



# Misuse of Seatbelts Among Females Aged 17-34 Years

Prepared For



Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

PREPARED BY:  
John O'Mahony  
J.7320

# Research Background & Objectives

- The Road Safety Authority wished to explore behavioural patterns among women within the 17-34 age group with a view to how they wore seatbelts; and if there is any evidence that a cohort of this group tend to wear seatbelts under their arm.
- Given the very targeted nature of the sample for the research, a decision was taken to conduct an online survey by way of the B&A Acumen consumer panel. A sample of 300 women between the age of 17 and 34 years was delivered via this approach. Survey interviews took place in April 2016.
- The questionnaire was designed to explore a series of car behaviours, related to the misuse of seatbelts.
- The questionnaire also included a number of factual statements on seatbelts with respondents being asked to indicate the extent to which they were surprised or not by these statements.

# Research Methodology

- Acumen Panel is Ireland's leading independent online research panel with a total of over 11,000 panellists, operating across the island of Ireland, and combines the research expertise of both Behaviour & Attitudes and Platform One.
- Acumen Panel uniquely provides information on online activity and audience measurement, allowing this to be combined with traditional market research practices to provide a complete range of online research products to our clients.
- All research reports produced through Acumen Online are demographically controlled in accordance with the broader population, as identified by way of an annual nationwide Establishment Survey, combined with Government population statistics

# Sample profile

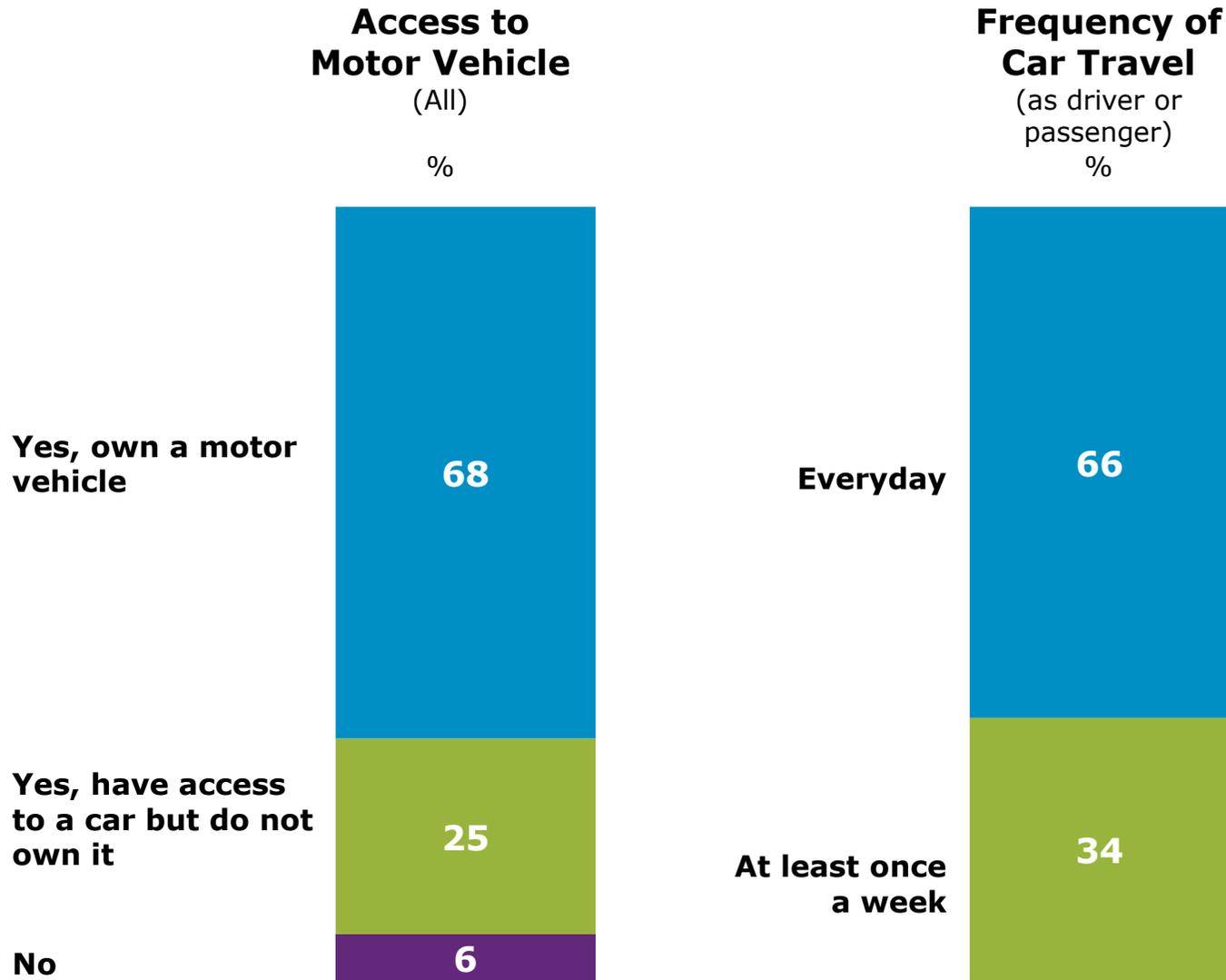
Base: Women 17-34 years, N – 300

	Total
Base	300
	%
<b>Age</b>	
-29	65
30-34	35
<b>Class</b>	
ABC1F	61
C2DE	39
<b>Region</b>	
Dublin	30
Rest of Leinster	26
Munster	29
Conn/Uls	15
<b>Area</b>	
Urban	75
Rural	25

	Total
Base	300
	%
<b>Marital status</b>	
Single	44
Married	21
Cohabiting	34
<b>Working status</b>	
Employed full time	41
Employed part time	17
Housewife	12
Self employed	1
Student	20
Other	9

# Sample composition

Base: Women 17-34 years, N – 300



- D. Firstly, can I just check, do you own or have access to a motor vehicle?
- E. How often do you travel by car, whether as a driver or passenger?



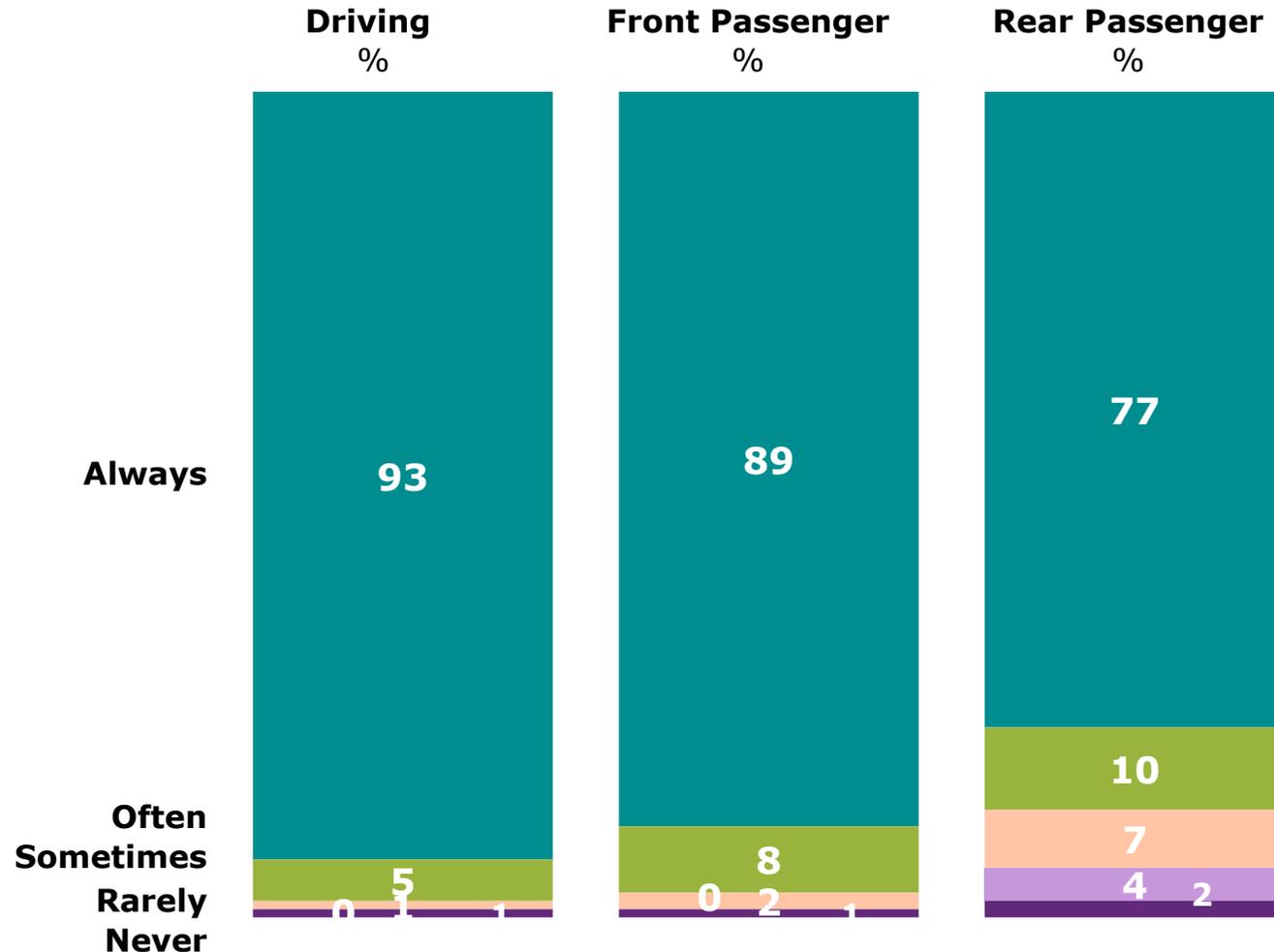
# The Findings



# Frequency & usage of seat belts

Base: Women 17-34 years, N – 300

## Usage of Seat Belt when ...



While seatbelt compliance is consistently very strong among young females, it is not universal: e.g. 23% do not always wear a seat belt as a rear passenger.



# Frequency & usage of seat belts

Base: Women 17-34 years, N – 300

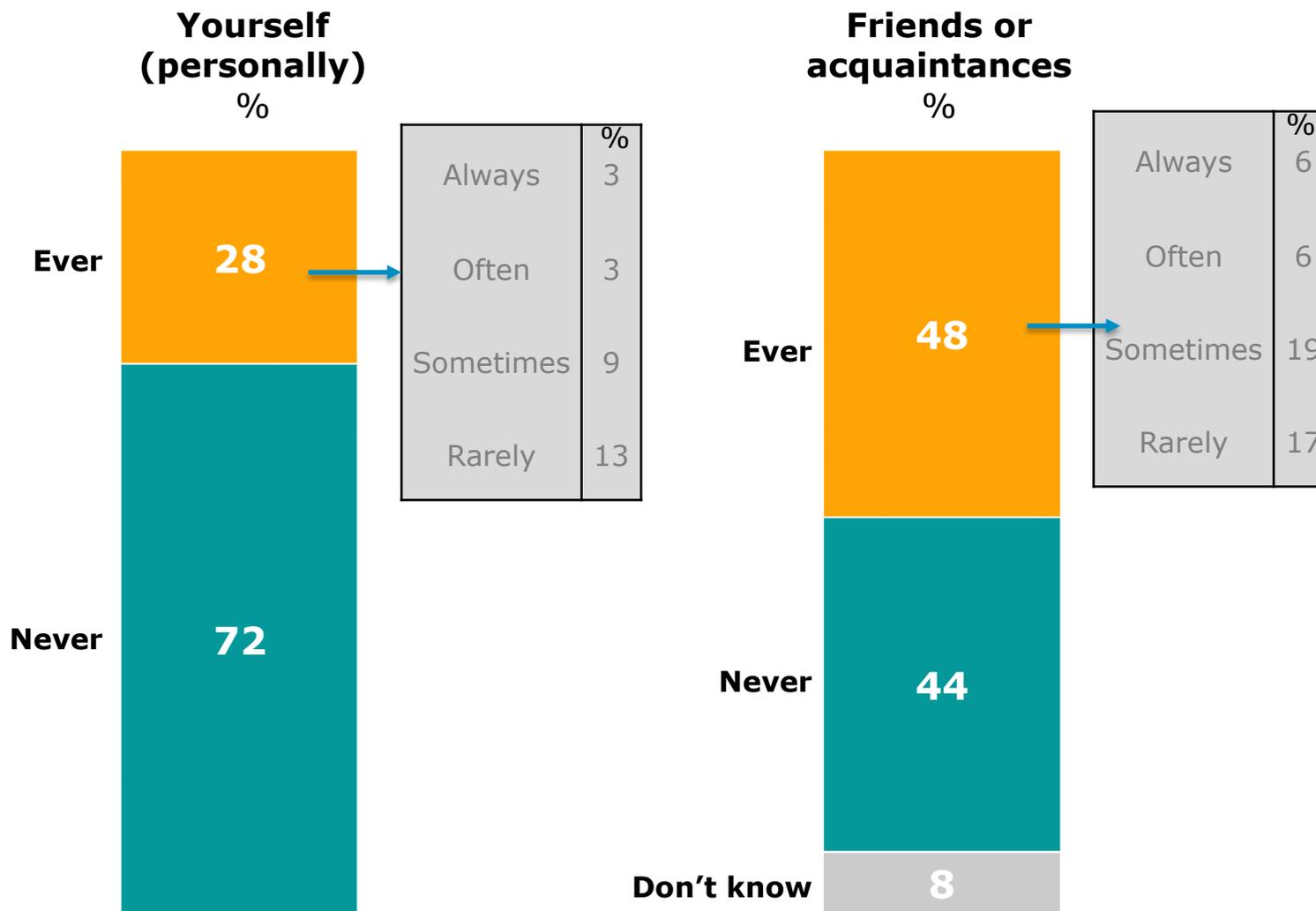
Always use seat belt when...	Total	Age		Class		Area	
		-29	30-34	ABC1F	C2DE	Urban	Rural
Base:	300	175	125	184	116	224	76
	%	%	%	%	%	%	%
Driving	93	92	94	96	89	94	91
Front Passenger	89	90	89	92	85	90	88
Rear Passenger	77	76	80	76	79	75	85

**Compliance is largely consistent amongst the key demographic groups within the overall sample of women aged 17-34 years.**



# Incidence of wearing seatbelt under arm

Base: Women 17-34 years, N – 300



**Incidence of wearing seatbelts under arm is significant: 28% admit to doing it themselves with some frequency; 48% indicate their friends do so.**

- 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 girlfriends/ 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 – 300



	Total	Age		Class		Area	
		-29	30-34	ABC1F	C2DE	Urban	Rural
Base:	300	175	125	184	116	224	76
	%	%	%	%	%	%	%
Always	3	4	2	3	4	4	1
Often	3	4	2	3	4	4	2
Sometimes	9	12	2	8	9	10	5
Rarely	13	14	9	12	14	14	8
Never	72	65	85	74	68	68	83
Ever	28	35	15	26	32	32	17

**Incidence of wearing seatbelt under arm rises to 35% of women 29 years and younger.**

# Incidence of friends/acquaintances personally wearing seatbelt under arm x demographics

Base: Women 17-34 years, N – 300

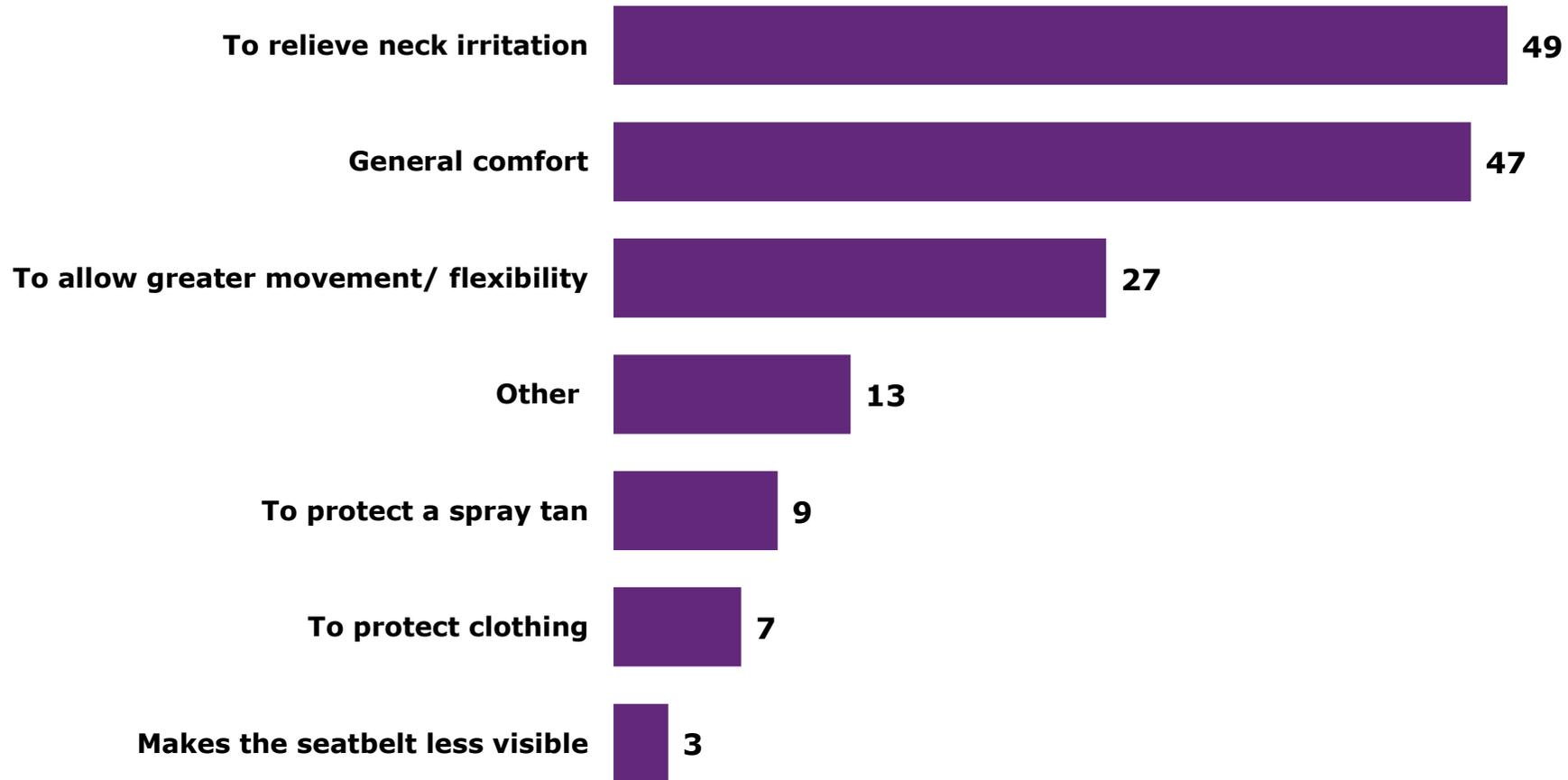


	Total	Age		Class		Area	
		-29	30-34	ABC1F	C2DE	Urban	Rural
Base:	300	175	125	184	116	224	76
	%	%	%	%	%	%	%
Always	6	7	4	6	6	7	2
Often	6	8	2	3	10	7	4
Sometimes	19	24	11	15	26	20	18
Rarely	16	15	17	20	10	15	20
Never	44	39	55	49	37	43	49
Don't know	8	8	9	7	10	9	8
Ever	48	53	36	44	53	48	44

**Claimed incidence of friends wearing seatbelt under arm is also higher among younger women.**

# Reasons for putting seatbelt under arm

Base: Women 17-34 years, N – 300



**Key reasons for putting seatbelt under arm are to relieve neck tension and general comfort.**

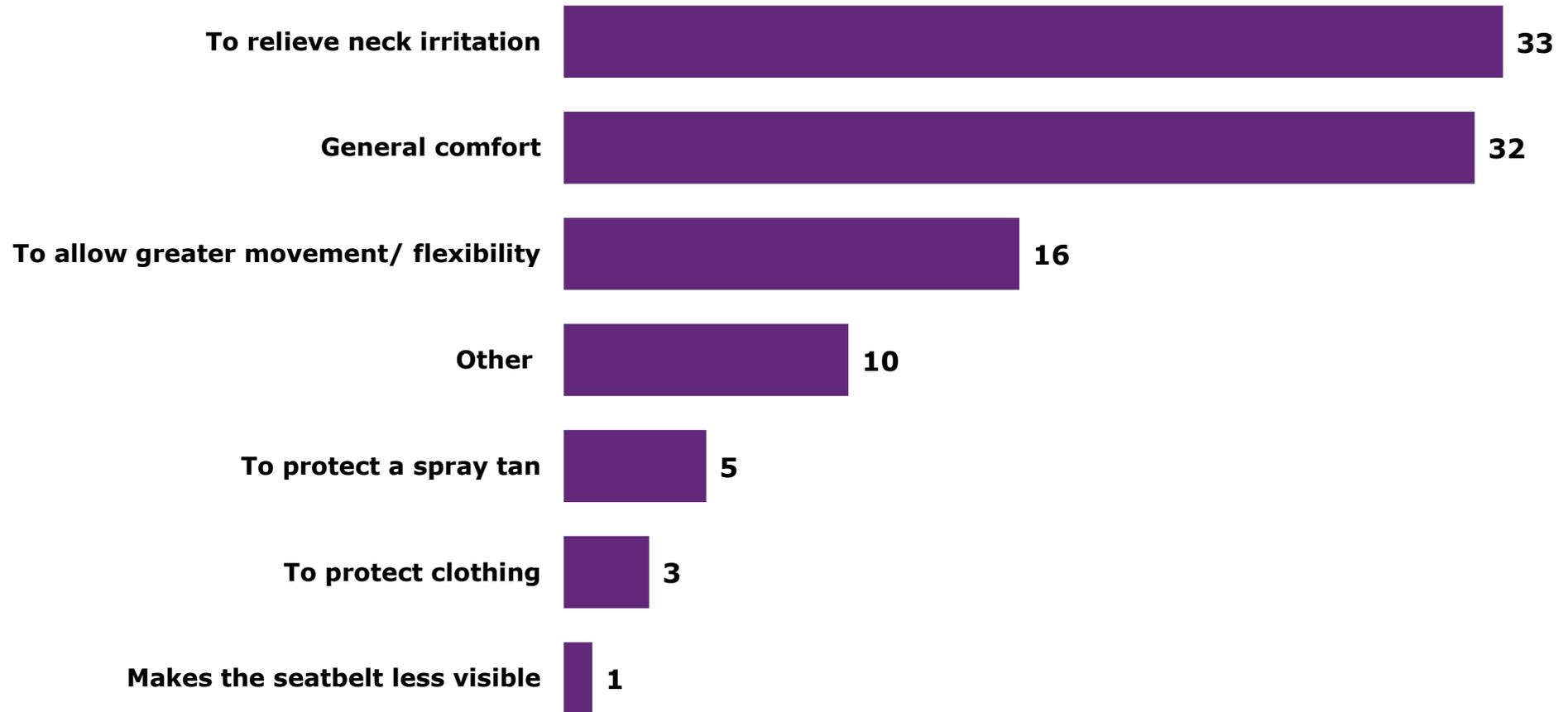


Q.4

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?

# Most likely cause for wearing seatbelt under arm

Base: Women 17-34 years, N – 300



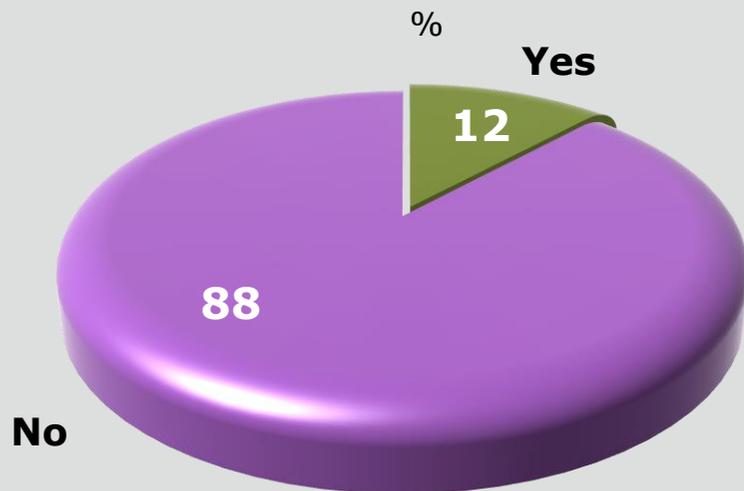
Q.5

And which of these is the most likely to cause you or those you know to put the shoulder strap of a seatbelt under your arm?

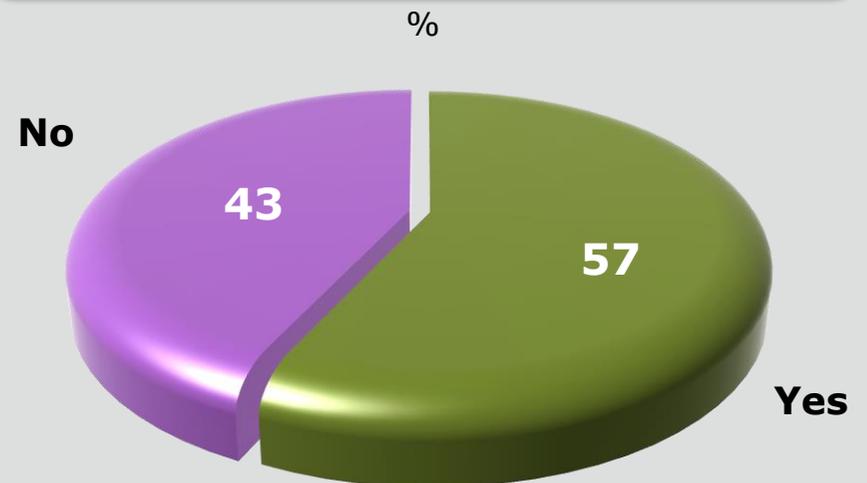
# Seatbelt and spray tan

Base: All participants stating they wear seatbelt under arm to protect spray tan  
– 29\*

Received advice from beautician to wear seatbelt under arm to protect spray tan



Ever encouraged to remain in beauty salon until tan dried before driving home



Any relationship between wearing seatbelt under arm and encouragement from beauticians/ beauty salons is minor.

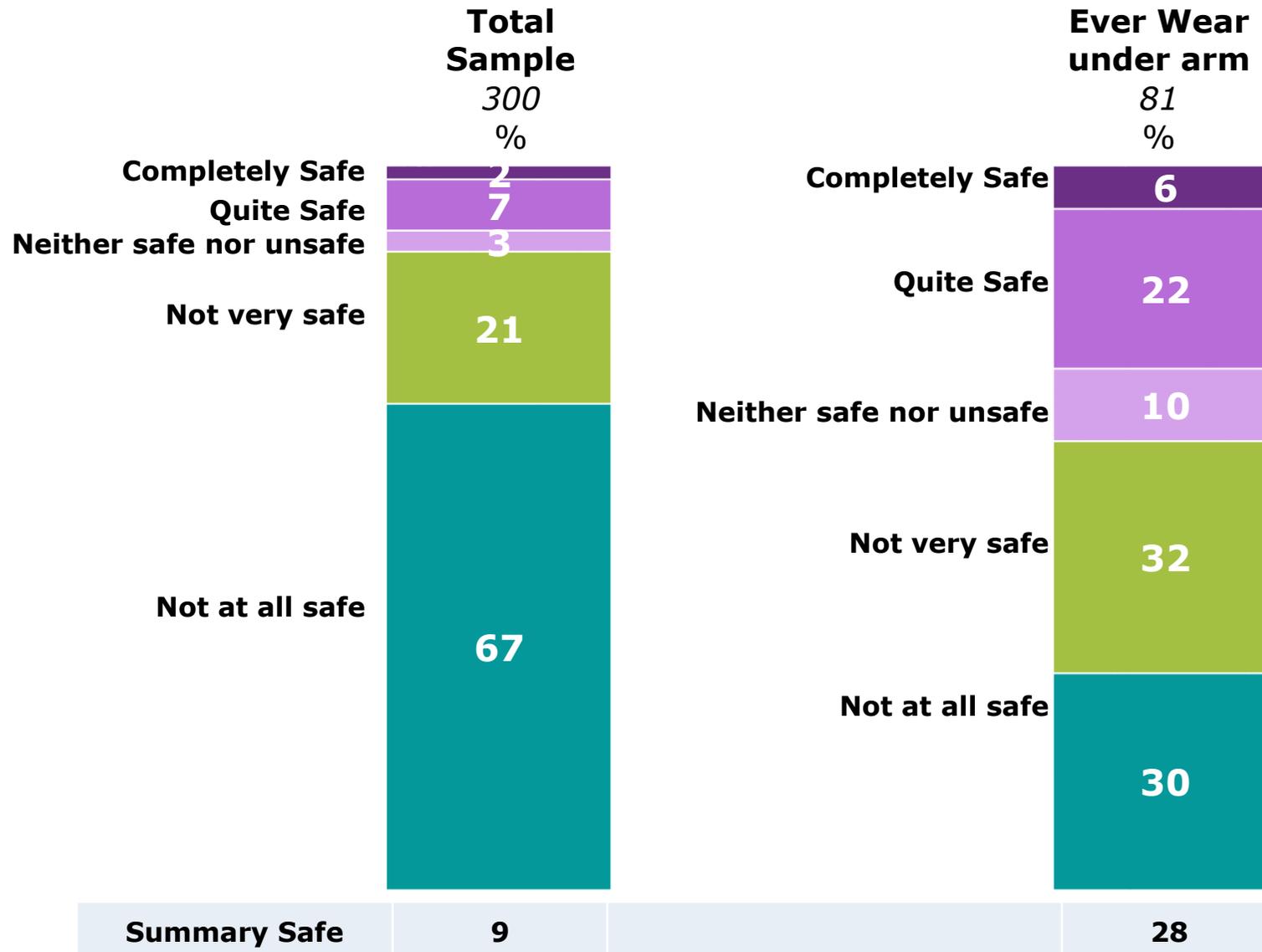
\*Caution:  
low base



- Q.9 Has a beautician, or anyone working in a salon ever advised you to put the shoulder strap of the seatbelt under your arm to protect a spray tan
- Q.10 Have you ever used a beauty salon where you were encouraged to stay in the salon and wait until your tan/polish dried before driving home?

# Perceived safety of wearing seatbelt under arm

Base: Women 17-34 years, N – 300

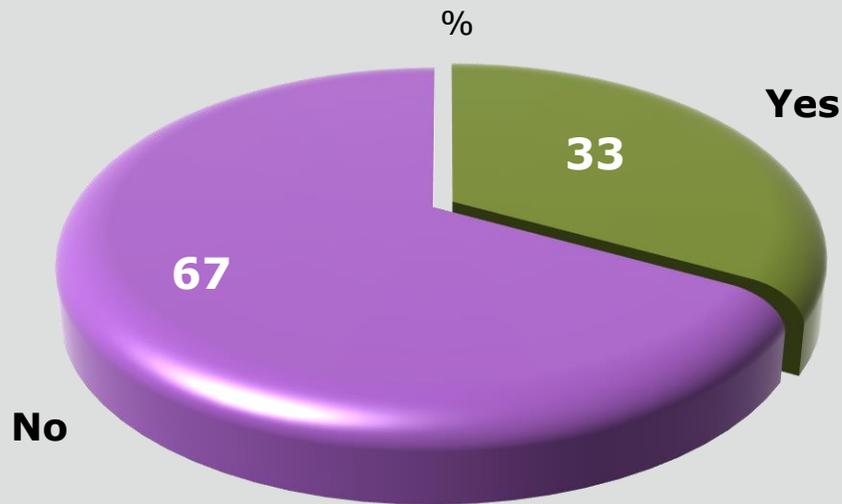


**Only 28% of those who wear seatbelt under arm consider it a safe practice.**

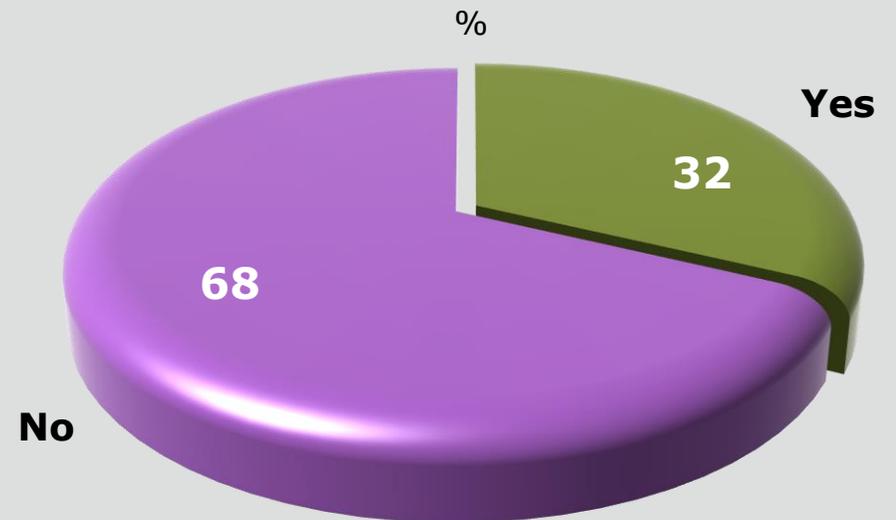
# Incidence of requesting shoulder strap of seatbelt to be placed up on shoulder

Base: Women 17-34 years, N – 300

Ever personally asked Passenger or Driver to place shoulder strap of seatbelt up onto their shoulder



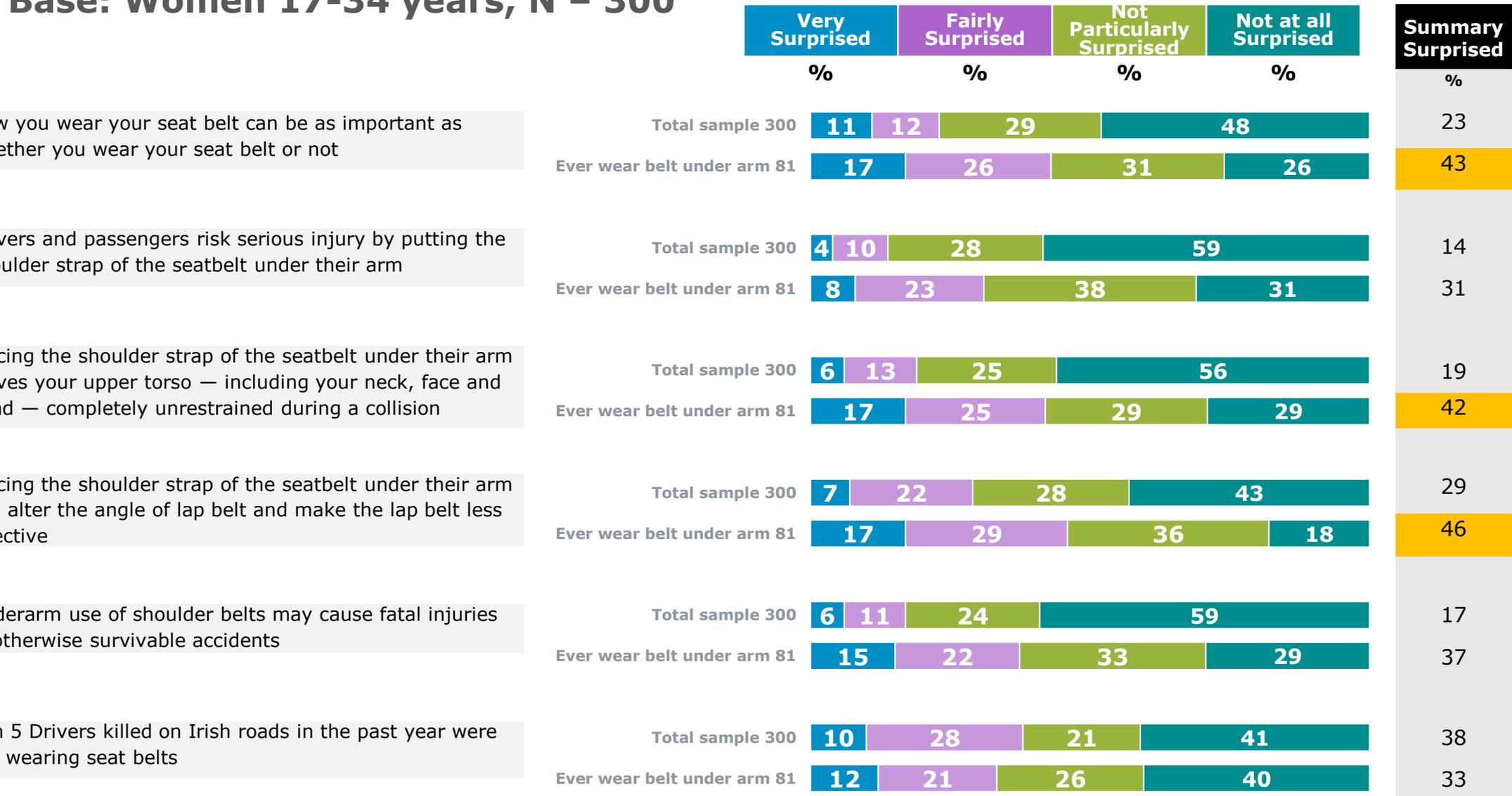
Ever been in car when someone has asked Passenger or Driver to place shoulder strap of seatbelt up onto their shoulder



**1 in 3 have asked others to place the seatbelt up on their shoulder.**

# How surprising are the following statements to you personally

Base: Women 17-34 years, N – 300



**Three statements generate the strongest surprise among those who wear seatbelt under arm.**

A young woman with long, curly blonde hair is shown from the chest up, sitting in the driver's seat of a car. She is wearing a white tank top and a black watch on her left wrist. She is looking down at her seatbelt buckle, which she is holding with her right hand. Her left hand is resting on the seatbelt strap. The car's interior is visible, including the beige leather seat and the seatbelt. The text "Summary & Conclusions" is overlaid on the left side of the image in a large, white, sans-serif font. In the bottom left corner, there is a logo consisting of the letters "B&A" in a stylized, blue and white font.

# Summary & Conclusions



# Summary & Conclusions

- While seatbelt compliance is consistently very strong among young females, it is not universal: e.g. 23% do not always wear a seat belt as a rear passenger.
- Incidence of wearing seatbelt **under arm** is significant:
  - ❖ 28% admit to doing it themselves;
  - ❖ near 50% indicate their friends do so.
- Key reasons for putting seatbelt under arm are to relieve neck tension and general comfort.
- Only 28% of those who wear seatbelt under arm consider it a safe practice.
- Three statements generate the strongest surprise among those who wear seatbelt under arm:
  - ❖ How you wear your seatbelt can be as important as whether you wear your seatbelt or not.
  - ❖ 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.
  - ❖ Placing the shoulder strap of the seatbelt under their arm can alter the angle of lap belt and make the lap belt less effective.



**THANK YOU**

MILLTOWN HOUSE  
MOUNT SAINT ANNES  
MILLTOWN  
DUBLIN 6

+353 1 205 7500  
info@banda.ie

[www.banda.ie](http://www.banda.ie)