



Department of the
Environment
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Northern Ireland Road Safety Monitor 2008:

October 2008



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 five topics covered within the questionnaire namely speeding, drinking and driving, pedestrians, mobile phones and penalty points. 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 2008.

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 (84%)
 - People driving after drinking (67%)
 - Carelessness on roads (56%)

General Awareness

- Respondents stated they felt the most effective medium for creating an awareness of road safety is TV advertising (79%) (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	85	81	85	82	84	84
People driving after drinking	87	68	68	63	56	67
Carelessness on roads	44	58	62	56	58	56
Young inexperienced drivers	18	23	28	30	28	26
Other	29	19	20	20	13	20
People not thinking about the dangers	8	11	9	9	17	11
People not wearing seatbelts	12	7	6	6	4	7
Poor roads	7	9	4	9	7	7
More cars on the road	4	6	4	6	9	6
Drunk pedestrians		2	1	2	2	2
Courts too lenient	1	1	3	3	2	2
Not enough police enforcement		1	2	3	3	2
Children not trained enough in road safety		1	1	1	1	1
Government not doing enough			0	1	0	0
Don't Know		1				0
Base number (a)	118	193	317	273	282	1,183

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	82	85	84
People driving after drinking	66	68	67
Carelessness on roads	58	56	56
Young inexperienced drivers	26	26	26
Other	20	20	20
People not thinking about the dangers	11	10	11
People not wearing seatbelts	6	7	7
Poor roads	10	5	7
More cars on the road	5	6	6
Drunk pedestrians	2	1	2
Courts too lenient	1	2	2
Not enough police enforcement	2	1	2
Children not trained enough in road safety	0	1	1
Government not doing enough	0	0	0
Don't Know	0	0	0
Base number (a)	516	667	1,183

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	85	81	84
People driving after drinking	63	76	67
Carelessness on roads	62	45	56
Young inexperienced drivers	27	24	26
Other	18	24	20
People not thinking about the dangers	10	11	11
People not wearing seatbelts	6	8	7
Poor roads	8	6	7
More cars on the road	6	6	6
Drunk pedestrians	1	2	2
Courts too lenient	1	4	2
Not enough police enforcement	2	1	2
Children not trained enough in road safety	1	1	1
Government not doing enough	0	0	0
Don't Know	0		0
Base number (a)	799	384	1,183

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 (Table 1):
 - People speeding (84%)
 - People driving after drinking (67%)
 - 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</i> <i>Base = 100%</i>	Age					All ages %
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
TV advertising	85	82	83	77	68	79
News and documentaries on TV and Radio	43	33	33	32	32	34
Penalties for breaking the law	29	38	33	24	24	29
Friend or relative involved in an accident or near miss	24	33	24	30	23	27
Being involved in an accident or near miss yourself	11	25	28	25	16	22
Level of police enforcement	15	15	19	17	13	16
What you learnt when you were learning to drive	11	16	15	17	16	15
Highway code	13	8	11	13	22	14
Posters	10	7	14	14	12	12
Articles in the press	6	6	8	12	11	9
TV programmes ie. soaps, drama	19	10	6	6	4	8
Bus advertising	11	2	5	5	4	5
Press advertising	6	6	2	6	7	5
Radio advertising	6	6	4	3	4	4
Other	6	2	2	5	5	4
Don't Know		1		1	3	1
Base number(a)	118	193	317	273	282	1,183

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	79	79	79
News and documentaries on TV and Radio	33	36	34
Penalties for breaking the law	32	27	29
Friend or relative involved in an accident or near miss	22	30	27
Being involved in an accident or near miss yourself	22	22	22
Level of police enforcement	20	14	16
What you learnt when you were learning to drive	15	15	15
Highway code	15	13	14
Posters	13	11	12
Articles in the press	9	9	9
TV programmes ie. soaps, drama	6	10	8
Bus advertising	4	6	5
Press advertising	6	5	5
Radio advertising	6	3	4
Other	4	4	4
Don't Know	1	1	1
Base number (a)	516	667	1,183

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 (79%) followed by “News and documentaries on TV and Radio” (34%).
- Some of the most commonly mentioned “other” factors given by respondents included “school education on safety” and “driving experience”.

GENERAL AWARENESS: Advertising Intervention Measures

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

- Four into two
- No seatbelt, no excuse
- Drive to save lives, including pedestrians
- Reading the road
- Take time, or do time

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	91	80	83	72	63	77
No	9	20	17	28	36	22
Don't Know					1	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male %	Female %	
Yes	74	80	77
No	25	20	22
Don't Know	0		0
Base number	516	667	1,183

- ❑ Over three quarters (77%) of respondents stated they were aware of at least one of the five radio advertising campaigns.
- ❑ As the age of respondents increased the likelihood of them being aware of the radio advertising campaigns decreased.
- ❑ More female (80%) than male (74%) 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> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	84	81	80	79	83	81
No	16	18	20	20	17	18
Refusal			0			0
Don't Know	0	1		1		0
Base number	106	153	226	201	176	902

(ii) Analysis by Gender

<i>All those who answered "yes" at table 2b</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	79	82	81
No	20	17	18
Refusal	0		0
Don't Know	0	1	0
Base number	383	519	902

- Over four fifths (81%) 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 six posters (which were displayed in washrooms around NI) and were then asked about their awareness of the poster campaigns.

Table 2d Are you aware of any of these posters?

(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	90	80	80	73	70	78
No	10	20	20	27	29	22
Don't Know					0	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male %	Female %	
Yes	77	79	78
No	23	21	22
Don't Know	0		0
Base number	516	667	1,183

- ❑ Over three quarters of respondents (78%) said they were aware of at least one of the posters.
- ❑ As the age of respondents increased the likelihood of them being aware of the poster campaigns decreased, from 90% of the 16-24 year old respondents to 70% of the 65 and over age group.

Table 2e Have these posters 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	
	%	%	%	%	%	%
Yes	88	87	81	80	76	82
No	11	13	19	20	23	18
Don't Know	1			0	1	0
Base number	105	156	249	203	194	907

(ii) Analysis by Gender

<i>All those who answered "yes" at table 2d</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	78	85	82
No	21	15	18
Don't Know	0	0	0
Base number	395	512	907

- ❑ Over four fifths of respondents (82%) who stated they were aware of the posters said they had a positive influence on their behaviour in relation to road safety.
- ❑ As the age of respondents who stated they were aware of the posters increased, the likelihood of them stating that the posters positively influenced their behaviour in relation to road safety decreased.
- ❑ More female (85%) than male (78%) respondents who stated they were aware of the posters said the posters positively influenced their behaviour in relation to road safety.

Respondents were then shown eight pictures of advertising campaigns which run on the back of public buses, and asked about their awareness of these.

Table 2f Are you aware of any of these bus back 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	88	67	70	62	54	67
No	12	33	30	38	46	33
Don't Know					0	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male	Female	
	%	%	
Yes	67	67	67
No	33	33	33
Don't Know	0		0
Base number	516	667	1,183

- ❑ Over two thirds of respondents (67%) said they were aware of at least one of the bus back advertising campaigns.
- ❑ As the age of respondent increased the likelihood of them being aware of a bus back advertising campaign decreased, from 88% of the 16-24 age group to 54% of the 65 and over age group.

Table 2g Have these bus back advertising 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 2f</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	84	84	81	84	83	83
No	16	16	19	15	17	17
Don't Know				1		0
Base number	103	134	220	165	147	769

(ii) Analysis by Gender

<i>All those who answered "yes" at table 2f</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	79	87	83
No	21	13	17
Don't Know	0	0	0
Base number	339	430	769

- Over four fifths (83%) of respondents who said they were aware of the bus back advertising campaigns felt it had influenced their behaviour in a positive way.
- Female respondents (87%) were more likely than male respondents (79%) to say that the bus back campaigns had influenced their behaviour in a positive way.

Table 2h Are you aware of Road Safety messages being displayed on Electronic Message System (EMS)?

(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	69	73	78	72	58	71
No	31	27	22	28	42	29
Don't Know					0	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male %	Female %	
Yes	72	70	71
No	27	30	29
Don't Know	0		0
Base number	516	667	1,183

- Almost three quarters of respondents (71%) said they were aware of road safety messages being displayed on the Electronic Message System (EMS).

Table 2i Have Road Safety messages being displayed on EMS 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	%	%	%	%	%
Yes	[63]	86	86	88	84	85
No	[22]	13	14	12	16	15
Don't Know		0		1		0
Total	85	141	245	195	155	821

(ii) Analysis by Gender

<i>All those who answered "yes" at table 2h</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	83	87	85
No	17	13	15
Don't Know		0	0
Total	367	454	821

- More than four fifths (85%) of those who said they are aware of road safety messages being displayed on EMS felt they had a positive influence on their behaviour.

CHAPTER 2

SPEEDING

Speeding Behaviour

Speeding Attitude

Speeding Awareness

Main Findings:

Speeding Behaviour

- 14% of motorists interviewed said they normally exceed the speed limit on roads in a built up area, 17% on roads outside a built up area, 25% on dual carriageways and 40% on motorways (Table 3a).

Speeding Attitude

- Almost three fifths of motorists interviewed (58%) said they think it is likely that they would be stopped by the police if they were exceeding the speed limit (Table 4a).
- Around three fifths of motorists interviewed (62%) said they think that it is likely they would be caught on a mobile camera if they were exceeding the speed limit (Table 4c).

Speeding Awareness

- Over three fifths of respondents (64%) stated they were aware of the speeding campaign “Speeding: Mess” (Table 6b).
- Around three quarters (76%) of those motorists who stated they were aware of the campaign said that it had a positive influence on their behaviour in relation to speeding (Table 6c), with an additional 9% stating that they never exceed the speed limit.

Speeding Behaviour

Table 3a On which of the following road types would you normally drive faster than the speed limit?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Roads in a built up area (30mph speed limit or less)	[5]	17	16	11	12	14
Roads outside a built up area (30 - 60mph speed limit)	[6]	22	20	19	7	17
Dual Carriageways	[18]	35	24	20	15	25
Motorways	[21]	57	44	34	21	40
Never normally exceed the speed limit	[7]	19	29	42	60	35
Don't know				0	1	0
Base number (a)	41	136	266	200	156	799

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

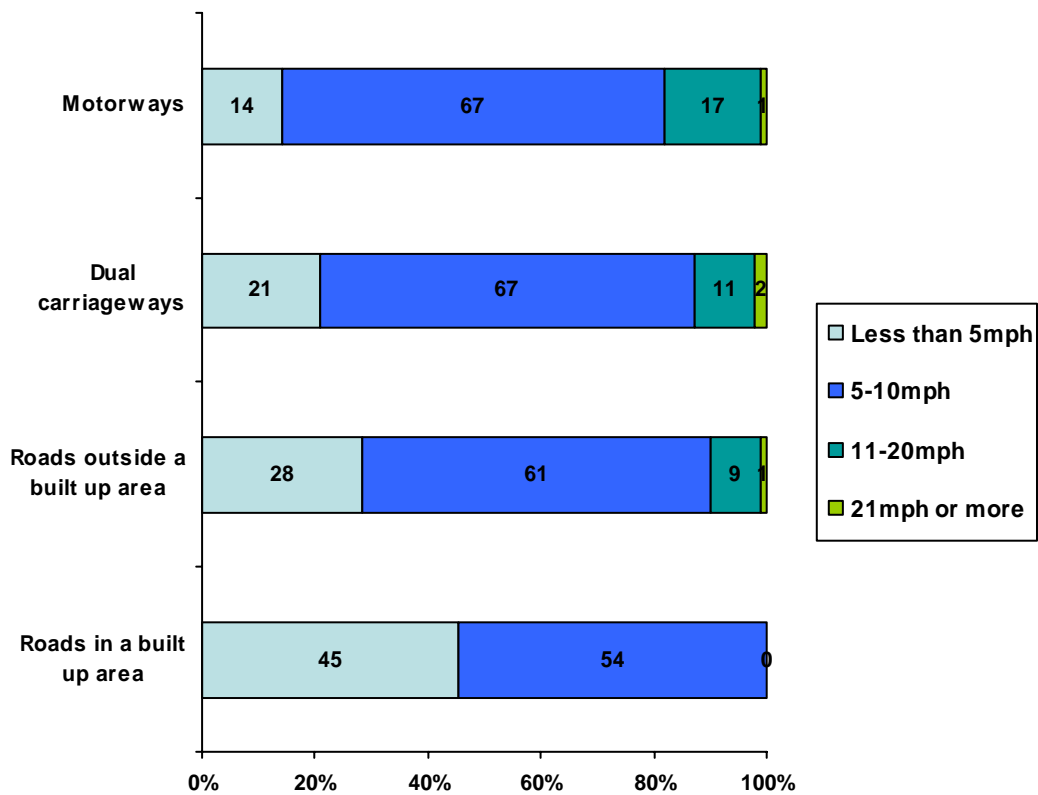
(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Roads in a built up area (30mph speed limit or less)	14	14	14
Roads outside a built up area (30 - 60mph speed limit)	20	15	17
Dual Carriageways	29	20	25
Motorways	44	36	40
Never normally exceed the speed limit	31	39	35
Don't know	0		0
Base number (a)	387	412	799

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

- ❑ 35% of motorists interviewed said that they never normally exceed the speed limit.
- ❑ Female motorists interviewed were more likely than males to say that they never normally exceed the speed limit (39% compared to 31%).
- ❑ 14% of motorists interviewed said they normally exceed the speed limit on roads in a built up area, 17% on roads outside a built up area, 25% on dual carriageways and 40% on motorways.
- ❑ Males are more likely than females to say they normally exceed the speed limit on a dual carriageway or motorway.

Figure 1 *Amount by which motorists stated they normally exceed the speed limit on each type of road.



Base: Motorways = 315; Dual carriageways = 192; Roads outside a built up area = 140; Roads in a built up area = 115

*Refers to respondents who said they normally exceed the speed limit on each road type only

- Of those motorists who stated they normally exceed the speed limit in built up areas, 54% said they exceeded it by 5 miles per hour or more.
- Of those motorists who stated that they normally exceed the speed limit on motorways, 85% said they exceeded it by 5 miles per hour or more, with 18% saying they exceeded it by 11 miles per hour or more.

Table 3b Under what circumstances do you drive faster than the speed limit?

(i) Analysis by Age

<i>All motorists who did not answer "never" at table 3a</i> <i>Base = 100%</i>	Age					All Ages %
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	
Early in the morning when there is little traffic	[2]	12	14	17	[8]	13
Late in the evening when there is little traffic	[2]	17	17	22	[10]	17
In an emergency	[4]	16	12	16	[11]	14
In a hurry to reach a destination (not an emergency)	[15]	36	42	25	[18]	36
Normal driving	[10]	31	27	34	[16]	30
Other	[3]	15	12	11	[10]	13
Refusal		1				0
Don't Know					[2]	0
Base number (a)	34	108	192	114	62	510

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

(ii) Analysis by Gender

<i>All motorists who did not answer "never" at table 3a</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male	Female	
	%	%	
Early in the morning when there is little traffic	14	12	13
Late in the evening when there is little traffic	19	14	17
In an emergency	12	17	14
In a hurry to reach a destination (not an emergency)	33	39	36
Normal driving	31	28	30
Other	10	15	13
Refusal		0	0
Don't Know	0	0	0
Base number (a)	265	245	510

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

- ❑ The main circumstances under which motorists interviewed stated that they exceed the speed limit are when they are in a hurry to reach a destination (not an emergency) (36%) and normal driving (30%).
- ❑ The most commonly mentioned "other" circumstances under which respondents exceeded the speed limit were "when overtaking", "when traffic is light" and "when not concentrating/paying attention".

Speeding Attitude

Table 4a How likely or unlikely do you think it is that you would be stopped by the police if you were exceeding the speed limit?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Very Likely	[11]	18	21	24	20	22
Likely	[16]	46	36	29	39	36
Unlikely	[14]	31	34	33	25	32
Very Unlikely		5	9	13	14	9
Don't Know		1	1	0	2	1
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Very Likely	18	26	22
Likely	36	36	36
Unlikely	34	29	32
Very Unlikely	11	8	9
Don't Know	1	1	1
Base number	387	412	799

- Almost three fifths of motorists (58%) interviewed stated that they think it is likely that they would be stopped by the police if they were exceeding the speed limit.
- More female than male motorists interviewed said they thought they were very likely to be stopped by the police if they were exceeding the speed limit.

Table 4b How likely or unlikely do you think it is that you would be caught on a fixed camera if you are exceeding the speed limit?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Very Likely	[7]	20	24	21	16	21
Likely	[14]	48	35	35	43	38
Unlikely	[15]	26	31	29	28	30
Very Unlikely	[5]	7	8	14	10	10
Don't Know			1	1	3	1
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Very Likely	18	24	21
Likely	36	40	38
Unlikely	32	27	30
Very Unlikely	12	8	10
Don't Know	1	1	1
Base number	387	412	799

- ❑ Almost three fifths of motorists (59%) interviewed stated that they think it is likely they would be caught on a fixed camera if they were exceeding the speed limit.
- ❑ More female than male motorists interviewed said they thought they were likely to be caught on a fixed camera if they were exceeding the speed limit.

Table 4c **How likely or unlikely do you think it is that you would be caught on a mobile camera if you are exceeding the speed limit?**

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Very Likely	[7]	18	16	19	12	17
Likely	[21]	54	44	42	43	45
Unlikely	[10]	24	33	27	28	28
Very Unlikely	[3]	3	6	11	13	8
Don't Know		1	1	1	4	1
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Very Likely	15	19	17
Likely	46	45	45
Unlikely	27	30	28
Very Unlikely	10	5	8
Don't Know	1	1	1
Base number	387	412	799

- Around three fifths of motorists interviewed (62%) said they think that it is likely they would be caught on a mobile camera if they were exceeding the speed limit.
- As the age of motorists interviewed increases, the likelihood that they think they will be caught on a mobile camera decreases, from 72% of 25-34 year olds to 55% of those aged 65 and over.

Table 5a In your opinion, could you please tell me by how many miles per hour you would agree that it is dangerous to exceed the speed limit by on roads in a built up area (30mph or less)?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Less than 5 mph	[16]	52	46	53	57	50
5 - 10 mph	[19]	38	45	38	32	40
11 - 20 mph	[6]	9	9	6	9	8
21 mph or more		1	1	3	0	1
Don't Know				1	2	1
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Less than 5 mph	46	54	50
5 - 10 mph	41	39	40
11 - 20 mph	11	6	8
21 mph or more	2	1	1
Don't Know	1	0	1
Base number	387	412	799

- Half of motorists (50%) interviewed said they think that it is dangerous to exceed the speed limit by less than five miles per hour on roads in a built up area. 90% considered it dangerous to exceed the speed limit by 10 miles per hour or less.

Table 5b In your opinion, could you please tell me by how many miles per hour you would agree that it is dangerous to exceed the speed limit by on roads outside a built up area (30 - 60mph or less)?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Less than 5 mph	[7]	28	27	34	44	31
5 - 10 mph	[21]	46	44	43	38	43
11 - 20 mph	[11]	21	25	17	13	21
21 mph or more	[2]	5	4	4	3	4
Don't Know				1	2	1
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Less than 5 mph	28	34	31
5 - 10 mph	42	45	43
11 - 20 mph	24	18	21
21 mph or more	5	3	4
Don't Know	1	0	1
Base number	387	412	799

- Around one in three motorists interviewed (31%) said they think that it is dangerous to exceed the speed limit by less than five miles per hour on roads outside a built up area. Almost three quarters (74%) stated that they think it is dangerous to exceed the speed limit by 10 miles per hour or less.

Table 5c In your opinion, could you please tell me by how many miles per hour you would agree that it is dangerous to exceed the speed limit by on dual carriageways?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Less than 5 mph	[6]	18	20	27	36	24
5 - 10 mph	[18]	41	39	41	37	40
11 - 20 mph	[10]	31	32	23	20	27
21 mph or more	[7]	10	9	9	6	9
Don't Know					1	0
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Less than 5 mph	22	25	24
5 - 10 mph	38	43	40
11 - 20 mph	28	26	27
21 mph or more	12	7	9
Don't Know	0	0	0
Base number	387	412	799

- Around a quarter of motorists interviewed (24%) stated they think that it is dangerous to exceed the speed limit by less than five miles per hour on dual carriageways. Nearly two thirds (64%) stated that it is dangerous to exceed the speed limit by 10 miles per hour or less.
- As the age of motorists interviewed increases, the likelihood that they think it is dangerous to exceed the speed limit by less than 5 miles per hour on a dual carriageway increases.

Table 5d In your opinion, could you please tell me by how many miles per hour you would agree that it is dangerous to exceed the speed limit by on a motorway?

(i) Analysis by Age

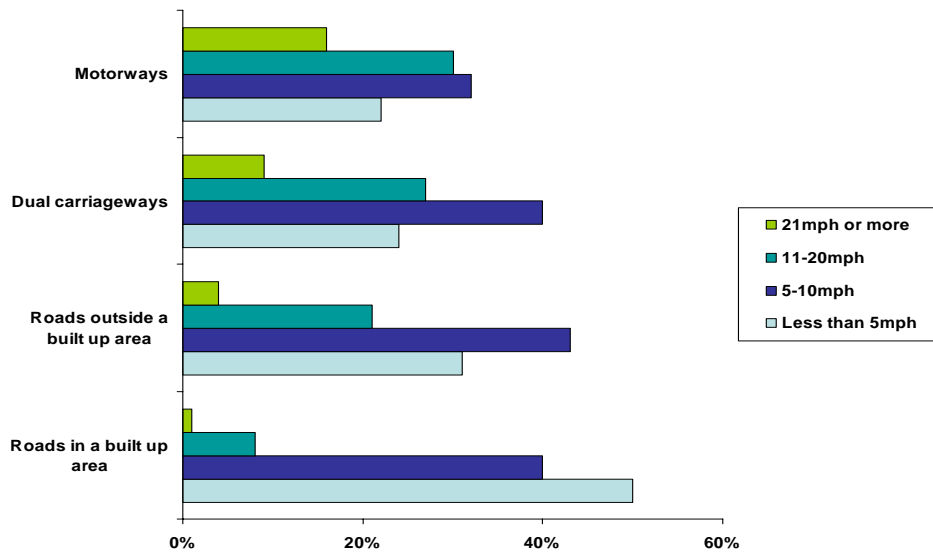
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Less than 5 mph	[4]	15	19	24	39	22
5 - 10 mph	[12]	30	31	38	30	32
11 - 20 mph	[13]	37	36	24	19	30
21 mph or more	[12]	19	15	14	10	16
Don't Know					1	0
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Less than 5 mph	22	22	22
5 - 10 mph	28	36	32
11 - 20 mph	31	29	30
21 mph or more	19	12	16
Don't Know	0	0	0
Base number	387	412	799

- ❑ Over one in five motorists interviewed (22%) said they think that it is dangerous to exceed the speed limit by less than 5 miles per hour on a motorway.
- ❑ 16% of motorists interviewed, did not consider that exceeding the speed limit on a motorway by up to 20 miles per hour was dangerous.
- ❑ As the age of motorists interviewed increases, the likelihood that they think it is dangerous to exceed the speed limit by less than five miles per hour increases from 15% of those aged 25-34 to 39% of those aged 65 and over.

Figure 2 The speed at which respondents considered it dangerous to exceed the speed limit on each type of road*



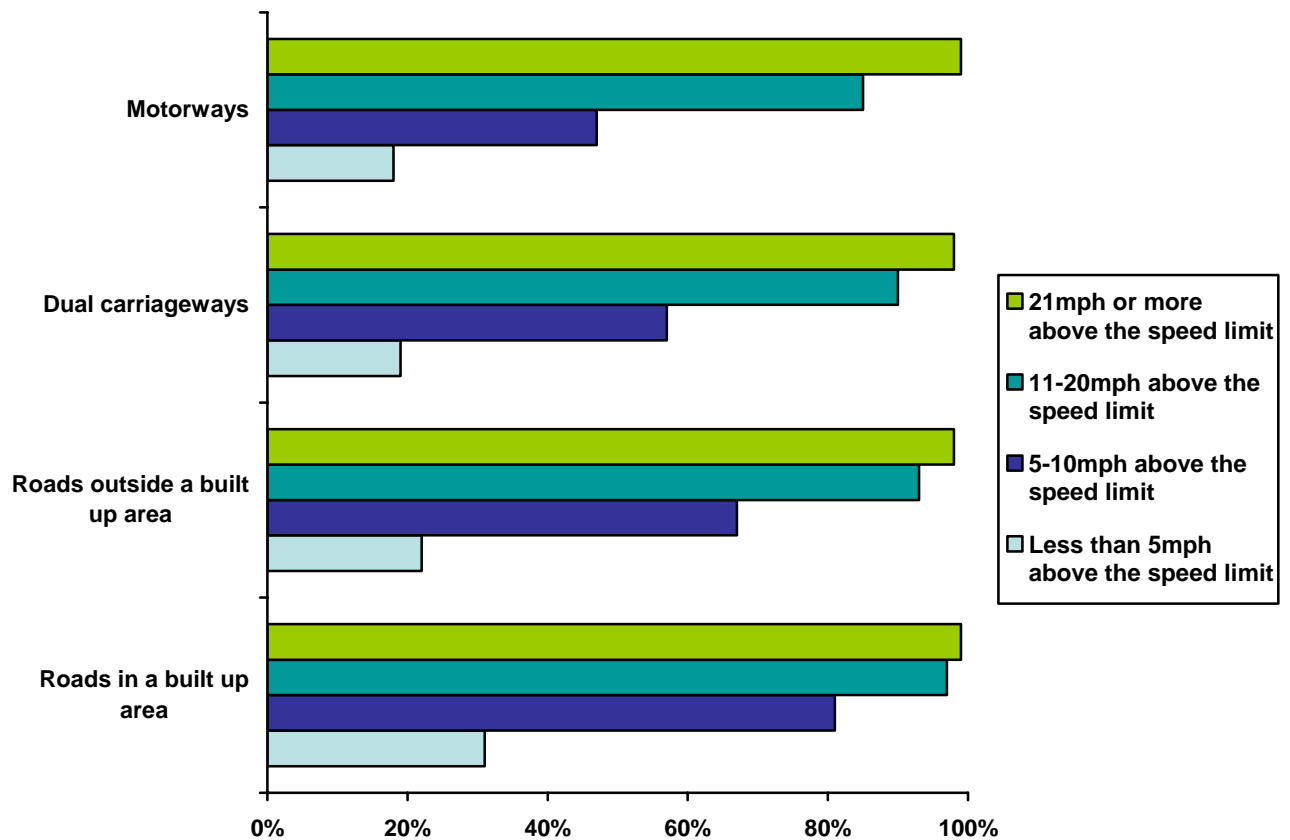
Based on all motorists

Base: 799

* Chart excludes don't knows and refusals

- As the speed limit increases, the number of motorists stating that it is dangerous to exceed the speed limit by less than 5 miles per hour decreases (50% on a 30mph road, 22% on a motorway).

Figure 3 The speed at which respondents considered it fair for the police to issue speeding tickets with penalty points, for each type of road*



Based on all persons aged 16 and over

Base 1,183

* Chart excludes don't knows and refusals

- Around a third of respondents (31%) stated they feel it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by less than five miles per hour on roads in a built up area.
- This falls to less than a fifth of respondents (18%) when motorways are considered.
- More than four fifths (81%) of respondents stated they feel it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by 5-10mph in a built up area.
- This falls to around one half of respondents (47%) when motorways are considered.

Speeding Campaign Awareness

During the interview, respondents were shown five still pictures from the TV advertisement relating to speeding called “Mess”. After seeing the pictures, respondents were asked about their awareness of the campaign.

Table 6a Could you tell me what you think this advertising campaign relates to? (Speeding- Mess)

(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	
	%	%	%	%	%	
Drinking and Driving (Just One)	7	5	8	14	13	10
Seat Belts (Get it on/ Selfish)	0	2	3	3	3	2
Speeding (Mess)	87	83	80	71	56	75
Pedestrian Safety (Texting and Home)	1	1	1	3	3	2
Mobile phones (Lift)	1	1	1	1	0	1
Never seen the advert	2	6	4	5	13	6
Other	0	1	2	1	3	1
Refusal					0	0
Don't Know	1	1	2	3	10	3
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Drinking and Driving (Just One)	9	11	10
Seat Belts (Get it on/ Selfish)	3	2	2
Speeding (Mess)	74	75	75
Pedestrian Safety (Texting and Home)	2	1	2
Mobile phones (Lift)	0	1	1
Never seen the advert	6	6	6
Other	1	1	1
Refusal	0		0
Don't Know	4	3	3
Base number	516	667	1,183

- Three quarters (75%) of respondents correctly identified that the advertising campaign related to speeding.
- As the age of respondents increased the likelihood that they correctly thought the advertising campaign related to speeding decreased.

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

Table 6b Are you aware of this 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 & over	
	%	%	%	%	%	
Yes	78	68	68	61	49	64
No	22	32	32	38	50	35
Don't Know		1		1	1	1
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	63	65	64
No	37	34	35
Don't Know	0	1	1
Base number	516	667	1,183

- Over three fifths of respondents (64%) were aware of the campaign.
- Respondents aged 65 and over were less likely to be aware of the campaign than other age groups.

Table 6c Has this campaign positively influenced your behaviour in relation to speeding (i.e. has it encouraged you to slow down and stick to the speed limit)?

(i) Analysis by Age

<i>All motorists who answered "yes" at table 6b</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	%	%	Count	%
Yes	[33]	[76]	78	73	[51]	76
No	[4]	[10]	14	15	[14]	14
I never exceed the speed limit	[1]	[4]	7	11	[19]	9
Don't Know		[1]	1	1		1
Base number	38	91	177	121	84	511

(ii) Analysis by Gender

<i>All motorists who answered "yes" at table 6b</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	72	80	76
No	18	10	14
I never exceed the speed limit	9	10	9
Don't Know	1	0	1
Base number	241	270	511

- Around three quarters (76%) of those motorists who said they were aware of the campaign stated that it had a positive influence on their behaviour in relation to speeding, with an additional 9% stating that they never exceed the speed limit.
- More female (80%) than male (72%) motorists interviewed who said they were aware of the campaign stated that it had a positive influence on their behaviour in relation to speeding.

CHAPTER 3

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 friends house (42%) and a night out with friends (31%) (Figure 4).
- Over one fifth of motorists interviewed who drink (21%) said they would normally drive after one drink (Table 7).

Drink and Driving Attitude

- The majority of respondents (86%) stated that the police should be able to stop people at random and breathalyse them (Table 12a).
- 64% of respondents said they think the penalties for drinking and driving are not harsh enough (Table 12b).

Drink and Driving Awareness

- 69% of respondents correctly identified the TV campaign relating to drinking and driving when shown pictures of it (Table 13a).

Drinking and Driving Behaviour

65% of respondents interviewed drink alcohol (71% of male respondents and 61% of female respondents) (Base = 1183). 69% of motorists interviewed drink alcohol (Base = 799 motorists).

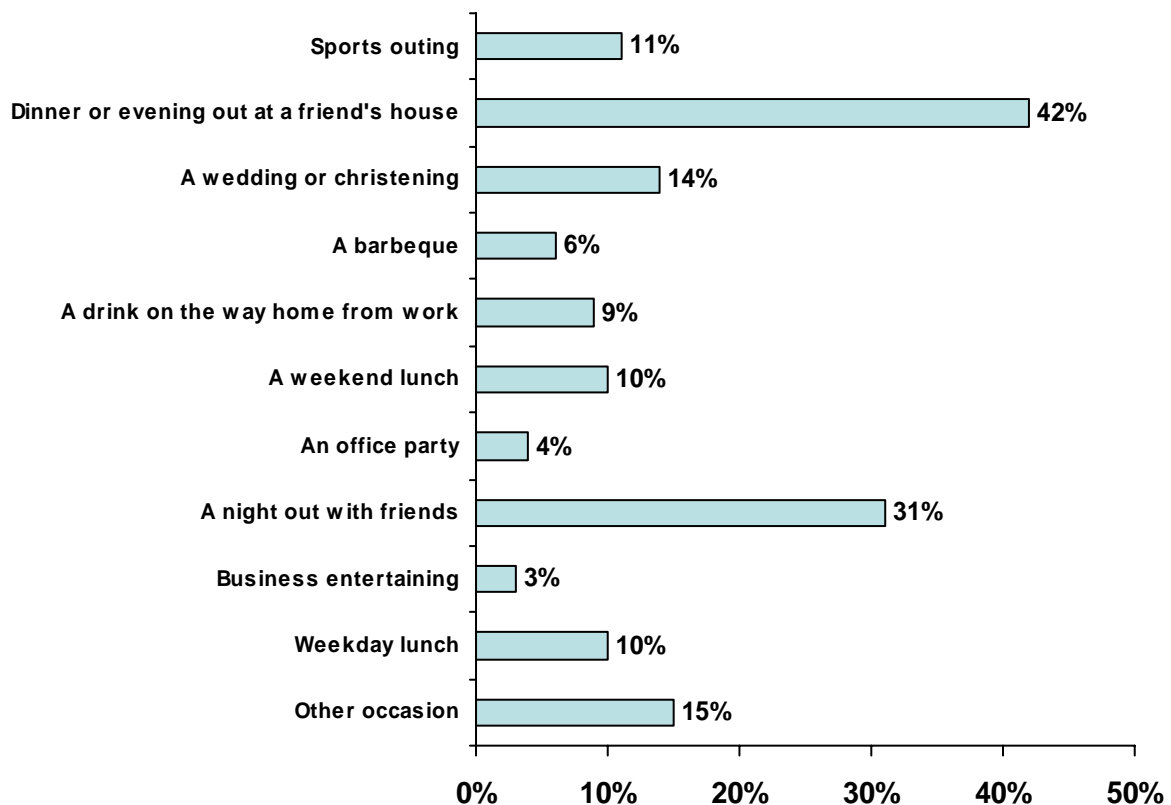
Table 7 Would you normally drive after ...

<i>All motorists who drink alcohol</i> Base = 100%	Yes	No	Base Number
	%	%	
One drink	21	79	545
Two drinks	13	87	115*

* 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 115 motorists interviewed who drink, and who said they would normally drive after one drink, 13% stated that they would also normally drive after two drinks.

Figure 4 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: 115

Table 8a 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> Base = 100%	Male	Female	Males and females
	%	%	%
Yes	34	28	31
No	51	60	55
I don't drink that amount	15	12	14
Base number	274	271	545

- Approximately one third of motorists interviewed who drink alcohol (31%) said they would normally drive the morning after they had four/five alcoholic drinks.

Table 8b Would you travel as a passenger in a car in which the driver has ...

<i>All persons aged 16 and over</i> Base = 100%	Yes	No	Don't know	Base Number
	%	%	%	
Had one drink	39	61	0	1183
Had two drinks	35	64	1	480*
Had three or more drinks	14	85	1	170**

* 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

- 61% of respondents said they would not travel in a car in which the driver has had a single drink.

Drinking and Driving Attitude

Table 9 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	[16]	39	39	39	[22]	39
No	[7]	31	34	27	[22]	30
Never drink and drive	[10]	29	26	33	[26]	30
Don't Know		1	1	1		1
Base number	33	121	199	122	70	545

(ii) Analysis by Gender

<i>All motorists who drink alcohol</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	
Yes	37	42	39
No	35	25	30
Never drink and drive	27	32	30
Don't Know	0	1	1
Base number	274	271	545

- 39% of motorists interviewed who drink alcohol think it is likely they would be stopped by the police if they were drinking and driving, with an additional 30% stating that they never drink and drive.
- Male motorists (35%) interviewed were more likely than female (25%) motorists interviewed to think that it is unlikely that they would be stopped by the police if they were drinking and driving.

Table 10a How many drinks can you personally have without affecting your driving?

(i) Analysis by Age

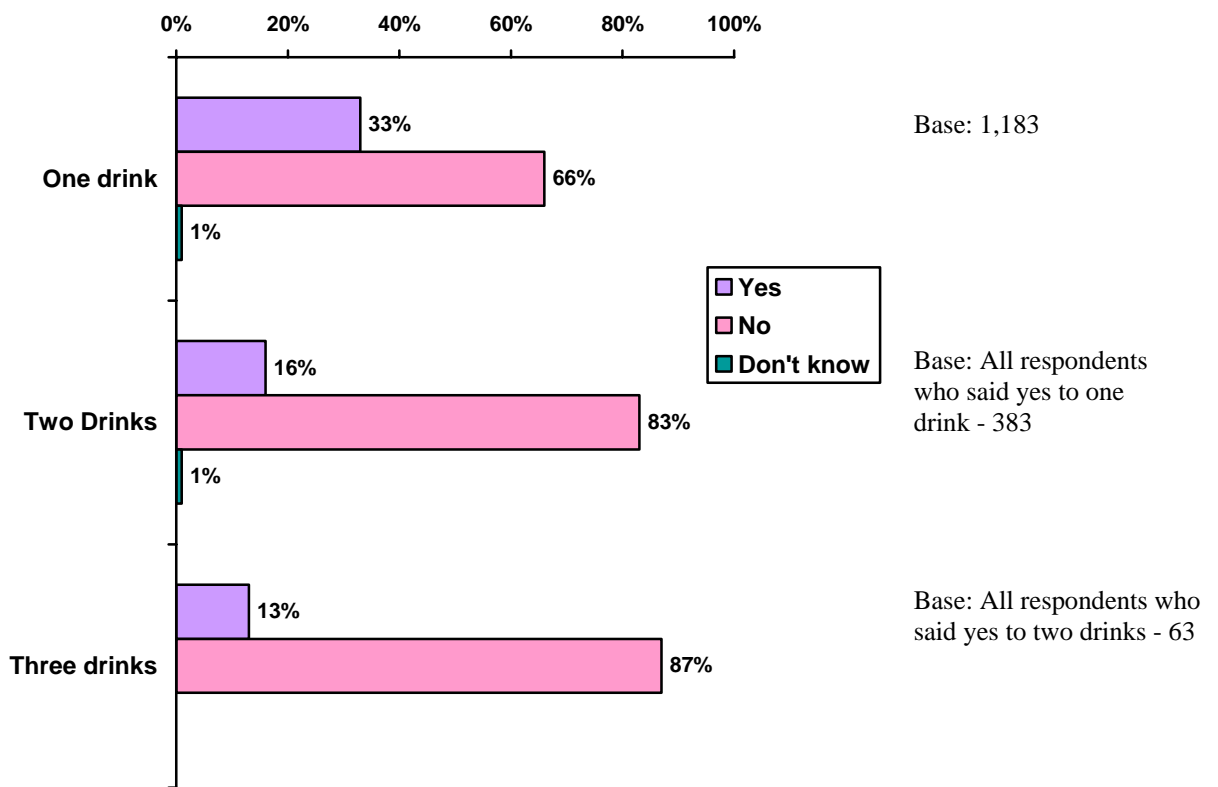
<i>All motorists who drink alcohol Base = 100%</i>	Age					All Ages %
	16-24 Count	25-34 %	35-49 %	50-64 %	65 & over Count	
None	[17]	45	42	41	[23]	42
1	[5]	29	30	24	[21]	27
2	[2]	16	16	19	[13]	16
3	[5]	7	7	5	[4]	7
4	[1]	2	2	2	[1]	2
5 or more	[2]			2	[1]	1
Don't Know	[1]	2	3	8	[7]	5
Base number	33	121	199	122	70	545

(ii) Analysis by Gender

<i>All motorists who drink alcohol Base = 100%</i>	Gender		Males and Females %
	Male	Female	
	%	%	
None	31	55	42
1	27	27	27
2	19	13	16
3	11	2	7
4	2	2	2
5 or more	2		1
Don't Know	7	2	5
Base number	274	271	545

- ❑ Over two fifths of motorists interviewed who drink alcohol (42%) said that they could not drink any alcohol without it affecting their driving.
- ❑ More female motorists (55%) interviewed than male motorists interviewed (31%) said they thought they could not drink any alcohol without affecting their driving.
- ❑ Male motorists interviewed were more likely than female motorists interviewed to say that higher levels of consumption (two drinks or more) would not affect their driving (34% of males and 17% of females).

Figure 5 Do you think it is acceptable to drive after...



- 33% of respondents think it is acceptable to drive after one drink.
- The level of acceptability declined as the number of drinks increased (16% after two drinks, 13% after three drinks).

Table 10b 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	10	50	42
1	45	22	27
2	20	15	16
3	12	6	7
4	6	1	2
5 or more	3	1	1
Don't Know	3	5	5
Base number	115	430	545

- Overall 42% of motorists interviewed who drink alcohol said that they personally couldn't drink any alcohol without it affecting their driving. However, for those who would normally drive after one drink, only 10% said they couldn't have a drink without it affecting their driving.

Table 10c 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	83	28	40
No	17	71	60
Don't Know		1	1
Base number	115	430	545

- Overall, 60% of motorists interviewed who drink alcohol think it is not acceptable to drive after one drink. However, only 17% of those who normally drive after one drink agreed with this.

Table 11 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 Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Drink more and drive	1	0	0	1		0
Drink less and drive	8	5	9	8	9	8
Drink whatever they want and drive		1		1	0	0
Stick to the current limit and drive	37	25	26	20	24	26
Should not be allowed to drive after any alcohol	52	68	65	72	65	65
Don't Know	1	0	0	0	1	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Drink more and drive	1		0
Drink less and drive	11	5	8
Drink whatever they want and drive	0	0	0
Stick to the current limit and drive	30	22	26
Should not be allowed to drive after any alcohol	57	71	65
Don't Know	0	1	0
Base number	516	667	1,183

(ii) Analysis by Driver Status

<i>All persons aged 16 and over Base = 100%</i>	Driver Status		Drivers and Non-drivers
	Driver	Non-Driver	
	%	%	%
Drink more and drive	1		0
Drink less and drive	8	9	8
Drink whatever they want and drive	0	1	0
Stick to the current limit and drive	26	26	26
Should not be allowed to drive after any alcohol	66	64	65
Don't Know	0	1	0
Base number	799	384	1,183

- ❑ Over one quarter of respondents (26%) said they think that people should be allowed to stick to the current legal limit and drive.
- ❑ However, 65% of respondents feel that motorists should not be allowed to drive after drinking any alcohol. (57% of male respondents, 71% of female respondents).
- ❑ A similar proportion of drivers and non-drivers interviewed felt that people should not be allowed to drive after drinking any alcohol.

Table 12a 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 Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	70	85	90	89	89	86
No	30	14	10	11	10	14
Don't Know	1	1	0	0	1	1
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	84	87	86
No	16	12	14
Don't Know	0	1	1
Base number	516	667	1,183

- The majority of respondents (86%) said that the police should be able to stop people at random and breathalyse them for driving under the influence of alcohol.
- Respondents aged 16-24 were less likely than any other age group to think that the police should be able to stop people at random and breathalyse them.

Table 12b With regard to drinking and driving, would you agree that...

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Yes	No	Don't know	Base Number
	%	%	%	
There is not much chance of having an accident when driving after drinking if you are careful?	10	89	1	1,183
It is difficult in social occasions to keep track of what you are drinking?	63	36	1	761*
Penalties for drinking and driving are not harsh enough?	64	31	5	1,183
There are more police officers out on the roads now ensuring there are fewer drink drivers than in previous years?	36	56	7	1,183

* All persons who drink alcohol

- ❑ Almost two thirds of respondents (64%) said they think the penalties for drinking and driving are not harsh enough.
- ❑ Few respondents (10%) said they think that there is not much chance of having an accident when drinking and driving if you are careful.
- ❑ Over three fifths of respondents who drink alcohol (63%) 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 13a 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)	81	77	78	63	49	69
Seat Belts (Get it on/ Selfish)	1	3	3	2	4	3
Speeding (Mess)	14	9	15	17	14	14
Pedestrian Safety (Texting and Home)	1	1	1	1	2	1
Mobile phones (Lift)		1	0	0	0	0
Never seen the advert	1	8	1	8	17	7
Other		2	1	1	3	1
Refusal					0	0
Don't Know	2	1	1	7	10	4
Base number	118	193	317	273	282	1,183

(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)	68	70	69
Seat Belts (Get it on/ Selfish)	2	3	3
Speeding (Mess)	14	14	14
Pedestrian Safety (Texting and Home)	1	1	1
Mobile phones (Lift)	0	0	0
Never seen the advert	7	6	7
Other	2	1	1
Refusal	0		0
Don't Know	5	3	4
Base number	516	667	1,183

- ❑ Nearly seven in ten respondents (69%) correctly identified that the advertising campaign related to drinking and driving.
- ❑ 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 campaign related to Drinking and Driving.

Table 13b **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	95	86	94	86	64	85
No	5	14	6	14	34	14
Refusal					0	0
Don't Know			0		1	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	85	85	85
No	14	14	14
Refusal	0		0
Don't Know	0	0	0
Base number	516	667	1,183

- 85% of respondents were aware of the campaign.
- 95% of respondents aged 16-24 were aware of the campaign, compared to 64% of those aged 65 and over.

Table 13c 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

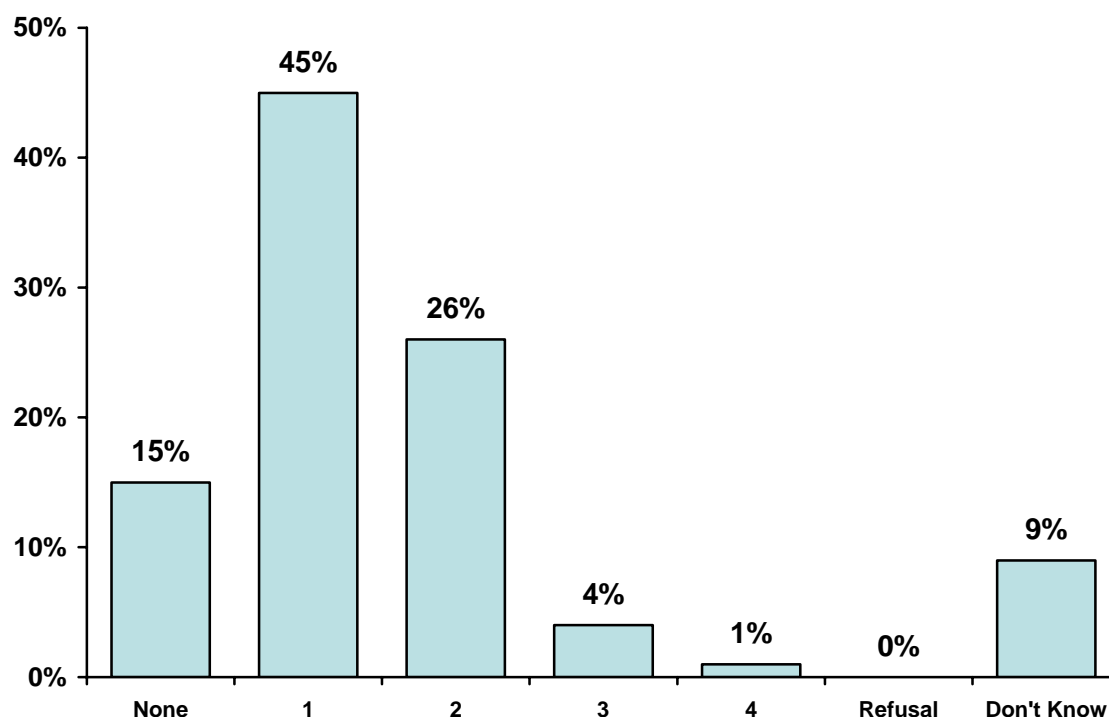
<i>All motorists who answered yes at table 13b</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[29]	63	56	51	39	55
No	[5]	16	15	13	18	15
I never drink and drive	[6]	21	29	36	44	30
Base number	40	121	250	171	106	688

(ii) Analysis by Gender

<i>All motorists who answered yes at table 13b</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	54	57	55
No	17	12	15
I never drink and drive	29	31	30
Base number	329	359	688

- Of those motorists interviewed who said that they were aware of the advertising campaign, 55% stated it had influenced their behaviour in relation to Drinking and Driving.
- 15% said, however, that it has not influenced their behaviour in relation to drinking and driving at all.

Figure 6 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: 799

Table 13d 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)	3	22	12	27	6	1	0	29	1,183
Pint of cider (3)	2	12	16	21	15	3	0	31	1,183
Glass of wine (2)	4	25	16	17	7	3	0	28	1,183
Measure of spirits (1½)	2	14	12	21	14	9	0	29	1,183
Alcopop (1½)	4	18	17	17	8	3	0	33	1,183
Can of beer (440 ml) (2)	4	20	19	22	4	1	0	30	1,183
Bottle of beer (330 ml) (1½)	7	24	19	14	4	1	0	30	1,183

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

- ❑ Between 28% and 33% 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 (51%).

CHAPTER 4

PEDESTRIANS

Pedestrian Behaviour

Pedestrian Attitude

Pedestrian Awareness

Main Findings:

Pedestrian Behaviour

- 92% of respondents stated that they would normally use a pedestrian crossing when crossing the road if they were at or near one (Table 14a).
- Almost a quarter of respondents (23%) said they would not use a pedestrian crossing if they were at or near one if it was safe to cross without it (Figure 7).
- 27% of respondents who drink said they would walk along / across a public road after having five or more alcoholic drinks (Figure 8).

Pedestrian Attitude

- The most important factors stated that influence respondents to use a pedestrian crossing are safety from traffic (77%) and amount of traffic (72%) (Table 15).

Pedestrian Awareness

- Over two thirds (68%) of respondents incorrectly think that the green man flashing signal means cross with care at a pedestrian crossing (Figure 11). It actually means do not start to cross.
- Almost two thirds of drivers interviewed are aware what amber light flashing means when driving and approaching a pedestrian crossing (65%) (Figure 12).
- 61% of respondents correctly identified the TV Campaigns relating to Pedestrian Safety when shown pictures of them (Table 18a).

Pedestrian Behaviour

Table 14a When crossing a road, would you normally use a pedestrian crossing if you were at or near one?

(i) Analysis by Age

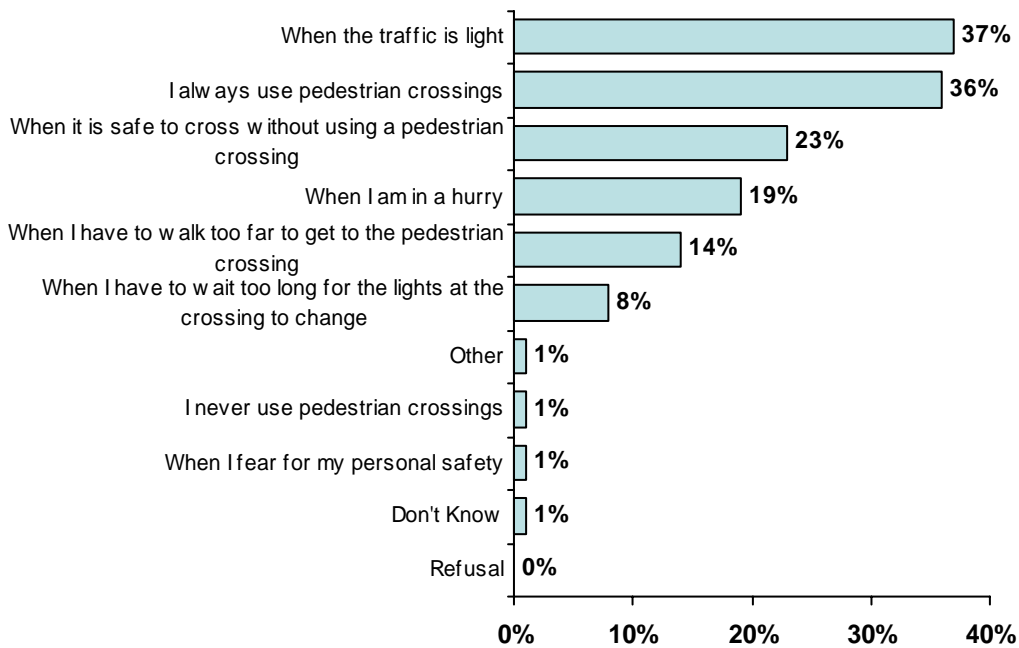
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	92	90	94	89	95	92
No	8	10	6	11	5	8
Don't Know			0		0	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Male and Females
	Male	Female	
	%	%	%
Yes	89	95	92
No	11	5	8
Don't Know	0	0	0
Total	516	667	1,183

- 92% of respondents said they would normally use a pedestrian crossing if they were at or near one.

Figure 7 In what circumstances would you not use a crossing when you are at or near one?*



*Percentages may add to more than 100% due to multiple response
Based on all persons aged 16 and over.

Base: 1,183

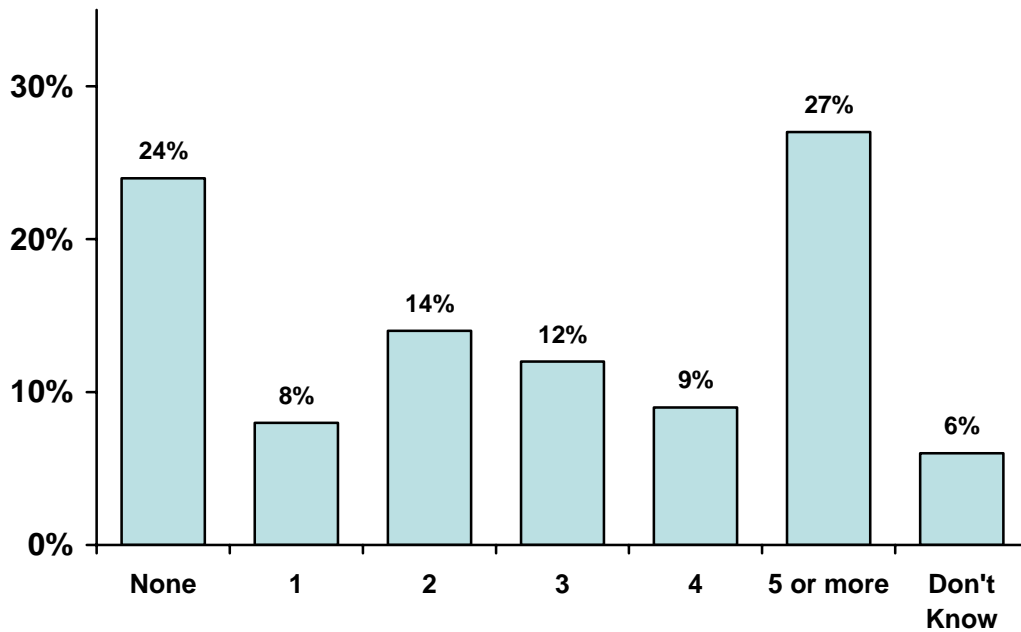
- The main circumstances in which respondents said they would not use a pedestrian crossing are when the traffic is light (37%), when it is safe to cross without using a pedestrian crossing (23%), when they are in a hurry (19%) and when they have to walk too far to get to the pedestrian crossing (14%).
- Over one third of respondents (36%) said they always use a pedestrian crossing if they are at or near one.
- Other reasons included “when I don’t have children with me”, and “when it’s raining”.

Table 14b If you are crossing the road, not using a pedestrian crossing, . .

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Yes	No	Refusal	Don't Know	Base Number
	%	%	%	%	
would you usually cross one lane of traffic, stop in the middle of the road and then cross the next lane?	52	48	0	0	1,183
would you usually walk out onto the road between parked cars?	46	53		0	1,183
would you usually get off a bus and either cross in front or behind it before it has moved off?	19	80	0	1	1,183
do you feel comfortable about correctly judging the speed of traffic?	65	35	0	1	1,183

- ❑ 80% of respondents said they would not usually get off a bus and either cross in front or behind it before it had moved off.
- ❑ Nearly half of respondents (46%) said they would usually walk out onto the road between parked cars.
- ❑ Over one third of respondents (35%) said they do not feel comfortable about correctly judging the speed of traffic when crossing the road not using a pedestrian crossing.

Figure 8 What is the maximum number of drinks you would have and then walk along/ across a public road?

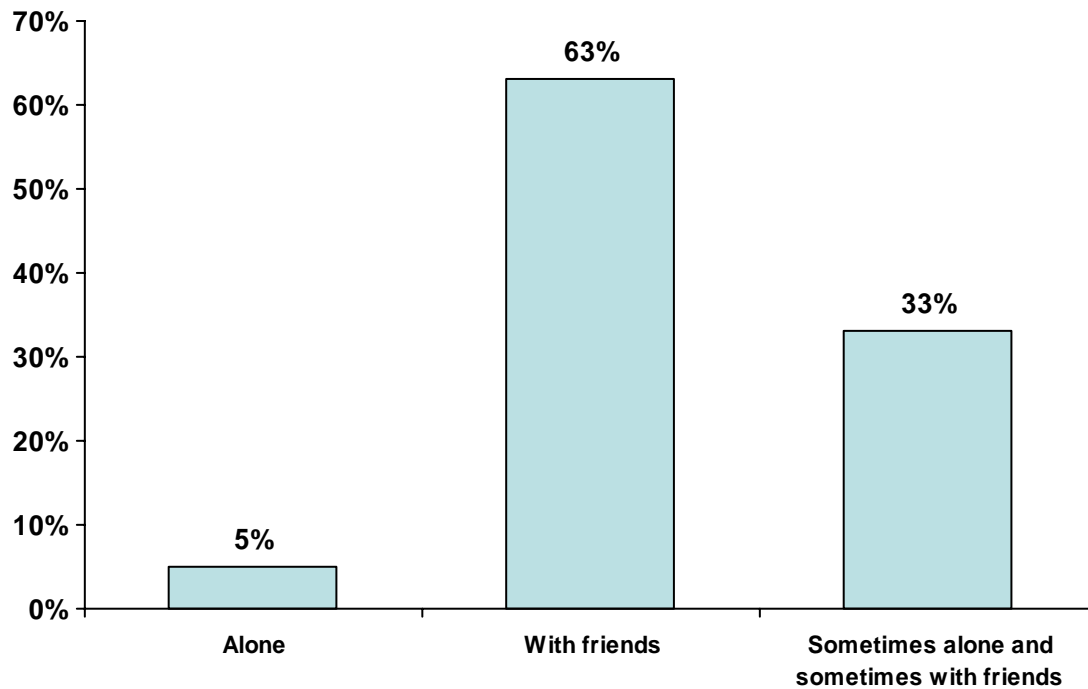


Based on all respondents who drink

Base: 761

- Almost one quarter (24%) of respondents who drink stated they would not take any drinks if they were going to be walking along/across a public road.
- 27% of respondents who drink said they would walk along / across a public road after having five or more alcoholic drinks.

Figure 9 If you had five or more drinks, would you normally be walking . . .



Based on those who would have five or more drinks at Figure 8

Base: 212

- Almost two thirds of respondents (63%) who stated they would have five or more drinks and then walk along/across a public road said they would be likely to be walking with friends.

Table 14c Do you usually pay attention to pedestrians walking along or on the road ...

<i>All motorists</i> <i>Base = 100%</i>	Yes	No	Don't know	Base Number
	%	%	%	
In a built up area	96	4	0	799
Outside a built up area	90	10	0	799
On a dual carriageway	73	26	1	799

- 96% of motorists interviewed said they pay attention to pedestrians walking along or on the road in a built up area. This number decreases to 90% on roads outside a built up area, and 73% on a dual carriageway.

Table 14d If you are about to perform a manoeuvre, in a busy built up area (i.e. turn, park, reverse etc.), what safety precautions would you take?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	All Ages					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	<i>Count</i>	%	%	%	%	
Look left and right for other traffic	[22]	57	55	51	60	55
Look behind/check rear view mirror for other traffic	[34]	75	74	77	69	75
Look left and right for pedestrians	[20]	51	51	45	54	50
Look behind/check rear view mirror for pedestrians	[25]	69	64	57	56	61
Other		7	6	8	8	6
Don't Know					1	0
Base number ^a	41	136	266	200	156	799

^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		Males and Females
	Male	Female	
	%	%	
Look left and right for other traffic	59	51	55
Look behind/check rear view mirror for other traffic	71	78	75
Look left and right for pedestrians	48	51	50
Look behind/check rear view mirror for pedestrians	57	66	61
Other	6	7	6
Don't Know	0	0	0
Base number ^a	387	412	799

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

- Three quarters (75%) of motorists interviewed said they look behind/check their rear view mirror for other traffic before performing a manoeuvre, while 61% look behind/check rear view mirror for pedestrians.

Pedestrian Attitude

Table 15 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 persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Safety from traffic	75	72	75	81	81	77
Amount of traffic	74	73	69	70	74	72
The position of the pedestrian crossing - how far you have to go to use it	50	54	47	46	45	48
Waiting time	24	32	26	33	22	27
Other	11	11	12	8	9	10
The type of crossing	8	8	12	10	10	10
Don't Know	1	1	2	1	1	1
Base number^a	118	193	317	273	282	1,183

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	
	%	%	
Safety from traffic	73	81	77
Amount of traffic	74	70	72
The position of the pedestrian crossing - how far you have to go to use it	52	45	48
Waiting time	26	28	27
Other	10	11	10
The type of crossing	9	10	10
Don't Know	1	1	1
Base number^a	516	667	1,183

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

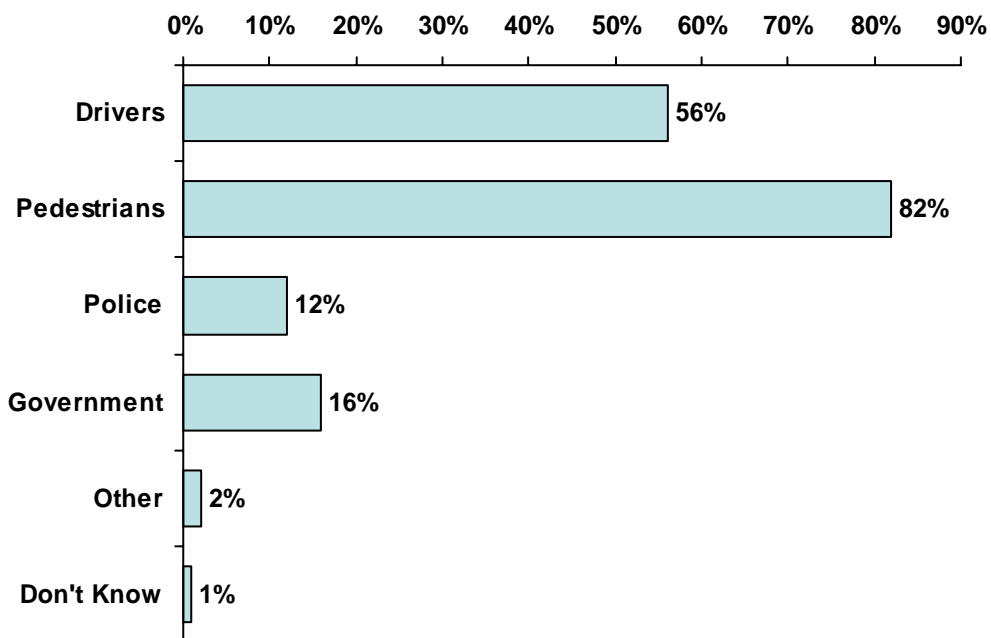
- ❑ Respondents stated that the most important factors that influence them to use a pedestrian crossing are safety from traffic (77%) and amount of traffic (72%).
- ❑ Other reasons included “if I had children with me, to teach them” and “example to children”.

Table 16 Do you agree with the following statements?

<i>All persons aged 16 and over Base = 100%</i>	Yes	No	Don't know	Base Number
	%	%	%	
The majority of accidents involving pedestrians are caused by the inattention of pedestrians	55	40	5	1,183
The majority of accidents involving pedestrians are caused by the inattention of drivers	55	39	5	1,183

- Over half of respondents (55%) agree with the statement that the majority of accidents involving pedestrians are caused by the inattention of pedestrians.
- 55% of respondents agree with the statement that that the majority of accidents involving pedestrians are caused by the inattention of drivers.
- Although the table appears contradictory, the results actually demonstrate that over half (55%) of respondents think that accidents involving pedestrians are caused by the inattention of both pedestrians and drivers.

Figure 10 Who do you think is responsible for ensuring pedestrian safety on our roads?*



*Percentages may add to more than 100% due to multiple response
Based on all persons aged 16 and over.

Base: 1,183

- More than four fifths of respondents (82%) think that pedestrians are responsible for ensuring pedestrian safety on our roads.

Table 17a After how many drinks do you think it is dangerous to walk along/across a public road?

(i) Analysis by Age

<i>All persons aged 16 & over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
None	2	4	4	13	18	9
One	3	8	14	18	21	14
Two	15	21	18	24	22	20
Three	24	19	21	14	9	17
Four	17	11	10	6	9	10
Five or more	28	28	23	14	4	19
Don't Know	10	8	10	12	16	11
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Male and Females
	Male	Female	
	%	%	%
None	7	10	9
One	14	14	14
Two	21	20	20
Three	15	19	17
Four	10	10	10
Five or more	23	15	19
Don't Know	9	13	11
Base number	516	667	1,183

- ❑ 19% of respondents think it is dangerous to walk along/across a public road only after five or more alcoholic drinks.
- ❑ Younger respondents are more likely than older respondents to hold this opinion.
- ❑ More male respondents (23%) than female respondents (15%) think it is dangerous to walk along/across a public road only after five or more alcoholic drinks.

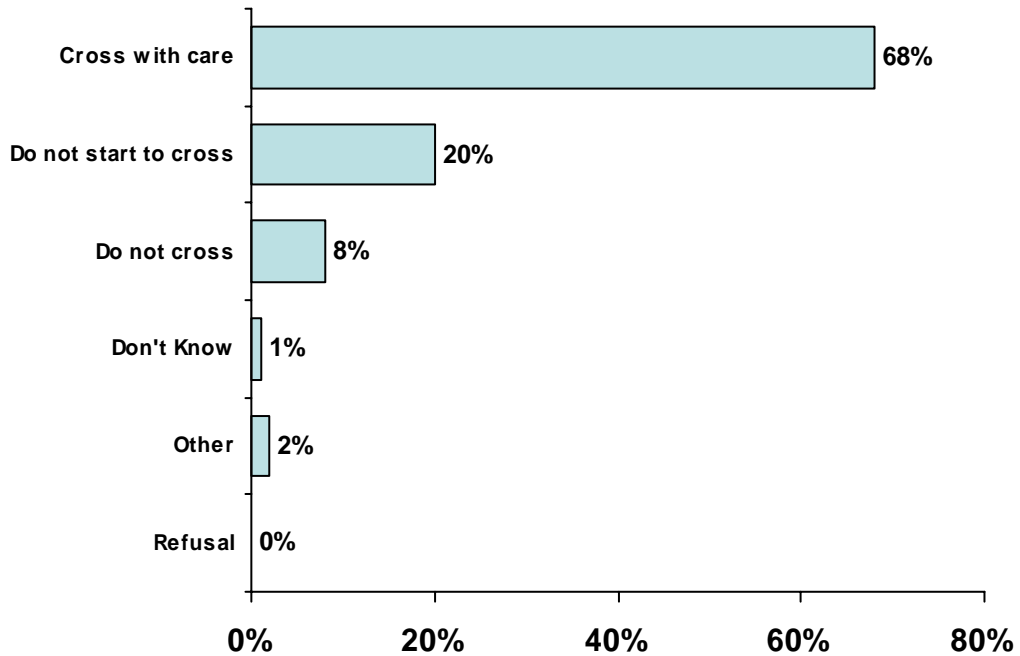
Table 17b When crossing a public road, do you think it is dangerous to ...

<i>All persons aged 16 and over Base = 100%</i>	Yes	No	Don't know	Base Number
	%	%	%	
Cross one lane of traffic, stop in the middle and then cross the next lane	79	20	1	1,183
Walk out onto the road between parked cars	89	10	0	1,183
Get off a bus and either cross in front of it or behind it before it has moved off	94	5	0	1,183

- When crossing a public road one fifth (20%) of respondents said they do not think it is dangerous to cross one lane of traffic, stop in the middle and then cross the next lane, while 10% think that it is not dangerous to walk out onto the road between parked cars.

Pedestrian Awareness

Figure 11 Imagine you are at a pedestrian crossing waiting to cross a road, what does the Green man flashing signal mean?



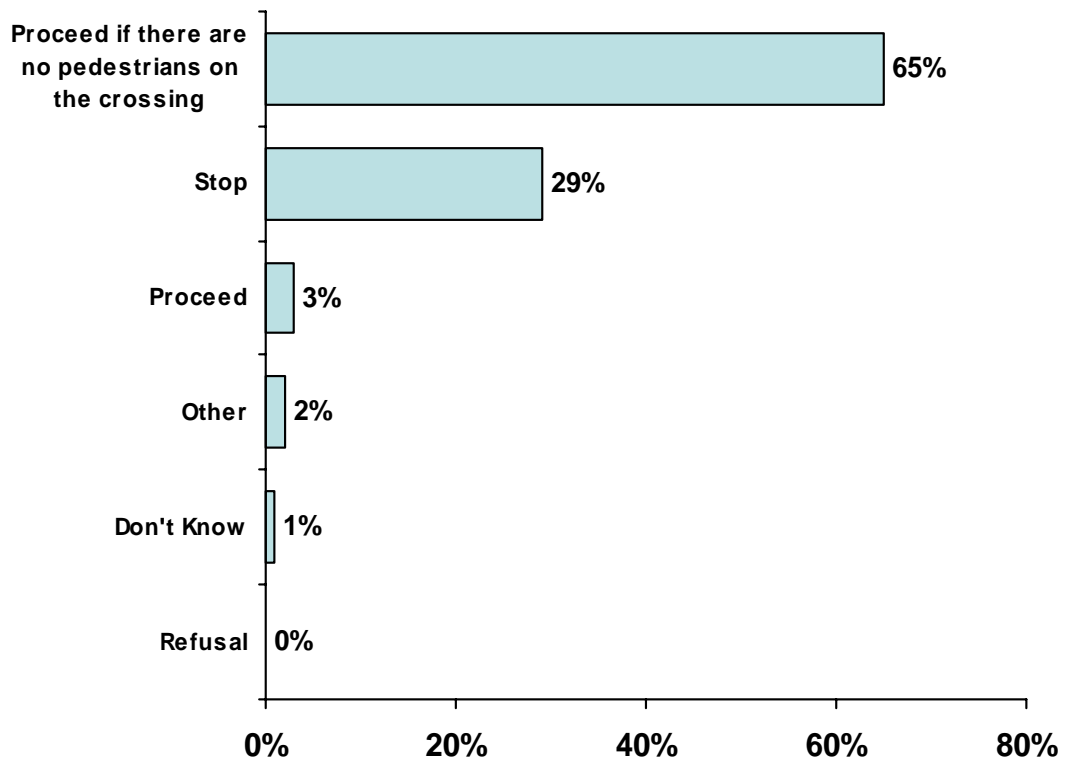
Based on all persons aged 16 and over.

Base: 1,183

- ❑ Over two thirds (68%) of respondents incorrectly think that the green man flashing signal means cross with care at a pedestrian crossing.

- ❑ One fifth (20%) of respondents are aware it means do not start to cross.

Figure 12 When you are driving and approaching a pedestrian crossing, what does the Amber light flashing mean?



Based on all motorists.

Base: 799

- Almost two thirds of motorists (65%) interviewed are aware that when approaching a pedestrian crossing an amber light flashing means they can proceed if there are no pedestrians on the crossing.

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

Table 18a 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					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Drinking and Driving (Just One)	0	1	2	1	2	1
Seat Belts (Get it on/ Selfish)		1	0	1	1	1
Speeding (Mess)	1	6	6	7	10	7
Pedestrian Safety (Texting and Home)	70	69	66	57	44	61
Mobile phones (Lift)	23	16	22	24	20	21
Never seen the advert		5	1	5	12	4
Other	3	2	1	2	3	2
Refusal					0	0
Don't Know	2	1	2	3	8	3
Base number	118	193	317	273	282	1,183

(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)	0	1	1
Speeding (Mess)	7	6	7
Pedestrian Safety (Texting and Home)	60	62	61
Mobile phones (Lift)	21	21	21
Never seen the advert	5	4	4
Other	2	2	2
Refusal	0		0
Don't Know	3	3	3
Base number	516	667	1,183

- 61% of all respondents correctly identified the campaigns relating to Pedestrian Safety (Texting and Home).
- As the age of respondents increased, the likelihood that they correctly identified the campaign relating to Pedestrian Safety decreased, from 70% of 16-24 year old respondents to 44% of respondents aged 65 and over.

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

Table 18b Are you aware of this advertising campaign?

(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	91	91	85	71	86
No	8	9	9	14	26	13
Refusal				0	0	0
Don't Know				0	2	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	86	86	86
No	13	14	13
Refusal	0		0
Don't Know	0	0	0
Base number	516	667	1,183

- 86% of respondents were aware of the campaign.
- Respondents aged 65 and over were least likely to be aware of the advertising campaign.

Table 18c Has this campaign influenced your behaviour in relation to pedestrian safety?
i.e. has it encouraged you to be more aware of pedestrians when driving or to be more careful yourself as a pedestrian?

(i) Analysis by Age

<i>All those who answered "yes" at table 18b</i> Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	83	83	81	83	77	81
No	17	17	19	17	22	18
Refusal					0	0
Don't Know					1	0
Base number	108	174	290	230	198	1,000

(ii) Analysis by Gender

<i>All those who answered "yes" at table 18b</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	78	85	81
No	22	15	18
Refusal		0	0
Don't Know	0	0	0
Base number	439	561	1,000

- Of those respondents that were aware of the advertising campaign, 81% stated it has influenced their behaviour in relation to pedestrian safety.
- More male (22%) than female (15%) respondents said that the campaign had not influenced their behaviour in relation to pedestrian safety.

CHAPTER 5

MOBILE PHONES

Mobile Phone Behaviour

Mobile Phone Attitude

Mobile Phone Awareness

Main Findings:

Mobile Phone Behaviour

- 64% of motorists interviewed who own a mobile phone said they never use a mobile phone while driving (54% of males, 74% of females) (Table 19).

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 (96%) (Figure 16).
- 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 20).

Mobile Phone Awareness

- 83% of respondents correctly identified that the advertising campaign related to mobile phone usage (Table 22).

Mobile Phone Behaviour

Nine percent of the 799 motorists interviewed stated they do not own a mobile phone.

Table 19 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	9	2	10
Usually Hands free	[11]	40	26	16	3	23
Sometimes hand held and sometimes hands free?	[3]	5	4	1	2	4
Never use a mobile phone while driving	[18]	46	57	74	94	64
Don't know					1	0
Base number	40	135	254	184	113	726

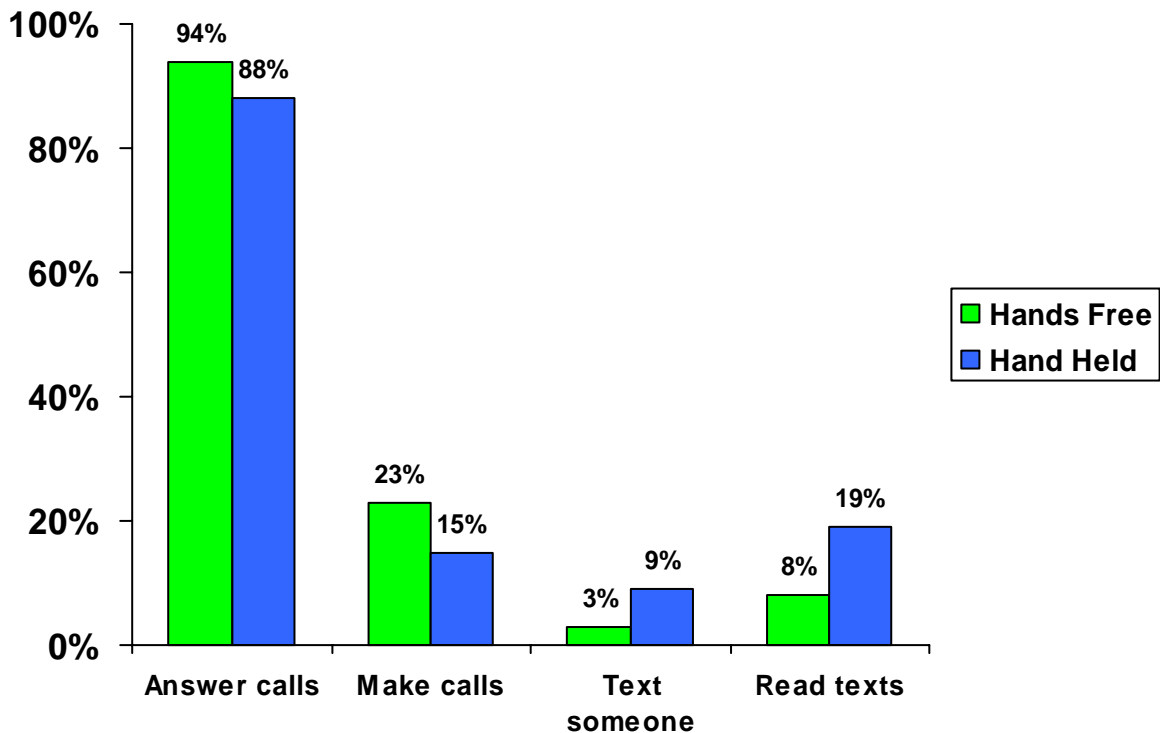
(ii) Analysis by Gender

<i>All motorists who own a mobile phone</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Usually Hand held	11	9	10
Usually Hands free	30	16	23
Sometimes hand held and sometimes hands free?	5	2	4
Never use a mobile phone while driving	54	74	64
Don't know		0	0
Base number	349	377	726

- ❑ 64% of motorists interviewed who own a mobile phone said they never use a mobile phone while driving.
- ❑ More female motorists interviewed (74%) than male motorists interviewed (54%) 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.
- ❑ One in ten motorists interviewed who own a mobile phone (10%) stated that if using a mobile phone while driving, it is usually a hand held mobile.
- ❑ Over one fifth (23%) 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 interviewed (30%) than female motorists interviewed (16%) who own a mobile phone stated that if using a mobile phone while driving, it is usually a hands free phone.

Figure 13 Which of the following would you be likely to do while driving using your hand held / hands free mobile phone?*

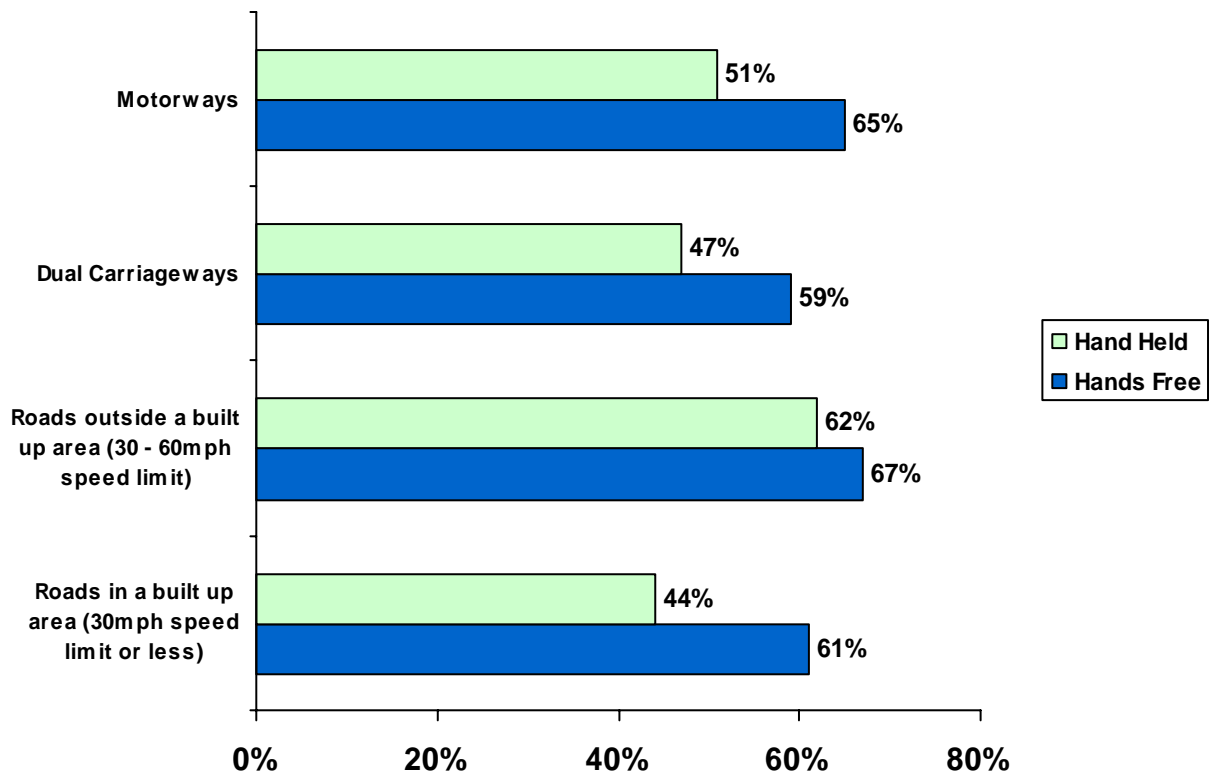


*Percentages may add to more than 100% due to multiple responses
Chart excludes don't knows and refusals

Base: Hand held = 95; Hands free = 190

- Most motorists who said they would use their hand held mobile phone while driving said that they would be likely to use it to answer calls (88%). Smaller proportions were likely to use their phone to read texts (19%), make calls (15%) and write texts (9%).
- Nearly all motorists who said they would use a hands free mobile phone while driving would use it to answer calls (94%). Almost a quarter said they would use it to make phone calls (23%).

Figure 14 On what road types would you normally use your hand held / hands free mobile phone?

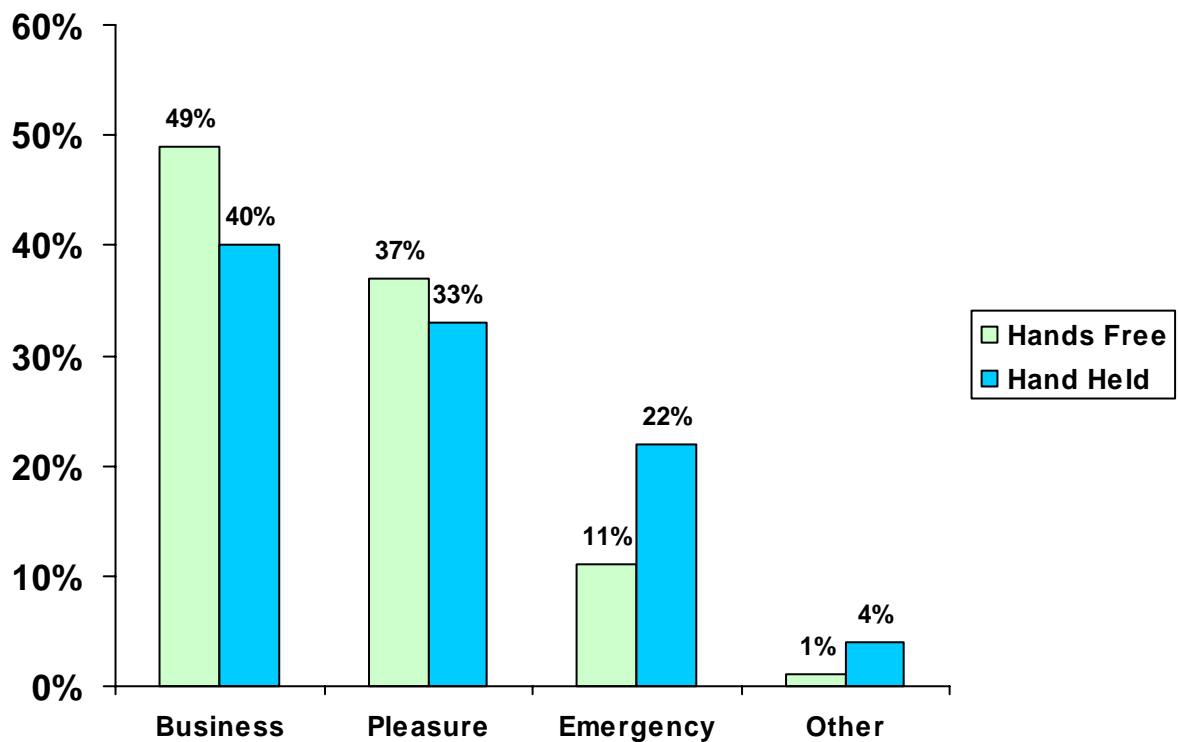


*Percentages may add to more than 100% due to multiple responses
 Chart excludes don't knows and refusals

Base: Hand held = 95; Hands free = 190

- Of those motorists interviewed who would use a hands free mobile phone while driving, similar proportions said they would use it on various types of road.

Figure 15 For what reason would you normally use a hand held / hands free mobile phone?*



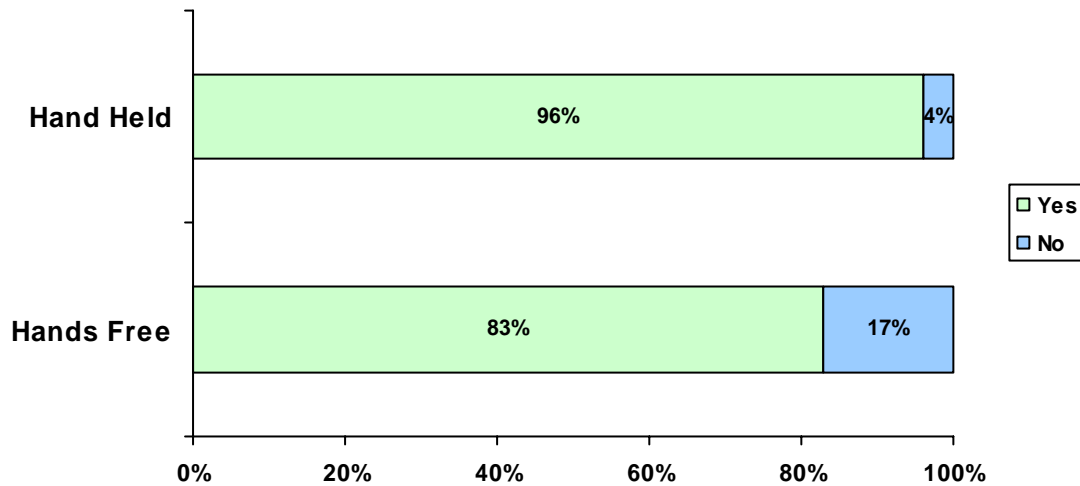
*Chart excludes don't knows and refusals

Base: Hand held = 95; Hands free = 190

- The most common reasons stated by motorists interviewed for using a hand held mobile phone while driving are business (40%) and pleasure (33%).
- The most common reason for using a hands free mobile phone while driving is business (49%).
- Business use accounts for a greater proportion of the use of hands free mobiles (49%) than it does for the use of hand held mobiles (40%).

Mobile Phone Attitude

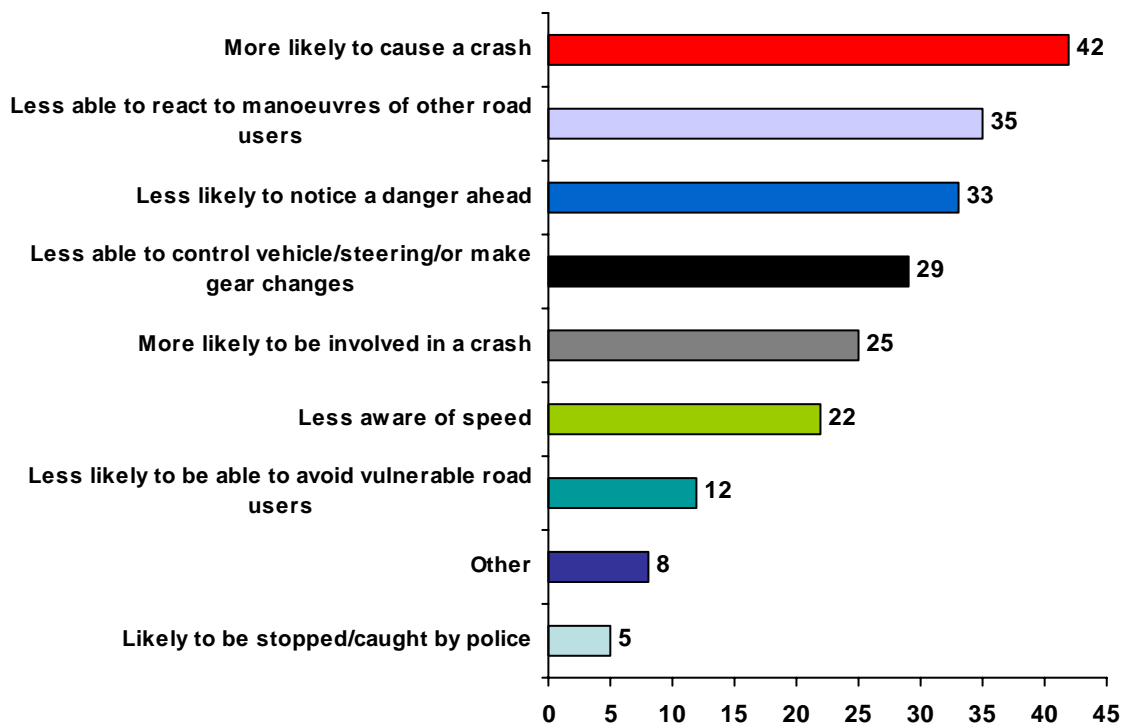
Figure 16 Are you aware of any risks associated with using a hand- held / hands- free mobile phone while driving?



Base: Hand held = 95; Hands free = 190

- Almost all motorists interviewed who stated they would use a hand held mobile phone while driving say they are aware of risks associated with doing this (96%).
- Over four fifths of motorists interviewed who would use a hands free mobile phone while driving say they are aware of risks associated with doing this (83%).

Figure 17 What are the risks? (associated with using a hand-held mobile phone while driving)

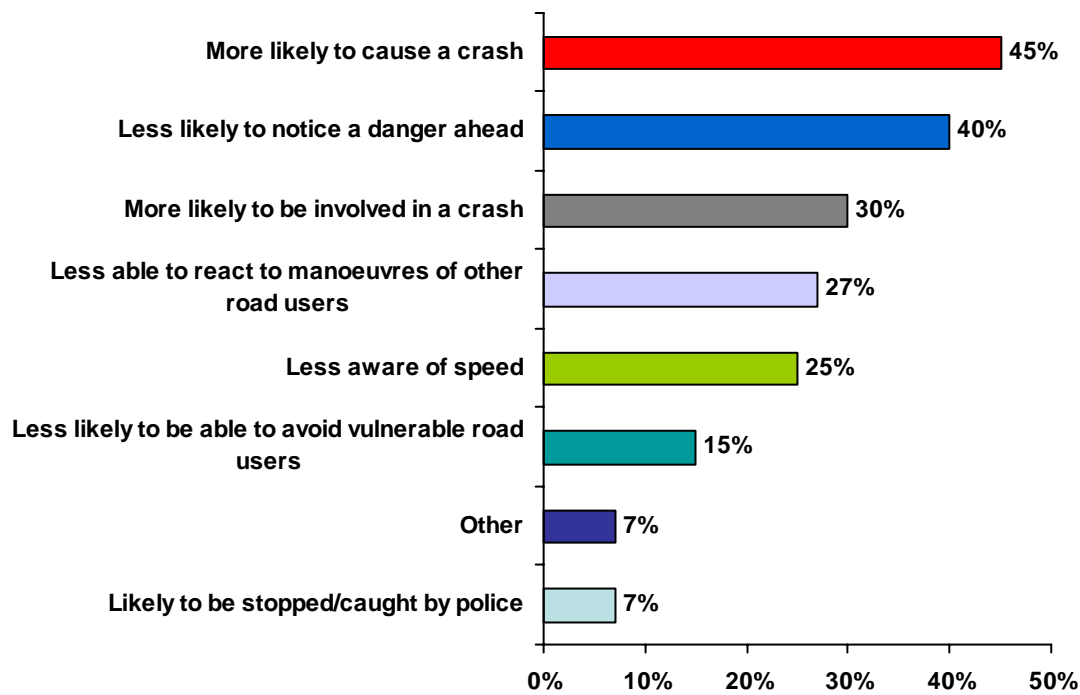


Based on those who are aware of risks associated with using a hand held mobile phone while driving.

Base: 92

- The majority of risks (associated with using a hand held mobile phone while driving) identified by drivers related to road safety, with only 5% of drivers citing that they were likely to be stopped/caught by police.

Figure 18 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: 159

- The majority of risks (associated with using a hands free mobile phone while driving) identified by drivers related to road safety, with only 7% of drivers citing that they were likely to be stopped/caught by the police.

Table 20 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	5	3	6	4	6	5
No	95	97	94	95	93	95
Don't Know				0	0	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	5	5	5
No	94	95	95
Don't Know	0	0	0
Base number	516	667	1,183

- 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 21 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	54	61	48	47	46	50
No	45	37	51	52	50	48
Don't Know	1	2	2	1	4	2
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	51	50	50
No	48	48	48
Don't Know	2	2	2
Base number	516	667	1,183

- Half of respondents (50%) 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 22 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 Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Drinking and Driving (Just One)		2	1	1	0	1
Seat Belts (Get it on/ Selfish)		1	0	1	0	0
Speeding (Mess)	1	2	1	1	0	1
Pedestrian Safety (Texting and Home)						
	1	1	2	2	2	2
Mobile phones (Lift)	94	84	83	82	73	83
Never seen the advert	3	9	12	12	18	11
Other					1	0
Refusal					0	0
Don't Know	1	1	1	1	4	2
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Drinking and Driving (Just One)	1	1	1
Seat Belts (Get it on/ Selfish)		1	0
Speeding (Mess)	1	1	1
Pedestrian Safety (Texting and Home)			
	0	3	2
Mobile phones (Lift)	85	80	83
Never seen the advert	11	12	11
Other	0	0	0
Refusal	0		0
Don't Know	1	2	2
Base number	516	667	1,183

- ❑ Over four fifths (83%) of respondents correctly identified that the advertising campaign related to mobile phone usage.
- ❑ Respondents aged 16-24 were more likely than any other age group to correctly identify the advertising campaign relating to mobile phone usage (94%).
- ❑ A greater proportion of male (85%) than female respondents (80%) correctly identified the advertising campaign relating to mobile phone usage.

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

Table 23a **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	81	71	76	69	56	70
No	19	29	24	30	42	29
Refusal				0	0	0
Don't Know				1	2	0
Base number	118	193	317	273	282	1,183

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	71	70	70
No	28	30	29
Refusal	0		0
Don't Know	0	1	0
Base number	516	667	1,183

- 70% of respondents were aware of the campaign.
- Those respondents aged 65 and over were less likely than any other age group to be aware of the campaign.

Table 23b 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 23a Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	%	%	Count	%
Yes	[26]	[66]	61	51	[35]	58
No	[7]	[16]	14	11	[12]	14
I never use a hand held mobile phone while driving	[2]	[14]	25	38	[51]	28
Base number	35	96	197	137	98	563

(ii) Analysis by Gender

<i>All motorists answering "Yes" at Table 23a Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	57	59	58
No	16	11	14
I never use a hand held mobile phone while driving	27	29	28
Base number	278	285	563

- Around three fifths (58%) of those motorists interviewed who are aware of the advertising campaigns said that the campaign / campaigns have influenced their behaviour in relation to using a hand held mobile phone while driving. 14% stated that it had not influenced their behaviour.

Table 24 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	84	88	91	82	60	82
No	16	12	8	17	36	17
Refusal				0	0	0
Don't Know				0	4	1
Base number	118	193	317	273	282	1,183

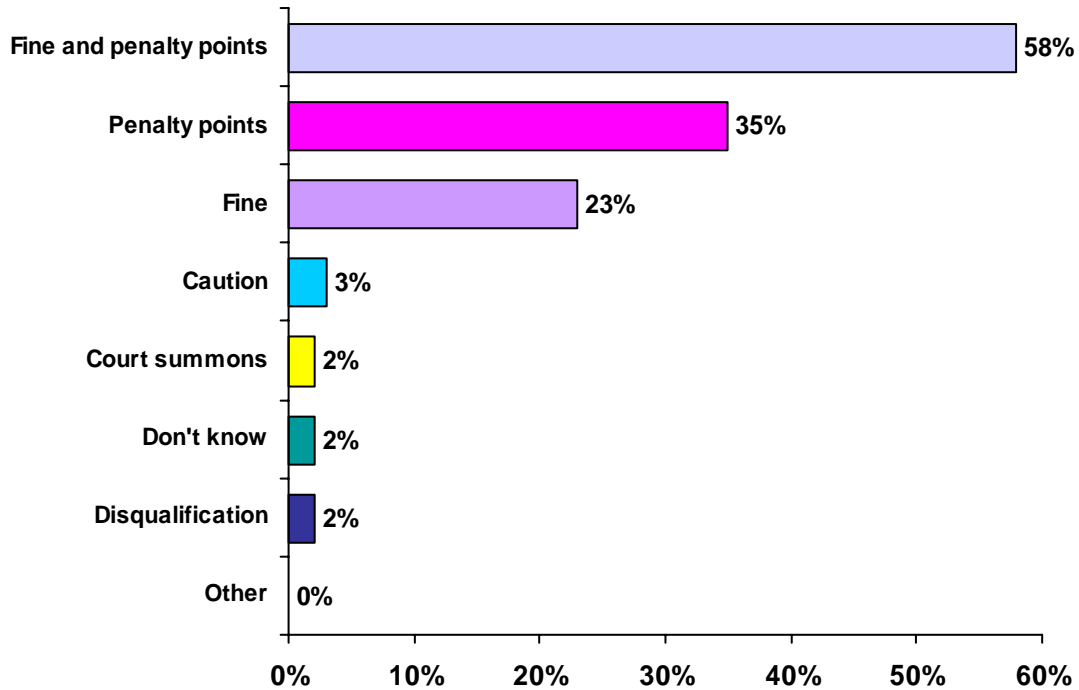
(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	84	80	82
No	15	19	17
Refusal	0		0
Don't Know	0	1	1
Base number	516	667	1,183

- 82% of respondents said they were aware of penalties for being caught by the police using a hand held mobile phone while driving.

Figure 21 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: 942

- Over half 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 (58%).

CHAPTER 6

PENALTY POINTS

Penalty Points: Behaviour

Penalty Points: Attitude

Penalty Points: Awareness

Main Findings:

Behaviour

- Over four fifths of motorists (83%) interviewed have never been given penalty points. More male respondents (23%) than female respondents (9%) have been given penalty points for a motoring offence (Table 25).

Attitude

- 94% of motorists interviewed would drive more carefully if they had 3 penalty points on their licence in case they would be given further penalty points (Table 27).
- Nearly eight in ten motorists (79%) interviewed think that the penalty points system is effective in making Northern Ireland's motorists act more responsibly (Table 28).

Awareness

- 76% of motorists correctly answered that 12 penalty points will lead to a person being disqualified from driving / losing their license (Figure 26).

Penalty Points: Behaviour

Table 25 Have you ever been given Penalty Points for a motoring offence?

(i) Analysis by Age

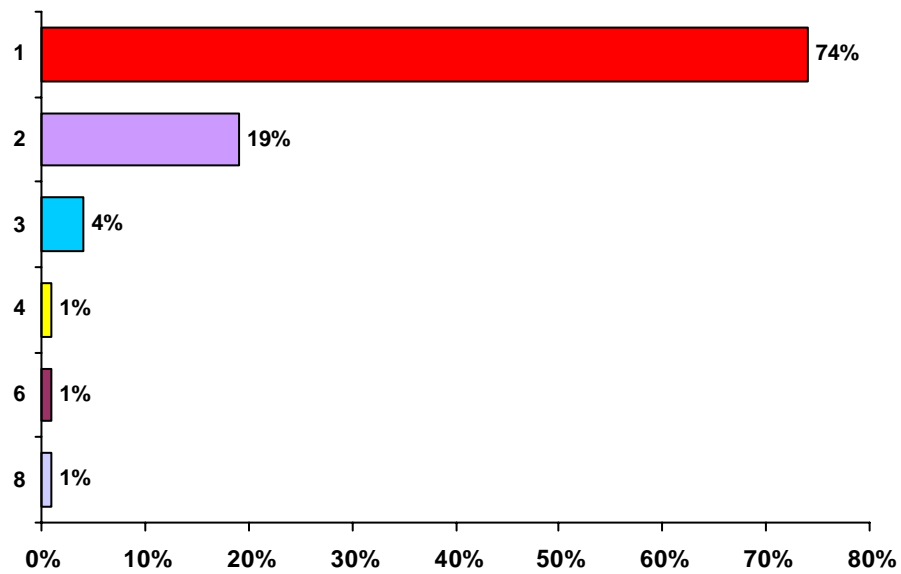
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[7]	21	21	12	8	16
No	[34]	79	79	87	91	83
Refusal				1		0
Don't Know					1	0
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	23	9	16
No	76	91	83
Refusal	0	0	0
Don't Know	0	0	0
Base number	387	412	799

- Over four fifths of motorists (83%) interviewed have never been given penalty points. More male respondents (23%) than female respondents (9%) have been given penalty points for a motoring offence.

Figure 22 And on how many occasions have you been given Penalty Points for a motoring offence?*

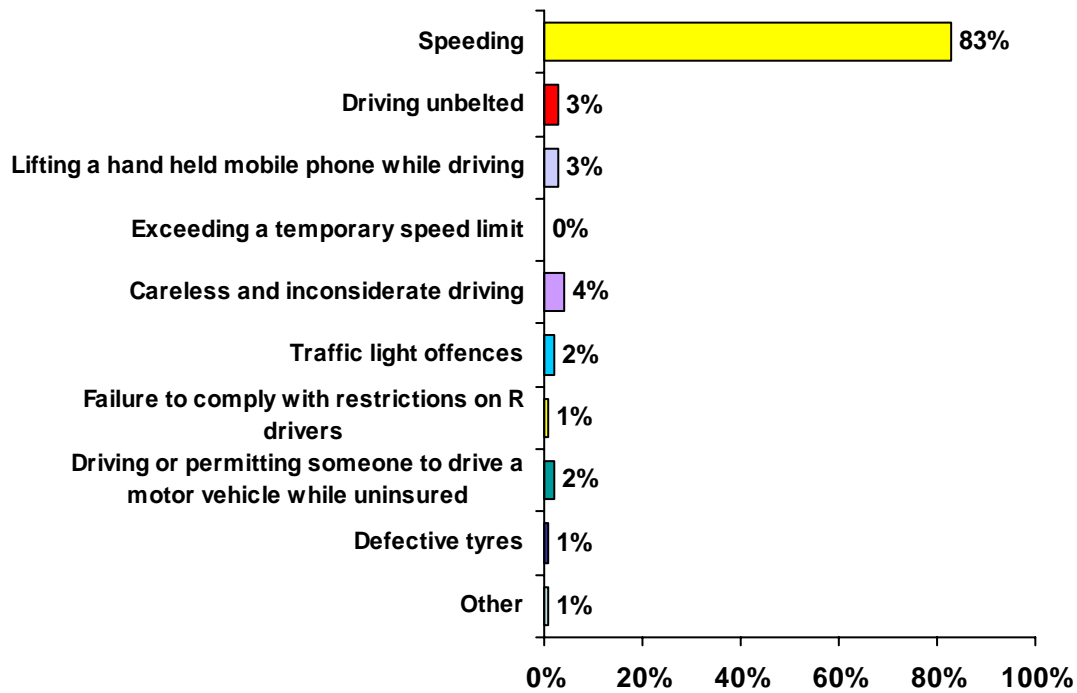


Based on motorists answering yes at Table 25.

Base: 131

- Almost three quarters of motorists interviewed, who said they had been given penalty points for a motoring offence, said they had been given penalty points on one occasion (74%).

Figure 23 What did you receive the penalty points for?*

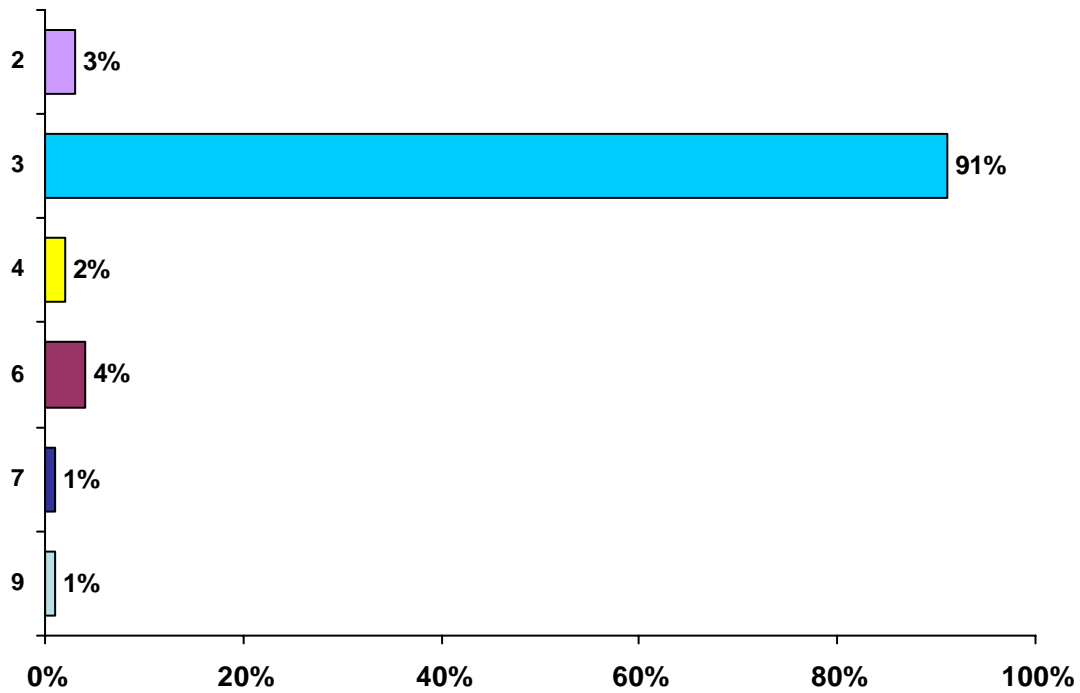


All motorists who stated there was at least one occasion on which they had been given Penalty Points for a motoring offence.
The base reflects the number of responses given.
*Percentages may add to more than 100% due to multiple responses

Base: 188

- The majority of motorists interviewed who said there was at least one occasion when they had been given penalty points for a motoring offence, said they received the points for speeding (83%).

Figure 24 And how many Penalty Points did you receive?*

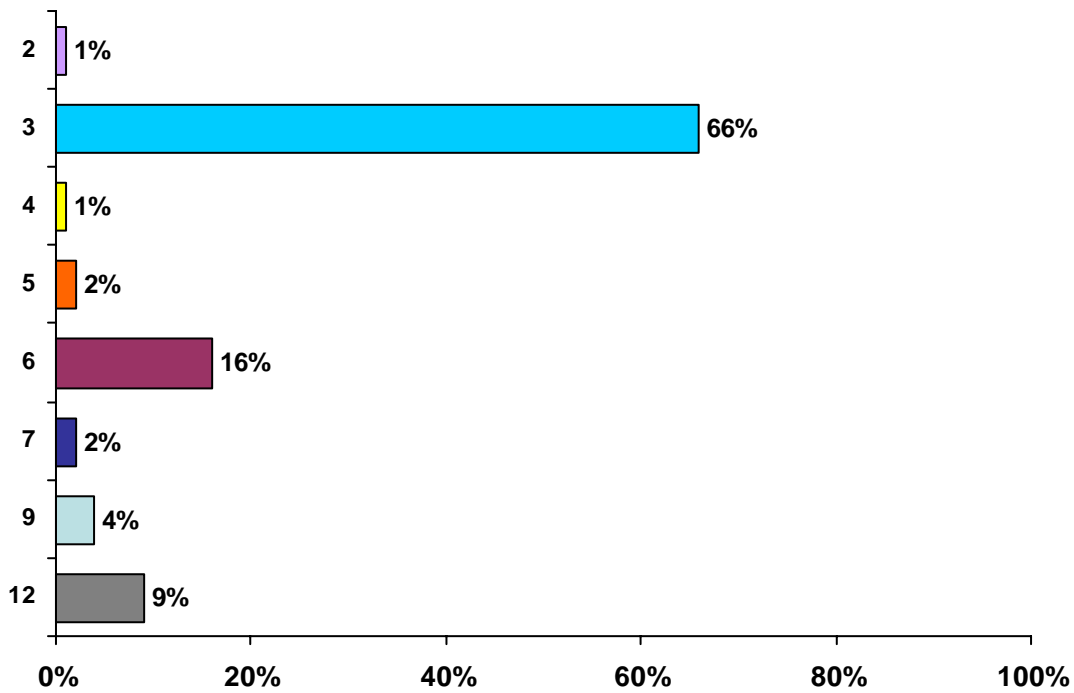


All motorists who stated there was at least one occasion on which they had been given penalty points for a motoring offence.
The base reflects the number of responses given.
*Percentages may add to more than 100% due to multiple responses

Base: 131

- The majority of motorists interviewed who said there was at least one occasion when they had been given penalty points for a motoring offence, said they received three points (91%).

Figure 25 What is the maximum number of valid penalty points you have had on your license at one time?*



All motorists answering "yes" at Table 25
The base reflects the number of responses given.

Base: 131

- Two thirds of motorists interviewed, who said they had been given penalty points for a motoring offence, said that the maximum number of valid points they had on their license at one time was three (66%).

Table 26 Did the fact that you had penalty points on your license make you a safer driver?

<i>All motorists answering "yes" at Table 25</i> <i>Base = 100%</i>	%
Yes	87
No	13
Base Number	131

- The majority of motorists interviewed, who said they had been given penalty points for a motoring offence, said that the fact they had penalty points on their license made them a safer driver (87%).

Penalty Points Attitude

Table 27 Imagine you had 3 penalty points on your license, would this encourage you to drive more safely at all times in case you would be given further penalty points?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[37]	93	94	95	93	94
No	[4]	7	5	4	5	5
Refusal				0		0
Don't Know			1	0	2	1
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	92	96	94
No	7	4	5
Refusal		0	0
Don't Know	1	0	1
Base number	387	412	799

- The majority of motorists (94%) interviewed would drive more carefully if they had 3 penalty points on their license in case they would be given further penalty points.

Table 28 Do you think the penalty points system is effective in making Northern Ireland's motorists act more responsibly i.e. there is a reduction in speeding, more roadworthy vehicles, safer driver behaviour?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[34]	77	80	78	81	79
No	[7]	18	18	14	14	16
Don't Know		5	2	8	5	4
Base number	41	136	266	200	156	799

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	81	78	79
No	14	19	16
Don't Know	5	4	4
Base number	387	412	799

- Nearly eight in ten motorists interviewed (79%) think that the penalty points system is effective in making Northern Ireland's motorists act more responsibly.
- The main reasons motorists interviewed think the penalty points system is not effective in making Northern Ireland's motorists act more responsibly are that people don't care, the system is not harsh enough, young drivers' attitudes and insufficient police presence.

Table 29 Do you think it is likely that you would be caught by the police and issued with penalty points if you were breaking the laws on Northern Ireland's roads?

(i) Analysis by Age

<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[32]	82	75	67	71	73
No	[9]	17	25	31	23	25
Don't Know		1	1	2	6	2
Base number	41	136	266	200	156	799

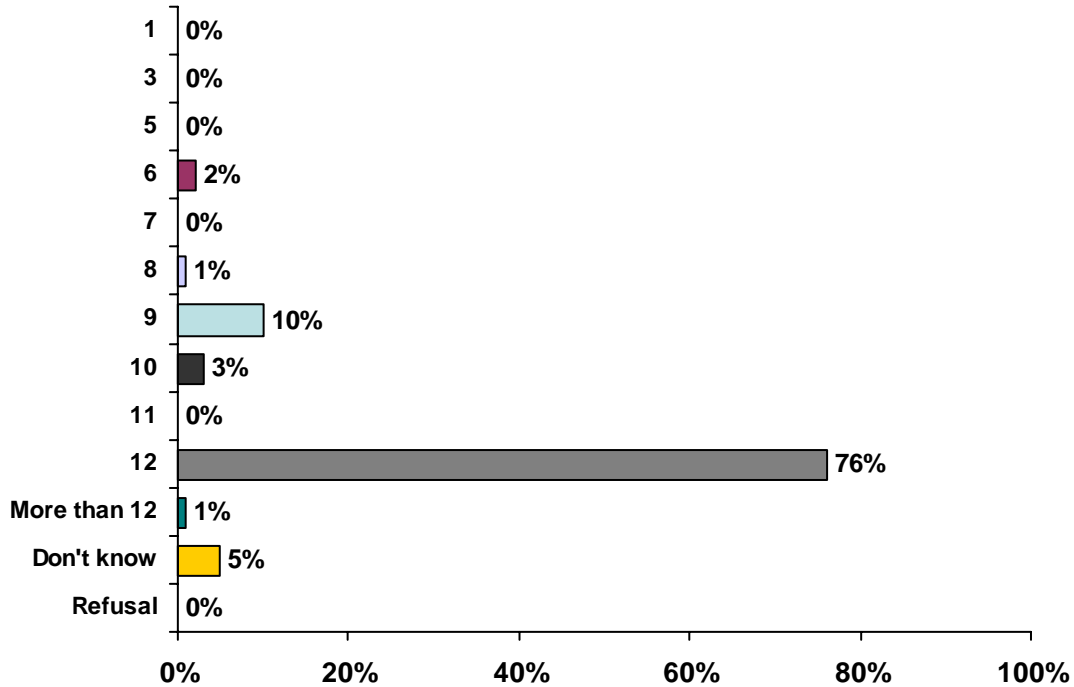
(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	71	76	73
No	27	22	25
Don't Know	2	1	2
Base number	387	412	799

- Almost three quarters of motorists (73%) interviewed think that they would be caught by the police and issued with penalty points if they were breaking the laws on Northern Ireland's roads.

Penalty Points Awareness

Figure 26 Can you tell me how many valid Penalty Points will lead to a person being disqualified from driving / losing their license?*



Based on all motorists

Base: 799

- 76% of motorists interviewed correctly answered 12 Penalty Points will lead to a person being disqualified from driving / losing their license.
- One in ten motorists (10%) interviewed think it is 9 penalty points.