Department of the Environment
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Northern Ireland Road Safety Monitor 2006

January 2007

Northern Ireland Statistics & Research Agency

INTRODUCTION

This report continues the series of research monitors on attitudes to road safety issues in Northern Ireland. Since 1995 the Department of the Environment for Northern Ireland has commissioned Central Survey Unit to undertake the production of these monitors. Previous to this a similar series was conducted by Ulster Marketing Surveys beginning in 1984.

In 2002, the survey was revised and updated to reflect changing driving habits and to allow new topics to be explored. Whilst some of the original questions, which have been used since 1995, remained many have been removed and there was a substantial introduction of new material.

There are four topics covered within the questionnaire namely speeding, drinking and driving, pedestrians and fatigue. Within each of these topics respondents have been asked about their behaviour, their attitude and their awareness of each area in turn.

This report represents the findings of this new suite of questions which were collected as part of the Northern Ireland Omnibus Survey in May 2006.

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

General Awareness

Main Findings:

- Respondents think that the three most important factors in causing injuries or deaths on our roads are (Table 1):

    - People speeding (85%)
    - People driving after drinking (70%)
    - Carelessness on roads (56%)

- 6% of motorists stated that they have been given Penalty Points or been convicted of a driving offence within the last three years (Table 2).

- Respondents stated they felt the most effective medium for creating an awareness of road safety is TV advertising (87%) (Table 3a).

GENERAL

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

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
More cars on the roads	7	2	5	6	8	6
Young inexperienced drivers	18	15	22	22	25	21
Poor roads	5	6	7	7	5	6
Not enough police enforcement	1	0	1	1	1	1
Courts too lenient	0	2	1	2	2	1
People speeding	80	83	88	89	81	85
People driving after drinking	76	64	73	71	64	70
People not wearing seatbelts	16	6	10	7	4	8
Carelessness on roads	52	66	53	53	58	56
People not thinking about the dangers	10	11	11	11	11	11
Children not trained enough in road safety	3	2	1	0	1	1
Drunk pedestrians	2	3	0	2	4	2
Other	20	28	20	21	17	21
Refusal			0			0
Don't Know			0		0	0
Base number[a]	122	212	269	239	274	1116

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

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
More cars on the roads	5	6	6
Young inexperienced drivers	24	17	21
Poor roads	6	6	6
Not enough police enforcement	1	1	1
Courts too lenient	1	1	1
People speeding	83	86	85
People driving after drinking	68	71	70
People not wearing seatbelts	7	9	8
Carelessness on roads	56	56	56
People not thinking about the dangers	11	10	11
Children not trained enough in road safety	1	2	1
Drunk pedestrians	3	1	2
Other	21	21	21
Refusal		0	0
Don't Know	0	0	0
Base number[a]	504	612	1116

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

(iii) Analysis by Driver Status

All persons aged 16 and over *Base = 100%*	Driver Status		Drivers and Non-drivers %
	Driver %	Non-driver %	
More cars on the roads	*5*	*7*	*6*
Young inexperienced drivers	*22*	*16*	*21*
Poor roads	*7*	*5*	*6*
Not enough police enforcement	*1*	*1*	*1*
Courts too lenient	*1*	*1*	*1*
People speeding	*88*	*76*	*85*
People driving after drinking	*70*	*70*	*70*
People not wearing seatbelts	*7*	*11*	*8*
Carelessness on roads	*58*	*52*	*56*
People not thinking about the dangers	*10*	*14*	*11*
Children not trained enough in road safety	*1*	*3*	*1*
Drunk pedestrians	*2*	*3*	*2*
Other	*21*	*20*	*21*
Refusal	*0*		*0*
Don't Know	*0*	*0*	*0*
Base number[a]	*778*	*338*	*1116*

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

- Respondents stated that the top three factors in causing injuries or deaths on our roads are:

  - People speeding (85%)
  - People driving after drinking (70%), and
  - Carelessness on roads (56%)

- Other main reasons included "using mobile phones when driving", "drugs" and "tiredness".

Table 2 **Have you been given Penalty Points or been convicted of a driving offence within the last three years?**

(i) Analysis by Age

All motorists Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 and over	
	Count	%	%	%	%	%
Yes	*[3]*	*8*	*6*	*7*	*2*	*6*
No	*[49]*	*92*	*94*	*93*	*98*	*94*
Base number	*52*	*166*	*223*	*181*	*156*	*778*

(ii) Analysis by Gender

All motorists Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	*7*	*5*	*6*
No	*93*	*95*	*94*
Base number	*414*	*364*	*778*

- 6% of motorists stated that they have been given Penalty Points or been convicted of a driving offence within the last three years.

GENERAL AWARENESS

Table 3a **How important have the following factors been in creating, for you an awareness of road safety?**

All persons aged 16 and over Base = 100%	Important	Un-important	Refusal	Don't know	Base Number
	%	%	%	%	
TV Advertising	87	12		0	1116
TV/Radio, news & documentaries	77	23		0	1116
Friend or relative involved in an accident or near miss	71	28		1	1116
Penalties for breaking the law	76	23		1	1116
Being involved in an accident or near miss yourself	73	26	0	1	1116
What you learnt when you were learning to drive*	77	23		0	778
Highway Code	71	28		1	1116
Likelihood of being stopped by the Police	71	28		1	1116
Posters	56	44	0	1	1116
Bus Advertising	53	47		1	1116
Articles in the Press	61	39	0	0	1116
TV Programmes	46	53		1	1116
Press Advertising	57	42	0	1	1116
Radio Advertising	54	46	0	1	1116

*All motorists

(i) Analysis by Age

All those who answered important Base = 100%	Age					Base Number
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
TV Advertising	12	20	25	21	21	954
TV/Radio, news & documentaries	12	20	25	21	23	855
Penalties for breaking the law	11	20	26	21	22	831
Being involved in an accident or near miss yourself	10	20	24	23	22	813
Friend or relative involved in an accident or near miss	11	20	26	21	23	799
Likelihood of being stopped by the Police	11	20	26	22	21	787
Highway code	11	19	26	23	21	764
Articles in the Press	12	20	23	20	25	665
Press Advertising	12	20	24	22	23	626
Posters	13	19	25	21	22	608
Radio Advertising	10	22	25	20	22	607
What you learnt when you were learning to drive*	8	23	28	23	18	594
Bus Advertising	12	20	24	22	23	589
TV Programmes	13	19	24	22	21	514

* All motorists who answered important

(ii) Analysis by Gender

All those who answered important Base = 100%	Gender		Base Number
	Male	Female	
	%	%	
TV Advertising	***44***	***56***	***954***
TV/Radio, news & documentaries	***45***	***55***	***855***
Penalties for breaking the law	***44***	***56***	***831***
Being involved in an accident or near miss yourself	***44***	***56***	***813***
Friend or relative involved in an accident or near miss	***43***	***57***	***799***
Likelihood of being stopped by the Police	***47***	***53***	***787***
Highway code	***46***	***54***	***764***
Articles in the Press	***43***	***57***	***665***
Press Advertising	***44***	***56***	***626***
Posters	***41***	***59***	***608***
Radio Advertising	***44***	***56***	***607***
What you learnt when you were learning to drive *	***50***	***50***	***594***
Bus Advertising	***38***	***62***	***589***
TV Programmes	***38***	***62***	***514***

* All motorists who answered important

- Respondents stated that the most effective medium for creating an awareness of road safety is TV Advertising (87%) followed by "TV/Radio, news & documentaries" (77%).
- The least effective is "TV programmes" with 46% of respondents rating it as important, and 53% rating it as unimportant.
- Respondents were asked if there were any other factors they felt were important in creating an awareness of road safety. These other factors included "school education on safety".

GENERAL AWARENESS: Advertising Intervention Measures

Table 3b Are you aware of any of these radio advertising campaigns?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	*84*	*83*	*73*	*77*	*58*	*75*
No	*16*	*17*	*27*	*21*	*42*	*25*
Don't know				*2*		*0*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females %
	Male %	Female %	
Yes	*75*	*75*	*75*
No	*25*	*25*	*25*
Don't know	*1*	*0*	*0*
Base number	*504*	*612*	*1116*

- Three quarters (75%) of respondents were aware of at least one of the five radio advertising campaigns.

Table 3c **To what extent have these radio campaigns influenced your behaviour in relation to road safety?**

(i) Analysis by Age

All those who answered yes to table 3b Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	*66*	*63*	*58*	*56*	*56*	*59*
Influenced me a little	*29*	*32*	*35*	*30*	*35*	*32*
Has not influenced me at all	*5*	*5*	*8*	*14*	*9*	*8*
Base number	*101*	*179*	*197*	*178*	*156*	*811*

(ii) Analysis by Gender

All those who answered yes to table 3b Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Influenced me a lot	*53*	*65*	*59*
Influenced me a little	*41*	*25*	*32*
Has not influenced me at all	*6*	*10*	*8*
Base number	*373*	*438*	*811*

- Almost three fifths (59%) of those aware of the radio campaigns stated it has influenced their behaviour a lot in relation to road safety.

- Almost one third (32%) stated it has influenced their behaviour a little and 8% stated it has not influenced them at all.

Table 3d Are you aware of any of these posters?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	*82*	*78*	*71*	*67*	*57*	*70*
No	*18*	*22*	*29*	*32*	*43*	*29*
Don't know				*1*	*0*	*0*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females %
	Male %	Female %	
Yes	*67*	*73*	*70*
No	*33*	*27*	*29*
Don't know	*0*	*0*	*0*
Base number	*504*	*612*	*1116*

- Seventy percent (70%) of respondents were aware of the posters (67% of males, 73% of females).

Table 3e To what extent have these posters influenced your behaviour in relation to road safety?

(i) Analysis by Age

All those who answered yes to table 3d Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	*55*	*46*	*44*	*54*	*53*	*50*
Influenced me a little	*37*	*45*	*48*	*35*	*37*	*41*
Has not influenced me at all	*8*	*9*	*8*	*11*	*9*	*9*
Don't know			*0*		*1*	*0*
Base number	*102*	*168*	*189*	*160*	*152*	*771*

(ii) Analysis by Gender

All those who answered yes to table 3d Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Influenced me a lot	*43*	*56*	*50*
Influenced me a little	*47*	*36*	*41*
Has not influenced me at all	*10*	*9*	*9*
Don't know	*0*	*0*	*0*
Base number	*341*	*430*	*771*

- Half (50%) of those aware of the posters stated it has influenced their behaviour a lot in relation to road safety (43% of males, 56% of females).

- Just over two fifths (41%) stated it has influenced their behaviour a little and 9% stated it has not influenced them at all.

Table 3f Are you aware of any of these bus back advertising campaigns?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	*84*	*72*	*63*	*61*	*51*	*65*
No	*16*	*28*	*37*	*39*	*49*	*34*
Don't know			*0*	*1*	*0*	*0*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females %
	Male %	Female %	
Yes	*65*	*65*	*65*
No	*34*	*35*	*34*
Don't know	*0*	*0*	*0*
Base number	*504*	*612*	*1116*

- Almost two thirds (65%) of respondents were aware of the bus back advertising campaigns.

Table 3g **To what extent have these bus back advertising campaigns influenced your behaviour in relation to road safety?**

(i) Analysis by Age

All those who answered yes to table 3f Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	*51*	*49*	*40*	*49*	*52*	*48*
Influenced me a little	*38*	*41*	*51*	*40*	*36*	*42*
Has not influenced me at all	*12*	*10*	*9*	*10*	*11*	*10*
Don't know					*1*	*0*
Base number	*100*	*156*	*175*	*142*	*137*	*710*

(ii) Analysis by Gender

All those who answered yes to table 3f Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Influenced me a lot	*38*	*56*	*48*
Influenced me a little	*50*	*35*	*42*
Has not influenced me at all	*11*	*9*	*10*
Don't know	*0*		*0*
Base number	*325*	*385*	*710*

- Almost half (48%) of those aware of the bus back advertising campaigns stated it has influenced their behaviour a lot in relation to road safety (38% of males, 56% of females).

- Over two fifths (42%) stated it has influenced their behaviour a little and 10% stated it has not influenced them at all.

Table 3h **Are you aware of Road Safety messages being displayed on Electronic Message System (EMS)?**

(i) Analysis by Age

All persons aged 16 and over *Base = 100%*	Age					All Ages %
	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	*78*	*87*	*72*	*74*	*56*	*73*
No	*23*	*13*	*28*	*26*	*43*	*27*
Don't know			*0*		*1*	*0*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over *Base = 100%*	Gender		Males and Females %
	Male %	Female %	
Yes	*76*	*70*	*73*
No	*24*	*30*	*27*
Don't know	*0*	*0*	*0*
Base number	*504*	*612*	*1116*

- Almost three quarters (73%) of respondents were aware of road safety messages being displayed on Electronic Message System (EMS), (76% of males, 70% of females).

Table 3i **To what extent have Road Safety messages being displayed on EMS influenced your behaviour in relation to road safety?**

(i) Analysis by Age

All those who answered yes to table 3h Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	*%*	*%*	*%*	*%*	*%*
Influenced me a lot	*[49]*	*57*	*49*	*55*	*62*	*55*
Influenced me a little	*[32]*	*37*	*44*	*33*	*29*	*37*
Has not influenced me at all	*[10]*	*6*	*7*	*11*	*9*	*8*
Don't know				*1*		*0*
Base number	*91*	*183*	*197*	*172*	*141*	*784*

(ii) Analysis by Gender

All those who answered yes to table 3h Base = 100%	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
Influenced me a lot	*51*	*58*	*55*
Influenced me a little	*40*	*34*	*37*
Has not influenced me at all	*8*	*9*	*8*
Don't know	*0*		*0*
Base number	*375*	*409*	*784*

- Over half (55%) of those aware of Road Safety messages being displayed on EMS stated it has influenced their behaviour a lot in relation to road safety (51% of males, 58% of females).

- Over one third (37%) stated it has influenced their behaviour a little and 8% stated it has not influence them at all.

CHAPTER 2

SPEEDING

Speeding Behaviour

Speeding Attitude

Speeding Awareness

Main Findings:

- Almost one quarter of drivers (24%) stated that they exceeded the speed limit on all road types (Table 4a).

- Over half (56%) of respondents think it is likely they would be stopped by the police for speeding (Table 6a).

- Over three fifths (64%) of respondents think that it is likely they would be caught speeding on a mobile camera (Table 6c).

- 82% of respondents correctly identified the anti speeding TV campaign when shown pictures of the advert (Table 7a).

Speeding Behaviour

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

(i) Analysis by Age

All motorists Base = 100%	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)	[12]	31	27	31	32	29
Roads outside a built up area (30 – 60mph speed limit)	[8]	24	27	24	12	22
Dual Carriageways	[10]	26	19	19	8	19
Motorways	[12]	28	29	24	10	24
On all of the above	[11]	36	27	21	9	24
Never exceed the speed limit	[16]	13	12	20	47	22
Refusal	[1]					0
Don't know			0			0
Base number[a]	52	166	223	181	156	778

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

(ii) Analysis by Gender

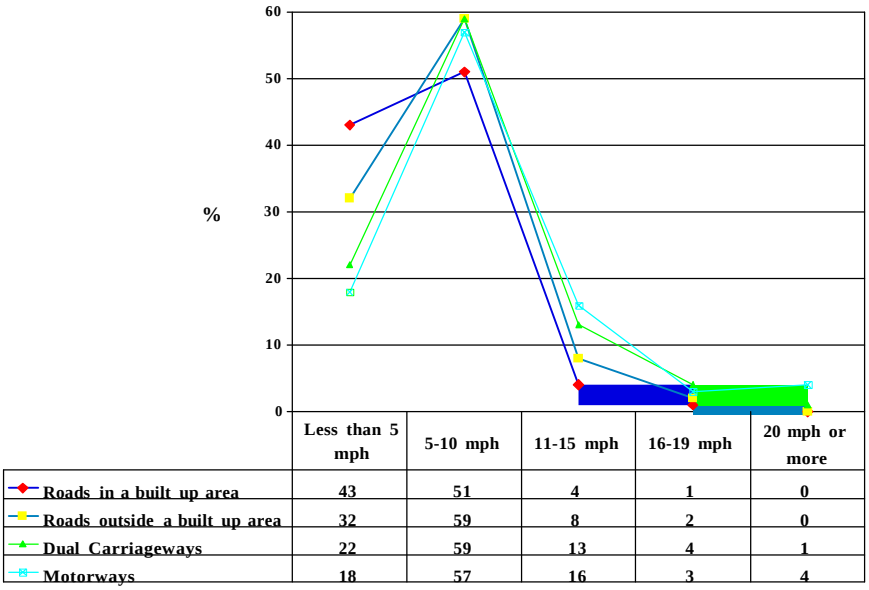
All motorists Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Roads in a built up area (30mph speed limit or less)	26	32	29
Roads outside a built up area (30 – 60mph speed limit)	22	22	22
Dual Carriageways	18	20	19
Motorways	23	24	24
On all of the above	33	14	24
Never exceed the speed limit	19	26	22
Refusal		0	0
Don't know		0	0
Base number[a]	414	364	778

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

- 24% of motorists stated that they have exceeded the speed limit on all road types.
- Over and above those motorists who exceeded the speed limit on all road types, 29% have exceeded the speed limit on roads in a built up area, 22% on roads outside a built up area, 19% on dual carriageways and 24% on motorways.
- 22% of motorists stated that they never exceed the speed limit.
- Males are more likely than females to have speeded on all road types (33% compared to 14%).

FIGURE 1

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



	Less than 5 mph	5-10 mph	11-15 mph	16-19 mph	20 mph or more
Roads in a built up area	43	51	4	1	0
Roads outside a built up area	32	59	8	2	0
Dual Carriageways	22	59	13	4	1
Motorways	18	57	16	3	4

*** Data excludes don't know**

- Of those motorists who exceed speed limits regularly, the majority stated that they exceeded the limit by 5-10 mph.

Table 4b Under what circumstances would you exceed the speed limit?

(i) Analysis by Age

All motorists who did not answer never to table 4a *Base = 100%*	Age					All Ages %
	16-24 Count	25-34 %	35-49 %	50-64 %	65 & over Count	
Early in the morning when there is little traffic	*[3]*	*19*	*21*	*24*	*[11]*	*20*
Late in the evening when there is little traffic	*[5]*	*15*	*20*	*16*	*[10]*	*16*
In an emergency	*[5]*	*15*	*13*	*13*	*[10]*	*14*
In a hurry to reach a destination (not an emergency)	*[14]*	*42*	*40*	*28*	*[18]*	*35*
Normal driving	*[12]*	*27*	*25*	*30*	*[32]*	*28*
Under no circumstances	*[2]*	*4*	*4*	*5*	*[4]*	*4*
Other	*[2]*	*12*	*13*	*15*	*[13]*	*13*
Don't know		*0*		*1*	*[2]*	*1*
Base number[a]	*35*	*147*	*198*	*143*	*80*	*603*

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

(ii) Analysis by Gender

All motorists who did not answer never to table 4a *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
Early in the morning when there is little traffic	*19*	*21*	*20*
Late in the evening when there is little traffic	*20*	*12*	*16*
In an emergency	*12*	*16*	*14*
In a hurry to reach a destination (not an emergency)	*36*	*35*	*35*
Normal driving	*30*	*26*	*28*
Under no circumstances	*3*	*6*	*4*
Other	*14*	*11*	*13*
Don't know	*1*	*1*	*1*
Base number[a]	*334*	*269*	*603*

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

- The main reasons motorists gave for exceeding the speed limit are when they are in a hurry to reach a destination (not an emergency) (35%), normal driving (28%) and early in the morning when there is little traffic (20%).

- Males (20%) are more likely to speed late in the evening where there is little traffic than females (12%).

- The "other" reasons for speeding most commonly mentioned were "overtaking", and "not concentrating/paying attention".

Speeding Attitude

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

All persons aged 16 and over *Base = 100%*	Very likely	Likely	Unlikely	Very unlikely	Refusal	Don't know	Base Number
	%	%	%	%	%	%	
Stopped by the police for speeding	*17*	*40*	*32*	*9*	*0*	*2*	*1116*
Caught speeding on a fixed camera	*18*	*37*	*30*	*12*	*0*	*3*	*1116*
Caught speeding on a mobile camera	*16*	*48*	*27*	*6*	*0*	*3*	*1116*

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

(i) Analysis by Age

All persons aged 16 and over *Base = 100%*	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Very likely	*17*	*14*	*14*	*21*	*17*	*17*
Likely	*46*	*41*	*46*	*32*	*33*	*40*
Unlikely	*31*	*36*	*31*	*37*	*28*	*32*
Very unlikely	*7*	*7*	*7*	*7*	*16*	*9*
Refusal				*0*		*0*
Don't Know	*0*	*2*	*1*	*2*	*6*	*2*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	%	%
Very likely	*13*	*20*	*17*
Likely	*40*	*39*	*40*
Unlikely	*36*	*30*	*32*
Very unlikely	*10*	*7*	*9*
Refusal		*0*	*0*
Don't Know	*1*	*4*	*2*
Base number	*504*	*612*	*1116*

- Over half (56%) of respondents think it is likely that they would be stopped by the police for speeding.

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

(i) Analysis by Age

All persons aged 16 and over *Base = 100%*	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Very likely	*25*	*20*	*17*	*15*	*14*	*18*
Likely	*38*	*35*	*37*	*38*	*38*	*37*
Unlikely	*24*	*32*	*33*	*34*	*25*	*30*
Very unlikely	*10*	*13*	*11*	*9*	*16*	*12*
Refusal				*0*		*0*
Don't Know	*3*	*1*	*2*	*4*	*7*	*3*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	%	%
Very likely	*15*	*21*	*18*
Likely	*35*	*39*	*37*
Unlikely	*34*	*27*	*30*
Very unlikely	*15*	*9*	*12*
Refusal		*0*	*0*
Don't Know	*2*	*4*	*3*
Base number	*504*	*612*	*1116*

- Over half (55%) of respondents think it is likely they would be caught speeding on a fixed camera (50% of males, 60% of females).

Table 6c **How likely or unlikely do you think it is that you would be … caught speeding on a mobile camera?**

(i) Analysis by Age

All persons aged 16 and over *Base = 100%*	Age					
	16-24	25-34	35-49	50-64	65 & over	All Ages
	%	%	%	%	%	%
Very likely	*19*	*18*	*17*	*14*	*11*	*16*
Likely	*46*	*48*	*51*	*47*	*45*	*48*
Unlikely	*29*	*28*	*26*	*28*	*25*	*27*
Very unlikely	*4*	*5*	*4*	*5*	*12*	*6*
Refusal				*0*		*0*
Don't Know	*1*	*1*	*2*	*5*	*7*	*3*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	%	%
Very likely	*14*	*18*	*16*
Likely	*47*	*49*	*48*
Unlikely	*32*	*23*	*27*
Very unlikely	*6*	*6*	*6*
Refusal		*0*	*0*
Don't Know	*2*	*4*	*3*
Base number	*504*	*612*	*1116*

- Over three fifths (64%) of respondents think that it is likely they would be caught speeding on a mobile camera.

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

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Less than 5mph	*49*	*46*	*46*	*54*	*63*	*52*
5-10 mph	*86*	*87*	*83*	*85*	*91*	*86*
11-15 mph	*93*	*96*	*95*	*96*	*96*	*95*
16-19 mph	*93*	*98*	*97*	*96*	*96*	*96*
20 mph or more	*96*	*99*	*98*	*97*	*97*	*97*
Refusal				*0*	*0*	*0*
Don't Know	*4*	*1*	*2*	*3*	*3*	*3*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

*** Please note that for 2006 these figures are presented cumulatively. Care should therefore be taken when comparing with figures for previous years**

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

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Less than 5mph	*29*	*29*	*32*	*41*	*57*	*38*
5-10 mph	*70*	*75*	*75*	*83*	*89*	*79*
11-15 mph	*88*	*91*	*93*	*93*	*94*	*92*
16-19 mph	*91*	*96*	*96*	*95*	*95*	*95*
020 mph or more	*97*	*99*	*98*	*96*	*96*	*97*
Refusal				*0*		*0*
Don't Know	*3*	*2*	*2*	*3*	*4*	*3*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

*** Please note that for 2006 these figures are presented cumulatively. Care should therefore be taken when comparing with figures for previous years**

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

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Less than 5mph	*28*	*22*	*24*	*36*	*50*	*32*
5-10 mph	*66*	*65*	*65*	*75*	*83*	*71*
11-15 mph	*83*	*85*	*88*	*89*	*90*	*87*
16-19 mph	*86*	*93*	*94*	*91*	*93*	*92*
20 mph or more	*97*	*99*	*99*	*97*	*95*	*97*
Refusal				*0*		*0*
Don't Know	*3*	*2*	*2*	*3*	*5*	*3*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

*** Please note that for 2006 these figures are presented cumulatively. Care should therefore be taken when comparing with figures for previous years**

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

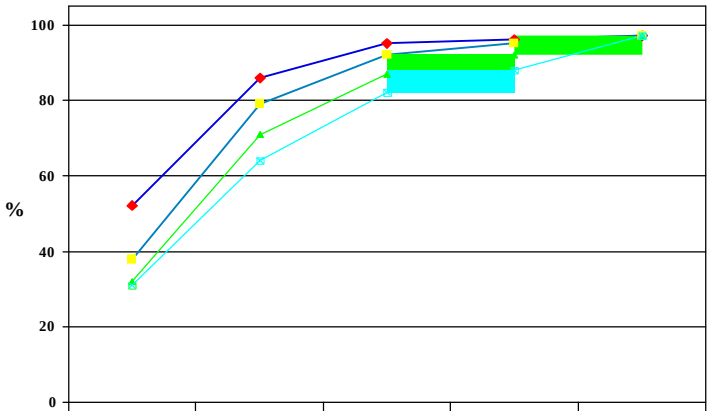
(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Less than 5mph	*27*	*21*	*23*	*34*	*49*	*31*
5-10 mph	*58*	*55*	*59*	*68*	*81*	*64*
11-15 mph	*77*	*79*	*79*	*86*	*88*	*82*
16-19 mph	*84*	*87*	*88*	*89*	*92*	*88*
20 mph or more	*97*	*99*	*98*	*97*	*94*	*97*
Refusal				*0*	*0*	*0*
Don't Know	*3*	*1*	*2*	*2*	*6*	*3*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

*** Please note that for 2006 these figures are presented cumulatively. Care should therefore be taken when comparing with figures for previous years**

FIGURE 2

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



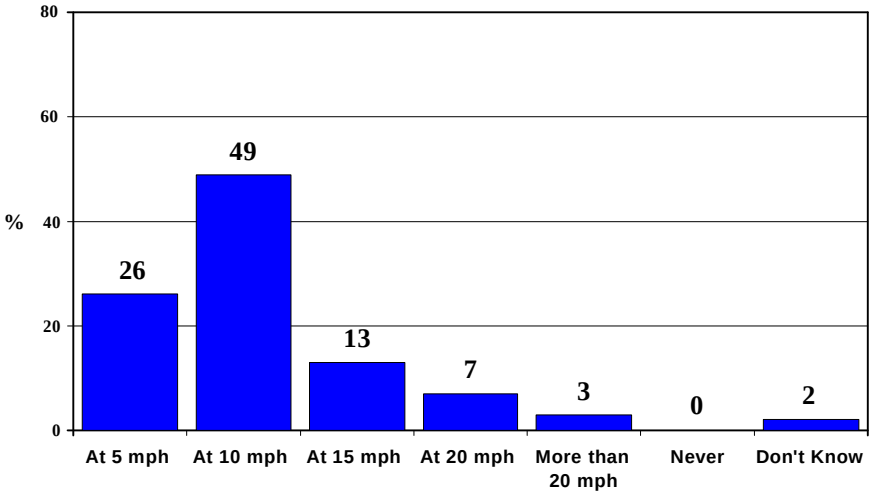
	Less than 5 mph	5-10 mph	11-15 mph	16-19 mph	20 mph or more
Roads in a built up area	52	86	95	96	97
Roads outside a built up area	38	79	92	95	97
Dual Carriageways	32	71	87	92	97
Motorways	31	64	82	88	97

*** Data excludes don't know**

- The majority of respondents consider it to be dangerous to exceed the speed limit by 5-10 mph. However as the speed limit increases, the number of respondents agreeing that it is always dangerous to exceed the speed limit by less than 5 mph decreases (52% on a 30 mph road and 31% on a 70 mph road).

FIGURE 3

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



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

- Over one quarter of respondents (26%) feel it is fair that the police should issue speeding tickets with penalty points for drivers who exceed the speed limit by 5 mph.

Speeding Awareness

At this stage in the questionnaire respondents were shown 4 still pictures from the TV advertisement relating to speeding called "You can't get over the carnage". After seeing the 4 pictures respondents were asked what the campaign related to.

Table 7a Could you tell me what this advertising campaign relates to? (Speeding- You can't get over the carnage)

(i) Analysis by Age

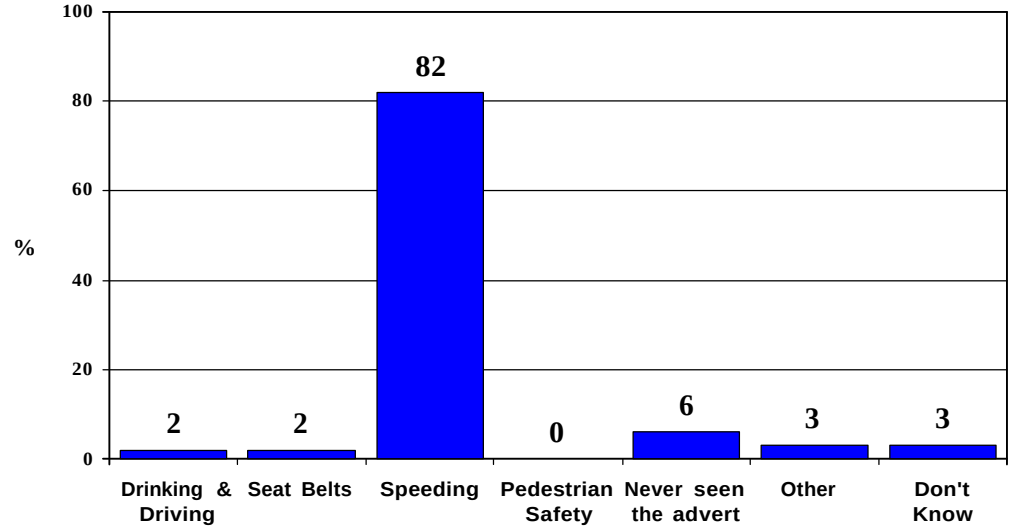
All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Drinking and Driving (Shame)	0	0	3	2	6	2
Seat Belts (Damage)	2	1	2	4	2	2
Speeding (You can't get over the carnage)	93	91	88	78	58	82
Pedestrian Safety (Texting and Home)		0	1	1	0	0
Never seen the advert	2	4	4	6	15	6
Other	2	2	2	5	7	3
Refusal				0		0
Don't know	1	0	1	3	11	3
Base number	122	212	269	239	274	1116

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Drinking and Driving (Shame)	3	2	2
Seat Belts (Damage)	2	3	2
Speeding (You can't get over the carnage)	81	82	82
Pedestrian Safety (Texting and Home)	0	1	0
Never seen the advert	6	7	6
Other	3	3	3
Refusal		0	0
Don't Know	4	2	3
Base number	504	612	1116

FIGURE 4

COULD YOU TELL ME WHAT THIS ADVERTISING CAMPAIGN RELATES TO?



DATA REFERS TO TABLE 7a

- Over four fifths (82%) of respondents correctly identified the campaign relating to Speeding (You can't get over the carnage).

- This figure dropped with age with only 58% of those over 65 correctly naming the campaign, compared to 93% of 16-24 year olds, and 91% of 25-34 year olds.

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

Table 7b Are you aware of this advertising campaign?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	*94*	*91*	*89*	*82*	*70*	*85*
No	*6*	*9*	*11*	*18*	*29*	*15*
Refusal				*0*		*0*
Don't Know		*0*	*0*		*1*	*0*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	*85*	*85*	*85*
No	*15*	*14*	*15*
Refusal		*0*	*0*
Don't Know	*0*	*0*	*0*
Base number	*504*	*612*	*1116*

- 85% of respondents were aware of the advertising campaign. This awareness declined with the age of the respondent.

Table 7c To what extent has this campaign influenced your behaviour in relation to speeding?

(i) Analysis by Age

All those who answered yes to table 7b Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	*68*	*53*	*59*	*58*	*55*	*59*
Influenced me a little	*27*	*35*	*33*	*29*	*30*	*31*
Has not influenced me at all	*5*	*11*	*8*	*13*	*13*	*10*
Refusal			*0*			*0*
Don't Know		*0*			*2*	*0*
Base number	*114*	*191*	*241*	*196*	*190*	*932*

(ii) Analysis by Gender

All those who answered yes to table 7b Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Influenced me a lot	*51*	*65*	*59*
Influenced me a little	*38*	*25*	*31*
Has not influenced me at all	*11*	*9*	*10*
Refusal	*0*		*0*
Don't Know		*1*	*0*
Base number	*425*	*507*	*932*

- Almost three fifths (59%) of those respondents aware of the campaign stated it had influenced their behaviour a lot in relation to speeding (51% of male respondents, 65% of female respondents).

- However, 10% of respondents said it had not influenced them at all.

CHAPTER 3

DRINKING AND DRIVING

Drinking and Driving Behaviour

Drinking and Driving Attitude

Drinking and Driving Awareness

Main Findings:

- The two main occasions when people might have an alcoholic drink and drive afterwards are a night out with friends (32%) and dinner or evening out at a friends house (23%) (Figure 5).

- Almost three in ten (28%) motorists who drink said it was likely they would drive after one drink (Table 8).

- The vast majority (92%) of respondents think the police should be able to stop people at random and breathalyse them (Figure 7).

- Just over half (51%) of respondents think the penalties for drinking and driving are not very severe (Table 13).

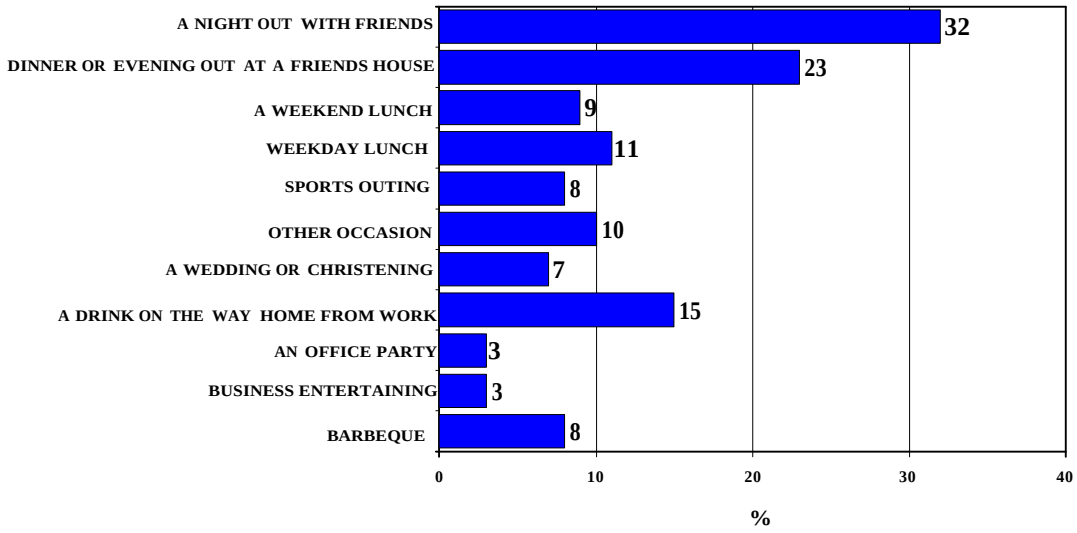
- 95% of respondents correctly identified the TV campaign relating to drinking and driving when shown pictures of it (Table 14a).

Drinking and Driving Behaviour

69% of all respondents drink alcohol (72% of male respondents and 65% of female respondents). 72% of motorists drink alcohol.

FIGURE 5

OCCASIONS ON WHICH YOU MIGHT HAVE AN ALCOHOLIC DRINK AND DRIVE AFTERWARDS



Percentages may add to more than 100 due to multiple responses

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

All motorists who drink *Base = 100%*	Very likely %	Likely %	Unlikely %	Very unlikely %	Base Number
One drink	*9*	*19*	*17*	*55*	*545*
Two drinks	*3*	*9*	*27*	*61*	**247*
Three or more drinks	*3*	*2*	*22*	*72*	***105*
The morning after an evening on which you had been drinking	*16*	*35*	*27*	*21*	**247*

* All those who answered "very likely", "likely", or "unlikely" to if you had one drink
** All those who answered "very likely", "likely", or "unlikely" to if you had two drinks

- Over one quarter (28%) of motorists who drink alcohol said they were likely to drive after one drink.

Table 9 How likely would you be to travel as a passenger in a car in which the driver has …

All persons aged 16 and over Base = 100%	Very likely	Likely	Unlikely	Very unlikely	Don't Know	Base Number
	%	*%*	*%*	*%*	*%*	
Had one drink	***10***	***21***	***16***	***53***	***0***	***1116***
Had two drinks	***5***	***21***	***35***	***39***	***0***	****515***
Had three or more drinks	***3***	***9***	***24***	***64***	***0***	*****312***

* All those who answered 'very likely'. 'likely', or 'unlikely' to "had one drink"
** All those who answered 'very likely'. 'likely', or 'unlikely' to "had two drinks"

- Over two thirds (69%) of respondents would be unlikely to travel in a car in which the driver has had a single drink.

Drinking and Driving Attitude

Table 10 How likely or unlikely do you think it is that you would be stopped by the police?

(i) Analysis by Age

All persons aged 16 and over *Base = 100%*	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Very likely	*26*	*19*	*15*	*19*	*19*	*19*
Likely	*46*	*37*	*43*	*35*	*34*	*39*
Unlikely	*26*	*30*	*30*	*29*	*28*	*29*
Very unlikely	*2*	*13*	*10*	*12*	*10*	*9*
Refusal				*0*	*1*	*0*
Don't know	*1*	*1*	*2*	*6*	*8*	*4*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	%	%
Very likely	*15*	*23*	*19*
Likely	*39*	*39*	*39*
Unlikely	*32*	*26*	*29*
Very unlikely	*11*	*8*	*9*
Refusal	*0*	*0*	*0*
Don't know	*2*	*4*	*4*
Base number	*504*	*612*	*1116*

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

Table 11 How many drinks can you personally have without affecting your driving?

(i) Analysis by Age

All motorists who drink *Base = 100%*	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	Count	%
0	*[23]*	*40*	*36*	*28*	*[24]*	*37*
1	*[7]*	*25*	*22*	*33*	*[21]*	*26*
2	*[5]*	*16*	*25*	*22*	*[14]*	*20*
3	*[2]*	*4*	*6*	*7*	*[8]*	*6*
4	*[1]*	*3*	*1*	*5*	*[1]*	*3*
5	*[1]*	*2*	*1*	*0*		*1*
8		*0*	*1*			*0*
Don't know	*[5]*	*9*	*9*	*4*	*[7]*	*7*
Base number	*44*	*130*	*172*	*124*	*75*	*545*

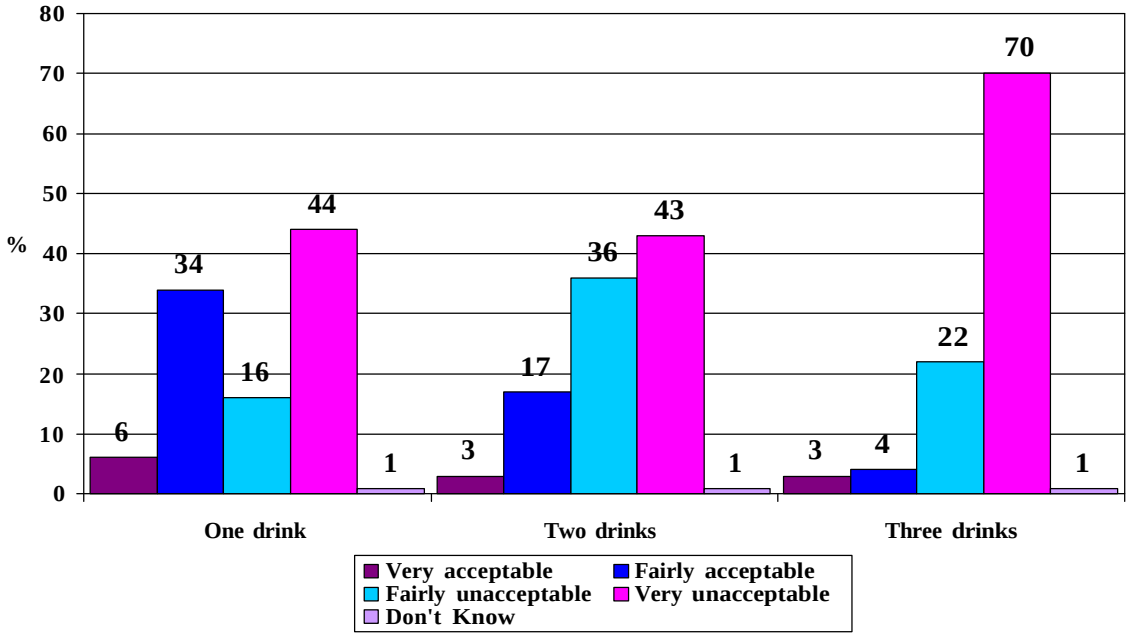
(ii) Analysis by Gender

All motorists who drink *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
0	*31*	*44*	*37*
1	*28*	*22*	*26*
2	*22*	*18*	*20*
3	*8*	*4*	*6*
4	*3*	*2*	*3*
5	*2*	*0*	*1*
8	*0*	*0*	*0*
Don't know	*5*	*10*	*7*
Base number	*300*	*245*	*545*

- Of motorists who drink, 37% said they could not drink any alcohol without it affecting their driving. Male motorists more likely than female motorists to claim that higher levels of consumption (over 2 drinks) would not affect their driving. (13% of males compared to 6% of females)

FIGURE 6

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



- Two fifths (40%) of respondents think it is acceptable to drive after one drink.
- This level of acceptability declined as the number of drinks increased (20% after two drinks, 7% after three drinks).

Table 12 What do you think of the legal limit for drink driving?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					
	16-24	25-34	35-49	50-64	65 & over	All Ages
	%	%	%	%	%	%
Should be higher	9	7	4	6	7	7
Should be lower	6	9	11	8	10	9
Should be no limit	1	2	1	1	1	1
Should stay the same	35	32	30	30	28	31
Should not be allowed to drive after any alcohol	47	46	51	53	51	50
Refusal				0		0
Don't Know	1	4	2	2	3	2
Base number	122	212	269	239	274	1116

(ii) Analysis by Gender

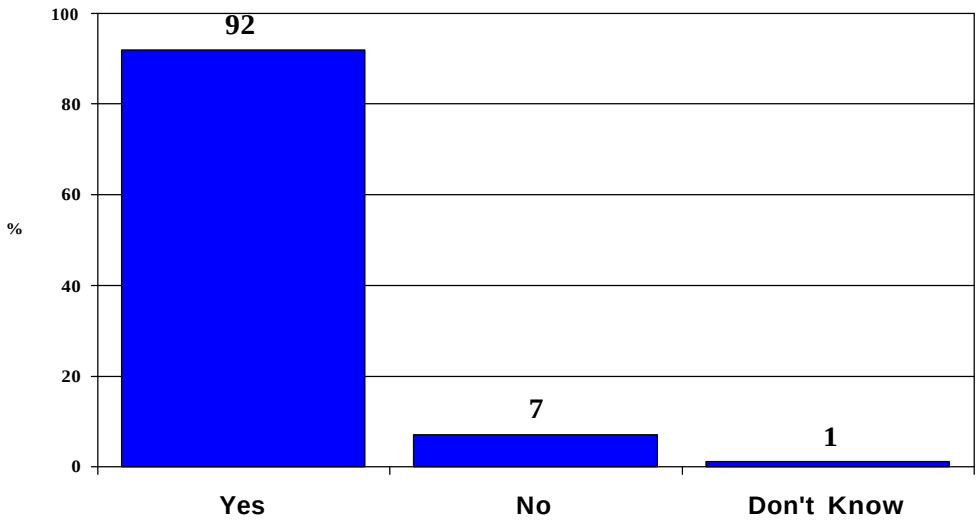
All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Should be higher	6	7	7
Should be lower	8	10	9
Should be no limit	2	1	1
Should stay the same	38	24	31
Should not be allowed to drive after any alcohol	43	56	50
Refusal		0	0
Don't Know	2	3	2
Base number	504	612	1116

- 31% of respondents feel the legal limit for drink driving should stay the same.

- However, 50% of respondents feel that motorists should not be allowed to drive after consuming any alcohol. (43% of male respondents, 56% of female respondents).

FIGURE 7

DO YOU THINK THAT THE POLICE SHOULD BE ABLE TO STOP PEOPLE AT RANDOM AND BREATHALYSE THEM FOR DRIVING UNDER THE INFLUENCE?



- The majority (92%) of respondents agree that the police should be able to stop people at random and breathalyse them for driving under the influence.

- Of those 7% of respondents that did not agree with this, the main reasons why not included “invasion rights/privacy” and “police should have valid reason”.

Table 13 **With regard to drinking and driving, to what extent do you agree or disagree with the following statements …**

All persons aged 16 and over Base = 100%	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't Know	Base Number
	%	*%*	*%*	*%*	*%*	*%*	%	
There is not much chance of having an accident when driving after drinking if you are careful	*1*	*6*	*6*	*42*	*44*	*0*	*1*	*1116*
It is difficult in social occasions to keep track of what you are drinking	*6*	*34*	*6*	*30*	*22*	*0*	*2*	*1116*
The penalties for drinking and driving are not very severe, even if caught	*14*	*37*	*16*	*24*	*5*	*0*	*4*	*1116*
There is not as much drinking and driving enforcement as in previous years	*4*	*24*	*23*	*36*	*4*	*0*	*8*	*1116*
The laws for drinking and driving offences are effective in reducing casualties on the road	*4*	*46*	*15*	*26*	*6*	*0*	*3*	*1116*

- Just over half of respondents (51%) think the penalties for drinking and driving are not very severe.

- The majority of respondents (87%) disagree that there is not much chance of having an accident when drinking and driving if you are careful.

Drinking and Driving Awareness

At this stage in the questionnaire respondents were shown 4 still pictures from the TV advertisement relating to drinking and driving called Shame. After seeing the 4 pictures respondents were asked what the campaign related to.

Table 14a Could you tell me what this advertising campaign relates to? (Drinking and Driving – Shame)

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Drinking and Driving (Shame)	100	98	97	96	86	95
Seat Belts (Damage)		1	1	0	0	0
Speeding (You can't get over the carnage)			0	3	3	1
Pedestrian Safety (Texting and Home)					0	0
Never seen the advert	0	1	1	0	5	2
Other			0	0	1	0
Refusal				0		0
Don't Know		0	0	1	4	1
Base number	122	212	269	239	274	1116

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Drinking and Driving (Shame)	96	94	95
Seat Belts (Damage)	0	1	0
Speeding (You can't get over the carnage)	1	1	1
Pedestrian Safety (Texting and Home)		0	0
Never seen the advert	1	2	2
Other	0	0	0
Refusal		0	0
Don't Know	1	1	1
Base number	504	612	1116

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

Table 14b Are you aware of this advertising campaign?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	*99*	*97*	*97*	*97*	*90*	*96*
No	*1*	*3*	*3*	*3*	*9*	*4*
Refusal				*0*		*0*
Don't Know		*0*	*0*		*1*	*0*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	*97*	*95*	*96*
No	*3*	*4*	*4*
Refusal		*0*	*0*
Don't Know	*0*	*0*	*0*
Base number	*504*	*612*	*116*

- 96% of respondents were aware of the campaign.

Table 14c **To what extent has this campaign influenced your behaviour in relation to drinking and driving?**

(i) Analysis by Age

All those who answered yes to table 14b Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	*71*	*62*	*68*	*62*	*55*	*64*
Influenced me a little	*21*	*22*	*19*	*17*	*23*	*20*
Has not influenced me at all	*8*	*15*	*12*	*21*	*22*	*16*
Refusal			*0*			*0*
Don't Know		*1*	*0*		*0*	*0*
Base number	*120*	*205*	*261*	*229*	*241*	*1056*

(ii) Analysis by Gender

All those who answered yes to table 14b Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Influenced me a lot	*58*	*69*	*64*
Influenced me a little	*25*	*16*	*20*
Has not influenced me at all	*16*	*16*	*16*
Refusal	*0*	*0*	*0*
Don't Know	*1*		*0*
Base number	*486*	*570*	*1056*

- Of those respondents that were aware of the advertising campaign, 64% stated it had influenced their behaviour a lot in relation to Drinking and Driving (58% of male respondents, 69% of female respondents).

- 16% said, however, that it has not influnced them at all.

FIGURE 8

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

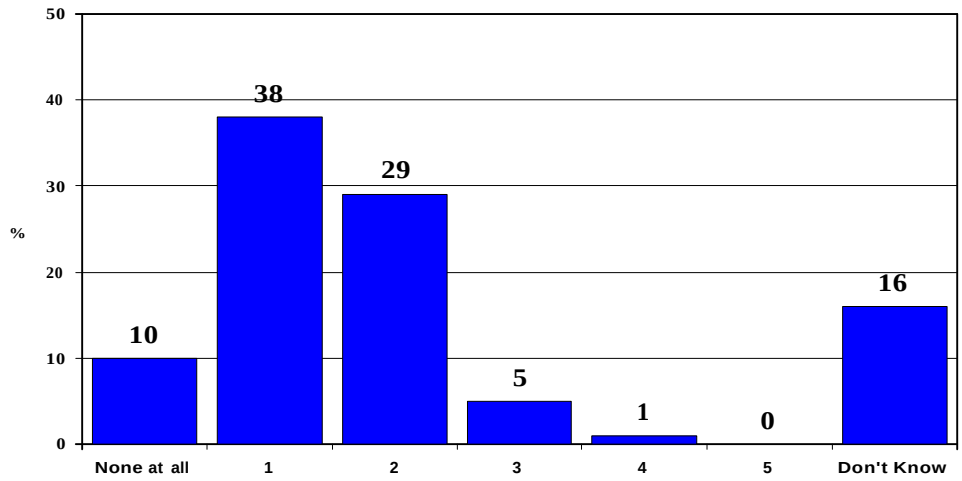


Table 14d How many units of alcohol are contained in a …

All persons aged 16 and over Base = 100%	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*	*27*	*10*	*24*	*6*	*2*	*1*	*28*	*1116*
Pint of cider (2)	*4*	*19*	*14*	*20*	*9*	*2*	*1*	*31*	*1116*
Glass of wine (1½)	*6*	*33*	*16*	*12*	*4*	*1*	*1*	*28*	*1116*
Measure of spirits (1½)	*1*	*20*	*16*	*19*	*10*	*5*	*1*	*28*	*1116*
Glass of sherry (1)	*10*	*26*	*13*	*11*	*5*	*2*	*1*	*32*	*1116*
Can of beer (440 ml) (1½-2)	*7*	*23*	*20*	*15*	*4*	*1*	*1*	*29*	*1116*
Bottle of beer (330 ml) (1½)	*14*	*29*	*14*	*11*	*1*	*1*	*1*	*29*	*1116*

- Between 28% and 32% of respondents admitted they did not know how many units were contained in the various measures of drinks mentioned.

- Approximately two fifths of respondents underestimated the number of units contained in a pint of beer/ bottle of beer.

CHAPTER 4

PEDESTRIANS

Pedestrian Behaviour

Pedestrian Attitude

Pedestrian Awareness

Main Findings:

- Three quarters (75%) of pedestrians stated that they would always or almost always use a pedestrian crossing when crossing the road if they were at or near one (Table 15a).

- Over half (55%) of respondents said they would not use a pedestrian crossing if the traffic was light (Figure 9).

- The most important factors that influence pedestrians to use a pedestrian crossing are safety from traffic (76%), amount of traffic (73%), and the position of the pedestrian crossing – how far you have to go to use it (49%) (Table 16).

- Over two thirds (68%) of respondents think that the green man flashing signal means cross with care at a pedestrian crossing (Figure 13).

- A high number of respondents are aware what amber light flashing means when driving and approaching a pedestrian crossing (68%) (Figure 14).

- 83% of all respondents correctly identified the TV Campaigns relating to Pedestrian Safety when shown pictures of them (Table 19a).

Pedestrian Behaviour

Table 15a **When crossing a road, at or near (within 50 metres) a pedestrian crossing, how often would you actually use the crossing?**

(i) Analysis by Age

All pedestrians Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Always	*27*	*37*	*37*	*47*	*63*	*42*
Nearly always	*41*	*30*	*39*	*28*	*27*	*33*
Sometimes	*21*	*25*	*14*	*15*	*7*	*16*
Hardly ever	*8*	*7*	*7*	*9*	*2*	*6*
Never	*3*	*1*	*4*	*1*	*1*	*2*
Base number	*119*	*195*	*235*	*199*	*215*	*963*

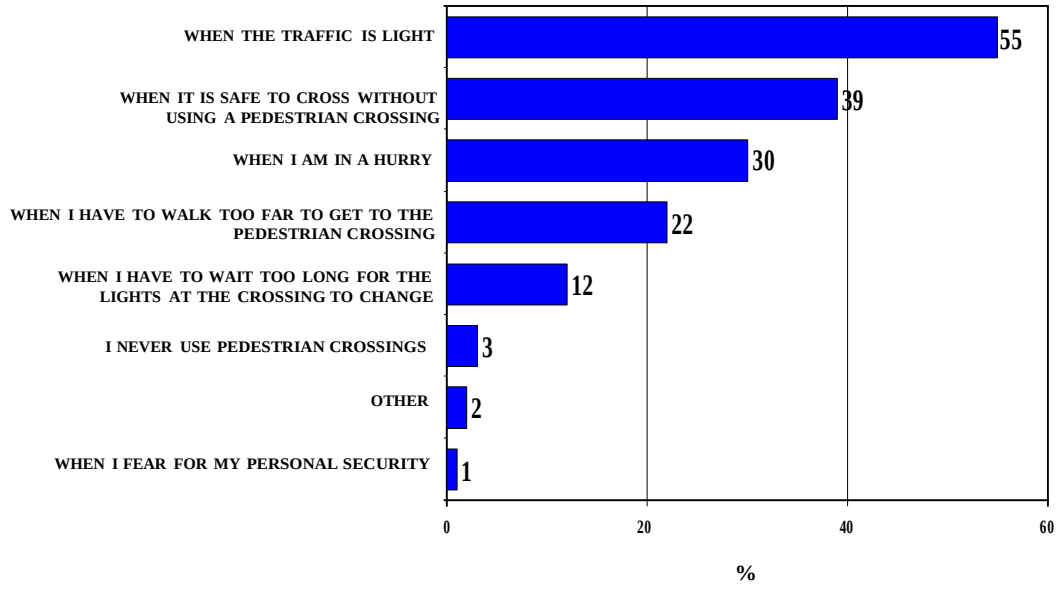
(ii) Analysis by Gender

All pedestrians Base = 100%	Gender		Male and Females
	Male	Female	
	%	%	%
Always	*31*	*51*	*42*
Nearly always	*35*	*31*	*33*
Sometimes	*22*	*12*	*16*
Hardly ever	*9*	*5*	*6*
Never	*3*	*1*	*2*
Base number	*426*	*537*	*963*

- 75% of pedestrians would actually use a pedestrian crossing if they are at or near one when crossing the road (66% of male pedestrians, 82% of female pedestrians).

FIGURE 9

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



Percentages may add to more than 100 due to multiple responses

- The main circumstances in which a pedestrian would not use a pedestrian crossing are when the traffic is light (55%) and when it is safe to cross without using the pedestrian crossing (39%).

- Other reasons included “when I don’t have children with me”, and “when the road is clear”.

- 90% of pedestrians stated that they stop, look both ways and, when it's safe, cross if crossing the road not using a pedestrian crossing.

Table 15b **If you are crossing the road, not using a pedestrian crossing, how often would you do the following …**

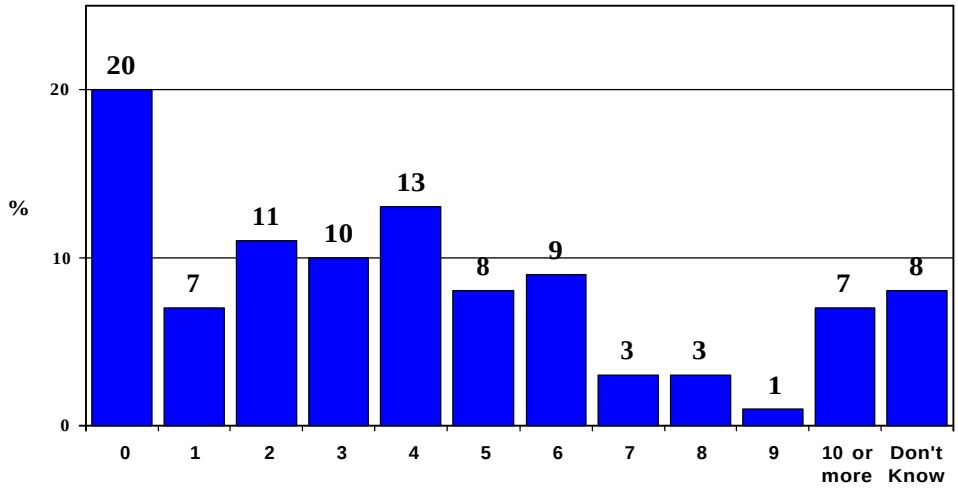
All pedestrians Base = 100%	Always	Nearly always	Some-times	Hardly ever	Never	Don't Know	Base Number
	%	*%*	*%*	*%*	*%*	*%*	
Cross one lane of traffic, stop in the middle of the road and then cross the next lane	*6*	*11*	*37*	*20*	*26*		*963*
Walk out onto the road between parked cars	*2*	*10*	*42*	*25*	*21*		*963*
Get off a bus and either cross in front or behind it before it has moved off	*2*	*2*	*11*	*21*	*64*	*1*	*963*
Misjudge the speed of traffic	*1*	*2*	*36*	*33*	*28*	*0*	*963*

- 64% of pedestrians said they would never get off a bus and either cross in front or behind it before it had moved off.

- 54% of pedestrians admitted they at least sometimes walk out onto the road between parked cars.

FIGURE 10

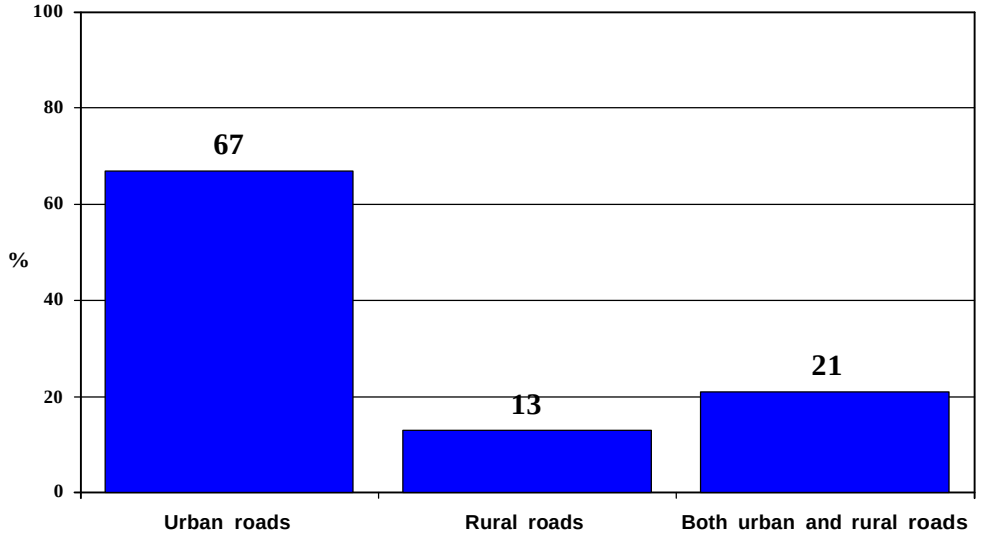
WHAT IS THE MAXIMUM NUMBER OF DRINKS YOU WOULD HAVE AND THEN WALK ALONG/ACROSS A PUBLIC ROAD?



- One fifth (20%) of pedestrians who drink stated they would not take any drinks if they were going to be walking along/across a public road.

FIGURE 11

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



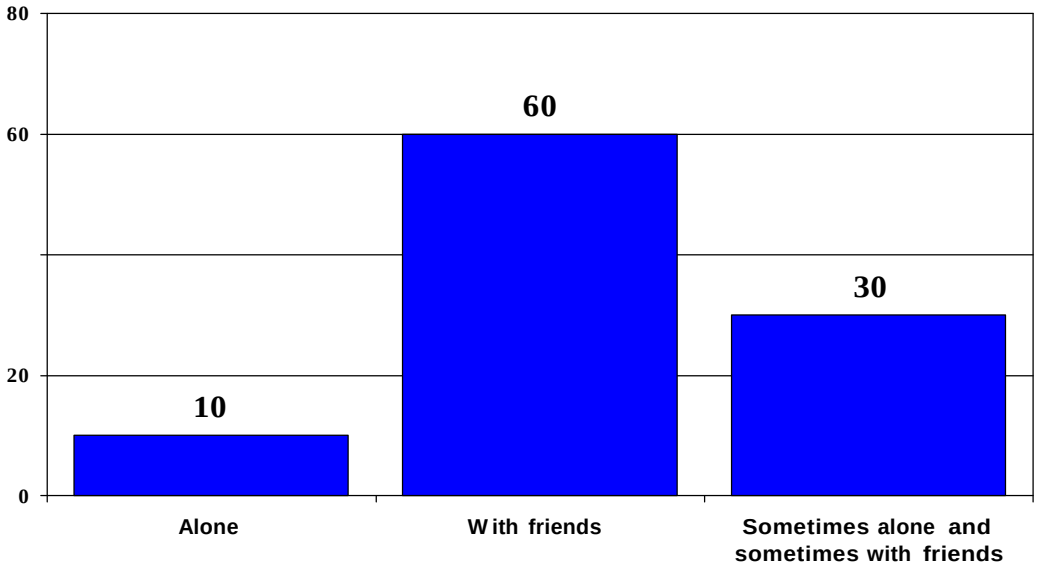
Based on those who would have 5 or more drinks

Base: 205

- Over two thirds (67%) of pedestrians who would have 5 or more drinks would be most likely to be walking along/across urban roads.

FIGURE 12

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



Based on those who would have 5 or more drinks

Base: 205

- Three fifths of pedestrians who would have 5 or more drinks (60%) would be likely to be walking with friends.

Table 15c How often do you pay attention to pedestrians walking along or on the road …

All motorists Base = 100%	Always	Nearly always	Some-times	Hardly ever	Never	Don't Know	Base Number
	%	*%26*	*%*	*%*	*%*	*%*	
In a built up area	*60*	*30*	*7*	*2*	*1*	*0*	*778*
Outside a built up area	*56*	*27*	*12*	*3*	*1*	*0*	*778*
On a dual carriageway	*43*	*21*	*18*	*13*	*5*	*1*	*778*

- 90% of motorists pay attention to pedestrians walking along or on the road in a built up area. This number decreases to 84% on roads outside a built up area, and 63% on a dual carriageway.

Table 15d **If you are about to perform a manoeuvre, in a built up area, what safety precautions would you take?**

(i) Analysis by Age

All motorists *Base = 100%*	16-24	25-34	35-49	50-64	65 & over	All Ages
	Count	*%*	*%*	*%*	*%*	
Look left and right for other traffic	*[30]*	*51*	*50*	*51*	*57*	*53*
Look behind/check rear view mirror for other traffic	*[43]*	*71*	*77*	*76*	*78*	*77*
Look left and right for pedestrians	*[29]*	*54*	*49*	*49*	*45*	*50*
Look behind/check rear view mirror for other pedestrians	*[35]*	*69*	*65*	*62*	*61*	*65*
Other	*[2]*	*8*	*6*	*4*	*4*	*5*
Refusal				*1*		*0*
Don't Know			*0*		*1*	*0*
Base number[a]	*52*	*166*	*223*	*181*	*156*	*778*

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

(ii) Analysis by Gender

All motorists *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
Look left and right for other traffic	*50*	*55*	*53*
Look behind/check rear view mirror for other traffic	*76*	*77*	*77*
Look left and right for pedestrians	*47*	*53*	*50*
Look behind/check rear view mirror for other pedestrians	*64*	*68*	*65*
Other	*6*	*4*	*5*
Refusal	*0*	*0*	*0*
Don't Know	*0*	*0*	*0*
Base number[a]	*414*	*364*	*778*

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

- Over three quarters (77%) of motorists claimed they look behind/check their rear view mirror for other traffic before performing a manoeuvre.
- However, only 53% of motorists stated they look left and right for other traffic before performing a manoeuvre, and only 50% look left and right for pedestrians.

Pedestrian Attitude

Table 16 **Please list the THREE most important factors that influence your decision to use a pedestrian crossing**

(i) Analysis by Age

All pedestrians who use pedestrian crossings *Base = 100%*	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Amount of traffic	*74*	*70*	*74*	*74*	*71*	*73*
Safety from traffic	*75*	*68*	*79*	*77*	*82*	*76*
Waiting time	*28*	*26*	*22*	*31*	*24*	*26*
The position of the pedestrian crossing – how far you have to go to use it	*53*	*52*	*53*	*43*	*44*	*49*
The type of crossing	*10*	*7*	*10*	*10*	*10*	*10*
Other	*10*	*23*	*16*	*11*	*9*	*14*
Don't Know	*2*			*1*	*2*	*1*
Base number[a]	*116*	*192*	*229*	*196*	*213*	*946*

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

(ii) Analysis by Gender

All pedestrians who use pedestrian crossings *Base = 100%*	Gender		Males and Females
	Male	Female	
	%	%	%
Amount of traffic	*75*	*71*	*73*
Safety from traffic	*73*	*79*	*76*
Waiting time	*29*	*24*	*26*
The position of the pedestrian crossing – how far you have to go to use it	*49*	*50*	*49*
The type of crossing	*11*	*9*	*10*
Other	*14*	*14*	*14*
Don't Know	*1*	*1*	*1*
Base number[a]	*415*	*531*	*946*

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

- The most important factors that influence pedestrians to use a pedestrian crossing are safety from traffic (76%), amount of traffic (73%), and the position of the pedestrian crossing – how far you have to go to use it (49%).

- Other reasons included "if I had children with me" and "to teach children".

Table 17 How strongly do you agree or disagree with the following statements …

All persons aged 16 and over Base = 100%	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Refusal	Don't know	Base Number
	%	*%*	*%*	*%*	*%*	*%*	%	
The majority of accidents involving pedestrians are caused by the inattention of pedestrians	*4*	*42*	*29*	*21*	*2*	*0*	*2*	*1116*
The majority of accidents involving pedestrians are caused by the inattention of drivers	*3*	*48*	*31*	*17*	*0*	*0*	*1*	*1116*
The majority of accidents involving pedestrians are caused by the pedestrian behaving irresponsibly	*4*	*41*	*34*	*19*	*1*	*0*	*1*	*1116*
The majority of accidents involving pedestrians are caused by the driver behaving irresponsibly	*2*	*42*	*36*	*18*	*0*	*0*	*1*	*1116*
It is the responsibility of pedestrians to ensure pedestrian safety on the road	*15*	*65*	*11*	*8*	*1*	*0*	*1*	*1116*
It is the responsibility of drivers to ensure pedestrian safety on the road	*11*	*67*	*12*	*8*	*1*	*0*	*1*	*1116*
It is the responsibility of both drivers and pedestrians to ensure pedestrian safety on the road	*37*	*57*	*4*	*2*	*0*	*0*	*1*	*1116*

- The majority of respondents (93%) agree it is the responsibility of both drivers and pedestrians to ensure pedestrian safety on the road.

Table 18a After how many drinks do you think it is dangerous to walk along/across a public road?

(i) Analysis by Age

All persons aged 16 & over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
None	2	3	4	6	11	5
One or two alcoholic drinks	21	22	37	35	45	33
Three or four alcoholic drinks	51	49	63	66	65	60
Five or six alcoholic drinks	76	75	80	79	70	76
Seven or eight alcoholic drinks	84	78	82	82	70	80
More than eight alcoholic drinks	88	82	85	83	70	82
Refusal			1	0	0	0
Don't Know	13	16	15	16	31	18
Base number	122	212	269	239	274	1116

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Male and Females
	Male	Female	
	%	%	%
None	4	7	5
One or two alcoholic drinks	27	39	33
Three or four alcoholic drinks	54	66	60
Five or six alcoholic drinks	74	80	76
Seven or eight alcoholic drinks	78	82	80
More than eight alcoholic drinks	81	83	82
Refusal	0	0	0
Don't Know	18	18	18
Base number	504	612	1116

- One third (33%) of respondents think it is dangerous to walk along/across a public road after one or two alcoholic drinks.

Table 18b When crossing a public road, how dangerous do you think it is to …

All persons aged 16 and over Base = 100%	Very dangerous	Dangerous	Safe	Very Safe	Refusal	Don't Know	Base Number
	%	%	%	%	%	%	
Cross one lane of traffic, stop in the middle and then cross the next lane	*37*	*54*	*9*	*0*	*0*	*0*	*1116*
Walk out onto the road between parked cars	*36*	*59*	*5*		*0*	*0*	*1116*
Get off a bus and either cross in front of it or behind it before it has moved off	*57*	*41*	*2*		*0*	*0*	*1116*
Misjudge the speed of traffic	*46*	*52*	*1*		*0*	*0*	*1116*

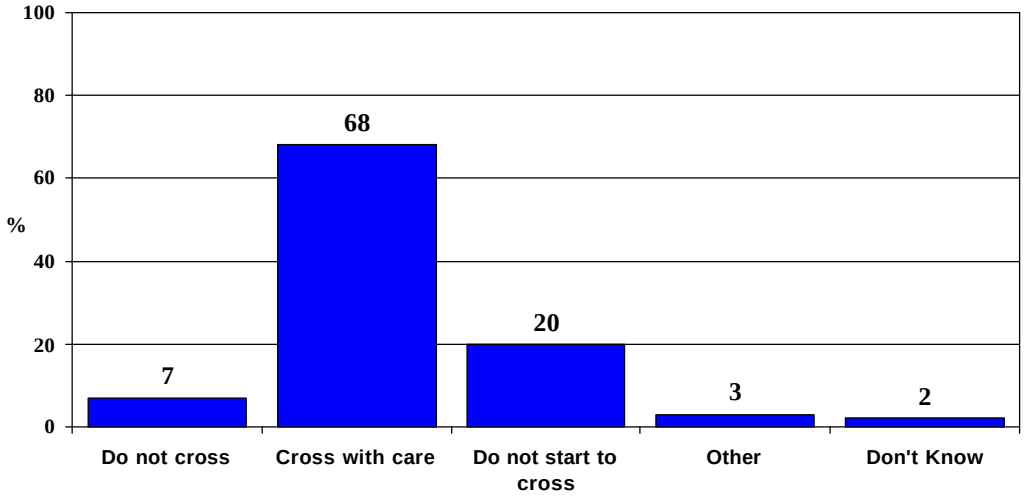
- Over 90% of respondents consider it dangerous to do any of the above when crossing a public road.

- However, despite stating this, 55% of respondents admitted they at least sometimes cross one lane of traffic, stop in the middle and then cross the next lane and 54% admitted they at least sometimes walk out onto the road between parked cars (Table 15b).

Pedestrian Awareness

FIGURE 13

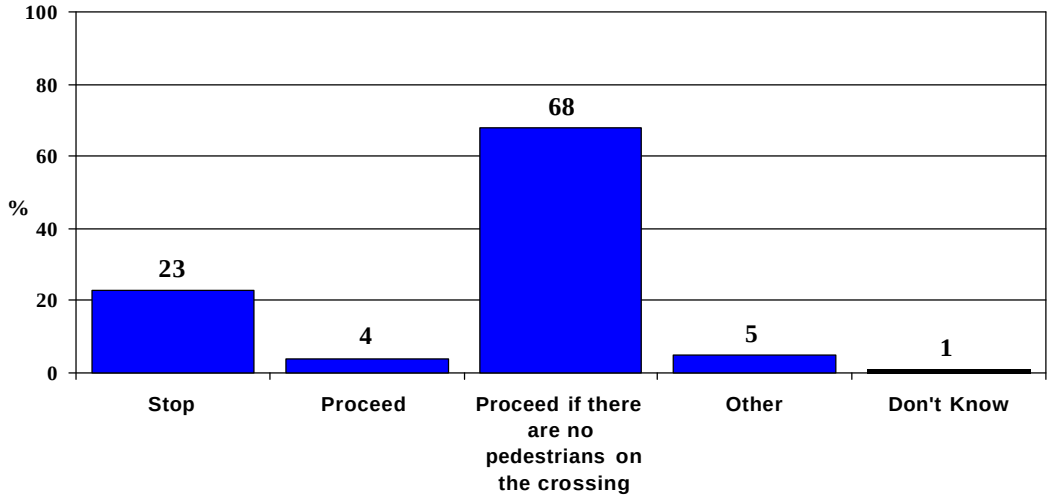
AT PEDESTRIAN CROSSINGS, WHAT DOES THE FOLLOWING SIGNAL MEAN... GREEN MAN FLASHING



- Over two thirds (68%) of respondents think that the green man flashing signal means cross with care at a pedestrian crossing. Only 20% of respondents are aware it means do not start to cross.

FIGURE 14

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



- A high number of respondents are aware what an amber light flashing means when driving and approaching a pedestrian crossing (68%).

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

Table 19a Could you tell me what you think these two advertising campaigns relate to? (Pedestrian Safety – Texting and Home)

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Drinking and Driving (Shame)		1	2	3	2	2
Seat Belts (Damage)				0		0
Speeding (You can't get over the carnage)	3	2	3	4	4	3
Pedestrian Safety (Texting and Home)	91	87	86	83	71	83
Never seen the advert	2	4	2	3	11	4
Other	4	6	6	4	5	5
Refusal				0		0
Don't Know	0	0	1	2	8	2
Base number	122	212	269	239	274	1116

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Drinking and Driving (Shame)	2	1	2
Seat Belts (Damage)	0		0
Speeding (You can't get over the carnage)	2	4	3
Pedestrian Safety (Texting and Home)	84	83	83
Never seen the advert	4	5	4
Other	6	5	5
Refusal		0	0
Don't Know	2	2	2
Base number	504	612	1116

- 83% of all respondents correctly identified the campaigns relating to Pedestrian Safety (Texting and Home).

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

Table 19b Are you aware of this advertising campaign?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	*99*	*93*	*95*	*93*	*76*	*91*
No	*1*	*7*	*5*	*7*	*23*	*9*
Refusal				*0*		*0*
Don't Know		*0*	*0*		*1*	*0*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	*91*	*91*	*91*
No	*9*	*8*	*9*
Refusal		*0*	*0*
Don't Know	*0*	*0*	*0*
Base number	*504*	*612*	*1116*

- 91% of respondents were aware of the campaign.

Table 19c **To what extent has this campaign influenced your behaviour in relation to pedestrian safety?**

(i) Analysis by Age

All those who answered yes to table 19b Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Influenced me a lot	*70*	*61*	*60*	*64*	*53*	*62*
Influenced me a little	*28*	*33*	*35*	*27*	*34*	*31*
Has not influenced me at all	*2*	*6*	*5*	*9*	*13*	*7*
Base number	*120*	*196*	*255*	*218*	*200*	*989*

(ii) Analysis by Gender

All those who answered yes to table 19b Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Influenced me a lot	*52*	*70*	*62*
Influenced me a little	*40*	*24*	*31*
Has not influenced me at all	*8*	*6*	*7*
Base number	*450*	*539*	*989*

- Of those respondents that were aware of the advertising campaign, 62% stated it has influenced their behaviour a lot in relation to Pedestrian Safety. (52% of male respondents, 70% of female respondents).

- Just over three in ten (31%) said it has influenced their behaviour a little and 7% said it has not influenced them at all.

Chapter 5

FATIGUE

Fatigue Behaviour

Fatigue Attitude

Fatigue Awareness

Main Findings:

- Nearly half (46%) of motorists stated that there have been occasions when they have felt drowsy when driving (Table 20).

- Of those motorists who said they had ever felt drowsy when driving almost one half (46%) mentioned 1 occasion of tiredness (Figure 15).

- The majority of respondents (96%) think it is risky or very risky to drive when you are tired (Table 24).

- The three best ways respondents stated for dealing with tiredness at the wheel are: stop driving completely (60%), wind down the window for cold air (53%) and pull in and have a short sleep (42%) (Table 25).

Fatigue Behaviour

Table 20 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	*[17]*	*53*	*49*	*50*	*29*	*46*
No	*[35]*	*47*	*51*	*49*	*70*	*54*
Refusal				*1*		*0*
Don't know			*0*		*1*	*0*
Base number	*52*	*166*	*223*	*181*	*156*	*778*

(ii) Analysis by Gender

All motorists Base = 100%	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
Yes	*50*	*40*	*46*
No	*49*	*60*	*54*
Refusal		*0*	*0*
Don't know	*0*	*0*	*0*
Base number	*414*	*364*	*778*

(iii) Analysis by Miles Driven per year

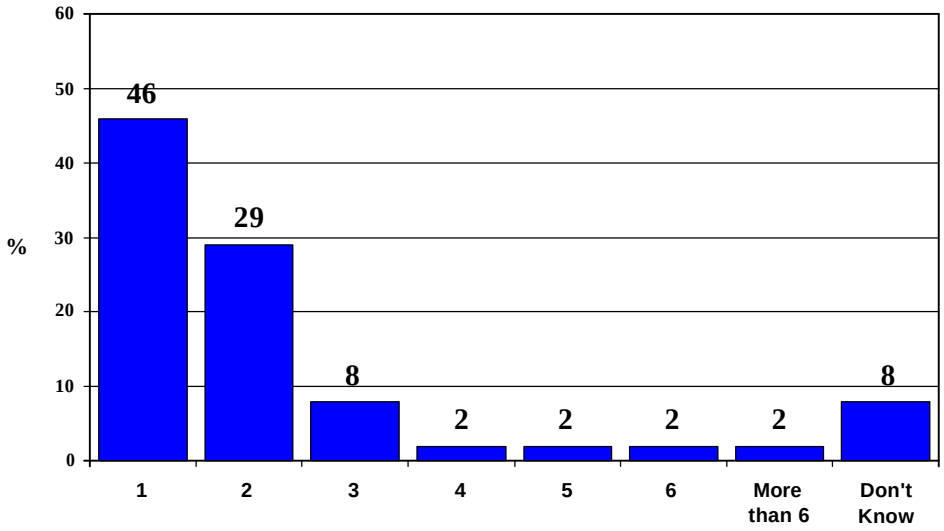
All motorists Base = 100%	Up to 5,000	5001-10,000	10,001–20,000	20,001–30,000	30,001 and above	Don't Know	All miles driven
	%	*%*	*%*	*Count*	*Count*	*Count*	*%*
Yes	*25*	*47*	*53*	*[38]*	*[22]*	*[1]*	*46*
No	*74*	*53*	*46*	*[14]*	*[13]*	*[2]*	*54*
Refusal			*0*				*0*
Don't know	*1*						*0*
Base number	*203*	*249*	*236*	*52*	*35*	*3*	*778*

- Almost half (46%) of motorists stated that there have been occasions when they have felt drowsy when driving.

- More male motorists than female motorists stated they have felt drowsy when driving (50% of males compared to 40% of females).

FIGURE 15

AND ON HOW MANY OCCASIONS WOULD THAT HAVE BEEN?



- Of those motorists who said they had ever felt drowsy when driving, almost half (46%) mentioned one occasion of tiredness and 29% mentioned two.

Table 21 At what time of the day did this occur?

(i) Analysis by Gender

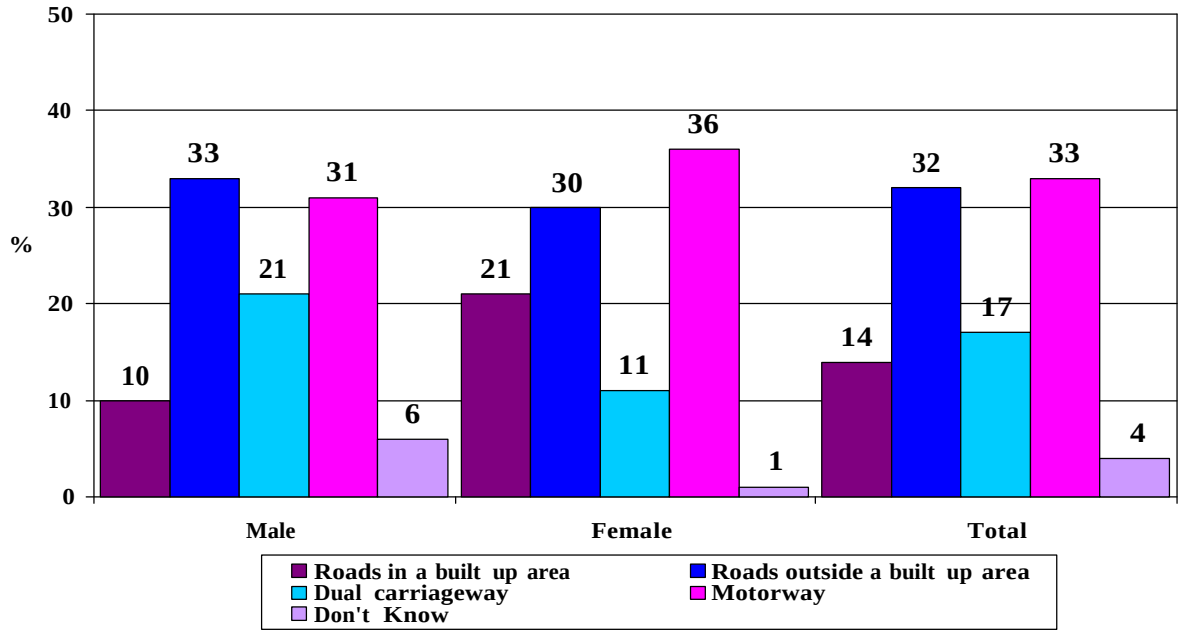
All occasions mentioned at Figure 15 Base = 100%	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
6 am – 9.59 am	***16***	***26***	***20***
10 am – 1.59 pm	***12***	***10***	***11***
2 pm – 5.59 pm	***17***	***21***	***18***
6 pm – 9.59 pm	***13***	***18***	***15***
10 pm – 1.59 am	***19***	***17***	***18***
2 am – 5.59 am	***18***	***8***	***14***
Refusal	***0***		***0***
Don't know	***6***	***1***	***4***
Base number[a]	***369***	***250***	***619***

[a] The base numbers in this table reflect the number of occasions

- On one fifth of occasions (20%), tiredness occurred between 6 am and 9 am.

FIGURE 16

AND ON WHAT TYPE OF ROAD DID THIS HAPPEN?



The percentages in this figure reflect the number of occasions

- On one third (33%) of occasions mentioned this happened on a motorway, and on 32% of occasions this happened on roads outside a built up area.

Table 22 And how long had you been driving for (hours)?

(i) Analysis by Gender

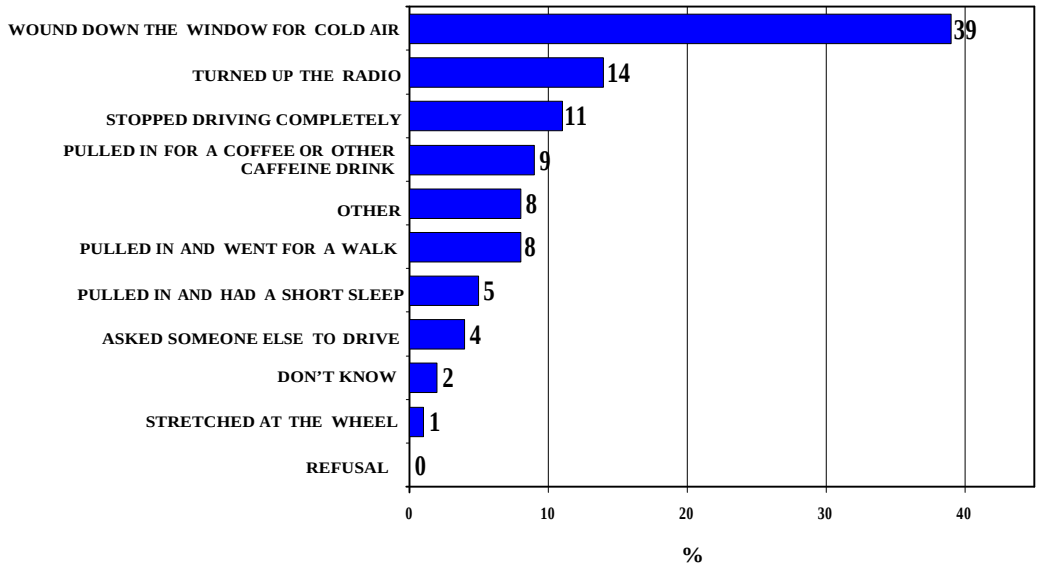
All occasions mentioned at Figure 15 Base = 100%	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
Up to 30 minutes	***10***	***40***	***30***
Over 30 minutes but up to 1 hour	***33***	***13***	***17***
Over 1 hour but up to 2 hours	***21***	***26***	***23***
Over 2 hours but up to 4 hours	***17***	***9***	***14***
Over 4 hours but up to 8 hours	***10***	***7***	***9***
Over 8 hours but up to 12 hours	***1***	***2***	***3***
Over 12 hours	***1***	***1***	***1***
Don't Know	***7***	***2***	***5***
Base number[a]	***369***	***250***	***619***

[a] The base numbers in this table reflect the number of occasions

- On three in ten occasions (30%) motorists had been driving for up to 30 minutes.

FIGURE 17

AND WHAT DID YOU DO IN THIS SITUATION?



Data refers to Table 25

Table 23 And what did you do in this situation?

(i) Analysis by Gender

All occasions mentioned at Figure 15 Base = 100%	Gender		Males and Females
	Male	Female	
	%	*%*	*%*
Stopped driving completely	*11*	*12*	*11*
Asked someone else to drive	*3*	*4*	*4*
Pulled in and a had short sleep	*7*	*3*	*5*
Pulled in for a coffee or other caffeine drink	*10*	*6*	*9*
Pulled in and went for a walk	*8*	*7*	*8*
Wound down the window for cold air	*34*	*47*	*39*
Turned up the radio	*16*	*11*	*14*
Stretched at the wheel	*1*	*1*	*1*
Other	*6*	*9*	*8*
Refusal	*0*		*0*
Don't know	*3*		*2*
Base number[a]	*562*	*355*	*917*

[a] The base numbers in this table reflect the number of responses given. This question allowed respondents to record up to 3 responses per occasion

- On almost two fifths (39%) of occasions, those motorists who have ever felt tired when driving wound down the window for cold air (34% of males, 47% of females).

- More males (7%) than females (3%) stated that they pulled in and had a short sleep.

Fatigue Attitude

Table 24 How risky do you think it is to drive when you are tired?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Very risky	67	62	58	68	63	63
Risky	28	35	38	29	36	33
Slightly risky	4	1	3	3	0	2
Not risky		1				0
Refusal			0	0		0
Don't know	1		0		1	0
Base number	122	212	269	239	274	1116

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Very risky	58	68	63
Risky	38	29	33
Slightly risky	3	2	2
Not risky	0	0	0
Refusal	0	0	0
Don't know	0	0	0
Base number	504	612	1116

(iii) Analysis by Miles Driven per year

All motorists Base = 100%	Up to 5,000	5001-10,000	10,001–20,000	20,001–30,000	30,001 and above	Don't Know	All miles driven
	%	%	%	Count	Count	Count	%
Very risky	64	61	60	[34]	[19]	[2]	62
Risky	34	35	35	[18]	[14]		35
Slightly risky	2	2	4		[2]	[1]	3
Not risky		0	1				0
Refusal		0	0				0
Don't know	0	0					0
Base number	203	249	236	52	35	3	778

- The majority of respondents (96%) think it is either risky or very risky to drive when you are tired.

- The main reasons why respondents think people continue to drive when tired included:

  - want/have to get home,
  - in a hurry,
  - to get to their destination

Table 25 What do you think are the THREE best ways of dealing with tiredness at the wheel?

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Stop driving completely	53	56	63	62	63	60
Ask someone else to drive	21	18	19	13	22	18
Pull in and a have short sleep	42	39	42	41	46	42
Pull in for a coffee or other caffeine drink	36	39	38	40	38	38
Pull in and go for a walk	29	32	38	45	37	37
Wind down the window for cold air	60	61	52	54	39	53
Turn up the radio	24	22	15	14	7	16
Stretch at the wheel	3	1	1	0	1	1
Other	9	8	11	5	3	7
Refusal				0		0
Don't know	0	2	0	0	3	1
Base number[a]	122	212	269	239	274	1116

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

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Stop driving completely	57	62	60
Ask someone else to drive	18	19	18
Pull in and a have short sleep	42	42	42
Pull in for a coffee or other caffeine drink	40	37	38
Pull in and go for a walk	38	36	37
Wind down the window for cold air	51	55	53
Turn up the radio	17	15	16
Stretch at the wheel	1	1	1
Other	9	6	7
Refusal		0	0
Don't know	1	1	1
Base number[a]	504	612	1116

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

- The three best ways respondents stated for dealing with tiredness at the wheel are: stop driving completely (60%), wind down the window for cold air (53%) and pull in and have a short sleep (42%).

- However, despite stating these are the best ways of dealing with tiredness at the wheel, on only 11% of occasions of tiredness, motorists stated they stopped driving completely when they felt tired at the wheel, and only 5% said they pulled in and had a short sleep (Table 23).

Fatigue Awareness

Table 26 **Are you aware of any advertising which raises awareness of the risks of driving when tired?**

(i) Analysis by Age

All persons aged 16 and over Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	%
Yes	*3*	*5*	*6*	*10*	*4*	*6*
No	*96*	*93*	*89*	*83*	*86*	*89*
Refusal				*0*		*0*
Don't' Know	*1*	*2*	*4*	*7*	*9*	*5*
Base number	*122*	*212*	*269*	*239*	*274*	*1116*

(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	*6*	*6*	*6*
No	*88*	*90*	*89*
Refusal		*0*	*0*
Don't' Know	*6*	*4*	*5*
Base number	*504*	*612*	*1116*

- The majority of respondents (89%) were not aware of any advertising which raises awareness of the risks of driving when tired.

- Those respondents that said "yes they were aware of advertising" were asked what the advertising was. The main answers included "a TV advertisement", "lorry driver" and "an advertisement telling you to pull over when tired".

TECHNICAL NOTES – SUMMARY

1.1 The Sample

A sample of 2200 addresses was drawn from the Valuation and Lands Agency list of addresses. People living in institutions (though not in private households in such institutions) were excluded.

The Valuation and Lands Agency provides a good sampling frame of addresses, but contains no information about the number of people living at an address. Further selection stages were therefore required to convert the listing of addresses to a listing of individuals from which one person (the 'selected respondent') is chosen to complete the questionnaire.

Interviewers are instructed to call at each address issued in their assignments. At the first stage of the survey, they have to identify the number of households resident at the address and, where necessary, select one using a selection table (Table 1.1).

Table 1.1 Household Selection Table

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 157 interviewers at the start of May 2006. The fieldwork period was 15th May to the 16th June 2006.

(a)

Table 1.2 Response Rate		
	Number	**Percent**
Set sample of addresses	2200	
- Ineligible known	193	
- Ineligible unknown (pre-adjustment)	130	
- Eligible known (pre-adjustment)	1877	
- Ineligible (after adjustment)	205	
Eligible (after adjustment)[1]	1995	100
Fully co-operating	1113	56
Partially co-operating	3	0
Total co-operating	**1116**	**56**
Refusal to co-operate	498	25
Non-contact	263	13

[1] 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: 91%.

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).

Table 1.3 Representativeness of the Sample				
	2001 Census	**CHS 2004/05 (all members of household 16+)**	**Omnibus (all members of household 16+)**	**Selected Respondent**
Age				
16-24	16	15	15	16
25-34	19	17	17	18
35-49	27	27	26	25
50-64	20	22	23	21
65 and over	17	18	19	19
Gender				
Male	48	47	47	47
Female	52	53	53	53
Base=100%	***1,292,169***	***5439***	***2198***	***1116***

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 33% of households consisted of one adult, while 47% of households consisted of two adults. 12% of households contained three adults, while 8% of households consisted of four or more adults.

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

Table 1.4 Weighting of the Sample

Number of adults 16 and over	Number	Household Size x Number	Relative Scaled Weight
1	373	373	0.507734
2	519	1038	1.015468
3	137	411	1.523202
4	65	260	2.030937
5	17	85	2.538671
6	4	24	3.046405
7	1	7	3.554140

$$R = \frac{1116}{2198} = 0.507734$$

To demonstrate the effects of weighting on the responses given by selected respondents, the question “How often do you travel as a driver?” was analysed both weighted and unweighted. (Tables 1.5 and 1.6).

Table 1.5 (Weighted)

	Frequency	Valid Percent
Daily	***680***	***60.9***
Regularly (more than once a fortnight)	***88***	***7.9***
Occasionally (less than once a month)	***37***	***3.3***
Never	***312***	***27.9***
Total	***1116***	***100.0***

Table 1.6 (Unweighted)

	Frequency	Valid Percent
Daily	***657***	***58.9***
Regularly (more than once a fortnight)	***90***	***8.1***
Occasionally (less than once a month)	***31***	***2.8***
Never	***338***	***30.3***
Total	***1116***	***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:

s.e. (p) = (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 per cent confidence interval = p+/- 1.96 * s.e. (p)

If 100 similar, independent samples were chosen from the same population, 95 of them would be expected to yield an estimate for the percentage, p, within this confidence interval.

The absence of design effects in the survey, and therefore of the need to calculate complex standard errors, means that standard statistical tests of significance (which assume random sampling) can be applied directly to the data.

1.6 Notation

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

The following symbols are used:

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

Definition of areas:

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