

CHANGEMAKERS

enterprising minds, active citizens, future leaders

Questionnaire Analysis Report

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January – March 2009

With the support of Changemakers I have been working with RoADAR to extend their 'youth' client base and attain a higher number of young advanced drivers.

We comprised a questionnaire to gather information on our target market, to aid RoADAR in making a more successful approach to young people when promoting Advanced Driving.

We wanted to know why people are not interested in Advanced Driving, why they are, or whether they even know what it involves. We also wanted to uncover what would encourage a young person to take an Advanced Driving Course, so that we can try and implement some effective changes.

Promoting the Questionnaire.



We used several outlets to promote our questionnaire in the aim of getting a varied range of feedback from different locations, backgrounds, age groups etc.

Our questionnaire is primarily electronic, but we also distributed it in paper form during the project. We have kept the questionnaire live at www.roadar.org.uk/youngdrivers

Our main source for the Questionnaire was a 'Facebook' group which I created, (found under the name of "RoADAR~Youth Driven")

which hosted the link to the questionnaire along with information on the organisation and a facility to discuss with other members. This site currently has over 100 members, and can now be used for future research and advertising.

BURN FM (Birmingham University's radio station) put a link to our questionnaire on one of their facebook sites, and two RoSPA affiliated driving instructors also put links on their websites. My local newspaper, 'The Banbury Guardian' placed a piece on the questionnaire in their columns, and the sixth form from 'Blessed George Napier school' in Banbury completed a paper version of the questionnaire. Several

Universities were also contacted about our project and some responded saying they would distribute the link to their students.

Through the word of mouth of friends and family, work colleagues and college friends etc were also roped into our questionnaire.

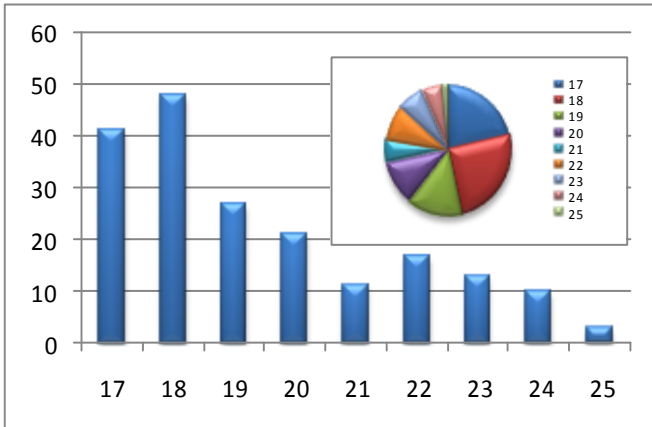
And of course we advertised the questionnaire through the RoSPA website and intranet, with a small article also being put in RoADAR & RoSPA's publication 'Care on the Road'.

As an incentive to take the time to complete our questionnaire, we offered the chance to win one of three 'RoADAR Advanced Driving Assessments' by completing our questionnaire and leaving an email address. We closed this competition at the end of March 2009 and drew three lucky winners out of a hat.

We were very pleased with the outcome, a total of 236 questionnaires filled out over the space of 3 months, and are now familiar with the routes we need to take and what more we can do on top if we want to launch another questionnaire in the future.



The Banbury Guardian 19/02/09



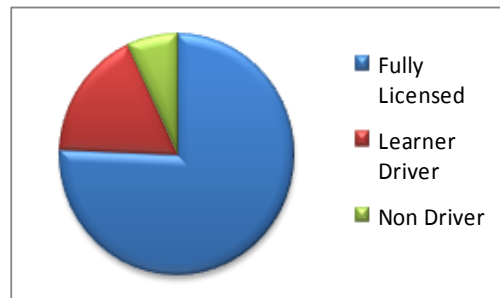
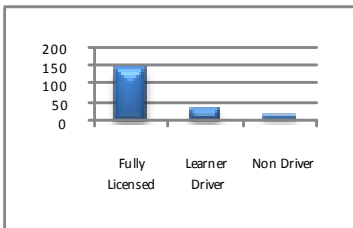
Age.

Our target age group for the questionnaire was 17-25 year olds. Out of 236 completed questionnaires, 190 (81%) were within this category.

As shown by the graphs on the left, the majority of participants (72%) were aged 17-20 and almost half (47%) of those asked were ages 17 and 18.

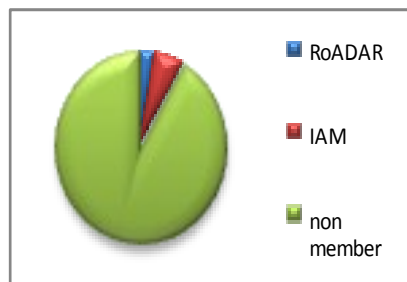
License Category.

75% were licensed drivers, 17% were learners and the remaining 8% didn't drive at all. As our main aim was to find out the experiences that drivers have been through, we were pleased to have such a high response from licensed drivers.

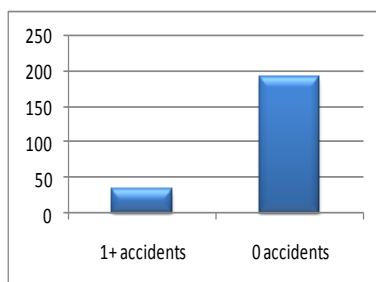


Accidents & Convictions.

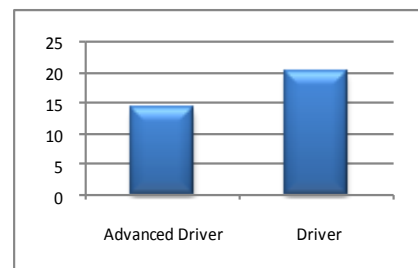
18% of the drivers we questioned have had an accident whilst driving, 9% have had speeding convictions and 18% have doubted themselves or had a near miss.



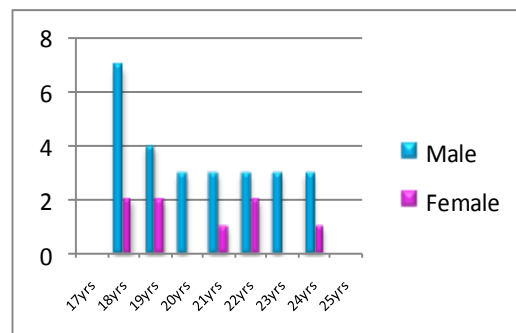
41% of drivers who'd had an accident were advanced drivers, but only 6% were RoSPA trained and 8% were IAM trained.



Only one of the drivers concerned with having an accident was a RoADAR member, two were IAM members, and the remaining 31 weren't members of either



26% of those who'd had an accident were aged 18 (78% male, 22% female) and 18% were aged 19 (67% male, 33% female). For all age categories, there are more accidents involving males than females. Of those surveyed, there were no accidents within the 17yr olds or the 25 yr olds.

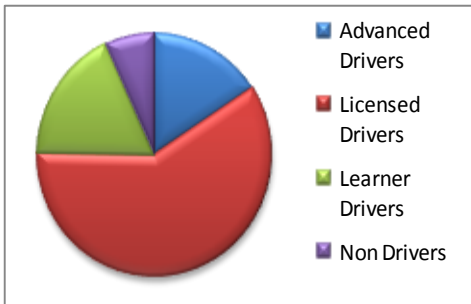
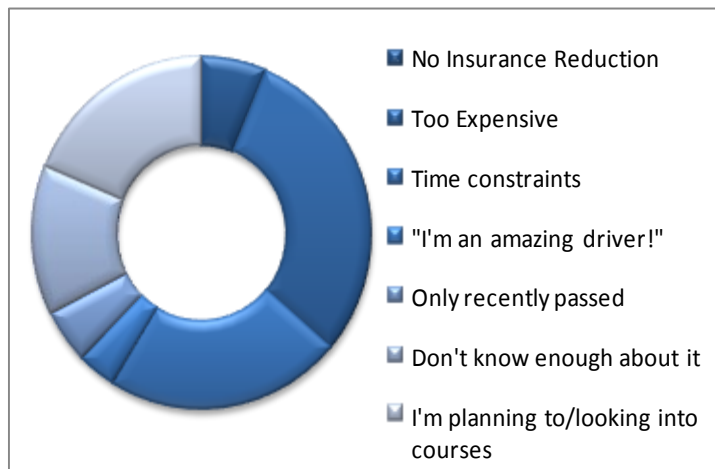


Incidents.

<p>“I lost control on a wet tight left hand bend and hit a wall” Male, 18</p>	<p>“Someone drove into the side of me, pushing me off the road” Male, 19</p>	<p>“Black ice sent me sideways into a wall” Male, 19</p>
<p>“A drunk man fell onto the road in front of me from the footpath and I swerved and hit a wall” Male, 18</p>	<p>“Crashed into a lamppost” Female, 19</p>	<p>“4 wheel skid on diesel” IAM Member</p>
<p>“I hit a tree at 70mph; spent two years recovering and learning to walk again” Male, 24</p>	<p>“Lost concentration and slid off the road into a sign” Male, 18</p>	<p>“Reversed into parked car” Female, 22</p>
<p>“Police car ran into the back of my car whilst stationary at traffic lights” Male, 21</p>	<p>“someone drove into the back of my car whilst I was stopped at red lights” Male, 23</p>	<p>“Rushing, naivety and over confidence contributed to my accident” Male, 22</p>
<p>“hit a telegraph pole” Male, 20</p>	<p>“someone drove into the back of me on the motorway” RoSPA Member</p>	

Advanced Training.

16% of people who took part in our questionnaire have taken advance training. (21% of Licensed drivers)
13% of these advanced drivers have had an accident since their training and 10% had an accident before taking their training; the remaining 77% of advanced drivers have never had an accident (87% since training).

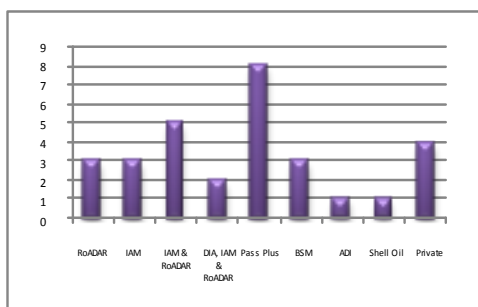


6% say they would receive no insurance benefit from taking an advanced driving course, 30% say it's too expensive and 14% want more information.

60% would take advanced training if it reduced their Insurance premium. 30% would take advanced training if it was less expensive.

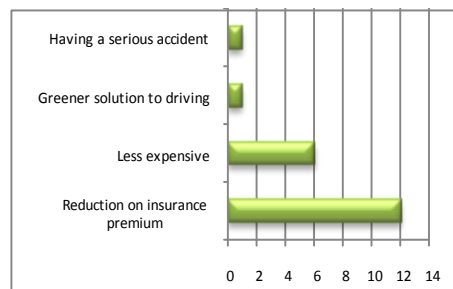
But 5% said it would take having a serious accident to persuade them they needed advanced training.

10% of the Advanced drivers were trained by RoADAR, 10% by IAM, 17% were trained by both IAM & RoADAR



together and 7% by DIAMond, IAM & RoADAR combined. (34% trained by RoADAR)

27% were trained by Pass Plus.



Membership.

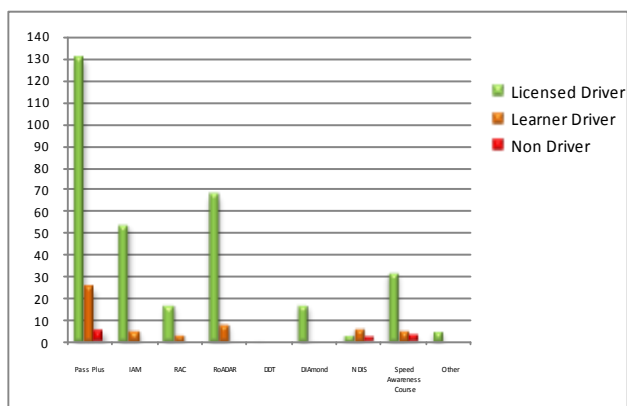
Out of 190 participants, 12 were members of RoADAR and 10 were members of IAM, 6 of which, were members of both organisations.

A respectable 42% have heard of RoADAR (this could be through our facebook group link) and only 31% have heard of IAM; compared to 85% who are familiar with Pass Plus.

Organisations.

As you would expect, licensed drivers had the best knowledge over organisations who offer advanced driver training.

92% have heard of Pass Plus, whereas only 38% have ever heard of RoADAR, which confirms our belief that RoADAR is currently a less recognised organisation.



Evaluation.

We used the ‘snaps’ programme to create our online questionnaire, which gave us the facility to ask different sets of questions depending on certain answers given; this was the benefit of an electronic questionnaire over paper form.

In the future, to avoid unwanted results, we should work to set the questionnaire to reject anyone out of our age category; anyone submitting an age out of our target to be shown an automatic message along the lines of ‘thank you for taking your time to fill out our survey, but you do not fit our criteria’ which will save a lot of time in the analysis of results as there will be no need to sort through any anomalies.



Alysha helps out

RoSPA is working with an organisation called Changemakers on a programme called Future Leaders. They have sent a ‘Young Advocate’, called Alysha Ong who is studying at Birmingham University. She is working on a project to find out how to attract more young drivers to RoADAR.

She has developed a questionnaire aimed at 17-25 year olds to research this. It can be found online at www.roadar.org.uk/youngdrivers. Please encourage any young people you know to help by answering the questionnaire.

Care On The Road April 2009



CHANGEMAKERS



Links & Contacts.

www.changemakers.org.uk
www.roadar.org.uk/youngdrivers
[www.facebook.com - “RoADAR– Youth Driven”](https://www.facebook.com/RoADAR-Youth-Driven/)
www.allanhighway.co.uk } Driving Instructors
www.blackintensive.co.uk }

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