



Department of the Environment  
for Northern Ireland

# *DOE Road Safety Monitor*

*Northern Ireland Omnibus Survey*  
*May 2002*



**Prepared by**  
**Central Survey Unit**

# INTRODUCTION

This report continues the series of research monitors on attitudes to road safety issues in Northern Ireland. Since 1995 the Department Of the Environment for Northern Ireland has commissioned Central Survey Unit to undertake the production of these monitors. Previous to this a similar series was conducted by Ulster Marketing Surveys beginning in 1984.

This year, the survey has been revised and updated to reflect changing driving habits and to allow new topics to be explored. Whilst some of the original questions, which have been used since 1995 remain, many have been removed and there has been a substantial introduction of new material.

There are four topics covered within the questionnaire namely speeding, drinking and driving, seatbelts and pedestrians. Within each of these topics respondents have been asked about their behaviour, their attitude and, their awareness of each area in turn.

This report represents the findings of this new suite of questions which were collected as part of the Northern Ireland Omnibus Survey in May 2002.

## Notation

The percentages quoted in the tables have been rounded to the nearest number. Where the base was less than 100, the actual number is given rather than the percentage, and these are shown square brackets.

The following symbols are used:

Category not applicable/ No response	- cell is empty
Figure less than 0.5%	- cell shows '0'



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# **CHAPTER 1**

## **ROAD SAFETY IN CONTEXT**

**General**

**General Awareness**

## **Main Findings:**

- 99% of respondents rated the following factors as important in causing injuries or deaths on our roads (Table 1):
  - People driving after drinking
  - Carelessness and inattention by drivers
  - People Speeding
  
- 8% of motorists have been given Penalty Points or been convicted of a driving offence within the last three years (Table 2).
  
- The most effective medium for creating an awareness of road safety is TV advertising (89%) (Table 3).

## GENERAL

**Table 1** Could you tell me how important or unimportant the following factors are in causing injuries or deaths on our roads.

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very Important	Important	Unimportant	Very Unimportant	Refusal	Don't know	Total
	%	%	%	%	%	%	
People driving after drinking	85	14	1	0	0	0	1186
People speeding	81	18	1	0	0	0	1186
Carelessness & inattention by drivers	69	30	0	0	0	0	1186
Young inexperienced drivers	66	31	3	0	0	0	1186
People not wearing seatbelts	63	31	5	1	0	1	1186
Tiredness when driving	56	41	3	0	0	1	1186
People not thinking about the dangers	49	48	3	0	0	0	1186
Courts too lenient	47	39	10	1	0	2	1186
Car advertising glamorising speeding	45	37	15	3	0	1	1186
Children not trained enough in road safety	44	44	10	1	0	1	1186
Carelessness & inattention by pedestrians	43	49	7	0	0	0	1186
Too many drivers who haven't passed the driving test	39	31	23	4	0	3	1186
Drunk pedestrians	36	46	15	2	0	1	1186
Poor roads	34	48	16	1	0	0	1186
Not enough police enforcement	28	49	19	2	0	1	1186
Government not doing enough	27	49	20	1	0	2	1186

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### (i) Analysis by Age

<i>All those who answered very important or important</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
People driving after drinking	12	17	29	20	21	1173
Carelessness & inattention by drivers	12	17	29	20	21	1172
People speeding	12	17	29	20	21	1165
People not thinking about the dangers	12	17	29	20	21	1154
Young inexperienced drivers	12	17	29	21	21	1153
Tiredness when driving	12	18	29	20	21	1142

NI OMNIBUS SURVEY MAY 2002

### (ii) Analysis by Gender

<i>All those who answered very important or important</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
People driving after drinking	44	56	1173
Carelessness & inattention by drivers	44	56	1172
People speeding	43	57	1165
People not thinking about the dangers	44	56	1154
Young inexperienced drivers	44	56	1153
Tiredness when driving	44	56	1142

NI OMNIBUS SURVEY MAY 2002

- The top factors in causing injuries or deaths on our roads, rated as either very important or important are:
  - People driving after drinking (99%)
  - Carelessness and inattention by drivers (99%)
  - People Speeding (99%)
  - People not thinking about the dangers (97%)
  - Young inexperienced drivers (97%)
  - Tiredness when driving (97%)

**Table 2** Have you been given Penalty Points or been convicted of a driving offence within the last three years?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 and over	
	Count	%	%	%	%	
Yes	[8]	12	9	4	4	8
No	[61]	88	90	96	95	91
Refusal			0		1	0
<b>Total</b>	<b>69</b>	<b>153</b>	<b>272</b>	<b>168</b>	<b>120</b>	<b>782</b>

NI OMNIBUS SURVEY MAY 2002

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Yes	10	6	8
No	89	94	91
Refusal	0		0
<b>Total</b>	<b>412</b>	<b>370</b>	<b>782</b>

NI OMNIBUS SURVEY MAY 2002

- 8% of motorists have been given Penalty Points or been convicted of a driving offence within the last three years.
- Younger drivers are more likely to have received penalty points with 12% of 25-34 year olds compared to 4% of those aged 50 and over.
- Males are more likely than females to have been given penalty points (10%), compared to 6% of females.

## GENERAL AWARENESS

**Table 3** How important have the following factors been in creating, for you an awareness of road safety

<i>All persons aged 16 and over Base = 100%</i>	Important	Un- important	Refusal	Don't know	Total
	%	%	%	%	
TV Advertising	89	10	0	0	1186
TV/Radio, news & documentaries	86	13	0	0	1186
Friend or relative involved in an accident or near miss	83	16	0	0	1186
Penalties for breaking the law	83	16	0	0	1186
Being involved in an accident or near miss yourself	82	17	1	0	1186
What you learnt when you were learning to drive	82	17	0	0	782*
Highway Code	79	20	0	1	1186
Likelihood of being stopped by the Police	79	19	0	1	1186
Posters	76	23	0	0	1186
Bus Advertising	72	27	0	0	1186
Articles in the Press	70	30	0	0	1186
TV Programmes	65	34	0	0	1186
Press Advertising	65	34	0	0	1186
Radio Advertising	58	42	0	1	1186
Cinema Advertising	47	51	0	2	1186

NI OMNIBUS SURVEY MAY 2002

\*All motorists

### (i) Analysis by Age

<i>All those who answered important Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
TV Advertising	13	19	30	19	19	1051
TV/Radio, news & documentaries	13	18	30	19	19	1007
Friend or relative involved in an accident or near miss	14	18	30	19	19	976
Penalties for breaking the law	13	18	30	20	19	962
Being involved in an accident or near miss yourself	12	18	31	20	19	950
What you learnt when you were learning to drive	[58]	20	35	21	[96]	642*
Likelihood of being stopped by the Police	12	19	31	21	18	930
Highway Code	13	18	31	21	18	920
Posters	12	19	31	20	18	881
Bus Advertising	14	18	28	21	19	833
Articles in the Press	12	18	30	20	19	808
TV Programmes	[91]	18	30	21	20	766
Press Advertising	[82]	18	30	20	20	756
Radio Advertising	[87]	20	31	20	16	656
Cinema Advertising	[92]	22	30	[92]	[77]	542

NI OMNIBUS SURVEY MAY 2002

\* All motorists who answered important

(ii) Analysis by Gender

<i>All those who answered important Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
TV Advertising	42	58	1051
TV/Radio, news & documentaries	42	58	1007
Friend or relative involved in an accident or near miss	44	56	976
Penalties for breaking the law	46	54	962
Being involved in an accident or near miss yourself	46	54	950
What you learnt when you were learning to drive	51	49	642*
Highway Code	45	55	930
Likelihood of being stopped by the Police	46	54	920
Posters	42	58	881
Bus Advertising	41	59	833
Articles in the Press	43	57	808
TV Programmes	38	62	766
Press Advertising	42	58	756
Radio Advertising	44	56	656
Cinema Advertising	42	58	542

NI OMNIBUS SURVEY MAY 2002

\* All motorists who answered important

- ❑ The most effective medium for creating an awareness of road safety is TV Advertising (89%) followed by TV/Radio, news and documentaries (86%).
- ❑ The least effective is Cinema advertising with 47% of respondents rating it as important, and 51% rating it as unimportant.
- ❑ Males are more likely to think that “what they learnt when they were learning to drive” was more important than other factors (51%). On the other hand females thought that TV programmes were more important than other factors (62%).

# CHAPTER 2

## SPEEDING

Speeding Behaviour

Speeding Attitude

Speeding Awareness

## **Main Findings:**

- ❑ Almost one third of drivers (28%) exceed the speed limit on all road types (Table 4a)
  
- ❑ Over one third (37%) of motorists believe they are in control when they speed (Table 6).
  
- ❑ Over four fifths (83%) of motorists think that speeding is not a risk worth taking (Table 7e).
  
- ❑ 80% of respondents correctly identified the anti speeding TV campaign when shown pictures of the advert (Table 12a).

## Speeding Behaviour

Table 4a On which of the following have you ever exceeded the speed limit?

### (i) Analysis by Age

All motorists Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Roads in a built up area (30mph speed limit or less)	[30]	35	32	33	24	34
Roads outside a built up area (30 – 60mph speed limit)	[27]	29	27	21	20	26
Dual Carriageways	[24]	34	21	21	19	25
Motorways	[19]	35	25	21	19	26
On all of the above	[13]	33	31	30	16	28
Never exceed the speed limit	[11]	9	14	21	37	18
Refusal			0			0
Total <sup>a</sup>	69	153	272	168	120	782

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

### (ii) Analysis by Gender

All motorists Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Roads in a built up area (30mph speed limit or less)	33	36	34
Roads outside a built up area (30 – 60mph speed limit)	28	25	26
Dual Carriageways	25	25	25
Motorways	26	25	26
On all of the above	36	18	28
Never exceed the speed limit	13	23	18
Refusal	0		0
Total <sup>a</sup>	412	370	782

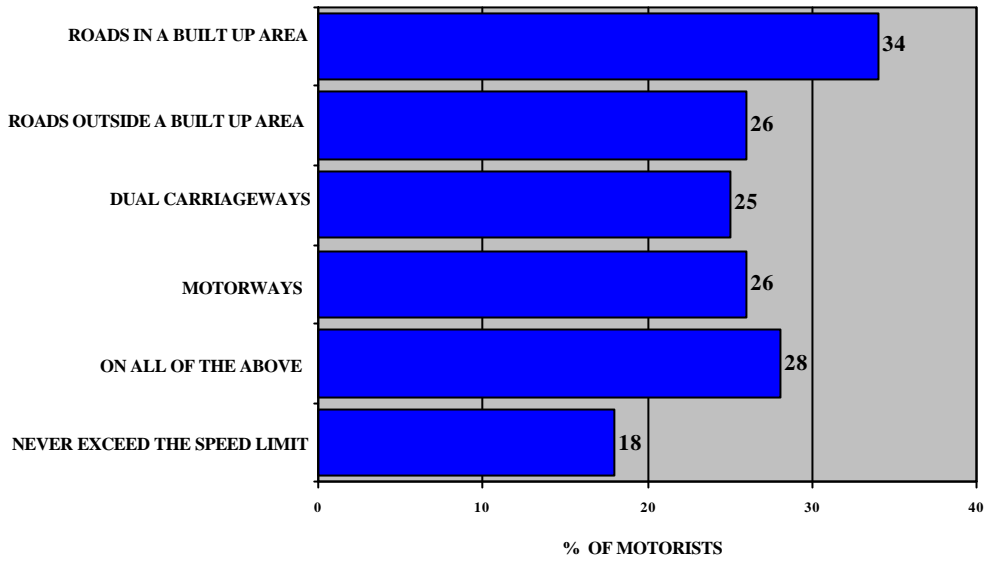
NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- 28% of motorists have exceeded the speed limit on all road types.
- 34% have exceeded the speed limit on roads in a built up area, 26% on roads outside a built up area, 25% on dual carriageways and 26% on motorways.
- 18% of motorists stated that they never exceed the speed limit.
- Younger drivers are the most likely to break the speed limit on all 4 road types. This is especially apparent on dual carriageways where 34% of 25-34 year olds speed compared to 21% of 50-64 year olds and 19% of those aged over 65.
- Males are twice as likely as females to speed on all road types (36% compared to 18%). However females are a little more likely to speed in built up areas (36% of females compared to 33% of males).

FIGURE 1

ROADS ON WHICH THE SPEED LIMIT HAS EVER BEEN EXCEEDED

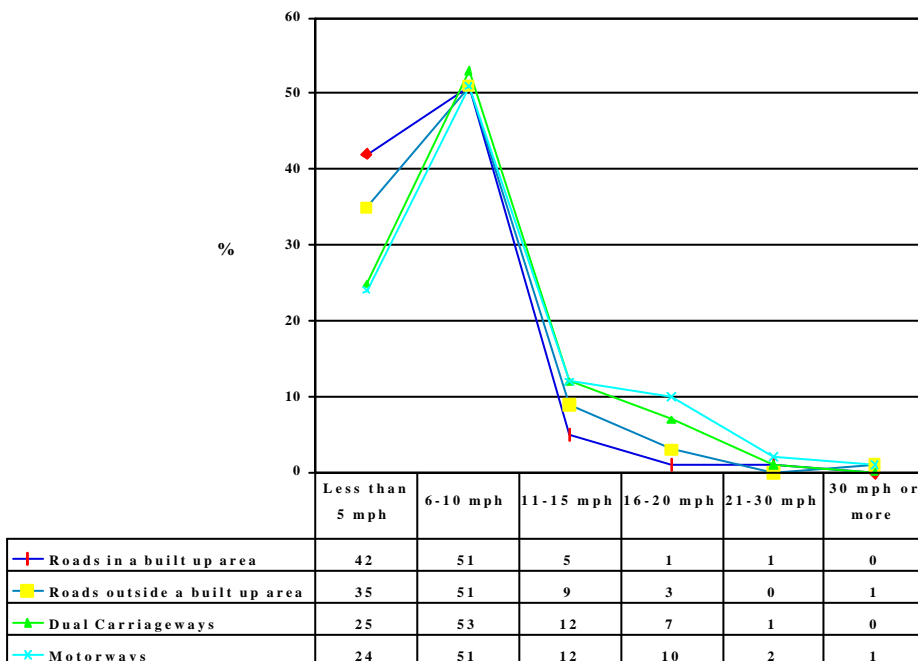


DATA REFERS TO TABLE 4a

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FIGURE 2

MAXIMUM SPEED BY WHICH THE SPEED LIMIT IS REGULARLY EXCEEDED ON...



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- The maximum speed by which motorists regularly exceed the speed limit on each of the 4 roads is in the 6-10 mph category, the highest percentage being on dual carriageways (53%).

**Table 4b Under what circumstances would you exceed the speed limit?**

**(i) Analysis by Age**

<i>All motorists who did not answer never to table 4a</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	
Early in the morning when there is little traffic	[19]	35	35	32	[17]	34
Late in the evening when there is little traffic	[22]	39	37	29	[15]	35
In an emergency	[37]	56	58	56	[37]	57
In a hurry to reach a destination (not an emergency)	[29]	55	51	42	[16]	47
Normal driving	[8]	17	18	17	[17]	17
Under no circumstances		0	3	3	[2]	2
Other	[1]	4	2	3	[9]	3
<b>Total<sup>a</sup></b>	<b>58</b>	<b>138</b>	<b>235</b>	<b>131</b>	<b>70</b>	<b>632</b>

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<sup>a</sup> Percentages may add to more than 100 due to multiple responses

**(ii) Analysis by Gender**

<i>All motorists who did not answer never to table 4a</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Early in the morning when there is little traffic	38	28	34
Late in the evening when there is little traffic	35	35	35
In an emergency	57	58	57
In a hurry to reach a destination (not an emergency)	45	50	47
Normal driving	20	14	17
Under no circumstances	2	2	2
Other	4	2	3
<b>Total<sup>a</sup></b>	<b>354</b>	<b>278</b>	<b>632</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- ❑ The main reasons motorists exceed the speed limit are in an emergency (57%), and when they are in a hurry to reach a destination (not an emergency) (47%).
- ❑ Males (20%) are more likely than females to speed in their normal driving than females (14%).
- ❑ Males are also much more likely than females to speed early in the morning when there is little traffic (38% of males compared to 28% of females).

**Table 5**            **To what extent do you always**  
**... Read the road to anticipate potential danger,**  
**... Irrespective of the speed limit, cut your speed to suit the conditions of the road?**

<i>All motorists</i> <i>Base = 100%</i>	<b>Read Road</b> <b>%</b>	<b>Cut Speed</b> <b>%</b>
<b>Always</b>	<i>63</i>	<i>66</i>
<b>Nearly always</b>	<i>32</i>	<i>29</i>
<b>Sometimes</b>	<i>5</i>	<i>5</i>
<b>Hardly ever</b>	<i>0</i>	<i>0</i>
<b>Never</b>	<i>0</i>	
<b>Refusal</b>	<i>0</i>	<i>0</i>
<b>Total</b>	<i>782</i>	<i>782</i>

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- 95% of motorists always/nearly always read the road to anticipate potential danger, and 95%, irrespective of the speed limit, cut their speed to suit the conditions of the road.

## Speeding Attitude

**Table 6 To what extent would you agree or disagree with the following statements ...**

<i>All motorists</i> <i>Base = 100%</i>	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't know	Total
	%	%	%	%	%	%	%	
I am in control even when I speed	7	30	15	34	13	0	0	782
Speeding is a foolish thing to do	40	49	6	4	1	0	0	782
I can enjoy the freedom of the road even within the speed limits	20	63	8	8	0	0	0	782
I can cope with the unexpected at high speed	2	13	12	45	26	0	1	782
Exceeding the speed limit is a risk worth taking	1	5	10	50	33	0	0	782

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**Table 7a To what extent would you agree or disagree with the following statement ... I am in control even when I speed?**

### (i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Strongly agree	[5]	5	5	13	6	7
Agree	[20]	30	30	29	31	30
Neither agree or disagree	[11]	18	11	16	16	15
Disagree	[27]	33	37	33	26	34
Strongly disagree	[6]	13	15	7	20	13
Refusal			0			0
Don't Know			1	1	1	0
<b>Total</b>	<b>69</b>	<b>153</b>	<b>272</b>	<b>168</b>	<b>120</b>	<b>782</b>

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### (ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	10	4	7
Agree	35	25	30
Neither agree or disagree	16	14	15
Disagree	30	39	34
Strongly disagree	8	18	13
Refusal	0		0
Don't Know	1	0	0
<b>Total</b>	<b>412</b>	<b>370</b>	<b>782</b>

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- ❑ Over one third (37%) of motorists agree that they are in control even when they speed, however males are more likely to think this than females.

**Table 7b** To what extent would you agree or disagree with the following statement ... Speeding is a foolish thing to do?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Strongly agree	[23]	34	42	35	54	40
Agree	[40]	51	46	52	36	49
Neither agree or disagree	[4]	7	7	8	6	6
Disagree	[2]	6	4	4	4	4
Strongly disagree		2	1	1		1
Refusal			0	0		0
Don't Know				1		
<b>Total</b>	<b>69</b>	<b>153</b>	<b>272</b>	<b>168</b>	<b>120</b>	<b>782</b>

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(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	33	47	40
Agree	50	47	49
Neither agree or disagree	9	3	6
Disagree	6	2	4
Strongly disagree	1	1	1
Refusal	0		0
Don't Know	0		0
<b>Total</b>	<b>412</b>	<b>370</b>	<b>782</b>

NI OMNIBUS SURVEY MAY 2002

- The majority of motorists (89%) believe that speeding is a foolish thing to do (83% of male motorists, 94% of female motorists).

Table 7c

To what extent would you agree or disagree with the following statement ... I can enjoy the freedom of the road, even within the speed limits?

## (i) Analysis by Age

All motorists Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Strongly agree	[10]	12	21	23	33	20
Agree	[43]	68	63	64	57	63
Neither agree or disagree	[7]	12	8	7	3	8
Disagree	[9]	8	8	5	7	8
Strongly disagree			1			0
Refusal			0	0		0
Don't Know				1		0
<b>Total</b>	<b>69</b>	<b>153</b>	<b>272</b>	<b>168</b>	<b>120</b>	<b>782</b>

NI OMNIBUS SURVEY MAY 2002

## (ii) Analysis by Gender

All motorists Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	19	21	20
Agree	63	64	63
Neither agree or disagree	7	9	8
Disagree	10	5	8
Strongly disagree		1	0
Refusal	0		0
Don't Know	0		0
<b>Total</b>	<b>412</b>	<b>370</b>	<b>782</b>

NI OMNIBUS SURVEY MAY 2002

- Over four fifths (83%) of motorists feel they can enjoy the freedom of the road, even within the speed limits. Level of agreement increased with age (80% of 25-34 year olds, 84% of 35-49 years, 87% of 50-64 year olds, and 90% of those aged 65 and over).

**Table 7d** To what extent would you agree or disagree with the following statement ... I can cope with the unexpected at high speed?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Strongly agree		1	3	5	1	2
Agree	[11]	11	11	13	13	13
Neither agree or disagree	[3]	14	11	16	15	12
Disagree	[39]	44	44	47	38	45
Strongly disagree	[16]	31	29	16	31	26
Refusal			0	0		0
Don't Know			1	3	2	1
<b>Total</b>	<b>69</b>	<b>153</b>	<b>272</b>	<b>168</b>	<b>120</b>	<b>782</b>

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(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	4	0	2
Agree	17	8	13
Neither agree or disagree	15	10	12
Disagree	46	44	45
Strongly disagree	17	37	26
Refusal	0		0
Don't Know	1	1	1
<b>Total</b>	<b>412</b>	<b>370</b>	<b>782</b>

NI OMNIBUS SURVEY MAY 2002

- ❑ Almost three quarters (71%) of motorists disagreed that they could cope with the unexpected at high speed.
- ❑ However 21% of males thought that they could cope with the unexpected at high speed compared to only 8% of females.

**Table 7e** To what extent would you agree or disagree with the following statement... Exceeding the speed limit is a risk worth taking?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Strongly agree		1	0	3	1	1
Agree	[3]	8	7	4	2	5
Neither agree or disagree	[7]	14	11	8	7	10
Disagree	[39]	45	47	55	51	50
Strongly disagree	[20]	32	35	29	40	33
Refusal			0	0		0
Don't Know				1		0
<b>Total</b>	<b>69</b>	<b>153</b>	<b>272</b>	<b>168</b>	<b>120</b>	<b>782</b>

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(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	2	0	1
Agree	7	4	5
Neither agree or disagree	13	7	10
Disagree	52	48	50
Strongly disagree	26	41	33
Refusal	0		0
Don't Know	0		0
<b>Total</b>	<b>412</b>	<b>370</b>	<b>782</b>

NI OMNIBUS SURVEY MAY 2002

- 83% of motorists disagree that exceeding the speed limit is a risk worth taking (78% of male motorists, 89% of female motorists). This level of disagreement increases with age (77% of 25-34 year olds, 82% of 35-49 years, 84% of 50-64 year olds, and 91% of those aged 65 and over).

**Table 8 To what extent would you agree or disagree with the following statements...**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't know	Total
	%	%	%	%	%	%	%	
<b>People need to slow down on the roads</b>	55	39	4	1	0	0	0	1186
<b>I need to slow down on the roads</b>	40	49	6	4	1	0	0	782*
<b>Young male drivers should slow down</b>	62	33	4	0	1	0	0	1186

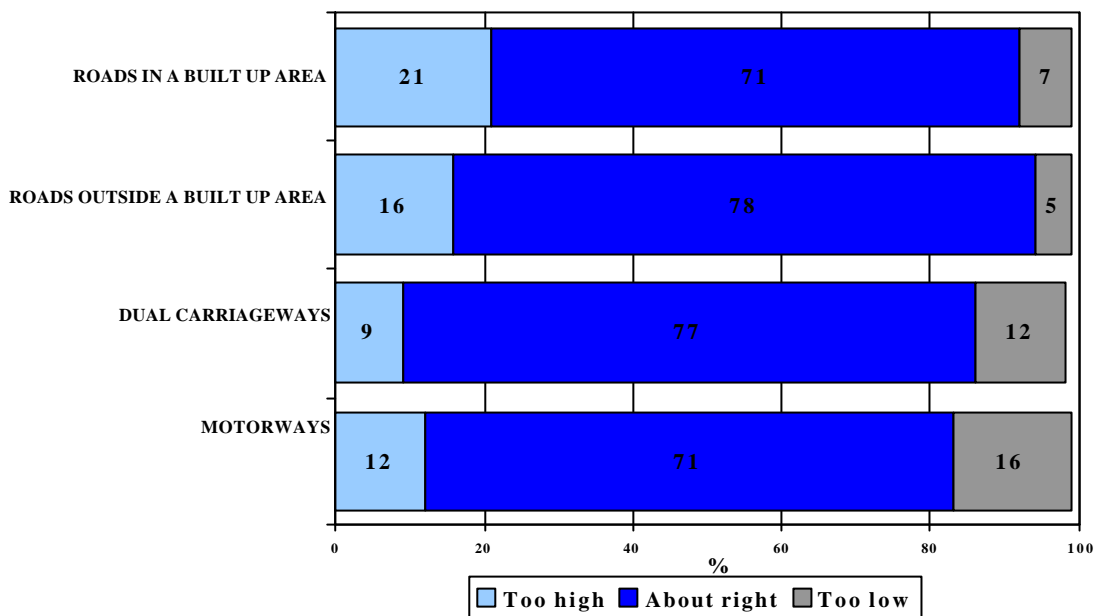
NI OMNIBUS SURVEY MAY 2002

\*All motorists

- ❑ 94% of respondents agree that people need to slow down on the roads, with 89% of motorists admitting that they themselves need to slow down on the roads.
- ❑ 95% of respondents believe that young male drivers should slow down on the roads.

FIGURE 3

HOW APPROPRIATE DO YOU THINK THE SPEED LIMITS ARE ON...



\* Data excludes don't know

NI OMNIBUS SURVEY MAY 2002

- 71% of respondents think the speed limit on roads in a built up area is about right.
- The equivalent figures for roads outside a built up area, dual carriageways and motorways are 78%, 77% and 71% respectively.
- One fifth of respondents think that the speed limit on roads in built up areas are too high. This is in contrast to 16% of respondents who think that the speed limit on motorways are too low.

**Table 9 Under what circumstances do you feel speeding is justified?**

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Early in the morning when there is little traffic	10	11	9	8	2	8
Late in the evening when there is little traffic	7	8	8	5	2	6
In an emergency	61	67	62	58	51	60
In a hurry to reach a destination (not an emergency)	3	6	4	2	4	4
Normal driving	2	4	2	1	1	2
Under no circumstances	35	25	31	32	46	33
Other	3	3	3	4	2	3
Refusal			0	0		0
Don't Know		0	0	1	0	0
<b>Total<sup>a</sup></b>	<b>146</b>	<b>205</b>	<b>349</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Early in the morning when there is little traffic	10	6	8
Late in the evening when there is little traffic	7	5	6
In an emergency	63	58	60
In a hurry to reach a destination (not an emergency)	5	3	4
Normal driving	3	1	2
Under no circumstances	27	38	33
Other	5	2	3
Refusal	0	0	0
Don't Know		1	0
<b>Total<sup>a</sup></b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- ❑ The main circumstance in which respondents feel speeding is justified is in an emergency (60%).
- ❑ 35% of 16 to 24 year olds feel that speeding is justified in no circumstances, a higher percentage than for those aged 25-64.
- ❑ Females are more likely than males to feel that there are no circumstances that speeding is justified (38% of females compared to 27% of males).

**Table 10** How likely or unlikely do you think it is that you would be stopped by the police for speeding if you were driving on ...

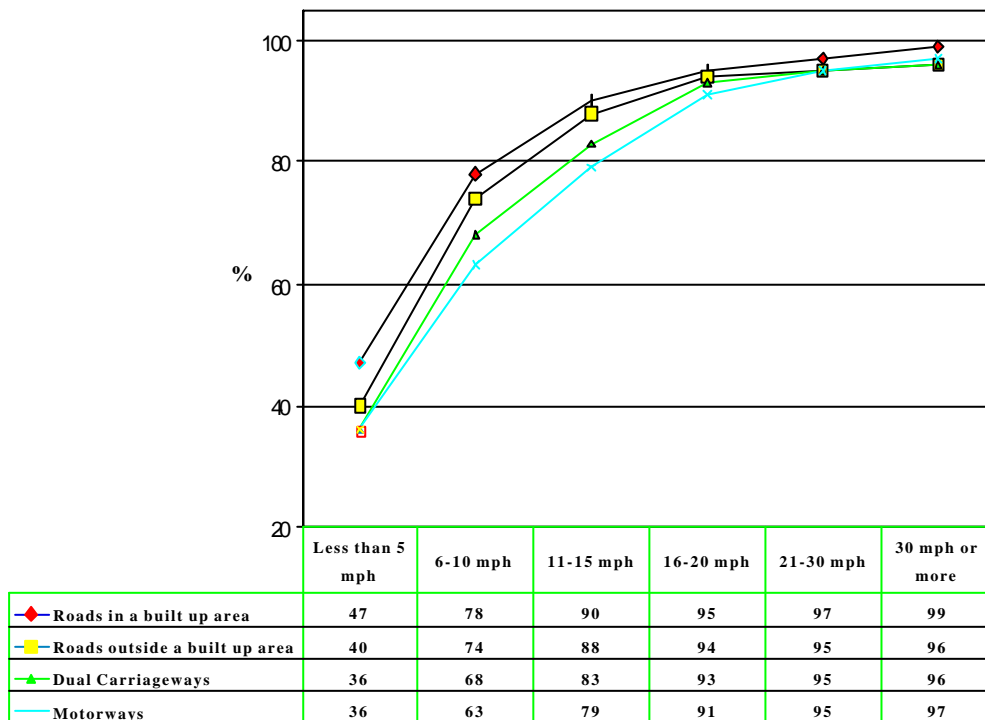
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Refusal	Don't Know	Total
	%	%	%	%	%	%	
Roads in a built up area (30 mph or less)	17	35	33	13	0	2	1186
Roads outside a built up area (30-60 mph)	7	35	42	13	0	2	1186
A dual carriageway	10	38	38	12	0	2	1186
A motorway	14	37	33	13	0	3	1186

NI OMNIBUS SURVEY MAY 2002

- Only 42% of respondents thought it was likely/very likely that they would be stopped for speeding on roads outside a built up area. This rose a little for the other road types 48% for dual carriageways, 51% for motorways, and 52% for roads in a built up area.

**FIGURE 4**

**THE SPEED BY WHICH IT IS CONSIDERED DANGEROUS TO EXCEED THE SPEED LIMIT ON...**



\*Data excludes don't know

NI OMNIBUS SURVEY MAY 2002

- The majority of respondents consider it to be dangerous to exceed the speed limit by more than 5 mph.

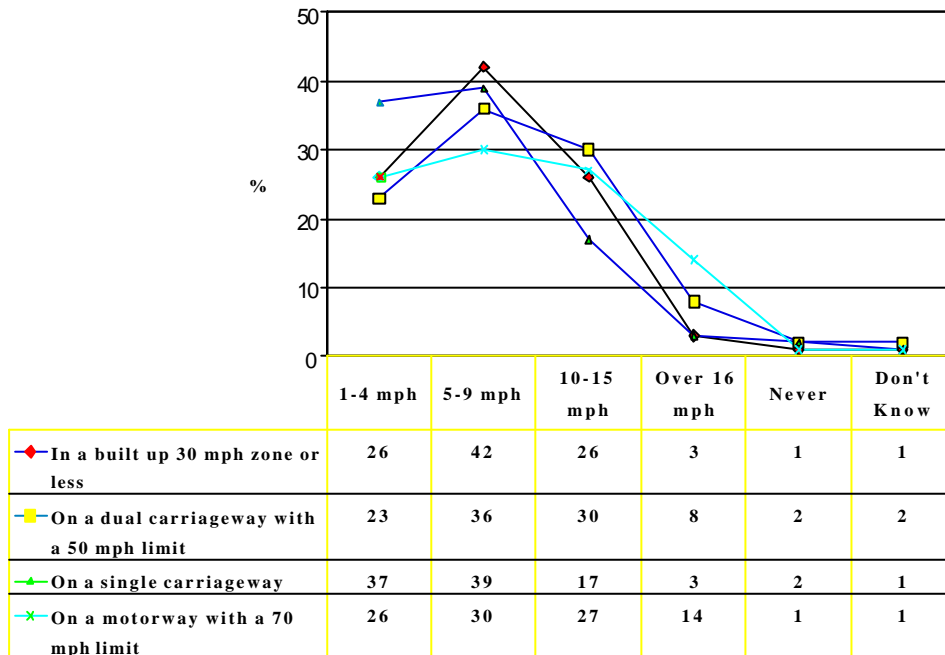
**Table 11** In your opinion when do you think it is fair that the police should issue speeding tickets with penalty points ...

All persons aged 16 and over Base = 100%	Speed over the speed limit							Total
	1-4 mph	5-9 mph	10-15 mph	Over 16 mph	Never	Refusal	Don't know	
	%	%	%	%	%	%	%	
In a built up 30 mph or less zone	26	42	26	3	1	0	1	1186
On a dual carriage way 50 mph limit	23	36	30	8	2	0	2	1186
On a single carriageway Eg rural road (30-60 mph)	37	39	17	3	2	0	1	1186
On a motorway with a 70 mph limit	26	30	27	14	1	0	1	1186

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**FIGURE 5**

**WHEN DO YOU THINK IT IS FAIR THAT THE POLICE SHOULD ISSUE SPEEDING TICKETS WITH PENALTY POINTS...**



DATA REFERS TO TABLE 11

NI OMNIBUS SURVEY MAY 2002

- ❑ The majority of respondents felt that it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by 10 mph on all types of road.
- ❑ Approximately one quarter of respondents felt it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by 5 mph on all types of roads.

## Speeding Awareness

At this stage in the questionnaire respondents were shown 4 still pictures from the TV advertisement relating to speeding called Thump. After seeing the 4 pictures respondents were asked what the campaign related to.

Table 12a      Could you tell me what this advertising campaign relates to?  
(Speeding- Thump)

### (i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Seat Belts (Damage)	2	3	5	7	8	5
Drinking and Driving (Shame)	4	3	6	11	8	7
Speeding (Thump)	88	91	84	74	59	80
Penalty Points	1	1	0		1	0
Never seen the advert		1	1	4	14	4
Other	4	1	2	2	4	3
Refusal			0	1	1	0
Don't Know	1		1	1	6	2
<b>Total</b>	<b>146</b>	<b>205</b>	<b>349</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

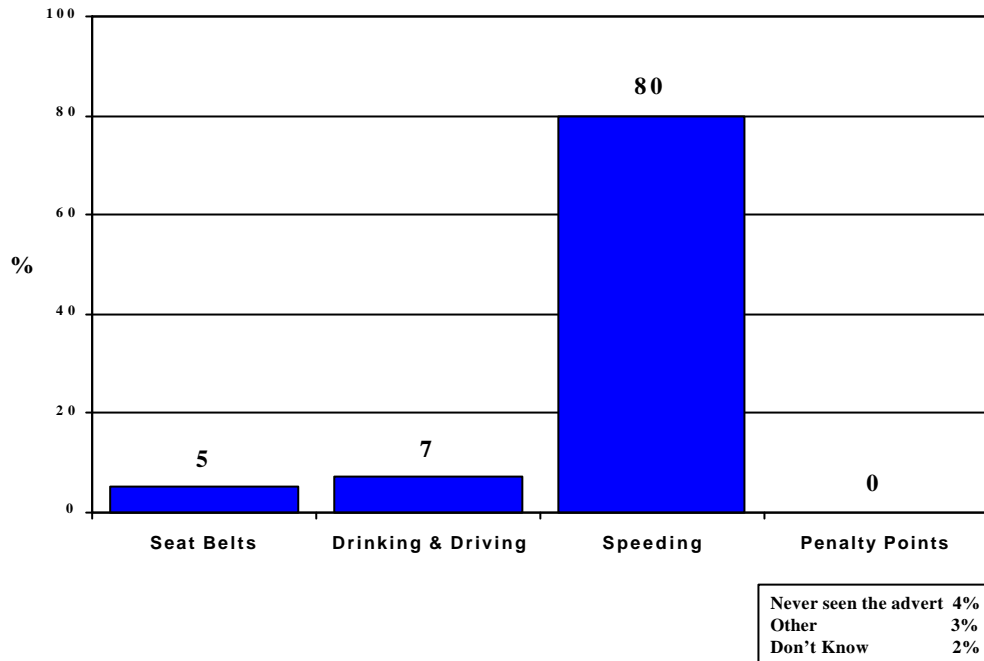
### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Seat Belts (Damage)	6	4	5
Drinking and Driving (Shame)	5	8	7
Speeding (Thump)	81	78	80
Penalty Points	0	1	0
Never seen the advert	2	5	4
Other	3	2	3
Refusal	1	0	0
Don't Know	1	2	2
<b>Total</b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

**FIGURE 6**

**COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?**



DATA REFERS TO TABLE 12a

NI OMNIBUS SURVEY MAY 2002

- ❑ Four fifths (80%) of respondents correctly identified the campaign relating to Speeding (Thump).
- ❑ This figure dropped with age with only 59% of those over 65 correctly naming the campaign compared to 91% of 25-34 year olds.

At this point respondents were told that the campaign related to Speeding.

Table 12b Are you aware of this advertising campaign?

(i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	100	99	97	93	80	94
No	0	1	3	6	18	5
Refusal			0	1	1	0
Don't Know					1	0
<b>Total</b>	<b>146</b>	<b>205</b>	<b>349</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	94	94	94
No	5	5	5
Refusal	1	0	0
Don't Know	0	0	0
<b>Total</b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

- 94% of respondents were aware of the advertising campaign (100% of 16-24 year olds). This awareness declined with the age of the respondent.

**Table 12c To what extent has this campaign influenced your behaviour in relation to speeding?**

**(i) Analysis by Age**

<i>All those who answered yes to table 12b</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
<b>Influenced me a lot</b>	56	54	50	51	38	50
<b>Influenced me a little</b>	22	33	29	27	23	27
<b>Has not influenced me at all</b>	22	13	20	21	38	22
<b>Don't Know</b>			1	0	1	0
<b>Total</b>	145	203	337	222	196	1103

NI OMNIBUS SURVEY MAY 2002

**(ii) Analysis by Gender**

<i>All those who answered yes to table 12b</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
<b>Influenced me a lot</b>	44	56	50
<b>Influenced me a little</b>	31	24	27
<b>Has not influenced me at all</b>	24	20	22
<b>Don't Know</b>	0	0	0
<b>Total</b>	487	616	1103

NI OMNIBUS SURVEY MAY 2002

- ❑ Half (50%) of those respondents aware of the campaign stated it had influenced their behaviour a lot in relation to speeding (44% of male respondents, 56% of female respondents).
- ❑ However over one fifth (22%) of respondents said it had not influenced them at all.

# **CHAPTER 3**

## **DRINKING AND DRIVING**

**Drinking and Driving Behaviour**

**Drinking and Driving Attitude**

**Drinking and Driving Awareness**

## **Main Findings:**

- ❑ Almost one third (32%) of respondents said they never drink alcohol (Table 13a).
- ❑ One fifth (20%) of motorists who drink said they may drive after drinking (Table 13b).
- ❑ More than one third (37%) of respondents said they would travel as a passenger where the driver had taken one drink (Table 15).
- ❑ Almost one fifth (18%) of drivers who drink thought they could drink more than 2 units of alcohol without it affecting their driving (Table 17).
- ❑ Over four fifths (87%) think the police should be able to stop people at random and breathalyse them (Figure 13).
- ❑ 92% of respondents correctly identified the TV campaign relating to drinking and driving when shown pictures of it (Table 20a).

## Drinking and Driving Behaviour

**Table 13a** With regard to drinking and not drinking alcohol, which of the following statements applies to you?

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	<b>Total %</b>
<b>I never drink alcohol</b>	<i>32</i>
<b>I drink alcohol about once a month or less often</b>	<i>17</i>
<b>I drink alcohol about two or three times a month</b>	<i>13</i>
<b>I drink alcohol about once a week</b>	<i>25</i>
<b>I drink alcohol about two or three times a week or more</b>	<i>12</i>
<b>Refusal</b>	<i>0</i>
<b>Total</b>	<i>1186</i>

NI OMNIBUS SURVEY MAY 2002

- ❑ 67% of all respondents drink alcohol, with 12% drinking alcohol about two or three times a week or more and 25% drinking alcohol about once a week.
- ❑ 32% of all respondents never drink alcohol.

**Table 13b** Are there any kind of occasions at which you might have a drink and then drive afterwards?

(i) Analysis by Age

All motorists who drink Base = 100%	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	
Yes	[6]	16	19	27	[16]	20
No	[54]	84	81	73	[45]	80
Total	60	119	219	109	61	568

NI OMNIBUS SURVEY MAY 2002

(ii) Analysis by Gender

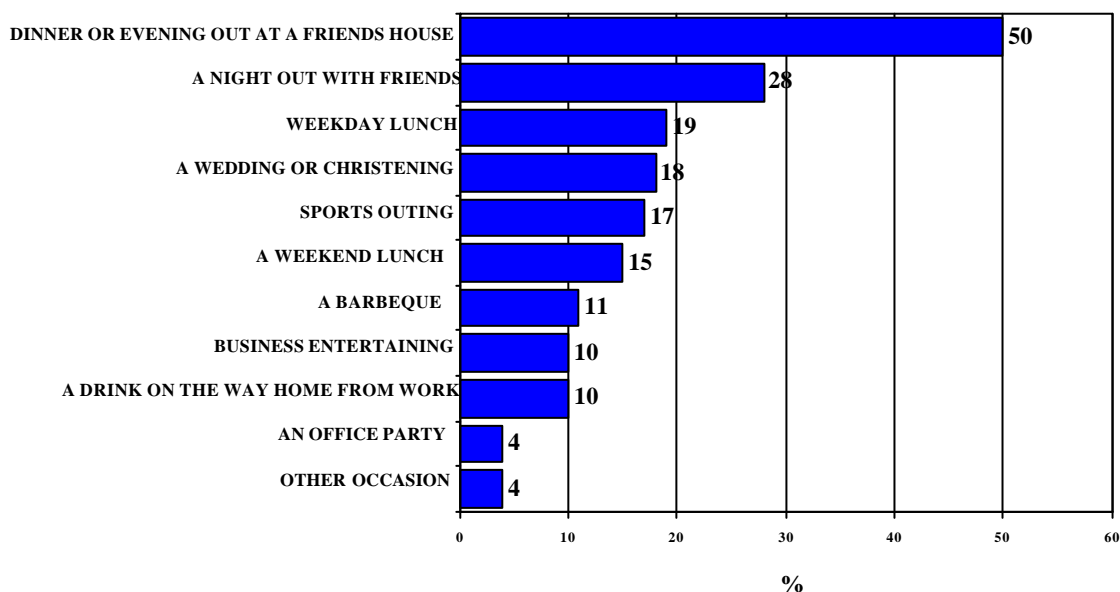
All motorists who drink Base = 100%	Gender		Total %
	Male	Female	
	%	%	
Yes	28	10	20
No	72	90	80
Total	304	264	568

NI OMNIBUS SURVEY MAY 2002

- ❑ 20% of motorists who drink (28% of male motorists, 10% of female motorists) indicated that there would be occasions at which they might have a drink and then drive afterwards.
- ❑ This figure increased with age, with only 16% of the 25-34 age group indicating that they would drink and drive afterwards and 27% of 50-64 year olds indicating the same.

**FIGURE 7**

**OCCASIONS ON WHICH YOU MIGHT HAVE AN ALCOHOLIC DRINK AND DRIVE AFTERWARDS**



Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2002

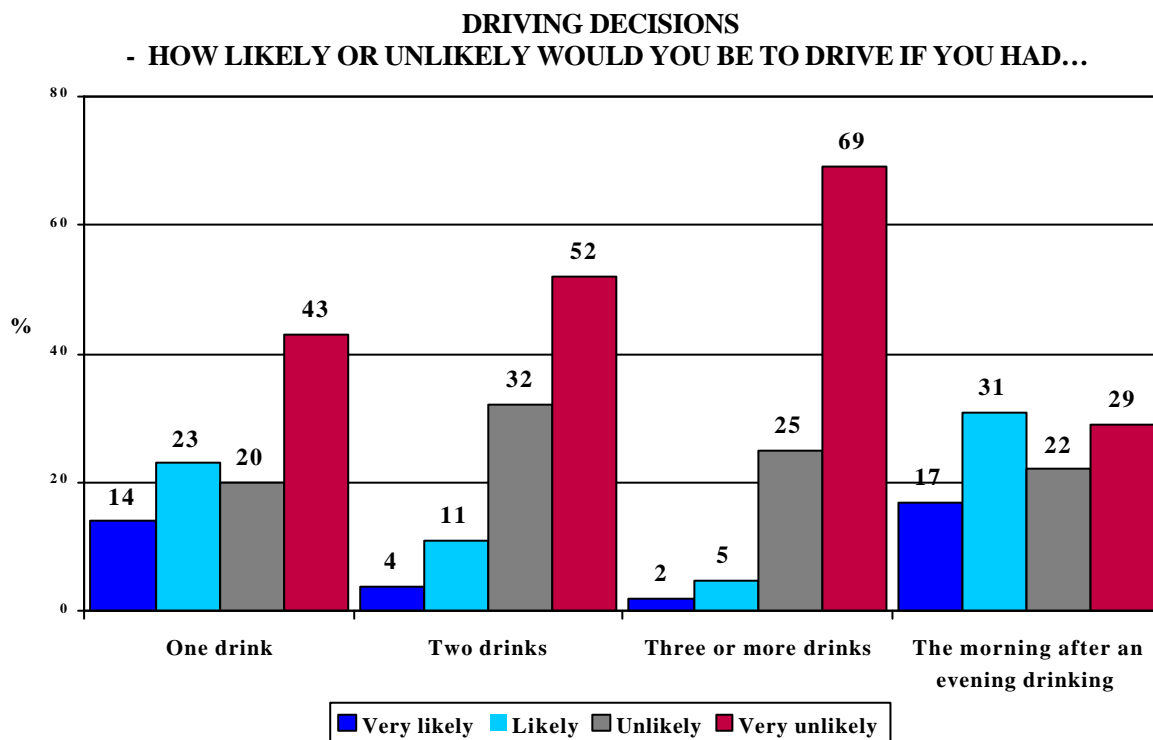
**Table 13c** How likely or unlikely would you be to drive ...

<i>All motorists who drink</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Total
	%	%	%	%	%
If you had just one drink	14	23	20	43	568
If you had a couple of drinks	4	11	32	52	*331
If you had three or more drinks	2	5	25	69	**164
The morning after an evening on which you have been drinking	17	31	22	29	568

NI OMNIBUS SURVEY MAY 2002

\* All those who did not answer "very likely" to if you had just one drink  
 \*\* All those who did not answer "very likely" to if you had a couple of drinks

**FIGURE 8**



DATA REFERS TO TABLE 13c

NI OMNIBUS SURVEY MAY 2002

- ❑ Almost two fifths (37%) of motorists who drink said they would drive after one drink. This reduced to 15% after two drinks and 7% after three or more drinks.
- ❑ While 51% of motorists stated they would not be likely to drive on the morning after an evening drinking, 48% stated they would be likely to.

**Table 13d** Before driving the next morning, how likely would it be that you would ...

<i>All motorists who said they would be very likely or likely to drive the morning after an evening on which they had been drinking</i> Base = 100%	Consider the amount drank the previous evening	Drive if you thought you were still over the legal limit
	%	%
Very likely	39	4
Likely	31	16
Unlikely	21	33
Very unlikely	8	47
Don't know	-	1
<b>Total</b>	<b>282</b>	<b>282</b>

NI OMNIBUS SURVEY MAY 2002

- Of those respondents that answered this question the majority would take into account the amount they drank the previous evening before driving the next morning.
- They would also be unlikely to drive if they thought they were still over the legal limit the next morning.

**Table 14a** Have you ever decided not to drive because you had drunk, or planned to drink alcohol?

(i) Analysis by Age

<i>All motorists who drink</i> Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	%
Yes	[48]	88	85	84	[37]	82
No	[12]	12	15	16	[24]	18
<b>Total</b>	<b>60</b>	<b>119</b>	<b>219</b>	<b>109</b>	<b>61</b>	<b>568</b>

NI OMNIBUS SURVEY MAY 2002

(ii) Analysis by Gender

<i>All motorists who drink</i> Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Yes	89	74	82
No	11	26	18
<b>Total</b>	<b>304</b>	<b>264</b>	<b>568</b>

NI OMNIBUS SURVEY MAY 2002

- 82% of motorists who drink would not usually drive if they had drunk, or planned to drink alcohol.

**Table 14b**      **What put you off?**

<i>All those who answered yes to table 14a</i> <i>Base = 100%</i>	<b>Total %</b>
<b>Risk of injury to self (or other)</b>	<b>62</b>
<b>Risk of death to self (or other)</b>	<b>54</b>
<b>Risk of being caught by the police</b>	<b>50</b>
<b>Fear of crashing</b>	<b>46</b>
<b>Fear of loss of license if caught</b>	<b>36</b>
<b>Fear of being breath tested</b>	<b>20</b>
<b>Fear of being arrested if caught</b>	<b>19</b>
<b>Fear of losing job if disqualified</b>	<b>18</b>
<b>Being unable to get car insurance/higher premiums</b>	<b>16</b>
<b>Having to resit test if disqualified</b>	<b>14</b>
<b>Embarrassment with family and friends</b>	<b>13</b>
<b>Other</b>	<b>6</b>
<b>Total<sup>a</sup></b>	<b>471</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- The main factors that would put motorists off were the risk of injury to themselves or others (62%), risk of death to themselves or others (54%), the risk of being caught by the police (50%), fear of crashing (46%) and fear of loss of licence if caught (36%).

**Table 15**      **How likely would you be to travel as a passenger in a car in which the driver has ...**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	<b>Very likely</b>	<b>Likely</b>	<b>Unlikely</b>	<b>Very unlikely</b>	<b>Refusal</b>	<b>Don't Know</b>	<b>Total</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	
<b>Had a single drink</b>	<b>13</b>	<b>24</b>	<b>19</b>	<b>44</b>	<b>0</b>	<b>0</b>	<b>1186</b>
<b>Had two drinks</b>	<b>6</b>	<b>26</b>	<b>34</b>	<b>34</b>	<b>0</b>	<b>0</b>	<b>645*</b>
<b>Had three or more drinks</b>	<b>2</b>	<b>5</b>	<b>32</b>	<b>60</b>	<b>0</b>	<b>0</b>	<b>426**</b>

NI OMNIBUS SURVEY MAY 2002

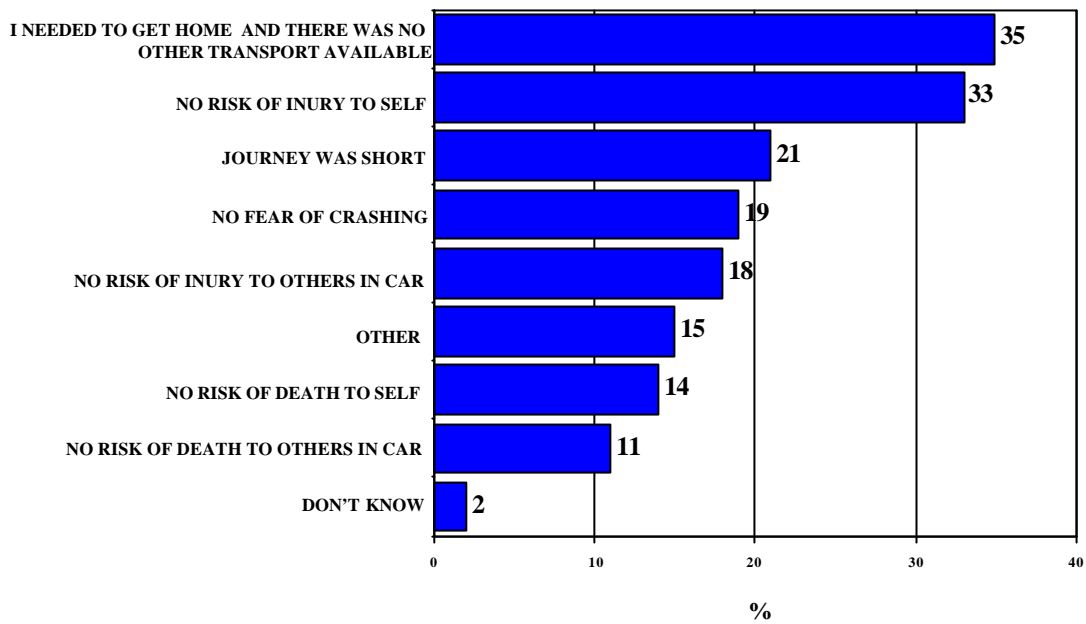
\* All those who did not answer very unlikely to "had a single drink"

\*\* All those who did not answer very unlikely to "had two drinks"

- The majority of respondents would be unlikely to travel in a car in which the driver has had a single drink. This increased with the number of drinks consumed by the driver.

FIGURE 9

WHY WOULD YOU TRAVEL IN A CAR IN WHICH THE DRIVER HAD ANY ALCOHOL?



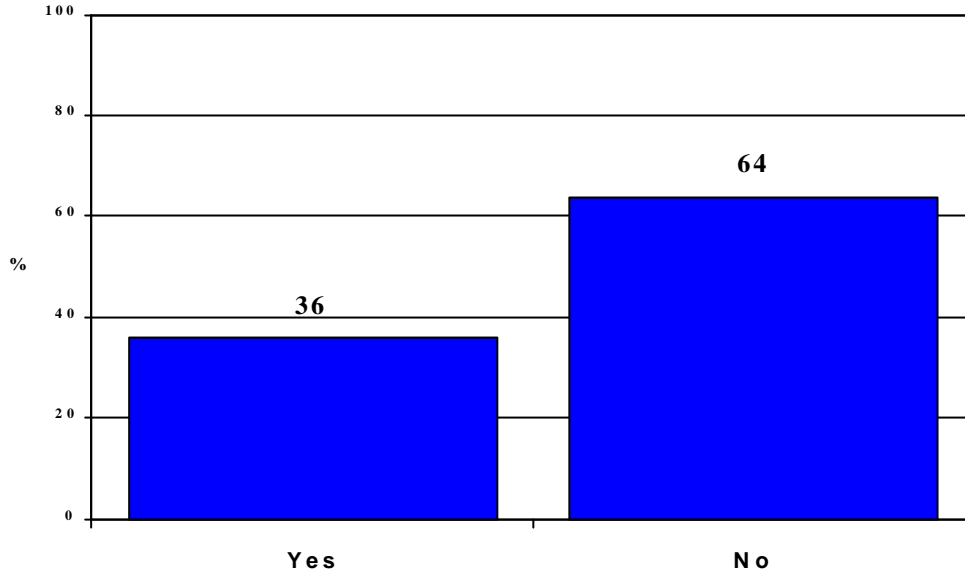
Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2002

- The main reasons respondents would travel in a car in which the driver had any alcohol was that they needed to get home and there was no other transport available (35%), followed by no risk of injury to self (33%).

FIGURE 10

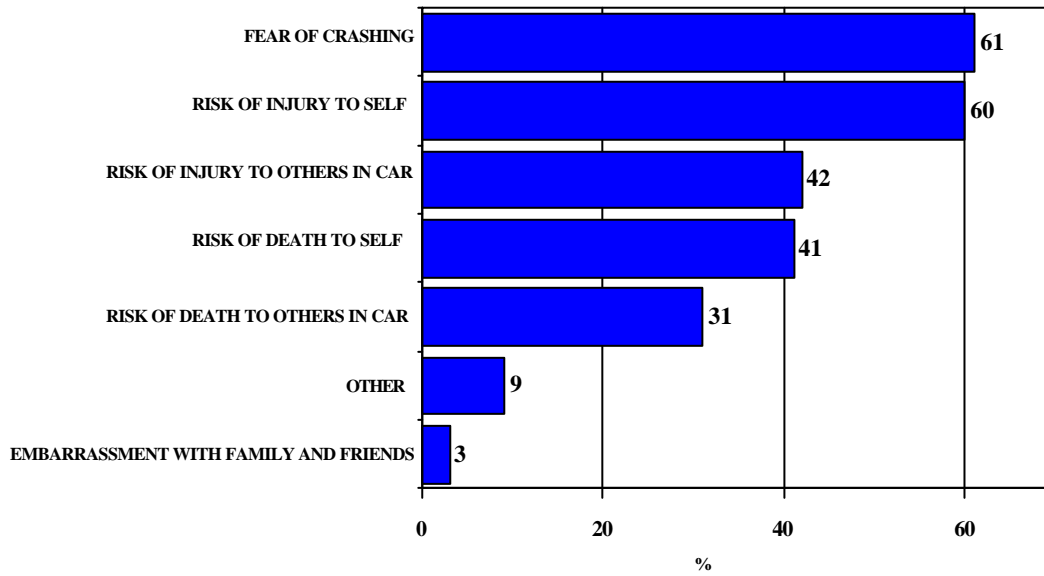
HAVE YOU EVER DECIDED NOT TO BE A PASSENGER IN A CAR BECAUSE THE DRIVER HAD DRUNK ALCOHOL?



NI OMNIBUS SURVEY MAY 2002

FIGURE 11

IF YES, WHAT PUT YOU OFF?



Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2002

## Drinking and Driving Attitude

**Table 16** If you were to drink and drive, how likely or unlikely do you think it is that you would be stopped by the police if you were driving on ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Refusal	Don't Know	Total
	%	%	%	%	%	%	
Roads in a built up area (30 mph or less)	20	32	32	12	0	3	1186
Roads outside a built up area (30-60 mph)	10	37	39	11	0	3	1186
A dual carriageway	12	35	39	10	0	3	1186
A motorway	15	33	36	13	0	3	1186

NI OMNIBUS SURVEY MAY 2002

- Approximately half of respondents felt that it was unlikely that they would be stopped by the police for drinking and driving.

**Table 17** How many units of alcohol can you personally drink without affecting your driving?

### (i) Analysis by Age

<i>All motorists who drink</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	
None at all	[15]	27	31	25	[12]	27
1 unit	[7]	17	16	16	[12]	16
2 units	[11]	23	27	12	[10]	21
3 units	[4]	8	5	14	[4]	8
4 units	[4]	6	5	7	[6]	7
5 units		3	3			2
6 units	[2]	2	1			1
9 units			0			0
10 or more units				2		0
Don't know	[17]	14	11	23	[17]	18
Refusal				2		0
Total	60	119	219	109	61	568

NI OMNIBUS SURVEY MAY 2002

(ii) Analysis by Gender

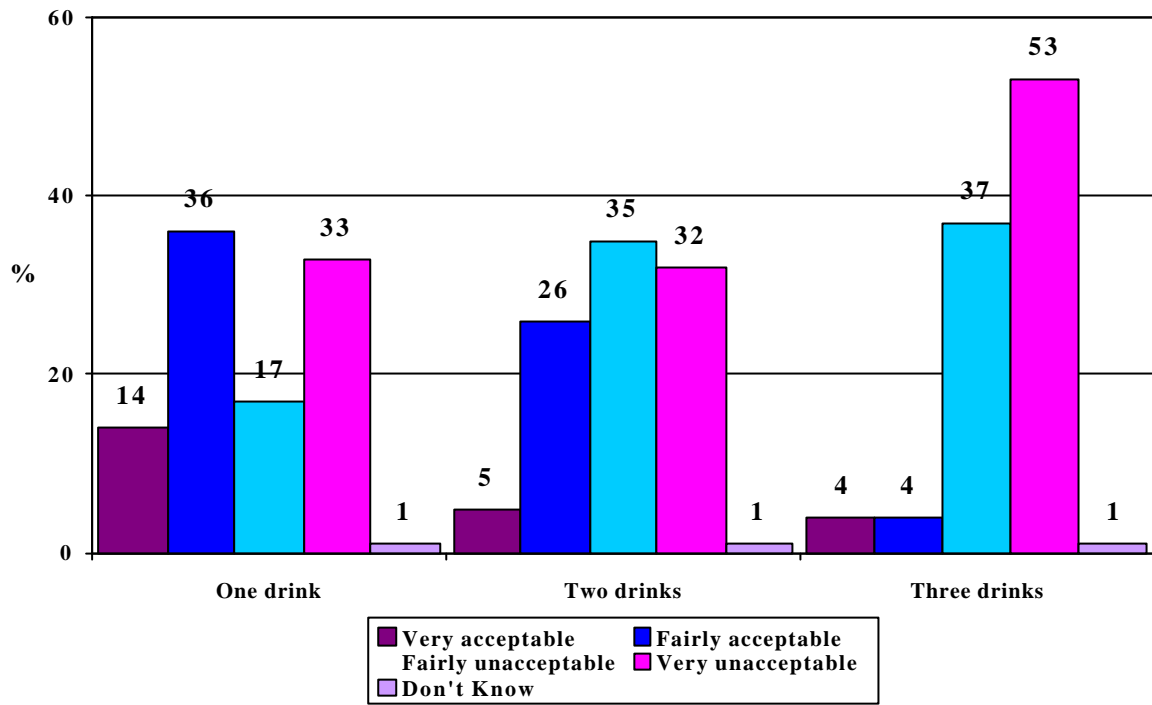
<i>All motorists who drink</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
None at all	22	33	27
1 unit	11	22	16
2 units	25	16	21
3 units	11	5	8
4 units	11	2	7
5 units	3	1	2
6 units	2	0	1
9 units	0		0
10 or more units	1		0
Don't know	15	21	18
Refusal	0	0	0
<b>Total</b>	<b>304</b>	<b>264</b>	<b>568</b>

NI OMNIBUS SURVEY MAY 2002

- Of motorists who drink, 27% said they could not drink any alcohol without affecting their driving. Male motorists were more likely than female motorists to claim that higher levels of consumption (over 2 units) would not affect their driving. (28% of males compared to 8% of females)

FIGURE 12

HOW ACCEPTABLE OR UNACCEPTABLE DO YOU THINK IT IS TO DRIVE AFTER...



NI OMNIBUS SURVEY MAY 2002

- The same number of respondents thought it was acceptable to drive after one drink as those who thought it was unacceptable (50%).
- This level of acceptability declined as the number of drinks increased (31% after two drinks, 8% after three drinks).

**Table 18 What do you think of the legal limit for drink driving?**

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Should be higher	3	11	4	5	4	5
Should be lower	17	14	15	15	16	15
Should be no limit	1		0	1	0	1
Should stay the same	44	35	34	35	37	36
Should not be allowed to drive after any alcohol	32	38	46	42	38	40
Refusal			0	0		0
Don't Know	3	2	1	2	5	2
<b>Total</b>	<b>146</b>	<b>205</b>	<b>349</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

**(ii) Analysis by Gender**

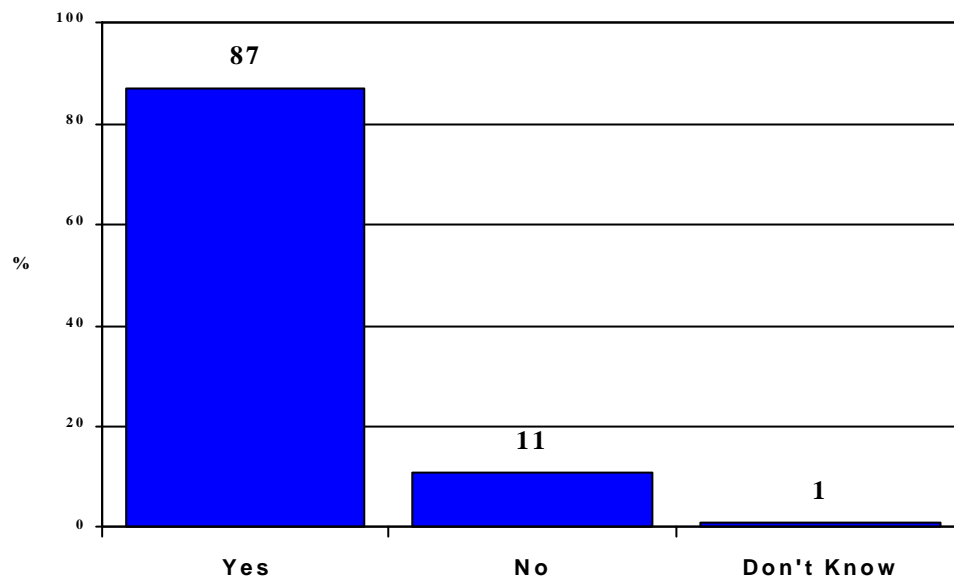
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Should be higher	5	5	5
Should be lower	17	14	15
Should be no limit	1	0	1
Should stay the same	46	29	36
Should not be allowed to drive after any alcohol	31	48	40
Refusal	0	0	0
Don't Know	1	4	2
<b>Total</b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

- 36% of respondents feel the legal limit for drink driving should stay the same.
- However, 40% of respondents feel that motorists should not be allowed to drive after consuming any alcohol. (31% of male respondents, 48% of female respondents).

**FIGURE 13**

**DO YOU THINK THAT THE POLICE SHOULD BE ABLE TO STOP PEOPLE AT RANDOM AND BREATHALYSE THEM FOR DRIVING UNDER THE INFLUENCE?**



NI OMNIBUS SURVEY MAY 2002

- Over four fifths (87%) of respondents agree that the police should be able to stop people at random and breathalyse them for driving under the influence.

**Table 19** With regard to drinking and driving, to what extent do you agree or disagree with the following statements ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't know	Total
	%	%	%	%	%	%	%	
There is not much chance of having an accident when driving after drinking if you are careful	2	4	7	45	40	0	1	1186
It is difficult to drink less than the group when you are drinking with friends	9	34	6	31	19	0	1	796*
It is difficult to keep track of what you are drinking on social occasions	12	40	4	28	14	0	1	796*
Drinking low alcohol beer is a good way of staying under the limit	2	26	15	37	15	0	4	796*
People don't drink and drive as much as they used to	6	44	10	26	11	0	2	1186
The risk of being caught drinking and driving is small	5	32	12	41	7	0	2	1186
The penalties for drinking and driving are not very severe, even if caught	14	41	11	26	3	0	4	1186
There is not as much drinking and driving enforcement as in previous years	5	26	23	36	4	0	6	1186
Most people who get caught drinking and driving are just unlucky	2	18	9	50	20	0	1	1186
The laws for drinking and driving offences are effective in reducing casualties on the road	6	50	13	24	5	0	2	1186
When out with friends, it is a good idea for one person to agree not to drink so that they can drive the others home	59	36	1	2	1	0	0	1186

NI OMNIBUS SURVEY MAY 2002

\*All those who did not answer "I never drink alcohol" to table

- Over half of respondents (55%) think the penalties for drinking and driving are not very severe.
- Almost all respondents (95%) agree that it is a good idea for one person to agree not to drink so that they can drive the others home.
- Nearly four out of ten respondents think the risk of being caught drinking and driving is small.

## Drinking and Driving Awareness

At this stage in the questionnaire respondents were shown 4 still pictures from the TV advertisement relating to drinking and driving called Shame. After seeing the 4 pictures respondents were asked what the campaign related to.

Table 20a Could you tell me what this advertising campaign relates to?  
(Drinking and Driving – Shame)

### (i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Seat Belts (Damage)	1	1	0		2	1
Drinking and Driving (Shame)	98	98	95	93	74	92
Speeding (Thump)	1	1	3	1	7	3
Penalty Points				1	1	0
Never seen the advert		1	1	3	12	3
Other				1	1	0
Refusal			0	1	1	0
Don't Know			0		3	1
<b>Total</b>	<b>146</b>	<b>205</b>	<b>349</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

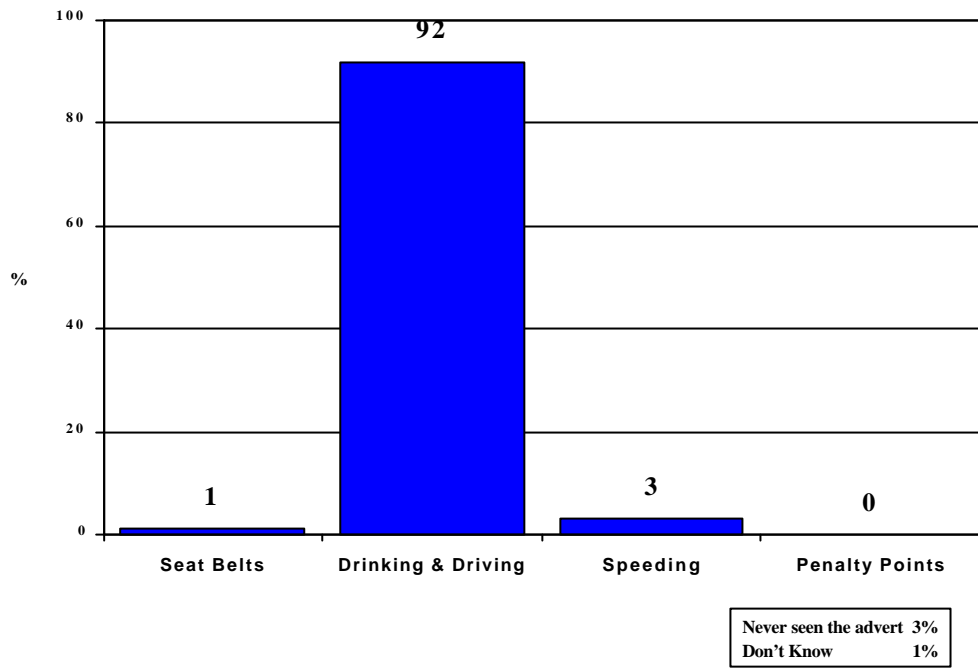
### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total %
	Male	Female	
	%	%	
Seat Belts (Damage)	1	1	1
Drinking and Driving (Shame)	92	92	92
Speeding (Thump)	3	2	3
Penalty Points	0	0	0
Never seen the advert	2	4	3
Other	1		0
Refusal	1	0	0
Don't Know	1	1	1
<b>Total</b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

FIGURE 14

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 20a

NI OMNIBUS SURVEY MAY 2002

- 92% of all respondents correctly identified the campaign relating to Drinking and Driving (Shame).

**At this point respondents were told that the campaign related to Drinking and Driving.**

**Table 20b** Are you aware of this advertising campaign?

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	%
Yes	100	98	96	92	80	94
No	0	2	3	7	19	6
Refusal			0	1	1	0
<b>Total</b>	<b>146</b>	<b>205</b>	<b>349</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	94	93	94
No	5	6	6
Refusal	1	0	0
<b>Total</b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

- 94% of respondents were aware of the campaign (100% of 16-24 year olds, 98% of 25-34 year olds).

**Table 20c** To what extent has this campaign influenced your behaviour in relation to drinking and driving?

(i) Analysis by Age

All those who answered yes to table 20b Base = 100%	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Influenced me a lot	66	65	60	56	46	59
Influenced me a little	15	19	15	15	15	16
Has not influenced me at all	19	16	24	28	38	25
Don't Know		1	1		0	0
<b>Total</b>	<b>145</b>	<b>199</b>	<b>338</b>	<b>220</b>	<b>192</b>	<b>1094</b>

NI OMNIBUS SURVEY MAY 2002

(ii) Analysis by Gender

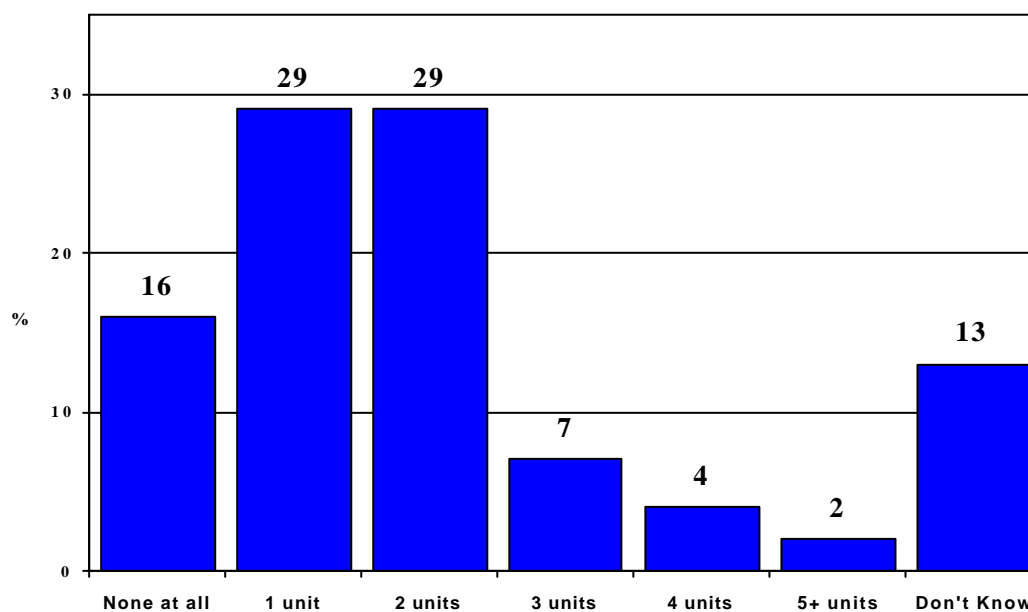
All those who answered yes to table 20b Base = 100%	Gender		Total %
	Male	Female	
	%	%	
Influenced me a lot	53	65	59
Influenced me a little	21	12	16
Has not influenced me at all	26	23	25
Don't Know	0	0	0
<b>Total</b>	<b>483</b>	<b>611</b>	<b>1094</b>

NI OMNIBUS SURVEY MAY 2002

- Of those respondents that were aware of the advertising campaign 59% stated it had influenced their behaviour a lot in relation to Drinking and Driving. (53% of male respondents, 65% of female respondents).

**FIGURE 15**

**UNDER PRESENT LAW HOW MUCH DO YOU THINK A DRIVER CAN DRINK, WITHOUT FEAR OF PROSECUTION?**



NI OMNIBUS SURVEY MAY 2002

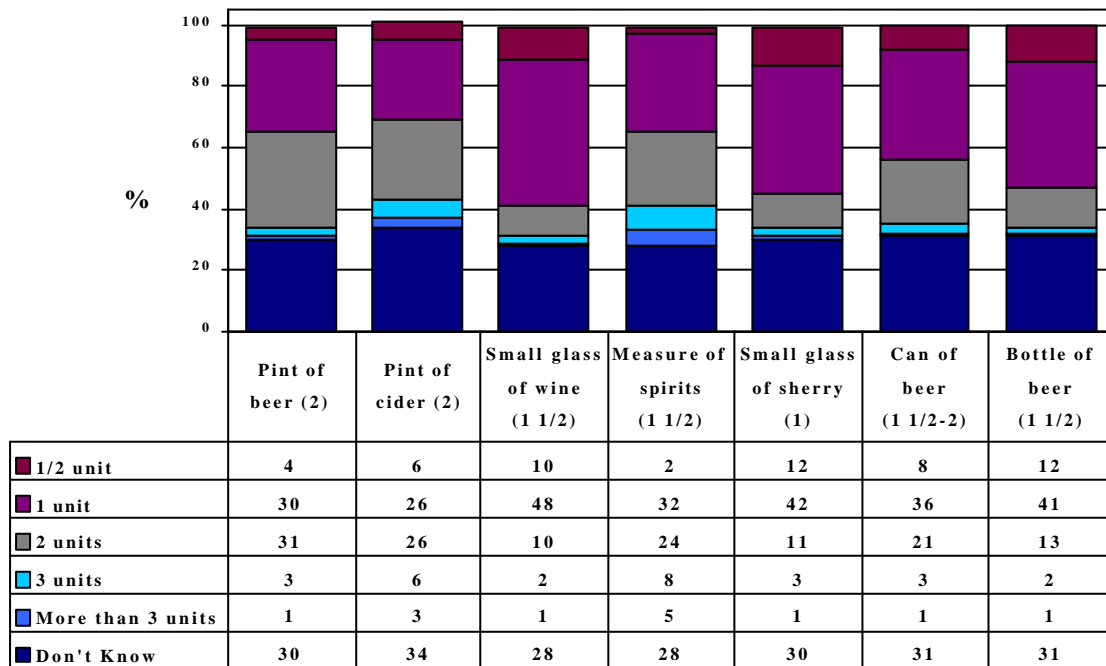
**Table 20d** How many units of alcohol are contained in a ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	1/2 unit	1 unit	2 units	3 units	More than 3 units	Refusal	Don't Know	Total
	%	%	%	%	%	%	%	
Pint of beer (lager or stout) (2)	4	30	31	3	1	1	30	1186
Pint of cider (2)	6	26	26	6	3	1	34	1186
Small glass of wine (1½)	10	48	10	2	1	1	28	1186
Measure of spirits (1½)	2	32	24	8	5	1	28	1186
Small glass of sherry (1)	12	42	11	3	1	1	30	1186
Can of beer (440 ml) (1½/2)	8	36	21	3	1	1	31	1186
Bottle of beer (330 ml) (1½)	12	41	13	2	1	1	31	1186

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**FIGURE 16**

**HOW MANY UNITS OF ALCOHOL ARE CONTAINED IN A...**



Data excludes refusals

DATA REFERS TO TABLE 20d

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- ❑ Almost one third of respondents admitted they did not know how many units were contained in the various measures of drinks mentioned.
- ❑ Approximately one third of respondents underestimated the number of units contained in a pint of beer/cider.

# **CHAPTER 4**

## **SEATBELTS**

**Seatbelt Behaviour**

**Seatbelt Attitude**

**Seatbelt Awareness**

## **Main Findings:**

- ❑ 16% of drivers admitted not always wearing a seat belt (Table 21a)
  
- ❑ 18% of drivers stated that “not wanting to wear a seat belt” was one of their reasons for not doing so (Table 21c).
  
- ❑ Over half (57%) of respondents think that simple lap belts are ineffective (Table 21g).
  
- ❑ 65% of respondents correctly identified the TV campaign relating to seat belt wearing when shown pictures of it (Table 22a).

## Seatbelt Behaviour

**Table 21a** When you travel in a car, how often do you wear a seat belt when you are...

<i>All drivers / front seat passengers / back seat passengers</i> <i>Base = 100%</i>	Always	Nearly Always	Some-times	Hardly ever	Never	Refusal	Total
	%	%	%	%	%	%	
<b>The driver</b>	84	10	4	1	1	0	782
<b>The front seat passenger</b>	87	9	3	1	1	0	1057
<b>The rear-seat passenger</b>	56	18	13	7	6	0	747

NI OMNIBUS SURVEY MAY 2002

- 16% of drivers admitted they do not always wear a seat belt.
- 87% of front seat passengers claimed that they always wear a seat belt.
- The equivalent figure for back seat passengers was 56%.

**Table 21b** In what circumstances would you not wear a seat belt if you are ...

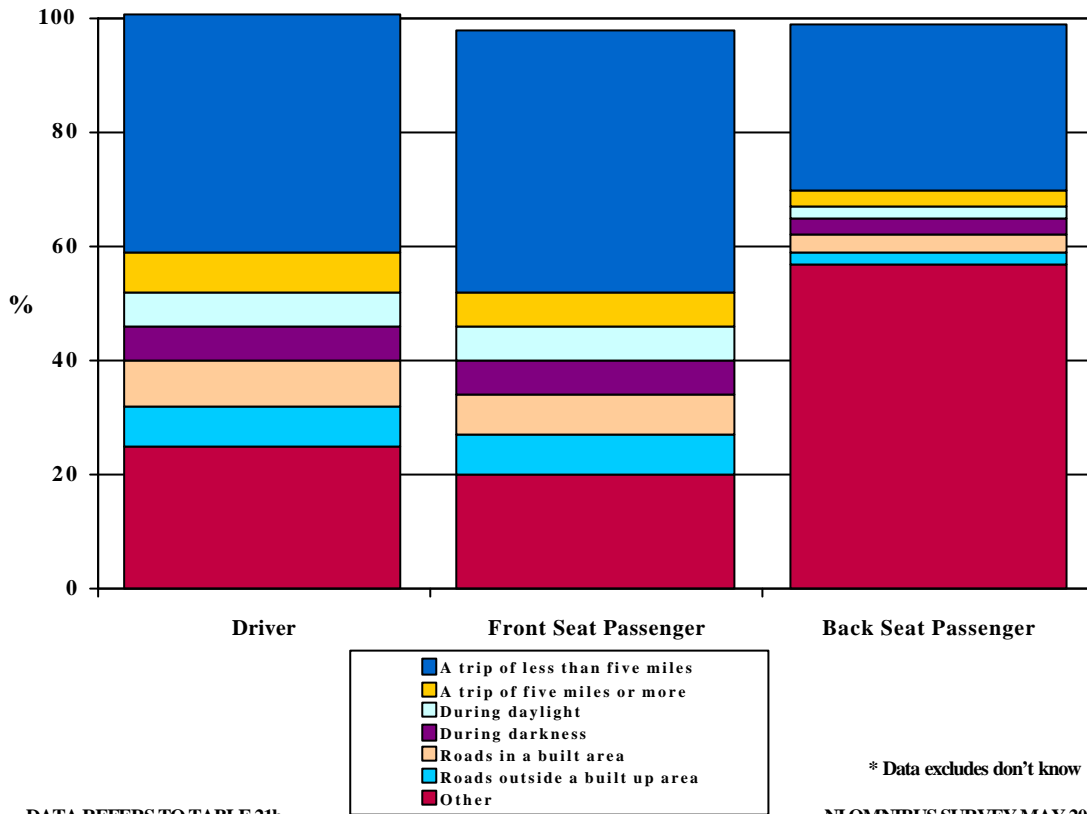
<i>All drivers / front seat passengers / back seat passengers who do not always wear a seat belt</i> <i>Base = 100%</i>	Driver	Front seat passenger	Back seat passenger
	%	%	%
<b>A trip of less than five miles</b>	61	65	35
<b>A trip of five miles or more</b>	9	6	3
<b>During daylight</b>	7	5	2
<b>During darkness</b>	8	6	3
<b>Roads in a built up area</b>	12	8	3
<b>Roads outside a built up area</b>	7	6	2
<b>Other</b>	37	27	63
<b>Refusal</b>			
<b>Don't Know</b>		2	1
<b>Total<sup>a</sup></b>	128	134	322

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

FIGURE 17

IN WHAT CIRCUMSTANCES WOULD YOU NOT WEAR A SEAT BELT IF YOU ARE A...



DATA REFERS TO TABLE 21b

\* Data excludes don't know

NI OMNIBUS SURVEY MAY 2002

- ❑ A trip of less than 5 miles was the main circumstance in which respondents would not wear a seat belt (61% of drivers, 65% of front seat passengers, 35% of back seat passengers).
- ❑ Approximately 60% of back seat passengers would not wear a seatbelt for reasons such as forgetfulness and no particular reason, just generally do not wear it.

## Seatbelt Attitude

Table 21c If you are the driver / front seat passenger / back seat passenger in a car, could you please tell me your top 3 reasons for not always wearing your seat belt as the ...

<i>All drivers / front seat passengers / back seat passengers who do not always wear a seat belt</i> <i>Base = 100%</i>	Driver	Front seat passenger	Back seat passenger
	%	%	%
It is easy to forget	78	75	69
It is dangerous	5	5	3
It is uncomfortable	33	39	35
It is difficult to put on	6	6	16
It is unnecessary for short trips	43	52	44
Disability prevents me from wearing them	5	4	2
Security reasons	11	4	3
It is likely to mess up my clothes	7	4	4
I do not want to wear one	18	20	17
No seat belts in car	2	1	18
I feel safe without one	17	19	24
I feel left out in the back seat	N/A	N/A	6
It's not cool	2	4	2
Other reason	11	13	8
Refusal	1	1	0
Don't know			1
<b>Total</b>	<b>128</b>	<b>134</b>	<b>322</b>

NI OMNIBUS SURVEY MAY 2002

- ❑ The main reason for not wearing a seat belt was “it is easy to forget” (78% of drivers, 75% of front seat passengers, 69% of back seat passengers).
- ❑ Other main reasons included “it is unnecessary for short trips” and “it is uncomfortable”.

**Table 21d** Could you please tell me your top **THREE** reasons for wearing you seatbelt as the driver

(i) Analysis by Age

<i>All motorists who wear a seat belt</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
It prevents injury to myself in an accident	[57]	79	79	84	77	80
It prevents me from injuring other car occupants in an accident	[36]	54	43	45	33	46
It makes injury to myself in an accident less serious	[32]	50	58	59	47	54
It makes any injury I may cause to other car occupants in an accident less serious	[14]	22	20	11	15	18
It prevents me from being thrown from the vehicle	[31]	40	42	43	37	41
It must be worn because of the law	[19]	35	34	35	43	35
The police may stop me if I do not wear one	[9]	15	13	16	24	15
Other reason	[1]		1	1	3	1
Refusal				0		0
Don't Know	[1]	0	0	1	2	1
<b>Total<sup>a</sup></b>	<b>68</b>	<b>152</b>	<b>267</b>	<b>166</b>	<b>120</b>	<b>773</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

(ii) Analysis by Gender

<i>All motorists who wear a seat belt</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
It prevents injury to myself in an accident	83	77	80
It prevents me from injuring other car occupants in an accident	40	52	46
It makes injury to myself in an accident less serious	54	54	54
It makes any injury I may cause to other car occupants in an accident less serious	17	18	18
It prevents me from being thrown from the vehicle	41	41	41
It must be worn because of the law	32	38	35
The police may stop me if I do not wear one	19	12	15
Other reason	1	1	1
Refusal		0	0
Don't Know	1	0	1
<b>Total<sup>a</sup></b>	<b>406</b>	<b>367</b>	<b>773</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- The main reasons why drivers wear a seat belt is that it prevents injury to themselves in an accident (80%), it makes injury to themselves in an accident less serious (54%) and it prevents them from injuring other car occupants in an accident (46%).

**Table 21e** Could you please tell me your top **THREE** reasons for wearing your seatbelt as a front seat passenger

(i) Analysis by Age

<i>All front seat passengers who wear a seat belt</i> Base = 100%	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
It prevents injury to myself in an accident	77	77	81	84	77	80
It prevents me from injuring other car occupants in an accident	55	53	46	41	40	47
It makes injury to myself in an accident less serious	51	56	56	55	52	54
It makes any injury I may cause to other car occupants in an accident less serious	19	16	20	16	16	18
It prevents me from being thrown from the vehicle	53	45	46	47	41	46
It must be worn because of the law	31	37	32	39	38	35
The police may stop me if I do not wear one	7	13	11	11	16	11
Other reason	1		1	0	1	1
Refusal	1			0	1	0
Don't Know	1		0	1	1	1
<b>Total<sup>a</sup></b>	<b>142</b>	<b>188</b>	<b>308</b>	<b>208</b>	<b>201</b>	<b>1047</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

(ii) Analysis by Gender

<i>All front seat passengers who wear a seat belt</i> Base = 100%	Gender		Total %
	Male	Female	
	%	%	
It prevents injury to myself in an accident	83	77	80
It prevents me from injuring other car occupants in an accident	45	49	47
It makes injury to myself in an accident less serious	57	52	54
It makes any injury I may cause to other car occupants in an accident less serious	18	18	18
It prevents me from being thrown from the vehicle	44	48	46
It must be worn because of the law	31	38	35
The police may stop me if I do not wear one	13	10	11
Other reason	1	0	1
Refusal		0	0
Don't Know	1	1	1
<b>Total<sup>a</sup></b>	<b>431</b>	<b>616</b>	<b>1047</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- The main reasons why front seat passengers wear a seat belt are almost identical to those stated by drivers. It prevents injury to themselves in an accident (80%), it makes injury to themselves in an accident less serious (54%) and it prevents them from injuring other car occupants in an accident (47%).

**Table 21f** Could you please tell me your top **THREE** reasons for wearing your seatbelt as a back seat passenger

(i) Analysis by Age

<i>All back seat passengers who wear a seat belt</i> Base = 100%	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
It prevents injury to myself in an accident	70	67	76	71	67	71
It prevents me from injuring other car occupants in an accident	67	69	54	45	52	57
It makes injury to myself in an accident less serious	54	51	54	46	54	52
It makes any injury I may cause to other car occupants in an accident less serious	23	30	32	23	26	27
It prevents me from being thrown from the vehicle	40	40	41	47	32	40
It must be worn because of the law	26	27	33	43	36	33
The police may stop me if I do not wear one	5	12	8	13	11	10
Other reason	2	1	1	1	1	1
Refusal	1	0		0	1	0
Don't Know	2	0		1	0	1
<b>Total<sup>a</sup></b>	<b>115</b>	<b>129</b>	<b>188</b>	<b>137</b>	<b>127</b>	<b>696</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

(ii) Analysis by Gender

<i>All back seat passengers who wear a seat belt</i> Base = 100%	Gender		Total %
	Male	Female	
	%	%	
It prevents injury to myself in an accident	73	70	71
It prevents me from injuring other car occupants in an accident	58	57	57
It makes injury to myself in an accident less serious	52	52	52
It makes any injury I may cause to other car occupants in an accident less serious	27	27	27
It prevents me from being thrown from the vehicle	37	43	40
It must be worn because of the law	29	36	33
The police may stop me if I do not wear one	11	9	10
Other reason	2	1	1
Refusal		1	0
Don't Know	1	0	1
<b>Total<sup>a</sup></b>	<b>268</b>	<b>428</b>	<b>696</b>

NI OMNIBUS SURVEY MAY 2002

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- The main reasons why back seat passengers wear a seat belt is that it prevents injury to themselves in an accident (71%), it prevents themselves from injuring other car occupants in an accident (57%), and it makes injury to them in an accident less serious (52%).

**Table 21g** In the event of an accident, how effective do you think the following would be in preventing or reducing injury ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very effective	Effective	In-effective	Very In-effective	Refusal	Don't Know	Total
	%	%	%	%	%	%	
<b>A normal 3 point seat belt</b>	43	54	1	0	0	1	1186
<b>A simple lap belt</b>	4	36	44	13	0	2	1186
<b>An air bag</b>	41	46	5	1	0	7	1186

NI OMNIBUS SURVEY MAY 2002

- 97% of respondents thought a normal 3 point seat belt would be effective in preventing or reducing injury in an accident.
- 87% of respondents thought an air bag would be effective.
- 40% thought a simple lap belt would be effective.

**Table 21h** In the event of an accident, how likely do you think it is that an unrestrained rear seat passenger will ...

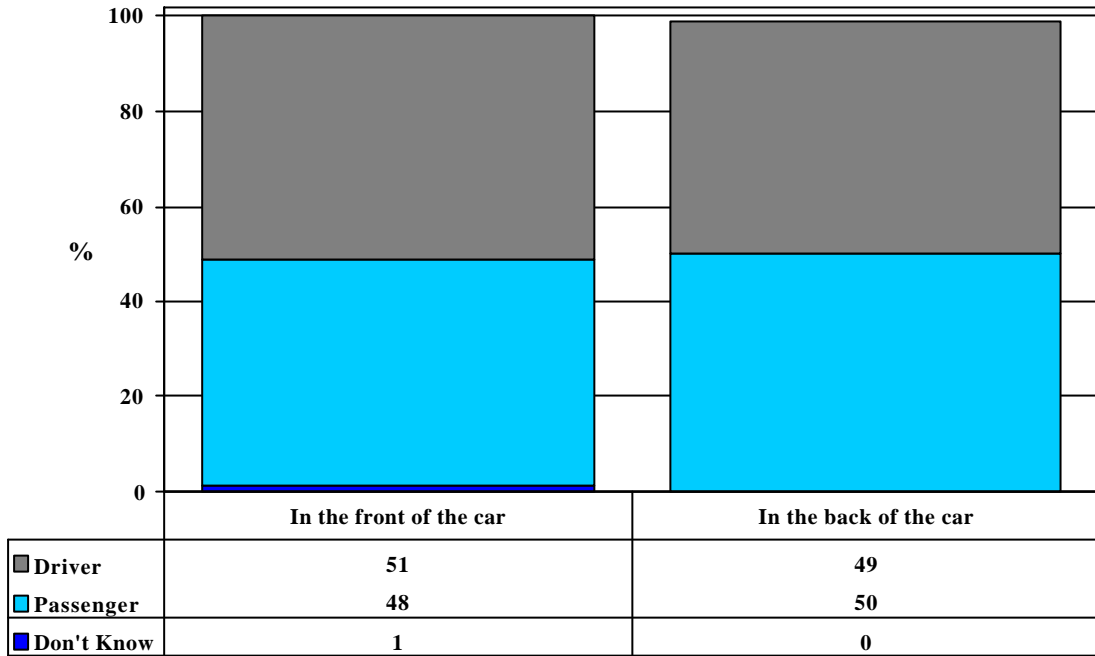
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very Unlikely	Refusal	Don't Know	Total
	%	%	%	%	%	%	
<b>Hit the windscreen</b>	60	34	4	1	0	1	1186
<b>Be thrown from the vehicle</b>	46	41	11	1	0	1	1186
<b>Injure themselves</b>	70	28	1	0	0	1	1186
<b>Injure a front seat passenger or driver</b>	65	32	2	0	0	1	1186
<b>Injure other rear seat passengers</b>	49	42	7	1	0	1	1186

NI OMNIBUS SURVEY MAY 2002

- The majority of respondents think it is likely that an unrestrained rear seat passenger would face the above outcomes in the event of an accident.

FIGURE 18

**DO YOU THINK THE RESPONSIBILITY FOR ENSURING AN ADULT PASSENGER WEARS A SEAT BELT SHOULD REST WITH THE DRIVER OR THE INDIVIDUAL PASSENGER...**



NI OMNIBUS SURVEY MAY 2002

## Seatbelt Awareness

At this stage in the questionnaire respondents were shown 4 still pictures from the TV advertisement relating to seat belts called **Damage**. After seeing the 4 pictures respondents were asked what the campaign related to.

**Table 22a** Could you tell me what this advertising campaign relates to?  
(Seat Belts – Damage)

### (i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Seat Belts (Damage)	81	78	69	54	40	65
Drinking and Driving (Shame)	4	6	10	18	15	11
Speeding (Thump)	10	14	16	20	16	16
Penalty Points			0			0
Never seen the advert	2	1	2	5	19	5
Other	3	1	1	1	4	2
Refusal			1	1	1	1
Don't Know		1	1	1	5	1
<b>Total</b>	<b>146</b>	<b>205</b>	<b>349</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

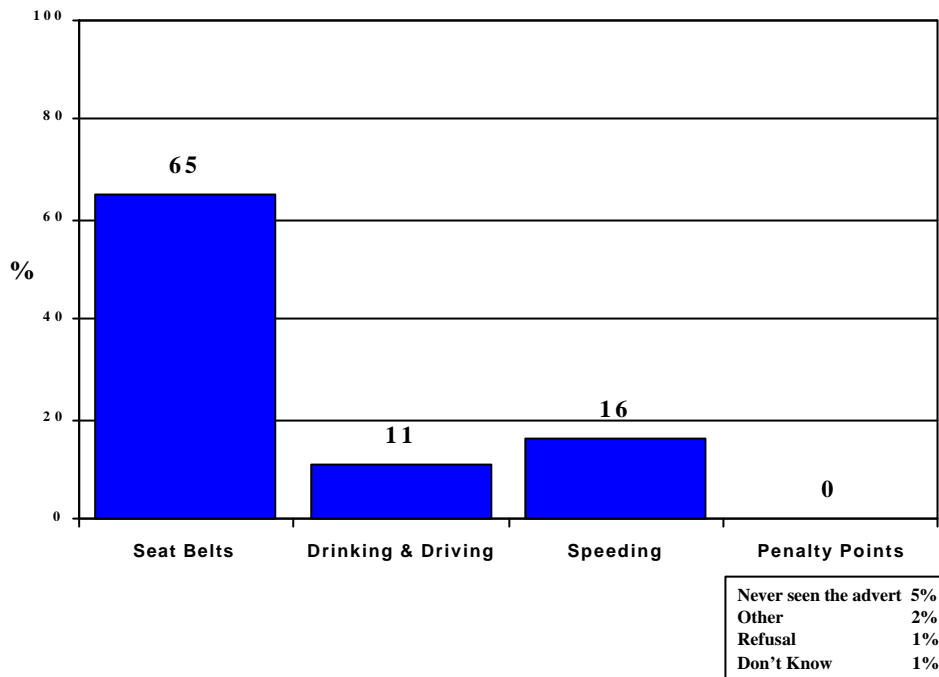
### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Seat Belts (Damage)	66	64	65
Drinking and Driving (Shame)	9	12	11
Speeding (Thump)	17	15	16
Penalty Points	0		0
Never seen the advert	5	5	5
Other	2	2	2
Refusal	1	0	1
Don't Know	1	1	1
<b>Total</b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

FIGURE 19

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 22a

NI OMNIBUS SURVEY MAY 2002

- 65% of respondents correctly identified the campaign relating to Seat Belts (Damage). This figure was not as high as that for the campaigns for Speeding (80%) and Drinking and Driving (92%).

At this point respondents were told that the campaign related to Seat Belts.

Table 22b Are you aware of this advertising campaign?

(i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	97	98	93	87	72	90
No	3	2	6	11	27	9
Refusal			0	1	1	0
Don't Know					0	0
<b>Total</b>	<b>146</b>	<b>205</b>	<b>249</b>	<b>239</b>	<b>247</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Yes	92	89	90
No	8	11	9
Refusal	1	0	0
Don't Know		0	0
<b>Total</b>	<b>522</b>	<b>664</b>	<b>1186</b>

NI OMNIBUS SURVEY MAY 2002

- 90% of respondents were aware of the advertising campaign. Younger respondents were more likely to be aware of the campaign than their older counterparts.

**Table 22c To what extent has this campaign influenced your behaviour in relation to seatbelts?**

**(i) Analysis by Age**

<i>All those who answered yes to table 22b</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
<b>Influenced me a lot</b>	69	66	63	60	52	62
<b>Influenced me a little</b>	22	22	21	19	17	20
<b>Has not influenced me at all</b>	9	12	17	22	31	17
<b>Total</b>	142	198	326	205	170	1041

NI OMNIBUS SURVEY MAY 2002

**(ii) Analysis by Gender**

<i>All those who answered yes to table 22b</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
<b>Influenced me a lot</b>	54	69	62
<b>Influenced me a little</b>	24	17	20
<b>Has not influenced me at all</b>	21	14	17
<b>Total</b>	465	576	1041

NI OMNIBUS SURVEY MAY 2002

- Of those respondents aware of the campaign 62% said it has influenced their behaviour a lot in relation to seat belts (54% of male respondents, 69% of female respondents).

# **CHAPTER 5**

## **PEDESTRIANS**

**Pedestrian Behaviour**

**Pedestrian Attitude**

**Pedestrian Awareness**

## Main Findings:

- ❑ Almost four fifths (79%) of pedestrians would always or almost always use a pedestrian crossing when crossing the road if they were at or near one (Table 24a).
- ❑ Over half (55%) of respondents said they would not use a pedestrian crossing if the traffic was light (Figure 20).
- ❑ Over two thirds (70%) of respondents think it is dangerous to walk along or across a public road after one or two drinks (Table 27a).
- ❑ 94% of respondents were aware what red man lit meant at pedestrian crossings. The equivalent figures for green man lit and green man flashing were 96% and 49% respectively (Figure 25).
- ❑ Similarly, a high number of motorists were aware what red light lit and green light lit meant when driving and approaching a pedestrian crossing (99% and 84%) respectively. A lower number of motorists (68%) were aware that amber light flashing meant proceed if there are no pedestrians on the crossing (Figure 26).

## Pedestrian Behaviour

**Table 24a** When crossing a road, at or near a pedestrian crossing, how often would you actually use the crossing?

### (i) Analysis by Age

<i>All pedestrians</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Always	33	48	47	55	66	49
Nearly always	30	24	35	33	20	30
Sometimes	28	23	11	11	12	16
Hardly ever	8	3	4	1	0	4
Never	1	1	2		1	1
Refusal			0			0
Don't Know			0			0
<b>Total</b>	<b>135</b>	<b>186</b>	<b>308</b>	<b>198</b>	<b>178</b>	<b>1005</b>

NI OMNIBUS SURVEY MAY 2002

### (ii) Analysis by Gender

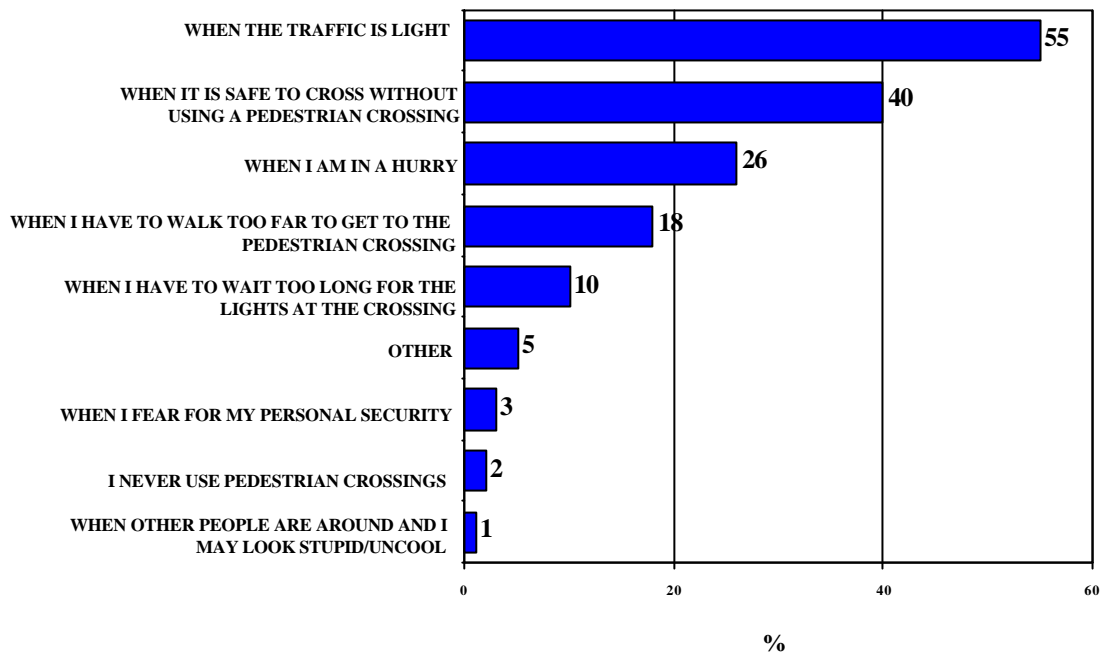
<i>All pedestrians</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Always	40	57	49
Nearly always	31	29	30
Sometimes	21	12	16
Hardly ever	5	2	4
Never	2	1	1
Refusal	0		0
Don't Know	0		0
<b>Total</b>	<b>434</b>	<b>571</b>	<b>1005</b>

NI OMNIBUS SURVEY MAY 2002

- 79% of pedestrians would actually use a pedestrian crossing if they are at or near one when crossing the road (71% of male pedestrians, 86% of female pedestrians).

FIGURE 20

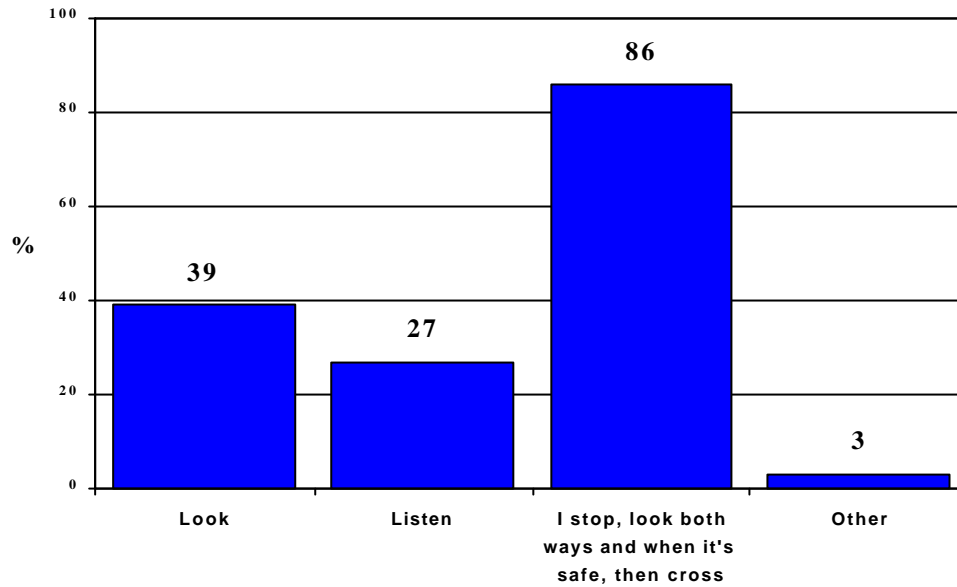
**IN WHAT CIRCUMSTANCES WOULD YOU NOT ALWAYS USE THE CROSSING  
WHEN YOU ARE AT OR NEAR ONE?**



- The main circumstances in which a pedestrian would not use a pedestrian crossing are when the traffic is light (55%) and when it is safe to cross without using the pedestrian crossing (40%).

**FIGURE 21**

**IF YOU ARE CROSSING THE ROAD, NOT USING A PEDESTRIAN CROSSING,  
WHAT THINGS DO YOU DO?**



Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2002

- 86% of pedestrians stop, look both ways and, when it's safe, cross if crossing the road not using a pedestrian crossing.

**Table 24b** If you are crossing the road, not using a pedestrian crossing, how often would you do the following ...

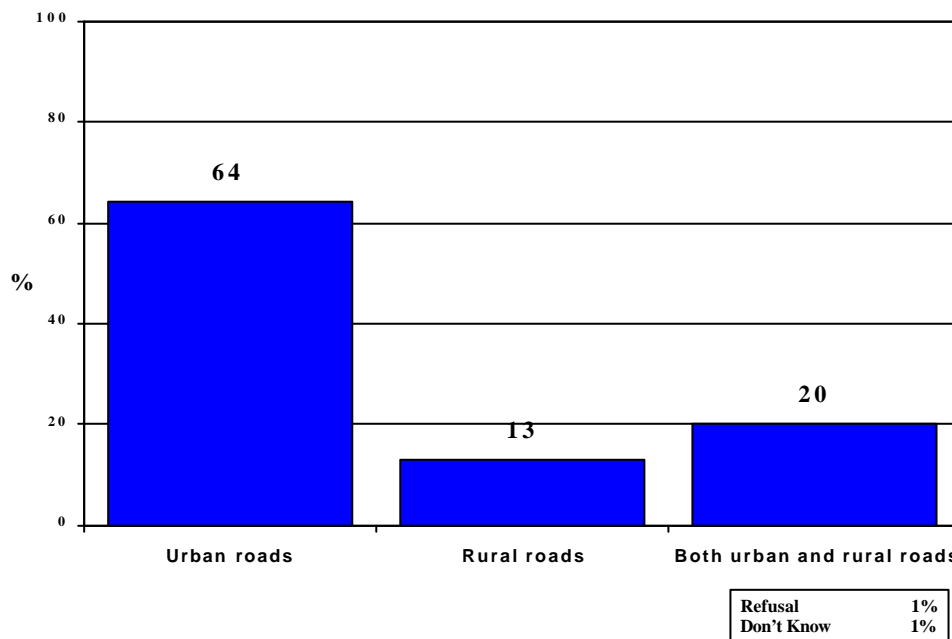
<i>All pedestrians</i> Base = 100%	Always	Nearly always	Some-times	Hardly ever	Never	Refusal	Don't Know	Total
	%	%	%	%	%	%	%	
Cross one lane of traffic, stop in the middle of the road and then cross the next lane	10	12	36	17	25	0	0	1005
Walk out onto the road between parked cars	3	8	47	20	23	0	0	1005
Get off a bus and either cross in front or behind it before it has moved off	1	2	12	17	68	0	0	1005
Misjudge the speed of traffic	1	3	31	32	32	0	0	1005

NI OMNIBUS SURVEY MAY 2002

- ❑ 68% of pedestrians would never get off a bus and either cross in front or behind it before it had moved off.
- ❑ 58% of pedestrians admitted they at least sometimes walk out onto the road between parked cars.

**FIGURE 22**

**IF YOU HAD FIVE OR MORE DRINKS, WHAT TYPE OF ROAD WOULD YOU BE LIKELY TO BE WALKING ALONG/ACROSS?**

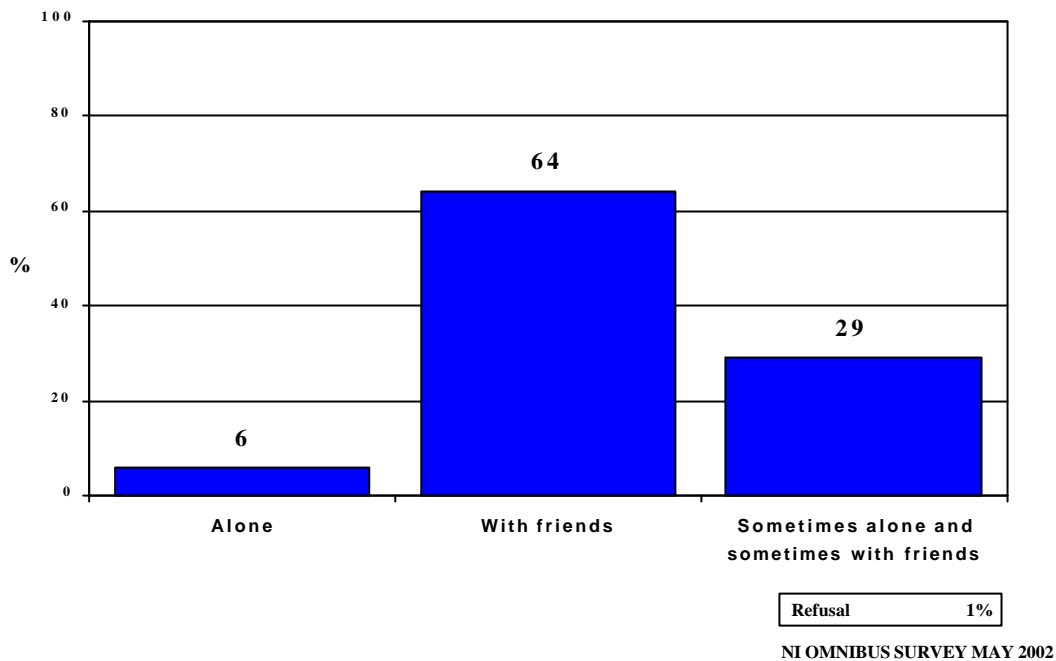


NI OMNIBUS SURVEY MAY 2002

- ❑ Almost two thirds (64%) of respondents would be most likely to be walking along/across urban roads after having five or more drinks.

FIGURE 23

IF YOU HAD FIVE OR MORE DRINKS, WOULD YOU BE LIKELY TO BE WALKING...



- The majority of respondents (64%) would be likely to be walking with friends if they had five or more drinks.

Table 24c How often do you pay attention to pedestrians walking along or on the road ...

<i>All motorists</i> <i>Base = 100%</i>	Always	Nearly always	Some-times	Hardly ever	Never	Refusal	Don't Know	Total
	%	%	%	%	%	%	%	
<b>In a built up area</b>	64	27	7	1	0	0	0	782
<b>Outside a built up area</b>	59	26	13	2	0	0	0	782
<b>On a dual carriageway</b>	53	17	16	10	3	0	0	782

NI OMNIBUS SURVEY MAY 2002

- 91% of motorists pay attention to pedestrians walking along or on the road in a built up area. This number decreases to 85% on roads outside a built up area, and 70% on a dual carriageway.

**Table 24d** If you are about to perform a manoeuvre, how often do you do the following ...

<i>All motorists</i> <i>Base = 100%</i>	Always	Nearly always	Some- times	Hardly ever	Never	Refusal	Don't Know	Total
	%	%	%	%	%	%	%	
Look left and right for other traffic	86	12	1	0	0	0	0	782
Look behind/check rear view mirror for other traffic	88	11	1	0	0	0	0	782
Look left and right for pedestrians	82	14	2	1	0	0	0	782
Look behind/check rear view mirror for other pedestrians	80	14	4	2	0	0	0	782

NI OMNIBUS SURVEY MAY 2002

- Over 80% of motorists claimed that they always look left and right for other traffic/pedestrians, and check behind them for other traffic/pedestrians before performing a manoeuvre.

## Pedestrian Attitude

**Table 25** Please list in order of importance the **THREE** most important factors that influence your decision to use a pedestrian crossing

### (i) Analysis by Age

<i>All pedestrians who use pedestrian crossings</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Amount of traffic	82	92	87	85	87	86
Safety from traffic	77	75	81	81	77	78
Waiting time	32	26	21	20	17	23
Personal security	49	53	51	66	62	56
The position of the pedestrian crossing – how far you have to go to use it	40	42	40	32	32	38
The type of crossing	18	7	12	9	7	11
Other			1	0	0	0
Refusal			0	1	1	0
Don't Know			0		1	0
<b>Total<sup>a</sup></b>	<b>133</b>	<b>185</b>	<b>302</b>	<b>197</b>	<b>175</b>	<b>992</b>

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2002

### (ii) Analysis by Gender

<i>All pedestrians who use pedestrian crossings</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Amount of traffic	86	86	86
Safety from traffic	73	83	78
Waiting time	25	21	23
Personal security	52	58	56
The position of the pedestrian crossing – how far you have to go to use it	42	34	38
The type of crossing	11	11	11
Other	1	0	0
Refusal	1	0	0
Don't Know	0	0	0
<b>Total<sup>a</sup></b>	<b>426</b>	<b>566</b>	<b>992</b>

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2002

- ❑ The most important factors that influence pedestrians to use a pedestrian crossing are the amount of traffic (86%), safety from traffic (78%) and personal security (56%).
- ❑ Waiting time and how far you have to go to reach the pedestrian crossing are of less importance to older pedestrians in comparison to their younger counterparts.

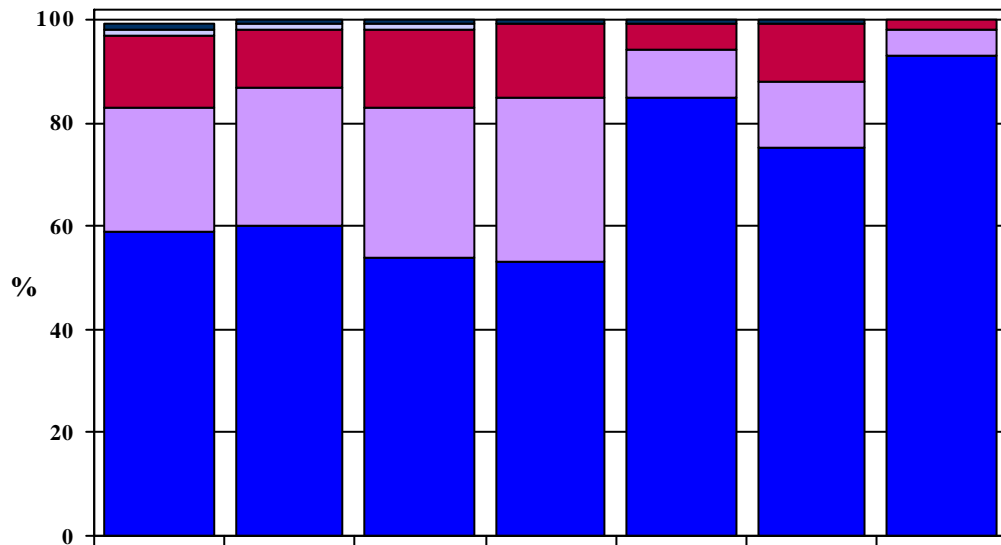
**Table 26 How strongly do you agree or disagree with the following statements ...**

<i>All persons aged 16 and over Base = 100%</i>	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't know	Total
	%	%	%	%	%	%	%	
Most accidents involving pedestrians are caused by the inattention of pedestrians	11	48	24	14	1	0	1	1186
Most accidents involving pedestrians are caused by the inattention of drivers	9	51	27	11	1	0	1	1186
Most accidents involving pedestrians are caused by the pedestrian behaving irresponsibly	7	47	29	15	1	0	1	1186
Most accidents involving pedestrians are caused by the driver behaving irresponsibly	7	46	32	14	0	0	1	1186
It is the responsibility of pedestrians to ensure pedestrian safety on the road	21	64	9	5	0	0	1	1186
It is the responsibility of drivers to ensure pedestrian safety on the road	17	58	13	11	0	0	1	1186
It is the responsibility of both drivers and pedestrians to ensure pedestrian safety on the road	36	57	5	2	0	0	0	1186

NI OMNIBUS SURVEY MAY 2002

**FIGURE 24**

**HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS...**



Don't know	1	1	1	1	1	1	0
Strongly disagree	1	1	1	0	0	0	0
Disagree	14	11	15	14	5	11	2
Neither agree or disagree	24	27	29	32	9	13	5
Agree	59	60	54	53	85	75	93

Most accidents involving pedestrians are caused by the inattention of pedestrians    Most accidents involving pedestrians are caused by the inattention of drivers    Most accidents involving pedestrians are caused by the pedestrian behaving irresponsibly    Most accidents involving pedestrians are caused by the driver behaving irresponsibly    It is the responsibility of pedestrians to ensure pedestrian safety on the road    It is the responsibility of drivers to ensure pedestrian safety on the road    It is the responsibility of both drivers and pedestrians to ensure pedestrian safety on the road

DATA REFERS TO TABLE 26

NI OMNIBUS SURVEY MAY 2002

**Table 27a** How dangerous do you think it is to walk along/across a public road after ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very dangerous	Dangerous	Safe	Very Safe	Refusal	Don't Know	Total
	%	%	%	%	%	%	
One or two alcoholic drinks	24	46	27	2	0	1	1186
Three or four alcoholic drinks	36	45	16	1	0	1	*897
Five or six alcoholic drinks	49	40	7	0	1	2	**579
Seven or eight alcoholic drinks	38	49	8	0	2	3	***311
More than eight alcoholic drinks	30	58	5	0	2	5	****189

NI OMNIBUS SURVEY MAY 2002

- \* All those who did not answer "very dangerous" to one or two alcoholic drinks
- \*\* All those who did not answer "very dangerous" to three or four alcoholic drinks
- \*\*\* All those who did not answer "very dangerous" to five or six alcoholic drinks
- \*\*\*\* All those who did not answer "very dangerous" to seven or eight alcoholic drinks

- 70% of all respondents think it is very dangerous/dangerous to walk along/across a public road after one or two alcoholic drinks.
- None of the respondents thought it was very safe to walk across a public road after having five or more drinks.

**Table 27b** When crossing a public road, how dangerous do you think it is to ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very dangerous	Dangerous	Safe	Very Safe	Refusal	Don't Know	Total
	%	%	%	%	%	%	
Cross one lane of traffic, stop in the middle	37	50	11	1	0	0	1186
Walk out onto the road between parked cars	36	57	6		0	0	1186
Get off a bus and either cross in front of it	58	40	2		0	0	1186
Misjudge the speed of traffic	49	50	0		0	0	1186

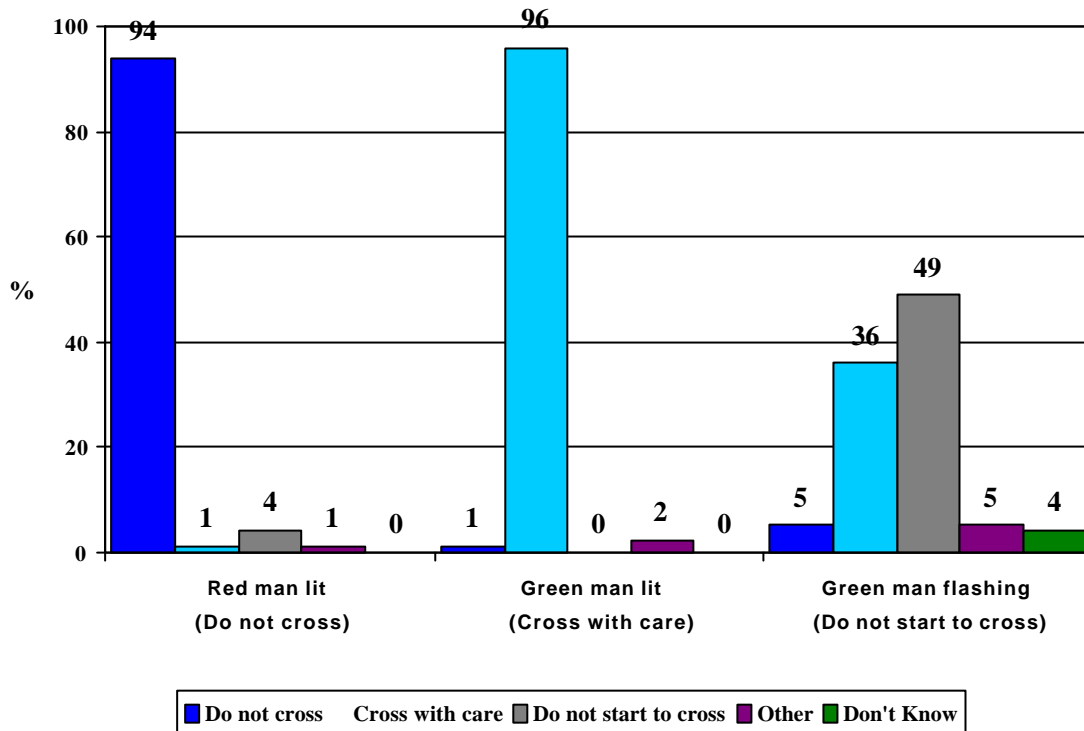
NI OMNIBUS SURVEY MAY 2002

- Over 80% of respondents considered it dangerous to do any of the above when crossing a public road.
- However, 12% felt it was safe to cross one lane of traffic and then stop in the middle.

## Pedestrian Awareness

FIGURE 25

AT PEDESTRIAN CROSSINGS, WHAT DO THE FOLLOWING SIGNALS MEAN...

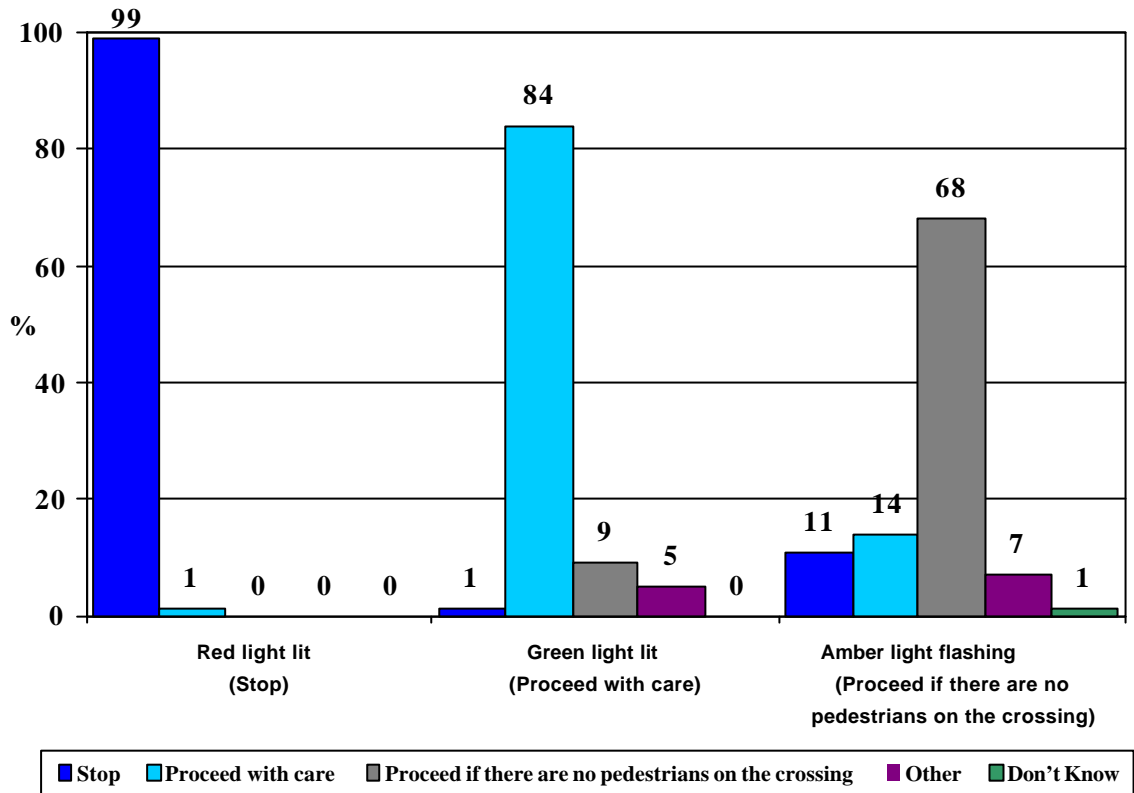


NI OMNIBUS SURVEY MAY 2002

- 94% of respondents were aware what the signal red man lit meant at a pedestrian crossing.
- The equivalent figures for green man lit and green man flashing were (96% and 49% respectively).

FIGURE 26

WHEN YOU ARE DRIVING AND APPROACHING A PEDESTRIAN CROSSING,  
WHAT DO THE FOLLOWING SIGNALS MEAN...



NI OMNIBUS SURVEY MAY 2002

- Similarly a high number of respondents were aware what red light lit and green light lit meant when driving and approaching a pedestrian crossing (99% and 84%) respectively.
- A lower number of motorists (68%) were aware that amber light flashing meant proceed if there are no pedestrians on the crossing. 14% thought it meant proceed with care and 11% thought it meant stop.



## TECHNICAL NOTES – SUMMARY

### 1.1 The Sample

A sample of 2200 addresses was drawn from the Valuation and Lands Agency list of addresses. People living in institutions (though not in private households in such institutions) were excluded. The complete list of private addresses was stratified into three regions - Belfast, East Northern Ireland and West Northern Ireland, and a random sample was drawn from each stratum.

The Valuation and Lands Agency provides a good sampling frame of addresses, but contains no information about the number of people living at an address. Further selection stages were therefore required to convert the listing of addresses to a listing of individuals from which one person (the 'selected respondent') is chosen to complete the questionnaire.

Interviewers are instructed to call at each address issued in their assignments. As the first stage of the survey, they have to identify the number of households resident at the address and, where necessary, select one using a selection table (Table 1.1).

Number of households	1	2	3	4	5	6	7	8	9	10	11	12
Household selected	1	1	2	3	4	4	2	7	6	8	6	6

The interviewers then list all members of the household who are eligible for inclusion in the sample: that is, all persons currently aged 16 or over living at the address. From this listing of eligible adults, the interviewer's computer randomly selects one adult. This person, the selected respondent, is then asked to complete the interview.

## 1.2 The Fieldwork

Addresses were issued to a panel of 152 interviewers at the end of April 2002. The fieldwork period was 29<sup>th</sup> April to the 24<sup>th</sup> May 2002.

	Number	Relative Frequency	Response Rate (Eligible Sample)
		%	%
<b>Issued addresses</b>	<b>2134</b>		
<b>Eligible sample</b>	<b>1918</b>	<b>90</b>	<b>100</b>
<b>Interview achieved</b>	<b>1186</b>	<b>56</b>	<b>62</b>
<b>Household interview</b>	<b>103</b>	<b>5</b>	<b>5</b>
<b>Refusal</b>	<b>331</b>	<b>16</b>	<b>17</b>
<b>Non-contact</b>	<b>298</b>	<b>14</b>	<b>16</b>
<b>Non-eligible</b>	<b>216</b>	<b>10</b>	

## 1.2 Weighting

Selecting only one individual for interview at each sampled address means that the probability of selection for the survey is inversely related to the size of the household. In other words individuals living in large households have a lower chance of being included in the sample than individuals in small households.

Before analysis all households, which provided a selected respondent, are examined and the data are weighted in relation to the number of eligible adults at the address derived from the details of household structure recorded by interviewers on the questionnaire. This weighting process adjusts the results to those that would have been achieved if the sample had been drawn as a random sample of adults rather than of addresses. In this sample 31% of households consisted of one adult, while 49% of households consisted of two adults. 13% of households contained three adults, while 7% of households consisted of four or more adults.

**Note:** on occasions, in tables showing weighted data, the sum of column totals does not equal the grand total. This is due to the rounding process associated with weighting. The %'s in the tables are based on weighted data but the totals are unweighted.

### Analysis by passenger status

Total passenger status may add to more than 100% as respondents could state they travel as both a front and back seat passenger.

Number of adults 16 and over	Number	Household Size x Number	Relative Scaled Weight
1	366	366	0.497483
2	578	1156	0.994966
3	155	465	1.492449
4	59	236	1.989932
5	13	65	2.487416
6	11	66	2.984899
7	2	14	3.482382
8	2	16	3.979865

$$R = \frac{1186}{2384} = 0.497483$$

To demonstrate the effects of weighting on the responses given by selected respondents, the question “How often do you travel as a driver?” was analysed both weighted and unweighted. (Tables 1.4 and 1.5).

Table 1.4 Weighted

	%
Daily	58.6
Regularly (more than once a fortnight)	6.5
Occasionally (less than once a month)	3.1
Never	31.8
Total	1186

Table 1.5 Unweighted

	%
Daily	55.9
Regularly (more than once a fortnight)	7.3
Occasionally (less than once a month)	2.8
Never	34.1
Total	1186

## 1.4 Sampling Error

No sample is likely to reflect precisely the characteristics of the population it is drawn from because of both sampling and non-sampling errors. An estimate of the amount of error due to the sampling process can be calculated. For a simple random sample design, in which every member of the sampled population has an equal and independent chance of inclusion in the sample, the sampling error of any percentage,  $p$ , can be calculated by the formula:

$$s.e. (p) = \sqrt{p*(100 - p)/n}$$

where  $n$  is the number of respondents on which the percentage is based. The sample for the NI Omnibus Survey is drawn as a random sample, and thus this formula can be used to calculate the sampling error of any percentage estimate from the survey.

A confidence interval for the population percentage can be calculated by the formula

$$95 \text{ per cent confidence interval} = p \pm 1.96 * \text{s.e. (p)}$$

If 100 similar, independent samples were chosen from the same population, 95 of them would be expected to yield an estimate for the percentage, p, within this confidence interval.

The absence of design effects in the survey, and therefore of the need to calculate complex standard errors, means that standard statistical tests of significance (which assume random sampling) can be applied directly to the data.

### **Definition of areas:**

<b>Area</b>	<b>District Councils</b>
<b>Belfast</b>	Belfast
<b>East of Province</b>	Antrim, Ards, Ballymena, Banbridge, Carrick, Castlereagh, Craigavon, Down, Larne, Lisburn, Newtownabbey, North Down
<b>West of Province</b>	Armagh, Ballymoney, Coleraine, Cookstown, Dungannon, Fermanagh, Limavady, Derry, Magherafelt, Moyle, Newry & Mourne, Omagh, Strabane