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The Transport Accident Commission Road Safety Monitor

Wave 15 Report
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Executive Summary

Overview

This report presents the findings from the 15th wave of the Transport Accident Commission's (TAC) Victorian Road Safety Monitor (RSM). In 2014, the study was run in May via a shorter 'Pulse' survey and again in September using the standard 'Main' survey. The 2014 Main survey is based on a sample of 928 licence holders and registered vehicle owners from across Victoria. In total, 1,999 Victorians were invited to participate in the survey (including a single opt-in case). Participants were randomly selected from the VicRoads driver licence and registration database, within a number of sampling categories (age, gender, location and socioeconomic quintile) to ensure representativeness when compared with the Victorian population of licence holders and registered vehicle owners.

All participants were mailed a paper version of the questionnaire and a return envelope on September 9, 2014. The letter also contained a username and password to enable the respondent to complete the survey online or to call the Social Research Centre and complete the survey over the telephone. Follow-up phone calls were conducted with non-respondents after the initial survey distribution and reminder letter activity, in which respondents were encouraged to complete the survey and offered the option of completing the survey over the phone.

Driver characteristics and demographics

As found in previous years, most respondents held a full licence, and over half of young adults (aged 18 to 25) held a probationary licence or learners permit. When asked how they rate their driving competence in relation to other drivers, 66% of respondents consider themselves 'better than average' drivers and 14% thought themselves a 'much better' driver. Only 16 respondents thought they were 'worse' than average. Males, middle-aged respondents (aged 26 to 60), metropolitan drivers, and those who drove long distances were more likely to think they were 'better than average' drivers.

Around two in three respondents (69%) drove for work or work related purposes, 29% of which involved daily work-related driving. Of those who drove for work, the most common type of vehicle used was a car, followed by a utility or pickup.

Similar to the ABS 2011 census, over two thirds of respondents were born in Australia (68%). The most common occupations were professional and associate professional, managers and administrators and technicians and trade workers. Males tended to dominate technical and trade professions, whereas females showed higher proportions in professional, clerical and community professions.

Driving attitudes & behaviours

Consistent with previous years, Victorian licence holders and registered vehicle owners in 2014 mentioned alcohol and speed as the main contributing factors leading to serious road accidents. All other factors were also mentioned at a comparable rate in 2014 Main compared to 2013.

When asked to rate the level of perceived danger involved in various driving behaviours respondents typically rated driving while impaired (after drinking alcohol, taking drugs or while very drowsy) as very dangerous (mean rating between 8.4 and 9.7 out of 10). Driving while using a handheld mobile was also perceived to be very dangerous (8.6); however driving while using a hands free mobile was only seen to be moderately dangerous (5.5). Despite nominating 'speed' as one of the main factors contributing to serious road accidents, speeding by a few kilometres above the limit was rated as least dangerous with a mean rating of 5.4 for a 100km/zone and 5.3 for a 60km/zone.

Incidences of accident involvement decreased significantly in 2014 Main (15%) compared to the 2014 Pulse (20%). Involvement in accidents declined with increasing driver age, from 16% and 17% among young drivers (18-25 and 26-39 year olds respectively) to 14% among drivers aged 40 to 60 years and 8% among drivers aged over 60 years. Respondents who reported driving 15,000km or more in a year, or who reported driving 300km or more in a week were also more likely to have been involved in a crash in the last five years compared to those who drove less.

Speed

Respondents were asked to nominate speeds at which they felt they should be able to travel in 60km/h and 100km/h zones without being booked for speeding. The proportion of respondents who feel that they should not be booked when driving up to 5km over the speed limit remains over 90% for a 60km/h zone; however this figure dropped significantly from 78% in the 2014 Pulse to 71% in the 2014 Main for a 100km/h zone. Of those who identified a speed greater than the speed limit the majority reported that they either never or only sometimes drive above the posted speed limit (over 85%) or above their defined speeding limit (90%).

Responses showed that on average 17% of all respondents had been caught speeding in the last 12 months, and those caught speeding reported that they had been caught an average of 1.29 times. This is comparable to 2013 figures (1.25 times). Males and those who drove long distances were more likely to have been caught speeding than females and those who drove short distances.

Around one third of respondents (30%) felt it's easy to avoid being caught driving over the speed limit (unlike 12% in the 2014 Pulse who felt it was easy to avoid being caught speeding). Over half of respondents (57%) thought that if they were to speed by a few kilometres in a 60km/h zone they would have a high chance of being caught, and 30% of respondents agree that their family and friends think it is okay to speed by a few kilometres in a 60 zone.

Male drivers are less likely than female drivers to agree that they will be caught if they were to speed. Drivers aged 18 to 25 years were also less likely than older drivers to believe that they have a high chance of being caught, and more likely to believe it is easy to avoid being caught and that their friends and family think it is okay to speed in a 60km/h zone. There also appears to be a relationship between certain driving behaviours such as drink driving and speeding. Respondents who reported having driven while possibly over the legal alcohol limit in the previous 12 months were less likely to believe that they would have a high chance of being caught speeding, and more likely to believe that it is easy to avoid being caught.

Impaired driving

Just under three quarters of all respondents (72%) indicated they drank alcohol, compared to only 7% who used recreational drugs. Of those who used recreational drugs, 13% had driven after taking drugs. Only 6% of respondents had got into a car when they thought the driver was over the legal limit. Both behaviours were more common among males compared to females. When respondents had driven after drinking, drug use, or had been a passenger when they suspected the driver was over the limit, the main reasons were typically that they thought the driver/they were capable and that they just wanted to get home.

Unlike speeding behaviours (30%), 23% of respondents felt it is easy to avoid being caught if driving over the BAC limit. Similarly, almost two thirds of respondents agreed that they would be caught if they were driving over the blood alcohol limit (64%), compared to just over half for speeding (60%). And only one in ten respondents (9%) agreed that their family and friends think it is OK to drive slightly over the blood alcohol limit compared to one in three (28%) for driving at a few kms per hour over the speed limit.

Incidences of driving regularly while drowsy have decreased significantly since 2013, from 18% to 11% in 2014 Main. As found in previous years, males and young adults were more likely to regularly drive while tired compared to females and older adults. Similarly, significantly more of those who a) had driven when they suspected they were over the blood alcohol limit, b) had been involved in an accident and c) drove long distances regularly, drove while drowsy (compared to those who had not driven over the limit, been involved in an accident and drove short distances). Similar to other risky driving behaviours, the main reason for driving while drowsy was 'I just wanted to get home' (26%).

Distractions

Just over half of licence holders aged 18-60 (56%) indicated that they used a handheld mobile in the last month. This figure has significantly decreased from 62% in 2013. Two in five respondents were distracted by other drivers (41%), with just over one third distracted by their own thoughts (37%), and one in four distracted by street signs or passengers (24% each). Respondents generally agreed that taking their eyes off the road for a few seconds was dangerous (87%) and that they can ignore their mobile if a text or calls arrives (85%). Only 20% said their family and friends think it is okay to use a mobile phone without a hands free kit.

Just under half (46%) said that they never make or answer calls while driving while 35% only use a hands free kit to make or answer calls. The incidence of never using a phone while driving was highest among drivers aged 61 and over (75%). Young adults (18-25 years) were more likely to answer their phone and put it on their lap or console (23%). Those who reported 'drink driving' were more likely to hold the phone to their ear compared to those who did not drink drive. Those who did not drink drive, had not been in an accident and who drove short distances were most likely to report never making or answering calls while driving.

When asked specifically about using a handheld mobile for calls and for texting, males and young adults were more likely to use their phone in general compared to females and older adults. Regional respondents were more likely than metropolitan respondents to use their phone while actively driving; however metropolitan respondents were more likely to read or write a text message while stopped at the lights.

Vehicle ownership & purchasing

Most respondents either personally own the car that they usually drive (78%), or use a car owned by someone else in their household (14%) – young adults were least likely to own the car they usually drove and most likely to drive a car owned by somebody else in their household. Consistent with previous years, most respondents felt their car was ‘important but not everything’ or that they ‘cared a little but not too much’ about their car.

On average, respondents had 2.14 cars at their household; this figure was highest for those aged 18-25 (mean 2.75 cars). Regional respondents had significantly more trucks or buses and motorbikes than metropolitan respondents. Almost all respondents (94%) drove a car either daily or at least weekly and a further 52% travelled in a car as a passenger daily or at least weekly.

Vehicle purchasing intentions remain low since the 2008 drop after the global financial crisis. Among those planning to purchase a car in the future, more intended to buy a used car than a new car, this increased significantly from 38% in the 2014 Pulse to 49% in the 2014 Main. The most popular type of car respondents intended to purchase was a sedan, followed by an SUV or 4WD.

The factors which most influenced vehicle selection were vehicle condition (4.7), safety features (4.4) and fuel economy (4.2). The highest rated safety features which influenced vehicle selection were front air bags (4.6), side curtain airbags (4.2) and side airbags (4.2). Females were more likely than males to consider crash test results or safety ratings before purchasing their next car.

1. Introduction

1.1 Background and objectives

1.1.1 Background

The Transport Accident Commission (TAC) was formed in 1986 by the Victorian Government. The primary statutory roles of the TAC are a) to provide personal injury insurance to people injured in transport accidents and b) to promote road safety in Victoria.

The TAC Road Safety Monitor (RSM) has been conducted annually since the benchmark survey in 2001. During that time a number of different research agencies have undertaken the fieldwork and reporting for this research. Since 2010, the Social Research Centre has been commissioned to undertake the research, implementing a number of changes to improve the research tool and reporting. In 2014, two waves of the RSM were run – a shorter ‘Pulse’ version, and the standard ‘Main’ version. This document reports on findings from the 2014 Main RSM specifically but also highlights key changes over time (particularly 2014 Pulse compared to 2014 Main) and discusses how different groups of Victorian drivers and registered vehicle owners think and behave with respect to road safety issues.

1.1.2 Research objectives

The broad objectives of the RSM are to:

- Monitor driver attitudes and self-reported behaviour in regards to road safety issues;
- Identify potential areas of concern for the TAC in the community; and
- Provide information that assists in the development of programs that address these community concerns.

The specific objectives of the RSM are to:

- Monitor the change in attitudes and behaviours of drivers regarding a range of road safety issues, including:
 - Speed;
 - Restraint Wearing;
 - Impaired Driving;
 - Distractions; and
 - Vehicle Purchasing.
- Identify groups of Victorian drivers who have different attitudes, behaviours and histories.

1.2 Research methodology

The RSM has evolved over time and changes in methodology may have impacted historical results contained within this report:

- From 2001 to 2007 the RSM was conducted exclusively via telephone interviewing. An internet pilot was conducted in 2007.
- In 2008 and 2009 the research simultaneously used both telephone and online methodologies for data collection.
- Since 2010 the methodology was altered to allow flexible participation, so that paper, online and CATI surveying are all employed.

Since 2010, the TAC has been granted access to the VicRoads driver licence and registration database. This database is used to randomly select individuals to represent the State, and post these individuals an invitation to participate in the survey, along with a paper copy of the questionnaire. In 2014 Main, 2,000 individuals were sampled from the VicRoads database and 1998 were sent a hard copy survey (two were removed after cleaning for sufficient address information).

Participants were also provided with the option of completing the survey online or over the phone (by using a free call 1800 number). One week after the surveys were mailed, a reminder letter was sent to participants yet to complete the survey, with another following approximately one week after that. Reminder calls targeted low-response groups who had an active and identifiable phone number. Table 1.1 provides an overview of the RSM schedule for 2014.

Table 1.1: Overview of the RSM schedule

Phase / task	Date
Finalisation of questionnaire	18-Aug-2014
Finalisation of sample	20-Aug-2014
Initial mail out	08-Sept-2014
1800 number operational	08-Sept-2014
Online survey launch	09-Sept-2014
Reminder letter mailing	17-Sept-2014
Second reminder letter mailing	24-Sept-2014
Commence telephone response maximisation activity	01-Oct-2014
Complete telephone response maximisation activity	*28-Oct-2014
Online survey close	28-Oct-2014
Cut off for data processing (hard copy returns)	29-Oct-2014

* CATI calls were conducted between Oct 1 and Oct 13, stopping once the target for CATI was reached. Calls recommenced on Oct 25 to boost response rates until the end of field.

As part of this methodology, an incentive of entry into a draw for one of six \$250 prizes was offered to all of those who completed the survey (two were offered to those responding within the first weeks of the survey), with an additional \$500 prize draw for those who responded online. This additional incentive for online completion was offered to encourage respondents to choose this option as it is more cost effective and ensures appropriate questions are asked through programmed sequencing.

1.2.1 Fieldwork overview

The 2014 Main survey is based on a sample of 928 licence holders and registered vehicle owners from across Victoria. In total, 1,999 Victorians were invited to participate in the survey (including a single opt-in case). The overall response rate for the 2014 Main RSM was 46.4%.

The initial survey invitation was sent by mail on September 8, 2014. Two reminder letters were also sent to non-responders, the first on September 17 and the second on September 24. One week after the second reminder letter was sent, reminder calls began (October 1) for those respondents who had not completed the survey and for whom a phone number was identified by the TAC using Sensis's MacroMatch service. The survey remained open for seven weeks, closing on October 28, 2014.

Over half of the surveys were completed via hard copy (481), with 351 completed online. The CATI reminder component initially ran from October 1 to October 13 and achieved 66 CATI interviews. After reviewing the overall response rate it was decided to resume CATI reminder calls on October 25 and continue until the end of field – resulting in 96 CATI completes. The average interview length for CATI completes was just over 27 minutes.

1.2.2 Sample performance

Table 1.2 below summarises the final response rate by mode of completion and basic demographic characteristics. As found in previous years, response rates for males were lower than females (41.9% and 51.0% respectively) and those aged 61+ were more likely to respond (57.2%) than younger age groups (34.1% for 18-25 year olds, 39.3% for 25-39 year olds). Young adults (18-25 years) were more likely to complete online (16.5%) or via CATI (6.6%) compared to older adults (61+ years) who were more likely to complete via hardcopy (44.9%).

Table 1.2: Response rate by mode of completion and basic demographic characteristics

		Total sample	Completes	Response rate	Completion Mode		
					Hardcopy complete	Online complete	Phone interview
Total		1,999	928	46.4%	24.1%	17.6%	4.8%
SEIFA Index	1st Quintile	275	127	46.2%	28.4%	13.5%	4.4%
	2nd Quintile	213	102	47.9%	25.4%	16.9%	5.6%
	3rd Quintile	339	155	45.7%	23.9%	17.7%	4.1%
	4th Quintile	560	248	44.3%	24.1%	15.9%	4.3%
	5th Quintile	612	296	48.4%	21.7%	21.1%	5.6%
Gender	Male	1,061	445	41.9%	21.2%	16.1%	4.6%
	Female	938	478	51.0%	26.9%	19.2%	4.9%
Age group	18-25	351	120	34.2%	11.1%	16.5%	6.6%
	26-39	648	254	39.2%	14.5%	19.6%	5.1%
	40-60	626	320	51.1%	27.6%	18.4%	5.1%
	61-90	374	214	57.2%	44.9%	10.2%	2.1%
Location	Metro	1,432	671	46.9%	21.9%	20.0%	5.0%
	Regional	567	257	45.3%	29.6%	11.3%	4.4%

1.3 Reading this report

1.3.1 Time series reporting

Prior to 2012, only drivers with a current licence aged 18 to 60 years were invited to participate in the RSM. For the past two years all Victorians who held a drivers licence (regardless of status) or vehicle registration were invited to participate in the RSM (selected from the VicRoads database). This included drivers whose licence was currently disqualified as well as drivers aged 61 years and over.

For comparability with previous years, wherever time series data is presented only respondents with a valid licence aged 18 to 60 years are included in analysis. Where only 2014 data is presented, all respondents are included.

Information is provided below each chart and table to report the sample base, question filtering, question format (prompted or unprompted, single or multiple response) and question text. In some instances, total proportions may not add up to 100%. This may be due to either rounding and/or multiple responses being permitted.

1.3.2 Sub-group reporting

Throughout this report results are presented in aggregate for 2014, as well as by certain demographic subgroups (location, gender and age group). In order to better understand the relationship between driving behaviours and attitudes towards road safety, analysis was also conducted by driving behaviour. The following four categories are used throughout this report to analyse driver behaviour:

- Speeding: those who indicated they drove above their self-defined speeding limit at least most of the time vs. those who drive none to half of the time (Section 3.2: Frequency of speeding)
- Drink driving: those who said they had driven a car when they knew or thought they were over the legal blood alcohol limit within the last 12 months vs. those who had not (Section 4.5: Getting in a car over the limit)
- Accident involvement: those who indicated they had been involved in a road accident within the past five years vs. those who had not (Section 2.2: Involvement in an accident)
- Typical driving distance: those who said they drove 15,000km or more in a year, or who said they drove 300km or more in a week vs. those who drove less (see Section 9.2.2: Typical driving distance).

1.3.3 Statistical significance

A number of methods have been used within this report to highlight statistically significant differences (at 95% confidence), as follows:

In time series charts ▲ ▼ shows a significant increase or decrease at the 95% confidence level in 2014 Main compared to either 2013 or 2014 Pulse (noted in text). Where time series data are shown, statistical significance is only calculated against the 2014 Pulse and 2013 data.

In tables, when two columns are compared, cell colouring is used to indicate the presence of significant differences in column proportions or mean scores between the two groups (at the 95% level of confidence). As demonstrated in Example 1 below, colouring indicates a significant difference where green highlights the larger number and orange highlights the smaller number.

Example 1

Column 'A'	Column 'B'
95%	5%

Example 2

Column 'C'	Column 'D'	Column 'E'
15% D,E	17% C	18%

When more than two columns are compared, significant differences are indicated by letters below the figure showing which column(s) they differ from. In Example 2, in the columns above, Column 'C' varies significantly from Columns 'D' and 'E', while Column 'D' differs from Column 'C', only.

1.3.4 Weighting

To correct biases in the sample, the data have been weighted to reflect the general Victorian driver and registered vehicle owner population with respect to gender and age characteristics and hence the results can be generalised as representing all Victorian drivers/vehicle owners.

The VicRoads population data were obtained in July, 2014. Throughout this report, the results presented show weighted data, unless otherwise specified. The base "n" figure in charts and tables (number in brackets) represents the *unweighted* number of people who responded to the survey.

Table 1.3: Weighting parameters

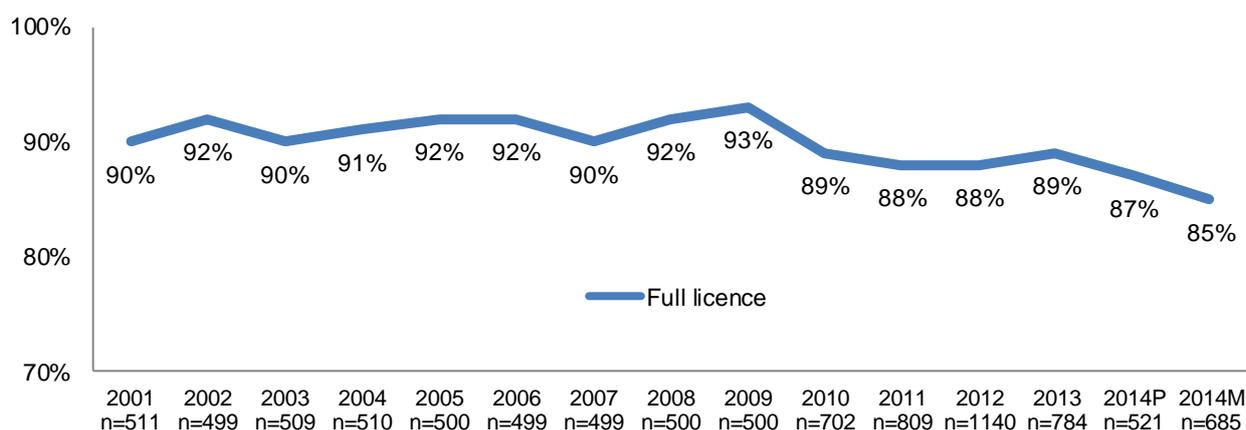
Proportional Weights					
Gender	Age	Actual population	Achieved sample	Target sample	Weight
Male	18-25	286,491	56	63	1.132
Male	26-39	590,670	124	131	1.054
Male	40+	1,269,486	269	281	1.044
Female	18-25	272,239	66	60	0.912
Female	26-39	565,060	137	125	0.912
Female	40+	1,211,090	276	268	0.971

2. Driver characteristics and demographics

2.1 Licence type

In 2014 Main, 85% of respondents aged 18 to 60 held a full drivers licence which was similar to the 2014 Pulse incidence (87%). For comparability, the time series data in Figure 2.1 below does not include respondents 61 years and older.

Figure 2.1: Incidence of full licence – time series



Base: Licence holders aged 18-60 (n=685)
Q1 What type of care licence do you hold? [single response]

When all respondents were considered, the proportion of full licence holders increases to 87%. A further 2% were Red Probationary licence holders; 6% were Green Probationary licence holders; 4% were on their learners permit; and 1% described some other type of licence.

Only one third (34%) of 18 to 25 year olds held a full licence with the remainder holding either a probationary or learners licence.

Table 2.1: Licence type by demographics (Main 2014)

	Total 2014 (928)	Region		Gender		Age group			
		Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Full licence	87%	86%	89%	87%	87%	34%	95% E	96% E	95% E
Red Probationary	2%	1%	2%	1%	2%	12% F,G,H	*	-	-
Green Probationary	6%	6%	6%	6%	6%	37% F,G,H	2% H	1%	-
Learners Permit	4%	5%	2%	3%	4%	18% F,G,H	2% H	2%	-
Other	1%	1%	2%	2%	*	-	-	1%	4% E,F

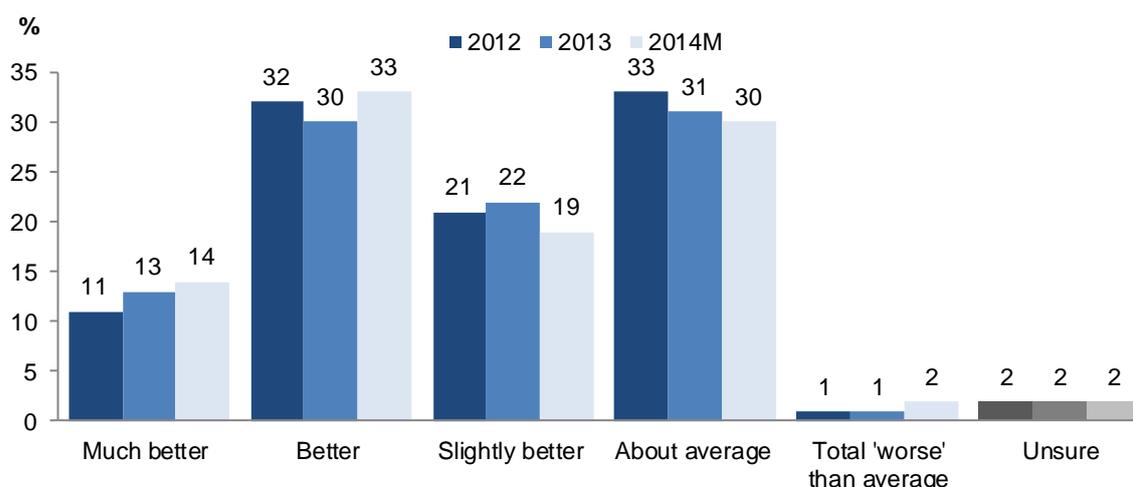
Base: All respondents (n=928)
Q1 What type of care licence do you hold? [single response]

2.2 Driving profile

2.2.1 Perceptions of driving competence

When asked how they rate their driving competence in relation to other drivers, 96% of respondents rated themselves as 'about average' or 'better'. Around two-thirds (66%) considered themselves 'better than average' (aggregate of 'slightly better', 'better', and 'much better') and more than one in ten respondents (14%) thought themselves a 'much better' driver. Only 16 respondents from 928 (unweighted) rated themselves as 'worse' than average. Around 2% were unsure how they compared to other drivers.

Figure 2.2: Rating of driving (%) (2012-2014 Main total sample)



Base: All respondents (n=928)

Q56: Thinking about how you compare to the average driver on Victorian roads, would you say that you were a...[single response]

In order to compare demographic, attitudinal and behavioural differences between drivers with different levels of confidence in their driving confidence, groups were collapsed into 'better than average' drivers, 'about average' drivers, and 'worse than average' drivers. Because of small cell counts, it was not possible to compare 'worse than average' drivers on many items.

Table 2.2 compares self-reported driving competency by demographic characteristics. The groups most likely to rate themselves as 'better than average' were males (71%) and those from metropolitan areas (69%). Significantly more young drivers (aged 18 to 25) rated themselves as 'worse than average' (3%) compared to older drivers.

Table 2.2: Self-reported driving competency by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Total 'better than average' drivers	66%	69%	57%	71%	61%	57%	75% E,H	71% E,H	55%
'About average' drivers	30%	26%	39%	26%	34%	32% F	22%	27%	41% F,G
Total 'worse than average' drivers	2%	2%	-	2%	2%	3% G	2%	1%	1%

Base: All respondents (n=928)

Q56: Thinking about how you compare to the average driver on Victorian roads, would you say that you were a...[single response]

There were few differences between self-reported driving competency and driving behaviours. However, a significantly greater proportion of respondents who drove long distances (75%) considered themselves 'better than average' compared to respondents who drove short distances (59%).

Table 2.3: Self-reported driving competency by driving behaviour (Main 2014)

	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Total 'better than average' drivers	66%	83%	68%	70%	65%	71%	65%	59%	75%
'About average' drivers	30%	17%	28%	28%	30%	25%	31%	35%	24%
Total 'worse than average' drivers	2%	-	2%	2%	2%	2%	2%	3%	1%

Base: All respondents (n=928)

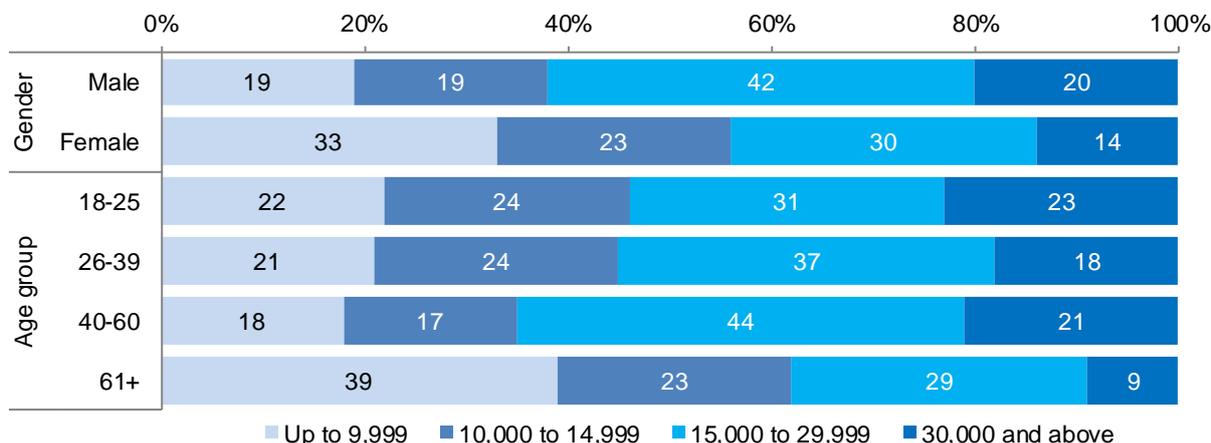
Q56: Thinking about how you compare to the average driver on Victorian roads, would you say that you were a... [single response]

2.2.2 Typical driving distance

One in four (25%) respondents on average drove less than 10,000 kms each year. Consistent with previous waves, distance travelled per year differed significantly according to age and gender. As shown in Figure 2.3 below, some notable observations were:

- 39% of older respondents (61 years and over) drove fewer than 10,000km per year,
- Only 9% of those aged 61 and older drove 30,000km or more in a year (compared to between 18% and 23% of other age groups),
- Males were more likely to drive at least 15,000km per year (62%) compared to females (44%).

Figure 2.3: Kilometres driven per year by age and gender (2014 Main)



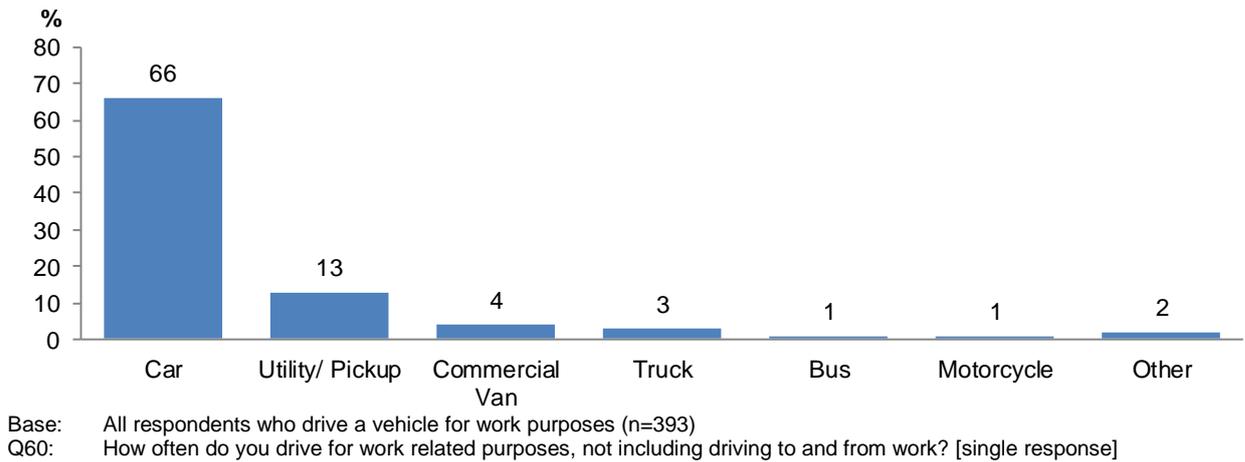
Base: All respondents (n=928)

Q57: In a typical year, how many kilometres would you drive for any reason? [single response]

2.2.3 Work related driving

Working respondents were asked about the amount of driving they do for work related purposes. Overall, 69% do some driving as part of their work (29% drive daily for work). Of those who noted some amount of driving for work purposes, 66% drove a car, 13% drove a utility or pickup, 4% drove a commercial van, and 3% drove a truck. Males and respondents from regional areas were more likely to drive a utility/pickup or a truck compared to female and metropolitan respondents.

Figure 2.4: Type of vehicle used for work related purposes (2014 Main)



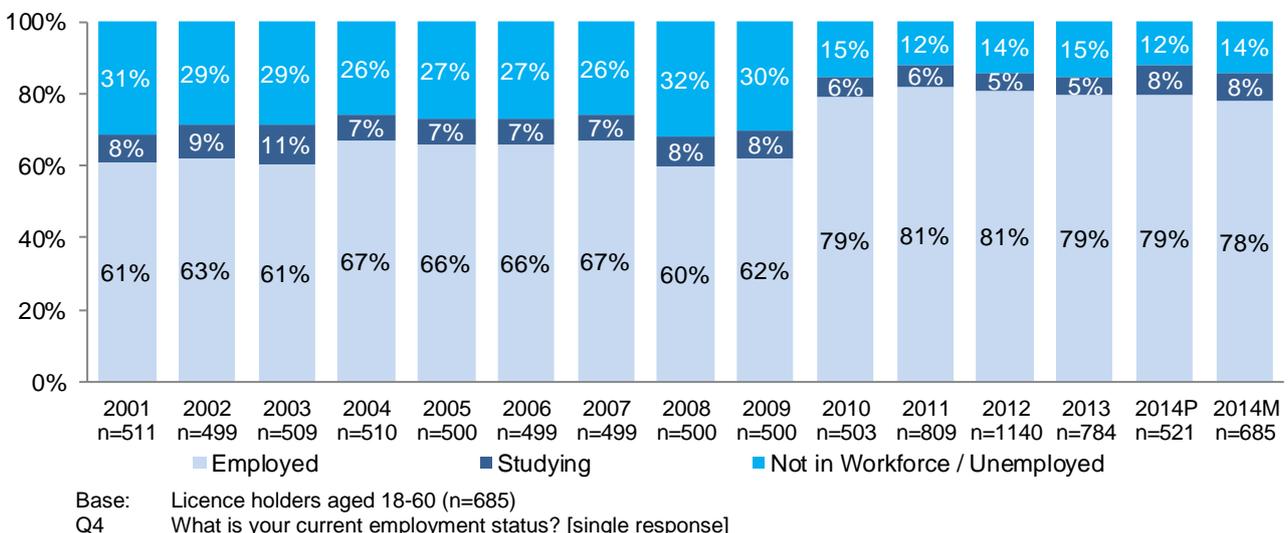
2.3 Individual demographics

Over two thirds (68%) of respondents were born in Australia; this is on par with the 69% of Victorians born in Australia according to the 2011 ABS census. A further 4% were born in the United Kingdom (ABS: 3%), and 25% in another country.

2.3.1 Work status

Excluding licence holders over the age of 61, 78% of respondents worked in paid employment. Since the methodology changes in 2010, there has been a notable increase in the proportion of 'employed' respondents and a notable decrease in the proportion of those retired or otherwise not in the workforce.

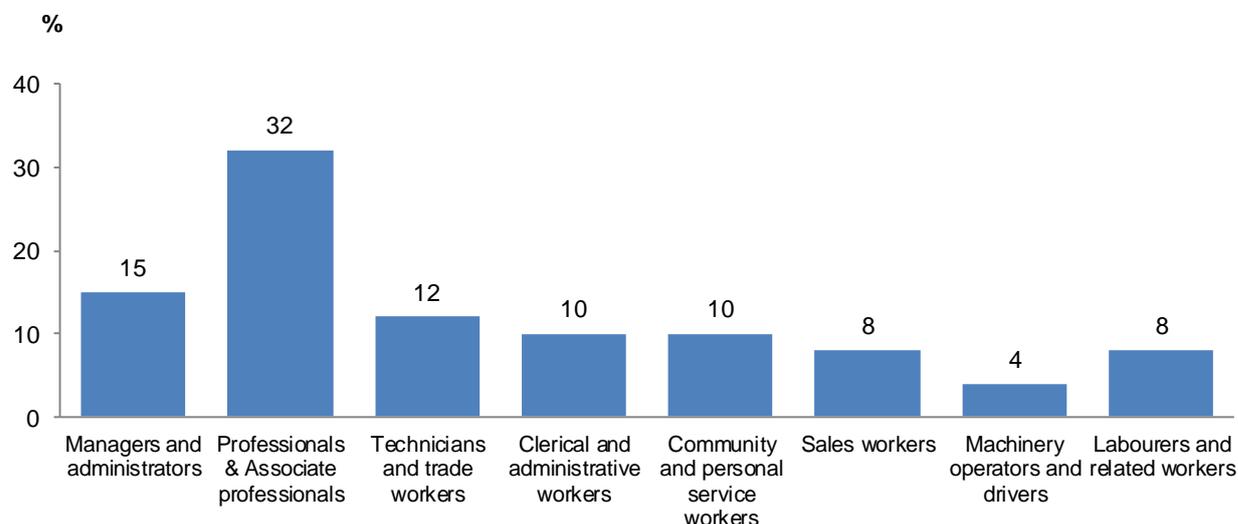
Figure 2.5: Work status – time series



2.3.2 Occupation

Similar to previous years, the majority of respondents who were employed worked as professional and associate professionals (32%), managers and administrators (15%), and technicians and trade workers (12%).

Figure 2.6: Occupation (2014 Main)



Base: Respondents in paid employment (n=580)
Q6 How would you describe your main paid employment? [single response]

Also consistent with previous years, there is a greater proportion of professionals and associate professionals in metropolitan areas and a greater proportion of labourers in regional areas. Males tended to dominate technical and trade professions, whereas females showed higher proportions in clerical and community professions.

Figure 2.7: Occupation by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (637)	Metro (419) A	Regional (218) B	Males (375) C	Females (262) D	18-25 (113) E	26-39 (198) F	40-60 (282) G	61+ (44) H
Managers and administrators	15%	16%	11%	17%	13%	7%	14%	17% E	22% E
Professionals and associate professionals	32%	35%	24%	29%	36%	28%	37%	28%	42%
Technicians and trade workers	12%	11%	17%	21%	3%	18%	11%	14%	5%
Clerical and administrative workers	10%	10%	9%	3%	19%	8% H	13%	8%	7%
Community and personal service workers	10%	10%	11%	7%	14%	12%	8%	10%	9%
Sales workers	8%	8%	8%	8%	8%	21% F,G,H	6%	8%	2%
Machinery operators and drivers	4%	4%	4%	7%	-	-	4%	5%	2%
Labourers and related workers	8%	6%	16%	9%	7%	5%	7%	9%	11%

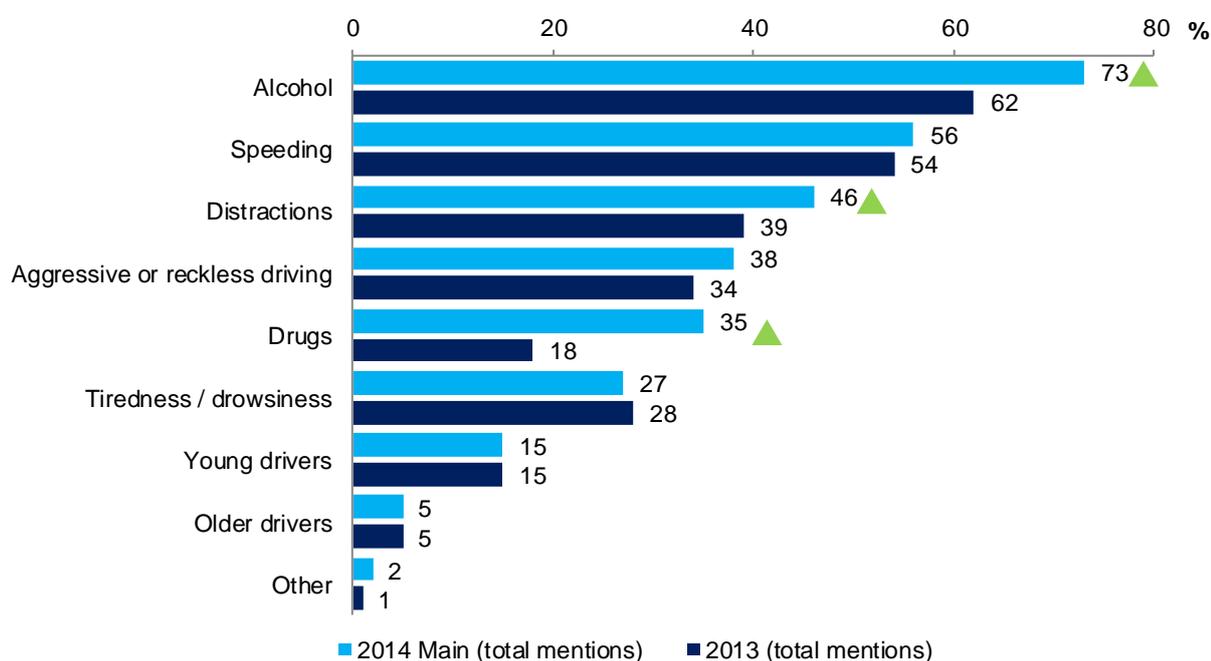
Base: Respondents in paid employment (n=637)
Q5 How would you describe your main paid employment? [single response]

3. Driving attitudes & behaviours

3.1 Factors leading to serious road accidents

Respondents were asked to choose three factors (from a list of 9) that they considered as the main cause of serious road accidents. As shown in Figure 3.1, alcohol was mentioned as the main factor that leads to serious road accidents with 73% of total mentions, followed by speed at 56% – these findings are similar to 2013 however the proportion who selected alcohol increased significantly from 62%. Most other factors were mentioned at a comparable rate in 2014 and 2013, with the exception of drugs which increased significantly from 18% in 2013 to 35% in 2014, and distractions which significantly increased from 39% to 46%.

Figure 3.1: Reported factors that lead to serious road accidents



Base: All respondents (n=928)

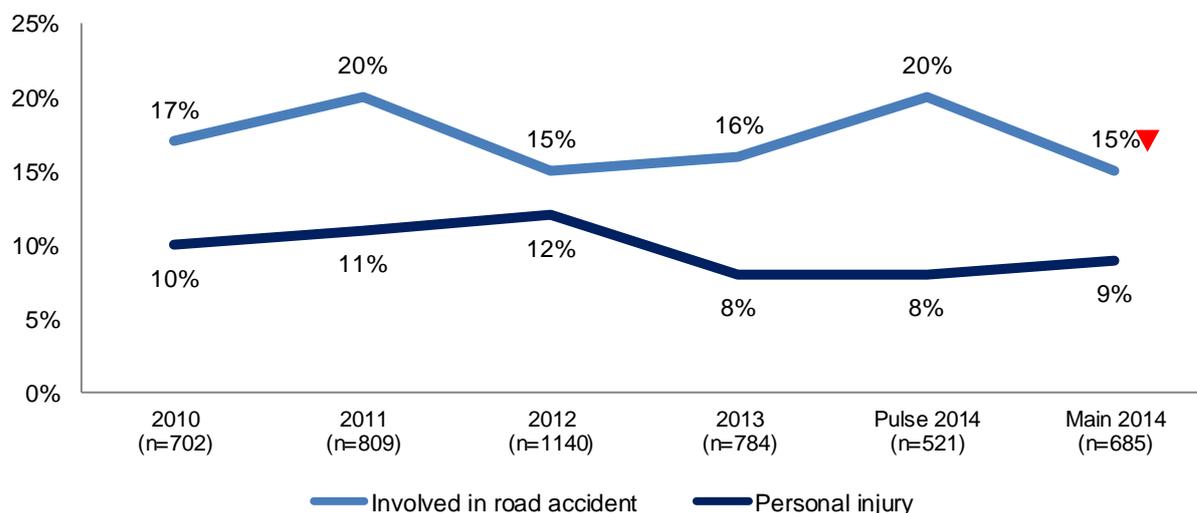
Q6 What do you think are the three main factors that most often lead to serious road accidents? [3 mentions]

A significantly greater proportion of respondents aged 40 to 60 (19%) compared to respondents aged 18 to 25 (11%) considered 'young drivers' to be the main factor leading to serious accidents. In comparison, significantly fewer respondents aged 61 and over rated 'older drivers' as the main cause of accidents (1%) compared to those aged 18 to 25 (7%) and 26 to 39 (6%).

3.2 Involvement in an accident

Figure 3.2 below shows that 15% of licence holders aged 18-60 in Main 2014 had been involved in a road accident as a driver over the last five years (excluding those in car parks and in driveways). This is a significant decrease from 20% of those surveyed in 2014 Pulse. Of those involved in an accident in 2014 Main, 9% noted that someone had sustained a personal injury.

Figure 3.2: Road accidents in last five years – time series



Base: Q38 All licence holders aged 18-60 (n=685); Q39 respondents involved in a road accident (n=103)
 Q38 In the past five years, have you been involved in any road accidents as a driver regardless of who was at fault? (This does not include accidents in car parks and driveways) [single response]
 Q39 Did anyone in the accident(s) sustain personal injury? [single response]

As found in previous waves, involvement in a road accident declines significantly with increasing driver age, from 16% and 17% among younger drivers (18-25 and 26-39 year olds respectively) to 8% of older drivers (aged 61 and over). Accident involvement was significantly more common among respondents from metropolitan areas (16%) compared to regional Victoria (8%). Of those involved in an accident, 9% sustained an injury.

Table 3.1: Road accidents in last five years and personal injury by demographics

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671)	Regional (257)	Males (471)	Females (452)	18-25 (122)	26-39 (249)	40-60 (322)	61+ (216)
		A	B	C	D	E	F	G	H
Involved in road accident	14%	16%	8%	13%	15%	16% H	17% H	14%	8%
Personal injury	9%	10%	5%	11%	7%	16%	12%	5%	6%

Base: Q38 All respondents (n=928); Q39 respondents involved in a road accident (n=128)
 Q38 In the past five years, have you been involved in any road accidents as a driver regardless of who was at fault? (This does not include accidents in car parks and driveways) [single response]
 Q39 Did anyone in the accident(s) sustain personal injury? [single response]

Respondents who sustained a personal injury were asked to nominate the three main causes of the accident (n=11). The most common responses were 'distractions' (n=6), 'aggressive or reckless driving' (n=6), and 'speed' (n=4).

There were some significant differences in those who were involved in road accidents according to driving behaviour. Similar to previous years, a significantly higher proportion of respondents who reported driving long distances had been involved in a road accident (16%) compared to those who only drove short distances (11%).

Table 3.2: Road accidents in last 5 years and personal injury by driving behaviour (Main 2014)

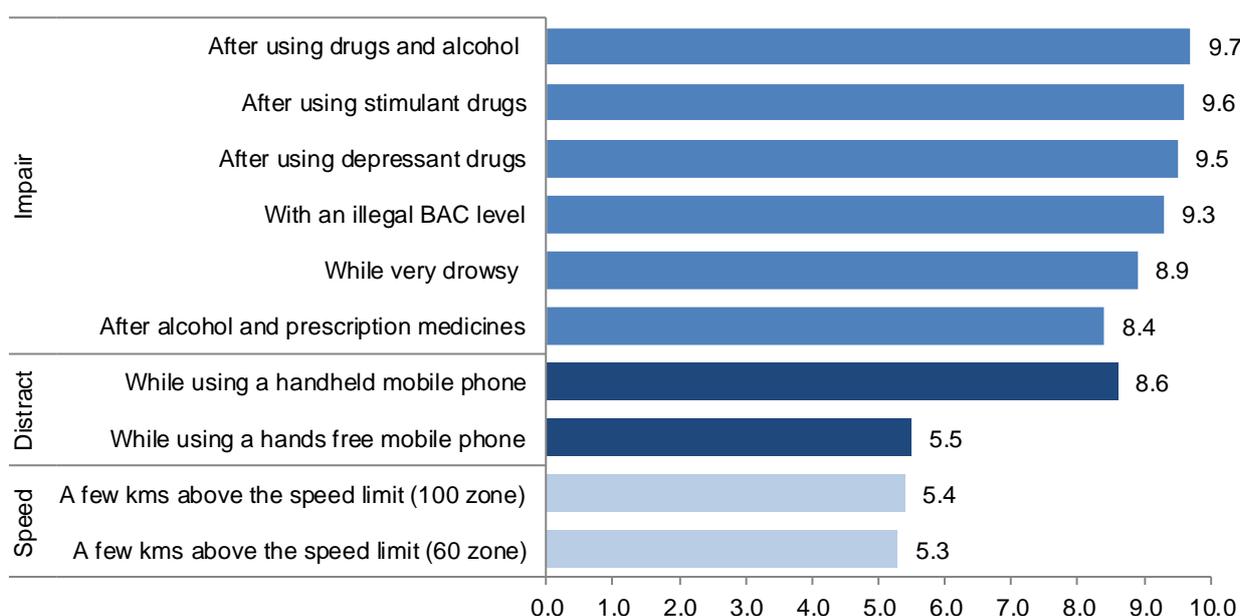
	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Involved in road accident	14%	9%	14%	16%	13%	100%	-	11%	16%
Personal injury	9%	52%*	11%	11%	7%	9%	-	11%	9%

Base: Q38 All respondents (n=928); Q39 respondents involved in a road accident (n=128)
 Q38 In the past five years, have you been involved in any road accidents as a driver regardless of who was at fault? (This does not include accidents in car parks and driveways) [single response]
 Q39 Did anyone in the accident(s) sustain personal injury? [single response]
 *Results should be treated with caution due to small sample size

3.3 Level of danger in driving behaviours

In the 2014 Main RSM respondents were asked to rate a series of driving behaviours on a scale of 0 (not dangerous at all) to 10 (extremely dangerous). As seen in Figure 3.3 below, respondents typically rated driving while impaired (e.g. after using drugs or alcohol, or while very drowsy) as very dangerous providing ratings between 8.4 and 9.7. Distracted driving ratings varied, where using a handheld mobile was seen a quite dangerous (8.6), compared to using a hands free mobile which was only moderately dangerous (5.5). Speeding by a few kilometres above the limit was rated as least dangerous with a mean rating of 5.4 for a 100km/zone and 5.3 for a 60km/zone. It should be noted that no questions were asked about the dangers of speeding by more than 'a few kms' above the limit.

Figure 3.3: Agreement with driving attitude questions (mean) (Main 2014)



Base: All respondents (n=928)
 Q7 Using a scale where 0 is not dangerous at all and 10 is extremely dangerous, how dangerous do you think it is to... [single response]

Attitude to driving behaviours varied significantly according to demographic characteristics. Females provided significantly higher danger ratings compared to males, with the biggest discrepancy for driving a few kilometres above the limit in a 100km/h zone (4.7 compared to 6.1). Older respondents (aged 40 to 60 and 61 and over) also tended to provide higher ratings for most items compared to younger respondents (aged 18 to 25 and 26 to 39).

Table 3.3: Agreement with driving attitude questions by demographics (Main 2014)

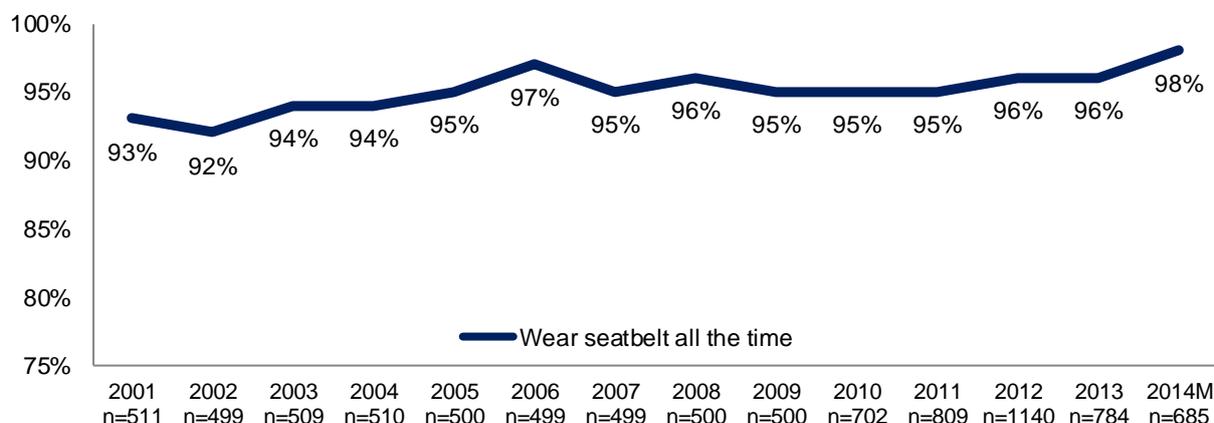
	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Drive a few kms above the speed limit (60 zone)	5.3	5.2	5.7	5.0	5.7	5.2	5.3	5.4	5.4
Drive a few kms above the speed limit (100 zone)	5.4	5.4	5.4	4.7	6.1	5.2	5.4	5.3	5.7 E,G
Drive with an illegal BAC level	9.3	9.3	9.3	9.2	9.5	9.3	9.2	9.4 E,F	9.4 F
Drive after using stimulant drugs	9.6	9.6	9.7	9.5	9.7	9.6	9.5	9.7 E,F	9.7 E,F
Drive after using depressant drugs	9.5	9.4	9.6	9.3	9.6	9.3	9.4	9.6 E,F	9.6 E,F
Drive after using drugs and alcohol	9.7	9.7	9.8	9.7	9.8	9.8 F	9.6	9.8 F	9.7
Drive after drinking alcohol and using prescription medicines	8.4	8.4	8.3	8.2	8.6	8.4	8.2	8.6 F,H	8.4
Drive while very drowsy	8.9	8.9	8.9	8.8	9.1	8.4	8.8 E	9.1 E,F	9.2 E,F
Drive while using a handheld mobile phone	8.6	8.6	8.7	8.2	9.0	8.0	8.2	8.9 E,F	9.1 E,F,G
Drive while using a hands free mobile phone	5.5	5.4	5.7	5.0	6.0	4.9	5.1	5.5 E,F	6.3 E,F,G

Base: All respondents (n=928)
Q7 Using a scale where 0 is not dangerous at all and 10 is extremely dangerous, how dangerous do you think it is to... [single response]

3.4 Restraint wearing

Figure 3.4 below shows that since 2001, at least 92% of licence holders aged 18 to 60 reported wearing a seatbelt all of the time – this figure reached its peak in the current study with 98%.

Figure 3.4: Attitudes to restraint wearing (total agree) - time series



Base: All licence holders aged 18-60 (n=685)
Q8 When you drive a car (or other vehicle) do you wear a seatbelt...? [single response]

When all respondents were included, it was found that female respondents were significantly more likely to wear a seatbelt (99%) compared to male respondents (97%). There were no significant differences in restraint wearing by driving behaviour:

Table 3.4: Attitudes to restraint wearing (total agree) by demographics and driving behaviour (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Wears seatbelt all the time	98%	98%	98%	97%	99%	97%	99%	98%	99%
	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Shor t (345) G	Long (453) H
Wears seatbelt all the time	98%	100%	98%	97%	98%	98%	98%	99%	98%

Base: All respondents (n=928)

Q8 When you drive a car (or other vehicle) do you wear a seatbelt...? [single response]

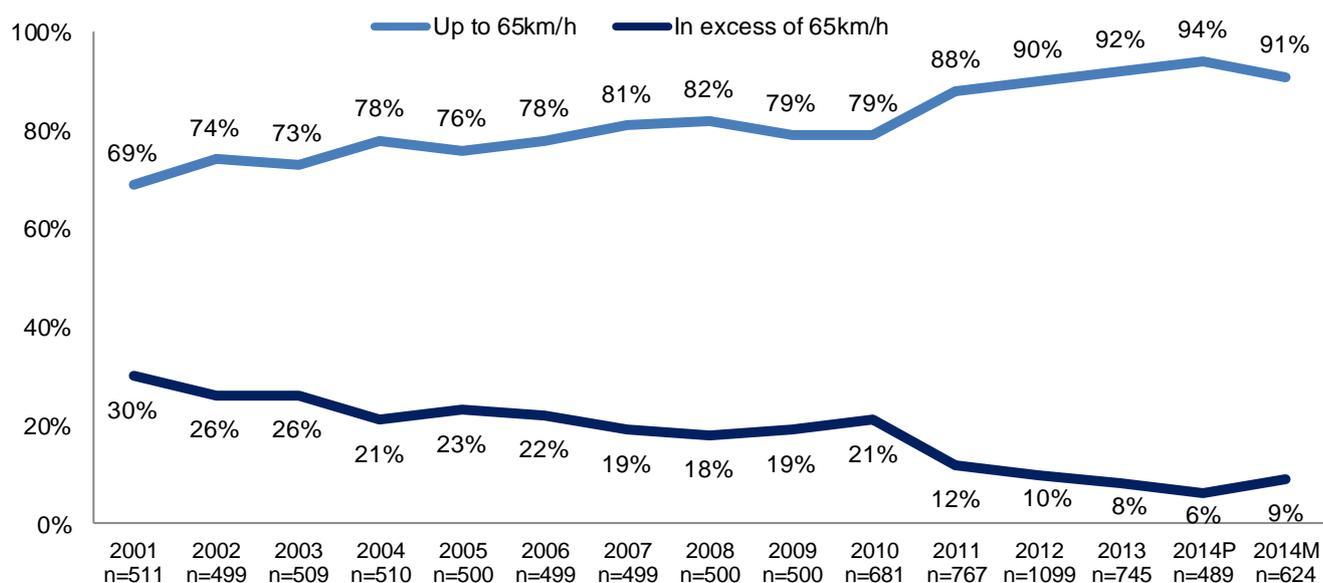
4. Speed

4.1 Definition of speeding

To gain an understanding of how people define speeding, respondents were asked to indicate how fast they thought people should be allowed to drive in a 60km/h and 100km/h zone without being booked for speeding. Prior to 2010, respondents were asked how many km/h over the defined speed limit they considered to be speeding (i.e. 1 km/h or more) regardless of what the law states. This methodological change impacts on the series and should be considered when interpreting the results.

Figure 4.1 below separates respondents into those who thought that drivers should be allowed to drive at a speed that was in excess of 65km/h in a 60km/h zone, and those who said that drivers should only be allowed to drive at a speed that was 65km/h or less in a 60km/h zone. Only 9% of licence holders (aged 18 to 60) in 2014 Main thought that people should only be booked for speeding if they were to drive in excess of 65km/h in a 60km/h zone. This continues the positive trend observed since the RSM began in 2001.

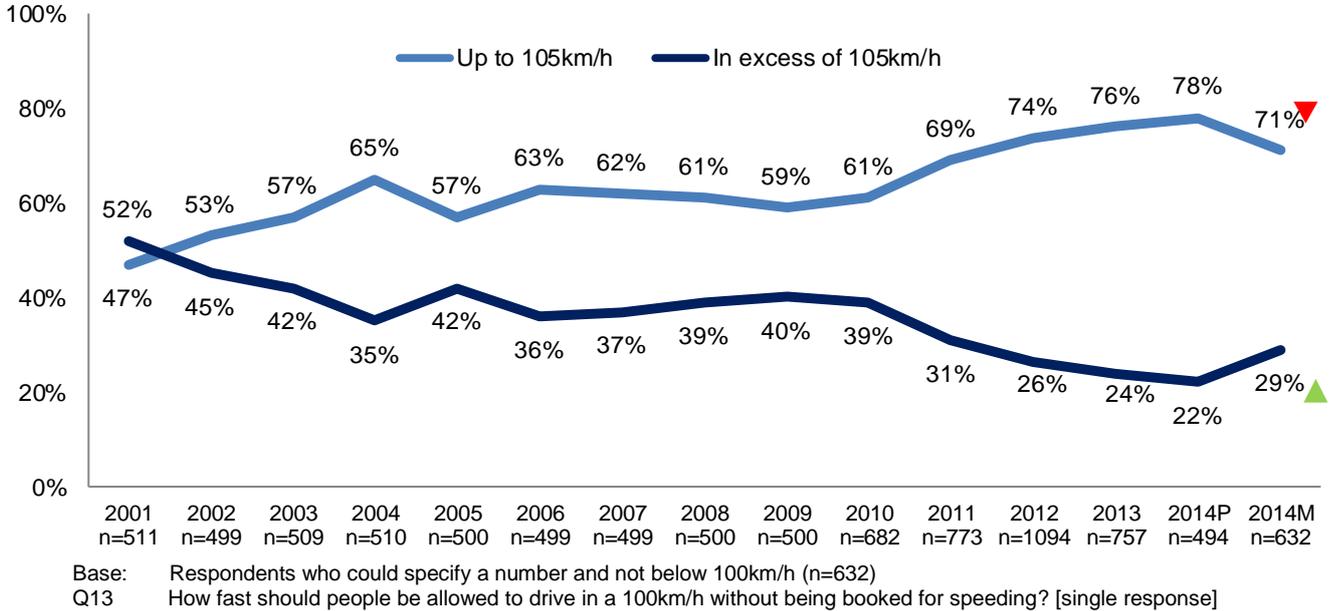
Figure 4.1: Definition of speeding in a 60km/h zone – time series



Base: Respondents who could specify a number and not below 60km/h (n=624)
Q10 How fast should people be allowed to drive in a 60km/h zone without being booked for speeding? [single response]

When asked about the allowable travel speed in a 100km/h zone, 29% of licence holders (aged 18 to 60) in 2014 Main believed that people should only be booked for speeding if they were to drive in excess of 105km/h. This is a significant increase from 2014 Pulse (22%) and a marginal but non-significant increase from 2013 (24%).

Figure 4.2: Definition of speeding in a 100km/h zone – time series

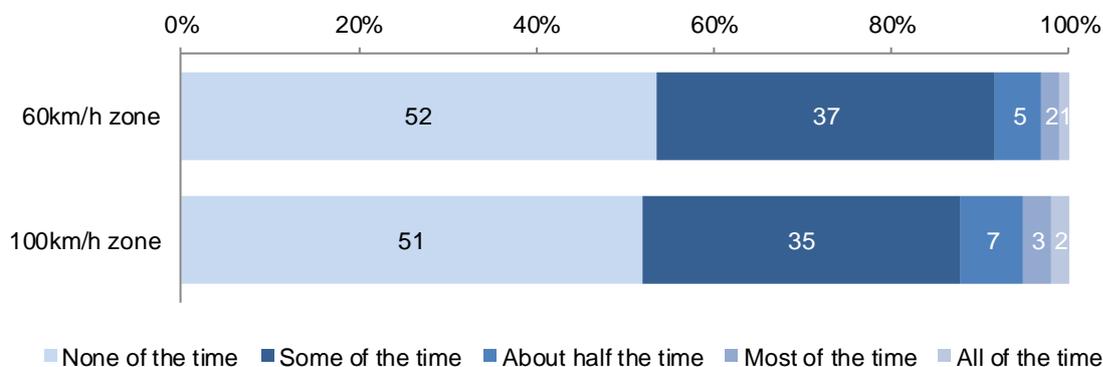


4.2 Frequency of speeding

A new question was introduced for the Main 2014 RSM where respondents were asked how often they intentionally drove above the posted speed limit in the last three months, if only by a couple of kilometres. Respondents who identified a speed over 60km/h (or over 100km/h) at which they thought they should be able to drive without being booked for speeding were also asked how often they travelled above their defined 'speeding limit' when they had the opportunity.

Figure 4.3 below shows that over half of those surveyed said they never drive over the limit in a 60km/h zone (52%) or a 100km/h zone (51%). Only 8% indicated they drive over the limit in a 60km/h zone at least half the time (12% in a 100km/h zone).

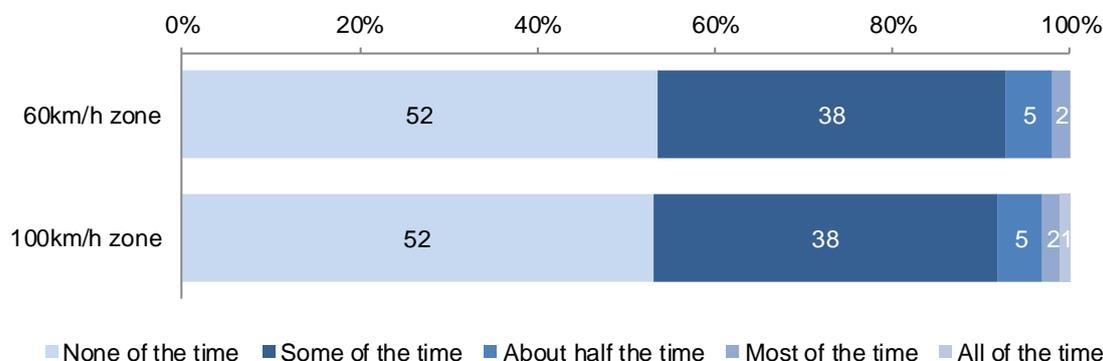
Figure 4.3: Frequency of driving over THE POSTED speed (Main 2014)



Base: All respondents (n=928)
Q9 How often have you intentionally driven above the limit in a 60km/h zone, even if by only a few kms per hour, in the last three months? [single response]
Q12 How often have you intentionally driven above the limit in a 100km/h zone, even if by only a few kms per hour, in the last three months? [single response]

Similar to frequency of driving above the posted speed limit, Figure 4.4 shows that over half of respondents reported that they never speed above their own self-defined speed limit (52%). A further 38% indicated they travel 'some of the time' over their defined speeding limit in a 60km/h zone and in a 100km/h zone.

Figure 4.4: Frequency of driving over SELF-DEFINED speed (Main 2014)



Base: Respondents who nominated a speed greater than 60/100 as acceptable (n=646)
 Q11 When you have the opportunity, how often do you travel at or above that speed in a 60km/h zone? [single response]
 Q14 When you have the opportunity, how often do you travel at or above that speed in a 100km/h zone? [single response]

As shown in Table 4.1, older drivers were less likely than younger drivers to report speeding over their self-defined limits at any time. Respondents from metropolitan regions were also significantly less likely than regional respondents to speed in a 100km/h zone (57% compared to 39%).

Table 4.1: Frequency of self-defined speeding by demographics (Main 2014)

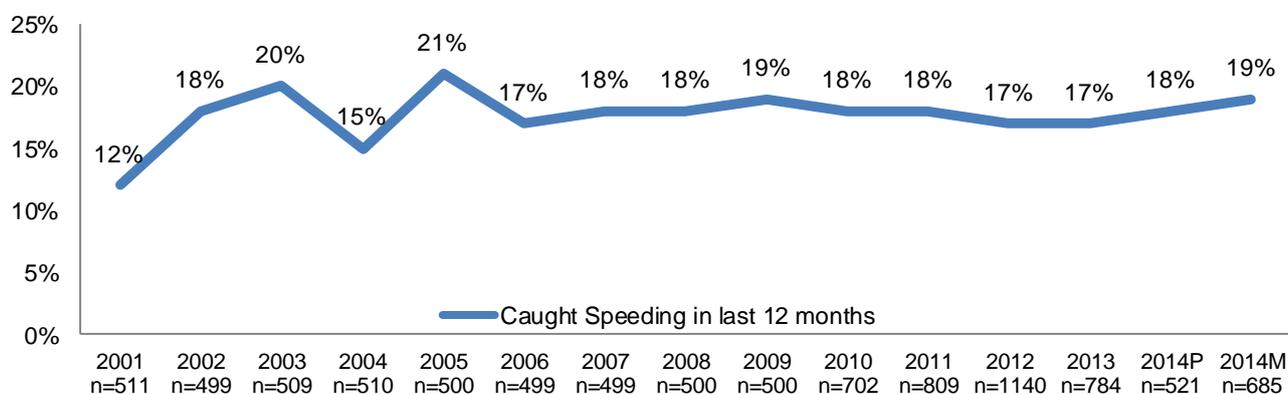
	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
None of the time (60km/h zone)	52%	54%	46%	50%	54%	50%	47%	49%	64% F,G
None of the time (100km/h zone)	52%	57%	39%	49%	56%	49%	51%	50%	61% G

Base: All respondents (n=928)
 Q11 When you have the opportunity, how often do you travel at or above that speed in a 60km/h zone? [single response]
 Q14 When you have the opportunity, how often do you travel at or above that speed in a 100km/h zone? [single response]

4.3 Speeding behaviour

Of those aged 18 to 60 with a valid licence, 19% reported that they had been caught speeding. This is consistent with findings from previous years, varying between 12% and 21% since the inception of the RSM (see Figure 4.5).

Figure 4.5: Incidence of being caught speeding in last 12 months – time series



Base: Licence holders aged 18-60 with a valid response (n=685)
Q33 Have you been caught speeding in the last 12 months (either by police or a fixed/mobile camera)? [single response]

When all drivers are included (not limited to 18-60 year olds), the proportion who had been caught speeding decreases to 17%. Males were significantly more likely to have been caught speeding (19%) compared to females (14%). Respondents aged 26 to 39 years (19%) and 40 to 60 years (22%) were more likely than older respondents (61 or over) to have been caught speeding (11%). On average those who had been caught were caught an average of 1.29 times in the last 12 months.

Table 4.2: Speeding behaviour by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Caught speeding	17%	18%	15%	19%	14%	12%	19% H	22% F,H	11%
Average number of times caught	1.29	1.29	1.28	1.37	1.17	1.25	1.53	1.19	1.14

Base: Q33 All respondents (n=928); Q34 Caught speeding (n=152)
Q33 Have you been caught speeding in the last 12 months (either by police or a fixed/mobile camera)? [single response]
Q34 How many times have you been caught speeding in the last 12 months? [numeric response]

Long distance drivers (23%) were also more likely to have been caught speeding than short distance drivers (10%).

Table 4.3: Speeding behaviour by driving behaviour (Main 2014)

	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Caught speeding	17%	35%	19%	25%	18%	14%	17%	10%	23%
Average number of times caught	1.29	1.36	1.29	1.83	1.24	1.36	1.28	1.08	1.35

Base: Q33 All respondents (n=928); Q34 Caught speeding (n=152)
Q33 Have you been caught speeding in the last 12 months (either by police or a fixed/mobile camera)? [single response]
Q34 How many times have you been caught speeding in the last 12 months? [numeric response]

4.4 Attitudes toward speeding

Respondents were presented with a series of statements about speeding and asked to indicate the level to which they agreed or disagreed with each statement. In 2014 Main, the list of statements was revised to only three statements with modified wording. Table 4.4 below provides results from previous years with previous phrasing; however these results should be treated as indicative only due to the change in wording in 2014. The table below presents the proportion of licence holders (aged 18 to 60) who 'agreed' (selected 'strongly agree' or 'agreed') with each statement.

In 2014 Main, around one in three (30%) respondents agreed that it is easy to avoid being caught driving over the speed limit. Previously this question was phrased as "I find it easy to avoid being caught speeding" and only 12% of respondents from the 2014 Pulse RSM agreed. Over half of respondents in 2014 Main (57%) agreed that if they were to speed by a few kilometres in a 60km/h zone they would have a high chance of being caught. In the 2014 Pulse, 73% of respondents agreed with the statement "if I was to speed the next time I drove, I would have a high change of being caught". In addition, 30% of respondents agreed that their family and friends think it is okay to speed by a few kilometres in a 60 zone.

Table 4.4: Attitudes towards speeding (total agree %) – time series

<i>Original wording</i>	2001 (511)	2002 (499)	2003 (509)	2004 (510)	2005 (500)	2006 (499)	2007 (499)	2008 (500)	2009 (500)	2010 (702)	2011 (809)	2012 (1140)	2013 (784)	2014 'Pulse' (521)	<i>Revised wording</i>	2014 'Main' (685)
Easy to avoid being caught speeding	26%	22%	29%	34%	30%	29%	30%	31%	33%	27%	25%	21%	11%	12%	Easy to avoid being caught driving over the speed limit	30%
If I speed, I would have a high chance of being caught	38%	39%	41%	33%	39%	44%	39%	46%	42%	60%	65%	70%	66%	73%	If I speed by a few kms in a 60 zone, I have a high chance of being caught	57%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	My family and friends think it's okay to speed by a few kms in a 60 zone	30%

Base: All licence holders aged 18-60 with a valid response (n=685)

Q15: On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements? [single response]

There were significant differences in attitudes to speeding by the key demographic groups (see Table 4.5). Older adults were more likely to agree that they would have a high chance of being caught speeding in a 60km/h zone (68% 61 and over; 44% 18 to 25) and less likely to agree that it is easy to avoid being caught driving over the limit (27% 61 and over; 37% 18 to 25) or that their friends and family think it is okay to speed (19% 61 and over; 33% 18 to 25).

Table 4.5: Attitudes towards speeding (total agree %) by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Easy to avoid being caught driving over the limit	29%	30%	26%	29%	28%	37% H	32%	25%	27%
If I speed by a few kms in a 60 zone, I have a high chance of being caught	60%	59%	61%	57%	64%	44%	56% E	64% E	68% E,F
My family and friends think it's okay to speed by a few kms in a 60 zone	28%	27%	28%	25%	30%	33% H	32% H	28% H	19%

Base: All respondents (n=928)

Q15: On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements? [single response]

Attitudes toward speeding by driving behaviour (Table 4.6) indicate that respondents who were identified as 'drink drivers' were significantly less likely to agree that they have a high chance of being caught and more likely to agree that it is easy to avoid being caught.

Table 4.6: Attitudes towards speeding (total agree %) by driving behaviour (Main 2014)

	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Easy to avoid being caught driving over the limit	29%	56%	28%	46%	28%	35%	28%	30%	28%
If I speed by a few kms in a 60 zone, I have a high chance of being caught	60%	48%	58%	44%	59%	56%	60%	60%	59%
My family and friends think it's okay to speed by a few kms in a 60 zone	28%	56%	31%	29%	30%	33%	27%	24%	29%

Base: All respondents (n=928)

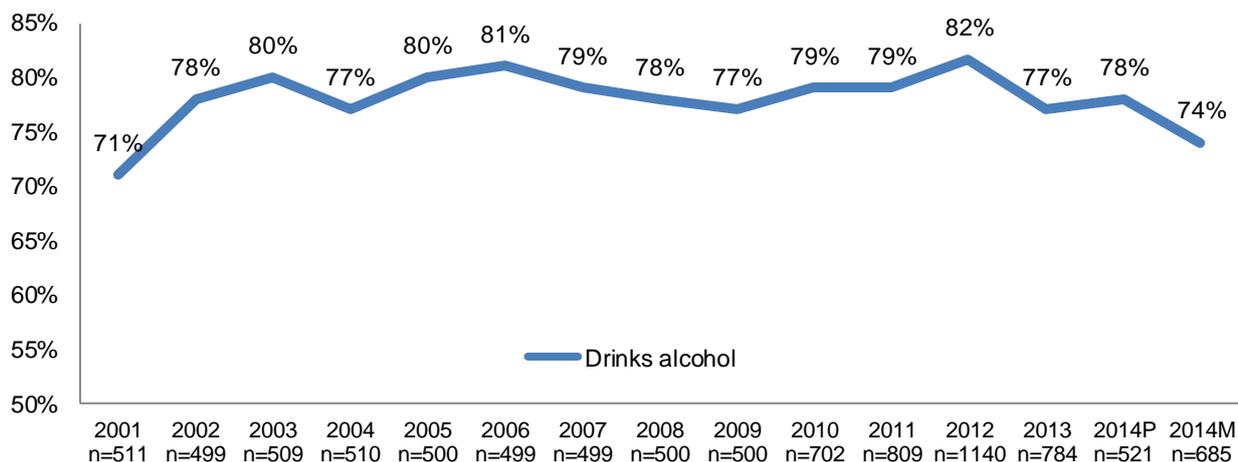
Q15: On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements? [single response]

5. Impaired driving

5.1 Use of drugs & alcohol

Consistent with previous years, around three in four respondents aged 18 to 60 (74%) indicated that they drink alcohol. Those who indicated they drank alcohol are asked a series of questions regarding drink driving attitudes and behaviours.

Figure 5.1: Drink alcohol – time series



Base: Licence holders aged 18-60 with a valid response (n=685)
Q20 Do you drink alcohol? [single response]

In 2014 Main respondents were also asked if they had used recreational drugs within the last 12 months. Of all respondents surveyed 72% drank alcohol and 7% had used recreational drugs in the last 12 months.

The oldest cohort (61 and over) reported the lowest prevalence of drinking alcohol (64%) and no incidence of drug use. A significantly greater proportion of young adults, aged 18 to 25, drank alcohol (78%) and had used recreational drugs (20%). Males were more likely to drink alcohol (77%) and to have used drugs (9%) than females (66% and 4% respectively).

Table 5.1: Drinks alcohol & used drugs by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Drinks alcohol	72%	71%	74%	77%	66%	78% H	72%	75% H	64%
Uses drugs	7%	6%	8%	9%	4%	20% F,G,H	8% H	5% H	0%

Base: All respondents (n=928)
Q20 Do you drink alcohol? [single response]
Q24 Have you used recreational drugs (for example, methamphetamine, ice, marijuana etc.) in the last 12 months? [single response]

5.2 Attitudes to impaired driving

Attitudes toward impaired driving behaviours varied according to demographic characteristics. While around two in three respondents agreed that if they were driving slightly over the limit they are likely to be caught (64%), this figure is significantly higher among those aged 40 to 60 (68%) than those aged 18 to 25 (56%). Similarly, around one in ten of all respondents (9%) agreed that their family and friends think it is okay to drive slightly over the limit; however agreement was significantly lower among metropolitan respondents (8% compared to regional respondents 12%).

Table 5.2: Attitudes to impaired driving (total agree) by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Easy to avoid being caught if driving over the 0.05 limit	23%	21%	27%	23%	23%	24%	22%	22%	26%
If I was driving (slightly) over the (0.05) limit, I am likely to be caught	64%	62%	68%	63%	65%	56%	60%	68% E	65%
My family and friends think it's OK to drive slightly over the 0.05 limit	9%	8%	12%	9%	10%	15% G,H	10%	8%	8%
It's easy to keep myself awake if I need to drive	39%	41%	34%	39%	39%	55% G,H	47% G,H	31%	31%
It's easy to avoid being caught if I was driving after using drugs	21%	20%	23%	22%	20%	25%	20%	21%	20%

Base: All respondents (n=928)

Q27 To what extent do you agree or disagree with the following statements, using a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree"? [single response]

As expected, those who indicated that they had driven while over the limit were less likely to agree that they would be caught if they were driving while over the limit (47% vs. 64%), more likely to agree that it is easy to avoid being caught (34% vs. 22%) and that their friends and family think it's OK to drive over the limit (22% vs. 8%). Those who had driven when over the limit were also more likely to agree that it's easy to keep themselves awake if they need to drive (60% vs. 37%).

Table 5.3: Attitudes to impaired driving (total agree) by driving behaviour (Main 2014)

	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Easy to avoid being caught if driving over the 0.05 limit	23%	49%	22%	34%	22%	25%	22%	22%	23%
If I was driving (slightly) over the (0.05) limit, I am likely to be caught	61%	47%	62%	47%	64%	64%	64%	63%	67%
My family and friends think it's OK to drive slightly over the 0.05 limit	8%	15%	8%	22%	8%	9%	9%	8%	9%
It's easy to keep myself awake if I need to drive	40%	56%	40%	60%	37%	39%	39%	40%	39%
It's easy to avoid being caught if I was driving after using drugs	21%	30%	21%	28%	21%	25%	20%	20%	23%

Base: All respondents (n=928)

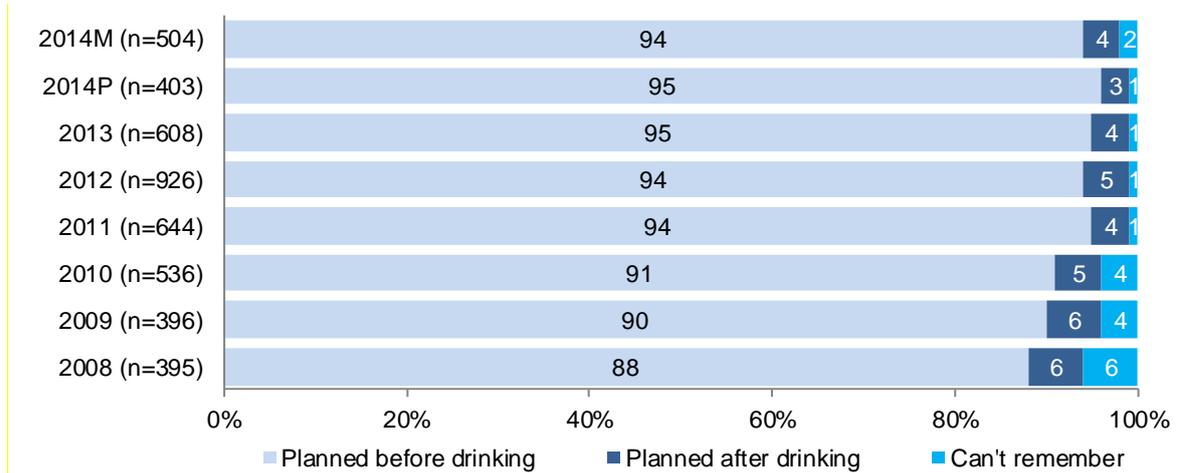
Q27 To what extent do you agree or disagree with the following statements, using a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree"? [single response]

5.3 Drink and drug driving

5.3.1 Getting home after drinking

Similar to previous years, the proportion of respondents who indicated that they planned how they would get home *before* they started drinking the last time they went out was 94%. This result has remained fairly consistent since 2011.

Figure 5.2: Plan for getting home the last time drinking

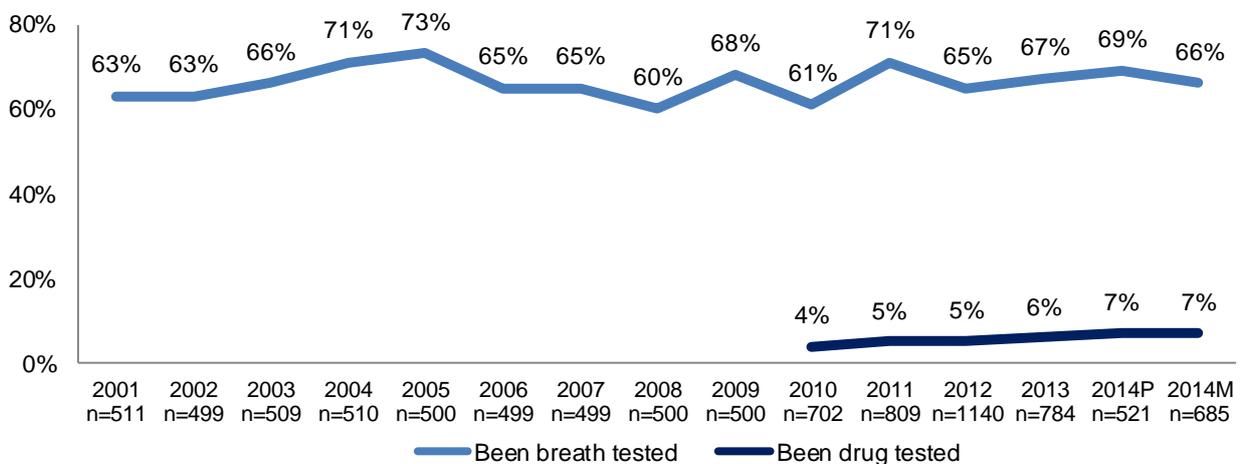


Base: Licence holders aged 18-60 who drink alcohol and do not always drink at home (n=504)
Q23 Please think about the last time you went out (not at home) and drank alcohol. Did you decide how you would get home...? [single response]

5.3.2 Breath & drug testing

In 2014 Main, 66% of licence holders aged 18 to 60 had been breath tested or they had been in a car when someone else was breath tested. Excluding outliers who reported being breath tested more than 10 times (1% - maximum of 39), respondents recalled having been tested an average of 2.4 times in the last 12 months. Drug testing was far less common with only 7% of respondents indicating that they, or the driver of the car they were in, had been drug tested in the last 12 months.

Figure 5.3: Drivers tested in the last 12 months – time series



Base: Licence holders aged 18-60 (n=685)
Q35 Over the past 12 months have you been breath tested or been in a car when the driver was breath tested? [single response]
Q37 Over the past 12 months have you been drug tested or been in a car when the driver was drug tested? [single response]

There were significant differences between incidences of breath testing among males (65%) and females (56%), and between young adults (18 to 25, 60%) and older adults (61+, 44%). Young adults (18-25 year olds) were more likely to have been drug tested (14%) than older age groups (ranging from 2% to 6%).

Table 5.4: Drivers tested in the last 12 months by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Breath tested in last 12 months	61%	59%	64%	65%	56%	60% H	67% H	68% H	44%
Drug tested in last 12 months	6%	6%	6%	7%	5%	14% F,G,H	6%	6% H	2%

Base: All respondents (n=928)

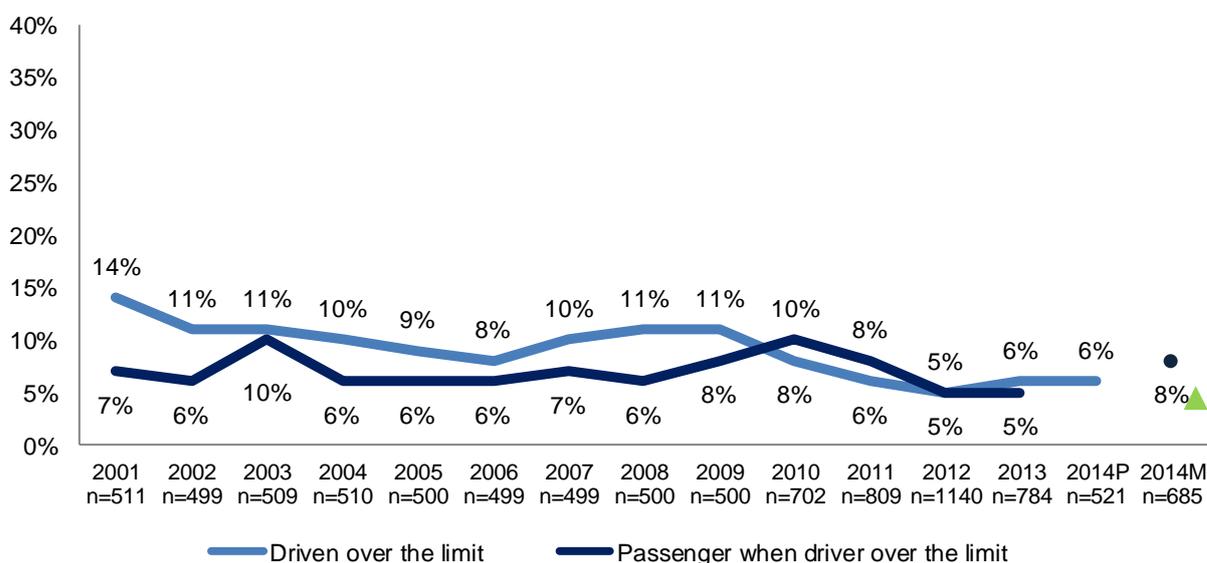
Q35 Over the past 12 months have you been breath tested or been in a car when the driver was breath tested? [single response]

Q37 Over the past 12 months have you been drug tested or been in a car when the driver was drug tested? [single response]

5.3.3 Driver or passenger after drinking or drug use

In 2014 Main, there was a significant increase in the proportion of licence holders aged 18-60 who got into a car when they suspected the driver was over the limit from 5% in 2013 to 8% in 2014 Main (this question was not asked in 2014 Pulse). Results for respondents who had driven when they knew or suspected they were over the blood alcohol limit are not reported for 2014 Main in the time series chart below. In 2014 Main the question was reworded and may not be comparable with previous waves. The difference in wording will be monitored in future RSMs.

Figure 5.4: Drivers & passengers who got into a car – time series



Base: Licence holders aged 18-60 (n=685)

Q18 Have you ever gotten into a car when you knew or thought the driver was over the legal blood alcohol limit over the last 12 months? [single response]

Q21 (Historical) During the last 12 months, have you driven a car when you knew or thought you were over the legal blood alcohol limit? [single response]

In 2014 those respondents who indicated they had used recreational drugs in the last 12 months were also asked if they had ever driven after using drugs. Of the 61 respondents who had used recreational drugs, 13% had driven after drug use (n=8).

As Table 5.5 shows, there were notable differences in behaviours according to age and gender:

- 18 to 25 years olds (17%) were more likely to have been a passenger when they suspected that the driver was over the legal limit compared to all other age groups.
- Males (12%) were also more likely than females (7%) to report having been a passenger with a driver over the limit (8% and 4%).

Table 5.5: Driver & passenger who got into car (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Been in car when driver over the limit	6%	6%	7%	8%	4%	17% F,G,H	7% H	5% H	1%
Driven on drugs	13%	14%	11%	15%	10%	5%	15%	28%	-

Base: All respondents (n=928)

Q18 Have you been in a car over the last 12 months when you knew or thought the driver was over the legal blood alcohol limit? [single response]

Q25 Have you driven a car after using recreational drugs in the last 12 months? [single response]

Of those who reported having driven over the blood alcohol limit in the last 12 months, 38% had also been a passenger in a car when they suspected that the driver was over the legal limit (compared with 5% of those who had not driven over the limit). Getting into a car as a driver or passenger when over the limit was more common among those who drove long distances (8%) compared to those who drove short distances (5%).

Table 5.6: Driver & passenger who got into car (Main 2014)

	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Been in car when driver over the limit	6%	22%	7%	38%	5%	10%	5%	5%	8%
Driven on drugs	13%	34%	13%	38%	5%	12%	13%	6%	20%

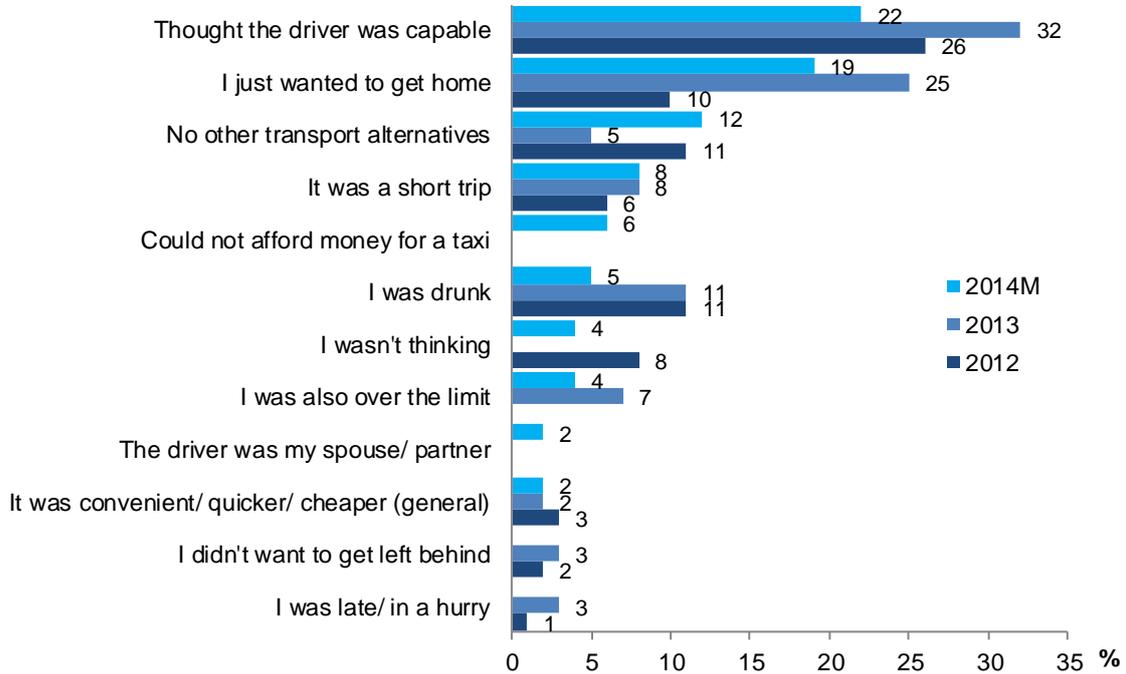
Base: All respondents (n=928)

Q18 Have you been in a car over the last 12 months when you knew or thought the driver was over the legal blood alcohol limit? [single response]

Q25 Have you driven a car after using recreational drugs in the last 12 months? [single response]

Similar to previous years, the main reasons people got into a car when they thought that the driver was over the legal limit were: they thought the driver was capable (22%), they just wanted to get home (19%), and there were no other transport alternatives (12%).

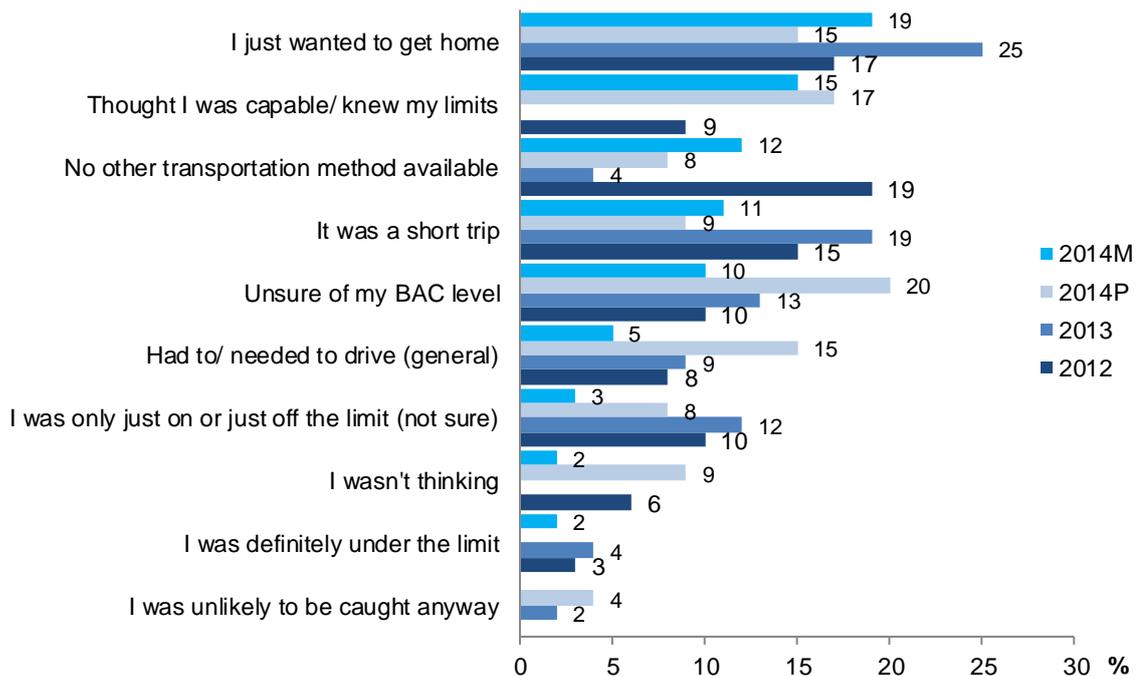
Figure 5.5: Reasons for being a passenger when driver over the legal limit (2011 to 2014)



Base: Respondents who had been a passenger when they thought the driver was over the legal limit (n=52)
Q19 What was the main reason you got into a car when you knew or thought the driver was over the over the legal blood alcohol limit? [multiple response]

For those who suspected that they had driven when over the legal limit, the reasons provided were also similar to those in previous waves. The most common reasons provided were 'just wanted to get home' (19%), 'thought I was capable' (15%) or that there were 'no other transport alternatives' (12%).

Figure 5.6: Reasons for driving when over the legal limit (2012 to 2014 Main)



Base: Respondents who had driven when they thought they were over the legal limit (n=55)
Q22 What was the main reason for you driving a car when you knew or thought you were over the legal limit? [multiple response]

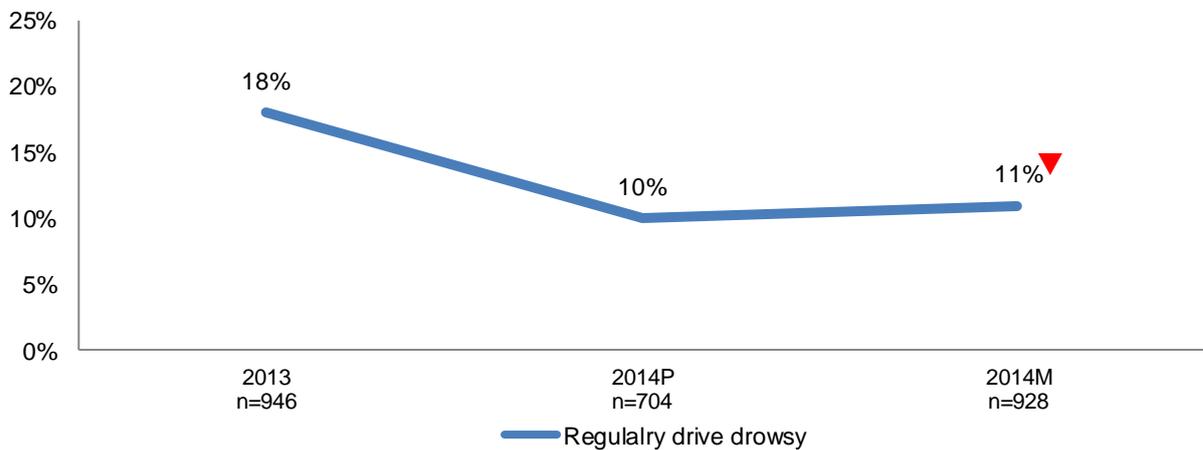
Those who had driven on drugs (n=8) were asked to describe the main reason they had driven a car after using recreational drugs. The few who had driven after drug use provided similar responses to those who had driven when they suspected they were over the legal BAC limit. A sample of responses is provided below:

- *“Not being able to get my car back home otherwise. Living too far away to afford taking cabs and no viable public transport options.”*
- *“To go out.”*
- *“To return home from venue.”*
- *“Had to get the car home, had work in the morning, was unplanned.”*
- *“I drive with excess caution when I’m stoned, at legal speeds, and at a time when there is very little traffic on the road.”*
- *“I felt I needed to get home.”*
- *“Driving ability not impaired.”*

5.4 Drowsy driving

Since 2013, respondents have been asked if they find themselves regularly driving while drowsy (at least once a week). In 2013 almost one in five respondents (18%) indicated that they regularly drove while drowsy, this figure decreased significantly in 2014 Main to only 11%.

Figure 5.7: Regularly driving while drowsy (2013 to 2014 Main: total sample)



Base: All respondents (n=928)
Q16 Do you find yourself regularly (at least once a week) driving while drowsy? [single response]

Driving while drowsy was more common among males (14%) and respondents aged 18 to 25 (20%) or aged 26 to 39 (17%). The least likely group to drive while tired were the 61 and over age group with only 1% reporting regularly driving while drowsy.

Table 5.7: Regularly driving while tired by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Regularly driving while drowsy	11%	12%	10%	14%	8%	20% G,H	17% G,H	9% H	1%

Base: All respondents (n=928)

Q16 Do you find yourself regularly (at least once a week) driving while tired? [single response]

There were also some notable differences between those who had driven while over the limit (24%) and those who had not (11%); those who had been in a road accident (19%) and those who had not (10%); as well as those who drove long (16%) and short distances (7%).

Table 5.8: Regularly driving while tired by driving behaviour (Main 2014)

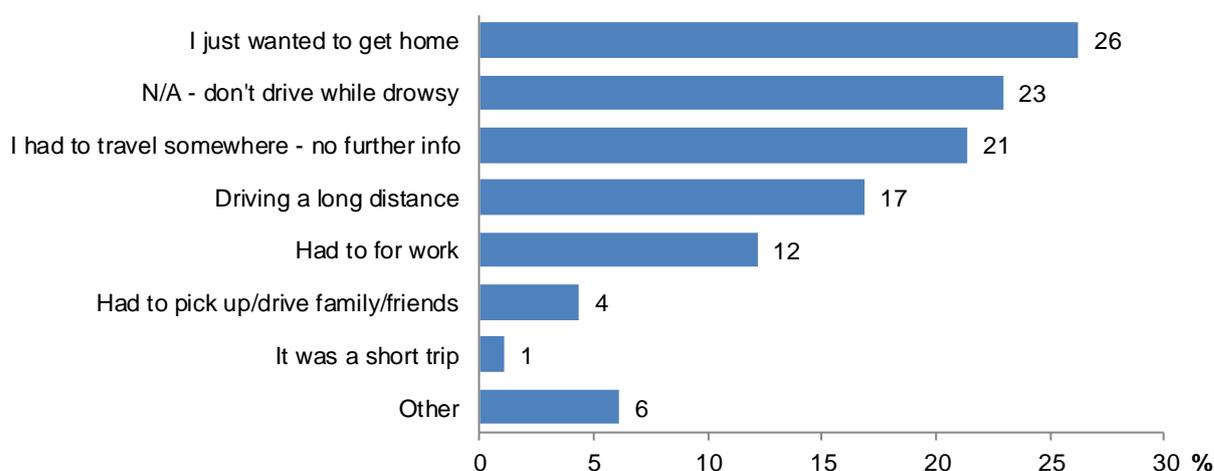
	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Regularly driving while drowsy	11%	26%	11%	24%	11%	19%	10%	7%	16%

Base: All respondents (n=928)

Q16 Do you find yourself regularly (at least once a week) driving while tired? [single response]

Respondents were asked to think about the last time they drove while drowsy and provide a reason for doing so. For those who provided an answer (n=576) the most common responses were similar to those provided for driving when over the blood alcohol limit (see Figure 5.8 below). The most common response was 'I just wanted to get home' (26%). Almost one quarter of those who provided a response (23%) indicated they don't drive while drowsy.

Figure 5.8: Why drove while drowsy (%) (2014 Main)



Base: All respondents with a valid response (n=576)

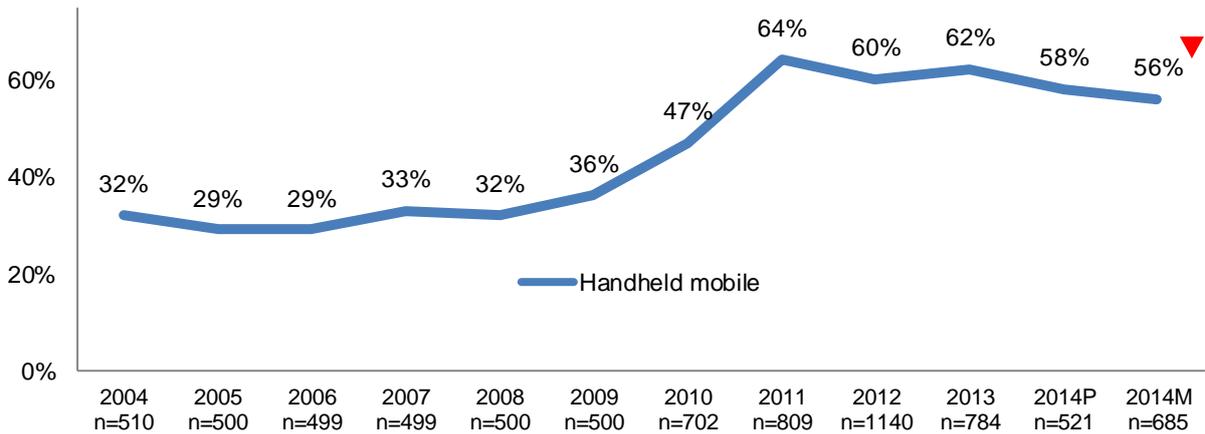
Q17 Thinking about the last time you drove while drowsy, what was the main reason you did this? [single response]

6. Distractions

6.1 Distractions while driving

Just over half (56%) licence holders aged 18 to 60 reported using a handheld mobile phone while driving – this is a significant decrease from 62% in 2013 and continues a downward trend in handheld mobile use observed since 2012.

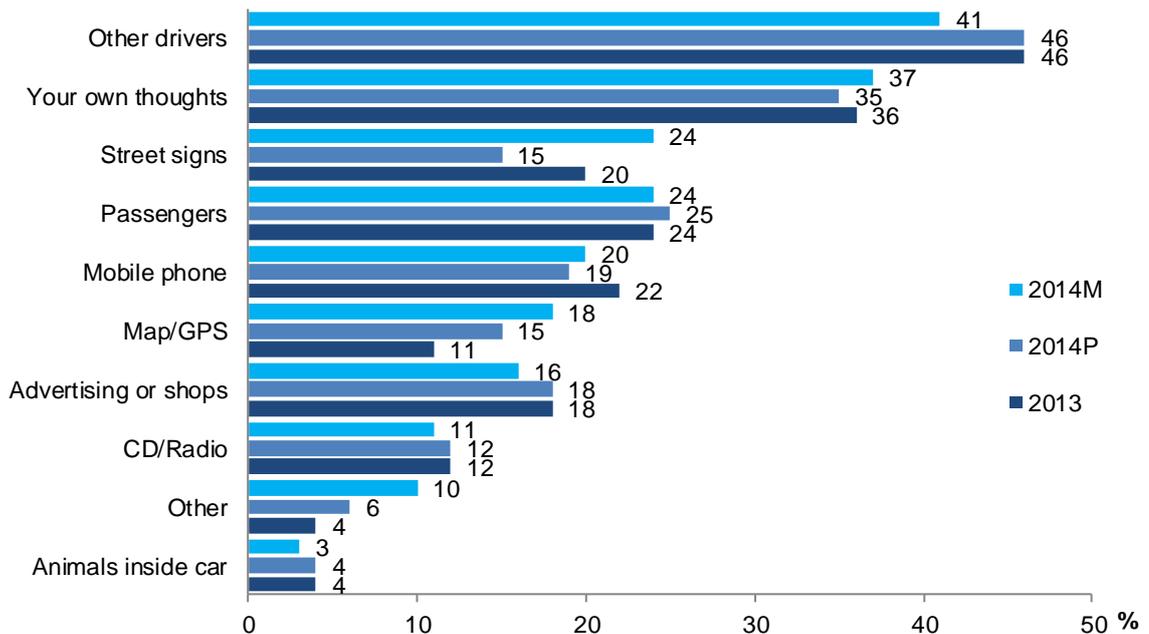
Figure 6.1: Use of electronic devices while driving – time series



Base: Licence holders aged 18-60 years (n=685)
Q28 During the last month, have you used a HANDHELD mobile phone? [single response]

Since 2013, respondents have been asked to indicate if they had been distracted while driving. Similar to previous waves, around two in five (41%) were distracted by 'other drivers', one in three (37%) were distracted by their 'own thoughts', and one in four were distracted by 'street signs' or by 'passengers' (24% each); only 20% were been distracted by a 'mobile phone', and 18% by a 'map or GPS'.

Figure 6.2: Distractions while driving (multiple response) (Main 2014 – total sample)



Base: All respondents (n=928)
Q32 In the last week, have you been distracted while driving by any of the following? [multiple response]

In 2014 Main, respondents were also asked the extent to which they agreed or disagreed with various statements about driving while distracted. As shown in Table 6.1 below, most respondents agreed that taking their eyes off the road for a few seconds is dangerous (87%) and that they can ignore their mobile phone while driving (85%); around one in five agreed that their family and friends think it is okay to use a mobile phone without a hands free kit (20%).

Females and older adults are more likely to ignore their mobile phone if a call or message arrives. Similarly, those from metropolitan areas and older adults were less likely to agree that their family and friends think it is ok to use a mobile phone without a hands free kit.

Table 6.1: Attitudes to distracted driving (total agree) by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Taking my eyes off the road for two seconds is dangerous	87%	87%	87%	86%	88%	84%	85%	88%	90%
I can ignore my mobile phone if a message or call arrives while I am driving	85%	86%	83%	83%	88%	81%	79%	90% E,F	88% F
My family and friends think it is ok to use a mobile phone without using a hands free kit	20%	17%	29%	19%	22%	17%	26% G,H	18%	18%

Base: All respondents (n=928)

Q31 To what extent do you agree or disagree with the following statements, using a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree"? [single response]

Respondents who had driven while over the legal limit were less likely to ignore their mobile phones (73%) compared to those who had not driven while over the limit (87%). Long distance drivers were more likely to agree that their family and friends think it is okay to use a mobile phone without a hands free kit (24%) compared to short distance drivers (17%).

Table 6.2: Attitudes to distracted driving (total agree) by driving behaviour (Main 2014)

	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Taking my eyes off the road for two seconds is dangerous	87%	78%	87%	83%	87%	90%	86%	90%	86%
I can ignore my mobile phone if a message or call arrives while I am driving	85%	78%	84%	73%	87%	82%	86%	86%	85%
My family and friends think it is ok to use a mobile phone without using a hands free kit	20%	44%	21%	29%	21%	21%	20%	17%	24%

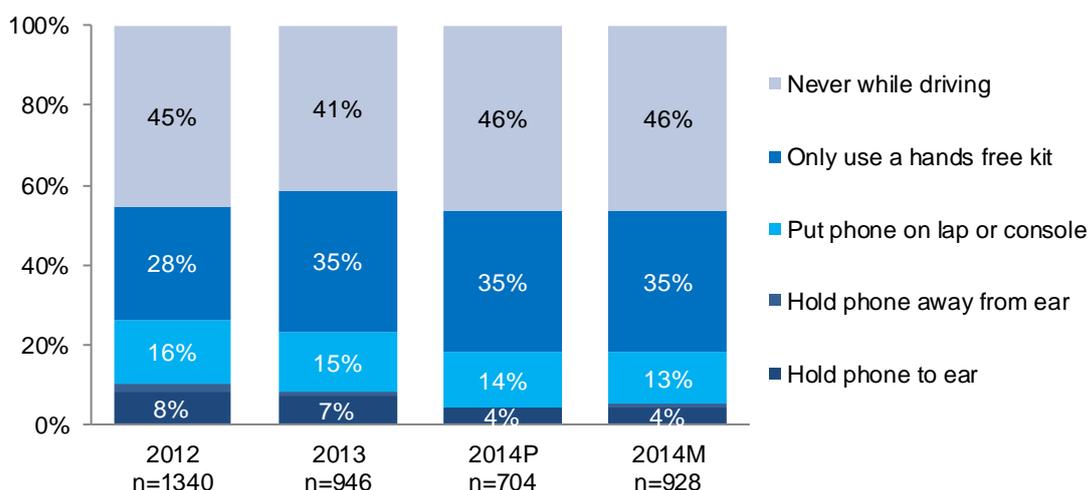
Base: All respondents (n=928)

Q31 To what extent do you agree or disagree with the following statements, using a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree"? [single response]

6.2 Mobile phone use

Respondents were asked how they normally use their phone to make or answer calls while driving. Just under half (46%) said that they never make or answer calls while driving. The proportion of respondents who reported putting the phone on their lap or console has been decreasing gradually over time from 16% in 2012 to 13% in 2014 Main; similarly the proportion that hold the phone to their ear has decreased from 8% in 2012 to 4% in 2014 Main.

Figure 6.3: Mobile phone use while driving (single response) (2012 to 2014 total sample)



Base: All respondents (n=928)

Q29 When you use your phone to make or answer calls while driving, do you normally ...[single response]

Some notable differences include:

- Significantly more females (52%) reported never making or answering a call than males (41%).
- Significantly fewer females use a Bluetooth kit (30% versus 40%) than males.
- Significantly more respondents aged 61 and over (75%) reported never making or answering a call than all younger drivers.
- Respondents aged 26 to 39 years were most likely to use their mobile phone while driving (28% never make or answer calls).

Table 6.3: Normal phone use in car by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Hold phone to ear	4%	4%	7%	6%	3%	8%	4%	4%	4%
Hold phone away from ear	1%	-	2%	1%	-	1%	-	1%	1%
Put phone in lap or on console	13%	12%	16%	12%	15%	23% G,H	25% G,H	8% H	2%
Only use hands free kit such as Bluetooth	35%	39%	24%	40%	30%	33% H	43% H	42% H	18%
I never make or answer call while driving	46%	44%	52%	41%	52%	35%	28%	45% F	75% E,F,G

Base: All respondents (n=928)

Q29 When you use your phone to make or answer calls while driving, do you normally... [single response]

There were also notable differences according to driving behaviour, where a higher proportion of those who don't drink and drive (42%), who have not been in an accident (49%), and who drive short distances (58%) reported never making or answering a call while driving. Around one in five respondents who drink and drive reported holding their phone to their ear (22%), this was significantly higher than those who do not drink and drive (4%).

Table 6.4: Normal phone use in car by driving behaviour (Main 2014)

	Total	Speed...		Drink driving...		Road accident...		Distance...	
	2014 (928)	At least most of the time (23) A	None to half of the time (669) B	Yes (64) C	No (588) D	Yes (128) E	No (797) F	Short (345) G	Long (453) H
Hold phone to ear	5%	15%	5%	22%	4%	2%	5%	4%	5%
Hold phone away from ear	1%	4%	1%	1%	1%	-	1%	1%	*
Put phone in lap or on console	15%	32%	15%	24%	15%	15%	13%	15%	13%
Only use hands free kit such as Bluetooth	39%	32%	40%	36%	38%	49%	33%	23%	48%
I never make or answer call while driving	39%	17%	40%	17%	42%	33%	49%	58%	34%

Base: All respondents (n=928)

Q29 When you use your phone to make or answer calls while driving, do you normally ... [single response]

Just over one in five respondents will answer a call while stopped at the lights (22%) or will answer a call using the in-built speaker on their lap (23%). Respondents were more likely to answer calls (between 18% and 23%) than make them (between 10% and 17%); and were least likely to make a call while actively driving (10%).

Younger drivers were significantly more likely than older drivers to use their mobile under any circumstance. Males were significantly more likely than females to use their mobile in most situations compared to females (with the exception of making a call using the in-built speaker). Metropolitan drivers were more likely than regional drivers to make a call while stopped at the lights, and less likely to use their phone while actively driving.

Table 6.5: Use of handheld mobile for calls in car by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
To answer a call while stopped at the lights	22%	23%	18%	25%	18%	33% G,H	31% G,H	20% H	7%
To make a call while stopped at the lights	15%	17%	11%	18%	13%	20% H	26% G,H	14% H	3%
To answer a call but phone on lap and used in-built speaker	23%	21%	28%	26%	20%	37% G,H	37% G,H	19% H	6%
To make a call but phone on lap and used in-built speaker	17%	17%	17%	19%	15%	31% G,H	28% G,H	13% H	2%
To answer a call while actively driving	18%	16%	23%	22%	13%	27% G,H	26% G,H	17% H	5%
To make a call while actively driving	10%	9%	14%	14%	7%	18% G,H	18% G,H	9% H	1%

Base: All respondents (n=928)

Q28a, c, e, f, i, j During the last month, have you used a HANDHELD mobile phone [single response]

Just over one in three respondents (36%) used their mobile phone to read a text message while stopped at the lights. Reading and writing text messages was more common at traffic lights than while actively driving, particularly for metropolitan respondents (38% read, 20% write). Males were more likely to read and write messages while actively driving than females. Young adults (aged 18-25 and 26-39) were more likely to read or write a text in any scenario compared to older adults (aged 40 and over).

Table 6.6: Use of handheld mobile for texting in car by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
To read a text message while stopped at the lights	36%	38%	28%	34%	37%	55% G,H	51% G,H	35% H	10%
To write and send a text message while stopped at the lights	18%	20%	14%	20%	17%	36% G,H	31% G,H	14% H	-
To read a text message while actively driving	11%	9%	14%	15%	6%	21% G,H	17% G,H	8% H	1%
To write and send a text message while actively driving	6%	6%	8%	8%	4%	17% F,G,H	9% G,H	4% H	-

Base: All respondents (n=928)

Q28h,g,d,b During the last month, have you used a HANDHELD mobile phone? [single response]

7. Vehicle ownership & purchasing

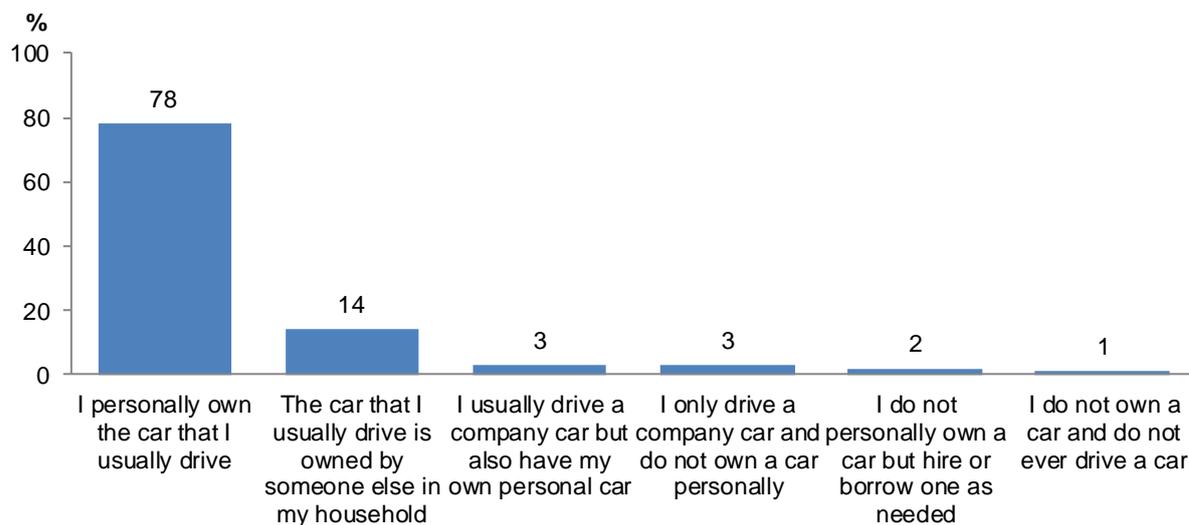
7.1 Vehicle ownership

In total, 78% of respondents indicated that they personally own the car that they drive, with a further 14% indicating that the car they drive belongs to someone else in their household. Three per cent indicated that they own a car but usually drive a company car. A further 6% indicated that they do not own a car and either drive only a company car, hire or borrow a car as needed, or do not ever drive.

There were notable differences in terms of vehicle ownership by age:

- 57% of 18 to 25 year olds personally own the car that they usually drive (compared to 77% of 26 to 39 year olds, 83% of those 40 to 60 years and 85% of those aged 61 years and over).
- 34% of 18 to 25 year olds usually drive a car owned by someone else in their household (compared to 15% of 26 to 39 year olds and 8% of those 40 to 60 years and 9% of those aged 61 years and over).

Figure 7.1: Car ownership (Main 2014)



Base: All respondents (n=928)
Q45 Which of the following statements best describes the car (not motorcycle or truck) you usually drive?
Personally owned includes cars that are under finance or leased. [single response]

The type of car usually driven, including the make, model and year was collected from those who indicated that they do drive a car. The most common make of cars driven by respondents were: Toyota (18%), Holden (14%), Ford (12%), Mazda (8%), and Honda (7%).

There were significant differences by demographic characteristics. Regional respondents were more likely than metropolitan respondents to drive a Ford; females were more likely than males to drive a Mazda or Hyundai, and young drivers (18 to 25 years) were more likely to drive a Hyundai than those all other age groups (11%).

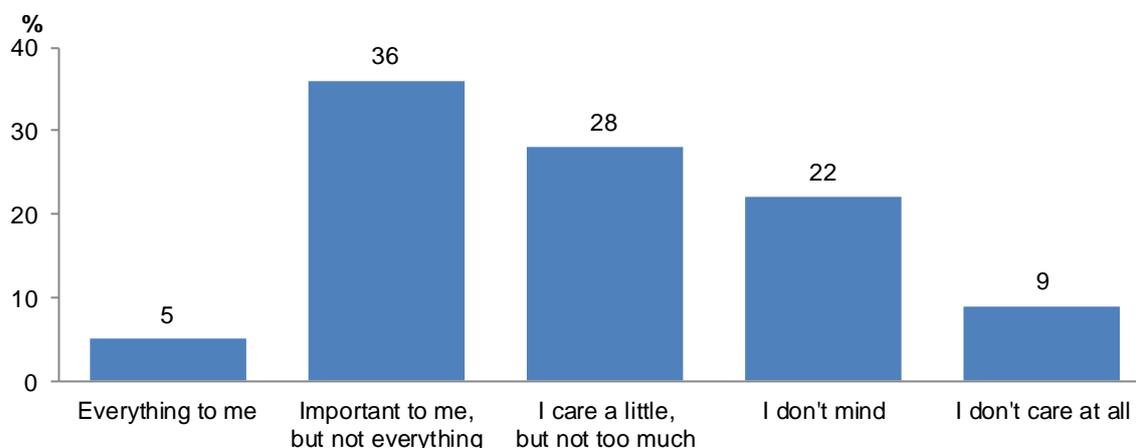
Table 7.1: Most common makes of car by demographics (top 10) (2014 Main)

	Total	Region		Gender		Age group			
	2014 (872)	Metro (636) A	Regional (236) B	Males (427) C	Females (440) D	18-25 (110) E	26-39 (245) F	40-60 (308) G	61+ (190) H
Toyota	18%	18%	16%	19%	17%	20%	14%	21% F	15%
Holden	14%	13%	18%	14%	14%	16%	14%	13%	14%
Ford	12%	9%	21%	14%	10%	11%	11%	13%	14%
Mazda	8%	9%	6%	6%	10%	7%	9%	9%	6%
Honda	7%	8%	3%	7%	7%	4%	8%	6%	7%
Mitsubishi	6%	6%	6%	6%	6%	8% G	7% G	3%	7% G
Nissan	6%	6%	6%	6%	6%	6%	6%	6%	5%
Hyundai	5%	5%	5%	3%	7%	11% F,G,H	4%	4%	5%
Subaru	4%	4%	4%	5%	3%	6%	5%	2%	5%
Volkswagen	4%	5%	2%	4%	4%	2%	4%	4%	4%

Base: Respondents who do drive a car (n=872)
Q46 What type of car do you usually drive? [single response]

Respondents were asked how important their car was to them. Only 5% indicated that the car they drove was 'everything' to them'. The most common responses were that the car was 'important, but not everything' (36%) and that they 'cared a little but not too much' (28%). One in five said they didn't mind what car they drove (22%) and 9% didn't care at all.

Figure 7.2: Importance of car to respondent (2014 Main)



Base: All respondents (n=928)
Q43 Which of the following statements best describes how important the type of car you drive is to you? [single response]

7.1.1 Household vehicles

On average, respondents reported an average of 2.14 cars registered at their home address; 0.25 motorbikes and 0.09 trucks or buses. Regional respondents had significantly more trucks and motorbikes than metropolitan respondents. Younger respondents (18 to 25 year olds) had significantly higher numbers of cars per household than older age groups.

Table 7.2: Mean number of vehicles in household (Main 2014)

	Total	Region		Gender		Age group			
	2014 (928)	Metro (671) A	Regional (257) B	Males (471) C	Females (452) D	18-25 (122) E	26-39 (249) F	40-60 (322) G	61+ (216) H
Cars	2.14	2.12	2.19	2.19	2.09	2.75 F,G,H	2.02 H	2.29 F,H	1.76
Trucks or buses	0.09	0.05	0.19	0.10	0.07	0.05	0.09	0.12 F,H	0.05
Motorbikes	0.25	0.21	0.37	0.30	0.21	0.24	0.18	0.40	0.10

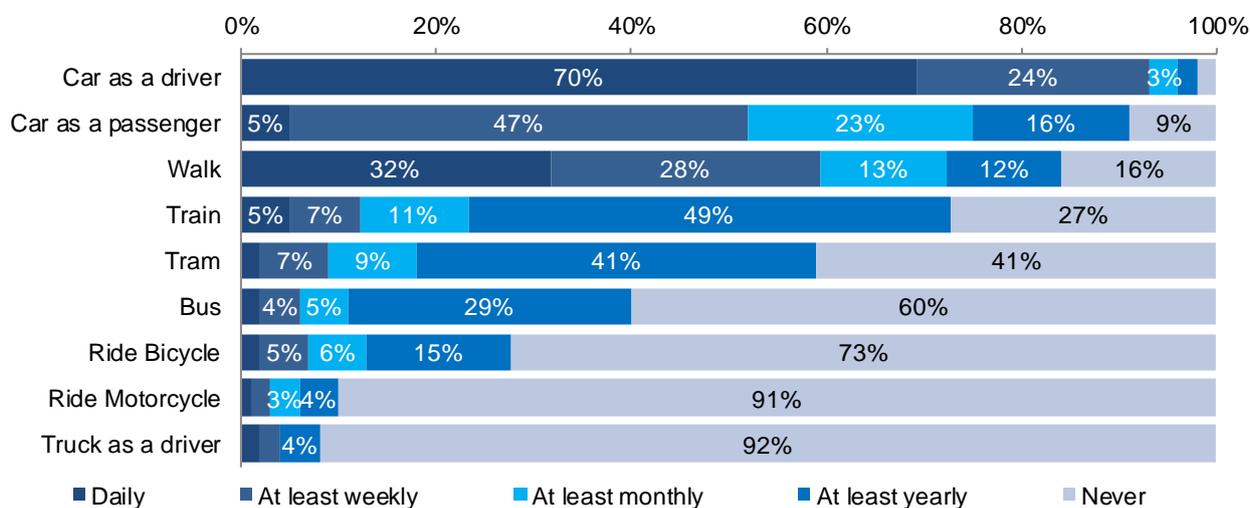
Base: All respondents (n=928)

Q44 How many of each of the following types of registered vehicles are there at your home address? [numeric]

7.1.2 Forms of transport

The most frequent form of transport used by respondents was car as a driver (94% daily or at least weekly), followed by walking (60% daily or at least weekly), and car as a passenger (52% daily or at least weekly). The least frequently used forms of transport were truck as driver (92% never) and motorcycle (91% never).

Figure 7.3: Other forms of transport (2014 Main)



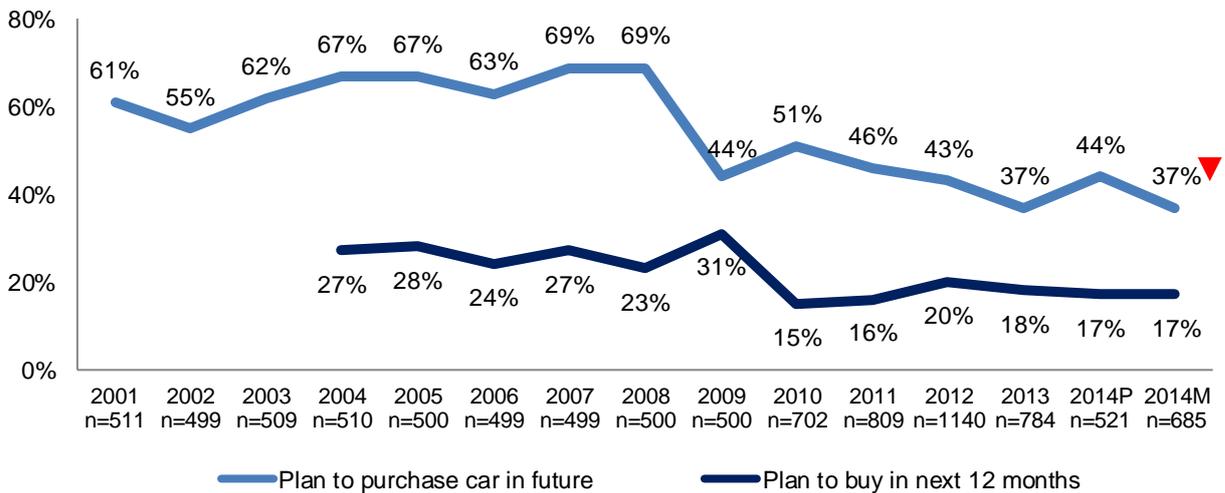
Base: All respondents (n=928)

Q61 How often do you use the following forms of transport? [single response]

7.2 Intent to buy

Vehicle purchasing intentions dropped slightly from 2014 Pulse to 37% (from 44%). Prior to 2009, between 61% and 69% of Victorian licence holders were planning to buy a new or used car in the future; in 2009 this dropped considerably to 44% and has not recovered since. Similarly, the proportion of respondents planning to buy a car in the next 12 months halved between 2009 and 2010, with little recovery since that time.

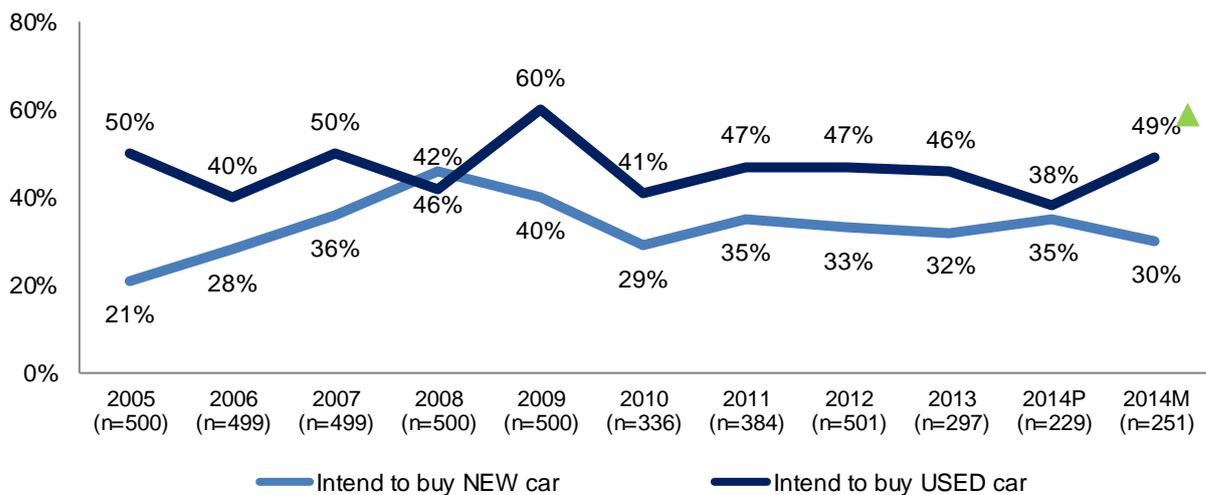
Figure 7.4: Future car purchase intent – time series



Base: Licence holders aged 18-60 (n=685)
Q48 Are you planning to purchase a new or used car in future...? [single response]

Among those Victorian licence holders planning to purchase a car in the future, more intended to buy a used car (49%) than a new car (30%). This is a significant increase from the 2014 Pulse RSM (38%). Around one in five (21%) had not decided yet whether they will buy a new or used car in the future. These proportions have remained relatively steady since 2010.

Figure 7.5: New versus used car purchase intent – time series



Base: Licence holders aged 18-60 who plan to purchase a car (n=251)
Q49 Do you intend to buy a new or a used car? [single response]
Note: Base for 2005 to 2009 shows total sample although response is of those who plan to purchase a car

Significantly more metropolitan respondents intended to buy a new car (35%) compared to regional respondents (22%). Similarly, significantly more older respondents (43% aged 40 to 60; 48% aged 61 and over) intended to buy a new car compared to those aged 39 years or younger.

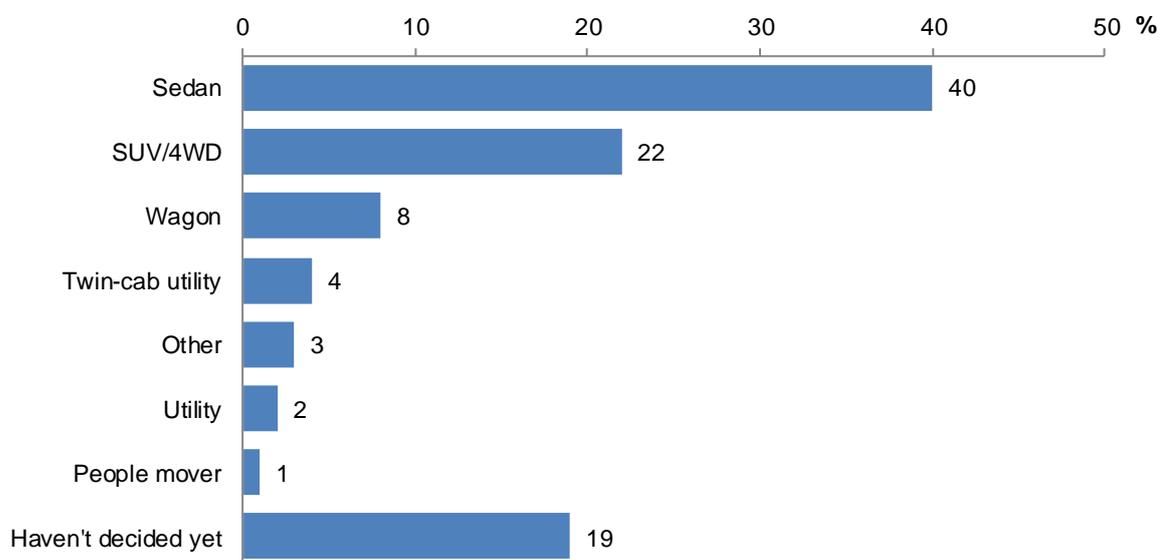
Table 7.3: New versus used car purchase by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (291)	Metro (222) A	Regional (69) B	Males (159) C	Females (132) D	18-25 (65) E	26-39 (105) F	40-60 (85) G	61+ (33) H
New car	32%	35%	22%	34%	29%	18%	26%	43% E,F	48% E,F
Used car	47%	44%	56%	45%	50%	58% G,H	55% G,H	34%	36%
Undecided	21%	20%	22%	21%	21%	23%	19%	23%	15%

Base: Respondents who plan to purchase a car (n=291)
Q49 Do you intend to buy a new or a used car? [single response]

Around one in three respondents (40%) indicated that they were planning to buy a sedan, with just over one in five (22%) planning to buy an SUV/4WD. Many respondents who intend to buy a car in the future had not decided what type of car they would purchase (18%). Males were more likely than females to want a twin-cab utility (6% compared to 0%), and females were more likely to be undecided (25%) than males (14%).

Figure 7.6: Type of car purchase (single response)

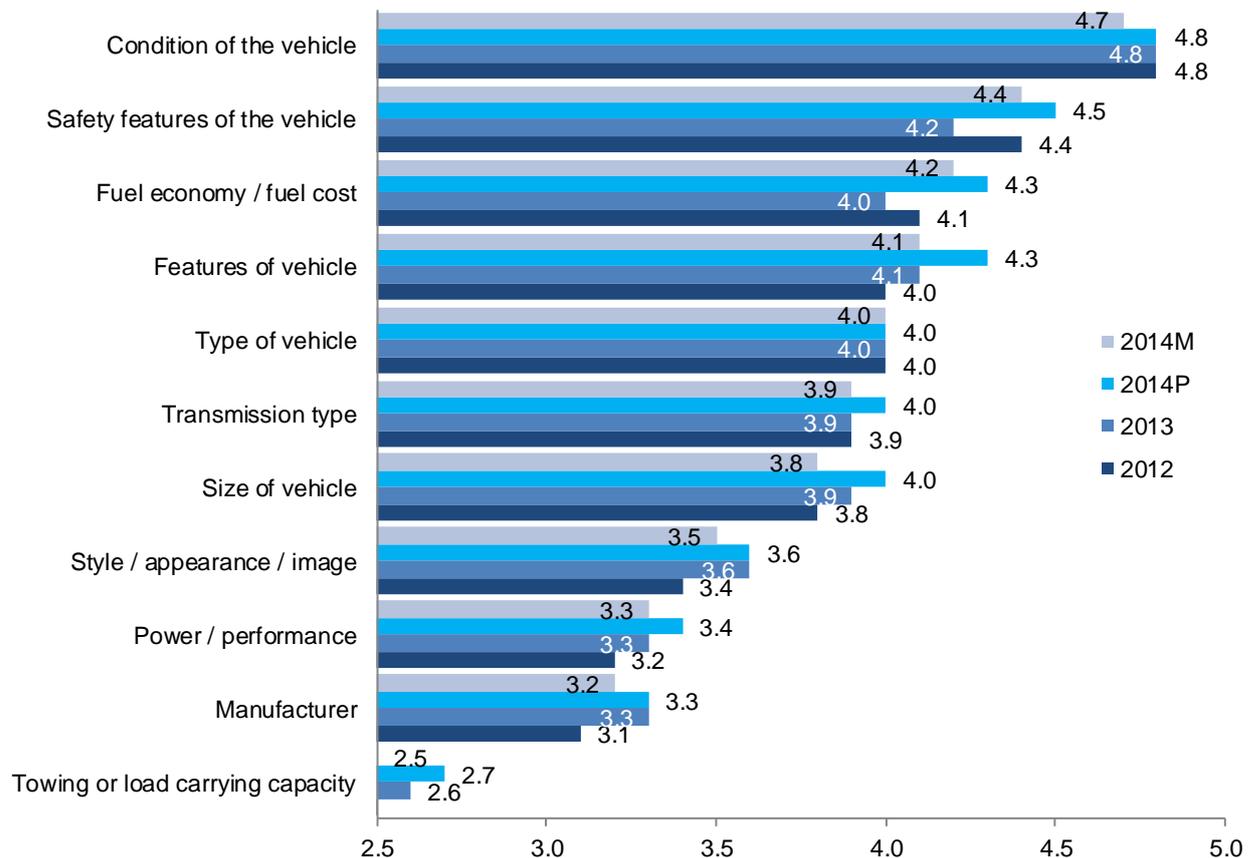


Base: Respondents who plan to purchase a car (n=291)
Q51 What type of vehicle are you planning to buy in the future? [single response]

7.2.1 Factors influencing selection

Respondents were asked to rate which factors were most important when making decisions around vehicle purchasing using a scale from 1 (not at all important) to 5 (very important). Figure 7.7 shows that the condition of the vehicle (roadworthiness, mileage, etc.) was rated as the most important factor (4.7), followed by safety features, other features (e.g. air conditioning, power steering) (4.4) and fuel economy (4.2). This is largely consistent with findings from previous waves.

Figure 7.7: Factors influencing vehicle selection (mean) (time series)



Base: Respondents aged 18-60 who may purchase a car (n=389)
Q53a-j Once you have decided your budget, please give each of the following factors a score out of five (with 1 being not important at all and 5 being very important) [single response]

There were significant differences according to demographic characteristics. Regional purchasers (2.9) were more likely than metropolitan (2.5) to rate towing or load carrying capacity as important. Females were more likely to rate fuel economy (4.4), safety features (4.6), and transmission (4.2) higher compared to males. Younger drivers were less concerned with most features compared to other age groups.

Table 7.4: Factors influencing vehicle selection (mean importance) by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (485)	Metro (364) A	Regional (121) B	Males (235) C	Females (250) D	18-25 (88) E	26-39 (164) F	40-60 (142) G	61+ (82) H
Condition of the vehicle	4.8	4.8	4.8	4.7	4.8	4.7	4.7	4.8	4.9
Features of vehicle	4.1	4.2	4.0	4.2	4.1	3.9	4.1 E	4.2 E	4.3 E
Fuel economy / fuel cost	4.3	4.2	4.3	4.1	4.4	4.1	4.2	4.3	4.3
Manufacturer	3.3	3.4	3.0	3.4	3.2	2.9	3.2 E	3.4 E	3.6 E
Power / performance	3.3	3.4	3.3	3.4	3.3	3.2	3.3	3.4	3.5
Safety features of the vehicle	4.5	4.5	4.3	4.4	4.6	4.3	4.4	4.5 E	4.7 E,F
Size of vehicle	3.9	3.9	3.9	3.8	3.9	3.5	4.0 E	3.9 E	4.0 E
Style / appearance / image	3.5	3.6	3.3	3.6	3.4	3.4	3.5	3.5	3.6
Transmission type	4.0	4.0	4.0	3.9	4.2	3.9	3.9	4.0	4.5 E,F,G
Type of vehicle	4.0	4.0	4.1	4.1	4.0	3.6	4.0 E	4.2 E	4.4 E,F
Towing or load carrying capacity	2.6	2.5	2.9	2.8	2.4	2.2	2.6	2.6	3.0 E

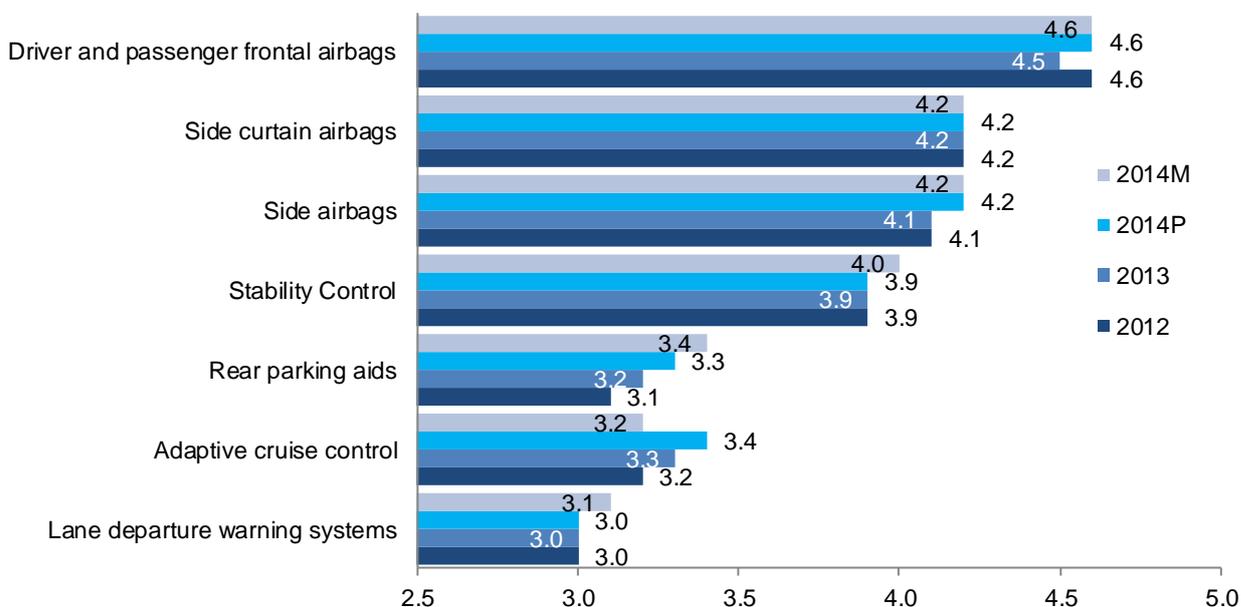
Base: Respondents who may purchase a car (n=485)

Q53a-j Once you have decided your budget, please give each of the following factors a score out of five (with 1 being not important at all and 5 being very important) [single response]

7.2.2 Importance of safety features

Respondents were also asked to rate how important certain safety features were when considering purchasing a vehicle. The safety features considered most important when buying a car were driver and passenger frontal airbags (4.6), side curtain airbags (4.2), and side airbags (4.2). Least important were lane departure warnings (3.1), adaptive cruise control (3.2), and rear parking aids (3.4). This is consistent with findings from previous waves.

Figure 7.8: Safety factors influencing vehicle selection (mean importance) (time series)



Base: Respondents aged 18-60 who may purchase a car (n=389)
Q54a-j Below is a list of safety features that could be considered when buying a car. From this list please give each of the features a score out of five [single response]

Respondents who were planning to buy a car in the future were asked whether they will consider crash test results or safety ratings before they purchase their next car (including ANCAP Used Car Safety Ratings and 5 star ratings). Consistent with previous years, 70% of respondents indicated that they would consider crash test results or safety ratings when buying their next car; 14% would not consider these results and 17% did not know. Males (19%) and regional respondents (19%) were less likely to consider the results than females (9%) and metropolitan respondents (12%).

Table 7.5: Consider crash test results when purchasing by demographics (Main 2014)

	Total	Region		Gender		Age group			
	2014 (492)	Metro (371) A	Regional (121) B	Males (239) C	Females (253) D	18-25 (88) E	26-39 (164) F	40-60 (147) G	61+ (84) H
Consider results	70%	71%	64%	66%	73%	68%	66%	74%	71%
Would not consider results	14%	12%	19%	19%	9%	19%	14%	14%	10%
Don't know	17%	17%	16%	15%	19%	14%	20% G	12%	19%

Base: Respondents who may purchase a car (n=492)
Q55 Would you consider crash test results or safety ratings before you purchase your next car? This includes ANCAP Used Car Safety Ratings and 5 star ratings. [single response]

Appendix 1 – Hardcopy Questionnaire

Date:

<TITLE> <FIRST NAME> <LAST NAME>
<ADDRESS LINE 1>
<ADDRESS LINE 2>
<SUBURB> <STATE> <POSTCODE>

ROAD SAFETY MONITOR

Dear <TITLE> <LAST NAME>

You have been randomly selected to participate in a very important survey for the Transport Accident Commission (TAC).

The results of this research will be used to assist the TAC in understanding aspects of road safety, in order to work towards developing improvements in this area.

The survey will take about 15 minutes, depending on your answers, and is completely voluntary.

As a thank you for your time, everyone who completes and returns this survey will go into a draw for one of 6 \$250 prizes (two to be drawn from those respondents who return the completed questionnaire on or before 24 September, 2014). If you complete the survey online you also enter an additional draw for one prize of \$500.

In order to make the survey process as convenient as possible for you, we have provided three ways for you to complete the survey. Please note that we will only accept one survey response from each person, so you need only participate through **one** of these methods.

It's easy:

- Just go to <https://survey1.mbddata.com.au/TACRSM2014/login.html> (we recommend using a computer or tablet rather than a mobile phone) and enter your user name and password

Username: <USERNAME>

Password: <PASSWORD>

- OR complete the attached form and post it back to us in the reply-paid envelope
- OR call the Social Research Centre on 1800 023 040 and complete the survey over the telephone

In order for your responses to be included in the data, and to be eligible for the prize draw, please complete the survey (via one of the methods listed above) by 26 October 2014.

If you have any questions about the survey please see the Frequently Asked Questions overleaf, or you can free call the Social Research Centre on 1800 023 040. Prize draw terms and conditions can be found at the end of the survey

Thank you for your help.



Samantha Cockfield
Senior Manager Road Safety
Transport Accident Commission (TAC)

FREQUENTLY ASKED QUESTIONS

IS THE INFORMATION COLLECTED CONFIDENTIAL?

Your responses will remain strictly confidential and will be reported only as part of the general findings from the survey. Please remove this front page and keep it for your reference. The only identifying feature on the questionnaire is a barcode which is used to avoid sending you reminders after you have returned the completed questionnaire. The link between this barcode and your name and address on this page is securely stored and is destroyed once the survey is completed. The Social Research Centre is required to comply with applicable privacy laws and takes reasonable steps to protect any personal information from unauthorised access, use, disclosure or loss. Your personal information will not be disclosed to other organisations for marketing or research purposes. You can access your personal information held by the Social Research Centre by contacting them on 1800 023 040. Their privacy policy is available on their website at www.srcentre.com.au which provides instructions for access to and correcting personal information or making queries about privacy and personal information provided.

WHERE DID YOU GET MY DETAILS?

Your name and address were randomly selected from the VicRoads database of licence holders and people with registered vehicles. This information was provided in accordance with the VicRoads privacy act, as detailed in the General Privacy Policy pdf which can be accessed at the bottom of this webpage: <http://www.vicroads.vic.gov.au/Home/options/Privacy/PrivacyStatement.htm>

SOMEONE ELSE IN MY HOUSE WANTS TO FILL IT OUT INSTEAD OF ME. IS THIS OK?

The survey is designed to be filled out specifically by the person listed on the front of this booklet. In order to make sure we survey a representative selection of the population, we selected the recipient of this letter specifically to match certain characteristics (age and gender). If someone other than the named person fills it out, we can't be sure that everyone is getting an equal say.

I SPEAK A LANGUAGE OTHER THAN ENGLISH, CAN I PARTICIPATE IN MY LANGUAGE?

Yes, if you want to complete the survey in your language please call the free telephone number 1800 023 040.

WHY DO PEOPLE WHO COMPLETE THE SURVEY ONLINE GET MORE CHANCES AT PRIZES?

The TAC aims to minimise the expense of this necessary research, so that the savings can be used for road safety programs. Collecting your responses online costs considerably less than over the phone or by mail, so additional incentives are provided to encourage people to choose the option which incurs less expense to the TAC. Other options are also provided (and still incentivised) so that no one misses out if they don't want to (or can't) participate in the online version.

THE SURVEY LINK ISN'T WORKING.

When you type in the survey link please make sure that you are typing it into the address bar of your browser not the internet search bar (e.g. Google). The address bar is located at the very top of your internet window. The link will not work if you type it into the Google search bar. If you are still having difficulty with the link please call (free call) 1800 023 040 and someone will help you.

HOW TO FILL OUT THIS QUESTIONNAIRE

To answer most of the questions you only need to **cross a box**. Please cross the box which is closest to your view—there are no right or wrong answers. Here is an example.

- Q3** Please record your gender.
1. Male
 2. Female

If you make a mistake, please colour the error box and then cross the correct one, like this: ₁ ₂

Some boxes have 'Go to' instructions that look like this: ₂ → GO TO Q9

If you chose an answer with a 'Go to', please follow this 'Go to' instruction even if you miss out on some questions.

Sometimes you are asked to write in an answer — in that case, simply write your answer clearly in the space provided.

- Q2** How old are you? *Write in years.*
1. _____ **years**

Where exact information is not known, please give the best answer you can.

Please read each question carefully. Remember, there are no right or wrong answers—we just want to know your own personal opinions.

We hope you enjoy doing the questionnaire. And thank you very much for taking part in this study.

INITIAL DEMOGRAPHICS

Firstly, we just have a couple of questions to ensure that we speak to a wide range of Victorians.

Q1 What type of **car** licence do you hold?

*Please select just **one** response only.*

1. Full licence
2. Red Probationary
3. Green Probationary
4. Learner permit
5. Other (*please specify*)

6. None

Q2 How old are you?

Write in years.

Years

Q3 Please record your gender.

1. Male
2. Female

Q4 What is your current employment status?

1. Employed full-time
2. Employed part-time or casual
3. Self-employed
4. Student **GO TO Q6**
5. Unemployed **GO TO Q6**
6. Home duties **GO TO Q6**
7. Retired **GO TO Q6**
8. Other **GO TO Q6**

Q5 How would you describe your main PAID occupation?

(If you are NOT in any paid employment, GO TO Q6)

Please select one response only.

1. Managers and administrators

Hospitality, retail and service managers, Specialist managers, Farmers and farm managers, Chief executives, General managers and legislators

2. Professionals & Associate professionals

Legal, social and welfare professionals, ICT professionals, Health professionals, Education professionals, Design, engineering, science and transport professionals, Business, human resource and marketing professionals, Arts and media professionals

3. Technicians and trade workers

Other technicians and trades workers, Skilled animal and horticultural workers, Food trades workers, Electro-technology and telecommunications trades workers, Construction trades workers, Automotive and engineering trades workers, Engineering, ICT and science technicians

4. Clerical and administrative workers

Other clerical and administrative workers, Clerical and office support workers, Numerical clerks, Inquiry clerks and receptionists, General clerical workers, Personal assistants and secretaries, Office managers and program administrators

5. Community and personal service workers

Sports and personal service workers, Protective service workers, Hospitality workers, Carers and aides, Health and welfare support workers

6. Sales workers

Sales support workers, Sales assistants and salespersons, Sales representatives and agents

7. Machinery operators and drivers

Store person, Road and rail drivers, Mobile plant operators, Machine and stationary plant operators

8. Labourers and related workers Food preparation assistants, Farm, forestry and garden workers, Factory process workers, Construction and mining labourers, Cleaners and laundry workers

9. Other (describe)

--

DRIVING HABITS

Q6 What do you think are the three main factors that most often lead to **serious** road accidents?

Please fill out numbers 1 to 3.

1. Young drivers	6. Tiredness / drowsiness
2. Alcohol	7. Aggressive or reckless driving
3. Distraction(s)	8. Older drivers
4. Drugs	9. Other (please specify)
5. Speeding	_____

Q7 Using a scale where 0 is not at all dangerous and 10 is extremely dangerous, how dangerous do you think it is to:

		0	1	2	3	4	5	6	7	8	9	10	Do not know
a)	Drive a few kms above the posted speed limit in a 60km/h zone												
b)	Drive a few kms above the posted speed limit in a 100km/h zone												
c)	Drive with an illegal Blood Alcohol Content (BAC) level												
d)	Drive after using stimulant drugs (such as speed, methamphetamine, ice, ecstasy)												
e)	Drive after using depressant drugs (such as marijuana, heroin, GHB)												
f)	Drive after using drugs and alcohol												
g)	Drive after drinking a small amount of alcohol while also using prescription medicines												
h)	Drive while very drowsy												
i)	Drive while using a handheld mobile phone												
j)	Drive while using a hands free mobile phone												

Q8 When you drive a car (or other vehicle), how often do you wear a seatbelt?

Please select one response only.

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. I'd prefer not to say

Q9 How often have you intentionally driven above the limit in a **60km/h zone**, even if by only a few km's per hour, in the last three months?

Please select one response only.

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

Q10 How fast should people be allowed to drive in a 60km/h zone without being booked for speeding?

Please write your response in the box below.

km/h **GO TO Q12 if stated 60km/h**

1. Don't know

Q11 When you have the opportunity, how often do you travel above *that* speed in a 60km/h zone?

Please select one response only.

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

Q12 How often have you intentionally driven above the limit in a **100km/h zone**, even if by only a few km's per hour, in the last three months?

*Please select **one** response only.*

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

Q13 How fast should people be allowed to drive in a 100km/h zone without being booked for speeding?

Please write your response in the box below.

km/h GO TO Q15 if stated 100km/h

1. Don't know

Q14 When you have the opportunity, how often do you travel above *that* speed in a 100km/h zone?

*Please select **one** response only.*

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

Q15 On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements:

*Please select **one** answer per row.*

		Strongly disagree	Somewhat Disagree	Neither	Somewhat agree	Strongly agree	Don't know
a	It is generally easy to avoid being caught while driving over the speed limit						
b	If I was to speed by a few kms over the speed limit in a 60km/h zone, I would have a high chance of being caught						
c	My family and friends think it is okay to speed by a few kms per hour in a 60km/h zone						

IMPAIRED DRIVING

The next set of questions relate to driving under the influence of alcohol and other drugs or driving while drowsy. Please be honest in your answers and remember that your responses will be completely confidential.

Q16 Do you find yourself regularly (at least once a week) driving while drowsy?

1. Yes
2. No
3. I'd prefer not to say

Q17 Thinking about the last time you drove while drowsy, what was the main reason you did this?

Q18 Have you ever gotten into a car when you knew or thought the driver was over the legal blood alcohol limit in the last 12 months?

Please select one response only.

1. Yes
2. No **GO TO Q20**
3. Don't know **GO TO Q20**

Q19 What was the main reason you got into a car when you knew or thought the driver was over the legal blood alcohol limit?

Please write in your answer in the box below.

1. Don't know

Q20 Do you drink alcohol?

Please select one response only.

1. Yes
2. No **GO TO Q24**

Q21 Have you driven a car when you knew or thought you were over the legal blood alcohol limit (even slightly) in the last 12 months?

Please select one response only.

1. Yes
2. No **GO TO Q23**
3. I'd prefer not to say **GO TO Q23**

Q22 What was the main reason for you driving a car when you knew or thought you were over the legal blood alcohol limit?

Please write in your answer in the box below.

1. Don't know

In the next question, please think about the **last time you went out** (not at home) and drank alcohol.

Q23 Did you decide how you would get home...?

Please select one response only.

1. Before you started drinking
2. After you started drinking
3. Can't remember

Q24 Have you used recreational drugs (for example, methamphetamine, ice, marijuana etc.) in the last 12 months? (Remember that your responses will be completely confidential).

Please select one response only.

1. Yes
2. No **GO TO Q27**

Q25 Have you driven a car after using recreational drugs in the last 12 months?

Please select one response only.

1. Yes
2. No **GO TO Q27**
3. I'd prefer not to say **GO TO Q27**
4. Not applicable **GO TO Q27**

Q26 What was the main reason for you driving a car after using recreational drugs?

Please write in your answer in the box below.

1. Don't know

Q27 On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements?

Please select one answer per row.

		Strongly disagree	Somewhat Disagree	Neither	Somewhat agree	Strongly agree	Don't know
a	It is easy to avoid being caught if I was driving while over the 0.05 blood alcohol limit						
b	If I was to drive next week and was slightly over the 0.05 blood alcohol limit, I would have a high chance of being caught.						
c	My family and friends think it is ok to drive if they are slightly over the 0.05 blood alcohol limit						
d	It is easy to keep myself awake if I need to drive						
e	It is easy to avoid being caught if I was driving after using recreational drugs						

DISTRACTED DRIVING

Q28 *During the last month*, have you used a HANDHELD mobile phone (including using the inbuilt speaker)...

Please note: Handheld means the phone is in your hand whilst driving.

*Please select **one** answer per row.*

a	To answer a call while stopped at the lights	Yes	No
b	To read a text message while stopped at the lights	Yes	No
c	To make a call while stopped at the lights	Yes	No
d	To write and send a text message while stopped at the lights	Yes	No
e	To answer the phone while driving but I put the phone on my lap and use the inbuilt speaker	Yes	No
f	To make a call while driving but put the phone on my lap and use the in-built speaker	Yes	No
g	To read a text message while actively driving	Yes	No
h	To write a text message while actively driving	Yes	No
i	To answer a call while actively driving	Yes	No
j	To make a call while actively driving	Yes	No

Q29 When you use your phone to make or answer calls while driving, what do you normally do...?

*Please select **one** response only.*

1. I hold the phone to my ear
2. I hold the phone away from my ear
3. I put the phone in my lap or on the console
4. I only use a hands free kit such as Bluetooth
5. I never make or answer calls while driving

Q30 Do you use your mobile phone for anything else while driving?

1. Yes I...

2. I don't use my mobile phone for anything aside from making or answering calls while driving
3. I don't use my mobile phone at all while driving

Q31 On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements?

*Please select **one** answer per row.*

		Strongly disagree	Somewhat Disagree	Neither	Somewhat agree	Strongly agree	Don't know
a	Taking my eyes off the road for two seconds is dangerous						
b	I can ignore my mobile phone if a message or call arrives while I am driving						
c	My family and friends think it is ok to use a mobile phone without using a hands free kit						

Q32 In the last week, have you been distracted while driving by any of the following?

Please select all that apply

1. Passengers
2. Animals inside the car
3. Mobile phone
4. CD/Radio
5. Map/GPS
6. Your own thoughts/thinking about something not related to driving
7. Street signs
8. Advertising or shops
9. Other drivers
10. Other (please specify)

11. Don't know
12. Would rather not say

DRIVER HISTORY

Q33 Have you been caught speeding in the last 12 months (either by police or a fixed / mobile camera)?
Please select one response only.

1. Yes
2. No **GO TO Q35**
3. I'd prefer not to say **GO TO Q35**

Q34 How many times have you been caught speeding in the last 12 months?
Please write your response in the box below.

1. I'd prefer not to say

Q35 Over the last 12 months have you been breath tested or been in a car when the **driver was breath tested?**

Please select one response only

1. Yes
2. No **GO TO Q37**
3. Don't know **GO TO Q37**

Q36 Approximately on how many occasions in the last 12 months have you been breath tested **or been in a car when the driver was breath tested?**

1. Don't know

Q37 Over the last 12 months have you been drug tested or been in a car when the **driver was drug tested?** Saliva tests are the main testing method used in Victoria.

Please select one response only.

1. Yes
2. No
3. Don't know

Q38 In the last five years, have you been involved in any road accidents as a driver (car, truck, bus) regardless of who was at fault? (This does not include minor accidents, car parks and driveways or as a rider of a bicycle or motorcycle)
 Please select **one** response only.

- 1. Yes
- 2. No **GO TO Q43**

Q39 Did **anyone** involved in the accident(s) sustain personal injury?
 If you have had more than one accident, it would be personal injury in ANY accidents in the last five years.
 Please select **one** response only.

- 1. Yes
- 2. No **GO TO Q43**
- 3. Don't know / can't remember **GO TO Q43**

Q40 Thinking about the most recent crash in which you were a driver and someone required medical treatment...
 When did that crash occur?
 Please select **one** response only.

- 1. Within the last 12 months
- 2. 1 to 5 years ago
- 3. Don't know / can't remember

Q41 Who do you believe was at fault in this most recent crash?
 Please select **one** response only.

- 1. I was at fault
- 2. Another party was at fault
- 3. Both myself and another party were at fault
- 4. No-one was at fault
- 5. No other vehicles were involved
- 6. Other (please specify)

- 7. Don't know / can't remember

Q42 What do you believe were the **three** main cause(s) of this most recent crash?
 Please fill out numbers 1 to 3.

1. Young drivers	6. Tiredness / fatigue
2. Alcohol	7. Aggressive or reckless driving
3. Distraction(s)	8. Older drivers
4. Drugs	9. Other (please specify)
5. Speed	_____TEXT BOX_____

VEHICLES

Q43 Some people really love their cars and are very loyal to the brands and type of car they drive. Which of the following statements best describes how important the type of car you drive is to you?

*Please select **one** response only.*

1. The type of car I drive is everything to me
2. The type of car I drive is important to me, but not everything
3. I care about the type of car I drive a little, but not too much
4. I don't mind what type of car I drive
5. I don't care about the type of car I drive at all

Q44 How many of each of the following types of registered vehicles are there at your home address?

If none, please record as zero

		Record Number (3 DIGITS)	Don't know
a)	Cars (anything that you can drive with a standard car licence)	_____	3
b)	Trucks or buses (where you need a special licence)	_____	3
c)	Motorbikes	_____	3

Q45 Which of the following statements best describes the car (not motorcycle or truck) you usually drive? (Please note that personally owned includes cars that are under finance or leased)

*Please select **one** response only.*

1. I personally own the car that I usually drive
2. The car that I usually drive is owned by someone else in my household
3. I usually drive a company car but also have my own personal car
4. I only drive a company car and do not own a car personally
5. I do not personally own a car but hire or borrow one as needed
6. I do not own a car and do not ever drive a car

GO TO Q48

Q46 What type of car do you usually drive? *Write in make, model and year of manufacture.*

Make:.....

Model:.....

Body Type (e.g. sedan, wagon, utility/pick-up, SUV, van etc.).....

Year:.....

Q47 For what purpose do you mainly use this car?

*Please select **one** response only.*

1. Work or work related
2. Family or personal business
3. Social or recreational

Q48 Are you planning to purchase a car in the future? This can be a new car or a used car.

*Please select **one** response only.*

1. Yes, in the next 12 months
2. Yes, after 12 months
3. No, not planning to purchase a car in the future **GO TO Q56**
4. Haven't decided yet **GO TO Q53**

Q49 Do you intend to buy a new or used car?

*Please select **one** response only.*

1. New car
2. Used car
3. Haven't decided yet

Q50 What do you think your budget range is likely to be?

*Please select **one** response only.*

1. Under \$2500
2. Between \$2501-\$5,000
3. \$5,001-\$10,000
4. \$10,001-\$15,000
5. \$15,001-\$20,000
6. \$20,001-\$25,000
7. \$25,001-\$30,000
8. \$30,001-\$40,000
9. \$40,001-\$50,000
10. \$50,001-\$60,000
11. Over \$60,000
12. I don't know
13. I'd prefer not to say

Q51 What type of vehicle are you planning to buy in the future?

1. Sedan
2. Wagon
3. Utility
4. Twin-cab utility
5. Commercial Van
6. Panel Van
7. SUV/4WD
8. People mover
9. Other
10. Haven't decided yet
11. Prefer not to say

Q52 For what purpose do you intend to use this vehicle?

*Please select **one** response only.*

1. Work or work related
2. Family or personal business
3. Social or recreational

Q53 Below is a list of factors that could be considered when buying a car.

Once you have decided on your budget, please give each of the factors a score out of five (with 1 being not at all important and 5 being very important).

		Score out of 5
a	Condition of the vehicle / roadworthiness / low kilometres / mileage / reliability	
b	Features of vehicle (e.g., air conditioning, power steering, CD Player)	
c	Fuel economy / fuel cost	
d	Manufacturer (e.g., Toyota, Ford)	
e	Power / performance	
f	Safety features of the vehicle (e.g., ABS, airbags, ESC, stability control)	
g	Size of vehicle	
h	Style / appearance / image	
i	Transmission type (manual / automatic)	
j	Type of vehicle (sports, sedan, wagon, 4WD, ute, body type)	
k	Towing or load carrying capacity	

Q54 Below is a list of safety features that could be considered when buying a car. From this list, please give each of the features a score out of five (with 1 being not at all important and 5 being very important).

		Score out of 5
a	Adaptive cruise control	
b	Auto- Emergency Braking	
c	Driver and passenger frontal airbags	
d	Lane departure warning systems	
e	Rear parking aids	
f	Side airbags (Torso)	
g	Side curtain airbags (Head Protecting)	
h	Stability Control (also known as (ESC) / Electronic Stability Control / (ESP) Electronic Stability Program / (DSC) Dynamic Stability Control)	
i	Traction control	

Q55 Will you consider crash test results or safety ratings before you purchase your next car?
This includes ANCAP, used car safety ratings and 5 star ratings.
 Please select **one** response only.

1. Yes
2. No
3. Don't know

ADDITIONAL DEMOGRAPHICS

The following questions are to help group your responses with other people.

Q56 Thinking about how you compare to the average driver on Victorian roads, would you say that you are a...
 Please select **one** response only.

1. Much better driver	5. Slightly worse driver
2. Better driver	6. Worse driver
3. Slightly better driver	7. Much worse driver
4. About average driver	8. Unsure / Don't know

Q57 In a typical **year**, how many kilometres would you drive for any reason?
An approximate number is OK.

1. _____ km
2. Don't know

Q58 And In a typical **week**, how many kilometres would you drive for any reason?
An approximate number is OK.

1. _____ km
2. Don't know

Q59 How often do you drive a vehicle for work related purposes (**not including driving to and from work**)?

*Please select **one** response only.*

1. Daily
2. A few times a week
3. About once a week
4. Less than once a week
5. Never
6. Don't know

GO TO Q61
GO TO Q61

Q60 What type of vehicle do you usually drive as part of your job?
*Please select **one** response only. If you drive more than one type, please select the type you use most often.*

1. Car
2. Utility/Pickup
3. Commercial Van
4. Truck
5. Bus
6. Motorcycle
7. Other
8. Don't know
9. I only commute to and from work

Q61 How often do you use the following forms of transport?
Please select one response per row

		Daily 1	A couple of times a week 2	At least once a week 3	At least once a fortnight 4	At least once a month 5	Every couple of months 6	A couple of times a year 7	Never 8
a)	Bus								
b)	Train								
c)	Tram								
d)	Walk								
e)	Ride Motorcycle								
f)	Ride Bicycle								
g)	Car as a passenger								
h)	Car as a driver								
i)	Truck as a driver								

Q62 In which country were you born?
*Please select **one** response only.*

1. Australia
2. New Zealand
3. United Kingdom
4. Italy
5. Vietnam
6. China
7. Greece
8. India
9. Other (*please specify*)

10. I'd prefer not to say

FURTHER RESEARCH

Q63 Would you be interested in participating in other TAC road safety related research?

If you are interested in taking part in other research, your name and contact details will be forwarded to the TAC.

Please be assured that your personal details will be treated in strict confidence and will remain separate to your responses to this survey.

1. No I would not be interested
2. Yes, I would be interested (please provide your details below)
 - a. Name: _____
 - b. Contact phone: _____
 - c. Email address: _____

**That is the end of the questionnaire.
Please put the questionnaire in the pre-paid reply envelope and post it back to us.
Thank you again for your co-operation.**

TAC ROAD SAFETY MONITOR PRIZE DRAW TERMS AND CONDITIONS OF ENTRY

Method of entry: Entry open to all individuals as named on the cover of this booklet who complete and return the survey. To enter, the invited respondent must complete the survey online at the website specified on the cover, over the phone using the specified phone number, or return it to Reply Paid 77106.

Duration of entry period: The entry period for inclusion in the prize draw is from 9 September, 2014 until 6pm AEST, 26 October, 2014. TAC reserves the right to alter this duration of entry period without notification.

Details of prizes and prize values: All participants who submit a completed survey will go into the draw for one of 6 prizes of \$250. Those who complete the survey online will have an *additional* entry into a draw for one \$500 prize. Prizes are gift cards to the nominated value which are redeemable at any retail location via EFTPOS.

Date, time and place of draw: The draw will be conducted at 2 pm AEST on 29 October, 2014 at the Social Research Centre, Level 1, 262 Victoria St, Nth Melbourne, Victoria, 3051.

Publication of winner details: Winning individuals will be notified by telephone and in writing.

Traders name and address: The trader is The Social Research Centre, Level 1, 262 Victoria St, Nth Melbourne, Victoria, 3051. ABN: 91096153212

Unclaimed prize draw: If the prizes are unclaimed by 14 November, 2014, unclaimed prize draws will take place at 12pm on 15 November, 2014 at the above address. The winning individuals will be notified by telephone and in writing.

Appendix 2 – Online Questionnaire

Programming Instructions:

- Please ensure font size is at least 11 point and consistent style and colour (that is, same colour for questions and answers).
- Please do not include section headings on screen.
- Please take note where text has been bolded and put in italics, we would like it to appear like this on screen, or a similar appropriate font alteration to make this text stand out.
- Programming instructions are in brackets () and CAPITALS.
- For grid questions, please lightly shade every second line.
- **No randomization to be applied to response frames**
- We welcome feedback on structure and wording should the programmer notice anything that they think won't work so well, or anything else that can be done to result in a more positive respondent experience with the survey process.
- Please note page breaks. It will be necessary to group some questions onto the same page.
- Where there is more than one question on a page, please include a line between the two or adequate space so that it can be seen that they are separate questions.
- Please include a small version of the SRC and TAC logos on screen.
- **All questions are single response unless otherwise specified.**
- Can you show question numbers for the test version but not in the final live version?
- Error messages: Please start error message with "**Please don't use the back button**, but you have missed Please complete the question where highlighted below and then click next".
- For "ranking" questions, assign a hidden letter per item e.g. a) power steering etc. according to its position in the code frame

***(Intro and Login Screen)**

Thank you for agreeing to take part in this survey on behalf of the [Transport Accident Commission](#) (TAC). This research is conducted by the [Social Research Centre](#) on behalf of the TAC.

The results of this research will be used to assist the TAC in understanding aspects of road safety, in order to work towards developing improvements in this area.

The survey should take approximately 15 minutes to complete.

The information you provide will remain completely confidential and will not identify you in any way.

As a thank you for your time, everyone who completes and returns this survey will go into a draw for one of 6 \$250 prizes. If you complete the survey online you also enter an additional draw for one prize of \$500.

Please enter in the user name and password from the front of your letter to continue.

User name:

Password:

If you have misplaced your username or experience any difficulty completing the survey, please call the Social Research Centre on 1800 023 040 and they will be able to assist you.

For further information, frequently asked questions and prize draw terms and conditions, please click [here](#) and go to "2014 TAC Road Safety Monitor".

Please note that if you are unable to finish the survey in one sitting, you are able to re-enter and complete the survey at a time that is more convenient.

Please use the back button within the survey to navigate. Please **do not** use the browser back button.

***(Initial Demographics)**

This survey is designed specifically for the person listed in the letter we sent regarding this survey. If you are not this person, some of the questions within this survey may not be relevant. Please only fill in this form if you are the person named in the letter.

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*(ALL)

First we have a few questions about you personally. This is to make sure we have contacted a good cross section of people.

*(ALL)

- Q1** What type of **car** licence do you hold?
1. Full licence
 2. Red Probationary
 3. Green Probationary
 4. Learner permit
 5. Other (*please specify*) (*TEXT BOX*)
 6. None

*(ALL)

- Q2** How old are you?
Write in years.
1. |_____| years

*(ALL)

- Q3** Please record your gender.
1. Male
 2. Female

----- PAGE BREAK -----

*(ALL)

- Q4** What is your current employment status?
1. Employed full-time (GO TO Q5)
 2. Employed part-time or casual (GO TO Q5)
 3. Self-employed (GO TO Q5)
 4. Student (GO TO Q6)
 5. Unemployed (GO TO Q6)
 6. Home duties (GO TO Q6)
 7. Retired (GO TO Q6)
 8. Other (GO TO Q6)

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*(IF IN PAID EMPLOYMENT) (Q4 = 1 OR 2 OR 3)

Q5 How would you describe your main PAID occupation? Please roll your cursor over each option to see a full description.

(USE ROLL-OVERS AS PER LAST TIME)

1. **Managers and administrators**
Hospitality, retail and service managers, Specialist managers, Farmers and farm managers, Chief executives, General managers and legislators
2. **Professionals & Associate professionals**
Legal, social and welfare professionals, ICT professionals, Health professionals, Education professionals, Design, engineering, science and transport professionals, Business, human resource and marketing professionals, Arts and media professionals
3. **Technicians and trade workers**
Other technicians and trades workers, Skilled animal and horticultural workers, Food trades workers, Electro-technology and telecommunications trades workers, Construction trades workers, Automotive and engineering trades workers, Engineering, ICT and science technicians
4. **Clerical and administrative workers**
Other clerical and administrative workers, Clerical and office support workers, Numerical clerks, Inquiry clerks and receptionists, General clerical workers, Personal assistants and secretaries, Office managers and program administrators
5. **Community and personal service workers**
Sports and personal service workers, Protective service workers, Hospitality workers, Carers and aides, Health and welfare support workers
6. **Sales workers**
Sales support workers, Sales assistants and salespersons, Sales representatives and agents
7. **Machinery operators and drivers**
Store person, Road and rail drivers, Mobile plant operators, Machine and stationary plant operators
8. **Labourers and related workers** Food preparation assistants, Farm, forestry and garden workers, Factory process workers, Construction and mining labourers, Cleaners and laundry workers
9. **Other (describe)** (TEXT BOX)

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***(Driving Habits)**

*(ALL)

Q6 What do you think are the three main factors that most often lead to **serious** road accidents?

1. Young drivers
2. Alcohol
3. Distraction(s)
4. Drugs
5. Speeding
6. Tiredness / drowsiness
7. Aggressive or reckless driving
8. Older drivers
9. Other (*please specify*) (TEXT BOX)

----- PAGE BREAK -----

*(ALL)

Q7 Using a scale where **0 is not at all dangerous** and **10 is extremely dangerous**, how dangerous do you think it is to:

		0	1	2	3	4	5	6	7	8	9	10	Do not know
a)	Drive a few kms above the posted speed limit in a 60km/h zone												
b)	Drive a few kms above the posted speed limit in a 100km/h zone												
c)	Drive with an illegal Blood Alcohol Content (BAC) level												
d)	Drive after using stimulant drugs (such as speed, methamphetamine, ice, ecstasy)												
e)	Drive after using depressant drugs (such as marijuana, heroin, GHB)												
f)	Drive after using drugs and alcohol												
g)	Drive after drinking a small amount of alcohol while also using prescription medicines												
h)	Drive while very drowsy												
i)	Drive while using a handheld mobile phone												
j)	Drive while using a hands free mobile phone												

----- PAGE BREAK -----

*(ALL)

Q8 When you drive a car (or other vehicle), how often do you wear a seatbelt..?

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All the time
6. I'd prefer not to say

----- PAGE BREAK -----

*(ALL)

Q9 How often have you intentionally driven above the limit in a **60km/h zone**, even if by only a few km's per hour, in the last three months?

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

*(ALL)

Q10 How fast should people be allowed to drive in a 60km/h zone without being booked for speeding?

1. (3 DIGITS) |__|__|__|km **(60km GO TO Q12)**
2. Don't know **(GO TO Q12)**

----- PAGE BREAK -----

*(DID NOT SELECT 60km or "Don't know" AT Q10)

Q11 When you have the opportunity, how often do you travel above (*INSERT RESPONSE FROM Q10=1*) km/h in a 60km/h zone?

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

----- PAGE BREAK -----

*(ALL)

Q12 How often have you intentionally driven above the limit in a **100km/h zone**, even if by only a few km's per hour, in the last three months?

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

*(ALL)

Q13 How fast should people be allowed to drive in a 100km/h zone without being booked for speeding?

1. (3 DIGITS) |__|__|__|km **(100km GO TO Q15)**
2. Don't know **(GO TO Q15)**

----- PAGE BREAK -----

*(DID NOT SELECT 100km or "Don't know" AT Q13)

Q14 When you have the opportunity, how often do you travel above (*INSERT RESPONSE FROM Q15=1*)km/h in a 100km/h zone?

1. None of the time
2. Some of the time (Less than half but not never)
3. About half the time (50%)
4. Most of the time, or (More than half but not all)
5. All of the time
6. Don't know

----- PAGE BREAK -----

*(ALL)

Q15 On a scale of 1 to 5, where 1 is “Strongly disagree” and 5 is “Strongly agree”, to what extent do you agree or disagree with the following statements:

		Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree	Don't know
		1	2	3	4	5	6
a)	It is generally easy to avoid being caught while driving over the speed limit	1	2	3	4	5	6
b)	If I was to speed by a few kms over the speed limit in a 60km/h zone, I would have a high chance of being caught	1	2	3	4	5	6
c)	My family and friends think it is okay to speed by a few kms per hour in a 60km/h zone	1	2	3	4	5	6

----- PAGE BREAK -----

***(Impaired Driving)**

The next set of questions relate to driving under the influence of alcohol and other drugs or driving while drowsy. Please be honest in your answers and remember that your responses will be completely confidential.

*(ALL)

Q16 Do you find yourself regularly (at least once a week) driving while drowsy?

1. Yes
2. No
3. I'd prefer not to say

*(ALL)

Q17 Thinking about the last time you drove while drowsy, what was the main reason you did this?

----- PAGE BREAK -----

*(ALL)

Q18 Have you ever gotten into a car when you knew or thought the driver was over the legal blood alcohol limit in the last 12 months?

1. Yes (GO TO Q19)
2. No (GO TO Q20)
3. Don't know (GO TO Q20)

----- PAGE BREAK -----

*(DRIVER OVER LIMIT) (Q18=1)

Q19 What was the main reason you got into a car when you knew or thought the driver was over the legal blood alcohol limit?

(TEXT BOX)

1. Don't know

----- PAGE BREAK -----

*(ALL)

Q20 Do you drink alcohol?

1. Yes (GO TO Q21)
2. No (GO TO Q24)

----- PAGE BREAK -----

*(DRINKS ALCOHOL) (Q20=1)

Q21 Have you driven a car when you knew or thought you were over the legal blood alcohol limit (even slightly) in the last 12 months?

1. Yes (GO TO Q22)
2. No (GO TO Q23)
3. I'd prefer not to say (GO TO Q23)

----- PAGE BREAK -----

*(DROVE OVER LIMIT) (Q21=1)

Q22 What was the main reason for you driving a car when you knew or thought you were over the legal blood alcohol limit?

- (TEXT BOX)
1. Don't know

----- PAGE BREAK -----

*(DRINKS ALCOHOL) (Q20=1)

In the next question, please think about the **last time you went out** (not at home) and drank alcohol.

*(DRINKS ALCOHOL) (Q20=1)

Q23 Did you decide how you would get home...?

1. Before you started drinking
2. After you started drinking
3. Can't remember

----- PAGE BREAK -----

Q24 Have you used recreational drugs (for example, methamphetamine, ice, marijuana etc.) in the last 12 months? (Remember that your responses will be completely confidential).

1. Yes (GO TO Q25)
2. No (GO TO Q27)

----- PAGE BREAK -----

*(USED RECREATIONAL DRUGS) (Q24=1)

Q25 Have you driven a car after using recreational drugs in the last 12 months?

1. Yes (GO TO Q26)
2. No (GO TO Q27)
3. I'd prefer not to say (GO TO Q27)
4. Not applicable (GO TO Q27)

----- PAGE BREAK -----

*(DROVE CAR USING RECREATIONAL DRUGS) (Q25 = 1)

Q26 What was the main reason for you driving a car after using recreational drugs?

1. Don't know

----- PAGE BREAK -----

*(ALL)

Q27 On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements?

		Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree	Don't know
		1	2	3	4	5	6
a)	It is easy to avoid being caught if I was driving while over the 0.05 blood alcohol limit	1	2	3	4	5	6
b)	If I was to drive next week and was slightly over the 0.05 blood alcohol limit, I would have a high chance of being caught.	1	2	3	4	5	6
c)	My family and friends think it is ok to drive if they are slightly over the 0.05 blood alcohol limit	1	2	3	4	5	6
d)	It is easy to keep myself awake if I need to drive	1	2	3	4	5	6
e)	It is easy to avoid being caught if I was driving after using recreational drugs	1	2	3	4	5	6

----- PAGE BREAK -----

***(Distractions)**

*(ALL)

Q28 *During the last month*, have you used a HANDHELD mobile phone (including using the inbuilt speaker)...

Please note: Handheld means the phone is in your hand whilst driving.

		Yes	No
a)	To answer a call while stopped at the lights	1	2
b)	To read a text message while stopped at the lights	1	2
c)	To make a call while stopped at the lights	1	2
d)	To write and send a text message while stopped at the lights	1	2
e)	To answer the phone while driving but I put the phone on my lap and use the inbuilt speaker	1	2
f)	To make a call while driving but put the phone on my lap and use the inbuilt speaker	1	2
g)	To read a text message while actively driving	1	2
h)	To write a text message while actively driving	1	2
i)	To answer a call while actively driving	1	2
j)	To make a call while actively driving	1	2

----- PAGE BREAK -----

*(ALL)

Q29 When you use your phone to make or answer calls while driving, what do you normally do...?

1. I hold the phone to my ear
2. I hold the phone away from my ear
3. I put the phone in my lap or on the console
4. I only use a hands free kit such as Bluetooth
5. I never make or answer calls while driving

----- PAGE BREAK -----

*(ALL)

Q30 Do you use your mobile phone for anything else while driving?

1. Yes I... (TEXT BOX)
2. I don't use my mobile phone for anything aside from making or answering calls while driving
3. I don't use my mobile phone at all while driving

----- PAGE BREAK -----

Q31 On a scale of 1 to 5, where 1 is "Strongly disagree" and 5 is "Strongly agree", to what extent do you agree or disagree with the following statements?

		Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree	Don't know
		1	2	3	4	5	6
a)	Taking my eyes off the road for two seconds is dangerous	1	2	3	4	5	6
b)	I can ignore my mobile phone if a message or call arrives while I am driving	1	2	3	4	5	6
c)	My family and friends think it is ok to use a mobile phone without using a hands free kit	1	2	3	4	5	6

----- PAGE BREAK -----

*(ALL)

Q32 In the last week, have you been distracted while driving by any of the following?

Please select all that apply

1. Passengers
2. Animals inside the car
3. Mobile phone
4. CD/Radio
5. Map/GPS
6. Your own thoughts/thinking about something not related to driving
7. Street signs
8. Advertising or shops
9. Other drivers
10. Other (*please specify*) (TEXT BOX)
11. Don't know
12. Would rather not say

----- PAGE BREAK -----

***(Driver History)**

*(ALL)

Q33 Have you been caught speeding in the last 12 months (either by police or a fixed / mobile camera)?

1. Yes (GO TO Q34)
2. No (GO TO Q35)
3. I'd prefer not to say (GO TO Q35)

----- PAGE BREAK -----

*(IF CAUGHT SPEEDING) (Q32=1)

Q34 How many times have you been caught speeding in the last 12 months?

1. (2 DIGITS) |__|__|
2. I'd prefer not to say

----- PAGE BREAK -----

*(ALL)

Q35 Over the last 12 months have you been breath tested or been in a car when the *driver was breath tested?*

1. Yes (GO TO Q36)
2. No (GO TO Q37)
3. Don't know (GO TO Q37)

----- PAGE BREAK -----

*(BREATH TESTED) (Q35=1)

Q36 Approximately on how many occasions in the last 12 months have you been breath tested *or been in a car when the driver was breath tested?*

1. (2 DIGITS) |__|__|
2. Don't know

----- PAGE BREAK -----

*(ALL)

Q37 Over the last 12 months have you been drug tested or been in a car when the *driver was drug tested?* Saliva tests are the main testing method used in Victoria.

1. Yes
2. No
3. Don't know

----- PAGE BREAK -----

*(ALL)

Q38 In the last five years, have you been involved in any road accidents as a driver (car, truck, bus) regardless of who was at fault? (This does not include minor accidents, car parks and driveways or as a rider of a bicycle or motorcycle)

1. Yes (GO TO Q39)
2. No (GO TO Q43)

----- PAGE BREAK -----

*(INVOLVED IN AN ACCIDENT) (Q38=1)

Q39 Did **anyone** involved in the accident(s) sustain personal injury?

If you have had more than one accident, it would be personal injury in ANY accidents in the last five years.

1. Yes (GO TO Q40)
2. No (GO TO Q43)
3. Don't know / can't remember (GO TO Q43)

----- PAGE BREAK -----

*(INVOLVED IN AN ACCIDENT WITH INJURY) (Q39=1)

Q40 Thinking about the most recent crash in which you were a driver and someone required medical treatment...

When did that crash occur?

1. Within the last 12 months
2. 1 to 5 years ago
3. Don't know / can't remember

----- PAGE BREAK -----

*(INVOLVED IN AN ACCIDENT WITH INJURY) (Q39=1)

Q41 Who do you believe was at fault in this most recent crash?

1. I was at fault
2. Another party was at fault
3. Both myself and another party were at fault
4. No-one was at fault
5. No other vehicles were involved
6. Other (*please specify*) (TEXT BOX)
7. Don't know / can't remember

----- PAGE BREAK -----

*(INVOLVED IN AN ACCIDENT WITH INJURY) (Q39=1)

Q42 What do you believe were the **three** main cause(s) of this most recent crash?

1. Young drivers
2. Alcohol
3. Distraction(s)
4. Drugs
5. Speed
10. Tiredness / drowsiness
11. Aggressive or reckless driving
12. Older drivers
13. Other (*please specify*) (TEXT BOX)

----- PAGE BREAK -----

***(Vehicles)**

*(ALL)

Q43 Some people really love their cars and are very loyal to the brands and type of car they drive. Which of the following statements best describes how important the type of car you drive is to you?

1. The type of car I drive is everything to me
2. The type of car I drive is important to me, but not everything
3. I care about the type of car I drive a little, but not too much
4. I don't mind what type of car I drive
5. I don't care about the type of car I drive at all

----- PAGE BREAK -----

*(ALL)

Q44 How many of each of the following types of registered vehicles are there at your home address?

If none, please record as zero

		Record Number (3 DIGITS)	Don't know
a)	Cars (anything that you can drive with a standard car licence)	_ _	3
b)	Trucks or buses (where you need a special licence)	_ _	3
c)	Motorbikes	_ _	3

----- PAGE BREAK -----

*(ALL)

Q45 Which of the following statements best describes the car (not motorcycle or truck) you usually drive? (Please note that personally owned includes cars that are under finance or leased)

1. I personally own the car that I usually drive **(GO TO Q46)**
2. The car that I usually drive is owned by someone else in my household **(GO TO Q46)**
3. I usually drive a company car but also have my own personal car **(GO TO Q46)**
4. I only drive a company car and do not own a car personally **(GO TO Q46)**
5. I do not personally own a car but hire or borrow one as needed **(GO TO Q46)**
6. I do not own a car and do not ever drive a car **(GO TO Q48)**

----- PAGE BREAK -----

*(Q45=1 to 5)

Q46 What type of car do you usually drive? *Write in make, model and year of manufacture.*

Make: (TEXT BOX)

Model: (TEXT BOX)

Body Type (e.g. sedan, wagon, utility/pick-up, SUV, van etc.): (TEXT BOX)

Year: (TEXT BOX)

----- PAGE BREAK -----

*(Q46=1 to 5)

Q47 For what purpose do you mainly use this car?

1. Work or work related
2. Family or personal business
3. Social or recreational

----- PAGE BREAK -----

*(ALL)

Q48 Are you planning to purchase a car in the future? This can be a new car or a used car.

1. Yes, in the next 12 months (GO TO Q49)
2. Yes, after 12 months (GO TO Q49)
3. No, not planning to purchase a car in the future (GO TO Q56)
4. Haven't decided yet (GO TO Q53)

----- PAGE BREAK -----

*(INTENDS TO BUY A CAR) (Q48=1 OR 2 OR 4)

Q49 Do you intend to buy a new or used car?

1. New car
2. Used car
3. Haven't decided yet

*(INTENDS TO BUY A CAR) (Q48=1 OR 2)

Q50 What do you think your budget range is likely to be?

1. Under \$2,500
2. Between \$2,501-\$5,000
3. \$5,001-\$10,000
4. \$10,001-\$15,000
5. \$15,001-\$20,000
6. \$20,001-\$25,000
7. \$25,001-\$30,000
8. \$30,001-\$40,000
9. \$40,001-\$50,000
10. \$50,001-\$60,000
11. Over \$60,000
12. I don't know
13. I'd prefer not to say

----- PAGE BREAK -----

*(INTENDS TO BUY A CAR) (Q48=1 OR 2)

Q51 What type of vehicle are you planning to buy in the future?

1. Sedan
2. Wagon
3. Utility
4. Twin-cab utility
5. Commercial Van
6. Panel Van
7. SUV/4WD
8. People mover
9. Other
10. Haven't decided yet
11. Prefer not to say

*(INTENDS TO BUY A CAR) (Q48=1 OR 2)

Q52 For what purpose do you intend to use this vehicle?

1. Work or work related
2. Family or personal business
3. Social or recreational

----- PAGE BREAK -----

*(INTENDS TO BUY A CAR) (Q48=1 OR 2 OR 4)

Q53 Below is a list of factors that could be considered when buying a car.

Once you have decided on your budget, please give each of the factors a score out of five (with 1 being not at all important and 5 being very important).

	Score out of 5
Condition of the vehicle / roadworthiness / low kilometres / mileage / reliability	
Features of vehicle (e.g., air conditioning, power steering, CD Player)	
Fuel economy / fuel cost	
Manufacturer (e.g., Toyota, Ford)	
Power / performance	
Safety features of the vehicle (e.g., ABS, airbags, ESC, stability control)	
Size of vehicle	
Style / appearance / image	
Transmission type (manual / automatic)	
Type of vehicle (sports, sedan, wagon, 4WD, ute, body type)	
Towing or load carrying capacity	

----- PAGE BREAK -----

*(INTENDS TO BUY A CAR) (Q48=1 OR 2 OR 4)

Q54 Below is a list of safety features that could be considered when buying a car. From this list, please give each of the features a score out of five (with 1 being not at all important and 5 being very important).

	Score out of 5
Adaptive cruise control	
Auto- Emergency Braking	
Driver and passenger frontal airbags	
Lane departure warning systems	
Rear parking aids	
Side airbags (Torso)	
Side curtain airbags (Head Protecting)	
Stability Control (also known as (ESC) / Electronic Stability Control / (ESP) Electronic Stability Program / (DSC) Dynamic Stability Control)	
Traction control	

----- PAGE BREAK -----

*(INTENDS TO BUY A CAR) (Q48=1 OR 2)

Q55 Will you consider crash test results or safety ratings before you purchase your next car?

This includes ANCAP, used car safety ratings and 5 star ratings.

1. Yes
2. No
3. Don't know

----- PAGE BREAK -----

***(Additional Demographics)**

*(ALL)

The following questions are to help group your responses with other people.

*(ALL)

Q56 Thinking about how you compare to the average driver on Victorian roads, would you say that you are a...

1. Much better driver
2. Better driver
3. Slightly better driver
4. About average driver
5. Slightly worse driver
6. Worse driver
7. Much worse driver
8. Unsure / Don't know

----- PAGE BREAK -----

*(Q45=1 to 5)

Q57 In a typical **year**, how many kilometres would you drive for any reason?

An approximate number is OK.

1. (6 DIGITS) |__|__|__|__|__|__|km
2. Don't know

*(Q45=1 to 5)

Q58 And In a typical **week**, how many kilometres would you drive for any reason?

An approximate number is OK.

1. (6 DIGITS) |__|__|__|__|__|__|km
2. Don't know

----- PAGE BREAK -----

*(IF IN PAID EMPLOYMENT) (Q4 = 1 OR 2 OR 3)

Q59 How often do you drive a vehicle for work related purposes (**not including driving to and from work**)?

- | | |
|--------------------------|--------------------|
| 1. Daily | (GO TO Q60) |
| 2. A few times a week | (GO TO Q60) |
| 3. About once a week | (GO TO Q60) |
| 4. Less than once a week | (GO TO Q60) |
| 5. Never | (GO TO Q61) |
| 6. Don't know | (GO TO Q61) |

----- PAGE BREAK -----

*(USES CAR FOR WORK) (Q59=1 OR 2 OR 3 OR 4)

Q60 What type of vehicle do you usually drive as part of your job?

*Please select **one** response only. If you drive more than one type, please select the type you use **most often**.*

1. Car
2. Utility/Pickup
3. Commercial Van
4. Truck
5. Bus
6. Motorcycle
7. Other
8. Don't know
9. I only commute to and from work

----- PAGE BREAK -----

*(ALL)

Q61 How often do you use the following forms of transport?

Please select one response per row

		Daily	A couple of times a week	At least once a week	At least once a fortnight	At least once a month	Every couple of months	A couple of times a year	Never
		1	2	3	4	5	6	7	8
a)	Bus								
b)	Train								
c)	Tram								
d)	Walk								
e)	Ride Motorcycle								
f)	Ride Bicycle								
g)	Car as a passenger								
h)	Car as a driver								
i)	Truck as a driver								

----- PAGE BREAK -----

*(ALL)

Q62 In which country were you born?

1. Australia
2. New Zealand
3. United Kingdom
4. Italy
5. Vietnam
6. China
7. Greece
8. India
9. Other (*please specify*) (TEXT BOX)
10. I'd prefer not to say

----- PAGE BREAK -----

***(Further Research)**

*(ALL)

Q63 Would you be interested in participating in other TAC road safety related research?

If you are interested in taking part in other research, your name and contact details will be forwarded to the TAC. Please be assured that your personal details will be treated in strict confidence and will remain separate to your responses to this survey.

1. No I would not be interested
2. Yes, I would be interested (please provide your details below)
 - a. Name: (TEXT BOX)
 - b. Contact phone: (TEXT BOX)
 - c. Email address: (TEXT BOX)

(END OF SURVEY)

TAC ROAD SAFETY MONITOR PRIZE DRAW TERMS AND CONDITIONS OF ENTRY

Method of entry: Entry open to all individuals invited to participate who complete the survey. To enter, the invited respondent must complete the survey online at the website specified on the cover, over the phone using the specified phone number, or return the paper survey to Reply Paid 77106.

Duration of entry period: The entry period for inclusion in the prize draw is from 9 September, 2014 until 6pm AEST, 26 October, 2014. TAC reserves the right to alter this duration of entry period without notification.

Details of prizes and prize values: All participants who submit a completed survey will go into the draw for one of 6 prizes of \$250. Those who complete the survey online will have an additional entry into a draw for one \$500 prize. Prizes are gift cards to the nominated value which are redeemable at any retail location via EFTPOS.

Date, time and place of draw: The draw will be conducted at 2 pm AEST on 29 October, 2014 at the Social Research Centre, Level 1, 262 Victoria St, Nth Melbourne, Victoria, 3051.

Publication of winner details: Winning individuals will be notified by telephone and in writing.

Traders name and address: The trader is the Social Research Centre, Level 1, 262 Victoria St, Nth Melbourne, Victoria, 3051. ABN: 91096153212

Unclaimed prize draw: If the prizes are unclaimed by 14 November, 2014, unclaimed prize draws will take place at 12pm on 15 November, 2014 at the above address. The winning individuals will be notified by telephone and in writing.

Appendix 3 – CATI Follow-up Script

1256 – Main 2014 TAC Road Safety Monitor Reminder Call Script

SAMPLE VARIABLES

Fname
Sname
AddrLine1
Suburb
Username
Password
Telephone
Mobile

CALL OUTCOME CODES

1. Proceed with interview
2. No answer
3. Answering machine
4. FAX machine/Modem
5. Busy (callback)
6. Appointment (hard)
7. Telstra message/Number disconnected
8. Claims to have done survey
9. Resp not available/Away for duration of survey
10. Wrong number / sample member not known
11. Too old/sick unable to do survey
12. Terminated midway in survey
13. Stopped interview
14. Language Unknown
15. (SUPERVISOR USE ONLY) Refused prior
16. (ICS USE ONLY) Hard Refusal
17. (ICS USE ONLY) Soft Refusal
18. Respondent Deceased

*(PHONE ANSWERER)

S1. Good <morning/afternoon/evening>. My name is <name> calling from the Social Research Centre on behalf of the TAC. We are just following up on a letter sent to <FNAME SNAME>, would they be available at the moment?

1. Continue – speaking with named sample member (GO TO S2)
2. Make appointment
3. Named sample member not known (GO TO TERM1)
4. Named sample member refusal (GO TO RR1)
5. Phone answerer refusal to pass on to named sample member (GO TO RR1)
6. Claims to have already completed survey (GO TO TERM2)
7. LOTE - Follow Up (Record Language, MAKE APPOINTMENT)
8. Back to SMS

*(SAMPLE MEMBER)

S2. This is just a quick call about a letter we sent regarding the 2014 TAC Road Safety Monitor. Do you remember receiving it?

1. Yes (recalls letter) (GO TO S3)
2. Does not recall letter (GO TO S3)
3. Claims to have already completed the survey (GO TO TERM 2)
4. (Refused) (GO TO RR1)

(S2=1 OR 2)

S3. Every year the TAC collects the views of road users through the Road Safety Monitor project which goes towards improving road safety across Victoria. You have been specifically selected out of thousands of road users to offer your opinions and experiences. A letter was sent at the start of September with the option of completing the survey in paper, online or over the phone.

Participation in the Road Safety study is closing soon and we'd really appreciate your participation in the study. If you complete the survey by phone, online or paper you will go in the draw to win one of four \$250 prizes.

Are you happy to complete the survey over the phone now, it should take around 15 minutes?

[IF NECESSARY: I can also re-send the letter for your reference if you would like.]

1. Yes continue (to ONLINE SURVEY) (GO TO S10)
2. No, make an appointment
3. Wants copy of letter for reference (GO TO S4)
4. Wants to complete ONLINE (GO TO S8)
5. Wants info on how we got details (GO TO NUMINFO)
6. (Refused) (GO TO RR1)

*(S3=5)

NUMINFO: Your contact details were provided by the TAC, from the VicRoads database. Your details are kept in an encrypted file and will not be used for any purpose other than this survey. Your name will not be provided to the TAC or VicRoads in any format that enables linking of your answers to your name.

1. Snap back to previous screen

*(REQUEST LETTER) (S3=3)

S4. Can I please have your details to send you a copy of the letter? We will not use this address for any other purpose, as per privacy laws. We can send it to your email, a fax number or by post. The letter will be sent within the next 24 hours.

1. Email address (ENTER ADDRESS) (GO TO S5)
2. Fax (ENTER NUMBER) (GO TO S5)
3. Post (ENTER ADDRESS) (GO TO S5)
4. Refused to give information (GO TO S5)

(S4=1 to 4)

S5. Thanks for that. Are you happy to complete the survey over the phone now?

1. Yes (GO TO S10)
2. No (MAKE APPOINTMENT)
3. Wants to complete ONLINE (GO TO S8)
4. Claims to have already completed survey (GO TO TERM2)
5. (Refused) (GO TO RR1)

*(WANTS TO COMPLETE ONLINE) (S3=4 OR S5=3)

S8. If you want to complete it online, your individual login details can be found on the front of the survey form we mailed you, and also on the reminder letter if you still have it. Otherwise, if you can get a pen and paper handy, I can give you your online login details now.

READ OUT LOGIN DETAILS TO SAMPLE MEMBER SLOWLY AND CLEARLY IF NEEDED:
Your unique login is <display UserName and Password from sample>.
You will need to go to <https://survey1.mbddata.com.au/TACRSM2014/login.html> and enter your username and password to complete the online survey. Please put the address I just gave you in the address bar of your browser, not the google search box.

1. Continue (GO TO S9)
2. Claims to have already completed survey (GO TO TERM2)
3. (Refused) (GO TO RR1)

*(WANTS TO COMPLETE ONLINE) (S8=1)

S9 Thanks again for your time today and for agreeing to participate in the 2014 TAC Road Safety Monitor. Remember, if you complete the survey by October 26, you'll automatically go into the draw to win. Just in case you missed it, my name is <SAY NAME>, calling on behalf of the TAC from the Social Research Centre.

1. Continue (GO TO ALLTERM)

*(WILL COMPLETE CATI) (S5=1 OR S3=1)

S10 Bear with me for a second while I log into the system and we can get started.

<display Username>
<display Password>

SWITCH TO WEBSITE

COMPLETE THIS QUESTION ONLY ONCE THEY HAVE FINISHED THE WEB SURVEY
(need to record timings)

1. Complete with named participant (GO TO ALLTERM)
2. Complete although was already partially done (loaded on page other than intro) (RECORD START QUESTION) (GO TO ALLTERM)
3. Completed part way, need to call back (MAKE CALLBACK APPOINTMENT)
4. Refused part way through (GO TO RR1)

*PROGRAMMER NOTE: COUNT "COMPLETES" FROM S10=1-3

TERM1 Thank you for your time.

TERM2 Sorry to bother you and thank you for your participation in the TAC Road Safety Monitor.

ALLTERM		Call outcome	Summary call outcome
S1=3	Phone number not named sample member/ named sample member not known	Wrong number	Screen outs
S1=4 S2=4 S3=6 S8=3 S10=4	Refusal - named sample member	Respondent refusal	Refusal
S1=5	Refusal - phone answerer	Household refusal	Refusal
S1=6 S2=3 S8=2	Claims to have already completed survey	Claims to have done survey	Other contacts
S9=1	Will post or do online	Will post or do online	Other contacts
S10=1	CATI complete	Interview	Interview
S10=2	CATI complete – was previously partially done	Interview	Interview

*(REFUSAL)

RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate in this TAC study, because that's very important information for us?

1. No comment
2. Too busy
3. Not interested
4. Too personal / intrusive
5. Don't trust surveys
6. Never do surveys
8. Other (Specify_____)