

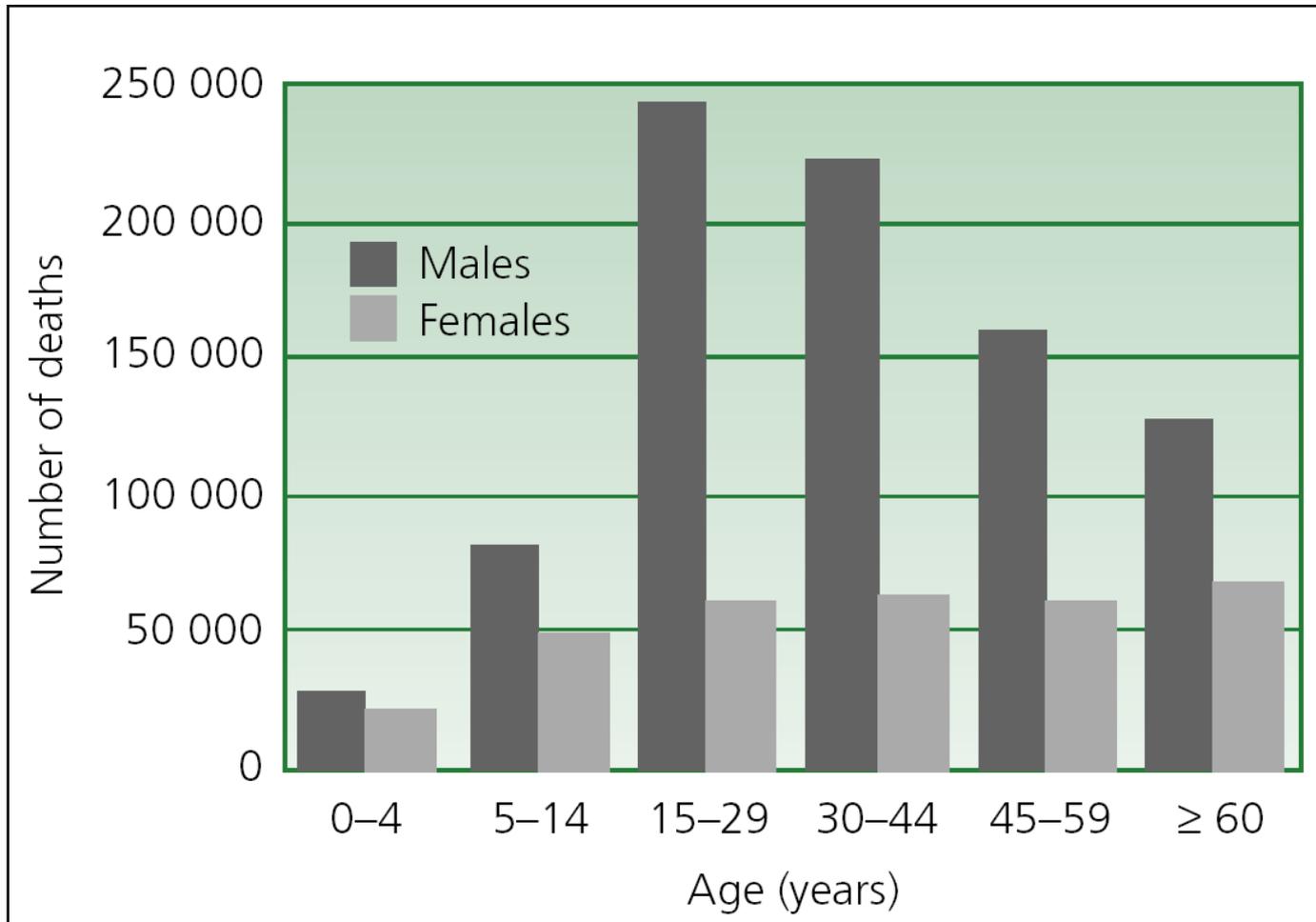
Can Social Marketing change Driver Behaviour: The case of the Young Male Irish Driver

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Globally

- 1.3 million people killed on roads and between 20 and 30 million people injured every year.
- 3,000 deaths a day globally.
- Males aged between 15 and 44 years account for over half of all road deaths globally.
- If trends continue – deaths will rise to 2.4 million per year by 2030.
- Over 90 percent of the deaths occur in low-income and middle-income countries, which have only 48 percent of the world's registered vehicles.

World Road Traffic Deaths (2002)



Road Deaths on Irish Roads

- 1959 - 306
- 1972 - 640
- 1978 - 628
- 1980 - 564
- 1985 - 410
- 1990 - 478
- 1995 - 437
- 2000 - 415
- 2001 - 411
- 2002 - 376
- 2003 - 335
- 2004 - 374
- 2005 - 396
- 2006 - 365
- 2007 - 338
- 2008 - 279
- 2009 - 239
- 2010 - 212

Year	Provisional licences	Full licences	Deaths	Monthly average	No Vehicles +	No licence holders
1998			458	38	1,510,853	1,943,184
1999			413	34	1,608,156	2,039,509
2000	497,002	1,517,294	415	34	1,682,221	2,014,296
2001	462,133	1,574,491	411	34	1,769,684	2,036,624
2002	352,524	1,758,142	376	31	1,850,046	2,110,666
2003	367,807	1,849,269	335	28	1,937,429	2,217,076
2004	380,347	1,904,976	374	31	2,036,307	2,285,323
2005	404,607	1,947,933	396	33	2,138,680	2,352,540
% Change 1998 - 2005			-13%	-13%	41%	21%

	16-25	26-40	41-60	61-99	Female	Male
Belgium*	26%	34%	24%	17%	21%	79%
Denmark	22%	35%	21%	22%	21%	79%
Greece*	20%	34%	31%	16%	8%	92%
Spain	22%	36%	27%	15%	14%	86%
France	28%	29%	25%	19%	22%	78%
Ireland	27%	35%	17%	20%	24%	76%
Italy**	23%	32%	25%	20%	15%	85%
Luxembourg	13%	53%	29%	5%	16%	84%
Netherlands	34%	27%	22%	16%	19%	81%
Austria	31%	28%	23%	18%	21%	79%
Portugal	24%	37%	26%	14%	15%	85%
Finland	23%	22%	32%	22%	19%	81%
Sweden	21%	23%	29%	27%	15%	85%
UK	31%	29%	21%	19%	23%	77%
Total	26%	31%	25%	18%	18%	82%

* Data from 2001

** Data from 1998

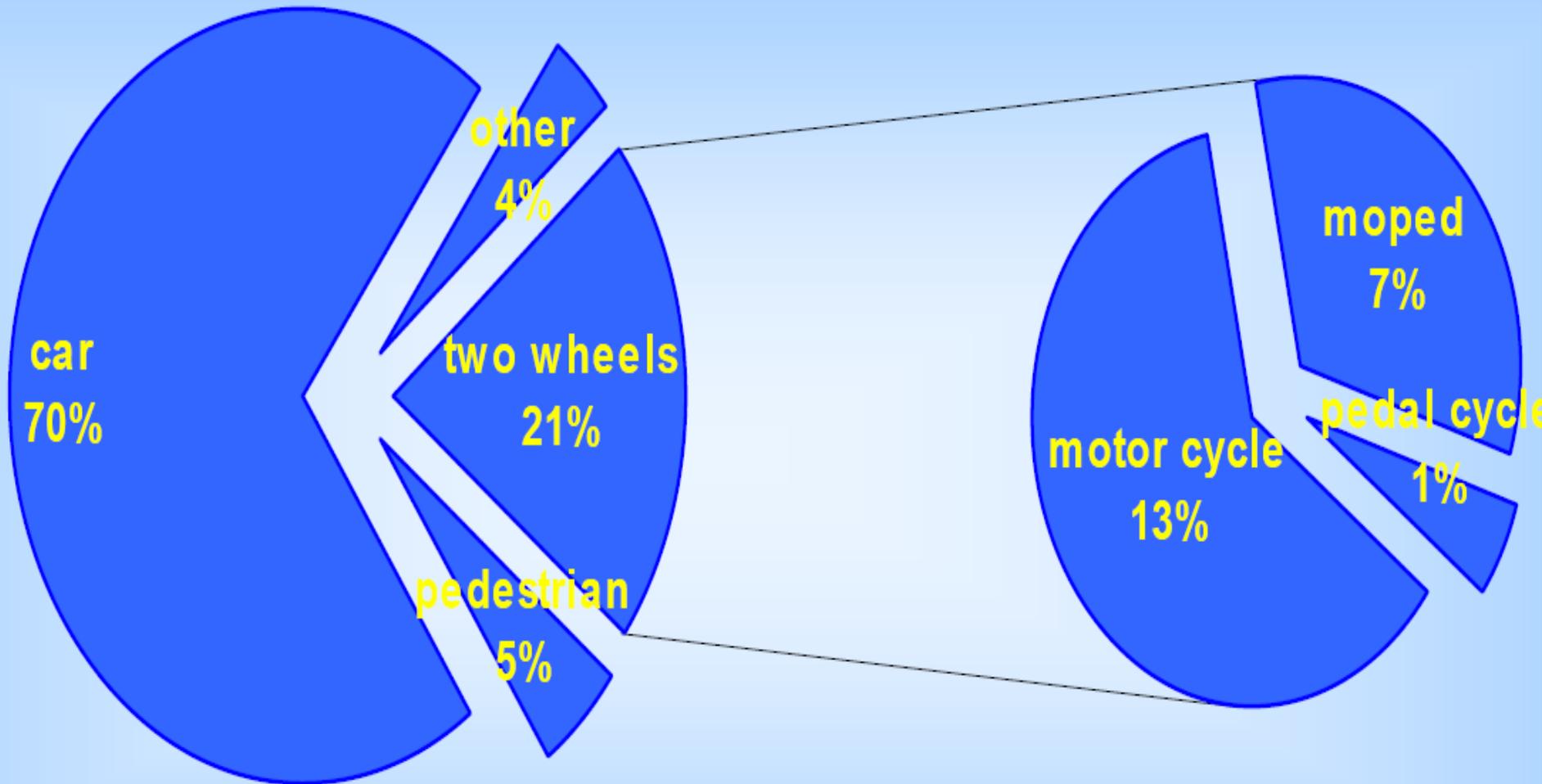
Source: CARE Database / EC

Date of query: February 2005

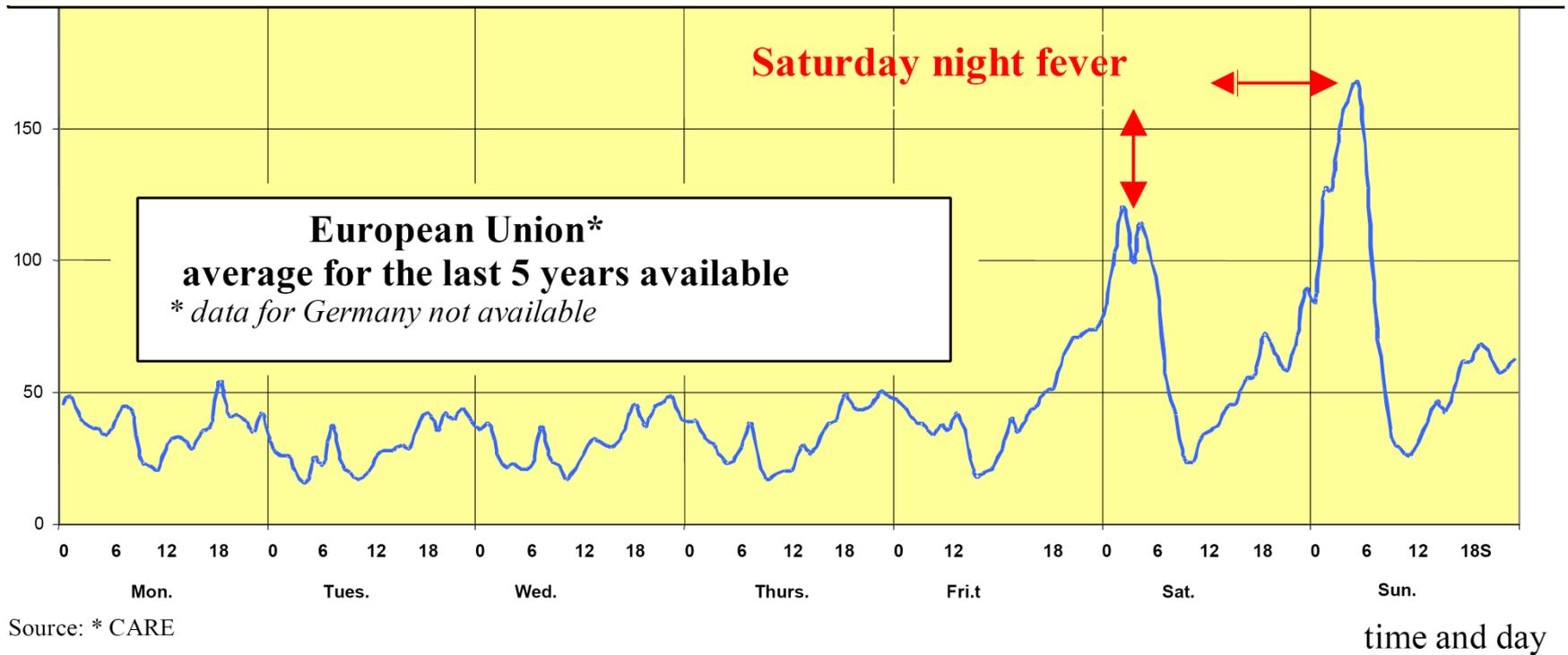
Irish Roads in 2009

- 40% of deaths were those aged under 25.
- Sunday was the most dangerous day of week with 51 deaths.
- 49% of road deaths happened at weekends.
- Between 6pm – 8pm is the most dangerous time with 30 deaths (13%).
- Average monthly fatality rate was 20 in 2009, 23 in 2008 and 28 in 2007.
- Target of achieving no more than 252 deaths per year by start of 2011 was achieved 3 years ahead of schedule.

EU15 Fatalities (18-25) 2004



Number of 18-25 Year Olds Killed on Roads by Time and Day



Source: * CARE

time and day

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Belgium*	12%	11%	13%	11%	13%	20%	21%
Denmark	10%	11%	12%	13%	18%	17%	20%
Greece*	13%	11%	11%	11%	13%	18%	22%
Spain	12%	10%	12%	11%	15%	20%	20%
France	12%	13%	12%	12%	16%	17%	18%
Ireland	17%	9%	10%	12%	13%	15%	25%
Italy**	14%	12%	11%	13%	14%	18%	19%
Luxembourg	13%	6%	15%	12%	17%	29%	8%
Netherlands	10%	11%	10%	12%	18%	21%	17%
Austria	12%	13%	12%	13%	12%	18%	20%
Portugal	12%	11%	9%	11%	16%	17%	24%
Finland	18%	13%	14%	15%	15%	12%	13%
Sweden	13%	14%	13%	16%	14%	17%	12%
UK	13%	13%	13%	12%	17%	17%	16%
Total	13%	12%	12%	12%	15%	18%	19%

* Data from 2001

Source: CARE Database / EC

** Data from 1998

Date of query: February 2005

	midnight-4am	4-8am	8am-noon	noon-4pm	4-8pm	8pm-midnight
Belgium*	22%	16%	11%	14%	18%	19%
Denmark	7%	16%	13%	24%	23%	18%
Greece*	13%	21%	13%	19%	17%	16%
Spain	12%	17%	15%	18%	21%	17%
France	10%	15%	16%	17%	24%	17%
Ireland	32%	7%	13%	11%	21%	17%
Italy**	18%	15%	16%	18%	19%	15%
Luxembourg	23%	15%	6%	21%	19%	15%
Netherlands	17%	16%	13%	18%	20%	17%
Austria	16%	20%	13%	14%	21%	15%
Portugal	15%	16%	16%	14%	23%	16%
Finland	10%	10%	15%	24%	23%	17%
Sweden	11%	14%	16%	23%	23%	12%
UK	14%	9%	12%	19%	26%	20%
Total	14%	15%	15%	18%	22%	17%

* Data from 2001

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Young Drivers

- Fuller (2005) – 14% of Irish driving population are high risk drivers.
- 90% of these are young male drivers.
- Mean age – 26 years.
- High risk drivers are problematic as their driving behaviour is derived from attitude.
- Attitude is difficult to alter.
- Even if a change in attitude is achieved, behavioural change is by no means assured.

Reasons for Over-representation of Young Drivers in Road Collisions

- Related to young drivers' propensity for risky driving.
 - Driving at excessive speed.
 - Dangerous overtaking.
 - Close following.
 - Driving after drinking.
 - Driving after drugs.

Reasons for Over-representation of Young Drivers in Road Collisions

- Psychometric features:
 - Inexperience,
 - Inattention,
 - Poor risk/hazard perception,
 - Impulsivity,
 - Propensity for thrill/sensation seeking,
 - Over confidence.

Can Social Marketing have an Effect?

- Investigate the effect on young male drivers of fear appeals that focus on death and disability as a consequence of bad driver behaviour.
- Investigate the effect of high physical fear advertisements on young male driver attitudes.

Our study!

- Seven focus groups of young male drivers aged from 17 – 24 years.
- Participants were students from the Automotive Department of CIT.
- Shown 2 short road safety films by RTE (the Irish national broadcaster) showing young, paralysed drivers as well as families talking about being left behind.
- Also shown Irish and international road safety advertisements and reactions gained.

Results- Acknowledgment!

- “The way I look at it anyway is that when you’re 18 to 25, you’re a lunatic...”
 - “It’s a phase at the start when you’re young...you’re watching films and you’re influenced by all these things and you just want to get out and burn road...”
- “You do get a buzz throwing your car into a corner, especially at night time, when you know there’s not much traffic on the road...”

Results – Overconfidence!

- “There is a buzz, driving fast, rallying on the road a bit...I’m not saying every day but I would test the car out every now and then”
- “If you know your car can hold bends, it makes you drive on harder”
- “If you’re travelling away there at say 80 or 90kph, you’re not going to be paying much attention to what’s happening, whereas if you’re travelling at 110kph or so, you’d be

Results – RTE Films

- “Most people when they’re going out on the road don’t think about who they are leaving behind...”
- “Well that would make people think more about their family and about how it would affect them...”
- “The film was biased talking about boy racers...”

Results – RTE Films

- “I thought the *Shattered Lives* film was more effective, looking at lads paralysed. If I was in a crash, I’d rather be dead than paralysed”.
- “I know if it was me, I couldn’t stick it, I’d rather be dead than paralysed”.
- “Once you’re dead, you’re dead but if you have to look at your family and you are paralysed from the neck down and they’re all trying to help you, I’d say you’d feel a lot worse...”.

Conclusions

- Wearing seatbelts especially back seat belts seen as unmanly.
- Advertising should undermine the acceptability of speeding.
- Advertisements should have credibility to effect attitude and behaviour change.
- Lecture type advertisements can trigger defensive cognitive processes.
- High threat advertisements work.

Conclusions

- Focus on serious injuries rather than death.
- Advertisements should highlight the threat of killing or seriously injuring friends.
- “Traffic informers” – the most effective and credible road safety communication medium.
- “Traffic informers” are real-life crash casualties that have been severely and permanently injured in a road crash.
- Using them in advertisements or live presentations should prove the most effective method for attitude change.

Conclusions

- Effective marriage of enforcement (penalty points) and advertising.
- Integrated road safety strategy – 4Es (Education, Enforcement, Engineering and Evaluation).
- Enforcement levels by Irish police must match the threat communicated by the advertisement.
- The perceived certainty of punishment is more powerful than the perceived severity of punishment in order to effect attitude change.