

KANTAR PUBLIC



**EXECUTIVE
SUMMARY**
**The Safely Home
Survey, Year 3
(2017)**

Prepared by Kantar Public

For the Western Cape Government
Department of Transport and Public
Works

July 2018



Western Cape
Government

**safely
home**

Abbreviations & Acronyms

CAPI	Computer Aided Personal Interviews
CBD	Central Business District
DUI	Driving Under the Influence
FGD	Focus Group Discussion
IDI	In-Depth Interview
TVC	Television Commercial
WCG	Western Cape Government

1.0 Introduction: Background to the Safely Home Survey

1.1 Background

The World Health Organisation has called road traffic injuries a “global pandemic” with profound socioeconomic impacts, particularly for the developing world. In 2010, the United Nations initiated a “Decade of Action” in an effort to reduce fatalities by 50% by 2020. South Africa has one of the highest road death rates in the world, and is failing to make any significant inroads, let alone achieve the Decade of Action target. For example, the best case scenario estimate of 2009 fatalities was 13 768¹ while this figure was 14 071 in 2016². A recent estimate of the economic burden put the figure for 2015 at R142 950 584 934³. The Western Cape Department of Health reported 1 345 road traffic fatalities in 2017⁴.

Since 2014, the Department of Transport and Public Works (in the Western Cape) has implemented a thematic, calendar-based communication strategy known as the Safely Home Calendar, which serves as the provincial government’s road safety campaign platform. The Calendar is based on the principles of evidence-driven research 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.

The Safely Home Calendar is designed to provide a campaign platform for road safety that is: 1. Evidence-driven, 2. Sustainable and sustained, 3. High quality, and 4. Tracked over time.

Key themes for messaging were derived from the Safely Home Baseline Study, which was conducted by the University of Cape Town’s (UCT) Centre for Transport Studies in 2010⁵.

The Calendar aims to both increase and mould the social salience of key road safety themes at certain times, in order to bring about attitudinal and behaviour change at a population level. The campaigns and the associated messaging are monitored for impact and responsiveness over time.

The Calendar employs above- and below-the-line marketing to achieve this goal, including TV, cinema, out-of-home (especially digital) and radio, along with a growing social media and online presence. The Calendar has aimed to produce an asset bank of high-quality content for repurposing over time, and show high levels of innovation, including incorporation into the Suidooster “soapie” (aired on DStv) and the use of street theatre. In 2017, the Calendar incorporated an influencer campaign for the first time.

¹ *Annual Report 2009/10*, Road Traffic Management Corporation, (2010) p 26

² *Road Traffic Report Calendar 2016*, Road Traffic Management Corporation.

³ *Cost of Crashes in South Africa, Research and Development Report*, D Roux (RTMC) & FJJ Labuschagne (CSIR), (2016) p 32

⁴ Forensic Pathology Services data, figures quoted by Department of Transport and Public Works, March 2018

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

Below is the Safely Home Calendar:

Month	Theme and Priority	Subject	Focus
January	Alcohol and Roads Don't Mix	Alcohol	Driving under the influence and intoxicated pedestrians
February	Vulnerable Road Users	Vulnerable Road Users	Child and senior pedestrians, cyclists and motorcyclists
March	Personal Responsibility (seatbelts, see and be seen)	Personal Responsibility	Individual role in making roads safer
April	Personal Responsibility	Personal Responsibility	Individual role in making roads safer
May	Distracted Driving	Distracted Driving	Cell phones, especially texting and social media
June	If you aren't seen on the road, you may not see your future	Visibility	Motorist and pedestrian visibility
July	Alcohol and Roads Don't Mix	Alcohol	Driving under the influence and intoxicated pedestrians
August	It Won't Kill You to Slow Down	Speed	Causal and aggravating role of speed in crashes
September	No Seatbelt, No Excuse	Seatbelts	Seatbelts save lives
October	Child Road Safety	Children	Child road safety, especially child pedestrians
November	Pedestrian Safety	Pedestrians	Alcohol, and visibility; role of motorists
December	Alcohol and Roads Don't Mix	Alcohol	Driving under the influence and intoxicated pedestrians

Within that context, the Calendar established an annual Safely Home survey in 2015, inspired by and partially based on the UK government's annual THINK! Programme, which is intended to:

- Gauge and monitor road users' behaviour and attitudes around safety issues in the Western Cape
- Identify ways to optimise the Safely Home Calendar and enhance its effectiveness in reducing road deaths

As such, the survey is a useful tool for any entity with a road safety element, including traffic engineering, law enforcement and road safety education practitioners.

The Safely Home Survey Year 1 and Year 2 results can be found here: <https://safelyhome.westerncape.gov.za/attitudinal-survey>.

1.2 Research objectives

Broadly, the Safely Home survey aims to answer the following questions:

- What are the behaviours and attitudes around road safety issues in the Western Cape and how have they changed since Year 1 (2015)?
- How relevant and impactful is the current Calendar messaging and how could future communications be optimised, e.g., to tackle specific issues within specific groups or audience segments?

In Year 3, as part of the face-to-face tablet-based (CAPI) quantitative survey, the scope of the study included comprehension of a specific selection of road signs and signals among road users (motorists and non-motorists).

The qualitative (focus groups) component of the study also had a shift in focus, which was to interrogate the key monthly themes of the Safely Home Calendar.

Overall, five Calendar themes are examined in more detail in this study, namely (a) Speed (b) Seatbelt use, (c) Driving under the influence (part of the Alcohol theme), (d) Distracted driving and (e) Vulnerable Road Users.

As an added dimension to this third wave of the study, each of the abovementioned themes are analysed from a behaviour change perspective with the application of Kantar Public's Behaviour Change Framework. Two of the themes, speed and seatbelt use⁶, were further subjected to a behaviour commitment modelling segmentation, within the quantitative (survey-based) component.

The 'commitment' segmentation is one element of Kantar's Behaviour Change Framework and rests on the assumption that the gap between what we value and what we do (the value-action gap), and what we intend and what we do (the intention-action gap), can be closed if we apply dual systems thinking and commitment theory to the examination of human decision-making⁷.

⁶ Speed core sample n=500 (motorists); seatbelt use core samples n=999 (motorists and non-motorists)

⁷ Human behaviour results from interactions between two systems; the automatic or instinctive system (Systems 1) and the reflective or deliberative system (Systems 2). Dual systems thinking, or dual process theory, suggests that behaviour should be understood through that application of both analytical systems as an individual's actual behaviour comprises the interaction between the two systems.

The output of the segmentation analysis produces six commitment-based segments⁸ which are described in the figure below.

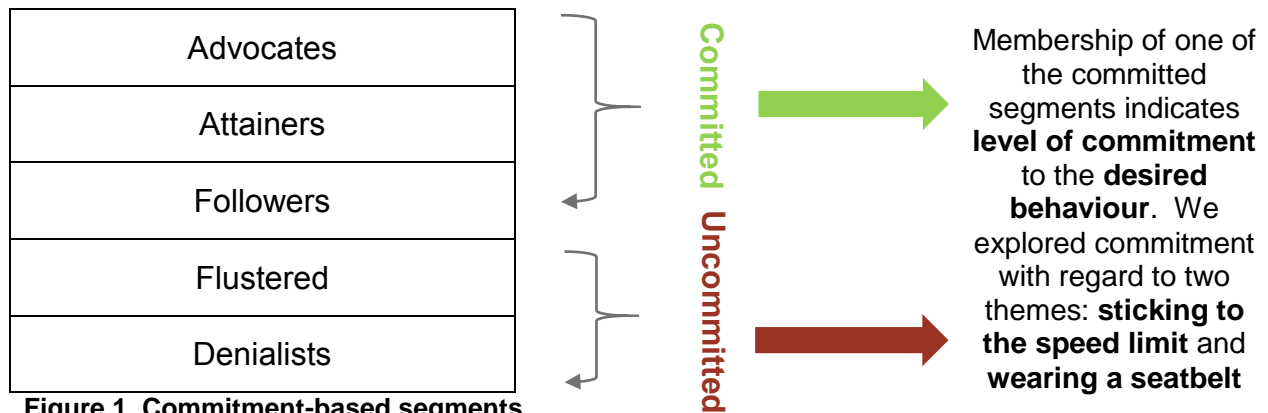


Figure 1. Commitment-based segments

2.0 Quantitative Methodology

The methodology for the Safely Home Year 3 (2017) study remained largely in line with the first wave of data collection in Year 1 (2015), and then again in Year 2 (2016). In Year 2, additional target samples were introduced, namely a Youth sample (15 years to 18 years) and a Mature sample (40 years to 60+ years).

In Year 3, the total sample was n=1, 500 which was broken down as follows:

Core	19 – 39 years	n=999
Youth	15 – 18 years	n=301
Mature	40 – 60+ years	n=200

Fieldwork was conducted over the same period as in Year 1 and Year 2, between November and December, among motorists and non-motorists living in metro and non-metro (small urban) areas of the Western Cape that were within a 150km radius of the Cape Town Central Business District (CBD).

Interviews were conducted via face-to-face (F2F) tablet-based CAPI interviews. The duration of interviews was approximately 40 minutes each.

In Year 3, minor adaptations were made to the questionnaire to include questions that formed part a behavioural segmentation model. This allowed for a detailed analysis on two key themes, being speed and seatbelts, in order to better identify and understand profiles of road users' behaviours and attitudes in relation to these themes.

⁸ The segmentation model generates six segments: advocates, attainers, followers, flustered, difficult and denialists. The 'difficult' segment had very small base sizes and consequently not reported on in this study.

3.0 Qualitative Methodology

Qualitative research provides a unique lens through which to understand motivation and drivers of behaviour. Through its explorative nature, it allows for rich insights generation and an understanding of the 'why' of dynamics that the quantitative research yields.

In line with Year 1 and Year 2, focus group discussions (FGDs) were conducted. In addition to this methodology and unique to Year 3, an additional layer was added. This comprised Cognitive Behavioural Immersions⁹ as well as expert in-depth interviews (IDIs).

Nine focus group discussions were conducted amongst both motorists and non-motorists from 16 to 45 years old and across races. Two Cognitive Behavioural Immersions were conducted amongst road safety offenders, namely, speed offenders and seatbelt offenders. This approach allowed for understanding of the deep-rooted reasons for undesirable road behaviour, with a view to understanding which levers could be pulled to change behaviour.

In addition, interviews were conducted with the following experts in the professional fields of communication and behaviour change: Professor Andre Hofmeyr, Professor Glenn Harrison and Conn Bertish.

4.0 Key Themes

Since its inception, Safely Home has implemented a thematic, calendar-based communication strategy around specific road safety messages through targeted, evidence-led communication. This section highlights some of the key themes which make up the core focus of the campaign. Pedestrians are largely excluded.

4.1 Speed

It is an internationally accepted fact that speed plays a role in road crashes.¹⁰ Locally, speed remains a major cause of road crashes in South Africa.

When looking at the level of acceptability of and attitudes towards speed, an increase was noticed, from 20% in Year 2 to 27% in Year 3, in the number of motorists who felt that the current speed limits are too high. At the same time, more motorists in Year 3 (19%) vs. Year 2 (15%) felt that the current speed limits are too low. More encouragingly over this same period, there was an increase in sentiment among motorists who felt that reducing the speed limit would reduce deaths (41% in Year 3 vs. 38% in Year 1).

⁹ Cognitive immersions afford a researcher a different vantage point to understand a behaviour by immersing themselves in a setting where the behaviour under investigation plays out in practice. The rationale behind employing the cognitive immersion technique is embedded within the Behaviour Change Model, where behaviours can be observed and the autonomous and/or reflective influences on decision-making can be further interrogated.

¹⁰ C.J. Bester and F Geldenhuys, 'speed trends on major roads in South Africa'. Accessed online: <https://repository.up.ac.za/bitstream/handle/2263/5911/003.pdf?sequence=1>

There is an upward trend in the proportion of motorists who reported driving faster than the designated speed limits (2015: 40%, 2016: 42%, 2017: 45%). This is some indication that drivers are aware of- and more open to acknowledging their non-compliance to speed limits.

How speed is prioritised in relation to other road safety issues is predicated on the behavioural 'commitment' segments for speed. For Advocates and Attainers who are more committed to the desirable behaviour, exceeding the speed limit is a higher priority than reckless driving. Whereas, for Followers, Flustered and Denialists, who are lesser committed to the desirable behaviour, reckless driving is seen as a higher priority than driving over the speed limit. By implication, if you are less 'committed' to the desirable behaviour (adherence to the speed limit), you are more likely to exceed the speed limit and rationalise that behaviour as is evidenced by the views expressed in the focus groups.

Almost half of motorists (45%) claim to drive over the speed limit, despite the acknowledgement by nearly two-thirds (62%) that this behaviour is unacceptable, which is a significant drop from Year 2 (69%). There is a low level of the perceived consequence of exceeding speed limits, where 49% felt a fine was an appropriate legal punishment, as opposed to a harsher penalty (i.e., incarceration) reported by 26% of the sample.

The Safely Home campaign communicates messaging over various platforms which allows for reach across target audience groups. In general, the assessment of advertising included the following items:

- Associations with road safety advertisers
- Awareness of Safely Home
- Awareness of advertisers' logos
- Hashtag advertising awareness

The #KnockonEffect TVC had low reach (13%) amongst motorists; however, of those that it did reach, 77% found the message to be relevant, and 62% indicated that their awareness of the speed limits had increased or that they were likely to change their behaviour.

The qualitative component revealed that speed is not seen as a serious transgression by the core target audience of Safely Home. This stems from motorists' perceptions of personal control and that they believe they are in control when driving at high speed. In addition, there is a perceived difference between speed and reckless driving, where speed is viewed as acceptable when done 'responsibly' under various situational conditions (e.g., travelling on an open road).

It also emerged that cultural norms are deeply embedded. For many transgressors, speeding is ingrained from a young age in the form of drag racing or street racing and is revered in many communities. It is also viewed as an affirmation of masculinity.

The major barrier to changing behaviour is that it is not perceived to be morally wrong, , the 'costs'/ 'risks' of speed are perceived to be significantly lower than the benefits and, fines for speeding are not a major deterrent. Law enforcement efforts are also not taken seriously.

4.2 Seatbelts

In general, seatbelt-wearing behaviour varies amongst motorists and non-motorists and tends to be situation-dependent. More than two-thirds (68%) of the sample (motorists and non-motorists combined) agree that seatbelt use can prevent serious injuries in minor crashes. This sentiment remains stable from Year 2, with a 1% increase in Year 3.

Not wearing seatbelts in the backseat among motorists has remained consistent from Year 2 (37%) to Year 3 (36%). However, in the longer term (from Year 1), it has decreased from a high of 63%. Similarly, not wearing a seatbelt when travelling as a driver or front passenger has decreased from 72% in Year 1 to 33% in Year 3.

When considering seatbelt behavior, the Advocates and Attainers tend to be mainly White males in LSM 8-10. The Followers, Flustered and Denialists tend to be mostly Coloured males in the same LSM group. The latter three segments also skew towards those in the 30 to 39 year age group. Amongst non-motorists, the Advocates tend to be mostly female. The Attainers, Followers and Flustered are mostly Black and make up the largest proportion across the segments.

In terms of priority, seatbelt usage is not top of mind as a road safety issue for motorists and non-motorists. Amongst motorists, driving under the influence (DUI), speed and reckless driving, are higher priorities over seatbelt use across Advocates, Attainers and Followers (committed). For Denialists (non-committed), use of seatbelts is not mentioned at all in their top six most pressing road safety issues.

The form of punishment thought to be most appropriate for not wearing a seatbelt is quite similar to that noted for speed; a fine (63%), followed by prison time (15%) and thereafter licence suspension (12%).

The qualitative findings indicate that seatbelt usage is not viewed as an essential road safety precaution except when it comes to children. Much higher seatbelt usage is noted when road users are around children and elders, in order either to set an example to the younger passengers or to avoid ridicule or criticism from older passengers.

Usage of seatbelts in the backseat is very low. The 'First Kiss' TV ad is highly effective in communicating the gravity of not wearing a seatbelt in the backseat and is emotionally impactful. This advert has the highest reach of the TVCs tested. Of those it did reach, 81% found the message to be relevant, and 87% indicated that their awareness of seatbelts had increased and they were much more likely to wear seatbelts in the backseat.

Qualitative insights revealed that culture plays a major role in the lack of seatbelt usage, particularly amongst Black men.

The wearing of seatbelts is perceived by some to be socially undesirable and could identify one as a novice driver or newcomer to the area, and can therefore put one at risk. There is also a perception that it inhibits driver or passenger freedom within the vehicle, including being able to ride with the seat back low. The latter behaviour is perceived to increase social acceptability.

Law enforcement in town and in certain suburbs is noted to be more visible which induces seatbelt-wearing behaviour.

4.3 Driving Under the Influence

Driving under the influence does not only pertain to the influence of alcohol, but also to driving under the influence of intoxicating drugs.

Both motorists and non-motorists report that driving under the influence is an undesirable behaviour. Even though one in six motorists will admit to driving under the influence of alcohol, it is seen as being totally unacceptable by the majority (74%) of motorists and is noted as being the most pressing road safety issue.

Additionally, more motorists (43%) indicated incarceration, as opposed to house arrest, as an appropriate form of punishment, if someone were to be killed in a crash caused by driving under the influence. The decline in incarceration correlates with an incline in fines as an appropriate punishment for a DUI-caused fatality. In future waves of the Safely Home survey, this trend needs to be monitored closely.

The “Boys” TVC had low reach (7%) in the sample of motorists and non-motorists. Brand linkage was with Arrive Alive, illustrating the ongoing resilience of this brand.

The qualitative research echoes the perception that driving under the influence is the most undesirable of road behaviours. While motorists reported that there will be consequences for this behaviour, qualitative feedback reveals that driving under the influence is reported to be higher when respondents are within closer proximity to their homes or in the so-called “townships”, where threat of prosecution is perceived to be lower.

The cost of driving under the influence is perceived to be low, as motorists reported that it was unlikely that they would be caught and prosecuted for driving under the influence. The biggest deterrent is jail time or loss of one’s driver’s license. The ‘Papa wag vir jou’ TV ad remains top of mind and instils fear (of a possible prison sentence).

The occurrence of DUI is higher when unplanned drinking occurs and motorists’ decision-making becomes impaired by the consumption of alcohol or recreational drugs.

4.4 Vulnerable Road Users (VRUs)

Under this theme, the Safely Home Calendar focusses on child and senior pedestrians, and then cyclists and motorcyclists.

According to the Safely Home site, pedestrians account for 57% of road fatalities in the City of Cape Town, and 44% of province-wide fatalities¹¹. The portal further cites that pedestrian deaths are skewed towards poorer communities and Black males between the ages of 20 and 34 years. More often than not, these fatalities occur in 60km/h speed zones.

Amongst pedestrians, there is some sentiment that motorists do not take enough responsibility in sharing the roads.

Based on the current Safely Home survey, 67% of non-motorists think it is completely unacceptable to walk at night on unlit roads with poor visibility. However, from the qualitative research, non-motorists concur that they are not being proactive in making themselves more visible on the roads. Luminous or reflective clothing is also perceived to be undesirable or 'uncool' by non-motorists, particularly for adults.

Less than one-fifth (16%) of non-motorists claim to cross busy roads/highways at non-designated areas. Blocked pavements/hawkers and lack of designated pedestrian crossings are reported to be a major cause of jaywalking.

Half (50%) of non-motorists report that they know of 'others' who walk on busy roads/highways after consuming alcohol, whilst only 8% reported doing so themselves. The Ubuthakathi TVC is seen to be effective in communicating that pedestrians also need to be wary of walking in the road after consuming alcohol.

4.5 Distracted Driving

One of the major influences of distracted driving is the use of mobile devices. Other distractions include: in-vehicle technologies such as wireless communication, infotainment and driver assistance systems becoming more commonplace.¹²

Texting and driving is reported across the sample as being part of distracted driving. The perceived cost is low for most road users, and while there is awareness of the risk, what emerges from the qualitative research is that this is perceived to be more 'minor', i.e., there is a risk of bumper bashing rather than a major crash and/or loss of life.

Furthermore, motorists are unaware of how distracted they become when driving. In addition, there is an efficacy issue as most motorists find it very hard to tear themselves away from their phones.

The #ItCanWait ad is highly impactful in its message that, if walking and texting is a bad idea, driving and texting magnifies this risk. The execution has high shock value and is very impactful.

¹¹ <https://safelyhome.westerncape.gov.za/campaigns/1546>

¹² K Venter et al for the Road Traffic Management Corporation (RTMC). 2015. Indications of high levels of inattentive and distracted driving in South Africa. Accessed online: https://repository.up.ac.za/bitstream/handle/2263/57986/Venter_Indications_2016.pdf?sequence=1&isAllowed=y

Seven in ten motorists agree that it is completely unacceptable to text while driving. There is almost an equal proportion (71%) who report knowing others who also text while driving. Just more than a quarter (28%) claim to message while driving. And four in ten (39%) claim to drive whilst on a cell phone without using a hands-free device. Driving while using a cell phone with a hands-free device (33%) is not as unacceptable as messaging or not using a hands-free kit (66%).

5.0 Key Findings from the Safely Home Survey

Below are some of the key findings of the general behaviours and attitudes around road safety issues in the Western Cape and how they have changed since Year 1 and Year 2.

- Although road safety continues to be seen as an important social issue in Year 3, there is limited desirable behaviour change year-on-year.
- DUI, as in Year 2, is seen as the most pressing road safety concern, followed by exceeding the speed limit and reckless driving.
- Not wearing seatbelts in the backseat is still considered the least unacceptable behaviour by motorists following on from Year 2.
- There is poor understanding of traffic signals (top flashing red light, orange/amber light and flashing red man) amongst both motorists and non-motorists.
- Just over a quarter of motorists and one in five non-motorists have seen or heard some form of road safety advertising.
- Overall awareness of the road safety hashtags has stabilised, with #SafelyHome being the most recognised amongst motorists and non-motorists. Awareness of the Safely Home logo has also improved significantly.
- TV, radio and outdoor continue to be the primary channels through which road users notice road safety messages.

We make the following recommendations below.

Education/Awareness

- Road safety education and awareness should continue to be a priority as evidenced through low comprehension of traffic signals and the lack of awareness of the impact of disregarding road traffic rules.
- Consider making road safety educational tools more engaging for the youth such as through gamification.

Communication

- Extend the reach of current campaigns, especially those that demonstrate a higher degree of receptivity and that resonate with the audience (e.g., the First Kiss campaign).
- Maintain road safety advertising on multiple media platforms so as to ensure that diverse target groups are reached.

- Continue and reinforce the current communication on the consequences of speed and not wearing seatbelts to embed the message
- Promote channels that freely and anonymously enable citizens to report unlawful driving (such as the Safely Home Reporter platform), with the proviso that these reports will be directed to and acted upon by relevant law enforcement.
- As far as is possible, media communication should be underpinned with strong control measures to create long-term behaviour change.
- Speed and reckless driving is a false dichotomy. There is a need to educate road users that speed is a reckless behaviour regardless of personal perceptions of control.
- Continue to educate road users that incremental speed has a severe impact, for instance even a 5km increase can heighten the possibility of a crash.
- Create awareness that use of any form of cellular or any other digital device, such as a hands-free kit, is still a distraction to motorists, with potentially deadly consequences.

Attitudes/Persuasion/Control

- The threat or fear of punishment should be strong enough to deter undesirable driving behaviours. The cost (consequence) of the bad behaviour must outweigh the benefit. For instance, consider extending the reach of the Random Breath Test (RBT) programme.
- More collaboration with courts and magistrates is needed to ensure effective punishment is meted out for transgressions (and in particular for repeat offenders) and to change the mind-set that there are no real consequences of being caught for traffic offences.
- Consider additional ways of improving collaboration with other sectors of the policing community including the South African Police Service (SAPS) to increase on-the-ground presence.
- Continue leveraging influencers (e.g., local DJs as in the #BoozeFreeRoads campaign) who model desirable road safety behaviour to encourage positive behaviour change and negate any stigmatisation of practising good road safety behaviour.
- Recognise the powerful potential influence of wives, girlfriends and significant others in shaping attitudes, particularly for male offenders. This could be included as an additional dimension of communication strategies.
- Consider age-specific rewards for schoolchildren that are relevant (for example, hand out head torches to all school-going children in non-urban areas who typically walk to and from school).
- Recognise the efforts of compliant road users by developing incentives as a reward for them to sustain their positive practices (i.e. lottery system where participation is dependent on good road safety behaviour).

Design

- Motorists and non-motorists provide various reasons for not wearing a seatbelt which includes discomfort and not being socially desirable. Therefore, consider designing aesthetically desirable/branded seatbelts in order to negate socially 'uncool' perceptions.
- Design and promote the use of desirable reflective clothing for vulnerable road users.
- Make roads more forgiving to human error by developing road environments which utilise design components that acknowledge that people will make errors. This could include elements such as wire rope barriers vs. Armco barriers. Additionally, design that prioritises the protection of pedestrians by separation from traffic (such as bridges and barriers to entering busy roadways) as well as interruption of desire lines (through high median barriers that prevent crossing), can be considered.

End