

Cambridgeshire and Peterborough Road Safety Partnership

FACTSHEET: YOUNG DRIVERS - PETERBOROUGH

December 2015

Who to target education and enforcement at:

Male

Age 19-21

Young people who are settling down in housing priced within their means

The children of well-off owners in rural locations enjoying the benefits of country life

The children of residents of settled urban communities with a strong sense of identity



How to target them:

Young people who are settling down in housing priced within their means are best targeted by smartphone, email and online channels.

Well-off owners in rural locations enjoying the benefits of country life are best targeted online or by post 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 be of driving age and have the finance available to fund their children driving.

Residents of settled urban communities with a strong sense of identity are best targeted by post or face-to-face (shop/branch) and are likely to have children living at home with many being of driving age. The young people themselves love technology so will be best engaged with via digital platforms.

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.