

RESEARCH SUMMARY

Title	Younger Drivers' Road Safety Strategic Development		
Objective	To understand the younger driver mindset (particularly attitudes to driving, risk and speed) and to explore motivating factors for staying safe. Also, to explore responses to 8 x strategic communication territories to identify potential levers and opportunities to help inform creative development.		
Date	29/05/2013	Agency	2CV
Methodology	A weeklong pre-fieldwork online forum with private and group tasks. 6 x focus groups with an equal split across three age groups (17-18, 19-21 and 22-25). All recruited to self-identify as engaging in risky behaviour – two groups of Low/Medium risk, and four groups of Medium/High risk. The sample was also split by outer London (4 x groups) and inner (2 x groups).		

Abstract

TfL is committed to improving the safety of younger drivers, who are disproportionately more likely than other road users to be involved in accidents. Young drivers are prone to over-confidence in their abilities, a misplaced sense of control and invulnerability, and a desire to push themselves and their car to the limits; this is most evident in their approach to speed. Across the 8 executions explored, there were three promising territories identified – *'Speeding up could make you miss out'*, *'Your mates are more vulnerable when you're driving'* and *'Drive like an amateur'*, though all required further work if they were to influence young driver behaviour.

Key findings

Being able to drive is a rite of passage for young men; there was a strong sense that this marked a moment of newfound freedom, empowerment and independence. Most drivers expressed this freedom following a similar trajectory – gradually letting go of instructor-set rules before breaking established laws (particularly speed limits).

Young drivers can develop unrealistic perceptions of driving. The overconfidence fuels their propensity for risky behaviours and their inflated sense of control can give them unrealistic faith in their own driving ability. Other drivers are often viewed as obstacles and the rules of the road can be seen as arbitrary. Speeding is the ultimate expression of this bravado and misperception

of being fully in control.

Across the 8 executions explored, three territories were identified as having the strongest potential for further development:

Friendship, loss and guilt

'Your mates are more vulnerable when you're driving' - A powerful, highly emotive subject area which was emotionally stirring and left a lasting imprint. However, the supporting statistic did not stand up to interrogation and the proposition did not encourage drivers to consider their behaviour or their overall approach to driving

Night driving/Empty roads

'Speeding up could make you miss out' – focused on a moment that feeds into many young drivers' influences and attitudes, so potentially a fertile behavioural lever. However, the proposition failed to challenge the behaviour or attitudes that fuel speeding on these roads, or provide a tangible, credible reason for changing behaviour

Driver Identity

'Drive like an amateur' - The proposition itself did not encourage people to consider their own behaviour, as the audience did not self-identify as amateurs. However, there is potential for a proposition that addresses and undermines the false assumptions and over-confidence that underpins young driver behaviour

Job number: 13025