

Quantitative and Qualitative Study of NSW Drivers' Knowledge, Attitudes and Behaviours in Relation to Fatigue

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Introduction

- In 2012p* fatigue was a factor in 17% fatalities & 9% injuries on NSW roads
- Key risk factors include lack of sleep, long hours awake, driving at night & driving without rest
- Fatigue cannot be objectively measured easily & no legislation exists for light vehicles
- Public education is therefore a key behavioural countermeasure
- In 2012, knowledge, attitude & behaviour research was conducted to inform future countermeasures

STOP SNIVELLING
AND GET BACK
TO **WORK**

LENSIP POWERCAPS
12 HOUR PROLONGED RELEASE
1 DOSE. 12 HOURS RELIEF.

NEW
Codral Relief MAX
strength
Cold & Flu
+ Decongestant

THE WORLD DOESN'T STOP FOR SICK.
SOLDIER ON.

PRO PLUS
Caffeine
12 Tablets
feel more awake

FIGHT ON, BRAVE SOUL.
GET THROUGH THE SEASON
HALLS

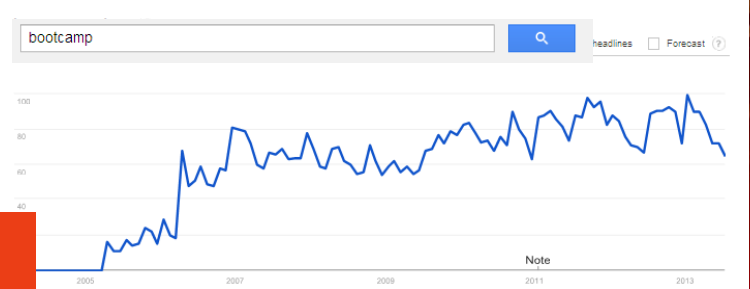
When your
PLACE IS ALL OVER THE HEAD
A DARE FIX'LL FIX IT.

dare
NEW BLEND
DOUBLE ESPRESSO

IT'S NOT OVER UNTIL I SAY IT IS.
TAKE EVERY ADVANTAGE.



NO PAIN NO GAIN



XTREME NO
BUILD MUSCLE!
NITRIC OXIDE (NO) BOOSTER AND MUSCLE BUILDING PROGRAM

- ✓ DAY-LONG PERPETUAL RELEASE
- ✓ BOOST YOUR LOAD CAPACITY
- ✓ MAXIMIZE FULL BODY RECOVERY
- ✓ IMPROVES MASCULINITY by increasing Nitric Oxide

FREE BOTTLE OFFER
On Select Packages

IF YOU KEEP GOING, YOU WON'T REGRET IT.
IF YOU GIVE UP, YOU WILL.

HASFIT.COM
THE BEST FREE WORKOUTS

KEEP CALM AND GET THE JOB DONE

AFTER 27 HOURS IN LABOR, A PERSON NEEDS A REST. 12 DAYS SHOULD DO IT.

GREATNESS GOES THE EXTRA MILE.

@MO FARAN @MARKETCOUNT

PRO PLUS
It's Your WEDDING

Methodology

- Online survey n=1,002 NSW drivers
 - Metro and regional
 - *Previous surveys in 2001 & 2006*
- 8 x 1.5 hour mini focus groups
 - Males and females 17-79 years
 - Sydney & regional locations
- Literature review by Transport and Road Safety (TARS) Research, UNSW assisted survey development



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Results



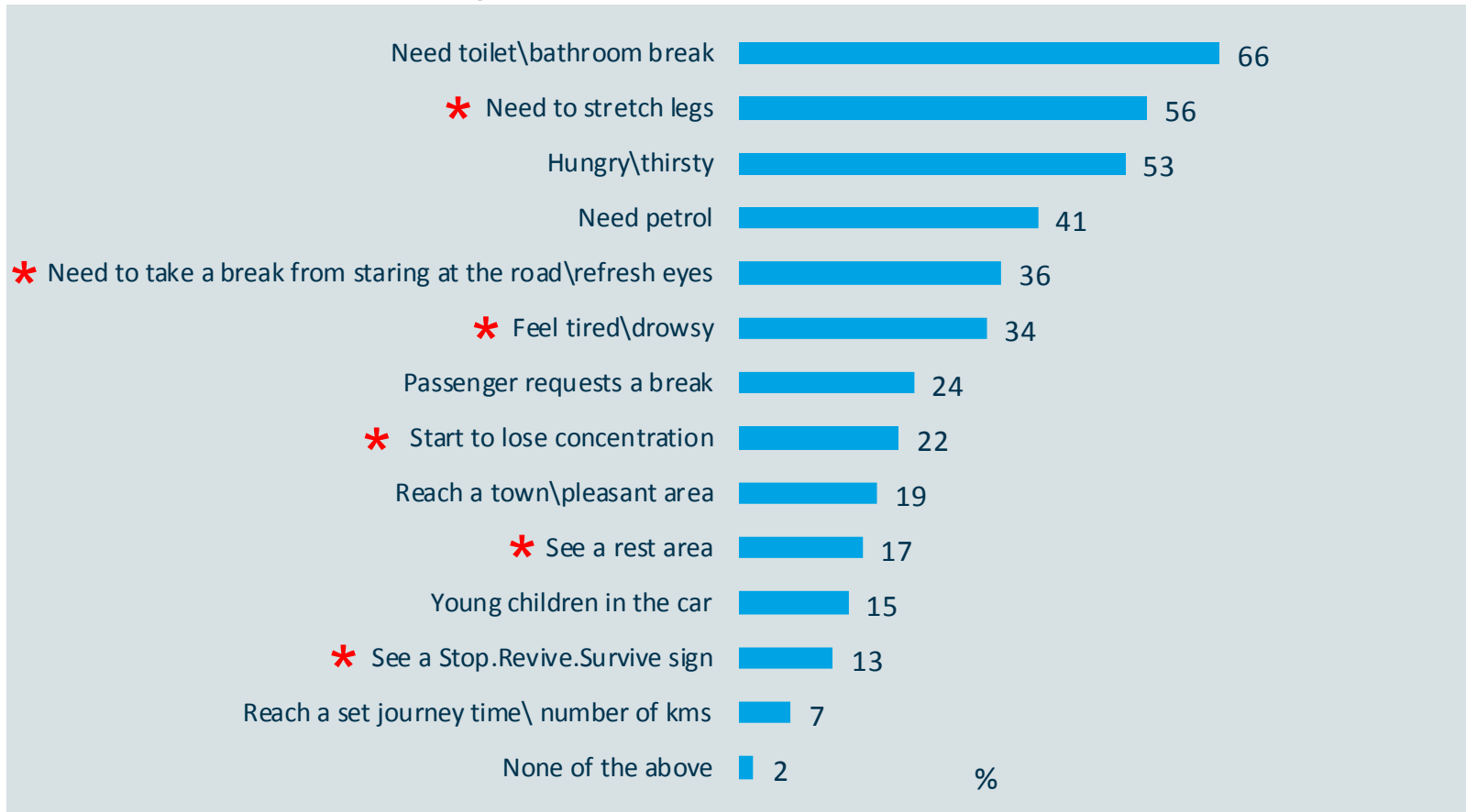
Current Driving Behaviour

- Drivers do not plan short trips
- Limited planning for long trips



Current Driving Behaviour

Reasons for taking a break

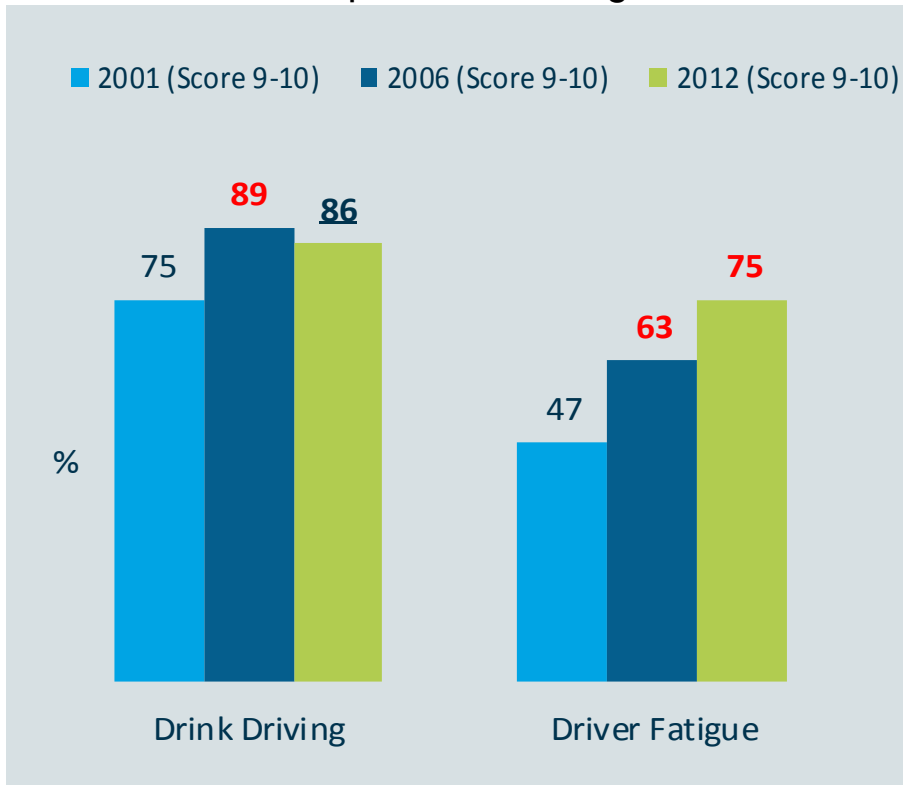


Base: All survey respondents (n=1002). Q5 Thinking about driving on a long trip, what prompts you to take a break? (Prompted)

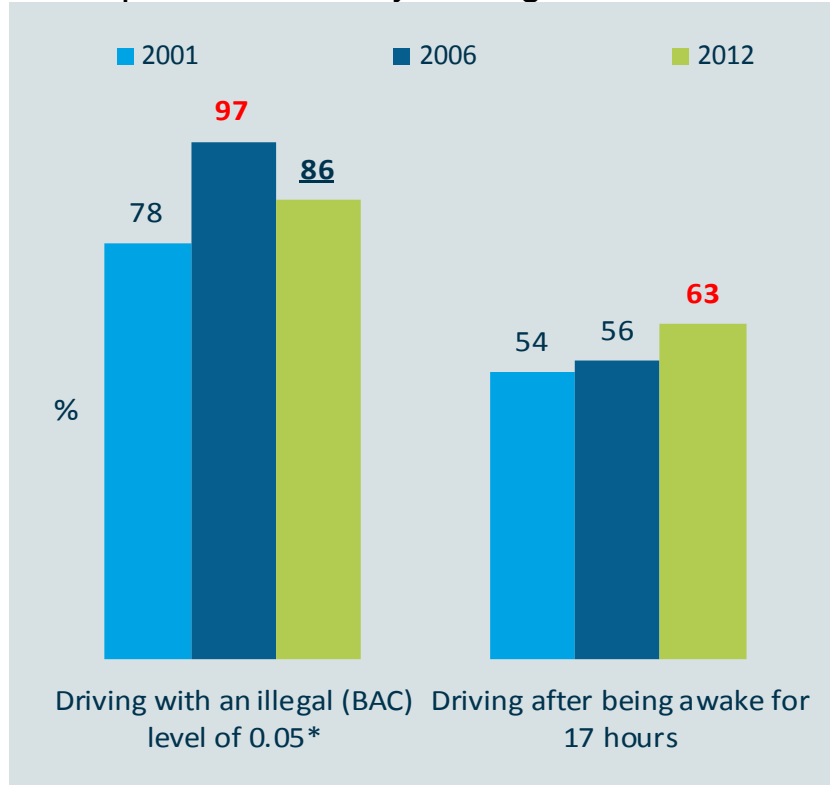
Understanding of Fatigue

- Fatigue increasingly perceived as serious, but less so than other road safety issues

Seriousness Perceptions of Driving Factors



Perceptions of Morally Wrong Behaviours



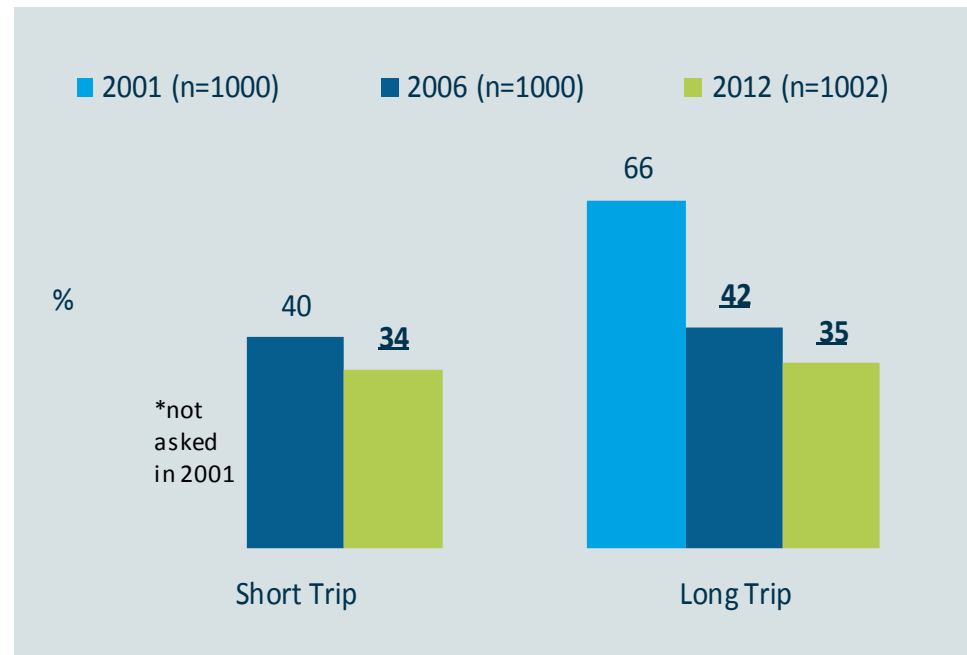
Base: All survey respondents (2012 n=1002). Q. There are four factors which have a major influence on death and serious injury on NSW roads. Using the slider below, where 0 is not at all serious and 10 is extremely serious; please show how serious you believe the following factors to be on death and serious injury on NSW roads (2001, 2006 & 2012)

Base: All survey respondents (2012 n=1002) Q. Which, if any, of these driving behaviours do you believe are morally wrong?(2001, 2006 & 2012) * NOTE: A BAC of 0.06 was measured in previous years.

Understanding & Experiences of Fatigue

- Fatigue only recognised as an issue on long trips
- But is also experienced on short trips

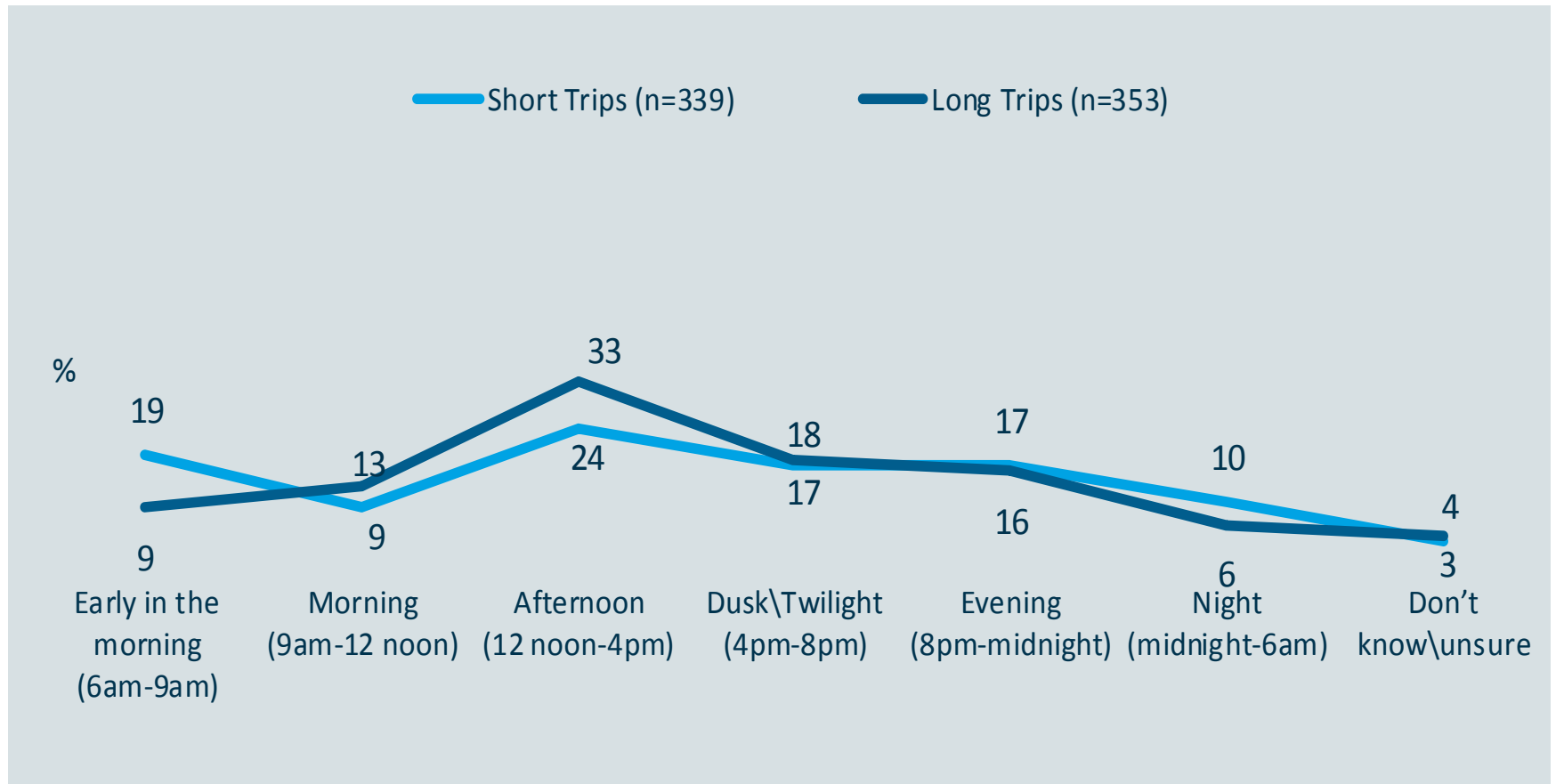
Incidence of Experiencing Fatigue



Base: All survey respondents (n=1002) Q. Have you driven at any time in the last 12 months on a long trip (more than 2 hours, outside of town) where you've felt quite tired? Q10a. Have you driven at any time in the last 12 months on a short trip (less than 2 hours, within your home city/town) where you've felt quite tired? (2006 & 2012)

Experiences of Fatigue

Experiences of fatigue by time of day



Base: Survey respondents who experienced driver fatigue on: short trips (n=339), long trips (n=353) Q9c. Thinking about the last time you were driving but felt quite tired on a long trip, what time of day was it? Q10c. Thinking about the last time you were driving but felt quite tired on a short trip, what time of day was it?

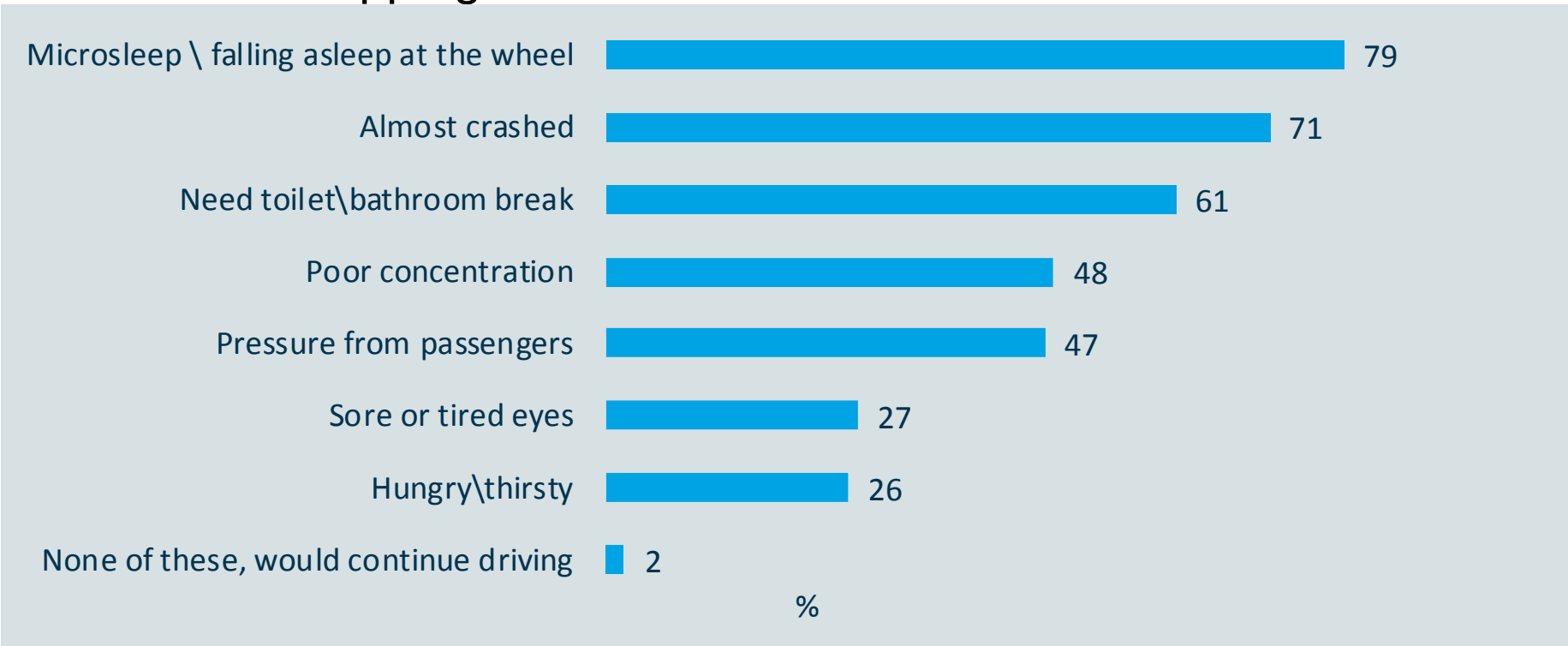
Experiences of Fatigue

- 40% males 17-29 years reported 20% of their driving occurs between 10pm & 6am
- Drivers aware of fatigue risk at night, but not during day - daytime fatigue often dismissed
- Drivers aware of early warning signs – but unable to judge when to stop driving
- 12% drivers experienced a microsleep in the previous 12 months

Experiences of Fatigue

- Drivers want to push on

Reasons for stopping when close to destination

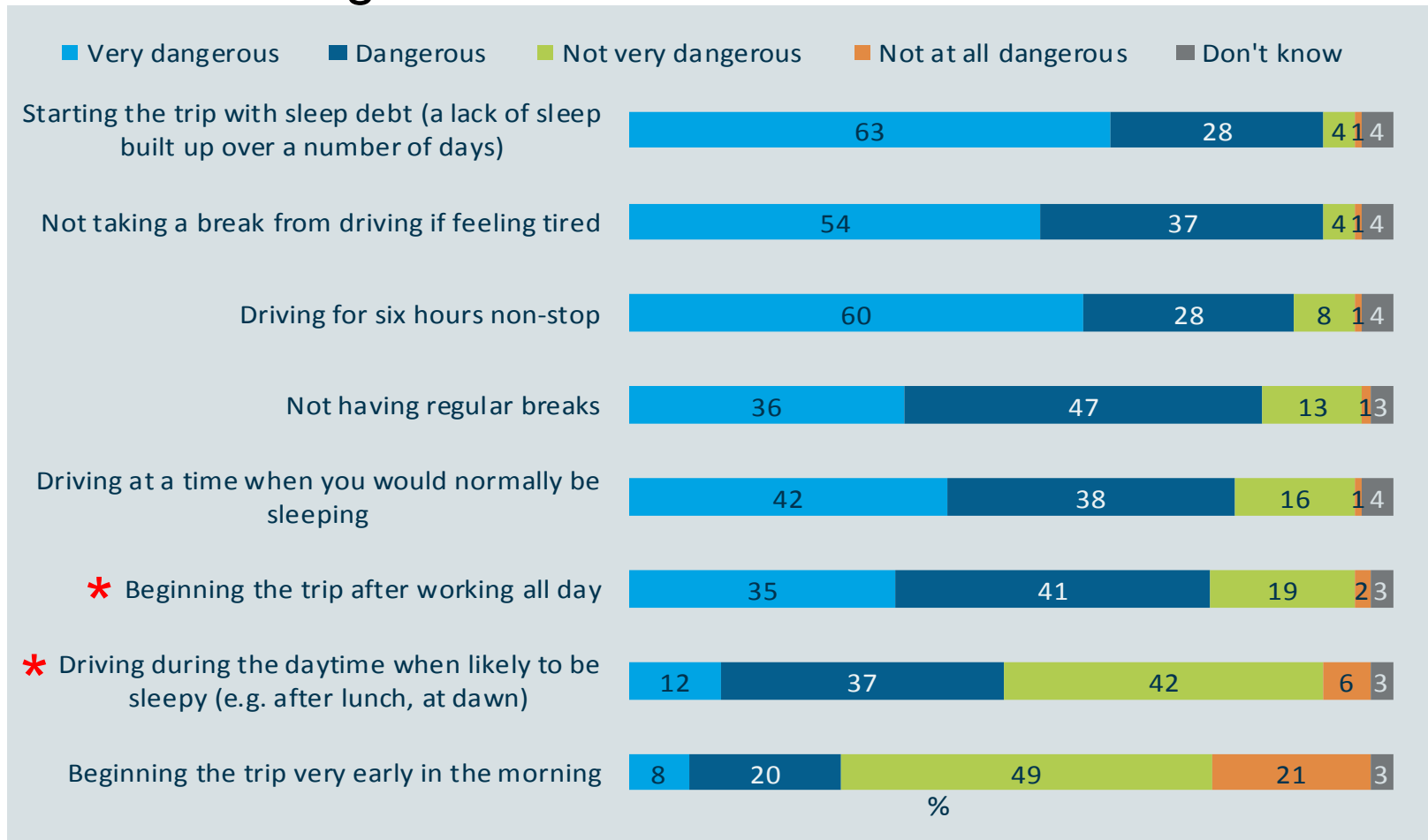


Base: All survey respondents (n=1002) Q17b. What would make you stop if you were feeling tired on a long trip even if you were X hours and X Minutes [insert from 17a] from your destination? (Prompted)

Q17a If you recognised that you were tired while driving on a long trip, how close would you have to be to your destination to 'push on' rather than take a break? (Prompted)

Attitudes and Barriers to Stopping when Fatigued

Perceived danger of behaviours



Base: All survey respondents (n=1002) Q20. If you had to take a long trip (more than 2 hours, outside of your home city/town), how dangerous do you think each of the following situations would be?

Attitudes and Barriers to Stopping when Fatigued

Reasons drivers drive when tired

They do not plan breaks in their trip



Prior activities and sleep are not always considered



They want to 'push on' – particularly when close to destination



They think there is nowhere to stop



Attitudes and Barriers to Stopping when Fatigued

Reasons drivers drive when tired (*continued*)

They cannot accurately assess their tiredness



They dismiss fatigue in the afternoon



Young drivers feel invincible



Males are too proud to pull over



Legislation for Driver Fatigue

- 52% supported making it illegal to drive while fatigued
- Similar support for:
 - ‘Driving after being awake for 17 hours’
 - ‘Driving having not slept in the last 24 hours’
- Of those who did not support, the main reason was feeling it would be too hard to police, judge or define

Conclusions

- Fatigue is increasingly being perceived as serious, but still not as serious as other road safety issues
- Legislation for fatigue has some support but measurement remains a difficulty
- Fatigue occurs on short trips as well as long – but is not considered as an issue on short trips
- Limited pre-planning of breaks, male pride and a desire to push on means younger male drivers take few breaks

Conclusions *(continued)*

- Drivers are unsure how tired is too tired, and their judgement of fatigue declines with fatigue
- Little awareness of fatigue as an issue during the daytime – but older drivers in particular experience it at this time
- Work, social activities & sleep/rest, and their impact on fatigue are not always being considered before driving

Currently developing a new public education campaign to address these issues



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Thank You

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