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Road Safety Evaluation Question Bank

Measuring Attitude Change Questions

**Contents**

[Using the Question Bank 3](#_Toc467483260)

[General Road Safety Attitudes 4](#_Toc467483261)

[Attitudes towards Speed Limits 6](#_Toc467483262)

[Attitudes towards Drink Driving 8](#_Toc467483263)

[Attitudes towards Distracted Driving 9](#_Toc467483264)

[Attitudes towards Seatbelts 10](#_Toc467483265)

[Young Drivers 11](#_Toc467483266)

[Questions Appropriate for a Post-then Pre Evaluation Design 12](#_Toc467483267)

[References 13](#_Toc467483268)

# Using the Question Bank

This is one of a series of booklets from the online question bank. The purpose of these booklets is to provide examples of questions that you can use in surveys or questionnaires when you are evaluating your road safety interventions.

This booklet contains some questions that you may ask those who took part in your intervention to gain an idea of whether their attitudes have changed as a result of the intervention. The questions relate to several road safety topics, such as seatbelts, speed and drink driving; however, you can adapt them to other topics, such as using mobile phones while driving.

You are unlikely to want to use all the questions in this booklet, therefore, simply copy and paste the ones you wish use into your own evaluation questionnaire. You may also wish to use questions from some of the other question bank booklets.

You are free to use these questions in your evaluation of your intervention as you wish, without referencing that they have been taken from the question bank. However, some of the questions have been taken from existing questionnaires and surveys, and therefore the author of the questionnaire must be referenced if you choose to use one of these questions . Questions that require references are clearly marked with a number e.g. 12, and the source you need to cite is provided at the end of the booklet in a numbered list.

The questions in this booklet would typically be used in a **before and after** evaluation design. This is an evaluation where those who take part in your intervention are surveyed (asking the same questions) both before and after the intervention; to measure whether there has been in a change in their attitudes. However, there are some examples of questions appropriate for a post-then pre evaluation design. This is where the respondent is asked to rate how they feel about a statement before and after the intervention, but they complete both of these ratings at the end of the intervention.

These questions could also be used to collect **baseline data**, that is, to understand people’s attitudes **before** your intervention takes place, so that you can tailor your intervention to the people taking part. This is because we cannot make assumption about people’s attitudes as they may have been influenced by publicity campaigns and other interventions.

To find out more about evaluation designs, visit the [‘help and guidance’](http://roadsafetyevaluation.com/helpandguidance/) section of our e-valu- it website.

If you need any advice on sourcing existing questions appropriate to evaluate your intervention or support to formulate your own questions, please email RoSPA’s Research and Evaluation Officer at

[rneedham@rospa.com](mailto:rneedham@rospa.com).

# General Road Safety Attitudes

These attitude statements can be used to gain an understanding of the overall road safety attitudes of respondents, or of attitudes towards one or more specific issues (such as overtaking). It is unlikely that you will want to use all of the statements; copy and paste the ones you want to use into your evaluation questionnaire.

**To what extent do you agree or disagree with the following statements?** *(Please tick the appropriate column)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
| I think that I am a safer driver than most. 1 |  |  |  |  |  |
| I sometimes get annoyed with other drivers. 1 |  |  |  |  |  |
| I consider myself to be a law-abiding driver. 1 |  |  |  |  |  |
| I sometimes get nervous when I am driving. 1 |  |  |  |  |  |
| Some people can drive perfectly safely after drinking three or four pints of beer. 2 |  |  |  |  |  |
| People stopped by the police for close following are unlucky because lots of people do it. 2 |  |  |  |  |  |
| I would welcome further use of double white lines to let me know when it is safe to overtake. 2 |  |  |  |  |  |
| I think the police should start breathalysing a lot more drivers around pub closing times. 2 |  |  |  |  |  |
| It is quite acceptable to take a slight risk when overtaking. 2 |  |  |  |  |  |
| Close following isn’t really a serious problem at the moment. 2 |  |  |  |  |  |
| Some drivers can be perfectly safe overtaking in situations that would be risky for others. 2 |  |  |  |  |  |
| Even one drink makes you less safe as a driver. 2 |  |  |  |  |  |
| Some people can drive perfectly safely even when they only leave a small gap behind the vehicle in the front. 2 |  |  |  |  |  |
| The aim of the police should be to stop as many people as possible overtaking in risky circumstances. 2 |  |  |  |  |  |
| It’s hard to have a good time if everyone else is drinking but you have to limit yourself because you’re driving. 2 |  |  |  |  |  |
| I would be happier if close following regulations were more strictly applied. 2 |  |  |  |  |  |
| Even driving slightly too close to the car in front makes you less safe as a driver. 2 |  |  |  |  |  |
| I think it is okay to overtake in risky circumstances as long as you drive within your capabilities. 2 |  |  |  |  |  |
| The law should be changed so that drivers aren’t allowed to drink any alcohol. 2 |  |  |  |  |  |
| It is quite acceptable to drive after only one or two drinks. 2 |  |  |  |  |  |
| On the whole people aren’t aware of the dangers involved in close following. 2 |  |  |  |  |  |
| I would be happier if the speed limits were more strictly enforced. 2 |  |  |  |  |  |
| The aim of the police should be to stop as many drink-drivers as possible. 2 |  |  |  |  |  |
| People stopped by the police for risky overtaking are unlucky because lots of people do it. 2 |  |  |  |  |  |
| Harsher penalties should be introduced for drivers who drive too close to the car in front. 2 |  |  |  |  |  |
| It’s okay to drive faster than the speed limit as long as you drive carefully. 2 |  |  |  |  |  |
| I know exactly what risks I can take when I overtake. 2 |  |  |  |  |  |
| Random breath testing of drivers should be introduced. 2 |  |  |  |  |  |
| People stopped by the police for speeding are unlucky because lots of people do it. 2 |  |  |  |  |  |
| I think the stopping distances in the Highway Code are too great for people to take notice of them. 2 |  |  |  |  |  |
| I would be happier if there was a clamp down on dangerous overtaking. 2 |  |  |  |  |  |
| Speeding is one of the main causes of road accidents. 2 |  |  |  |  |  |
| I think I know exactly how much I can drink and still be under the limit. 2 |  |  |  |  |  |
| It is quite acceptable to drive closer to the car in front than is recommended. 2 |  |  |  |  |  |
| Sometimes you have to drive in excess of the speed limit in order to keep up with the flow of the traffic. 2 |  |  |  |  |  |
| I would favour a clamp down on drivers who drive too close to the vehicle in front. 2 |  |  |  |  |  |
| Risky overtaking isn’t really a serious problem at the moment. 2 |  |  |  |  |  |
| The amount of alcohol you’re allowed to drink before driving is too high. 2 |  |  |  |  |  |

# Attitudes towards Speed Limits

These attitude statements and questions can be used to gain an understanding of the attitudes of respondents towards speeding and speed limits. Copy and paste the ones you want to use into your evaluation

questionnaire.

**To what extent do you agree or disagree with the following statements?** *(Please tick the appropriate column)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
| Speed limits are often set too low, with the result that many drivers ignore them. |  |  |  |  |  |
| I know exactly how fast I can drive and still drive safely. |  |  |  |  |  |
| I would favour stricter enforcement of the speed limit on 30mph roads. |  |  |  |  |  |
| Even driving slightly faster than the speed limit makes you less safe as a driver 2. |  |  |  |  |  |
| Stricter enforcement of speed limits on 30mph roads would be effective in reducing the occurrence of road accidents. |  |  |  |  |  |
| It is okay to drive up to 10mph faster than the speed limit on 60mph roads, if conditions allow. |  |  |  |  |  |
| Keeping to the posted speed limits makes you a safer driver. |  |  |  |  |  |
| Exceeding the speed limit is just a part of everyday driving for me. |  |  |  |  |  |
| If I am in a hurry it is okay to exceed the speed limit. |  |  |  |  |  |
| I use my own judgement, not speed limits, to decide my speed on the road. 3 |  |  |  |  |  |
| It is just too difficult to stick to the speed limit. 3 |  |  |  |  |  |
| I tend to select my speed on the road dependent on how fast others are driving. 3 |  |  |  |  |  |
| Breaking speed limits is not an acceptable behaviour in most circumstances. 3 |  |  |  |  |  |
| Most people drive too quickly. 3 |  |  |  |  |  |
| It is fine to break the speed limit, as long as I know that I am safe and in control of my vehicle. 3 |  |  |  |  |  |
| Lower speed limits increase congestion on the roads. 3 |  |  |  |  |  |
| I would support a lower speed limit throughout residential areas. 3 |  |  |  |  |  |
| Decreasing the speed limit on motorways is a good idea. 4 |  |  |  |  |  |
| Even at night-time on quiet roads it is important to keep within the speed limit. 4 |  |  |  |  |  |
| People should drive slower than the speed limit when it is raining. 4 |  |  |  |  |  |
| In towns with lots of pedestrians the speed limit should be 20mph. 4 |  |  |  |  |  |
| Penalties for speeding should be more severe. 4 |  |  |  |  |  |
| Most drivers will drive a bit over the speed limit if they think it is safe. 1 |  |  |  |  |  |
| The faster the speed the more likely that someone will suffer a serious injury in an accident. 1 |  |  |  |  |  |
| People I know sometimes break the speed limit when driving. 1 |  |  |  |  |  |
| Drivers should keep up with the traffic flow even if it is above the limit. 1 |  |  |  |  |  |
| Drivers should always stay within the speed limit. 1 |  |  |  |  |  |
| People should be free to drive as fast as they feel safe to. 1 |  |  |  |  |  |

**The current speed limit on most urban built up roads is 30mph. What speed limit would you prefer to be set on these roads?** *(Please ignore dual carriageways, motorways and bypasses)* 5

10mph

20mph

30mph

40mph

50mph

More than 50mph

# Attitudes towards Drink Driving

These attitude statements can be used to gain an understanding of the attitudes of respondents towards drink driving. Copy and paste the ones you want to use into your evaluation questionnaire.

**To what extent do you agree or disagree with the following statements?** *(Please tick the appropriate column)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
| Most drivers will drive after drinking alcohol if they think that they are under the limit. 1 |  |  |  |  |  |
| Having one or two alcoholic drinks doesn’t make drivers more likely to crash. 1 |  |  |  |  |  |
| People I know sometimes drive when they might be over the limit. 1 |  |  |  |  |  |
| It is difficult to know how much alcohol you can drink and be safe. 1 |  |  |  |  |  |
| Drivers should not drink any alcohol before driving. 1 |  |  |  |  |  |
| People should be free to judge how much they can safely drink. 1 |  |  |  |  |  |
| People who drink and drive should lose their driving licence. 6 |  |  |  |  |  |
| People who drink and drive should receive a prison sentence. 6 |  |  |  |  |  |
| It is okay to drink and drive, as long as you don’t get caught. 6 |  |  |  |  |  |
| Everyone drinks and drives once in a while. 6 |  |  |  |  |  |
| The dangers of drink driving are exaggerated. 6 |  |  |  |  |  |
| The police spend too much time hassling drink drivers. 6 |  |  |  |  |  |
| It is okay to drive after drinking, as long as you are not drunk. 6 |  |  |  |  |  |
| Most of my friends think it is okay to drink and drive. 6 |  |  |  |  |  |
| My friends would think I was really stupid if I drove after drinking alcohol. 6 |  |  |  |  |  |
| I would favour stricter enforcement of drink driving laws. 6 |  |  |  |  |  |

# Attitudes towards Distracted Driving

These attitude statements and questions can be used to gain an understanding of the attitudes of respondents towards driving whilst distracted. Copy and paste the ones you want to use into your evaluation questionnaire.

**To what extent do you agree or disagree with the following statements?** *(Please tick the appropriate column)*

*You are unlikely to want to use all these statements – copy and paste the ones you want to use.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
| Some people can read text messages while driving along, without being too distracted. |  |  |  |  |  |
| Most drivers can eat or drink while driving without being distracted from the road. |  |  |  |  |  |
| When pulling out of a junction I am sometimes surprised by an approaching driver or rider. |  |  |  |  |  |

**Which of the following statements best describes how you feel about using a hand-held mobile phone while driving?** *(Please select one answer)*

It is never acceptable to use a mobile phone while driving

Only if someone’s life is at risk is it okay to use a mobile phone when driving

Sometimes you have to answer an important phone call while driving because there is nowhere safe to stop first.

It is okay to use a mobile phone while driving if there is little traffic on the road

Using a mobile phone while driving does not necessarily increase your crash risk.

# Attitudes towards Seatbelts

These attitude statements can be used to gain an understanding of the attitudes of respondents towards seatbelts. Copy and paste the ones you want to use into your evaluation questionnaire.

**To what extent do you agree or disagree with the following statements?** *(Please tick the appropriate column)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
| I feel vulnerable when I am not wearing a seatbelt. |  |  |  |  |  |
| Seatbelts can be dangerous. |  |  |  |  |  |
| I sometimes cannot be bothered to wear a seatbelt. |  |  |  |  |  |
| Seatbelts are always necessary, even if you drive carefully. |  |  |  |  |  |
| If you drive carefully seatbelts aren’t really necessary. 1 |  |  |  |  |  |
| Seatbelts reduce the risk of injury for drivers and passengers. 1 |  |  |  |  |  |
| Some people I know don’t always wear a seatbelt while driving. 1 |  |  |  |  |  |
| There is a risk of being trapped by the seatbelt in case of an emergency. 1 |  |  |  |  |  |
| If there are airbags in a car, seatbelts are not necessary. 1 |  |  |  |  |  |
| People should be free to choose if they wear a seatbelt or not. 1 |  |  |  |  |  |

# Young Drivers

These attitude statements are particularly appropriate for interventions for young drivers. Copy and paste the ones you want to use in your evaluation questionnaire.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
| I feel excited when I get behind the wheel. 7 |  |  |  |  |  |
| The best drivers are skilful drivers. 7 |  |  |  |  |  |
| The majority of collisions occur by chance or bad luck. 7 |  |  |  |  |  |
| When driving, I insist that every passenger fastens their seatbelt. 7 |  |  |  |  |  |
| One or two minor collisions in the first few years of driving are inevitable. 7 |  |  |  |  |  |
| I would like to own a fast and powerful car one day. 7 |  |  |  |  |  |
| I would not normally go out for a drive just for enjoyment. 7 |  |  |  |  |  |
| I occasionally take risks to impress my passengers. 7 |  |  |  |  |  |
| It is okay to speed, if traffic conditions allow you to do so. 7 |  |  |  |  |  |
| I enjoy talking about cars and driving. 7 |  |  |  |  |  |
| Few of my friends are interested in cars and driving. 7 |  |  |  |  |  |
| I like to test out the limits of my car. 7 |  |  |  |  |  |
| It is okay to drive faster than normal if you have a high performance car. 7 |  |  |  |  |  |
| The best drivers are safe drivers. 7 |  |  |  |  |  |
| I will have my car regularly serviced by a qualified mechanic. 7 |  |  |  |  |  |
| I think taking the occasional risk whilst driving is exciting. 7 |  |  |  |  |  |

# Questions Appropriate for a Post-then Pre Evaluation Design

This question is an example of a question you could use in a post-then pre evaluation design. This is where the respondent is asked to rate how they feel about a statement before and after the intervention, but they complete both of these ratings at the end of the intervention. The statements in this question would need to be tailored to your own intervention, but you are free to use other attitude statements from this booklet and put them into this format.

**We would like to understand how you feel about some of the statements below. Please circle a number to rate how much you agree or disagree with each statement. We would like you to do this for how you feel now, and how you felt before attending the workshop today.**

*1 means strongly agree, 5 means strongly disagree. If the statement is not applicable to you, please circle 9 in the N/A column.*

| **Please rate the following statements** | **Strongly Strongly N/A** |
| --- | --- |
| **agree disagree** |
| **It’s okay if I forget to wear a seatbelt when sat in the back seat** | **Before the workshop 1 2 3 4 5 9** |
| **After the workshop 1 2 3 4 5 9** |
| **Some people can drive safely at the same time as using a mobile phone** | **Before the workshop 1 2 3 4 5 9** |
| **After the workshop 1 2 3 4 5 9** |

# References

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5 Carthy, T. et al. (1993) *Risk and Safety on the Roads: Perceptions and Attitudes.* Great Britain: AA Foundation for Road Safety Research.

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7 Department for Transport (DfT) (1993) ‘Driver Attitude and Behaviour Questionnaire’