

# 6 Month Road Safety Review

January to 15 July 2021

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Research Manager

*\*Data is current as of 11:59pm on 15 July 2021*

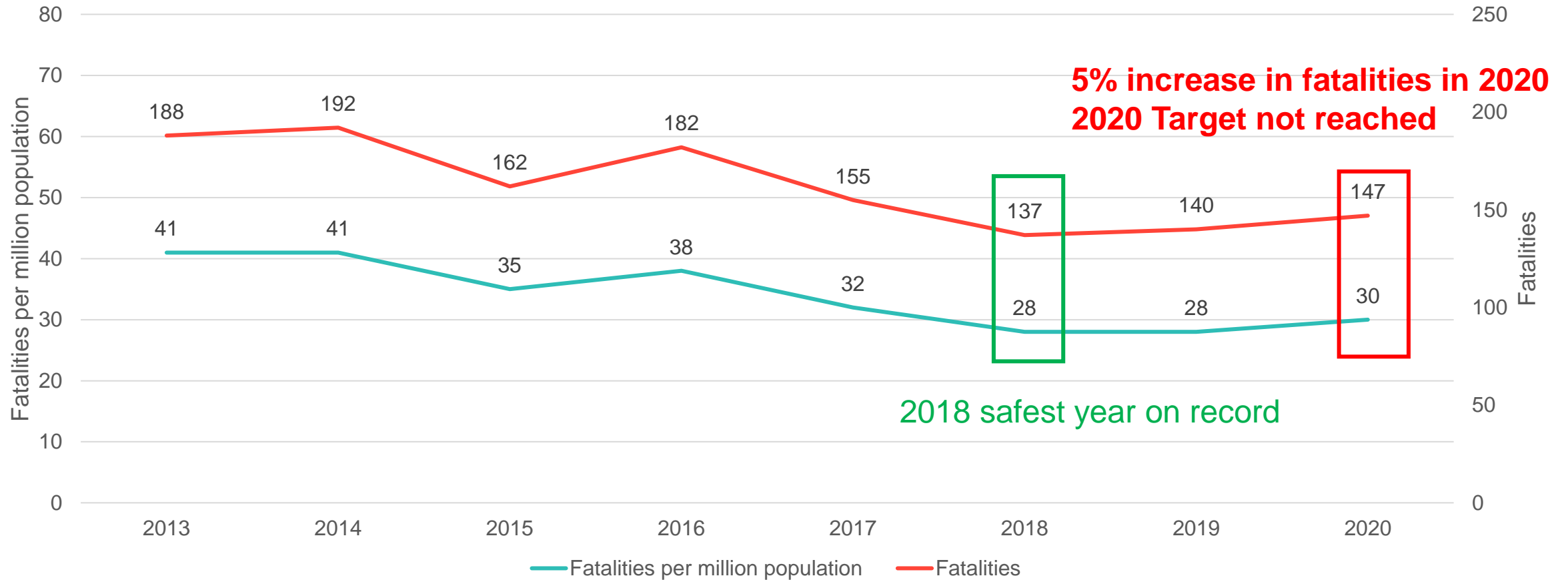
*Note: All data for 2018 to 2021 are provisional and subject to change*



RSA

# Long-term trend in fatalities

## 2013 - 2020



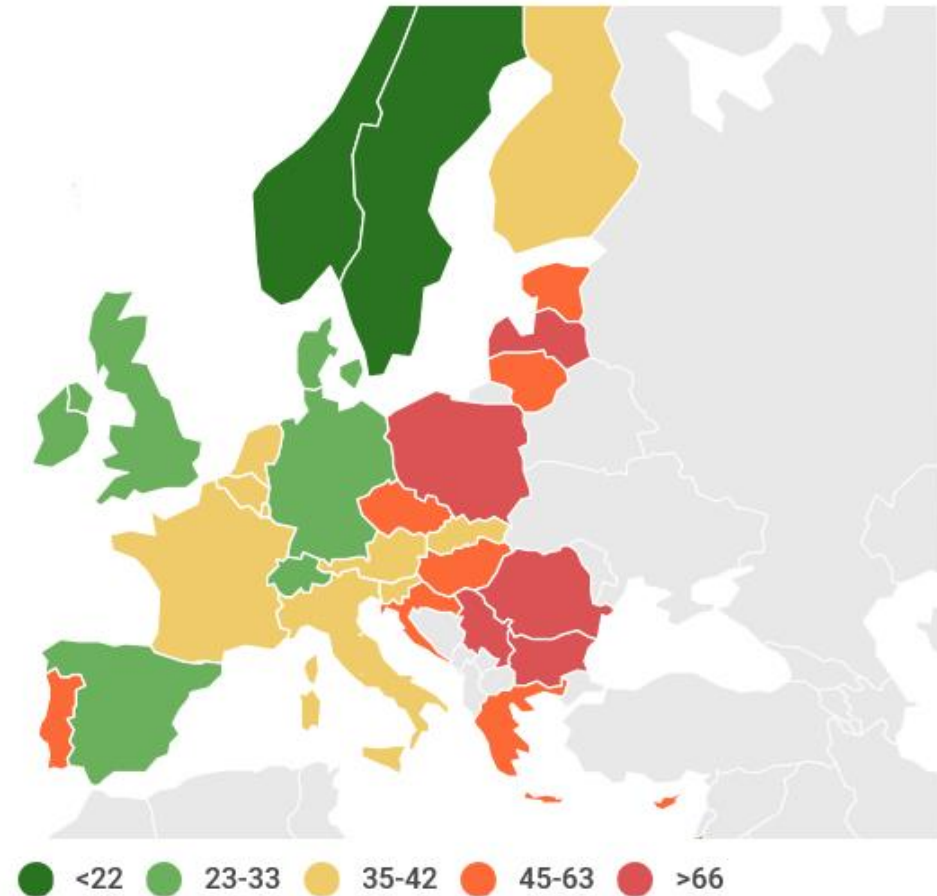
Note: All data for 2018 to 2021 are provisional and subject to change

# Road deaths per million inhabitants 2020



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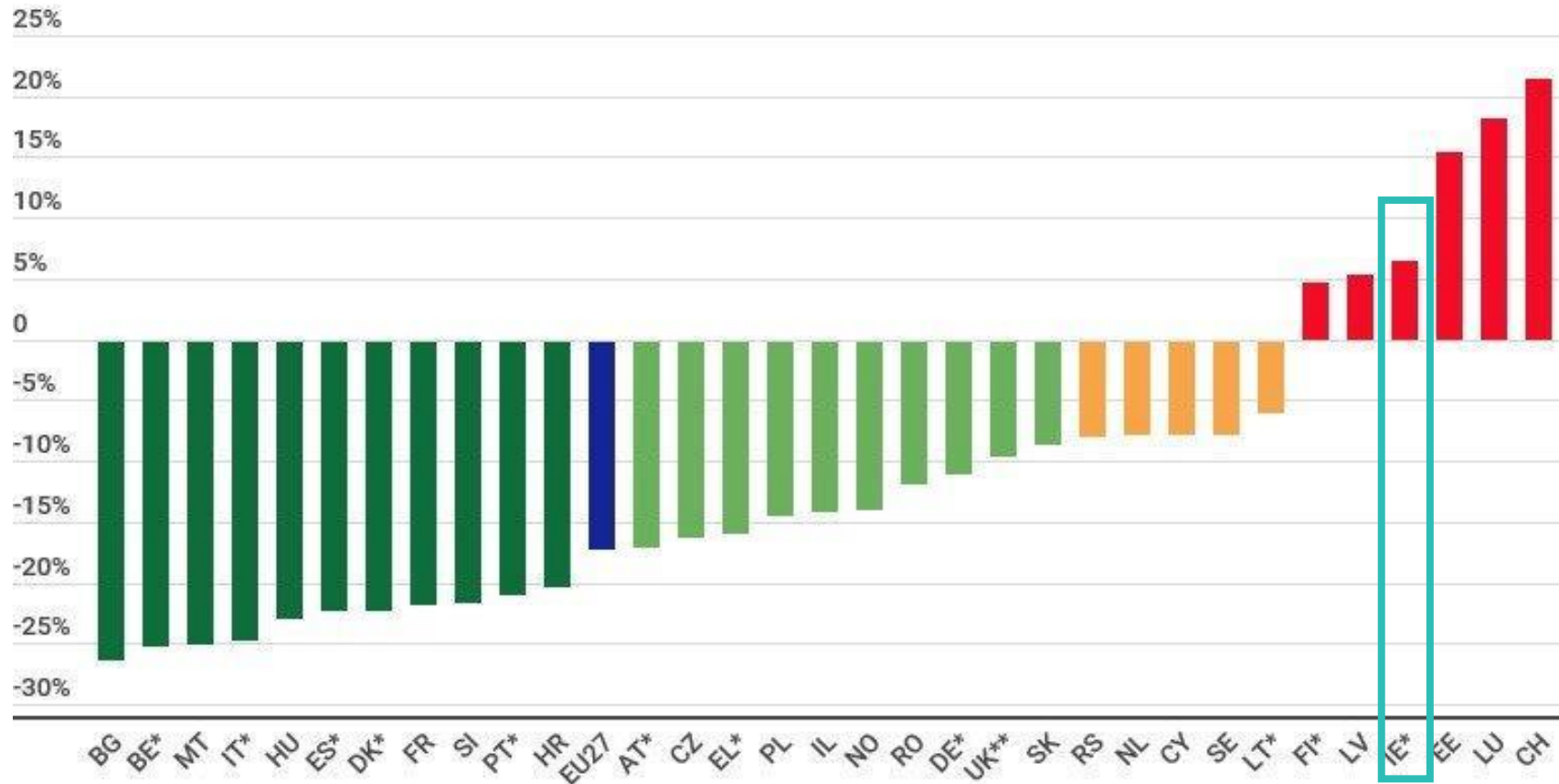
- 42 road deaths per million inhabitants in the EU in 2020
- With 30 deaths per million, Ireland had the fifth lowest number of fatalities per million population among the EU27 in 2020



# Relative change in road deaths in EU 2019 - 2020



17% decrease in the number of road deaths in the EU 27





# Overview 2021 fatalities



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## January to 15 July 2021

- As of 15 July 2021, there have been **60** fatal collisions, which have resulted in **65** fatalities on Irish roads.
- This represents **8 fewer** fatal collisions and **9 fewer** deaths **(-12%)** compared to provisional Garda data for 2020.
- In 2021
  - **25% decrease** in the number of fatalities occurring at the weekend compared to 2020
  - **29% reduction** in those killed aged 56 and older
  - **75%** of fatalities were **male** (49) and **25%** of fatalities (16) were **female**

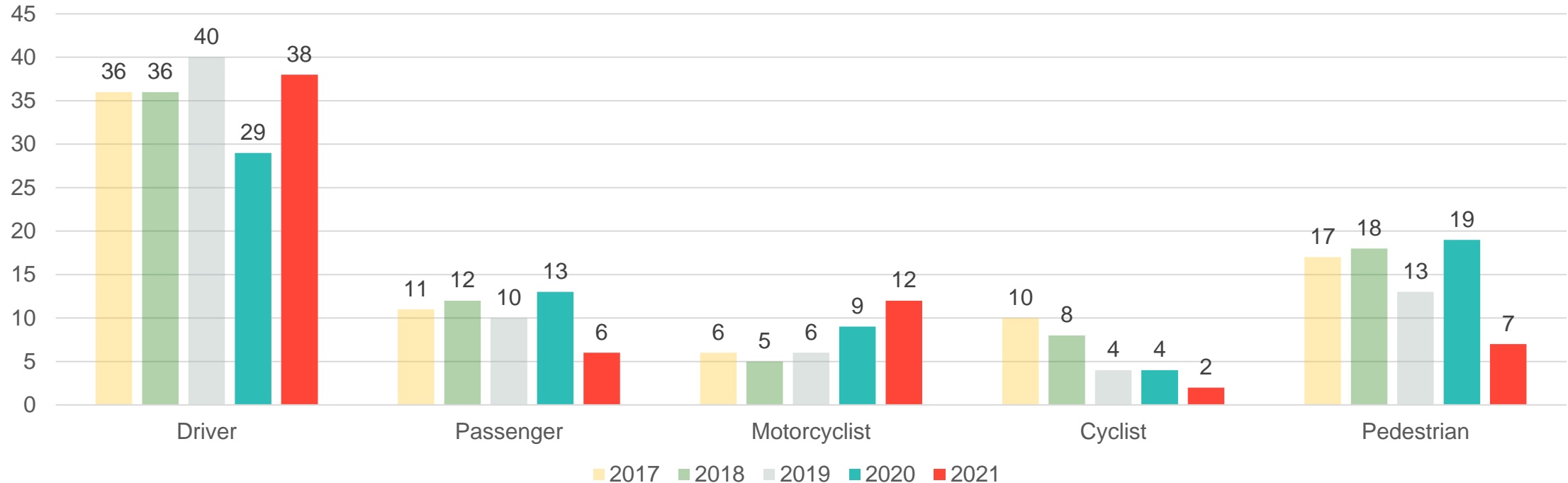
*Note: All data for 2020 and 2021 are provisional and subject to change*





# Road user type

January to 15 July 2021



- Increase in the number of **drivers (+9)** and **motorcyclists (+3)**, while there has been a decrease among **passengers (-7)**, **pedestrian (-12)**, **cyclist (-2)**, in 2021 compared to 2020
- Of the 44 drivers and passengers killed in 2021, 16% were not wearing a seat belt.

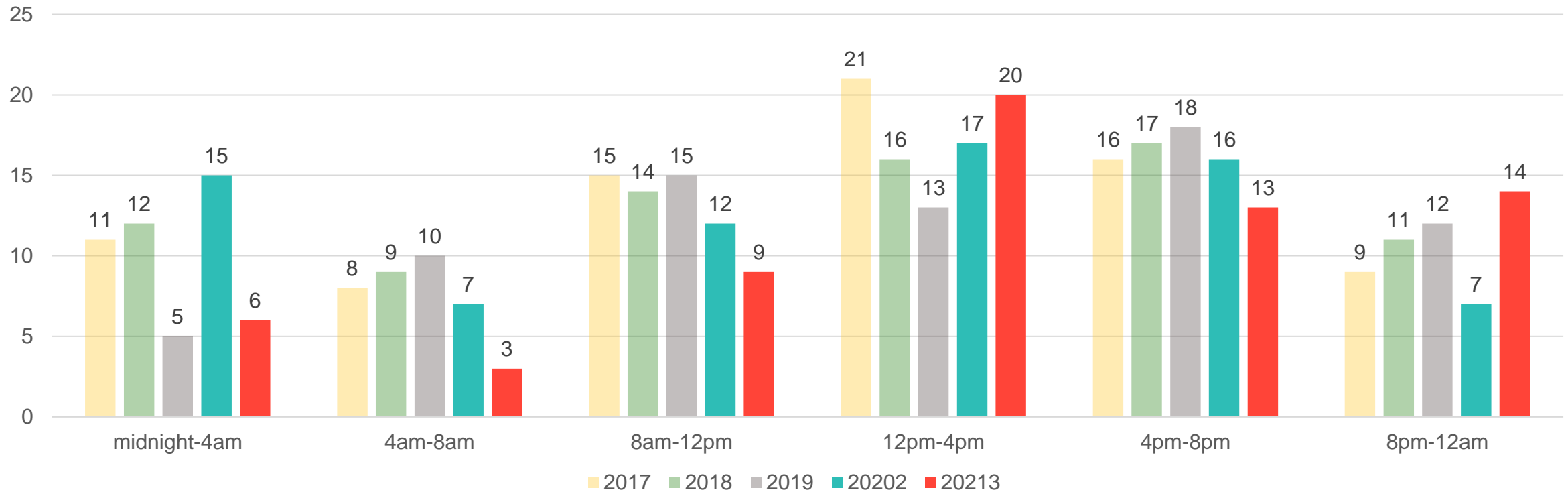
*Note: All data for 2018 to 2021 are provisional and subject to change*





# Time of day

January to 15 July 2021



- There was a reduction in the number of fatalities occurring between midnight and 8am in 2021 compared to 2020 (-59%)

*Note: All data for 2018-2021 are provisional and subject to change*



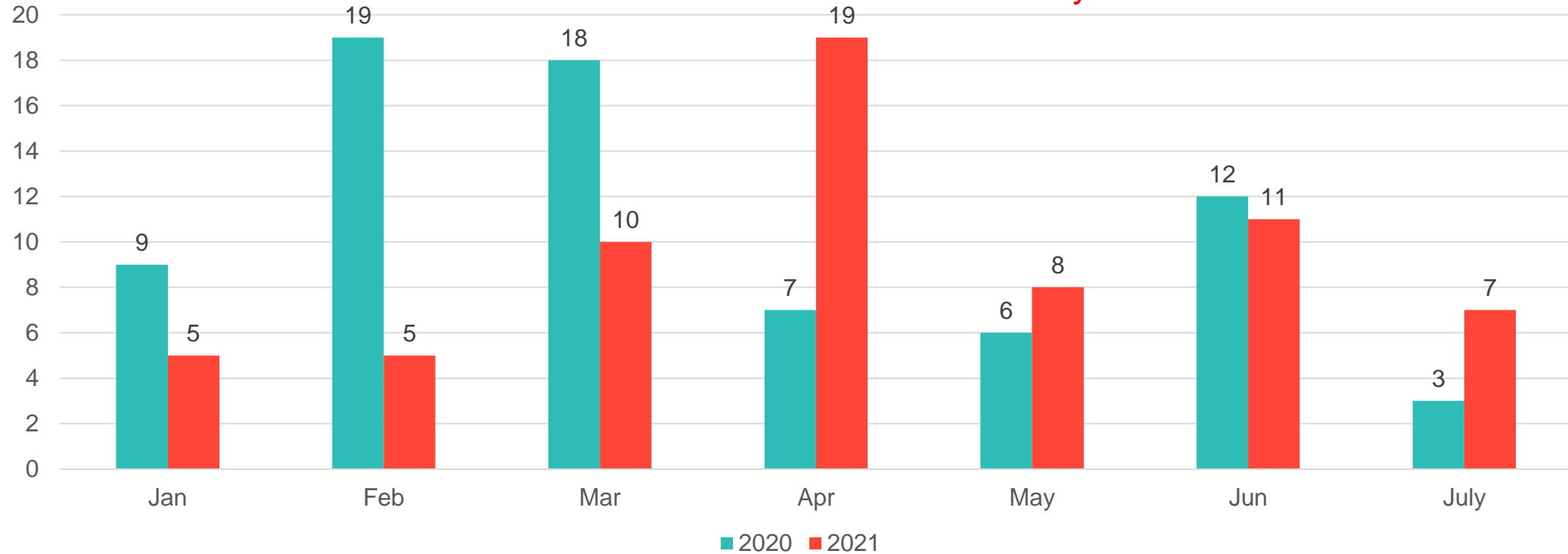


RSA

# Month of year

January to 15 July 2021

Monthly average deaths  
January - June 2021: 10



- In 2021, car traffic volumes were lower in Jan (-53%) and Feb (-47%) compared to 2020 and had started to increase in March (-20%) and April (170%)

*Note: All data for 2020 and 2021 are provisional and subject to change*





# Location of fatalities

January to 15 July 2021



RSA

- Of the **11 fatalities** in **Dublin** in 2021, there were
  - 5 drivers
  - 3 motorcyclists
  - 2 passengers
  - 1 cyclist

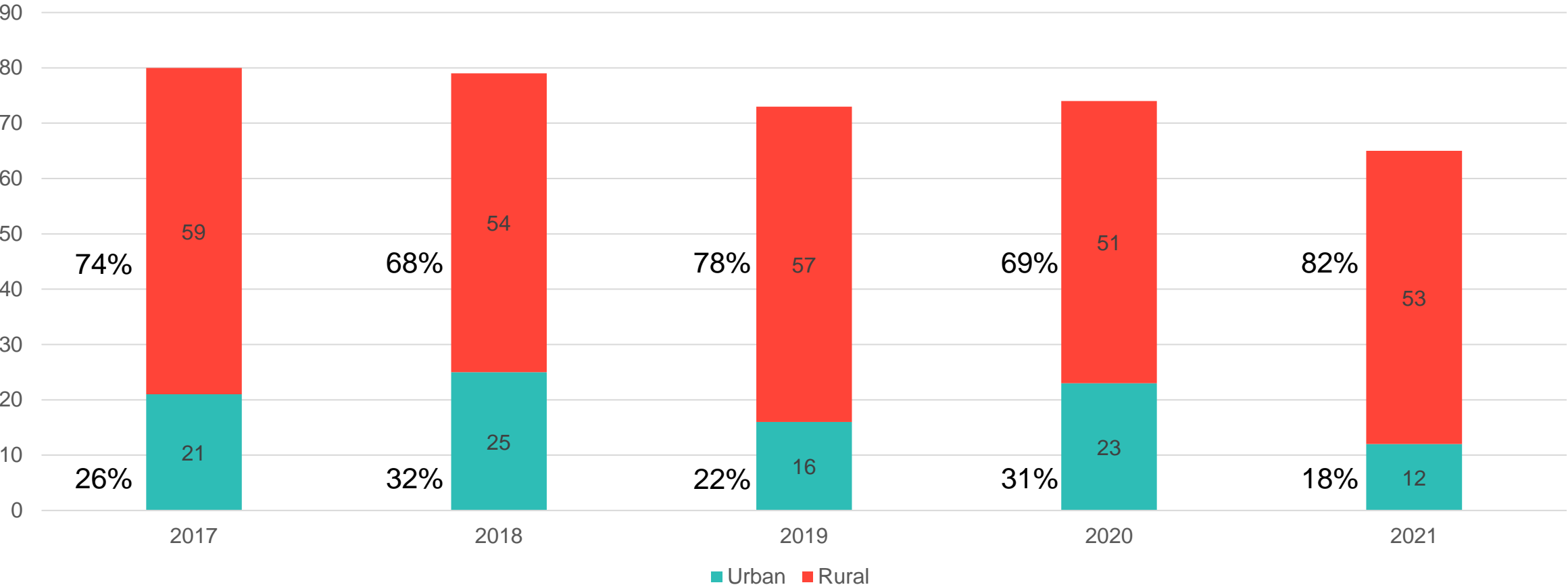


*Note: All data for 2020 and 2021 are provisional and subject to change*

# Fatalities by rural and urban area



January to 15 July 2021



*Note: All data for 2018-2021 are provisional and subject to change. Rural road is one with a speed limit of 80 km/h or greater, urban is one with a speed limit of 60 km/h or less*



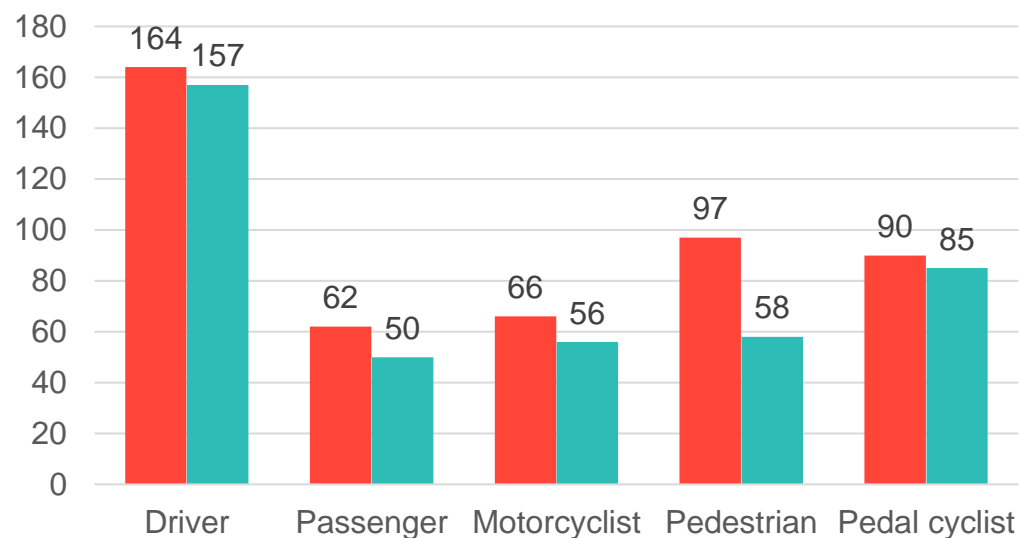


# Overview 2021 serious injuries

## January to 30 June 2021

- As of 30 June 2021, there have been **364** serious injury collisions
- As of 30 June 2021, there have been **406** serious injuries on Irish roads
- This represents **73 fewer** serious injuries **(-15%)** compared to provisional Garda data for 2020

Serious injuries  
by road user type



Note: All data for 2020 and 2021 are provisional and subject to change

■ 2020 ■ 2021



# Dangerous behaviours increasing

More permissive attitudes to errant behaviour in 2020, coupled with change in travel patterns

## Speeding

- Increases in self-report admission of speeding on both 50km/h and 100km/h roads.
- The perceived acceptability of speeding has significantly increased.
- Strong support for the use of safety cameras has declined.

## Fatigue

- Significant increase in % of motorists admitting to falling asleep/nodding off while driving relative to historic data

## Drink driving

- 1 in 10 motorists admit to driving after consuming alcohol, in line with trends, but more permissive attitude towards acceptable limits for driving

## Mobile phone use

- Small increase in motorists admitting to texting/checking apps while driving – approx. 1 in 10, but incidence of motorists taking preventative safety measures with their mobile phones has increased.

Source: Driver Attitudes & Behaviour Study  
Online survey of 1,241 motorists conducted by B&A on behalf of the RSA





RSA

# Conclusion

## Renewed efforts required to improve Ireland's road safety record

- ❗ Ireland did not see reduction in fatalities in 2020 in line with reduced traffic, and has slipped to 5<sup>th</sup> position in EU 27 ranking in 2020.
- 🚗 Drivers and motorcyclists highest risk for fatalities in 2021 to date, but vulnerable road users represent a higher share of serious injuries to date relative to fatalities.
- 🔍 Increased focus on preventing serious injuries acknowledged and will be of priority in the next government Road Safety Strategy.
- 📊 Change in pattern evident for day of week and time of day for fatalities, but Dublin and rural roads represent high proportion of fatalities.
- 🚦 Concerning regression in attitudes towards speeding suggests increased need for education/enforcement in this area in particular.
- 🚦 Urgent need for road safety education and enforcement as country opens up.





**Thank you**



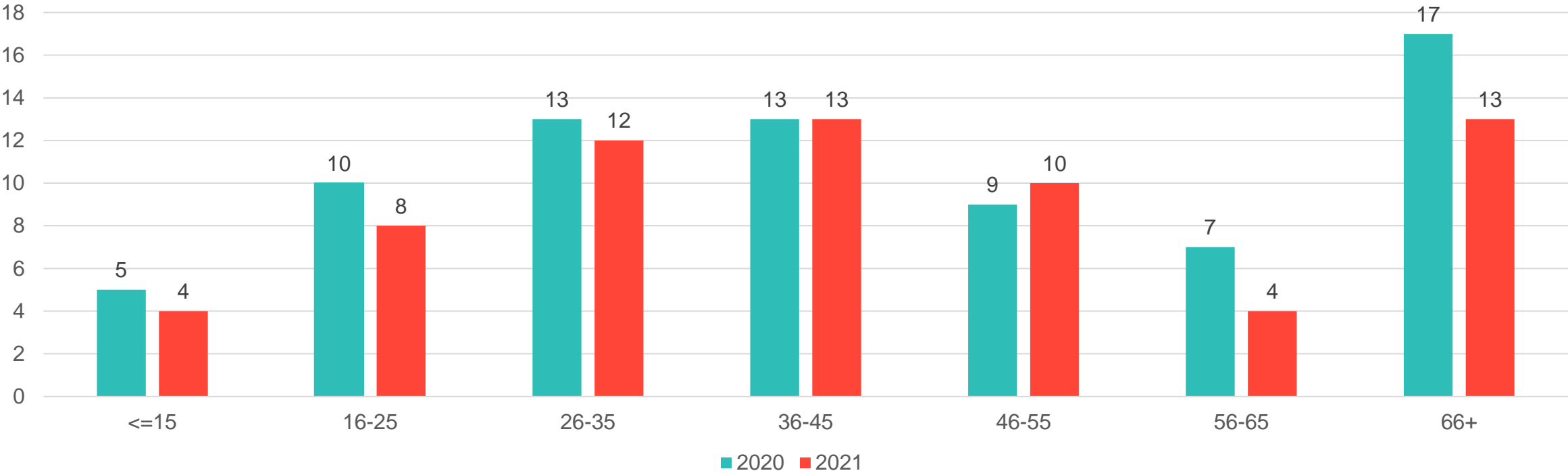


# Appendix



# Age group of fatalities

## January to 15 July 2021



- In 2021, there were **25 fatalities** between the ages of **26 and 45** and **13 fatalities** over the age of **65** (**58% of total**).

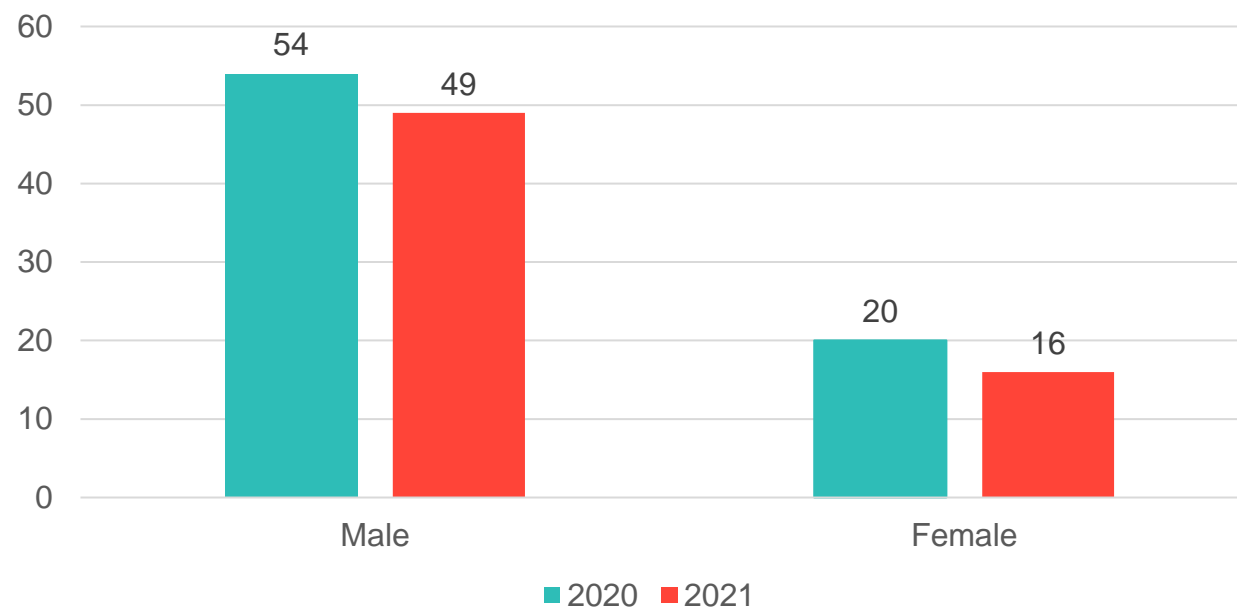
*Note: All data for 2020 and 2021 are provisional and subject to change, one unknown age in 2021*





# Gender of fatalities

January to 15 July 2021



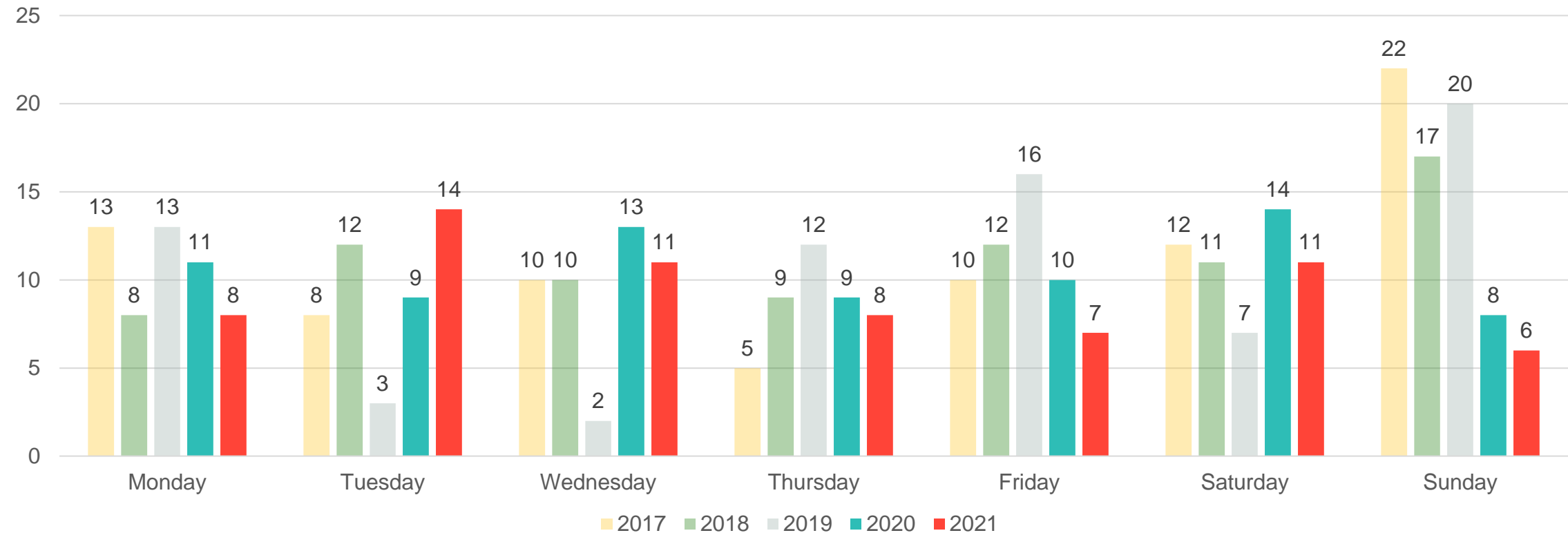
- In 2021, **75%** of fatalities were **male** (49) and **25%** of fatalities (16) were **female**

*Note: All data for 2020 and 2021 are provisional and subject to change*



# Day of week

January to 15 July 2021



- In 2021, **41 fatalities** occurred on **weekdays** compared to 41 in 2020, **24** occurred at **weekends** compared to 32 in 2020

*Note: All data for 2018 to 2021 are provisional and subject to change*



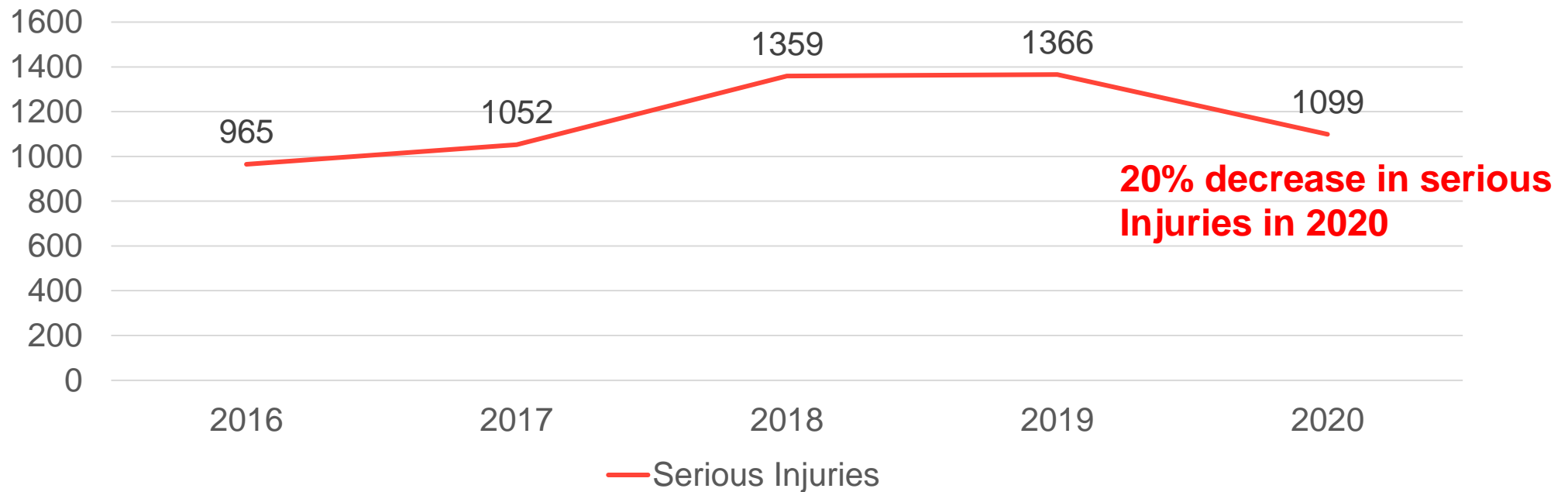


# Long-term trend in serious injuries

2016 - 2020



RSA



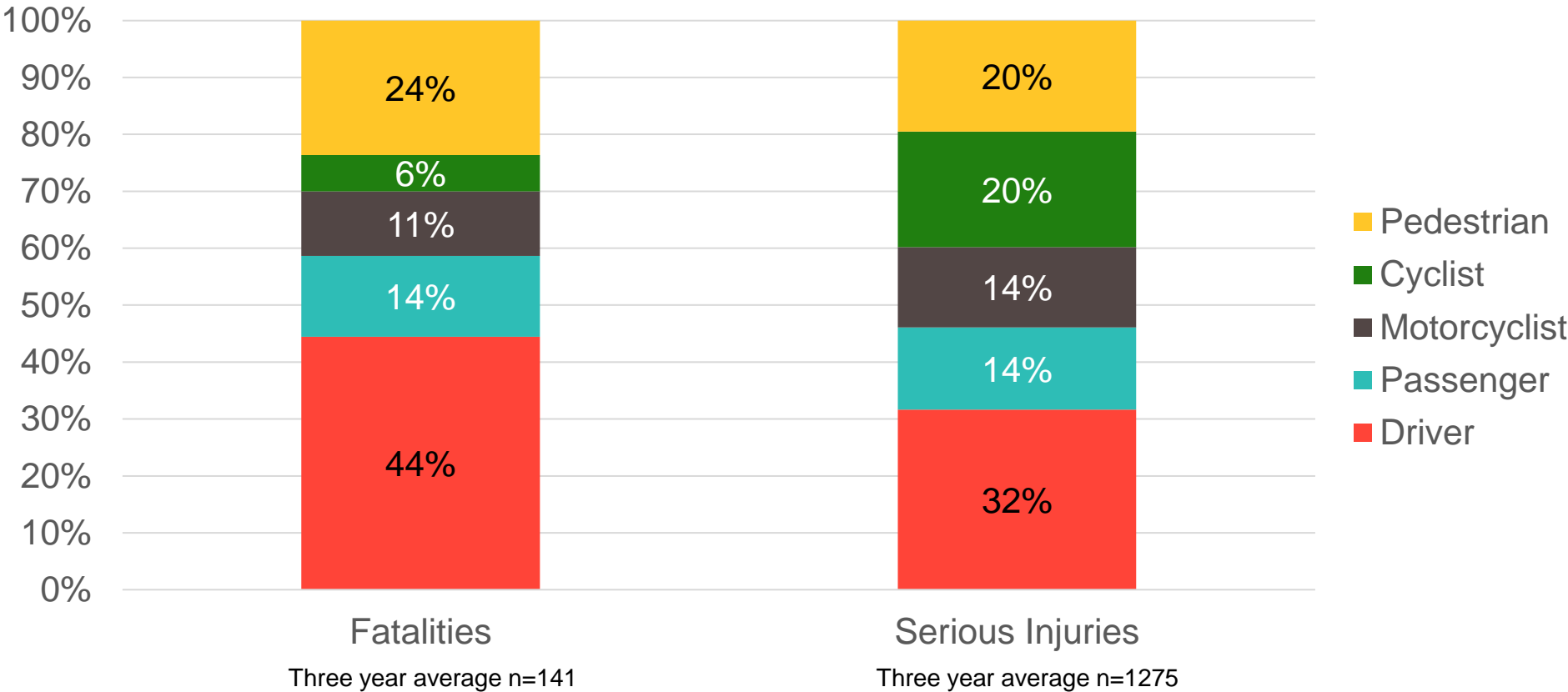
- Between 2019 and 2020, there was a 20% decrease in serious injuries on Irish roads
- Total traffic volumes in 2020 were approximately 25-30% below 2019 levels

*Note: All data for 2018 to 2021 are provisional and subject to change*

# Road user Type, Fatalities and Serious injuries



Three year average of road user type as percentage of total



*Note: All data for 2018 to 2021 are provisional and subject to change*



# Key Statistics from Driver Attitude and Behaviour Study



- 61% of motorists admit to exceeding 50km/h speed limits by less than 10km/h 'at least sometimes' (up from 48% in 2019)
- 53% of motorists admit to exceeding 100km/h speed limits by less than 10km/h 'at least sometimes' (up from 41% in 2019)
- 36% of motorists admit to exceeding 50km/h speed limits by more than 10km/h 'at least sometimes' (up from 26% in 2019)
- 35% of motorists admit to exceeding 100km/h speed limits by more than 10km/h 'at least sometimes' (up from 23% in 2019)
- 61% of motorists believe it is acceptable to exceed 50km/h speed limits by less than 10km/h (up from 53% in 2019)
- 59% of motorists believe it is acceptable to exceed 100km/h speed limits by less than 10km/h (up from 45% in 2019)
- 34% of motorists believe it is acceptable to exceed 50km/h speed limits by more than 10km/h (up from 26% in 2019)
- 34% of motorists believe it is acceptable to exceed 100km/h speed limits by more than 10km/h (up from 19% in 2019)
- 41% of motorists stated they 'strongly support' the use of safety cameras, down from 57% in 2019.
- 28% of motorists now indicate they have fallen asleep or nodded off/ even if only for a brief moment when driving (up from 16% in 2019)
- 10% of motorists admit to texting while driving 'at least sometimes' (up from 6% in 2019)
- 9% of motorists admit to checking apps while driving 'at least sometimes' (up from 4% in 2019)
- 9% of motorists admit to talking on a handheld phone while driving 'at least sometimes' (down from 12% in 2019)
- 56% of motorists state that they take preventative safety measures regularly (turn off/on silent, put out of sight) before setting out to drive , up on 40% in 2019
- 43% of all motorists now believe 'no alcohol' can be consumed to remain under legal limit (down from 64% in 2019)
- 9% of motorists consumed alcohol before driving in past 12 months –largely on a par with previous years



# Key Interventions in the first half of 2021

RSA

- Significant focus on deploying Seatbelt Safety campaign to address the number of passenger deaths.
- Concerted messaging to target vulnerable road users in first half of the year particularly cycling and pedestrian safety
- Motorcycle safety campaign was deployed early in response to the deaths of 7 motorcyclists in April, in addition to the recent 'Bike Safe' campaign
- Road safety campaigns deployed with An Garda Síochána around high risk bank holiday weekends targeting drug driving, mobile phone use and drink driving. Informed by Garda enforcement statistics.
- The RSA and An Garda Síochána mounted a high profile 'Back on the Road' campaign for coming out of lockdown
- Particular focus on advertising online and on social media platforms to target young drivers and road users
- The RSA and An Garda Síochána ran an anti speeding campaign to mark UN Global Road Safety week in May



Key Finding	Action / Intervention
*Males (Incl. young males) - 75% of fatalities are male	<p>RSA mass media campaigns targeting primary audience of ‘Males’</p> <p>RSA has focused advertising on a special ‘Sports Advertising Package’ targeting males</p>
Collision Time – peak period 12pm to 4pm, midweek	Our advertising messaging is being deployed in line with collision ‘day of week’ and ‘time of day’ patterns*
*Rural Roads – 81.5% of fatalities occur 80kmph+ zones	New ‘Rural Roads’ mass media campaign being developed
Drivers – attitudes to killer behaviors regressing	Mass media interventions on Drink Driving, Non Seatbelt Wearing, Drug Driving, sharing the road safely with vulnerable road users being deployed in second half of the year.
Motorcyclists – second highest fatality rate of users	Motorcycle mass media campaign being deployed in August.
*Speeding – Speeding detections up in 2021	<p>An Garda Síochána ‘National Slow Down Day’ planned for October, which the RSA will be supporting with advertising</p> <p>Deploying ‘speeding on rural roads’ digital campaign in September.</p>
Serious Injuries – 49% of serious injuries are Vulnerable Road Users	<p>New road safety TV Series, part funded by the RSA, featuring personal stories of road trauma will air in September</p> <p>RSA publishing ‘Serious Injuries’ Report in October</p>
Traffic volumes returning to pre-covid levels	<p>Custom designed Staycation campaign will continue throughout August</p> <p>RSA will upweight its road safety messaging in line with increase in traffic volumes.</p>
Driver Fatigue - 1 in 5 fatal crashes & attitudes regressing	<p>RSA deploying its ‘Driver Fatigue’ mass media campaign throughout August</p> <p>The RSA and Applegreen will team up over the August Bank Holiday up to provide free cups of coffee to drivers travelling on Friday 30 July and Monday 2 August</p>



## Other planned interventions

- 'Back to School' campaign.
- September will see the launch of the new Government Road Safety Strategy
- Mass media campaigns focusing on seatbelt wearing and the safe overtaking of cyclists
- Launch of a new mass media 'Older Pedestrian' road safety campaign
- Irish Road Safety Week will run from Monday 4 to Sunday 10 October
- A joint campaign between the RSA and An Garda Síochána to focus on unaccompanied learner drivers







# 6 Month Road Safety Review – Enforcement Statistics

1<sup>st</sup> January –  
30<sup>th</sup> June 2021

Chief Superintendent  
Michael Hennebry

26th July 2021

\*Figures are as of 30<sup>th</sup> June 2021 and are  
operational, provisional and subject to change.



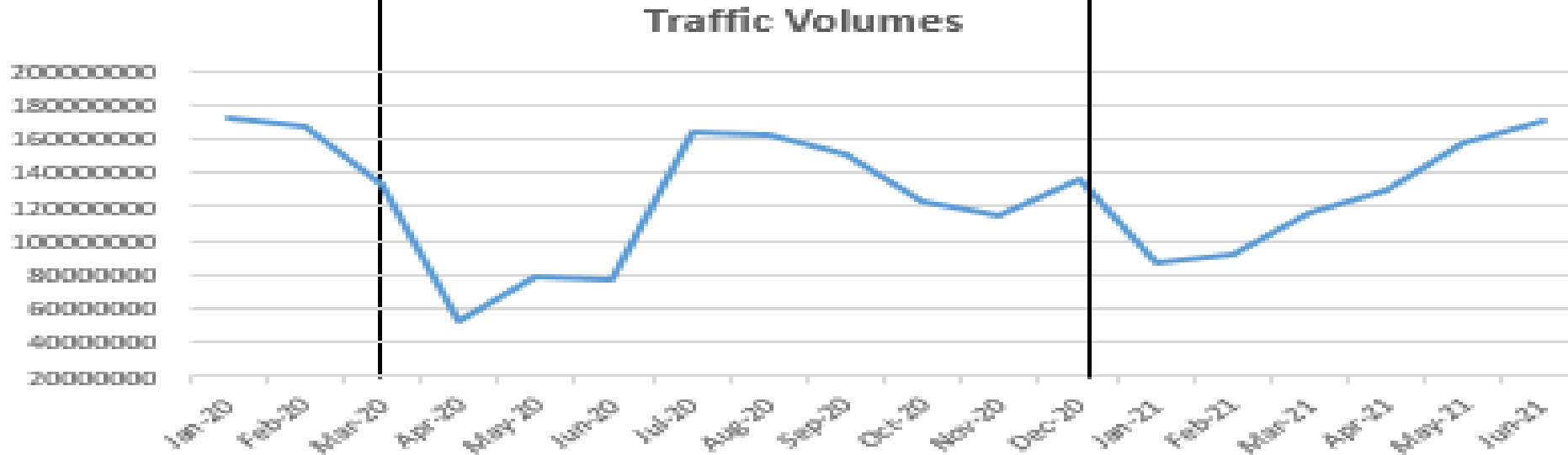




# Road Traffic Volumes 2020-2021\*

Mar 12 2020 – Beginning COVID19 Restrictions

Dec 24 2020 – level 5 restrictions re-imposed



Traffic volumes are provided by TII (Transport Infrastructure Ireland) and include all vehicle types from 15 locations nationwide.

Traffic volumes are trending upwards since January 2021, and are almost back at 'pre-COVID-19' levels.

\* Daily traffic volumes are based on all data available and relate to all vehicle types. Data supplied by Transport Infrastructure Ireland.



# Enforcement of 'Lifesaver Offences' 2020-2021

## Lifesaver Offences –

- Speeding
- Driving while intoxicated
- Using mobile phone while driving
- Non-wearing of seatbelts

There has been an 11% increase in Lifesaver Offences detected up to 30<sup>th</sup> June 2021 compared to same period last year.

	Jan - June 2020	Jan - June 2021	Change (%)
<b>Lifesaver Offences</b>	98,755	109,528	11%



# Enforcement – Speed - January – 30<sup>th</sup> June 2021

There has been an 13% increase in speed detections up to 30<sup>th</sup> June 2021 compared to same period last year.

	Jan -June 2020	Jan-June 2021	Change (%)
<b>Speeding offences</b>	78,364	88,327	13%

Intercept speed detections (AGS): 22% increase. Non-Intercept speed detections: 6% increase.

	Jan-June 2020	Jan-June 2021	Change (%)
<b>Speed - Intercept</b>	32,458	39,685	22%
<b>Speed– Non-Intercept</b>	45,906	48,642	6%





# Enforcement – Drink and Drug Driving

The total number of arrests for drivers on suspicion of driving whilst intoxicated has decreased by 8% between January and 30<sup>th</sup> June this year compared to the same period in 2020.

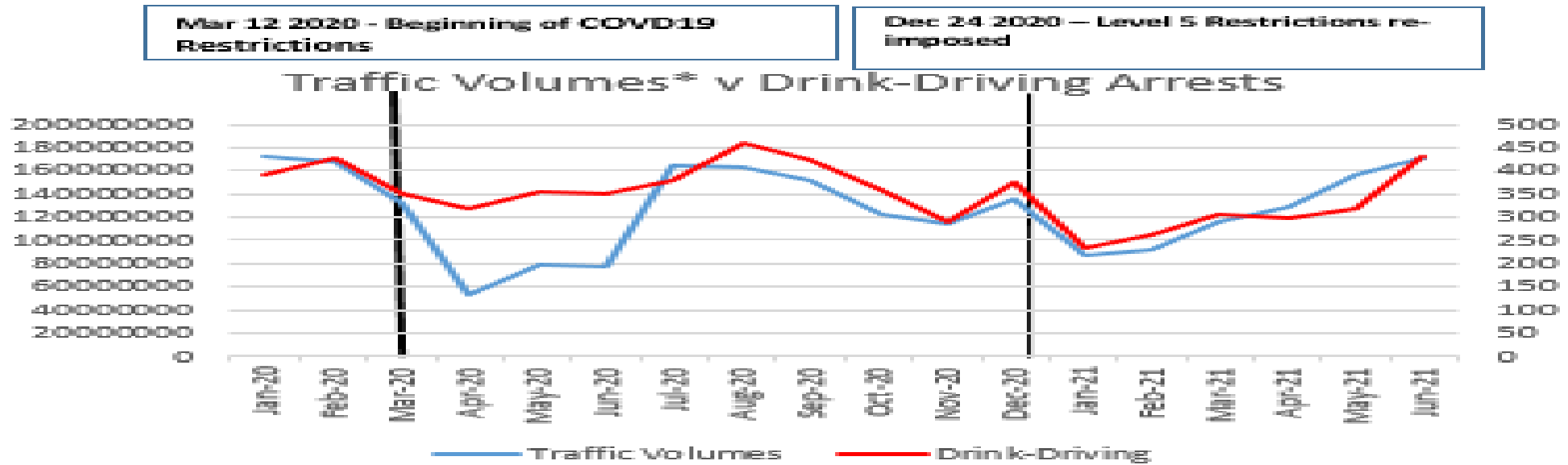
There were 13% more arrests of drivers on suspicion of Drug-Driving up to the 30<sup>th</sup> of June this year than last year.

Drink-Driving arrests are steadily increasing since January 2021 and were higher in June 2021 than June 2020.

	Jan-June 2020	Jan-June 2021	Change (%)
<b>Drink-Driving arrests</b>	2529	2062	<b>-16%</b>
<b>Drug-Driving arrests</b>	1886	1994	<b>13%</b>
<b>Total arrests</b>	4415	4056	<b>-8%</b>



# Enforcement – Drink-Driving



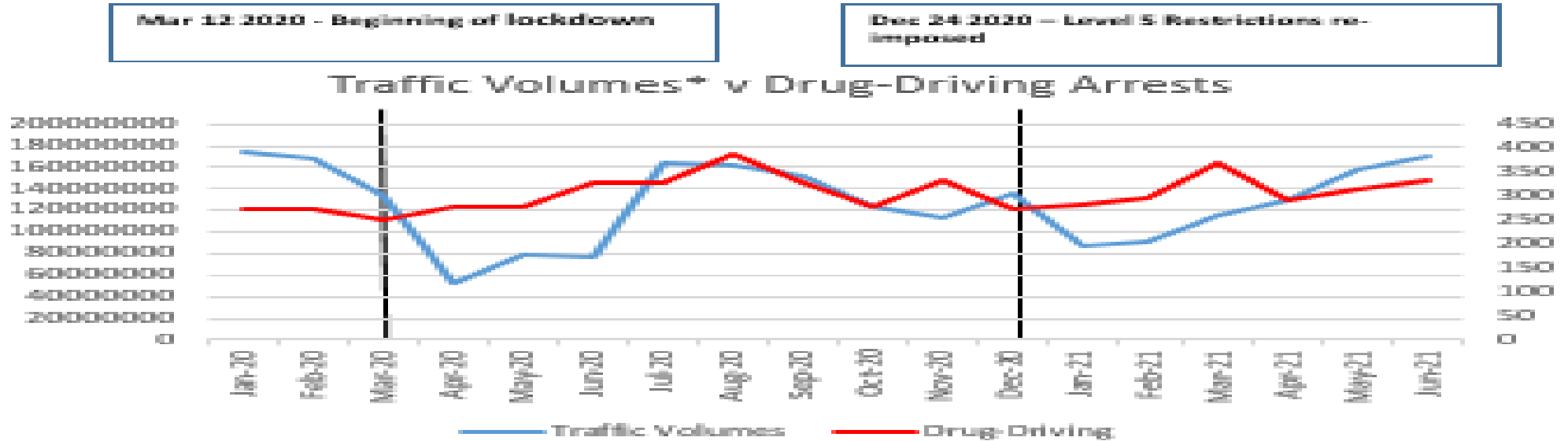
Drink-Driving arrests fluctuated in 2020 generally in line with the reduction in traffic volumes and Covid -19 restrictions.

Drink-Driving arrests have increased in recent months in line with increasing traffic volumes and the phased changes to Covid-19 restrictions.

*\* Daily traffic volumes are based on all data available and relate to all vehicle types. Data supplied by Transport Infrastructure Ireland.*



# Enforcement – Drug-Driving



Whilst the total number of arrests for driving while intoxicated (Drink and Drugs) are reduced by 8% this year, Drug Driving arrests are 13% higher this year than the same period last year.

Drug Driving arrests are significantly higher so far this year.

*\* Daily traffic volumes are based on all data available and relate to all vehicle types. Data supplied by Transport Infrastructure Ireland.*



# Enforcement – Mobile Phones 2020-2021

Detections of persons using mobile phones whilst driving have increased by 13% this year so far compared to same period last year.

Overall, detections for use of mobile phones whilst driving fluctuated according to traffic volumes since February 2020. Detections of this lifesaver offence increased sharply between January and April 2021.

	Jan-June 2020	Jan-June 2021	Change (%)
<b>Mobile Phones</b>	11,436	12,923	13%

*\* Daily traffic volumes are based on all data available and relate to all vehicle types. Data supplied by Transport Infrastructure Ireland.*



# Enforcement – Seatbelts 2020-2021

Detections for non-wearing of seatbelts are 7% lower this year than during the same period in 2020. Detections for this lifesaver offence has been trending upwards since December 2020.

	Jan-June 2020	Jan-June 2021	Change (%)
<b>Non-wearing of seatbelts</b>	4,540	4,222	-7%

*\* Daily traffic volumes are based on all data available and relate to all vehicle types. Data supplied by Transport Infrastructure Ireland.*



# Enforcement – Checkpoints

The number of Mandatory Intoxicant Testing (MIT) Checkpoints are 5% higher this year so far than last year.

Mandatory Intoxicant Testing (MIT) Checkpoint numbers have increased in line with rising traffic volumes and easing of COVID-19 restrictions.

	Jan-June 2020	Jan-June 2021	Change(%)
<b>MIT Checkpoints</b>	17169	18023	5%
<b>Other Checkpoints</b>	83278	54826	-34%
<b>Total</b>	100447	72849	-27%





# August Public Holiday 2021

*The primary purpose of this August Public Holiday Roads Policing Operation is the enforcement of 'Lifesaver Offences' to prevent fatal road traffic collisions and serious injury on our roads.*