

Road Safety Authority

An Amárach Briefing on behalf of:

RSA

Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

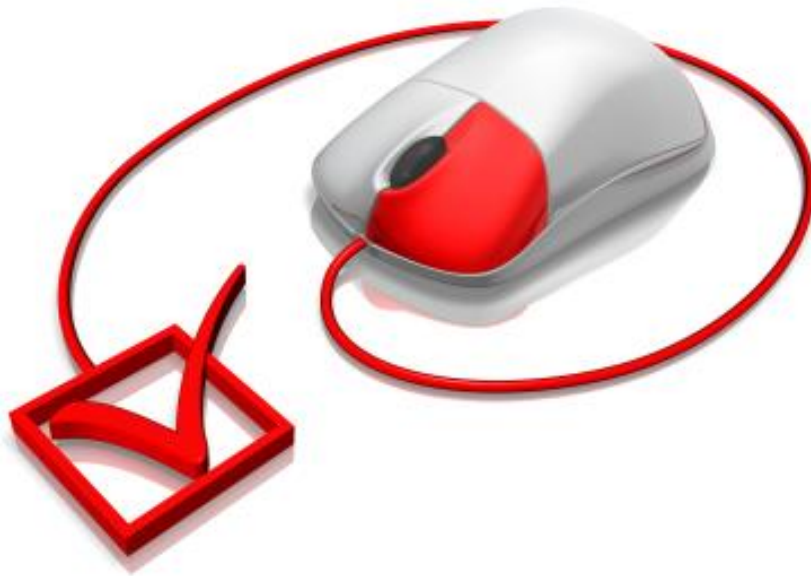
December 2018/SR/S17-2014

Table of Contents



- A. Profile of Sample
- B. Methodology

MAIN FINDINGS:

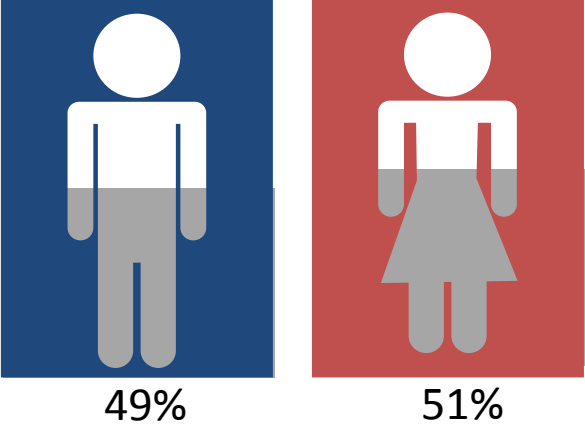


- A number of questions were placed on the Amárach Research November omnibus. The omnibus survey is a syndicated survey whereby clients can include questions within the survey.
- A total sample of 1,000 was achieved with quotas set on gender, age, social class and region to achieve a sample aligned with national population. Due to the high proliferation of the internet among the Irish population, the Amárach Research omnibus is completed fully online.
- For this research, anyone who is employed in or has a family member employed in any of the following sectors was excluded from the research.
 - An Garda Síochána
 - The Road Safety Authority
 - Emergency services
- The final sample for this research was 892
- Interviewing fieldwork dates were 12th -19th of November.

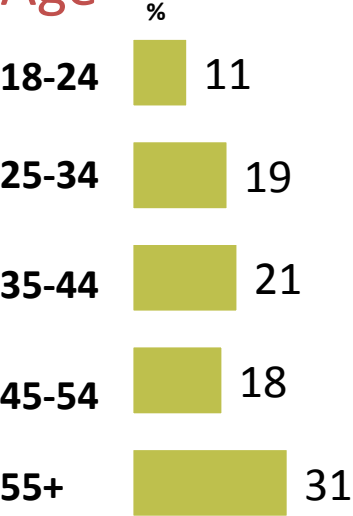
National Sample Profile

(Base: All respondents – 1,000)

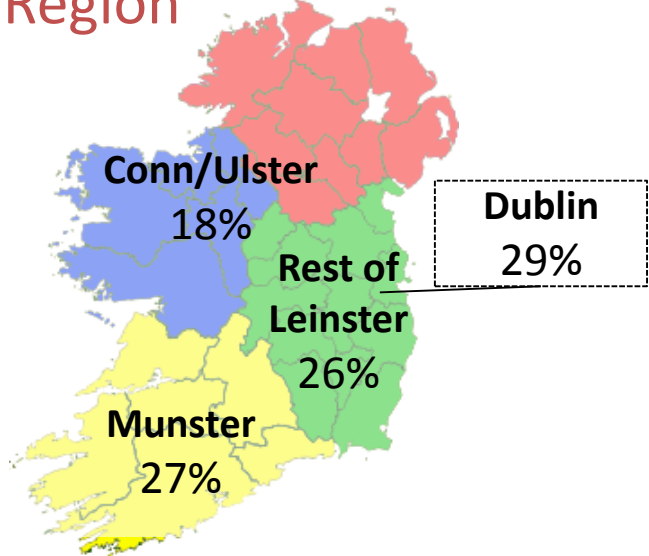
Gender



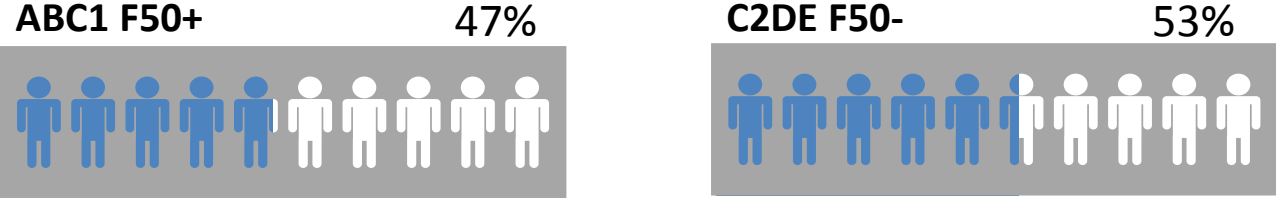
Age



Region



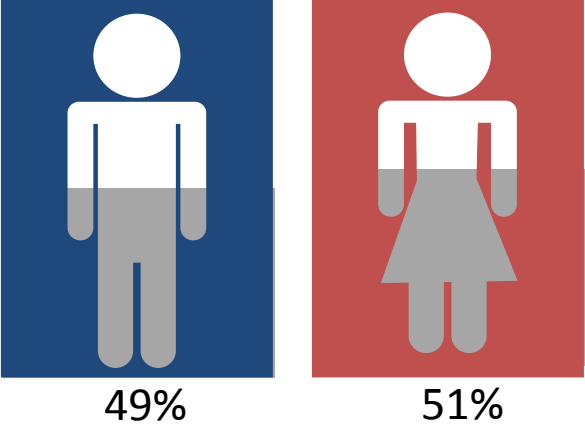
Social Class



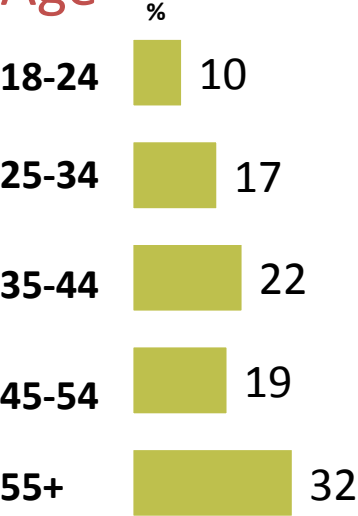
Project Sample Profile

(BASE : All eligible respondents aged 18+ years – 892)

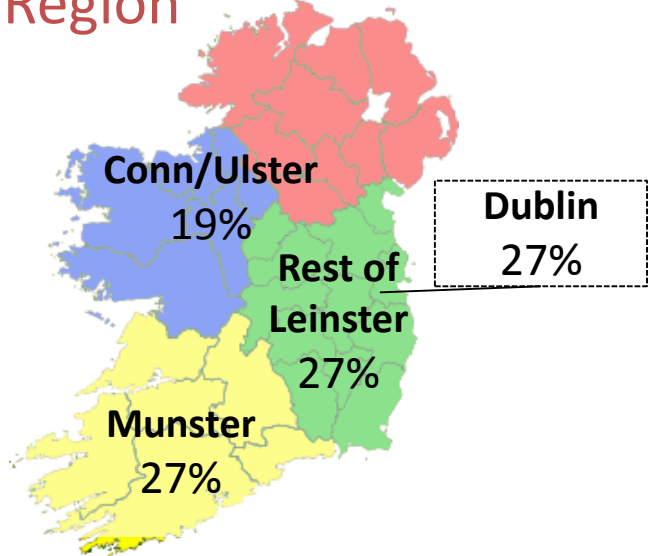
Gender



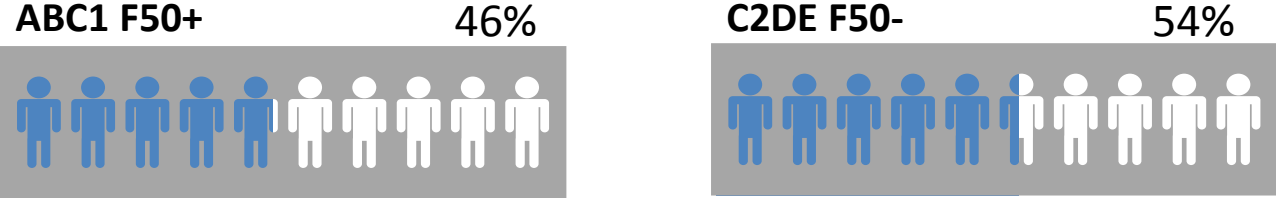
Age



Region



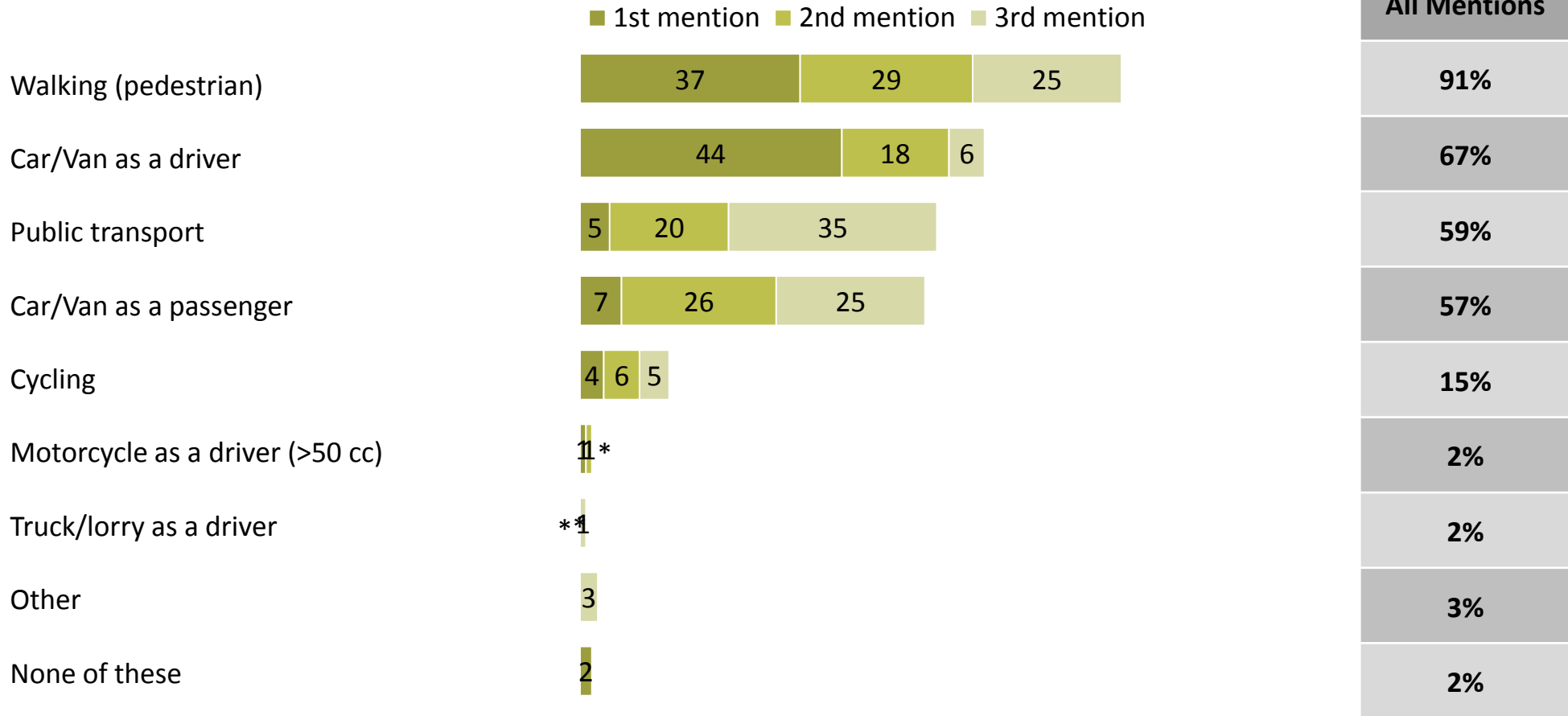
Social Class



Walking is the most commonly used form of transport overall...



(BASE : All eligible respondents aged 18+ years – 892)



...while driving a car or van is the first most frequently used mode of transport



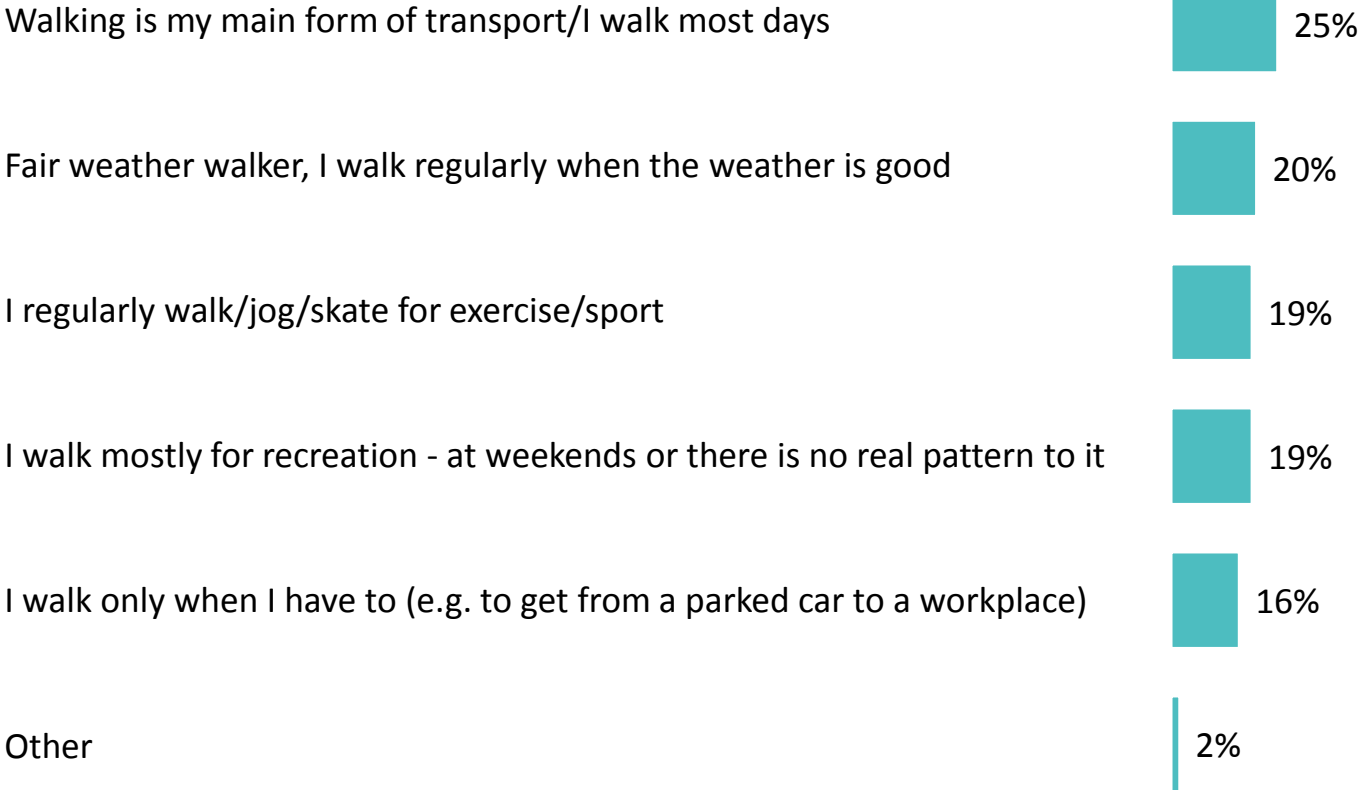
(BASE : All eligible respondents aged 18+ years – 892)

1 st Mention	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUB LIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
Car/Van as a driver	44%	48%	40%	20%	33%	42%	51%	50%	57%	34%	50%	46%	47%	46%	42%
Walking (pedestrian)	37%	33%	41%	46%	45%	38%	36%	38%	23%	40%	38%	37%	33%	37%	37%
Car/Van as a passenger	7%	4%	10%	17%	8%	5%	5%	7%	7%	6%	5%	9%	10%	6%	9%
Public transport	5%	6%	4%	9%	5%	6%	2%	2%	9%	12%	3%	2%	2%	6%	4%
Cycling	4%	5%	3%	9%	4%	5%	4%	2%	1%	7%	1%	4%	5%	3%	5%
Motorcycle as a driver (>50 cc)	1%	1%	*	0	2%	1%	0	0	2%	1%	*	1%	2%	1%	1%
Truck/lorry as a driver	*	*	0	0	0	0	0	1%	0	0	0	1%	0	0	*

One quarter walk most days...

(BASE : All eligible respondents aged 18+ years – 892)

Prompted



...with this rising to 4 in 10 among the under 25s.

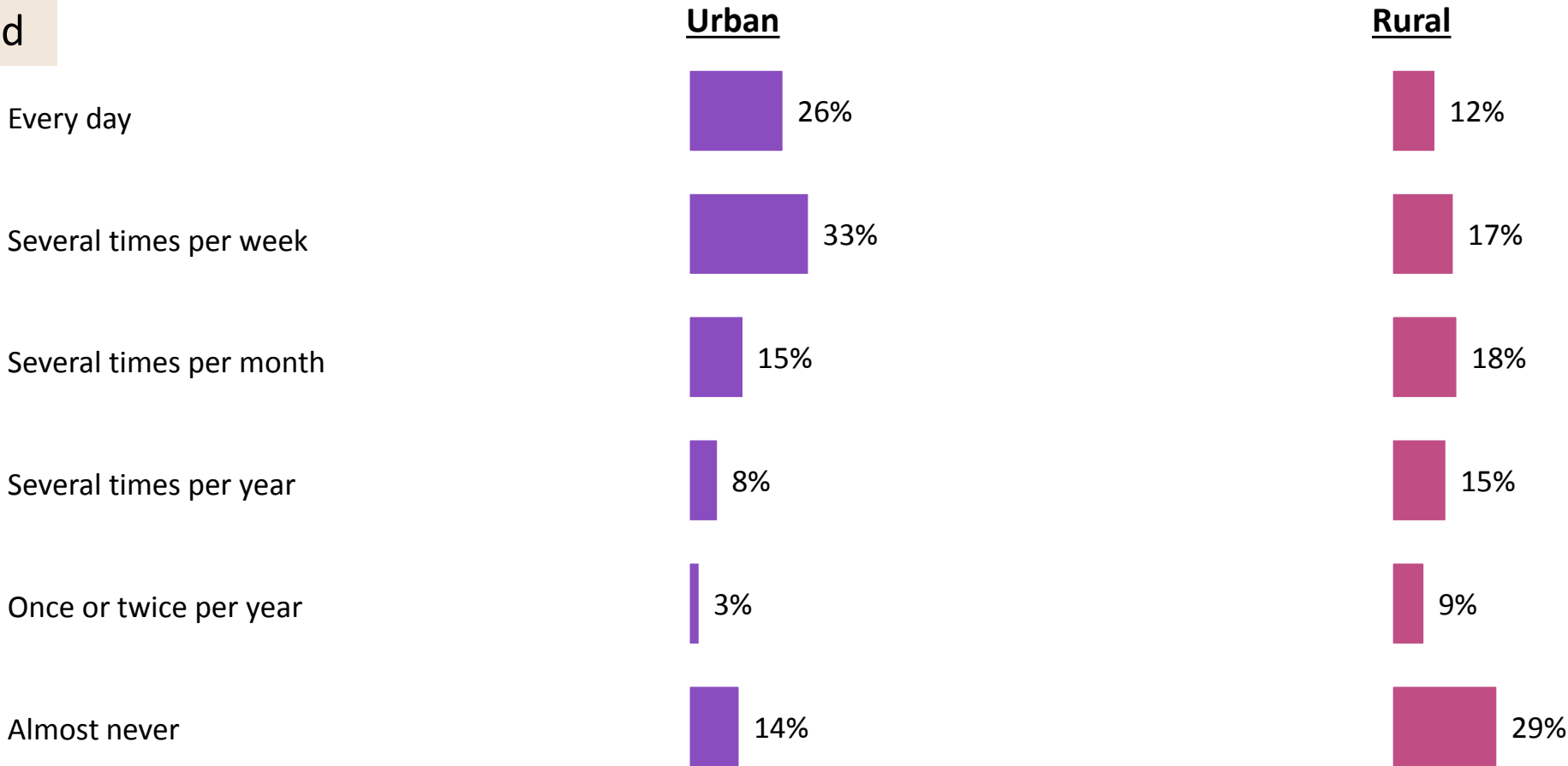
(BASE : All eligible respondents aged 18+ years – 892)

	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUBLIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
Walking is my main form of transport/I walk most days	25%	24%	26%	41%	29%	27%	22%	21%	16%	25%	28%	25%	21%	24%	25%
Fair weather walker, I walk regularly when the weather is good	20%	19%	20%	22%	16%	20%	21%	22%	18%	22%	18%	19%	20%	20%	19%
I regularly walk/jog/skate for exercise/sport	19%	22%	17%	11%	21%	13%	18%	24%	26%	20%	19%	19%	18%	21%	17%
I walk mostly for recreation - at weekends or there is no real pattern to it	19%	18%	19%	12%	16%	21%	19%	23%	18%	18%	17%	20%	20%	18%	19%
I walk only when I have to (e.g. to get from a parked car to a workplace)	16%	15%	17%	13%	19%	17%	19%	8%	17%	14%	15%	16%	20%	15%	16%

Urban walking occurs more frequently than rural walking...

(BASE : All eligible respondents aged 18+ years – 892)

Prompted



...with the over 65s least likely to walk in rural areas.



(BASE : All eligible respondents aged 18+ years – 892)

	Total	Gender		Age						Region			Social Class		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUBLIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
URBAN															
Every day	26%	26%	26%	35%	25%	28%	23%	25%	25%	36%	26%	23%	17%	27%	26%
Several times per week	33%	37%	30%	40%	39%	32%	31%	33%	29%	38%	35%	31%	28%	35%	32%
Several times per month	15%	14%	16%	11%	16%	21%	17%	11%	12%	17%	14%	16%	13%	15%	15%
Several times per year	8%	7%	8%	5%	6%	6%	8%	8%	12%	4%	8%	9%	9%	8%	7%
Once or twice per year	3%	3%	4%	2%	4%	3%	5%	3%	3%	2%	5%	2%	5%	3%	4%
Almost never	14%	13%	16%	7%	9%	11%	17%	20%	20%	3%	13%	18%	28%	12%	16%
RURAL															
Every day	12%	10%	13%	6%	8%	13%	12%	17%	13%	5%	16%	14%	12%	10%	14%
Several times per week	17%	17%	17%	21%	18%	15%	15%	18%	16%	8%	20%	18%	22%	20%	14%
Several times per month	18%	15%	20%	27%	17%	16%	20%	16%	13%	16%	14%	22%	19%	19%	17%
Several times per year	15%	15%	14%	16%	21%	14%	16%	9%	13%	18%	10%	17%	14%	15%	15%
Once or twice per year	9%	10%	9%	11%	9%	9%	11%	8%	9%	15%	7%	6%	9%	8%	10%
Almost never	29%	33%	27%	19%	26%	33%	27%	32%	36%	37%	32%	23%	24%	29%	30%

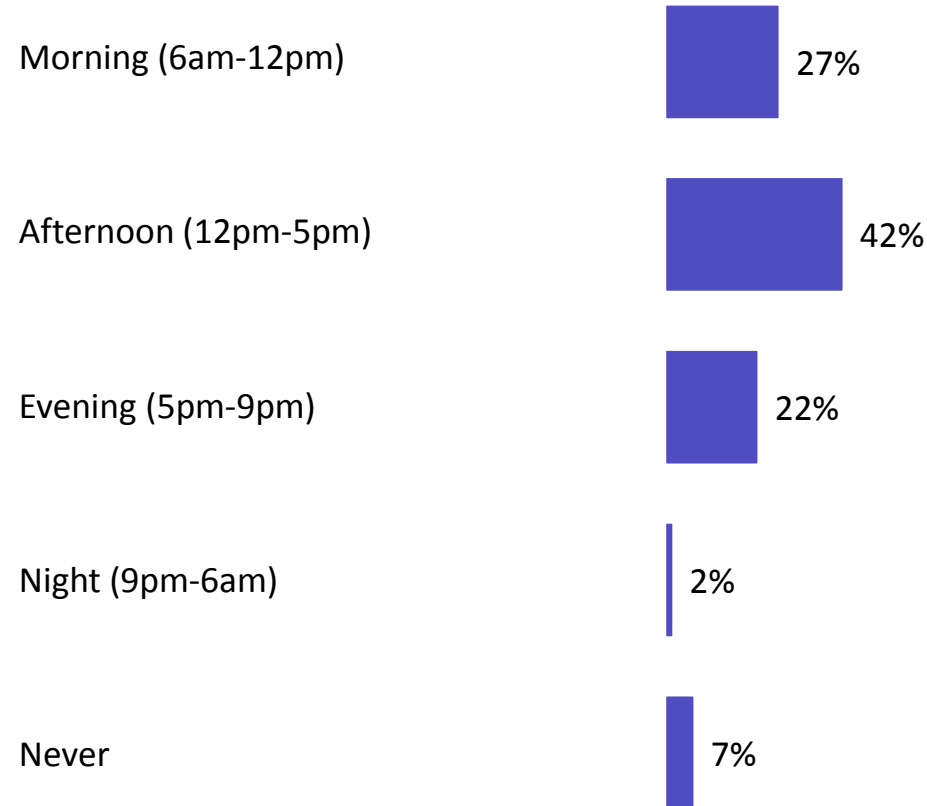
Q6a How often do you do walk in urban, built-up areas (speed limit 30-60 km/h)?

Q6b How often do you do walk in rural areas (speed limit 80 km/h and above)?

During the autumn and winter months over one quarter are out walking most often in the morning and one fifth in the evening.



Prompted



Early walks are most common among those aged 55-64.

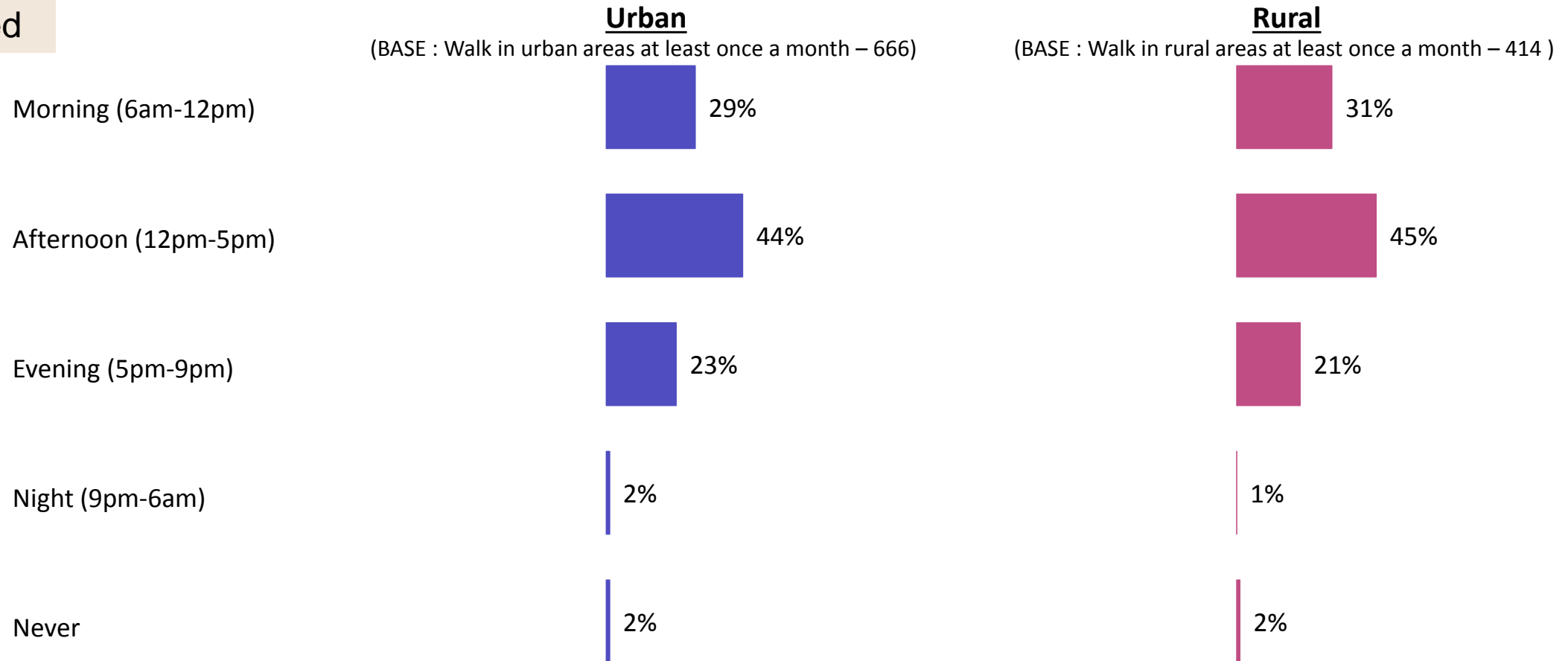
(BASE : All eligible respondents aged 18+ years – 892)

	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUBLIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
Morning (6am-12pm)	27%	24%	29%	21%	21%	27%	29%	35%	26%	22%	31%	29%	25%	28%	26%
Afternoon (12pm-5pm)	42%	41%	43%	53%	47%	43%	32%	35%	48%	45%	40%	41%	41%	40%	44%
Evening (5pm-9pm)	22%	26%	19%	24%	26%	20%	29%	22%	12%	28%	19%	22%	19%	25%	20%
Night (9pm-6am)	2%	3%	1%	2%	1%	5%	2%	0	2%	3%	2%	2%	1%	2%	2%
Never	7%	6%	7%	0	5%	6%	8%	8%	11%	2%	8%	7%	13%	5%	8%

There is little variation between urban and rural walkers in the time of their winter walks.



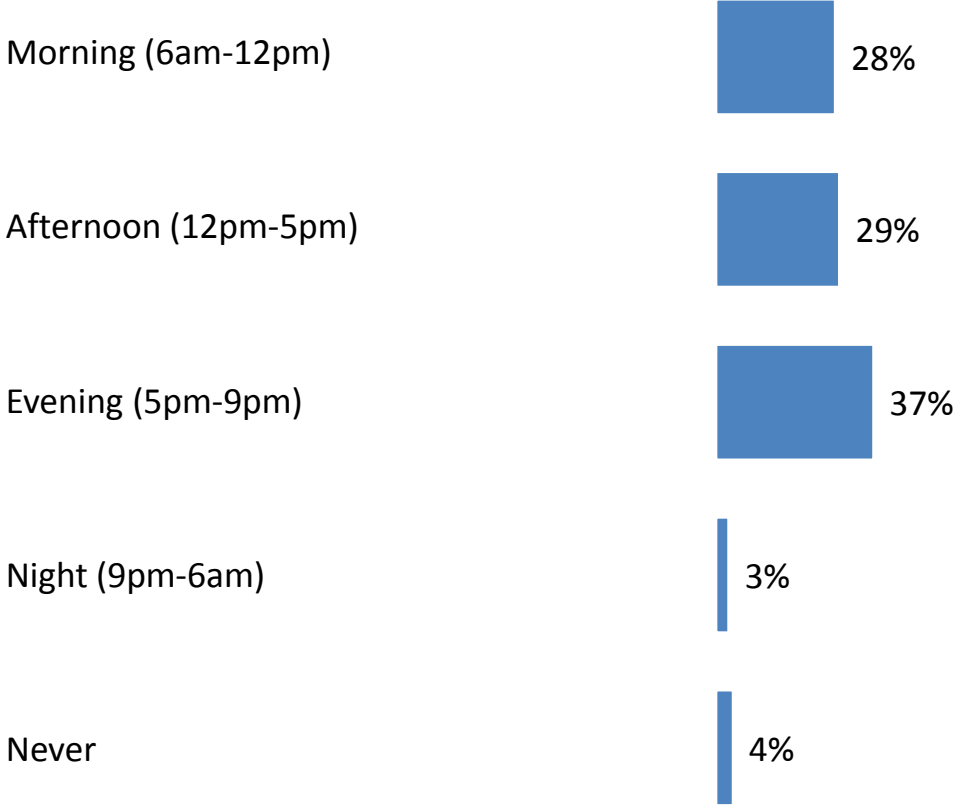
Prompted



Evening walks are more common in spring and summer...

(BASE : All eligible respondents aged 18+ years – 892)

Prompted



...particularly among 25 – 34 year olds...



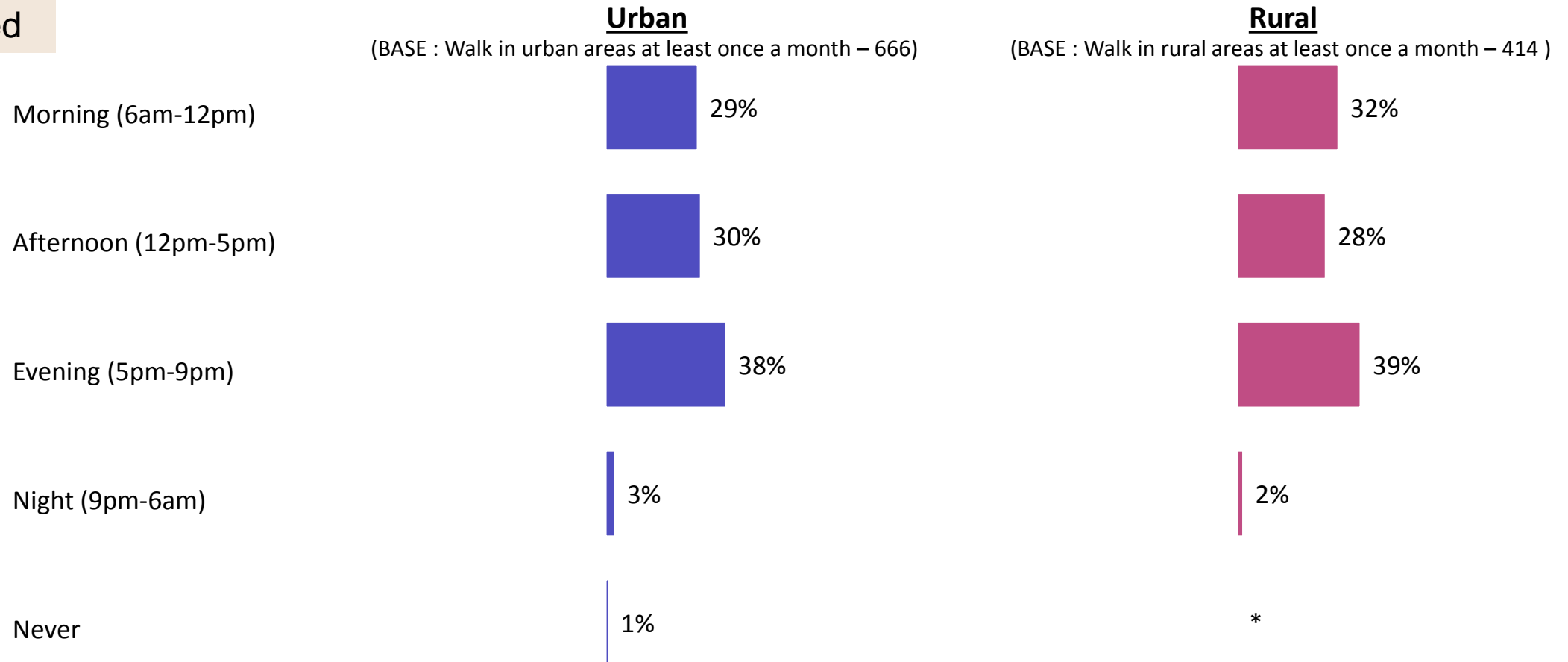
(BASE : All eligible respondents aged 18+ years – 892)

	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUBLIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
Morning (6am-12pm)	28%	27%	28%	23%	15%	26%	32%	34%	34%	26%	31%	29%	24%	27%	29%
Afternoon (12pm-5pm)	29%	28%	30%	43%	33%	25%	25%	23%	35%	28%	28%	29%	33%	26%	31%
Evening (5pm-9pm)	37%	39%	35%	33%	46%	41%	37%	40%	20%	42%	33%	37%	35%	43%	31%
Night (9pm-6am)	3%	2%	3%	1%	2%	5%	2%	2%	3%	3%	3%	2%	2%	1%	4%
Never	4%	4%	3%	-	4%	3%	4%	2%	8%	1%	5%	3%	6%	2%	5%

...with both urban and rural walkers favouring this time of the day.



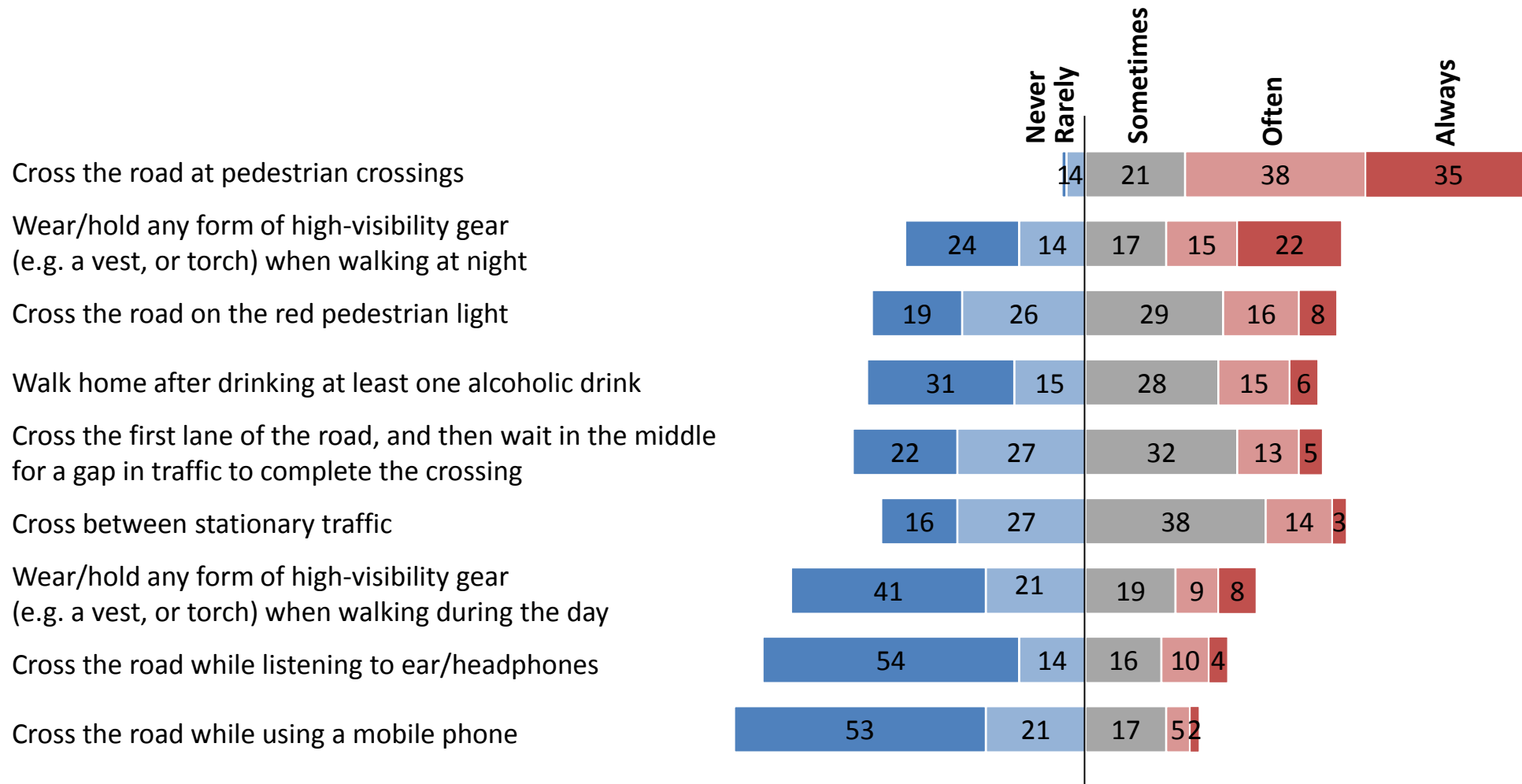
Prompted



37% of urban walkers always or often wear high visibility gear at night...



(BASE : All who walk in urban areas – 765)

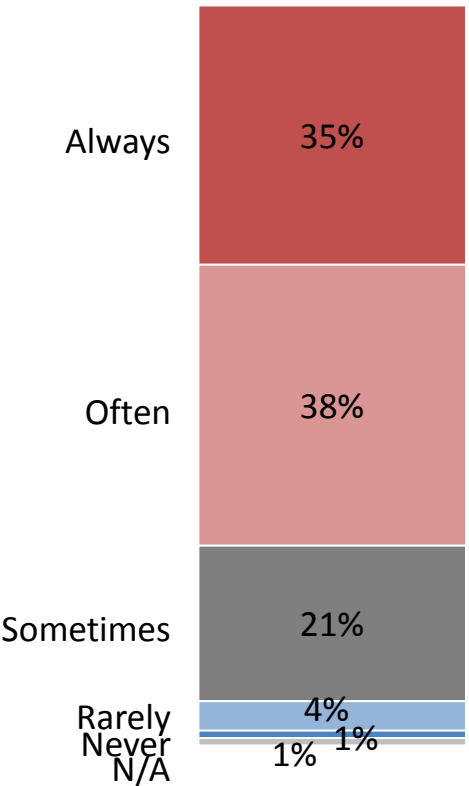


Under 25s, 35-44 year olds and the over 65s most frequently obey traffic rules and always cross the road at pedestrian crossings.



(BASE : Walk in urban areas – 765)

Cross the road at pedestrian crossings



Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
41%	32%	40%	35%	23%	40%	36%	40%	34%	27%
38%	38%	35%	37%	47%	36%	39%	38%	37%	40%
16%	25%	18%	23%	21%	18%	20%	17%	22%	25%
4%	3%	5%	3%	7%	1%	3%	4%	5%	5%
0	1%	2%	1%	2%	1%	1%	1%	1%	3%

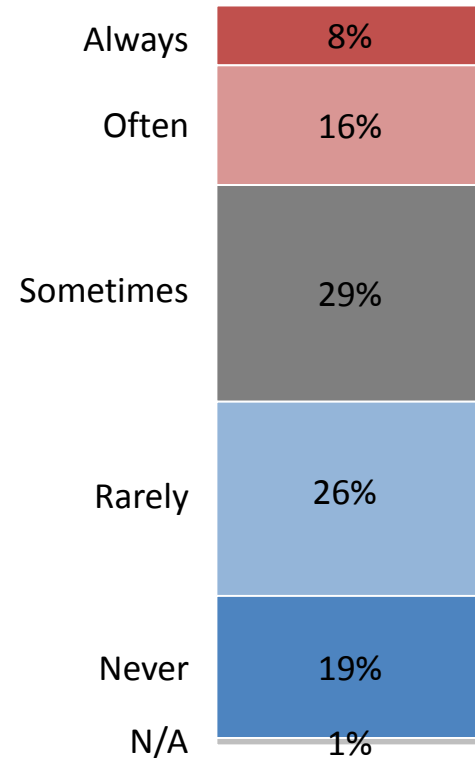


35-44 year olds are most likely to always or often cross the road on the red pedestrian light.



(BASE : Walk in urban areas – 765)

Cross the road at a red pedestrian light



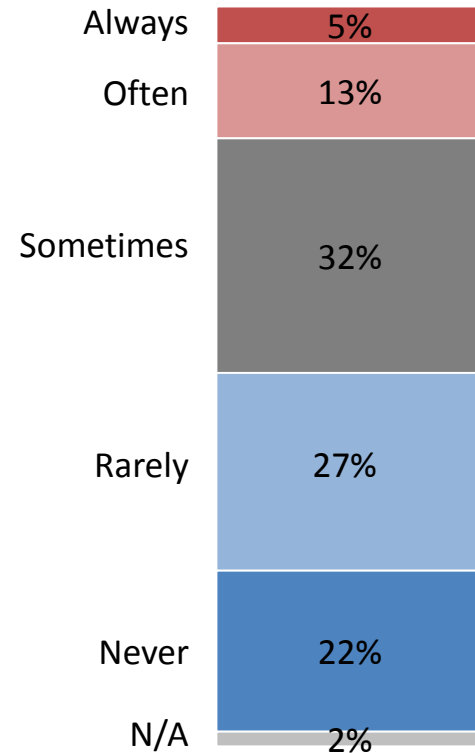
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
8%	10%	9%	9%	6%	5%	7%	9%	9%	7%
17%	16%	19%	13%	14%	18%	14%	16%	19%	17%
27%	32%	30%	29%	24%	32%	38%	22%	31%	21%
33%	27%	23%	25%	33%	19%	24%	26%	25%	32%
13%	15%	19%	23%	21%	21%	15%	25%	15%	21%

A third of the youngest cohort always or often cross the first lane of the road...



(BASE : Walk in urban areas – 765)

Cross the first lane on the road



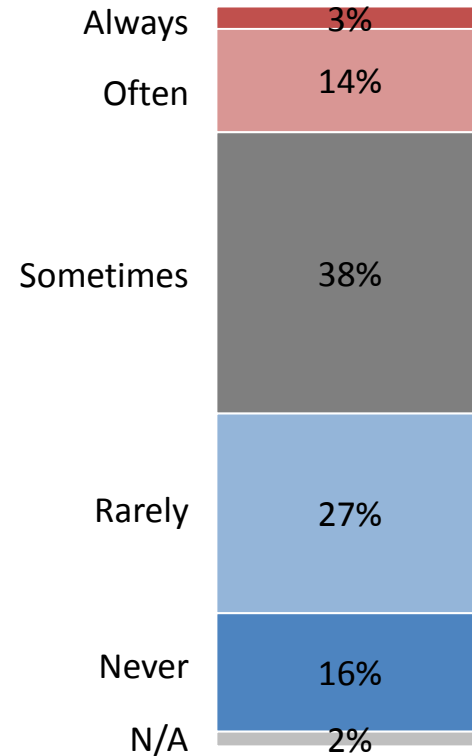
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
10%	7%	4%	4%	1%	3%	6%	5%	5%	2%
23%	18%	11%	10%	11%	8%	11%	13%	13%	16%
30%	28%	32%	35%	30%	37%	32%	36%	29%	31%
21%	24%	28%	31%	33%	22%	29%	22%	29%	28%
14%	20%	24%	19%	24%	26%	20%	23%	22%	22%

...while nearly a third of this cohort always or often also cross between stationary traffic.



(BASE : Walk in urban areas – 765)

Cross between stationary traffic



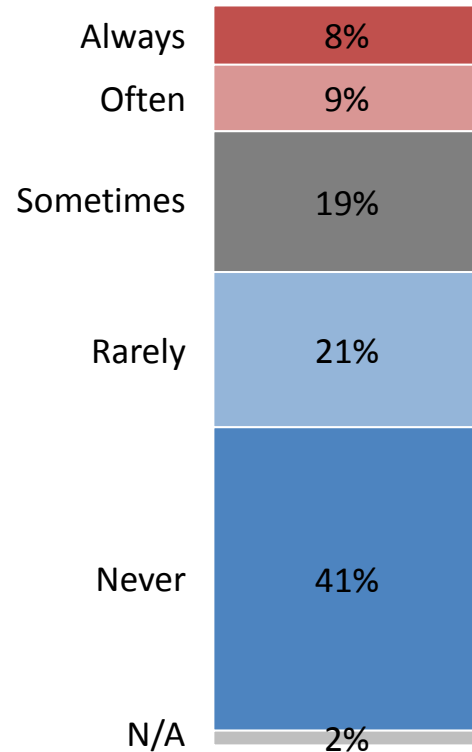
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
12%	2%	2%	3%	1%	3%	3%	4%	3%	1%
19%	23%	9%	11%	14%	14%	10%	15%	15%	19%
38%	28%	40%	44%	35%	44%	41%	33%	40%	38%
19%	23%	31%	26%	32%	25%	29%	22%	26%	31%
11%	19%	19%	15%	18%	12%	15%	22%	15%	10%

Frequency of never wearing/holding high-vis gear during the day is highest in the youngest cohort.



(BASE : Walk in urban areas – 765)

Wear/hold any form of high-visibility gear (e.g. a vest, or torch) when walking during the day



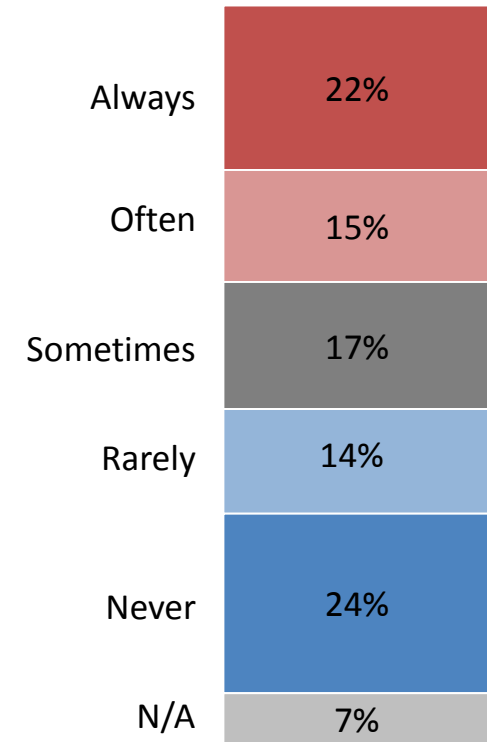
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
5%	7%	5%	11%	10%	10%	4%	14%	8%	6%
10%	8%	9%	7%	7%	11%	5%	8%	12%	11%
9%	18%	20%	21%	30%	13%	24%	16%	20%	14%
22%	24%	21%	15%	22%	23%	18%	20%	23%	27%
52%	41%	42%	46%	31%	38%	46%	41%	37%	40%

55-64 year olds are most likely to always wear/hold high-vis gear at night.



(BASE : Walk in urban areas – 765)

Wear/hold any form of high-visibility gear (e.g. a vest, or torch) when walking at night



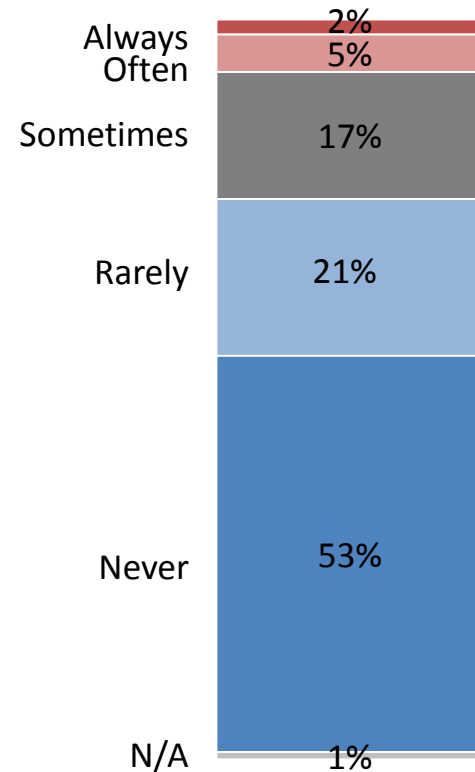
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
7%	16%	21%	25%	33%	28%	12%	28%	26%	26%
22%	11%	14%	16%	12%	18%	15%	13%	20%	9%
17%	20%	20%	18%	16%	11%	18%	20%	15%	15%
23%	15%	14%	10%	17%	8%	18%	10%	12%	19%
26%	31%	25%	24%	20%	19%	31%	21%	22%	21%

Frequency of crossing the road while using a mobile phone decreases with age...



(BASE : Walk in urban areas – 765)

Cross the road while using a mobile phone



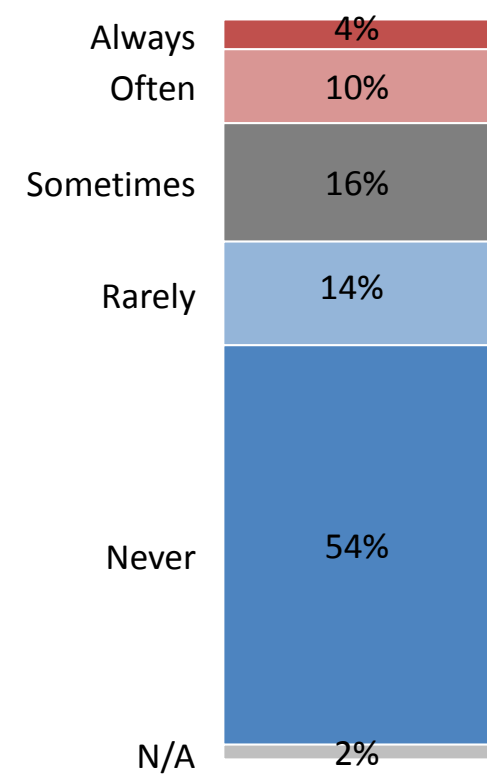
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
7%	2%	2%	1%	2%	0	2%	4%	1%	1%
13%	8%	5%	3%	2%	0	6%	3%	6%	5%
26%	29%	22%	13%	9%	4%	24%	12%	19%	12%
23%	22%	29%	22%	16%	13%	23%	23%	19%	19%
30%	37%	41%	61%	69%	81%	44%	56%	53%	63%

...as does frequency of crossing the road while listening to ear/headphones.



(BASE : Walk in urban areas – 765)

Cross the road while listening to ear/headphones



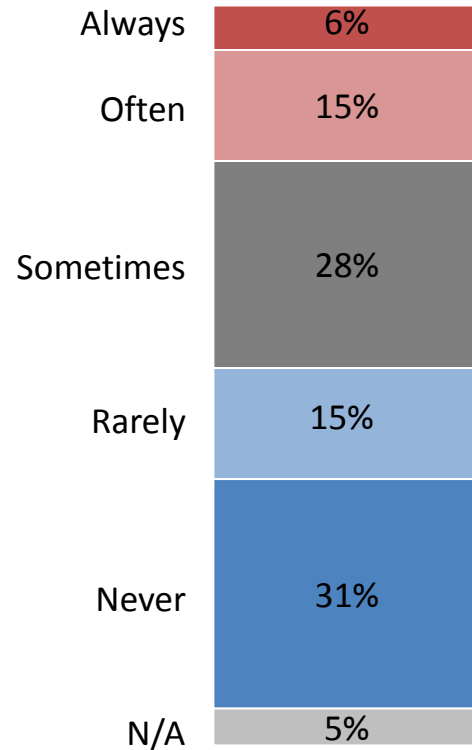
	Age						Region			
	18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
Always	14%	6%	4%	3%	2%	0%	7%	5%	2%	1%
Often	21%	13%	11%	7%	5%	3%	12%	9%	6%	13%
Sometimes	24%	25%	16%	16%	11%	4%	22%	11%	16%	15%
Rarely	19%	18%	17%	12%	11%	7%	15%	12%	16%	14%
Never	21%	38%	51%	60%	66%	84%	43%	60%	59%	58%

A fifth always or often walk home after drinking at least one alcoholic drink.



(BASE : Walk in urban areas – 765)

Walk home after drinking at least one alcoholic drink



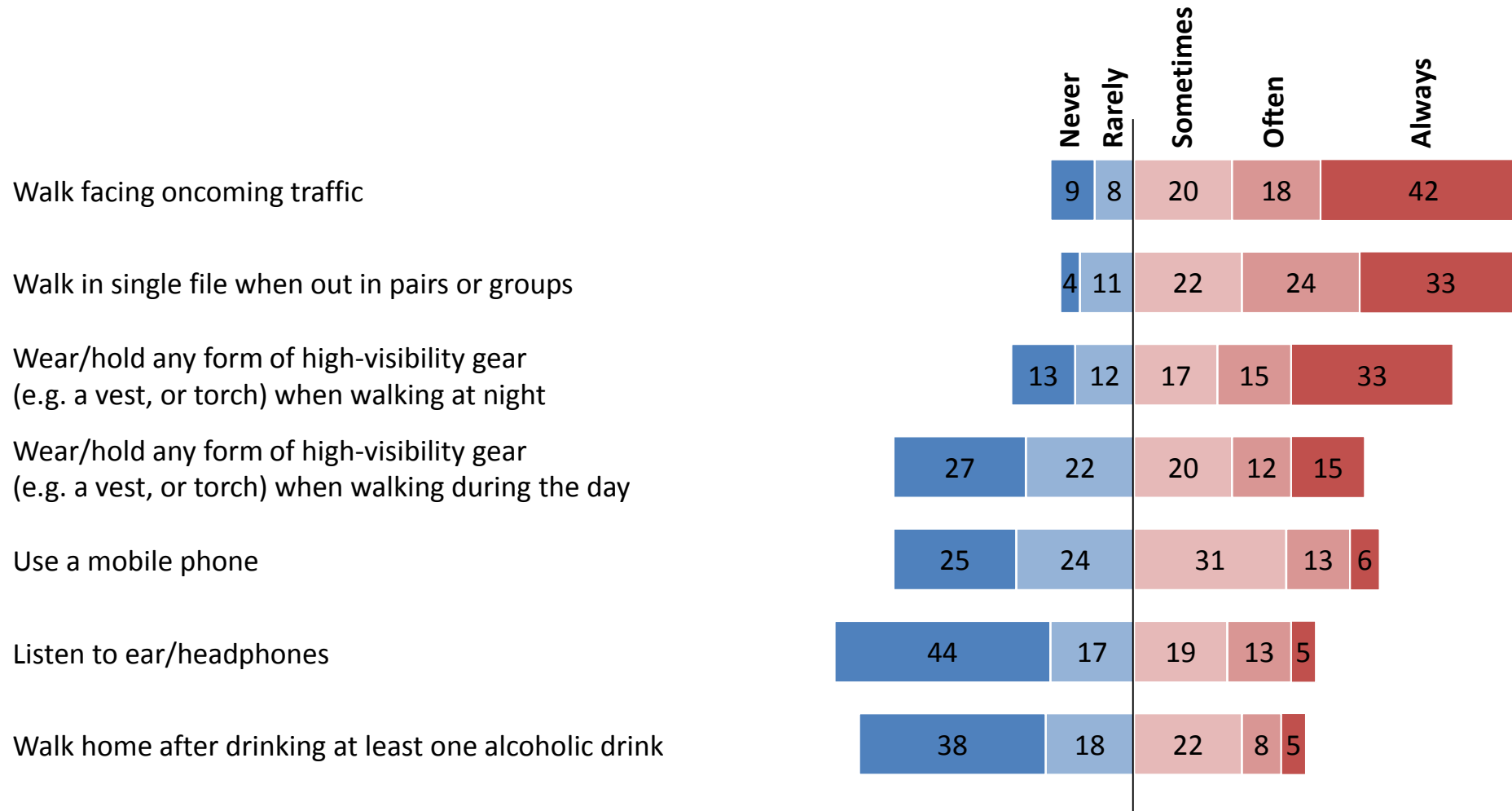
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
2%	4%	4%	7%	8%	8%	6%	7%	6%	2%
22%	15%	13%	15%	14%	14%	17%	10%	17%	16%
24%	30%	35%	24%	27%	26%	33%	29%	23%	27%
12%	16%	16%	13%	18%	12%	15%	16%	15%	12%
34%	29%	28%	34%	27%	35%	26%	31%	33%	38%

Nearly half (48%) of rural walkers always or often wear high visibility gear at night.

(BASE : All who walk in rural areas – 629)



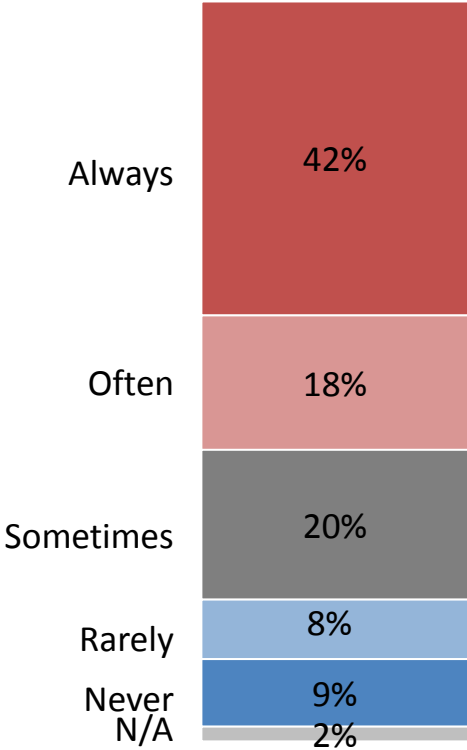
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Road Safety Authority



Always walking facing oncoming traffic increases with age.

(BASE : Walk in rural areas – 629)

Walk facing oncoming traffic



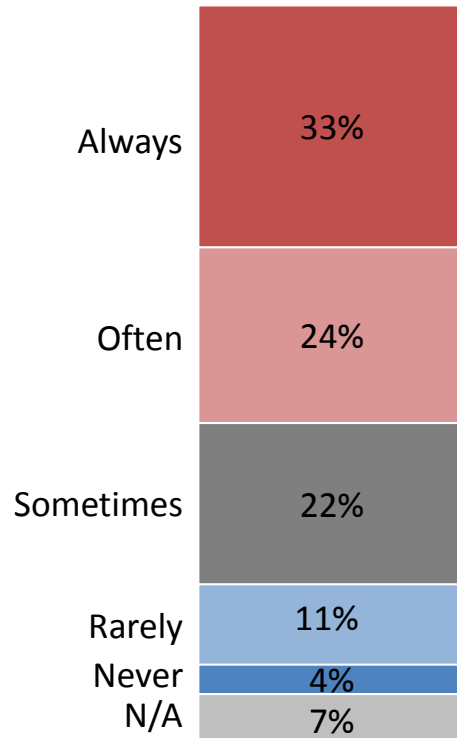
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
18%	24%	35%	55%	57%	61%	28%	49%	48%	45%
18%	13%	24%	14%	19%	17%	18%	19%	11%	25%
24%	31%	18%	20%	18%	12%	25%	14%	25%	16%
18%	10%	11%	5%	3%	3%	12%	8%	6%	6%
19%	21%	7%	5%	2%	3%	10%	9%	9%	8%

55-64 year olds are most likely to always walk in single file when out in pairs or groups.



(BASE : Walk in rural areas – 629)

Walk in single file when out in pairs or groups



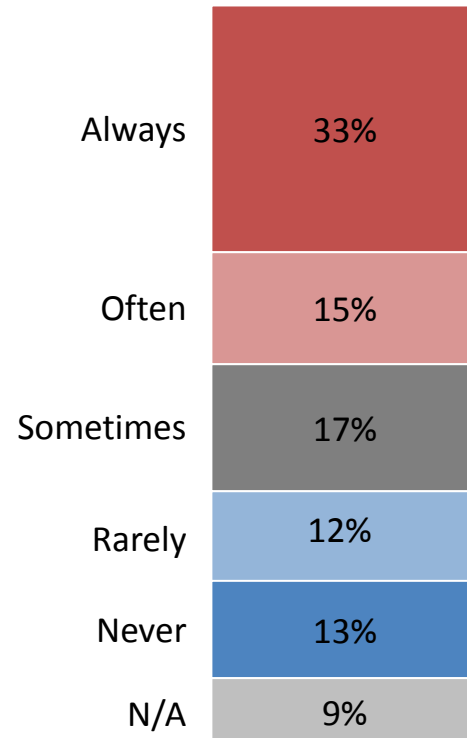
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
16%	21%	26%	36%	51%	43%	25%	42%	28%	36%
25%	24%	20%	23%	18%	35%	21%	23%	30%	20%
25%	24%	31%	23%	17%	10%	29%	17%	22%	21%
24%	21%	8%	7%	3%	3%	13%	10%	11%	8%
6%	6%	4%	2%	3%	0	5%	2%	3%	5%

Always wearing/holding high-vis gear when walking at night is also highest in this age bracket...



(BASE : Walk in rural areas – 629)

Wear/hold any form of high-visibility gear (e.g. a vest, or torch) when walking at night

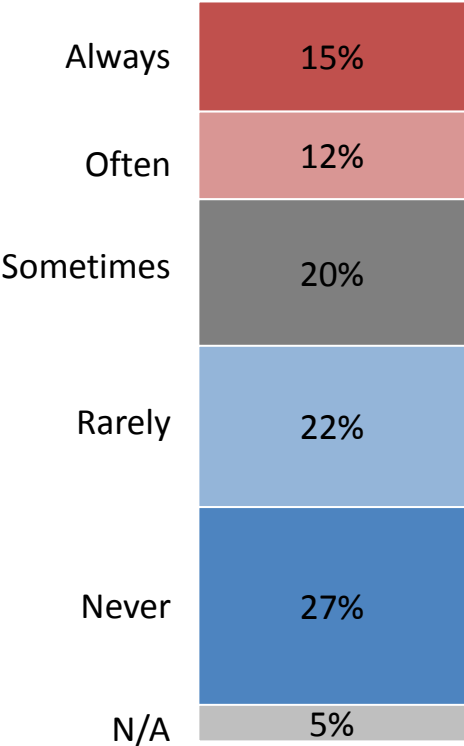


Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
17%	26%	32%	36%	49%	36%	19%	38%	36%	41%
21%	12%	20%	15%	10%	17%	11%	14%	19%	17%
19%	22%	20%	16%	11%	14%	25%	14%	16%	13%
20%	13%	12%	8%	15%	3%	18%	13%	7%	9%
16%	19%	9%	13%	8%	16%	15%	13%	14%	9%

...as is always wearing/holding high-vis gear during the day.

(BASE : Walk in rural areas – 629)

Wear/hold any form of high-visibility gear (e.g. a vest, or torch) when walking during the day



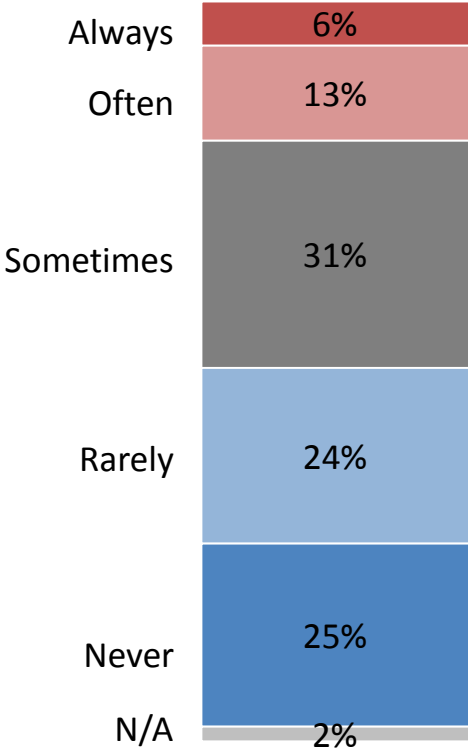
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
6%	9%	14%	18%	21%	19%	8%	20%	15%	16%
8%	12%	14%	12%	9%	16%	8%	12%	16%	11%
7%	25%	24%	19%	22%	16%	23%	12%	22%	23%
31%	21%	21%	17%	23%	20%	25%	26%	20%	15%
40%	31%	22%	29%	21%	23%	27%	27%	24%	30%

Using a mobile phone tends to decrease with age...



(BASE : Walk in rural areas – 629)

Cross the road while using a mobile phone



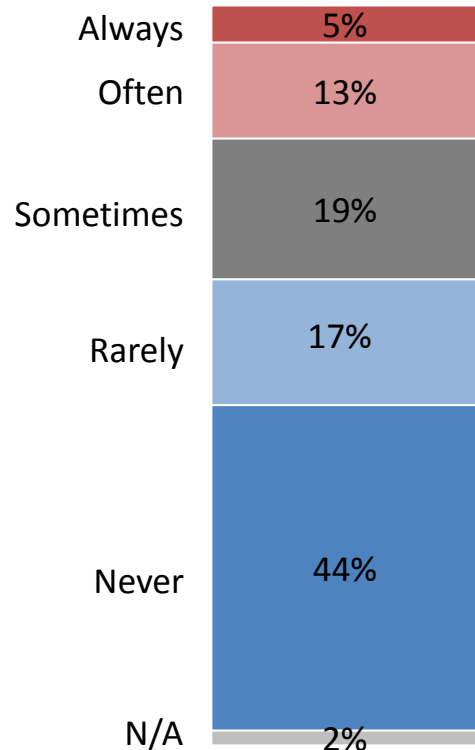
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
19%	4%	6%	3%	2%	5%	5%	9%	4%	4%
30%	19%	10%	8%	10%	8%	15%	13%	13%	10%
27%	39%	35%	34%	28%	13%	42%	24%	28%	29%
11%	27%	25%	24%	27%	24%	16%	27%	25%	28%
12%	11%	21%	29%	32%	45%	17%	25%	28%	29%

...as does listening to ear/headphones.



(BASE : Walk in rural areas – 629)

Cross the road while listening to ear/headphones



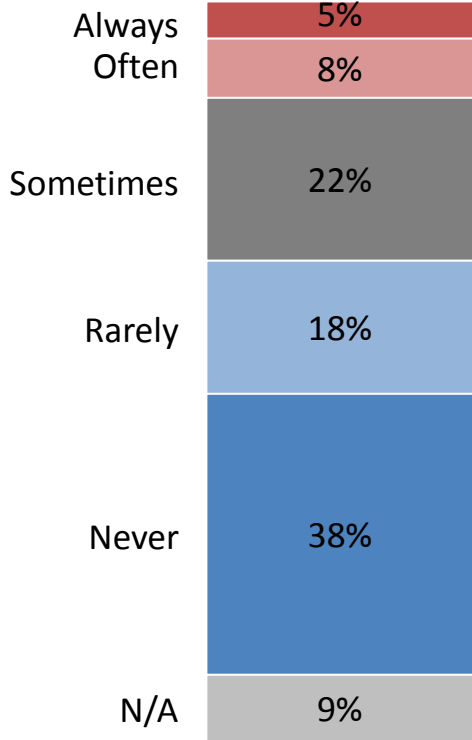
Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
19%	2%	4%	4%	3%	3%	6%	7%	3%	4%
30%	14%	12%	12%	10%	8%	18%	13%	9%	13%
24%	30%	23%	18%	11%	3%	22%	15%	21%	16%
17%	18%	19%	10%	21%	15%	19%	20%	15%	12%
10%	35%	40%	54%	52%	66%	29%	43%	51%	54%



45-54 year olds are the most responsible with nearly half claiming to never walk home after drinking at least one alcoholic drink.

(BASE : Walk in rural areas – 629)

Walk home after drinking at least one alcoholic drink



Age						Region			
18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munst	Conn/Ulst
7%	4%	3%	5%	9%	5%	3%	7%	6%	5%
11%	9%	10%	4%	7%	7%	12%	4%	9%	7%
21%	21%	30%	16%	22%	22%	26%	25%	17%	21%
20%	22%	16%	21%	16%	13%	22%	17%	18%	14%
35%	36%	32%	46%	36%	43%	28%	40%	43%	39%

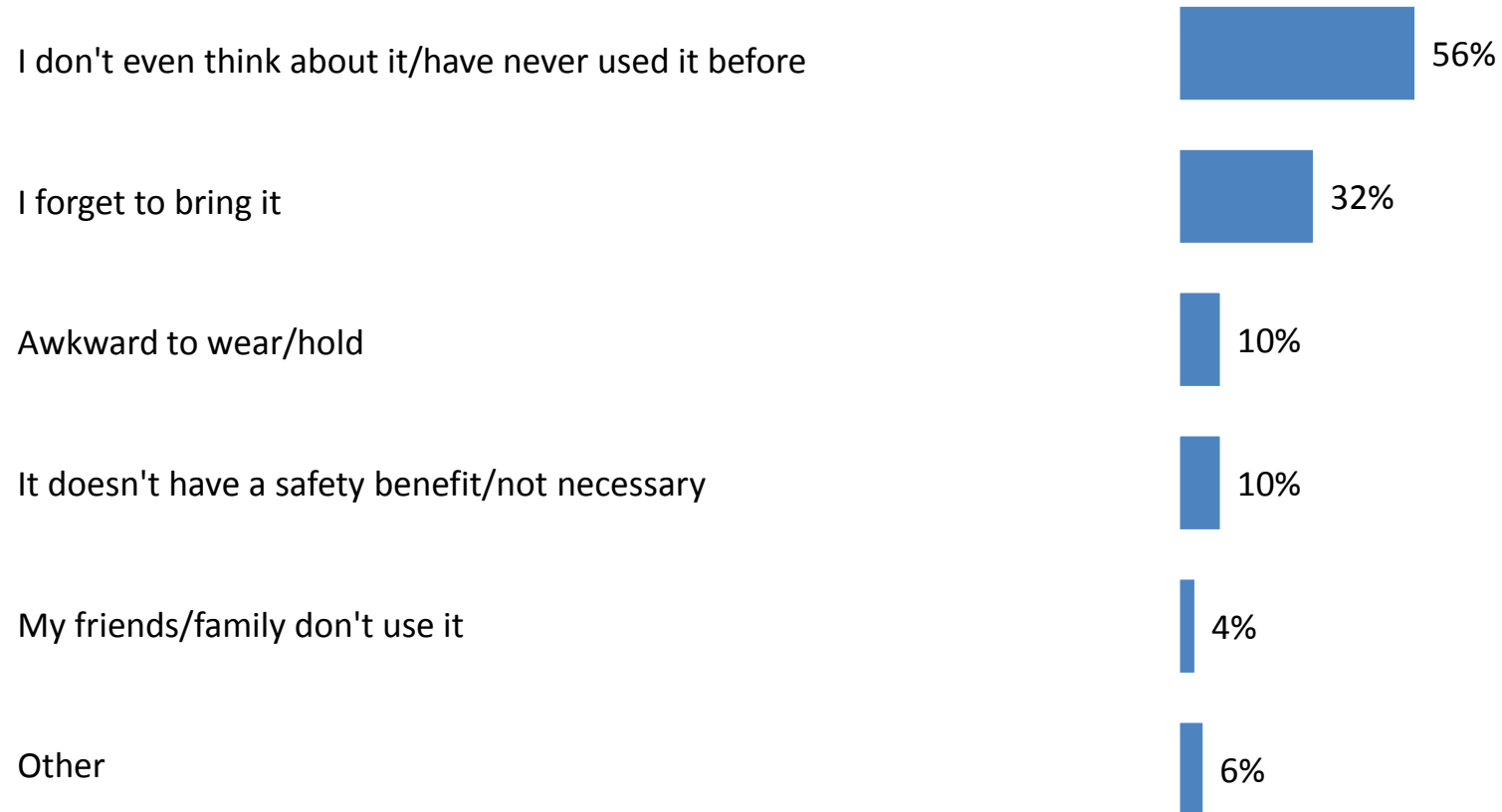
High-vis gear is not top of mind for most non-wearers, with the majority forgetting or not thinking about it.

(BASE : Rarely use high vis – 329)



Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

Prompted



Under 25s are most likely to claim gear is awkward to wear or hold.



(BASE : Rarely use high vis – 329)

	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUB LIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
I don't even think about it/have never used it before	56%	51%	61%	66%	55%	58%	56%	54%	46%	58%	59%	55%	48%	50%	62%
I forget to bring it	32%	34%	30%	36%	40%	34%	23%	30%	27%	30%	33%	31%	37%	35%	29%
Awkward to wear/hold	10%	11%	10%	24%	9%	11%	6%	5%	10%	11%	11%	9%	11%	13%	8%
It doesn't have a safety benefit/not necessary	10%	13%	8%	9%	7%	9%	10%	14%	15%	7%	7%	16%	14%	14%	7%
My friends/family don't use it	4%	2%	6%	8%	7%	5%	2%	-	-	6%	3%	-	6%	3%	5%

4 in 10 (42%) believe you can drink alcohol and walk home safely if careful.



(BASE : All eligible respondents aged 18+ years – 892)

Wearing/holding high-visibility gear (e.g. a vest, or torch) increases my safety when walking at night

Wearing high-visibility gear (e.g. a vest) increases my safety when walking during the day

Walking home after drinking one alcoholic drink increases my risk of being involved in a road traffic collision

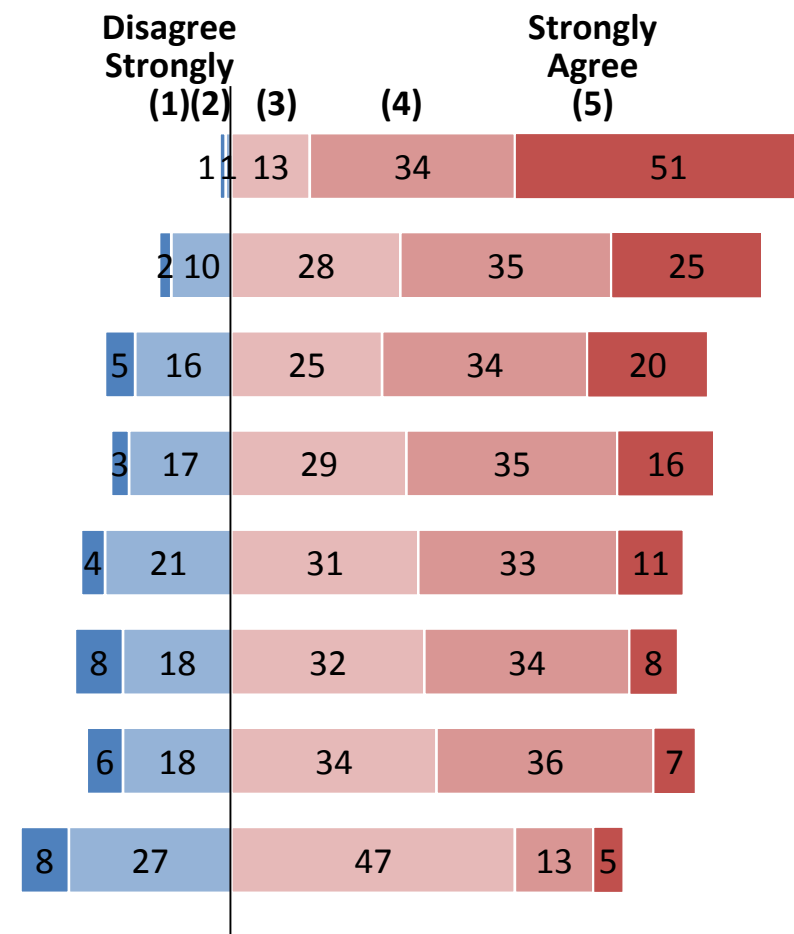
Crossing roads safely in rural areas is difficult in Ireland

Crossing roads safely in urban/built-up areas is difficult in Ireland

You can drink alcohol and walk home safely if you are careful

Crossing roads outside of designated pedestrian crossings saves time

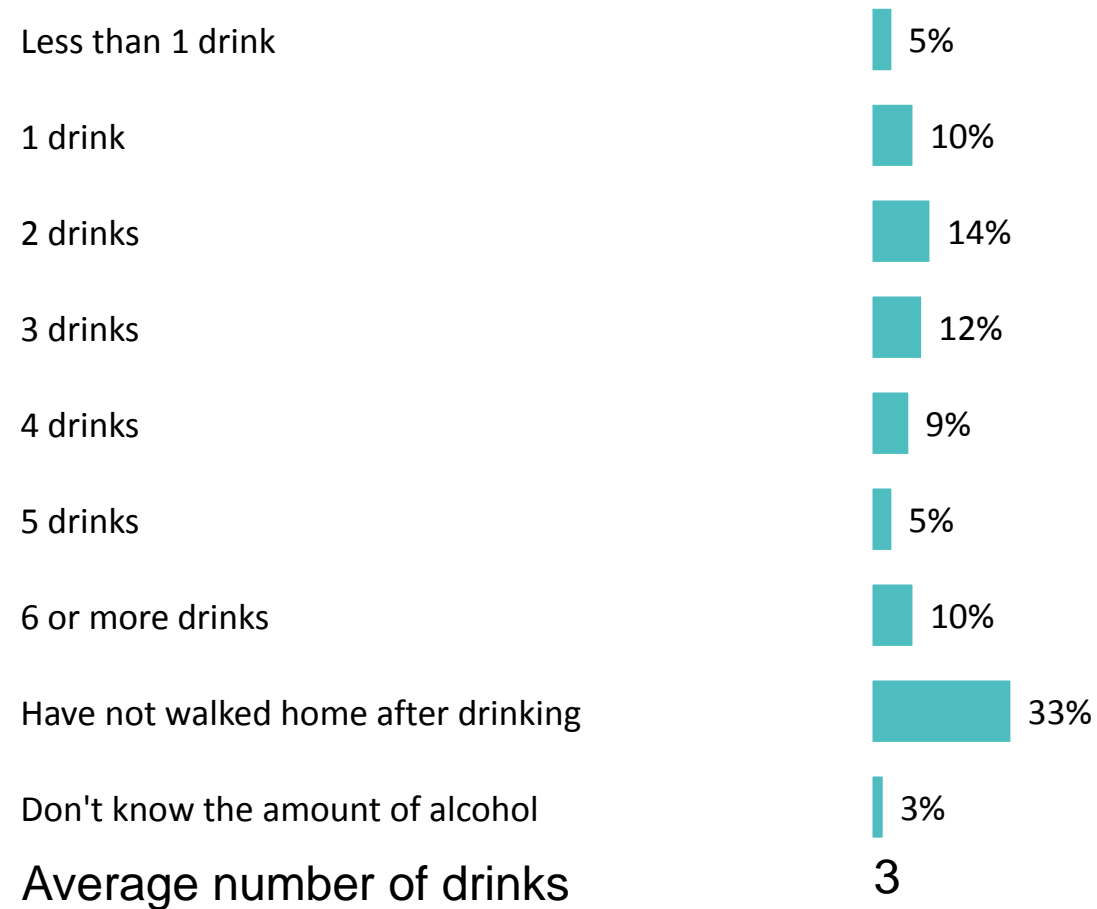
If there is a collision involving a pedestrian and a driver, it is almost always the driver's fault



While a quarter (24%) have walked home after drinking 4 or more drinks.



(BASE : All eligible respondents aged 18+ years – 892)



Females are more likely than males to claim that they have never walked home after drinking



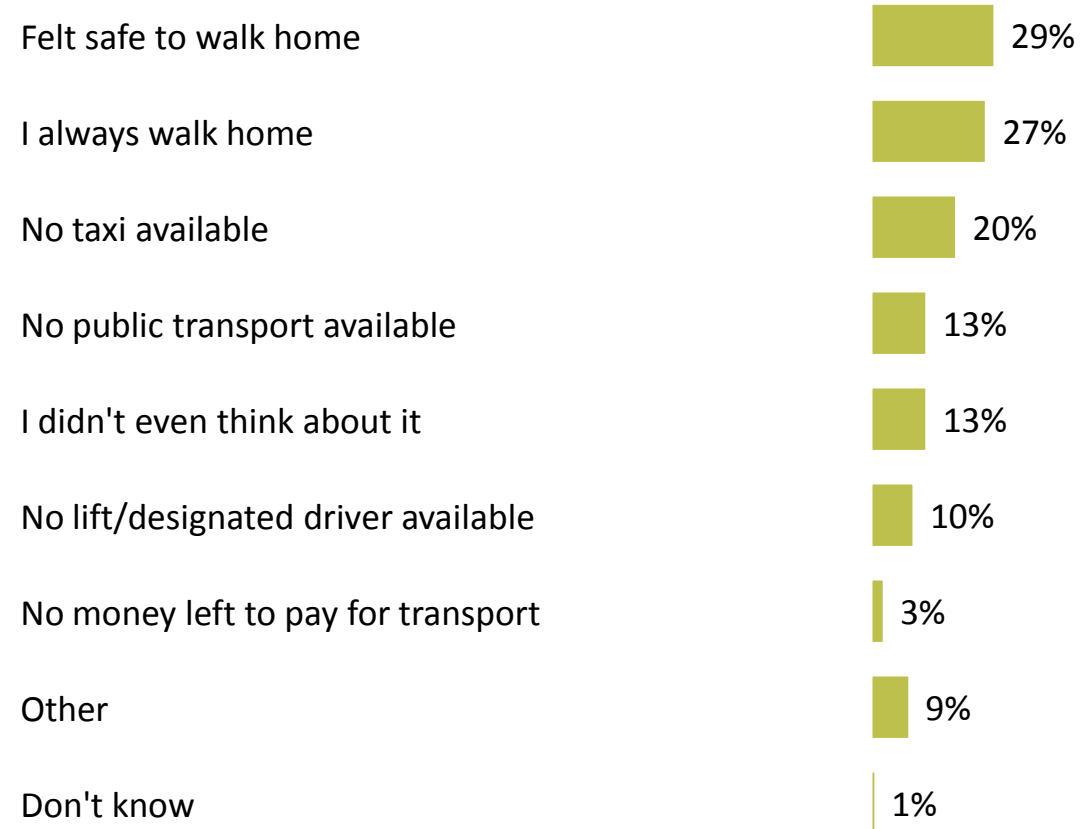
	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUB LIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
Less than 1 drink	5%	6%	5%	9%	4%	6%	5%	2%	7%	4%	5%	5%	8%	5%	6%
1 drink	10%	9%	12%	9%	13%	11%	9%	8%	12%	13%	9%	12%	5%	13%	8%
2 drinks	14%	13%	14%	12%	19%	16%	8%	14%	14%	17%	16%	12%	8%	15%	12%
3 drinks	12%	15%	9%	16%	8%	9%	14%	13%	15%	13%	13%	9%	13%	12%	12%
4 drinks	9%	10%	7%	7%	6%	9%	10%	12%	6%	11%	7%	8%	9%	9%	8%
5 drinks	5%	5%	4%	7%	3%	3%	5%	6%	3%	5%	4%	5%	3%	4%	5%
6 or more drinks	10%	14%	6%	13%	10%	12%	11%	10%	3%	10%	8%	9%	11%	10%	10%
Have not walked home after drinking	33%	26%	39%	26%	33%	28%	34%	33%	40%	23%	33%	36%	42%	29%	36%
Average	3	4	3	3	3	3	4	4	3	3	3	3	4	3	3

Lack of other available transport options are a big factor for those walking home after drinking.



(BASE : Walked home after a drink – 554)

Prompted



Males are more likely than females to always walk home after drinking.

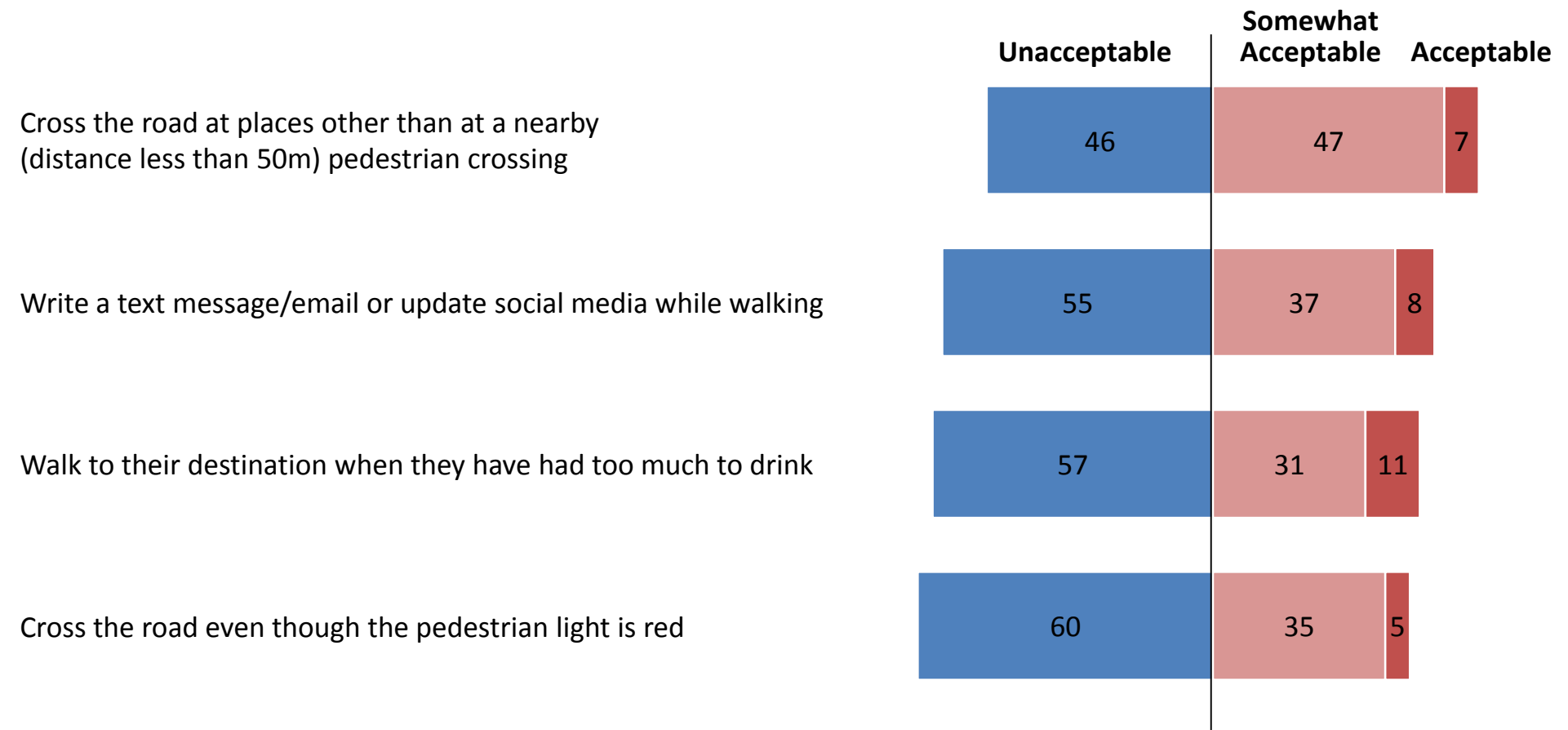


	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUB LIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
Felt safe to walk home	29%	30%	28%	23%	28%	27%	31%	35%	30%	36%	26%	26%	26%	32%	26%
I always walk home	27%	33%	19%	17%	21%	25%	28%	37%	30%	25%	27%	29%	29%	23%	30%
No taxi available	20%	17%	23%	35%	24%	22%	17%	15%	7%	16%	22%	20%	22%	19%	20%
No public transport available	13%	13%	12%	10%	12%	12%	16%	10%	15%	11%	10%	14%	19%	13%	12%
I didn't even think about it	13%	13%	12%	9%	11%	12%	19%	9%	16%	13%	13%	14%	10%	14%	11%
No lift/designated driver available	10%	10%	11%	11%	12%	11%	7%	10%	10%	7%	17%	10%	8%	10%	11%
No money left to pay for transport	3%	3%	4%	10%	2%	6%	1%	2%	0	4%	3%	4%	1%	4%	3%

Nearly half (45%) think it is somewhat acceptable or acceptable to text or check social media while walking.



(BASE : All eligible respondents aged 18+ years – 892)



Younger cohorts are more likely to view risky behaviours as acceptable



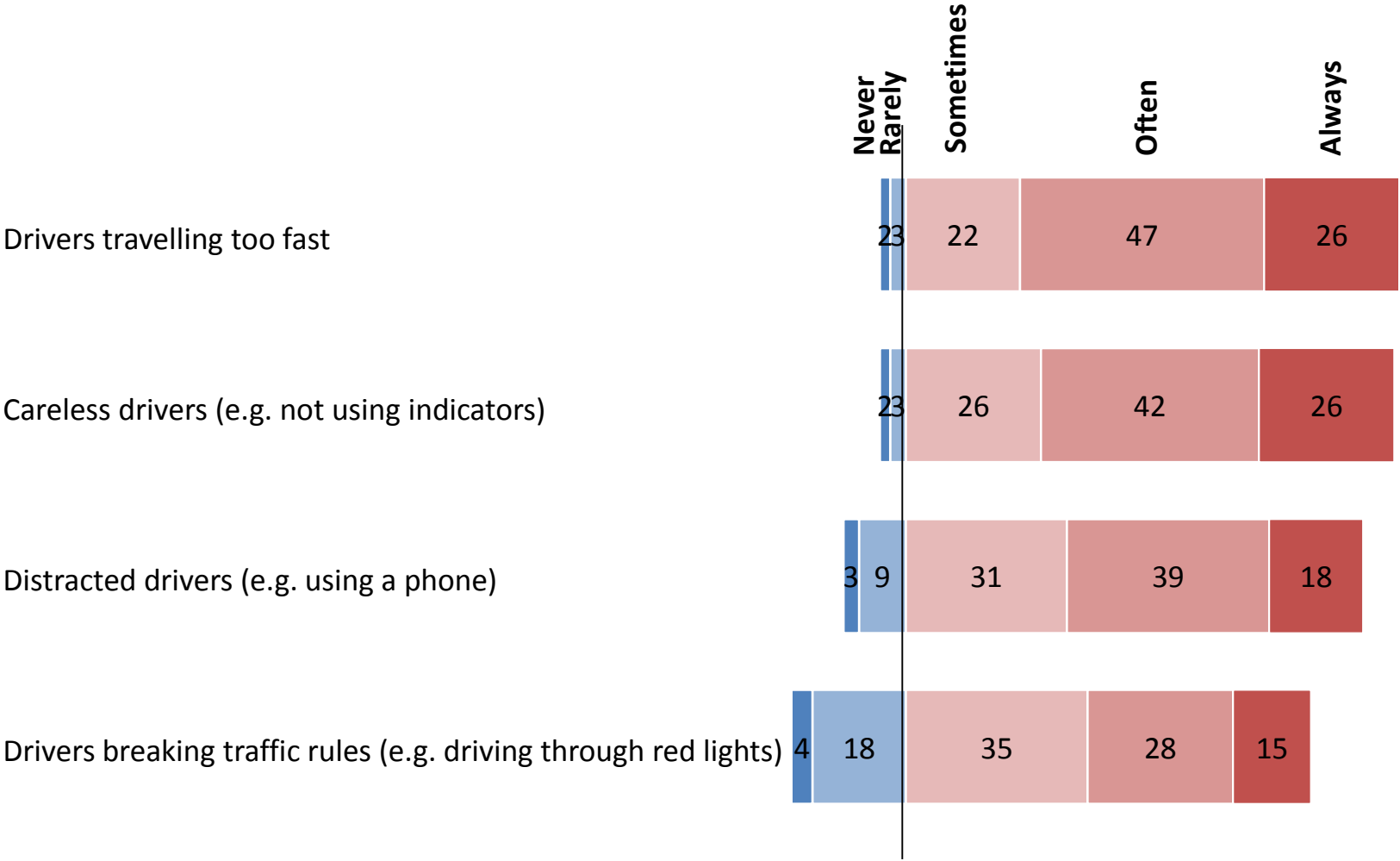
Acceptable/ somewhat acceptable

	Total	Gender		Age						Region				Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	DUB LIN	ROL	MUNSTER	CONN/ULST	ABC1	C2DE
Cross the road at places other than at a nearby (distance less than 50m) pedestrian crossing	54%	59%	50%	77%	65%	56%	43%	50%	47%	58%	53%	50%	58%	60%	50%
Write a text message/email or update social media while walking	45%	43%	46%	73%	62%	51%	41%	28%	22%	53%	40%	43%	42%	48%	42%
Walk to their destination when they have had too much to drink	42%	45%	41%	51%	53%	49%	44%	37%	22%	55%	41%	39%	34%	48%	37%
Cross the road even though the pedestrian light is red	40%	41%	39%	64%	48%	46%	34%	28%	28%	51%	35%	35%	37%	44%	37%

Nearly three quarters (73%) often or always see drivers speeding.



(BASE : All eligible respondents aged 18+ years – 892)

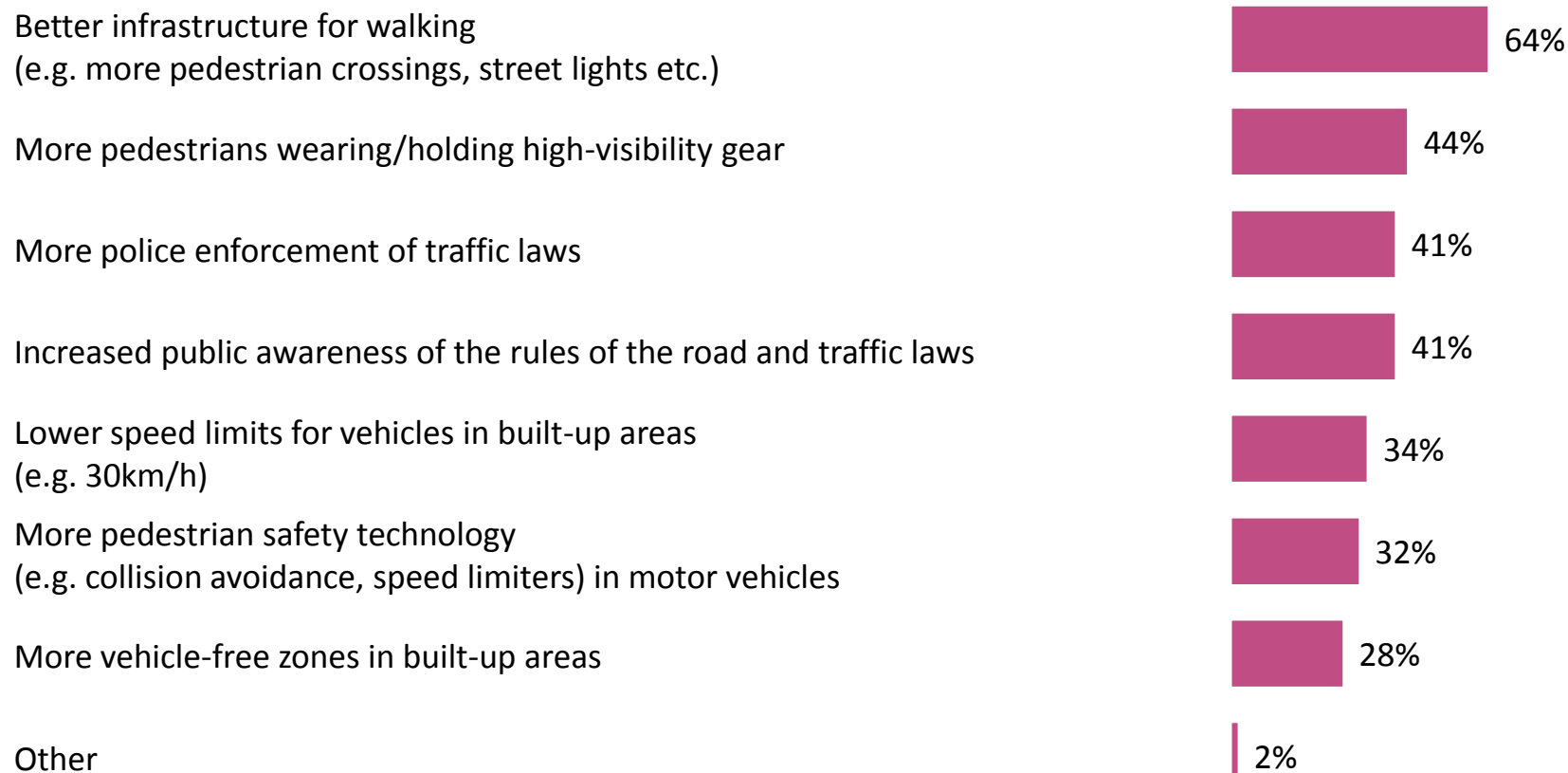


Almost two thirds (64%) call for better pedestrian infrastructure...



(BASE : All eligible respondents aged 18+ years – 892)

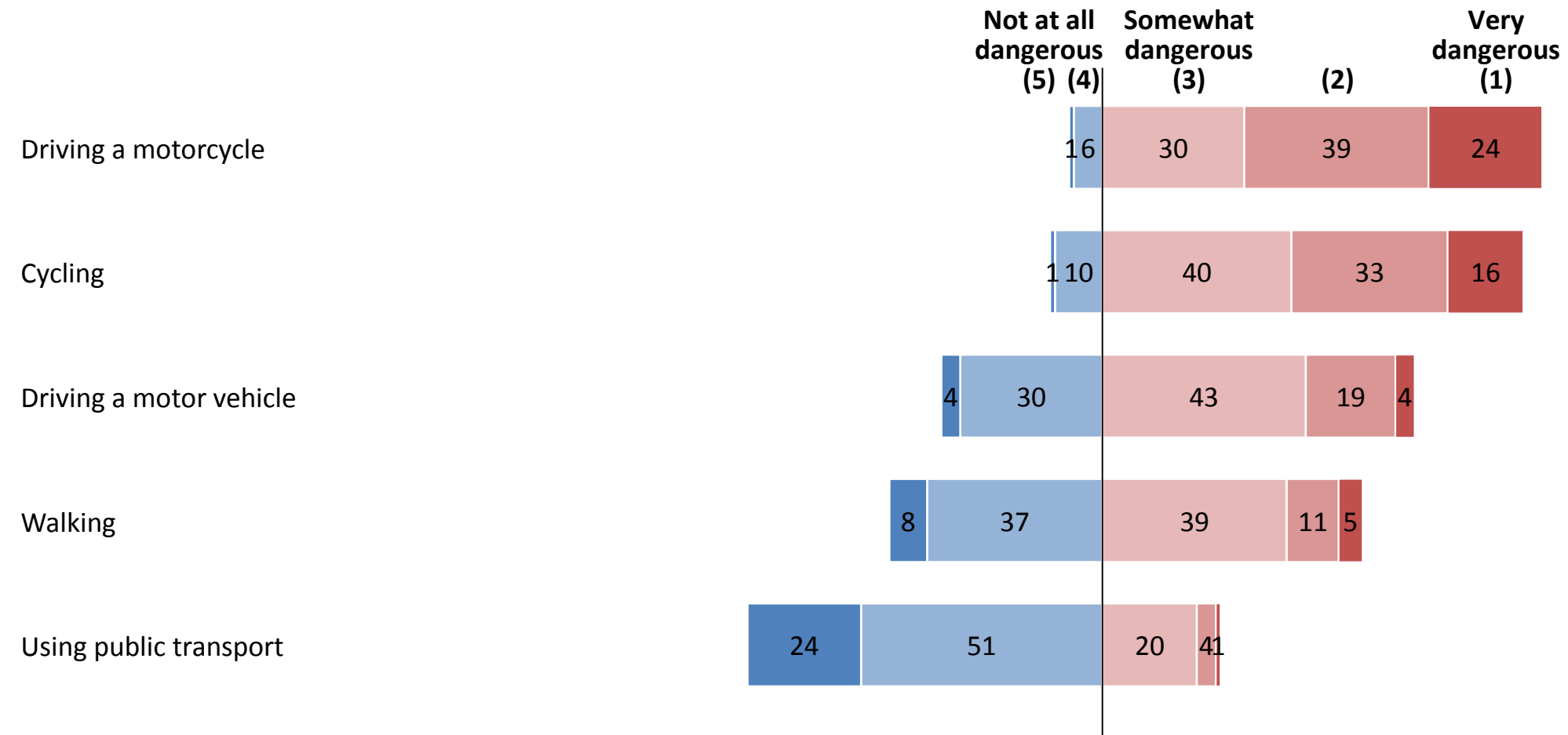
Prompted



...though walking and using public transport are perceived as the safest modes of transport in Ireland.



(BASE : All eligible respondents aged 18+ years – 892)



- While driving a car or van is the primary form of transport for most Irish adults, walking is the most common form of transport used overall and is perceived as one of the safest forms of transport in Ireland.
 - 25% of those surveyed walk most days, with 41% of under 25's walking most days or using walking as their main form of transport.
- In winter, during potential hours of darkness (6am-12pm and 5pm-9pm) 49% of those surveyed are out walking most often at these times.
 - In the winter, early morning walks are most common among those aged over 55.
- In the summer months, people are more likely to be out walking later in the day, particularly those aged 25-34.
- While the majority of those walking in urban areas either often or always cross the road at pedestrian crossings, there are still some dangerous habits occurring.
 - 24% often or always cross at a red pedestrian light.
 - 21% would walk home after at consuming at least one drink.
 - 55% at least sometimes cross between stationary traffic.

- 38% of urban walkers rarely or never wear high-vis gear when walking at night, while 25% of rural walkers do not wear high-vis gear at night.
 - For those not using high-vis gear, the majority would just never think to use to.
 - 24% of under 25's who do not wear high-vis gear while walking at night feel that it is awkward to wear.
- Despite not everyone wearing high-vis gear at night, 85% agree that wearing it increases safety when walking at night.
- 43% of those surveyed believe that crossing roads outside of designated pedestrian crossings saves time.
- Two thirds of those surveyed have walked home after drinking alcohol, with a quarter having walked home after drinking 4 or more drinks.
 - Many feel a sense of control when walking home after drinking as 42% of those surveyed agree that they can drink alcohol and walk home safely if you are careful.
 - 42% feel that it is somewhat acceptable or acceptable to walk to a destination after having too much to drink.
- Social media and keeping in contact with people when walking could potentially lead to dangerous situations, 45% feel it is somewhat acceptable or acceptable to write a text or update social media while walking.
- To improve pedestrian safety in Ireland, the majority feel that better infrastructure is a key element.

- When asked what best reflects their walking behaviours, those aged over 55 are most likely to walk for exercise.
- In the winter those aged 55-64 are most likely to walk in the afternoon or morning, while those aged over 65 are most likely to walk in the afternoon.
- In the winter, those aged 55-64 are most likely to walk in the morning, while again those aged 65+ walk in the morning or afternoon.
- Those over 65 are more likely than those aged 55-64 to always cross at a pedestrian crossing.
- Those aged over 55 walking in urban areas are most likely to always wear high-visibility gear at night, with those in the 55-64 age category slightly more likely to than those aged 65+ . Similar patterns can be seen in rural walking.
- Those aged over 65 walking in urban areas are more likely than those aged 55-64 to never wear high-visibility gear during the day.
- Those aged over 65 are least likely to walk home after having an alcoholic drink.
- Among non wearers, those aged over 55 over index on the opinion that high- visibility gear doesn't have a safety benefit.
- After drinking, those aged 55-64 over index on feeling safe to walk home and always walking home, and are more likely to feel this way than those aged 65 and over.



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