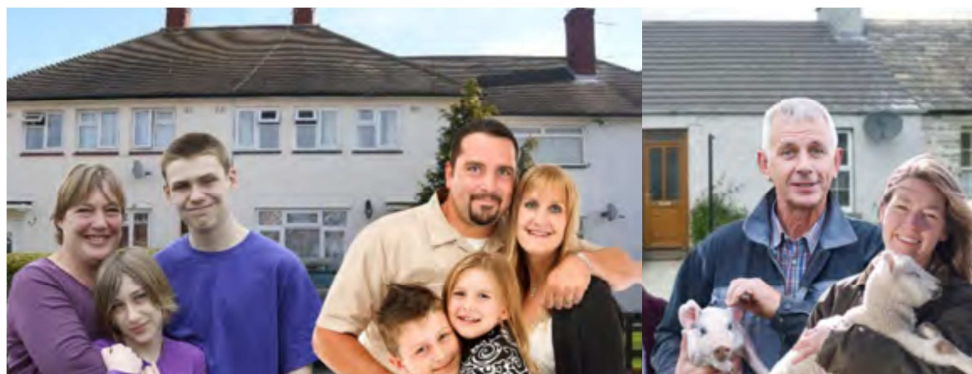


## Cambridgeshire and Peterborough Road Safety Partnership

### FACTSHEET: YOUNG DRIVERS - CAMBRIDGESHIRE

December 2015



**Who** to target education and enforcement at:

Male

Age 19-21

The children in families with limited resources who have to budget to make ends meet

Households and children from households living in inexpensive homes in village communities

**How** to target them:

Families with limited resources who have to budget to make ends meet are best targeted by smartphone, telephone and face-to-face (shop/branch) channels but this will be the parents of the young people. A large proportion of this audience has no children living at home but where they do the children are likely to require a vehicle to access education/services due to the rural location.

Households living in inexpensive homes in village communities are best targeted online and face-to-face (shop/branch). In this group a significant proportion of the young people will be the householders themselves but for others this will be the profile of their parents.

**What** messages are important:

Young drivers are more likely to crash on bends, in the dark and on wet road surfaces than their older counterparts so interventions should focus more on these factors.

Committing driving offences is more common among males for all offences but the only offence for which it may be beneficial to mix targeting towards both female and male young drivers is using a mobile phone while driving.