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Reader Information

Purpose	Report on the main findings of the Road Safety module which is carried out as part of the annual Northern Ireland Omnibus Survey. The module covers behaviour, attitudes and awareness of road safety issues among the general public in Northern Ireland.
Reporting Period	2014 – Fieldwork 6th May – 7th June 2014
Data Quality	Very good – data is collected by the NISRA 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 The results presented in this report are based on sample survey data and are therefore subject to a degree of error. This error will be reasonably small for the majority of Northern Ireland level results but will be larger in those estimates based on a small number of cases. See technical notes for further information.
Issued By	Analytical Services Branch Department of the Environment Room 6-10 Clarence Court 10-18 Adelaide Street Town Parks Belfast BT2 8GB
Statistician	Seana McIlwaine
Telephone	028 9054 0476
Email	seana.mcIlwaine@doeni.gov.uk
Internet address	http://www.doeni.gov.uk/road_safety_statistics.htm
Further information	For more information relating to this publication, including additional analysis, breakdowns of the data, or alternative formats please contact us at ASB@doeni.gov.uk.
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Introduction

This report continues the series of research monitors on attitudes to road safety issues in Northern Ireland (NI) and highlights the key findings of the research carried in the most recent Omnibus survey. For the 2014 survey, the topics chosen were Drinking and Driving, Speeding, Penalty Points, Seat Belts and Pedestrians (covered in chapters 2, 3, 4, 5 and 6 of the report, respectively).

This report details the results from the survey to provide an understanding of the attitudes, awareness and behaviour of respondents to specific road safety issues. The report additionally draws on other data sources where relevant, notably the PSNI collision and casualty statistics.

Detailed tables are included in the appendix 1 of this report and are also available to download in Excel format from http://www.doeni.gov.uk/road-safety-monitor-2014-detailed-tables.xls

Key points

- When respondents were asked to list the three most important influences in creating an awareness of road safety, just over seven in ten (72 per cent) stated that TV advertising was one of the most important factors, a reduction of ten percentage points from the previous year. Other main influences were 'penalties for breaking the law' (30 per cent), followed by 'news and documentaries on TV and radio', and 'a friend of relative involved in a collision or near miss' both equally rated by just over a quarter of respondents (26 per cent).

- The majority of respondents were aware of the DOE Road safety TV campaigns. Eighty-one percent were aware of 'Road to Zero', 77 per cent of Don't Forget and 70 per cent were aware of 'ONCE'. Across all campaigns the vast majority (over 9 in 10) reported being influenced.

- Almost nine in every ten respondents (88 per cent) stated that they were aware of at least one radio campaign. In 2013, the awareness levels of the radio road safety campaigns was 77 per cent, which represents an increase of eleven percentage points over the year and is similar to the level recorded in 2011 (87 per cent).

- Respondents perceived the three most important factors in causing injuries or deaths on our roads as people speeding (78 per cent), carelessness on the roads (59 per cent) and people driving after drinking (53 per cent). Speeding continues to be perceived as the main causation of road deaths and injuries year on year even though the latest PSNI road casualty statistics show that 'inattention or attention diverted' to be the principal causation factor.

- Over three-quarters (76 per cent) of drivers who drink alcohol said that they would not drive after having consumed one drink such as a pint of beer, a glass of wine, or a measurement of spirits, this is similar to levels report in 2013 (78 per cent).

- Almost half (49 per cent) of those interviewed stated they would travel as a passenger in a car in which the driver has had one alcoholic drink. When respondents were asked if it was acceptable to take one drink and drive, 61 per cent said 'No'.

- The majority (83 per cent) of respondents surveyed agreed that the police should be able to stop people at random and breathalyse them for driving under the influence of alcohol which is similar to the response in 2013 (85 per cent).

- Nearly nine out of ten (86 per cent) respondents thought drink driving was a situation when police should have the power to seize a vehicle, this was followed by drug driving (78 per cent).

- Over half (53 per cent) of all drivers interviewed believed that if they are exceeding the speed limit it is likely or very likely that they would be caught by the police, which is lower than the level recorded in 2011 (61 per cent).

- Respondents views were evenly split when asked their opinion on lowering the speed limit from 30mph in built up areas to 20 mph, (51 per cent: 'Yes', 49 per cent: 'No'). The majority of respondents (70 per cent) were, however, in favour of reducing the speed limit to 20mph outside schools.

- Almost eight in every ten (79 per cent) respondents thought the penalty point system is effective in making Northern Irelands' motorists act more responsibly. The majority of respondents (69 per cent) were aware that twelve points or more would lead to a person being disqualified from driving/losing their licence.

- Over half (52 per cent) of all respondents stated they would **never** wear high visibility items. This varied markedly by area of residence with nearly three quarters (72 per cent) of those who reside in Belfast Metropolitan Urban area (BMUA) stating this compared to just over a third (34 per cent) stating it in rural areas.

- Respondents overwhelmingly believed in the event of a road traffic collision, it is likely that a back street passenger not wearing a seat belt will injure themselves (91 per cent) or injure a front street passenger or driver.

- When respondents had to choose one option as to who they thought had the main responsibility for preventing road tragedy, a large majority (79 per cent) selected road users.

User Guidance

This report continues the series of research monitors reporting on attitudes to road safety issues in Northern Ireland. Since 1995 the DOE NI has commissioned CSU to undertake the production of these monitors. Previous to this a similar series was conducted by Ulster Marketing Surveys beginning in 1984.

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

There are a number of topics covered in the latest survey which include drinking and driving, penalty points, speeding, seat belts and pedestrians. Respondents were asked about their behaviour, their attitude and their awareness where appropriate.

Main Uses of Data

Data contained in this release are published primarily to provide an understanding of the attitudes, awareness and behaviours of the general public in relation to specific road safety topics and issues.

These data provide policy makers with some of the necessary information to formulate and evaluate road safety services. Current examples of this are the changes being brought in for new drivers and drink driving limits through the Northern Ireland Road Traffic (Amendment) Bill.

Policy makers can assess the effectiveness of DOE road safety campaigns and public awareness of them and identify where there are resource needs and allocate services that are fully responsive to public need.

Information gathered from the survey which gauges public awareness and effectiveness of road safety campaigns is used by DOE to audit external tracking research.

Additionally, The Road Safety Monitor information is used to inform the media, special interest groups and academics, and by the DOE to respond to parliamentary / assembly questions and ad hoc queries from the public.

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 detailed tables (Appendix 1) have been rounded to the nearest whole number. Where the base was less than 100, the actual number is given rather than the percentage, and these values are shown in square brackets.

Where a cell has a count of less than five these have been marked with an asterisk. Cells with a count greater than five may also be marked this way to avoid disclosure of cells under five.

The following symbols are used:

i) category not applicable - cell is 'N/A'
ii) figure less than 0.5%. - cell is '0'
iii) figures have been suppressed to avoid disclosure - cell is '*'

Data Source

Data contained within this report is collected as part of the May 2014 Northern Ireland Omnibus Survey, which consists 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 NISRA 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.

Once addresses are selected further selection stages are required to obtain a listing of individuals living at the address. An individual aged 16 years or over living at the selected address is then randomly selected by the interviewer's computer to complete the interview.

More detail on technical notes can be found in Appendix 2 of this report or at: http://www.csu.nisra.gov.uk/survey.asp76.htm

Weighting

Respondents selected for the survey who live in small households have a greater chance of selection than those living in larger households. Therefore prior to results stage a weighting exercise was carried out to adjust the results more details can be found in Appendix 2, section 2.4).

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.

Rounding and Survey Error

It should be noted that in some instances totals may not add up due to rounding.

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).

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 standard criteria is the 5% level, i.e. the probability being one in twenty that an observed difference might have arisen by chance factors alone (see Appendix 2 section 2.5).

Road Safety Information in the United Kingdom and European Union (EU)

While it is our intention to direct users to road safety information elsewhere in the UK and ROI, users should be aware that statistics in other administrations are not always measured in a comparable manner to those in Northern Ireland. Details of road safety data published elsewhere are listed below:

NatCen Report last carried out in Great Britain 2010. This study asked people about their own driving behaviour and what they thought were important road safety issues. http://www.natcen.ac.uk/media/40274/attitudes-road-safety.pdf

The SARTRE4 project deals with European road users' attitudes, perceptions, opinions, needs, experiences and expectations with respect to road traffic risk. http://www.attitudes-roadsafety.eu/

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Seana McIlwaine
Email: seana.mcilwaine@doeni.gov.uk
Tel: (028) 9054 0476

Chapter 1: General Awareness of Road Safety and DOE Road Safety Campaigns

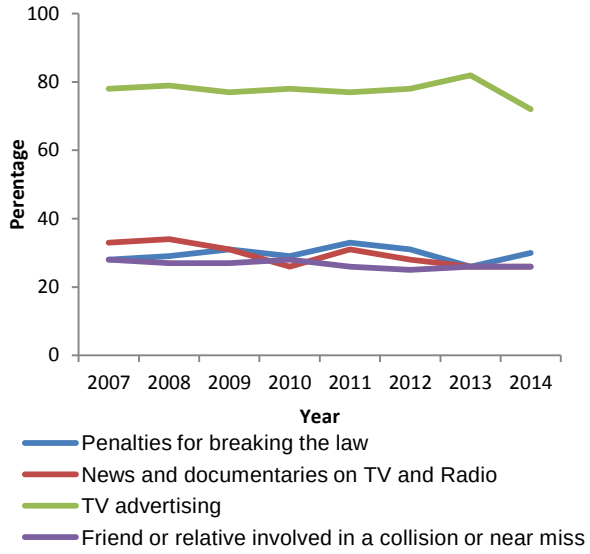
Road Safety Campaigns

The Department of Environment (DOE) continues to use its road safety campaigns to drive down road deaths and serious injuries by focussing on the main causes of collisions.

The DOE's decision to use TV campaigns to target road safety issues would appear to be justified as when respondents were asked to list the three most important influences in creating for them an awareness of road safety, 72 per cent stated that TV advertising was one of the most important factors. This continues to be quoted by respondents as one of the main influential factors for road safety awareness; however, it can be seen from Figure 1.1 that the level has decreased by 10 percentage points from 2013. Despite the decrease, over twice as many respondents selected TV advertising compared to any other influence. Other main influences were 'penalties for breaking the law' (30 per cent), followed by 'news and documentaries on TV and radio', and 'a friend of relative involved in a collision or near miss' both equally rated by just over a quarter of respondents (26 per cent).

More drivers (30 per cent) than non-drivers (22 per cent) saw 'penalties for breaking the law' as one of the top three influences.

Figure 1.1: Three Most Important Factors in Creating Awareness of Road Safety, 2007-2014



Source: NI Omnibus Survey 2014
See Appendix 1, Table: 1.1

Road safety media campaigns play a valuable role in improving road safety and promoting safe behaviours. Respondents to this survey have been asked about several DOE road safety advertising campaigns and how influential they are.

Television Campaigns

The DOE Road Safety campaigns which were covered in the 2014 survey and reported in this publication include 'Don't Forget' where the focus is on the vulnerability of cyclists and the responsibility cyclists and drivers have towards each other as they travel.

Don't Forget

The ‘ONCE’ campaign highlights the consequences of not wearing a seatbelt.

ONCE

‘Road to Zero’ focuses on sharing the road with other road users, with the ultimate aim of zero road deaths in Northern Ireland.

Road to Zero

Respondents to the survey were shown still images from the campaign whilst listening to the campaign audio.

When asked what they thought the campaigns related to, the majority of respondents correctly identified the key messages. The most common response for ‘Don’t Forget’ was cyclists (79 per cent) and for ‘Once’ the majority selected seat belts (83 per cent). The ‘Road to zero’ campaign had more respondents associating it with various road safety issues but the most popular response was ‘sharing the road with other road users’ (53 per cent), (see Table 1.1).

Table 1.1 - DOE Road Safety Campaigns and how respondents related them to road safety issues
(Base: 1,020)

Road Safety Issue	Don’t Forget (%)	ONCE (%)	Road to Zero (%)
Drinking & Driving	3	1	5
Seat Belts	1	83	2
Speeding	2	2	19
Pedestrians	3	1	3
Mobile Phones	0	2	1
Cyclists	79	1	1
Sharing the road with other road users	6	0	53
Never seen the advert	4	7	5
Other	1	2	5
Don’t know	2	3	6
Total (count)	**1,020**	**1,020**	**1,020**

Source: NI Omnibus Survey 2014
See Appendix 1, Table: 1.4, 1.8 & 1.12

Respondents were initially asked about their awareness of the campaigns. Those that were aware were subsequently asked about the influence that the campaigns had on them. Table 1.2 shows that more respondents (81 per cent) were aware of the ‘Road to Zero’ campaign than ‘Don’t Forget’ (77 per cent) and ‘ONCE’ (70 per cent) television campaigns. Across all campaigns, of those aware, the vast majority were positively influenced by them.

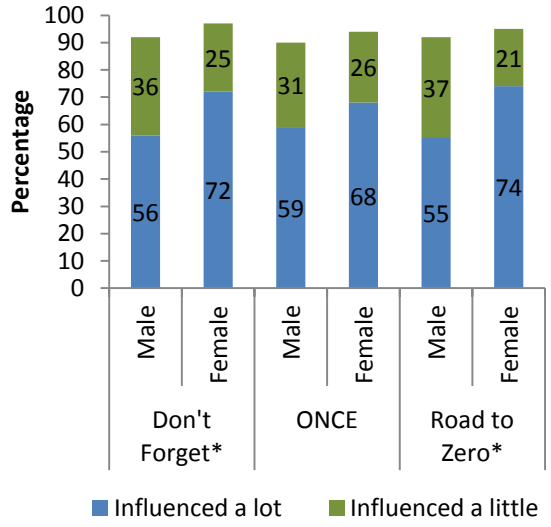
Table 1.2 – Awareness and Influence of DOE Road Safety Television Campaigns 2014

Road Safety Campaign	Respondent Aware (%)	Respondents Influenced (%)
Cyclist (Don’t Forget)	77%	94%*
Seatbelts (ONCE)	70%	92%
Sharing the road (Road to Zero)	81%	94%*

Source: NI Omnibus Survey 2014,*respondents who drive
See Appendix 1, Table: 1.5, 1.9 & 1.13

More females than males who said they were aware of the television campaigns stated they had been influenced a lot by them (see Figure 1.2).

Figure 1.2: Influence of Don't Forget, ONCE & Road to Zero by respondents aware of the TV campaigns



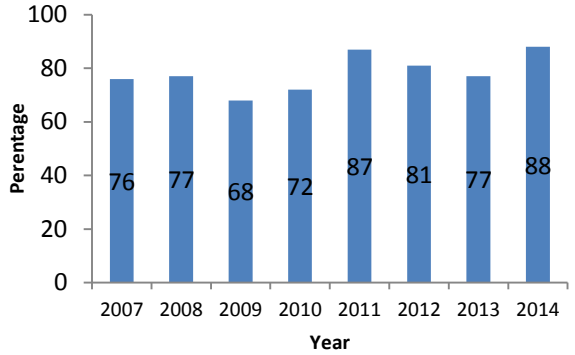
Source: NI Omnibus Survey 2014, * Drivers only
See Appendix 1, Table: 1.7, 1.10 & 1.14

Radio Campaigns

Respondents listened to five DOE road safety radio advertisements from the 'Road to Zero, 'Something to Reflect', 'Gift Box', 'Seven Deaths' and 'Rules of the Road' campaigns. Almost nine in every ten respondents (88 per cent) stated that they were aware of at least one campaign. In 2013, the awareness levels of at least one of the radio road safety campaigns covered was 77 per cent which represents an increase of eleven percentage points over the year[1]. The 2014 level is similar to that reported in 2011 (87 per cent), (see Figure 1.3).

[1] http://www.doeni.gov.uk/road-safety-monitor-2013-report.pdf

Figure 1.3: Awareness of at least one DOE Road Safety radio campaign, 2007-2014



Source: NI Omnibus Surveys
See Appendix 1, Table: 1.17

Of those aware of at least one of the radio advertisements in 2014 a large majority (84 per cent) stated that that the campaigns had influenced them in a positive way in relation to road safety, with females (87 per cent) being more influenced than males (82 per cent).

Outdoor Advertising

Respondents were shown posters from the 'Underneath' campaign which focuses on motorcyclist vulnerability and asks drivers to be more aware of motorcyclists on the road. This poster had been placed on the back of buses that travelled around Northern Ireland.

Underneath – Back of Bus

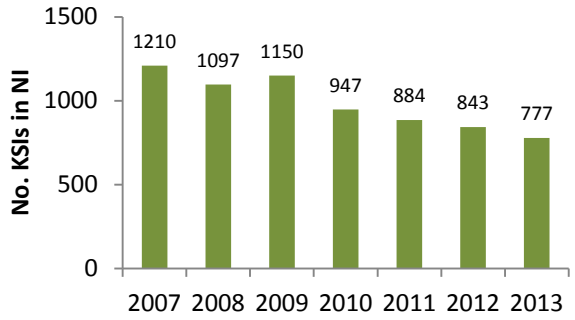
More than half of respondents (55 per cent) were aware of the 'Underneath' poster which had been displayed on the back of a bus. The majority of economically active respondents (61 per cent) had seen the image in contrast to less than half (45 per cent) of economically inactive respondents. Over four out of every five persons (81 per cent) who had seen the image reported that it had a positive influence in relation to road safety. Of those aware of the campaign a larger proportion of females

(85 per cent) than males (87 per cent) reported it had a positive influence on their behaviour in relation to road safety.

Road Traffic Collision KSIs

The PSNI road collision statistics show the number killed or seriously injured (KSI) on Northern Ireland roads decreased from 2007 to 2008, it then noted a rise of 5 per cent in 2009 but has since reported a continuous annual decrease. (see Figure 1.4).

Figure 1.4: KSIs on roads in NI, 2007-2013



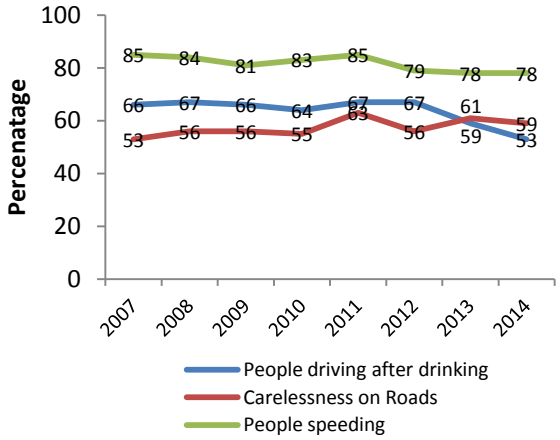
Source: PSNI Road collision statistics
See Appendix 1, Table: 1.24

Main Causes of Road Deaths or Injuries

Figure 1.5 shows that respondents to the Omnibus Survey perceived the three most important causes of road deaths and injuries each year since 2007 to be 'people speeding', 'carelessness on the roads', and 'people driving after drinking'. In 2014 accompanying percentages for these were 78 per cent, 59 per cent and 53 per cent. The ordering has remained relatively consistent with 'people speeding' perceived as the main factor each year across the series. However, 2013 and 2014 results show that 'carelessness on roads' is now ranked higher than 'people driving after drinking' as a main cause of road death or injury which was not the case in the earlier years 2007 - 2012.

The proportion of respondents that perceived drink driving to be one of the most important causes of roads deaths and injuries; reduced from 67 per cent in 2012 to 59 per cent in 2013 and to 53 per cent in 2014.

Figure 1.5: Perceived to be the Three Most important causes of Road Deaths & Injuries, 2007 - 2014



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 1.25

Interestingly, these perceptions are similar to the principal causes recorded by PSNI officers of those killed or seriously injured in reported road traffic collisions on NI roads in 2013 although the ordering is different.

In Northern Ireland in 2013, there were 777 KSIs in road traffic collisions. The principal causation factors for KSI casualties during 2013 were 'Inattention or attention diverted' (101 KSI casualties) 'Excessive speed having regard to conditions' (90 KSI casualties), and 'Impaired by alcohol/drugs – driver/rider' (50 KSI casualties), (see Table 1.3).

Table 1.3: Police recorded persons killed or seriously injured by causation factor in 2013

Causation Factor	*Number of KSIs*	*%*
Careless driving*	400	51
Excessive speed having regard to the conditions	90	12
Alcohol or drugs-driver/rider	50	6
Alcohol or drugs - pedestrian	10	1
Other pedestrian fault	95	12
Other factors	132	17

*This is a composite causation factor comprised of several causation factors including 'inattention or attention diverted' and 'heedless of traffic crossing carriageway'.
Source: PSNI statistics
See: Appendix 1, Table 1.27

For detailed tables relating to this chapter please refer to Appendix 1 Tables 1.1 - 1.27

Chapter 2: Drinking and Driving

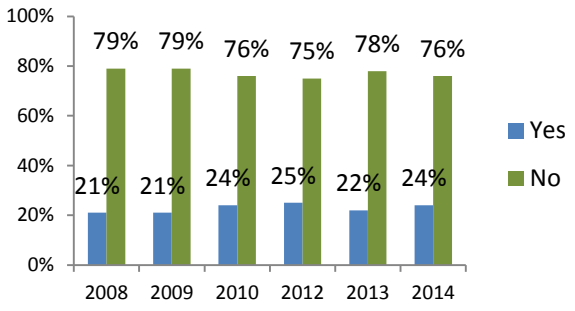
Drinking and driving Behaviours

Drink driving in 2013 was the third principal cause of deaths and serious injuries on our roads with driver/riders under the influence of alcohol or drugs being responsible for 50 people killed or seriously injured (KSIs). These KSIs accounted for six per cent of all KSIs in 2013, a decrease of two percentage points when compared to 2012.

In Northern Ireland it is currently an offence to drive when under the influence of drink or drugs, or to drive after consuming alcohol in excess of the prescribed limit. The current prescribed (drink drive) limit is 80 milligrammes per 100 millilitres of blood. The Department is seeking to introduce new legislation to tackle drink driving, including new lower limits and additional breath testing powers for police.

Over three-quarters (76 per cent) of drivers who drink alcohol said that they would not drive after having consumed one drink such as a pint of beer, a glass of wine, or a measurement of spirits. There has been little variation in the behaviour of respondents to this question over the years, (see Figure 2.1).

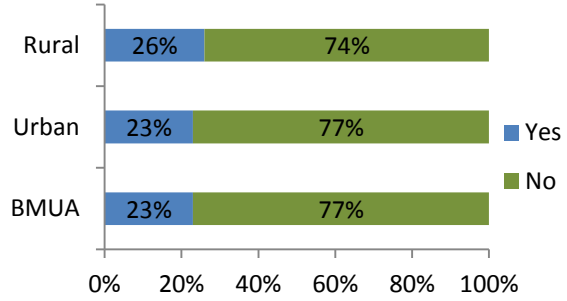
Figure 2.1: Would you normally drive after one drink? (All drivers who drink)



See Appendix 1, Table: 2.4
Source: NI Omnibus Survey

The percentage of those that would drive after one drink was similar across geographical areas, (see Figure 2.2).

Figure 2.2: Would you normally drive after one drink? (All drivers who drink)
(Base: 540)

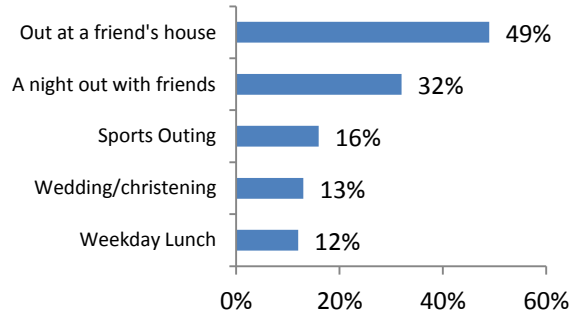


Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 2.3

When the same group of people were asked if they would normally drive the morning after an evening on which they had been drinking 4 (for women) or 5 (for men) or more alcoholic drinks fifty-five per cent stated they would not drive the next morning, 29 per cent said they would and 16 per cent reported they would not drink that amount.

Those that stated they would drive after one drink were asked on what occasions might they have an alcoholic drink and then drive afterwards. Almost half (49 per cent) of these respondents stated they would drive after an alcoholic drink if they had been at 'dinner or evening out at a friend's house' and almost a third (32 per cent) if on 'a night out with friends' (see Figure 2.3).

Figure 2.3: Top five occasions when respondents* might have an alcoholic drink and then drive afterwards
(Base: 138)



Source: NI Omnibus Survey, 2014
*respondents who would normally drive after one drink
Percentages may add to more than 100% due to multiple responses
See Appendix 1, Table: 2.7

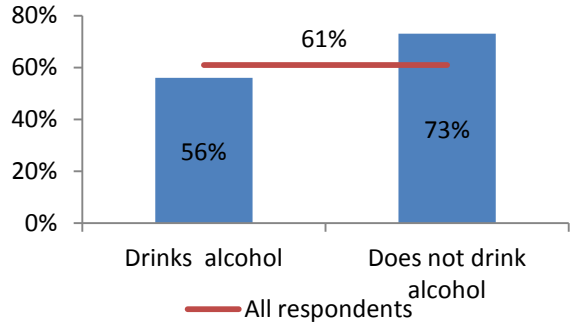
When all respondents were asked if they would travel as a passenger in a car in which the driver has had one drink, almost half (49 per cent) stated they would. This was quite different to the response of drivers driving after one drink (24 per cent stating they would).

Drinking and Driving Attitudes

Over three-fifths (61 per cent) of respondents thought that it was not acceptable to drive after one drink. However, there was a more marked difference of opinion when respondents were grouped into 'drinks alcohol' and 'does not drink alcohol'.

Figure 2.4: Percentage of respondents that thought it was not acceptable to drive after one alcoholic drink (e.g. 1 pint, 1 glass of wine)

(Base: 1,020, drink alcohol- 696, does not drink alcohol- 324)



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 2.10

A large majority (83 per cent) of respondents surveyed agreed that the police should be able to stop people at random and breathalyse them for driving under the influence of alcohol which is similar to the response in 2013 (85 per cent).

With regard to police presence on roads, 60 per cent of respondents thought that more or a similar number of police officers are out on the roads ensuring there are no drink drivers compared to previous years and over a third (34 per cent) thought there were fewer. However, opinion on this varied depending on the respondent's area of residence with 41 per cent of those in rural areas thinking there were fewer police officers on the road to prevent drink driving compared to 30 per cent in urban areas. The majority of Catholic respondents (37 per cent) thought there were more police officers present on the roads whereas the largest proportion of Protestants (42 per cent) thought there were fewer (see Table 2.1).

Table 2.1: With regard to drink driving, do you think there are more police officers out on the roads now ensuring there are no drink drivers than in previous years

All persons	Urban (%)	Rural (%)	Catholic (%)	Protestant (%)	Total
Yes	29%	29%	37%	24%	29%
No – same	35%	25%	30%	30%	31%
No-fewer	30%	41%	26%	42%	34%
Don't know	6%	5%	6%	4%	6%
Total (count)	635	385	397	498	1,020

Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 2.12 & 2.13

Motorists who drink

Over a third (36 per cent) of motorists who drink thought that if they were drinking and driving it is likely that they would be stopped by the police. Twenty-three per cent thought they wouldn't be stopped by the police and approximately four in ten (39 per cent) stated that they never drink and drive. Females (42 per cent) were more likely to think they would be stopped by the police than males (33 per cent).

This group were asked how many drinks they can personally have without affecting their driving; 34 per cent stated none, 33 per cent stated one, 19 per cent stated two, 10 per cent thought 3 or more and 4 per cent 'did not know' (see Table 2.2).

Attitude varied markedly by area, 40 per cent of those that lived in the Belfast Metropolitan Urban area (BMUA) thought 'none' while only 27 per cent in the rural community thought 'none', (see Table 2.2).

Table 2.2 How many drinks can you personally have without affecting your driving by area
(Base: 540)

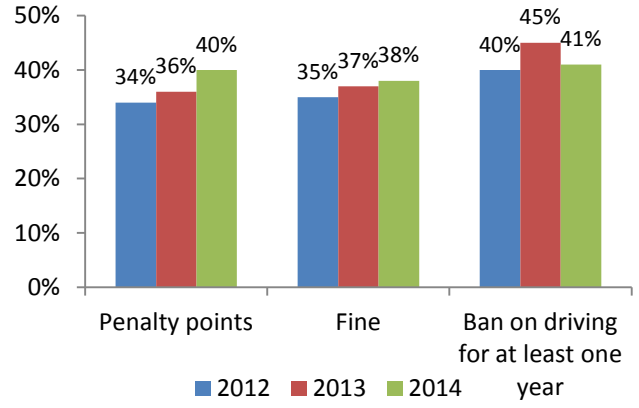
All drivers who drink	BMUA (%)	Urban (%)	Rural (%)	Total (%)
None	40%	39%	27%	34%
1	29%	32%	35%	33%
2	20%	17%	20%	19%
3	7%	5%	9%	7%
4	2%	2%	1%	2%
5 or more	0%	2%	1%	1%
Don't know	1%	3%	7%	4%
Total (count)	165	148	227	540

Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 2.16

Attitudes to Penalties for Drinking and Driving

Respondents were asked what they thought the penalty should be for a first time conviction of drinking and driving. The top three responses were; 'disqualification from driving for at least one year' (41 per cent), 'licence endorsed with penalty points' (40 per cent) and a 'fine' (38 per cent), (see Figure 2.5).

Figure 2.5: Top 3 responses for penalty for a first-time conviction for drinking and driving (2012-2014
(Base: 1,020)

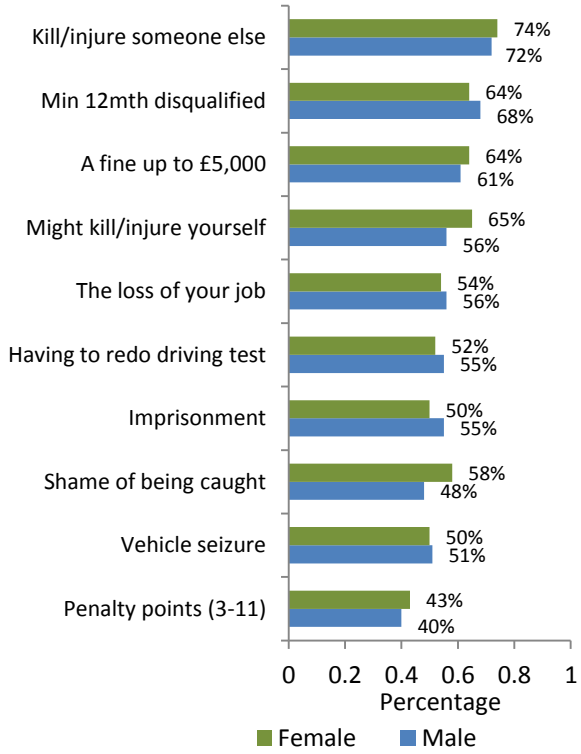


Source: NI Omnibus Survey
See Appendix 1, Table: 2.18

These have been the three top responses for the past three years. The proportion of respondents selecting penalty points as a way of dealing with first time convictions for drink driving has increased from 34 per cent in 2012 to 40 per cent in 2014.

Motorists who drink were read a list of penalties and then asked which would discourage them from driving if over the limit. Approximately three-quarters (73 per cent) of respondents selected 'you might kill or injure someone else' as a discouragement to driving if over the drinking limit (72 per cent male, 74 per cent female).

Figure 2.6: Penalties which would discourage driving while over the limit by Gender (Drivers who drink)
(Base: 540)



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 2.20

The current limit for drinking and driving is 80mg of alcohol per 100mls of blood. Respondents viewed a showcard and were asked to select which action they thought people should be allowed to do in relation to the current drink driving limit. The majority of

respondents selected 'should not be allowed to drive after any alcohol' (59 per cent) followed by 'stick to the current limit and drive' (30 per cent) and 10 per cent opted for 'drink less and drive'. Only one per cent of respondents chose 'should be able to drink more and drive'.

New Drink Drive Legislation

The new legislation includes measures around reducing the drink drive limit, new graduated penalties incoporating the introduction of penalty points and new powers for the police.

Respondents were advised that the Assembly is considering new lower blood alcohol limits of, for example, 20mgs for learner/restricted and professional drivers and 50mgs for 'all other' drivers. When asked what the penalties should be for learner/restricted drivers caught exceeding the new lower limit, a large majority (84 per cent) said that the penalties applied should be the same as those currently in force for drivers over the existing limit, 13 per cent thought there should be lesser penalties.

Almost nine out ten (89 per cent) of respondents said that the penalties applied to professional drivers breaching the proposed lower limit should be the same as those applied at present to breaching the current blood alcohol limit. A similar proportion (90 per cent) said that the penalty applied to "all other" drivers should be the same as at present if found over the proposed limit of 50mg per 100ml.

Drinking and Driving Awareness

Respondents were asked how many units of alcohol are contained within a 'regular strength' pint of beer (lager or stout) such as Guinness, Carlsberg or Tennents which has around 4 per cent alcohol. Responses were quite varied with the largest percentage (28 per cent) of respondents opting for two units. The actual number of units in a pint of beer of 4 per cent alcohol is just over two units. As expected, perceptions differed between those that drink alcohol and those that do not. It is noteworthy that just over half of all drinkers (51 per cent) underestimated the strength or did not know, (see Table 2.3).

Table 2.3: Number of units of alcohol respondents perceived to be in a 'regular strength' pint of beer (approx 4% alcohol)

(Base: 1,020)

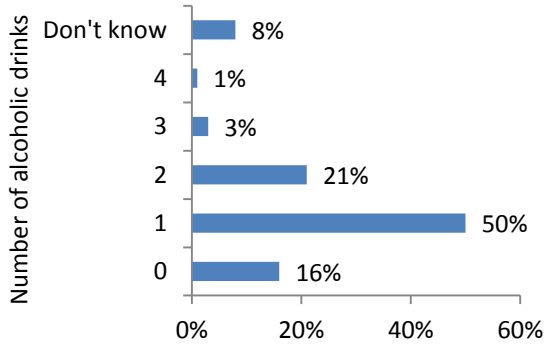
	Drinks alcohol (%)	Does not drink alcohol (%)	Total (%)
½ unit	1%	3%	2%
1 unit	19%	20%	19%
1 ½ units	16%	11%	15%
2 units	33%	17%	28%
3 units	11%	7%	10%
More than 3 units	5%	4%	4%
Don't know	15%	38%	22%
Total (count)	696	324	1,020

Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 2.29

Exactly half (50 per cent) of all motorists believed the maximum number of alcoholic drinks that a driver can have without fear of prosecution is 1 alcoholic drink, 16 per cent believed it is zero.

Figure 2.7 Maximum number of alcoholic drinks motorists perceived a driver could have, without fear of prosecution

(Base: All drivers, 745)



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 2.30

For detailed tables relating to this chapter please refer to Appendix 1, Tables 2.1 - 2.30.

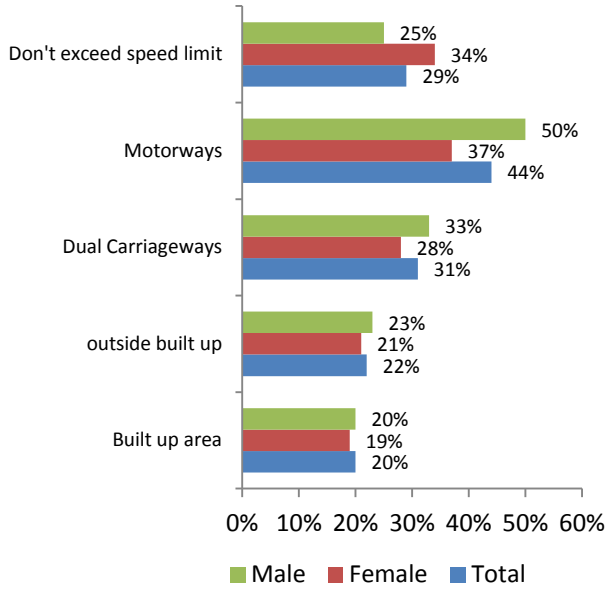
Chapter 3: Speed

The most common causation factors for KSI casualties during 2013 were 'Inattention or attention diverted (101 KSI casualties), followed by 'Excessive speed having regard to conditions' (90 KSI casualties). Three-fifths of speed related KSIs occurred on rural roads, 37 per cent on urban roads and 3 per cent on a motorway or dual carriageway.

Speed Behaviour

Nearly three in every ten motorists (29 per cent) stated they never normally exceed the speed limit. The road type where motorists would normally drive faster than the speed limit was on a motorway (44 per cent) followed by dual carriageway (31 per cent), (see Figure 3.1).

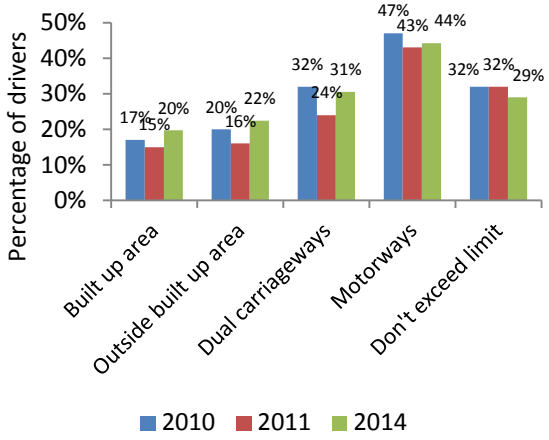
Figure 3.1: Road types where drivers would normally driver faster than speed limit by gender
(Base: All drivers, 745)



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 3.2

When this question was last asked in 2011 the number of respondents that would normally exceed the speed limit on roads in a built up area (30mph speed limit or less) was 15 per cent which is 5 percentage points lower than the level reported in 2014 (20 per cent).

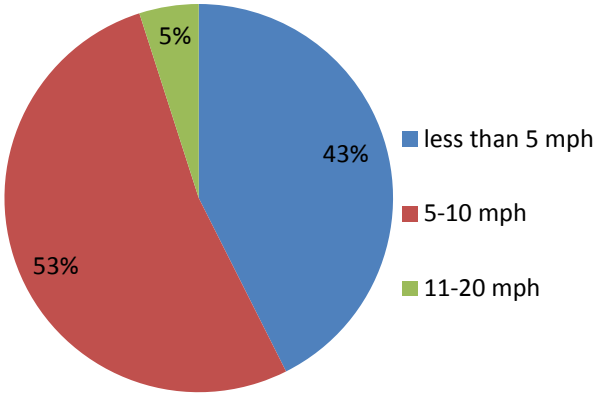
Figure 3.2: Road types where drivers would normally drive faster than the speed limit, 2010, 2011 & 2014
(Base: 2014: 745, 2011: 781, 2010: 784)



Source: NI Omnibus Survey
See Appendix 1, Table: 3.3

The 20 per cent of drivers that had said they would normally drive faster than the speed limit on roads in built up areas (30mph speed limit or less) were asked by how much faster would they normally exceed the speed limit. Of this group 57 per cent stated they would exceed the limit by five mph or more, (see Figure 3.3).

Figure 3.3: Speed drivers would exceed the limit by when driving in a built up area
(Base: Drivers who stated they would exceed limit in built up area, 138)

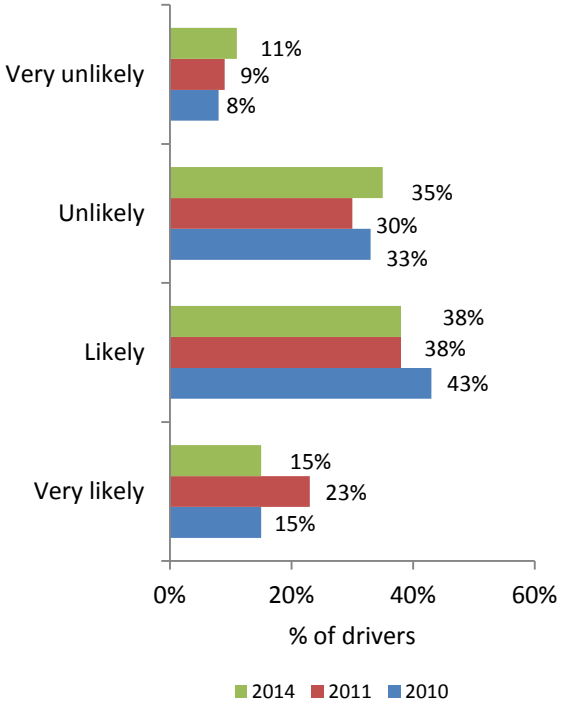


Source: NI Omnibus Survey
See Appendix 1, Table: 3.4

Speeding Attitude

Over half (53 per cent) of all drivers interviewed believed that if they are exceeding the speed limit it is likely or very likely that they would be caught by the police, which is lower than the level recorded in 2011 (61 per cent), (see Figure 3.4).

Figure: 3.4: How likely or unlikely motorists thought they would be caught by the police if exceeding the speed limit, 2010, 2011 & 2014
(Base: 2014: 745, 2011: 781, 2010: 784)



Source: NI Omnibus Survey
See Appendix 1, Table: 3.7

Forty-two per cent of those respondents that live in a rural area thought that it was 'unlikely' or 'very unlikely' that they would be caught speediing by the police if exceeding the speed limit compared to 52 per cent that live in BMUA, (see Table 3.1).

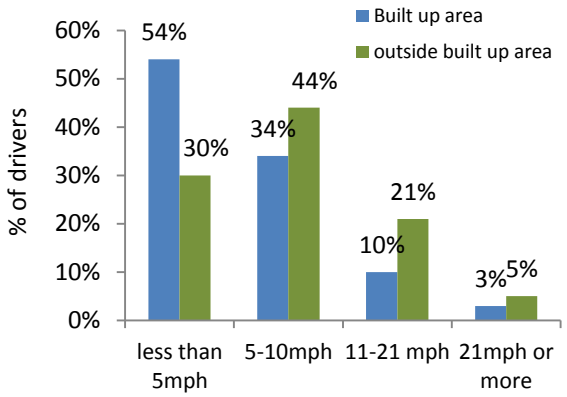
Table 3.1: How likely or unlikely motorists thought they would be caught by the police if exceeding the speed limit, by area
(Base: All drivers, 745)

All drivers	BMUA (%)	Urban (%)	Rural (%)	Total
Very likely	14%	18%	15%	15%
Likely	33%	35%	43%	38%
Unlikely	40%	37%	31%	35%
Very unlikely	11%	10%	11%	11%
Don't know	1%	0%	0%	0%
Total (count)	214	213	318	745

Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 3.6

Fifty-four per cent of drivers feel exceeding the speed limit by up to 5mph in a built up area (30mph or less) is dangerous. This was reduced to 30 per cent when considering a road outside of a built up area (30mph-60mph).

Figure 3.5: The number of miles per hour drivers agree that it is dangerous to exceed the speed limit by road type
(Base: All drivers, 745)

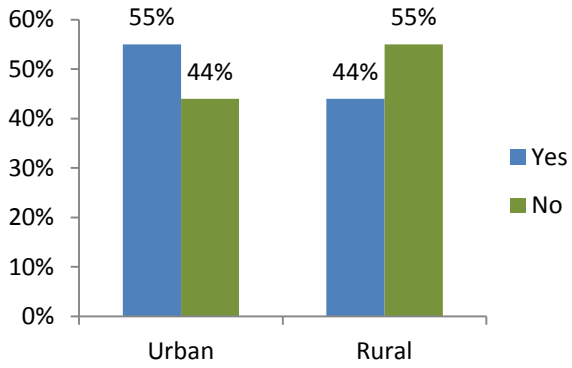


Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 3.8 & 3.9

Respondents interviewed were quite evenly split when questioned on their opinion on lowering the speed limit from 30mph in built up areas to 20 mph, (51 per cent: yes, 49 per cent: no).

Those that do not drive (63 per cent) were much more in favour of reducing the limit than drivers (47 per cent). Also those that lived in more built up areas were more in favour (55 per cent) than those who lived in rural areas (44 per cent).

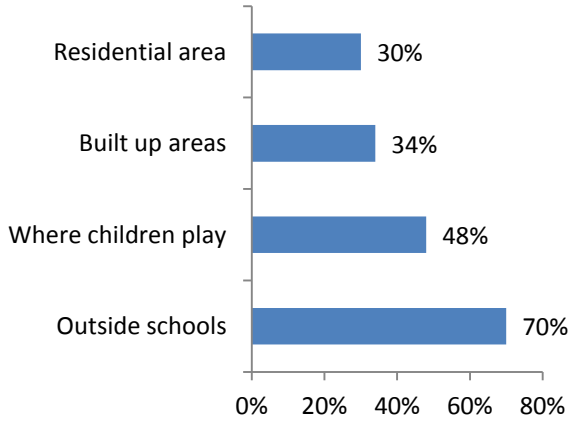
Figure 3.6: Responses by residential area
(Base: All drivers, 745)



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 3.12

All respondents were asked where they thought the speed limit should be reduced from 30mph to 20 mph, the majority (70 per cent) were in favour of reducing the speed limit to 20mph outside schools.

Figure 3.7: Top four locations were respondents were in favour of reducing the speed limit from 30mph to 20mph
(Base:1,020)



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 3.13

For detailed tables relating to this chapter please refer to Appendix 1, Tables 3.1 - 3.13.

Chapter 4: Penalty Points

If you are convicted of a motoring offence, the police or courts can endorse your driving licence with penalty points.

Penalty Points Behaviour

All drivers were asked if they have ever had penalty points on their licence and did it make them a safer driver. For example did it make them obey the speed limits, not use a handheld mobile phone while driving or ensure their your vehicle was roadworthy. The majority (64 per cent) of drivers stated they had never had penalty points, 30 per cent said they drove safer and 6 per cent said they did not drive safer when they have had penalty points on their licence. A higher percentage of females (70 per cent) claimed to have never had penalty points compared to males (59 per cent).

Table 4.1: Responses by motorists when asked if having had penalty points on their licence did it make them drive safer

(Base: All drivers, 745)

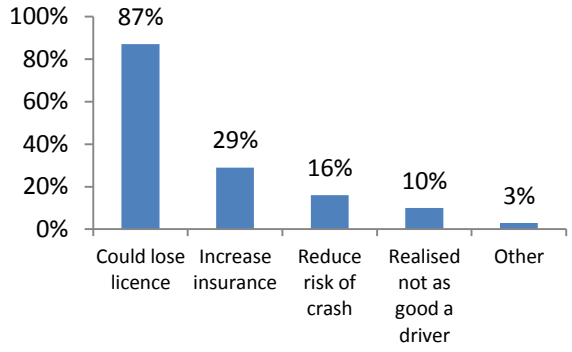
All drivers	Male (%)	Female (%)	Total (%)
Yes	34%	25%	30%
No	7%	4%	6%
Have never had penalty points	59%	70%	64%
Total (count)	394	351	745

Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 4.2

The drivers that did drive more safely when they had penalty points on their licence put it down to several reasons but by far the most popular response (87 per cent) was that they did not want to lose their licence.

Figure 4.1 Reasons motorists gave when asked why having had penalty points on their licence it made them drive safer

(Base: All drivers, 239)



Source: NI Omnibus Survey, 2014
Percentages may add to more than 100% due to multiple responses
See Appendix 1, Table: 4.3

Careless actions while driving

Drivers were shown a list of actions and asked if they have ever found themselves doing any of these during a journey while driving. The action selected most by motorists was 'changing radio/music controls/GPS' (67 per cent) followed by 'eating, drinking or spilling food or drinks' (58 per cent). See Table 4.2 of top 5 actions motorists found themselves doing while driving.

Table 4.2 Responses by motorists when shown a list of actions and asked if they have ever found themselves doing any of these during a journey while driving

(Base: All drivers, 745)

All drivers	Male (%)	Female (%)	Total (%)
Changing radio/music/GPS	72%	61%	67%
Eating/drinking or spilling foods/drinks	56%	60%	58%
Distracted by someone in vehicle	47%	51%	49%
Use of mobile phone- talking	44%	36%	40%
Distracted by someone/thing outside vehicle	37%	34%	36%
Total (count)	394	351	745

Source: NI Omnibus Survey, 2014
Percentages may add to more than 100% due to multiple responses
See Appendix 1, Table: 4.5

Penalty Points Attitude

The penalty points system is intended to deter drivers and motorcyclists from following unsafe motoring practices. When respondents were asked if the penalty point system is effective in making Northern Ireland's motorists act more responsibly almost eight in ten (79 per cent) respondents said yes.

Over nine in ten (95 per cent) motorists said that if they had penalty points on their licence this would encourage them to drive more safely at all times in case they would be given further penalty points.

Penalty Point Awareness

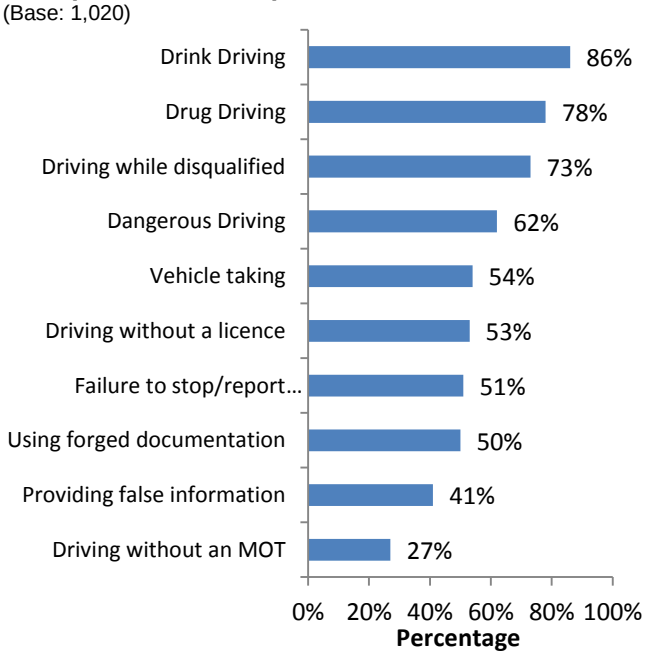
Respondents were asked how many valid penalty points will lead to a person being disqualified from driving or losing their licence; almost seven in ten (69 per cent) respondents stated twelve. This was the correct answer as under current legislation a driver or motorcyclist who accumulates 12 or more penalty points within a three-year period must be disqualified. This will be for a minimum period of six months, or longer if the driver or motorcyclist has previously been disqualified.

Vehicle Seizure Attitude

Vehicle seizure is being considered by DOE as a penalty option for serious road traffic offences. Respondents were given a list of circumstances to select from where they thought the police should have the power to seize vehicles. Nearly nine out of ten (86 per cent) respondents thought drink driving was a situation when police should have the power to seize a vehicle, this was followed by drug driving (78 per cent).

Two percent of respondents thought that the police should not have the power to seize vehicles.

Figure 4.2: Which circumstances where you think police have the power to seize a vehicle?
(Base: 1,020)



Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 4.9

For detailed tables relating to this chapter please refer to Appendix 1, Tables 4.1 - 4.9

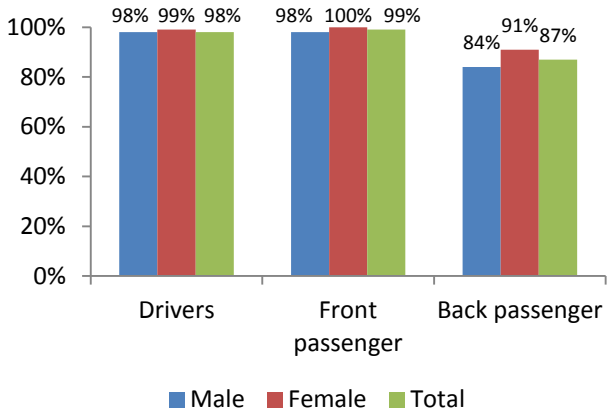
Chapter 5 Seat Belt

Results from the 2014 Survey of Seat Belt Wearing reported that 98 per cent of both drivers and front seat passengers wore a restraint, as did 94 percent of back seat passengers.

Seat Belt wearing behaviour

Results from the Omnibus Survey had 98 per cent of drivers reporting they would usually wear a seat belt when they are driving. Ninety-nine per cent of respondents reported they would usually wear a seat belt when a front seat passenger of a car. However, the percentage that reported they would usually wear a seat belt when a back seat passenger was 87 per cent, this was lower than that the 94 per cent reported in the 2014 Seat Belt Survey. Results from the Omnibus Survey report females (91 per cent) are more likely to wear a seat belt when in the back seat compared to males (84 per cent). The 2014 Seat Belt survey found no difference in back seat wearing rates of males and females. It can also be noted that there has been little change in seat belt wearing rates since the question was last asked in 2009, driver (98 per cent), front passenger (98 per cent) and back seat passenger (88 per cent).

Figure 5.1: Restraint wearing rates of Drivers, Front seat passengers and Back seat passengers

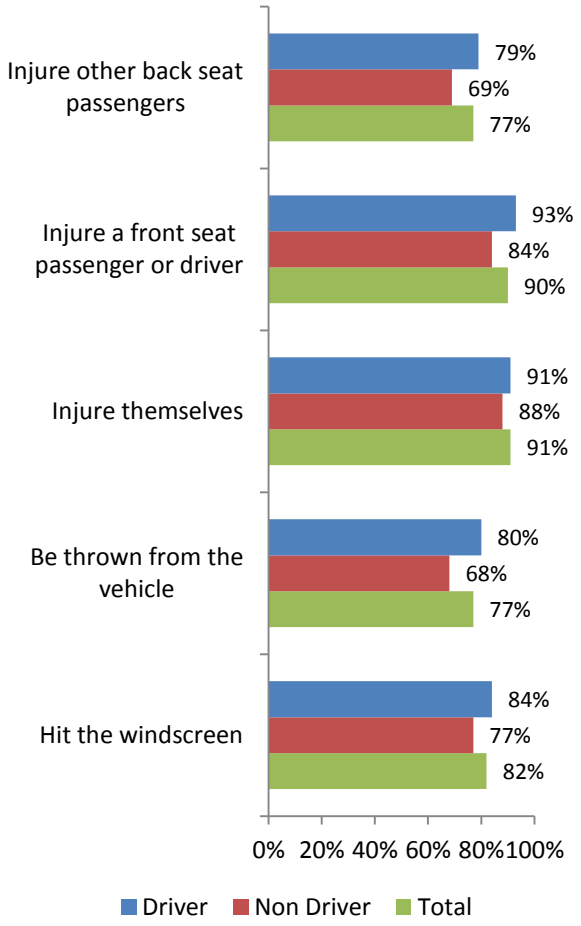


Source: NI Omnibus Survey, 2014
See Appendix 1, Table: 5.1, 5.2 & 5.3

Seat Belt attitude

Respondents believed in the event of a road traffic collision, it is likely that a back street passenger not wearing a seat belt will injure themselves (91 per cent) or injure a front street passenger or driver (90 per cent), (see Figure 5.2).

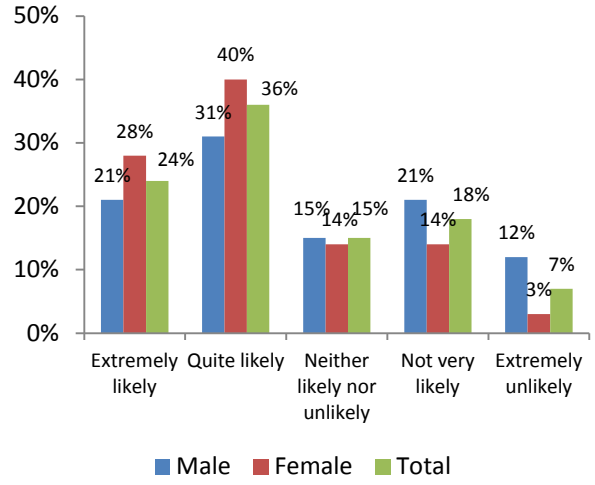
Figure 5.2: Likely consequences of a back seat passenger who is not wearing a seat belt and is involved in a road traffic collision
(Base: 1,020, Driver: 745, Non-driver: 275)



Source: NI Omnibus Survey, Percentages may add to more than 100 percent due to multiple responses
See Appendix 1, Table: 5.5

Nearly one quarter (24 per cent) of respondents believe it is extremely likely and 36 per cent that it is quite likely if you did not wear your seatbelt 'just once' that you would be killed or seriously injured.

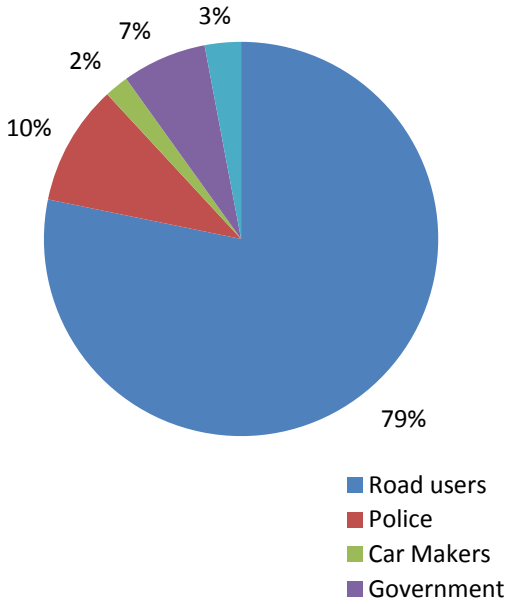
Figure 5.3: Respondents were asked if you did not wear your seat belt 'just once' how likely is it that you would be killed or seriously injured
(Base: 1,020)



Source: NI Omnibus Survey
See Appendix 1, Table: 5.7

When respondents had to choose one option as to who they thought had the main responsibility for preventing road tragedy, a large majority (79 per cent) selected road users.

Figure 5.4: Option respondents selected for the main responsibilty to preventing road tragedy
(Base: 1,020)



Source: NI Omnibus Survey, 2014
See: Appendix 1, Table 5.8

For detailed tables relating to this chapter please refer to Appendix 1, Tables 5.1 - 5.8

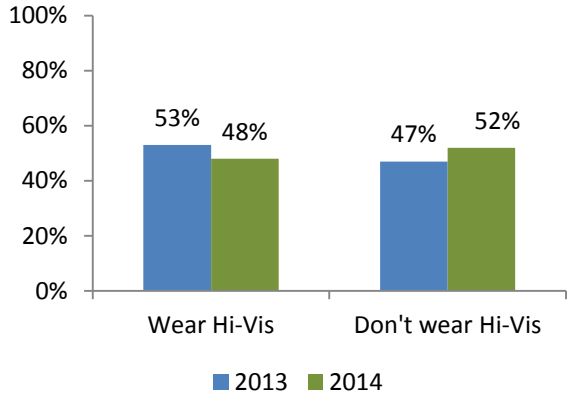
Chapter 6 Pedestrians

Pedestrians are a vulnerable road user group. Over the five year period, 2009 to 2014, almost a quarter (24 per cent) of all pedestrian casualties resulted in a serious injury or fatality. In 2013, seven pedestrians were killed on the roads in Northern Ireland and to date (17th October 2014) there have been 15 pedestrian fatalities in 2014.

Pedestrian Behaviours

All respondents were questioned about wearing high visibility items if out for a walk. High visibility clothing has highly reflective properties that would increase your visibility to other road users. Over half (52 per cent) of all respondents stated they would **never** wear high visibility items, this number has increased from 2013 (47 per cent), (see Figure 6.1).

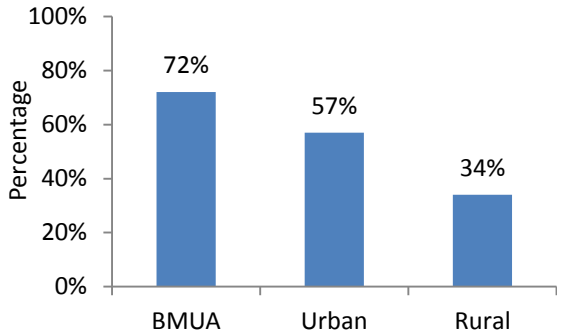
Figure 6.1: Proportion of respondents who would wear hi-vis clothing if out walking, 2013 & 2014
(Base: 2014:1,020, 2013:1,062)



Source: NI Omnibus Survey, 2014
See: Appendix 1, Table 6.2

This proportion of respondents who stated they would never wear high visibility items varied markedly by area of residence with nearly three quarters (72 per cent) of those who reside in Belfast Metropolitan Urban area (BMUA) stating this compared to just over a third (34 per cent) stating it in rural areas, (see Figure 6.2).

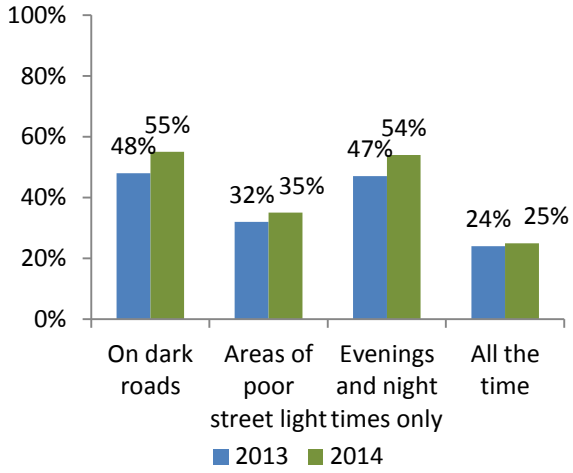
Figure 6.2: Respondents who stated they never wear high visibility items if out for a walk
(Base: 1,020)



Source: NI Omnibus Survey, 2014
See: Appendix 1, Table 6.3

If out for a walk, 55 per cent of those that wear hi-vis items do so 'on dark roads', 54 per cent 'in the evenings and night times only' and 35 per cent in 'areas of poor street light'. A quarter said they wore hi-vis clothing all the time, (see Figure 6.3).

Figure 6.3: Occasions when respondents who stated they wear high visibilty items if out for a walk, 2013 & 2014
(Base: 2014:475, 2013:541)

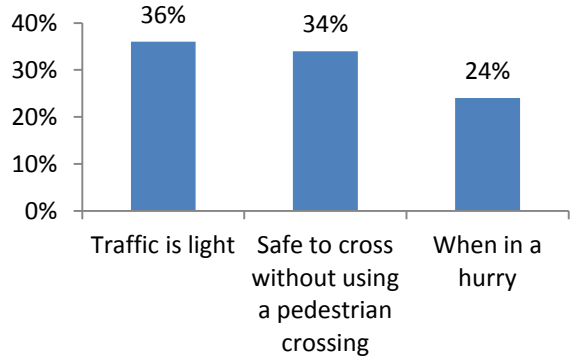


Source: NI Omnibus Survey 2014
See: Appendix 1, Table 6.4

When respondents were asked if they would normally use a pedestrian crossing if they were at or near one when crossing the road, the vast majority (91 per cent) of respondents stated they would. Females (94 per cent) were more likely than males (87 per cent) to use the pedestrian crossing.

The highest rated circumstances where respondents stated they would not use a pedestrian crossing if at or near one were; 'traffic is light' (36 per cent),'safe to cross without a pedestrian crossing' (34 per cent) and 'when in a hurry' (24 per cent), (see Figure 6.4).

Figure 6.4: Circumstances when respondents would not use a pedestrian crossing when at or near one
(Base: 1,020)



Source: NI Omnibus Survey
See: Appendix 1, Table 6.6

When asked about circumstances when respondents would not use a pedestrian crossing if at or near one, the proportion of motorists who stated that they 'always use pedestrian crossings' was lower than those that don't drive, 30 per cent and 43 per cent respectively. The results were similar for those that drink alcohol (30 per cent) and those who don't drink alcohol (40 per cent).

Attitude towards pedestrians

PSNI road traffic statistics report that in over three fifths (63 per cent) of the cases where a pedestrian was killed or seriously injured in 2013 the pedestrian was deemed responsible.

The Omnibus Survey asked respondents which group of road users they felt causes the majority of road traffic collisions involving pedestrians. The survey found that the majority (54 per cent) of respondents selected 'drivers', just under a quarter (24 per cent) selected 'pedestrians' with the remaining respondents selecting 'other' or 'don't know'.

The views of drivers and non-drivers were similar, (see Table 6.1).

Table 6.1: Responses to 'the inattention' of which group do you feel causes the majority of road traffic collisions involving pedestrians' by driving status
(Base: 1,020)

All respondents	Driver (%)	Non-Driver (%)	Total (%)
Pedestrians	24%	25%	24%
Drivers	55%	54%	54%
Other	18%	20%	19%
Don't know	3%	1%	2%
Total (count)	745	275	1,020

Source: NI Omnibus Survey
See: Appendix 1, Table 6.10

Between 2009 and 2013 almost nine in every ten (88 per cent) pedestrians killed or seriously injured occurred on urban roads.

Motorists were asked when driving do they usually pay attention to pedestrians walking along or on the road in a built up area (speed limit of 30mph or less), 94 per cent stated they would. The same question was asked but for a road outside a built up area (30-60 mph speed limit), the vast majority of drivers still stated yes but it was reduced to 86 per cent, (see Table 6.2).

Table 6.2: Responses to drivers paying attention to pedestrians walking along or on the road
(Base: All drivers, 745)

All drivers	Road in built up area (%)	Road outside a built up area (%)
Yes	94%	86%
No	6%	14%
Total (count)	745	745

Source: NI Omnibus Survey
See: Appendix 1, Table 6.11 & 6.12

For detailed tables relating to this chapter please refer to Appendix 1, Tables 6.1 - 6.12.

Appendix 1: Detailed Tables

Chapter 1: General Awareness of Road Safety Tables page 26

Chapter 2: Drink Driving Tables page 36

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Chapter 6: Pedestrian Tables page 62

Chapter 1: General Awareness of Road Safety (Tables 1.1 – 1.27)

Table 1.1

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

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
TV advertising	74	79	79	70	59	72
News and documentaries on TV and Radio	25	22	28	24	29	26
Friend or relative involved in an collision or near miss	36	23	25	26	23	26
Penalties for breaking the law	25	38	31	27	30	30
Being involved in an collision or near miss yourself	20	26	20	25	23	23
What you learnt when you were learning to drive	24	16	13	23	19	19
Highway code	15	9	8	14	19	13
Level of police enforcement	12	12	19	20	14	16
Posters i.e. bus shelters, washrooms	5	11	10	5	8	8
Bus advertising	9	3	2	7	2	4
Articles in the press	5	9	11	8	8	9
TV programmes ie. soaps, drama	11	6	4	8	8	7
Press advertising	2	3	3	4	7	4
Radio advertising	4	1	6	4	3	4
Online/digital advertising	4	5	1	0	0	2
Attendance at road safety course	6	7	6	6	4	6
Caught by police	12	13	6	7	7	8
Other	1	3	6	2	3	3
Don't Know	2	0	0	0	2	1
Total[a] (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

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

Table 1.2

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

Analysis by Driving Status

(All persons aged 16 and over) Base = 100%	Driver %	Non-driver %	Total %
TV advertising	72	71	72
News and documentaries on TV and Radio	24	31	26
Friend or relative involved in an collision or near miss	26	28	26
Penalties for breaking the law	32	22	30
Being involved in an collision or near miss yourself	26	13	23
What you learnt when you were learning to drive	22	9	19
Highway code	12	16	13
Level of police enforcement	18	9	16
Posters i.e. bus shelters, washrooms	7	9	8
Bus advertising	3	7	4
Articles in the press	9	8	9
TV programmes ie. soaps, drama	5	12	7
Press advertising	4	6	4
Radio advertising	3	6	4
Online/digital advertising	2	1	2
Attendance at road safety course	6	5	6
Caught by police	10	5	8
Other	3	3	3
Don't Know	0	3	1
Total[a] (count)	745	275	1,020

Source: NI Omnibus Survey June 2014

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

Table 1.3

Trend on three most important factors in creating, for you, an awareness of road safety.

Factors in creating awareness	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %
TV advertising	78	79	77	78	77	78	82	72
Penalties for breaking the law	28	29	31	29	33	31	26	30
News and documentaries on TV and Radio	33	34	31	26	31	28	26	26
Friend or relative involved in a collision or near miss	28	27	27	28	26	25	26	26
Total[a] (count)	1,310	1,183	1,180	1,114	1,115	1,015	1,062	1,020

Source: NI Omnibus Surveys 2007-2014

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

Table 1.4

Could you tell me what you think this advertising campaign relates to? (Don't Forget)

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Drinking and Driving (Hit Home)	5	5	2	2	1	3
Seat Belts (Once)	0	1	0	1	0	1
Speeding (Mess)	4	0	3	1	1	2
Pedestrians (Just Because)	2	6	2	3	1	3
Mobile Phones (Lift)	0	0	0	0	1	0
Cyclists (Don t forget)	76	74	83	84	73	79
Sharing the road with other road users (Road to Zero)	7	4	6	4	9	6
Never seen the advert	2	7	3	3	8	4
Other	1	0	0	1	1	1
Don't Know	2	2	1	1	5	2
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.5

Are you aware of this advertising campaign? (Don't Forget)?

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	65	79	82	79	75	77
No	35	21	18	20	24	23
Don't know	0	0	0	1	1	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.6

To what extent does this advertisement influence you or not influence you? (Don't Forget)

Analysis by Age group

All drivers aware of Don't Forget	16 - 24 Count	25 - 34 Count	35 - 49 %	50 - 64 %	65+ %	Total %
Influence a lot	[23]	[55]	61	62	69	63
Influence a little	*	*	34	31	27	31
Does not influence at all	*	*	6	7	4	6
Total (count)	35	90	170	154	127	576

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 1.7

To what extent does this advertisement influence you or not influence you? (Don't Forget)

Analysis by Gender

All drivers aware of Don't Forget	Male %	Female %	Total %
Influence a lot	56	72	63
Influence a little	36	25	31
Does not influence at all	8	3	6
Total (count)	307	269	576

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 1.8

Could you tell me what you think this advertising campaign relates to? (ONCE)

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Drinking and Driving (Hit Home)	1	1	1	0	1	1
Seat Belts (Once)	86	89	86	85	72	83
Speeding (Mess)	1	2	1	2	2	2
Pedestrians (Just Because)	0	0	1	1	0	1
Mobile Phones (Lift)	2	5	1	1	3	2
Cyclists (Don t forget)	0	0	2	0	0	1
Sharing the road with other road users (Road to Zero)	0	0	0	1	0	0
Never seen the advert	4	4	5	4	15	7
Other	2	0	1	3	2	2
Don't Know	5	0	1	3	4	3
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.9

Are you aware of this advertising campaign? (ONCE)

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 Count	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	71	74	76	73	57	70
No	29	26	24	27	43	30
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.10

To what extent does this advertisement influence you or not influence you? (ONCE)

Analysis by Age group

All respondents aware of ONCE	16 - 24	25 - 34	35 - 49	50 - 64	65+	Total
	Count	%	%	%	%	%
Influence a lot	[48]	63	63	65	64	63
Influence a little	*	*	30	26	26	28
Does not influence at all	*	*	7	9	9	8
Total (count)	76	112	183	175	154	700

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 1.11

To what extent does this advertisement influence you or not influence you? (ONCE)

Analysis by Gender

All respondents aware of ONCE	Male	Female	Total
	%	%	%
Influence a lot	59	68	63
Influence a little	31	26	28
Does not influence at all	10	6	8
Don't know	0	0	0
Total (count)	321	379	700

Source: NI Omnibus Survey June 2014

Table 1.12

Could you tell me what you think this advertising campaign relates to? (Road to Zero)

Analysis by Age group

(All persons aged 16 and over)	16 - 24	25 - 34	35 - 49	50 - 64	65+	Total
Base = 100%	%	%	%	%	%	%
Drinking and Driving (Hit Home)	7	3	4	4	7	5
Seat Belts (Once)	0	2	1	3	2	2
Speeding (Mess)	17	19	20	24	12	19
Pedestrians (Just Because)	2	7	4	3	1	3
Mobile Phones (Lift)	1	0	0	0	3	1
Cyclists (Don t forget)	2	1	1	1	0	1
Sharing the road with other road users (Road to Zero)	45	55	58	53	51	53
Never seen the advert	6	5	6	2	9	5
Other	7	4	4	5	5	5
Don't Know	12	4	2	5	10	6
Total	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.13

Are you aware of this advertising campaign? (Road to Zero)?

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 Count	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	70	83	86	86	75	81
No	29	17	14	14	25	19
Don't know	1	0	0	0	0	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.14

To what extent does this advertisement influence you or not influence you? (Road to Zero)

Analysis by Age group

All drivers aware of Road to Zero	16 - 24 Count	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Influence a lot	[24]	[62]	58	68	68	63
Influence a little	*	*	36	25	26	30
Does not influence at all	*	*	6	7	6	6
Total (count)	39	98	174	166	129	606

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 1.15

To what extent does this advertisement influence you or not influence you? (Road to Zero)

Analysis by Gender

All drivers aware of Road to Zero	Male %	Female %	Total %
Influence a lot	55	74	63
Influence a little	37	21	30
Does not influence at all	8	5	6
Total (count)	321	285	606

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 1.16

Are you aware of any of these radio advertising campaigns? (Road to Zero, Hi Vis, Gift Box, Seven Deaths, Rules of the Road)

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	89	88	90	91	81	88
No	11	12	10	9	19	12
Don' Know	0	0	0	0	0	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.17

Are you aware of any of these radio advertising campaigns?

(All persons aged 16 and over) Base = 100%	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %
Yes	76	77	68	72	87	81	77	88
No	24	22	31	28	13	18	23	12
Total (count)	1,310	1,183	1,180	1,114	1,115	1,015	1,062	1,020

Source: NI Omnibus Surveys 2007-2014

Table 1.18

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

Analysis by Age group

All respondents aware of radio campaigns	16 - 24 Count	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	[78]	81	87	85	80	84
No	[11]	17	13	15	19	15
Refusal	[0]	0	0	0	1	0
Don't Know	[0]	2	0	0	0	0
Total (count)	89	136	223	221	212	881

Source: NI Omnibus Survey June 2014

Table 1.19

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

Analysis by Gender

All respondents aware of radio campaigns	Male %	Female %	Total %
Yes	82	87	84
No	18	13	15
Refusal	0	0	0
Don't Know	0	1	0
Total (count)	400	481	881

Source: NI Omnibus Survey June 2014

Table 1.20

Have you seen this image on the back of a bus? (Underneath)

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	64	62	58	58	39	55
No	36	37	42	42	61	45
Don't Know	0	1	0	1	0	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 1.21

Have you seen this image on the back of a bus? (Underneath)

Analysis by Economic Activity

(All persons aged 16 and over) Base = 100%	Economically Active	Economically inactive	Total
	%	%	%
Yes	61	45	55
No	39	55	45
Don't Know	0	0	0
Total (count)	563	437	1,000

Source: NI Omnibus Survey June 2014

Table 1.22

Has this advertising campaign influenced your behaviour in a positive way in relation to road safety? (Underneath)

Analysis by Age group

All persons aware of Underneath image	16 - 24	25 - 34	35 - 49	50 - 64	65+	Total
	Count	Count	%	%	%	%
Yes	[56]	[77]	83	82	79	81
No	[11]	[17]	17	16	21	19
Don't Know	[0]	[0]	0	2	0	1
Total (count)	67	94	144	142	102	549

Source: NI Omnibus Survey June 2014

Table 1.23

Has this advertising campaign influenced your behaviour in a positive way in relation to road safety? (Underneath)

Analysis by Gender

All persons aware of Underneath image	Male	Female	Total
	%	%	%
Yes	77	85	81
No	23	14	19
Don't Know	0	1	1
Total (count)	263	286	549

Source: NI Omnibus Survey June 2014

Table 1.24

Number of persons killed or seriously injured in Northern Ireland, 2007 - 2013

	2007	2008	2009	2010	2011	2012	2013
killed	113	107	115	55	59	48	57
Seriously Injured	1097	990	1035	892	825	795	720
Total KSIs	1,210	1,097	1,150	947	884	843	777

Source: Police recorded Injury, Road Traffic Collision Statistics

Table 1.25

Could you tell me what you think the three most important causes of deaths or injuries on our roads are?

Analysis by Age group

All persons aware of Underneath image	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
More cars on the road	3	3	3	5	5	4
Young inexperienced drivers	10	10	21	22	25	19
Poor roads	7	8	7	6	5	6
Not enough police enforcement	0	1	1	2	2	1
Courts too lenient	2	1	0	2	1	1
People speeding	55	75	82	80	86	78
People driving after drinking	63	58	48	56	45	53
People not wearing seatbelts	14	5	4	5	4	6
Carelessness on roads	50	62	65	57	57	59
People not thinking about the dangers	16	9	15	12	16	14
Children not trained enough in road safety	0	0	1	1	1	1
Drunk pedestrians	4	1	3	5	2	3
Government not doing enough	0	0	1	0	0	0
Older drivers	2	3	3	3	4	3
Fatigue	3	8	4	5	3	4
Non resident drivers	0	1	0	0	1	0
Use of mobile phone whilst driving	44	25	22	18	15	23
People under the influence of drugs	9	7	6	6	3	6
Other	11	13	8	8	6	8
Don't Know	0	0	0	0	0	0
Total[a] (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

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

Table 1.26

Could you tell me what you think the three most important causes of deaths or injuries on our roads are?

(All persons aged 16 and over) Base = 100%	2007 %	2008 %	2009 %	2010 %	2011 %	2012 %	2013 %	2014 %
People driving after drinking	66	67	66	64	67	67	59	53
Carelessness on Roads	53	56	56	55	63	56	61	59
People speeding	85	84	81	83	85	79	78	78
Total[a] (count)	1,310	1,183	1,180	1,114	1,115	1,015	1,062	1,020

Source: NI Omnibus Survey June 2014

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

Table 1.27

KSIs by causation factor - 2013

Causation Factor	Number of KSIs	%
Careless driving*	400	51
Excessive speed having regard to the conditions	90	12
Alcohol or drugs-driver/rider	50	6
Alcohol or drugs - pedestrian	10	1
Other pedestrian fault	95	12
Other factors	132	17
Total KSI	777	100

Source: Police recorded Injury, Road Traffic Collision Statistics

Chapter 2: Drinking and Driving (Tables 2.1 – 2.30)

Table 2.1

Most Common Principal Causation Factors in Road Traffic Collisions - 2013

Principal Factor	Number of Injury Collisions	KSI	Slight Injured	Total Casualties
Inattention or attention diverted	1,099	101	1,616	1,717
Driving too close	654	15	1,062	1,077
Emerging from road without care	499	43	804	847
Turning right without care	281	44	449	493
Excessive speed having regard to conditions	260	90	349	439
Alcohol/drugs driver rider	235	50	344	394
Wrong course/position	205	41	372	413
Crossing or entering road junction without care	200	27	313	340
Heedless of traffic crossing carriageway	189	48	155	203
Changing lane without care	168	8	235	243

Source: Police recorded Injury, Road Traffic Collision Statistics
http://www.psni.police.uk/psni_2013_rtc_key_statistics_published_28.3.14.pdf

Table 2.2

Would you normally drive after one drink e.g. a pint of beer, a glass of wine or a measure of spirits?

Analysis by Age group

All drivers who drink	16 - 24 Count	25 - 34 Count	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	[9]	[16]	25	29	29	24
No	[31]	[80]	75	71	71	76
Total (count)	40	96	159	140	105	540

Source: NI Omnibus Survey June 2014

Table 2.3

Would you normally drive after one drink e.g. a pint of beer, a glass of wine or a measure of spirits?

Analysis by Area

All drivers who drink	BMUA %	Urban %	Rural %	Total %
Yes	23	23	26	24
No	77	77	74	76
Total (count)	165	148	227	540

Source: NI Omnibus Survey June 2014

Table 2.4

Would you normally drive after one drink e.g. a pint of beer, a glass of wine or a measure of spirits?

All drivers who drink	2008 %	2009 %	2010 %	2012 %	2013 %	2014 %
Yes	21	21	24	24	22	24
No	79	79	76	76	78	46
Total (count)	545	621	581	517	546	540

Source: NI Omnibus Surveys 2008-2014

Table 2.5

Would you normally drive the morning after an evening on which you had been drinking 4 (for women) or 5 (for men) or more alcoholic drinks?

Analysis by Age group

All drivers who drink	16 - 24 Count	25 - 34 Count	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	[21]	[36]	28	27	12	29
No	*	[52]	56	58	57	55
I don t drink that amount	*	[8]	16	16	30	16
Total (count)	40	96	159	140	105	540

Source: NI Omnibus Survey June 2014

Table 2.6

Would you normally drive the morning after an evening on which you had been drinking 4 (for women) or 5 (for men) or more alcoholic drinks?

Analysis by Gender

All drivers who drink	Male %	Female %	Total %
Yes	33	25	29
No	54	56	55
I don t drink that amount	13	20	16
Total (count)	298	242	540

Source: NI Omnibus Survey June 2014

Table 2.7

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

All drivers who would normally drive after one drink	Total %
Sports Outing	16
Weekday Lunch	12
Business entertaining	2
A night out with friends	32
An office party	3
A weekend Lunch	11
A drink on the way home from work	7
A barbeque	7
A wedding or christening	13
Dinner or evening out at a friend's house	49
Other occasion	1
Refusal	1
Don't Know	1
Total[a] (count)	138

Source: NI Omnibus Survey June 2014

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

* Figures have been suppressed to avoid disclosure

Table 2.8

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

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	45	55	47	53	43	49
No	54	45	53	46	56	51
Refusal	0	0	0	0	0	0
Don't Know	1	0	0	1	0	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 2.9

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

Analysis by Highest Educational Qualification

(All persons aged 16 and over) Base = 100%	Degree level of higher	Higher education	A GCE Level	GCSE A_C or equivalent	GCSE D_G or equivalent	No Qualifications
	%	%	%	%	Count	%
Yes	67	49	57	47	[39]	37
No	32	50	43	53	[59]	62
Refusal	0	0	0	0	[0]	0
Don't Know	1	1	0	0	[0]	0
Total (count)	161	108	153	201	98	299

Source: NI Omnibus Survey June 2014

Table 2.10

Do you think that it is acceptable to drive after one drink (e.g. 1 pint of beer, 1 glass of wine, single measure of spirits?

Analysis by drinking status

(All persons aged 16 and over) Base = 100%	Drinks alcohol	Does not drink alcohol	Total
	%	%	%
Yes	43	24	37
No	56	73	61
Don't Know	2	3	2
Total (count)	696	324	1,020

Source: NI Omnibus Survey June 2014

Table 2.11

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

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24	25 - 34	35 - 49	50 - 64	65+	Total
	%	%	%	%	%	%
Yes	79	78	85	82	90	83
No	20	21	15	18	10	16
Don't Know	1	1	0	0	0	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 2.12

With regard to drinking and driving, do you think there are more police officers out on the roads now ensuring there are no drink drivers than in previous years?

Analysis by Urban/Rural Area

(All persons aged 16 and over) Base = 100%	Urban %	Rural %	Total %
Yes	29	29	29
No - same	35	25	31
No -fewer	30	41	34
Don't Know	6	5	6
Total (count)	635	385	1,020

Source: NI Omnibus Survey June 2014

Table 2.13

With regard to drinking and driving, do you think there are more police officers out on the roads now ensuring there are no drink drivers than in previous years?

Analysis by Religion

(All persons aged 16 and over) Base = 100%	Catholic	Protestant	Other	None/ missing	Total
	%	%	%	%	%
Yes	37	24	*	21	29
No - same	30	30	[6]	39	31
No -fewer	26	42	[9]	31	34
Don't Know	6	4	*	10	6
Total (count)	397	498	24	101	1,020

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 2.14

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

Analysis by Age group

All drivers who drink	16 - 24 count	25 - 34 count	35 - 49 %	50 - 64 %	65+ %	Total %
Yes	[16]	[41]	39	36	28	36
No	*	*	22	27	24	23
Never drink and drive	[16]	[31]	39	33	48	39
Don't Know	*	*	0	3	0	1
Total (count)	40	96	159	140	105	540

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 2.15

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

Analysis by Gender

All drivers who drink	Male %	Female %	Total %
Yes	33	42	36
No	28	17	23
Never drink and drive	39	39	39
Don't Know	0	3	1
Total (count)	298	242	540

Source: NI Omnibus Survey June 2014

Table 2.16

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

Analysis by Area

All drivers who drink	BMUA %	Urban %	Rural %	Total %
None	40	39	27	34
1	29	32	35	33
2	20	17	20	19
3	7	5	9	7
4	2	2	1	2
5 or more	0	2	1	1
Don't Know	1	3	7	4
Total (count)	165	148	227	540

Source: NI Omnibus Survey June 2014

Table 2.17

Can you tell me what you think the penalties should be for a first-time conviction for drinking and driving?

Analysis by Age group

(All persons aged 16 and over) Base = 100%	16 - 24 %	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Licence endorsed with penalty points	50	38	39	40	36	40
Fine	49	37	41	33	34	38
Disqualification/Ban on driving for at least one year	39	39	37	40	49	41
Disqualification for one year plus driver must re-sit test	21	34	33	30	39	32
Disqualification for one year plus driver must re-sit test and re-display R-plates for one year	16	27	31	32	25	27
Imprisonment	4	7	7	6	5	6
Other	4	1	2	6	3	3
Don't Know	0		1	0		
Total[a] (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

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

Table 2.18

Can you tell me what you think the penalties should be for a first-time conviction for drinking and driving?

Top three responses, 2012 - 2014

(All persons aged 16 and over) Base = 100%	2012	2013	2014
Licence endorsed with penalty points	34	36	40
Fine	35	37	38
Disqualification/Ban on driving for at least one year	40	45	41
Total[a] (count)	1,015	1,062	1,020

Source: NI Omnibus Surveys 2012-2014

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

Table 2.19

I am now going to read out a list of penalties, can you please pick which would discourage you from driving if you were over the limit

Analysis by Age group

All drivers who drink	16 - 24 count	25 - 34 count	35 - 49 %	50 - 64 %	65+ %	Total %
Penalty points - between 3-11	[26]	[47]	41	34	30	41
A fine up to £5,000	[35]	[62]	60	55	57	62
Being disqualified for a minimum of 12 months	[32]	[70]	62	63	61	66
Having to do the driving test again	[29]	[60]	49	50	45	54
Vehicle seizure	[25]	[56]	52	46	41	51
Shame of being caught	[25]	[48]	54	44	53	52
The loss of your job	[28]	[57]	58	57	30	55
That you might kill or seriously injure yourself	[30]	[61]	65	54	51	60
That you might kill or seriously injure someone else	[33]	[73]	76	73	57	73
Imprisonment	[24]	[53]	56	54	43	53
Nothing would discourage me (spontaneous)	[0]	[0]	1	0	3	1
Don't Know	[0]	*	0	1	1	1
Total[a] (count)	40	96	159	140	105	540

Source: NI Omnibus Survey June 2014

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

* Figures have been suppressed to avoid disclosure

Table 2.20

I am now going to read out a list of penalties, can you please pick which would discourage you from driving if you were over the limit

Analysis by Gender

All drivers who drink	Male %	Female %	Total %
Penalty points - between 3-11	40	43	41
A fine up to £5,000	61	64	62
Being disqualified for a minimum of 12 months	68	64	66
Having to do the driving test again	55	52	54
Vehicle seizure	51	50	51
Shame of being caught	48	58	52
The loss of your job	56	54	55
That you might kill or seriously injure yourself	56	65	60
That you might kill or seriously injure someone e	72	74	73
Imprisonment	55	50	53
Nothing would discourage me (spontaneous)	1	1	1
Don't Know	1	0	1
Total[a] (count)	298	242	540

Source: NI Omnibus Survey June 2014

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

* Figures have been suppressed to avoid disclosure

Table 2.21

The current limit for drinking and driving is 80mg of alcohol per 100mls of blood.

Looking at the showcard, can you tell me which of these you think people should be allowed to do?

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Drink more and drive	2	0	0	0	1	1
Drink less and drive	6	6	7	17	11	10
Drink whatever they want and drive	0	1	0	0	0	0
Stick to the current limit and drive	38	35	30	27	25	30
Should not be allowed to drive after any alcohol	54	58	63	56	63	59
Don't Know	0	0	1	0	0	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 2.22

What do you think the penalties should be for …Learner/Restricted drivers who are caught with a BAC of 20mg/100ml or more?

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Same penalties as now at 80mgs	78	83	85	88	84	84
Lesser penalties	22	14	14	10	11	13
Refusal	0	0	0	0	0	0
Don't Know	0	3	1	1	4	2
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 2.23

Which of the lesser penalties do you think they should be given?

All respondents who said "Lesser penalties"	Total %
A fine	15
A fine and penalty points	30
A fine and penalty points and a ban from driving for 3 months	20
A fine and penalty points and a ban from driving for 6 months	14
A fine and penalty points and a ban from driving for 6 months	17
Other	5
Total (count)	129

Source: NI Omnibus Survey June 2014

Table 2.24

What do you think the penalties should be for professional drivers who are caught with a BAC of 20mg/100ml or more

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Same penalties as now at 80mgs	88	82	90	93	87	89
Lesser penalties	12	15	8	6	7	9
Refusal	0	0	0	0	0	0
Don't Know	0	3	1	1	5	2
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 2.25

Which of the lesser penalties do you think they should be given?

All respondents who said "Lesser penalties"	Total count
A fine	[12]
A fine and penalty points	[34]
A fine and penalty points and a ban from driving for 3 months	[14]
A fine and penalty points and a ban from driving for 6 months	[15]
A fine and penalty points and a ban from driving for 6 months	*
Other	*
Total (count)	86

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 2.26

What do you think the penalties should be for all other drivers who are caught with a BAC of 50mg/100ml or more?

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Same penalties as now at 80mgs	92	87	90	92	90	90
Lesser penalties	8	10	8	7	5	7
Refusal	0	0	0	0	0	0
Don't Know	0	3	1	1	4	2
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 2.27

Which of the lesser penalties do you think they should be given?

All respondents who said "Lesser penalties"	Total count
A fine	[9]
A fine and penalty points	[30]
A fine and penalty points and a ban from driving for 3 months	[12]
A fine and penalty points and a ban from driving for 6 months	[10]
A fine and penalty points and a ban from driving for 6 months	*
Other	*
Total (count)	73

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 2.28

How many units of alcohol are contained within a 'regular strength' pint of beer (lager or stout) such as Guinness, Carlsberg or Tennents which has around 4% alcohol?

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
1/2 unit	0	2	2	3	2	2
1 unit	21	14	18	21	21	19
1 1/2 units	18	25	16	13	6	15
2 units	23	28	32	31	22	28
3 units	18	9	10	9	7	10
more than 3 units	5	3	6	4	3	4
Refusal	0	0	0	0	1	0
Don't Know	14	20	17	20	37	22
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 2.29

How many units of alcohol are contained within a 'regular strength' pint of beer (lager or stout) such as Guinness, Carlsberg or Tennents which has around 4% alcohol?

Analysis by drinking status

All persons. Base= 100%	Drinks Alcohol	Does not drink alcohol	Total
	%	%	%
1/2 unit	1	3	2
1 unit	19	20	19
1 1/2 units	16	11	15
2 units	33	17	28
3 units	11	7	10
more than 3 units	5	4	4
Refusal	0	1	0
Don't Know	15	38	22
Total (count)	696	324	1,020

Source: NI Omnibus Survey June 2014

Table 2.30

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

Analysis by Age group

All drivers	16-24	25-34	35-49	50-64	65 and over	Total
	%	%	%	%	%	%
0	*	17	17	15	19	16
1	[29]	45	55	47	46	50
2	[13]	20	22	23	18	21
3	*	6	1	4	2	3
4	*	3	0	0	1	1
Refusal	*	0	0	0	2	0
Don't Know	*	9	5	11	13	8
Total (count)	49	115	204	199	178	745

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Chapter 3: Speeding (Tables 3.1 – 3.13)

Table 3.1

On which of the road types on the showcard would you normally drive faster than the speed limit?

Analysis by Age group

All drivers	16 - 24 Count	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
Roads in a built up area (30mph speed limit or less)	[11]	17	19	24	14	20
Roads outside a built up area (30 - 60mph speed limit)	[17]	25	26	18	17	22
Dual Carriageways	[18]	35	36	29	16	31
Motorways	[20]	54	54	44	24	44
(Spontaneous only) Never normally exceed the speed limit	[9]	23	20	30	50	29
Total[a] (count)	49	115	204	199	178	745

Source: NI Omnibus Survey June 2014

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

Table 3.2

On which of the road types on the showcard would you normally drive faster than the speed limit?

Analysis by Gender

All drivers	Male %	Female %	Total %
Roads in a built up area (30mph speed limit or less)	20	19	20
Roads outside a built up area (30 - 60mph speed limit)	23	21	22
Dual Carriageways	33	28	31
Motorways	50	37	44
(Spontaneous only) Never normally exceed the speed limit	25	34	29
Total[a] (count)	394	351	745

Source: NI Omnibus Survey June 2014

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

Table 3.3

On which of the road types on the showcard would you normally drive faster than the speed limit?

All drivers	2010 %	2011 %	2014 %
Roads in a built up area (30mph speed limit or less)	17	15	20
Roads outside a built up area (30 - 60mph speed limit)	20	16	22
Dual Carriageways	32	24	31
Motorways	47	43	44
(Spontaneous only) Never normally exceed the speed limit	32	32	29
Total[a] (count)	784	781	745

Source: NI Omnibus Survey June 2014

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

Table 3.4

If you are driving on roads in a built up area (less than 30mph) how much faster would you normally be driving than the speed limit?

All drivers who normally exceed the speed limit in a built up area	Total %
less than 5 mph	43
5 - 10 mph	53
11 - 20 mph	5
Total (count)	138

Source: NI Omnibus Survey June 2014

Table 3.5

How likely or unlikely do you think it is that you would be caught by the police if you are exceeding the speed limit?

Analysis by Gender

All drivers	Male %	Female %	Total %
Very Likely	13	18	15
Likely	37	39	38
Unlikely	40	30	35
Very Unlikely	10	12	11
Don't Know	0	1	0
Total (count)	394	351	745

Source: NI Omnibus Survey June 2014

Table 3.6

How likely or unlikely do you think it is that you would be caught by the police if you are exceeding the speed limit?

Analysis by Area

All drivers	BMUA %	Urban %	Rural %	Total %
Very Likely	14	18	15	15
Likely	33	35	43	38
Unlikely	40	37	31	35
Very Unlikely	11	10	11	11
Don't Know	1	0	0	0
Total (count)	214	213	318	745

Source: NI Omnibus Survey June 2014

Table 3.7

How likely or unlikely do you think it is that you would be caught by the police if you are exceeding the speed limit?

All drivers	2010 %	2011 %	2014 %
Very Likely	15	23	15
Likely	43	38	38
Unlikely	33	30	35
Very Unlikely	8	9	11
Total (count)	784	781	745

Source: NI Omnibus Survey June 2014

Table 3.8

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)?

Analysis by Age group

All drivers	16 - 24 Count	25 - 34 %	35 - 49 %	50 - 64 %	65+ %	Total %
less than 5 mph	[20]	48	53	55	64	54
5 - 10 mph	[22]	38	32	32	29	34
11 - 20 mph	*	13	9	13	*	10
21 mph or more	*	1	5	0	*	3
Don't Know	[0]	0	0	0	0	0
Total (count)	49	115	204	199	178	745

Source: NI Omnibus Survey June 2014

* Figures have been suppressed to avoid disclosure

Table 3.9

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 road outside a built up area (30-60mph)?

Analysis by Gender

All drivers	Male %	Female %	Total %
less than 5 mph	24	37	30
5 - 10 mph	46	41	44
11 - 20 mph	24	16	21
21 mph or more	5	5	5
Don't Know	0	0	0
Total (count)	394	351	745

Source: NI Omnibus Survey June 2014

Table 3.10

The speed limit in built up areas is generally 30mph unless signed otherwise. Do you think that a lower speed limit of 20mph should be more widely used?

Analysis by Gender

(All persons aged 16 and over) Base = 100%	Male %	Female %	Total %
Yes	47	54	51
No	52	45	49
Don't Know	1	1	1
Total (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

Table 3.11

The speed limit in built up areas is generally 30mph unless signed otherwise. Do you think that a lower speed limit of 20mph should be more widely used?

Analysis by Driving status

(All persons aged 16 and over) Base = 100%	Driver %	Non-driver %	Total %
Yes	47	63	51
No	53	35	49
Don't Know	1	2	1
Total (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

Table 3.12

The speed limit in built up areas is generally 30mph unless signed otherwise. Do you think that a lower speed limit of 20mph should be more widely used?

Analysis by Urban/Rural Area

(All persons aged 16 and over) Base = 100%	Urban %	Rural %	Total %
Yes	55	44	51
No	44	55	49
Don't Know	1	1	1
Total (count)	635	385	1,020

Source: NI Omnibus Survey June 2014

Table 3.13

Where do you think that the speed limit should be 20mph rather than 30 mph?

Analysis by Urban/Rural Area

(All persons aged 16 and over) Base = 100%	Urban %	Rural %	Total %
In all built up areas	36	31	34
Outside schools	69	71	70
On residential streets	35	24	30
On residential roads	18	12	16
On main roads	2	1	1
Where there are a lot of cyclists or pedestrians	19	17	18
Where children play	52	42	48
Nowhere	14	17	15
Other (please specify)	3	7	5
Refusal	0	0	0
Don't Know	1	1	1
Total[a] (count)	635	385	1,020

Source: NI Omnibus Survey June 2014

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

* Figures have been suppressed to avoid disclosure

Chapter 4: Penalty Points (Tables 4.1 – 4.9)

Table 4.1

If you have had penalty points on your licence did it make you drive safer? For example you obey the speed limits, you don't use a hand held mobile phone while driving, you ensure your vehicle is road worthy?

Analysis by Age group

All drivers	16-24 Count	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Yes	[13]	42	33	32	19	30
No	[0]	8	7	7	3	6
Have never had penalty points	[36]	50	60	62	77	64
Don't Know	[0]	0	0	0	1	0
Total (count)	49	115	204	199	178	745

Source: NI Omnibus Survey June 2014

Table 4.2

If you have had penalty points on your licence did it make you drive safer? For example you obey the speed limits, you don't use a hand held mobile phone while driving, you ensure your vehicle is road worthy?

Analysis by Gender

All drivers	Male %	Female %	Total %
Yes	34	25	30
No	7	4	6
Have never had penalty points	59	70	64
Don't Know	0	0	0
Total (count)	394	351	745

Source: NI Omnibus Survey June 2014

Table 4.3

Why did it make you a safer driver?

Analysis by Gender

All drivers who said they drove safer when had penalty points	Male %	Female %	Total %
I don't want to lose my licence	89	[80]	87
My insurance could increase	27	[26]	29
I want to reduce the risk of a crash	19	[13]	16
Made me realise I'm not as good a driver as I thought	10	[10]	10
Other	2	*	3
Total[a] (count)	143	96	239

Source: NI Omnibus Survey June 2014

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

* Figures have been suppressed to avoid disclosure

Table 4.4

Imagine you are driving. Which of the actions listed on the showcard have you ever found yourself doing during a journey?

Analysis by Age group

All drivers	16-24	25-34	35-49	50-64	65 and over	Total
	Count	%	%	%	%	%
Use of mobile phone - talking	[19]	58	50	35	20	40
Use of mobile phone - texting	[13]	25	17	6	1	13
Use of mobile phone - dialling	[9]	30	22	11	3	16
Use of mobile phone - other phone use	[8]	14	9	6	2	8
Eating , drinking or spilling food or drinks	[38]	70	72	53	29	58
Changing radio/music controls/GPS	[40]	83	70	65	48	67
Smoking	[5]	15	17	16	6	14
Reading or writing	*	9	3	2	1	4
Personal grooming - e.g. brushing hair, applying makeup, shaving	[5]	4	9	7	3	6
Distracted by someone inside the vehicle	[30]	63	53	45	30	49
Distracted by something/someone outside the vehicle	[22]	49	38	37	19	36
None of these - spontaneous	*	6	4	7	30	10
Total[a] (count)	49	115	204	199	178	745

Source: NI Omnibus Survey June 2014

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

* Figures have been suppressed to avoid disclosure

Table 4.5

Imagine you are driving. Which of the actions listed on the showcard have you ever found yourself doing during a journey?

Analysis by Gender

All drivers	Male %	Female %	Total %
Use of mobile phone - talking	44	36	40
Use of mobile phone - texting	13	12	13
Use of mobile phone - dialling	18	14	16
Use of mobile phone - other phone use	9	7	8
Eating , drinking or spilling food or drinks	56	60	58
Changing radio/music controls/GPS	72	61	67
Smoking	15	12	14
Reading or writing	5	1	4
Personal grooming - e.g. brushing hair, applying makeup, shaving	3	11	6
Distracted by someone inside the vehicle	47	51	49
Distracted by something/someone outside the vehicle	37	34	36
None of these - spontaneous	8	13	10
Total[a] (count)	394	351	745

Source: NI Omnibus Survey June 2014

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

Table 4.6

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

Analysis by Age group

All persons aged 16 and over	16-24 Count	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Yes	85	80	75	77	80	79
No	15	18	22	19	16	19
Don't Know	0	2	3	4	3	3
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 4.7

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

Analysis by Gender

All drivers	Total %
Yes	95
No	5
Don't Know	0
Total (count)	745

Source: NI Omnibus Survey June 2014

Table 4.8

Can you tell me how many valid penalty points will lead to a person being disqualified from driving/losing their licence?

Analysis by Gender

All persons aged 16 and over	Male %	Female %	Total %
1	1	0	0
2	0	1	0
3	0	2	1
4	0	1	0
5	0	0	0
6	3	5	4
7	0	0	0
8	1	1	1
9	8	8	8
10	1	3	2
11	1	2	2
12	78	61	69
13	0	0	0
15	0	0	0
16	0	0	0
20	0	0	0
21	0	0	0
23	0	0	0
30	0	0	0
70	0	0	0
Refusal	0	0	0
Don't Know	5	14	10
Total (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

Table 4.9

Vehicle seizure is being considered as an option for serious road traffic offences. In which of these circumstances do you think that the police should have the power to seize vehicles?

Analysis by Gender

All persons aged 16 and over	Male %	Female %	Total %
Drink Driving	84	87	86
Drug Driving	75	81	78
Dangerous Driving	55	68	62
Driving without a licence	50	55	53
Driving without an MOT	29	24	27
Driving while disqualified	76	69	73
Driving using forged documentation	50	51	50
Providing police with false information	39	42	41
Vehicle taking & aggravated vehicle taking	54	54	54
Failure to stop and report a collision	47	55	51
In no instances should a vehicle be seized	2	2	2
Other	1	1	1
Don't Know	0	0	0
Total[a] (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

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

Chapter 5: Seat Belt (Tables 5.1 – 5.8)

Table 5.1

When you travel in a car, do you usually wear a seat belt when you are the driver?

Analysis by Gender

All drivers	Male %	Female %	Total %
Yes	98	99	99
No	2	1	1
Total (count)	394	351	745

Source: NI Omnibus Survey June 2014

Table 5.2

When you travel in a car, do you usually wear a seat belt when you are the front seat passenger?

Analysis by Gender

All persons. Base= 100%	Male %	Female %	Total %
Yes	98	100	99
No	2	0	1
Total (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

Table 5.3

When you travel in a car, do you usually wear a seat belt when you are the back seat passenger?

Analysis by Gender

All persons. Base= 100%	Male %	Female %	Total %
Yes	84	91	87
No	12	8	10
Total (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

Table 5.4

When you travel in a car, do you usually wear a seat belt when.....?

All persons. Base= 100%	2009 %	2014 %
Driver	98	98
Front seat passenger	98	99
Back seat passenger	88	87
Total (count)	1,180	1,020

Source: NI Omnibus Survey

Table 5.5

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

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Hit the windscreen	77	88	87	83	74	82
Be thrown from the vehicle	69	89	83	79	66	77
Injure themselves	90	93	90	90	90	91
Injure a front seat passenger or driver	88	93	92	94	85	90
Injure other back seat passengers	86	84	73	81	65	77
Don't Know	0	1	0	0	0	0
Total[a] (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

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

Table 5.6

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

Analysis by Driving status

All persons. Base= 100%	Driver %	Non-Driver %	Total %
Hit the windscreen	84	75	82
Be thrown from the vehicle	80	68	77
Injure themselves	91	88	91
Injure a front seat passenger or driver	93	84	90
Injure other back seat passengers	79	69	77
Don't Know	0	0	0
Total[a] (count)	745	275	1,020

Source: NI Omnibus Survey June 2014

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

Table 5.7

If you did not wear your seatbelt – just once – how likely is it that you would be killed or seriously injured?

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Extremely likely	24	21	29	22	24	24
Quite likely	37	37	32	37	36	36
Neither likely nor unlikely	16	15	15	14	14	15
Not very likely	17	19	16	18	19	18
Extremely unlikely?	5	8	8	9	7	7
Refusal	1	0	0	0	0	0
Don't Know	0	1	0	0	1	0
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey
June 2014

Table 5.8

Who do you think has the main responsibility for preventing road tragedy?

Analysis by Gender

All persons. Base= 100%	Male %	Female %	35-49 %
The government	9	6	7
The police	11	9	10
Road users	77	80	79
Car makers	2	2	2
Road engineers	1	1	1
The courts	1	2	2
Don't Know	0	0	0
Total (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

Chapter 6: Pedestrians (Tables 6.1 – 6.12)

Table 6.1

If you were out for a walk in which of the following situations if any would you wear high visibility items?

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
On dark roads	29	23	30	24	18	25
In areas of poor street light	18	15	20	14	11	15
In the evenings and night times only	23	22	26	25	16	22
All the time	7	12	11	10	10	10
I never wear high visibility items	57	50	45	50	61	52
Other	2	4	3	5	6	4
Don't Know	0	1	0	0	0	0
Total[a] (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

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

Table 6.2

If you were out for a walk in which of the following situations if any would you wear high visibility items?

Analysis by Age group

All persons. Base= 100%	2013 %	2014 %
On dark roads	25	25
In areas of poor street light	17	15
In the evenings and night times only	25	22
All the time	13	10
I never wear high visibility items	47	52
Other	5	4
Don't Know	0	0
Total[a] (count)	1,062	1,020

Source: NI Omnibus Survey

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

Table 6.3

If you were out for a walk in which of the following situations if any would you wear high visibility items?

Analysis by Area

All persons. Base= 100%	BMUA %	Urban %	Rural %	Total %
On dark roads	11	24	35	25
In areas of poor street light	11	15	19	15
In the evenings and night times only	15	23	27	22
All the time	4	7	18	10
I never wear high visibility items	72	57	34	52
Other	3	3	6	4
Don't Know	0	0	0	0
Total[a] (count)	320	315	385	1,020

Source: NI Omnibus Survey June 2014

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

Table 6.4

Occasions when respondents who stated they wear high visibility items if out for a walk, 2013 & 2014

Analysis by year

All persons. Base= 100%	2013 %	2014 %
On dark roads	48	55
In areas of poor street light	32	35
In the evenings and night times only	47	54
All the time	24	25
Total[a] (count)	541	475

Source: NI Omnibus Survey June 2014

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

Table 6.5

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

Analysis by Gender

All persons. Base= 100%	Male %	Female %	Total %
Yes	87	94	91
No	13	6	9
Total (count)	474	546	1,020

Source: NI Omnibus Survey June 2014

Table 6.6

In what circumstances would you not use a crossing when you are at or near one?
Analysis by Age group

All persons. Base= 100%	16-24	25-34	35-49	50-64	65 and over	Total
	%	%	%	%	%	%
When the traffic is light	37	42	41	37	24	36
When it is safe to cross without using a pedestrian crossing	45	37	34	35	23	34
When I have to wait too long for the lights at the crossing	7	7	10	10	5	8
When I have to walk too far to get to the pedestrian crossing	15	16	16	16	11	15
When I am in a hurry	35	28	30	23	10	24
When I fear for my personal safety	0	1	1	2	2	1
I never use pedestrian crossings	0	1	1	0	0	0
I always use pedestrian crossings	23	29	28	30	50	33
Other	1	1	1	0	1	1
Don't Know	2	0	0	0	0	0
Total[a] (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

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

Table 6.7

In what circumstances would you not use a crossing when you are at or near one?
Analysis by Driving status

All persons. Base= 100%	Driver	Non-driver	Total
	%	%	%
When the traffic is light	37	32	36
When it is safe to cross without using a pedestrian crossing	35	28	34
When I have to wait too long for the lights at the crossing	8	8	8
When I have to walk too far to get to the pedestrian crossing	16	11	15
When I am in a hurry	26	19	24
When I fear for my personal safety	1	1	1
I never use pedestrian crossings	0	0	0
I always use pedestrian crossings	30	43	33
Other	1	1	1
Don't Know	0	1	0
Total[a] (count)	745	275	1,020

Source: NI Omnibus Survey June 2014

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

Table 6.8

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

Analysis by Drinking status

All persons. Base= 100%	Drinks alcohol %	Does not drink alcohol %	Total %
When the traffic is light	38	31	36
When it is safe to cross without using a pedestrian crossing	36	29	34
When I have to wait too long for the lights at the crossing	8	9	8
When I have to walk too far to get to the pedestrian crossing	15	15	15
When I am in a hurry	26	20	24
When I fear for my personal safety	1	2	1
I never use pedestrian crossings	0	0	0
I always use pedestrian crossings	30	40	33
Other	1	2	1
Don't Know	0	1	0
Total[a] (count)	696	324	1,020

Source: NI Omnibus Survey June 2014

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

Table 6.9

The inattention of which group do you feel causes the majority of road traffic collisions involving pedestrians?

Analysis by Age group

All persons. Base= 100%	16-24 %	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Pedestrians	30	17	22	26	26	24
Drivers	54	62	58	50	51	54
Other	15	19	17	21	20	19
Don't Know	2	3	3	2	3	2
Total (count)	101	153	249	247	270	1,020

Source: NI Omnibus Survey June 2014

Table 6.10

The inattention of which group do you feel causes the majority of road traffic collisions involving pedestrians?

Analysis by Driving status

All persons. Base= 100%	Driver %	Non-driver %	Total %
Pedestrians	24	25	24
Drivers	55	54	54
Other	18	20	19
Don't Know	3	1	2
Total (count)	101	153	1,020

Source: NI Omnibus Survey June 2014

Table 6.11

Now imagine yourself driving, do you usually pay attention to pedestrians walking along or on the road in a built up area (speed limit of 30mph or less)?

Analysis by Age group

All drivers	16-24 Count	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Yes	[40]	92	97	94	98	94
No	[9]	8	3	6	2	6
Total (count)	49	115	204	199	178	745

Source: NI Omnibus Survey June 2014

Table 6.12

Do you usually pay attention to pedestrians walking along or on the road outside a built up area (30-60 mph speed limit)?

Analysis by Age group

All drivers	16-24 Count	25-34 %	35-49 %	50-64 %	65 and over %	Total %
Yes	[42]	83	86	85	92	86
No	[7]	17	14	15	8	14
Total (count)	49	115	204	199	178	745

Source: NI Omnibus Survey June 2014

Appendix 2: Northern Ireland Omnibus Survey Technical Notes

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

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

Interviewers are instructed to call at each address issued in their assignments. At the first stage of the survey, they have to identify the number of households resident at the address and, where necessary, select one using a selection table (Table 2.1).

Table 2.1 Household Selection Table

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

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

2.2 The Fieldwork

Addresses were issued to a panel of 172 interviewers in the middle of April 2014. The fieldwork period was 6th May to the 7th June 2014.

Table 2.2 Response Rates

	Number	**Percent**
Set sample of addresses	2200	
- Ineligible known	333	
- Ineligible unknown (pre-adjustment)	43	
- Eligible known (pre-adjustment)	1824	
- Ineligible (after adjustment)	339	
Eligible (after adjustment)[1]	1861	100
Fully co-operating	1019	55
Partially co-operating	1	0
Total co-operating	**1020**	**55**
Refusal to co-operate	492	26
Non-contact	245	13

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: 85%.

2.3 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 2.3). The Omnibus Sample has also been compared to the achieved sample of the Continuous Household Survey (CHS).

Table 2.3 Representativeness of the Sample

	Mid Year Population Estimates 2013	CHS 2012312 (all members of household 16+)	Omnibus (all members of household 16+)	Selected Respondent
Age				
16-24	15	14	13	13
25-34	17	16	15	15
35-49	26	27	26	24
50-64	22	23	24	26
65 and over	19	20	21	22
Gender				
Male	48	48	47	50
Female	52	52	53	50
Base=100%	1,447,118	5,197	1,928	1,020

2.4 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 36% of households consisted of one adult, while 48% of households consisted of two adults. 10% 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.

Table 2.4 Weighting of the Sample

Number of adults 16 and over	Number	Household Size X Number	Relative Scaled Weight
1	371	371	0.529045
2	466	932	1.058091
3	122	366	1.587136
4	47	188	2.116182
5	13	65	2.645228
6	1	6	3.174273

$$R = \frac{1020}{1928} = 0.5290456431$$

To demonstrate the effects of weighting on the responses given by selected respondents tothe “To what extent does this campaign (Once) influence you or not?” was analysed both weighted and unweighted (Tables 2.5 and 2.6).

Table 2.5 (Weighted)

	Frequency	Valid Percent
Influence a lot	452	63.4
Influence a little	203	28.5
Does not influence at all	57	8.0
Don’t Know	1	.1
Total	714	100.0
System	306	
Total	1020	

Table 2.6 (Unweighted)

	Frequency	Valid Percent
Influence a lot	437	62.4
Influence a little	202	28.9
Does not influence at all	59	8.4
Don’t Know	2	.3
Total	700	100.0
System	320	
Total	1020	

2.5 Sampling Error

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

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

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

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

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

The tables below provide a guide to the accuracy of survey estimates contained in the report for the key groups reported on (all respondents and motorists).

All Respondents (Base 1020) - 95 per cent confidence interval

Survey Estimate	90%	80%	70%	60%	50%	40%	30%	20%	10%
Upper Limit	91.8	82.5	72.8	63.0	53.1	43.0	32.8	22.5	11.8
Lower Limit	88.2	77.5	67.2	57.0	46.9	37.0	27.2	17.5	8.2

All Motorists (Base 745) - 95 per cent confidence interval

Survey Estimate	90%	80%	70%	60%	50%	40%	30%	20%	10%
Upper Limit	92.2	82.9	73.3	63.5	53.6	43.5	33.3	22.9	12.2
Lower Limit	87.8	77.1	66.7	56.5	46.4	36.5	26.7	17.1	7.8

2.6 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 - '.' than 0.5%. - cell is '0'

Appendix 3: Additional Information

Further information on the Road Safety Monitor is available from:

Seana McIlwaine

Analytical Services Branch

Department of the Environment

Room 6-10

Clarence Court

10-18 Adelaide Street

Town Parks

Belfast BT2 8GB

☎ Tel: 028 9054 0476

✉ Email: asb@doeni.gov.uk

This Statistical report and others published by Analytical Services Branch are available to download from the DOE Internet site at:

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