



Seatbelt Usage & Attitudes among those under 35 years

Online Survey
August 2018

Prepared for:



Údarás Um Shábháilteacht Ar Bhoithre
Road Safety Authority

Prepared by
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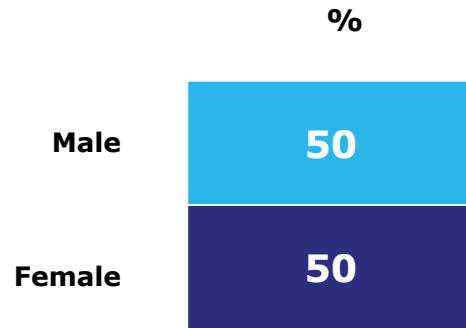
Research Background & Objectives

- This research was conducted on behalf of the Road Safety Authority into usage and attitudes towards the wearing of seatbelts amongst young adults under the age of 35 years.
- Given the target sample for the research, the methodology applied was that of an online survey, conducted via B&A's online consumer panel called Acumen.
- In total, 512 interviews were completed in total. Only respondents who travelled by car as a driver or a passenger, on a weekly basis were deemed eligible.
- The key information areas covered in the survey include:
 - ❖ Wearing a seatbelt
 - ❖ Attitudes to being asked to wear a seatbelt
 - ❖ Being asked by a friend to wear a seatbelt
 - ❖ Attitudes to wearing a seatbelt
 - ❖ Reasons for not wearing a seatbelt
- All online survey interviewing was conducted during August 2018.

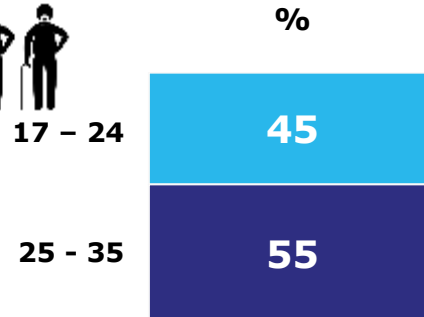
Sample Profile: Demographics

Base: Adults aged under 35 years n - 512

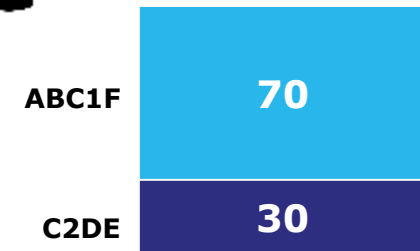
GENDER



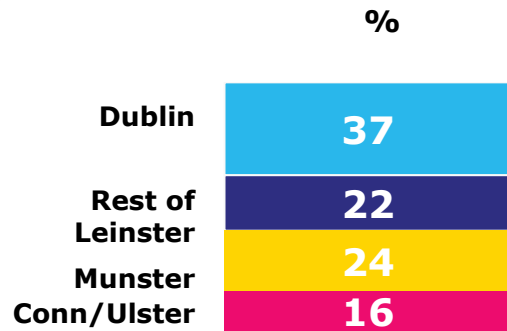
AGE



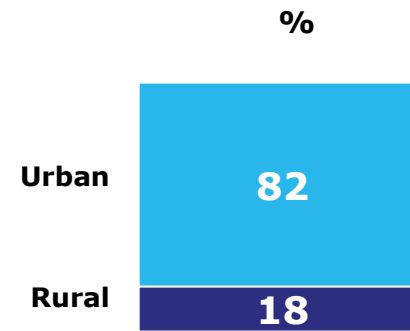
CLASS



REGION



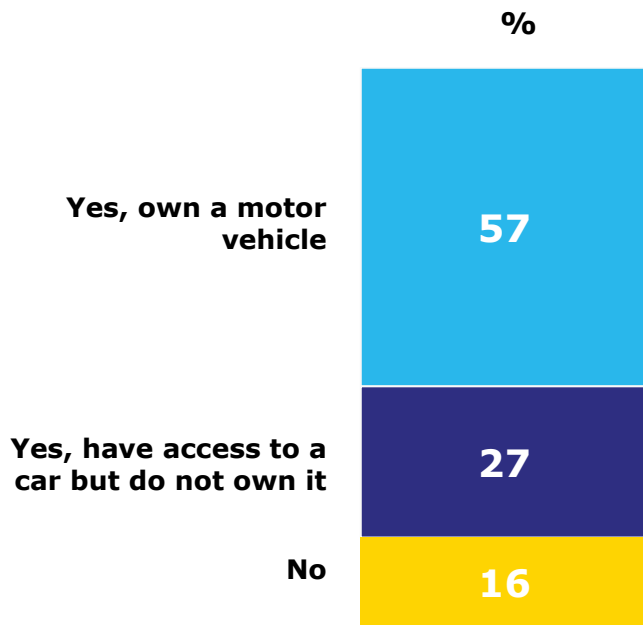
REGION



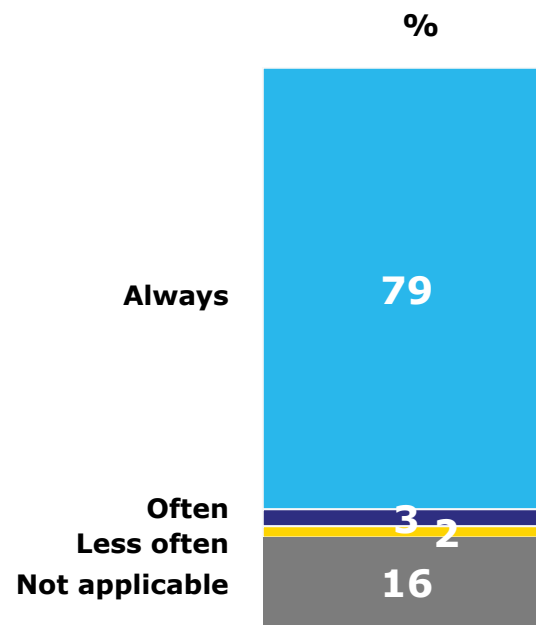
Sample Profile: Car Access & Usage

Base: Adults aged under 35 years n - 512

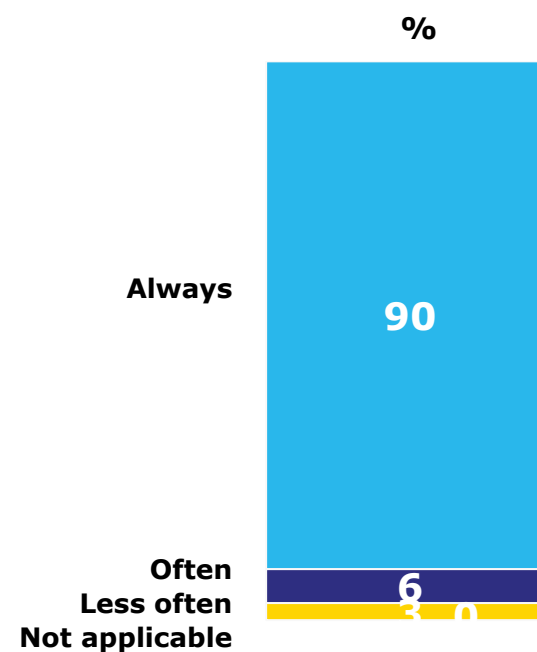
Access to a motor vehicle



Frequency of travel as driver



Frequency of travel as passenger



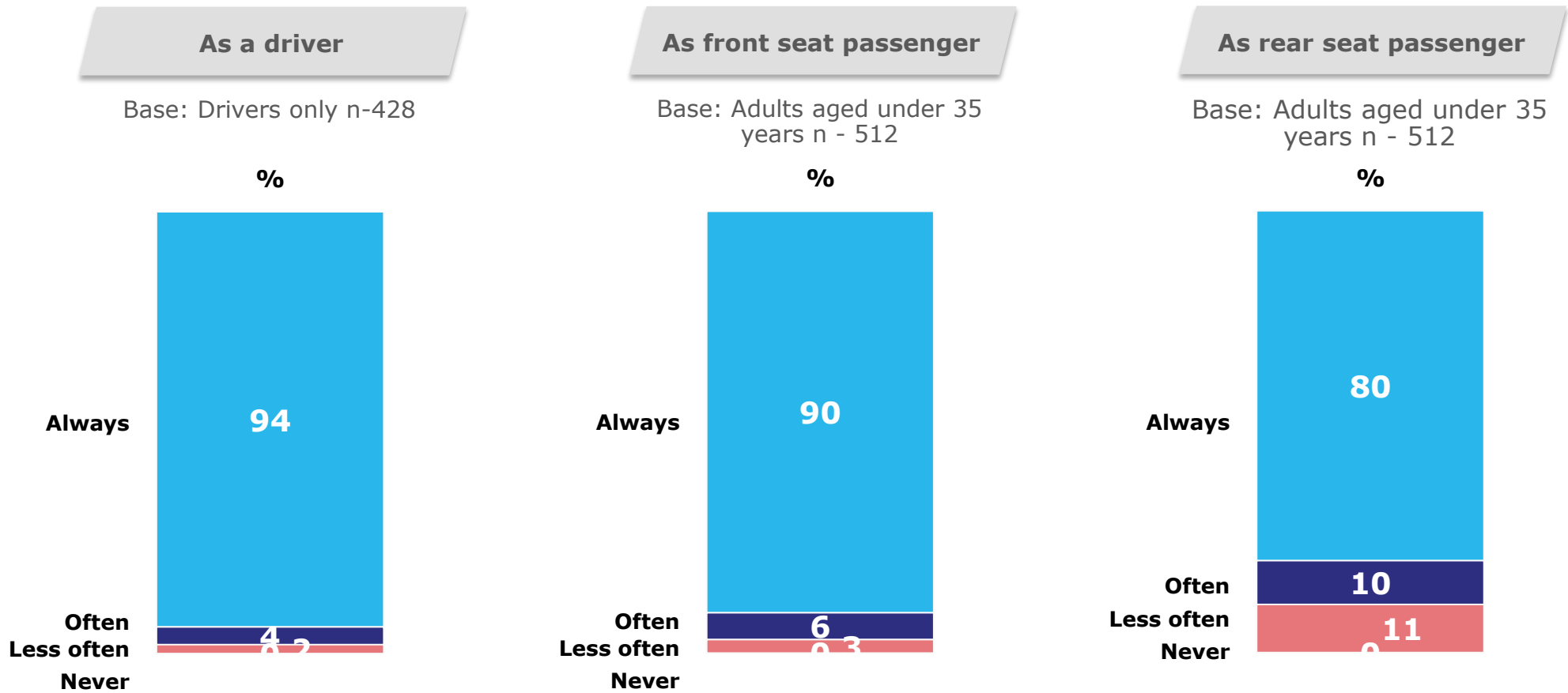
To be eligible respondents needed to travel by car as driver or passenger or an at least weekly basis.

Seatbelt Usage & Attitudes



Frequency of wearing a seatbelt

Base: Drivers only n-428



Circa 9 in 10 claim to always wear a seatbelt when driving or travelling as a front seat passenger. This drops to 8 in 10 when travelling as a back seat passenger.

*Drivers only n-428



Q.1 How often do you wear a seat belt in a car when you are a....

Wearing a seatbelt: 'Always' x Demographics

Base: Adults aged under 35 years n - 512

	Total	Gender		Age		Class		Region		Area	
		Male	Female	17-24	25-34	ABC1	C2DEF	Dublin	Ex Dublin	Urban	Rural
	%	%	%	%	%	%	%	%	%	%	%
Driver (Base: 428)	94	94	94	93	94	93	95	95	93	94	94
Front seat passenger (Base: 512)	90	88	92	88	91	90	89	90	90	90	89
Rear seat passenger (Base: 512)	80	80	79	79	81	80	80	79	80	80	79

Frequency of 'always' wearing a seatbelt is relatively consistent across demographics.

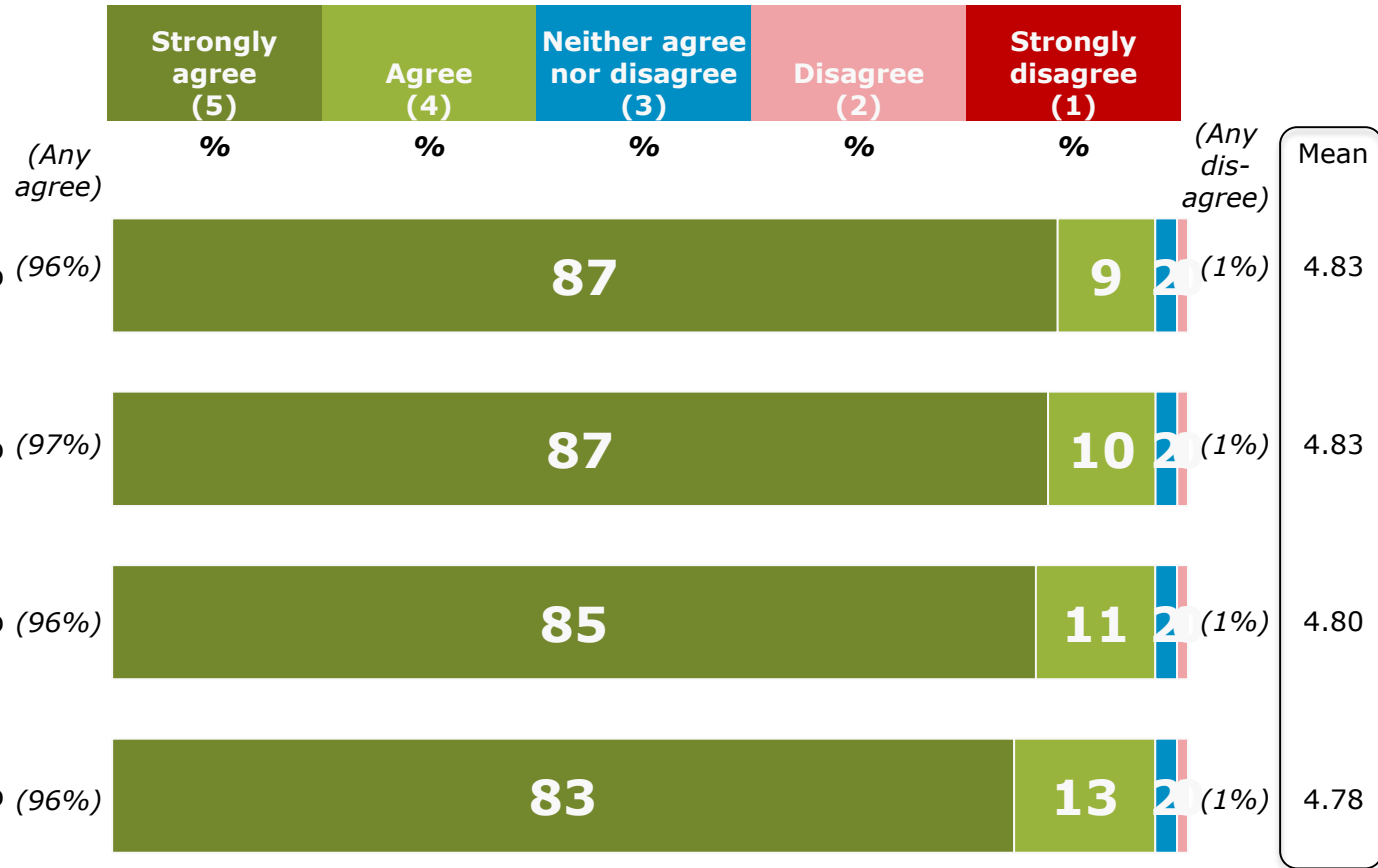


Q.1 How often do you wear a seat belt in a car when you are a....

Attitudes towards being asked to wear a seatbelt

Base: Adults aged under 35 years n - 512

I would put on a seatbelt if.....



The majority of under 35s would put on their seatbelt if their friend asked them to do so.



Q.2 To what extent do you agree with each of the following statements

Attitudes towards being asked to wear a seatbelt x Demographics

Base: Adults aged under 35 years n - 512

'Strongly Agree'	Total	Gender		Age		Class		Region		Area	
		Male	Female	17-24	25-34	ABC1	C2DEF	Dublin	Ex Dublin	Urban	Rural
<i>Base:</i>	512	256	256	231	281	355	157	192	320	421	91
	%	%	%	%	%	%	%	%	%	%	%
I would put on a seat belt if my friend asked me to	87	87	88	85	89	89	85	88	87	87	90
I would put on a seat belt if my friend was driving asked me to	87	86	89	87	88	89	84	86	88	86	92
I would put on a seat belt if my friend sitting in the front seat passenger seat asked me to	85	84	86	82	88	87	82	87	84	85	86
I would put on a seat belt if my friend sitting in a rear passenger seat asked me to	83	81	86	82	85	84	81	83	84	83	88

Attitudes towards being asked to wear a seatbelt are relatively consistent across demographics.



Q.2 To what extent do you agree with each of the following statements

Attitudes to being asked to wear a seatbelt x passenger vs driver

Base: Adults aged under 35 years n - 512

'Strongly Agree'	Total	Travel as passenger Weekly+	Travel as driver Weekly+
	%	%	%
I would put on a seat belt if my friend asked me to	87	87	90
I would put on a seat belt if my friend was driving asked me to	87	86	87
I would put on a seat belt if my friend sitting in the front seat passenger seat asked me to	85	85	87
I would put on a seat belt if my friend sitting in a rear passenger seat asked me to	83	82	84

Limited variation in attitudes towards being asked to wear a seatbelt between drivers & passengers.

Being asked by a friend to wear a seatbelt

Base: Adults aged under 35 years n - 512

Have you ever been asked by a friend to wear a seat belt in a car

%

Yes

21

No

3

No, because I always wear a seat belt

76

Don't Know

1

Where was your friend sitting?
71% they were the driver

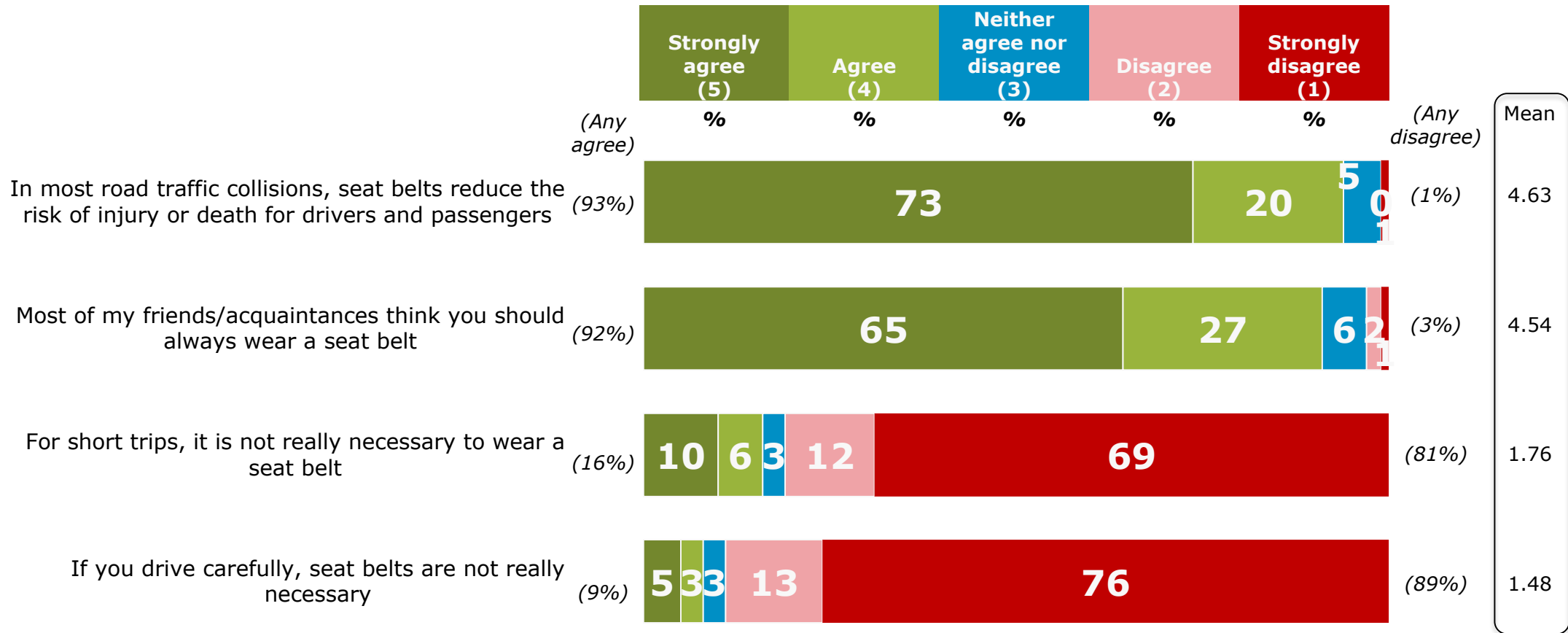
Were they male or female?
54% male, 44% female

Did you then put on a seatbelt?
96% yes

Almost all under 35s who have been asked to wear a seatbelt have done so.

Attitudes towards wearing a seatbelt

Base: Adults aged under 35 years n - 512



9 in 10 agree that seatbelts reduce the risk of injury and death, and a similar number believe that their friends think seatbelts should always be worn. High disagreement levels with only wearing seatbelts for short journeys and seatbelts are not necessary when driving carefully.

Attitudes to wearing a seatbelt: Strongly Agree x Demographics

Base: Adults aged under 35 years n - 512

'Strongly Agree'	Total	Gender		Age		Class		Region		Area	
		Male	Female	17-24	25-34	ABC1	C2DEF	Dublin	Ex Dublin	Urban	Rural
<i>Base:</i>	512	256	256	231	281	355	157	192	320	421	91
	%	%	%	%	%	%	%	%	%	%	%
In most road traffic collisions, seat belts reduce the risk of injury or death for drivers and passengers	73	71	75	70	76	73	73	73	73	73	74
Most of my friends/acquaintances think you should always wear a seat belt	65	61	69	61	69	69	57	73	60	67	58
For short trips, it is not really necessary to wear a seat belt	10	13	7	8	11	9	11	12	9	10	9
If you drive carefully, seat belts are not really necessary	5	6	4	3	6	5	6	7	4	5	3

Awareness of friends attitudes towards the wearing of seatbelts receives most variation across demographics, with females, the older age group and those in Dublin claiming their friends are more positive towards the wearing of seatbelts. C2DEs and outside Dublin are more negative – albeit marginally.

Reasons for not wearing a seatbelt

Base: Those who do not always wear seatbelt as driver, front seat passenger, rear seat passenger

	As driver	As a front seat passenger	As a rear seat passenger
Base:	25*	50	105
	%	%	%
Forget to put it on	43	63	50
Physical discomfort	21	35	34
Want freedom to socialise with friends in the car	14	27	19
To protect clothing	10	16	6
Always wear a seatbelt	10	8	2
It's not necessary	6	10	4
Do not drive	3	-	-
Seatbelt hard to access	-	-	3
Short journey	-	-	3
Other	-	1	6
There is no reason	6	-	-

*Caution low base size

Forgetting to put on seatbelt is the main reason given for not wearing it. Wanting freedom to socialise with friends in the car is more of a factor for front seat passengers.



Q.8a On the occasion that you do not wear a seat belt as a driver, why might this be?
 Q.8b On the occasion that you do not wear a seat belt as a front seat passenger, why might this be?
 Q.8c On the occasion that you do not wear a seat belt as a rear seat passenger, why might this be?

Summary & Conclusions



Summary & Conclusions

- Circa 9 in 10 claim to always wear a seatbelt when driving or travelling as a front seat passenger. This drops to 8 in 10 when travelling as a back seat passenger. The majority of under 35s would however put on a seatbelt if their friend asked them to do so.
- 1 in 5 under 35s have previously been asked to wear a seatbelt by their friend and the majority of these have done so when asked. Positively the remaining 4 in 5 claim they have not been asked to wear a seatbelt because they always do so.
- Attitudes towards the practicalities of wearing a seatbelt are also positive, with 9 in 10 agreeing that seatbelts reduce the risk of injury and death and a similar number believe that their friends think seatbelts should always be worn. High disagreement levels with only wearing seatbelts for short journeys (81%) and seatbelts are not necessary when driving carefully (89%).
- Awareness of friends attitudes towards the wearing of seatbelts receives most variation across demographics, with females, the older age group and those in Dublin claiming their friends are more positive towards the wearing of seatbelts. C2DEs and outside Dublin are more negative – albeit marginally.
- Forgetting to put on seatbelt is the main reason given for not wearing it and wanting freedom to socialise with friends in the car is also a factor for front seat passengers.
- Thus, overall attitudes towards the wearing of seatbelts are generally encouraging but some work on the wearing of seatbelts among back seat passengers is required to instil it as mandatory in Irish culture.

Thank You



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