



GoSafe Public Opinion Survey 2012/13

Report

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GoSafe**

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Appendix 1 Questionnaire

1. Executive Summary

Awareness of the Wales Road Casualty Reduction Partnership

- 6% had heard of the Wales Road Casualty Reduction Partnership
- The main sources of awareness were television (38%), leaflet/poster (24%) and newspaper advert (10%)

Awareness of GoSafe

- 28% had heard of GoSafe, highest in North Wales (32%) and South Wales (30%) and lowest in Gwent (20%)
- The main source of awareness was television advert (49%)

Attitudes towards fixed speed cameras

- 84% found fixed speed cameras to be acceptable and 11% said that they were unacceptable
- 73% said that they always drive within the speed limit because of these cameras and 27% said that they only slow down when they see a camera

Attitudes towards mobile speed cameras

- 68% stated that mobile speed cameras were acceptable and 26% stated that they were not acceptable
- 68% said that they always drive within the speed limit because of these cameras and 32% said that they only slow down when they see a van
- 68% think that mobile speed camera vans deliberately try to hide from motorists

Attitudes towards red light cameras

- 80% stated that red light cameras were acceptable and 9% said that they were not acceptable
- 63% said that they always stop when traffic lights are on amber, 25% said that they sometimes go through on amber and 1% said that they have gone through on a red light

Views on speed cameras

- 53% thought that speed cameras were deployed in areas where people are speeding and 40% felt that they were deployed in areas where there have been injury collisions
- 58% felt that the primary purpose of speed cameras was to prevent collisions and 37% felt that their main purpose was to make money
- 33% said that they would most like to see speed cameras placed on a main road in an urban area, 28% in a city or town and 26% in a village. Just 8% thought that speed cameras were best placed on a motorway and 6% on a dual carriageway

Driving behaviour

- 44% said that young men are the most likely to break the speed limit and 22% said business travellers in vans/lorries
- 28% had been caught speeding by a speed camera – 60% by a mobile camera and 34% by a fixed camera
- 2% said that they had been caught going through a red light by a red light camera
- 14% agreed that speeding is a way of life and that speed limits shouldn't be enforced

Speed Awareness Courses

- 45% thought that Speed Awareness Courses should be offered a second or third time within a three year period and 45% said that they should only be offered once only
- 11% said that they had been on a Speed Awareness Course
- 88% felt that the Speed Awareness Course was beneficial
- 86% stated that they only went on the course to avoid the penalty points

30mph zones

- 80% felt that 30mph was a safe speed to travel when driving in a 30mph zone
- The most popular response when asked at what speed drivers should be prosecuted at in a 30mph zone was 35mph (28%) followed by 33mph (18%)

Advertising

- 50% claimed to have seen advertising about reducing speeds
- 90% said that they had seen advertising on television
- 55% of drivers felt that the advertising had a positive effect on their driving behaviour

Effectiveness of different types of advertising

- Television was considered to be the most effective advertising medium with 56% rating it as a 5 (most likely to have an effect) and a further 29% rating it as a 4

Road Safety Advice

- 6% said that they had ever tried to look for road safety advice
- 65% of those who had looked for advice did so on the internet
- 33% said that they would use the web for road safety advice and 17% said that they would use social media

Awareness of the GoSafe Website

- 11% had heard of www.gosafe.org
- 13% of those who had heard of it, had actually used the website
- All those who had used it found what they were looking for
- 85% said that they would return to the site.

Social Media Use

- 55% use some kind of social media (such as Facebook, Twitter, Linked in), the most popular being Facebook (49%)

Young Drivers

- 11% of those aged 17 – 24 had heard of the website www.deadlymates.com
- The most common sources of awareness were leaflet/poster (37%), television advert (21%), internet/website (16%), social media (12%) and radio advert (9%).
- Of those who had heard of the website 22% of them had visited the site.
- All of those who had visited the website said that they found the information that they were looking for
- Half of the respondents interviewed would return to the site in the future.
- 12% rated their driving as excellent, 34% said it was very good, 53% said it was good and 1% said that their driving needed improving
- 7% said that their friends would rate their driving skills as excellent, 60% said good, 28% said very good and 4% said that their friends would think that their driving needing improving

-
- 7% said that they had shown off because some of their friends were in the car
 - 51% said that they had ever felt unsafe being driven by a friend of which 71% said that they had told the driver that they felt unsafe
 - 2% of those who use McDonalds had received a leaflet from them about Deadly Mates.

Motorcyclists

- 5% said that they held a motorcycle licence.
- 11% of them said that they had heard of the website www.walesbybike.com.
- 50% had heard of the website via friends, 40% had seen a leaflet/poster.
- 40% of those who had heard of the site had visited the site
- All of those who visited the site (4 people) found what they were looking for
- All would return to the site.
- 60% of motorcyclists use their bike for pleasure only, 7% for commuting only and 34% use their bike for both
- 12% thought that speed limits in rural Wales should be relaxed for motorcyclists
- 53% agreed that in most collisions involving a motorcyclist car drivers are to blame for the collision

2. Background and Objectives

GoSafe is a Partnership funded by a Welsh Government Grant and is made up of the 22 Welsh Unitary Authorities, Welsh Government, four Welsh Police Forces and Her Majesty's Court & Tribunal Service. The aim of the Partnership is to reduce the number of people killed or seriously injured on Welsh roads through speed and red light enforcement, education, and contribution to engineering strategies.

Future Focus Research were commissioned by the Partnership to conduct a survey across the whole of Wales amongst its' residents.

The research objectives were as follows:

- To measure awareness of the Wales Road Casualty Reduction Partnership and of GoSafe
- To gather views on fixed, mobile and red light cameras
- To ascertain views of speed awareness courses and their effects
- To measure awareness of speed awareness advertising and its' effect on driving behaviour
- To determine the perceived effectiveness of different types of advertising
- To measure awareness and use of www.gosafe.org
- To measure awareness of www.deadlymates.com (aged 17 – 24 only)
- To measure awareness of www.walesbybike.com (motorcycle licence only)

3. Methodology

A face-to-face street interviewing approach was chosen to fulfil the objectives of this research.

Questionnaire Design

The questionnaire was designed by GoSafe. Future Focus Research worked with GoSafe to finalise the questionnaire and CAPI script. The final questionnaire length was around 10 minutes and is included at Appendix A.

Sampling Approach

In order to achieve 2000 interviews, a disproportionate sampling approach was used to ensure that 500 interviews were achieved in each police force area. Twenty sampling points were chosen within each police force area. The sampling points chosen ensured that each local authority was represented in the final sample.

The sampling points were allocated to interviewers and 25 interviews were conducted at each sampling point – totalling 500 in each area. Interviewers achieved the interviews in accordance with the pre-agreed quotas, as shown in Table 1 below.

TABLE 1: Quota Controls based on 2000 Interviews

Gender	% of sample	No of Interviews
Male	49%	980
Female	51%	1,020
Total	100%	2,000
Age Groups		
16 - 24	13%	260
25 - 44	36%	720
45 - 64	29%	580
65+	22%	440
Total	100%	2,000

Interviewer Conduct

Individual interviewers carried out the following procedures throughout the course of the fieldwork:-

- showed their ID card - all Future Focus Research interviewers carry an MRS identification card
- explained who had commissioned the survey and its purpose
- stressed the confidentiality of the interview
- advised that the interview will be conducted in accordance with the Code of Conduct of the Market Research Society,
- gave an estimate of how long the interview was likely to last

Achieved Sample

In line with the brief, 2000 interviews were achieved in total – 500 in each police region.

The demographics of the achieved sample are shown in Table 2 below.

TABLE 2

Sample Demographics			
Police Region	South Wales	500	25%
	Dyfed Powys	500	25%
	Gwent	500	25%
	North Wales	500	25%
Gender	Male	980	49%
	Female	1,020	51%
Age	17-24	260	13%
	25 – 44	720	36%
	45 – 64	580	29%
	65+	440	22%
Car Driver	Yes	1444	72%
	No	556	28%
Motorcycle driver	Yes	94	5%
	No	1906	95%

Weighting of data

Due to the disproportionate sampling approach used (i.e. 500 interviewers in each police force area) the final data was weighted to reflect the overall population of Wales.

The area weights used are shown in Table 3 below:

TABLE 3: Area weight

Area	Achieved No.	Achieved %	Weighted No.	Weighted %
South Wales	500	25%	820	41%
Dyfed Powys	500	25%	340	17%
Gwent	500	25%	380	19%
North Wales	500	25%	460	23%

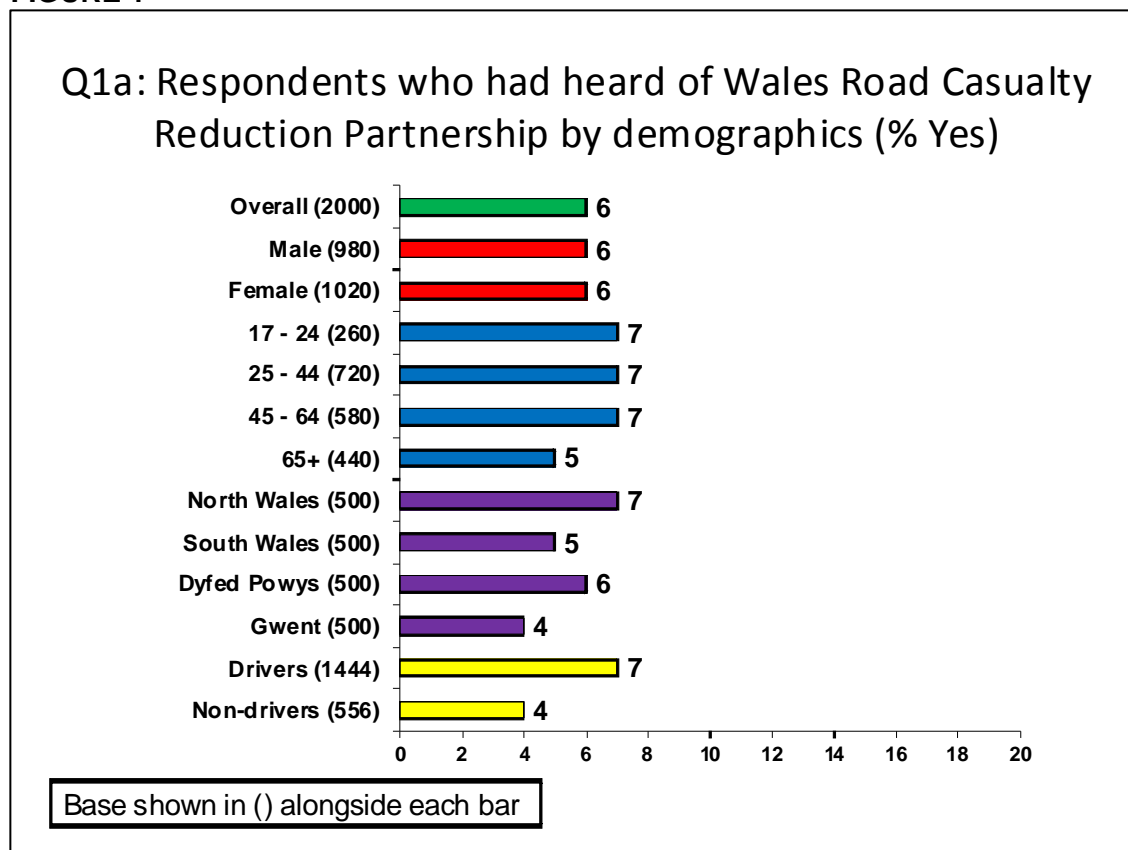
4. Research Findings

4.1 Awareness of the Wales Road Casualty Reduction Partnership

Respondents were firstly asked whether they had heard of the Wales Road Casualty Reduction Partnership. Just 6% said that they had heard of it (Figure 1).

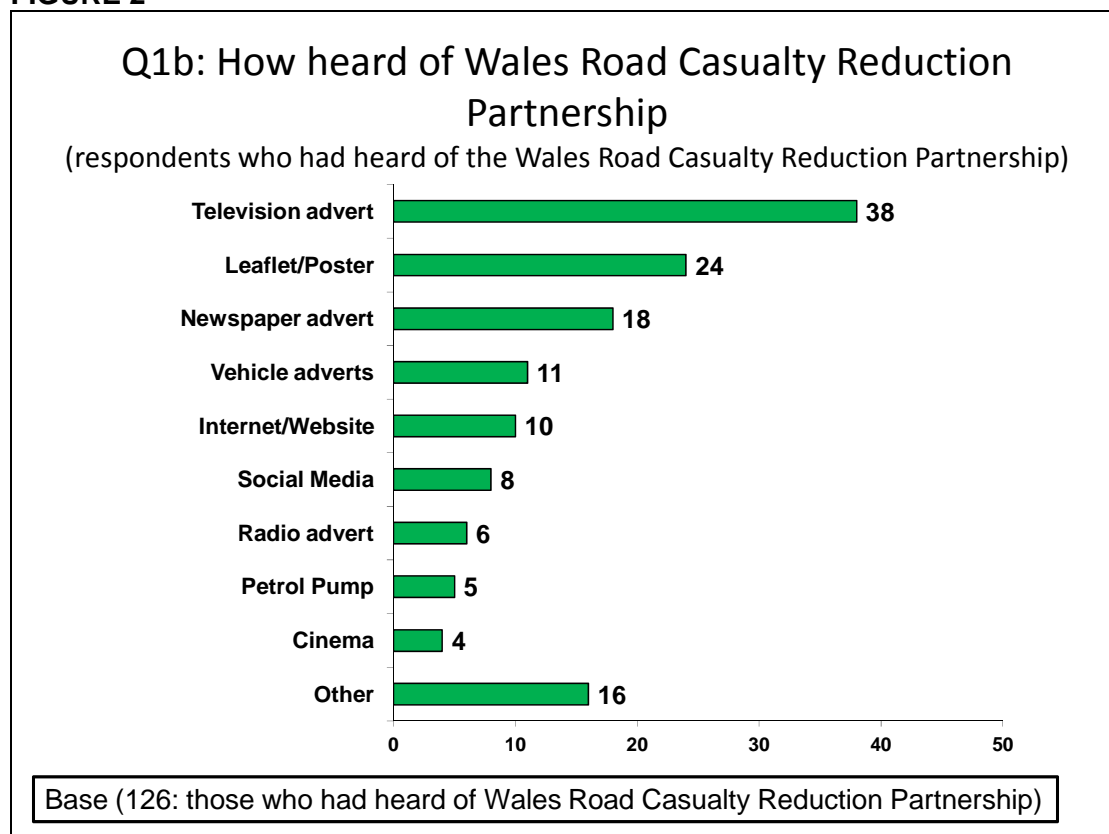
There was very little difference by demographics in the percentage that had heard of the Wales Road Casualty Reduction Partnership although drivers were slightly more aware than non-drivers (Figure 1).

FIGURE 1



Those who had heard of the Wales Road Casualty Reduction Partnership were asked where they had heard of it. The most popular response was television (38%, 48 respondents), followed by leaflet/poster (24%, 31 respondents) and newspaper advert (10%, 12 respondents) (Figure 2).

FIGURE 2



4.2 Awareness of GoSafe

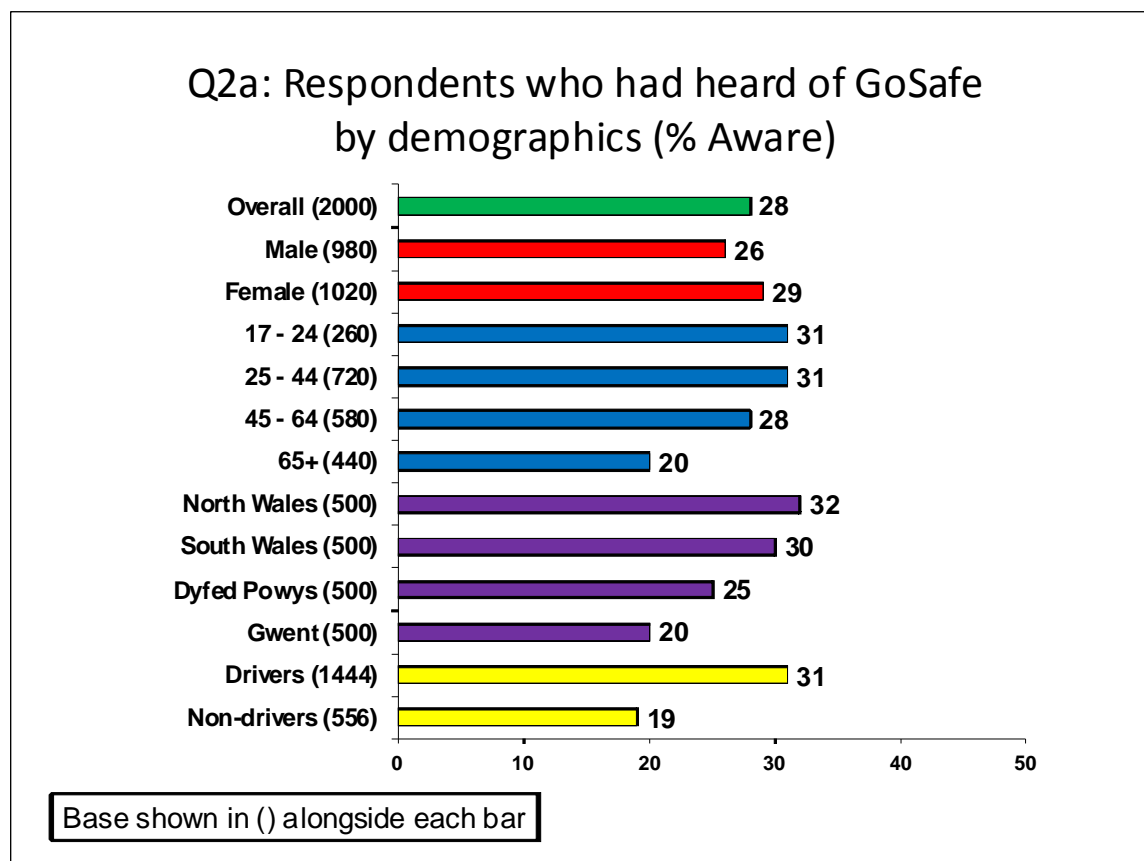
When asked if they were aware of GoSafe, awareness was much higher at 28% (Figure 3).

There were some variations between groups with those over 65 being less likely than other age groups to have heard of GoSafe at 20%.

Those living in North Wales were the most likely to have heard of GoSafe (32%), followed by South Wales at 30%. Residents in Gwent were the least likely (20%).

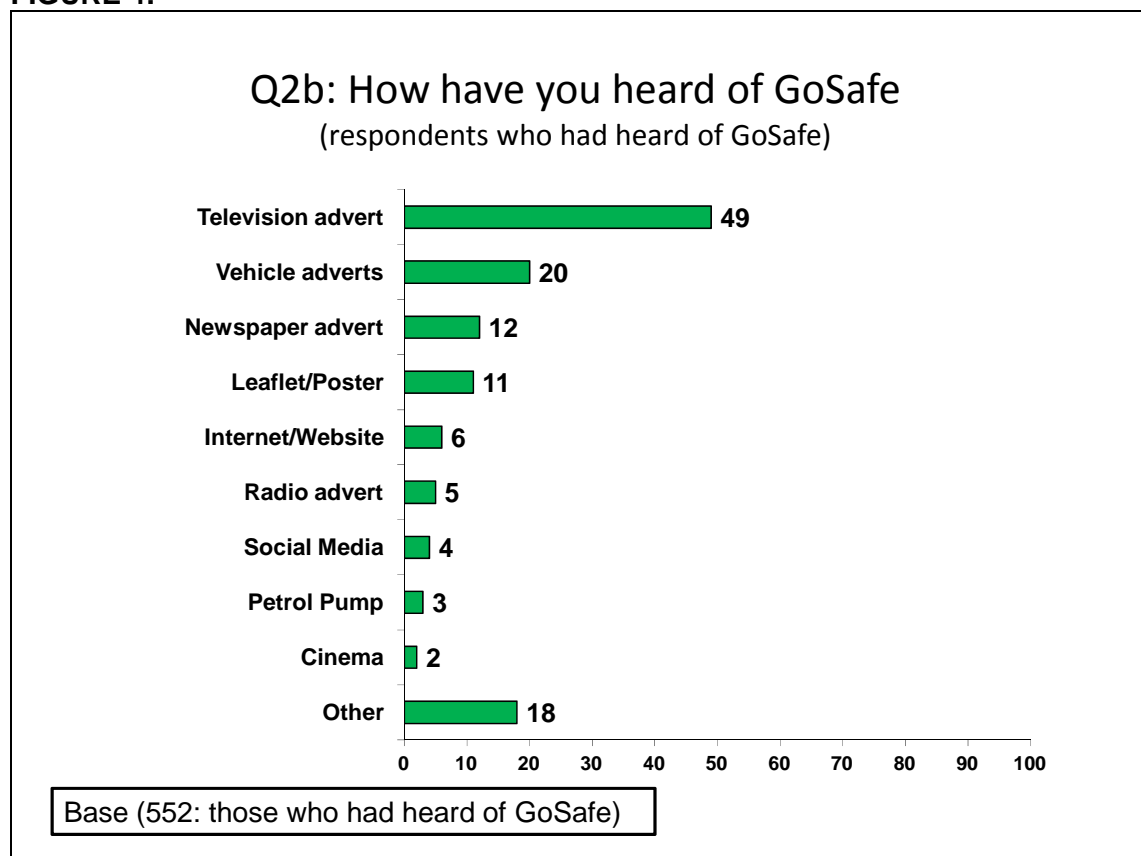
Awareness was also higher amongst drivers (31% compared to 19% of non-drivers).

FIGURE 3



Television advertising was the most common response when asked how they had heard of GoSafe with just under a half (49%) mentioning this. Vehicle adverts were also a popular source of awareness (Figure 4).

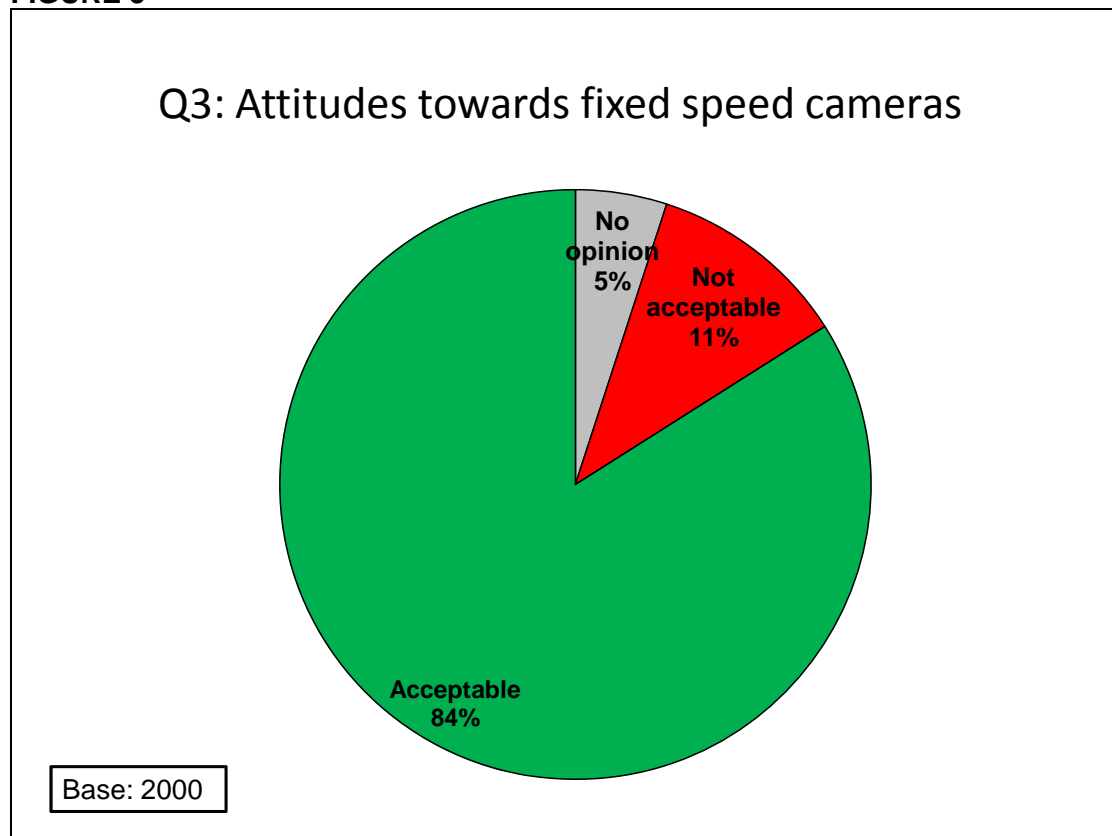
FIGURE 4:



4.3 Attitudes towards fixed speed cameras

A very high proportion (84%) stated that they found fixed speed cameras to be acceptable. Just 11% said that they were unacceptable and 5% had no opinion (Figure 5).

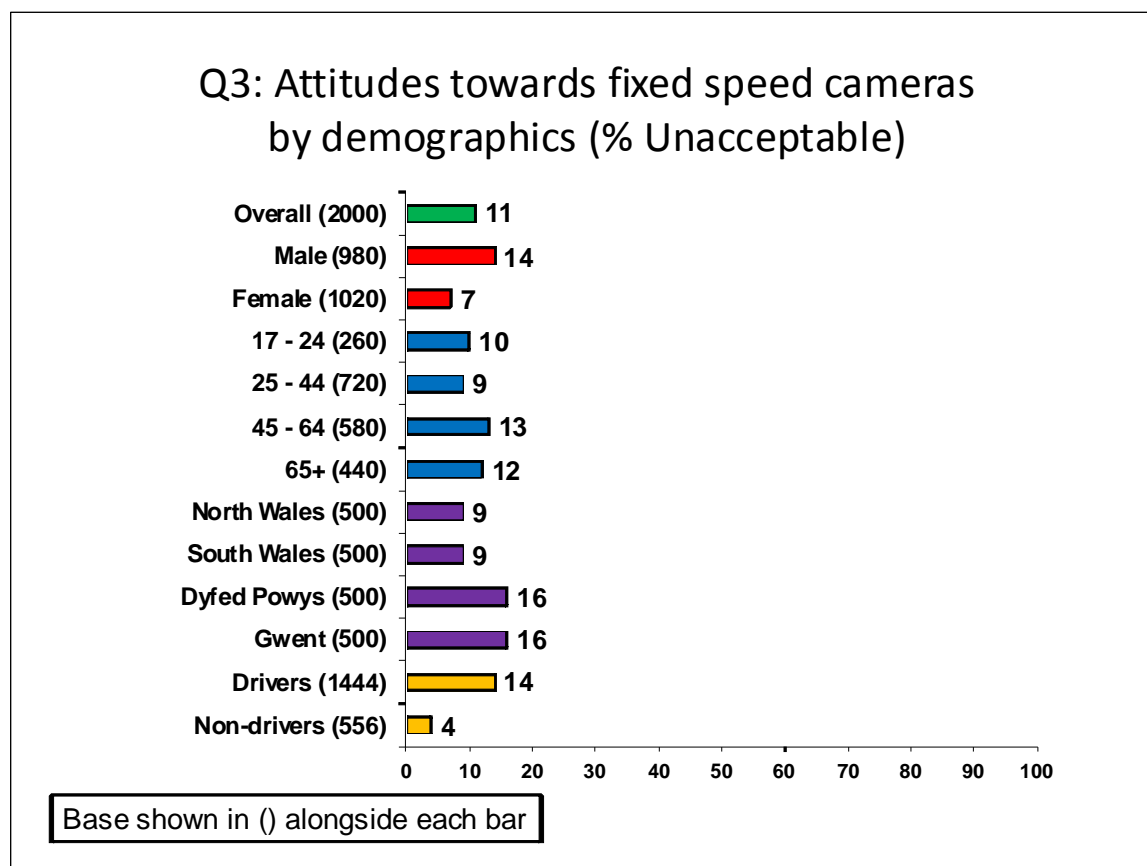
FIGURE 5



Males were twice as likely as females to consider fixed speed cameras to be unacceptable (14% compared to 7%) as were those living in Gwent and Dyfed Powys (16%) (Figure 6).

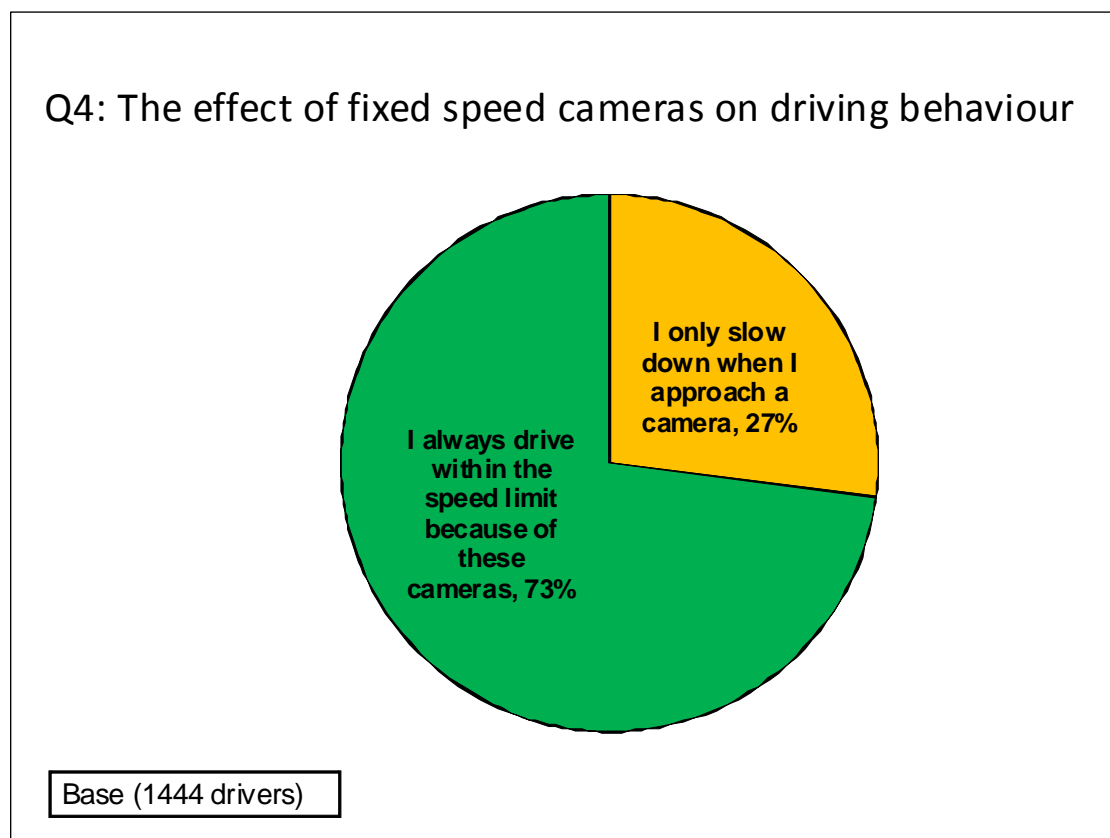
As might be expected, drivers were much more likely than non-drivers to find them unacceptable (14% compared to 4%).

FIGURE 6



Drivers were asked what effect fixed speed cameras had on their driving behaviour. Almost three quarters (73%) said that they always drive within the speed limit because of these cameras, whilst 27% said that they only slow down when they see a camera (Figure 7).

FIGURE 7

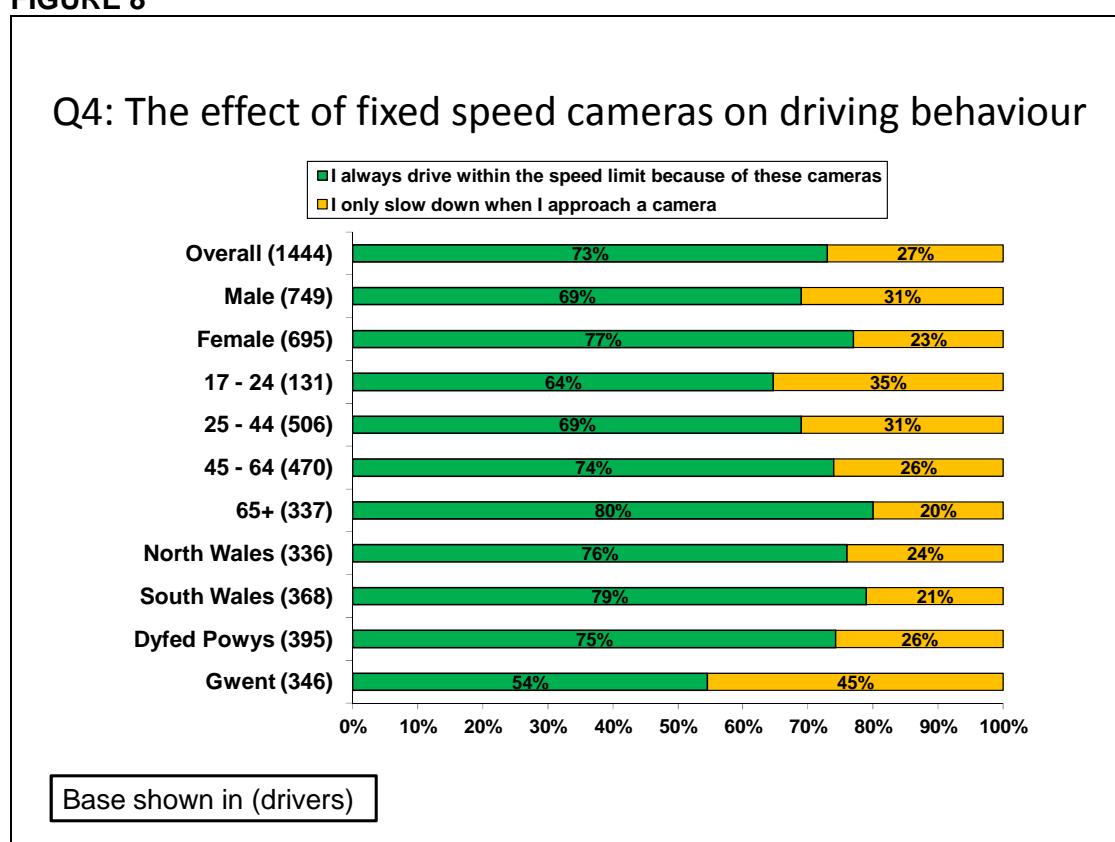


Men were more likely than women to say that they only slow down when they see a camera (31% compared to 23%), as were those aged 17 – 24 (35%).

Those aged 65+ were most likely to say that they always drive within the speed limit because of the cameras (80%).

Those living in Gwent were much more likely than residents in other regions to say that they would only slow down when they approach a camera (45%) (Figure 8).

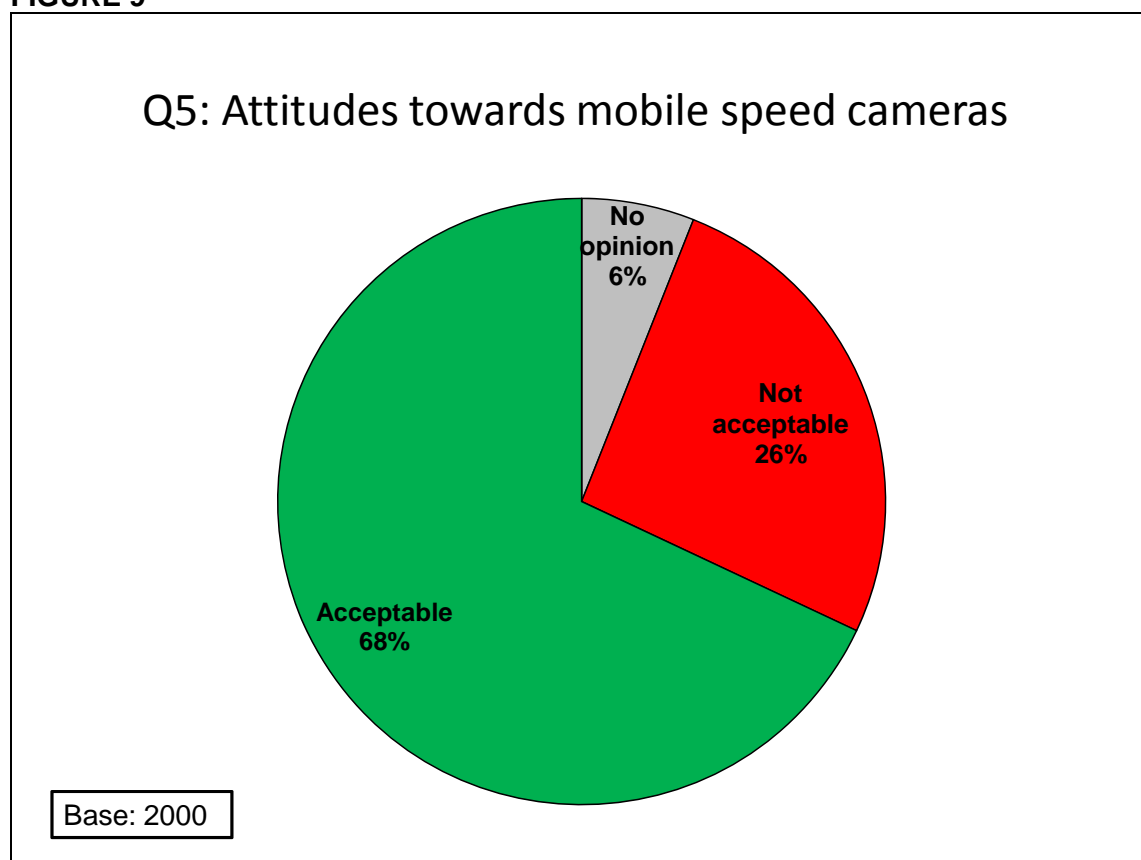
FIGURE 8



4.4 Attitudes towards mobile speed cameras

Just over two thirds (68%) stated that mobile speed cameras were acceptable, lower than the percentage that considered fixed cameras to be acceptable (84%). Over a quarter of respondents (26%) stated that they were not acceptable and 6% had no opinion (Figure 9).

FIGURE 9

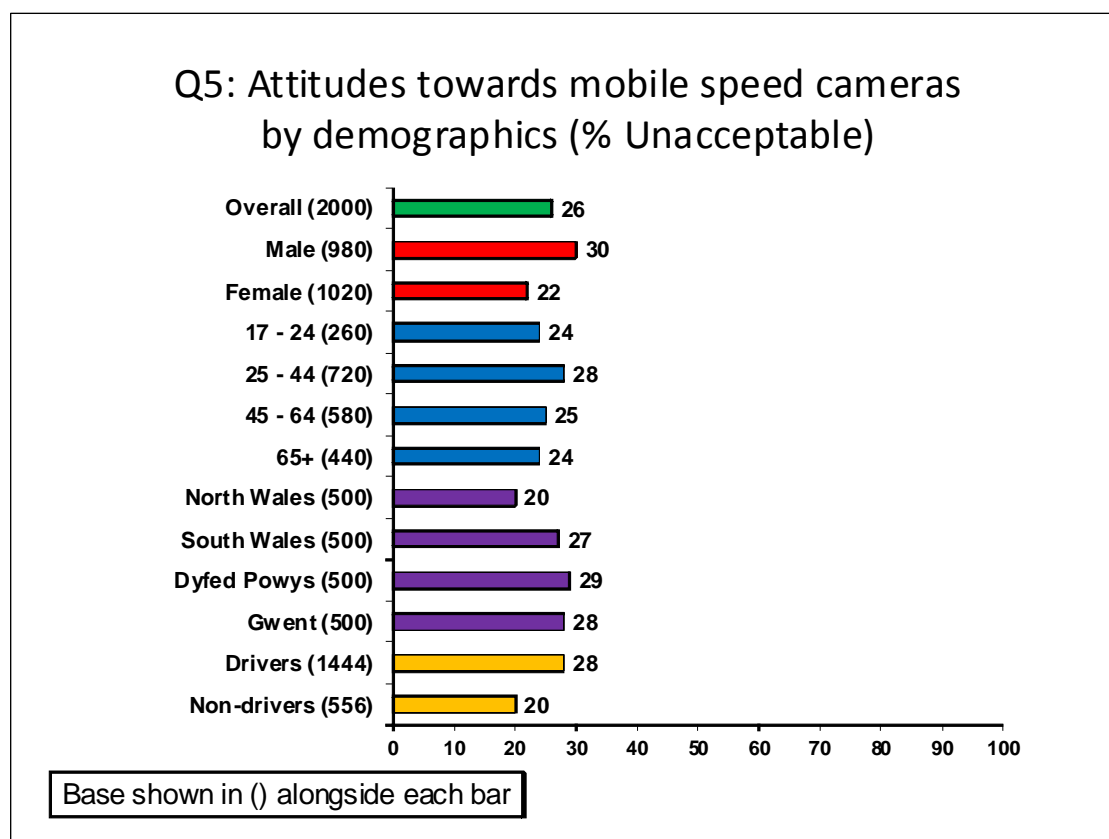


Males were slightly more likely than females to consider mobile speed cameras to be unacceptable (30% compared to 22%).

Those living in North Wales were less likely to say that they were unacceptable than those living in the other three regions.

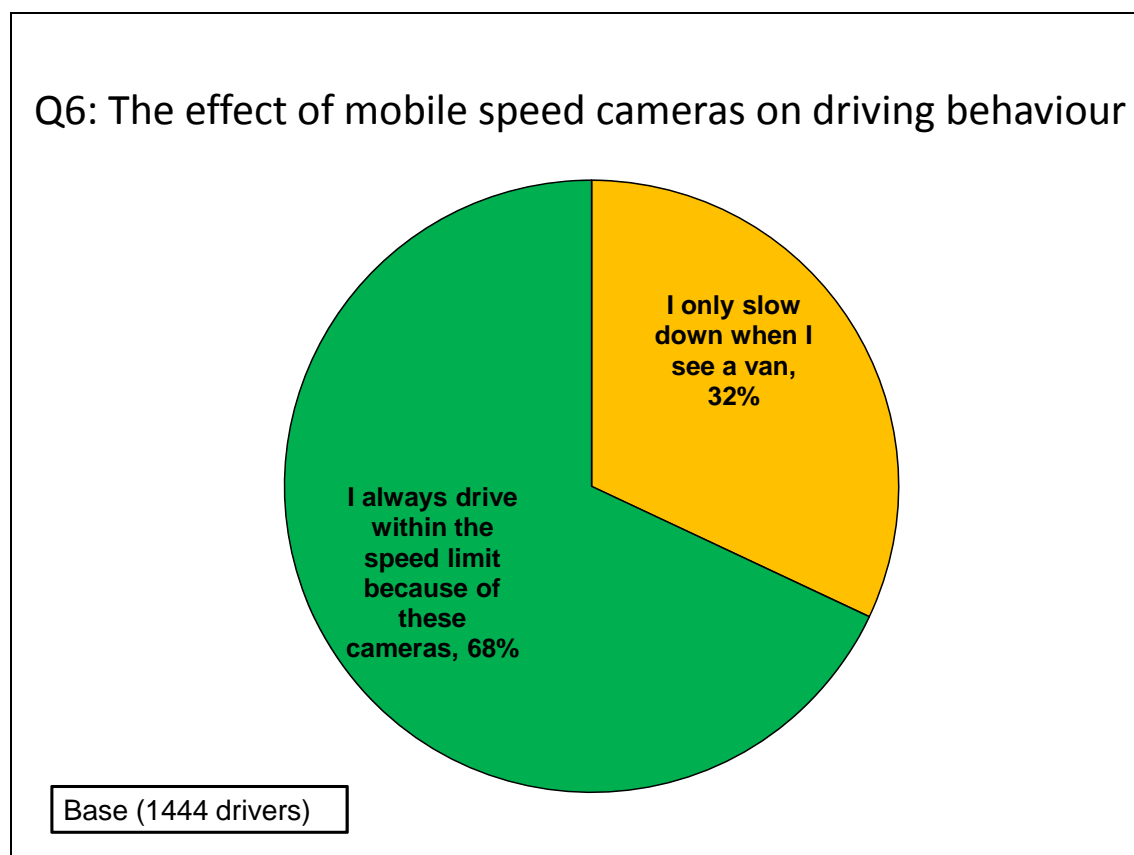
As might be expected, drivers were more likely than non-drivers to find them unacceptable (28% compared to 20%) (Figure 10).

FIGURE 10



Drivers were asked what effect mobile speed cameras had on their driving behaviour. Just over two thirds (68%) said that they always drive within the speed limit because of these cameras, whilst 32% said that they only slow down when they see a van (Figure 11).

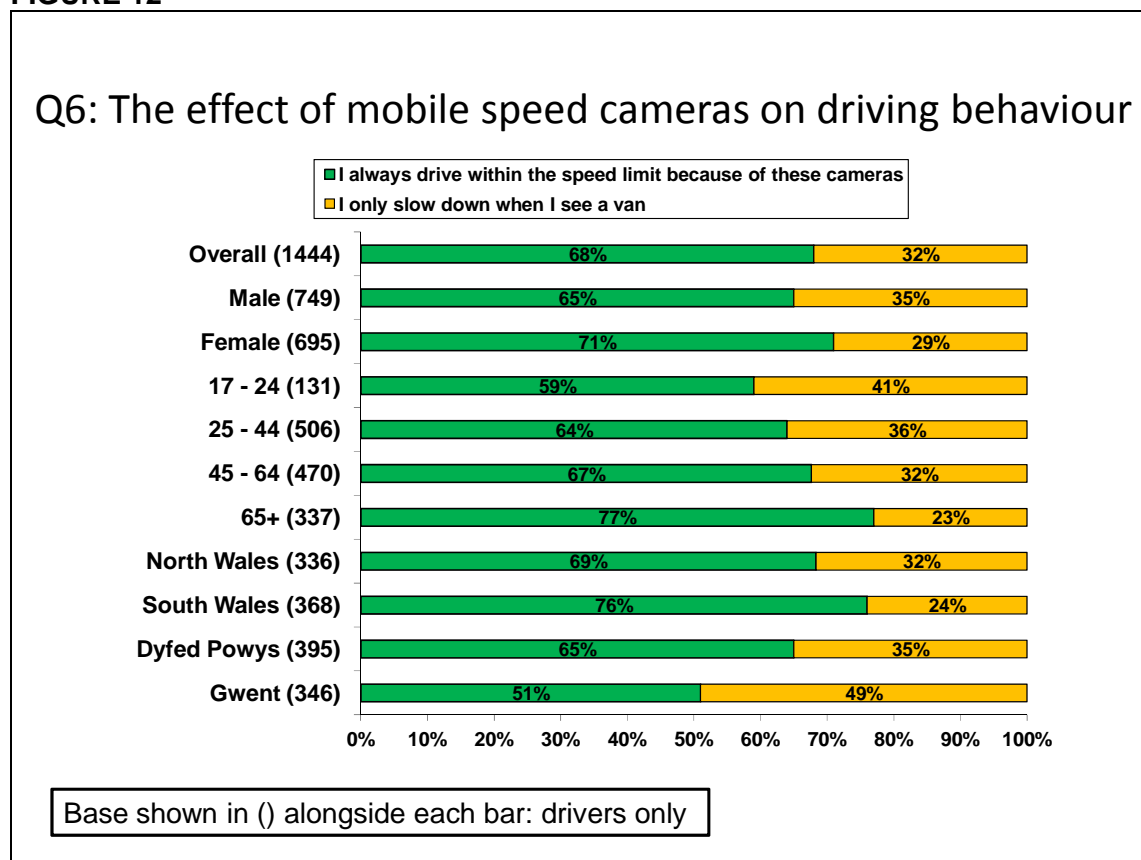
FIGURE 11



The percentage stating that they always drive within the speed limit because of mobile speed cameras increased with age from 59% of those aged 17 – 24 to 77% of those aged 65+.

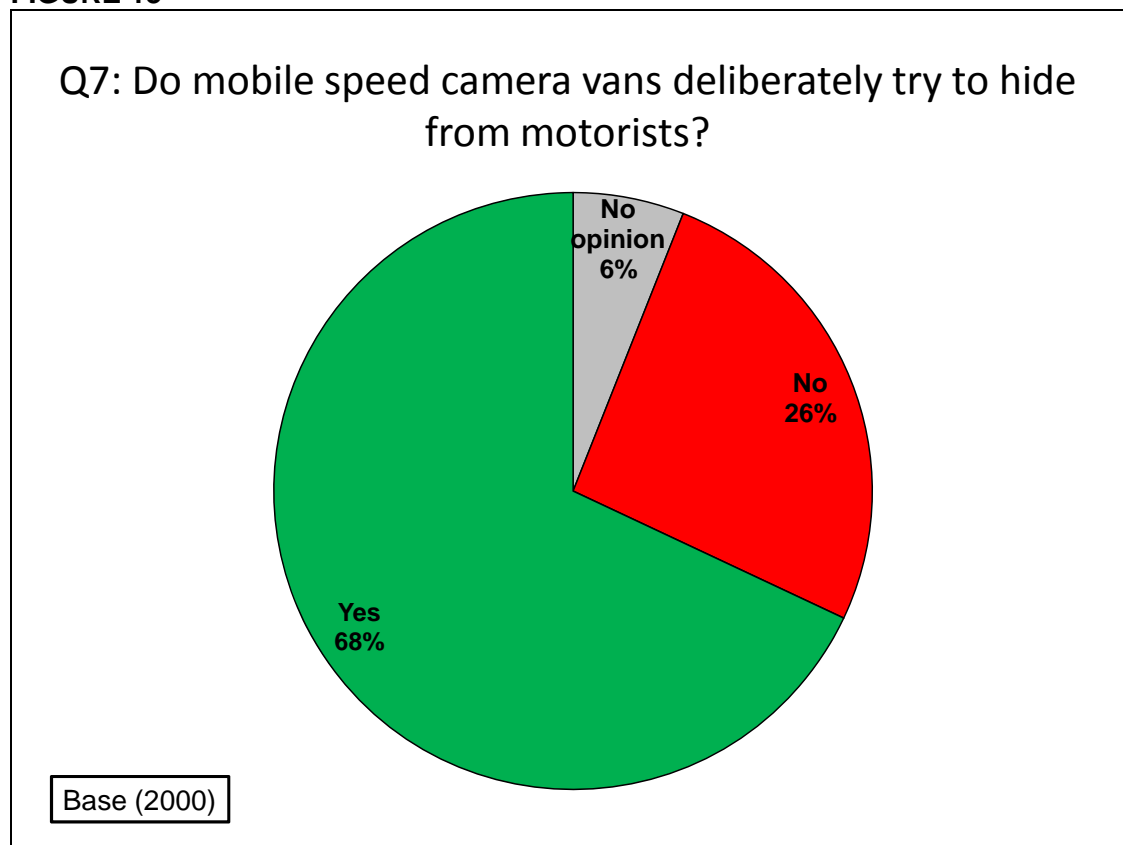
Those living in Gwent were much more likely than residents in other regions to say that they would only slow down when they see a van (49%) (Figure 12).

FIGURE 12



Over two thirds of respondents think that mobile speed camera vans deliberately try to hide from motorists. Just over a quarter (26%) do not think that they hide and 6% have no opinion (Figure 13).

FIGURE 13



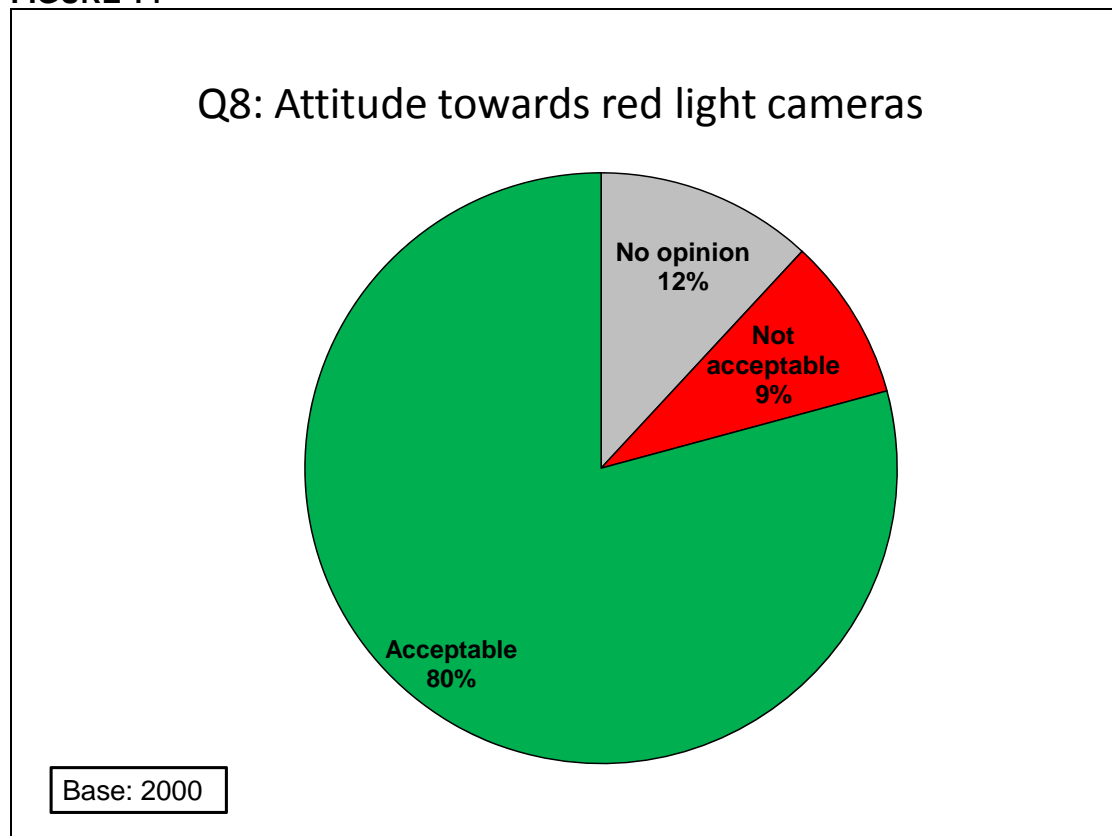
Those living in Gwent and South Wales were more likely to think that they hide (73% and 72%) compared to 65% in North Wales and 59% in Dyfed Powys.

Drivers were also more likely to think that they hide (72% compared to 59% of non-drivers).

4.5 Attitudes towards red light cameras

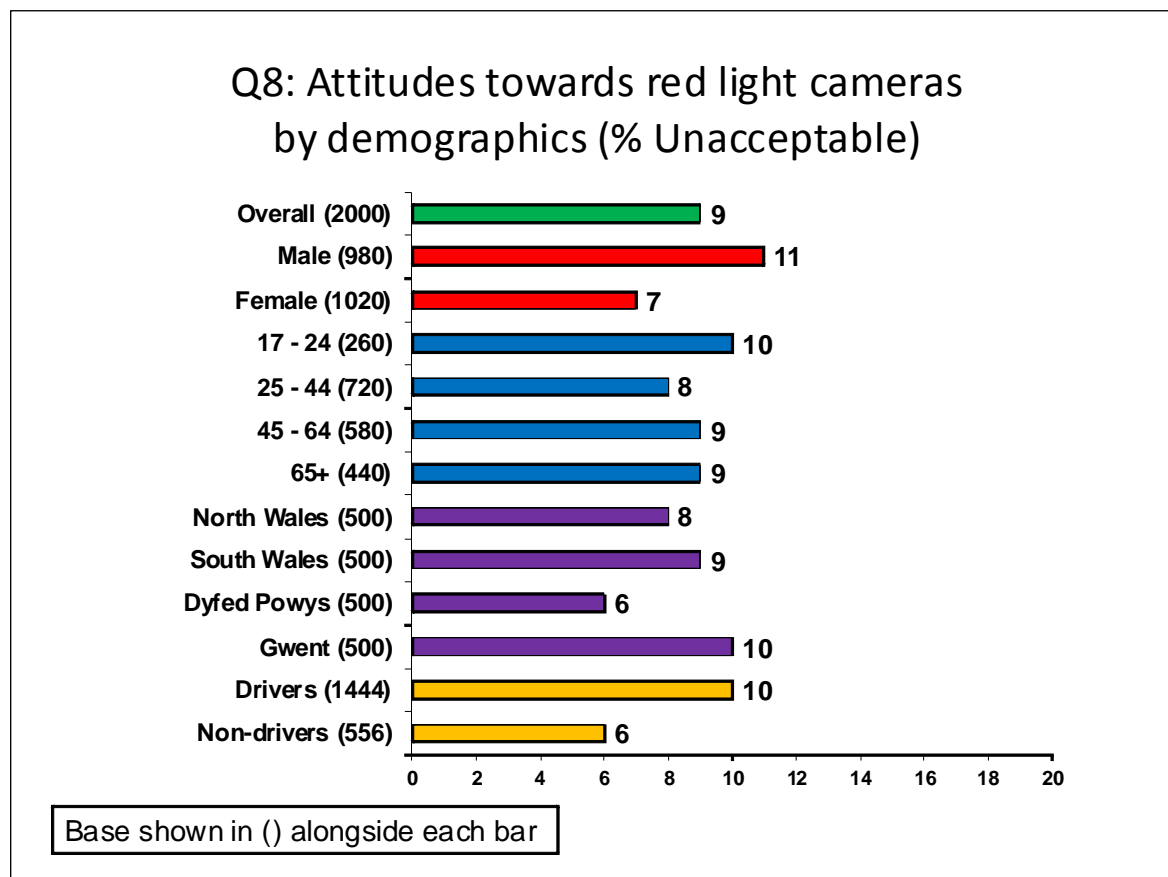
A high proportion (80%) stated that red light cameras were acceptable. Just under 1 in 10 (9%) considered them not to be acceptable and 12% had no opinion (Figure 14).

FIGURE 14



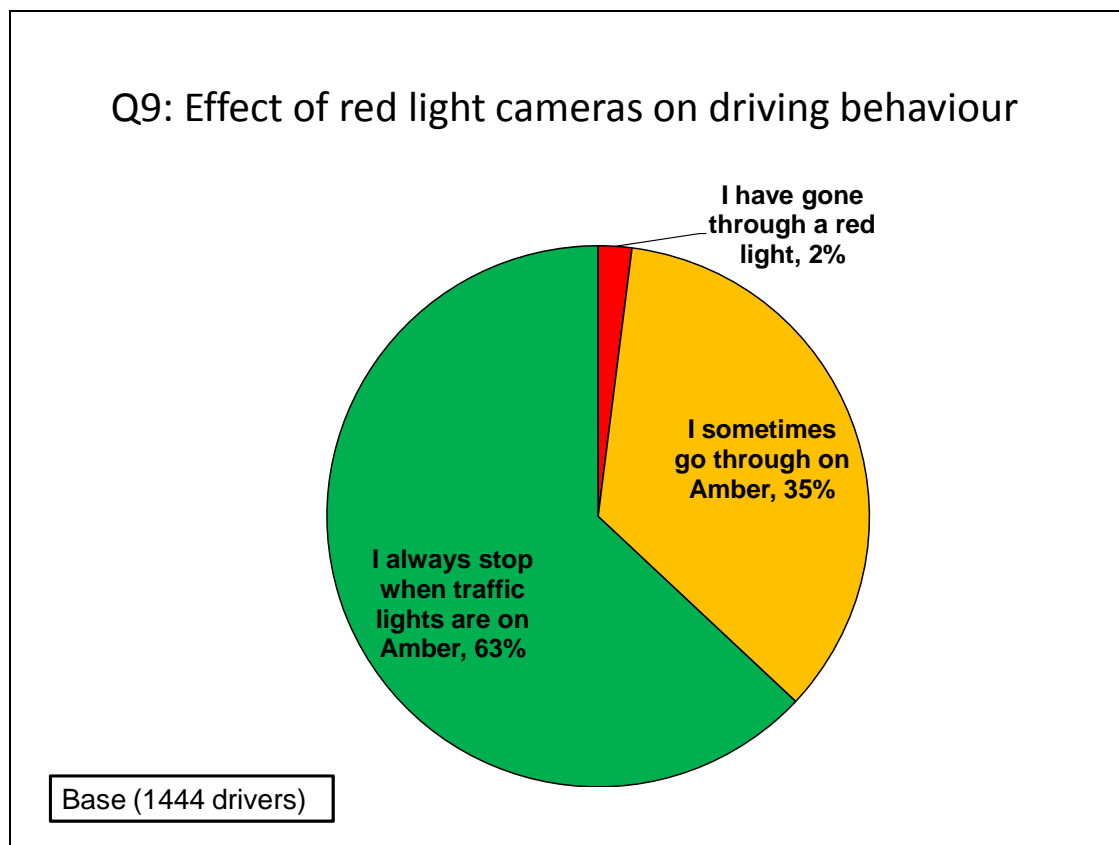
There was little variation between the different demographic groups when asked about the acceptability of red light cameras (Figure 15).

FIGURE 15



Drivers were asked what effect red light cameras had on their driving behaviour. Just under two thirds (63%) said that they always stop when traffic lights are on amber. A quarter (25%) said that they sometimes go through on amber and just 1% said that they have gone through on a red light (Figure 16).

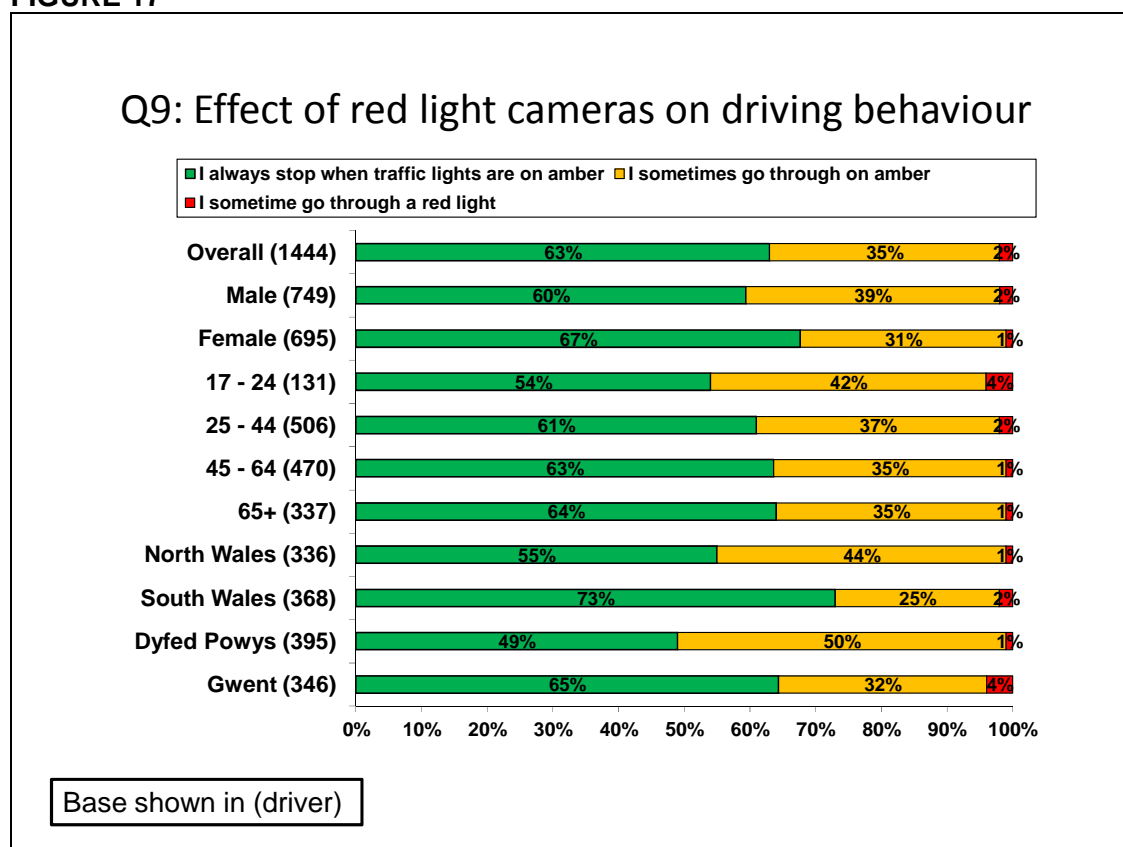
FIGURE 16



Males were slightly more likely than females to say that they sometimes go through a light on amber (39% compared to 31%), as were those aged 17 – 24 (42%).

Those living in Dyfed Powys were the most likely to say that they sometimes go through on amber (50%), followed by 44% of those living in North Wales. Those living in South Wales were the least likely (25%) (Figure 17).

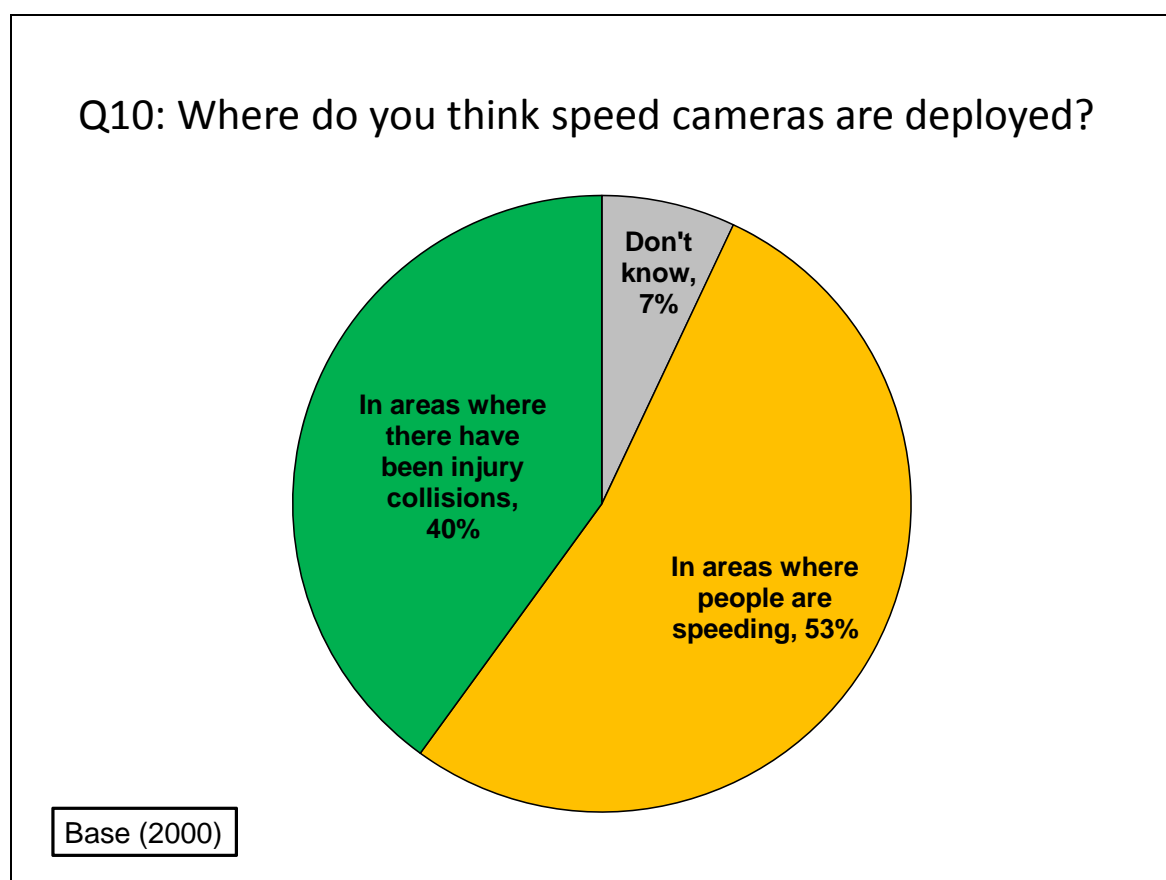
FIGURE 17



4.6 Views on speed cameras

When asked where they thought speed cameras were deployed, views were split. Over a half (53%) thought they were deployed in areas where people are speeding, whilst 40% felt that they were deployed in areas where there have been injury collisions (Figure 18).

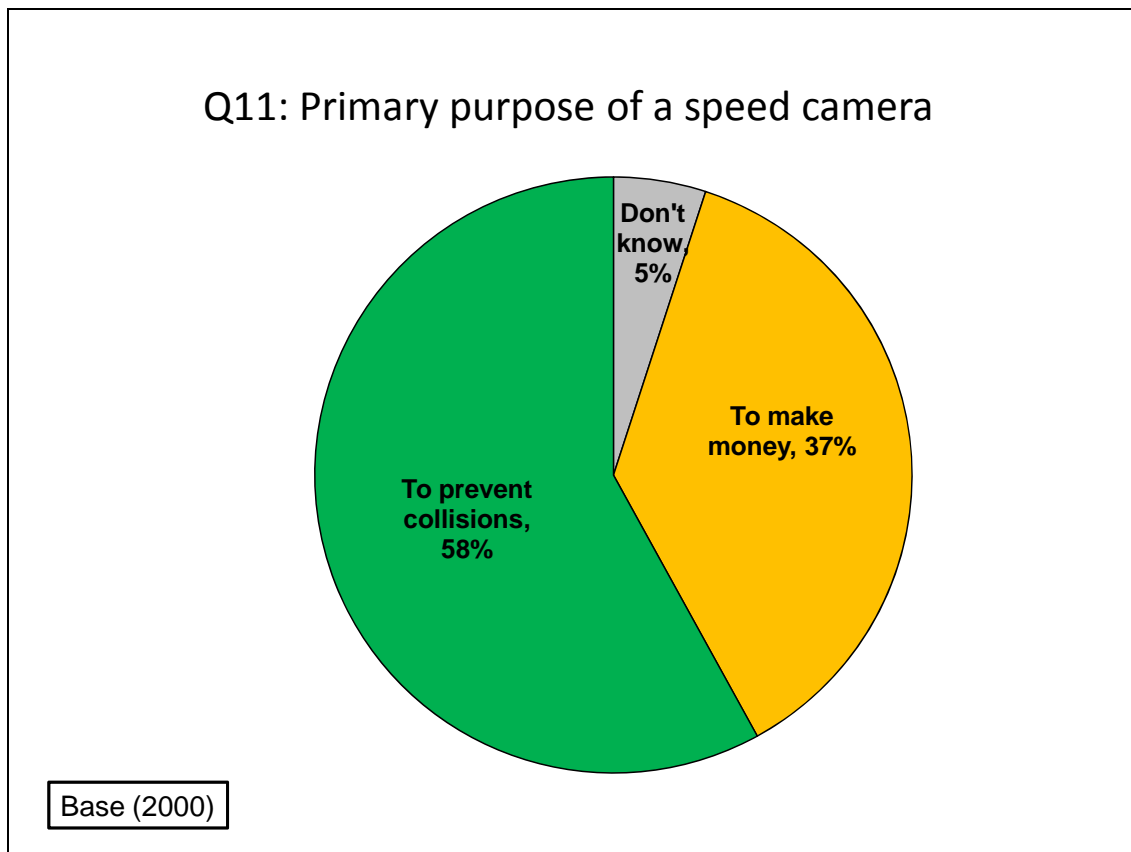
FIGURE 18



Residents of South Wales were most likely to think that speed cameras were deployed in areas where there have been injury collisions (44%) whilst those living in Dyfed Powys were least likely (33%).

Almost 6 in 10 (58%) felt that the primary purpose of speed cameras was to prevent collisions; however 37% felt that their main purpose was to make money (Figure 19).

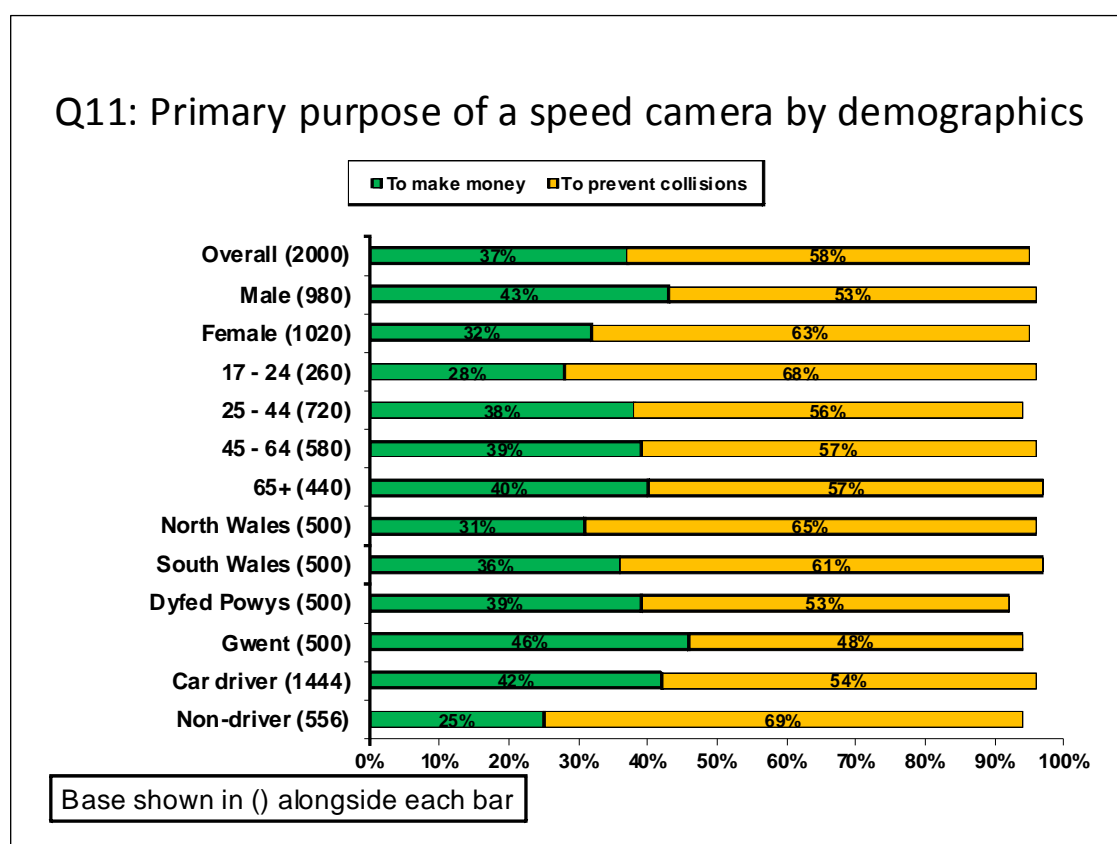
FIGURE 19



Males were more likely than females to state that the primary purpose of speed cameras was to make money (42% compared to 32%), as were those living in Gwent (46%) and drivers (42%).

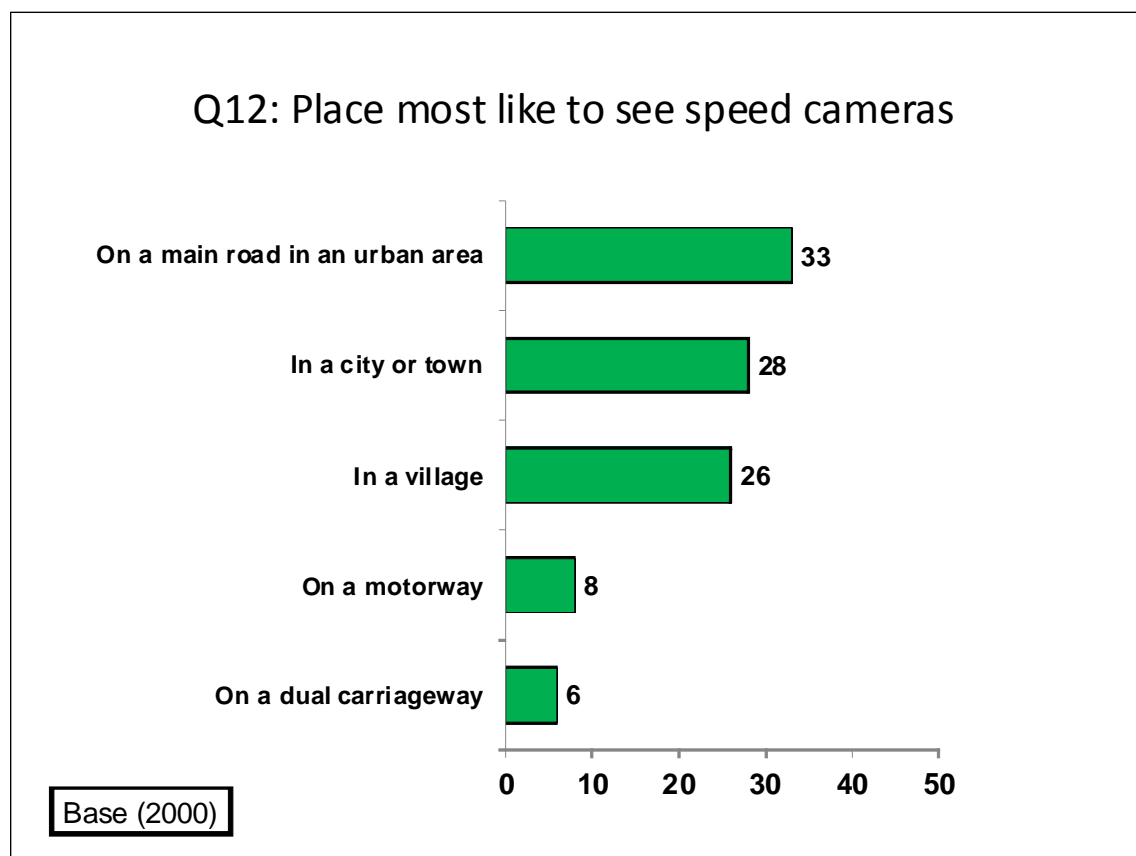
Those aged 17- 24 were less likely than other age groups to think that the main purpose of speed cameras was to make money (28%), with 68% stating that the main purpose was to prevent collisions (Figure 20).

FIGURE 20



When asked where they would most like to see speed cameras placed, opinions were split between *on a main road in an urban area* (33%), *in a city or town* (28%) and *in a village* (26%). Much lower percentages felt that speed cameras were best placed *on a motorway* (8%) or *on a dual carriageway* (6%) (Figure 21).

FIGURE 21



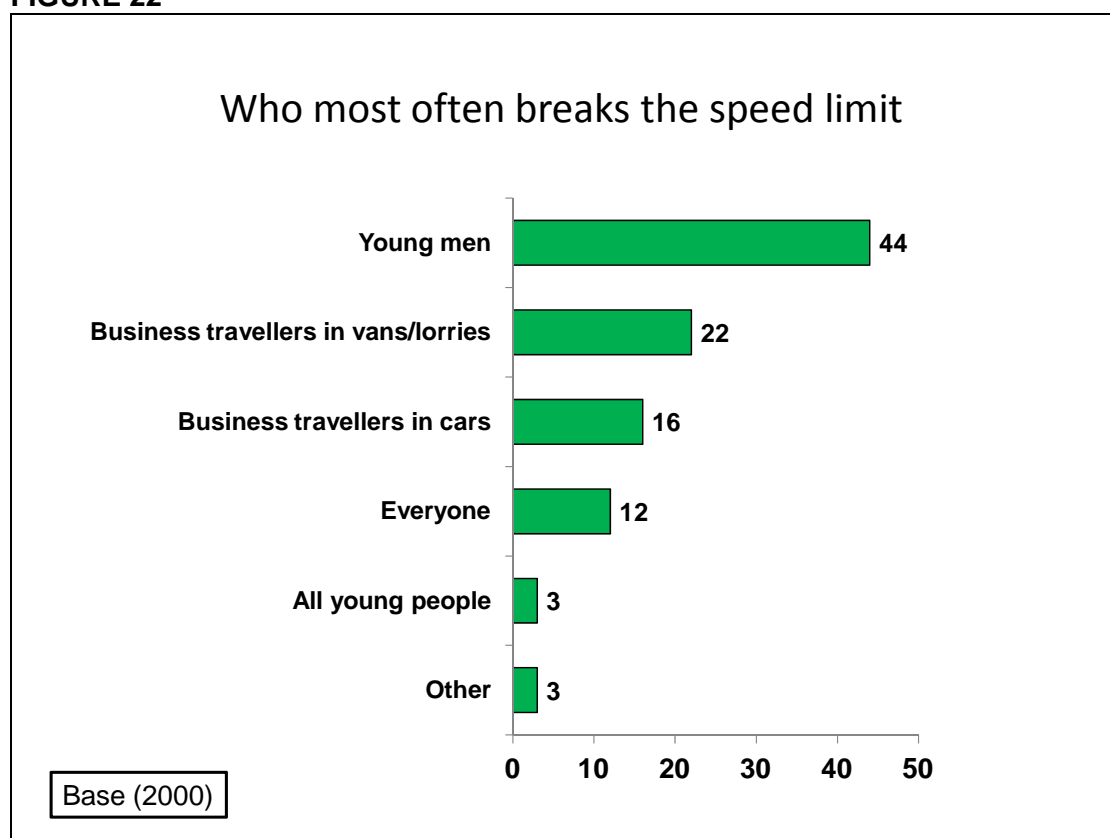
Residents in Gwent and South Wales were more likely to want to see speed cameras in a city or town (42% and 31% respectively compared to 17% in North Wales and 16% in Dyfed Powys).

Residents in Dyfed Powys and North Wales were more likely to want to see cameras in villages (both 35% compared to 26% in Gwent and 16% in South Wales).

4.7 Driving behaviour

Over 4 in 10 (44%) believe that young men are the most likely to break the speed limit. This was followed by business travellers in vans/lorries (22%). Approximately 1 in 8 (12%) stated that everyone was guilty of breaking the speed limit (Figure 22).

FIGURE 22



Interestingly those aged 17 – 24 and those aged 65+ were most likely to think that young men broke the speed limit more often (47% and 53% respectively).

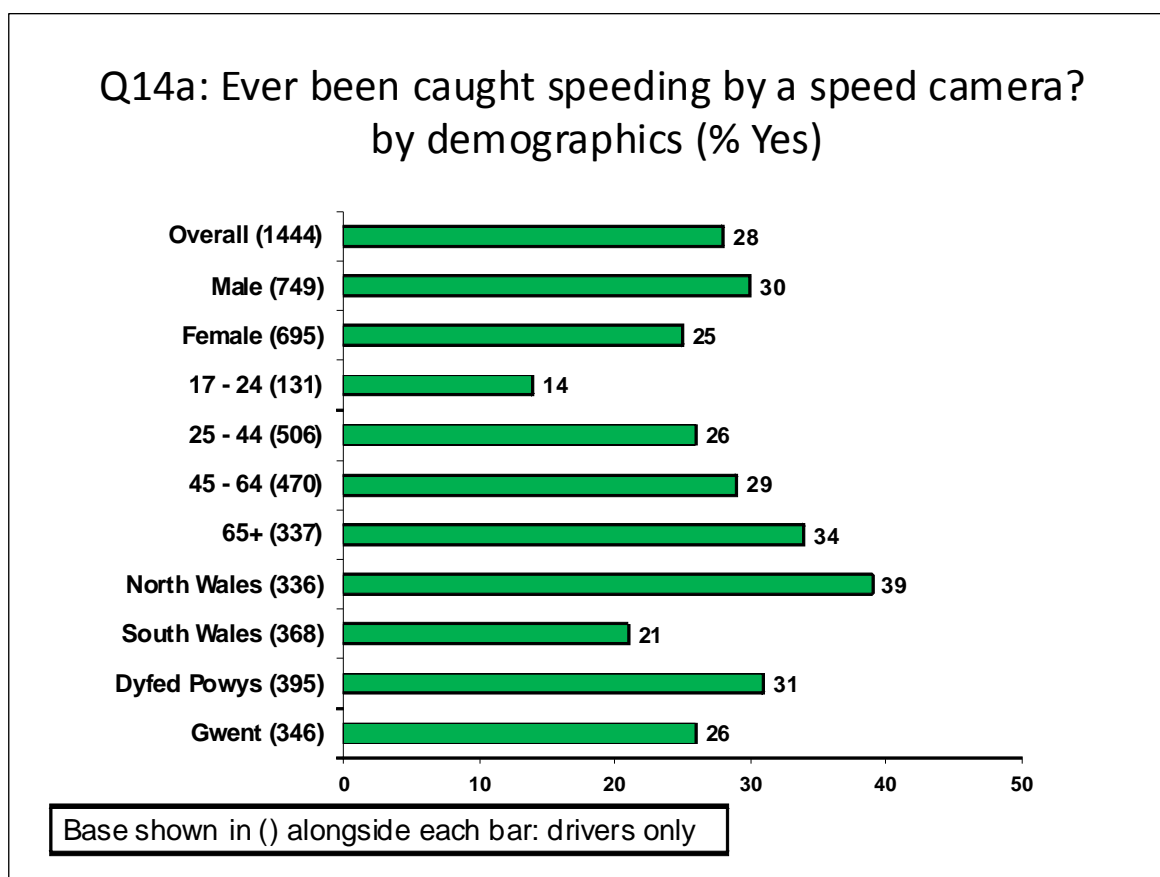
Residents of South Wales were more likely than those in other regions to say business travellers in vans/lorries (32%).

When asked if they had been caught speeding by a speed camera, 28% said that they had.

Males were slightly more likely than females to have been caught speeding (30% compared to 25%), as were those living in North Wales (39%) and Dyfed Powys (31%).

Perhaps not surprisingly, the likelihood of ever having been caught speeding increased with age from 14% of those aged 17 – 24 to 34% of those aged 65+ (Figure 23).

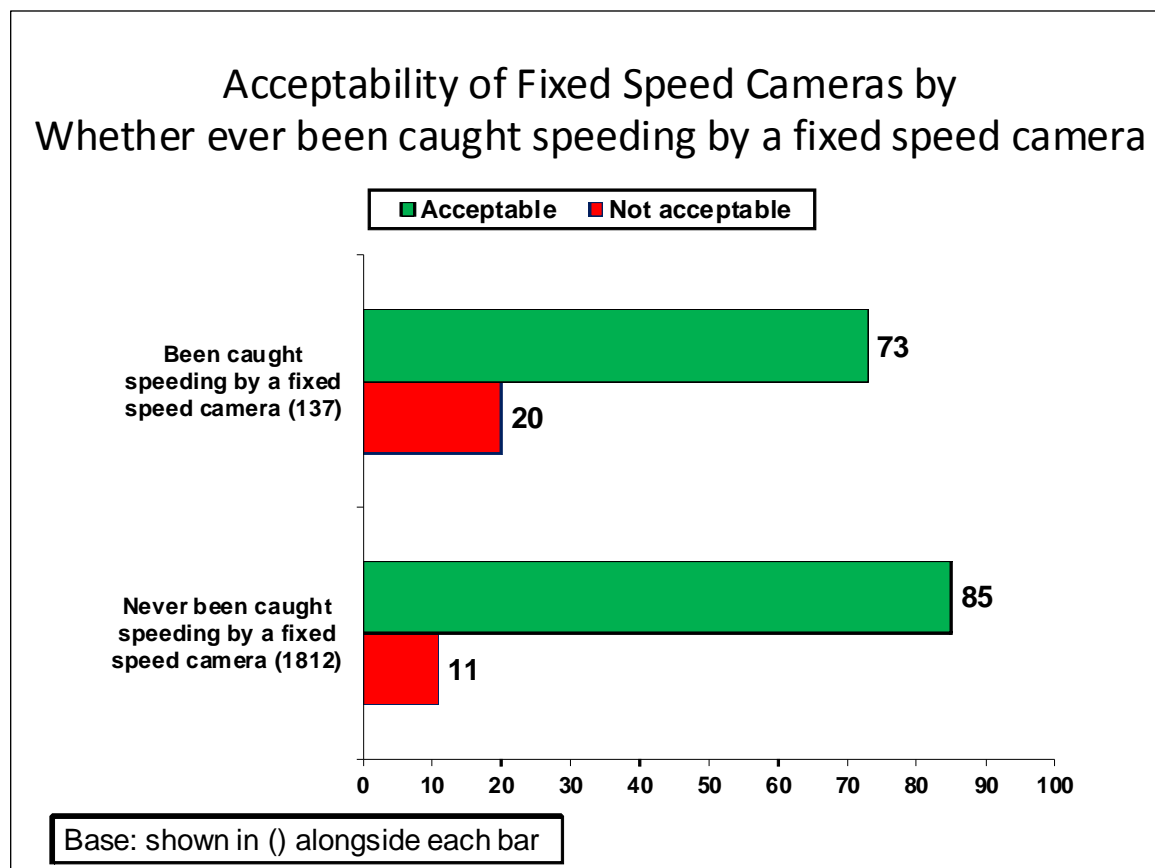
FIGURE 23



Those who were caught speeding were asked what type of camera it was. Six in 10 (60%) said that they were caught by a mobile camera and 34% by a fixed camera. The remaining 6% did not know.

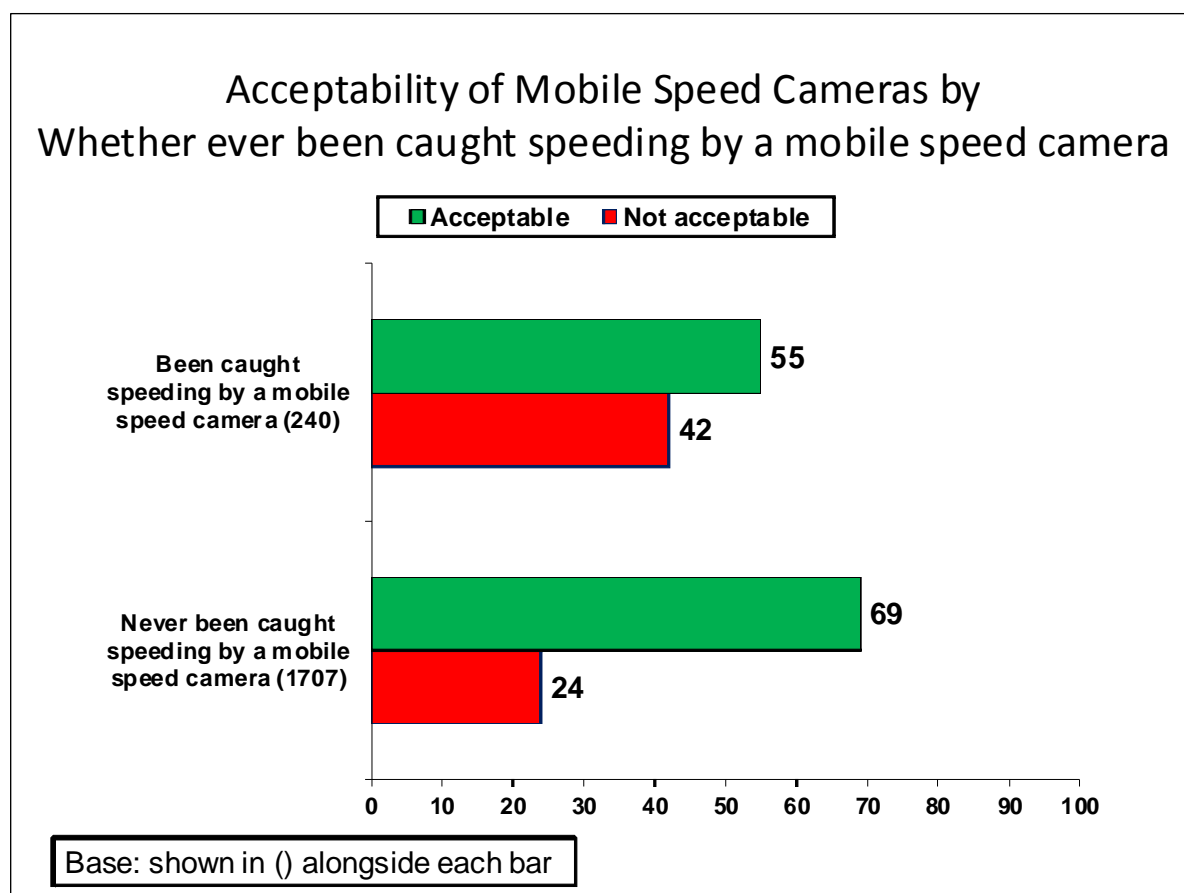
Those who had been caught speeding by a fixed camera were almost twice as likely to think that fixed cameras are unacceptable (20% compared to 11% of those who had not been caught speeding by a fixed camera) (Figure 24).

FIGURE 24



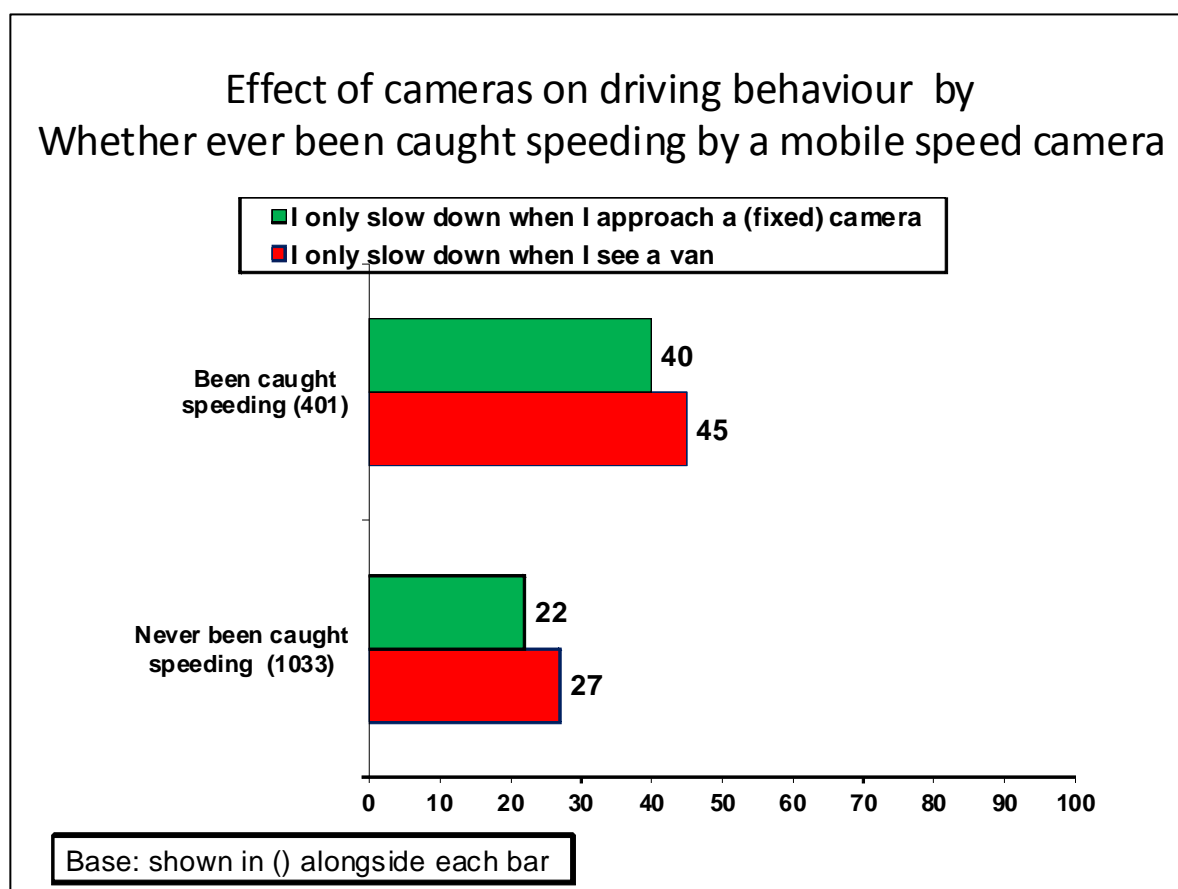
Those who had been caught speeding by a mobile camera were also more likely to think that mobile cameras are unacceptable (42% compared to 24% of those who had not been caught speeding by a mobile camera) (Figure 25).

FIGURE 25



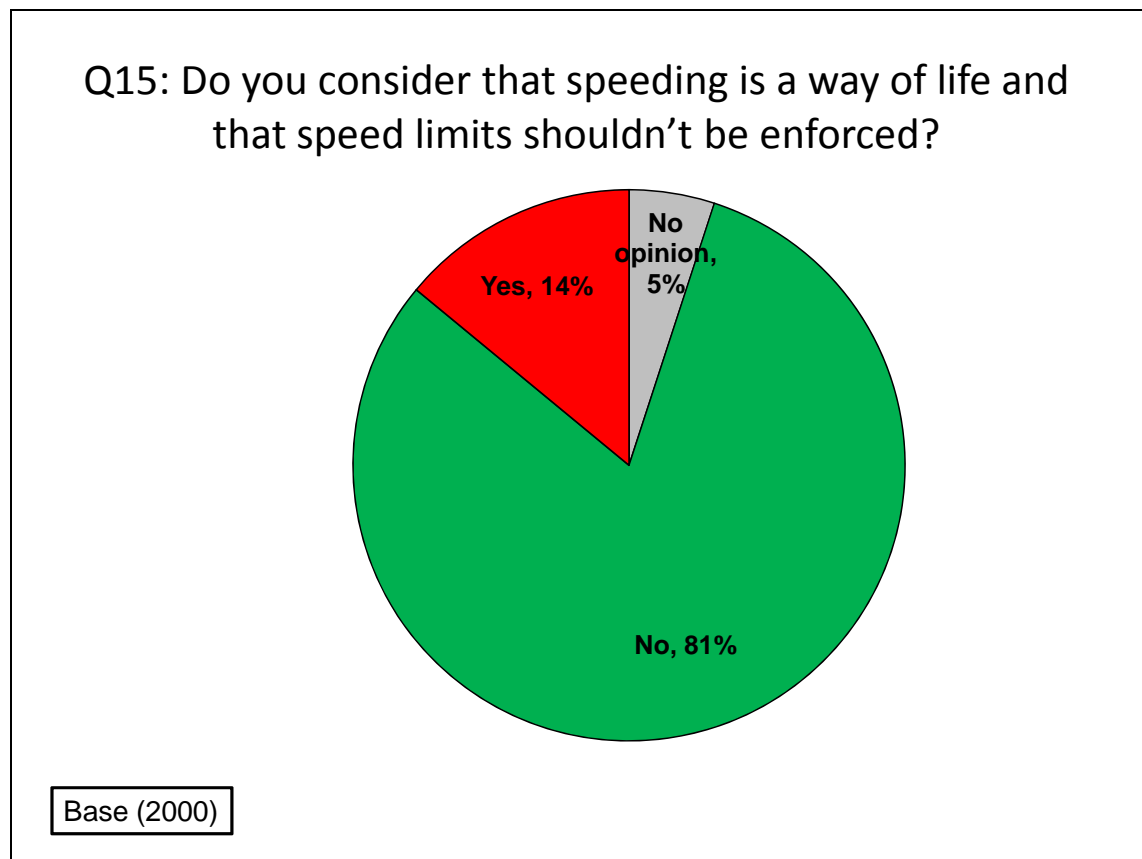
Interestingly, of those who had been caught speeding, 40% said that they only slow down when they approach a camera compared to 22% of those who have never been caught speeding. Similarly, 45% of those who have been caught speeding say that they only slow down when they see a van, compared to 27% of those who have never been caught. (Figure 26).

FIGURE 26



When asked, 1 in 7 agreed that speeding is a way of life and speed limits shouldn't be enforced (Figure 27).

FIGURE 27

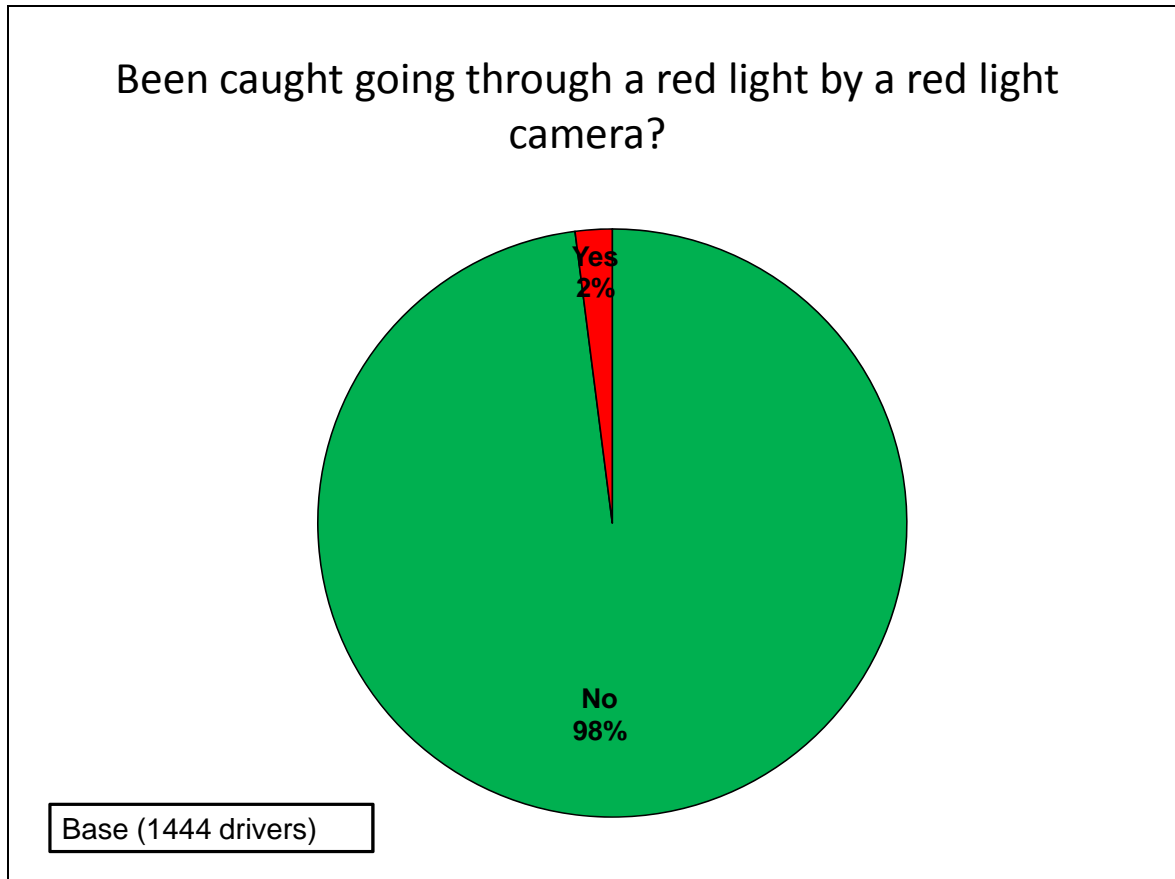


Those living in Gwent were more likely than respondents from other regions to agree that speeding was a way of life and that speed limits shouldn't be enforced (26% compared to 14% in North Wales, 10% in South Wales and 9% in Dyfed Powys).

A higher proportion of those who considered speeding to be a way of life felt that both fixed and mobile cameras were unacceptable (21% and 35%) compared to those who disagreed with the statement (9% and 25%).

Just 2% said that they had been caught going through a red light by a red light camera (Figure 28).

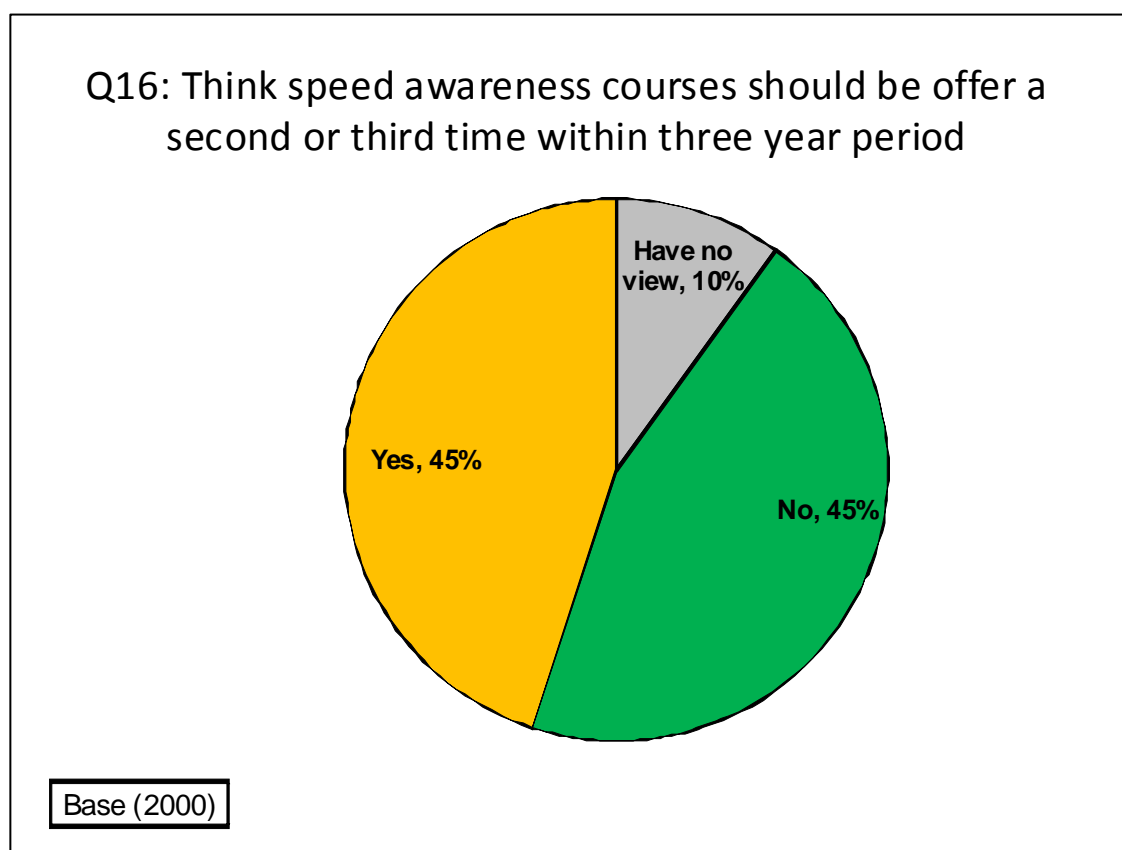
FIGURE 28



4.8 Speed Awareness Courses

Opinion was split when respondents were asked whether speed awareness courses should be offered a second or third time within a three year period, with 45% stating that they should be offered a second or third time and 45% thinking that they should only be offered once (Figure 29).

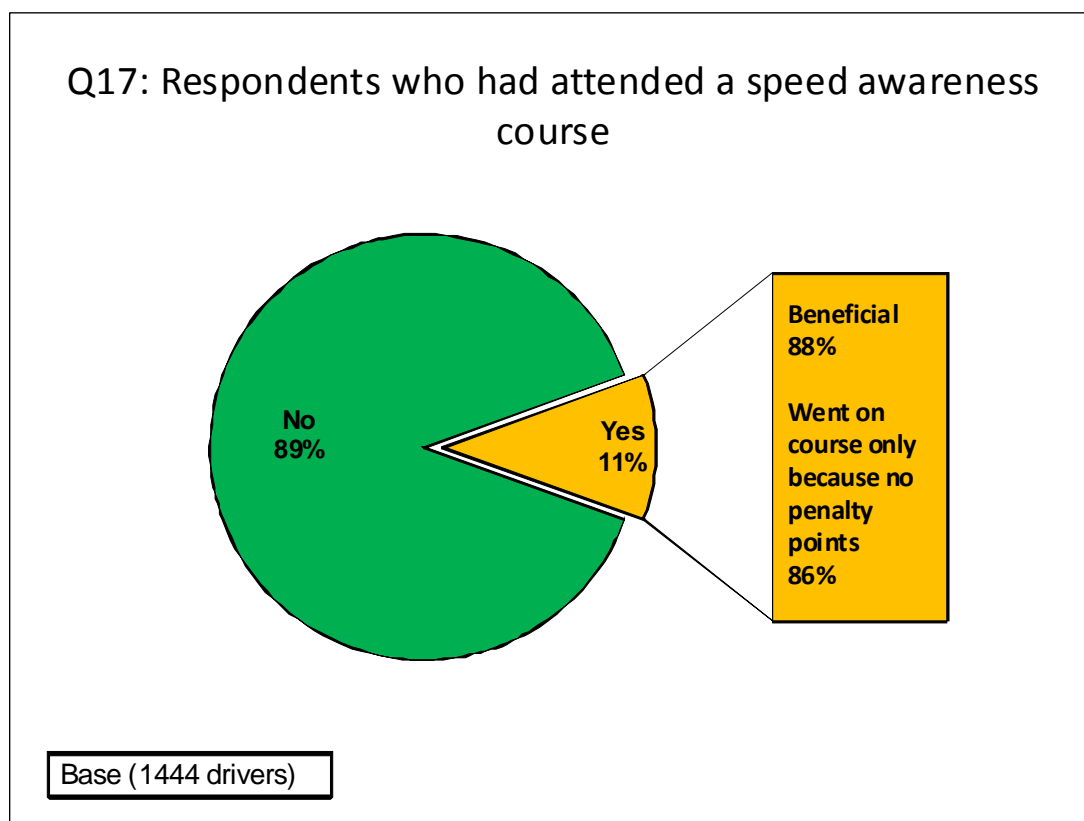
FIGURE 29



Residents of South Wales were most likely to state that they should be offered the course a second or third time (52%) and residents of Gwent were most likely to state that they should only be offered once (56%).

Just over 1 in 10 (11%) said that they had been on a Speed Awareness Course. Of those who went on a course, 88% felt that the course was beneficial. However, 86% stated that they only went on the course to avoid the penalty points (Figure 30).

FIGURE 30



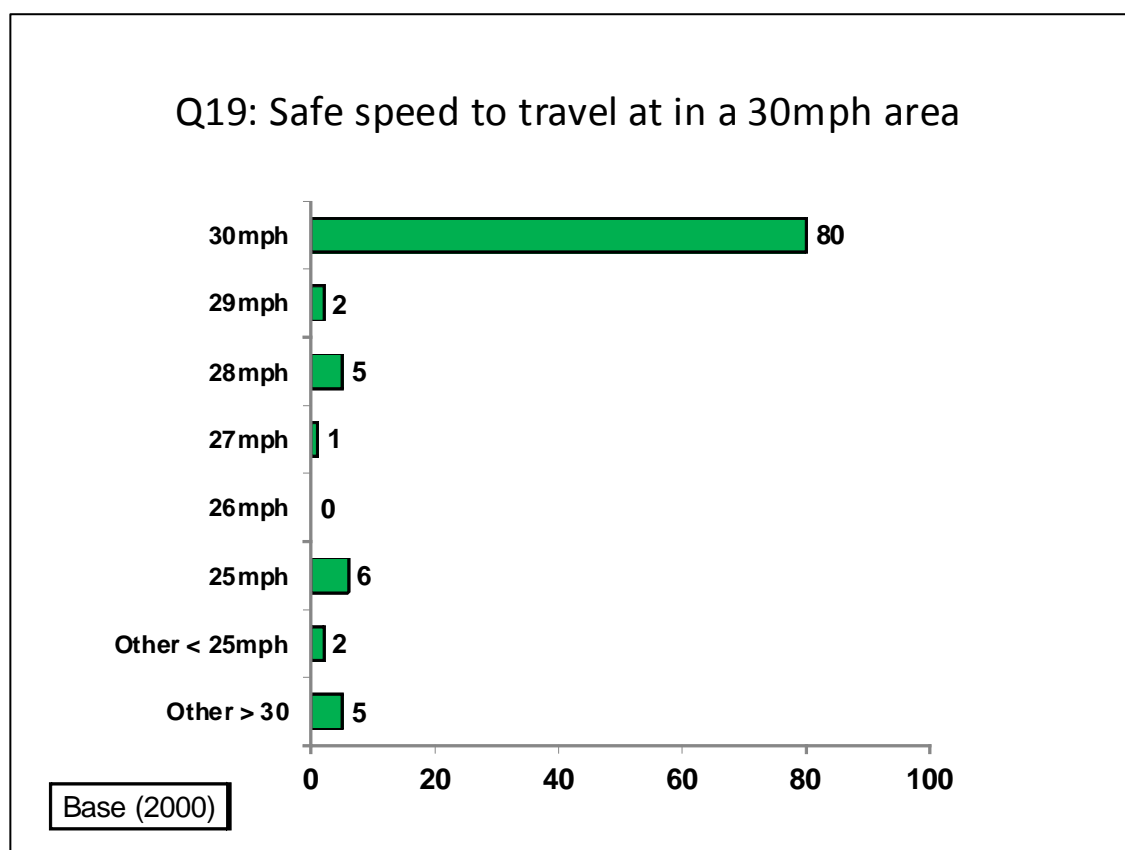
Those living in North Wales were the most likely to have been on a course (14%).

4.9 30mph zones

The majority of respondents (80%) felt that 30mph was a safe speed to travel when driving in a 30mph zone (Figure 31).

This rose to 85% amongst those living in South Wales.

FIGURE 31



A variety of responses were given when asked what speed drivers should be prosecuted at when driving in a 30mph zone. The most popular response was 35mph, given by 28% of respondents, followed by 33mph (18%) (Figure 32).

FIGURE 32



Three in 10 respondents from South Wales (30%) felt that drivers should be prosecuted at 33mph. Those in South Wales were more likely to state lower speeds than those living in the other three regions.

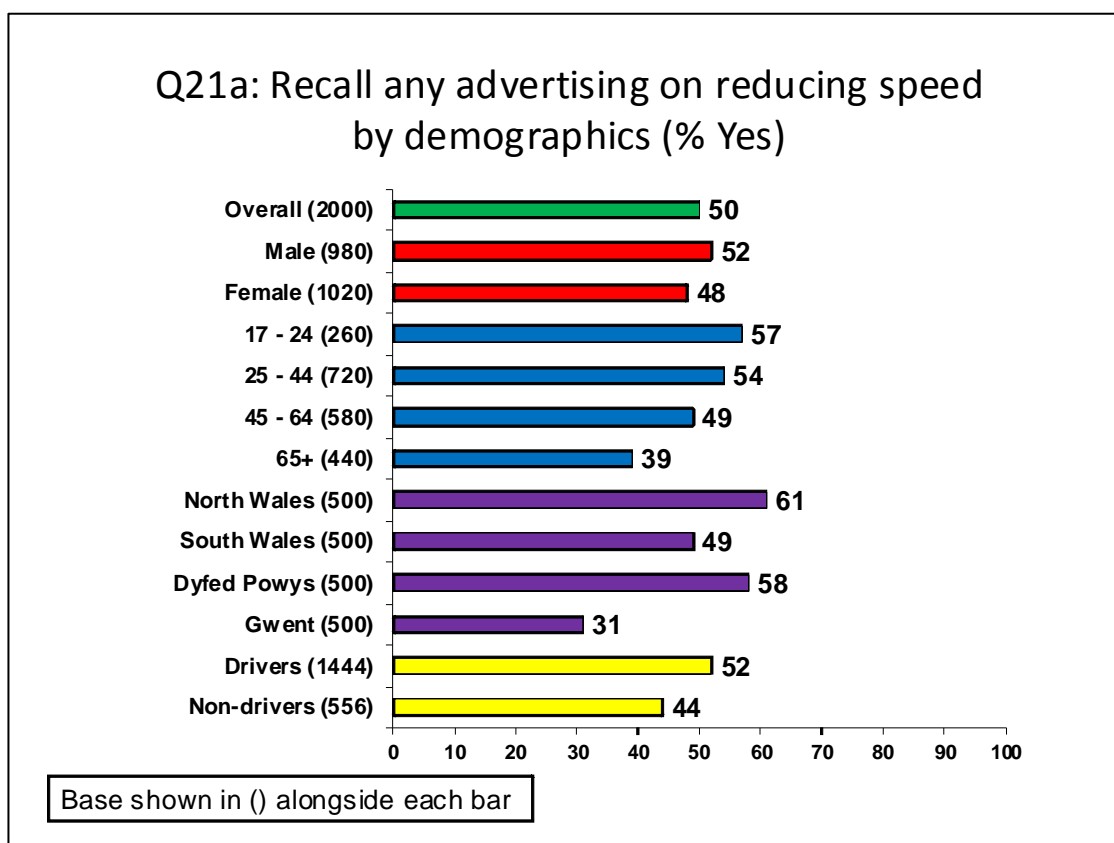
4.10 Advertising

A half of respondents (50%) claimed to have seen advertising about reducing speeds.

The likelihood of seeing any advertising decreased with age from 57% of those age 17 – 24 to just 39% of those aged 65+.

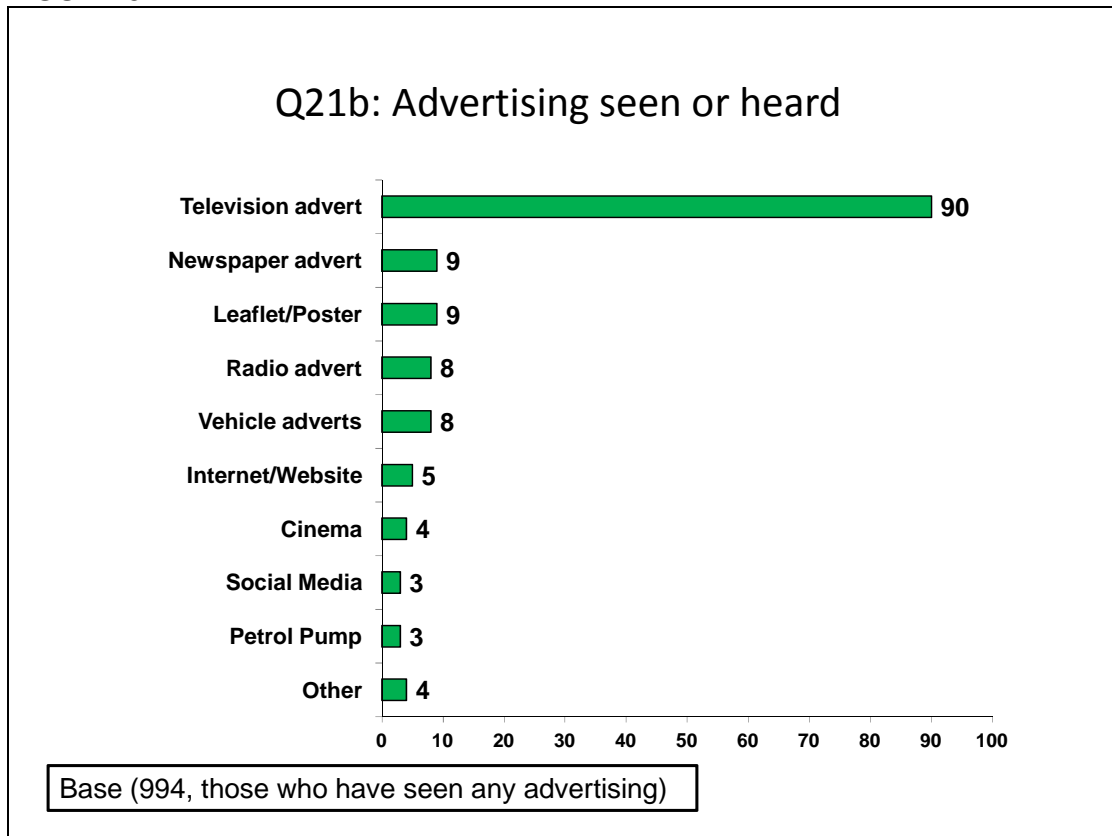
Those living in North Wales and Gwent were most likely to have seen any advertising (61% and 58%) and those living in Gwent were the least likely (31%) (Figure 33).

FIGURE 33



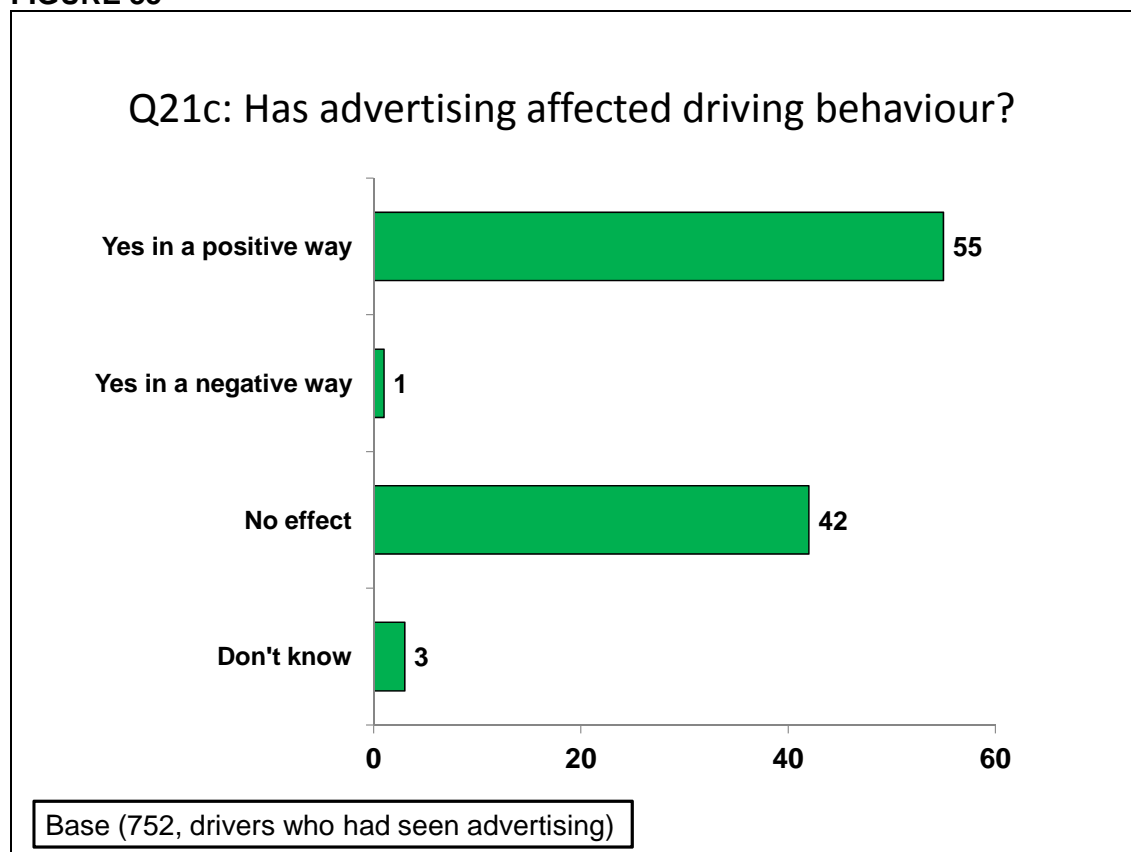
Nine in 10 (90%) of those who said they had seen advertising said they had seen it on television. Other sources of advertising are shown in Figure 34 below.

FIGURE 34



Drivers who had claimed to have seen advertising were asked what affect the advertising had on their driving behaviour. Over a half (55%) felt that it had a positive effect, whilst 42% felt that it had no effect (Figure 35).

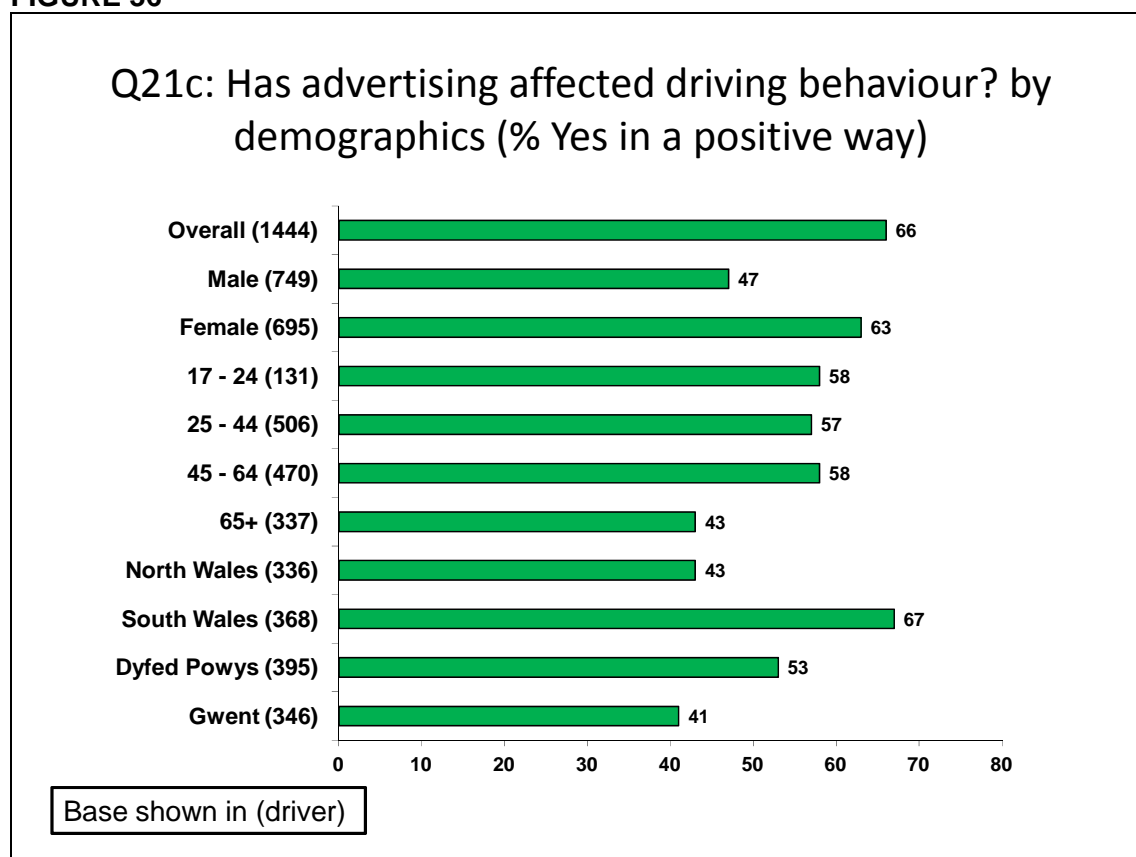
FIGURE 35



Males were less likely than females to think that advertising had a positive effect on their driving behaviour (47% compared to 63%), as were those aged 65+ (43%).

Respondents living in South Wales were the most likely to state that the advertising had a positive effect on their driving (67%) and those in North Wales and Gwent were the least likely (43% and 41%) (Figure 36).

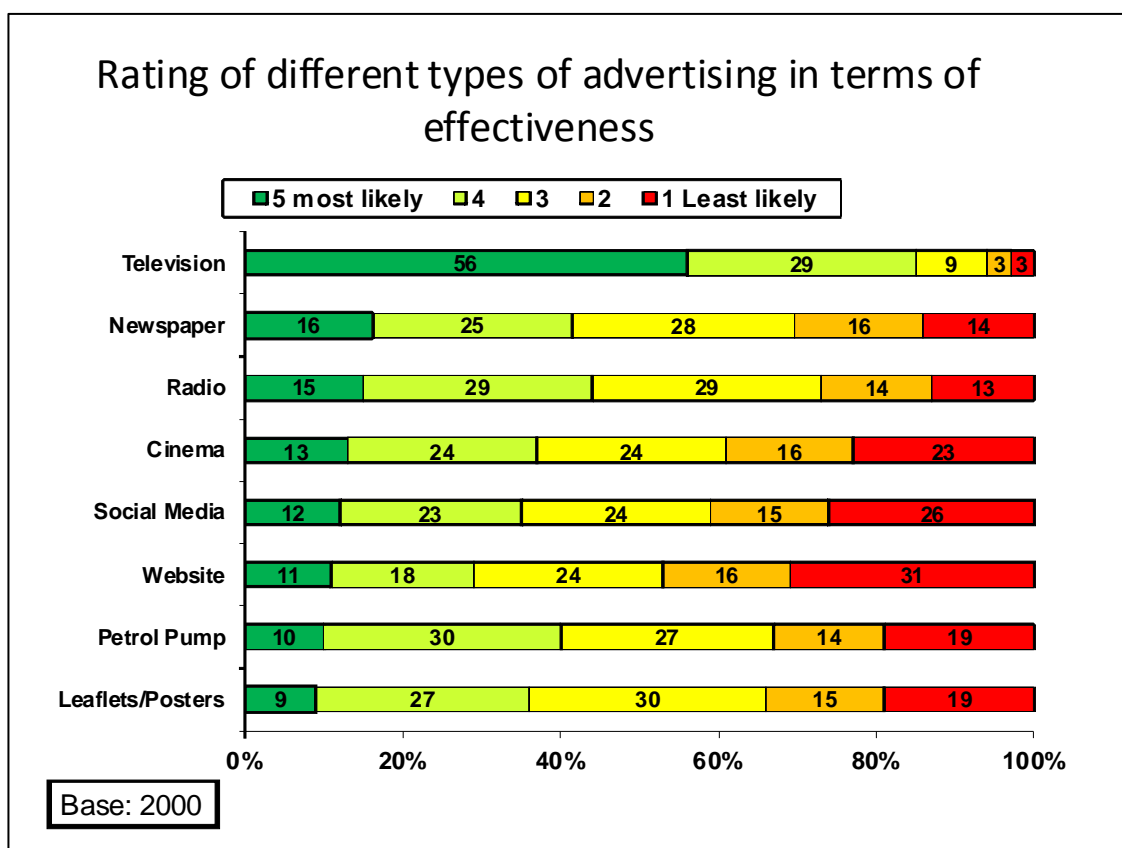
FIGURE 36



4.11 Effectiveness of different types of advertising

Television was by far considered to be the most effective advertising medium with 56% rating it as a 5 (most likely to have an effect) and a further 29% rating it as a 4. The effectiveness of other types of advertising obtained mixed views as illustrated in Figure 37.

FIGURE 37



4.12 Road Safety Advice

Just 6% said that they had tried to look for road safety advice (Figure 38).

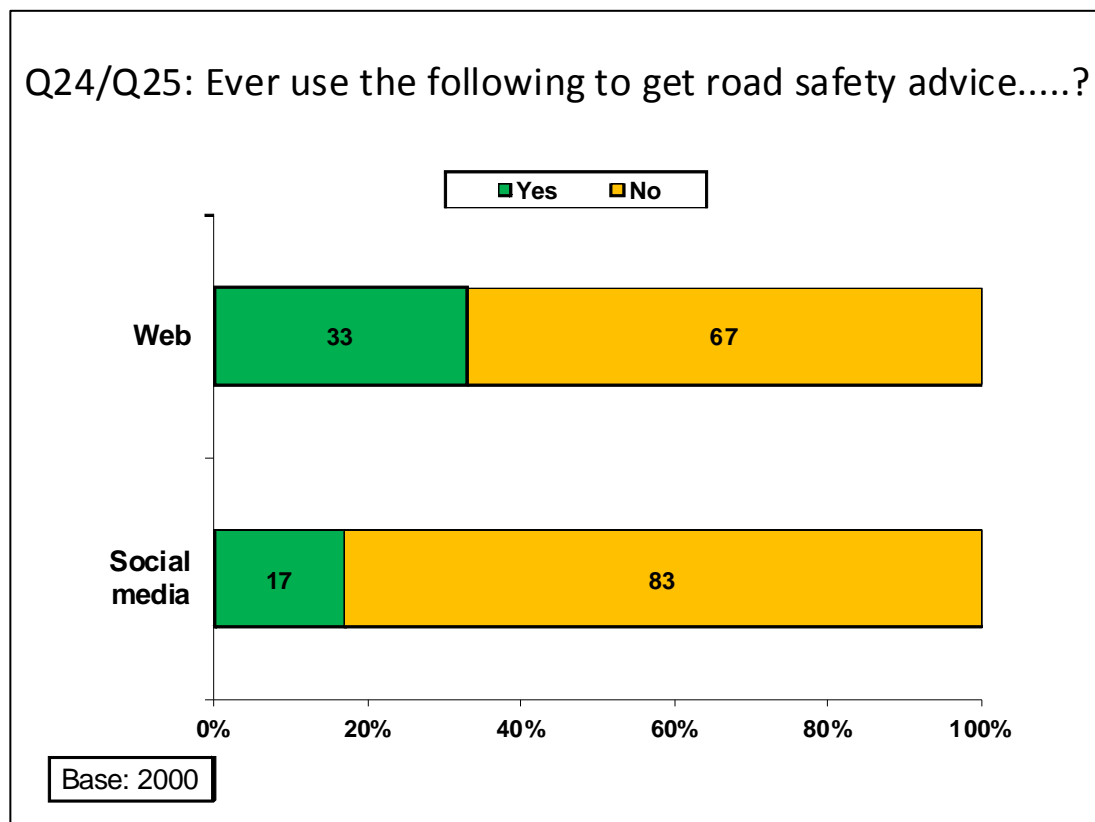
FIGURE 38



Those who had looked for road safety advice were asked where they went for the advice. The most common response was the internet (64%). Other responses included the DVLA (14%), library (14%) and the police (10%).

When prompted, a third (33%) said that they would use the web for road safety advice and 17% said that they would use social media (Figure 39).

FIGURE 39

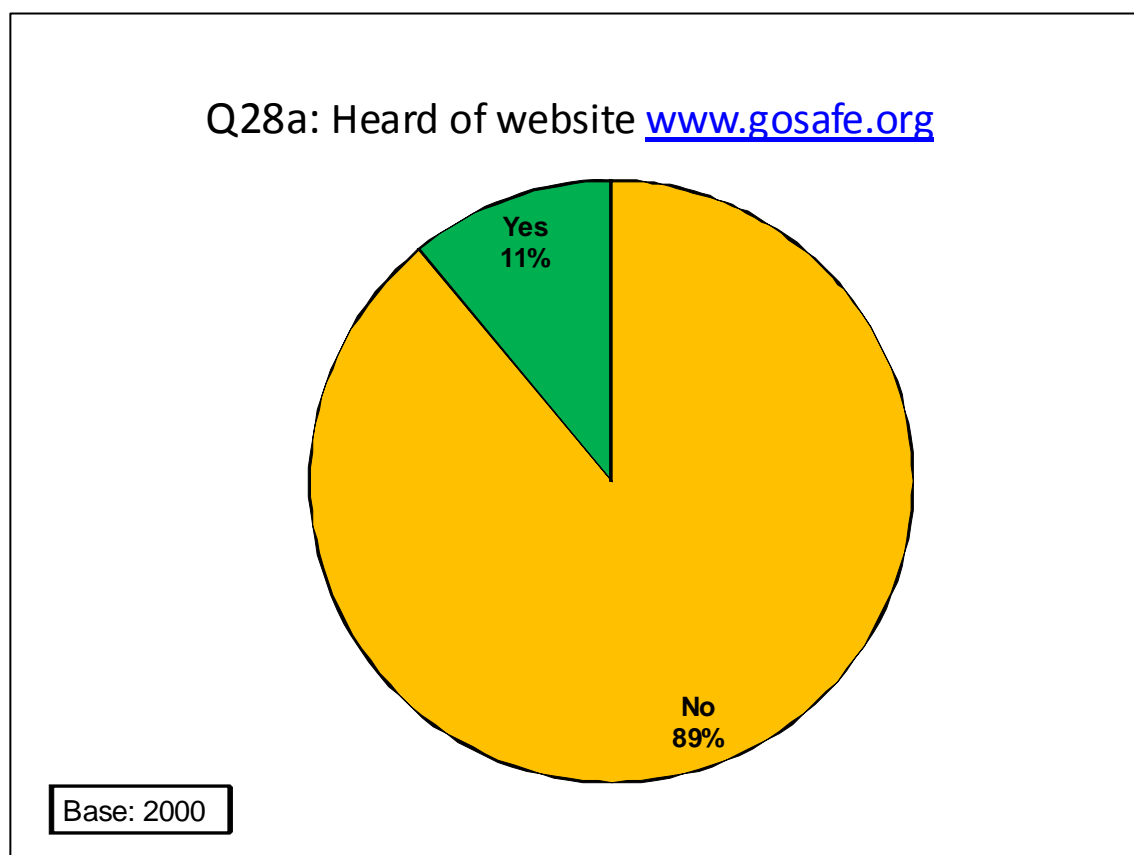


Those aged 17 – 24 were more likely than other age groups to say that they would use the web (49%) and social media (36%).

4.13 Awareness of GoSafe Website

Just over 1 in 10 (11%) had heard of www.gosafe.org (Figure 40).

FIGURE 40

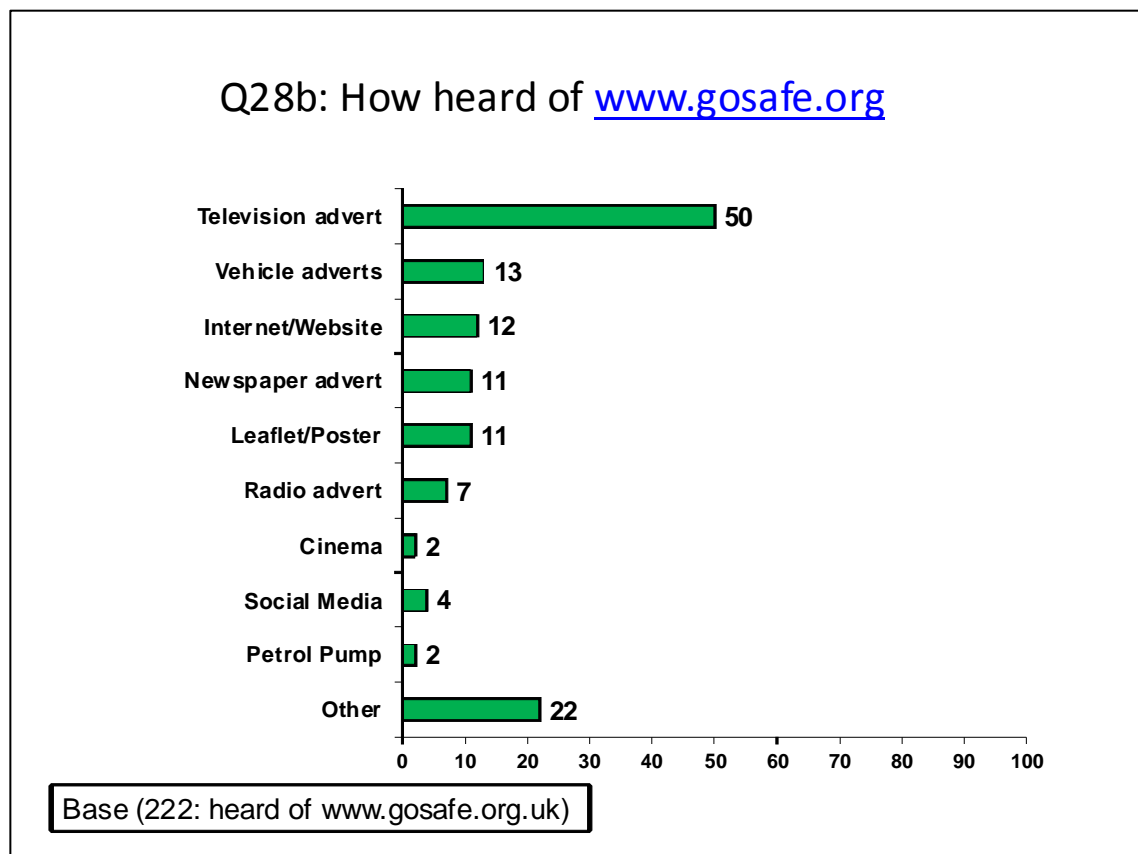


There was little variation by location, age and gender.

Just 13% of those who had heard of it, had actually used it. All those who had used it claimed to have found what they were looking for and 85% said that they would return to the site.

Of those who said they had heard of the website, a half (50%) said that they had heard of it via a television advert. Other responses included vehicle adverts (13%), internet/website (12%), newspaper advert (11%) and leaflet/poster (11%) (Figure 41).

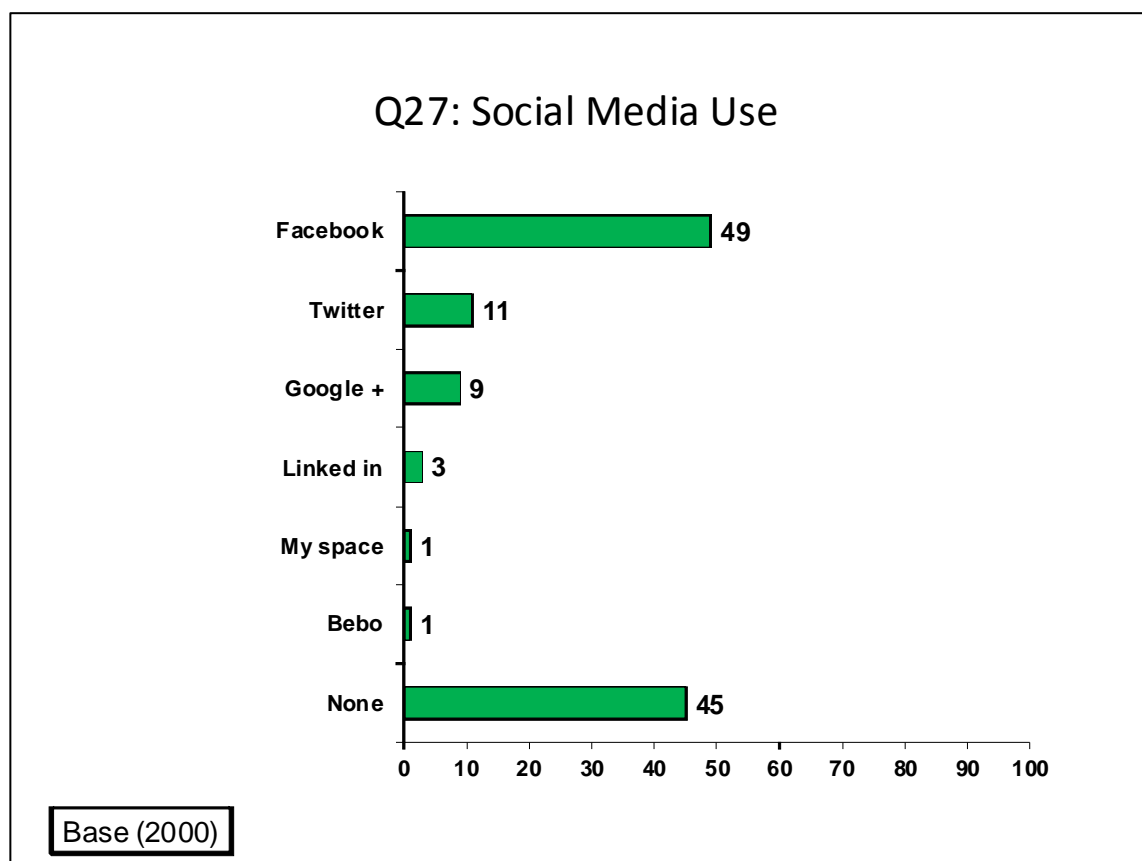
FIGURE 41



4.14 Social Media Use

Over a half (55%) of respondents stated that they use some kind of social media, the most popular being Facebook, used by 49% of respondents on a regular basis. The next most popular were Twitter (11%) and Google + (9%) (Figure 42).

FIGURE 42



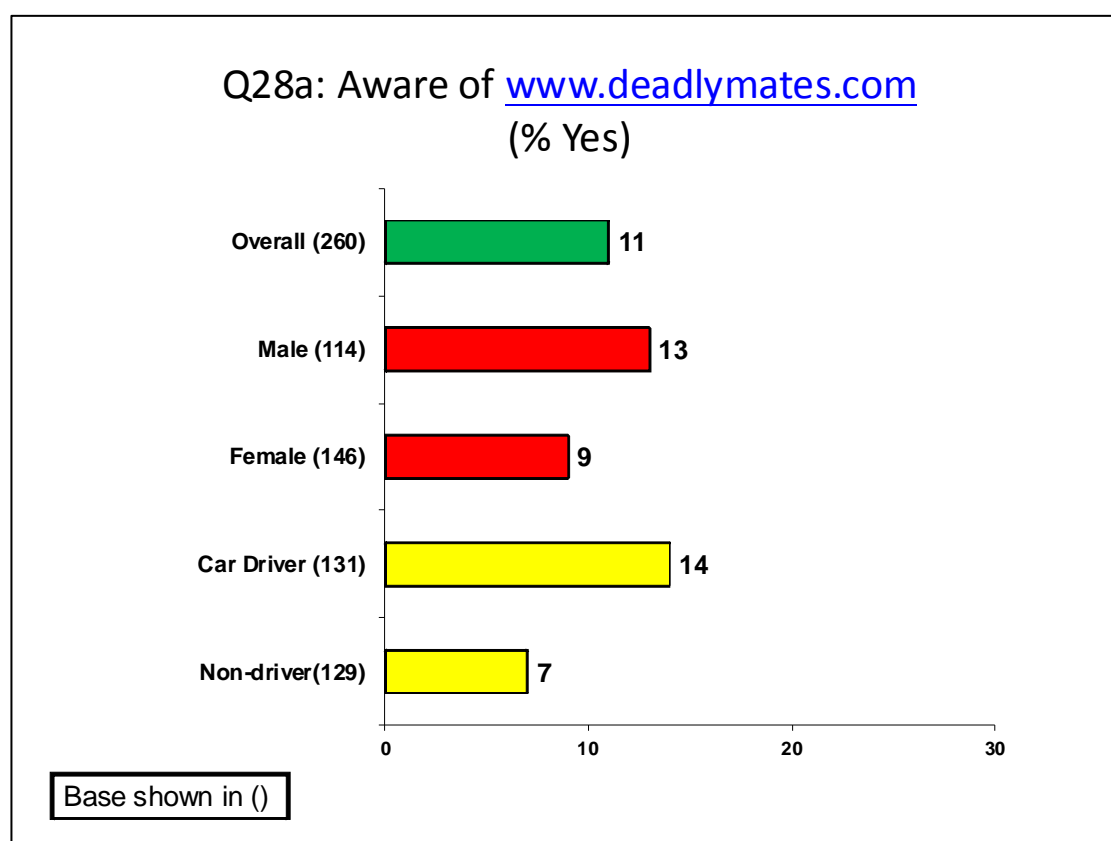
As may be expected, use of social media decreased with age, from 96% of those aged 17 – 24 to 22% of those aged 65+.

4.15 Young Drivers

Just 11% of those aged 17 – 24 had heard of the website www.deadlymates.com.

Drivers were more likely to be aware of the site than non-drivers (14% compared to 7%) and males were more aware than females (13% compared to 9%) (Figure 43).

FIGURE 43



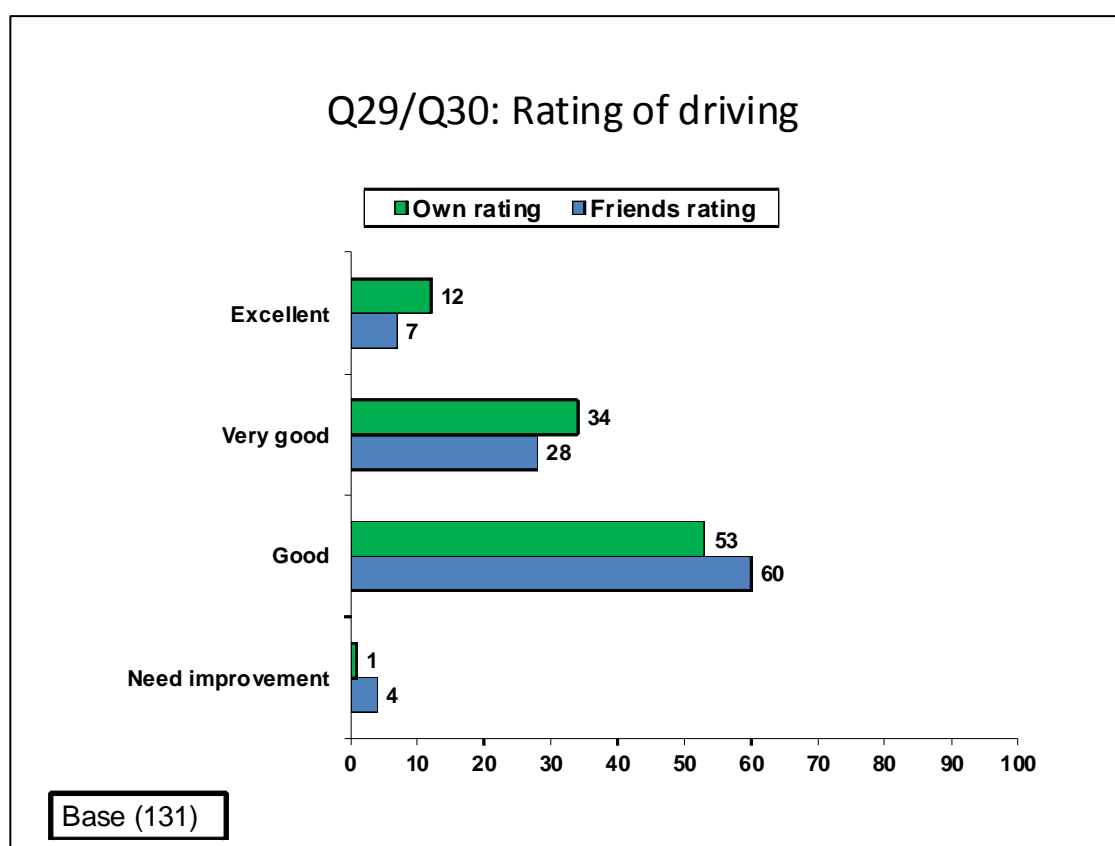
The most common source of awareness was leaflet/posters (37%), followed by television advert (21%), internet/website (16%), social media (12%) and radio advert (9%).

Of those who had heard of the website 22% of them (6 respondents) had visited the site. All of them said that they found the information that they were looking for.

Three of the six respondents that had visited the site said that they would return to the site in the future.

Those aged 17 -24 who were drivers (131 respondents) were asked how they would rate their driving skills. Over a half rated their driving as good (53%), a further 34% rated it as very good and 12% said it was excellent. Just 1% said that their driving needed improving. Interestingly, when asked how their friend would rate their driving skills ratings were slightly lower. Just 7% said they would rate it as excellent, 28% said very good and 60% said good. Just 4% said that their friends would think that their driving needed improving (Figure 44).

FIGURE 44



Just 7% said that they had shown off because some of their friends were in the car. A concerning 51% said that they had ever felt unsafe being driven by a friend, however, 71% said that they had told the driver that they felt unsafe.

The majority of those aged 17 – 24 said that they used the McDonalds restaurant chain (81%). Despite this just 2% said they had received a leaflet from them about Deadly Mates.

4.16 Motorcyclists

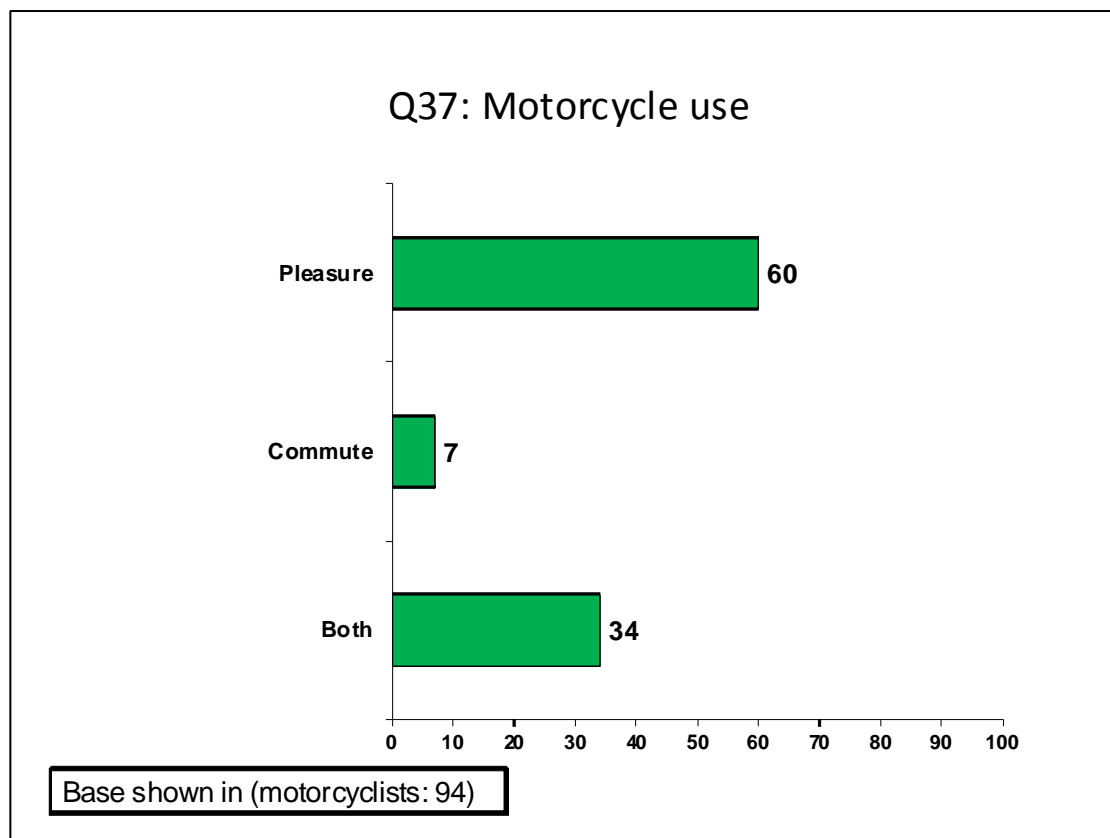
One in 20 of those interviewed (5%) said that they held a motorcycle licence.

When asked, just 11% of them said that they had heard of the website www.walesbybike.com. Half of these (50%, 5 respondents) had heard of the website via friends, and 40% (4 respondents) had seen a leaflet/poster.

Four of the ten respondents who had heard of the website had visited the site and all four found the information that they were looking for and all four would return to the site.

Motorcyclists were asked how they use their motorcycle to which 60% responded for pleasure only. Just 7% use their motorcycle for commuting only and 34% use their bike for both (Figure 45).

FIGURE 45



When asked whether speed limits in rural Wales should be relaxed for motorcyclists just 12% said that it should.

Over a half (53%) agreed that in most collisions involving a motorcyclist car drivers are to blame for the collision.

APPENDIX A Questionnaire

PUBLIC OPINION SURVEY QUESTIONS

Good morning/afternoon/evening. My name is _____ from Future Focus Research. We have been commissioned to carry out a study on behalf of the Wales Road Casualty Reduction Partnership. I wonder if I could ask you some questions? It should take approximately 10 minutes, and all the answers you give will be kept completely confidential.

Location

- North Wales
- Dyfed Powys
- Gwent
- South Wales

First of all, can you tell me which age bracket you fall into?

- 17-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+ Check quotas

Interviewer to record gender:

- Male
- Female

Are you are a car driver?

- Yes
- No

If yes, for how long?

- Less than 1 year
- Specify in years_____

How many miles do you travel per year:

- 0-10,000
- 10,000-20,000
- More than 20,000

-
- 1a. Have you ever heard of the Wales Road Casualty Reduction Partnership?
 Yes
 No

1b ASK IF YES TO Q1a
How do you know about them?
DO NOT PROMPT
Television advert
Radio advert
Newspaper advert
Leaflet/Poster
Internet/Website
Cinema
Social Media
Petrol pump
Vehicle adverts
Other (specify)_____

2a. Have you ever heard of GoSafe?
Yes
No

2b ASK IF YES TO Q2a
How do you know about them?
DO NOT PROMPT
Television advert
Radio advert
Newspaper advert
Leaflet/Poster
Internet/Website
Cinema
Social Media
Petrol pump
Vehicle adverts
Other (specify)_____

3. It is common to see fixed speed cameras at the side of the road; do you find their use acceptable or not acceptable?

Instruction: NO OPINION option should not be read out and only to be used in extreme circumstances where people genuinely do not have a response. Please probe for a specific response, where possible.

Acceptable
Not acceptable.
No opinion (DO NOT READ OUT)

4. What effect do fixed speed cameras have on your driving behaviour?
a. I always drive within the speed limit because of these cameras.
b. I only slow down when I approach a camera.
c. I don't drive

5. It is common to see mobile speed camera vans parked at the side of the road; do you find their use acceptable or not acceptable?

Instruction: NO OPINION option should not be read out and only to be used in extreme circumstances where people genuinely do not have a response. Please probe for a specific response, where possible.

Acceptable
Not acceptable
No opinion (DO NOT READ OUT)

6. What effect do mobile speed camera vans have on your driving behaviour?
- I always drive within the speed limit because of these cameras.
 - I only slow down when I see a van.
 - I don't drive

7. Do you consider that mobile speed camera vans deliberately try to hide to avoid being seen by motorists?

Instruction: NO OPINION option should not be read out and only to be used in extreme circumstances where people genuinely do not have a response. Please probe for a specific response, where possible.

Yes
No
No opinion (DO NOT READ OUT)

8. It is common to see red light (traffic light) cameras. Do you find their use acceptable or not acceptable?

Instruction: NO OPINION option should not be read out and only to be used in extreme circumstances where people genuinely do not have a response. Please probe for a specific response, where possible.

Acceptable
Not acceptable
No opinion (DO NOT READ OUT)

9. What effect do red light cameras have on your driving behaviour?
- I always stop when traffic lights are on amber
 - I sometimes go through on amber
 - I have gone through a red light
 - I don't drive

10. Where do you think speed cameras are deployed? Please chose one answer

Instruction: DON'T KNOW option should not be read out and only to be used in extreme circumstances where people genuinely do not have a response. Please probe for a specific response, where possible.

SINGLECODE

- a. In areas where there have been injury collisions
- b. In areas where people are speeding
- c. Don't know (DO NOT READ OUT)

11. What do you think is the primary purpose of a speed camera? Please chose one answer

Instruction: DON'T KNOW option should not be read out and only to be used in extreme circumstances where people genuinely do not have a response. Please probe for a specific response, where possible.

SINGLECODE

- a. To make money
- b. To prevent collisions
- c. Don't know (DO NOT READ OUT)

12. If speed camera vans had to be deployed somewhere where would **you** most like to see a speed camera placed?

SINGLECODE

- a. On the motorway
- b. On a dual carriageway
- c. On a main road in an urban area
- d. In a city or town
- e. In a village

13. Who do you believe are those who most often break the speed limit?

- a. Business travellers in cars
- b. Business travellers in vans or lorries
- c. Young men
- d. Anyone else – please specify

14a. Have you ever been caught speeding by a safety camera?

Yes

No

Refused (DO NOT READ OUT)

14b ASK IF YES TO Q14a

Was it a Mobile or a Fixed camera?

Mobile

Fixed

Don't know (DO NOT READ OUT)

-
15. Do you consider that speeding is a way of life and that speed limits shouldn't be enforced?

Instruction: NO OPINION option should not be read out and only to be used in extreme circumstances where people genuinely do not have a response. Please probe for a specific response, where possible.

Yes
No
No opinion (DO NOT READ OUT)

16. Currently as an alternative to prosecution, Speed Awareness Courses are offered only once in a three year period. Do you think Speed Awareness Courses should be offered a second or third time?

Yes
No
Have no view (DO NOT READ OUT)

- 17a. Have you been on a Speed Awareness Course?

Yes
No

- 17b. ASK IF YES TO Q17a
Do you think it was beneficial?

Yes
No

18. ASK IF YES TO Q17a
Did you go on the course only because you would receive no penalty points?

Yes
No

19. In a 30mph area what do **you** think is a safe speed to travel at?

Specify _____
Don't know

20. On a 30mph limit road at what speed above the limit do **you** think drivers should be prosecuted at?

Specify _____
Don't know

- 21a. Can you recall any advertising about reducing speeds?

Yes
No

- 21b ASK IF YES TO Q21a
What did you see?
DO NOT PROMPT
Television advert
Radio advert
Newspaper advert
Leaflet/Poster
Internet/Website
Cinema
Social Media
Petrol pump
Vehicle adverts
Other (specify)_____
- 21c ASK IF YES TO Q21a
Has this advertising affected your driving behaviour?
Yes in a positive way
Yes in a negative way
No effect
Don't know
22. Please rate the following types of road safety advertising in terms of their effectiveness; (1 being the least likely to affect you 5 being the most).
- Website
 - Newspaper
 - Radio
 - Television
 - Cinema
 - Social media
 - Petrol pump
 - Leaflets/posters
- 23a. Have you ever tried to look for road safety advice?
Yes
No
- 23b ASK IF YES TO Q23a
Where did you go for advice?
DO NOT PROMPT
Internet
Police
DVLA
Library
Other (specify)
24. Would you ever use the web to get road safety advice?
Yes
No

25. Would you ever use social media to get road safety advice?
Yes
No
26. Have you ever been caught going through a red light by a safety camera?
Yes
No
Refused (not prompted)
27. What social media do you use on a regular basis?
Facebook
Twitter
My Space
Linkedin
Bebo
Google +
Other (please specify)
None
- 28a. Have you heard of the website – www.gosafe.org
Yes
No
- 28b. ASK IF YES TO Q28a
How did you hear about it?
Television advert
Radio advert
Newspaper advert
Leaflet/Poster
Internet/Website
Cinema
Social Media
Petrol pump
Vehicle adverts
Other (specify)_____
- 28c. ASK IF YES TO Q28a
Have you visited the website?
Yes
No
- 28d. ASK IF YES TO Q28c
Did you find the information you required?
Yes
No
- 28e. ASK IF NO To A28d
What were you looking for?

- 28f ASK IF YES TO Q28c
Would you return to the website?
Yes
No
Don't know
- 29a. ASK IF AGED 17 – 24
Have you heard of the website – www.deadlymates.com
Yes
No
- 29b ASK IF YES TO Q28a
How did you hear about it?
Television advert
Radio advert
Newspaper advert
Leaflet/Poster
Internet/Website
Cinema
Social Media
Petrol pump
Vehicle adverts
Other (specify) _____
- 29c ASK IF YES TO Q28a
Have you visited the website?
Yes
No
- 29d ASK IF YES TO Q28c
Did you find the information you required?
Yes
No
- 29e ASK IF NO TO Q28d
What were you looking for?

- 29e ASK IF YES TO Q28c
Would you return to the website?
Yes
No
Don't know
30. How do you consider your driving skills?
a. Excellent
b. Very good
c. Good
d. Need improvement
e. I don't drive

31. How do you think your friends view your driving skills?
a. Excellent
b. Very good
c. Good
d. Need improvement
e. I don't drive
32. Have you ever shown off because some friends were in your car?
Yes
No
Don't drive
33. Have you ever felt unsafe in the car being driven by a friend?
Yes
No
34. Did you tell the driver you felt unsafe?
Yes
No
- 35a. Do you use the McDonalds restaurant chain?
Yes
No
- 35b. ASK IF YES TO Q34a
Have you received a leaflet from them about Deadly Mates?
Yes
No
36. Do you hold a motorcycle licence?
Yes
No
- 37a. ASK IF YES TO Q35
Have you heard of the website – www.walesbybike.com
Yes
No
- 37b. ASK IF YES TO Q36a
How did you hear about it?
Television advert
Radio advert
Newspaper advert
Leaflet/Poster
Internet/Website
Cinema
Social Media
Petrol pump
Vehicle adverts
Other (specify)_____

-
- 37c ASK IF YES TO Q36a
Have you visited the website?
Yes
No
- 37d ASK IF YES TO Q36c
Did you find the information you required?
Yes
No
- 37e ASK IF NO TO Q36d
What were you looking for?

- 37f ASK IF YES TO Q36c
Would you return to the website?
Yes
No
Don't know
38. How do you use your motorcycle?
a. Commute only
b. Pleasure only
c. Both
39. Do you think that speed limits in rural Wales should be relaxed for motorcyclists?
Yes
No
40. Do you consider that in most collisions involving a motorcyclist, car drivers are to blame for that collision?
Yes
No

READ OUT: The following information is only collected for quality assurance purposes so that backchecking can be undertaken to ensure this interview was conducted appropriately. These details do not form part of the survey and will not be included along with your responses to the survey.

Name

Postcode

Tel number

This interview has been conducted within the Code of Conduct of the Market Research Society