



Department of the  
**Environment**  
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# Northern Ireland Road Safety Monitor 2009:

*October 2009*



## 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 drinking and driving, mobile phones, seat belts and fatigue. Respondents have been asked about their behaviour, their attitude and their awareness regarding these topics. Note that respondents have not been asked about their awareness of fatigue as there are currently no advertising interventions relating to this topic.

This report represents the findings of this new suite of questions which were collected as part of the Northern Ireland Omnibus Survey in May 2009.

Only differences which are statistically significant at the 95% level are mentioned in this report.

### 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 in square brackets.

The following symbols are used:

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

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 percentages in the tables are based on weighted data but the totals are unweighted.

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# **CHAPTER 1**

## **ROAD SAFETY IN CONTEXT**

### **General Issues**

### **General Awareness**

## **Main Findings:**

### **General**

- Respondents think that the three most important factors in causing injuries or deaths on our roads are (Table 1):
  - People speeding (81%)
  - People driving after drinking (66%)
  - Carelessness on roads (56%)

### **General Awareness**

- Respondents stated they felt the most effective medium for creating an awareness of road safety is TV advertising (77%) (Table 2a).

## 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					All Ages %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
People speeding	71	73	81	88	83	81
People driving after drinking	86	61	61	63	65	66
Carelessness on roads	43	63	65	55	50	56
Young inexperienced drivers	21	33	25	29	27	27
Other	25	16	19	16	20	19
People not thinking about the dangers	15	14	13	14	16	14
People not wearing seat belts	16	7	9	9	6	9
Poor roads	10	10	8	7	10	9
More cars on the road	1	5	4	4	11	5
Drunk pedestrians	1	1	2	3	2	2
Courts too lenient		2	2	2	2	2
Not enough police enforcement		3	3	1	1	2
Children not trained enough in road safety		2	2	2	0	1
Government not doing enough				1		0
Don't Know		1	0			0
Base number (a)	114	176	336	306	248	1180

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		Males and Females %
	Male	Female	
	%	%	
People speeding	81	80	81
People driving after drinking	65	66	66
Carelessness on roads	55	57	56
Young inexperienced drivers	27	27	27
Other	19	19	19
People not thinking about the dangers	16	13	14
People not wearing seat belts	9	9	9
Poor roads	9	8	9
More cars on the road	6	4	5
Drunk pedestrians	2	1	2
Courts too lenient	2	2	2
Not enough police enforcement	1	2	2
Children not trained enough in road safety	1	2	1
Government not doing enough	0		0
Don't Know		0	0
Base number (a)	522	658	1180

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		Drivers and Non- drivers %
	Driver	Non-driver	
	%	%	
People speeding	83	73	81
People driving after drinking	64	70	66
Carelessness on roads	60	46	56
Young inexperienced drivers	26	30	27
Other	18	21	19
People not thinking about the dangers	15	13	14
People not wearing seat belts	7	13	9
Poor roads	9	8	9
More cars on the road	4	7	5
Drunk pedestrians	2	2	2
Courts too lenient	2	2	2
Not enough police enforcement	2	2	2
Children not trained enough in road safety	1	2	1
Government not doing enough	0		0
Don't Know	0		0
<b>Base number (a)</b>	<b>838</b>	<b>342</b>	<b>1180</b>

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

- Respondents think that the three most important factors in causing injuries or deaths on our roads are:
  - People speeding (81%)
  - People driving after drinking (66%)
  - Carelessness on roads (56%)
  
- Some of the most commonly mentioned “other” reasons given by respondents were the use of mobile phones when driving, and driving under the influence of drugs.

## GENERAL AWARENESS

Table 2a Could you tell me what you think the three most important factors have been in creating, for you, an awareness of road safety?

### (i) Analysis by Age

<i>All persons aged 16 and over Base = 100%</i>	Age					All ages %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
TV advertising	84	78	80	76	69	77
News and documentaries on TV and Radio	34	35	27	30	33	31
Penalties for breaking the law	28	32	29	33	32	31
Friend or relative involved in a collision or near miss	33	29	30	25	18	27
Being involved in a collision or near miss yourself	13	22	26	23	20	22
What you learnt when you were learning to drive	16	23	22	20	20	20
Level of police enforcement	16	12	13	26	18	17
Highway code	5	11	12	9	23	12
Articles in the press	11	7	11	11	9	10
Posters	15	9	9	6	8	9
TV programmes ie. soaps, drama	14	8	7	7	8	8
Radio advertising	6	6	8	4	4	6
Bus advertising	5	6	5	4	4	5
Press advertising	3	6	4	6	6	5
Other	3	1	4	3	4	3
Don't Know	1	2		1	1	1
Base number(a)	114	176	336	306	248	1180

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		Males and Females
	Male	Female	
	%	%	
TV advertising	76	79	77
News and documentaries on TV and Radio	31	31	31
Penalties for breaking the law	36	26	31
Friend or relative involved in a collision or near miss	24	29	27
Being involved in a collision or near miss yourself	26	19	22
What you learnt when you were learning to drive	21	20	20
Level of police enforcement	19	16	17
Highway code	13	11	12
Articles in the press	7	13	10
Posters	9	9	9
TV programmes ie. soaps, drama	5	11	8
Radio advertising	7	5	6
Bus advertising	5	5	5
Press advertising	4	6	5
Other	3	4	3
Don't Know	1	1	1
Base number (a)	522	658	1180

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

- Respondents stated that the most effective medium for creating an awareness of road safety is TV Advertising (77%) followed by “News and documentaries on TV and Radio” (31%) and Penalties for breaking the law (31%).
- Some of the most commonly mentioned “other” factors given by respondents included “school education on safety” and “driving experience”.
- More male (36%) than female respondents (26%) said that “penalties for breaking the law” was one of their top three factors in creating an awareness of road safety.

## GENERAL AWARENESS: Advertising Intervention Measures

During the interview, respondents listened to five radio advertisements from the following campaigns:

- Anticipation
- Gift Wish (from the Christmas radio campaign)
- Killer Behaviours
- Moments Lapse
- Live to drive (Rules of the road)

After hearing the advertisements, respondents were asked about their awareness of the campaigns.

**Table 2b** Are you aware of any of these radio advertising campaigns?

### (i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	74	68	77	63	59	68
No	26	32	23	37	41	31
Refusal				0		0
Base number	114	176	336	306	248	1180

### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male %	Female %	
Yes	65	72	68
No	35	28	31
Don't Know		0	0
Base number	522	658	1180

- Almost seven in ten (68%) respondents stated they were aware of at least one of the five radio advertising campaigns.
- More female (72%) than male (65%) respondents stated they were aware of at least one of the five radio advertising campaigns.

**Table 2c** Have these radio campaigns influenced your behaviour in a positive way in relation to road safety?

**(i) Analysis by Age**

<i>All those who answered "yes" at table 2b</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[70]	83	83	83	77	82
No	[13]	17	17	17	23	17
Don't Know		1	1		0	0
Base number	83	124	253	195	142	797

**(ii) Analysis by Gender**

<i>All those who answered "yes" at table 2b</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	83	82	82
No	17	18	17
Don't Know		1	0
Base number	342	455	797

- Over four fifths (82%) of those who were aware of the radio campaigns said that the campaigns had a positive influence on their behaviour in relation to road safety.

During the interview, respondents were shown a poster (which was displayed in washrooms around NI) and were then asked about their awareness of the poster campaign.

**Table 2d Are you aware of this washroom poster?  
(Drinking and Driving – Just One)**

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> Base = 100%	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	77	62	57	52	48	57
No	23	38	43	48	52	43
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> Base = 100%	Gender		Males and Females %
	Male %	Female %	
Yes	62	54	57
No	38	46	43
Base number	522	658	1180

- Almost three fifths of respondents (57%) said they were aware of the washroom poster.
  
- As the age of the respondent increased the likelihood of them being aware of the washroom poster decreased, from 77% of 16-24 year olds to 48% of the 65 and over age group.

**Table 2e** Has this washroom poster influenced your behaviour in a positive way in relation to road safety?

**(i) Analysis by Age**

<i>All those who answered "yes" at table 2d</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[79]	78	80	75	75	80
No	[8]	21	20	24	25	20
Don't Know		1	1	0		0
Base number	87	106	197	155	109	654

**(ii) Analysis by Gender**

<i>All those who answered "yes" at table 2d</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	78	82	80
No	21	18	20
Don't Know	1		0
Base number	310	344	654

- Four fifths of respondents (80%) who stated they were aware of the poster said it had a positive influence on their behaviour in relation to road safety.

Respondents were then shown a picture of a bus shelter advertising campaign, and asked about their awareness of this.

**Table 2f Are you aware of this bus shelter advertising campaign?  
(Speeding – Mess)**

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	73	62	61	58	59	62
No	27	38	39	42	41	38
Don't Know				0		0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male %	Female %	
Yes	62	61	62
No	38	39	38
Don't Know	0		0
Base number	522	658	1180

- ❑ Over three fifths of respondents (62%) said they were aware of the bus shelter advertising campaign.
- ❑ As the age of respondent increased the likelihood of them being aware of the bus shelter advertising campaign decreased, from 73% of the 16-24 age group to around 59% of those aged 50 and over.

**Table 2g Has this bus shelter advertising campaign influenced your behaviour in a positive way in relation to road safety?**

**(i) Analysis by Age**

<i>All those who answered "yes" at table 2f</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[74]	85	83	81	79	83
No	[10]	14	17	19	21	17
Don't Know		1				0
Base number	84	109	213	180	136	722

**(ii) Analysis by Gender**

<i>All those who answered "yes" at table 2f</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	82	84	83
No	17	16	17
Don't Know	0		0
Base number	321	401	722

- Over four fifths (83%) of respondents who said they were aware of this bus shelter advertising campaign felt it had influenced their behaviour in a positive way in relation to road safety.

**Table 2h Are you aware of this bus side advertising campaign?  
(Christmas campaign – Gift)**

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	31	17	19	19	22	21
No	69	83	81	81	78	79
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females %
	Male %	Female %	
Yes	22	20	21
No	78	80	79
Base number	522	658	1180

**(iii) Analysis by Driving Status**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Drivers and Non-drivers %
	Driver %	Non-Driver %	
Yes	18	29	21
No	82	71	79
Base number	838	342	1180

- ❑ Just over one fifth of respondents (21%) said they were aware of this bus side advertising campaign.
- ❑ More non-driver (29%) than driver (18%) respondents stated they were aware of this bus side advertising campaign.

**Table 2i** Has this bus side advertising campaign influenced your behaviour in a positive way in relation to road safety?

**(i) Analysis by Age**

<i>All those who answered "yes" at table 2h</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	Count	Count	Count	%
Yes	[22]	[22]	[52]	[50]	[34]	76
No	[12]	[8]	[12]	[9]	[19]	24
<b>Total</b>	<b>34</b>	<b>30</b>	<b>64</b>	<b>59</b>	<b>53</b>	<b>240</b>

**(ii) Analysis by Gender**

<i>All those who answered "yes" at table 2h</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	79	72	76
No	21	28	24
<b>Total</b>	<b>109</b>	<b>131</b>	<b>240</b>

- More than three quarters (76%) of those who said they are aware of this bus side advertising campaign felt it had influenced their behaviour in a positive way in relation to road safety.

## **CHAPTER 2**

### **DRINKING AND DRIVING**

**Drinking and Driving Behaviour**

**Drinking and Driving Attitude**

**Drinking and Driving Awareness**

## **Main Findings:**

### **Drink and Driving Behaviour**

- The two main occasions when motorists who would normally drive after one drink said they might have an alcoholic drink and drive afterwards are dinner or evening out at a friend's house (43%) and a night out with friends (37%) (Figure 1).
- Over one fifth of motorists interviewed who drink (21%) said they would normally drive after one drink (Table 3).

### **Drink and Driving Attitude**

- The majority of respondents (88%) stated that the police should be able to stop people at random and breathalyse them (Table 8a).
- 59% of respondents said they think the penalties for drinking and driving are not harsh enough (Table 8b).

### **Drink and Driving Awareness**

- 72% of respondents correctly identified the TV campaign relating to drinking and driving when shown pictures of it (Table 9a).

## Drinking and Driving Behaviour

Of the 1180 respondents, 70% stated that they drink alcohol (77% of all male respondents and 64% of all female respondents). Of the 838 motorists interviewed, 74% stated that they drink alcohol.

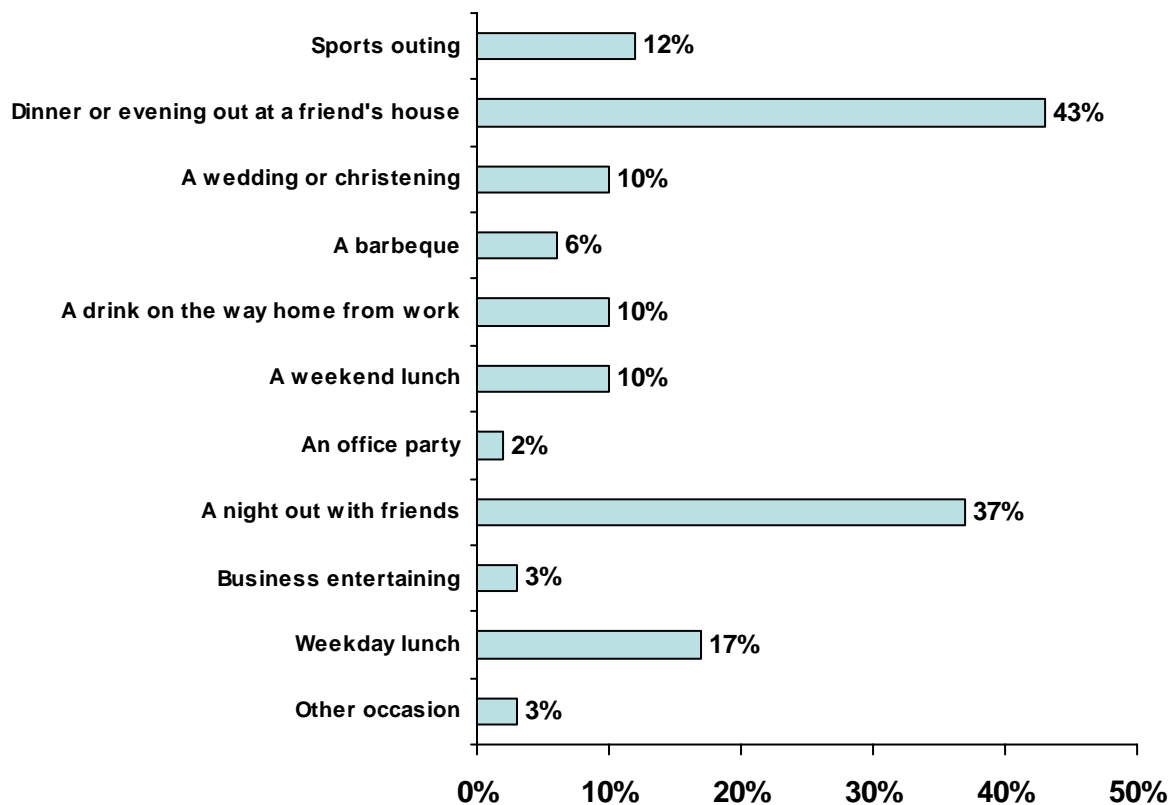
**Table 3** Would you normally drive after ...

<i>All motorists who drink alcohol</i> Base = 100%	Yes	No	Base Number
	%	%	
One drink	21	79	621
Two drinks	12	88	131*

\* Only those motorists who said they would normally drive after one drink

- Over one fifth (21%) of motorists interviewed who drink alcohol said they would normally drive after one drink.
- Of the 131 motorists interviewed who drink, and who said they would normally drive after one drink, 12% stated that they would also normally drive after two drinks.

**Figure 1** On what occasions might you have an alcoholic drink and then drive afterwards?



Based on motorists who said they would normally drive after one drink

Base: 131

**Table 4a** Would you normally drive the morning after an evening on which you had been drinking four or more (female respondents) / five or more (male respondents) alcoholic drinks?

**(i) Analysis by Gender**

<i>All motorists who drink alcohol</i> <i>Base = 100%</i>	Male	Female	Males and females
	%	%	%
Yes	32	24	29
No	54	58	56
I don't drink that amount	14	18	16
Don't know	0		0
Base number	325	296	621

- Almost three in ten motorists interviewed who drink alcohol (29%) said they would normally drive the morning after they had four/five or more alcoholic drinks.
- More male (32%) than female (24%) respondents stated they would normally drive the morning after an evening on which they had been drinking four/five or more alcoholic drinks.

**Table 4b** Would you travel as a passenger in a car in which the driver has ...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Yes	No	Don't know	Base Number
	%	%	%	
Had one drink	43	57	0	1180
Had two drinks	30	68	2	513*
Had three or more drinks	12	88		161**

\* Only those who would travel as a passenger in a car where the driver had one drink

\*\* Only those who would travel as a passenger in a car where the driver had two drinks

- 57% of respondents said they would not travel in a car in which the driver has had a single drink.

**Table 4c**      **Would you travel as a passenger in a car in which the driver has had one drink?**

**(i) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	<b>Male</b>	<b>Female</b>	<b>Males and females</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Yes</b>	<b>51</b>	<b>36</b>	<b>43</b>
<b>No</b>	<b>49</b>	<b>64</b>	<b>57</b>
<b>Don't know</b>		<b>0</b>	<b>0</b>
<b>Base number</b>	<b>522</b>	<b>658</b>	<b>1180</b>

- Male respondents (51%) are more likely than female respondents (36%) to travel as a passenger in a car in which the driver has had one drink.

## Drinking and Driving Attitude

**Table 5** If you were drinking and driving, do you think it is likely that you would be stopped by the police?

### (i) Analysis by Age

<i>All motorists who drink alcohol</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	
Yes	[ 18]	40	36	33	[ 23]	36
No	[ 11]	36	35	33	[ 29]	35
Never drink and drive	[ 4]	24	28	32	[ 32]	29
Don't Know			1	1		1
Base number	33	115	222	167	84	621

### (ii) Analysis by Gender

<i>All motorists who drink alcohol</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	
Yes	38	33	36
No	36	33	35
Never drink and drive	25	33	29
Don't Know	1	1	1
Base number	325	296	621

- 29% of motorists who drink alcohol stated that they never drink and drive. There is an even split between those who do and those who do not think that they will get stopped by the police if they were drinking and driving.

**Table 6a How many drinks can you personally have without affecting your driving?**

**(i) Analysis by Age**

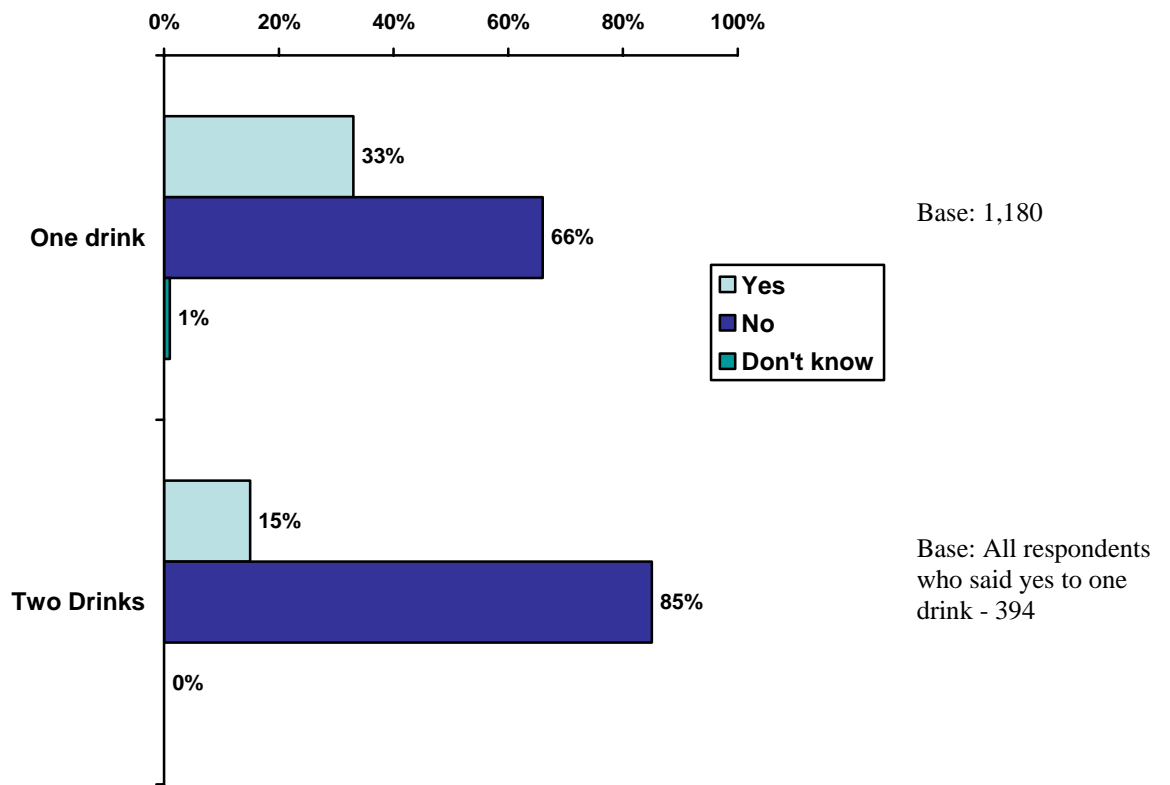
<i>All motorists who drink alcohol Base = 100%</i>	Age					All Ages %
	16-24 Count	25-34 %	35-49 %	50-64 %	65 & over Count	
None	[ 10]	40	49	43	[ 37]	44
1	[ 12]	34	24	25	[ 20]	26
2	[ 7]	9	12	12	[ 17]	13
3	[ 1]	3	6	4	[ 2]	4
4		1	3	4	[ 1]	2
5 or more	[ 1]		1	2	[ 1]	1
Don't Know	[ 2]	13	7	10	[ 6]	9
Base number	33	115	222	167	84	621

**(ii) Analysis by Gender**

<i>All motorists who drink alcohol Base = 100%</i>	Gender		Males and Females %
	Male	Female	
	%	%	
None	39	51	44
1	24	28	26
2	16	10	13
3	7	1	4
4	4	1	2
5 or more	2	0	1
Don't Know	9	9	9
Base number	325	296	621

- ❑ Over two fifths of motorists interviewed who drink alcohol (44%) said that they could not drink any alcohol without it affecting their driving.
- ❑ More female motorists (51%) than male motorists interviewed (39%) said they thought they could not drink any alcohol without affecting their driving.
- ❑ Male motorists interviewed were more likely than female motorists to say that higher levels of consumption (two drinks or more) would not affect their driving (29% of males and 12% of females).

**Figure 2** Do you think it is acceptable to drive after...



- 33% of respondents think it is acceptable to drive after one drink.

**Table 6b How many drinks can you personally have without affecting your driving?**

<i>All motorists who drink alcohol</i> <i>Base = 100%</i>	Would you normally drive after one drink?		Total
	Yes	No	
	%	%	%
None	8	53	44
1	42	22	26
2	19	12	13
3	13	2	4
4	6	1	2
5 or more	2	1	1
Don't Know	11	8	9
Base number	131	490	621

- Overall, 44% of motorists interviewed who drink alcohol said that they could not drink any alcohol without it affecting their driving. However, for those who would normally drive after one drink, only 8% said they could not have a drink without it affecting their driving.

**Table 6c Do you think it is acceptable to drive after one drink?**

<i>All motorists who drink alcohol</i> <i>Base = 100%</i>	Would you normally drive after one drink?		Total
	Yes	No	
	%	%	%
Yes	80	29	40
No	20	70	59
Don't Know		1	1
Base number	131	490	621

- Overall, 59% of motorists interviewed who drink alcohol think it is not acceptable to drive after one drink. However only 20% of those who normally drive after one drink agreed with this.

**Table 7 The current limit for drinking and driving is 80mg of alcohol per 100mls of blood. Looking at the showcard, can you tell me which of these you think people should be allowed to do?**

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Drink more and drive		1	1	1	0	1
Drink less and drive	9	6	7	6	9	7
Drink whatever they want and drive	1					0
Stick to the current limit and drive	33	25	24	26	20	25
Should not be allowed to drive after any alcohol	57	67	68	67	69	66
Refusal					0	0
Don't Know	0		1	1	1	1
Base number	114	176	336	306	248	1180

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Drink more and drive	1	0	1
Drink less and drive	7	7	7
Drink whatever they want and drive	0		0
Stick to the current limit and drive	31	20	25
Should not be allowed to drive after any alcohol	61	71	66
Refusal		0	0
Don't Know	1	1	1
Base number	522	658	1180

(iii) Analysis by Driver Status

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Driver Status		Drivers and Non-drivers
	Driver	Non-Driver	
	%	%	%
Drink more and drive	1		1
Drink less and drive	6	11	7
Drink whatever they want and drive		0	0
Stick to the current limit and drive	26	23	25
Should not be allowed to drive after any alcohol	66	66	66
Refusal		0	0
Don't Know	1	0	1
Base number	838	342	1180

- ❑ One quarter of respondents (25%) said that people should be allowed to stick to the current legal limit and drive.
- ❑ However, 66% of respondents feel that motorists should not be allowed to drive after drinking any alcohol. (61% of male respondents, 71% of female respondents).
- ❑ A similar number of drivers and non-drivers interviewed felt that people should not be allowed to drive after drinking any alcohol.

**Table 8a** Do you think that the police should be able to stop people at random and breathalyse them for driving under the influence of alcohol?

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	86	85	87	90	92	88
No	14	14	13	9	8	11
Refusal				0		0
Don't Know		2	1	1		1
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	86	90	88
No	13	9	11
Refusal	0		0
Don't Know	0	1	1
Base number	522	658	1180

- The majority of respondents (88%) said that the police should be able to stop people at random and breathalyse them for driving under the influence of alcohol.
- Male respondents (86%) were less likely than females (90%) to think that the police should be able to stop people at random and breathalyse them.

**Table 8b With regard to drinking and driving, would you agree that...**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Yes	No	Refusal	Don't know	Base Number
	%	%	%	%	
There is not much chance of having an accident when driving after drinking if you are careful?	12	87	0	1	1180
It is difficult in social occasions to keep track of what you are drinking?	58	41		0	816*
Penalties for drinking and driving are not harsh enough?	59	36	0	5	1180
There are more police officers out on the roads now ensuring there are fewer drink drivers than in previous years?	36	56	0	8	1180

\* All persons who drink alcohol

- ❑ Almost three fifths of respondents (59%) said they agree that the penalties for drinking and driving are not harsh enough.
- ❑ Just over one in ten respondents (12%) said they agree that there is not much chance of having an accident when drinking and driving if you are careful.
- ❑ Almost three fifths of respondents who drink alcohol (58%) agree that it is difficult to keep track of what they are drinking on social occasions.
- ❑ 56% of respondents did not agree that there are more police officers on the roads ensuring there are fewer drink drivers than in previous years.

## Drinking and Driving Awareness

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

**Table 9a** Could you tell me what this advertising campaign relates to?  
(Drinking and Driving – Just One)

### (i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Drinking and Driving (Just One)	80	75	81	65	58	72
Seat Belts (Get it on/ Selfish)	2	5	4	3	5	4
Speeding (Mess)	9	11	11	20	16	14
Pedestrian Safety (Texting and Home)	2	0	0	1	1	1
Mobile phones (Lift)				0	1	0
Never seen the advert	3	6	2	6	13	6
Other	2		0	0	2	1
Refusal			0			0
Don't Know	1	3	2	3	5	3
Base number	114	176	336	306	248	1180

### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Drinking and Driving (Just One)	72	72	72
Seat Belts (Get it on/ Selfish)	4	4	4
Speeding (Mess)	14	14	14
Pedestrian Safety (Texting and Home)	1	0	1
Mobile phones (Lift)	0	0	0
Never seen the advert	5	6	6
Other	1	1	1
Refusal		0	0
Don't Know	2	3	3
Base number	522	658	1180

- Over seven in ten respondents (72%) correctly identified that the advertising campaign related to drinking and driving.
- Four fifths of respondents aged 16-24 correctly identified that the advertising campaign related to drinking and driving, compared to 58% of those aged 65 and over.

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

**Table 9b**      **Are you aware of this advertising campaign?**  
**(Drinking and Driving – Just One)**

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	94	88	92	86	74	87
No	6	12	8	14	25	13
Refusal			0			0
Don't Know			0		1	0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	86	88	87
No	13	12	13
Refusal		0	0
Don't Know	0	0	0
Base number	522	658	1180

- 87% of respondents were aware of the campaign.
- 94% of respondents aged 16-24 were aware of the campaign, compared to 74% of those aged 65 and over.

**Table 9c** Has this campaign influenced your behaviour in relation to drinking and driving? i.e. Has it encouraged you to never drink and drive?

**(i) Analysis by Age**

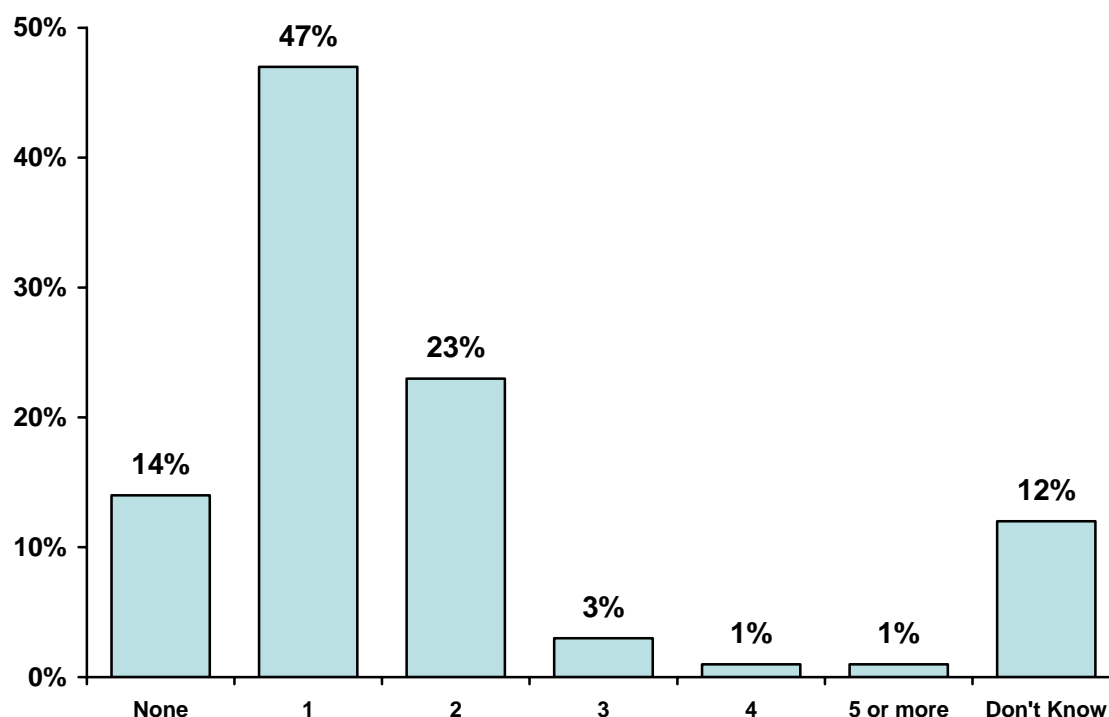
<i>All motorists who answered yes at table 9b</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[ 28]	61	52	43	42	51
No	[ 9]	15	17	19	15	17
I never drink and drive	[ 7]	23	31	38	43	32
Base number	44	122	251	202	110	739

**(ii) Analysis by Gender**

<i>All motorists who answered yes at table 13b</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	51	51	51
No	18	17	17
I never drink and drive	32	32	32
Base number	357	372	729

- 51% of motorists interviewed who said that they were aware of the advertising campaign, stated it had influenced their behaviour in relation to Drinking and Driving.
- 17% said that it has not influenced their behaviour in relation to drinking and driving at all.

**Figure 3 Under present law, what is the maximum number of alcoholic drinks you think a driver can have, without fear of prosecution?**



Based on all motorists

Base: 838

**Table 9d How many units of alcohol are contained in a ... \***

<i>All persons aged 16 and over Base = 100%</i>	½ unit	1 unit	1½ units	2 units	3 units	More than 3 units	Refusal	Don't know	Base Number
	%	%	%	%	%	%	%	%	
Pint of beer (lager or stout) (2)	2	20	15	27	6	3	1	26	1180
Pint of cider (3)	2	13	15	24	13	5	1	28	1180
Glass of wine (2)	2	26	19	19	5	3	1	25	1180
Measure of spirits (1½)	1	15	15	21	13	8	1	26	1180
Alcopop (1½)	6	19	18	16	7	3	1	30	1180
Can of beer (440 ml) (2)	4	23	21	19	4	2	1	27	1180
Bottle of beer (330 ml) (1½)	7	25	21	13	4	2	0	27	1180

\* The correct number of units for each type of drink is shown in brackets after the drink type

- ❑ Between 25% and 30% of respondents admitted they did not know how many units were contained in the various measures of drinks mentioned.
- ❑ Over one half of respondents underestimated the number of units contained in a pint of cider (54%)

**Table 9e** How many units of alcohol are contained in a 'regular strength' pint of beer (lager or stout) such as Guinness, Carlsberg or Tennants which has around 4% alcohol? (2 units)

(i) Analysis by Age

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
<b>½ unit</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>1 unit</b>	<b>21</b>	<b>14</b>	<b>24</b>	<b>22</b>	<b>15</b>	<b>20</b>
<b>1 ½ units</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>12</b>	<b>10</b>	<b>15</b>
<b>2 units</b>	<b>26</b>	<b>30</b>	<b>30</b>	<b>28</b>	<b>17</b>	<b>27</b>
<b>3 units</b>	<b>8</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>6</b>
<b>More than 3 units</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>Refusal</b>	<b>1</b>		<b>1</b>		<b>1</b>	<b>1</b>
<b>Don't Know</b>	<b>16</b>	<b>26</b>	<b>16</b>	<b>28</b>	<b>47</b>	<b>26</b>
<b>Base number</b>	<b>114</b>	<b>176</b>	<b>336</b>	<b>306</b>	<b>248</b>	<b>1180</b>

- Almost half of respondents aged 65 + (47%) said they did not know how many units were contained in regular strength pint of beer. 16% of 16-24 year old respondents admitted to not knowing.

# **CHAPTER 3**

## **MOBILE PHONES**

**Mobile Phone Behaviour**

**Mobile Phone Attitude**

**Mobile Phone Awareness**

## **Mobile Phones - Main Findings:**

### **Mobile Phone Behaviour**

- 56% of motorists interviewed who own a mobile phone said they never use a mobile phone while driving (49% of males, 62% of females) (Table 10).

### **Mobile Phone Attitude**

- A high proportion of motorists interviewed who would use a hand held mobile phone while driving say they are aware of risks associated with doing this (95%) (Figure 7).
- The majority of respondents (95%) said they did not agree that drivers should be allowed to use a hand held mobile phone while driving (Table 11).

### **Mobile Phone Awareness**

- 90% of respondents correctly identified that the advertising campaign related to mobile phone usage (Table 13).

## Mobile Phone Behaviour

7% of the 838 motorists interviewed stated they do not own a mobile phone.

**Table 10a** If you use a mobile phone while driving is it . . . ?

### (i) Analysis by Age

<i>All motorists who own a mobile phone</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Usually Hand held	[8]	9	13	10	3	11
Usually Hands free	[16]	38	30	22	15	27
Sometimes hand held and sometimes hands free?	[7]	9	7	2		6
Never use a mobile phone while driving	[15]	44	50	66	82	56
Base number	46	128	267	224	112	777

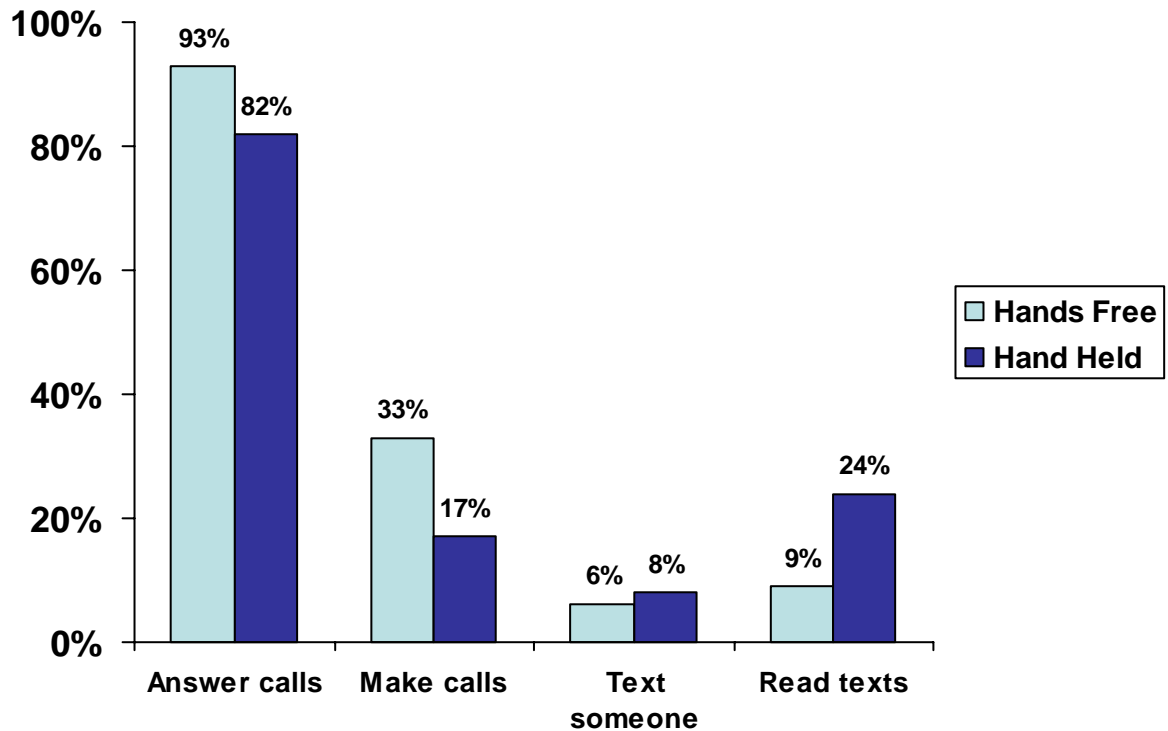
### (ii) Analysis by Gender

<i>All motorists who own a mobile phone</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Usually Hand held	12	10	11
Usually Hands free	32	23	27
Sometimes hand held and sometimes hands free?	6	5	6
Never use a mobile phone while driving	49	62	56
Base number	376	401	777

- ❑ Over one in ten motorists interviewed who own a mobile phone (11%) stated that if using a mobile phone while driving, it is usually a hand held mobile.
- ❑ Over one quarter (27%) of motorists interviewed who own a mobile phone stated that if using a mobile phone while driving, they would usually use a hands free phone.
- ❑ More male motorists (32%) than female motorists (23%) interviewed who own a mobile phone stated that if using a mobile phone while driving, it is usually a hands free phone.
- ❑ 56% of motorists interviewed who own a mobile phone said they never use a mobile phone while driving.
- ❑ More female motorists (62%) than male motorists (49%) interviewed who own a mobile phone stated that they would never use a mobile phone while driving.
- ❑ Older motorists interviewed who own a mobile phone were more likely than younger motorists interviewed who own a mobile phone to state that they

would never use a mobile phone while driving (82% of those aged 65 & over, compared to 44% of those aged 25-34)

**Figure 4** Which of the following would you be likely to do while driving using your hand held / hands free mobile phone?\*

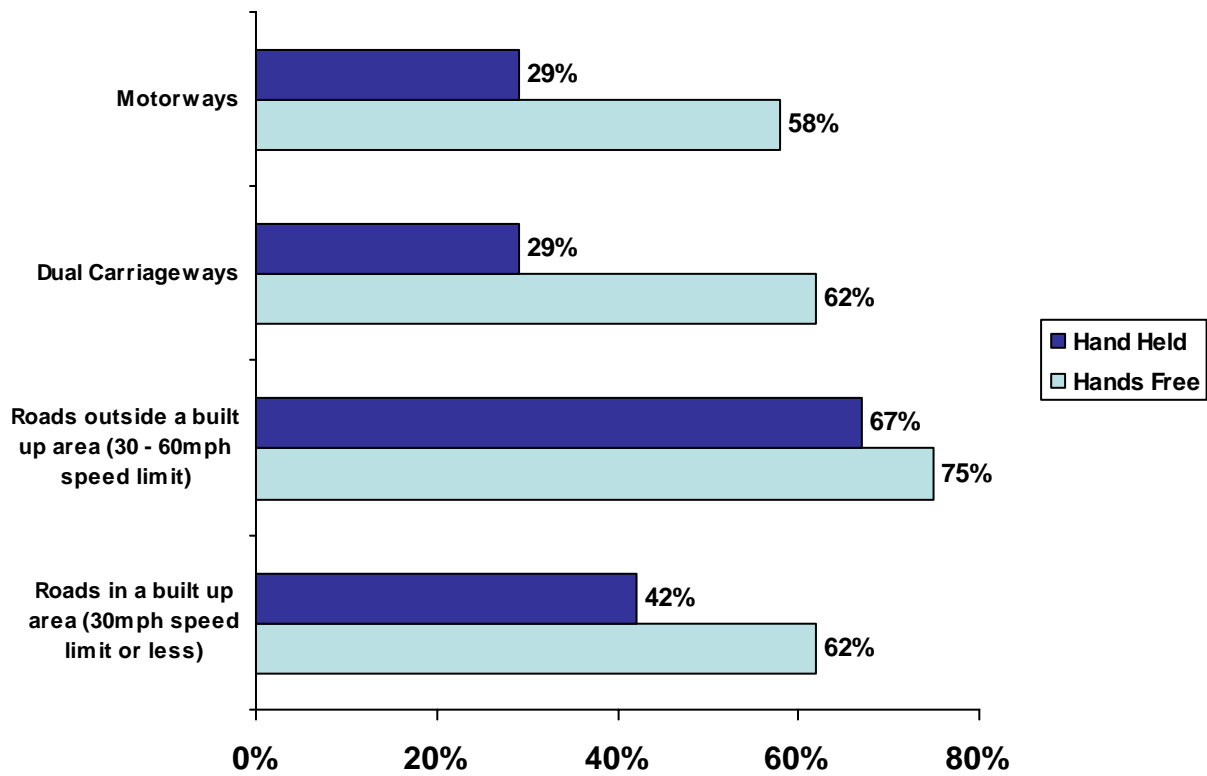


\*Percentages may add to more than 100% due to multiple responses  
Chart excludes don't knows and refusals

Base: Hand held = 123; Hands free = 242

- Over four fifths of motorists interviewed who said they would use their hand held mobile phone while driving said that they would be likely to use it to answer calls (82%). Smaller proportions were likely to use their phone to read texts (24%), make calls (17%) and text someone (8%).
- Nearly all motorists who said they would use a hands free mobile phone while driving would use it to answer calls (93%). Almost a third said they would use it to make phone calls (33%).

**Figure 5 On what road types would you normally use your hand held / hands free mobile phone?**

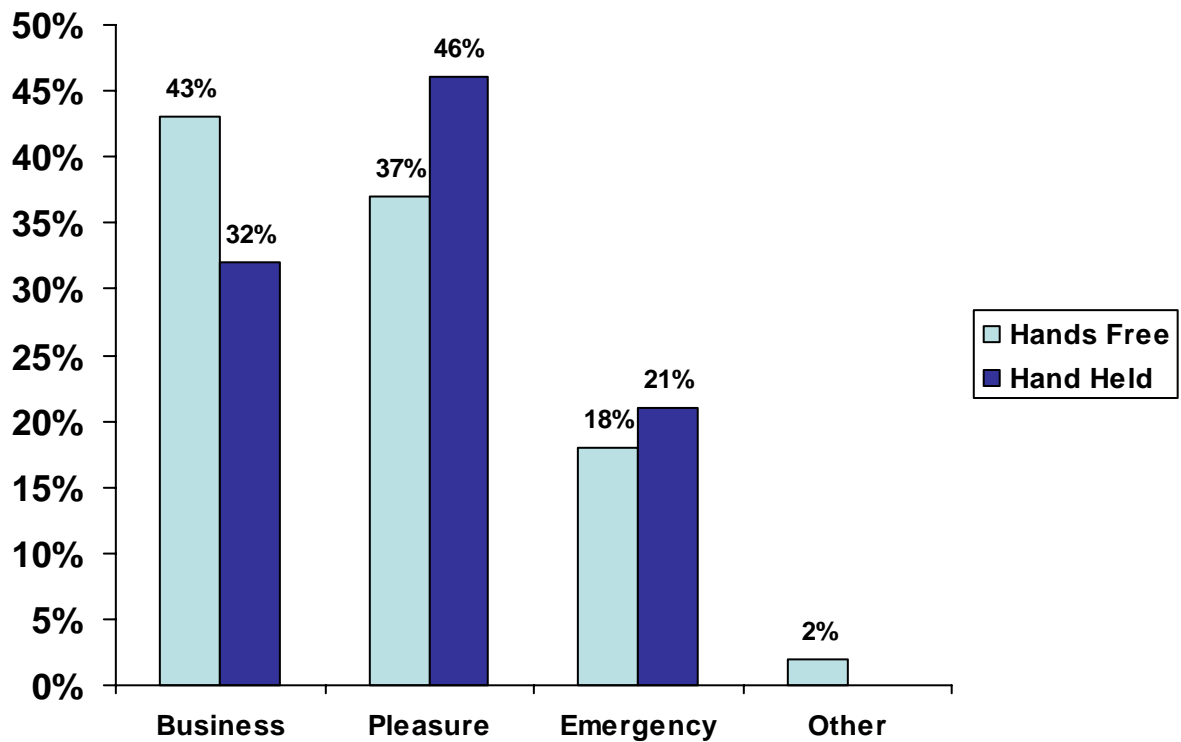


\*Percentages may add to more than 100% due to multiple responses  
 Chart excludes don't knows and refusals

Base: Hand held = 123; Hands free = 242

- Of those motorists who would use a hands free mobile phone while driving, the highest proportion would do so on roads outside a built up area (75%).

**Figure 6 For what reason would you normally use a hand held / hands free mobile phone?\***



\*Chart excludes don't knows and refusals

Base: Hand held = 123; Hands free = 242

- ❑ The most common reason stated by motorists interviewed for using a hand held mobile phone while driving is pleasure (46%).
- ❑ The most common reasons for using a hands free mobile phone while driving are business (43%) and pleasure (37%).
- ❑ Business use accounts for a greater proportion of the use of hands free mobiles (43%) than it does for the use of hand held mobiles (32%).

**Table 10b For what reason would you normally use a hands free mobile phone?**

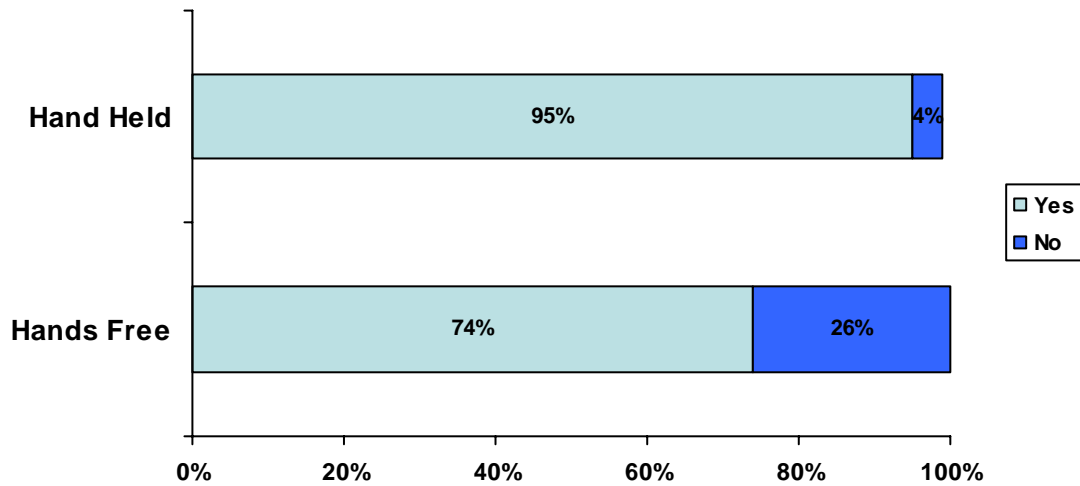
**(i) Analysis by Gender**

<i>All drivers who use a hands free mobile phone whilst driving</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
<b>Business</b>	<b>55</b>	<b>26</b>	<b>43</b>
<b>Pleasure</b>	<b>31</b>	<b>45</b>	<b>37</b>
<b>Emergency</b>	<b>12</b>	<b>26</b>	<b>18</b>
<b>Other</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Don't know</b>		<b>1</b>	<b>0</b>
<b>Base number</b>	<b>140</b>	<b>102</b>	<b>242</b>

- ❑ When asked about the use a hands free mobile phone whilst driving, more male motorists interviewed (55%) than female motorists interviewed (26%) said it was for business reasons.
- ❑ Conversely, more female (45%) than male (31%) motorists interviewed who use a hands free mobile phone while driving, do so for pleasure.

## Mobile Phone Attitude

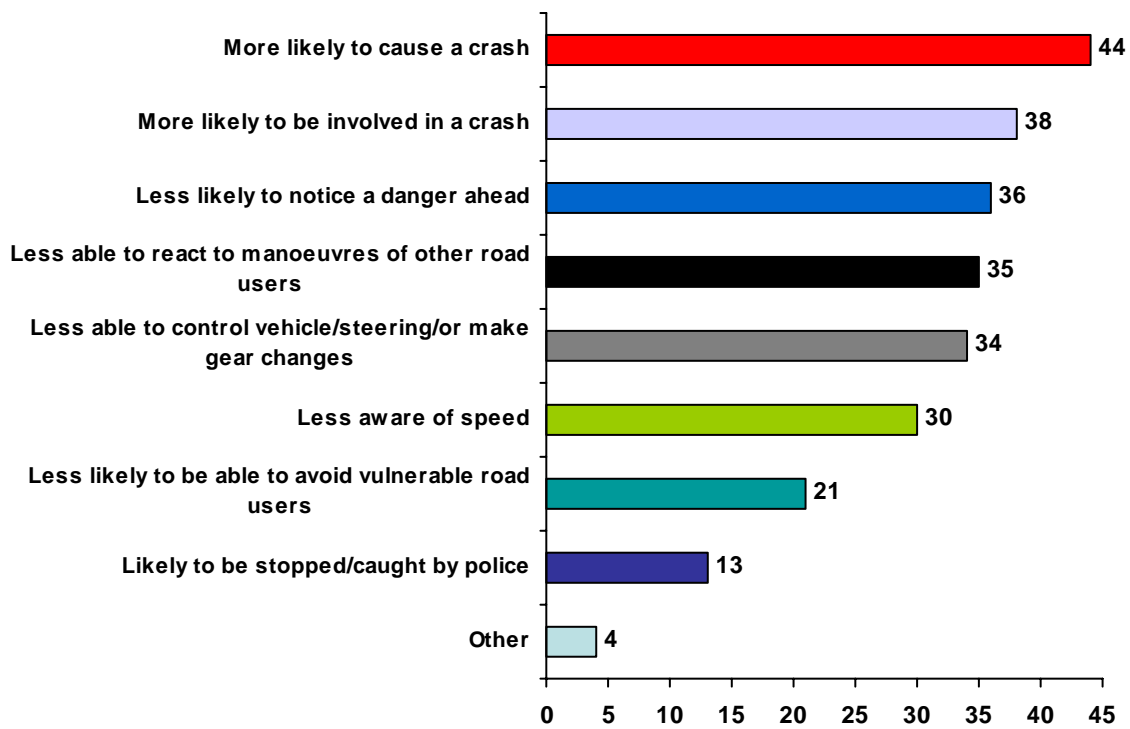
**Figure 7** Are you aware of any risks associated with using a hand- held / hands- free mobile phone while driving?



Base: Hand held = 123; Hands free = 242

- Almost all motorists who stated they would use a hand held mobile phone while driving said they were aware of the risks associated with doing this (95%).
- Almost three quarters of motorists who stated they would use a hands free mobile phone while driving said they were aware of risks associated with doing this (74%).

**Figure 8** What are the risks? (associated with using a hand-held mobile phone while driving)\*

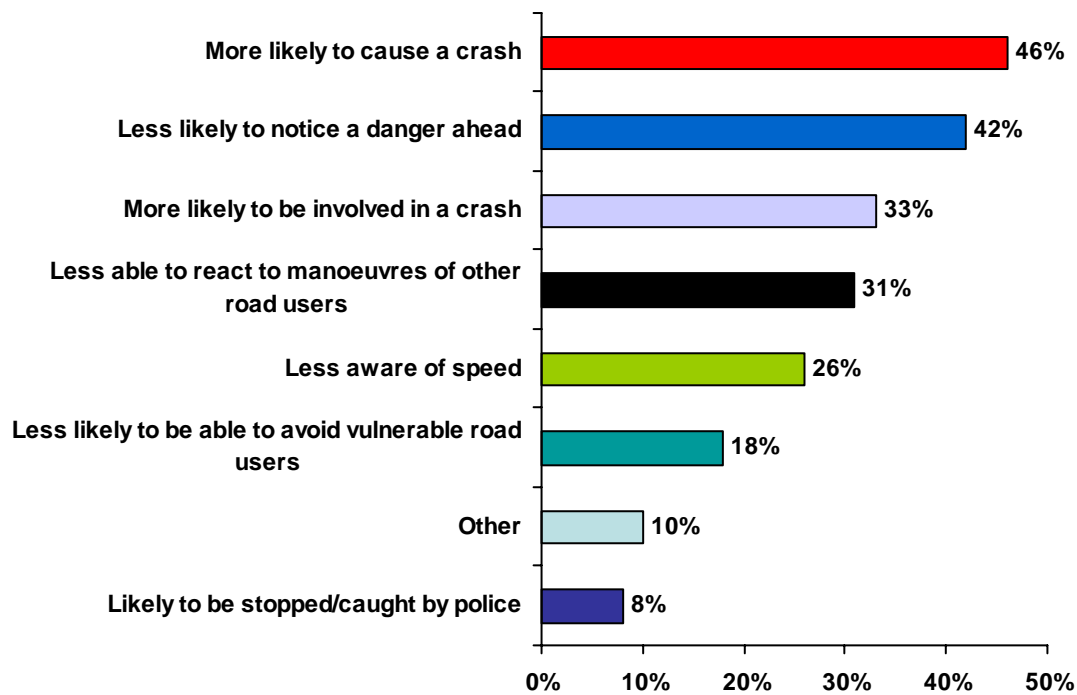


Based on those who are aware of risks associated with using a hand held mobile phone while driving.  
 \*Percentages may add to more than 100% due to multiple responses

Base: 117

- The majority of risks (associated with using a hand held mobile phone while driving) identified by drivers related to road safety, with only 13% of drivers citing that they were likely to be stopped and caught by police.

**Figure 9** What are the risks? (associated with using a hands-free mobile phone while driving)\*



Based on those who are aware of risks associated with using a hands free mobile phone while driving.  
 \*Percentages may add to more than 100% due to multiple responses

Base: 183

- The majority of risks (associated with using a hands free mobile phone while driving) identified by drivers related to road safety, with only 8% of drivers citing that they were likely to be stopped/caught by the police.

**Table 11** Would you agree that drivers should be allowed to use a hand-held mobile while driving?

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	16	5	4	3	3	5
No	84	95	96	97	97	95
Don't Know		0		0		0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	8	3	5
No	92	97	95
Don't Know	0	0	0
Base number	522	658	1180

- The majority of respondents (95%) said they did not agree that drivers should be allowed to use a hand held mobile phone while driving.
- However, 16% of 16-24 year old respondents agreed that drivers should be allowed to use a hand held mobile phone while driving.

**Table 12 Do you think it is likely that drivers using a hand held mobile phone while driving will be caught by the police?**

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	52	54	49	40	45	47
No	48	43	50	58	54	51
Don't Know	1	3	1	2	1	1
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	50	45	47
No	50	53	51
Don't Know	0	3	1
Base number	522	658	1180

- Almost half of respondents (47%) said they do think it is likely that drivers using a hand held mobile phone will be caught by the police.

## Mobile Phones Campaign Awareness

At this stage in the questionnaire respondents were shown still pictures from the TV advertisement relating to mobile phone usage called Lift. After seeing the pictures respondents were asked what the campaign related to.

**Table 13** Could you tell me what you think this advertising campaign relates to?  
(Mobile phones - Lift)

### (i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Drinking and Driving (Just One)	1		1	0	1	1
Seat Belts (Get it on/ Selfish)	2	1		2	2	1
Speeding (Mess)		2	1	1	1	1
Pedestrian Safety (Texting and Home)	1	1	1	3	2	2
Mobile phones (Lift)	93	91	94	87	86	90
Never seen the advert	3	5	3	6	8	5
Other			0			0
Refusal			0	0		0
Don't Know	0				0	0
Base number	114	176	336	306	248	1180

### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Drinking and Driving (Just One)	1	1	1
Seat Belts (Get it on/ Selfish)	1	1	1
Speeding (Mess)	0	1	1
Pedestrian Safety (Texting and Home)	2	1	2
Mobile phones (Lift)	91	90	90
Never seen the advert	5	5	5
Other		0	0
Refusal		0	0
Don't Know		0	0
Base number	522	658	1180

- Nine tenths (90%) of respondents correctly identified that the advertising campaign related to mobile phone usage.

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

**Table 14a**      **Are you aware of this advertising campaign?**  
**(Mobile phones – Lift)**

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	76	81	80	79	69	77
No	24	19	20	21	31	23
Refusal			0			0
Don't Know					0	0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	75	80	77
No	25	20	23
Refusal		0	0
Don't Know		0	0
Base number	522	658	1180

- Over three quarters of respondents (77%) were aware of the campaign.
- Male respondents (75%) were less likely than female respondents (80%) to be aware of the campaign.

**Table 14b** Has this campaign influenced your behaviour in relation to using a hand held mobile phone whilst driving? i.e. has it encouraged you to never use a hand held mobile phone while driving?

**(i) Analysis by Age**

<i>All motorists answering "Yes" at Table 14a</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[ 17]	63	61	57	39	57
No	[ 13]	15	16	12	5	15
I never use a hand held mobile phone while driving	[ 6]	22	23	31	55	28
Don't know			0			0
Base number	36	104	219	182	100	641

**(ii) Analysis by Gender**

<i>All motorists answering "Yes" at Table 14a</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	53	61	57
No	16	13	15
I never use a hand held mobile phone while driving	31	26	28
Don't know	0		0
Base number	314	327	641

- Around three fifths (57%) of those motorists interviewed who are aware of the advertising campaigns said that the campaign has influenced their behaviour in relation to using a hand held mobile phone while driving. 15% stated that it had not influenced their behaviour, with 28% saying they never use a hand held mobile phone while driving.

**Table 15** Are you aware of any penalties if you are caught by the police using a hand held mobile phone while driving?

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	78	83	90	83	66	81
No	22	17	9	17	33	18
Don't Know		1	1		1	0
Base number	114	176	336	306	248	1180

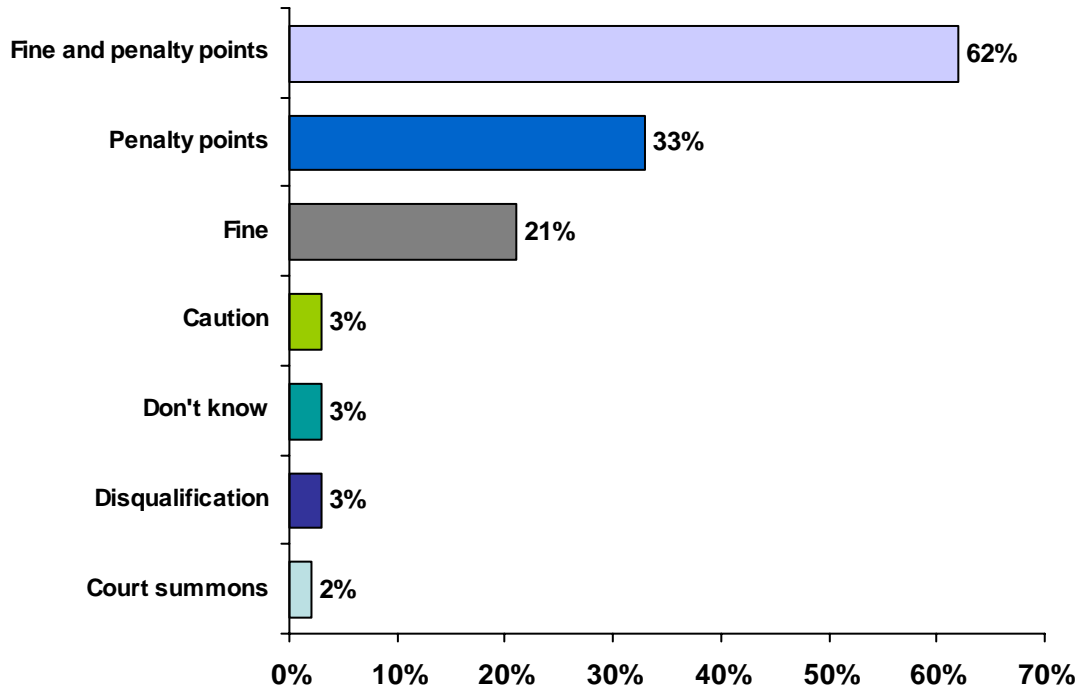
**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	84	79	81
No	16	20	18
Don't Know	0	0	0
Base number	522	658	1180

- 81% of respondents said they were aware of penalties for being caught by the police using a hand held mobile phone while driving.

**Figure 10 What are the Penalties?\***

The penalty for being caught by the police using a hand held mobile phone while driving is a fine and penalty points.



Based on respondents who are aware of penalties for being caught by the police using a hand held mobile phone.  
\*Percentages may add to more than 100% due to multiple responses

Base: 951

- Over three fifths of respondents, who said they were aware of penalties for being caught by the police using a hand held mobile phone while driving, are aware the penalty is a fine and penalty points (62%).

# **CHAPTER 4**

## **Seat belts**

**Seat belt: Behaviour**

**Seat belt: Attitude**

**Seat belt: Awareness**

## **Main Findings:**

### **Seat belt Behaviour**

- The majority of motorists interviewed (98%) said that they usually wear a seat belt when driving, and majority of respondents (98%) said that they usually wear a seat belt when they are a front seat passenger. However one tenth of respondents stated they do not usually wear a seat belt when they are a back seat passenger. (Figure 11).

### **Seat belt Attitude**

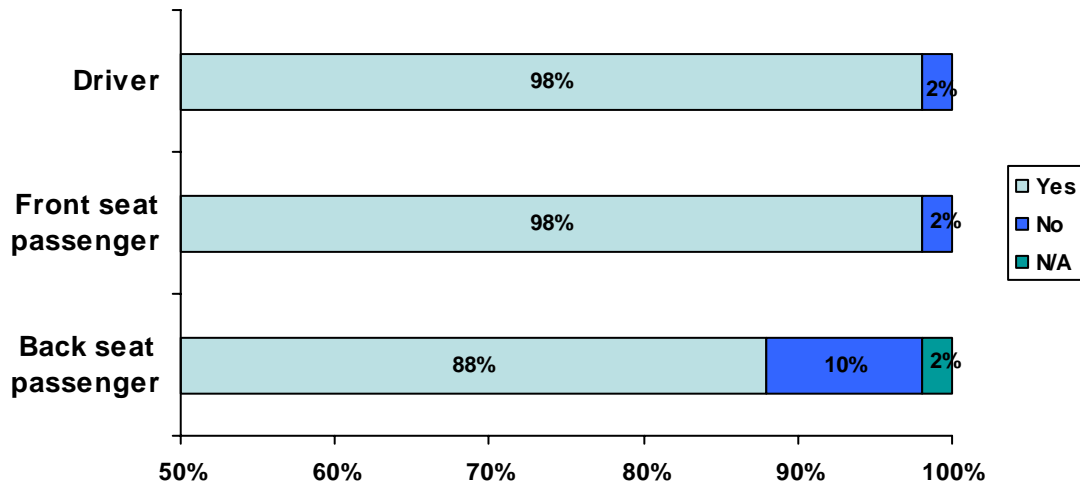
- 88% of respondents believe that it is likely that in the event of a road traffic collision a back seat passenger not wearing a seat belt will injure a front seat passenger or the driver, with 83% thinking that it is likely that they would injure themselves. (Table 16)
- Almost three fifths of respondents (58%) think that the responsibility for ensuring that an adult passenger in the front of the car wears a seat belt rests with the driver.

### **Seat belt Awareness**

- Four fifths of respondents (80%) stated that they were aware of the seat belt campaign “selfish” (Table 20a), and over two thirds (68%) were aware of the “Get it on” campaign (Table 21a).

## Seat belt: Behaviour

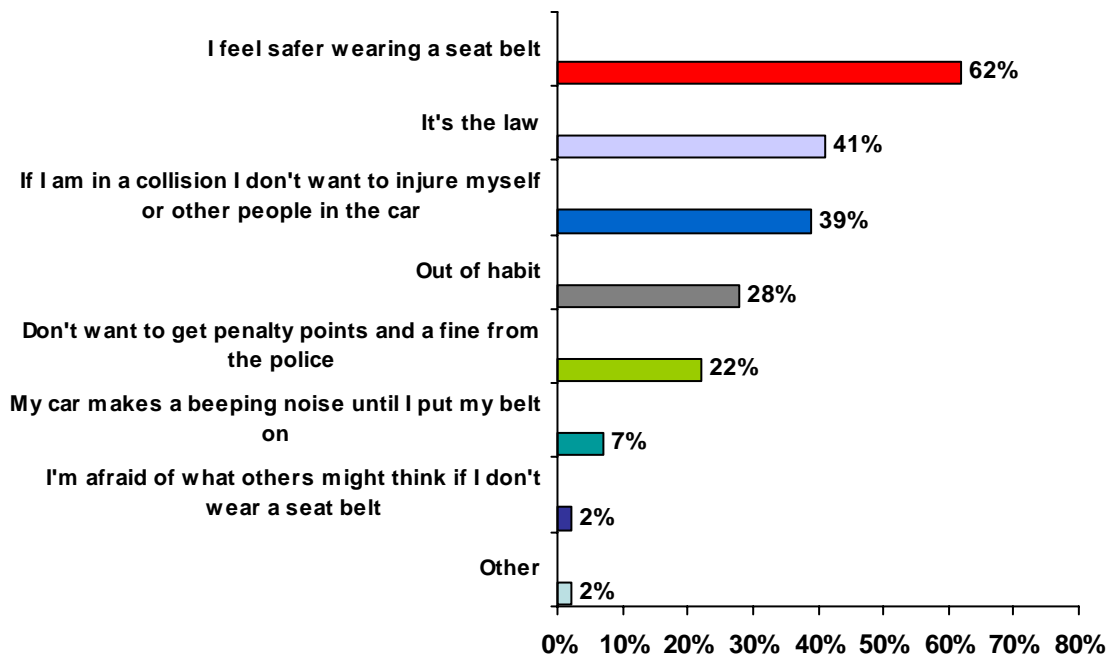
Figure 11 When you travel in a car, do you usually wear a seat belt when you are the...



Base: Drivers = 838; passengers = 1180

- Almost all motorists interviewed (98%) stated they usually wear a seat belt while driving.
- One tenth of respondents (10%) stated they do not usually wear a seat belt when they are a back seat passenger.

**Figure 12** Why do you usually wear a seat belt when driving?\*



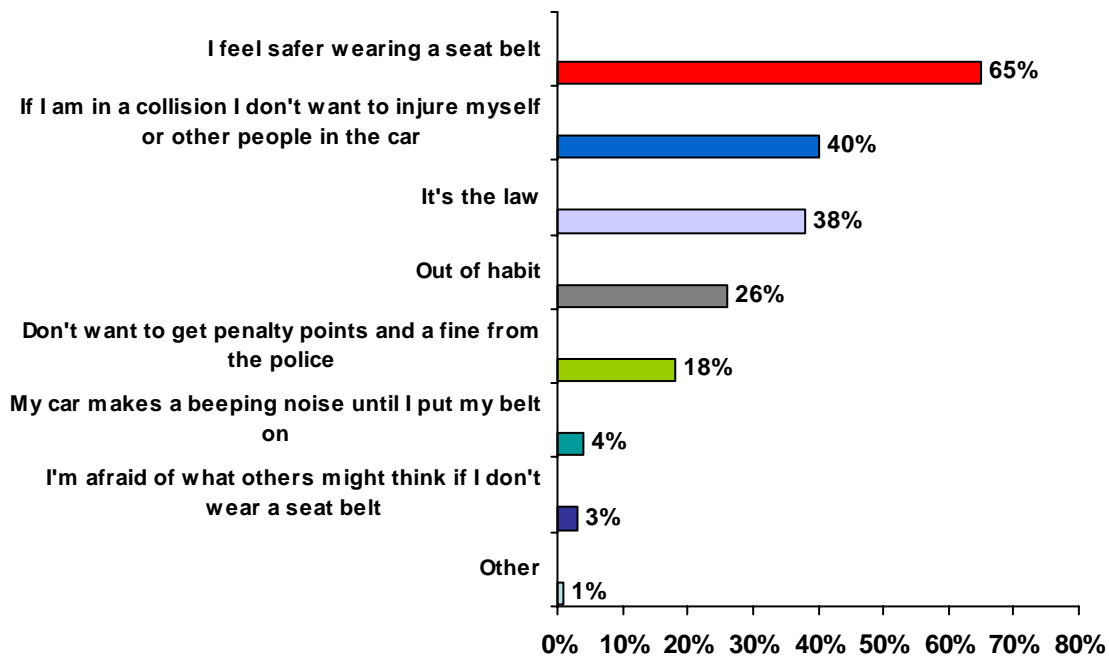
\*Based on motorists who usually wear a seat belt.

Base: 820

\*Percentages may add to more than 100% due to multiple responses

- Over three fifths of motorists interviewed (62%) who said that they usually wear a seat belt while driving, do so because they feel safer wearing a seat belt.

**Figure 13** Why do you usually wear a seat belt as a front seat passenger?

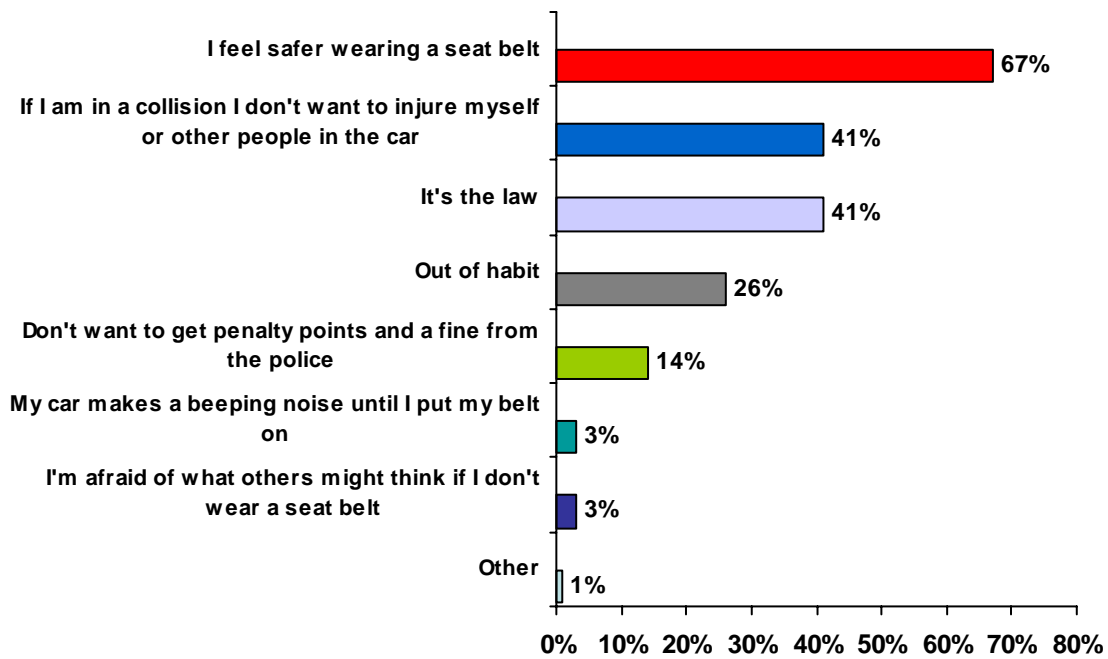


Based on all respondents who wear a seat belt as a front seat passenger.  
\*Percentages may add to more than 100% due to multiple responses

Base: 1152

- Almost two thirds (65%) of respondents, who said that they usually wear a seat belt as a front seat passenger, do so because they feel safer wearing a seat belt.

**Figure 14** Why do you usually wear a seat belt as a back seat passenger?



Based on all respondents who wear a seat belt as a back seat passenger.  
\*Percentages may add to more than 100% due to multiple responses

Base: 1036

- Two thirds of respondents (67%), who said that they usually wear a seat belt as a back seat passenger, do so because they feel safer wearing a seat belt.

## Seat Belt Attitude

**Table 16** In the event of a road traffic collision, do you think it is likely that a back seat passenger not wearing a seat belt will do any of the following?

### (i) Analysis by Age

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Hit the windscreen	77	82	80	75	69	77
Be thrown from the vehicle	70	81	76	70	60	71
Injure themselves	81	90	84	80	79	83
Injure a front seat passenger or driver	88	90	92	89	81	88
Injure other back seat passengers	84	84	77	72	57	74
Don't Know		1		0	1	0
Base number	114	176	336	306	248	1180

### (ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Hit the windscreen	76	77	77
Be thrown from the vehicle	69	73	71
Injure themselves	80	85	83
Injure a front seat passenger or driver	88	89	88
Injure other back seat passengers	72	76	74
Don't Know	0	0	0
Base number	522	658	1180

### (iii) Analysis by Driver Status

<i>All persons aged 16 and over Base = 100%</i>	Driver Status		Drivers and Non-drivers
	Driver	Non-Driver	
	%	%	
Hit the windscreen	79	70	77
Be thrown from the vehicle	75	63	71
Injure themselves	83	81	83
Injure a front seat passenger or driver	90	84	88
Injure other back seat passengers	75	71	74
Don't Know	0		0
Base number	838	342	1180

- 88% of respondents think that it is likely that a back seat passenger not wearing a seat belt will injure a front seat passenger or the driver, with 83% thinking that it is likely that they would injure themselves.

- 90% of drivers interviewed compared to 84% of non-drivers interviewed think that it is likely that a back seat passenger not wearing a seat belt would injure a front seat passenger or driver.

**Table 17 Do you think the responsibility for ensuring that an adult passenger in the front of the car wears a seat belt should rest with the driver or the passenger?**

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Driver	51	53	58	60	67	58
Passenger	49	47	42	40	32	41
Don't Know	0		0		0	0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Driver	59	58	58
Passenger	41	42	41
Don't Know		0	0
Base number	522	658	1180

- Almost three fifths of respondents (58%) think the responsibly for ensuring that an adult passenger in the front of the car wears a seat belt rests with the driver.

**Table 18** Do you think the responsibility for ensuring that an adult passenger in the back of the car wears a seat belt should rest with the driver or the passenger?

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Driver	49	52	54	55	65	55
Passenger	51	48	46	45	35	45
Don't Know	0	1	0		1	0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Driver	56	54	55
Passenger	44	45	45
Don't Know	0	1	0
Base number	522	658	1180

- 55% of respondents think that the responsibly for ensuring that an adult passenger in the back of the car wears a seat belt rests with the driver.

## Seat belt Awareness

At this stage in the questionnaire respondents were shown two advertising campaigns each with four still pictures from the TV advertisements relating to seat belts called Get It On and Selfish. After seeing the pictures respondents were asked what the campaigns related to.

**Table 19** Could you tell me what you think these two advertising campaign relate to? (Seat belts – Get It On/Selfish)

### (i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Drinking and Driving (Just One)	21	19	22	28	26	24
Seat Belts (Get it on/ Selfish)	70	56	59	49	36	54
Speeding (Mess)	2	11	8	10	10	9
Pedestrian Safety (Texting and Home)				1	1	0
Mobile phones (Lift)				0		0
Never seen the advert	2	10	8	8	16	9
Other	2	1	1	1	2	1
Refusal			0	0		0
Don't Know	2	2	2	3	9	4
Base number	114	176	336	306	248	1180

### (ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Drinking and Driving (Just One)	25	22	24
Seat Belts (Get it on/ Selfish)	53	54	54
Speeding (Mess)	8	9	9
Pedestrian Safety (Texting and Home)	0	0	0
Mobile phones (Lift)	0	0	0
Never seen the advert	9	9	9
Other	1	2	1
Refusal		0	0
Don't Know	4	4	4
Base number	522	658	1180

- ❑ Over half of respondents (54%) correctly identified that the advertising campaign related to seat belts.
- ❑ Those respondents aged 65 and over were less likely than any other age group to be aware of the campaign.

At this point respondents were told that the campaigns related to Seat belts.

**Table 20a**      **Are you aware of this advertising campaign?**  
**(Seat belts – Selfish)**

**(i) Analysis by Age**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	95	81	80	77	69	80
No	5	19	20	23	30	20
Refusal			0			0
Don't Know				0	1	0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	76	82	80
No	23	18	20
Refusal		0	0
Don't Know	0		0
Base number	522	658	1180

- 80% of respondents were aware of the campaign.
- The vast majority of respondents aged 16-24 (95%) were aware of the campaign, compared to 69% of those aged 65 and over.

**Table 20b** Has this campaign influenced your behaviour in relation to children wearing a seat belt travelling in a car? i.e. Has it encouraged you to ensure any children travelling in the same car as you are appropriately restrained?

**(i) Analysis by Age**

<i>All motorists who answered yes at table 20a</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[ 37]	84	83	79	79	82
No	[ 4]	9	15	12	9	12
I never travel in a car with children	[ 2]	7	2	9	13	6
Base number	43	113	218	179	103	656

**(ii) Analysis by Gender**

<i>All motorists who answered yes at table 20a</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	79	84	82
No	14	11	12
I never travel in a car with children	7	5	6
Base number	308	348	656

- Of those motorists interviewed who said that they were aware of the advertising campaign, 82% stated it had influenced their behaviour in relation to children wearing a seat belt travelling in a car.
- 12% said, however, that it has not influenced their behaviour in relation to children wearing a seat belt travelling in a car.

**Table 21a Are you aware of this advertising campaign?  
(Seat belts – Get It On)**

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	72	72	74	67	53	68
No	28	28	26	33	47	32
Refusal			0			0
Don't Know		1	0		0	0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	68	68	68
No	32	32	32
Refusal		0	0
Don't Know	0	0	0
Base number	522	658	1180

- Almost seven in ten respondents (68%) were aware of the campaign.
- Almost three quarters of respondents aged 16-24 (72%) were aware of the campaign, compared to 53% of those aged 65 and over.

**Table 21b** Has this campaign influenced your behaviour in relation to people wearing a seat belt travelling in a car? i.e. Has it encouraged you to ensure that you and any others travelling in the same car as you are wearing a seat belt?

**(i) Analysis by Age**

<i>All motorists who answered yes at table 21a</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	%	%	Count	%
Yes	[31]	[82]	87	84	[68]	85
No	[6]	[15]	13	16	[11]	15
Base number	37	97	204	155	79	572

**(ii) Analysis by Gender**

<i>All motorists who answered yes at table 21a</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	83	88	85
No	17	12	15
Base number	285	287	572

- Of those motorists interviewed who said that they were aware of the advertising campaign, 85% stated it had influenced their behaviour in relation to people wearing a seat belt.
- 15% said, however, that it has not influenced their behaviour in relation to people wearing a seat belt.

# **CHAPTER 5**

## **Fatigue**

**Fatigue: Behaviour**

**Fatigue: Attitude**

**Fatigue: Awareness**

## **Main Findings:**

### **Fatigue Behaviour**

- Over one quarter of motorists interviewed (27%) said that over the past year there had been occasions when they felt drowsy when they had been driving. (Table 22)
- Over one third of motorists interviewed (35%) who have felt drowsy while driving over the past year stated that it was on a road outside a built up area (rural). (Figure 16)

### **Fatigue Attitude**

- The majority of respondents (95%) think that it is risky to drive when you are tired. (Table 23)
- Over half of respondents (52%) feel that the best ways of dealing with feeling tired when driving are to wind down the window for cold air or to stop driving completely. (Table 24)

## Fatigue: Behaviour

Table 22 Over the past year have there ever been occasions when you have felt drowsy when you have been driving?

### (i) Analysis by Age

All motorists Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Yes	[20]	32	28	28	13	27
No	[27]	68	71	72	87	72
Refusal			0			0
Base number	47	133	273	239	146	838

### (ii) Analysis by Gender

All motorists Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	
Yes	32	22	27
No	68	78	72
Refusal		0	0
Base number	418	420	838

### (iii) Analysis by Drinking Status

All motorists Base = 100%	Drinking Status		Males and Females
	Drinker	Non-Drinker	
	%	%	
Yes	30	19	27
No	70	81	72
Refusal	0		0
Base number	621	217	838

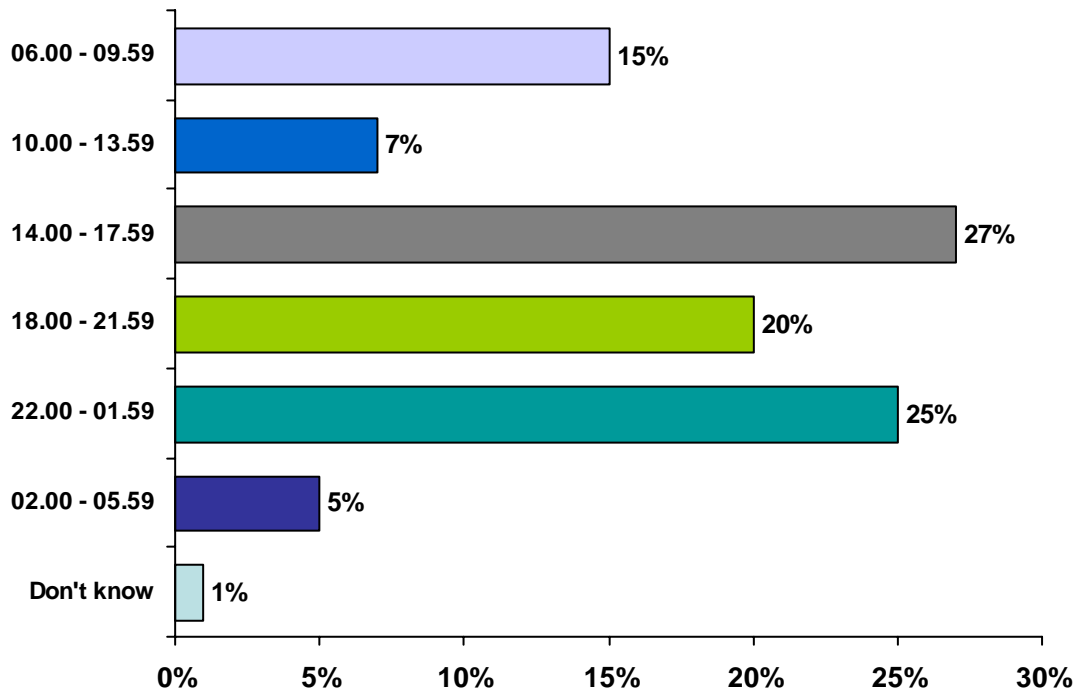
### (iv) Analysis by Miles Driven per year

All motorists Base = 100%	Miles driven per year					All Drivers
	Up to 5,000	5,001-10,000	10,001-20,000	20,001-30,000	30,001 and over	
	Count	%	%	%	%	
Yes	14	26	36	[22]	[9]	27
No	86	73	64	[29]	[14]	72
Refusal		0				0
Base number	207	319	238	51	23	838

- Over one quarter of motorists interviewed (27%) said that over the past year there had been occasions when they felt drowsy when they had been driving.

- More male motorists interviewed (32%) stated that they felt drowsy while driving in the past year than female motorists interviewed (22%).
- Motorists interviewed who drink alcohol were more likely (30%) to state that they felt drowsy while driving in the past year than motorists interviewed who do not drink alcohol (19%).
- Motorists interviewed who drive between 10,001 and 20,000 miles per year were more likely (36%) to admit to feeling drowsy while driving in the past year than those who drive between 5,001 and 10,000 miles per year (26%) and those who drive up to 5,000 miles per year (14%).

**Figure 15** Thinking about the last time you felt drowsy while driving, at what time of the day did this happen?\*

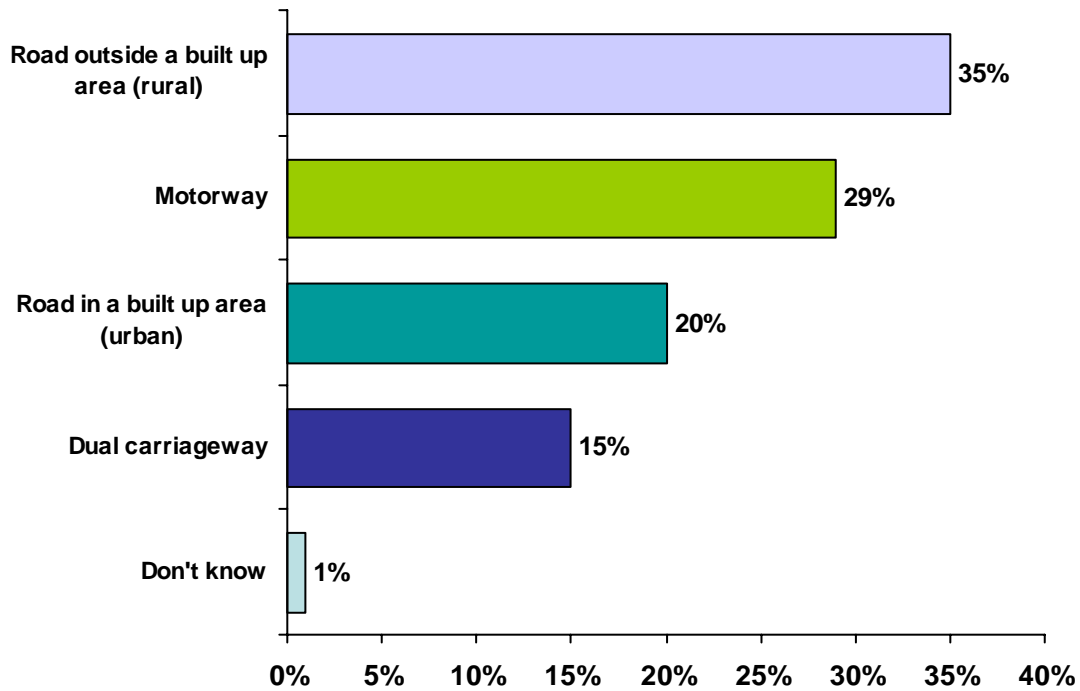


Based on motorists who have felt drowsy when driving over the last year.  
 \*Percentages may add to more than 100% due to multiple responses

Base: 226

- Of those motorists interviewed who have felt drowsy when driving over the last year, 27% felt drowsy between 14:00 and 17:59, and one quarter stated it was between 22:00 and 01:59.

**Figure 16** Thinking about the last time you felt drowsy while driving, on what type of road did this happen?

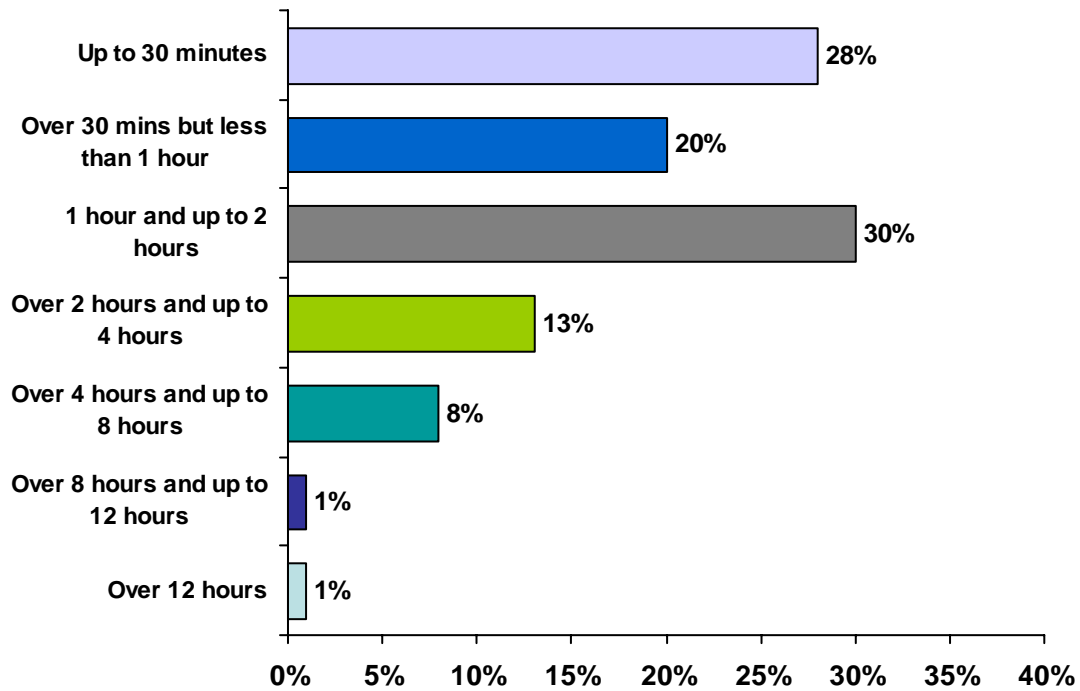


Based on motorists who have felt drowsy when driving over the last year.  
\*Percentages may add to more than 100% due to multiple responses

Base: 226

- Over one third of motorists interviewed (35%) who have felt tired while driving over the past year state that it was on a road outside a built up area (rural).

**Figure 17** Thinking about the last time you felt drowsy while driving, how long had you been driving for?

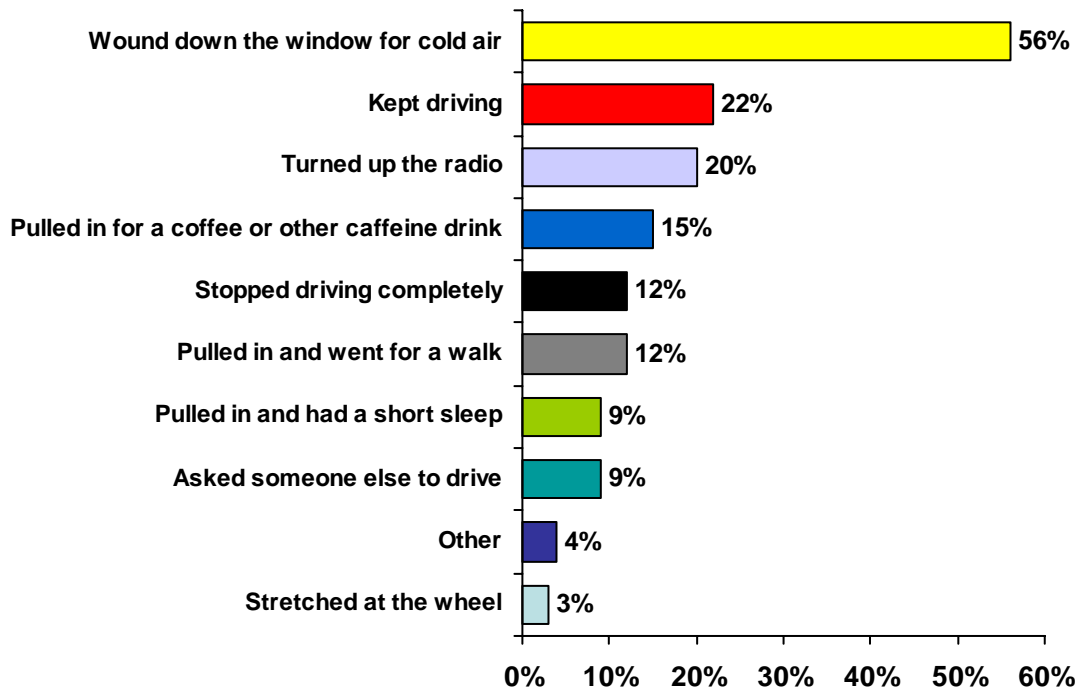


Based on motorists who have felt drowsy when driving over the last year.

Base: 226

- Almost half of the motorists interviewed (48%) who felt drowsy while driving in the past year had been driving for less than an hour.

**Figure 18** Thinking about the last time you felt drowsy while driving, what did you do in this situation?

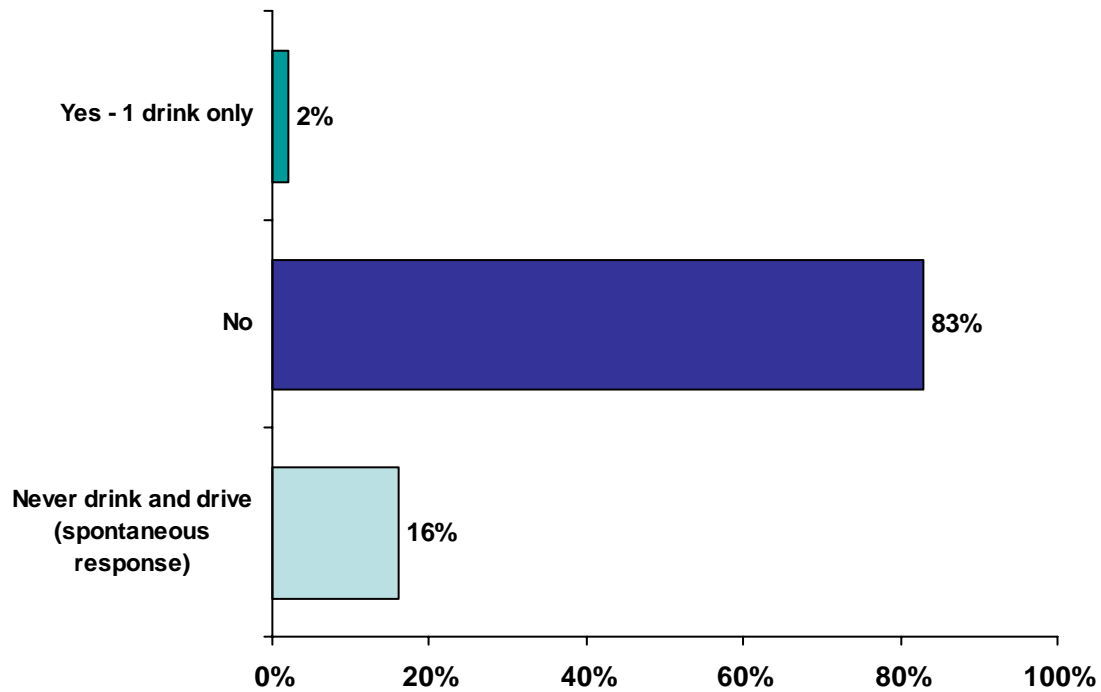


Based on motorists who have felt drowsy when driving over the last year.  
\*Percentages may add to more than 100% due to multiple responses

Base: 226

- Over half of the motorists interviewed (56%) who felt drowsy while driving in the past year, wound down the window for cold air, with almost a quarter (22%) doing nothing as they said they kept driving.

**Figure 19** Thinking about the last time you felt drowsy while driving, had you drunk any alcohol before driving when you felt drowsy?



Based on motorists who have felt drowsy when driving over the last year.

Base: 226

- More than four fifths (83%) of motorists interviewed who felt drowsy while driving in the past year said they had not drunk any alcohol before driving and feeling drowsy.

## Fatigue Attitude

Table 23 Do you think it is risky to drive when you are tired?

### (i) Analysis by Age

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	92	96	96	97	96	95
No	8	4	4	3	4	4
Don't Know	0		0			0
Base number	114	176	336	306	248	1180

### (ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	94	97	95
No	6	3	4
Don't Know		0	0
Base number	522	658	1180

- The majority of respondents (95%) think it is risky to drive when you are tired.

**Table 24** What do you think are the three best ways of dealing with feeling tired when driving?

**(i) Analysis by Age**

<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Wind down the window for cold air	47	60	58	51	40	52
Turn up the radio	19	18	18	10	6	14
Stop driving completely	52	48	51	52	55	52
Pull in for a coffee or other caffeine drink	46	39	38	44	32	40
Pull in and go for a walk	33	36	42	44	49	42
Pull in and have a short sleep	38	36	39	39	50	40
Ask someone else to drive	22	23	17	20	13	19
Stretch at the wheel	2	2	1	0	1	1
Keep driving				0	1	0
Other	8	4	3	3	2	4
Don't Know	0			1	1	0
Base number	114	176	336	306	248	1180

**(ii) Analysis by Gender**

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Wind down the window for cold air	51	52	52
Turn up the radio	13	15	14
Stop driving completely	47	56	52
Pull in for a coffee or other caffeine drink	41	39	40
Pull in and go for a walk	45	39	42
Pull in and have a short sleep	40	40	40
Ask someone else to drive	20	18	19
Stretch at the wheel	1	1	1
Keep driving		0	0
Other	3	4	4
Don't Know		1	0
Base number	522	658	1180

- ❑ Over half (52%) of respondents think the best way of dealing with feeling tired when driving is to stop driving completely. However only 12% of motorists who felt drowsy when driving actually did this.
- ❑ 56% of females believe the best way of dealing with feeling tired when driving is to stop driving completely compared to 47% of males.

## Northern Ireland Omnibus Survey: Technical Notes

### 1.1 The Sample

The sample for the May survey consisted of a systematic random sample of addresses selected from the Land and Property Services Agency list of private addresses. This is the most up-to-date listing of private households and is made available to the Northern Ireland Statistics and Research Agency for research purposes. People living in institutions (though not in private households in such institutions) are excluded. A total of 2,200 addresses were selected for interview.

The Land and Property Services 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 213 interviewers in the middle of April 2009. The fieldwork period was 1<sup>st</sup> May to the 30<sup>th</sup> May 2009.

	<b>Number</b>	<b>Percent</b>
Set sample of addresses	2200	
- Ineligible known	236	
- Ineligible unknown (pre-adjustment)	73	
- Eligible known (pre-adjustment)	1891	
- Ineligible (after adjustment)	244	
Eligible (after adjustment) <sup>1</sup>	1956	100
Fully co-operating	1180	60
Partially co-operating	0	0
<b>Total co-operating</b>	<b>1180</b>	<b>60</b>
Refusal to co-operate	468	24
Non-contact	243	12

<sup>1</sup> The adjusted eligible households include all pre-adjustment eligible households and a proportion of the pre-adjustment “eligibility unknown” households. The proportion of the pre-adjustment ‘eligibility unknown’ households reclassified as eligible is set at the proportion of pre-adjustment eligible households in the set sample of households: 89%.

## 1.3 Representativeness of the Sample

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

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

	<b>Mid Year Population Estimates 2007</b>	<b>CHS 2006/07 (all members of household 16+)</b>	<b>Omnibus (all members of household 16+)</b>	<b>Selected Respondent</b>
<b>Age</b>				
16-24	17	15	16	14
25-34	17	18	14	14
35-49	27	28	27	29
50-64	21	22	26	26
65 and over	18	17	17	17
<b>Gender</b>				
Male	48	46	47	47
Female	52	54	53	53
<b>Base=100%</b>	<b>1,379,080</b>	<b>5161</b>	<b>2335</b>	<b>1180</b>

## 1.4 Weighting

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

Before analysis, all households which provided a selected respondent are examined and the data are weighted in relation to the number of eligible adults at the address derived from the details of household structure recorded by interviewers on the questionnaire. This weighting process adjusts the results to those that would have been achieved if the sample had been drawn as a random sample of adults rather than of addresses. In this sample 31% of households consisted of one adult, while 50% of households consisted of two adults. 12% of households contained three adults, while 7% of households consisted of four or more adults.

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

<b>Number of adults 16 and over</b>	<b>Number</b>	<b>Household Size x Number</b>	<b>Relative Scaled Weight</b>
<b>1</b>	<b>371</b>	<b>371</b>	<b>0.505353</b>
<b>2</b>	<b>585</b>	<b>1170</b>	<b>1.010706</b>
<b>3</b>	<b>137</b>	<b>411</b>	<b>1.516059</b>
<b>4</b>	<b>63</b>	<b>252</b>	<b>2.021413</b>
<b>5</b>	<b>15</b>	<b>75</b>	<b>2.526766</b>
<b>6</b>	<b>7</b>	<b>42</b>	<b>3.032119</b>
<b>7</b>	<b>2</b>	<b>14</b>	<b>3.537473</b>

$$R = \frac{1180}{2335} = 0.505353$$

To demonstrate the effects of weighting on the responses given by selected respondents, the question “How many units of alcohol are contained within the following drinks ... a ‘regular strength’ pint of beer (lager or stout) such as Guinness, Carlsberg or Tennents which has around 4% alcohol?” was analysed both weighted and unweighted (Tables 1.5 and 1.6).

**Table 1.5 (Weighted)**

	Frequency	Valid Percent
1/2 unit	22	1.8
1 unit	240	20.3
1 1/2 units	182	15.4
2 units	316	26.8
3 units	73	6.2
more than 3 units	36	3.0
Refusal	7	.6
Dont Know	304	25.8
Total	1180	100.0

**Table 1.6 (Unweighted)**

	Frequency	Valid Percent
1/2 unit	19	1.6
1 unit	242	20.5
1 1/2 units	172	14.6
2 units	317	26.9
3 units	75	6.4
more than 3 units	32	2.7
Refusal	8	.7
Dont Know	315	26.7
Total	1180	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'