Young Drivers and Road Safety

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Abstract: Road injury is the leading cause of death and injury among young people aged 12–24 years in Australia and one young person dies on the road every day. Young people are at greater risk of injury and being involved in a car crash than any other age group. Unfortunately the inexperience young people have with driving and the fact they are still developing maturity, hazard perception and decision making skills into their 20s, means they are at greater risk of having a crash. The waste and suffering that is involved with car crashes is not only unintentional, but also on the whole largely preventable. The costs include hospitalisation, ongoing medical fees, pain and inconvenience caused by injuries, lost time from work, or lost productivity while recovering. This paper discusses the main risk factors involved in driver road crashes, and also examines the findings from a survey (n=60) of people's opinions of young drivers and road safety.

Keywords: Young people, Road Safety, Drivers, Risk Factors, Community Perceptions

Young Drivers and Road Safety in Australia

Road injury is the leading cause of death and injury among young people in Australia aged 12–24 years (AIHW 2012, 289; AIHW 2008, 1), with one young person dying on the road every day (Youthsafe 2014a; 2012) (see Figures 1 and 2). Figures 3 and 4 illustrate how young drivers 15-24 years are over-represented in the road crash death and injury statistics compared with older road user groups (AIHW 2008; MAA 2012; Youthsafe 2012). That is, young NSW drivers represent only 15% of all licensed drivers on the road, however they include 36% of annual road fatalities (Youthsafe 2014b). Further, drivers aged 17 to 20 years are over 11 times more likely to be killed than drivers aged 40 to 44 (AAA 2007, 1-2).

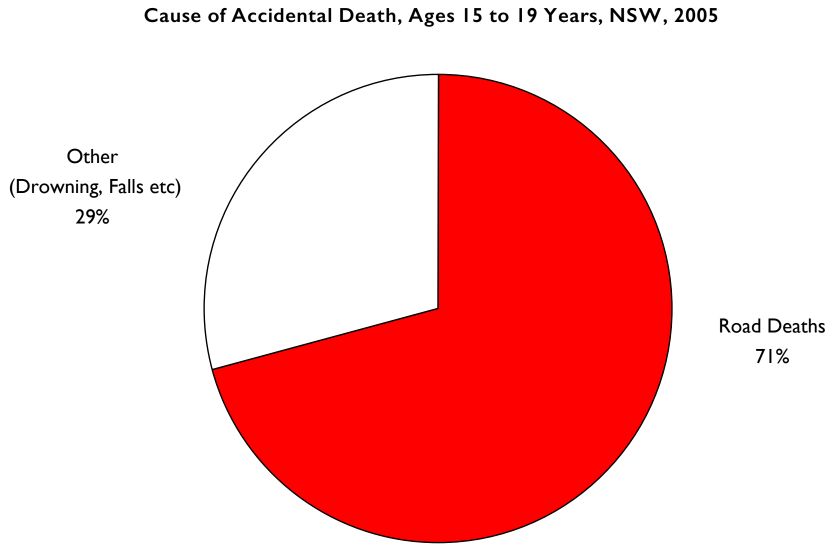

Figure 1. Road injury is the main cause of accidental death in 15-19 year olds (NSW Centre Road Safety 2009).

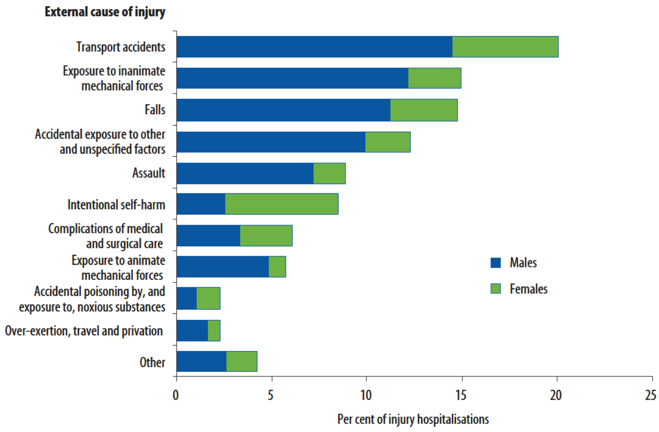

Figure 2. Transport accidents are the leading reason for hospitalisations caused by injury (AIHW 2008, 6).

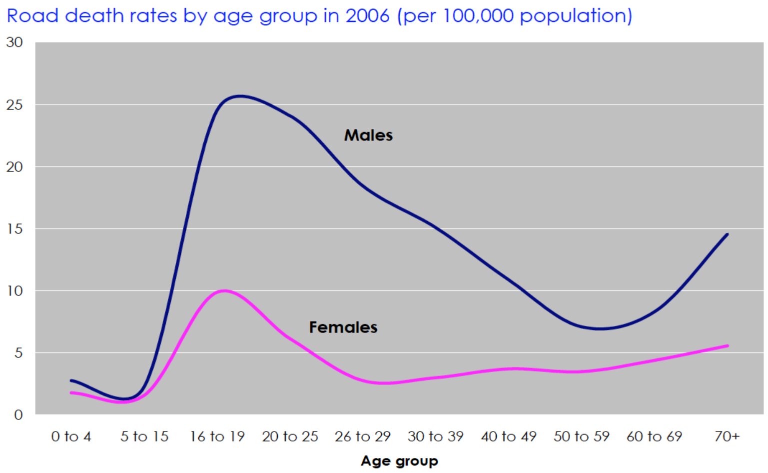

Figure 3. Road death rates in Australia are highest for young males (AAA 2007, 2).

The human suffering involved with car crashes is not only unintentional, but also on the whole largely preventable. A young person involved in a crash could lose their life prematurely, or if they survive, be severely and permanently incapacitated and likely to experience a brain injury (many years of 'healthy life lost') (AIHW 2008, 18). The health and societal costs are not limited to hospitalisation, but also include ongoing medical fees, pain and inconvenience caused by injuries, lost time from work, or lost productivity while recovering.

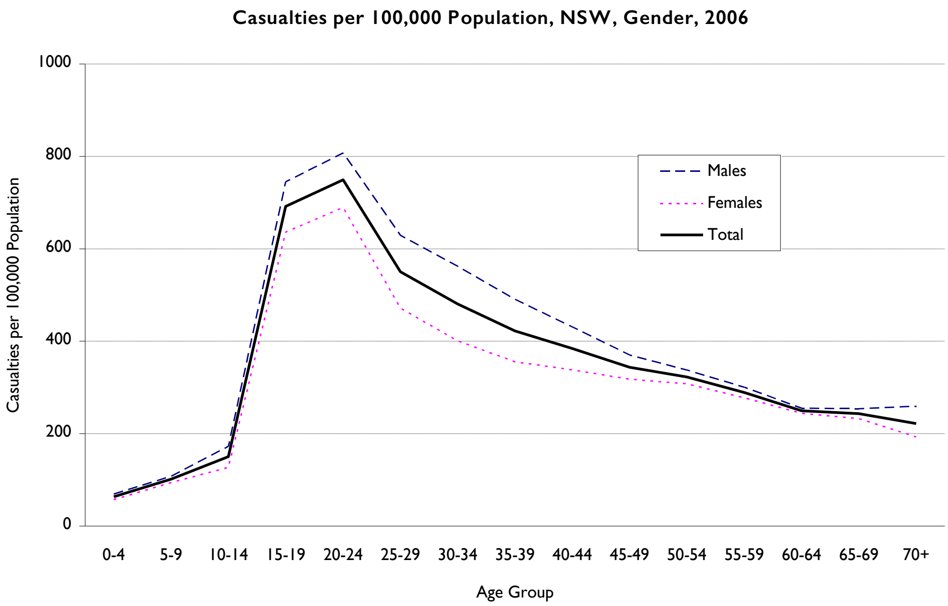

Figure 4. Casualty rates for road crashes (seen at hospital for injuries) are highest for young people 15-24 years (NSW Centre for Road Safety 2009).

In hoping to discover community opinions of young people and road safety, we wished to explore the following research question; 'What are some common community perceptions of the factors influencing road safety for young people (aged 15-24 years)?'.

Accessing Qualitative Insights

To access data on qualitative opinions, in-depth interviews were conducted with two local council 'Road Safety Officers' (RSO), a Director of a major urban Driving School in Sydney with over 35 years experience, and a community health officer who has worked in road safety for 8 years, using the methods outlined by Patton (2002). In addressing our study's research question, we also analysed findings from questionnaires seeking the views of a sample of convenience of 60 community respondents (n=30 young people aged 17-24 years and n=30 people aged 25 years and over) into the factors they think cause driver crashes.

Each group included 50% of respondents identifying themselves as culturally diverse and born overseas. Culturally and linguistically diverse (CALD) is the preferred term for many government and community agencies in Australia as a contemporary descriptor for ethnic communities. CALD people are generally defined as those people born overseas, in countries other than those classified by the Australian Bureau of Statistics (ABS) as "main English speaking countries".

We focused on vehicle drivers as they are the main type of road user attending hospital for injuries sustained in a road crash (ABS 1996; AIHW 2008, 23) (at 56% of all road user types - see Figure 5). This type of purposeful sampling allowed us to gain insight and understanding into our chosen phenomenon (Patton 2002).

The qualitative data were analysed through the use of coding and comparison and thematic analysis procedures outlined by van Manen (1998). This type of thematic analysis is appropriate for identifying patterns, similarities and differences emerging from the data (Burns 2002). We emphasised illumination of those key concepts representing the perspectives of participants (Patton 2002; van Manen 1998).

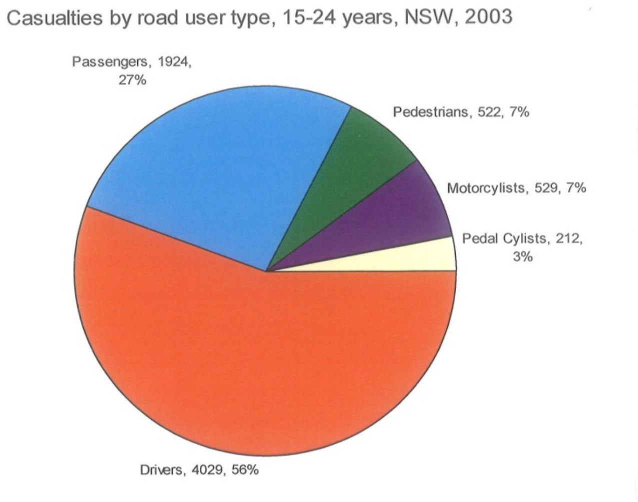

Figure 5. Drivers are the Road User Types sustaining most injuries (NSW Centre Road Safety 2009).

Young Drivers and Road Safety: Perceptions and risk factors

How is Road Safety in Australia Defined by Experts in the Field?

This section presents the main findings from interviews conducted with two road safety officers, driving school director and community health development officer. Essentially all four 'specialists' in this field stated that road safety is an extremely important social issue in our society because people needlessly die and each year there are too many deaths on the roads. They highlighted the data available pointing to the high level of road trauma for young people in our society, and ongoing costs of disability and sickness. The personal effect of road crashes on people's lives, their parents, families and friends is devastating (McDougall 2014, pers. comm., 31 March):

It is a highly preventable area of injury and death…there continues to be an overrepresentation in road deaths and injury in young people (15-25 years) especially amongst young males which is of great concern (Nethery 2014, pers. comm., 17 April). Road safety can also be thought of from three different angles which all help make driving on roads safer:

- Safer Roads – achieved through infrastructure programs to deliver improvements to make the road environment safer for drivers, riders and pedestrians.
- Safer People – Drivers can receive educational messages through media awareness campaigns and participating in community workshops.
- Safer Vehicles – Cars can be designed with safer features like Anti-locking brakes or non-collapsible dash boards in accidents, or safety testing and lobbying through the Australasian New Car Assessment Program (ANCAP) for improving and promoting the levels of vehicle safety (Carter 2014, pers. comm., 27 March).

However, it does take legislation to ensure the success of some health policies. Without strict penalties in place, people might not worry about wearing seat belts or driving below the set speed limit, for example.

> *Enforcement is also a major part of road safety, simply put; a drink drive campaign is only ultimately successful if you have the possibility of being caught and penalised. RBT's and strong penalties have significantly reduced the drink driving culture since the 1980s (Wright 2014, pers. comm., 24 March).*

Therefore, road safety is "a combination of education, engineering and enforcement" (Wright 2014, pers. comm., 24 March).

What do young people think of when they hear the term, 'Road Safety'?

The main themes to arise from the written questionnaire asking young people to define 'road safety' were that (a) young people perceived it to be a "good" thing, (b) it was an "important" social issue for the greater society, and (c) it was also about people driving in a safe manner or "being safe" on the roads. Cross-cultural opinions were very similar, with road safety related to concepts of being safe, preventing road crashes/protecting lives, that it's a good thing and important to have around:

> *Road Safety includes methods that can save people from being killed or seriously injured on roads (Pers. comm., 14 May).*

'Road Safety': What do people over 25 years of age think it means?

The people aged over 25 years of age defined road safety in similar ways to the young people, in that they mentioned "being safe" and "driving carefully", however they provided a wider range of answers. In contrast they also highlighted behavioural concepts like being considerate to other drivers, awareness of one's surroundings when driving, and observing road rules. No young person surveyed mentioned road safety being associated with manners, awareness of the road and weather conditions, or obeying the road rules. The responses provided by people over 25 years were more detailed, perhaps reflecting their driving experience, with an average of 30-40 years of licensed ownership among them. A typical response included:

Being a responsible driver who takes precautions to avoid incidents with other cars, pedestrians or cyclists.

The survey respondents from culturally diverse backgrounds gave categories of responses more similar to those provided by the young people aged under 25, that is, road safety is important and a good thing, and is about driving safely.

What factors cause driver road crashes?

The main factors that cause driver road crashes in NSW are:

1. Speeding
2. Fatigue
3. Alcohol (NSW Centre for Road Safety 2014a 2011; Youthsafe 2012).

The NSW Centre for Road Safety (2014b) records all crash statistics in NSW. The analysis of behavioural factors behind driver crashes (see Figure 6) shows how speeding is responsible for about twice as many fatalities as fatigue-related crashes, the next highest factor involved in road deaths:

> *Excessive or inappropriate speed remains the biggest killer on NSW roads…speeding is responsible for about twice as many fatalities as fatigue-related crashes, the next highest factor involved in road deaths. Speeding is a factor in about 40 per cent of road deaths (NSW Centre for Road Safety 2014a).*

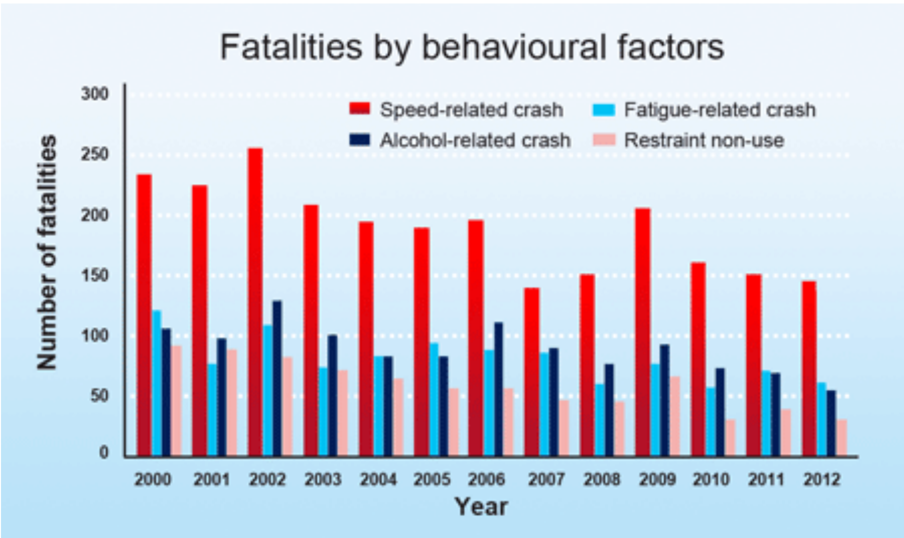

Figure 6. The main factors that cause fatal crashes in NSW.

The World Health Organisation (WHO 2014) also lists excessive speed, alcohol and fatigue as the main factors causing driver road crashes (see Figure 7). All of the road safety experts interviewed agreed that speed, fatigue and alcohol were the main factors causing crashes (Carter 2014, pers. comm., 27 Feb; McDougall 2014, pers. comm., 31 March; Nethery 2014, pers. comm., 14 April; Wright 2014, pers. comm., 24 March). Figure 8 illustrates how speeding is implicated in almost twice as many fatal crashes for young drivers compared with those occurring for drivers aged over 20 years.

Risk factors influencing crash involvement

— inappropriate and excessive speed;
— presence of alcohol, medicinal or recreational drugs;
— fatigue;
— being a young male;
— having youths driving in the same car;
— being a vulnerable road user in urban and residential areas;
— travelling in darkness;
— vehicle factors – such as braking, handling and maintenance;
— defects in road design, layout and maintenance, which can also lead to unsafe behaviour by road users;
— inadequate visibility because of environmental factors (making it hard to detect vehicles and other road users);
— poor eyesight of road users.

Figure 7. The factors causing driver road crashes according to the World Health Organisation (WHO 2014, 27).

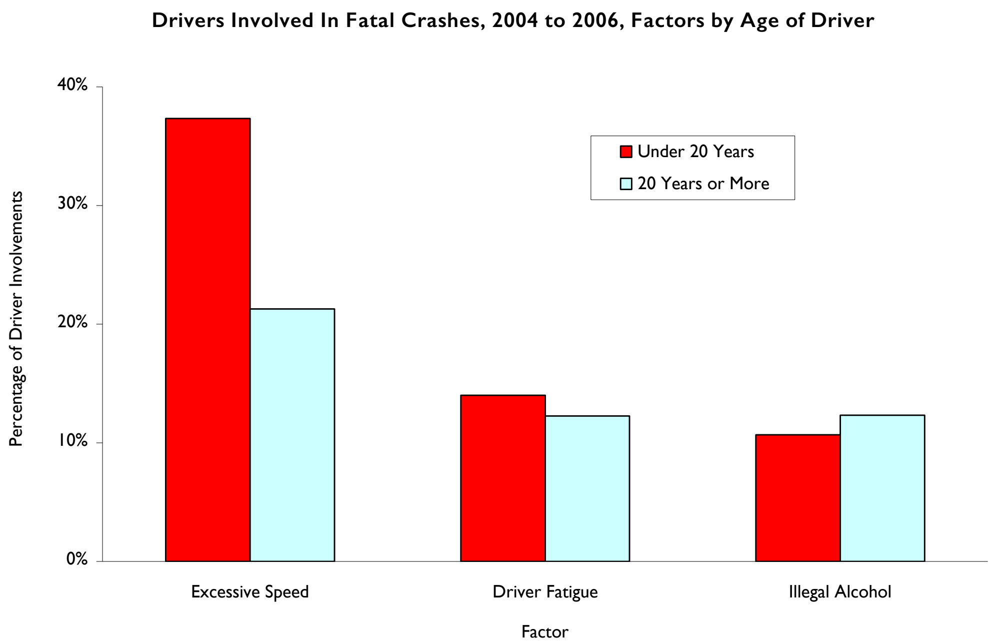

Figure 8. Factors causing fatal crashes in young drivers (NSW Centre for Road Safety 2009).

Speeding is the number one reason drivers are often hurt in car crashes, as illustrated in Figures 9 and 10. In fact, a driver is unlikely to survive a crash if traveling at 100 km/hr (NSW Centre for Road Safety 2009). According to a Director of a Driving School instructing many new young people to learn to drive, the next most common cause of crashes are *distractions* caused by:

- loading CDs
- talking or texting on mobile phones
- driving too closely behind the vehicle in front (Macdougall 2014, pers. comm., 31 March).

Figure 9. Speed kills – a driver can survive a crash at 60 km/hr but not at 100 km/hr.

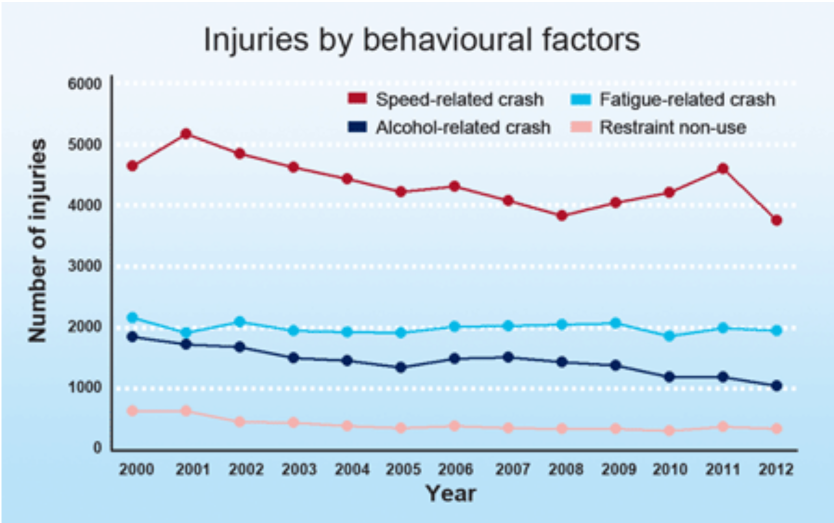

Figure 10. Speeding causes the most injuries in road crashes in NSW (NSW Centre for Road Safety 2014a).

From the interviews conducted with road safety experts, it was discovered that inexperience is also a major factor considered to be causing young driver road crashes. In addition to speed, alcohol and fatigue, not wearing seat belts and using mobile phones as causes, with these factors become even more prevalent in crashes that produce a casualty.

What factors do young people think cause crashes?

The young people surveyed were able to recall the three main causal factors of speed, fatigue and alcohol. However, they attributed the number one cause of driver crashes equally to speed (n=5/15) and alcohol (n=5/15) at 33% each. In contrast the research states that speed kills twice as many drivers as does alcohol-related crashes. Three survey respondents (n=3/15) listed use of mobile phone distractions being the main cause of a crash, with only one nominating fatigue.

What do people of culturally diverse backgrounds think cause crashes?

Slight differences were noted in the responses given by young people of culturally diverse backgrounds. No-one attributed fatigue as being the number one cause of a crash. However, the respondents blamed alcohol as being the number one factor at approximately twice the proportion of the non-culturally diverse group (n=9/15), followed by speed (n=5/15) and distraction/mobile phones blamed by one person. The CALD young person interviewed also thought speeding was the main cause of having a driver crash. He had some unique ideas to add, stating that he thought road rage, such as having someone drive at you with high beam on, or ‘tailgating’, where someone travels too close behind a car, could cause crashes too.

What do people older than 25 years think cause driver crashes?

There was a gender difference between the main cause of road crashes offered by the older men and women completing my survey questionnaire. The male group’s most common reason given was speeding, with women thinking crashes being caused by alcohol. Interestingly, the most common cause stated by culturally diverse people was Fatigue. The Australian Government's survey involving an interview of 1,638 Australians found that speed was the factor most commonly nominated as the main cause of road crashes (ATSB 2004, 269).

Older people's opinions of why young people are at greater risk

The older group were questioned about any factors they may think cause young people to be less safe. Their reasons related to the concept of Illusory Invulnerability, the "it won't happen to me" syndrome. Typical answers reflected this sense of invincibility and included:

> *When you're young there is a feeling of confidence, it won't happen to me. Some also like to show off. They think they are the okay drivers on the road and are untouchable. They think it won't happen to them! The notion of immortality - it won't happen to me.*

Impatience and inexperience were mentioned frequently:

> *Inexperience. Always in a hurry. Impatience.*

Whereas another person explained it in terms of a combination of inexperience and showing off. Distraction was offered as a reason, for example:

> *When young people crowd into one car they may chatter and cause in attention of the driver.*

At least one-third of the respondents thought that young drivers were generally "irresponsible" as a group or "unaware of the consequences of their actions" making them more ignorant and less safe drivers. However one person of cross-cultural background thought that the driving habits of young people varied "from individual to individual":

> *Some are perfectly safe, others are reckless. Impatience and overconfidence can result in unsafe behaviour.*

The next section discusses the findings in the context of the wider literature.

Discussion and Analysis of the Insights

Why are young people at a higher risk of having a crash?

The reasons why a young person is more susceptible or at risk of having a crash are related to the reasons listed in Table 1. Excessive speeding is the "number one" cause of driver crashes however many reports and the road safety experts taking part in our study cited that a range of contributing factors were often involved. These include use of alcohol and other drugs, speed, driver fatigue, car failure, illegal over-taking and dangerous manoeuvering (ABS 1996).

Table 1. Common Factors Contributing to Crashes in Young People

Factor	*Analysis of this Reason*
Stage of life, Being aged 16- 24 years	The period during late teens and early twenties is often when young people experiment, take risks, and act impulsively. A young driver can overestimate his or her ability in a situation.
Males, 16-24 years	Young male drivers are more likely to speed, race and drink alcohol than other drivers. The biggest killer of young drivers is speeding and around 80 per cent of those killed are male.
Being distracted or not taking in all of the cues	Young people often have passengers in the vehicle all talking loudly and music blaring.
Passengers in car	P-plate drivers are more likely to crash when driving with 'peer passengers', that is, passengers around the same age as the P-plate driver. Driving with a car full of peer passengers increases the fatal crash risk by four times compared with driving alone. Young drivers may be distracted by passengers or feel pressured to take risks, such as speeding.
Driver inexperience	A 17 year old driver with a P1 licence is **four times more likely** to be involved in a fatal crash than a driver over 26 years of age.
A novice yet often over-confident and taking risks	Young drivers often have not yet developed the skills necessary to handle complex traffic environments or judge risky situations properly. This can lead to them taking more risks like driving too fast for the conditions, following too closely behind other vehicles, and running red lights. Young drivers can be over confident about their driving ability and underestimate dangers on the road.
Tired and feeling sleepy	Young drivers frequently travel during high-risk hours for fatigue; late night, early morning and weekends, such as from parties or after work. It can be combined with lots of passengers taking away even more concentration. Work, sport and study often mean busy lifestyles for young people, which may cause them to drive when tired –

	especially late at night. Driving when you're tired significantly impairs driving ability, even if the driver does not feel sleepy. If a driver has not slept in 17 hours, his/her driving ability is the same as a driver with a 0.05% Blood Alcohol Content (BAC).
Brain still developing	Parts of the brain responsible for self-control and for recognising and managing hazards do not fully mature until after the teenage years, so young drivers are more likely to experiment and take dangerous risks.
Alcohol	Young people often do not understand that alcohol and other drugs affect a driver's skills, mood and most importantly behaviour, increasing risk of crash. P-platers who drive under the influence of alcohol have a greater risk of being involved in a crash than experienced drivers (five times greater).

(AAA 2007, 1; Ivers et al. 2009; Monash University Accident Research Centre 2007, 5, 7; Young Driver Factbase 2014a; Youthsafe 2012, 1).

It may be interpreted from Table 1 that young people are less experienced drivers. Unfortunately, with this lack of experience comes the increased risk of misjudging a situation or making an error. In Australia, inexperienced probational or provisionally licensed (P-plate) drivers in their first 2 years of driving are 33 times more likely to have a crash than Learner (L-plate) drivers. This is because L-platers have a supervisor present (see Figure 11).

Young people drive cars late at night which is a high-risk period for having a car crash, (late night, early morning, weekends). They are also more likely to carry extra passengers which increases the crash risk due to the distractions or peer pressure 'egging' them on to do silly things (AAA 2007) (see Figure 12).

Young people have not yet developed the skills and experience to handle complex road traffic situations and all the difficult decisions involved. Combined with higher levels of risk-taking, young people are more likely to drive too fast for the road conditions, tail the car in front too closely, or run a red light (AAA 2007). A major factor that can stop young people (and in fact most drivers) from accurately assessing risks around them is 'illusory invulnerability'. This is related to thinking "it won't happen to me". People think that they're at less risk of having a crash as they're better drivers than others, or having a crash is a thing that just couldn't happen to them. Then the driver may actually drive a little more recklessly, like not stick to the speed limit or tail gate someone (not leave a braking distance between them and the car in front).

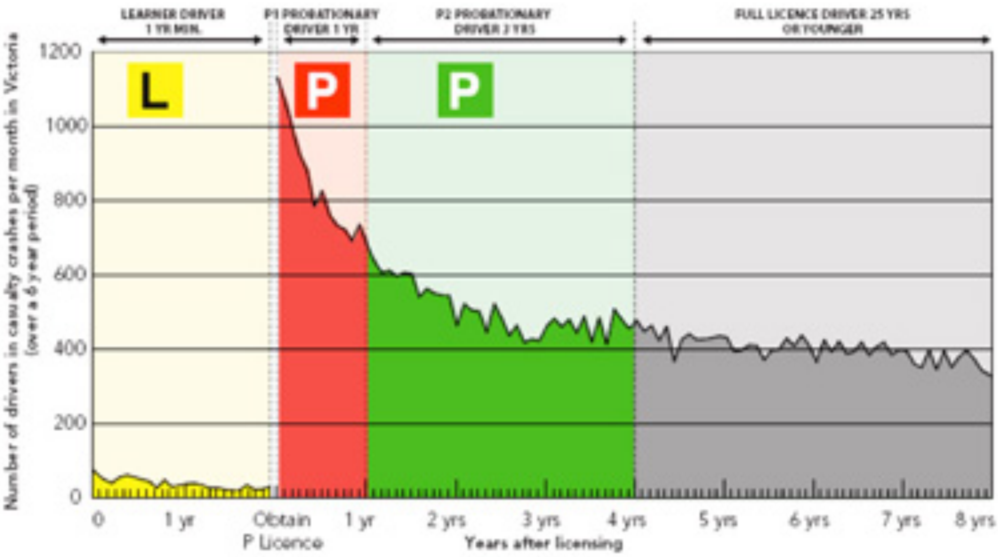

Figure 11. P-Plate drivers have the highest risk of having a crash due to inexperience (Young Driver Factbase 2014a).

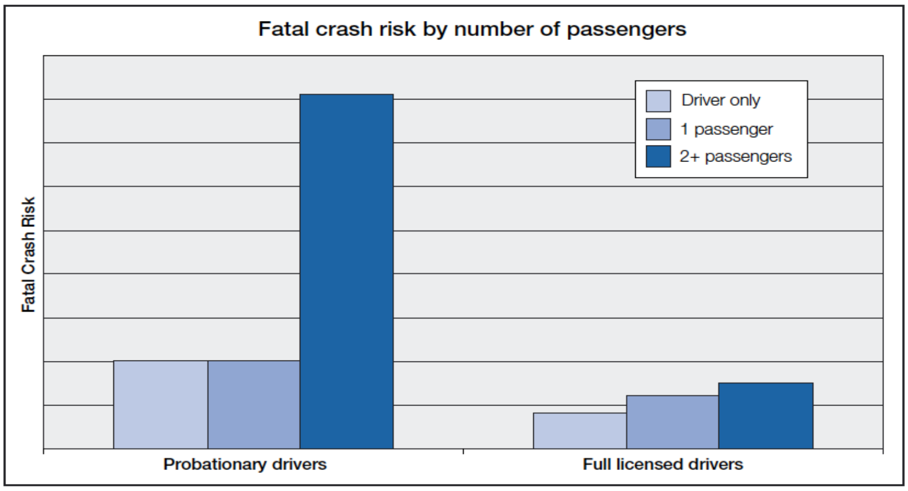

Figure 12. P-Plater's fatal crash risk increases significantly when carrying more than 2 peer passengers.

Thinking "I don't have illusory invulnerability" is an example of having illusory invulnerability! Maybe someone actually is a very safe driver, or drives very defensively and carefully and hasn't had a crash before. However all drivers are quite vulnerable on the road, and the NSWIRMC (2014) recommends that the most important thing to do to avoid crashing is to believe that having a crash is just as likely to happen to you as your peers.

Road safety is related to gender as young males are more likely to take risks, speed, race, and drink alcohol while driving compared with other drivers (AAA, 2007). Young males are more likely to be represented in statistics of deaths caused by road crashes (Figure 13).

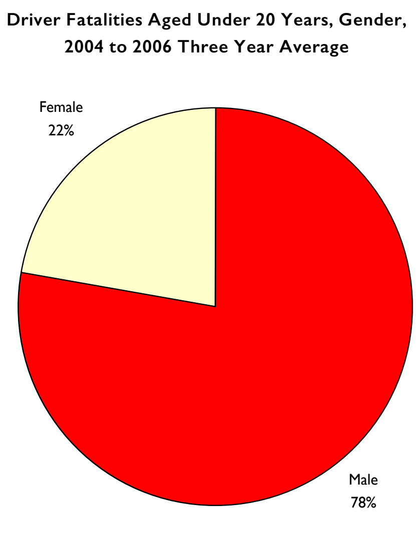

Figure 13. Young males are more likely to die in a car crash than females.

Are Australian young drivers born overseas at greater risk of having a crash than those born in Australia?

A study of over 20,000 newly-licensed (P1) drivers in New South Wales explored differences between Australian-born drivers, those born in Asia and those born in all other countries (grouped together due to mostly small numbers), for any differences in self-reported risky driving behaviours including things like speeding, playing music at high volumes, tailgating or too closely following the car ahead, or carrying multiple passengers.

Australian-born drivers were more likely to report a high level of risky driving behaviours than those born in Asia, with those born in 'other' countries reporting a level somewhat in-between the two. The most striking finding was that Asian-born young drivers had almost half the risk of a crash than those born in Australia. However, there was a trend towards Asian-born young drivers becoming more risky the longer they had lived in Australia. Research in other countries has also found that those born overseas tend to adopt similar behaviours and have similar outcomes to the natives of the host country (Boufous et al. 2010; Young Driver Factbase 2014c).

As far as safety messages helping to communicate road rules to people of culturally diverse backgrounds, the International Road signs help to overcome language barriers by providing common symbols and visual images used in all countries. The signs use a common language with the same meaning whatever country you are driving in (Enquiries Officer 2014, pers. comm., 9 May).

What can be done to help prevent driver crashes?

To engage the community and help change unsafe behaviour on the roads, the NSW Centre for Road Safety carefully develops comprehensive community education and media awareness campaigns. During the time of the survey, NSW Government road safety campaign advertisements were showing on television which may have influenced results. One such advertisement focused on Fatigue, called "Don't Trust Your Tired Self". The purpose of the campaign was to reduce the number of fatigue-related crashes (NSW Centre for Road Safety 2014c). The advertisement uses visual imagery and the wording is kept simple and straight to the point; "Not drunk, just tired".

Two other recent advertisements include the "Get Your Hand Off It" campaign that pokes fun at the excuses made by drivers who use mobile phones illegally. The humorous message empowers people to speak out against friends and family who use their phones in a reckless manner while driving. The "Plan B" drink driving campaign is about making positive choices to get home safely after a night out, reinforcing the safety message that after drinking too much, driving is not an option.

Prevention, technological and environmental strategies

To help increase safety on the road, a car needs to be in good working order. This includes a car having reliable brakes, as they are its best defence against having a crash (NSW Centre for Road Safety 2014d). Today's cars also come with an ANCAP vehicle star rating and other technological advancements that help protect occupants, including airbags and electronic stability control.

Wearing a seatbelt will double a driver's chance of surviving a crash and reduce the risk of injury (NSW Centre for Road Safety 2014d). It also helps greatly for all drivers to reduce their speed because for every extra kilometre per hour of speed:

- The distance needed to stop increases
- The time available to react and avoid a crash decreases
- The impact of a crash is more severe on the vehicle, driver, passengers and pedestrians
- There is more likelihood of serious injury or death (NSW Centre for Road Safety 2014e).

If a car hits a pedestrian at 50 km/hr the pedestrian is twice as likely to die than if the car was only doing 40 km/hr.

Strong licensing laws and enforcement are effective and recommended to reduce the number of crashes. Speed zones are put in place stating the legal limit a car can be driven at that has been deemed safe in the local conditions. Red light and speed cameras have been installed at dangerous intersections and locations prone to car accidents so that drivers slow down and don't increase their risk of crash.

However it is important that young drivers are also aware to slow down in wet weather as it takes longer to brake to a stop, as shown in Figure 14. The severity of a crash increases the faster the car is going. According to the graph:

- If a driver is travelling at 60 km/hr, he or she will travel 20 metres before braking to avoid a hazard (reaction time = 1.2 seconds)
- It will then take him/her 40 metres to stop when the road is dry and 55 metres to stop when the road is wet
- At 100 km/hr a driver will take 90 metres to stop in dry conditions

This means that if he/she breaks hard to avoid a hazard 70 metres away, he/she will not be able to stop in time and if they collide they will hit it at 60 km/hr.

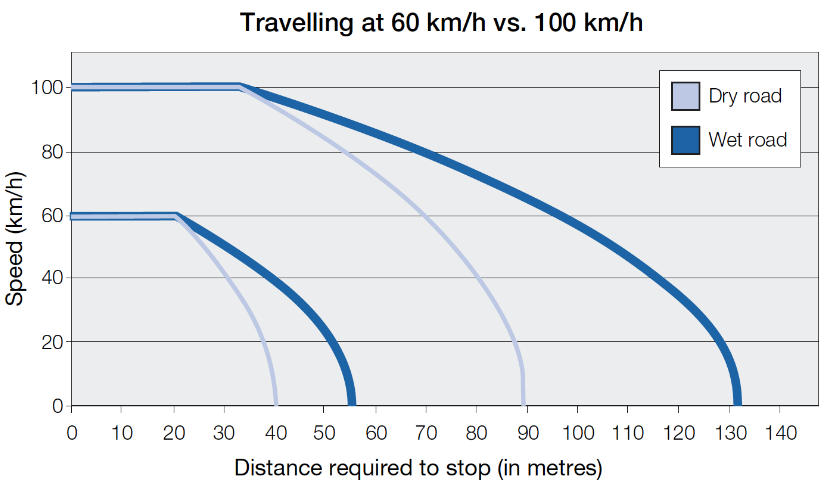

Figure 14. It takes longer to stop in wet weather so you need to allow more space between your car and the one in front (Monash University Accident Research Centre 2007, 7).

Limiting exposure to night driving is effective, as well as laws limiting the number of passengers on board at night-time (Monash University Accident Research Centre 2007, 5-6). Due to the way inexperienced P-Plate drivers can be distracted, it's important they don't play really loud music, don't use or text on their mobile phone and switch it off. Extreme moods have even been reported by the Monash University Accident Research Centre (2007, 6) as making drivers hazy and at greater risk of having a crash too.

Finally, there have been many environmental changes put in place to help improve safety, such as road engineering designs, crash barriers and divided carriageways, like the road illustrated in Figure 15. It has been separated to help reduce the risk of someone having a head-on crash.

Figure 15. A separated carriageway (ATSB 2004, 3).

Conclusion

A young person having a road crash is a terrible event to the individual and causes great stress to parents, friends and passengers, and all their families. Speeding is the number one cause of driver crashes in NSW and Australia. However only a third of the young people surveyed are aware it is the number one factor.

Young people are at greater risk of injury and being involved in a car crash than other age groups. Risks associated with being young include our new levels of independence as we start being more mobile during adolescence and have less adult supervision. Unfortunately the inexperience young people have with driving and the fact we are still developing maturity, hazard perception and decision making skills into our 20s means we are at greater risk of having a crash.

Also at no other time of our life is the influence of peers greater than it is in adolescence. We know that young people are often motivated by the short term gain of impressing their mates over the longer term concerns of health and safety, so might get caught up speeding to show off or race another driver. Risk taking tendencies or thrill seeking behaviours are part of normal adolescent development, however it's very important to not be overconfident and be wary of having a sense of invulnerability, that "it won't happen to me" (NSWIRMC 2014). Young people commonly believe that they are better drivers than their peers and that nothing bad will happen to them. As a result, they are more likely to take dangerous risks. Road injuries and driver crashes also disproportionately affect young people and males in particular. More than 50 percent of global mortality due to road traffic injury occurs among young adults, aged 15 to 44.

The problem of road safety and the number of road injuries is not just a national issue, the problem is increasing worldwide because:

- countries are rapidly developing industrially such as India and China, experiencing increased trends of motorisation
- their populations and vehicle ownership rates are increasing
- more roads are being built, however road safety measures such as traffic controls or road design may not improve and crash risks are increasing (Report of the Secretary General UN 2003).

There was an estimated 1.24 million lives lost in 2010 as a result of road traffic crashes, most occurring in lower-income countries. For example, the African region has the highest road traffic fatality rate while the European region has the lowest. While some countries including developed nations have adopted laws to address key risk and protective factors such as speeding, drinking and driving, motorcycle helmets, seat belts and child restraints; comprehensive road safety laws cover only 7 per cent of the world's population (Report of the UN Secretary General 2013). Road traffic injuries involve issues of equity. They disproportionately affect the poor in developing countries, where the majority of road crash victims are vulnerable road users (pedestrians, cyclists, children, passengers). Globally, the road traffic injury mortality rate for males is almost three times as high as it is for females (Report of the Secretary General UN 2013).

The findings of this research suggest that young people define 'road safety' as a "good" thing, an "important" social issue for the greater society, and "being safe" on the roads. Cross-cultural opinions were very similar, with road safety related to concepts of being safe, preventing road crashes/protecting lives, that it's a good thing and important to have around. Further studies are warranted as it may be expected that road safety will become an even bigger problem in Australia over the next 20 years, considering the population boom predicted in the number of young people approaching the eligible driving age (Salt 2014).

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