

# **Living in Lancashire Wave 26 survey**

## **Road Safety**

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## 1 Executive Summary

This wave of the Living in Lancashire panel looked at perceptions of road safety and priorities for improving it, take-up of additional training, children's road safety education, and the effectiveness of road safety campaigns. The survey was sent to all 2816 members of the panel on 2 September and the fieldwork ended on 9 October 2009. In total 2331 questionnaires were returned, giving an overall response rate of 83%.

### 1.1 Key findings

- Respondents felt safest when travelling in a car (as a passenger 90% and as a driver 89% safe), and when travelling on buses (88% safe). Only three-quarters of pedestrians felt safe, cycling being perceived as unsafe (only 25% felt safe).
- The people who are less likely to drive were over 60, women and in socio-economic group DE, and bus usage is higher among Preston residents and lower among full-time workers.
- The majority felt that cars are safer today than they used to be (87% agree), although they didn't think that drivers are better today than they used to be (37% disagree) or that roads are safer today than they used to be (42% disagree).
- Areas that came out as highest priorities for the authorities were to have more emphasis on helping young people drive more safely (76%) and ensuring driving standards and tests reflect the skills needed for driving today (68%). Older respondents gave higher priority to improving the skills of young drivers through better initial driver training and ensuring tests reflect the skills needed for driving.
- If people wanted to take additional driver or rider training they would most likely contact the Driving Standards Agency (50%). And most people would look for information on an internet search engine (70%), particularly among younger groups.
- The courses that had the highest proportion of respondents taking them since passing their driving test was the speed awareness course (36%) and the advanced driver training (30%). Pass plus training is higher among younger respondents and those passing their tests in the last ten years (50% and 52% respectively).

- A third of drivers don't expect to take any additional training in the future (34%). The driver training people are interested in taking in the future are the refresher driver training (55%, 79% for the over 60s) and the advanced driver training (52%). Newer drivers are more interested in the pass plus scheme (provisional licence 47%, drivers for less than 10 years 40%). Most drivers want additional training to be cheap (24% less than £25, 21% between £25 and £49).
- Few people take out learner drivers for extra practice sessions (3%), though many of these people would consider a course to update their skills and help them support their learner (82%).
- Half of respondents do some driving for work (47%), but only two in five employers make regular vehicle and licence checks (39%).
- The vast majority felt road safety education is an important part of a child's development (85% definitely agree), and many thought it should definitely be taught as part of the school curriculum (64%). The biggest role in educating children in road safety is played by a child's parents or school (91% and 85% respectively).
- Among the three in ten respondents who have children under 16, the majority are worried about their child's safety on the roads (84%).
- A quarter of parents said that their child hadn't received road safety training (25%). Those whose children had received training mostly said it was taught by them (94%). Parents tended to be satisfied with their child's road safety training (77%).
- More information about road safety for parents and their children would be useful for families (71%), particularly for parents from a BME background (87%). The most useful information were activity books (71%) and booklets (65%).
- Respondents would take the time to read at least a few articles of a free road safety magazine if one were available in public places like libraries (65%). However, this must be considered in the context of the number of library users (at around one in ten respondents).
- More than three times as many people say that road safety campaigns are effective (72%) compared to those who say they aren't effective (23%).

## 1.2 Recommendations

The main concerns of respondents were that pedestrians and cyclists didn't feel safe on the roads. They also felt that drivers and general road safety isn't better than it used to be. These perceptions could be improved by considering the following recommendations.

- Prioritise schemes that help young people to drive more safely. For example, by working closely with the authorities to ensure driving tests reflect the skills needed for driving today, and promoting the pass plus courses to newly qualified drivers and continuing their training.
- Review the roads in Lancashire looking at signage, visibility and markings to ensure roads are safe for all users.
- There was less support for requiring drivers to re-take their driving test periodically and encouraging aids to safer driving, so these should not be prioritised.
- Look at how driver and rider training is promoted and ensure the county council has good links with the Driving Standards Agency and information that appears in internet search engines.
- The training that should be particularly promoted are the advanced and refresher driver training because most people are interested in them, and many people haven't had this training. There was also support for a free course to help those training learner drivers.
- Consider if training can be subsidised to ensure costs to the public don't exceed £50, and are preferably nearer to £25.
- Look at ways to encourage employers to carry out regular vehicle and licence checks.
- Consider the benefits of producing a free road safety magazine against the costs involved and the potential number of people it would reach.
- Continue to support road safety campaigns in Lancashire as people think they are effective in changing behaviour on the roads.

Parents continue to be worried about the safety of their children on the roads. Areas to consider as ways of improving this are described below.

- Continue to put road safety on the school curriculum and consider how the council can better support schools in providing this education (eg through promoting schemes to schools and encouraging their take up). This will help to increase the number of children actually receiving road safety education in Lancashire.
- Produce road safety education material for parents to support them in training their children. The information parents felt would be most helpful were activity books and booklets.

## **2 Introduction**

Lancashire County Council has used Living in Lancashire regularly since August 2001 (formerly known as Life in Lancashire). A panel of willing participants is recruited and is approached on a regular basis to seek their views on a range of topics and themes. Panel members are voluntary participants in the research they complete and no incentives are given for completion.

The panel has been designed to be a representative cross-section of the county's population. The results for each survey are weighted in order to reflect the demographic profile of the county's population.

The panel provides access to a sufficiently large sample of the population so that reliable results can be reported at a county wide level. It also provides data at a number of sub-area and sub-group levels.

Each wave of Living in Lancashire is themed. Firstly, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. And secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or 2-3 clear themes) within each survey.

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning i.e. the views of panel members become too informed with county council services to be unrepresentative of the population as a whole.

## **3 Research Objectives**

The objectives of this survey are to look at road safety. The specific areas covered included:

- looking at perceptions of road safety and priorities for improving it;
- the take-up of additional driver and rider training;
- educating children about road safety; and
- the effectiveness of road safety campaigns.



## 4 Methodology

This wave of Living in Lancashire research was sent to 2816 members of the panel on 2 September. A reminder was sent on the 23 September, and the fieldwork ended on 9 October 2009.

In total 2331 questionnaires were returned, giving an overall response rate of 83%.

All data are weighted by age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled to match the effective response of 2000, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

### 4.1 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
50	14%	13%	8%
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1000	3%	3%	2%
2000	2%	2%	1%

On a question where 50% of the people in a sample of 1000 respond with a particular answer, the chance are 95 out of 100 that the answer would be between 47% and 53% (ie +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

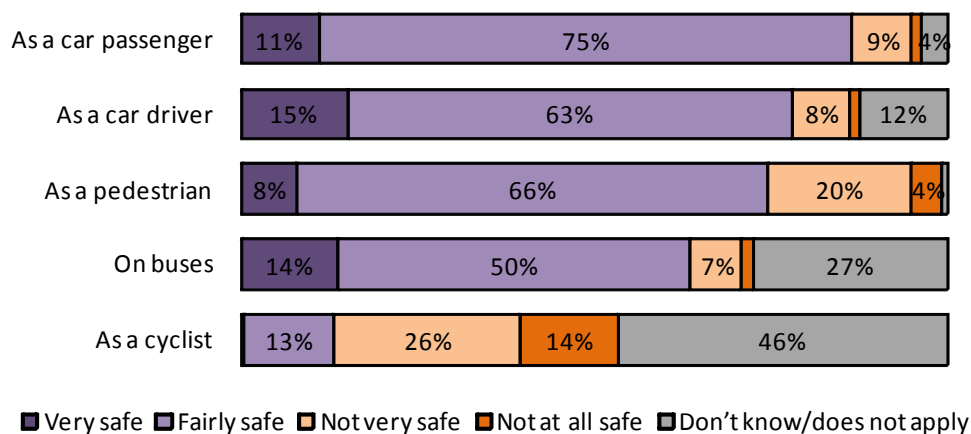
## 5 Main Research Findings

### 5.1 Perceptions of safety while travelling

The first questions looked at perceptions of safety for a number of different modes of travel. A significant proportion of respondents hadn't experienced travel by bus or bicycle as many people didn't give an answer (27% and 46% don't know respectively).

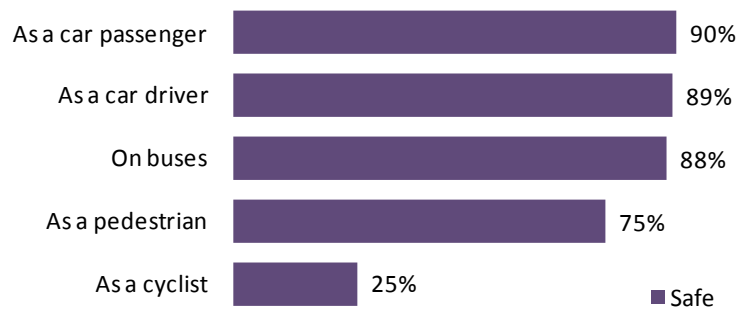
The second chart below shows how safe people feel in each of the forms of transport when they gave a response (ie excluding don't know answers). Respondents felt most safe when travelling in a car, either as a passenger or as a driver (90% and 89% safe respectively), and when travelling on buses (88% safe). Only three-quarters of pedestrians felt safe, cycling being perceived as unsafe (only 25% felt safe).

**Chart 1 - How safe do you feel on the roads today?**



Base: All respondents (unweighted 2103, weighted 1840)

**Chart 2 - Feeling safe on the roads by mode of travel (excluding don't know responses)**



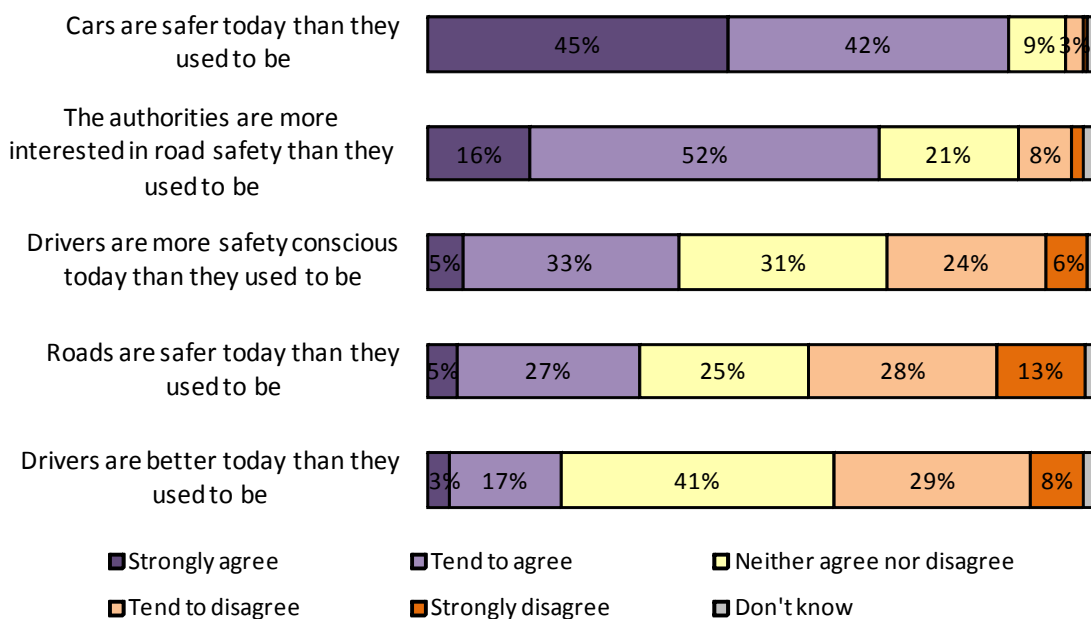
Base: All respondents (unweighted 2103, weighted 1840)

Usage of each form of transport can be inferred by the proportion of respondents giving 'don't know or does not apply' answers for each type of travel. The people who are less likely to drive were over 60, women and in socio-economic group DE (18%, 16% and 24% respectively). The likelihood of cycling is lower among Burnley residents, the over 60s and women (69%, 67% and 50% respectively). Bus usage is higher among Preston residents and lower among full-time workers (37%).

Looking at users of each form of transport (ie excluding don't know responses), there were some differences in feelings of safety between different types of respondent. When looking at walking, it was those without access to a vehicle (ie people who are likely to walk more) who were less likely to feel safe (67%, compared to 79% of those with a vehicle). It was the older bus users (those over 60) who felt safest using them (73% safe, 22% of these very safe).

Respondents were then asked specifically about their perceptions of different aspects of safety. In general the majority felt that cars are safer today than they used to be (87% agree), although they didn't think that drivers are better today than they used to be (20% agree, 37% disagree). The area that has the highest proportion of people disagreeing is for roads being safer today than they used to be (42% disagree). Opinion is more evenly divided over whether drivers are more safety conscious today than they used to be (38% agree, 30% disagree).

**Chart 3 - And how much do you agree or disagree with each of the following statements?**



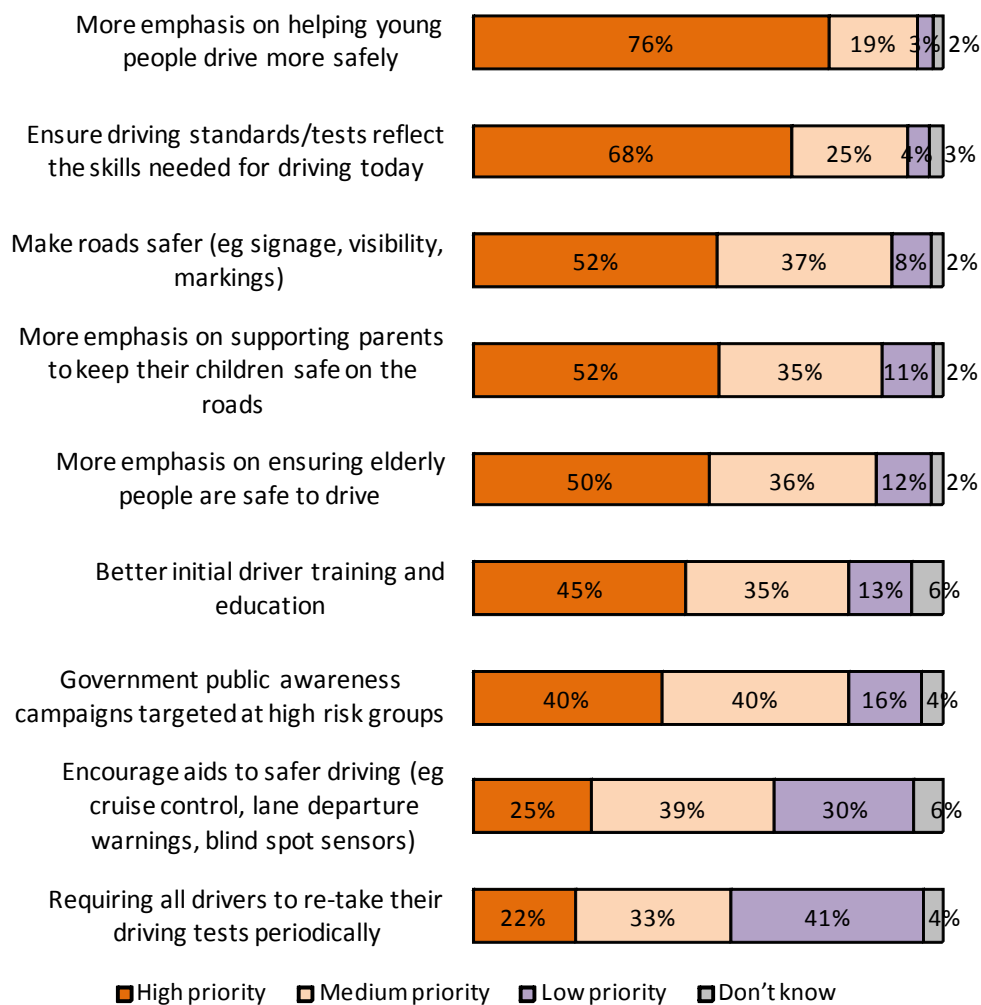
Base: All respondents (unweighted 2249, weighted 1941)

There are only a few differences in perceptions changes in road safety over time. It was men who are more likely to say that cars are safer than they used to be (63% strongly agree), whereas women were less likely to agree that roads are safer than they used to be (26% agree). Those who have no access to a car were less likely to think that drivers are more safety conscious than they used to be (16% strongly disagree).

## 5.2 Priorities for road safety

The survey asked respondents to rate a number of road safety initiatives in terms of their priorities. Areas that came out as their highest priorities for the authorities were to have more emphasis on helping young people drive more safely (76% high priority) and ensuring driving standards and tests reflect the skills needed for driving today (68% high priority). People's lowest priorities were to encourage aids to safer driving (30% low priority) and requiring all drivers to re-take their test periodically (41% low priority).

**Chart 4 - Would you rate the following priorities for the authorities as high, medium or low?**



Base: All respondents (unweighted 2159, weighted 1872)

Different groups have varying priorities for how the authorities can improve road safety. The main differences are listed below.

- Ensuring driving tests reflect the skills needed for driving today is of higher importance to the older age groups (45-59 69%, over 60s 76% high priority). This is also true for older people wanting better initial driver training (over 60s 54% high priority).
- Making roads safer is a higher priority for women and those with a disability (56% and 58% high priority respectively).
- Supporting parents to keep their children safe on the road is a high priority for all respondents, regardless of whether they have children under 16. However, it was more important among women respondents and those from the lower socio-economic groups (55%, C2 64% and DE 63% high priority).
- Ensuring the elderly are safe to drive is a higher priority for women and people without access to a vehicle (56% and 65% high priority respectively).
- Women gave higher priority to government public awareness campaigns (43% high priority).
- Encouraging the use of aids for safer driving was more important among the over 60s and those without access to a vehicle (37% and 36% high priority respectively).
- Those without a car were the group most supportive of the idea of requiring all drivers to re-take their tests periodically (45% high priority).

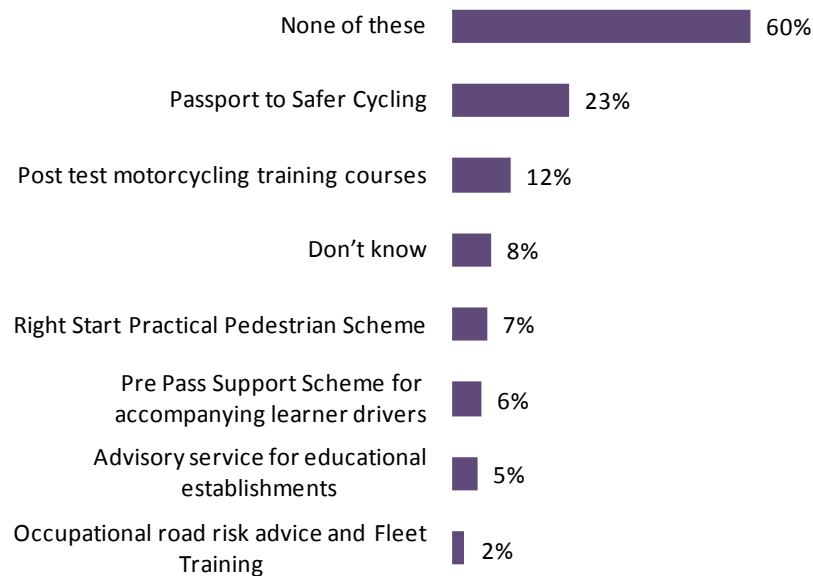
### 5.3 Driver and rider training

#### 5.3.1 Training offered by the Road Safety Group

The panel were asked for their awareness of the training services provided by the county council's road safety group.

The results show that awareness of the training provided by the road safety group is low as three in five respondents said the team provided none of the services listed, and a further 8% said that they didn't know. The schemes that had the greatest awareness were the passport to safer cycling (23%) and post test motorcycle training courses (12%).

**Chart 5 - Which of the following services provided by Lancashire County Council's Road Safety Group, if any, have you seen or heard of?**



Base: All respondents (unweighted 2261, weighted 1942)

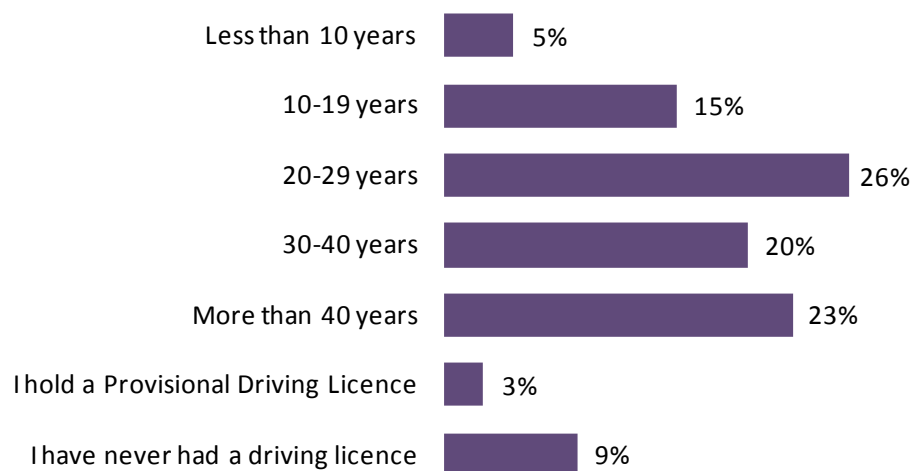
Again there are differences among demographic groups. Those without access to a vehicle were most likely to say none of these services are offered by the Road Safety Group (73%). Respondents without a disability and those working part-time were more likely to have heard of the scheme (26% and 31% respectively). For the right start pedestrian scheme, those aged 25 to 44 were more likely to be aware of it (10%).

### 5.3.2 Take-up of driver and rider training

A series of questions looked at the training people have had for driving a car or riding a motorbike, and the likelihood of taking further training.

One in ten people have never had a driving licence (9%), 3% currently hold a provisional driving licence, and almost nine in ten people have a full driving or riding test (89%).

**Chart 6 - How many years ago did you pass your driving/riding test?**



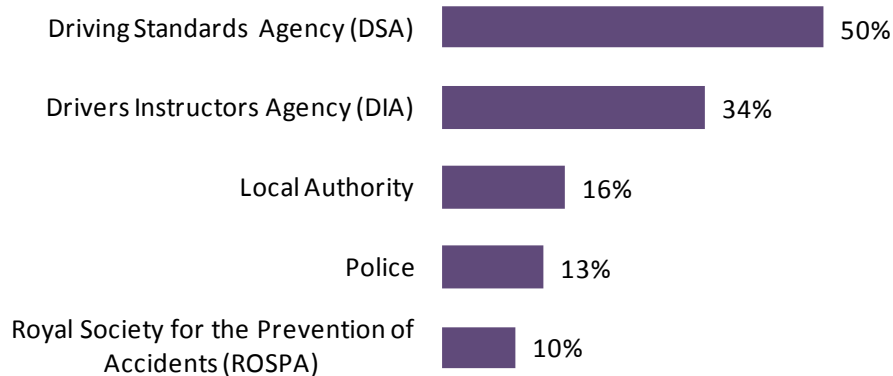
Base: All respondents (unweighted 2252, weighted 1946)

Younger respondents were more likely to hold a provisional driving licence (16-24 years 9% and 25-44 years 5%), those without access to a car (13%), and the lowest socio-economic group (7%). Those who were more likely to never have held a driving licence are those without access to a car (50%), older respondents (over 60s 13%), women (12%), or in the lowest socio-economic group (DE, 18%).

If people wanted to take further driver or rider training they would most likely contact the Driving Standards Agency (50%), and a third would contact the Drivers Instructors Agency (34%).



**Chart 7 - If you wanted to take further driver or motorcycle training would you contact the...?**

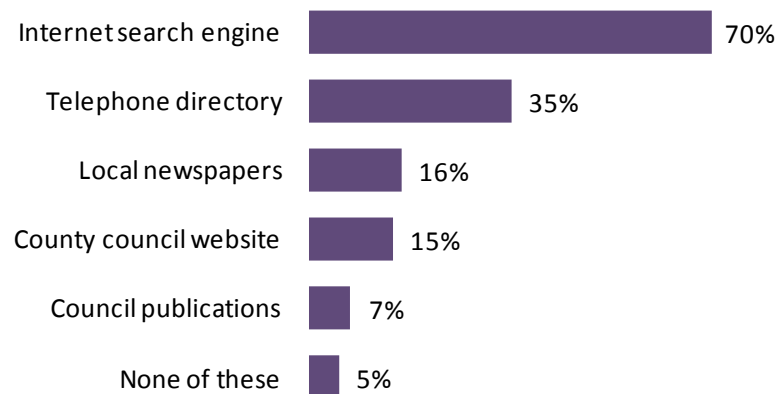


Base: All respondents (unweighted 1850, weighted 1624)

Older people were less likely to contact the DSA (36%), but more likely to contact their local authority (24%) or the police (21%).

People were most likely to say they would look for information about further driver training on an internet search engine (70%), or in a telephone directory (35%). Fewer people would look for information from the county council (15% council website, 7% council publications).

**Chart 8 - Where would you look for information about further driver or motorcycle training?**



Base: All respondents (unweighted 1972, weighted 1747)

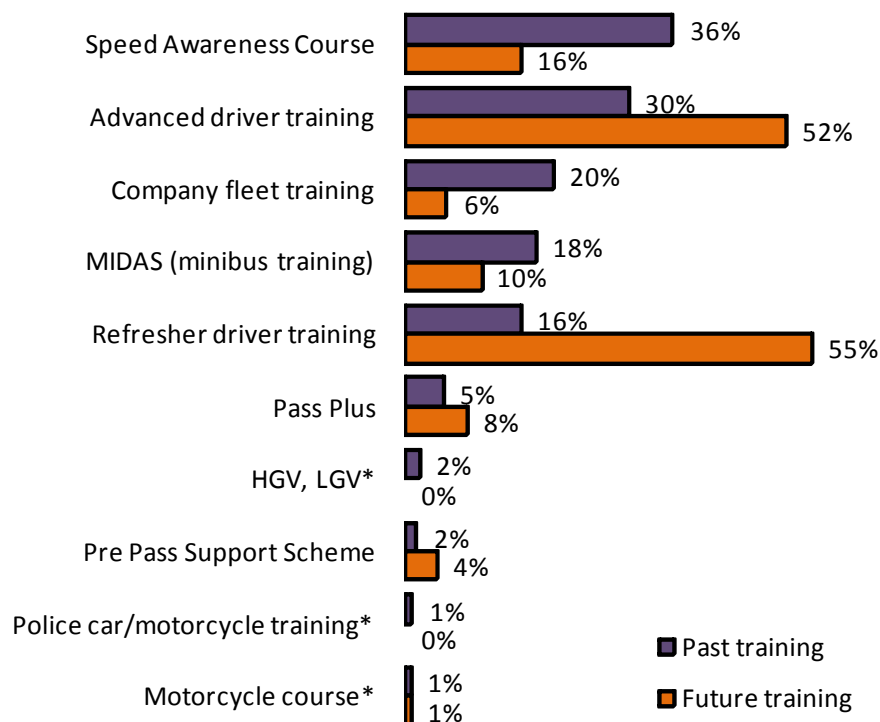
Preferences for information sources varied dependent on a number of factors. Older people were less likely to look for information (11% none of these). Internet users were less likely to be older (over 60s 40%), but higher among the more economically prosperous (AB 77%, C1 76%). Residents of West Lancashire would use local newspapers more (26%).

The next question investigated the types of additional training people have already taken, and those courses they would consider attending in the future.

The courses that had the highest proportion of respondents taking them since passing their driving test was the speed awareness course (36%) and the advanced driver training (30%). Less popular training was the pass plus (5%) and pre-pass support scheme (2%).

In terms of driver training people are interested in taking in the future, two courses stand out in popularity. These are the refresher driver training (55%) and the advanced driver training (52%). The speed awareness course is a less popular choice (16%) for future training.

**Chart 9 - What types of driver or rider training, if any, have you ever had since passing your driving test? And what types of driver or rider training would you consider attending in the future?**



\* Respondents entered these courses in the other free text box

Base: All respondents (unweighted 612, weighted 523)

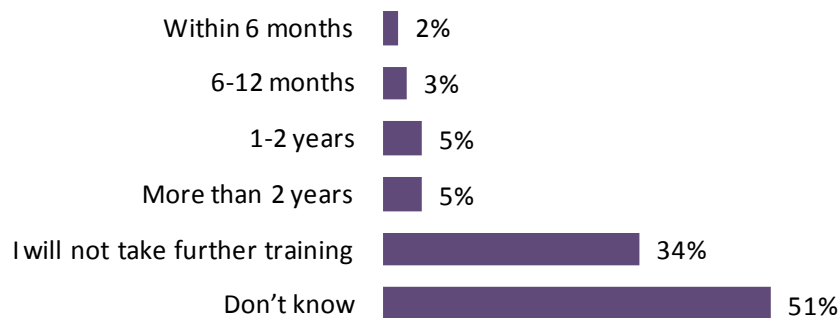
Women were more likely to say they had attended a speed awareness course (42%), and men an advanced driver training (26%) or company fleet training (29%). Young people, and those who have passed their test in the

last ten years, are also more likely to have pass plus training (50% and 52% respectively).

Looking at future training opportunities refresher training appeals more to the over 60s (79%) and those who have passed their test longer ago (driving for 30 years or more 67%). Newer drivers (provisional 47% and driving for less than ten years 40%) and the lowest socio-economic groups are more interested in pass plus (19%). Men are also more interested in a number of different courses which are advanced driver training (57%), speed awareness (21%) and company fleet training (10%).

The following chart shows the timeframe people expect to take additional driver or rider training in. A third said that they would not take any further training (34%), and half didn't know when they might take it (51%). Only one in twenty people said they would go on a training course in the next year (5%), and one in ten expected they would in within a year or more (10%).

**Chart 10 - When, if at all, will you to take some driver or rider training in the future?**

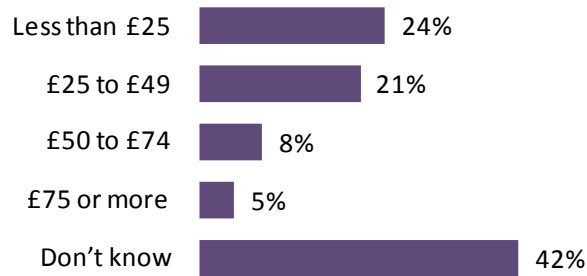


Base: All respondents (unweighted 1955, weighted 1717)

It was newer drivers, those currently with a provisional licence, who say that they'll take some additional training in the near future (20% in the next year).

Those who said they would take some driver training were asked how much they would be willing to pay for a course. Two-fifths weren't sure (42%), though the majority wanted cheap courses (less than £25 24%, £25 to £49 21%) than the more expensive courses (more than £50 13%).

**Chart 11 - How much would you be willing to pay for a driver or rider training course?**

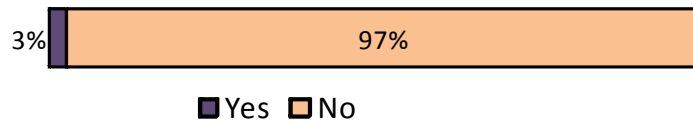


Base: All respondents (unweighted 683, weighted 580)

### 5.3.3 Learner drivers

A minority of respondents take learner drivers out for extra practice sessions (3%).

**Chart 12 - Do you currently take a learner driver out for extra practice sessions?**

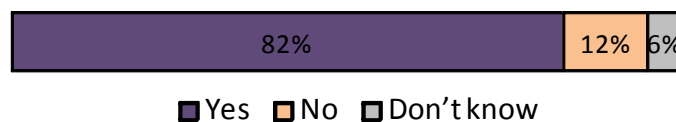


Base: All respondents (unweighted 2019, weighted 1767)

Those aged 45 to 59 were more likely to say they currently take a learner driver out for extra practice sessions (5%).

Those who currently support a learner driver were then asked if they would consider going on a free course to update their skills and help them offer better support to their learner. More than four in five said that they would consider attending a course (82%), only 12% saying that they wouldn't.

**Chart 13 - Would you consider going on a free course to update your skills and support your learner?**



Base: All respondents (unweighted 55, weighted 50)

Again it was the 45 to 59 age group who were more likely to say they would consider going on a free course to update their skills and support their learner (93%).

### 5.3.4 Driving for work

Almost half of respondents do some driving for work purposes (47%), three in ten don't (31%), and one in five said it doesn't apply because they don't work or drive (22%).

**Chart 14 - Do you ever drive for work (including casual and occasional driving eg driving to meetings, training etc)?**

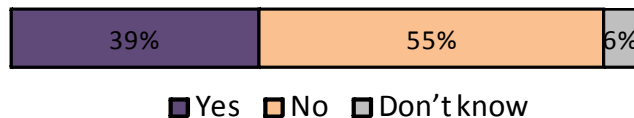


Base: All respondents (unweighted 2028, weighted 1772)

Driving for work was less common in the over 60s, who are nearer to retirement, (51%). The people who used their cars more for work have full-time jobs (75%), and the people who used a car less for work are those with a disability (27%) or in socio-economic group DE (33%).

Most employers don't make regular vehicle and licence checks (55%), only two in five people saying that they do (39%).

**Chart 15 - Does your employer make regular vehicle and licence checks?**



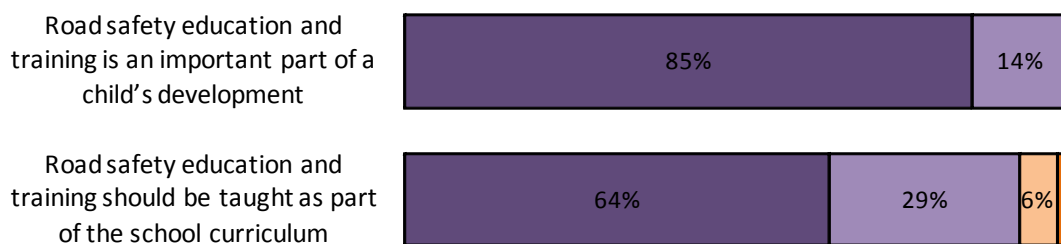
Base: All respondents (unweighted 918, weighted 935)

## 5.4 Road safety education

The next section of the questionnaire looked at educating children about road safety. It started by asking questions around how road safety education is provided.

Almost all respondents said that road safety education and training is an important part of the child's development (85% definitely agree). Respondents also felt that road safety education should be taught as part of the school curriculum, though the strength of agreement is less strong (64% definitely agree). There were no differences between different demographic groups.

**Chart 16 - How much to you agree or disagree with each of the following statements...?**

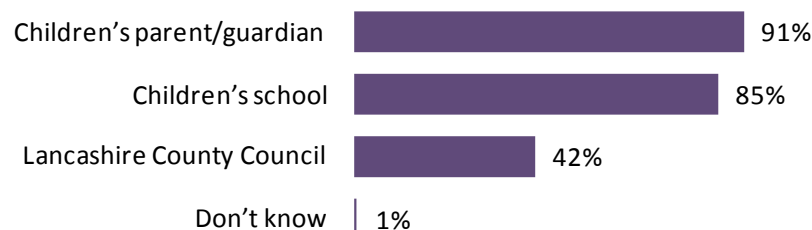


Definitely agree
  Tend to agree
  Tend to disagree
  Definitely disagree
  Don't know

Base: All respondents (unweighted 2264, weighted 1948)

It was a child's parents or guardians (91%) and school (85%) that people were most likely to think should provide road safety education to children. Only two in five people thought it should be provided by the county council (42%).

**Chart 17 - Which of the following, if any, do you think should provide road safety education to children?**

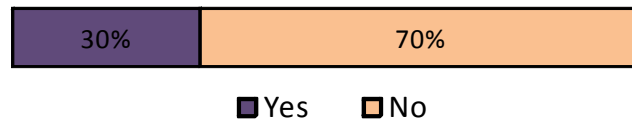


Base: All respondents (unweighted 2290, weighted 1966)

It was women who were more likely to say that parents or guardians should educate children about road safety (94%).

Three in ten respondents have children under the age of 16 (30%). Younger respondents are more likely to have children under the age of 16 (16-24 years 48%, 25-44 years 65%).

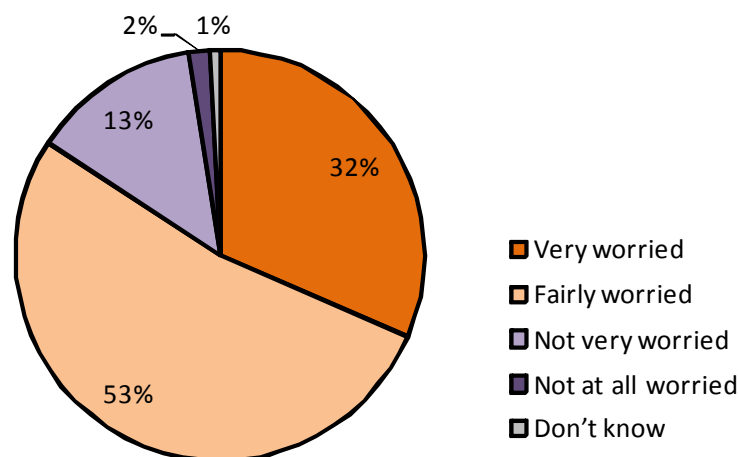
**Chart 18 - Do you have children under the age of 16?**



Base: All respondents (unweighted 2272, weighted 1955)

The survey then went on to ask parents about the road safety issues for their children. The majority of parents are worried about the safety of their children on the roads (84% worried), almost a third being very worried.

**Chart 19 - How worried are you about the safety of your children on the roads?**

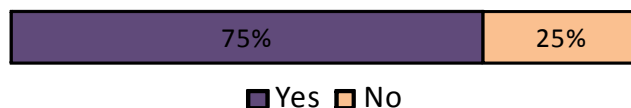


Base: All respondents (unweighted 540, weighted 681)

More women are worried about the safety of their children on the roads than men (35% versus 26% very worried).

Three-quarters of parents said that their child had received road safety training (75%), though a quarter said that they hadn't (25%).

**Chart 20 - Has your child received any road safety training?**

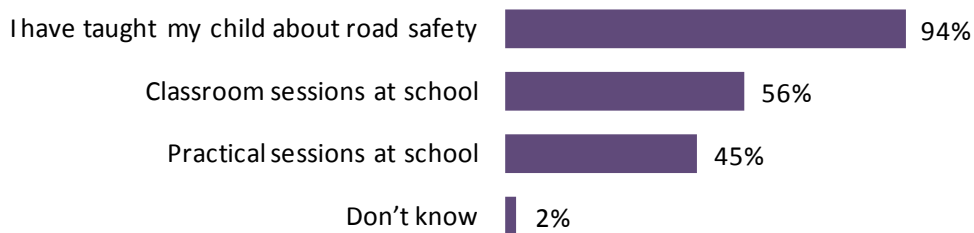


Base: All respondents (unweighted 578, weighted 387)



Nearly all parents have done some form of road safety training with their own children (94%). There were slightly more people saying that their child had classroom road safety sessions at school (56%) rather than practical sessions at school (45%).

**Chart 21 - What type of road safety training has your child had?**

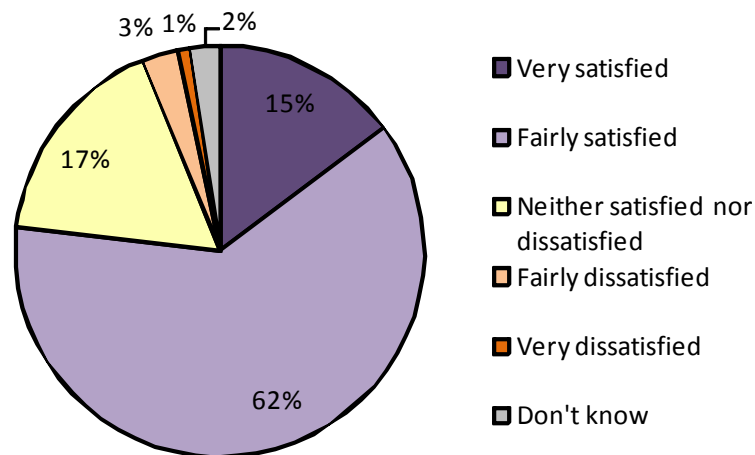


Base: All respondents (unweighted 449, weighted 310)

Slightly fewer respondents from a BME background have taught their children about road safety (71%), as have respondents in social group DE (80%).

Parents tended to be satisfied with their child's road safety training (77%), however few are very satisfied with the training (15%). There are no differences in levels of satisfaction between different demographic groups.

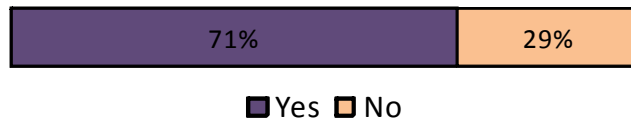
**Chart 22 - How satisfied are you with the road safety training your child has had?**



Base: All respondents (unweighted 448, weighted 309)

More information about road safety for parents and their children would be useful for families (71%), particularly for parents from a BME background (87%).

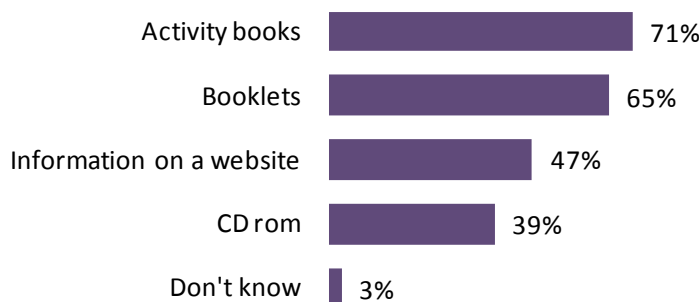
**Chart 23 - The county council's Road Safety Group are looking at how they provide road safety training for children. Would you like more information on road safety for you and your children?**



Base: All respondents (unweighted 575, weighted 384)

The type of road safety information that would be most helpful were paper based materials, including activity books (71%) and booklets (65%). Though information on a website was less popular it was thought useful by almost half of parents (47%).

**Chart 24 - What type of road safety information would be helpful?**



Base: All respondents (unweighted 435, weighted 289)

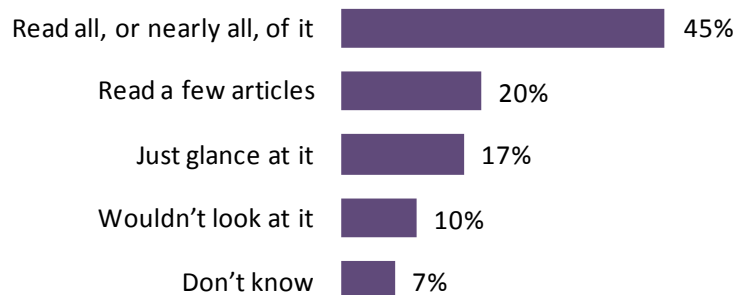
Women's preferred form of information were activity books (77%) and booklets (71%), but men preferred CD roms more (48%).

## 5.5 Promoting road safety

The Road Safety Group promotes road safety in Lancashire in a number of different ways. One of these forms of communication is a road safety magazine featuring road safety information. The panel were asked if they would read one if it were available in public areas such as libraries. Only one in ten said that they wouldn't look at it (10%). Of the people who said they would read it, the majority thought they would read all or nearly all of it (45%).

This finding must be considered in the context of the number of people likely to use libraries, which further narrows the market for the magazine. From previous surveys we have found that three in ten of our current panel members use libraries (29%).

**Chart 25 - The Road Safety Group are considering producing a free road safety magazine featuring road safety information that is available in public areas (eg libraries). If one was available, how much of it would you read?**

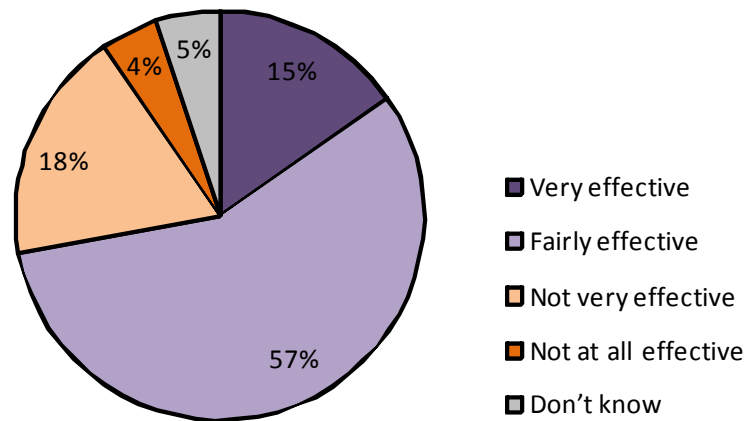


Base: All respondents (unweighted 2304, weighted 1980)

Older people are likely to read more of the magazine (over 60s 56% read all or nearly all). The highest social groups were less likely to even look at a free magazine (16% wouldn't look at it).

More than three times as many people say that road safety campaigns are effective (72%) compared to those who say they aren't effective (23%).

**Chart 26 - How effective do you consider road safety campaigns are in changing your attitudes or behaviour?**



Base: All respondents (unweighted 2299, weighted 1975)

Women felt that road safety campaigns were more effective than men (76% versus 66% respectively).

## Appendix

### 5.6 Socio-Economic-Group Definitions

These groups are based on Market Research Society definitions and on the respondent. They are graded as A, B, C1, C2, D and E.

#### **Group A**

- Professional people, very senior managers in business or commerce or top-level civil servants.
- Retired people, previously grade A, and their widows

#### **Group B**

- Middle management executives in large organisations, with appropriate qualifications
- Principle officers in local government and civil service
- Top management or owners of small business concerns, educational and service establishments
- Retired people previously grade B, and their widows

#### **Group C1**

- Junior management, owners of small establishments, and all others in non-manual positions
- Jobs in this group have very varied responsibilities and educational requirements
- Retired people, previously grade C1, and their widows

#### **Group C2**

- All skilled manual workers, and those manual workers for responsibility for other people
- Retired people, previously grade C2, with pensions from their job
- Widows, if receiving pensions from their late partner's job

#### **Group D**

- All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
- Retired people, previously grade D, with pensions from their late job
- Widows, if receiving pensions from their late partner's job

#### **Group E**

- All those entirely dependant on the state long term, through sickness, unemployment, old age or other reasons
- Those unemployed for a period exceeding six months (otherwise classified on previous occupation)
- Casual workers and those without a regular income