



Department of the
Environment
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NORTHERN IRELAND ROAD SAFETY MONITOR 2011

April 2011



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.

The four topics covered in the 2011 questionnaire are speeding, mobile phone usage, school bus signage and lighting, and carelessness and inattention. Respondents have been asked about their behaviour, their attitude and their awareness regarding these topics.

The section on carelessness and inattention was introduced to the Road Safety Monitor for the first time in 2011.

This report presents the findings of this new suite of questions which were collected as part of the Northern Ireland Omnibus Survey in April 2011.

User Guidance

This section contains some information about the data used in the Northern Ireland Road Safety Monitor including guidance to assist with interpretation.

General guidance on using the data

Data from this report can be directly compared to data collected in previous reports that include the same modules and question type.

For every percentage value there is a corresponding base number. Users are advised to treat any percentage values quoted within the commentary, that have corresponding base numbers less than 100, with caution.

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.

Data Source

Data contained within this report is collected as part of the April 2011 Northern Ireland Omnibus Survey, which consists of a systematic random sample of private addresses. A total of 2,200 addresses were selected for interview.

Reporting of Results

The results presented in this report are based on sample survey data and are therefore subject to a degree of sampling error. This error will be reasonably small for the majority of Northern Ireland level results but will be larger in those estimates based on small numbers of cases (see base numbers in tables). However, any statements made in this report regarding differences between groups, such as males and females, have been tested and are statistically significant at the 5% significance level. This significance level is the criteria for judging whether differences between

groups might have arisen by chance. The most common criteria is the 5% level, i.e. the probability being one in twenty that an observed difference might have arisen by chance factors alone.

Data quality Assessment

Very good – data is collected by the Central Survey Unit (CSU). CSU is the leading social survey research organisation in Northern Ireland and is one of the main business areas of the Northern Ireland Statistics and Research Agency (NISRA), an Agency within the Department of Finance and Personnel. The Unit has a long track record and a wealth of experience in the design, management and analysis of behavioural and attitude surveys in the context of a wide range of social policy issues. CSU procedures are consistent with the Official Statistics Code of Practice (<http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>).

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CHAPTER 1

ROAD SAFETY IN CONTEXT

General Issues

General Awareness

General Awareness: Advertising Intervention Measures

Main Findings:

General

- ‰ 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 (67%)
 - Carelessness on roads (63%)
- ‰ The percentage of respondents who found carelessness on roads to be one of the three most important factors in causing injuries or deaths on our roads, has increased by 8 percentage points since 2010 (Figure 1a).

General Awareness

- ‰ Respondents were most likely to state that TV Advertising (77%), Penalties for breaking the law (33%), and news and documentaries on TV and Radio (31%) were the three most important factors in creating an awareness of road safety (Table 2a).

General Awareness: Advertising Intervention Measures

- ‰ Over four-fifths (83%) 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 (Table 2c).

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	
	Count	%	%	%	%	
People speeding	[73]	85	83	87	90	85
People driving after drinking	[70]	68	65	69	61	67
Carelessness on roads	[59]	62	67	62	59	63
Young inexperienced drivers	[18]	17	18	21	28	21
Other	[15]	21	25	19	14	20
People not thinking about the dangers	[11]	15	14	12	13	13
People not wearing seatbelts	[10]	7	5	4	5	6
Poor roads	[7]	5	5	6	6	5
More cars on the road		4	3	4	6	4
Drunk pedestrians	[4]	3	2	2	1	2
Not enough police enforcement	[2]	3	1	2	2	2
Children not trained enough in road safety	[2]	2	2	2	1	2
Courts too lenient	[3]	1	0	1	2	1
Government not doing enough			0		0	0
Don't Know		1				0
Base number (a)	94	181	286	283	271	1115

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	83	87	85
People driving after drinking	64	69	67
Carelessness on roads	67	60	63
Young inexperienced drivers	23	19	21
Other	17	21	20
People not thinking about the dangers	13	14	13
People not wearing seatbelts	6	5	6
Poor roads	7	4	5
More cars on the road	4	4	4
Drunk pedestrians	2	2	2
Not enough police enforcement	2	2	2
Children not trained enough in road safety	1	2	2
Courts too lenient	1	1	1
Government not doing enough		0	0
Don't Know	0		0
Base number (a)	481	634	1115

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	86	82	85
People driving after drinking	64	73	67
Carelessness on roads	64	61	63
Young inexperienced drivers	20	22	21
Other	22	14	20
People not thinking about the dangers	14	13	13
People not wearing seatbelts	6	6	6
Poor roads	6	3	5
More cars on the road	3	6	4
Drunk pedestrians	2	2	2
Not enough police enforcement	2	1	2
Children not trained enough in road safety	1	3	2
Courts too lenient	1	1	1
Government not doing enough		0	0
Don't Know		0	0
Base number (a)	781	334	1115

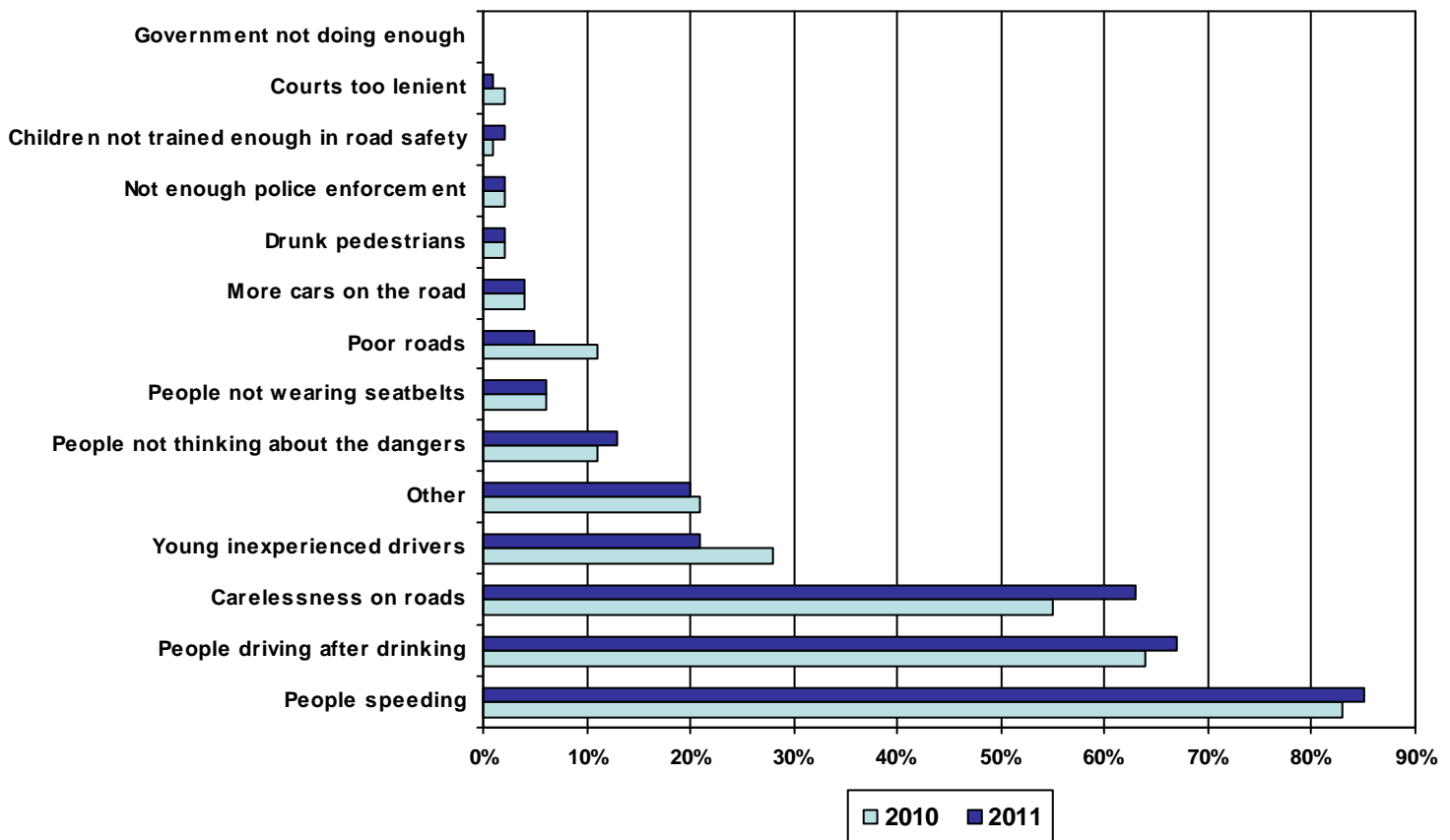
a Percentages may add to more than 100 due to multiple responses

‰ Respondents think that the three most important factors in causing injuries or deaths on our roads are:

- People speeding (85%)
- People driving after drinking (67%)
- Carelessness on roads (63%)

‰ 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.

Figure 1a Change between 2010 and 2011: Could you tell me what you think the three most important causes of injuries or deaths on our roads are?



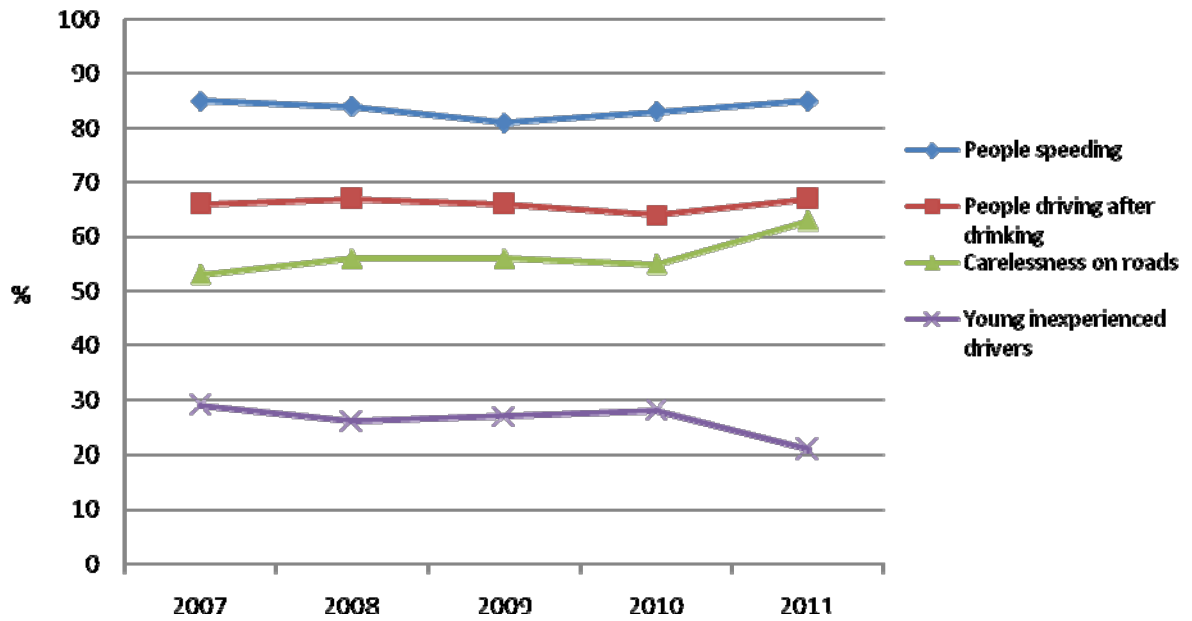
Based on all respondents

Base 2010: 1,114
Base 2011: 1,115

‰ The proportion of respondents who think that carelessness on roads is one of the three most important factors in causing injuries or deaths on our roads has increased from 55% in 2010 to 63% in 2011.

‰ Conversely, the proportion of respondents who think that young inexperienced drivers is one of the three most important factors has fallen from 28% in 2010 to 21% in 2011.

Figure 1b Trend for Table 1: Could you tell me what you think the three most important causes of injuries or deaths on our roads are? (2007-2011)



Based on all respondents

Over the past five years people speeding has been perceived by over 80% of respondents as one of the three most important factors in causing injuries or deaths on our roads.

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	
	Count	%	%	%	%	
TV advertising	[79]	79	84	76	65	77
Penalties for breaking the law	[29]	36	39	33	24	33
News and documentaries on TV and Radio	[27]	31	31	29	33	31
Friend or relative involved in a collision or near miss	[26]	31	25	24	25	26
Being involved in a collision or near miss yourself	[19]	21	24	20	23	22
Level of police enforcement	[13]	19	21	22	15	19
What you learnt when you were learning to drive	[17]	12	14	19	19	16
Highway code	[12]	9	10	13	22	13
Posters	[13]	11	13	12	9	12
Articles in the press	[12]	8	7	10	14	11
TV programmes i.e. soaps, drama	[6]	14	8	11	9	10
Radio advertising	[4]	9	4	5	4	5
Press advertising	[5]	4	3	5	7	5
Bus advertising	[5]	6	3	4	4	4
Other	[5]	4	4	6	3	4
Don't Know		0		0	2	1
Base number(a)	94	181	286	283	271	1115

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

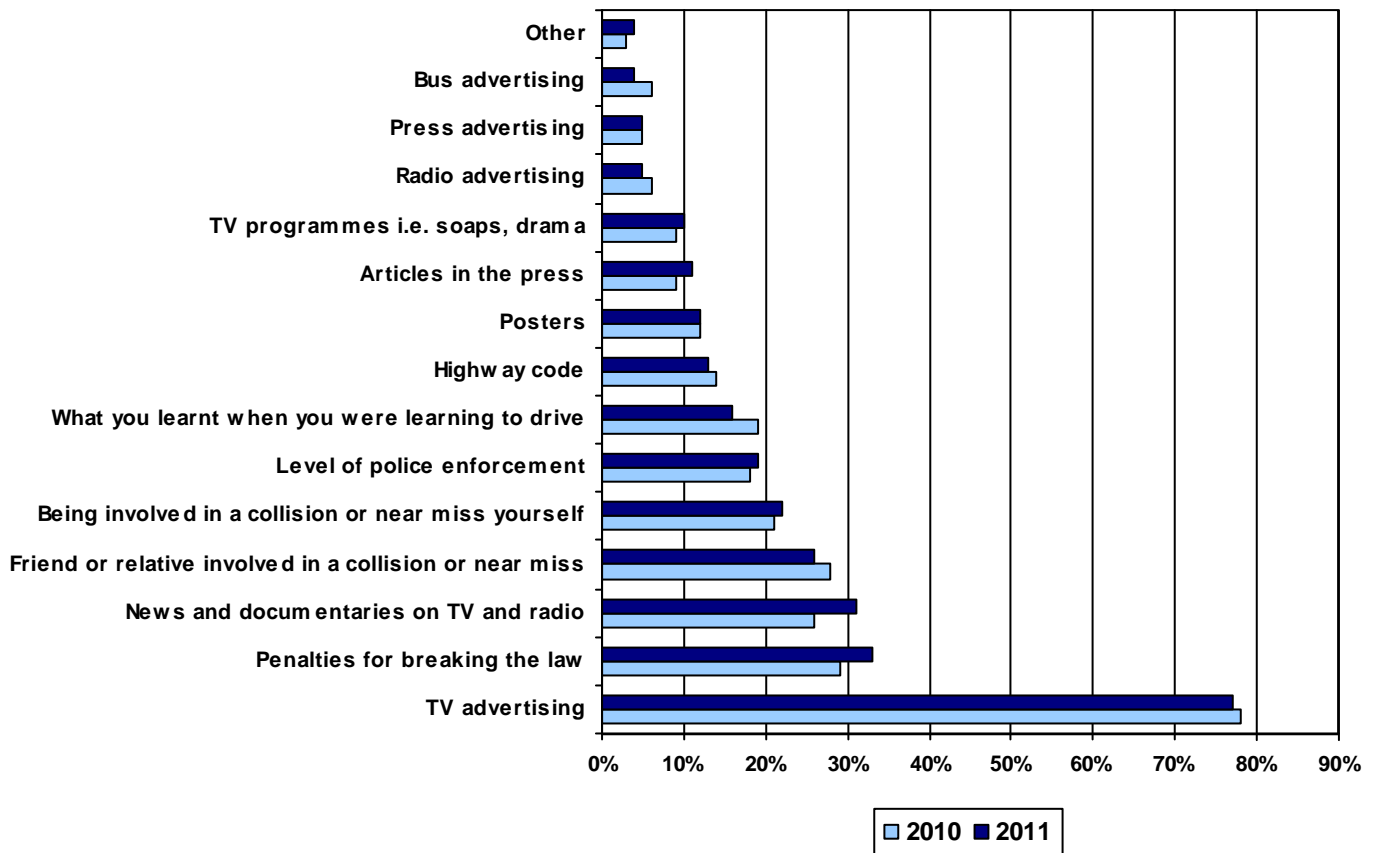
(ii) Analysis by Gender

All persons aged 16 and over Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	
TV advertising	77	78	77
Penalties for breaking the law	36	31	33
News and documentaries on TV and Radio	30	31	31
Friend or relative involved in a collision or near miss	25	27	26
Being involved in a collision or near miss yourself	24	21	22
Level of police enforcement	21	17	19
What you learnt when you were learning to drive	16	17	16
Highway code	15	12	13
Posters	9	14	12
Articles in the press	8	13	11
TV programmes i.e. soaps, drama	7	12	10
Press advertising	6	4	5
Radio advertising	7	3	5
Bus advertising	4	4	4
Other	4	5	4
Don't Know	0	1	1
Base number(a)	481	634	1115

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

- ‰ Respondents were most likely to state that TV Advertising (77%), Penalties for breaking the law (33%), and news and documentaries on TV and Radio (31%) were the three most important factors in creating an awareness of road safety.
- ‰ Some of the most commonly mentioned “other” factors given by respondents included “through my work” and “personal experience”.

Figure 2a Change between 2010 and 2011: Could you tell me what you think the three most important factors have been in creating, for you, an awareness of road safety?

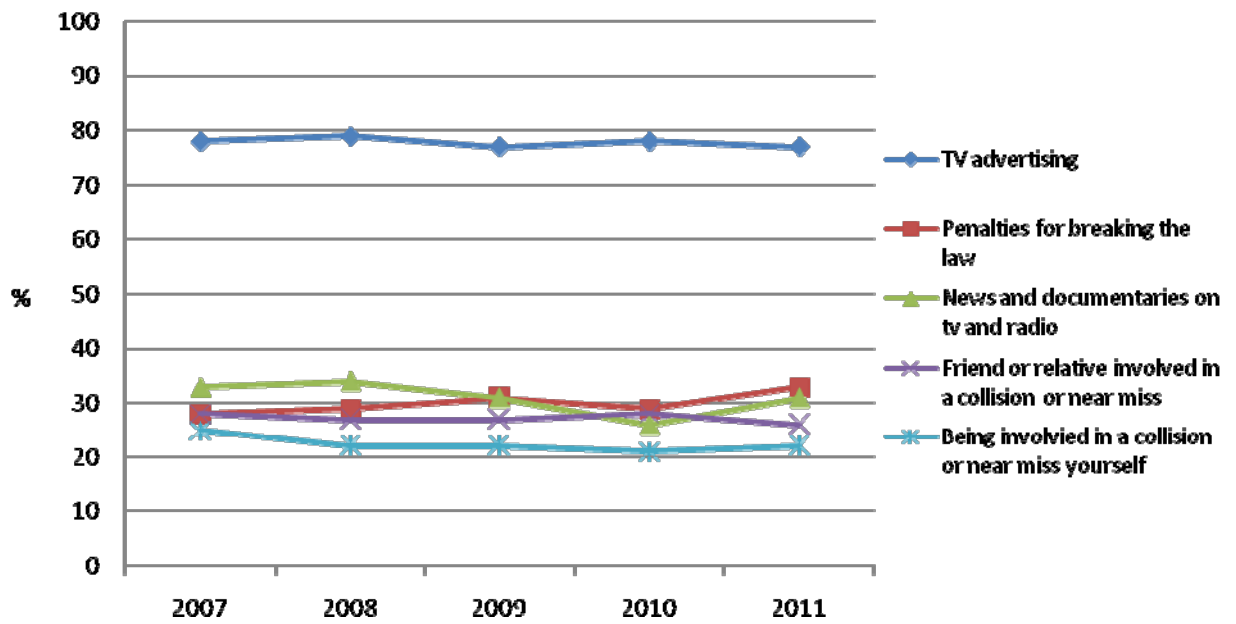


Based on all respondents

Base 2010: 1,114
Base 2011: 1,115

% The proportion of respondents stating that ‘news and documentaries on TV and radio’ and ‘penalties for breaking the law’ were among the three most important factors in creating awareness of road safety, increased between 2010 and 2011, from 26% to 31% and 29% to 33%, respectively.

Figure 2b Trend for Table 2b: Could you tell me what you think the three most important factors have been in creating, for you, an awareness of road safety? (2007-2011)



Based on all respondents

Over the past five years around four fifths of respondents consistently stated that television advertising was one of the three most important factors in creating road safety awareness.

GENERAL AWARENESS: Advertising Intervention Measures

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

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

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 Count	25-34 %	35-49 %	50-64 %	65 and over %	
Yes	[83]	89	90	88	76	87
No	[10]	11	9	11	24	13
Refusal	[1]		0	1		0
Don't know			1			0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male %	Female %	
Yes	87	86	87
No	13	13	13
Refusal	0	1	0
Don't Know	0		0
Base number	481	634	1115

‰ Almost nine in ten (87%) respondents stated they were aware of at least one of the six radio advertising campaigns.

‰ A similar proportion of male (87%) and female (86%) respondents stated they were aware of at least one of the six 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	
	Count	%	%	%	%	%
Yes	[77]	88	84	78	76	83
No	[6]	12	16	22	23	17
Don't Know					1	0
Base number	83	163	255	249	206	956

(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	81	84	83
No	19	16	17
Don't Know		0	0
Base number	415	541	956

Over four fifths (83%) of those who were aware of the radio campaigns said that the campaigns had a positive influence on their behaviour in relation to road safety.

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

Table 2d Are you aware of this washroom poster?

(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	
	Count	%	%	%	%	
Yes	[79]	81	76	76	68	76
No	[15]	19	23	24	31	23
Refusal				1	0	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male	Female	
	%	%	
Yes	77	76	76
No	23	24	23
Refusal		1	0
Base number	481	634	1115

‰ Over three quarters of respondents (76%) said they were aware of the washroom poster.

‰ As the age of the respondent increased the likelihood of them being aware of the washroom poster decreased, from 84% of 16-24 year olds to 68% of the 65 and over age group.

Table 2e Has this washroom poster influenced your behaviour in a positive way in relation to road safety? (HIT HOME)

(i) Analysis by Age

<i>All those who answered "yes" at table 2d</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[66]	75	67	62	67	69
No	[13]	25	33	38	33	31
Don't Know					0	0
Base number	79	151	220	215	180	845

(ii) Analysis by Gender

<i>All those who answered "yes" at table 2d</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	65	72	69
No	35	28	31
Don't Know		0	0
Base number	369	476	845

‰ Over two thirds of respondents (69%) who stated they were aware of the poster said it had a positive influence on their behaviour in relation to road safety.

‰ Female respondents who stated they were aware of the poster (72%) were more likely than male respondents (65%) to say it had a positive influence on their behaviour in relation to road safety.

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

Table 2f Are you aware of this bus shelter advertising campaign?

(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	
	Count	%	%	%	%	
Yes	[80]	75	81	75	60	75
No	[14]	25	19	24	39	25
Refusal				1	0	0
Don't Know			0		0	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females %
	Male	Female	
	%	%	
Yes	73	76	75
No	27	23	25
Refusal		1	0
Don't Know	0	0	0
Base number	481	634	1115

Three quarters of respondents (75%) said they were aware of the washroom poster, with those aged 65 and over being least aware (60%).

Table 2g Has this advertising campaign influenced your behaviour in a positive way in relation to road safety? (MESS)

(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	
	Count	%	%	%	%	
Yes	[71]	89	82	77	80	82
No	[9]	10	18	23	20	18
Don't Know		1			0	0
Base number	80	139	231	211	163	824

(ii) Analysis by Gender

<i>All those who answered "yes" at table 2f</i> Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	
Yes	79	85	82
No	21	15	18
Refusal		0	0
Base number	351	473	824

‰ Over four fifths of respondents (82%) who stated they were aware of the poster said it had a positive influence on their behaviour in relation to road safety.

‰ Female respondents who stated they were aware of the poster (85%) were more likely than male respondents (79%) to say it had a positive influence on their behaviour in relation to road safety.

CHAPTER 2

SPEEDING

Speeding Behaviour

Speeding Attitude

Speeding Awareness

Speeding - Main Findings:

Speeding Behaviour

- ‰ Of motorists interviewed 15% said they normally exceed the speed limit on roads in a built up area, 16% on roads outside a built up area, 24% on dual carriageways and 43% on motorways (Table 3a).
- ‰ The proportion of motorists interviewed stating that they never normally exceed the speed limit has remained relatively constant over the past five years (36% in 2007, 32% in 2011) (Figure 3b).

Speeding Attitude

- ‰ Over three fifths of motorists (61%) interviewed stated that they think it is 'likely' or 'very likely' that they would be stopped by the police if they were exceeding the speed limit (Table 4a).
- ‰ Almost three fifths of motorists (57%) 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. 93% considered it dangerous to exceed the speed limit by 10 miles per hour or less (Table 5a).
- ‰ Of motorists interviewed 12% did not consider that exceeding the speed limit on a motorway by up to 20 miles per hour was dangerous (Table 5d).

Speeding Awareness

- ‰ A large majority of respondents (74%) stated they were aware of the speeding campaign "Speeding: Mess" (Table 6b).
- ‰ Over three quarters (78%) 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, with an additional 9% stating that they never exceed the speed limit (Table 6c).

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)	[6]	15	14	12	18	15
Roads outside a built up area (30 - 60mph speed limit)	[9]	17	18	15	11	16
Dual Carriageways	[8]	32	28	22	22	24
Motorways	[20]	53	50	41	27	43
Never normally exceed the speed limit	[10]	22	27	36	47	32
Refusal				1		0
Base number (a)	44	133	225	216	163	781

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

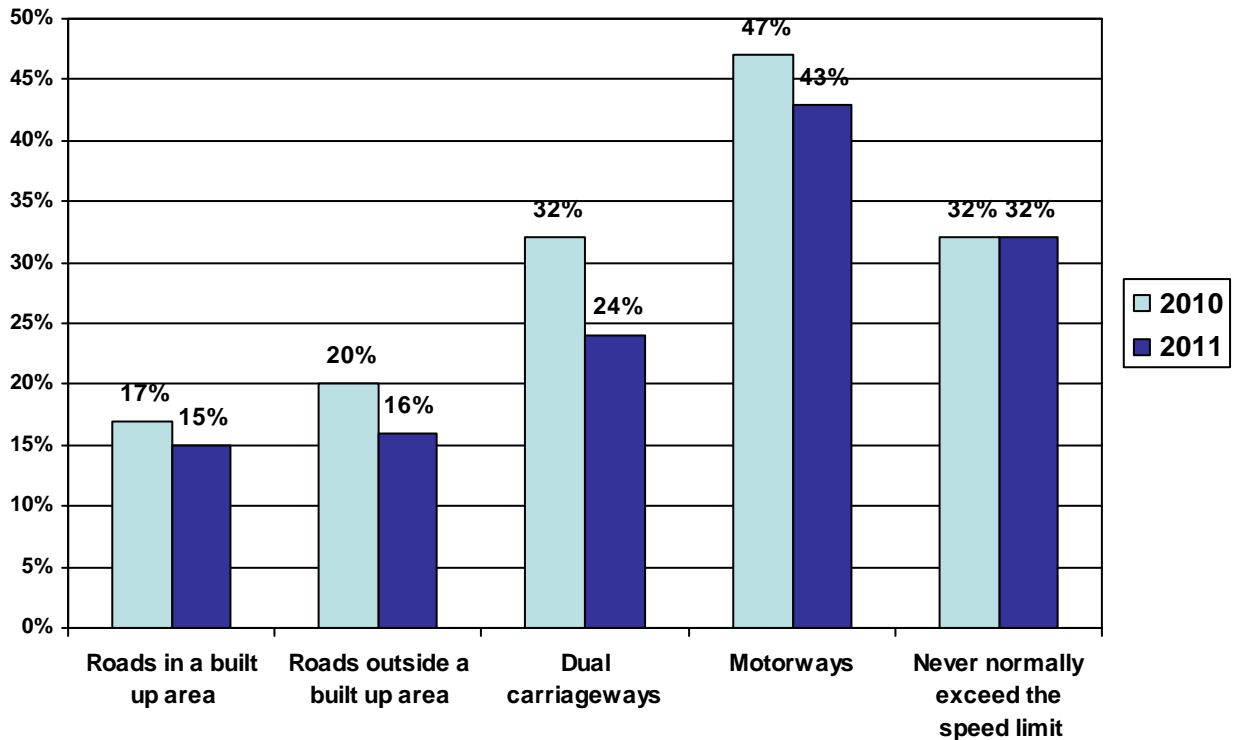
(ii) Analysis by Gender

<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)	16	14	15
Roads outside a built up area (30 - 60mph speed limit)	21	12	16
Dual Carriageways	30	19	24
Motorways	48	38	43
Never normally exceed the speed limit	26	38	32
Refusal		1	0
Base number (a)	380	401	781

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

- ‰ Of motorists interviewed 32% said that they never normally exceed the speed limit.
- ‰ Of motorists interviewed 15% said they normally exceed the speed limit on roads in a built up area, 16% on roads outside a built up area, 24% on dual carriageways and 43% on motorways.
- ‰ Male motorists are more likely than female motorists to say they normally exceed the speed limit on roads outside a built up area, on dual carriageways, and on motorways.

Figure 3a Change between 2010 and 2011: On which of the following road types would you normally drive faster than the speed limit?

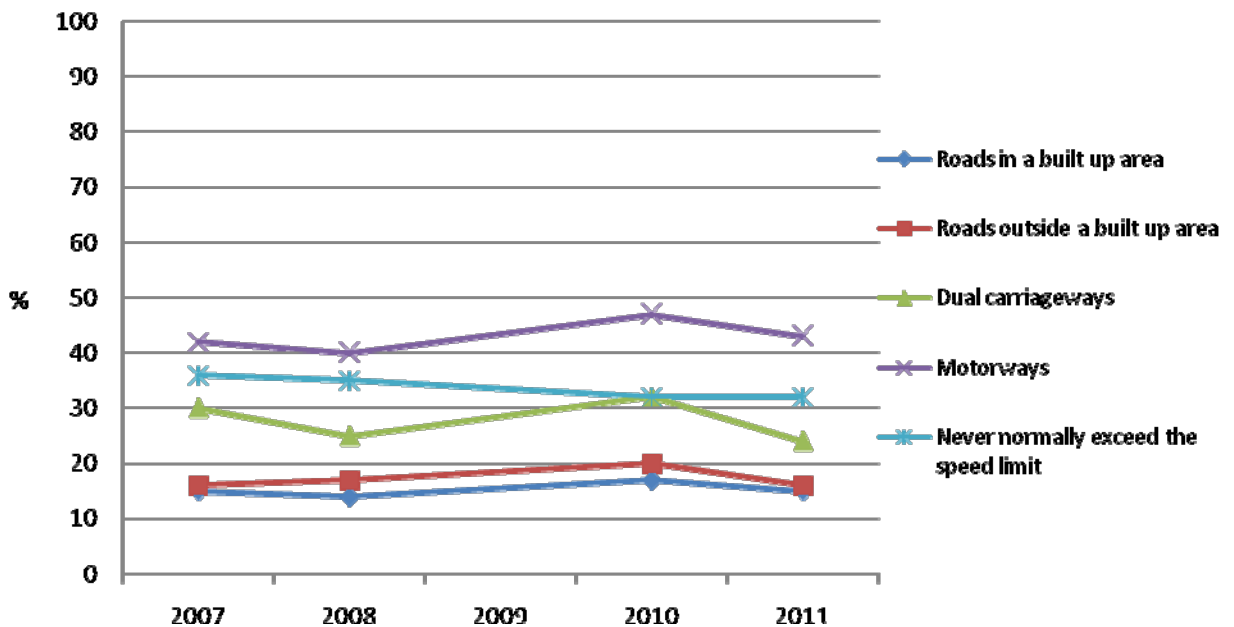


Based on all motorists

Base 2010: 784
Base 2011: 781

% The proportion of motorists interviewed who said they would normally exceed the speed limit on roads outside a built up area and on dual carriageways fell from 20% to 16%, and 32% to 24%, respectively, between 2010 and 2011.

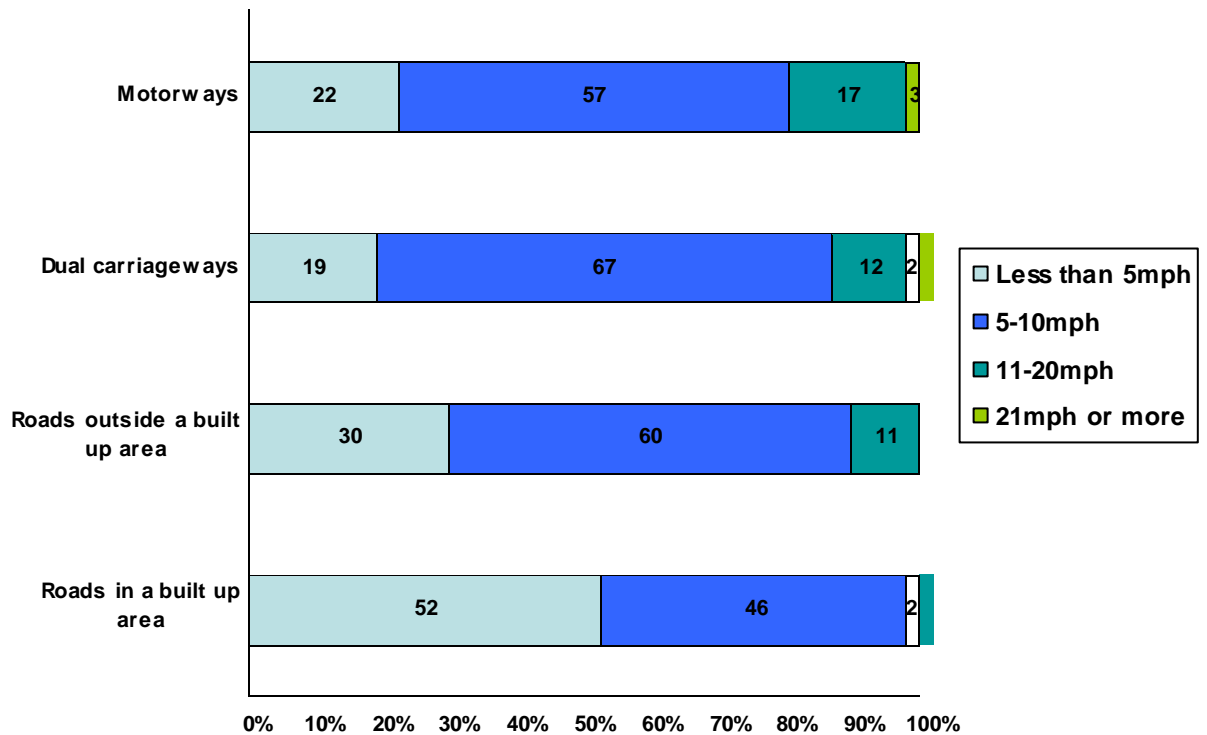
Figure 3b Trend for table 3a: On which of the following road types would you normally drive faster than the speed limit? (2007-2011)



Based on all motorists
Question not asked in 2009

% The proportion of motorists interviewed stating that they never normally exceed the speed limit has remained relatively constant over the past five years (36% in 2007, 32% in 2011).

Figure 4 *Amount by which motorists stated they normally exceed the speed limit on each type of road.



Base: Motorways = 331; Dual carriageways = 193; Roads outside a built up area = 122; Roads in a built up area = 112
 *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, 48% 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, 78% said they exceeded it by 5 miles per hour or more, with 3% saying they exceeded it by 21 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	[6]	19	17	14	[12]	16
Late in the evening when there is little traffic	[5]	12	14	10	[5]	11
In an emergency	[2]	12	14	12	[20]	14
In a hurry to reach a destination (not an emergency)	[12]	43	41	36	[24]	38
Normal driving	[9]	28	24	30	[27]	28
Other	[4]	12	12	12	[7]	12
Don't Know			0			0
Base number (a)	34	102	166	135	83	520

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	18	15	16
Late in the evening when there is little traffic	12	10	11
In an emergency	15	13	14
In a hurry to reach a destination (not an emergency)	34	42	38
Normal driving	28	28	28
Other	13	11	12
Don't Know	0		0
Base number (a)	273	247	520

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

% The main circumstances under which motorists stated that they exceed the speed limit are when they are in a hurry to reach a destination (not an emergency) (38%) and normal driving (28%).

% The most commonly mentioned "other" circumstances under which motorists exceeded the speed limit were "when overtaking", "where there is little traffic" 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

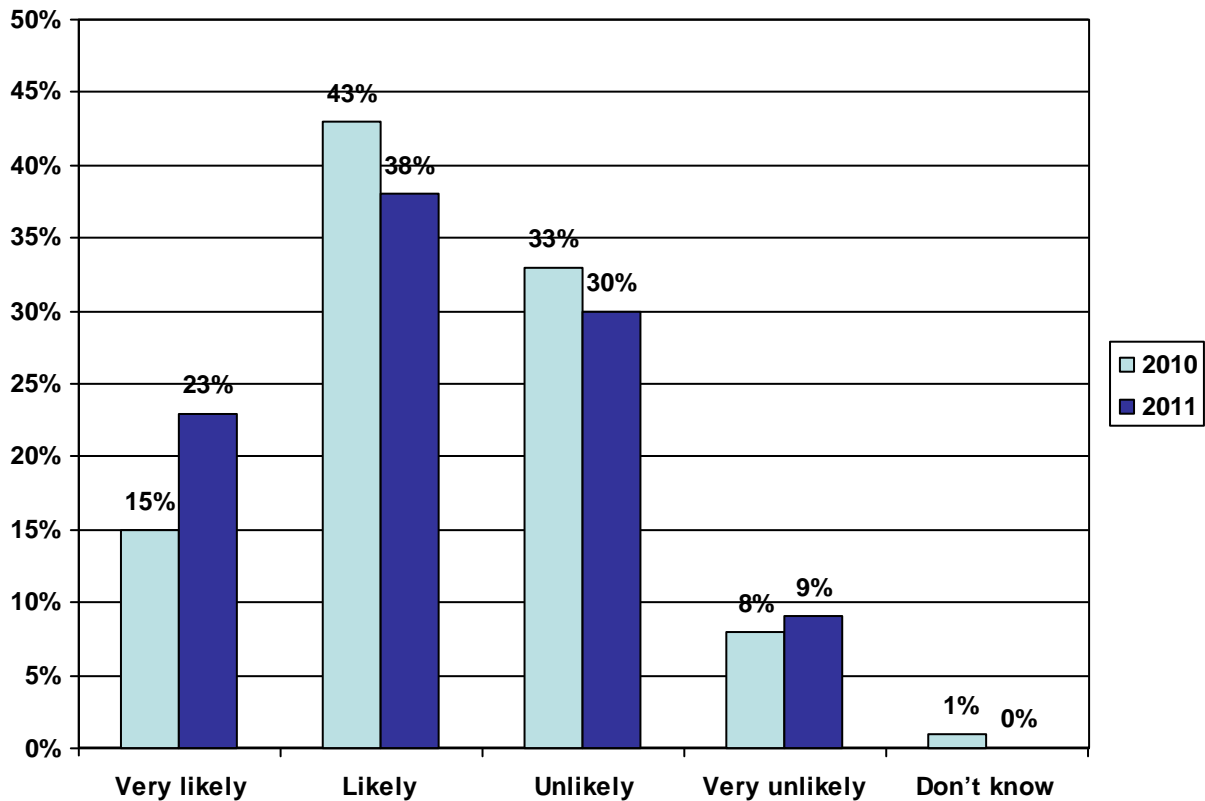
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Very Likely	[7]	20	25	26	20	23
Likely	[20]	43	39	37	29	38
Unlikely	[15]	26	29	30	29	30
Very Unlikely	[2]	11	7	7	20	9
Don't Know			0		2	0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Very Likely	24	22	23
Likely	32	44	38
Unlikely	35	24	30
Very Unlikely	9	10	9
Don't Know	0	1	0
Base number	380	401	781

Over three fifths of motorists (61%) interviewed stated that they think it is 'likely' or 'very likely' that they would be stopped by the police if they were exceeding the speed limit, with those aged 65 and over being least likely to think this (49%).

Figure 5a Change between 2010 and 2011: How likely or unlikely do you think it is that you would be stopped by the police if you were exceeding the speed limit?

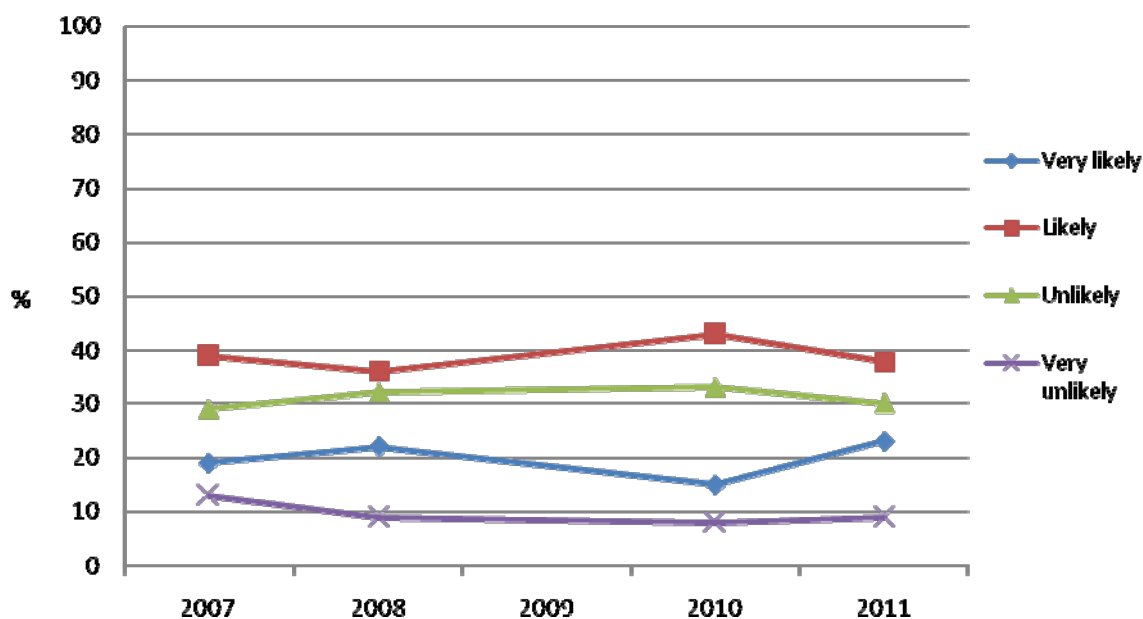


Based on all motorists

Base 2010: 784
Base 2011: 781

% The proportion of motorists interviewed who thought it was 'likely' or 'very likely' they would be stopped by the police if they were exceeding the speed limit was similar in 2010 and 2011. Over the last year opinions within this group have shifted, with more respondents (23%) thinking it is now 'very likely' they will get stopped by the police if they were exceeding the speed limit, than in 2010 (15%).

Figure 5b Trend for 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? (2007-2011)



Based on all motorists
Question not asked in 2009

Around two fifths (39%) of motorists interviewed think it is 'unlikely' or 'very unlikely' that they would be stopped by the police if they were exceeding the speed limit; this level has remained relatively constant over the past five years.

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

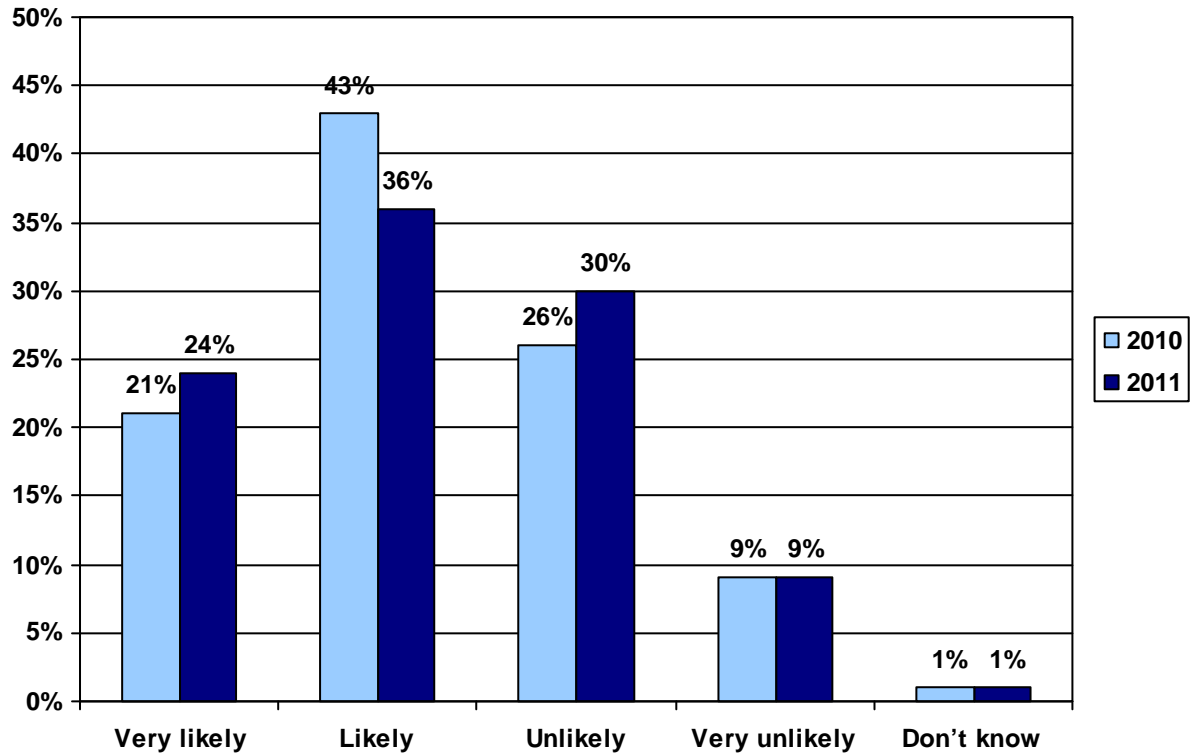
All motorists Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Very Likely	[15]	21	29	24	13	24
Likely	[17]	37	37	35	36	36
Unlikely	[9]	33	28	31	33	30
Very Unlikely	[3]	8	5	9	16	9
Don't Know			0	0	2	1
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

All motorists Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	
Very Likely	23	26	24
Likely	36	37	36
Unlikely	34	27	30
Very Unlikely	8	10	9
Don't Know	1	1	1
Base number	380	401	781

‰ In 2011, three fifths of motorists interviewed think it is 'likely' or 'very likely' that they would be caught speeding on a fixed camera, this level has remained fairly steady over the past five years (Figure 6b).

Figure 6a Change between 2010 and 2011: 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?

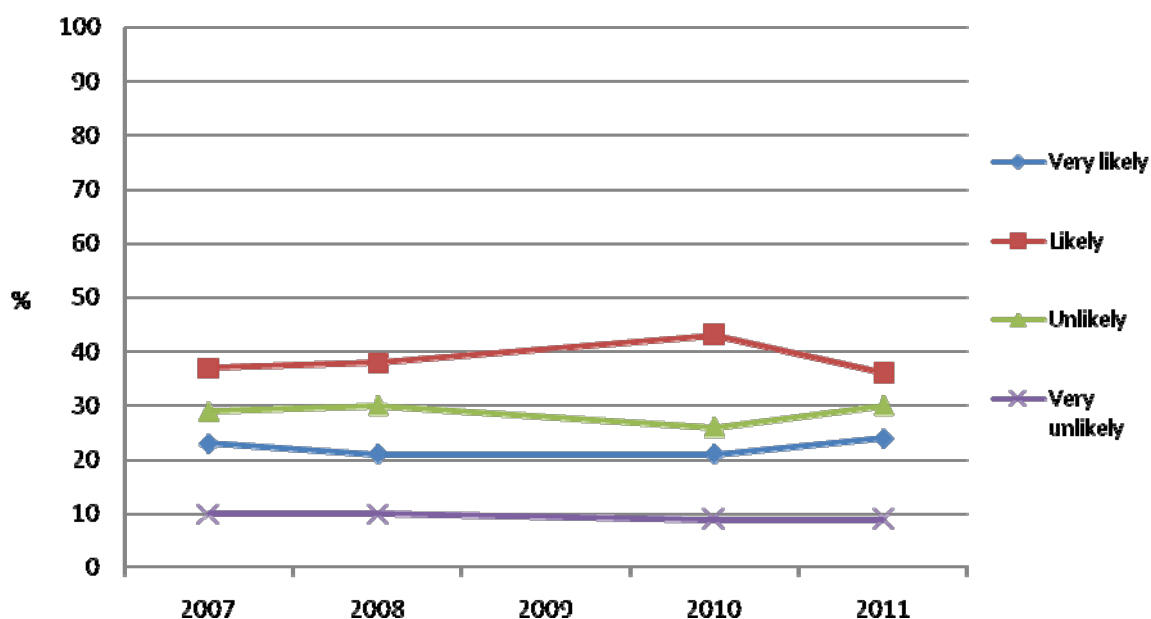


Based on all motorists

Base 2010: 784
Base 2011: 781

‰ The proportion of motorists interviewed who said they thought it was 'likely' or 'very likely' they would be caught on a fixed camera if exceeding the speed was similar in 2010 and 2011.

Figure 6b Trend for 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? (2007-2011)



Based on all motorists
Question not asked in 2009

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

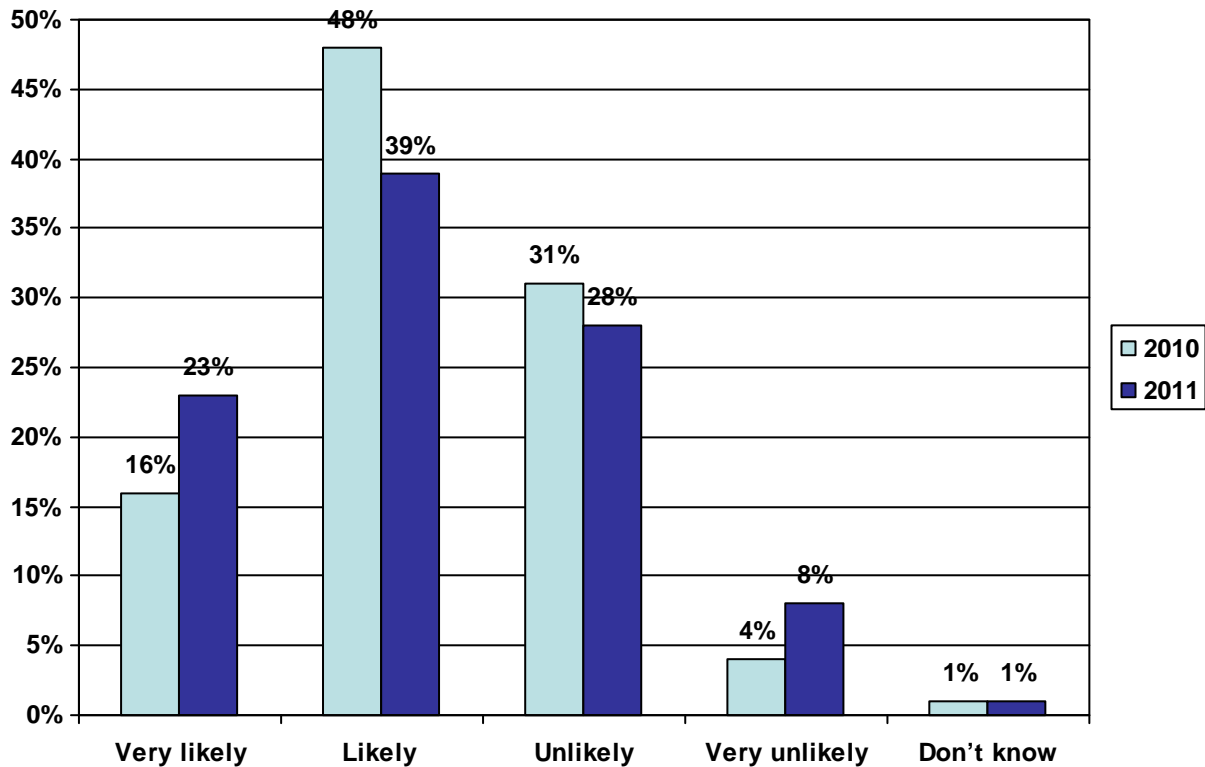
All motorists Base = 100%	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Very Likely	[11]	25	27	20	19	23
Likely	[22]	38	43	37	36	39
Unlikely	[10]	29	26	33	26	28
Very Unlikely	[1]	7	5	10	16	8
Don't Know		1	0	1	2	1
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

All motorists Base = 100%	Gender		Males and Females
	Male	Female	
	%	%	
Very Likely	24	23	23
Likely	41	38	39
Unlikely	30	27	28
Very Unlikely	5	12	8
Don't Know	1	1	1
Base number	380	401	781

Over three fifths of motorists interviewed (62%) said they think that it is 'likely' or 'very likely' they would be caught on a mobile camera if they were exceeding the speed limit.

Figure 7a Change between 2010 and 2011: 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?

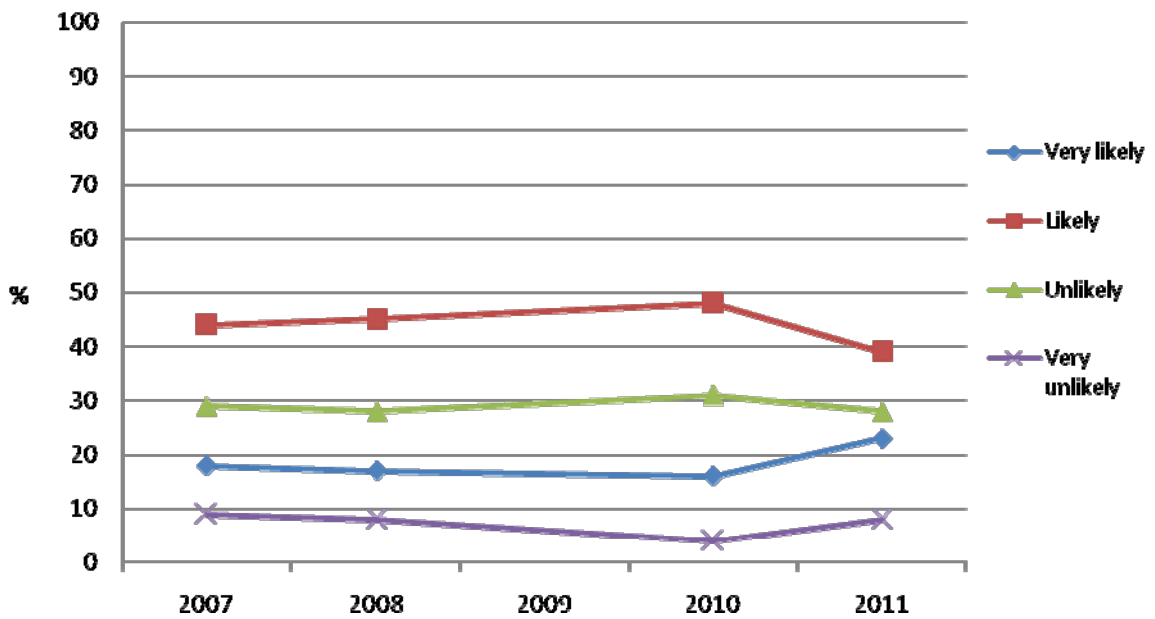


Based on all motorists

Base 2010: 784
Base 2011: 781

% The proportion of motorists interviewed who thought it was 'likely' or 'very likely' they would be caught on a mobile camera if exceeding the speed limit was similar in 2010 and 2011. Over the last year opinions within this group have shifted, with more respondents (23%) thinking it is now 'very likely' they would be caught on a mobile camera if they were exceeding the speed limit, than in 2010 (16%).

Figure 7b Trend for 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?



Based on all motorists
Question not asked in 2009

Three fifths of motorists interviewed think it is 'likely' or 'very likely' that they would be caught speeding on a mobile camera, this level has remained fairly steady over the past five years.

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	[19]	58	57	60	58	57
5 - 10 mph	[20]	36	34	34	37	36
11 - 20 mph	[4]	6	6	5	4	6
21 mph or more			3	1	1	1
Don't Know	[1]		0			0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Less than 5 mph	53	60	57
5 - 10 mph	38	34	36
11 - 20 mph	7	4	6
21 mph or more	1	1	1
Don't Know	1		0
Base number	380	401	781

‰ Almost three fifths of motorists (57%) 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. 93% 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	[11]	24	31	36	47	34
5 - 10 mph	[20]	52	45	45	37	45
11 - 20 mph	[11]	22	21	16	14	19
21 mph or more	[1]	2	3	3	1	2
Don't Know	[1]					0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Less than 5 mph	28	39	34
5 - 10 mph	47	42	45
11 - 20 mph	22	17	19
21 mph or more	2	2	2
Don't Know	0		0
Base number	380	401	781

- ‰ Over one third of motorists interviewed (34%) 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. Over three quarters (79%) stated that they think it is dangerous to exceed the speed limit by 10 miles per hour or less.
- ‰ Female motorists interviewed (39%) were more likely than male motorists interviewed (28%) to think that it is dangerous to exceed the speed limit by less than five miles per hour on roads outside a built up area.
- ‰ Motorists interviewed aged 65 and over (47%) were the most likely age group to think that it is dangerous to exceed the speed limit by less than five miles per hour on roads outside a built up area.

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	[8]	17	24	25	42	26
5 - 10 mph	[15]	40	34	43	36	38
11 - 20 mph	[17]	33	32	27	18	29
21 mph or more	[3]	9	9	5	3	7
Don't Know	[1]					0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Less than 5 mph	22	30	26
5 - 10 mph	38	38	38
11 - 20 mph	31	27	29
21 mph or more	8	5	7
Don't Know	0		0
Base number	380	401	781

- ‰ Around one quarter (26%) of motorists interviewed stated they think that it is dangerous to exceed the speed limit by less than five miles per hour on dual carriageways. Almost two thirds (64%) stated that it is dangerous to exceed the speed limit by 10 miles per hour or less.
- ‰ Female motorists interviewed (30%) were more likely than male motorists interviewed (22%) to think that it is dangerous to exceed the speed limit by less than five miles per hour on dual carriageways.
- ‰ Motorists interviewed aged 65 and over (42%) were the most likely age group to think that it is dangerous to exceed the speed limit by less than five miles per hour on dual carriageways.

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

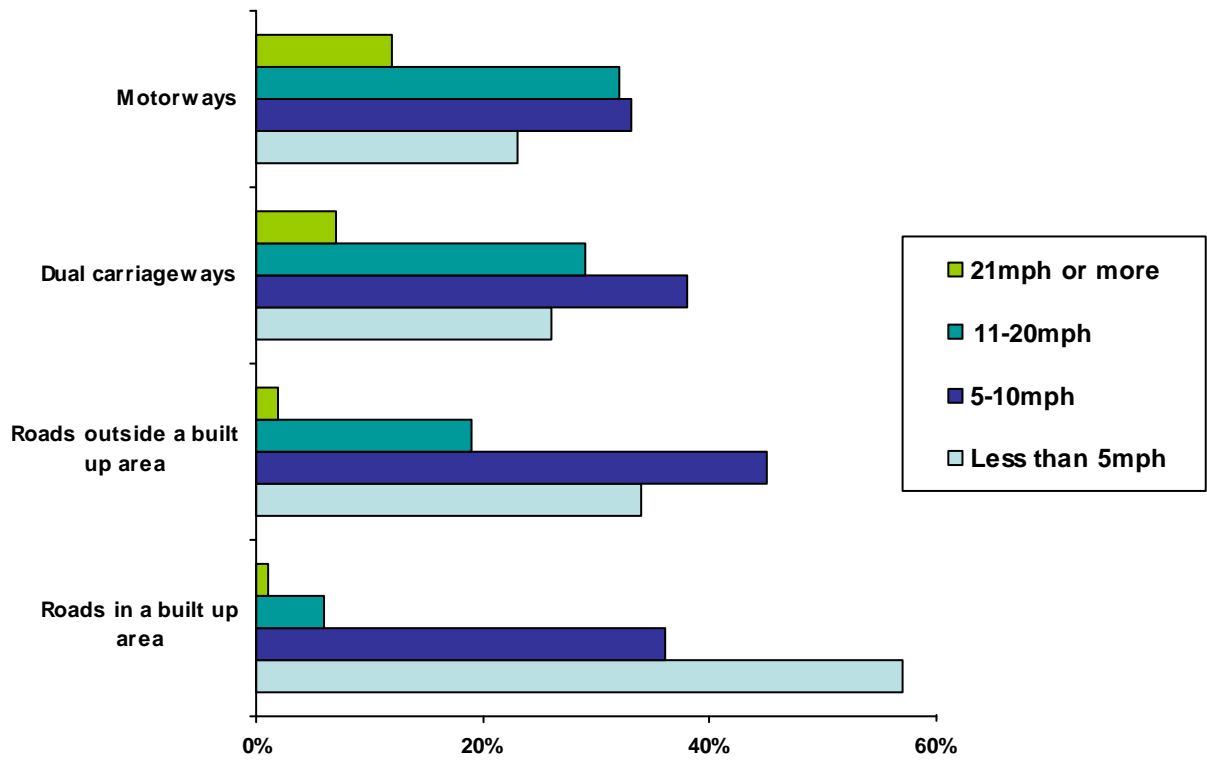
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Less than 5 mph	[7]	12	20	21	44	23
5 - 10 mph	[14]	38	30	37	29	33
11 - 20 mph	[17]	32	36	32	24	32
21 mph or more	[6]	18	14	10	4	12
Don't Know						
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Less than 5 mph	20	26	23
5 - 10 mph	31	35	33
11 - 20 mph	36	29	32
21 mph or more	13	10	12
Don't Know			
Base number	380	401	781

- ‰ Almost one quarter of motorists interviewed (23%) said they think that it is dangerous to exceed the speed limit by less than five miles per hour on a motorway.
- ‰ Of motorists interviewed 12% did not consider that exceeding the speed limit on a motorway by up to 20 miles per hour was dangerous.
- ‰ Motorists interviewed aged 65 and over (44%) were the most likely age group to think that it is dangerous to exceed the speed limit by less than five miles per hour on motorways.

Figure 8 The speed at which respondents considered it dangerous to exceed the speed limit on each type of road*



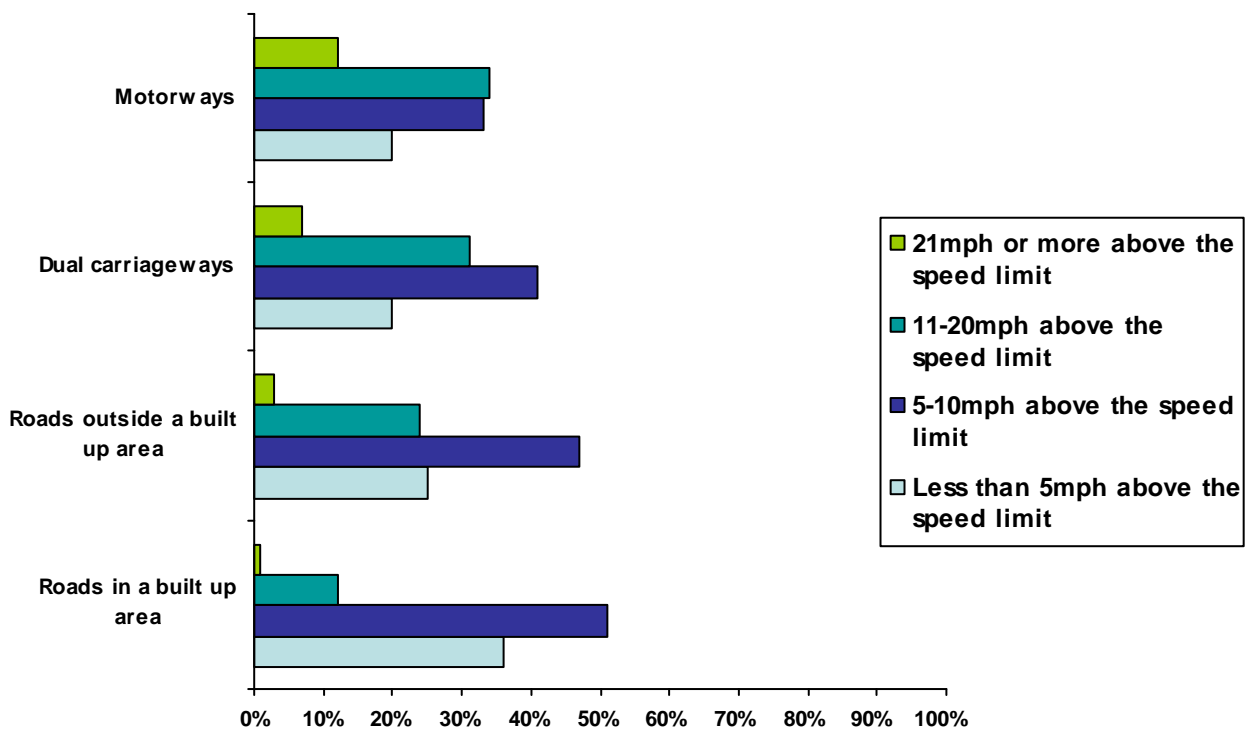
Based on all motorists

Base: 781

* Chart excludes don't knows and refusals

As the speed limit increases, the number of motorists stating that it is always dangerous to exceed the speed limit by less than 5 miles per hour decreases (57% on a 30mph road, 23% on a motorway).

Figure 9 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 1,115

* Chart excludes don't knows and refusals

- Over one third of respondents (36%) 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 a fifth of respondents (20%) when motorways are considered.
- Over four fifths (87%) 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 up to 10mph in a built up area.
- This falls to over one half of respondents (53%) when motorways are considered.

Speeding Campaign Awareness

During the interview, respondents were shown still pictures from a 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)

(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	
	Count	%	%	%	%	
Drinking and Driving (Hit Home)	[3]	4	7	12	8	8
Seat Belts (Selfish)	[3]	6	7	5	6	6
Speeding (Mess)	[53]	55	61	58	51	56
Driver Inattention/Carelessness (Moment)	[23]	26	18	21	22	22
Mobile Phones (Lift)	[6]	1	3	1	1	2
Never seen the advert	[5]	4	2	2	7	3
Other	[1]	1	0		2	1
Refusal			0			0
Don't Know		3	1	1	4	2
Base number	94	181	286	283	271	1115

(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 (Hit Home)	8	7	8
Seat Belts (Selfish)	5	7	6
Speeding (Mess)	56	57	56
Driver Inattention/Carelessness (Moment)	22	22	22
Mobile Phones (Lift)	2	2	2
Never seen the advert	4	3	3
Other	1	1	1
Refusal		0	0
Don't Know	2	2	2
Base number	481	634	1115

% Over one half (56%) of respondents correctly identified that the advertising campaign related to speeding, with no gender difference apparent.

At this point respondents were told that the campaigns 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	
	Count	%	%	%	%	%
Yes	[80]	79	75	74	63	74
No	[14]	21	25	26	36	26
Don't Know				0	1	0
Base number	94	181	286	283	271	1115

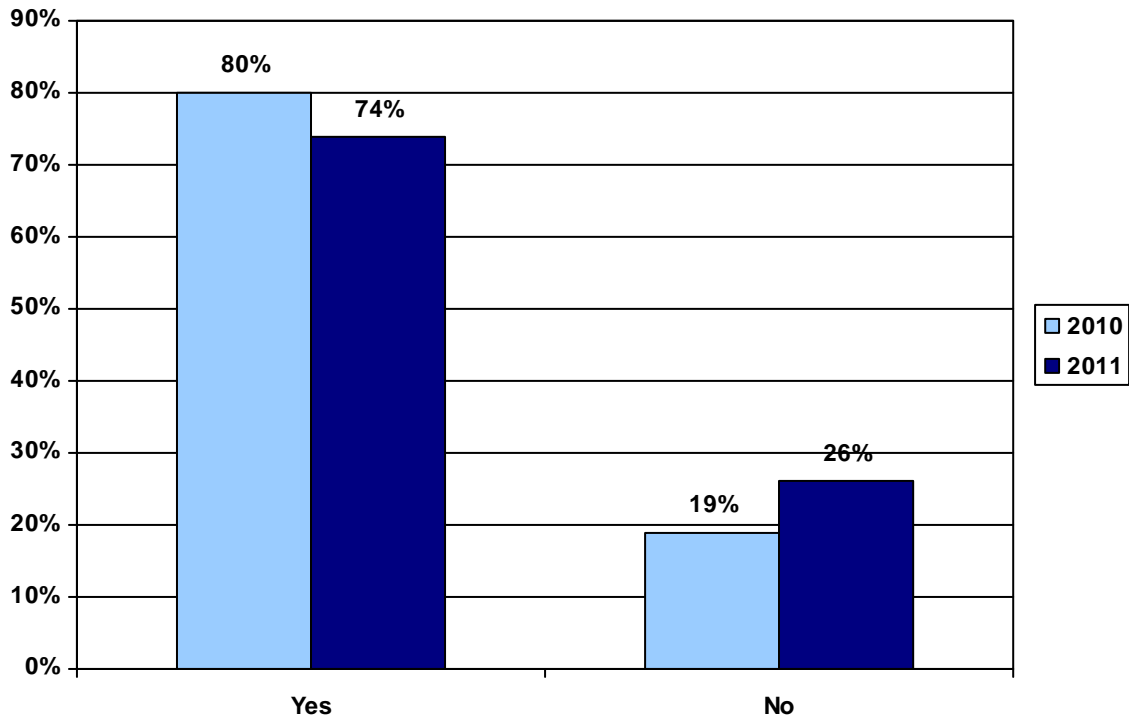
(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	73	75	74
No	26	25	26
Don't Know	0	0	0
Base number	481	634	1115

‰ A large majority of respondents (74%) were aware of the campaign.

‰ Respondents aged 65 and over (63%) were less likely to be aware of the campaign than other age groups.

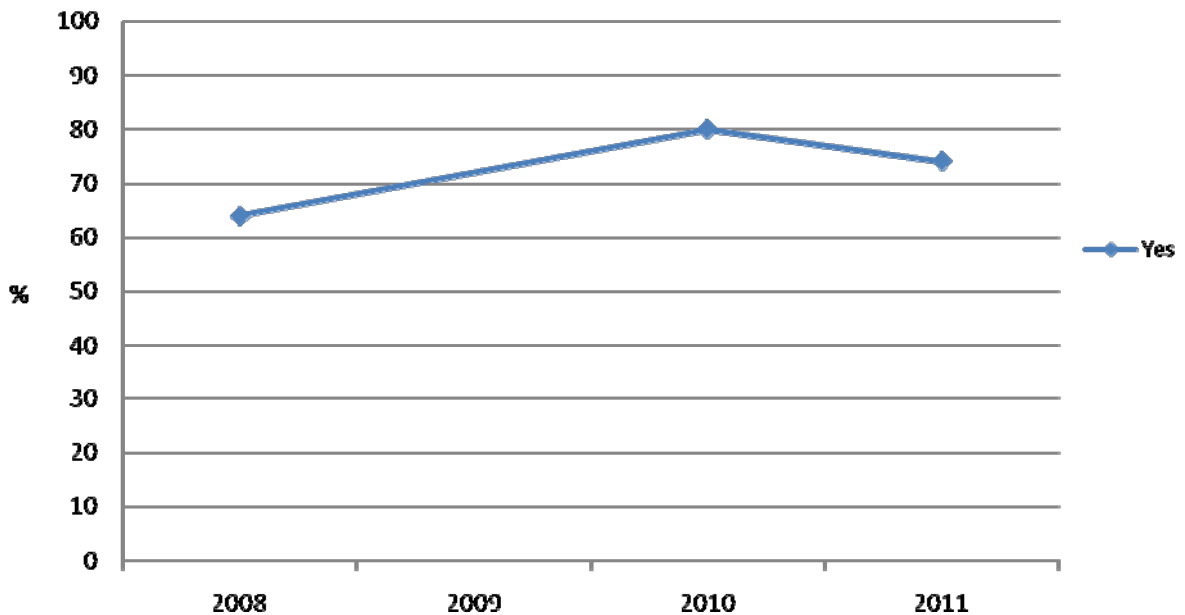
Figure 10a Change between 2010 and 2011: Are you aware of this advertising campaign? (Speeding- Mess)



Based on all respondents

Base 2010: 1,114
Base 2011: 1,115

Figure 10b Trend for table 6b: Are you aware of this advertising campaign? (Speeding- Mess) (2008-2011)



Based on all respondents
Question not asked in 2009

% The proportion of respondents who said they were aware of the Speeding – Mess campaign increased from 64% in 2008 to 80% in 2010, before falling to 74% in 2011.

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

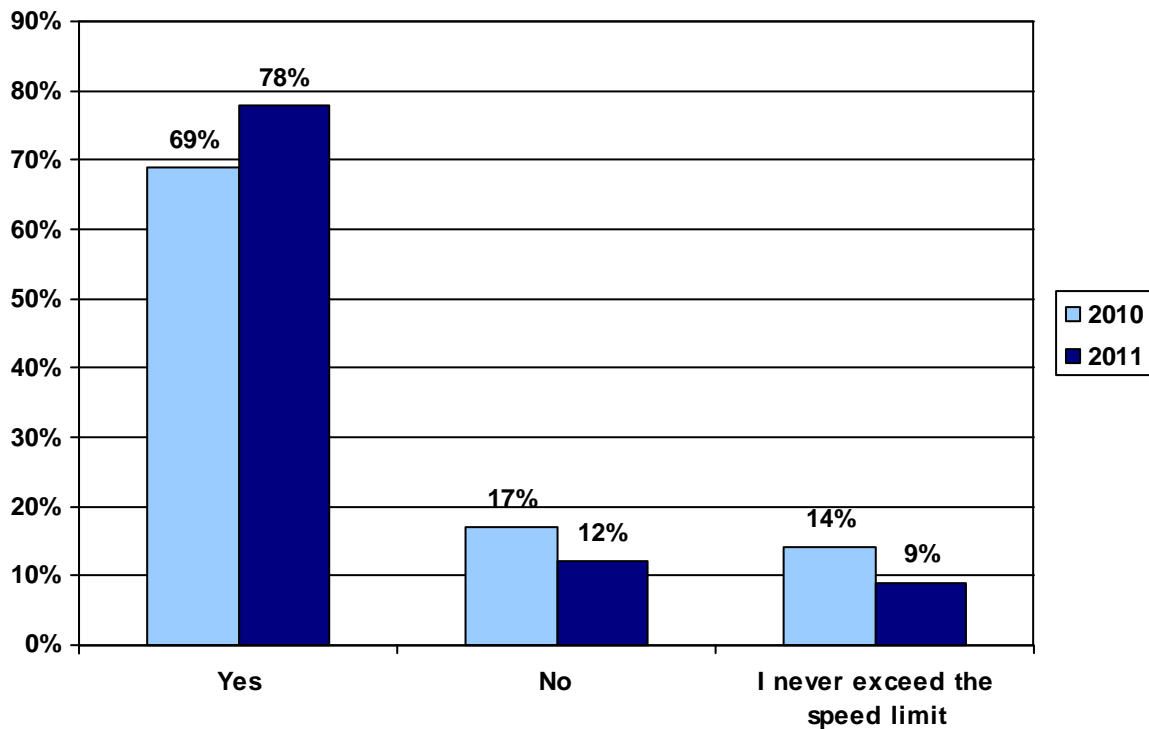
<i>All motorists who answered "yes" at table 6b</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Yes	[36]	77	82	74	72	78
No	[4]	15	12	15	9	12
I never exceed the speed limit		8	6	11	17	9
Don't Know					2	0
Base number	40	107	169	156	105	577

(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	77	79	78
No	16	8	12
I never exceed the speed limit	5	12	9
Don't Know	1		0
Base number	273	304	577

Over three quarters (78%) 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.

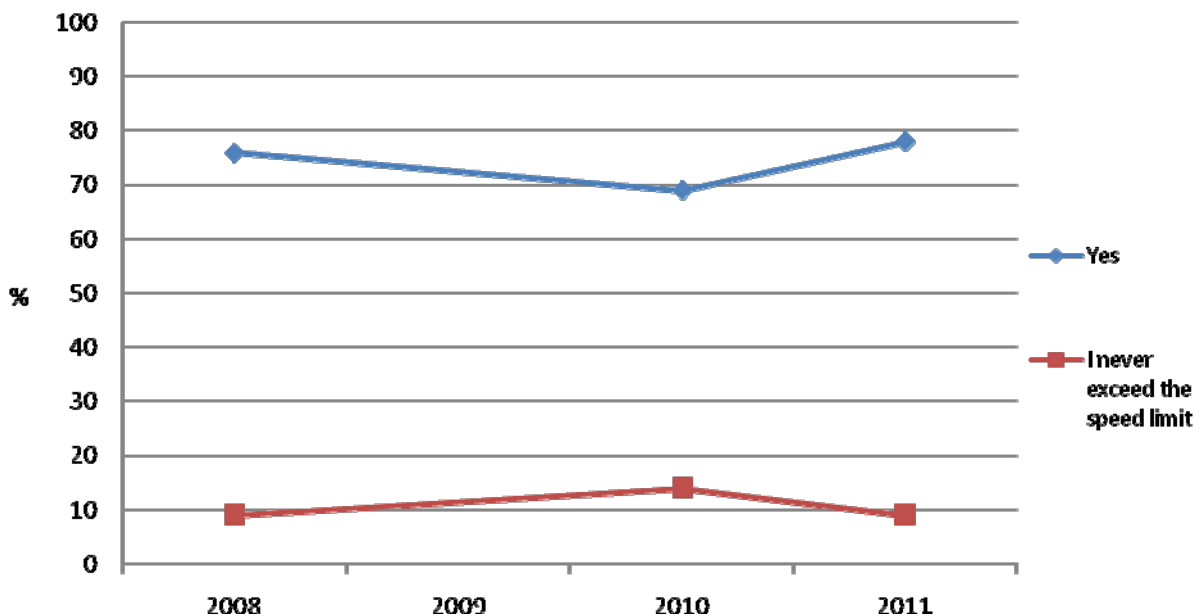
Figure 11a Change between 2010 and 2011: Has this campaign positively influenced your behaviour in relation to speeding (i.e. has it encouraged you to slow down and stick to the speed limit)?



Based on all motorists who are aware of this campaign

Base 2010: 634
Base 2011: 577

Figure 11b Trend for 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)? (2008-2011)



Based on all motorists who are aware of this campaign
Question not asked in 2009

% The proportion of motorists interviewed who said they were aware of the campaign and that it had a positive influence on their behaviour decreased from 76% in 2008 to 69% in 2010, before increasing to 78% in 2011.

CHAPTER 3

MOBILE PHONES

Mobile Phone Behaviour

Mobile Phone Attitude

Mobile Phone Awareness

Mobile Phones - Main Findings:

Mobile Phone Behaviour

- ‰ Of motorists interviewed 59% who own a mobile phone said they never use a mobile phone while driving (52% of males, 66% of females) (Table 7).
- ‰ Almost one in ten motorists interviewed who own a mobile phone (9%) stated that if using a mobile phone while driving, it is usually a hand held mobile (Table 7).

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 (97%) (Figure 17).
- ‰ The vast majority of respondents (95%) said they did not agree that drivers should be allowed to use a hand held mobile phone while driving (Table 8).
- ‰ Over half of respondents (52%) said they do think it is likely that drivers using a hand held mobile phone will be caught by the police (Table 9).

Mobile Phone Awareness

- ‰ Of respondents interviewed 86% correctly identified that the advertising campaign related to mobile phone usage (Table 10).
- ‰ Around three fifths (62%) of those motorists interviewed who are aware of the advertising campaigns said that the campaign had influenced their behaviour in relation to using a hand held mobile phone while driving (Table 11b).

Mobile Phone Behaviour

7% of the 781 motorists interviewed stated they do not own a mobile phone.

Table 7 If you use a mobile phone while driving is it . . . ?

(i) Analysis by Age

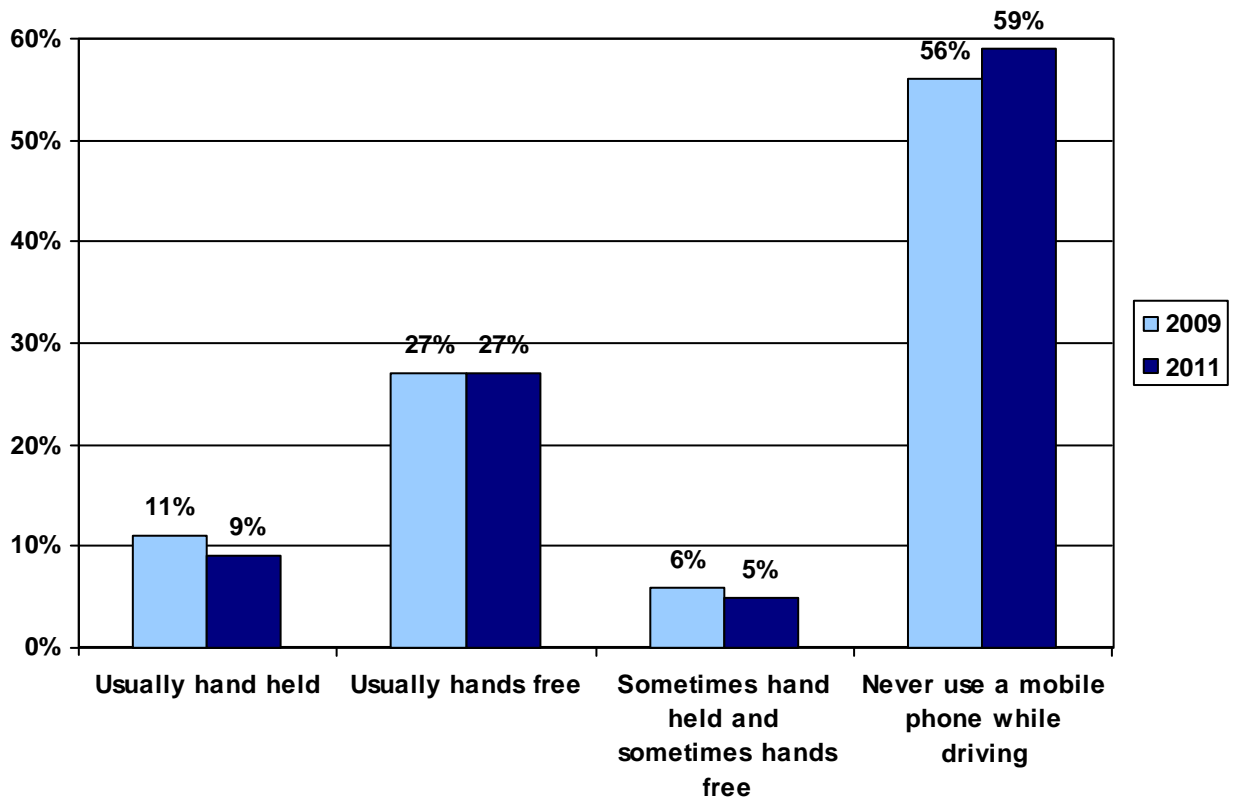
<i>All motorists who own a mobile phone</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Usually Hand held	[5]	11	10	8	3	9
Usually Hands free	[12]	33	37	22	5	27
Sometimes hand held and sometimes hands free?	[3]	9	6	4	1	5
Never use a mobile phone while driving	[22]	47	48	66	91	59
Base number	42	131	221	206	122	722

(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	8	10	9
Usually Hands free	34	19	27
Sometimes hand held and sometimes hands free?	5	5	5
Never use a mobile phone while driving	52	66	59
Base number	356	366	722

- ‰ Almost one in ten motorists interviewed who own a mobile phone (9%) stated that if using a mobile phone while driving, it is usually a hand held mobile.
- ‰ Over one quarter (27%) of motorists interviewed who own a mobile phone stated that if using a mobile phone while driving, they would usually use a hands free phone.
- ‰ A greater proportion of male motorists interviewed (34%) than female motorists interviewed (19%) who own a mobile phone stated that if using a mobile phone while driving, it is usually a hands free phone.
- ‰ Of motorists interviewed 59% who own a mobile phone said they never use a mobile phone while driving.
- ‰ A greater proportion of female motorists interviewed (66%) than male motorists interviewed (52%) 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 (66% of those aged 50-64, compared to less than half of those aged under 50).

Figure 12a Change between 2009 and 2011: If you use a mobile phone while driving is it . . . ?

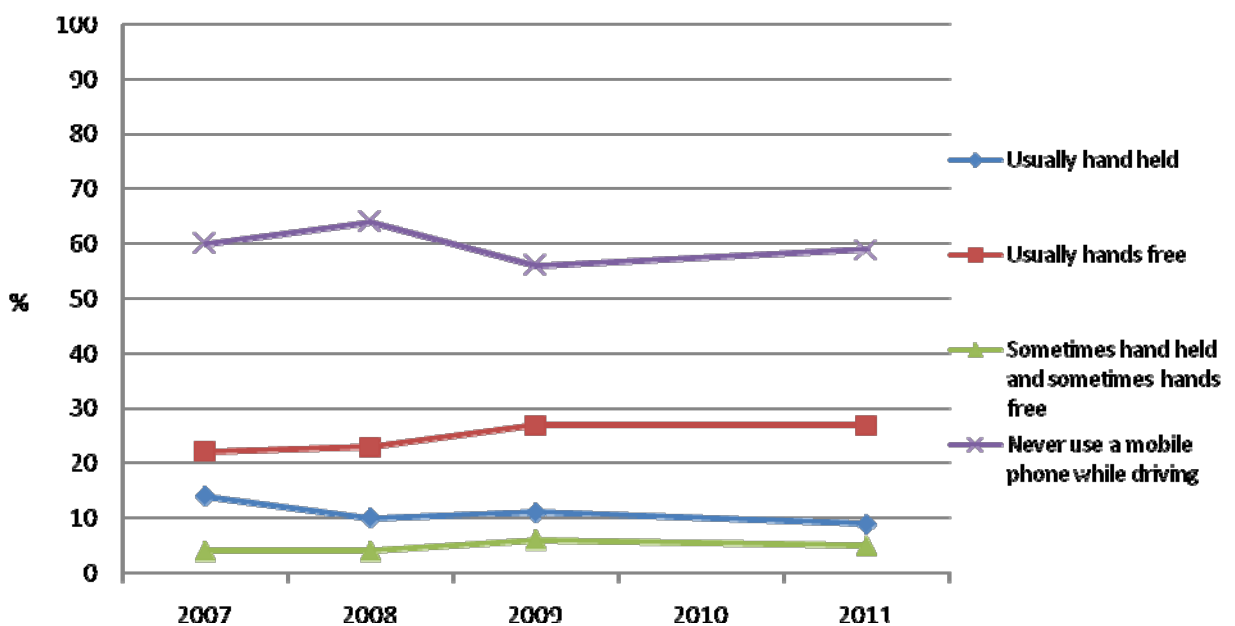


Based on all motorists who own a mobile phone

Base 2009: 777
Base 2011: 722

Motorists interviewed who own a mobile phone reported similar behaviour in 2009 and 2011, in regard to hand held/hands free usage, if using a mobile phone while driving.

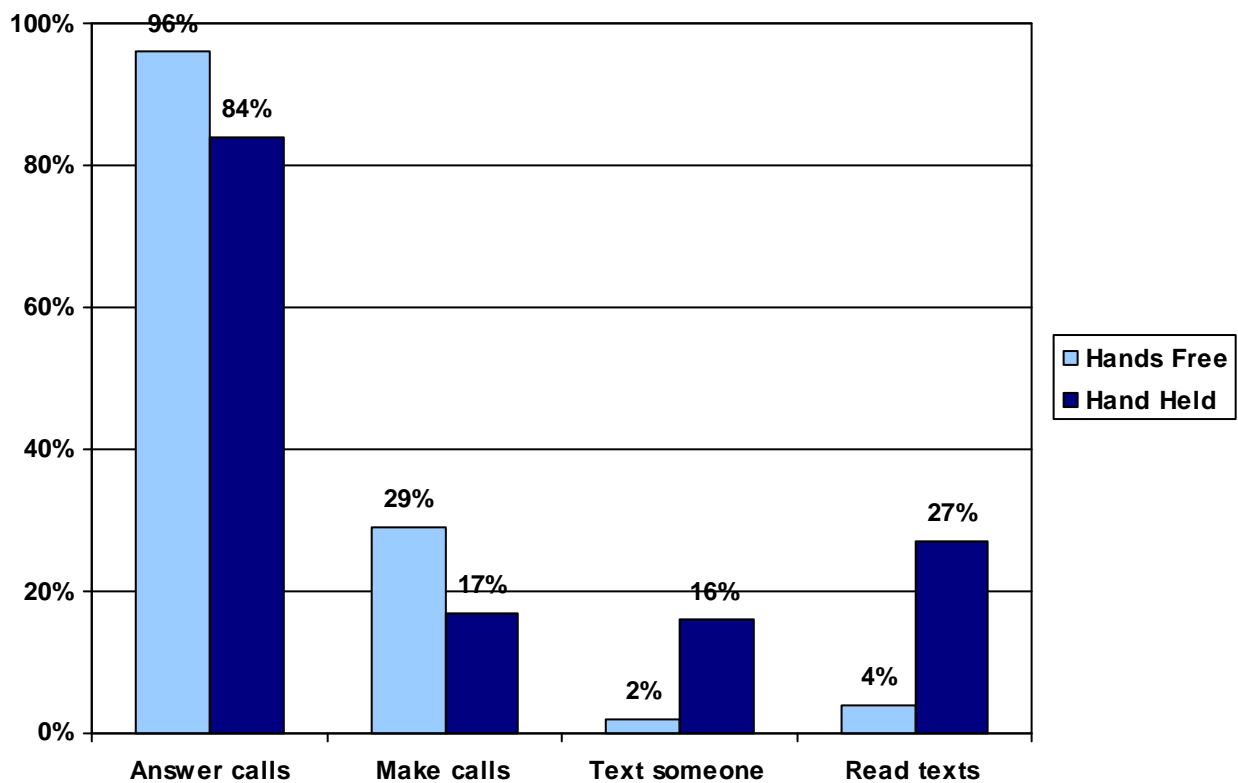
Figure 12b Trend for Table 7: If you use a mobile phone while driving is it . . . ? (2007-2011)



Based on all motorists who own a mobile phone
Question not asked in 2010

- Around 60% of motorists interviewed who own a mobile phone state that they never use a mobile phone while driving.
- The proportion of motorists interviewed that stated they would be likely to use a hand held mobile phone whilst driving, fell from 14% in 2007 to 10% in 2008, the level has remained steady from that point.

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



Based on motorists who said they would use a hand held / hands free mobile phone while driving

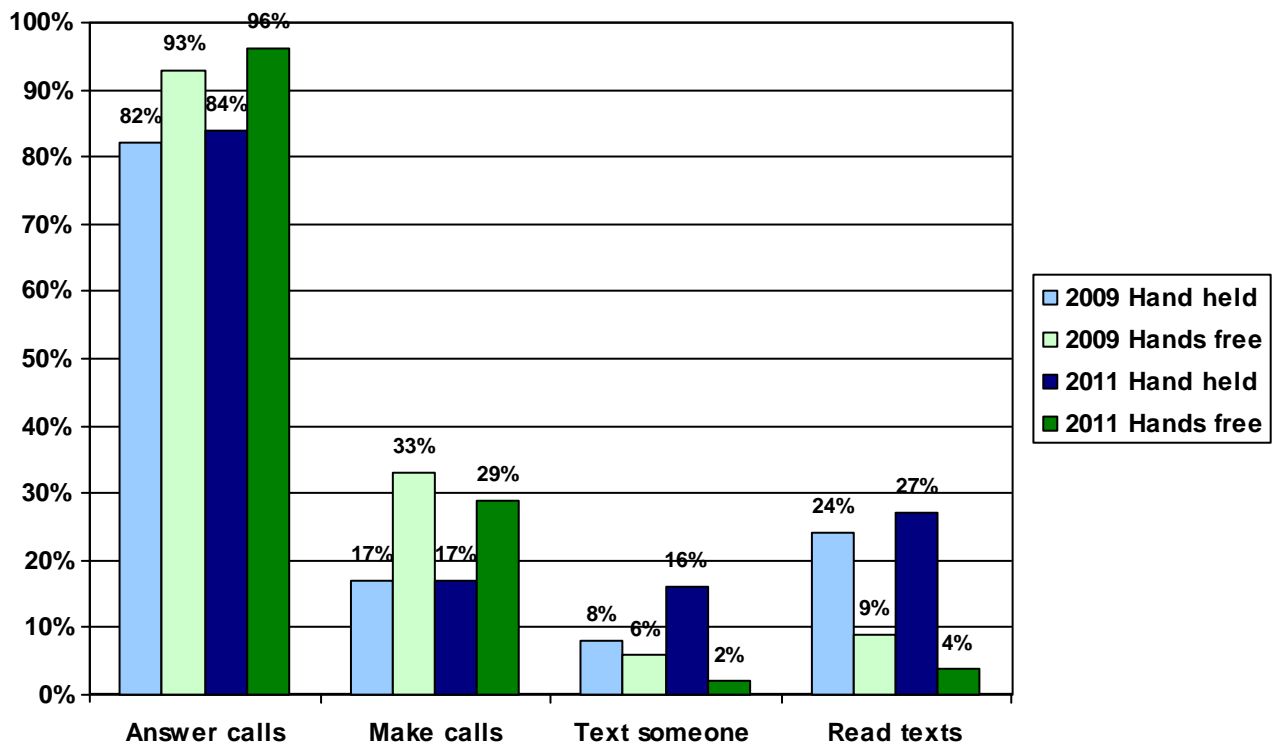
*Percentages may add to more than 100% due to multiple responses

Chart excludes don't knows and refusals

Base: Hand held = 101; Hands free = 227

- Most motorists interviewed who said they would use their hand held mobile phone while driving said that they would be likely to use it to answer calls (84%). Smaller proportions were likely to use their phone to read texts (27%), make calls (17%) and text someone (16%).
- The vast majority of motorists interviewed who said they would use a hands free mobile phone while driving would use it to answer calls (96%). Almost three tenths said they would use it to make phone calls (29%).

Figure 14a Change between 2009 and 2010: Which of the following would you be likely to do while driving using your hand held / hands free mobile phone?

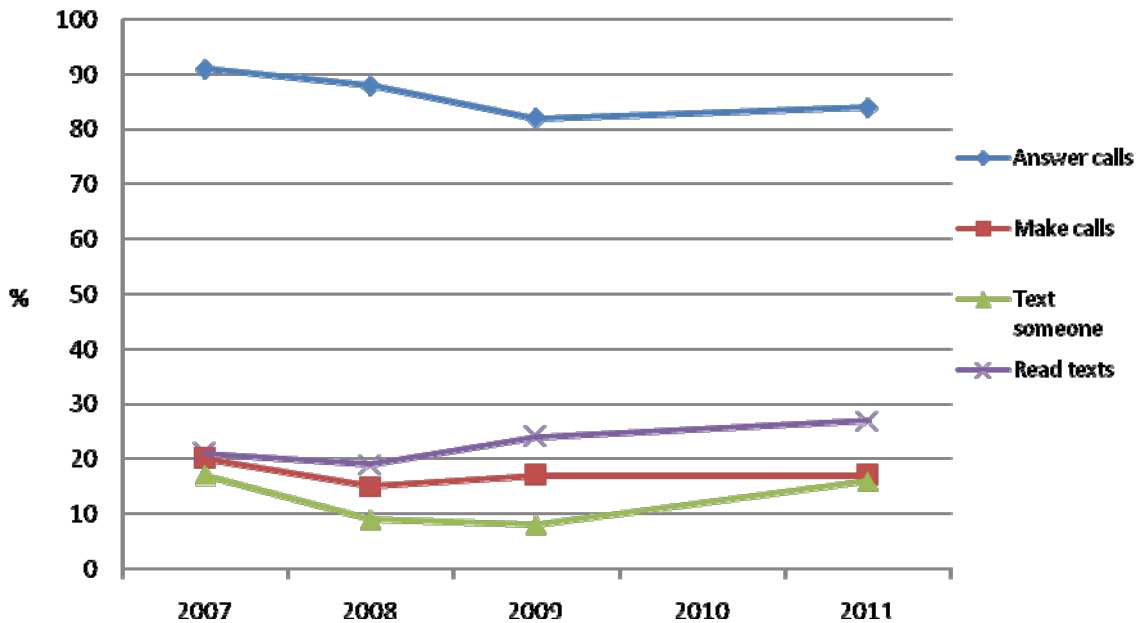


Based on motorists who said they would use a hand held / hands free mobile phone while driving

Base 2009: Hand held = 123; Hands free = 242
 Base 2011: Hand held = 101; Hands free = 227

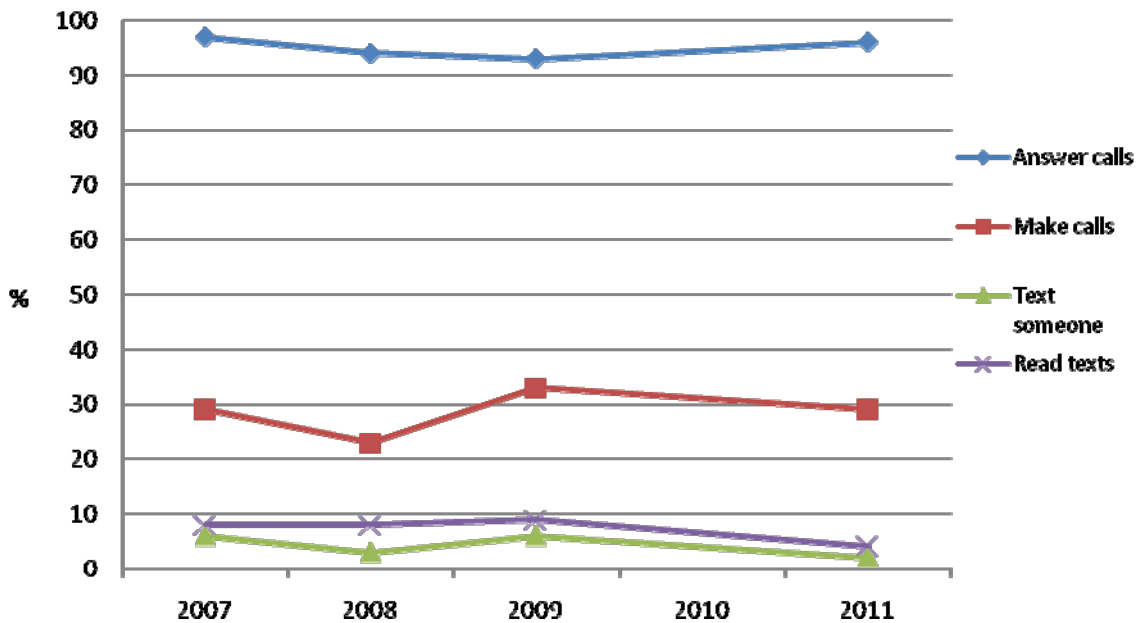
% The proportion of motorists interviewed who said they would use their hand held or hands free mobile phone while driving for the purpose of calls or texts, was similar in 2009 and 2011.

Figure 14b Trend for figure 13: Which of the following would you be likely to do while driving using your hand held mobile phone? (2007-2011)



Based on motorists who said they would use a hand held mobile phone while driving
Question not asked in 2010

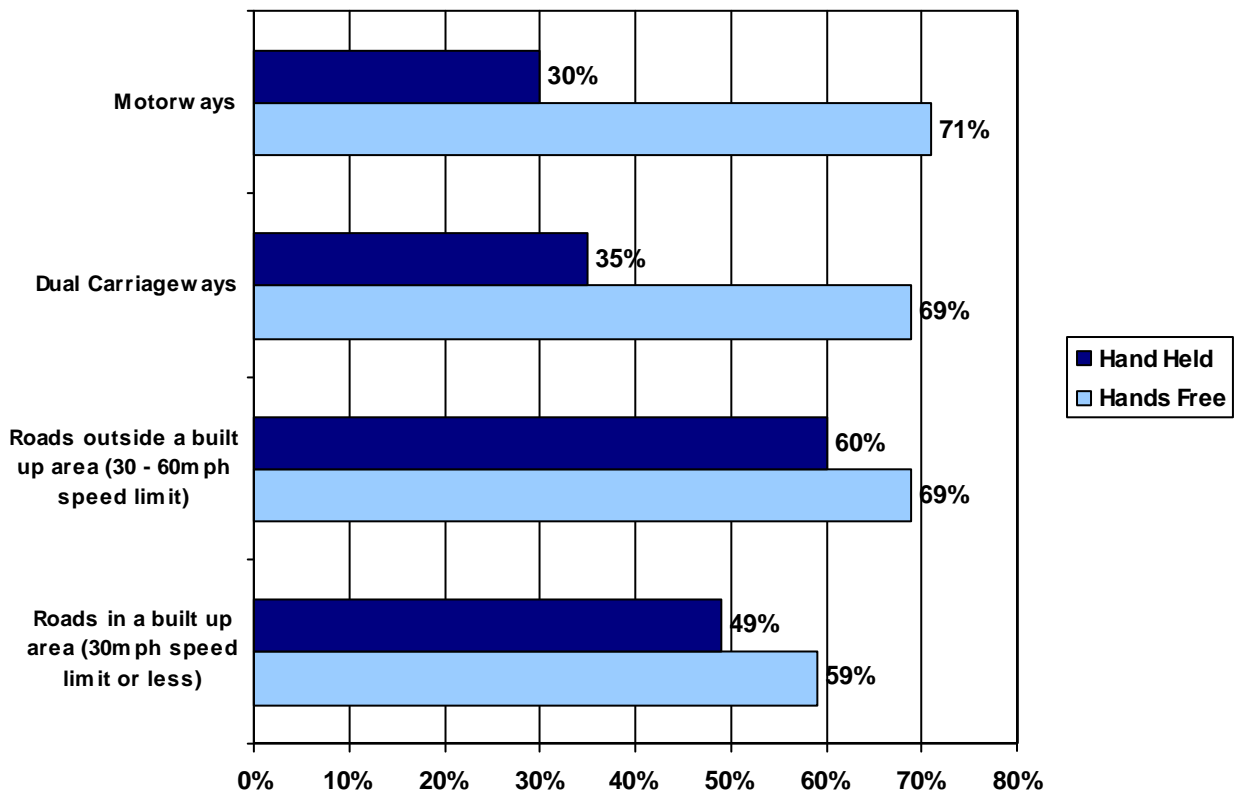
Figure 14c Trend for figure 13: Which of the following would you be likely to do while driving using your hands free mobile phone? (2007-2011)



Based on motorists who said they would use a hands free mobile phone while driving
Question not asked in 2010

The proportion of motorists interviewed who said they would use their mobile phone while driving, to answer calls, fell from 91% in 2007 to 82% in 2009, the level has remained similar from this point.

Figure 15 On what road types would you normally use your hand held / hands free mobile phone?



Based on motorists who said they would use a hand held / hands free mobile phone while driving

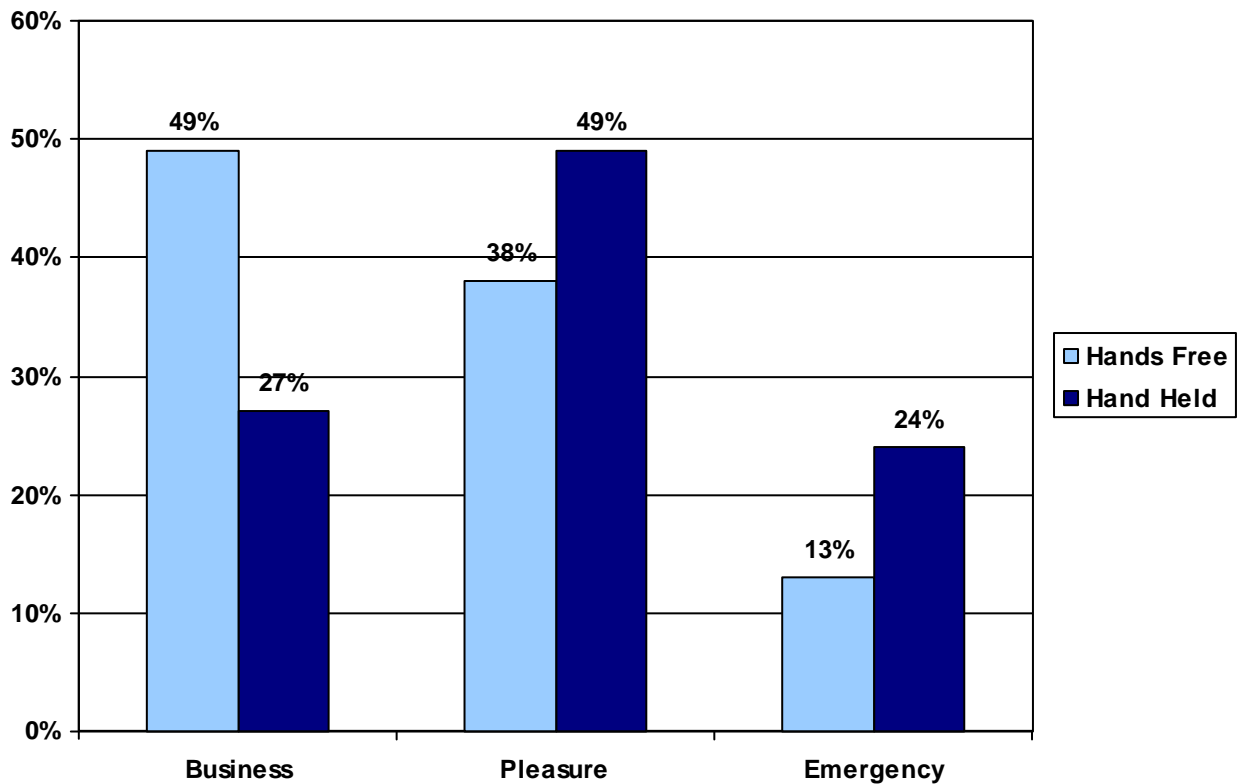
*Percentages may add to more than 100% due to multiple responses

Chart excludes don't knows and refusals

Base: Hand held = 101; Hands free = 227

Of those motorists interviewed who would use a hand held mobile phone while driving, around a third said they would normally do so on motorways or dual carriageways. This is in contrast with hands free usage, where over two thirds said they would do so on these road types.

Figure 16 For what reason would you normally use a hand held / hands free mobile phone?*



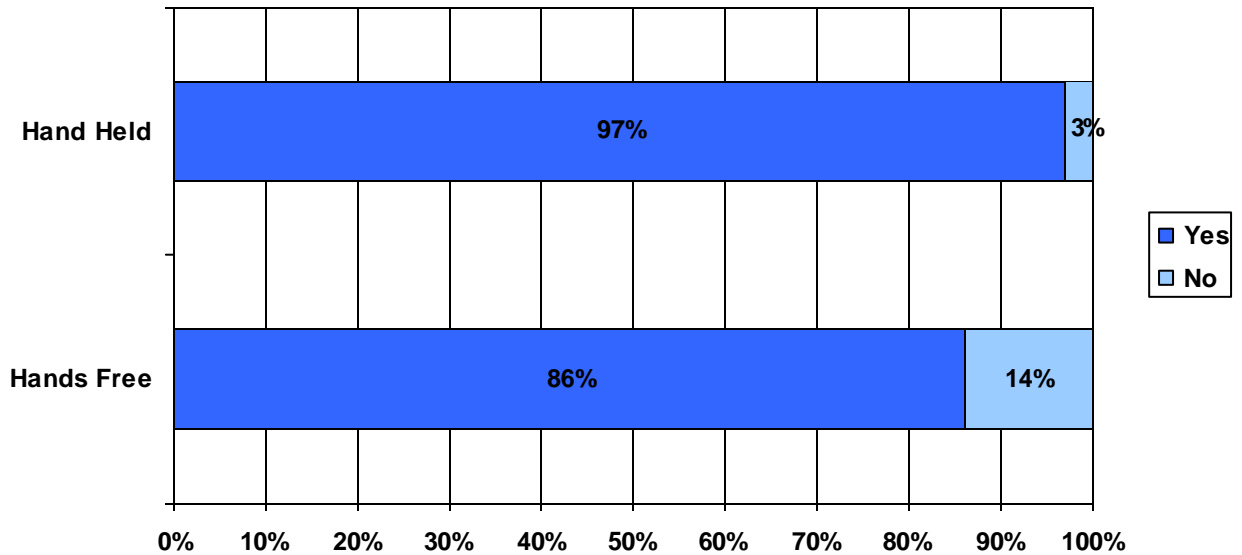
Based on motorists who said they would use a hand held / hands free mobile phone while driving
 *Chart excludes don't knows and refusals Base: Hand held = 101; Hands free = 227

% The most common reason stated by motorists interviewed for using a hand held mobile phone while driving is pleasure (49%), while 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 (27%).

Mobile Phone Attitude

Figure 17 Are you aware of any risks associated with using a hand- held / hands- free mobile phone while driving?

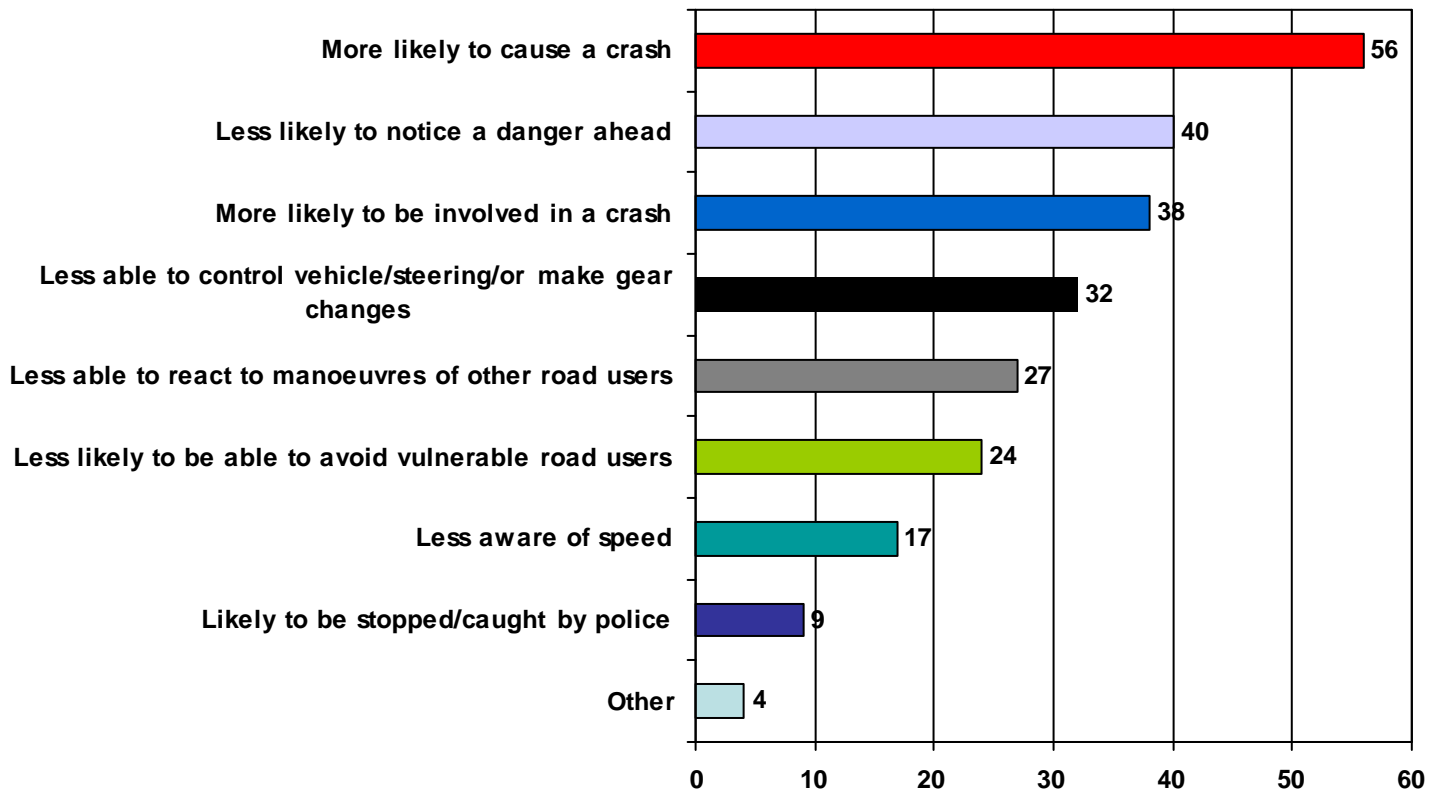


Based on motorists who said they would use a hand held / hands free mobile phone while driving
Base: Hand held = 101; Hands free = 227

‰ Almost all motorists who stated they would use a hand held mobile phone while driving say they are aware of risks associated with doing this (97%).

‰ 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 (86%).

Figure 18 What are the risks? (associated with using a hand-held mobile phone while driving)*

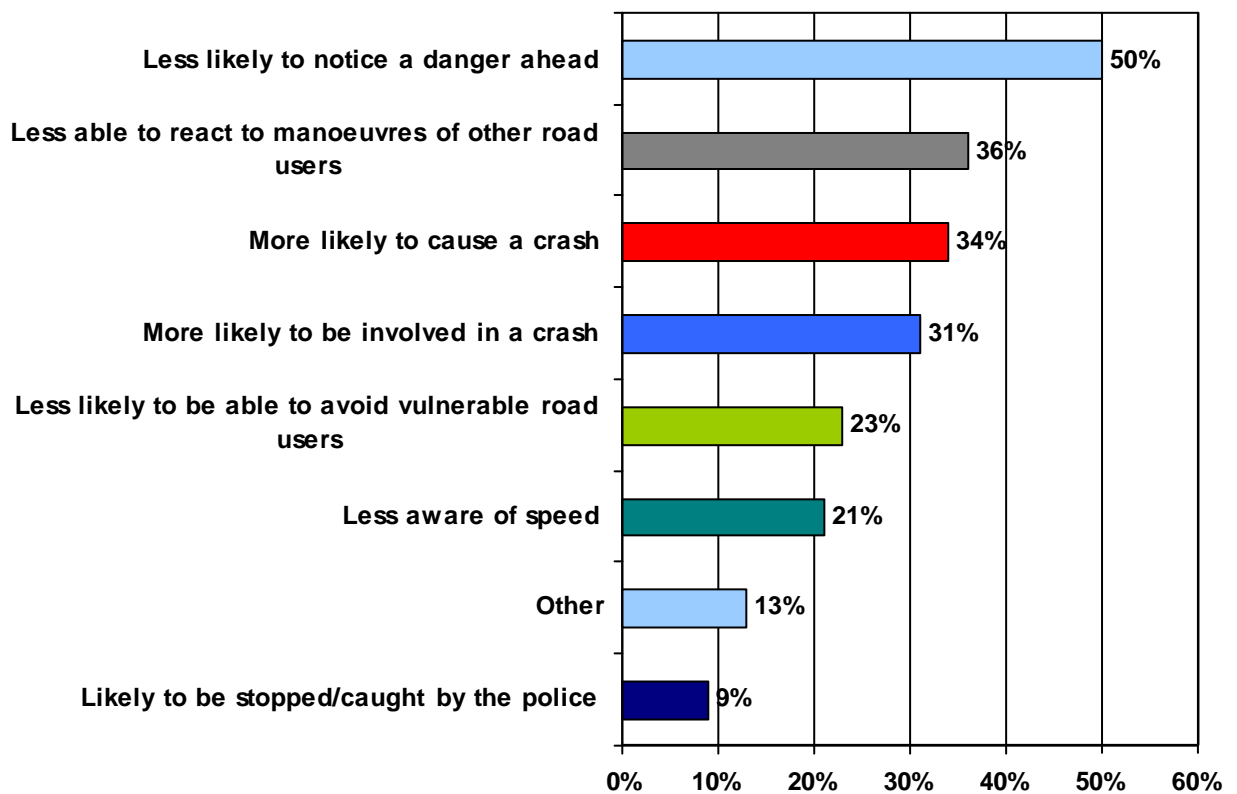


Based on those motorists who are aware of risks associated with using a hand held mobile phone while driving.
 *Percentages may add to more than 100% due to multiple responses

Base: 97

‰ The majority of risks (associated with using a hand held mobile phone while driving) identified by motorists interviewed related to road safety, with only 9% citing that they were likely to be stopped/caught by police.

Figure 19 What are the risks? (associated with using a hands-free mobile phone while driving)*



Based on those motorists 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: 197

‰ The majority of risks (associated with using a hands free mobile phone while driving) identified by motorists interviewed related to road safety, with only 9% of drivers citing that they were likely to be stopped/caught by the police.

Table 8 Would you agree that drivers should be allowed to use a **hand-held** mobile while driving?

(i) Analysis by Age

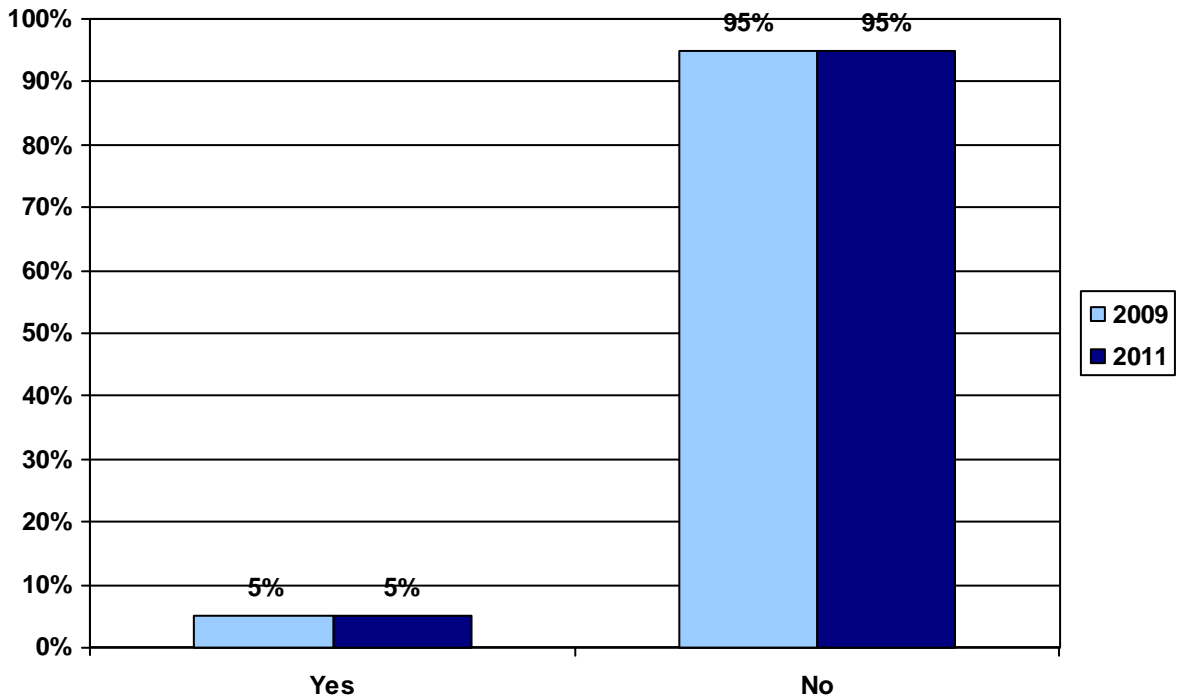
<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	[2]	7	5	6	4	5
No	[92]	93	95	94	95	95
Don't Know				0	0	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	6	4	5
No	94	96	95
Don't Know		0	0
Base number	481	634	1115

% The vast majority of respondents (95%) said they did not agree that drivers should be allowed to use a hand held mobile phone while driving, with similar proportions of male and female respondents saying this.

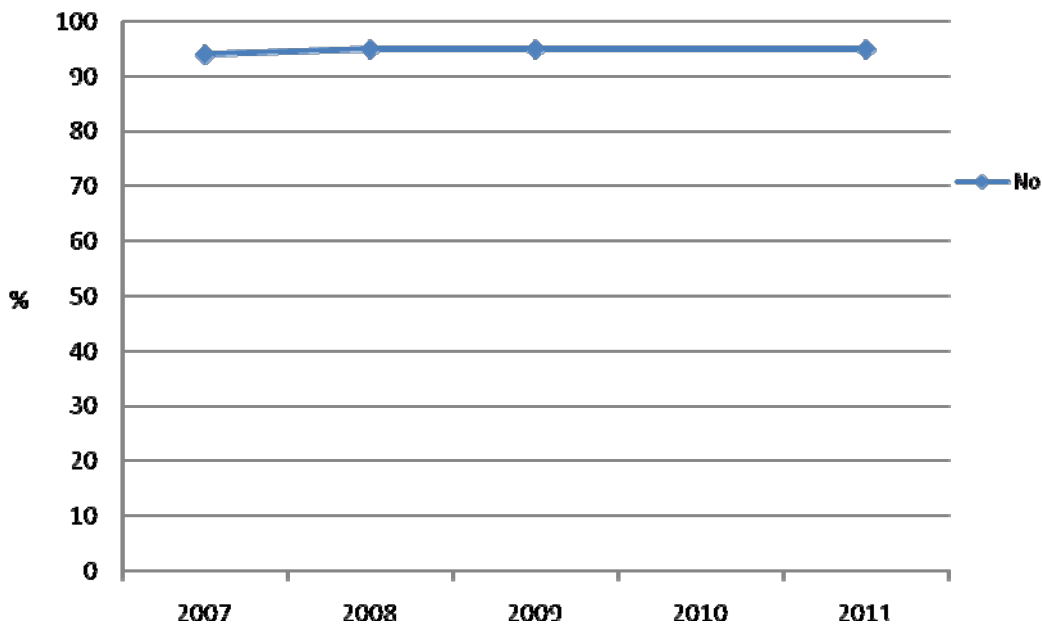
Figure 20a Change between 2009 and 2011: Would you agree that drivers should be allowed to use a hand-held mobile while driving?



Based on all respondents

Base 2009: 1,180
Base 2011: 1,115

Figure 20b Trend for Table 8: Would you agree that drivers should be allowed to use a hand-held mobile while driving? (2007-2011)



Based on all respondents
Question not asked in 2010

% The proportion of respondents that did not agree that drivers should be allowed to use a hand held mobile phone while driving has remained similar since 2007.

Table 9 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

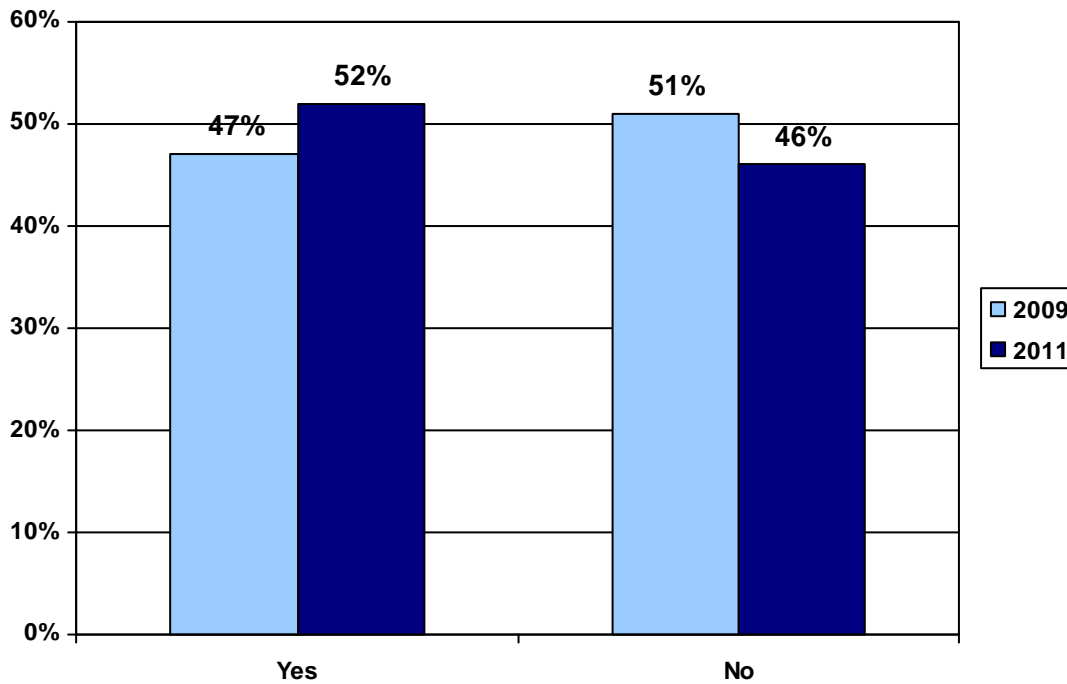
<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	[57]	55	50	48	55	52
No	[35]	44	48	51	42	46
Don't Know	[2]	1	2	1	3	2
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	50	54	52
No	48	44	46
Don't Know	2	1	2
Base number	481	634	1115

Over half of respondents (52%) said they do think it is likely that drivers using a hand held mobile phone will be caught by the police.

Figure 21a Change between 2009 and 2011: Do you think it is likely that drivers using a hand held mobile phone while driving will be caught by the police?

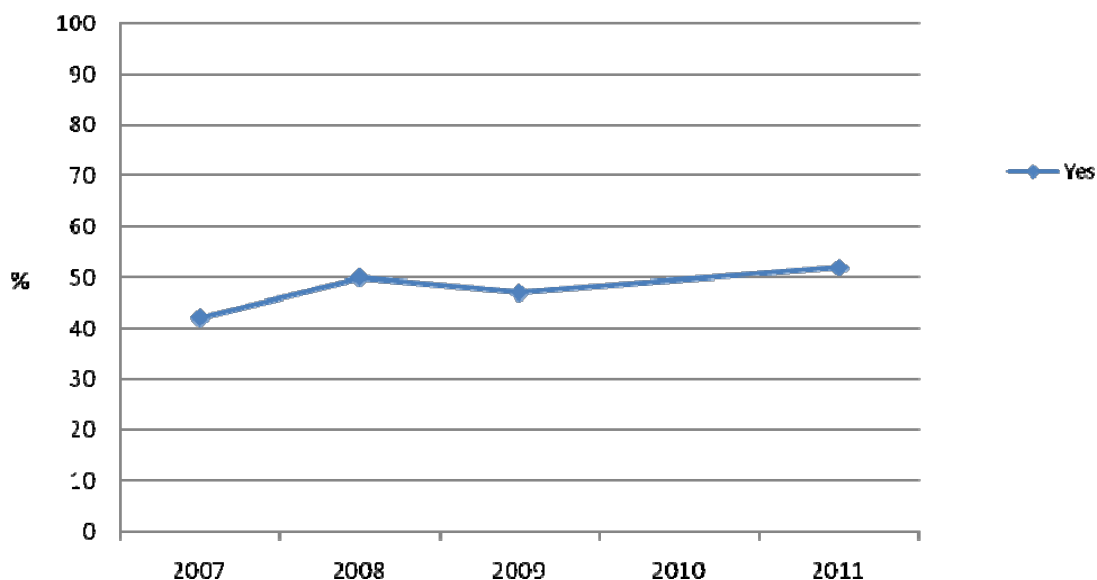


Based on all respondents

Base 2009: 1,180
Base 2011: 1,115

% The proportion of respondents who think that it is likely that drivers using a hand held mobile phone while driving will be caught by the police has increased from 47% in 2009 to 52% in 2011.

Figure 21b Trend for table 9: Do you think it is likely that drivers using a hand held mobile phone while driving will be caught by the police? (2007-2011)



Based on all respondents
Question not asked in 2010

% The proportion of respondents that think it is likely that drivers using a hand held mobile phone while driving will be caught by police increased from 42% in 2007 to 52% in 2011, with an increase of 5 percentage points since 2009.

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

(i) Analysis by Age

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Drinking and Driving (Hit Home)	[2]	0	1	1	1	1
Seat Belts (Selfish)					1	0
Speeding (Mess)			1		1	0
Driver Inattention/Carelessness (Moment)	[5]	3	6	3	4	4
Mobile Phones (Lift)	[79]	86	87	91	79	86
Never seen the advert	[7]	11	6	5	11	8
Don't Know	[1]			0	3	1
Base number	94	181	286	283	271	1115

(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 (Hit Home)	2	0	1
Seat Belts (Selfish)	0	0	0
Speeding (Mess)	0	0	0
Driver Inattention/Carelessness (Moment)	4	4	4
Mobile Phones (Lift)	85	86	86
Never seen the advert	8	8	8
Don't Know	1	1	1
Base number	481	634	1115

‰ Almost nine tenths (86%) of respondents correctly identified that the advertising campaign related to mobile phone usage.

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

Table 11a Are you aware of this advertising campaign?
(Mobile phones – Lift)

(i) Analysis by Age

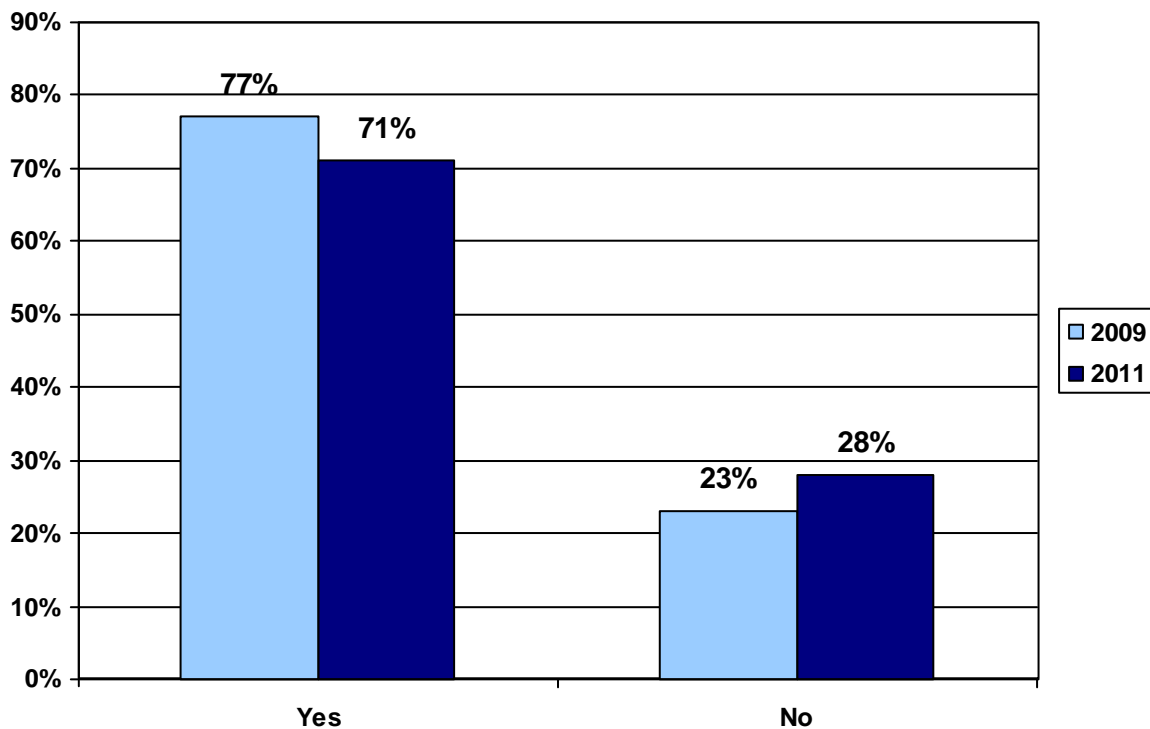
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	%	%	%	%	%	
Yes	[72]	68	75	73	64	71
No	[22]	30	25	27	35	28
Don't Know		2			1	1
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	72	71	71
No	28	29	28
Don't Know	0	1	1
Base number	481	634	1115

Almost three quarters of respondents (71%) were aware of the campaign.

Figure 22a Change between 2009 and 2011: Are you aware of this advertising campaign?
(Mobile phones – Lift)

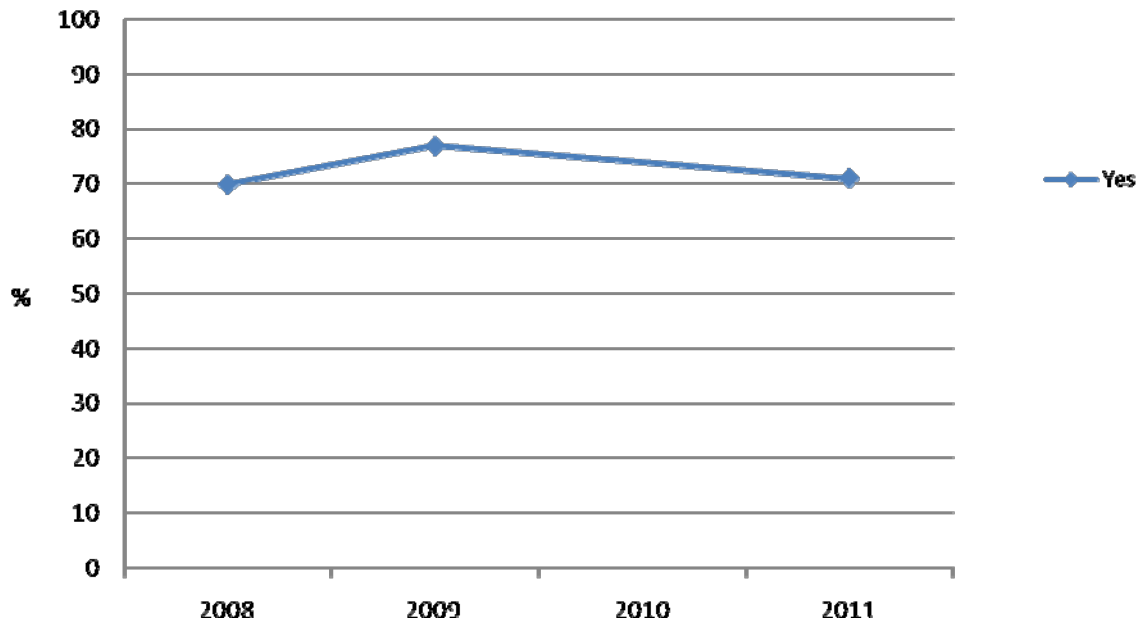


Based on all respondents

Base 2011: 1,115
Base 2009: 1,180

% The proportion of respondents that said they were aware of the campaign was lower in 2011 (71%) than in 2009 (77%).

Figure 22b Trend for Table 11a: Are you aware of this advertising campaign? (Mobile phones – Lift) (2008-2011)



Based on all respondents
Question not asked in 2010

Table 11b 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 11a Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	%	%	%	
Yes	[26]	[62]	63	62	48	62
No	[4]	[11]	11	14	12	12
I never use a hand held mobile phone while driving	[5]	[19]	26	25	41	26
Base number	35	92	166	157	108	558

(ii) Analysis by Gender

<i>All motorists answering "Yes" at Table 11a Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	61	64	62
No	15	8	12
I never use a hand held mobile phone while driving	24	28	26
Base number	270	288	558

Around three fifths (62%) of those motorists interviewed who are aware of the advertising campaigns said that the campaign had influenced their behaviour in relation to using a hand held mobile phone while driving. 12% stated that it had not influenced their behaviour.

Table 12 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	[73]	84	87	82	62	79
No	[21]	16	13	18	36	20
Don't Know		1	0	0	2	1
Base number	94	181	286	283	271	1115

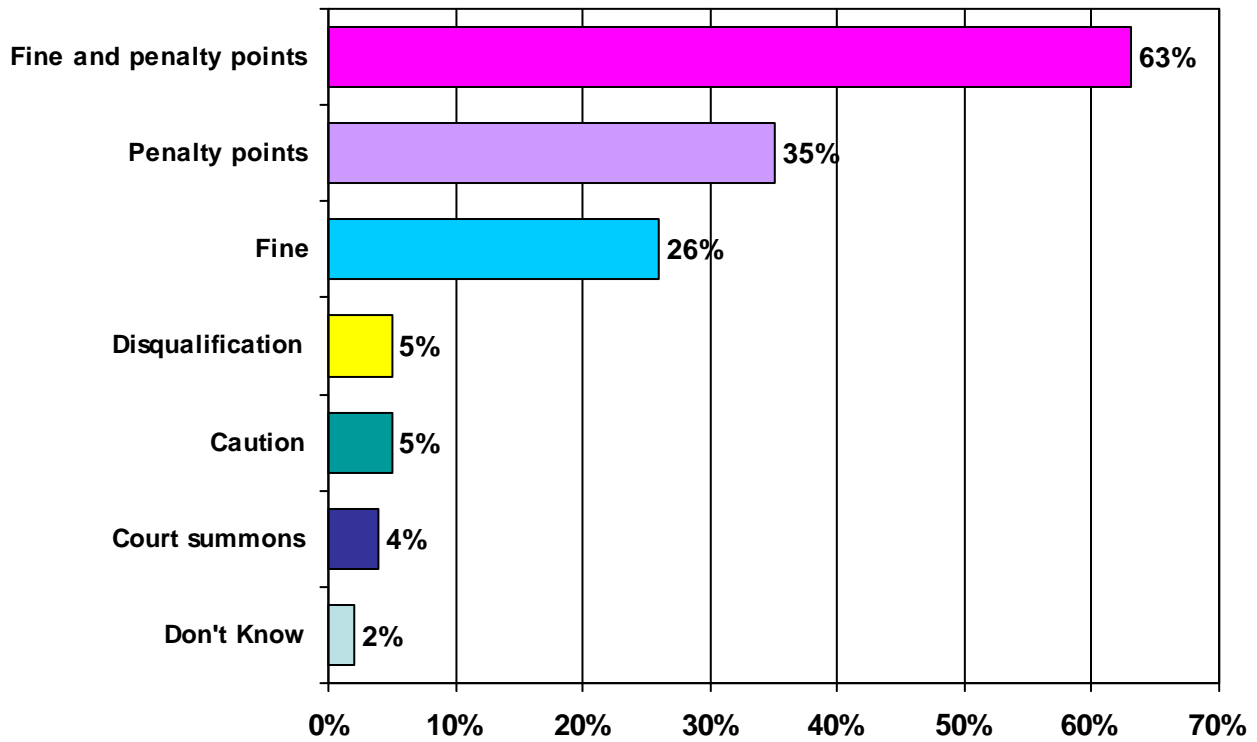
(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	81	77	79
No	18	22	20
Don't Know	1	1	1
Base number	481	634	1115

Of respondents interviewed 79% said they were aware of penalties for being caught by the police using a hand held mobile phone while driving.

Figure 23 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.
867

Base:

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

Over three fifths of respondents (63%), 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.

CHAPTER 4

School bus signage and lighting

School bus signage and lighting Behaviour

School bus signage and lighting Attitude

School bus signage and lighting Awareness

School bus signage and lighting - Main Findings:

School bus signage and lighting Behaviour

- ‰ Around one third of motorists interviewed (32%) would pass a bus that had stopped to let school children get on or off if they were driving behind it (36% of males, 28% of females) (Table 14).

School bus signage and lighting Attitude

- ‰ Over four fifths of motorists interviewed (84%) think that it is risky to pass a bus that has stopped to let school children get on or off, if they were driving behind one (Table 15).
- ‰ The proportion of motorists interviewed who think that it is risky to pass a bus that has stopped to let school children get on or off, when driving behind one, has decreased from 89% in 2007 to 84% in 2011 (Figure 28).

School bus signage and lighting Awareness

- ‰ The proportion of motorists interviewed who said they would be alerted to the fact that school children may be getting on or off a bus, by the bus displaying a school child sign, increased from 24% in 2007 to 31% in 2011 (Figure 30).
- ‰ The proportion that said they would be alerted to this by the bus displaying 'School Bus' or 'Schools' on the front of the bus, increased between from 30% in 2007 to 38% in 2011 (Figure 30).

School Bus Signage and Lighting Behaviour

Table 13 If you were driving behind a bus that had stopped to let people get on or off, would you usually pass the bus?

(i) Analysis by Age

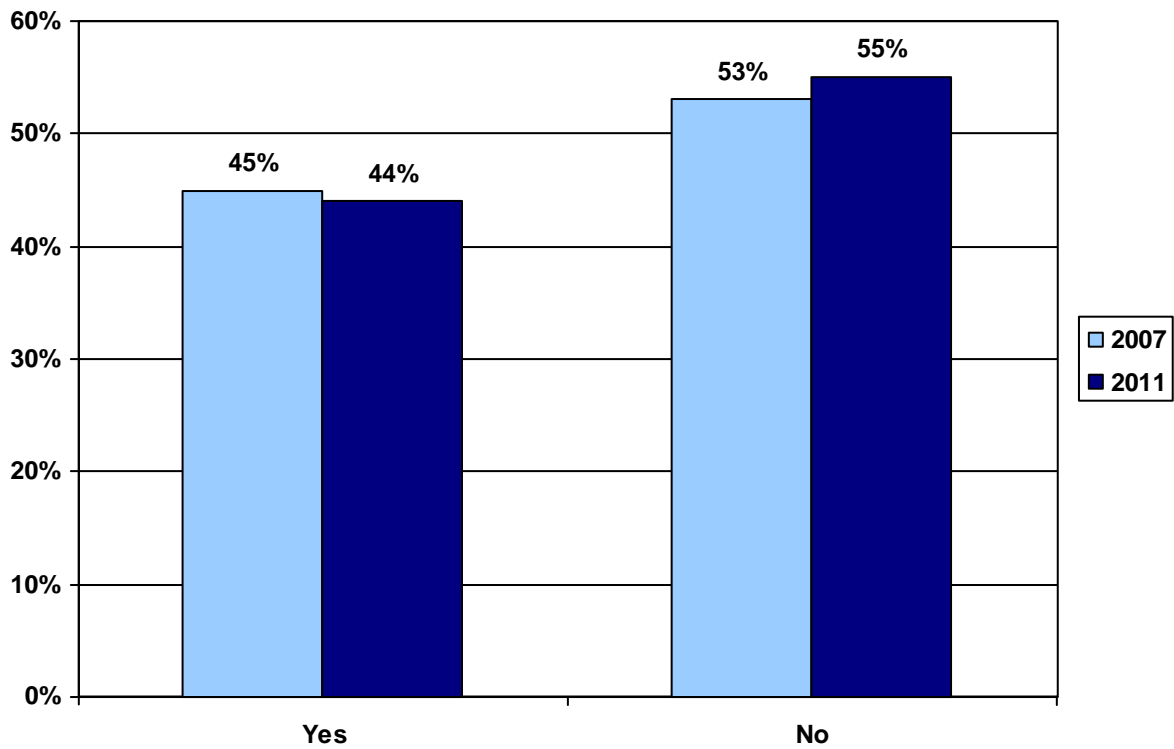
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[21]	49	47	38	43	44
No	[22]	49	52	61	56	55
Refusal				1		0
Don't Know	[1]	2	1	1	1	1
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	48	41	44
No	52	57	55
Refusal		1	0
Don't Know	1	1	1
Base number	380	401	781

% Less than half of motorists interviewed (44%) would normally pass a bus that had stopped to let people get on or off if they were driving behind it (48% of males, 41% of females).

Figure 24 Change between 2007 and 2011: If you were driving behind a bus that had stopped to let people get on or off, would you usually pass the bus?



Based on all motorists

Base 2007: 880
Base 2011: 781

‰ The proportion of motorists interviewed that said they would usually pass a bus if they were driving behind one that had stopped to let people get on or off, was similar in both 2007 and 2011.

Table 14 If you were driving behind a bus that had stopped to let school children get on or off, would you usually pass the bus?

(i) Analysis by Age

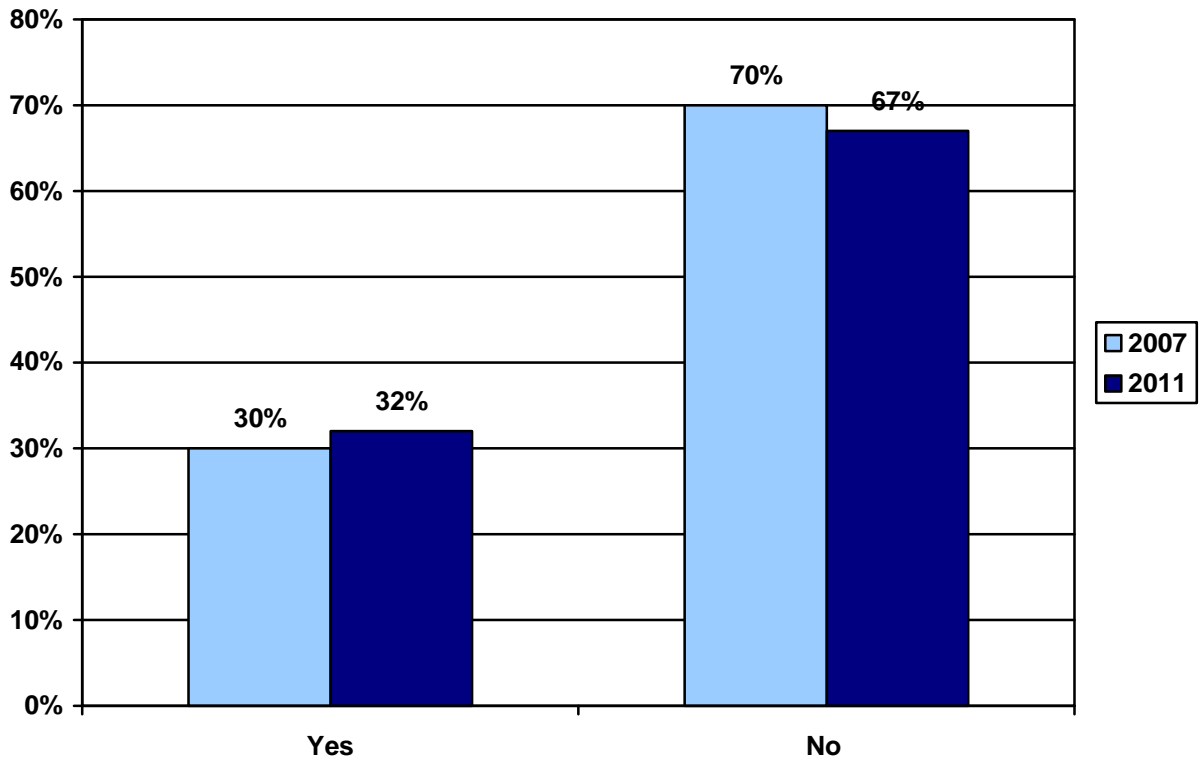
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[15]	38	31	31	27	32
No	[29]	61	68	69	71	67
Don't Know		1	0	0	1	1
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	36	28	32
No	63	72	67
Don't Know	1	1	1
Base number	380	401	781

‰ Around one third of motorists interviewed (32%) would pass a bus that had stopped to let school children get on or off if they were driving behind it (36% of males, 28% of females).

Figure 25 Change between 2007 and 2011: If you were driving behind a bus that had stopped to let school children get on or off, would you usually pass the bus?

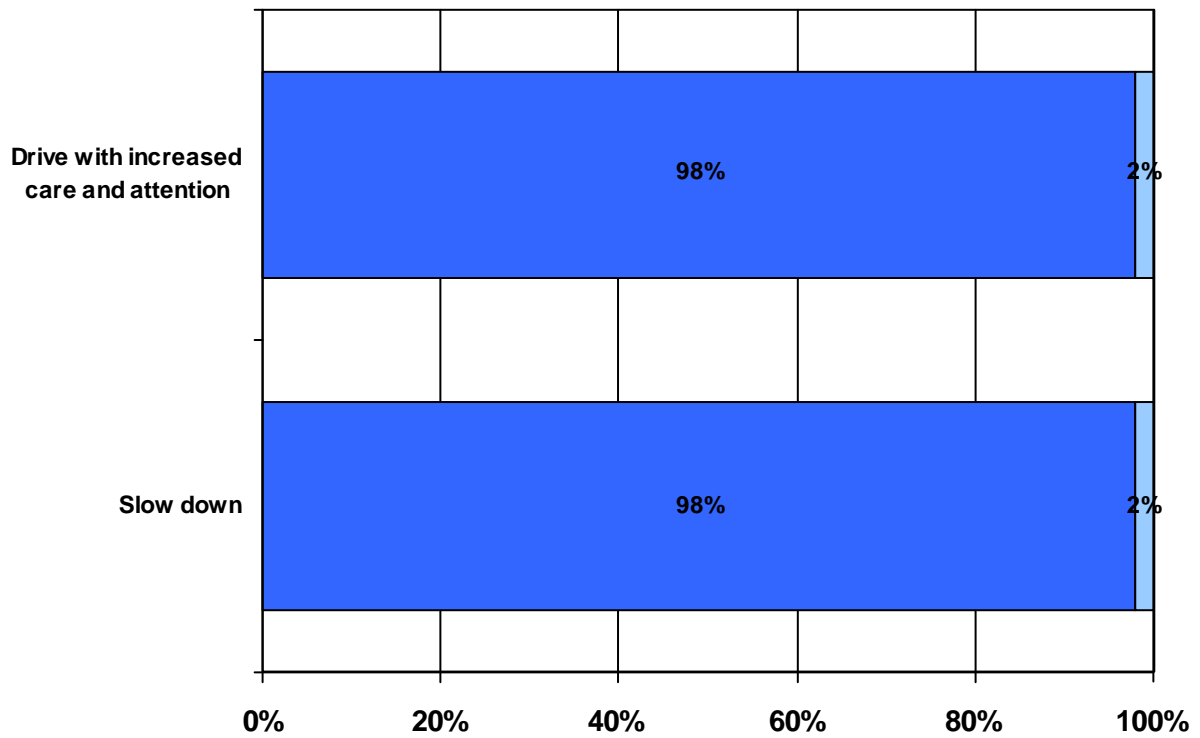


Based on all motorists

Base 2007: 880
Base 2011: 781

‰ The proportion of motorists interviewed that said they would usually pass a bus if they were driving behind one that had stopped to let school children get on or off, was similar in both 2007 and 2011.

Figure 26 If you were driving behind a bus that had stopped to let school children get on or off, while passing the bus would you usually ...?

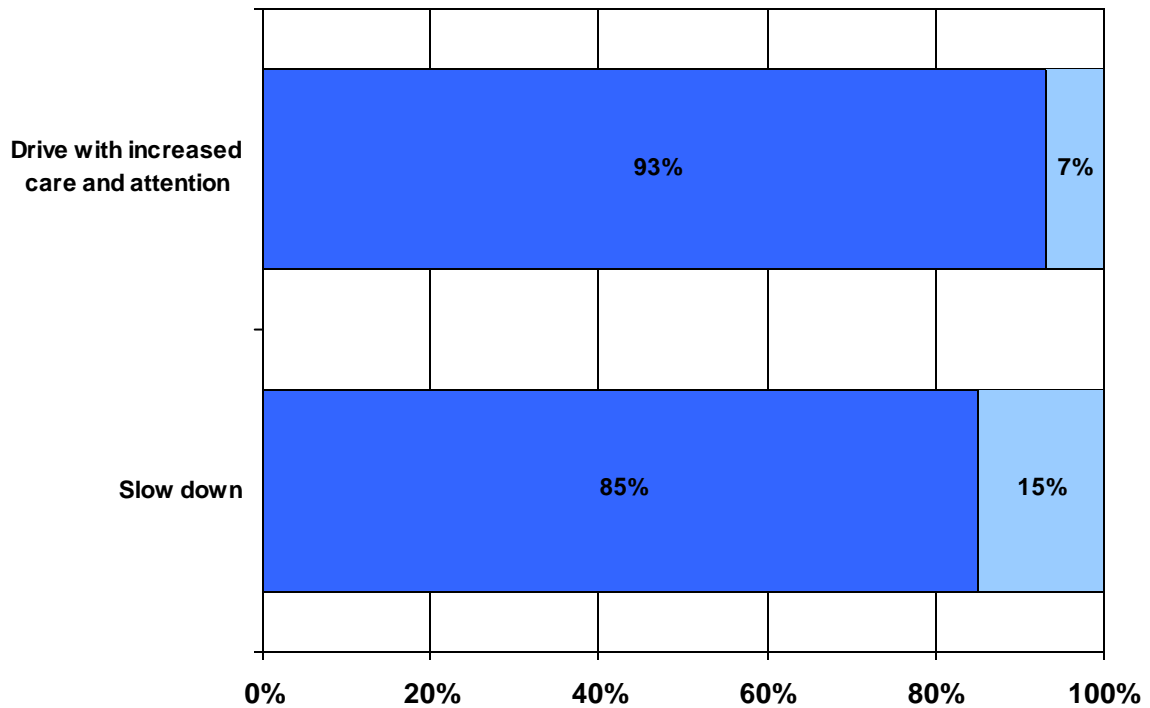


Based on all motorists answering yes to Table 14
 Chart excludes don't knows and refusals

Base: 247

- Most motorists interviewed (98%) driving behind a bus that had stopped to let school children get on or off, would drive with increased care and attention while passing the bus.
- The same proportion (98%) of motorists interviewed driving behind a bus that had stopped to let school children get on or off, would slow down while passing it.

Figure 27 If you were driving on the other side of the road from a bus that had stopped to let school children get on or off, while passing the bus would you usually ...?



Based on all motorists
 Chart excludes don't knows and refusals

Base: 781

- Most motorists interviewed (93%) driving on the other side of the road would drive with increased care and attention while passing a bus that had stopped to let school children get on or off.
- More than four in five motorists interviewed (85%) driving on the other side of the road would slow down while passing a bus that had stopped to let school children get on or off.

School Bus Signage and Lighting Attitude

Table 15 Imagine you are driving behind a bus, do you think that it is risky to pass a bus that has stopped to let school children get on or off?

(i) Analysis by Age

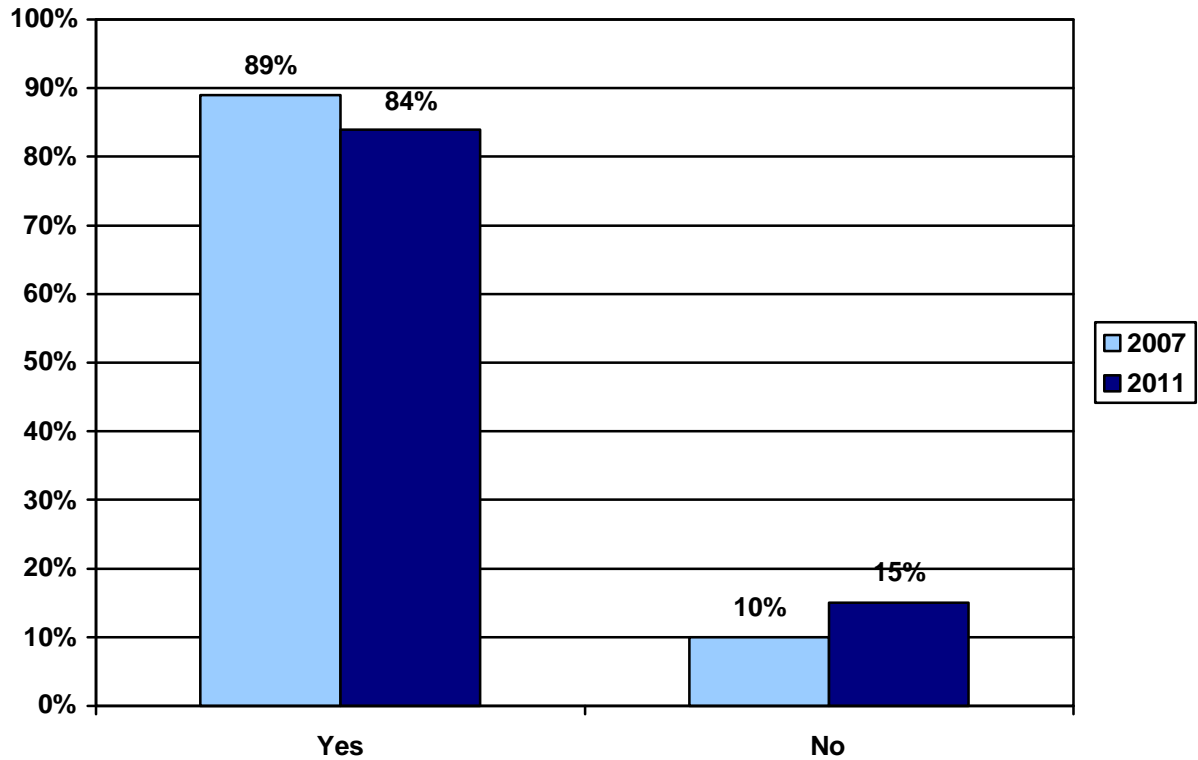
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[37]	87	85	83	85	84
No	[7]	13	15	16	15	15
Don't Know			0	1	1	0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	84	85	84
No	16	14	15
Don't Know	0	1	0
Base number	380	401	781

% Over four fifths of motorists interviewed (84%) think that it is risky to pass a bus that has stopped to let school children get on or off, if they were driving behind one.

Figure 28 Change between 2007 and 2011: Imagine you are driving behind a bus, do you think that it is risky to pass a bus that has stopped to let school children get on or off?



Based on all motorists

Base 2007: 880
Base 2011: 781

% The proportion of motorists interviewed who think that it is risky to pass a bus that has stopped to let school children get on or off, when driving behind one, has decreased from 89% in 2007 to 84% in 2011.

Table 16 Imagine you are driving in the opposite direction of a bus, do you think that it is risky to pass a bus that has stopped to let school children get on or off?

(i) Analysis by Age

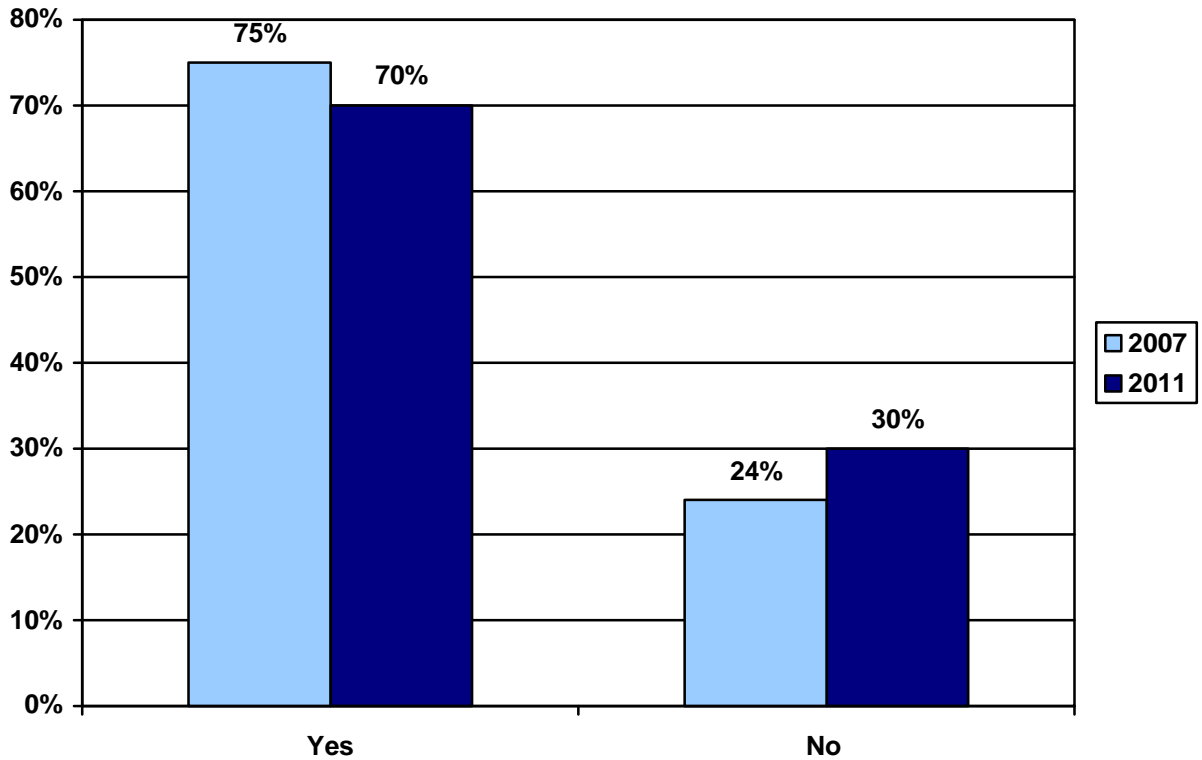
<i>All motorists</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[29]	71	67	69	79	70
No	[15]	28	33	31	21	30
Don't Know		1				0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	70	70	70
No	30	30	30
Don't Know		0	0
Base number	380	401	781

70% Seven in ten motorists interviewed (70%) think it is risky to pass a bus that has stopped to let school children get on or off if driving in the opposite direction.

Figure 29 Change between 2007 and 2011: Imagine you are driving in the opposite direction of a bus, do you think that it is risky to pass a bus that has stopped to let school children get on or off?



Based on all motorists

Base 2007: 880
Base 2011: 781

‰ The proportion of motorists interviewed who think that it is risky to pass a bus that has stopped to let school children get on or off, when driving in the opposite direction, has decreased from 75% in 2007 to 70% in 2011.

School Bus Signage and Lighting Awareness

Table 17 If you were out driving on a school day and saw a stopped bus, what would alert you to the fact that school children may be getting on or off the bus?

(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	%	%	%	%	%
The bus was yellow/ yellow and white	[12]	35	27	38	36	33
The bus was displaying a school child sign	[15]	38	28	28	35	31
The bus was displaying 'School Bus' or 'Schools' on the front of the bus	[22]	41	34	35	39	38
The bus had flashing warning lights	[8]	11	17	14	12	14
Presence of children in school uniform	[24]	49	50	42	37	45
Other	[4]	13	14	12	8	12
Don't Know		1	3	2	2	2
Base number (a)	44	133	225	216	163	781

(ii) Analysis by Gender

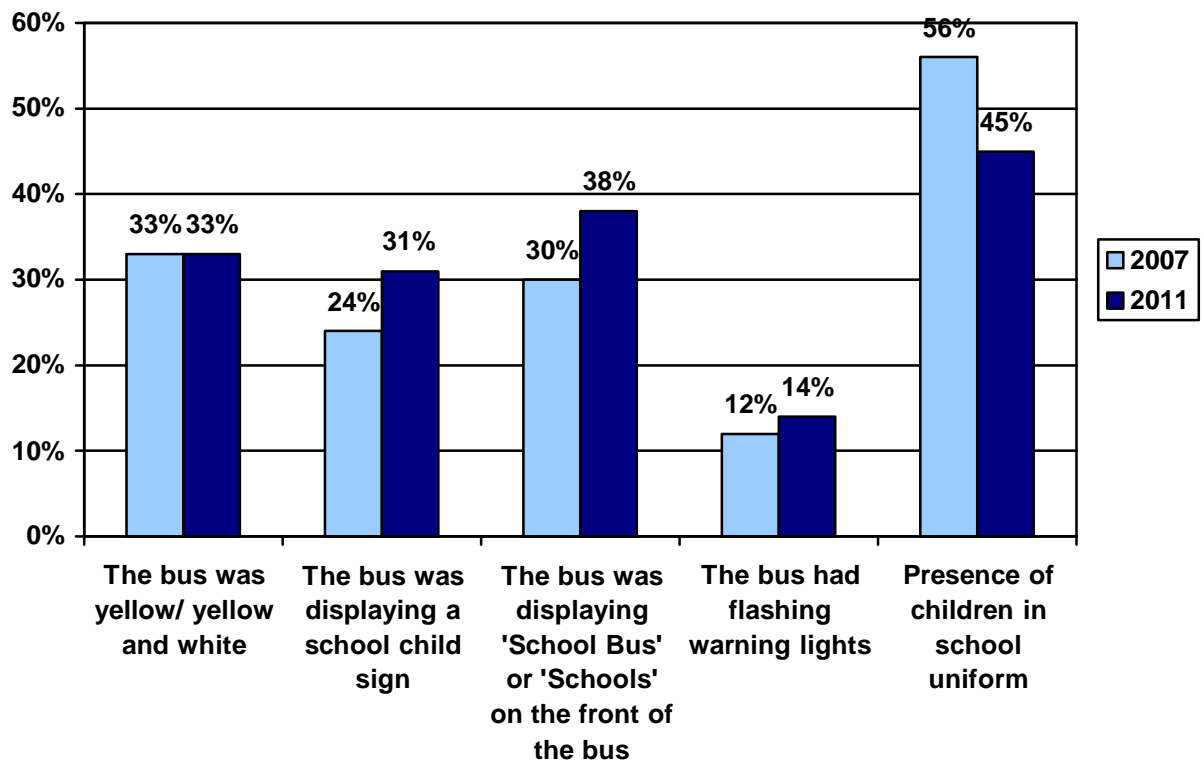
<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
The bus was yellow/ yellow and white	35	31	33
The bus was displaying a school child sign	34	29	31
The bus was displaying 'School Bus' or 'Schools' on the front of the bus	40	36	38
The bus had flashing warning lights	15	13	14
Presence of children in school uniform	43	47	45
Other	11	13	12
Don't Know	2	2	2
Base number(a)	380	401	781

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

When motorists were asked what would alert them to the fact that there may be school children getting on or off a stopped bus on a school day, they mentioned:

- f The presence of children in school uniform (45%).
- f The bus was displaying "School Bus" or "Schools" on the front of the bus (38%).
- f The bus was yellow, or yellow and white (33%).
- f The bus was displaying a school child sign (31%).

Figure 30 Change between 2007 and 2011: If you were out driving on a school day and saw a stopped bus, what would alert you to the fact that school children may be getting on or off the bus?



Based on all motorists

Base 2007: 880
Base 2011: 781

% The proportion of motorists interviewed who said they would be alerted to the fact that school children may be getting on or off a bus, by the bus displaying a school child sign, increased from 24% in 2007 to 31% in 2011. Likewise, the proportion that said they would be alerted to this by the bus displaying 'School Bus' or 'Schools' on the front of the bus, increased between from 30% in 2007 to 38% in 2011.

Table 18 Motorists were asked the meaning of the school bus sign.

(i) Analysis by Age

<i>All motorists Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
The bus is carrying children and is a school bus	[16]	40	39	49	45	43
There are children on the bus	[13]	27	31	22	22	26
It is a school bus	[12]	25	25	21	21	23
Other	[1]	2	3	4	4	3
Refusal		1		0		0
Don't Know	[2]	6	1	4	8	4
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
The bus is carrying children and is a school bus	43	43	43
There are children on the bus	26	26	26
It is a school bus	22	24	23
Other	4	3	3
Refusal	0	0	0
Don't Know	5	4	4
Base number	380	401	781

Over two fifths of motorists correctly said that the sign means that the bus is carrying school children and is a school bus (43%).

Table 19 Are you aware of any advertising campaigns that relate to the risks of drivers passing buses that have stopped to let school children get on or off?

(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	[8]	21	16	20	18	18
No	[36]	79	84	80	81	81
Don't Know					1	0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	21	16	18
No	79	83	81
Don't Know	0	0	0
Base number	380	401	781

% Around one fifth of motorists interviewed (18%) said they are aware of advertising campaigns relating to the risks of drivers passing buses that have stopped to let school children get on or off.

CHAPTER 5

Carelessness and Inattention

Carelessness and Inattention Behaviour

Carelessness and Inattention Attitude

Carelessness and Inattention Awareness

Main Findings:

Carelessness and Inattention Behaviour

- ‰ Approaching two thirds of motorists (63%) have found themselves changing radio/music controls/GPS during a journey. Over two fifths (43%) mentioned eating, drinking or spilling food or drinks, and 41% highlighted being distracted by someone inside the vehicle (Table 20).

Carelessness and Inattention Attitude

- ‰ Over four fifths of respondents (85%) strongly agree or agree with the statement that every driver drives carelessly the odd time (Table 21).
- ‰ Male respondents (39%) were more likely than female respondents (31%) to 'agree' or 'strongly agree' with the statement that careless driving is just a small lapse (Table 22).
- ‰ Around four out of every five respondents (81%) disagree that careless driving is just inattention and is not very likely to kill anyone (Table 23).
- ‰ Nearly all respondents (98%) think it is either very fair or fair that a guilty driver could go to prison for killing someone due to drinking and driving (Table 24).
- ‰ Over four fifths of respondents (83%) think it is either very fair or fair that a guilty driver could go to prison for killing someone due to speeding (Table 25).
- ‰ Over four fifths of respondents (81%) think it is very fair or fair that a guilty driver could go to prison for killing someone due to careless driving (Table 26).
- ‰ The vast majority of respondents (95%) think it is either very fair or fair that a guilty driver could go to prison for killing someone due to dangerous driving (Table 27).

Carelessness and Inattention Awareness

- ‰ Three fifths of respondents (60%) were aware of the campaign when told it related to carelessness and inattention (Table 31).
- ‰ Over three quarters (76%) of those motorists interviewed who said they were aware of the campaign stated that it had a positive influence on their behaviour in relation to carelessness and inattention (Table 32).
- ‰ Almost one quarter of respondents (24%) think that if a driver behaves dangerously on the road and someone dies as a result the driver could be sent to prison for up to 5 years (Figure 31).

Carelessness and Inattention Behaviour

Table 20 Imagine you are driving, which of the following actions have you ever found yourself doing during a journey?

(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	%	%	%	%	%
Use of mobile phone – talking/texting/dialling/all other phone use	[9]	35	32	20	7	24
Eating, drinking or spilling food or drinks	[19]	64	52	41	12	43
Changing radio/music controls/GPS	[29]	70	73	58	45	63
Smoking	[4]	19	21	14	6	15
Reading or writing		4	6	0	1	3
Personal grooming – e.g. brushing hair, applying makeup, shaving	[2]	5	4	3	1	4
Distracted by someone inside the vehicle	[18]	53	49	33	29	41
Distracted by someone outside the vehicle	[10]	30	35	23	20	26
None of these	[6]	5	4	10	30	11
Refusal				1		0
Base number	44	133	225	216	163	781

(ii) Analysis by Gender

<i>All motorists</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Use of mobile phone – talking/texting/dialling/all other phone use	27	21	24
Eating, drinking or spilling food or drinks	43	42	43
Changing radio/music controls/GPS	65	61	63
Smoking	19	11	15
Reading or writing	3	2	3
Personal grooming – e.g. brushing hair, applying makeup, shaving	1	6	4
Distracted by someone inside the vehicle	36	46	41
Distracted by someone outside the vehicle	29	24	26
None of these	9	13	11
Refusal		1	0
Base number	380	401	781

- ‰ Approaching two thirds of motorists interviewed (63%) have found themselves changing radio/music controls/GPS during a journey. Over two fifths (43%) mentioned eating, drinking or spilling food or drinks, and 41% highlighted being distracted by someone inside the vehicle.
- ‰ A greater proportion of female (46%) than male (36%) motorists interviewed have found themselves distracted by someone inside the vehicle during a journey.
- ‰ Male motorists interviewed (19%) are more likely than female motorists interviewed (11%) to have found themselves smoking during a journey.
- ‰ Motorists interviewed aged up to 49 years old are more likely than those aged 50 and over to have found themselves doing the majority of actions listed in Table 20 during a journey.

Carelessness and Inattention Attitude

Table 21 To what extent do you agree or disagree with the following statements ...
Every driver drives carelessly the odd time?

(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	
	Count	%	%	%	%	%
Strongly agree	[12]	29	32	25	20	25
Agree	[63]	58	55	62	64	60
Neither agree or disagree	[8]	6	5	5	7	6
Disagree	[8]	8	7	7	7	7
Strongly disagree	[3]		0	1	1	1
Don't Know			1		1	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Strongly agree	28	23	25
Agree	60	61	60
Neither agree or disagree	5	6	6
Disagree	6	8	7
Strongly disagree	1	1	1
Don't Know		1	0
Base number	481	634	1115

% Over four fifths of respondents (85%) strongly agree or agree with the statement that every driver drives carelessly the odd time.

**Table 22 To what extent do you agree or disagree with the following statements ...
Careless driving is just a small lapse?**

(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	
	Count	%	%	%	%	
Strongly agree	[3]	4	4	4	5	4
Agree	[26]	23	25	32	44	30
Neither agree or disagree	[22]	22	23	13	15	19
Disagree	[36]	44	42	39	29	39
Strongly disagree	[7]	6	7	12	6	8
Don't Know		1	0	0	1	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Strongly agree	4	4	4
Agree	35	27	30
Neither agree or disagree	18	20	19
Disagree	37	40	39
Strongly disagree	7	9	8
Don't Know	1	0	0
Base number	481	634	1115

- ‰ Almost one half of respondents (47%) disagree or strongly disagree with the statement that careless driving is just a small lapse.
- ‰ As the age of respondent increases so too does the likelihood that they will 'agree' or 'strongly agree' with the statement that careless driving is just a small lapse.
- ‰ Male respondents (39%) were more likely than female respondents (31%) to 'agree' or 'strongly agree' with the statement that careless driving is just a small lapse.

**Table 23 To what extent do you agree or disagree with the following statements ...
Careless driving is just inattention – it's not very likely to kill anyone?**

(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	
	Count	%	%	%	%	%
Strongly agree	[2]	3	2	1	2	2
Agree	[10]	5	7	10	14	9
Neither agree or disagree	[5]	7	4	10	11	8
Disagree	[52]	52	59	56	49	55
Strongly disagree	[25]	34	29	23	22	26
Don't Know					2	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Strongly agree	1	2	2
Agree	10	8	9
Neither agree or disagree	10	6	8
Disagree	54	56	55
Strongly disagree	25	28	26
Don't Know		1	0
Base number	481	634	1115

Over four fifths of respondents (81%) disagree or strongly disagree with the statement that careless driving is just inattention – it's not very likely to kill anyone.

Table 24 **How fair or unfair is it that a guilty driver could go to prison for killing someone due to ... Drinking and 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	
	Count	%	%	%	%	
Very fair	[73]	82	79	77	68	77
Fair	[18]	18	19	19	28	21
Neither fair or unfair	[1]		2	3	1	1
Unfair			0	1	1	1
Very unfair	[2]		0	0		0
Refusal				0		0
Don't Know				0	1	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Very fair	77	76	77
Fair	20	22	21
Neither fair or unfair	2	1	1
Unfair	1	0	1
Very unfair	0	0	0
Refusal	0		0
Don't Know		0	0
Base number	481	634	1115

‰ Nearly all respondents (98%) think it is very fair or fair that a guilty driver could go to prison for killing someone due to drinking and driving.

‰ All respondents aged 25-34 thought it was very fair or fair that a guilty driver could go to prison for killing someone due to drinking and driving. This compares to 96% of respondents aged 50 and over.

Table 25 How fair or unfair is it that a guilty driver could go to prison for killing someone due to ... Speeding?

(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	
	Count	%	%	%	%	%
Very fair	[47]	49	51	53	41	49
Fair	[38]	34	32	27	39	34
Neither fair or unfair	[3]	11	9	11	10	9
Unfair	[4]	6	7	8	10	7
Very unfair	[2]			1		0
Don't Know					0	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Very fair	47	50	49
Fair	33	35	34
Neither fair or unfair	10	8	9
Unfair	9	6	7
Very unfair	0	1	0
Don't Know		0	0
Base number	481	634	1115

Over four fifths of respondents (83%) think it is very fair or fair that a guilty driver could go to prison for killing someone due to speeding.

Table 26 How fair or unfair is it that a guilty driver could go to prison for killing someone due to ... Careless 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	
	Count	%	%	%	%	%
Very fair	[35]	33	40	40	35	38
Fair	[48]	49	42	38	40	43
Neither fair or unfair	[6]	13	13	13	13	12
Unfair	[4]	4	5	8	10	6
Very unfair	[1]		0	1	1	0
Don't Know		1	1	0	1	1
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Very fair	37	39	38
Fair	43	42	43
Neither fair or unfair	13	12	12
Unfair	6	6	6
Very unfair	1	0	0
Don't Know	0	1	1
Base number	481	634	1115

Over four fifths of respondents (81%) think it is very fair or fair that a guilty driver could go to prison for killing someone due to careless driving.

Table 27 How fair or unfair is it that a guilty driver could go to prison for killing someone due to ... Dangerous 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	
	Count	%	%	%	%	%
Very fair	[57]	70	62	65	58	63
Fair	[30]	28	33	29	35	32
Neither fair or unfair	[2]	3	4	4	4	3
Unfair	[3]		1	1	2	1
Very unfair	[2]				0	0
Don't Know				0	1	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Very fair	62	64	63
Fair	32	32	32
Neither fair or unfair	4	3	3
Unfair	2	1	1
Very unfair	0	0	0
Don't Know		0	0
Base number	481	634	1115

‰ The vast majority of respondents (95%) think it is very fair or fair that a guilty driver could go to prison for killing someone due to dangerous driving.

Carelessness and Inattention Awareness

Table 28 If a driver behaves dangerously on the road and someone dies as a result, could the driver be sent to prison?

(i) Analysis by Age

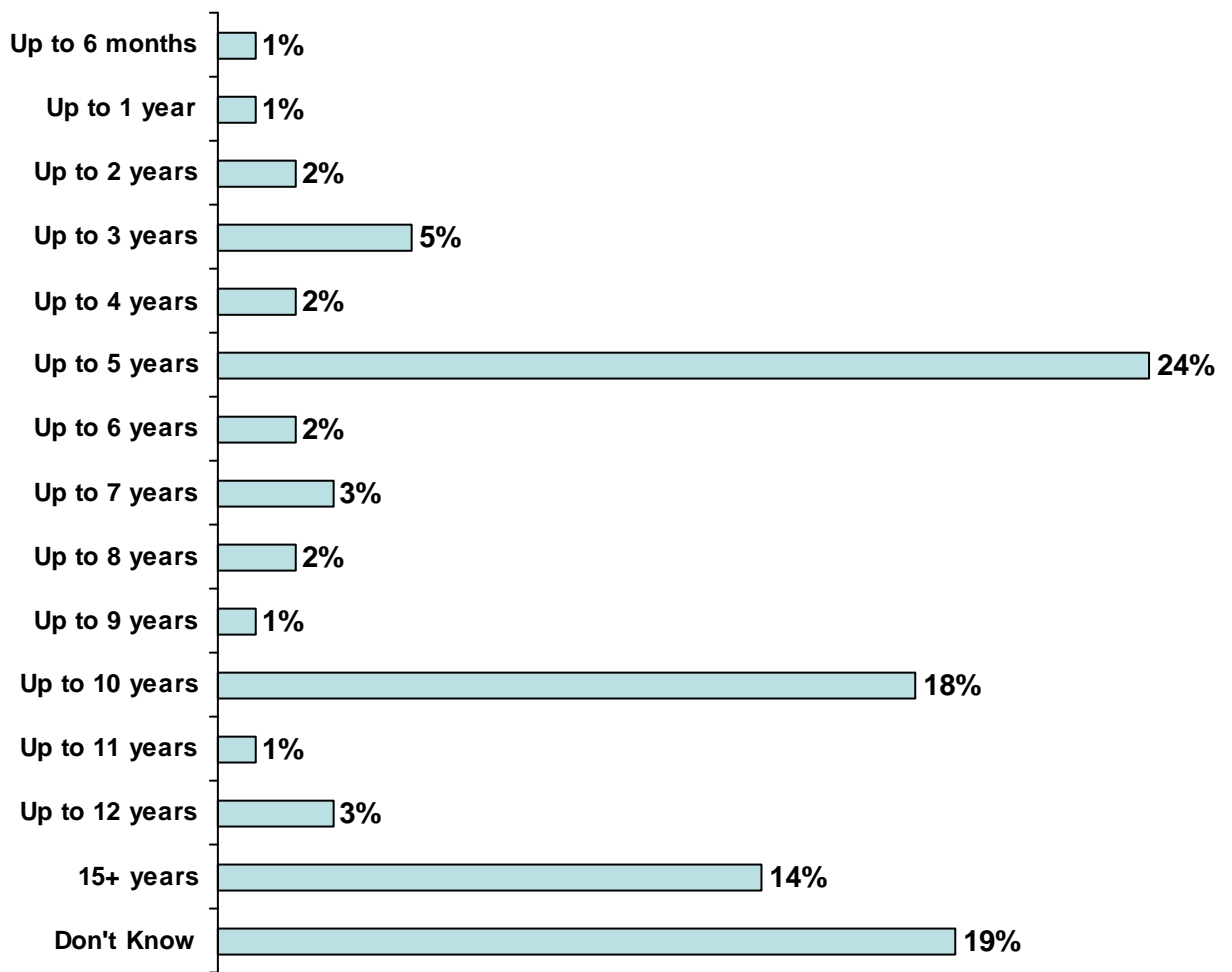
<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	
Yes	[91]	96	98	95	92	96
No	[3]	2		5	4	3
Refusal			2		0	0
Don't Know		2	1	0	3	1
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	
Yes	96	95	96
No	2	4	3
Refusal	0		0
Don't Know	2	1	1
Base number	481	634	1115

‰ The vast majority of respondents (96%) interviewed think that if a driver behaves dangerously on the road and someone dies as a result the driver could be sent to prison.

Figure 31 What is the maximum prison sentence for causing death by dangerous driving?



All persons answering yes at Table 28

Base: 1,059

Almost one quarter of respondents (24%) think that if a driver behaves dangerously on the road and someone dies as a result the driver could be sent to prison for up to 5 years. Fourteen percent think the maximum prison sentence for causing death by dangerous driving is 15 years or more.

Table 29 If a driver behaves carelessly on the road and someone dies as a result, could the driver be sent to prison?

(i) Analysis by Age

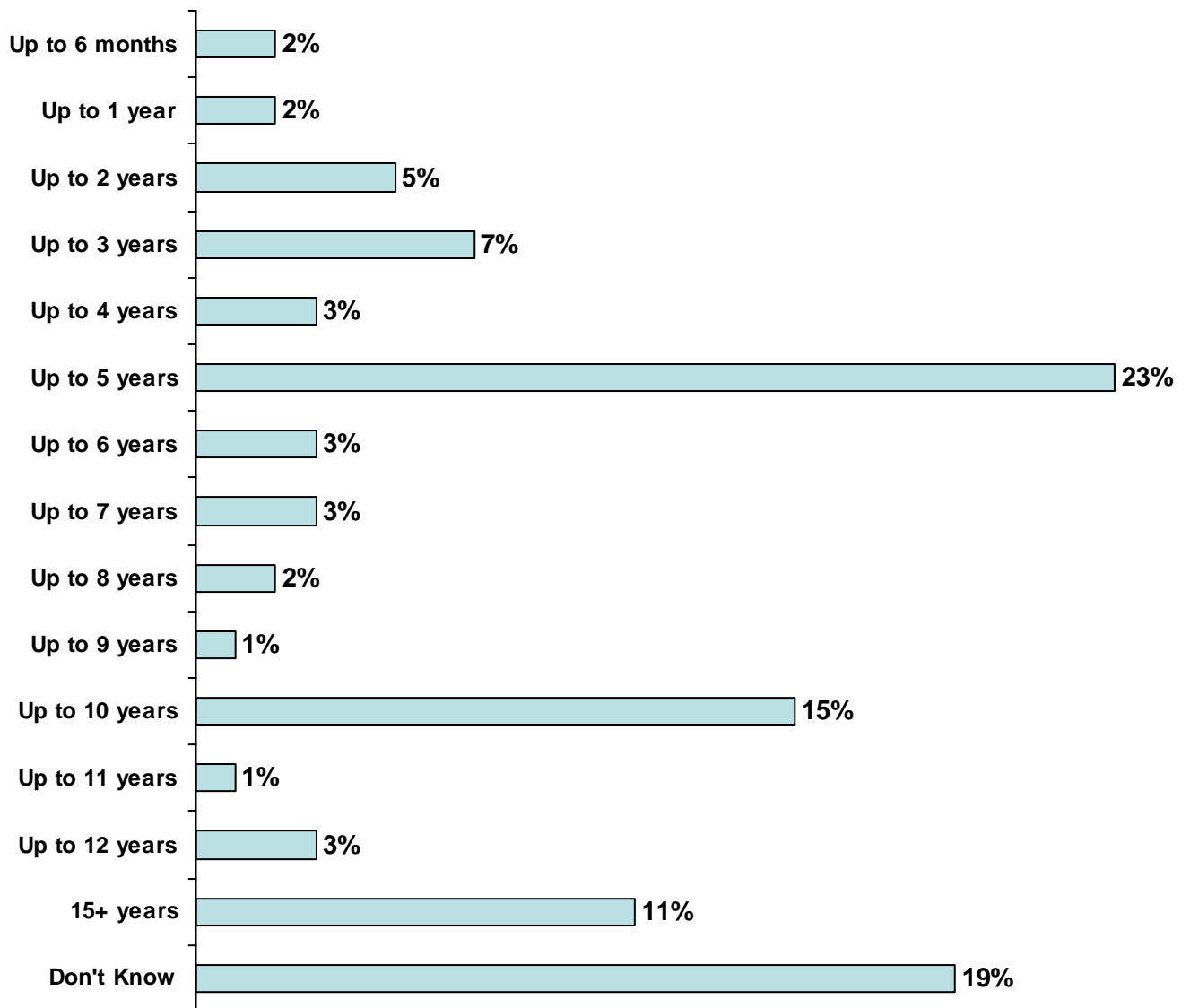
<i>All persons aged 16 and over Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	%	%	%	%	%
Yes	[87]	83	90	83	78	85
No	[7]	10	5	13	14	10
Refusal					1	0
Don't Know		6	5	4	7	5
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	85	85	85
No	10	10	10
Refusal	0	0	0
Don't Know	5	5	5
Base number	481	634	1115

85% Over four fifths of respondents (85%) think that if a driver behaves carelessly on the road and someone dies as a result the driver could be sent to prison.

Figure 32 What is the maximum prison sentence for causing death by careless driving?



All persons answering yes at Table 29

Base: 945

Almost one quarter of respondents (23%) think that if a driver behaves carelessly on the road and someone dies as a result the driver could be sent to prison for up to 5 years. Fifteen percent think up to 10 years.

During the interview, respondents were shown still pictures from a TV advertisement relating to carelessness and inattention called “Moment”. After seeing the pictures, respondents were asked about their awareness of the campaign.

Table 30 Could you tell me what you think this advertising campaign relates to? (Carelessness and Inattention – Moment)

(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	
	Count	%	%	%	%	%
Drinking and Driving (Hit Home)	[2]	3	6	9	6	6
Seat Belts (Selfish)	[13]	6	10	14	13	12
Speeding (Mess)	[5]	6	7	7	9	7
Driver Inattention/Carelessness (Moment)	[29]	41	33	30	23	32
Mobile Phones (Lift)	[25]	23	21	18	13	19
Never seen the advert	[19]	18	19	19	28	21
Other	[1]	0	0		1	0
Refusal			1			0
Don't Know		2	3	3	8	4
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Drinking and Driving (Hit Home)	7	5	6
Seat Belts (Selfish)	14	10	12
Speeding (Mess)	6	8	7
Driver Inattention/Carelessness (Moment)	34	30	32
Mobile Phones (Lift)	15	23	19
Never seen the advert	21	20	21
Other	1	0	0
Refusal		0	0
Don't Know	4	4	4
Base number	481	634	1115

% Almost one third (32%) of respondents correctly identified that the advertising campaign related to carelessness and inattention.

At this point respondents were told that the campaign related to carelessness and inattention.

Table 31 Are you aware of this advertising campaign? (Carelessness and inattention – moment)?

(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	
	Count	%	%	%	%	%
Yes	[61]	62	63	61	49	60
No	[33]	38	36	39	50	40
Don't Know			1		1	0
Base number	94	181	286	283	271	1115

(ii) Analysis by Gender

<i>All persons aged 16 and over Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	61	59	60
No	39	41	40
Don't Know	0	1	0
Base number	481	634	1115

‰ Three fifths of respondents (60%) were aware of the campaign.

‰ Respondents aged 65 and over (49%) were less likely to be aware of the campaign than other age groups.

Table 32 Has this campaign positively influenced your behaviour in relation to carelessness and inattention i.e. has it encouraged you to be more attentive when driving?

(i) Analysis by Age

<i>All motorist who answered "yes" at table 31</i> <i>Base = 100%</i>	Age					All Ages
	16-24	25-34	35-49	50-64	65 & over	
	Count	Count	%	%	Count	%
Yes	[25]	[60]	82	74	[59]	76
No	[4]	[10]	11	15	[12]	13
I am always attentive when driving	[1]	[7]	6	11	[16]	10
Don't Know	[1]		1			0
Base number	31	77	141	129	87	465

(ii) Analysis by Gender

<i>All motorist who answered "yes" at table 31</i> <i>Base = 100%</i>	Gender		Males and Females
	Male	Female	
	%	%	%
Yes	76	77	76
No	14	13	13
I am always attentive when driving	10	10	10
Don't Know	1		0
Base number	228	237	465

76% Over three quarters (76%) of those motorists interviewed who said they were aware of the campaign stated that it had a positive influence on their behaviour in relation to carelessness and inattention.

Northern Ireland Omnibus Survey: Technical Notes

1.1 The Sample

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

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

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

Number of households												
	1	2	3	4	5	6	7	8	9	10	11	12
Household selected	1	1	2	3	4	4	2	7	6	8	6	6

The interviewers then list all members of the household who are eligible for inclusion in the sample: that is, all persons currently aged 16 or over living at the address. From this listing of eligible adults, the interviewer's computer randomly selects one adult. This person, the selected respondent, is then asked to complete the interview.

1.2 The Fieldwork

Addresses were issued to a panel of 240 interviewers in the middle of March 2011. The fieldwork period was 1st April to the 7th May 2011.

	Number	Percent
Set sample of addresses	2200	
- Ineligible known	263	
- Ineligible unknown (pre-adjustment)	68	
- Eligible known (pre-adjustment)	1869	
- Ineligible (after adjustment)	271	
Eligible (after adjustment) ¹	1929	100
Fully co-operating	1111	58
Partially co-operating	4	0
Total co-operating	1115	58
Refusal to co-operate	523	27
Non-contact	231	12

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: 88%.

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 Mid Year Population Estimates (Table 1.3). The Omnibus Sample has also been compared to the achieved sample of the Continuous Household Survey (CHS).

	Mid Year Population Estimates 2009	CHS 2009/10 (all members of household 16+)	Omnibus (all members of household 16+)	Selected Respondent
Age				
16-24	17	15	13	11
25-34	17	16	16	16
35-49	27	26	27	28
50-64	21	23	23	25
65 and over	18	19	20	20
Gender				
Male	49	47	47	44
Female	51	53	53	56
Base=100%	1,406,769	5,382	2,129	1,115

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 35% of households consisted of one adult, while 47% of households consisted of two adults. 12% of households contained three adults, while 6% 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.

Number of adults 16 and over	Number	Household Size x Number	Relative Scaled Weight
1	390	390	0.523720
2	529	1058	1.047440
3	130	390	1.571160
4	49	196	2.094880
5	11	55	2.618600
6	3	18	3.142320
7	2	14	3.666040
8	1	8	4.189760

$$R = \frac{1115}{2129} = 0.523720056$$

To demonstrate the effects of weighting on the responses given by selected respondents, the question “To what extent do you agree or disagree with the following statement ... Every driver drives carelessly the odd time?” was analysed both weighted and unweighted (Tables 1.5 and 1.6).

Table 1.5 (Weighted)

	Frequency	Valid Percent
Strongly agree	277	24.9
Agree	673	60.4
Neither agree or disagree	67	6.0
Disagree	83	7.5
Strongly disagree	9	.8
Don't Know	4	.4
Total	1113	100.0

Table 1.6 (Unweighted)

	Frequency	Valid Percent
Strongly agree	278	24.9
Agree	669	60.0
Neither agree or disagree	74	6.6
Disagree	80	7.2
Strongly disagree	8	.7
Don't Know	6	.5
Total	1115	100.0

1.5 Sampling Error

No sample is likely to reflect precisely the characteristics of the population it is drawn from because of both sampling and non-sampling errors. An estimate of the amount of error due to the sampling process can be calculated. For a simple random sample design, in which every member of the sampled population has an equal and independent chance of inclusion in the sample, the sampling error of any percentage, p , can be calculated by the formula:

$$\text{s.e. } (p) = \sqrt{p*(100 - p)/n}$$

where n is the number of respondents on which the percentage is based. The sample for the NI Omnibus Survey is drawn as a random sample, and thus this formula can be used to calculate the sampling error of any percentage estimate from the survey.

A confidence interval for the population percentage can be calculated by the formula

$$95 \text{ per cent confidence interval} = p \pm 1.96 * \text{s.e. } (p)$$

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

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

1.6 Notation

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

The following symbols are used:

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

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