

TIREDNESS March 2007

The Department carried out focus group research on the driver tiredness campaign in 2004 and it is this new research which has given a fresh insight into how the driver tiredness campaign should be developed.

The qualitative research carried out in November 2004 by Creative Research explored attitudes to the driver tiredness campaign and identified the best ways of taking it forward.

Addressing the symptoms of driver tiredness together with emphasising the importance of taking a break sooner than drivers otherwise might, were areas of the campaign which the research found required more emphasis.

The main findings of the attitudes among the sample were that drivers believed a good journey was one that could be made without stopping at all.

For many, the solution to driver tiredness was to wind down the windows and turn up the music and for male drivers refuelling the car or stopping for food or to go to the toilet was seen as 'taking a break'.

Male drivers aged 23-27 years, felt the government's advice was unrealistic, however some business drivers were intrigued by the 15 minute rest break concept.

From this research we have been able to develop a new and integrated campaign. Taking the campaign forward we will be focusing on three key areas targeted at three key audiences:

- 18-30 year old males - primary target group as research suggests that they are more likely to fall asleep at the wheel.
- **Leisure drivers** - driver further distances at key bank holiday times than they are used to.
- **Driving for work** - 40% of all fatigue related crashes involve someone who was at work at the time. (Loughborough Sleep Centre).