Northern Ireland Road Safety Partnership - Public Attitude Survey

2016 Results Report

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Contents

Key Findings

- The results of the 2016 Public Attitudes Survey indicated that public perception of the impact of the safety cameras was generally positive, with nearly three-quarters (73%) of respondents agreeing that 'fewer collisions are likely to happen on roads where safety cameras are installed'.

- Almost three-quarters (71%) of respondents agreed that 'cameras mean that dangerous drivers are now more likely to get caught'.

- Public perception of the purpose of the safety cameras was also encouraging, with more than three-quarters (77%) of respondents agreeing that 'cameras are meant to encourage drivers to keep to the speed limits not to punish them'.

- Less than half (47%) of respondents agreed that 'cameras are an easy way of making money out of the motorist', while almost one-third (32%) disagreed.

- Over four-fifths (82%) of respondents agreed that 'the primary aim of the safety cameras is to save lives'.

- The findings indicated that public support for the cameras remains high, with the majority of respondents (88%) in agreement with the statement that 'the use of safety cameras should be supported as a method of reducing casualties'.

- Only 6% of respondents agreed that 'there are too many safety cameras in our local area', while 72% of respondents disagreed.

- When asked to choose the most effective method for saving lives from a given list, 38% chose 'speed vans that move around locations', 30% chose 'average speed camera systems' and 29% 'fixed speed cameras'.

- Two fifths of respondents felt that any additional funds from the scheme should be spent on 'training young people in general safety issues, including road safety', while almost one-quarter (24%) said 'road safety training'. Just over one in ten believed the money should be spent on 'additional cameras and equipment'.

- When prompted for their own ideas on how additional funds from the scheme should be spent, the most commonly mentioned responses were 'road improvements 'and 'money should be spent on hospitals'.

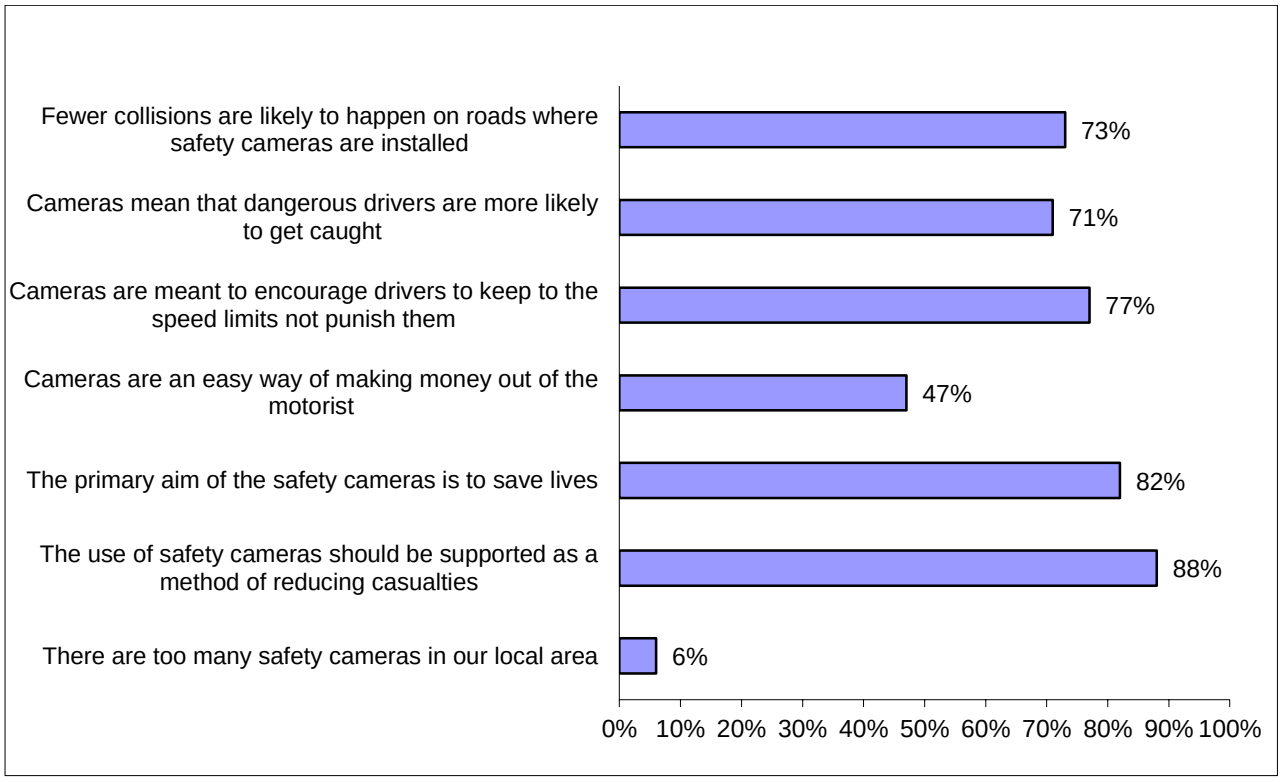
- Almost three fifths (58%) of drivers who responded to survey reported that they adjusted their driving behaviour when passing safety cameras.

Summary

The survey results indicate that public attitudes are generally positive in relation to the work of the NI Road Safety Partnership. This has remained relatively unchanged over the years, despite a reduction in the speed threshold and a marked increase in the number of detections since the first survey was conducted in 2007.

In terms of impact, the majority of respondents felt that fewer collisions and dangerous drivers being caught were likely outcomes of the partnership. There was good understanding of the purpose of the partnership among respondents, with the majority recognising that the cameras are primarily to deter speeding rather than punish those exceeding speed limits and to save lives. However, almost half of those questioned believed that cameras are an easy way to make money out of the motorist. Nonetheless, public support for the partnership was high and most respondents supported the use of safety cameras to reduce casualties, with only a small proportion reporting that there were too many safety cameras in their area.

Figure 1 Percentage of respondents who agreed with the statements given



Context

The Northern Ireland Road Safety Partnership (NIRSP) was established in July 2003 with the aim of reducing the number of casualties on Northern Ireland's roads through targeted speed enforcement at sites with a history of collisions and a speeding problem. In line with best practice in England and Wales, the NIRSP is required to monitor and evaluate general public acceptance of the scheme. Since 2007, the NIRSP have commissioned questions in the Northern Ireland (NI) Omnibus Survey to collect information regarding public attitudes of the use of safety cameras in NI. The questions are primarily a series of statements with which respondents agree or disagree in relation to the perceived impact, purpose of and support for the safety camera scheme.

The NI Omnibus Survey is carried out on a regular basis by the Northern Ireland Statistics and Research Agency (NISRA) and is designed to provide a snapshot of the lifestyle and views of the people of NI on a wide range of issues. The sample for the survey is drawn using a systematic random sample of addresses selected from the Land and Property Services Agency list of private addresses. For the NIRSP Public Attitudes Survey in 2016, a total of 2,200 addresses were selected for interview with 946 responses received, giving a response rate of 43%.

Statistical significance

As this survey is based on a sample, the results obtained are subject to sampling error. Therefore, there may appear to be a difference in the levels of agreement across demographic groups, but these variations may not be statistically significant. In order to assist with the interpretation of the report findings, significance tests were conducted and only those differences that are statistically significant ($p<0.05$) are reported. Therefore any increases or decreases highlighted in this report reflect a statistically significant difference in the survey results.

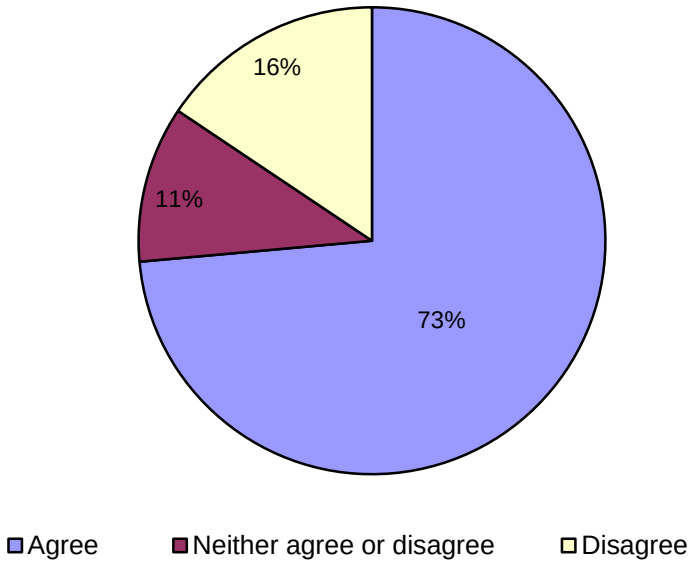
Technical details of the survey and the demographical profile of respondents' are provided in the appendix.

Section One – Perceived impact of the NI Road Safety Partnership

Respondents were asked if they agreed or disagreed that 'Fewer collisions are likely to happen on roads where safety cameras are installed'. The results showed that:

- almost three-quarters of respondents (73%) agreed or agreed strongly with this statement.
- those from rural areas were more likely to agree with this statement than those from urban areas (77% and 71% respectively)[1].
- those who drive were more likely agree that fewer collisions are likely to happen on roads where safety cameras are installed[1] than those respondents who did not drive.

Figure 2 'Fewer collisions are likely to happen on roads where safety cameras are installed'



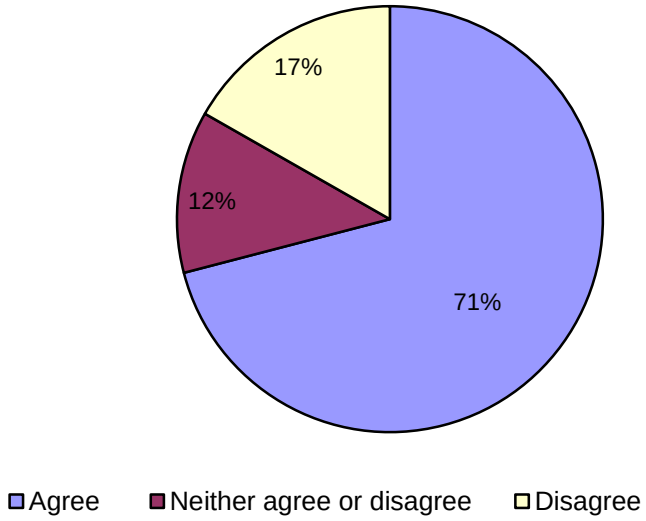
[1] Significant difference at the p<0.05 level

In response to the statement that ‘Cameras mean that dangerous drivers are now more likely to get caught’, the findings showed that:

- while the majority of respondents (71%) agreed with this statement, this has decreased by 7 percentage points since 2014, when 78% were in agreement.[1]

- of those respondents aged 65 years and over, 77% agreed that cameras mean dangerous drivers are more likely to get caught, compared with 68% of those in younger age groups.[1]

Figure 3 ‘Cameras mean that dangerous drivers are now more likely to get caught’



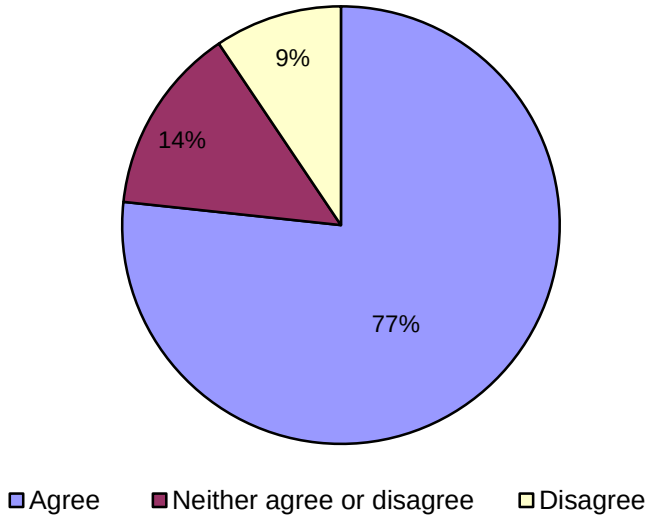
[1] Significant difference at the p<0.05 level

Section Two – Perceived purpose of the NI Road Safety Partnership

When asked if 'Cameras are meant to encourage drivers to keep to the speed limits not to punish them':

- more than three-quarters (77%) of respondents agreed.
- almost four-fifths (79%) of those females who responded agreed.
- significantly less respondents aged 25-34 agreed (67%) when compared with all other age groups (78%).[1]

Figure 4 'Cameras are meant to encourage drivers to keep to the speed limits not to punish them'



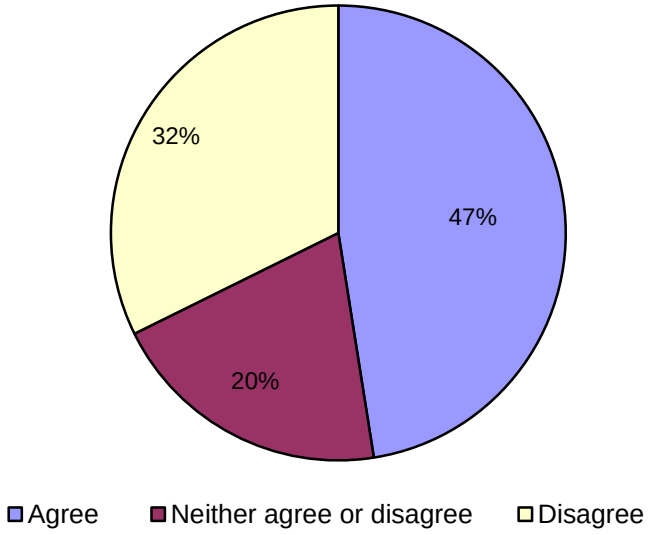
Respondents were asked if they agreed or disagreed that 'Cameras are an easy way of making money out of the motorist'. The results showed that:

- less than half (47%) of those who responded agreed with the statement and almost one-third (32%) disagreed.

- males were more likely to agree with this statement with 54% of males who responded agreeing, compared with 41% of females[1].

- those who drive were more likely agree with this statement (50%) than those who did not drive (39%) [1].

Figure 5 'Cameras are an easy way of making money out of the motorist'

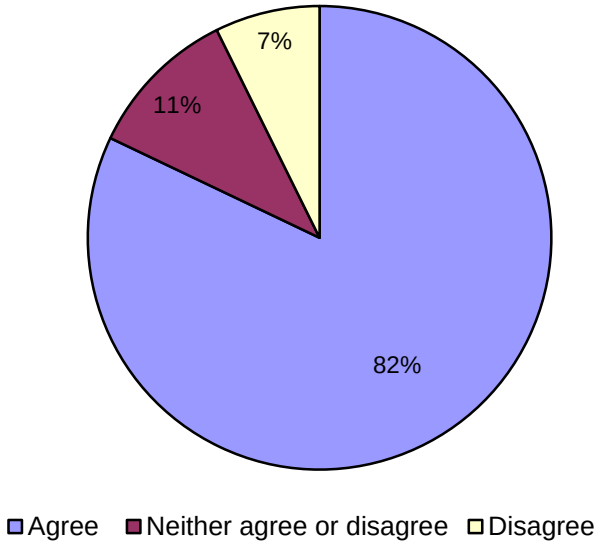


[1] Significant difference at the p<0.05 level

In response to the statement that 'The primary aim of the safety cameras is to save lives', the findings showed that:

- over four-fifths (82%) of survey respondents agreed.
- support for this statement was similar across different genders, ages, drivers / non-drivers and those who lived in urban and rural areas.

Figure 6 'The primary aim of the safety cameras is to save lives'



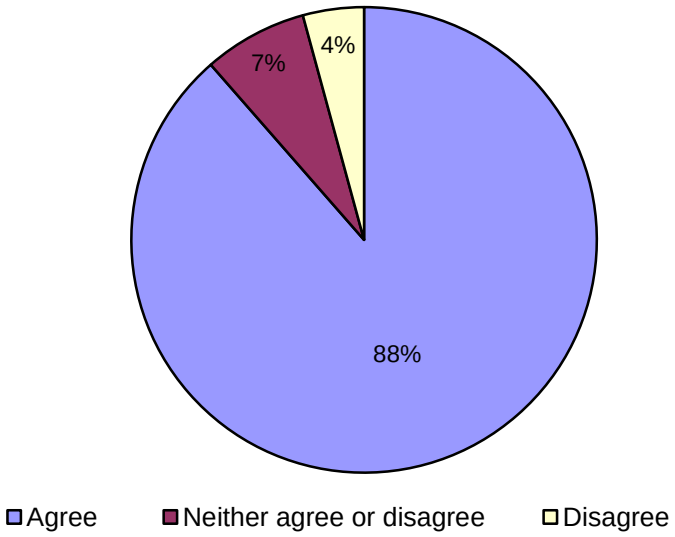
Section Three – Public support for the NI Road Safety Partnership

Respondents were asked if they agreed or disagreed that 'The use of safety cameras should be supported as a method of reducing casualties'. The results showed that:

- 88% of respondents agreed with this statement with only 4% of respondents disagreeing.

- there was no significant difference in responses by gender, age, area or drivers / non-drivers.

Figure 7 'The use of safety cameras should be supported as a method of reducing casualties'

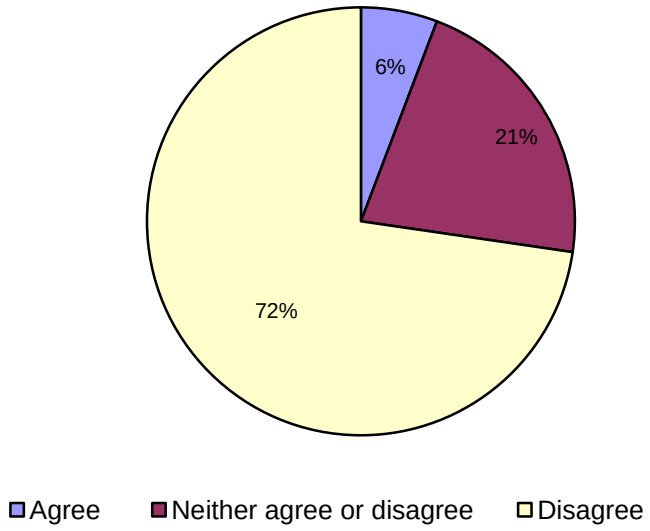


When asked if they agreed or disagreed that ‘There are too many safety cameras in our local area’:

- 72% of respondents disagreed and only 6% of respondents agreed that there are too many cameras in their local area.

- there was no significant difference in responses by gender, age, area or drivers / non-drivers.

Figure 8 ‘There are too many safety cameras in our local area’



Section Four – Most effective method of speed enforcement

Respondents were asked to choose the method of speed enforcement they believed to be the most effective in saving lives. The results showed that:

- respondents believed that speed vans that move around locations were more effective in saving lives than average speed cameras or fixed cameras.

- 3% of respondents believed that none of the current methods of enforcement were effective in saving lives.

Table 1 Most effective method of speed enforcement

Method of enforcement	% of respondents
Speed camera vans that move around locations	38
Average speed camera systems that monitor vehicle speed over distance	30
Fixed speed cameras	29
None are effective	3

- While overall the highest proportion of respondents believed that a speed camera van that moves around locations is the most effective method of enforcement, this actually changed to average speed camera systems for those respondents aged 16-24.

Table 2 Most effective method of speed enforcement – responses by respondent characteristics

		Speed camera vans that move around locations	Average speed camera systems	Fixed speed cameras	None are effective
		%	%	%	%
Gender	**Male**	36	32	28	3
	Female	39	28	29	2
Age	**16 - 24**	31	40	29	0
	25 - 34	36	34	23	4
	35 - 49	36	31	30	2
	50 - 64	42	29	25	3
	65+	37	24	34	3
Area	**Urban**	37	30	29	3
	Rural	38	31	28	2
Drive	**Yes**	40	30	28	2
	No	32	30	31	3
Overall		**38**	**30**	**29**	**3**

Section Five – Spending of additional funds

This question gave the respondents the opportunity to suggest how they think any additional funds raised via the scheme should be spent. Three options were presented and an opportunity to specify 'other' was also given. Respondents could give more than one answer so totals will not add to 100%.

Table 3 Suggestions on how additional scheme funds should be spent

Option	% of responses
Additional cameras and equipment	12
Road safety training	24
Training young people in general safety issues, including road safety	41
Other	6

Examples of other areas that respondents suggested for how the additional funds could be spent included road improvements, community services, better lighting and cycle lanes.

Section Six – Driving behaviour

This question was new to the survey in 2016 and asked those respondents who had previously said they do drive how their driving behaviour was affected by safety cameras. It found that:

- almost three fifths (58%) of drivers who responded to the survey adjusted their driving behaviour when passing safety cameras.

Table 4 Effect of safety cameras on respondent driving behaviour

Behaviour	% of respondents
I do not change my driving behaviour	42
I slow down temporarily until past the camera	29
I slow down for the remainder of the journey	13
I slow down over a longer period of time i.e. on future journeys	16

- While 42% of drivers did not change their behaviour, this was significantly lower for drivers ages 25-34 (26%) who reported that they were more likely to slow down temporarily until past the camera[1].

Table 5 Effect of safety cameras on respondent driving behaviour - responses by respondent characteristics

		I do not change my driving behaviour	I slow down temporarily until past the camera	I slow down for the remainder of the journey	I slow down over a longer period of time i.e. on future journeys
		%	%	%	%
Gender	**Male**	39	32	14	16
	Female	45	26	13	16
Age	**16 - 24**	55	20	9	16
	25 - 34	26	44	14	15
	35 - 49	37	33	14	16
	50 - 64	38	30	12	19
	65+	55	19	14	11
Area	**Urban**	39	30	13	17
	Rural	45	28	13	14
Overall		**42**	**29**	**13**	**16**

[1] Significant difference at the p<0.05 level

Section Seven – Comparisons with previous Public Attitude Surveys

Table 6 shows that:

- public support for the use of safety cameras has remained relatively high over time and the variation in responses year on year was, for the most part, not significant.

- there was a significant reduction however, in the number of respondents who believed that cameras mean that dangerous drivers are more likely to get caught, down from 78% in 2014 to 71% in 2016.

Table 6 Percentage of respondents who agreed with the statements given, 2007 - 2016

	% who agreed 2016	% who agreed 2014	% who agreed 2012	% who agreed 2009	% who agreed 2007	Significance (2016 compared with 2014
Fewer collisions are likely to happen on roads where safety cameras are installed	73%	72%	68%	65%	70%	NOT SIGNIFICANT
Cameras mean that dangerous drivers are now more likely to get caught	71%	78%	70%	70%	68%	SIGNIFICANT
Cameras are meant to encourage drivers to keep to the speed limits, not punish them	77%	75%	74%	78%	75%	NOT SIGNIFICANT
Cameras are an easy way of making money out of the motorist	47%	47%	50%	52%	49%	NOT SIGNIFICANT
The primary aim of safety cameras is to save lives	82%	82%	78%	81%	80%	NOT SIGNIFICANT
The use of safety cameras should be supported as a method of reducing casualties	88%	87%	86%	85%	86%	NOT SIGNIFICANT
There are too many safety cameras in our local area	6%	6%	9%	7%	5%	NOT SIGNIFICANT

Appendix 1: Tables of results by respondent characteristics, 2016

***Fewer collisions are likely to happen on roads where safety cameras are installed.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	73.3%	71.2%	75.1%	72.3%	69.3%	68.3%	75.6%	77.9%	70.8%	77.3%
Agree strongly	19.3%	19.4%	19.2%	25.4%	11.9%	21.4%	19.7%	17.2%	19.6%	18.9%
Agree	53.9%	51.8%	55.9%	46.9%	57.4%	46.9%	55.9%	60.6%	51.2%	58.4%
Neither agree nor disagree	10.8%	10.2%	11.4%	10.7%	13.6%	11.9%	9.1%	10.5%	12.5%	8.2%
Total Disagree	15.5%	18.6%	12.7%	16.9%	17.0%	19.8%	14.4%	11.0%	16.4%	14.1%
Disagree	13.8%	16.0%	11.8%	16.9%	14.8%	16.7%	12.8%	10.3%	14.6%	12.6%
Disagree strongly	1.7%	2.6%	0.9%	0.0%	2.3%	3.1%	1.6%	0.7%	1.8%	1.5%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.8%	0.7%	0.4%	0.5%

***Cameras mean that dangerous drivers are now more likely to get caught.**

		GENDER		AGE					URBAN/RURAL	
	Total	Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	70.7%	69.4%	71.9%	69.5%	72.7%	66.3%	68.5%	77.6%	71.7%	69.1%
Agree strongly	18.3%	18.8%	17.8%	24.3%	18.8%	21.8%	17.5%	12.8%	18.9%	17.2%
Agree	52.4%	50.5%	54.1%	45.2%	54.0%	44.5%	51.0%	64.8%	52.8%	51.9%
Neither agree nor disagree	12.2%	13.0%	11.5%	17.5%	10.2%	12.3%	12.2%	10.7%	11.9%	12.7%
Total Disagree	16.7%	17.6%	15.9%	13.0%	17.0%	21.4%	18.7%	11.0%	16.0%	17.9%
Disagree	14.3%	14.1%	14.5%	12.4%	16.5%	15.2%	17.7%	9.3%	13.8%	15.1%
Disagree strongly	2.4%	3.5%	1.4%	0.6%	0.6%	6.2%	1.0%	1.6%	2.2%	2.7%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.3%	0.0%	0.7%	0.0%	0.0%	0.0%	0.6%	0.7%	0.4%	0.3%

***Cameras are meant to encourage drivers to keep to the speed limits, not punish them.**

	Total	GENDER		AGE					URBAN/RURAL	
		Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	76.5%	73.9%	78.9%	76.8%	67.0%	73.3%	78.9%	80.9%	75.6%	77.9%
Agree strongly	14.9%	14.5%	15.2%	11.3%	15.3%	15.2%	19.3%	10.7%	16.1%	12.9%
Agree	61.6%	59.4%	63.6%	65.5%	51.7%	58.1%	59.6%	70.2%	59.5%	65.1%
Neither agree nor disagree	13.8%	15.4%	12.4%	20.9%	18.2%	15.4%	10.8%	11.0%	13.1%	15.0%
Total Disagree	9.4%	9.1%	6.9%	2.3%	11.9%	9.5%	8.5%	6.3%	9.4%	5.6%
Disagree	7.9%	10.7%	8.3%	2.3%	14.8%	11.2%	9.8%	7.9%	11.0%	7.0%
Disagree strongly	1.5%	1.6%	1.4%	0.0%	2.8%	1.8%	1.2%	1.6%	1.6%	1.4%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.6%	0.2%	0.3%	0.2%

***Cameras are an easy way of making money out of the motorist.**

	Total	GENDER		AGE					URBAN/RURAL	
		Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	47.3%	54.3%	40.9%	38.4%	55.7%	51.5%	45.3%	45.2%	46.9%	48.0%
Agree strongly	18.2%	23.2%	13.7%	9.6%	15.3%	20.0%	19.1%	20.0%	17.9%	18.8%
Agree	29.1%	31.1%	27.2%	28.8%	40.3%	31.5%	26.2%	25.2%	29.0%	29.2%
Neither agree nor disagree	20.1%	18.1%	21.9%	23.2%	18.2%	23.1%	16.1%	21.0%	21.1%	18.5%
Total Disagree	32.2%	24.7%	33.5%	33.9%	23.3%	23.3%	35.4%	29.1%	29.1%	29.7%
Disagree	29.3%	27.3%	36.6%	38.4%	26.1%	25.3%	38.0%	32.6%	31.6%	33.1%
Disagree strongly	2.9%	2.7%	3.1%	4.5%	2.8%	2.0%	2.6%	3.5%	2.5%	3.5%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.5%	0.2%	0.7%	0.0%	0.0%	0.0%	0.6%	1.2%	0.5%	0.5%

***The primary aim of the safety cameras is to save lives.**

	Total	GENDER		AGE					URBAN/RURAL	
		Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	81.9%	80.0%	83.6%	77.4%	80.1%	81.9%	81.1%	85.3%	80.3%	84.4%
Agree strongly	27.1%	25.8%	28.3%	17.5%	22.2%	36.8%	25.8%	24.2%	24.8%	30.7%
Agree	54.8%	54.2%	55.4%	59.9%	58.0%	45.2%	55.3%	61.1%	55.5%	53.7%
Neither agree nor disagree	10.5%	10.4%	10.6%	16.9%	12.5%	10.6%	9.6%	8.2%	12.3%	7.7%
Total Disagree	7.3%	8.7%	4.5%	5.1%	7.4%	6.8%	7.3%	5.6%	6.0%	7.4%
Disagree	6.5%	9.5%	5.3%	5.6%	7.4%	7.5%	8.5%	6.3%	7.0%	7.7%
Disagree strongly	0.8%	0.7%	0.8%	0.6%	0.0%	0.7%	1.2%	0.7%	1.0%	0.3%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.3%	0.1%	0.4%	0.0%	0.0%	0.0%	0.8%	0.2%	0.4%	0.2%

***The use of safety cameras should be supported as a method of reducing casualties.**

	Total	GENDER		AGE					URBAN/RURAL	
		Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	88.4%	87.2%	89.4%	87.0%	87.5%	87.4%	87.6%	91.1%	87.0%	90.6%
Agree strongly	22.2%	22.5%	21.9%	19.8%	19.3%	29.5%	21.7%	17.0%	21.6%	23.1%
Agree	66.2%	64.8%	67.5%	67.2%	68.2%	57.9%	65.9%	74.1%	65.4%	67.5%
Neither agree nor disagree	7.2%	7.7%	6.7%	12.4%	9.1%	6.6%	6.3%	5.8%	8.4%	5.1%
Total Disagree	4.2%	4.6%	3.0%	0.6%	3.4%	5.5%	4.5%	2.6%	4.0%	3.3%
Disagree	3.8%	5.0%	3.4%	0.6%	3.4%	5.9%	5.5%	2.6%	4.2%	4.1%
Disagree strongly	0.4%	0.4%	0.4%	0.0%	0.0%	0.4%	1.0%	0.0%	0.2%	0.8%
Refusal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Don't Know	0.3%	0.1%	0.4%	0.0%	0.0%	0.0%	0.6%	0.5%	0.4%	0.2%

***There are too many safety cameras in our local area.**

	Total	GENDER		AGE					URBAN/RURAL	
		Male	Female	16 - 24	25 - 34	35 - 49	50 - 64	65+	Urban	Rural
Total Agree	5.8%	7.2%	4.5%	2.3%	11.9%	4.2%	6.1%	6.1%	6.7%	4.4%
Agree strongly	1.2%	1.2%	1.2%	0.6%	2.3%	0.4%	2.2%	0.7%	1.4%	0.9%
Agree	4.6%	6.0%	3.3%	1.7%	9.7%	3.7%	3.9%	5.4%	5.2%	3.5%
Neither agree nor disagree	21.3%	20.4%	22.1%	33.9%	24.4%	20.5%	16.1%	21.7%	23.2%	18.2%
Total Disagree	71.8%	56.5%	58.9%	53.1%	52.3%	60.8%	60.2%	55.9%	57.5%	58.1%
Disagree	57.8%	71.6%	72.0%	62.7%	63.6%	74.2%	76.6%	70.9%	69.0%	76.4%
Disagree strongly	14.1%	15.1%	13.1%	9.6%	11.4%	13.4%	16.5%	14.9%	11.4%	18.3%
Refusal	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%
Don't Know	1.0%	0.9%	1.2%	1.1%	0.0%	1.1%	1.2%	1.2%	1.0%	1.1%

Appendix 2: Technical Notes

1. The sample

The questions for the Northern Ireland Road Safety Partnership Public Attitudes Survey were included in the Northern Ireland Statistics and Research Agency (NISRA) Omnibus Survey in October 2016.

The sample for the October Omnibus Survey consisted of a systematic random sample of addresses selected from the Land and Property Services Agency list of private addresses. This is the most up-to-date listing of private households and is made available to NISRA for research purposes. People living in institutions (though not in private households in such institutions) are excluded. A total of 2,200 addresses were selected for interview.

The Land and Property Services Agency provides a good sampling frame of addresses, but contains no information about the number of people living at an address. Further selection stages were therefore required to convert the listing of addresses to a listing of individuals from which one person (the 'selected respondent') is chosen to complete the questionnaire.

Interviewers are instructed to call at each address issued in their assignments. At the first stage of the survey, they have to identify the number of households resident at the address and, where necessary complete a household selection table.

The interviewers then list all the members of the household who are eligible for inclusion in the sample; that is, all persons currently aged 16 or over living at the address. From this listing of eligible adults, the interviewer's computer randomly selects one adult. This person, the selected respondent, is then asked to complete the interview.

2. The fieldwork

Addresses were issued to a panel of 180 interviewers in October 2016 and 158 interviewers in November 2016. The fieldwork periods were 3rd October – 5th November and 7th November – 10th December 2016.

3. Representativeness of the sample

In any survey there is a possibility of non-response bias. Non-response bias arises if the characteristics of non-respondents differ from those of the respondents in such a way that they are reflected in the responses given in the survey. Accurate estimates of non-response bias can be obtained by comparing characteristics of the achieved sample with the distribution of the same characteristics in the population at the time of sampling. Such comparisons are usually made to the current Census of Population data.

To assess how accurately the Omnibus Survey sample reflects the population of Northern Ireland the sample has been compared with characteristics of the Northern Ireland population from Mid Year Population Estimates. The Omnibus Sample has also been compared to the achieved sample of the Continuous Household Survey (CHS).

Representativeness of the sample by age and gender (%)

	Mid-Year Population Estimates 2014	CHS 2015/16 (all members of household 16+)	Omnibus (all members of household 16+)	Selected Respondent
Age				
16-24	15	15	10	10
25-34	17	15	12	10
35-49	26	26	26	26
50-64	23	24	27	29
65+	19	20	25	25
Gender				
Male	49	47	49	48
Female	51	53	51	52
Base=100%	1,456,715	4,773	1,728	946

1.4 Weighting

Selecting only one individual for interview at each of the sampled addresses means that the probability of selection for the survey is inversely related to the size of the household. In other words individuals living in large households have a lower chance of being included in the sample than individuals in smaller households. Results are therefore weighted to remove this bias.

Before analysis, all households which provided a selected respondent are examined and the data are weighted in relation to the number of eligible adults at the address derived from the details of household structure recorded by interviewers on the questionnaire. This weighting process adjusts the results to those that would have been achieved if the sample had been drawn as a random sample of adults rather than of addresses. In this sample, 38% of households consisted of one adult, 47% consisted of two adults, 12% contained three adults, while 4% of households consisted of four or more adults.

1.5 Sampling error

No sample is likely to reflect precisely the characteristics of the population it is drawn from because of both sampling and non-sampling errors. An estimate of the amount of error due to the sampling process can be calculated and a confidence interval for the population percentage inferred.

1.6 Statistical significance

Statistical significance tests have been carried out on the findings between the 2016 and 2014 Northern Ireland Omnibus Surveys. These tests are used to establish the degree of confidence with which we can infer the observed findings as an accurate reflection of the views of the population. In this publication, where differences have emerged as being statistically significant, this has been reported at the 5% ($p<0.05$) level of probability (two-tailed). This means that, for any observed result that is found to be statistically significant, one can be 95% confident that this has not happened by chance.