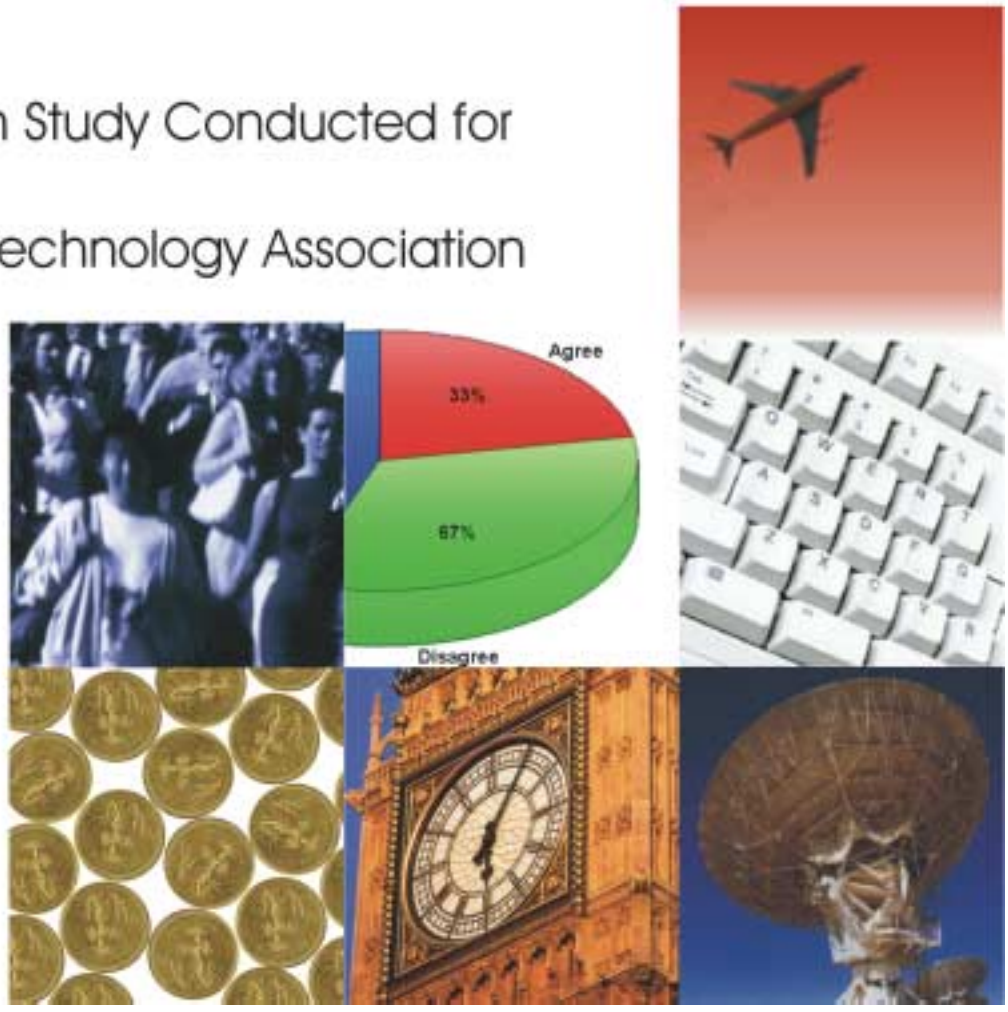
MORI

Radar Detector Survey

Summary Report

Research Study Conducted for

Drivers` Technology Association



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Introduction

This document presents the summary findings for a survey of users and non-users of radar detectors conducted by MORI in Great Britain on behalf the Drivers' Technology Association.

The purpose of this research is to provide accurate information on driving behaviour and attitudes towards in-car radar detectors among users and non-users of these devices. The survey results will be included in forthcoming consultation by the DETR into future Government legislation on the use of radar detectors.

Specifically the study focused on the following areas:

- Car ownership
- Total and business mileage
- Number of accidents
- Contributory factors to previous accidents
- Attitudes towards speed and the use of speed cameras
- Use of radar detectors
- Driving behaviour since purchasing a radar detector

Sample Design

A sample of 501 users and 512 non-users were interviewed by telephone between 5 and 19 March 2001. The interview lasted approximately 10 minutes.

The sample of 501 radar detector users was randomly drawn from three sets of leads provided by the Diver's Technology Association of individuals who had bought a radar detector in the last eighteen months. No quotas were set among this group.

Among the 512 non-users of radar detectors quotas were set on age, gender and social class. These quotas reflected the known profile of GB drivers.

These quotas were as follows:

Gender	GB Motorists
Male	57%
Female	43%

Age	GB Motorists
17-34	34%
35-54	41%
55+	25%

Social Class	GB Motorists
AB	27%
C1	32%
C2	23%
DE	18%

For both groups, data are unweighted.

Fieldwork

Fieldwork was carried out Infocorp Ltd. using CATI (Computer-Assisted Telephone Interviewing). No incentives were offered to respondents.

MORI Terms and Conditions

Our Standard Terms and Conditions apply to this, as to all studies we carry out. No press release or publication of the findings of this survey shall be made without the advance approval of MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Summary

Radar detector users are a very different type of driver to non-users by average mileage, income and type of car driven.

Users are heavy drivers averaging almost twice the annual mileage (both total and business) of non-users of radar detectors interviewed in this survey.

Perhaps reflecting the higher average business mileage, a higher proportion of users tend to be in full-time employment (79% compared to 60% of non-users). Furthermore, users have a far higher average income (averaging £54,100 per year compared to £17,300 among non-users interviewed). They are also more likely to drive a higher performance car such as an Audi/Volkswagen, BMW or Mercedes and describe the area in which they live as the countryside rather than the town or city or a suburb.

Users appear to travel 50% further between accidents than non-users. In this survey the users interviewed travelling on average 217,353 miles between accidents compared to 143,401 miles between accidents of those non-users drawn randomly from the general public.

A similar proportion of users and non-users suggest speed (either their own or that of other drivers) was a contributory factor in their last accident, although a marginally higher proportion of users indicate that speed was a ‘significant’ factor.

Three in five users and non-users express that another driver was at fault in their last accident. A slightly higher proportion of users (29% vs. 24%) indicates that they were responsible for their last accident — although this is only just a significant statistical difference.

Half of users (compared to 43% of non-users) agree they are not always aware of the speed limit, although three-quarters indicate that they are more aware of the speed Limit in the areas in which they are driving since purchasing a radar detector.

Users appear to be more cynical about the purpose of speed cameras. Three quarters agree with the statement ‘speed cameras are only used to raise revenue and less than one in five agree that speed cameras are only positioned at accident black spots. This contrasts with non-users, among whom, just over a third agree cameras are only used to raise revenue and over a quarter who agree cameras are only positioned at accident black spots.

In addition, while three in five non-users feel people in general drive too fast, under half of users feel the same. Almost all users agree the motorway speed limit should be raised to 80 miles per hour compared to only half of non-users.

Despite attitudes towards speed limits, radar detector users feel that purchasing a detector has had a positive effect on their driving behaviour. Three-quarters agree, perhaps unsurprisingly, that since purchasing a radar detector they have become more conscious about keeping to the speed limit and that they have become more speed aware generally. Three in five radar detector users claim to have become a safer driver since purchasing a detector.

Main Findings

Profile Of Radar Detector Users And Non-users

Users

- Radar detector users appear to be far more frequent drivers than non-users. On average users drive over 22,000 miles per year, over 18,000 miles of which are for business purposes.

- It is therefore, perhaps unsurprising that a higher proportion of users than non-users are in full-time employment (79% vs. 60%) and are more likely to drive a higher performance car such as an Audi/Volkswagen, BMW, Mercedes or Jaguar. Users are also more likely to describe the car they drive as a coupe/sports car.

- Income is also higher. The average income of users interviewed in this survey is £54,100 per year — one quarter alone earn over £75,000 or more per year.

- Two thirds describe the area in which they live to be on the edge or in the middle of the countryside rather than within a town or city on in a suburb.

- Two in five have points on their driving licences. The average is 4.5 points.

Non-Users

- By contrast, non-users drive on average under 13,000 miles per year — 10,000 miles of which are for business purposes.

- A lower proportion of non-users than users are employed full-time (60%) and average income is significantly less (L17,300 per year vs. £54,100 among users).

- Non-users are more likely to drive a Ford, Vauxhall, Peugeot, Renault or own a hatchback.

- Non-users are more likely to live in a town or city or a suburban area (57%).

- Only one in seven non-users have penalty points on their driving licence. The average among all non-users is 3.9 points.

No. Of Accidents

- One in ten (9%) radar detector users have had an accident in the last year. This compares to one in twenty (5%) non-users. However, this is just a statistically significant difference. In the last three years, one in five (20%) of users have had an accident compared to one in eight (13%) of non-users.

- This reflects a higher mileage among users. The average distance between accidents among this group is 217,353 miles. The corresponding distance among non-users is 143,401 miles.

- This distance is calculated as follows:

$$\text{Average number of Miles Driven per Accident} = \frac{\text{Total Miles Driven in Past Year}}{\text{Total number of Accidents in Past Year}}$$

Source: Yanklovich, Skelly and White/Clancy, Shulman — US, 1998

'Total Miles Driven' = average miles driven during the previous year and number of respondents.

'Total number of Accidents' = the total number of accidents reported in the previous year.

- Drivers cite a wide range of contributory factors to their last accident. Those who have had an recent accident most commonly mention the speed of others as a contributory factor (26% of users and 33% of non-users), followed by weather conditions/poor visibility (24% of each) and distractions outside the car (18% and 21% respectively).

- Around one in ten accept their own speed was a contributory factor in their last accident.

- In general, non-users are more likely to suggest that speed was a contributory factor in their last accident (27% of users and 37% of non-users). While three in five blame another driver, marginally more radar detector users take responsibility than non-users (29% of users and 24%of non-users).

Attitudes to the Speed Limit

- Users are marginally more likely to admit to not always being aware of the speed limit than non-users (50%users vs. 43% non-users). They also have a stronger feeling towards increasing the motorway speed limit to 80mph (93%, vs. 62%, respectively).

- However, three-quarters (76%) indicate that they have actually been more conscious about keeping to the speed limit since purchasing a radar detector. In addition, a similar proportion indicate that as a consequence of buying a detector they are more aware of the speed limit in the areas in which they are driving and have become more speed aware generally (78% and 81%, respectively).

- As a consequence, 60% of radar detector users feel they have become a safer driver since purchasing a detector.

- Non-users have a conflicting opinion to radar detector users. Fewer believe that the motorway speed limit should be increased (62%) and the majority feel people already drive too fast (70% non-users vs. 43% users).

- They are also more inclined to agree that speed cameras act as a deterrent (82% vs. 65%) rather than being used only to raise revenue (38%non-users vs. 62% users).

- The majority of users and non-users disagree that speed cameras are only positioned at accident black spots (74% users vs. 58%of non-users). However, this may be because of different perceptions on the reasons where speed cameras are positioned.

Use Of In—car Equipment

- The users interviewed in this survey have owned a radar detector for a variety of lengths of time. However most (64%) have owned a detector for less than 2 years. Clearly the majority (64%) use it daily while an additional one in five (21%) use it at least once a week.

- Users of detectors also appear to be more likely to use other in-car technologies than non-users. Over half (54%) own a hands-free phone kit compared to one quarter (25%) of non-users. One in seven users (15%) also own a Satellite Navigation System compared to only one in 25 (4%) non-users.

Marked-up Questionnaire

Radar Detection Survey

Edited topline results

- Topline results based on interviews with 501 radar detector users and 512 non-users based in Great Britain.
- MORI conducted telephone interviews between 5 and 19 March 2001.
- Base is all (501/51 2) except where stated.
- '*' represents less than 0.5%
- Where figures do not total 100%, this is due to multiple answers or rounding.
- Data are unweighted.
- Quotas were set among non-users to ensure the sample reflected the age, gender and social class profiles of all drivers in Great Britain.

Good morning/afternoon/evening. I'm from MORI, the Market & Opinion Research company. We're conducting a survey about driving. Would you be able to spare a few minutes to answer some questions?

IF YES, CONTINUE
I'd like to remind you that all you responses will be confidential and cannot be traced back to you.

Screening Questions

QA Firstly, do you or any of your immediate family work any of the following jobs or industries? SINGLE CODE

Base: All	User % (501)	Non-user % (512)	
Market research	0	0	THANK AND CLOSE
Public relations	0	0	THANK AND CLOSE
Advertising	0	0	THANK AND CLOSE
Automotive industry	0	0	THANK AND CLOSE
Journalism	0	0	THANK AND CLOSE
None of these	100	100	CONTINUE

Gender Base: All	User % (501)	Non-user % (512)	
Male	94	58	CHECK QUOTA
Female	6	43	CHECK QUOTA

WRITE IN & CODE EXACT AGE
Exact Age ( ) ( )

Base: All	User % (501)	Non-user % (512)	
17-24	4	6	
25-34	21	20	CHECK QUOTA
35-44	21	21	
45-54	26	25	
55-59	13	8	
60-64	7	6	
65+	9	13	

Occupation of Chief Income Earner
Position/rank/grade

Industry/type of company

Quals/ degree/apprenticeship

Number of staff responsible for

REMEMBER TO PROBE FULLY FOR PENSION AND CODE FROM ABOVE

Class	User %	Non-user %	
Base: All	(501)	(512)	
AB	41	26	
C1	33	30	
C2	15	23	CHECK QUOTA
DE	12	20	

Driving behaviour

Q1. Do you regularly drive a car? By regular, I mean at least twice a week. SINGLE CODE

	User %	Non-user %	
Base: All	(501)	(512)	
Yes	100	100	
No	0	0	THANK AND CLOSE

Q2. What make of car do you drive? If you drive more than one car, what is the make of the main car you drive? SINGLE CODE

	User %	Non-user %
Base: All	(501)	(512)
Audi/Volkswagoen	10	7
BMW	11	4
Citroen	2	5
Fiat	2	2
Ford	10	18
GM/Vauxhall	8	14
Honda	3	2
Hyundai	*	*
Jaguar	4	1
Mercedes	6	3
Nissan	1	4
Peugeot	4	7
Renault	4	6
Rover	3	6
Saab	1	1
Toyota/Lexus	4	4
Volvo	5	3
Other	22	13

Q3. And what type of car is it? WRITE IN AND CODE BELOW. DO NOT RECORD SPECIFIC MODEL, MAKE ETC.

	User %	Non-user %
Base: All	(501)	(512)
Saloon	35	31
Hatchback	16	43
Estate car	13	8
Coupe/Sports car	17	7
People carrier/MPV	3	3
4X4/Four-wheel drive	7	3
Van	2	1
Convertible	2	1
Other (write in)	3	2
Don`t know	1	1

Q4. Approximately, how many miles do you drive per year? WRITE IN AND CODE BELOW.

WRITE IN & CODE EXACT MILAGE
Exact mileage [ ] [ ]
( ) ( )

Base: All	User % (501)	Non-user % (512)
Less than 10,000 miles	16	38
10,000 to 14,999 miles	23	30
15,000 to 19,000 miles	13	9
20,000 or more miles	47	15
Don`t know	1	8
AVERAGE MILEAGE	22,126	12,884

Q5. Approximately, how many miles do you drive for BUSINESS PURPOSES per year? WRITE IN AND CODE BELOW.

WRITE IN & CODE EXACT MILAGE
Exact mileage [ ] [ ]
( ) ( )

Base: All	User % (501)	Non-user % (512)
Less than 10,000 miles	27	33
10,000 to 14,999 miles	13	8
15,000 to 19,000 miles	7	2
20,000 or more miles	29	7
Don`t know	24	49
AVERAGE BUSINESS MILEAGE	18,213	10,188

Q6. How many motor accidents have you been involved in the PAST YEAR, if any? IF YOU DON`T KNOW, ENCOURAGE AN ESTIMATE. SINGLE CODE.

WRITE IN & CODE EXACT MILAGE. USE LEADING ZEROS
Exact mileage [ ] [ ]
( ) ( )

Base: All	User % (501)	Non-user % (512)
None	85	90
One accident	7	4
Two	1	*
Three	0	0
Four	0	0
Five or more	0	*
Don`t know	6	5
ANY ACCIDENT	9	5

Q7. How many motor accidents have you been involved in the PAST THREE YEARS, if any? IF YOU DON`T KNOW, ENCOURAGE AN ESTIMATE. SINGLE CODE.

WRITE IN & CODE EXACT MILAGE. USE LEADING ZEROS
Exact mileage [ ][ ]
( ) ( )

Base: All	User % (501)	Non-user % (512)
None	71	77
One accident	16	12
Two	3	1
Three	1	0
Four	*	0
Five or more	0	*
Don`t know	10	10
ANY ACCIDENT	20	13

Q8. When was your last accident? SINGLE CODE.

Base: All	User % (320)	Non-user % (247)
Under a year ago	14	11
One to two years ago	10	10
Two to three years ago	9	8
Over three years ago	63	67
Don`t know	4	4
OVER ONE YEAR AGO	82	85

Q9A. And thinking back to the last accident in which you were involved, if you have had one, WHEN YOU WERE DRIVING, what factors, if any, do you think contributed to the cause of the accident? DO NOT PROMPT. MULTICODE OK.

Base: All who have had an accident	TOTAL UNPROPTED User % (320)	Non-user % (247)
Distraction outside the car	13	14
Drink/Drugs	1	2
Tiredness	3	1
Car fault (e.g. Brakes, tyres, etc)	2	*
Medical condition	0	*
Mobile phone	1	1
Object on the road	4	3
Poor road surface	8	3
Radio	1	0
My speed/Driving too fast for the conditions	5	7
Speed of other drivers	16	15
Children	2	1
Weather conditions/Poor visibility	13	17
Other (please specify)	51	45
Don`t know	12	14
Have not had an accident	0	0
No other factors	0	0

MENTIONED PROMPTED PLUS UNPROMPTED

Q9A/B. And which of the following factors that I am about to read out,if any, do you think contributed to your last accident? READ OUT AND CODE BELOW. MULTICODE OK. ROTATE ORDER.

Base: All who have had an accident	TOTAL UNPROPTED User % (501)	TOTAL UNPROPTED Non-user % (512)
Distraction outside the car	18	21
Drink/Drugs	2	2
Tiredness	6	6
Car fault (e.g. Brakes, tyres, etc)	3	1
Medical condition	1	*
Mobile phone	1	1
Object on the road	8	4
Poor road surface	12	7
Radio	2	*
My speed/Driving too fast for the conditions	12	9
Speed of other drivers	26	33
Children	3	3
Weather conditions/Poor visibility	24	24
Other (please specify)	53	49
Don`t know	14	16

Q10. Who do you think was at fault in your most recent accident? DO NOT PROMPT. SINGLE CODE.

Base: All who have had an accident	User % (501)	Non-user % (512)
Me (respondent)	29	20
Other driver	61	60
Joint responsibility	4	6
Other (type in)	4	5
Don`t know	2	4

Q11. How significant do you think your speed or the speed of the other driver was in contributing to your accident? SINGLE CODE.

Base: All who have had an accident	User % (501)	Non-user % (512)
Very significant	16	20
Fairly significant	11	17
Not Very significant	14	10
Not at all significant	49	45
Don`t know	6	6

Speed Cameras

Q12. I am going to read out some statements, and would like to know what exyent you agree or disagree with each of them. Firstly….? SINGLE CODE FOR EACH. ROTATE ORDER.

		Strongly agree		Tend to agree		Neither agree nor disagree		Tend to disagree		Strongly disagree		Don`t know	
		User %	Non-user %	User %	Non-user %	User %	User %	Non-user %	Non-user %	User %	Non-user %	User %	Non-user %
a)	I am not always aware of the speed limit.	23	17	27	26	3	4	20	22	26	29	1	1
b)	Speed cameras act as a deterrent to speeding.	30	51	35	31	3	2	12	8	19	8	*	*
c)	People, in general, drive too fast.	19	41	24	29	9	6	28	16	18	6	1	2
d)	Speed cameras are only positioned at accident black spots.	8	13	10	15	4	7	20	30	54	28	3	8
e)	Speed cameras are only used to raise revenue.	49	20	23	18	5	10	12	24	11	24	*	5
f)	The motorway speed limit should be raised to 80 miles per hour.	82	44	11	18	1	5	3	19	3	19	*	2

Q13. Which , if any, of the following in-car devices or driver aids do you own? READ OUT. MULTICODE OK. ROTATE ORDER.

Base: All	User % (501)	Non-user % (512)
Hands-free phone kit	54	25
Radar detector	100	3
Satellite Navigation System	15	4
None of these	0	70
Don`t know	0	2

Q14. How long have you owned a radar detector? SINGLE CODE.

Base: All radar detector users	User % (501)	Non-user % (512)
Under a year	39	29
One to two years	25	24
Two to three years	12	0
Over three years	24	41
Don`t know	1	6

Q15. How frequently, if at all, do you use your radar detector? DO NOT PROMPT.

Base: All radar detector users	User % (501)	Non-user % (512)
Every day	64	0
Not every day but more than once a week	14	0
Once a week	7	0
Not once a week but more than once a month	5	0
Once a month	5	0
Less than once a month	5	0
Never use it	0	100
AT LEAST ONCE A WEEK	85	0
AT LEAST ONCE A MONTH	95	0

ASK ALL USERS

Q16. Again, I am going to read out some statements, and would like to know what extent you agree or disagree with each of them. Firstly….? SINGLE CODE EACH ONE. ROTATE ORDER.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don`t know
		%	%	%	%	%	%
a)	since purchasing a radar detector I have become more conscious about keeping to the speed limit.	49	27	6	11	6	1
b)	I have become a safer driver since purchasing a radar detector.	37	23	17	14	8	2
c)	Since purchasing a radar detector I am more aware of the speed limit in the areas I am driving.	52	26	6	9	6	1
d)	Since purchasing a radar detector I have become more speed aware generally.	55	26	5	9	4	1

Demographics

ASK ALL USERS

Q17. What is your current working status? SINGLE CODE.

Base: All	User % (501)	Non-user % (512)
Working full time (30hrs/wk+)	79	60
Working part time (8-29 hrs/wk)	5	13
Not working (ie under 8hrs/wk)-housewife	2	5
Not working (ie under 8hrs/wk)-retired	10	16
Not working (ie under 8hrs/wk)-unemployed (registered)	0	1
Not working (ie under 8hrs/wk)-unemployed (not registered but looking for work)	0	1
Not working (ie under 8hrs/wk)-student	1	1
Not working (ie under 8hrs/wk)-other (incl. disabled)	1	3
Refused/Don`t know	*	0

Q18. Please could you tell me which BROAD band your total household income from all sources, before tax and other deductions falls in? SINGLE CODE

	Per Week	Per Year	User %	Non-user %
	Base: All		(501)	(512)
a)	Up to £86	Under £4,500	1	3
b)	£87 - £125	£4,500 - £6,499	*	2
c)	£126 - £144	£6,500 - £7,499	*	*
d)	£145 - £182	£7,500 - £9,499	1	1
e	£183 - £221	£9,500 - £11,499	2	2
f	£222 - £259	£11,500 - £13,499	2	4
g	£260 - £298	£13,500 - £15,499	2	3
h	£299 - £336	£15,500 - £17,499	2	6
I	£337 - £480	£17,500 - £24,999	6	12
j	£481 - £576	£25,000 - £29,999	4	10
k	£577 - £769	£30,000 - £39,999	13	10
l	£770 - £961	£40,000 - £49,999	10	7
m	£962 - £1,441	£50,000 - £74,999	15	7
n	£1,442 - £1,922	£75,000 - £99,999	9	4
p	£1,923 or over	£100,000 +	14	4
AVERAGE INCOME			£54,100	£17,300

Q19. How many penalty points, if any, do you have on your driving licence? If you have not had a motoring offence you will not have any points on your licence. SINGLE CODE

	User %	Non-user %
Base: All	(501)	(512)
None	59	83
Three	24	11
Four	1	1
Five	2	0
Six	8	2
Seven	*	0
Eight	4	0
Nine	1	1
Ten	0	0
Eleven	*	*
Twelve	0	*
More than twelve (if so, please write in)	*	0
Don`t know	1	1
Refused	*	1
ANY POINTS	40	15
AVERAGE POINTS	4.5	3.9

Q20. Which of these best describes the area where you live most of the time? SINGLE CODE.

Base: All	User %	Non-user %
	(501)	(512)
In the middle of the city or town	14	22
In a suburb	23	35
On the edge of the countryside	36	27
In the middle of the countryside	26	15
Don`t know	0	1

Q20. We may wish to recontact some people who have taken part in this survey to ask further questions. Would you be willing to be reinterviewed on a future MORI survey? SINGLE CODE.

Base: All	User %	Non-user %
	(501)	(512)
Yes	85	77
No	15	23

THANK AND CLOSE

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