

RSA Alcohol and Driving Research 2017

Prepared for:

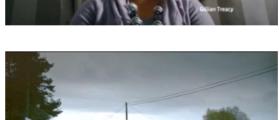


Udarás Um Shábháilteacht Ar Bhóithre Road Safety Authority

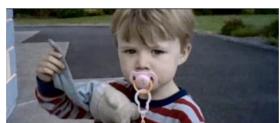
Prepared by John O'Mahony

J.7909





















Research Background & Objectives

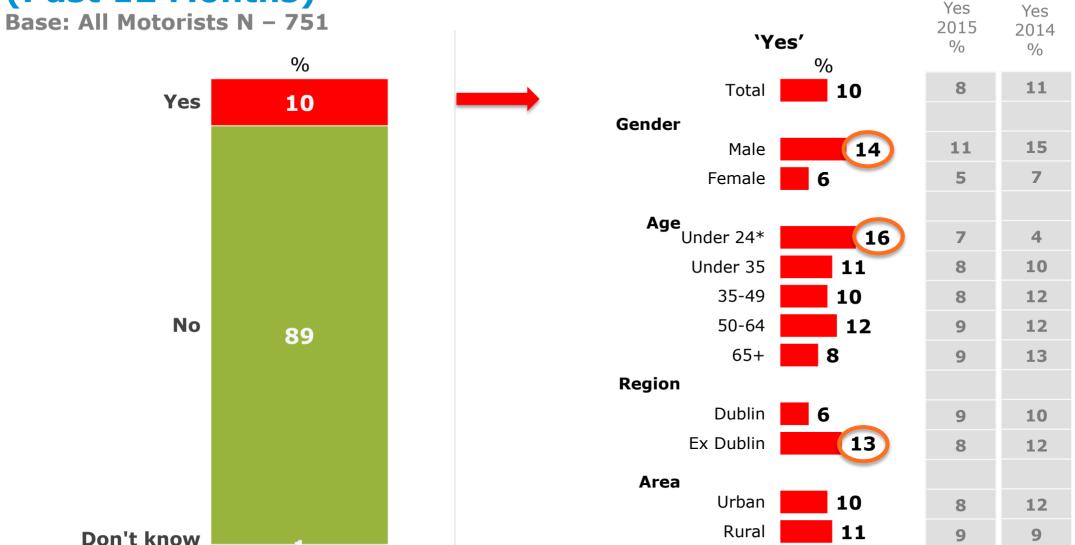
- This research was conducted to monitor attitudinal measures in relation to alcohol and driving.
- The research was conducted by Behaviour & Attitudes on our nationally representative Barometer surveys.
- Each Behaviour & Attitudes Barometer survey is based on a nationally representative quota sample of 1,000 adults (aged 16 years and over) with a fresh sample used for each fortnightly survey.
- The research was conducted from January February 2017.
- All interviewing is conducted by fully trained and experienced members of the Behaviour & Attitudes field-force, who work under direct supervision and are subject to rigorous quality controls (personal, postal and telephone checks). All aspects of our Barometer survey operate to the guideline standards established by the company's membership of the MRS and ESOMAR (the international industry representative body).





Driven a Motor Vehicle After Consuming Any Alcohol

(Past 12 Months)

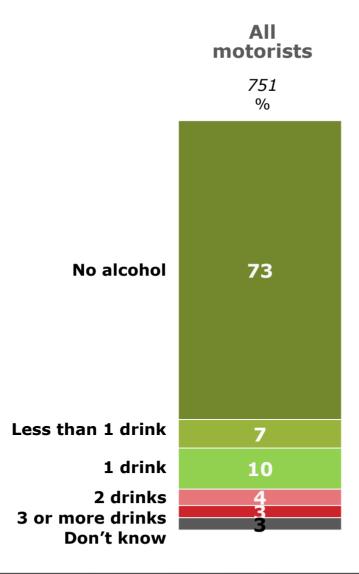


Incidence of driving after consuming alcohol (past 12 months) is evident across each demographic group, e.g. 6% of female motorists, 14% of male motorists etc. Incidence peaks amongst male motorists, under 24 years and outside Dublin.



How much alcohol can you consume and be safe to drive

Base: All Motorists N - 751



In 2017, 73% of Irish motorists claim to have a 'no alcohol limit' before driving.



How much alcohol can you consume and be safe to drive

Base: All Motorists N - 751

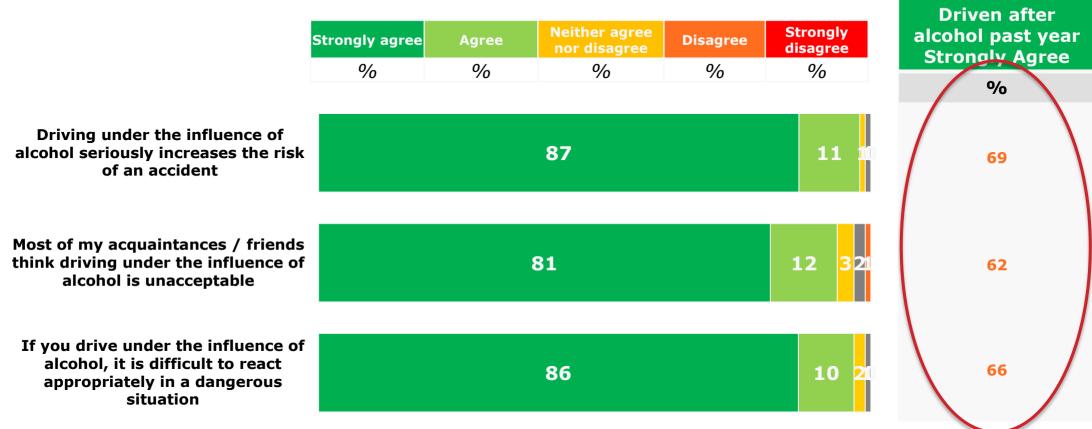
		Driven with alcohol past year		
	Total	Yes	No	
Base:	744	78	666	
	%	%	%	
No alcohol	73	23	80	
Less than 1 drink	7	14	6	
1 drink	10	25	8	
2 drinks	4	16	2	
3 or more drinks	3	18	1	
Don't know	3	2	3	

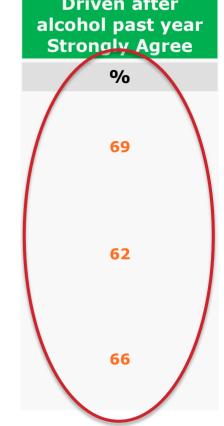
Only 23% of those who consumed alcohol before driving in 'past 12 months' have a 'no alcohol' limit before driving.



Attitudes to Alcohol & Driving

Base: All Motorists n - 751





Those who consumed alcohol before driving in past 12 months are much more likely to have lenient attitudes to alcohol and driving – suggests repeat offenders.

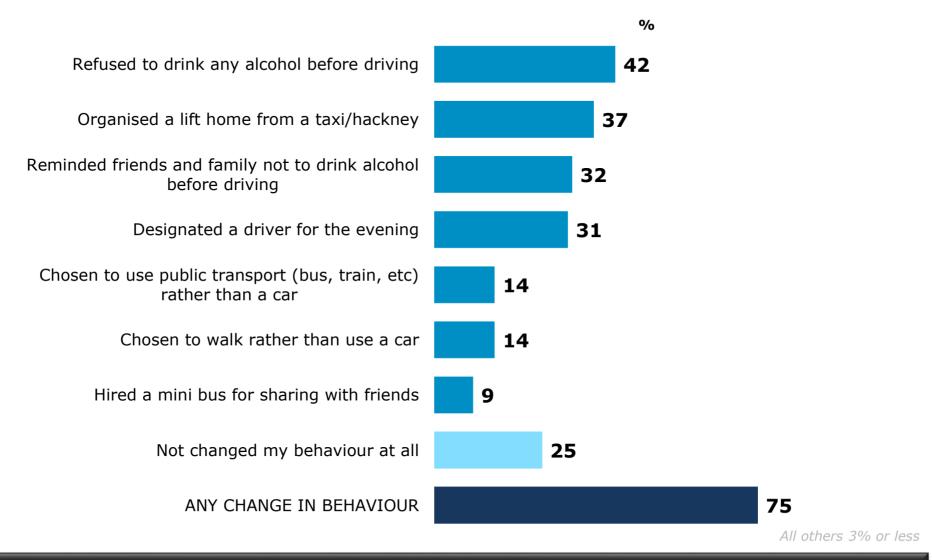


Crashed Lives

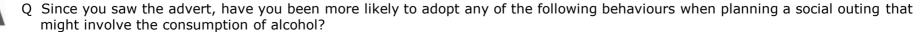


Actions Prompted by Crashed Lives Campaign

Base: Motorists aware of campaign n - 591



3 in 4 motorists aware of the campaign have been more likely to adopt at least one of the positive behaviours when planning a social outing that might include the consumption of alcohol.

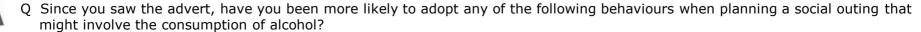


Actions Prompted by Crashed Lives Campaign

Base: Motorists aware of campaign n - 591

	Total		Driven after alcohol past year		
		Yes	No		
Base:	591	53	534		
	%	%	%		
Refused to drink any alcohol before driving	42	33	43		
Organised a lift home from a taxi/hackney	37	61	35		
Reminded friends and family not to drink alcohol before driving	32	42	31		
Designated a driver for the evening	31	43	30		
Chosen to use public transport (bus, train, etc.) rather than a car	14	19	14		
Chosen to walk rather than use a car	14	18	14		
Hired a mini bus for sharing with friends	9	17	8		
Not changed my behaviour	25	19	26		
Any change in behaviour	75	81	74		

Encouragingly, incidence of being more likely to adopt positive behaviours after seeing the Crashed Lives campaign is actually higher among of those who have driven after consuming alcohol in the past year and (are aware of the campaign).



Motorists Segmentation

Segmentation Analysis: Overview

- The National Survey of Driver Attitudes & Behaviour is a long standing cornerstone of the Road Safety Authority research programme.
- The research comprises an ad hoc survey which employs a quota controlled sample design to deliver a nationally representative sample of 1,000 motorists aged above the national car licensing age (17 years+).
- An objective of the research was to identify groups or segments of motorists who engaged in one or more forms of errant behaviour (speeding and rule violation, mobile phone use, etc.) and investigate differences in demographics between these segments.
- To do this we looked at motorists who had similar response patterns across
 a series of key questions relating to driver behaviour.
- We then segmented motorists based on these response patterns.
- **Three segments** were identified, which are broadly defined by increasingly poor driver behaviour (Green, Amber and Red).
- Finally, we ran an analysis, which looked at whether these segments differed significantly on demographic variables.

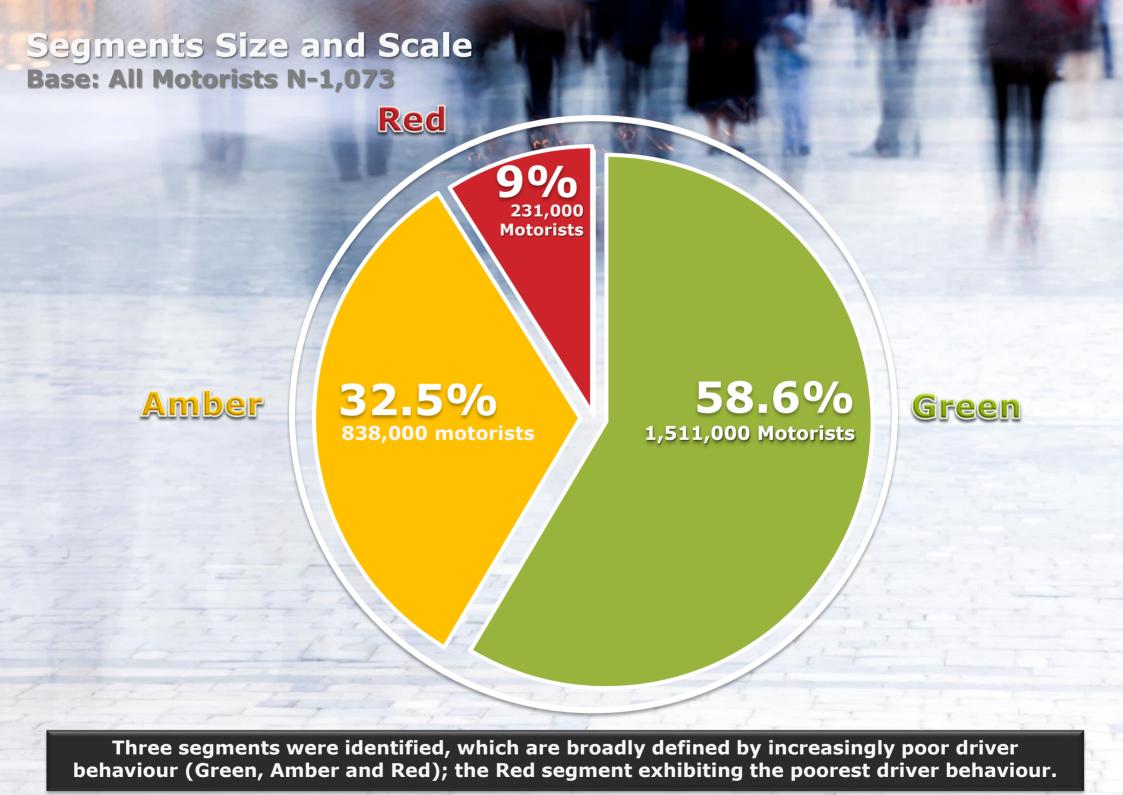


Segmentation Analysis: Overview

6 key behaviour measures were used in the segmentation







Segment Demographic Characteristics

	Total	Segments		
		Green	Amber	Red
Base:	1073	616	351	<i>87</i>
	%	%	%	%
Gender				
Male	51	43	62	60
Female	49	57	38	40
Age				
-24	8	7	8	12
25-34	23	17	31	42
35-49	33	33	33	31
50-64	23	26	20	11
65+	13	17	8	5
Social Class				
ABC1	43	42	44	49
C2DE	48	48	48	48
F	9	10	9	3
Region				
Dublin	30	31	24	38
Leinster	24	23	25	24
Munster	27	28	30	18
Connacht/Ulster	19	19	21	19
Class				
Urban	57	60	53	58
Rural	43	40	47	42



Segment Behavioural Characteristics

Behaviours	Green (58.6%)	Amber (32.5%)	Red (9%)
Drive for Work	17	20	29
High Speeding & Rule Violation	-	32	39
Mobile Phone Danger Group	1	11	83
Safety Camera Manipulator/Defier	13	51	44
Collision as Driver	6	11	14
Alcohol	4	11	22



The Danger Group/ Red Segment over indexes on a range of poor driver behaviour – but are most distinctive in relation to their in-car mobile phone use.

Thank You

BEHAVIOUR ATTITUDES

MILLTOWN HOUSE MOUNT SAINT ANNES MILLTOWN DUBLIN 6

> +353 1 205 7500 info@banda.ie

www.banda.ie

