

Northern Ireland
Statistics &
R *agency*
Research

DOE Road Safety Monitor

Northern Ireland Omnibus Survey
May 2005

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 2005.

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:

- Respondents think that the three most important factors in causing injuries or deaths on our roads are (Table 1):
 - People speeding (87%)
 - People driving after drinking (62%)
 - Carelessness on roads (62%)

- 8% of motorists have been given Penalty Points or been convicted of a driving offence within the last three years (Table 2).

- The most effective medium for creating an awareness of road safety is TV advertising (84%) (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	1	4	3	4	6	4
Young inexperienced drivers	15	16	22	23	27	21
Poor roads	8	5	6	6	4	6
Too many drivers who haven't passed the driving test	4	1	0	3	1	2
Not enough police enforcement	2		0	2	1	1
Courts too lenient	0	1		1	1	1
People speeding	83	83	90	89	85	87
People driving after drinking	75	73	61	53	58	62
People not wearing seatbelts	12	5	7	5	4	6
Carelessness on roads	58	63	63	63	63	62
People not thinking about the dangers	5	9	9	13	11	10
Not enough hard hitting advertising	1	1		1		1
Children not trained enough in road safety	2	0	2	1	1	1
Drunk pedestrians	4	2	2	1	3	2
Car advertising glamorising speeding				0	0	0
Other	20	27	22	23	16	22
Don't Know			1	0	2	1
Total^a	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

^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	3	4	4
Young inexperienced drivers	22	20	21
Poor roads	8	4	6
Too many drivers who haven't passed the driving test	2	1	2
Not enough police enforcement	1	1	1
Courts too lenient	1	1	1
People speeding	86	88	87
People driving after drinking	61	64	62
People not wearing seatbelts	5	7	6
Carelessness on roads	63	62	62
People not thinking about the dangers	11	9	10
Not enough hard hitting advertising	0	1	1
Children not trained enough in road safety	0	2	1
Drunk pedestrians	3	2	2
Car advertising glamorising speeding	0	0	0
Other	23	21	22
Don't Know	1	1	1
Total^a	519	674	1193

NI OMNIBUS SURVEY MAY 2005

^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	5	4
Young inexperienced drivers	22	20	21
Poor roads	6	6	6
Too many drivers who haven't passed the driving test	1	2	2
Not enough police enforcement	1	1	1
Courts too lenient	0	1	1
People speeding	88	85	87
People driving after drinking	61	65	62
People not wearing seatbelts	5	8	6
Carelessness on roads	67	53	62
People not thinking about the dangers	11	6	10
Not enough hard hitting advertising	1	1	1
Children not trained enough in road safety	1	2	1
Drunk pedestrians	2	4	2
Car advertising glamorising speeding		0	0
Other	21	23	22
Don't Know	0	1	1
Total^a	803	390	1193

NI OMNIBUS SURVEY MAY 2005

^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 (62%), and
 - Carelessness on roads (62%)

- Other main reasons included “using mobile phones when driving”, “joyriding”, “drugs” 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 Count	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	[3]	16	11	5	2	8
No	[45]	84	89	95	98	91
Refusal			0			0
Total	48	145	268	204	138	803

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total %
	Male %	Female %	
Yes	11	5	8
No	88	95	91
Refusal	0		0
Total	418	385	803

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- ❑ 8% of motorists have been given Penalty Points or been convicted of a driving offence within the last three years.
- ❑ Younger drivers are more likely to have received penalty points or been convicted of a driving offence, with 16% 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 (11%), compared to 5% 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	Refusal	Don't know	Total
	%	%	%	%	
TV Advertising	84	16		0	1193
TV/Radio, news & documentaries	75	24		0	1193
Friend or relative involved in an accident or near miss	71	29		1	1193
Penalties for breaking the law	77	23		1	1193
Being involved in an accident or near miss yourself	71	28		1	1193
What you learnt when you were learning to drive*	79	22			803
Highway Code	69	30		1	1193
Likelihood of being stopped by the Police	70	29	0	1	1193
Posters	47	52		1	1193
Bus Advertising	45	54		0	1193
Articles in the Press	58	42		0	1193
TV Programmes	44	55		0	1193
Press Advertising	51	49		0	1193
Radio Advertising	49	50		0	1193

NI OMNIBUS SURVEY MAY 2005

*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	11	18	29	23	19	987
Penalties for breaking the law	10	18	28	24	20	898
TV/Radio, news & documentaries	11	17	28	22	22	895
Being involved in an accident or near miss yourself	10	19	28	24	19	836
Friend or relative involved in an accident or near miss	12	18	27	23	20	824
Highway code	10	17	29	24	20	821
Likelihood of being stopped by the Police	11	18	29	24	18	813
Articles in the Press	10	18	27	23	22	673
What you learnt when you were learning to drive*	6	19	33	26	16	623
Press Advertising	10	18	29	23	20	602
Radio Advertising	10	18	29	22	21	577
Posters	11	18	28	21	21	561
Bus Advertising	10	18	29	22	21	543
TV Programmes	12	18	28	21	21	522

NI OMNIBUS SURVEY MAY 2005

* 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	987
Penalties for breaking the law	45	55	898
TV/Radio, news & documentaries	43	57	895
Being involved in an accident or near miss yourself	46	54	836
Friend or relative involved in an accident or near miss	43	57	824
Highway code	46	54	821
Likelihood of being stopped by the Police	44	56	813
Articles in the Press	43	57	673
What you learnt when you were learning to drive *	50	50	623
Press Advertising	43	57	602
Radio Advertising	44	56	577
Posters	40	60	561
Bus Advertising	41	59	543
TV Programmes	35	65	522

NI OMNIBUS SURVEY MAY 2005

* All motorists who answered important

- ❑ The most effective medium for creating an awareness of road safety is TV Advertising (84%) followed by “What you learnt when you were learning to drive” (79%).
- ❑ The least effective is “TV programmes” with 44% of respondents rating it as important, and 55% 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 (50%). 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 “school education on safety”.

CHAPTER 2

SPEEDING

Speeding Behaviour

Speeding Attitude

Speeding Awareness

Main Findings:

- ❑ Just over one quarter of drivers (26%) 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 (61%) of respondents think that it is likely they would be caught speeding on a mobile camera (Table 6c).
- ❑ 76% 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)	[18]	24	31	27	28	29
Roads outside a built up area (30 – 60mph speed limit)	[20]	29	27	24	25	27
Dual Carriageways	[18]	23	22	23	12	23
Motorways	[19]	29	28	22	13	25
On all of the above	[9]	31	32	28	7	26
Never exceed the speed limit	[8]	13	14	22	47	21
Don't know					0	0
Total^a	48	145	268	204	138	803

NI OMNIBUS SURVEY MAY 2005

^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)	27	32	29
Roads outside a built up area (30 – 60mph speed limit)	30	23	27
Dual Carriageways	27	19	23
Motorways	31	18	25
On all of the above	33	17	26
Never exceed the speed limit	14	29	21
Don't know		0	0
Total^a	418	385	803

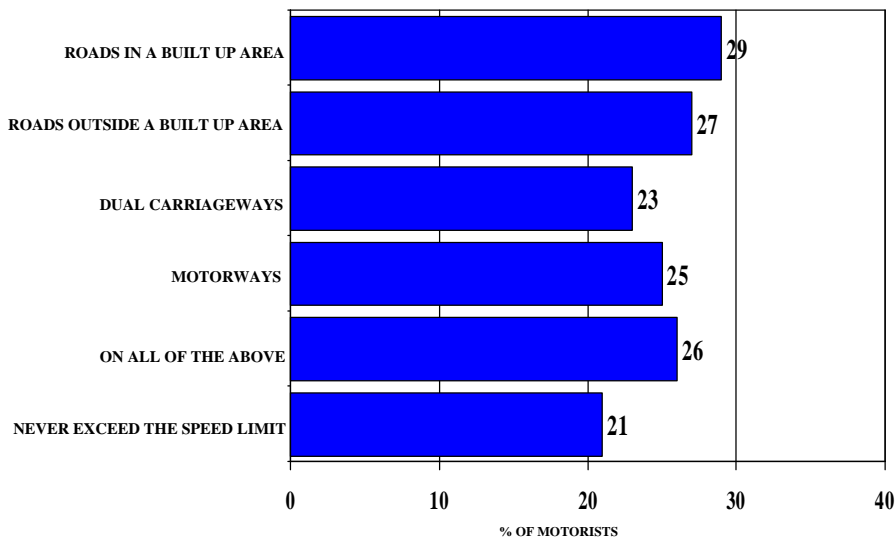
NI OMNIBUS SURVEY MAY 2005

Percentages may add to more than 100 due to multiple responses

- 26% of motorists have exceeded the speed limit on all road types.
- 29% have exceeded the speed limit on roads in a built up area, 27% on roads outside a built up area, 23% on dual carriageways and 25% on motorways.
- 21% of motorists stated that they never exceed the speed limit.
- Males are nearly 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

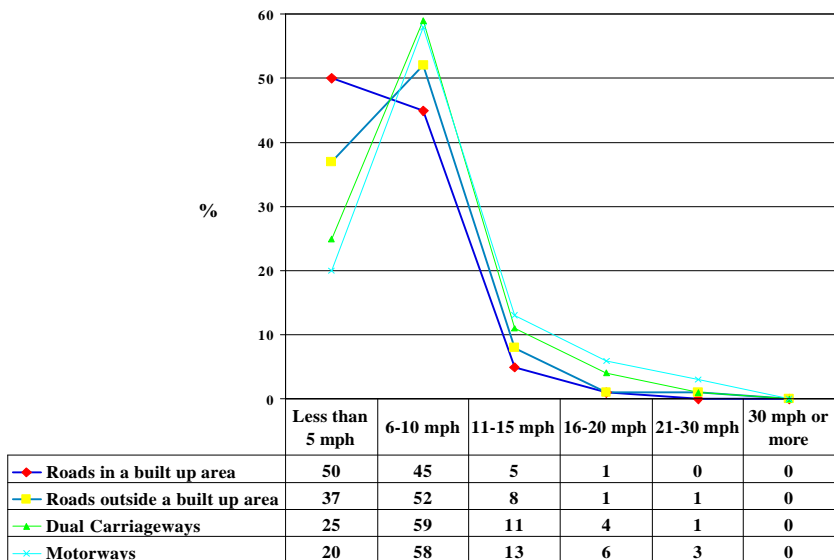


DATA REFERS TO TABLE 4a

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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 most 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	[8]	12	22	21	[10]	19
Late in the evening when there is little traffic	[9]	17	21	17	[6]	18
In an emergency	[11]	25	19	16	[13]	20
In a hurry to reach a destination (not an emergency)	[26]	46	45	30	[19]	42
Normal driving	[4]	25	24	25	[26]	25
Under no circumstances		3	2	3	[8]	3
Other	[1]	10	12	19	[5]	12
Total^a	40	126	234	160	73	633

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^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	22	14	19
Late in the evening when there is little traffic	21	13	18
In an emergency	22	18	20
In a hurry to reach a destination (not an emergency)	36	50	42
Normal driving	24	26	25
Under no circumstances	4	2	3
Other	14	9	12
Total^a	354	279	633

NI OMNIBUS SURVEY MAY 2005

^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) (42%), normal driving (25%) and in an emergency (20%).
- ❑ Males (22%) are more likely to speed in an emergency than females (18%), as well as late in the evening where there is little traffic (21% of males, 13% of females).
- ❑ Younger drivers are much more likely to speed in a hurry to reach a destination (not an emergency) than their older counterparts. 65% of those aged 16-24 and 37% of 25-34 year olds, compared to 19% of 50-64 year olds.
- ❑ Other main reasons included “to overtake”, and “not concentrating/paying attention”.

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	Refusal	Don't know	Total
	%	%	%	%	%	%	
Stopped by the police for speeding	16	39	33	11		1	1193
Caught speeding on a fixed camera	14	38	32	12		3	1193
Caught speeding on a mobile camera	13	48	29	7		4	1193
Caught jumping a red light on a fixed camera	12	31	33	19	0	5	1193

NI OMNIBUS SURVEY MAY 2005

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	11	15	20	18	12	16
Likely	47	46	36	38	31	39
Unlikely	38	31	32	33	35	33
Very unlikely	4	8	11	11	17	11
Don't Know		1	1	1	5	1
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	13	19	16
Likely	37	40	39
Unlikely	37	30	33
Very unlikely	12	9	11
Don't Know	1	2	1
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ 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	19	13	14	11	14
Likely	36	40	40	39	36	38
Unlikely	31	32	31	34	32	32
Very unlikely	14	9	14	11	14	12
Don't Know	3	1	3	2	8	3
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Very likely	12	16	14
Likely	34	43	38
Unlikely	35	29	32
Very unlikely	16	9	12
Don't Know	3	4	3
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over one half (52%) of respondents think it is likely they would be caught speeding on a fixed camera (46% of males, 59% of females).
- ❑ However, more males than females think it unlikely they would be caught (51% compared to 38%).

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>12</i>	<i>15</i>	<i>15</i>	<i>14</i>	<i>7</i>	<i>13</i>
Likely	<i>52</i>	<i>50</i>	<i>48</i>	<i>46</i>	<i>43</i>	<i>48</i>
Unlikely	<i>30</i>	<i>30</i>	<i>27</i>	<i>31</i>	<i>28</i>	<i>29</i>
Very unlikely	<i>5</i>	<i>4</i>	<i>8</i>	<i>6</i>	<i>11</i>	<i>7</i>
Don't Know	<i>3</i>	<i>1</i>	<i>3</i>	<i>3</i>	<i>10</i>	<i>4</i>
Total	<i>126</i>	<i>194</i>	<i>326</i>	<i>277</i>	<i>270</i>	<i>1193</i>

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Very likely	<i>10</i>	<i>15</i>	<i>13</i>
Likely	<i>49</i>	<i>46</i>	<i>48</i>
Unlikely	<i>30</i>	<i>28</i>	<i>29</i>
Very unlikely	<i>7</i>	<i>6</i>	<i>7</i>
Don't Know	<i>3</i>	<i>4</i>	<i>4</i>
Total	<i>519</i>	<i>674</i>	<i>1193</i>

NI OMNIBUS SURVEY MAY 2005

- ❑ Over three fifths (61%) 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	17	18	10	11	7	12
Likely	31	30	29	33	32	31
Unlikely	39	33	30	37	30	33
Very unlikely	11	17	27	15	18	19
Refusal				0		0
Don't Know	2	1	5	4	12	5
Total	126	194	326	277	270	1193

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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	10	13	12
Likely	29	33	31
Unlikely	37	30	33
Very unlikely	21	17	19
Refusal		0	0
Don't Know	3	7	5
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over two fifths (43%) of respondents think it would be likely they would be caught jumping a red light on a fixed camera (39% of males, 46% of females).
- ❑ Younger respondents are more likely to agree with this than their older counterparts (48% of 16-24 year olds compared to 39% of those aged 65 and over).

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	51	51	52	55	62	54
6-10 mph	38	36	38	31	29	34
11-15 mph	7	10	7	10	3	8
16-20 mph	3	2	1	2	1	2
21-30 mph	1	1	0	0	0	0
30 mph or more			1		1	0
Don't Know			1	1	4	1
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

- Over one half (51%) of respondents aged 16-24 agreed that it is always dangerous to exceed the speed limit on roads in a built up area, by less than 5 mph, whereas over three fifths (62%) of those aged 65 & over 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	30	33	36	39	50	38
6-10 mph	49	40	44	42	35	42
11-15 mph	12	22	10	13	7	12
16-20 mph	5	3	5	6	2	5
21-30 mph	2	1	2			1
30 mph or more		1	1	0	1	1
Don't Know	2	1	2	0	4	2
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

- Three tenths of respondents (30%) aged 16-24 agreed it is always dangerous to exceed the speed limit on roads outside a built up area, by less than 5 mph, compared to one half (50%) of those aged 65 & over.

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	23	28	33	43	30
6-10 mph	44	39	39	36	35	38
11-15 mph	21	20	20	19	11	18
16-20 mph	7	12	6	9	3	7
21-30 mph	2	3	2	2	2	2
30 mph or more	1	2	2	0	1	1
Don't Know	2	1	3	2	5	3
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

- 67% of 16-24 year olds and 62% 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 78% 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

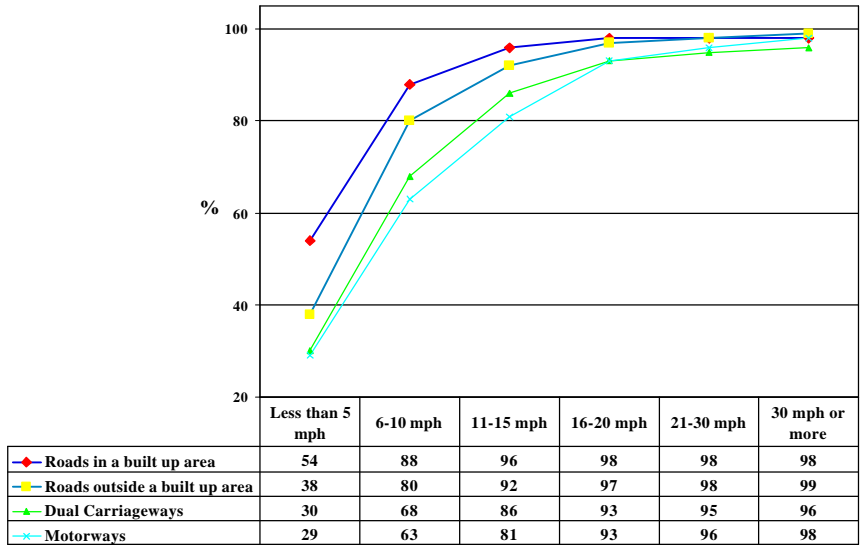
All persons aged 16 and over Base = 100%	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Less than 5mph	21	22	26	32	42	29
6-10 mph	38	34	35	32	29	34
11-15 mph	24	17	19	18	12	18
16-20 mph	12	18	12	12	8	12
21-30 mph	1	6	3	3	2	3
30 mph or more	1	2	3	1	2	2
Don't Know	2	1	3	2	5	2
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

- 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 12% of those aged 65 and over agreed with this, with 71% 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...



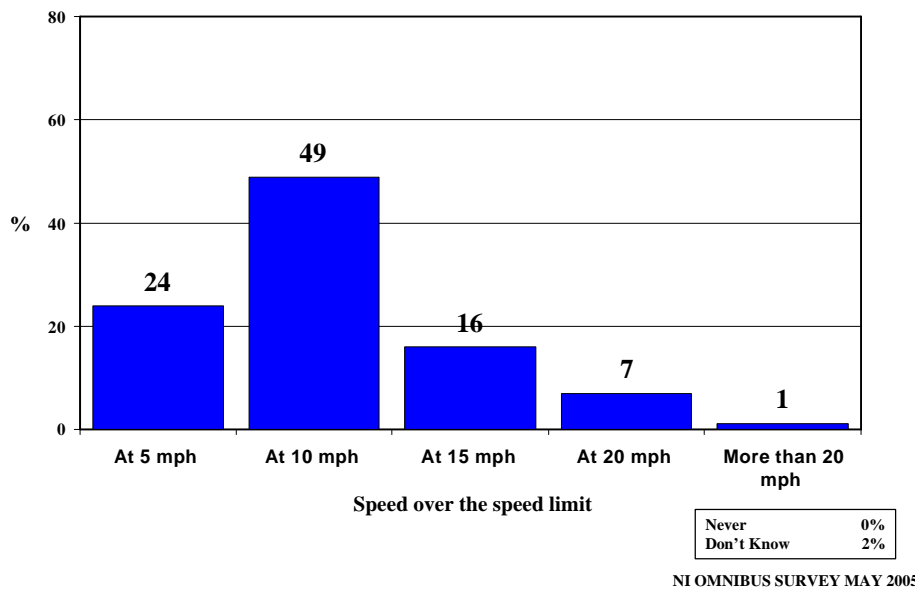
* Data excludes don't know

NI OMNIBUS SURVEY MAY 2005

- 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 (54% on a 30 mph road and 29% on a 70 mph road).

FIGURE 4

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



- Almost one half of respondents (49%) feel it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by 10 mph.

- Nearly one quarter of respondents (24%) 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)	1	4	2	3	5	3
Seat Belts (Damage)	1	2	0	2	2	1
Speeding (You can’t get over the carnage)	87	86	87	71	52	76
Pedestrian Safety (Texting and Home)	1	1	1	3	1	2
Never seen the advert	4	3	5	12	24	10
Other	6	3	2	5	6	4
Don’t Know	1	1	2	4	10	4
Refusal				1	0	0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

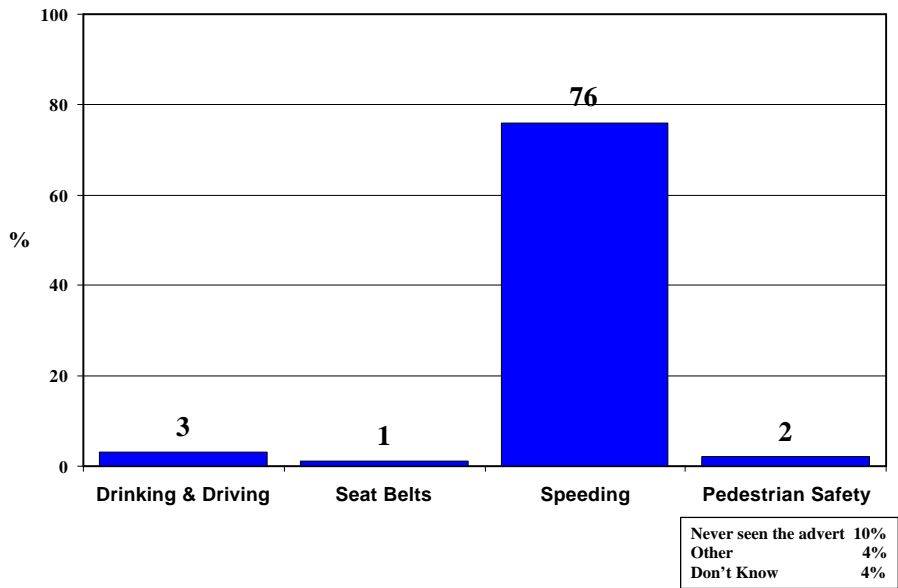
(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Drinking and Driving (Shame)	3	2	3
Seat Belts (Damage)	1	1	1
Speeding (You can’t get over the carnage)	77	76	76
Pedestrian Safety (Texting and Home)	2	1	2
Never seen the advert	9	10	10
Other	4	4	4
Refusal		0	0
Don’t Know	3	4	4
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

FIGURE 5

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 7a

NI OMNIBUS SURVEY MAY 2005

- ❑ Over three quarters (76%) of respondents correctly identified the campaign relating to Speeding (You can't get over the carnage). (77% of males, 76% of females)
- ❑ This figure dropped with age with only 52% of those over 65 correctly naming the campaign compared to 87% of 16-24 year olds, and 87% of 35-49 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	92	93	90	80	64	84
No	8	7	10	19	35	16
Refusal				1		0
Don't Know					0	0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Yes	85	83	84
No	15	17	16
Refusal		0	0
Don't Know	0		0
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- 84% of respondents were aware of the advertising campaign (93% of 25-34 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	53	53	55	50	48	52
Influenced me a little	28	34	29	29	26	29
Has not influenced me at all	18	14	16	21	25	18
Don't Know	1			0	1	0
Total	116	180	294	220	168	978

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All those who answered yes to table 7b Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Influenced me a lot	45	58	52
Influenced me a little	34	25	29
Has not influenced me at all	20	17	18
Don't Know	1	0	0
Total	433	545	978

NI OMNIBUS SURVEY MAY 2005

- ❑ 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, 18% of respondents said it had not influenced them at all.

Table 7d How often have you ridden a motorcycle on the roads in the last three years?

(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 %	
Daily	2	1	1	1		1
Weekly	2	2	1	1	0	1
Monthly			1	1		0
Seasonally e.g. summer months	4	3	7	2	0	4
Never	92	94	90	95	100	94
Refusal				1		0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total %
	Male	Female	
	%	%	
Daily	2	0	1
Weekly	2	0	1
Monthly	1	0	0
Seasonally e.g. summer months	5	2	4
Never	90	97	94
Refusal		0	0
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Ninety four percent (94%) of respondents have never ridden a motorcycle on the roads in the last three years (90% of male respondents, 97% of female respondents, 100% of those aged 65 and over).
- ❑ One percent (1%) of respondents have ridden a motorcycle daily on the roads in the last three years, and 1% have ridden a motorcycle weekly.
- ❑ Four percent (4%) of respondents stated they had ridden a motorcycle seasonally on the roads in the last three years (5% of male respondents, 2% of female respondents, 7% of 35-49 year olds).

Table 7e **How strongly do you agree or disagree with the following statements ... Motorcyclists are to blame for most collisions in which they are injured?**

(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	
	%	%	%	%	%	
Strongly agree	5	5	4	6	9	5
Agree	22	25	23	26	45	28
Neither agree or disagree	38	36	25	31	23	30
Disagree	30	26	38	30	17	29
Strongly disagree	4	6	9	5	3	6
Refusal				1		0
Don't Know	1	3	2	2	3	2
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Strongly agree	6	5	5
Agree	26	29	28
Neither agree or disagree	28	31	30
Disagree	29	29	29
Strongly disagree	9	3	6
Refusal		0	0
Don't Know	3	2	2
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Thirty three percent (33%) of respondents agree that motorcyclists are to blame for most collisions in which they are injured. (54% of those aged 65 and over).
- ❑ Over one third (35%) of respondents disagree with this (47% of 35-49 year olds).
- ❑ Three in ten respondents (30%) neither agree or disagree with this statement.

Table 7f ... Other drivers are to blame for most collisions in which a motorcyclist is injured?

(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 %	
Strongly agree	1	3	4	2	3	3
Agree	23	19	26	24	26	24
Neither agree or disagree	51	48	42	42	42	45
Disagree	25	26	26	27	24	26
Strongly disagree		2	1	1	1	1
Refusal				1	0	0
Don't Know	0	2	1	3	3	2
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total %
	Male	Female	
	%	%	
Strongly agree	4	2	3
Agree	26	22	24
Neither agree or disagree	42	47	45
Disagree	24	27	26
Strongly disagree	1	1	1
Refusal		0	0
Don't Know	3	1	2
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over one quarter (27%) of respondents agree with the statement “other drivers are to blame for most collisions in which a motorcyclist is injured”. (30% of male respondents, 24% of female respondents).
- ❑ Just over one quarter of respondents (27%) disagree with this (25% of male respondents, 28% of female respondents).
- ❑ The majority of respondents (45%) neither agree or disagree with the statement.

Table 7g ... Motorcyclists are to blame for most collisions in which they are killed?

(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 %	
Strongly agree	3	2	3	6	7	4
Agree	24	30	27	32	45	32
Neither agree or disagree	45	42	31	36	29	36
Disagree	24	22	32	21	15	24
Strongly disagree	3	3	4	2	1	3
Refusal				1		0
Don't Know	1	2	3	2	3	2
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total %
	Male	Female	
	%	%	%
Strongly agree	4	4	4
Agree	32	32	32
Neither agree or disagree	32	39	36
Disagree	25	22	24
Strongly disagree	4	2	3
Refusal		0	0
Don't Know	3	2	2
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over one third (36%) of respondents agree with the statement “Motorcyclists are to blame for most collisions in which they are killed” (38% of 50-64 year olds, 52% of those aged 65 and over).
- ❑ Over one quarter (27%) of respondents disagree with the statement (36% of 35-49 year olds).
- ❑ Almost two in five respondents (36%) neither agree or disagree with the statement.

Table 7h ... Other drivers are to blame for most collisions in which a motorcyclist is killed?

(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	
	%	%	%	%	%	%
Strongly agree	0	1	2	3	3	2
Agree	20	17	21	17	21	19
Neither agree or disagree	58	54	46	46	46	49
Disagree	21	25	28	31	27	27
Strongly disagree		1	1	1	0	1
Refusal				1	0	0
Don't Know	1	2	3	3	3	2
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	2	2	2
Agree	21	17	19
Neither agree or disagree	45	52	49
Disagree	28	26	27
Strongly disagree	1	1	1
Refusal		0	0
Don't Know	3	2	2
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over two in ten respondents (21%) agree with the statement “Other drivers are to blame for most collisions in which a motorcyclist is killed”. (23% of male respondents, 19% of female respondents).
- ❑ Over one quarter (28%) of respondents disagree with it.
- ❑ Almost one half of respondents (49%) neither agree or disagree with the statement.

Table 7i ... All motorcyclists ride too fast

(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	
	%	%	%	%	%	%
Strongly agree	6	8	9	8	18	10
Agree	28	38	34	32	43	35
Neither agree or disagree	24	20	14	16	16	17
Disagree	37	30	37	39	21	34
Strongly disagree	5	3	5	3	1	4
Refusal				1	0	0
Don't Know		1	1		2	1
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Strongly agree	10	10	10
Agree	31	38	35
Neither agree or disagree	16	19	17
Disagree	39	29	34
Strongly disagree	4	3	4
Refusal		0	0
Don't Know	1	1	1
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over two in five (45%) of respondents agree with the statement “All motorcyclists ride too fast”.
- ❑ Thirty eight percent (38%) of respondents disagree with this (43% of male respondents compared to 32% of their female counterparts).

Table 7j ... Many motorcyclists are selfish and think that they own the road?

(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	
	%	%	%	%	%	%
Strongly agree	9	8	7	7	14	8
Agree	40	37	35	36	44	38
Neither agree or disagree	19	25	21	24	20	22
Disagree	30	27	35	30	19	29
Strongly disagree	2	3	2	2	1	2
Refusal				1		0
Don't Know		1	1	0	2	1
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	7	10	8
Agree	36	40	38
Neither agree or disagree	20	24	22
Disagree	34	25	29
Strongly disagree	3	1	2
Refusal		0	0
Don't Know	1	1	1
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over two in five respondents (46%) agree that “many motorcyclists are selfish and think that they own the road”.
- ❑ Thirty one percent (31%) disagree with this statement (37% of male respondents, 26% of female respondents).

Table 7k ... Most motorcyclists ride sensibly but their public perception is tarnished by the irresponsible actions of a few?

(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	
	%	%	%	%	%	%
Strongly agree	14	13	17	13	10	14
Agree	50	55	56	63	56	57
Neither agree or disagree	24	15	15	13	19	17
Disagree	10	17	10	8	10	11
Strongly disagree	2	1	1	1	1	1
Refusal				1		0
Don't Know			1	1	3	1
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Strongly agree	14	13	14
Agree	58	55	57
Neither agree or disagree	15	18	17
Disagree	10	11	11
Strongly disagree	1	1	1
Refusal		0	0
Don't Know	1	1	1
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- Almost three quarters (71%) of respondents agree with the statement “Most motorcyclists ride sensibly but their public perception is tarnished by the irresponsible actions of a few.”

Table 71 ... Loud motorcycles frighten the life out of me?

(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	
	%	%	%	%	%	
Strongly agree	4	8	10	9	18	10
Agree	21	25	29	36	38	31
Neither agree or disagree	17	15	8	7	9	10
Disagree	44	41	43	36	28	38
Strongly disagree	14	10	10	11	6	10
Refusal				1	0	0
Don't Know			0	0	1	0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Strongly agree	4	15	10
Agree	21	39	31
Neither agree or disagree	11	9	10
Disagree	48	30	38
Strongly disagree	16	5	10
Refusal		0	0
Don't Know	0	0	0
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over two in five (41%) of respondents agree with the statement “Loud motorcycles frighten the life out of me”. Agreement increased with age with 25% of 16-24 year olds agreeing and 56% of those aged 65 and over. Females also agreed more than their male counterparts (54% of females compared to 25% of males).
- ❑ Almost one half of respondents (48%) disagree with this statement (64% of male respondents, 35% of female respondents).

Table 7m ... Most motorcyclists are careful and considerate

(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	
	%	%	%	%	%	%
Strongly agree		1	3	4	2	2
Agree	34	38	47	43	44	42
Neither agree or disagree	34	33	28	29	29	30
Disagree	29	26	21	22	21	23
Strongly disagree	3	2	1	2	1	2
Refusal				1	0	0
Don't Know	0	1	1	1	3	1
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Strongly agree	2	2	2
Agree	49	36	42
Neither agree or disagree	28	32	30
Disagree	18	28	23
Strongly disagree	2	1	2
Refusal		0	0
Don't Know	1	1	1
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ Over two-fifths of respondents (44%) agree that most motorcyclists are careful and considerate. (50% of 35-49 year olds compared to 34% of 16-24 year olds). Male respondents agreed more with this than their female counterparts (51% of males compared to 38% of females).
- ❑ One quarter (25%) of respondents disagree that most motorcyclists are careful and considerate (20% of male respondents compared to 29% of female respondents).

Table 7n In view of increasing deaths among motorcyclists, what measures do you feel should be introduced. Please rank your top five in order of importance.

(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	
	%	%	%	%	%	%
Compulsory training for all new motorcyclists	89	88	86	89	83	87
Compulsory training for all new car drivers	29	42	48	38	31	39
Power restrictions based on motorcyclists age or experience	77	83	77	80	68	77
More TV advertising aimed at influencing motorcyclists behaviour	60	64	60	51	43	56
Greater police enforcement of motorcyclists behaviour, licensing and insurance	73	68	60	58	63	63
More TV advertising aimed at encouraging drivers to look out for motorcyclists	58	61	54	57	44	55
Better roads	45	27	33	29	29	32
Less emphasis placed on speed by motorcycle publications	26	29	28	29	29	28
Other – please specify	1	2	1	7	3	3
Refusal				1	1	0
Don't Know	1	1	1	1	6	2
Total^a	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

^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	
	%	%	%
Compulsory training for all new motorcyclists	87	87	87
Compulsory training for all new car drivers	43	36	39
Power restrictions based on motorcyclists age or experience	78	77	77
More TV advertising aimed at influencing motorcyclists behaviour	53	58	56
Greater police enforcement of motorcyclists behaviour, licensing and insurance	58	68	63
More TV advertising aimed at encouraging drivers to look out for motorcyclists	53	56	55
Better roads	36	29	32
Less emphasis placed on speed by motorcycle publications	31	26	28
Other – please specify	5	1	3
Refusal	0	0	0
Don't Know	1	2	2
Total^a	519	674	1193

NI OMNIBUS SURVEY MAY 2005

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

- In view of increasing deaths among motorcyclists, the top five measures respondents think should be introduced are: Compulsory training for all new motorcyclists (87%), Power restrictions based on motorcyclists age or experience (77%), Greater police enforcement of motorcyclists behaviour, licensing and insurance (63%), More TV advertising aimed at influencing motorcyclists behaviour (56%), and More TV advertising aimed at encouraging drivers to look out for motorcyclists (55%).
- Greater police enforcement of motorcyclists behaviour, licensing and insurance (63%) was favoured more by females respondents than their male counterparts (58% of males compared to 68% of females).

Table 7o **What should be the maximum speed permitted for motorcyclists on single carriageway roads. It is currently 60mph?**

(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	
	%	%	%	%	%	
30	0		0	1	2	1
35		1	1			0
40	3	5	4	6	7	5
45	5	2	5	2	4	4
50	16	17	16	14	21	17
51					0	0
55	2	0	1	1	1	1
60	69	68	68	71	54	66
63					0	0
65				0		0
70	3	3	2	1	1	2
75		1				0
80		1	1	1		0
100	2					0
Refusal				1		0
Don't Know	1	3	2	2	8	3
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
30	1	1	1
35	0	0	0
40	3	7	5
45	2	5	4
50	12	21	17
51	0		0
55	1	1	1
60	74	60	66
63		0	0
65		0	0
70	3	0	2
75	0	0	0
80	1		0
100	1		0
Refusal		0	0
Don't Know	2	4	3
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- Two thirds (66%) of respondents think the maximum speed for motorcyclists on single carriageway roads should stay as it is at 60mph. This ranged from a low of 54% of those aged 65 and over to a high of 71% of 50-64 year olds. (74% of male respondents, 60% of female respondents).
- Almost one fifth (17%) of respondents think the maximum speed should be 50mph (12% of male respondents compared to 21% of their female counterparts).

CHAPTER 3

DRINKING AND DRIVING

Drinking and Driving Behaviour

Drinking and Driving Attitude

Drinking and Driving Awareness

Main Findings:

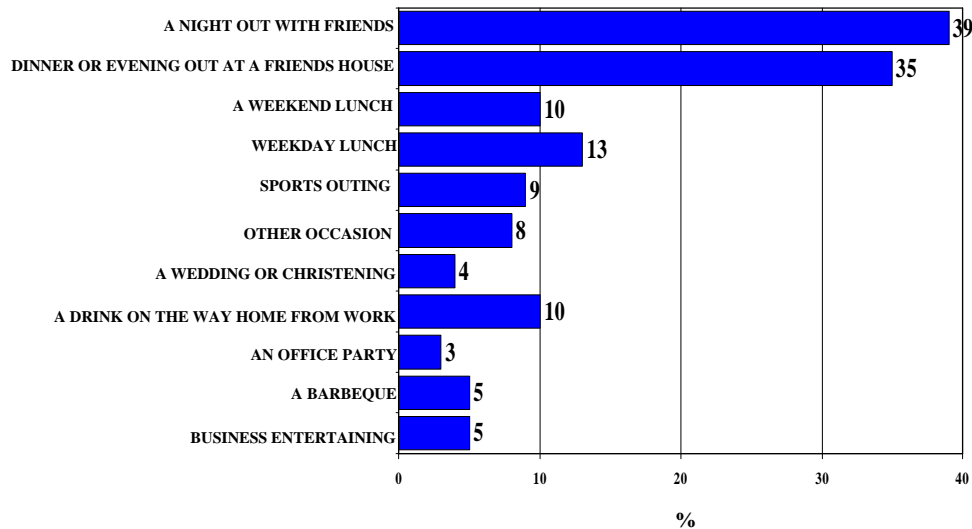
- ❑ The two main occasions when people might have an alcoholic drink and drive afterwards are a night out with friends (39%) and dinner or evening out at a friends house (35%) (Figure 6).
- ❑ Three in ten (30%) of motorists who drink said it was likely they would drive after one drink (Table 8).
- ❑ The vast majority (86%) of respondents think the police should be able to stop people at random and breathalyse them (Figure 9).
- ❑ One half (50%) 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

68% of all respondents drink alcohol, (72% of male respondents and 65% 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 2005

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

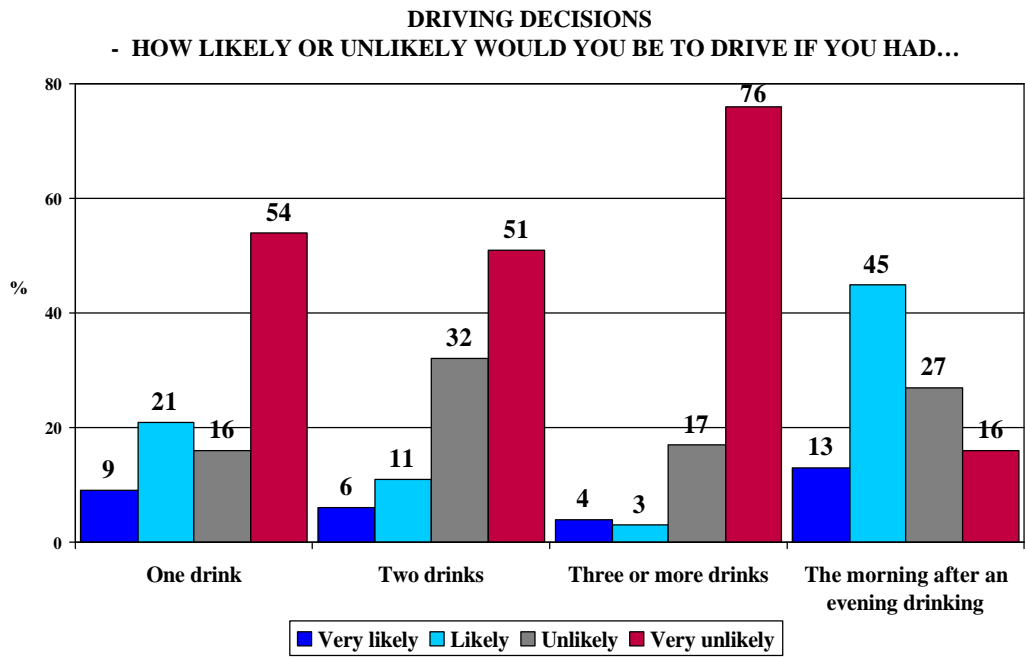
<i>All motorists who drink</i> <i>Base = 100%</i>	Very likely	Likely	Unlikely	Very unlikely	Total
	%	%	%	%	%
One drink	9	21	16	54	571
Two drinks	6	11	32	51	*267
Three or more drinks	4	3	17	76	**132
The morning after an evening on which you had been drinking	13	45	27	16	*267

NI OMNIBUS SURVEY MAY 2005

* 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 2005

- Three in ten (30%) of motorists who drink said they would drive after one drink. This reduced to 17% after two drinks and 7% after three or more drinks.
- While 43% of motorists stated they would not be likely to drive on the morning after an evening drinking, 58% 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	27	5
Likely	46	12
Unlikely	17	43
Very unlikely	10	40
Total	149	149

NI OMNIBUS SURVEY MAY 2005

- ❑ Of those respondents that answered this question almost three quarters (73%) would take into account the amount they drank the previous evening before driving the next morning.
- ❑ Over eight in ten (83%) 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	[18]	[50]	85	[67]	[13]	87
No	[3]	[2]	13	[6]	[10]	13
Total	21	52	98	73	23	267

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All motorists who did not answer very unlikely to Table 8</i> Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Yes	86	89	87
No	14	11	13
Total	161	106	267

NI OMNIBUS SURVEY MAY 2005

- ❑ 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>	Total %
Risk of being caught by the police	52
Risk of injury to self (or other)	49
Risk of death to self (or other)	39
Fear of crashing	30
Fear of loss of licence if caught	28
Fear of losing job if disqualified	14
Fear of being arrested if caught	12
Fear of being breath tested	12
Being unable to get car insurance/higher premiums	12
Other	10
Having to resit test if disqualified	9
Embarrassment with family and friends	8
Total^a	233

NI OMNIBUS SURVEY MAY 2005

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

- The main factors that would put motorists off were the risk of being caught by the police (52%), the risk of injury to themselves or others (49%), risk of death to themselves or others (39%), fear of crashing (30%), and fear of loss of licence if caught (28%).

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	9	22	16	53	0	1193
Had two drinks	7	21	39	34	0	*562
Had three or more drinks	3	5	27	65	0	**371

NI OMNIBUS SURVEY MAY 2005

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

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

- Over two thirds (69%) 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	16	19	22	16	11	17
Likely	46	41	36	38	36	39
Unlikely	30	29	27	33	35	31
Very unlikely	8	9	13	11	11	11
Don't know	0	1	2	3	8	3
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Very likely	15	19	17
Likely	39	39	39
Unlikely	32	29	31
Very unlikely	12	9	11
Don't know	2	3	3
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- Over half of respondents (56%) 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	[11]	32	27	33	[25]	31
1	[10]	28	26	25	[11]	25
2	[6]	21	28	19	[21]	24
3	[7]	12	5	7	[1]	8
4			2	2		1
5		3	0	2	[1]	1
6	[1]	1				0
7				1		0
8		1		1		0
9			1			0
Don't know	[3]	3	11	11	[7]	9
Total	38	119	213	135	66	571

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

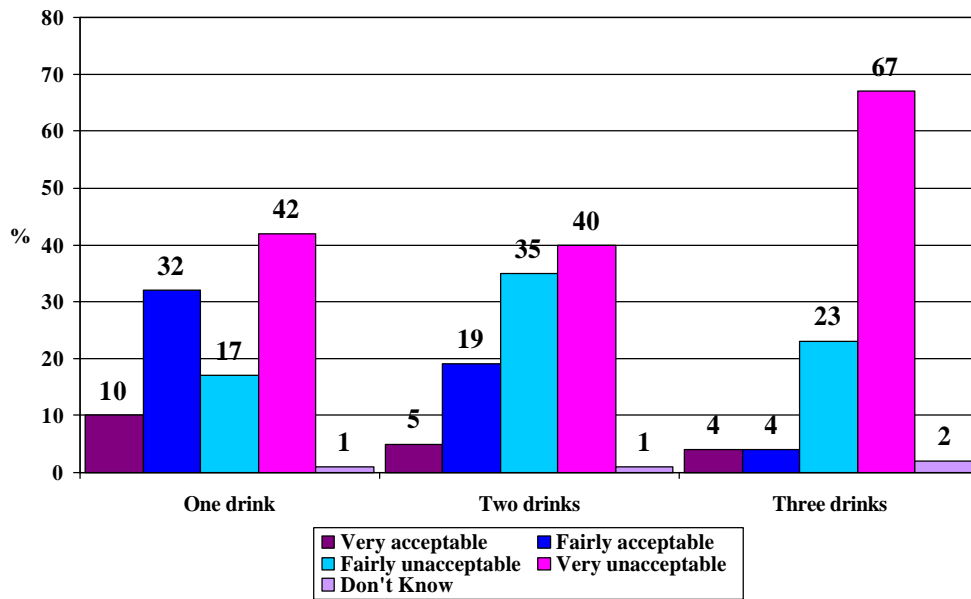
<i>All motorists who drink</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
0	26	37	31
1	23	28	25
2	26	22	24
3	10	4	8
4	1	1	1
5	2	0	1
6	0		0
7		0	0
8	1		0
9	0		0
Don't know	11	6	9
Total	308	263	571

NI OMNIBUS SURVEY MAY 2005

- Of motorists who drink, 31% 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. (14% of males compared to 5% of females)

FIGURE 8

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



NI OMNIBUS SURVEY MAY 2005

- Over two fifths (42%) of respondents think it is acceptable to drive after one drink.
- 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</i> <i>Base = 100%</i>	Age					Total
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Should be higher	8	6	5	4	5	6
Should be lower	10	6	8	13	11	10
Should be no limit	2	2	1	1	1	1
Should stay the same	44	41	36	34	30	36
Should not be allowed to drive after any alcohol	33	44	48	46	50	45
Don't Know	4	1	2	1	4	2
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

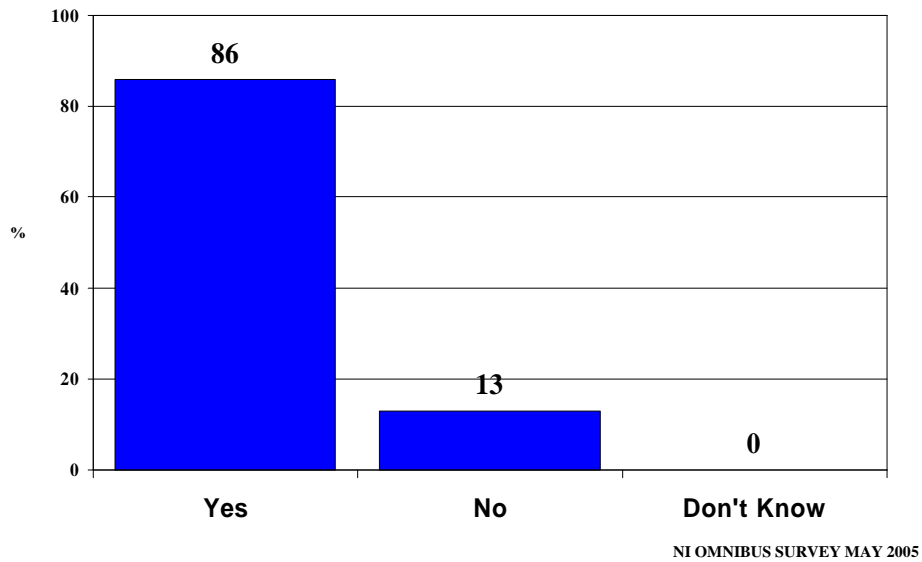
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Should be higher	6	5	6
Should be lower	9	10	10
Should be no limit	1	2	1
Should stay the same	44	30	36
Should not be allowed to drive after any alcohol	39	50	45
Don't Know	1	3	2
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- 36% 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, 50% 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?



- The majority (86%) of respondents agree that the police should be able to stop people at random and breathalyse them for driving under the influence.
- Of those 13% of respondents that did not agree with this, the main reasons why not included “invasion rights/privacy” and “police should have valid reason”.

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 Base = 100%</i>	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't Know	Total
	%	%	%	%	%	%	%	
There is not much chance of having an accident when driving after drinking if you are careful	1	5	5	44	45		1	1193
It is difficult in social occasions to keep track of what you are drinking	8	34	5	31	19		2	1193
The penalties for drinking and driving are not very severe, even if caught	13	37	14	28	5	0	4	1193
There is not as much drinking and driving enforcement as in previous years	3	24	25	37	3	0	8	1193
The laws for drinking and driving offences are effective in reducing casualties on the road	5	44	17	26	6	0	3	1193

NI OMNIBUS SURVEY MAY 2005

- ❑ One half of respondents (50%) 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)	97	96	98	93	79	93
Seat Belts (Damage)	1	2	0	2	1	1
Speeding (You can't get over the carnage)	2	1	0	2	5	2
Never seen the advert		2	1	1	8	2
Other			0	0	1	0
Refusal				1	0	0
Don't Know		0	0	1	5	1
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

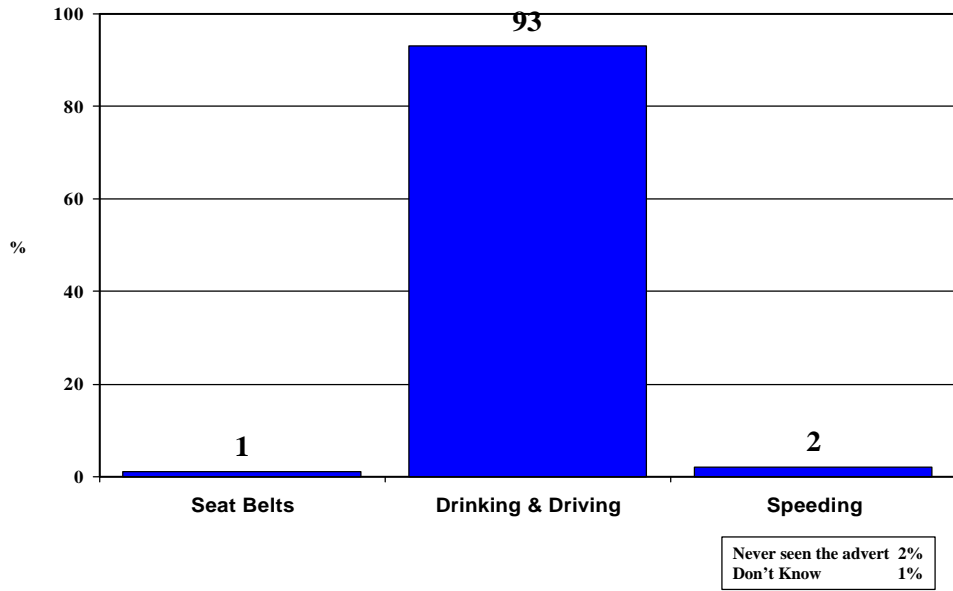
(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Drinking and Driving (Shame)	93	93	93
Seat Belts (Damage)	1	1	1
Speeding (You can't get over the carnage)	2	2	2
Never seen the advert	3	2	2
Other	0	0	0
Refusal		0	0
Don't Know	1	1	1
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

FIGURE 10

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 16a

NI OMNIBUS SURVEY MAY 2005

- 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	100	97	99	95	84	95
No		3	1	4	15	4
Refusal				1	0	0
Don't Know					1	0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Yes	95	96	95
No	5	4	4
Refusal		0	0
Don't Know	0	0	0
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- 95% of respondents were aware of the campaign (100% of 16-24 year olds, 97% of 25-34 year olds and 99% of 35-49 year olds).

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	59	61	60	52	47	56
Influenced me a little	22	21	17	21	19	20
Has not influenced me at all	18	18	23	27	33	24
Refusal			0			0
Don't Know	1			1	1	0
Total	126	190	323	266	222	1127

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

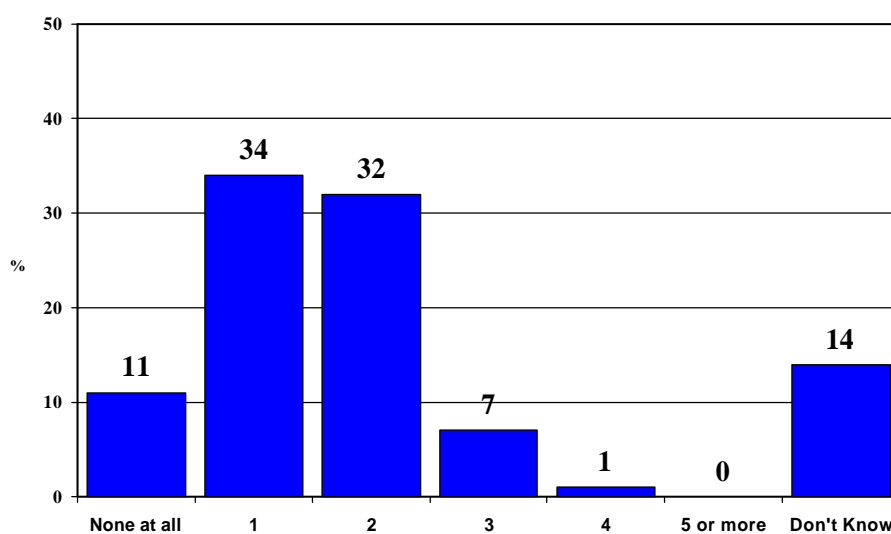
All those who answered yes to table 16b Base = 100%	Gender		Total
	Male	Female	
	%	%	%
Influenced me a lot	51	60	56
Influenced me a little	21	18	20
Has not influenced me at all	27	21	24
Refusal	0		0
Don't Know	1	0	0
Total	488	639	1127

NI OMNIBUS SURVEY MAY 2005

- 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. (51% 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 2005

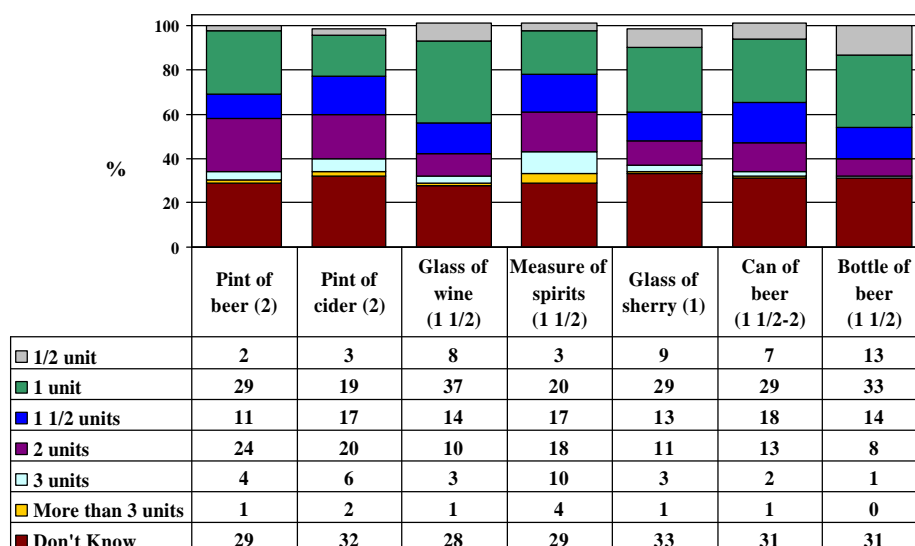
Table 16d How many units of alcohol are contained in a ...

<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	29	11	24	4	1	0	29	1193
Pint of cider (2)	3	19	17	20	6	2	0	32	1193
Glass of wine (1½)	8	37	14	10	3	1	0	28	1193
Measure of spirits (1½)	3	20	17	18	10	4	0	29	1193
Glass of sherry (1)	9	29	13	11	3	1	0	33	1193
Can of beer (440 ml) (1½-2)	7	29	18	13	2	1	0	31	1193
Bottle of beer (330 ml) (1½)	13	33	14	8	1	0	0	31	1193

NI OMNIBUS SURVEY MAY 2005

FIGURE 12

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



Data excludes refusals

DATA REFERS TO TABLE 16d

NI OMNIBUS SURVEY MAY 2005

- 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:

- ❑ Four fifths (80%) 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 three fifths (59%) 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 (72%), amount of traffic (67%), personal security (41%), and the position of the pedestrian crossing – how far you have to go to use it (41%) (Table 18).
- ❑ Two thirds (67%) 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 (71%) (Figure 20).
- ❑ 80% 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	35	48	46	60	44
Nearly always	43	37	36	40	23	36
Sometimes	24	20	12	11	12	15
Hardly ever	3	7	3	2	3	3
Never	1	1	1	1	2	1
Total	123	178	290	241	202	1034

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

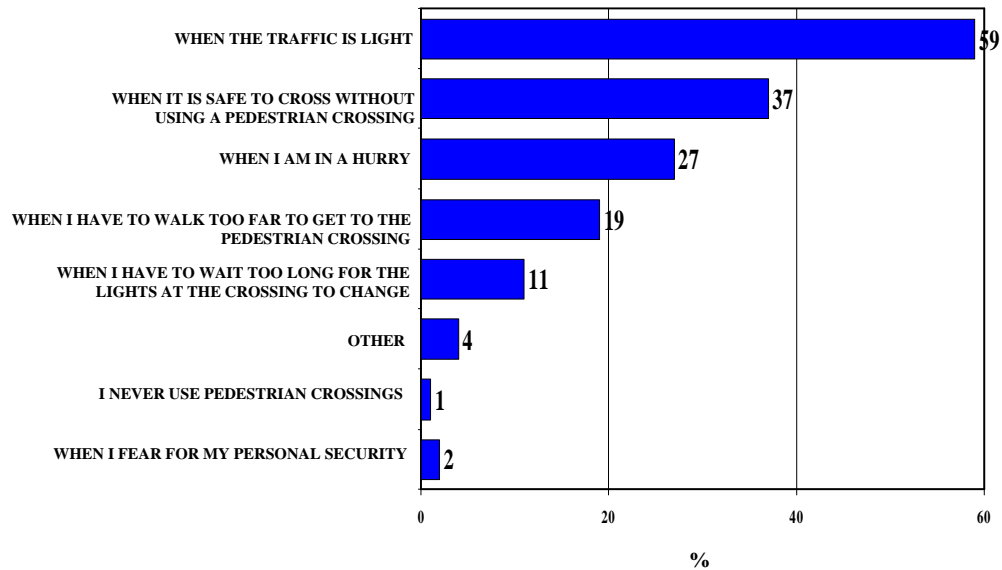
<i>All pedestrians</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Always	34	53	44
Nearly always	37	35	36
Sometimes	22	10	15
Hardly ever	5	2	3
Never	2	1	1
Total	449	585	1034

NI OMNIBUS SURVEY MAY 2005

- 80% of pedestrians would actually use a pedestrian crossing if they are at or near one when crossing the road (71% of male pedestrians, 88% of female pedestrians).

FIGURE 13

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



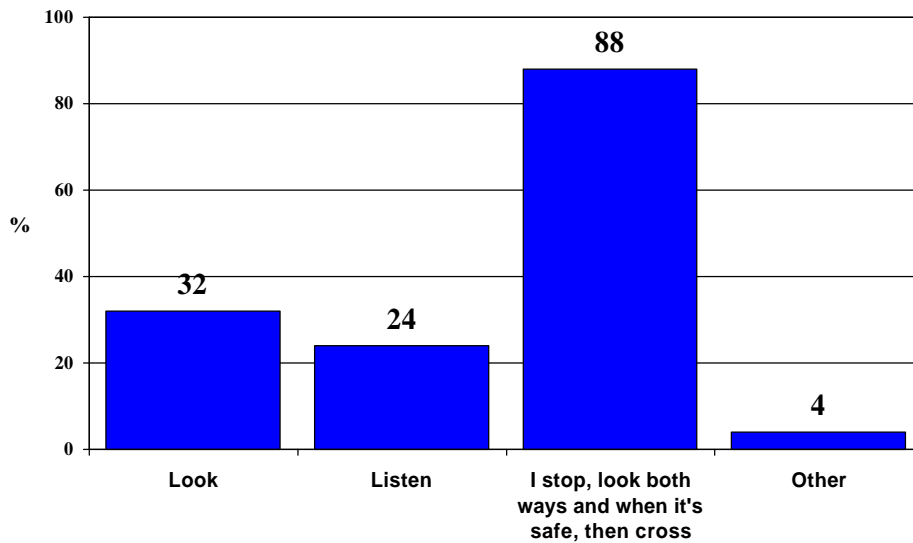
Percentages may add to more than 100 due to multiple responses

NI OMNIBUS SURVEY MAY 2005

- The main circumstances in which a pedestrian would not use a pedestrian crossing are when the traffic is light (59%) and when it is safe to cross without using the pedestrian crossing (37%).
- Other main reasons included “laziness”, and “when it’s raining”.

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 2005

- 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 ...

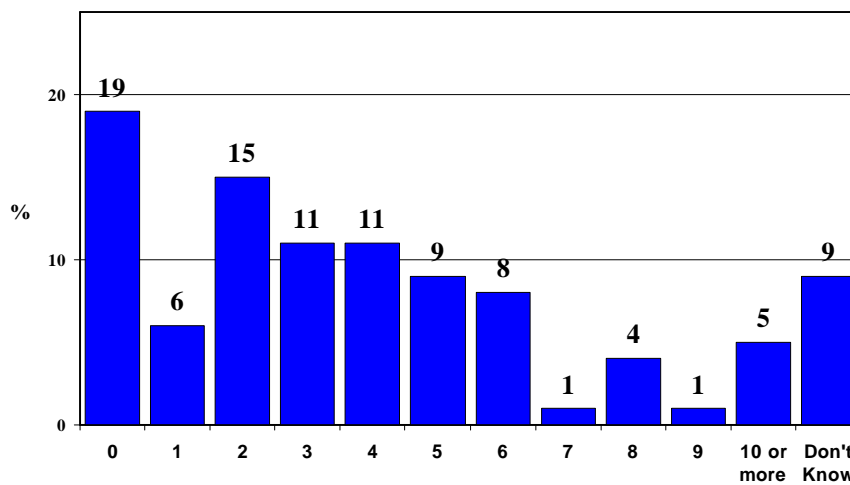
<i>All pedestrians</i> <i>Base = 100%</i>	Always	Nearly always	Sometimes	Hardly ever	Never	Refusal	Don't Know	Total
	%	%	%	%	%	%	%	
Cross one lane of traffic, stop in the middle of the road and then cross the next lane	6	11	37	23	23		0	1034
Walk out onto the road between parked cars	3	9	43	24	21		0	1034
Get off a bus and either cross in front or behind it before it has moved off	1	1	10	21	67		0	1034
Misjudge the speed of traffic	1	3	37	30	28	0	0	1034

NI OMNIBUS SURVEY MAY 2005

- ❑ 67% of pedestrians would never get off a bus and either cross in front or behind it before it had moved off.
- ❑ 55% 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?

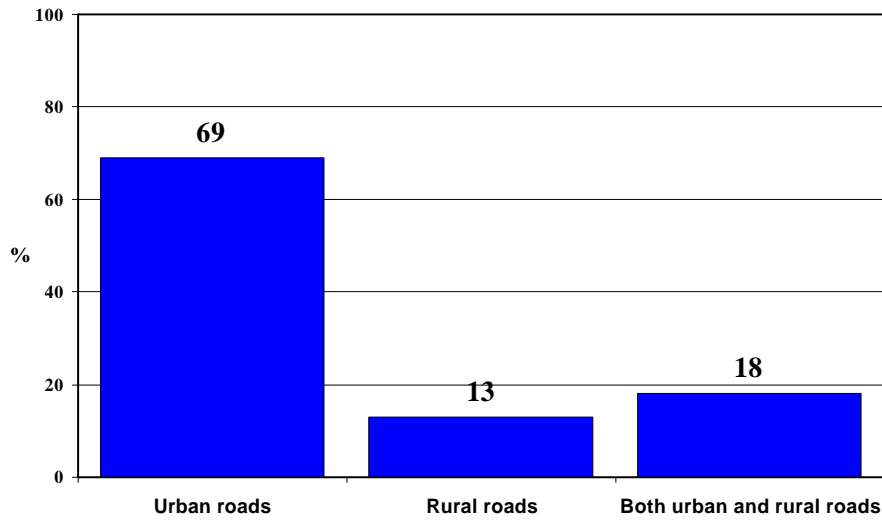


NI OMNIBUS SURVEY MAY 2005

- ❑ Almost one fifth (19%) 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?

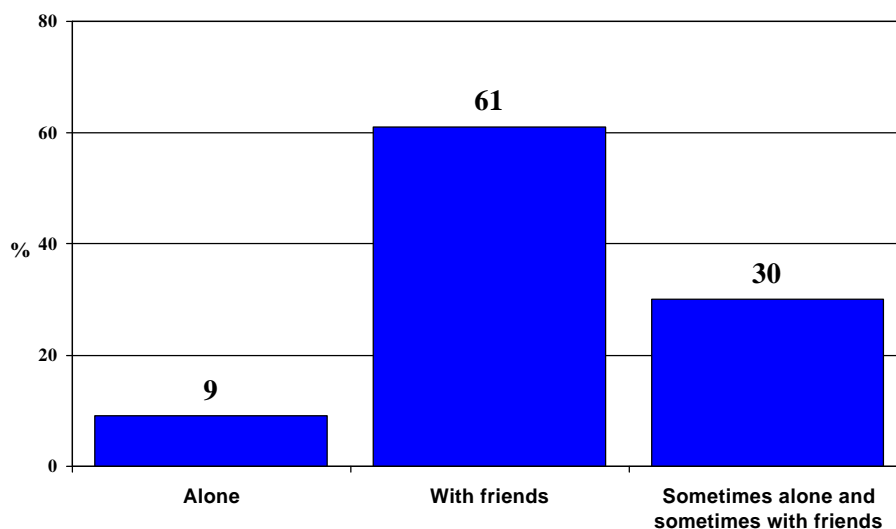


NI OMNIBUS SURVEY MAY 2005

- Over two thirds (69%) 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 2005

- Over three fifths of respondents (61%) 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
	%	%26	%	%	%	%	
In a built up area	64	26	7	3	1	0	803
Outside a built up area	55	26	14	4	1	0	803
On a dual carriageway	44	21	16	15	5	0	803

NI OMNIBUS SURVEY MAY 2005

- 90% 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 65% 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	[23]	45	47	55	49	49
Look behind/check rear view mirror for other traffic	[42]	67	83	79	68	77
Look left and right for pedestrians	[26]	52	51	48	32	48
Look behind/check rear view mirror for other pedestrians	[31]	66	70	60	58	64
Other	[1]	9	4	5	6	5
Don't Know			0	0		0
Total ^a	48	145	268	204	138	803

NI OMNIBUS SURVEY MAY 2005

^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	48	50	49
Look behind/check rear view mirror for other traffic	76	79	77
Look left and right for pedestrians	44	53	48
Look behind/check rear view mirror for other pedestrians	63	66	64
Other	7	4	5
Don't Know	0		0
Total ^a	418	385	803

NI OMNIBUS SURVEY MAY 2005

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

- ❑ Over three quarters (77%) of motorists claimed they look behind/check their rear mirror for other traffic before performing a manoeuvre.
- ❑ However, only 49% of motorists stated they look left and right for other traffic before performing a manoeuvre, and only 48% 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	69	72	64	65	71	67
Safety from traffic	66	72	71	77	74	72
Waiting time	27	25	15	12	14	18
Personal security	43	38	41	38	46	41
The position of the pedestrian crossing – how far you have to go to use it	42	38	42	41	43	41
The type of crossing	12	5	4	3	6	6
Other	15	18	22	14	8	16
Refusal				1		0
Don't Know		1		0	1	0
Total^a	122	176	287	237	198	1020

NI OMNIBUS SURVEY MAY 2005

^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	68	67	67
Safety from traffic	67	76	72
Waiting time	19	17	18
Personal security	36	45	41
The position of the pedestrian crossing – how far you have to go to use it	46	37	41
The type of crossing	7	4	6
Other	17	16	16
Refusal		0	0
Don't Know	1	0	0
Total^a	439	581	1020

NI OMNIBUS SURVEY MAY 2005

^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 (72%), amount of traffic (67%), personal security (41%), and the position of the pedestrian crossing – how far you have to go to use it (41%).
- Other main reasons included “to set a good example”, “to teach children”, and “if I had children with me”.

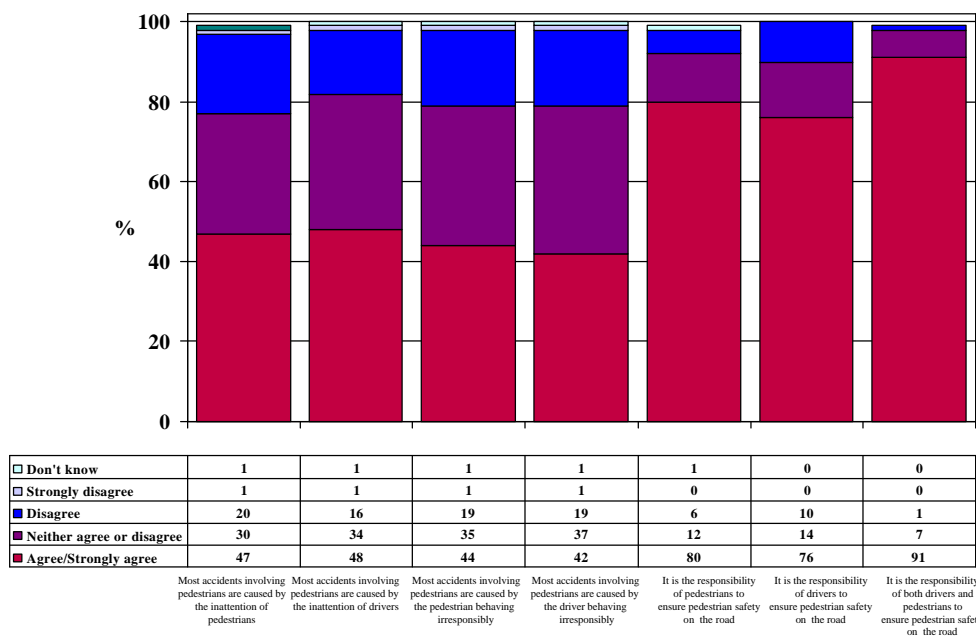
Table 19 How strongly do you agree or disagree with the following statements ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't know	Total
	%	%	%	%	%	%	%	
The majority of accidents involving pedestrians are caused by the inattention of pedestrians	5	42	30	20	1	0	1	1193
The majority of accidents involving pedestrians are caused by the inattention of drivers	4	44	34	16	1	0	1	1193
The majority of accidents involving pedestrians are caused by the pedestrian behaving irresponsibly	4	40	35	19	1	0	1	1193
The majority of accidents involving pedestrians are caused by the driver behaving irresponsibly	4	38	37	19	1	0	1	1193
It is the responsibility of pedestrians to ensure pedestrian safety on the road	14	66	12	6	0	0	1	1193
It is the responsibility of drivers to ensure pedestrian safety on the road	11	65	14	10	0	0	0	1193
It is the responsibility of both drivers and pedestrians to ensure pedestrian safety on the road	34	57	7	1	0	0	0	1193

NI OMNIBUS SURVEY MAY 2005

FIGURE 18

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



DATA REFERS TO TABLE 19

NI OMNIBUS SURVEY MAY 2005

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					
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
None	4	3	7	8	12	7
One or two alcoholic drinks	20	17	25	25	34	25
Three or four alcoholic drinks	32	27	31	29	25	29
Five or six alcoholic drinks	20	34	13	7	3	14
Seven or eight alcoholic drinks	8	4	3	3	0	3
More than eight alcoholic drinks	3	6	3	1	0	3
Don't Know	12	10	17	28	25	19
Total^a	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

^a 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	6	8	7
One or two alcoholic drinks	22	27	25
Three or four alcoholic drinks	31	28	29
Five or six alcoholic drinks	15	13	14
Seven or eight alcoholic drinks	4	3	3
More than eight alcoholic drinks	4	2	3
Don't Know	19	19	19
Total^a	519	674	1193

NI OMNIBUS SURVEY MAY 2005

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

- ❑ One quarter (25%) 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	Refusal	Don't Know	Total
	%	%	%	%	%	%	
Cross one lane of traffic, stop in the middle and then cross the next lane	38	53	9	0	0	0	1193
Walk out onto the road between parked cars	35	58	7		0	0	1193
Get off a bus and either cross in front of it or behind it before it has moved off	55	42	2	0	0	0	1193
Misjudge the speed of traffic	43	55	2		0	0	1193

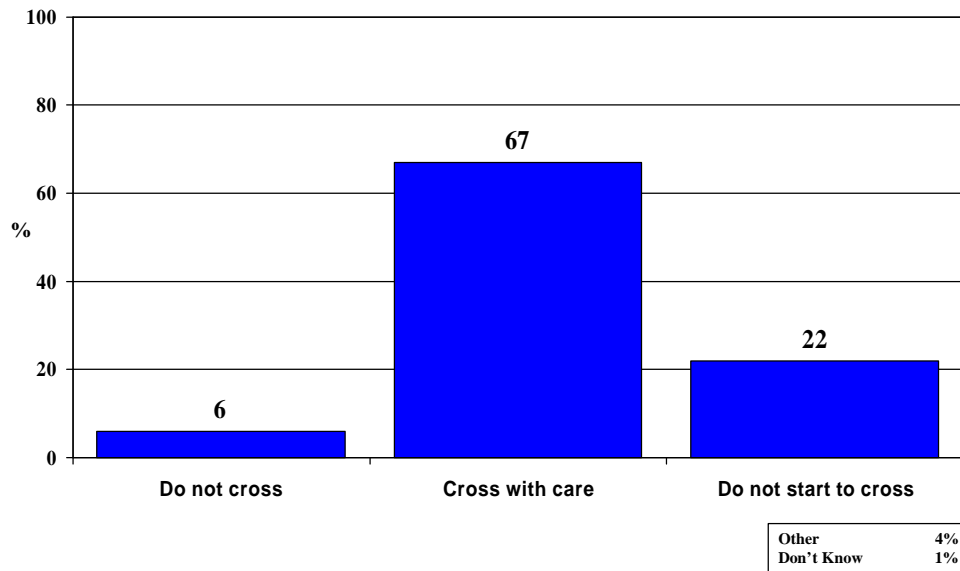
NI OMNIBUS SURVEY MAY 2005

- ❑ 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

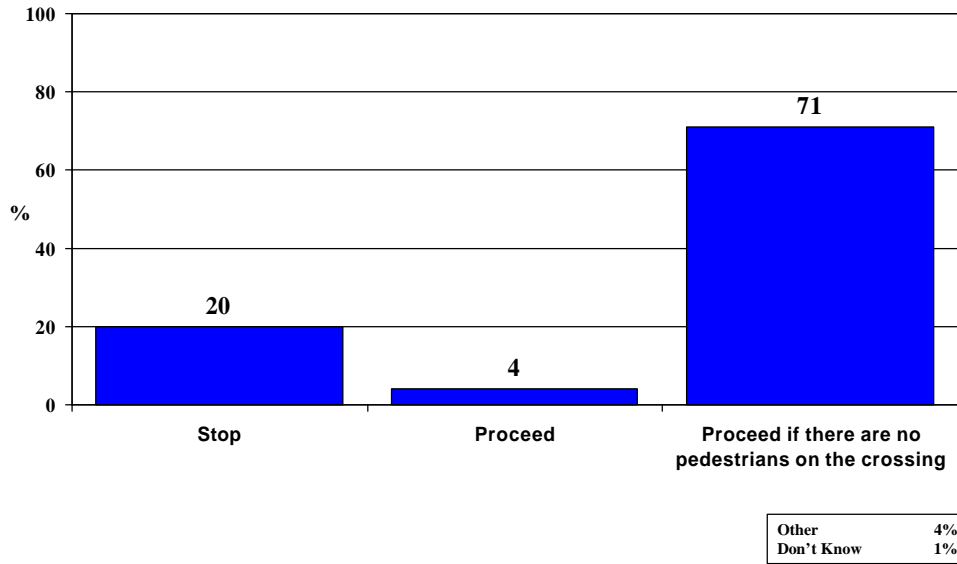


NI OMNIBUS SURVEY MAY 2005

- Over two thirds (67%) of respondents think that the green man flashing signal means cross with care at a pedestrian crossing. Only 22% 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 2005

- A high number of respondents are aware what an amber light flashing means when driving and approaching a pedestrian crossing (71%).

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)		2	0	1	4	1
Seat Belts (Damage)		1		1		0
Speeding (You can't get over the carnage)	3	2	2	5	5	3
Pedestrian Safety (Texting and Home)	88	85	89	77	62	80
Never seen the advert	3	5	4	8	17	7
Other	5	4	5	5	3	4
Refusal				1	0	0
Don't Know	1	1	0	2	10	3
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

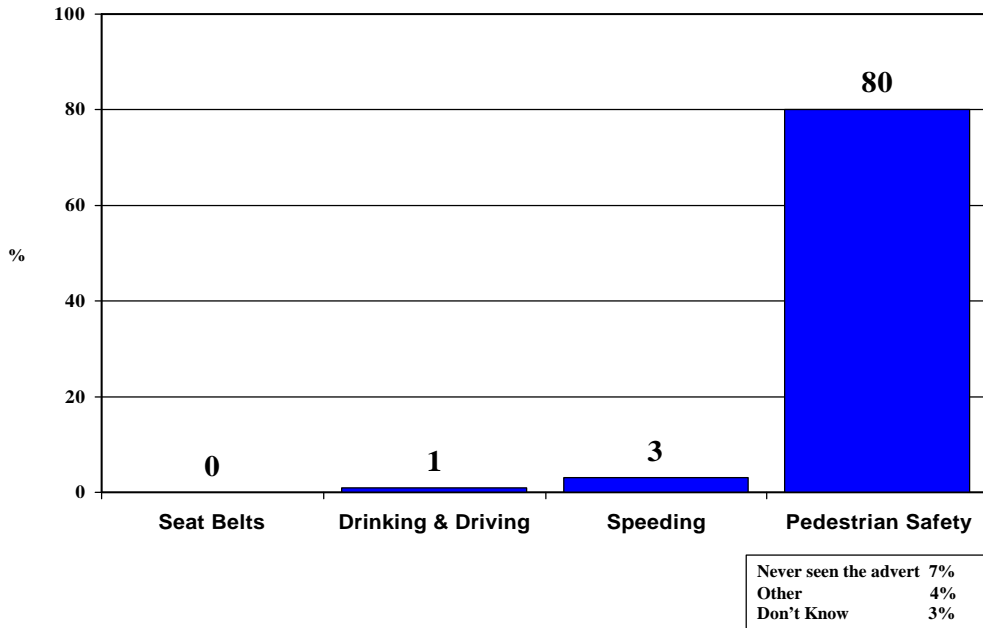
(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Drinking and Driving (Shame)	2	1	1
Seat Belts (Damage)	0	0	0
Speeding (You can't get over the carnage)	5	3	3
Pedestrian Safety (Texting and Home)	79	82	80
Never seen the advert	8	7	7
Other	5	4	4
Refusal		0	0
Don't Know	2	3	3
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

FIGURE 21

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 21a

NI OMNIBUS SURVEY MAY 2005

- 80% 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	96	91	94	89	71	89
No	4	9	6	10	29	11
Refusal				1	0	0
Don't Know		0			0	0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	87	90	89
No	13	9	11
Refusal		0	0
Don't Know	0	0	0
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- 89% of respondents were aware of the campaign (96% of 16-24 year olds and 94% of 35-49 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	50	57	58	51	48	53
Influenced me a little	35	30	28	34	33	32
Has not influenced me at all	15	14	14	14	18	15
Don't know	0			1		0
Total	121	177	306	248	184	1036

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All those who answered yes to table 21b Base = 100%</i>	Gender		Total
	Male	Female	
Influenced me a lot	46	60	53
Influenced me a little	34	30	32
Has not influenced me at all	19	11	15
Don't know	0	0	0
Total	445	591	1036

NI OMNIBUS SURVEY MAY 2005

- Of those respondents that were aware of the advertising campaign 53% stated it had influenced their behaviour a lot in relation to Pedestrian Safety. (46% of male respondents, 60% of female respondents).

Chapter 5

FATIGUE

Fatigue Behaviour

Fatigue Attitude

Fatigue Awareness

Main Findings:

- ❑ Nearly one half (48%) 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 (53%) mentioned 1 occasion of tiredness (Figure 22).

- ❑ The majority of respondents (96%) 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 (59%), wind down the window for cold air (52%) 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	[27]	50	51	51	24	48
No	[21]	50	49	49	76	52
Don't know			0			0
Total	48	145	268	204	138	803

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	%
Yes	57	37	48
No	43	63	52
Don't know	0		0
Total	418	385	803

NI OMNIBUS SURVEY MAY 2005

(iii) Analysis by Miles Driven

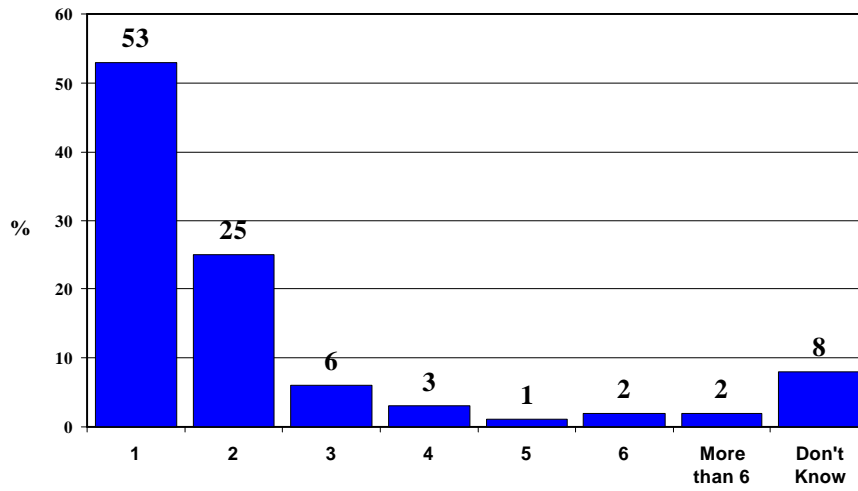
<i>All motorists</i> <i>Base = 100%</i>	Up to 5,000	5001-10,000	10,001-20,000	20,001-30,000	30,001 and above	Total
	%	%	%	Count	Count	%
Yes	25	49	53	[54]	[22]	48
No	75	51	47	[14]	[9]	52
Don't know	0					0
Total	206	259	239	68	31	803

NI OMNIBUS SURVEY MAY 2005

- Just less than one half (48%) of motorists stated that there have been occasions when they have felt drowsy when driving. (53% 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 (57% of males compared to 37% of females).

FIGURE 22

AND, ON HOW MANY OCCASIONS WOULD THAT HAVE BEEN?



NI OMNIBUS SURVEY MAY 2005

- Of those motorists who said they had ever felt drowsy when driving, over one half (53%) mentioned 1 occasion of tiredness and 25% 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	8	9	9
2 am	13	5	10
3 am	7	3	5
4 am	8	6	7
5 am	4	4	4
6 am	6	11	8
7 am	12	11	12
8 am	5	21	11
9 am	2	18	8
10 am	0	3	2
11 am	2	2	2
12 noon	7	1	4
1 pm	3	4	4
2 pm	10	7	9
3 pm	8	7	8
4 pm	12	13	13
5 pm	6	6	6
6 pm	11	11	11
7 pm	9	8	8
8 pm	9	5	8
9 pm	9	6	8
10 pm	7	5	6
11 pm	8	7	8
12 pm	5	3	4
Don't know	14	1	9
Total ^a	208	139	347

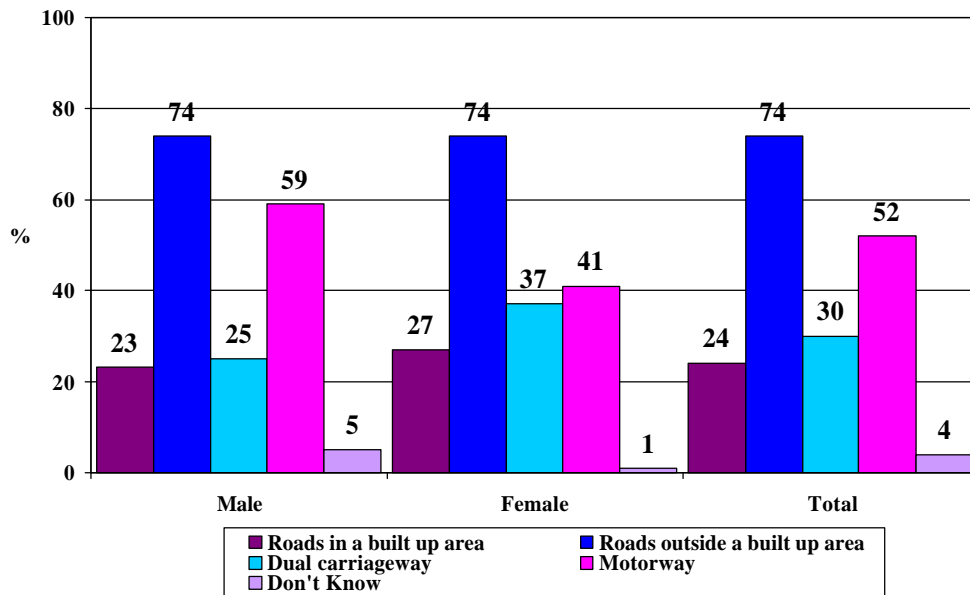
NI OMNIBUS SURVEY MAY 2005

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

- ❑ The main times motorists felt tired when driving were 2am , 7am-8am, and between 2pm and 6pm.
- ❑ The most common times when male motorists felt tired were 2am (13%), 4pm and 7am (both 12%), 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 2005

- ❑ The majority of respondents (74%) stated this happened on roads outside a built up area.
- ❑ Over one half (52%) 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	[19]	[45]	33	[60]	[3]	50
Over 30 minutes but up to 1 hour	[7]	[36]	50	[22]	[18]	42
Over 1 hour but up to 2 hours	[9]	[20]	49	[41]	[9]	39
Over 2 hours but up to 4 hours	[2]	[17]	45	[17]	[6]	26
Over 4 hours but up to 8 hours	[1]	[14]	10	[6]	[6]	11
Over 8 hours but up to 12 hours	[1]	[10]	5	[3]	[5]	7
Over 12 hours			2	[1]		0
Don't Know		[1]	9	[5]	[2]	5
Total^a	25	71	129	96	26	347

NI OMNIBUS SURVEY MAY 2005

^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	43	67	50
Over 30 minutes but up to 1 hour	41	39	42
Over 1 hour but up to 2 hours	44	31	39
Over 2 hours but up to 4 hours	29	24	26
Over 4 hours but up to 8 hours	13	7	11
Over 8 hours but up to 12 hours	6	6	7
Over 12 hours	0	1	0
Don't Know	7	3	5
Total^a	208	139	347

NI OMNIBUS SURVEY MAY 2005

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

- One half of motorists (50%) had been driving for less than 30 minutes (67% of female motorists, 43% of male motorists).

FIGURE 24

AND WHAT DID YOU DO IN THIS SITUATION?

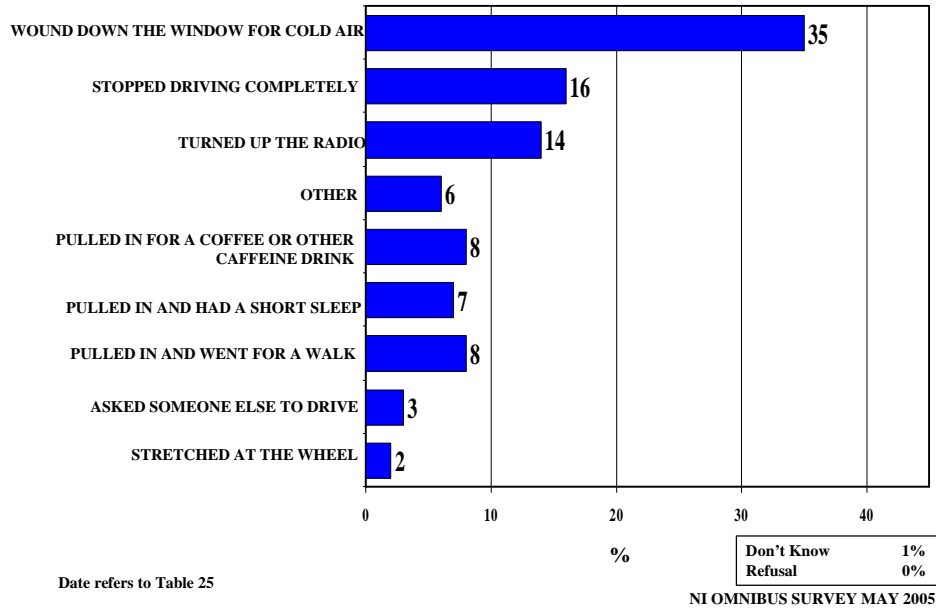


Table 25 And what did you do in this situation?

(i) Analysis by Gender

All motorists who answered one or more occasion at Figure 22 Base = 100%	Gender		Total
	Male	Female	
	%	%	
Stopped driving completely	16	15	16
Asked someone else to drive	4	2	3
Pulled in and a had short sleep	9	5	7
Pulled in for a coffee or other caffeine drink	8	8	8
Pulled in and went for a walk	9	5	8
Wound down the window for cold air	31	41	35
Turned up the radio	12	17	14
Stretched at the wheel	2	1	2
Other	6	6	6
Refusal	0		0
Don't know	2		1
Total^a	666	370	1037

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

- ❑ Over one third (35%) of those motorists who have ever felt tired when driving wound down the window for cold air (31% of males, 41% of females).
- ❑ Nearly twice as many males as females pulled in and had a short sleep.
- ❑ Other main things motorists did included “continued on driving” and “slowed down”.

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	52	58	67	62	64	62
Risky	42	35	28	37	32	34
Slightly risky	5	6	5	1	3	4
Not risky			0		1	0
Refusal				1		0
Don't know	1					0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Total %
	Male	Female	
	%	%	
Very risky	56	67	62
Risky	39	30	34
Slightly risky	5	3	4
Not risky	0	0	0
Refusal		0	0
Don't know		0	0
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

(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	Total
	%	%	%	Count	Count	%
Very risky	65	64	51	[41]	[19]	60
Risky	33	32	44	[26]	[8]	36
Slightly risky	2	3	5	[1]	[4]	4
Not risky	1	0				0
Total	206	259	239	68	31	803

NI OMNIBUS SURVEY MAY 2005

- ❑ The majority of respondents (96%) 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,

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	54	55	60	66	58	59
Ask someone else to drive	16	23	19	19	22	20
Pull in and a have short sleep	39	39	43	43	50	43
Pull in for a coffee or other caffeine drink	49	31	37	35	35	37
Pull in and go for a walk	29	27	37	38	37	34
Wind down the window for cold air	52	62	57	46	43	52
Turn up the radio	27	26	19	15	9	19
Stretch at the wheel		2	0	1	3	1
Other	11	11	9	6	3	8
Refusal				1		0
Don't know	1	2		2	2	1
Total ^a	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

^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	57	62	59
Ask someone else to drive	19	21	20
Pull in and a have short sleep	44	42	43
Pull in for a coffee or other caffeine drink	38	36	37
Pull in and go for a walk	33	35	34
Wind down the window for cold air	55	49	52
Turn up the radio	22	16	19
Stretch at the wheel	1	2	1
Other	8	8	8
Refusal		0	0
Don't know	1	1	1
Total ^a	519	674	1193

NI OMNIBUS SURVEY MAY 2005

^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 (59%), wind down the window for cold air (52%) 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 16% of motorists stated they stopped driving completely when they felt tired at the wheel, and only 7% 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	4	10	11	15	8	10
No	96	89	89	85	91	89
Refusal				1		0
Don't Know	0	1			1	0
Total	126	194	326	277	270	1193

NI OMNIBUS SURVEY MAY 2005

(ii) Analysis by Gender

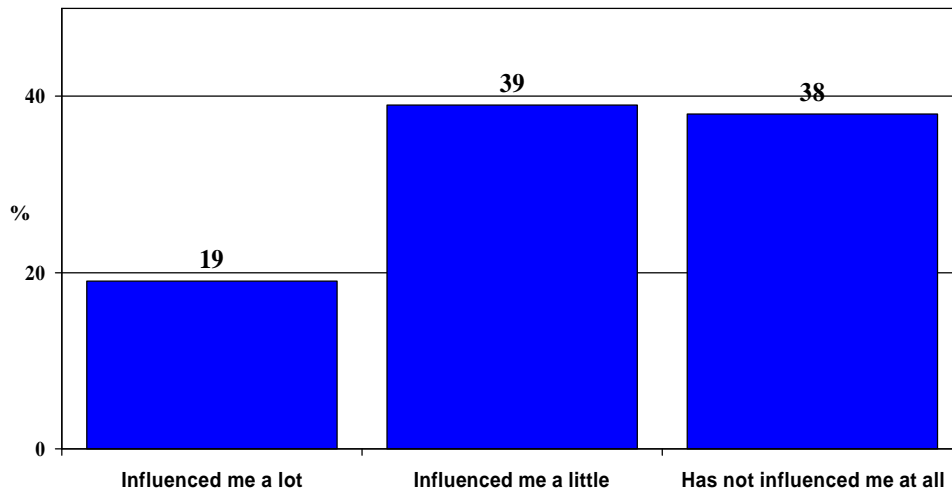
<i>All persons aged 16 and over Base = 100%</i>	Gender		Total
	Male	Female	
	%	%	
Yes	13	7	10
No	87	92	89
Refusal		0	0
Don't Know	0	0	0
Total	519	674	1193

NI OMNIBUS SURVEY MAY 2005

- The majority of respondents (89%) 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 telling you to pull over when tired”.

FIGURE 25

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



NI OMNIBUS SURVEY MAY 2005

- Of those respondents who are aware of any advertising which raises awareness of the risks of driving when tired over a half (58%) 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 141 interviewers at the start of May 2005. The fieldwork period was 16th May to the 17th June 2005.

	Number	Relative Frequency	Response Rate (Eligible Sample)
Issued addresses	2079		
Eligible sample	1833	88%	100%
Interview achieved	1193	57%	65%
Household interview only	71	4%	4%
Refusal	333	16%	18%
Non-contact	236	11%	13%
Non-eligible	246	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 2003/04 (all members of household 16+)	Omnibus (all members of household 16+)	Selected Respondent
Age				
16-24	16	15	15	15
25-34	19	18	16	15
35-49	27	28	28	27
50-64	20	22	23	25
65 and over	17	17	18	18
Gender				
Male	48	47	47	47
Female	52	53	53	53
Base=100%	1,292,169	5335	2370	1193

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 31% of households consisted of one adult, while 50% of households consisted of two adults. 11% of households contained three adults, while 8% 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	373	373	0.503375
2	592	1184	1.006751
3	135	405	1.510126
4	65	260	2.013502
5	20	100	2.516877
6	8	48	3.020253

$$R = \frac{1193}{2370} = 0.503375$$

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	706	59.2
Regularly (more than once a fortnight)	84	7.0
Occasionally (less than once a month)	32	2.7
Never	371	31.1
Total	1193	100.0

Table 1.6 (Unweighted)

	Frequency	Valid Percent
Daily	685	57.4
Regularly (more than once a fortnight)	86	7.2
Occasionally (less than once a month)	32	2.7
Never	390	32.7
Total	1193	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.

APPENDIX 1		URBAN	
Balloo	Boneybefore	Oldtown	Rathbrady
Ballycraigy	Burleigh Hill	Tullagh	Ballymacash
Farranshane	Clipperstown	Annagh	Ballymacoss
Fountainhill	Gortalee	Ballybay	Blaris
Greystone	Greenisland	Ballyoran	Collin Glen
Masserene	Killycrot	Brownstown	Derryaghy
Springfarm	Love Lane	Church	Dunmurry
Steeple	Northland	Corcrain	Harmony Hill
Stiles	Sunnylands	Court	Hilden
Bradshaws Brae	Victoria	Drumgask	Hillhall
Central	Ballyhanwood	Drumgor	Kilwee
Glen	Beechill	Drumanoe	Knockmore
Gregstown	Caimshill	Edenderry	Lagan Valley
Movilla	Carrowreagh	Kernan	Lambeg
Scrabo	Cregagh	Killycomain	Lisnagarvey
Whitespots	Downshire	Knocknashane	Magheralave
Abbey Park	Dundonald	Mourneview	Old Warren
Callanbridge	Enler	Parklake	Poleglass
Demesne	Galwally	Taghnevan	Seymour Hill
Downs	Gilnahirk	Tavanagh	Tonagh
Observatory	Grahamsbridge	Woodville	Twinbrook
The Mall	Hillfoot	Audleys Acre	Wallace Park
Academy	Knockbracken	Ballymote	Altnagelvin
Ardeevin	Lisnsharragh	Cathedral	Ballynashallog
Ballee	Lower Braniel	Quoile	Beechwood
Ballykeel	Minnowburn	Ballysaggart	Brandywell
Ballyloughan	Newtownbreda	Coolhill	Cam Hill
Castle Demesne	Tullycarnet	Drumglass	Caw
Dunclug	Upper Braniel	Killymeal	Clondermot
Fairgreen	Wynchurch	Moygashel	Creggan Central
Galgorm	Atlantic	Mullaghmore	Creggan South
Harryville	Ballysally	Castlecoole	Culmore
Moat	Central	Devenish	Ebrington
Park	Churchland	Erne	Foyle Springs
Summerfield	Cross Glebe	Portora	Kilfennan
Carnany	Hopefield	Rossorry	Lisnagelvin
Fairhill	Knocklynn	Antiville	Pennyburn
Glebe	Mount Sandel	Ballyloran	Rosemount
Newhill	Portstewart	Blackcave	Shantallow East
Route	Royal Portstewart	Central	Shantallow West
Ballydown	Strand	Craigyhill	Springtown
Banbridge West	The Cuts	Gardenmore	Strand
Edenderry	University	Harbour	The Diamond
Fort	Waterside	Townparks	Victoria
Seapatrick	Gotalowry	Coolessan	Westland
The Cut	Killymoon	Enagh	Glebe
Bluefield	Newbuildings	Upper Glenshane	Townparks East

URBAN

Townparks West	Hollywood Demesne	Glencolin	
Bonamargy & Rathlin	Hollywood Priory	Highfield	
Dalriada	Loughview	Island	
Glentaisie	Princetown	Knock	
Knockland	Rathgael	Ladybrook	
Mosside & Moyarget	Silverstream	Legoniel	
Ballybot	Springhill	Malone	
Bessbrook	Whitehill	New Lodge	
Daisy Hill	Camowen	Orangefield	
Derrymore	Coolnagard	Ravenhill	
Drumalane	Dergmoney	Rosetta	
Drumgullion	Drumragh	Shaftesbury	
St Marys	Gortrush	Shankill	
St Patricks	Killyclogher	Stormont	
Windsor Hill	Lisnanelly	Stranmillis	
Ballyduff	Strule	Sydenham	
Ballyhenry	Ballycolman	The Mount	
Burnthill	East	Upper Malone	
Carnmoney	North	Upper Springfield	
Cloughfern	South	Waterworks	
Collinbridge	West	Whiterock	
Coole	Andersonstown	Windsor	
Dunaney	Ardoyne	Woodstock	
Glebe	Ballyhackamore	Woodvale	
Glengormley	Ballymacarrett	Musgrave	
Hawthorne	Ballynafeigh		
Hightown	Ballysillan		
Jordanstown	Beechmount		
Monkstown	Bellevue		
Mossley	Belmont		
Rostulla	Blackstaff		
Valley	Bloomfield		
Whitehouse	Botanic		
Ballycrochan	Castleview		
Ballyholme	Cavehill		
Ballymacconnell	Cherryvalley		
Ballymagee	Chichester Park		
Bangor Castle	Cliftonville		
Bloomfield	Clonard		
Broadway	Crumlin		
Bryansburn	Duncairn		
Churchill	Falls		
Clandeboyne	Falls Park		
Conlig	Finaghy		
Cultra	Fortwilliam		
Dufferin	Glen Road		
Harbour	Glencairn		

RURAL			
Aldergrove	Dunminning	Coagh	Coalisland West & Newmills
Clady	Glenravel	Dunnamore	Donaghmore
Cranfield	Glenwhirry	Killycolpy	Fivemiletown
Crumlin	Grange	Lissan	Killyman
Drumanaway	Kells	Moneymore	Moy
Randalstown	Portglenone	Oaklands	Washinbay
Templepatrick	Slemish	Pomeroy	Ballinamallard
Toome	Ballyhoe & Corkey	Sandholes	Belcoo & Garrison
Parkgate	Benvardin	Stewartstown	Belleek & Boa
Shildovan	Clogh Mills	The Loop	Boho Cleenish Letterbree
Ballygowan	Dervock	Tullagh	Brookeborough
Ballywalter	Dunloy	Aghagallon	Derrygonnelly
Comber North	Killoquin Lower	Bleary	Derrylin
Comber West	Killoquin Upper	Magheralin	Donagh
Donaghadee South	Knockaholet	The Birches	Florence Court & Kinawley
Donaghadee North	Seacon	Waringstown	Irvinestown
Killinchy	Stranocum	Derrytrasna	Lisbellaw
Kircubbin	The Vow	Donaghcloney	Lisnaskea
Loughries	Bannside	Ardglass	Maguiresbridge
Millisle	Dromore North	Ballymaglave	Newtownbutler
Portaferry	Dromore South	Ballynahinch East	Rosslea
Portavogie	Gilford	Castlewellan	Tempo
Whitespots	Katesbridge	Crossgar	Kesh, Ederny & Lack
Ballyrainey	Lawrencetown	Derryboy	Lisnarick
Carrowdore	Loughbrickland	Donard	Ballycarry
Comber East	Quilly	Drumaness	Carncastle
Lisbane	Ballyward	Dundrum	Carmlough
Ballymartin	Gransha	Dunmore	Glenarm
Carrigatuke	Rathfriland	Killough	Glynn
Charlemont	Blackhead	Killyleagh	Islandmagee
Derrynoose	Eden	Kilmore	Kilwaughter
Hamiltonsbawn	Knockagh	Murlough	Aghanloo
Hockley	Milebush	Saintfield	Ballykelly
Keady	Whitehead	Seaforde	Dungiven
Killeen	Woodburn	Shimna	Feeney
Killylea	Moneyreagh	Strangford	Forest
Laurelvale	Carryduff East	Tollymore	Glack
Loughall	Carryduff West	Altmore	Greysteel
Markethill	Agivey	Augher	Magilligan
Milford	Castlerock	Aughnacloy	Rathbrady
Poyntzpass	Dunluce	Ballygawley	Roeside
Richhill	Garvagh	Benburb	The Highlands
Tandragee	Kilrea	Caledon	Greystone
Ahoghill	Macosquin	Castlecaulfield	Ballymacbrennan
Broughshane	Ringsend	Clogher	Dromara
Craigyarren	Dundoan	Coalisland North	Drumbo
Cullybackey	Ardboe	Coalisland South	Glenavy

RURAL

Hillsborough	Mayobridge		
Maze	Newtownhamilton		
Moira	Rostrevor		
Ballinderry	Seaview		
Maghaberry	Silverbridge		
Banagher	Spelga		
Claudy	Tullyhappy		
Eglinton	Burren & Kilbroney		
Enagh	Derryleckagh		
New Buildings	Abbey		
Crevagh	Ballyclare North		
Hollymount	Ballyclare South		
Ballymaguigan	Ballynure		
Bellaghy	Doagh		
Castledawson	Mallusk		
Draperstown	Ballyrobert		
Gulladuff	Craigavad		
Knockloghrim	Crawfordsburn		
Lecumpher	Groomsport		
Lower Glenshane	Beragh		
Maghera	Clanabogan		
Swatragh	Dromore		
Tobermore	Drumnakilly		
Upperlands	Drumquin		
Valley	Drumragh		
Armoy	Fairy Water		
Ballylough	Fintona		
Bushmills	Gortin		
Carnmoon	Newtownsaville		
Dunservick	Owenkillen		
Gleanaan	Sixmilecross		
Glenariff	Termon		
Glendun	Trillick		
Glenshesk	Artigarvan		
Kinbane	Castledearg		
Annalong	Clare		
Binnian	Dunamanagh		
Camlough	Finn		
Clonallen	Glenderg		
Creggan	Newtownstewart		
Crossmaglen	Plumbridge		
Donaghmore	Sion Mills		
Fathom	Slievekirk		
Forkhill	Victoria Bridge		
Kilkeel Central			
Kilkeel South			
Lisnacree			