

RSA observational study 2016 - Seatbelt wearing



Research Objective

The aim of this project was to gather observational data of seatbelt wearing rates for adults and children, both in the front and the rear of the vehicle.

Methodology

- During October and November of 2016, Tracsis PLC were commissioned by the RSA to conduct the annual Seatbelt Usage survey. There were 23,587 adults observed and 4,257 children observed. Surveys were undertaken at 152 sites across Ireland on weekdays between 08:00 – 19:30. These sites comprised four different target groups:

Target Group	No. Sites
Front and Rear Adult Occupants	111
Rear Adult Occupants	13
Primary School Children	13
Secondary School Children	15

Key Findings

Seatbelt Compliance

- 91% of all adults were wearing seatbelts
- Rear occupants showed the worst seatbelt compliance at 74%
- Front passenger seatbelt compliance was highest at 94%

Adult Seatbelt Compliance	Occupant Type			
	Driver	Front Passenger	Rear Passenger	Overall
Yes	92%	94%	74%	91%
No	8%	6%	26%	9%

- Overall 88% of children were observed wearing seatbelts, with no clear bias between gender.

Children's Seatbelt Compliance	Occupant Gender		
	Male	Female	Overall
Yes	88%	87%	88%
No	12%	13%	12%
Yes	1,757	1,973	3,730
No	235	292	527