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of RBT, cause	s of road crash	es, sate drivil	ng skills, perceptions	of police
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COMMUNITY ATTITUDES TO ROAD SAFETY SURVEY WAVE III

CONDUCTED MAY 1988

BY

AGB:McNair

FOR

The Federal Office of Road Safety Federal Department of Transport and Communications Canberra, ACT

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1. INTRODUCTION

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AGB:McNair was commissioned by the Federal Office of Road Safety (FORS) in March 1988, to conduct a survey of community attitudes towards road safety. The survey followed a methodology developed by FORS in October 1986, and subsequently ruodified in June 1987.

The present survey essentially replicates the core questions asked in the two previous waves (I - October 1986, II - June 1987), together with additional questions relating to:

- possible reasons for fatal rural road crashes.
- whether motorcyclists are difficult to see in daylight.
- pedestrian group most "at risk".
- action(s) taken if there are elderly pedestrians about.

The main aim of the study was to monitor community attitudes to road safety issues. Project objectives were to:

- assess changes in attitudes over time.
- evaluate the success of counter measures.
- identify possible new areas for intervention.

This report makes reference to comparative data collected for FORS during the two previous Community Attitude Surveys, represented as Wave I and II in graphical form.

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2. EXECUTIVE SUMMARY

This report presents the main findings from a national telephone survey of 1007 respondents in May 1988, concerning attitudes to road safety. The study was similar to the two previous waves conducted for FORS. This document presents comparative findings wherever applicable along with discussions for questions included in Wave III only.

The major findings of this survey are as follows:

- When prompted, the general public placed crime and violence (51%) and road safety (36%) high on the community agenda as issues of the most concern.
- The majority of people were aware of highway upgrading linking capital cities (68%), with the Federal government considered to be responsible for funding such projects slightly more often than State governments (42% versus 30%).
- Alertness was perceived by half the people in the community to be the most important skill for safe driving. Car handling and good judgement were considered equally as contributory factors while knowledge of road rules was acknowledged by only one in ten.
- Speed was identified as a major cause
 - leading to road crashes generally (27%)
 - for the majority of fatal road crashes occuring in country areas (49%), and
 - by far the main reason for motorists being stopped by police (58%).

Overall, speed was a major concern for:

- females and older persons (40 years and over)
- NSW and ACT residents, and
- experienced drivers

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In particular, rural dwellers were more likely to identify speed as the main reason behind the majority of fatal road crashes in the country, than their city counterparts.

- Drink driving (along with random breath testing) were other major concerns for the general community:
 - drink driving was identified as the factor most ofen leading to road crashes
 - both drink driving and RBT were identified as major reasons for police involvement, second only to speeding.

Drink driving and RBT were particularly concerns for:

- younger people (under 20 years of age)
- Northern Territory residents, and
- newly licensed drivers
- Agreement with the principle of RBT was high for all in the general community, particularly among women, younger people and residents from NSW and Victoria where it has a high prominence.
- Attitudes to drinking and driving appear to have changed over time since the benchmark survey conducted in 1986. The proportion of people deciding not to drink and drive has increased since Wave I (from 29% to 35%) with a concomitant decrease in those who restrict drinking when driving (50% to 47%).

Women and young people are more likely to not drink at all or when driving, while men restrict drinking when driving as do experienced drivers and persons with high occupation and education status. Interestingly in NSW, where efforts to reduce drinking and driving have received a great deal of attention, there has been a marked trend away from just restricting drinking to not drinking when driving, since Wave I. Of the possible restrictions on young drivers presented to survey participants, zero blood alcohol content when driving received far the greatest levels of agreement in reducing road deaths amongst young drivers (80%).

Little support was evident for proposals to restrict young drivers from driving after 11pm and from carrying friends as passengers.

- Views concerning various road users and pedestrians can be summarised as follows:
 - motorcyclists were considered difficult to see in daylight hours by slightly more people than not, and by 63% of motorcyclists.
 - trucks and other heavy vehicles, adult cyclists and adult pedestrians were the main groups of road users that people were most cautious about (besides children).
 - children and the elderly were identified as the main groups of pedestrians most 'at risk', and
 - people in the general community tended to slow down and/or take extra care (unspecifically) when elderly pedestrians were about.
- The majority of drivers claim they drive at a speed considered safe (irrespective of the legal speed limit), which for most is at a speed faster than the legal limit.
- One in five people have been in a recent crash as a driver, passenger or other road user.

Crashes were more common among males, young people (under 25 years) and newly licensed drivers. As these sub groups were also the most likely to drive at a speed faster than the legal limit, the need for directing media awareness campaigns at young male drivers is still evident.

3. THE QUESTIONNAIRE

The questionnaire used for this survey (Appendix A), is based on that developed by FORS in June 1987, (Wave II survey). Modifications were made in line with recommendations from Wave II, together with additional questions relating to new issues of importance to FORS.

The final questionnaire for the study included the following new and modified questions.

3.1 NEW QUESTIONS

3.1.1 Fatal Rural Road Crashes

A new question was included to determine perceived reasons for the high number of fatal road crashes occuring in rural areas (Q.6):

"60% of fatal road crashes occur in country areas. Why do you think this is so?" (UNPROMPTED)

3.1.2 Motorcyclists Difficult To See In Daytime

A new question was included to determine whether people feel that motorcyclists are difficult to see in day light hours (Q.9):

"Overall, do you think that motorcyclists are difficult to see in the day time?"

3.1.3 Pedestrians.

Two new questions were included regarding pedestrians.

- Q.13 "Which groups of pedestrians do you think are most at risk? (UNPROMPTED)
- Q.14 "Elderly people (over 60) are particularly at risk as pedestrians. As a driver, what action do you take if there are older pedestrians about?" (UNPROMPTED)

3.2 MODIFICATIONS

3.2.1 Community Issues Of Importance

The two previous waves asked (Q.1a/b) for unprompted views on:

"What issue facing the Australian Community today is of most/next most importance to you?"

The question was amended to a prompted assessment of attitudes to seven response categories. These categories have been collapsed and grouped from the previous list of eighteen alternatives.

3.2.2 Most Important Skill For Safe Driving

The two previous waves asked:

"What is the most important skill or ability required of a driver to drive safely?"

As it stood, the question was unprompted and answers were recorded into one of eleven possible alternatives. This question was amended to read (Q.4):

"Which do you think is the most important skill in being able to drive safely?"

Respondents were prompted to identify the most important skill from four broad groups:

- 1. Car handling; steering, braking, controlling skids.
- 2. Alertness; looking ahead, anticipating problems before they occur.
- 3. Good judgement; choosing a safe speed and when to overtake safely.
- 4. Detailed knowledge of the road rules.

3.2.3 Restrictions On Newly Licenced Drivers

The introduction to this question (Q.10) was amended to read:

"The typical road crash involving young drivers occurs late at night with a car full of friends and often involves alcohol. Given this, which of the following restrictions do you think would reduce road deaths among young drivers?" The following proposals were then presented to all respondents:

- Q.10a) "Not allowing any drinking of alcohol before driving or, in other words, zero Blood Alcohol Content when on the road."
- Q.10b) "Restricting them from driving late at night i.e. after 11pm".
- Q.11c) "Restricting them from carrying their friends as passengers."

3.3 OTHER MODIFICATIONS

The following points detail three demographic questions that required minor modifications to wording to help overall efficiency.

3.3.1 Length Of Time Licence Heid

When asked "How long have you had/did you have your driver's licence or permit?" as part of demographic question A, the categories offered to respondents were amended to:

- up to and including, three years
- more than three years

3.3.2 Frequency of Driving

Demographic question B was amended to read: "How often do you use your car/motor cycle?"

- Less than once a week
- At least one day a week
- 2-3 days a week
- 4-6 days a week
- Every day
- (Never)

3.3.3 Road Crashes

Demographic question H was amended to read:

"Have you been in a road crash as a driver, passenger or other road user in the last 3 years?"

Apart from modifications and restructuring of some questions as described above, all remaining questions of the Wave II survey, were utilized in the present study.

4. SURVEY METHODOLOGY

4.1 SAMPLE DESIGN

The study involved conducting 1007 interviews with respondents aged 15 years and over by telephone.

Interviews were conducted in all States and Territories of Australia, replicating the sample design used in the previous waves. Adjustments to the survey design entailed:

- updating the sample distribution using population estimates from the 1986 ABS Census of Population and Housing, and
- (2) setting quotas for age within sex groups, representative of the areas sampled.

The sample distribution and the age within sex quotas utilized are detailed in Table 1.

The sample frame utilized for the study was the latest white pages telephone directory for each area under consideration. The number of interviews gained from capital cities and regional areas in each State is included as Appendix B.

4.2 SURVEY CONDUCT

AGB:McNair conducted the survey using a Computer Assisted Telephone Interviewing system (CATI), whereby data is automatically entered into a VDU by interviewers. This system included a telephone number management system, which allowed for automatic re-dial of telephone numbers not contacted.

Interviews were conducted from five mainland capital cities. All interviewers were under the direct control of field supervisors, and each interviewer's work was subjected to a 10% audit to guarantee authenticity. Copies of interviewer instructions and the questionnaire used for the survey are incorporated in Appendix A.

A I fieldwork was undertaken between 9-14 May 1988. Interviews were conducted during the day and evening at the weekends, and in the evening only on week nights. A field summary of calls and interviews achieved is included in Appendix C.

4.3 Data Processing

Open category questions were coded after the completion of fieldwork.

Data was processed in Melbourne by AGB:McNair's sister company AGB:Spectrum Research, using Quantum Software on a Prime 9955II mainframe computer.

Detailed computer tabulations were prepared, cross-classifying the core set of questions by age, sex, State/Territory, driver profile, respondent occupation and education level attained. These are contained in a separate document.

5. SAMPLE CHARACTERISTICS

Details of the final sample achieved in the present study and the major demographic and driver characteristics are provided below compared with the two previous waves.

DEMOGRAPHIC CHARACTERISTICS	Unwe	ighted	%
	WI	WII	WIII
Age		_	_
15-16	4	5	6
17-19	7	5	6
20-24	11	12	11
25-29	11	13	12
30-39	20	23	21
40-49	14	19	20
50-59	14	12	11
60+	18	16	14
Sex			
Male	N/A	51	50
Female	N/A	49	50
	,, .	• •	
Occupation			
Student	9	8	10
Home Duties	18	18	18
Employed	57	56	59
Retired	14	16	11
Unemployed	1	2	2
Refused	1	0	•
Education Level Attained			
Primary	7	7	6
Secondary	55	56	57
Trade/TAFE	17	16	15
Tertiary	19	19	21
Other	2	2	1
	2	2	I

DRIVER CHARACTERISTICS	Unwe Wi	eighted % Wil	WIII
Licence Held			
Have current licence	81	84	82
Not current/held previously	3	3	4
Never held	16	14	14
Licences Held			
Car- Learners Permit	3	4	2
Car - Provisional	4	3	1
Car - Drivers License (Class 1)	91	88	82
Heavy vehicle licence	14	13	11
Tractor licence	4	2	3
Motorcycle - learners permit	1	٠	1
Motorcycle - provisional licence	•	٠	٠
Mototcycle - full licence (class K)	8	9	10
Time Held Licence			
Up to (and including) 3 years	9	11	10
More than 3 years	91	89	90
Frequency Of Driving			
Never			2
Less than once/week	8		2
One day/week		N/A	3
2-3 day/week			8
4-6 days/week	92		6
Every day			79
Road Crash Last 3 Years			
Yes	N/A	17	20
No		83	80
TOTAL	1033	1046	1007

NOTE: • refers to percentages between 0 and 0.5 N/A refers to data not available

6. DETAILED FINDINGS

The main findings for this study are presented in graphical form, together with those for core questions from the previous two waves.

Data from each study wave was weighted to age, sex and location characteristics, representative of the total Australian population aged 15 or over. For comparative purposes, discussion is based primarily on weighted data of the overall results. All sub-group analysis conducted in the present study is based on weighted data.

When considering these findings, it should be noted that the results are subject to standard error based on sample size as in the previous two waves. A standard error margin table is included as Appendix D.

6.1 ISSUES OF MOST IMPORTANCE

After a brief introduction, which indicated that the study involved canvassing attitudes on various aspects of road safety, all respondents were asked which community issue was of most importance to them.

In the previous two waves, the question was asked in an open-ended fashion, with the result that road safety concerns such as drink driving and the road toll were placed low on the community agenda. In Wave III the question was modified to prompt respondents to identify issues of most importance from a pre-determined list of seven general categories.

Figure 1 shows the most and second most important issues identified.

The single most important issue was crime and violence (31%), well ahead of unemployment (17%), the economy (16%) and road safety (14%).



FIGURE 1: COMMUNITY ISSUES OF IMPORTANCE (Q1A/B)

-

These same four issues are also identified as the next in importance although the order changes: road safety being the highest second mention (22%), followed by crime and violence (20%) unemployment (15%) and the economy (14%). Overall, crime and violence is identified as the most or second most (57%) important issue followed by road safety (36%).

Variations across States/Territories are significant for most of the issues identified by respondents.

- Concern with crime is higher than average in Victoria (37%) and Western Australia (38%).
- Unemployment is a greater concern for Tasmanians (29%) than for other Australians.
- The economy is of paramount concern for Queenslanders (26%)
- Road Safety is of almost equal concern to all Australians apart from Tasmania (6%).
- The environment appears to be of more concern in NSW (11%) and Western Australia (12%)
- People living in the Northern Territory have higher than average concern about the economy (16%) politics (11%) and war & terrorism (12%)

Women more frequently mention crime and violence (35%) and road safety (17%) than males (26% and 11% respectively) as issues of most importance. Males mention the economy (19%) and politics (9%) more often than females (13% and 3% respectively).

Among older respondents road safety is the major issue of importance (30%).

There is clearly a correlation between concern over road safety and people's occupation, and educational levels: the less well educated, the greater the concern with road safety. The higher the occupation group the lower the concern with road safety and the higher their concern with the economy.

It would appear that with the "prompted" question, crime and violence and road safety increase in importance in the public view.

6.2 HIGHWAY UPGRADING

6.2.1 Awareness

As in Wave II, people were asked whether they were aware that major highways linking capital cities were currently being upgraded.

Figure 2 indicates that as in Wave II, just over two-thirds of all respondents (68%) are aware of this upgrading. Awareness, however, varies considerably from 84% in ACT to 58% in Tasmania. Awareness is higher than average among the most populous states, Victoria (72%) and New South Wales (71%).

Men (75%) are more aware of the upgrading than women (61%). Younger people, particularly 15-16 and 17-19 year olds, are less aware of the upgrading (44% and 52% respectively). The apparent correlation between awareness and education level in wave II, becomes evident in the present wave where those with any trade or tertiary qualifications have a higher awareness of highway upgrading.

Awareness of highway upgrading varies by driver characteristics. All people with a licence (71%) and more experienced drivers (73%) are more aware than others.

6.2.2 Project Funding

Those people aware of highway upgrading were asked which government (State or Federal) funded the project. Figure 3 indicates that since Wave II, project funding is still attributed largely to the Federal government, although the proportion who believe State governments are involved has increased over time.



FIGURE 2 : AWARENESS OF HIGHWAY UPGRADING (Q2A)

FIGURE 3 : GOVERNMENT RESPONSIBLE FOR FUNDING OF HIGHWAY UPGRADING (Q2B)



Figure 3 also shows that people living in Tasmania and Northern Territory are more likely than the other States to identify the Federal government as the source of funding; New South Wales residents are the least likely. Victorians on the other hand are more likely to mention State government funding.

Men (45%) are more likely than women (36%) to believe that the Federal government is responsible for funding.

Those people unaware of highway upgrading were asked a hypothetical question, that is, assuming that there is a project to upgrade highways linking capital cities, do you think it would be funded by the State or Federal government.

The pattern of response for those unaware of upgrading is similar to those aware of upgrading (for both waves II and III) as indicated by Figure 4.

6.3 BELIEFS CONCERNING FACTORS LEADING TO ROAD CRASHES

In the three waves conducted, people were asked which factor most often leads to road crashes. The most frequently mentioned factors in all three survey waves are drink driving and speed, as indicated in Figure 5.

Other contributory factors are: carelessness/negligent driving, driver attitudes/ behaviour/impatience, inattention/lack of concentration, inexperience of drivers.

They were also asked which other factors they feel contribute to road crashes. Figure 5 indicates (up to two other mentions) factors believed to lead to road crashes, with drink driving and speed remaining the most prominent across all waves.



FIGURE 4 : GOVERNMENT RESPONSIBLE FOR FUNDING OF HIGHWAY UPGRADING (Q2B)

FIGURE 5: MAJOR FACTORS CONTRIBUTING TO ROAD CRASHES (Q3A/B)



Substantial variation is evident with regard to the first mentioned factors of drink driving and speed. As Figure 6 indicates Northern Territory residents are most likely to state drink driving, while NSW and ACT residents are the least likely. However NSW, ACT and Tasmanian residents are the most likely to state speed; Northern Territory residents the least likely. Overall, the pattern of variation for these main factors, was similar to the previous two waves.

Figure 7 analyses responses from those who first mention drink-driving and speed by age and sex sub-groups. The notable variations being:

- women are more likely than men to perceive drink driving as the major cause of road crashes.
- younger people (particularly those under 20 years) are more likely to blame drink driving, whilst older respondents (50 years or over) are more likely to mention speed.

These trends appear to be consistent across all waves.

When driver characteristics are examined:

- non licence holders are more likely to blame either drink driving (41%) or speed (33%) than car licence holders (28% and 27%)
- less experienced drivers are more likely to state drink driving; (43%) while experienced drivers (28% of 3 years holders) are more likely to state speed (28%) as the major cause of road crashes.



FIGURE 6: MAIN FACTORS MOST OFTEN LEADING TO ROAD CRASHES (Q3A) - BY STATE/TERRITORY

FIGURE 7: MAIN FACTORS LEADING TO ROAD CRASHES -BY AGE AND SEX



6.4 BELIEF CONCERNING MOST IMPORTANT SKILL FOR SAFE DRIVING

All people interviewed were asked to indicate from four possible alternatives, which group of skills they considered most important for driving safely. The modification to the question means that direct comparisons with the previous two waves are not possible.

Alertness is seen as the most important skill (48%), well ahead of car handling (21%) and good judgement (19%). Detailed knowledge of the road rules is regarded as the most important skill by only one in ten people (Figure 8).

Again there are marked variations by State/Territory with higher than average incidence levels for:

- Alertness: ACT (56%) and Victoria (54%)
- Car handling: Tasmania (28%) and Western Australia (26%)
- Good judgement: Queensland (24%)
- Knowledge of road rules: NSW and Victoria (11% each)

Considering other sub-group information

- licence holders are more likely to mention alertness, car handling and judgement skills but not knowledge of road rules
- car handling is identified as the most important skill more often by those who had been in a road crash (31%) suggesting the repercussions that a road crash can have on driver attitudes
- good judgement is regarded as a more important skill among those in the occupation groups and those with higher education achievements



FIGURE 8: MOST IMPORTANT SKILL FOR SAFE DRIVING (Q4)

- those without a licence, less experienced drivers and younger people are more likely to mention detailed knowledge of the road rules. In particular, 27% of under 20 year olds regard this skill as the most important.

6.5 BELIEF CONCERNING REASON FOR BEING STOPPED BY POLICE

When asked to indicate why they think motorists are most often stopped by police, the majority mentioned speed/excessive speed (58%) which mirrors the findings of the previous two waves (Figure 9).

At a markedly lower level, other reasons given are: random breath testing (11%), dangerous driving (7%), breaking road rules (6%), drink driving (6%) - similar levels to those achieved in the previous two waves.

Speeding is the most common reason, given in all States and Territories and peaking in the ACT at 82%. Tasmanian and NSW residents are more likely than others identify to random breath testing (21% and 17% respectively).

Furthermore, speed is most likely to be mentioned by:

- women (60%)
- high occupation groups (68% of upper white collar workers) and those with some tertiary education (65%)
- licence holders (60%)
- experienced drivers (60%), and
- those who had been in a road crash in the last 3 years (61%).



FIGURE 9: REASONS MOTORISTS MOST OFTEN STOPPED BY POLICE (Q5)

LICENCE HOLDERS

6.6 BELIEF CONCERNING REASONS FOR FATAL RURAL ROAD CRASHES

A new unprompted question was incorporated in the present wave to ascertain perceived reasons for 60% of fatal road crashes occuring in rural areas. Speed too fast for conditions was mentioned by 49%, well ahead of unfamilarity with country roads (26%), long stretches of road (19%) and different conditions in country (18%) (Figure 10). **Note:** multiple answers given by the majority of people.

Substantial variations are again evident between the States and Territories as indicated by Figure 11, the main variations being:

'Speed too fast for conditions" was mentioned more by NSW, WA and SA residents; less by Victorians.

"Unfamiliarity with country roads" mentioned more by more SA and ACT residents; less by Queensland and NT residents.

'Long stretches of road" mentioned more by Queensland and NT residents; less by ACT residents.

'Different conditions in country" mentioned more by ACT residents; less by NT residents.

Other likely reasons for fatal rural road crashes:

- Firedness/fatigue (especially in NT and NSW)
- [>]oor roads, (especially in Queensland)

Drink driving (NT in particular).





FIGURE 11 : MAIN REASONS PERCEIVED FOR FATAL RURAL ROAD CRASHES (Q6) - BY STATE/TERRITORY



- Significantly, 41% of Victorian residents could not give any reason(s) for fatal country road crashes.

Not surprisingly the most significant differences are apparent among rural and urban residents. As indicated by Figure 12, rural dwellers are more likely to mention "speed too fast for conditions" while their urban counterparts are more likely to attribute the c.ashes to unfamiliarity, long stretches of road, different conditions in the country.

"Speed too fast for conditions" is perceived as the main reason by all age and sex demographic subgroups. Men are more likely to regard unfamiliarity and different conditions as probable causes, while women are more likely to perceive long stretches of road as being a contributory factor.

Those more likely to mention unfamiliarity and long stretches of road as contributory factors are:

- 25+ year olds
- licence holders, particularly other than car (which includes heavy vehicles and motorcycles), and
- over 3 year licence holders

6.7 AGREEMENT WITH RANDOM BREATH TESTING

As was the case with the previous waves, about 90% of people interviewed were in agreement with random breath testing (RBT) of drivers. In Wave III, only 6% disagreed with the practice (Figure 13).

This high level of acceptance of RBT holds across all States and Territorities, peaking at 97% in NSW, ACT and Victoria. Agreement with RBT was slightly lower for residents of Western Australia (82%) and Queensland (89%), where Random Breath Testing does not currently operate.





FIGURE 13: AGREEMENT WITH RANDOM BREATH TESTING (Q7)



As indicated in the earlier waves, agreement in the current survey is strong across all demographic subgroups, with women recording a slightly higher level of support than men (96% v 91%).

6.8 DIFFICULTY SEEING MOTORCYCLISTS IN DAYTIME

F sople who have ever held a licence or permit were asked a new question in the present wave - whether they think motorcyclists are difficult to see in the daytime. Overall, 54% find motorcyclists difficult to see while 45% do not have a problem.

Those more likely to think that it is difficult seeing motorcyclists in the daytime are:

- Queensland (58%) and ACT residents (59%)
- motorcyclists themselves (63%)
- 30-49 year olds (59%)
- people in professional occupations (61%)

Conversely, those less likely to think that motocyclists are difficult to see in daytime.

- Tasmanians (45%) and South Australian residents (47%)
- people over 50 years of age (49%)
- people who have had a road crash (48%)
- blue collar workers (47%)

6.9 RESTRICTIONS ON NEWLY LICENSED DRIVERS

After a brief introduction about the typical road crash involving young drivers, people interviewed were asked for their views on some hypothetical restrictions on newly licensed drivers. The question was only put to those people who had ever held a licence or permit.



FIGURE 14: MOTORCYCLISTS DIFFICULT TO SEE IN DAYTIME (Q9)

The three proposed restrictions were:

(a) not allowing young drivers any drinking of alcohol before driving
 (ie zero blood alcohol)

(b) restricting young drivers from driving late at night (after 11pm)

(c) restricting young drivers from carrying their friends as passengers.

The restriction considered most likely to improve road safety is to prevent young drivers drinking any alcohol before driving, i.e. zero blood alcohol content, (80%). Restrictions or late night driving and the carriage of friends as passengers were only considered likely to be effective by 16%.

Approval for zero blood alcohol content for young drivers is widespread across all States and Territories, sex and age groups. The result is consistent with the findings from Q.3, in that drink driving was perceived to be the major cause of road crashes and Q.7, agreement with RBT, although those that disagreed with RBT are also more likely to disapprove of this proposal.

Agreement with both restricting young drivers from late night driving and carrying friends as passengers was more likely from older persons (25% of those aged 50 years or more for each).

Agreement for the proposal to restrict young drivers carrying friends as passengers was highest among residents of South Australia (25%) over other States and Territories, and among non road crash persons (18%).



FIGURE 15: AGREEMENT WITH RESTRICTIONS ON NEWLY LICENCED DRIVERS (Q10A-C)

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6.10 BEHAVIOUR REGARDING DRINKING AND DRIVING

All those who hold or have ever held a licence or permit were asked to describe their behaviour with regard to drinking and driving.

V hile there was an increase between 1986 and 1987 in the proportion of drivers who don't drink if driving, this level remains static in 1988. However there was a decline in 1987 in the proportion who restrict drinking when driving and it would appear that this downward trend has been reversed in 1988 (Figure 16).

Residents of Queensland and Western Australia (where RBT does not operate) along with Tasmanians are more likely than other Australians to be teetotallers. They are the same as other Australians in the proportion that claim they also drink when driving, and a lower than average proportion claim to restrict their drinking when driving.

However, in NSW, where RBT operates extensively, residents are more likely than other Australians to claim they cut out drinking when they are driving rather than just restricting their drinking when driving.

This feature has been even more striking over time. The proportion of NSW drivers claiming not to drink at all increased in Wave II (14% to 21%) and remained steady in Wave III (19%). The proportion who don't drink when driving has significantly increased since Wave I (29%, 36% and 41% in Wave III), with a concomitant decrease in the proportion who restrict drinking when driving (55% - Wave 1, 42% - Wave II, 40% Wave III). Thus it appears that efforts to reduce the extent of drinking and driving in NSW have been effective.



FIGURE 16: BEHAVIOUR REGARDING DRINKING AND DRIVING (Q11)

Women are more likely than men to be total non-drinkers (23% v 14%) and to be non-drinkers when driving (39% v 31%). Men, however are more likely to restrict their drinking when driving (55% v 38%) rather than not drinking at all.

These patterns remain very much the same as they were in 1987.

Those people who are total non-drinkers are more likely to be:

- less experienced drivers
- in lower blue collar occupations
- under 20 or over 50 years of age

Those who claim they do not drink if they are driving are more likely to be:

- less experienced drivers
- 17-19 years or over 60 years of age
- lower white collar workers or not employed

Those who claim they restrict their drinking when driving are more likely to be:

- in the 20-49 years age group
- in the upper blue collar and white collar occupation groups
- against RBT.





6.11 ROAD USERS (BESIDES CHILDREN) TREATED WITH MOST CAUTION

As in the previous waves, all people who had ever held a licence, were asked which road user group other than children they are most cautious about.

The current results generally extend the trends emerging since 1986, with the exception of adult cyclists.

Trucks and heavy vehicles are the major concern while adult cyclists are somewhat less of a concern than they were in 1987.

Adult pedestrians continue to increase as a group of road users that drivers are cautious about, while there is a downward trend in concern about motor cyclists and car drivers (Figure 17).

However the road user groups requiring caution differ by region and show different patterns from the 1987 measurement.

- NSW drivers are increasingly cautious about trucks/buses and adult pedestrians, while showing less concern now about adult cyclists and car drivers.
- Victorians are more cautious about adult pedestrians than they were last year, but less cautious about trucks/buses, adult cyclists, motor cyclists and car drivers than they were.
- Queensland drivers are the most cautious about trucks and buses, and even more so than they were last year.



FIGURE 17: ROAD USERS (BESIDES CHILDREN) MOST CAUTIOUS OF (Q12)

LICENCE HOLDERS

- In South Australia, heavy vehicles, adult cyclists and pedestrians are more of a concern than previously while motor cyclists and car drivers are less likely to be the groups treated with most caution.
- For West Australians heavy vehicles are of more concern, with adult cyclists and pedestrians of less concern. However cyclists remain the top group of road user concerns in this State.
- Heavy vehicles have become more prominent with Tasmanians, while adult cyclists and car drivers have remained on almost equal levels.
- In the Northern Territory the major concern remains adult cyclists; motor cyclists have increased; heavy vehicles and adult pedestrians are lower than they were last year.
- ACT drivers now regard car drivers and heavy vehicles as the groups accorded greatest caution, whereas in 1987, cyclists and motor cyclists appeared to be the major concerns.

People interviewed who have had a recent road crash are more likely to be concerned about motor cyclists and car drivers, while women are more likely than men to be cautious about trucks and buses.

6.12 PEDESTRIAN GROUP CONSIDERED MOST 'AT RISK'

People who have ever held a licence or permit were asked a new question in the present wave about the group of pedestrians considered most "at risk". As indicated by Figure 18, by far the two most frequently mentioned groups are children (54%) and the elderly (37%).

Residents in Western Australia (74%) and the Northern Territory (67%) are even more likely to mention children whilst Victorians consider the elderly to be the group most at risk (47%).

Teenagers are more likely to regard children as the highest risk group (68%), as are newly licensed drivers (66%) while older people are more likely to mention the elderly (42% of those aged 50 years or more).

6.13 ACTION TAKEN IF ELDERLY PEDESTRIANS ABOUT

These same people who have held a licence or permit were asked a further new question. After a brief introduction acknowledging that elderly people are particularly at risk as pedestrians, they were asked to identify what action(s) they would take if there are older pedestrians about.

Over half say they would slow down (53%) with a further 14% more specifically saying they would slow down near clubs, shops, bus stops etc.

Just under half (48%) say they would take extra care, with specific areas being on wide or busy streets and on wet nights or at dusk (see Figure 20).

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FIGURE 18: PEDESTRIANS GROUP CONSIDERED MOST 'AT RISK' (Q13)

FIGURE 19:PEDESTRIAN GROUP CONSIDERED MOST 'AT RISK' (Q13) - BY STATE/TERRITORY



Victorians and Tasmanians are more specific in the actions they would take: 33% of Victorians and 25% of Tasmanians would slow down near clubs, shops, bus stops.

Newly licensed drivers are more likely to slow down - generally and specifically - while more experienced drivers are more likely to say they would take more care (non-specific).

6.14 BEHAVIOUR WITH REGARD TO SPEED LIMITS

6.14.1 Selection of Driving Speed

As in the past two years, all those people who have ever held a licence or permit were asked about their driving speed if there is no other traffic around. Figure 21 compares the overall results for the three waves, as well as showing regional variations for the present wave.

The proportion who generally drive at the legal speed limit is 44%, virtually the same level as in Wave II. However the majority of drivers still choose a speed which they consider safe, rather than the legal speed limit.

The majority of Queenslanders and South Australians tend to adhere to the legal speed limit (53%), as do women (52%) and people over 60 years of age (59%).

However those more likely than average to drive at a speed they consider safe are:

- those who are licensed to drive vehicles other than cars (61%)
- Tasmanians (69%)
- * better educated (61%); those in white collar occupations (64%)



FIGURE 20: ACTION(S) TAKE ELDERLY PEDESTRIANS ABOUT (Q14)

FIGURE 21 : SELECTION OF DRIVING SPEED (Q15)





FIGURE 22: SPEED SELECTED IF NOT LEGAL LIMIT (Q16)

6.14.2 Speed Selected If Not Legal Limit

The 494 people who claim to drive at self-regulated speed were then asked if that speed would be faster or slower than the legal limit.

As was apparent in 1987, driving speed is correlated with age; the older the driver the more likely they are to drive under the legal speed limit. Men are more likely than women to exceed the speed limit (48% v 41%).

The most common situation is driving <u>faster</u> than the legal speed limit (45%) although 36% say it depends upon the conditions. Only one in five claim they drive <u>slower</u> than the legal speed limit (19%). This suggests that, in favourable conditions, some 80% of these self-regulating drivers drive above the legal speed limit.

When placed in the context of all current and lapsed licence holders, this equates to 45% of drivers travelling above the legal speed limit when there is no other traffic around and conditions are favourable.

Among only current licence holders 43% drive at the legal speed limit, 46% drive faster than the limit (in favourable conditions) and 10% drive slower than legal speed limit.

In NSW, ACT and Tasmania, current or lapsed licence holders are more likely to consider the driving conditions when regulating their speed. However the majority of those resident in Queensland, Western Australia and Northern Territories claim they drive faster than the legal speed limit.

Ironically those who have been in a recent road crash are more likely to claim they drive faster than the legal limit (57%).

This finding takes on greater significance in light of the fact that the community generally feels that speed is a major cause of road accidents (Q.3) and, in particular, contributes to the high numbers of fatal road crashes in country areas (Q.6). Thus, not child do people believe that speed is a major factor, evidence suggests they believe that driving at a speed faster than the limit <u>causes</u> road accidents.

7. RECOMMENDATIONS FOR FUTURE SURVEYS

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7.1 GENERAL

As was illustrated in the 1987 survey, the questionnaire makes frequent mention of the word 'driver' to describe motorists. It is suggested when compiling briefing instructions, at the first question mentioning 'driver', interviewers are made aware that 'driver' extends to users of other road vehicles, such as riders of motorcyclists. So, if queried, interviewers can clarify this issue with respondents.

7.2 QUESTION DESIGN

- Q.1a/b 'Community issues of most importance'. In survey Wave III, the question was adjusted to a prompted type with limited choice, resulting in raising the level of awareness of road safety to an important issue for the community. It is suggested that the prompting of community issues in this fashion, coupled with the mention of road safety in the survey introduction, should be closely examined, as it is highly likely that this situation has affected the results.
- Q.6 In survey Wave III, perceived reasons for 60% of fatal road crashes occuring in country areas were identified. 'Country areas' should be amended to read 'Rural areas', to maintain consistency between the questionnaire and reporting stages.
- Q.9 It is suggested for better flow, to reposition the question regarding motorcyclists after the current (Q.11), to become part of the road user group of questions.
- Q.10 'Proposed restrictions for newly licenced young drivers'. The adjustment to the introduction to this question has meant that it is not strictly comparable with earlier survey waves. The performance of options 'B' and 'C' could have been attributed to this change. For future surveys, analysts should be aware of this when comparing results.

Q.10/11 Analysts should be aware of the use of the words 'restrict' (Q.10) and 'attitude' (Q.11). 'Control/limit the amount' instead of 'restrict', and behaviour instead of 'attitude' are probably more appropriate terms. However, they have been maintained (and should in future surveys) for comparative purposes. At the least, ensure that the meanings are clarified in briefing notes to interviewers.

7.3 ANALYSIS

In each survey wave conducted, a stringent quota system had been followed. It ensured that the correct number of interviews were conducted by age within sex within location, nationally, in relation to the actual population 15+. However, it is suggested that when conducting sub-group analysis, the complete weighting of data is necessary to ensure the relative importance of responses can be maintained.

This can be illustrated in two examples:

- (a) Respondents classified by residence. Weighting ensures that the relative contribution of New South Wales and West Australian residents is restored.
- (b) Age groupings. An interview quota was established for age groups: 15-24, 25-39, 40+ years. Data for age groups is presented more finely, 15-16, 17-19 years etc. When analysing the results by age group, it is necessary to ensure that within the broader age categories, the correct proportion of, say, 15-16 year olds in the population is represented by appropriate weighting.

AGB:McNAIR 40 Miller Street NORTH SYDNEY NSW 2060 JOB NO. MA2269 Q.NO. | | | | 7 8 9 10 (11 - 1)

COMMUNITY ATTITUDES TO ROAD SAFETY

INTRODUCTION

Good morning/afternoon/evening. My name is ______ from AGB:McNair and at the moment we are talking to people throughout Australia about issues of road safety. May I speak with the male/female aged 15 years and over, whose birthday is closest to today's date and who is home now.

IF LOCKING FOR QUOTA ASK:

May I speak with a male/female aged () who is home now. Re-introduce if necessary.

- Qla. What issue facing the Australian community today is of most importance to you? (INTERVIEWER: READ OUT IN ORDER OF ROTATION STARTING WITH ASTERISK (*). RECORD FIRST MENTIONED IN MOST IMPORTANT COLUMN.)
- Qlb. What is the next most important issue of concern to you? (INTERVIEWER: RECORD SECOND MENTION ONLY IN NEXT IMPORTANT COLUMN)

	Qla	Qlb
	Most	Next.
	Important	Important
The economy	12 - 1	13 - 1
Crime and violence	- 2	- 2
Politics	- 3	- 3
The environment	- 4	- 4
Road safety	- 5	- 5
War and terrorism	- 6	- 6
Unemployment	- 7	7

Q2a. Are you aware that the <u>highways which link our capital cities</u> are currently being upgraded? Yes 14 - 1 No - 2 Don't know - 3

 Q2b. (Assuming that there is a project of this nature) Do you think it is (would be) paid for by the State or by the Federal government?

 State
 15 - 1

 Federal
 - 2

 Both/Equal
 - 3

 Don't know
 - 4

This survey is being conducted on behalf of the Federal Office of Road Safety.

Q3a. What factor do you think most often leads to road crashes? (INTERVIEWER: RECORD FIRST MENTIONED ONLY IN MOST OFTEN FACTOR COLUMN)

Q3b. What other factors are there? (INTERVIEWER: RECORD UP TO TWO OTHER MENTIONS ONLY IN OTHER FACTORS COLUMN)

	Q3a	Q3b
	Most	Other
	Often	Factors
	Factor	
Speed/excessive speed/inappropriate speed	16 - 1	18 - 1
Drink driving	- 2	- 2
I rugs	- 3	- 3
Driver attitudes/behaviour/impatience	- 4	- 4
Driver inexperience/young drivers	- 5	- 5
Older drivers	- б	- 6
Inattention/lack of concentration	- 7	- 7
Careless/negligent driving	- 8	- 8
Driver training/insufficient training	- 9	- 9
Driver fatigue	-10	-10
Disregard of raod rules	-11	-11
Ignorance of road rules	-12	-12
Road design/poor road signage	17 - 1	19 - 1
Road conditions/traffic congestion	- 2	- 2
Weather conditions	- 3	- 3
Vehicle design	- 4	- 4
Vehicle maintenance/lack of maintenance	- 5	- 5
Level/lack of police enforcement	- 6	- 6
Other road users	- 7	- 7
Other (specify)		
		_ 0
Name (athewa)	-11	- 0
None (Others)	-12	-12
DON'T KNOW	-12	-12
Which do you think is the most important skill	in being able to	drive
safely? (INTERVIEWER: READ OUT - CODE ONE ONLY)	
1. Car Handling; steering, braking, controlling	g skids	2 0-1
2. Alertness; looking ahead, anticipating prob.	lems	~
perore they occur	L	- 2
3. Good judgement; choosing a safe speed and w	nen	~
to overtake safely		
4. Detailed knowledge of the road rules		- 4

Q4.

Q5.	For what reason do you think motorists are most often	stopped b	by the
	police? (DO NOT ALD - CODE ONE MENTION CALLY		21 - 1
	Drink driving		- 2
	Driving erratically/carelessly/dangerously		- 3
	Speeding/excessive speed		- 4
	Breaking road rules		- 5
	Vehicle defect spot check		- 6
	Unroadworthy vehicle		- 7
	Driving on P-plates		8
	Driving flashy/unusual car		- 9
	Other (specify)		
		-	
			30
	Day Ide Jay and	-	-10
	DON'T KNOW		-1-2
Q6.	60% of fatal road crashes occur in country areas. Why is so? (DO NOT PROMPT)	7 do you t	hink this
	Speed too fast for conditions		22 - 1
	Different conditions in country		- 2
	Unfamiliarity with country roads		- 3
	Incorrect use of overtaking procedures		- 4
	Incorrect night time driving (use/non-use of high beam	n)	- 5
	Poor lighting		- 6
	long stretches of road		- 7
	Not wearing seat belts		- 8
	Drink driving		- 9
	Other (specify)		
		-	-10
	Don't know		-12
07	De sous suite souder breath besting of deisers?		
Q7.	to you agree with random breath testing of drivers:		
	(IF NELESSARI: DREATH TESTING FOR ALLOHUL)	22 - 1	
	IES No	23 - 1	
	NO Don't know what random breath testing is	- 2	
	Don't know what random breach testing is	- 4	
Q8a.	Do you personally have a current driver or motor cycle	e licence	or permit?
-	Yes (ASK 8C)	24 - 1	-
	No (ASK 8B)	- 2	
- 01			
Q8b.	Have you ever had a driver or motor cycle licence?		
	Yes (ASK 8C)	25 - 1	
	NO (GO TO DEMOGRAPHICS C)	- 2	

Q8c.	(PHRASE APPROPRIATELY) What licence of Car - learners permit	or licences do yo	u hold/have you held? 26 - 1 - 2
	- drivers licence (Class 1)		- 3
	Heavy vehicle licence	·	- 4
	Tractor licence		~ 5
	Motor cycle - learners permit		- 6
	- provisional licence		- 7
	- motorcycle licence (Cla	ASS K)	- 8
Q9.	Overall do you think that motorcyclis daytime?	sts are difficult	to see in the
	Yes		27 - 1
	No		- 2
	Jon't know		- 3
Q10.	The typical road crash involving your with a car full of friends and often of the following restrictions do you among young drivers?	ng drivers occurs involves alcohol think would redu	late at night . Given this which ce road deaths
		Yes	NO
	a) Not allowing any drinking of alcohol before driving or, in other words zero Blood Alcohol Content when on the road	28 - 1	- 2
	b) Restricting them from driving late	20 - 1	- 2
	at hight i.e. after input	29 - 1	- 2
	their friends as passengers	30 - 1	- 2
		50 1	2
Q11.	Which of the following statements bes and driving? (INTERVIEWER: READ OUT,	st describes your CODE ONE ONLY)	attitude to drinking
	I don't drink at any time		31 - 1
	If I am driving I don't drink	ink	- 2
	If I am driving I don't restrict what I did	T drink	- 3
	Don't know		- 5
Q12.	When you are driving, which kind of most cautious about? (INTERVIEWER: READ OUT IN ORDER OF H	road users other	than children are you
	Adult pedestrians		32 - 1
	Adult cyclists		- 2
	Motor cyclists	4	- 3
	TTTAXIS	and State and State	- 4
	Car drivers		~ 5
	Trucks and buses		- 6
	Don't know		- 7

Q13.	Which group of pedestrians do you think are most	"at risk"?
	(INTERVIEWER: READ OUT - CODE ONE MENTION ONLY)	
	Children	33 - 1
	Teenagers	- 2
	Adults (to 60 years)	- 3
	Elderly (60+ years)	- 4
	Other	- 5
	Don't know	- 6

- Q14. Elderly people (Over 60) are particularly at risk as pedestrians. As a driver, what action do you take if there are older pedestrians about?(INTERVIEWER: DO NOT AID)Slow down near clubs, shops, bus stops34 1Take extra care on wet nights, at dusk-2Take extra care on wide, busy streets/major roads-3Slow down (unspecified)-4Take extra care (unspecified)-5Other (specify)-6
- Q15. When you choose a speed at which to drive, if there is no other traffic around, do you generally drive at.....(READ OUT) The legal speed limit? 35 - 1 A speed which you consider safe? (GO TO Q16) - 2 Don't know - 3
- Q16. Would that be faster or slower than the legal speed limit?Faster36 1Slower- 2(Depends on conditions)- 3(Don't know)- 4

DEMOGRAPHICS

A. (PHRASE APPROPRIATELY. IF MORE THAN ONE LICENCE OR PERMIT, ACCEPT THE LONGEST)

How long have you had/did you hold your drivers licence or permit? Would it be (READ OUT).... Up to, and including, three years 37 - 1More than three years -2

в.	How often would you drive your car/motor cycle?	
	Less than once a week	38 - 1
	At least one day a week	- 2
	2-3 days a week	- 3
	4-6 days a week	- 4
	Every day	- 5
	(Never)	- 6

C. In which of the following age groups do you fall? 15-16 years 39 - 1 17-19 years - 2 - 3 20-24 years 25-29 years - 4 30-39 years - 5 40-49 years - 6 - 7 50-59 years - 8 60 years and over Sex: (RECORD AUTOMATICALLY) D. Male 40 - 1Cemale - 2 Ε. And what is your usual occupation? Still at school 41 - 1Tertiary or other students - 2 - 3 Full time home duties - 4 Retired/pensioner - 5 Unemployed Working (PROBE FOR POSITION AND INDUSTRY) - 6 42 -F. And what is the highest level of education you have reached? (READ OUT) Primary School only 43 - 1 Secondary School - 2 Trade qualifications/TAFE course - 3 - 4 Tertiary qualifications Other (Specify) - 5 And the post code where you live? G. (RECORD FOUR DIGIT NUMBER) 44 45 46 47 H. And finally, have you been in a road crash as a driver, passenger or other road user in the last 3 years? Yes 48 - 1 No - 2 (THANK RESPONDENT AND CLOSE) RESPONDENT NAME: TELEPHONE NUMBER: INTERVIEWER NAME: LOCATION: / /88 DATE:

JN: MA 2269

COMMUNITY ATTITUDES TO ROAD SAFETY

INTERVIEWER'S INSTRUCTIONS

The Study.

This is a national study concerned with community attitudes towards road safety. The community in this case is defined as males and females aged 15 plus. The majority of questions relate to drinking and driving issues. This is the 3rd Wave of an annual study. As a result, we will monitor changes in attitudes for similar questions, over the 3 phases.

From the previous waves undertaken, the respondents found the study to be enjoyable, were interested in the questions and prepared to give speedy responses. It was felt by the supervisors, that road safety is an issue that the majority of people have thought about and have firm views on.

So you should find that the interviews go well and average between 8 and 10 minutes.

Quotas.

Age, sex and location quotas have been established for the study. These are very important since we intend to gain views of a representative sample of the population and compare them over time. You will be given quota instructions by your supervisors.

In the introduction, when you are not looking for quotas, select by birthdate rule, that is, person whose birthday is closest to today's date. When looking for quotas, select that person in the household who conforms to your quota requirements.

Study Timing.

Interviewing will begin during the week commencing 9 May. We have allocated until Friday May 20 for all interviewing to be completed. All interviews must be done in the evenings. No day time interviews please.

The Questionnaire.

Ql. a/b

This question is included in an attempt to measure how important road safety is on the community agenda. The question is prompted, seeking their first and second mentions only.

Q2. a/b

Read the questions clearly and circle the appropriate code. At (a) if 'no/don't know' mentioned, use bracketed words in (b), otherwise ask (b) without reference to bracketed words.

Be sure to mention study conducted on behalf of Federal Office of Road Safety. From this point we are concerned with road safety questions.

Q3. a/b

Here we have a long list of precodes grouped into specific areas: Ensure you are familiar with the precodes prior to starting the interview. Code one item in the first column and up to 2 others in the second. If you are unsure about where to place the code write it in 'other' and we will post code it.

Q4.

Read out the question clearly and the 'skill' options. Record only one group of skills.

Q5.

Read the question quite clearly and code in the appropriate response. If queried on the question, simply read it again. Do not aid and code only one mention.

<u>Q</u>6.

This is a new question added to this wave. Read out the question - do not prompt. Think carefully about the respondent's answer and record all detail as either precodes or in 'other' and specify what it is.

Q7.

If queried about question, add to clarify 'breath testing for alcohol'. Circle the appropriate code.

Q8. a/b/c

This question is a filtering question for drivers/non drivers. Providing a respondent has, at some stage, held a driving licence or permit (i.e. 'No' at Q8a., 'Yes' at Q8b), they answer the rest of the questionnaire. Thus a person on a learners permit still answers the rest of the questions, as does someone who for some reason has not got a current licence, eg. lost it for drink driving. Those who have never held a licence or permit go to demographics, 'c'. Remember in Q8c. that a respondent can hold more than one licence or permit.

Q9.

This is another new question in this wave. Read the question clearly and circle the appropriate code. If respondent mentions 'some of the time' mention we want their overall opinion.

Q10.

Read the question and list of items and circle 'yes' or 'no' for each.

Q11.

Read the question and statement items out. Code one mention only. 'Attitude' can be thought of as 'behaviour'. Also, 'restrict' can be thought of as 'limit the amount'. For Learner's Permit Drivers who may query question, stress that it is only their attitude to drinking adn driving that we are concerned about.

Q12.

Read the question and the list of items. Remember to rotate the order of reading out and mark where you start. If they say older drivers, code in car drivers, code 5. You may find respondents mentioning 'all road users'. If so ask again for group most cautious about. Circle one code only.

Q13.

This is another new question. Read the question and the items, then circle one code only. If they query the question read it out again. Do not attempt to explain it.

Q14.

This is another new question. Read out question, listen carefully to their response and record all detail in either precode groups or as 'other' and specify.

Q15. and Q16.

Read out question 15 and circle appropriate code. If mention Code 2, ask Ql6. and record their response.

Demographics.

- A. We are only interested in the broad categories of up to and including 3 years and more than 3 years. Thus, providing they drive, but currently don't hold a licence, ascertain the period of their longest held licence.
- B. Again, broad categories apply to this question which relates to the frequency of their driving. 'Your car' can represent 'a car'. Use 'Never' code if respondent has a licence but hasn't recently driven (as with the elderly).
- C. If respondents never had a licence, this is where you start asking the demographics. Ascertain their exact age or alternatively if they refuse, their age group.
- D. Record their sex.
- E. Establish their usual occupation. If working, gain sufficient information to enable coding into the appropriate code as per the standard occupation code frame.
- F. Establish their educational level completed. Remember an apprenticeship would be a trade qualification.
- G. Record their post code. If respondent doesn't know it, ask for their suburb and code it back to postcode later.
- H. "Road crash" can be thought of as a road accident where a significant amount of damage was caused and Police were required to attend.

Finally establish their name, confirm their telephone number and record your name, location and the date.

APPENDIX B

TELEPHONE BOOK SAMPLE PROCEDURE - WAVE 3

NEW SOUTH WALES	AREA CODE	NO. INTERVIEWS
Sydney Wollongong Gosford Nowra Windsor Penrith Goulbourn Newcastle Bathurst Muswellbrook/Kempsey Lismore Tamworth Dubbo Wagga Wagga	02 042 043 044 045 047 048 049 063 065 066 067 068 069	95 4 3 4 1 2 2 12 7 3 8 5 3 8 5 3 3 152
VICTORIA Melbourne Mildura Bairnsdale Geelong Ballarat Bendigo Warrambool Warragul Wangaratta Shepparton Mornington	03 050 051 052 053 054 055 056 057 058 059	107 4 5 4 2 5 4 4 3 5 7 150
SOUTH AUSTRALIA Adelaide Murray Bridge Barossa Balley Port Augusta South East Yorke Penninsula	08 084 085 086 087 088	110 1 14 15 7 3 150 1 1

QUEENSLAND	AREA CODE	NO. INTERVIEWS
Brisbane Cairns Q.1 Maryborough Q.3 Roma Q.8 Gold Coast-Beaudesert Q.5, Q.7 Toowoomba Q.4 Townsville Q.6 Rockhampton Q.2	07 070 071 074 075 076 077 079	69 9 8 1 24 5 14 22 152
WESTERN AUSTRALIA		
Perth W.A. Country	09 090 091 095 097 098 099	109 7 10 10 5 <u>3</u> 151
TASMANIA		
Hobart Launceston Burnie	002 003 004	40 33 28 101
NORTHERN TERRITORY		
Darwin Rest of N.T.	089 089	50 51 101
ACT		
АСТ	062	50

APPENDIX C

FIELD SUMMARY OF CALLS AND ACHIEVEMENT RATES

	TOTAL %	TOTAL %	QLD १	NSW %	ACT %	TAS %	NT %	SA %	WA ۶	VIC ۶
Completed Interview	18.8	1007	152	152	50	101	101	150	151	150
Terminate	0.3	16	1	4		4	1	1	1	4
Refusal	10.3	556	89	105	14	39	40	103	17	149
Call Back	1.8	96	14	12	5	3	18	19	10	15
Business	5.2	280	41	42	7	22	38	58	27	- 45
Not Suitable	2.1	115	7	29	1	6	12	13	18	29
Answering Service	0.5	24	4			4				16
No-one over 18 Available	0.9	47		16	3	9	2		6	11
Out of Quota	9.8	524	64	81	71	77	48	59	22	102
TOTAL CONTACTS	49.7	2665	372	441	151	265	260	403	252	521
No answer/ Engaged/ Dead No.	50.3	2701	442	434	205	244	331	287	323	435
TOTAL ATTEMPTS	100.0	5366	814	875	356	509	591	690	575	956
Rate Per Hour		25.2	3	3.1	3.1	2.8	3.1	3.1	4	3

APPENDIX D

STANDARD ERROR MARGIN TABLE

MARGIN OF ERROR TABLE (95% CONFIDENCE LEVEL (PERCENTAGES GIVEN A PARTICULAR ANSWER)

Sample Size	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6.2	8.5	10.1	11.3	12,2	13.0	13.5	13.9	14.1	14.1
100	4.4	6.0	7.1	8.0	8.7	9.2	9.5	9.8	9.9	10.0
150	3.6	4.9	5.8	6.5	7.1	7.5	7.8	8.0	8.1	8.2
200	3.1	4.2	5.0	5.7	6.1	6.5	6.7	6.9	7.0	7.1
250	2.8	3.8	4.5	5.1	5.5	5.8	6.0	6.2	6.3	6.3
300	2.5	3.5	4.1	4.6	5.0	5,3	5,5	5.7	5.7	5.8
400	2.2	3.0	3.6	4.0	4.3	4.6	4.8	4.9	5.0	5.0
500	1.9	2,7	3.2	3.6	3.9	4.1	4.3	4.4	4.4	4.5
600	1.8	2.4	2.9	3.3	3.5	3.7	3.9	4.0	4.1	4.1
700	1.6	2.3	2.7	3.0	3.3	3.5	3,6	3.7	3.8	3.8
800	1.5	2.1	2.5	2.8	3.1	3.2	3.4	3.5	3.5	3.5
900	1,5	2.0	2.4	2.7	2.9	3,1	3.2	3.3	3.3	3.3
1000	1.4	1,9	2.3	2.5	2.7	2.9	3.0	3.1	3.1	3.2
1500	1.1	1.5	1.8	2.1	2.2	2.4	2.5	2.5	2.6	2.6
2000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.2	2.2	2.2
3000	0.8	1.1	1.3	1.5	1.6	1,7	1.7	1.8	1.8	1.8

The above table presents the standard error for responses from a simple random sample, for various sample sizes.