THINK! Road Safety Campaign Evaluation

Pre evaluation of the ‘Three Strikes’ THINK! Seat Belts campaign

Report

November 2008

Prepared for:

Department for Transport

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1 Introduction

The THINK! Road Safety publicity campaign was launched in 2000, as part of the Government’s road safety strategy, *Tomorrow’s roads: safer for everyone*. The strategy set out targets to reduce road casualties in Great Britain by 50% for children and 40% overall between 2000 and 2010. A mix of engineering, enforcement and education measures are used to help meet these targets, of which the THINK! Road safety publicity campaign forms part.

The THINK! campaign aims to encourage all road users to recognise that it’s the small things they do that can lead to crashes on the road and that there are simple steps they can take to reduce their risk to themselves and others. THINK’s power is that it fosters an attitude of shared responsibility.

THINK! campaign priorities are identified by the Department for Transport’s publicity team in collaboration with policy officials in Road User Safety Division. They are chosen because they account for the highest number of road casualties and it is felt that they will benefit most from coordinated national publicity. As part of the new three year strategy, speed, drink drive and motorbikes have been identified as the issues accounting for the highest number of KSIs and so these will be supported every year, along with one additional issue. For 2008/09 this is seat belts.

1.1 Research objectives and method

In July 2006 BMRB Social Research took over the evaluation of the THINK! campaigns. This report focuses on research carried out in October 2008, which was the pre stage evaluation for the seat belts campaign ‘Three Strikes’, prior to its launch on 3 November 2008.

The majority of the questions were asked during fieldwork from 16-22 October 2008. However, some questions required for the pre evaluation of the seat belts campaign were also required for the THINK! Annual Survey, which took place the following week (23-29 October). Rather than repeat those questions on both surveys, data has been taken from the Annual Survey where applicable.

Interviews for both surveys were conducted using BMRB’s Omnibus survey. This is a survey that is run each week by BMRB, with different clients placing questions onto a common questionnaire, and sharing the costs of fieldwork and analysis. All results are confidential to the individual client. Interviews were conducted in-home, using Computer Assisted Personal Interviewing (CAPI) by fully trained members of BMRB’s own fieldforce, working under supervision. The sample was drawn by means of Random Location sampling (see appendices for further details).
In total 2,002 interviews were conducted with those aged 15+ in Great Britain for the dedicated seat belts pre stage evaluation survey and 2,009 interviews were conducted for the Annual Survey. Data were weighted to be representative of the population. Only weighted data are shown in this report.

1.1.1 Seat Belts

The new seat belts campaign, ‘Three Strikes’, launched on 3 November 2008, is intended to build on the success of previous campaigns ‘Julie’ and ‘Backwards’, with the long term aims of changing attitudes and behaviour and increasing seat belt wearing rates. As both of these ads had been shown extensively, there was a need to refresh the message to build impact and provide new news for the target audience of 17-34 year olds.

Research has shown high overall seat belt wearing rates (TRL observation surveys: 93-94% of drivers / passengers in the front and 70% of adults aged 14+ in the back), but during 2007, over 1,400 people were killed while in a car and an estimated 487 of these were not wearing a seat belt. It has been calculated that nearly 300 lives, or roughly one life a day, would have been saved in 2007 if all car occupants had been wearing a seat belt.

A significant minority (28% of all drivers aged 18+ in the 2007 Annual Survey) do not always wear a seat belt. This is particularly the case when they perceive the situation to be low risk, such as familiar, short journeys at low speeds. The new campaign addresses the issue of ‘inconsistent seat belt wearers’ by challenging the belief that there are low risk situations and shocking people with the personal consequences of not wearing a seat belt. The aim is to make people realise that it is unsafe to travel in a vehicle unbuckled, whatever the situation.

The ‘Three Strikes’ campaign includes the new news of three elements of a crash, which can happen at low speeds:

1. The vehicle hits something
2. The driver’s body hits the inside of the vehicle
3. Internal organs hit the inside of the body

The key objectives of the campaign are as follows:

- To raise awareness of the impact of a crash on an unbelted body at normal speeds (30mph)
- To increase the number of people who completely agree it is dangerous not to wear a seat belt on all journeys
To increase wearing rates

The target audience of the campaign is all drivers and passengers, but with a particular focus on those aged 17-34. This group represents the largest potential casualty saving as it has the:

1. lowest wearing rates
2. highest accident involvement rate
3. lowest driving competence

The objectives of the pre wave of research were to provide benchmark measures of behaviours and attitudes towards wearing seat belts, prior to the new campaign airing in November 2008. A post wave is due to take place at the end of November. This will be reported on separately.

1.2 Arrangement of this report

Following this introduction is a management summary of the findings. The main body of the report provides a detailed commentary, illustrated by summary tables and charts. Appendices contain details of the sampling method, weighting, the sample profile and the questionnaires.

Data have been supplied in separate volumes. In charts and tables ‘-’ denotes 0 and ‘*’ denotes a proportion of less than half of one per cent, but more than 0.
2 Management summary and recommendations

2.1 Introduction

• This report focuses on research carried out in October 2008. This was the pre stage evaluation for the new seat belts campaign ‘Three Strikes’, prior to its launch on 3 November 2008.

• Fieldwork ran from 16-22 October 2008, with data from some questions taken from the THINK! Annual Survey which ran from 23-29 October 2008. Interviews for both surveys were conducted using BMRB’s Omnibus survey.

• In total 2,002 interviews were conducted with those aged 15+ in Great Britain for the dedicated seat belts pre stage evaluation survey and 2,009 interviews were conducted for the Annual Survey.

• Research to evaluate the new campaign will be carried out at the end of November and findings from this will be included in a separate report.

2.2 Attitudes towards seat belt wearing

• Attitudes towards the danger and acceptability of not wearing a seat belt were stronger for the front of the car than the back.

• Three in four (77%) adults completely agreed that it is dangerous not to use a seat belt when travelling in the front of a car, but only six in ten (63%) completely agreed that it is dangerous not to use a seat belt in the back of a car. The target group of 17-34s were a little less likely to completely agree for the front (73%), but had similar levels of agreement for the back as all adults (62% completely agreed).

• Just over nine in ten (93% of all adults and 91% of 17-34s) strongly disagreed that it is safe to travel at 30mph in the front of a car without a seat belt. Slightly fewer (90% of all adults and 87% of 17-34s) held this view for the back of a car.

• Eight in ten (81%) adults and slightly fewer 17-34s (74%) felt that not wearing a seat belt in the front of a car was extremely unacceptable. However, only six in ten adults (60%) and 17-34s
(59%) found not wearing a seat belt in the back of a car extremely unacceptable.

- On all attitudinal measures, women were more likely than men to see not wearing seat belts as dangerous or unacceptable, in both the front and back of the car.

- In the back of the car, attitudes differed by region, with those in London being much less likely to view not wearing seat belts as dangerous (40% compared with 67% of those living in other regions) or extremely unacceptable (40% compared with 64% of those living in other regions). Given that minority ethnic groups were more likely to be living in London than in other regions, those in minority ethnic groups were also less likely consider not wearing seat belts in the back of a car as dangerous (83% strongly disagreed it was safe compared with 96% of white respondents) or extremely unacceptable (42% compared with 63% of white respondents).

### 2.3 Seat belt wearing behaviour

- One in ten drivers (8%) and 17-34 year old drivers (10%) said they did not always wear a seat belt whilst driving, slightly fewer front seat passengers (6%) and 17-34 year old front seat passengers (9%) did not always wear a seat belt in the front seat and 17% of adults and 20% of 17-34s who travelled as a back seat passenger did not always wear a seat belt in the back seat.

- Men were more likely than women to not always wear a seat belt: 10% compared with 5% as drivers, 10% compared with 3% as front seat passengers and 20% compared with 13% as back seat passengers.

- Almost half (45%) of those in London who travelled as a back seat passenger did not always wear a seat belt in the back of a car, compared with 12% of those in other regions.

- When faced with a number of driving situations, the majority said it was very likely that they would wear a seat belt when driving in each of the situations. As a passenger, the proportion was very slightly lower for each situation.
• Prior to the launch of the new campaign, only 3% of all applicable drivers and 5% of applicable 17-34 year old drivers said it was unlikely they would put a seat belt on in this situation when travelling at 30mph. Wearing a seat belt for an everyday journey was picked out as being unlikely by 4% of applicable drivers and 5% of applicable 17-34 year old drivers, while putting on a seat belt to drive on familiar roads was felt to be unlikely by 3% of applicable drivers and 5% of applicable 17-34 year old drivers.

2.4 Consequences of not wearing a seat belt

• When asked about the likely consequences of a car crash at 30mph when not wearing a seatbelt, spontaneous responses from all adults included examples such as, ‘going through the windscreen’ (27%), ‘serious/severe injuries’ (17%), more general injuries (14%) and even fatalities (12%). The 17 to 34 age group were more likely to give less specific consequences, such as general mentions of injuries (16% compared with 11% of those aged 45+). Generally women were more likely to focus on ‘going through the windscreen’ (31%, 23% of men), whereas men focussed more on ‘serious/severe injuries’ (20%, 14% women). At the pre stage only 1% of adults mentioned ‘internal injuries’, a core message of the new campaign.

• When prompted with various consequences of the same crash scenario and asked how likely they felt these consequences would be, almost all respondents agreed you would be likely to get hurt (97%), however only 78% agreed this would be serious and only 53% believed these injuries would be likely to be fatal. Two-thirds of adults (67%) believed you would be likely to travel through the windscreen in this crash, and 77% believed the impact would be cushioned by the airbag in the car. Whereas only 1% spontaneously mentioned internal injuries, almost three-quarters of adults believed damaging internal organs to be likely consequence when prompted (74%). Those aged 17-34 were less likely to believe this than those aged 35 or over (66%, compared with 74% aged 35 and over), they were also less likely to believe you would go through the windscreen as a consequence (24% compared with 33% of over 35s).

2.5 Conclusions and recommendations

As has been found in previous research, not wearing a seat belt is a minority behaviour, but people do still need convincing that it is dangerous to not wear a seat belt, whatever the situation. The new campaign should address this by
shocking people with the consequences of not wearing a seat belt, even at 30 mph. It will be particularly interesting to see how the attitudes of men change, if at all, as they were less likely than women to view not wearing a seat belt as dangerous or unacceptable.

Attitudes towards not wearing a seat belt in the back of a car are less strong than the front, so given that the campaign focuses on the driver, unlike the previous campaigns ‘Julie’ and ‘Backwards’, it will be interesting to see what, if any, impact this has on attitudes towards wearing a seat belt in the back of a car.

It will also be interesting to see whether the damage to internal organs is increased by the campaign as they had low spontaneous mention and only three quarters mentioning it when prompted. This is likely to be the new news element of the campaign.
3 Attitudes towards seat belt wearing

This chapter looks at attitudes towards seat belt wearing, first of all the perceived danger of not wearing a seat belt and then acceptability of not wearing a seat belt. As some of these questions are long term measures which are included in the Annual Survey, they were not repeated for the Seat Belts Pre Campaign Survey. Data to provide a benchmark for the campaign have therefore been taken from the Annual Survey in October 2008, with data from November 2007 Annual Survey also shown to provide context. This is clearly signposted where applicable.

3.1 Perceived danger of not wearing a seat belt

The issue of the perceived danger of not wearing a seat belt was addressed in two ways; first of all whether people felt that not using a seat belt in the front or back of a car was dangerous, and then perceptions of the safety of not wearing a seat belt in the front or back of a car when travelling at different speeds.

3.1.1 Danger of not wearing a seat belt

One of the key objectives for the new seat belts campaign is to increase the number of people who completely agree that it is dangerous not to wear a seat belt when travelling in a car. Chart 3a shows data from the 2007 and 2008 Annual Surveys on the extent to which people agree that it is dangerous not to wear a seat belt in the front and the back of the car. This was asked as a series of statements about a number of dangerous driving situations, including speeding and driving after drinking alcohol, not just not wearing seat belts.
In the 2008 Annual Survey, three in four (77%) adults completely agreed that it is dangerous not to use a seat belt when travelling in the front of a car, stable from 2007 (78%). The target group of 17-34s were a little less likely to completely agree (73%), so it is hoped that the new campaign will have a particular impact on changing their attitudes.

Women were more likely to completely agree than men (80% compared with 73%), as were those in higher social grades (79% of ABC1s compared with 74% of C2DEs) and white respondents (89% compared with 73% of minority ethnic groups).

Drivers who had received a driving ban or conviction were less likely to completely agree (68% compared with 80% of drivers who had never received a driving penalty).

Not using a seat belt in the back of a car was seen as less of a dangerous issue than not using a seat belt in the front of a car. Overall just over six in ten (63%) adults completely agreed that this was a dangerous behaviour in the 2008 Annual Survey, stable from 2007 (64%). However, unlike for the front of the car, there was no difference in opinion amongst the target group of 17-34s (62% completely agreed).
As with the front of the car, women were more likely than men to completely agree that not using a seat belt in the back of a car is dangerous (68% compared with 58%), as were white respondents (67% compared with 38% of minority ethnic groups).

This difference in attitude by ethnicity, towards the danger of not wearing a seat belt in the back of a car is much bigger than for the front of the car, but may be linked to where people live rather than directly as a result of their ethnic background. Those living in the centre of a large town or city were much less likely to completely agree that wearing a seat belt in the back of a car is dangerous than those living in other areas (48% compared with 64%). In a similar vein, those living in the London region, who were more likely than those in other regions to describe where they lived as the centre of a large town or city (see appendix), were also much less likely to completely agree that wearing a seat belt in the back of a car is dangerous (40% compared with 67% of those living in other regions). It is interesting to note that those in Scotland, who were as likely as those in London to describe themselves as living in a large town or city (see appendix), were no less likely than those in other regions outside London to completely agree that wearing a seat belt in the back of a car is dangerous (64%). It therefore looks to be a London-based attitude and as minority ethnic groups were more likely to be living in London (see appendix), it could explain why they also hold this opinion. The reasons behind the difference of the views of London residents compared with other groups could be worth exploring. It could be demographic differences in the region, road conditions and congestion, differences in traffic calming measures, the impact of the use of black cabs or other issues play a part in the difference. Without further research it is not possible to draw any conclusions.

3.1.2 Safety of not wearing a seat belt at different speeds

As a key message of the campaign is that not wearing a seat belt at 30mph can be dangerous and even lead to death, all respondents were asked their perceptions of the safety of travelling without a seat belt at different speeds in the front (Chart 3b) and back (Chart 3c) of a car. This was to see whether attitudes were different at 30mph compared with higher speeds of 50mph and 70mph.
It is safe to travel without a seat belt in the front of a car when travelling at...

<table>
<thead>
<tr>
<th>Speed</th>
<th>Strongly agree</th>
<th>Slightly agree</th>
<th>Neither agree nor disagree</th>
<th>Slightly disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>70mph</td>
<td>96</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50mph</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30mph</td>
<td>93</td>
<td>91</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: All respondents (2,002), all those aged 17-34 (518)

Less than one in ten respondents felt it was safe to travel without a seat belt in the front of a car at any of the three speeds given. However, there was a slight drop off in strong disagreement between 50mph (96% of all adults and 95% of 17-34s) and 30 mph (93% of all adults and 91% of 17-34s), suggesting that there is a slight distinction seen at present and people, both in general and within the target group, do not believe not wearing a seat belt at 30mph to be quite as unsafe as doing so at higher speeds.

Those living in London were less likely to strongly disagree that travelling at 30mph in the front of a car without a seat belt was safe (88% compared with 94% of those in other regions).

Unsurprisingly, drivers who always wore a seat belt were more likely to strongly disagree that it is safe to travel in the front seat of a car at 30mph without a seat belt than those who did not always wear a seat belt (96% compared with 67%), as were passengers who always wore a seat belt in the front seat (96% compared with 55% of those who did not) and who always wore a seat belt in the back seat (96% compared with 76% of those who did not).
Slightly fewer respondents strongly disagreed that it was safe to travel without a seat belt in the back of a car at each of the three speeds given. Nine in ten (90%) adults and 87% of 17-34s strongly disagreed that it was safe to travel in the back of a car at 30mph without a seat belt. Women were more likely to strongly disagree than men (93% compared with 86%), as were those in social classes ABC1 (92% compared with 87% of C2DEs).

Those living in London were less likely to strongly disagree (76% compared with 92% of those in other regions). The difference between London and other regions was also reflected in differences between minority ethnic groups and those of white backgrounds: 83% of minority ethnic groups strongly disagreed compared with 96% of whites.

As with attitudes towards the safety of not using a seat belt in the front seat, drivers and passengers who always wore a seat belt were more likely than those who did not to strongly disagree that it is safe to travel at 30mph while not wearing a seat belt.
3.2 Acceptability of not wearing a seat belt

Another key issue covered by the Annual Survey was acceptability of not wearing a seat belt in the front and back of car. These were asked on a scale of 1 to 5, along with a number of other dangerous driving behaviours.

In the 2008 Annual Survey, eight in ten (81%) respondents felt that not wearing a seat belt in the front of a car was extremely unacceptable, unchanged from 2007 (81%). Slightly fewer 17-34 year olds (74%) held this belief, also unchanged from 2007 (76%).

Six in ten (60%) respondents found not wearing a seat belt in the back of a car extremely unacceptable, unchanged from 2007 (58%). In 2008, just as many 17-34 year olds (59%) as all adults held this view, but this was a slight improvement on 2007, when 55% of 17-34s had found not wearing a seat belt in the back of a car extremely unacceptable.

For both the front and back of the car, women were more likely than men to find not wearing a seat belt extremely unacceptable (85% compared with 76% in the front and 68% compared with 53% in the back).

Base: All respondents: Annual Survey Nov 07 (2,019), Annual Survey Oct 08 (2,009), 17-34s: Annual Survey Nov 07 (597), Annual Survey Oct 08 (576)
As seen earlier in this chapter, attitudes towards wearing a seat belt in the back of a car were different in London compared with the rest of Great Britain. Only four in ten (40%) of those in the London region found not wearing a seat belt in the back of a car to be extremely unacceptable, compared with 64% of those living in other regions. Given that a higher than average proportion of those living in London were in minority ethnic groups, it is unsurprising that minority ethnic groups were also less likely to find this extremely unacceptable (42% compared with 63% of whites).
4 Seat belt wearing behaviour

To assess seat belt wearing behaviour, respondents were asked how often they did not wear a seat belt in the front and back of a car and the likelihood of them using a seat belt in various driving situations, both as a driver and as a passenger.

4.1 Frequency of not wearing a seat belt

Frequency of not wearing a seat belt was asked in the context of being a driver, a passenger in the front of a car and a passenger in the back of a car (Chart 4a). Each was asked only of those respondents who said they travelled in the applicable positions, i.e. a driver, a front seat passenger or a back seat passenger.

Chart 4a: Frequency of not wearing a seat belt while driving or as a front / back seat passenger

<table>
<thead>
<tr>
<th>Frequency</th>
<th>All drivers</th>
<th>17-34 drivers</th>
<th>All front passengers</th>
<th>17-34 front passengers</th>
<th>All back passengers</th>
<th>17-34 back passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1+ times per week</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Once a fortnight</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Once a month</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Once every 2-3 months</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Less often</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Never</td>
<td>92</td>
<td>90</td>
<td>94</td>
<td>91</td>
<td>83</td>
<td>80</td>
</tr>
</tbody>
</table>

Base: All drivers (1,207), all drivers aged 17-34 (235), all front seat passengers (1,319), all front seat passengers aged 17-34 (381), all back seat passengers (719), all back seat passengers aged 17-34 (235)

Just under one in ten (8%) drivers said they did not always wear a seat belt whilst driving, slightly fewer (6%) front seat passengers did not always wear a seat belt in the front seat and one in six (17%) of those who travelled as a back seat passenger did not always wear a seat belt in the back seat. Those aged 17-34 were a little more likely to say there were occasions when they did not wear a
seat belt: 10% of 17-34 year old drivers did not always wear a seat belt whilst driving, 9% of 17-34s who travelled as front seat passengers did not always wear a seat belt whilst travelling in the front passenger seat of a car and 20% of 17-34s who travelled as back seat passengers did not always wear a seat belt whilst travelling in the back of a car.

Men were more likely than women to not always wear a seat belt: 10% compared with 5% as drivers, 10% compared with 3% as front seat passengers and 20% compared with 13% as back seat passengers.

Although there were some minor differences by region in terms of the proportion that did not always wear a seat belt, the clearest pattern was in those who did not wear a seat belt in the back of a car. Almost half (45%) of those in London who travelled as a back seat passenger did not always wear a seat belt in the back of a car, compared with 12% of those in other regions. As with other measures, this difference in London compared with other regions was also reflected in differences between minority ethnic groups and whites: 43% of minority ethnic groups did not always wear a seat belt in the back of a car, compared with 12% of whites.

4.2 Likelihood of putting a seat belt on in different situations

Respondents were given a number of situations and asked how likely it was that they would put a seat belt on in that situation, first of all as a driver (if they did drive) and then as a passenger (if they said they travelled in a car as a passenger). TRL observational studies had found around 93-94% wore a seatbelt in the front and 70% wore a seatbelt in the back of the car.

In each situation, respondents were given the opportunity to say that the particular situation was not applicable to them (for example if they drove but never drove to work), so all data are shown based on applicable drivers or passengers.

Chart 4b shows the more familiar driving situations that a driver might face: driving in a 30mph zone, an everyday journey such as popping to the shops, driving on familiar roads and driving somewhere for work. These would be perceived by many to be ‘everyday’ types of journeys, which are the focus of the new campaign.
Although almost all felt it was very likely that they would use a seat belt in these situations, there was a minority who did not. A key aim of the campaign is to encourage drivers to always wear a seat belt, even at 30mph, but even prior to this only 3% of all applicable drivers and 5% of applicable 17-34 year old drivers said it was unlikely they would put a seat belt on in this situation. Wearing a seat belt for an everyday journey was picked out as being unlikely by 4% of applicable drivers and 5% of applicable 17-34 year old drivers, while putting on a seat belt to drive on familiar roads was felt to be unlikely by 3% of applicable drivers and 5% of applicable 17-34 year old drivers.

Other situations given to drivers were driving on the motorway, setting out on a long journey, driving on country roads, driving at night and driving alone (Chart 4c). Generally, these would be less familiar than those in Chart 4b.
Chart 4c: Likelihood of putting a seat belt on WHEN DRIVING in the following situations (2)

<table>
<thead>
<tr>
<th>Situation</th>
<th>All (1,191)</th>
<th>17-34s (231)</th>
<th>All (1,196)</th>
<th>17-34s (234)</th>
<th>All (1,199)</th>
<th>17-34s (233)</th>
<th>All (1,198)</th>
<th>17-34s (232)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving on the motorway</td>
<td>97</td>
<td>96</td>
<td>96</td>
<td>94</td>
<td>95</td>
<td>93</td>
<td>96</td>
<td>94</td>
</tr>
<tr>
<td>Setting out on a long journey</td>
<td>96</td>
<td>94</td>
<td>94</td>
<td>95</td>
<td>93</td>
<td>96</td>
<td>94</td>
<td>95</td>
</tr>
<tr>
<td>Driving on country roads</td>
<td>95</td>
<td>93</td>
<td>93</td>
<td>96</td>
<td>94</td>
<td>95</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Driving at night</td>
<td>94</td>
<td>94</td>
<td>94</td>
<td>95</td>
<td>93</td>
<td>94</td>
<td>95</td>
<td>93</td>
</tr>
<tr>
<td>Driving alone</td>
<td>93</td>
<td>93</td>
<td>93</td>
<td>93</td>
<td>93</td>
<td>93</td>
<td>93</td>
<td>93</td>
</tr>
</tbody>
</table>

Base: All applicable drivers / 17-34 year old drivers

In all of these situations at least 95% of all applicable drivers and 93% of all applicable 17-34 year old drivers thought it was very likely that they would use a seat belt. Of all the situations given, the proportion that felt it was unlikely that they would put a seat belt on was smallest for driving on the motorway and setting out on a long journey (both 2% of applicable drivers and 2% of applicable 17-34 year old drivers).

Those who said that they travelled as a passenger in a car were given the same situations as drivers, with the exception of driving alone, and asked the likelihood of them putting a seat belt on in those situations.

Chart 4d shows the same four more familiar situations as Chart 4b.
Chart 4d: Likelihood of putting a seat belt on WHEN TRAVELLING AS A PASSENGER in the following situations (1)

In a passenger situation, people are slightly less likely to think about putting a seat belt on than in the equivalent driving situation, although at least nine in ten did still feel that it was very likely that they would put a seat belt on in each of the situations given. Putting a seat belt on for an everyday journey such as popping down to the shops was felt to be unlikely by 4% of all applicable passengers and 8% of all applicable 17-34 year old passengers, while doing so on familiar roads was felt to be unlikely by 3% of all applicable passengers and 6% of all applicable 17-34 year old passengers.

The remaining four passenger situations are shown in Chart 4e.
As with the previous set of situations, passengers were slightly less likely to want to put a seat belt on in these situations than drivers were. This was particularly the case for 17-34s. Amongst this group, 5% would be unlikely to put a seat belt on for setting out on a long journey and 5% for travelling on country roads. Travelling on the motorway was the situation which prompted most people to think about wearing a seat belt as a passenger: 2% of all applicable passengers and 4% of all applicable 17-34 year old passengers said it was unlikely that they would put a seat belt on in this situation.
5 Consequences of not wearing a seat belt

As the new campaign includes the new news of three stages of a crash and that this can happen even at 30mph, respondents were asked what they perceived the consequences of crashing at 30mph without a seat belt to be. This was to establish perceptions before the campaign launched in order to see whether the campaign changed these opinions.

5.1 Perceived consequences of having a crash at 30mph while not wearing a seat belt

Respondents were first of all asked unprompted what they thought the consequences would be, to see what was most top of mind (Chart 5a).

<table>
<thead>
<tr>
<th>Chart 5a: What would happen to someone who had a crash while travelling at 30mph and not wearing a seat belt (unprompted)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Go through the windscreen</strong></td>
</tr>
<tr>
<td><strong>Suffer a serious/severe injury</strong></td>
</tr>
<tr>
<td><strong>Injury (general)</strong></td>
</tr>
<tr>
<td><strong>You could die/could cause death/kill you</strong></td>
</tr>
<tr>
<td><strong>Head injury</strong></td>
</tr>
<tr>
<td><strong>Get hurt (general)</strong></td>
</tr>
<tr>
<td><strong>Hit the windscreen</strong></td>
</tr>
<tr>
<td><strong>Suffer whiplash</strong></td>
</tr>
<tr>
<td><strong>You would be thrown forwards/forwards motion</strong></td>
</tr>
<tr>
<td><strong>Broken bones/body parts (including legs, arms, wrists)</strong></td>
</tr>
<tr>
<td><strong>Hit the steering wheel</strong></td>
</tr>
<tr>
<td><strong>Don’t know</strong></td>
</tr>
</tbody>
</table>

Base: All respondents (2,002), all those aged 17-34 (518)

One in four (27%) adults believed that you would go through the windscreen if you crashed at 30mph without a seatbelt and one in ten (9%) said you would hit the windscreen.

One in six (17%) adults believed you would suffer a serious or severe injury, 14% mentioned more general injuries and 9% made a general comment about getting hurt. Over one in ten (12%) stated that the consequences could be fatal (12%).
Some gave more specific mentions of injuries, including head injuries (10%), whiplash (5%) and broken bones (3%).

Other responses included being thrown forwards (4%) and hitting the steering wheel (3%).

Those aged 17-34 did not differ substantially when compared with the population as a whole. The key differences were that they were less likely to state that crashing at 30mph would cause serious or severe injury (12% compared with 17% of all adults), and, when compared with those aged 45 and over, they were less likely to believe it would cause you to go through the windscreen (24% of those aged 17-34, compared with 30% of those over 45). The 17-34 age group were, however, less likely to be specific about what they believed the consequences to be, with 16% saying it would cause a general injury (compared with 11% of those aged 45+).

Women were more likely to believe you would go through the windscreen (31% compared with 23% of men) and men were more likely to believe you would suffer a serious or severe injury (20% compared with 14%), as were those in social grades ABC1 (20% compared with 14% of C2DEs).

5.2 Likelihood of consequences of a crash at 30mph while not wearing a seat belt

Respondents were then given a series of consequences and asked how likely they thought it was that these could happen if they had a crash while travelling at 30mph while not wearing a seat belt. Again, this was to see what people thought before the campaign broke to see if this changed their views.
Almost all adults (97%) stated that it would be likely that you would get hurt if you crashed at 30mph with no seatbelt. Two-thirds (67%) thought this would be very likely and this was the same for those in the 17-34 age group. Women were more likely than men to believe you would be very likely to get hurt (70% compared with 64% of men).

Eight in ten (79%) adults believed you would be seriously injured should you crash at 30mph without a seatbelt and a third (34%) felt that this would be very likely. This was very similar for those in the 17-34 age group.

When prompted, two thirds (68%) of adults thought it would be likely that you would go through the windscreen and three in ten (30%) thought this would be very likely. Those aged 35 and over were more likely to believe going through the windscreen was a very likely consequence (33% compared with 24% of 17-34s). In line with results at the spontaneous measure, women were more likely than men to believe this to be a likely consequence (72% compared with 63%).

Airbags were hardly mentioned spontaneously (1% of all adults mentioned hitting the airbag as a likely consequence), but, when prompted, three quarters (76%) of adults thought it would be likely that the impact would be cushioned by the airbag. This was more likely to be men (81% compared with 72% of women),
those aged 35 and over (78% compared with 72% of 17-34s) and those in the ABC1 social grades (79% compared with 74% of C2DEs).

A key message of the seatbelts campaign is to highlight the damage that can be caused to your internal organs when you crash while not wearing a seat belt. When prompted, three quarters (74%) of adults thought it likely that you would damage your internal organs as a consequence of crashing at 30mph without a seatbelt and one in four (25%) thought this very likely. However, spontaneously only 3 respondents relayed this concept. Those aged 17-34, the target group for the new campaign, were less likely to believe this was a likely consequence (66%, compared with 77% of those aged 35 and over).

When prompted, just over half of adults (53%) felt it likely that a crash at 30mph without a seat belt could be fatal, although only one in ten (12%) suggested this spontaneously. These figures were similar for the 17-34 group with 51% believing it was likely when prompted, but only 11% stating it was a likely consequence spontaneously. C2DEs were slightly more likely to agree fatal injuries were a likely consequence of crashing at 30mph without a seatbelt (56% compared with 51% of ABC1s).
APPENDIX A: Sample Profile

Driving status

In order to identify drivers and passengers, all respondents were asked, “In a typical week, how many hours do you spend doing each of the following?”

Chart A1: Driving Status

<table>
<thead>
<tr>
<th>Less than 1 hour</th>
<th>1 to 2 hours</th>
<th>3 to 5 hours</th>
<th>6 to 9 hours</th>
<th>10 to 14 hours</th>
<th>15+ hours</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78</td>
<td>84</td>
<td>68</td>
<td>67</td>
<td>37</td>
<td>38</td>
</tr>
<tr>
<td>17-34s</td>
<td>5</td>
<td>7</td>
<td>10</td>
<td>11</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>17</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>8</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>77</td>
<td>68</td>
<td>52</td>
<td>33</td>
<td>23</td>
<td>34</td>
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<tr>
<td></td>
<td>93</td>
<td>94</td>
<td>93</td>
<td>94</td>
<td>93</td>
<td>94</td>
</tr>
</tbody>
</table>

Base: All respondents (2,002), all those aged 17-34 (518)

One in three (32%) adults drove a car to and from work in a typical week and two in ten (22%) drove as part of their job. A similar proportion of 17-34s drove to and from work (33%), but only 16% of this age group drove as part of their job. Six in ten (63%) adults drove for other reasons, although only half (48%) of the 17-34 age group did so. Those aged 17-34 were less likely than all adults to drive at all with children (23% compared with 32%). Only one in twenty adults (7%) and 17-34 year olds (6%) drove a van or lorry at all in a typical week.
Those aged 17–34 were almost as likely to spend time as a passenger in the front seat of a car as those 35 and over (70% of 17-34s and 66% of those aged 35+). Women were more likely to be front seat passengers than men (74% compared with 59%) and this was also the case within the 17-34 group (76% of women aged 17-34 compared with 64% of men aged 17-34).

Non drivers were no more likely to spend time as a passenger in the front seat of a car as drivers were in a typical week (68% compared with 66%). They were, however, more likely to spend more time as a passenger than drivers – an average of 2.4 hours per week compared with 1.3 hours per week for drivers.

Just over one in three (36%) adults said they spent some time in a typical week as a passenger in the back of a car. Those aged 17-34 were more likely to spend time in the back seats of cars than those older than them (44% compared with 32% of adults aged 35+). As might be expected non drivers were more likely to spend any time at all in a typical week as a passenger in the back of a car (45% compared with 31% of drivers).
Driving penalties

All drivers aged 18 and over were asked whether they had ever had any driving penalties and whether they had received any in the last 3 years. Due to the sensitive nature of these questions, the respondent was handed the laptop and asked to complete the questions on their own.

Chart A3: Driving related penalties ever had

<table>
<thead>
<tr>
<th>Category</th>
<th>All drivers aged 18+</th>
<th>All drivers aged 18-34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points on your licence</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>Fine for speeding</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Driving ban</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>A conviction for any type of driving offence</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Fine for not using a seat belt</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Fine for not using a mobile phone while driving</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Fine for no MOT/Insurance</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Refused</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>56%</td>
<td>64%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: All drivers aged 18+ (1,199), all drivers aged 18-34 (228)

Three in ten adults have had points on their licence (32%) or a fine for speeding (29%). Those aged 18-34 were less likely to have ever had points (21%), or a fine for speeding (21%). Amongst all adults and the 18-34 age group, around one in twenty had had a driving ban (4% and 5% respectively). The 18-34 group were less likely to have been convicted of any driving penalties when compared with the 35+ group (36% compared with 46% of those aged 35+). Men were more likely to have been convicted of any penalties than women (55% compared with 32%).
### Chart A4: Driving related penalties in last 3 years

<table>
<thead>
<tr>
<th>Penalty</th>
<th>All drivers aged 18+</th>
<th>All drivers aged 18-34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine for speeding</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Points on your licence</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Fine for not using a seat belt</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Driving ban</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>A conviction for any type of driving offence</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Fine for using a mobile phone while driving</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Fine for no MOT/Insurance</td>
<td>*</td>
<td>1%</td>
</tr>
<tr>
<td>Refused</td>
<td>*</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>80%</td>
<td>76%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: All drivers aged 18+ (1,199), all drivers aged 18-34 (228)

When asked about the last 3 years there were only very minor differences between the 18-34 group and those older. Around one in ten had been fined for speeding (11% of all adults and 14% of 18-34s) or had points on their licence (11% of all adults and 12% of 18-34s). A quarter (24%) of 18-34 year olds had been convicted of any driving offence in the last 3 years, slightly more than the 19% of over 35s. Men were more likely to have been convicted of a driving offence in the past 3 years than women (26% compared with 13%).

**Where live**

In the 2008 Annual Survey, all respondents were asked where they lived, with response options ranging from the countryside to the centre of a large town or city. This was to use as an analysis variable to link with different driving behaviours.
Most respondents classified themselves as living either on the outskirts of a large town or city (37%) or in a small town (34%), with a similar profile for 17-34s. Seven percent of all respondents and 12% of 17-34s described where they lived as the centre of a large town or city. One in four of those living in London (25%) or Scotland (24%) described where they lived as the centre of a large town or city, compared with 3% of those in other regions. Minority ethnic groups were more likely to classify themselves as living in the centre of a large town or city (23% compared with 6% of whites), but this was more likely to be in London (57% of Minority ethnic groups, compared with 7% of whites) than Scotland (2% of Minority ethnic groups, compared with 10% of whites).
APPENDIX B - Sampling Method

The sampling technique used in this survey is a tightly controlled form of random location sampling developed within BMRB, and is the basis of most consumer surveys which BMRB conducts.

The aim of random location sampling is to eliminate the more unsatisfactory features of quota sampling without incurring the cost and other penalties involved in conducting surveys according to strict probability methods.

One of the principal advantages of probability techniques of sampling is that selection of respondents is taken from the hands of interviewers. In conventional quota sampling, on the other hand, interviewers are given quotas to fill, usually from within specified administrative areas. When, for example, an interviewer is asked to complete a quota of AB respondents, she will tend to go to a part of the district where she knows such individuals to be available. AB individuals living in mixed social class areas will have little chance of inclusion. This and similar defects lead to biases which are concealed by superficial agreements between sample profiles and accepted standard statistics.

The principal distinguishing characteristic of random location sampling, as operated by BMRB, is that interviewers are given very little choice in the selection of respondents. Respondents are drawn from a small set of homogenous streets, selected with probability proportional to population after stratification by their ACORN characteristics and region. Quotas are set in terms of characteristics which are known to have a bearing on individuals' probabilities of being at home and so available for interview. Rules are given which govern the distribution, spacing and timing of interviews.

The sample of areas takes as its universe all sample units (groups of Census 2001 Output Areas, on average, 300 households) in Great Britain. Output areas are stratified in the following manner:

(i) Standard Region

(ii) Within Standard Region - by Acorn type

(iii) Within Standard Region by County and ITV Region

Thus, the design is single stage, using direct selection of appropriate groups of Output areas, rather than taking streets at random from larger units such as wards or parishes.
APPENDIX C: Weighting Procedures

The data are weighted to ensure that demographic profiles match those for all adults in Great Britain aged 15 or over. A rim weighting technique is used in which target profiles are set for eight separate demographic variables. The computer system then allocates a weight to each individual such that the overall composition of the sample is balanced in terms of the targets set.

The actual weights applied thus vary slightly between surveys; precise figures for specific cases are available from BMRB if required.

Target Weights Applied

Sex 1

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>48.39</td>
</tr>
<tr>
<td>Women without children</td>
<td>32.20</td>
</tr>
<tr>
<td>Women with children</td>
<td>19.41</td>
</tr>
</tbody>
</table>

Sex 2

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men working full time</td>
<td>26.04</td>
</tr>
<tr>
<td>Men not working full time</td>
<td>22.35</td>
</tr>
<tr>
<td>Women working at all</td>
<td>24.10</td>
</tr>
<tr>
<td>Women not working at all</td>
<td>27.51</td>
</tr>
</tbody>
</table>

Age within Sex

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>15-24</td>
<td>7.87</td>
<td>7.67</td>
</tr>
<tr>
<td>25-34</td>
<td>8.00</td>
<td>8.06</td>
</tr>
<tr>
<td>35-44</td>
<td>9.30</td>
<td>9.45</td>
</tr>
<tr>
<td>45-54</td>
<td>7.80</td>
<td>7.93</td>
</tr>
<tr>
<td>55-64</td>
<td>7.03</td>
<td>7.25</td>
</tr>
<tr>
<td>65+</td>
<td>8.39</td>
<td>11.25</td>
</tr>
</tbody>
</table>
### Social Grade within Sex

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB</td>
<td>12.92</td>
<td>12.45</td>
</tr>
<tr>
<td>C1</td>
<td>13.28</td>
<td>15.62</td>
</tr>
<tr>
<td>C2</td>
<td>11.28</td>
<td>9.63</td>
</tr>
<tr>
<td>D</td>
<td>7.79</td>
<td>8.36</td>
</tr>
<tr>
<td>E</td>
<td>3.12</td>
<td>5.55</td>
</tr>
</tbody>
</table>

### Standard Region

<table>
<thead>
<tr>
<th>Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>8.71</td>
</tr>
<tr>
<td>North West</td>
<td>10.80</td>
</tr>
<tr>
<td>North</td>
<td>5.23</td>
</tr>
<tr>
<td>Yorkshire/Humberside</td>
<td>8.62</td>
</tr>
<tr>
<td>East Midlands</td>
<td>7.36</td>
</tr>
<tr>
<td>East Anglia</td>
<td>3.89</td>
</tr>
<tr>
<td>South East</td>
<td>19.62</td>
</tr>
<tr>
<td>Greater London</td>
<td>12.78</td>
</tr>
<tr>
<td>South West</td>
<td>8.78</td>
</tr>
<tr>
<td>Wales</td>
<td>5.07</td>
</tr>
<tr>
<td>West Midlands</td>
<td>9.12</td>
</tr>
</tbody>
</table>

*(Source of profile data: BMRB Target Group Index, 2005 and NRS, 2005)*
### APPENDIX D: Questionnaire

<table>
<thead>
<tr>
<th>Question</th>
<th>Who asked?</th>
</tr>
</thead>
</table>
| **Q1** In a typical week, how many hours do you spend doing each of the following? SHOW SCREEN. ROUND ANSWER TO NEAREST HOUR. IF NECESSARY – THINK ABOUT THE LAST 3 MONTHS.  
  a) Driving a car as part of my job  
  b) Driving a car to and from work  
  c) Driving a car for other reasons  
  d) Driving a van/lorry  
  e) Driving with children  
  f) Travelling in a car as a passenger in the front seat  
  g) Travelling in a car as a passenger in the back seat  
  - Less than 1 hour  
  - 1-2 hours  
  - 3-5 hours  
  - 6-9 hours  
  - 10-14 hours  
  - 15+ hours  
  - None  
  - Don't know | All respondents |
| **Q2** INTRO IF DRIVER AND PASSENGER: We’d like you to think about some different situations when you might or might not wear a seat belt, first as a driver and then as a passenger. Thinking first of all about when you are driving...  
 INTRO IF DRIVER ONLY: We’d like you to think about some different situations when you might or might not wear a seat belt when you are driving.  
 How likely would you be to put your seat belt on in each of the following situations?  
  a) Driving in a 30 mph zone  
  b) Driving on familiar roads  
  c) Driving on the motorway  
  d) Driving on country roads  
  e) Setting out on a long journey  
  f) Driving on an everyday journey, such as popping down to the shops  
  g) Driving somewhere for work  
  h) Driving at night  
  i) Driving alone  
  - Very likely  
  - Fairly likely  
  - Not very likely  
  - Not at all likely  
  - Not applicable  
  - Don’t know | All drivers – At least ‘Less than 1 hour’ for one or more of Q1a-e |
### Q3
**INTRO IF DRIVER AND PASSENGER:** Now thinking about when you are a passenger in a car...

**INTRO IF PASSENGER ONLY:** We’d like you to think about some different situations when you might or might not wear a seat belt when you are a passenger in a car.

How likely would you be to put your seat belt on in each of the following situations?
- a) A passenger in a car driving in a 30mph zone
- b) A passenger in a car driving on familiar roads
- c) A passenger in a car driving on the motorway
- d) A passenger in a car driving on country roads
- e) A passenger in a car setting out on a long journey
- f) A passenger in a car driving on an everyday journey, such as popping down to the shops
- g) A passenger in a car driving somewhere for work
- h) A passenger in a car driving at night

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Not applicable
- Don’t know

| All passengers – At least ‘Less than 1 hour’ for one or more of Q1f-g |

### Q4
To what extent do you agree with the following statements:
- a) It is safe to travel without a seatbelt in the front of a car when travelling at 70mph
- b) It is safe to travel without a seatbelt in the front of a car when travelling at 50mph
- c) It is safe to travel without a seatbelt in the front of a car when travelling at 30mph
- d) It is safe to travel without a seatbelt in the back of a car when travelling at 70mph
- e) It is safe to travel without a seatbelt in the back of a car when travelling at 50mph
- f) It is safe to travel without a seatbelt in the back of a car when travelling at 30mph

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don’t know

| All respondents |

### Q5
How frequently, if at all, do you do each of the following...
- a) Don’t use a seatbelt while driving
- b) Don’t use a seatbelt while travelling as a front seat passenger
- c) Don’t use a seatbelt while travelling as a back seat passenger

| Part (a) for drivers only (at least ‘Less than 1 hour’ for one or more of Q1a-e) |
| Part (b) for front seat passengers |
Q6  What do you think would happen to someone who had a crash while travelling at 30mph and was not wearing their seat belt?

OPEN ENDED

Q7  If you were to have a crash, travelling at 30mph without a seat belt, how likely do you think it is that each of the following would happen to you?

- a) You would damage your internal organs
- b) You would go through the windscreen
- c) You would be hurt
- d) You would suffer a fatal injury
- e) You would be seriously injured
- f) The impact would be cushioned by the airbag

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Don’t know

The next questions will be asked self completion, so there will be an explanation of how to do this and some example questions – this adds slightly to length. Because of the sensitive nature, these can only be asked of adults aged 18+

Q8  Which of these have you ever had?

- Driving ban
- Points on your licence
- Fine for speeding
- Fine for using a mobile while driving
- Fine for not using a seat belt
- Fine for no MOT/no insurance
- A conviction for any other type of driving offence
- None of these
- Don’t know
- Refused

All drivers (aged 18+) – At least ‘Less than 1 hour’ for one or more of Q1a-e

Q9  And which have you had in the last 3 years?

- Driving ban
- Points on your licence
- Fine for speeding
- Fine for using a mobile while driving
- Fine for not using a seat belt
- Fine for no MOT/no insurance
- A conviction for any other type of driving offence
- None of these
- Don’t know
- Refused

All drivers (aged 18+) – At least ‘Less than 1 hour’ for one or more of Q1a-e
Data for the following questions was taken from the Annual Survey. These will be asked at the seat belts campaign evaluation post wave.

<table>
<thead>
<tr>
<th>QA</th>
<th>On a scale of 1 to 5, where a score of 1 means you think the behaviour is fairly acceptable and a score of 5 means it is extremely unacceptable, how acceptable do you think the following behaviours are?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) Not wearing a seat belt in the front of the car</td>
</tr>
<tr>
<td></td>
<td>b) Not wearing a seat belt in the back of the car</td>
</tr>
<tr>
<td></td>
<td>• 1 Fairly acceptable</td>
</tr>
<tr>
<td></td>
<td>• 2</td>
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<tr>
<td></td>
<td>• 3</td>
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<td>• 4</td>
</tr>
<tr>
<td></td>
<td>• 5 Extremely unacceptable</td>
</tr>
<tr>
<td></td>
<td>• Don't know</td>
</tr>
<tr>
<td></td>
<td>All respondents</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>QB</th>
<th>To what extent would you agree or disagree that the following behaviours are dangerous?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) Don't use seat belts while sitting in the front of the car</td>
</tr>
<tr>
<td></td>
<td>b) Don't use seat belts when sitting in the back of the car</td>
</tr>
<tr>
<td></td>
<td>• Agree completely</td>
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<tr>
<td></td>
<td>• Agree somewhat</td>
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<td></td>
<td>• Agree slightly</td>
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<td>• Disagree slightly</td>
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