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COMMUNITY ATTITUDES TO ROAD SAFETY
Community Attitudes Survey Wave IV

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Abstract
In March 1989, the fourth in a series of national surveys on community attitudes to road safety was conducted. This report contains results from Wave IV and, where possible, comparative results since 1986. Issues covered in the survey include causes of road crashes, perceptions of police enforcement of road rules, attitudes to drink driving and random breath testing, driving behaviour, seat belt use and views held regarding various road user groups.

Keywords
Community attitudes, perceptions, surveys, road safety.

NOTES:
(1) FORS Research reports are disseminated in the interests of information exchange.
(2) The views expressed are those of the author(s) and do not necessarily represent those of the Commonwealth Government.
(3) The Federal Office of Road Safety publishes two series of research report
    (a) reports generated as a result of research done within the FORS are published in the OR series;
    (b) reports of research conducted by other organisations on behalf of the FORS are published in the CR series.

COMMUNITY ATTITUDES TO ROAD SAFETY

Community Attitudes Survey
Wave IV

prepared by
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for

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CONTENTS

1. Introduction

Reark Research was commissioned by the Federal Office of Road Safety (FORS) in February 1989, to conduct a survey of community attitudes toward road safety. The survey followed a methodology developed by FORS in October, 1986.

This was the fourth in the series of Community Attitudes to Road Safety surveys, with the three preceding Waves being conducted as follows:

* Wave I - October, 1986
* Wave II - June, 1987
* Wave III - May, 1988

The major objective of the survey was to monitor key community attitudes regarding the importance of road safety issues, viz:

* the importance of road safety relative to other issues of importance to the community
* awareness of upgrading of highways linking capital cities, and which level of Government that upgrading was attributed to
* factors leading to road crashes, including reasons for fatal crashes in rural areas
* skills considered to be the most important in being able to drive safely

* reasons why motorists are most frequently stopped by the police

* attitudes to random breath testing (RBT)

* whether motorcyclists are considered to be difficult to see during the daytime

* attitudes to restrictions on young drivers

* pedestrian groups believed to be most "at risk"

* road user groups drivers are most cautious about, and action taken on the road when there are older pedestrians about

* behaviour on the road regarding observation of speed limits.

For this Wave only, additional questions were included to determine:

* action taken on the road when there are young children about

* usage of seat belts - both the front and back seats

* awareness of the recent road crash on the Hume Highway

This report presents the findings from the March, 1989 survey, comparative data from previous Waves.

2. Executive Summary

This report summarises findings from a telephone survey of 1,051 respondents aged 15 years and over, conducted in March, 1989. This was the fourth in the series of Community Attitude surveys conducted for FORS, designed to monitor key community attitudes towards road safety. This report discusses findings of this fourth Wave, with comparative data from the initial three Waves being included where appropriate.

The major findings from the survey were as follows:

* the issues of most importance to the community were substantially different in this Wave, compared to earlier Waves. Crime and violence emerged as the issue of most concern, followed by economic problems.

* changes were also evident regarding the importance of the economy and road crashes, which both increased significantly, whilst concerns about unemployment fell significantly.

* awareness of the upgrading of highways linking capital cities decreased significantly, from 68% in Wave III to 57% in this fourth Wave. Nearly half (48%) attributed that upgrading to the Federal Government.

* drink driving and excessive speed remained as the factors perceived as being most likely to contribute to road crashes. Little change has occurred, although fewer respondents attributed road crashes to careless or negligent driving in Wave IV.

* the skills and abilities considered to be most important for safe driving were alertness and reaction time, vehicle handling and driver knowledge of the vehicle and concentration. Little has changed across the Waves of the survey, with the only notable change being the increase in mentions of vehicle handling and knowledge of the vehicle, up from 5% in Wave II to 12% in Wave IV. Alertness and reaction time remained as the single most important, at 25% of mentions.

* speeding was consistently seen as the main reason why motorists are stopped by police throughout all Waves. It was said to be the main reason by 55% of respondents in Wave IV, the next most frequent response being Random Breath Testing (17%).

* the most frequently mentioned reason for road crashes in rural areas in both Waves III and IV was said to be speed too fast for the conditions. Other reasons were poor roads, unfamiliarity with country roads, and tiredness or fatigue.

* agreement with Random Breath Testing (RBT) has remained very high, at 94%. In Wave IV only, respondents were asked if they had been tested in the last six months, with 20% giving an affirmative response.

* responses regarding drinking and driving have remained stable across the four Waves. Very few respondents indicated that they do not restrict or stop drinking if they drive.

* the road user groups, other than children, respondents were most cautious about have remained consistent across all Waves, being trucks and buses (23%), adult cyclists (21%), car drivers (17%), adult pedestrians (14%) and motor cyclists (14%).

* children (55%) and the elderly (36%) remained as the pedestrians considered to be most at risk on the road.

* when drivers were asked what action they take when there are elderly pedestrians about, most said that they slow down (59%) or take extra care (36%). The frequency of these responses has remained consistent.

* when asked what action they take when there are children about, drivers were most likely to say that they slow down (52%), take extra care (25%), and keep a close eye on them (23%).

* just over one half of the respondents who held or had held a licence agreed that motorcyclists are difficult to see in the daytime (52%). Agreement was equivalent to that of Wave III.

* most respondents who have or had held a licence agreed with Zero Blood Alcohol content for young drivers. Agreement was 80% in both Waves III and IV. Other initiatives, namely restricting night driving and restricting young drivers from carrying friends as passengers, were not given broad approval, with 21% and 22% respectively agreeing with those restrictions.

* behaviour regarding the speed at which motorists drive has remained stable over time. 45% said they drive at the legal limit, with 54% driving at a speed they consider safe. Of those respondents who self-regulate speed, half (51%) indicated that they drive above the speed limit, which equates to 28% of the total.

* in Wave IV only, respondents were asked to indicate how frequently they wear a seat belt in both the front and rear seats. Compliance with always wearing a seat belt in the front seat was high at 91%, though significantly lower in the rear seat, at 73%.

* most respondents (86%) were aware of the recent road crash on the Hume Highway, in which six people were killed.

Responses to most questions have been stable since the commencement of these surveys. The importance of road safety to the community has significantly increased, whilst awareness of highway upgrading has significantly decreased.

3. The Questionnaire

The questionnaire used for this survey, enclosed as Appendix II, is based on that used during the third Wave (May, 1988). Modifications to the questionnaire were made in line with recommendations from Wave III, together with additional questions of importance to FORS.

The final questionnaire was modified as follows:

3.1 New Questions

Q.11d

A new question was included to determine the action taken by drivers if there are young children near roads:

"As a driver, what action do you take if there are young children about?"

Q.16

A new question, in two parts, was introduced to measure the behaviour of the public, both as drivers and passengers, regarding usage of seat belts:

a) **"When travelling in a car how often do you wear a seat belt in the front seat, either as a driver or passenger?"**

b) **"And in the rear seat, would you wear a seat belt."**

Always

Nearly always (i.e., 90% of the time)

Most occasions

Not very often

Never

The response codes, above, were read out by interviewers for both Q.16a and Q.16b.

Q.17

A new question was included to measure awareness of the road crash on the Hume Highway in New South Wales, which occurred approximately four weeks prior to the conduct of this survey:

> **"Were you aware of the recent road crash on the Hume Highway in NSW involving a truck and three cars, in which six people were killed?"**

Q.17b

In the fourth Wave only, all respondents were asked:

> **"Have you personally been random breath tested in the last six months?"**

3.2 Deletions

The final demographic question asked in the Wave III survey was deleted:

> **"And finally, have you been in a road crash as a driver, passenger or other road user in the last 3 years?"**

3.3 Modifications

Q.1a and Q.1b

The previous Wave asked for a prompted assessment of attitudes to seven options read out by interviews to the question:

> **"What issue facing the Australian community today is of most importance to you?"**

The method used in this fourth Wave was to record unprompted views. That method was also employed during Waves I and II.

Q.4a and Q.4b

During Wave III, interviewers read out the question and response codes to respondents, viz:

> **"Which do you think is the most important skill in being able to drive safely?" (Read Out)**

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.

For Wave IV, the method used was that employed during Wave I and II, whereby response codes were not read out to respondents. Respondents were free to determine their own response to the questions:

Q.4a

"What factor do you think most often leads to road crashes?"

Q.4b

"What other factors are there?"

Q.6a

This question asks respondents why fatal road accidents occur in rural areas. The introduction to the question was changed from:

"60% of road crashes occur in country areas"

to

"50% of fatal road crashes occur in rural areas"

further, if the response:

"different conditions in country (or rural) areas"

was given by respondents, interviewers probed this question by asking:

"and what conditions would that be?"

0.9

This question is concerned with attitudes to a series of suggestions for restrictions on young drivers. The introduction to the question was amended from:

> **"the typical road crash involving young drivers occurs late at night with a car full of friends and often involves alcohol"**

to

> **"the typical road crash involving young drivers occurs late at night with a number of friends in the car, and often involves alcohol"**

4. Survey Methodology

4.1 Sample Design

The survey involved 1051 telephone interviews with respondents aged 15 years and over. The survey was conducted in all States and Territories of Australia.

The survey design entailed the setting of quotas to ensure equivalent representation of males and females, with the data being weighted by both age and geographic location, in accordance with the 1986 Census of Population and Housing.

The sample frame used for this study was the White Pages telephone directory.

4.2 Survey Conduct

Reark Research conducted the survey using a Computer Assisted Telephone Interviewing System (CATI), whereby data was automatically entered into a VDU by interviewers. This system incorporates a telephone number management system, which allows for automatic re-dial of telephone numbers not contacted.

Interviews were conducted from the five mainland capital cities. All interviewers were under strict control of field supervisors, including direct monitoring of the telephone interview and of data recorded on the VDU by supervisors at a remote location, using Reark's telephone interview monitoring system.

Fieldwork was conducted during the week commencing 20 March, 1989. Interviews were conducted during the day and evening at the weekend, and during the evening only during the week.

A field summary of calls and interviews achieved is included as Appendix I.

4.3 Data Processing

Free-response (open-ended) questions were coded after completion of interviewing, with all data processing being conducted by Reark's resources division in Melbourne.

Detailed computer tabulations were prepared, and are presented separately.

5. Sample Characteristics

Details of the find sample yield for Wave IV, and comparative data from the prior three Waves, is presented below.

Demographic Characteristics	Sample Yield (%) (Unweighted Data)			
AGE	WI	WII	WIII	WIV
15 - 16	4	5	6	4
17 - 19	7	5	6	6
20 - 24	11	12	11	11
25 - 29	11	13	12	11
30 - 39	20	23	21	20
40 - 49	14	19	20	15
50 - 59	14	12	11	12
60+	18	16	14	20
SEX	WI	WII	WIII	WIV
Male	N/A	51	50	50
Female	N/A	49	50	50
OCCUPATION				
Student	9	8	10	10
Home Duties	18	18	18	12
Employed	57	56	59	58
Retired	14	16	11	18
Unemployed	1	2	2	2
Refused	1	-	*	*
HIGHEST EDUCATION LEVEL				
Primary	7	7	6	6
Secondary	55	56	57	59
Trade/Tafe	17	16	15	13
Tertiary	19	19	21	21
Other	2	2	1	1
DRIVER CHARACTERISTICS				
Licence Held				
Have current licence or permit	81	84	82	85
Not current/held previously	3	3	3	4
Never held	16	14	14	11

Licences Held

Car - learners permit	3	4	2	3
Car - provisional	4	3	1	3
Car - drivers licence (Class 1)	91	88	82	91
Heavy vehicle licence	14	13	11	10
Tractor licence	4	2	3	3
Motorcycle - learner's permit	1	*	1	*
Motorcycle - provisional	*	*	*	*
Motorcycle - full licence	8	9	10	9
(Base)	(1033)	(1046)	(1007)	(1051)

DETAILED FINDINGS

FIGURE 1 COMMUNITY ISSUES OF CONCERN TO THE PUBLIC (Q.1A/B)

Issue of Concern	Total Mentions			First Mentions			Second Mentions		
	Wave I	Wave II	Wave IV	Wave I	Wave II	Wave IV	Wave I	Wave II	Wave IV
	%	%	%	%	%	%	%	%	%
The economy/economic problems	32	29	36	20	20	22	12	9	14
Crime and violence	7	8	41	3	3	20	4	5	21
The environment	3	3	32	1	2	18	2	1	14
Road crashes/drink driving	5	5	23	2	1	10	3	4	12
Unemployment	31	31	21	19	20	9	12	11	12
Politics	10	15	20	5	7	10	5	8	10
Immigration	–	–	2	–	–	2	–	–	1
War and terrorism	12	9	7	6	3	2	5	6	5
Housing	–	–	1	–	–	1	–	–	*
Education	–	2	1	–	2	1	–	–	*
Drug problems	17	15	2	8	7	1	9	8	1
Civil rights/freedom	–	–	2	–	–	1	–	–	2
Inflation/interest rates/ cost of living	20	15	16	13	6	*	7	9	*
Younger people/youth affairs	4	7	1	2	4	1	2	3	1
All other	38	30	2	15	6	3	20	23	2
Don't know	19	35	1	6	22	2	19	13	4
Total	193	204	213		100	101	100	100	101
(Base)	(1033)	(1046)	(1051)	(1033)	(1051)	(1051)	(1033)	(1046)	(1051)

Notes

* indicates less than 19

– differences in code frames used in the fourth Wave, and in the initial Wave, occurred. The initial two Waves coded drug trafficking with drug problems, and in the fourth Wave, it was coded with crime and violence.

6. Detailed Findings

The findings for this survey are presented in graphical form, with findings from previous Waves being presented where appropriate. As the questionnaire has varied across the four Waves conducted to date, comparisons across all Waves for each question are not applicable.

Conclusions drawn are based on data weighted for sex, age and location. All sub-group analysis is based on weighted data for this Wave.

The results of the survey are subject to standard error, based on sample size and proportion. A table of standard errors is included as Appendix III, based on an 80% efficient sample.

Statistically significant variations across waves and between sample sub-groups are identified in the report. A significant variation means that the chance of that variation being due to chance (i.e., random error) is less than 5%.

6.1 Issues of Importance to the Community

Respondents were asked the following question after a brief introduction to the survey:

> **"What issue facing the Australian community today is of most importance to you?" (Q.1a)**
>
> and then:
>
> **"What is the next most important issue of concern to you?" (Q.1b)**

In the previous (third) Wave, this question gave respondents a series of alternatives to select from. As such, comparisons have been made with the first and second Waves only, the method used in that third Wave limiting the comparability of the data.

The issues mentioned as important during the initial two Waves have undergone a good deal of change. The following issues have become more important to the community, based on total mentions:

* crime and violence

* the environment

* road crashes (including drink driving in the first two Waves)

The frequency of mentions of crime and violence should be qualified, as drug trafficking was coded with crime and violence in the fourth Wave. As such, realistic comparisons can be made when drug problems are added. The frequency of mentions of crime, violence and drug problems overall was 43% in the fourth Wave, compared to 23% in the first Wave. That variation is significant.

Road crashes emerged as a major issue of importance (23%) in the fourth Wave, a significant increase in comparison with the initial two Waves.

The only significant decrease in mentions was of unemployment, down from 31% in the initial two Waves, to 21% in the fourth Wave. Variations across the Waves for other issues were not significant.

Regarding differences between sub-groups, the following were evident, based on total mentions:

* the economy was more important in the Northern Territory (47%), Western Australia (44%), and less important in Victoria (26%). These variations are significant.

  The economy was also of significantly more importance to trade and tertiary qualified persons combined (50%) than persons with no post-secondary qualifications (30% for secondary school leavers, and 15% for primary school leavers).

  The economy was significantly more important to males (41%) than females (31%)

* crime and violence was significantly less important in Tasmania (20%). Regarding education level, it was significantly more important to primary educated respondents (62%) than to tertiary educated persons (28%).

* the environment was significantly more important to tertiary educated respondents (53%) compared to primary educated respondents (17%).

* mentions of road crashes varied from 33% in South Australia, to 14% in the ACT, 16% in the Northern Territory, and 15% in Western Australia. The variation from the average of 24% was significant for South Australia and Western Australia

* the importance of road crashes was negatively correlated with education. Primary educated respondents (33%) saw road crashes as significantly more important than either trade qualified respondents (13%) or tertiary educated persons (14%). Those aged 25-29 saw road crashes as of significantly less importance than persons aged 15-19 (10% vs 33%)

* employment was of more concern to those in Tasmania (36%) and South Australia (36%), and to a slightly lesser extent, in Queensland (33%). The variation from the average (23%) was significant for Tasmania and South Australia

Figure 2 AWARENESS OF HIGHWAY UPGRADING (Q2A)

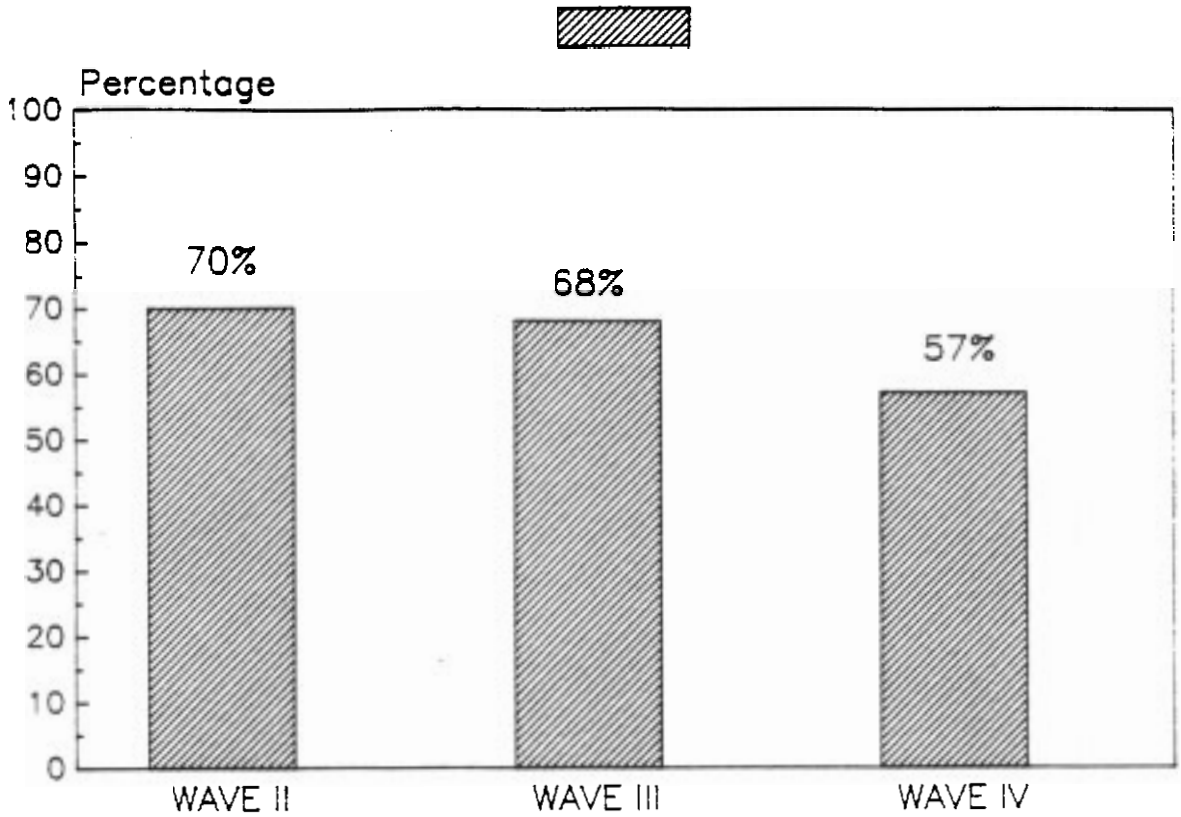
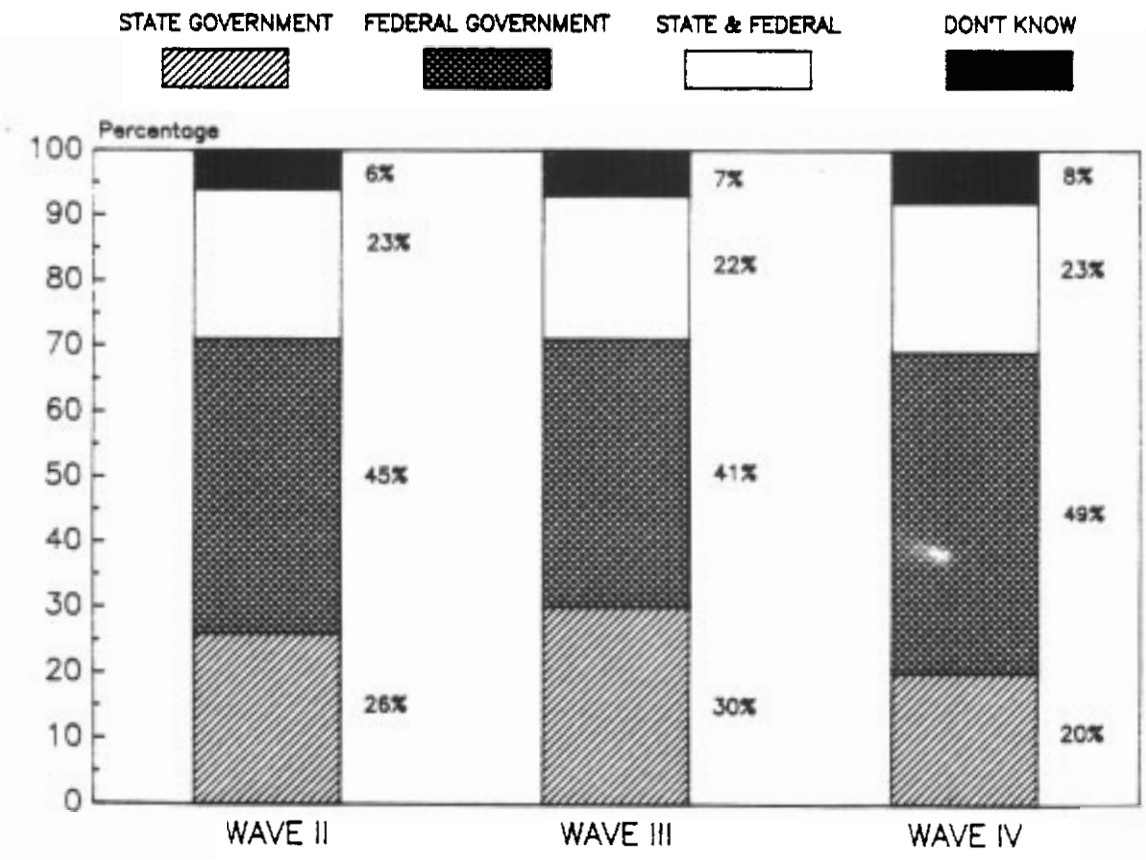


Figure 3 GOVERNMENT RESPONSIBLE FOR FUNDING OF HIGHWAY UPGRADING



In summary, there has been substantial change in the issues of importance to the community mentioned spontaneously by respondents. Crime and violence emerged as the most important factor, ahead of the economy. The environment and road crashes significantly increased in their level of importance to the community in comparison to previous Waves.

6.2 Community Awareness of Highway Upgrading

All respondents were asked the question:

> **"Are you aware that the highways which link our capital cities are currently being upgraded?"**

Awareness of highway upgrading significantly decreased, from 68% in Wave III to 57% in Wave IV. The level of awareness had remained stable across the three previous Waves, between 68% and 70%.

Awareness levels varied across the States and Territories, viz:

* higher in the ACT (81%) and Tasmania (66%)

* lower in Western Australia (43%)

Both variations from the average were significant. Further, males (65%) were significantly more likely to be aware of highway upgrading than females (50%).

FIGURE 4 MAJOR FACTORS CONTRIBUTING TO ROAD CRASHES (Q.4A/B)

Factor	Total Mentions			First Mentions			Second Mentions		
	Wave II	Wave III	Wave IV	Wave II	Wave III	Wave IV	Wave II	Wave III	Wave IV
	%	%	%	%	%	%	%	%	%
Drink driving	59	64	59	26	31	26	33	33	33
Speed/excessive speed	49	49	51	27	27	33	22	22	17
Road conditions/congestion	18	17	18	7	4	5	11	13	13
Careless/negligent driving	22	29	15	10	10	6	12	19	9
Road design/poor signs	13	N/A	14	6	N/A	5	7	N/A	9
Driver attitude/impatience	14	18	12	5	7	5	9	11	7
Driver inexperience/ young drivers	16	15	12	6	3	2	10	12	10
Inattention/lack of concentration	10	15	9	3	5	5	7	10	4
Driver fatigue	6	N/A	9	2	N/A	3	4	N/A	6
(Base)	(1046)	(1007)	(1051)	(1046)	(1007)	(1051)	(1046)	(1007)	(1051)

Question 2b) asked those respondents who were aware of the upgrading of highways:

"Do you think it is paid for by the State or by the Federal Government?"

Correct responses, that the upgrading was funded by the Federal Government, has varied, though not significantly, across the three Waves. It was 45% in the second, 41% in the third, and 48% in the fourth.

The States and Territories most likely to correctly identify the Federal Government were respondents in Western Australia (68%), the Northern Territory (63%) and South Australia (64%), and lowest in Queensland (37%).

6.3 Beliefs Concerning Factors Leading to Road Crashes

In all Waves, respondents were asked which factors most often lead to road crashes, and then what other factors contribute to road crashes. Responses are indicated in Figure 4, opposite.

In all Waves, the two factors identified as most often leading to road crashes were drink driving and excessive speed. Other factors mentioned, at lower incidence, were poor road conditions or congestion, careless or negligent driving, poor road design or signposting, driver attitude, behaviour or impatience and driver inexperience.

Responses have remained stable over the series of Community Attitude surveys. The only significant variation was the decrease in mentions of careless or negligent driving, down from 29% in Wave III, to 15% in Wave IV.

Some variations were evident across the geographical areas and other sub-groups during Wave IV:

* respondents in South Australia (38%) were significantly less likely to identify speed as a major cause of road crashes

* respondents in New South Wales (41%) and the ACT (34%) were significantly less likely to mention drink driving, whilst respondents in Tasmania (73%), the Northern Territory (69%) and South Australia (71%) were more likely to mention drink driving

* mentions of excessive speed was positively correlated with increasing age, whilst younger persons were more likely to mention drink driving as leading to road crashes

FIGURE 5 BELIEFS CONCERNING MOST IMPORTANT SKILL FOR SAFE DRIVING

Skill	Wave I %	Wave II %	Wave IV %
Alertness/reaction time	28	30	25
Vehicle handling/knowledge of vehicle	8	5	12
Concentration	18	15	11
Commonsense	5	9	8
Care/patience	6	10	8
Adherence to road rules	5	6	6
Defensive driving	8	7	6
Judgement of speed	2	2	4
Seat belts/use of seatbelts	-	-	3
Judgement of distance	1	*	1
Other	5	5	3
Don't know	1	7	6
	100	100	100
(Base)	(1033)	(1046)	(1051)

* those being aware of the recent road crash on the Hume Highway (See Section 6.16) were more likely than those unaware to mention speed (52% vs. 41%), whilst the opposite was the case for drink driving (57% vs. 73%), with those variations being significant.

In summary, drink driving and excessive speed, in that order, remain the two factors most frequently believed to lead to road accidents. Substantial variations between the States and Territories and other sub-groups have remained. With the exception of fewer mentions of careless or negligent driving, little has changed.

5.4 Beliefs Concerning Most Important Skill for Safe Driving

In this (fourth) Wave, all respondents were asked the unprompted question:

> **"Which do you think is the most important skill in being able to drive safely?" (Q.5)**

That question has varied somewhat across the four Waves to date, and during the third Wave, was a prompted rather than unprompted question. As such, comparisons between the third and other Waves cannot reliably be made.

The results from the first, second and fourth Waves are presented in Figure 5, opposite.

FIGURE 6 REASONS MOTORISTS ARE STOPPED BY THE POLICE (Q6)

Reason	Wave I %	Wave II %	Wave III %	Wave IV %
Speeding/excessive speed	57	55	58	55
Random breath testing	11	10	11	17
Drink driving	6	8	6	7
Dangerous driving	8	8	7	6
Breaking road rules	9	6	6	5
Vehicle defect spot checks	2	3	2	2
Unroadworthy vehicle	1	1	N/A	2
(Base)	(1033)	(1046)	(1007)	(1051)

The main factors stated by respondents have remained quite stable over time, with the most frequently mentioned being:

* alertness and reaction time
* vehicle handling and knowledge of the vehicle
* concentration
* commonsense
* care and patience.

Mentions of vehicle handling and knowledge of the vehicle increased significantly from the second to fourth Wave, whilst mentions of concentration decreased progressively over the Waves, being significantly lower in the fourth Wave in comparison to the first Wave.

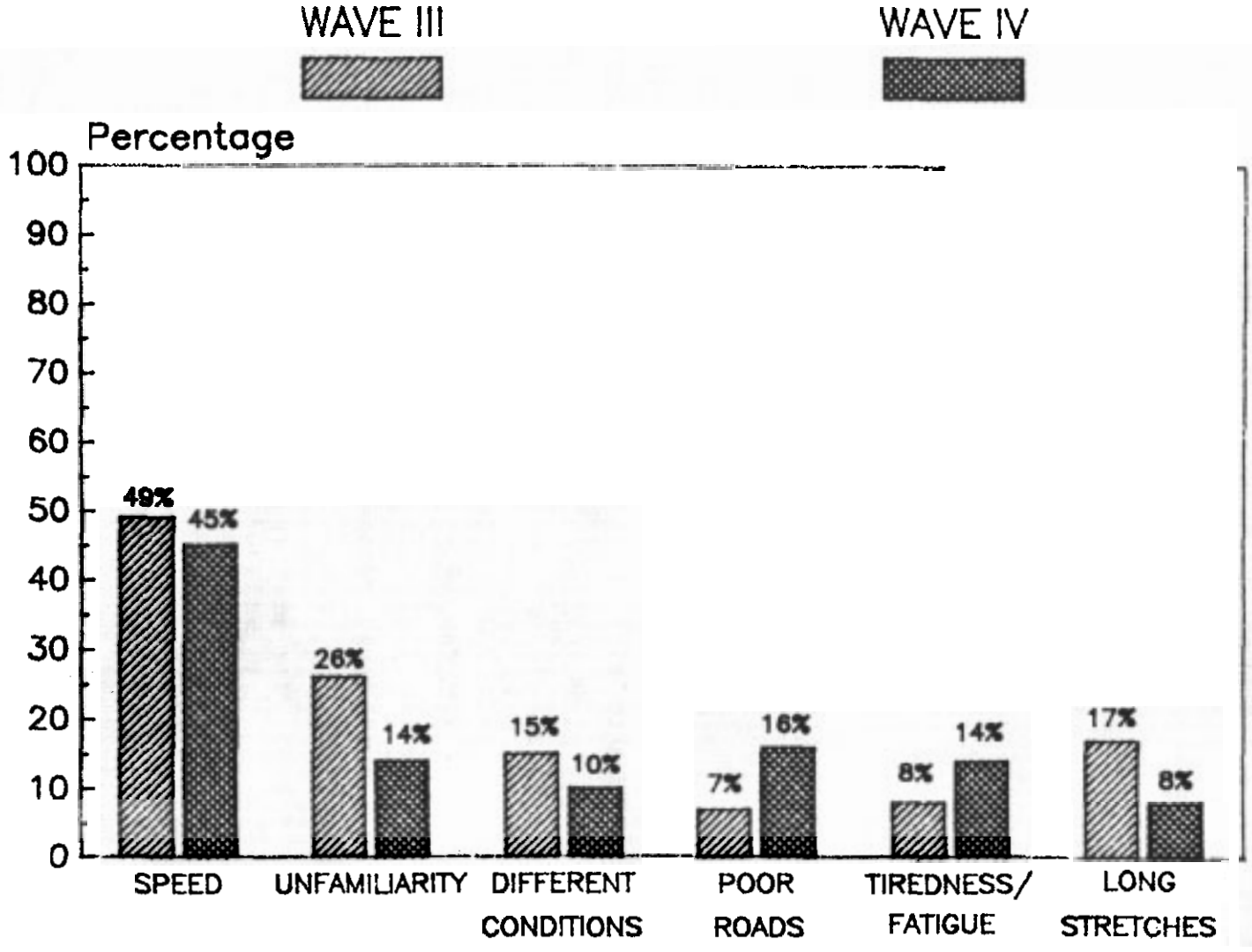
6.5 Beliefs Concerning Reasons for Being Stopped by Police

In all Waves, respondents were asked the question:

"For what reason do you think motorists are most often stopped by the police?" (Q.6)

Responses to the above question have remained stable over the four Waves of the survey. Speeding (55%) remained the most frequently mentioned reason, followed by random breath testing (RBT) which increased, though not significantly, from 11% to 17% between the third and fourth Waves.

Figure 7 REASONS FOR FATAL ROAD CRASHES IN RURAL AREAS (Q.6A)



Mentions of random breath testing were significantly higher in Tasmania, whilst mentions of speeding were significantly lower in Tasmania (35%) and Western Australia (44%). No consistent trends arose across demographic sub-groups.

6.6 Reasons for Road Crashes in Rural Areas

In the third and fourth Waves only, all respondents were advised that 50% - 60% of fatal accidents occur in rural or country areas, and asked the unprompted question:

"Why do you think this is so?" (Q.6a)

The main reason given in both Waves, depicted in Figure 7, was said to be speed too fast for the conditions. Some significant variations were evident between the third and fourth Waves:

* mentions of unfamiliarity with country roads fell from 26% to 14%

* mentions of poor roads rose from 7% to 16%

* long stretches of roads decreased from 17% to 8%

Whilst some variations were evident, none were significant. Significant variations did arise between sub-groups regarding the frequency of mentions of speed:

* speed was mentioned less, though not significantly, by those respondents aged 25 - 29 (35%)

* it was mentioned significantly more often by metropolitan residents than non-metropolitan residents (48% vs. 38%)

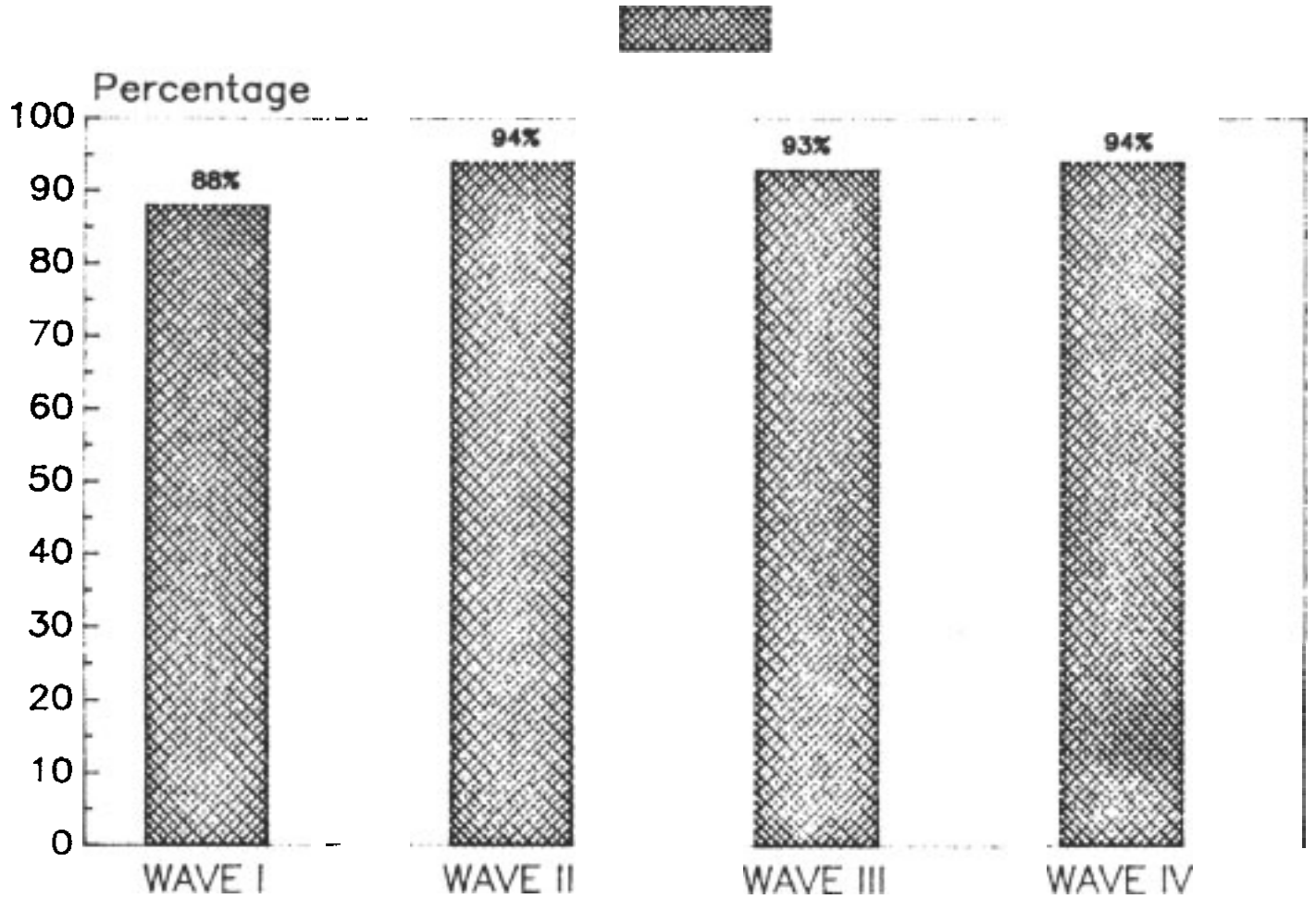
Non-metropolitan residents were significantly more likely to cite unfamiliarity with country roads as the main factor (20% vs. 11%), with other variations being insignificant.

The 10% of respondents who stated that conditions are different in rural areas were asked to elaborate on the nature of these different conditions. Responses from those 101 respondents were principally:

* poor roads (41%)
* long stretches of roads (27%)
* poor lighting (22%).

In summary, speed was raised at the major causal factor leading to fatal road crashes in rural areas, in both the third and fourth Waves. Some turbulence was apparent in the frequency of mentions of other factors.

Figure 8 AGREEMENT WITH RANDOM BREATH TESTING (Q7)



6.7 Agreement With And Experience of Random Breath Testing (RBT)

All respondents were asked the question:

> **"Do you agree with the random breath testing of drivers?"**

Agreement has remained at a high level across all four Waves, varying between 88% and 94%, with there being remarkable consistency over the last three (93%-94%).

Agreement with RBT was lowest in Western Australia (84%), which was also the case in the third Wave. That variation was significant. No variations between sub-groups were significant.

During the fourth Wave only, respondents were asked if they had personally been random breath tested in the last six months. Overall, 20% gave a positive response, with there being substantial variation between the States and Territories.

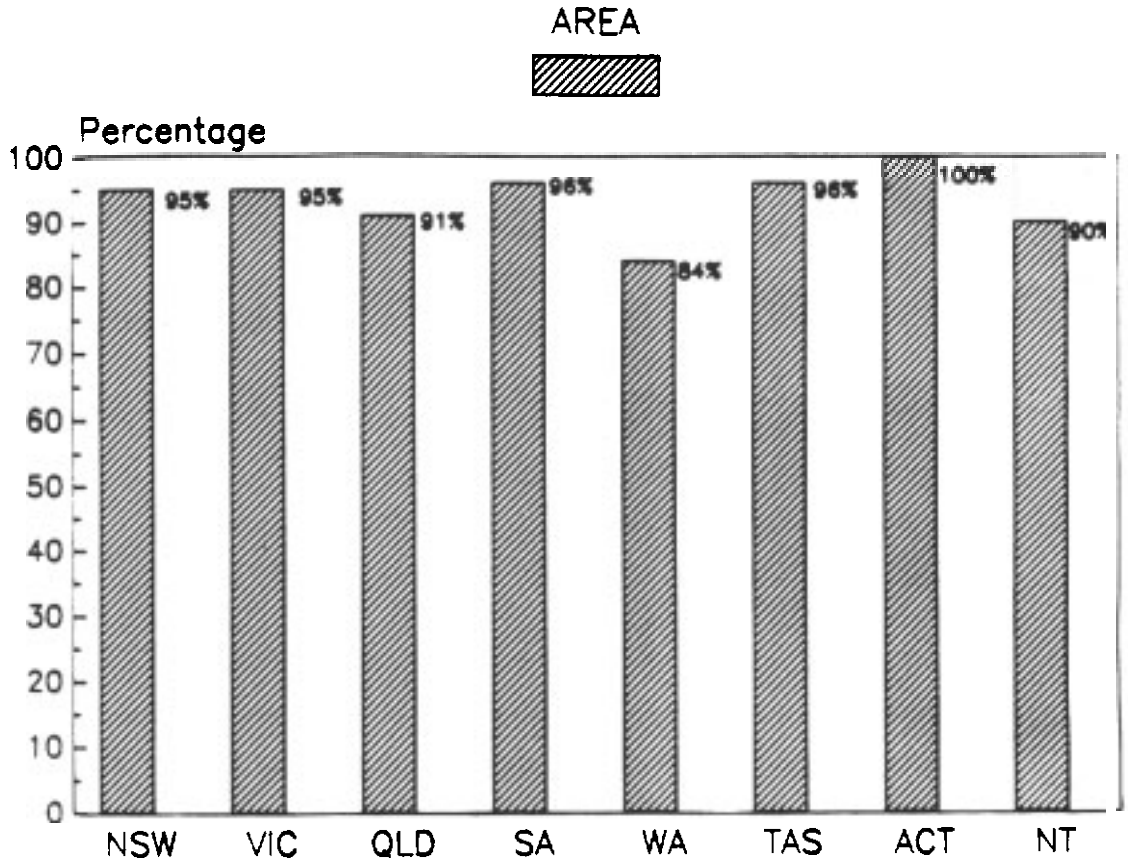
The incidence of RBT was higher in Tasmania (37%) and in the Northern Territory (36%) , which was significant.

The following groups were significantly more likely to have been tested:

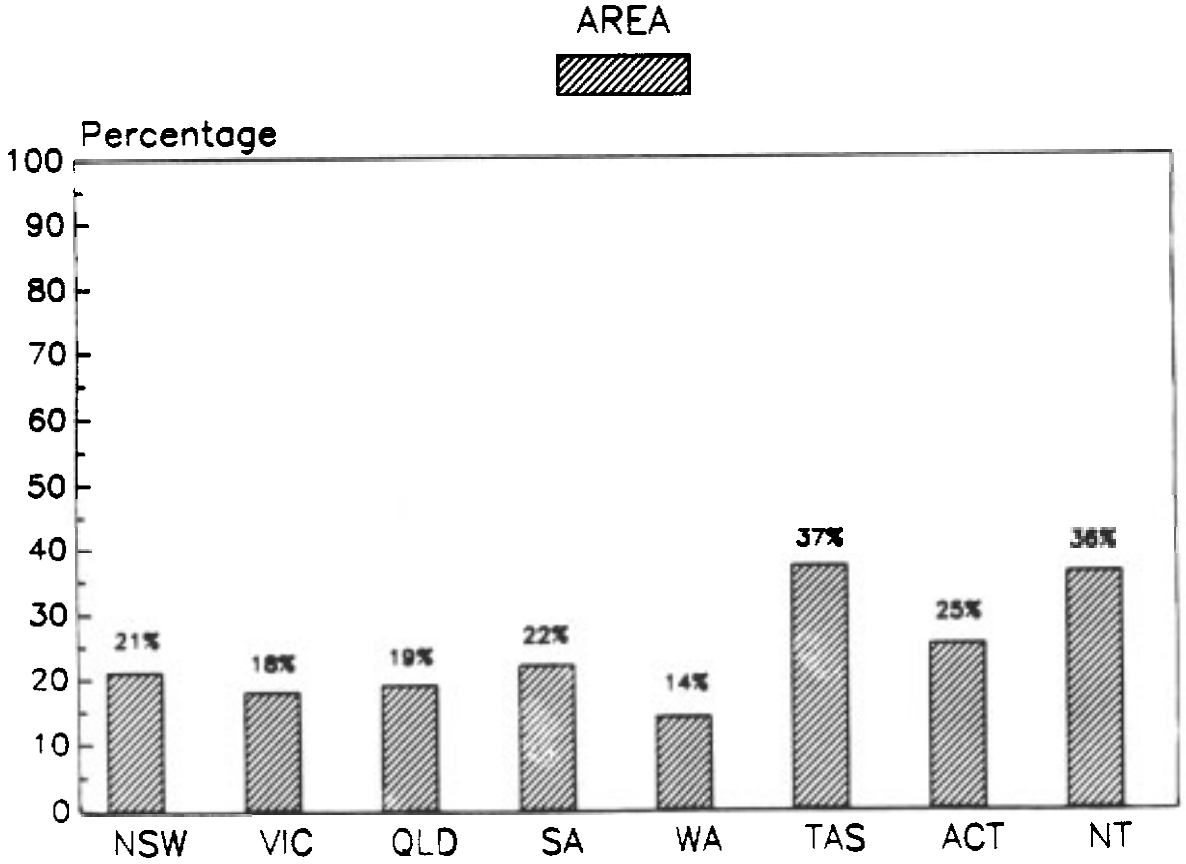
* males (28% vs 12% for females)

* persons aged 20-24 (39%)

AGREEMENT WITH RANDOM BREATH TESTING



INCIDENCE OF BREATH TESTING IN THE LAST SIX MONTHS



* Blue collar (29%) and upper blue and upper white collar workers (30%), (lower for those stating home duties as their occupation, at 7% and students, at 6%).

6.8 Behaviour Regarding Drinking And Driving

All persons holding or having held a licence or permit were asked to describe their behaviour in regard to drinking and driving, being offered the following four options:

* I don't drink at any time
* If I am driving, I don't drink
* If I am driving, I restrict what I drink
* If I am driving, I don't restrict what I drink

The results are outlined in Figure 9, below.

FIGURE 9 BEHAVIOUR REGARDING DRINKING & DRIVING

	Wave I %	Wave II %	Wave III %	Wave IV %
I don't drink at any time	19	19	18	19
If I am driving, I don't drink	29	36	35	34
If I am driving, I restrict what I drink	50	43	47	45
If I am driving, I don't restrict what I drink	1	1	•	*
Total	100	100	100	100
(Base)	(1033)	(1046)	(1007)	(1051)

FIGURE 10 ROAD USERS OTHER THAN CHILDREN MOST CAUTIOUS OF (Q.11)

Road User Group	Wave I %	Wave II %	Wave III %	Wave IV %
Trucks and buses	20	24	25	23
Adult cyclists	20	25	21	21
Car drivers	24	15	12	17
Adult pedestrians	12	14	17	14
Motor cyclists	19	17	13	14
Taxis	-	3	5	5
Don't know	4	2	7	5
	100	100	100	100
(Base)	(873)	(905)	(886)	(951)

Responses have remained stable across the four Waves, with the most frequent response being that drinking is restricted when driving (45%). Variations across the Waves were not significant.

Whilst variations across the States and Territories were evident, they were not significant, other than the incidence of non-drinking at any time (27% in South Australia and 9% in Northern Australia).

Gender was the major influence on responses. Females were significantly more likely to not drink at all, which was also evident in earlier Waves (25% vs 14%), and less likely to say they restrict drinking when driving (35% vs 55%). That variation regarding restriction on drinking is, however, explained by the higher incidence of non-drinking by females and also non-drinking when driving (39% vs 31%) for males. Further, older persons (28% of these aged 60+) retired persons (29%) and those with home duties as their occupation (32%) were more likely not to drink at all.

Very few people, 2 out of 951, indicated that they do not restrict drinking when driving, consistent with findings of earlier Waves. That data supports the effectiveness of RBT.

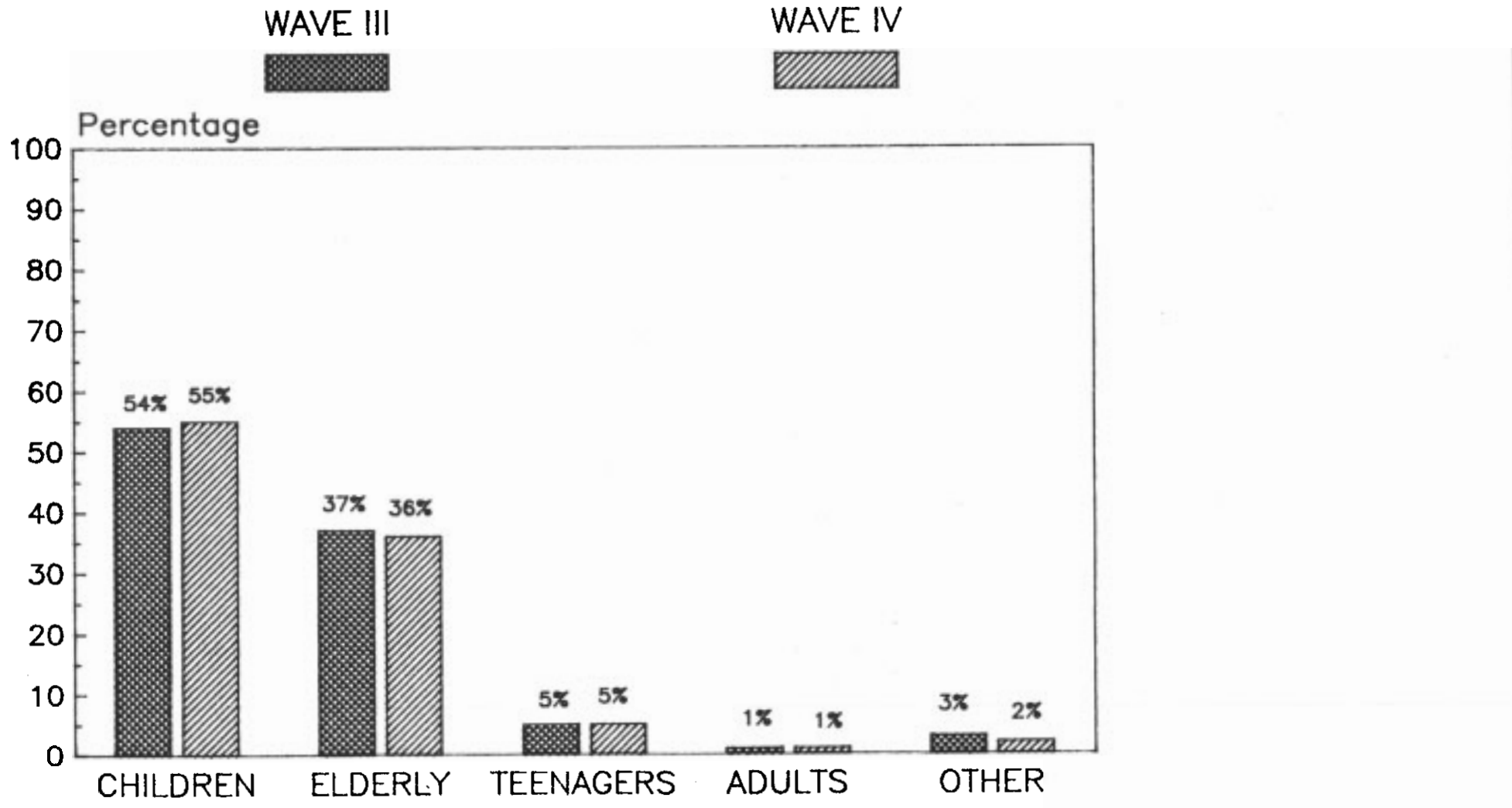
6.9 Road Users Treated With Most Caution

As in all previous Waves, all persons who hold or held a licence or permit were asked:

> **"When you are driving, which kind of road user other than children are you most cautious about?"**

The results are presented in Figure 10, opposite.

Figure 11 PEDESTRIANS MOST AT RISK



The types of road users mentioned have remained consistent across all Waves, with trucks and buses, adult cyclists, car drivers, adult pedestrians and motor cyclists, in descending order, being the most frequently mentioned.

Whilst variations were evident across the States and Territories, none significantly varied from the average. In particular, respondents in the ACT were more likely to mention adult pedestrians and less likely to mention adult cyclists. Significance was not reached due to the small ACT sample size.

Females were significantly more likely than males to be concerned about adult cyclists (27% vs 16%) which was consistent with findings from earlier Waves, whilst variations across other demographic groups were not significant.

6.10 Pedestrian Group Considered Most "At Risk"

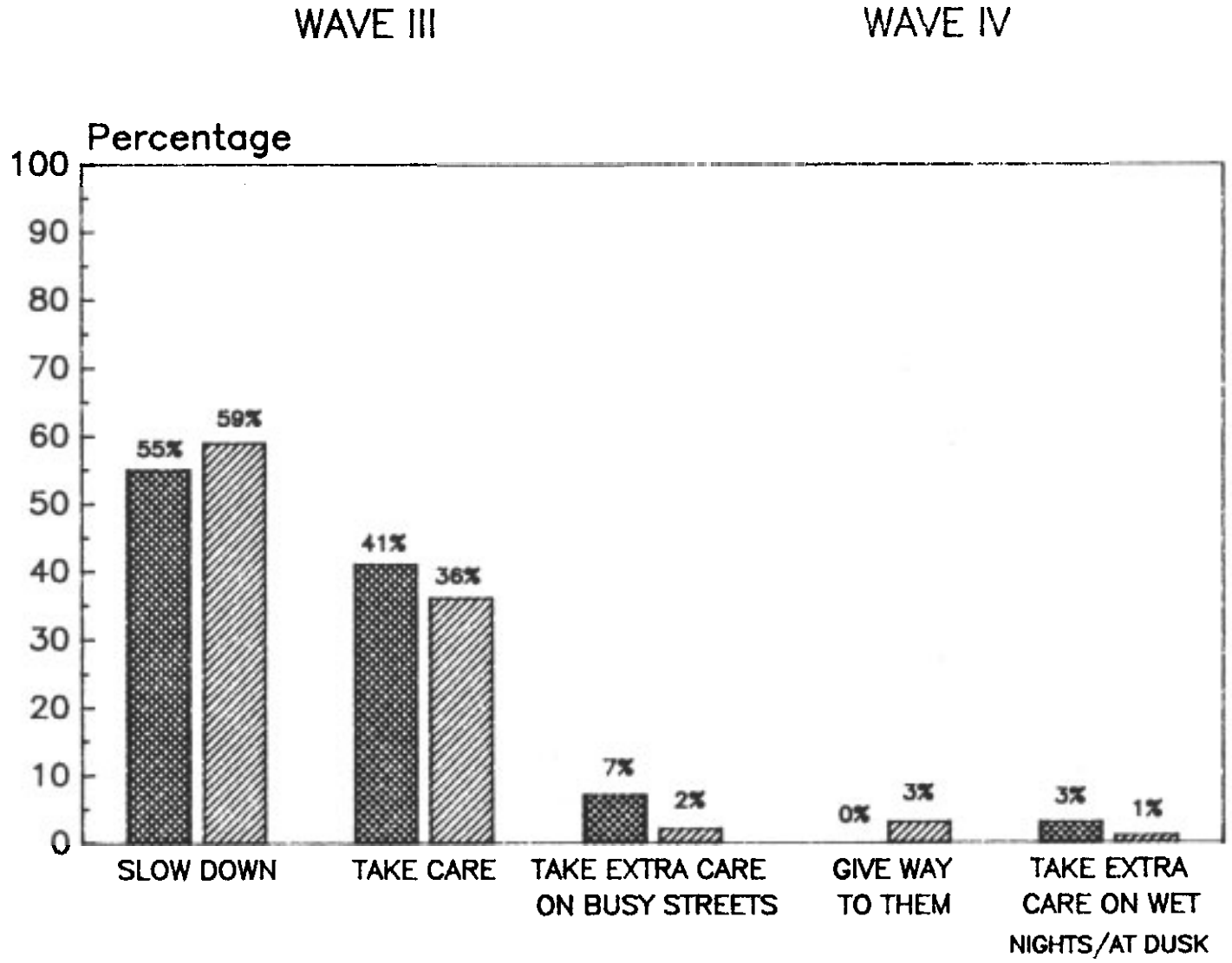
In Waves III and IV only, respondents who hold or held a licence or permit were asked:

> **Which Group of pedestrians do you think are most at risk" (Q.11b).**

The response codes were read out by interviewers, with responses to Waves III and IV being depicted in Figure 11.

Responses to the two Waves were virtually identical, with children (55%) and elderly (36%) being the two pedestrian groups considered to be the most "at risk".

Figure 12 ACTION TAKEN IF ELDERLY PEDESTRIANS ABOUT



Regarding variations between States and Territories, Tasmanian respondents were significantly less likely to mention children (40%), whilst respondents in the Northern Territory were less likely to mention the elderly (18%). No other variation was significant.

6.11 Action Taken When Young Children and Elderly Pedestrians About

On the third and fourth Wave, all respondents with a licence or permit, and those who had held one in the past, were asked:

> **"As a driver, what action do you take if there are older pedestrians about?" (Q.11c)**

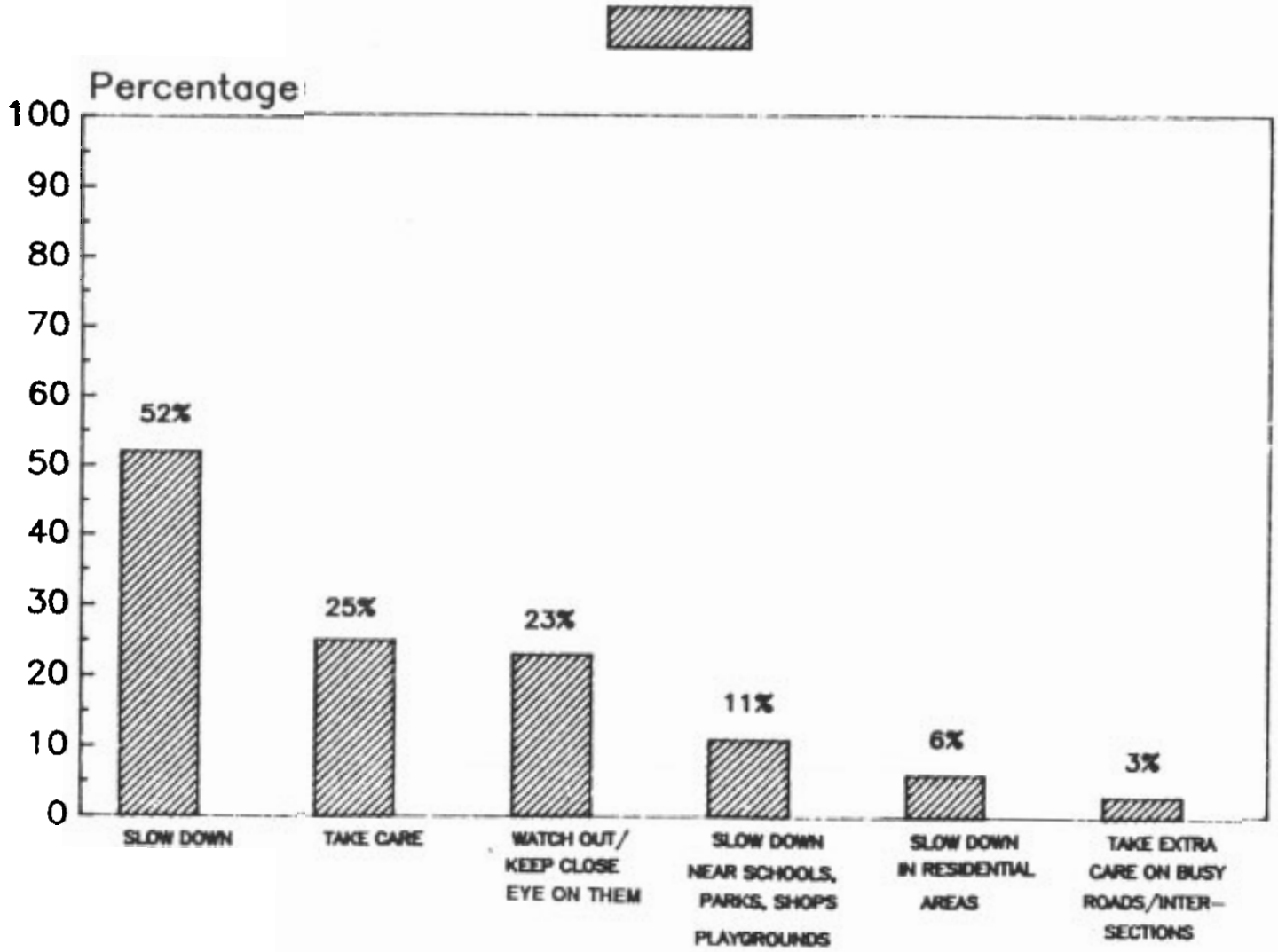
The most frequent responses are presented in Figure 12.

Responses were similar across the two Waves, with most respondents stating that they either slow down or take extra care.

In the fourth Wave only, the same respondents were asked what action they take as drivers when there are young children about (Q.11d). Results are presented in Figure 12.

Responses were similar to those mentioned regarding adult pedestrians, with "slow down" (52%) being the most frequently stated. "Take extra care" and "watch out" or "keep a eye on them" were mentioned equivalently, at 25% and 23% respectively.

Figure 13 ACTION TAKEN IF YOUNG CHILDREN ABOUT



Drivers appear to take more care near schools, playgrounds, shops and parks (11%) than in residential areas in general or on busy roads or intersections (3%).

Respondents in New South Wales (18%) were more likely to say slow down near schools, parks, shops and playgrounds than in any other State, and significantly more than in South Australia (3%), Tasmania (7%), Queensland (9%) and Victoria (7%). Tasmanians were significantly more likely to say they watch out or keep a close eye on them (35%) than respondents in Western Australia (14%) and the Northern Territory (14%).

6.12 Difficulty Seeing Motorcyclists In Daytime

This issue was covered with persons who held or currently hold a licence or permit, we asked:

> **"Overall do you think that motorcyclists are difficult to see in the daytime?" (Q.11a)**

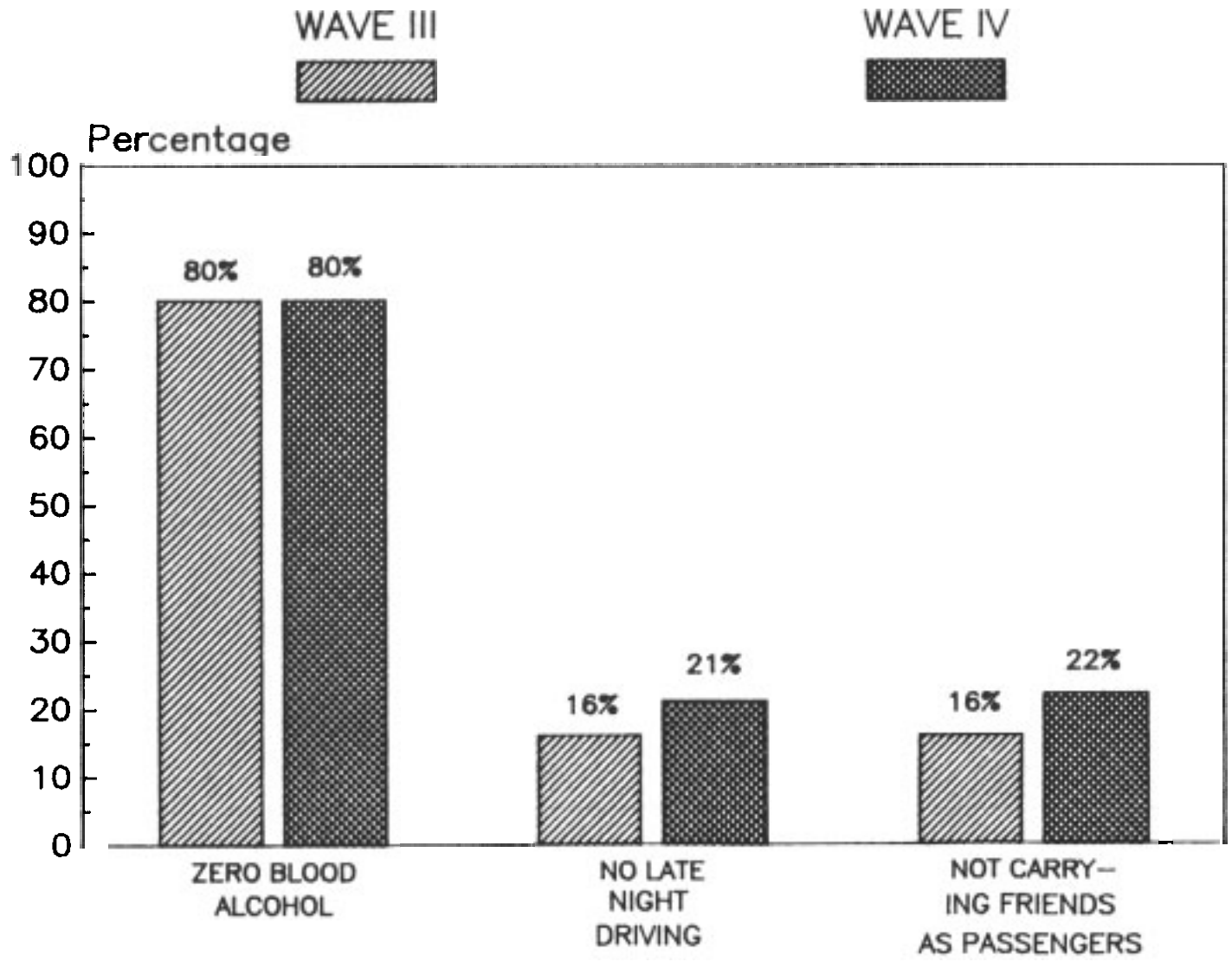
This question was asked only in Waves IV and III.

The level of agreement with the question was consistent across the two Waves, being 52% in the fourth and 54% in the third. The extent of agreement was significantly higher:

* in Queensland (66%), which was also the case in Wave III.

Those aged 15 - 19 (72%) were significantly more likely to agree that motorcyclists are hard to see in the daytime.

Figure 14 AGREEMENT WITH RESTRICTIONS ON NEWLY LICENSED DRIVERS



Overall the results have remained consistent over the two Waves.

5.13 Restrictions On Newly Licensed Drivers

After a brief introduction, advising respondents that typical road crashes involving younger drivers occur late at night with friends in the car, and often involve alcohol, respondents with a current or lapsed licence or permit were asked if they agreed with the following restrictions on young drivers:

a) zero Blood Alcohol Content (BAC) for young drivers.

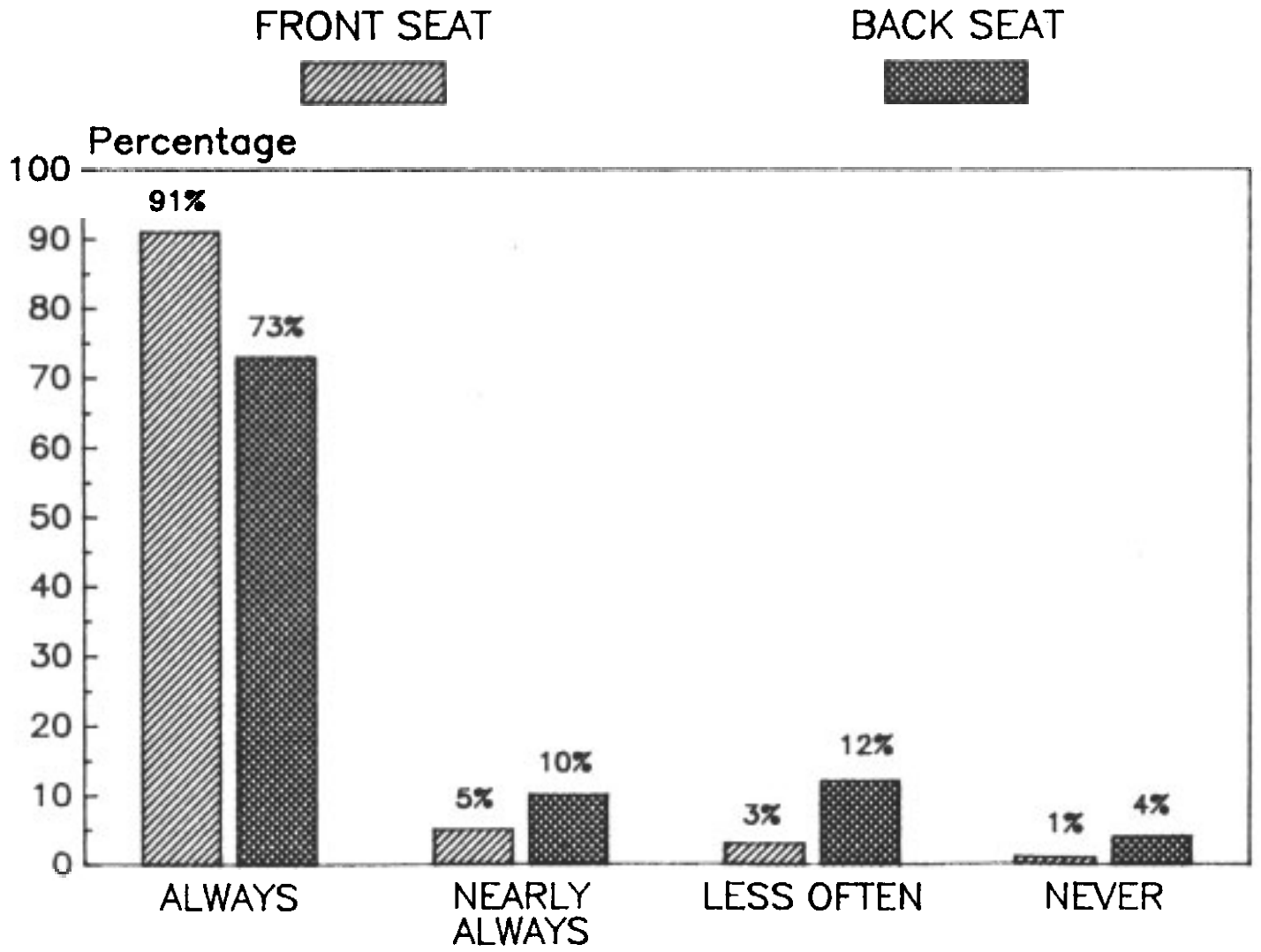
b) restricting them from driving late at night, i.e., after 11pm.

c) restricting them from carrying their friends as passengers in cars.

This question was asked of all respondents in the second, third and fourth Waves. The introduction used in the second Wave was, however, quite different, and comparative data is presented in Figure 14 for Wave IV and Wave III only.

As was the case with Wave III, most respondents (80%) agreed with zero blood alcohol content. The other two options were not considered by most as contributing to road safety. Agreement with no late night driving (after 11pm) and not carrying their friends as passengers increased marginally, though not significantly.

Figure 15 USAGE OF SEAT BELTS



Agreement with zero blood alcohol was consistent across the States and Territories, with variations not being significant. Agreement was, however, significantly lower amongst those aged 30-39 (70%).

Agreement with restrictions on late night driving was significantly higher:

* in South Australia (33%)

* amongst those educated to primary school level (49%)

whilst significantly lower amongst those aged 15-19 (7%) and those aged 25-29 (9%).

Regarding restrictions on carrying friends as passengers, agreement was higher amongst older persons (60 years of age and over) at 37%, whilst significantly lower amongst those aged 20-29 years (12%). Further, retired persons and pensioners (38%) were significantly more likely to agree.

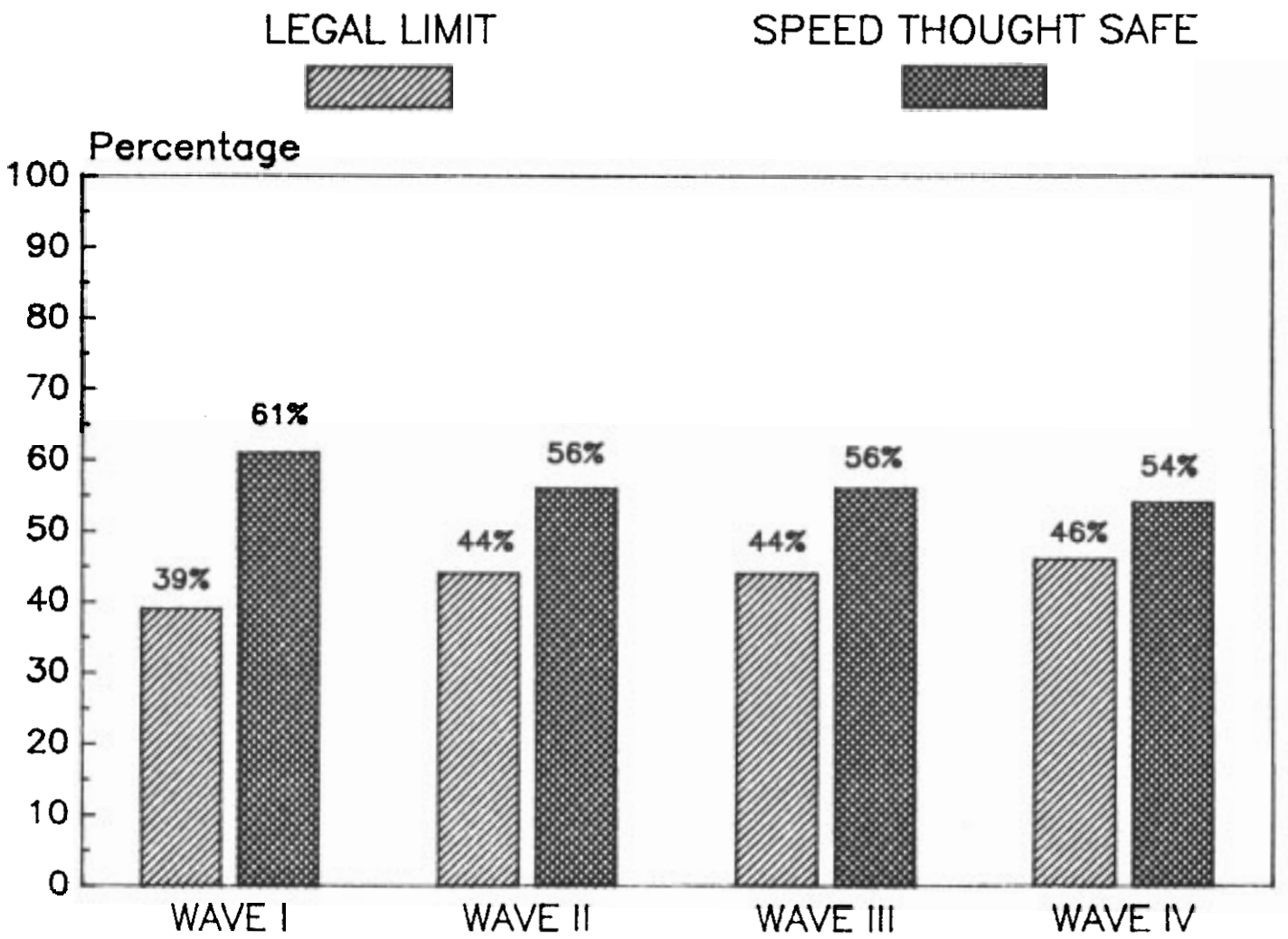
6.14 Behaviour With Regard to Speed Limits

In all Waves, respondents with or who had held a licence or permit were asked:

> **"When you choose a speed at which you drive, if there is no other traffic around, do you generally drive at the legal speed limit or a speed which you consider safe?" (Q.12).**

Those claiming to drive at a speed other than the legal speed limit were then asked if that would be faster or slow than the legal limit.

Figure 16 SELECTION OF DRIVING SPEED (Q.12)



Responses have been consistent across all Waves, evidenced in Figure 15.

Respondents in South Australia (57%) were more likely to drive at the legal limit, with no other sub-group being significantly different from the average.

As was the case with all other Waves, many of those respondents who indicated that they drive at a speed which they consider safe drive above the legal limit (see Figure 16).

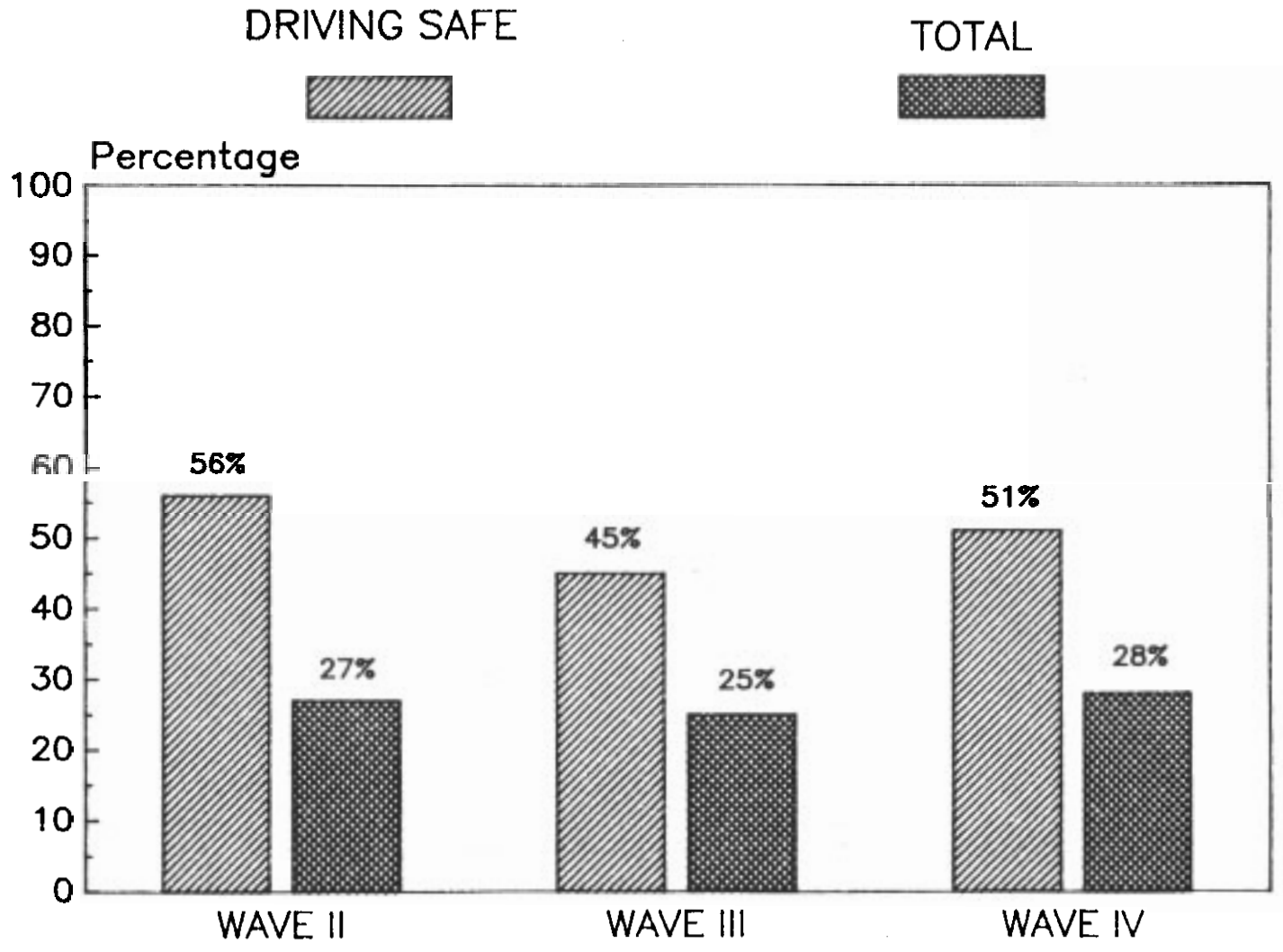
The remaining percentage stated that whether they drive over or under the speed limit depends on conditions.

Females, more so than any other sub-group, were more likely to drive below the legal limit, where they do not drive at that limit (29% vs 15% for males). Persons aged 20-29 years (59%) were significantly more likely to travel above the speed limit.

Respondents in Tasmania were the most likely to indicate that they drive below the speed limit (38%), significant at 95% confidence. Pensioners (44%) were also more likely to drive below the speed limit. Those in metropolitan areas (57%) were significantly more likely to drive above the speed limit than those in non-metropolitan areas (37%).

In summary, the data indicates that there has been no change regarding the speed at which motorists say they drive, relative to the legal limit.

Figure 17 PROPORTION WHICH DRIVE ABOVE LEGAL LIMIT



6.15 Usage of Seat Belts - Front & Back Seats

In the fourth Wave only, all respondents were asked how often they wear a seat belt, as a driver or passenger in both the front and back seat. This was a new question, not asked in previous Waves.

The survey found that there was a significant difference between usage of seat belts in the front and back seats, as indicated in Figure 17.

Overall, 91% of respondents indicated that they <u>always</u> wear a seat belt in the front seat, whilst 73% did so in the rear seat.

Regarding differences between the States and Territories, respondents in the Northern Territory were significantly <u>less</u> likely to wear a seat belt in both seats:

* 76% in the front seat.

* 36% in the rear seat.

Regarding age groups, those aged 60 years and over were the most likely to always wear a rear seat belt (86%) whilst those aged 20-24 were significantly less likely (51%).

In summary, all but 4% of respondents always or nearly always (90% or more) wear a front seat belt, whilst 16% wear a rear seat belt on less than 90% of occasions. Clearly, compliance was significantly lower in the rear seat.

6.16 Awareness of Recent Hume Highway Road Crash

All respondents were asked in the fourth Wave only:

> **"Were you aware of the recent road crash on the Hume Highway in NSW involving a truck and three cars, in which six people were killed?" (Q.17).**

By far the majority of respondents (86%) were aware of the crash, with respondents in Western Australia (72%) being significantly less likely to be aware of it.

This question was used to identify variations in attitudes within other questions, and it was evident that:

* those aware of the crash identified speed more frequently as the factor most often leading to road crashes, and concomitantly were less likely to cite drink driving as a factor. They were also more likely to identify inexperience as a factor.

* those aware of the crash were more likely to say that tiredness and fatigue leads to road crashes in country areas, and less likely to say that different conditions in the country cause road crashes.

* those aware of the crash were more likely to not drink at all, or not drink when driving.

All these variations were significant, suggesting that awareness of the crash has played a role in influencing attitudes and behaviour, at least in the short term.

7. Recommendations for Future Surveys

Our suggestions for ongoing development of the questionnaire are as follows:

Q.1a/b)
The similarity in responses to issues of most importance and other issues of concern to the community suggest that collection of other mentions (Q.1b) serve to reinforce issues of major concern rather than present new information. As such, we question the necessity to ask for other mentions.

Q.4a/b)
As above, we question the need for first mentioned and other mentions of causes of road crashes.

Q.9
The introduction to this question has been changed following each Wave. We suggest that a more informative introduction be given and then replicated in each Wave to enable comparability of the data.

We suggest that the introduction include a tighter definition of a "typical" road crash involving younger drivers, stating:

* the percentage of road crashes involving young drivers which occur at night with friends in the car.

* incidence of the involvement of alcohol, again as a percentage.

Q.12
The second code, read out to respondents, says:

"a speed which you consider safe."

We suggest that this be replaced by the code:

"a speed other than the speed limit."

Our suggestion arises from the assumption made in the existing code that the selected speed, whether faster or slower than the speed limit, is considered to be safe.

Q.16a/b)
This question identifies compliance with the usage of seat belts - both the front and back seats. A major variation was found in usage between the two, which suggests that some more questions could be introduced to identify reasons for lack of compliance, particularly in the back seat.

Q.17
There would appear to be no need to ask this question again, given that the question related to one accident which occurred shortly before the survey period.

Appendix I
Field Summary of Calls

FIELD SUMMARY OF CALLS AND ACHIEVEMENT RATES

	TOTAL	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Completed Interviews	1051	178	152	150	167	152	116	89	41
Terminated	77	14	18	9	8	12	7	6	3
Refusals	594	91	164	60	65	105	41	47	21
Quota full/ discarded	577	156	78	33	47	96	63	72	32
Total contacts	2299	439	412	252	287	365	227	214	97
Nil contacts (Incl recorded messages)	1216	259	135	126	322	97	61	157	59
Total attempts	3515	698	547	378	609	462	388	361	156

Appendix II
The Questionnaire

Reark Research Pty. Ltd.,
88-90 Foveaux Street,
SURRY HILLS. N.S.W. 2010.

Re: CS-2348-MD-tm

COMMUNITY ATTITUDES TO ROAD SAFETY

INTRODUCTION

Good (.....). My name is (.....) from REARK RESEARCH and at the moment we are talking to people throughout Australia about ISSUES OF PUBLIC CONCERN. May I speak with the male/female aged 15 years or over, whose birthday is closest to today's date and who is home now.

IF LOOKING FOR QUOTA ASK:

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

Q.1a What issue facing the Australian community today is of most importance to you?

INTERVIEWER NOTE: RECORD FIRST MENTION ONLY IN MOST IMPORTANT COLUMN IN GRID BELOW

Q.1b What is the next most important issue of concern to you?

INTERVIEWER NOTE: RECORD SECOND MENTION ONLY IN GRID BELOW

	Q.1a Most Important	Q.1b Most Important
The economy	1	1
Crime and violence	2	2
Politics	3	3
The environment	4	4
road crashes	5	5
War and terrorism	6	6
Other (Specify)	7	7

Q.2a Are you aware that the HIGHWAYS WHICH LINK OUR CAPITAL CITIES are currently being upgraded?

Yes	1
No	2
(Don't know)	3

Q.2b (Assuming that there is a project of this nature) Do you think it is (would be) funded by the State or by the Federal government?

State	1
Federal	2
Both/equal	3
(Don't know)	4

Q.4a This survey is being conducted on behalf of the Federal Office of Road Safety.

What factor do you think most often leads to road crashes?

INTERVIEWER NOTE: RECORD FIRST MENTION ONLY IN MOST OFTEN FACTOR COLUMN IN GRID BELOW

Q.4b What other factors are there?

INTERVIEWER NOTE: RECORD UP TO TWO MENTIONS IN GRID BELOW

	Q.4a Most Often Factor	Q.4b Other Factors
Speed/excessive speed/ inappropriate speed	01	01
Drink driving	02	02
Drugs (other than alcohol)	03	03
Driver attitudes/behaviour/ impatience	04	04
Driver inexperience/young drivers	05	05
Older drivers	06	06
Inattention/lack of concentration	07	07
Careless/negligent driving	08	08
Driver training/insufficient training	09	09
Driver fatigue	10	10
Disregard of road rules	11	11
Ignorance of road rules	12	12
Road design/poor road signs	13	13
Road conditions/traffic congestion	14	14
Weather conditions	15	15
Vehicle design	16	16
Vehicle maintenance/lack of maintenance	17	17
Level/lack of police enforcement	18	18
Other road users	19	19
Other (Specify)	20	20
(Don't know)	21	21

Q.5 What is the most important skill or ability required of a driver to drive safely?

DO NOT AID - RECORD ONE MENTION ONLY

Vehicle handling/knowledge of vehicle ..	01
Judgement of speed	02
Judgement of distance	03
Alertness/awareness/reaction time	04
Concentration	05
Experience	06
Care/consideration of other road users/ patience	07
Adherence to road rules	08
Ability to predict/forecast traffic movement/defensive driving	09
Commonsense	10
(Don't know/can't say)	11
Other (Specify)	12

Q.6a For what reason do you think motorists are most often stopped by the police?

RECORD ONE MENTION ONLY - DO NOT AID

Random breath testing	01
Drink driving	02
Driving erratically/carelessly/dangerously	03
Speeding/excessive speed	04
Breaking road rules	05
Vehicle defect spot check	06
Unroadworthy vehicle	07
Driving on P-plates	08
Driving flashy/unusual car	09
(Don't know/can't say)	10
Other (Specify)	11

Q.6b 50% of fatal road crashes occur in rural areas. Why do you think this is so?

Speed too fast to conditions	01
Different conditions in country/rural areas .....(Ask Q.6c) ..	02

(Don't know)	12

Q.6c And what conditions would that be?

Poor lighting	1
Long stretches of road	2
Poor roads	3
Other (Specify).....	4

(Don't Know)	5

Q.7a Do you agree with the random breath testing of drivers? If necessary Breath testing for alcohol?

Yes	1
No	2
Don't know what breath testing is	3
(Don't know/can't say)..	4

Q.7b Have YOU been random breath tested in the last six months?

Yes	1
No	2
(Don't know)	3

Q.8a Do you personally have a current driver or motorcycle licence or permit?

Yes ...(Go to Q.8c).....	1
No ....(Continue).....	2

Q.8b Have you ever had a driver or motor cycle licence?

Yes ...(Continue).....	1
No .(Go to 16a).....	2

Q.8c PHRASE APPROPRIATELY:

What licence or licences do you hold/ have you held?

Car - learners permit	1
- provisional licence/ P-plate	2
- drivers licence (class 1)	3
Heavy vehicle licence	4
Tractor licence	5
Motorcycle - learners permit	6
- provisional licence	7
- motorcycle licence (class K)	8

Q.9 The typical road crash involving young drivers occurs late at night with a number of friends in the car, and often involves alcohol. Given this, which of the following restrictions do you think would reduce deaths amongst young drivers

a) Not allowing any drinking of alcohol before driving or, in other words, zero blood content when on the road?

Yes	1
No	2

b) Restricting them from driving late at night i.e. after 11pm.

Yes	1
No	2

c) Restricting them from carrying their friends as passengers.

Yes	1
No	2

Q.10 Which of the following statements best describes your attitude to drinking and driving? (READ OUT)

I don't drink at any time	1
If I am driving, I don't drink ..	2
If I am driving, I restrict what I drink	3
If I am driving I don't restrict what I drink	4
(Don't know/can't say)	5

Q.11a When you are driving, which kind of road user other than children are you most cautious about? (READ OUT)

READ OUT IN ORDER OF ROTATION STARTING WITH ASTERISK (*) - RECORD ONE MENTION ONLY

Adult pedestrians	1
Adult cyclists	2
Motor cyclists	3
Taxis	4
Car drivers	5
Trucks and buses	6
(Don't know/can't say)	7

Q.11b Overall, do you think that motorcyclists are difficult to see in the daytime?

Yes	1
No	2
(Don't Know)	3

Q.11c Which group of PEDESTRIANS do you think are most "at risk"?

(READ OUT - ONE RESPONSE ONLY)

Children	1
Teenagers	2
Adults (up to 60 years).	3
Elderly (60 plus years).	4
Other	5
(Don't know)	6

Q.11d Elderly people (aged 60 plus) are particularly at risk as pedestrians. As a driver, what action do you take if there are older pedestrians about?

(DO NOT READ OUT)

Slow down near clubs, shops, bus stops	1
Slow down (Unspecified)	2
Take extra care on wet nights, at dusk	3
Take extra care on wide, busy streets/major roads	4
Take extra care (Unspecified) ...	5
Other (Specify)	6
(Don't know)	7

Q.11d And as a driver, what action do you take if there are young children about?

(DO NOT READ OUT)

Slow down near schools, school crossings, parks, shops, play/ sports grounds	1
Slow down in residential/built up areas	2
Slow down (Unspecified)	3
Take extra care/caution on busy roads/major roads/intersections..	4
Take extra care/caution (Unspecified)	5
Watch out for them/keep close eye on them	6
Other (Specify)	7
(Don't know)	8

Q.12 When you choose a speed at which to drive, if there is no other traffic around, do you generally drive at ...

(READ OUT)

(Go to Q.16) The legal speed limit?	1
(Continue) A speed which you consider safe..	2
(Go to Q.16) (Don't know/can't say)	3

Q.13 Would that be faster or slower than the legal speed limit?

Faster	1
Slower	2
(Depends on conditions)	3
(Don't know/can't say)	4

Q.16a When travelling in a car how often do you wear a seat belt in the front seat either as a driver of passenger?

(READ OUT)

Always	1
Nearly always (i.e. 90% of the time)	2
Most occasions	3
Sometimes	4
Not very often	5
Never	6
(Don't know)	7

Q.16b And in the rear seat would you wear a seat belt? (READ OUT)

Always	1
Nearly always (i.e. 90% of the time)	2
Most occasions	3
Sometimes	4
Not very often	5
Never	6
(Don't know)	7

Q.17 Were you aware of the recent crash on the Hume Highway in NSW involving a truck and three cars, in which six people were killed?

Yes	1
No	2
(Don't know)	3

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 three years	1
More than three years ..	2

B. How often would you drive your car?

At least one day a week.	1
2 -3 days a week	2
3 - 6 days a week	3
Every day	4
(Never)	5

C Into which of the following age groups do you fall into?

15 - 16 years	1
17 - 19 years	2
20 - 24 years	3
25 - 29 years	4
30 - 39 years	5
40 - 49 years	6
50 - 59 years	7
60 years and over	8

D. **SEX:** RECORD AUTOMATICALLY

Male	1
Female	2

E. And what is your usual occupation?

Still at school	1
Tertiary or other student	2
Full time home duties ..	3
Retired/pensioner	4
Unemployed	5
Working (Probe for position and industry)	6

F. And what is the highest level of education you have reached? **(READ OUT)**

Primary school only	1
Secondary school	2
Trade qualifications/TAFE course	3
Tertiary qualification .	4
Something else **(Specify)**	5

G. And the post code where you live?

RECORD FOUR DIGIT NUMBER

RESPONDENT NAME:

_____

TELEPHONE NUMBER:

_____

INTERVIEWER NAME:

_____

LOCATION:

_____

DATE: _____/_____/1989

Appendix III
Table of Standard Errors

STANDARD ERROR OF A PROPORTION

95% Sampling Tolerance

Assumes Sampling Plan 80% as Efficient as a Single Random Sample

Sample Proportion	Sample Size					
	1000 ±%	500 ±%	400 ±%	300 ±%	200 ±%	150 ±%
5/95%	1.5	2.2	2.4	2.8	3.5	4.0
10/90%	2.1	3.0	3.4	3.9	4.8	5.4
15/85%	2.5	3.5	4.0	4.5	5.7	6.4
20/80%	2.8	4.0	4.5	5.1	6.3	7.2
25/75%	3.0	4.3	4.8	5.5	6.8	7.7
30/70%	3.2	4.5	5.1	5.8	7.3	8.2
35/65%	3.3	4.7	5.3	6.1	7.5	8.6
40/60%	3.4	4.9	5.4	6.3	7.7	8.8
50/50%	3.5	5.0	5.5	6.4	7.8	9.0

Confidence Interval is ± the given sample proportion. The above table is provided as a guide to maximum expected error variances for probability samples employed with reasonable cluster sizes. Experience suggests that actual error variances are smaller than the above theoretical values.