



# *DOE Road Safety Monitor*

*Northern Ireland Omnibus Survey*  
*May 2003*



**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.

Last year, the survey was 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 remained, many have been removed and there was a substantial introduction of new material.

There are four topics covered within the questionnaire namely speeding, drinking and driving, pedestrians and fatigue. 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 2003.

## 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:**

- The top three factors in causing injuries or deaths on our roads are (Table 1):
  - People speeding (88%)
  - People drinking after driving (70%)
  - Carelessness on roads (61%)
  
- 10% 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 (88%) (Table 3).

## GENERAL

**Table 1** Could you tell me what you think the **THREE** most important causes of injuries or deaths on our roads are?

### (i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					Total %
	16-24 %	25-34 %	35-49 %	50-64 %	65 & over %	
More cars on the roads	1	2	3	2	7	3
Young inexperienced drivers	17	16	22	25	24	21
Poor roads	7	5	3	3	2	4
Too many drivers who haven't passed the driving test		1	2	1	1	1
Not enough police enforcement		0	1	1	2	1
Courts too lenient		0	0	2	0	1
People speeding	82	89	90	91	88	88
People driving after drinking	74	72	72	66	64	70
People not wearing seatbelts	9	8	6	5	3	6
Carelessness on roads	63	65	61	61	55	61
People not thinking about the dangers	6	9	11	15	12	11
Not enough hard hitting advertising			0			0
Children not trained enough in road safety	2	0	1	0	2	1
Drunk pedestrians	4	1	2	2	2	2
Government not doing enough		0	1			0
Car advertising glamorising speeding	1	1		1	0	1
Other	25	26	19	22	22	22
Don't Know	0		0		1	0
<b>Total<sup>a</sup></b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

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

### (ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total %
	Male %	Female %	
More cars on the roads	3	2	3
Young inexperienced drivers	22	20	21
Poor roads	5	3	4
Too many drivers who haven't passed the driving test	1	1	1
Not enough police enforcement	1	1	1
Courts too lenient	0	1	1
People speeding	87	90	88
People driving after drinking	68	71	70
People not wearing seatbelts	5	7	6
Carelessness on roads	65	58	61
People not thinking about the dangers	10	11	11
Not enough hard hitting advertising		0	0
Children not trained enough in road safety	1	1	1
Drunk pedestrians	2	3	2
Government not doing enough		1	0
Car advertising glamorising speeding	1	0	1
Other	23	22	22
Don't Know	0	0	0
<b>Total<sup>a</sup></b>	<b>584</b>	<b>747</b>	<b>1331</b>

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

(iii) Analysis by Driver Status

All persons aged 16 and over Base = 100%	Driver Status		Total %
	Driver	Non-driver	
	%	%	
More cars on the roads	2	4	3
Young inexperienced drivers	21	23	21
Poor roads	4	4	4
Too many drivers who haven't passed the driving test	1	1	1
Not enough police enforcement	1	2	1
Courts too lenient	0	1	1
People speeding	91	83	88
People driving after drinking	71	68	70
People not wearing seatbelts	7	4	6
Carelessness on roads	65	54	61
People not thinking about the dangers	10	11	11
Not enough hard hitting advertising		0	0
Children not trained enough in road safety	0	2	1
Drunk pedestrians	2	3	2
Government not doing enough	0	0	0
Car advertising glamorising speeding	0	1	1
Other	21	26	22
Don't Know		1	0
<b>Total<sup>a</sup></b>	<b>877</b>	<b>454</b>	<b>1331</b>

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

- The top three factors stated by respondents, in causing injuries or deaths on our roads are:
  - People speeding (88%)
  - People drinking after driving (70%), and
  - Carelessness on roads (61%)
  
- Other main reasons included “joyriding” and “using mobile phones when driving”.

**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	10	7	10
No	[57]	87	91	90	93	89
Refusal		1				0
<b>Total</b>	<b>65</b>	<b>185</b>	<b>298</b>	<b>209</b>	<b>120</b>	<b>877</b>

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**(ii) Analysis by Gender**

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total %
	Male	Female	
	%	%	
Yes	14	6	10
No	86	94	89
Refusal	0		0
<b>Total</b>	<b>468</b>	<b>409</b>	<b>877</b>

NI OMNIBUS SURVEY MAY 2003

- 10% 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 or been convicted of a driving offence, with 12% of 25-34 year olds compared to 7% of those aged 65 and over.
- Males are more likely than females to have been given penalty points or been convicted of a driving offence (14%), 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</i> <i>Base = 100%</i>	Important	Un-important	Don't know	Total
	%	%	%	
TV Advertising	88	11	0	1331
TV/Radio, news & documentaries	81	18	0	1331
Friend or relative involved in an accident or near miss	73	26	1	1331
Penalties for breaking the law	79	21	1	1331
Being involved in an accident or near miss yourself	71	28	1	1331
What you learnt when you were learning to drive	72	27	0	*877
Highway Code	71	29	0	1331
Likelihood of being stopped by the Police	76	25	0	1331
Posters	54	46	0	1331
Bus Advertising	53	46	0	1331
Articles in the Press	60	40	0	1331
TV Programmes	53	47	1	1331
Press Advertising	59	40	0	1331
Radio Advertising	50	49	0	1331
Cinema Advertising	35	63	1	1331

NI OMNIBUS SURVEY MAY 2003

\*All motorists

### (i) Analysis by Age

<i>All those who answered important</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
TV Advertising	13	19	29	21	18	1152
TV/Radio, news & documentaries	12	18	30	22	18	1054
Penalties for breaking the law	12	19	29	22	18	1018
Likelihood of being stopped by the Police	12	19	31	22	16	964
Friend or relative involved in an accident or near miss	14	19	29	21	17	937
Highway code	12	18	29	23	18	927
Being involved in an accident or near miss yourself	12	19	30	22	17	925
What you learnt when you were learning to drive	[51]	21	34	26	[69]	*633
Articles in the Press	[98]	18	29	22	18	778
Press Advertising	13	18	28	23	19	772
Posters	[97]	17	28	22	18	695
TV Programmes	[97]	16	29	21	19	689
Bus Advertising	[94]	19	27	23	18	685
Radio Advertising	[88]	21	30	20	16	661
Cinema Advertising	[79]	23	30	[80]	[49]	444

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\* All motorists who answered important

(ii) Analysis by Gender

<i>All those who answered important Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
TV Advertising	43	57	1152
TV/Radio, news & documentaries	43	57	1054
Penalties for breaking the law	43	57	1018
Likelihood of being stopped by the Police	46	54	964
Friend or relative involved in an accident or near miss	42	58	937
Highway code	44	56	927
Being involved in an accident or near miss yourself	47	53	925
What you learnt when you were learning to drive	48	52	*633
Articles in the Press	41	59	778
Press Advertising	43	57	772
Posters	41	59	695
TV Programmes	35	65	689
Bus Advertising	39	61	685
Radio Advertising	43	57	661
Cinema Advertising	42	58	444

NI OMNIBUS SURVEY MAY 2003

\* All motorists who answered important

- ❑ The most effective medium for creating an awareness of road safety is TV Advertising (88%) followed by TV/Radio, news and documentaries (81%).
- ❑ The least effective is Cinema advertising with 35% of respondents rating it as important, and 63% 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 (48%). On the other hand females thought that TV programmes were more important than other factors (65%).
- ❑ Other factors respondents mentioned that created an awareness of road safety included “more aware because of being a parent” and “witnessing an accident”.



# CHAPTER 2

## SPEEDING

Speeding Behaviour

Speeding Attitude

Speeding Awareness

## **Main Findings:**

- ❑ Over one quarter of drivers (27%) exceed the speed limit on all road types (Table 4a).
- ❑ Almost three fifths (57%) of respondents think it is likely they would be stopped by the police for speeding (Table 6a).
- ❑ Almost two thirds (63%) of respondents think that it is likely they would be caught speeding on a mobile camera (Table 6c).
- ❑ 78% of respondents correctly identified the anti speeding TV campaign when shown pictures of the advert (Table 7a).

## Speeding Behaviour

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

### (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	%	%	%	%	%
Roads in a built up area (30mph speed limit or less)	[30]	38	43	32	35	39
Roads outside a built up area (30 – 60mph speed limit)	[19]	32	28	27	25	29
Dual Carriageways	[14]	25	22	22	22	22
Motorways	[19]	26	27	18	14	23
On all of the above	[17]	37	30	22	10	27
Never exceed the speed limit	[7]	8	8	23	38	16
Refusal			0			0
<b>Total<sup>a</sup></b>	<b>65</b>	<b>185</b>	<b>298</b>	<b>209</b>	<b>120</b>	<b>877</b>

NI OMNIBUS SURVEY MAY 2003

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

### (ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Roads in a built up area (30mph speed limit or less)	37	41	39
Roads outside a built up area (30 – 60mph speed limit)	29	28	29
Dual Carriageways	22	23	22
Motorways	22	24	23
On all of the above	35	17	27
Never exceed the speed limit	12	19	16
Refusal	0		0
<b>Total<sup>a</sup></b>	<b>468</b>	<b>409</b>	<b>877</b>

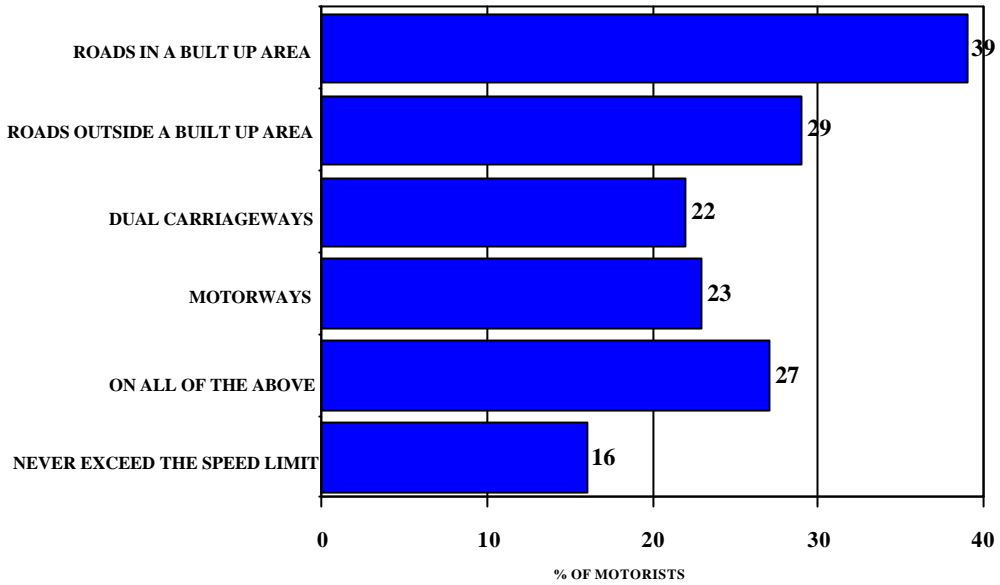
NI OMNIBUS SURVEY MAY 2003

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

- 27% of motorists have exceeded the speed limit on all road types.
- 39% have exceeded the speed limit on roads in a built up area, 29% on roads outside a built up area, 22% on dual carriageways and 23% on motorways.
- 16% 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.
- Males are twice as likely as females to speed on all road types (35% compared to 17%). However females are a little more likely to speed in built up areas (41% of females compared to 37% of males).

FIGURE 1

ROADS ON WHICH THE SPEED LIMIT HAS EVER BEEN EXCEEDED

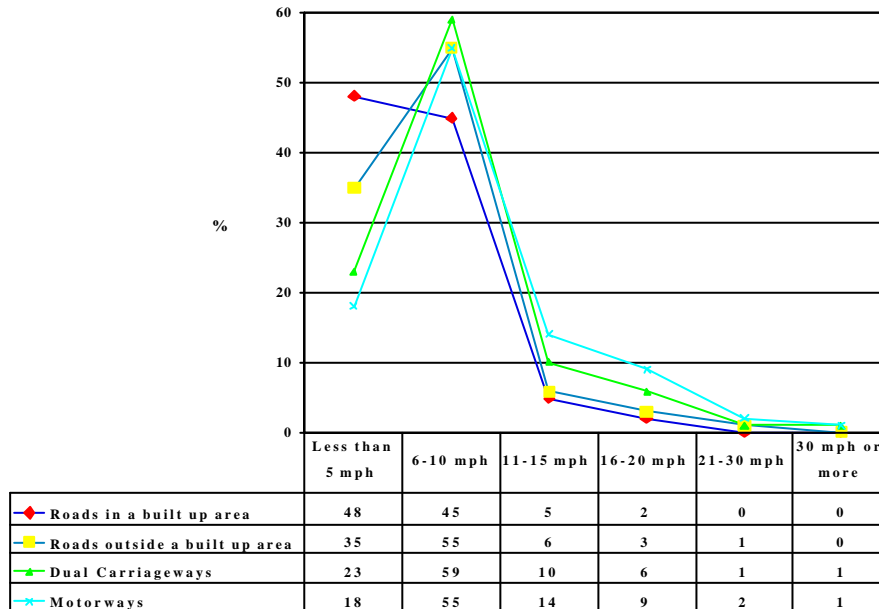


DATA REFERS TO TABLE 4a

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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 roads is in the 6-10 mph category, except for roads in a built up area which is in the less than 5mph category.

**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	[5]	18	16	13	[3]	14
Late in the evening when there is little traffic	[3]	15	15	11	[5]	12
In an emergency	[14]	22	23	28	[21]	24
In a hurry to reach a destination (not an emergency)	[28]	49	40	34	[16]	40
Normal driving	[11]	25	24	28	[19]	25
Under no circumstances	[3]	2	4	6	[11]	5
Other	[7]	9	15	12	[11]	13
Don't Know				1		0
<b>Total<sup>a</sup></b>	<b>58</b>	<b>170</b>	<b>271</b>	<b>161</b>	<b>71</b>	<b>731</b>

NI OMNIBUS SURVEY MAY 2003

<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	15	13	14
Late in the evening when there is little traffic	12	13	12
In an emergency	24	24	24
In a hurry to reach a destination (not an emergency)	38	42	40
Normal driving	24	27	25
Under no circumstances	6	4	5
Other	14	11	13
Don't Know		0	0
<b>Total<sup>a</sup></b>	<b>405</b>	<b>326</b>	<b>731</b>

NI OMNIBUS SURVEY MAY 2003

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

- ❑ The main reasons motorists exceed the speed limit are when they are in a hurry to reach a destination (not an emergency) (40%), normal driving (25%) and in an emergency (24%).
- ❑ Females (42%) are more likely to speed in a hurry to reach a destination (not an emergency) than males (38%).
- ❑ Younger drivers are also much more likely to speed in a hurry to reach a destination (not an emergency) than their older counterparts. 48% of those aged 16-24 and 49% of 25-34 year olds, compared to 34% of 50-64 year olds.
- ❑ Other main reasons included “to overtake”, “lack of concentration”, and “lack of attention”.

## Speeding Attitude

**Table 5** How likely or unlikely do you think that you would be ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Refusal	Don't know	Total
	%	%	%	%	%	%	
Stopped by the police for speeding	19	38	34	9	0	1	1331
Caught speeding on a fixed camera	18	38	29	12	0	4	1331
Caught speeding on a mobile camera	16	47	27	7	0	3	1331
Caught jumping a red light on a fixed camera	18	30	31	17	0	4	1331

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**Table 6a** How likely or unlikely do you think it is that you would be ... stopped by the police for speeding?

### (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	
	%	%	%	%	%	%
Very likely	14	21	19	21	18	19
Likely	41	36	42	35	30	38
Unlikely	38	33	31	34	32	34
Very unlikely	7	10	7	8	16	9
Refusal			0			0
Don't Know		0	0	2	5	1
<b>Total</b>	157	233	373	296	272	1331

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### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	16	21	19
Likely	36	39	38
Unlikely	38	29	34
Very unlikely	9	8	9
Refusal		0	0
Don't Know	0	2	1
<b>Total</b>	584	747	1331

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- ❑ Almost three fifths (57%) of respondents think it is likely that they would be stopped by the police for speeding.
- ❑ However, more males than females think it unlikely they would be stopped (47% of males compared to 37% of females).

**Table 6b**      **How likely or unlikely do you think it is that you would be ... caught speeding on a fixed camera?**

**(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	
	%	%	%	%	%	%
<b>Very likely</b>	20	18	21	15	12	18
<b>Likely</b>	50	37	34	34	39	38
<b>Unlikely</b>	21	33	33	31	23	29
<b>Very unlikely</b>	7	11	12	14	14	12
<b>Refusal</b>			0			0
<b>Don't Know</b>	1	1	1	5	12	4
<b>Total</b>	157	233	373	296	272	1331

NI OMNIBUS SURVEY MAY 2003

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
<b>Very likely</b>	14	21	18
<b>Likely</b>	38	37	38
<b>Unlikely</b>	34	25	29
<b>Very unlikely</b>	12	11	12
<b>Refusal</b>		0	0
<b>Don't Know</b>	2	5	4
<b>Total</b>	584	747	1331

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- ❑ Over half (56%) of respondents think it is likely they would be caught speeding on a fixed camera (52% of males, 58% of females).
- ❑ However, more males than females think it unlikely they would be caught (46% compared to 36%).

Table 6c

How likely or unlikely do you think it is that you would be ... caught speeding on a mobile camera?

## (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	
	%	%	%	%	%	%
Very likely	19	15	18	13	12	16
Likely	47	52	49	45	41	47
Unlikely	27	26	27	28	27	27
Very unlikely	5	7	5	9	9	7
Refusal			0			0
Don't Know	2	0	1	5	10	3
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

## (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	16	15	16
Likely	48	46	47
Unlikely	28	26	27
Very unlikely	6	7	7
Refusal		0	0
Don't Know	1	5	3
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- Almost two thirds (63%) of respondents think that it is likely they would be caught speeding on a mobile camera.

**Table 6d**      **How likely or unlikely do you think it is that you would be ... caught jumping a red light on a fixed camera?**

**(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	
	%	%	%	%	%	%
Very likely	26	20	20	14	12	18
Likely	35	30	27	28	31	30
Unlikely	27	29	35	32	29	31
Very unlikely	11	20	16	20	16	17
Refusal			0	0		0
Don't Know	2	1	1	5	12	4
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

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**(ii) Analysis by Gender**

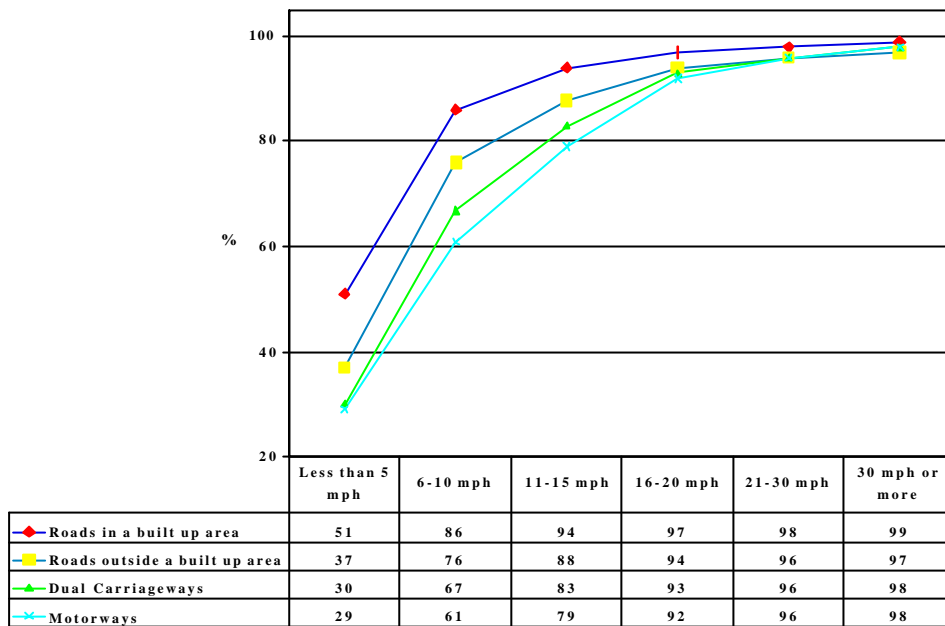
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	18	19	18
Likely	30	29	30
Unlikely	35	28	31
Very unlikely	15	18	17
Refusal		0	0
Don't Know	2	5	4
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ Almost half (48%) of respondents think it would be likely they would be caught jumping a red light on a fixed camera.
- ❑ Younger respondents are more likely to agree with this than their older counterparts (61% of 16-24 year olds compared to 42% of those aged 50-64).

FIGURE 3

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



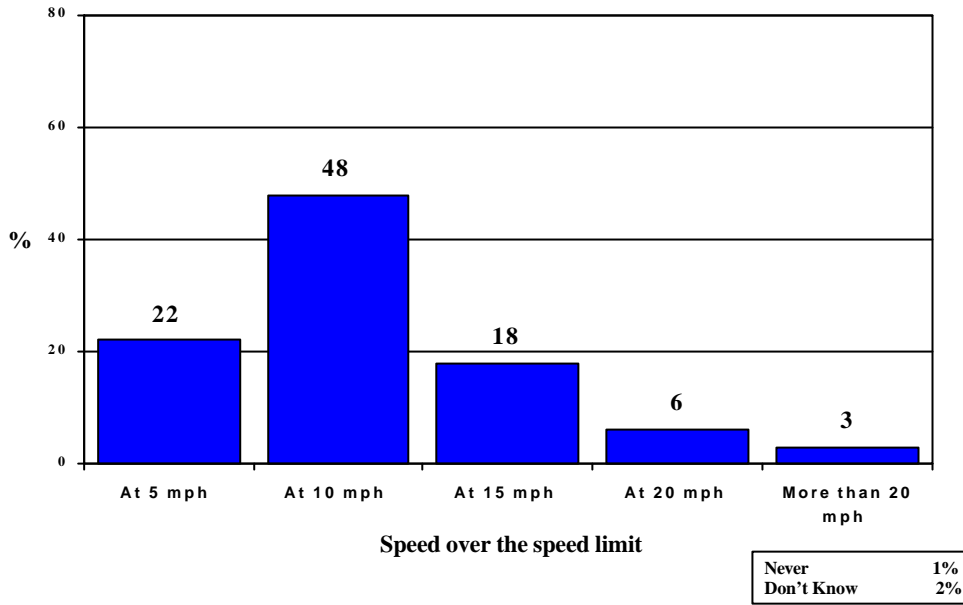
\* Data excludes don't know

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- The majority of respondents consider it to be dangerous to exceed the speed limit by 6-10 mph.

FIGURE 4

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



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- The majority of respondents (48%) 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.
  
- Almost one quarter of respondents (22%) felt it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by 5 mph.

## 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 7a 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	
	%	%	%	%	%	
Drinking and Driving (Shame)	3	1	5	7	7	5
Seat Belts (Damage)	2	3	5	6	8	5
Speeding (Thump)	88	92	82	75	51	78
Pedestrian Safety (Texting and Home)		1	1	1	0	1
Never seen the advert	1	1	2	5	18	5
Other	6	2	3	4	8	4
Refusal					0	0
Don't Know		0	2	3	8	3
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

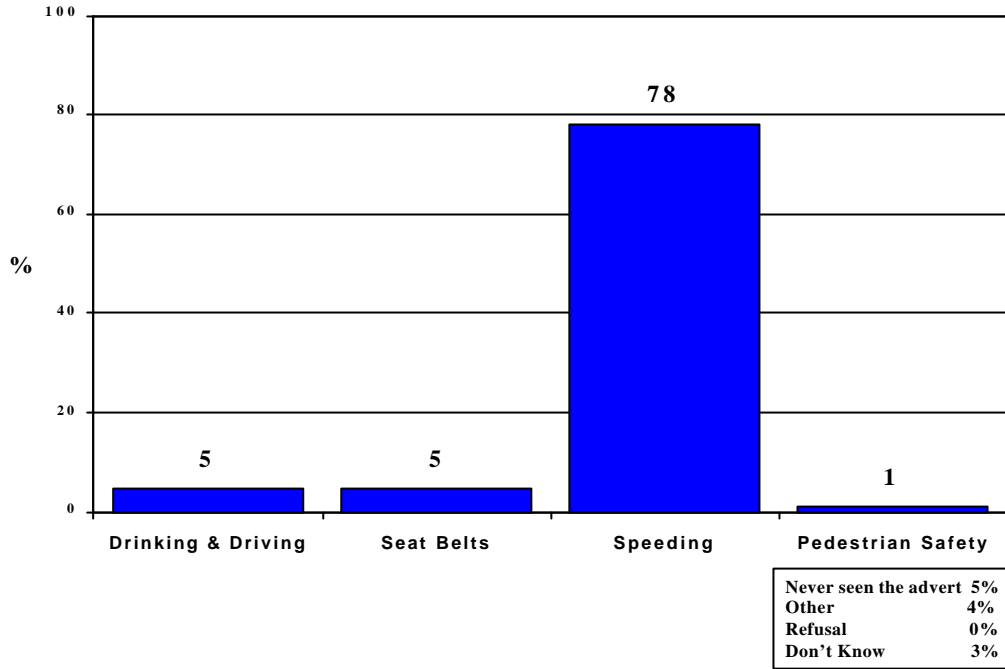
### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Drinking and Driving (Shame)	5	4	5
Seat Belts (Damage)	5	5	5
Speeding (Thump)	81	76	78
Pedestrian Safety (Texting and Home)	0	1	1
Never seen the advert	3	6	5
Other	4	5	4
Refusal		0	0
Don't Know	2	3	3
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

**FIGURE 5**

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



DATA REFERS TO TABLE 7a

NI OMNIBUS SURVEY MAY 2003

- ❑ Almost four fifths (78%) of respondents correctly identified the campaign relating to Speeding (Thump). (81% of males, 76% of females)
  
- ❑ This figure dropped with age with only 51% of those over 65 correctly naming the campaign compared to 92% of 25-34 year olds.

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

**Table 7b 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	94	75	94
No	0	1	3	6	23	6
Refusal					0	0
Don't Know					1	0
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	96	92	94
No	4	8	6
Refusal		0	0
Don't Know	0	0	0
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- 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 7c

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 7b</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	60	51	47	53	50	52
Influenced me a little	28	34	38	24	23	30
Has not influenced me at all	12	14	15	23	28	18
Don't Know	1				0	0
<b>Total</b>	<b>156</b>	<b>230</b>	<b>361</b>	<b>275</b>	<b>204</b>	<b>1226</b>

NI OMNIBUS SURVEY MAY 2003

## (ii) Analysis by Gender

<i>All those who answered yes to table 7b</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Influenced me a lot	45	58	52
Influenced me a little	38	24	30
Has not influenced me at all	17	18	18
Don't Know		0	0
<b>Total</b>	<b>552</b>	<b>674</b>	<b>1226</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ Just over half (52%) of those respondents aware of the campaign stated it had influenced their behaviour a lot in relation to speeding (45% of male respondents, 58% of female respondents).
- ❑ However, almost one fifth (18%) 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:**

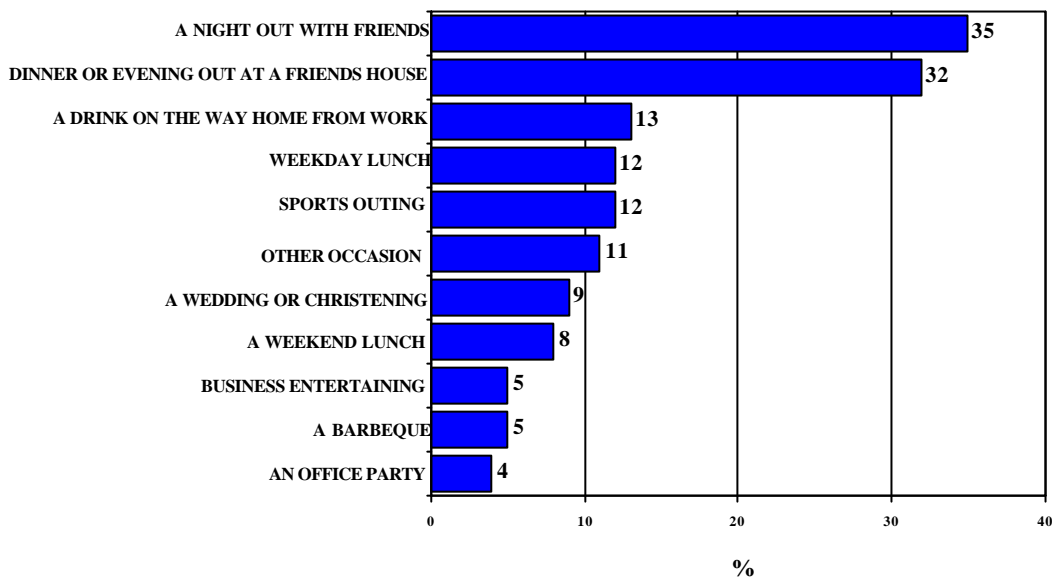
- ❑ The two main occasions when people might have an alcoholic drink and drive afterwards are a night out with friends (35%) and dinner or evening out at a friends house (32%) (Figure 6).
- ❑ Over one third (34%) of motorists who drink said it was likely they would drive after one drink (Table 8).
- ❑ Over half (56%) of respondents think the penalties for drinking and driving are not very severe (Table 15).
- ❑ Over four fifths (90%) of respondents think the police should be able to stop people at random and breathalyse them (Figure 9).
- ❑ 93% of respondents correctly identified the TV campaign relating to drinking and driving when shown pictures of it (Table 16a).

## Drinking and Driving Behaviour

70% of all respondents drink alcohol, (74% of male respondents and 67% of female respondents).

FIGURE 6

### 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 2003

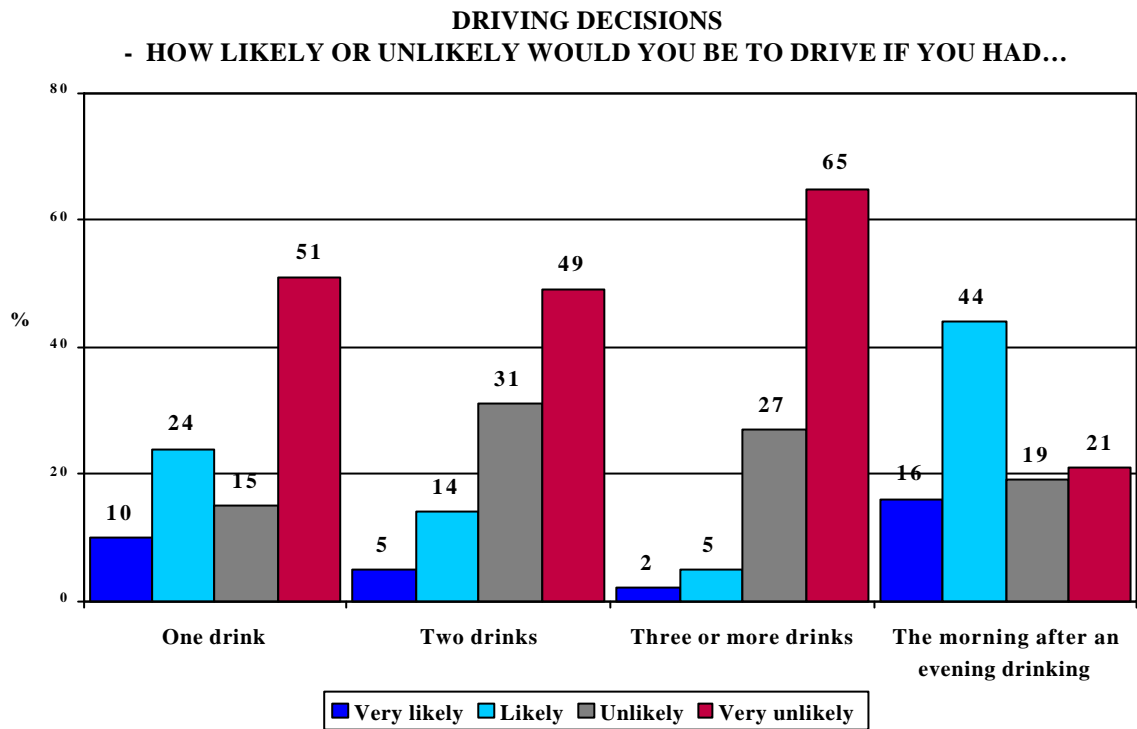
Table 8 How likely or unlikely would you be to drive after ...

<i>All motorists who drink</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Refusal	Total
	%	%	%	%	%	%
<b>One drink</b>	10	24	15	51	0	640
<b>Two drinks</b>	5	14	31	49	0	*323
<b>Three or more drinks</b>	2	5	27	65	1	**156
<b>The morning after an evening on which you had been drinking</b>	16	44	19	21	1	*323

NI OMNIBUS SURVEY MAY 2003

\* All those who did not answer "very unlikely" to if you had one drink  
 \*\* All those who did not answer "very unlikely" to if you had two drinks

FIGURE 7



DATA REFERS TO TABLE 8

NI OMNIBUS SURVEY MAY 2003

- Over one third (34%) of motorists who drink said they would drive after one drink. This reduced to 19% after two drinks and 7% after three or more drinks.
- While 40% of motorists stated they would not be likely to drive on the morning after an evening drinking, 60% stated they would be likely to.

**Table 9** 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	33	2
Likely	33	23
Unlikely	20	43
Very unlikely	14	32
Don't know		0
<b>Total</b>	<b>194</b>	<b>194</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ Of those respondents that answered this question two thirds (66%) would take into account the amount they drank the previous evening before driving the next morning.
- ❑ Three quarters (75%) would be unlikely to drive if they thought they were still over the legal limit the next morning.

**Table 10a** Have you ever decided not to drive because you had drunk, or planned to drink alcohol?

(i) Analysis by Age

<i>All motorists who did not answer very unlikely to Table 8</i> Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	%	Count	Count	%
Yes	[19]	[82]	90	[51]	[21]	87
No	[2]	[4]	10	[12]	[10]	13
<b>Total</b>	<b>21</b>	<b>86</b>	<b>122</b>	<b>63</b>	<b>31</b>	<b>323</b>

NI OMNIBUS SURVEY MAY 2003

(ii) Analysis by Gender

<i>All motorists who did not answer very unlikely to Table 8</i> Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Yes	91	81	87
No	9	19	13
<b>Total</b>	<b>194</b>	<b>129</b>	<b>323</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ 87% of motorists who drink have on occasions decided not to drive if they had drunk, or planned to drink alcohol.

**Table 10b** What put you off?

<i>All those who answered yes to table 10a</i> <i>Base = 100%</i>	<b>Total</b> <b>%</b>
<b>Risk of injury to self (or other)</b>	<b>48</b>
<b>Risk of being caught by the police</b>	<b>48</b>
<b>Risk of death to self (or other)</b>	<b>47</b>
<b>Fear of crashing</b>	<b>34</b>
<b>Fear of loss of license if caught</b>	<b>25</b>
<b>Fear of losing job if disqualified</b>	<b>11</b>
<b>Embarrassment with family and friends</b>	<b>10</b>
<b>Fear of being breath tested</b>	<b>9</b>
<b>Other</b>	<b>9</b>
<b>Fear of being arrested if caught</b>	<b>8</b>
<b>Being unable to get car insurance/higher premiums</b>	<b>7</b>
<b>Having to resit test if disqualified</b>	<b>4</b>
<b>Total<sup>a</sup></b>	<b>283</b>

NI OMNIBUS SURVEY MAY 2003

<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 (48%), the risk of being caught by the police (48%), risk of death to themselves or others (47%), fear of crashing (34%) and fear of loss of licence if caught (25%).

**Table 11** 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>	Very likely	Likely	Unlikely	Very unlikely	Don't Know	Total
	%	%	%	%	%	
<b>Had one drink</b>	<b>12</b>	<b>23</b>	<b>18</b>	<b>47</b>	<b>0</b>	<b>1331</b>
<b>Had two drinks</b>	<b>7</b>	<b>25</b>	<b>34</b>	<b>34</b>	<b>0</b>	<b>*679</b>
<b>Had three or more drinks</b>	<b>3</b>	<b>8</b>	<b>31</b>	<b>58</b>	<b>0</b>	<b>**459</b>

NI OMNIBUS SURVEY MAY 2003

\* All those who did not answer very unlikely to "had one 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.

## Drinking and Driving Attitude

Table 12 How likely or unlikely do you think it is that you would be stopped by the police?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Very likely	27	20	21	21	23	22
Likely	34	39	35	37	31	36
Unlikely	32	31	32	29	28	31
Very unlikely	5	9	10	9	13	9
Refusal			1			0
Don't know	1	1	1	4	4	2
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total
	Male	Female	
	%	%	
Very likely	21	23	22
Likely	33	38	36
Unlikely	35	27	31
Very unlikely	10	9	9
Refusal	0	0	0
Don't know	1	3	2
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- Over half of respondents (58%) think it is likely they would be stopped by the police.

Table 13 How many drinks can you personally have without affecting your driving?

(i) Analysis by Age

All motorists who drink Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	
0	[12]	25	33	32	[17]	29
1	[10]	34	24	28	[13]	26
2	[12]	19	20	25	[18]	22
3	[4]	9	6	7	[7]	8
4	[3]	1	5	3	[1]	3
5	[3]	3	0	0		1
6		2	1		[1]	1
7	[1]	1				1
8	[1]		0			0
11			0			0
Refusal		1	0			0
Don't know	[6]	6	9	5	[11]	8
<b>Total</b>	<b>52</b>	<b>151</b>	<b>234</b>	<b>135</b>	<b>68</b>	<b>640</b>

NI OMNIBUS SURVEY MAY 2003

(ii) Analysis by Gender

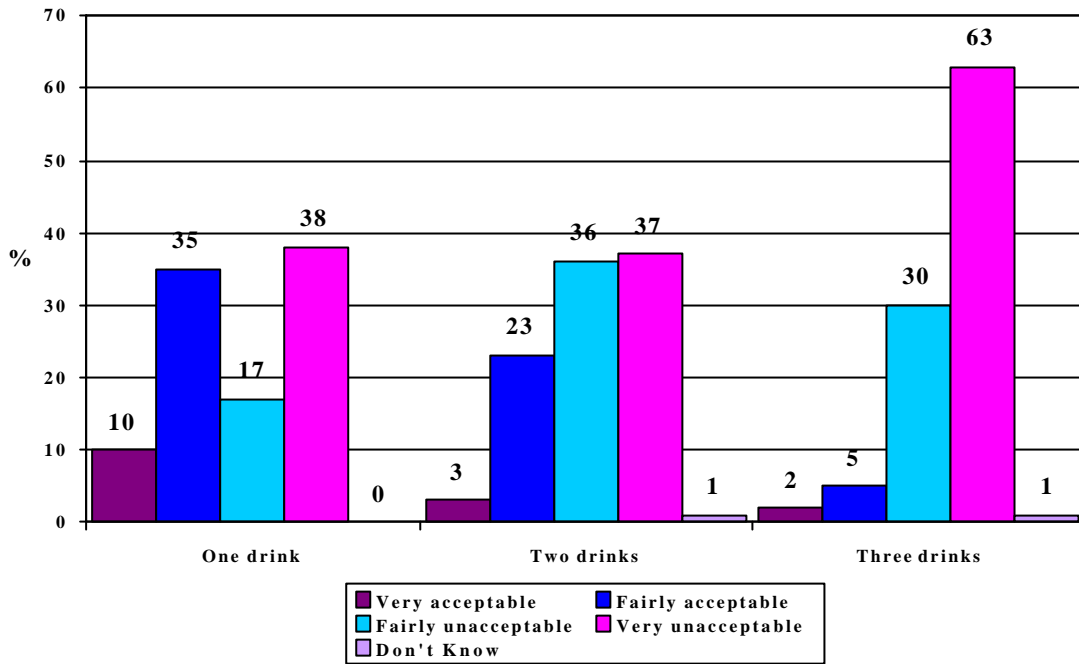
<i>All motorists who drink</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
0	24	35	29
1	24	27	26
2	26	17	22
3	10	6	8
4	4	2	3
5	1	2	1
6	1	1	1
7	1		1
8	1		0
11		0	0
Refusal		1	0
Don't know	7	10	8
<b>Total</b>	<b>347</b>	<b>293</b>	<b>640</b>

NI OMNIBUS SURVEY MAY 2003

- Of motorists who drink, 29% 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. (18% of males compared to 11% of females)

**FIGURE 8**

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



NI OMNIBUS SURVEY MAY 2003

- A similar number of respondents thought it was acceptable to drive after one drink (55%) as those who thought it was unacceptable (45%).
- This level of acceptability declined as the number of drinks increased (26% after two drinks, 7% after three drinks).

**Table 14**                      **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	6	6	5	11	11	8
Should be lower	11	10	12	10	14	11
Should be no limit	1		1	0	0	1
Should stay the same	50	45	37	33	22	37
Should not be allowed to drive after any alcohol	30	38	43	43	50	41
Don't Know	2	1	2	3	2	2
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

**(ii) Analysis by Gender**

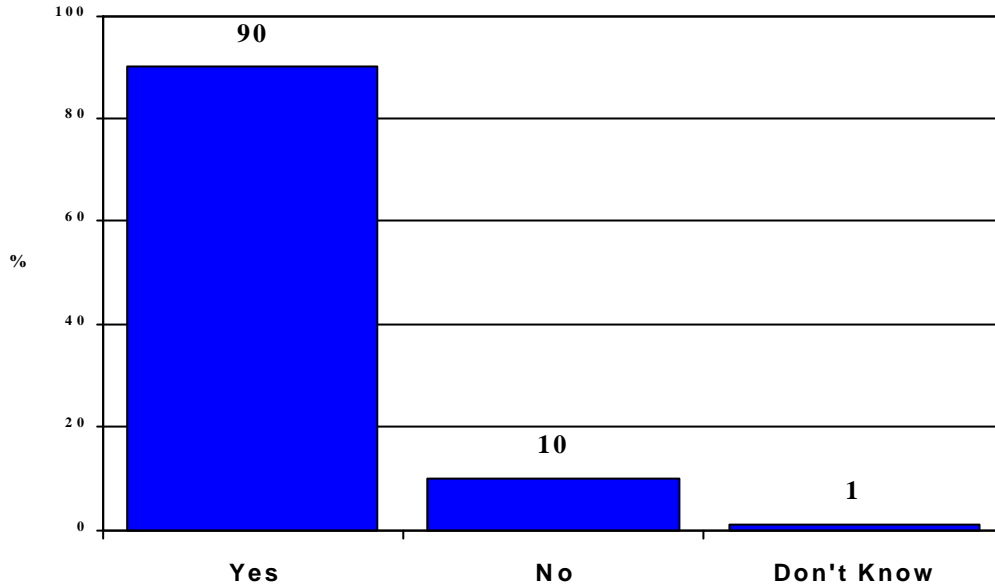
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Should be higher	7	8	8
Should be lower	11	12	11
Should be no limit	1	0	1
Should stay the same	47	29	37
Should not be allowed to drive after any alcohol	32	48	41
Don't Know	2	2	2
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ 37% of respondents feel the legal limit for drink driving should stay the same.
  
- ❑ However, 41% of respondents feel that motorists should not be allowed to drive after consuming any alcohol. (32% of male respondents, 48% of female respondents).

**FIGURE 9**

**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 2003

- ❑ The majority (90%) of respondents agree that the police should be able to stop people at random and breathalyse them for driving under the influence.
- ❑ Of those 10% of respondents that did not agree with this, the main reasons why not included “too intrusive”, “infringement of rights/privacy/civil liberties”, and “you should only be stopped if you’ve done something wrong”.

**Table 15** 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	Don't know	Total
	%	%	%	%	%	%	
<b>There is not much chance of having an accident when driving after drinking if you are careful</b>	1	4	4	45	45	1	1331
<b>It is difficult in social occasions to keep track of what you are drinking</b>	7	35	5	30	20	2	1331
<b>The penalties for drinking and driving are not very severe, even if caught</b>	18	38	13	23	4	4	1331
<b>There is not as much drinking and driving enforcement as in previous years</b>	3	23	21	41	5	7	1331
<b>The laws for drinking and driving offences are effective in reducing casualties on the road</b>	6	47	14	25	5	2	1331

NI OMNIBUS SURVEY MAY 2003

- Over half of respondents (56%) think the penalties for drinking and driving are not very severe.
- The majority of respondents (90%) disagree that there is not much chance of having an accident when drinking and driving if you are careful.

## 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 16a 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	
	%	%	%	%	%	
Drinking and Driving (Shame)	98	99	97	92	78	93
Seat Belts (Damage)				1	1	0
Speeding (Thump)	1	0	1	3	1	1
Pedestrian Safety (Texting and Home)				0		0
Never seen the advert	1	0	1	2	11	3
Other			0	0	3	1
Refusal	0				0	0
Don't Know			1	1	5	1
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

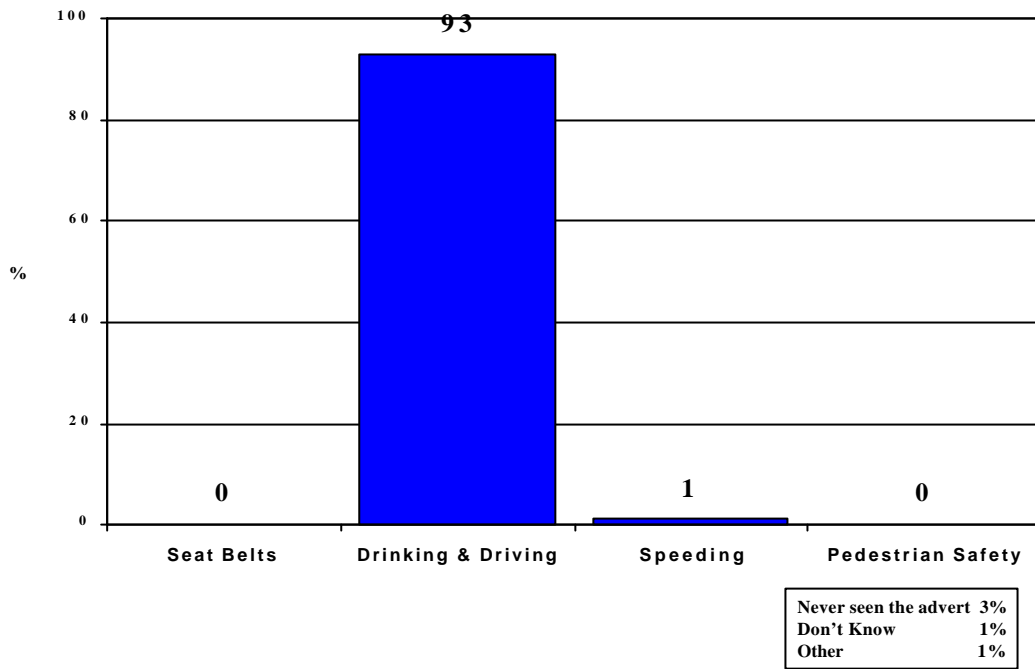
### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total %
	Male	Female	
	%	%	
Drinking and Driving (Shame)	94	92	93
Seat Belts (Damage)	0	0	0
Speeding (Thump)	2	1	1
Pedestrian Safety (Texting and Home)		0	0
Never seen the advert	2	3	3
Other	0	1	1
Refusal		0	0
Don't Know	1	2	1
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

FIGURE 10

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 16a

NI OMNIBUS SURVEY MAY 2003

- 93% 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 16b** 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	99	99	99	95	84	96
No	1	1	1	5	15	4
Refusal					0	0
Don't Know					0	0
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	98	94	96
No	2	6	4
Refusal		0	0
Don't Know		0	0
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ 96% of respondents were aware of the campaign (99% of 16-24 year olds, 25-34 year olds and 35-49 year olds).
- ❑ More males were aware of the campaign than females (98% of male respondents compared to 94% of female respondents).

**Table 16c** 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 16b Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Influenced me a lot	64	57	55	55	50	56
Influenced me a little	22	23	18	14	14	18
Has not influenced me at all	13	20	27	31	35	25
Don't Know	1				1	0
<b>Total</b>	<b>155</b>	<b>230</b>	<b>367</b>	<b>281</b>	<b>223</b>	<b>1256</b>

NI OMNIBUS SURVEY MAY 2003

(ii) Analysis by Gender

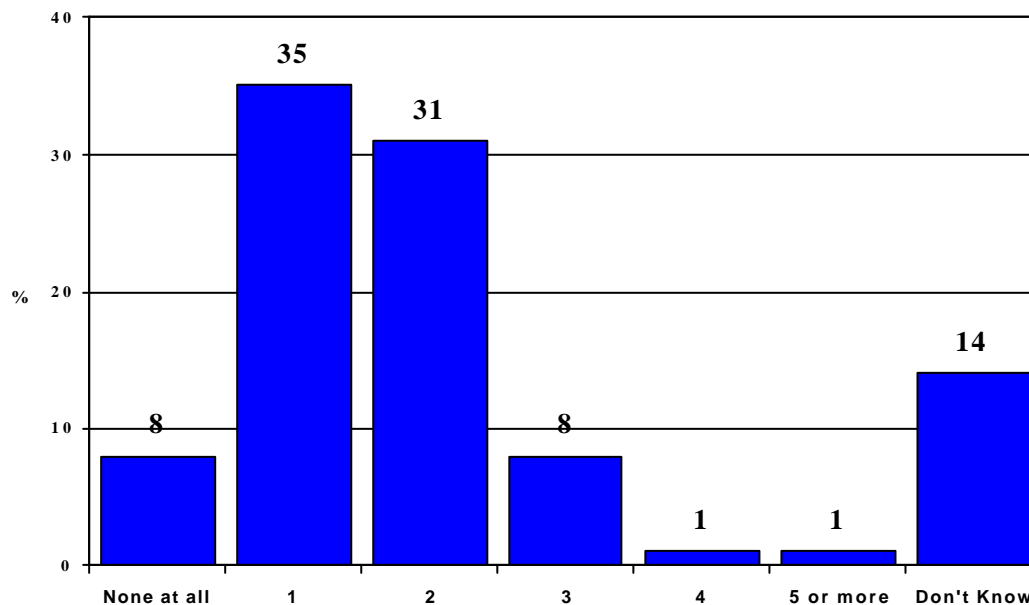
All those who answered yes to table 16b Base = 100%	Gender		Total
	Male	Female	
	%	%	
Influenced me a lot	52	60	56
Influenced me a little	23	14	18
Has not influenced me at all	25	26	25
Don't Know		1	0
<b>Total</b>	<b>566</b>	<b>690</b>	<b>1256</b>

NI OMNIBUS SURVEY MAY 2003

- Of those respondents that were aware of the advertising campaign 56% stated it had influenced their behaviour a lot in relation to Drinking and Driving. (52% of male respondents, 60% of female respondents).

FIGURE 11

**UNDER PRESENT LAW HOW MANY DRINKS DO YOU THINK A DRIVER CAN HAVE, WITHOUT FEAR OF PROSECUTION?**



NI OMNIBUS SURVEY MAY 2003

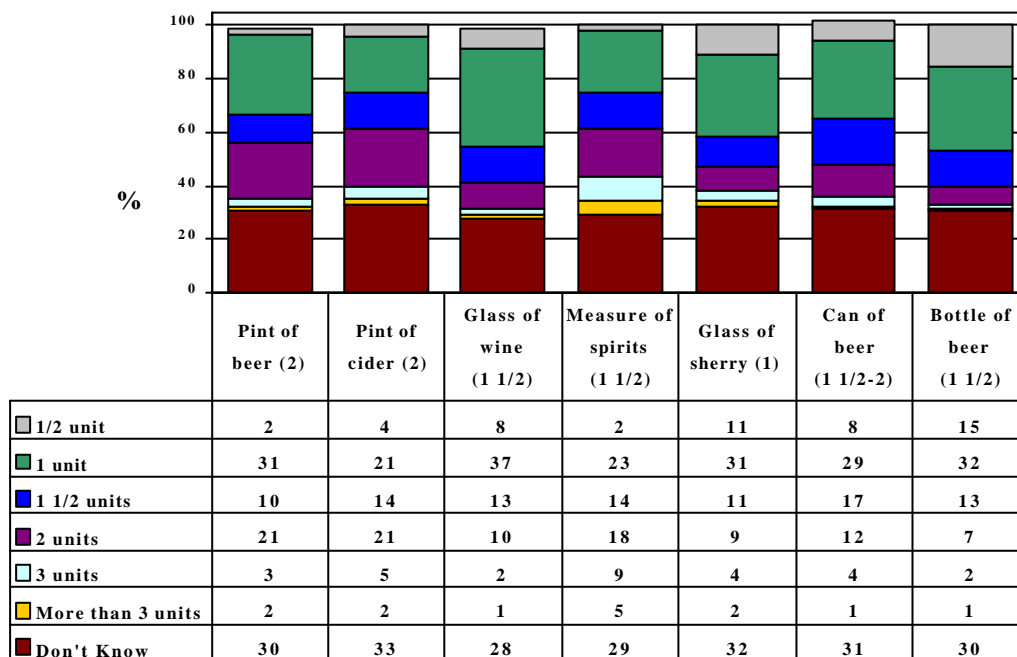
**Table 16d** How many units of alcohol are contained in a ...

All persons aged 16 and over Base = 100%	1/2 unit	1 unit	1 1/2 units	2 units	3 units	More than 3 units	Refusal	Don't know	Total
	%	%	%	%	%	%	%	%	%
Pint of beer (lager or stout) (2)	2	31	10	21	3	2	0	30	1331
Pint of cider (2)	4	21	14	21	5	2	0	33	1331
Glass of wine (1 1/2)	8	37	13	10	2	1	0	28	1331
Measure of spirits (1 1/2)	2	23	14	18	9	5	0	29	1331
Glass of sherry (1)	11	31	11	9	4	2	0	32	1331
Can of beer (440 ml) (1 1/2 2)	8	29	17	12	4	1	0	31	1331
Bottle of beer (330 ml) (1 1/2)	15	32	13	7	2	1	0	30	1331

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**FIGURE 12**

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



Data excludes refusals

DATA REFERS TO TABLE 16d

NI OMNIBUS SURVEY MAY 2003

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



# **CHAPTER 4**

## **PEDESTRIANS**

**Pedestrian Behaviour**

**Pedestrian Attitude**

**Pedestrian Awareness**

## Main Findings:

- ❑ Almost four fifths (78%) of pedestrians would always or almost always use a pedestrian crossing when crossing the road if they were at or near one (Table 17a).
- ❑ Over half (51%) of respondents said they would not use a pedestrian crossing if the traffic was light (Figure 13).
- ❑ The most important factors that influence pedestrians to use a pedestrian crossing are safety from traffic (76%), amount of traffic (66%), and personal security (43%) (Table 18).
- ❑ Almost three quarters (73%) of respondents think that the green man flashing signal means cross with care at a pedestrian crossing (Figure 19).
- ❑ A high number of respondents were aware what amber light flashing meant when driving and approaching a pedestrian crossing (72% ) (Figure 20).
- ❑ 82% of all respondents correctly identified the TV Campaigns relating to Pedestrian Safety when shown pictures of them (Table 21a).

## Pedestrian Behaviour

**Table 17a** When crossing a road, at or near (within 50 metres) 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	30	32	42	51	66	43
Nearly always	44	43	36	30	25	35
Sometimes	20	18	17	14	6	15
Hardly ever	7	6	4	4	2	4
Never		1	2	1	2	1
Don't Know					0	0
<b>Total</b>	<b>145</b>	<b>207</b>	<b>334</b>	<b>250</b>	<b>215</b>	<b>1151</b>

NI OMNIBUS SURVEY MAY 2003

### (ii) Analysis by Gender

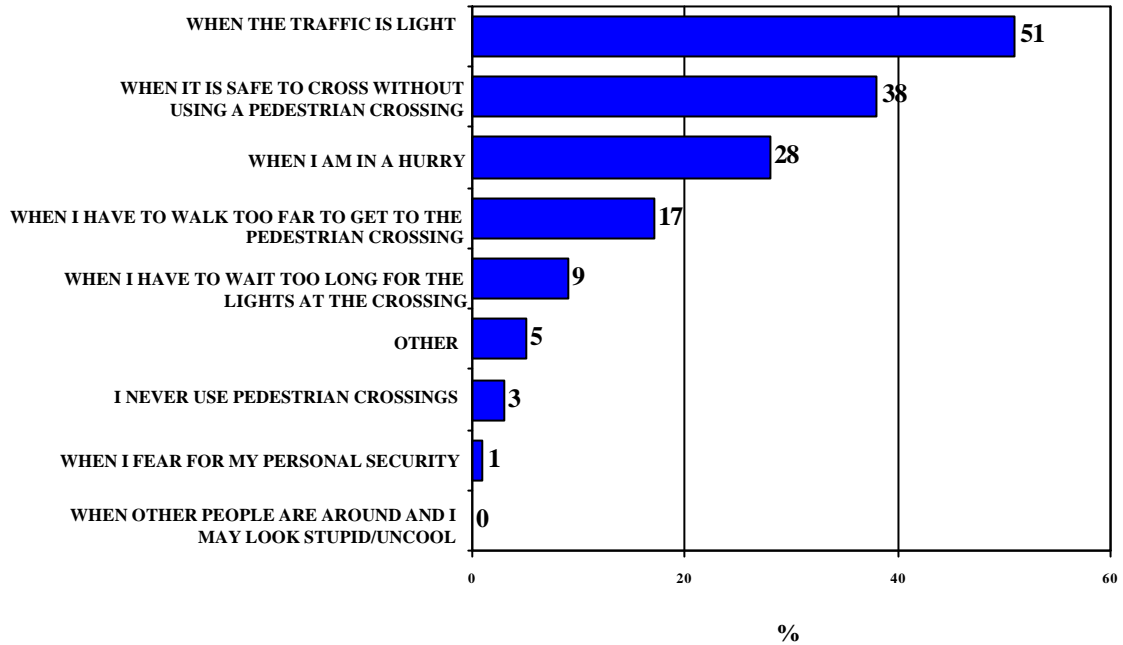
<i>All pedestrians</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Always	35	50	43
Nearly always	37	34	35
Sometimes	18	13	15
Hardly ever	8	2	4
Never	2	0	1
Don't Know		0	0
<b>Total</b>	<b>501</b>	<b>650</b>	<b>1151</b>

NI OMNIBUS SURVEY MAY 2003

- 78% of pedestrians would actually use a pedestrian crossing if they are at or near one when crossing the road (72% of male pedestrians, 84% of female pedestrians).

FIGURE 13

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



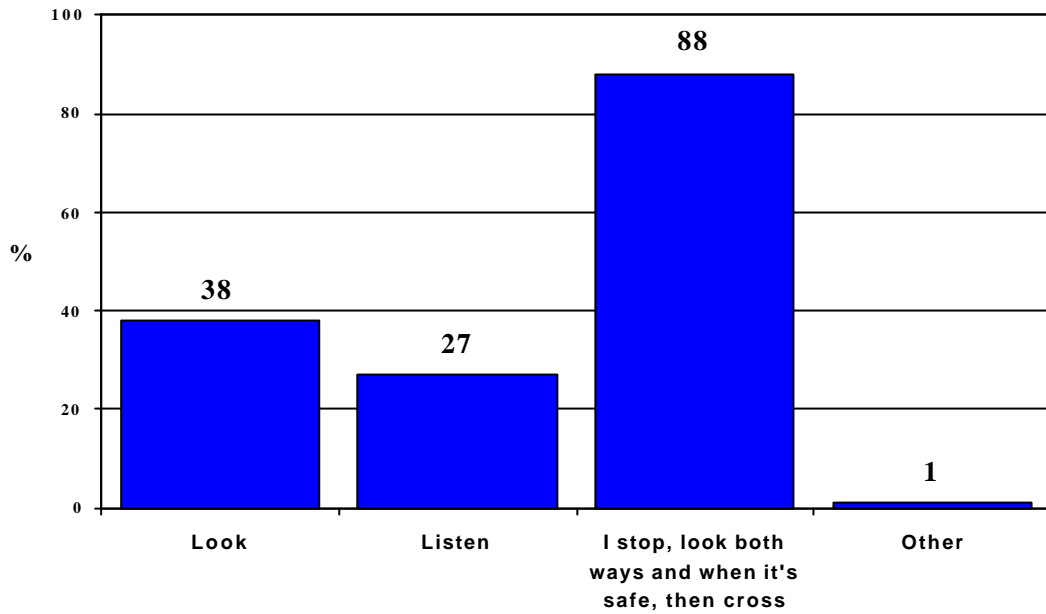
Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2003

- The main circumstances in which a pedestrian would not use a pedestrian crossing are when the traffic is light (51%) and when it is safe to cross without using the pedestrian crossing (38%).
- Other main reasons included “laziness”, and “when there is very little traffic”.

**FIGURE 14**

**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 2003

- 88% of pedestrians stop, look both ways and, when it's safe, cross if crossing the road not using a pedestrian crossing.

**Table 17b** If you are crossing the road, not using a pedestrian crossing, how often would you do the following ...

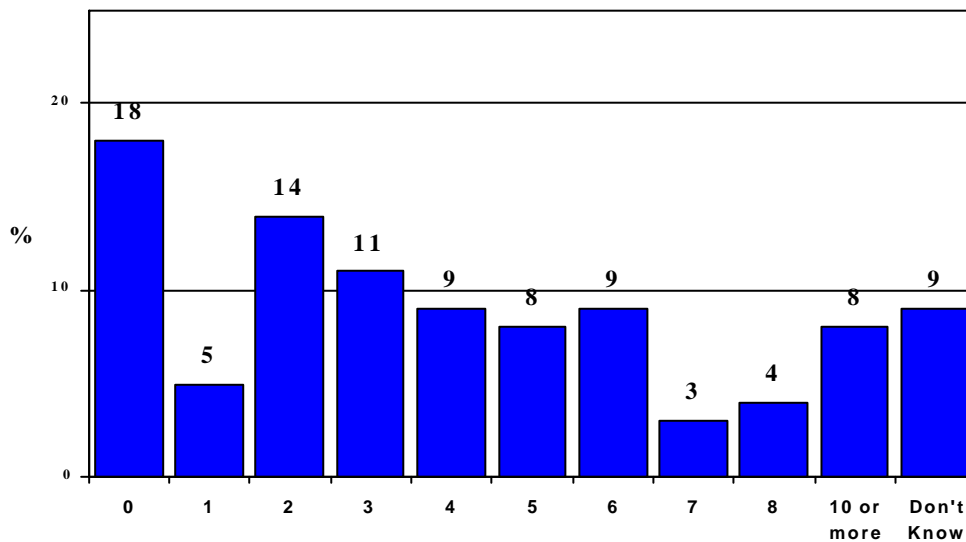
<i>All pedestrians</i> Base = 100%	Always	Nearly always	Sometimes	Hardly ever	Never	Don't Know	Total
	%	%	%	%	%	%	
Cross one lane of traffic, stop in the middle of the road and then cross the next lane	7	11	35	22	25		1151
Walk out onto the road between parked cars	1	9	44	24	21		1151
Get off a bus and either cross in front or behind it before it has moved off	1	2	11	21	66	0	1151
Misjudge the speed of traffic	1	2	38	34	24	0	1151

NI OMNIBUS SURVEY MAY 2003

- ❑ 66% of pedestrians would never get off a bus and either cross in front or behind it before it had moved off.
- ❑ 54% of pedestrians admitted they at least sometimes walk out onto the road between parked cars.

**FIGURE 15**

**WHAT IS THE MAXIMUM NUMBER OF DRINKS YOU WOULD HAVE AND THEN WALK ALONG/ACROSS A PUBLIC ROAD?**

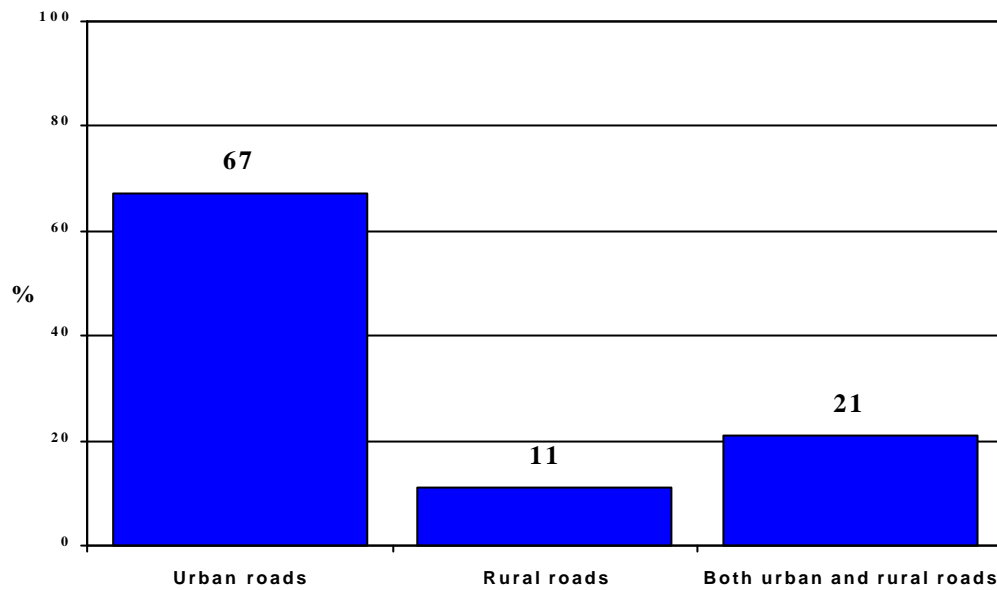


NI OMNIBUS SURVEY MAY 2003

- ❑ Almost one fifth (18%) of pedestrians who drink stated they would not take any drinks if they were going to be walking along/across a public road.

FIGURE 16

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

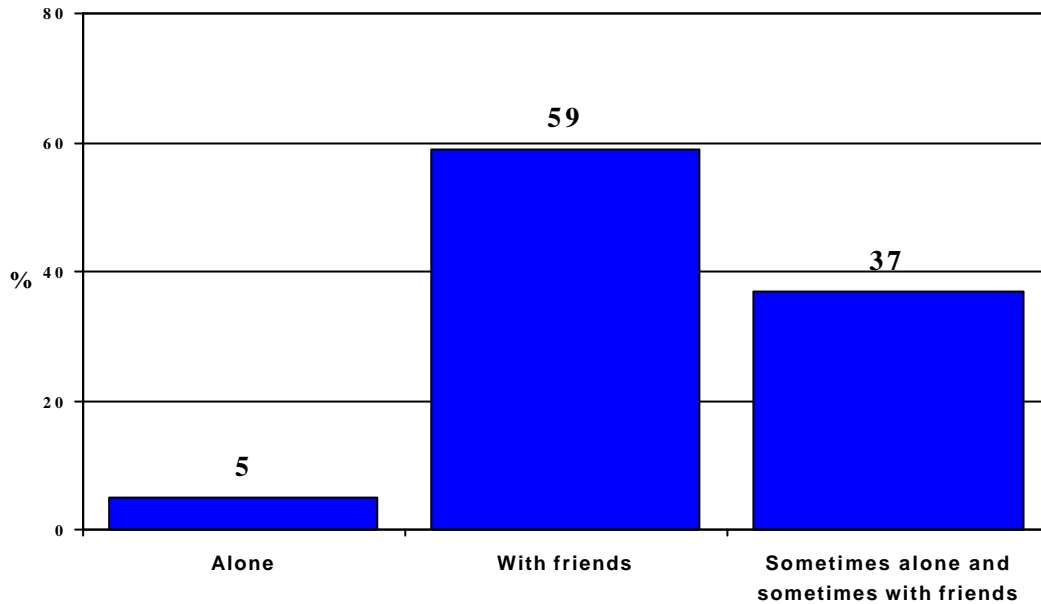


NI OMNIBUS SURVEY MAY 2003

- Over two thirds (67%) of respondents would be most likely to be walking along/across urban roads after having five or more drinks.

FIGURE 17

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



NI OMNIBUS SURVEY MAY 2003

- The majority of respondents (59%) would be likely to be walking with friends if they had five or more drinks.

**Table 17c** 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	Don't Know	Total
	%	%	%	%	%	%	
<b>In a built up area</b>	60	28	10	2	0		877
<b>Outside a built up area</b>	52	29	15	4	0	0	877
<b>On a dual carriageway</b>	44	19	20	12	4	1	877

NI OMNIBUS SURVEY MAY 2003

- 88% of motorists pay attention to pedestrians walking along or on the road in a built up area. This number decreases to 81% on roads outside a built up area, and 63% on a dual carriageway.

**Table 17d** If you are about to perform a manoeuvre, in a built up area, what safety precautions would you take?

**(i) Analysis by Age**

<i>All motorists</i> <i>Base = 100%</i>	16-24	25-34	35-49	50-64	65 & over	Total
	Count	%	%	%	%	
Look left and right for other traffic	[34]	51	52	58	53	53
Look behind/check rear view mirror for other traffic	[49]	73	75	79	79	76
Look left and right for pedestrians	[37]	54	52	53	44	52
Look behind/check rear view mirror for other pedestrians	[39]	71	63	64	54	63
Other	[2]	2	6	2	7	4
<b>Total <sup>a</sup></b>	<b>65</b>	<b>185</b>	<b>298</b>	<b>209</b>	<b>120</b>	<b>877</b>

NI OMNIBUS SURVEY MAY 2003

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

**(ii) Analysis by Gender**

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Look left and right for other traffic	54	53	53
Look behind/check rear view mirror for other traffic	78	75	76
Look left and right for pedestrians	53	51	52
Look behind/check rear view mirror for other pedestrians	64	62	63
Other	5	3	4
<b>Total <sup>a</sup></b>	<b>468</b>	<b>409</b>	<b>877</b>

NI OMNIBUS SURVEY MAY 2003

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

- ❑ Over three quarters (76%) of motorists claimed they look behind/check their rear mirror for other traffic before performing a manoeuvre.
- ❑ However, only 53% of motorists stated they look left and right for other traffic before performing a manoeuvre, and only 52% look left and right for pedestrians.

## Pedestrian Attitude

**Table 18** 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	70	64	63	66	67	66
Safety from traffic	65	70	74	81	90	76
Waiting time	26	31	18	19	14	21
Personal security	35	39	41	51	52	43
The position of the pedestrian crossing – how far you have to go to use it	46	39	41	32	29	38
The type of crossing	6	9	4	6	6	6
Other	15	20	17	14	12	16
Don't Know	1		1	1	0	1
<b>Total<sup>a</sup></b>	<b>145</b>	<b>204</b>	<b>327</b>	<b>247</b>	<b>211</b>	<b>1134</b>

NI OMNIBUS SURVEY MAY 2003

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

### (ii) Analysis by Gender

<i>All pedestrians who use pedestrian crossings</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Amount of traffic	68	64	66
Safety from traffic	69	81	76
Waiting time	21	22	21
Personal security	44	43	43
The position of the pedestrian crossing – how far you have to go to use it	43	34	38
The type of crossing	5	7	6
Other	16	16	16
Don't Know	1	1	1
<b>Total<sup>a</sup></b>	<b>488</b>	<b>646</b>	<b>1134</b>

NI OMNIBUS SURVEY MAY 2003

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

- The most important factors that influence pedestrians to use a pedestrian crossing are safety from traffic (76%), amount of traffic (66%), and personal security (43%).
- 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.
- Other main reasons included “good example to children”, “to teach children”, and “if I had children with me”.

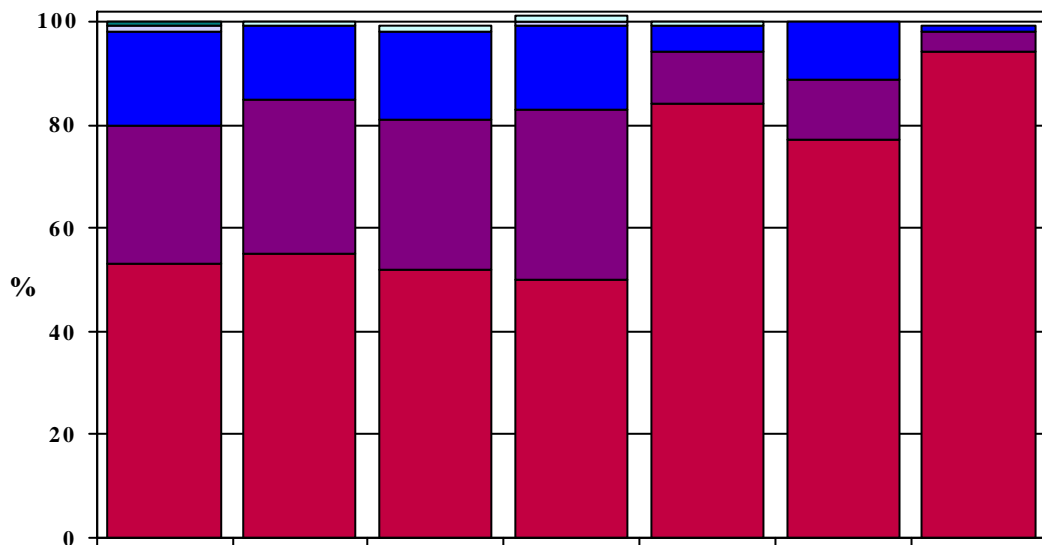
**Table 19** How strongly do you agree or disagree with the following statements ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know	Total
	%	%	%	%	%	%	
The majority of accidents involving pedestrians are caused by the inattention of pedestrians	6	47	27	18	1	1	1331
The majority of accidents involving pedestrians are caused by the inattention of drivers	5	50	30	14	0	1	1331
The majority of accidents involving pedestrians are caused by the pedestrian behaving irresponsibly	4	48	29	17	0	1	1331
The majority of accidents involving pedestrians are caused by the driver behaving irresponsibly	3	47	33	16	1	1	1331
It is the responsibility of pedestrians to ensure pedestrian safety on the road	15	69	10	5	0	1	1331
It is the responsibility of drivers to ensure pedestrian safety on the road	11	66	12	11	0	0	1331
It is the responsibility of both drivers and pedestrians to ensure pedestrian safety on the road	35	59	4	1	0	0	1331

NI OMNIBUS SURVEY MAY 2003

**FIGURE 18**

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



Don't know	1	1	1	1	1	0	0
Strongly disagree	1	0	0	1	0	0	0
Disagree	18	14	17	16	5	11	1
Neither agree or disagree	27	30	29	33	10	12	4
Agree	53	55	52	50	84	77	94

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 19

NI OMNIBUS SURVEY MAY 2003

**Table 20a** After how many drinks do you think it is dangerous to walk along/across a public road?

(i) Analysis by Age

All persons aged 16 & over Base = 100%	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
None	1	1	2	5	8	3
One or two alcoholic drinks	16	16	23	25	36	23
Three or four alcoholic drinks	28	30	36	32	17	30
Five or six alcoholic drinks	28	28	16	10	7	17
Seven or eight alcoholic drinks	9	5	4	2	0	4
More than eight alcoholic drinks	6	8	6	2	0	4
Refusal	1		0	0		0
Don't Know	10	12	14	23	31	18
<b>Total<sup>a</sup></b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

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

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total %
	Male	Female	
	%	%	
None	3	4	3
One or two alcoholic drinks	19	27	23
Three or four alcoholic drinks	28	31	30
Five or six alcoholic drinks	23	12	17
Seven or eight alcoholic drinks	6	3	4
More than eight alcoholic drinks	3	4	4
Refusal	0	0	0
Don't Know	16	19	18
<b>Total<sup>a</sup></b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

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

- Almost one quarter (23%) of respondents think it is dangerous to walk along/across a public road after one or two alcoholic drinks.

**Table 20b** When crossing a public road, how dangerous do you think it is to ...

All persons aged 16 and over Base = 100%	Very dangerous	Dangerous	Safe	Very Safe	Don't Know	Total
	%	%	%	%	%	
Cross one lane of traffic, stop in the middle and then cross the next lane	39	51	9	1	0	1331
Walk out onto the road between parked cars	35	59	6	0	0	1331
Get off a bus and either cross in front of it or behind it before it has moved off	54	44	1	0	0	1331
Misjudge the speed of traffic	44	55	1	0	0	1331

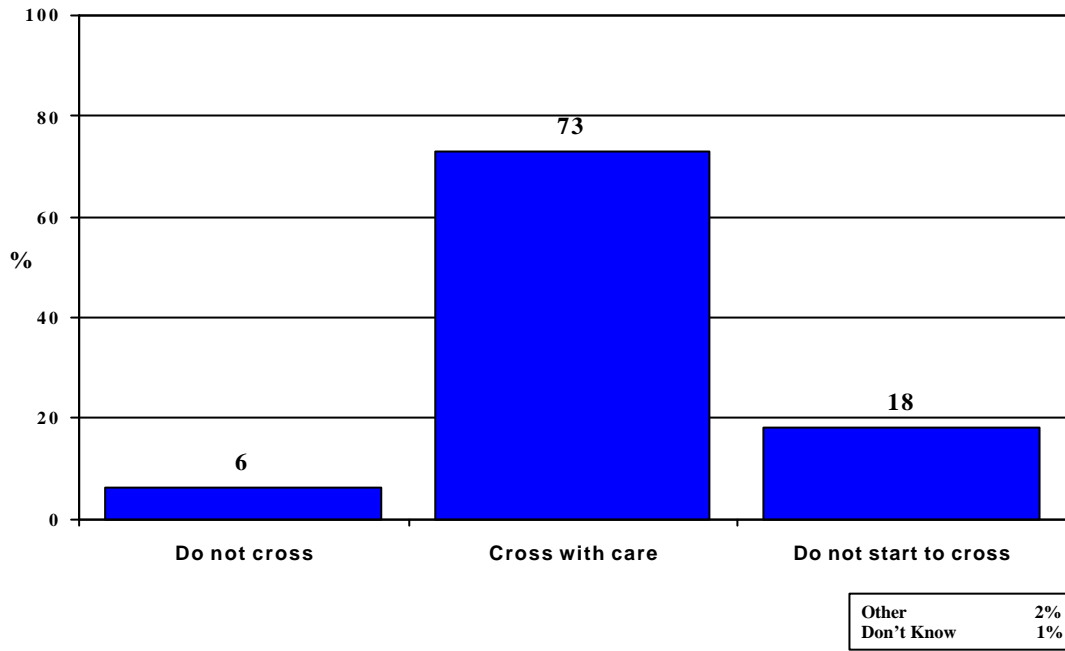
NI OMNIBUS SURVEY MAY 2003

- Over 90% of respondents considered it dangerous to do any of the above when crossing a public road.
- However, 9% felt it was safe to cross one lane of traffic and then stop in the middle.

## Pedestrian Awareness

FIGURE 19

### AT PEDESTRIAN CROSSINGS, WHAT DOES THE FOLLOWING SIGNAL MEAN... GREEN MAN FLASHING

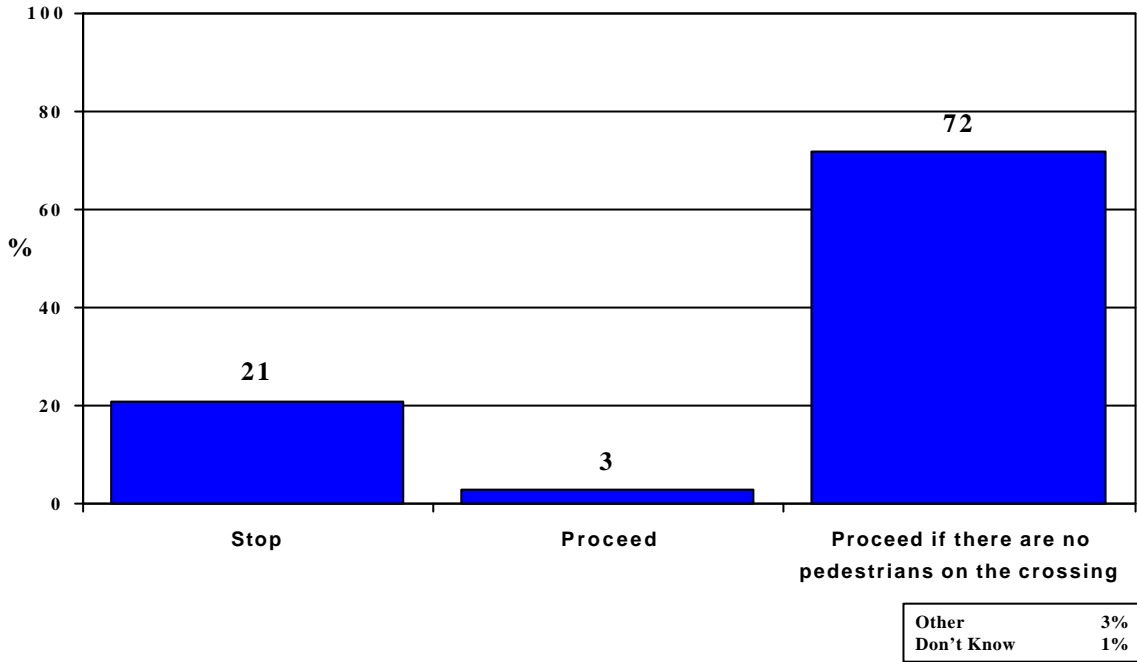


NI OMNIBUS SURVEY MAY 2003

- Almost three quarters (73%) of respondents think that the green man flashing signal means cross with care at a pedestrian crossing. Only 18% of respondents were aware it meant do not start to cross.

**FIGURE 20**

**WHEN YOU ARE DRIVING AND APPROACHING A PEDESTRIAN CROSSING, WHAT DOES THE FOLLOWING SIGNAL MEAN... AMBER LIGHT FLASHING**



NI OMNIBUS SURVEY MAY 2003

- A high number of respondents were aware what amber light flashing meant when driving and approaching a pedestrian crossing (72%).

At this stage in the questionnaire respondents were shown 8 still pictures from the TV advertisements relating to pedestrian safety called Texting and Home. After seeing the 8 pictures respondents were asked what the campaigns related to.

Table 21a Could you tell me what you think these two advertising campaigns relate to?  
(Pedestrian Safety – Texting and Home)

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Drinking and Driving (Shame)		0	1	1	4	1
Seat Belts (Damage)			0	1	1	0
Speeding (Thump)	3	6	5	5	3	4
Pedestrian Safety (Texting and Home)	86	87	87	84	62	82
Never seen the advert	2	2	3	4	15	5
Other	8	3	3	3	8	5
Refusal					0	0
Don't Know	0	2	2	2	7	2
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

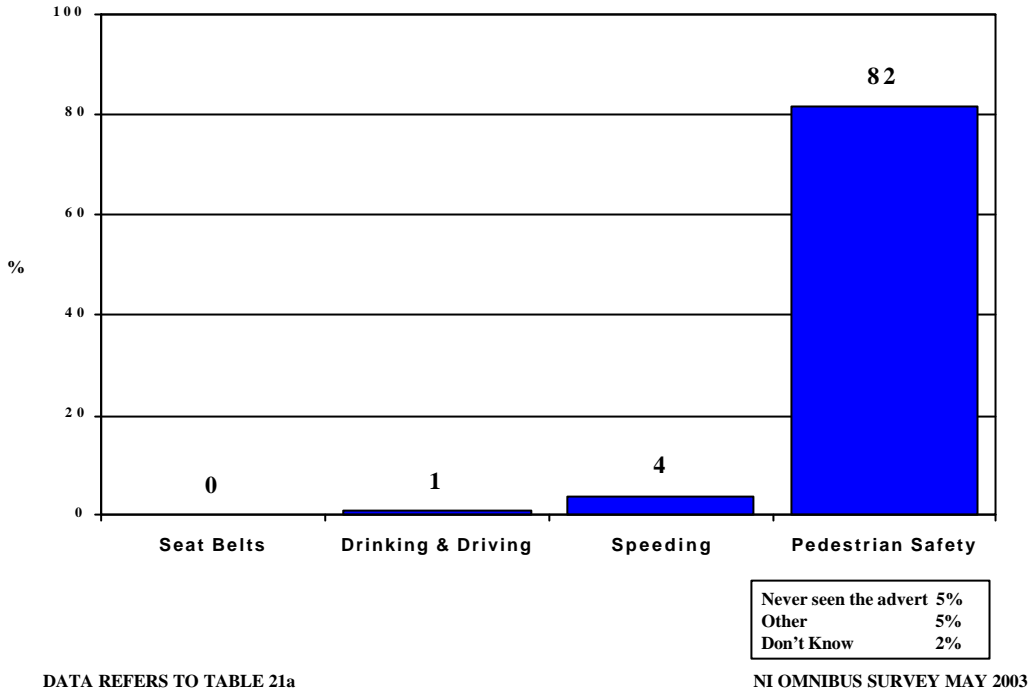
(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total %
	Male	Female	
	%	%	
Drinking and Driving (Shame)	1	1	1
Seat Belts (Damage)	0	0	0
Speeding (Thump)	4	4	4
Pedestrian Safety (Texting and Home)	83	82	82
Never seen the advert	4	5	5
Other	4	5	5
Refusal		0	0
Don't Know	2	2	2
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

**FIGURE 21**

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



- 82% of all respondents correctly identified the campaigns relating to Pedestrian Safety (Texting and Home).

**At this point respondents were told that the campaigns relate to Pedestrian Safety.**

**Table 21b 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	94	96	95	89	67	89
No	6	4	5	11	32	11
Refusal					0	0
Don't Know					0	0
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	91	88	89
No	9	12	11
Refusal		0	0
Don't Know		0	0
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ 89% of respondents were aware of the campaign (96% of 25-34 year olds and 95% of 35-49 year olds).
- ❑ More males were aware of the campaign than females (91% of males compared to 88% of females).

**Table 21c** To what extent has this campaign influenced your behaviour in relation to pedestrian safety?

**(i) Analysis by Age**

<i>All those who answered yes to table 21b</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	64	58	59	59	58	59
Influenced me a little	27	31	28	27	21	27
Has not influenced me at all	9	12	13	14	20	13
Don't Know	0				1	0
<b>Total</b>	<b>147</b>	<b>221</b>	<b>348</b>	<b>262</b>	<b>179</b>	<b>1157</b>

NI OMNIBUS SURVEY MAY 2003

**(ii) Analysis by Gender**

<i>All those who answered yes to table 21b</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
Influenced me a lot	51	67	59
Influenced me a little	33	23	27
Has not influenced me at all	16	10	13
Don't Know		0	0
<b>Total</b>	<b>521</b>	<b>636</b>	<b>1157</b>

NI OMNIBUS SURVEY MAY 2003

- Of those respondents that were aware of the advertising campaign 59% stated it had influenced their behaviour a lot in relation to Pedestrian Safety. (51% of male respondents, 67% of female respondents).

# Chapter 5

## FATIGUE

Fatigue Behaviour

Fatigue Attitude

Fatigue Awareness

## **Main Findings:**

- ❑ Over half (53%) of motorists stated that there have been occasions when they have felt drowsy when driving (Table 22).
- ❑ Of those motorists who said they had ever felt drowsy when driving over two fifths (42%) mentioned 1 occasion of tiredness (Figure 22).
- ❑ The majority of respondents (97%) think it is risky or very risky to drive when you are tired (Table 26).
- ❑ The three best ways respondents stated for dealing with tiredness at the wheel are: stop driving completely (56%), wind down the window for cold air (53%) and pull in and have a short sleep (46%) (Table 27).

## Fatigue Behaviour

Table 22 Have there ever been occasions when you have felt drowsy when you have been driving?

### (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	%	%	%	%	%
Yes	[34]	52	58	47	45	53
No	[31]	48	42	53	55	47
Total	65	185	298	209	120	877

NI OMNIBUS SURVEY MAY 2003

### (ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	61	43	53
No	39	57	47
Total	468	409	877

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### (iii) Analysis by Miles Driven

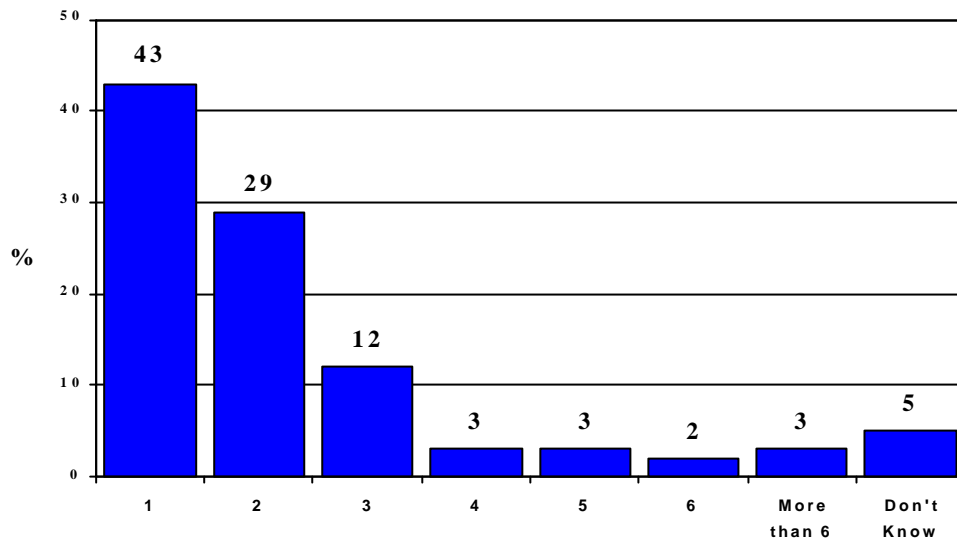
<i>All motorists</i> <i>Base = 100%</i>	Upto 5,000	5001-10,000	10,001-20,000	20,001-30,000	30,001 and above	Don't known	Total
	%	%	%	Count	Count	Count	%
Yes	33	44	68	[41]	[22]	[4]	53
No	67	56	32	[19]	[10]	[1]	47
Total	220	257	303	60	32	5	877

NI OMNIBUS SURVEY MAY 2003

- Over half (53%) of motorists stated that there have been occasions when they have felt drowsy when driving. (68% of motorists who drive between 10,001 and 20,000 miles per year).

FIGURE 22

AND, ON HOW MANY OCCASIONS WOULD THAT HAVE BEEN?



NI OMNIBUS SURVEY MAY 2003

- Of those motorists who said they had ever felt drowsy when tired, over two fifths (43%) mentioned 1 occasion of tiredness and 29% mentioned two.

**Table 23 At what time of the day did this occur?**

**(i) Analysis by Gender**

<i>All motorists who answered one or more occasion at Figure 22 Base = 100%</i>	<b>Gender</b>		<b>Total</b>
	<b>Male</b>	<b>Female</b>	
	<b>%</b>	<b>%</b>	<b>%</b>
<b>1 am</b>	9	3	7
<b>2 am</b>	20	6	15
<b>3 am</b>	14	7	11
<b>4 am</b>	3	4	4
<b>5 am</b>	2	4	3
<b>6 am</b>	7	7	7
<b>7 am</b>	22	6	16
<b>8 am</b>	7	21	12
<b>9 am</b>	1	11	5
<b>10 am</b>	1	7	3
<b>11 am</b>	2	3	3
<b>12 noon</b>	3	1	2
<b>1 pm</b>	4	2	3
<b>2 pm</b>	9	5	8
<b>3 pm</b>	11	11	11
<b>4 pm</b>	12	16	14
<b>5 pm</b>	15	15	15
<b>6 pm</b>	11	12	11
<b>7 pm</b>	8	8	8
<b>8 pm</b>	6	9	7
<b>9 pm</b>	8	6	7
<b>10 pm</b>	11	15	12
<b>11 pm</b>	8	8	8
<b>12 pm</b>	15	7	12
<b>Refusal</b>	2		1
<b>Don't know</b>	17	11	15
<b>Total<sup>a</sup></b>	<b>272</b>	<b>164</b>	<b>436</b>

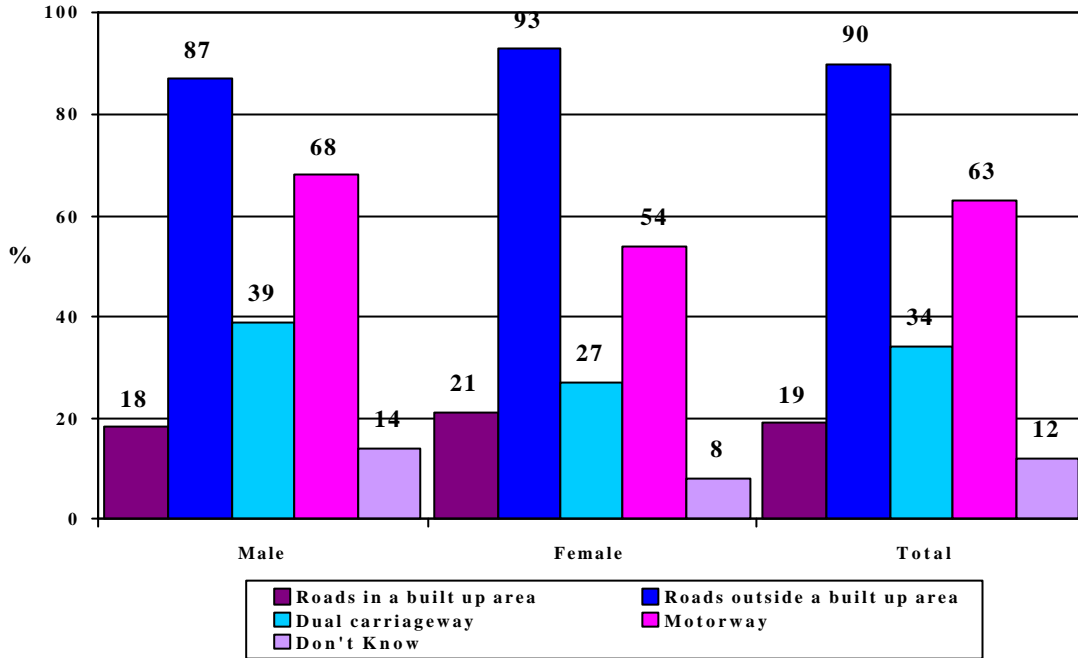
NI OMNIBUS SURVEY MAY 2003

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

- ❑ The main times motorists felt tired when driving were 2am and 3am , 7am and 8am, and between 3pm and 6pm.
- ❑ The most common time when male motorists felt tired was at 7am (22%), however for female motorists it was 8am (21%).

FIGURE 23

AND ON WHAT TYPE OF ROAD DID THIS HAPPEN?



Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2003

- The majority of respondents (90%) stated this happened on roads outside a built up area.
- Almost two thirds (63%) stated this happened on motorways.

**Table 24 And how long had you been driving for (hours)?**

**(i) Analysis by Age**

<i>All motorists who answered one or more occasion at Figure 22</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	%	Count	Count	%
Up to 30 minutes	[27]	[93]	57	[44]	[26]	65
Over 30 minutes but up to 1 hour	[18]	[34]	44	[29]	[15]	39
Over 1 hour but up to 2 hours	[9]	[31]	33	[39]	[16]	33
Over 2 hours but up to 4 hours	[5]	[20]	47	[45]	[10]	34
Over 4 hours but up to 8 hours	[2]	[9]	22	[16]	[26]	18
Over 8 hours but up to 12 hours		[1]	9	[2]	[3]	4
Over 12 hours		[1]	7	[1]	[4]	1
Don't Know	[6]	[15]	16	[11]	[15]	15
<b>Total<sup>a</sup></b>	<b>33</b>	<b>90</b>	<b>170</b>	<b>95</b>	<b>48</b>	<b>436</b>

NI OMNIBUS SURVEY MAY 2003

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

**(ii) Analysis by Gender**

<i>All motorists who answered one or more occasion at Figure 22</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Up to 30 minutes	52	81	65
Over 30 minutes but up to 1 hour	40	38	39
Over 1 hour but up to 2 hours	32	37	33
Over 2 hours but up to 4 hours	47	20	34
Over 4 hours but up to 8 hours	26	11	18
Over 8 hours but up to 12 hours	5	3	4
Over 12 hours	5	1	1
Don't Know	17	13	15
<b>Total<sup>a</sup></b>	<b>272</b>	<b>164</b>	<b>436</b>

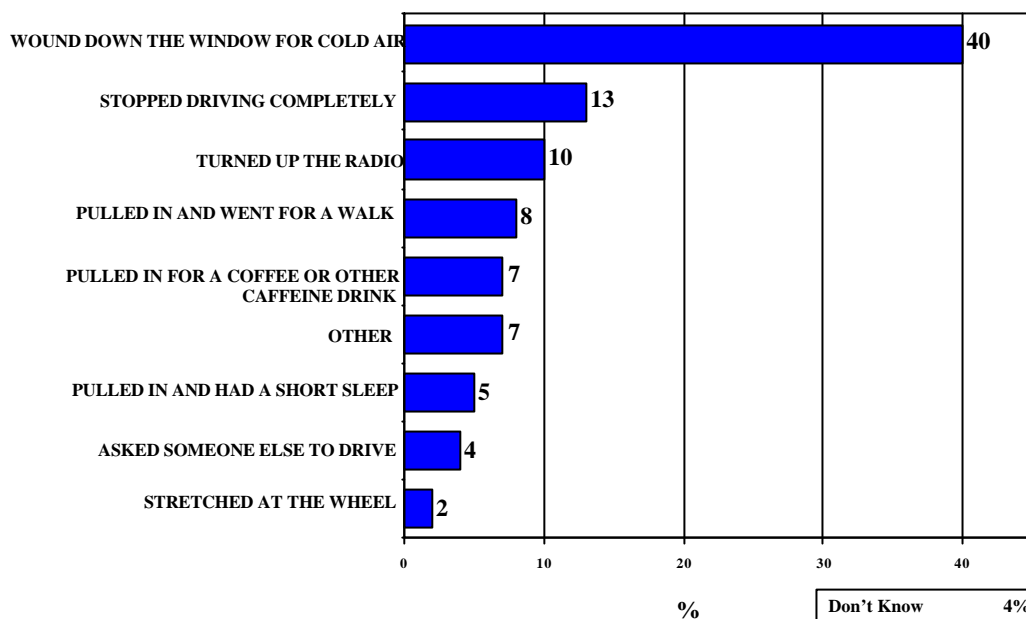
NI OMNIBUS SURVEY MAY 2003

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

- The majority of motorists were driving for less than 30 minutes (81% of female motorists, 52% of male motorists).

FIGURE 24

AND WHAT DID YOU DO IN THIS SITUATION?



Date refers to Table 25

NI OMNIBUS SURVEY MAY 2003

Table 25 And what did you do in this situation?

(i) Analysis by Gender

All motorists who answered one or more occasion at Figure 22 Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Stopped driving completely	15	11	13
Asked someone else to drive	5	2	4
Pulled in and a had short sleep	6	2	5
Pulled in for a coffee or other caffeine drink	8	6	7
Pulled in and went for a walk	9	5	8
Wound down the window for cold air	36	48	40
Turned up the radio	7	15	10
Stretched at the wheel	2	1	2
Other	7	7	7
Refusal	1		0
Don't know	4	3	4
Total	272	164	436

NI OMNIBUS SURVEY MAY 2003

- ❑ Two fifths (40%) of those motorists who have ever felt tired when driving wound down the window for cold air (36% of males, 48% of females).
- ❑ Three times as many males as females pulled in and had a short sleep.
- ❑ Other main things motorists did included “continued on driving” and “reduced speed”.

## Fatigue Attitude

Table 26 How risky do you think it is to drive when you are tired?

### (i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Very risky	66	57	64	73	60	65
Risky	29	39	33	25	37	32
Slightly risky	4	3	2	2	2	3
Not risky			0			0
Don't know	1			1	1	0
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

### (ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total
	Male	Female	
	%	%	
Very risky	61	68	65
Risky	36	29	32
Slightly risky	3	2	3
Not risky	0		0
Don't know		1	0
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

### (iii) Analysis by Miles Driven

All motorists Base = 100%	Up to 5,000	5001-10,000	10,001-20,000	20,001-30,000	30,001 and above	Don't known	Total
	%	%	%	Count	Count	Count	%
Very risky	71	63	57	[37]	[22]	[4]	63
Risky	26	35	39	[21]	[9]	[1]	34
Slightly risky	3	2	4	[2]	[1]		3
Not risky			0				0
<b>Total</b>	<b>220</b>	<b>257</b>	<b>303</b>	<b>60</b>	<b>32</b>	<b>5</b>	<b>877</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ The majority of respondents (97%) think it is either risky or very risky to drive when you are tired.
- ❑ The main reasons why respondents think people continue to drive when tired included:
  - want/have to get home,
  - in a hurry,
  - work pressure/commitments/deadlines,
  - don't think they are tired,
  - stupidity

**Table 27** What do you think are the **THREE** best ways of dealing with tiredness at the wheel?

**(i) Analysis by Age**

All persons aged 16 and over Base = 100%	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Stop driving completely	47	45	66	56	61	56
Ask someone else to drive	20	19	20	16	15	18
Pull in and have short sleep	46	41	40	55	52	46
Pull in for a coffee or other caffeine drink	39	39	40	40	39	40
Pull in and go for a walk	24	35	45	52	43	41
Wind down the window for cold air	52	70	56	47	37	53
Turn up the radio	27	26	17	8	8	17
Stretch at the wheel	3	3	1	2	0	2
Other	12	9	5	7	11	8
Refusal		1				0
Don't know	2	0	0	2	2	1
<b>Total<sup>a</sup></b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

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

**(ii) Analysis by Gender**

All persons aged 16 and over Base = 100%	Gender		Total %
	Male	Female	
	%	%	
Stop driving completely	55	57	56
Ask someone else to drive	19	18	18
Pull in and have short sleep	48	45	46
Pull in for a coffee or other caffeine drink	38	41	40
Pull in and go for a walk	42	40	41
Wind down the window for cold air	53	53	53
Turn up the radio	18	16	17
Stretch at the wheel	2	2	2
Other	9	7	8
Refusal		0	0
Don't know	0	2	1
<b>Total<sup>a</sup></b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

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

- ❑ The three best ways respondents stated for dealing with tiredness at the wheel are: stop driving completely (56%), wind down the window for cold air (53%) and pull in and have a short sleep (46%).
- ❑ However, despite stating these are the best ways of dealing with tiredness at the wheel, only 13% of motorists stated they stopped driving completely when they felt tired at the wheel, and only 5% said they pulled in and had a short sleep (Table 25).

## Fatigue Awareness

**Table 28** Are you aware of any advertising which raises awareness of the risks of driving when tired?

### (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	
	%	%	%	%	%	
Yes	6	4	11	9	7	8
No	93	96	89	91	92	92
Refusal					0	0
Don't Know	1			0	1	0
<b>Total</b>	<b>157</b>	<b>233</b>	<b>373</b>	<b>296</b>	<b>272</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

### (ii) Analysis by Gender

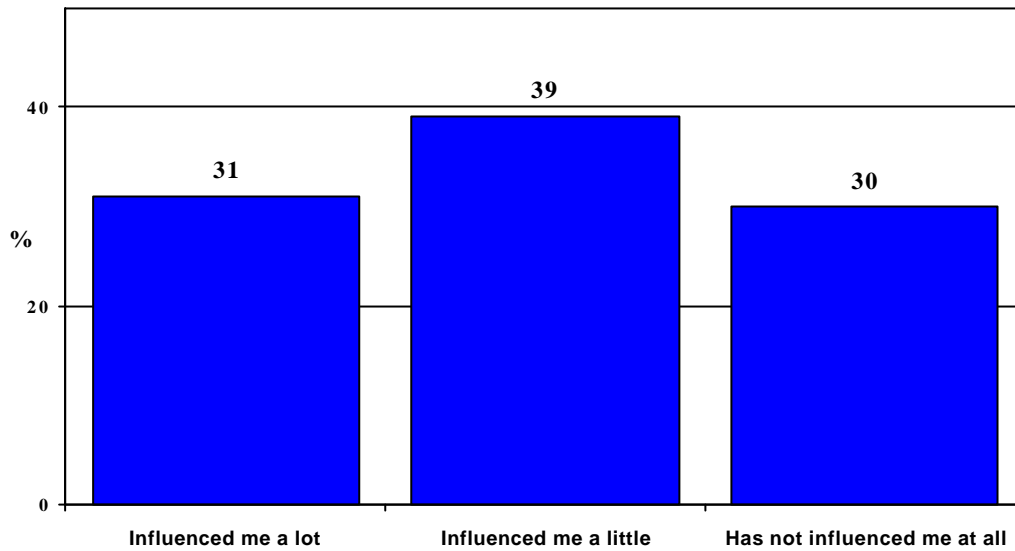
<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Yes	9	7	8
No	91	92	92
Refusal		0	0
Don't Know	0	1	0
<b>Total</b>	<b>584</b>	<b>747</b>	<b>1331</b>

NI OMNIBUS SURVEY MAY 2003

- ❑ The majority of respondents (92%) were not aware of any advertising which raises awareness of the risks of driving when tired.
- ❑ Those respondents that said “yes they were aware of advertising” were asked what the advertising was. The main answers included “a TV advertisement”, “don’t know/can’t remember” and “an advertisement where a man falls asleep at the wheel”.

**FIGURE 25**

**TO WHAT EXTENT HAS THIS CAMPAIGN INFLUENCED YOUR BEHAVIOUR IN RELATION TO DRIVING WHEN TIRED?**



NI OMNIBUS SURVEY MAY 2003

- Of those respondents who are aware of any advertising which raises awareness of the risks of driving when tired almost three quarters (70%) said it has influenced their behaviour in relation to driving when tired.

## 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 171 interviewers at the start of May 2003. The fieldwork period was 27<sup>th</sup> May to the 27<sup>th</sup> June 2003.

	<b>Number</b>	<b>Relative Frequency</b>	<b>Response Rate (Eligible Sample)</b>
Issued addresses	2178		
Eligible sample	1929	89%	100%
Interview achieved	1331	61%	69%
Household interview only	93	4%	5%
Refusal	305	14%	16%
Non-contact	200	9%	10%
Non-eligible	249	11%	

## 1.3 Representativeness of the Sample

In any survey there is a possibility of non-response bias. Non-response bias arises if the characteristics of non-respondents differ from those of respondents in such a way that they are reflected in the responses given in the survey. Accurate estimates of non-response bias can be obtained by comparing characteristics of the achieved sample with the distribution of the same characteristics in the population at the time of sampling. Such comparisons are usually made to the current Census of Population data.

To assess how accurately the Omnibus Survey sample reflects the population of Northern Ireland the sample has been compared with characteristics of the Northern Ireland population from the 2001 Census of Population (Table 1.3). The Omnibus Sample has also been compared to the achieved sample of the Continuous Household Survey (CHS).

	<b>2001 Census</b>	<b>CHS 2001/02 (all members of household 16+)</b>	<b>Omnibus (all members of household 16+)</b>	<b>Selected Respondent</b>
<b>Age</b>				
16-24	16	15	18	17
25-34	19	19	17	16
35-49	27	27	28	29
50-64	20	21	21	24
65 and over	17	18	15	15
<b>Gender</b>				
Male	48	47	48	46
Female	52	53	52	54
<b>Base=100%</b>	<b>1,292,169</b>	<b>5545</b>	<b>2676</b>	<b>1331</b>

## 1.4 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 32% of households consisted of one adult, while 47% of households consisted of two adults. 12% of households contained three adults, while 9% 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.

<b>Number of adults 16 and over</b>	<b>Number</b>	<b>Household Size x Number</b>	<b>Relative Scaled Weight</b>
<b>1</b>	428	428	0.497384
<b>2</b>	622	1244	0.994768
<b>3</b>	161	483	1.492152
<b>4</b>	90	360	1.989536
<b>5</b>	20	100	2.486920
<b>6</b>	9	54	2.984304
<b>7</b>	1	7	3.481689

$$R = \frac{1331}{2676} = 0.497384$$

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 1.5 and 1.6).

**Table 1.5 Weighted**

	%
<b>Daily</b>	57.5
<b>Regularly (more than once a fortnight)</b>	8.1
<b>Occasionally (less than once a month)</b>	2.5
<b>Never</b>	31.9
<b>Total</b>	1331

**Table 1.6 Unweighted**

	%
<b>Daily</b>	54.9
<b>Regularly (more than once a fortnight)</b>	8.4
<b>Occasionally (less than once a month)</b>	2.6
<b>Never</b>	34.1
<b>Total</b>	1331

## 1.5 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:

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

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.

## 1.6 Notation

The percentages quoted in tables have been rounded to the nearest number. Where the base was less than 100, the actual number is given rather than the percentages denoted by the column label.

The following symbols are used:

category not applicable - cell is empty  
figure less than 0.5%. - cell is '0'

### 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