

**KANTAR PUBLIC**

# The Safely Home Survey Year 3 (2017)

Presented by Kantar Public

For the Western Cape Government  
Department of Transport and Public Works

2018



# Contents

1. Setting the Context	03
2. Sample and Methodology	08
3. Snapshots	22
4. Expert Perspective on Behaviour Change	44
5. Speed	55
6. Seatbelts	78
7. Driving under the Influence	101
8. Distracted Driving	112
9. Vulnerable Road Users	122
10. Appendix	131





1. Setting the Context

## Context: The reality of road deaths globally, locally and regionally...

Globally, the World Health Organisation (WHO) reports that **1.25 million** people are killed each year by road traffic crashes, and a further 20 to 50 million people are affected by non-fatal injuries on the road. The impacts are negative and are manifold, ranging from the individual to the state. It is further reported by the WHO that road traffic crashes could potentially become the **seventh leading cause of death**, that is if no sustained action is taken and effectively implemented.<sup>1</sup>

In 2010, the United Nations initiated a “Decade of Action” in an effort to reduce fatalities by 50% by year 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**<sup>2</sup> while this figure was 14 071<sup>3</sup> in 2016.

At an individual and household level, the cost to human life is incalculable and poses a further negative rippling effect on families and future generations.

At a macroeconomic level, the economic impacts are felt by the state and business. A recent estimate of the economic burden put the figure for 2015 at **R142 950 584 934**.<sup>4</sup> The Western Cape Department of Health reported **1 345**<sup>5</sup> road traffic fatalities in 2017.

Whilst this is a very broad overview, it paints an alarming picture that requires consistent and sustainable action, in order to reduce the impact road crashes and injuries have on society and the economy. Action is also needed to ensure that we **meet national and global goals** of reducing the number of road crashes and related injuries by 2020.

Research shows that road crashes, regardless of where they happen, are as a **result of negligent attitudes and human behaviours**.

**It is therefore pertinent that we identify and address these negligent attitudes through effecting positive behaviour change on our roads by various types of road users.**

1. Source: World Health Organisation, road traffic injuries – fact sheet, reviewed January 2018. Accessed online: <http://www.who.int/mediacentre/factsheets/fs358/en/> [February 2018]

2. Source: Annual Report 2009/10, Road Traffic Management Corporation, (2010) p 26

3. Source: Road Traffic Report Calendar 2016, Road Traffic Management Corporation.

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

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



**The challenge: Creating safer roads over the long term for all road users in the Western Cape through a reduction in the number of road deaths**

**Research objectives:** The primary objective is to **gauge and monitor road users' behaviour and attitudes** around road safety issues in the Western Cape, and secondly, to establish ways to **optimise** the Western Cape's road safety **communications programme** and enhance its impact and effectiveness in reducing road deaths.

In order to do this, we need to understand what road users' **attitudes and intentions** regarding road safety issues are and what actual **behaviours** they have, and whether the road safety communications are resonating with the various types of road users and driving the message to effect **real behaviour change**.



# Key objectives for the 2017 research

## 1. What are the behaviours and attitudes around road safety issues in the Western Cape and how have they changed since 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 and attitudes towards the Safely Home campaign changed since last year?

## 2. How relevant and impactful is the current messaging and how could future communications be optimised?

- What is the awareness of and sentiment towards the following ad campaigns – Ubuthakati, 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?

## 3. New issues: Road sign and signal comprehension

- Do the various types of road users (motorists and non-motorists) understand what certain road signs mean?

## Context

Five key themes were identified by Client as focus areas for the behaviour change modelling and communication. Further, two of these themes, speed and seatbelt use, were scrutinised using commitment modelling segmentation.







**2.  
Sample and Methodology**



# Scope of the quantitative study



**WHAT?**

**Understanding key road safety issues**

- 3<sup>rd</sup> year measure of attitudes and behaviours of motorists and non-motorists regarding road safety in the Western Cape



**WHO?**

**Representative sample of road users**

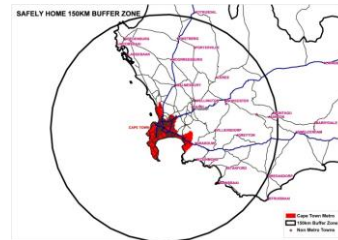
- Core sample for tracking:
- n=500 Motorists
  - n=499 Non-motorists
  - LSM 5+
  - 19 – 39 year-olds
  - Black, coloured & white
- Additional samples:
- n=200 Mature
  - n=301 Youth



**WHERE?**

**Metro and Small Urban areas of the Western Cape**

- Metro as defined by Kantar
- Non-metro defined as within 150km radius from Cape Town CBD



**WHEN?**

**Fieldwork**

- Interviews conducted 22 November – 19 December 2017



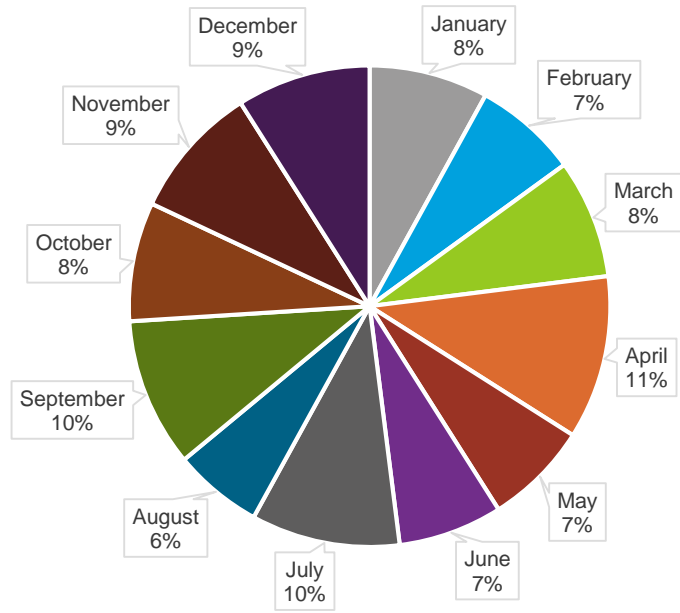
**HOW?**

**Face-to-face CAPI**

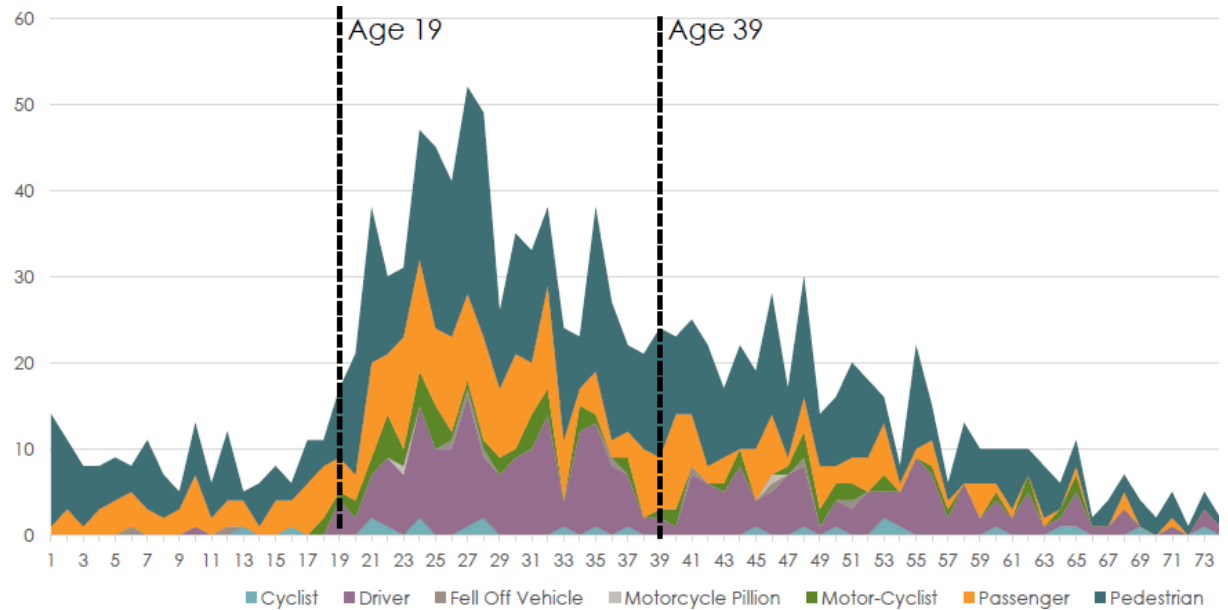
- 40-minute questionnaire
- Interview conducted on tablet
- Self-completion for rating questions

# Fatalities profiles in the Western Cape | 2017

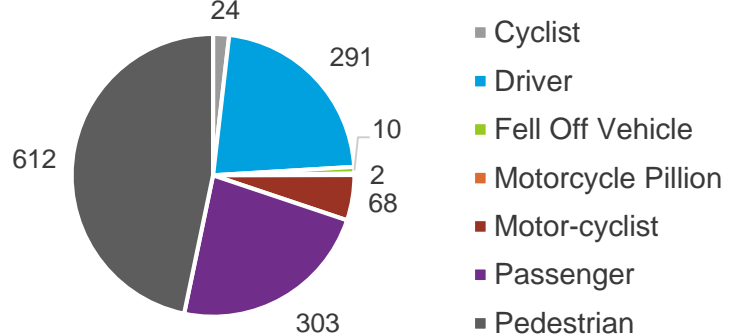
Fatalities by Month



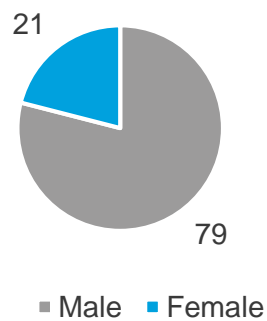
Western Cape Road Deaths, by Road User Type and Age



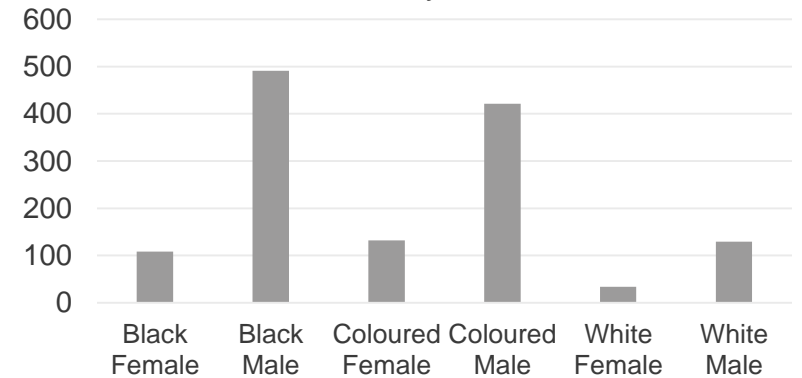
Western Cape Traffic Fatalities by Road-User Type, 2017



Fatalities by Gender



Fatalities by Race



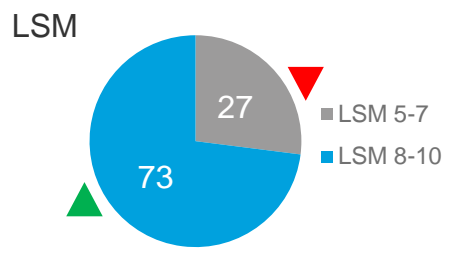
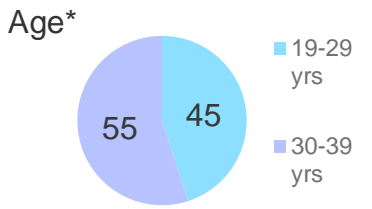
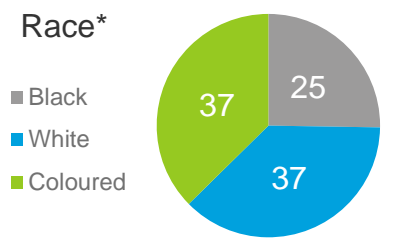
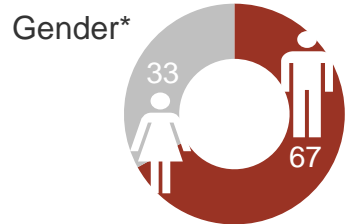


# The sample segments – who are the Core?

## Motorists, not surprisingly, skew higher LSM/income and are more likely to be working

### Motorists (n=500)

Metro\* (n=400) Non-metro\* (n=100)



Average HH income: R20,370

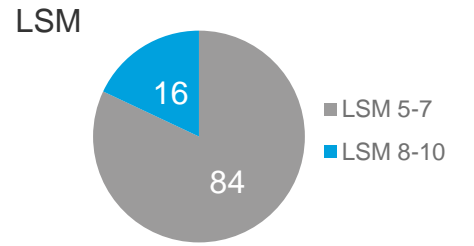
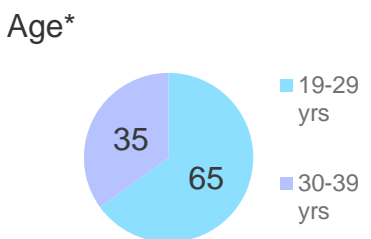
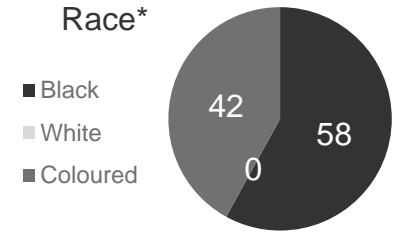
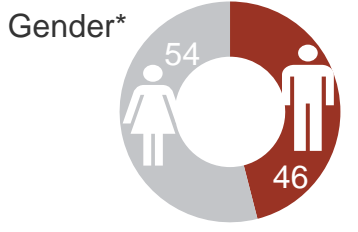
#### Work status



**100%** of motorists are personally driving a vehicle

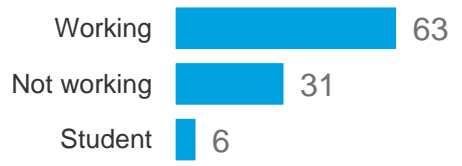
### Non-motorists (n=499)

Metro\* (n=400) Non-metro\* (n=99)



Average HH income: R9,050

#### Work status



**48%** ▼ mainly travel as a passenger  
**52%** ▲ are mainly a pedestrian

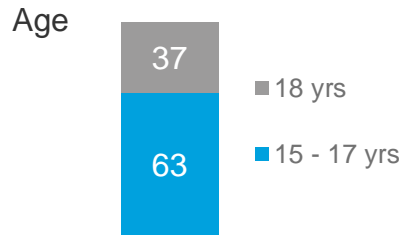
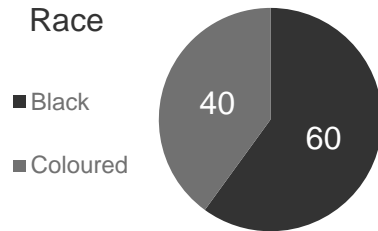
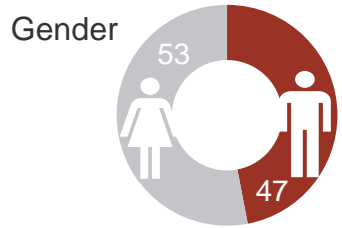
\* Sample quotas

Stats testing vs. Safely Home 2017

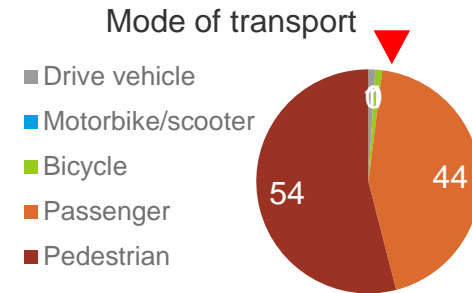
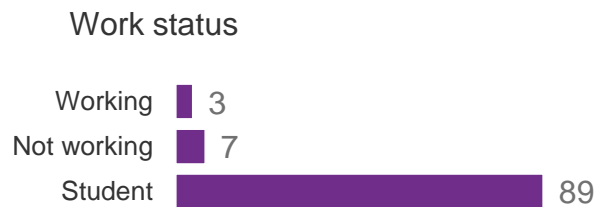
▲ ▼ Vs. 2016  
 ▲ ▼ Vs. 2015

# The sample segments – who are the Youth and Mature?

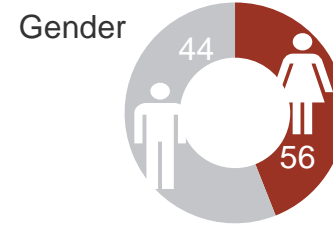
## Youth (n=301)



Average HH income: R11 000

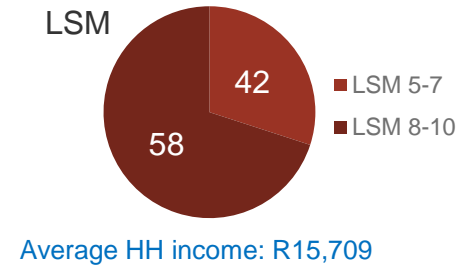
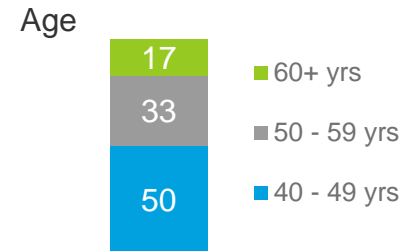
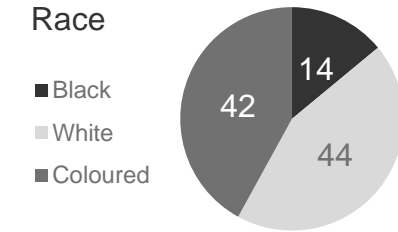


## Mature (n=200)

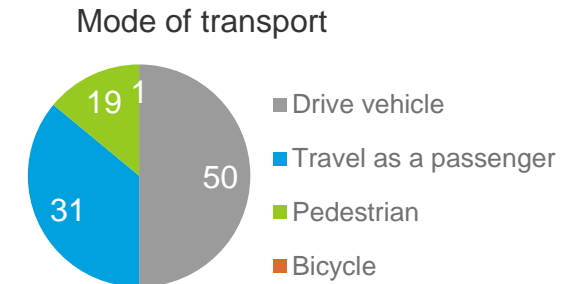
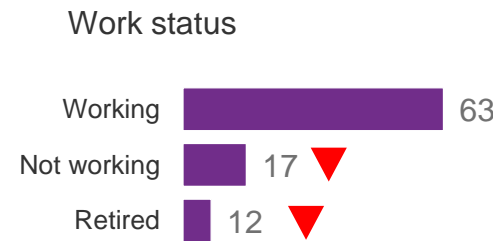


**Motorists\* (n=100)**  
Skewed Male, White, LSM 8-10

**Non-motorists\* (n=100)**  
Skewed Female, Black, LSM 5-7



Average HH income: R15,709





## Qualitative sample and methodology

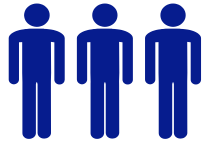
Various qualitative methodologies were utilised to thoroughly interrogate the monthly Safely Home themes, from both an automatic as well as a reflective perspective:



1. Data mining | desk research



2. Expert in-depth interviews



3. Focus groups with road users – motorists and non-motorists



4. Cognitive interviews/driver immersions: Speed and seatbelts



## Expert in-depth interviews: Meet the experts

CONN BERTISH



- Former award-winning creative director at five of South Africa's most prestigious advertising agencies including M&C Saatchi and JWT
- Currently executive creative director at Quirk
- Winner and judge of the Cannes Lions International Creative Festival
- Founder of Cancer Dojo

Communication Expert

ANDRE HOFMEYER



- Professor of Economics, UCT School of Economics
- Serves on the executive committee of RUBEN
- Founding member of Research Unit in Behavioural Economics and Neuro Economics
- Focus on experimental economics and addiction

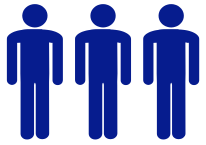
Behaviour Change Experts

GLENN HARRISON



- Director, Centre for the Economic Analysis of Risk and Professor and Holder of the C.V. Starr Chair
- Ph.D., Economics, UCLA
  - Master of Arts, UCLA
- Specialisation areas
- Experimental economics
  - Econometrics
  - Environmental and resource economics

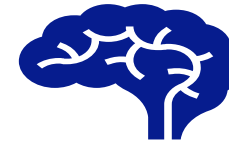




## Focus group discussions

### Motorists & Non-Motorists

FGD1	Coloured Males, 20 – 29 yrs	Motorists, Low income
FGD2	Coloured Males, 16 – 17 yrs	Non-motorists, Middle income
FGD3	Black Males, 20 – 29 yrs	Non-motorists, Low income
FGD4	Black Males, 20 – 29 yrs	Motorists, Middle income
FGD5	Coloured Males, 20 – 29 yrs	Non-motorists, Middle income
FGD6	Coloured Males & White Males, 20 – 29 yrs	Motorists, High income
FGD7	Black Males, 30 – 39 yrs	Motorists/Non-motorists, Low income
FGD8	Black Males, 30 – 39 yrs	Motorists, Middle income
FGD9	Coloured Females, 30 – 39 yrs	Non-motorists, Middle income



## Cognitive immersions

### Speed & Seatbelt 'Offenders'

CI1	Coloured Males, 25 – 34 yrs	R10k-R30k HH	Speed
CI2	Black Males, 25 – 34 yrs	R10k-R30k HH	No seatbelt

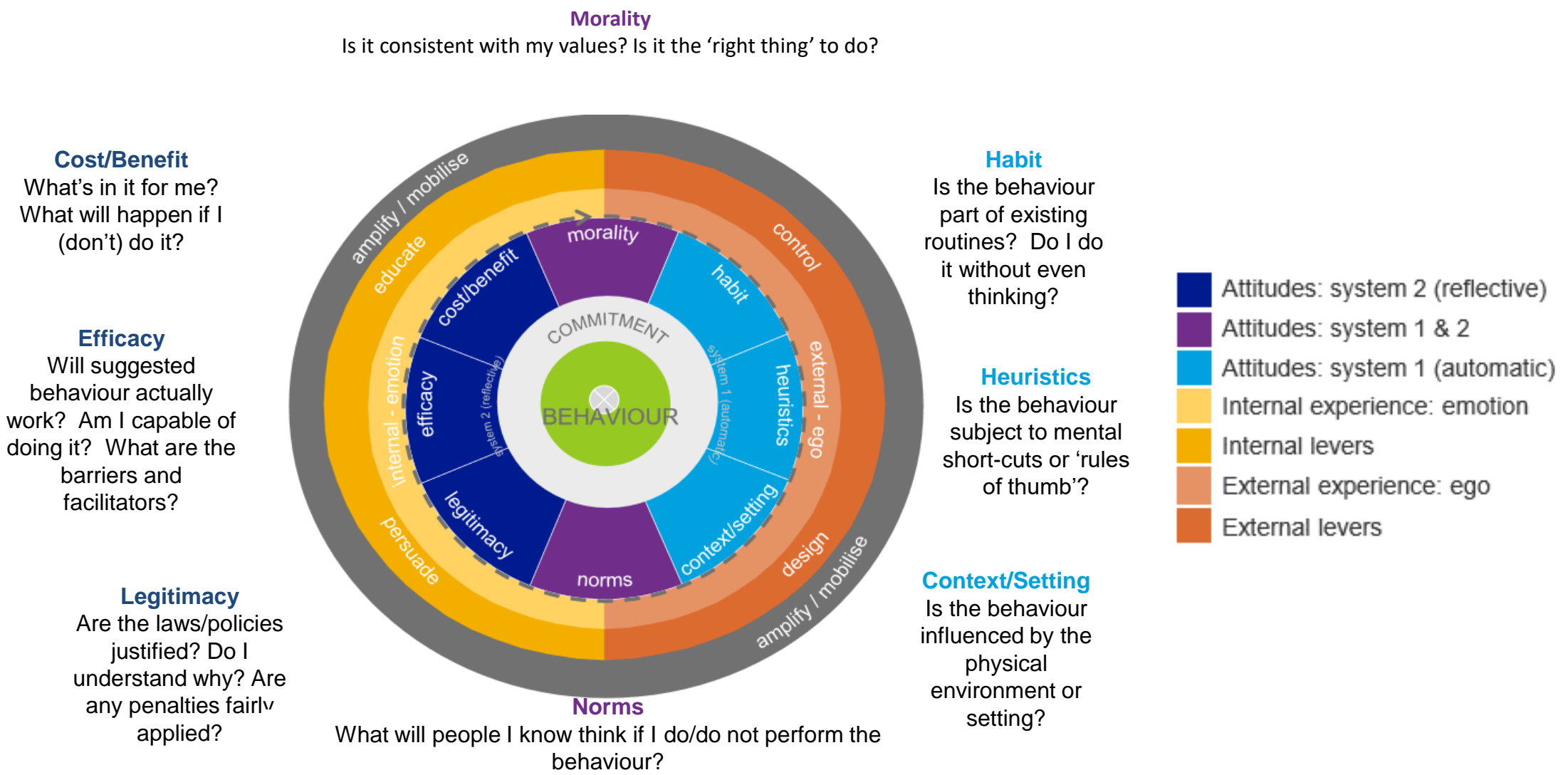
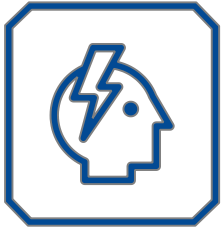


### Employing the Behaviour Change Model



Fieldwork: December 2017 / January 2018

# The Behaviour Change Model

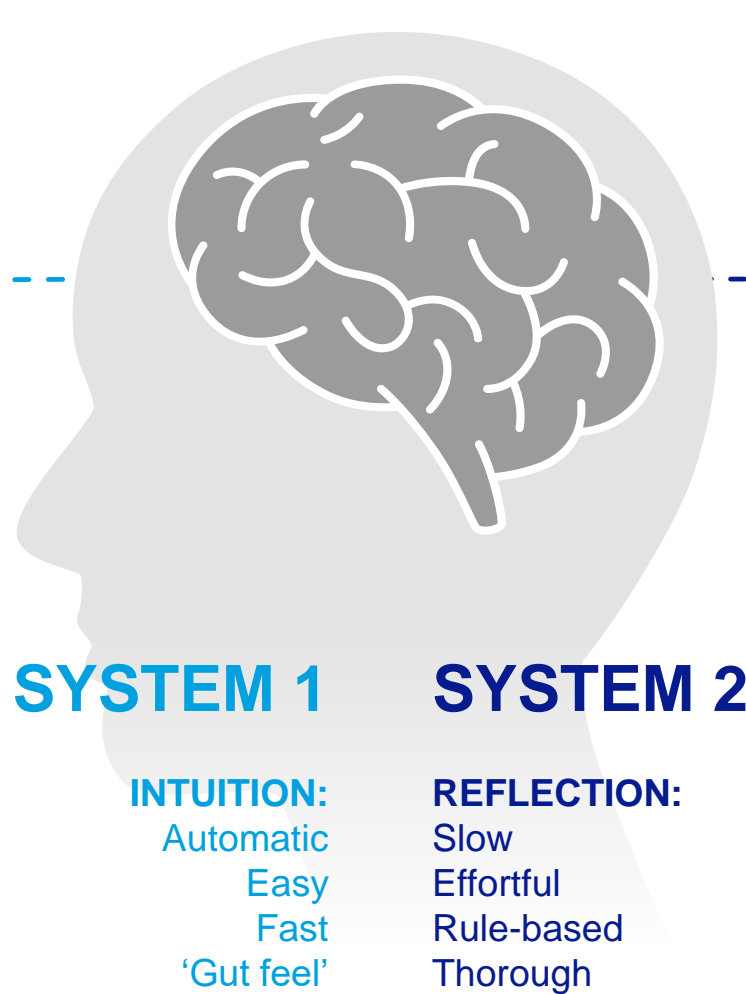




# We make decisions using two systems of thinking

**System 1** dominates quick, easy decision-making, allowing us to make instinctive choices without the need for hard thinking.

System 1 is very important as if we deliberated on all decisions we make in a day (or even a shopping trip!), we simply wouldn't be able to function.

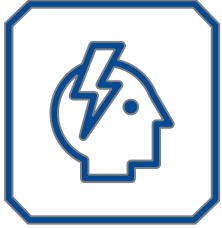


We use **system 2** to make more thoughtful decisions, deliberating more and weighing things up when we need to.

In the context of brands, system 2 tends to be used when it's a bigger investment, an infrequent purchase, the 'usual choice' isn't available, or something unusual (like a price promotion) stops us moving ahead with our instinctive choice.

Importantly, even when we use system 2, it is influenced by our system 1 response. If our system 1 response to a brand is very positive, even when we engage system 2, we will still be more predisposed to find functional reasons to choose that brand.

# The Behaviour Change Model: Applications



## Behaviour Change Framework:

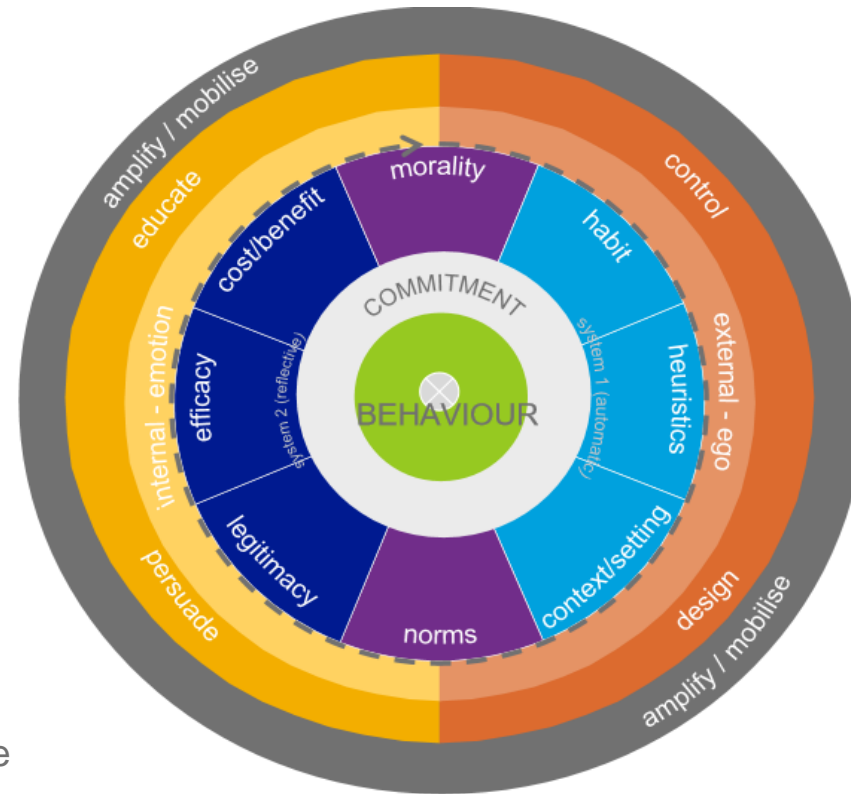
Each of the elements will be evaluated with the aim of recommending **specific actions** for the Western Cape Government to take:

### EDUCATE

- Inform
- Advise
- Build awareness
- Debunk myths and misconceptions

### PERSUADE

- Engage
- Motivate
- Create positive attitude
- Put the issue on the social agenda



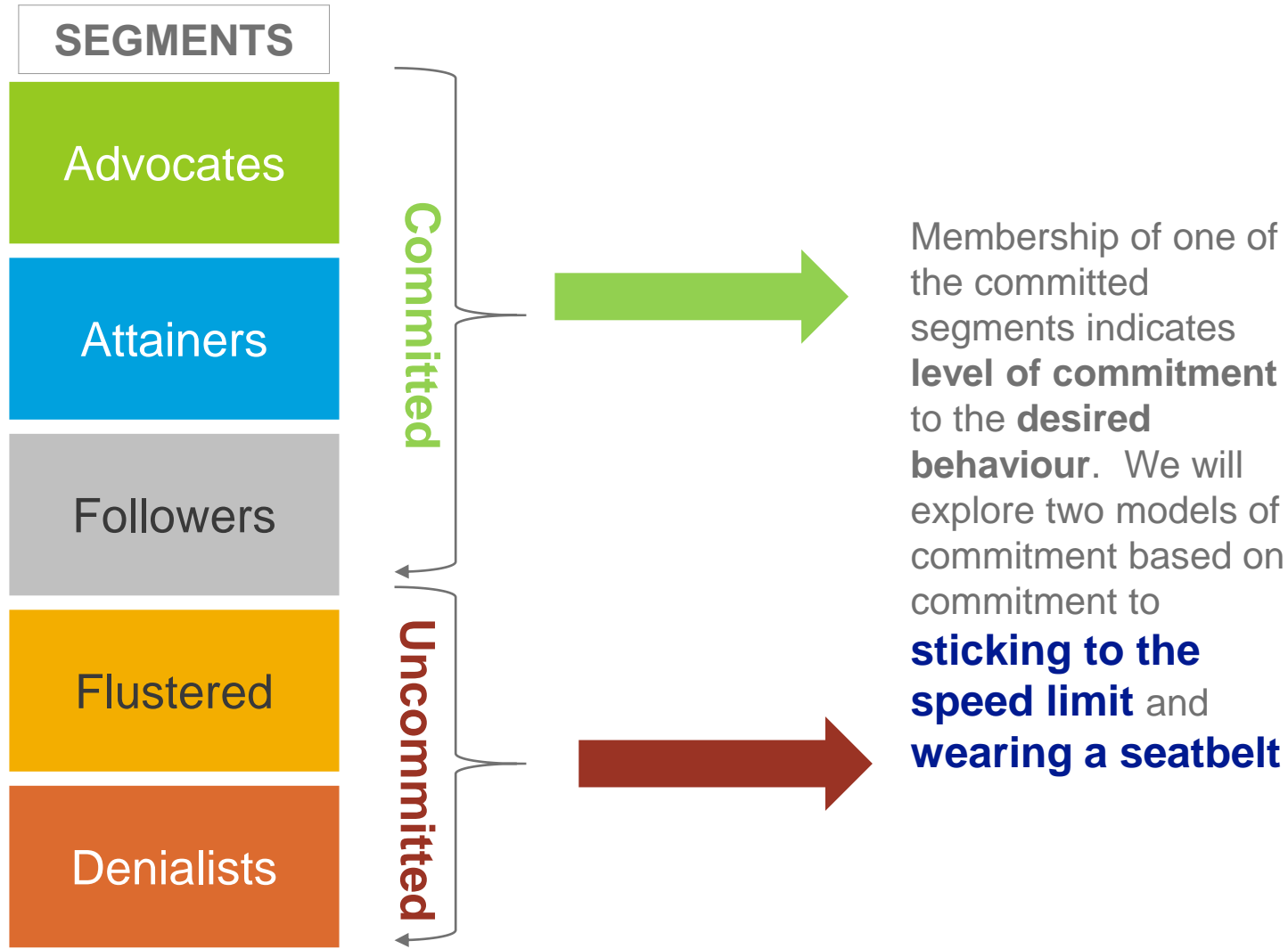
### CONTROL

- Legislate
- Regulate
- Enforce
- Tax penalties
- Tax incentives

### DESIGN

- Set the physical context
- Re-engineer the environment
- Change the situational cues
- Design new products

# The Commitment Model segmentation: Committed vs Uncommitted



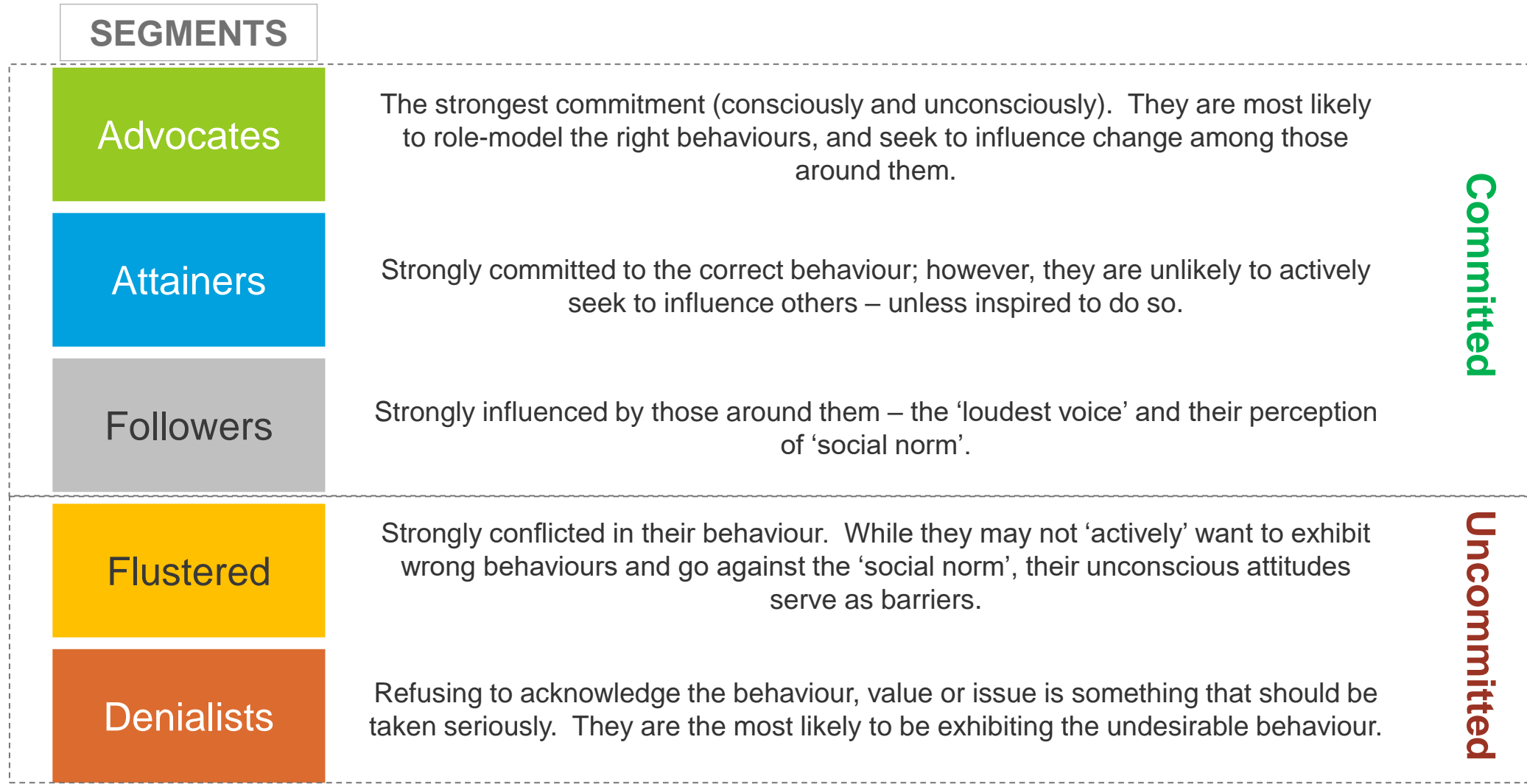
Strategically, the objective is to **move people** from targeted less committed or even uncommitted segments towards the more committed segments.

The more 'committed' an individual is, the more likely they are to be **aware of the desirable behaviour and model it**.

We will **identify what is driving** the segment behaviour and how we can 'move' segments upwards.

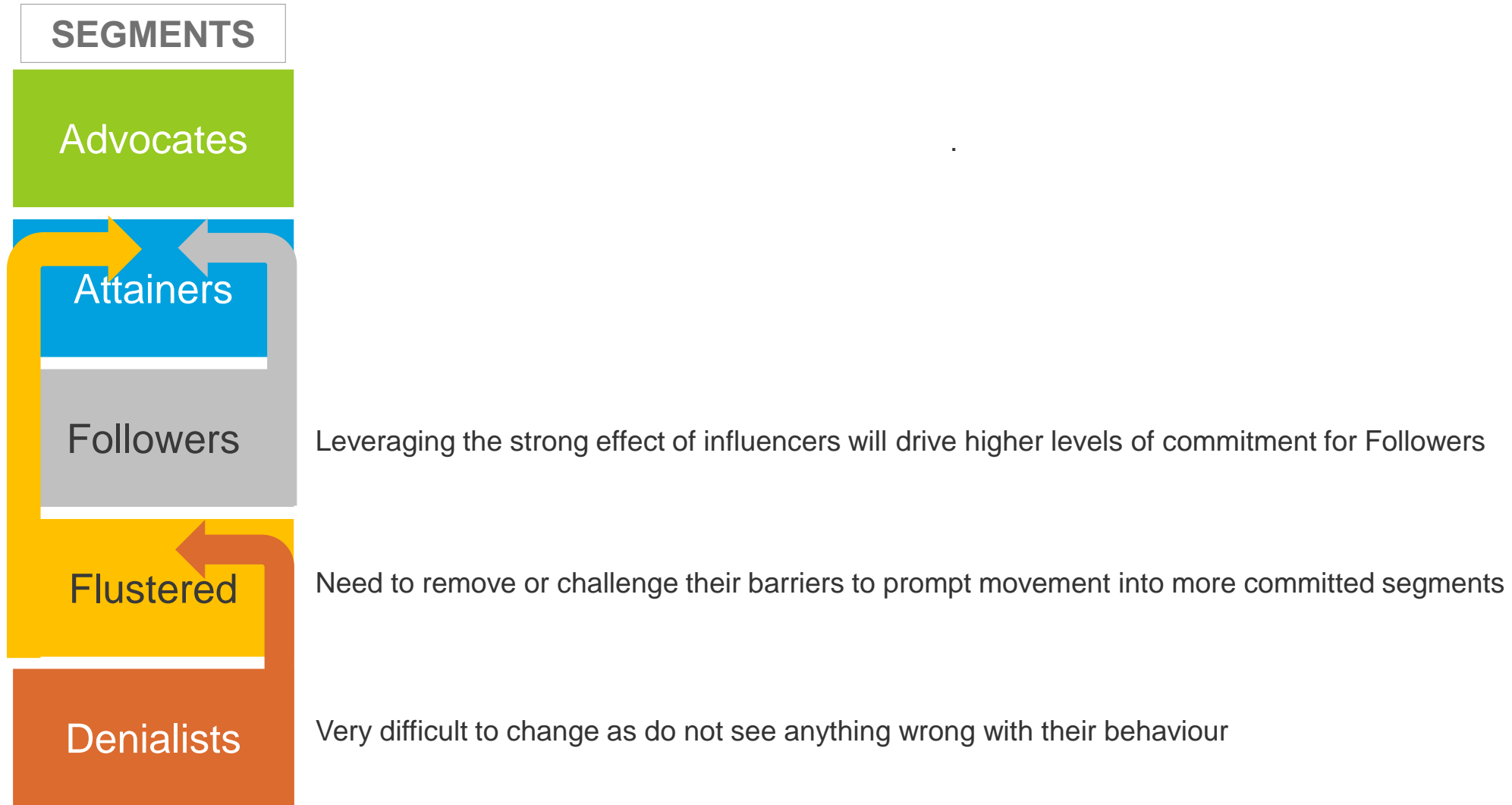
The next steps are then to **track the growth** of the segments between waves to measure and monitor change

# The Commitment Model segmentation





# The Commitment Model segmentation: Changing behaviour





**3.  
Snapshots**

# Motorist road-user snap shot

## Transport

The top three most frequent journeys are: **work (85%); with adult passengers (81%) and short local journeys (68%).**

Most motorists (**76%**) typically spend less than 10 hours/week **driving to and from work,**

# 72%

Know of someone who has been affected by road trauma

## The **top** most important social issues (including new attribute “water shortage”):

Issue	%
Unemployment	37
Crime	36
Poverty	32
Road safety	25
Violence against women and children	24
Education	20
Drug abuse	17
Gang violence	17
Housing	17
<i>Water shortage*</i>	17

## The **top** most important social issues (new attribute “water shortage” removed):

Issue	%
Crime	41
Unemployment	37
Poverty	36

\* New statement, added this year

**99%** claim to have a valid driver’s license, whilst **52%** have been driving for more than 7 years

## The **top** most pressing road safety issue for government to address

Issue	%
DUI	65
Reckless driving	51
Speed	48
Distracted driving	31
Seatbelts	24
Pedestrians	22
Driving while tired	11
Bike	9

▼ 16

# Non-Motorist road-user snap shot

## Travelling

**48%**

Mainly travel as a passenger in a car, bus or taxi

**52%**

Are mainly pedestrian

**83%**

Walk at least 15 hours a week

**43%**

Know of someone who has been affected by road trauma

## The top most important social issues (including new attribute “water shortage”):

Issue	%
Crime	50
Unemployment	39
Drug abuse	27
Poverty	26
Education	23
Gang violence	23
<i>Water shortage*</i>	19
Housing	18
Road safety	17
Violence against women and children	15

## The top most important social issues (new attribute “water shortage” removed):

Issue	%
Crime	57
Unemployment	41
Poverty	28

\* New statement, added this year

**4%** claim to have a valid driver’s license

## The top most pressing road safety issue for government to address

Issue	%
DUI	77
Speed	55
Reckless driving	42
Distracted driving	29
Pedestrians	28
Seatbelts	18
Driving while tired	16
Bike	5



## Very similar rankings between Motorists and Non-motorists when the share of preference does not include the attribute “water shortage”

Motorists*	%
Crime	41%
Unemployment	37%
Poverty	36%
Road safety	27%
Violence against women and children	25%
Education	20%
Gang violence	20%
Drug abuse	19%
Housing	17%
Corruption	15%
Environmental issues	11%
Taxi violence	11%
Supplying basic services such as water, sanitation and electricity	8%
Economic development	6%
Inequality	6%

Non-Motorists*	%
Crime	57%
Unemployment	41%
Poverty	28%
Road safety	20%
Violence against women and children	17%
Education	26%
Gang violence	24%
Drug abuse	30%
Housing	16%
Corruption	10%
Environmental issues	3%
Taxi violence	11%
Supplying basic services such as water, sanitation and electricity	4%
Economic development	7%
Inequality	4%

\*Water shortage attribute share of perception suppressed

# Motorists consider driving when over the legal alcohol limit, acting violently against another road user and jumping a red traffic light to be the top three most unacceptable road behaviours

## Completely unacceptable

Issue	%
Driving when over legal alcohol limit	74
Act out violently against another road user	73
Jump traffic lights	73
No helmet on bicycle/bike/scooter	73
Drive after recreational drugs	72
No seatbelt for child	71
Walk on busy roads after alcohol	70
Message while driving	70
Drive with faulty lights	68
No seatbelt when driver/front passenger	67

## Perceived prevalence of others doing

Issue	%
Drive faster than designated speed limit	79 ▲ 70
Driving on cellphone without hands-free kit	78
Driving on cellphone with hands-free kit	77
No seatbelt when passenger in back	76
No seatbelt when driver/front passenger	73
Messaging while driving	71
Carry on driving when tired	64 ▲ 54
Driving when over legal alcohol limit	62 ▲ 52
No seatbelt for child	59 ▲ 50
Cross busy highways	51

## Own behaviour

Issue	%
Drive faster than designated speed limit	45
Driving on cellphone with hands-free kit	41
Carry on driving when tired	40
Driving on cellphone without hands-free kit	39
Messaging while driving	38
No seatbelt when passenger in back	36
Walk in road instead of pavement	35
Drive too close to car in front	35
Accelerate at orange light to avoid stopping	33
No seatbelt when driver/front passenger	33

Read: 74% of motorists find it completely unacceptable to drive when over the legal alcohol limit

# Driving faster than the designated speed limit, driving after recreational drugs and no seatbelt for child are the top three most unacceptable road behaviours among non-motorists

## Completely unacceptable

Issue	%
Driving faster than designated speed limit	79
Driving after recreational drugs	78
No seatbelt for child	77
Drive when over legal alcohol limit	76
Experience road rage with other driver	76 ▲ 68
Jump traffic lights	76
Walk on busy roads after alcohol	75
Pressure other motorists to move out your way	75
Messaging while driving	74
No helmet on bicycle, motorbike, scooter	74

## Perceived prevalence of others doing

Issue	%
No seatbelt when passenger in back	78
No seatbelt when driver/front passenger	73
Driving on cellphone without hands-free kit	70
Messaging while driving	69 ▲ 62
Drive faster than designated speed limit	68
Drive on cellphone with hands-free kit	64
Drive without strapping child using seatbelt/car seat	59
Drive when unsure or over alcohol limit	55
Cross busy roads at non-designated areas	55
Carry on driving when tired	51

## Own behaviour

Issue	%
Walk in road instead of pavement	43
No seatbelt when passenger in back	36
Cross road when pedestrian robot is red	32
Make an effort to be more visible as pedestrian/cyclist	29
No seatbelt when driver/front passenger	28
Walk at night on unlit roads/poor visibility	22
Cross busy roads at non-designated areas	16
Walk on busy roads after alcohol	8
Driving on cellphone with hands-free kit	6
Messaging while driving	3

Read: 79% of non-motorists find it completely unacceptable to drive faster than the designated speed limit

Q.AT9 Completely unacceptable for people to do

Q.BH7: Know anyone who does this

Q.BH6: Respondent does this behaviour

Stats testing vs. Safely Home 2017

▲ ▼ Vs. 2016 27

# Most motorists feel that road crashes are unacceptable and avoidable with more motorists believing government should increase traffic enforcement

## Road crash acceptability:

	%
Unacceptable and avoidable; government should put harsher punishments in place	36
Unacceptable but government is doing all they can	29
Part of life but government should do more to ensure traffic laws are obeyed	27 <span style="color: green;">▲ 18</span>
Inevitable and just part of life	6 <span style="color: red;">▼ 11</span> <span style="color: yellow;">▼ 11</span>
DK	2

Nearly two thirds (61%) of motorists say that 0 roads deaths is the only acceptable number

## Government responsibilities\*:

### 22% Visibility

- More traffic cops on the road (7%)
- Visible policing (7%)

### 17% Safety on roads

- Educate people on road safety (4%)

### 21% Punishment/Law

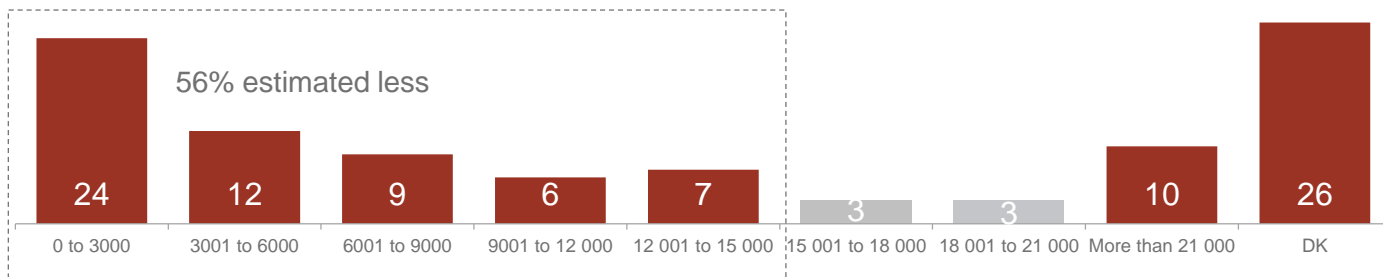
- Be more strict/have stricter laws (7%)
- Harsher punishment (6%)
- Should issue more/heavy fines (4%)

### 25% Traffic Control

- More roadblocks (7%)
  - Roadblocks (7%)
- ### 6% Roads

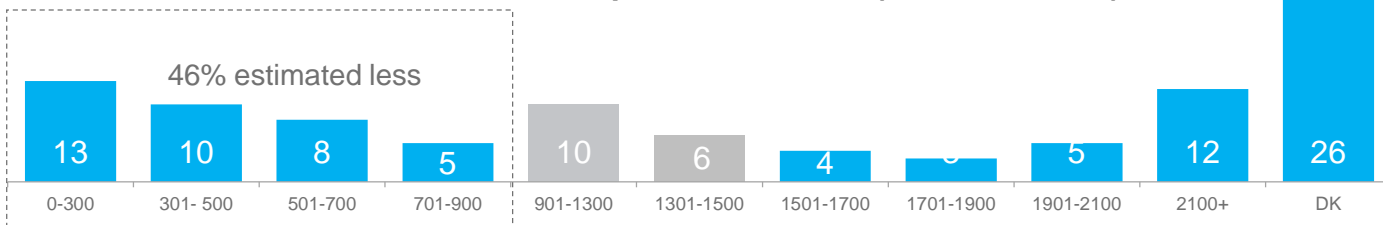
- More speed humps (3%)

## Estimate of National road fatalities



**14,071**  
actual road fatalities nationally in 2016

## Estimate of Western Cape road fatalities (since Jan 2017)



**1,345**  
actual road fatalities in Western Cape

\*Mentions 3% or more



# Most non-motorists feel that road crashes are unacceptable and avoidable as well as part of life

## Road crash acceptability:

	%
Unacceptable and avoidable; government should put harsher punishments in place	33 <span style="color: orange;">▼</span> 40
Part of life but government should do more to ensure traffic laws are obeyed	33
Unacceptable but government is doing all they can	29
Inevitable and just part of life	3
DK	2

Just over half (56%) of non-motorist say that 0 roads deaths is the only acceptable number

## Government responsibilities\*:

### 24% Visibility

- More traffic cops on the road (12%)

### 23% Safety on Roads

- Reduce speed limit (8%)
- Educate people on road safety (4%)

### 20% Punishment/Law

- Harsher punishment (5%)
- Be more have stricter laws (6%)
- Should issue more/heavy fines (4%)

### 10% Roads

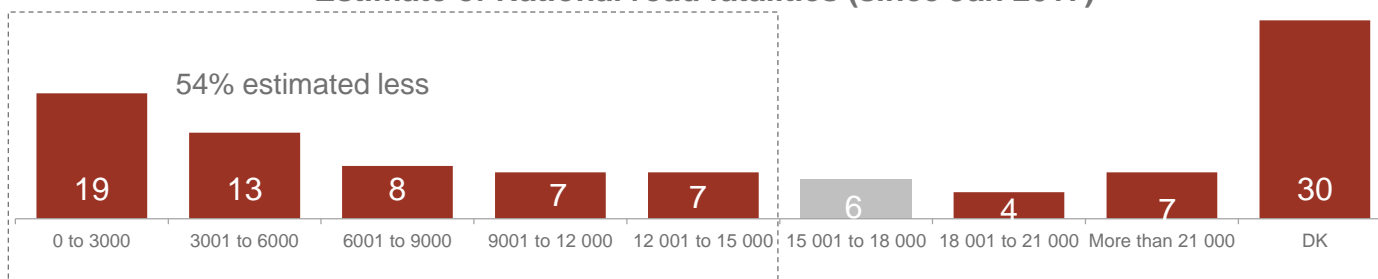
- More speed humps (4%)

### 29% Traffic Control

- More traffic officers on duty (12%)
- More roadblocks (6%)
- Visible law enforcement (6%)

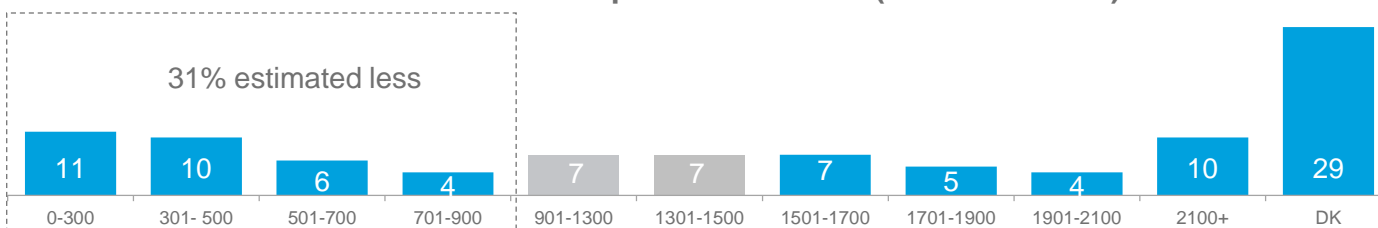
\*Mentions 3% or more

## Estimate of National road fatalities (since Jan 2017)



14,071 actual road fatalities nationally in 2016

## Estimate of Western Cape road fatalities (since Jan 2017)



1,345 actual road fatalities in Western Cape

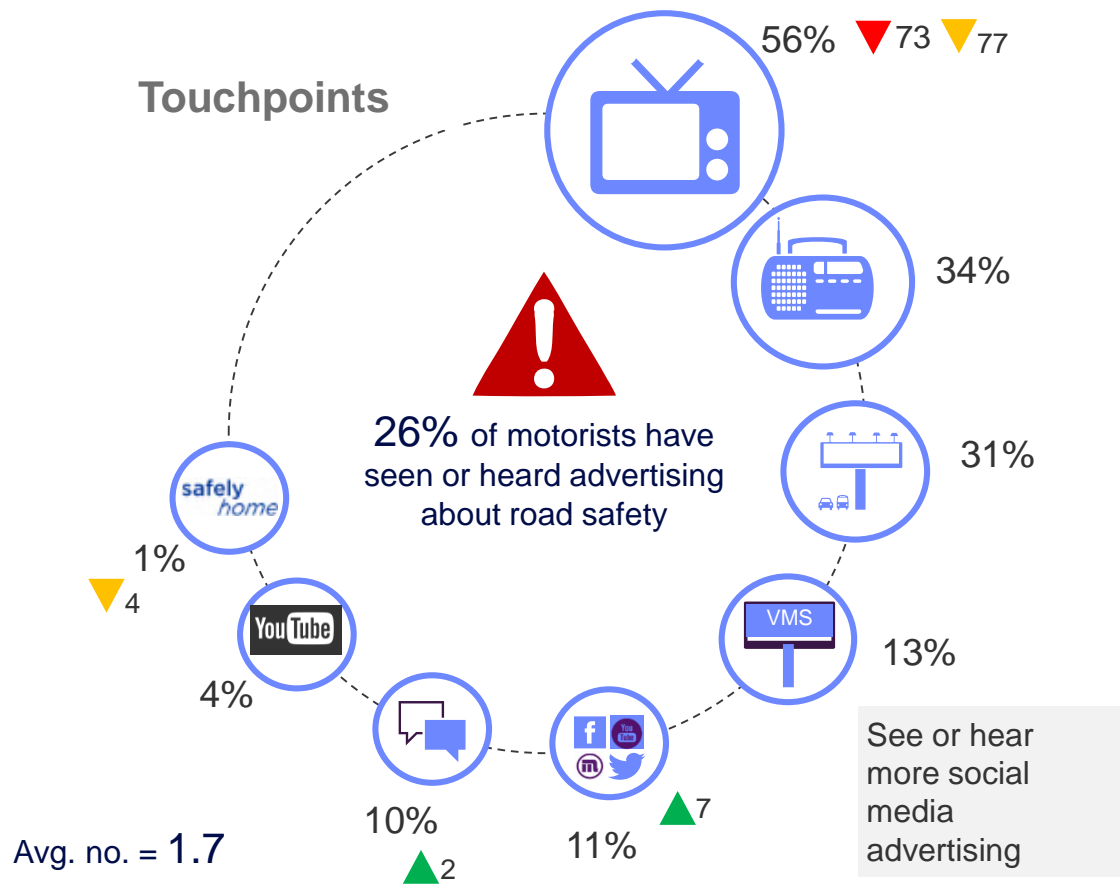


# Awareness of Safely Home and logo has increased year on year but reach can still increase

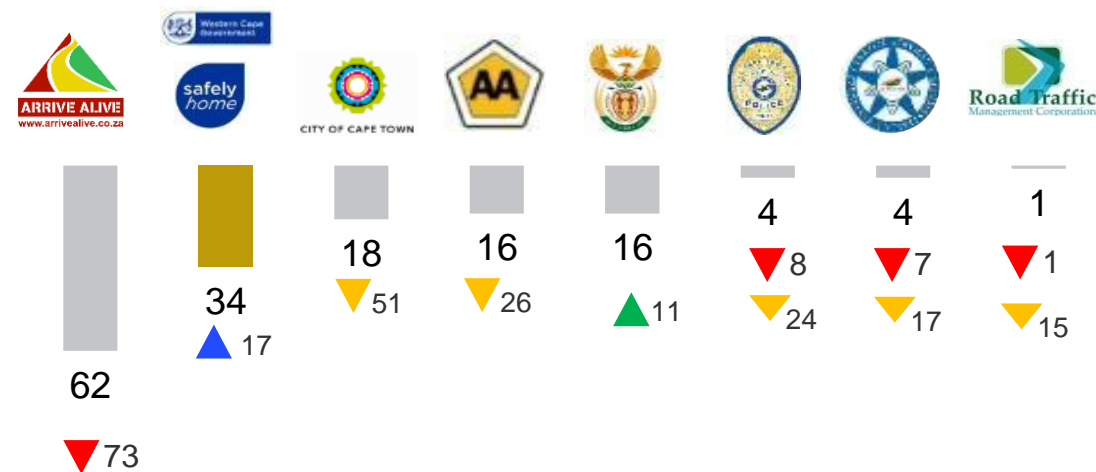
	Youth (n=301)	Core (n=999)	Mature (n=200)
Aware of any road safety advertising	29% ▲ 22	24%	23% ▼ 32
Aware of at least one hashtag	25% ▲ 17	24%	23%
Aware of Safely Home	29% ▲ 10	36% ▲ 22	36% ▲ 19
Recognise the Safely Home logo	31% ▲ 10	40% ▲ 23	40% ▲ 16
Recognise the Safely Home logo (with Hashtag)	9%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



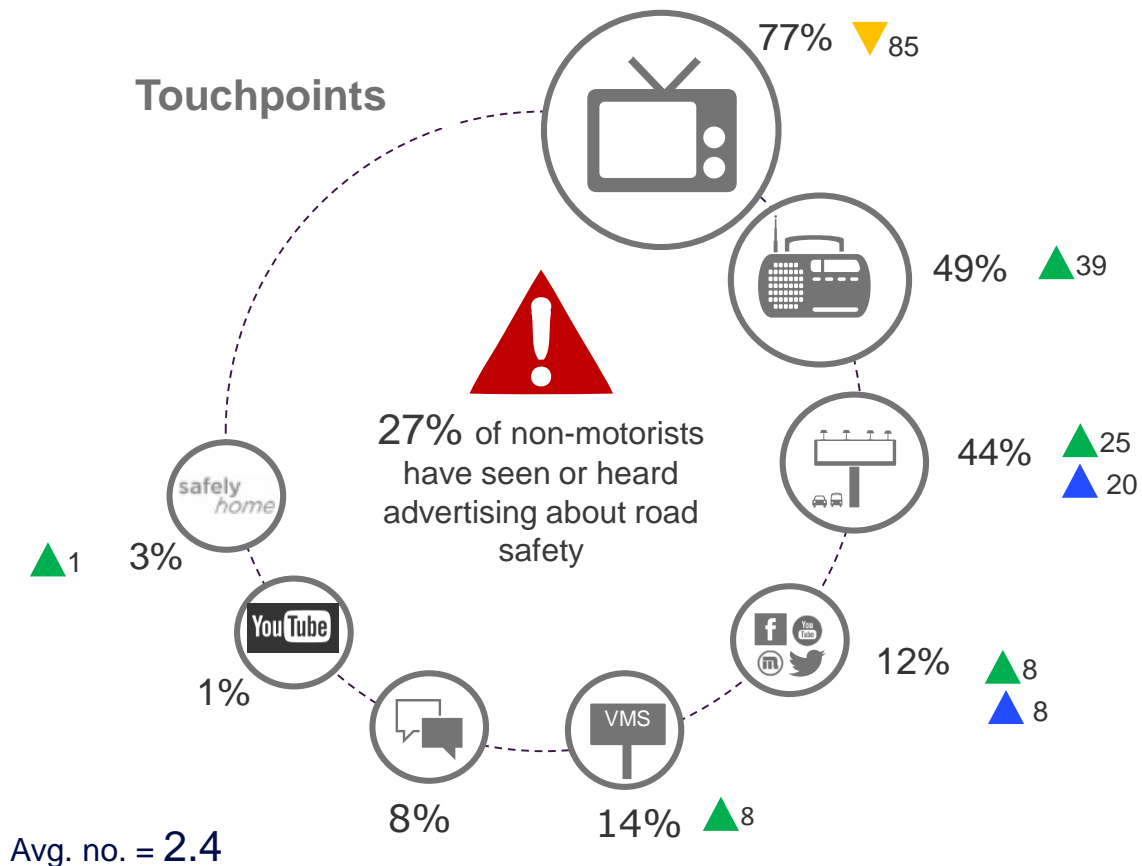
# Motorists mostly see or hear of road safety advertising through TV, radio and outdoor channels. Motorists believe that most road safety advertising is done by Arrive Alive followed by Safely Home



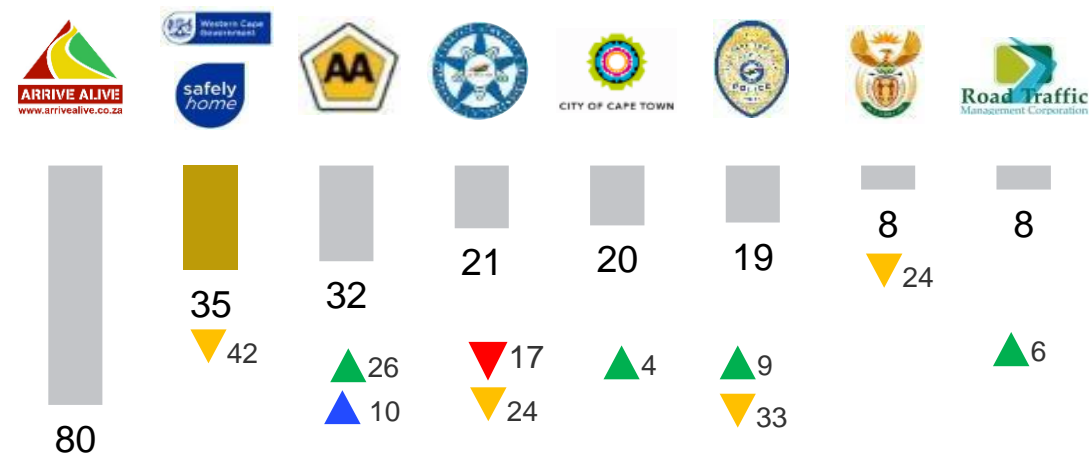
### Who does the road safety advertising? (unprompted)



# Non-motorists have seen/heard more about road safety this year through radio and outdoor channels. Non-motorists believe that most road safety advertising is done by Arrive Alive.



### Who does the road safety advertising? (unprompted)



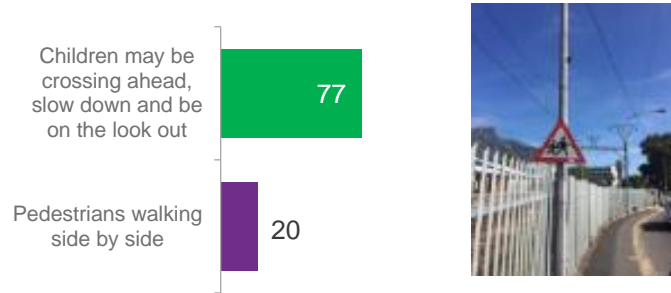


## TV, radio and outdoor continue to be the primary channels on which people notice road safety messages with social media becoming more relevant for the core market. Strongest linkage with Arrive Alive

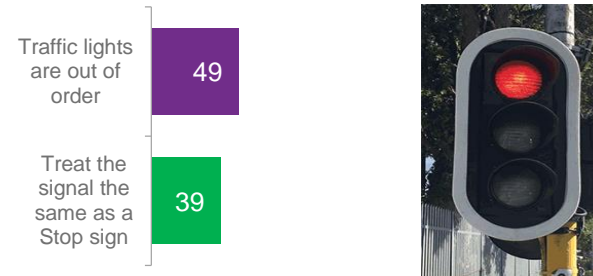
	Youth (n=87)		Core (n=237)		Mature (n=46)	
Touchpoints	Television	85%	Television	66%	Television	59%
	Radio	40%	Radio	41%	Electronic signs on the highway	46%
	Outdoor billboards or posters	23%	Outdoor billboards or posters	37%	Radio	24%
	Social media	10%	Social media	15%	Outdoor billboards or posters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

# Confusion around meaning of traffic lights and no pedestrian to be picked up / car to stop sign among motorists

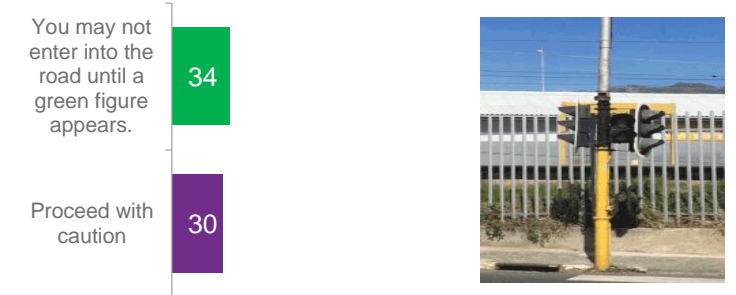
## Children maybe crossing ahead



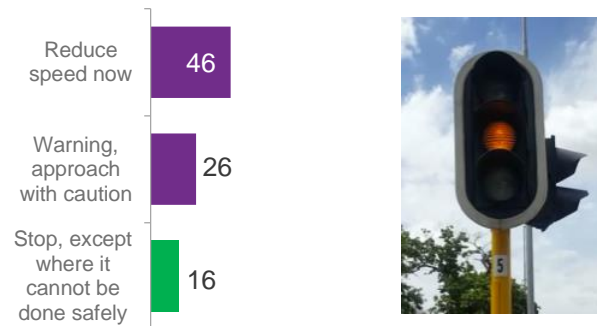
## Flashing red light



## Flashing red figure



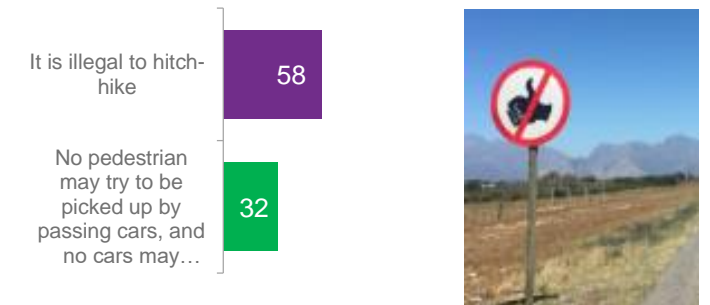
## Amber/ orange light



## Alternating flashing red lights

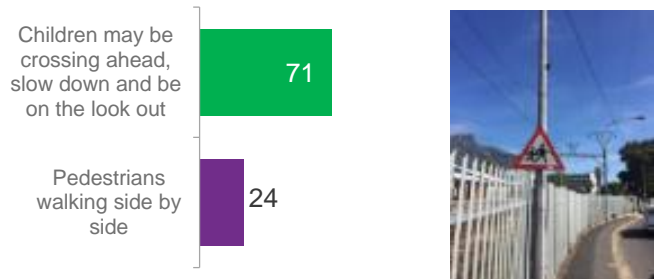


## No pedestrian to be picked up / car to stop

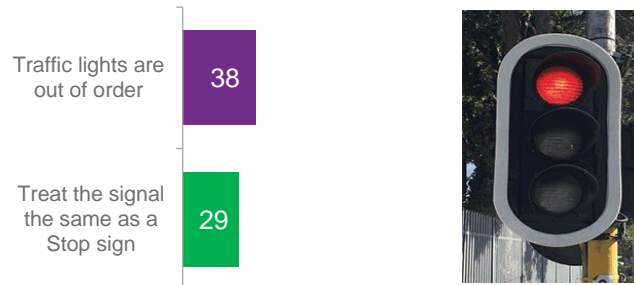


# Non-motorists share the same confusion around meaning of traffic lights and no pedestrian to be picked up / car to stop sign as motorists

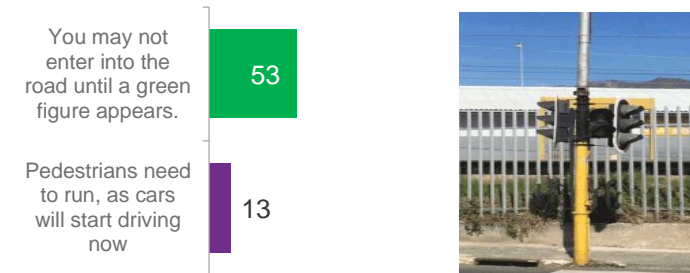
## Children maybe crossing ahead



## Flashing red light



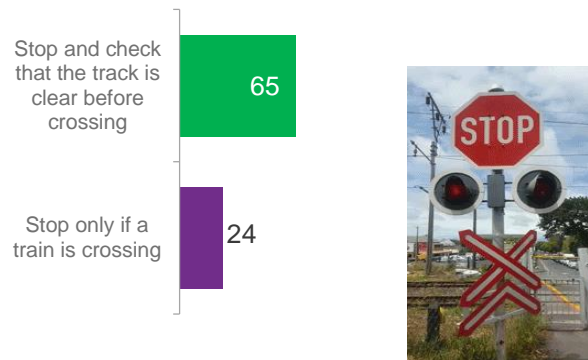
## Flashing red figure



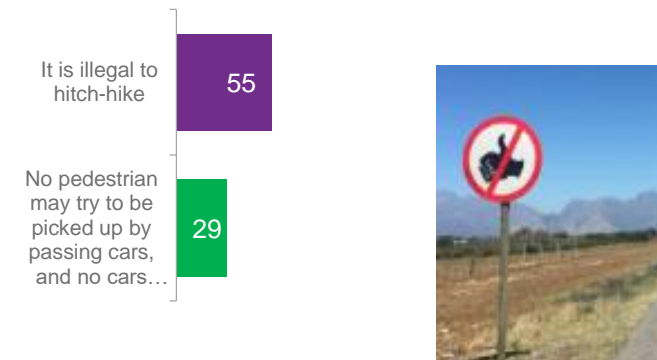
## Amber/ orange light



## Alternating flashing red lights



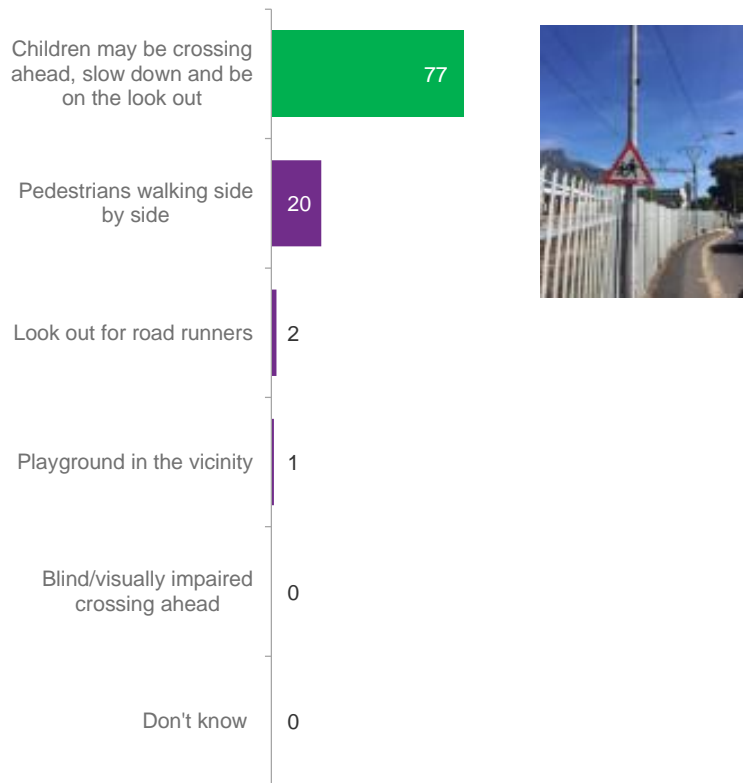
## No pedestrian to be picked up / car to stop



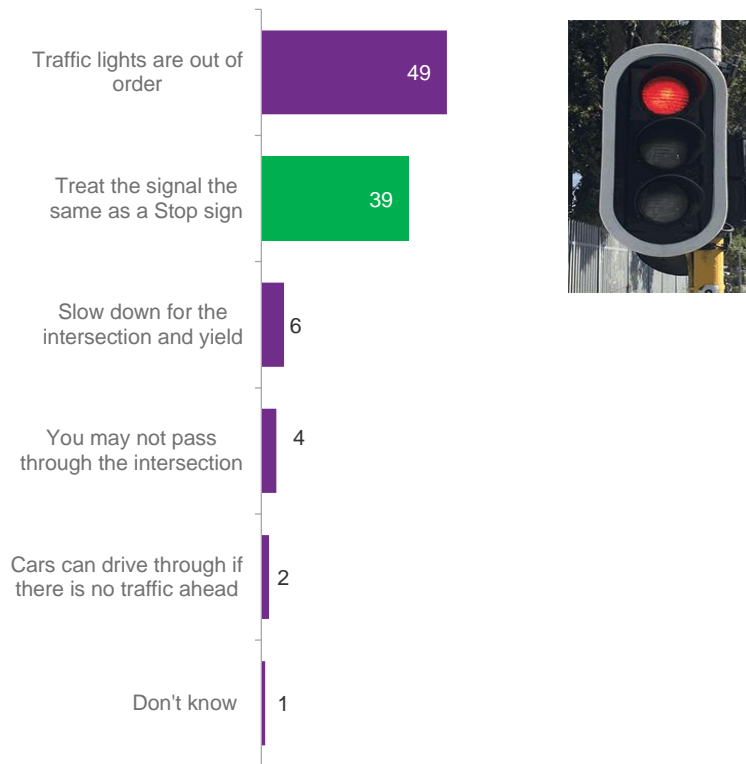
# Motorists were not aware what the red flashing light, amber/orange light and no pedestrian to be picked up / car to stop for pick up sign meant

## Road Safety Awareness: Motorists Core

1



2



3



n500

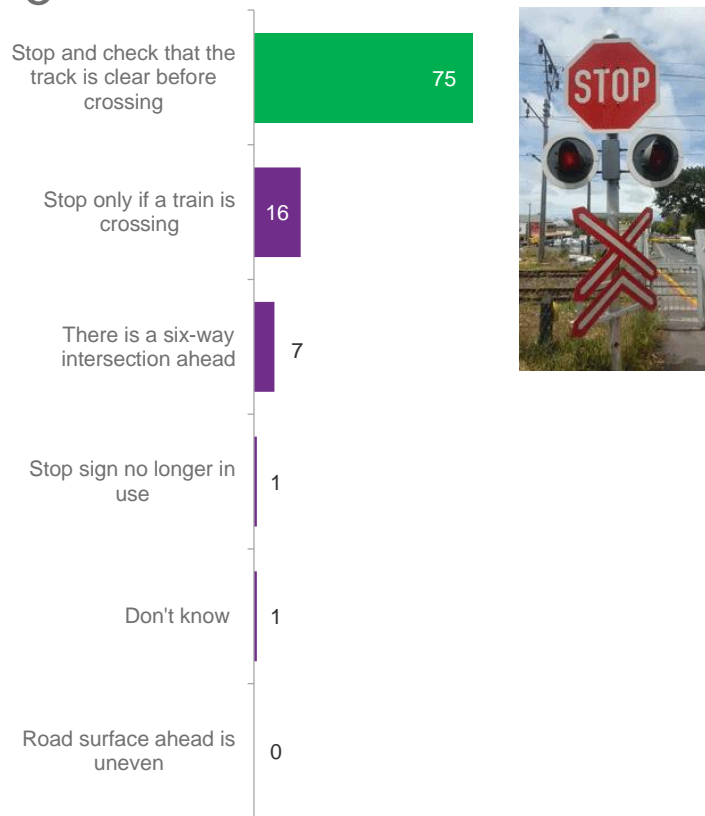
# Motorists were not aware what the red flashing light, amber/orange light and no pedestrian to be picked up / car to stop for pick up sign meant

## Road Safety Awareness: Motorists Core

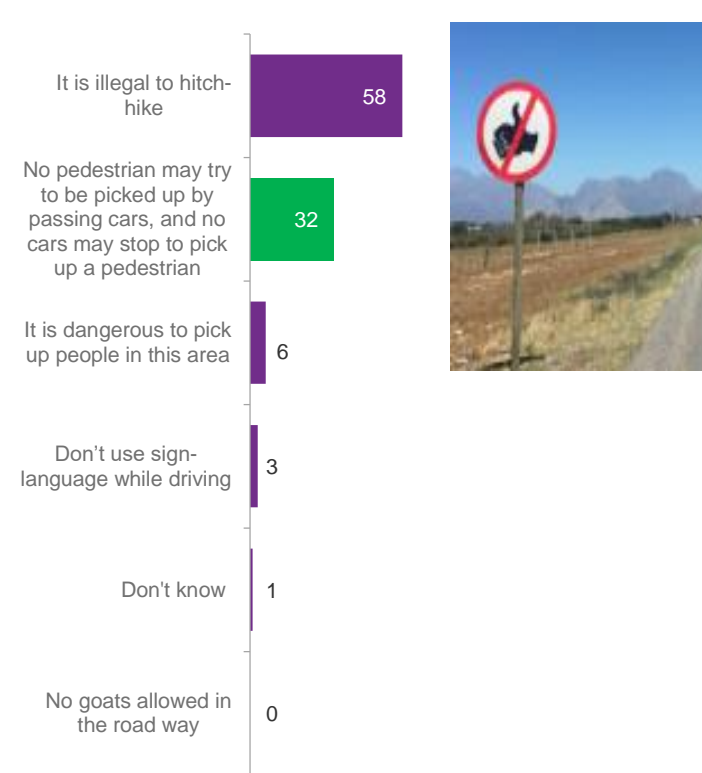
4



5



6



n500



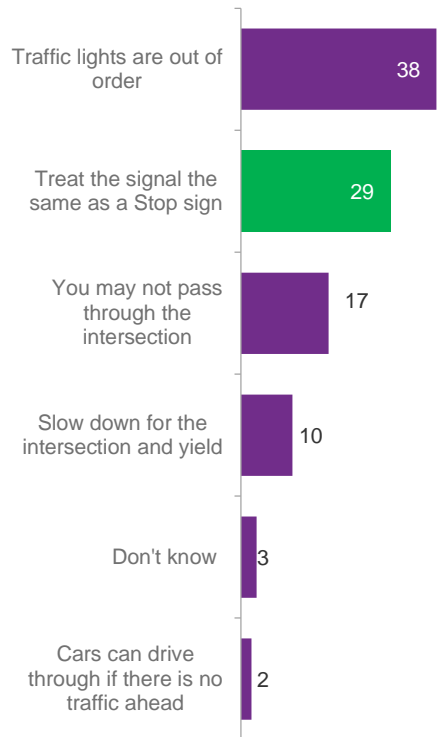
# Interestingly, non-motorists are also unaware of what the red flashing light, amber/orange light and no pedestrian to be picked up / car to stop for pick up sign means

1



## Road Safety Awareness: Non-motorists Core

2



3

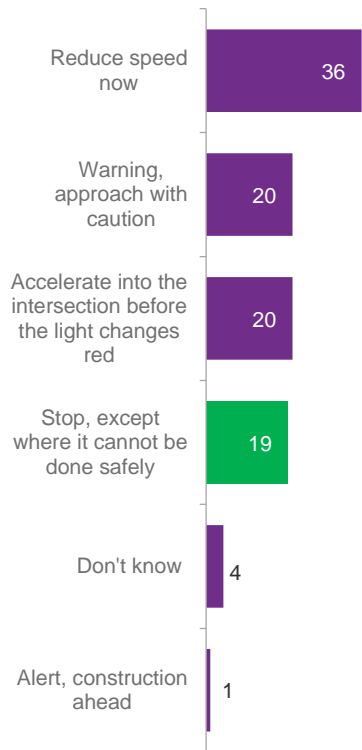


n499

# Interestingly, non-motorists are also unaware of what the red flashing light, amber/orange light and no pedestrian to be picked up / car to stop for pick up sign means

## Road Safety Awareness: Non-motorists Core

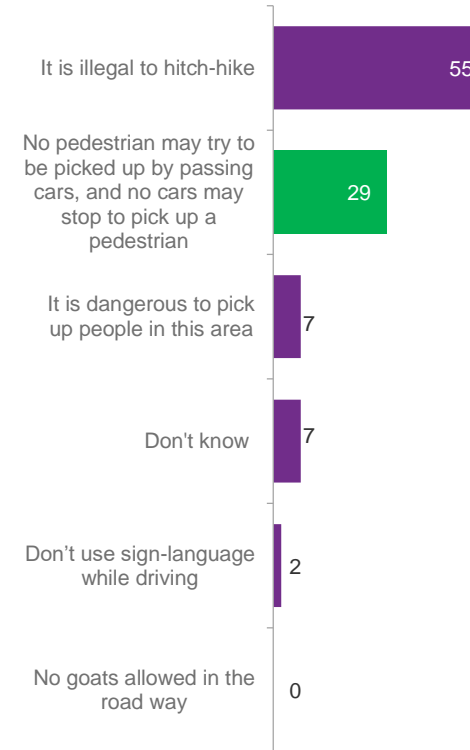
4



5



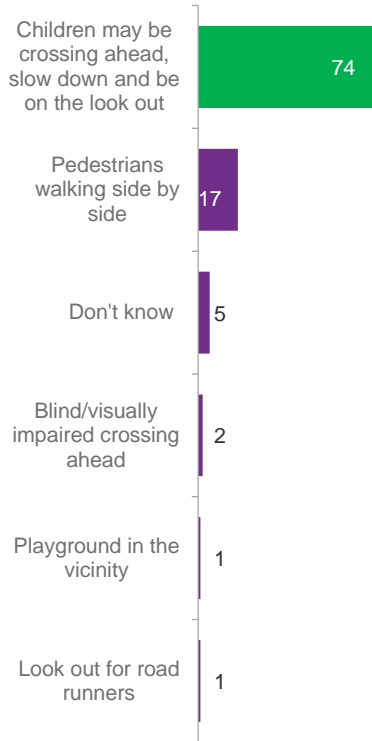
6



n499

# Youth road-users were unaware what amber/ orange light and the no pedestrian to be picked up / car to stop for pick up sign meant

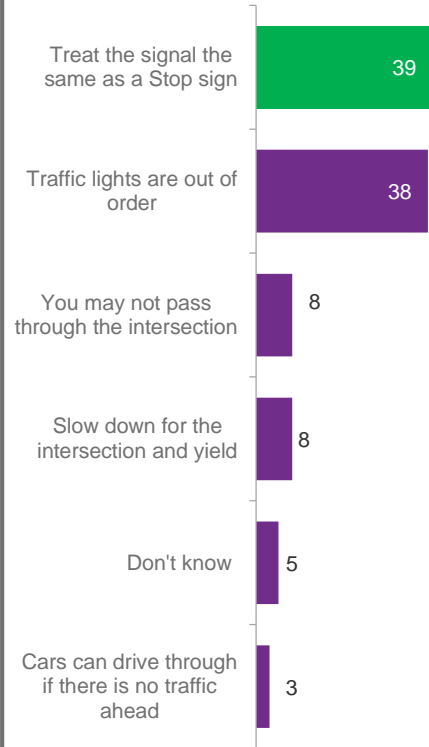
1



n301

## Road Safety Awareness: Youth Total

2



3



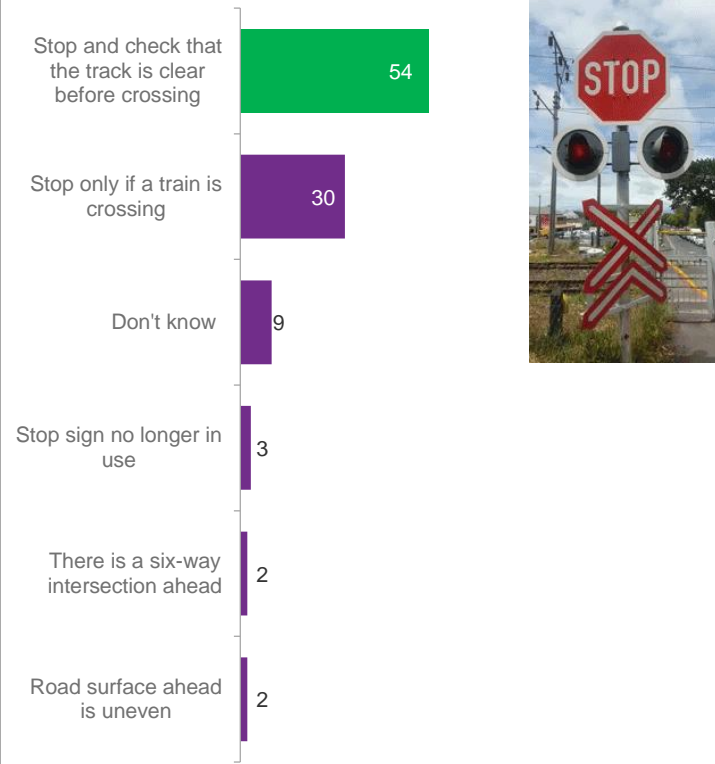
# Youth road-users were unaware what amber/ orange light and the no pedestrian to be picked up / car to stop for pick up sign meant

## Road Safety Awareness: Youth Total

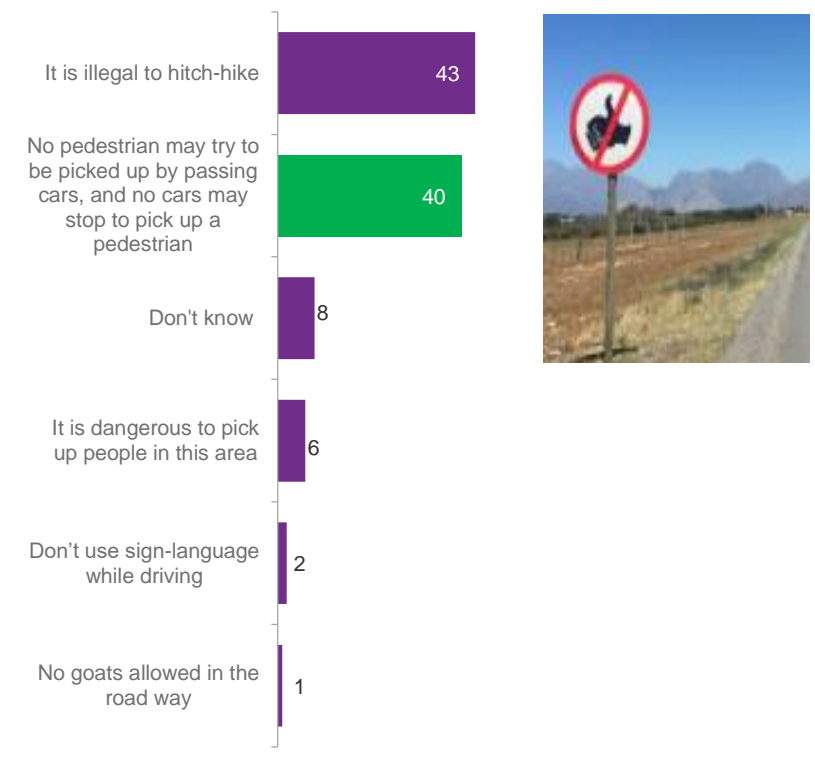
4



5



6



n301

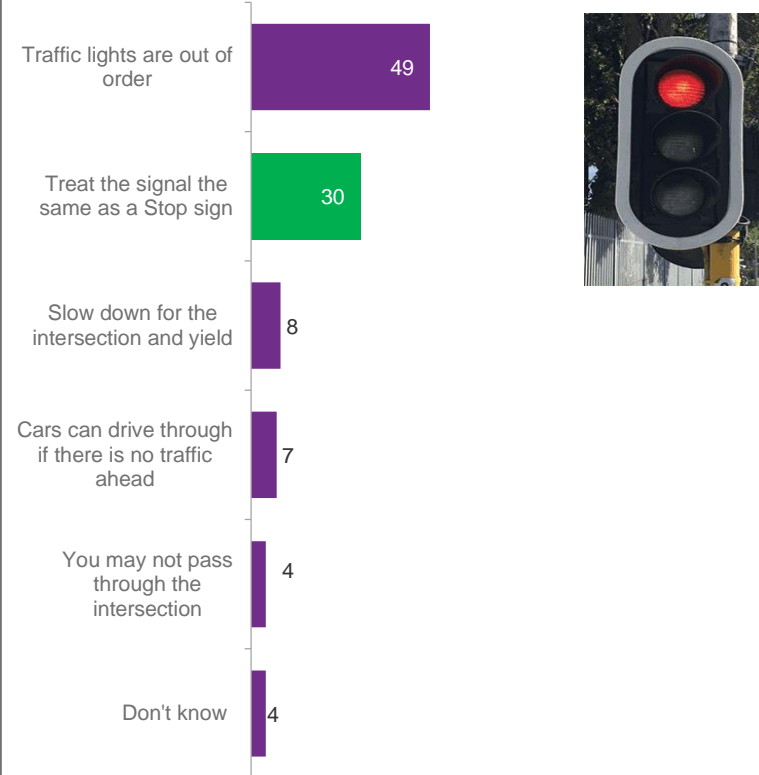
# Mature road users are unaware/ unable to correctly identify the red flashing light, amber/orange light and no pedestrian to be picked up / car to stop for pick up sign signs

## Road Safety Awareness: Mature Total

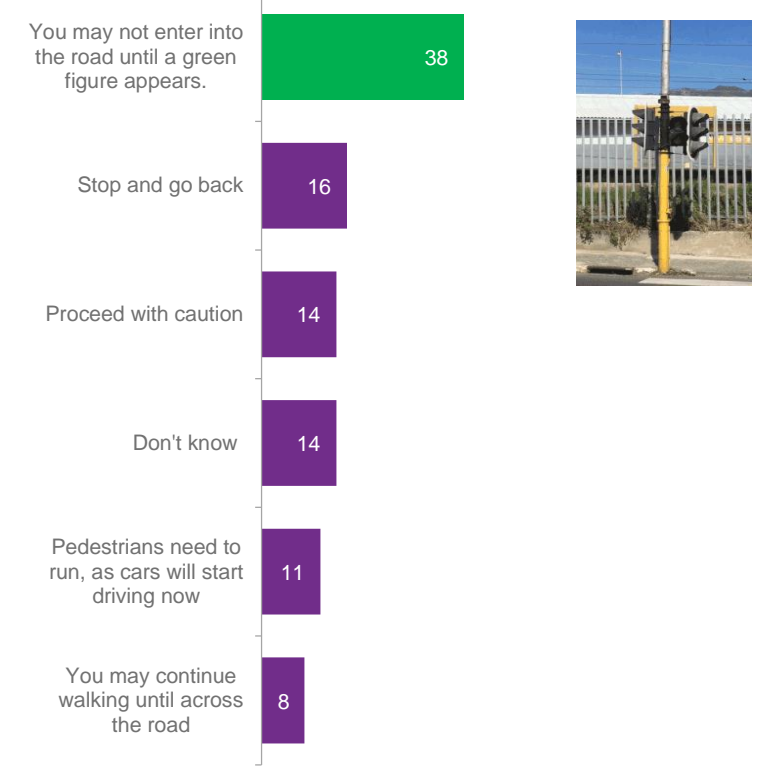
1



2



3



n200



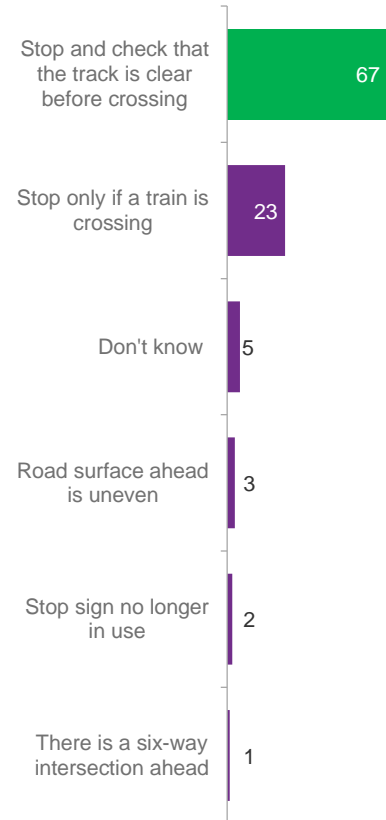
# Mature road users are unaware/ unable to correctly identify the red flashing light, amber/orange light and no pedestrian to be picked up / car to stop for pick up sign signs

## Road Safety Awareness: Mature Total

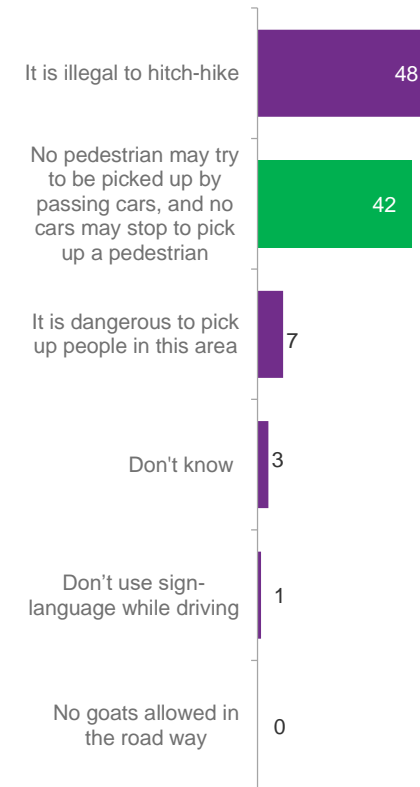
4



5



6



n200

4.

## Expert Perspective on Behaviour Change





## Expert in-depth interviews: Meet the experts

CONN BERTISH



- Former award-winning creative director at five of South Africa's most prestigious advertising agencies including M&C Saatchi and JWT
- Currently executive creative director at Quirk
- Winner and judge of the Cannes Lions International Creative Festival
- Founder of Cancer Dojo

Communication Expert

ANDRE HOFMEYER



- Professor of Economics, UCT School of Economics
- Serves on the executive committee of RUBEN
- Founding member of Research Unit in Behavioural Economics and Neuro Economics
- Focus on experimental economics and addiction

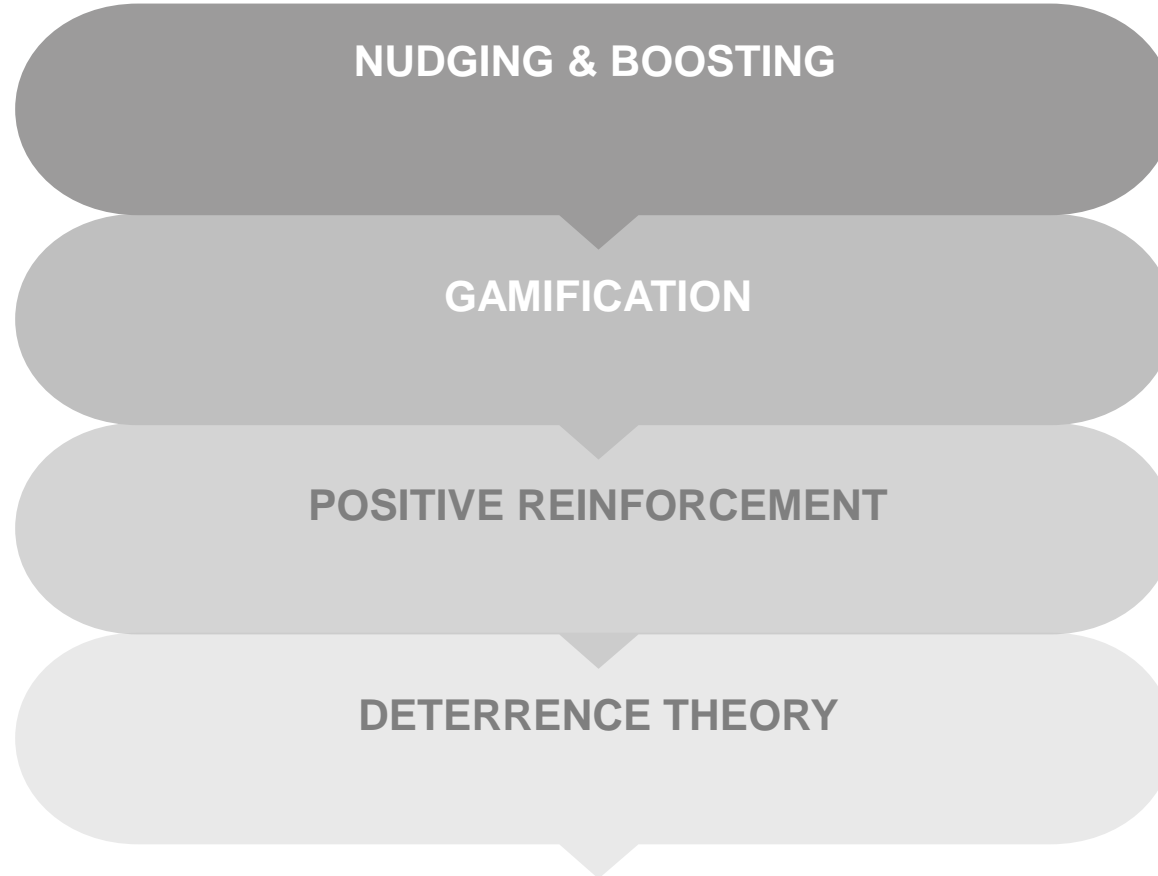
Behaviour Change Experts

GLENN HARRISON



- Director, Centre for the Economic Analysis of Risk and Professor and Holder of the C.V. Starr Chair
- Ph.D., Economics, UCLA
  - Master of Arts, UCLA
- Specialisation areas
- Experimental economics
  - Econometrics
  - Environmental and resource economics

## Expert points of view on behaviour change: key theoretical paradigms



# 1. NUDGING & BOOSTING

**“Nudge theory (or nudge) is a concept in behavioural science, political theory and economics which proposes positive reinforcement and indirect suggestions to try to achieve non-forced compliance to influence the motives, incentives and decision-making of groups and individuals”**

- Fundamentally the difference between ‘**steering**’ (nudge) or ‘**empowering**’ (boost) good behaviour
- **Nudges** are typically non-fiscal and non-regulatory interventions that steer (nudge) people in a specific direction while preserving choice e.g. kids choosing healthy food because of placement on shelf (eye level)
- **Boosts** make it easier for people to exercise their own agency in making choices. Rather than ‘steering’, policy makers can **take action** to foster or boost individuals’ own decision-making competences – e.g. training/education e.g. empower kids with knowledge to make the right decisions: this is why healthy food is good and what it does for you and this is why unhealthy food is bad, etc.



*“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”*

*“There’s an important distinction between nudging people as to affect their behaviour and in a sense educating people (boosting) to influence their behaviour”*


**Andre Hofmeyer, Behavioural Economist**



# Applications of Nudging & Boosting in the road safety context: nudging through change agents/influencers

## Identifying key influencers to demonstrate model behaviour

- Identify **change agents as key influencers** – able to change the way things are done or viewed
  - 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 – community leaders/people with influence e.g. prominent business



*“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**, also it will give them feedback on the experiment and then as change agents, you go back and that has a **much wider impact**, that is very common now as you try and decide on behavioural tools, it’s a bit like behaviour modification where you gradually sensitise...”*

**Glenn Harrison, Director, Centre for the Economic Analysis of Risk**

## 2. GAMIFICATION

**“The application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service”**

- Early gamification strategies use rewards for players who accomplish desired tasks or competition to engage players. Types of rewards include points, achievement badges or levels, the filling of a progress bar, or providing the user with virtual currency
- Making the rewards for accomplishing tasks visible to other players or providing leader boards are ways of encouraging players to compete
- **Opportunity for Gamification:**
  - Interactive edutainment
  - School programmes
  - Collectible Pikkies for children → pester power
- Needs to be well executed



*“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.”*

**Conn Bertish, Communication Expert**

### 3. POSITIVE REINFORCEMENT

#### Incentives: ‘Carrots’ or ‘Badges’

**“In operant conditioning, positive reinforcement involves the addition of a reinforcing stimulus following a behaviour that makes it more likely that the behaviour will occur again in the future. When a favourable outcome, event, or reward occurs after an action, that particular response or behaviour will be strengthened”**

- Rewards programme
- Incentivisation scheme: e.g. Lotto Game
- Application: What are relevant, desirable and feasible rewards for good drivers?
- Possibly run through an app



*“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.”*

**Conn Bertish, Communication Expert**

## Getting relevant brands invested

- **Insurance companies** are already playing in this space
- **Get other relevant brands involved**
  - Thought starters: Tyres, petrol
  - E.g. Michelin star
- Not credible, desirable or feasible for the Western Cape Government



*“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, Discovery are already playing in that space... it's how do you get it broader...”*

**Conn Bertish, Communication Expert**

*The Western Cape Government needs to go in with other brands*

**So brands come and pay the incentive?**

*Exactly.*

**Not the Western Cape Government?**

*No. No one wants to interact with them, they give me my rates bill.*

**Conn Bertish, Communication Expert**


## 4. DETERRENCE THEORY

### Punishment / 'sticks'

**“Punishment, in operant conditioning, refers to any change that occurs after a behaviour/aversive stimulus that reduces the likelihood that that behaviour will occur again in the future”**

**“Deterrence Theory is the argument that deterrence, rather than retribution, is the main justification for punishment and is a hallmark of the rational choice theory”**

- Put measures in place to deter negative behaviour
- The crux of its effectiveness is if the **punishment is enforced**
  - **Equally enforced, without exception**
  - **No one is above the law**
  - **Well publicised – make an example of people**
- The thought of doing the deviant behaviour should cause **apprehension** because of the imminent consequences



*“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.**”*

*Andre Hofmeyer, Behavioural Economist*



## Creating long-term behaviour change: getting road users invested

- ‘Shock tactics’, while impactful and educative, can be short-lived. Shock tactics while highly effective in Europe and elsewhere were initiated 20 years ago (prior to violence desensitisation) and in conjunction with high control elements. Seeing impact locally for increased awareness of issues.
- Meaningful and long-term behaviour change comes from getting people invested
- Suggest long-term partnership with a local soap opera – demonstrate the effects and after-effects of bad road behaviour through a character
  - E.g. character fails to put seatbelt on child and child killed in crash



*“When people are hooked on Game of Thrones for instance, you are invested, you are not invested in a shock tactic where you see it once, you walk away, you get the message fine but whatever, but when you are invested in a series for instance, whether it is 7de Laan or whatever and something happens to a character, you feel it and you carry it – shit!”*

**Conn Bertish, Communication Expert**

*“You are then invested in a story around how a child was killed because Dad did not put his seatbelt on and how the whole family deals with it, the younger brother becomes suicidal, etc. then you start thinking – I don’t want this to happen to my family.”*

**Conn Bertish, Communication Expert**

## The Broken Window Effect

Adopted by Mayor of New York City in 1993, Republican Rudy Giuliani... advocates **starting from the bottom up, starting with the 'broken windows'** – he more strictly enforced laws against subway fare evasion, public drinking, public urination and graffiti. He increased enforcement against “squeegee men” who aggressively demand payment at traffic stops for unsolicited car window cleanings

**Results were that rates of both petty and serious crime fell significantly**

- **South African applications: Targeting taxi drivers**



*“Giuliani fixed up the small things, the broken glass, then people responded by – okay, this is how I must behave...”*

*Unfortunately, we are in the graffiti phase of our drivers, we have taxis going all over.*

*The cheating on the road is a culture and it's encouraged because taxi drivers do it, motor bikes go whizzing through the line and they hit your car if you don't give them enough space.*

*So this is the culture that we have, so to change, that is tricky.”*

**Conn Bertish, Communication Expert**

**5.**  
**Speed**





## Speed: Definitions and context

Speeding is widely understood as driving over the speed limit

### Definitions

- ‘Speed’ viewed as relative and small speed increases not *really* viewed as speeding; “5 or 10km over is not speeding, it’s still safe. If it says 80 and you’re doing 90, it’s still safe, you can stop” (Speeding Offenders, Coloured males, 25-34 years)

### Who?

- High prevalence of speed amongst **black and coloured males and across ages (recruitment-led)**
- For many coloured males, instilled from a young age through drag racing

### Where?

- **Most often on open roads, highways – seldom in residential areas or in town**
  - Residential areas: Kids playing on the streets – quite high levels of awareness
  - Town: High presence of law enforcement and road congestion

### When?

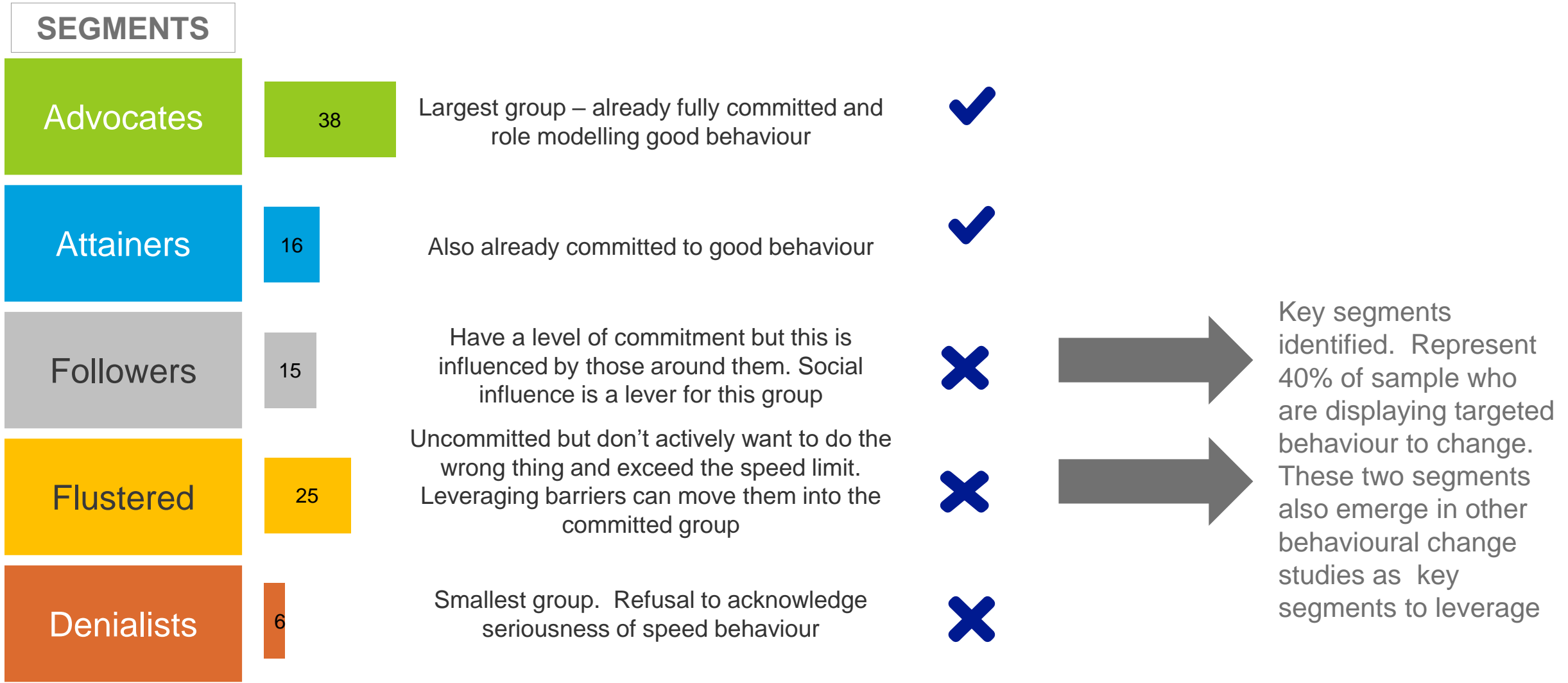
- **Variety of situational factors** e.g. running late/being by myself on an open road
- Often happens in conjunction with **drinking alcohol or listening to loud and upbeat music**
- Less likely to speed with **children or elders** in the car – across



*“If I’m driving my kids, I don’t go over 60 or 80 – I’m more cautious. On my own, I don’t care but with them, I won’t put their lives at risk”*  
Speeding Offenders, Coloured males

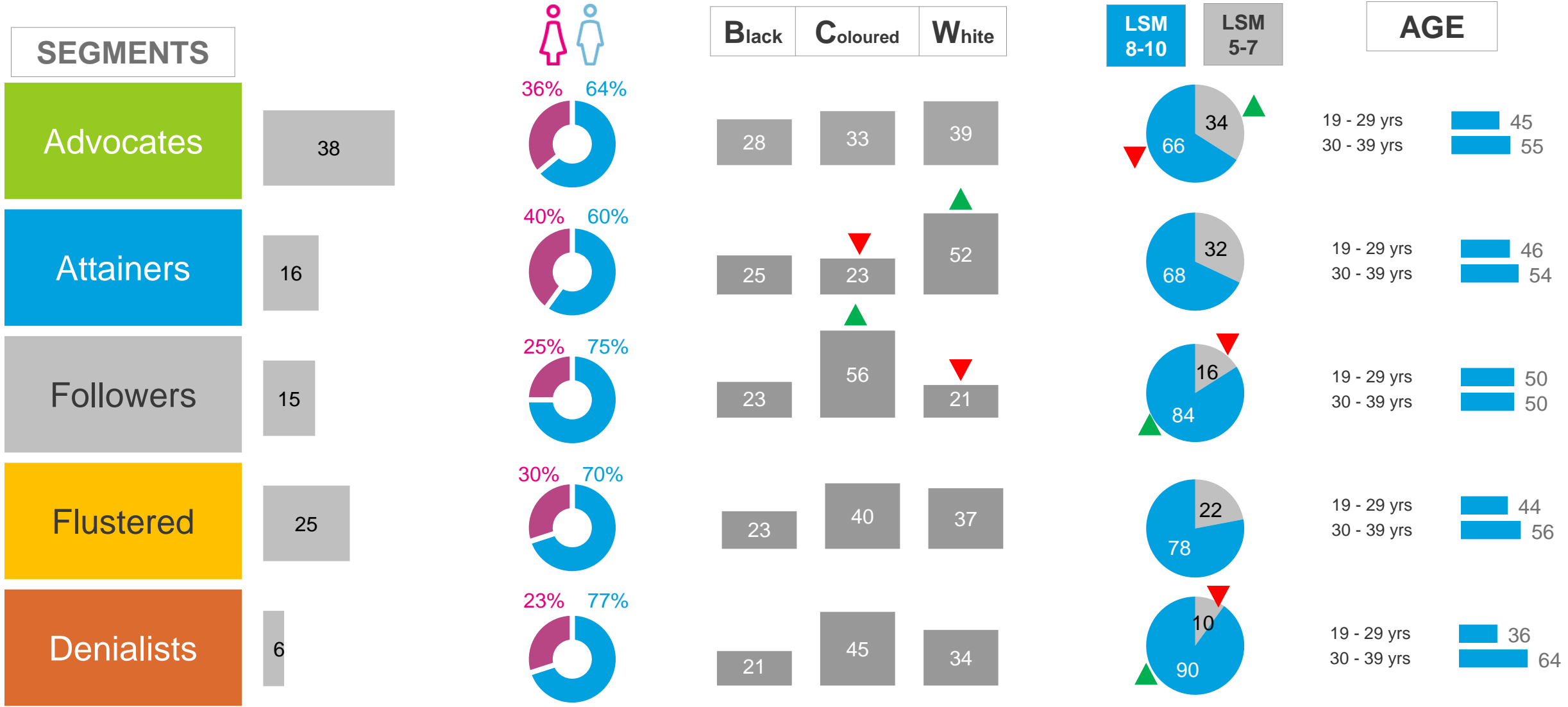
*“The younger ones you want to protect and the older ones you want to respect”*  
Speeding Offenders, Coloured males

# Identifying segments to target to leverage speed behaviour change



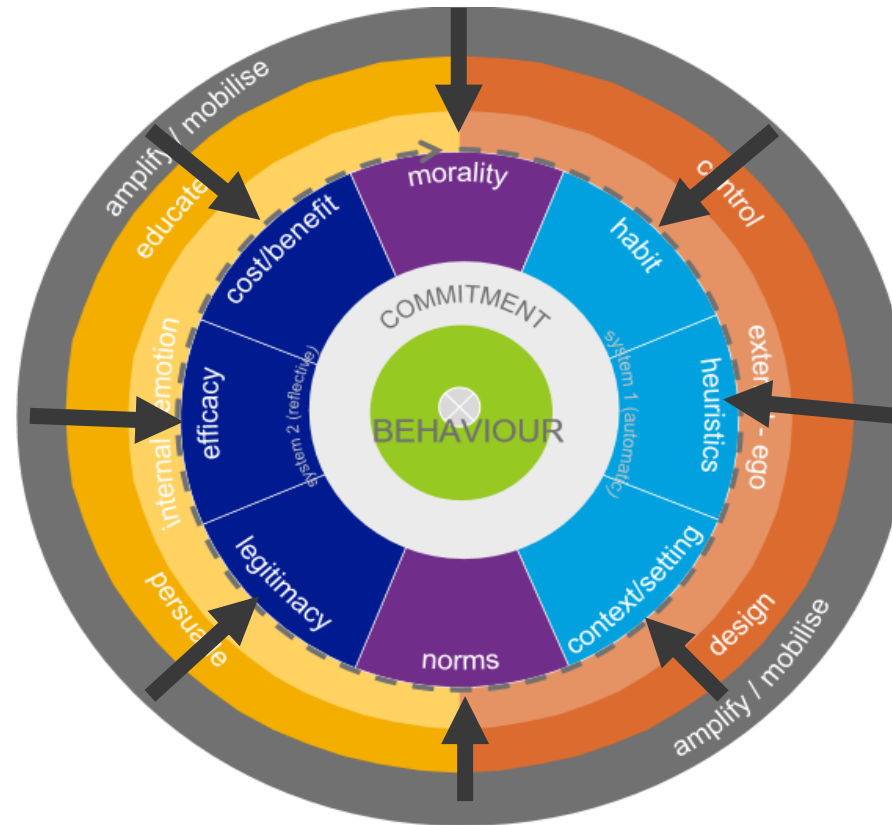


# Speed (Motorists): followers tend to be mostly coloured male from within LSM 8-10



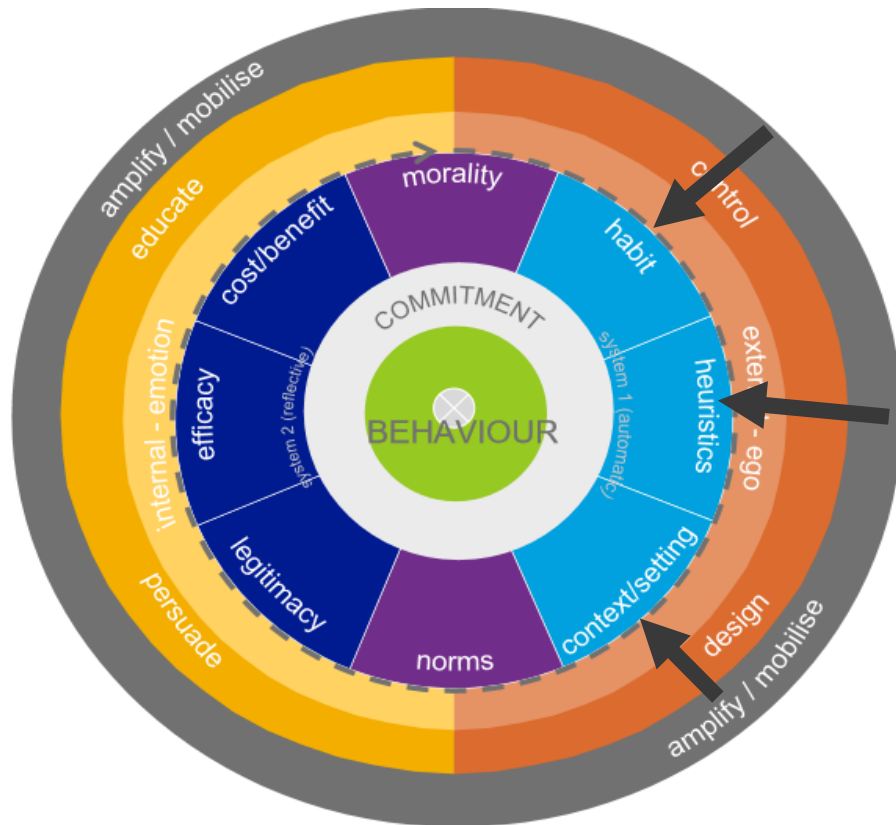
# Barriers to adhering to the speed limit – the real causes of speeding

Speeding behaviour is based on several automatic and reflective attitudes



# Automatic attitudes

Habit, heuristics and context/setting can cause speeding behaviour



- **Habit & Heuristics**

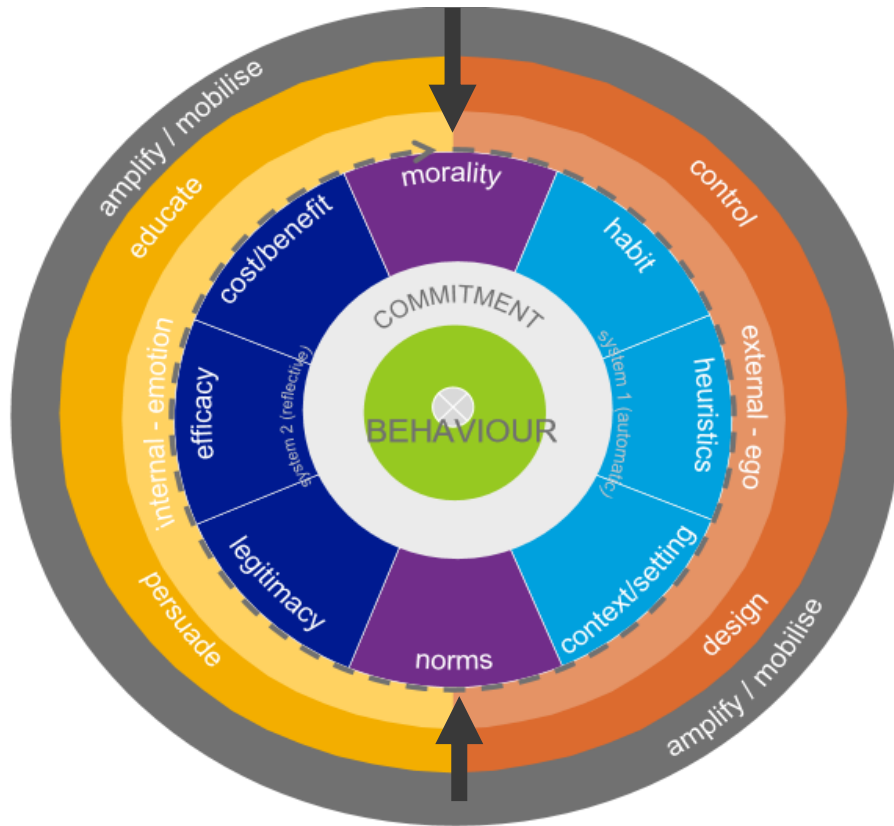
- *I am used to speeding* – especially in certain areas and at certain times (e.g. late at night)
- It is habitual
- A learnt behaviour
- Automatic response
- Familiarity of route and roads can increase speed behaviour: know the road well, know how to ‘beat the system’

- **Context/Setting**

- **Who I’m with:** Friends, girlfriend, by myself = speed territory
- **Context:** E.g. running late/emergency; “*You have to be on time – that’s more important*” (Non-motorists, Coloured males, 16-17 years)
- **Type of road:** Freeway/wide open road
- **Time of day:** Late at night, speed more justified – fewer cars on the road
- **Music:** E.g. playing upbeat loud music (big influencer) – type of music
- **Driving under the influence** also plays a role in increased speeding
- **Apps** that indicate where the speed traps are

# Automatic and reflective attitudes

Morality and norms justify speeding behaviour



- **Morality**

- **Not seen as a moral issue by many**
- *It's not so bad – there are much worse things (rationalise)*
- *No harm will come of this*
- *I know what I'm doing; I'm in control* → particularly for Deniers: false perceptions of control and inflated view of self and abilities

- **Norms**

- **Everyone in my community does it** (↑Coloured and black townships)
- I was taught to drive like this
- Coloured men: Drag racing is part of our culture and my identity as a man; *“My dad taught me to do doughnuts before I had my licence”*, (Speeding Offenders, Coloured males, 25-34 years)

Priority of speeding behaviour is a concern as it is linked to commitment level of motorists. Reckless behaviour is seen as more pressing than speed; possible belief that speeding is not necessarily reckless

	Advocates	Attainers	Followers	Flustered	Denialists
1	DUI	DUI	Reckless driving	DUI	Reckless driving
2	<b>Exceed the speed limit</b>	<b>Exceed the speed limit</b>	DUI	Reckless driving	DUI
3	Reckless driving	Reckless driving	<b>Exceed the speed limit</b>	<b>Exceed the speed limit</b>	Distracted driving
4					<b>Exceed the speed limit</b>

*"I'm speeding but I'm not driving recklessly – you have control of what you are doing"*

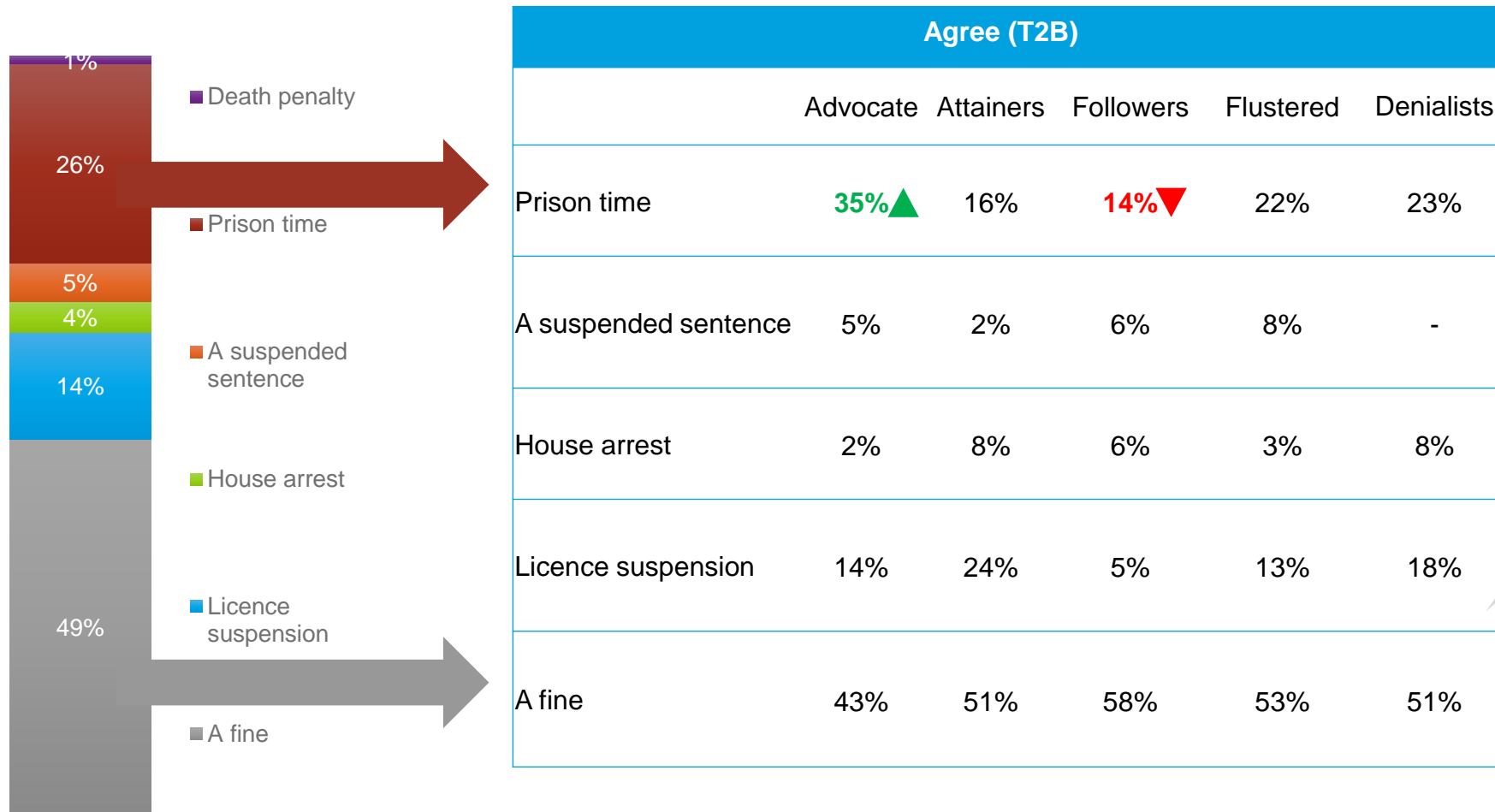
Speeding Offenders, Coloured males

*"It's not always speeding that causes the accident"*

Speeding Offenders, Coloured males



Advocates were more likely (and Followers less likely) to suggest prison time as an appropriate punishment, showing higher sanction for the undesirable behaviour – whereas the majority expected a fine (which is not taken seriously)



*"I know how to give a sob story... or sometimes they just scrap it or halve it"*  
 Speeding Offenders,  
 Coloured males

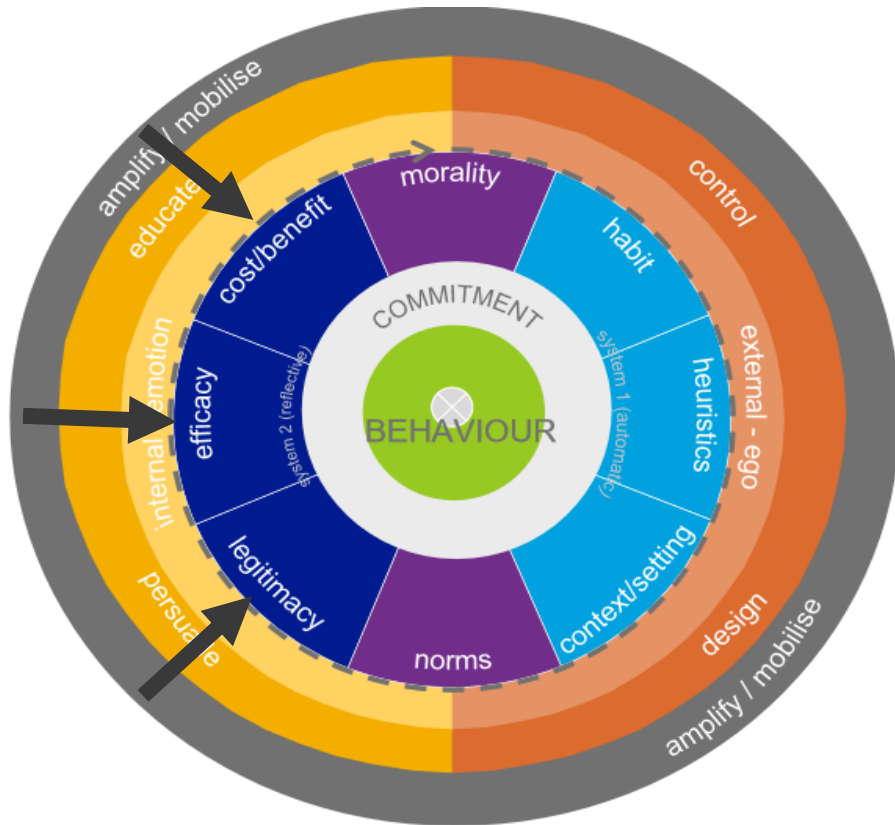
Motorists n=500

Q.AT10: What do you feel is the appropriate legal punishment for the following offences if an innocent person or child is killed as a result of this behaviour?

Stats testing vs. Total 2017 ▲▼

# Reflective attitudes

Speeding can provide benefits rather than costs and is not sufficiently enforced



- **Cost/Benefit**

There are several perceived **benefits** of speeding

- **Masculinity** affirmed; *“I am a man, not a novice”*
- Provides **status**, street cred
- Exhilaration – the feeling that speed creates
- Testing car modifications – rewarding and affirming (↑Coloured)
- Getting the ‘feel of a car’, ‘just for fun’; *“My friend bought a new BMW 330 so everyone wants to feel the engine, open it up”* (Motorists, Black Males, 30-39 years)
- Shorter journey times
- Don’t think of the consequences of speed – unpleasant to think about (denial)

- **Efficacy**

- Linked to morality – not seen as a big issue, therefore no pressing need to change the behaviour

- **Legitimacy**

- Laws are not well enforced and not strict enough
- Able to bribe cops to avoid fines
- Know how to get fines squashed/halved – sob stories

## The qualitative component yielded that speed limits are situational

Residential speed is not acceptable and limits should be reduced; however, open roads could be increased

*“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.”*  
Speeding Offenders, Coloured males



Perception of the speed and crash relationship differs. Very committed motorists think that a reduction in the speed limit will impact road deaths. But still some motorists (like the Followers) are not making the connection that speed alone can impact on road deaths

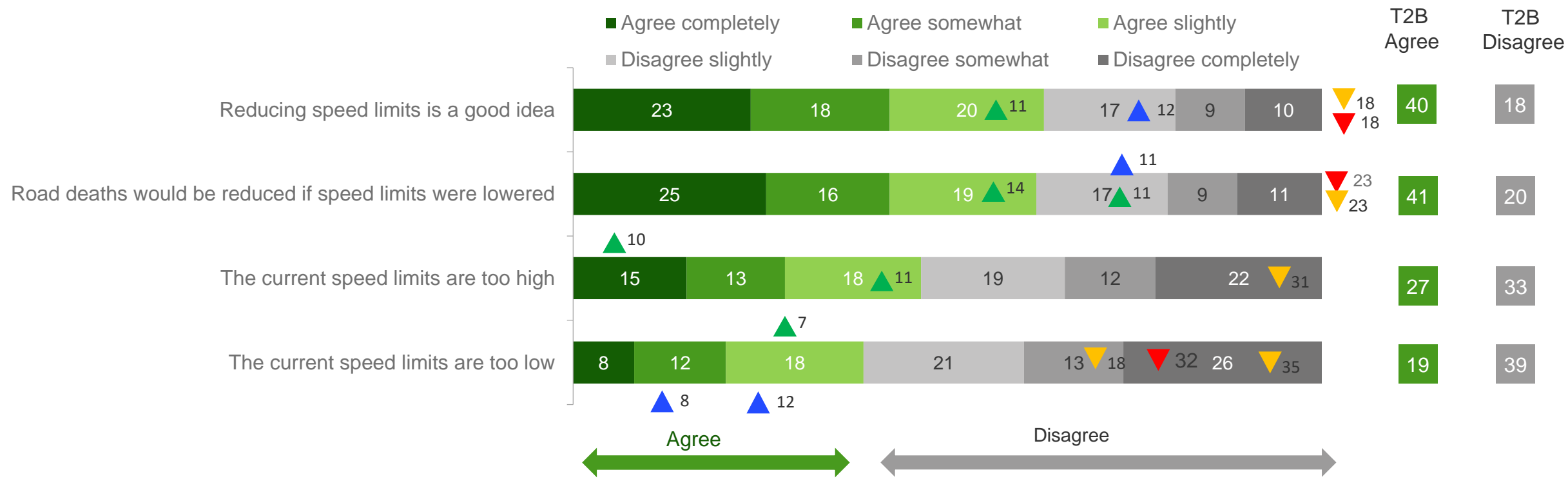
*“There’s no link between speeding and having an accident – it’s down to the driver... but the severity of the accident is related to speed – the outcome will be worse if you’re speeding”*  
Speeding Offenders, Coloured males

	Agree (T2B)		
	2015	2016	2017
Road deaths would be reduced if speed limits were lowered	38%	36%	41%

Significantly fewer Followers think **road deaths would be reduced if speed limits were lowered**. Attitude that speed does not impact road deaths




Significantly more Flustered (like Advocates and Attainers) think **road deaths would be reduced if speed limits were lowered**. Possible impact of situational rationalisation acting as a barrier to them keeping to speed limits

# Motorists agree that reducing speed is a good idea; however, they also agree with current speed limits





# Speed: Summary

	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
%			
Jump traffic lights/drive through red robot	73	n/a	19
Drive faster than designated speed limit	62  69	79  70  70	45
Accelerate at orange light to avoid stopping	64	n/a	33
Overtake slower traffic on left-hand side	64	n/a	21

# Speed/Speeding communication review: Social media

## #SpeedKillsFacts #ManUpSlowDown



### Hooks

- Prominence on social media is a good thing
- #ManUpSlowDown quite catchy for some



### Barriers

- **Hashtags in general are overused**
- #SpeedKillsFacts is confusing – i.e. speed kills the facts



Jacques Rousseau @JacquesR · 19 Aug 2017

The @CapeTownFreeway account is really useful for traffic info, but their epistemological position (**#SpeedKillsFacts**) is rather perplexing.



### Resonance

- **Hashtags – report unlikely to use or search these handles**
- #ManUpSlowDown: Some resonance but can also come across negatively – gender sensitivities



### Message take-out

- Clear apart from #SpeedKillsFacts confusion

# Speed/Speeding communication review: TVCs

## Knock-On Effect



### Hooks

- Impactful
- Frames speeding differently
- Well filmed



### Barriers

- 5km increase in speed unlikely to make such a big difference – met with scepticism
- Not applicable to me; *I can handle it*



### Resonance

- Resonates quite well – consider the knock-on effects on own families; *“Makes me feel that when I drive, I am responsible for more than just myself”* (Motorists, Black males, 30-39 years)



### Message take-out

- The effects of speeding are widespread – does not only affect you but the families of those affected by speeding-related crashes; *“In an accident you might kill the only breadwinner in the family so that family will suffer”* (Motorists, Black males, 30-39 years)
- Even a 5km increase in speed can make a big difference (met with scepticism by some)

# Knock-On Effect: Reach is a problem with only 13% of the sample recognising the advert – with Follower and Flustered segments under- indexing

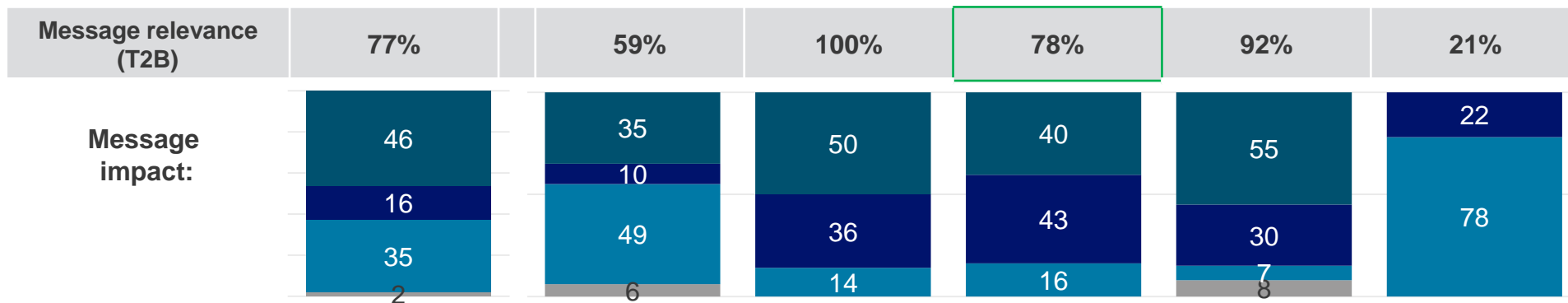


	Total Motorists	Advocates	Attainers	Followers	Flustered	Denialists
Recognition	13%	13%	7%	7%	8%	12%

# But among those who did see the communication, the message is relevant and appears to change behaviour among the segments most likely to change behaviour



**Total Motorists**   **Advocates**   **Attainers**   **Followers**   **Flustered**   **Denialists**



- I am much more likely to stick to the speed limit
- I am much more likely to be aware of the speed limit sign
- 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



# Speed/Speeding communication review: TVCs

#ManUpSlowDown



## Hooks

- Attention-grabbing, shocking
- A **clever and unexpected** turn i.e. not 'traditional' domestic violence – thought-provoking



## Resonance

- **Jarring and relevant**; *“I never knew if I didn't stop, it would be abuse”* (Motorists, Black males, 30-39 years)



## Barriers

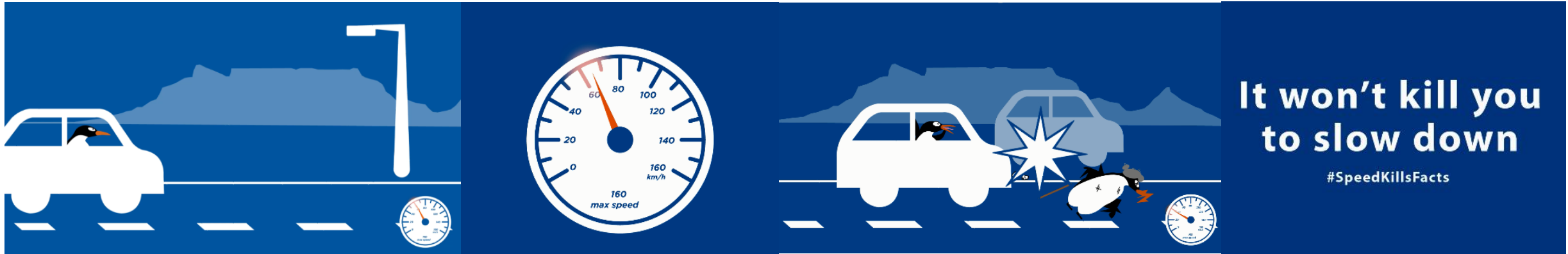
- Felt to be **sexist** for some; *“I know women who drive cars really fast, it's sexist”* (Motorists, Black males, 30-39 years)
- Quite long – would not watch again



## Message take-out

- **Speeding is a form of abuse** to your passengers
- *However*, talks more to **reckless driving** than it does to perceptions around speeding

# Speed/Speeding communication review: Pikkie



## Hooks

- Amusing: Laughter
- Simple and understandable across



## Resonance

- Little impact or resonance
- May have impact for children – who is the target audience?
  - Correct platform?



## Barriers

- Perceived to be quite childish
- Music does not match the gravity of the scenario being depicted



## Message take-out

- Going over the speed limit can cause death or injury

## Radio communication



*Radio could be an important medium from a social influence perspective. Leverage female spokespeople and radio personalities to communicate the message that speed is “not cool”, and not manly.*

# Speed: Key recommendations

## Behaviour Change Framework:



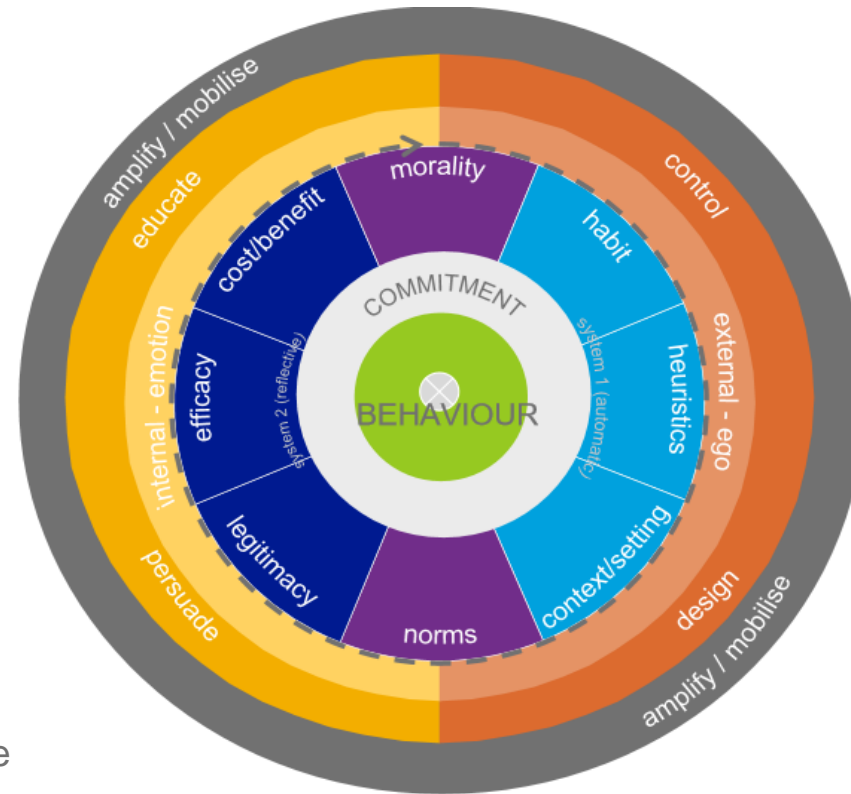
Each of the elements will be evaluated with the aim of recommending **specific actions** for road safety

### EDUCATE

- Inform
- Advise
- Build awareness
- Debunk myths and misconceptions

### PERSUADE

- Engage
- Motivate
- Create positive attitude
- Put the issue on the social agenda



### CONTROL

- Legislate
- Regulate
- Enforce
- Tax penalties
- Tax incentives

### DESIGN

- Set the physical context
- Re-engineer the environment
- Change the situational cues
- Design new products

## Speed: Key recommendations

### EDUCATE – Tell them, teach them. Need to raise awareness of the gravity of speeding

- In the same vein as 'Knock-On Effect'
  - Education around the dangers of incremental speed increases causing speed death and injury statistics
- Educate enablers (wives, girlfriends)
- Linking the idea of speed and reckless driving
- Witnessing the effects of speed
  - Testimonials e.g. child orphaned – effects not thought of
  - Soap opera intervention → able to educate through character's experience

### CONTROL – Laws, fines, jail time

- Zero tolerance of bribery and prosecution of offenders
- Making an example of offenders – deterrent – publicise
  - Threat of losing licence
  - Criminal record

### PERSUADE – Rewards/incentives and communication

- **Incentives** e.g. Discovery rewards for good driving. Most effective for Followers and Flusterers
- Persuade around “speeding's **cost to me**”
- Change the cultural perceptions around speeding from cool to uncool, and particularly for females
  - Ending up in jail, being raped
  - Financial cost – enforced fines/damage to vehicles
  - Losing my licence or getting a criminal record
  - Killing myself or others: morality → if you speed, you are a killer

### DESIGN – Change context/setting. Disrupt

- Visibility of law enforcement
- Communication/interventions at hotspots or trigger points
- Disruption at key formative points e.g. learner's licence
- Speed bumps

**6.**  
**Seatbelts**





## Seatbelt wearing context

Seatbelt wearing behaviour varies amongst road users and is situation-dependent

### Attitudes

- Viewed as critical for children – a non-negotiable – however, less important for ‘competent’ drivers – *Do as I say and not as I do*
- Not perceived to be a high importance road safety issue – mid to low priority
- Less important in the back seat

### Who?

- **Younger males** (black and coloured) much less likely to wear seatbelts – wearing a seatbelt inhibits movement while ‘riding low’ and has negative self-expression

### Where?

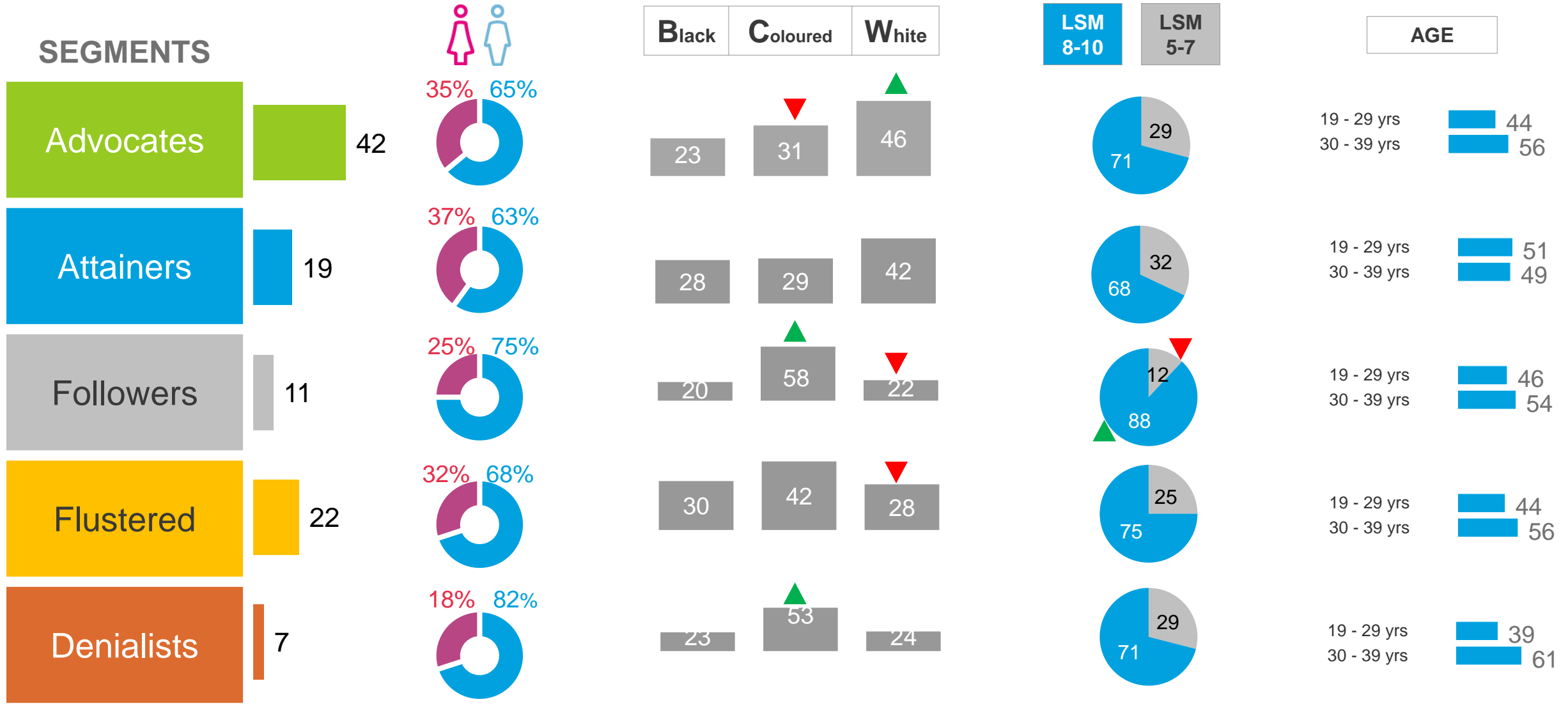
- **Most often worn on long trips on open roads**
- Low usage in residential areas/‘short trips’

### When?

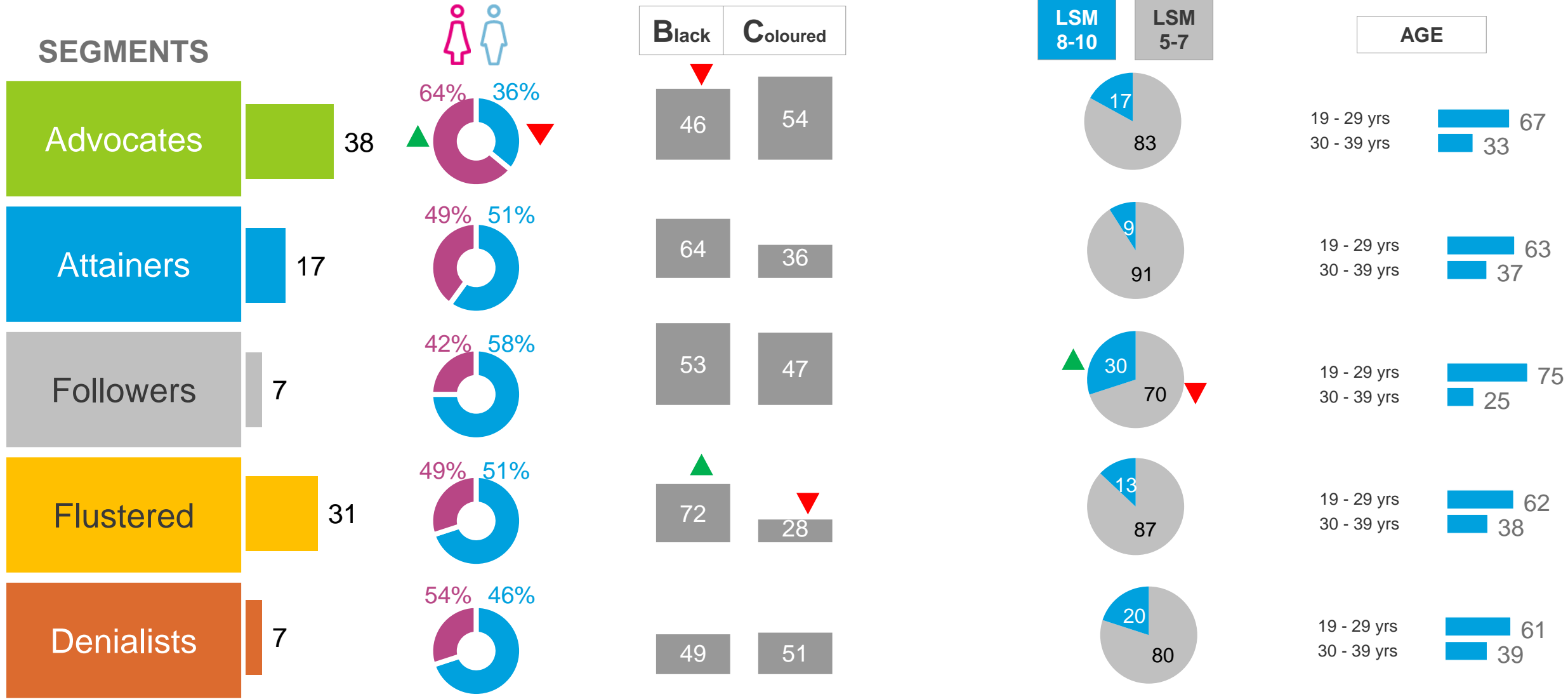
- **Presence of law enforcement increases seatbelt usage**



# Use of seatbelts (Motorists)



# Use of seatbelts (Non-Motorists)



# Seatbelt usage is not top of mind as a pressing road safety issue for motorists or non-motorists. Little differentiation in the committed segments in terms of priority

## Motorists

	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	<b>Seatbelt use</b>	Distracted driving	Distracted driving
5	<b>Seatbelt use</b>	<b>Seatbelt use</b>	Distracted driving	Pedestrian safety	Driving while tired
6	Pedestrian safety	Pedestrian safety	Pedestrian safety	<b>Seatbelt use</b>	Pedestrian safety

## Non-Motorists

	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	<b>Seatbelt use</b>
6	<b>Seatbelt use</b>	<b>Seatbelt use</b>	Pedestrian safety/ <b>Seatbelt use</b>	<b>Seatbelt use</b>	Pedestrian safety

## #Seatbelts: Summary

	%	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
No seatbelt when driver/front passenger		67	73 ▲ <sub>32</sub>	33 ▼ <sub>72</sub>
No seatbelt when passenger in back		58 ▼ <sub>68</sub>	76 ▲ <sub>37</sub>	36 ▼ <sub>63</sub>
No seatbelt/car seat for child		71 ▲ <sub>47</sub>	59 ▲ <sub>14</sub> ▲ <sub>50</sub>	15 ▼ <sub>75</sub>

Q.AT9 Completely unacceptable for people to do

**KANTAR PUBLIC** = Q.BH7: Know anyone who does this

Q.BH6: Respondent does

Stats testing vs. Safely Home 2017

Stats testing vs. Safely Home 2017



Vs. 2016

Vs. 2015

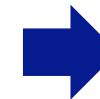


While not a top road safety priority, seatbelt compliance morality has a hierarchy. Most motorists and non-motorists agree it is completely unacceptable to not strap in your child but significantly less of these see not wearing seat seatbelt in the back seat as unacceptable

Totally unacceptable %	Motorist	Non-motorist
Drive without strapping in your child using a seatbelt	71	77
Don't wear seat belt when you are the driver or passenger in the front	67	70
Don't wear seat belt when you are a passenger in the back	58	67



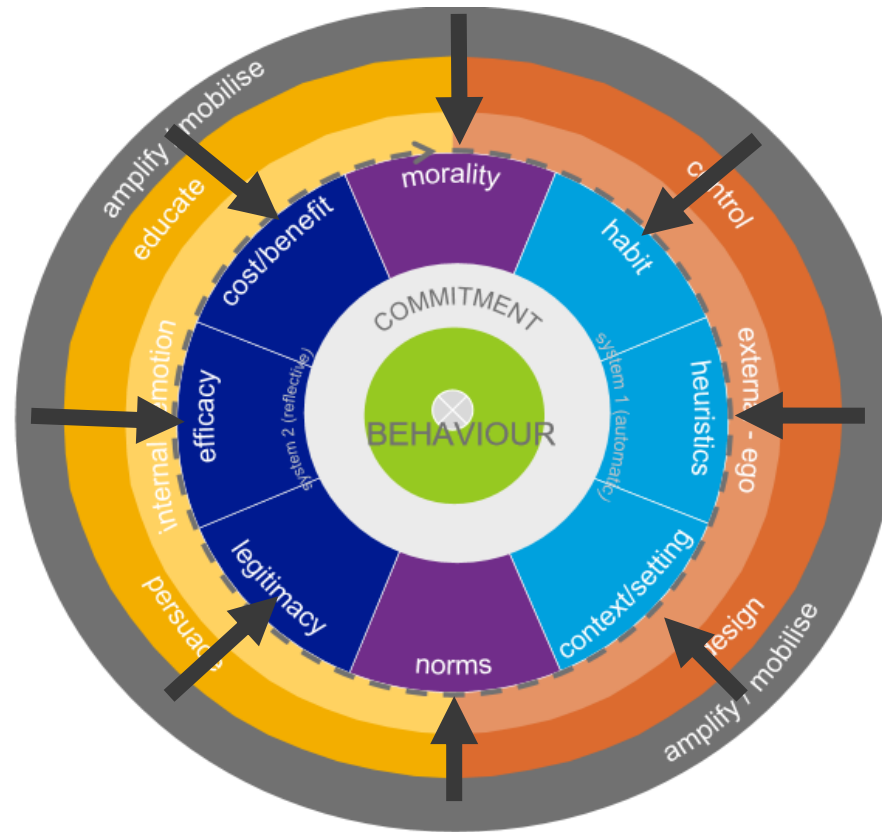
Totally unacceptable % (motorists)	Base	Advocate	Attainer	Followers	Flustered	Denialists
Drive without strapping in your child using a seatbelt	71	91	76	38	58	29
Don't wear seat belt when you are the driver or passenger in the front	67	91	68	21	52	34
Don't wear seat belt when you are a passenger in the back	58	74	61	28	45	38



Unacceptability of seatbelt non-compliance is key differentiator between the levels of commitment in segments

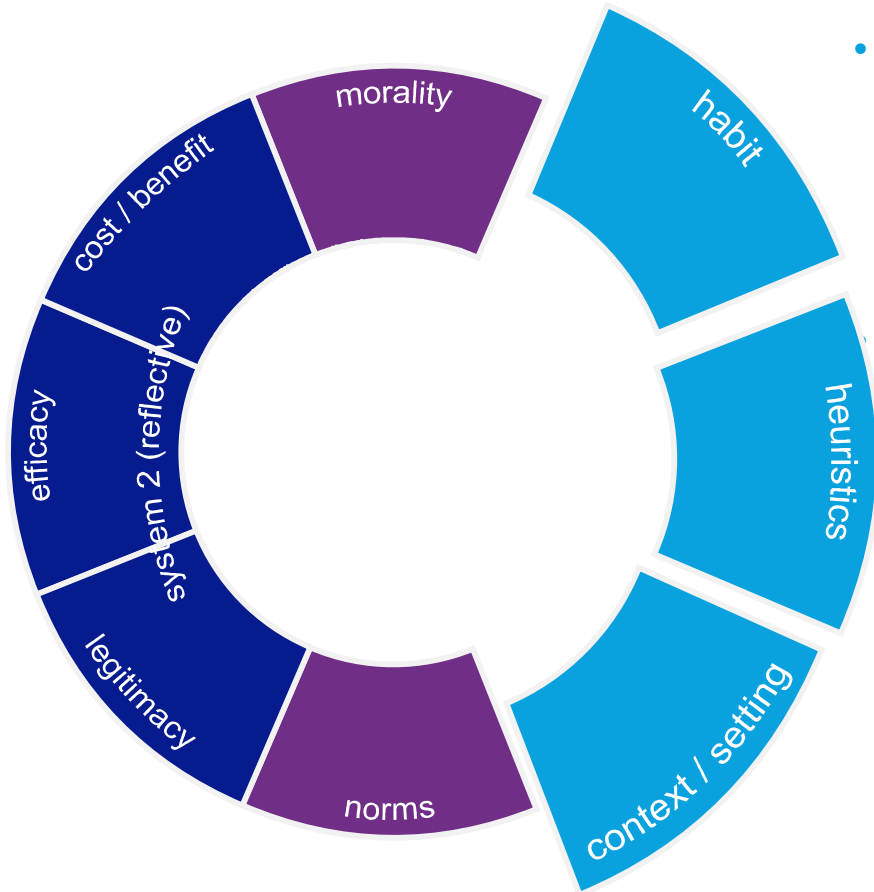
# Barriers to wearing seatbelts

Habit, context, norms, legitimacy, efficacy and perceived lack of cost are barriers to wearing seatbelts



# Automatic attitudes

Habit and context/setting dictate seatbelt usage to a large extent



- **Habit & Heuristics**

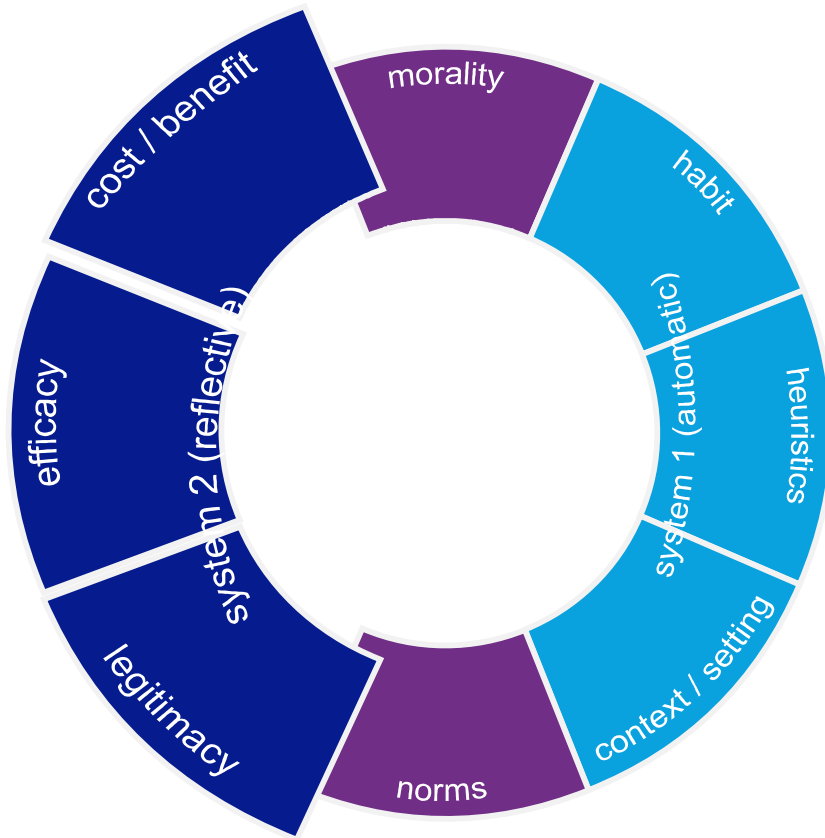
- I'm used to not wearing a seatbelt; *“Old habits die hard – it’s a habit not to wear a seatbelt”* (Motorists, Black males, 20-29 years)
  - Beeping in modern cars can break through/remind them
  - Vs others will blatantly ignore the beeping/insert a clip to stop the beeping or buckle up behind them

### Context/Setting

- **Who I'm with:** Particularly for younger men (black and coloured), it's not 'cool' to wear a seatbelt
  - Less likely to wear a seatbelt by myself or with my friends
  - Much more likely to wear a seatbelt when elders or children are in the car
- **Area:** Higher seatbelt usage in suburbia e.g. Constantia vs low/no seatbelt usage in 'townships'/other residential areas
  - Higher usage in 'unfamiliar' places; *“When you see white people, you want to put your belt on – like in Tyger Valley”* (Seatbelt Offenders, Black males)
- **Type of road:** Freeway/wide open road – more likely to wear a seatbelt – longer trip; more of a rational decision
- **Driving under the influence** can increase seatbelt usage
- **Poor weather conditions** can increase seatbelt usage

# Reflective attitudes

Reflectively, low perceived cost, efficacy and legitimacy are barriers to seatbelt usage



- **Cost/Benefit**

- Benefits of not wearing a seatbelt:
  - Freedom of movement → comfort
  - Image (more black and coloured men)
- Low perceived cost of not wearing a seatbelt – *I am in control; I’m a good driver*
  - *However, higher perceived cost for children – more prioritised; “My child’s safety is more important than my safety – I would like my child to wear one”* (Motorists, Black males, 20-29 years)
  - *Myth: Perception that wearing a seatbelt can **cause** injury: ‘crush your ribs’, ‘cut you in half’*

- **Efficacy**

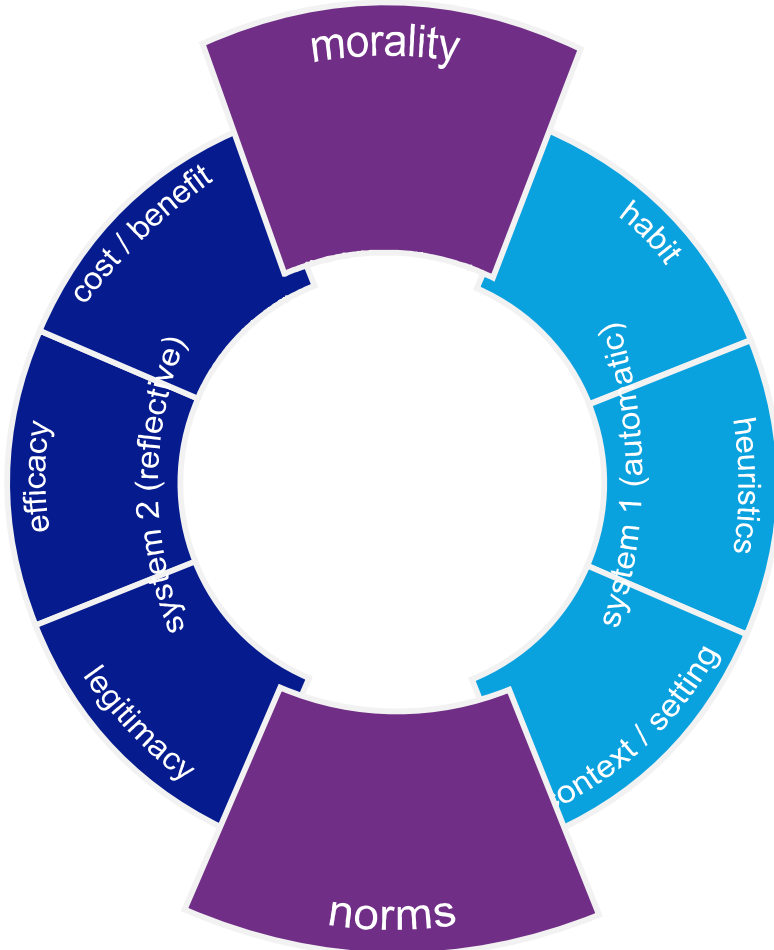
- Seatbelt wearing is not an easy thing to do for some because of physical barriers/frustrations:
  - Seatbelt wearing reported to be uncomfortable: chaffing, cutting into neck
  - Seatbelts can be restrictive – limit movement

- **Legitimacy**

- Lack of patrolling seatbelt usage – particularly in townships
  - *However, will put on seatbelt if pulled over by a traffic officer or when in town (stronger law enforcement presence); “You only put the belt on in front of a police officer”*

## Reflective/Automatic attitudes

Whilst morality is intact regarding seatbelt usage, i.e. 'we know we should', it's not seen as 'that bad'. Norms also play a big role in creating the behaviour



- **Morality – I know I should but it's not that bad**
- **Norms (1) – I will be perceived negatively by others (peers) ↑ Younger males**
  - “Others will think I **can't drive**”
  - “They will think I am a **novice**”
  - “Embarrassed – I feel like a **baby**”
  - “People will look at you like you're an **amateur**”

### **Norms (2) – no one will think I'm that bad if I don't wear a seatbelt**

- **Role models: Lack of seatbelt usage is normalised and justified by role models; “Growing up, even my father didn't wear a seatbelt” (Seatbelt Offenders, Black males)**

### **However, elders and children do affect behaviour**

- “Older people shout at you to **put your seatbelt on**” (Non-motorists, Black males, 20-29 years)
- “My mom or granny will nag” (Motorists, Coloured males, 20-29 years)

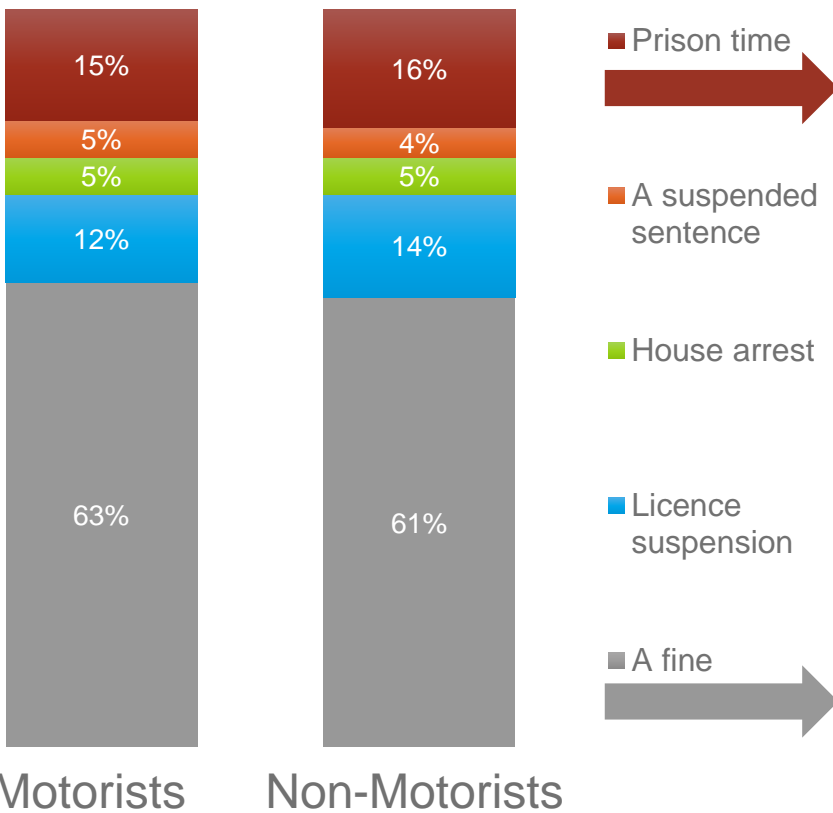


Majority believe that the consequence of not wearing a seatbelt should be a fine. This indicates a lack of apprehension that something negative will happen as a consequence. For change to happen, consequence should be seen to outweigh the perceived benefits of continuing with the undesirable behaviour

There is a lack of ownership  
Not wearing a seatbelt is not viewed as completely unacceptable

*"I don't need to wear a seatbelt because I trust my driving – I'm in control"*  
Seatbelt Offenders, Black

*"In Khayelitsha, no one wears a seatbelt"*  
Seatbelt Offenders, Black males



Agree (T2B) (Motorists)					
	Advocate	Attainers	Followers	Flustered	Denialists
Prison time	21%	13%	8%	12%	5%
A suspended sentence	4%	4%	3%	6%	3%
House arrest	2%	5%	7%	6%	2%
Licence suspension	9%	22%▲	7%	15%	5%
A fine	64%	55%	64%	59%	78%

Motorists n=500  
Non-Motorists n=499

Q.AT10: What do you feel is the appropriate legal punishment for the following offences if an innocent person or child is killed as a result of this behaviour?

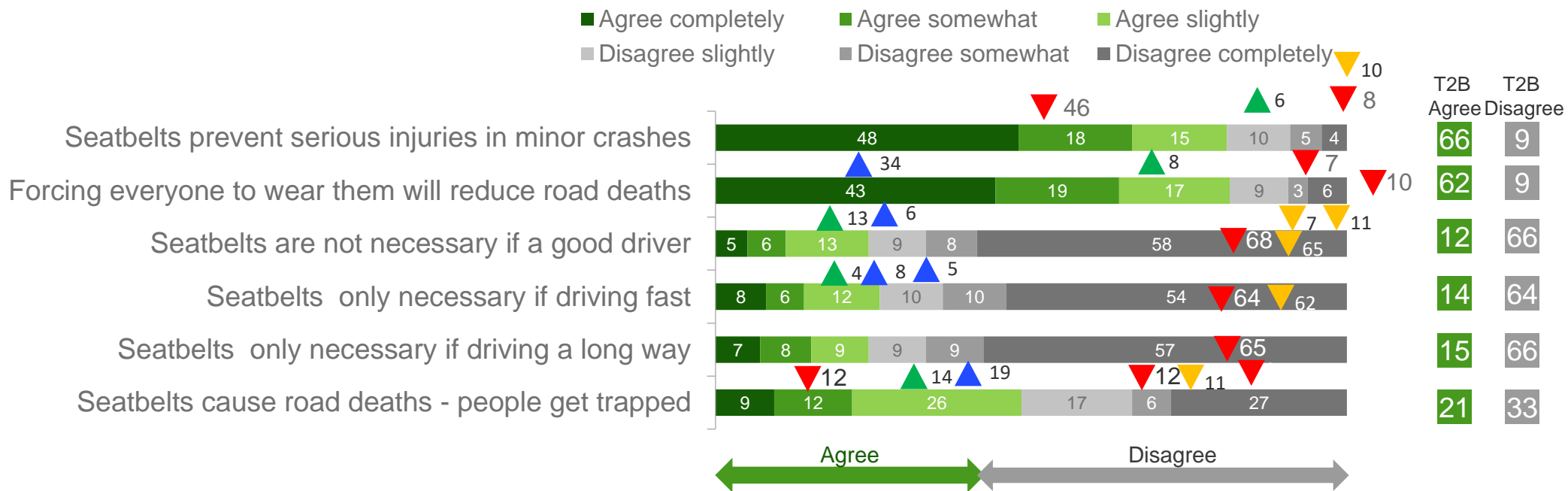
Stats testing vs. Total 2017 ▲▼

# Awareness of the impact of wearing a seatbelt is increasing overall. However, Followers indicate a belief in seatbelt compliance being situational

	Agree (T2B)			
	2015	2016	2017	
Seatbelts can prevent serious injuries in minor crashes	67	68	68	Significantly more Advocates Significantly less Followers
Seatbelts are not necessary if you're a good driver	12	13	10	
Seatbelts are only necessary if you're driving fast	14	14	12	
Seatbelts are only necessary if you're driving a long way	15	16	13	Significantly more Followers
Seatbelts cause road deaths because people are often trapped by them in a burning or sinking car	23	25	20	
Forcing every person in the car to wear a seatbelt will reduce the number of road deaths	58	64	66 ▲	Significantly more Advocates Significantly less Followers

Total sample (n=999)

# #Seatbelts: Most motorists agree seatbelts are necessary and prevent injury and death



## For our Black Seatbelt Immersions, it's all about the image

How I'm perceived by my peers and women is more important than safety  
= follower mentality

- Seatbelt wearing indicates a **lack of confidence in one's driving abilities**
  - Look like a 'learner', 'novice' → perception that seatbelts are for learners or inexperienced drivers
  - Noted to be emasculating
- Will be **judged negatively by peers and women**
- **Low riding not possible** whilst wearing a seatbelt
- Stand out like an **out-of-towner** – become a target for township criminals
- **Superstition:** Wearing a seatbelt brings bad luck



*“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.”* Seatbelt Offenders, Black males

*“They will think you can't drive”*

-

*“You look like a cheese boy”*

-

*“When you pass girls, they'll say 'ooh, you're a learner'”*

-

*“You'd never tell your friends to wear a seatbelt or wear a seatbelt in front of your friends”*

-

*“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!”*

Seatbelt Offenders, Black males



## Passenger behaviour: Seatbelts

Passengers are led by driver behaviour = follower mentality

- **High levels of emulation** – *“You copy the driver – if the driver doesn’t wear a seatbelt, you don’t wear one”* (Motorists & Non-motorists, Black males, 30-39 years)
- **Backseat seatbelt usage not viewed as critical**
  - *Also not possible in taxis or older vehicles*
  - *Not ‘done’ in taxis; “You’re the odd one out if you wear a seatbelt in the back”* (Motorists, Coloured males, 20-29 years)
- **However, children wearing seatbelts is prioritised;** *“You’ve got to set an example. Everything I do, my daughter follows. Because of that, my daughter will remind me – seatbelt, seatbelt”* (Motorists, Black males, 20-29 years)
  - Interestingly, the possibility of **orphaning children** because of not wearing a seatbelt is not considered (messaging opportunity)



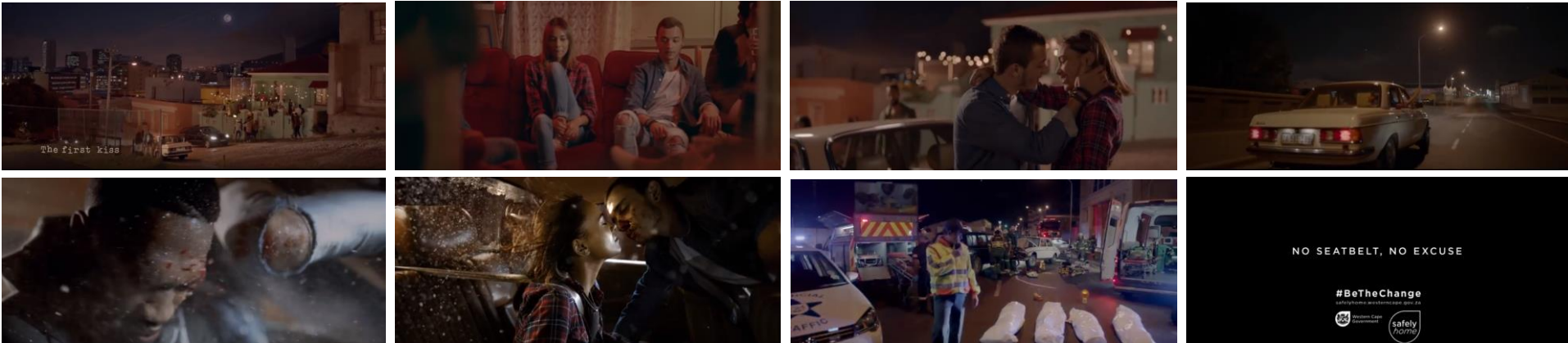
For our First Kiss TV campaign, a quarter of sample remember the TVC. Recognition is low among the Flustered segment.



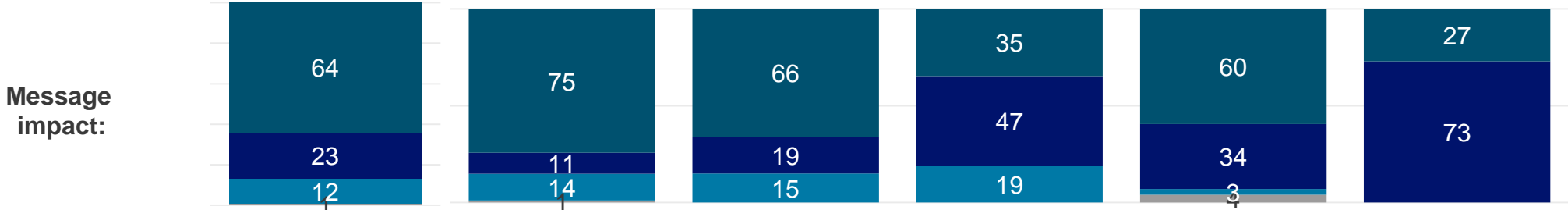
	Total Core	Advocates	Attainers	Followers	Flustered	Denialists
Recognition	24%	33%	21%	31%	17%	15%



# Message relevance is high for the Advocates and Attainers but less so for Followers



	Total Core	Advocates	Attainers	Followers	Flustered	Denialists
Message relevance (T2B)	81%	93%	91%	47%	70%	54%



- 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

# Personal responsibility communication review: TVC: First Kiss



## Hooks

- **Some spontaneous recall pre-exposure;** *“One dude gets in the car and doesn’t buckle up and gets into an accident while trying to get his first kiss – it’s a nice visual to think about why buckling up is so important”* (Motorists, White & coloured males, 20-29 years)
- **Highly shocking and impactful – long silences after watching**



## Barriers

- **Too shocking for some**
- Deemed to be inappropriate for family consumption; *“This is way too graphic to be on TV”*
- Too fake/unrealistic for some



## Resonance

- **Graphic nature emotionally resonates;** *“The more graphic it is, the more it makes you think you must buckle up – I don’t want that to happen to me”* (Motorists, Black males, 20-29 years)
- Encourages road users to re-evaluate seatbelt behaviour; *“I never thought it was a problem to not wear a seatbelt sitting at the back”* (Motorists, Black males, 20-29 years)



## Message take-out

- It is also dangerous to not wear a seatbelt in the back

# Personal responsibility communication review: Pikkie



## Hooks

- Simple and understandable



## Resonance

- *"I'd rather be safe and have my chest crushed than fly through the window and have my face crushed"* (Motorists, Black males, 20-29 years)



## Barriers

- No overt barriers; however, lacks real impact
- Pikkie in general a little childish,
- Pikkie music generally a little frivolous



## Message take-out

- Effective message take-out. Seatbelts prevent you from flying out of the window

# Personal responsibility communication review: Social media

#BeTheChange  
#AlwaysBuckleUp  
#SaveKidsLives



## Hooks

- **#BeTheChange** is empowering – positive message as opposed to directive



## Resonance

- Fairly low – apart from 'BeTheChange' for some – implies personal responsibility and empowerment



## Barriers

- Again, hashtags quite overused; *"I'm desensitised to hashtags"*; *"There are just too many social media warriors"*; *"A hashtag is just a hashtag"* (Motorists, Black males, 20-29 years)



## Message take-out

- **#BeTheChange**: Impetus is on you to lead by example and change for good

# Personal responsibility/Seatbelts: Key recommendations

## Behaviour Change Framework:



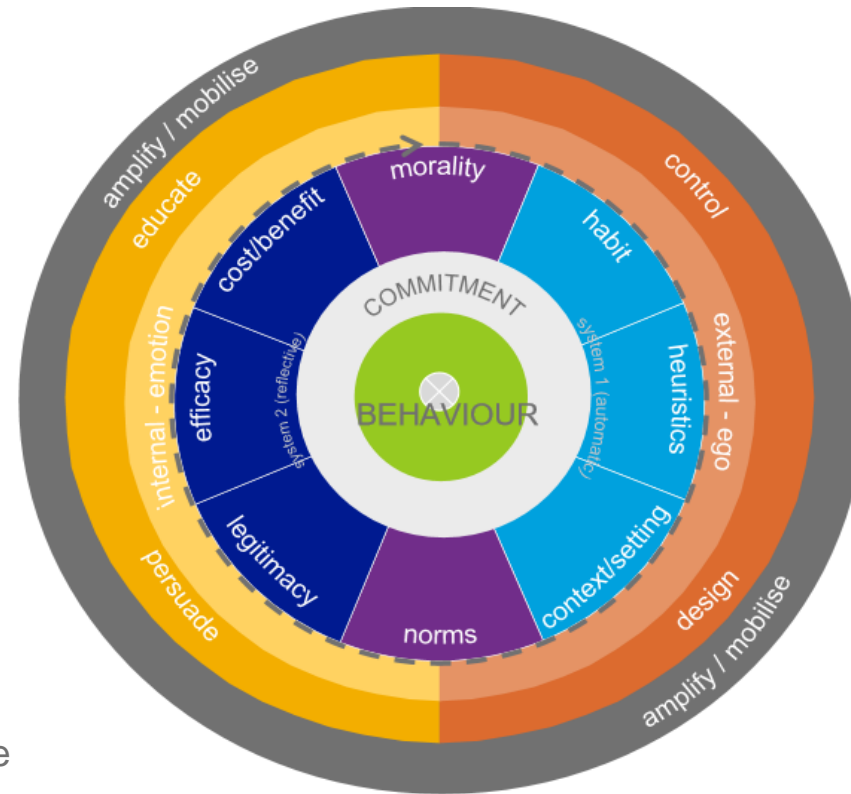
Each of the elements will be evaluated with the aim of recommending **specific actions** for the Western Cape Government to take:

### EDUCATE

- Inform
- Advise
- Build awareness
- Debunk myths and misconceptions

### PERSUADE

- Engage
- Motivate
- Create positive attitude
- Put the issue on the social agenda



### CONTROL

- Legislate
- Regulate
- Enforce
- Tax penalties
- Tax incentives

### DESIGN

- Set the physical context
- Re-engineer the environment
- Change the situational cues
- Design new products



# Personal responsibility/Seatbelts: Key recommendations

## EDUCATE – Tell them, teach them. Need to raise awareness of the gravity of not wearing a seatbelt

- School programmes for kids: To encourage peer power; do scientific demonstrations/simulations
- Emphasise lives saved statistics from wearing seatbelts
- Backseat seatbelt facts – e.g. First Kiss
- Setting an example for children
  - Children emulate you
  - You don't want to orphan your child

## CONTROL – Laws, fines, jail time

- Enforcement of fines – currently, seatbelt fines not well enforced: very minimal threat
- Enforcement in townships → flooding

## PERSUADE – Rewards/incentives and communication

- **Finding a way to make seatbelts cool**
  - Designer brands and colours
- **Role models and behaviour change agents – identifying key influencers**
  - Aspirational and respected
  - Respected celebs e.g. DJ Fresh – how to convince
- **Incentives – Seatbelt tracking? Similar to Discovery**

## DESIGN – Change context/setting. Disrupt

- **Changing the habit** → Consistent interventions for sustained periods → reminding e.g. same time and place
- **Incorporating warnings into navigation:** “Are you wearing your seatbelt?”. Fine for not wearing your seatbelt is xx



**7.**  
**Driving Under the Influence**



# Driving under the influence: Definitions and attitudes

Driving under the influence is perceived to be negotiable

## Definitions

- Defined as being over the limit or out of control (however, lack of understanding of what the legal limit is)
- Limits are unknown and vague – everyone has their own version

## Attitudes

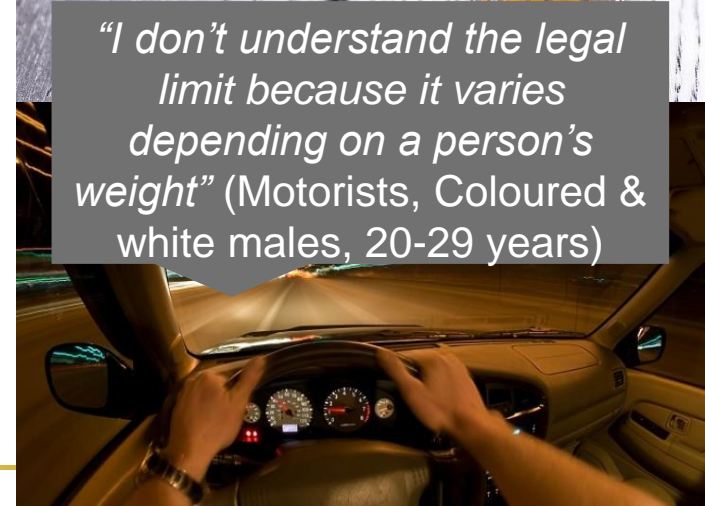
- Viewed as a **high priority issue** across & some have been **personally affected**; *“Most accidents are caused by people drinking and driving”; “My friend was a DJ. He was driving drunk and he passed away. The other people in the car were touch and go”* (Motorists, Black males, 20-29 yrs)
- Known to be ‘wrong’ but perceived to be occasionally unavoidable
- High levels of claimed drinking and driving; ***We know we shouldn’t but we do***
- Normalised by peer pressure

## There are two types of drunk drivers:

1. **Over-confident – reckless driving and speed**
2. **Hyper-vigilant – drive slowly and cautiously;** *“I’m much more aware when I’m drunk... I’m scared of losing my licence”* (Motorists, Black males, 20-29 years)



*“I don’t understand the legal limit because it varies depending on a person’s weight”* (Motorists, Coloured & white males, 20-29 years)



## Driving under the influence: Attitudes (continued)

Driving under the influence is perceived to be negotiable

### What?

- **Often unplanned** i.e. do not plan to drink as much as they do and end up having to take car home
- **Often results in other dangerous road behaviour e.g. speed, falling asleep at the wheel, forgetting to switch on lights**
  - However, can be the opposite to 'compensate'

### Who?

- Again, higher claimed drinking and driving amongst younger males

### When and where?

- Highest incidence over the weekend and 'close to home'



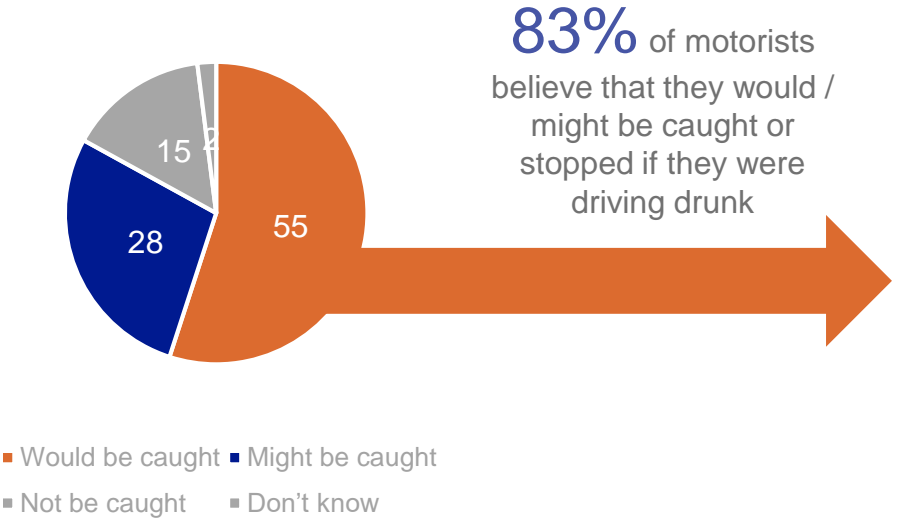
## No morality issue; drinking under the influence is seen as unacceptable with very few admitting to taking part in the undesirable behaviour

	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
Drive when over legal alcohol limit	74	62 ▲ 54	16
Drive after recreational drugs	72	39 ▲ 52	5

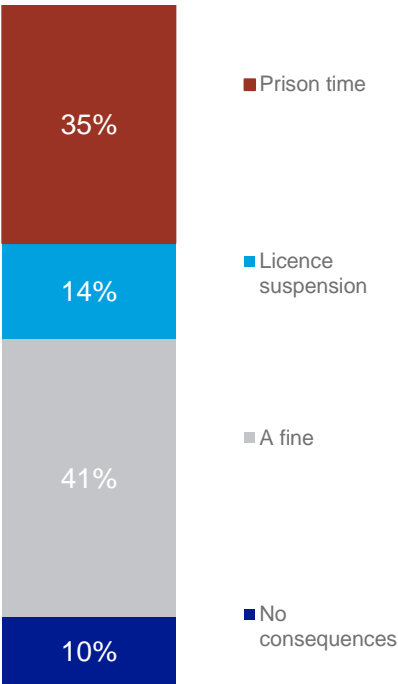


There is the perception of real consequences and the recommended sanction should a death occur is higher than with the other behaviours in the study (speed, seatbelt non-compliance)

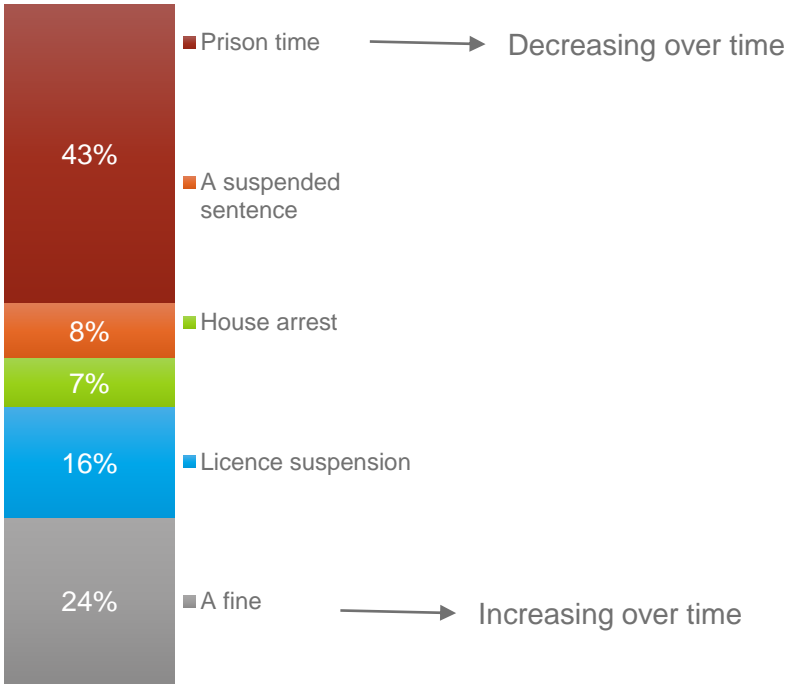
**How likely are you to be caught DUI?**



**What will happen if you are caught?**



**What should happen if someone is killed as a result?**

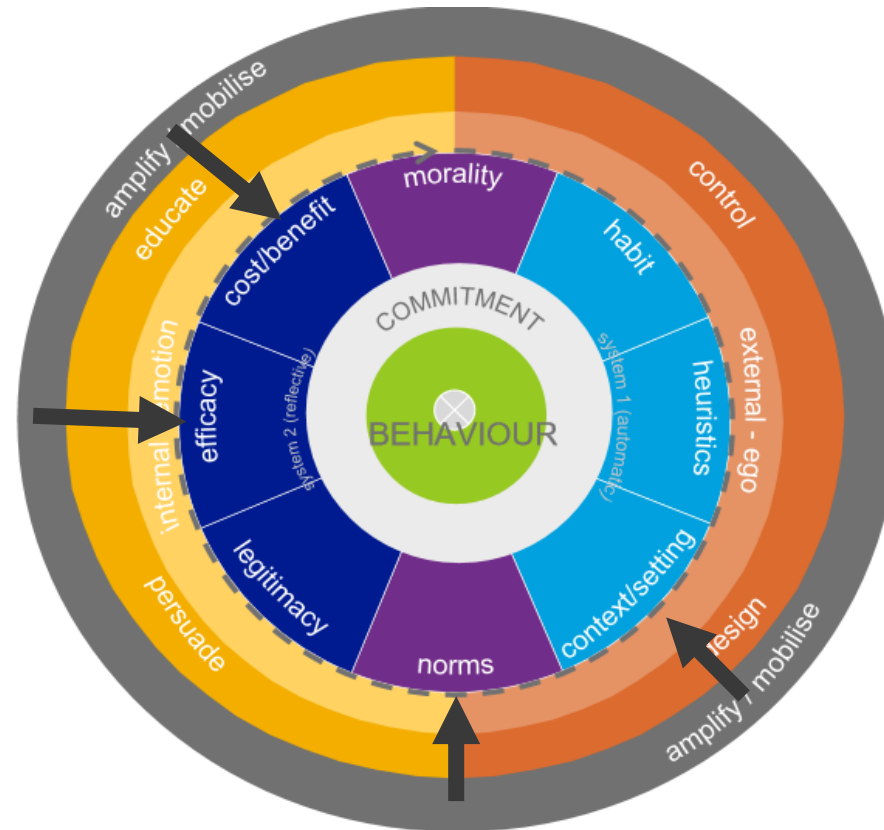


Motorist n=500

Q.AT10: What do you feel is the appropriate legal punishment for the following offences if an innocent person or child is killed as a result of this behaviour?

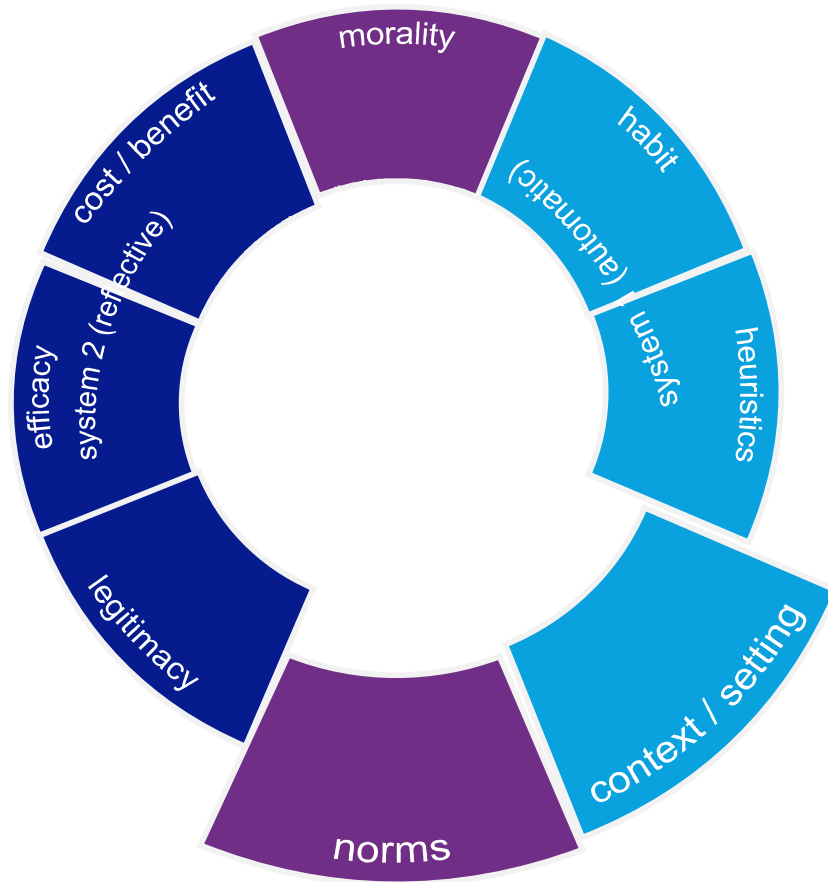
# Triggers of drunk driving

Context, norms, efficacy and perceived lack of cost are barriers to not DUI



# Attitudes that validate drinking and driving

Known to be wrong; however, false perceptions of control and peer pressure prevail



- **Norms**

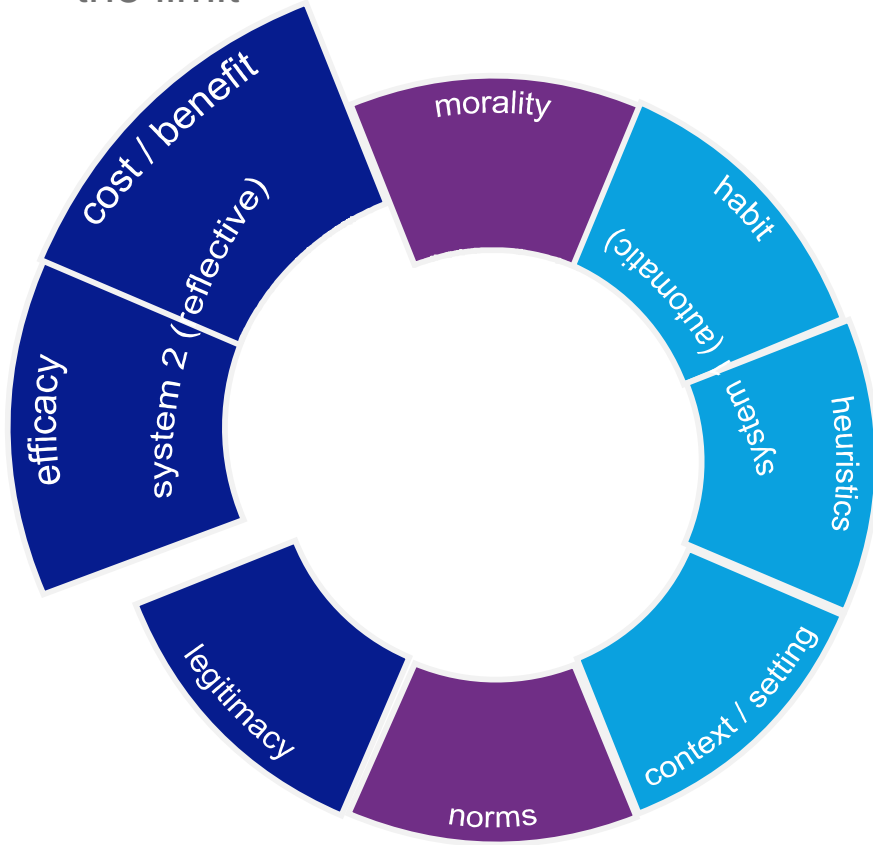
- **Quite normalised** – ‘everyone does it’
- Laissez-faire attitudes; *“When you drink, in that moment you don’t feel like it’s a hassle”* (Non-motorists, Coloured males, 20-29 years)
- **For younger males: Peer pressure**; ‘I can handle it’; ‘I’m a man’; *“Very few of my friends when they’re drunk would hand over their keys”* (Motorists, Black males, 20-29 years)
- **Viewed as relative**; *“Drinking and driving, there is a relativity to it, if you have one glass of wine or draught it’s not bad”* (Motorists, Coloured males, 20-29 years); *“My friend can drink a whole bottle and be fine”* (Motorists, Black males, 30-39 years)

- **Context/Setting**

- **Peer groups and pressure**
- **Unplanned drinking events** – not wanting to leave their cars at drinking spots; *“I don’t want to leave my car anywhere – my tyres might get stolen”*

## Attitudes that validate drinking and driving

Low perceived cost for some due to perceptions of control and limited efficacy in changing behaviour once over the limit



- **Cost/Benefit**

- Low perceived cost – perceptions of being in control; knowing ‘how to handle it’. There is an element of arrogance
- Biggest threat is fear of losing licence or jail time; ‘Papa wag vir jou’ – high spontaneous recall

- **Efficacy**

- Once over the limit, judgement is impaired and false perceptions of sobriety and control prevail – thus inhibiting efficacy in changing the behaviour

## Driving under the influence communication review: TVC: Boys\*



### Hooks

- Very impactful



### Barriers

- Perceived to be a little overdramatic for some; 'a glass or two of wine is not that serious'



### Resonance

- **Relatable**; "A story you can *relate to* – it's you and your best friend" 5 – dispels the belief that it happens to 'other people'
- **Instils fear**; "It gives you the fear that you will get caught" (Motorists, Black males, 20-29 years)



### Message take-out

- **One bad decision can ruin your life**; "One bad choice will impact your life" (Motorists, Black males, 30-39 years)
- **It can happen to anyone** – non-discrimination of race or class; "Whether you're from the corporate world or a gang, you can end up in jail or with a criminal record" (Motorists, Black males, 20-29 years)

\*Also quite high spontaneous recall of 'Papa wag vir jou' and 'Everybody knows'



# Driving under the influence communication review: Social media & VMS

## #BoozeFreeRoads



### Hooks

- #BoozeFreeRoads is a strong message
- There is awareness of Random Breath Testing and it is a deterrent
- VMS noted to be quite effective/eye-catching (however, propensity to change behaviour questioned) – an effective reminder (across categories)



### Resonance

- Fairly low resonance apart from true Advocates – a little too harsh for others



### Barriers

- No alcohol at all seems quite harsh; *“It’s too strict... I can have one or two and still be fine”* (Non-motorists, Coloured males, 20-29 years)



### Message take-out

- Quite simply, don’t drink and drive (no new news)

## Driving under the influence: Key recommendations

### EDUCATE – Tell them, teach them. Need to raise awareness of the gravity of drinking and driving

- Education around limits
- Simulations to safely show drivers how their judgement is impaired
  - What happens to you and your judgement when you drink – be aware of how impaired you are
- Self-breathalysing

### CONTROL – Laws, fines, jail time

- Biggest threat across is losing licence or jail time
- Needs to be enforced and publicised
- Consequences need to be understood to be real

### PERSUADE – Rewards/incentives and communication

- **Punitive** persuasion (law enforcement: losing licence; car, etc.)
- **Incentives** to use Uber or other Drive Safe option
- Target pubs/taverns – make it easier to find solutions

### DESIGN – Change context/setting. Disrupt

- **Increased roadblocks** – including in suburbs and townships
- **A planned decision** not to drive in advance
- **Sponsored breathalysing** at key points
- **Gamification**: See how over the limit you are

A close-up photograph of a person's hand holding a smartphone while driving a car. The hand is positioned on the right side of the steering wheel, which is visible in the foreground. The phone is held vertically, and the driver's gaze is directed at the screen. The background shows a blurred view of a road and other vehicles, suggesting motion. The lighting is warm, with a golden glow from the sun, likely during sunrise or sunset. The overall scene illustrates the concept of distracted driving.

**8.**  
**Distracted Driving**



## Distracted driving: Definitions and attitudes

Distracted driving is viewed as one of the most hazardous road safety infringements yet is practised regularly across demographics

### Definitions

- Predominantly texting and driving (across)
- However, also talking on the phone
- Children and passengers can also cause distractions
- Other distractors such as stress and preoccupation

### Attitudes

- Viewed as an extremely high priority issue across
- Known to be wrong but highly normalised; *I know I shouldn't... but everyone does it*

### Who?

- Everyone – across age, race and gender

### When?

- All the time!



# Texting and driving is prevalent and most motorists admit to doing it

- **Prevalent**

*“It is a big issue...There are times when you see people on their phone and driving. You can see when people are texting in the car, it veers around”* (Group 1 Coloured Males, Motorists)

*“You’re standing at the robot and this person is sitting in a GTI that has Bluetooth but this person is sitting like this driving with their phone.”* (Group 1 Coloured Males, Motorists)

- **Justified/ sign of the times**

*“We all so into technology and cell phones. It is **short words and quick**”* (Group 1 Coloured Males, Motorists)

- **Distracting**

*“It **takes your focus off the road**. People are more focused on what is on social media sites and that causes them to lose focus on the road.”* (Group 2, Coloured Males, Non Motorists)

*“I don’t like it and I have seen what happens when other people do it. I have tried doing it and it is **very distracting**.”* (Group 6, Coloured & White Males, Motorists)



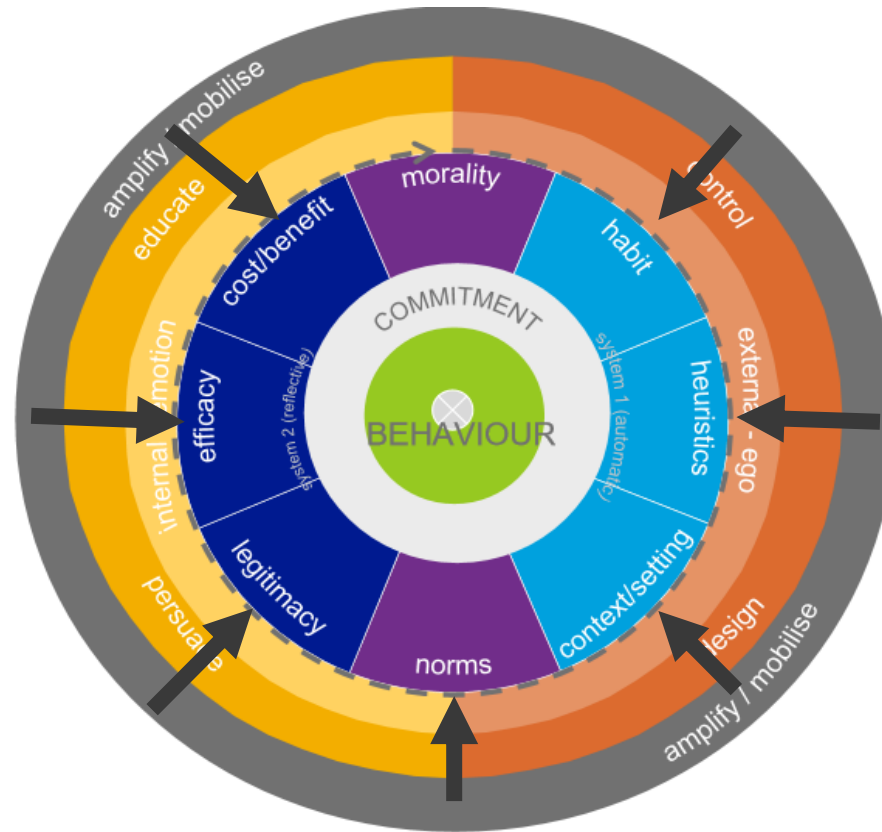
# Driving while using a cellphone with a hands-free kit is not as unacceptable as messaging or not using a hands-free kit, indicating a sense of morality around being distracted on the road

## Motorists

	%	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
Messaging while driving		70	71	28 ▼ <sup>35</sup>
Driving while speaking on cellphone without hands-free kit		66	78 ▲ <sup>71</sup>	39
Driving while speaking on cellphone with hands-free kit		33 ▼ <sup>41</sup>	77 ▲ <sup>70</sup>	41

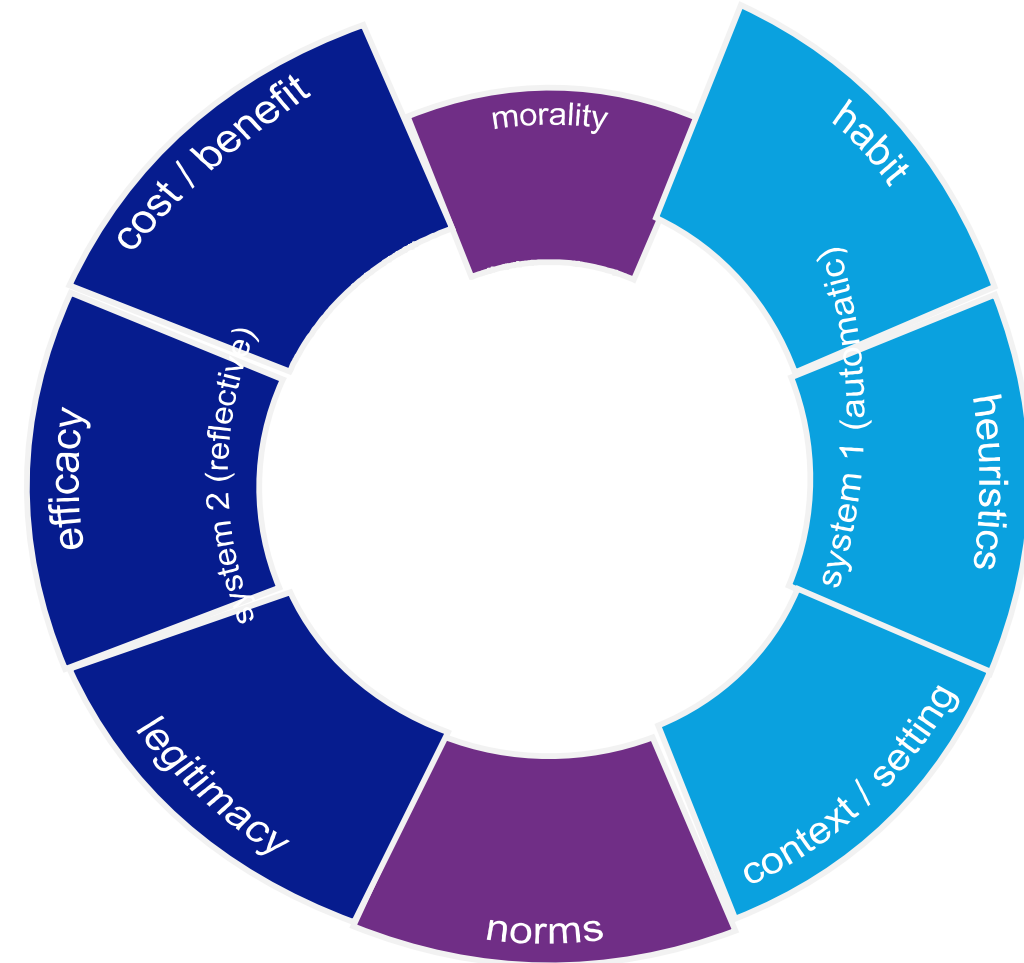
# Triggers of distracted driving

Morality is the only attitude that currently dissuades to some extent but cost perceived to be low



# Attitudes that validate texting and driving

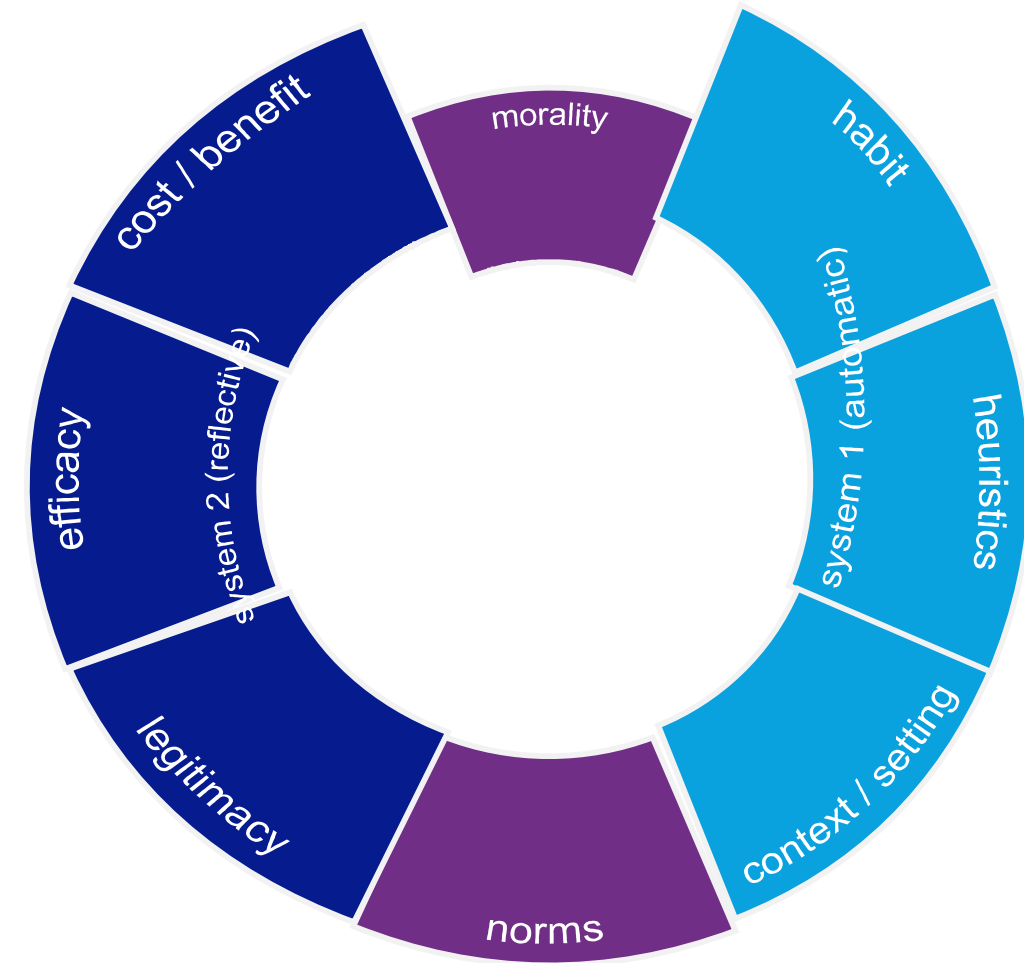
Known to be wrong; however, highly habitual and normalised behaviour



- **Morality**
  - *I know it's wrong and that I shouldn't; "You realise you can't remember the stretch of road you were just on..."* (Motorists, Coloured males, 20-29 years)
  - **However, knowing it's wrong does not deter behaviour**
- **Habit/Heuristics**
  - Has become ingrained; expected to carry phone everywhere and check it frequently: instant gratification
  - 'Always available'
  - Multi-tasking
  - More justified in certain scenarios e.g. in traffic/driving slowly
- **Context/Setting**
  - Pressing commitment/need to be available e.g. work or family
  - Open/empty road
- **Norms**
  - Highly normalised – 'everyone does it'

# Attitudes that validate texting and driving

Cost perceived to be low, behaviour highly entrenched and repercussions minimal



- **Cost/Benefit**
  - **Low perceived cost for most – awareness of risk but perceived to be more ‘minor’** i.e. risk of bumper bashing rather than major crash and loss of life
  - **Perceptions of control:** *It won't happen to me*
  - *Vs “Anything can happen at any time. You look up and everything is okay and you look down and it can all change”*
- **Efficacy**
  - **Motorists find it really hard to tear themselves away from their phone:** hear a ping and want to look
- **Legitimacy**
  - **Very poorly enforced by authorities**
  - **Hard to catch!**

# Distracted driving communication review: TVC: It Can Wait



## Hooks

- Some spontaneous recall pre-exposure (Ltd)
- Highly impactful
  - Audience visibly shocked
  - Unexpected twist
  - Juxtaposition of comedic and tragic; *“It’s quite dynamic with the lighter side and then the real truth”* (Motorists, Coloured and white males, 20-29 years)
- #ItCanWait tagline also highly impactful in this execution



## Resonance

- High resonance – everyone can identify as everyone is guilty of texting and driving; *“The first one hit home so hard, it was like a bus or something hit that chick. It looked like she wasn’t going to wake up”* (Motorists, Coloured and white males, 20-29 years)
- #ItCanWait also resonates – nothing is so important that it is worth risking your life



## Message take-out

- If you can’t text and walk, why would you text and drive?
- Texting and driving can so easily lead to a crash



# Distracted driving communication review: Social media



## Hooks

- #ItCanWait is highly impactful – spontaneous awareness pre-exposure to communication
- Social media crash imagery is shocking



## Resonance

- Resonates well – *it could happen to me*



## Barriers

- None



## Message take-out

- Whatever it is can wait – nothing is that important that it justifies texting and driving
- Pickie execution is very clear (good use of emoticons to convey message)

## Distracted driving: Key recommendations

### **EDUCATE – Tell them, teach them. Need to raise awareness of the gravity of distracted driving**

- Education: You don't actually realise how distracted you are and how much you are missing
- Crash statistics related to texting and driving
- Simulations to demonstrate how long driver is distracted for while texting (how it impacts peripheral vision, etc.)

### **PERSUADE – Rewards/incentives and communication**

- **Incentives** – airtime/similar from cellphone providers for not using cellphone in the car

### **CONTROL – Laws, fines, jail time**

- **Stricter law enforcement for driving and texting including using navigation**
- **Hands-free and fixed navigation compulsory for all vehicles**
- **Public reporting facility**

### **DESIGN – Change context/setting. Disrupt**

- **'In flight' mode for driving**
- **Bumper stickers**
- **App to switch off texts/social media/calls while car in motion**

A woman with short brown hair, wearing a bright green high-visibility safety vest over a light green shirt, is smiling and waving her right hand. She is holding a large red octagonal stop sign with the word "STOP" written in white. In the background, two young boys are visible; one is wearing a blue and green plaid shirt and a backpack, and the other is partially visible behind him. The scene appears to be outdoors, possibly near a school or a public area.

**9.**  
**Vulnerable Road Users**



# Vulnerable road users: Definitions and attitudes

Children and pedestrians are key vulnerable road users

## Definitions

- Vulnerable road users identified as pedestrians, cyclists, children and motorcyclists

## Attitudes

- Understandably perceived to be more of a priority issue for pedestrians/non-motorists; *“Roads are not just for cars. Your family will suffer if something happens”* (Non-motorists, Coloured males, 16-17 years)

## What?

- Jaywalking; *“If you walk on the road, it causes chaos for the cars”* (Non-motorists, Coloured males, 16-17 years)
- Not using designated pedestrian or cycle paths

## Key barriers to pedestrian road safety

- Lack of understanding of road signs e.g. flashing red man
- Low desire to wear **colourful/luminous clothing**: ‘uncool’, also makes one a target in gangster areas
  - Vs opportunity for ‘cool’ and branded reflective clothing
- Drunk drivers or pedestrians; reckless drivers



# #Pedestrians: Summary



## Non-Motorists

	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
Walk on busy roads/highways after alcohol	75	50	8
Cross busy roads/highways at non-designated areas	69	55	16
Cross road when pedestrian robot is red	66	n/a	32
Walk at night/on unlit roads where poor visibility	67	n/a	22
Walk in road instead of pavement	66	n/a	43
Make an effort to be more visible as pedestrian/cyclist	32	n/a	29

Q.AT9 Completely unacceptable for people to do  
 Q.BH7: Know anyone who does this  
 Q.BH6: Respondent does



# Pedestrians and the influence of alcohol communication review: TVC: Ubuthakathi



## Hooks

- **Not as impactful as other executions**
- **Holds some appeal;** “Yoh!” (Motorists, Black males, 20-29 years), “*The one with the monster is the most interesting – just shows how you go to a place, don’t think while you’re walking*” (Non-motorists, Coloured males, 20-29 years)



## Resonance

- Some rational relevance but lacks real emotional hook (compared to other executions)



## Barriers

- Demons quite disturbing for some

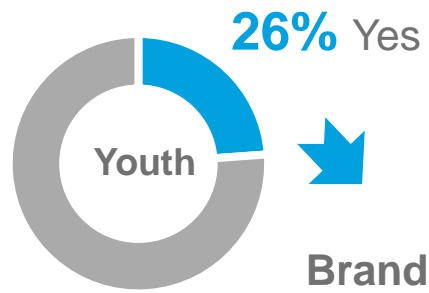


## Message take-out

- **Drinking and walking is also dangerous**
- The effects of alcohol: “*You go into a place you don’t think*” (Non-motorists, Coloured males, 20-29 years)

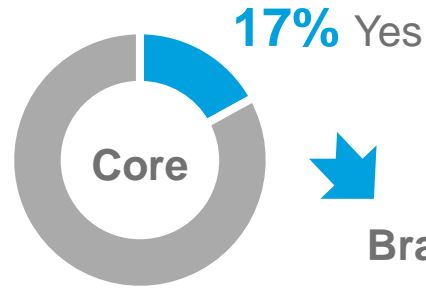
# 'Ubuthakathi' TVC performance: Younger group have higher awareness and linkage with Safely Home is present but low

## Masked recognition



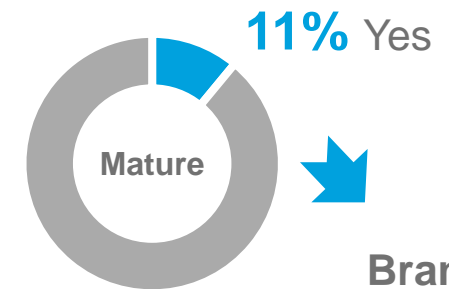
### Brand linkage

Base	n=39*
Arrive Alive	41
National Government	18
Safely Home	5
The Road Traffic Management Corporation (RTMC)	5
Don't know	21



### Brand linkage

Base	n=87
Arrive Alive	46
Safely Home	9
Western Cape Government Department of Transport and Public Works	5
Don't know	21



### Brand linkage

Base	n=12**
Arrive Alive	66
Don't know	34

# 'Ubuthakathi' TVC performance: There is evidence of correct message linkage in all groups

## Message recall (amongst those who recognised the ad)

### Youth (n=39\*)

<b>NETT: MESSAGE</b>	<b>33</b>
Don't drink and walk in the street/roads	13
Drinking and driving kills	5
Be careful/safe on the roads	4
Don't drink	3
Drinking and driving is a serious offence	3
<b>NETT: SLOGAN/STRAPLINE</b>	<b>62</b>
Don't drink and drive	59
Arrive Alive	3
<b>NETT: AD RECALL</b>	<b>3</b>
The guy died	3

### Core (n=87)

<b>NETT: MESSAGE</b>	<b>38</b>
Don't drink and walk in the street/roads	30
Drinking and driving kills	7
Be careful/safe on the roads	2
Don't drink	2
Be focussed/alert/aware	1
Always wear a seatbelt/buckle up	1
<b>NETT: SLOGAN/STRAPLINE</b>	<b>36</b>
Don't drink and drive	34
Arrive Alive	2
<b>NETT: AD RECALL</b>	<b>6</b>
The guy was drunk and got knocked over in the road which killed him	2
The people in the crash	4
The crash caused by a drunk pedestrian	1

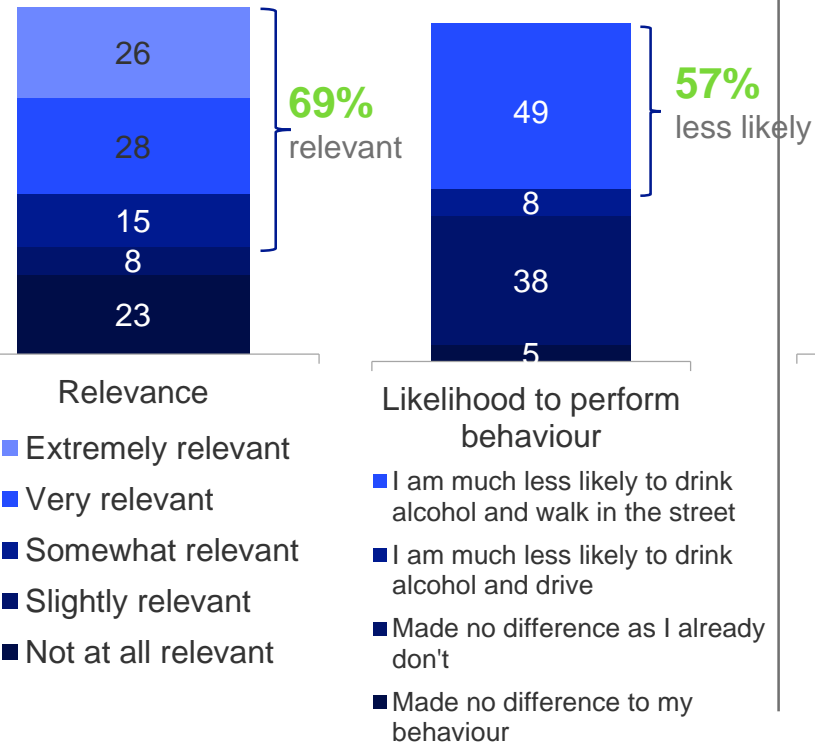
### Mature (n=12\*\*)

<b>NETT: MESSAGE</b>	<b>58</b>
Don't drink and walk in the street/roads	50
Drinking and driving kills	8
<b>NETT: SLOGAN/STRAPLINE</b>	<b>25</b>
Don't drink and drive	25
<b>NETT: AD RECALL</b>	

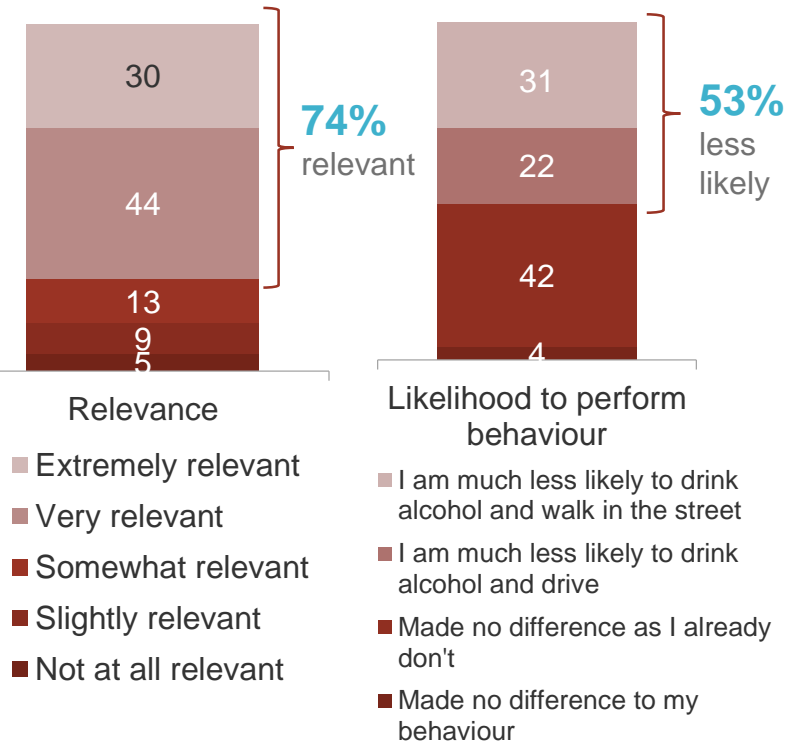
# 'Ubuthakathi' TVC performance: Youth exposed to the advert indicated they were less likely to drink and walk

## Message effectiveness (amongst those who recognised the ad)

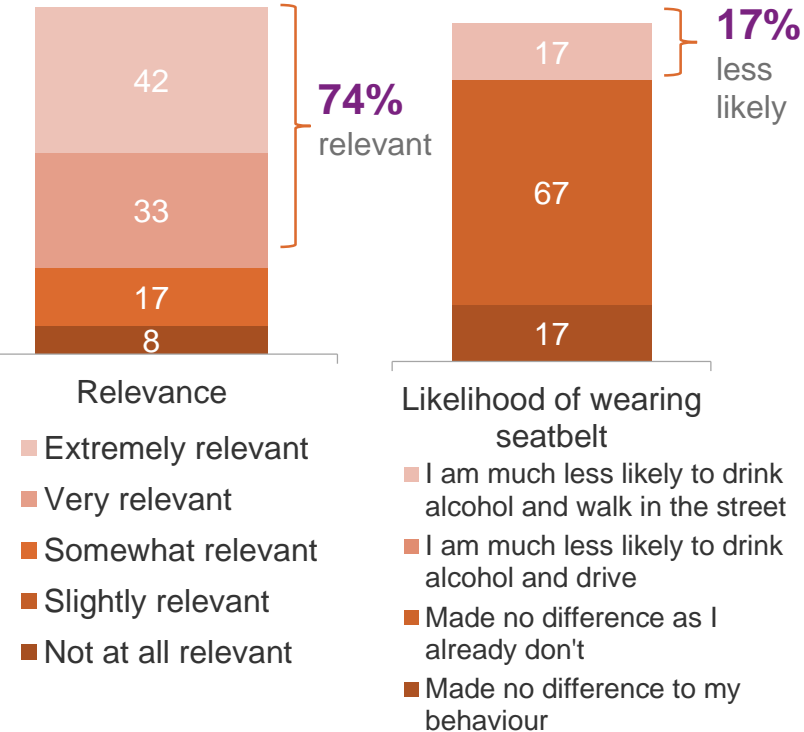
Youth (n=39\*)



Core (n=87)



Mature (n=12\*\*)



# Vulnerable road users communication review: Social media

#SaveKidsLives  
#SeeAndBeSeen



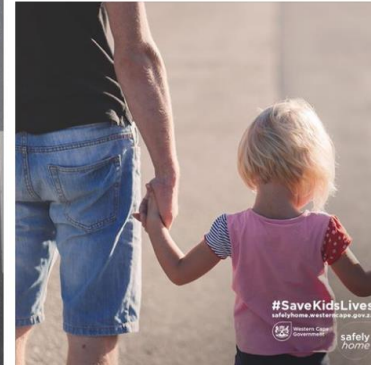
Safely Home by Western Cape Government  
Published by Hlumelo Ndoni [?] · 17 October at 15:20 · €

132 children aged 0-14 were killed on Western Cape Roads in 2016. Be the adult - kill your speed, not a child. Share this post and #SaveKidsLives.



Safely Home by Western Cape Government  
Published by Kerry Gibbs [?] · 16 October at 10:32 · €

Children will see and copy your example. So, if you cross streets responsibly and wear your seatbelt, you're helping to #SaveKidsLives. If you don't, you're not. Kids are observing, even when you aren't.



Safely Home by Western Cape Government  
Published by Hlumelo Ndoni [?] · 15 June at 09:28 · €

Natural colours blend into the background, and blending in can kill you, so be bold! You have more to fear from other road users than from the fashion police! #SeeAndBeSeen #SafelyHome



## Hooks

- Overall: Emphasis on children is the primary hook
- One of the most effective Pikkie executions (kids are vulnerable: pulls on heart strings)
- Hashtags: Kids are vulnerable



## Resonance

- Some emotional impact as children are close to the heart



## Barriers

- #SeeAndBeSeen – the prospect of wearing luminous clothing is unappealing for younger males



## Message take-out

- Clear message take-out
- Use pedestrian crossings to cross the road
- Children look up to adults for guidance → adults have a responsibility to children



## Vulnerable road users: Key recommendations

### **EDUCATE – Tell them, teach them. Need to raise awareness of vulnerable road users**

- Punt kids' safety – wearing bright/luminous clothing (leverage concern around kids)
- Educate around distracted driving – taking ownership for being on the road, following the rules and being seen
- Kids: Education through Pikkie (gamified); card games; collectibles

### **PERSUADE – Rewards/incentives and communication**

- Subsidise reflective clothing
- Branded illuminated clothing: Partner with desirable brands
- Children's 'prizes' for school road education programmes e.g. reflective school bag

### **CONTROL – Laws, fines, jail time**

- Fines for pedestrians – more enforcement
- Focus on jaywalking
- Hotspots → more bridges
- Policing, security and cameras on 'hotspot'/dangerous bridges

### **DESIGN – Change context/setting. Disrupt**

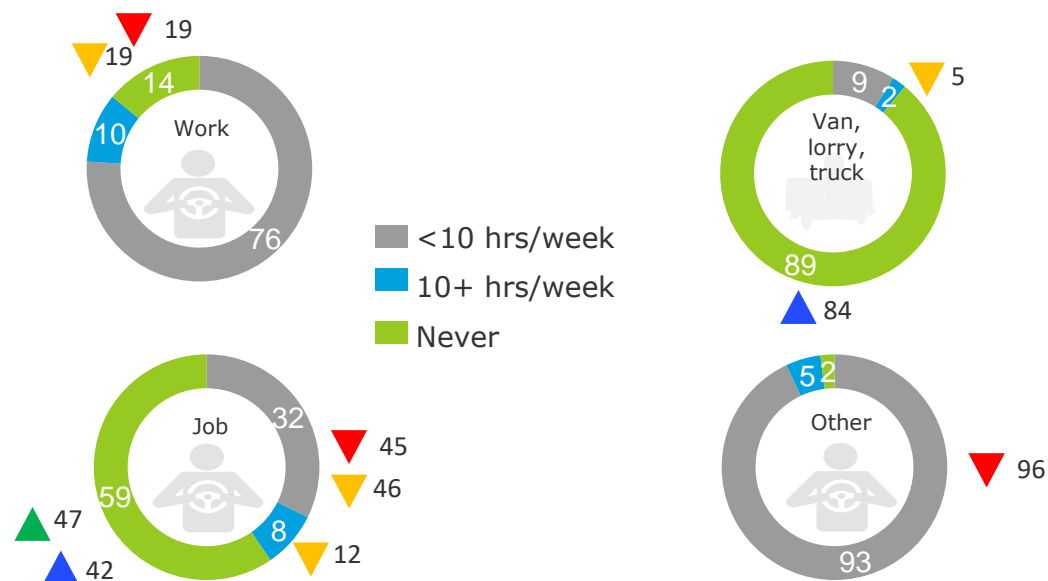
- **Reflective clothing – desirability**
  - Specialist for children e.g. sparkly shoes/collectible bracelets
  - 'Cool' labels for older

10.  
Appendix



# Few changes in driving experience this year with 99% claiming to own a valid driver's licence

## Hours spent driving



 **99%** claim to have a valid driver's licence

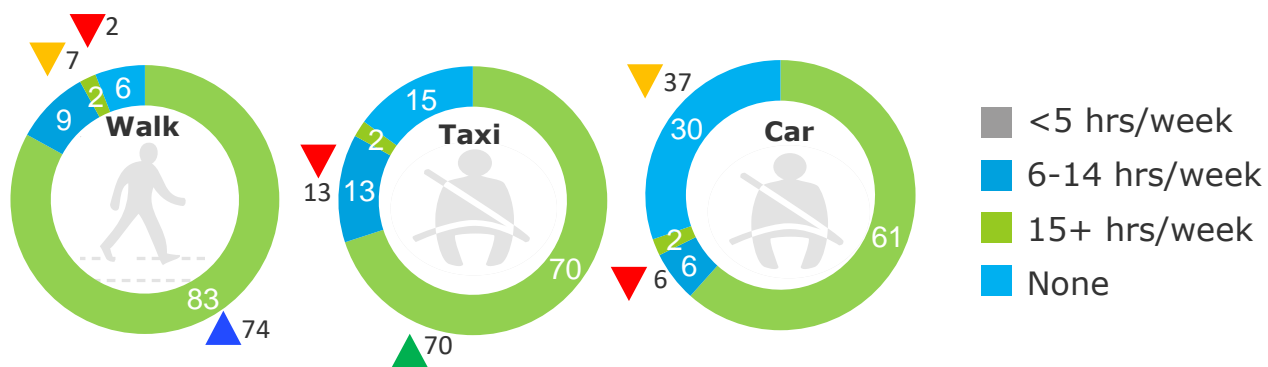
## Driving experience

Experience	%
Less than a year	1
1 - 3 years	19
4 - 6 years	27
7 - 10 years	29
11 - 20 years	20
More than 20 years	3

**52%** have been driving >7 yrs

# The primary mode of transport for non-motorists is walking; non-motorists are travelling less as a passenger in a car, bus or taxi and walking more

## Hours spent travelling



Spend time in car as passenger: **69%** ▲<sup>63</sup>



**4%** claim to have a valid driver's licence

## Primary mode of transport

▼<sup>57</sup> **48%** mainly travel as a passenger in a car, bus or taxi

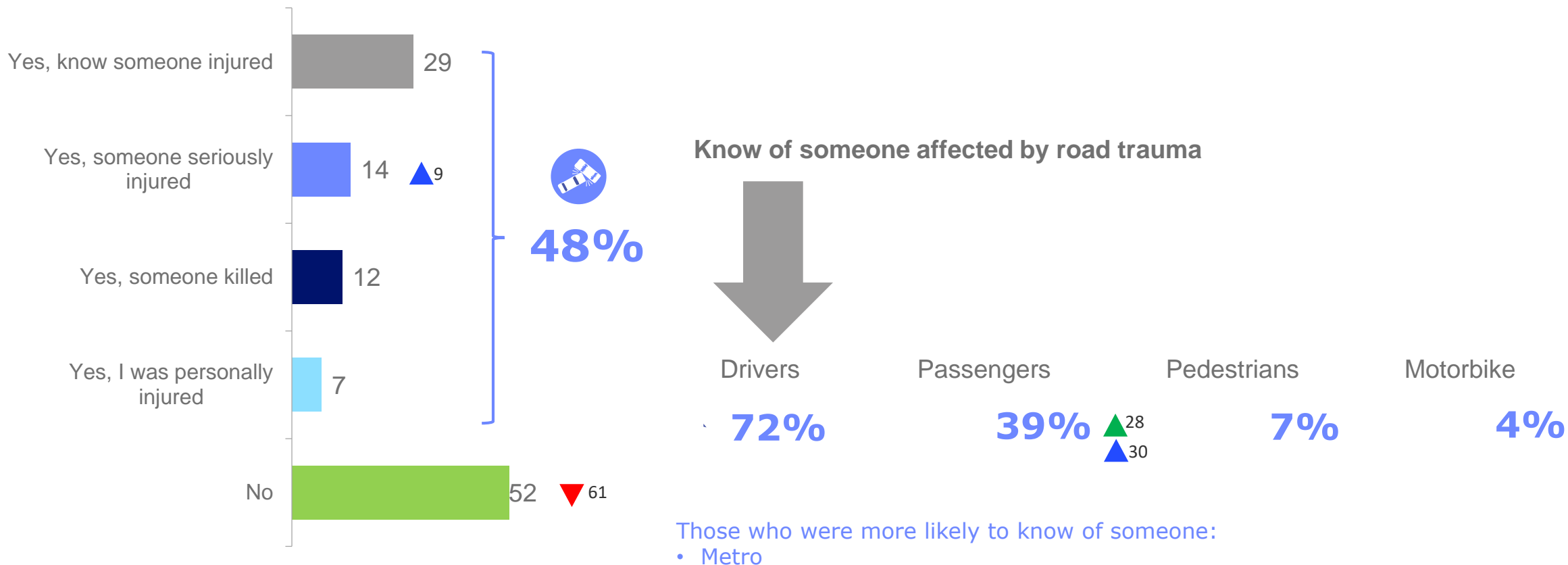
▲<sup>43</sup> **52%** are mainly a pedestrian



Q.BH3: Hours spent on roads

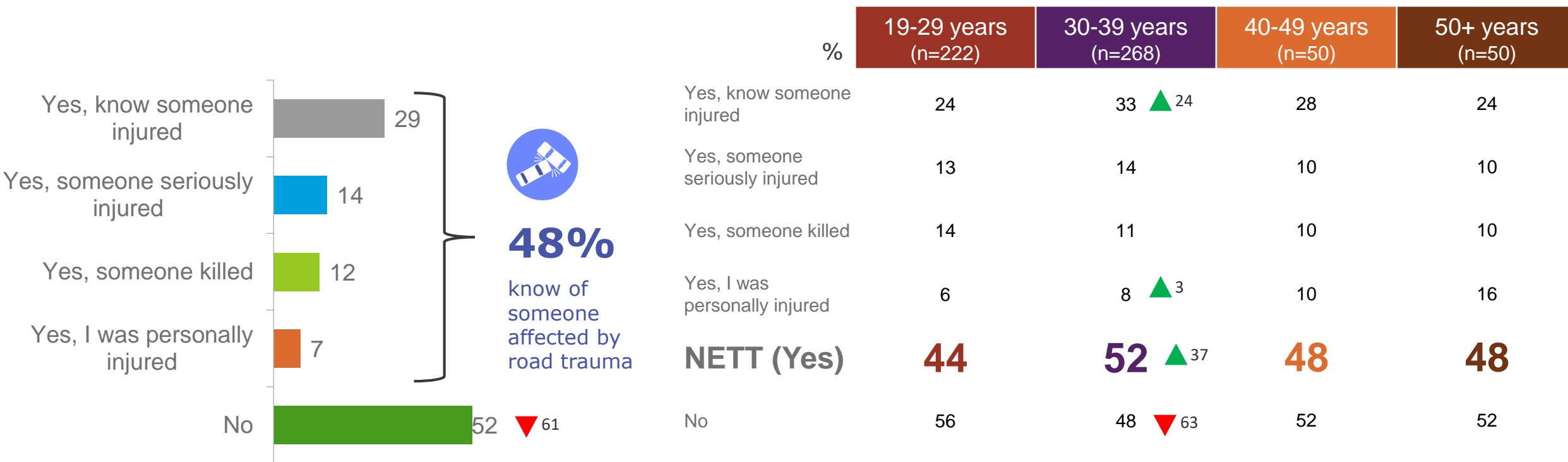


# More motorists have knowledge of someone affected by road trauma





# Knowing of someone affected by road trauma is higher amongst motorists aged 30-39 years

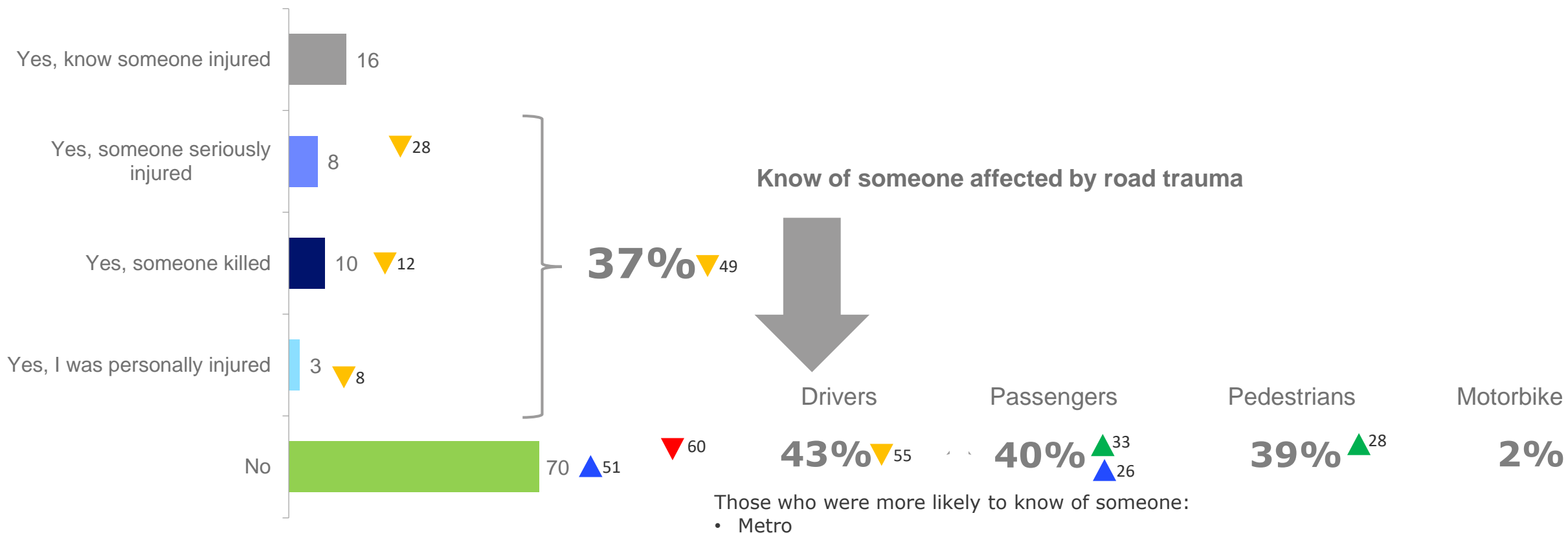


Q.BH1 Know of someone affected by road trauma  
 Q.BH2 Mode of transport of person affected

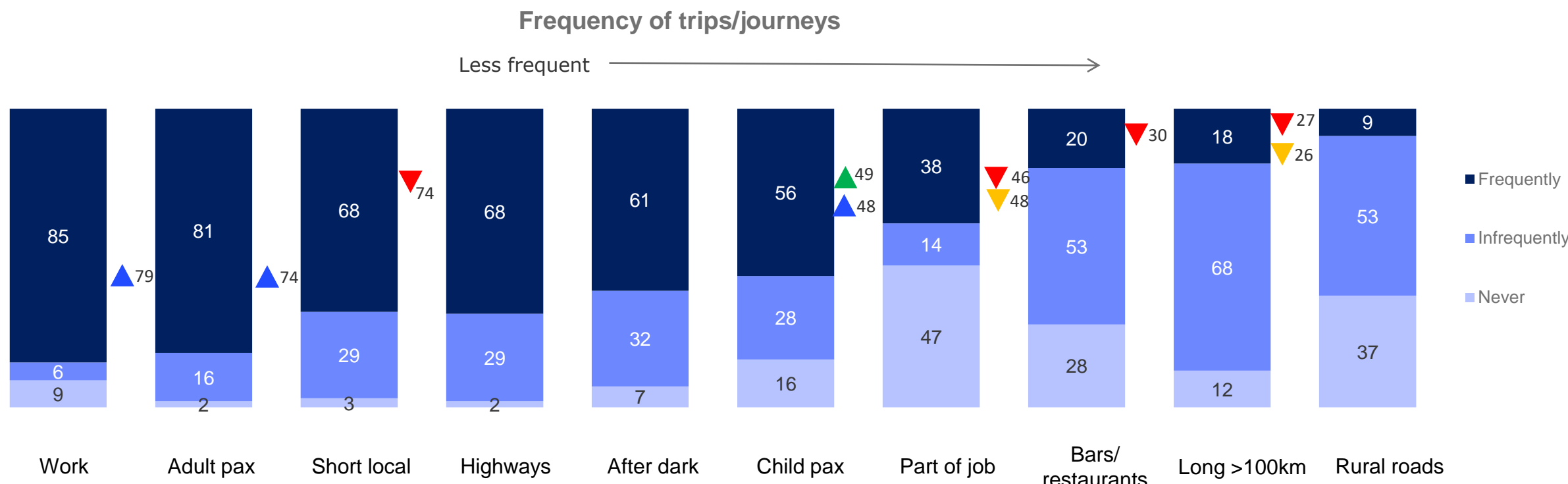
Stats testing vs. Safely Home 2017  
 Stats testing vs. Safely Home 2017

▲ Vs. 2016  
 ▼ Vs. 2015 135

# Less non-motorists know of people affected by road trauma



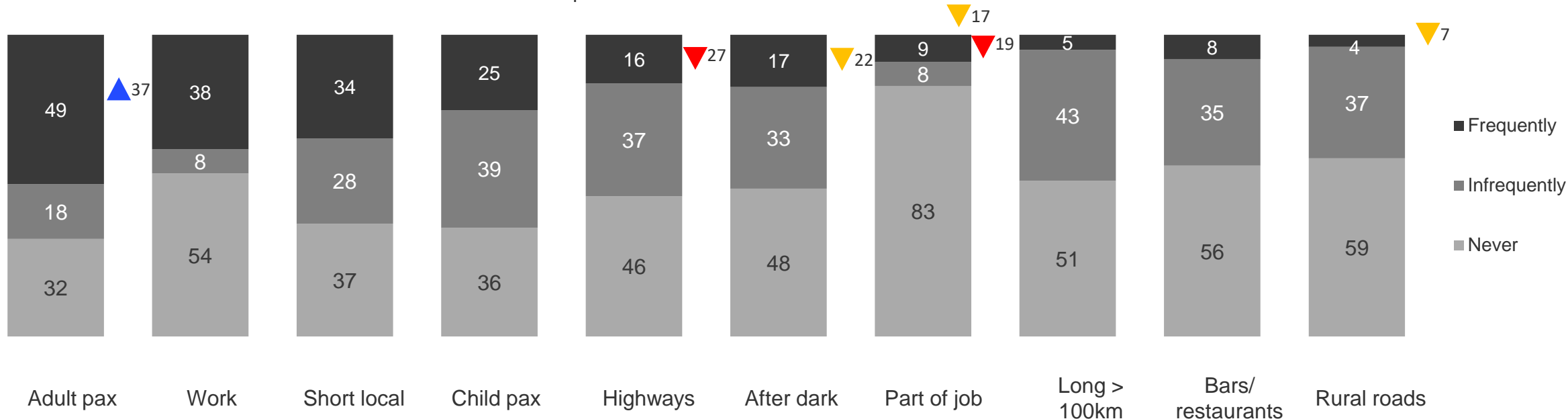
# Frequency of top trips/journeys has remained fairly consistent. Motorists frequently drive for work and short trips, with other adults and on highways



# Non-motorists are spending less time making trips on highways and as part of their job

## Frequency of trips/journeys

Less frequent →



Q.BH4 Frequency of making trips in vehicle

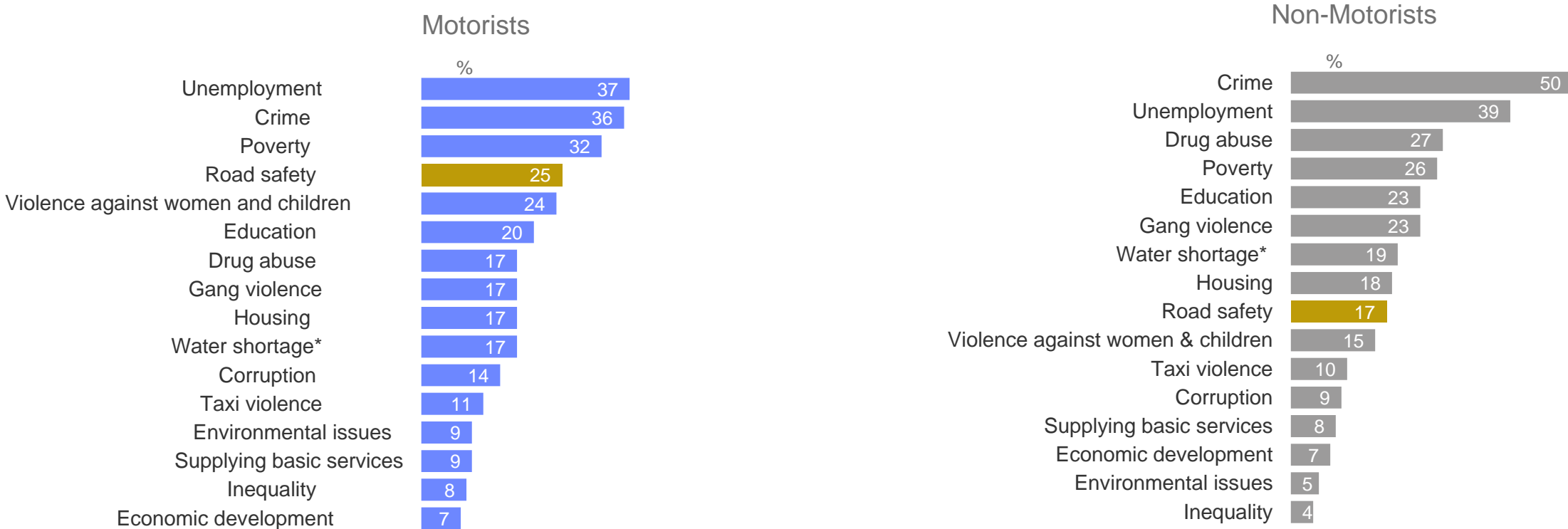
Stats testing vs. Safely Home 2017

Stats testing vs. Safely Home 2017

▲ ▼ Vs. 2016  
▲ ▼ Vs. 2015

# Road safety is a higher priority for motorists. Adding water shortage attribute has impacted the ranking of top three attributes but crime and unemployment remain in top three

## Most important social issues



Q.AT1: How important is road safety as a social issue?  
Ranked 1st/2nd/3rd

\* New attribute



# Road safety is a higher priority for motorists compared to non-motorists

## Most important social issues

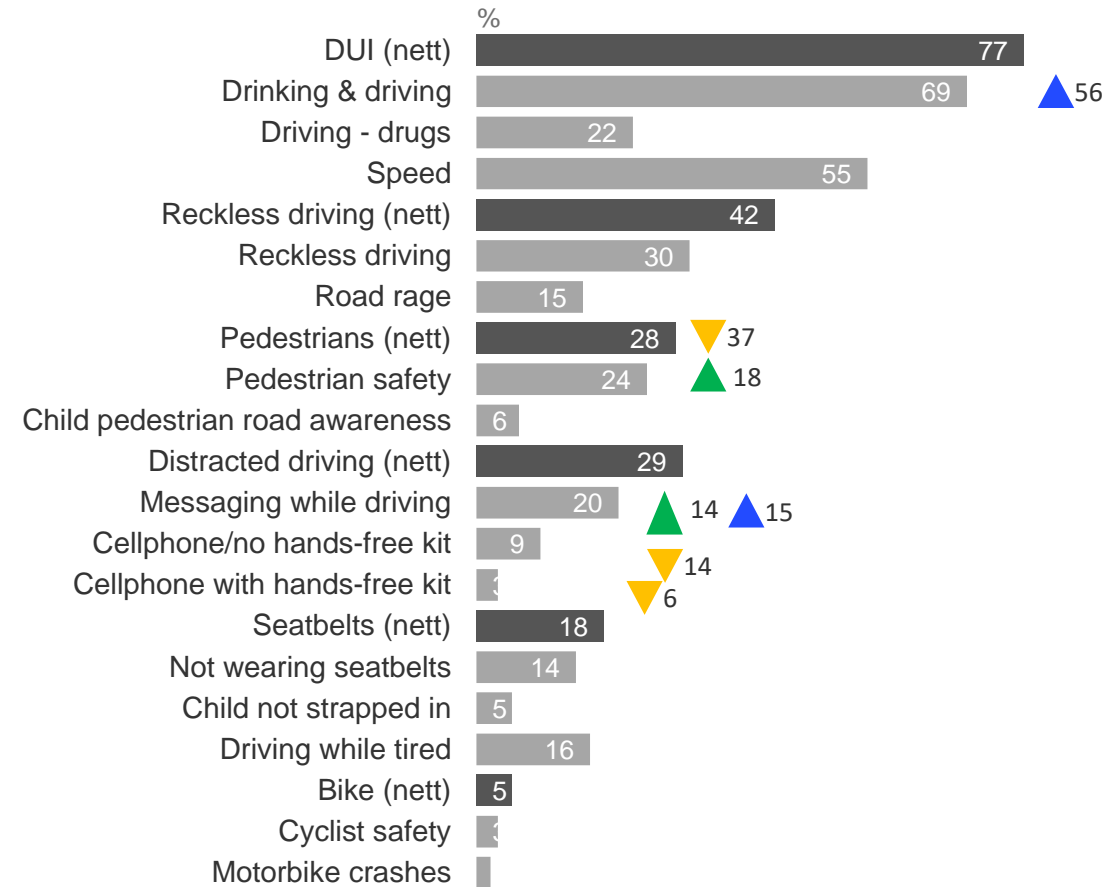
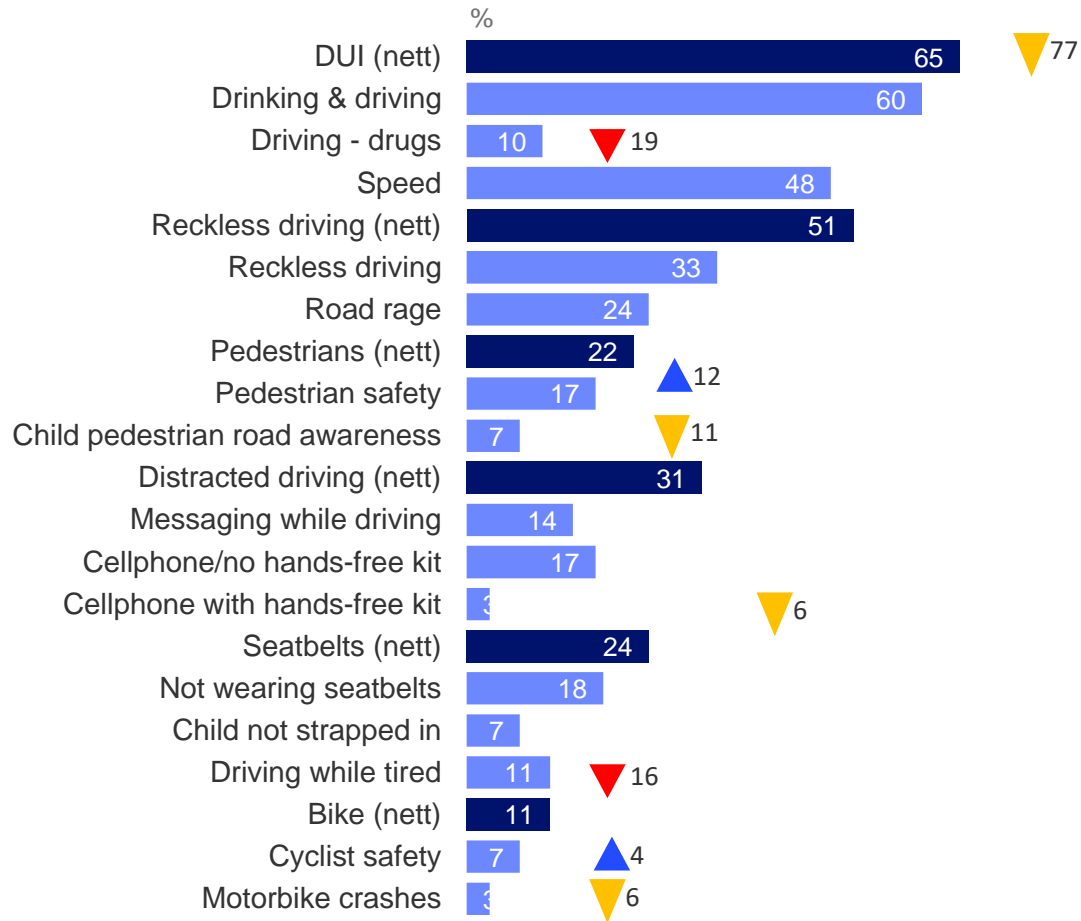
Ranked 1st/2nd/3rd

	Total Motorists	Motorists Metro	Motorists Non-metro	Total Non-motorists	Non-motorists Metro	Non-motorists Non-metro
Crime	▼ <sup>60</sup> 38	▼ <sup>64</sup> 36 ▼ <sup>60</sup>	39 ▼ <sup>48</sup>	50	52	39
Poverty	32	32	33 ▼ <sup>46</sup>	▼ <sup>34</sup> 26	▼ <sup>33</sup> 25	28
<b>Road safety</b>	25 ▼ <sup>31</sup>	25	27 ▼ <sup>41</sup>	17	17	21
Drug abuse	▼ <sup>33</sup> 17 ▼ <sup>30</sup>	▼ <sup>35</sup> 18 ▼ <sup>33</sup>	17	27	29	20 ▼ <sup>31</sup>
Unemployment	37 ▲ <sup>29</sup>	37 ▲ <sup>29</sup>	37 ▲ <sup>28</sup>	39	39	37
Education	▼ <sup>28</sup> 20	▼ <sup>24</sup> 18 ▼ <sup>25</sup>	25	▼ <sup>31</sup> 23	▼ <sup>31</sup> 20	33
Corruption	14	13 ▼ <sup>23</sup>	17	9 ▼ <sup>18</sup>	▼ <sup>14</sup> 9 ▼ <sup>18</sup>	11
Violence against women & children	▲ <sup>18</sup> 24	25	22 ▲ <sup>11</sup>	15	15	13
Gang violence	17	18	14	▲ <sup>17</sup> 23	▲ <sup>18</sup> 24	16
Housing	17	▲ <sup>11</sup> 17 ▲ <sup>18</sup>	14	▼ <sup>24</sup> 18	16	25
Rank	4	4	4	6	7	6

Q.AT1: How important is road safety as a social issue?  
Ranked 1st/2nd/3rd

# Drinking and driving, speed and reckless driving are the important issues for motorists and non-motorists; pedestrian safety is a greater concern for non-motorists

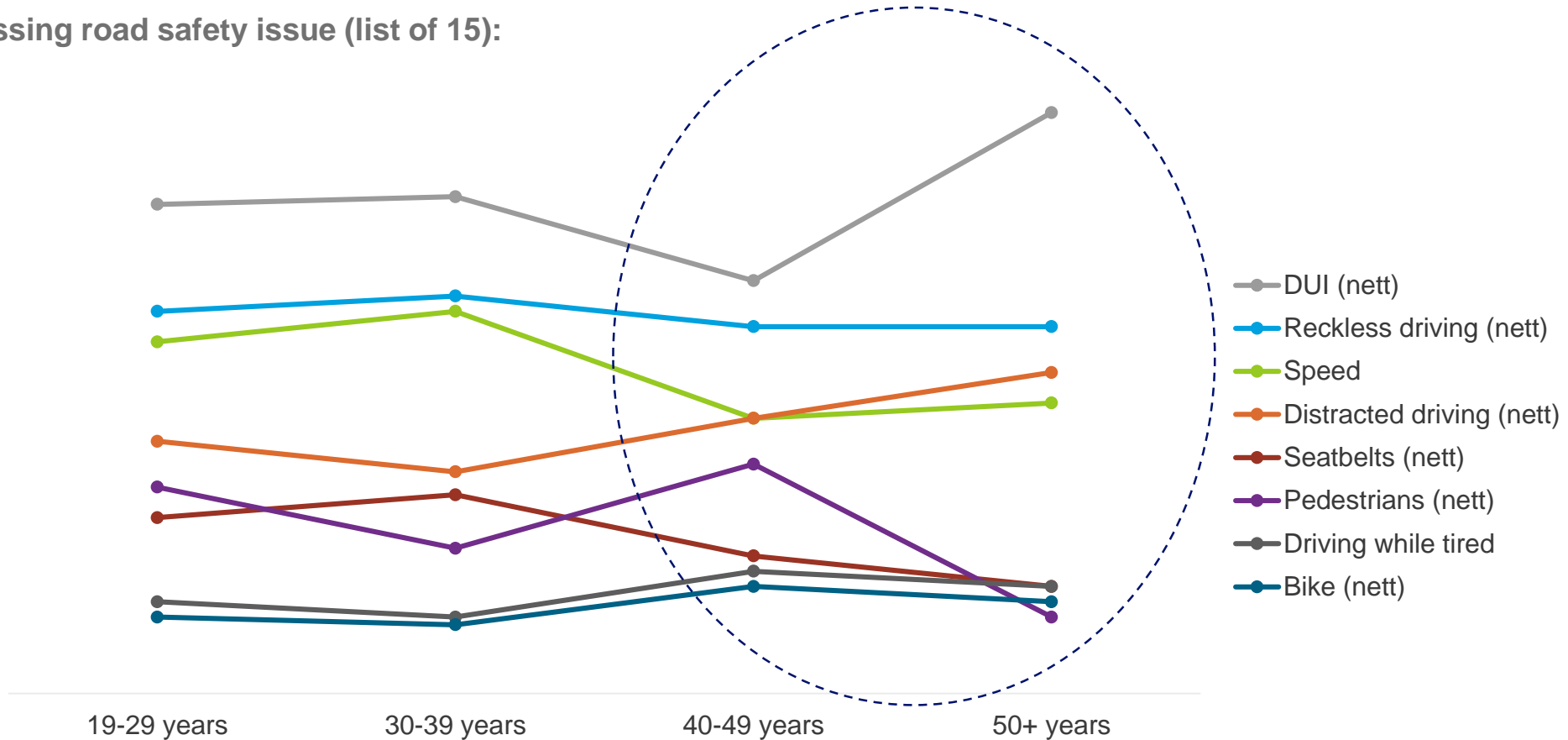
## Most pressing road safety issues



Q.AT2: Top three most important road safety issues

Driving under the influence is seen as the most important road safety issue among motorists of all ages. Reckless driving and speed are also important issues for all categories, with younger drivers viewing distracted driving as less important

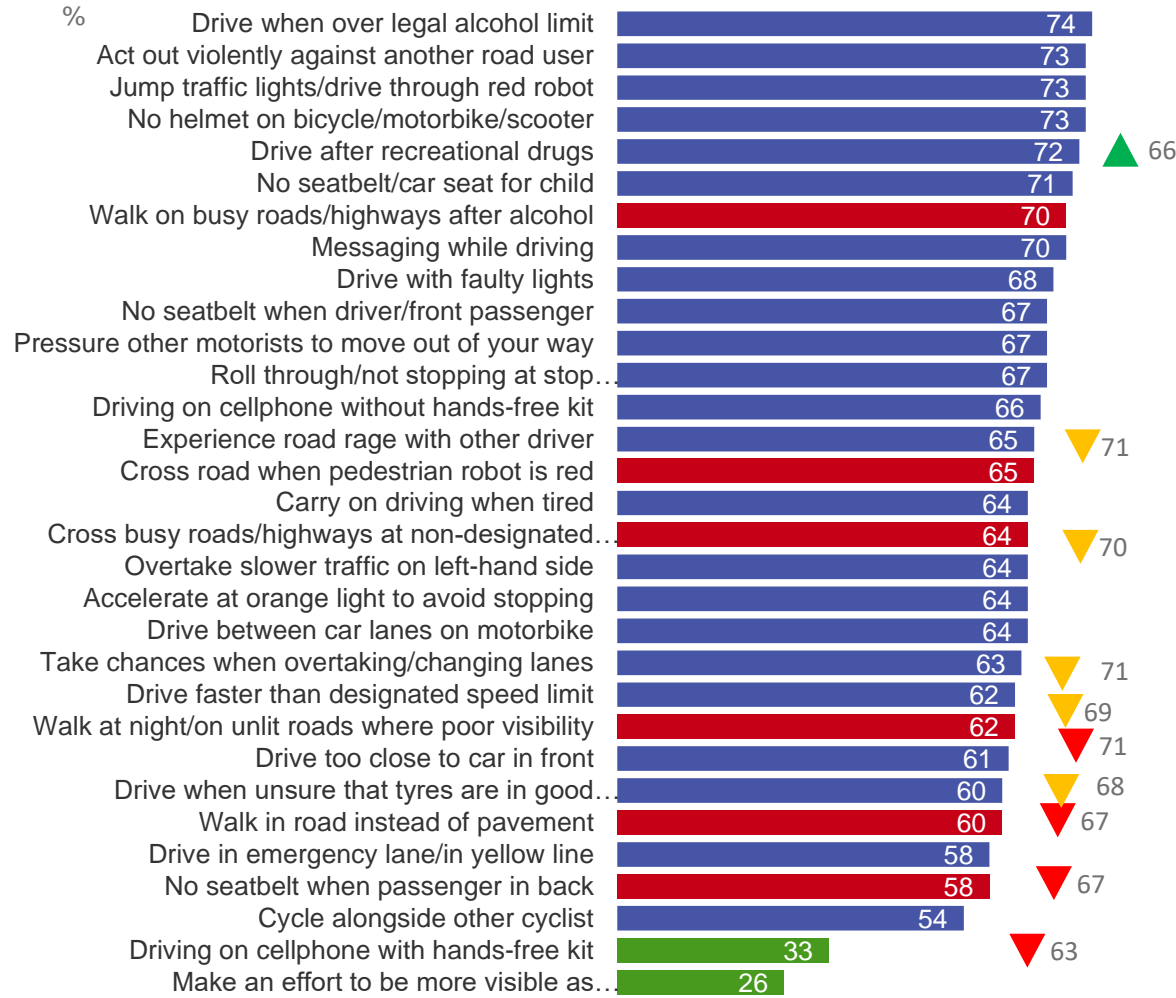
Most pressing road safety issue (list of 15):



Q.AT2: Top three most important road safety issues for government to address

# Ranking of top behaviours considered completely unacceptable has remained fairly stable since 2016. Unacceptability of driving under the influence of drugs has increased

## Completely unacceptable



	19-29 years (n=222)	30-39 years (n=268)	40-49 years (n=50)	50+ years (n=50*)
Drive when over legal alcohol limit	73	75	76	82
Act out violently against another road user	71	75	72	84
Jump traffic lights/drive through red robot	70	75	68	82
No helmet on bicycle/motorbike/scooter	72	75	62	76
Drive after recreational drugs	73	71	60	68
No seatbelt/car seat for child	70	72	68	84
Walk on busy roads/highways after alcohol	69	72	62	82
Messaging while driving	70	70	74	76
Drive with faulty lights	66	69	66	64
No seatbelt when driver/front passenger	66	67	68	72
Pressure other motorists to move out of your way	65	70	60	66
Roll through/not stopping at stop..	63	70	68	52
Driving on cellphone without hands-free kit	63	68	62	74
Experience road rage with other driver	65	65	62	74
Cross road when pedestrian robot is red	64	67	58	48
Carry on driving when tired	64	65	52	54
Cross busy roads/highways at non-designated..	69	60	54	64
Overtake slower traffic on left-hand side	62	66	58	48
Accelerate at orange light to avoid stopping	65	63	64	64
Drive between car lanes on motorbike	61	65	62	40
Take chances when overtaking/changing lanes	60	65	62	52
Drive faster than designated speed limit	62	62	64	64
Walk at night/on unlit roads where poor visibility	58	64	54	48
Drive too close to car in front	61	60	54	36
Drive when unsure that tyres are in good..	59	60	60	50
Walk in road instead of pavement	58	62	62	46
Drive in emergency lane/in yellow line	61	56	56	60
No seatbelt when passenger in back	57	58	44	26
Cycle alongside other cyclist	53	54	52	44
Driving on cellphone with hands-free kit	33	33	28	14
Make an effort to be more visible as..	24	27	22	10

Q.AT9 Completely unacceptable for people to do

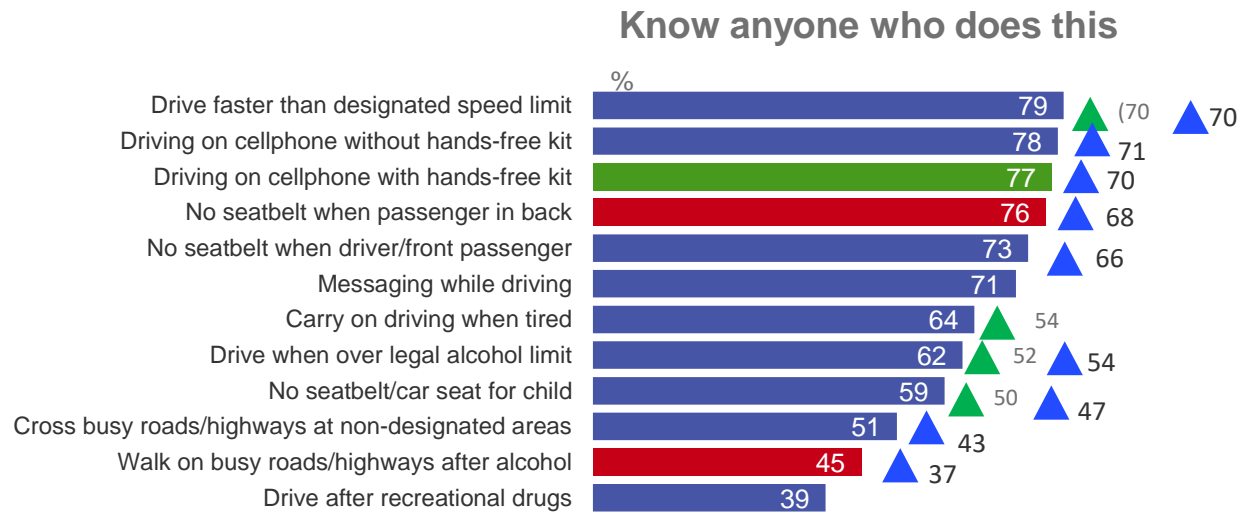
# Claimed exceeding the speed limit is ranked in top five by all age groups



	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	44	47	36	52
Driving on cellphone with hands-free kit	44	38	48	24
Carry on driving when tired	38	41	28	30
Driving on cellphone without hands-free kit	38	39	48	36
Messaging while driving	35	40	30	18
No seatbelt when passenger in back	37	35	40	46
Walk in road instead of pavement	37	34	30	48
Drive too close to car in front	30	39	30	50
Accelerate at orange light to avoid stopping	33	33	36	36
No seatbelt when driver/front passenger	31	35	28	36
Take chances when overtaking/changing lanes	31	30	28	22
Experience road rage with other driver	32	28	20	28
Roll through/not stopping at stop streets/intersections	29	29	20	28
Cross road when pedestrian robot is red	28	30	34	34
Drive when unsure that tyres are in good condition	25	29	16	18
Drive in emergency lane/in yellow line	23	26	24	28
Make an effort to be more visible as pedestrian/cyclist	25	20	30	20
Overtake slower traffic on left-hand side	19	22	18	24
Pressure other motorists to move out of your way	23	18	20	16
Cross busy roads/highways at non-designated areas	15	22	14	16
Drive with faulty lights	20	17	18	10
Jump traffic lights/drive through red robot	17	20	16	16
Walk at night/on unlit roads where poor visibility	21	16	18	12
Drive when over legal alcohol limit	15	16	14	12
No seatbelt/car seat for child	16	15	18	12
Act out violently against another road user	12	13	14	10
Drive between car lanes on motorbike	8	8	10	n/a
Walk on busy roads/highways after alcohol	9	8	8	8
Cycle alongside other cyclist	8	6	12	6
No helmet on bicycle/motorbike/scooter	6	7	8	4
Drive after recreational drugs	5	5	10	6



# Younger motorists know of more people who speed and don't wear seatbelts in the front / back than mature



	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

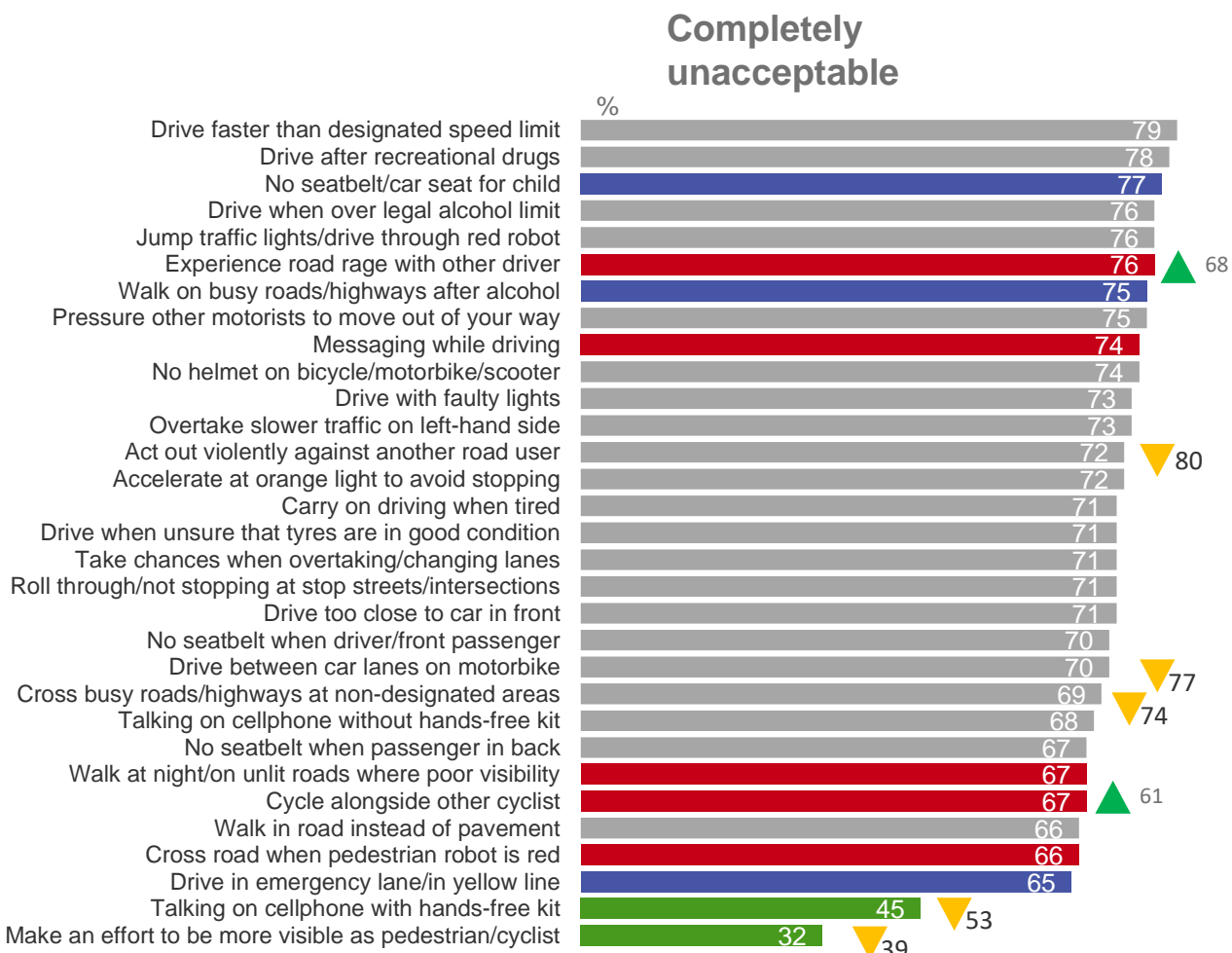
Q.BH7: Know anyone who does this

■ Driving related   
 ■ Non-driving related   
 ■ Positively worded

Stats testing vs. Safely Home 2017  
 Stats testing vs. Safely Home 2017

▲ Vs. 2016  
▲ Vs. 2015

# Younger non-motorists feel particularly strongly about travelling while under the influence of alcohol / recreational drugs compared to the older 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*)
Drive faster than designated speed limit	78	85	81	75	66	46
Drive after recreational drugs	81	85	80	77	62	67
No seatbelt/car seat for child	76	87	75	80	66	62
Drive when over legal alcohol limit	77	83	75	77	67	56
Jump traffic lights/drive through red robot	73	88	75	78	74	59
Experience road rage with other driver	73	77	75	78	67	56
Walk on busy roads/highways after alcohol	79	85	76	74	66	62
Pressure other motorists to move out of your way	71	80	77	73	64	49
Messaging while driving	77	83	76	72	67	51
No helmet on bicycle/motorbike/scooter	74	85	72	77	70	69
Drive with faulty lights	70	81	75	71	66	46
Overtake slower traffic on left-hand side	69	83	74	70	62	51
Act out violently against another road user	82	82	72	73	64	67
Accelerate at orange light to avoid stopping	66	81	75	66	57	44
Carry on driving when tired	75	81	71	70	61	46
Drive when unsure that tyres are in good condition	70	84	71	72	70	46
Take chances when overtaking/changing lanes	75	80	70	74	62	59
Roll through/not stopping at stop streets/intersections	71	85	72	70	67	54
Drive too close to car in front	71	82	69	75	59	41
No seatbelt when driver/front passenger	72	87	70	70	67	46
Drive between car lanes on motorbike	72	82	71	67	62	46
Cross busy roads/highways at non-designated areas	71	79	68	70	57	46
Talking on cellphone without hands-free kit	69	79	68	69	69	54
No seatbelt when passenger in back	59	79	67	69	43	38
Walk at night/on unlit roads where poor visibility	68	79	67	68	56	41
Cycle alongside other cyclist	60	70	67	67	61	44
Walk in road instead of pavement	64	75	65	67	61	44
Cross road when pedestrian robot is red	64	76	65	67	64	49
Drive in emergency lane/in yellow line	63	80	66	64	62	51
Talking on cellphone with hands-free kit	35	63	49	38	39	31
Make an effort to be more visible as pedestrian/cyclist	19	50	32	32	38	23

Q.AT9 Completely unacceptable for people to do



\* Caution small base size

Stats testing vs. Safely Home 2017

Stats testing vs. Safely Home 2017



# Non compliance on wearing a seatbelt at the back has high claim for all non-motorists 19+

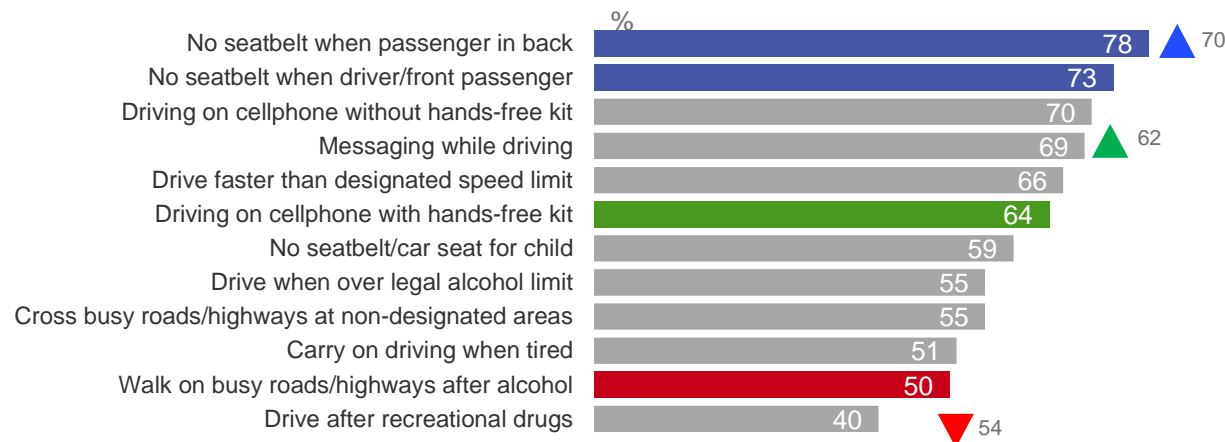


	15-17 years (n=191)	18 years (n=110)	19-29 years (n=324)	30-39 years (n=172)	40-49 years (n=59)	50+ years (n=39*)
	n/a	1	43	43	2	n/a
	n/a	5	35	36	28	28
	n/a	2	32	33	2	n/a
	n/a	3	28	32	2	n/a
	n/a	2	28	28	n/a	3
	40	30	20	24	7	n/a
	47	32	15	18	n/a	3
	n/a	2	8	8	n/a	n/a
	24	22	6	6	2	n/a
	n/a	5	3	3	n/a	n/a
	n/a	7	2	3	2	n/a
	n/a	3	4	3	13	28
	37	25	3	2	2	n/a
	n/a	5	3	2	n/a	n/a
	n/a	3	3	3	31	41
	n/a	2	2	4	3	n/a
	40	46	2	2	38	56
	n/a	1	2	1	30	44
	n/a	3	2	1	3	n/a
	17	15	2	1	n/a	n/a
	n/a	5	3	1	n/a	3
	n/a	2	2	2	15	15
	20	16	3	2	n/a	3
	n/a	2	2	3	18	21
	6	3	2	2	2	n/a
	n/a	5	2	n/a	5	n/a
	4	5	2	1	2	n/a
	n/a	1	1	1	n/a	n/a
	6	4	1	1	n/a	n/a
	6	4	1	1	3	n/a
	n/a	2	n/a	n/a	n/a	n/a

Q.BH6: Do at all

# Knowing someone who takes part in risky behaviours decreases with age

Know anyone who does this



	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

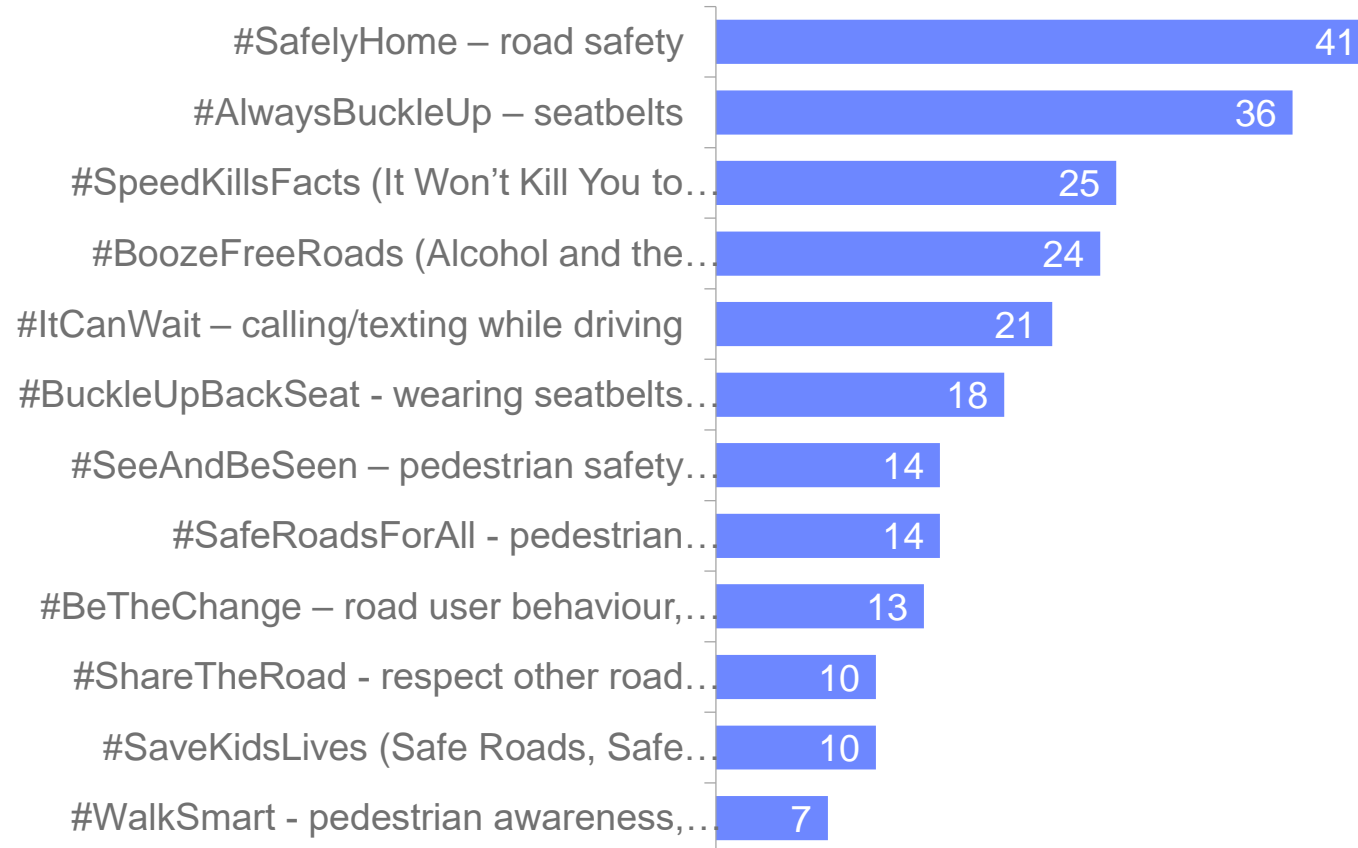
Q.BH7: Know anyone who does this





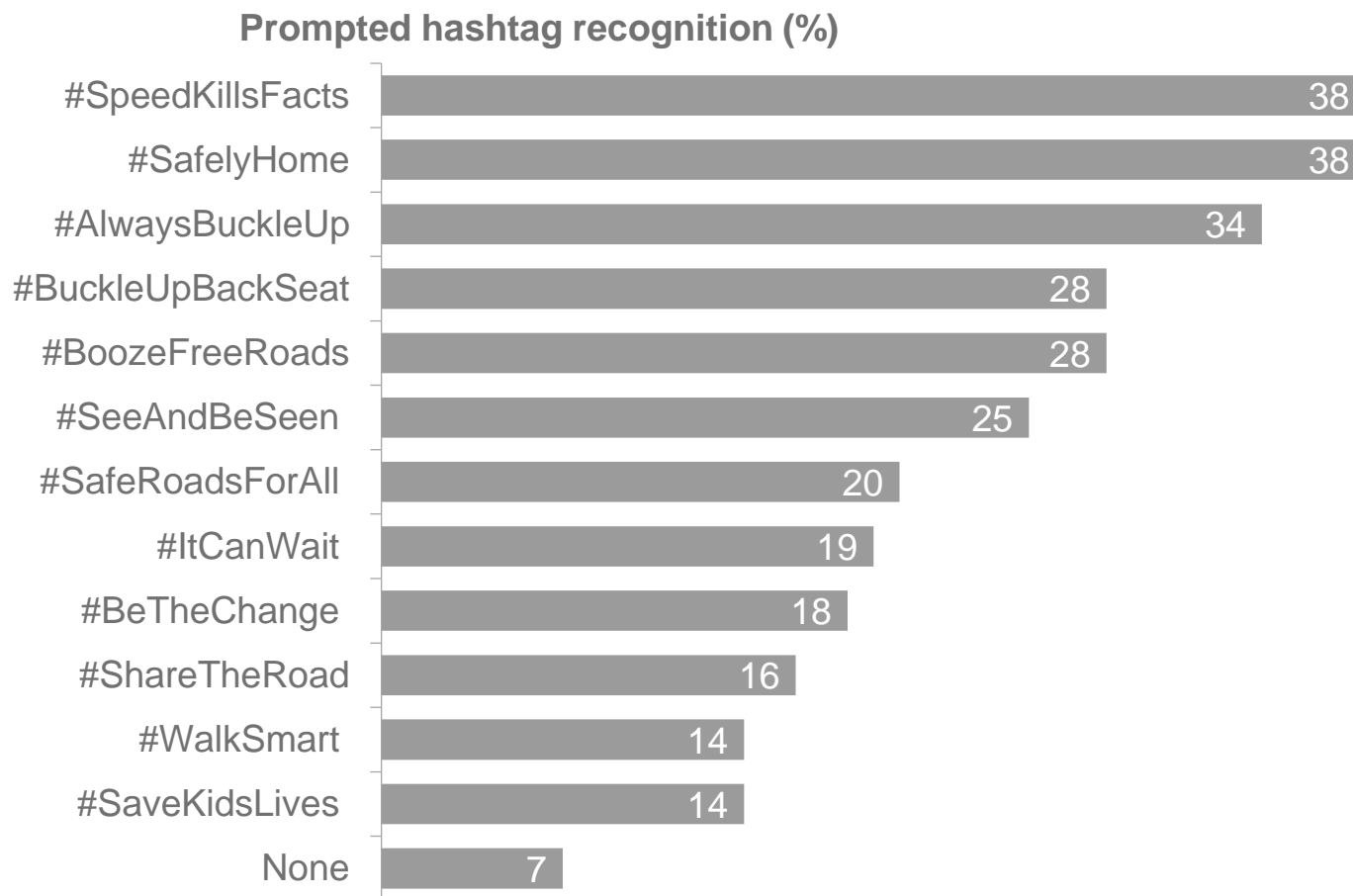
# Most recognised hashtag is #SafelyHome

## Prompted hashtag recognition (%)

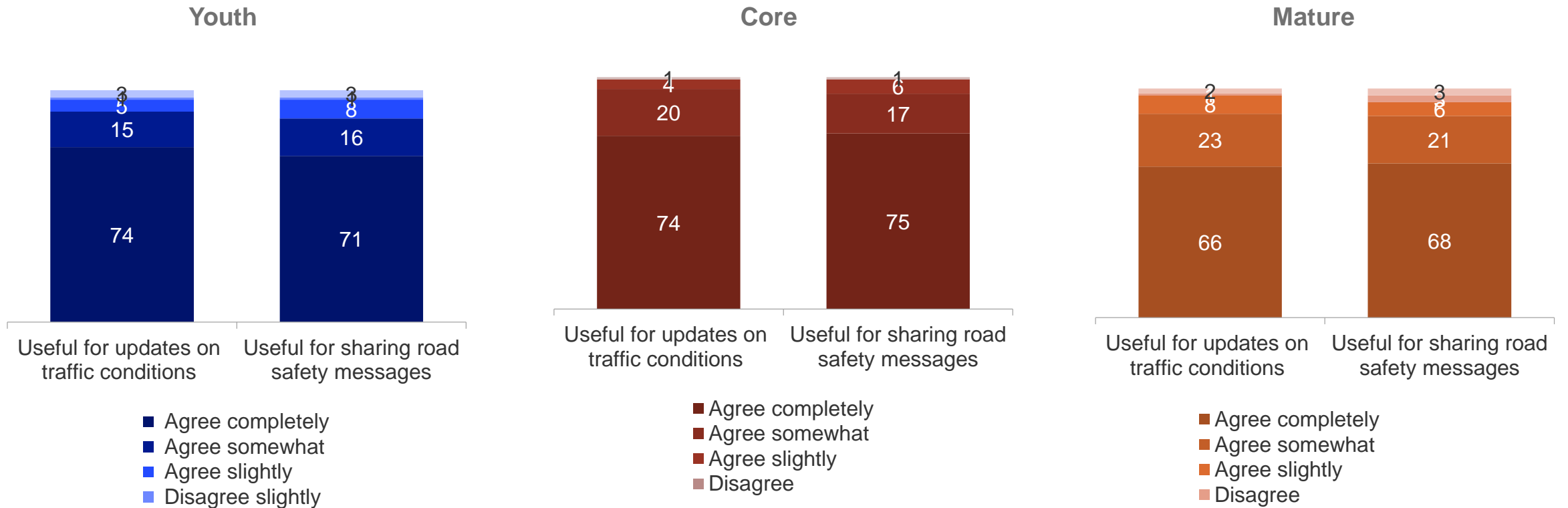


Q.CP6: Have you seen or heard advertising around the following road safety themes?  
 Q.CP7: How did these road safety messages make you feel? (Asked if aware of at least one hashtag)

## Most recognised hashtag is #SpeedKillsFacts

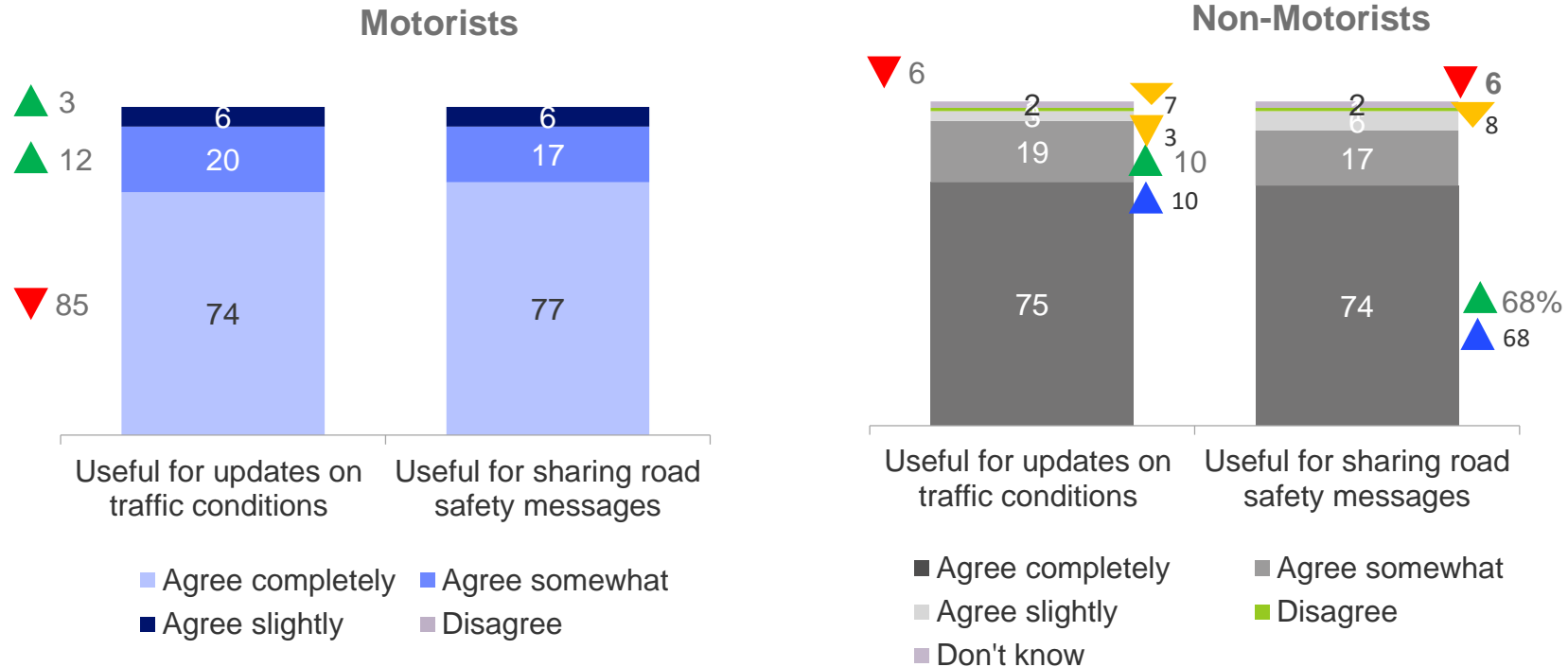


# General consensus amongst road users that the VMS boards are useful for sharing traffic updates and safety messaging



Youth n=301  
Core n=999  
Mature n=300

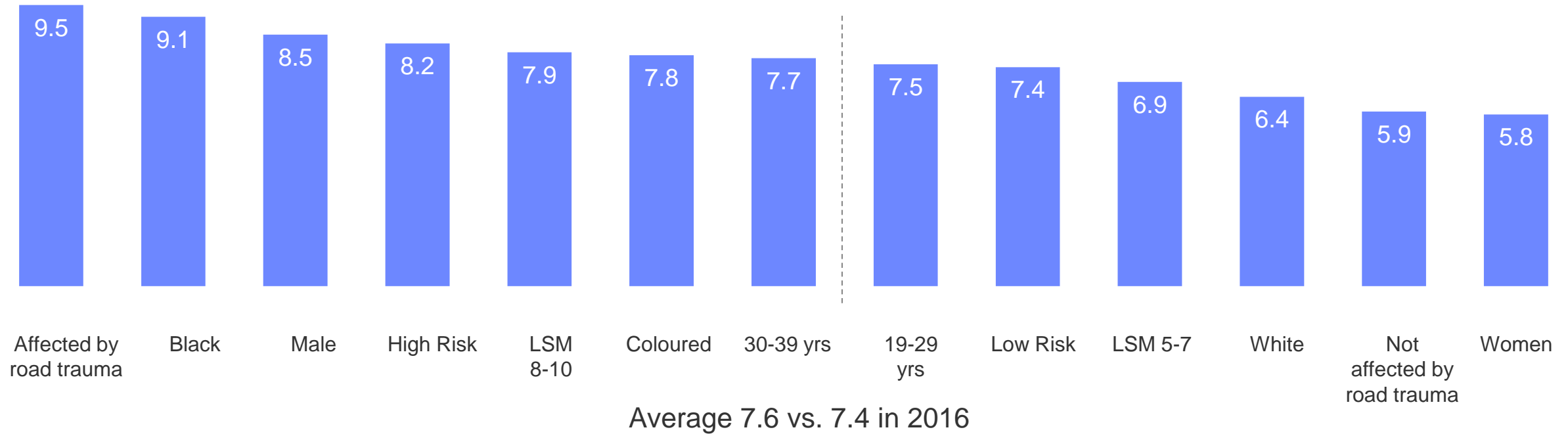
# Most road users agree that the VMS boards are useful; however, fewer motorists agree completely that they are useful for updates on traffic conditions



Motorists n=500  
Non-Motorists n=499

# Being affected by road trauma does not prevent people from engaging in risky behaviour

Average number of behaviours claim to do

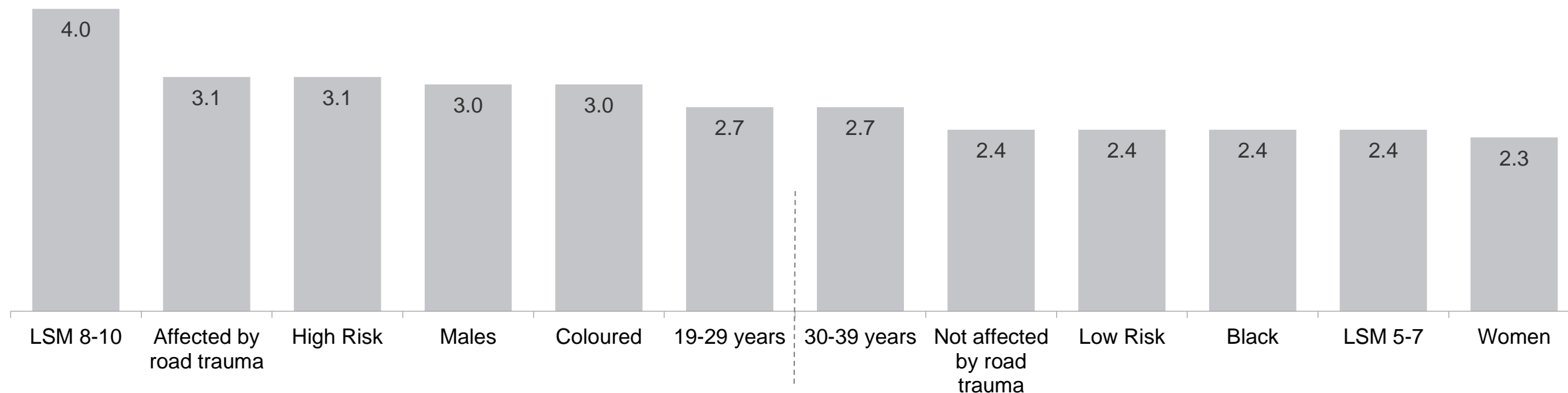


Q.BH6: Respondent does



## Non-motorists engage in less risky behaviour than motorists; LSM 8-10 claim to engaged in the most risky behaviours

Average number of behaviours claim to do



Average 2,8 (vs. 3,1 in 2016)

Q.BH6: Respondent does

## Motorists' behaviours by road safety education:

# ROAD SAFETY EDUCATION

Largest differences in behaviour noted for:

Walk in the road instead of on the pavement

Yes, had education 42% No, can't remember 32%

Don't wear a seatbelt when you are a passenger in the back of a car

40% 34%

Take chances when overtaking or changing lanes e.g. by crossing solid white lines

34% 28%

Make an effort as a pedestrian or cyclist to be more visible to motorists

25% 21%

Overtake slower moving traffic on the left-hand side

23% 20%

Talk on your cellphone while driving WITH a hands-free kit

43% 40%

Q.BH6: Respondent does

## Non-motorists' behaviours by road safety education:

# ROAD SAFETY EDUCATION

### Top behaviours:

	Yes, had education	No, can't remember
Walk in the road instead of on the pavement	59%	37%
Walk across the road when the pedestrian robot is red	48%	26%
Cross busy roads or highways by foot at non-designated crossing areas i.e. walking through traffic	29%	11%
Make an effort to be more visible as pedestrian/cyclist	38%	26%
Walk at night or on unlit roads where visibility is poor	27%	19%
Talk on your cellphone while driving WITH a hands-free kit	10%	4%
Don't wear a seatbelt when you are a passenger in the back of a car	40%	34%

Q.BH6: Respondent does

## The road safety communication landscape: Awareness of issues has remained constant

Associations with road safety advertising:

Don't drink  
and drive

Road users play back the big  
road safety messages from  
past years

Speed kills

But this doesn't mean road  
users are acting on this  
information

Buckle up

**26%** of **motorists** have seen or  
heard advertising about road  
safety

**22%** of **non-motorists** have  
seen or heard advertising about  
road safety

# Most motorists recognise the logos of Arrive Alive and AA; more motorists recognise the Safely Home logo compared to last year with fewer recognising the Western Cape Government Department of Transport and Public Works

## Prompted logo recognition (%)

Arrive Alive	91		
The AA (Automobile Association)	88	▼ 92	
Western Cape Metro EMS	51	▼ 61	
Red Cross	46	▲ 38	
Road Accident Fund	46	▲ 34	
<b>Safely Home</b>	<b>41</b>	▲ 26	▲ 20
<b>Western Cape Government Department of Transport and Public Works</b>	<b>40</b>	▼ 56	▼ 56
Child Safe	32		
The Road Traffic Management Corporation (RTMC)	24		
Lead SA	15		
South African Road Federation (SARF)	11		
Global Road Safety Partnership	8	▼ 13	
Fatal Moves	8	▲ 4	
South Africans Against Drunk Driving (SADD)	7	▲ 4	
Booza TV	6	▲ 3	▲ 2
Decade of Action for Road Safety	5		
None	1		
<b>Avg. number of logos aware of</b>	<b>5.3</b>		





# Non-motorists recognise fewer logos than motorists; more non-motorists recognise Safely Home compared to last year with fewer recognising the Western Cape Government Department of Transport and Public Works

## Prompted logo recognition (%)

Arrive Alive	88	▼ 93	
The AA (Automobile Association)	75	▼ 83	
<b>Western Cape Government Department of Transport and Public Works</b>	<b>36</b>	▼ 47	▼ 56
Western Cape Metro EMS	41	▼ 56	
Red Cross	41	▲ 30	
Road Accident Fund	37	▲ 30	
<b>Safely Home</b>	<b>31</b>	▲ 19	▲ 13
Child Safe	20	▼ 28	
The Road Traffic Management Corporation (RTMC)	18	▼ 30	
Lead SA	9		
South African Road Federation (SARF)	8		
None	7	▲ 2	
Booza TV	6	▲ 2	▲ 2
South Africans Against Drunk Driving (SADD)	6	▲ 3	
Fatal Moves	5	▲ 2	
Decade of Action for Road Safety	3	▼ 7	
<b>Avg. number of logos aware of</b>	<b>4.4</b>		



Q.CP5: Which of these logos are you aware of?

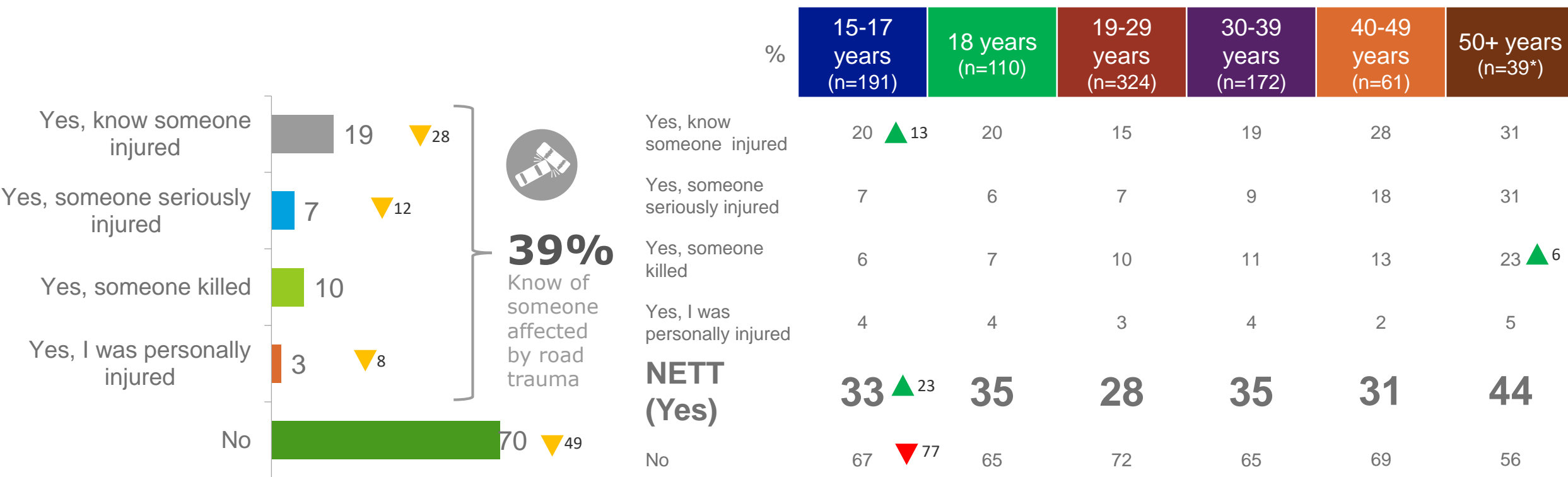
Stats testing vs. Safely Home 2017

Stats testing vs. Safely Home 2017

▲ ▼ Vs. 2016

▲ ▼ Vs. 2015 160

# Knowing of someone affected by road trauma is higher amongst non-motorists aged 50+ years



Q.BH1 Know of someone affected by road trauma  
 Q.BH2 Mode of transport of person affected

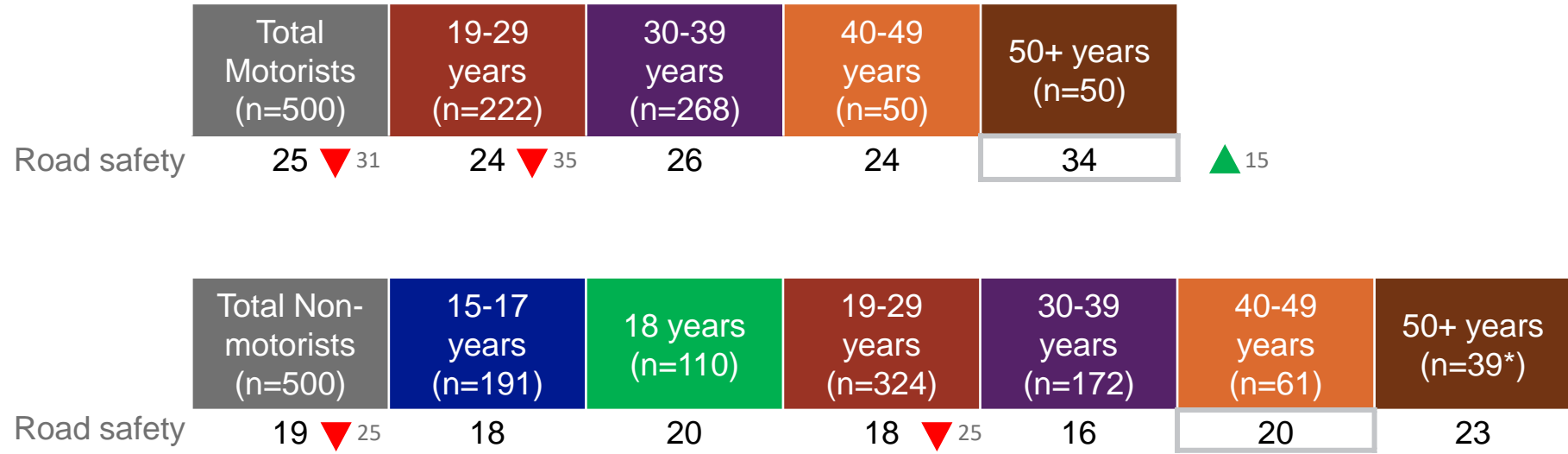
\*Caution: Small base size

Stats testing vs. Safely Home 2017  
 Stats testing vs. Safely Home 2017

▲ Vs. 2016  
 ▼ Vs. 2015 161

# Motorists aged 50+ years think road safety is more important than the younger motorists. Non-motorists view road safety as an even lesser priority than motorists

## Most important social issues

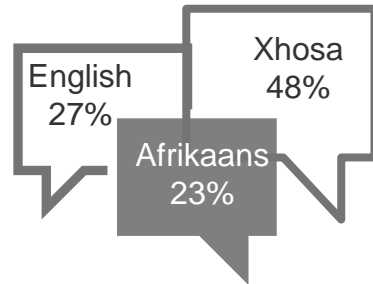
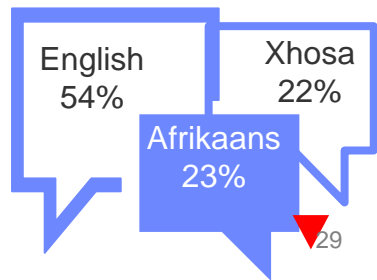


# Language proficiency and understanding

## Home language

### Motorists

### Non-Motorists



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

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

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

**isiXHOSA VISUAL AID:** Abantwana bazakulandela umzekelo wakho xa uwela indlela ungaqaphelanga.

## Total Motorists & Non-Motorists

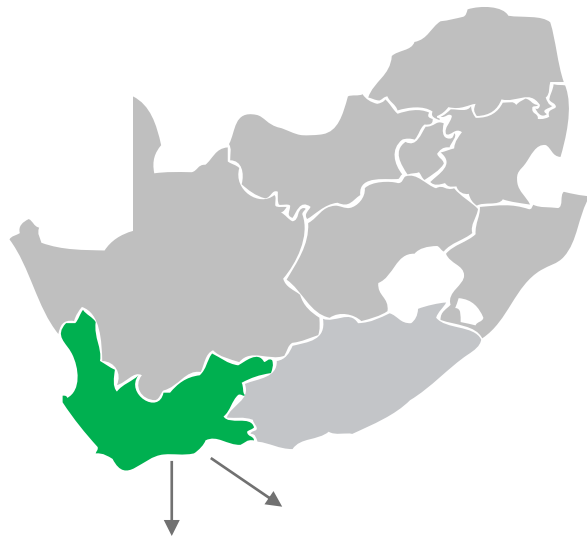
	Afr-speaker, Eng visual aid	Afr-speaker, Afr visual aid	Xhosa-speaker, Eng visual aid	Xhosa-speaker, Xhosa visual aid
Cannot read card	1	-	1	-
Can read card but didn't understand key message	3	3	3	-
<b>Can read card and understand key message</b>	<b>96</b>	<b>97</b>	<b>97</b>	<b>100</b>
It means nothing to me/not relevant	11 ▼ <sub>29</sub>	18	18	4
<b>It's relevant to me and I feel emotionally connected to it</b>	<b>89 ▲<sub>71</sub></b>	<b>82</b>	<b>82</b>	<b>96</b>

Almost all of the non-English-speaking respondents could read the card and understand the message. Majority of them also felt the message was relevant to them

# Road safety education

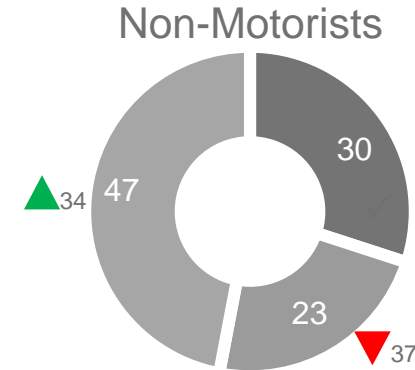
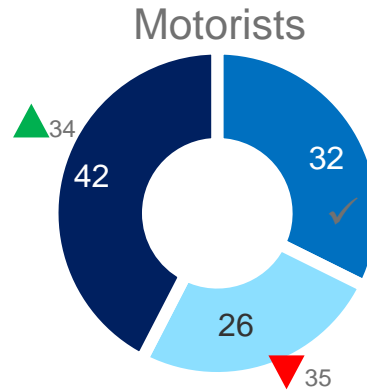
## Primary school:

- 173 primary schools mentioned
- Primary schools predominantly in W. Cape and E. Cape



Motorists 54%      46% Non-Motorists

## Formal road safety education:



- How to cross the road 21%
- Look left and right before crossing the road 15%
- Cross at a pedestrian crossing 5%
- Road signs/rules 5%
- Don't drink and drive 5%
- Basic safety/road safety 5%
- Scholar patrol/how to use the scholar patrol 5%

## Road safety recall\*:

- Look left and right before crossing the road 23%
- Cross at a pedestrian crossing 16%
- How to cross the road 13%
- To look both sides before crossing the road 6%
- Don't cross the road until it's safe 5%
- Pedestrian safety 5%
- Be careful/mindful of cars when crossing the road 5%

\* Mentions by 5% or more

# #Pedestrians: Summary


	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
Walk on busy roads/highways after alcohol	75	50	8
Cross busy roads/highways at non-designated areas	73	55	16 ▼ <sub>21</sub>
Cross road when pedestrian robot is red	66	n/a	32
Walk at night/on unlit roads where poor visibility	67	n/a	22
Walk in road instead of pavement	66	n/a	43
Make an effort to be more visible as pedestrian/cyclist	32 ▼ <sub>39</sub>	n/a	29 ▼ <sub>35</sub>



## #RecklessDriving: Summary

	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
Act out violently against another road user <sup>%</sup>	73	n/a	13
Pressure other motorists to move out of your way	67	n/a	20
Take chances when overtaking/changing lanes	63	n/a	30
Drive when unsure that tyres are in good condition	60 ▼ <sup>71</sup>	n/a	27
Experience road rage with other driver	65	n/a	30
Drive with faulty lights	68 ▼ <sup>71</sup>	n/a	19
Drive too close to car in front	61	n/a	35
Roll through/not stopping at stop streets/intersections	67 ▼ <sup>68</sup>	n/a	29
Drive in emergency lane/in yellow line	58	n/a	24

## #Motorbikes/Cyclists: Summary

	%	Completely unacceptable	Perceived prevalence of others doing	Own behaviour
No helmet on bicycle/motorbike/scooter		73	n/a	6
Drive between car lanes on motorbike		63	n/a	7
Cycle alongside other cyclist		54  62	n/a	8



**Thank You**