



Road Safety Community Survey

June 2013

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Background and Methodology

The Justice and Community Safety Directorate – Road Safety engaged Micromex Research to undertake an attitudinal survey, to evaluate changes in community attitudes to road safety since the 2010 survey.

Questionnaire

Micromex Research, together with Justice and Community Safety Directorate – Road Safety, developed the questionnaire.

A copy of the questionnaire is provided in Appendix B.

Data collection

The survey was conducted during the period 10th – 24th May 2013 from 4:30pm to 8:30pm, Monday to Friday and from 10am to 4pm Saturday [if appropriate].

Survey area

ACT Government Area.

Sample selection and error

The sample consisted of a total of 1,000 residents. The selection of respondents was by means of a computer based random selection process using the electronic White Pages.

A sample size of 1,000 residents provides a maximum sampling error of plus or minus 3.1% at 95% confidence.

The sample was weighted by age to reflect the 2011 ABS census data.

Participants

Individuals in the household, 18 years or older, were selected using the 'last birthday' selection procedure.

If the person was not at home, call-backs were scheduled for a later time. Unanswered calls were retried to a maximum of three times throughout the period of the survey.

Interviewing

Interviewing was conducted in accordance with IQCA (Interviewer Quality Control Australia) Standards and the Market Research Society Code of Professional Conduct.

Prequalification

Participants in this survey were pre-qualified as having lived in the ACT for a minimum of six months.



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Background and Methodology

Data analysis

The data within this report was analysed using SPSS. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages. Differences are significant at the 0.05 level.

Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

This scale allowed for a mid range position for those who had a divided or neutral opinion.

Mean rating explanation

Mean rating:	1.99 or less	'Very low' level of importance/satisfaction
	2.00 – 2.49	'Low' level of importance/satisfaction
	2.50 – 2.99	'Moderately low' level of importance/satisfaction
	3.00 – 3.59	'Moderate' level of importance/satisfaction
	3.60 – 3.89	'Moderately high' level of importance/satisfaction
	3.90 – 4.19	'High' level of importance/satisfaction
	4.20 – 4.49	'Very high' level of importance/satisfaction
	4.50+	'Extremely high' level of importance/satisfaction

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number. This difference (sampling error) may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

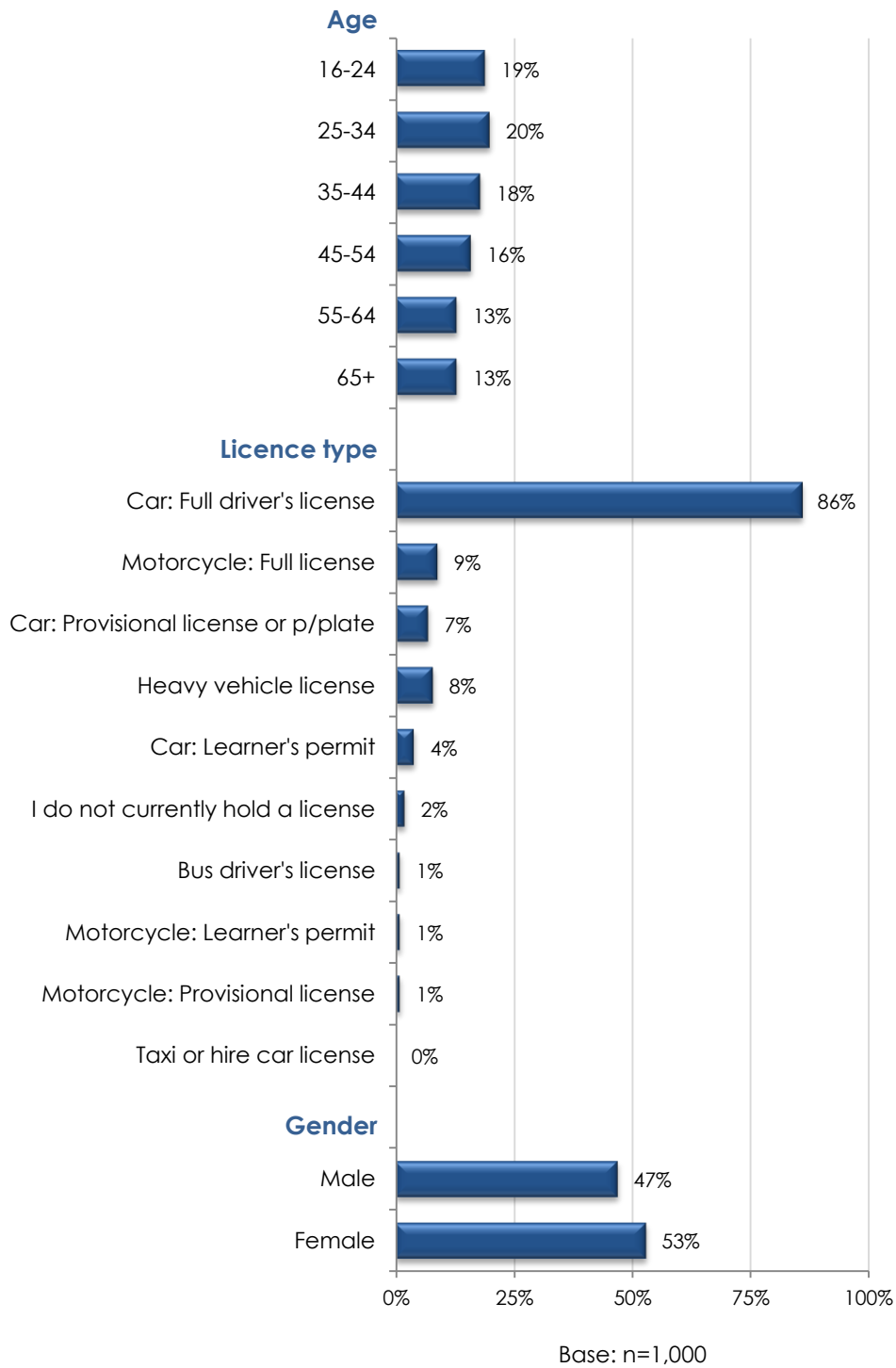
Efforts have been made to reduce the non-sampling error by careful design of the questionnaire and detailed checking of completed questionnaires.



Key Findings

Sample Profile

The sample was weighted by age to reflect the 2011 ABS census data.



Key Findings

Overview of the results

Compared to 2010, it is apparent that across the ACT there has been some significant behavioural and attitudinal improvement in Road Safety made by residents. These improvements are encouraging, however there still remains the opportunity to better inform, educate and optimise community attitudes and behaviour in the area of Road Safety

⇒ **Consider repeating this study in 2015/2016 to assess the impact future road safety strategies, initiatives and communication campaigns have on community attitudes and behaviour.**

Attitudes to road safety

Compared to 2010, there is a significant increase in residents feeling that travel is safe on ACT roads, with an overall rating of 'moderately high'.

Overall, residents believe that travelling on the roads in the ACT is safe, with only 3% of respondents describing them as 'unsafe' or 'very unsafe'.

Of interest is the result that a high percentage of respondents feel that travelling on the roads in the ACT is only 'fairly safe' (33%), whilst 39% described it as 'safe' and 25% as 'very safe'.

Respondents have indicated that they have a moderately high level of agreement that the level of safety on ACT roads is due to the way we drive. They have only a moderate level of agreement that this is due to the design of the roads, maintenance of the roads, the standard of license training and the amount of enforcement of the road rules.

Compared to 2010, there has been a significant increase in the level of agreement that the level of safety on ACT roads is due to 'the maintenance of the roads', 'the amount of enforcement of the road rules' and 'our standard of licence training'.

⇒ **Despite significant improvements, there remains clear opportunities from the residents' perspective to improve road maintenance, improve licence training and enforcement of road rules in order to increase safety on the roads in the ACT**

Attitudes towards road safety advertising

Compared to 2010, there has been a significant increase in the level of agreement with 'publicity and advertising of road safety is useful in changing people's driving behaviour' and 'more advertising could improve road safety.'

- 56% of respondents indicated they 'agree' or 'strongly agree' with the statement 'publicity and advertising of road safety is useful in changing people's driving behaviour'
- 52% of respondents indicated they 'agree' or 'strongly agree' with the statement 'more advertising could improve road safety'

Overall, despite the significant improvement, agreement is still 'moderate' with regard to the statements that more advertising could improve road safety and that publicity and advertising of road safety is useful in changing peoples' driving behaviour.

Key Findings

The data indicates that whilst by age demographic, there are no statistically significant differences in attitudes towards advertising and publicity, males are less likely than females to believe that advertising and publicity can change people's driving behaviour or that more advertising could improve road safety. This outcome suggests that males are slightly less agreeable that increasing advertising can improve road safety.

The analysis indicates that, overall, residents have limited confidence with regards to the effectiveness of road safety advertising across the 6 prompted mediums (electronic road signs, general road signs, TV advertising, radio advertising, newspaper advertising, and web/twitter).

Despite a significant increase in the ratings for 'electronic road signs', 'general road signs', 'TV', and 'radio', all 6 mediums received a 'moderate' to moderately low' rating on their level of effectiveness.

Residents are most likely to believe that roadside signage is most effective (electronic road signs = 59%/general road signs = 51%), followed by TV advertising (53% effective/25% not effective).

A very high percentage of residents believe that radio advertising (44%), newspaper advertising (63%), and web/twitter (66%) are not effective mediums for them, with regard to road safety advertising.

Overall, male residents believe that 3 of the 6 mediums are less effective for them than for female residents.

Residents aged 35-44 are more likely than all other age groups to state that TV advertising is effective, whilst residents aged 16-24 rate the effectiveness of newspaper advertising the lowest.

- ⇒ ***There is an opportunity to continue to improve the population's perception of the effectiveness of road safety advertising, as several mediums have shown significant improvements in effectiveness***
- ⇒ ***Residents identify electronic road signs as the most effective means of road safety advertising***

Speed enforcement

Overall, the research identifies that residents have very high levels of agreement that increasing the number of police officers on the road would improve driver behaviour. Whilst slightly lower, residents still have high levels of agreement that enforcing the speed limit helps to lower the road toll, but only moderate levels of agreement that increasing penalties for speeding would improve driver behaviour (48% agree/28% disagree). There was a significant increase in agreement for enforcing the speed limit.

Residents expressed moderately low levels of agreement that the risk of being caught speeding is small (51% disagree/26% agree) and low levels of agreement that if they are careful, even when driving over the speed limit, their chances of having a crash are low (61% disagree/21% agree)

Further analysis indicates that there are few statistical differences in the responses by age, female residents are more likely than are male residents to agree that increasing police, more enforcement and higher penalties would improve driver behaviour.



Key Findings

Conversely, they are slightly less likely to agree that 'the risk of being caught and having a crash when speeding' is low.

- ⇒ **Residents continue to believe that increasing the police presence on the roads will improve driver behaviour**
- ⇒ **Consideration should be given to improving communication of the risks of speeding and the likelihood of being caught speeding, particularly with the male population**

Current speed limit

The large majority of residents (85%) believe that current speed limits in the ACT are 'about right'; whilst 12% believe that they are 'too low' and only 3% that they are 'too high'.

Females were significantly more likely to think the speed limits on the roads they normally use in the ACT are 'too high' than were males.

Speeding tickets received

Compared to 2010, there was a significant increase in the number of tickets received, with 24% of respondents who received tickets, admitting to having received 2 or more tickets in the past 12 months.

Speed cameras

Compared to 2010, there has been a significant increase in the level of agreement that speed cameras help to lower the road toll.

Overall, however, residents expressed only a moderate level of agreement that using speed cameras helps to lower the road toll. 56% of respondents agreed with this statement, whilst 28% disagreed and 15% were neutral.

Analysis by age indicates that residents aged 45-64 were the least likely to agree. Males were less likely than female residents to agree that using speed cameras helps to lower the road toll.

- ⇒ **Consideration should be given to improving communication on how the effective use of speed cameras helps to lower the road toll, particularly with the male population**

Effectiveness of speed enforcement measures

The analysis indicates that, overall, residents have a very high level of confidence in the effectiveness of 'police presence', and a moderately high level of confidence of 'point to point cameras' in terms of speed enforcement, whilst the effectiveness of 'fixed speed cameras', and 'speed camera vans' is perceived only to be moderate.

27% of residents do not believe fixed speed cameras are effective with regards to speed enforcement.

With the exception of 'police presence', male residents, overall, believe that all remaining speed enforcement measures are less effective than female residents do.

Compared to 2010, ACT residents were significantly more likely to see speed camera vans 'sometimes' than they were to see them 'often'.



Key Findings

Drink driving

Overall, the research identifies that residents have very high levels of agreement that 'if they are involved in a crash they will be breath tested', up significantly compared to 2010. Whilst not as high, residents still have high levels of agreement that 'compulsory breath testing helps lower the road toll' and 'if they are stopped for speeding at night they will be breath-tested', the latter statement having increased significantly compared to 2010.

The research also indicates that:

- 18% agree or strongly agree that the risk of being caught drinking and driving is small
- 10% agree that it is possible they may have driven in the last 12 months while intoxicated
- 14% use back streets to drive home when they are not sure if they are over the limit
- 5% agree that even if they are careful, their chances of crashing when driving after drinking, are low

Male residents are less likely than female residents to agree that penalties for drink driving are not high enough, but more likely to have driven intoxicated, used back streets when they thought they might be over the limit, believe that even when they have been drinking, if they drive carefully the risk of crashing is low and if they are involved in a crash they will be breath tested.

⇒ **Consideration should be given to improving communication to males regarding the risks involved in drinking and driving**

Fatigue

Overall, the research identifies that resident awareness regarding fatigue issues is very high.

Residents express extremely high levels of agreement with the statements that 'driving when I am tired increases the chance I might have an accident', and very high levels of agreement for 'having a break from driving is more effective than drinking coffee' and 'planning their trip to include a break every 2 hours is important to fight fatigue'.

Safety belts and child restraints

Residents' usage of seatbelts is extremely high, with 97% stating that they always use them as a driver or passenger. Residents' agreement that seatbelts are effective in reducing the road toll is extremely high (98% agree or strongly agree).

Females were significantly more likely to state they 'use a suitable child restraint every time' than were males.

Key Findings

Distraction

Compared to 2010, there has been a significant increase in the levels of agreement that the penalty for using a hand held mobile and the risk of a crash using a hand held mobile are sufficient deterrents.

The research, however, identifies only moderate levels of support for 'the penalty for using a hand held mobile is a sufficient deterrent (53% agree or strongly agree) or that the risk of a crash while using a hand held mobile is a sufficient deterrent (46% agree or strongly agree) indicating community polarisation in these areas.

Further analysis identifies that residents aged 16-34 are more likely to agree than are the older age groups, that the penalty for using a hand held mobile is a sufficient deterrent or that the risk of a crash while using a hand held mobile is a sufficient deterrent.

Of continuing concern within the research is that the analysis identifies a high percentage of residents (13%) who answer their hand held mobile phones when driving, 4% stating that they do this all the time. There was, however, a significant reduction in those who indicated they would 'only answer if I was expecting an important call', and a significant increase to those who answered 'I would call back later.'

Females were significantly more likely than males to state they 'would call back later' if their mobile phone rang while they were driving. Males were significantly more likely to answer that they 'would pull over and answer', 'only answer if they were expecting an important call', and 'always answer when driving.'

- ⇒ **Consideration should be given to improving communication on the risks of answering a hand held mobile phone when driving**
- ⇒ **Consideration should be given to increasing the penalty for answering a hand held mobile phone when driving**

Road engineering

Overall, residents believe that improving road engineering and road design is of very high importance when attempting to achieve higher levels of road safety.

Residents indicated that engineering improvements on all road types were a priority; parkways/highways are identified as being of the highest priority, followed by other major roads. Residential streets were seen as the lower priority.

Vulnerable road users

Whilst a very high percentage of residents consider that making the roads safer for pedestrians, motorcyclists and cyclists is of a medium to high priority, pedestrians and motorcyclists are identified as being of a higher priority than cyclists.



Key Findings

Vehicle safety features

Overall, residents believe that if they were buying a vehicle, safety features and crash ratings are of very high importance (87% important to very important).

Those aged 25+ were significantly more likely to find safety measures and crash ratings important when buying a vehicle than were those aged 16-24.

Road safety advertising - program specific

Compared to 2010, ACT residents were significantly more likely to recall seeing the campaigns 'Learning to slow down in 40 km/h School Zones', 'the 'Drink OR Drive' anti drink driving campaign' and 'a 50 km/h default ACT speed limit advertising campaign', but significantly less likely to recall the 'interstate driving safety' campaign.

6% of residents stated that they were not aware of any of the prompted campaigns, a significant decline from 2010.

The analysis also indicates that, overall, residents perceive the effectiveness of the 'Learning to slow down in 40 km/h School Zones', and 'the Drink OR Drive anti drink driving campaign' to be 'moderately high', while 'a 50 km/h default ACT speed limit advertising campaign', and the 'interstate driving safety' campaign are seen to be of 'moderate' effectiveness.

⇒ ***There is an opportunity to improve the communication effectiveness of 'a 50 km/h default ACT speed limit advertising campaign', and the 'interstate driving safety' campaign***



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Section A

Attitudes to Road Safety

Overall Safety of Travelling the Roads in the ACT

Summary

Overall, residents rate the safety of travelling on roads in the ACT as moderately high, with 64% giving a rating of 'safe' to 'very safe'. Only 3% describe the safety of travelling on ACT roads as 'unsafe'.

Compared to 2010, there is a significant increase in residents feeling that travel is safe on ACT roads.

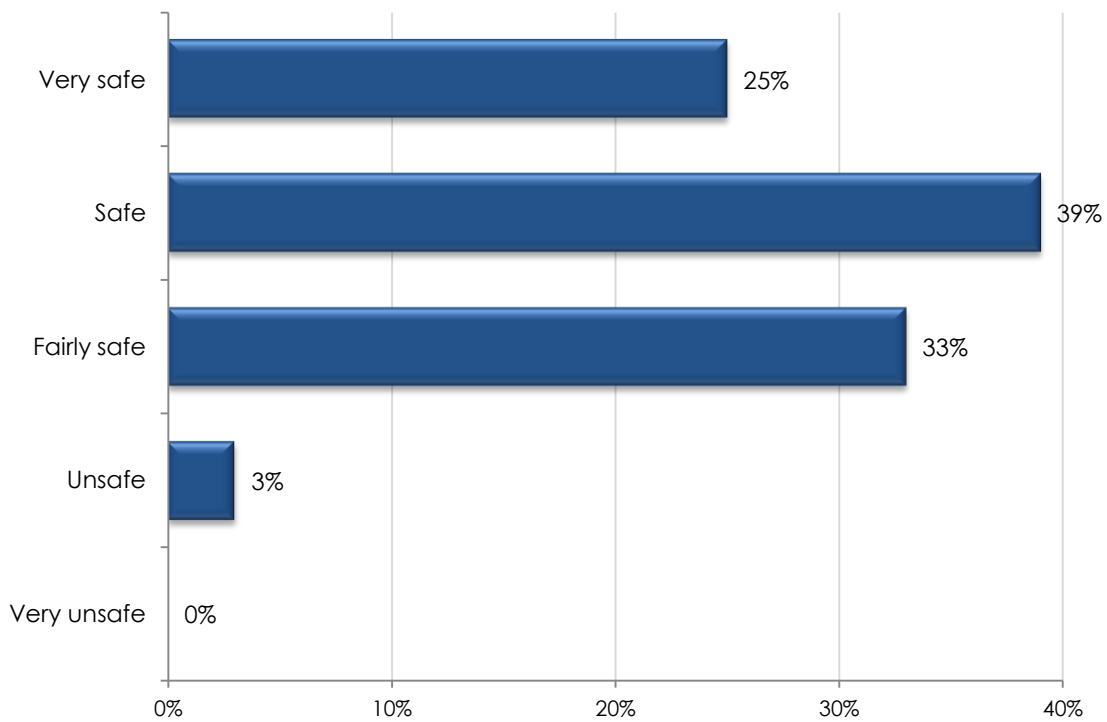
There were no significant differences between the ages or genders.

Q1a. How safe do you feel it is to travel on the roads in the ACT?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	3.85	3.83	3.93	3.87	3.89	3.81	3.90	3.83	3.79	3.86

Scale: 1 = very unsafe, 5 = very safe

- = A significantly higher level (by group)
- = A significantly lower level (by group)



Base: n=1,000

Agreement with the Level of Safety on ACT Roads

Summary

Residents have a moderately high level of agreement that the level of safety on ACT roads is due to 'the design of the roads', and moderately agree that it is due to 'the way we drive', the maintenance of the roads', our standard of licence training' and 'the amount of enforcement of the roads rules'.

Compared to those aged 25+, those aged 16-24 were significantly more likely to agree that the level of safety on ACT roads is due to 'our standard of licence training', but significantly less likely to agree that it is due to 'the design of the roads'.

Those aged 25-34 were significantly more likely to agree that the level of safety on ACT roads is due to 'the maintenance of the roads' than were those aged 16-24, whilst those aged 16-34 were significantly more likely to agree that it is due to 'the way we drive' than were those aged 35-44.

Females significantly more likely to agree that the level of safety on ACT roads is due to 'the way we drive', but significantly less likely to agree that it is due to 'the design of the roads' than were males.



Compared to 2010, there has been a significant increase in the level of agreement that the level of safety on ACT roads is due to 'the maintenance of the roads', 'the amount of enforcement of the road rules' and 'our standard of licence training'.

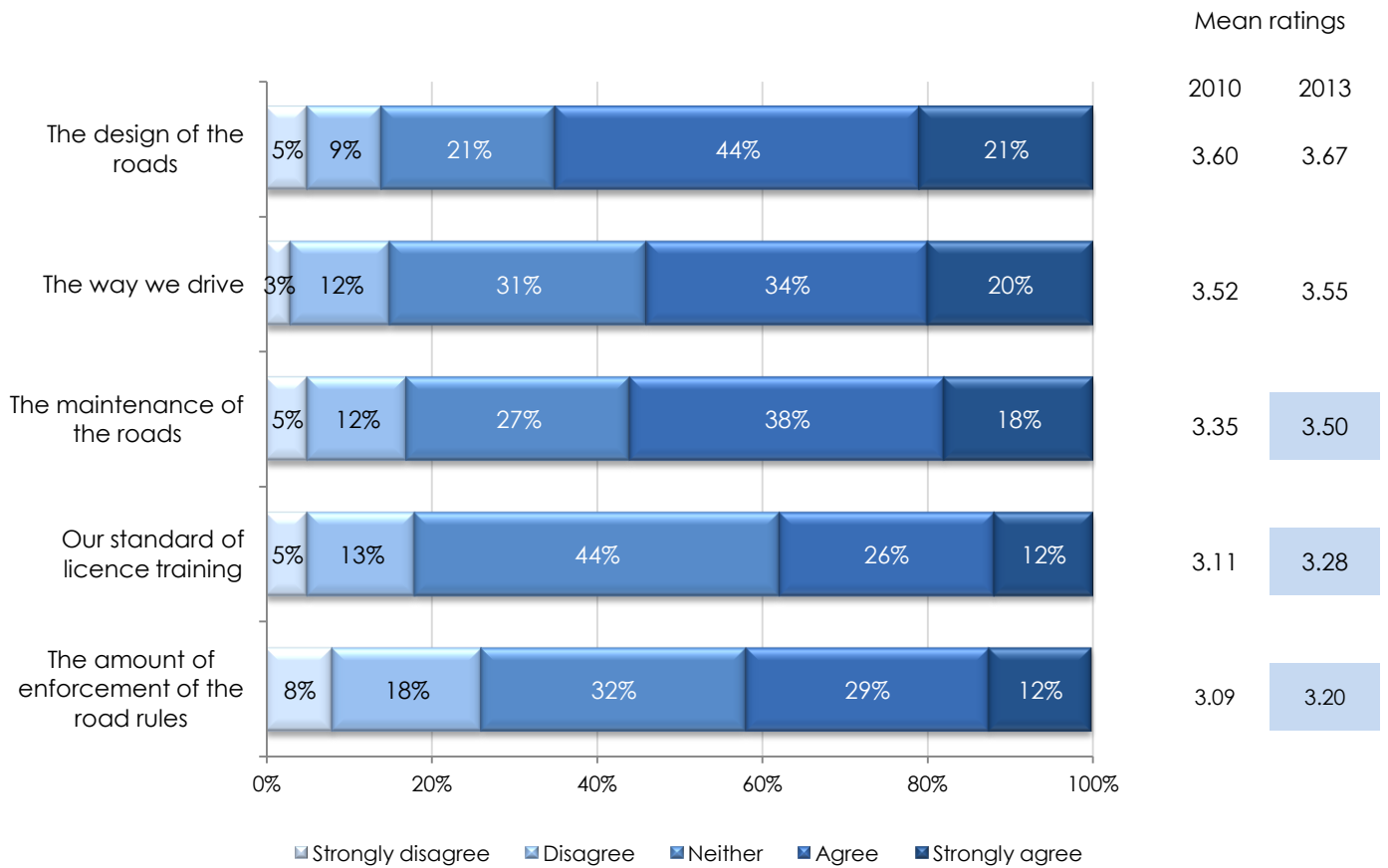
Agreement with the Level of Safety on ACT Roads

Q1b. How strongly do you agree or disagree that the level of safety on ACT roads is due to the following?



	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
The design of the roads	3.32	3.68	3.76	3.77	3.79	3.78	3.76	3.59	3.60	3.67
The way we drive	3.68	3.69	3.36	3.60	3.34	3.57	3.47	3.62	3.52	3.55
The maintenance of the roads	3.28	3.69	3.58	3.57	3.49	3.35	3.47	3.53	3.35	3.50
Our standard of licence training	3.61	3.30	3.21	3.21	3.21	3.04	3.30	3.26	3.11	3.28
The amount of enforcement of the road rules	3.26	3.30	3.28	3.17	3.00	3.07	3.13	3.26	3.09	3.20

Scale: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher response (by group)
 = A significantly lower response (by group)



Base: n=1,000

 = A significantly higher level (by group)
 = A significantly lower level (by group)



Section B

Road Safety Advertising - General

Level of agreement with specific statements regarding advertising and road safety

Summary

The level of agreement with each of the statements 'publicity and advertising of road safety is useful in changing people's driving behaviour' and 'more advertising could improve road safety' has remained moderate.

Females were significantly more likely to agree that the 'publicity and advertising of road safety is useful in changing people's driving behaviour' and that 'more advertising could improve road safety' than were males.

Compared to 2010, there has been a significant increase in the level of agreement with 'publicity and advertising of road safety is useful in changing people's driving behaviour' and 'more advertising could improve road safety'.

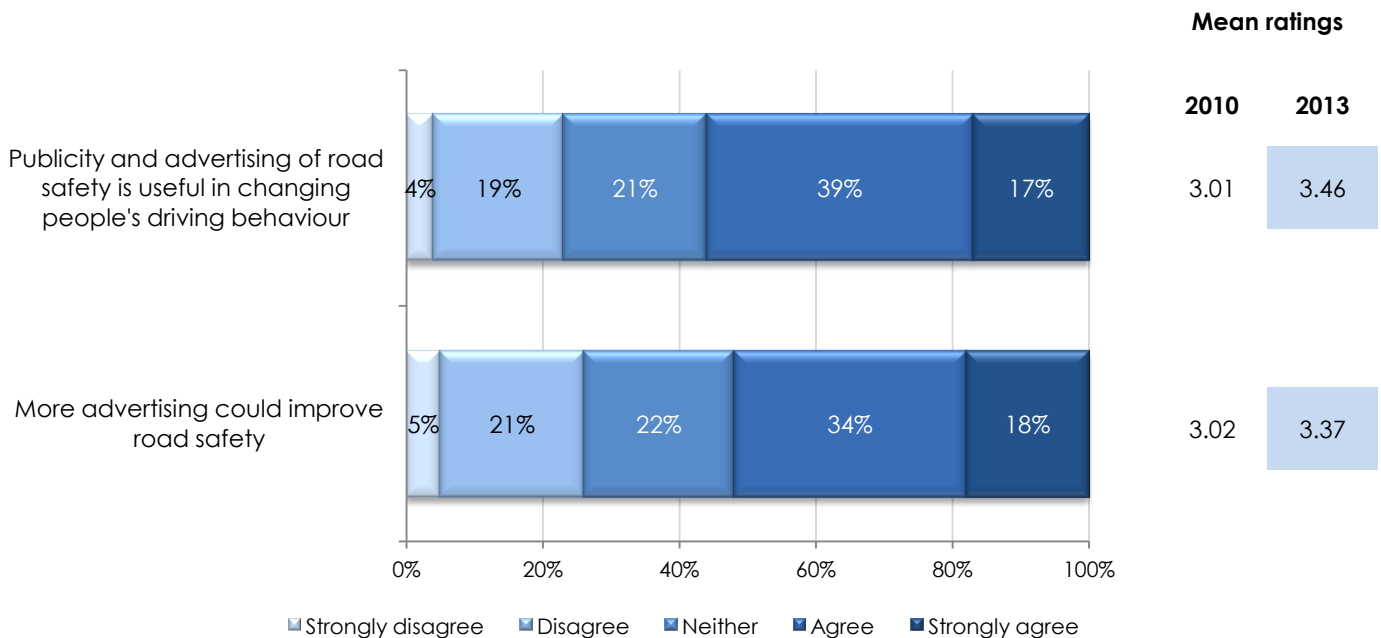
There were no significant differences between the age groups.

Q2a. How strongly do you agree or disagree that publicity and advertising of road safety is useful in changing people's driving behaviour?

Q2b. How strongly do you agree or disagree that more advertising could improve road safety?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Publicity and advertising of road safety is useful in changing people's driving behaviour	3.55	3.35	3.57	3.56	3.29	3.37	3.37	3.54	3.01	3.46
More advertising could improve road safety	3.31	3.32	3.43	3.47	3.34	3.39	3.28	3.46	3.02	3.37

Scale: 1 = strongly disagree, 5 = strongly agree



Base: n=1,000

= A significantly higher level (by group)
 = A significantly lower level (by group)

Effectiveness of road safety advertising

Summary

Overall, there is limited confidence in the effectiveness of road safety advertising across the prompted mediums, with 'electronic road signs', 'general road signs' and TV advertising being rated as moderate, whilst 'radio', 'newspaper' and the 'web or twitter' were rated as low to moderately low.

Those aged 16-24 were significantly more likely than were those aged 55-64 to believe 'general road signs' are effective, whilst those aged 35-44 were significantly more likely to believe that 'radio' is more effective than were those aged 55+.

Those aged 65+ were more likely than were those aged 16-44 to believe that 'newspaper' is an effective means of advertising, whilst those aged 16-34 found 'web and/or twitter' to be more effective than did those aged 45+.

Females found 'TV', 'electronic road signs' and 'radio' more effective advertising than did males.

Compared to 2010, there was a significant increase in the perceived effectiveness of 'TV', 'electronic road signs', 'general road signs' and 'radio'.

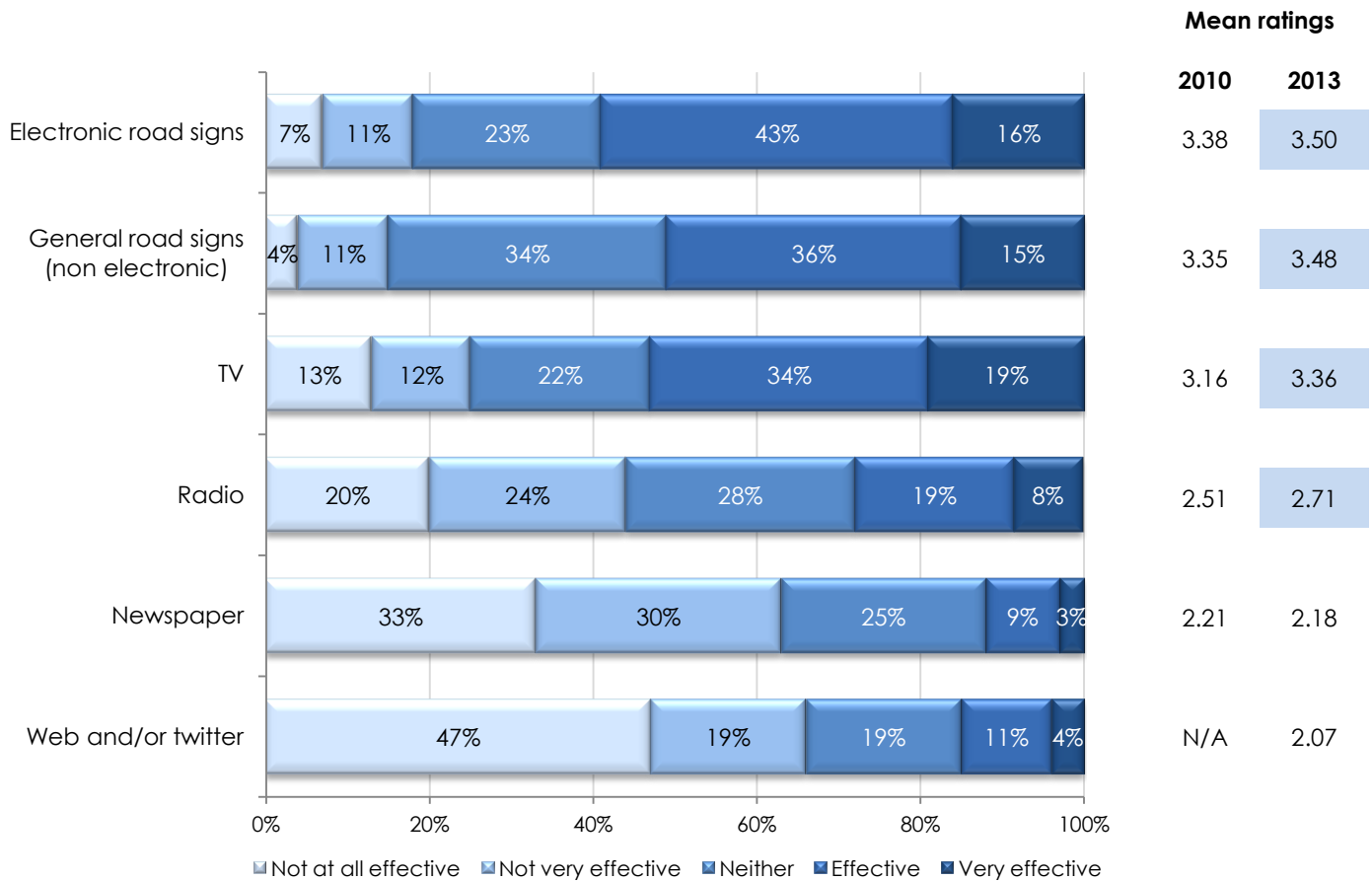


Effectiveness of road safety advertising

Q3. Please rate how effective you believe the following types of road safety advertising are for you?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Electronic road signs	3.39	3.49	3.65	3.57	3.41	3.44	3.41	3.58	3.38	3.50
General road signs (non electronic)	3.62	3.52	3.54	3.45	3.25	3.41	3.43	3.53	3.35	3.48
TV	3.36	3.31	3.52	3.43	3.22	3.22	3.26	3.44	3.16	3.36
Radio	2.65	2.77	2.96	2.77	2.54	2.48	2.62	2.79	2.51	2.71
Newspaper	2.01	2.10	2.11	2.20	2.24	2.56	2.17	2.19	2.21	2.18
Web and/or twitter	2.39	2.32	2.03	1.90	1.77	1.79	2.08	2.06	N/A	2.07

Scale: 1 = not at all effective, 5 = very effective



Base: n=1,000

Dark blue = A significantly higher level (by group)
 Orange = A significantly lower level (by group)



Section C

Speed and Speed Enforcement

Speed Enforcement

Summary

Overall, the research identifies that residents had very high levels of agreement that increasing the number of police officers on the road would improve driver behaviour. Whilst slightly lower, residents still had high levels of agreement that enforcing the speed limit helps to lower the road toll, but only moderate levels of agreement that increasing the penalties for speeding would improve driver behaviour (48% agree/28% disagree. 'The risk of being caught speeding is small' was rated of moderately low agreement, and 'if I am careful, even when driving over the speed limit, my chances of having a crash are small' was rated of low agreement.

Those aged 65+ were significantly more likely to agree with 'increasing the number of police officers on the road would improve driver behaviour' and 'the risk of being caught speeding is small' than were those aged 16-24, and 'increasing penalties for speeding would improve driver behaviour' than were those aged 55-64.

Those aged 35-44 were significantly more likely to agree that 'enforcing the speed limit helps to lower the road toll' than were those aged 16-24.

Females were significantly more likely than were males to agree that 'increasing the number of police officers on the road would improve driver behaviour', 'enforcing the speed limit helps to lower the road toll' and 'increasing penalties for speeding would improve driver behaviour', whilst males were significantly more likely to agree that 'if I am careful, even when driving over the speed limit, my chances of having a crash are low'.

Compared to 2010, there has been a significant increase in the level of agreement that 'enforcing the speed limit helps to lower the road toll'.

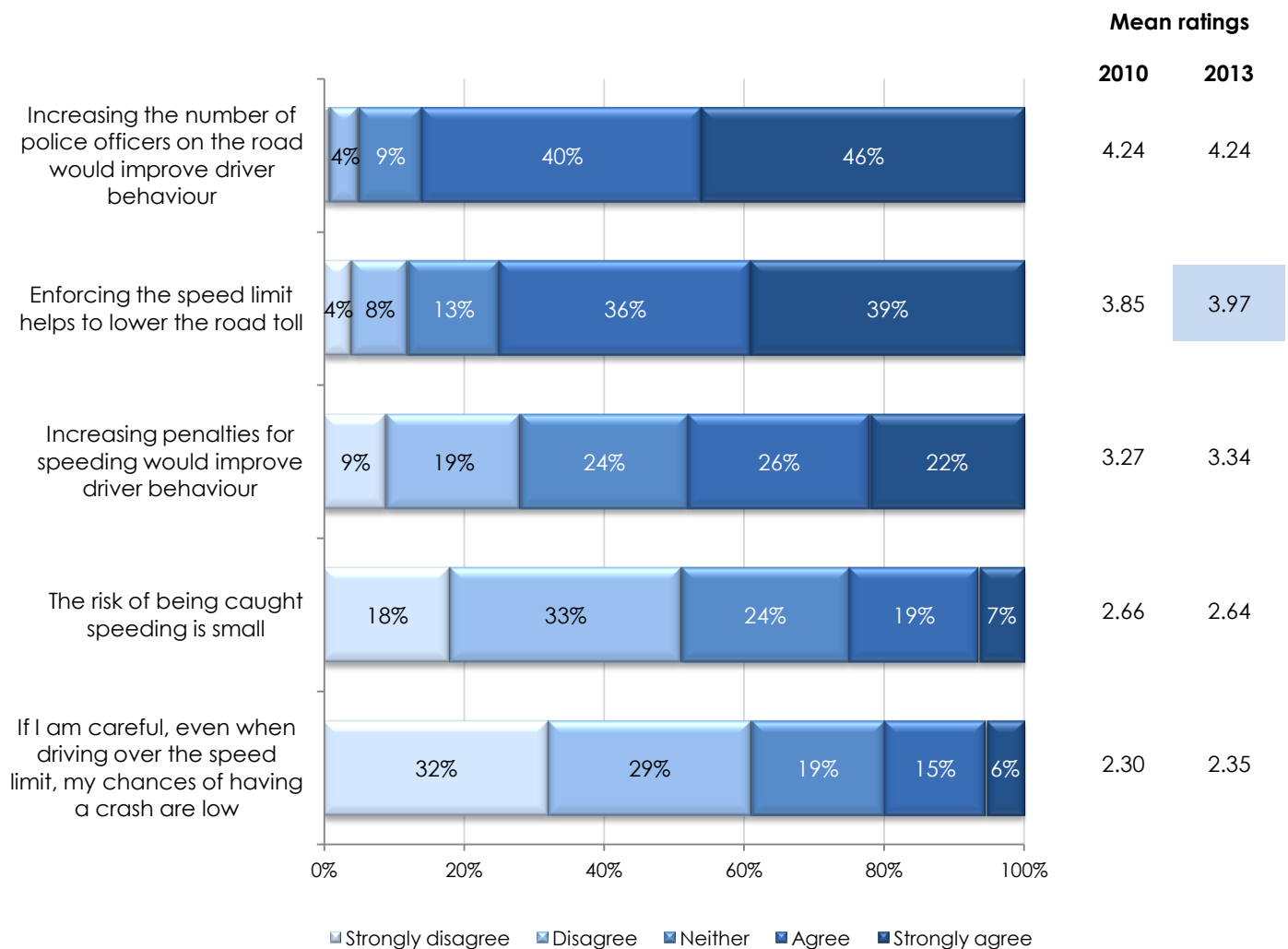


Agreement with specific statements

Q4. How strongly do you agree or disagree with the following statements:

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Increasing the number of police officers on the road would improve driver behaviour	4.04	4.25	4.30	4.26	4.17	4.44	4.16	4.30	4.24	4.24
Enforcing the speed limit helps to lower the road toll	3.78	4.03	4.14	3.93	3.83	4.14	3.84	4.10	3.85	3.97
Increasing penalties for speeding would improve driver behaviour	3.16	3.49	3.40	3.32	3.09	3.55	3.17	3.48	3.27	3.34
The risk of being caught speeding is small	2.47	2.68	2.65	2.59	2.61	2.90	2.65	2.63	2.66	2.64
If I am careful, even when driving over the speed limit, my chances of having a crash are low	2.49	2.41	2.12	2.37	2.34	2.37	2.52	2.20	2.30	2.35

Scale: 1 = strongly disagree, 5 = strongly agree



Base: n=1,000

■ = A significantly higher level (by group)
■ = A significantly lower level (by group)



Speed Limits in the ACT

Summary

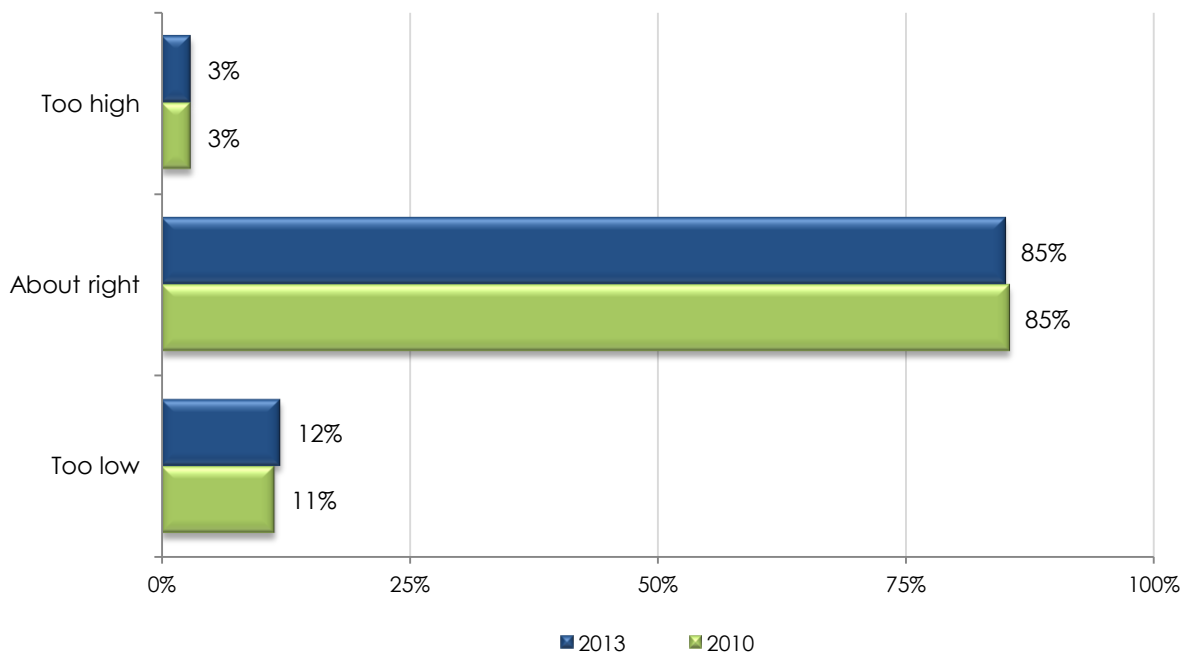
The majority of residents feel the speed limits on roads they normally use in the ACT are 'about right'.

Those aged 35-44 were significantly more likely to think that the speed limits on the roads they normally use in the ACT are 'too low' than were those aged 25-34.

Females were significantly more likely to think the speed limits on the roads they normally use in the ACT are 'too high' than were males.

There were no significant differences compared to 2010.

Q5. Do you think the speed limits on the roads you normally use in the ACT are:



Base: Both years n=1,000



Speeding Tickets Received in the Past 12 Months

Summary

Males were significantly more likely to admit to receiving a speeding ticket in the past 12 months than were females.

Compared to 2010, there was a significant increase in the number of tickets received, with more residents now admitting to having received 2 tickets than 1 ticket.

Q6a. Have you received any speeding tickets in the past 12 months?



	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	28	15%	17	8%	16	9%	19	12%	10	8%	7	5%
No	160	85%	183	92%	166	91%	146	88%	123	92%	125	95%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	55	12%	43	8%	111	11%	97	10%
No	414	88%	489	92%	889	89%	903	90%
Total	469	100%	532	100%	1000	100%	1000	100%

Q6b. If yes, how many?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
1	20	73%	8	50%	13	76%	17	92%	10	94%	6	92%
2	8	27%	8	50%	3	18%	2	8%	0	0%	1	8%
3	0	0%	0	0%	1	6%	0	0%	1	6%	0	0%
Total	28	100%	16	100%	17	100%	19	100%	10	100%	7	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
1	40	73%	35	82%	99	89%	76	77%
2	13	24%	8	18%	9	8%	21	22%
3	2	3%	0	0%	3	3%	2	2%
Total	55	100%	43	100%	111	100%	98	100%

 = A significantly higher level (by group)
 = A significantly lower level (by group)



Section D Speed Cameras

Use of Speed Cameras to Help Lower the Road Toll

Summary

Overall, residents expressed a moderate level of agreement that using speed cameras helps to lower the road toll. 56% agreed, 28% disagreed and 15% were neutral.

Residents aged 16-24 and 65+ were more likely than those aged 45-64 to agree that speed cameras help to lower the road toll.

Females were also more likely to agree than were males.

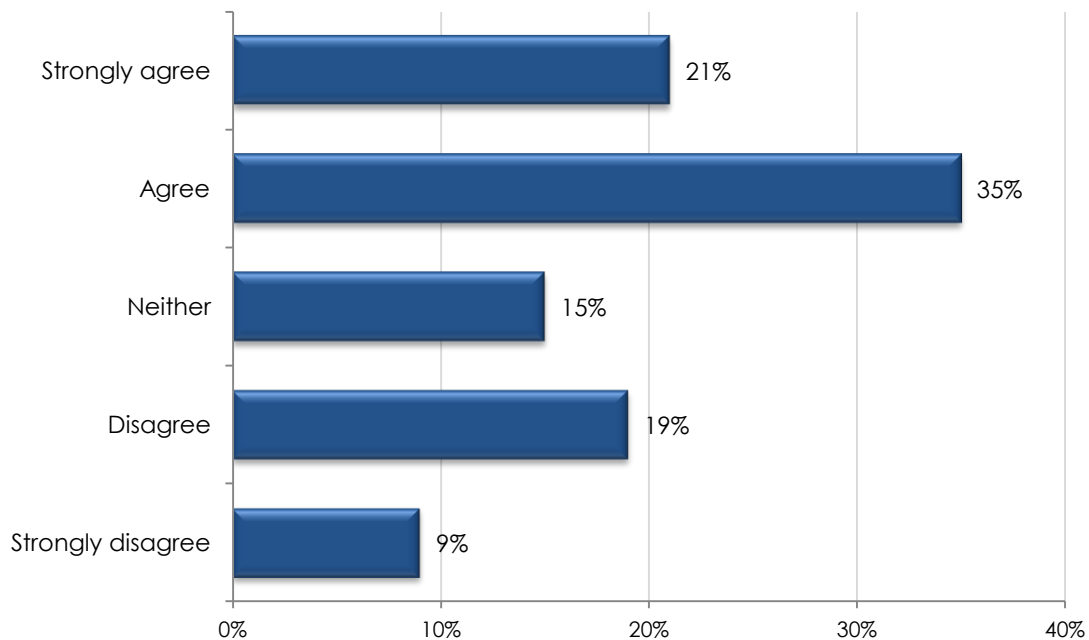
Compared to 2010, there has been a significant increase in the level of agreement that speed cameras help to lower the road toll.

Q7. How strongly do you agree or disagree that using speed cameras helps to lower the road toll?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	3.66	3.30	3.32	3.25	3.17	3.71	3.19	3.59	3.23	3.40

Scale: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level (by group)
- = A significantly lower level (by group)



Base: n=1,000

Effectiveness of Methods of Speed Enforcement

Summary

Residents rated the effectiveness of 'police presence to cover a length of road' as very high, and 'point to point cameras' as moderately high, whilst 'speed camera vans' and 'fixed speed cameras' were rated as moderate in their effectiveness.



Those aged 65+ believed 'police presence to cover a length of road' to be a significantly more effective method of speed enforcement than did those aged 16-34, and 'fixed speed cameras' than did those aged 25-44.

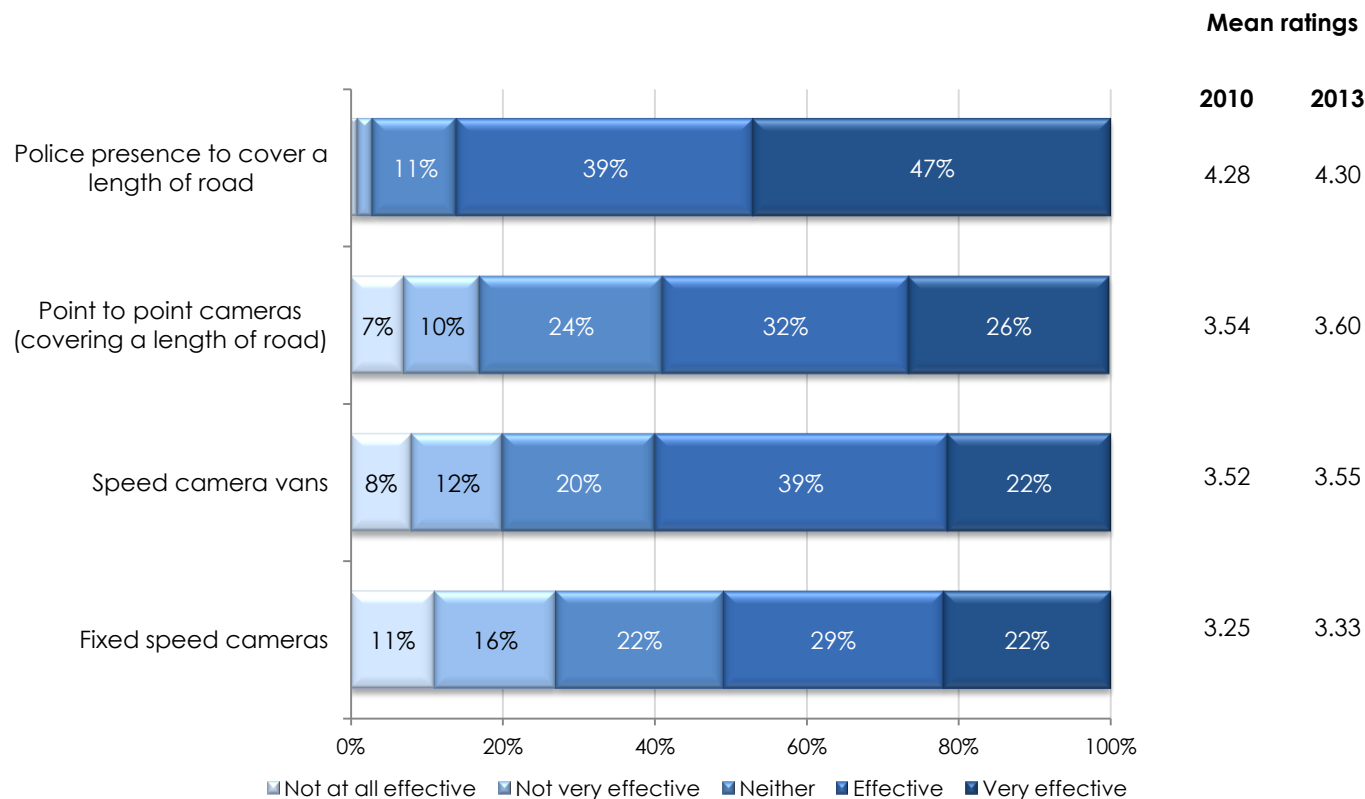
Females rated 'point to point cameras', 'speed camera vans' and 'fixed speed cameras' as significantly more effective methods of speed enforcement than did males.

Q8. How would you rate the effectiveness of the following methods of speed enforcement?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Police presence to cover a length of road	4.18	4.21	4.36	4.31	4.30	4.53	4.29	4.31	4.28	4.30
Point to point cameras (covering a length of road)	3.54	3.54	3.57	3.70	3.50	3.81	3.41	3.77	3.54	3.60
Speed camera vans	3.49	3.63	3.46	3.55	3.45	3.78	3.26	3.82	3.52	3.55
Fixed speed cameras	3.50	3.14	3.15	3.34	3.33	3.63	3.09	3.55	3.25	3.33

Scale: 1 = not at all effective, 5 = very effective

 = A significantly higher level (by group)
 = A significantly lower level (by group)



Base: n=1,000

Speed Camera Vans on Roads Usually Travelled

Summary

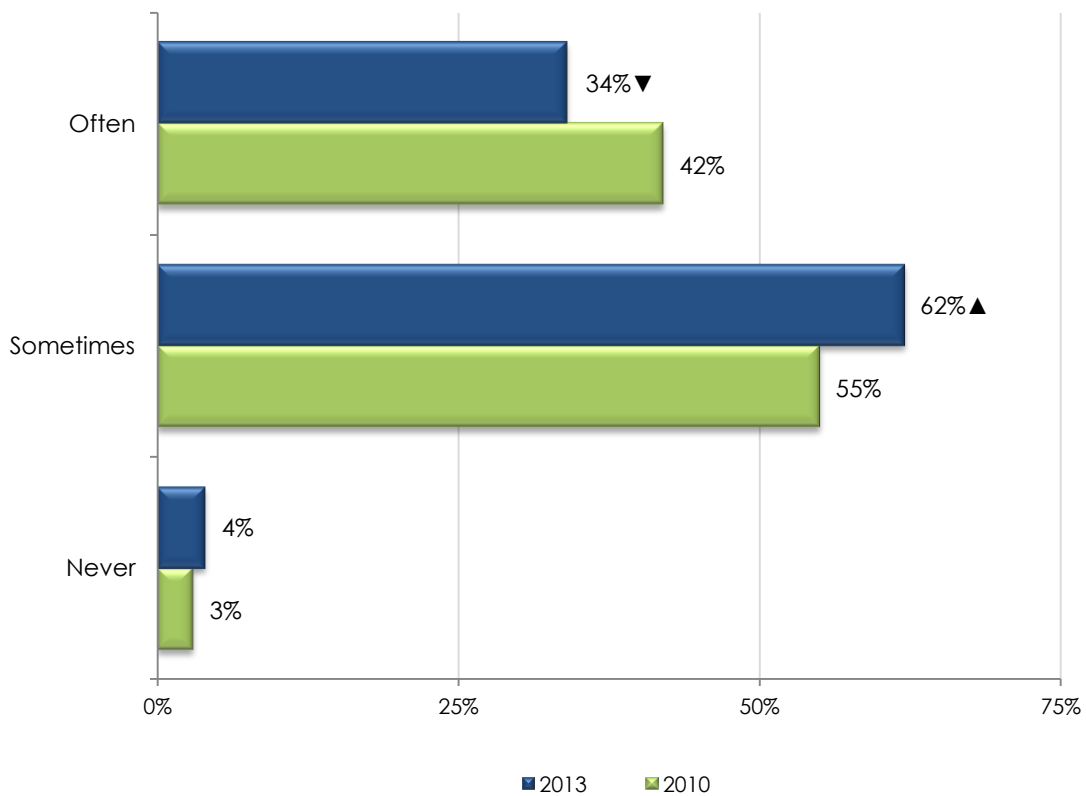
The majority of residents, 62%, are most likely to see speed camera vans 'sometimes' on their travels around the ACT, whilst 34% see them 'often'.

Those aged 16-24 were significantly less aware at all of speed camera vans than were those aged 25-34 and 45-64.

Females were more likely to 'sometimes' be aware of speed camera vans than were males.

Compared to 2010, ACT residents were significantly more likely to see speed camera vans 'sometimes' than they were to see them 'often'.

Q9. How often do you see speed camera vans on the roads you usually travel?



▲ ▼ = significantly higher/lower by year



Section E Drink Driving

Drink Driving

Summary

Overall, the research identified that residents have very high levels of agreement that 'if they are involved in a crash they will be breath-tested'. Whilst not as high, residents still have high level of agreement that 'compulsory breath testing helps lower the road toll' and 'if they are stopped for speeding at night, they will be breath-tested'.

Those aged 25-34 were significantly more likely to agree that 'if I am involved in a crash I will be breath-tested' than were those aged 16-24, whilst those aged 25-44 and 65+ were significantly more likely to agree that 'penalties for drink-driving are not high enough'.

Those aged 35+ were more likely to agree that 'the risk of being caught drinking and driving is small' than were those aged 16-24, and those aged 55+ were more likely to agree that 'if I am careful, even when driving after drinking, my chances of having a crash are low' than were those aged 25-34.



Females were more likely than males to agree that 'penalties for drink-driving are not high enough', whilst males are more likely to agree that 'I use back streets to drive home when I'm not sure if I'm over the limit', 'it is possible I may have driven while slightly intoxicated in the last 12 months' and 'if I am careful, even when driving after drinking, my chances of having a crash are low'.

Compared to 2010, the levels of agreement were significantly higher for 'if I am involved in a crash I will be breath-tested', 'if I am stopped for speeding at night there is a strong chance of being breath-tested' and 'I use back streets to drive home when I'm not sure if I'm over the limit', but significantly lower for 'the risk of being caught drinking and driving is small', 'it is possible I may have driven while slightly intoxicated in the last 12 months' and 'if I am careful, even when driving after drinking, my chances of having a crash are low'.

Q10. How strongly do you agree or disagree with the following statements?

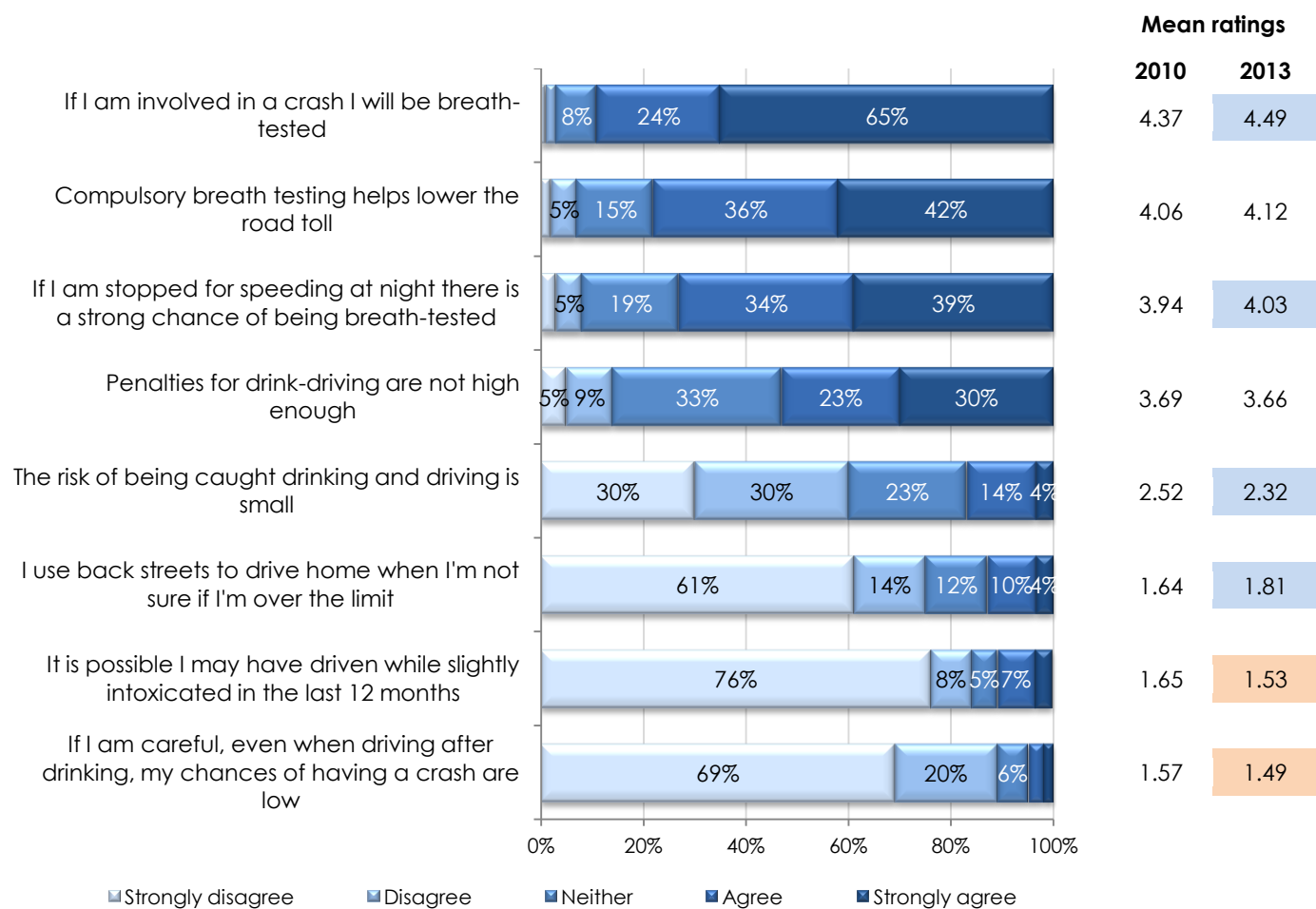
	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
If I am involved in a crash I will be breath-tested	4.34	4.59	4.51	4.40	4.52	4.59	4.47	4.50	4.37	4.49
Compulsory breath testing helps lower the road toll	4.12	4.01	4.23	4.15	4.15	4.09	4.13	4.11	4.06	4.12
If I am stopped for speeding at night there is a strong chance of being breath-tested	4.00	3.99	4.07	3.98	4.08	4.10	4.07	3.99	3.94	4.03
Penalties for drink-driving are not high enough	3.30	3.86	3.84	3.58	3.56	3.82	3.53	3.77	3.69	3.66
The risk of being caught drinking and driving is small	1.96	2.27	2.53	2.34	2.55	2.41	2.38	2.28	2.52	2.32
I use back streets to drive home when I'm not sure if I'm over the limit	1.97	1.85	1.73	1.87	1.70	1.69	1.95	1.69	1.64	1.81
It is possible I may have driven while slightly intoxicated in the last 12 months	1.35	1.52	1.50	1.68	1.65	1.50	1.73	1.35	1.65	1.53
If I am careful, even when driving after drinking, my chances of having a crash are low	1.45	1.30	1.44	1.55	1.62	1.69	1.56	1.42	1.57	1.49

Scale: 1 = strongly disagree, 5 = strongly agree



 = A significantly higher level (by group)
 = A significantly lower level (by group)

Agreement with Specific Statements

Q10. How strongly do you agree or disagree with the following statements?



Base: n=1,000

 = A significantly higher level (by group)
 = A significantly lower level (by group)





Section F Fatigue

Fatigue

Summary

Overall, awareness of fatigue issues is very high. Residents expressed extremely high levels of agreement with the statement 'driving when I am tired increases the chance I might have an accident', and very high levels of agreement that 'having a break from driving is more effective than drinking coffee' and 'planning my trip to include a break every 2 hours is important to fight fatigue'.

Those aged 45+ were more likely to agree that 'planning my trip to include a break every 2 hours is important to fight fatigue' than were those aged 16-24.

Females were significantly more likely than were males to agree that 'planning my trip to include a break every 2 hours is important to fight fatigue' than were those aged 16-24.

There were no significant differences compared to 2010.

Q11. How strongly do you agree or disagree with the following statements?

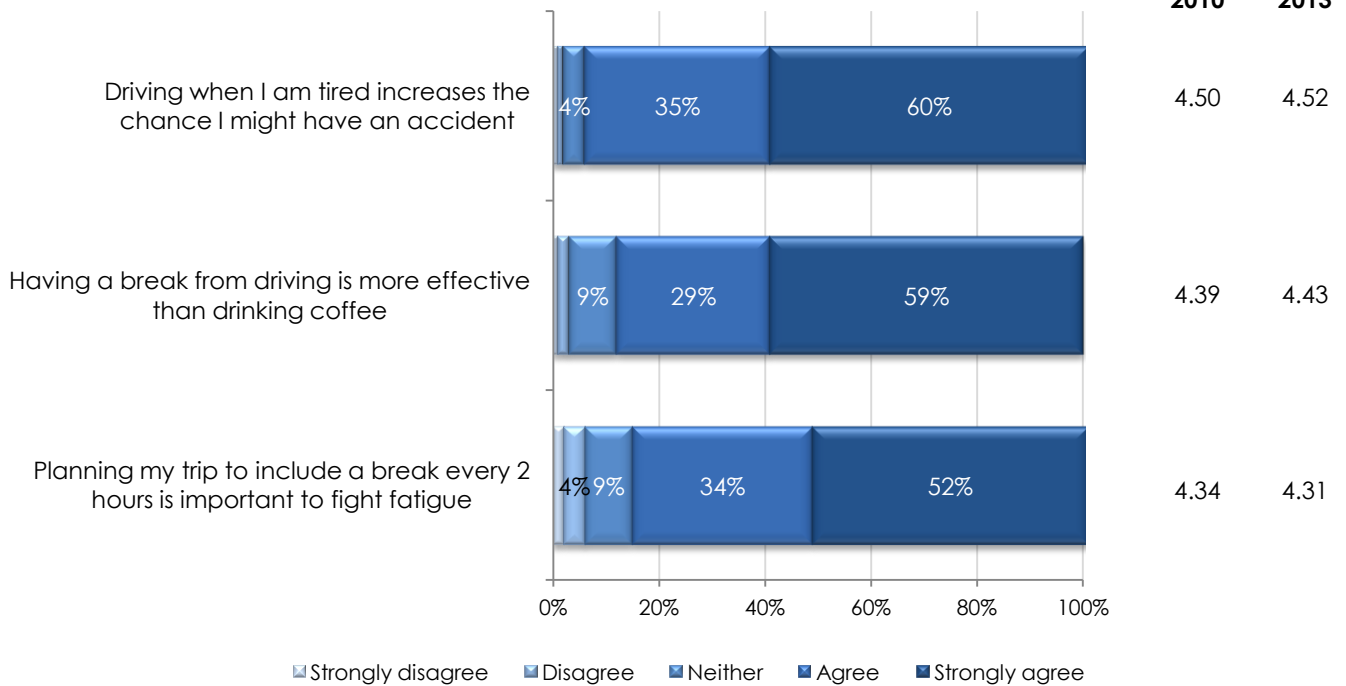
	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Driving when I am tired increases the chance I might have an accident	4.45	4.52	4.61	4.57	4.49	4.49	4.48	4.56	4.50	4.52
Having a break from driving is more effective than drinking coffee	4.32	4.35	4.45	4.53	4.52	4.48	4.42	4.45	4.39	4.43
Planning my trip to include a break every 2 hours is important to fight fatigue	4.11	4.23	4.29	4.43	4.44	4.49	4.16	4.44	4.34	4.31

Scale: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level (by group)
- = A significantly lower level (by group)

Mean ratings

2010 2013



Base: n=1,000





Section G

Safety Belts and Child Restraints

Seatbelt Usage as a Driver or Passenger

Summary

Residents' usage of seat belts is extremely high, with 97% stating they 'always' wear a seat belt, whether they are the driver or a passenger.

Q12a. When travelling in a car, how often do you wear a seat belt either as a driver or a passenger?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Always	181	96%	189	94%	179	98%	163	99%	130	97%	130	99%
Nearly always	8	4%	8	4%	3	2%	2	1%	3	2%	1	1%
Sometimes	0	0%	3	1%	0	0%	0	0%	1	0%	0	0%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Always	452	96%	520	98%	983	98%	972	97%
Nearly always	17	4%	8	2%	14	1%	25	2%
Sometimes	0	0%	3	1%	3	0%	3	0%
Total	469	100%	532	100%	1000	100%	1000	100%

Q12b. What is the main reason why you don't always wear a seatbelt?

Driving short distances	10
Don't wear it when reversing	3
Off road/farm driving	3
Can't be bothered	1
Country roads	1
Due to the injuries it could inflict in an accident in older vehicles	1
Forget sometimes	1
Inconvenient	1
Low speed driving	1
Travel in old cars that do not have them	1

Agreement that Seatbelts are Effective in Reducing the Road Tolls

Summary

There is an extremely high level of agreement that seat belts are effective in reducing the road toll.

Compared to 2010, there was a significant increase in agreement with the statement that seat belts are effective in reducing the road toll. This increase is attributed to the strengthening of those who 'strongly agree', 88% compared to 82% in 2010.

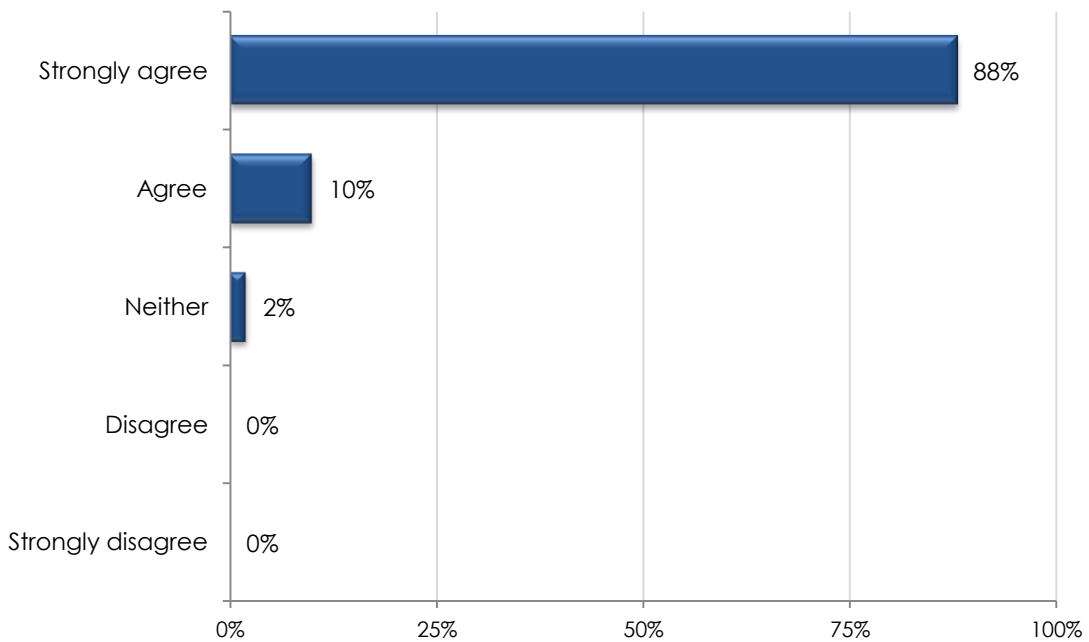
There were no significant differences between the age groups or by gender.

Q13. How strongly do you agree or disagree that seat belts are effective in reducing the road toll?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	4.78	4.86	4.90	4.87	4.89	4.85	4.85	4.87	4.80	4.86

Scale: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level (by group)
- = A significantly lower level (by group)



Base: n=1,000



Suitable Child Restraints for Children Younger than Seven in the Car

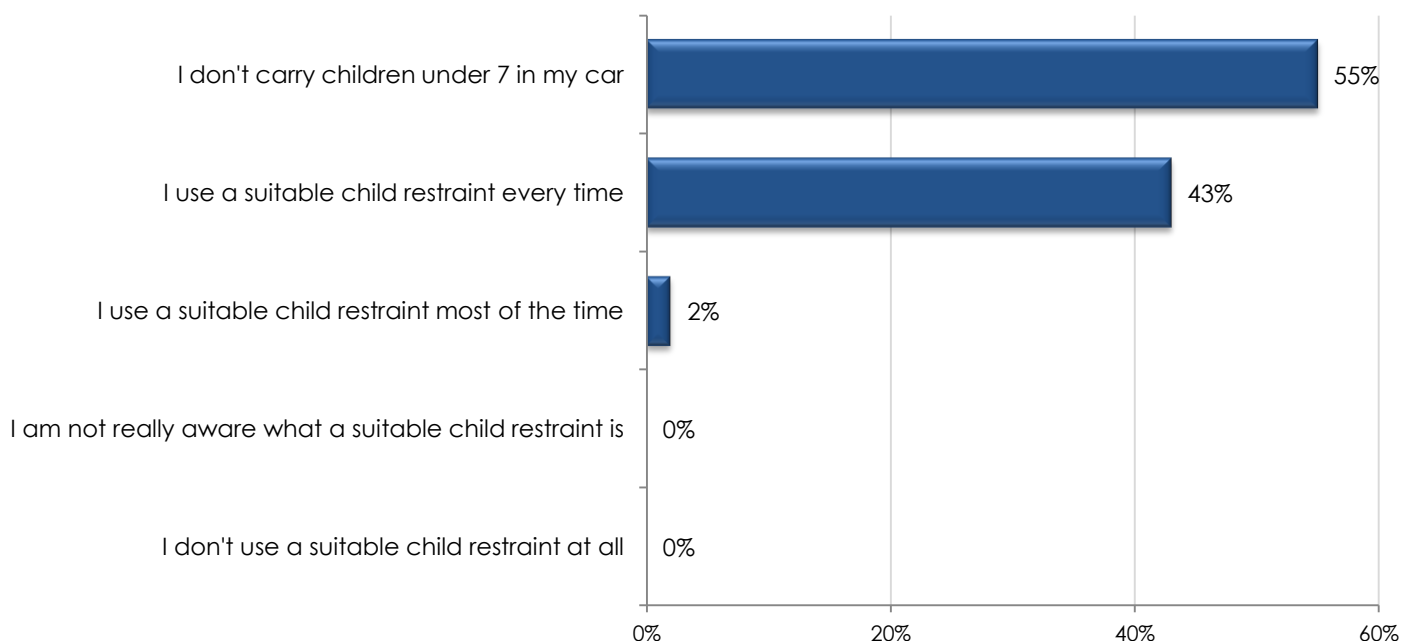
Summary

Whilst 55% of respondents don't carry children under 7 in their car, the majority of those who do, 'use a suitable child restraint every time'.

Residents aged 16-24 were significantly more likely to state they 'don't carry children under 7 in their car' than were those aged 25-44 and 55-64, whilst those aged 25-34 and 35-44 were significantly more likely to state they 'use a suitable child restraint every time' than were their older and younger counterparts.

Females were significantly more likely to state they 'use a suitable child restraint every time' than were males.

Q14. Which of the following would apply for you when using a suitable child restraint for carrying children younger than seven in the car?



Base: n=1,000

Nb: Comparisons with the previous report were not possible due to a change in methodology.



Section H Distraction

Mobile Phones Ringing while Driving

Summary

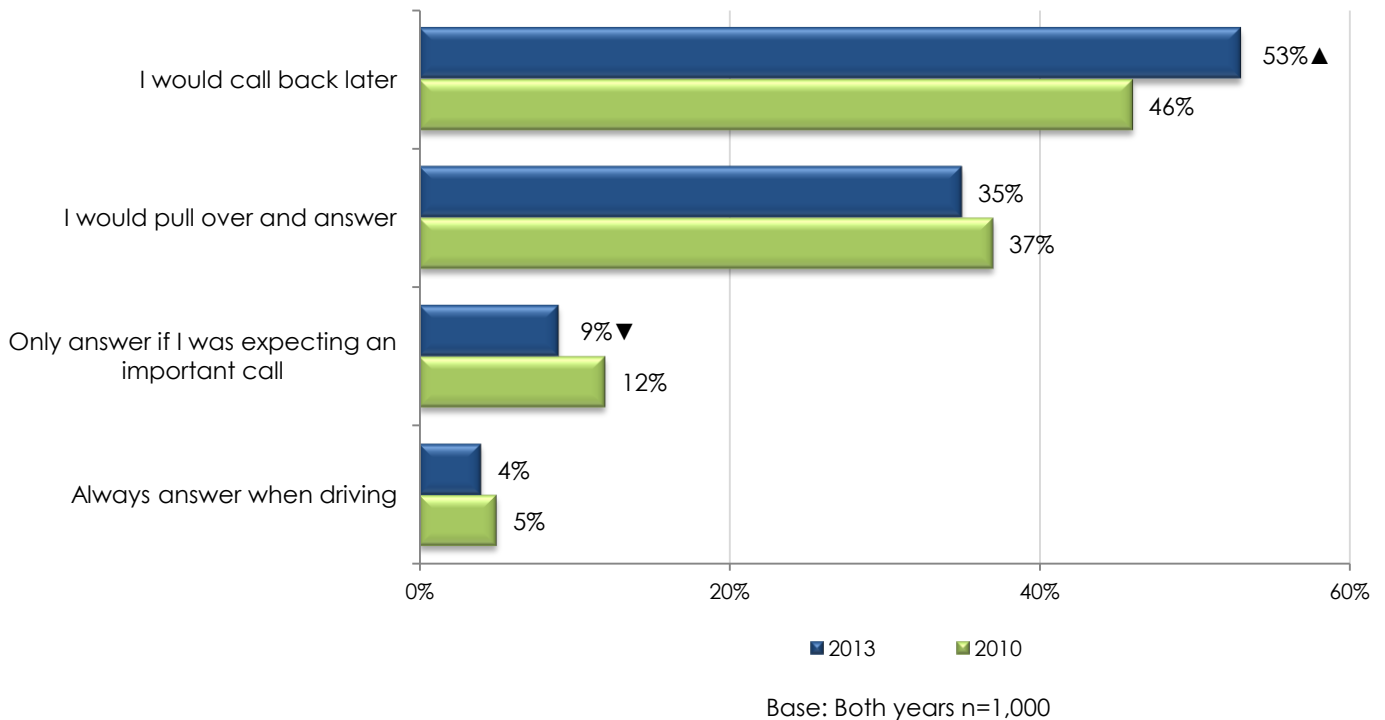
Of concern within the research is that the analysis identifies a high percentage of residents (13%) who answer their hand held mobile phone when driving, 4% stating they 'always answer when driving'.

Those aged 55+ were more likely than were those aged 16-24 and 45-54 to 'pull over and answer' a mobile phone that rang while they were driving, but significantly less likely than those aged 16-44 to 'only answer if they were expecting an important call'.

Females were significantly more likely than were males to state they 'would call back later' if their mobile phone rang while they were driving, whilst males were significantly more likely to answer they would 'pull over and answer', 'only answer if they were expecting an important call' and 'always answer when driving'.

Compared to 2010, respondents were significantly more likely to state they 'would call back later' and significantly less likely to 'only answer if I was expecting an important call'.

Q15. If a hand held mobile phone rang while you were driving, which of the following would you generally do?



▲ ▼ = significantly higher/lower response by year



Deterrents for Using Hand Held Mobile Phones

Summary

There is only moderate agreement with the statements 'the penalty for using a hand held mobile is a sufficient deterrent' and 'the risk of a crash using a hand held mobile is a sufficient deterrent', indicating community polarisation in these areas.

The younger the respondent, the more likely they were to agree than the penalty for using a hand held mobile and the risk of a crash using a hand held mobile are sufficient deterrents.

Compared to 2010, there has been a significant increase in the levels of agreement that the penalty for using a hand held mobile and the risk of a crash using a hand held mobile are sufficient deterrents.

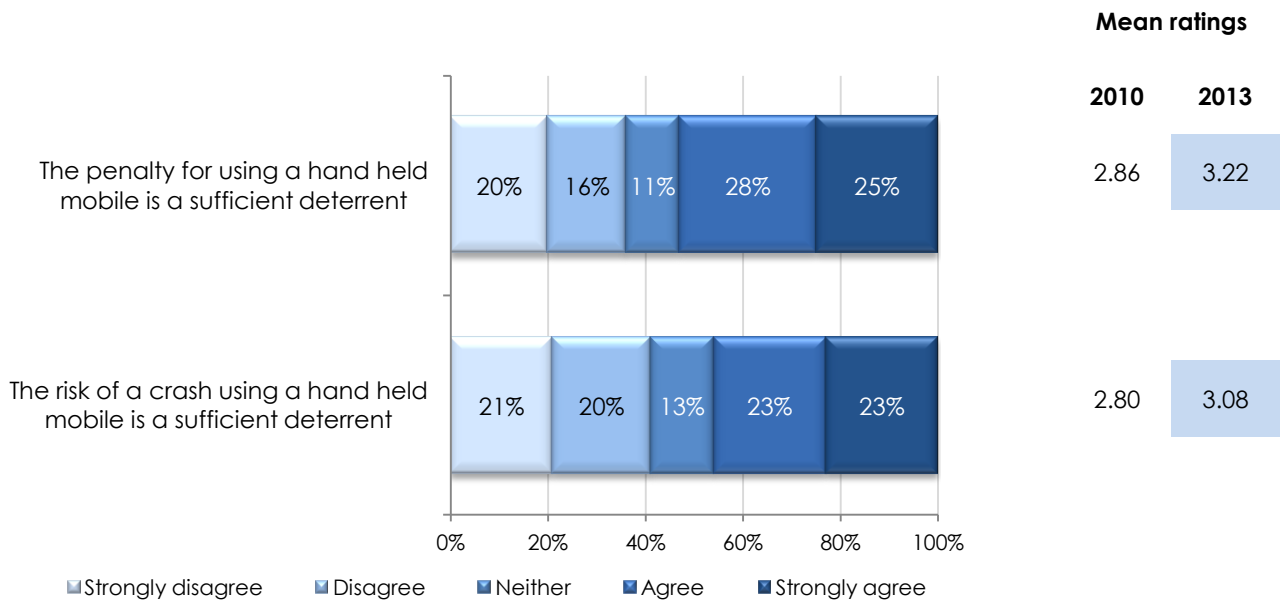
There were no significant differences by gender.

Q16. How strongly do you agree or disagree with the following statements?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
The penalty for using a hand held mobile is a sufficient deterrent	3.66	3.56	3.14	2.99	2.87	2.79	3.15	3.27	2.86	3.22
The risk of a crash using a hand held mobile is a sufficient deterrent	3.65	3.30	3.16	2.84	2.55	2.63	3.03	3.12	2.80	3.08

Scale: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level (by group)
- = A significantly lower level (by group)



Base: n=1,000





Section I

Road Engineering

Importance of Improving Road Engineering and Design

Summary

Overall, residents believe the importance of improving road engineering and design to be 'very high'.

Those aged 35+ were significantly more likely to believe it important to improve road engineering and road design than did those aged 16-24.

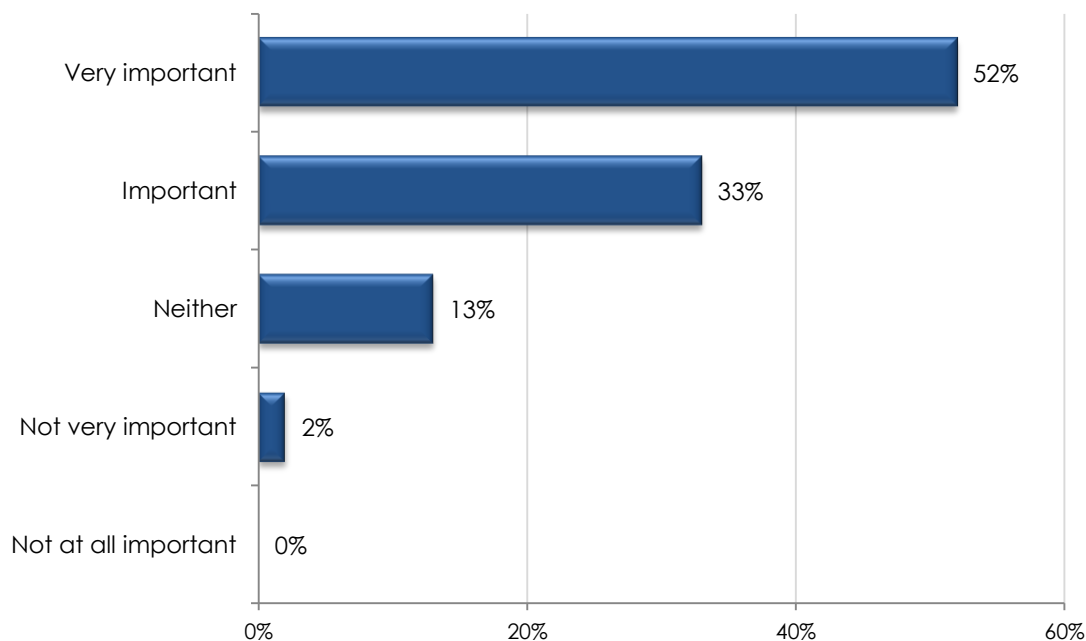
There were no significant differences by gender or year.

Q17. To achieve higher levels of road safety, how important do you believe it is to improve road engineering and road design?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	4.11	4.25	4.37	4.44	4.50	4.48	4.34	4.34	4.35	4.34

Scale: 1 = not at all important, 5 = very important

- = A significantly higher level (by group)
- = A significantly lower level (by group)



Base: n=1,000



Prioritising Safer Roads

Summary

Residents indicated that the highest priority roads for consideration of engineering improvements were 'parkway/highways', followed by 'other major roads'. Residential roads were seen as the lowest priority.

Those aged 16-24 and 35-44 were significantly more likely to rate 'parkway/highways' as a medium priority than were those aged 25-34 and 65+, whilst those aged 65+ were significantly more likely to rate them as a high priority than were those aged 16-24 and 35-44.

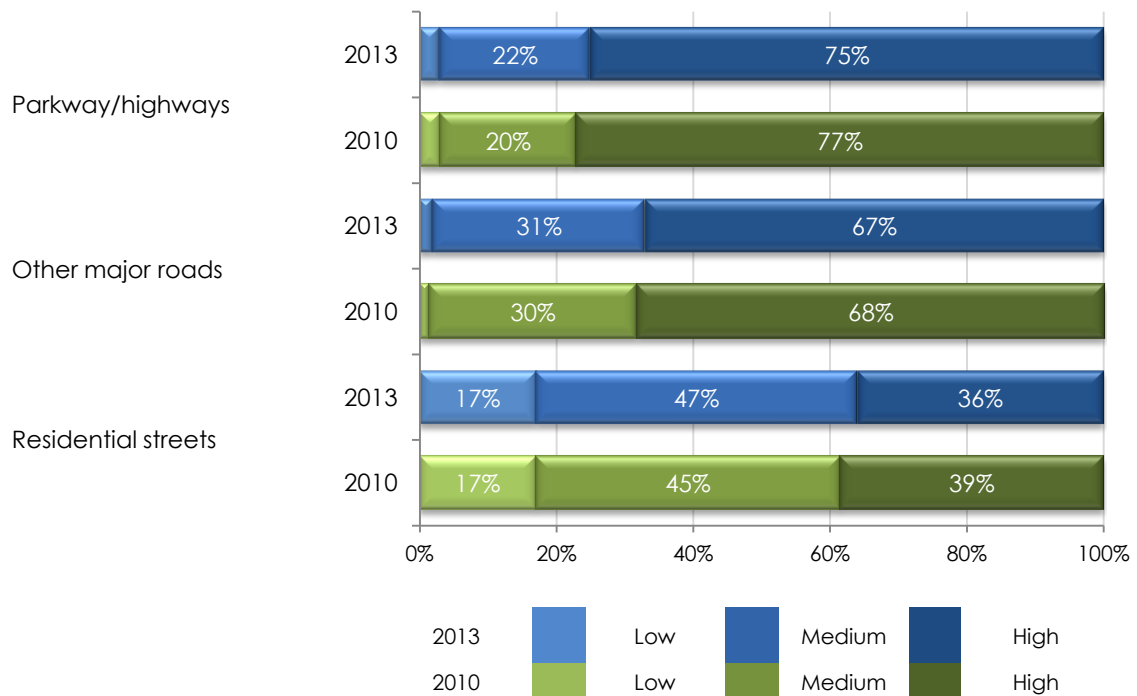
Those aged 16-24 were more likely to rate 'other major roads' as a low priority than were those aged 55-64, whilst those aged 55+ were significantly more likely to rate them a high priority than were those aged 16-24.

Those aged 25-34 were significantly more likely than those aged 16-24 and 45-54.

Females were significantly more likely to rate all three categories as high priorities than were males, who were significantly more likely to rate 'parkway/highways' and 'other major roads' as low or medium priorities.

There were no significant differences compared to 2010.

Q18. When considering roads for engineering improvements to make them safer, do you believe the following types of roads should be a high priority, medium priority or low priority?



Base: Both years n=1,000



Section J

Vulnerable Road Users

Prioritising Road Safety for Specific Groups

Summary

Whilst the majority of residents consider that making the roads safer for pedestrians, motorcyclists and cyclists is a high priority, support for making the roads safer for cyclists was significantly lower than for the other two groups.

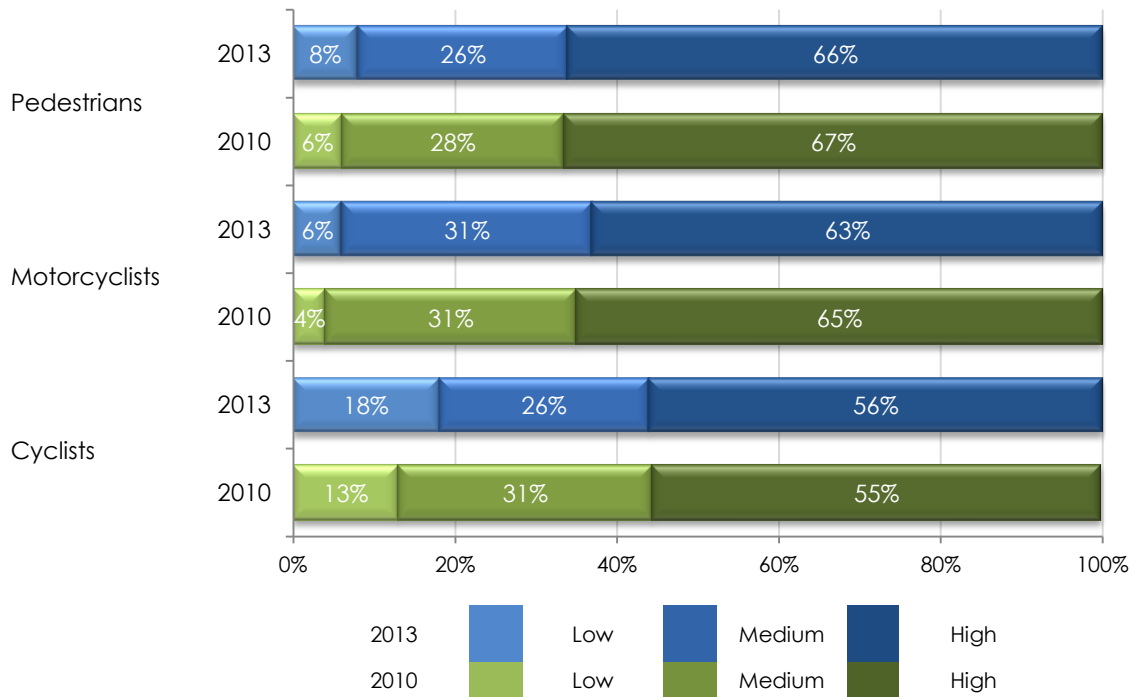
Those aged 45-54 were significantly more likely to rate 'cyclists' as a high priority than were those aged 25-34, conversely, those aged 25-34 were significantly more likely to rate 'cyclists' as a low priority.

Those aged 45-54 were also significantly more likely to rate 'motorcyclists' as a high priority than were those aged 16-24.

Females were significantly more likely to rate 'pedestrians', 'cyclists' and 'motorcyclists' as high priorities than were males, who were more likely to rate all 3 groups as either low or medium priorities.

Compared to 2010, respondents were more likely to rate all three groups as a low priority, and less likely to rate 'cyclists' as a medium priority.

Q19. Do you believe that making the roads safer for the following groups should be a low, medium or high priority?



Base: Both years n=1,000



Section K Vehicle Safety Features

Importance of safety features and crash ratings when buying a vehicle

Summary

Overall, residents believe that if they were to buy a vehicle, safety features and crash ratings would be of very high importance.

Those aged 25+ were significantly more likely to find safety measures and crash ratings important when buying a vehicle than were those aged 16-24.

Females were more likely than males to rate safety features and crash ratings important when buying a vehicle than were males.

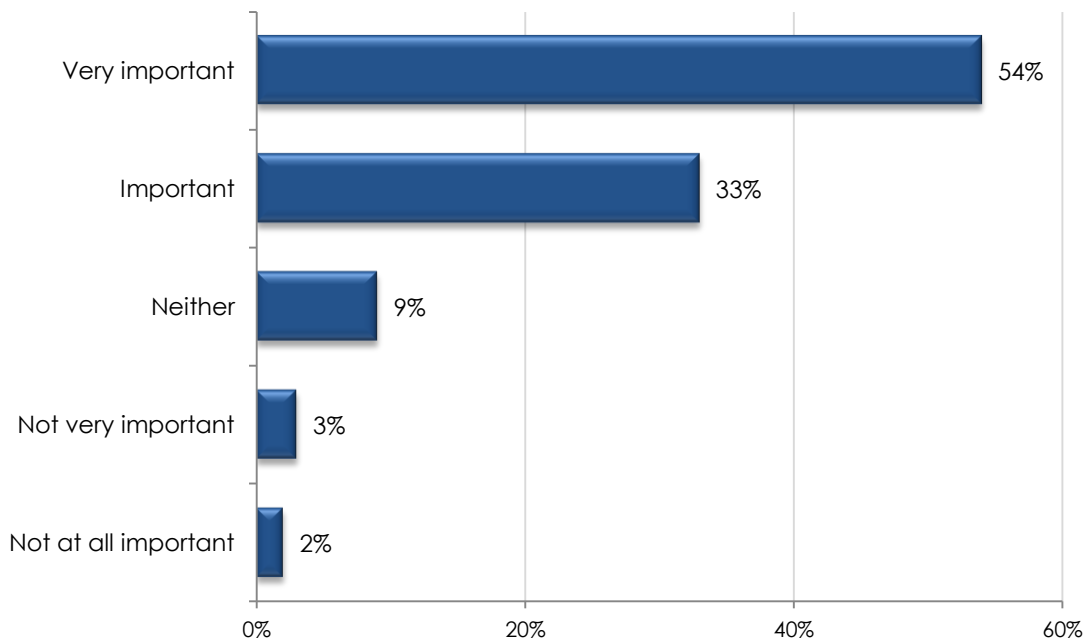
There was no significant difference compared to 2010.

Q20. If you were buying a vehicle, how important would safety features and crash ratings be to you?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	3.89	4.39	4.47	4.40	4.46	4.58	4.10	4.57	4.39	4.35

Scale: 1 = not at all important, 5 = very important

- = A significantly higher level (by group)
- = A significantly lower level (by group)



Base: n=1,000



Section L

Road Safety Advertising Program Specific

Effectiveness of specific road safety campaigns

Summary

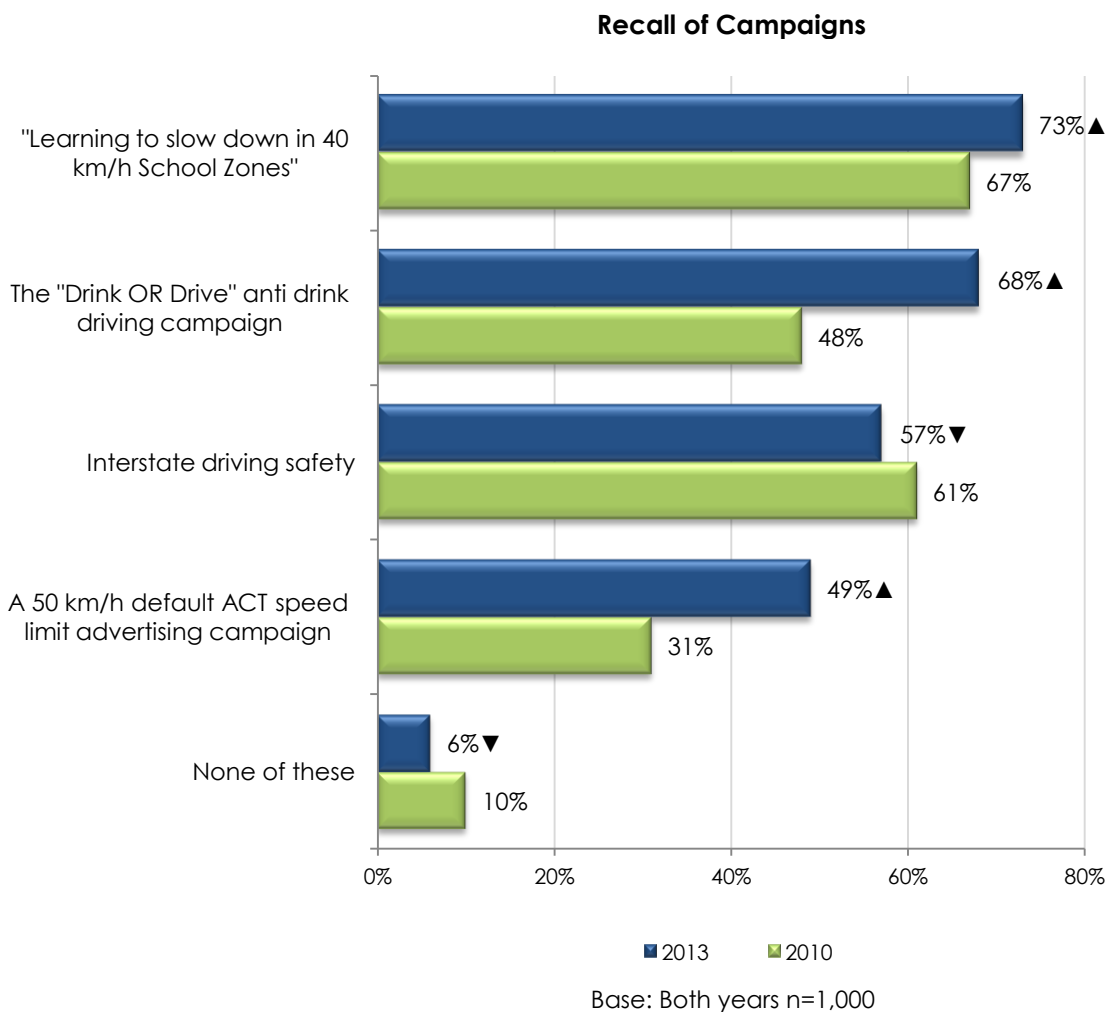
There was a very high level of recall for the specific road safety campaigns, with 94% of residents remembering having seen at least one of the campaigns.

Those aged 18-24 had a significantly higher recall of the 'Drink OR Drive' campaign than did their older counterparts.

Females were significantly more likely to recall the 'interstate driving safety' campaign than were males, whilst males were significantly more likely than were females to not recall any of the campaigns.

Compared to 2010, ACT residents were significantly more likely to recall seeing the campaigns 'learning to slow down in 40 km/h School Zones', 'the Drink OR Drive anti drink driving campaign' and 'a 50 km/h default ACT speed limit advertising campaign', but significantly less likely to recall the 'interstate driving safety' campaign.

Q21. There have been some ACT specific road safety campaigns run in local media over the last 12 months. Can you recall the following campaigns and for the campaigns you can recall can you please rate how effective you believe they were?



▲ ▼ = significantly higher/lower response by year

Effectiveness of specific road safety campaigns

Summary

Residents rated the 'Learning to slow down in 40km/h School Zones' and 'the 'Drink OR Drive' anti drink driving campaign' to be of moderately high effectiveness, and gave moderate effective ratings for the remaining two campaigns.

Those aged 25-34 felt the 'Drink OR Drive' campaign was more effective than did those aged 65+.

There were no significant differences noted between the genders or by year.

Q21. There have been some ACT specific road safety campaigns run in local media over the last 12 months. Can you recall the following campaigns and for the campaigns you can recall can you please rate how effective you believe they were?

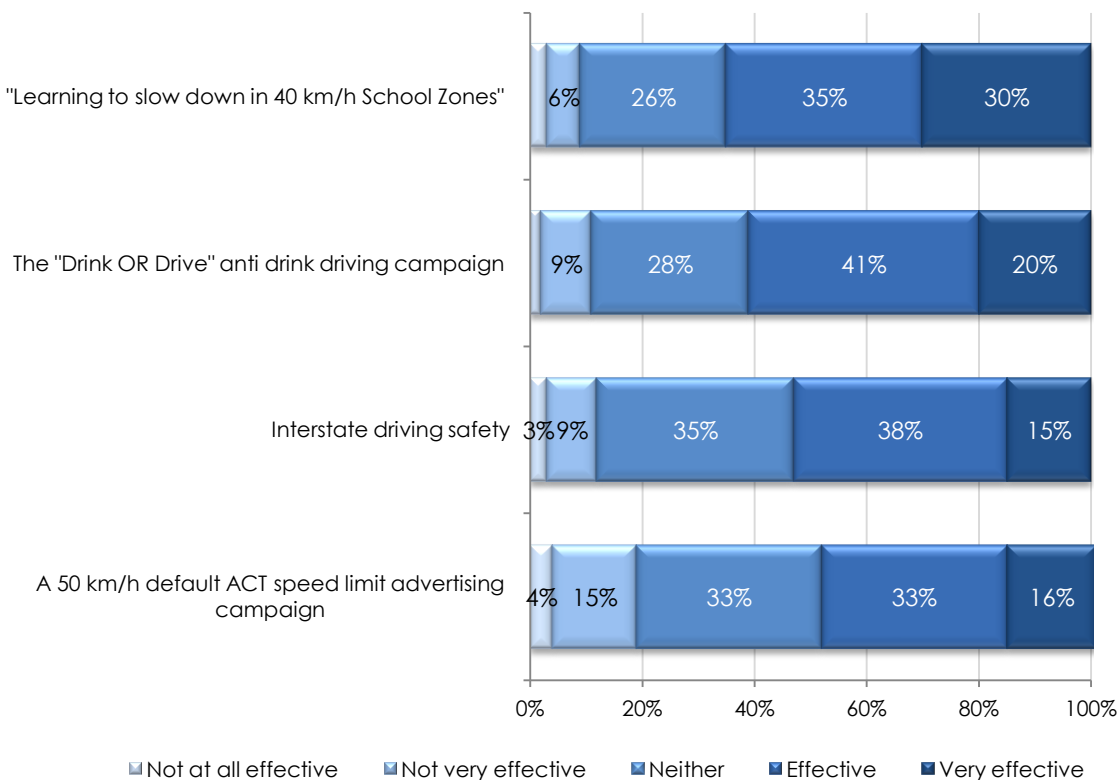
	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
"Learning to slow down in 40 km/h School Zones"	3.72	3.75	3.90	3.92	4.02	3.84	3.82	3.86	3.81	3.84
The "Drink OR Drive" anti drink driving campaign	3.73	3.81	3.68	3.69	3.53	3.36	3.64	3.68	3.56	3.66
Interstate driving safety	3.38	3.61	3.63	3.54	3.64	3.47	3.49	3.59	3.50	3.55
A 50 km/h default ACT speed limit advertising campaign	3.26	3.69	3.49	3.44	3.30	3.25	3.39	3.45	3.41	3.43

Scale: 1 = not at all effective, 5 = very effective

= A significantly higher level (by group)
 = A significantly lower level (by group)

Mean ratings

	2010	2013
"Learning to slow down in 40 km/h School Zones"	3.81	3.84



	2010	2013
The "Drink OR Drive" anti drink driving campaign	3.50	3.55
Interstate driving safety	3.41	3.43

Base: n=493-737



Appendix A



Data and Correlation Tables

Overall Safety of Travelling the Roads in the ACT

Q1a. How safe do you feel it is to travel on the roads in the ACT?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	3.85	3.83	3.93	3.87	3.89	3.81	3.90	3.83	3.79	3.86

Scale: 1 = very unsafe, 5 = very safe

-  = A significantly higher level (by group)
-  = A significantly lower level (by group)

	2010		2013	
	Count	Column %	Count	Column %
Very safe	221	22%	254	25%
Safe	389	39%	387	39%
Fairly safe	351	35%	332	33%
Unsafe	33	3%	27	3%
Very unsafe	6	1%	2	0%
Total	1000	100%	1000	100%





Agreement with the Level of Safety on ACT Roads

Q1b. How strongly do you agree or disagree that the level of safety on ACT roads is due to the following?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
The design of the roads	3.32	3.68	3.76	3.77	3.79	3.78	3.76	3.59	3.60	3.67
The way we drive	3.68	3.69	3.36	3.60	3.34	3.57	3.47	3.62	3.52	3.55
The maintenance of the roads	3.28	3.69	3.58	3.57	3.49	3.35	3.47	3.53	3.35	3.50
Our standard of licence training	3.61	3.30	3.21	3.21	3.21	3.04	3.30	3.26	3.11	3.28
The amount of enforcement of the road rules	3.26	3.30	3.28	3.17	3.00	3.07	3.13	3.26	3.09	3.20

Scale: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level (by group)
 = A significantly lower level (by group)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
The way we drive	33	3%	120	12%	310	31%	338	34%	199	20%	1000	100%
The design of the roads	49	5%	92	9%	210	21%	438	44%	211	21%	1000	100%
The maintenance of the roads	54	5%	119	12%	274	27%	376	38%	178	18%	1000	100%
The amount of enforcement of the road rules	80	8%	184	18%	320	32%	295	29%	122	12%	1000	100%
Our standard of licence training	47	5%	131	13%	440	44%	261	26%	122	12%	1000	100%



Level of agreement with specific statements regarding advertising and road safety


Q2a. How strongly do you agree or disagree that publicity and advertising of road safety is useful in changing people's driving behaviour?

Q2b. How strongly do you agree or disagree that more advertising could improve road safety?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Publicity and advertising of road safety is useful in changing people's driving behaviour	3.55	3.35	3.57	3.56	3.29	3.37	3.37	3.54	3.01	3.46
More advertising could improve road safety	3.31	3.32	3.43	3.47	3.34	3.39	3.28	3.46	3.02	3.37

Scale: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level (by group)

 = A significantly lower level (by group)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Publicity and advertising of road safety is useful in changing people's driving behaviour	41	4%	189	19%	210	21%	394	39%	167	17%	1000	100%
More advertising could improve road safety	51	5%	215	21%	220	22%	339	34%	176	18%	1000	100%





Effectiveness of road safety advertising

Q3. Please rate how effective you believe the following types of road safety advertising are for you?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Electronic road signs	3.39	3.49	3.65	3.57	3.41	3.44	3.41	3.58	3.38	3.50
General road signs (non electronic)	3.62	3.52	3.54	3.45	3.25	3.41	3.43	3.53	3.35	3.48
TV	3.36	3.31	3.52	3.43	3.22	3.22	3.26	3.44	3.16	3.36
Radio	2.65	2.77	2.96	2.77	2.54	2.48	2.62	2.79	2.51	2.71
Newspaper	2.01	2.10	2.11	2.20	2.24	2.56	2.17	2.19	2.21	2.18
Web and/or twitter	2.39	2.32	2.03	1.90	1.77	1.79	2.08	2.06	N/A	2.07

Scale: 1 = not at all effective, 5 = very effective

 = A significantly higher level (by group)
 = A significantly lower level (by group)

	Not at all effective		Not very effective		Neither		Effective		Very effective		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
TV	128	13%	116	12%	221	22%	344	34%	192	19%	1000	100%
Radio	200	20%	245	24%	281	28%	191	19%	84	8%	1000	100%
Newspaper	335	33%	298	30%	247	25%	94	9%	27	3%	1000	100%
Electronic road signs	70	7%	109	11%	231	23%	430	43%	159	16%	1000	100%
General road signs (non electronic)	39	4%	110	11%	336	34%	363	36%	153	15%	1000	100%
Web and/or twitter	466	47%	195	19%	187	19%	109	11%	44	4%	1000	100%





Speed Enforcement

Q4. How strongly do you agree or disagree with the following statements:

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Increasing the number of police officers on the road would improve driver behaviour	4.04	4.25	4.30	4.26	4.17	4.44	4.16	4.30	4.24	4.24
Enforcing the speed limit helps to lower the road toll	3.78	4.03	4.14	3.93	3.83	4.14	3.84	4.10	3.85	3.97
Increasing penalties for speeding would improve driver behaviour	3.16	3.49	3.40	3.32	3.09	3.55	3.17	3.48	3.27	3.34
The risk of being caught speeding is small	2.47	2.68	2.65	2.59	2.61	2.90	2.65	2.63	2.66	2.64
If I am careful, even when driving over the speed limit, my chances of having a crash are low	2.49	2.41	2.12	2.37	2.34	2.37	2.52	2.20	2.30	2.35

Scale: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level (by group)
 = A significantly lower level (by group)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Increasing the number of police officers on the road would improve driver behaviour	15	1%	43	4%	89	9%	397	40%	457	46%	1000	100%
Enforcing the speed limit helps to lower the road toll	40	4%	85	8%	126	13%	363	36%	388	39%	1000	100%
Increasing penalties for speeding would improve driver behaviour	90	9%	189	19%	238	24%	260	26%	223	22%	1000	100%
The risk of being caught speeding is small	176	18%	330	33%	242	24%	188	19%	66	7%	1000	100%
If I am careful, even when driving over the speed limit, my chances of having a crash are low	316	32%	287	29%	188	19%	149	15%	61	6%	1000	100%





Speed Limits in the ACT

Q5. Do you think the speed limits on the roads you normally use in the ACT are:

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Too high	3	1%	8	4%	3	2%	7	4%	5	4%	8	6%
About right	155	82%	177	89%	148	81%	142	86%	113	85%	109	83%
Too low	31	16%	14	7%	31	17%	16	10%	15	11%	14	11%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Too high	7	1%	27	5%	31	3%	34	3%
About right	396	84%	450	85%	854	85%	846	85%
Too low	66	14%	55	10%	115	11%	121	12%
Total	469	100%	532	100%	1000	100%	1000	100%

 = A significantly higher level (by group)
 = A significantly lower level (by group)



Speeding Tickets Received in the Past 12 Months

Q6a. Have you received any speeding tickets in the past 12 months?



	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	28	15%	17	8%	16	9%	19	12%	10	8%	7	5%
No	160	85%	183	92%	166	91%	146	88%	123	92%	125	95%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Yes	55	12%	43	8%	111	11%	97	10%
No	414	88%	489	92%	889	89%	903	90%
Total	469	100%	532	100%	1000	100%	1000	100%

Q6b. If yes, how many?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
1	20	73%	8	50%	13	76%	17	92%	10	94%	6	92%
2	8	27%	8	50%	3	18%	2	8%	0	0%	1	8%
3	0	0%	0	0%	1	6%	0	0%	1	6%	0	0%
Total	28	100%	16	100%	17	100%	19	100%	10	100%	7	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
1	40	73%	35	82%	99	89%	76	77%
2	13	24%	8	18%	9	8%	21	22%
3	2	3%	0	0%	3	3%	2	2%
Total	55	100%	43	100%	111	100%	98	100%

 = A significantly higher level (by group)
 = A significantly lower level (by group)

Use of Speed Cameras to Help Lower the Road Toll

Q7. How strongly do you agree or disagree that using speed cameras helps to lower the road toll?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	3.66	3.30	3.32	3.25	3.17	3.71	3.19	3.59	3.23	3.40

Scale: 1 = strongly disagree, 5 = strongly agree

- = A significantly higher level (by group)
- = A significantly lower level (by group)

	Count	Column %
Strongly agree	212	21%
Agree	352	35%
Neither	152	15%
Disagree	195	19%
Strongly disagree	90	9%
Total	1000	100%





Effectiveness of Methods of Speed Enforcement

Q8. How would you rate the effectiveness of the following methods of speed enforcement?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Police presence to cover a length of road	4.18	4.21	4.36	4.31	4.30	4.53	4.29	4.31	4.28	4.30
Point to point cameras (covering a length of road)	3.54	3.54	3.57	3.70	3.50	3.81	3.41	3.77	3.54	3.60
Speed camera vans	3.49	3.63	3.46	3.55	3.45	3.78	3.26	3.82	3.52	3.55
Fixed speed cameras	3.50	3.14	3.15	3.34	3.33	3.63	3.09	3.55	3.25	3.33

Scale: 1 = not at all effective, 5 = very effective

 = A significantly higher level (by group)
 = A significantly lower level (by group)

	Not at all effective		Not very effective		Neither		Effective		Very effective		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Police presence to cover a length of road	6	1%	23	2%	108	11%	390	39%	474	47%	1000	100%
Point to point cameras (covering a length of road)	71	7%	104	10%	243	24%	320	32%	263	26%	1000	100%
Speed camera vans	76	8%	120	12%	195	20%	393	39%	217	22%	1000	100%
Fixed speed cameras	115	11%	160	16%	219	22%	291	29%	216	22%	1000	100%





Speed Camera Vans on Roads Usually Travelled

Q9. How often do you see speed camera vans on the roads you usually travel?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Often	53	28%	76	38%	65	36%	50	30%	48	36%	42	32%
Sometimes	115	61%	118	59%	110	60%	111	67%	84	63%	86	65%
Never	20	11%	6	3%	7	4%	4	2%	2	1%	3	3%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Often	170	36%	165	31%	419	42%	335	33%
Sometimes	275	59%	348	66%	548	55%	624	62%
Never	23	5%	19	4%	32	3%	42	4%
Total	469	100%	532	100%	1000	100%	1000	100%



 = A significantly higher level (by group)
 = A significantly lower level (by group)

Drink Driving

Q10. How strongly do you agree or disagree with the following statements?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
If I am involved in a crash I will be breath-tested	4.34	4.59	4.51	4.40	4.52	4.59	4.47	4.50	4.37	4.49
Compulsory breath testing helps lower the road toll	4.12	4.01	4.23	4.15	4.15	4.09	4.13	4.11	4.06	4.12
If I am stopped for speeding at night there is a strong chance of being breath-tested	4.00	3.99	4.07	3.98	4.08	4.10	4.07	3.99	3.94	4.03
Penalties for drink-driving are not high enough	3.30	3.86	3.84	3.58	3.56	3.82	3.53	3.77	3.69	3.66
The risk of being caught drinking and driving is small	1.96	2.27	2.53	2.34	2.55	2.41	2.38	2.28	2.52	2.32
I use back streets to drive home when I'm not sure if I'm over the limit	1.97	1.85	1.73	1.87	1.70	1.69	1.95	1.69	1.64	1.81
It is possible I may have driven while slightly intoxicated in the last 12 months	1.35	1.52	1.50	1.68	1.65	1.50	1.73	1.35	1.65	1.53
If I am careful, even when driving after drinking, my chances of having a crash are low	1.45	1.30	1.44	1.55	1.62	1.69	1.56	1.42	1.57	1.49

Scale: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level (by group)
 = A significantly lower level (by group)



	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
If I am careful, even when driving after drinking, my chances of having a crash are low	690	69%	204	20%	56	6%	28	3%	22	2%	1000	100%
The risk of being caught drinking and driving is small	299	30%	297	30%	226	23%	137	14%	41	4%	1000	100%
Compulsory breath testing helps lower the road toll	16	2%	51	5%	150	15%	359	36%	424	42%	1000	100%
Penalties for drink-driving are not high enough	48	5%	86	9%	330	33%	234	23%	303	30%	1000	100%
I use back streets to drive home when I'm not sure if I'm over the limit	612	61%	137	14%	118	12%	96	10%	38	4%	1000	100%
If I am stopped for speeding at night there is a strong chance of being breath-tested	26	3%	50	5%	187	19%	342	34%	395	39%	1000	100%
If I am involved in a crash I will be breath-tested	11	1%	22	2%	83	8%	236	24%	648	65%	1000	100%
It is possible I may have driven while slightly intoxicated in the last 12 months	763	76%	82	8%	54	5%	71	7%	31	3%	1000	100%

Fatigue

Q11. How strongly do you agree or disagree with the following statements?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Driving when I am tired increases the chance I might have an accident	4.45	4.52	4.61	4.57	4.49	4.49	4.48	4.56	4.50	4.52
Having a break from driving is more effective than drinking coffee	4.32	4.35	4.45	4.53	4.52	4.48	4.42	4.45	4.39	4.43
Planning my trip to include a break every 2 hours is important to fight fatigue	4.11	4.23	4.29	4.43	4.44	4.49	4.16	4.44	4.34	4.31

Scale: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level (by group)
 = A significantly lower level (by group)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Driving when I am tired increases the chance I might have an accident	7	1%	6	1%	42	4%	346	35%	599	60%	1000	100%
Having a break from driving is more effective than drinking coffee	7	1%	19	2%	94	9%	294	29%	586	59%	1000	100%
Planning my trip to include a break every 2 hours is important to fight fatigue	17	2%	37	4%	86	9%	339	34%	523	52%	1000	100%



Seatbelt Usage as a Driver or Passenger

Q12a. When travelling in a car, how often do you wear a seat belt either as a driver or a passenger?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Always	181	96%	189	94%	179	98%	163	99%	130	97%	130	99%
Nearly always	8	4%	8	4%	3	2%	2	1%	3	2%	1	1%
Sometimes	0	0%	3	1%	0	0%	0	0%	1	0%	0	0%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		2010		2013	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Always	452	96%	520	98%	983	98%	972	97%
Nearly always	17	4%	8	2%	14	1%	25	2%
Sometimes	0	0%	3	1%	3	0%	3	0%
Total	469	100%	532	100%	1000	100%	1000	100%




Agreement that Seatbelts are Effective in Reducing the Road Tolls

Q13. How strongly do you agree or disagree that seat belts are effective in reducing the road toll?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	4.78	4.86	4.90	4.87	4.89	4.85	4.85	4.87	4.80	4.86

Scale: 1 = strongly disagree, 5 = strongly agree

 = A significantly higher level (by group)

 = A significantly lower level (by group)

	2010		2013	
	Count	Column %	Count	Column %
Strongly agree	818	82%	880	88%
Agree	165	17%	101	10%
Neither	16	2%	17	2%
Disagree	0	0%	1	0%
Strongly disagree	1	0%	1	0%
Total	1000	100%	1000	100%





Suitable Child Restraints for Children Younger than Seven in the Car

Q14. Which of the following would apply for you when using a suitable child restraint for carrying children younger than seven in the car?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
I don't carry children under 7 in my car	145	77%	65	32%	60	33%	111	67%	80	60%	88	67%
I use a suitable child restraint every time	28	15%	132	66%	119	65%	53	32%	52	39%	43	33%
I use a suitable child restraint most of the time	10	5%	3	1%	1	1%	1	0%	1	1%	1	0%
I am not really aware what a suitable child restraint is	3	1%	0	0%	1	1%	0	0%	0	0%	0	0%
I don't use a suitable child restraint at all	3	1%	0	0%	1	1%	0	0%	0	0%	0	0%
They are not really needed on short trips	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		Overall	
	Count	Column %	Count	Column %	Count	Column %
I don't carry children under 7 in my car	267	57%	282	53%	549	55%
I use a suitable child restraint every time	185	39%	243	46%	428	43%
I use a suitable child restraint most of the time	10	2%	6	1%	17	2%
I am not really aware what a suitable child restraint is	4	1%	0	0%	4	0%
I don't use a suitable child restraint at all	4	1%	0	0%	4	0%
Total	469	100%	532	100%	1001	100%

 = A significantly higher level (by group)



 = A significantly lower level (by group)

Mobile Phones Ringing while Driving

Q15. If a hand held mobile phone rang while you were driving, which of the following would you generally do?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
I would call back later	104	55%	99	49%	98	54%	100	61%	63	47%	62	47%
I would pull over and answer	48	26%	70	35%	56	31%	48	29%	62	47%	64	49%
Only answer if I was expecting an important call	23	12%	23	11%	22	12%	14	8%	3	3%	2	1%
Always answer when driving	13	7%	8	4%	6	3%	3	2%	5	3%	3	3%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	Male		Female		Overall	
	Count	Column %	Count	Column %	Count	Column %
I would call back later	212	45%	315	59%	526	53%
I would pull over and answer	181	39%	169	32%	349	35%
Only answer if I was expecting an important call	52	11%	34	6%	86	9%
Always answer when driving	24	5%	14	3%	38	4%
Total	469	100%	532	100%	1000	100%

 = A significantly higher level (by group)
 = A significantly lower level (by group)





Deterrents for Using Hand Held Mobile Phones

Q16. How strongly do you agree or disagree with the following statements?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
The penalty for using a hand held mobile is a sufficient deterrent	3.66	3.56	3.14	2.99	2.87	2.79	3.15	3.27	2.86	3.22
The risk of a crash using a hand held mobile is a sufficient deterrent	3.65	3.30	3.16	2.84	2.55	2.63	3.03	3.12	2.80	3.08

Scale: 1 = strongly disagree, 5 = strongly agree

-  = A significantly higher level (by group)
-  = A significantly lower level (by group)

	Strongly disagree		Disagree		Neither		Agree		Strongly agree		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
The penalty for using a hand held mobile is a sufficient deterrent	203	20%	161	16%	106	11%	276	28%	254	25%	1000	100%
The risk of a crash using a hand held mobile is a sufficient deterrent	211	21%	199	20%	125	13%	233	23%	233	23%	1000	100%





Importance of Improving Road Engineering and Design

Q17. To achieve higher levels of road safety, how important do you believe it is to improve road engineering and road design?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	4.11	4.25	4.37	4.44	4.50	4.48	4.34	4.34	4.35	4.34

Scale: 1 = not at all important, 5 = very important

 = A significantly higher level (by group)
 = A significantly lower level (by group)

	2010		2013	
	Count	Column %	Count	Column %
Very important	520	52%	521	52%
Important	346	35%	328	33%
Neither	105	10%	126	13%
Not very important	25	2%	24	2%
Not at all important	4	0%	1	0%
Total	1000	100%	1000	100%





Prioritising Safer Roads

Q18. When considering roads for engineering improvements to make them safer, do you believe the following types of roads should be a high priority, medium priority or low priority?

		16-24		25-34		35-44		45-54		55-64		65+	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Parkway/highways	Low	3	1%	11	6%	5	3%	4	2%	2	1%	2	2%
	Medium	61	32%	31	15%	54	30%	33	20%	24	18%	20	15%
	High	125	66%	158	79%	123	68%	129	78%	107	80%	109	83%
	Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%
Other major roads	Low	5	3%	3	1%	4	2%	2	1%	1	0%	2	2%
	Medium	71	38%	65	32%	65	36%	52	32%	28	21%	30	22%
	High	112	59%	132	66%	113	62%	110	67%	105	79%	100	76%
	Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%
Residential streets	Low	38	20%	23	11%	34	19%	27	16%	26	19%	20	15%
	Medium	97	51%	85	42%	90	49%	88	53%	59	44%	56	42%
	High	53	28%	93	46%	58	32%	50	30%	49	37%	56	43%
	Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

		Male		Female		2010		2013	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %
Parkway/highways	Low	21	4%	6	1%	30	3%	27	3%
	Medium	119	25%	104	20%	205	20%	224	22%
	High	329	70%	422	79%	765	77%	750	75%
	Total	469	100%	532	100%	1000	100%	1000	100%
Other major roads	Low	16	3%	2	0%	14	1%	17	2%
	Medium	168	36%	143	27%	303	30%	311	31%
	High	285	61%	387	73%	683	68%	672	67%
	Total	469	100%	532	100%	1000	100%	1000	100%
Residential streets	Low	89	19%	78	15%	166	17%	167	17%
	Medium	231	49%	243	46%	448	45%	474	47%
	High	149	32%	211	40%	386	39%	360	36%
	Total	469	100%	532	100%	1000	100%	1000	100%

 = A significantly higher level (by group)
 = A significantly lower level (by group)





Prioritising Road Safety for Specific Groups

Q19. Do you believe that making the roads safer for the following groups should be a low, medium or high priority?

		16-24		25-34		35-44		45-54		55-64		65+	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
Pedestrians	Low	15	8%	23	11%	14	8%	11	7%	10	7%	9	7%
	Medium	59	31%	59	30%	44	24%	45	27%	26	20%	28	21%
	High	115	61%	118	59%	124	68%	109	66%	97	73%	95	72%
	Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%
Cyclists	Low	41	22%	51	25%	32	18%	21	12%	21	16%	16	12%
	Medium	48	26%	54	27%	42	23%	39	24%	36	27%	41	31%
	High	99	53%	96	48%	108	59%	106	64%	77	58%	75	57%
	Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%
Motorcyclists	Low	15	8%	11	6%	14	8%	4	2%	5	3%	10	7%
	Medium	66	35%	70	35%	50	27%	41	25%	44	33%	42	32%
	High	107	57%	118	59%	118	65%	120	73%	85	64%	80	61%
	Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

		Male		Female		2010		2013	
		Count	Column %	Count	Column %	Count	Column %	Count	Column %
Pedestrians	Low	48	10%	34	6%	56	6%	82	8%
	Medium	139	30%	121	23%	277	28%	261	26%
	High	281	60%	377	71%	667	67%	658	66%
	Total	469	100%	532	100%	1000	100%	1000	100%
Cyclists	Low	114	24%	67	13%	135	13%	181	18%
	Medium	126	27%	133	25%	311	31%	259	26%
	High	229	49%	332	62%	554	55%	560	56%
	Total	469	100%	532	100%	1000	100%	1000	100%
Motorcyclists	Low	39	8%	20	4%	39	4%	59	6%
	Medium	153	33%	160	30%	309	31%	313	31%
	High	277	59%	351	66%	652	65%	628	63%
	Total	469	100%	532	100%	1000	100%	1000	100%

 = A significantly higher level (by group)

 = A significantly lower level (by group)




Importance of safety features and crash ratings when buying a vehicle

Q20. If you were buying a vehicle, how important would safety features and crash ratings be to you?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
Mean ratings	3.89	4.39	4.47	4.40	4.46	4.58	4.10	4.57	4.39	4.35

Scale: 1 = not at all important, 5 = very important

 = A significantly higher level (by group)

 = A significantly lower level (by group)

	2010		2013	
	Count	Column %	Count	Column %
Very important	546	55%	542	54%
Important	338	34%	327	33%
Neither	84	8%	86	9%
Not very important	23	2%	28	3%
Not at all important	9	1%	18	2%
Total	1000	100%	1000	100%





Effectiveness of specific road safety campaigns

Q21. There have been some ACT specific road safety campaigns run in local media over the last 12 months. Can you recall the following campaigns and for the campaigns you can recall can you please rate how effective you believe they were?

	16-24		25-34		35-44		45-54		55-64		65+	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %	Count	Column %
The "Learning to slow down in 40 km/h School Zones" advertisement on radio, TV, roadside visual message signs, twitter and internet at the beginning of the school term	138	73%	155	77%	124	68%	116	71%	96	72%	99	75%
The "Drink OR Drive" anti drink driving campaign run in Civic clubs, on radio, ACTION buses, internet and roadside visual message signs	158	84%	132	66%	115	63%	112	68%	88	66%	76	58%
Interest in driving safety - using safety messages on roadside visual message boards placed on main roads leaving the ACT over long weekends, Easter and Christmas	99	53%	115	58%	115	63%	103	63%	72	54%	65	50%
A 50 km/h default ACT speed limit advertising campaign run in newspapers, TV, radio and roadside visual message signs	89	47%	99	49%	92	51%	93	56%	59	45%	61	47%
None of these	5	3%	11	6%	13	7%	9	6%	12	9%	14	11%
Total	188	100%	200	100%	182	100%	165	100%	133	100%	131	100%

	55-64		65+		Male		Female	
	Count	Column %	Count	Column %	Count	Column %	Count	Column %
The "Learning to slow down in 40 km/h School Zones" advertisement on radio, TV, roadside visual message signs, twitter and internet at the beginning of the school term	666	67%	727	73%	336	72%	392	74%
The "Drink OR Drive" anti drink driving campaign run in Civic clubs, on radio, ACTION buses, internet and roadside visual message signs	609	61%	570	57%	311	66%	370	70%
Interest in driving safety - using safety messages on roadside visual message boards placed on main roads leaving the ACT over long weekends, Easter and Christmas	472	48%	681	68%	241	51%	330	62%
A 50 km/h default ACT speed limit advertising campaign run in newspapers, TV, radio and roadside visual message signs	304	31%	493	49%	230	49%	264	50%
None of these	101	10%	65	6%	38	8%	27	5%
Total	992	100%	1000	100%	469	100%	532	100%

 = A significantly higher level (by group)
 = A significantly lower level (by group)

Effectiveness of specific road safety campaigns

Q21. There have been some ACT specific road safety campaigns run in local media over the last 12 months. Can you recall the following campaigns and for the campaigns you can recall can you please rate how effective you believe they were?

	16-24	25-34	35-44	45-54	55-64	65+	Male	Female	2010	2013
"Learning to slow down in 40 km/h School Zones"	3.72	3.75	3.90	3.92	4.02	3.84	3.82	3.86	3.81	3.84
The "Drink OR Drive" anti drink driving campaign	3.73	3.81	3.68	3.69	3.53	3.36	3.64	3.68	3.56	3.66
Interstate driving safety	3.38	3.61	3.63	3.54	3.64	3.47	3.49	3.59	3.50	3.55
A 50 km/h default ACT speed limit advertising campaign	3.26	3.69	3.49	3.44	3.30	3.25	3.39	3.45	3.41	3.43

Scale: 1 = not at all effective, 5 = very effective

= A significantly higher level (by group)
 = A significantly lower level (by group)

	Not at all effective		Not very effective		Neither		Effective		Very effective		Total	
	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
A 50 km/h default ACT speed limit advertising campaign run in newspapers, TV, radio and roadside visual message signs	18	4%	73	15%	162	33%	164	33%	77	16%	493	100%
The "Drink OR Drive" anti drink driving campaign run in Civic clubs, on radio, ACTION buses, internet and roadside visual message signs	16	2%	63	9%	192	28%	277	41%	134	20%	681	100%
Interstate driving safety - using safety messages on roadside visual message boards placed on main roads leaving the ACT over long weekends, Easter and Christmas	15	3%	51	9%	198	35%	218	38%	88	15%	570	100%
The "Learning to slow down in 40 km/h School Zones" advertisement on radio, TV, roadside visual message signs, twitter and internet at the beginning of the school term	19	3%	42	6%	192	26%	256	35%	218	30%	727	100%





Appendix B Questionnaire

Attitudes to road safety

Q1a. Overall, how safe do you feel it is to travel on the roads in the ACT? Prompt

- Very unsafe
- Unsafe
- Fairly safe
- Safe
- Very safe

Q1b. How strongly do you agree or disagree that the level of safety on ACT roads is due to the following? Please rate on the scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt

	Strongly disagree			Strongly agree	
	1	2	3	4	5
The way we drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The design of the roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The maintenance of the roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of enforcement of the road rules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our standard of licence training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Road safety advertising - general

Q2a. How strongly do you agree or disagree that publicity and advertising of road safety is useful in changing people's driving behaviour? Prompt

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q2b. How strongly do you agree or disagree that more advertising could improve road safety? Prompt

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q3. Please rate how effective you believe the following types of road safety advertising are for you? Please rate on the scale of 1 to 5, where 1 is not at all effective and 5 is very effective. Prompt

	Not at all effective			Very effective	
	1	2	3	4	5
TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic road signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General road signs (non electronic)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web and/or twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Speed and speed enforcement

Q4. How strongly do you agree or disagree with the following statements: Please rate on the scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt

	Strongly disagree			Strongly agree	
	1	2	3	4	5
If I am careful, even when driving over the speed limit, my chances of having a crash are low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The risk of being caught speeding is small	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcing the speed limit helps to lower the road toll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing penalties for speeding would improve driver behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing the number of police officers on the road would improve driver behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. Do you think the speed limits on the roads you normally use in the ACT are: Prompt

- Too high
- About right
- Too low

Q6a. Have you received any speeding tickets in the past 12 months?

- Yes
- No (If no, go to Q7)

Q6b. If yes, how many?.....

Speed cameras

Q7. How strongly do you agree or disagree that using speed cameras helps to lower the road toll? Prompt

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q8. How would you rate the effectiveness of the following methods of speed enforcement? The scale is 1 to 5, where 1 is not at all effective and 5 is very effective. Prompt

	Not at all effective			Very effective	
	1	2	3	4	5
Speed camera vans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fixed speed cameras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Point to point cameras (covering a length of road)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police presence to cover a length of road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q9. How often do you see speed camera vans on the roads you usually travel? Prompt

- Often
- Sometimes
- Never

Drink driving

Q10. How strongly do you agree or disagree with the following statements? Please rate on the scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt

	Strongly disagree			Strongly agree	
	1	2	3	4	5
If I am careful, even when driving after drinking, my chances of having a crash are low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The risk of being caught drinking and driving is small	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compulsory breath testing helps lower the road toll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Penalties for drink-driving are not high enough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use back streets to drive home when I'm not sure if I'm over the limit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I am stopped for speeding at night there is a strong chance of being breath-tested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I am involved in a crash I will be breath-tested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is possible I may have driven while slightly intoxicated in the last 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fatigue

Q11. How strongly do you agree or disagree with the following statements? Please rate on the scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt

	Strongly disagree			Strongly agree	
	1	2	3	4	5
Driving when I am tired increases the chance I might have an accident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a break from driving is more effective than drinking coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning my trip to include a break every 2 hours is important to fight fatigue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Safety belts and child restraints

Q12a. When travelling in a car, how often do you wear a seat belt either as a driver or a passenger? Prompt

- Always **(Go to Q13)**
- Nearly always
- Sometimes
- Never wear a seat belt
- Don't travel by car **(Go to Q13)**



Q12b. What is the main reason why you don't always wear a seatbelt?

.....
.....

Q13. How strongly do you agree or disagree that seat belts are effective in reducing the road toll? Prompt

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q14. Which of the following would apply for you when using a suitable child restraint for carrying children younger than seven in the car? Prompt

- I don't carry children under 7 in my car
- I use a suitable child restraint every time
- I use a suitable child restraint most of the time
- They are not really needed on short trips
- I don't use a suitable child restraint at all
- I am not really aware what a suitable child restraint is

Distraction:

Q15. If a hand held mobile phone rang while you were driving, which of the following would you generally do? Prompt

- Always answer when driving
- Only answer if I was expecting an important call
- I would pull over and answer
- I would call back later

Q16. How strongly do you agree or disagree with the following statements? Please rate on the scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. Prompt

	Strongly disagree			Strongly agree	
	1	2	3	4	5
The penalty for using a hand held mobile is a sufficient deterrent (\$289 and three demerit points)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The risk of a crash using a hand held mobile is a sufficient deterrent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Road engineering

Q17. To achieve higher levels of road safety, how important do you believe it is to improve road engineering and road design? Prompt

- Not at all important
- Not very important
- Neutral
- Important
- Very important



Q18. When considering roads for engineering improvements to make them safer, do you believe the following types of roads should be a high priority, medium priority or low priority? Prompt

	Low	Medium	High
Parkway/highways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other major roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vulnerable road users

Q19. Do you believe that making the roads safer for the following groups should be a low, medium or high priority? Prompt

	Low	Medium	High
Pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorcyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vehicle safety features

Q20. If you were buying a vehicle, how important would safety features and crash ratings be to you? Prompt

- Not at all important
- Not very important
- Neutral
- Important
- Very important

Road safety advertising - program specific

Q21. There have been some ACT specific road safety campaigns run in local media over the last 12 months. Can you recall the following campaigns and for the campaigns you can recall can you please rate how effective you believe they were on a scale of 1 to 5, where 1 is not at all effective and 5 is very effective. Prompt

	Aware	Not at all effective			Very effective	
		1	2	3	4	5
A 50 km/h default ACT speed limit advertising campaign run in newspapers, TV, radio and roadside visual message signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The "Drink OR Drive" anti drink driving campaign run in Civic clubs, on radio, ACTION buses, radio, internet and roadside visual message signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interstate driving safety – using safety messages on roadside visual message boards placed on main roads leaving the ACT over long weekends, Easter and Christmas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The "Learning to slow down in 40 km/h School Zones" advertisement on radio, TV, roadside visual message signs, twitter and internet at the beginning of the school term	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Demographics

The following questions will be used for demographic purposes only.

Q22. Please stop me when I read out your age group. Prompt

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Q23. What license or licenses do you currently hold?

- Car: Learner's permit
- Car: Provisional license or p/plate
- Car: Full driver's license
- Heavy vehicle license
- Bus driver's license
- Motorcycle: Learner's permit
- Motorcycle: Provisional license
- Motorcycle: Full license
- Taxi or hire car license
- I do not currently hold a license

Q24. Gender by voice.

- Male
- Female