



# Road Observational Studies 2015

# Overview: Observational Studies



1. Motorcyclists & Pedal Cyclists Only
  - › High Visibility wearing
  - › Helmet wearing
  - › Phone & Earphone Use
2. Vehicles: Defective & Misuse of Fog Lights
3. Motorists & Pedestrians

# 1. Motor Cyclists & Pedal Cyclists:

RSA

## Motorcyclists & Pedal Cyclists

- High Visibility wearing
- Helmet wearing



## Pedal Cyclists only

- Phone Use
- Earphone Use



Image sources: <http://www.hedgehogcycling.co.uk/cycling-and-mobile-phones-holland.html>  
<http://gears.org.uk/millions-drivers-using-faulty-lights-cars/>  
<http://www.examiner.com/review/capo-the-bay-area-s-cycling-apparel-leader>

# Motorcyclists & Pedal Cyclists Study



- Conducted by Amárach Research
- November 2015
- High Visibility & Helmets (motorcyclists & pedal cyclists)
- Phone & Earphone use (pedal cyclists only)
- Cities with bike schemes (Dublin, Limerick, Cork & Galway)
  - differences between public\* and private\*\* cyclists were identified



\*Public cyclists: include the cyclists observed who were using a public city bike (the public city bike scheme is only in Dublin, Limerick, Cork and Galway)

\*\*Private cyclists: include the cyclists observed who were not using a public bike.

# Methodology

The RSA logo consists of the letters 'RSA' in white, sans-serif font, centered within a solid orange square with slightly rounded corners.

Urban Area	Number of Sites
Dublin	62
Cork	19
Galway	16
Limerick	14
Midlands	9
Waterford	9
Kilkenny	8
Maynooth	3

- 140 pre agreed urban sites
- Carried out in 3 hour shifts
- Mon – Fri, 07:00-10:00, 12:00-15:00 & 17:00 to 20:00
- Interviewers were provided with briefing packs
- Risk assessment completed
- A pilot survey of 5 site locations was conducted prior to fieldwork

# Number of Observations




- A total of **21,627** observations across the 8 regions.
- 3,990 motorcyclists
- 17,637 pedal cyclists.
- Amongst pedal cyclists,
  - 14,828 were private
  - 2,809 were public (2,542 in Dublin)

County	Total	Motorcyclists	Pedal Cyclists	Private Pedal Cyclists	Public pedal cyclist
Dublin	77% (16,692)	63% (2,514)	80% (14,178)	78% (11,636)	90% (2,542)
Cork	11% (2,321)	25% (1,013)	7% (1,308)	7% (1,058)	9% (250)
Galway	4% (876)	2% (70)	5% (806)	5% (805)	* (1)
Limerick	2% (498)	1% (50)	3% (448)	3% (433)	1% (15)
Midlands	1% (301)	1% (32)	2% (269)	2% (269)	0 (0)
Waterford	2% (352)	3% (114)	1% (238)	2% (238)	0 (0)
Kilkenny	1% (267)	1% (26)	1% (241)	2% (240)	0 (0)
Maynooth	1% (320)	4% (171)	1% (149)	1% (149)	0 (0)
<b>Total</b>	<b>100%</b> <b>(21,627)</b>	<b>100%</b> <b>(3,990)</b>	<b>100%</b> <b>(17,637)</b>	<b>100%</b> <b>(14,828)</b>	<b>100%</b> <b>(2,809)</b>

# High Visibility Clothing - Key Findings



## High Visibility Wearing Rates:

- Motorcyclists (58%)
  - All Pedal Cyclists (50%)
  - Private pedal cyclists (54%)
  - Public pedal cyclists (33%)
- 
- A photograph showing two cyclists from behind, wearing bright yellow high-visibility jackets and helmets, standing on a city street. They are positioned near a black utility pole. In the background, a red bus and a dark car are visible.
- Motorcyclists high visibility wearing rates have increased from 2014 (37%) to 2015 (58%)
  - Increased amongst all pedal cyclists from 2014 (30%) to 2015 (50%)
  
  - Adults had a higher wearing rate (56%) than children (38%) amongst private pedal cyclists
  
  - Of all pedal cyclists, private & public, 80% had some reflective material on them

# Helmet use – Key Findings

RSA

Behaviour	Road User	%	
		2015	2014
Wearing Helmet	Motor Cyclists	97%	99%
	All Pedal Cyclists	52%	41%
	Private Pedal Cyclists	57%	46%
	Public Pedal Cyclists	27%	9%*

\*In 2014 the public pedal cyclists figures are inclusive for Dublin only

- Both a helmet and high visibility clothing were worn by:
  - **56%** of all motorcyclists,
  - **41%** of private pedal cyclists
  - **17%** of public pedal cyclists



Source of image: <http://www.smarter-usa.org/all-gear/high-viz/>



## Mobile Phone & Earphone Usage (Pedal Cyclists only) – Key Findings



Behaviour	Road User	%	
		2015	2014
<b>Mobile Phone Use</b>	Pedal Cyclists	2%	1%*
	Personal Pedal Cyclists	2%	1%
	Public Pedal Cyclists	4%	0.5%*
<b>Earphone Use</b>			<i>Hands free devices**</i>
	Pedal Cyclists	14%	11%**
	Personal Pedal Cyclists	13%	10%**
	Public Pedal Cyclists	21%	16%**

\*In 2014 the public pedal cyclists figures are inclusive for Dublin only

\*\*In the 2014 study the definition was “Hands free devices”. In the 2015 this definition was changed to “Earphone use”

- Note: Children had higher usage rates for both mobile phones and earphones compared to adults

## 2. Vehicles: Defective Lights & Misuse of Fog Lights



# Methodology:



- A total of 95 sites: urban (36 sites) and rural roads (59 sites)
- Cars, rigid goods vehicles, semi-articulated vehicles and buses were observed
- Monday-Friday from 6.30-8.30am and from 6.30-9pm
  - Defective Lights: 36,016 vehicles observed
  - Fog Lights: 35,912 observed
- Risk assessment conducted & interviewers provided with briefing documents

# Defective Lights: Key Findings

The RSA logo consists of the letters "RSA" in white, sans-serif font, centered within a solid orange square with slightly rounded corners.

- Less than 1 in 10 (8%) vehicles surveyed had at least one defective light
  - slight increase from 2014 (7%)
- Defective **front lights** (5%) more common than defective **rear lights** (3%).
- Buses had least number of defective lights (3%) of all vehicles.

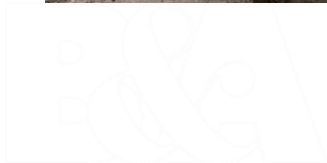
# Fog Light Misuse: Key Findings

The RSA logo consists of the letters 'RSA' in white, sans-serif font, centered within a solid orange square. The square has a slight 3D effect with a darker orange shadow on its right side.

- 1 in 7 drivers (14%) found to be misusing fog lights - increase on 2014 (10%)
- The worst offending vehicle type was the Semi-Articulated vehicles where just over 1 in 4 (23%) were recorded with fog lights on
- 13% of car drivers were misusing their fog lights
- Vehicles on urban roads had a higher incidence to misuse fog lights (16%) compared to rural roads (13%), and was least common on motorways (6%).
- Misuse of front fog lights (8%) is higher than rear fog lights (2%) but 4% were misusing both front and rear fog lights.

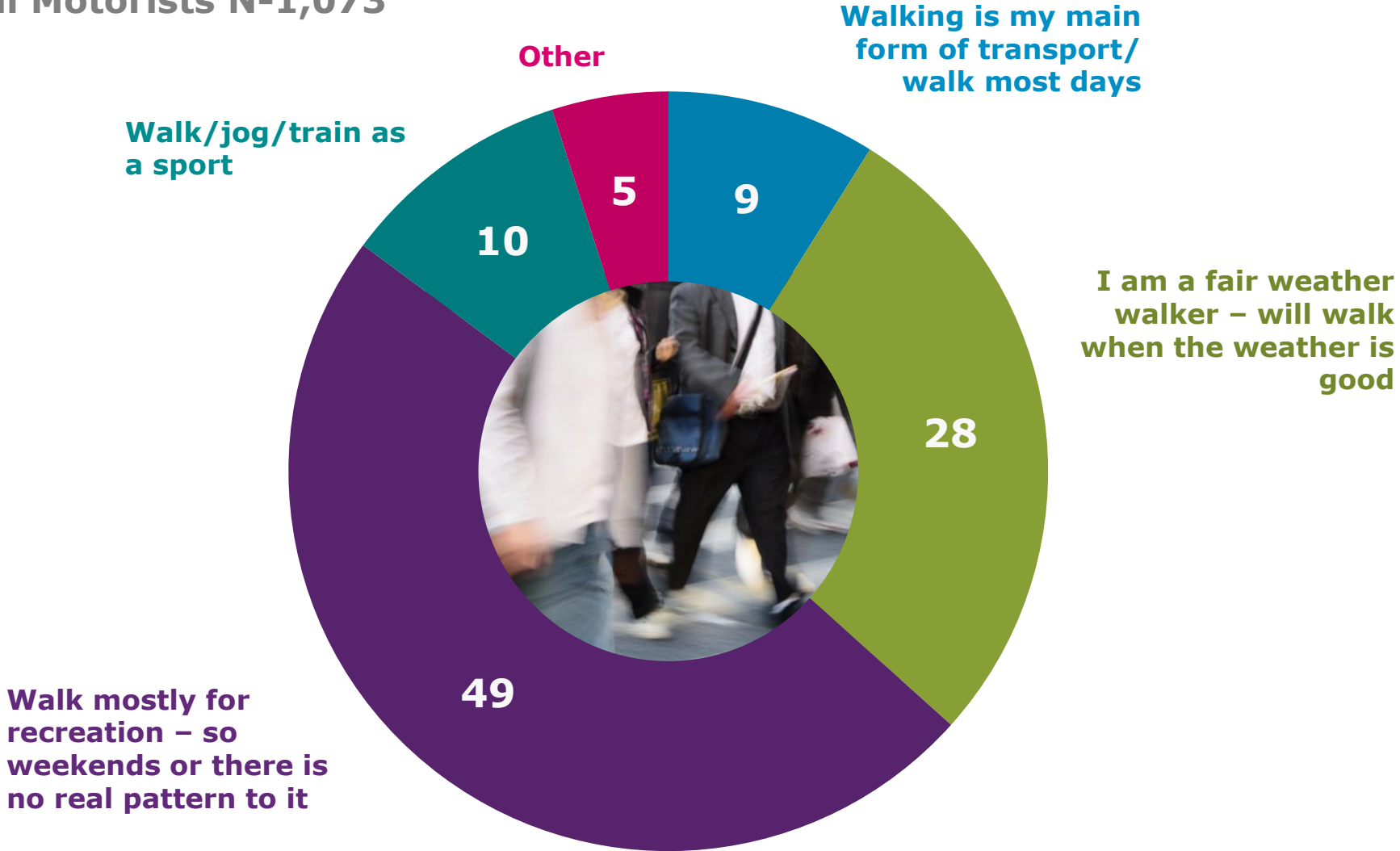


# 3. Motorists & Pedestrians



# Pedestrian Types

Base: All Motorists N-1,073



For 9% of motorists, walking is their main form of transport /walk most days; a further 10% walk/jog /train as a sport.

Q. Which of these statements best describes how you use the roadways/paths as a pedestrian?

# Pedestrian Types

Base: All Motorists N-1,073



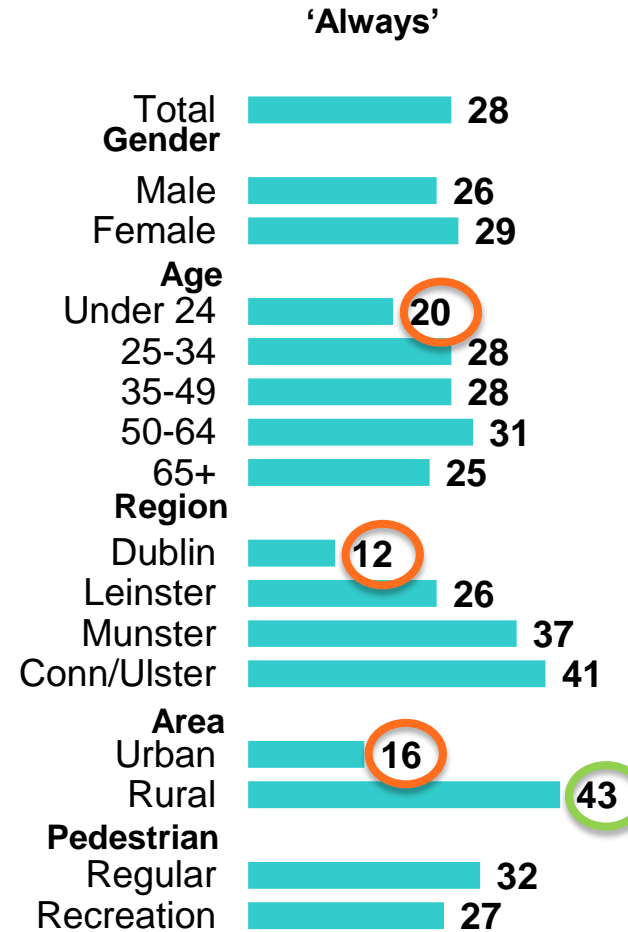
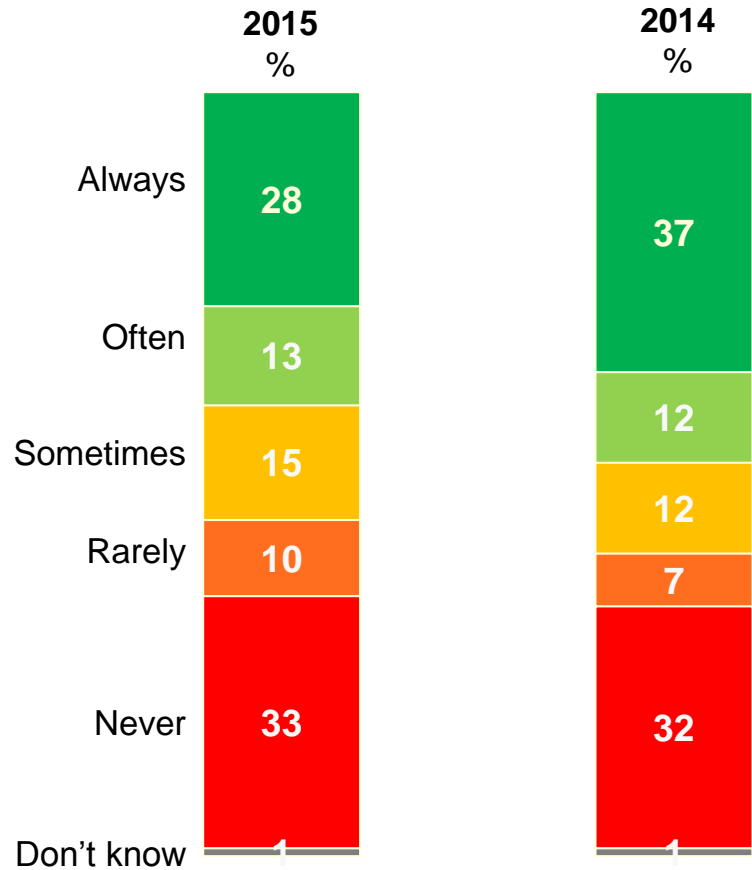
	Total	Gender		Age		Region				Area	
		Male	Female	-34yrs	35+yrs	Dublin	Lein-ster	Mun-ster	Conn/ Ulster	Urban	Rural
<b>Base/:</b>	<b>1073</b>	<b>572</b>	<b>501</b>	<b>298</b>	<b>775</b>	<b>303</b>	<b>270</b>	<b>313</b>	<b>187</b>	<b>677</b>	<b>396</b>
	%	%	%	%	%	%	%	%	%	%	%
Walking is my main form of transport/walk most days	9	9	8	8	9	<b>14</b>	7	5	6	10	6
I am a fair weather walker – will walk when the weather is good	28	28	29	31	27	27	30	25	33	28	28
Walk mostly for recreation – so weekends or there is no real pattern to it	49	47	51	40	53	46	51	55	43	49	49
Walk/jog/train as a sport	10	10	9	<b>18</b>	6	11	9	7	13	9	11
Other	5	6	3	4	5	2	4	8	5	4	6

‘Main’ walkers are more prominent in Dublin.



# Pedestrians & Reflective Gear

Base: All Motorists N – 1,073



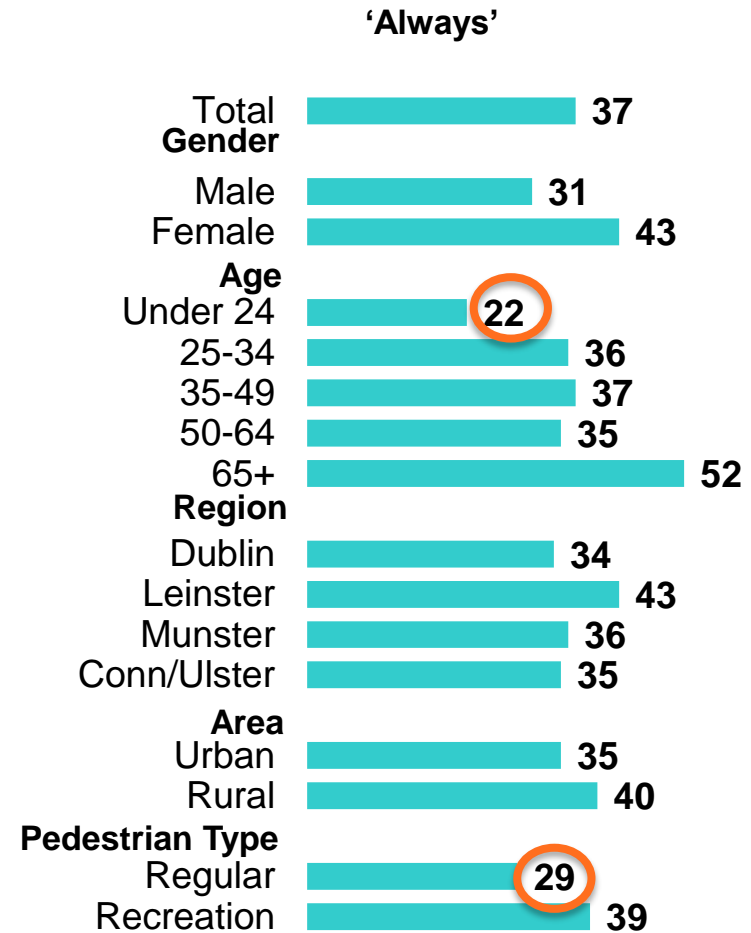
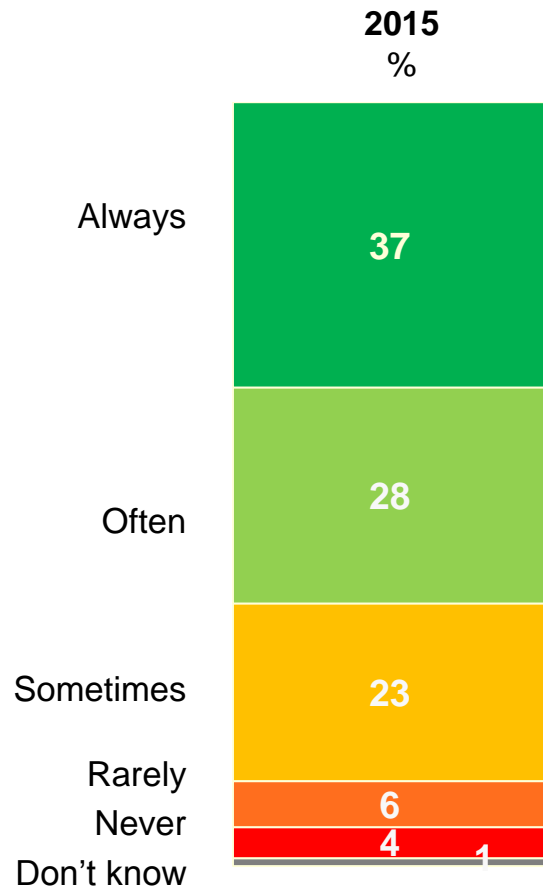
Large disparity in wearing of reflective gear in urban and rural areas.

Q. of year?

How often do you wear reflective gear such as a high visibility jacket or vest or belt when walking or exercising for leisure at this time

# Pedestrians & Walking to Crossings/Traffic Lights

Base: All Motorists N – 1,073

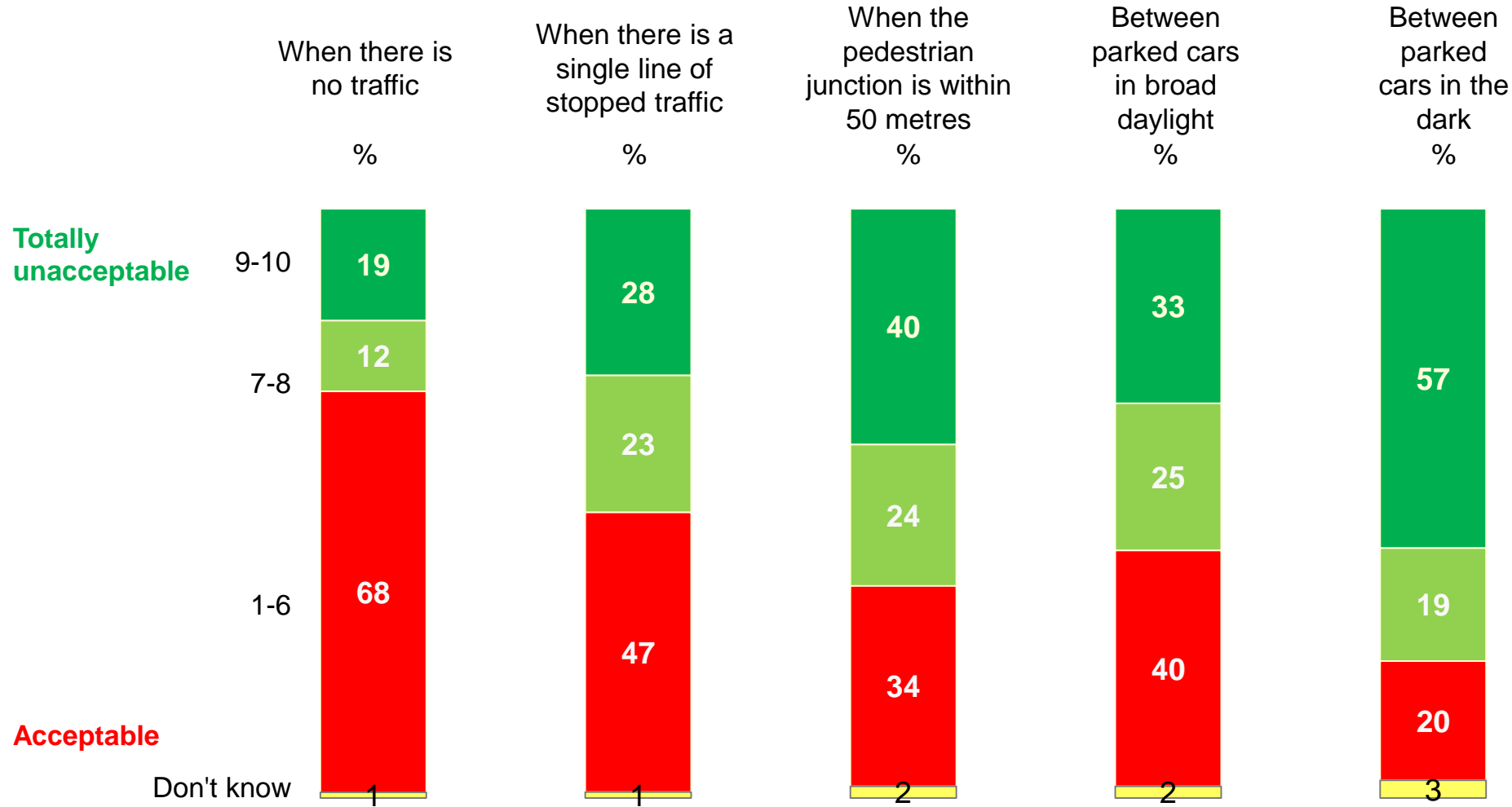


“Regular” walkers are the least likely to always walk to pedestrian crossings/traffic lights when crossing the road.

Q. When available, how often do you walk to pedestrian crossings/traffic lights when crossing the road?

# Acceptable to cross the road at a place other than a Pedestrian Crossing/Traffic Lights when ....

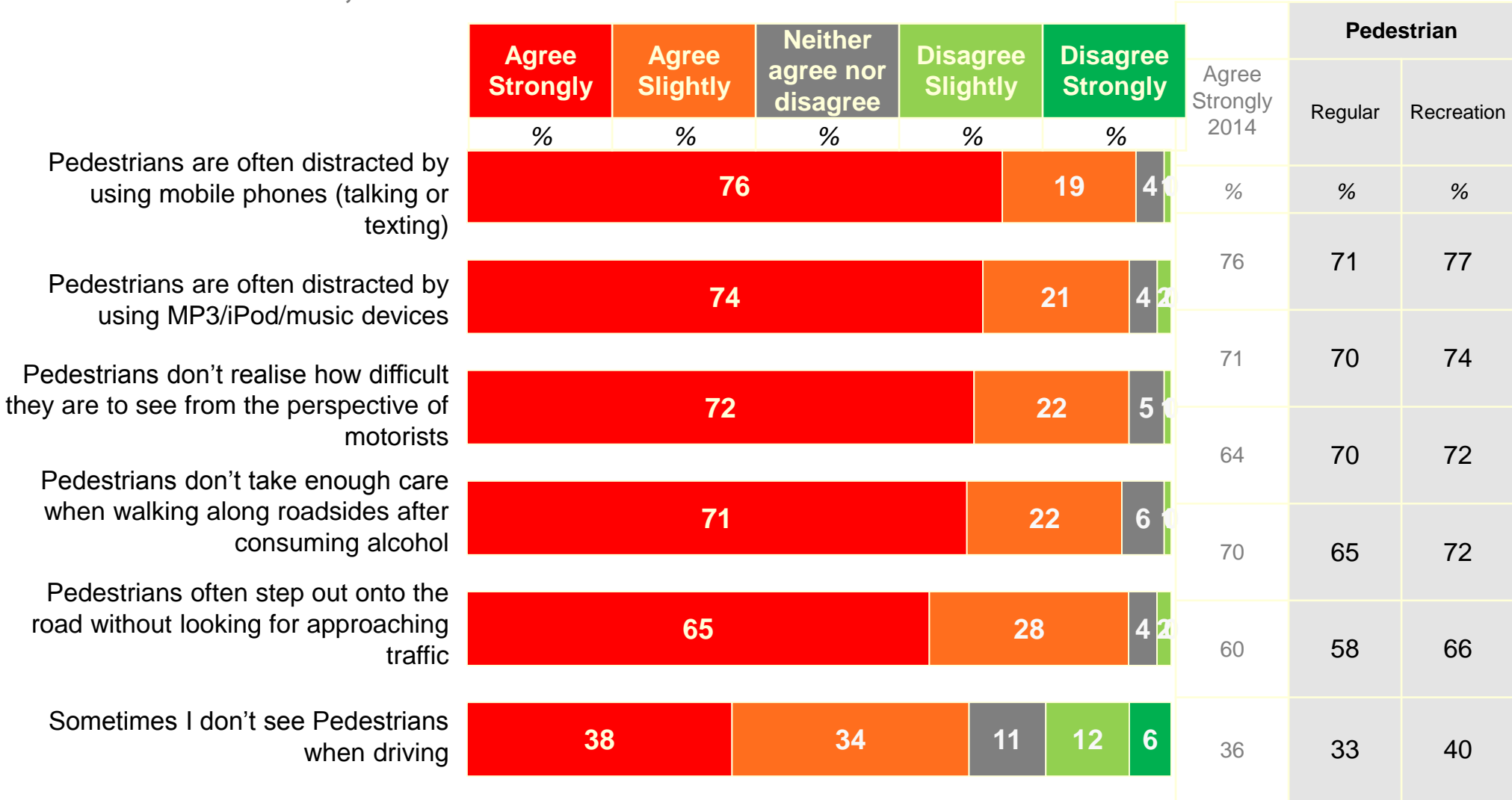
Base: All Motorists N-1,073



Q. I am now going to read out some various types of walking behaviour and for each one, I would like you to tell me how acceptable or unacceptable you think it is for pedestrians to do these things. A score of one means you think the behaviour is totally acceptable and a score of ten means you think it is totally unacceptable.

# Motorists Views on Pedestrians

Base: All Motorists N-1,073



Motorists' views on the behaviour of pedestrians is again consistently negative.

Q. To what extent do you agree or disagree with the following statements?

# In conclusion....

## Observation Studies 2015 – Results Summary



Road User	Observation Study	2015	vs. 2014
<b>Motorcyclists</b>			
	High-visibility wearing	58%	↑
	Helmet wearing	97%	↓
<b>All Pedal Cyclists (both public &amp; private)</b>			
	High-visibility wearing	50%	↑
	Helmet wearing	52%	↑
	Mobile phone use	2%	↑
	Earphone use	14%	↑
	Traffic light behaviour	12%	NA
<b>Motorised Vehicles</b>			
	Defective lights	8%	↑
	Fog light misuse	10%	■
<b>Pedestrian</b>			
	High-visibility wearing	66%	↓

- No Change
- ↑ Positive increase
- ↑ Negative increase
- ↓ Negative Decrease