



SCOTTISH EXECUTIVE

# FOOLSPEED - 2005 RESULTS TABLES POST-CAMPAIGN EVALUATION

Scottish Opinion Ltd

Scottish Executive Social Research  
2005





**Q1 - Are you a regular driver? By age, gender & social grade.**

	Base	Age						Gender		Social Grade			
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE
Unweighted	1001	88	142	187	183	183	218	441	560	163	326	224	288
Weighted	1001	113	195	198	160	131	204	478	522	186	280	200	334
Yes	620	49	125	145	118	82	100	339	280	158	186	132	143
		62%	44%	64%	73%	74%	63%	49%	54%	85%	66%	66%	43%
No	381	64	70	53	42	49	103	139	242	28	94	69	191
		38%	56%	36%	27%	26%	37%	29%	46%	15%	34%	34%	57%

Regular drivers appear to be predominantly in the 35-54 year old age groups, male and within the AB socio-economic grade.

**Q1 - Are you a regular driver? By Region.**

	Base	STANDARD SCOTTISH REGIONS							
		Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	1001	56	28	74	118	91	136	434	64
Weighted	1001	55	24	77	114	88	140	444	59
Yes	620	39	17	53	78	68	93	235	36
		62%	70%	73%	69%	68%	78%	67%	53%
No	381	16	6	23	37	20	46	209	23
		38%	30%	27%	31%	32%	22%	33%	47%

Highlands & Islands (78%) appears to have a significantly higher proportion of regular drivers compared to the average (62%)



**Q2 - Have you seen any advertising about speeding recently? By age, gender & social grade.**

	Base	Age						Gender		Social Grade			
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE
Unweighted	1001	88	142	187	183	183	218	441	560	163	326	224	288
Weighted	1001	113	195	198	160	131	204	478	522	186	280	200	334
Yes	581	73	113	112	97	77	109	277	304	119	169	122	171
	58%	65%	58%	57%	61%	58%	54%	58%	58%	64%	60%	61%	51%
No	405	39	81	86	59	50	90	193	212	65	108	74	157
	40%	35%	41%	43%	37%	38%	44%	40%	41%	35%	39%	37%	47%
Don't know	15	1	2	-	4	4	4	8	6	2	3	4	6
	1%	1%	1%	-	2%	3%	2%	2%	1%	1%	1%	2%	2%

Recall of any recent advertising about speeding appears not to vary significantly across age group, gender or socio-economic grading



**Q2 - Have you seen any advertising about speeding recently? By Region.**

	Base	STANDARD SCOTTISH REGIONS							
		Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	1001	56	28	74	118	91	136	434	64
Weighted	1001	55	24	77	114	88	140	444	59
Yes	581	32	12	49	73	61	78	238	40
	58%	57%	51%	64%	63%	69%	56%	54%	68%
No	405	24	10	25	40	25	58	205	19
	40%	43%	42%	32%	35%	29%	41%	46%	32%
Don't know	15	-	2	3	2	3	4	1	-
	1%	-	7%	4%	2%	3%	3%	0%	-

Recall of recent advertising about speeding appears to be higher amongst those residing in Highlands & Islands (69%) and Tayside (68%) compared to the average (58%)



**Q2 - Have you seen any advertising about speeding recently? By Driver.**

	Base	Are you a regular driver?	
		Yes	No
Unweighted	1001	613	388
Weighted	1001	620	381
Yes	581	382	199
	58%	62%	52%
No	405	225	180
	40%	36%	47%
Don't know	15	12	3
	1%	2%	1%

Not surprisingly, recall of recent advertising about speeding appears to be significantly higher amongst those who drive regularly (62%) than those who do not (52%)





Q3 - What was the name of the campaign? Continued. By age, gender & social grade.

	Base	Age						Gender		Social Grade			
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE
Unweighted	585	57	82	105	111	112	118	257	328	105	196	138	146
Weighted	581	73	113	112	97	77	109	277	304	119	169	122	171
National speedweek	-	-	-	-	-	-	-	-	-	-	-	-	-
No speeding	1	1	-	-	-	1	-	1	1	1	1	-	-
	0%	1%	-	-	-	1%	-	0%	0%	1%	0%	-	-
Reduce speed in villages	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Seatbelts	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Slow down	2	-	-	2	-	-	-	-	2	-	1	1	-
	0%	-	-	2%	-	-	-	-	1%	-	1%	1%	-
Slow down in town	2	-	1	-	1	-	-	1	1	-	-	1	1
	0%	-	1%	-	1%	-	-	0%	0%	-	-	1%	1%
Slow down to 5 to save lives	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Speed awareness	1	-	-	-	1	-	-	1	-	-	-	1	-
	0%	-	-	-	1%	-	-	0%	-	-	-	1%	-
Speed kills / speeding kills / speedkills	20	3	4	6	4	2	-	11	9	7	3	5	5
	3%	4%	4%	5%	4%	2%	-	4%	3%	6%	1%	4%	3%
Speeding costs	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Think speed / think! / Stop, think	4	3	1	-	-	-	-	3	1	3	1	-	-
	1%	4%	1%	-	-	-	-	1%	0%	3%	1%	-	-
Too many drivers speeding	1	-	-	1	-	-	-	-	1	-	1	-	-
	0%	-	-	1%	-	-	-	-	0%	-	1%	-	-



Q3 - What was the name of the campaign? Continued. By age, gender & social grade.

	Base	Age						Gender		Social Grade			
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE
Unweighted	585	57	82	105	111	112	118	257	328	105	196	138	146
Weighted	581	73	113	112	97	77	109	277	304	119	169	122	171
TV ad with 2 folk, one says the other is a mug	-	-	-	-	-	-	-	-	-	-	-	-	-
Twenty's plenty / 20's plenty	21	2	6	2	4	4	4	9	12	4	6	4	7
	4%	3%	5%	2%	4%	5%	4%	3%	4%	3%	4%	3%	4%
Watch your speed	6	-	-	2	2	2	-	4	2	1	1	1	3
	1%	-	-	2%	2%	3%	-	1%	1%	1%	0%	1%	2%
30's plenty	14	6	3	1	1	1	1	11	3	4	4	5	1
	2%	9%	3%	1%	1%	1%	1%	4%	1%	3%	3%	4%	0%
Other(SPECIFY)	6	1	1	-	1	2	1	3	3	-	5	1	-
	1%	2%	1%	-	1%	3%	1%	1%	1%	-	3%	1%	-
Unsure	400	43	77	67	66	56	93	183	217	75	112	87	126
	69%	58%	68%	59%	68%	73%	85%	66%	71%	63%	66%	71%	74%





Q3 - What was the name of the campaign? Continued. By Region.

	Base	STANDARD SCOTTISH REGIONS							
		Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	585	35	15	48	73	60	77	233	44
Weighted	581	32	12	49	73	61	78	238	40
No speeding	1 0%	-	-	-	-	-	1 1%	1 0%	-
Reduce speed in villages	-	-	-	-	-	-	-	-	-
Seatbelts	-	-	-	-	-	-	-	-	-
Slow down	2 0%	-	-	-	-	-	2 2%	-	-
Slow down in town	2 0%	-	-	-	-	-	2 3%	-	-
Slow down to 5 to save lives	-	-	-	-	-	-	-	-	-
Speed awareness	1 0%	-	-	-	-	1 1%	-	-	-
Speed kills / speeding kills / speedkills	20 3%	1 4%	1 5%	2 3%	1 1%	2 4%	5 6%	8 3%	1 2%
Speeding costs	-	-	-	-	-	-	-	-	-
Think speed / think! / Stop, think	4 1%	-	-	-	1 2%	-	-	3 1%	-
Too many drivers speeding	1 0%	-	-	-	-	-	1 1%	-	-



Q3 - What was the name of the campaign? Continued. By Region.

	Base	STANDARD SCOTTISH REGIONS							
		Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	585	35	15	48	73	60	77	233	44
Weighted	581	32	12	49	73	61	78	238	40
TV ad with 2 folk, one says the other is a mug	-	-	-	-	-	-	-	-	-
Twenty's plenty / 20's plenty	21	-	-	-	2	-	7	12	1
	4%	-	-	-	3%	-	9%	5%	2%
Watch your speed	6	-	1	1	-	1	3	1	-
	1%	-	5%	2%	-	1%	4%	0%	-
30's plenty	14	-	-	1	8	1	-	4	-
	2%	-	-	2%	11%	2%	-	2%	-
Other(SPECIFY)	6	-	-	-	3	1	-	3	-
	1%	-	-	-	4%	1%	-	1%	-
Unsure	400	24	9	40	51	38	43	172	22
	69%	76%	78%	83%	70%	64%	55%	72%	56%



Q3 - What was the name of the campaign? By Driver.

	Base	Are you a regular driver?	
		Yes	No
Unweighted	585	379	206
Weighted	581	382	199
Are you too close?	-	-	-
Cameras cut crashes	-	-	-
Check your speed	4 1%	3 1%	1 0%
Crack down for 1st April	-	-	-
Cut down speed	9 2%	3 1%	6 3%
Don't speed over 30mph in a built up area	31 5%	22 6%	9 5%
Foolspeed	31 5%	24 6%	7 4%
Kill speed / kill speed now / kill your speed	28 5%	24 6%	4 2%
Know the Score	-	-	-
National no speeding day / national no speed day / national speed day / no speeding day	-	-	-
National speedweek	-	-	-
No speeding	1 0%	1 0%	1 0%
Reduce speed in villages	-	-	-



**Q3 - What was the name of the campaign? Continued. By Driver.**

	Base	Are you a regular driver?	
		Yes	No
Unweighted	585	379	206
Weighted	581	382	199
Seatbelts	-	-	-
	-	-	-
Slow down	2	2	-
	0%	0%	-
Slow down in town	2	2	-
	0%	1%	-
Slow down to 5 to save lives	-	-	-
	-	-	-
Speed awareness	1	1	-
	0%	0%	-
Speed kills / speeding kills / speedkills	20	14	6
	3%	4%	3%
Speeding costs	-	-	-
	-	-	-
Think speed / think! / Stop, think	4	2	2
	1%	0%	1%
Too many drivers speeding	1	1	-
	0%	0%	-
TV ad with 2 folk, one says the other is a mug	-	-	-
	-	-	-
Twenty's plenty / 20's plenty	21	14	7
	4%	4%	3%
Watch your speed	6	6	-
	1%	2%	-
30's plenty	14	6	8
	2%	2%	4%
Other(SPECIFY)	6	5	1
	1%	1%	1%
Unsure	400	252	148
	69%	66%	74%

Of all those who recall seeing advertising about speeding recently, a relatively high proportion (69%) are unsure as to which ads they have seen advertising about speeding

Given that this was spontaneous ad re-call, 5% recall of Foolspeed is promising



**Fieldwork Details**

<b>Project</b>	Scottish Executive - Foolspeed
<b>Sample</b>	1000 Scottish adults age 18+ Weighted to be representative of the Scottish population by age, sex and social grade All 73 Scottish Parliamentary constituencies
<b>Sampling points</b>	Telephone interviews by CATI (Computer Aided Telephone Interviewing)
<b>Methodology</b>	18th Jan 2005
<b>Fieldwork dates</b>	7 days
<b>Fieldwork length</b>	

<b>Q3 - What was the name of the campaign?</b>	
ALL THOSE WHO WANT TO STOP SPEEDING, RAISE YOUR RIGHT FOOT / TAKE YOUR RIGHT FOOT OFF / RAISE YOUR RIGHT FOOT	3
SOMETHING ABOUT 30 MILES PER HOUR	1
SPEED KILLS	1
SPEEDWATCH	1
THE POLICE ONE	1

Q4a - What would you say is the main message of this advertising?	
Don't speed / stop speeding / don't drive fast / don't go so fast / don't drive to fast / not to speed / don't speed keep it at 30 / don't speed - it kills / don't speed, it's dangerous / don't speed, speed kills / don't drive fast or you'll cause accidents / don't speed in built up areas / Drive slower / go slow, speed kills / to get you to not speed / kill your speed	144
Slow down (114) / slow down because it's dangerous to speed / slow down for little kids / slow down in town / slow down keep to speed limit's / slow down in town / to slow down because speed kills / to slow down and be more careful / to slow down and keep to the speed limit / to slow down because it causes death / to slow down, especially where there's children / to slow drivers down / to go slower	129
Cut back speed / cut down your speed / cut down on speeding / cut down speed to stop accidents / cut down your speed, and you won't kill anyone / cut down your speed down to 30mph / cut down speed, it's dangerous / cut down the speed you drive at / people need to cut their speed / to limit your speed	46
Reduce your speed / reduce your speed to 30 / reduce your speed below 30 mph / reduce your speed to 30 in built up areas / reduce your speed (it was the ad where the girl comes back to life after being hit) / cut speed to save lives	23
Keep to the speed limit / keep to the speed limit of 30 miles per hour / keep to the speed limit to save lives	22
Keep your speed down / keep your speed down in the areas that you are driving in	20
30 plenty's / don't drive over 30 / drive 30 or below / drive 30 miles an hour, not faster / don't drive past 30 / keeping below 30 mph	11
Don't drink and drive / don't drink and take drugs in a car	11
Watch your speed	11
Be careful / take care / be more careful driving / to act with caution	11
Drink driving / drinking and driving	8
Only fools speed / only idiots speed / dumb people speed / it's silly to exceed the speed limit	7
If you have an accident the slower you go the less likely to kill someone you are / if you drive at 30 and you hit a child they'll live and if you drive at 40 they'll die / if you're slow you could hurt someone, if you're fast you could kill / the slower you go the less likely you will kill someone / thirty mph might not kill, 40 will	6
30 mph not 40mph / 30 mph not 40 / reduce speed from 40 to 30 in built up areas / to keep speed in public areas below 30 mph	6
Cut your speed down in built up areas / observe the speed limit in built up areas	5
Speeding can cause accidents / speeding is dangerous / you're more likely to have an accident if you speed	5
Cut your speed around school / cut your speed especially near schools	4
If you drive at thirty you are likely to save someone's life / keep to thirty because more people survive accidents / not to go too fast because someone can be saved at 30mph	4
20mph is plenty / slow to twenty / it's correct - 20 is fast enough in our streets	3

Q4a - What would you say is the main message of this advertising?	
Less speed does less damage if you hit someone / if you keep your speed down how much less damage it can do / if you slow down, people get less hurt in accidents	3
Drive below the limit	3
Kill your speed	3
30 mph, and if you go over it you'll kill more people / 30 mph would have lived / cause the child would have died at forty instead thirty	3
If you hit a child going 40 instead of going 30 you are 8% more likely to kill them / if you go slower less chance of killing someone / less likely to kill someone if you don't speed	3
Safety	2
Speeding	2
Speeding doesn't get you anywhere fast / speeding gets you no where	2
Speeding kills / that speed kills	2
Curb your speed drive according to the road conditions / be careful in poor conditions	2
It's really a case of if you go too quickly your unable to control your car and likely to be in danger / if you speed it will affect your driving	2
Save kids lives by going 20 instead of 30 / that a small change in speed from 30 to 20 can reduce the risk of fatality	2
Be sensible with speed even when inside limit's	1
Calm down on the roads	1
Check your speed and watch out for pedestrians	1
40 kills	1
10 mph makes all the difference	1
80 per cent survive if your under 30 mph	1
A few mph over the limit and you could kill someone	1
I suppose, some people they don't realise the speed they're going at	1
Be careful overtaking	1
Even 2 pints is enough	1
Don't drive too close to the boy in front, don't drive faster than the speed limit	1
Don't use mobile phones while driving	1
Don't kill little girls because you drive too fast	1
Drinking and driving costs lives	1
Driving to fast costs lives	1
Encourage sensible driving	1
For people to take it slower down side streets	1
Going over 30mph is far more dangerous	1
Good idea	1
How easy it is to cause fatality if you speed	1
If you hit someone at forty, they die.	1
If you speed, you're going to hurt somebody	1
If you're watching your speed and sticking to the speed limit, the consequences of being in an accident are less serious	1
It was speeding cars	1
It's about speed	1
Keep an eye out for kids	1
Let people know what's happening	1
Not drinking	1

Q4a - What would you say is the main message of this advertising?	
Safe driving	1
Save lives	1
Showing that there are more people ignoring the limit's	1
Be vigilant	1
Speed above 30 is significantly more dangerous	1
Speed and drunk driving	1
Speed kills children crossing roads	1
Speed limit	1
The speed limit is there for a reason	1
Speeding is unnecessary	1
Speeding...especially in a 30 zone	1
Take responsibility for your own actions and slow down	1
Taking care over speeding because it kills	1
That cutting your speed increases chances of survival in an accident	1
The effects of speeding	1
The police were clamping down on it	1
There is a reason why you should drive at 30	1
They don't know what they are talking about speed doesn't kill it is the driver	1
Think while you drive	1
To avoid speeding in restricted areas	1
To enforce the speed limit, and convey the message that speeding is wrong	1
To remember that there are people and children out there	1
Obey the law	1
To shock people into slowing their speed	1
To stop people from going so fast	1
Caution and less speed, and watch road conditions	1
What the punishments for speeding are	1
You can kill	1
You don't need to exceed the speed limit	1