

Northern Ireland
Statistics &
R *agency*
Research

DOE Road Safety Monitor

Northern Ireland Omnibus Survey
May 2004

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.

In 2002, 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 2004.

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 (87%)
 - People driving after drinking (66%)
 - Carelessness on roads (64%)

- 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

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					Total %
	16-24 %	25-34 %	35-49 %	50-64 %	65 & over %	
More cars on the roads	5	2	4	4	8	4
Young inexperienced drivers	14	13	21	26	18	19
Poor roads	3	3	4	6	4	4
Too many drivers who haven't passed the driving test	1	3	2	2	1	2
Not enough police enforcement	0	1	0	1	1	1
Courts too lenient	0	0	1	0	1	1
People speeding	88	86	89	86	83	87
People driving after drinking	79	70	68	65	49	66
People not wearing seatbelts	8	7	5	6	4	6
Carelessness on roads	59	63	65	64	67	64
People not thinking about the dangers	13	12	7	10	17	11
Not enough hard hitting advertising		0	0			0
Children not trained enough in road safety	0	1	0	1	1	1
Drunk pedestrians	2	0	2	0	2	1
Government not doing enough					0	0
Car advertising glamorising speeding		1	1	1	0	1
Other	24	23	24	16	24	22
Don't Know		0		1	0	0
Total^a	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

^a Percentages may add to more than 100 due to multiple responses

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total %
	Male %	Female %	
More cars on the roads	5	4	4
Young inexperienced drivers	20	18	19
Poor roads	6	3	4
Too many drivers who haven't passed the driving test	2	2	2
Not enough police enforcement	1	1	1
Courts too lenient	1	0	1
People speeding	86	88	87
People driving after drinking	66	67	66
People not wearing seatbelts	5	7	6
Carelessness on roads	63	64	64
People not thinking about the dangers	12	10	11
Not enough hard hitting advertising	0	0	0
Children not trained enough in road safety	1	1	1
Drunk pedestrians	1	1	1
Government not doing enough	0	0	0
Car advertising glamorising speeding	0	1	1
Other	22	23	22
Don't Know		1	0
Total^a	586	791	1377

NI OMNIBUS SURVEY MAY 2004

^a Percentages may add to more than 100 due to multiple responses

(iii) Analysis by Driver Status

<i>All persons aged 16 and over Base = 100%</i>	Driver Status		Total %
	Driver	Non-driver	
	%	%	
More cars on the roads	3	8	4
Young inexperienced drivers	20	18	19
Poor roads	5	4	4
Too many drivers who haven't passed the driving test	2	2	2
Not enough police enforcement	1	1	1
Courts too lenient	1	1	1
People speeding	88	85	87
People driving after drinking	68	62	66
People not wearing seatbelts	6	7	6
Carelessness on roads	66	57	64
People not thinking about the dangers	11	11	11
Not enough hard hitting advertising		1	0
Children not trained enough in road safety	1	1	1
Drunk pedestrians	1	3	1
Government not doing enough		0	0
Car advertising glamorising speeding	0	1	1
Other	21	27	22
Don't Know	0	0	0
Total^a	943	434	1377

NI OMNIBUS SURVEY MAY 2004

^a 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 (87%)
 - People driving after drinking (66%), and
 - Carelessness on roads (64%)

- Other main reasons included “using mobile phones when driving”, “joyriding” and “tiredness”.

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	[7]	17	10	7	2	10
No	[66]	83	90	93	98	90
Total	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total %
	Male	Female	
	%	%	
Yes	13	6	10
No	87	94	90
Total	465	478	943

NI OMNIBUS SURVEY MAY 2004

- ❑ 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 17% of 25-34 year olds compared to 2% 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 (13%), 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	12	0	1377
TV/Radio, news & documentaries	80	21	0	1377
Friend or relative involved in an accident or near miss	73	27		1377
Penalties for breaking the law	76	23	0	1377
Being involved in an accident or near miss yourself	73	26	1	1377
What you learnt when you were learning to drive	77	23	0	*943
Highway Code	72	27	1	1377
Likelihood of being stopped by the Police	72	28	0	1377
Posters	51	49	0	1377
Bus Advertising	49	51	0	1377
Articles in the Press	60	39	0	1377
TV Programmes	50	49	1	1377
Press Advertising	56	43	0	1377
Radio Advertising	50	50	0	1377

NI OMNIBUS SURVEY MAY 2004

*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	12	18	31	22	17	1185
TV/Radio, news & documentaries	11	19	30	22	18	1073
Penalties for breaking the law	11	19	30	23	17	1035
Being involved in an accident or near miss yourself	11	18	31	23	17	981
Friend or relative involved in an accident or near miss	11	18	30	23	18	974
Highway code	11	17	32	23	17	956
Likelihood of being stopped by the Police	11	19	33	21	17	948
Articles in the Press	[96]	16	29	23	20	795
Press Advertising	[88]	17	29	24	18	745
What you learnt when you were learning to drive	[61]	20	34	25	[99]	*731
TV Programmes	[89]	18	28	22	19	673
Posters	[82]	18	30	24	17	671
Radio Advertising	[82]	19	30	22	16	669
Bus Advertising	[86]	18	29	21	18	642

NI OMNIBUS SURVEY MAY 2004

* 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	1185
TV/Radio, news & documentaries	41	59	1073
Penalties for breaking the law	42	58	1035
Being involved in an accident or near miss yourself	45	55	981
Friend or relative involved in an accident or near miss	41	59	974
Highway code	44	56	956
Likelihood of being stopped by the Police	44	56	948
Articles in the Press	40	60	795
Press Advertising	41	59	745
What you learnt when you were learning to drive	49	51	*731
TV Programmes	34	66	673
Posters	41	59	671
Radio Advertising	40	60	669
Bus Advertising	39	61	642

NI OMNIBUS SURVEY MAY 2004

* 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 (80%).
- ❑ The least effective is bus advertising with 49% 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 (49%). On the other hand females thought that TV programmes were more important than other factors (66%).
- ❑ Other factors respondents mentioned that created an awareness of road safety included “more aware because of being a parent” and “personal experience”.

CHAPTER 2

SPEEDING

Speeding Behaviour

Speeding Attitude

Speeding Awareness

Main Findings:

- ❑ One quarter of drivers (25%) exceed the speed limit on all road types (Table 4a).
- ❑ Over one half (55%) of respondents think it is likely they would be stopped by the police for speeding (Table 6a).
- ❑ Over three fifths (62%) of respondents think that it is likely they would be caught speeding on a mobile camera (Table 6c).
- ❑ 74% 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)	[27]	31	36	32	33	34
Roads outside a built up area (30 – 60mph speed limit)	[26]	26	25	18	28	25
Dual Carriageways	[19]	26	24	20	24	23
Motorways	[18]	32	29	24	20	27
On all of the above	[14]	32	28	27	8	25
Never exceed the speed limit	[14]	13	11	20	39	18
Total^a	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

^a 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)	32	36	34
Roads outside a built up area (30 – 60mph speed limit)	27	24	25
Dual Carriageways	28	19	23
Motorways	31	23	27
On all of the above	33	17	25
Never exceed the speed limit	12	23	18
Total^a	465	478	943

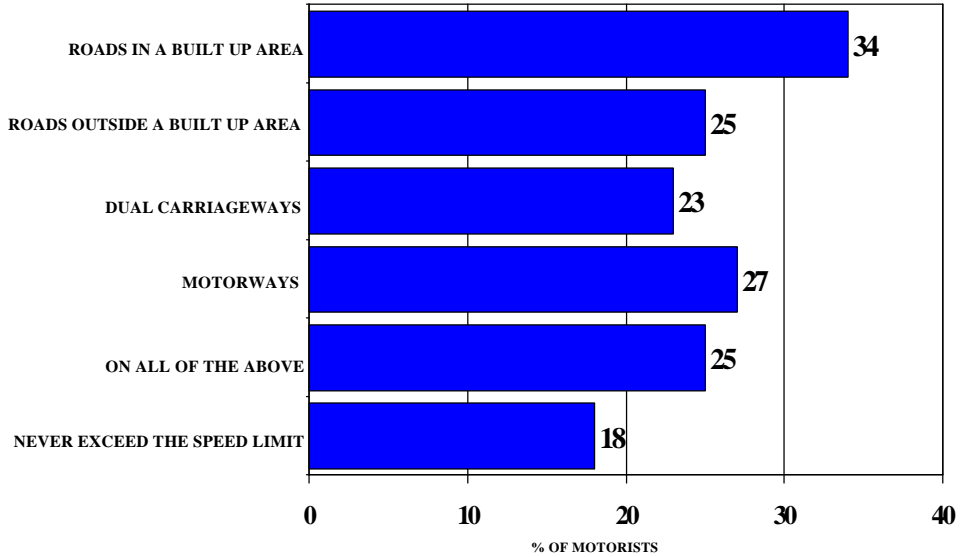
NI OMNIBUS SURVEY MAY 2004

Percentages may add to more than 100 due to multiple responses

- 25% of motorists have exceeded the speed limit on all road types.
- 34% have exceeded the speed limit on roads in a built up area, 25% on roads outside a built up area, 23% on dual carriageways and 27% on motorways.
- 18% of motorists stated that they never exceed the speed limit.
- Males are twice as likely as females to speed on all road types (33% compared to 17%).

FIGURE 1

ROADS ON WHICH THE SPEED LIMIT HAS EVER BEEN EXCEEDED

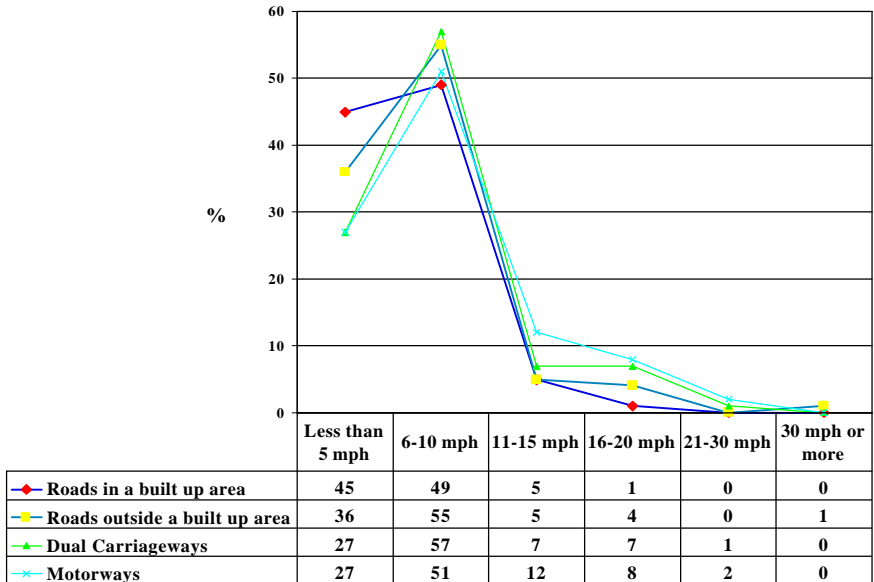


DATA REFERS TO TABLE 4a

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FIGURE 2

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



* Data excludes don't know

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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.

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	[10]	15	20	13	[10]	17
Late in the evening when there is little traffic	[12]	9	15	9	[6]	13
In an emergency	[8]	14	23	20	[14]	19
In a hurry to reach a destination (not an emergency)	[28]	49	45	41	[23]	44
Normal driving	[13]	23	24	30	[28]	26
Under no circumstances	[1]	2	1	4	[5]	2
Other	[11]	19	12	8	[9]	14
Don't Know		1				0
Total^a	59	164	299	171	76	769

NI OMNIBUS SURVEY MAY 2004

^a 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	18	16	17
Late in the evening when there is little traffic	15	10	13
In an emergency	22	16	19
In a hurry to reach a destination (not an emergency)	42	45	44
Normal driving	26	26	26
Under no circumstances	2	3	2
Other	13	14	14
Don't Know	0		0
Total^a	403	366	769

NI OMNIBUS SURVEY MAY 2004

^a 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) (44%), normal driving (26%) and in an emergency (19%).
- ❑ Males (22%) are more likely to speed in an emergency than females (16%), as well as late in the evening where there is little traffic (15% of males, 10% of females).
- ❑ Younger drivers are much more likely to speed in a hurry to reach a destination (not an emergency) than their older counterparts. 47% of those aged 16-24 and 49% of 25-34 year olds, compared to 41% of 50-64 year olds.
- ❑ Other main reasons included “to overtake”, and “lack of concentration”.

Speeding Attitude

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

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Don't know	Total
	%	%	%	%	%	
Stopped by the police for speeding	18	37	33	10	3	1377
Caught speeding on a fixed camera	16	39	30	12	3	1377
Caught speeding on a mobile camera	14	48	27	8	3	1377
Caught jumping a red light on a fixed camera	14	30	32	20	4	1377

NI OMNIBUS SURVEY MAY 2004

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	16	19	20	19	15	18
Likely	40	34	37	38	32	37
Unlikely	37	38	33	30	28	33
Very unlikely	5	9	8	11	16	10
Don't Know	2	1	2	1	9	3
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	15	20	18
Likely	37	36	37
Unlikely	36	31	33
Very unlikely	9	10	10
Don't Know	2	3	3
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- ❑ Over one half (55%) of respondents think it is likely that they would be stopped by the police for speeding.

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 Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Very likely	17	18	17	13	15	16
Likely	46	35	35	46	30	39
Unlikely	29	34	36	24	27	30
Very unlikely	7	11	11	14	16	12
Don't Know	0	1	1	2	12	3
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	12	19	16
Likely	36	40	39
Unlikely	36	26	30
Very unlikely	13	11	12
Don't Know	2	4	3
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- Over one half (55%) of respondents think it is likely they would be caught speeding on a fixed camera (48% of males, 59% of females).
- However, more males than females think it unlikely they would be caught (49% compared to 37%).

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	<i>13</i>	<i>17</i>	<i>16</i>	<i>13</i>	<i>13</i>	<i>14</i>
Likely	<i>51</i>	<i>48</i>	<i>48</i>	<i>54</i>	<i>36</i>	<i>48</i>
Unlikely	<i>31</i>	<i>26</i>	<i>30</i>	<i>23</i>	<i>26</i>	<i>27</i>
Very unlikely	<i>4</i>	<i>8</i>	<i>5</i>	<i>9</i>	<i>13</i>	<i>8</i>
Don't Know	<i>0</i>	<i>1</i>	<i>1</i>	<i>2</i>	<i>11</i>	<i>3</i>
Total	<i>148</i>	<i>232</i>	<i>401</i>	<i>305</i>	<i>291</i>	<i>1377</i>

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	<i>12</i>	<i>16</i>	<i>14</i>
Likely	<i>50</i>	<i>46</i>	<i>48</i>
Unlikely	<i>27</i>	<i>27</i>	<i>27</i>
Very unlikely	<i>8</i>	<i>7</i>	<i>8</i>
Don't Know	<i>2</i>	<i>3</i>	<i>3</i>
Total	<i>586</i>	<i>791</i>	<i>1377</i>

NI OMNIBUS SURVEY MAY 2004

- ❑ Over three fifths (62%) 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	19	12	15	15	10	14
Likely	36	33	26	29	28	30
Unlikely	33	30	35	30	29	32
Very unlikely	10	20	22	22	23	20
Don't Know	2	5	2	4	10	4
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	12	16	14
Likely	26	32	30
Unlikely	36	29	32
Very unlikely	21	19	20
Don't Know	4	4	4
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- ❑ Over two fifths (44%) of respondents think it would be likely they would be caught jumping a red light on a fixed camera (38% of males, 48% of females).
- ❑ Younger respondents are more likely to agree with this than their older counterparts (55% of 16-24 year olds compared to 44% of those aged 50-64).

Table 6e By how many mph would you agree that it is always dangerous to exceed the speed limit by on the following roads ...Roads in a built up area (30mph or less)?

(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	
	%	%	%	%	%	%
Less than 5mph	48	56	56	53	72	57
6-10 mph	39	29	32	37	20	32
11-15 mph	9	7	8	7	2	7
16-20 mph	4	6	2	2	2	3
21-30 mph	1	0	1	0	0	1
30 mph or more			1			0
Don't Know		1	0	1	3	1
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

- Almost three quarters of respondents aged 65 and over agreed that it is always dangerous to exceed the speed limit on roads in a built up area, by less than 5 mph, whereas approximately 50% of those 16-24 agreed with this.

Table 6f By how many mph would you agree that it is always dangerous to exceed the speed limit by on the following roads ...Roads outside a built up area (30 – 60 mph)?

(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	
	%	%	%	%	%	%
Less than 5mph	32	28	38	42	58	40
6-10 mph	42	50	41	39	29	40
11-15 mph	17	14	10	10	5	11
16-20 mph	4	7	7	5	2	5
21-30 mph	4	0	1	3	1	2
30 mph or more	1	0	1	0		0
Don't Know		1	1	2	5	2
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

- Twice as many respondents aged 65 and over agreed it is always dangerous to exceed the speed limit by less than 5 mph compared to those aged 25-34.

Table 6g By how many mph would you agree that it is always dangerous to exceed the speed limit by on the following roads ...Dual Carriageway?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Less than 5mph	23	20	28	37	55	32
6-10 mph	40	46	42	40	29	40
11-15 mph	24	20	16	13	7	16
16-20 mph	8	11	10	6	4	8
21-30 mph	4	3	2	2	0	2
30 mph or more	1	1	0	0		1
Don't Know			1	2	6	2
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

- 63% of 16-24 year olds and 66% of 25-34 year olds agreed it is always dangerous to exceed the speed limit on a dual carriageway by up to 10 mph compared to 84% of those aged 65 and over.

Table 6h By how many mph would you agree that it is always dangerous to exceed the speed limit by on the following roads ...a motorway?

(i) Analysis by Age

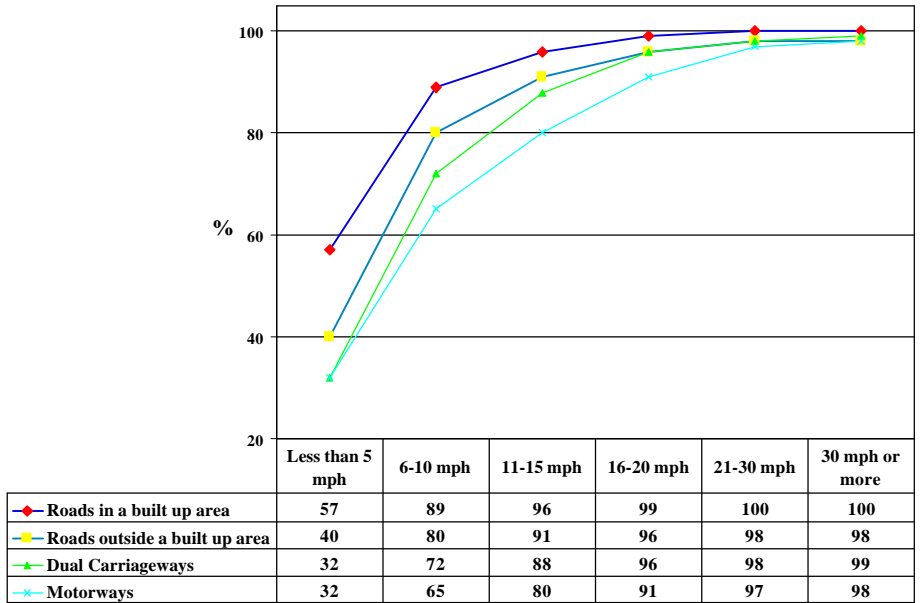
All persons aged 16 and over Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Less than 5mph	22	21	27	37	55	32
6-10 mph	34	34	35	35	24	33
11-15 mph	22	18	16	12	9	15
16-20 mph	10	18	13	10	3	11
21-30 mph	9	7	6	3	3	6
30 mph or more	2	1	1	0		1
Don't Know	1		1	2	6	2
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

- Approximately one fifth of respondents aged 16-49 agreed that it is always dangerous to exceed the speed limit by more than 15 mph. However, only 6% of those aged 65 and over agreed with this, with almost four fifths of this age group agreeing it is always dangerous to exceed the speed limit on a motorway by up to 10 mph.

FIGURE 3

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



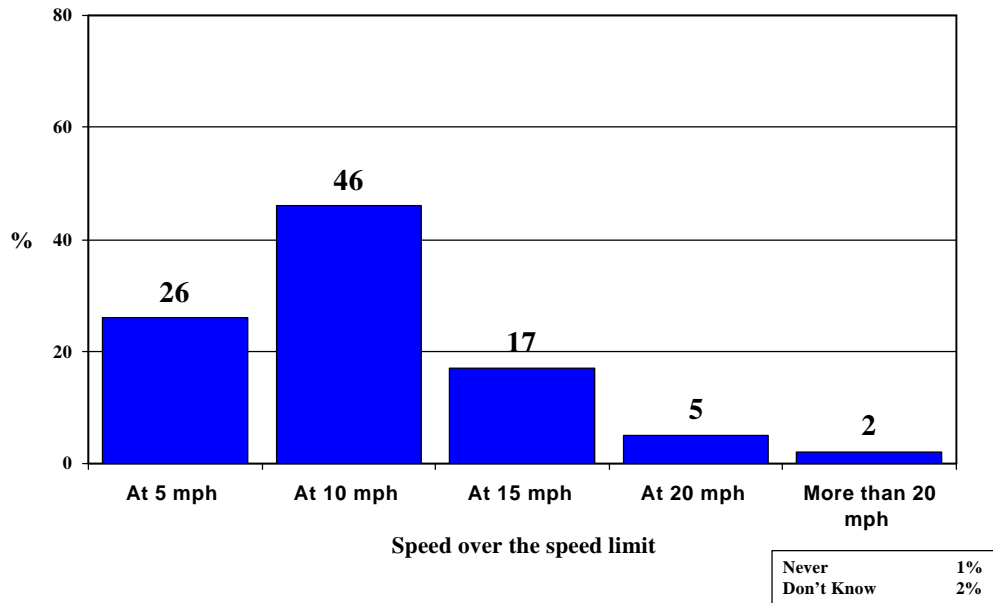
* Data excludes don't know

NI OMNIBUS SURVEY MAY 2004

- The majority of respondents consider it to be dangerous to exceed the speed limit by 6-10 mph. However as the speed limit increases, the number of respondents agreeing that it is always dangerous to exceed the speed limit by less than 5 mph decreases (57% on a 30 mph road and 32% on a 70 mph road).

FIGURE 4

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



NI OMNIBUS SURVEY MAY 2004

- Almost one half of respondents (46%) feel it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by 10 mph.
- Over one quarter of respondents (26%) feel 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 You can't get over the carnage. 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- You can't get over the carnage)

(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)	0	0	2	3	3	2
Seat Belts (Damage)	2	2	3	3	2	2
Speeding (You can't get over the carnage)	87	90	82	68	42	74
Pedestrian Safety (Texting and Home)			0	1	2	1
Never seen the advert	5	3	6	16	33	12
Other	5	3	5	4	5	5
Don't Know		2	1	5	14	4
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

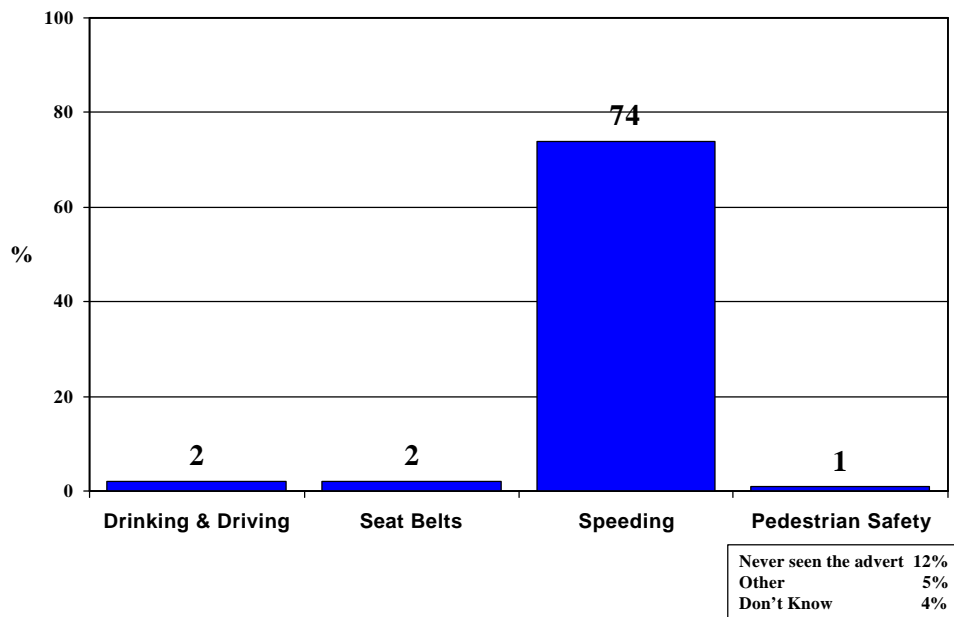
(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Drinking and Driving (Shame)	1	2	2
Seat Belts (Damage)	3	2	2
Speeding (You can't get over the carnage)	77	72	74
Pedestrian Safety (Texting and Home)	0	1	1
Never seen the advert	11	13	12
Other	4	5	5
Don't Know	3	5	4
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

FIGURE 5

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 7a

NI OMNIBUS SURVEY MAY 2004

- Almost three quarters (74%) of respondents correctly identified the campaign relating to Speeding (You can't get over the carnage). (77% of males, 72% of females)
- This figure dropped with age with only 42% of those over 65 correctly naming the campaign compared to 90% 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

All persons aged 16 and over Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	93	91	85	81	54	81
No	6	8	14	19	46	18
Refusal	1	1	1	0	0	1
Don't Know	0		0	0		0
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Yes	81	81	81
No	17	18	18
Refusal	1	1	1
Don't Know	0	0	0
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- 81% of respondents were aware of the advertising campaign (93% 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 Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	60	51	59	64	55	58
Influenced me a little	33	35	28	21	27	29
Has not influenced me at all	7	14	13	15	18	13
Don't Know			0	0	0	0
Total	137	212	339	246	160	1094

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All those who answered yes to table 7b Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Influenced me a lot	55	61	58
Influenced me a little	31	27	29
Has not influenced me at all	14	12	13
Don't Know	0	0	0
Total	461	633	1094

NI OMNIBUS SURVEY MAY 2004

- ❑ Almost three fifths (58%) of those respondents aware of the campaign stated it had influenced their behaviour a lot in relation to speeding (55% of male respondents, 61% of female respondents).
- ❑ However, 13% of respondents said it had not influenced them at all.

Table 7d In accordance with the highway code, what is the maximum speed (unless signs say otherwise) at which a car or motorcycle is allowed to travel along the following...

<i>All motorists</i>	Miles per hour													Total
	Under 30	30	35	40	45	50	55	60	65	70	75	80	Don't Know	
Built up areas (30)	1	95			3			0					0	943
Single carriageways (60)	0	5	0	18	2	19	1	52	1	1			2	943
Dual carriageways (70)	0	1		4	0	12	0	51	3	26	0	0	1	943
Motorways (70)	0	0			0	0	0	7	1	89	1	1	1	943
A road that has street lighting (30)	1	69	1	19	1	2		2		0			5	943

NI OMNIBUS SURVEY MAY 2004

Table 7e In accordance with the highway code, what is the maximum speed (unless signs say otherwise) at which a car or motorcycle is allowed to travel along ...built up areas (30 mph)?

(i) Analysis by Age

<i>All motorists</i>	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
10			0	0	0	0
15				1		0
20	[2]		1	2	0	1
25		1		0	1	0
30	[67]	97	96	94	96	95
31				1		0
35			0	0		0
40	[3]	2	2	2	2	3
60	[1]		0			0
Don't Know		1	0			0
Total	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists</i>	Gender		Total %
	Male	Female	
	%	%	
10	0	0	0
15		0	0
20	1	1	1
25	0	0	0
30	95	95	95
31	0		0
35	0	0	0
40	3	2	3
60	0	0	0
Don't Know	0	0	0
Total	465	478	943

NI OMNIBUS SURVEY MAY 2004

- The majority of motorists (95%) are aware that the maximum speed at which a car or motorcycle is allowed to travel along built up areas is 30 mph.

Table 7f In accordance with the highway code, what is the maximum speed (unless signs say otherwise) at which a car or motorcycle is allowed to travel along ...single carriageways (60 mph)?

(i) Analysis by Age

<i>All motorists</i>	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
20			1			0
30	[4]	2	4	5	9	5
35	[1]		0			0
40	[7]	16	22	18	20	18
45	[1]	5	2	2	1	2
50	[14]	18	18	20	18	19
55		1	2	1		1
60	[44]	56	46	51	46	52
65	[1]		1		1	1
70	[1]	1	1	0	1	1
Don't Know		1	1	2	4	2
Total	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists</i>	Gender		Total %
	Male	Female	
	%	%	
20	1		0
30	5	5	5
35	0	0	0
40	16	19	18
45	2	3	2
50	15	22	19
55	2	1	1
60	57	46	52
65	1		1
70	1	1	1
Don't Know	1	3	2
Total	465	478	943

NI OMNIBUS SURVEY MAY 2004

- ❑ Just over one half (52%) of motorists are aware that the maximum speed at which a car or motorcycle is allowed to travel along single carriageways is 60 mph. 18% of motorists think it is 40 mph and 19% think it is 50 mph.
- ❑ Approximately 3% of respondents think the maximum speed at which a car or motorcycle is allowed to travel along a single carriageway is over 60 mph.

Table 7g In accordance with the highway code, what is the maximum speed (unless signs say otherwise) at which a car or motorcycle is allowed to travel along ...dual carriageways (70 mph)?

(i) Analysis by Age

<i>All motorists</i>	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
10		0				0
30		0	0	1	1	1
40	[3]	3	6	2	7	4
45		1	0	1		0
50	[9]	11	10	15	16	12
55		1	1	0		0
60	[36]	57	54	50	42	51
65	[2]	2	4	2	2	3
70	[22]	25	23	28	27	26
75			1	1		0
80	[1]					0
Don't Know			2	1	4	1
Total	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists</i>	Gender		Total %
	Male	Female	
	%	%	
10	0		0
30	0	1	1
40	4	5	4
45	0	1	0
50	11	14	12
55	0	0	0
60	50	52	51
65	4	2	3
70	29	23	26
75	1		0
80	0		0
Don't Know	0	2	1
Total	465	478	943

NI OMNIBUS SURVEY MAY 2004

- ❑ Only 26% of motorists are aware that the maximum speed at which a car or motorcycle is allowed to travel along dual carriageways is 70 mph. Just over half (51%) think it is 60 mph and 12% think it is 50 mph.
- ❑ Approximately 3 % of respondents think the maximum speed at which a car or motorcycle is allowed to travel along a dual carriageway is over 70 mph.

Table 7h In accordance with the highway code, what is the maximum speed (unless signs say otherwise) at which a car or motorcycle is allowed to travel along ...motorways (70 mph)?

(i) Analysis by Age

<i>All motorists</i>	Age					Total %
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
10		0				0
30			0			0
45	[1]					0
50				1	1	0
55					1	0
60	[6]	5	5	9	12	7
65	[1]	2	1	0		1
70	[62]	91	91	87	83	89
75	[2]	1	1	2		1
80	[1]	1	1	1		1
Don't Know			1	1	2	1
Total	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists</i>	Gender		Total %
	Male	Female	
	%	%	
10	0		0
30		0	0
45	0		0
50	0	0	0
55	0		0
60	4	10	7
65	1	2	1
70	92	85	89
75	1	1	1
80	1	1	1
Don't Know	0	1	1
Total	465	478	943

NI OMNIBUS SURVEY MAY 2004

- The majority of motorists (89%) are aware that the maximum speed at which a car or motorcycle is allowed to travel along motorways is 70 mph. (92% of males, 85% of females).
- Younger drivers are more aware of this than their older counterparts (91% of 25-34 year olds and 91% of 35-49 years olds compared to 83% of those aged 65 and over).

Table 7i In accordance with the highway code, what is the maximum speed (unless signs say otherwise) at which a car or motorcycle is allowed to travel along ...a road that has street lighting (30 mph)?

(i) Analysis by Age

<i>All motorists</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
10			0			0
15		1		1	1	0
20	[1]		1	2	1	1
25				0		0
30	[52]	67	71	67	68	69
35	[1]	2	0	2	1	1
40	[10]	23	20	15	16	19
45	[2]	1	1		0	1
50	[3]	2	1	3	1	2
60	[1]	2	2	4	1	2
70		0	1	0		0
Don't Know	[3]	2	3	7	9	5
Total	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists</i>	Gender		Total
	Male	Female	
	%	%	
10		0	0
15	0	1	0
20	1	1	1
25		0	0
30	72	65	69
35	2	0	1
40	14	23	19
45	0	1	1
50	3	1	2
60	3	2	2
70	1	0	0
Don't Know	5	4	5
Total	465	478	943

NI OMNIBUS SURVEY MAY 2004

- Over two thirds (69%) of motorists are aware that the maximum speed at which a car or motorcycle is allowed to travel along a road that has street lighting is 30 mph. (72% of male motorists, 65% of female motorists)
- Almost one fifth (19%) think the speed limit for a road with street lighting is 40 mph. (14% of male motorists, 23% of female motorists). Younger drivers are more likely to be of this opinion also (23% of 25-34 year olds compared to 16% of those aged 65 and over).

CHAPTER 3

DRINKING AND DRIVING

Drinking and Driving Behaviour

Drinking and Driving Attitude

Drinking and Driving Awareness

Main Findings:

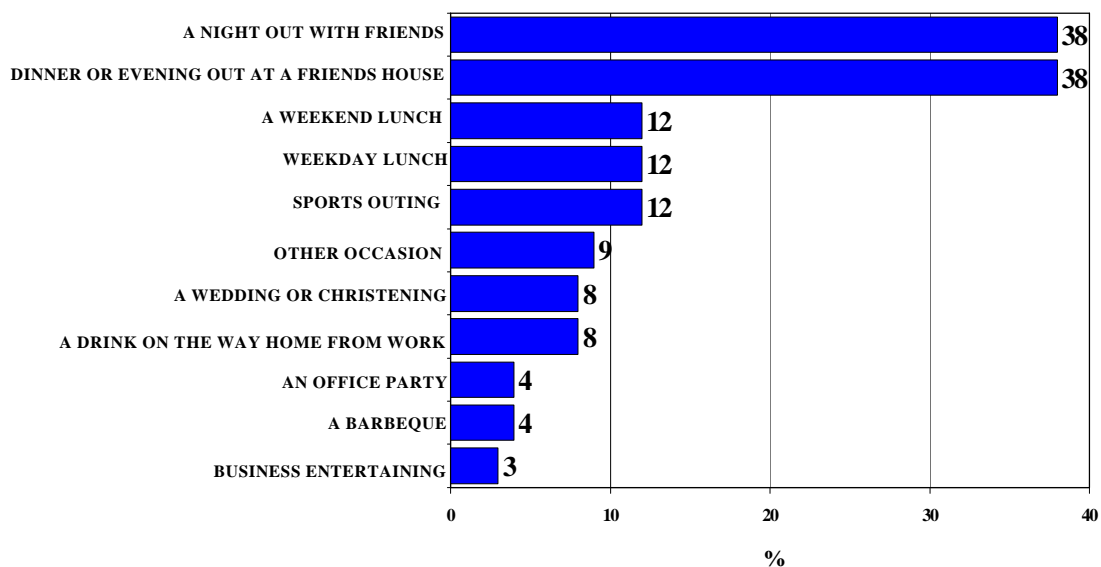
- ❑ The two main occasions when people might have an alcoholic drink and drive afterwards are a night out with friends (38%) and dinner or evening out at a friends house (38%) (Figure 6).
- ❑ Almost one third (31%) of motorists who drink said it was likely they would drive after one drink (Table 8).
- ❑ The vast majority (90%) of respondents think the police should be able to stop people at random and breathalyse them (Figure 9).
- ❑ Over one half (52%) of respondents think the penalties for drinking and driving are not very severe (Table 15).
- ❑ 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, (80% of male respondents and 62% 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 2004

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

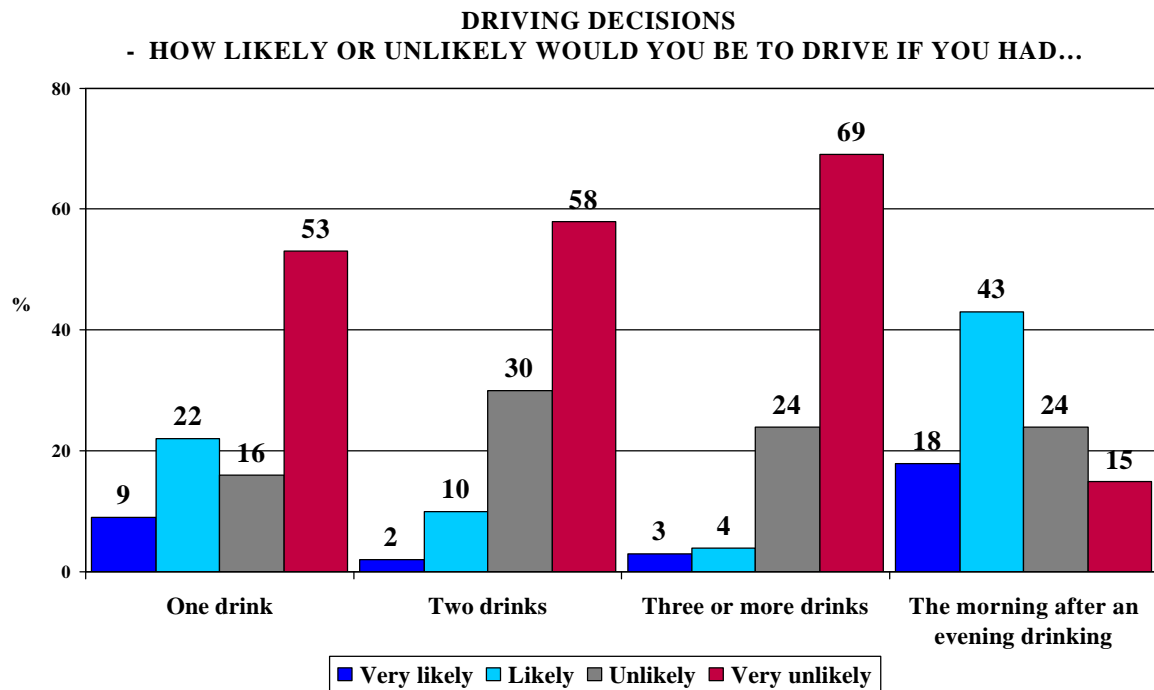
<i>All motorists who drink</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Total
	%	%	%	%	%
One drink	9	22	16	53	687
Two drinks	2	10	30	58	*332
Three or more drinks	3	4	24	69	**139
The morning after an evening on which you had been drinking	18	43	24	15	*332

NI OMNIBUS SURVEY MAY 2004

* 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 2004

- Almost one third (31%) of motorists who drink said they would drive after one drink. This reduced to 12% after two drinks and 7% after three or more drinks.
- While 39% of motorists stated they would not be likely to drive on the morning after an evening drinking, 61% 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	30	5
Likely	34	22
Unlikely	25	36
Very unlikely	11	37
Don't know		0
Total	202	202

NI OMNIBUS SURVEY MAY 2004

- ❑ Of those respondents that answered this question almost two thirds (64%) would take into account the amount they drank the previous evening before driving the next morning.
- ❑ Almost three quarters (73%) 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	[21]	[68]	81	[68]	[21]	85
No	[4]	[5]	19	[8]	[9]	15
Total	25	73	128	76	30	332

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists who did not answer very unlikely to Table 8</i> Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Yes	87	83	85
No	13	17	15
Total	197	135	332

NI OMNIBUS SURVEY MAY 2004

- ❑ 85% 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>	Total %
Risk of injury to self (or other)	52
Risk of being caught by the police	52
Risk of death to self (or other)	43
Fear of loss of license if caught	31
Fear of crashing	29
Fear of losing job if disqualified	15
Fear of being arrested if caught	14
Fear of being breath tested	11
Being unable to get car insurance/higher premiums	10
Embarrassment with family and friends	10
Other	7
Having to resit test if disqualified	6
Total^a	283

NI OMNIBUS SURVEY MAY 2004

^a 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 (52%), the risk of being caught by the police (52%), risk of death to themselves or others (43%), fear of loss of licence if caught (31%), and fear of crashing (29%).

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
	%	%	%	%	%	
Had one drink	10	24	20	47	0	1337
Had two drinks	6	24	32	38	0	*718
Had three or more drinks	2	7	30	61		**448

NI OMNIBUS SURVEY MAY 2004

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

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

- Two thirds (67%) 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

<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	20	23	17	20	19	19
Likely	39	30	33	40	33	35
Unlikely	35	34	38	30	28	33
Very unlikely	4	10	9	7	13	9
Don't know	2	3	3	3	7	3
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Very likely	18	20	19
Likely	33	37	35
Unlikely	37	31	33
Very unlikely	10	7	9
Don't know	2	4	3
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- Over half of respondents (54%) 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

<i>All motorists who drink</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	
0	[22]	28	31	33	[16]	32
1	[14]	26	28	22	[12]	24
2	[11]	16	19	23	[11]	19
3	[4]	6	4	7	[5]	6
4	[1]	5	1	2	[2]	3
5		2	1	1	[1]	1
6		3	1	1		1
7	[1]	1	0			0
10			0	1		0
11			0			0
12			0			0
15			0			0
Don't know	[9]	11	13	10	[9]	13
Total	62	160	263	146	56	687

NI OMNIBUS SURVEY MAY 2004

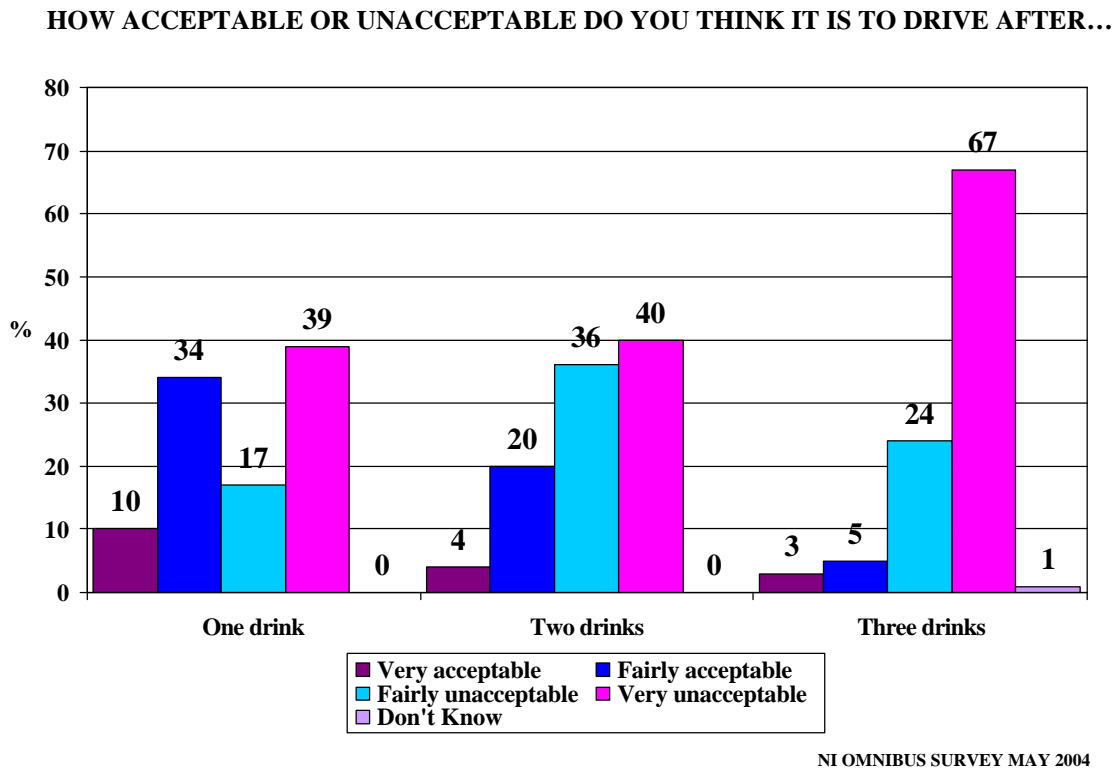
(ii) Analysis by Gender

<i>All motorists who drink</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
0	26	39	32
1	25	24	24
2	21	17	19
3	8	4	6
4	4	1	3
5	1	1	1
6	2	0	1
7	1		0
10	1		0
11	0		0
12	0		0
15	0		0
Don't know	11	14	13
Total	367	320	687

NI OMNIBUS SURVEY MAY 2004

- Of motorists who drink, 32% said they could not drink any alcohol without it 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. (17% of males compared to 6% of females)

FIGURE 8



- A similar number of respondents thought it was acceptable to drive after one drink (44%) as those who thought it was unacceptable (56%).
- This level of acceptability declined as the number of drinks increased (24% after two drinks, 8% 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 Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Should be higher	4	5	6	6	7	6
Should be lower	10	10	13	10	10	11
Should be no limit	1	1	1	1	0	1
Should stay the same	46	42	33	32	26	35
Should not be allowed to drive after any alcohol	38	39	46	49	52	45
Don't Know	0	2	1	1	4	2
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

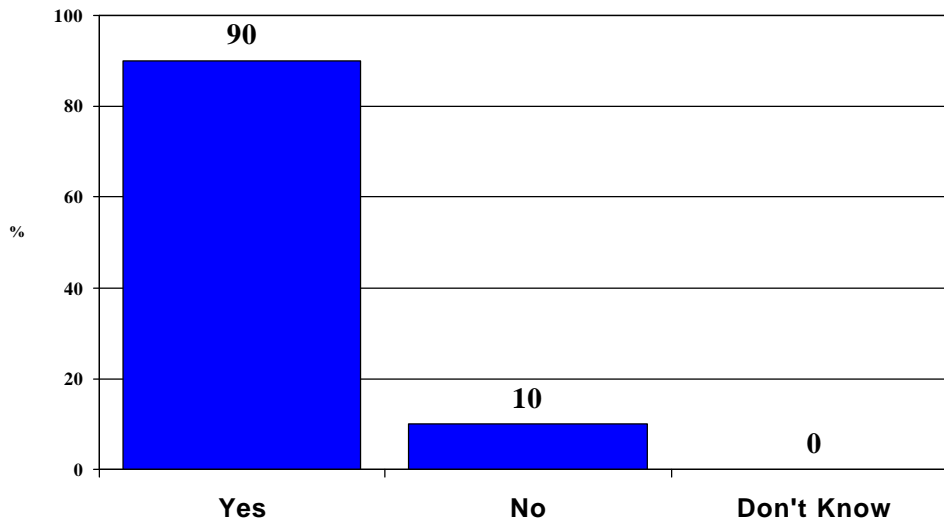
<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Should be higher	7	5	6
Should be lower	11	11	11
Should be no limit	1	1	1
Should stay the same	41	31	35
Should not be allowed to drive after any alcohol	39	51	45
Don't Know	2	2	2
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- 35% of respondents feel the legal limit for drink driving should stay the same.
- However, 45% of respondents feel that motorists should not be allowed to drive after consuming any alcohol. (39% of male respondents, 51% 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 2004

- 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 “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
	%	%	%	%	%	%	
There is not much chance of having an accident when driving after drinking if you are careful	1	5	6	43	46	0	1377
It is difficult in social occasions to keep track of what you are drinking	7	35	7	30	20	2	1377
The penalties for drinking and driving are not very severe, even if caught	14	38	13	26	6	3	1377
There is not as much drinking and driving enforcement as in previous years	4	22	23	39	5	7	1377
The laws for drinking and driving offences are effective in reducing casualties on the road	5	48	13	26	6	3	1377

NI OMNIBUS SURVEY MAY 2004

- ❑ Over one half of respondents (52%) think the penalties for drinking and driving are not very severe.
- ❑ The majority of respondents (89%) 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	96	91	78	93
Seat Belts (Damage)	1		1	0	1	0
Speeding (You can't get over the carnage)	0	1	1	3	2	2
Pedestrian Safety (Texting and Home)				0	1	0
Never seen the advert	0		1	2	9	2
Other			1	0	2	1
Refusal				0		0
Don't Know	0		0	2	7	2
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

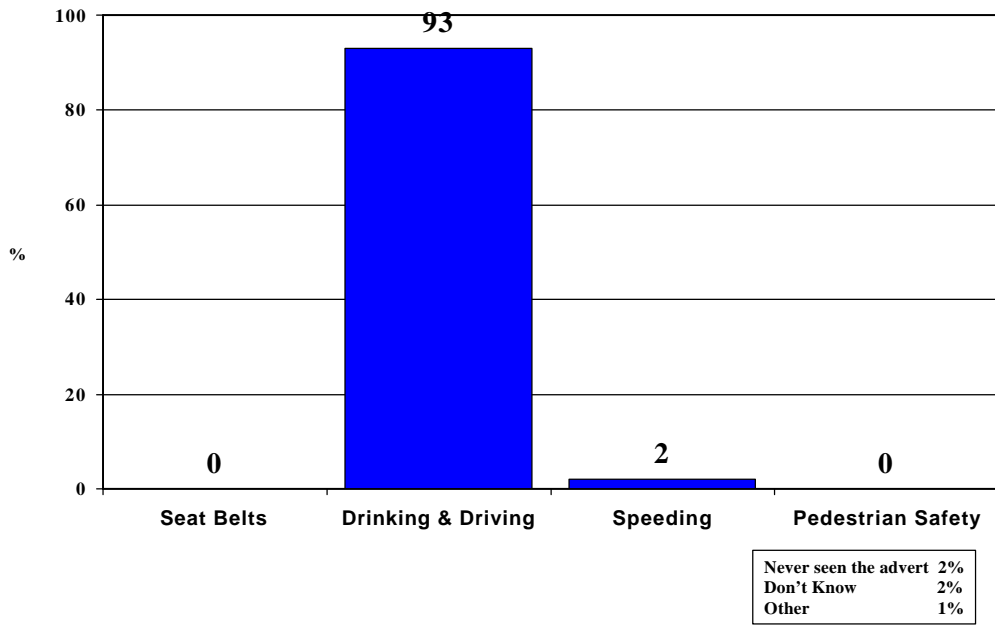
(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Drinking and Driving (Shame)	95	91	93
Seat Belts (Damage)	1	0	0
Speeding (You can't get over the carnage)	1	2	2
Pedestrian Safety (Texting and Home)		0	0
Never seen the advert	1	3	2
Other	0	1	1
Refusal	0		0
Don't Know	1	2	2
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

FIGURE 10

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



- 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	98	95	85	95
No	1	1	2	5	14	4
Don't Know					1	0
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	97	94	95
No	3	5	4
Don't Know	0	0	0
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- ❑ 95% of respondents were aware of the campaign (99% of 16-24 year olds, 99% of 25-34 year olds and 98% of 35-49 year olds).
- ❑ More males were aware of the campaign than females (97% 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

<i>All those who answered yes to table 16b Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Influenced me a lot	69	57	62	56	47	59
Influenced me a little	18	23	15	24	16	19
Has not influenced me at all	13	20	22	20	37	22
Don't Know		0		0		0
Total	146	230	391	288	240	1295

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

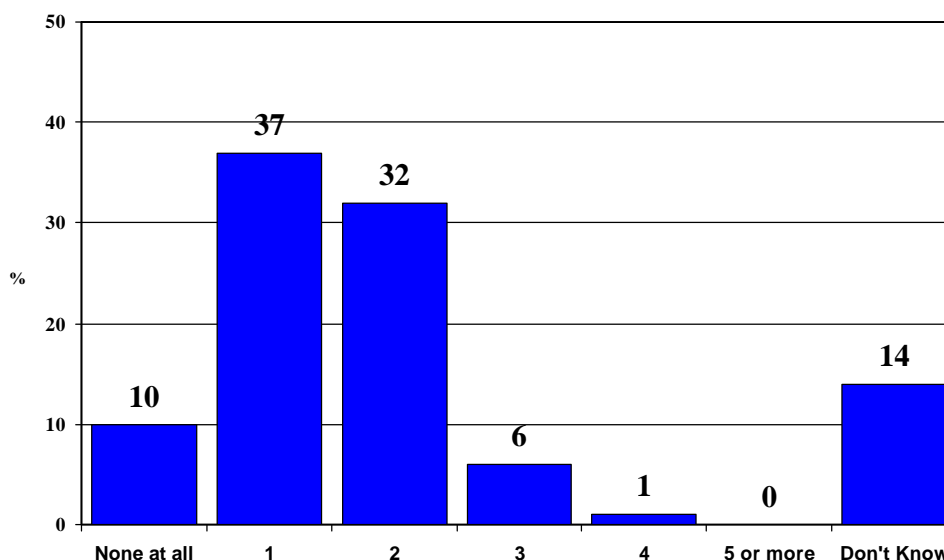
<i>All those who answered yes to table 16b Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Influenced me a lot	55	62	59
Influenced me a little	22	16	19
Has not influenced me at all	23	22	22
Don't Know		0	0
Total	557	738	1295

NI OMNIBUS SURVEY MAY 2004

- 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. (55% of male respondents, 62% 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 2004

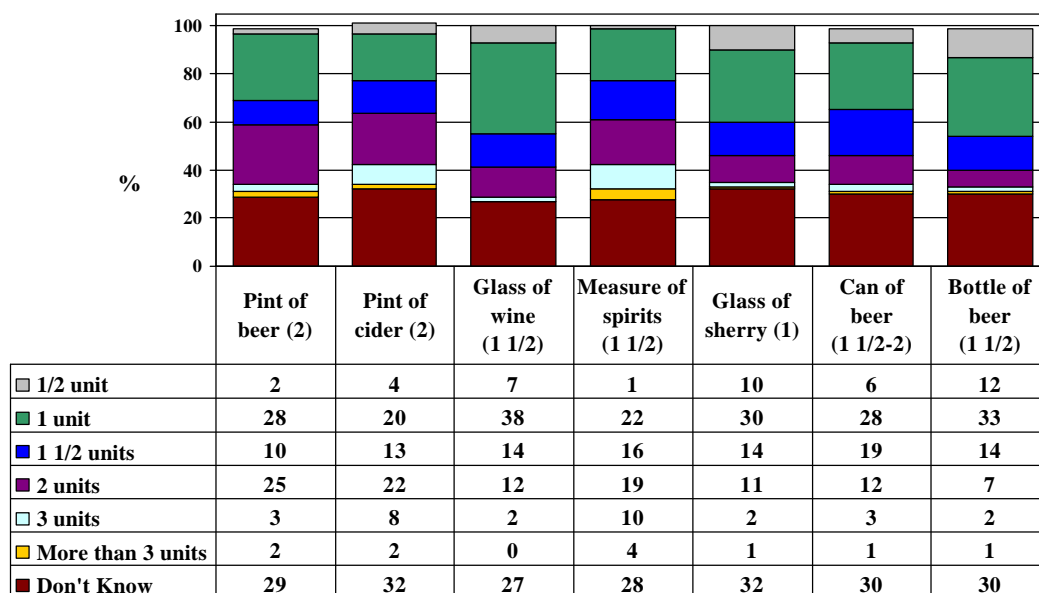
Table 16d How many units of alcohol are contained in a ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	½ unit	1 unit	1½ units	2 units	3 units	More than 3 units	Refusal	Don't know	Total
	%	%	%	%	%	%	%	%	%
Pint of beer (lager or stout) (2)	2	28	10	25	3	2	0	29	1377
Pint of cider (2)	4	20	13	22	8	2	0	32	1377
Glass of wine (1½)	7	38	14	12	2	0	0	27	1377
Measure of spirits (1½)	1	22	16	19	10	4	0	28	1377
Glass of sherry (1)	10	30	14	11	2	1	0	32	1377
Can of beer (440 ml) (1½-2)	6	28	19	12	3	1	0	30	1377
Bottle of beer (330 ml) (1½)	12	33	14	7	2	1	0	30	1377

NI OMNIBUS SURVEY MAY 2004

FIGURE 12

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



Data excludes refusals

DATA REFERS TO TABLE 16d

NI OMNIBUS SURVEY MAY 2004

- ❑ Almost one third of respondents admitted they did not know how many units were contained in the various measures of drinks mentioned.
- ❑ Approximately two fifths 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).
- ❑ Almost two fifths (58%) 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 (74%), amount of traffic (67%), and the position of the pedestrian crossing – how far you have to go to use it (41%) (Table 18).
- ❑ Over two thirds (68%) of respondents think that the green man flashing signal means cross with care at a pedestrian crossing (Figure 19).
- ❑ A high number of respondents are aware what amber light flashing means when driving and approaching a pedestrian crossing (70%) (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	21	40	44	47	63	43
Nearly always	40	31	39	35	26	35
Sometimes	28	20	13	13	9	16
Hardly ever	8	6	3	4	2	4
Never	3	3	1	1	1	2
Don't Know					0	0
Total	139	220	360	266	221	1206

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

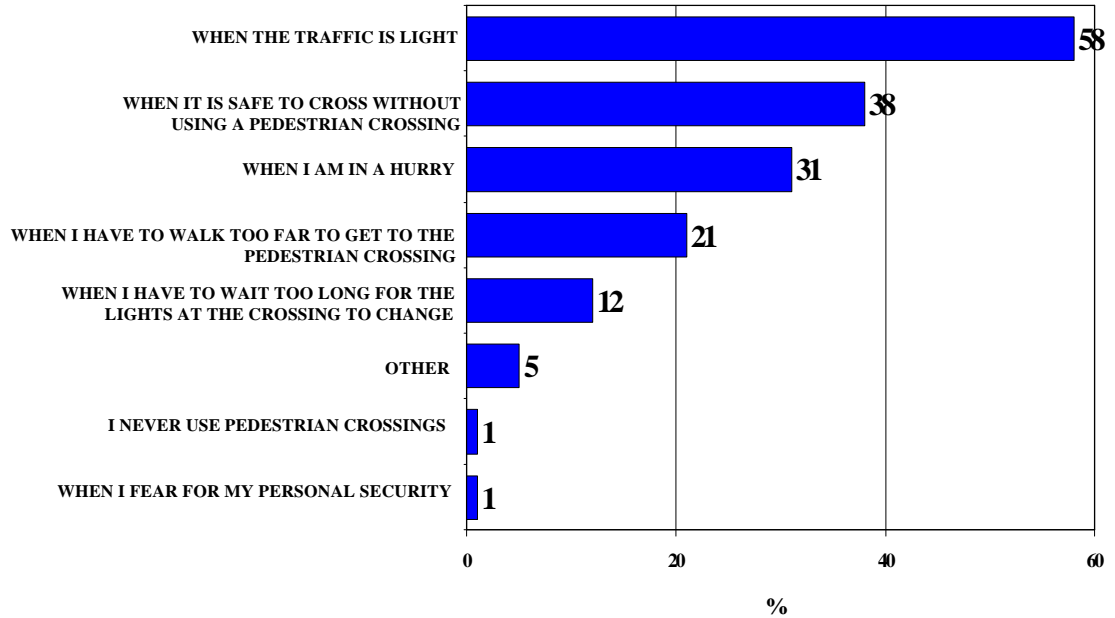
<i>All pedestrians</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Always	31	52	43
Nearly always	39	32	35
Sometimes	21	12	16
Hardly ever	7	2	4
Never	2	1	2
Don't Know		0	0
Total	511	695	1206

NI OMNIBUS SURVEY MAY 2004

- 78% of pedestrians would actually use a pedestrian crossing if they are at or near one when crossing the road (70% 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?**



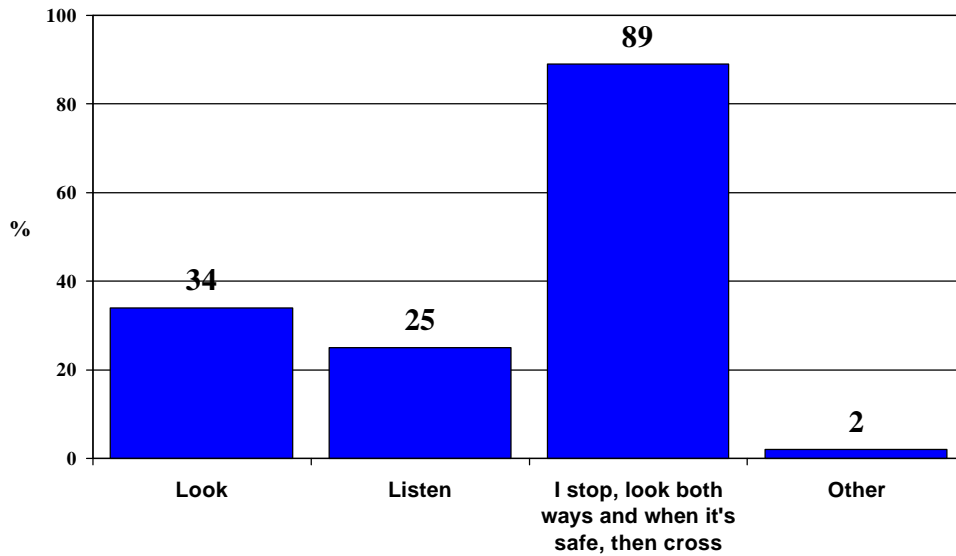
Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2004

- ❑ The main circumstances in which a pedestrian would not use a pedestrian crossing are when the traffic is light (58%) and when it is safe to cross without using the pedestrian crossing (38%).
- ❑ Other main reasons included “laziness”, and “when I am on my own”.

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 2004

- 89% 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 ...

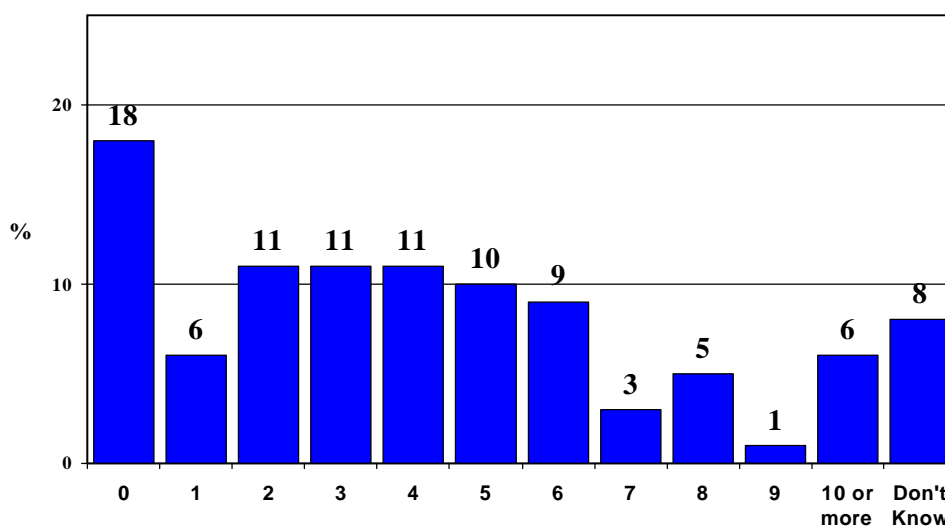
All pedestrians Base = 100%	Always	Nearly always	Some- times	Hardly ever	Never	Don't Know	Total
	%	%	%	%	%	%	
Cross one lane of traffic, stop in the middle of the road and then cross the next lane	8	13	30	24	24	0	1206
Walk out onto the road between parked cars	2	8	47	24	19	0	1206
Get off a bus and either cross in front or behind it before it has moved off	1	1	10	20	68	0	1206
Misjudge the speed of traffic	1	3	37	35	24	0	1206

NI OMNIBUS SURVEY MAY 2004

- ❑ 68% of pedestrians would never get off a bus and either cross in front or behind it before it had moved off.
- ❑ 57% 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?

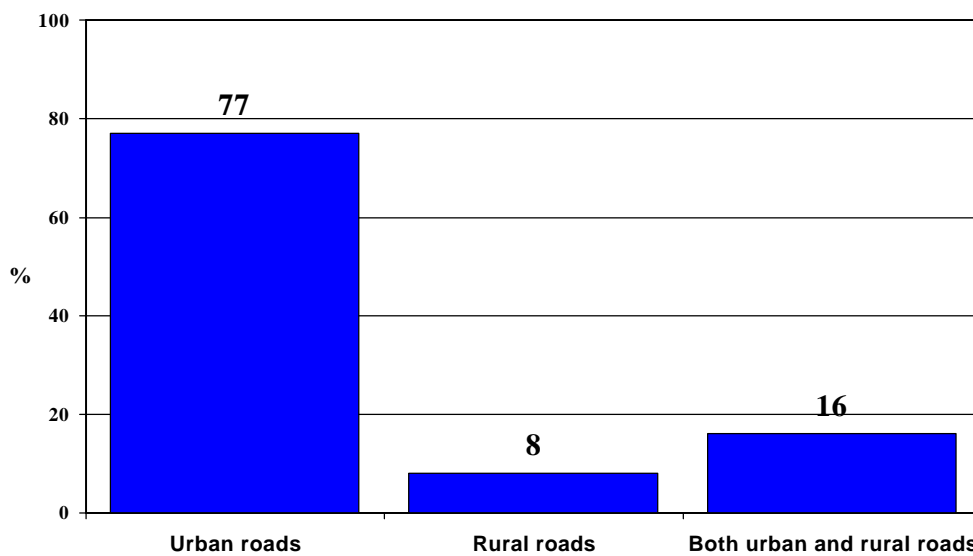


NI OMNIBUS SURVEY MAY 2004

- ❑ 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?

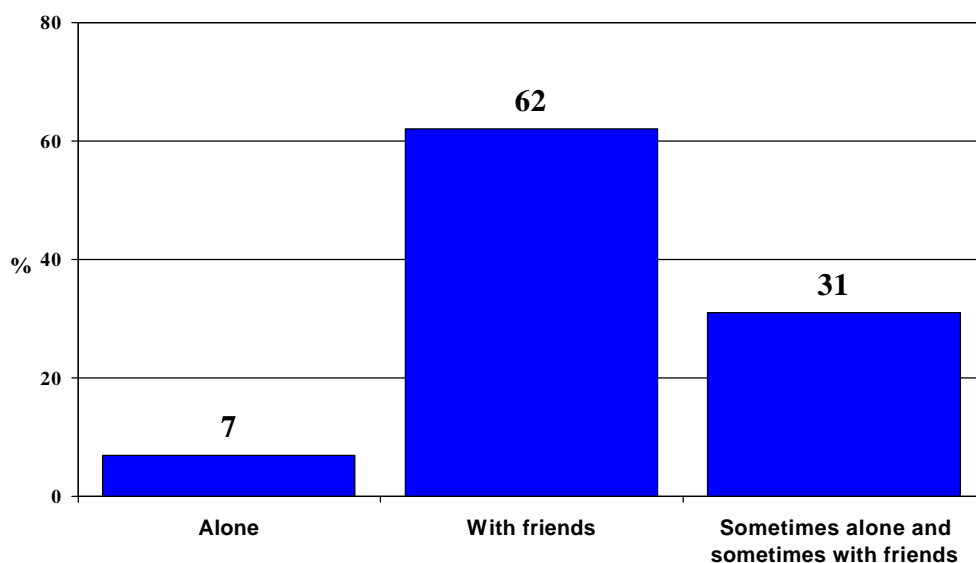


NI OMNIBUS SURVEY MAY 2004

- Over three quarters (77%) 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 2004

- The majority of respondents (62%) 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
	%	%	%	%	%	%	
In a built up area	57	34	7	1	0		943
Outside a built up area	49	31	16	4	0		943
On a dual carriageway	37	22	20	16	5	0	943

NI OMNIBUS SURVEY MAY 2004

- 91% of motorists pay attention to pedestrians walking along or on the road in a built up area. This number decreases to 80% on roads outside a built up area, and 59% 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
	<i>Count</i>	%	%	%	%	
Look left and right for other traffic	[31]	55	56	48	47	52
Look behind/check rear view mirror for other traffic	[56]	82	79	78	77	79
Look left and right for pedestrians	[36]	56	54	52	44	52
Look behind/check rear view mirror for other pedestrians	[50]	73	68	71	60	69
Other	[10]	5	5	2	7	5
Don't Know				0		0
Total ^a	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

^a 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	49	52
Look behind/check rear view mirror for other traffic	80	79	79
Look left and right for pedestrians	50	55	52
Look behind/check rear view mirror for other pedestrians	69	68	69
Other	4	6	5
Don't Know		0	0
Total ^a	465	478	943

NI OMNIBUS SURVEY MAY 2004

^a Percentages may add to more than 100 due to multiple responses.

- ❑ Over three quarters (79%) of motorists claimed they look behind/check their rear mirror for other traffic before performing a manoeuvre.
- ❑ However, only 52% 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	77	67	66	63	63	67
Safety from traffic	67	73	74	76	79	74
Waiting time	21	17	18	20	10	18
Personal security	37	38	35	42	48	39
The position of the pedestrian crossing – how far you have to go to use it	50	35	42	40	39	41
The type of crossing	6	1	5	5	5	5
Other	16	26	23	16	9	19
Refusal			0			0
Don't Know		1	1	1	1	1
Total^a	135	214	354	264	219	1186

NI OMNIBUS SURVEY MAY 2004

^a 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	69	66	67
Safety from traffic	72	76	74
Waiting time	20	15	18
Personal security	37	41	39
The position of the pedestrian crossing – how far you have to go to use it	43	40	41
The type of crossing	4	5	5
Other	18	19	19
Refusal	0		0
Don't Know	1	1	1
Total^a	498	688	1186

NI OMNIBUS SURVEY MAY 2004

^a 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 (74%), amount of traffic (67%), and the position of the pedestrian crossing – how far you have to go to use it (41%).
- Other main reasons included “good example to children”, “to teach children”, and “if I had children with me”.

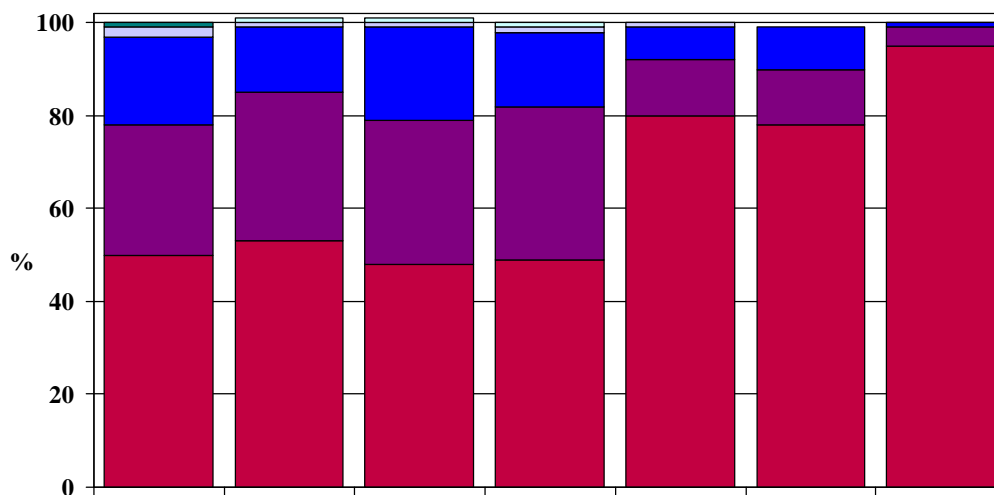
Table 19 How strongly do you agree or disagree with the following statements ...

<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	44	28	19	2	1	1377
The majority of accidents involving pedestrians are caused by the inattention of drivers	4	49	32	14	1	1	1377
The majority of accidents involving pedestrians are caused by the pedestrian behaving irresponsibly	4	44	31	20	1	1	1377
The majority of accidents involving pedestrians are caused by the driver behaving irresponsibly	3	46	33	16	1	1	1377
It is the responsibility of pedestrians to ensure pedestrian safety on the road	15	65	12	7	1	0	1377
It is the responsibility of drivers to ensure pedestrian safety on the road	13	65	12	9	0	0	1377
It is the responsibility of both drivers and pedestrians to ensure pedestrian safety on the road	40	55	4	1	0	0	1377

FIGURE 18

NI OMNIBUS SURVEY MAY 2004

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



□ Don't know	1	1	1	1	0	0	0
□ Strongly disagree	2	1	1	1	1	0	0
■ Disagree	19	14	20	16	7	9	1
■ Neither agree or disagree	28	32	31	33	12	12	4
■ Agree	50	53	48	49	80	78	95

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 2004

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

(i) Analysis by Age

<i>All persons aged 16 & over</i> <i>Base = 100%</i>	Age					
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
None	2	3	3	9	11	6
One or two alcoholic drinks	18	16	24	28	27	24
Three or four alcoholic drinks	32	25	25	25	25	26
Five or six alcoholic drinks	23	28	20	12	5	18
Seven or eight alcoholic drinks	7	6	6	2	1	5
More than eight alcoholic drinks	10	7	3	1	1	3
Don't Know	7	13	16	22	30	18
Total ^a	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

^a Percentages may add to more than 100 due to multiple responses

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
None	6	6	6
One or two alcoholic drinks	19	27	24
Three or four alcoholic drinks	26	27	26
Five or six alcoholic drinks	22	14	18
Seven or eight alcoholic drinks	7	2	5
More than eight alcoholic drinks	5	2	3
Don't Know	14	21	18
Total ^a	586	791	1377

NI OMNIBUS SURVEY MAY 2004

^a Percentages may add to more than 100 due to multiple responses

- ❑ Almost one quarter (24%) 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 ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	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	40	50	9	0	0	1377
Walk out onto the road between parked cars	38	57	5		0	1377
Get off a bus and either cross in front of it or behind it before it has moved off	59	40	1		0	1377
Misjudge the speed of traffic	46	54	0		0	1377

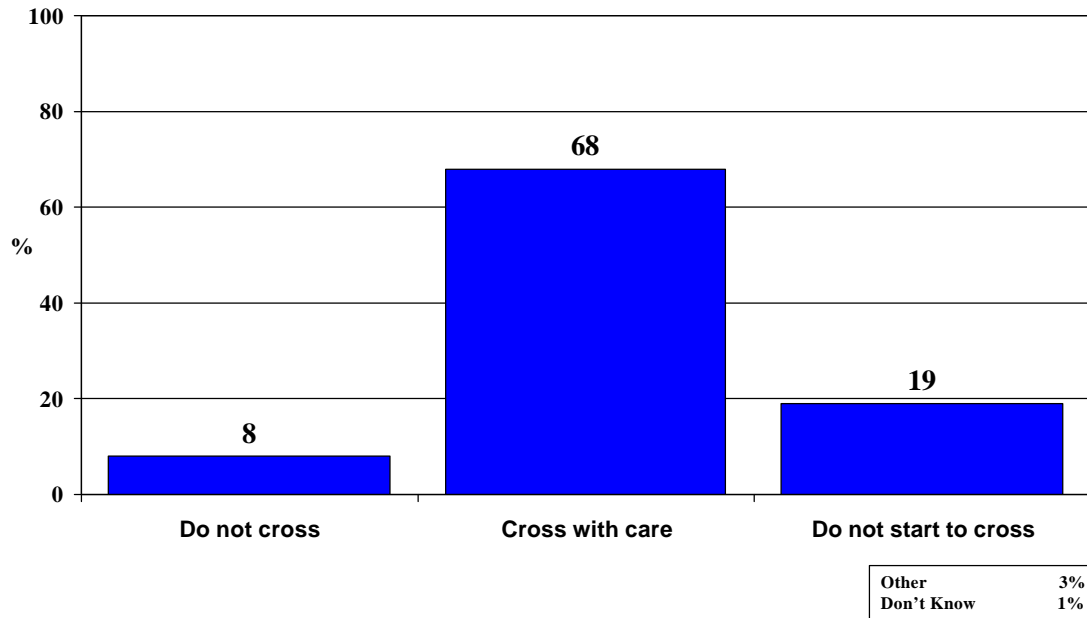
NI OMNIBUS SURVEY MAY 2004

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

Pedestrian Awareness

FIGURE 19

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

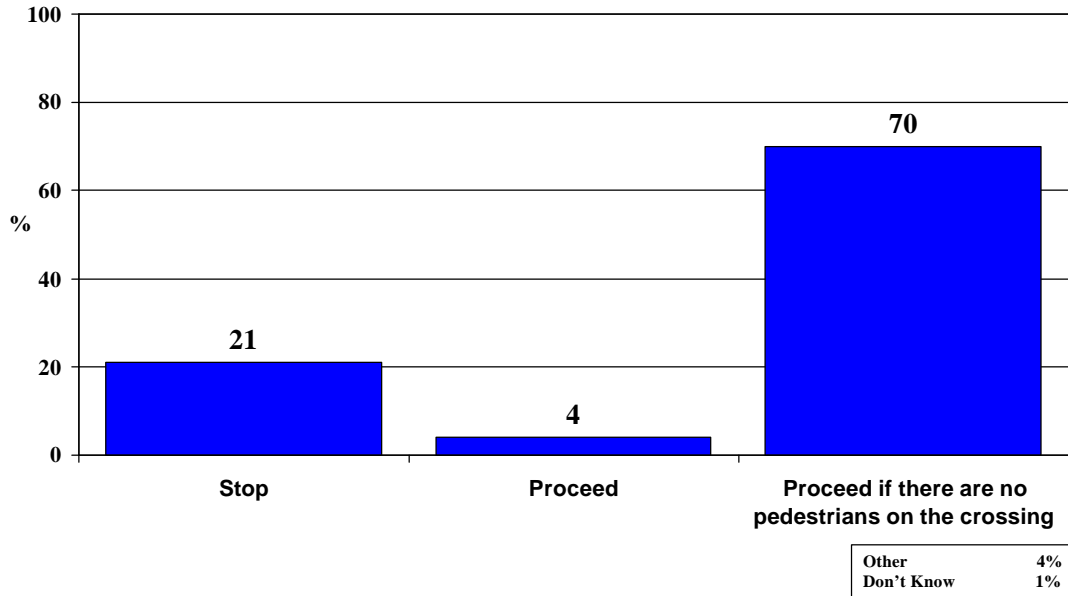


NI OMNIBUS SURVEY MAY 2004

- Over two thirds (68%) of respondents think that the green man flashing signal means cross with care at a pedestrian crossing. Only 19% of respondents are aware it means 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 2004

- A high number of respondents are aware what amber light flashing means when driving and approaching a pedestrian crossing (70%).

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

<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)		0	0	1	1	0
Seat Belts (Damage)			0	1	0	0
Speeding (You can't get over the carnage)	4	1	3	3	4	3
Pedestrian Safety (Texting and Home)	91	89	86	79	65	82
Never seen the advert	2	2	3	6	17	6
Other	2	7	6	7	4	5
Don't Know	1	0	1	4	9	3
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

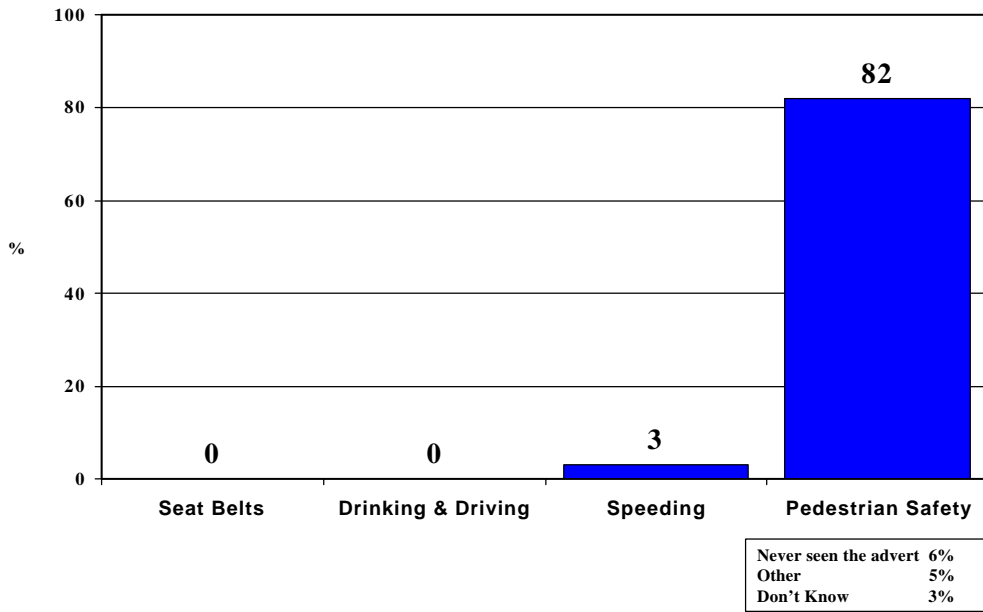
(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Drinking and Driving (Shame)	0	1	0
Seat Belts (Damage)	0	0	0
Speeding (You can't get over the carnage)	2	3	3
Pedestrian Safety (Texting and Home)	84	82	82
Never seen the advert	6	5	6
Other	5	6	5
Don't Know	3	3	3
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

FIGURE 21

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 21a

NI OMNIBUS SURVEY MAY 2004

- 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	98	96	93	84	67	88
No	2	4	6	16	33	12
Don't Know			0	0	1	0
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	88	88	88
No	12	12	12
Don't Know	0	0	0
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- 88% of respondents were aware of the campaign (98% of 16-24 year olds and 96% of 25-34 year olds).

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 Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	60	54	58	59	50	57
Influenced me a little	35	33	32	28	29	31
Has not influenced me at all	5	13	10	14	21	12
Total	142	223	376	258	191	1190

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All those who answered yes to table 21b Base = 100%</i>	Gender		Total
	Male	Female	
	Influenced me a lot	51	61
Influenced me a little	35	28	31
Has not influenced me at all	14	11	12
Total	505	685	1190

NI OMNIBUS SURVEY MAY 2004

- Of those respondents that were aware of the advertising campaign 57% stated it had influenced their behaviour a lot in relation to Pedestrian Safety. (51% of male respondents, 61% of female respondents).

Chapter 5

FATIGUE

Fatigue Behaviour

Fatigue Attitude

Fatigue Awareness

Main Findings:

- ❑ Over one half (54%) 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 one half (54%) 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 (56%) and pull in and have a short sleep (43%) (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	[35]	59	59	53	44	54
No	[38]	41	41	47	57	46
Total	73	188	336	218	128	943

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	63	46	54
No	37	54	46
Total	465	478	943

NI OMNIBUS SURVEY MAY 2004

(iii) Analysis by Miles Driven

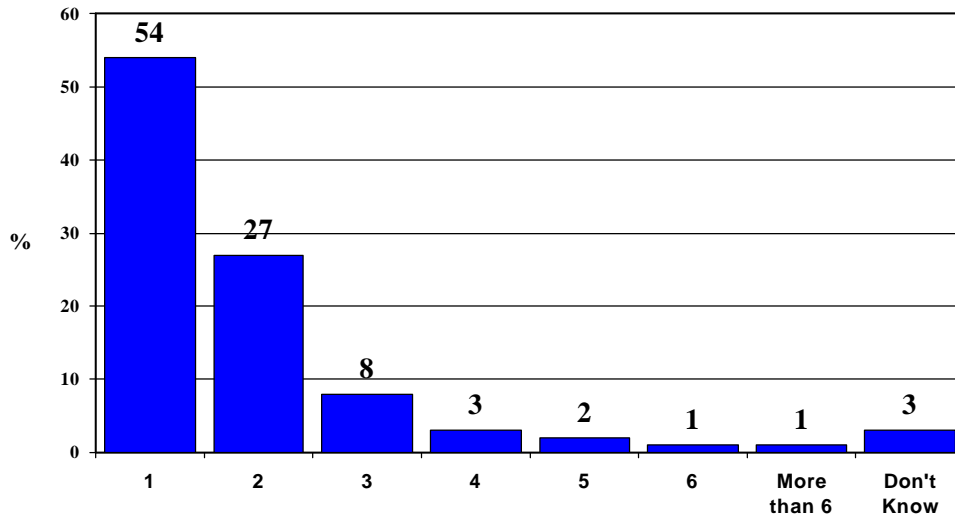
<i>All motorists</i> <i>Base = 100%</i>	Up to 5,000	5001-10,000	10,001-20,000	20,001-30,000	30,001 and above	Don't know	Total
	%	%	%	Count	Count	Count	%
Yes	30	53	66	[58]	[32]		54
No	70	47	34	[26]	[7]	[1]	46
Total	226	292	301	84	39	1	943

NI OMNIBUS SURVEY MAY 2004

- ❑ Over one half (54%) of motorists stated that there have been occasions when they have felt drowsy when driving. (66% of motorists who drive between 10,001 and 20,000 miles per year).
- ❑ More male motorists than female motorists stated they have felt drowsy when driving (63% of males compared to 46% of females).

FIGURE 22

AND, ON HOW MANY OCCASIONS WOULD THAT HAVE BEEN?



NI OMNIBUS SURVEY MAY 2004

- Of those motorists who said they had ever felt drowsy when driving, over one half (54%) mentioned 1 occasion of tiredness and 27% 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>	Gender		Total
	Male	Female	
	%	%	%
1 am	7	10	8
2 am	13	9	11
3 am	7	4	5
4 am	9	0	5
5 am	2	1	2
6 am	4	7	5
7 am	10	14	12
8 am	7	5	6
9 am	2	4	3
10 am	4	3	4
11 am	3	1	3
12 noon	2	4	3
1 pm	4	2	3
2 pm	5	10	7
3 pm	10	10	10
4 pm	27	15	22
5 pm	9	6	8
6 pm	16	7	12
7 pm	5	8	6
8 pm	7	8	7
9 pm	6	9	7
10 pm	12	10	11
11 pm	9	11	10
12 pm	6	3	5
Refusal		4	2
Don't know	3	1	2
Total^a	282	211	493

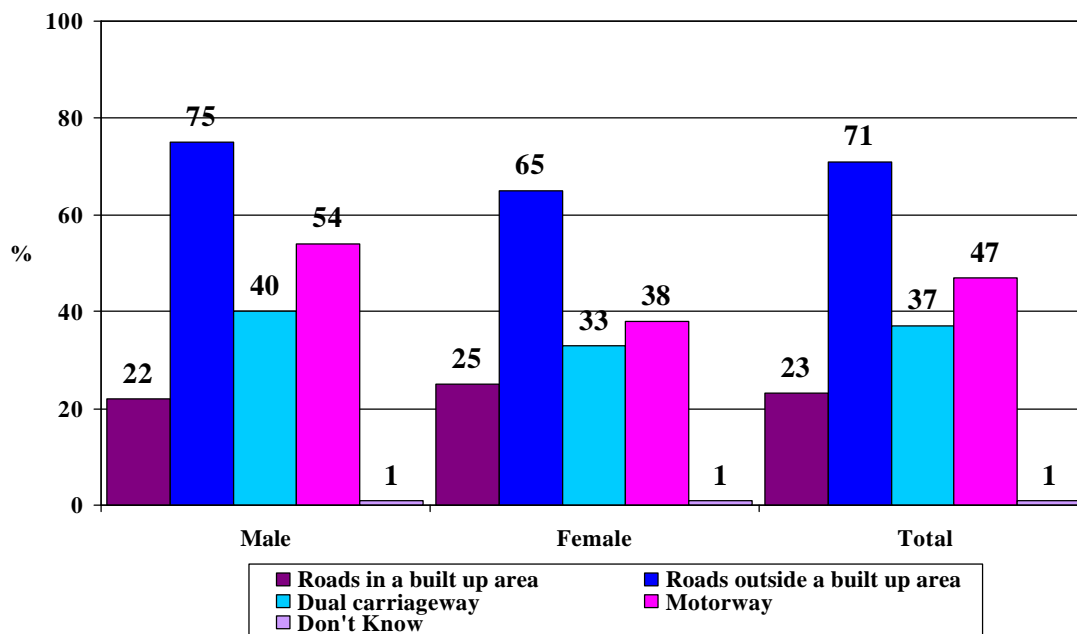
NI OMNIBUS SURVEY MAY 2004

^a Percentages may add to more than 100 due to multiple responses

- The main times motorists felt tired when driving were 2am , 7am, between 3pm and 6pm, 10pm, and 11pm.
- The most common time when male motorists felt tired was 4pm (27%), for female motorists it was also 4pm (15%).

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 2004

- The majority of respondents (71%) stated this happened on roads outside a built up area.
- Almost one half (47%) 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	%
Up to 30 minutes	[39]	55	51	26	[18]	49
Over 30 minutes but up to 1 hour	[11]	47	37	31	[10]	37
Over 1 hour but up to 2 hours	[8]	46	32	36	[16]	35
Over 2 hours but up to 4 hours	[5]	24	36	42	[14]	30
Over 4 hours but up to 8 hours	[5]	22	17	25	[11]	16
Over 8 hours but up to 12 hours	[1]	9	4	1	[1]	4
Over 12 hours			4		[2]	0
Refusal		8				2
Don't Know		2	1	1	[3]	1
Total^a	35	110	195	105	48	493

NI OMNIBUS SURVEY MAY 2004

^a 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	42	59	49
Over 30 minutes but up to 1 hour	36	37	37
Over 1 hour but up to 2 hours	41	27	35
Over 2 hours but up to 4 hours	35	24	30
Over 4 hours but up to 8 hours	25	6	16
Over 8 hours but up to 12 hours	3	3	4
Over 12 hours	1	10	0
Refusal		4	2
Don't Know	1	2	1
Total^a	282	211	493

NI OMNIBUS SURVEY MAY 2004

^a Percentages may add to more than 100 due to multiple responses

- The majority of motorists were driving for less than 30 minutes (59% of female motorists, 42% of male motorists).

FIGURE 24

AND WHAT DID YOU DO IN THIS SITUATION?

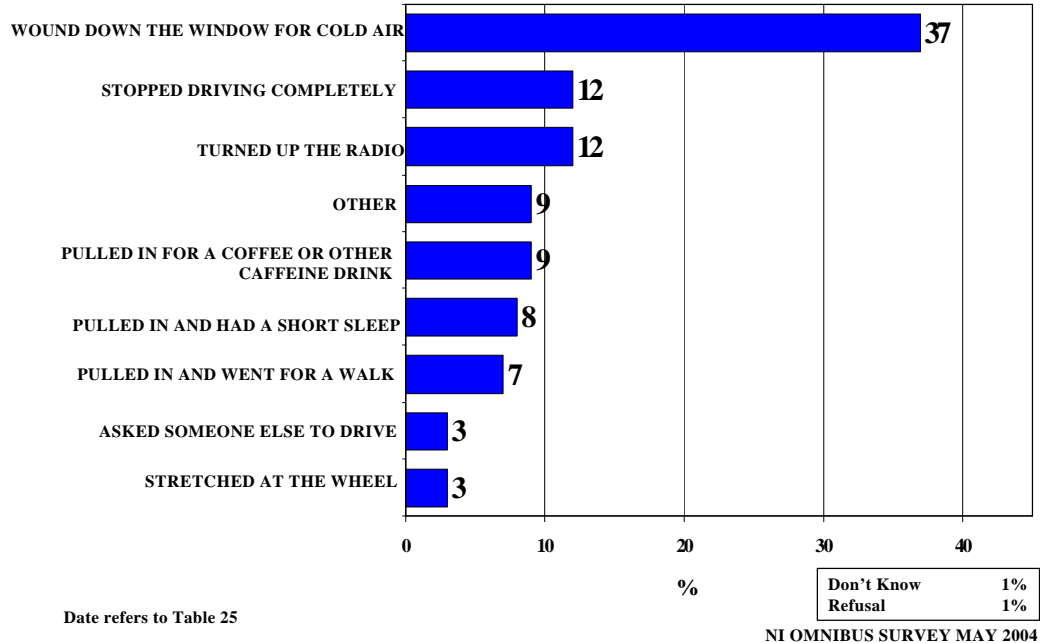


Table 25 And what did you do in this situation?

(i) Analysis by Gender

All motorists who answered one or more occasion at Figure 22 Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Stopped driving completely	13	11	12
Asked someone else to drive	3	2	3
Pulled in and had short sleep	10	4	8
Pulled in for a coffee or other caffeine drink	12	4	9
Pulled in and went for a walk	8	5	7
Wound down the window for cold air	34	42	37
Turned up the radio	10	15	12
Stretched at the wheel	3	3	3
Other	7	11	9
Refusal		2	1
Don't know	1	0	1
Total^a	848	534	1382

^aThe totals in this table reflects the number of responses given

- ❑ Over one third (37%) of those motorists who have ever felt tired when driving wound down the window for cold air (34% of males, 42% of females).
- ❑ Almost 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	60	61	64	70	68	65
Risky	33	36	34	30	28	32
Slightly risky	7	3	2	1	1	2
Not risky					1	0
Don't know	1		0		2	0
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total %
	Male	Female	
	%	%	
Very risky	60	69	65
Risky	37	28	32
Slightly risky	3	2	2
Not risky		0	0
Don't know	1	0	0
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

(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 know	Total
	%	%	%	Count	Count	Count	%
Very risky	68	54	63	[53]	[23]	[1]	61
Risky	31	41	34	[28]	[15]		35
Slightly risky	1	4	2	[3]	[1]		3
Not risky		0	0				0
Total	226	292	301	84	39	1	943

NI OMNIBUS SURVEY MAY 2004

- 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

<i>All persons aged 16 and over Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Stop driving completely	55	54	52	59	60	56
Ask someone else to drive	17	16	17	21	20	18
Pull in and a have short sleep	33	39	46	44	50	43
Pull in for a coffee or other caffeine drink	41	34	42	37	36	38
Pull in and go for a walk	33	34	41	48	38	40
Wind down the window for cold air	65	63	58	48	47	56
Turn up the radio	30	27	20	13	6	19
Stretch at the wheel	0	2	3	1	0	2
Other	11	11	8	7	6	8
Don't know	0			1	3	1
Total ^a	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

^a 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	
	%	%	
Stop driving completely	55	57	56
Ask someone else to drive	17	19	18
Pull in and a have short sleep	42	44	43
Pull in for a coffee or other caffeine drink	39	38	38
Pull in and go for a walk	42	38	40
Wind down the window for cold air	55	56	56
Turn up the radio	20	18	19
Stretch at the wheel	1	2	2
Other	10	7	8
Don't know	0	1	1
Total ^a	586	791	1377

NI OMNIBUS SURVEY MAY 2004

^a 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 (56%) and pull in and have a short sleep (43%).
- ❑ However, despite stating these are the best ways of dealing with tiredness at the wheel, only 12% of motorists stated they stopped driving completely when they felt tired at the wheel, and only 8% 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	10	9	13	14	7	11
No	90	90	87	85	92	88
Don't Know		1	0	1	1	0
Total	148	232	401	305	291	1377

NI OMNIBUS SURVEY MAY 2004

(ii) Analysis by Gender

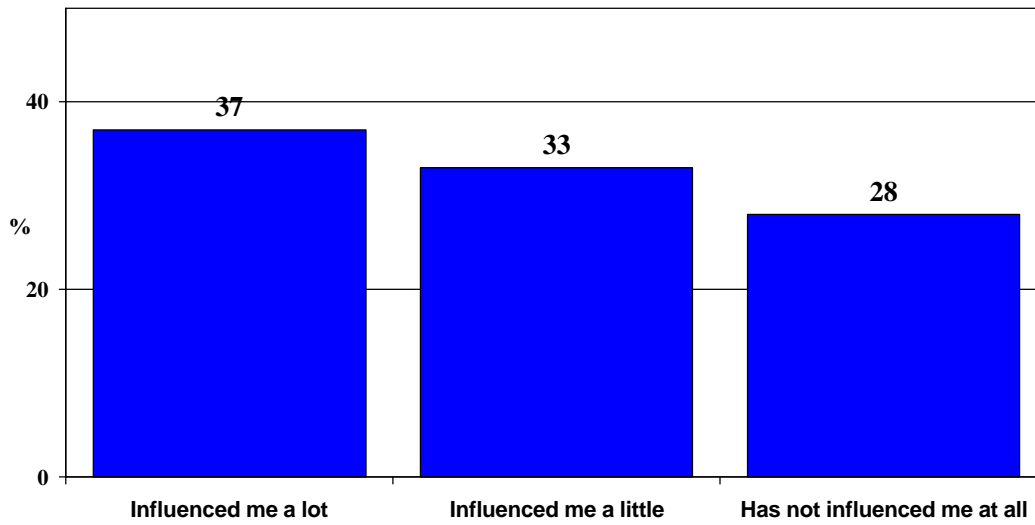
<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	13	10	11
No	86	90	88
Don't Know	1	0	0
Total	586	791	1377

NI OMNIBUS SURVEY MAY 2004

- The majority of respondents (88%) 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 2004

- 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. At 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 154 interviewers in the middle of April 2004. The fieldwork period was 26th April to the 28th May 2004.

	Number	Relative Frequency	Response Rate (Eligible Sample)
Issued addresses	2200		
Eligible sample	1940	88%	100%
Interview achieved	1377	63%	71%
Household interview only	80	4%	4%
Refusal	266	12%	14%
Non-contact	217	10%	11%
Non-eligible	260	12%	

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).

	2001 Census	CHS 2002/03 (all members of household 16+)	Omnibus (all members of household 16+)	Selected Respondent
Age				
16-24	16	16	16	15
25-34	19	18	16	16
35-49	27	28	29	29
50-64	20	22	23	23
65 and over	17	17	16	17
Gender				
Male	48	49	46	44
Female	52	51	54	56
Base=100%	1,292,169	5401	2727	1377

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 34% of households consisted of one adult, while 46% 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.

Number of adults 16 and over	Number	Household Size x Number	Relative Scaled Weight
1	464	464	0.504950
2	637	1274	1.009900
3	173	519	1.514851
4	63	252	2.019801
5	25	125	2.524752
6	12	72	3.029702
7	3	21	3.534653

$$R = \frac{1377}{2727} = 0.504950$$

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)

	Frequency	Valid Percent
Daily	832	60.4
Regularly (more than once a fortnight)	99	7.2
Occasionally (less than once a month)	48	3.5
Never	398	28.9
Total	1377	100.0

Table 1.6 (Unweighted)

	Frequency	Valid Percent
Daily	806	58.5
Regularly (more than once a fortnight)	97	7.0
Occasionally (less than once a month)	40	2.9
Never	434	31.5
Total	1377	100.0

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:

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