

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 **'its 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.**