



The Road Safety Authority

Alcohol & Disqualification from Driving

National Barometer Survey

Prepared for:



Údarás Uim Shábháilteacht Ar Bhóithre
Road Safety Authority

& Irish International

Prepared by
John O'Mahony

January 2017

J.7909

Research Background & Objectives

- This research evaluated attitudes towards being disqualified from driving for alcohol related offences.
- The research was conducted by Behaviour & Attitudes on our nationally representative Barometer survey as part of research on the RSA's Crashed Lives advertising campaign.
- 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.
- 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).
- The research was conducted in January 2017.

Executive Summary



Executive Summary

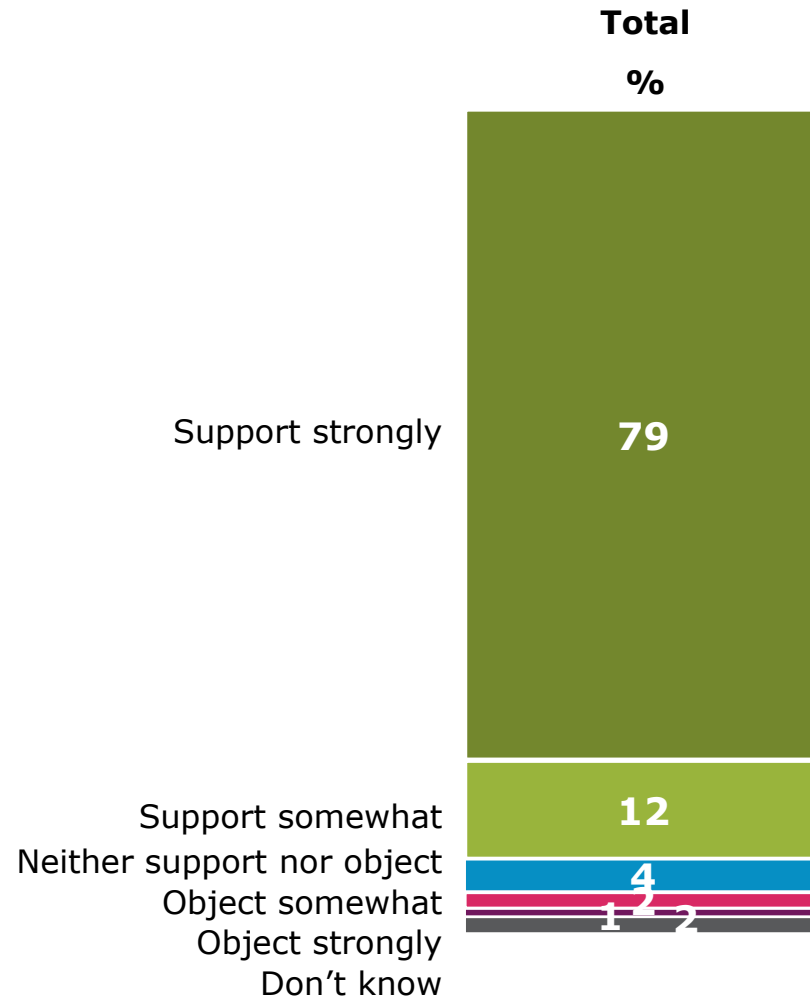
- 91% of Irish adults support any driver caught over the drink driving limit being automatically disqualified from driving.
- Levels of support for automatic disqualification are very similar between motorists and non-motorists and are consistently high across all key demographic groups.
- 61% of those who support (or who are undecided on) the automatic disqualification indicate the length of the disqualification should be 'more than 12 months'.
- The support for a disqualification of 'more than 12 months' is largely comparable between motorists and non-motorists and is over 50% across all demographic groups.

Research Findings



To what extent do you support or object to any driver caught over the drink driving limit being automatically disqualified from driving?

Base: All adults aged 16 years+ n-979 (3,476,000 pop)



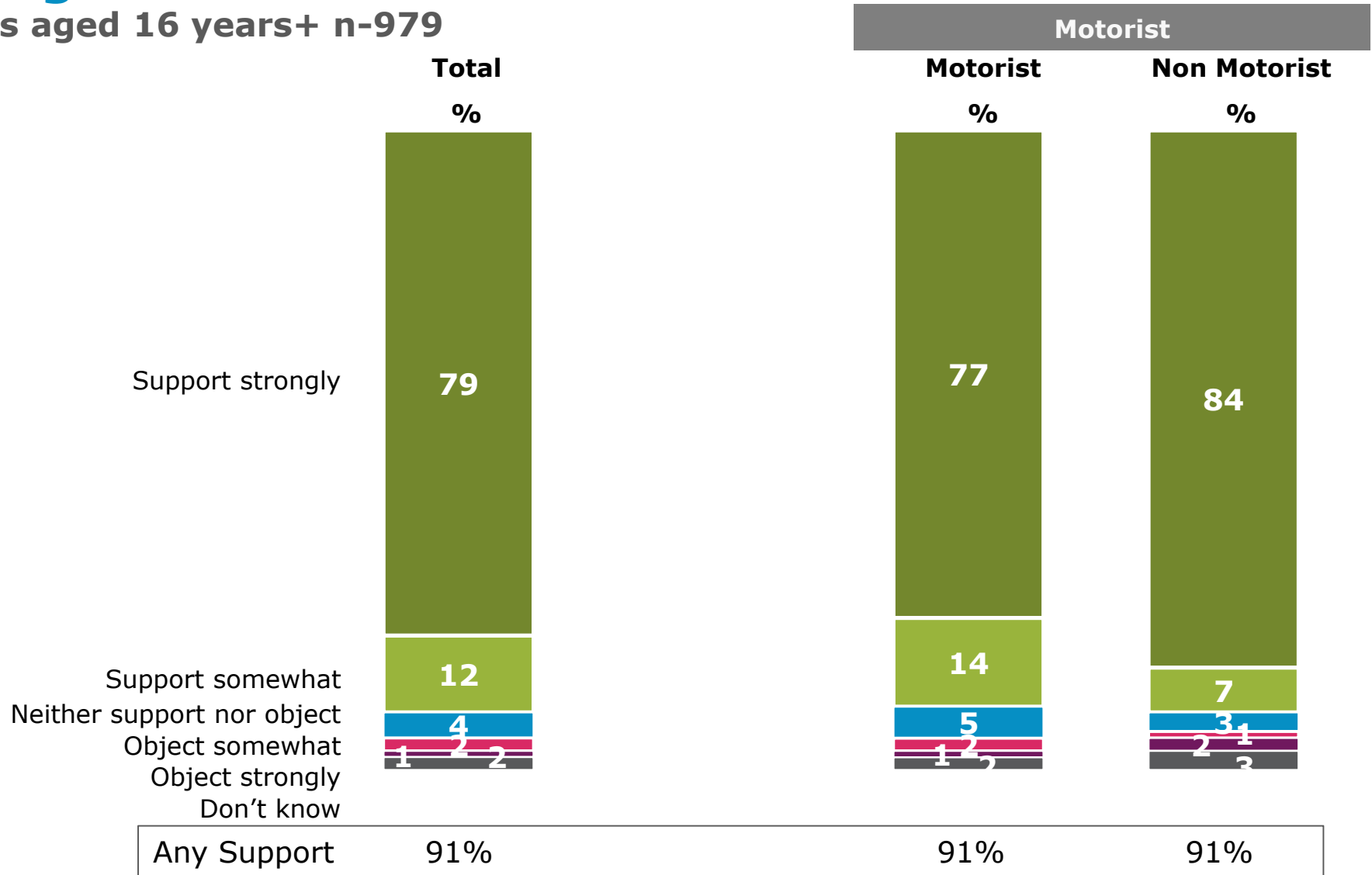
In summary, 91% of Irish adults support any driver being caught over the drink driving limit being automatically disqualified from driving.



Q. To what extent do you support or object to any driver caught over the drink driving limit being automatically disqualified from driving?

To what extent do you support or object to any driver caught over the drink driving limit being automatically disqualified from driving?

Base: All adults aged 16 years+ n-979



Levels of support are very similar between motorists and non motorists.



Q. To what extent do you support or object to any driver caught over the drink driving limit being automatically disqualified from driving?

To what extent do you support or object to any driver caught over the drink driving limit being automatically disqualified from driving?

Base: All adults aged 16 years+ n-979

	Total	Gender		Age					Class			Region				Area	
		Male	Female	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dublin	Leinster	Munster	Conn/UIster	Urban	Rural
Base:	979	477	502	109	178	329	224	139	471	454	54	255	240	338	146	608	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Support strongly	79	74	83	79	71	81	77	86	77	80	79	72	91	76	75	79	78
Support somewhat	12	14	10	11	18	9	14	8	13	11	14	12	7	13	17	10	15
Neither support nor object	4	6	3	2	6	5	5	4	6	3	5	9	1	5	2	5	3
Object somewhat	2	3	1	1	1	3	3	-	2	2	-	1	0	3	5	2	2
Object strongly	1	1	2	3	2	0	1	-	1	1	-	2	0	1	-	2	0
Don't know	2	2	2	4	2	2	1	2	2	2	1	5	-	2	1	2	1
- ANY Support	91	88	93	91	89	90	91	94	89	91	93	84	98	89	92	89	93

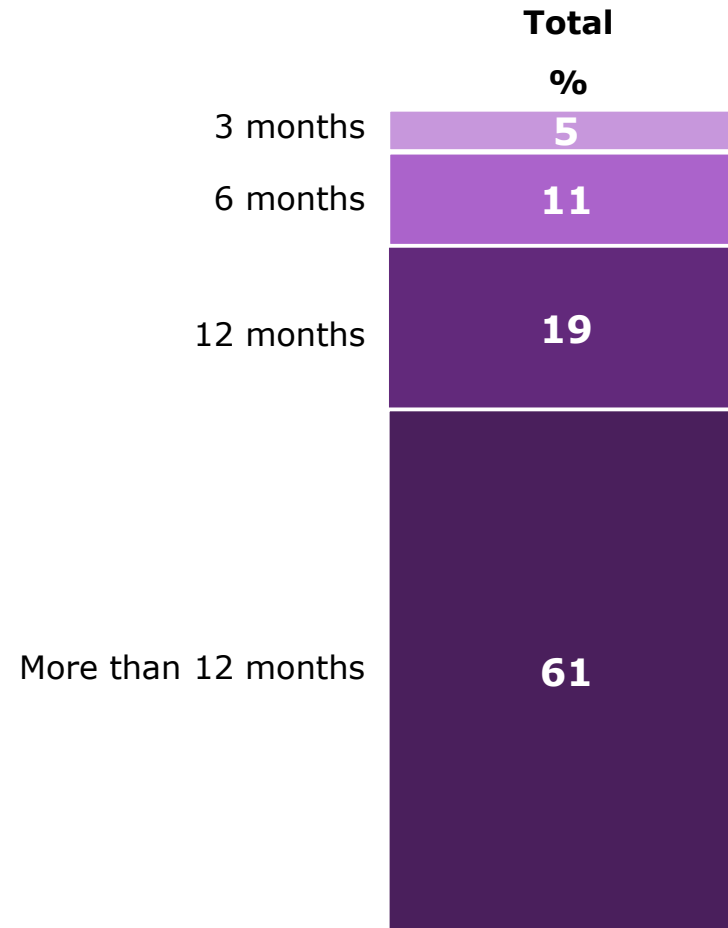
Support levels are consistently very high across all key demographic groups.



Q. To what extent do you support or object to any driver caught over the drink driving limit being automatically disqualified from driving?

If a driver is caught over the drink driving limit, for how long should they be disqualified for in your opinion?

Base: Adults who support (or undecided on) any driver caught over the drink driving limit being automatically disqualified from driving (95%; n-929)



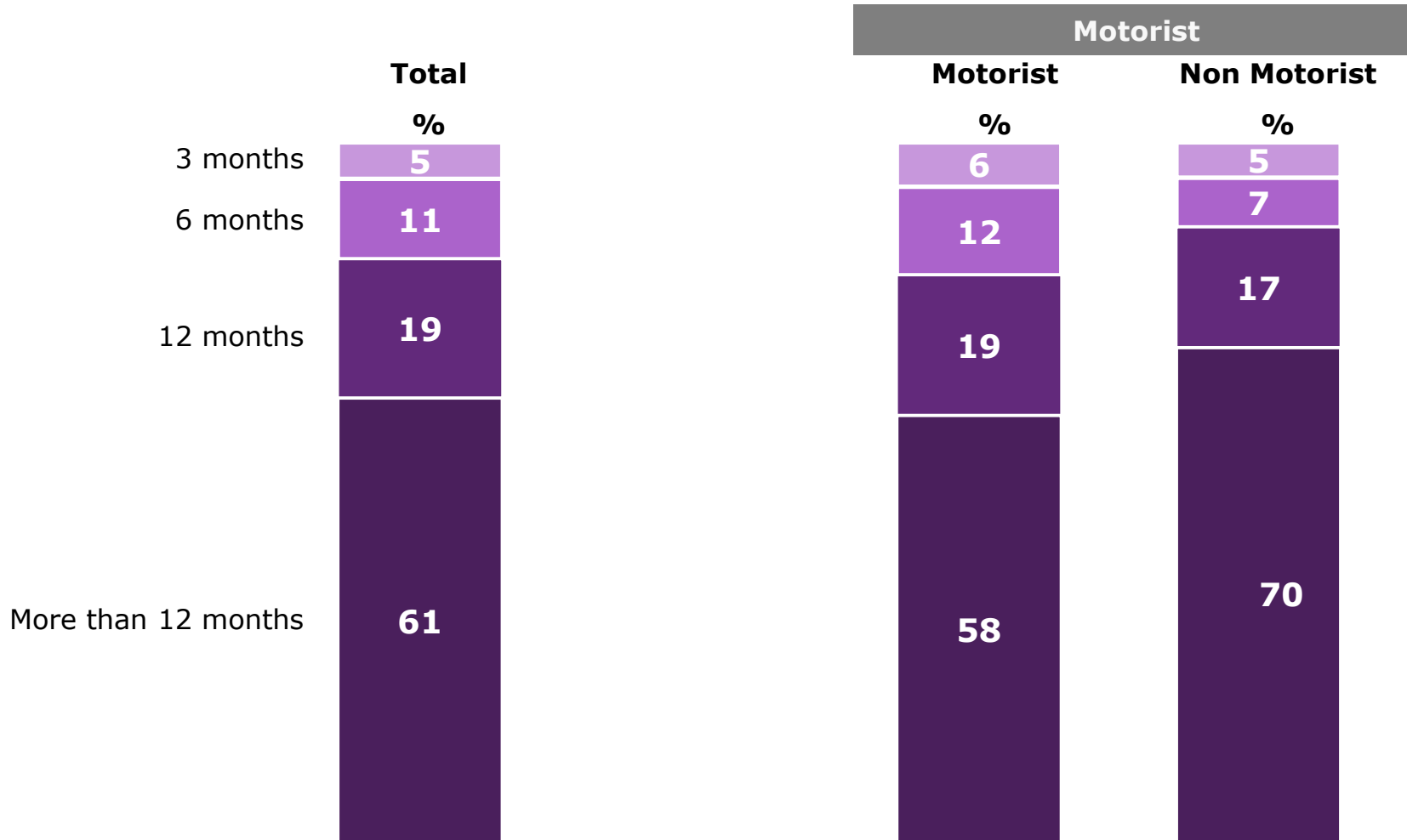
61% of those who support (or are undecided on) the automatic disqualification indicate the length of the disqualification should be 'more than 12 months'.



Q. If a driver is caught over the drink driving limit, for how long should they be disqualified for in your opinion?

If a driver is caught over the drink driving limit, for how long should they be disqualified for in your opinion?

Base: Adults who support (or are undecided on) any driver caught over the drink driving limit being automatically disqualified from driving (95%; n-929)



The support for a disqualification of 'more than 12 months' is largely comparable between motorists and non motorists.



If a driver is caught over the drink driving limit, for how long should they be disqualified for in your opinion?

Base: Adults who support (or are undecided on) any driver caught over the drink driving limit being automatically disqualified from driving (95%; n-929)

	Total	Gender		Age					Class			Region				Area	
		Male	Female	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dublin	Leinster	Munster	Conn/UIster	Urban	Rural
Base:	929	451	478	101	167	311	213	137	447	429	53	238	238	316	137	574	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3 months	5	6	4	4	3	8	6	5	5	6	7	8	2	7	5	6	4
6 months	11	14	8	8	14	9	13	9	12	9	8	14	6	12	10	11	10
12 months	19	21	17	24	22	16	17	15	19	17	26	16	14	27	18	19	19
More than 12 months	61	54	68	62	59	62	59	66	60	63	53	56	78	54	55	62	61

Support for disqualification of 'more than 12 months' is over 50% across each of the key demographic groups.



Thank You



BEHAVIOUR & ATTITUDES

MILLTOWN HOUSE
MOUNT SAINT ANNES
MILLTOWN
DUBLIN 6

+353 1 205 7500
info@banda.ie

www.banda.ie