



Researching attitudes to road safety cameras

GfK NOP Social Research carried out a combined quantitative and qualitative research survey of drivers in the Lothian & Borders region, on behalf of the Lothian and Borders Safety Camera Partnership (LBSCP), to help the Partnership gain a better understanding of driver behaviour and influences in order to tailor effective measures to limit speeding and communicate this to maximum effect.

The research challenge

Launched in June 2003, Lothian & Borders Safety Camera Partnership aims to raise awareness of the issues and dangers of inappropriate speed. It wants to make speeding as socially unacceptable as drink driving. To help the Partnership achieve its ultimate goal, they must develop the best possible marketing campaign material to get its message across to drivers, and these must be communicated as effectively as possible.



Primary research was thus necessary to help The Partnership gain a better understanding of the various target groups that it aims to encourage and influence. This will enable The Partnership to create campaign material and communication channels that work most effectively for the target audience. We provided:

- Quantitative research - required to provide robust data that could give clear guidance as to current driver attitudes and behaviour
- Qualitative research - required to provide deeper insight into specific driver attitudes amongst key driver segments, such as those with nine penalty points

Why GfK NOP Social Research?

We were chosen for our ability to conduct both the quantitative and qualitative elements of the research, to time and to budget.

We provided the Partnership with one single point of contact within GfK NOP, to ensure efficient flow of information and personal project management.

As well as this, we worked in conjunction with Steve Stradling, Professor of Transport Psychology at Napier University who is a specialist in driver behaviour.

What we did

The aim of the quantitative phase was to provide a statistically robust measure of driver attitudes and behaviour concerning a variety of issues relating to speed, road safety and speed cameras. Two waves of quantitative telephone research were conducted in 2005 and 2006 (1,000 interviews per wave), across a representative sample of drivers from the Lothian and Borders region.

Following each wave, additional exploratory focus groups were conducted amongst key segments identified and recruited from the main quantitative survey.

These included:

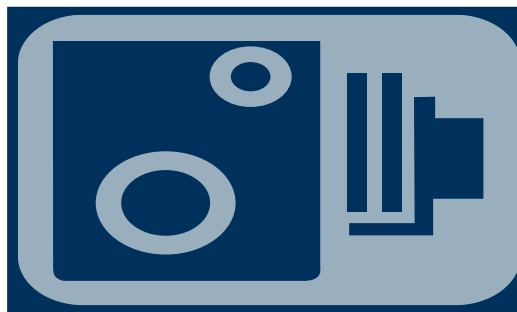
- “Nine-pointers” - drivers with nine penalty points and on the cusp of being disqualified from driving
- “Three-pointers” - drivers with three points

The focus groups aimed to understand the attitudes behind these drivers’ behaviour in more depth and examined in detail the potential effectiveness of interventions to moderate speeding and dangerous driving amongst these groups.

Benefits

The two strands of the research, quantitative and qualitative, were able to deliver actionable insight to the Partnership, in terms of the following:

- Identification of key messages for each target group



- Assessing the most appropriate media for delivery of road safety messages
- Measurement of target groups knowledge, and reactions to the speed and road safety statements
- Making comparisons between different driver typologies
- Understanding driver’s perceptions of the Partnership
- Determining what the Partnership has to do to improve public perception and increase awareness
- Make speeding as socially unacceptable as drink driving
- Change long-term driver behaviour in relation to speeding and red light running

GfK NOP Social Research is a leading primary research partner to public sector organisations in the UK providing both quantitative and qualitative research services to all major government departments as well as non-governmental organisations. We frequently work in partnership with a range of academic institutions and consultancies to supply outputs that incorporate specialist sector knowledge and recommendations. We combine first class research experience and public policy knowledge to deliver robust data that is used to inform policy development, spending decisions and communication strategies. ■

Overview of organisations

Lothian and Borders Safety Camera Partnership. Launched in June 2003, Lothian & Borders Safety Camera Partnership aims to:

- Reduce the number of people killed and injured on the Lothian and Borders roads
- Help raise public awareness of the issues and dangers of inappropriate speed

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