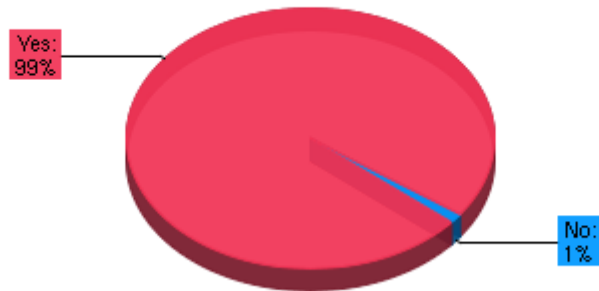


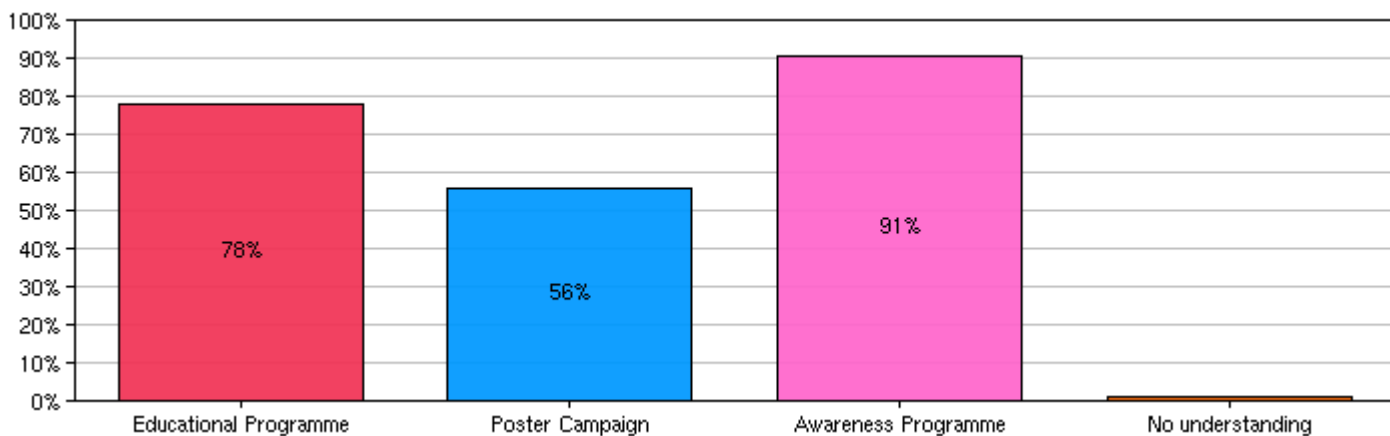
# Live to Play Summary Report - May 4<sup>th</sup> 2011

Do you support Ulster GAA's attempts to address Road Safety?



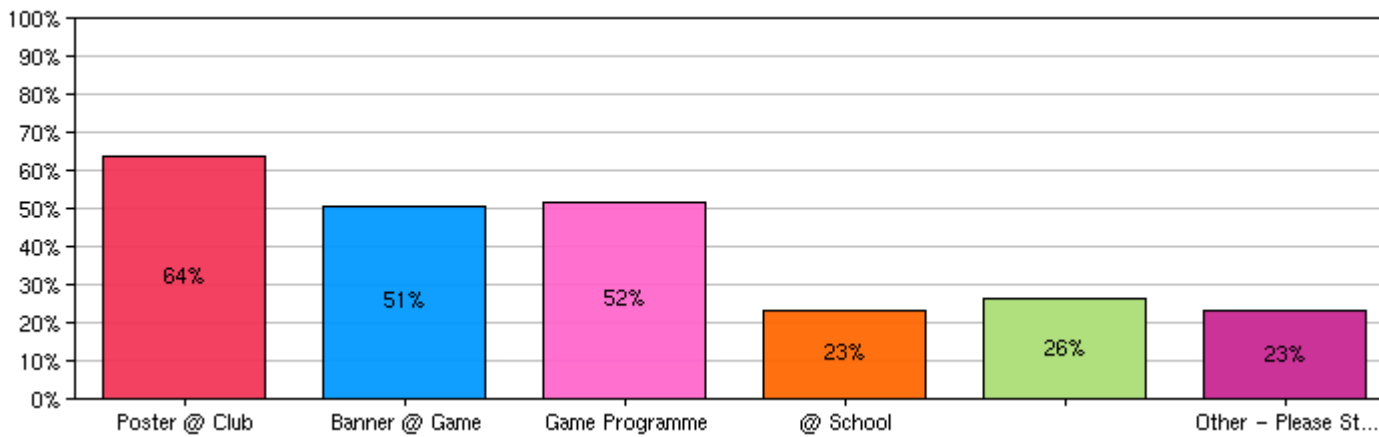
Value	Count	Percent %
Yes	408	98.8%
No	5	1.2%

What is your understanding of the Live to Play campaign? (Tick all that apply)



Value	Count	Percent %
Educational Programme	323	78%
Poster Campaign	231	55.8%
Awareness Programme	375	90.6%
No understanding	5	1.2%

Where have you seen the Live to Play promotional materials? (Tick all that apply)



Value	Count	Percent %
Poster @ Club	264	63.8%
Banner @ Game	210	50.7%
Game Programme	214	51.7%
@ School	96	23.2%
In the press (please state which source)	108	26.1%
Other - Please State:	95	22.9%

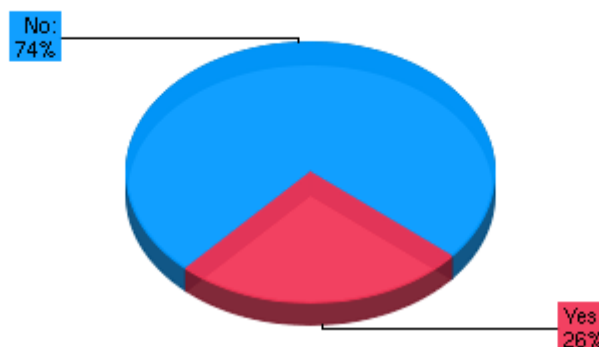
As a result of seeing Live to Play information, has your awareness of the following increased?

	Yes	No	Unsure	Total
<b>General Road Safety</b>	<b>93.0%</b> 383	<b>2.9%</b> 12	<b>4.1%</b> 17	<b>100%</b> 412
<b>Possible 'mistakes' &amp; dangers</b>	<b>87.6%</b> 359	<b>5.1%</b> 21	<b>7.3%</b> 30	<b>100%</b> 410
<b>Impact of accidents on driver/passengers</b>	<b>89.8%</b> 368	<b>3.9%</b> 16	<b>6.3%</b> 26	<b>100%</b> 410
<b>Impact of accidents on family/friends</b>	<b>88.5%</b> 363	<b>4.1%</b> 17	<b>7.3%</b> 30	<b>100%</b> 410

In support of the Live to Play campaign, how much more likely are you to take the following actions to reduce 'mistakes on the road':

	Less likely -- More likely 1 -- 5
<b>Plan journey route</b>	Average Rank 3.89
<b>Wear seatbelt</b>	Average Rank 4.85
<b>Not answer phone while driving</b>	Average Rank 4.57
<b>Reduce other distractions in the car</b>	Average Rank 4.27
<b>Make regular checks to car</b>	Average Rank 4.14
<b>Increase gap between cars</b>	Average Rank 4.38

Have you attended a Live to Play education event?

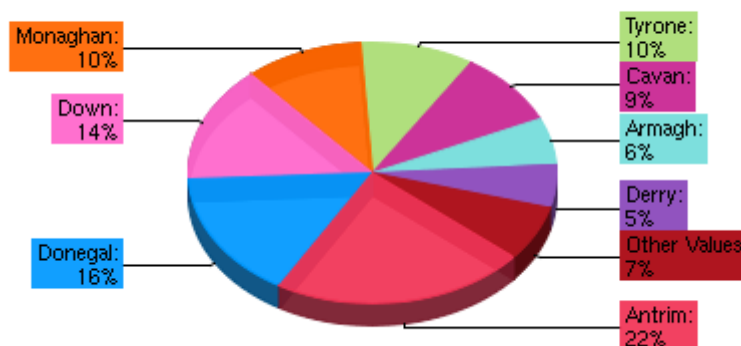


Value	Count	Percent %
Yes	106	25.7%
No	306	74.3%

As a result of attending a Live to Play education event, has your awareness of the following increased?

	Yes	No	Unsure	Total
<b>General Road Safety</b>	<b>86.1%</b> 161	<b>4.8%</b> 9	<b>9.1%</b> 17	<b>100%</b> 187
<b>Possible 'mistakes' &amp; dangers</b>	<b>87.5%</b> 161	<b>4.3%</b> 8	<b>8.2%</b> 15	<b>100%</b> 184
<b>Legislation on Road Safety</b>	<b>77.2%</b> 142	<b>7.1%</b> 13	<b>15.8%</b> 29	<b>100%</b> 184
<b>Impact of accidents on driver/passengers</b>	<b>85.2%</b> 156	<b>4.4%</b> 8	<b>10.4%</b> 19	<b>100%</b> 183
<b>Impact of accidents on family/friends</b>	<b>84.2%</b> 154	<b>6.6%</b> 12	<b>9.3%</b> 17	<b>100%</b> 183

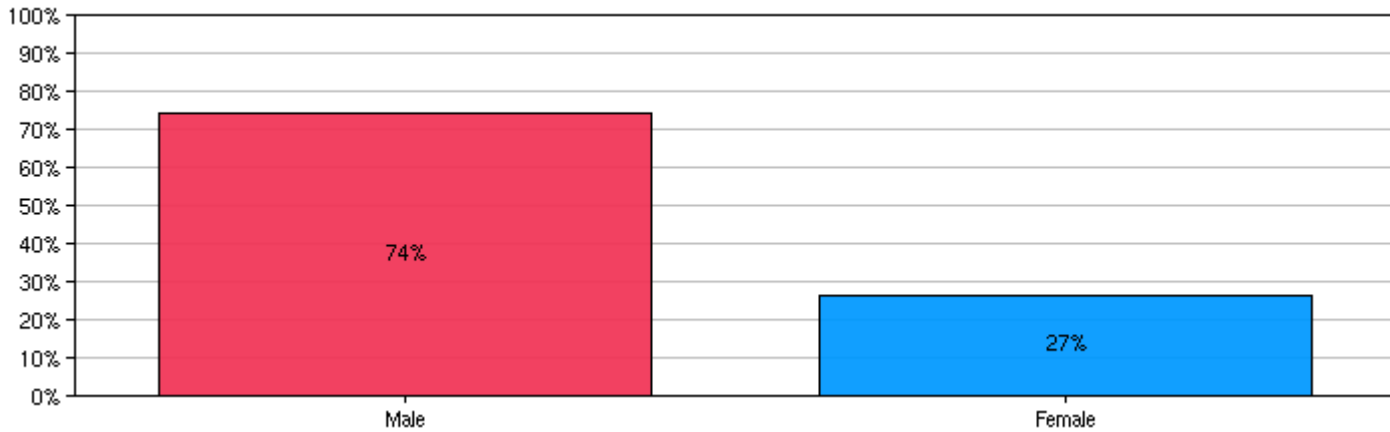
About you: Which county do you hail from:



Value	Count	Percent %
Antrim	92	22.3%
Armagh	24	5.8%
Cavan	38	9.2%
Derry	22	5.3%
Donegal	65	15.8%
Down	59	14.3%

Fermanagh	16	3.9%
Monaghan	43	10.4%
Tyrone	41	10%
Other	12	2.9%

### About you: Gender:



Value	Count	Percent %
Male	304	74%
Female	109	26.5%

### About you: Age:



Value	Count	Percent %
under 18	86	20.9%
18-24	97	23.6%
25-34	90	21.9%

35-54	125	30.4%
55+	13	3.2%