless of their age	67%	65%	69%	59%	64%	67%	79%	76%	69%	63%	53%
Changing the age at which an older driver must renew his or her driving licence from the current 70 to 75	63%	66%	61%	52%	56%	71%	76%	66%	63%	65%	61%
Applying night time curfews on new drivers for a year after passing the test	60%	63%	56%	44%	57%	65%	71%	58%	60%	60%	61%
Using cameras to automatically fine drivers who drive more than 5 mph over the speed limit in a 20mph zone	58%	57%	59%	51%	54%	60%	69%	65%	55%	62%	52%
Using cameras to automatically fine drivers who drive more than 10 mph over the speed limit on Motorways	56%	53%	59%	55%	52%	54%	66%	62%	61%	48%	44%
Using cameras to automatically fine drivers who drive more than 5 mph over the speed limit on residential streets	50%	48%	53%	48%	48%	49%	58%	57%	48%	51%	47%
Requiring all drivers to undertake a driving test to ensure they are still safe to drive on renewing their photo driving licence every 10 years	38%	38%	39%	43%	38%	35%	41%	39%	38%	37%	41%

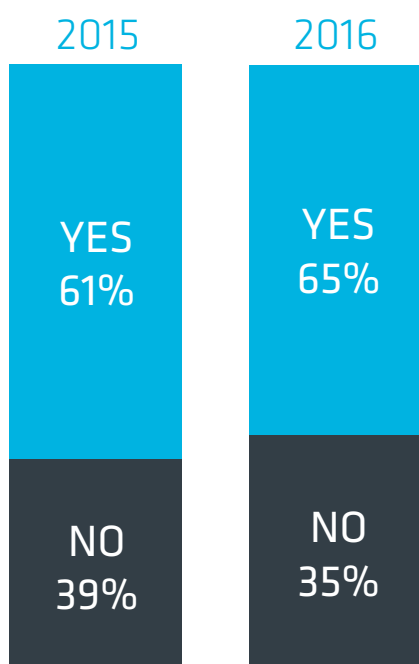
Q8

Q8. How do you think traffic police should prioritise reducing bad driving behaviour in your area?

Type of driving behaviour	Average priority ranking	% placing it first	% placing it last
Drink and drug driving	1.9%	54%	2%
Drivers using hand held mobile phones	3.2%	25%	3%
Speeding on local roads	3.4%	9%	6%
Aggressive and intimidating driving	3.4%	9%	7%
Uninsured / untaxed / unlicensed drivers	3.8%	12%	16%
Car occupants not wearing a seat belt	5.4%	1%	66%

- At 1.9 drink and drug driving scored the same average ranking as last year and remains the clear priority issue - over half of motorists placed it first.
- The use of handheld phones has moved to second position compared with third last year.
- Aggressive driving, uninsured/untaxed/unlicensed drivers and not wearing a seat belt remained in the bottom 3 in priority ranking.
- Compared with 2015, these three issues all produced higher ranking positions rising from 3.2, 3.5 and 5.2 respectively.
- There was little difference between the different population groups for this prioritisation with all groups placing drink driving first.

Q9. Should all drivers be encouraged to improve their driving skills by taking advanced driving tuition and passing an advanced driving test?



- In the 2016 survey, 65% of motorists agreed that all drivers should be encouraged to take the advanced driving tuition and test.
- This was a statistically significant increase from the 61% who held the same opinion in 2015.
- It is very interesting to see that younger drivers aged 35 - 49 were more supportive than older drivers especially those over 70.
- Those living in London were the most supportive of any region with 72% agreeing with the proposal.

	Total	Gender		Age group				Region		
		Male	Female	17 - 34	35 - 49	50 - 69	70+	North East	London	South East
Unweighted row	2015	993	1026	529	553	777	160	142	255	214
Yes to extra training	65%	65%	64%	67%	70%	62%	57%	54%	72%	56%
No extra training	35%	35%	36%	33%	30%	38%	43%	46%	28%	44%

■ Statistically higher than average
 ■ Statistically lower than average

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