

Queensland minimum overtaking distance legislative trial: market research findings

November 2014

The Amy Gillett Foundation commissioned independent market research to identify and track the awareness and effectiveness of the Queensland Government's minimum overtaking distance legislative trial. The amended Queensland road rules require drivers to leave a minimum of one metre when overtaking bike riders at speeds of up to 60km/h and 1.5 metres at speeds over 60km/h. Awareness and education about the trial legislation has been raised through a state-wide *Stay Wider of the Rider* campaign funded by the Queensland Government.

The market researchⁱ was conducted by research strategy group Crosby | Textor on 24-28 October 2014 to coincide with the six-month mark of the two-year legislative trial which commenced on 7 April 2014.

The online survey was completed by 800 randomly-selected Queensland residents, both drivers and bike riders, and the findings were reported for all respondents, as well as specific data from the following segmented groups:

Bike riders	people who ride at least once a month and may or may not drive
Only drivers	people who drive most days and do not cycle once a month
Frequent drivers	people who drive every day and may or may not cycle

The data was also split into responses from those living in Brisbane (metropolitan) and those living outside of Brisbane (regional).

Key market research findings:

- 75% of frequent drivers were aware of the minimum overtaking distance legislative trial ○ 70% of all road users were aware of the legislative trial
 - Awareness was consistent across both regions (74% metro, 68% regional)
- 67% of all road users agree with the legislation ○ 68% of frequent drivers agree with the legislation ○ 78% of bike riders agree with the legislation ○ 16% of all road users neither agree or disagree
- 67% of all road users believe the *Stay Wider of the Rider* awareness campaign is effective
- 38% of all road users identified one metre as the safe passing distance when overtaking a bike rider at speeds of up to 60km/h ○ 41% of all Brisbane road users identified one metre
 - Only 1% of respondents believe there is no recommended overtaking distance
- 24% of all road users identified 1.5 metres as the recommended overtaking distance at speeds of over 60km/h ○ 27% of all regional road users identified 1.5 metres as the recommended overtaking distance at speeds of over 60km/h
 - Again, only 1% of respondents believe there is no recommended distance
- 55% of all road users could recall an element of the *Stay Wider of the Rider* campaign

- Campaign recall is consistent across metro (57%) and regional (54%)
- Radio is most effective with 31% recall from all road users, followed by newspaper (12%), billboard (10%), bus advertising (8%) and social media (7%)
- 36% of all road users recall seeing the *Stay Wider of the Rider* 'New Rules' campaign graphic
 - 42% of frequent drivers recall the graphic
- 35% of all road users recall the 60km/h and under graphic
 - 41% of frequent drivers recall the graphic
- 31% of all road users recall the over 60km/h graphic
 - 36% of frequent drivers recall the graphic
- 27% of all road users recall the combined speeds graphic
 - 32% of frequent drivers recall the graphic
- 43% of all road users recall hearing the *Stay Wider of the Rider* radio advertisement when prompted by audio
 - 51% of frequent drivers recall hearing the audio
- 60% of all respondents attributed the campaign to the Queensland State Government
- 75% of all road users agree the *Stay Wider of the Rider* campaign message is true, 77% agree it is clear, 73% agree it is worth remembering and 62% agree it is informative
- The prominent message that all road users took out of the campaign is to give bike riders more space when overtaking
 - 63% spontaneously identified the campaign's prominent message to be safer overtaking distances between motorists and bike riders
 - 20% identified a generic message about improving bike rider safety
- 61% of Brisbane bike riders have experienced greater distance from overtaking motorists
 - 58% of all bike riders have experienced greater distance from overtaking motorists
 - 52% of all road users reported observing motorists giving bike riders more space
- 55% of all road users reported more awareness of bike riders on the roads
- 34% of all road users reported more empathy towards bike riders
- 26% of all road users observed fewer incidents of tension between motorists and bike riders
- 23% of all road users reported a more positive attitude towards bike riders

The independent market research will be repeated at regular intervals during the trial to monitor the impact of the legislation and associated awareness and education campaigns.

ⁱ AGF 'Stay Wider of the Rider' Campaign Research Final Report, Crosby | Textor Group, November 2014.