KANTAR PUBLIC

# FULL REPORT
# The Safely Home Survey, Year 3 (2017)

Prepared by Kantar Public

For the Western Cape Government
Department of Transport and Public Works

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# Table of Contents

# Abbreviations and Acronyms

| | |
|---|---|
| **CAPI** | **Computer Aided Personal Interviews** |
| **CBD** | **Central Business District** |
| **FGD** | **Focus Group Discussion** |
| **HH** | **Household** |
| **IDI** | **In-Depth Interview** |
| **TVC** | **Television Commercial** |
| **WC** | **Western Cape** |
| **WCG** | **Western Cape Government** |

# List of Figures

# List of Tables

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# Appendix

Expert opinions

Language proficiency show card

Overview of TVC campaigns tested between 2015 and 2017

# Notes

| | |
|---|---|
| Number in green | 55% - denotes a significant increase from Year 2 (2016) |
| Number in red | 55% - denotes a significant decrease from Year 2 (2016) |
| ▲ | Significant increase from Year 1 (2015) |
| ▼ | Significant decrease from Year 1 (2015) |

# 1.0: Introduction: Background of 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 13 768[1] while this figure was 14 071 in 2016[2]. A recent estimate of the economic burden put the figure for 2015 at R142 950 584 934[3]. The Western Cape Department of Health reported 1 345 road traffic fatalities in 2017[4].

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 increase 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 2010[5]. These themes are as follows: Speed, Seatbelt use, Driving under the influence, Distracted driving and Vulnerable Road Users.

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 population level. The campaigns and the associated messaging are monitored for impact and responsiveness over 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

The Calendar employs above- and below-the-line marketing to achieve this goal, including TV[6], 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.

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 |

[6] See table in Appendix below illustrating TVC's tested between Year 1 (2015) and Year 3 (2017) of the Safely Home Survey

Within that context, the Calendar established an annual Safely Home survey in 2015, inspired by and partially based on the United Kingdom's (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.

In 2015 (Year 1), Kantar 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 contribute to the strategy of the Department of Transport and Public Works' Safely Home programme.

The benchmark survey measured, inter alia, (a) prevalent attitudes towards road safety, and its perceived importance in relation to other social issues; (b) behaviours, with a particular focus on the dynamics around dangerous behaviours on the road; (c) awareness, understanding and relevance of road safety issues; and finally, (d) the effectiveness of current road safety advertising.

A year later, in 2016, the second wave of the survey (Year 2) was conducted 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 (a measure of the effectiveness of school-based education concerning road safety for both those attending school and those out of school).

As the greater view of the Safely Home study is to create a long-term tool to provide insights and direction for the Safely Home programme and campaigns, the third wave of the study (Year 3), undertaken towards the latter part of 2017, continues with the core foundation of the annual attitudinal survey. The specific changes made to the Year 3 survey are discussed in the section on research objectives that follows below.

One notable change to the Safely Home 2017 survey is the application of Kantar Public's Behaviour Change Framework. This was introduced to nudge the study into more actionable outcomes through understanding key drivers of behaviour.

## 1.2: Research objectives

The core purpose of the Safely Home study is to:

- Gauge and monitor road users' behaviour and attitudes around safety issues in the Western Cape; and
- To establish ways to optimise the Western Cape's road safety communications programme and enhance effectiveness in reducing road deaths.

As indicated previously, Year 1 (2015)[7] of Safely Home was the benchmark survey.

The current wave, Year 3 (2017) of the survey continues in the same vein as the previous two waves, but the scope of the study has been broadened to include the comprehension of a specific selection of road signs and signals as part of the face-to-face tablet-based (CAPI) quantitative survey. This was to establish whether road users (motorists and non-motorists) could comprehend the selection of road signs and signals.[8]

The qualitative component of the study also had a shift in focus. The first two waves dealt with the in-depth exploration of road behaviours and attitudes.

For the Year 3 study, the focus for the qualitative research shifted to interrogating the monthly themes of the Safely Home campaigns (campaign calendar outlined above).

The specific research questions underpinning the third wave of the Safely Home survey are:

- What are the behaviours and attitudes around road safety issues in the Western Cape and how have they changed since Year 1 (2015)?
    - What are the general attitudes towards road safety issues this year? Are they different to 2015 and 2016?
    - What behaviours are being committed by road users? Have there been any changes vs. last year?
    - How do these attitudes and behaviours differ amongst different people/ road users?
    - What is road safety's perceived importance relative to other social issues?
    - Have awareness of and attitudes towards the Safely Home campaign changed since last year?

[7] Safely Home 1 (2015). https://safelyhome.westerncape.gov.za/files/final_safely_home_summary_report.pdf
[8] Images of the road signs are noted in the full report

- How relevant and impactful is the current messaging and how could future communications be optimised?
    - What is the awareness and sentiment towards the following ad campaigns – Ubuthakathi, First Kiss, Knock-on Effect and Boys?
    - Awareness of various road safety themes including #SafelyHome
    - How effective/impactful have the campaigns been in changing attitudes and/or behaviour?
    - What are the behaviours that people are adjusting in response to this campaign?
    - Which issues, and groups, are more likely to see real behavioural change?
- Road signs and signals comprehension (new in 2017)
    - Do the various types of road users (motorists and non-motorists) understand what certain road signs mean?

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 wave of the study, each of these 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 use, were further subjected to a behaviour commitment modelling segmentation.

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-making (this will be covered further on in this report).

# 2.0: Methodology

The methodology employed was in line with the baseline survey (Year 1) and the second wave of the survey (Year 2). This was done to ensure consistency and tracking of elements across the various waves of data collection. To this end, a two-pronged methodological approach was undertaken utilising both a quantitative and qualitative research design.

The study of road users' behaviour and attitudes, now in its third wave of analysis (Year 3), was approached with a triangulation research design. Triangulation assumes that a mixed research methodology, quantitative and qualitative, firstly, delivers deep insights, and secondly, strengthens the findings through the validation of data.

## 2.1: Quantitative

The quantitative aspect of the study comprised of an attitudinal survey. The aim of this was to measure the attitudes and behaviours of motorists and non-motorists regarding road safety in the Western Cape.

Fieldwork was conducted between November and December 2017, among road users (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). A total of 1, 500 respondents were interviewed via Face-to-Face (F2F) Computer Aided Personal Interviews (CAPI). The duration of each interview was approximately 40 minutes.

As with the previous years' studies, respondents were classified according to the mode of transport they used most often. "Motorists" were defined as anyone who personally operated a motorised vehicle, e.g., car, taxi, bus, truck or motorbike. "Non-motorists" were defined as pedestrians, commuters/passengers and cyclists.

As in 2016, the sample comprised three categories: (1) Core, (2) Youth and (3) Mature. The core sample was made up 999 road users of which 500 were motorists and 499 were non-motorists. The youth sample comprised 301 respondents between and including the ages of 15 and 18 years, whereas the mature sample comprised 200 respondents aged 40 years and older. The latter two sample groups were therefore defined by age. It should be noted that the age variable was kept in line with the 2016 study. For Year 3 (2017), the total sample was therefore 1, 500.

Demographically, the core sample of 999 respondents were selected based on the following criteria:

- LSM 5+

- 19-39 year-olds
- Predominant race groups of the Western Cape, i.e., Black, White and Coloured (no Indian/Asian)
- Male or female (this fell out naturally)

In all instances, quotas were placed on race.

The tables below outline the proportional breakdown of each of the sample categories that were achieved in the 2017 study, as outlined in the paragraph above.

Table 1: Sample breakdown of motorists (core sample)

| | | |
|---|---|---|
| **Gender** | Male<br>Female | 67%<br>33% |
| **Age** | 19-29 years<br>30-39 years | 45%<br>55% |
| ***Race** | Black<br>White<br>Coloured | 25%<br>37%<br>37% |
| **LSM** | LSM 5-7<br>LSM 8-10 | 27%<br>73% |
| **Working Status** | Working<br>Not working<br>Student | 89%<br>6%<br>5% |
| **Household Income** | Ave household income | R20,370 |

**Sample quota*

Table 2: Sample breakdown of non-motorists (core sample)

| | | |
|---|---|---|
| **Non-motorist type** | Mainly travel as a passenger<br>Mainly a pedestrian | 48%<br>52% |
| **Gender** | Male<br>Female | 46%<br>54% |
| **Age** | 19-29 years<br>30-39 years | 65%<br>35% |
| ***Race** | Black<br>White<br>Coloured | 58%<br>0%<br>42% |
| **LSM** | LSM 5-7<br>LSM 8-10 | 84%<br>16% |
| **Working Status** | Working<br>Not working<br>Student | 63%<br>31%<br>6% |
| **Household Income** | Ave household income | R9,050 |

**Sample quota*

Table 3: Sample breakdown of the youth and mature sample

| | | Youth (n=301) | Mature (n=200) |
|---|---|---|---|
| **Mode of Transport** | Drive vehicle | 1% | 50% |
| | Bicycle | 1% | 0% |
| | Passenger | 44% | 31% |
| | Pedestrian | 54% | 19% |
| **Gender** | Male | 47% | 56% |
| | Female | 53% | 44% |
| **Age** | 15-17 years | 63% | - |
| | 18 years | 37% | - |
| | 40-49 years | - | 50% |
| | 50-59 years | - | 33% |
| | 60+ years | - | 17% |
| ***Race** | Black | 60% | 14% |
| | White | 0% | 44% |
| | Coloured | 40% | 42% |
| **Working Status** | Working | 3% | 63% |
| | Not working | 7% | 17% |
| | Student | 89% | - |
| | Retired | - | 12% |
| **LSM** | LSM 5 -7 | - | 42% |
| | LSM 8 - 10 | | 58% |
| **Household Income** | Ave household income | R11,000 | R15,709 |

**Sample quota*

### 2.1.1: Brief introduction to behavioural segmentation

As the campaign continues to unpack, understand and bridge the relational gap between road users' attitudes and behaviour, an additional research lens was included through incorporating a commitment segmentation which forms part of Kantar's Behaviour Change Framework, which was incorporated into Year 3.

To this end, new questions were included in the quantitative survey questionnaire, in order to identify and segment road users based on their stated behaviours of (1) wearing a seatbelt and (2) sticking to the speed limit.

The output of the segmentation analysis is described in Figure 1 below. The output of the above four paradigms (through the specific question constructions) produces six commitment-based segments[9]. These segments are described in the figure below.

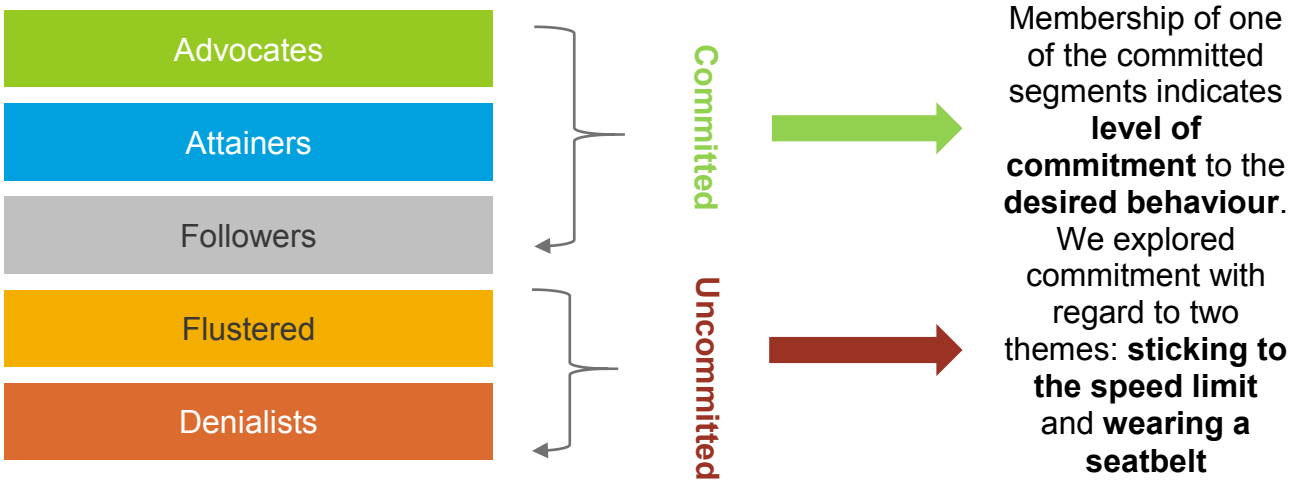



Figure 1: Commitment-based segments

[9] 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.

Each segment indicates a different level of commitment, from the segment of people who do not accept that they may be undertaking an undesirable behaviour (not committed to any form of behaviour change) the two bottom-most segments of the aforesaid figure, to the desired segment of people who model positive behaviour and are more likely to commit to change, found at the middle towards the top-most segments.

Below is a description of each segment.

- **Advocates**: The segment that demonstrates the strongest commitment (consciously and unconsciously). They are most likely to role model the right behaviours and they seek to influence change among those around them.
- **Attainers**: They are strongly committed to the correct behaviour. However, they are unlikely to actively seek to influence others, unless they are inspired to do so.
- **Followers**: A desire to do the 'right' behaviour, but the segment is strongly influenced by those around them (i.e. by influencers), by the 'loudest voice', as well as by their perception of 'social norms'.
- **Flustered**: This segment of people are strongly conflicted in their behaviour. While they may not 'actively' want to exhibit wrong behaviours and go against the 'social norm', their unconscious attitudes serve as barriers.
- **Denialists**: This is the segment that refuses to acknowledge that their behaviour, value or issue is something that should be taken seriously. They are the most likely to be exhibiting the undesirable behaviour.

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-making.

Human behaviour results from interactions between two systems: the automatic or instinctive system referred to as 'Systems 1', and the reflective or deliberative system referred to as 'Systems 2'. Successful behaviour change starts by systematically deconstructing all possible rational, unconscious and emotional influences and understanding where they interconnect.

There are many factors that inhibit change and the role and interplay between these variables is complex. Amongst others, the circumstantial landscape – our physical environments and market triggers as well as our attitudinal landscape – societal norms, our personal values, and the appraisal of personal costs vs. benefits, to variable degrees, influence the choices we make. Not only is it important to know what these drivers of choices are, but an additional analytical dimension that is requisite, is to examine the extent to which people are committed to certain values or intentions.

The desired outcome of the segmentation lies in converting the identified target audiences to committed states (i.e., committed to the right/intended behaviour) and ultimately generating sustained behavioural change. As will be shown in Section 7 of this report, the segmentation enabled us to profile road users within each segment for attitudes specific to wearing (i) a seatbelt and (ii) sticking to the speed limit.

## 2.2: Qualitative

As in the 2016 study, a Qualitative research component was employed to add depth and nuance to the data collected in the quantitative design.

Nine focus group discussions (FGDs) were conducted amongst different types of road users (motorists and non-motorists) at Kantar's Cape Town offices from 21 November to 13 December 2017. Each FGD comprised between six to eight participants.

Participants were recruited as road users in Cape Town and were either motorists or non-motorists (as defined earlier in this report).

In addition to the FGDs, two other qualitative approaches were utilised in 2017.

This included cognitive immersions/driver immersions amongst respondents who commit particularly high-risk road transgressions, such as driving over the speed limit and not wearing a seatbelt.

In-depth interviews (IDIs) were also conducted with selected experts in the fields of communication and behaviour change.

The table overleaf outlines the demographic composition of the nine focus groups.

Table 4: Demographic profile of focus group participants (motorists and non-motorists)

| Focus group number | Target group | Age | Race | Gender | HH income |
|---|---|---|---|---|---|
| 1 | Motorists | 20-29 | Coloured | Males | Low |
| 2 | Non-motorists | 16-17 | Coloured | Males | Middle |
| 3 | Non-motorists | 20-29 | Black | Males | Low |
| 4 | Motorists | 20-29 | Black | Males | Middle |
| 5 | Non-motorists | 20-29 | Coloured | Males | Middle |
| 6 | Motorists | 20-29 | Coloured & White | Males | High |
| 7 | Mix of Motorists/Non-motorists | 30-39 | Black | Males | Low |
| 8 | Motorists | 30-39 | Black | Males | Middle |
| 9 | Non-motorists | 30-39 | Coloured | Females | Middle |

### 2.2.1 Cognitive immersions

The rationale behind employing the cognitive immersion technique is embedded within the Behaviour Change Framework, where behaviours can be observed and the autonomous and/or reflective influences on decision-making can be interrogated.

A typical driver immersion would require a researcher to be a passenger in a car, where the driver would, in this case, commit an offence of either speeding or not wearing a seatbelt. However, in order to manage ethical implications as well as respondent bias, the immersion technique in this study was slightly modified. Participants who fulfilled the criteria of being regular committers of one of the two offences were recruited to participate in the immersions on the basis of self-claimed behaviour.

For the cognitive immersions, two focus groups were conducted with each group of people. An initial focus group was conducted among these participants to understand their thought processes and motivations underpinning the respective offending behaviour. A week later, after a series of diary recordings of own and others' behaviour *vis-à-vis* the respective high-risk activity, they were invited for a second follow-up focus group to assess how their behaviour had changed (if at all). The technique proved to be a creative way in which detailed understanding could be derived off a complex set of behaviours.

Table 5: Focus group composition amongst motorists and non-motorists

| Cognitive immersion group number | Offence | Race | Gender | Age | HH Income |
|---|---|---|---|---|---|
| 1 | Speeding | Coloured | Males | 25-34 | R10k-R30k |
| 2 | No seatbelt | Black | Males | 25-34 | R10k-R30k |

### 2.2.2 Expert interviews

The purpose of conducting these interviews was to explore expert recommended techniques that could be employed to improve road safety behaviour. Expert interviews were conducted with the following specialists in the field of Communication and Behaviour Change: Professor Andre Hofmeyr, Professor Glenn Harrison and Conn Bertish.

The expert interviews made reference to four theories with origins in behavioural science, political theory and economics: (i) Nudging and boosting, (ii) Gamification, (iii) Positive Reinforcement and (iv) Deterrence theory. These theories provide guidance on practical ways in which people's behaviour can be shifted (refer to Appendix 1).

These perspectives serve the purpose of closing the gaps between knowledge, attitudes and values, and actual behaviour. The intention of these approaches is not to force people into a compliant behaviour state, but to influence their motives, incentives, intentions and decision-making.

## 2.3: Dual Systems Thinking

As mentioned above, human behaviour results from interactions between two systems: the automatic or instinctive system referred to as ‘Systems 1’, and the reflective or deliberative system referred to as ‘Systems 2’.

Successful behaviour change starts by systematically deconstructing all possible rational, unconscious and emotional influences and understanding where they interconnect.

Dual systems thinking is described below.

### Systems 1: The automatic/instinctive system (Behavioural Economics)

This system suggests a way of thinking wherein we are often not consciously aware of the reasons for our behaviour or where the attitudes and beliefs we hold may be latent or hidden.

Typically, these involve habitual behaviours (things we do without necessarily being aware of); heuristics (the mental shortcuts we unknowingly make that influence our behaviour); emotion; and context or environmental influencers.

It can also include unconscious norms and perceptions of morality. Here’s one example in how our (risky) habits are explained:

> *It’s OK for me, as a driver, to check my messages and quickly send a text on my cell phone, so long as I am stopped at a traffic light.*

Evidence confirms that automatic processing accounts for a large proportion of our day-to-day behaviour. Automatic processing of this nature is very difficult for people to identify and articulate openly through research.

The thinking patterns underlying this system are discussed in Table 6 below.

Table 6: Automatic/instinctive influences of Systems 1

| | | | |
|---|---|---|---|
| **Habit** | **Routine**<br><br>Is the behaviour or an element of the behaviour a part of an existing routine? | **Frequency and stimulus**<br><br>Is the behaviour something that occurs frequently?<br><br>Is it stimulated or is it a specific response to stimulus? | **Self-awareness**<br><br>Is the behaviour a habit I am aware of (on some level), or do I not realise I'm doing it (highly conditioned)?<br><br>What am I completely unaware of? |
| **Heuristics** | **'Rule of thumb'**<br><br>Is the behaviour subject to mental shortcuts? | **Conditioning**<br><br>Is the behaviour or value something I exhibit/do/respond to without actually realising it? | **Self-awareness**<br><br>Is my conditioned response (unconscious bias) aligned with my stated or conscious position?<br><br>What am I completely unaware of? |
| **Context, Setting or Design, Access** | **Environmental**<br><br>Is the behaviour influenced by the physical environment? | **Situational**<br><br>Is the behaviour influenced by the situation or the context? | **Self-awareness**<br><br>Which contextual and situational variables am I, on some level, rationally aware of?<br><br>What am I completely unaware of? |

## Systems 2: The reflective/deliberative system (Traditional Behavioural Theory)

This system describes human behaviour as planned or logical, and where we are consciously aware of our knowledge, attitudes and beliefs. The basic premise of this system is that people, in general, are rational. Reason dominates and motivates our decision-making processes.

This system would typically be associated with an individual's assessment of personal 'costs and benefits' of the behaviour, their sense of efficacy to do/not do the behaviour, and the perceived legitimacy of policies and legislation surrounding the behaviour.

They can also involve what an individual rationally identifies as social and cultural norms, and morality of the behaviour itself. An example of the cost/benefit reflection is:

> *If I use my cell phone while driving, my behaviour is unlikely to be sanctioned by traffic authorities and therefore I will continue to drive and text at the same time. Also, it will save me some time for when I get home.*

This 'thinking process' drives a smaller segment of our behaviour choices than the alternative Systems 1 approach. Traditional behaviour change strategies have focused on this system – the elements which people are able to more easily articulate in research.

The table overleaf describes 'Systems 2,' which is the reflective or deliberative influences that drives some of our decision-making. The description shows the kinds of questions we ask ourselves before we take action.

Table 7: Reflective/deliberate influences of Systems 2

| | | | |
|---|---|---|---|
| **Beliefs about Costs and Benefits** | **Threat appraisal**<br><br>What is my susceptibility to the threat posed if I don't perform the desired behaviour?<br><br>What is the severity if it happens? | **Benefits**<br><br>What are the perceived benefits of adopting the desired behaviour vs. perceived benefits of not adopting? | **Costs**<br><br>What will I have to go through to perform the desired behaviour or what will I miss out on if I stop the undesired behaviour? |
| **Beliefs about Efficacy** | **Response efficacy**<br><br>Will the suggested behaviour/skill/action actually work? | **Self-efficacy**<br><br>Am I capable of performing the desired behaviour?<br><br>Can I be capable of performing the desired behaviour? | **Barriers and facilitators**<br><br>What are the barriers that will make it harder?<br><br>What are the facilitators that will make it easier? |
| **Beliefs about Social and Cultural Norms** | **Close others**<br><br>What will the people I care about –- partner, close friends, family – think if I perform/do not perform the behaviour? | **More distant others**<br><br>What will other people I know – neighbours, work colleagues, acquaintances – think? | **Cultural norms**<br><br>How is the behaviour viewed within my ethnic community?<br><br>Is it consistent with the values of my culture/ethnicity? |
| **Legitimacy** | **Justification**<br><br>Who made the law? On what authority?<br><br>What are the reasons for the law? Does the evidence support the law? | **Application**<br><br>Is the law clear, or ambiguous/vague?<br><br>Are the laws applied equally to all people? | **Penalties**<br><br>Are the penalties fair or too harsh?<br><br>Do the penalties impact equally on everybody? |
| **Morality** | **Right vs. wrong**<br><br>Overall, is the behaviour 'the right thing to do'?<br><br>Is it 'the right thing to do' under some circumstances but not under others? | **Core values**<br><br>Is it consistent or inconsistent with my other values? | **Impact on others**<br><br>Does the behaviour hurt other people? If it harms only me, does that impact society in other ways? Does it set a bad example? |

Influences, described in Table 8, can be assessed fairly easily from a research point of view as, in general, people are able to easily articulate and rationalise their choices. However, because of the reliance on stated attitudes and intentions, this framework falls short as a predictor of actual behaviour.

In this context, looking at behaviour change through a behavioural economic lens makes an important contribution to delivering deeper insight and value into the drivers and influences of change.

Table 8: Summary of Systems 1 and Systems 2 thinking

| Systems 1 | Systems 2 |
|---|---|
| Fast | Slow |
| Unconscious | Conscious |
| Automatic | Reason |
| Everyday decisions | Complex decisions |

It is important to acknowledge the potential role of both Systems 1 and Systems 2 thinking. The interplay between these two systems is equally important in understanding the factors that drive our decisions.

The Behaviour Change Framework suggests four ways to address the influences of decision-making, as described in Figure 2:

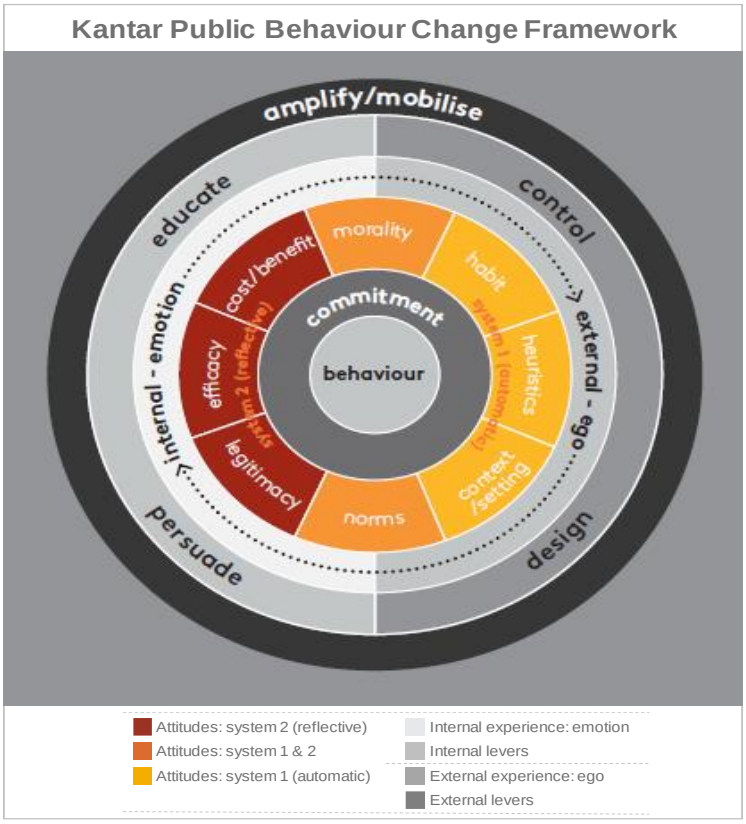



Figure 2: Kantar's Behaviour Change Framework

Depending on where the major influences lie, the strategy should be to **educate**, to **control**, to **design** and/or to **persuade**. More often than not, a multi-layered approach is required to change behaviour in the target segments.

The above paragraphs show that the dual systems approach and the commitment segmentation together deliver a systematic approach to closing the gap between what we value or intend to do and what we actually do. Commitment sits at the heart of behaviour change, without discounting the importance of a multiplicity of reflective and automatic influences on our behaviour.

# 3.0: Road Safety Landscape

This section provides an overview of the profiles of respondents (motorists and non-motorists) 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.

## 3.1: Road user profile

This section will cover a discussion around motorists and non-motorists. Results will be compared for the three-year period.

### Motorists

*Valid driver's license:* The landscape in terms of driving experience remains relatively stable from Year 1 (2015) and Year 2 (2016) with a slight (1%) increase in motorists claiming they have a valid driver's license (99% in Year 3).

In Year 3, almost the full sample of motorists (99%) claimed to have a valid driver's licence (vs. 2015: 95%, 2016: 98%). There is a slight increase in the number of motorists who have been driving for more than seven years, with just more than half (52%) of the sample, in 2017, reporting that they have been driving for more than seven years (vs. 2015: 50%, 2016: 47%).

*Type of journey:* Travelling to and from work remains the most frequent type of journey made by motorists (85%) in Year 3, a significant increase from Year 1 (79%). This is closely followed by a significant increase in travelling with adult passengers in the car from 74% in Year 1 to 81% in Year 3, suggesting that ride-sharing is increasing. Among those travelling for work, 76% spend less than 10 hours a week driving (vs. 2015: 81%, 2016: 77%).

In Year 3, a significantly lower number of motorists (20%) travel to and from places of entertainment compared to Year 2 (30%). This could possibly mean that the usage of e-hailing taxi services, such as Uber or Taxify, is a choice for certain kinds of travel.

Travelling on short local trips and using the highway has also decreased in the short term (2017 vs. 2016), with the former (local trips) being significant (74% in 2016 vs. 68% in 2017).

About one in five motorists (18%) frequently drive long journeys (measured as more than 100km). This has decreased significantly from Year 1 (26%) and Year 2 (27%).

The two charts below illustrate the above.

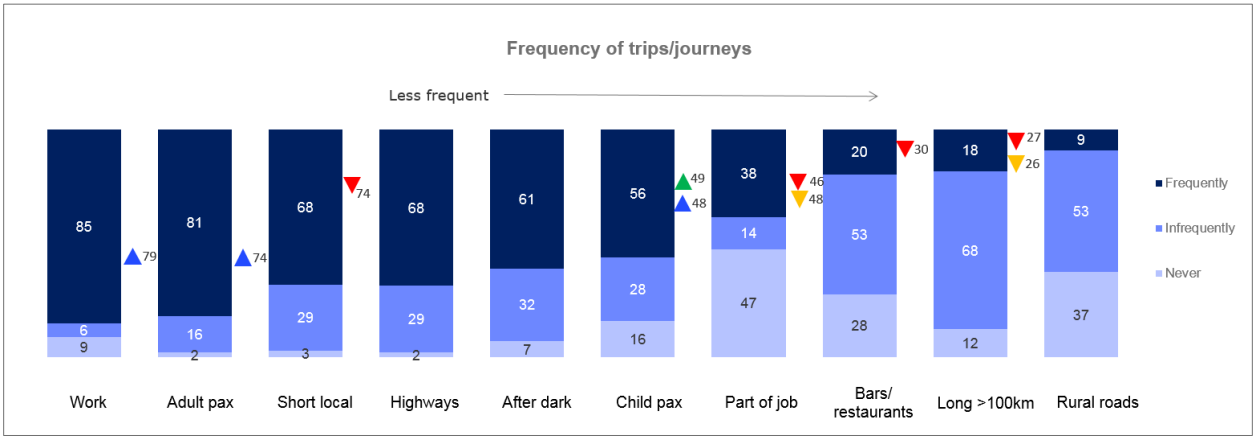



Figure 3: Frequency/types of journeys made by motorists

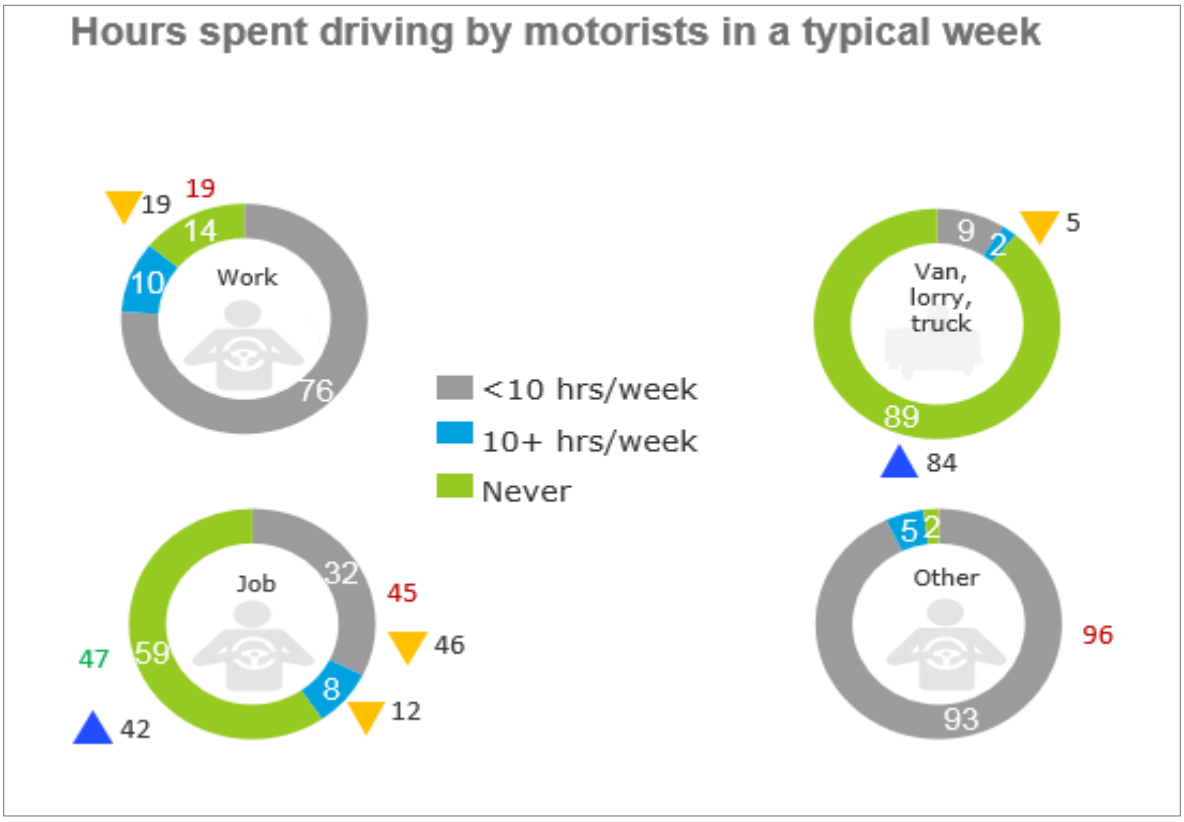



Figure 4: Hours spent driving by motorists

### Non-motorists

*Mode of transport:* In Year 3, as shown in Table 9 below, significantly fewer non-motorists (48%) travel as a passenger in a car, bus or taxi (vs. 57% in 2016). The remaining 52% are mainly pedestrians. The latter is a significant increase from 2016, which was at 43%.

Table 9: Primary mode of transport for non-motorists

| Primary mode of transport for non-motorists | |
|---|---|
| 48% | Mainly travel as a passenger in a car, bus or taxi |
| 52% | Mainly a pedestrian |

Fewer non-motorists claim to have a valid driver's licence (4%) compared to 6% in Year 2 and 5% in Year 1.

*Hours spent on the road:* Of those non-motorists who travel in a car or taxi, overall hours spent on the road have increased significantly in Year 3 (69%) compared to Year 1 (63%). A significantly higher number of non-motorists (83%) vs. (74% in Year 1) spend over 15 hours per week walking.

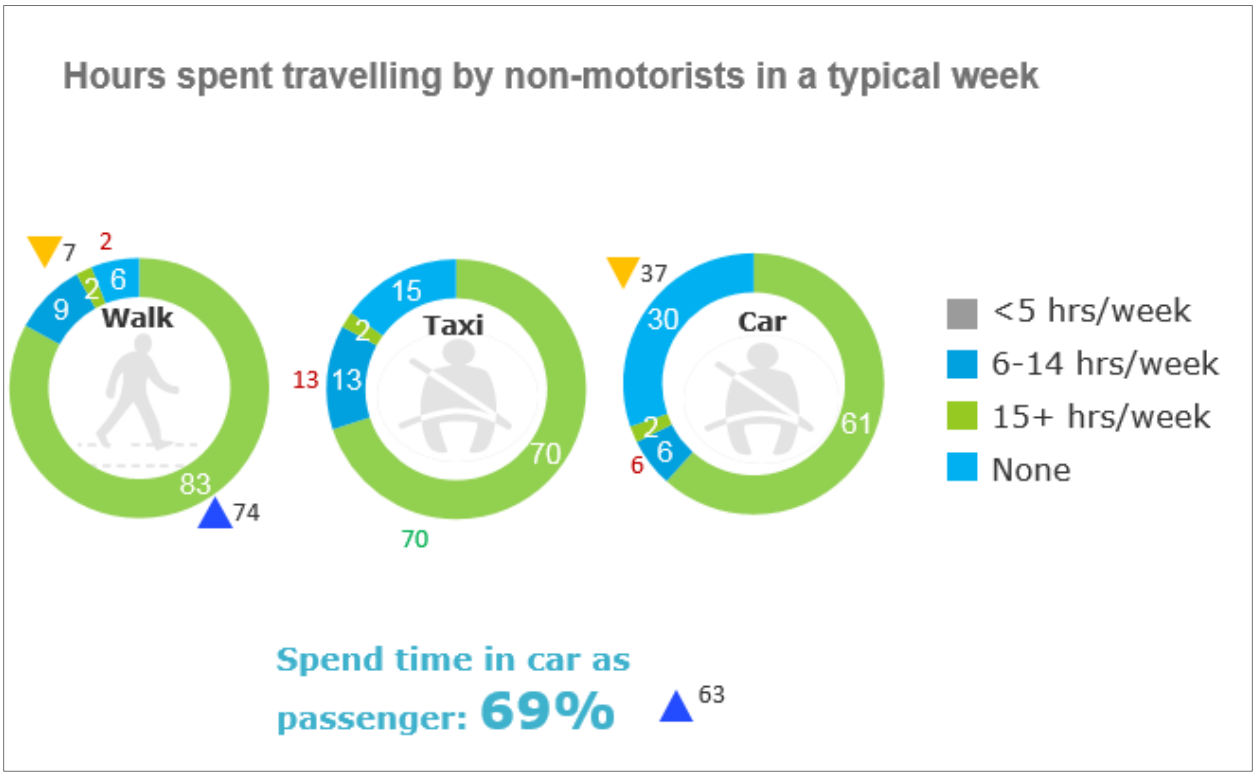



Figure 5: Hours spent travelling by non-motorists

*Type of journey:* In Year 3, non-motorists are spending significantly less time making trips on (i) highways (16%) and (ii) as part of their job (9%) compared to 27% and 19% respectively, in Year 2.

The top three reasons for trips made by non-motorists – trips to and from work, trips with other adult passengers and short local trips – remain consistent over the three years.

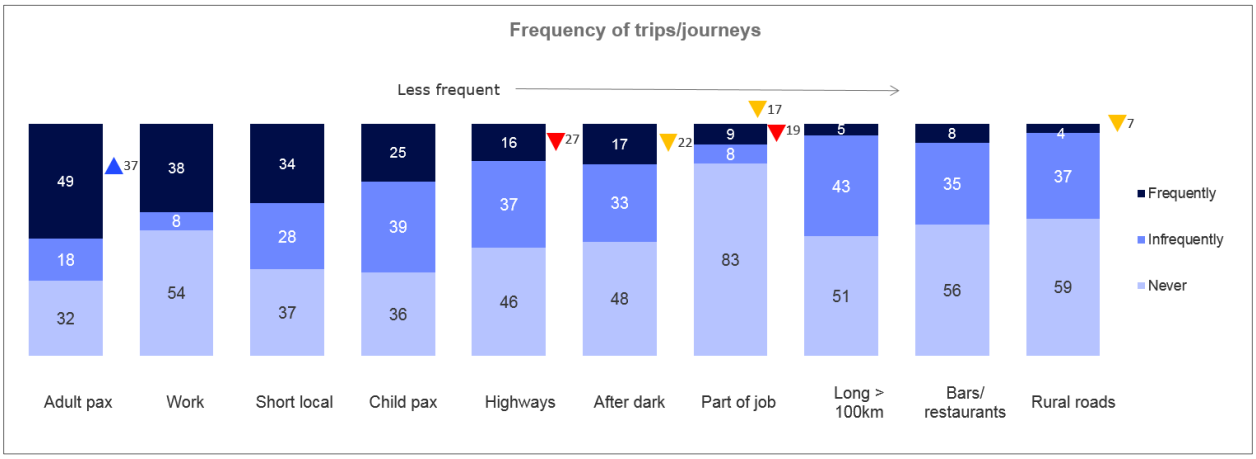



Figure 6: Frequency/types of journeys made by non-motorists

**Affected by road trauma**

In terms of road trauma, the Year 3 survey results reveal a significant decrease (52%) among motorists who have no knowledge of someone affected by road trauma (2015: 57%, 2016: 61%; 2017: 52%). Of those motorists who know of someone affected by road trauma, drivers and passengers make up the majority in all three years.

Claim of personal trauma, being injured in a crash, has gone back to Year 1 levels at 7%. Knowing of someone affected by road trauma remains higher among motorists aged 30-39 years.

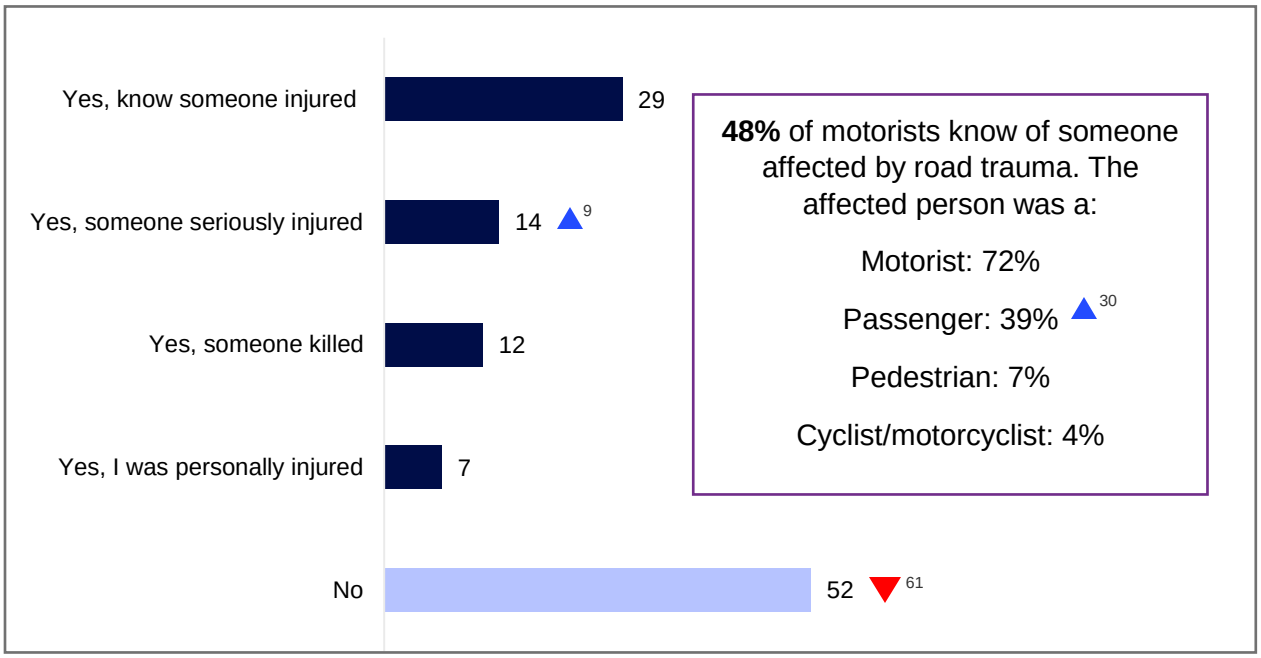



Figure 7: Knowledge of someone affected by road trauma among motorists

The likelihood of non-motorists (30%) knowing someone who has been affected by road trauma is lower than for motorists (48%). Additionally, among non-motorists, there is greater awareness of pedestrians who are affected by road trauma, than there is amongst motorists.

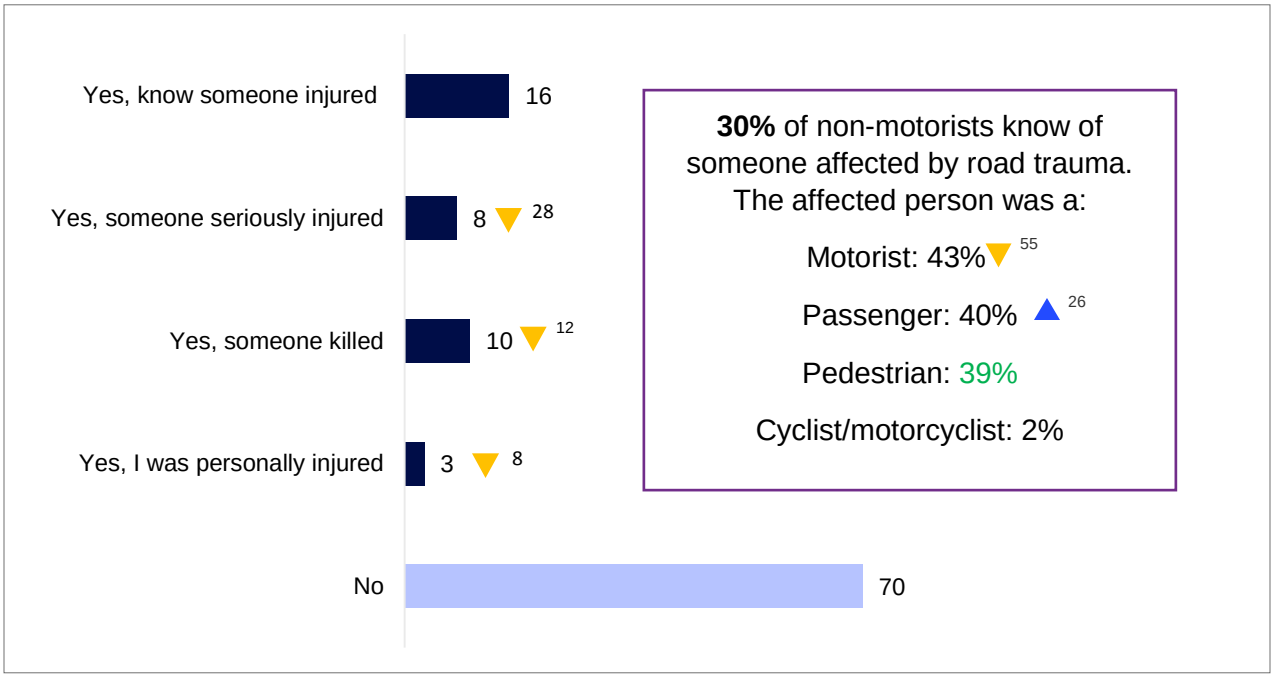



Figure 8: Knowledge of someone affected by road trauma among non-motorists

## 3.2: 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

Road safety is examined as a social issue relative to other issues. In each survey since Year 1, respondents have been asked to rank social issues inclusive of road safety (in order of importance) for the government to focus on.

In Year 1 and Year 2, there were 15 issues presented to the respondent. Within the context of the current state of the Western Cape's water crisis, 'water shortage' was added as an additional issue to the 15 issues.

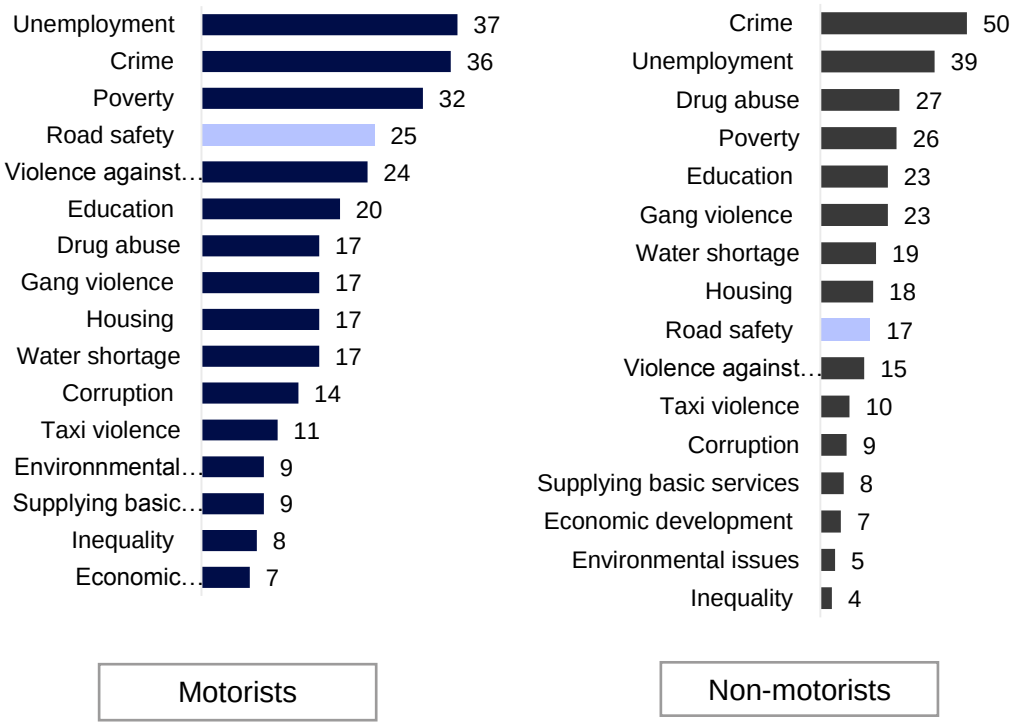



Figure 9: The importance of road safety as a social issue among motorists and non-motorists (%)

In Year 3, motorists rank road safety (25%) in 4th place, after the social issues of unemployment (37%), crime (36%) and poverty (32%). In Year 2, unemployment was ranked in 4th place (2016: 29%). Unemployment has now moved up to the top in Year 3.

Non-motorists, in contrast, rank road safety about halfway through the spectrum of other social issues. Crime (50%), unemployment (39%) and drug abuse (27%) rank higher than road safety (17%).

The tables overleaf shows the impact on the share of perception that water shortage had on the overall ranking of the other issues for both motorists and non-motorists.

Table 10: The importance of road safety as a social issue among motorists (with and without water shortage attribute)

| The top most important social issues | Including new attribute 'water shortage' | Excluding new attribute 'water shortage' |
|---|---|---|
| Unemployment | 37% | 37% |
| *Crime* | *36%* | *41%* |
| Poverty | 32% | 36% |
| *Road safety* | *25%* | *27%* |
| Violence against women and children | 24% | 25% |
| Education | 20% | 20% |
| Drug abuse | 17% | 19% |
| Gang violence | 17% | 20% |
| Housing | 17% | 17% |
| *Water shortage* | *17%* | *N/A* |
| Corruption | 14% | 15% |
| Taxi violence | 11% | 11% |
| Environmental issues | 9% | 11% |
| Supplying basic services | 9% | 8% |
| Inequality | 8% | 6% |
| Economic development | 7% | 6% |

Table 11: The importance of road safety as a social issue among non-motorists (with and without the water shortage attribute)

| The top most important social issues | | Including new attribute 'water shortage' | Excluding new attribute 'water shortage' |
|---|---|---|---|
| Crime | | 50% | 57% |
| Unemployment | | 39% | 41% |
| Drug abuse | | 27% | 30% |
| Poverty | | 26% | 28% |
| Education | | 23% | 26% |
| Gang violence | | 23% | 24% |
| Water shortage | | 19% | *N/A* |
| Housing | | 18% | 16% |
| Road safety | | 17% | 20% |
| Violence against women and children | | 15% | 17% |
| Taxi violence | | 10% | 11% |
| Corruption | | 9% | 10% |
| Supplying basic services | | 8% | 4% |
| Economic development | | 7% | 7% |
| Environmental issues | | 5% | 3% |
| Inequality | | 4% | 4% |

As can be seen from the tables above (table 10 and table 11), the relative importance of social issues shifts when the water shortage attribute is added. This suggests that the water crisis impacts on short-term importance.

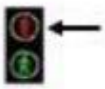
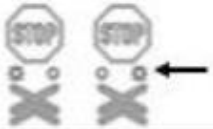
When the 'water shortage' attribute is excluded from the list of issues, crime remains important and the top-of-mind social issue in the long term, for all road users.

Overall, road safety as an important social issue has slightly increased for motorists since Year 1 (2017: 25% vs. 2015: 21%), and remained similar at 18% for non-motorists (vs. 17% in 2017).

## 3.3: Understanding of road signs and traffic signals

In Year 3 (2017), road users' comprehension of a select set of road signs and traffic signals was introduced in the quantitative survey. For each road sign or traffic signal, they had to select, from a set of descriptions, which description best indicated what the sign or signal referred to. Initially, eight road signs and traffic signals were considered, but six were eventually included in the survey:

Table 12: Original set of eight road signs and traffic signals

| | | | |
|---|---|---|---|
| What is understood by viewing this sign? | What is understood by the top red light flashing? | What is understood by the Red Person symbol light flashing? | What does the amber light mean? |
|  |  |  |  |
| What is understood by viewing this sign? | What does this version of the sign represent? | What does it mean when this sign is accompanied by alternative flashing lights? | What is understood by viewing this sign? |
|  |  |  |  |

The results are shown in Table 13 overleaf.

- Children may be crossing ahead

The road sign depicting 'children may be crossing ahead' has the highest correct identification across all groups of road users.

- Alternate flashing lights

The majority of road users also correctly identified 'alternate flashing lights' with motorists, in particular, having the highest proportion of correct answers.

- Top red light flashing

The awareness of road traffic light signals is cause for concern. The majority of motorists (49%), non-motorists (38%) and mature road users (49%) indicate that the 'top red light flashing' means the traffic lights are out of order. They do not, however, follow through with the further understanding that such traffic lights must be treated the same as a 'stop' sign and they are required to behave accordingly.

- Red person symbol light flashing

The flashing red figure was not fully understood. One-third of motorists correctly state that the pedestrian should not cross until the green figure is showing and equally, one-third say it means to proceed with caution. Just over half (53%) of non-motorists correctly interpreted the sign whilst a majority of the youth sample (38%) also correctly interpreted this sign.

- No pedestrian may try to be picked up by passing cars, and no cars may stop in this area

The majority of road users identified this road sign to mean that it is illegal to hitchhike: motorists (58%), non-motorists (55%), youth (43%) and mature (48%). Although this is a partially correct response, the 'it is illegal to hitchhike' was in fact a distractor item in the list of possible response choices. The sign actually means that cars may not stop at this point for any reason. The results do, however, show that the broad understanding of the behaviour associated with the sign is clear to the road user.

- Amber/orange light

The amber/orange light is the traffic signal with the lowest understanding. Motorists indicate incorrectly that it means reduction of speed (46%) or to approach with caution (26%). A similar pattern is seen with non-motorists, and the youth and mature segments.

An alarming number of road users indicate that this signal means to accelerate into the intersection before the light turns red: motorists (10%), non-motorists (20%), youth (16%), and mature (14%).

These results are of concern as it is directly opposed to the correct meaning which is to stop if you can do so safely; otherwise, go with caution. Changing this perception (and probably behaviour, especially amongst motorists), should be a key priority for road signs.

Table 13: Road signs and traffic signals with proportions of correct responses by sample groups

| Road sign | Correct message | Motorists | Non-motorists | Youth | Mature |
|---|---|---|---|---|---|
|  Children may be crossing ahead | Children may be crossing ahead; slow down and be on the look-out | 77% | 71% | 74% | 70% |
|   Alternate flashing red lights* | Stop and check that the track is clear before crossing | 75% | 65% | 54% | 67% |
|  Flashing red light* | Treat the signal the same as a stop sign | 39% | 29% | 39% | 30% |
|  Flashing red figure* | You may not enter the road until a green figure appears | 34% | 53% | 44% | 38% |

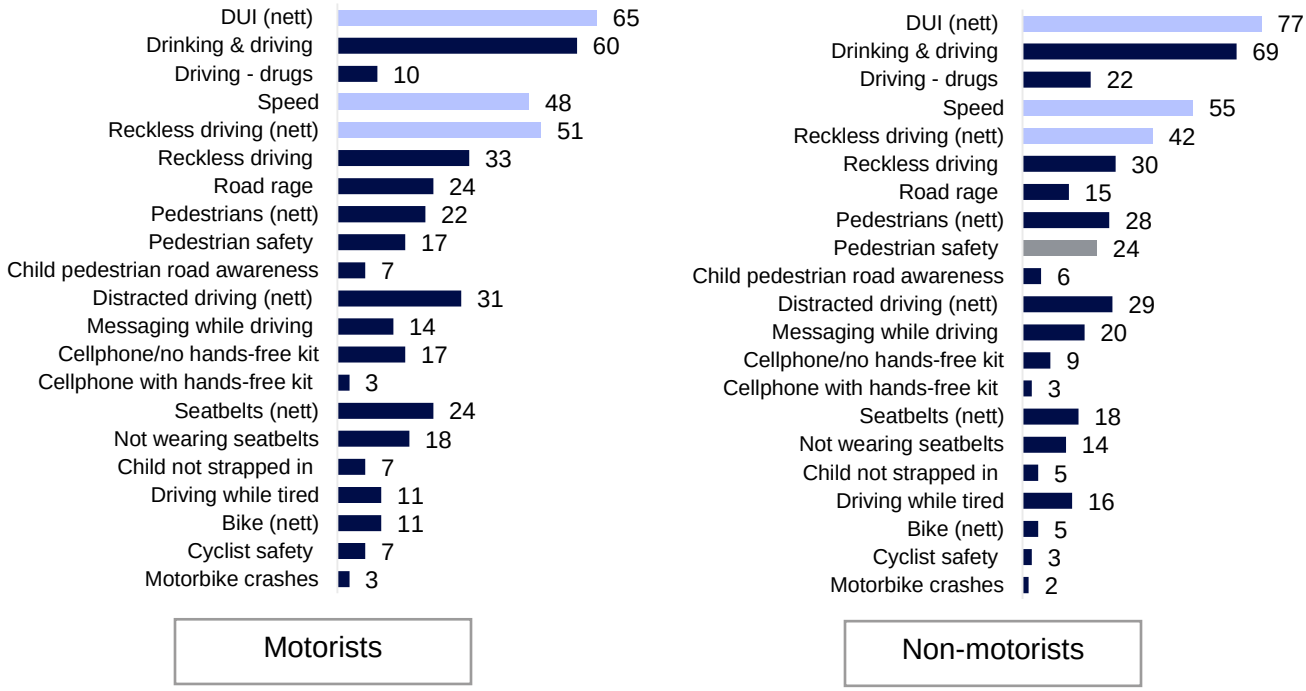
| Road sign | Correct message | Motorists | Non-motorists | Youth | Mature |
|---|---|---|---|---|---|
|  No pedestrian to be picked up/no car to stop | No pedestrian may try to be picked up by passing cars, and no cars may stop | 32% | 29% | 40% | 42% |
|  Amber/orange light | Stop, except where it cannot be done safely | 16% | 19% | 9% | 20% |

*These were shown as GIFs to respondents

## 3.4: Key road safety issues

Motorists and non-motorists were asked to identify the top three most pressing road safety issues, off a list of 15 issues, for the government to address.

Figure 10: Most pressing road safety issues among motorists and non-motorists (%)




Driving under the influence of alcohol or drugs (DUI), speed and reckless driving top the list for motorists and non-motorists in Year 3. This finding remains the same as in Year 1 and Year 2.

DUI is a more pressing concern for non-motorists than for motorists (motorists: 65%; non-motorists: 77%). The level of importance attached to DUI amongst motorists has decreased since Year 1 (2015: 77% vs. 2017: 65%).

In Year 3, non-motorists regard speed to be a bigger issue than motorists, as in Year 2. However, they are less likely to cite seatbelts as an issue.

## 3.5: Road crash acceptability and Government's responsibility

In Year 3, both motorists and non-motorists feel that road crashes are unacceptable and avoidable (motorists 36% vs. non-motorists 33%). This sentiment has lessened from Year 2 in which 38% of (both) motorists and non-motorists felt that road crashes are unacceptable and avoidable.

Nearly two-thirds (61%) of motorists state that zero road deaths is the only acceptable number. In terms of road fatality estimations, for both National and the Western Cape, motorists predict the actual number of road fatalities to be lower than the actual number.

- National: 56% of motorists estimated the number of road deaths to be less than 17 077, which is the actual number of road deaths nationally[1].
- Western Cape: 46% of motorists estimated the number of road deaths to be less than 1 310 which is the actual number of road deaths in the province[2].

Motorists believe that the government should increase traffic enforcement by; one, putting harsher punishments in place (36%) and two, doing more to ensure that traffic laws are obeyed (27%) (Table 14). The latter sentiment has lessened since Year 1 (34%), especially for non-motorists, which was at 40%.

Table 14: Road crash acceptability among motorists vs. non-motorists

| Road crash acceptability | Motorists | Non-motorists |
|---|---|---|
| Unacceptable and avoidable; government should put harsher punishments in place | 36% | 33% |
| Part of life but government should do more to ensure traffic laws are obeyed | 27% | 33% |
| Unacceptable but government is doing all they can | 29% | 29% |
| Inevitable and just part of life | 6% | 3% |
| Don't know | 2% | 2% |

# 4.0: Key Road Safety Behaviours

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

## 4.1: Acceptability of behaviours, motorists vs. non-motorists

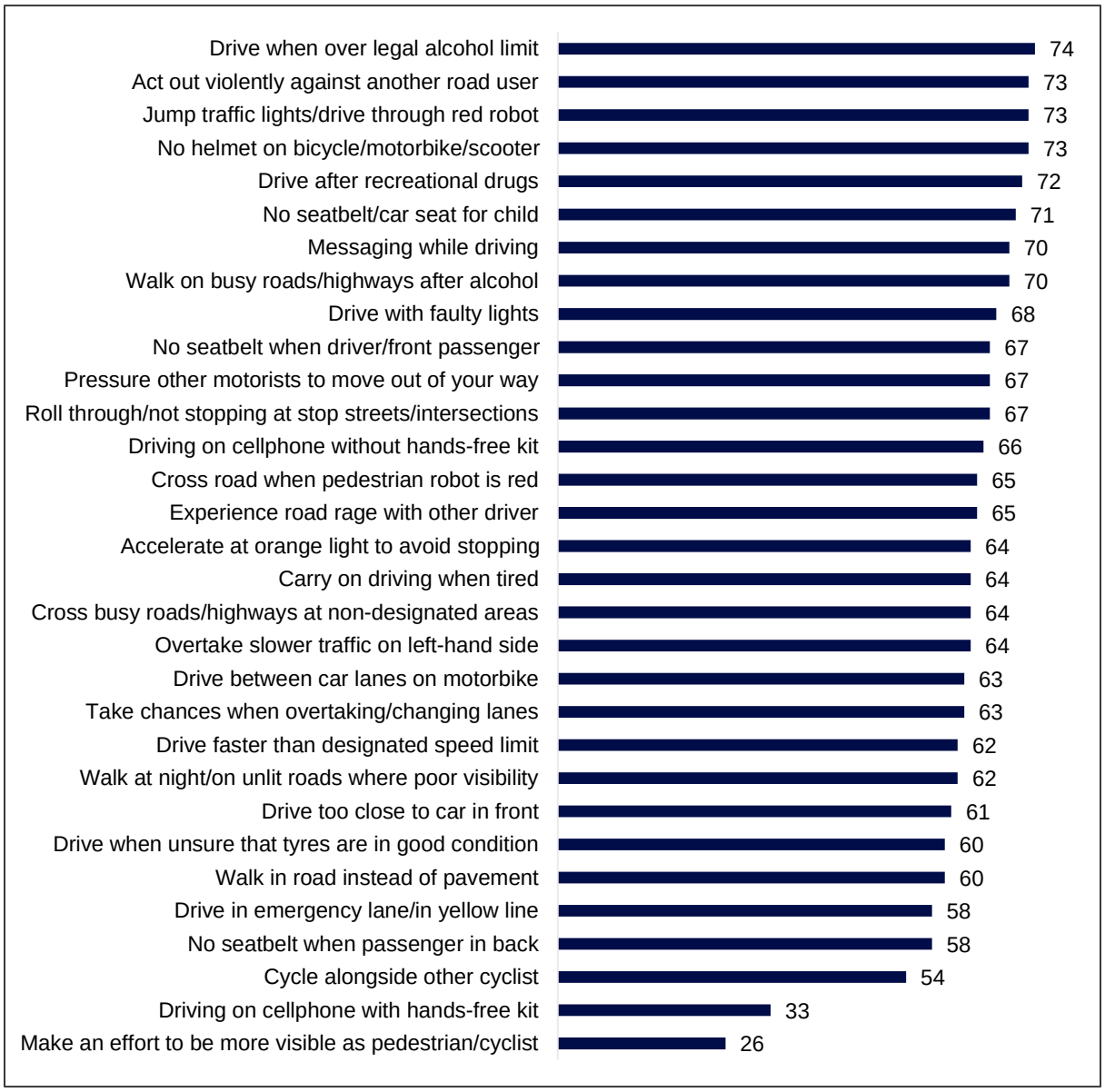



Figure 11: Road usage behaviours considered by motorists to be completely acceptable (%)

Similar to Year 2, in Year 3 motorists consider driving when over the alcohol limit (74%), acting violently against another road user (73%) and jumping a red traffic light (73%) to be the top three most unacceptable road behaviours. Driving over the legal alcohol limit remains at the top since Year 1.

See table below for the year-on-year comparison of the top three most unacceptable behaviours as rated by motorists.

Table 15: Year-on-year comparison of top three unacceptable road behaviours among motorists

| 2015 | Top three issues | % |
|---|---|---|
| | Drive when over legal alcohol limit | 76 |
| | Drive after recreational drugs | 75 |
| | No seatbelt/car seat for child | 75 |
| 2016 | | |
| | Drive when over legal alcohol limit | 72 |
| | Act out violently against another road user | 72 |
| | No seatbelt/car seat for child | 71 |
| 2017 | | |
| | Drive when over legal alcohol limit | 74 |
| | Act out violently against another road user | 73 |
| | Jump traffic lights/jump red robot | 73 |

Not wearing a seatbelt as a driver or as a front passenger fares slightly lower (67%). Not wearing a seatbelt as a passenger in the back has significantly decreased since Year 1 (2015: 63%; 2016: 67%; 2017: 58%).

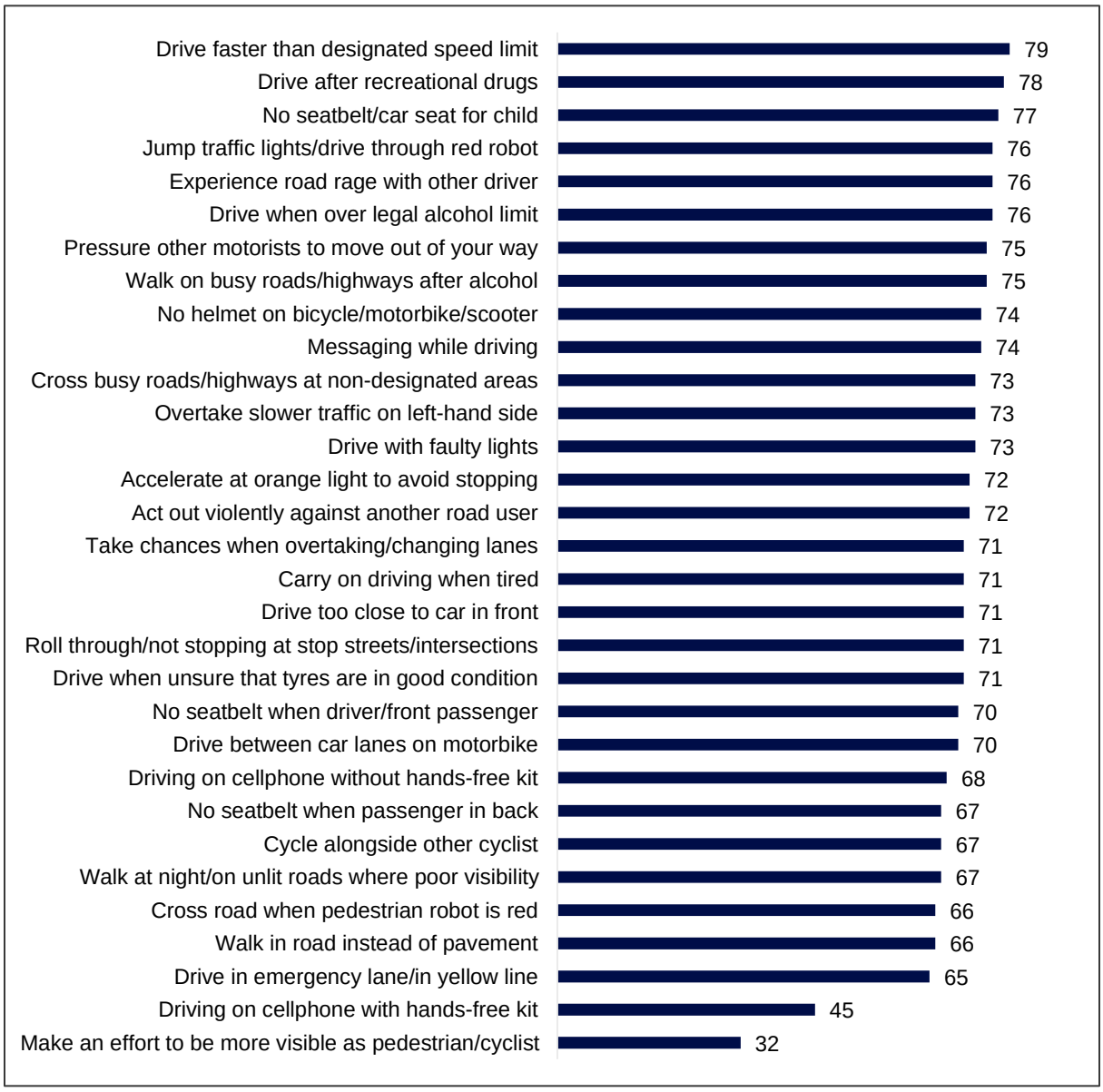



Figure 12: Road usage behaviours considered by non-motorists to be completely unacceptable (%)

The top three most unacceptable road behaviours according to non-motorists are: driving faster than the designated speed limit (79%), driving after taking recreational drugs (78%) and a child not wearing a seatbelt (77%). The table below shows the year-on-year comparison of what non-motorists consider to be the most unacceptable behaviours.

Table 16: Year-on-year comparison of top three unacceptable road behaviours among non-motorists

| 2015 | Top three issues | % |
|---|---|---|
| | Drive after recreational drugs | 80 |
| | Act out violently against another road user | 80 |
| | No seatbelt/car seat for child | 79 |
| 2016 | | |
| | Drive faster than designated speed limit | 76 |
| | Drive after recreational drugs | 75 |
| | Walk on busy roads/highways after alcohol | 75 |
| 2017 | | |
| | Drive faster than designated speed limit | 79 |
| | Drive after recreational drugs | 78 |
| | No seatbelt/car seat for child | 77 |

## 4.2: Prevalence of others doing this, motorists vs. non-motorists

Another level of analysis, to examine what road users consider as unacceptable, is the juxtaposition of (their) own behaviour against the perceived prevalence of what others are doing. The table below looks at these views amongst motorists.

Table 17: Comparison of unacceptable road behaviours among motorists – perceived prevalence amongst others vs. self-claimed behaviour

| Issue | Perceived prevalence of others doing | Own behaviour |
|---|---|---|
| Drive faster than designated speed limit | 79% | 45% |
| Driving on cellphone without hands-free kit | 78% | 39% |
| Driving on cellphone with hands-free kit | 77% | 41% |
| No seatbelt when passenger in back | 76% | 36% |
| No seatbelt when driver/front passenger | 73% | 33% |
| Messaging while driving | 71% | 38% |
| Carry on driving when tired | 64% | 40% |

Self-reporting of unacceptable behaviour on the road is distinctly low compared to reporting on what others are doing on the road. High-risk behaviour on the roads is prevalent as described by the self-claimed measures above.

Table 18: Year-on-year comparisons of knowledge of others' unacceptable road behaviours among motorists

| Issue | Know anyone who does this? | | |
|---|---|---|---|
| | 2015 | 2016 | 2017 |
| Drive faster than designated speed limit | 70% | 70% | 79% ▲ |
| Driving on cellphone without hands-free kit | 71% | 79% | 78% ▲ |
| Driving on cellphone with hands-free kit | 70% | 75% | 77% ▲ |
| No seatbelt when passenger in back | 68% | 72% | 76% ▲ |
| No seatbelt when driver/front passenger | 66% | 69% | 73% ▲ |
| Messaging while driving | 67% | 67% | 71% |
| Carry on driving when tired | 58% | 54% | 64% |
| Drive when over the alcohol limit | 54% | 52% | 62% ▲ |
| No seatbelt/car seat for child | 47% | 50% | 59% ▲ |
| Cross busy roads/highways at non-designated areas | 43% | 49% | 51% ▲ |
| Walk on busy roads/highways after alcohol | 37% | 40% | 45% ▲ |
| Drive after recreational drugs | 33% | 37% | 39% |

When evaluated against Year 1 and Year 2 (see Table 18 above), awareness of unacceptable behaviours that others are engaging in, amongst motorists, has increased significantly indicating an upward trend.

The top three undesirable behaviours are: driving faster than the designated speed limit, driving while on cell phone without a hands-free kit and no seatbelt when passenger in back. There is an increase amongst those who know of someone who does not use a seatbelt or a car seat for a child (2015: 47%, 2016: 50%, 2017: 59%).

As in Year 1 and Year 2, 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.

Table 19: Comparison of unacceptable road behaviours among non-motorists – perceived prevalence amongst others vs. self-claimed behaviour

| Issue | Perceived prevalence of others doing | Own behaviour |
|---|---|---|
| No seatbelt when passenger in back | 78% | 36% |
| No seatbelt when driver/front passenger | 73% | 28% |
| Messaging while driving | 69% | 3% |
| Drive on cellphone with hands-free kit | 64% | 6% |
| Cross busy roads at non-designated areas | 55% | 16% |

The comparison of what others are doing against own behaviour for non-motorists, once again, shows that self-reporting is significantly lower than the levels reported for what others are doing (Table 19 above).

Compared to Year 2, non-motorists tend to know more people who message while driving than in Year 3 (69% vs. 62%, respectively). The self-reporting behaviour of non-motorists has remained relatively similar since Year 1.

Non-motorists tend to agree, to a higher extent than motorists do, that the following behaviours are completely unacceptable:

- No seatbelt/car seat for a child
- No seatbelt when driver or front passenger
- No seatbelt when passenger in the back

## 4.3: Behaviours that road users admit to doing

The figure below shows the frequency of motorists claiming to personally do these behaviours.

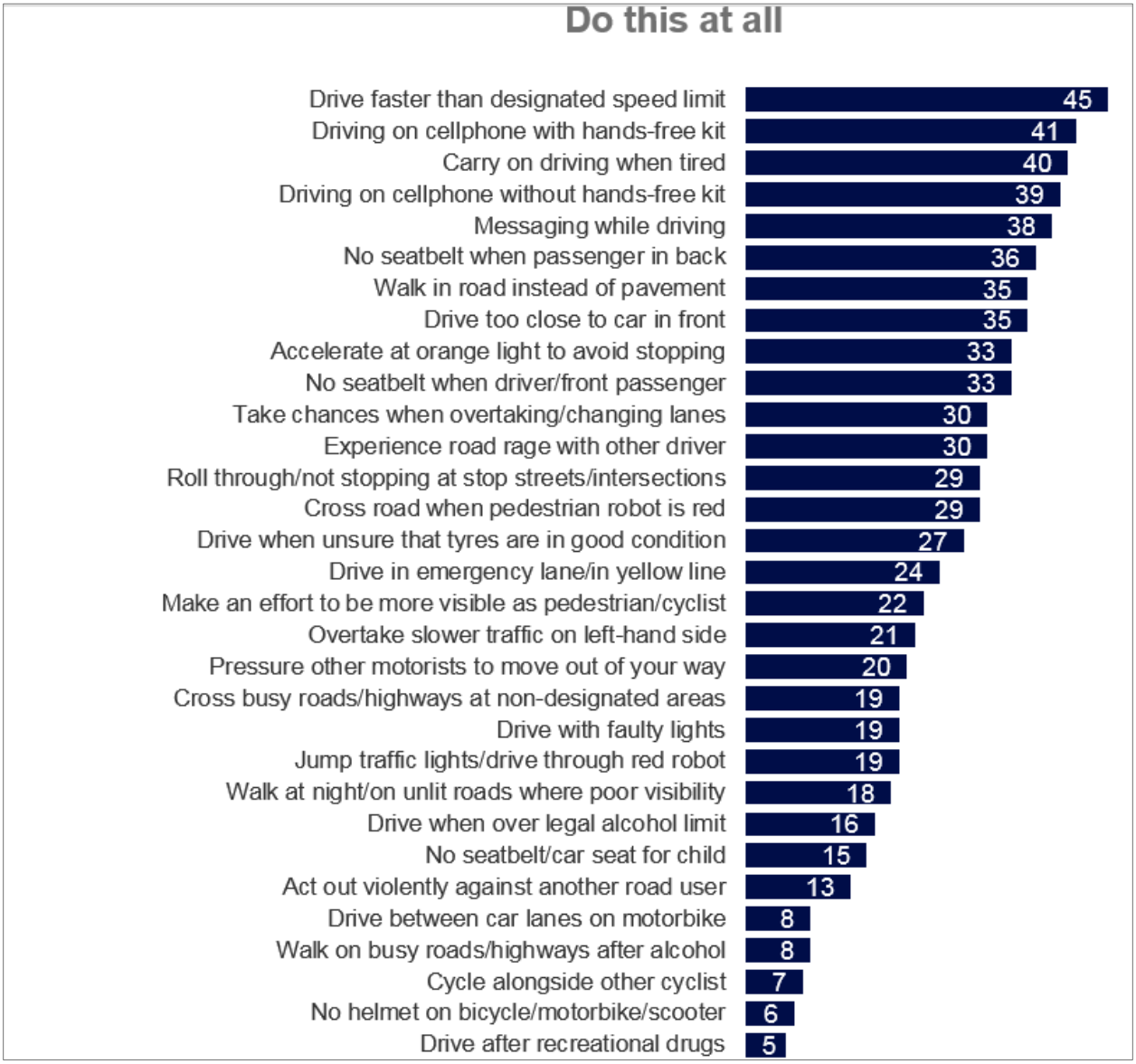



Figure 13: Behaviours that motorists admit to doing (%)

Driving faster than the designated speed limit remains the top mentioned undesirable behaviour among motorists since Year 1 [2015: 40%, 2016: 42%, and 2017: 45%). Driving on a cell phone with a hand-free kit remains fairly similar since Year 1 (Avg. 42%), followed by driving when tired (Avg. 38%).

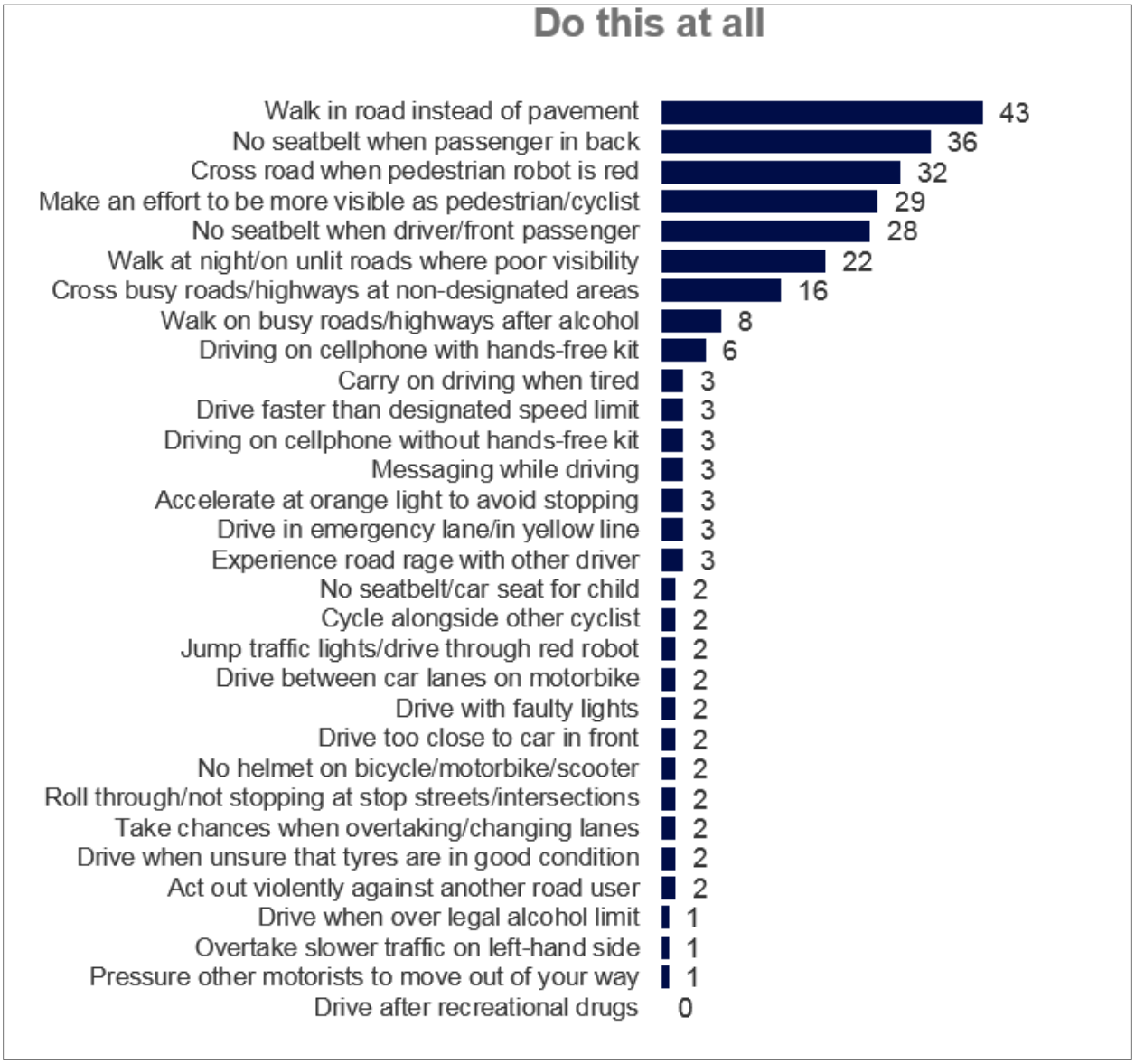



Figure 14: Behaviours that non-motorists admit to doing (%)

In Year 3, walking in the road instead of on the pavement (43%) remains the top undesirable behaviour undertaken by non-motorists since Year 1 (41%). Not wearing a seatbelt in the backseat (36%) increases over this same period (vs. 32%). This is similar to the behaviour of not wearing a seatbelt as a driver/passenger in the front of a vehicle (28% vs. 22%).

## 4.4: Looking beyond the core market: Youth and mature markets

In Year 2, an additional analytical segment was introduced to the analysis to examine the manner in which age affects behaviour and attitudes towards road safety. The sample was segmented into a youth and a mature market. This was repeated in Year 3 and an age analysis on a selection of key road safety issues follows.

Overall proximity to someone affected by road trauma has increased for those motorists aged 30 to 39 years as can be seen in the table below. Half of this age group now claim to know someone affected by road trauma compared to four in ten amongst younger motorists.

Table 20: Motorists' proximity to someone affected by trauma

| | 19-29 years (n=222) | | 30-39 years (n=268) | | 40-49 years (n=50) | | 50+ years (n=50) | |
|---|---|---|---|---|---|---|---|---|
| | **2016** | **2017** | **2016** | **2017** | **2016** | **2017** | **2016** | **2017** |
| **Yes, know someone injured** | 26% | 24% | *24%* | *33%* | 36% | 28% | 39% | 24% |
| **Yes, someone seriously injured** | 10% | 13% | 11% | 14% | 7% | 10% | 17% | 10% |
| **Yes, someone killed** | 9% | 14% | 8% | 11% | 18% | 10% | 15% | 10% |
| **Yes, I was personally injured** | 6% | 6% | *3%* | *8%* | 3% | 10% | 9% | 16% |
| **NETT (Yes)** | **41%** | **44%** | *37%* | *52%* | **44%** | **48%** | **59%** | **48%** |
| **No** | 59% | 56% | 63% | 48% | 56% | 52% | 41% | 52% |

Figure 15 below indicates the importance of road safety issues. Driving under the influence remains the most pressing concern amongst motorists of all ages, with the highest level (2016: 76%, 2017: 76%), shown amongst those aged 50 years and older. This is followed by reckless driving as the second most pressing concern for all ages.

Distracted driving similarly shows the highest level of concern amongst older respondents (46% vs. 19-29 year-olds: 25%). Speed is a serious concern 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%). Older motorists (50+ years) indicate that distracted driving is more pressing than speed.

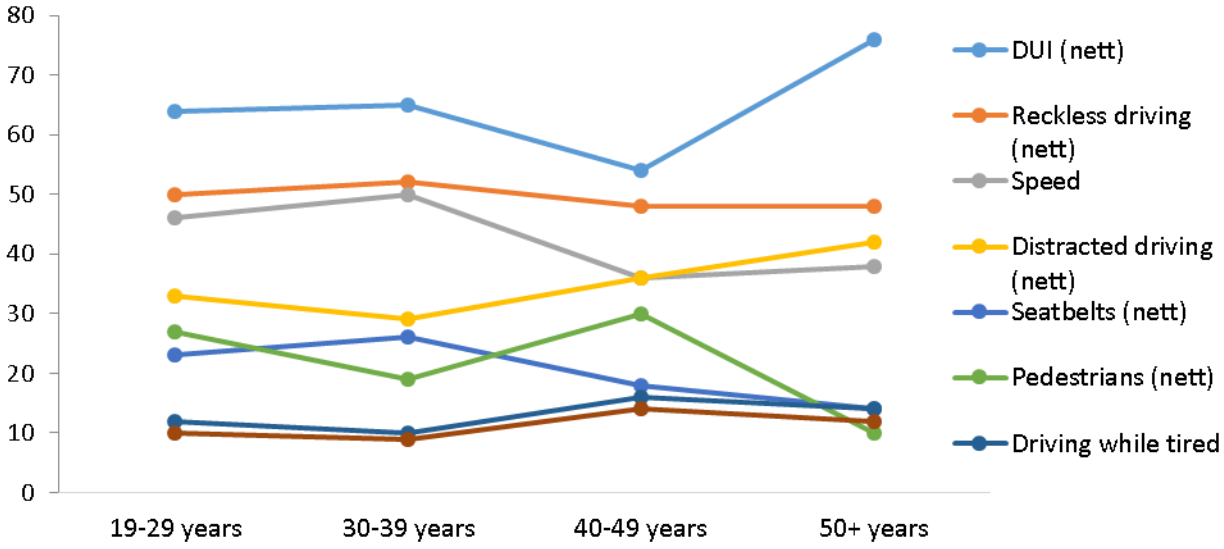



Figure 15: Motorists' proximity to someone affected by road trauma

The table below indicates that younger motorists (19-39 years) are more likely than older motorists to know anyone who participates in risky behaviour on the roads.

Table 21: Reported proportion of 'others' that do this behaviour (motorists)

| | 19-29 years (n=222) | 30-39 years (n=268) | 40-49 years (n=50) | 50+ years (n=50) |
|---|---|---|---|---|
| Drive faster than designated speed limit | 80% | 78% | 56% | 66% |
| Driving on cellphone without hands-free kit | 78% | 79% | 72% | 82% |
| Driving on cellphone with hands-free kit | 70% | 74% | 70% | 80% |
| No seatbelt when passenger in back | 77% | 76% | 58% | 62% |
| No seatbelt when driver/front passenger | 73% | 73% | 52% | 62% |
| Messaging while driving | 70% | 72% | 58% | 68% |
| Carry on driving when tired | 64% | 65% | 44% | 36% |
| Drive when over legal alcohol limit | 60% | 64% | 42% | 42% |
| No seatbelt/car seat for child | 57% | 62% | 48% | 30% |
| Cross busy roads/highways at non-designated areas | 48% | 54% | 46% | 44% |
| Walk on busy roads/highways after alcohol | 42% | 47% | 36% | 34% |
| Drive after recreational drugs | 39% | 40% | 28% | 20% |

The same is true for non-motorists, where the proportions of knowing someone who engages in risky behaviour, tends to decrease with age – as can be seen in the table below.

Table 22: Reported proportion of 'others' that do this behaviour (non-motorists)

| | 15-17 years (n=191) | 18 years (n=110) | 19-29 years (n=324) | 30-39 years (n=172) | 40-49 years (n=61) | 50+ years (n=39*) |
|---|---|---|---|---|---|---|
| No seatbelt when passenger in back | 80% | 64% | 77% | 78% | 52% | 54% |
| No seatbelt when driver/front passenger | 73% | 78% | 72% | 75% | 52% | 59% |
| Driving on cellphone without hands-free kit | *n/a* | 65% | 67% | 76% | 62% | 67% |
| Messaging while driving | 77% | 66% | 68% | 71% | 54% | 72% |
| Drive faster than designated speed limit | 66% | 58% | 63% | 73% | 48% | 64% |
| Driving on cellphone with hands-free kit | *n/a* | 65% | 62% | 68% | 56% | 69% |
| No seatbelt/car seat for child | *n/a* | 65% | 55% | 67% | 43% | 44% |
| Drive when over legal alcohol limit | *n/a* | 61% | 54% | 58% | 41% | 49% |
| Cross busy roads/highways at non-designated areas | 50% | 58% | 53% | 59% | 44% | 51% |
| Carry on driving when tired | 52% | 68% | 50% | 55% | 31% | 54% |
| Walk on busy roads/highways after alcohol | *n/a* | 62% | 47% | 55% | 36% | 54% |
| Drive after recreational drugs | *n/a* | 57% | 38% | 44% | 33% | 13% |

# 5.0: Road Safety Communication

Across all three years of the Safely Home survey, awareness of road safety issues is relatively high.

However, awareness and being able to recall or recount road safety information does not mean motorists and non-motorists are acting on this information.

Feedback, from the qualitative group sessions, indicates that for a message to be effective, it must be ***memorable*** as well as ***relevant*****,** ***realistic*** and ***relatable*****.**

In this section of the report, memorability is assessed on a number of levels. The campaign is assessed on a number of levels: (i) awareness of related advertising, (ii) logo recognition, (iii) hashtag recognition, and (iv) advertising channels (including electronic signboards).

## 5.1: Spontaneous and prompted awareness of road safety advertising

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

Awareness of road safety advertising measures, amongst motorists and non-motorists, has remained unchanged as 26% of motorists in 2017 had seen or heard advertising about road safety compared to 27% in 2016 (a drop from 2015 (38%)). In 2017, 22% of non-motorists had seen or heard road safety messages, a significant drop from 2015 (39%) and 27% in 2016.

Channel awareness has also remained unchanged as both motorists and non-motorists generally notice road safety messages on TV, on the radio and outdoors (including outdoor billboards/posters and the VMS boards) (Figure 16 and Figure 17).

As seen in Figure 16 overleaf, there is an increase in awareness of road safety advertising through social media for motorists.

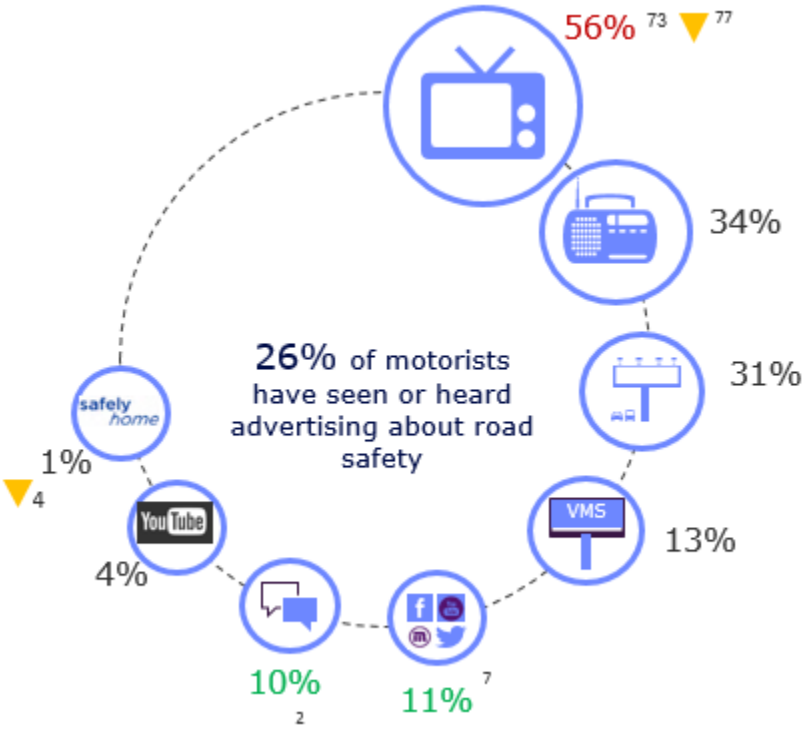



Figure 16: Channels for communication - motorists (%)

Non-motorists report an increase in their awareness of road safety advertising through radio (2016: 39%, 2017: 49%) and billboards (2015: 30%, 2016: 25%, 2017: 44%). While still remaining the top channel for road safety awareness, TV (77%) in 2017, has decreased since 2015 (85%).

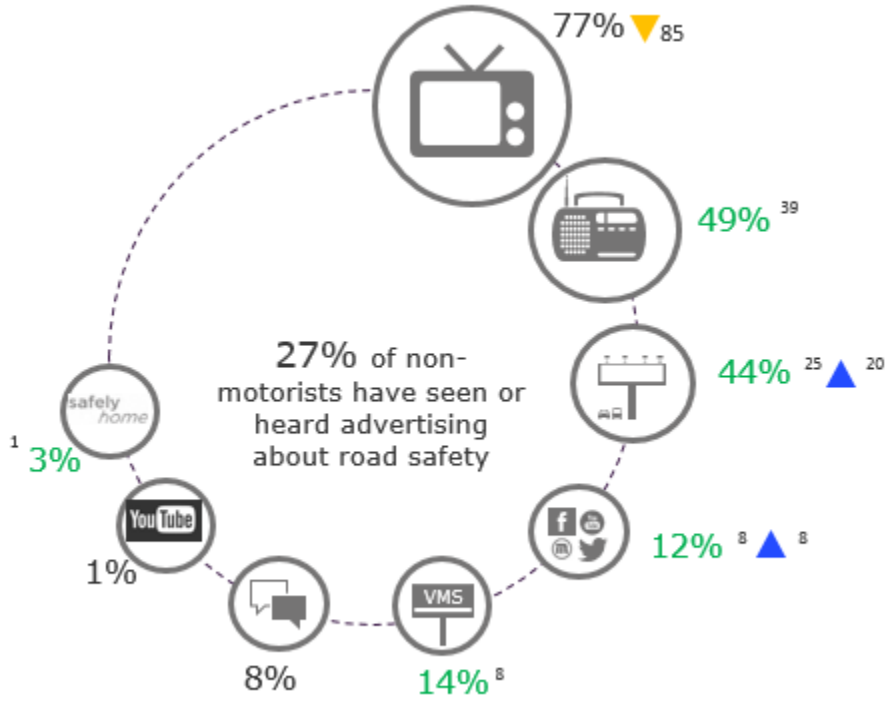



Figure 17: Channels for communication – non-motorists

Arrive Alive and the AA (Automobile Association) remain the logos with highest prompted awareness (Table 23). The significant 2016 increase for awareness of the Safely Home logo amongst motorists, has continued into 2017 (41%).

Recognition of the Western Cape Metro EMS (2015: 61%, 2016: 58%, 2017: 51%), the Western Cape Government Department of Transport and Public Works (2015: 56%, 2016: 56%, 2017: 40%), and the Global Road Safety Partnership (2015: 13%, 2016: 11%, 2017: 8%) logos has declined amongst motorists from Year 1.

Table 23: Prompted logo recognition (motorists)

| Logo | 2015 | 2016 | 2017 (ranked) |
|---|---|---|---|
| Arrive Alive | 93% | 91% | 91% |
| The AA (Automobile Association) | 92% | 91% | 88% |
| Western Cape Metro EMS | *61%* | 58% | *51%* |
| Red Cross | 46% | *38%* | *46%* |
| Road Accident Fund | 40% | *34%* | *46%* |
| Safely Home | 20% | *26%* | *41%* |
| Western Cape Government Department of Transport and Public Works | *56%* | *56%* | *40%* |
| Child Safe | 30% | 27% | 32% |
| The Road Traffic Management Corporation (RTMC) | 28% | 25% | 24 |
| Lead SA | 11% | 13% | 15% |
| Safely Home with Hashtag | - | - | 14% |
| South African Road Federation (SARF) | 11% | 15% | 11% |
| Global Road Safety Partnership | *13%* | 11% | *8%* |
| Fatal Moves | 4% | 8% | 8% |
| South Africans Against Drunk Driving (SADD) | 4% | 4% | 7% |
| Booza TV | 2% | 3% | 6% |
| Decade of Action for Road Safety | 6% | 5% | 5% |
| None | 1% | 1% | 1% |
| Repertoire | 5.3 | 5.1 | 5.3 |

The Safely Home logo has also seen significant gains in awareness from 2016 (19%) to 2017 (31%). With respect to non-motorists' recognition of logos, Safely Home was the only logo that achieved higher recognition in 2016 from 2015.

Other notable gains for non-motorists in logo recognition are seen in the Red Cross and The Road Accident Fund.

Table 24: Prompted logo recognition (non-motorists)

| Logo | 2015 | 2016 | 2017 (ranked) |
|---|---|---|---|
| Arrive Alive | *93%* | 85% | *88%* |
| The AA (Automobile Association) | *83%* | 71% | *75%* |
| Western Cape Metro EMS | *56%* | 45% | *41%* |
| Red Cross | 44% | *30%* | 41% |
| Road Accident Fund | 35% | *30%* | 37% |
| Western Cape Government Department of Transport and Public Works | 56% | *47%* | 36% |
| Safely Home | 13% | *19%* | 31% |
| Child Safe | *28%* | 13% | *20%* |
| The Road Traffic Management Corporation (RTMC) | *30%* | 20% | *18%* |
| Lead SA | 11% | 8% | 9% |
| Safely Home with hashtag | - | - | 8% |
| South African Road Federation (SARF) | 9% | 8% | 8% |
| Global Road Safety Partnership | 13% | 3% | 7% |
| None | 2% | 4% | 7% |
| South Africans Against Drunk Driving (SADD) | 6% | *3%* | *6%* |
| Booza TV | 2% | *2%* | *6%* |
| Fatal Moves | 2% | 2% | 5% |
| Decade of Action for Road Safety | *7%* | 2% | 3% |
| Repertoire | 5.0 | 4.0 | 4.4 |

## 5.2: Safely Home campaign evaluation

Three of the Safely Home calendar-based communication strategy themes were in place during the fieldwork period. These monthly campaigns linked to the themes were:

- October – child road safety - #SaveKidsLives
- November – pedestrian road safety - #WalkSafe, #SafeRoadsForAll
- December – Alcohol and Roads don't mix - #BoozeFreeRoads

Around a quarter of all road users are aware of at least one hashtag. For both motorists and non-motorists, the decline in awareness of at least one hashtag seen in 2016 from 2015 has not seen significant changes in 2017 (Table 25).

Table 25: Aware of at least one behaviour (motorists vs. non-motorists)

| | 2015 | 2016 | 2017 |
|---|---|---|---|
| **Motorists** | 33% | 24% | 26% |
| **Non-Motorists** | 33% | 21% | 22% |

Twenty-six percent of motorists report awareness of at least one hashtag. Of those who are aware, eight in ten report that it has made them more aware of road safety. This is a drop from the nine in ten seen in 2016. A small number (13%) of those who are aware of the hashtags, report changes in road safety behaviour (Table 26).

Fewer non-motorists (22%) compared to motorists (26%) report awareness of at least one hashtag. However, of these non-motorists, 73% claim to be more aware of road safety.

Table 26: Impact of hashtag awareness on road safety awareness and behaviour

| Awareness of at least one hashtag | More aware of road safety | Made me change my behaviour | No effect |
|---|---|---|---|
| **Motorists** | 80% | 13% | 7% |
| **Non-Motorists** | 73% | 27% | - |

In 2017, the theme #SafelyHome was added to the survey. It has achieved the highest awareness for motorists (41%) followed by #AlwaysBuckleUp (36%), #SpeedKillsFacts (25%) and #BoozeFreeRoads (24%).

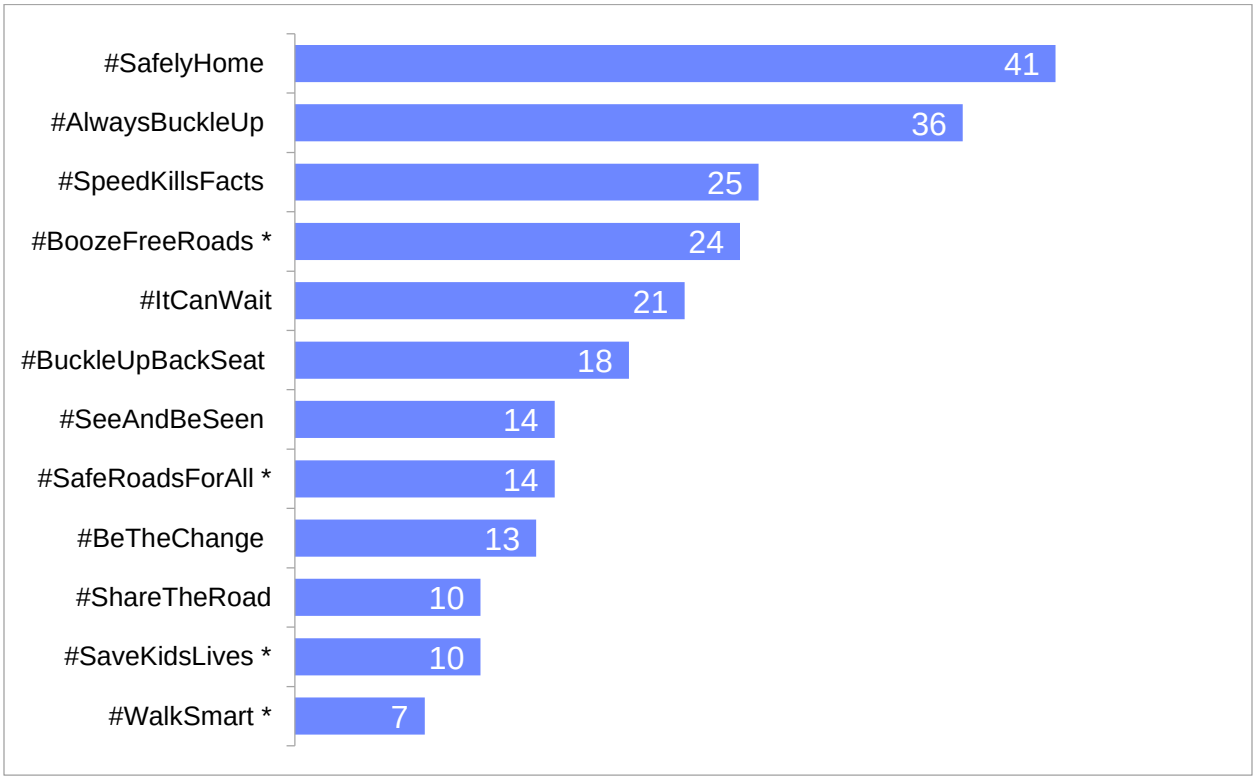



Figure 18: Prompted hashtag recognition (motorists)

Consistent with 2015 and 2016 findings, over three-quarters of motorists (80%) claim that these messages have made them more aware of road safety. Thirteen percent (13%) of those who are aware of the hashtags, state that it has changed their behaviour.

Non-motorists also reported the highest awareness of #SafelyHome (38%), followed by #Speed Kills Facts (38%) and #AlwaysBuckleUp (34%).

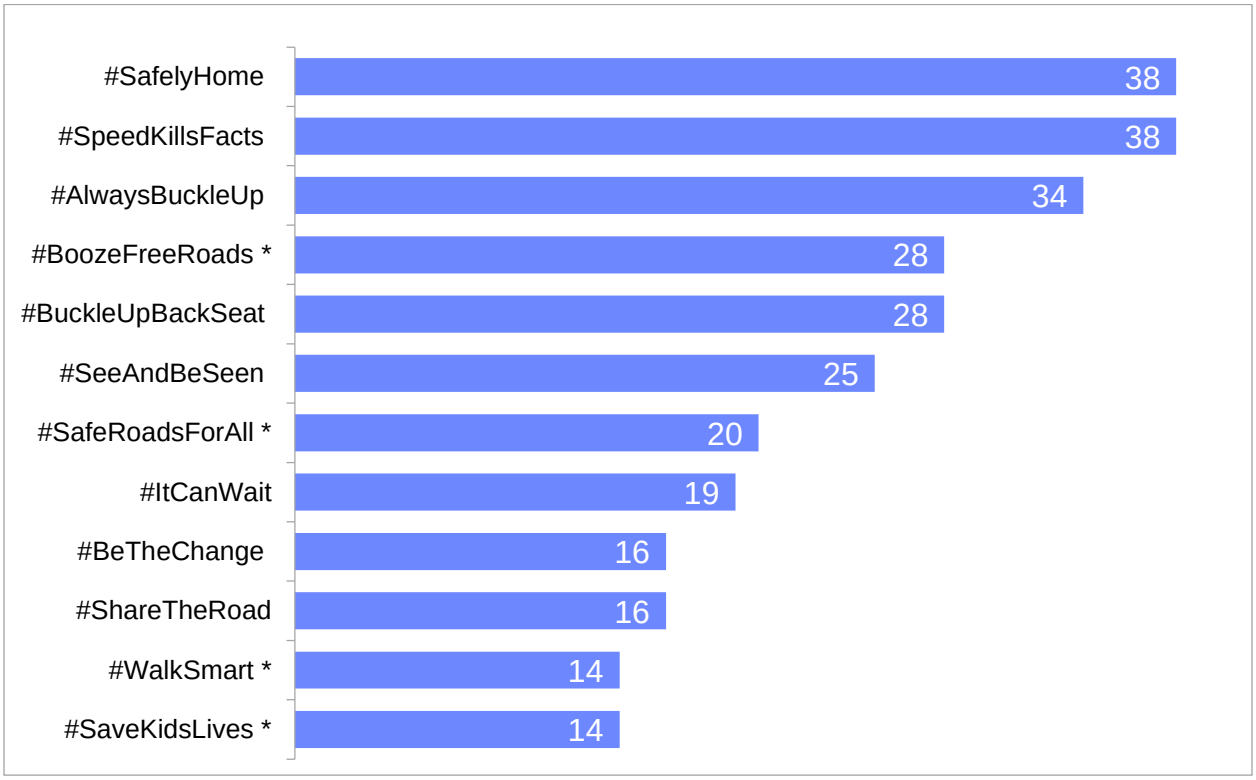



Figure 19: Prompted hashtag recognition (non-motorists)

The qualitative research indicates that the Virtual Messaging System (VMS) boards are noticed. They are recognised on the basis of containing relevant and topical messaging, e.g., “road closure up ahead”. This positions them well to be noticed for road safety messaging too. Some motorists’ claim that they do respond to VMS messaging as it is “striking” and serves as a reminder to wear their seatbelt, e.g., #BuckleUp.

The quantitative findings provide support for the qualitative research as the majority (74%) agree the boards are useful for updates on traffic conditions. This view has, however, declined since 2016 (84%). The perceived usefulness of this channel to display road safety messages, has remained constant indicating that this channel remains relevant for message updates.

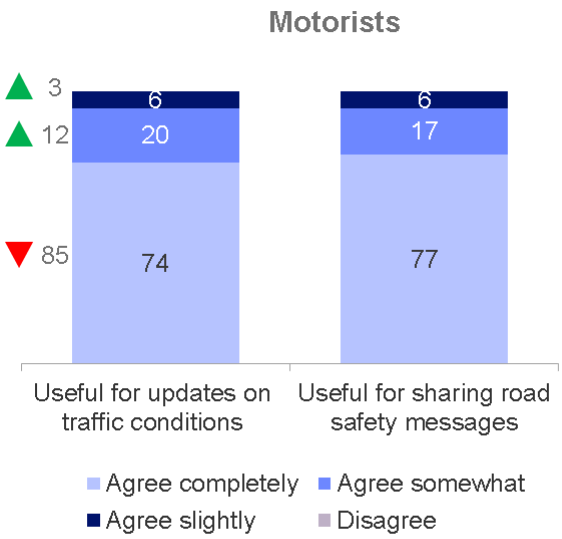



Figure 20: The usefulness of VMS (electronic sign boards on the highways) for motorists (%)

A similar finding about the usefulness of VMS is reflected by non-motorists. Perceived usefulness of VMS, for sharing road safety messages, remains consistent in 2017 (74%) after significant gains in 2016 (75%) from 2015 (68%). Similarly to motorists, non-motorists increasingly believe that VMS boards are useful for sharing road and safety messages.

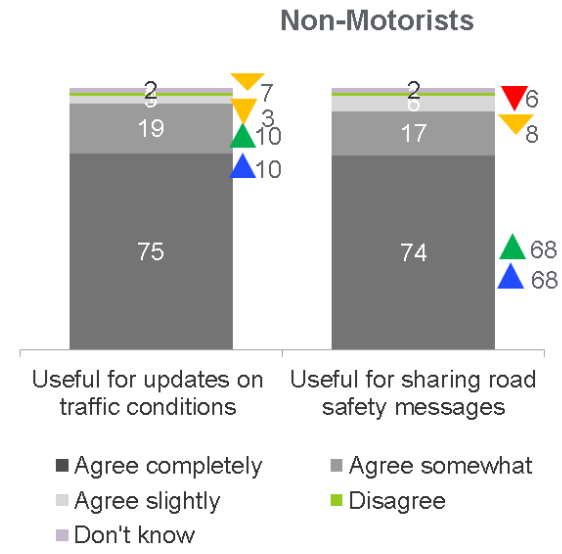



Figure 21: The usefulness of VMS (electronic sign boards on the highways) for non-motorists (%)

### 5.2.1: Pikkie the Penguin

The Pikkie the Penguin executions for each of the key behaviours were tested in qualitative FGD. In general, the message for each Pikkie execution is well understood. However, the executions themselves are perceived to be too playful or childish, which causes viewers to disengage with the communication. The Speeding and Seatbelts executions are less impactful for these reasons. However, participants report that the use of crash- and injury-related emoticons in the communication linked to distracted driving have impact as they are relevant and drive a strong message. In addition, the Pikkie execution for vulnerable road users resonates, as the penguin with the red balloon (representing the child), is seen to be emotive.

## 6.0: Road Safety Education

The likelihood of having had formal road safety education remains stable (for both motorists and non-motorists) from 2017 (Table 27) to 2016 (motorists 32%; non-motorists 30%).

Table 27: Formal road safety education

| | Had formal road safety education | Did not have formal road safety education | Don't remember |
|---|---|---|---|
| **Motorists** | 32% | 26% | 42% |
| **Non-Motorists** | 30% | 23% | 47% |

How to cross the road (including safety precautions before crossing the road) is top-of-mind recall for motorists and non-motorists. Motorists also recall road safety messages that go beyond pedestrian safety when crossing the road, i.e., road signs and not driving while under the influence.

Table 28: Road safety recall

| | Motorists | Non-Motorists |
|---|---|---|
| **How to cross the road** | 21% | 13% |
| **Look left and right /both ways before crossing the road** | 15% | 23% |
| **Cross at a pedestrian crossing** | 5% | 16% |
| **Road signs/rules** | 5% | - |
| **Don't drink and drive** | 5% | - |
| **Scholar patrol/how to use the scholar patrol** | 5% | - |

Mentions for 5% or more only

## 6.1: Language proficiency and understanding

In the 2016 Safely Home survey, we tested whether an advert's message resonates better when provided in a person's home language rather than their second or third language. Respondents were shown a road safety message in isiXhosa, in Afrikaans and in English (see Appendix). Afrikaans and isiXhosa home language speakers were shown either an English version or a version in their home language to assess the comprehension and relevance.

Almost all of the non-English-speaking respondents could (i) read the card and (ii) understand the message whether shown in English or their home language.

The majority of them also felt the message was relevant to them. Xhosa-speakers, who were shown the message in Xhosa, their home language, were significantly more likely to emotionally connect with the message (96%).

As can be seen in the table below, the findings for 2017 have remained stable, with isiXhosa speakers finding messages in their home language more relevant.

Table 29: Language proficiency and undertaking

| | Afrikaans Home lang. speaker, English visual aid | | Afrikaans Home lang. speaker, Afrikaans visual aid | | isiXhosa Home lang. speaker, English visual aid | | isiXhosa Home lang. speaker, isiXhosa visual aid | |
|---|---|---|---|---|---|---|---|---|
| | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 |
| Cannot read card | 1% | 1% | 1% | | 2% | 1% | 1% | |
| Can read card but didn't understand key message | 3% | 3% | - | 3% | 1% | 3% | 2% | - |
| Can read card and understand key message | 96% | 96% | 99% | 97% | 97% | 97% | 97% | 100% |
| It means nothing to me/not relevant | 29% | 11% | 24% | 18% | 18% | 18% | 3% | 4% |
| It's relevant to me and I feel emotionally connected to it | 71% | 89% | 76% | 82% | 82% | 82% | *97%* | *96%* |

## 6.2: Looking beyond the core market: Youth and mature markets

The next section examines to what extent awareness of road safety advertising is influenced by age segments. Overall, there has been an increase in awareness of Safely Home as well as the Safely Home logo across all age groups. Awareness of any road safety advertising and at least one hashtag has increased for the youth segment and is now higher than that of the mature segment.

Table 30: Awareness of road safety advertising

| | Youth (n=301) | | Core (n=999) | | Mature (n=200) | |
|---|---|---|---|---|---|---|
| | 2016 | 2017 | 2016 | 2017 | 2016 | 2017 |
| Aware of any road safety advertising | *22%* | *29%* | 27% | 24% | *32%* | *23%* |
| Aware of at least one hashtag | *17%* | *25%* | 23% | 24% | 24% | 23% |
| Aware of Safely Home | *10%* | *29%* | *22%* | *36%* | *19%* | *36%* |
| Recognise the Safely Home logo | *10%* | *31%* | *23%* | *40%* | *16%* | *40%* |
| Recognise the Safely Home logo (with Hashtag) | - | 9% | - | 11% | - | 11% |
| Cite Safely Home as a road safety advertiser | 3% | 1% | 4% | 3% | 4% | 7% |

In the table overleaf, the Arrive Alive campaign has achieved the highest level of resonance (about seven in ten) for the youth and the core segments. In the mature market, Safely Home has increased in association with advertising from 2016 (13%) and is now the top association for this segment (61%).

Table 31: Channels for road safety advertising

| | Youth (n=87) | Core (n=237) | Mature (n=46) |
|---|---|---|---|
| Touchpoints | Televisions 85%<br>Radio 40%<br>Outdoor billboards 23%<br>Social media 10%<br>Indoor billboards 10% | Television 66%<br>Radio 41%<br>Outdoor billboards or posters 37%<br>Social media 15%<br>Electronic signs on the highway 13%<br>Indoor billboards or posters 11%<br>Word of mouth 10% | Television 59%<br>Electronic signs on the highway 46%<br>Radio 24%<br>Outdoor billboards or posters 17%<br>Word of mouth 15% |
| Associated advertiser or brand | Arrive Alive 70%<br>The AA (Automobile Association) 23%<br>Safely Home 21%<br>City of Cape Town 19%<br>WCG Dept of Transport & Public Works 14%<br>Metro Police 12%<br>National Government 12%<br>Local traffic department 11% | Arrive Alive 72%<br>Safely Home 26%<br>Metro Police 22%<br>City of Cape Town 18%<br>The AA (Automobile Association) 16% | Safely Home 61%<br>Arrive Alive 54%<br>Metro Police 28%<br>City of Cape Town 22%<br>The AA (Automobile Association) 15%<br>National Government 11%<br>WCG Dept. of Transport & Public Works 11% |

The hashtag, #AlwaysBuckleUp, the theme from the month preceding fieldwork, is top of mind for the youth and mature segments and ranked second for the core market. #SafelyHome has the highest mentions for the largest group, the core market, but has lower recall for the youth market (ranked 5th). Another of the hashtags associated with a theme closely preceding fieldwork (in August), #SpeedKillsFacts, is in the top mentions for all segments (ranked second for core, third for mature and fourth for youth).

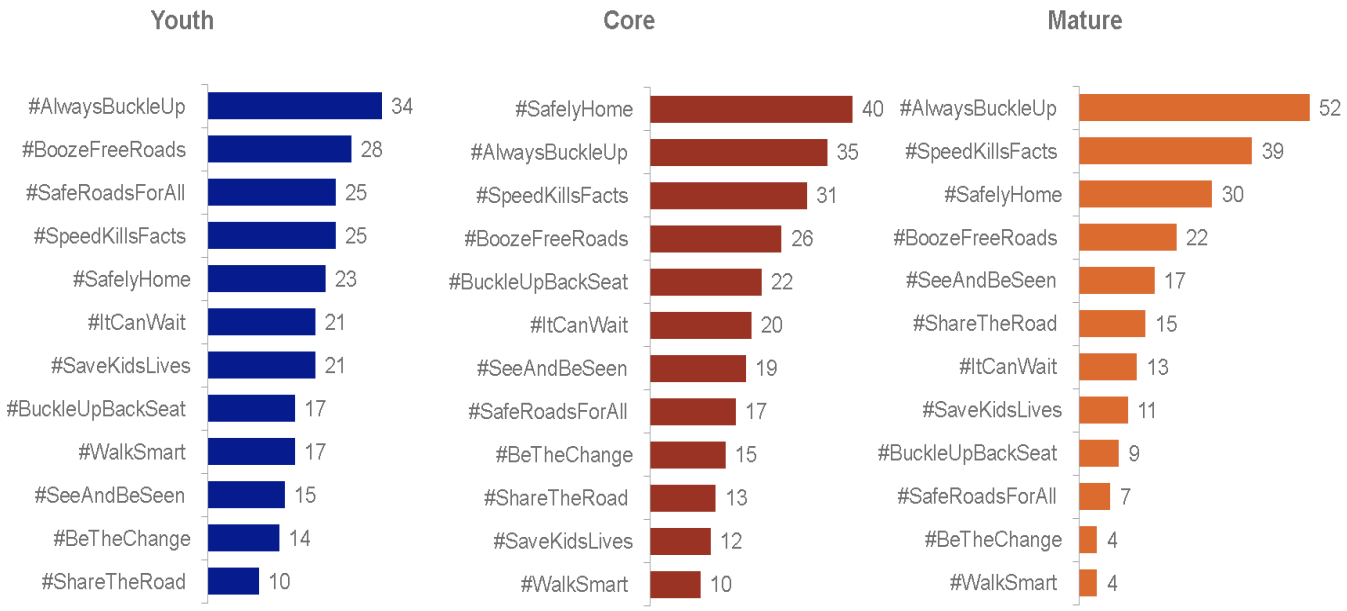



Figure 22: Hashtag recall across segments (%)

## 7.0: 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.

The next few sections of this report provide the findings of each of the five core themes.

1. Speed
2. Seatbelts
3. Driving under the influence (DUI) (part of the Alcohol theme)
4. Vulnerable Road Users
5. Distracted driving

## 7.1: Speed

### 7.1.1: Summary of behaviour

It is an internationally accepted fact that speed plays a role in road crashes.[3] Locally, speed remains a major cause of road crashes in South Africa and is estimated to play a causal role in up to 40% of crashes in South Africa[4].

Contextual factors play a major role in the decision to speed: time of day, whether or not the motorist is in a rush, type of road, who they (motorists) are with and even factors such as upbeat music can influence speeding behaviour.

### 7.1.2: Segmentation of key behaviour

As noted earlier in this report, speed was one of two themes that formed part of the Behaviour Change Framework and commitment segmentation.

According to the 2017 Fatalities Profile statistics, road fatalities are most common among males (79%) vs. females (21%)[10].

The behavioural segmentation model applied to the Year 3 survey data indicates a similar outcome, whereby males make up the majority of the non-committed segments (Followers, Flustered or Denialists). More specifically, males tend to be less committed to practising or achieving a desirable behaviour as it relates to speed, whereas females skew more towards the committed segments (Advocates and Attainers).

The table provides a full overview of the demographic profile of motorists by segments for speed (figures are percentages %).

Table 32: Demographic profile of segments (speed)

| Segments | | Age | | Gender | | Race | | | LSM | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 19 – 29 | 30 - 39 | F | M | Black | Coloured | White | 8-10 | 5-7 |
| Advocates | 38 | 45 | 55 | 36 | 64 | 26 | 33 | 39 | *66* | *34* |
| Attainers | 16 | 46 | 54 | 40 | 60 | 25 | *23* | *52* | 68 | 32 |
| Followers | 15 | 50 | 50 | 25 | 75 | 23 | *56* | *21* | *84* | *16* |
| Flustered | 25 | 44 | 56 | 30 | 70 | 23 | 40 | 37 | 78 | 22 |
| Denialists | 6 | 36 | 64 | 23 | 77 | 21 | 45 | 34 | *90* | *10* |

[10] Source: Elliot, H. 2017. The Western Cape Government

As can be seen in the table above, the critical groups to target in terms of opportunity to positively influence, are the Followers and Flustereds. Together, these make up 40% of the sample. Of the 40%, the Followers account for 15% and are mostly Coloured males, from within LSM 8-10. They can be characterised as those road users who want to practise good or positive road behaviour, but they are easily influenced by people around them and by what is considered to be an acceptable behaviour. Propensity to be influenced by peers was also noted in the qualitative aspect of the study.

The Flustereds account for 25% of the total sample, and are a combination of Coloured and White males from within LSM 8-10. This group is characterised as being strongly conflicted in their behaviour. Whilst they may not actively want to exhibit undesirable behaviours, their unconscious attitudes serve as barriers.

The major barrier to changing behaviour is that it is not perceived to be morally wrong and, further, the 'costs'/ 'risks' of speeding are perceived to be significantly lower than the benefits.

Speeding behaviour is based on several automatic and reflective attitudes. Firstly, it is not really viewed as a serious or moral transgression, due mainly to motorists' perceptions of personal control of speed. Secondly, it is also quite a normalised behaviour which is not frowned upon by the wider community, except within certain contexts, e.g., residential areas where there are children on the roads.

*"I speed on a highway where it's open and you can see. I despise speeding down small roads in residential areas. More than 60 in a residential area is unnecessary. There are constantly kids walking around that area. For me, I would drive 40 – but then from Kromboom, it's a different story"*[11]

### 7.1.3: Acceptability of and attitudes to speed

There is an increased number of motorists (27%), compared to 2015 (23%) and 2016 (20%), who feel that our current speed limits are too high. Compared to the previous waves of data collection, this sentiment has increased by 17.4% (vs. 2015) and 35% (vs. 2016), respectively. This is some indication that drivers are aware of- and more open to acknowledging their non-compliance to speed limits.

The table below outlines the sentiment over the last three years of motorists' perceptions of speed limits. Whilst more respondents felt that the current speed limits are too low (19%) when compared to 2015 (15%), over this same period there was an increase in the number of those who felt that road crashes would be reduced if speed limits were lowered (41% in 2017 vs. 38% in 2015).

[11] Speeding Offenders, Coloured Males, 25-34 years

Table 33: Agreement with speed specific attitudinal statements among motorists

| Statement | 2015 | 2016 | 2017 |
|---|---|---|---|
| The current speed limits are too low | 15% | 20% | 19% |
| The current speed limits are too high | 23% | 20% | 27% |
| Reducing speed limits is a good idea | 40% | 41% | 40% |
| Road deaths would be reduced if speed limits were lowered | 38% | 36% | 41% |

Reported compliance with speed limits remains a problem as the current study saw an increase in the number of motorists (45%) who reported driving faster than the designated speed limit in comparison to 2016 (42%) and 2015 (40%).

Table 34: Comparison of reported behaviour of driving faster than the speed limit over the last three years

| Issue | Year | Completely unacceptable | Perceived prevalence of others doing | Own behaviour |
|---|---|---|---|---|
| Drive faster than designated speed limit | 2017 | 62% | 79% | 45% |
| | 2016 | 71% | 70% | 42% |
| | 2015 | 69% | 70% | 40% |

The priority placement of speed in relation to other road safety issues differs amongst the behavioural segments. The table below shows that, as commitment to desirable behaviour increases, so does the priority of exceeding the speed limit, as a safety issue, increase.

Table 35: The prioritisation of exceeding the speed limit among other road safety issues by motorists

| Rank | Advocates | Attainers | Followers | Flustered | Denialists |
|---|---|---|---|---|---|
| 1 | DUI | DUI | Reckless driving | DUI | Reckless driving |
| 2 | **Exceed the speed limit** | **Exceed the speed limit** | DUI | Reckless driving | DUI |
| 3 | Reckless driving | Reckless driving | **Exceed the speed limit** | **Exceed the speed limit** | Distracted driving |
| 4 | - | - | - | - | **Exceed the speed limit** |

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, in this instance 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.

There is a perceived difference between speeding and reckless driving, where speeding is viewed as acceptable when done 'responsibly' and due to various situational factors (e.g., travelling on an open road), where reckless driving is not.

*"I wouldn't consider it speeding, I would consider it driving fast – driving fast but not driving recklessly"*[5]

*"There's no link between speeding and having an accident – it's down to the driver… but the severity of the accident is related to speed – the outcome will be worse if you're speeding"*[6]

It 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. *"My dad taught me to do doughnuts before I had my licence"*[7]

The major barrier to changing behaviour is that it is not perceived to be morally wrong and, further, the 'costs'/ 'risks' of speeding are perceived to be significantly lower than the benefits.

Beyond the tangible benefits of speed, e.g., getting to work on time, some of the more intangible benefits include an affirmation of masculinity, social acceptance, and feelings of exhilaration. *"My friend bought a new BMW 330 so everyone wants to feel the engine, open it up"*[8]

### 7.1.4: Perceived consequences

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.

As can be seen in the figure overleaf, there is a low level of the perceived consequence of exceeding speed limits, where 49% of motorists felt a fine was an appropriate legal punishment, as opposed to a harsher penalty (i.e., incarceration) reported by 26% of the sample.

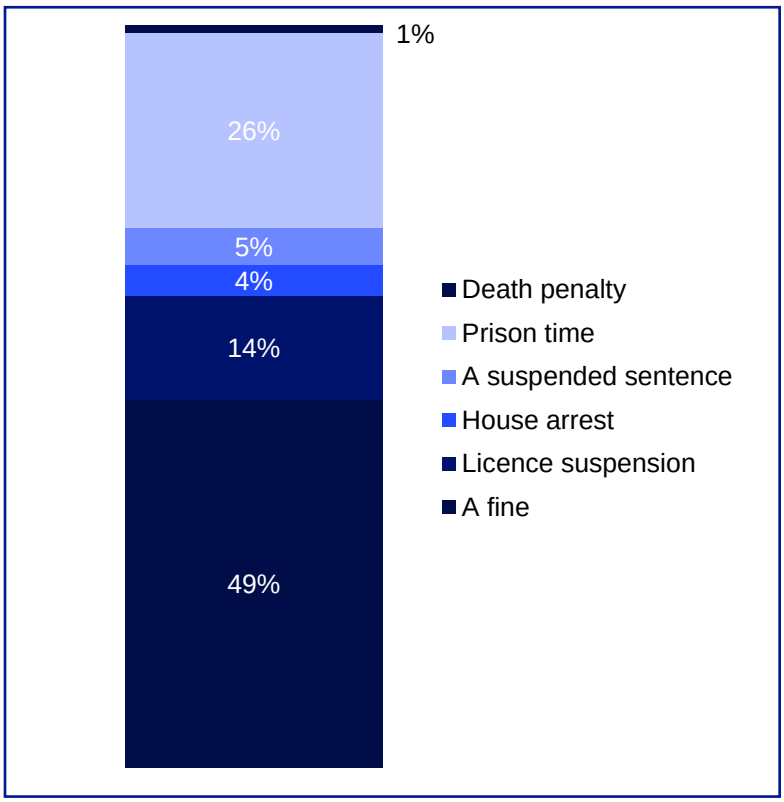



Figure 23: Perceived legal consequences of speeding

Table 36 shows the perceived consequences by the segments. Issuing a fine remains the most appropriate perceived form of legal consequence for exceeding the speed limit across all segments.

In this case, the question was asked, '*of the appropriate legal punishment for the following offences if an innocent person or child is killed as a result of this behaviour?'* More Advocates (43%) also felt that a fine was appropriate in this instance and only 35% felt that prison time was appropriate.

Table 36: Perceived legal consequences of speed by segments (Agree Top2Box)

| | Advocate | Attainers | Followers | Flustered | Denialists |
|---|---|---|---|---|---|
| Prison time | **35%** | 16% | **14%** | 22% | 23% |
| A suspended sentence | 5% | 2% | 6% | 8% | - |
| House arrest | 2% | 8% | 6% | 3% | 8% |
| License suspension | 14% | 24% | 5% | 13% | 18% |
| A fine | 43% | 51% | 58% | 53% | 51% |

### 7.1.5: Messaging and communication

The overall assessment of advertising included the following items:

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

The table below shows the levels of awareness of various road safety advertising.

Table 37: Awareness of key road safety advertising by speed

| Aware of any road safety advertising | Aware of at least one hashtag | Aware of Safely Home | Recognise the Safely Home logo | Cite Safely Home road safety advertising |
|---|---|---|---|---|
| 24% | 22% | 27% | 36% | 36% |

In general, awareness of *any* road advertising is low among motorists (24%), with awareness of Safely Home at 27%. Despite the low level of awareness of Safely Home, 36% of motorists recognise the Safely Home logo.

Table 38: Campaign awareness and impact across segments for speed

| Total Motorists | More aware of road safety | Changed your behaviour | Didn't affect you |
|---|---|---|---|
| 25% | 92% | 3% | 5% |

**TVC**

TV advertising on the speed theme was tested to examine both the awareness of the advertisement and its impact.

**'Knock-on Effect'**

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

The chart below indicates the message relevance as reported by motorists on the 'Knock-on Effect' communication campaign. Reach of the ad is of concern as only 13% of total motorists recognised the commercial.

Ad recognition is even lower amongst Followers and Flustereds. Whist the reach of the ad is low, those who did see the communication, reported that the message is relevant and, more importantly, it appears to change behaviour among the segments most likely to change behaviour – the Follower segment.

Table 39: Message relevance and impact of 'Knock-on Effect' TVC campaign

| Total Motorists | Much more likely to stick to the speed limit | Much more likely to be aware of the speed limit | Made no difference to my behaviour because I already stick to the speed limit | Made no difference to my behaviour because I don't need to stick to the speed limit |
|---|---|---|---|---|
| 77% | 46% | 16% | 35% | 2% |

In terms of the qualitative research, the 'Knock-on Effect' TVC is both impactful and effective in delivering the message about the danger of incremental speed increases and the wider impact that this can have. *"In an accident you might kill the only breadwinner in the family so that family will suffer"*[9]*.* However, the incremental increase in the speed amount of 5km, is met with some skepticism.

## 7.2: Seatbelts

### 7.2.1: Summary of behaviour

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 fairly stable from Year 2, with a 2% increase. This is seen in Table 40.

Table 40: Relationship between seatbelt use and trauma over three years among motorists and non-motorists

| Statement | 2015 | 2016 | 2017 |
|---|---|---|---|
| Seatbelts can prevent serious injuries in minor crashes | 66% | 66% | 68% |
| Forcing every person in the car to wear a seatbelt will reduce the number of road deaths | 55% | 63% | 66% |

Not wearing seatbelts in the backseat among motorists has decreased slightly 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.

### 7.2.2: Segmentation of key behaviour

Table 41: Demographic profile of segments for seatbelts (motorists)

| Segments | | Age | | Gender | | Race | | | LSM | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 19 - 29 | 30 - 39 | F | M | Black | Coloured | White | 8-10 | 5-7 |
| Advocates | 42 | 44 | 56 | 35 | 65 | 23 | *31* | *46* | 71 | 29 |
| Attainers | 19 | 51 | 49 | 37 | 63 | 28 | 29 | 42 | 68 | 32 |
| Followers | 11 | 46 | 54 | 25 | 75 | 20 | *58* | *22* | *88* | *12* |
| Flustered | 22 | 44 | 56 | 32 | 68 | 30 | 42 | *28* | 75 | 25 |
| Denialists | 7 | 39 | 61 | 18 | 82 | 23 | *53* | 24 | 71 | 29 |

The table above shows that the Advocates and Attainers are mainly White males. Advocates are mostly in the 30-39 year age band, whereas Attainers are almost equally spread in terms of age with 51% aged 19-29 years and 49% aged 30-39 years. The Followers, Flustered and Denialists are Coloured males, mostly within the 30 to 39 year age band.

More than half of the sample (61%) fall within the committed group (i.e., they are Advocates and Attainers). More notably, of this percentage, Advocates make up the majority (42%) indicating that a good portion of road users already model the desirable behaviour of wearing seatbelts.

There remains a gap in targeting those who are uncommitted or less likely to model the desirable behaviour as 33% of the sample comprises Followers (11%) and the Flustered (22%).

The Followers have the highest propensity to model the desirable behaviour, but are influenced by those around them and by their perceptions of what the ‘social norm’ might be. The Flustered experience a great deal of difficulty in committing to the desirable behaviour. The rest of the motorist sample is made up of Denialists (7%).

The table below illustrates the demographic profile composition of non-motorists for the theme of seatbelts.

Table 42: Demographic profile of segments for seatbelts (non-motorists)

| Segments | | Age | | Gender | | Race | | | LSM | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 19 - 29 | 30 – 39 | F | M | Black | Coloured | White | 8-10 | 5-7 |
| Advocates | 38 | 67 | 33 | *64* | *36* | *46* | 54 | - | 17 | 83 |
| Attainers | 17 | 63 | 37 | 49 | 51 | 64 | 36 | - | 9 | 91 |
| Followers | 7 | 75 | 25 | 42 | 58 | 53 | 47 | - | *30* | *70* |
| Flustered | 31 | 62 | 38 | 49 | 51 | *72* | 28 | - | 13 | 87 |
| Denialists | 7 | 61 | 39 | 54 | 46 | 49 | 51 | - | 20 | 80 |

The Advocates are mostly female (64% vs. 36% male), and are Coloured, and the majority fall within the 19-29 year age band. The Attainers are mostly Black (64%) with an almost equal gender split (49% female vs. 51% male). As with the Advocates, the majority (63%) of these non-motorists fall within the 19-29 year age band.

The priority segments to target in terms of effecting behaviour change make up 38% (Followers and Flustered) of the non-motorist sample. There is an almost even gender split among these segments, they are mostly Black (53% Followers and 72% Flustered) and they are mostly within the 19-29 year age band.

### 7.2.3: Acceptability of and attitudes to seatbelts

In terms of priority, seatbelt usage is not top of mind as a road safety issue for motorists and non-motorists. This is shown for motorists in Table 43 below.

Among the motorists, driving under the influence (DUI), speed and reckless driving exceed seatbelt use across the Advocate, Attainer and Follower (committed) segments. For the Denialist (non-committed) segment, use of seatbelts is not mentioned at all in their top six most pressing road safety issues.

Table 43: The prioritisation of seatbelt use among other road safety issues for motorists

| Rank | Advocates | Attainers | Followers | Flustered | Denialists |
|---|---|---|---|---|---|
| 1 | DUI | DUI | DUI | DUI | Reckless driving |
| 2 | Speed | Reckless driving | Reckless driving | Reckless driving | Speed |
| 3 | Reckless driving | Speed | Speed | Exceed the speed limit | DUI |
| 4 | Distracted driving | Distracted driving | **Seatbelt use** | Distracted driving | Distracted driving |
| 5 | **Seatbelt use** | **Seatbelt use** | Distracted driving | Pedestrian safety | Driving while tired |
| 6 | Pedestrian safety | Pedestrian safety | Pedestrian safety | **Seatbelt use** | Pedestrian safety |

The use of seatbelts ranks low as a road safety priority among non-motorists across all the segments. This is shown in Table 44 below.

Table 44: The prioritisation of seatbelt use among other road safety issues for non-motorists

| Rank | Advocates | Attainers | Followers | Flustered | Denialists |
|---|---|---|---|---|---|
| 1 | DUI | DUI | DUI | DUI | DUI |
| 2 | Speed | Speed | Speed | Speed | Reckless driving |
| 3 | Reckless driving | Reckless driving | Reckless driving | Pedestrian safety | Speed |
| 4 | Distracted driving | Distracted driving | Distracted driving | Reckless driving | Distracted driving |
| 5 | Pedestrian safety | Pedestrian safety | Driving while tired | Distracted driving/ Driving while tired | **Seatbelt use** |
| 6 | **Seatbelt use** | **Seatbelt use** | Pedestrian safety/ **Seatbelt use** | **Seatbelt use** | Pedestrian safety |

The table (Table 45) below shows that driving without strapping your child in using a seatbelt and not wearing a seatbelt when you are either the driver or passenger in the front, are seen to be more unacceptable than not wearing a seatbelt when you are a passenger in the back of a car.

This sentiment is seen across Advocates, Attainers and Flustereds. This is also seen in the qualitative aspect of the research where motorists reported to have been more road safety conscious by exercising a desirable behaviour in the presence of a child in the car.

The Followers, in comparison, indexed low in terms of what they perceive unacceptable behaviours, but also reported a slightly higher level of unacceptability when it comes to strapping a child in with a seatbelt. By the nature of this segment, it is characteristic that this group would feel this way. Followers are therefore less likely to recognise the importance of seatbelts.

Table 45: Unacceptability of seatbelt use behaviour across segments

| Totally unacceptable | Motorists | Advocates | Attainers | Followers | Flustered | Denialists |
|---|---|---|---|---|---|---|
| Drive without strapping in your child using a seatbelt | 71% | 91% | 76% | 38% | 58% | 29% |
| Don't wear seatbelt when you are the driver or passenger in the front | 67% | 91% | 68% | 21% | 52% | 34% |
| Don't wear seatbelt when you are the passenger in the back | 58% | 74% | 61% | 28% | 45% | 38% |

The qualitative research also revealed seatbelt usage is not viewed as an essential road safety precaution, except in relation to children. Much higher seatbelt usage is noted when road users are around children and elders, in order to set an example or to avoid ridicule or criticism.

*"My child's safety is more important than my safety – I would like my child to wear one[12]"*

In a personal capacity, wearing a seatbelt is generally not viewed as crucial to safety, again largely due to personal perceptions of control. The act of not wearing a seatbelt is largely habitual. *"Old habits die hard – it's a habit not to wear a seatbelt"[10]*

Culture and image, as reported in the qualitative research, play a major role in the lack of seatbelt usage, particularly amongst Black men. The wearing of seatbelts is perceived to be socially undesirable from a social currency point of view.

*"You can't pick up girls with a belt on – you will look like an amateur"[11]*

In addition, it can create distrust amongst passengers, *"Everyone will look at you like haibo. The guys will say what are you doing now – are we going to die? This is not the first time we are going to town"[12]*

[12] Group 4, Black males, 20-29 years , motorists

For some motorists, seatbelt usage identifies one as a novice driver or newcomer to the area and can therefore put one at risk. In addition, it inhibits driver or passenger freedom within the vehicle, including being able to ride with the seat back low, which is perceived to increase 'street cred'.

*"If I wore a seatbelt in Gugulethu, even the skollies will take me out – you must adjust your seat, sit back, drive slowly with the window open and play the music loud"*[13]

The qualitative research revealed that lack of seatbelt wearing is considerably more evident in the townships than in the suburbs, in town or in unfamiliar areas. Law enforcement in town is noted to be more visible and seemingly increases seatbelt usage.

*"I wear it when going to town – police and law enforcement are stricter than in the location"*[14]

Table 46 shows the trend in attitudes and reported behaviour since Year 1 of the survey in terms of the level of unacceptability towards not wearing a seatbelt.

Table 46: Comparison of the attitudes and behaviours related to seatbelts

| Issue | Completely unacceptable | | | Perceived prevalence of others doing | | | Own behaviour | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| No seatbelt when driver/front passenger | 66% | 70% | 67% | 32% | 69% | 73% ▲32 | 72% | 31% | 33% ▼72 |
| No seatbelt when passenger in back | 68% | 57% | 58% ▼68 | 37% | 72% | 76% ▲37 | 63% | 37% | 36% ▼63 |
| No seatbelt/car seat for child | 47% | 71% | 71% ▲47 | 14% | 50% | *59%* ▲14 ▲50 | 75% | 18% | 15% ▼75 |

A comparison is made between what motorists perceive others are doing vs. their own reported behaviour.

Since Year 1, there has been a significant decrease (33%) in the self-reporting by motorists of using, either as a driver or a front passenger, or when a passenger in the back.

Over this same period, motorists not strapping in their child using a seatbelt or car seat decreased significantly to 15% vs. 75% in Year 1. Further comparisons to Year 1 show that there is an increased perception in the prevalence of these behaviours amongst other motorists.

### 7.2.4: Perceived consequences

The form of punishment thought to be most appropriate for not wearing a seatbelt is quite similar between motorists and non-motorists; a fine (63% motorists vs. 61% non-motorists), followed by prison time (15% motorists vs. 16% non-motorists) and thereafter licence suspension (12% motorists vs. 14% non-motorists) – as is seen in the figure below.

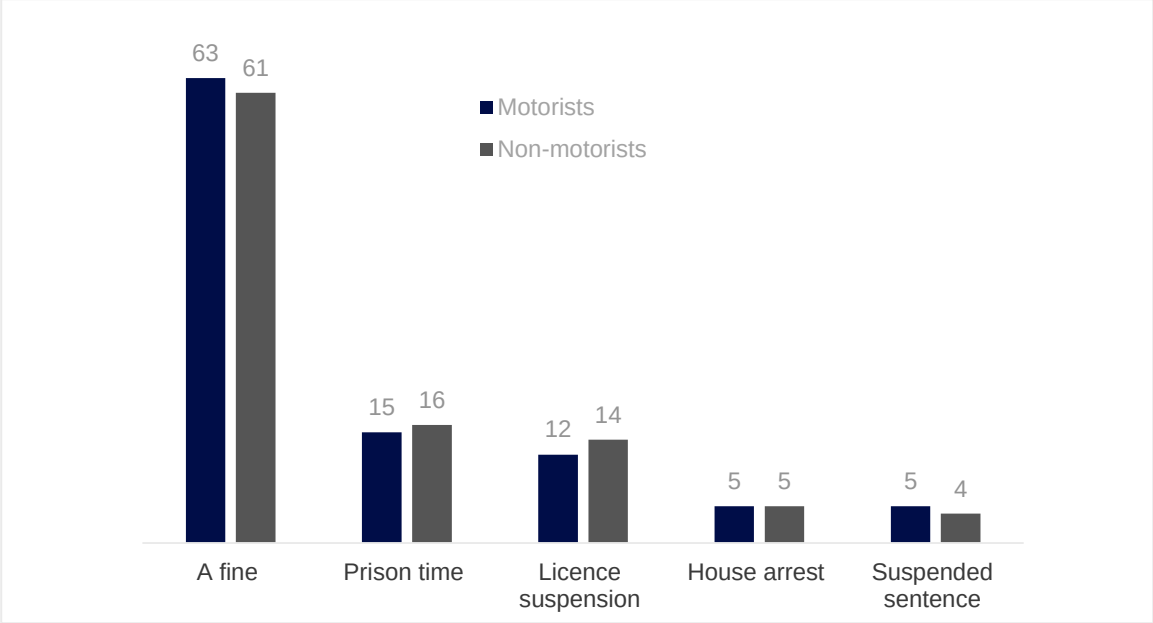



Figure 24: Appropriate punishment if someone should be killed as a result of not wearing a seatbelt (%)

### 7.2.5: Messaging and communication

The overall awareness of road safety advertising (24%) and Safely Home (27%) in particular is spread across the behavioural segments for seatbelts. Awareness of Safely Home stands out among the Advocates (26%), Attainers (28%) and Followers (33%). More Attainers and Followers tend to be aware of Safely Home than any road advertising at all.

Table 47: Key road safety advertising metrics across segments

| Aware of any road safety advertising | Aware of at least one hashtag | Aware of Safely Home | Recognise the Safely Home logo | Cite Safely Home road safety advertising |
|---|---|---|---|---|
| 24% | 22% | 27% | 36% | 36% |

Furthermore, about a third cite Safely Home as a road safety advertiser. Advocates and Denialists are most likely to make the correct association between Safely Home and road safety advertising. Followers tend to make the association to a lesser extent but are the most aware (33%) of Safely Home, as well as with regard to recognition of the logo (41%).

**#AlwaysBuckleUp**

Amongst the total sample of motorists and non-motorists, a third are aware of this hashtag – as seen in the figure below.

Table 48: Awareness and impact of the #AlwaysBuckleUp campaign

| Total Core | Didn't affect you (%) | Changed your behaviour (%) | More aware of road safety (%) |
|---|---|---|---|
| 35 | 5 | 13 | 82 |

**#BuckleUpBackSeat**

Over a third of the core sample are aware of #BuckleUpBackSeat. Of these, 81% reported that it made them more aware of road safety and only 11% reported a behaviour change.

Table 49: Awareness and impact of the #BuckleUpBackSeat campaign

| Total Core | Didn't affect you (%) | Changed your behaviour (%) | More aware of road safety (%) |
|---|---|---|---|
| 35 | 8 | 11 | 81 |

Awareness of both hashtag campaigns can be improved in order to drive improvements in behaviour among the other segments.

**TVC: First Kiss**

The campaign was tested both quantitatively and qualitatively.

The table overleaf (Table 50) shows that the message relevance across the total sample was 81%. Of this, 87% reported that they were likely to wear a seatbelt in the backseat. Despite the low reported relevance of the TVC, these two segments reported a high likelihood to wear a seatbelt in the backseat.

Table 50: Message relevance and impact of TVC campaign

| Total Core (%) | I'm much more likely to wear a seatbelt in the back seat (%) | I'm a little more likely to wear a seatbelt in the back seat (%) | Made no difference to my behaviour because I already wear a seatbelt in the back seat (%) | Made no difference to my behaviour, I won't wear a seatbelt in the back seat (%) |
|---|---|---|---|---|
| 81 | 64 | 23 | 12 | 1 |

Across the qualitative research, usage of seatbelts in the backseat is very low. However, when children are seated in the back seat, the claim is that the children are more likely to be buckled.

The 'First Kiss' TV ad was seen to be highly effective in communicating the gravity of not wearing a seatbelt in the back and is emotionally impactful due to the graphic nature of the execution.

"*The more graphic it is, the more it makes you think you must buckle up – I don't want that to happen to me"*[15]

## 7.3: Driving Under the Influence (DUI)

### 7.3.1: Summary of behaviour

Driving under the influence refers to driving while under the influence of alcohol and/or intoxicating drugs. Alcohol and/or drug use amongst motorists is one of the leading human risk factors associated with road deaths[13].

### 7.3.2: Attitudes to driving under the influence

In Year 3 of the survey, 74% of motorists say that driving, when over the legal alcohol limit, is unacceptable (vs. 72% in Year 2). At the same time, 72% of motorists rate driving after the consumption of recreational drugs as unacceptable (vs. 69% in Year 2). One in six admit to drinking and driving. Five percent claim to drive after recreational drugs. This is seen in the table below.

Table 51: Comparison of DUI – attitudes, perceived prevalence among others and self-claimed behaviour

| Issue | Completely unacceptable | | | Perceived prevalence of others doing | | | Own behaviour | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| Drive when over legal alcohol limit | 76% | 72% | 74% | 54% | 52% | *62%*[54] | 14% | 18% | 16% |
| Drive after recreational drugs | 75% | 69% | 72% | 33% | 37% | *39%*[52] | 5% | 8% | 5% |

As can be seen in the table above, the awareness of DUI as a completely unacceptable and undesirable behaviour has increased in the short term. Also encouraging is that fewer motorists reported that they personally performed these behaviours (2017: 16% drive when over legal alcohol limit, 5% drive after recreational drugs vs. 2016: 18% drive when over legal alcohol limit, 8% drive after recreational drugs) compared to Year 2.

From the qualitative research, some of the barriers noted in respect of practising the desirable behaviour were: (i) poor to no knowledge about blood alcohol limits, (ii) misplaced confidence in personal drunk driving abilities, (iii) a weak perception of associated costs of fatal crashes, and (iv) the normalisation of drunk driving, mainly perpetuated by peer pressure.

[13] https://businesstech.co.za/news/motoring/178275/south-africas-shocking-road-death-numbers-at-highest-level-in-10-years/

### 7.3.3: Perceived consequences of DUI

Consistent with previous years, more than half of motorists (2017: 55%, 2016: 59%, 2015: 54%) believe that they would be caught if they drove under the influence.

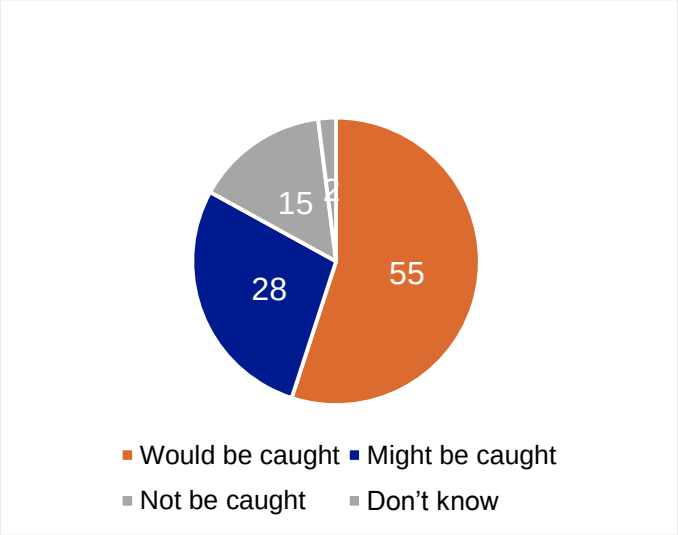



Figure 25: Likelihood of being caught DUI (%)

More motorists (43%) indicated incarceration at a facility (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 (Table 52). This exceeds the sanction suggested for the same outcome caused by exceeding the speed limit or not wearing a seatbelt, where a fine was considered sufficient punishment by the majority.

The decline in incarceration (from 50% in 2015 to 43% in 2017) correlates with an incline in fines (from 14% in 2015 to 24% in 2017) as an appropriate punishment for a DUI-caused fatality. In future waves of the Safely Home survey, this trend needs to be monitored closely.

Table 52: Perceived appropriate punishment if someone should be killed as a result of DUI (%)

| | 2015 | 2016 | 2017 |
|---|---|---|---|
| Death penalty | 3% | 1% | - |
| Incarceration | 50% | 46% | *43%* ▼ |
| Suspended sentence | 8% | 9% | 8% |
| House arrest | 4% | 5% | 7% |
| License suspension | 20% | 13% | 16% |
| A fine | 14% | 22% | *24%* ▲ |

Qualitative feedback from the focus group discussions indicates that the legislative cost of driving under the influence (DUI) is perceived to be low and that DUI is also poorly enforced by traffic officers. The biggest deterrent to the behaviour is jail time or the suspension of their driver's licence. The 'Papa wag vir jou' TVC that plays on the theme of jail time and assault within jail, remains top of mind and continues to instil fear of the consequence of landing up in jail.

There is high awareness of the Random Breath Testing (RBT) initiative. It is, however, disconcerting to note that focus group discussion participants stated that roadblocks are avoided at all costs and alternative routes are taken where possible; *"RBT, yes, they are doing it. I pick up the phone and alert my friends where the police are"*[14]

### 7.3.4: Messaging and communication

The 'Boys' TVC had low reach (7%) in the sample of road users. Of these, 74% found the message relevant. Arrive Alive is associated with the TVC by the majority instead of Safely Home.

When shown in the qualitative groups, the 'Boys' TVC is highly impactful and relatable; *"A story you can relate to – it's you and your best friend"*[15] In addition, it is effective in instilling fear; *"It gives you the fear that you will get caught"*[16]. Perhaps the most powerful take-out is that no one is exempt to ending up in jail, it can happen to anyone; *"Whether you're from the corporate world or a gang, you can end up in jail or with a criminal record"*[17]

[14] Group 4, Black males, 20-29 years, motorists.
[15] Group 5, Coloured males, 20-29 years, non-motorists
[16] Group 4, Black males, 20-29 years, motorists
[17] Group 4, Black males, 20-29 years, motorists

Whilst #BoozeFreeRoads is impactful to some extent, it is perceived to be a little unrealistic; *"It's too strict… I can have one or two and still be fine"*[18]

Changing the undesirable behaviour is challenging. Driving under the influence has a higher probability of occurring when unplanned drinking occurs and motorists' decision-making becomes impaired by the consumption of alcohol or recreational drugs.

Messaging should target the decision-making process prior to drinking (actually well in advance of the drinking occasion). This requires communicating having alternative transport options available when in an environment when alcohol is available and will be consumed; *"When you drink in that moment you don't feel like it's a hassle"*[19]

[18] Group 5, Coloured males, 20-29 years, non-motorists
[19] Group 5, Coloured males, 20-29 years, non-motorists

## 7.4: Vulnerable Road Users

### 7.4.1: Summary of behaviour

This section will explore the impact of road safety behaviour perceptions and attitudes by and towards vulnerable road users. Vulnerable road users are identified by the Western Cape's Department of Transport and Public Works as comprising children, pedestrians, cyclists and motorcyclists. Under this theme, the Safely Home Calendar focusses on child and senior pedestrians, and then cyclists and motorcyclists.

According to the Safely Home website, pedestrians account for 57% of road fatalities in the City of Cape Town, and 44% of province-wide fatalities[20]. They further cite 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.

### 7.4.2: Acceptability and attitudes

Walking on busy roads/highways after consuming alcohol is seen to be unacceptable by three-quarters of non-motorists. Half reported that they know of 'others' who walk on busy roads/highways after consuming alcohol, whilst only 8% reported doing so themselves. Twice as many (16%) claim to have crossed busy roads/highways at non-designated areas.

Table 53: Comparison of reported behaviour by vulnerable road users over the last three years

| Issue | Completely unacceptable | | | Perceived prevalence of others doing | | | Own behaviour | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| Walk on busy roads/highways after alcohol | 79% | 75% | 75% | 54% | 44% | 50% | 9% | 6% | 8% |
| Cross busy roads /highways at non-designated areas | 73% | 68% | 69% | 57% | 57% | 55% | 21% | 20% | 16% |

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In the qualitative research, amongst pedestrians, there is some sentiment that motorists do not take enough responsibility in sharing the roads. *"Roads are not just for cars. Your family will suffer if something happens"* (Non-motorists, Coloured males, 16-17 years).

FGD respondents express the perception that, a lack of law enforcement for pedestrian infringements (e.g., jaywalking), contributes to the continuation of the behaviour.

[20] https://safelyhome.westerncape.gov.za/campaigns/1546

In addition, blocked pavements, hawkers and lack of designated pedestrian crossings are reported to be a major cause of jaywalking; *"If there are blocked pavements, what do you do? You walk in the road. What must be done? They must fine the people on the pavements"*[21]

### 7.4.3: Messaging and communication

The "Ubuthakathi" TVC was tested by both the quantitative and qualitative methodologies in the Safely Home survey, Year 3 and was recalled by a fairly low proportion (17%) overall. Road users indicated it was associated with Arrive Alive.

Of those who saw the communication, 74% find it relevant and half (53%) indicate that it makes them less likely to 'drink and walk' or 'drink and drive' in the future.

[21] Group 3, Black males, 20-29 years, non-motorists

## 7.5: Distracted Driving

### 7.5.1: Summary of behaviour

Distracted driving is a lack of situational awareness while driving and the consequence of this inattention could result in not responding appropriately to external stimuli or risks in the environment. According to the Safely Home website, it is estimated to be a factor in 25% to 50% of all traffic crashes[22].

In the survey, distracted driving is identified by the following behaviours:

- Read or send messages on your cell phone while driving
- Talk on your cell phone while driving WITHOUT a hands-free kit
- Talk on your cell phone while driving WITH a hands-free kit

While legislation[23] does permit the use of hands-free kits while driving, for the purposes of this study, it is still viewed as distracted driving.

An estimated 25% of crashes are attributed to cell phone use, and according to Discovery Insure, the use of a mobile phone (which on average equates to 52 seconds of distracted driving) makes road crashes four times more likely[24].

### 7.5.2: Acceptability of and attitudes to distracted driving

Motorists believe that certain forms of distracted driving behaviours are more unacceptable than others.

Seven in ten motorists agree that it is completely unacceptable to text while driving while only three in ten think driving using a cell phone with a hands-free kit is unacceptable.

While the number of those who report knowing others who also text while driving has remained stable, there has been a significant drop in those reporting to do it themselves. As can be seen in Table 54 (overleaf), in the current wave, just more than a quarter (28%) claim they message/text while driving.

[22] https://safelyhome.westerncape.gov.za/road-safety/367
[23] Section1(a) of Regulation 308A in the National Road Traffic Act no 32 of 1996
[24] MyBroadBand, 2015, https://businesstech.co.za/news/mobile/86756/shocking-number-of-sa-accidents-caused-by-mobile-phone-use/

Table 54: Comparison of reported behaviour of distracted driving over the last three years

| Issue | Completely unacceptable | | | Perceived prevalence of others doing | | | Own behaviour | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| Read or send messages on your cellphone while driving | 73% | 67% | 70% | 67% | 79% | 71% | 35% | 35% | 35 *28%* ▼ |
| Talk on your cellphone while driving WITHOUT a hands-free kit | 70% | 67% | 66% | 71% | 79% | 71 78% ▲ | 36% | 35% | 39% |
| Talk on your cellphone while driving WITH a hands-free kit | 41% | 35% | 41 *33%* ▼ | 70% | 75% | 70 77% ▲ | 38% | 46% | 41% |

In the qualitative focus group discussions, distracted driving behaviours (texting and driving in particular) were reported; *"I'm guilty of texting and driving… all of us"*[25]

There is some awareness of how potentially dangerous texting and driving can be, but this, however, does not seem to deter the behaviour; *"You realise you can't remember the stretch of road you were just on…"*[26]

Also from a qualitative point of view, the behaviour stems from a pressing need to be constantly available. Participants report that the behaviour has become ingrained. The urge not to respond to incoming texts is very hard to resist. Also, the perceived cost is low for most, and while there is awareness of the risk, it is perceived to be more 'minor', i.e., risk of bumper bashing rather than a major crash or the loss of life (whether their own life or that of others).

### 7.5.3: Messaging and communication

When the TVC 'It Can Wait' was presented within the FGD, the message was reported to be highly impactful. If walking and texting is a bad idea, driving and texting magnifies this risk.

[25] Group 6, Coloured & White males, 20-29 years, motorists
[26] Group 1, Coloured males, 20-29 years, motorists

# 8.0: Key Findings and Recommendations

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.

Following the above findings and coupled with those from the behavioural segmentation framework applied in Year 3, we make the following recommendations for consideration:

**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.

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## Endnotes

[1] Matzopoulos *et al.* (2013)
[2] Elliot (2017)
[3] Speed Trends on Major Roads in South Africa
[4] 3rd GRSP African Road Safety Summit, supplied Western Cape Government
[5] Speeding Offenders, Coloured males, 25-34 years – focus group
[6] Speeding Offenders, Coloured males, 25-34 years – focus group
[7] Speeding Offenders, Coloured males, 25-34 years – focus group
[8] Group 8, Black males, 30-39 years, motorists – focus group
[9] Black males, motorists, 30-39 years – focus group
[10] Group 4, Black males, 20-29 years, motorists – focus group
[11] Seatbelt Offenders, Black males, 25-34 years – focus group
[12] Seatbelt Offenders, Black males, 25-34 years – focus group
[13] Seatbelt Offenders, Black males, 25-34 years – focus group
[14] Seatbelt Offenders, Black males, 25-34 years – focus group
[15] Group 4, Black males, 20-29 years, motorists – focus group

# Appendix 1

## 1. Nudging and boosting

Nudging is a concept which proposes positive reinforcement and indirect suggestions to try to influence decision-making towards compliant behaviour. In essence, a nudge 'makes it more likely that an individual will make a particular choice, or behave in a particular way, by altering the environment so that automatic cognitive processes are triggered to favour the desired outcome'[15].

A nudge is distinguished from a 'boost'. The key difference between the two is the following. A nudge aims to 'steer' a person in the right direction. They are typically non-fiscal interventions that steer people in a specific direction, while preserving choice. An example is steering kids to make healthy food choices through product placement on shelf at an appropriate eye level.

A boost, in contrast, has the element of 'empowering' a person with the decision to engage a compliant behaviour. Boosts foster own decision-making competencies. Keeping with the healthy food example amongst kids, a boost takes the form of educating children about why healthy food is good and what it does for you, and why unhealthy food is bad, etc. Kids are, in this example, empowered with the knowledge to make the right decision.

Professor Andre Hofmeyer[15], a Behavioural Economist with a focus on experimental economics and addiction, had the following to say on the peculiarity of each behaviour modification tool: *"There's an important distinction between nudging people as to affect their behaviour and in a sense educating people (boosting) to influence their behaviour".*

He added, *"Nudging is how to influence behaviour without changing anything in their choice set. You are not being paternalistic if you allow people to choose freely. You are just effectively influencing the choice environment so as to nudge them in the direction of choices that are either beneficial to them or to society in general".*

An application of nudges and boosts in the road safety context is to nudge road users by identifying key influencers or change agents to demonstrate model behaviour. Key influencers would be able to change the way things are done or viewed. Ideally, these change agents must be:

- Respected and admired in the community
- 'Normal people' who have influence as well as radio personalities, celebrities, etc.
- Revered people in the community such as community leaders/people with influence such as prominent business people

Another consulted expert, Glenn Harrison[15], Director, Centre for the Economic Analysis of Risk, added to the discussion on the importance of the use of change agents in communities. *"There are formal methods of doing this in, say, a township and then you randomly pick from that group. Say you pick 30-40 people who are regarded as most likely to be change agents and then you bring them in and the idea is that they will learn. That has a much wider impact. It's a bit like behaviour modification where you gradually sensitise".*

**2. Gamification**

The second behaviour modification tool is that of gamification. Games, traditionally a form of entertainment mainly, have transcended this space to evolve and permeate in other aspects of our daily lives from consumer culture to organisational practices. "Today, our reality and lives are increasingly game-like, not only because video games have become a pervasive part of our lives, but perhaps most prominently also because activities, systems and services that are not traditionally perceived as game-like are increasingly *gamified"*[15].

Typical elements of game playing, such as point scoring and competition with others, are applied to other areas of activity, with the goal to encourage engagement with a product or service. Gamification strategies use rewards for players who accomplish desired tasks or competition. The types of rewards include points, achievement badges or levels, the filling of a progress bar, or providing the user with virtual currency. Furthermore, the rewards for accomplishing tasks are made visible to other players. These are ways of encouraging players to compete. Today, opportunities for gamification are endless and can include interactive edutainment, school-based interventions and collectibles for children.

Conn Bertish[15], a communications expert interviewed in this study, is the founder of Cancer Dojo, both an ideology and an app where 'creativity, science and technology merge to help you survive your cancer'. Cancer Dojo's motto is to 'tackle your cancer with creativity' through gamification. Bertish talks about the role of gamification in boosting immunity and engendering a more positive cancer outcome: *"The core of Cancer Dojo is to incentivise people to continue through gamification. So when I was diagnosed with cancer years ago, I instinctively gave myself a role of healing by gamifying it and turning my whole cancer into a game. Not just cancer, but I actually turned my life into a game where I was feeding myself and boosting my own immune system by rewarding myself and challenging myself. That is what gamification is, it's challenging. So almost seeing yourself as a Super Mario. That is Cancer Dojo"*.

In the context of road safety, gamification can play a positive role in engaging children with respect to pedestrian behaviour; a vulnerable cohort in the face of dangers on the road. Give kids a similar experience as games do by engaging on platforms that teach them about road safety. Children also have 'pester power', i.e. the ability to pester and beleaguer their parents to make certain choices. Engaging this cohort is critical.

### 3. Positive reinforcement

This method of ‘persuasion’ relies on the application of incentives, or ‘carrots’ and ‘badges’ to influence decision-making that produces compliant behaviour. Positive reinforcement involves the action of rewarding a person after a certain action is taken in a context where it is more likely that the behaviour will occur again in the future. Rewards have the function of strengthening good practices by reinforcing a behaviour pattern.

A good example of a positive reinforcement that can stimulate sustained behaviour change is Fitbits. By keeping a track of the number of steps taken to the amount and type of food eaten, Fitbits have altered the way exercise and healthy living is viewed. Constant reminders, daily tracking and very importantly, retail and insurance rewards that are associated with strong adherence to healthy living, serve as the extra pushes and motivations people need to stay fit and keep healthy. Similarly, good road safety habits can be inculcated over time through a reward system that reinforces positive practices.

Bertish discusses ways in which positive reinforcement can be used in the road safety space. *“During the Cancer Dojo, you get a badge for completing a task. Then, that enables you to get something else at a later point. In the road safety context, you could link your phones through an app to an element in the car. A lot of the insurance companies are starting to do that. Discovery is starting to do that with their responsible driver thing. The phone can determine purely by its geographic movement the speed, the type of driving and can give a score and that score can then get fed to the mainframe which then gets fed back to give you a score for the day and that score relates to a score on your homepage and you get this and that, then you can incentivise that person because they have driven well”.*

Getting relevant brands invested to reward good driving practices is the key. Insurance companies, like Discovery as Bertish mentioned, are already getting involved: *“Insurance companies are good to look at because they are invested. Their skins are in the game. If they can get people to drive better, then they are going to make more money. They incentivise people, and Discovery are already playing in that space”.*

However, there is a need to get other relevant brands involved, such as those in tyre or petrol industries. Cellphone companies can also play a part in the incentive mix to reward not using a cellphone while driving.

### 4. Deterrence theory

The fourth and final theory that we examine is deterrence theory. In essence, this theory looks at punishment, or the threat of it, for non-compliance as the means to create a shift in future behaviour patterns. It serves to reduce the likelihood that that behaviour will occur again.

The theory rests on the following:

- Measures need to be put in place to deter negative behaviour.
- The crux of its effectiveness is if the punishment is enforced, equally, and without exception.
- Laws of punishment and outcomes must be well publicised by making an example of people who break the rules.
- The thought of doing the deviant behaviour should cause apprehension because of the imminent consequences.

Hofmeyer describes the way deterrence theory is applied in the road safety space: *"You are trying to deter behaviour by using a threat which is that we will remove your licence if you are, for example, drinking and driving. And the beautiful thing about a threat is that it does not have to be enforced unless the person does what you are trying to deter. So you tell everyone – if you drink and drive, we will take your licence away. If people actually believe you will do that and they value their licences, they will not drink and drive which means you actually never have to take their licences away. In reality people are either not going to care or they are not going to believe you. So you need to see some examples – all that would need to be done is a couple of well-publicised cases where people were caught drinking and driving, and they had their licences removed".*

# Appendix 2

**Language proficiency and understanding show card**

| |
|---|
| **ENGLISH VISUAL AID: Kids will follow your example when you cross roads recklessly** |
| **AFRIKAANS VISUAL AID: Kinders sal jou voorbeeld volg wanneer jy paaie roekeloos oorsteek.** |
| **isiXHOSA VISUAL AID: Abantwana bazakulandela umzekelo wakho xa uwela indlela ungaqaphelanga.** |

# Appendix 3

Overview of TVC Campaigns between 2015 - 2017

| Year | Quantitative | Qualitative | Key Message Theme |
|---|---|---|---|
| 2015 | First Kiss | First Kiss | Seatbelts |
| | | Legend | Driving under the influence |
| | | Bloody Idiot | Driving under the influence |
| | | Mistake | Speed |
| | | Reconstruction | Speed |
| | | Soccer | Driving under the influence |
| | | Damage | Seatbelts |
| | | Pedestrian | Pedestrian Safety |
| 2016 | First Kiss | First Kiss | Seatbelts |
| | | Forest | Speed |
| | | Pick-up | Speed |
| | | Charlize | Distracted Driving |
| | | Funny | Distracted Driving |
| | | 4 Girls | Distracted Driving |
| | | Cinema (simulated crash) | Distracted Driving |
| | | 2 second glance | Distracted Driving |
| | | Sport | Distracted Driving |
| | | Embrace | Seatbelts |
| | | Ukuthakatha | Pedestrian Safety |
| | | Shopping | Pedestrian Safety |
| 2017 | Ubuthakathi | Ubuthakathi | Drinking and Walking |
| | First Kiss | First Kiss | Seatbelts |
| | KnockOnEffect | KnockOnEffect | Speed |
| | Boys | Boys | Drinking and Driving |
| | | It Can Wait | Distracted Driving |