

# RAA Member Panel

## Road Safety Initiatives

In September 2018 the RAA Road Safety team conducted a survey seeking member responses regarding road safety initiatives which aim to reduce the road toll in South Australia. The research involved an online survey emailed to the Member Panel (comprising 3000 members), with 1063 responses collected between 27th Sep – 11th Oct 2018.

### Advocacy and Enforcement

Currently, an SA driver's licence can be renewed for a period of up to 10 years by paying a renewal fee. The renewal process does not require any additional testing or training, although applicants are required to declare whether they are taking medication, or have a medical condition, which may affect driving ability. In addition, those aged over 75 years with a car licence complete a medical self-assessment each year.

Around 43% of members would support a road rules refresher test and/or medical assessment for all drivers upon renewing their licence.

In regards to enforcement, more than 88% of people agree with the use of RBT's for detecting drug/drink drivers. However, only 53% agree that speed cameras are an effective means of reducing the road toll.

### The Road Toll

A large percentage of members are no more or less concerned now than they were previously in regards to the road toll. However, almost half of respondents indicated they are more concerned now than they were 12 months ago (43%) or 5 years ago (48%).

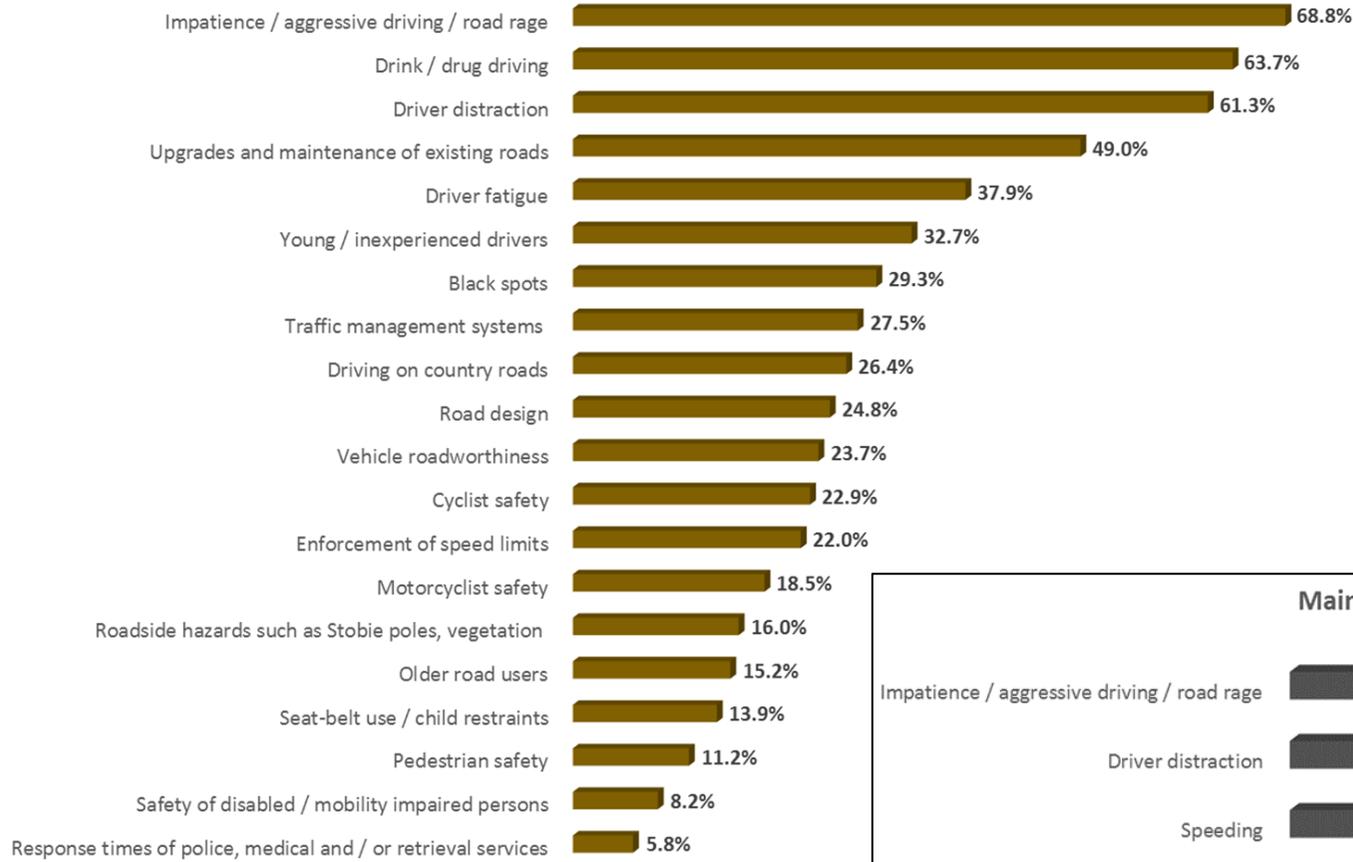
The majority of survey respondents (68.8%) indicated that poor driver behaviours such as 'impatience/aggressive driving/road rage' are a concerning road safety issue, followed by 'drink/drug driving' (63.7%) and 'driver distraction' (61.3%). Approximately 50% of respondents indicated that 'upgrades and maintenance of existing roads' was also a road safety concern.

Most people feel that 'impatience/aggressive driving/road rage' and 'driver distraction' are the leading contributors to the road toll in SA.

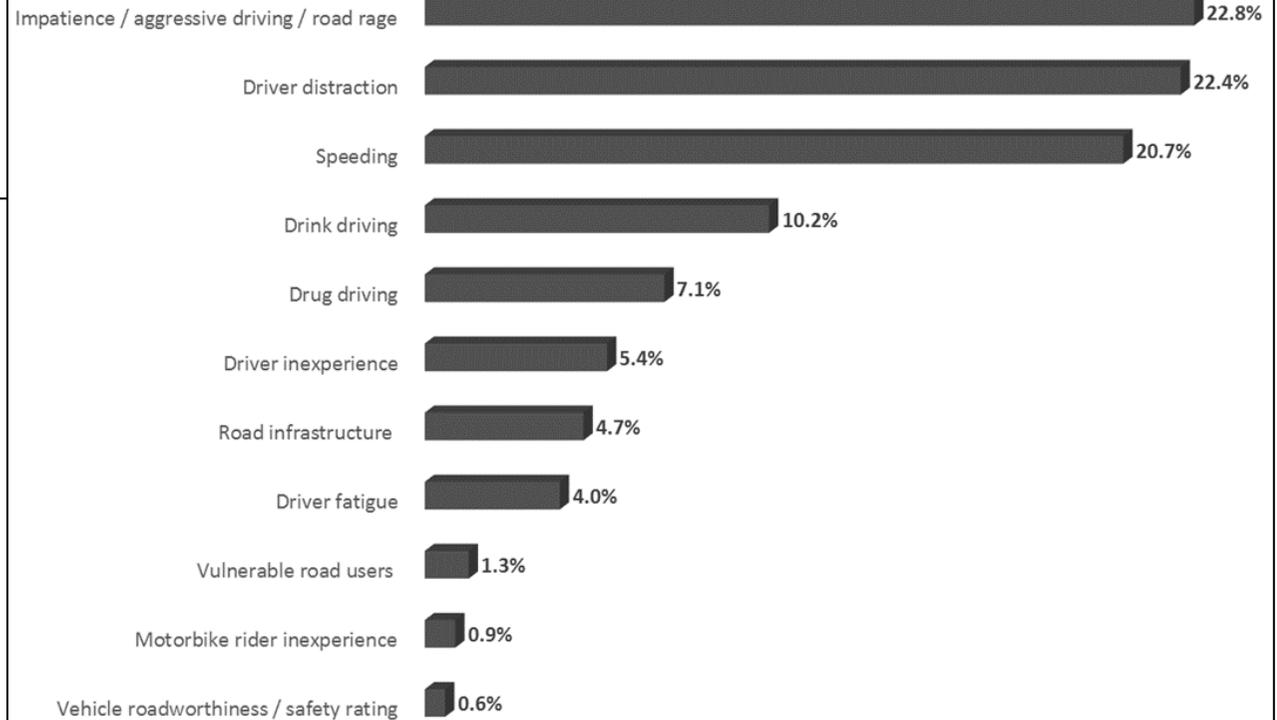
Nearly all respondents (96.5%) agreed that using a mobile phone while driving increases the crash risk.

More than three quarters of those surveyed (79%) believe younger drivers pose more risk on the road than older drivers.

### Main road safety concerns on SA roads



### Main contributor to SA road toll



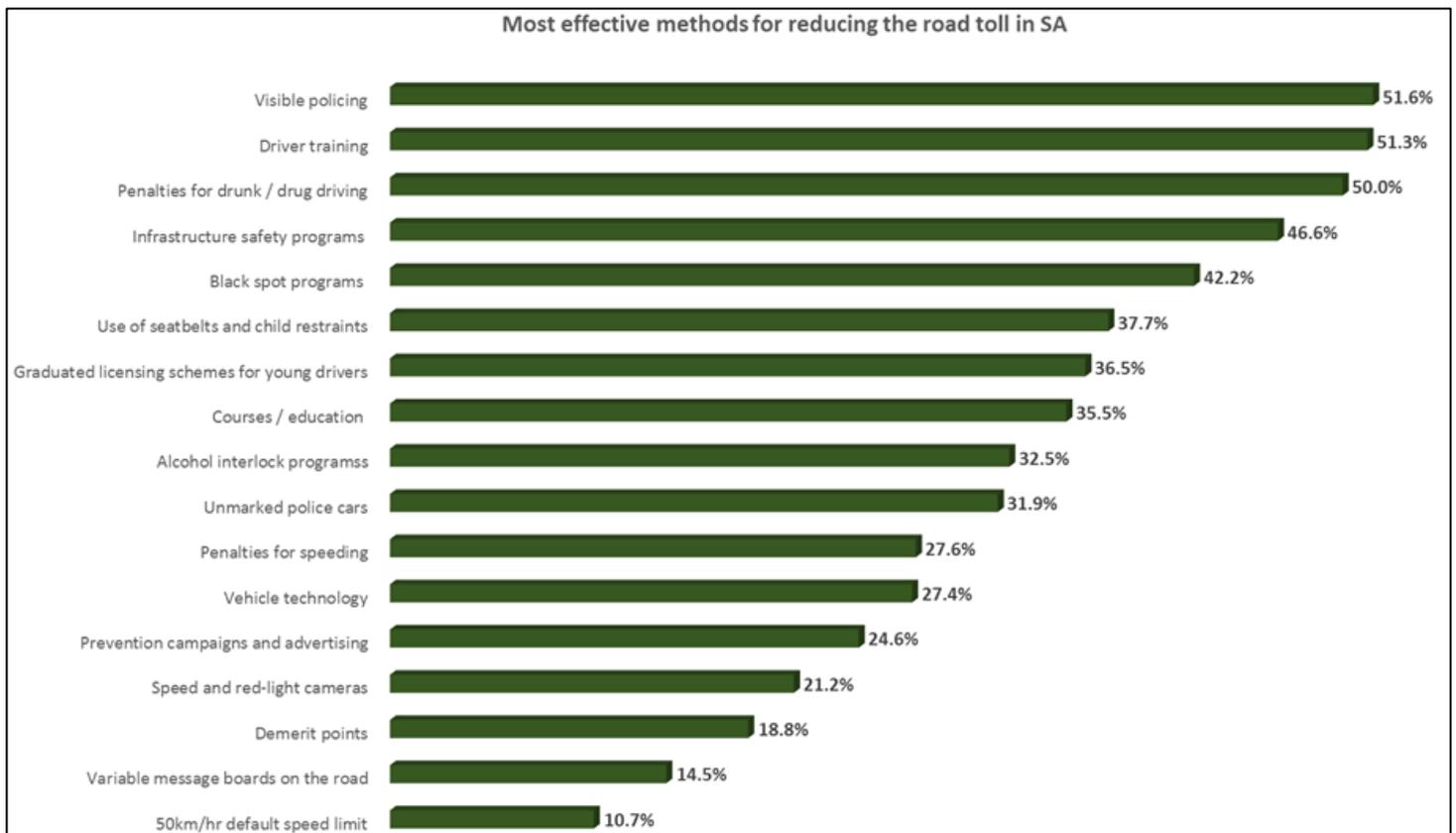
## Reducing the road toll

Around 50% of people feel 'visible policing', 'driver training' and 'penalties for drunk/drug driving' are the most effective measures to reduce the road toll. There was also support for 'infrastructure safety programs' (46.6%) and 'black spot programs' (42.2%).

Almost 7 in 10 people believe that a road rules refresher test for drivers would help make roads safer, however only around 4 in 10 people would support its introduction in South Australia.

State Government figures report a 20% reduction in urban crashes since the 50 km/h default speed limit was introduced in 2003 (*Towards Zero Together, 2011*), however 50% of members feel that reduced speed limits are not an effective solution to reducing the road toll. Similarly, around a third of respondents did not feel positively towards 'variable message boards' (36%), 'speed and red-light cameras' (32%) and 'prevention campaigns and advertising' (30%).

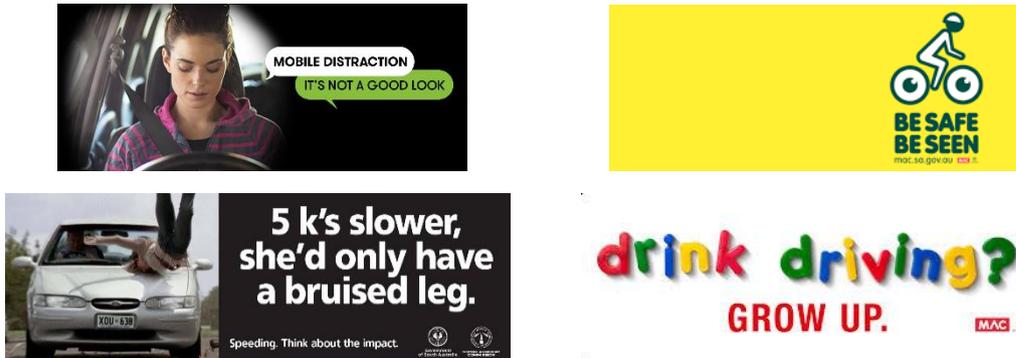
Most members (88%) agree that 'improved vehicle safety' helps reduce the road toll. Similar levels of agreement were seen for 'road infrastructure improvements' (84%), 'improved trauma, medical and emergency retrieval services' (83%), 'in-vehicle technology' (82%) and 'road safety policies and programs based on research and evidence' (81%). There was less support for 'promoting alternative transport options to motor vehicle use' (51%) and 'driver assessment for all drivers at time of licence renewal' (54%).



## Road safety media campaigns

The media campaign with the highest recall was the “Drink driving - Grow up” campaign, with 75% of members remembering this campaign. Despite being released 11 years ago, the graphic “5k’s slower, she’d only have a bruised leg” campaign was remembered by almost 7 out of 10 respondents. The least recalled campaign (52%) was the cycle safety “Be safe, be seen”.

In regards to the effectiveness of each campaign in changing driver behaviour, the “5k’s slower, she’d only have a bruised leg” campaign was rated as effective by almost 50% of respondents. While only 30% of respondents thought “Be safe, be seen” would be effective in changing driver behaviour.



Most people feel that ‘driver distraction’, ‘driver inexperience’ and ‘international drivers/tourists’ should receive more attention in road safety campaigns. Furthermore, around a third of respondents believe that an increase in campaigns featuring drug driving, vehicle roadworthiness/safety rating, road design/infrastructure, driver fatigue and truck/heavy vehicle drivers is required.

The majority of respondents (52%) don’t believe any particular road user receives too much attention in media campaigns, however more than a quarter of respondents feel that too much focus is put on cyclists.

