

Australian Automobile Association

SaferRoads

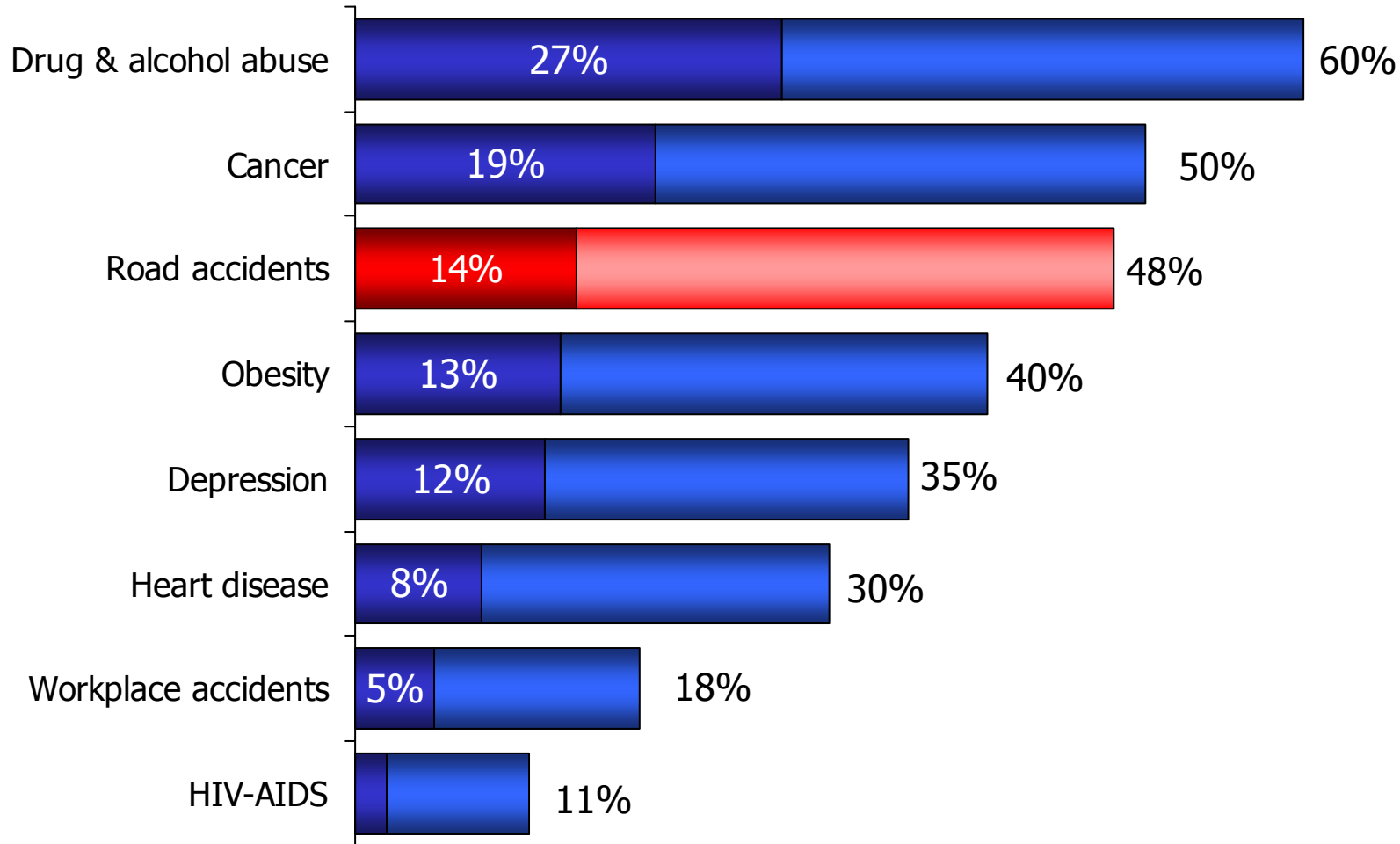
Key Results of July 2004 National Survey

**Prepared by:
ANOP Research Services
30 July 2004**

Relative Level of Concern about Road Crashes

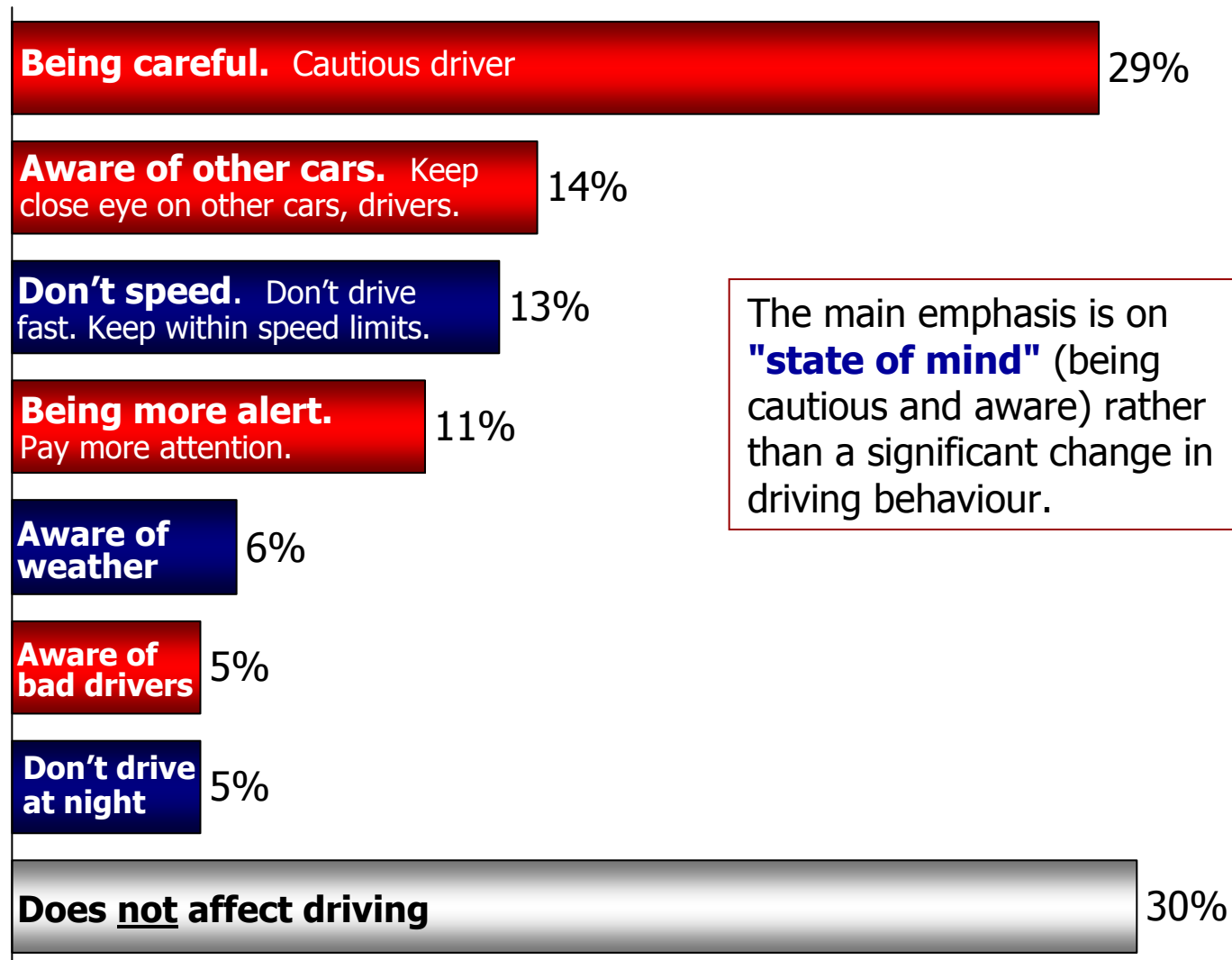


Ranking of health & safety issues: [Respondents nominated the most serious issue & then the next 2 most serious, from a list of 8]



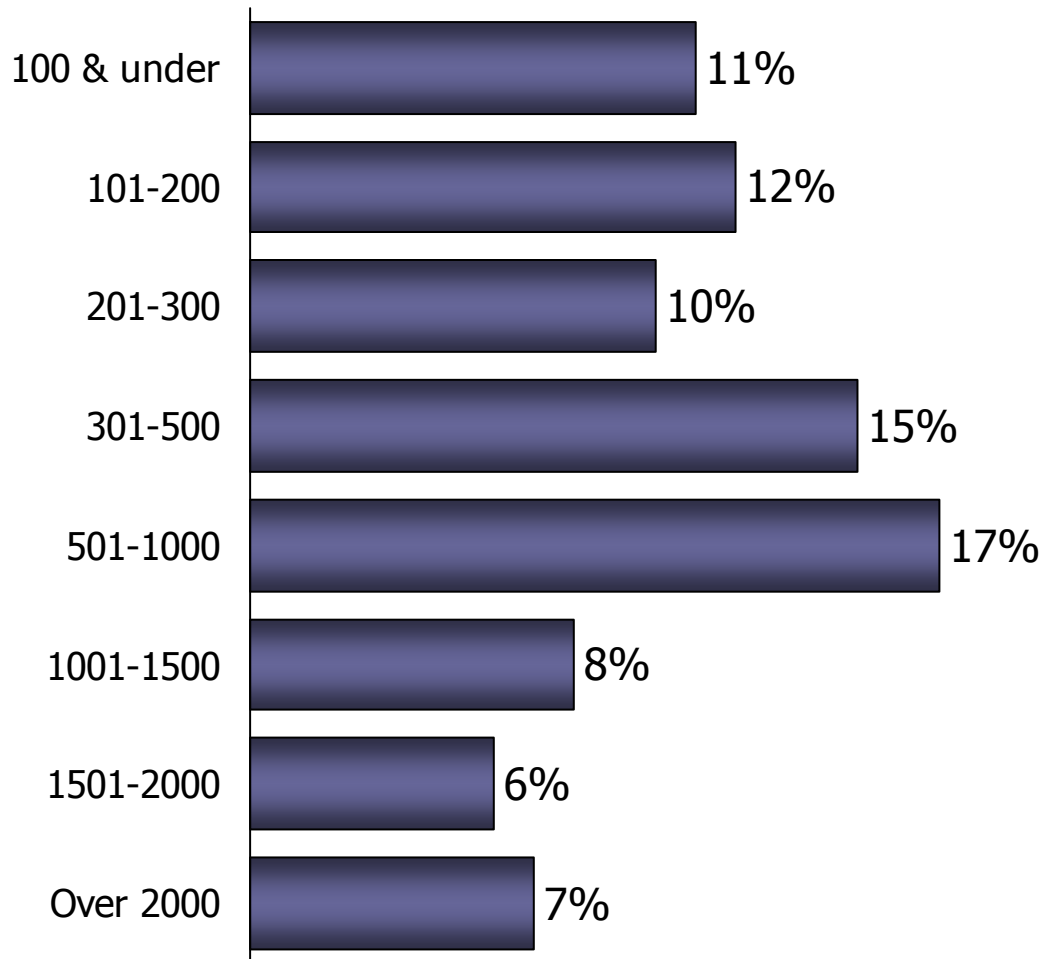
Impact of Concern on Driving Behaviour

How possibility of having accident affects driving? (open-ended question)



Estimated Road Toll

How many people killed on Australian roads in 2003? (open-ended question)

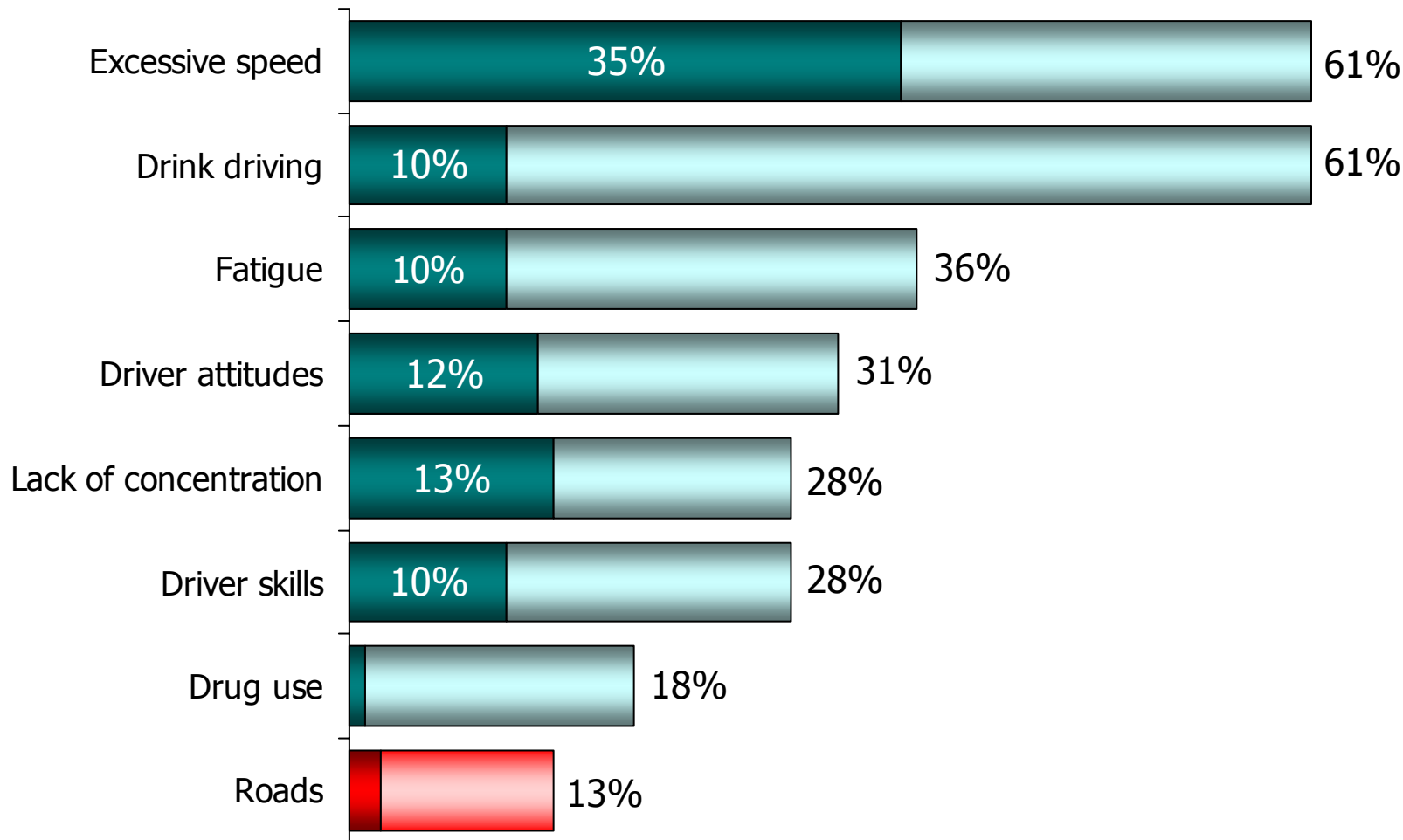


The road toll is **vastly under-estimated**. The median estimate is only 500, while the correct answer is 1628.

14% were unable to give an estimate

Perceived Causes of Road Crashes

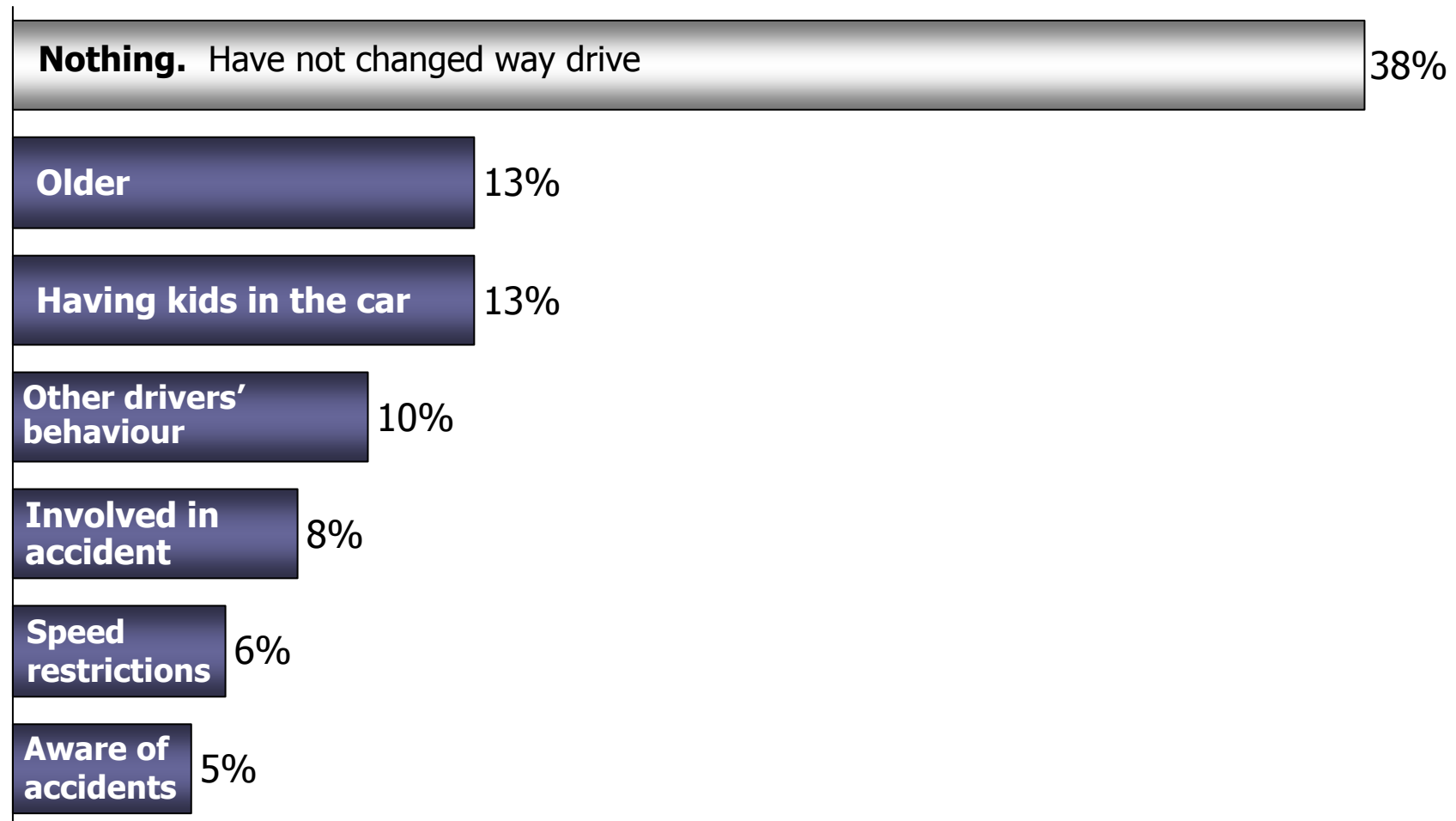
What causes road accidents? (Respondents nominated the single biggest cause & then 2 other important causes, in an open-ended question).



Other mentions: Young drivers (7%). Driving conditions (7%). Mobile phone use (7%)

Changes in Driver Behaviour

What has made you drive differently? (open-ended question)

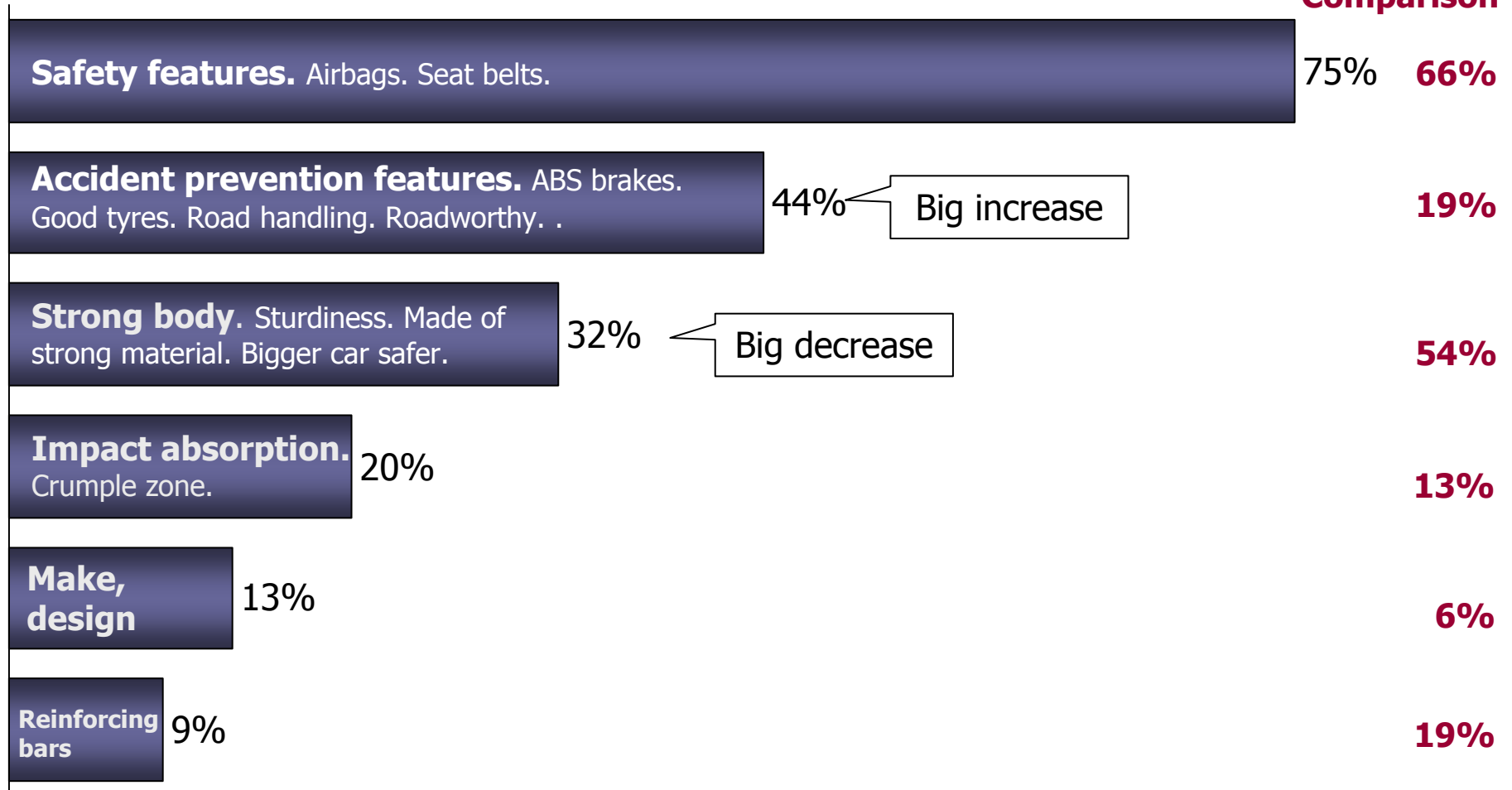


Other influences: More traffic (3%). TV advertising (3%). Family or friend involved in accident (3%).

Car Crashworthiness

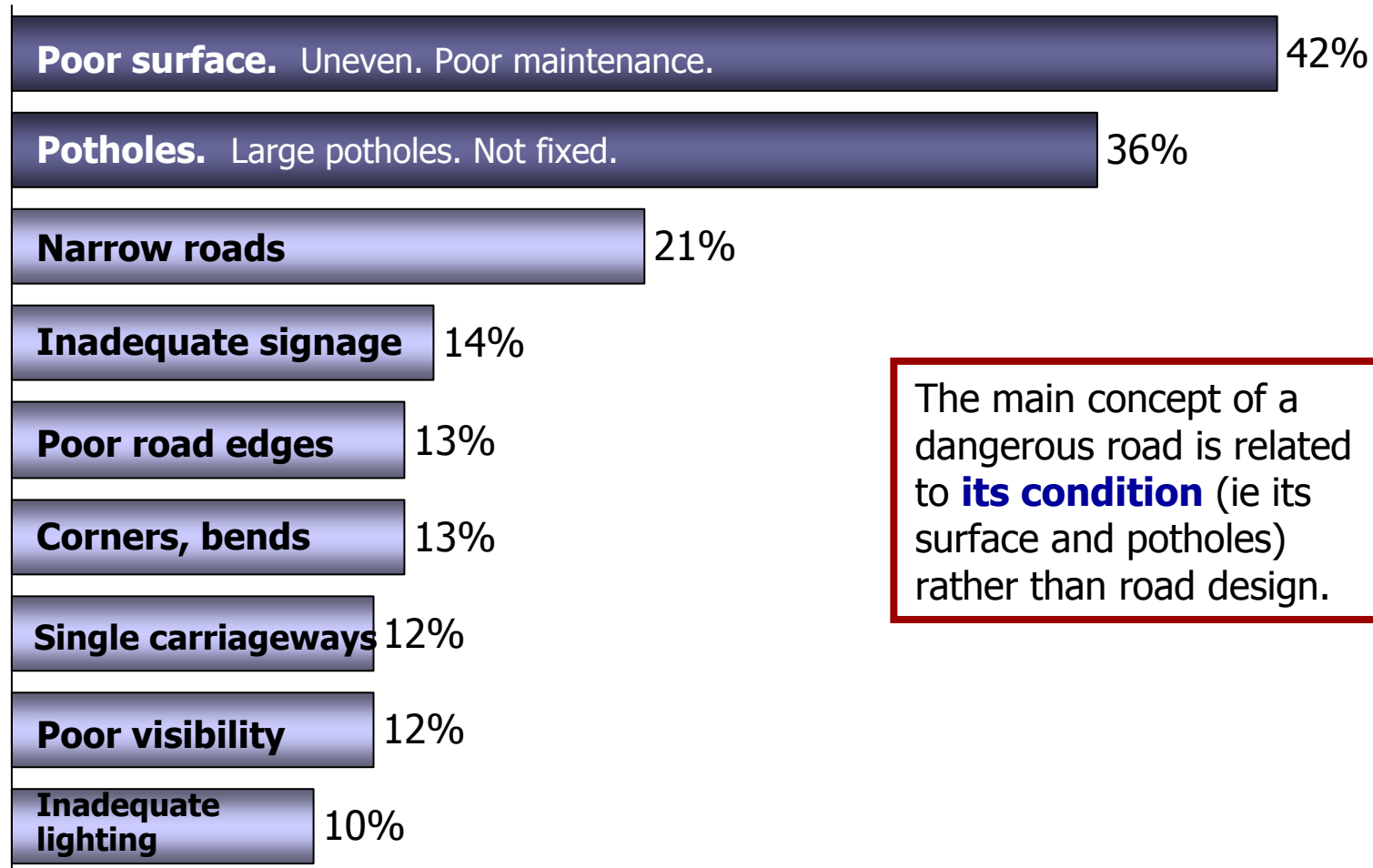
What helps to make a car safe in a crash? (open-ended question)

1997 Comparison



Concept of a Dangerous Road

What makes a road dangerous? (open-ended question)



The main concept of a dangerous road is related to **its condition** (ie its surface and potholes) rather than road design.

Others below 10%: Conflict points . Unsealed roads . Traffic volume .