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Road Safety Evaluation Question Bank

Demographics Questions

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# 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 evaluation questionnaires or topic guides for interviews and focus groups when you are evaluating your road safety interventions.

This booklet contains some of the key demographic questions you might use in your evaluation. However, the booklet does not include demographic questions for all areas such as ethnicity, household demographics or employment demographics. If you need any advice on sourcing existing questions or support to formulate your own questions, please email RoSPA’s Research and Evaluation Officer at [rneedham@rospa.com](mailto:rneedham@rospa.com).

Demographic questions might be useful if you wish to assess how different groups (e.g., young drivers, high mileage drivers, cyclists, etc) responded to your intervention.

You are free to use, or adapt, these questions in your evaluation as you wish, without referencing that they have been taken from the question bank.

It is very unlikely that you will want to use all of the questions in this booklet, therefore, simply copy and paste the ones you wish use into your own evaluation questionnaire.

You may wish to use questions from some of the other question bank booklets in your evaluation.

Some of the questions contained in this booklet have been taken from existing questionnaires and surveys, and therefore the author of the questionnaire must be referenced if you choose to use these ones. 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.

# About you

These questions can be used to gather demographic information about the person answering the questions. They are typically found at the beginning of a questionnaire, as they are simple and help the respondent to ease into being asked questions. These questions would typically be used the first time you contact your respondents.

**What is your gender?**

Male

Female

Other

Prefer not to say

**What is your age? (Appropriate for adult surveys)**

16 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75+

Prefer not to say

**What is your age? (Appropriate for university student surveys)**

20 and under

21 to 24

25 to 29

30+

Prefer not to say

**What is your age? (Appropriate for sixth form/college student surveys)**

16

17

18

19

20+

Prefer not to say

**What is your age? (Appropriate for secondary school students)**

11

12

13

14

15

16

17

18+

Prefer not to say

If you are planning to carry out an evaluation project involving children or young people, you may wish to visit the [help and guidance](http://roadsafetyevaluation.com/helpandguidance/doingevaluation/workingwithchildren) section of our website for ethical advice on working with vulnerable groups or view our ‘doing your interviews and focus groups’ webinar.

# Travelling habits

These questions can be used to gain an understanding of the modes of travel that your respondents use, the frequency that they use a particular mode of transport and the roads that they typically travel on. They may be useful if you wish to compare how different groups (e.g., drivers v cyclists) responded to an intervention.

**How do you usually commute to work?** *(Select one answer- tick the box of the longest, by distance, of your usual journey to work)*

Work mainly at or from home

Underground, metro or tram

Train

Bus, minibus or coach

Taxi

Motorcycle, scooter or moped

Driving a car or van

Passenger in a car or van

Bicycle

On foot

Other *(please specify)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Which methods of travel have you used in the past 12 months?** *(Please tick all that apply)* 1

Car/van as driver

Car/van as passenger

Motorcycle/ moped/ scooter

Taxi/minicab

Bicycle

Bus

Train

Underground/metro

Light tram/ rail

Walk

Plane

HGV

Other vehicle

**Which way do you prefer to travel?**

Drive myself

Have someone else drive me

Use public transport or a taxi

Walk

Cycle

Other *(please specify)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What roads do you frequently drive on?** *(Please select all that apply)*

Rural

Urban/residential

Dual Carriageways

Motorways

**What roads do you frequently ride on?** *(Please select all that apply)*

Rural

Urban/residential

Dual Carriageways

Motorways

**What roads do you frequently walk on?** *(Please select all that apply)*

Rural

Urban/residential

Dual Carriageways

**On average, how many days per week do you usually drive?** *(Please provide number of days)*

\_\_\_\_ Days a week

**On average, how many days per week do you usually ride?** *(Please provide number of days)*

\_\_\_\_ Days a week

**On average, how many days per week do you usually walk?** *(Please provide number of days)*

\_\_\_\_ Days a week

**Do you ever use a bicycle?**

Yes

No

**Which type of cycle(s) do you use?**

Mountain bike

Racing bike

Hybrid

Folding bike

Touring cycle

Other *(please specify)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How long have you been driving for?** *(Select one answer)*

Less than 1 year

1-2 years

3-5 years

6-10 years

11+ years

Prefer not to say

**How long have you been riding for?** *(Select one answer)*

Less than 1 year

1-2 years

3-5 years

6-10 years

11+ years

Prefer not to say

**How long have you been cycling for?** *(Select one answer)*

Less than 1 year

1-2 years

3-5 years

6-10 years

11+ years

Prefer not to say

**On average, how often would you say you go cycling? *(Select one answer)***

Less than once a month

Once a month

2-3 times a month

Once a week

2-3 times a week

More than 3 times a week

Prefer not to say

# About your driving/riding

These questions can be used to understand an individual’s driving history. Questions in this section focus primarily on driver demographics such as the length of time a driving licence has been held, average mileage, convictions and collisions.

# Your licence

These questions can be used to find out about the licence a driver or rider holds, and the period of time they have held it for.

**Do you hold a current driving licence?**

Yes

No

Prefer not to say

**What form of driving licence do you hold?** *(Please select all that apply)*

Provisional licence

Car

Motorcycle

Moped

Goods vehicle

Passenger carrying vehicle

Other *(please specify)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How many years has it been since you passed your driving test?**

Less than 1 year

1-2 years

3-5 years

6-10 years

11+ years

Prefer not to say

# Mileage

These questions can be used to gain an understanding of the estimated mileage of drivers and riders.

**On average, how many miles do you drive each year?**

Under 2,999

3,000-9,999

10,000-24,999

25,000-39,999

40,000+

Prefer not to say

**On average, how many miles do you drive per week?**

0-99

100-199

200-299

300-399

400-499

500+

Prefer not to say

**On average, how many miles do you drive for work each year (excluding commuting)?**

Under 2,999

3,000-9,999

10,000-24,999

25,000-39,999

40,000+

Prefer not to say

# Convictions

All of these questions include a ‘prefer not to say’ answer option. It is strongly advised that you do not remove this option, as this information is sensitive and respondents may not be willing to answer. It is also advised that you place questions of a sensitive nature towards the end of a questionnaire.

**When driving, have you been stopped by the police in the last three years?**

Yes

No

Prefer not to say

**In the past 5 years, how many fixed penalty notices have you received?.** 2

None

1

2

3

4 or more

Prefer not to say

**In the past 5 years, how many times have you been stopped by the police and received verbal advice?**

None

1

2

3

4 or more

Prefer not to say

**If you have received penalties for traffic offences, what were they for?** *(Please indicate the date(s) they occurred)* 2

**Offence .................................................... Month..................... Year..............**

**Offence .................................................... Month..................... Year..............**

**Offence .................................................... Month..................... Year..............**

**Offence .................................................... Month..................... Year..............**

Prefer not to say

**How many current penalty points do you have on your licence?**

0

3

4-6

7-11

12+

Prefer not to say

**Have you been disqualified from driving in the past 5 years?**

Yes

No

Prefer not to say

**Before obtaining your provisional driving licence, did you ever drive on the road illegally?**

Yes

No

Prefer not to say

# Collisions

These questions can be used to collect data on any collisions that your respondents might have been involved in. It is advised that these questions are placed at the end of the questionnaire, due to their sensitive nature. These questions offer respondents the option to tick ‘prefer not to say’. It is advised that you do not remove this option, as respondents may not feel comfortable answering questions and recalling collisions they may have been involved in. If you plan to ask respondents about collisions they have been involved in, it would be best practice to warn them of this in the information at the beginning of your questionnaire.

**In the past 3 years, how many collisions (including injury to at least one person, damage-only to vehicles or both) have you been involved in?** *(This figure should include collisions both on and off road, regardless of blame.)* 2

None

1

2

3

4

 5 or more

Prefer not to say

**Thinking of the last three collisions you have been involved in, how many vehicles were damaged as a result of the collision(s)?** *(Please tick one)* 2

*If you have not been involved in three collisions, please leave the appropriate columns blank.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Most recent  accident | Next most recent | One before that |
| None |  |  |  |
| Only your vehicle |  |  |  |
| Your vehicle plus 1 other |  |  |  |
| Your vehicle plus 2 others |  |  |  |
| Your vehicle plus more than 2 others |  |  |  |

Prefer not to say

**Thinking of the last three collisions you have been involved in, was anyone killed or injured as a result of the collision(s)?** *(Please tick the appropriate column)* 2

*If you have not been involved in three collisions, please leave the appropriate columns blank.*

|  |  |  |  |
| --- | --- | --- | --- |
| Anyone killed or injured? | Most recent  accident | Next most recent | One before that |
| Yes |  |  |  |
| No |  |  |  |

Prefer not to say

**Thinking of the last three collisions you have been involved in, to what extent do you think that you were to blame for the collision(s)?** *(Please circle the number that best describes how you wish to answer the question) 1 means not at all and 7 means entirely.*2

*If you have not been involved in three collisions, please leave the appropriate columns blank.*

|  |  |
| --- | --- |
|  | **Not at all Entirely** |
| Most recent collision | 1—2—3—4—5—6—7 |
| Next most recent | 1—2—3—4—5—6—7 |
| One before that | 1—2—3—4—5—6—7 |

Prefer not to say

**Thinking of the last three collisions you have been involved in, on what type of road did the collision(s) occur?** *(Please tick the appropriate column)* 2

*If you have not been involved in three collisions, please leave the appropriate columns blank.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of road** | **Most recent**  **accident** | **Next most**  **recent** | **One before that** |
| Dual carriageway/motorway |  |  |  |
| Busy main urban road |  |  |  |
| Quiet urban road |  |  |  |
| Busy main rural road |  |  |  |
| Quiet rural road |  |  |  |
| Other (please specify below) |  |  |  |

Prefer not to say

Prefer not to say

**In the past 12 months, have you been injured while cycling?**

Yes

No

Don’t know

Prefer not to say

**Please give details of the most recent incident you have been involved in.**

**In the past 12 months, how many times have you been injured while cycling?**

0 times

1-2 times

3-4 times

More than 5 times

Don’t know

Prefer not to say

**Thinking of the most serious incident you have been involved in whilst cycling within the last 12 months, how serious was your injury?**

 Slight (e.g. minor cuts, sprains, bruises)

 Serious (e.g. any injury requiring hospital admission, fractures, severe cuts)

Prefer not to say

# Young drivers

These questions are appropriate for those carrying out an intervention with young drivers. These questions can be used to understand who taught them to drive, the number of professional lessons and the amount of private driving practice they had and their motivations for learning to drive.

**Who taught you how to drive?** *(Please tick all that apply)*

A professional driving instructor

A relative

A friend

Other *(please specify)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How many professional lessons did you have?** *(Please provide an estimate)*

**How many hours of private practice did you have?** *(Please provide an estimate)*

**What was the main motivation for you to learn to drive?**

Independence

Commuting to work

Commuting to school/college/university

Influenced by peers

Other (please specify below)

**How important to you are the following qualities to you when buying a car?** *(Please tick the appropriate column)* 2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all  important | Not important | Indifferent | Important | Very important |
| Acceleration |  |  |  |  |  |
| Reliability |  |  |  |  |  |
| Price |  |  |  |  |  |
| Engine size |  |  |  |  |  |
| Safety |  |  |  |  |  |
| Appearance |  |  |  |  |  |
| Price of insurance |  |  |  |  |  |

**Who owns the car that you usually drive? 2**

Yourself

Parents

Husband/Wife/Partner

Employer

Friend

Boyfriend/ Girlfriend

Hire / Lease Company

Other *(please specify below)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please indicate the general purpose of your journeys over an average week in terms of percentage of time spent driving your car.** *(These percentages should add up to 100%)*2

|  |  |
| --- | --- |
| **Purpose of journey** | **Percentage** |
| Commuting (e.g. to from work/school/college) |  |
| Leisure (e.g. shopping, visiting friends, pubs, cinema and sport) |  |
| Other *(please specify by writing on lines below)* |  |

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please indicate the proportions of your driving time when you are alone and when you have passengers with you.** *(These percentages should add up to 100%) 2*

|  |  |
| --- | --- |
| **Driving...** | **Percentage %** |
| Alone |  |
| With parents |  |
| With friends |  |
| With partner/spouse |  |
| With children |  |
| Other *(please specify by writing on the lines below)* |  |

# Driving ability

These questions can be used to rate the ability of the driver and to understand whether they have undertaken any further training since passing their driving test, so that any differences in how they responded to an evaluation can be identified..

**How would you rate the quality of your driving?**

Excellent

Good

Average

Fair

Poor

**Have you had any extra driving training or attended any driving courses since passing your driving test?**

Yes *(please specify below)*

No

# References

1 Lee, L. and Humphrey, A. (2010) *Attitudes to Road Safety: Analysis of Driver Behaviour Module, 2010 NatCen Omnibus Survey,* DfT.

2 Department for Transport (DfT) (1993) *‘Driver Attitude and Behaviour Questionnaire’*.