Cruise Control
S1.8 Demonstrating authority – Standard, English Studies, EAL/D

Woolcott research (2012) – Attitudes and behaviours to driving fatigued

Males 17-29 years

- This segment is more likely to display negative behaviour (45% vs. 32% of all drivers) with respect to driving fatigued.

- Although they are less likely to drive on a daily basis (60% vs. 68% all drivers), they are significantly more likely to indicate that a higher proportion of their driving is done at night, with four in ten (40%) saying that more than 20% of their driving was done between the hours of 10pm and 6am (vs. 20% of all drivers).

- The 17-29 year male segment was generally of the mindset that they are somewhat invincible and therefore capable of ‘pushing on’, even when they do experience signs of fatigue. They were more likely to agree that if they ‘have to be somewhere by a certain time I know I can keep driving on a long trip without stopping (37% vs. 26% of all drivers),

- They were also less inclined to prepare themselves by ‘having a good night’s sleep’ (57% vs. 72% of all drivers) before taking a long trip.

- They are less likely to agree that ‘it is dangerous for the average driver to ignore the early warning signs of driver fatigue’ (67% vs. 90% of all drivers) or that ‘it is dangerous for them to ignore the early warning signs’ (66% vs. 88% of all drivers) or that they ‘would be prepared to miss out on something they like in order to get a good night’s sleep’ (55% vs. 74% of all drivers),

- They are more likely to agree that their ‘driving is not affected by missing a few hours’ sleep the night before’ (34% vs. 22% of all drivers); and that they’d ‘prefer to keep going even if they were tired than stop for a break’ (23% vs. 13% of all drivers).

- They are of the belief that ‘being tired doesn’t change my ability to drive’ (26% agree vs. 13% of all drivers agree) and ‘driving when I am tired is not really dangerous’ (20% agree vs. 12% of all drivers agree).

- They were less likely to perceive the situations as dangerous, particularly when it came to ‘beginning a trip after working all day’ (49% considered it dangerous vs. 76% of all drivers), or ‘driving during the daytime when likely to be sleepy’ (40%).

- They were also less likely to perceive driver fatigue as a serious road safety issue (45% rated it 9 or 10 out of 10 for seriousness vs. 75% of all drivers).

- They were also more likely to have experienced boredom’ (49% vs. 35% of all drivers) and ‘blurred vision’ (27% vs. 15% all drivers) and 8% suggested that they would keep driving after falling asleep at the wheel (vs. 2% of all drivers). They were less likely to stop straight away on experiencing a microsleep/falling asleep at the wheel (74% would stop straight away vs. 86% of all drivers).

- They were also more likely to claim not to know the warning signs of fatigue (28% claimed not to know vs. 9% of all drivers). They were more likely to keep driving even when tired in order to not ‘waste time’ (30% vs. 17% of all drivers). Young males in particular, suggested that they carry on driving even when tired for fear of being seen to be weak or unable to handle the drive.