THINK! Road safety campaign evaluation

October 2006: Post Child Restraints and Pre Mobiles

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1 Introduction

1.1 Background

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.

1.2 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 2006. The research involved two separate elements:

- A pre stage measure for the Mobiles campaign
- A post stage evaluation of the Child Restraints campaign

Fieldwork ran from the 19th to 25th October 2006 for both questionnaires. Interviews 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 2,102 interviews were conducted with those aged 16+ in England and Wales. Data were weighted to be representative of the population. Only weighted data are shown in this report.
1.2.1 Mobiles

In November 2006, there will be a revision to the legislation surrounding the usage of hand held mobile phones whilst driving. Prior to this, new campaign activity will be used to alert people to the revision in the law, especially concerning the change in penalties.

The penalties for using a hand held mobile phone whilst driving will be changing from a £30 fine, to a £60 fine and three points on the licence.

A pre stage for this new campaign activity has been carried out at this survey in order to measure:

- residual awareness of the last mobile legislation campaign ‘Switch off before you drive off’ from 2005, as this was the last source of mobile-related activity;
- awareness of the current penalties for using a mobile phone whilst driving;
- awareness of the upcoming change in law;
- what the new penalties for using a mobile phone whilst driving are believed to be;
- and attitudes towards the use of mobile phones whilst driving.

1.2.2 Child Restraints

The Department for Transport ran a campaign from July to September 2006, in order to raise awareness of new legislation governing the use of child restraints, which came into place on 18th September 2006. The campaign ran involved press, radio and online advertising.

The new legislation can be summarised as follows:

- Children under 3 years old must use the correct child restraint for their weight when travelling in the front AND rear seat of a vehicle (a change from front seat only)
- Rear facing baby seats MUST NOT be used in a seat protected by a frontal air bag unless the air bag has been deactivated
- Children aged 3 and over and up to 135cm tall (or up to 12th birthday) must use suitable child restraint (a change from 150cm)

The only exceptions to the legislation are as follows:

- In a taxi, if the correct child restraint is not available;
• For a short distance in an unexpected necessity if the correct restraint is not available;

• Where two occupied child seats in the rear prevent the fitment of a third child.

In these circumstances, children aged 3 to 11 or under 135cms may travel in the rear seat wearing an adult seat belt.

A series of questions were included on BMRB’s Omnibus survey in July 2006, to provide pre stage data before the campaign took place, in order to measure:

• current use of child restraints;

• awareness of the new legislation;

• awareness of the child restraints campaign

• and any changes made to practices in transporting children.

1.3 Arrangement of this report

This report describes the results from the 19th to the 25th October 2006 post campaign wave of research for Child Restraints and pre campaign wave for Mobiles. Where relevant, comparisons have been drawn with earlier waves of research.

Following this introduction is a management summary of the findings. The report is divided into two sections, looking firstly at the Child Restraints data then at Mobiles data. 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.
Management summary and recommendations

Mobiles

- Over eight in ten of all respondents (86%) recalled seeing or hearing something about drivers using their mobiles whilst driving.
  - Over half recalled seeing something on TV news (52%) and four in ten recalling seeing something in national papers (43%).
  - Two in ten (18%) recalled at least one of the actual media used in the last mobiles campaign in 2005 – radio, press or posters.

- Three in ten (32%) of those who recalled the correct media used last in 2005 described what they had seen to be the message ‘Don’t use a mobile whilst driving’.

- Three in ten of all respondents (29%) were aware that the penalty is changing for drivers using hand held mobiles whilst driving.

- Two in ten people (20%) were aware that the current penalty is £30. Two in ten (18%) did not know the current penalty.

- Fourteen percent of those aware the penalty is changing correctly believed the new penalty will be a £60 fine and points on the licence. Two in ten did not know what the new penalty will be (22%).

Child Restraints

- Questions were asked of all those who had transported a child or children aged 11 or under in the last six months, which accounted for one third (34%) of all respondents.

- Amongst those who transported children, seven in ten (71%) did so at least once a week.

- Around half (51%) transported their own children, with four in ten (37%) transporting another family member.

- When answering questions about current practices, respondents who transported more than one child were asked to select one of the children that they transported. If they transported a child aged eight or over, they were asked to think about this child in their answers as this is the age group expected to be most effected by the legislation. It is important to bear in mind that as a result of this, there will be a bias towards older children, rather than a random selection.
• Just over six in ten (63%) used a child restraint when transporting a child, an increase from 50% at the pre-stage.

• Use of child restraints decreased as the age of the child increased.

• Amongst those who did not use child restraints, half (50%, or 30% of all those transporting children) stopped when the child was aged between 4 and 7. The main reason given for not using child restraints was the height or size of the child.

• Six in ten of those who carry children aged 11 or under in the last 6 months (58%) were aware that children could legally stop using car seats or restraints when aged over 11, an increase from 20% in July.

• When asked at what height it was legal for children to travel without child restraints, one in ten (13%) said 135cm, an increase from 2% in July.

• Total awareness (spontaneous and prompted awareness combined) of the legislation had increased from less than half of respondents in July (45%) to over nine in ten at this wave (93%).

• Amongst those aware of the legislation after prompting, a quarter had made changes to the way they transported children, two thirds said they did not need to make changes and one in ten had yet to make changes. The most commonly mentioned change was for children to start using child restraints.

• Of the respondents who said they had not yet made changes, most did not actually need to (29% said they didn't need to (general), 17% said they already used car seats/boosters and 11% said that their child was too tall). A further 8% said they do not usually carry children or only carried children occasionally or had not needed to since the legislation came in. However 5% said they were either unable or couldn't afford to purchase a seat/booster (which represents less than 0.5% of all who have carried children in the last 6 months.)

• Half of all those who transport children (47%) recalling seeing or hearing some advertising or publicity about using child car seats in at least one of the actual media used at the latest campaign (press, posters, radio on online ads).

• Two in ten of those who recalled the correct media spontaneously recalled the message of the advertising or publicity to be about the height of the child transported (23%). Sixteen percent were aware of the message that there is a new change in the law and 6% spontaneously recalled that children who were less than 135cm (or 4ft 5 tall) must use a seat or booster.
• When prompted with the ads, three in ten (32%) recognised the radio ad – those more likely to recognise it were aged 44 years old or below, those from the C2 social grade and those with children in the household.

• Fifteen percent recognised the ‘Law’ press ad - those more likely to recognise it were aged 34 years old or below, those from the C2 social grade and those who were parents or guardians of the children they transported.

• Fourteen percent recognised the ‘Law’ poster ad – a similar execution creatively to the ‘Law’ press ad. Those more likely to recognise it were aged 25-44 years old, those from the C2 social grade and those who were parents or guardians of the children they transported.

• A third of all respondents (36%) who transported children recognised at least one of the three online ads shown to them in the interview – with the ad shown in the context of the MSN site being the most frequently recognised, by two in ten (21%).

• Half (53%) of those who did recognise any of the advertising shown to them agreed that the ads made them think about the safety of the children they transport. Three in ten (29%) agreed that the advertising was aimed at people like them. A quarter (26%) said that the advertising informed them of something new – key as it heralded a change in legislation. Two in ten (19%) said that they would talk about it with others. Fourteen percent said that they had actually been prompted to buy child restraints or child seats as a result of the advertising. Just 7% found the new legislation advertising confusing.

Recommendations

Child Restraints

There have been some encouraging changes since the last wave of research, in terms of more widespread use of child restraints, and increased awareness and understanding of the legislation change. Reaction to the campaign was also encouraging in terms of making people think to act. However, further change is required, as a significant minority of respondents are still not using child restraints. Those not using child restraints are more likely to be those who transport older children, and those who transport children less regularly, therefore further publicity may be required to get the message across to these groups. As the legislation only came into place recently, future research could be used to evaluate whether use of restraints will increase further.
Mobiles

The residual awareness of advertising and publicity about drivers using their mobile phones whilst driving was fairly high given the time lapsed between this measure and the last mobile campaign in 2005. However, most people tended to attribute what they had seen to news sources rather than the actual advertising sources last used. People were more likely to recall the general message of the advertising, i.e. not to use a mobile phone whilst driving, rather than remember anything distinctive about the creative execution of the advertising itself - however, again this is most likely to be due to the length of time lapsed.

Awareness of the upcoming change in law was fairly high and those who were aware of the change were quite knowledgeable about the introduction of the penalty of points on the licence given that this is a pre campaign measure. It will be interesting to see how this increases as a result of the campaign itself.
2 Profile

2.1 Driving status

In order to identify drivers, all respondents were asked whether they drove a car, a van, or a motorcycle at least once a month for leisure or work purposes (chart 2a).

At this wave, those driving a car or van for work or leisure, and those driving a motorcycle for work or leisure were split out into separate codes in order to more clearly define the types of drivers interviewed.

<table>
<thead>
<tr>
<th>Chart 2a: Driving Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/van mainly for leisure use</td>
</tr>
<tr>
<td>Do not drive</td>
</tr>
<tr>
<td>Car/van mainly for business use</td>
</tr>
<tr>
<td>Car/van equally for business/leisure</td>
</tr>
<tr>
<td>Bike mainly for leisure use</td>
</tr>
<tr>
<td>Bike equally for business/leisure</td>
</tr>
<tr>
<td>Bike for business use</td>
</tr>
</tbody>
</table>

Base: All respondents (2102)

Over half of respondents (56%) interviewed at the latest wave said that they drove a car or a van mainly for leisure use. Those most likely to drive a car or van for leisure use were men (60% compared with 51% of women), those aged 35-64 years old (64% compared with 32% of those aged 16-34) and those from the AB social grades (76% compared with 38% of those from DE social grades).

A third of respondents classified themselves as non-drivers (36%) with those most likely to say they do not drive being women (44% compared with 27% of men), those aged 16-24 years old (64% compared with 19% of those aged 35-44) and those from the DE social grades (58% compared with 15% of those from AB social grades).

Around one in twenty (6%) respondents said that they drove a car or van mainly for work use and a further one in twenty (6%) said that they drove a car or van equally for leisure and work use. One percent said that they drove a motorcycle mainly for leisure.
Section A:

Pre Stage Mobiles measure

Two strands of the THINK! campaign were covered in this wave of research – Mobile Phones and Child Restraints.

This section focuses on the Mobile Phone element of the latest questionnaire, a pre stage measure for the new Mobile Phone legislation campaign activity that is to occur in November 2006 onwards. It covers current attitudes towards hand-held mobile phone usage whilst driving, knowledge of the current penalties and upcoming change in law for this behaviour, and also the residual awareness of the 2005 Mobiles campaign drinking and driving amongst all respondents.
3 Residual awareness of the 2005 Mobiles campaign

Advertising and publicity concerning the use of mobile phones whilst driving was last seen in 2005 with the ‘Switch off before you drive off’ campaign. This campaign consisted of radio, cinema and poster ads which encouraged people to completely switch off their phone before driving. Two post stage awareness measures were used in this survey to assess the residual awareness of the mobile advertising last seen at the end of 2005 – awareness of sources of advertising, and what was recalled about the advertising.

3.1 Prompted awareness of sources of publicity/advertising about drivers using their mobile phones whilst driving

All respondents were shown a list of various sources and places and asked if they had seen or heard anything about drivers using their mobile phones whilst driving in any of the sources on the list. Responses are shown in Chart 3a.

After prompting, over eight out of ten respondents (86%) could recall seeing or hearing something about drivers using their mobiles whilst driving in the sources that they were shown.
News media were the two most frequently mentioned sources recalled, with over half of respondents recalling what they had seen or heard about using mobiles whilst driving from TV news (52%). In addition, over four in ten respondents recalled national newspapers as being the source of what they had seen or heard about using mobiles whilst driving (43%). A further two in ten mentioned their local newspaper as the source (19%).

Three in ten respondents (29%) recalled seeing advertising or publicity about using mobile phones whilst driving on TV ads. This was not a media utilised at the last mobiles campaign - however a 10-second cinema ad was used and therefore this may be a case of misattribution of media. It is also fairly typical that, when questioned about a source of advertising, most people will offer ‘TV ad’ as this form of media is automatically linked with the word ‘advertising’.

There was fairly good recall for the actual media used in last years mobile phone campaign with just under two in ten respondents recalling either radio, cinema or posters as the source of what they had seen or heard about drivers using their mobile phones whilst driving (18%).

Drivers were more likely than non drivers to recall seeing something about mobile phone usage whilst driving in TV news (54% compared with 48%), national newspaper (47% compared with 37%), radio programmes (17% compared with 8%) and radio ads (13% compared with 8%), whilst non drivers were more likely to not recall seeing any advertising or publicity about this subject (14% compared with 8% of drivers).

Among all adults, those who were most likely to recall cinema, poster or radio ads as the source of mobile phone usage advertising and publicity were aged 16-24 (31% compared with 8% of those aged 55-64), those from the C1C2 social grade (21% compared with 14% of ABs), those with children (23% compared with 16% of those who do not) and drivers (19% compared with 15% of those who do not drive).

3.2 Publicity and advertising recall

All respondents who said that they had seen or heard something at the cinema, on the radio, or on a poster about drivers using their mobile phones whilst driving were asked to describe what they had seen or heard. Responses at this question were recorded verbatim and were later coded into categories for analysis. A large number of different descriptions were given, with the code frame used to code the responses comprising of more than 20 different codes. Chart 3b shows this residual recall of publicity and advertising seen or heard about drivers using their mobile phones whilst driving.
Over eight in ten respondents could spontaneously describe some aspect of what they had seen or heard about drivers using a mobile phone whilst driving (85%).

The most recalled single element was the message ‘Don’t use a mobile phone whilst driving’, mentioned by over three in ten respondents (32%). Thirteen percent gave a general mention of being fined, and the same proportion also mentioned that it was illegal. Over one in ten (11%) said that it was dangerous, and a further one in ten (11%) said that it causes accidents.

One in twenty mentioned using a mobile phone whilst driving caused a lack of concentration (5%) or that it was a distraction (4%). Similar proportions also mentioned that it could kill the person responsible, or others (4%), or that it is safer to use a hands-free kit (4%).

Three percent of respondents recalled the message that using a mobile whilst driving can incur both points on the licence and a fine – which is the main message of the upcoming legislation change campaign, but has not been used previously,

One percent of respondents recalled ‘THINK’ as being part of the advertising or publicity they had recalled about drivers using their mobile phones whilst driving.
Eleven percent of respondents did not know what they had seen and 4% could not describe what they had seen, reflecting the long period of time between the last burst of mobile advertising and this residual recall measure. It also seemed to be that respondents were recalling more message-related aspects of the campaign, rather than giving accurate descriptions of the creative executions.

Drivers were significantly more likely to mention the message that it is against the law than non drivers (15% compared with 7%).

3.3 What was said – examples

When asked this recall question, respondents generally gave descriptions of the general message, rather than the creative content of the mobile advertising and publicity (see the verbatim quotes below). As mentioned previously, this is to be expected given the time lapsed between the ads being shown/played and this measure of residual recall.

Mobile campaign

“Reconstructions on the news about how it can distract you and cause accidents”

“Do not drive whilst using the phone”

“Do not use them, it is illegal, dangerous and you can be fined. It causes accidents”

“Don’t drive and talk”

“Don’t use your phone whilst driving unless you have one of those headsets on”

“The point they were trying to get across is you shouldn’t be using them whilst you’re driving, pull over, it’s not worth your life”

“You get a fine and points on your licence and it’s dangerous”
4 Attitudes towards mobile phone usage

This chapter focuses on attitudes towards using a mobile phone whilst driving, and are all new statements to be asked around this issue.

4.1 Attitudes towards a driver using a hand held mobile

The first measure looked at whether respondents thought that using a mobile phone whilst driving causes a lack on concentration from the driver (chart 4a).

Chart 4a: Agreement with statement ‘A driver who is talking on a mobile phone can't properly concentrate on driving’

Almost all respondents agreed with the statement that ‘a driver who is talking on a mobile phone can't properly concentrate on driving’ (96%), with 83% agreeing strongly. Non drivers were more likely to agree with this statement than drivers (97% compared with 94%).

Among all respondents, those who were more likely to agree were women (97% compared with 94% of men) and those aged 55 years and above (98% compared with 92% of those aged 35-44 years old).

Respondents were also asked whether they agreed that talking on a phone whilst driving increases the chance of having an accident (chart 4b).
Agreement with the statement ‘talking on a mobile phone whilst driving greatly increases the chance of an accident’ was almost universal (97%), with 85% of all respondents agreeing strongly. As before, non drivers were significantly more likely to agree with this statement than drivers (98% compared with 96%).

Among all respondents, those who were more likely to agree were women (98% compared with 95% of men) and those aged 65 years and above (98% compared with 95% of those aged 35-44 years old).
4.2 Attitudes towards calling a driver on their mobile

A different point of view of responsibility was asked in the following statement - whether respondents would hang up if they called someone and found out they were driving (chart 4c).

| Chart 4c: Agreement with statement ‘If I called someone and realised they are driving, I would hang up’ |
|---|---|---|
| % | Strongly agree | Slightly agree |
| | All respondents | All drivers | All non drivers |
| Strongly agree | 64 | 61 | 70 |
| Slightly agree | 11 | 13 | 8 |
| All respondents | 3 | 3 | 4 |

Base: All respondents (2102), all drivers (1261), all non drivers (841)

Eight in ten of all adults (80%) agreed that if they called someone and realised they were driving, they would hang up. As seen in the other attitudinal statements around the issue of using mobiles whilst driving, non drivers were more likely to agree with this statement than drivers (86% compared with 77%).

Among all respondents, those who were more likely to agree they would hang up were women (87% compared with 73% of men), those aged 55 years and above (86% compared with 73% of those aged 45-54 years old) and those from the DE social grades (84% compared with 74% of those from the AB social grades).
5 Awareness of mobile phone legislation

This section covers respondents’ awareness of legislation about, and penalties applied to, the usage of mobile phones whilst driving. All these measures are new questions and will form part of a baseline to which post stage changes in awareness of legislation can be compared against.

5.1 Whether aware that penalty for using a hand held mobile phone whilst driving will be changing

All respondents were asked whether they were aware that the penalty for using a mobile phone whilst driving will be changing (chart 5a).

<table>
<thead>
<tr>
<th></th>
<th>All respondents</th>
<th>All drivers</th>
<th>All non drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>29</td>
<td>31</td>
<td>25</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>71</td>
<td>69</td>
<td>75</td>
</tr>
</tbody>
</table>

Base: All respondents (2102), all drivers (1261), all non drivers (841)

At this stage, three in ten adults were aware that the penalty for using a mobile whilst driving will be changing (29%), with drivers being more aware than non drivers (31% compared with 25%).

Those who were most likely to be aware that the penalty is changing were men (32% compared with 25% of women), those aged 55 years and above (35% compared with 22% of those aged 16-34), those from the AB social grade (34% compared with 27% of C1C2s) and those without children (30% compared with 25% of those with children). However, it should be remembered that drivers are more likely to be older, male and
higher social grades so these differences could reflect differences between drivers and non drivers.

5.2 Spontaneous awareness of current penalty for using a hand held mobile phone whilst driving

All respondents were asked what they believe the current penalty for using a mobile phone whilst driving to be and they spontaneously gave their response which was then coded into an existing list by the interviewer. Responses are shown in Chart 5b.

Over eight in ten of all respondents believed they knew what the current penalty was for using a mobile whilst driving with just 18% saying they did not know.

Two in ten respondents mentioned the correct fine of £30 (20%).

Most people thought the current penalty was a fine of an amount other than £30 (31% of all respondents). The next most frequently mentioned response, by a quarter of all respondents, was a general mention of a fine with no amount offered (27%).

Fifteen percent believed that the penalty was points on the licence. A handful of all respondents believed the penalty to be a verbal warning (1%) or a driving ban (1%).
Those most likely to mention the correct fine of £30 were men (23%, compared with 16% of women), those aged 45-54 (24%, compared with 14% of 16-24 year olds), those from the AB social grade (24%, compared with 17% of DEs) and drivers for work (31% compared with 24% of leisure drivers).

Drivers were more likely than non drivers to mention a fine of an amount other than £30 (33% compared 26%) and also the correct fine amount of £30 (24% compared to 11% of non drivers). Non drivers were more likely than drivers to give a general mention of a fine (30% compared with 25%) or to say that they did not know what the current penalty is (26% compared with 13%).

5.2.1 Spontaneous description of what believe the new penalty for using a mobile whilst driving will be

All respondents who were aware that the penalty for using a mobile phone whilst driving will be changing were then asked what they believed the new penalty was going to be. Responses were given spontaneously and were then coded into an existing list by the interviewer. Responses are shown in Chart 5c.

![Chart 5c: What believe the new penalty for using a hand held mobile phone whilst driving will be (spontaneous)](chart)

<table>
<thead>
<tr>
<th>Points on driving licence</th>
<th>38</th>
<th>47</th>
</tr>
</thead>
<tbody>
<tr>
<td>A £60 fine</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td>A fine (general mention)</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>£60 fine and points on the driving licence</td>
<td>14</td>
<td>19</td>
</tr>
<tr>
<td>A fine (mention of amount other than £30 or £60)</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Imprisonment/jail sentence</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>A £30 fine</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Driving ban</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Verbal warning</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Written warning</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Base: All those aware that the penalty will be changing (609), all drivers (392), all non drivers (217)

Eight in ten of those who were aware that the penalty for using a mobile phone whilst driving will be changing (78%) could then spontaneously describe what they thought the new penalty will be.
Fourteen percent correctly believed that the new penalty will be both a £60 fine and points on the driving licence.

Four in ten believed that it would be points on the driving licence (38%). Three in ten believed that it would be a £60 fine, which is partially correct (28%). Two in ten gave a general mention of a fine with no specific amount offered (22%).

Those most likely to mention the correct penalty of a £60 fine and points on the driving licence were men (19%, compared with 9% of women), those aged 25-34 (20%, compared with 4% of 16-24 year olds), those from the AB social grade (21%, compared with 11% of DEs) and leisure drivers (19% compared with 10% of drivers for business).

Drivers were more likely than non drivers to mention points on the driving licence (47% compared with 18%), a £60 fine (32% compared with 19%) and also the correct combined penalty of £60 fine and points on the licence (19% compared to 3% of non drivers). Unsurprisingly, non drivers were more likely than drivers to say that they did not know what the new penalty will be (32% compared with 17%).
Section B:

Post stage survey of Child Restraints campaign

Two strands of the THINK! campaign were covered in this wave of research – Mobiles and Child Restraints.

This section focuses on the Child Restraints element of the research, which measured attitudes towards, and use of, child restraints, awareness of the recent legislation change, and recognition of the child restraints campaign. Where appropriate, data are compared with the pre stage which took place in July 2006.
6 Transportation of children

The child restraints questionnaire was asked to all respondents who had transported a child or children aged 11 years or under in the last six months. This group accounted for around a third (34%) of those interviewed, a similar proportion to that measured at the pre-stage (36%). The remainder of this report focuses only on those who had transported children in the last six months.

This section looks at frequency of transporting children, relationship with children transported, and height and age of children transported, in order to build a profile of this group.

6.1 Frequency of transporting children

Chart 6a below shows how often respondents transported children, including data from the pre-stage for comparison.

<table>
<thead>
<tr>
<th>Chart 6a: How often transported a child/children aged 11 or under by car in the last six months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a day or more often</td>
</tr>
<tr>
<td>2-3 times a week</td>
</tr>
<tr>
<td>Once a week</td>
</tr>
<tr>
<td>Less often</td>
</tr>
</tbody>
</table>

Base: All who had transported child/children in last six months (678-Oct 06, 663-July 06)

The majority of those transporting children did so fairly regularly, with six in ten (60%) doing so at least two or three times a week. Just under four in ten (37%) transported children on a daily basis, a similar proportion to that measured at the pre-stage.

Women transported children more frequently than men, with around half (48%) transporting children on a daily basis, compared with a quarter (25%) of men. Those
aged 25 to 34 or 35 to 44 years were most likely to be daily transporters (55% and 52% respectively).

6.2 Relationship with child or children transported

At the July wave of research, the relationship with children transported was linked with use of child restraints, with those who transported their own children more likely to use them. This will be explored later in the report. Chart 6b shows the relationship of the respondent to the child or children they transported.

<table>
<thead>
<tr>
<th>Chart 6b: Relationship with child/children transported</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Oct-06</strong></td>
</tr>
<tr>
<td>Parent/guardian</td>
</tr>
<tr>
<td>Other family member</td>
</tr>
<tr>
<td>Friend</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>

As at the last wave, the most common relationship was parent or guardian of the child or children (51%). However, transportation of other children was also common, with around four in ten (37%) transporting other children in their family, and 13% transporting friends of the family.

The following chart compares the number of own children and other people's children regularly transported by respondents (i.e. at least once a week).
The majority of respondents only carried one or two children. The average number of own children transported was 0.98, and other children was 0.73. Few respondents transported more than three children.

6.3 Age groups transported

The following chart breaks down the number of children transported by age. Subsequent sections will explore the differences in use of child restraints by age of child.
As at the last wave, around half (51%) of respondents transported one or more child aged 4 to 7 years. Four in ten (41%) transported children aged 0 to 3, and around three in ten transported older children, aged 8 to 9 (29%) or 10 to 11 (28%).

6.4 Details of selected child transported

For the purposes of the following questions, respondents who transported more than one child were asked to select one of the children that they transported. If they transported a child aged eight or over, they were asked to think about this child in their answers as this is the age group expected to be most effected by the legislation (if more than one child in this age category, they were asked to select the child with the most recent birthday). If none of the children they transported were aged eight or over, they were asked to think of the child with the most recent birthday. In focussing on the older children it needs to be remembered there will be a bias towards older children in the following questions rather than a purely random selection which would have a younger profile.

The following chart shows the age of the selected child. As at the last wave, a wide range of ages were represented.
As shown below, the profile of selected children in terms of their relationship to the respondent was similar to the last wave. Around half (52%) were the respondents’ own children, and four in ten (37%) were other family members. This profile is also similar to that of all children transported, as shown previously.
Following this, respondents were asked the height of the selected child. Six in ten (61%) were 135 cm or under, and are therefore affected by the new legislation. A third (34%) were 136 cm or above.
7 Use of child restraints

This section looks at how widely child restraints are being used, and whether the correct types of seat are being used, along with reasons for not using child restraints.

Just over six in ten (63%) respondents said that the selected child used a car seat. This represents an increase of thirteen percentage points from 50% in July. This suggests that the legislation has had a clear impact, although use of child car restraints is still not universal.

There were some clear differences between groups in terms of child restraint usage. Unsurprisingly, usage was higher amongst those who transported children more regularly (66% of those transporting at least once a week compared with 54% of those transporting children less often). Levels of usage were also higher where the selected child was a relative (66% where it was their own child, 64% where the child was another family member and 48% where the child was a friend of the family). These findings were consistent with the pre-stage.

Encouragingly, the campaign appears to have had an impact on use of child restraints, with 66% of those who recognised any campaign source using child restraints, compared with 58% of those who had not seen the campaign. The campaign stressed that all children under 135cm tall should use child restraints – nine in ten (89%) respondents who transported a child in this category used restraints.
Chart 7a shows use of child restraints by age of child. Again, data from July 2006 are included for comparison purposes.

Chart 7a: Proportion using child seat/booster by age

Unsurprisingly, usage of child restraints decreased as age of child increased. Over nine in ten respondents who transported a child aged 0 to 3 or 4 to 7 (93%) used child restraints, falling to half (48%) of those who transported an 8 or 9 year old, and only 14% of those who transported a child aged 10 or 11. The biggest changes can be seen in the 4-7 age group, where usage has increased to the same level as the 0-3 year old category at 93% from 70%, and in the 8-9 year old category increasing from a quarter to a half (26% - 48%).

A key message of the child restraints campaign was ‘Use the right car seat for your child’. In order to evaluate whether the correct seats are being used, type of seat used by age of child is shown in the following chart.
The majority of those who use child restraints appear to be using the appropriate restraint for the child’s age. Amongst those transporting children aged 0 to 3, nine in ten (92%) appeared to be using the correct protection for their child, with 16% using baby seats, 70% using child seats and 5% using a multi-stage seat. Around eight in ten (81%) of those transporting 4 to 7 year olds used either a booster seat, booster cushion or multi-stage seat.

### Frequency of use

The child restraints legislation stated that, excepting journeys by taxi and short journeys in an unexpected necessity, child restraints must be worn at all times. Amongst those who use child restraints, 94% said that they always use them. However, after taking into account those who never use child restraints, this represents around six in ten (59%) of all those who transport children, always using child restraints.

Encouragingly, the proportion of those transporting children who always use child restraints has increased by fourteen percentage points since the pre-stage in July. The proportion who never use child restraints decreased from half of respondents (49%) to around four in ten (37%).
7.2 Those not using child restraints

All respondents who said that the child they were referring to never travelled in a child restraint were asked the age at which they stopped using one, as shown in the following chart.
Half of those not using a child restraint stopped doing so when the child was aged 4 to 7 years (50%, equating to 19% of all those transporting children). This is a decrease from 60% at the pre-stage (30% of all those transporting children), but it should be remembered that legislation was probably not in force when they stopped wearing restraints. A quarter (25%) did not know how old the child was when they stopped using a child restraint.

Chart 7e shows the reasons given for children not using child restraints or boosters.
Two thirds (63%) said that the child didn’t need to use a child restraint due to their height or size. Unsurprisingly, this reason was far more likely to be given if the child was taller (75% of 136cm or above). However it was still the reason given for a quarter (24%) of those 135cm or under. Similarly it was more likely to be the reason given for older children (71% of 10 or 11 year olds) but it was also the reason given for a third (35%) of 0 to 7 year olds. No other reason was given by more than one in twenty respondents.
8 Awareness of the child car seats campaign

This section covers respondents’ spontaneous awareness, and proven recall, of recent advertising and publicity about usage of child car seats. Prompted recognition of the THINK! child car seat campaign ads shown in July to September 2006 are then discussed.

8.1 Spontaneous awareness of publicity/advertising about child car seats

As an initial measure of existing awareness of publicity and advertising about child car seats, all respondents who had transported a child or children in the last six months were shown a list of various sources and places and asked if they had seen or heard anything about usage of child car seats in the sources on the list. Responses are shown in Chart 8a.

8.1.1 Awareness of sources of advertising

<table>
<thead>
<tr>
<th>Chart 8a: Where seen/heard/read publicity and advertising about child car seats (prompted)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Source</strong></td>
</tr>
<tr>
<td>TV news</td>
</tr>
<tr>
<td>PRESS/POSTER/RADIO/ONLINE</td>
</tr>
<tr>
<td>TV advert</td>
</tr>
<tr>
<td>National newspaper advert</td>
</tr>
<tr>
<td>National newspaper article</td>
</tr>
<tr>
<td>Local newspaper</td>
</tr>
<tr>
<td>Radio programme</td>
</tr>
<tr>
<td>Radio advert</td>
</tr>
<tr>
<td>Other TV programmes</td>
</tr>
<tr>
<td>In stores</td>
</tr>
<tr>
<td>From children’s school</td>
</tr>
<tr>
<td>Magazine advertisement</td>
</tr>
<tr>
<td>Leaflet booklet picked up</td>
</tr>
<tr>
<td>Magazine news article</td>
</tr>
<tr>
<td>Poster hoarding</td>
</tr>
<tr>
<td>Indoor poster</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
<tr>
<td>None of these</td>
</tr>
</tbody>
</table>

Base: All respondents who have transported a child/children in the last six months (678)

After prompting, over nine in ten respondents could recall seeing or hearing something about drinking and driving (92%) in the sources that they were shown.

Just under half of all those who have transported children were aware of the correct sources of media that the latest campaign utilised (47%). Sources shown in yellow indicate most of the media used in the latest campaign.
As seen for the mobile phone campaign source awareness, TV news was the main source recalled, by over half of respondents (52%). Again, TV adverts were also frequently recalled, by three in ten respondents (32%), despite them not being a media used at this latest campaign.

Those who were most likely to recall press, poster, radio or online ads as the source of child car seat usage advertising and publicity were women (53% compared with 41% of men), those aged 25-34 (64% compared with 40% of those aged 45-54), those with children in the household (52% compared with 42% of those without), those those whose selected child uses a child car restraint (51% compared with 41% of those who child did not.

8.1.2 Publicity and advertising recall

All respondents who said that they had seen or heard something on the radio, in press, on posters, or online about usage of child car seats were asked to describe what they had seen or heard. Responses at this question were recorded verbatim and were later coded into categories for analysis. Chart 8b shows this proven recall of child car seat publicity and advertising that was seen or heard.
Just under nine in ten respondents could spontaneously describe some aspect of what they had seen or heard about using child car seats (88%).

Sixteen percent correctly recalled that there is a change in law or a new law (16%). Six percent correctly recalled a specific element of the law change - that children who were less than 135cm in height must use a child car seat or booster (6%).

One in ten people recalled the general message to do with age (9%) and a further one in ten recalled more accurately that children under 11/12 must use a car seat or booster (9%).

One in twenty people recalled the fact that children must use child car seats (6%), that it is to do with child safety (6%) and that it is illegal for children not to use child car seats or boosters (5%).

However, with a wide range of information and advertising around on this issue including car seat manufacturers, shops such as Mothercare and local sources all with similar content, it is difficult to attribute specifically to the THINK campaign.
8.1.3 What was said – examples

At the latest wave, when asked this proven recall question, some respondents were able to give detailed descriptions of the ad content. The verbatim quotes below exemplify this.

Child restraints campaign

“Children expected to have a booster if under 135cm tall…few exceptions- if emergency or private hire car. Can’t have rear facing seat with an airbag”

“Always make children wear boosters or special seats”

“Car seats for children under 12”

“Introduction of new age and height regulations…restrictions on children below 4ft 5”

“(At) Mothercare they were advertising…we measured our children to check”

“They have to use them up to the age of 12 or up to 135cm”

“They said the rules change and that (children) under 4ft 6 and under 11 have to use a booster seat for regular car journeys… and if its an emergency you can ignore it”

“Under 12 and 4ft 6 inches it is compulsory”

“Until such time as the child becomes 12 or over 135cm tall they have to wear a booster or child seat”

“You need a seat by 18th September for children under 4ft 5”

8.2 Prompted awareness of the Child Restraints advertising

In order to measure recognition, all respondents were shown a number of ads from the child car seats legislation change campaign, on the screen of the laptop, and were asked after each ad whether they recalled seeing or hearing it recently. Respondents were shown or played six ads:

- A 20 second radio ad
- ‘Law’ press ad
- ‘Law’ poster ad
• 3 x online ads (on the same screen)
Awareness of the radio ad detailing the change in legislation was fairly high, with three in ten of those who transport children saying that they had heard it before (32%).

Those who were most likely to have heard the ad were those aged 45 years old and below (38% compared with 23% of those aged over 45 years), those from the C2 social grade (46% compared with 23% of ABS and 27% of Es) and those who have children in the household (36% compared with 27% of those without).

Chart 8d looks at the prompted recognition of the ‘Law’ press ad.
When prompted, 15% of those who transport children recognised the ‘Law’ press ad, with those most likely to recognise it being aged 16-34 years old (20% compared with 10% of those aged 55 years and above), those from the C2 social grade (19% compared with 11% of ABs), those with children in the household (19% compared with 10% of those without) and parents who transported children (19% compared with 11% of ‘other’ family members transporting children).
The third ad to be shown to all respondents who transport children was the corresponding ‘Law’ poster ad, a similar execution creatively to the ‘Law’ press ad. This was recalled by 14%, the same proportion as the press ad.

Those most likely to recognise the poster ad were very similar in profile as those who recognised the press ad – a slightly older range of ages than press (27% of those aged 25-44 years compared with 10% of those aged 45 years and above), those from the C2 social grade (17% compared with 12% of ABs), those with children in the household (16% compared with 10% of those without) and parents who transported children (16% compared with 10% of ‘other’ family members transporting children).
Three online ads for the child car seats campaign were shown on the same screen to all respondents. For accuracy of recognition, they were each shown as screenshots in the context of the actual websites used in the campaign – MSN, ITV and Radio Times.

Two in ten respondents recognised the ad in the MSN website context, with those most likely to recognise this ad being men (23% compared with 21% of women), those aged 16-34 (24% compared with 14% of those aged 55 years and above), those from the C1 social grade (27% compared with 13% of those from the DE social grade) and those with children in the household (24% compared with 16% of those without).

Just over one in ten respondents recognised the ad in the ITV context (12%), with those most likely to recognise this ad being those aged 24-34 (19% compared with 8% of those aged 16-24 and 9% of those aged 55-64).

Just under one in ten respondents recognised the ad in the Radio Times context (8%), with those most likely to recognise this ad being those aged 65 years and above (14% compared with 8% of those aged 25-34) and those from the C2 social grade (14% compared with 5% of DEs).

Six in ten (59%) people said that they did not recognise any of the online ads, with those aged 55 years and above and those from the DE social grade being more like to
say they did not recognise any (66% compared with 54% of those aged 16-34 and 68% of DEs compared with 53% of C2s).

There may be some misattribution for these ads, given that it was found that people who said that they were without internet access were recognising the ads in web context (for example, 13% said they recognised the MSN ad, 8% the ITV ad and 9% the Radio Times ad), therefore the online ad recognition figures should be viewed with some caution.

8.3 Campaign communication

In order to evaluate the message communication of the advertising, after being shown the ad onscreen, respondents were asked to state their agreement or disagreement with a series of statements about the campaign ads just shown to them (chart 8g).

Chart 8g: What personally felt about the Child Restraints advertising

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It made me think about the safety of children I transport</td>
<td>53</td>
</tr>
<tr>
<td>It's aimed at people like me</td>
<td>29</td>
</tr>
<tr>
<td>It sticks in my mind</td>
<td>27</td>
</tr>
<tr>
<td>It told me something new</td>
<td>26</td>
</tr>
<tr>
<td>It is the sort of ad I would talk about with other people</td>
<td>19</td>
</tr>
<tr>
<td>I bought child restraints or a child seat as a result of seeing/ hearing these ads</td>
<td>14</td>
</tr>
<tr>
<td>I found it confusing</td>
<td>7</td>
</tr>
<tr>
<td>I found it irritating</td>
<td>5</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
</tr>
<tr>
<td>None of these</td>
<td>7</td>
</tr>
</tbody>
</table>

Base: All respondents who recognise any child restraints advertising (315)

Over a half of all those who transport children (53%) said that the advertising made them think about the safety of the children that they transport – a key message of the campaign and a good first step in changing behaviour.

As a measure of effective targeting, just over three in ten of all who transported children (29%) agreed with the statement that the advertising was aimed at them. Those who were most likely to say that they agreed the advertising was aimed at them were women (35% compared with 24% of men) and those aged 25-44 (35% compared with 16% of those aged 55 years and over).
A quarter (26%) agreed that they thought the advertising informed them of something new, which is encouraging given that the main message of the ad is to herald a new change in legislation.

A further quarter of respondents (27%) agreed that the ads ‘stuck in their mind’, indicating a high level of memorability for this campaign, potentially due to the stark relevance of the campaign with this particular group. Two in ten respondents said that they would talk about the advertising with other people, indicating good engagement with the ads (19%).

A step further on from message engagement is behaviour change. Fourteen percent said that the advertising had such ‘call to action’ impact upon them that they had actually bought child seats or restraints as a result of the seeing the advertising.

One in twenty respondents had a negative reaction to the advertising labelling it ‘irritating’ (5%) or ‘confusing’ (7%).
9 Awareness of child car seats legislation

This section explores awareness and understanding of the legislation on child car seats, and awareness of the penalties for not complying with the legislation.

9.1 Age and height at which children can start wearing adult seatbelts

The legislation which came into force in September 2006 states that all children under 135cm tall, or under 12 years of age, must travel in appropriate child car seats at all times. In order to measure understanding of this legislation, respondents were asked to state the age and height at which they believed children could legally start using adult seatbelts.

There have been significant changes in the age respondents believed children could start wearing adult seat belts since the pre-stage, as shown in the following chart.

Chart 9a: Age at which it is legal for children to start wearing adult seat belt (unprompted)

<table>
<thead>
<tr>
<th>Age</th>
<th>Oct-06</th>
<th>Jul-06</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3yrs</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>4-7yrs</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>8-9yrs</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>10-11yrs</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>Over 11</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>Don't Know</td>
<td>11</td>
<td>15</td>
</tr>
</tbody>
</table>

Six in ten (58%) correctly understood that children aged over 11 could legally wear an adult seat belt, an increase from two in ten (20%) at the July wave. This proportion was higher amongst respondents in higher social grades (66% of ABs compared with 47% of DEs). There were no notable differences between those who had seen the child restraints campaign and those who had not at this question.
At the pre-stage, over a quarter (27%) of respondents believed that children aged 4 to 7 could legally wear an adult seat belt, which was correct at the time of the research, but is now incorrect due to the legislation change. Encouragingly, the proportion believing this to be the case dropped to 7% at this wave.

Chart 9b shows the height at which respondents believed children could legally use an adult seat belt (answers could be given either in centimetres or feet and inches, and were converted to centimetres).

Again, there were some notable changes from the pre-stage at this measure, suggesting that the campaign has made an impact. Around one in ten (13%) gave the correct answer of 135cm, an increase from only 2% at the pre-stage. However, a further four in ten (41%) gave an answer of 136cm or above (a slight increase from 33% in July). Fewer respondents were underestimating the height than at the last wave, with one in ten (10%) giving an answer between 120 and 129cms (compared with 16% at the last wave), and 5% answering below 110cms (compared with 12% at the last wave). However the proportion who did not know the correct height has increased from 17% to 29% which suggests there is still a fair amount of confusion amongst the target group.
9.2 Awareness of legislation

9.2.1 Unprompted awareness

Several questions were used to measure awareness of the forthcoming child restraints legislation. Firstly, as a measure of unprompted awareness, respondents were asked whether they were aware that new child restraints legislation had come into place in September 2006.

Chart 9c: Whether aware that new child restraints legislation came into place in September 2006 (unprompted)

<table>
<thead>
<tr>
<th></th>
<th>July 2006</th>
<th>Oct 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>37</td>
<td>92</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>62</td>
<td>8</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>1</td>
<td>8</td>
</tr>
</tbody>
</table>

Base: All respondents who have transported a child/children in the last six months (663 – Jul, 678 - Oct)

There was a large shift in levels of awareness, from around four in ten (37%) respondents in July to nine in ten (92%) in October 2006. This is perhaps not surprising, considering the large amount of media coverage of the legislation change, and its relevance to this group.

Unprompted awareness was slightly higher amongst those who transported children more regularly (94% of those transporting children at least once a week compared with 86% transporting less often).

Those who were aware of the legislation were asked to describe what the new legislation involved.
Four in ten (38%) were aware that the new legislation involved height restrictions (an increase from 22% at the last wave), and a further 12% specifically mentioned restrictions for those under 135cm (8% at the pre-stage).

Two in ten (18%) mentioned age restrictions generally and 16% were aware that the legislation related to children aged under 11 or 12.

Two in ten (20%) mentioned 'children need car seats' and one in ten mentioned child restraints generally.

9.2.2 Prompted awareness

After being provided with a summary of the legislation, just under nine in ten respondents (87%) said that they were aware of it. This is slightly lower than spontaneous awareness of the legislation in general and probably reflects the proportion being aware of the specifics as they were presented to the respondents. Awareness was higher amongst those transporting children regularly (91% compared with 78% of those transporting a child less often), and those who recognised the campaign materials (90% of those who recognised any ad compared with 83% of those who did not).

The following chart compares unprompted awareness, prompted awareness, and total awareness (all those aware at either of the questions).
Total awareness stood at just over nine in ten (93%) respondents, an increase from 45% in July.

9.2.3 Awareness of penalties

The penalty for not complying with the new legislation is a £30 fixed penalty notice. If the case goes to court, the maximum fine is £500.

Amongst those aware of the legislation after prompting, 64% were aware that the penalty for not complying was a fine (a slight decrease from 71% in July). This accounted for just over half (55%) of all those who transport children. There was a slight increase in those saying they did not know (22% to 30%)
Chart 9f: Penalty for not complying with legislation

<table>
<thead>
<tr>
<th>Penalty Type</th>
<th>Oct-06</th>
<th>Jul-06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine</td>
<td>64</td>
<td>71</td>
</tr>
<tr>
<td>Verbal warning</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Written warning</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>30</td>
<td>22</td>
</tr>
</tbody>
</table>

Base: All respondents who have transported a child/children in the last six months and are aware of legislation (588 Oct, 260 Jul)
10 Changes required to current practices

In order to evaluate whether people were prepared for the change in legislation, those who were aware of the new legislation were asked whether they had to make any changes to how they transported children, and if so, what these changes were.

Just under a quarter (23%) said that they had made changes. Just under seven in ten (67%) said that they did not need to make any changes.

Chart 10a: Whether made any changes to how transport children

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>23</td>
</tr>
<tr>
<td><strong>No – not yet</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>No – didn’t need to</strong></td>
<td>67</td>
</tr>
</tbody>
</table>

Base: All respondents who have transported a child/children in the last six months & are aware of new legislation after prompting (588)

The following chart summarises the changes individuals had made as a result of the legislation.
Chart 10b: Changes made to how previously transported children (spontaneous)

- Child over 3/under 135cm started using car seat/booster: 32%
- Child (not specified age) to start using car seat/booster: 32%
- Child under 3 has started using car seat/booster: 11%
- Child has stopped sitting in front of car with no seat belt: 10%
- Have bought a bigger car to fit in more seats: 7%
- Bought a car seat/booster - general: 7%
- Have started carrying fewer children in my car (e.g. not carrying other people’s children): 5%
- Have stopped putting rear facing seat in front seat of car: 3%
- Now carry a spare car seat/booster: 3%
- Don’t know: 1%

Base: All respondents who have made changes to how currently carry children (143)

Around three in ten said that a child aged over 3 and under 135cm tall had started using a car seat or booster as a result of the legislation (32%). The same proportion said that a child they transported had started to travel in a car seat or booster but did not specify the age of the child.

Individuals who said that they had not yet made any changes to the way they currently transported children were asked why this was the case. Results from this question should be treated with caution due to the small base size.
The most common response was ‘didn’t need to’, mentioned by three in ten (29%). Just under one in five (17%) said that they already used car seats or boosters, and one in ten (11%) said that the child was too big or tall. One in ten (9% - less than 1% of those carrying children) said it was not their child, and 5% (less then 0.5% of those carrying children) said they were unable to purchase or afford a car seat.
Appendices
APPENDIX A - 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 B: WEIGHTING PROCEDURES

The data are weighted to ensure that demographic profiles match those for all adults in Great Britain aged 16 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:  
Men 48.37
Women without children 32.43
Women with children 19.20

Sex 2:  
Men working full time 26.25
Men not working full time 22.11
Women working at all 24.24
Women not working at all 27.40

Age within Sex

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 - 24</td>
<td>7.28</td>
<td>7.09</td>
</tr>
<tr>
<td>25 - 34</td>
<td>8.11</td>
<td>8.17</td>
</tr>
<tr>
<td>34 - 44</td>
<td>9.43</td>
<td>9.58</td>
</tr>
<tr>
<td>45 - 54</td>
<td>7.91</td>
<td>8.04</td>
</tr>
<tr>
<td>55 - 64</td>
<td>7.13</td>
<td>7.35</td>
</tr>
<tr>
<td>65+</td>
<td>8.51</td>
<td>11.40</td>
</tr>
</tbody>
</table>
### Social Grade 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>AB</td>
<td>12.93</td>
<td>12.48</td>
</tr>
<tr>
<td>C1</td>
<td>13.26</td>
<td>15.63</td>
</tr>
<tr>
<td>C2</td>
<td>11.23</td>
<td>9.61</td>
</tr>
<tr>
<td>D</td>
<td>7.81</td>
<td>8.34</td>
</tr>
<tr>
<td>E</td>
<td>3.14</td>
<td>5.57</td>
</tr>
</tbody>
</table>

### Standard Region

<table>
<thead>
<tr>
<th>Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>8.76</td>
</tr>
<tr>
<td>North West</td>
<td>10.81</td>
</tr>
<tr>
<td>North</td>
<td>5.20</td>
</tr>
<tr>
<td>Yorks/Humber</td>
<td>8.60</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>19.57</td>
</tr>
<tr>
<td>Greater London</td>
<td>12.79</td>
</tr>
<tr>
<td>South West</td>
<td>8.78</td>
</tr>
<tr>
<td>Wales</td>
<td>5.11</td>
</tr>
<tr>
<td>West Midlands</td>
<td>9.13</td>
</tr>
</tbody>
</table>

(Source of profile data: BMRB Target Group Index, 2005 and NRS, 2005)
1. Do you drive a car, van or motorcycle nowadays, at least once a month?

<table>
<thead>
<tr>
<th>Option</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, a car or van mainly for leisure/personal use</td>
<td>1</td>
</tr>
<tr>
<td>Yes, a motorcycle mainly for leisure/personal use</td>
<td>2</td>
</tr>
<tr>
<td>Yes, a car or van for work/business use</td>
<td>3</td>
</tr>
<tr>
<td>Yes, a motorcycle for work/business use</td>
<td>4</td>
</tr>
<tr>
<td>Yes, a car or van equally for leisure/business use</td>
<td>5</td>
</tr>
<tr>
<td>Yes, a motorcycle equally for leisure/business use</td>
<td>6</td>
</tr>
<tr>
<td>No, don't drive nowadays ^s</td>
<td>7</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>
2. Can I just check, have you seen or heard anything about drivers using their mobile phones whilst driving in any of these ways?

INTERVIEWER: PLEASE PUT "_" AROUND 'OTHER' ANSWERS TYPED IN

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Code</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>National newspaper</td>
<td>1</td>
<td>109</td>
</tr>
<tr>
<td>Local newspaper</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>TV advert</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>TV plays/soaps</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>TV news</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Other TV programmes</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Radio advert</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Radio programme</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Cinema</td>
<td>0</td>
<td>110</td>
</tr>
<tr>
<td>Poster on bus</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Poster hoarding</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Indoor poster</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Signs at garages/service areas</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Road signs</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Through the internet/a website</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Leaflet/booklet picked up</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>In the post/through the letterbox</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>At school</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>In the pub/beer mats</td>
<td>0</td>
<td>111</td>
</tr>
<tr>
<td>On backs of lorries</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>In stores</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
<td>109</td>
</tr>
<tr>
<td>None</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Other specify... (112 - 115)

IF 2 = Radio advert OR 2 = Cinema OR 2 = Poster on bus OR 2 = Poster hoarding OR 2 = Indoor poster
THEN ASK: 3
3. What do you remember about the publicity and advertising for drivers using their mobile phones whilst driving?

Don't Know  Y  (116)

End of Filter i664a

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

4. '...

(IF NECESSARY SAY: How much do you agree or disagree with this statement?)

<table>
<thead>
<tr>
<th>Agree strongly</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree slightly</td>
<td>2</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>3</td>
</tr>
<tr>
<td>Disagree slightly</td>
<td>4</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>5</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

This question is repeated for the following loop values:

- A driver who is talking on a mobile phone can’t properly concentrate on driving
- Talking on a mobile phone whilst driving greatly increases the chance of an accident
- If I called someone and realised they are driving, I would hang up

A total of 3 iterations occupying columns (120) to (122)

5. Are you aware that the penalty for using a hand-held mobile phone whilst driving will be changing?

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED
6. What do you think the CURRENT penalty is for using a hand-held mobile phone whilst driving?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPES IN

- A fine (general mention) 1 (124)
- A {#a330 fine} 2
- A fine (mention of amount other than {#a330}) 3
- Points on driving licence 4
- Verbal warning 5
- Written warning 6
- Don't Know Y
- Other 0

Other specify... (125 - 128)

**IF 5 = Yes**

**THEN ASK: 7**

7. What do you think the NEW penalty will be for using a hand-held mobile phone whilst driving?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPES IN

- A fine (general mention) 1 (129)
- A {#a330 fine} 2
- A {#a360 fine} 3
- Points on driving licence 4
- Verbal warning 5
- Written warning 6
- Don't Know Y
- Other 0

Other specify... (130 - 133)

End of Filter i664e8

INTERVIEWER: PLEASE SHOW SCREEN UNTIL OTHERWISE INSTRUCTED
8. Thinking over the last six months or so, how often, if at all, have you transported a child or children aged 11 years or under by car?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a day or more often</td>
<td>1</td>
</tr>
<tr>
<td>2 - 3 times a week</td>
<td>2</td>
</tr>
<tr>
<td>Once a week</td>
<td>3</td>
</tr>
<tr>
<td>Less often</td>
<td>4</td>
</tr>
<tr>
<td>Never</td>
<td>5</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

IF 8 <> Never
THEN ASK: 9, 10

9. How many of your own children aged 11 years or under do you regularly transport by car? By regularly we mean at least once a week.

<table>
<thead>
<tr>
<th>Numeric Range</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>(135 - 136)</td>
<td>Y</td>
</tr>
</tbody>
</table>

Permitted Range
0 TO 20 (Numeric Range)

10. How many other children aged 11 years or under do you regularly transport by car? By regularly we mean at least once a week.

<table>
<thead>
<tr>
<th>Numeric Range</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>(137 - 138)</td>
<td>Y</td>
</tr>
</tbody>
</table>

Permitted Range
0 TO 20 (Numeric Range)

IF 9 <> 0
THEN ASK: 11

11. And of your OWN children, how many travel in a purpose made child seat or booster?

<table>
<thead>
<tr>
<th>Numeric Range</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>(139 - 140)</td>
<td>Y</td>
</tr>
</tbody>
</table>

Permitted Range
0 TO 20 (Numeric Range)

End of Filter i664e1
12. And of these OTHER children, how many travel in a purpose made child seat or booster?

   Numeric Range _____________
   Don't Know  Y  (141)

Permitted Range
0 TO 20 (Numeric Range)

End of Filter i664g1

13. What relation are you to this child/these children?

   Parent/guardian   1  (143)
   Other member of family  2
   Friend of the family  3
   Other  4
   Don't Know  Y 

How many children do you transport in each of these age categories?

14. '...

   IF NECESSARY SAY: How many children do you transport in this age category?

   Numeric Range _____________
   Don't Know  Y  (144)

Permitted Range
0 TO 10 (Numeric Range)

This question is repeated for the following loop values:

- 0 - 3 years
- 4 - 7 years
- 8 - 9 years
- 10 - 11 years

A total of 4 iterations occupying columns (144 - 145) to (150 - 151)

QUANCEPT ITEM:
IF v66407 > 1 AND v664811 < 1

Since you transport more than one child by car, please think about the child who had the most recent birthday when answering the next few questions.

End of Filter id664x1

IF ( v664811 = 1 AND v664011 > 1 )

Since you transport more than one child by car, please think about the child aged 8 or over when answering the next few questions.

End of Filter id664x2

IF v664811 > 1 AND

Since you transport more than one child by car, please think about the child aged 8 or over who had the most recent birthday when answering the next few questions.

End of Filter id66x3

15. How old is this child?

<table>
<thead>
<tr>
<th>Numeric Range</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>(152 - 153)</td>
<td>Y</td>
</tr>
</tbody>
</table>

Permitted Range
0 TO 11 (Numeric Range)

16. What relation are you to this child?

<table>
<thead>
<tr>
<th>Relation</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent/guardian</td>
<td>1</td>
</tr>
<tr>
<td>Other member of family</td>
<td>2</td>
</tr>
<tr>
<td>Friend of the family</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

(152 - 154)
17. How tall is this child?

135cm or under (4 foot 5 inches or under)  1  (155)
136 - 150cm (4 foot 6 inches and up to 5 foot)  2
151cm or more (over 5 foot)  3
Don't Know  Y

18. When this child travels by car, do they ever travel in a purpose made child car seat or booster?

Yes  1  (156)
No  2
Don't Know  Y

IF  18 = Yes
THEN ASK: 19, 20

19. What type of child car seat or booster is used?

Baby seat up to 13kgs (0-12 months)  1  (157)
Child seat 9kg to 18kgs (9 months - 4 years)  2
Booster seat 15kgs and up (approx 4 to 6 years)  3
Booster cushion from 22kgs (approx 6 years and above)  4
Multi stage seat (can be adapted as the child grows)  5
Don't Know  Y

20. When this child travels by car, how often do they travel in a purpose made child car seat or booster?

Always  1  (158)
Most of the time  2
Sometimes  3
Never  4
Don't Know  Y

End of Filter i664f

IF  18 = No  OR  20 = Never
THEN ASK: 21, 22
21. What age was this child when they stopped using a child car seat or booster?

<table>
<thead>
<tr>
<th>Numeric Range</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>_____________</td>
<td>Y</td>
</tr>
</tbody>
</table>

Permitted Range
0 TO 11 (Numeric Range)

22. Why does the child not use a child car seat or booster?

<table>
<thead>
<tr>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
</tr>
</tbody>
</table>

End of Filter i664g

INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED

23. At what age do you think it is legal for children to start using adult seatbelts without a child car seat or booster in the car?

<table>
<thead>
<tr>
<th>0 - 3 years</th>
<th>4 - 7 years</th>
<th>8 - 9 years</th>
<th>10 - 11 years</th>
<th>Over 11 years</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>Y</td>
</tr>
</tbody>
</table>

24. At what height do you think it is legal for children to start using seatbelts in the car?

INTERVIEWER: FIRST PLEASE CODE WHETHER GIVING ANSWER IN CENTIMETRES OR FEET AND INCHES (DO NOT PROMPT)

<table>
<thead>
<tr>
<th>Centimetres</th>
<th>Feet and inches</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>Y</td>
</tr>
</tbody>
</table>
IF \(24 = \text{Centimetres}\) 
THEN ASK: \(25\)

25. RECORD ANSWER IN CENTIMETRES

IF NECESSARY REMIND: At what height do you think it is legal for children to start using seatbelts in the car?

\(167 - 169\)

Numeric Range \(\ldots\)
Don't Know \(Y\)

Permitted Range
0 TO 200 (Numeric Range)

End of Filter i644z

IF \(24 = \text{Feet and inches}\) 
THEN ASK: \(26, 27\)

26. RECORD NUMBER OF FEET. RECORD INCHES AT THE NEXT SCREEN

IF NECESSARY REMIND: At what height do you think it is legal for children to start using seatbelts in the car?

\(170\)

Numeric Range \(\ldots\)
Don't Know \(Y\)

Permitted Range
0 TO 6 (Numeric Range)

End of Filter i664y
28. Can I just check, have you seen or heard anything about child car seats in any of these ways?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

<table>
<thead>
<tr>
<th>Method</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>National newspaper advertisement</td>
<td>1</td>
</tr>
<tr>
<td>National newspaper news article</td>
<td>2</td>
</tr>
<tr>
<td>Local newspaper</td>
<td>3</td>
</tr>
<tr>
<td>TV advert</td>
<td>4</td>
</tr>
<tr>
<td>TV news</td>
<td>5</td>
</tr>
<tr>
<td>Other TV programmes</td>
<td>6</td>
</tr>
<tr>
<td>Radio advert</td>
<td>7</td>
</tr>
<tr>
<td>Radio programme</td>
<td>8</td>
</tr>
<tr>
<td>Magazine advertisement</td>
<td>9</td>
</tr>
<tr>
<td>Magazine news article</td>
<td>0</td>
</tr>
<tr>
<td>Poster on bus</td>
<td>1</td>
</tr>
<tr>
<td>Poster hoarding</td>
<td>2</td>
</tr>
<tr>
<td>Indoor poster</td>
<td>3</td>
</tr>
<tr>
<td>Signs at garages/service areas</td>
<td>4</td>
</tr>
<tr>
<td>Road signs</td>
<td>5</td>
</tr>
<tr>
<td>Through the internet/a website</td>
<td>6</td>
</tr>
<tr>
<td>Leaflet/booklet picked up</td>
<td>7</td>
</tr>
<tr>
<td>In the post/through the letterbox</td>
<td>8</td>
</tr>
<tr>
<td>From your child's school</td>
<td>9</td>
</tr>
<tr>
<td>In stores</td>
<td>0</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
</tbody>
</table>

IF 28 = National newspaper advertisement OR 28 = National newspaper news article OR 28 = Local newspaper OR 28 = Radio advert OR 28 = Radio programme OR 28 = Magazine advertisement OR 28 = Magazine news article OR 28 = Poster on bus OR 28 = Poster hoarding OR 28 = Indoor poster OR 28 = Through the internet/a website

THEN ASK: 29

Other specify... (176 - 179)
29. What do you remember about the publicity and advertising for child car seats?

Don't Know Y (208)

End of Filter I664E2

30. Are you aware that there is new legislation which came into force in September 2006 regarding child car seats when travelling in cars?

Yes 1 (212)
No 2
Don't Know Y

IF 30 = Yes
THEN ASK: 31

31. What do you think this new child car seat legislation involves?

Don't Know Y (213)

End of Filter I664h

Since September 2006, there is new legislation which says that:

- All children under 3 must use a baby or child car seat
- Children between 3 and 12 years old, and up to 135cm tall must use a suitable child car seat or booster when in vehicles with seatbelts. If there are no seatbelts, they may not travel in the front
- Rear facing baby seats must not be used in a front seat protected by an active frontal airbag
32. Were you aware of this new legislation before today?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

**IF** 32 = Yes

**THEN ASK:** 33, 34

33. What is the penalty for not complying with the regulations?

**INTERVIEWER: PLEASE PUT "_" AROUND 'OTHER' ANSWERS TYPED IN**

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal warning</td>
<td>1</td>
</tr>
<tr>
<td>Written warning</td>
<td>2</td>
</tr>
<tr>
<td>Fine</td>
<td>3</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
</tbody>
</table>

Other specify...

**INTERVIEWER: PLEASE DO NOT SHOW SCREEN UNTIL OTHERWISE INSTRUCTED**

34. Have you made any changes to how you currently carry a child or children due to the new legislation?

<table>
<thead>
<tr>
<th>Option</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No - I have not made any changes yet</td>
<td>2</td>
</tr>
<tr>
<td>No - I didn't need to make any changes</td>
<td>3</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
</tbody>
</table>

**IF** 34 = Yes

**THEN ASK:** 35
35. What changes have you made?

INTERVIEWER: PLEASE PUT "_" AROUND OTHER ANSWERS TYPED IN

Child under 3 has started using baby/child car seat  1  (224)
Child over 3 and under 135cm has started using child car seat/booster  2
Child (not specified age/height) has started using child car seat/booster  3
Child has stopped sitting in front of car with no seat belt  4
Have stopped putting rear facing seat in front seat of car  5
Have started carrying fewer children in my car (eg. not carrying other people's children)  6
Have bought a bigger car to fit in more seats  7
Don't Know  Y
Other  0

Other specify... (225 - 228)

End of Filter i664e5

IF  34 = No - I have not made any changes yet
THEN ASK: 36

36. Why have you not made any changes to the way you transport children?

(229 - 232)

Don't Know  Y (229)

End of Filter i664E6

BMRB Report – THINK! campaign evaluation October 2006 14
37. Have you heard this radio advert before?

INTERVIEWER: PRESS ALT AND P TO PLAY RADIO AD

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>1</td>
<td>2</td>
<td>Y</td>
</tr>
</tbody>
</table>

38. Have you seen this advert in a newspaper or magazine recently?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

39. Have you seen this poster before?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

40. Have you seen any of these ads on the internet recently?

<table>
<thead>
<tr>
<th>Service</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Times</td>
<td>1</td>
</tr>
<tr>
<td>MSN</td>
<td>2</td>
</tr>
<tr>
<td>ITV</td>
<td>3</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Y</td>
</tr>
<tr>
<td>No - None</td>
<td>X</td>
</tr>
</tbody>
</table>

IF 37 = Yes OR 38 = Yes OR 39 = Yes OR 40 = Radio Times
THEN ASK: 41
41. Here are some things that other people have said about the advertising that I have just shown or played to you. Which of these do YOU personally feel about the adverts? Please mention all that you agree with.

- It told me something new 1
- It's aimed at people like me 2
- I found it confusing 3
- I found it irritating 4
- It sticks in my mind 5
- It is the sort of ad I would talk about with other people 6
- I bought child restraints or a child seat as a result of seeing/hearing these ads 7
- It made me think about the safety of children I transport 8

Don't Know Y
None of these X

End of Filter i664e7

End of Filter i664d