

Safely Home 2

2016 Road Safety Survey Results

Prepared by TNS

For Western Cape Government
Department of Transport and Public Works

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1. Introduction – setting the context

1.1 Background

In 2015, TNS conducted benchmark research to gauge road users' attitudes and behaviours around road safety issues in the Western Cape; the objective of which was to inform the strategy of the Department of Transport and Public Works' Safely Home programme. The benchmark survey measured, inter alia, prevalent attitudes towards road safety, and its perceived importance in relation to other social issues; behaviours, with a particular focus on the dynamics around dangerous behaviours on the road; awareness, understanding and relevance of road safety issues; and finally, the effectiveness of current road safety advertising. A year later, the research was repeated to examine the change, if any, in behaviours and attitudes to road safety as well as to shed light on some new angles including, the extent to which language comprehension or English proficiency impacts on attitudes to road safety and dynamics that surround road safety education.

The importance of measuring change over time in the road safety landscape cannot be emphasised enough. Year-on-year comparisons allow for the examination of whether attitudes and behaviours are shifting in a way that promotes safer habits on the road amongst motorists as well as non-motorists. This is especially crucial in a context where road injuries and deaths are rampant and growing each year. Long-term analysis also allows for the investigation into current road safety communications and their effectiveness in not only raising public awareness of road safety issues, but in their ability to drive real behaviour change.

South Africa has amongst the worst road trauma rates in the world, with more than 85,000 people killed or seriously injured every year¹. The cost of this in human tragedy is incalculable, but the economic impact is an estimated R143 billion a year².

Key issues exacerbating the problem of road fatalities and injuries include:

- More than 90% of South African commuter trips are on public roads (public transport system is unreliable and not extensive enough)
- Appalling road user behaviour fuelled by ignorance, speed, alcohol and aggression
- A budget of billions for victim care, with comparatively little for prevention
- Road policing numbers remain static while population and vehicle numbers increase dramatically
- Road safety competes with a myriad of other social ills for attention and falls between different sectors, i.e. traffic, police, health, education, community safety, justice and correctional services

"Most road crashes are predictable and preventable. Research indicates that up to 90% of road accidents in South Africa are due to careless behaviour, so the solution is self-evident – we need to commit

¹ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

² Source: Cost of Crashes in South Africa Research and Development Report. Prepared by CSIR Built Environment Transport Management, Design and Systems. August 2016

ourselves to becoming a nation of good drivers” (Anton Ossip, Discovery Insure CEO). Alcohol, speed (includes driving over the speed limit as well as inappropriate speed for conditions) and distracted driving are the three biggest causes of road accidents in South Africa, with the use of cellphones while driving being one of the top causes of driver distraction. Despite legislation prohibiting it, two-thirds of drivers still use their cellphone while driving and, disturbingly, many actually attempt to text while driving. Even though 40% of drivers have hands-free kits, 80% of their calls are made without using them. South Africa also maintains speed limits which are 10-20% higher than international norms and best practices for countries with low levels of speed related trauma, despite our terrible road safety outcomes.

Challenges in addressing road safety include³:

- Knowledge – lack of knowledge of the rules of the road
- Compliance – an unwillingness to abide by the rules of the road
- Enforcement – inadequate enforcement
- Follow-up – lack of follow-up on fines (enforcement)
- Impunity – resulting culture of impunity in respect to punishment of offenders

Despite the Western Cape having the best drivers compared to the rest of South Africa (according to Discovery Insure), over 110 people die on the province’s roads each month, and the rate is not declining. Pedestrian deaths remain unacceptably high compared to other classes of fatalities, accounting for nearly half of all road fatalities⁴.

In 2009, the Western Cape Government appointed the Department of Transport and Public Works to implement a road safety campaign based on the globally recognised “Four E’s” of road safety best practice:

- Enforcement
- Education
- Engineering
- Evaluation

The Safely Home programme strives to fulfil the United Nations Decade of Action’s goal to reduce road carnage, with the principal objective of reducing the number of people killed on the province’s roads. The Department hopes to achieve this important objective by raising public awareness and bringing about behavioural change on key road safety issues, through consistent and impactful communication with road users.

1.2 Research objectives

Since 2014, the Western Cape Government has implemented a thematic, calendar-based communication strategy in order to drive up the salience of specific road safety messages in time through targeted, evidence-led communication, and to align messages from different road safety agencies. Based on the Safely Home Baseline Study⁵ conducted by the UCT Centre for Transport Studies, key road safety themes, especially drinking and driving, speeding, the use of seatbelts, distracted driving and

³ Source: National Road Safety Strategy 2011-2020

⁴ Source: Chamber of Commerce Presentation Oct 2015, supplied by Western Cape Government

⁵ Vanderschuren M. and Jobanputra R. 2010. *Phase II: Baseline study*. Safely Home Project Report, University of Cape Town

pedestrians, were identified as core focus areas for this initiative. Communication has been driven mainly across radio, social media and online platforms as well as the freeway management system (via the electronic Variable Message Signs located alongside the freeways). The continued success of the campaign depends on studying the extent to which it has been able to constructively shift road safety attitudes and dynamics through the production and dissemination of relevant, compelling and effective communication. Of course, this effectiveness rests on an a priori understanding of what the prevalent behaviours and attitudes are around road safety issues in the Western Cape and how they are changing, if in any way, over time.

The benchmark survey of 2015 provided a valuable base to assess the following in the 2016 survey:

- What are the behaviours and attitudes around road safety issues in the Western Cape and how have these changed since the last year of analysis? How do attitudes and behaviours differ amongst different people? Have the awareness levels and attitudes towards the Safely Home campaign changed since the previous year?
- Is there a relationship between home language and attitudes towards road safety issues? Does a person's level of English proficiency make a difference to how messages are interpreted and understood? Do road safety communications need to be created in multiple languages?
- In terms of road safety education initiatives, what memory traces have been laid in the public's minds of road safety education initiatives in the past? Who/what are credible influencers to effectively deliver road safety messages?
- How relevant and impactful is the current road safety campaign in terms of shifting attitudes and behaviour? What behaviours are changing in response to the campaign and who is more likely to make positive attitudinal and behavioural shifts?
- Does international road safety advertising provide lessons for us in terms of content and media that could potentially bring about real behaviour change?

1.3 Sampling and methodology

Quantitative attitudinal survey

For trackability purposes, the research methodology remains unchanged in the second wave of analysis.

The quantitative interviews were conducted on tablets using Computer Aided Personal Interviewing (CAPI) by fully trained interviewers. Fieldwork ran from 9 November to 1 December 2016 with road users living in metro and non-metro areas of the Western Cape that were within a 150km radius of Cape Town CBD.

Respondents were classified according to the mode of transport they used most often. We defined "motorists" as anyone who personally operates a motorised vehicle e.g. car, taxi, bus, truck or motorbike. "Non-motorists" were defined as pedestrians, commuters/passengers and cyclists.

All respondents were selected based on the following criteria:

- LSM 5-10
- Predominant race groups of the Western Cape i.e. Black, White and Coloured (no Indian/Asian)
- Male or female (this fell out naturally)

In 2015, the research focused on "high-risk" individuals i.e. 19-39 year olds. The sample comprised 1,000 respondents, split equally across motorists and non-motorists – we refer to this group as the Core sample in this report. This year, the Core sample comprised of 986 respondents, of which 490 were motorists and 496 were non-motorists. Additional samples were included in 2016 to cover a broader

range of road users: Youth (15-18 years old) and Mature (40 years and older) samples were added. We interviewed 301 Youth and 213 Mature respondents, making up a total sample of 1500 interviews this year.

For the Core and Mature samples, quotas were applied to area, race and road user type (motorists vs. non-motorists). For the Youth sample, quotas were applied to area, race and LSM (5-7 only). All Youth and Mature interviews were conducted in metro areas only.

Analysis was conducted at a motorist and non-motorist level amongst the Core sample, as well as by age (Youth vs. Core vs. Mature respondents). As in the 2015 survey, it should be noted that the sample is not wholly representative of the Western Cape population as universe figures were unavailable for sizing and weighting purposes. The report should be viewed as largely consisting of metro Cape Town responses.

Qualitative exploration of attitudes and communication

Thirteen focus group discussions were held at TNS's Cape Town offices from 9 November to 1 December 2016.

Between six and eight respondents were present at each group. All respondents were recruited on the basis of being road users in Cape Town, segmented by main mode of transport (motorist or non-motorist). The qualitative research was skewed towards the higher risk road user demographics. On this basis, the composition of the groups was as follows:

- Mostly 19 to 39 year olds; two groups were made up of 40 to 55 year olds and one of between 60 and 70 years old
- All participants were LSM 5 or higher, segmented by household income
- Twelve were male groups and one a female group
- Six groups comprised Black respondents, a further six Coloured respondents and one group was White respondents.

The group structure is shown in more detail on the next page.

	Target group	Age	Race	Gender	HH income
1	Non-motorists	19-29	Coloured	M	Low
2	Mix of motorists & non-motorists	30-39	Black	F	Medium
3	Non-motorists	30-39	Coloured	M	Low
4	Non-motorists	19-29	Black	M	Low
5	Motorists	30-39	Coloured	M	High
6	Non-motorists	30-39	Black	M	Low
7	Motorists	19-29	Coloured	M	Medium
8	Motorists	40-55	Black	M	Medium
9	Non-motorists	60-70	Coloured	M	Low
10	Mix of motorists & non-motorists	25-35	White	M	High
11	Motorists	19-29	Black	M	Medium
12	Motorists	30-39	Black	M	Medium
13	Motorists	40-55	Coloured	M	High

1.4 Notes

This report summarises the findings of both research components, illustrated in places by summary tables and charts. Detailed results including the full presentation and data tables can be found on the Safely Home website (<https://safelyhome.westerncape.gov.za/attitudinal-survey>). The questionnaire can be found in the Appendix.

Symbols used in this report



Denotes **motorist** data



Denotes **youth** data



Denotes **non-motorist** data



Denotes **mature** data

2. Road safety landscape

2.1 Road user profile

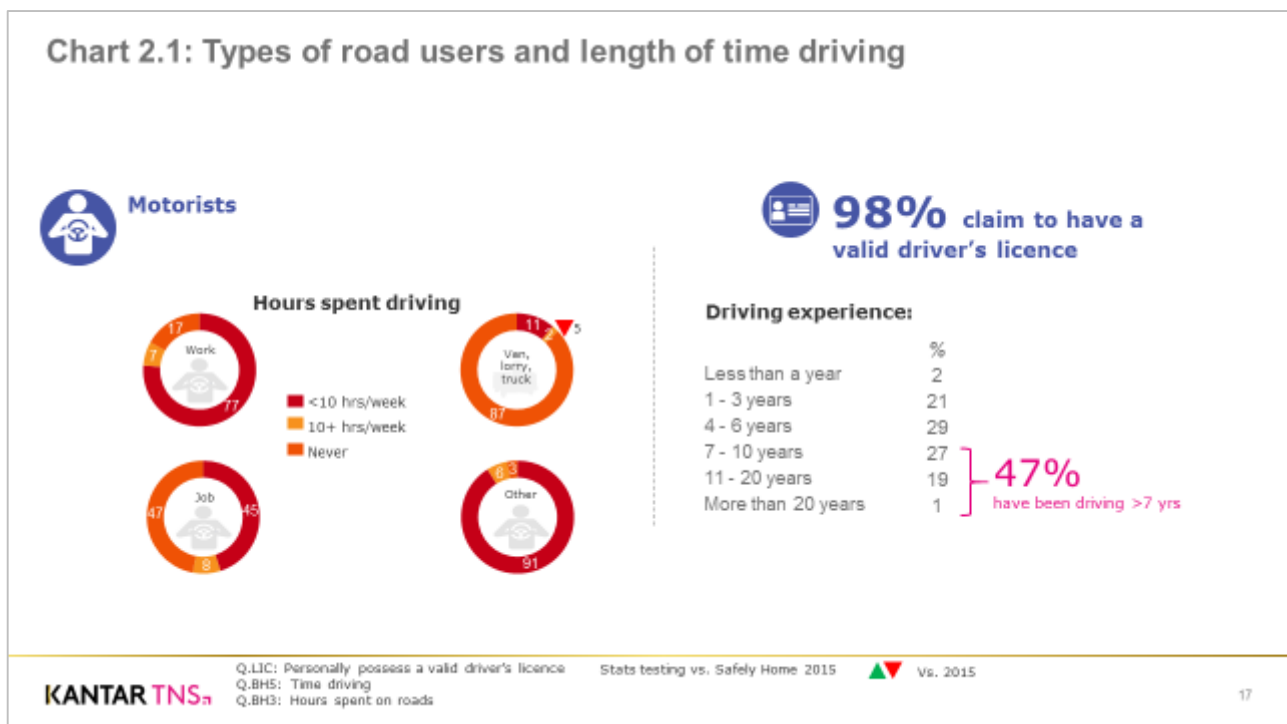
This section profiles respondents in terms of their road usage, the types of journeys they make, the distances they travel, the length of time motorists have been driving for, and whether they have been affected by road trauma.

Types of road users

The landscape in terms of driving experience remains relatively stable from 2015.

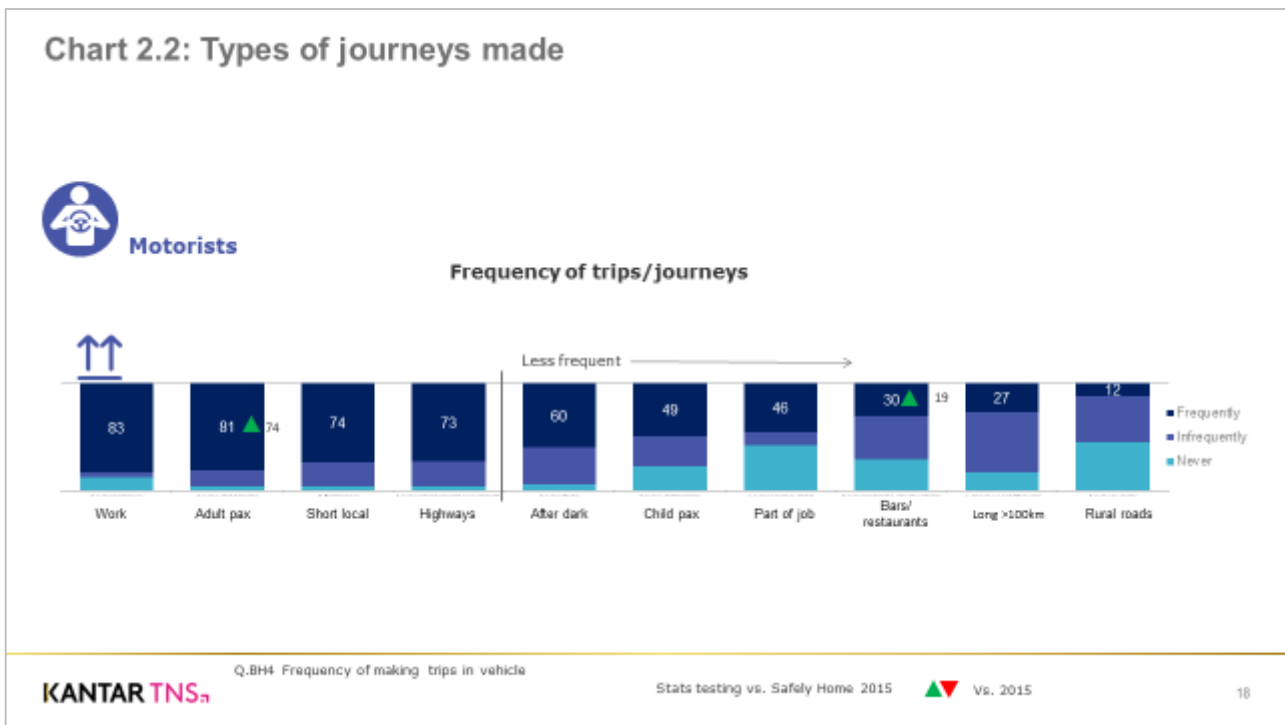
There is an almost universal claim amongst motorists to having a driver's licence (2015: 95% vs. 2016: 98%). All motorists were asked how long they have been driving for, as a way of measuring their driving experience (Chart 2.1). Almost half of the sample claim to be driving for at least seven years and almost one in four motorists have been driving for three years or less.

The majority of motorists are driving to get to and from work.



Types of journeys made

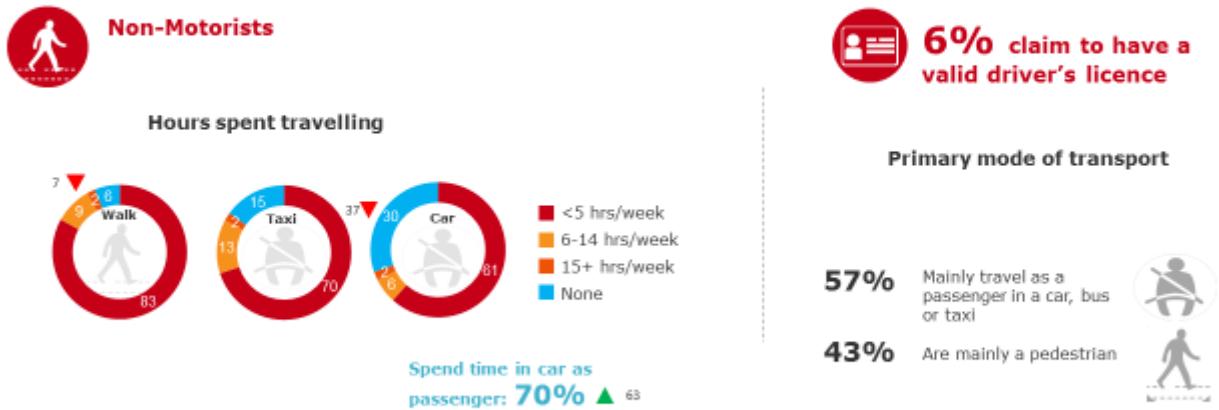
Respondents were asked how often they make various types of journeys by a motorised vehicle, whether as the driver or as a passenger (Chart 2.2).



Travelling to and from work is the most frequent type of journey made by road users, closely followed by travelling with adult passengers in the car. The latter increases by a significant 7%, suggesting that the frequency of car-pooling amongst motorists is on the rise. Another journey-type, travelling to and from places of entertainment, has also significantly increased over the past year from 19% in 2015 to 30% in 2016. Almost three-quarters of motorists mainly travel short local distances. About six in ten motorists' journeys involve driving after dark; the measure remains stable from 2015.

Non-motorists tend to spend more of their time walking than engaging with other transport modes. Almost eight in ten non-motorists spend less than five hours a week walking compared to seven in ten who spend the same amount of time in a taxi (Chart 2.3). The time spent in a car as a passenger significantly increases from 63% in 2015 to 70% in 2016. Non-motorists are also increasingly spending more time on long journeys, i.e. more than 100km, as well as more time on the country's highways in 2016 than they were in 2015. Non-motorists are also making more trips with both other adult passengers and children this year than in the past.

Chart 2.3: Non-motorists' travel patterns



KANTAR TNS

Q.BH3: Hours spent on roads

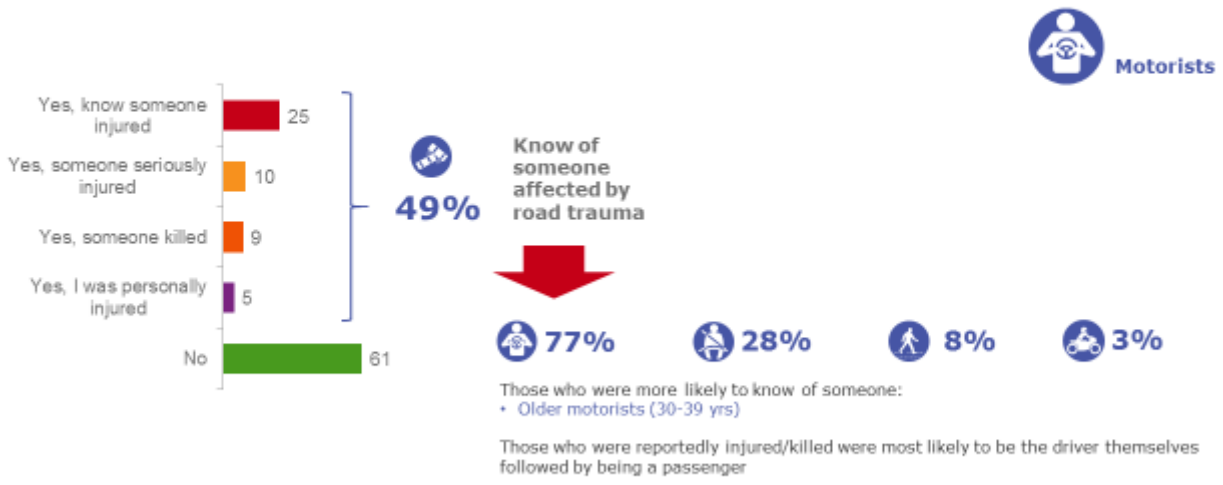
Stats testing vs. Safely Home 2015 ▲ ▼ vs. 2015

19

Affected by road trauma

In 2016, almost half of motorists know of someone who has been injured or killed in a crash (Chart 2.4). Amongst these, one in ten claim to know someone who was killed in road trauma. Personal trauma is relatively low, with only 5% claiming to have been personally injured in a crash. Older motorists - those 30-39 years in age - were more likely to know of someone affected by road trauma. This picture remains relatively unchanged from the baseline survey.

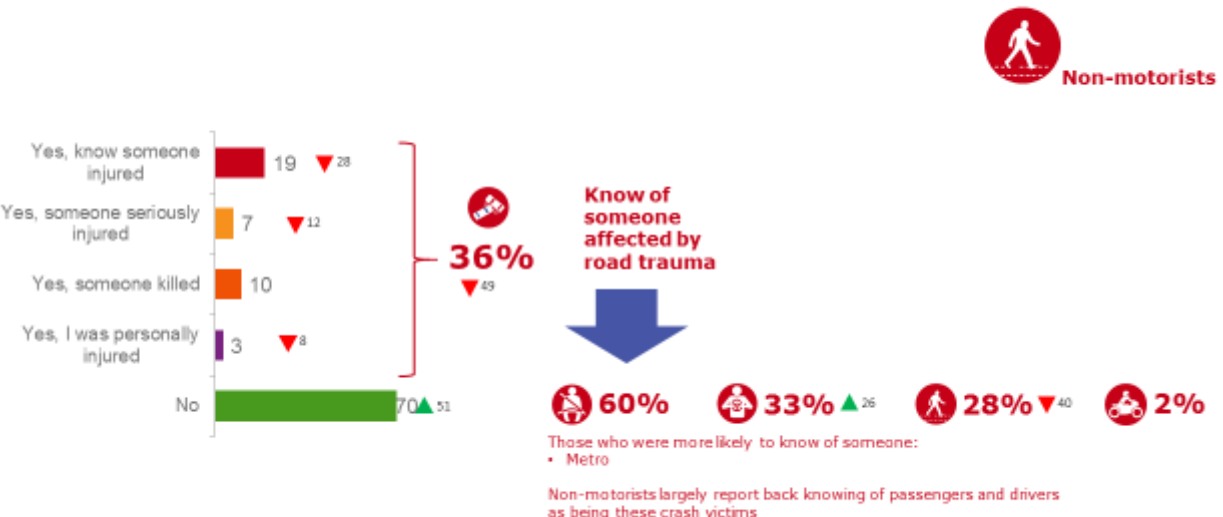
Chart 2.4: Motorists affected by road trauma



KANTAR TNS, Q.BH1 Know of someone affected by road trauma, Q.BH2 Mode of transport of person affected, Stats testing vs. Safely Home 2015, Vs. 2015, 21

Amongst non-motorists, however, proximity to those affected by road trauma is down by 13% in 2016 (36%) from 2015 (49%). One reason attributed to this downward shift is the significant decline in automobile injuries (not fatalities) amongst pedestrian victims in particular. Non-motorists residing in metro areas are more likely to personally know of someone affected by road trauma (Chart 2.5).

Chart 2.5: Non-motorists affected by road trauma



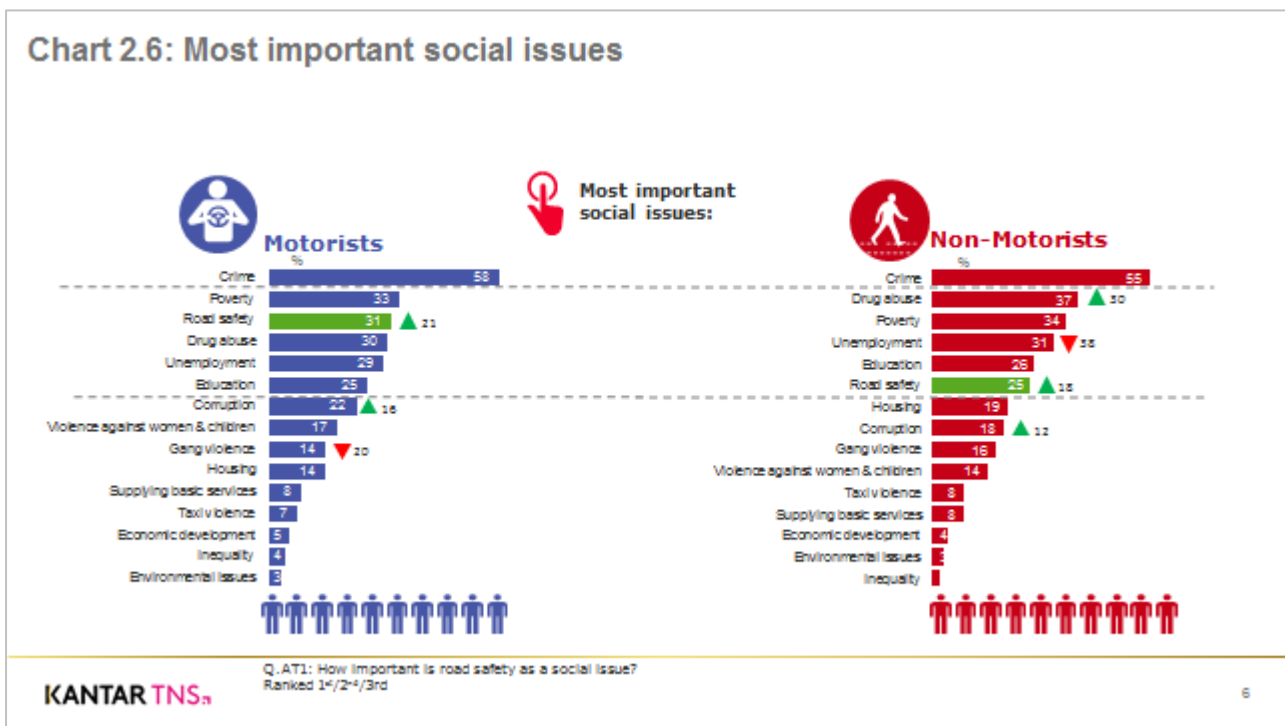
KANTAR TNS, Q.BH1 Know of someone affected by road trauma, Q.BH2 Mode of transport of person affected, Stats testing vs. Safely Home 2015, Vs. 2015, 22

2.2 General attitudes towards road safety

This section looks at the importance of road safety relative to other social issues, and describes the specific road safety issues that were felt to be most pressing for the government to address.

Road safety vs. other social issues

To understand where road safety ranks in terms of the most important social issues the government should focus on, respondents were asked to rank 15 issues in order of importance. Encouragingly, in 2016, road safety is seen by more motorists (2015: 21%; 2016: 31%) as well as non-motorists (2015: 18%; 2016: 25%) as an important social issue. Chart 2.6 shows the movement of the issue of road safety upwards in the wider spectrum of social problems. For motorists, poverty and road safety share almost the same level of importance while for non-motorists, crime, drug abuse, poverty and unemployment are of greater concern as far as social issues are concerned (almost on par with education for non-motorists).



To understand what “road safety” means to people in more detail, we further investigated the topic during the qualitative group discussions, as we had done in the baseline study in 2015. Safety on the road is actually a complex concept with many varying associations, going beyond a traditional definition of “road safety” which encompasses the rules of the road, and courtesy and respect among road users. There is also the physical state of the road – “safe roads” – the presence of dangerous elements such as potholes, lack of pavements, or pedestrians/animals on freeways. Then there is also the association of “safety from crime” on the roads, such as hijackings, smash and grabs and muggings. Fear for personal safety is often stated as a reason for breaking road rules like driving through red lights or stop streets, while “safe roads” appear to negate the need to obey road rules, e.g. drivers claim it is safe to go fast on good, clear, animal-free roads. Fundamentally, road users do not feel safe on the roads.

What we found is that, in general, road users negotiate a complex set of factors such as cost, time and personal safety when it comes to the choices about when and which mode of transport to use to reach a variety of destinations. The key issue remains as we found in the previous year; road users are not taking full responsibility for their and other's safety on the roads. Put differently, road users are not taking road safety seriously enough.

In 2015, TNS developed a useful 5 A's analysis model to unpack dangerous behaviours on public roads from the respondents' perspective. The model examined the following attributes:

- 1. AWARENESS:** Are road users aware that this is an important social and safety issue? Is it top of mind?
- 2. ACKNOWLEDGEMENT of danger/consequences:** Do I perceive the consequences of this issue to be dangerous? Do I believe the rule is valid and necessary?
- 3. ACCOMMODATION OF RULE:** Does this rule suit my lifestyle? Am I prepared to forego some personal pleasure or convenience, or take a social risk to follow the rule?
- 4. APPLICATION to me as a road user:** Do I believe that the rule applies to me? Do I believe I'm at risk from this danger? Am I afraid of the consequences (legal or moral)?
- 5. AFFIRMATION of my choices:** How do I justify my actions if/when I break the rule?

Furthermore, a robot colour coding system is used to indicate which of the 5 A's requires attention – **green** indicates that the element is low priority, **orange** indicates medium priority, and **red** is a high priority area.

The above model was used to categorise barriers to road safety and compliance with road rules. Let's look at each "A" in turn.

1. AWARENESS: Road users are aware of road safety issues

Are road users aware of road safety issues? Yes. In general, road users tend to be aware of road safety issues, and spontaneously associate speed, drunk driving, wearing of seat belts (or the lack thereof) as safety concerns. Respondents often recall road safety issues in the format of common messages that are disseminated, such as, for instance 'speed kills' or 'buckle up'.

2. ACKNOWLEDGEMENT of danger/consequences: Focus on low risks instead of huge consequences as well as focus on the wrong consequences. Road users are mis-informed too.

Do I perceive the consequences of road safety to be dangerous and do I believe the rules to be valid and necessary? No. Respondents tend to focus on low (or no) risk outcomes – "nothing is going to happen". While road users are aware of the huge consequences of something going wrong on the road – death, injury or a criminal record due to road transgressions – they instead choose to focus on the tiny chance of something wrong happening. Based on their past and current behaviour on the road, and that nothing has happened to them thus far, the chances of mishaps are unlikely.

Those who know someone who has been in a crash are more likely than those who do not know someone to behave more responsibly. Older drivers are also more likely to act more responsibly than younger road users as they tend to learn "from experience".

Respondents also fail to acknowledge danger or potential costs of unsafe behaviour on the roads as they focus on the wrong consequences. Personal financial risks, such as having to pay fines or losing out on an insurance payout, carry more weight than negative health (impact on self) or moral

consequences (impact on others) when it comes down to making the right and safer choices on the road.

For some, fear of criminal consequences – arrest, prison, having a criminal record – has a greater impact on road behaviour than fear of injury or death to self or others. Yet, despite this acknowledgement of criminal consequences, these potential outcomes act as a tactical deterrent only and do not actually translate into real behaviour change. Two reasons are suggested for why cognisance of criminal consequences do not motivate people to adopt safer driving habits.

Firstly, traffic officials are seen as **compliance motivators**, i.e. the presence of traffic officers, roadblocks or speed cameras inspires a flurry of compliance with road rules, e.g. seatbelts get buckled and drivers slow down. Road users also claim to feel safer when they note the presence of traffic officials. But traffic officials are seen ignoring road rules being broken or even committing offences themselves. Secondly, law enforcement has the role of being a **non-compliance punisher**, i.e. being fined and/or arrested for breaking a traffic law is a deterrent for most road users, especially those for whom having a clean licence is a requirement for work. However, for other road users, the chance of being caught is also perceived to be low and, if caught, traffic officers can be bribed or fines ignored or negotiated. Worryingly, respondents also believe that blood tests will likely be lost in DUI cases and even if arrested these can be negotiated. The bigger problem is that there is a general lack of respect for law enforcement, therefore serving as a weak link in the alignment of behaviour and consequences. As a result, the focus on punishment is not a sustainable deterrent. Psychology theory suggests that behaviour change comes about as a result of the punishment of negative behaviour **and** the reinforcement of good behaviour.

Mis-information or ignorance also impacts on poor acknowledgement of the danger and consequences of unsafe behaviour on the road. Some areas of concern that were picked up in the focus group discussions include:

- Ignorance of **alcohol limits** AND what they actually mean
- Ignorance of implications of **not wearing a seatbelt**
- Perception that the primary reason for **seatbelt usage for children** to restrain them from distracting the driver
- Not sure what **“keep left pass right”** means
- Road Accident Fund is regarded as a **source of income**
- **Driving drunk** is only dangerous if you’re going **fast**

3. ACCOMMODATION OF RULE: Priorities are misplaced and a culture of non-conformance prevails.

Do these rules suit my lifestyle? Am I prepared to forego some personal pleasure or convenience, or take a social risk to follow the rules? No. Motorists are not prepared to forego their lifestyles to accommodate or facilitate road safety – “it’s my comfort that comes first”. For example, while respondents acknowledge the risks associated with answering a call while driving, the safe choice would be not to answer the call. The preferred solution for our participants, however, is to check that it is safe before answering the call.

Rules are also accommodated because there is a general culture of non-conformance. Put in another way, there is a sense of “everyone is doing it”, rendering the behaviour socially acceptable. In fact, non-conformance is widely condoned. This was observed even in the focus groups setting where stories of non-compliance served as a source of entertainment and enjoyment even. Furthermore, conformance is just “not cool”. To be seen wearing a seatbelt while driving in townships, in

particular, is regarded as uncool, embarrassing and as providing fuel for a moment of potential ridicule.

- 4. APPLICATION to me as a road user:** There is a misplaced sense of trust in themselves and in others, as well as a lack of power to influence safer driving habits.

Do I believe that the rules apply to me? No. Respondents have a sense of misplaced trust *in themselves*. They have the illusion of being in control and of being a better judge of road safety rules, better than anyone else, including the authorities. More specifically, respondents regard themselves in the following way:

I am the best judge of:

- Appropriate / safe speed
- Where to cross the road
- When to jump a red light
- How much I can drink and still drive
- Whether I need to put my seatbelt on
- Whether it's safe to answer a call when I'm driving

There is also a sense of misplaced trust *in others*. They have confidence in the driver by virtue of them being a good friend/wife/husband/girlfriend etc. even if they are driving while drunk or without a seatbelt.

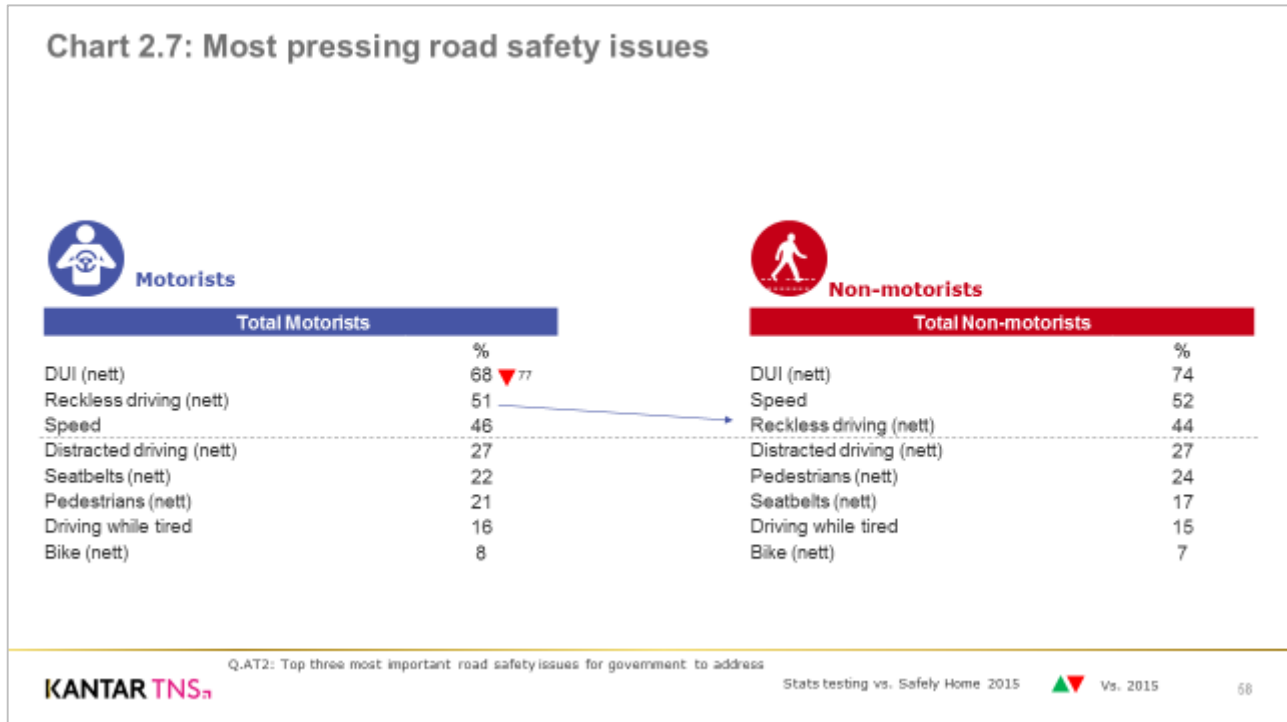
Whether you are a driver, passenger or pedestrian also dictates how much power you have as a road user, and therefore how much choice you have in how safely the road is navigated. Car drivers perceive themselves as having excellent judgement on the road and in control of their safety, but are at the mercy of other bad drivers. Passengers feel that they are in the hands of the driver and do not feel like they are in a position to insist, or even request, safer road behaviour from drivers. Lastly, pedestrians feel least in control as they are at the mercy of motorised vehicles.

- 5. AFFIRMATION of my choices:** There is too much "wiggle room" available to road users.

Can I justify my actions if/when I break the rules? Yes. Because there is sufficient "wiggle room" which allow for the rules to be bent as they suit me as a driver, i.e. it is acceptable to break the rules "because I can". There is too much grey area which road users take advantage off and use to rationalise and justify, especially, careless behaviour on the roads.

Key road safety issues

When asked to identify the most pressing road safety issues for the government to address off a list of 15 issues, DUI, speed and reckless driving top the list for motorists and non-motorists alike (Chart 2.7). Fewer motorists (9% less) regard DUI's as the most pressing issue in 2016 than in 2015. DUI is ahead of other road safety issues by a strong margin for both road user segments, and drinking and driving tops all lists as the major road safety issue. Drinking and driving in particular is a growing concern amongst non-motorists (2015: 56%; 2016: 65%). Those affected by road trauma are more likely to regard DUIs as a critical issue than those who have not been affected by such trauma.



Perceptions of the top three road safety issues are very similar between motorists and non-motorists. Non-motorists regard speed to be a bigger issue than motorists perceive – but are less likely to cite seatbelts as an issue. An equal proportion – roughly a quarter – of motorists and non-motorists mention distracted driving (driving while using a cellphone) as an issue.

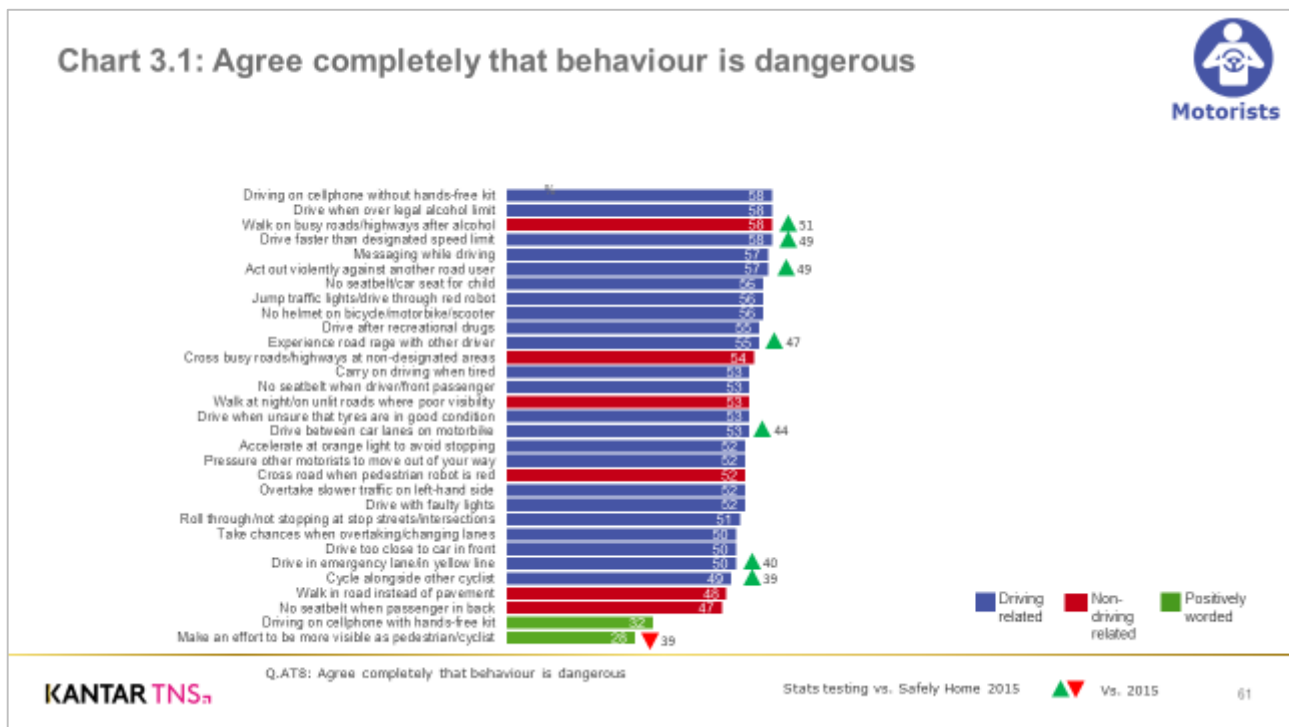
3. Key road safety issues

This section summarises the prevalent attitudes towards dangerous road behaviours, the frequency of doing these behaviours and the perceived acceptability of doing them.

3.1 Attitudes towards dangerous behaviours

What are believed to be the most dangerous behaviours?

Chart 3.1 shows those motorists agreeing completely that the behaviour is dangerous. Only six in ten motorists believe that driving without a hand-free kit is dangerous. An equal amount of motorists – 58% – completely agree that driving over the legal alcohol limit is dangerous.



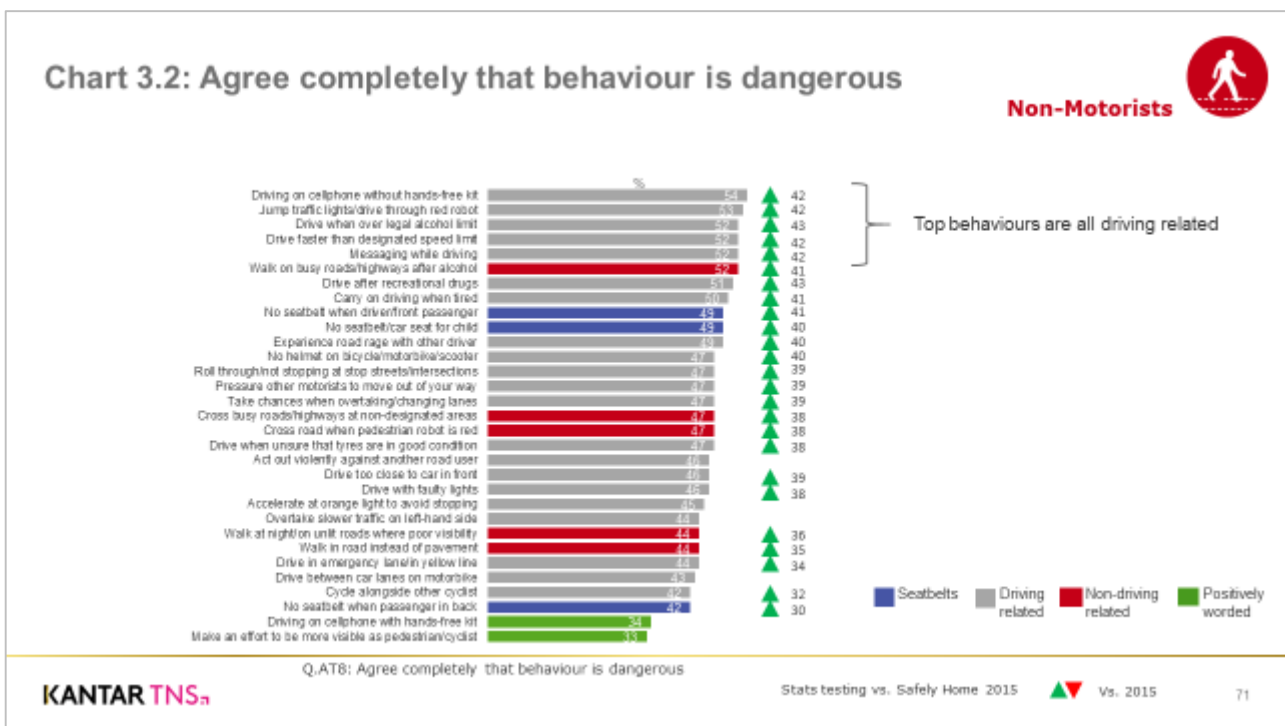
In 2016, many behaviours are seen by motorists to be increasingly dangerous. In particular, agreement levels with the following, mainly driving-related, behaviours have increased by significant margins:

- Walking on busy roads or highways after drinking alcohol
- Driving faster than the designated speed limit
- Acting out violently against other road users
- Experiencing road rage with other drivers
- Driving between car lanes on motorbikes
- Driving in the emergency lane or yellow line

■ Cycling alongside other cyclists

Similar to findings in 2015, only 47% in 2016 (vs. 44% in 2015) think that it is dangerous for passengers in the back of the vehicle to not wear a seatbelt. This perhaps suggests that people remain unaware of, or uneducated on, the consequences of not wearing a seatbelt in the back. Many hold the misperception that you are safer or more protected in the back and therefore do not need a seatbelt.

In contrast to motorists, non-motorists overall appear to be much better informed and concerned about dangerous behaviours on the road in 2016 than they were in 2015. Almost all road behaviours show a significant increase as can be seen in Chart 3.2. For non-motorists, using a cellphone without a hands-free kit while driving tops the list as far as dangerous behaviours are concerned. The behaviours considered most dangerous are all actually driving-related. In 2015, not wearing seatbelts in the back was considered the least dangerous behaviour. This measure has increased by 12% in 2016 from 30% in 2015, now placing visibility of cyclist's at the bottom of the list.



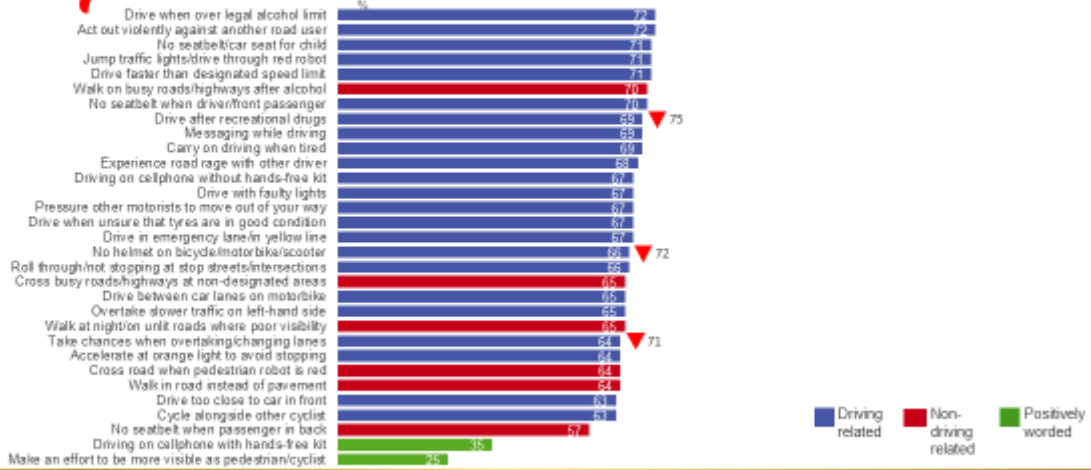
How acceptable is it for people to do these things?

Chart 3.3 shows the level of those regarding the behaviour as completely unacceptable amongst motorists.

Chart 3.3: Completely unacceptable road behaviour



Completely unacceptable



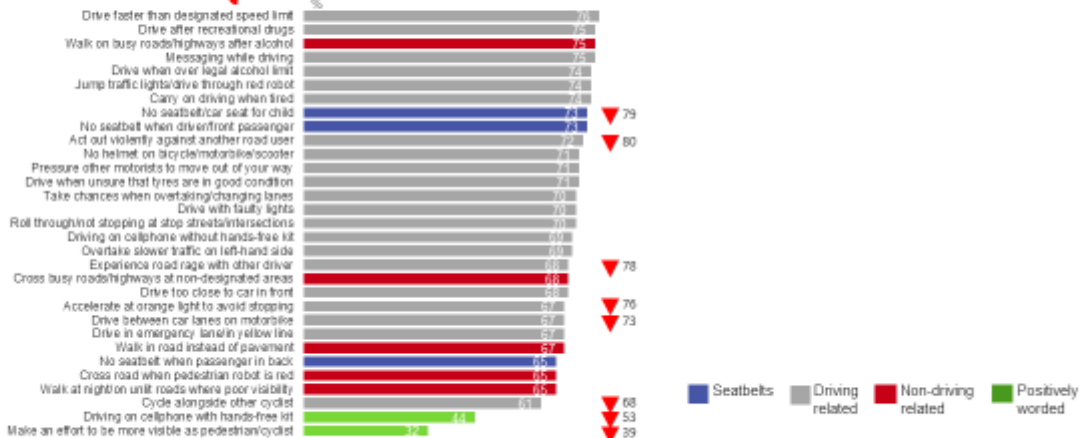
There was strong agreement amongst motorists that all the listed dangerous behaviours are completely unacceptable. Driving when over the legal alcohol limit topped the list in 2016 as it had done in 2015. About seven in ten motorists feel that this type of behaviour on the road is completely unacceptable. As many – 72% – regard road rage against other road users also unacceptable, followed by a child not being strapped in. Messaging while driving is ninth on the list at 69% (73% in 2015) and using a cellphone without a hands-free kit is in twelfth place at 67% (70% in 2015).

Looking at non-motorists (Chart 3.4), driving-related behaviours are deemed more unacceptable than pedestrian-related behaviours. Acceptance of risky behaviours has increased for a number of road behaviours in 2016.

Chart 3.4: Completely unacceptable road behaviour



Completely unacceptable

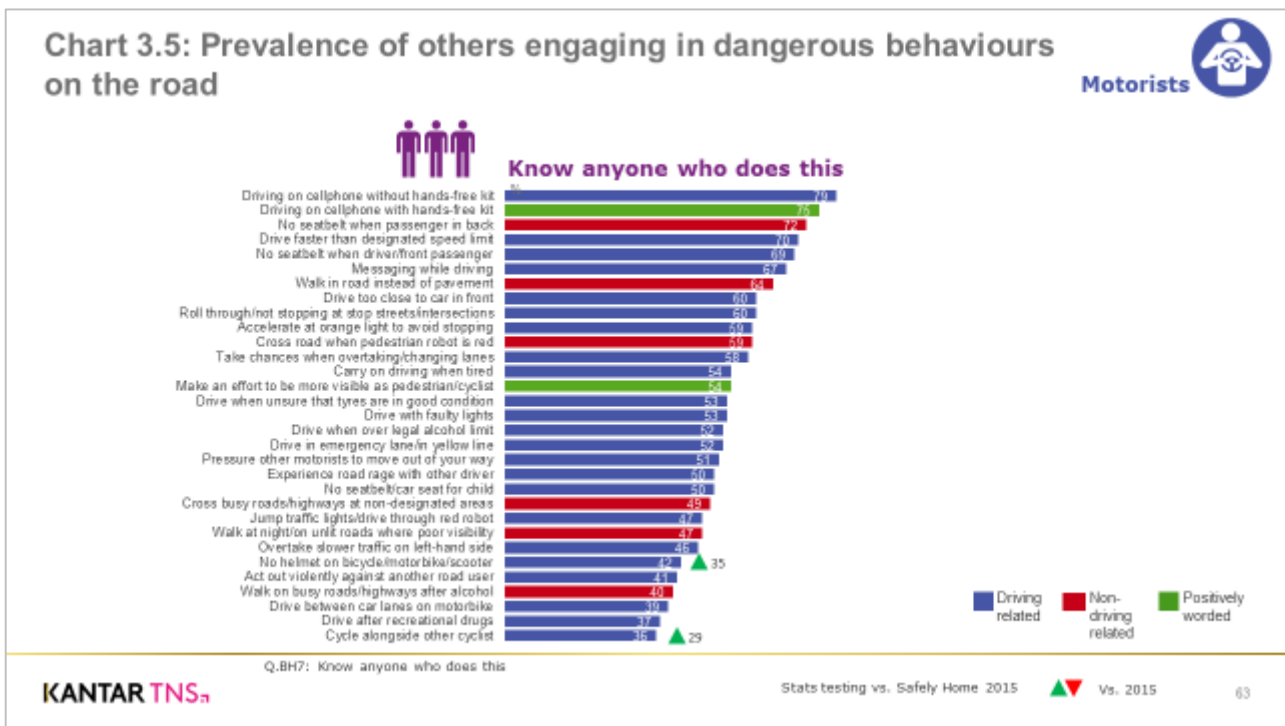


3.2 Dangerous behaviours

Note: The behavioural questions were self-completed by respondents due to the sensitivity of what was being asked, and to encourage a response that was as honest as possible. Please bear in mind that the results portrayed are claimed and therefore should be viewed with caution and are still likely to underrepresent the true state of affairs.

What is the prevalence of knowing others who do this?

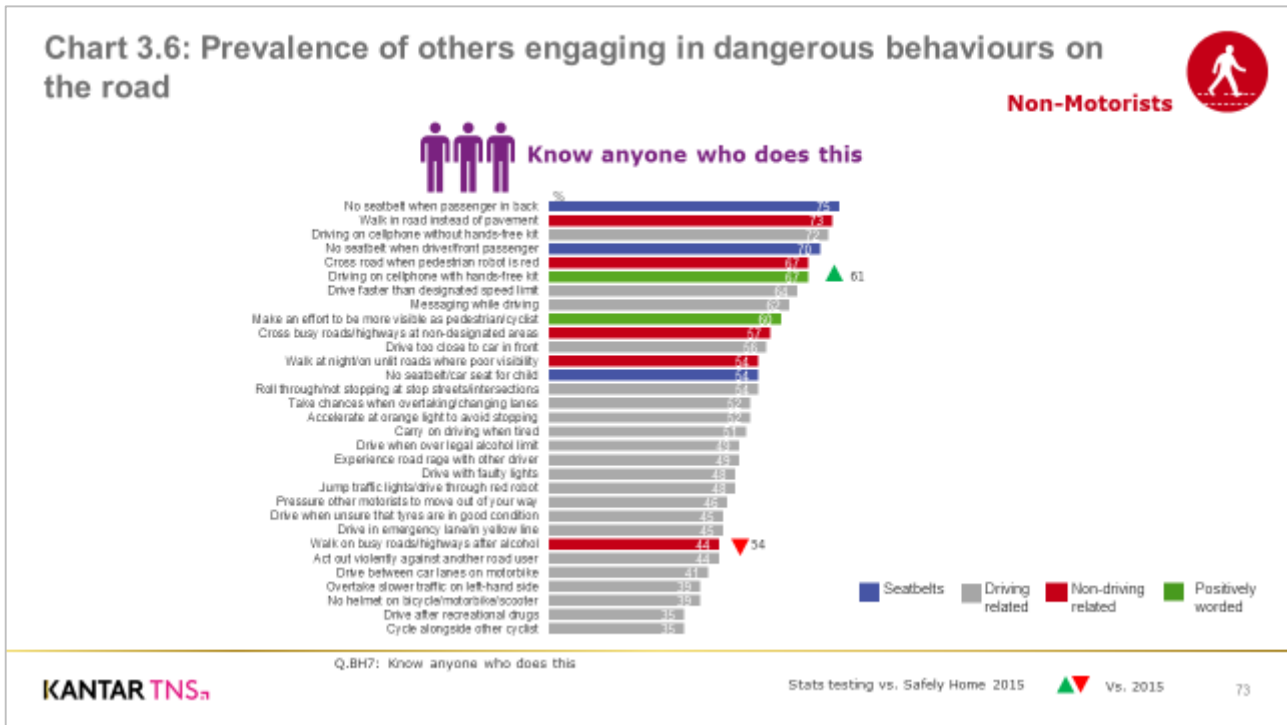
Respondents were asked how many people they know are frequently “guilty” of each of the behaviours. Chart 3.5 shows the proportion of motorists who know anyone who does this.



To a large extent, measures remain relatively stable from 2015. Cycling-related offences are the only behaviours that show an increase in the past year; no helmet on bicycle/motorbike/scooter and cycling alongside other cyclists. Distracted driving continues to be the most dominant behaviour that others engage in, specifically talking on a cellphone without a hands-free kit (2015: 71%; 2016: 79%). Exceeding the speed limit and not wearing a seatbelt, whether in the front or back, are also seen to be common behaviour. Overall, there appears to be quite widespread participation in dangerous road behaviours.

As we found in 2016, just over half of all motorists claim to know others who drive when over the legal alcohol limit; however, this could be underrepresented as there is generally poor awareness around what the legal limit is.

For non-motorists (Chart 3.6), not wearing a seatbelt as a backseat passenger replaces walking in the road instead of on the pavement as the number one behaviour they are aware of others doing. In 2016, three-quarters of non-motorists claimed such awareness. Almost the same proportion as in 2015 know someone who walks on the road instead of on the pavement (2015: 72%; 2016: 73%). Unchanged from 2015, seven out of ten also frequently see others not wearing a seatbelt in the front or the back. Speeding and distracted driving also appear to be common behaviour seen by non-motorists. Driving on a cellphone with a hands-free kit shows positive growth from 61% in 2015 to 67% in 2016.



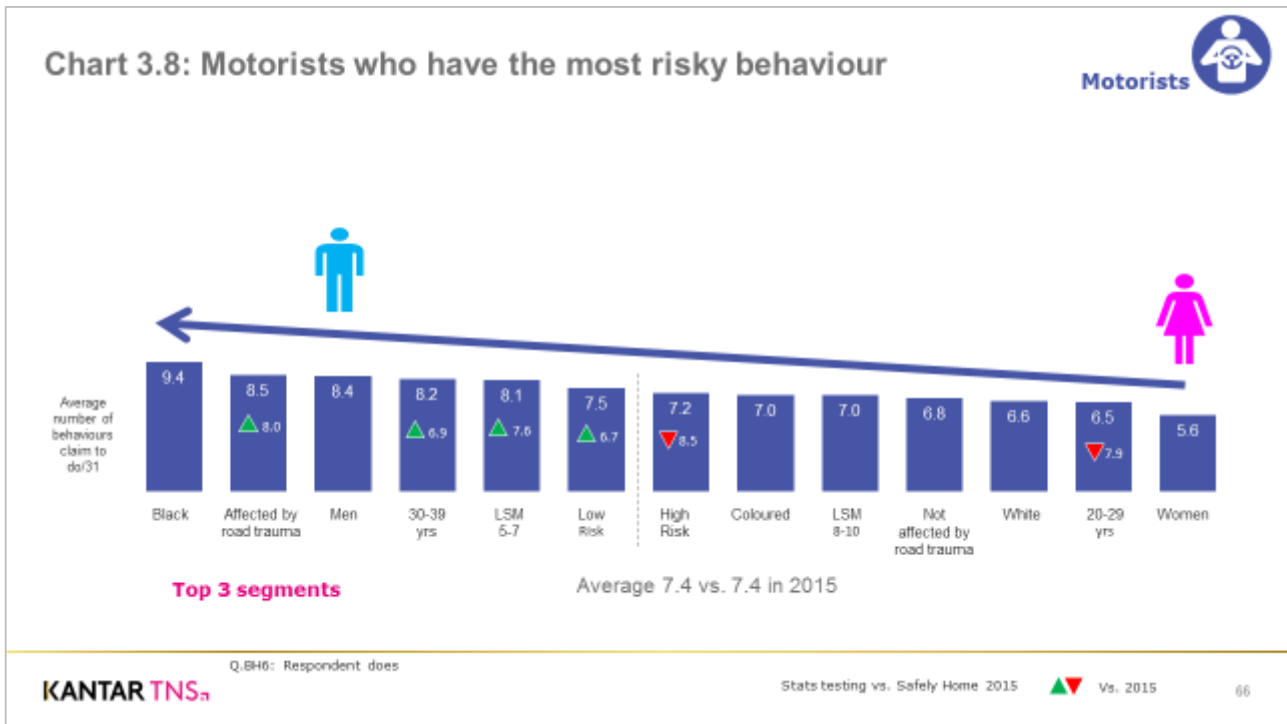
Behaviours that road users admit to doing

Chart 3.7 shows the frequency of motorists claiming to personally do these behaviours “at all”.

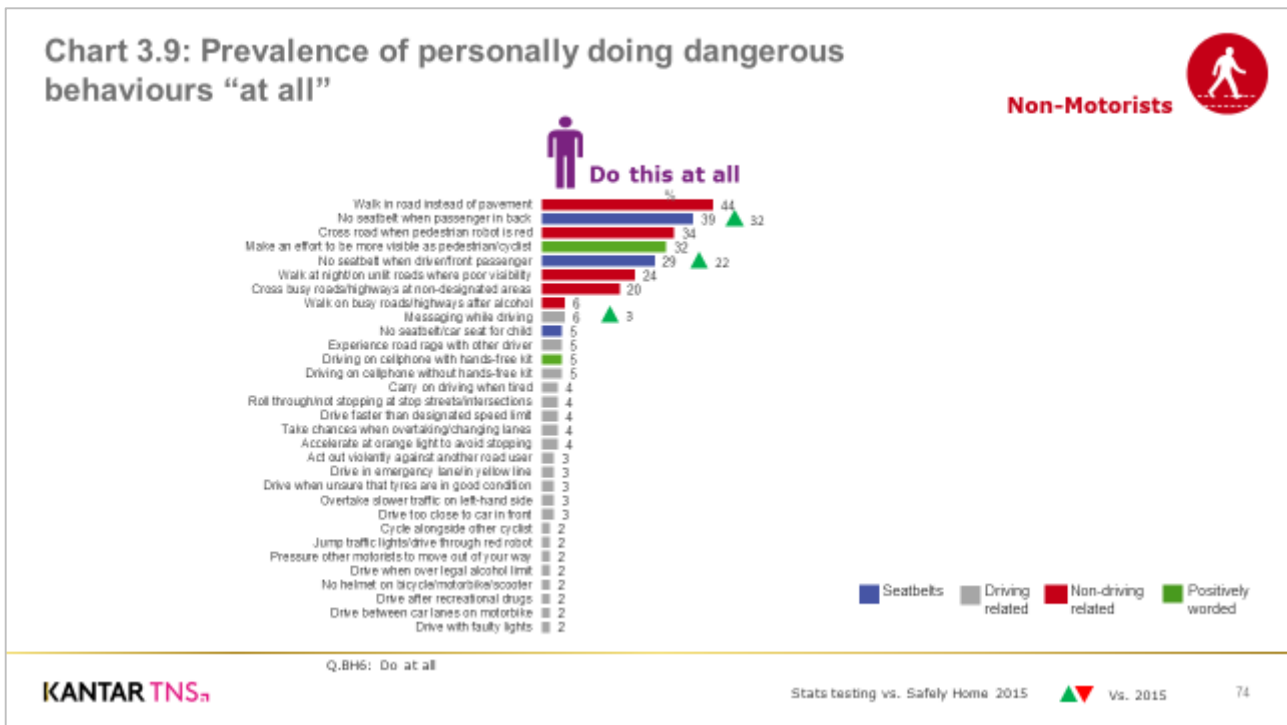


Perhaps unsurprisingly, the claimed frequency of personally being “guilty” of dangerous behaviour is much lower than other road users (“I’m a good driver, everyone else is an idiot”). Driving on a cellphone with a hands-free kit, now the top mentioned behaviour, increases amongst motorists, where 38% in 2015 claimed to use a hand-free kit while driving, rising to 45% in 2016. Speeding is the second most highly claimed behaviour, by amongst about four in ten. The experience of road rage with other drivers significantly declines in 2016 to 23% from 29% in 2015. Distracted driving and seatbelts again featured high up on the list. When focussing on the behaviours that motorists admit to doing frequently, i.e. at least once a month, claimed frequent behaviour on road safety issues is very low and stable year-on-year. Using a cellphone while driving (albeit with a hands-free kit) is the number one behaviour being done regularly, followed by speeding.

Motorists’ claimed behaviour is aligned with official statistics, with Black, 30-39 year-old men claiming to do the most risky things (Chart 3.8). Notably, however, there has been a decline amongst 20-29 year olds’ claimed behaviour from 2015. Those in lower LSM’s are also more likely to engage in more risky behaviour in 2016 than they were in 2015. Interestingly, being affected by road trauma does not act as a deterrent to risky behaviour.

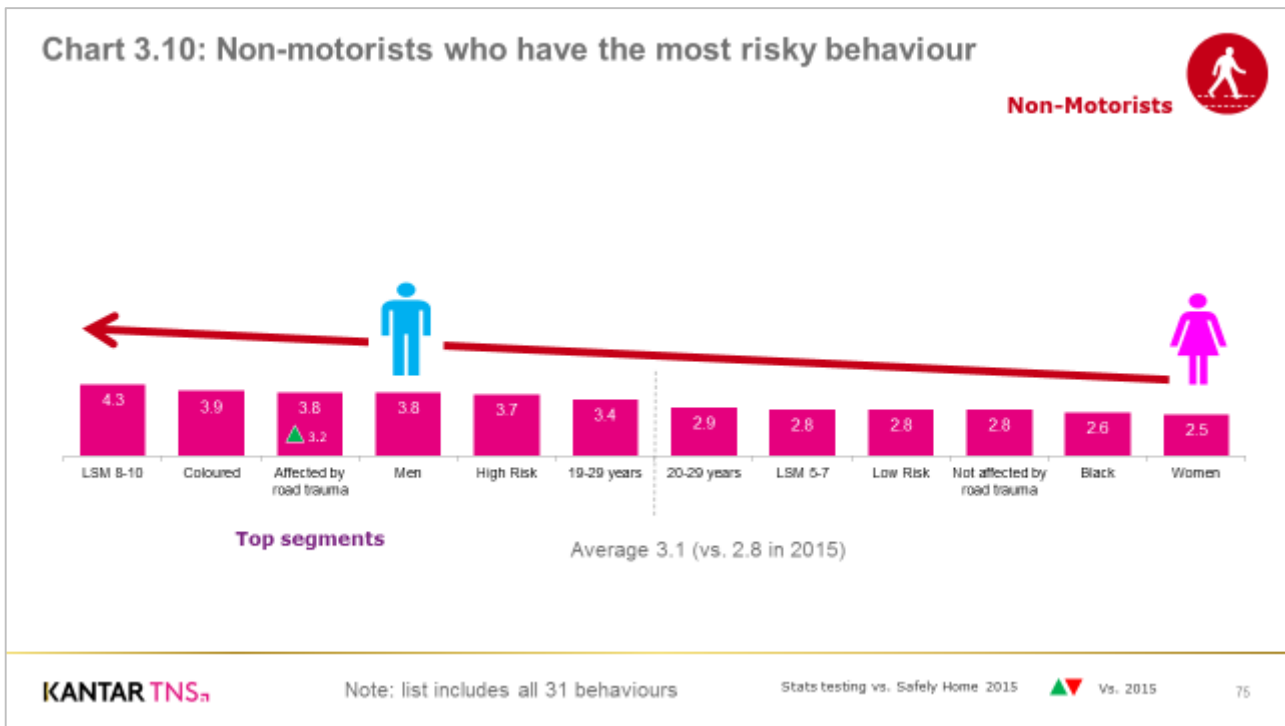


Let us turn our attention to non-motorists again. Chart 3.9 shows the frequency of non-motorists claiming to personally do a series of dangerous road activities “at all”.



As one would expect, all of the driving-related behaviours are very seldom done by non-motorists. Again, we see the top-mentioned behaviours personally done align with those done by others. Walking in the road instead of on the pavement is the behaviour most frequently engaged in by non-motorists (2015: 41%; 2016: 44%). In 2016, there is an increasing prevalence of not wearing a seatbelt (as a passenger in the back or as a driver/passenger in the front) amongst non-motorists. Messaging while driving also significantly increases in the past year.

Interestingly, it is the higher LSM segment that admits to the most risky behaviours amongst non-motorists, likely driven by increased access to more modes of transport (Chart 3.10).



Road safety education

In 2016, we researched some dynamics around road safety education with a view to examine the extent to which formal education on the issue culminates in safer habits on the road.

Having had some formal road safety education reduces claimed risky behaviour overall. Table 3.11 shows the extent to which motorist's behaviours are impacted by road safety education:

%	Yes, had education	No, can't remember
Overtake slower moving traffic on the left-hand side	14	27
Drive when over or unsure if you're over the legal alcohol limit	10	21
Jump the traffic lights or purposefully drive through a red robot	9	20
Act out violently against another road user	7	17
Walk along busy roads or highways after consuming alcohol	4	13
Drive after using recreational drugs	2	11
Average number of behaviours	6.4	7.9

Source: Q.BH6: Respondent does

As can be seen in the above, those with road safety education are less likely than those without road safety education to participate in risky behaviour while on the road. There is a greater degree of cognisance about what safe behaviour on the road entails.

Unlike the relationship between road safety education and risky behaviour amongst motorists, the same cannot be said for non-motorists. Having had some formal road safety education seems to have had no effect on non-motorists. In general, non-motorists with or without road safety education behind them all claim to do the top risky behaviours to a similar extent, as is shown in Table 3.12.

%	Yes, had education	No, can't remember
No seatbelt when passenger in back	42	38
Walk in road instead of pavement	41	46
Cross road when pedestrian robot is red	34	33
Make an effort to be more visible as pedestrian/cyclist	34	31
No seatbelt when driver/front passenger	32	27
Walk at night/on unlit roads where poor visibility	18	26
Cross busy roads/highways at non-designated areas	17	22
Average number of behaviours	3.0	3.1

Source: Q.BH6: Respondent does

3.3 Looking beyond the core market: Youth and Mature markets

In 2016, an additional analytical segment was introduced to the analysis. We wanted to examine the manner in which age affects behaviour and attitudes towards road safety. To this end, we segmented the sample into a Youth market and a Mature market. An age analysis on a selection of key road safety issues follows.

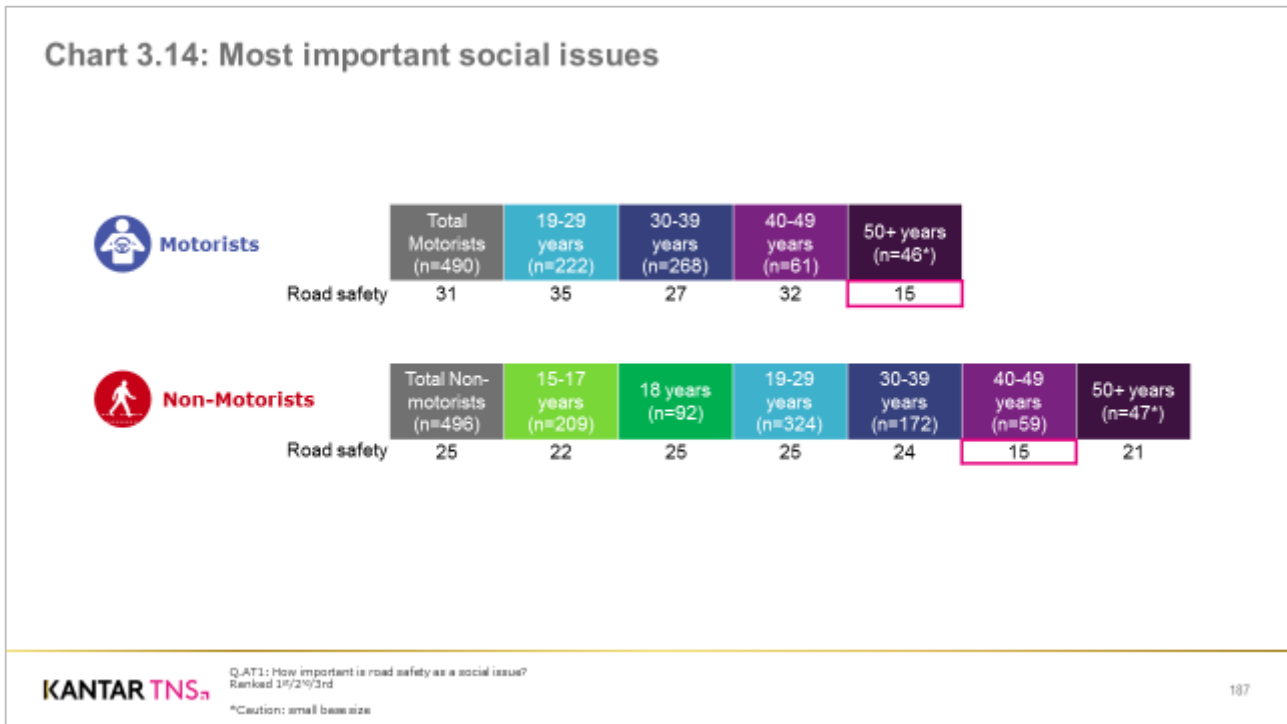
Overall proximity to someone affected by road trauma is higher amongst mature motorists, as can be seen in Table 3.13. Six in ten amongst those 50 years and older claim to know someone affected by road trauma compared to four in ten amongst younger motorists.

%	19-29 years (n=222)	30-39 years (n=268)	40-49 years (n=61)	50+ years (n=46*)
Yes, I know someone injured	26	24	36	39
Yes, someone seriously injured	10	11	7	17
Yes, someone killed	9	8	18	15
Yes, I was personally injured	6	3	3	9
NETT (Yes)	41	37	44	59
No	59	63	56	41

Source: Q.BH1: Know of someone affected by road trauma *Caution: small base size

The same applies to non-motorists, where proximity to someone affected by road trauma increases with age (15-17 years: 23% vs. 50+ years: 45%).

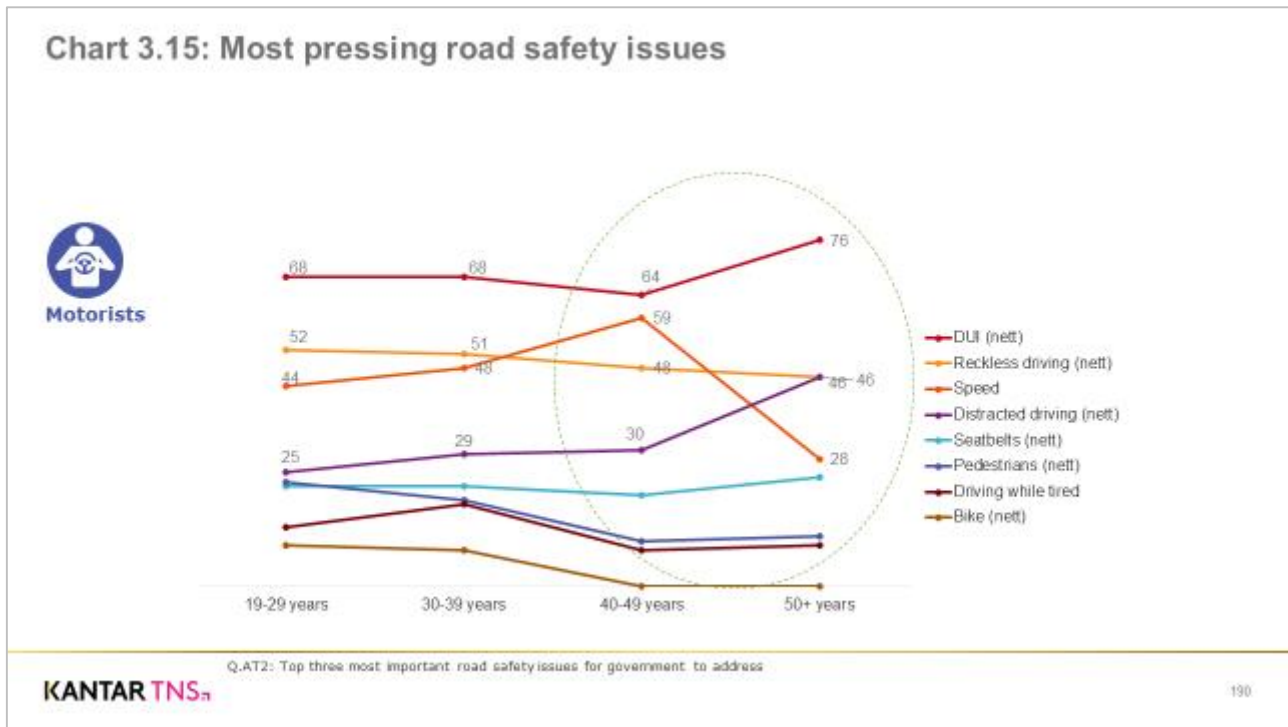
Motorists 50 years and older tend to regard road safety with less importance than younger motorists. Chart 3.14 shows that the oldest cohort in this study is half as likely as the total number of motorists to regard road safety as an important social issue.



Non-motorists in the 40-49 year age category are the least likely of all motorists to regard road safety with a high degree of importance.

Turning to consider the importance of road safety-specific issues, driving under the influence is seen as the most pressing concern amongst motorists of all ages, with the highest level – 76% – shown amongst those 50 years and older (vs. 19-29 year olds: 68%) (Chart 3.15).

Chart 3.15: Most pressing road safety issues



Distracted driving similarly shows the highest level of concern amongst older respondents (46% vs. 19-29 year olds: 25%). Speed is a concern shared most seriously amongst 40-49 year olds, after which the measure declines markedly in the 50+ age category (40-49 year olds: 59% vs. 50+ years: 28%).

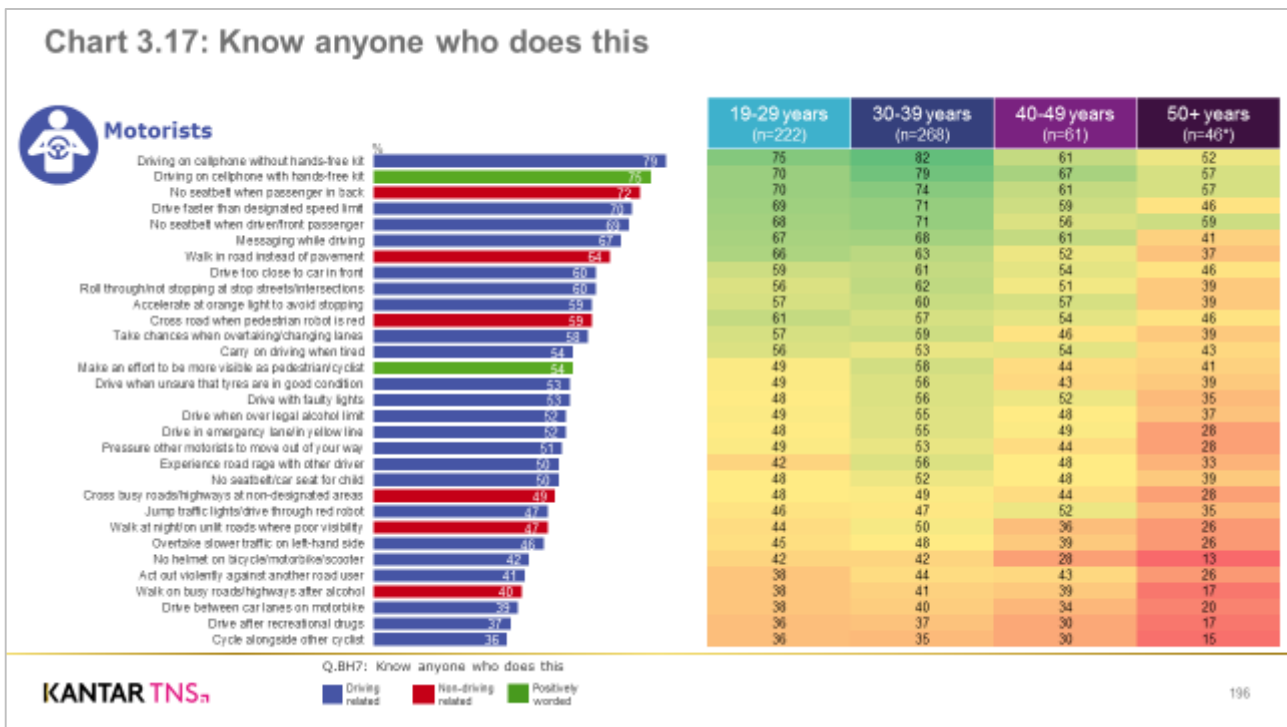
Driving under the influence is also seen as the most pressing issue amongst non-motorists of all ages, followed by the road safety issue of speed. Distracted driving is less of a pressing issue to those 15 to 17 years in age and those 40-49 years in age than for other age categories (Table 3.16).

Table 3.16: Most pressing road safety amongst non-motorists

%	Total non-motorists	15-17 years (n=209)	18 years (n=92)	19-29 years (n=324)	30-39 years (n=172)	40-49 years (n=59)	50+ years (n=47*)
Distracted driving (nett)	27	17	27	27	26	14	40

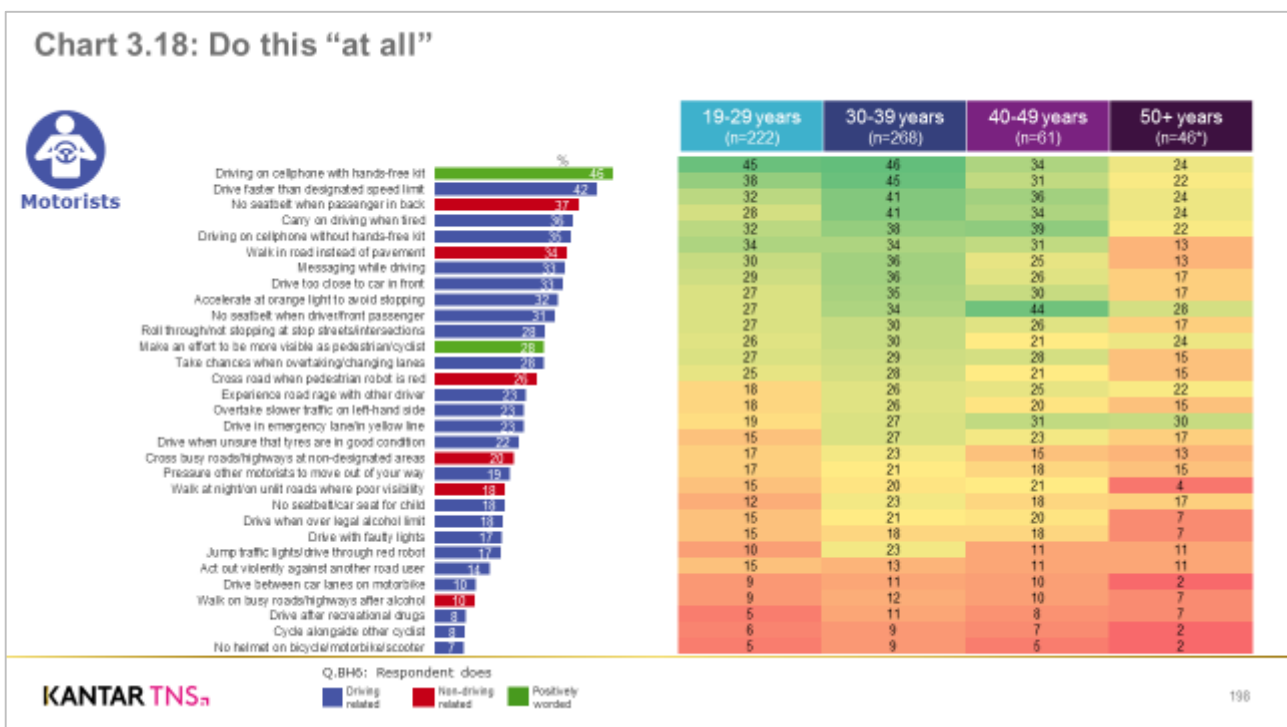
Source: Q.AT2: Top three most important road safety issues for government to address * Caution: small base size

Looking at the measure that examines if motorists know anyone who participates in risky behaviour on the roads, younger motorists are more likely to know someone than older motorists would (Chart 3.17).



The same pattern holds true for non-motorists, where knowing someone who partakes in risky behaviours decreases as age increases.

When it comes to their own behaviour on the road, older motorists are less likely to claim to do dangerous behaviours than younger respondents would lay claim to (Chart 3.18).



Driving faster than the speed limit is claimed by 38% of those in the 19-29 year age group and, in contrast, by 22% of those 50 years and older. Younger respondents are also more likely to use a cellphone without a hands-free kit while driving as well as not wear a seatbelt as a passenger in the back. An almost equal proportion of 19-29 year olds and 50+ in age (27% and 28% respectively) do not wear a seat belt as a driver or a front passenger.

3.4 Road crash acceptability and government responsibilities

Both motorists and non-motorists feel that road crashes are unacceptable and avoidable (Table 3.19). In 2016, there is an increase amongst motorists who feel that road accidents are part of life but the government should take more responsibility vis-à-vis ensuring compliance. There is a simultaneous 8% decrease amongst motorists who feel that the government is doing all it can. Non-motorists' attitudes to government responsibility are relatively stable from 2015. Almost four in ten non-motorists feel that the government should put harsher punishments in place as accidents are avoidable. About a quarter each feel that the government should do more to ensure compliance or that the government is doing all it can.

Road users would like the government to do more to ensure traffic laws are obeyed – particularly, more traffic officers on the roads and visible policing – and providing safety on the road – educating people on road safety, adding more cameras – and put harsher punishments in place to deter dangerous road usage behaviour. Other government responsibilities mentioned to a lesser extent were increasing the number of road blocks, and providing safer roads in terms of more speed bumps and traffic lights and fixing the roads.

Table 3.19: Road crash acceptability		
%	Motorists	Non-motorists
Unacceptable and avoidable; government should put harsher punishments in place	38	38
Part of life but government should do more to ensure traffic laws are obeyed	34 ▲ ²⁷	27
Unacceptable but government is doing all it can	19 ▼ ²⁷	24
Inevitable and just part of life	11	7
Don't know	1	4

* Source: Q.AT3: Which one statement best describes how you feel about crashes on our roads?

In general, road users are very much unaware of the true extent of the problem, with motorists and non-motorists still unable to give an accurate estimate of how many road fatalities occur each year; nor do they comprehend the true cost to the South African economy that crashes as a result of dangerous road behaviours incur.

4. Dangerous behaviours – issue by issue


In this section, we will look at the top five road safety issues in more detail. The 5 A's analysis model is used to unpack each dangerous behaviour from the respondents' perspective. As a reminder, these include:

1. **AWARENESS**
2. **ACKNOWLEDGEMENT of danger/consequences**
3. **ACCOMMODATION OF RULE**
4. **APPLICATION to me as a road user**
5. **AFFIRMATION of my choices**

Green indicates that the element is of low priority, **orange** indicates medium priority, and **red** is a high priority area.

4.1 Drinking and driving

There are high levels of "harmful drinking" in South Africa with little understanding of the risks. As previously mentioned, there is also the widespread perception that law enforcement is ineffective. A summary of the attitudes and behaviours related to drinking and driving is provided:

% of motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Drive when over legal alcohol limit	58	72	52	18
Drive after recreational drugs	55	69  ⁷⁵	37	8

In 2016, almost six in ten motorists (59%) believe that they would be caught or stopped if they were driving drunk, and if they were, the majority felt their punishment would be a large fine (26%) or they would be arrested and spend the night in jail (25%). Very few (2%) felt there would be no consequences though.

In terms of the appropriate legal punishment for DUI if an innocent person or child is killed, 46% agree a prison term is appropriate (answers ranged from six months to life in prison). There is an increase amongst those who believe that a fine is an appropriate punishment for DUI related deaths (2015: 14%; 2016: 22%). At the same time, there is a decline amongst those who feel that a licence suspension is sufficient (2015: 20%; 2016: 13%). The level of appropriateness of life in prison also declines significantly from 10% in 2015 to 2% in 2016.

The 5A analysis model

- 1. AWARENESS:** The issue of “drinking and driving” is universally seen as a road safety issue.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Excessive drinking then driving is dangerous, but it’s not dangerous to have a few drinks and then drive. Road users are clear on the extremes of the scale: no alcohol = not dangerous vs. too drunk to drive (i.e. completely incapacitated, being so drunk that you can’t stand) = dangerous. But there is a grey area in between where there appears to be ambiguity. Being “under the limit” is seen as not dangerous but very few people know what the actual limit is. And further, some resent the “discrimination” against drinkers – the blanket suggestion that all drinking is bad and that all drivers who drink are bad. Then there are those drivers who don’t think it’s dangerous to be “over the limit”. Their reasoning is that they still feel fine to drive, they’re close to home, they haven’t caused an accident before, and everyone else does it.
- 3. ACCOMMODATION OF RULE:** Being a “party pooper” and not drinking at all is considered uncool, so people feel pressured into drinking – it’s impossible to have “just one” drink. Driving a bit drunk is not a big deal – everyone does it. It’s actually a bit cool to have done it.
- 4. APPLICATION to me as a road user:** I’m exempt: I’m a safe road user. Low risk – nothing’s ever happened when I’ve driven drunk. I’m actually offended that all drinkers are painted with the same “drinking is bad” brush. There is also a sense of misplaced trust where I have trust and confidence in my drunk friends to drive me safely to my destination.
- 5. AFFIRMATION of my choices:** There is far too much “wobble room”. People have too many loopholes or excuses for drinking and driving - I’m close to home; if I think I’m over the limit, I drive extra carefully; it’s expensive to get a metered cab and some metered cabs won’t operate in the townships or other unsafe areas; I need my car in the morning; there is no viable public transport alternative; it’s more unsafe to leave my car behind than to drive under the influence.

So what might make drivers comply (not drink (as much)) or find another way home?

- High likelihood or knowledge of roadblocks
- If there is a very real chance of getting caught
- If the alternative way home is very cheap and/or very easy
- Having other people, especially kids, in the car

It is important to mention that driving under the influence does not only pertain to alcohol use, but to driving under the influence of drugs too. Respondents tend to treat drug use and driving as a joke. The issue of driving under drug influence is simply not taken seriously at all. Tik use, in particular, is assumed to heighten awareness and focus.

4.2 Speed

Speed is estimated to play a causal role in up to 40% of crashes in South Africa. Our speed limits are very high by international standards, yet public perception is the opposite⁶. One in five motorists agree (vs. 23% in 2015) that our speed limits are too high. As many – 20% – agree that that speed limits are too low. This measure increases by 5% from 2015. However, four in ten motorists feel that reducing speed limits is a good idea and that road deaths would be reduced if speed limits were lowered (41% and 36% respectively).

⁶ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

Below is a summary of the attitudes and behaviours related to speeding:

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Jump traffic lights/drive through red light	56	71	47	17
Drive faster than designated speed limit	58 ▲ 49	71	70	42
Accelerate at orange light to avoid stopping	52	64	59	32
Overtake slower traffic on left-hand side	52	65	46	23

The 5A analysis model

- 1. AWARENESS:** The issue of "speeding" is generally acknowledged to be dangerous.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Excessive speed is dangerous, but it's not dangerous to go over the speed limit a little – that's not really "speeding". Even the fine system has a "buffer". Drivers know that speeding is dangerous because you have less time to react if there's a problem as well as because it is more difficult to control your vehicle and you are unable to predict circumstances e.g. people/animals in the road. But many drivers still believe that speed limits are too low. While passenger road users are more likely to agree that speeding is dangerous, some drivers just do not believe speeding is dangerous, claiming that speed limits are annoying, unrealistic and impossible to adhere to or that they are merely income generators for the traffic department. Some even believe that it is the slow drivers that are the real danger on the road, not the fast ones.
- 3. ACCOMMODATION OF RULE:** Going fast is cool and fun, everyone else does it. Speeding gives me status. Why else would I have a fast car (or fast cars be available)? Time is money – obeying the speed limit literally slows me down.
- 4. APPLICATION to me as a road user:** I'm exempt: I'm a good driver, it's other idiots like taxis that go too fast. I know the road, my car can handle it and I am therefore the best judge of the appropriate speed. Low risk – unlikely that I'll get into an accident; I know where the cameras are, and if I get a fine, I can ignore it or get it lowered; and traffic cops can be bribed.
- 5. AFFIRMATION of my choices:** I only do it when I judge it safe to do so, but the speed limit is too low anyway. Time is money – especially for taxi drivers who are pressured to hit targets, competing with other taxi drivers to get to waiting commuters first, and who are even pressured by their passengers to get them to their destination quickly. Everyone knows that there is a buffer zone and you will not get a fine for being 10% over the speed limit. I know where the speed cameras are and I'll slow down for them.

So what might make me comply (slow down)?

- Speed cameras (if they're known to be working)
- Traffic cops manning speed cameras
- Driving with kids in the car

4.3 Distracted driving

Discovery Insure data indicates as many as 25% of crashes are linked to cellphone use in South Africa. A person's ability to process moving images decreases by 33% while talking on a cellphone, while texting or emailing while driving renders a person effectively blind. Yet this behaviour is commonly done by many motorists⁷.

As a reminder, below is a summary of the attitudes and behaviours related to distracted driving:

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Driving on cellphone without a hands-free kit	58	67	79	35
Messaging while driving	57	69	67	33
Driving on cellphone with a hands-free kit	32	35	75	46 ▲ ³⁸

The 5A analysis model

- 1. AWARENESS:** The issue of using a cellphone while driving is universally acknowledged to be dangerous, but at levels not quite as high as speeding, drinking and driving, etc.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Everyone agrees that using a cellphone while driving *is* dangerous. Even so, many people continue to use their cellphones while driving. Moreover, even though everyone agrees that texting is dangerous, talking has become the acceptable compromise and is normalised.
- 3. ACCOMMODATION OF RULE:** I can't stand to be socially disconnected for the duration of my trip. Everyone else does it; everyone expects me to be available, especially for work. You hear the beep and you can't help yourself but check.
- 4. APPLICATION to me as a road user:** I'm a safe road user. Low risk – it's unlikely that I'm going to get into an accident over this. I trust my co-driver to keep an eye on things. As a passenger, I trust my good friends to text and drive.
- 5. AFFIRMATION of my choices:** I only do it when it's safe to do it. I will answer the call but only to say I can't chat. It benefits other people.

So what might make me comply (stay off my phone)?

- Seeing a roadblock
- If a traffic cop drives past
- Having a passenger

4.4 Seatbelts

There are very low levels of seatbelt compliance and enforcement in South Africa, particularly for back seat passengers – the rate is at a dismal 2% nationally. Research conducted by the Road Traffic

⁷ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

Management Corporation indicates that if the seatbelt rate for front and back seat passengers is improved to 80%, there would be an automatic 30% reduction in fatalities. Road users agree that seatbelts can prevent serious injuries in minor crashes, and that forcing every person in the car to wear a seatbelt will reduce the number of road deaths. However, there are some who feel seatbelts aren't necessary if they're a good driver or that they're only necessary if you're driving fast or long distances. There is also a persistent myth that seatbelts cause road deaths because people are often trapped by them in a burning or sinking car.

Here is a summary of the attitudes and behaviours related to seatbelts:

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
No seatbelt when driver or front passenger	53	70	69	31
No seatbelt when passenger in back	47	57 ▼ 68	72	37
No seatbelt/car seat for child	56	71 ▲ 47	50	18

The 5A analysis model

- 1. AWARENESS:** The issue of "seatbelts" is universally acknowledged to be a high profile road safety issue. However, there is generally a poor understanding of the risks associated with not wearing a seatbelt.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Although many agree that wearing a seatbelt is compulsory and sensible practice, many believe that wearing a seatbelt is *more* dangerous than not wearing one, and a further group are selective about when to wear a seatbelt – it's not necessary for short trips, it's only necessary over certain speeds. Interestingly, even those fully in favour of seatbelts generally don't use rear seatbelts and can't explain why not. There's a general perception that you are safer in the back and that you can't fly through the window because the front seats will protect you and because traffic checks never include the back seat.
- 3. ACCOMMODATION OF RULE:** Wearing a seatbelt is uncool, uncomfortable and inconvenient. No one else does. I was brought up like this. Seatbelts aren't part of my culture. Wearing a seatbelt says I'm a bad driver. Its anti-social; you can't talk to people in the front seats if you're buckled up in the back.
- 4. APPLICATION to me as a road user:** I'm the best judge of when a seatbelt is necessary (high speeds and long distances). I'll buckle up on the open road where it's more dangerous. Nothing bad can happen in the quick drive down the road. If I see a traffic cop or roadblock, I'll quickly buckle up. If the driver doesn't use their seatbelt, I probably don't need to either.
- 5. AFFIRMATION of my choices:** Wearing a seatbelt is more dangerous than not. Seatbelts are uncomfortable and damage my clothes. Taxis and buses don't have seatbelts, and even if taxis do have seatbelts, it's hard to organise because everyone is a different size. It's only necessary under certain conditions. I probably won't get fined for not wearing a seatbelt in the back.

So what might make me comply (put on my seatbelt)?

- Seeing a roadblock
- If a traffic cop drives past

- When travelling long-distance or on an open road – the risk is greater at higher speeds

4.5 Pedestrians

Pedestrians are the largest single road user fatality group, particularly unsupervised children playing in the streets and young men walking on busy roads while intoxicated⁸.

The attitudes and behaviours related to pedestrians are summarised below (amongst non-motorists):

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Walk on busy roads/highways after alcohol	52 ▲ ⁴¹	75	44	6 ▼ ⁵⁴
Cross busy roads/highways at non-designated areas	47 ▲ ³⁸	68	57	20
Cross road when pedestrian robot is red	47 ▲ ³⁸	65	67	34
Walk at night or on unlit roads where visibility is poor	44 ▲ ³⁶	65	54	24
Walk in the road instead of on the pavement	44 ▲ ³⁵	67	73	44
Make an effort to be more visible as a pedestrian or cyclist	33	32 ▼ ³⁹	60	32

The 5A analysis model

- 1. AWARENESS:** Not a high profile road safety issue.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Pedestrians know that jaywalking or running across a freeway can be dangerous. Drivers and motorcyclists weaving between lanes resent people who jaywalk because of the danger both to the pedestrian and to the driver/rider. Drivers on freeways resent people running across freeways as they are perceived as high risks.
- 3. ACCOMMODATION OF RULE:** Pedestrians want the shortest route from A to B.
- 4. APPLICATION to me as a road user:** Low risk – “I’m careful”. No legal or moral consequences perceived.
- 5. AFFIRMATION of my choices:** I only do it when it’s safe to do so. Cars don’t stop for pedestrian crossings anyway. Freeway bridges are few and far between and can be dangerous (muggers).

It is difficult to make pedestrians comply with safe road usage behaviours. It is unlikely that law enforcement would help as people tend not to believe that jaywalking or even running across a freeway is or should be illegal. Pedestrians also do not see themselves as a danger to other road users. They see jaywalking or running across a freeway as a purely personal risk, not taking into account the potential impact on other road users (unlike speeders or drunk drivers for example, who everyone knows could hurt or kill someone else). Educating people on the risk to both themselves and others may improve compliance with safer road usage behaviour. Increased safety at freeway bridges, such as having a greater police presence, may also encourage pedestrians to use appropriate means rather than navigating through traffic to cross often busy roads.

⁸ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

4.6 Other issues

In general, there is consensus that educating children about road safety is valuable. Adults recalled their own experiences of road safety education in school, such as scholar patrols or visits to/from traffic officers. There were even a few recalls of “Daantjie Kat”, a popular road safety icon. While adults are aware of and are receptive to the road safety messages that their kids are learning, for example, “look left, look right”, the general perception is that today’s children are not being taught properly or sufficiently about the rules of the road and about being more vigilant when making use of public roads.

Motorists claim to drive more carefully with kids in the car. You become more vigilant; more careful. Many drivers also get called out by their kids for driving badly or breaking the rules. The presence of children can motivate complains with road rules.

5. Road safety communications

Many nations around the world have successfully developed a road safety system with the “Four E’s” and the hope is that the Safely Home platform will also be successful in effecting attitude and behaviour change amongst road users in the Western Cape. In order to be successful, communications need to be novel (cut through the clutter), have affective impact and be relevant.

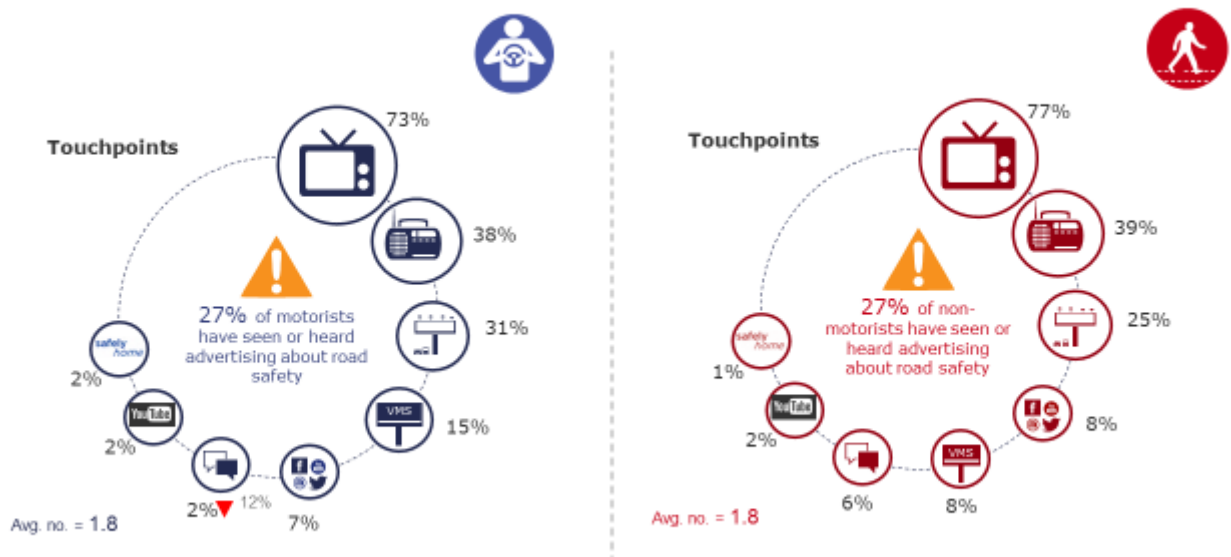
In general, in both the 2015 and 2016 waves of research, awareness of road safety issues is quite high. However, we know from the claimed behaviours conducted that conformance is low. Road users play back the big road safety messages from past years – “Don’t drink and drive”, “Speed kills” and “Buckle up”. But this does not imply that road users are acting on this information. Consensus amongst group respondents seemed to be that an ad just punting a message (like don’t drink and drive) would not be effective or compelling enough to change behaviour. In the 2015 and 2016 qualitative research, we found that many of the groups reflected upon an advertisement that is almost six years old. This was the “Papa wag vir jou” ad, a campaign flighted by Brandhouse in 2010. This ad really hit home, especially for men, as it depicted the consequences of committing an offence and going to jail – that you would become Papa’s new girlfriend.

5.1 Spontaneous awareness of road safety advertising

All respondents were asked if they recalled hearing or seeing any advertising about road safety recently, where this advertising was seen or heard, and who they thought was responsible for the advertising.

Measures are down amongst motorists and non-motorists for having seen or heard road safety advertising. In 2015, 38% of motorists had seen or heard advertising about road safety, dropping significantly to 27% in 2016. Similarly, while 39% of non-motorists had seen or heard road safety messages in 2015, only 27% show awareness in the most recent year. As we found in 2015, both motorists and non-motorists generally notice road safety messages on TV, radio and outdoors (including outdoor billboards/posters and the VMS boards) (Chart 5.1).

Chart 5.1: Motorist and non-motorist road safety advertising awareness



KANTAR TNS Q.CP1: Have you seen or heard any advertising about road safety recently? Q.CP2: Where did you see or hear this advertising? Q.CP3: Who was doing the advertising? Stats testing vs. Safely Home 2015 ▲ ▼ Vs. 2015 91

The Arrive Alive campaign continues to be most spontaneously associated with advertising in 2016 by quite a margin (motorists: 71%; non-motorists: 77%), followed by the Western Cape Government/Safely Home (motorists: 37%; non-motorists: 26%), the AA and various governmental departments – the City of Cape Town, Metro Police and National Government (17% or less).

Awareness of logos of organisations associated with road safety is generally high, especially for Arrive Alive and the AA (Chart 5.2). In 2016, there is an encouraging significant increase from 20% in 2015 to 26% in 2016 for the Safely Home logo amongst motorists. Recognition of the Road Accident Fund and Red Cross logos declined in 2016.

Chart 5.2: Recognition of logos amongst motorists

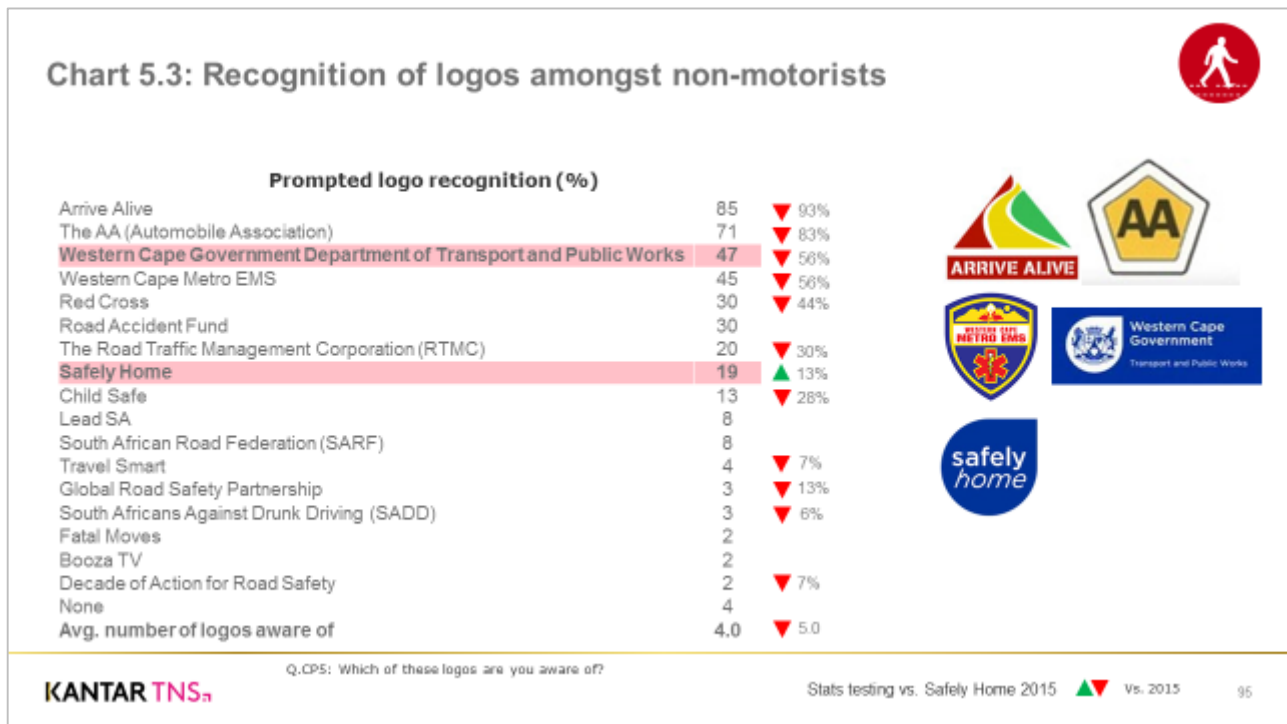
Prompted logo recognition (%)

Arrive Alive	91	
The AA (Automobile Association)	91	
Western Cape Metro EMS	58	
Western Cape Government Department of Transport and Public Works	56	
Red Cross	38	▼ 46
Road Accident Fund	34	▼ 40
Child Safe	27	
Safely Home	26	▲ 20
The Road Traffic Management Corporation (RTMC)	25	
South African Road Federation (SARF)	15	
Lead SA	13	
Global Road Safety Partnership	11	
Fatal Moves	8	▲ 4
Travel Smart	5	
Decade of Action for Road Safety	5	
South Africans Against Drunk Driving (SADD)	4	
Booza TV	3	
None	1	
Avg. number of logos aware of	5.1	



KANTAR TNS Q.CP5: Which of these logos are you aware of? Stats testing vs. Safely Home 2015 ▲ ▼ Vs. 2015 94

With respect to non-motorists' recognition of logos, Safely Home was the only logo that achieved higher recognition in 2016 from 2015. The majority of other brands and associated logos, including Arrive Alive, significantly declined year-on-year (Chart 5.3).



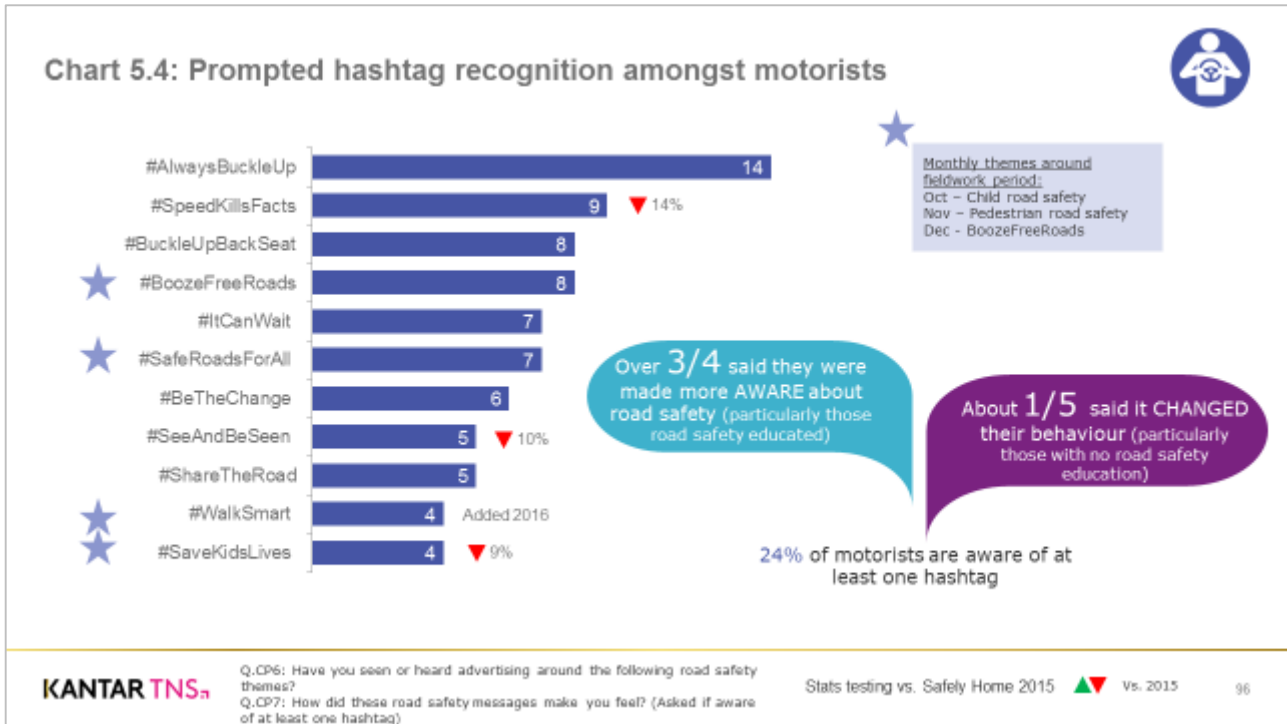
In the focus group discussions, communication around the Arrive Alive campaign was spontaneously recalled. Participants mentioned having seen the messages on a number of media channels, such as on TV, radio and billboards. In contrast to the Arrive Alive campaign, however, there is still very low awareness of the Safely Home road safety programme. There were some vague claims of recall of "Safely Home" but like last year, the vast majority of the guesses centred on it being a service that literally takes you home safely, if need be – "Isn't that the one where they get the guy to drive your car?" In fact, one group associated the campaign with a Bridgestone tyre campaign. A handful of group participants associated it with electronic billboards.

5.2 Safely Home campaign evaluation

The monthly themes that were run leading up to and during our fieldwork period were:

- October – child road safety
- November – pedestrian road safety
- December – BoozeFreeRoads

In 2015, a third of motorists were aware of at least one hashtag (Chart 5.4). This figure significantly dropped in 2016 to 24% of motorists aware of at least one hashtag. In particular, the #SpeedKillsFacts declined from 14% to 9%. Similarly, recognition of the #SeeAndBeSeen was halved (2015: 10%; 2016: 5%). #SaveKidsLives also decreased from 9% to 4% in 2016.



Consistent with 2015 findings, three-quarters of motorists claimed that these messages made them more aware of road safety. Although, a much smaller proportion, about a fifth said that it actually changed their behaviour.

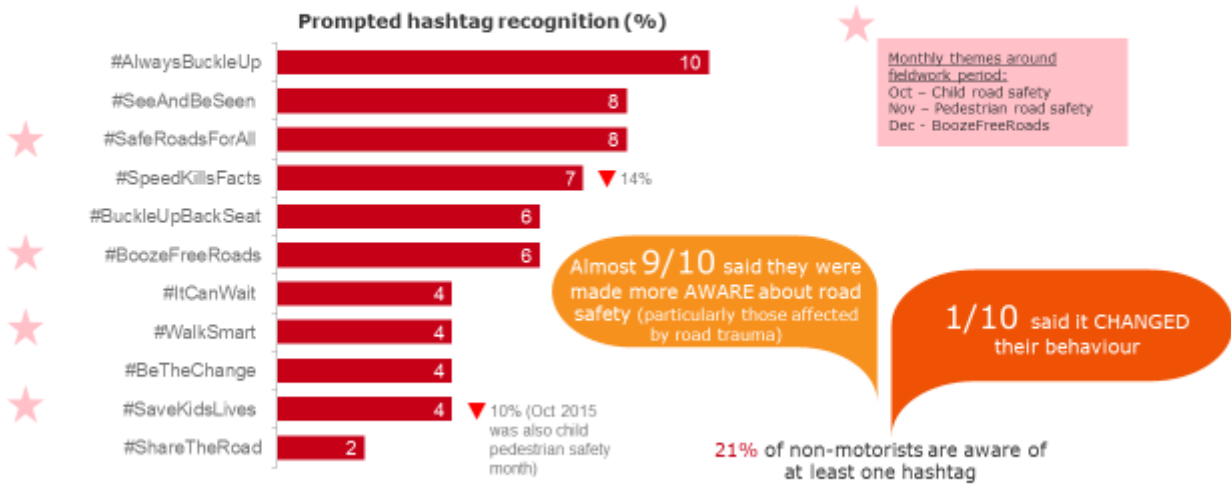
Nonetheless, those who have a formal education on road safety are more likely than those not educated to see the following hashtags:

- #AlwaysBuckleUp
- #SpeedKillsFacts
- #BuckleUpBackSeat
- #SafeRoadsForAll
- #BoozeFreeRoads
- #WalkSmart

Furthermore, those affected by road trauma were more likely to have seen the #SpeedKillsFacts. Those in LSM 8-10 were also more likely than lower LSM's to have seen the ShareTheRoad hashtag. No other demographic skews were evident.

Non-motorists recognition of hashtags follows similar patterns to that of motorists (Chart 5.5).

Chart 5.5: Prompted hashtag recognition amongst motorists



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Q.CP6: Have you seen or heard advertising around the following road safety themes?
 Q.CP7: How did these road safety messages make you feel? (Asked if aware of at least one hashtag)

Stats testing vs. Safely Home 2015 ▲ ▼ Vs. 2015 98

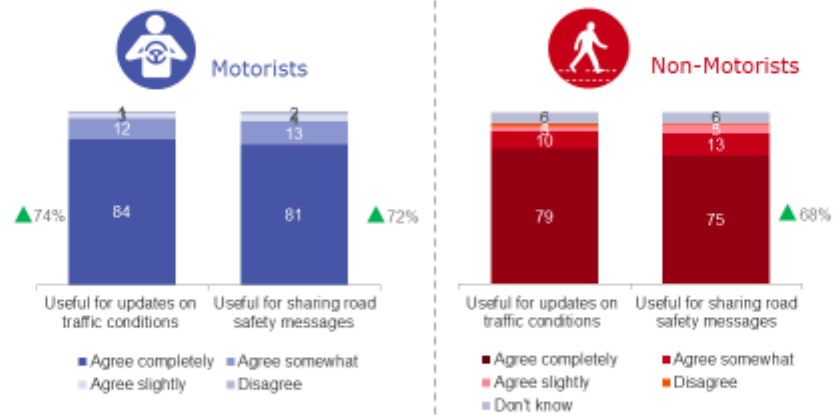
Albeit at low levels, #AlwaysBuckleUp is the most highly recognised hashtag. Like amongst motorists, recognition of #SpeedKillsFacts declines from 14% in 2015 to 7% in 2016. #SaveKidsLives drops from 10% in 2015 to 4% in 2016.

The percentage of non-motorists aware of at least one hashtag also dropped in 2016. While 33% were aware of one hashtag in 2015, in 2016 only 21% made this claim. Amongst this one fifth of motorists aware of at least one hashtag, almost nine in ten said that they were made more aware about road safety as a consequence of the hashtag messaging, but only one in ten said that it had changed their behaviour.

Again, those non-motorists with some formal education on road safety were more likely than those without such education to see the hashtags. In addition to an education skew, #SpeedKills was more likely to be noticed by those affected by road trauma.

In terms of the VMS boards which regularly display road safety messages and the hashtags, most road users agree that these boards are very useful for providing updates on traffic conditions and for sharing road safety messages (Chart 5.6). There are significant increases amongst motorists who find the boards useful for updates on traffic conditions as well as for sharing road safety messages. Women and those with some education in road safety are more likely to find the VMS boards useful for traffic updates. An increasing number of non-motorists also find that the boards are useful for sharing road safety messages. Non-motorists who reside in metro areas and who are educated on road safety are more likely to find the VMS Boards useful for both updates as well as for messaging.

Chart 5.6: Usefulness of VMS boards



"There are some new signs, some digital signs went up now and it's quite helpful because it will warn you of situations ahead and if it's raining they ask you to go slower because of the rain" (NON-MOT M C L 30-39)

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Q.CP8: Please tell me the extent to which you agree or disagree with the following statements about the messages displayed on the electronic sign boards on the highways.

Stats testing vs. Safely Home 2015 ▲ ▼ Vs. 2015 100

Chart 5.7 provides a convenient summary of key road safety advertising metrics discussed above amongst both motorists and non-motorists.

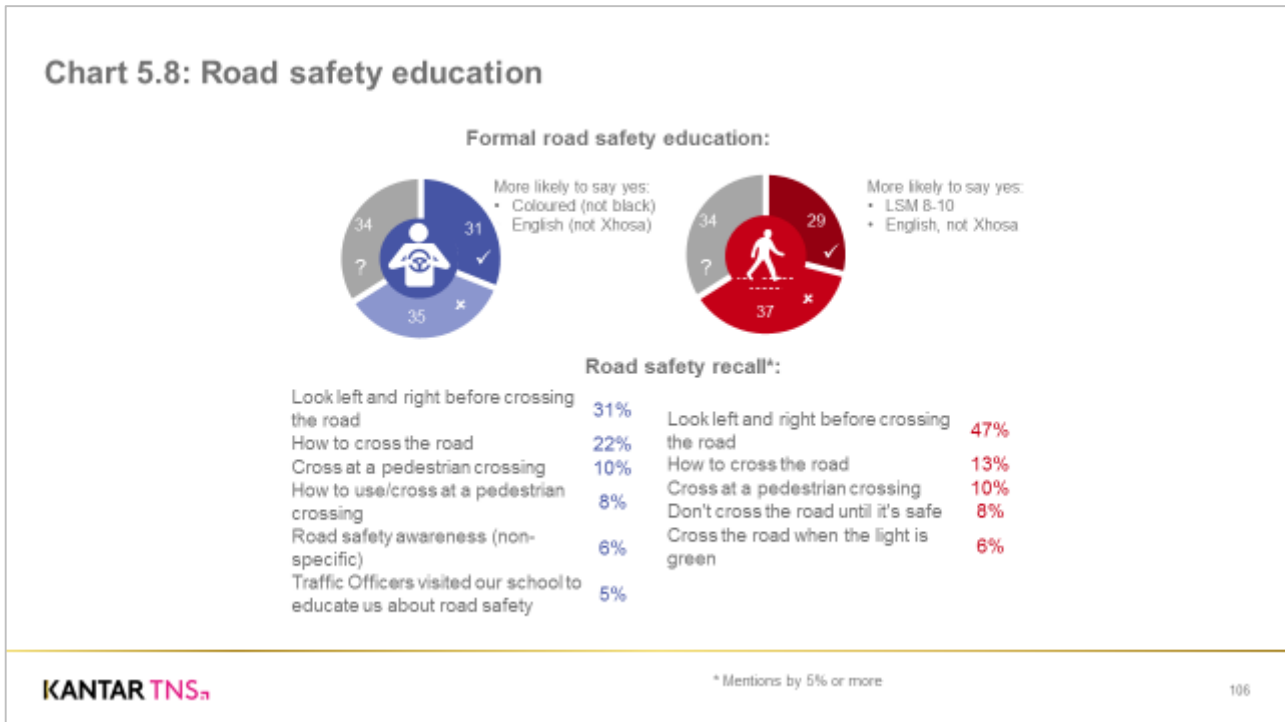
Chart 5.7: Summary of key road safety advertising metrics amongst motorists and non-motorists



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5.3 Road safety education

Slightly more motorists (31%) than non-motorists (29%) are likely to have had a formal road safety education (Chart 5.8). Coloured and English-speaking motorists are more likely to have had some education on the topic. Non-motorists in LSM 8-10 and also those English-speaking are likely to have had the same. For both groups, looking left and right before crossing the road is the message that is recalled the most, although to a higher extent by non-motorists than by motorists.

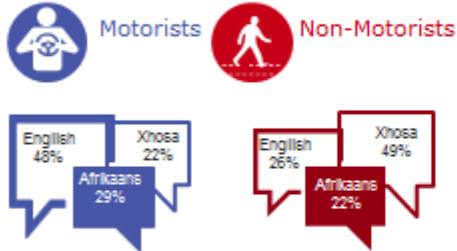


5.4 Language proficiency and understanding

This year we wanted to test the hypothesis that an advert’s message resonates better when in a person’s home language. Non-English speaking respondents were shown a card and asked to read the message out loud and to cite what the key message was, and what it meant to them. Almost all of the non-English speaking respondents could read the card and understand the message. Majority of them also felt the message was relevant to them – particularly the Xhosa speakers who were shown the message in their home language, who were significantly more likely to emotionally connect with the message (Chart 5.9).

Chart 5.9: Language proficiency and understanding

Home language



Non-English speaking respondents were shown a card and asked to: read the message out loud and to cite what the key message was, and what it meant to them

ENGLISH VISUAL AID: Kids will follow your example when you cross roads recklessly.

AFRIKAANS VISUAL AID: Kinders sal jou voorbeeld volg wanneer jy pelele roekeloos oorsteek.

ISI-XHO SA VISUAL AID: Abantwana bazakulandela umzekelo walho xa uwela indlela ungeqaphelanga.

	Afr speaker, Eng visual aid	Afr speaker, Afr visual aid	Xhosa speaker, Eng visual aid	Xhosa speaker, Xhosa visual aid
Cannot read card	1	1	2	1
Can read card but didn't understand key message	3	-	1	2
Can read card and understand key message	96	99	97	97
It means nothing to me / not relevant	29	24	18	3
It's relevant to me and I feel emotionally connected to it	71	76	82	97 ↑

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5.5 Looking beyond the core market: Youth and Mature markets

To what extent is road safety advertising experienced differently by age? Awareness of road safety advertising and hashtags increases with age as can be seen in Table 5.10.

%	Youth (n=301)	Core (n=986)	Mature (n=213)
Aware of any road safety advertising	22	27	32
Aware of at least one hashtag	17	23	24
Aware of Safely Home	10	22	19
Recognise the Safely Home logo	10	23	16
Cite Safely Home as a road safety advertiser	3	4	4

Source: Q.CP1: Have you seen or heard any advertising about road safety recently?
 Q.CP3: Who was doing the advertising?
 Q.CP4: Awareness of Safely Home
 Q.CP5: Awareness of logos

Fewer in the Youth segment than in the Mature market are aware of any road safety advertising. The total or Core sample is more likely to be aware of and recognise Safely Home or the Safely Home logo.

TV, radio and outdoor advertising channels continue to be the primary channels through which people receive messages about road safety. A relevant touchpoint for the Youth market through which road safety messages could be communicated is social media.

The Arrive Alive campaign has the highest level of resonance across all age groups interviewed – about seven in ten. Other advertisers or brands such as AA or government departments score amongst a third or less of the market (Chart 5.11).

Chart 5.11: Advertising – touchpoints and advertiser associations

	Youth (n=67)	Core (n=264)	Mature (n=68)
Touchpoints	<ul style="list-style-type: none"> ▪ TV (81%) ▪ Radio (40%) ▪ Outdoor billboards/posters (28%) ▪ Social media (21%) ▪ VMS boards (18%) ▪ WOM (16%) 	<ul style="list-style-type: none"> ▪ TV (75%) ▪ Radio (39%) ▪ Outdoor billboards/posters (28%) ▪ VMS boards (11%) 	<ul style="list-style-type: none"> ▪ TV (89%) ▪ Radio (32%) ▪ Outdoor billboards/posters (32%) ▪ VMS boards (16%)
Associated advertiser/brand	<ul style="list-style-type: none"> ▪ Arrive Alive (78%) ▪ AA (33%) ▪ Metro Police (27%) ▪ W.Cape Government Department of Transport & Public Works (25%) ▪ City of Cape Town (21%) ▪ Local trafficdepartment (16%) ▪ Safely Home (12%) 	<ul style="list-style-type: none"> ▪ Arrive Alive (74%) ▪ AA (25%) ▪ W.Cape Government Department of Transport & Public Works (18%) ▪ Safely Home (16%) ▪ Metro Police (13%) ▪ City of Cape Town (13%) ▪ National Government (13%) 	<ul style="list-style-type: none"> ▪ Arrive Alive (71%) ▪ AA (15%) ▪ Local trafficdepartment (13%) ▪ Safely Home (13%) ▪ W.Cape Government Department of Transport & Public Works (12%) ▪ City of Cape Town (10%)

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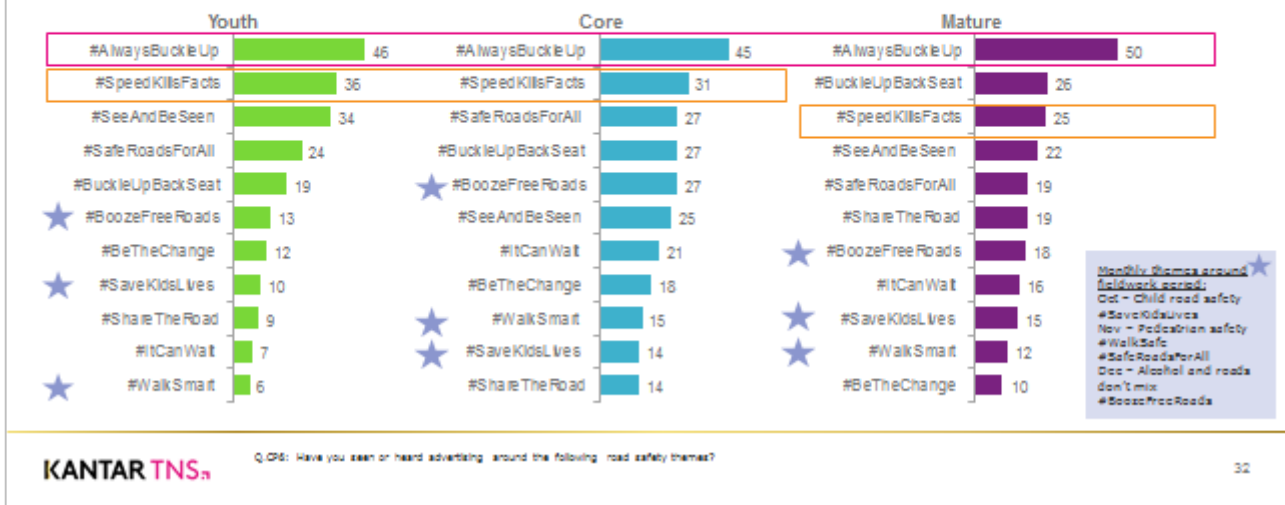
Percentages less than 10% not shown

31

Hashtags from months prior to the fieldwork are remembered with greater frequency than those that were running during the fieldwork period (9 November to 1 December 2016). The most recognised hashtag across all three sample groups is #AlwaysBuckleUp (Chart 5.12). Mature respondents are slightly more likely than younger respondents to remember this hashtag. Amongst the Youth, the #SpeedKillsFacts is the second most highly recalled hashtag. #BuckleUpBackSeat and #SpeedKillsFacts are the second and third recalled hashtags amongst the Mature segment.

#BoozeFreeRoads, a monthly theme launched just after the fieldwork period had been completed, was only mentioned by 13% within the Youth and 18% in the Mature markets (27% for the Core sample).

Chart 5.12: Prompted hashtag recognition



In general, VMS boards are regarded by most road users as a useful means to share traffic updates and safety messaging.

Review of road safety advertising

During the qualitative group discussions, respondents were asked to evaluate 14 different road safety ads, both local and international, across radio and TV in order to understand from a road user's perspective, what makes an ad truly compelling. This feedback has shaped our insights and recommendations for future road safety communications, particularly in helping Safely Home tailor more relevant, compelling communications that will hopefully change road users' attitudes and behaviour in the long term.

Further detail around the ads tested and subsequent findings can be found in the full report (link provided in the Appendix). For now, the following broad summations can be made:

In general, road users do not consider the source or sponsor of the message as important.

There are mixed views around the use of celebrities in conveying road safety messages. On the one hand, respondents feel that celebrities can get through, especially, to the youth. On the other hand, some question that sincerity of the celebrity's participation in the advertisement.

There was wide consensus that advertisements that, for example, simply say "don't drink and drive" are not effective. Instead, advertisements that feature "real people" or "normal people" who have been affected by a crash (not celebrities) are more compelling and leave a lasting impact.

6. Key insights for communications

What are the behaviours and attitudes around road safety issues in the Western Cape and how have they changed year-on-year?

- Despite road safety being seen as an important social issue by many more road users in 2016 than in 2015, very limited behavioural change is discerned. DUI remains the most pressing road safety issue, followed by speed and reckless driving
- A key challenge remains: road users are not taking full responsibility for their and others' safety on the road. Road safety is simply not taken seriously enough
- Awareness of road safety issues is not the problem. Motorists and non-motorists are acutely aware of the rules and acknowledge them. It is the danger or consequences to themselves or others associated with breaking these rules that is not internalised to the point of causing a positive shift in behaviour – road users tend to focus on the wrong consequences i.e. the low risk of something happening instead of the potentially huge consequences of something going wrong. Part of the reason is that there continues to be a culture of non-conformance where it has been deemed "socially acceptable" to disobey the rules of the road. Conformance is also considered 'uncool', particularly in the townships where bad behaviours are rife. Another part of the reason is that there are a myriad of grey areas that allow road users to justify their bad behaviour
- Criminal consequences are a tactical deterrent and compliance motivator in-the-moment (e.g. the presence of traffic officers and road blocks prompt immediate compliance), however, the effectiveness of enforcement is questioned. Thus while there is definitely a role for better/more visible enforcement, punishment alone is not a sustainable deterrent – there needs to be positive reinforcement of good behaviour alongside punishment of bad behaviour in order to elicit real change, and this needs to be consistently and continuously reinforced e.g. Discovery Drive rewarding good drivers
- Attitudes towards road safety have remained largely unchanged from last year. However, wearing seatbelts in the back is now considered the least dangerous behaviour by motorists and non-motorists alike. It is also seen as the least unacceptable behaviour. Therefore shifting road users' back seat seatbelt wearing behaviour is a continuous and growing challenge
- Non-motorists view the most dangerous behaviours to be driving-related and those behaviours that in general are not within their control. Put differently, the finger points outwards, shifting the blame on to motorists because it supposedly doesn't apply to them
- In summary, there is a clear dissonance between road users' attitudes and their behaviour. People know their actions are dangerous, yet admit to doing them all the same

Language comprehension and road safety education

- Around a third of road users claim to have received formal education on road safety at school, reciting pedestrian safety as the key lessons remembered e.g. "look left and right before crossing the road" or how to cross the road/use a pedestrian crossing
- Having had some formal road safety education appears to reduce the amount of claimed dangerous behaviours amongst motorists. However, the same cannot be said for non-motorists.

Those formally educated claim to do dangerous behaviours to the same extent as those not formally educated

- The vast majority of respondents who speak Afrikaans or Xhosa were able to read, understand and correctly interpret the visual aid card even when not in their home language – the level of English proficiency in the Western Cape is high. Therefore, language *comprehension* is not a factor to be concerned with when creating road safety advertising. However, message *relevance* appears to improve when in the respondent's home language, particularly the Xhosa speakers, who were significantly more likely to emotionally connect with the message when it was in isiXhosa. Slogans and/or hashtags in vernacular could be an opportunity to get key road safety messages across to those whose home language is not English as they could be viewed as more relevant and engaging. This presents an opportunity for further communications testing in various local languages
- This finding should be viewed with caution however, as the content of the message tested in this research may have had an impact on the emotional relevance amongst the Xhosa speakers. Further investigation into this hypothesis is required before valid conclusions can be drawn

How relevant and impactful is the current messaging, and how could future communications be optimised?

- Awareness of road safety advertising has dropped from 2015. Just over a quarter of motorists and non-motorists have seen or heard road safety advertising. This implies that consistent messaging with sufficient weight is required to maintain advertising awareness levels
- Overall awareness of the hashtags has also dropped since last year, with #AlwaysBuckleUp being the most recognised amongst motorists and non-motorists alike
- Positively, awareness of the Safely Home logo has improved. Still, unprompted brand linkage to road safety advertising is very low
- Road users do not tend to consider the source or the sponsor of a road safety message to be an important factor. What is compelling however, is the human element, i.e. advertisements that feature real people who have been affected by bad road behaviour could have greater emotional impact than always portraying the 'offender'
- TV, radio and outdoor continue to be the primary channels on which road users notice road safety messages. The VMS boards are deemed very useful, especially for sharing road safety messaging, and should continue to be leveraged as a channel for sharing road safety tips
- The First Kiss campaign was poorly recognised, with low correct brand linkage back to Safely Home or W. Cape Government 6 months after the ad flighted, indicating that the ad was not embedded into long-term memory. While the message to wear a seatbelt was clear, there still appears to be some confusion around the drinking and driving aspect. However, road users claimed to have found the message relevant and likely to impact the likelihood of them wearing a seatbelt
- Generally, most of the TV ads tested were viewed as relevant but their effectiveness oftentimes appears to get lost in execution. However, just being exposed to and talking about the ads and road safety issues in the focus groups engaged people and prompted them to have conversations with others about all road safety issues and not just those they were exposed to. There is a clear opportunity for grass roots engagement with road users, combined with testimonials from real people, that could spark discussion and get people talking about good behaviour
- Across the ads tested, respondents related to the person causing the crash, but instead of accepting the lesson, they defended the 'offender' with mitigating factors – shifting blame away from the person in the wrong. In order to leverage the outward looking mind set and shift the focus from blame to support, communications need to offer messaging with positive emotional elements that make people want to do the right thing (rather than feel they have to) e.g. save a

friend, friends don't let friends drive drunk, be a legend, etc. Another option to consider that reinforces positive behaviour is creating a pledge to commit people to becoming better drivers (such as the <https://www.itcanwait.com/pledge> in Australia)

- Most campaigns do not see overnight success – long-term impact is achieved through consistent and sustained messaging throughout the year rather than spurts during high-risk periods only. Communications efficacy deteriorates fairly quickly so it is important to recognise that long term investment is required and that collaboration with other stakeholders is needed e.g. getting National Government involved in order to air TV/radio ads nationally and continuously
- Radio presents a big opportunity by virtue of being able to deliver the message during the relevant behaviour in the relevant context (consider community radio as the messaging can be very targeted and focused despite the small audience reached), but would work best if it reminded people of other, more visual and emotionally engaging communications e.g. TV ad with radio support reinforcing the key message with memorable stories. Synergy is key – use core characters and amplify across multiple media channels
- Consider creative and non-traditional placement of messages in relevant contexts to act as reminders e.g. back of toilet door, chalk outlines on the road at high-risk hotspots etc.
- What works:
 - Realism – ideally real victims, first person perspective, actual impact
 - Clarity and simplicity to negate any wiggle room to detract from the key message (i.e. nothing besides the bad behaviour can be blamed)
 - High relevance and resonance of the situation depicted
 - S p e l l i t o u t
 - Catch phrases and memorable mnemonics to grab attention and be noticed (e.g. two second glance)
 - Messaging should always include some emotional elements to maximise impact e.g. child victims
 - **Impact** (emotional shock value) + **Education** (mental engagement, clear message)
- What doesn't work:
 - Being too clever or subtle
 - Wiggle room & mitigating circumstances
 - Excessive amounts of blood and gore (although a certain amount adds to the shock value, development of long-term memory traces and effectiveness of an impactful ad)
 - Excessive length – keep it short, sharp and to the point
 - Don't lecture or insult

Appendix – TNS questionnaire

Insert questionnaire