

Do drivers and Non- drivers see the same road?

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Why would people not see the road the same way?

- Different kind of people
- Different vantage point
- Different travel experiences
- Different interests and needs

What do “public opinion surveys” say about it?

- The driving public
- “Other drivers”
- Community residents
- Special groups
- Experts’ views of the public
- Road users and transport issues

How many Non-drivers are there?

Country	drivers / 10*3 age-eligible to driving license	cars / 10*3 age-eligible to driving license
Austria	835	633
France	811	596
Sweden	801	577
Switzerland	791	637
Cyprus	780	560
Finland	779	527
UK	774	602
Germany	743	656
Belgium	727	585
Ireland	706	479
Netherlands	696	471

How many Non-drivers are there?

Country	drivers / 10*3 age-eligible to driving license	cars / 10*3 age-eligible to driving license
Czech Rep	689	453
Slovenia	681	548
Israel	673	346
Slovak Rep	617	314
Spain	579	543
Portugal	538	440
Greece	520	379
Croatia	507	329
Poland	468	346
Hungary	463	301
Estonia	450	379

Yet another public survey

- Nationally representative sample of 2000 face- to- face interviews
- Filter questions to identify eligible drivers / non- drivers in the household
- Driver: person aged 18+, holder of a valid driving license, drives regularly
- Non-driver: person aged 15+, no license or does not drive a car
- One interview per household ,random procedure
- Attitudes and experiences regarding driving and road safety issues
- Non- drivers asked a sub- set of same items

Majority of Non- Drivers are women

Gender	Drivers	Non-Drivers
Men	73	30
Women	27	70
	100 %	100 %

“Public opinion” is middle- age opinion

Age Group	Drivers	Non-Drivers
15-24	11	21
25- 49	57	32
50 +	32	47
	100 %	100 %

Non- Drivers have fewer diplomas

Education level	Drivers	Non-Drivers
Primary or vocational	39	62
Graduates or higher	61	38
	100 %	100 %

Non – Drivers make less money

Occupation	Drivers	Non-Drivers
Paying jobs	67	34
Home making, retired, students, unemployed	33	66
	100 %	100 %

Non- Drivers are lonelier?

Social situation	Drivers	Non-Drivers
Have no kids	52 %	67 %
Live alone	6 %	15 %

Similar worries

Concerns	Drivers	Non-Drivers
About crime	93 %	92 %
About accidents	95 %	88 %
About congestion	92 %	76 %

Noticing real dangerous events

I saw this dangerous event	Drivers	Non-Drivers
Not today	45	51
1 instance	15	15
2-4 instances	26	23
5+ instances today	14	11
	100 %	100 %

Drivers are doing the drinking

How many times a week?	Drivers	Non-Drivers
Never	24	48
About once	42	28
Twice or more	34	22
	100 %	100 %

The frequent drinkers are middle age (25-49) and men

Who is afraid of drunken road- users?

I worry when...	Drivers	Non-Drivers
Being in a car at night	Yes: 45 % No: 17%	Yes: 14 % No: 78 %
Family in a car at night	Yes: 37 % No: 18 %	Yes: 47 % No: 18 %
Walking at night	Yes: 35 % No: 26 %	Yes: 43 % No: 16 %

Drink – driving does not run in our family

	Drivers			Non-Drivers		
I see drinkers who drive	Often	Rarely	Never	Often	Rarely	Never
Among family	8 100 %	20	72	7 100 %	17	76
Among friends	22 100 %	33	45	22 100 %	25	53
Among strangers	39 100 %	38	23	42 100 %	29	29

Law and order

	Drivers	Non-Drivers
More police enforcement	Yes: 76 % No: 5 %	Yes: 83 % No: 4 %
> punishment-belts	Yes: 31 % No: 42 %	Yes: 46 % No: 27 %
> punishment-D-D	Yes: 91 % No: 4 %	Yes: 94 % No: 2 %
> punishment-speeding	Yes: 56 % No: 24 %	Yes: 75 % No: 9 %
Lower speed limits in urban	Yes: 45 % No: 27 %	Yes: 73 % No: 10 %

Support for the walking experience

Issue	Drivers	Non-Drivers
Traffic free zones	Yes: 64 % No: 11 %	Yes: 71 % No: 7 %
Speed humps	Yes: 69 % No: 15 %	Yes: 78 % No: 7 %
Crosswalks	Yes: 79 % No: 6 %	Yes: 89 % No: 2 %
Reduce delays at ped. signals	Yes: 58 % No: 17 %	Yes: 73 % No: 8 %
Improve street lighting	Yes: 92 % No: 0 %	Yes: 93 % No: 0 %

The Biking experience

Use & opinions	Drivers	Non-Drivers
Rides a bike every week	30 %	38 %
Own a bike helmet	5 %	5 %
Use the helmet owned	39 %	27 %
Her children ride a bike	27 %	19 %
Children have helmets	19 %	17 %
Children use helmet	80 %	72 %
“Gov. should build more bike lanes”	61 %	95 %
“Gov. should require wearing bike helmets”	62 %	62 %

Problems raised in non- driver focus groups

- No pedestrian pavements or bike lanes; too narrow, uneven
- Pavements obstructed by street furniture
- Pavements obstructed by delivery vans, taxis, parked cars;
- Pavements littered, rain water not drained, snow not cleared
- Marked crossings- few, poorly located, unsafe
- Unfriendly traffic lights- interrupted crossing, red too long, green too short

Equality before accidents

Accid. experience in three years	Drivers	Non- Drivers
Involved in injury accident	6 %	6 %
Involved in DOA accident	20 %	11 %

Conclusions- is it the same road?

- Non- drivers and drivers express essentially the same concerns and opinions regarding road safety, driver behaviour, traffic police and general safety measures
- Non- drivers report similar experiences regarding wearing belts & drink- driving as do drivers
- Non- drivers come out consistently as a bit more “safety oriented” compared to drivers
- Women in both groups come out consistently as more “safety oriented”, compared to men
- Large differences in opinions between Non- drivers and Drivers are only on issues that clearly impact on the personal experience of a driver, a pedestrian or a biker.

The wider implications

- The methodology of most public opinion surveys does not allow proper expression of the views of non- drivers or any “minority” group
- Focus on “drivers” and “driving” as the context for examining transport and safety issues reinforces the opinions and interests of those who are already at a more advantageous position
- Transport and safety policy measures based on general public opinion surveys might either underestimate or overestimate the support they enjoy with the wide public