

The IAM RoadSmart Mature Driver's Assessment

Who takes it and why



Introduction

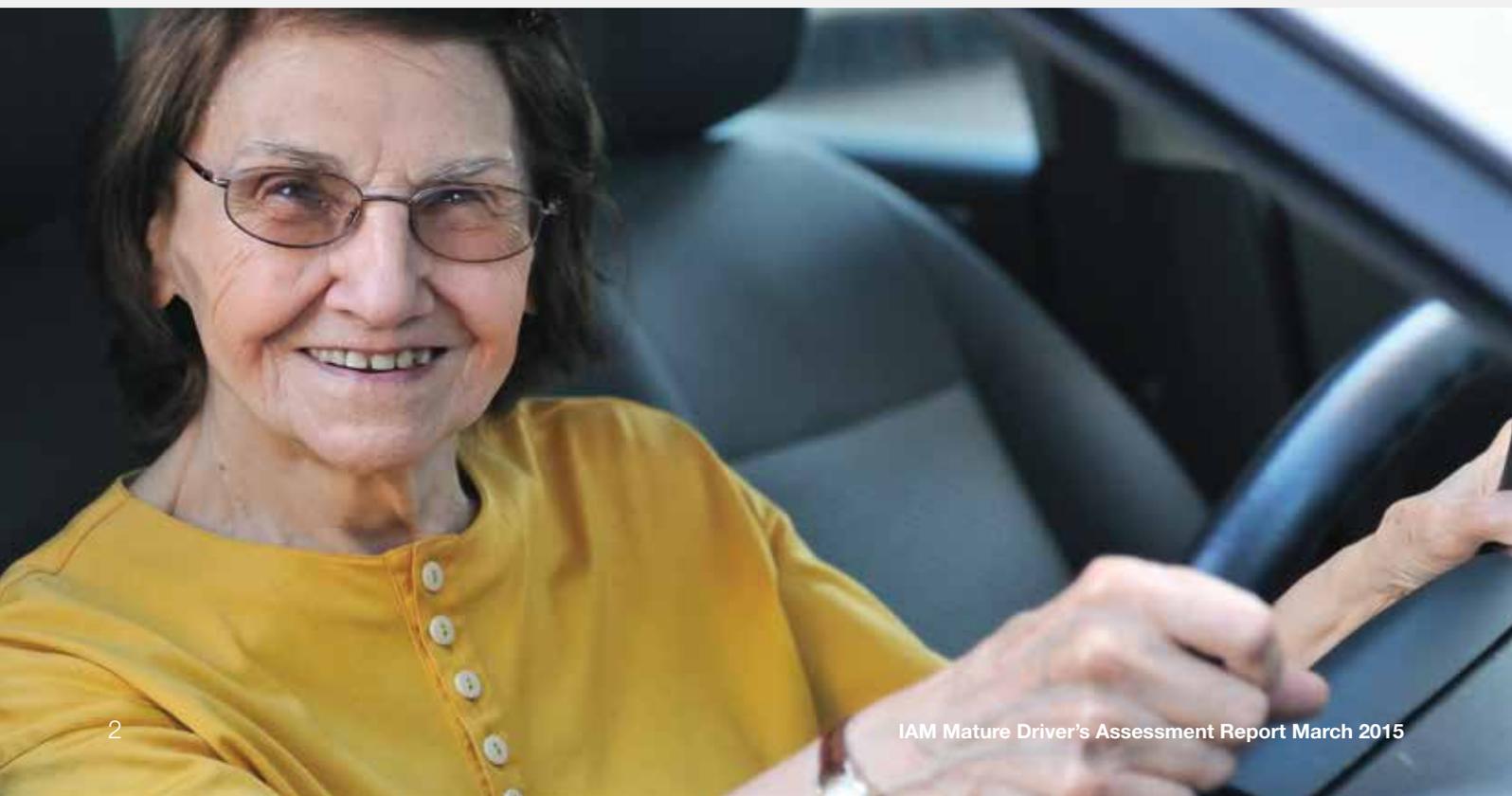
The IAM Mature Driver's Assessment (MDA) is a 60-minute session taken in a candidate's own car with an approved assessor from the IAM. It is aimed at mature drivers who wish an independent view of their standard of driving measured against a standard set of indicators recorded on a form. Feedback is entirely confidential and designed to assist individuals and their families make the difficult and sensitive decision of if and when to stop driving. As well as a full written report candidates receive a certificate to show if they are rated as 'Excellent' or 'Competent'. If problems are detected they can be rated as 'Needs Attention', or 'Safety Concern'.

The MDA was launched in June 2014 and is available across the UK. It was developed from previous experience with the IAM's Drive Check 55 product with updated assessments forms and training for IAM staff. The product was advertised on line, on the IAM website, in numerous IAM press releases and via feature placements in publications such as the Daily Telegraph motoring section. Over 600 sessions have been sold to date.

This report summarises the findings from a quantitative analysis of 558 MDA assessment forms recording information on age, gender and outcome. In addition a qualitative telephone survey of 419 MDA customers was carried out by call handling experts Mercury to record common motivations for taking the assessment and other marketing information.

Background – Mature Driver Population

Mature drivers represent a growing segment of licensed drivers. As at February 2014, there are over four million full licence holders in Great Britain over the age of 70. This equates to over 55 per cent of the total population in Great Britain over this age, which stands at 7.4 million, according to the latest population estimates. There are now over one million licence holders over the age of 80.

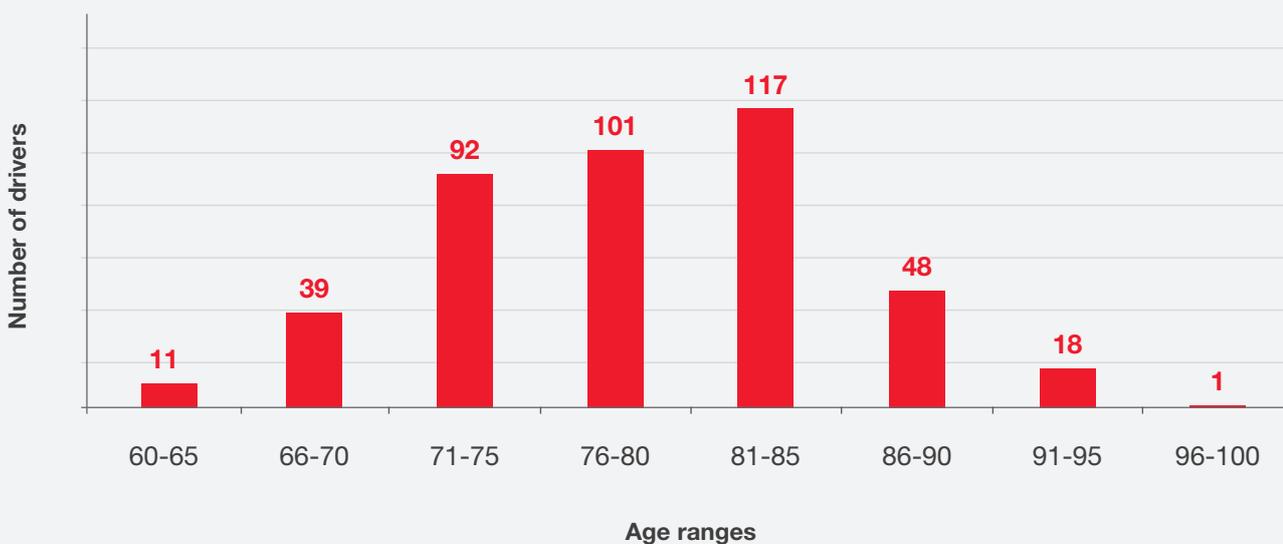


Quantitative Results

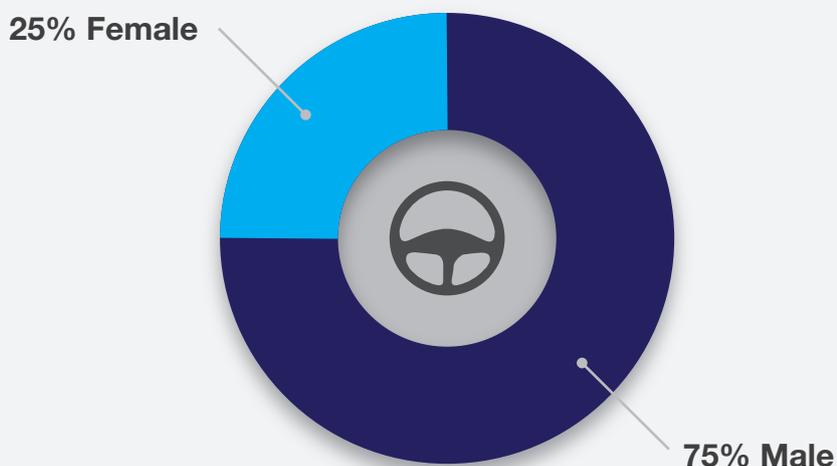


Age: We sampled 558 drivers who have taken the MDA and found the youngest participant was 61 and the oldest 97 (average age 78.7)

Age: Mature Driver's Assessment



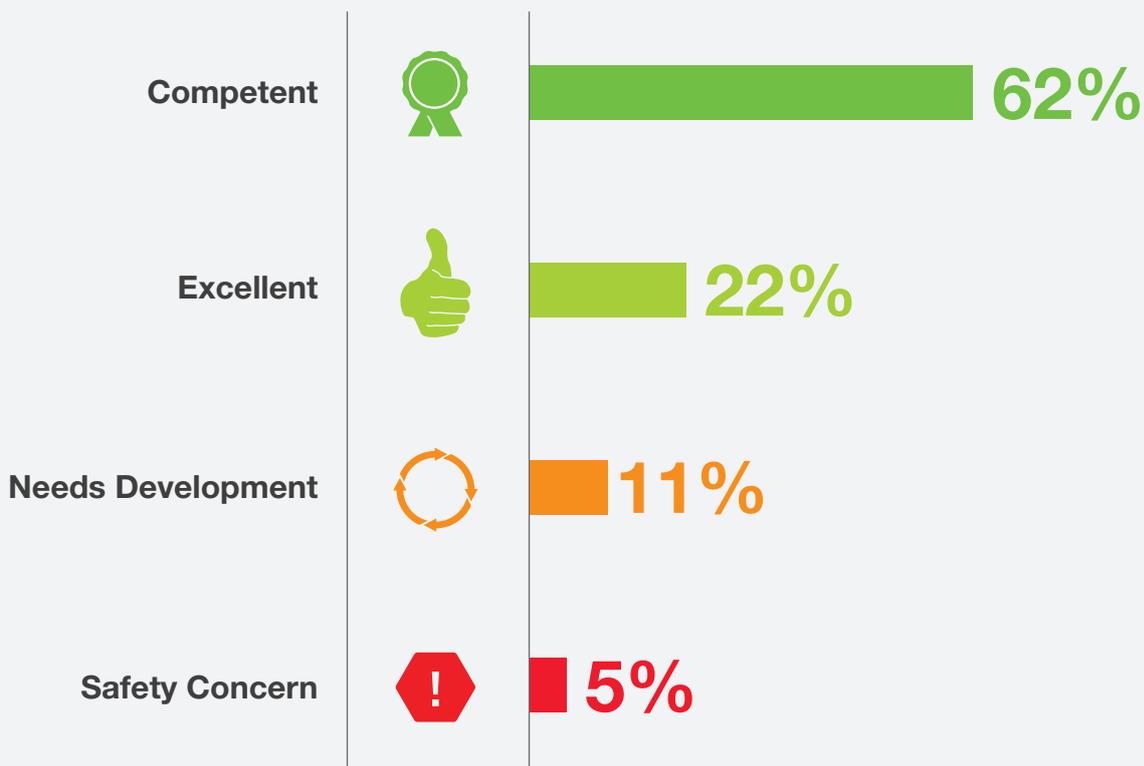
Gender: 75% of those taking an MDA were male and 25% were female



Results:

62% were rated 'Competent'; 22% 'Excellent'; 11% 'Needs development'; and 5% a 'Safety concern'

Result Breakdown



Qualitative information from the personal telephone interviews



Q1 Whose idea was it to take the assessment?

The vast majority (90%) said that taking the assessment was their own idea. This was followed by being advised by their children (four per cent); spouse (three per cent); and one per cent each were advised by a friend or sibling.

Q2 What was your main reason for taking the assessment?

When asked what motivated them to take the MDA, responses fell into five principle categories – age; seeking assurance; persuaded by advertisement; seeking a challenge; and health-related issues.

Q3 Were you pleased to have done the assessment?

All candidates stated they were pleased to have completed an MDA. Reasons why included an increase in confidence; peace of mind; and value for money.

Q4 How likely are you to take another refresher course or seek our further driver coaching?

40% of candidates felt they were very likely or likely to seek further driving coaching. Candidates who were unsure or thought it unlikely gave various reasons including age; health; and believing it to be unnecessary having already completed the MDA.

What drivers said about their MDA experience



Age (36%)

“Because I’m a certain age and insurance comes up for renewal shortly, and thought it may a plus”

“I’m fed up with people who keep saying drivers over 70 should pack up driving”

“Age, and fact that I’ve got to the stage where I’ve realised that reactions were not as sharp”

“Partly due to my age people were questioning if I should still be driving”

Reassurance (29%)

“He wanted reassurance from someone in the know that his driving was ok, and worried he had picked up bad habits”

“Away on holiday, son in law made comments on his driving and he wanted reassurance”

“Had been involved in a small crash with a bollard, so decided to seek some reassurance he was a good driver”

“He was due to renew his licence for the 1st time, and he has been a member with the IAM for 27 years and he wanted assurance he was still safe to drive”

Advertisement (9%)

“He read a newspaper (Telegraph) article and thought he’d give it a go and try learn something new, and he feels he did”

“He purchased a Haynes manual and there was an advert for the IAM, and he thought he’d give it a go”

“He saw an advert in the Advanced Driving magazine, and thought he’d give it a go”

“He has read an Honest John article in The Telegraph about the assessment”

“Seen it in the IAM magazine. As it was about 10/15 years since passing advance driving course, thought I’d try another test”

Challenge (7%)

“Wanted to see what his driving was really like”

“To know what capabilities were”

“I would like to know what sort of driver I am”

“It looked interesting, he had bought a new automatic car and thought he’d give it a go”

Health (5%)

“Not driven for five years due to operation”

“I was becoming concerned about driving capabilities, and consulted doctor and he advised”

“The fact that I’d been diagnosed as suffering mild cognitive impairment”

“Had a couple of strokes and felt competent to drive, doctors cleared me etc., but just felt I needed an assessment if anyone queried health”

“Been diagnosed with early dementia and Alzheimer’s disease”

Others reported reasons:

Time

“Thought it was time to have a check-up, as it was over 40 years since his last test”

“Long time since last advanced drivers’ assessment, so wondering about acquired bad habits”

“Did one about ten years ago, passed test 30 years ago and thought it time for a re visit”

“Been a member of IAM for a few years. Took an assessment at 60, so thought I’d look at doing another one ten years on”

Independence

“Didn’t wish to reach 70 with bad habits. Miles from a bus route etc. Car is essential”

“Due to age, and living alone. Daughters live in London. Want to stay independent, and live at home. Love driving, wanted to know still fit to drive”

Summary

- The assessment is most popular amongst **male drivers, aged 75-85**
- The vast majority of those taking MDA **achieve a positive result** (‘Competent’ or ‘Excellent’)
- Most candidates were **self-motivated** to take the test
- The majority of candidates were **pleased to have taken the assessment**
- **Age and seeking assurance** are the most common reasons for purchasing the assessment

1 Driving Licence Data (<http://data.gov.uk/dataset/driving-licence-data>)

2 Office for National Statistics (<http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-322718>)

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