



# **Safe Drive, Stay Alive Campaign Survey 2006**

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## **Final Report for Surrey Fire and Rescue Service**

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**Opinion Research Services**

Spin-out Company of the  
University of Wales Swansea

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# The ORS Project Team

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## **Project Design and Management**

Dale Hall

Abigail Little

## **Fieldwork Management**

Joanne McCarley

Kirsty Millbank

## **Data Services**

David Jeremiah

## **Data Analysis**

Colin Crumpler

Michael Davies

Karen Lee

## **Report Author**

Abigail Little

# Executive Summary

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## Survey

1. Opinion Research Services (ORS) was commissioned by Surrey Fire and Rescue Service (SFRS) to undertake a survey into the effectiveness of its Safe Drive, Stay Alive Campaign 2006.
2. The event itself included video presentations and guest speakers on the subject of driving safely. The event was attended by school and college groups (primarily those between 16 and 19 years old) who were asked to fill in a questionnaire following the event. 2,692 completed questionnaires were returned.
3. The results of the survey in 2006 are relatively comparable to those of the 2005 survey. Tables showing the results of 2005 for comparison can be found throughout.

## Results

4. The majority of respondents aged seventeen and over (77%) report that they have not passed their driving test. Of those aged seventeen and over who have not passed their driving test, 63% report that they are currently learning to drive.
5. An overwhelming majority of respondents feel that it is important for drivers to be aware of other vehicles, pedestrians and the specified speed limit. The majority also feel that it is important to be aware of cyclists, keep a safe distance from the vehicle in front, to keep within the speed limit and to check mirrors.
6. Respondents feel that it is important for drivers to keep to the speed limit in all areas, although female respondents are more likely than male respondents to think it is *'very important'* to keep within the specified speed limit when on major roads and motorways.
7. Respondents selected using a mobile whilst driving, bad weather conditions and eating whilst driving as the three factors (from a list of nine factors) most likely to affect a person's ability to drive safely. Further key factors identified (in text comments) as affecting someone's ability to drive safely included alcohol, drugs and tiredness.
8. Males and females aged 17-24 years are considered to be the most likely to be involved in an accident whilst driving. It was also thought likely that drivers aged over 70 would be involved in an accident. Text comments identified young drivers' inexperience and older drivers' reaction speeds/health as the key reasons why they would be likely to be involved in an accident.
9. 93% of respondents agree with the statement that "Peer pressure can sometimes lead to young people being 'egged on' to drive more recklessly".
10. Respondents are generally very positive about the Safe Drive, Stay Alive event they attended. The vast majority (between 94% and 97%) agree that the information provided was clearly presented, easy to understand and the event was informative.

11. Importantly, the vast majority also agree that the event has had an influence on what they consider to be safe driving, will influence the way in which they drive in the future and will make the young people who attended safer drivers.
12. 89% of respondents agreed that the length of the event was about right.
13. 95% of respondents report that they would recommend the event to others. Text comments indicate that a great number of respondents feel that the event has made a lasting impact on them. Most feel that the event was informative, educational and will encourage young people to change their views on driving.
14. 41% of respondents agree that the event was enjoyable, but 30% disagree with this statement. As one would expect, text comments suggest that the event, although incredibly effective, was considered extremely shocking and upsetting by many respondents.
15. 18% of respondents feel that the event could be improved in some way. Text comments suggest a number of ways in which the event could be improved including a talk from a younger driver, practical advice as to how to drive safely (not just the consequences of not driving safely) and increased audience participation. Several comments have also been made about warning people about the event's graphic content beforehand.
16. Respondents were asked to rank three giveaways in order of their preference. The most popular was a wristband, followed by a pen and then the keyring.

# 1. Project Overview

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## The Survey

- 1.1 Opinion Research Services (ORS) was commissioned by Surrey Fire and Rescue Service (SFRS) to undertake a survey into the effectiveness its Safe Drive, Stay Alive Campaign 2006.
- 1.2 SFRS deal with the consequences of road traffic accidents on a daily basis and recognise the importance of attempting to reduce the number of such accidents. Of all driver types, young drivers are most likely to be involved in accidents. Over the last three years, 4,690 young drivers have been involved in injury collisions in Surrey. Of these, 22 individuals have been killed, whilst 11 of their passengers have been killed. Possibly the most telling statistic is that 20% of all drivers crash within their first year of driving.
- 1.3 With this in mind, SFRS and its partners (Surrey County Council, Surrey Police, South East Coast Ambulance, The Royal Surrey Hospital and Roadpeace) and sponsors (ExxonMobil, Air Products, esure.com and Mercedes World) have organised Safe Drive, Stay Alive events. The events included video presentations and guest speakers.
- 1.4 In order to explore and improve the impact of this event, SFRS have commissioned ORS to survey participants who attended this event. The event itself was attended by school and college groups (primarily those between 16 and 19 years old) who were asked to fill in a questionnaire following the event. 2,692 completed questionnaires were returned.
- 1.5 The Safe Drive, Stay Alive Campaign was also carried out in 2005 and throughout this report tables have been included showing the results from 2005. Many of the results are very similar between the two years. Research on a similar campaign was also conducted by ORS for Surrey Fire and Rescue Service in 2004. However, the format of the research in 2006 and 2005 is different from that in 2004 and therefore the results are not directly comparable.
- 1.6 The 2006 survey contained questions on the following topics:
  - Your Views on Driving
  - About the Event
  - About You
- 1.7 Figures 1 and 2, overleaf, show the profiles of the respondents to the survey. Please note that the columns may not sum to 100% due to rounding.

Gender – All Respondents	Number of cases	Valid %
Male	1281	49%
Female	1319	51%
Not Known	92	-

**Figure 1: Gender by all respondents**

Age – All Respondents	Number of cases	Valid %
Fifteen	20	1%
Sixteen	1454	56%
Seventeen	801	31%
Eighteen	228	9%
Nineteen to twenty four	61	2%
Twenty five and over	21	1%
Not Known	107	-

**Figure 2: Age by all respondents**

- 1.8 The numbers which appear on the charts represent the percentage of respondents who appear in the relevant category. Anyone who did not respond to a question, or answered *'don't know'*, has been omitted from the results unless otherwise stated.
- 1.9 Where appropriate, the colours used in the charts reflect a traffic light system with green representing a positive response, yellow being neither positive nor negative responses and red representing a negative response. More extreme responses, for example *'strongly agree'* or *'strongly disagree'*, are denoted by brighter colours.
- 1.10 For the majority of the questions there is little difference in responses between the different groups within the sample. Therefore, the data reported in the charts is for the whole sample, but any large discrepancies between different groups are noted in the text.
- 1.11 Figures are results for 2006 unless otherwise stated to be results from 2005.

## 2. Your Views on Driving

### Driving Test

- 2.1 The majority of all respondents (89%) report that they have not passed their driving test. Only 28% of those who have not passed their driving test report that they are currently learning to drive. However, bearing in mind that young people cannot drive until they are seventeen anyway, the figures alter if one removes those aged sixteen and under. These results (see Figure 3 below) show that 77% have not passed their driving test whilst 63% are currently learning to drive.
- 2.2 Both sets of results suggest that many respondents would have had little personal experience of driving before attending the event.

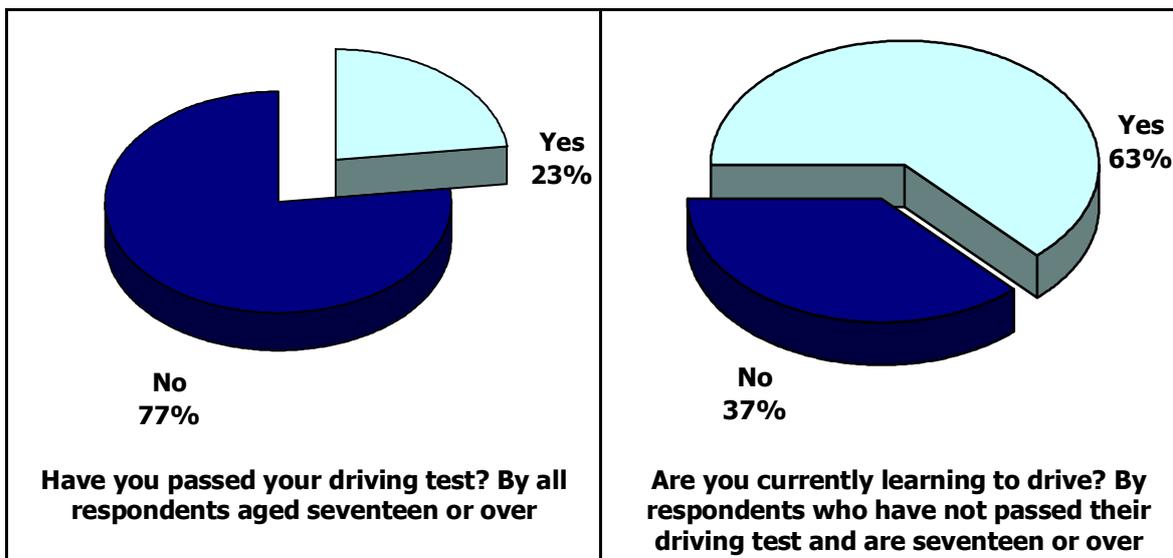


Figure 3: Have you passed your driving test, or are you learning to drive? By all respondents aged seventeen or over

Results 2005*	Yes	No
Have you passed your driving test?	10%	90%
Are you currently learning to drive?	31%	69%

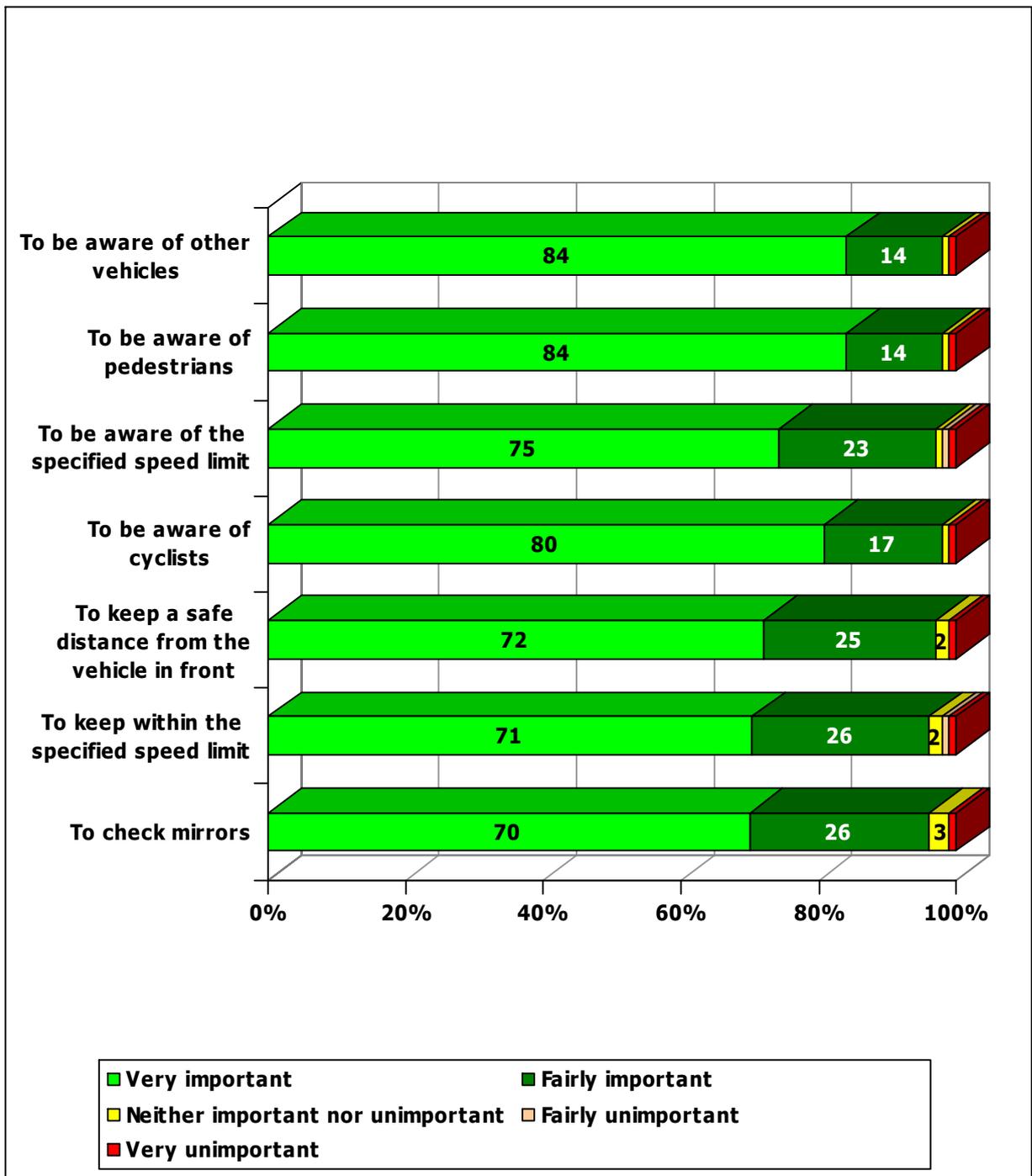
**Figure 4: Have you passed your driving test, or are you learning to drive? 2005**

**\* Please note that these 2005 figures have not taken into account age groups, nor have they removed those aged under seventeen and should only be compared with the original results for 2006 (89% not passed driving test and 28% learning to drive).**

### Driving Awareness

2.3 Respondents were questioned about the importance of several aspects of driving. Figure 5, overleaf, shows that the overwhelming majority of respondents feel that it is important for drivers to:

- Be aware of other vehicles
- Be aware of pedestrians
- Be aware of the speed limit
- Be aware of cyclists
- Keep a safe distance from the vehicle in front
- Keep within the speed limit
- Check mirrors



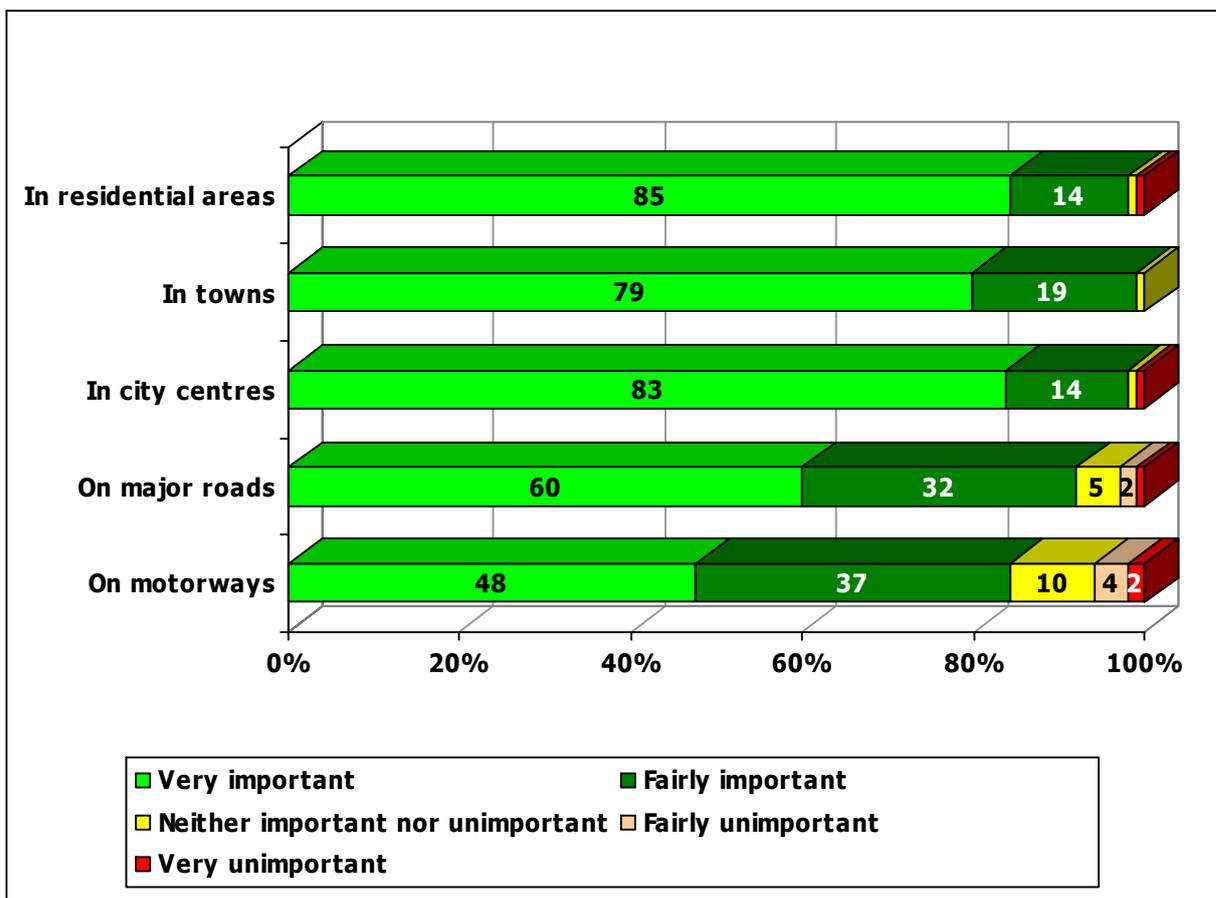
**Figure 5: How important or unimportant do you feel the following are for drivers? By all respondents**

Please note if figure not shown value = 1

Results 2005	Important	Unimportant
To be aware of other vehicles	99%	1%
To be aware of pedestrians	99%	2%
To be aware of cyclists	98%	2%
To be aware of speed limit	99%	2%
To keep safe distance from vehicle in front	98%	2%
To keep within the speed limit	97%	3%
To check mirrors	97%	3%

**Figure 6: How important or unimportant do you feel the following are for drivers? 2005**

- 2.4 Respondents were asked a series of questions concerning speed limits. Figure 7, overleaf, illustrates the respondents' views on keeping to the speed limit. Respondents feel that it is very important for drivers to keep to the speed limit in all areas. Keeping to the speed limit in residential areas is considered most important by respondents, whilst keeping to the speed limit on motorways is considered least important.
- 2.5 Female respondents are more likely than male respondents to think it is 'very important' to keep within the specified speed limit when on major roads and motorways.



**Figure 7: How important or unimportant do you think it is for drivers to keep within the specified speed limit when...? By all respondents**

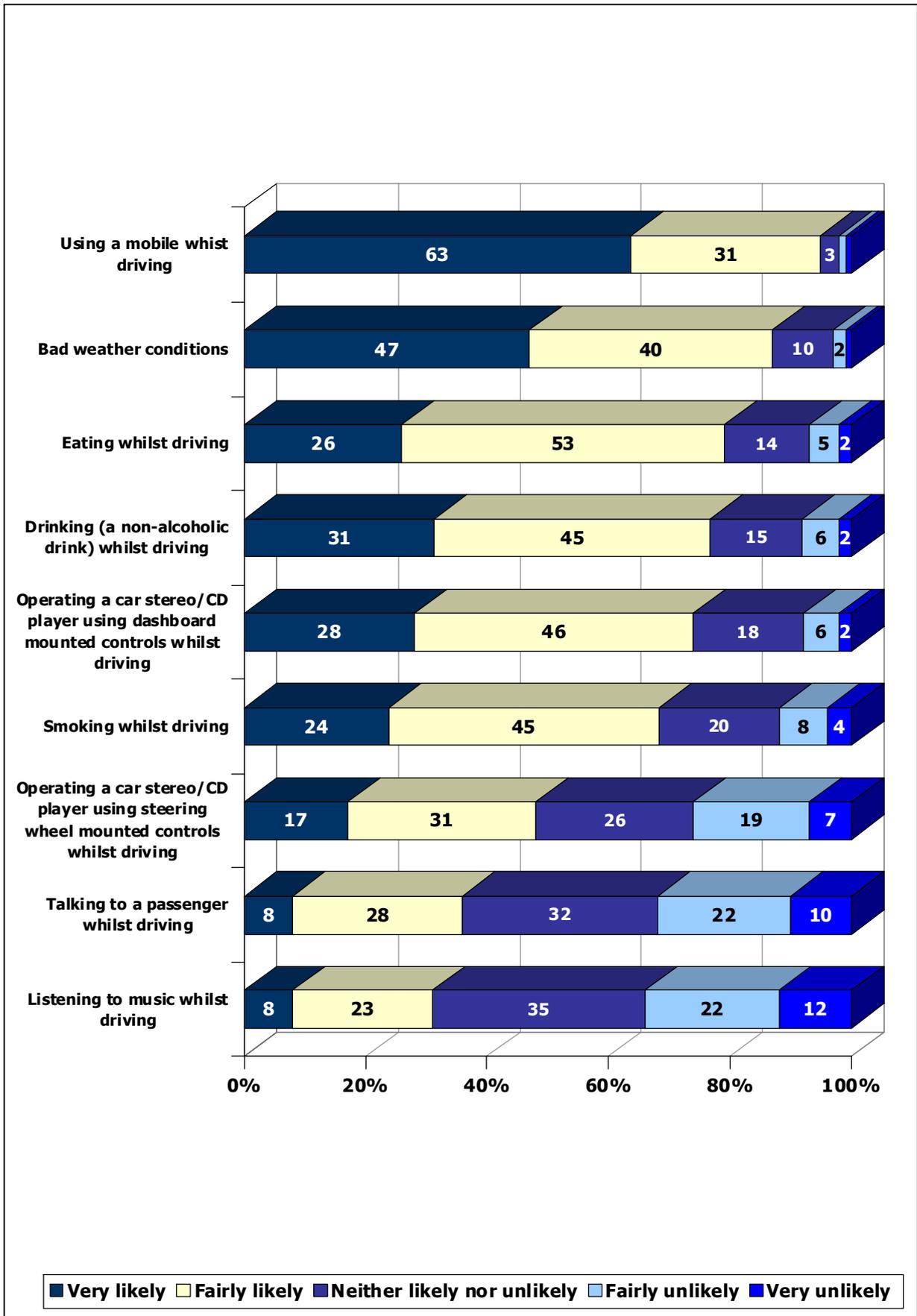
Please note if figure not shown value = 1

Results 2005	Important	Unimportant
In residential areas	99%	1%
In city centres	98%	2%
In towns	99%	1%
On major roads	95%	5%
On motorways	88%	12%

**Figure 8: How important or unimportant do you think it is for drivers to keep within the specified speed limit when...? 2005**

## **Distractions Whilst Driving**

- 2.6 Respondents were asked to indicate how likely they thought certain factors are to affect a person's ability to drive safely. Figure 9, overleaf, illustrates that using a mobile whilst driving was considered most likely to affect a person's ability to drive safely. Bad weather conditions, eating, drinking a non-alcoholic drink and operating dashboard mounted stereo/CD controls were also considered by the vast majority as being likely to affect safe driving.



**Figure 9: How likely or unlikely are the following factors to affect a person's ability to drive safely? By all respondents**

Please note if figure not shown value = 1

Results 2005	Likely	Unlikely
Using a mobile whilst driving	96%	4%
Bad weather conditions	92%	8%
Drinking (a non-alcoholic drink) whilst driving	81%	19%
Operating a car stereo/CD player using dashboard mounted controls whilst driving	82%	18%
Eating whilst driving	83%	17%
Smoking whilst driving	70%	30%
Operating a car stereo/CD player using steering wheel mounted controls whilst driving	53%	46%
Talking to a passenger whilst driving	44%	56%
Listening to music whilst driving	37%	63%

**Figure 10: How likely or unlikely are the following factors to affect a person's ability to drive safely? 2005**

2.7 Other factors which are likely to affect a person's ability to drive safely were also identified by respondents, without prompting, in text comments.

2.8 Common factors mentioned in text comments include:

- Alcohol/being drunk (300 references)
- Drugs (287 references)
- Tiredness (179 references)
- Passengers/distractions from passengers (91 references)
- Children in car (43 references)
- Poor eyesight (36 references)
- Other drivers/road users (17 references)
- Lack of concentration (12 references)
- Age (9 references)

2.9 Further text comments can be found in Figure 11.

Text comments 2006: Factors that are likely to affect a person's ability to drive safely	Number of further comments
Mood	54
Road conditions/Weather	36
Disability/Health	31
Condition of the car	25
Music/GPS/Mobile	18
Distractions outside the car	15
Experience	15
Being in a rush	13
Doing make up/Reading a map	11
Peer pressure	10
Animals	9
Speed	7
Footware	6
Seat belt	3
Other	28

**Figure 11: Text comments 2006 – Factors that are likely to affect a person's ability to drive safely.**

## Accident Likelihood

2.10 Figure 12 shows that 91% of respondents feel that males aged 17-24 years are likely to be involved in an accident whilst driving. 88% of respondents also consider females aged 17-24 years to be likely to be involved in an accident. Males aged 25-44 and both males and females aged over 70 were also thought likely to be involved in an accident.

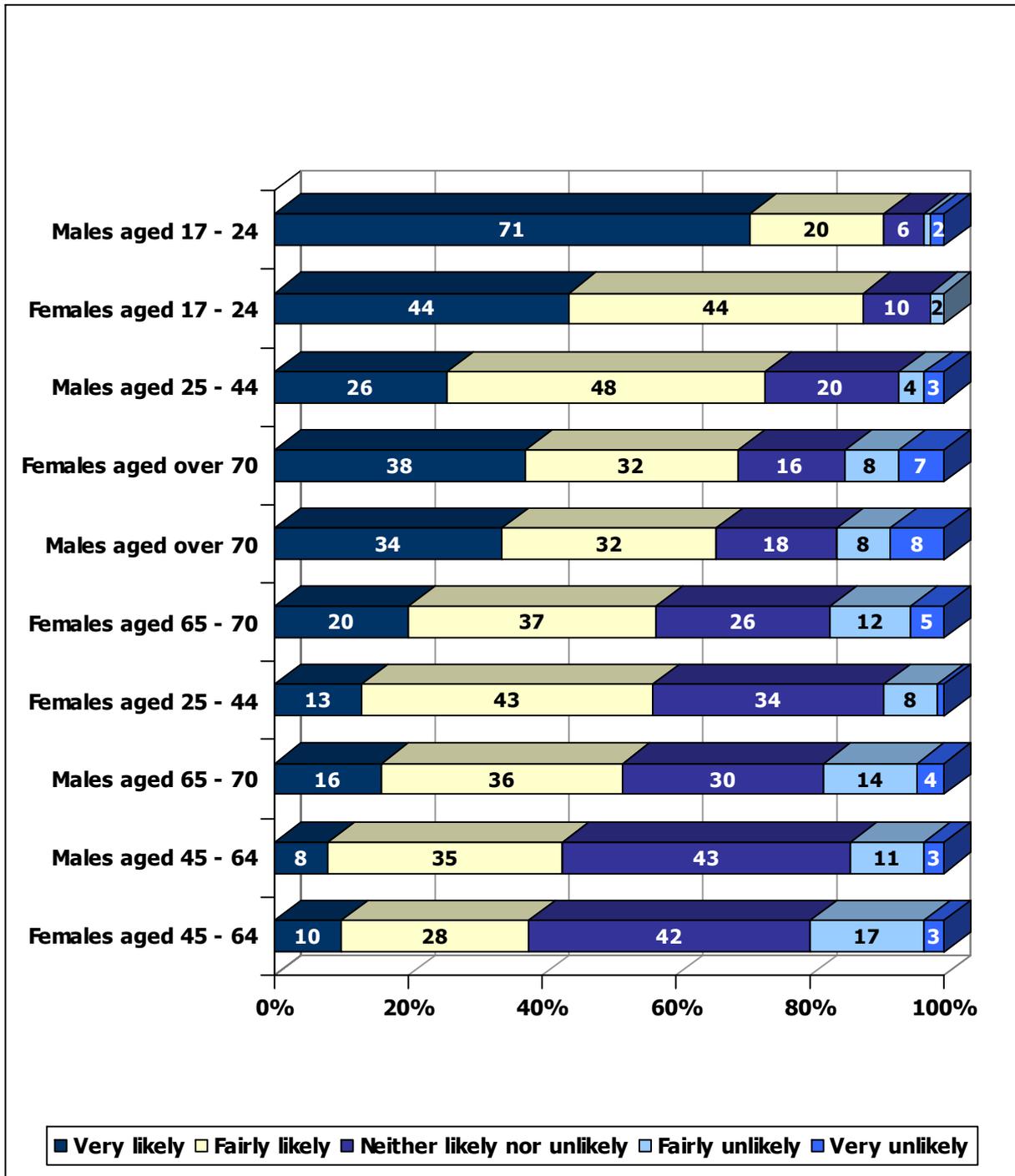


Figure 12: How likely or unlikely are the following to be involved in an accident whilst driving? By all respondents

Please note if figure not shown value = 1

Results 2005	Likely	Unlikely
Males aged 17 to 24	96%	4%
Females aged 17 to 24	94%	5%
Males aged 25 to 44	83%	17%
Females aged over 70	74%	26%
Males aged over 70	72%	29%
Females aged 25 to 44	66%	34%
Females aged 65 to 70	64%	36%
Males aged 65 to 70	60%	39%
Males aged 45 to 64	55%	45%
Females aged 45 to 64	45%	55%

**Figure 13: How likely or unlikely are the following to be involved in an accident whilst driving? 2005**

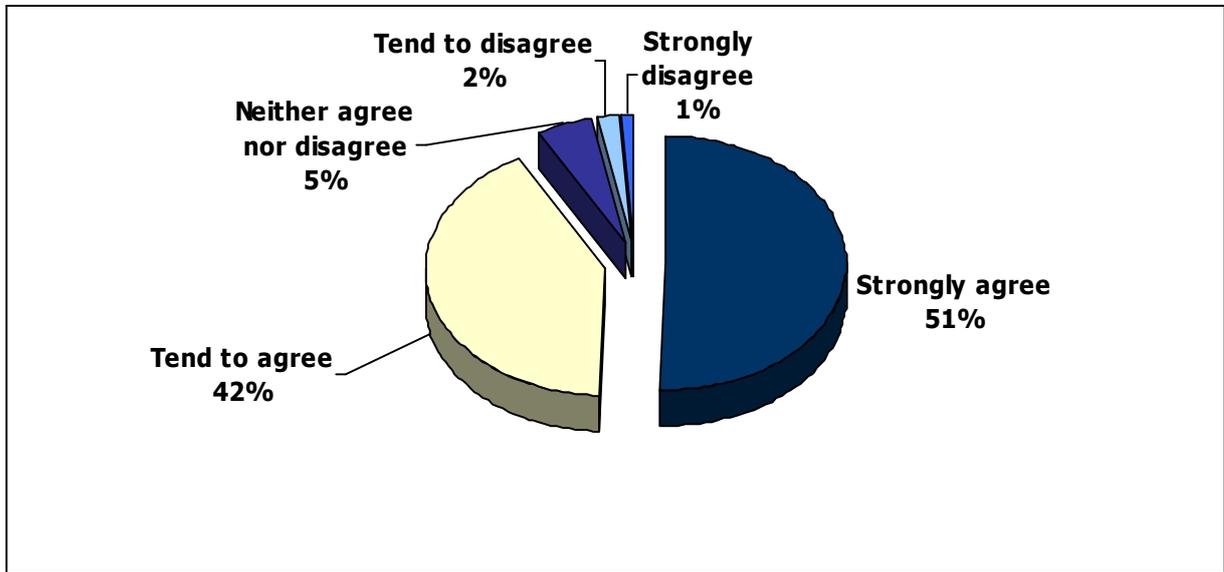
- 2.11 Text comments explaining the reasons why certain age groups/genders are thought likely to be involved in an accident can be found in Figure 14 below.
- 2.12 Comments identified young drivers' inexperience and older drivers' reaction speeds/health as the key reasons why they would be likely to be involved in an accident. 330 comments highlighted the belief that young drivers are reckless in addition to being inexperienced. 231 comments related to the belief that men are dangerous drivers whilst 35 comments specifically refer to "boy racers". However, 82 comments suggest that 'anyone can be involved in an accident'.
- 2.13 Female respondents are more likely than male respondents to think it is 'very likely' or 'fairly likely' for males aged 45 to 64 to be involved in an accident.

Text comments 2006: Explanation of likelihood of different gender and age drivers being involved in an accident	Number of specific category comments
Old people are bad/dangerous drivers	612
Experience (Young drivers are inexperienced)	394
Young drivers are reckless/dangerous	330
Man are dangerous drivers	231
Young people are subject to peer pressure	196
Anyone can be involved in an accident	82
Women are better drivers than men	52
Women are bad drivers	44
"Boy racers"	35
Middle aged people tend to be safer drivers	28
Men are better drivers than women	22
Other	160

**Figure 14: Text comments 2006 – Reasons why different groups are likely or unlikely to be involved in an accident whilst driving.**

## Peer Pressure

- 2.14 93% of respondents (compared with 95% in 2005) agree with the statement that "Peer pressure can sometimes lead to young people being 'egged on' to drive more recklessly". This highlights the importance of events such as Safe Drive, Stay Alive to attempt to influence the views of young adults.
- 2.15 Text comments include many references for the need to change the views young adults have about driving and praise the Safe Drive, Stay Alive event for the impact it has made on their attitudes towards driving.



**Figure 15: To what extent do you agree or disagree that peer pressure can sometimes lead to young people being 'egged on' to drive more recklessly? By all respondents**

## 3. About the Event

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### Safe Drive Event

- 3.1 Respondents are generally positive about the Safe Drive, Stay Alive event they attended, as illustrated overleaf in Figure 16. The vast majority agree that the information provided was clearly presented, easy to understand and the event was informative. Importantly the vast majority (90%) also agree that the event will influence the way in which they drive in the future and has had an influence on what they consider to be safe driving. 83% also agree that the event will make the young people who have attended safer drivers. The majority (89%) also feel that the length of the event was about right.
- 3.2 41% of respondents agree that the event was enjoyable, but 30% disagree with this statement. Text comments suggest that the 'hard hitting' nature of the event, although effective, was considered extremely shocking and upsetting by many respondents. However many respondents also mentioned that they agree that the method had a powerful impact on them and changed they way they think about driving.
- 3.3 Female respondents are more likely than male respondents to '*strongly agree*' that the event has had an influence on what they consider to be safe driving and that the event will influence the way in which they drive in the future.

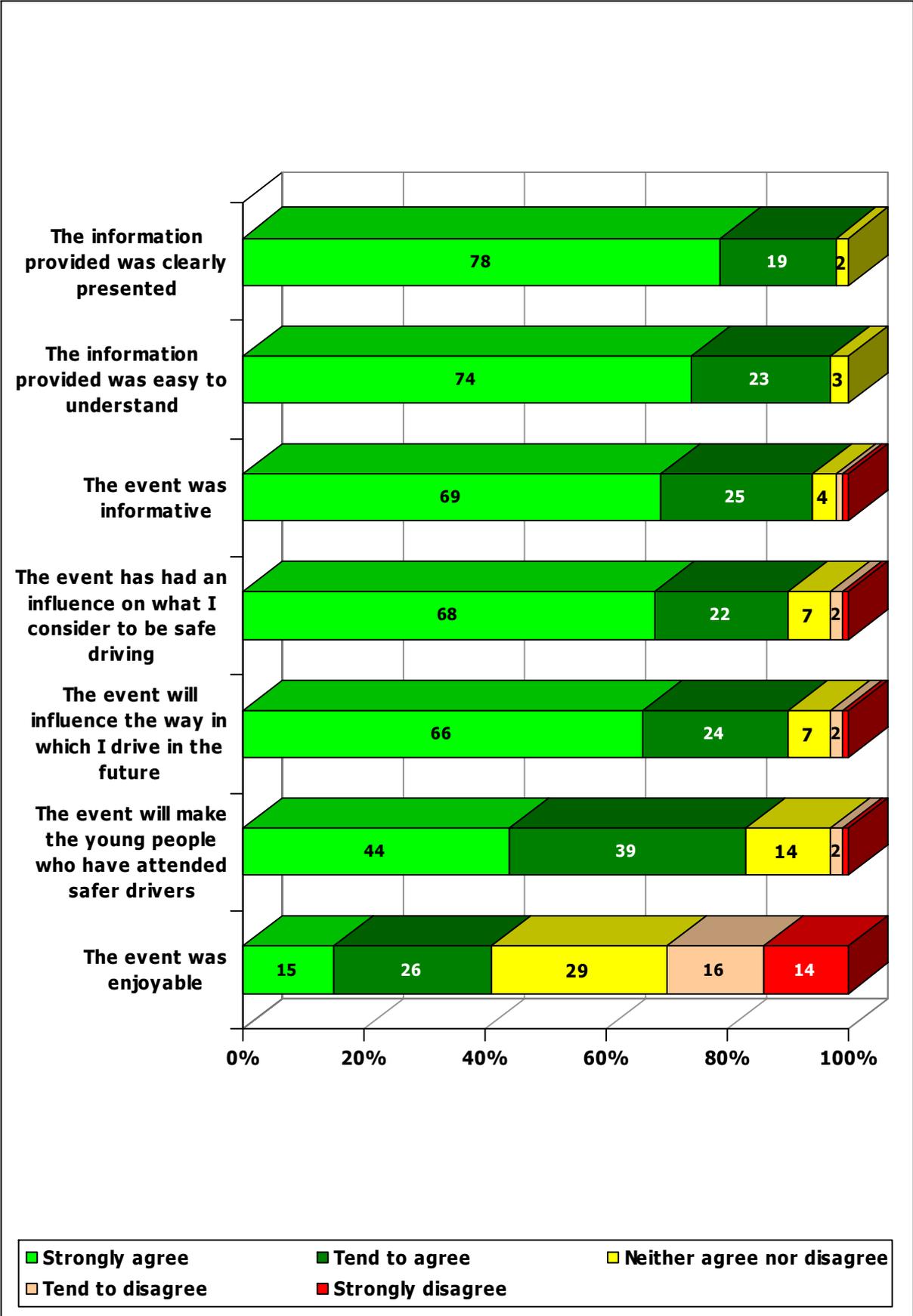


Figure 16: Do you agree or disagree with the following statements about the Safe Drive event you attended? By all respondents

Please note if figure not shown value = 1

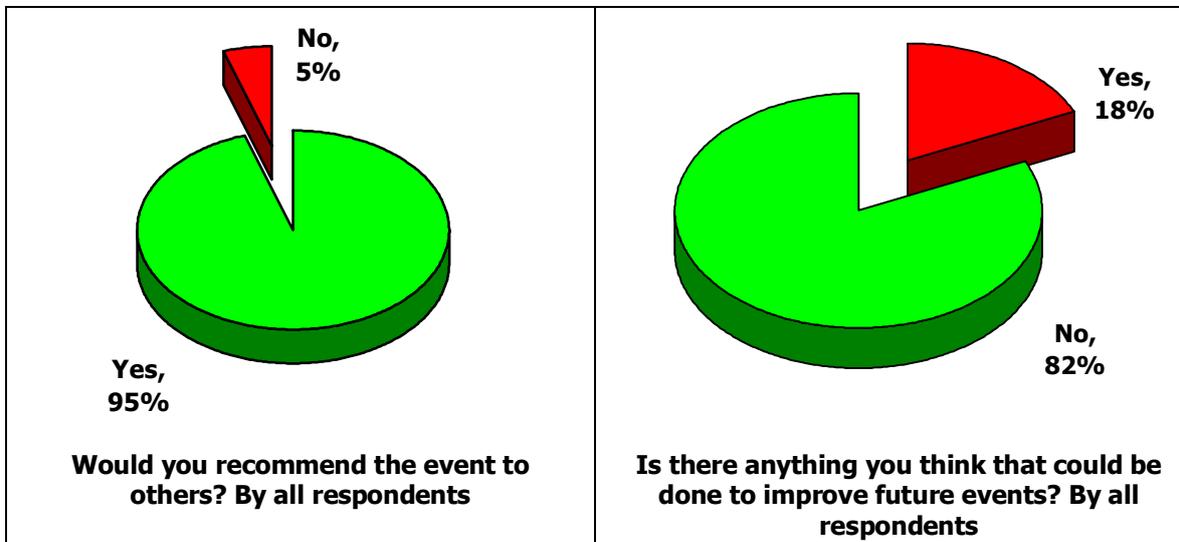


Results 2005	Agree	Disagree
The information provided was clearly presented	100%	0%
The information provided was easy to understand	100%	0%
The event was informative	98%	2%
The event has had an influence on what I consider to be safe driving	96%	5%
The event will influence the way in which I drive in the future	97%	4%
The event will make the young people who have attended safer drivers	92%	8%
The event was enjoyable	57%	43%

**Figure 17: Do you agree or disagree with the following statements about the Safe Drive event you attended? 2005**

### Future Events

3.4 Figure 18 shows that 95% of respondents report that they would recommend the event to others. Text comments (Figure 20 overleaf) indicate that many respondents feel that the event was informative, educational and will encourage young people to change their views on driving.



**Figure 18: Would you recommend the event to others, and is there anything you think could be done to improve future events? By all respondents**

Results 2005	Yes	No
Would recommend the event to others	97%	3%
Anything that could be done to improve future events	17%	83%

**Figure 19: Would you recommend the event to others, and is there anything you think could be done to improve future events? 2005**

3.5 275 comments stated that respondents would recommend the event because they felt it had educated them and changed their attitude towards driving. A further 169 comments show that respondents would recommend the event because they found it powerful/moving.

3.6 Typical text comments why people would recommend the event include:

BECAUSE EVEN IF THE EVENT MAKES ONE PERSON THINK ABOUT THE WAY THEY DRIVE, THEN THAT COULD SAVE SOMEONE'S LIFE

BECAUSE IT MADE ME STOP AND THINK ABOUT THE CONSEQUENCES OF DRIVING UNSAFELY AND HOW TRAGIC IT CAN BE AND AFFECT THE REST OF A GOOD LIFE. THANK YOU

I BELIEVE THIS SHOULD BE SHOWN TO PEOPLE FROM THE AGES OF 13-70

IT IS A VERY IMPORTANT MATTER AND I THINK THEY SHOULD DO MORE THAN ONE EVENT TO DRILL IT INTO YOUNGSTERS AGAIN, LIKE 8 MONTHS LATER

IT IS THE ONLY REAL INFORMATIVE PROGRAMME YOUNG PEOPLE WILL GET

TOUCHED EVERYBODY AND MADE EVERYBODY SERIOUSLY THINK ABOUT SAFER DRIVING, BEING A SAFE PEDESTRIAN AND NEVER BEING PRESSURED BY PEERS

VERY INFORMATIVE, WELL PRESENTED, PROFESSIONALLY DONE. GETS THE MESSAGE ACROSS CLEARLY

Text comments 2006: Why respondents would recommend the event to others	Number of specific category comments
Educational/Changed views on driving	275
Powerful/moving	169
Shocking	155
Upsetting	46
Effective	34
Good event	32
Informative	26
Other	79

**Figure 20: Text comments 2006 – Reasons why respondents would recommend the event to others.**

3.7 From the 96 text comments explaining why people would not recommend the event, 45 text comments refer to the event being too depressing/upsetting and 17 state that they felt they did not learn anything new/that not enough practical advice was given about how to avoid accidents. 10 further comments also stated that they felt the event would not change how people would drive/would not have a lasting impact on young drivers.

### **Improving the Event**

- 3.8 Figure 18 on page 24 also shows that only 18% of respondents feel that the event could be improved in any way.
- 3.9 Text comments suggest a number of ways in which the event could be improved. Key suggestions include:
- Talk from a younger driver closer to age of those attending the event.
  - Constructive, specific advice as to how to drive safely not just the consequences of not driving safely. Also giving practical advice on what to do in situations where an accident is likely to happen.
  - Increased audience participation, in particular a question and answer session with presenters.
  - More real life examples, more people involved in accidents.
  - Warning people – teachers’ briefing beforehand.
  - Providing tissues to stop embarrassment for people who are upset.
- 3.10 Three further elements can be noted from text comments throughout the survey. Many respondents have stressed the importance of warning people in advance of the event’s graphic content. As noted above, it has been suggested that this could be done through a teachers’ briefing. However, this is particularly relevant to those attendees who may have been involved in an accident or whose loved ones have.
- 3.11 Two additional suggestions were also made – the first relating to widening the audience of the event to ensure that more people are aware of the dangers of driving, and the second to carrying out a follow-up session. Many respondents have said that a follow-up event, perhaps six months or a year later, would remind people of the original event and can ensure that a lasting impact is made on people’s driving habits.

### **Giveaway Preference**

- 3.12 Respondents were asked to rank in order of preference their favourable giveaway, choosing between a keyring, pen and wristband. The most popular giveaway was the wristband, followed by the pen and then the keyring.

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Opinion Research Services  
The Strand  
Swansea  
SA1 1AF

Tel: (01792) 535300  
Fax: (01792) 535301

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