



Misuse of Seatbelts Among Females Aged 17-34 Years

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Research Background & Objectives

- This research examined behavioural patterns among women within the 17-34 age group with a view to how they wore seatbelts; including establishing incidence levels of wearing seatbelts under arm.
- The research was conducted online via the B&A Acumen consumer panel.
- A sample of 312 women between the age of 17 and 34 years was delivered via this approach in February 2022.
 - ❖ All owned or had access to a motor vehicle
 - ❖ And/ or travelled in a car (as driver or passenger) on an at least weekly basis
- The questionnaire was designed to explore a series of behaviours related to the misuse of seatbelts.
- The research findings also reference the results from similar research in 2016.

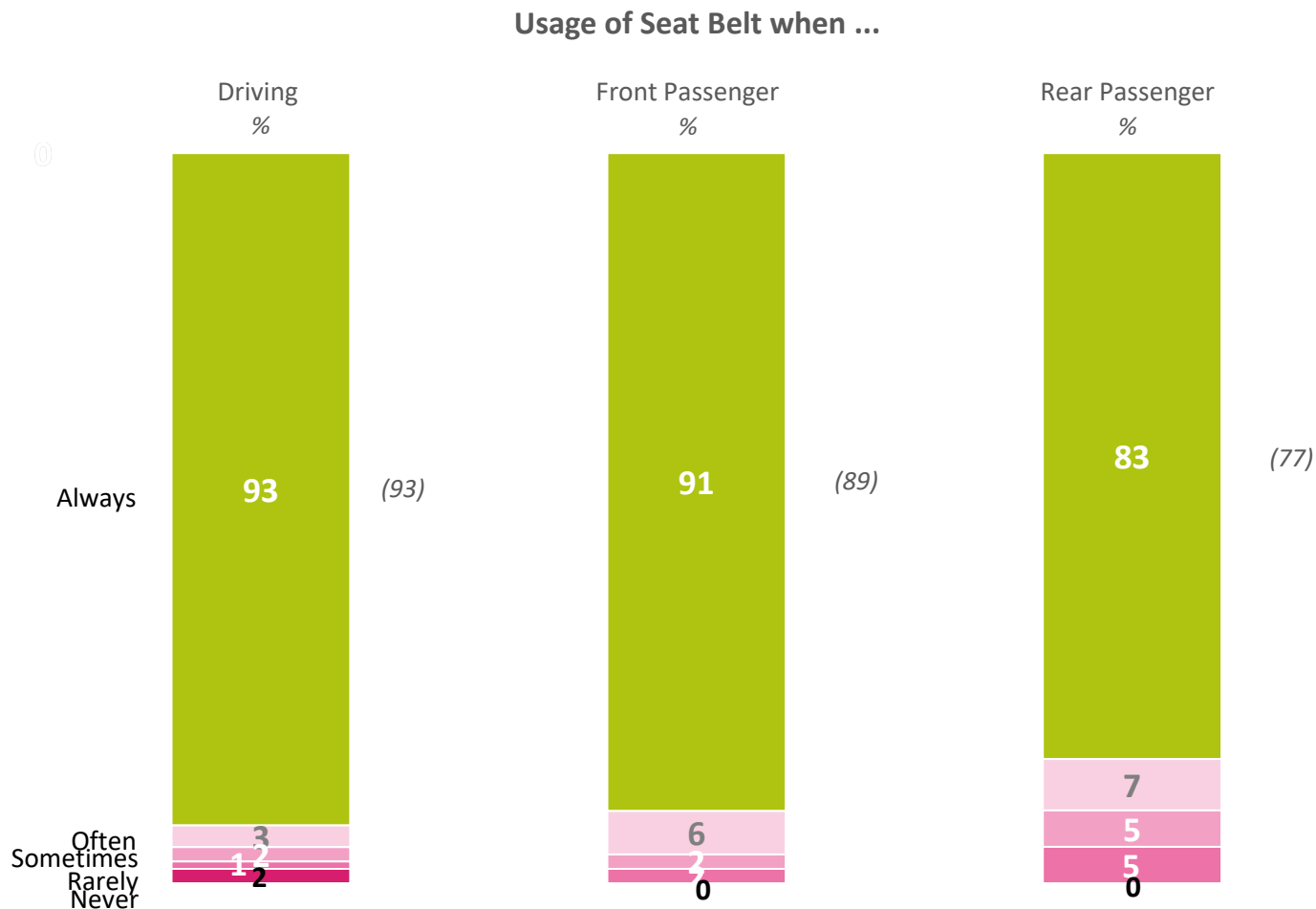




Seatbelt Usage

Usage of seatbelts: frequency

Base: Women 17-34 years, N – 312

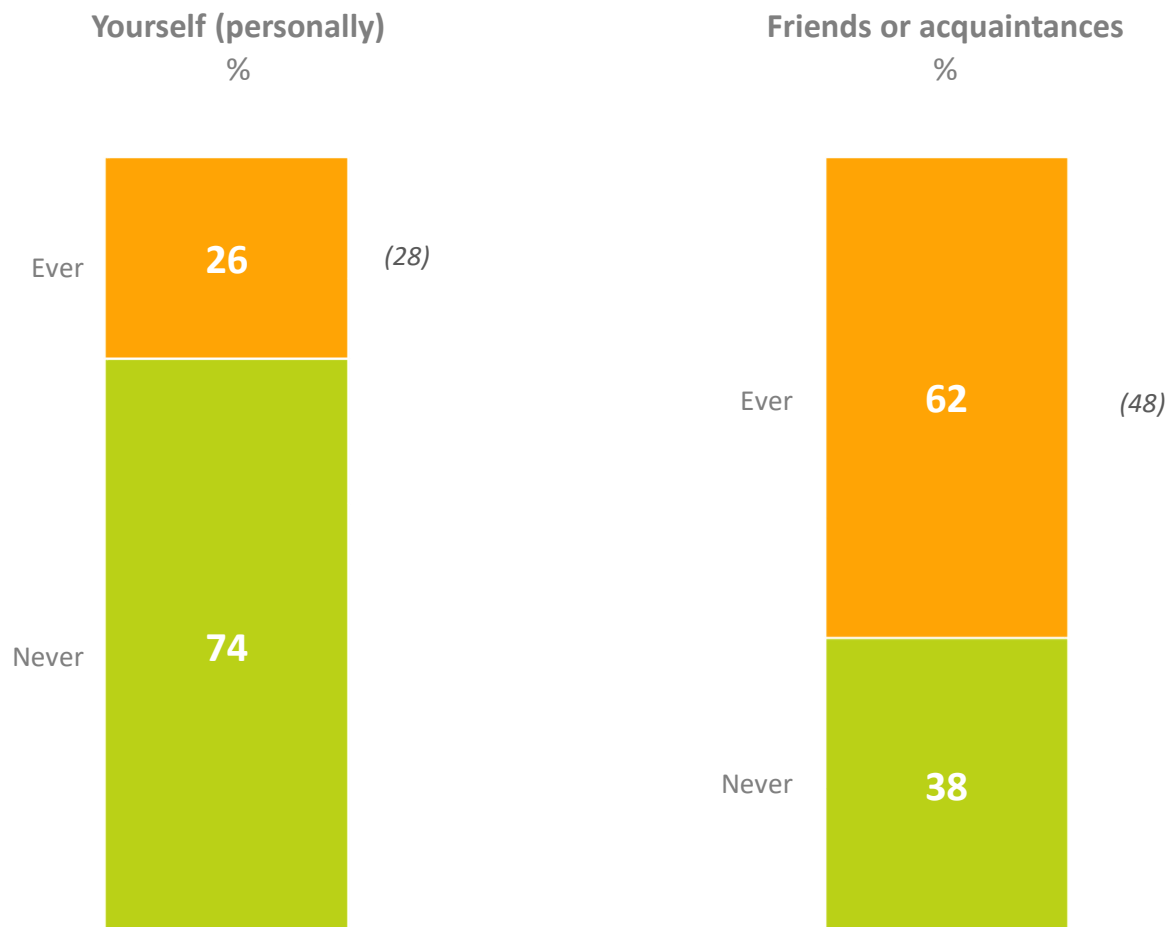


2016 ()

C. 10% of women aged 17-34 years do not always wear a seatbelt in the front of the car; and 17% don't always do so as a rear passenger.

Incidence of wearing seatbelt under arm

Base: Women 17-34 years, N – 312



In 2022, the incidence of wearing seatbelts under arm is significant: 26% of the target group admit to doing so themselves with some frequency; 62% indicate friends/ women they know do so.

2016 ()

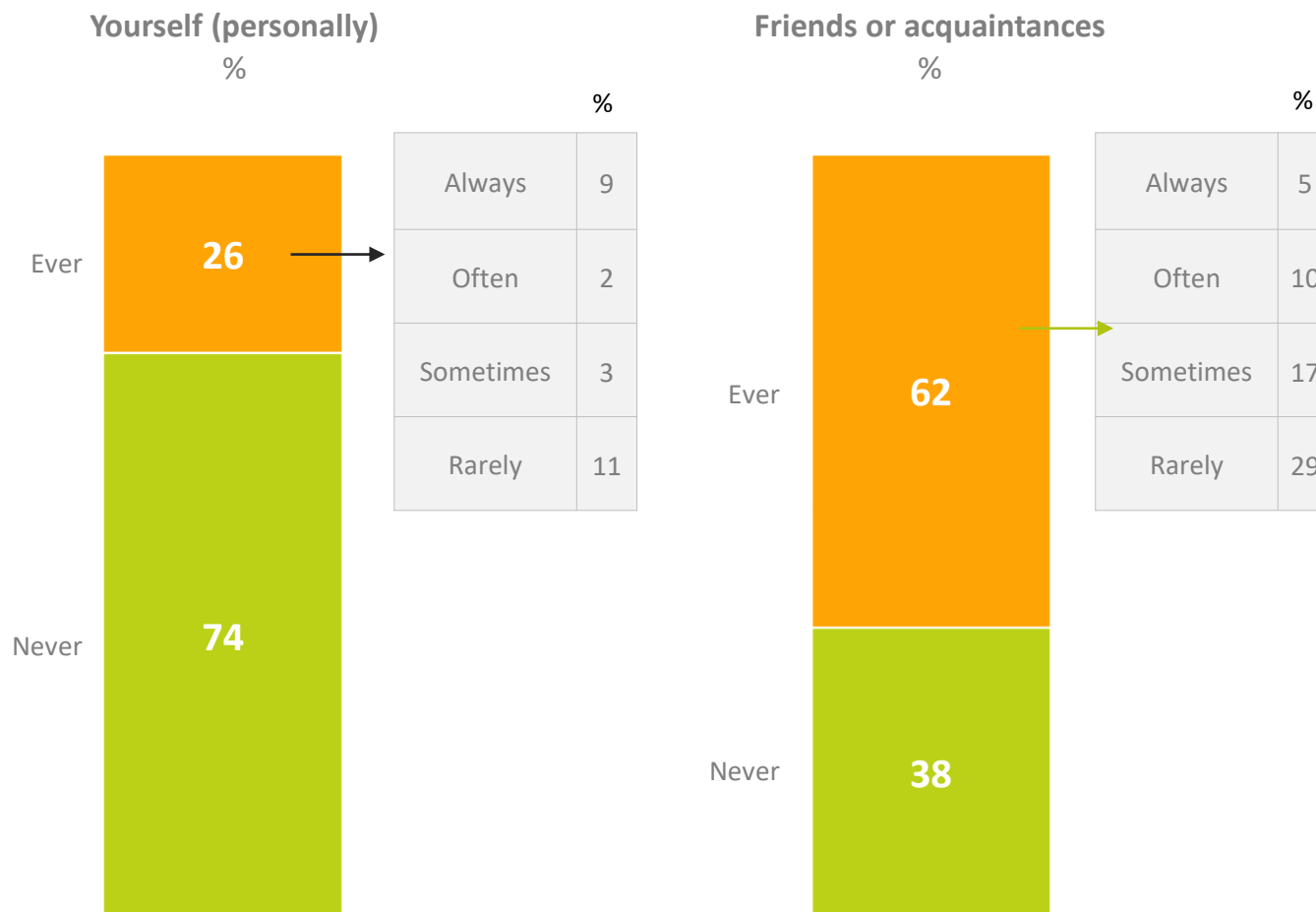
Q.2 How often do you put the shoulder strap of a seatbelt under your arm whether as the driver or front/rear passenger instead of over your shoulder (see image below)

Q.3 How often do you think your friends/ women you know put the shoulder strap of a seatbelt under their arm whether as the driver or front/ rear passenger?



Incidence of wearing seatbelt under arm

Base: Women 17-34 years, N – 312



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Q.2 How often do you put the shoulder strap of a seatbelt under your arm whether as the driver or front/rear passenger instead of over your shoulder (see image below)
Q.3 How often do you think your friends/ women you know put the shoulder strap of a seatbelt under their arm whether as the driver or front/ rear passenger?

Incidence of personally wearing seatbelt under arm x demographics

Base: Women 17-34 years, N – 312

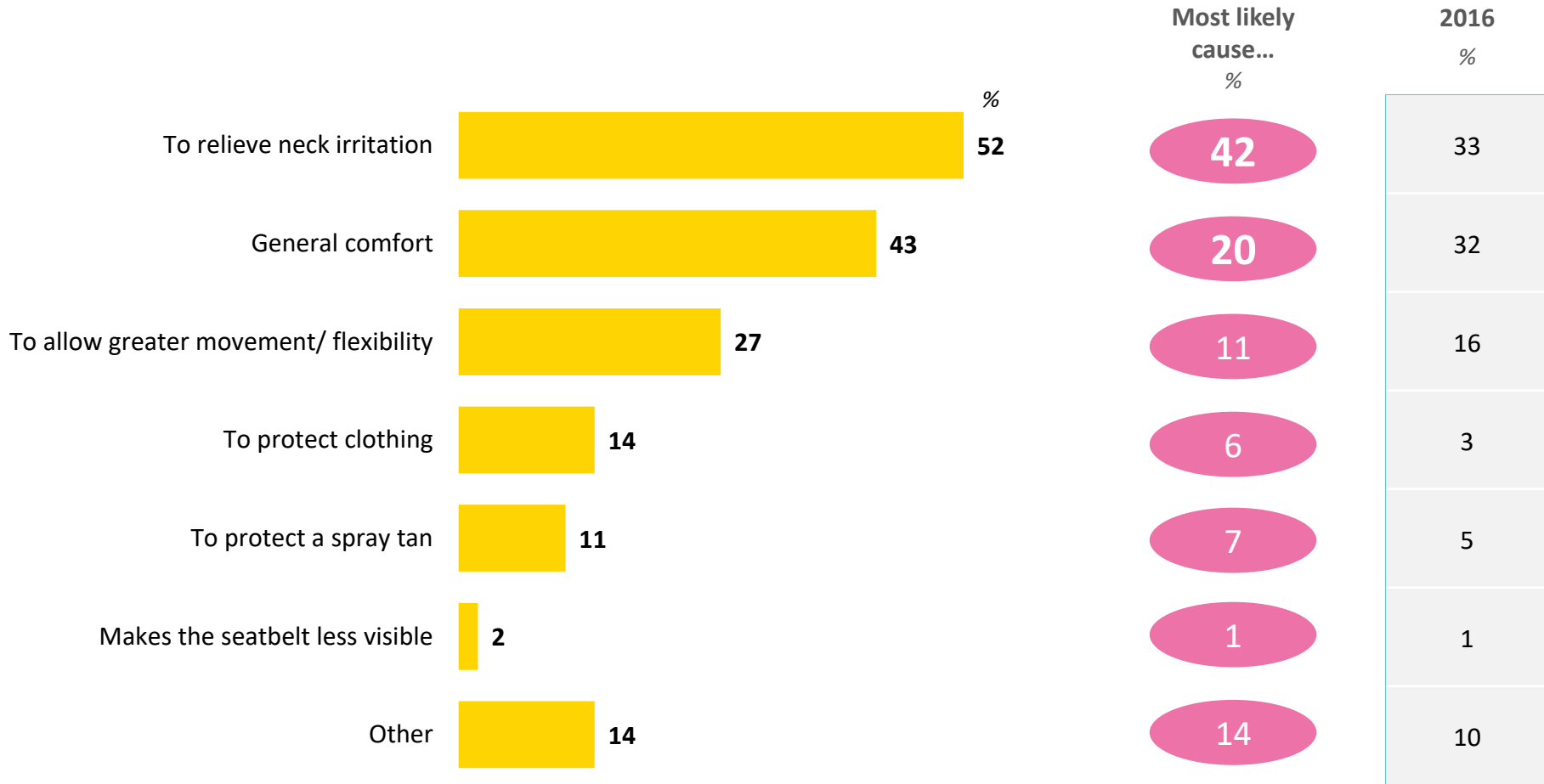
	Total	Age			Class		Area	
		<24	25-29	30-34	ABC1F	C2DE	Urban	Rural
	312	112	84	116	206	106	248	64
	%	%	%	%	%	%	%	%
Always	9	11	6	10	12	5	11	3
Often	2	4	-	1	2	4	3	-
Sometimes	3	3	3	3	2	6	4	-
Rarely	11	13	11	7	7	17	11	8
Never	74	69	79	79	77	69	70	88
Don't know	0	-	2	-	1	-	-	1
NET (Ever)	26	31	20	21	22	31	30	11

Incidence of wearing seatbelt under arm peaks among women under 25 years; C2DEs; and in Urban areas.



Reasons for putting seatbelt under arm

Base: Women 17-34 years, N – 312



‘Most likely’ reasons for wearing seatbelt under arm are to relieve neck irritation and general comfort; 14% reference protecting clothing as a reason.

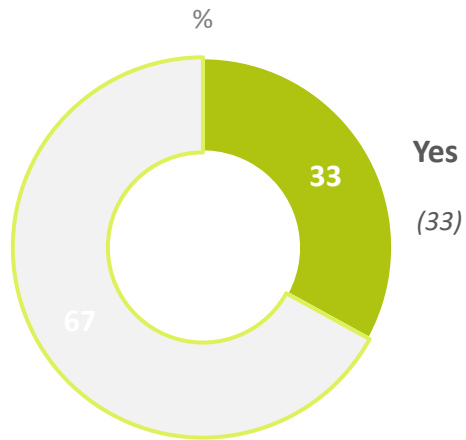
Q.4 Below you will see a range of factors that other people have identified as causing them to put the shoulder strap of a seatbelt under their arm. Which of these has ever made you or those you know put/ consider putting the shoulder strap of a seatbelt under your arm?



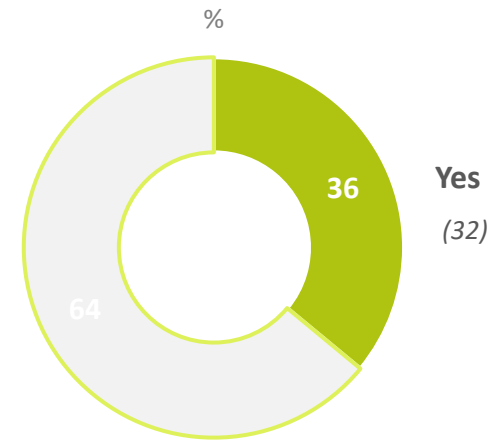
Placement of shoulder strap

Base: Women 17-34 years, N – 312

Have you ever asked a passenger or driver to place the shoulder strap of the seatbelt up on their shoulder
(instead of keeping it under their arm)



Have you ever been in a car where someone has asked a passenger or driver to place the shoulder strap of the seatbelt up on their shoulder
(instead of keeping it under their arm)



1 in 3 women indicate they have asked others to place the shoulder strap of the seatbelt up on their shoulder.

2016 ()

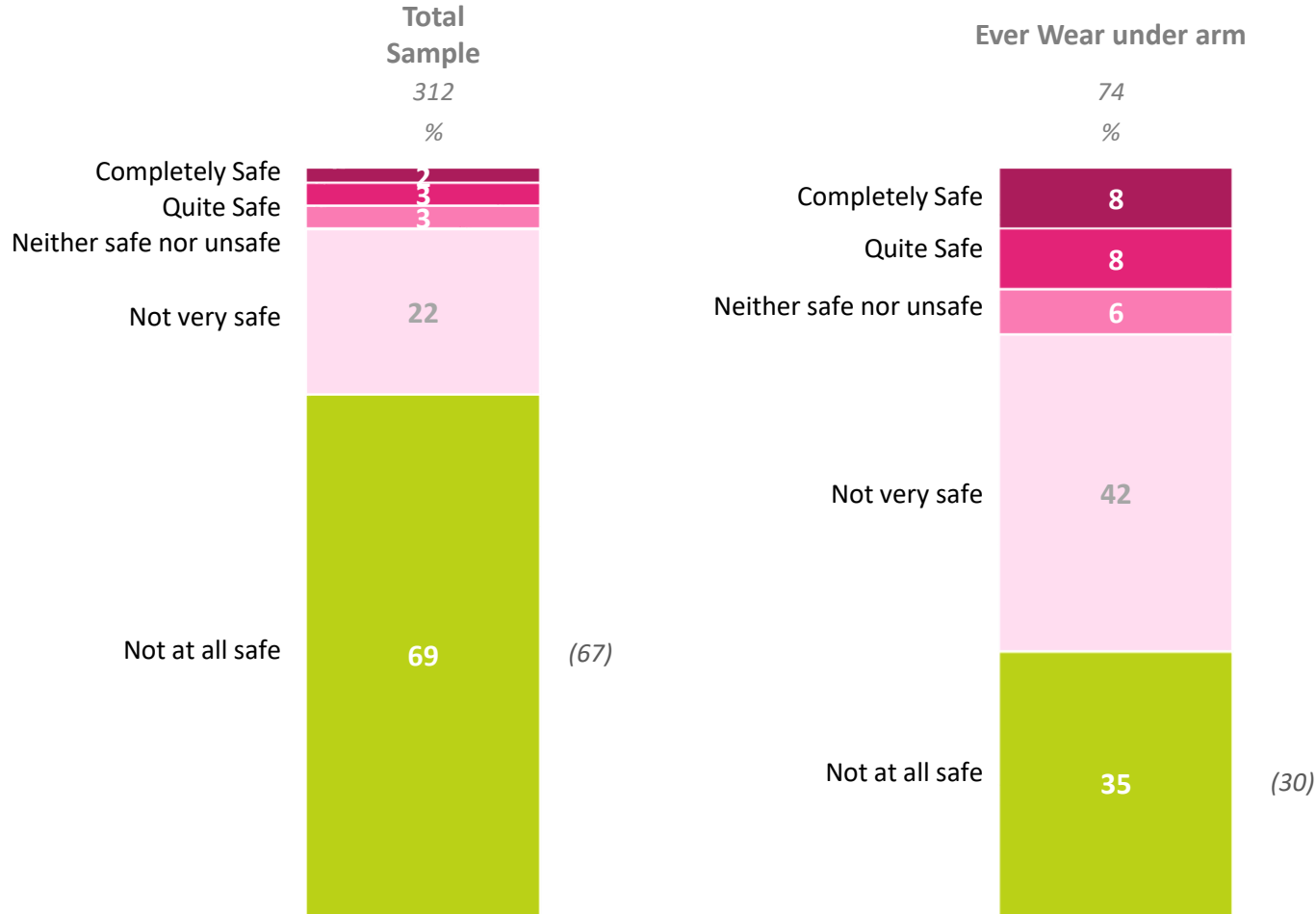
Q9. Have you ever asked a passenger or driver to place the shoulder strap of the seatbelt up on their shoulder *(instead of keeping it under their arm)*?

Q10. Have you ever been in a car where someone has asked a passenger or driver to place the shoulder strap of the seatbelt up on their shoulder *(instead of keeping it under their arm)*?



Perceived safety of wearing seatbelt under arm

Base: Women 17-34 years, N – 312



Only 35% of those who have worn a seatbelt under arm consider it 'not at all safe' – suggests a strong likelihood of repeating the behaviour. The perception of risk is also equivocal among the full female sample with 69% considering it 'not at all safe'.

2016 ()

How surprising are the following statements to you personally



Base: Women 17-34 years, N – 312

		Very Surprised	Fairly Surprised	Not Particularly Surprised	Not at all Surprised	Summary Surprised 2022	Summary Surprised 2016
		%	%	%	%	%	%
How you wear your seat belt can be as important as whether you wear your seat belt or not	Total sample 312	7	17	35	41	24	23
	Ever wear belt under arm 74	11	40	32	17	51	43
Drivers and passengers risk serious injury by putting the shoulder strap of the seatbelt under their arm	Total sample 312	6	15	27	53	21	14
	Ever wear belt under arm 74	13	28	39	20	41	31
Placing the shoulder strap of the seatbelt under their arm leaves your upper torso — including your neck, face and head — completely unrestrained during a collision	Total sample 312	7	16	27	51	23	19
	Ever wear belt under arm 74	14	28	39	19	42	42
Placing the shoulder strap of the seatbelt under their arm can alter the angle of lap belt and make the lap belt less effective	Total sample 312	6	26	30	38	32	29
	Ever wear belt under arm 74	16	33	39	12	49	46
Underarm use of shoulder belts may cause fatal injuries in otherwise survivable accidents	Total sample 312	5	13	26	56	18	17
	Ever wear belt under arm 74	13	19	39	28	32	37
1 in 4 car occupants killed on Irish roads in the past year were not wearing seat belts	Total sample 312	17	24	26	33	41	
	Ever wear belt under arm 74	28	21	30	21	49	

Those who have worn seatbelts underarm are consistently more surprised by the factual statements. Overall, surprise peaks in relation to ‘(making) the lap belt less effective’ and ‘how you wear your seat belt can be as important as whether you wear your seat belt or not.’



Summary & Conclusions

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Near 10% of women aged 17-34 years do not always wear a seatbelt in the front of the car; and 17% don't always do so as a rear passenger.

In 2022, the incidence of wearing seatbelts under arm is significant: 26% of the target group admit to doing so themselves with some frequency; 62% indicate friends/women they know do so.

Only 35% of those who have worn a seatbelt under arm consider it 'not at all safe' – suggests a strong likelihood of repeating the behaviour.

The perception of risk is also equivocal among the full female sample with 69% considering it 'not at all safe'.

1 in 3 women indicate they have asked others to place the shoulder strap of the seatbelt up on their shoulder.

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Overall, surprise peaks in relation to ' (making) the lap belt less effective' and 'how you wear your seat belt can be as important as whether you wear your seat belt or not.



Thank you.



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Delve Deeper