



# RSA Alcohol and Driving Research 2017

Prepared for:



Údarás 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).

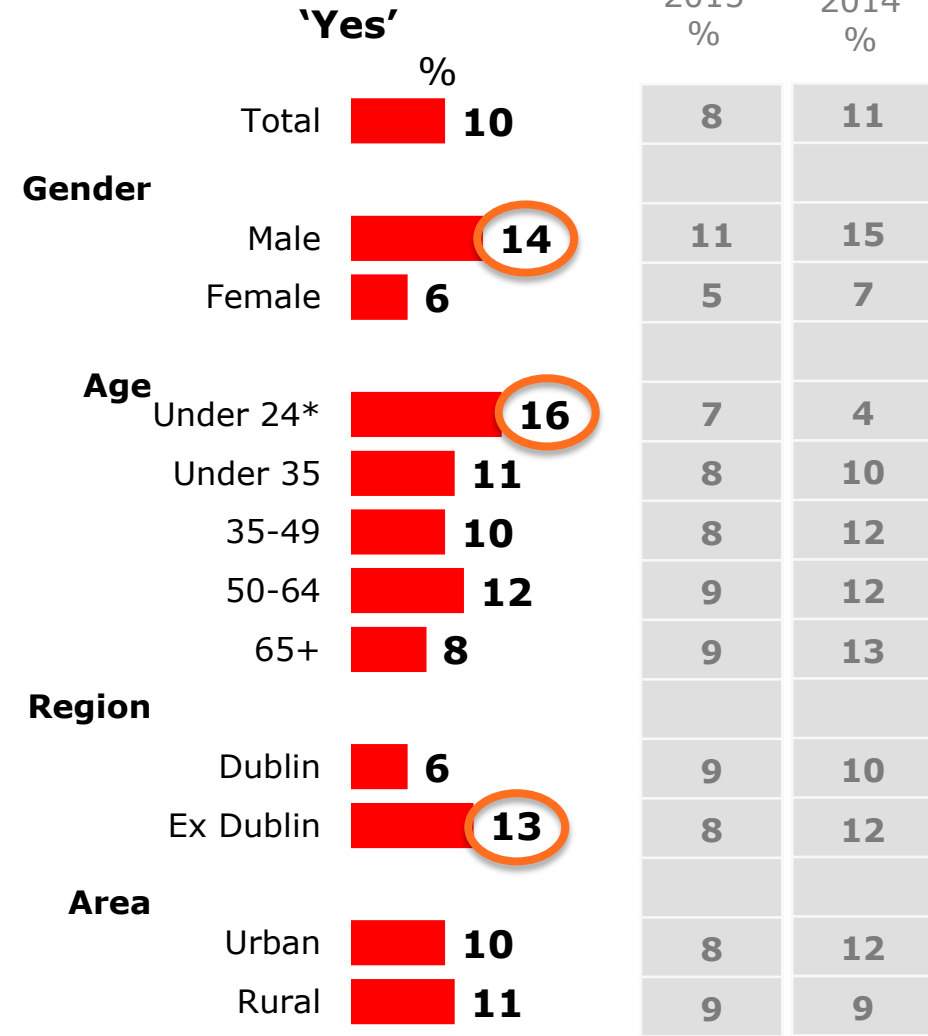
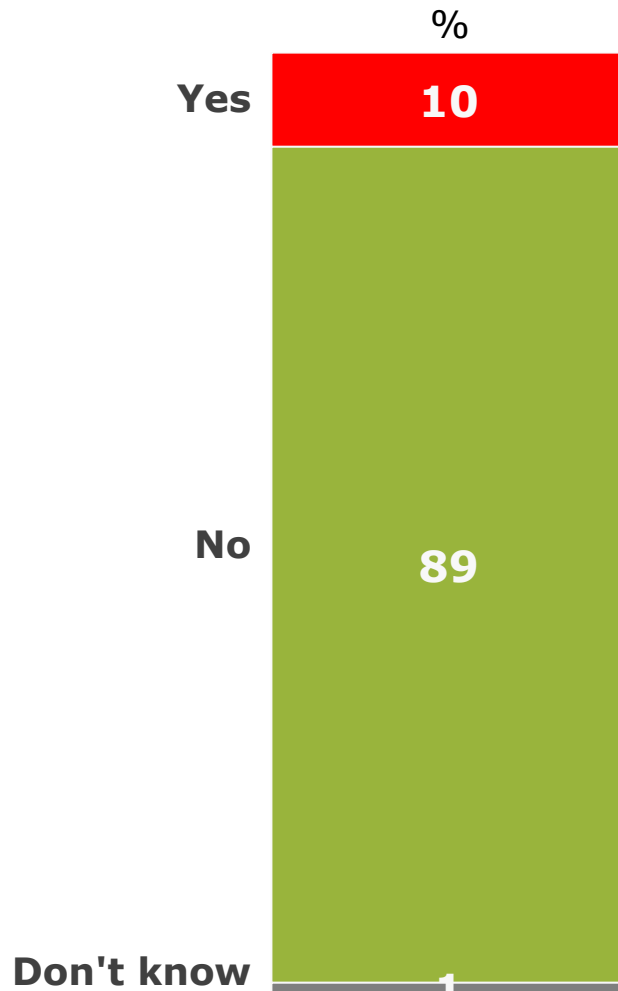


A top-down photograph showing a person's hands on a dark wooden surface. The left hand holds a glass of beer with a thick head of foam. The right hand holds a black car key with a silver blade. A semi-transparent dark grey box is overlaid on the bottom half of the image, containing white text.

**10%** of  
Irish motorists have driven a  
motor vehicle after  
consuming alcohol in the  
past 12 months

# Driven a Motor Vehicle After Consuming Any Alcohol (Past 12 Months)

Base: All Motorists N – 751



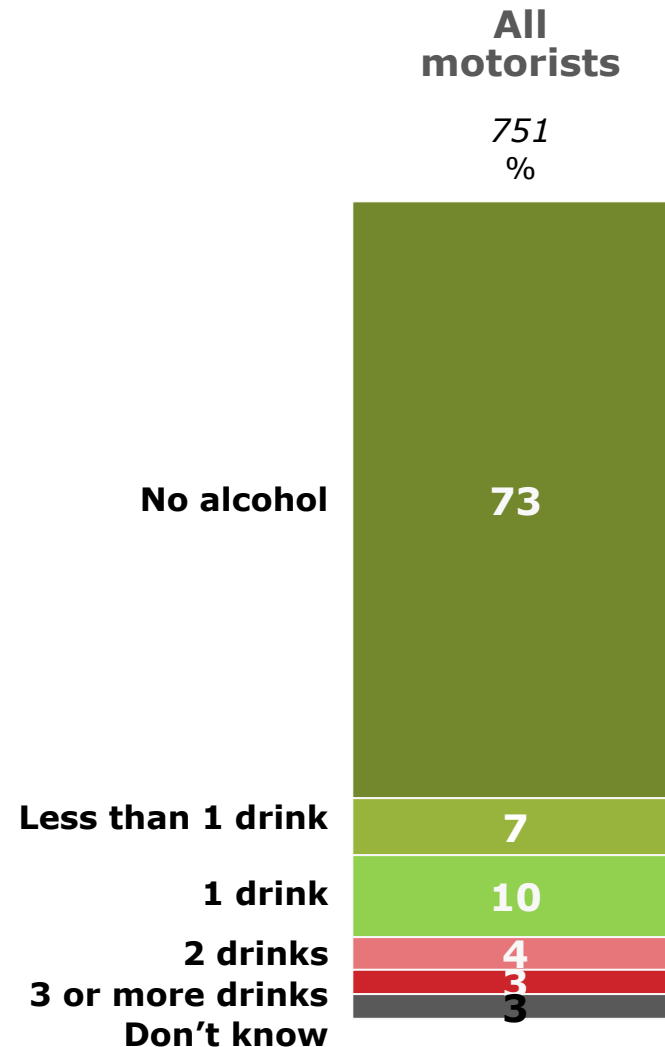
**Incidence of driving after consuming alcohol (past 12 months) is evident across each demographic group, e.g. 6% of female motorists, 14% of male motorists etc. Incidence peaks amongst male motorists, under 24 years and outside Dublin.**



Q. In the last 12 months have you driven a motor vehicle after consuming any alcoholic drink?

# 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.**



Q. Thinking about yourself, how much alcohol do you feel you can consume and be safe to drive?

# How much alcohol can you consume and be safe to drive

Base: All Motorists N – 751

	Total	Driven with alcohol past year	
		Yes	No
<i>Base:</i>	744	78	666
	%	%	%
No alcohol	73	<b>23</b>	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.**

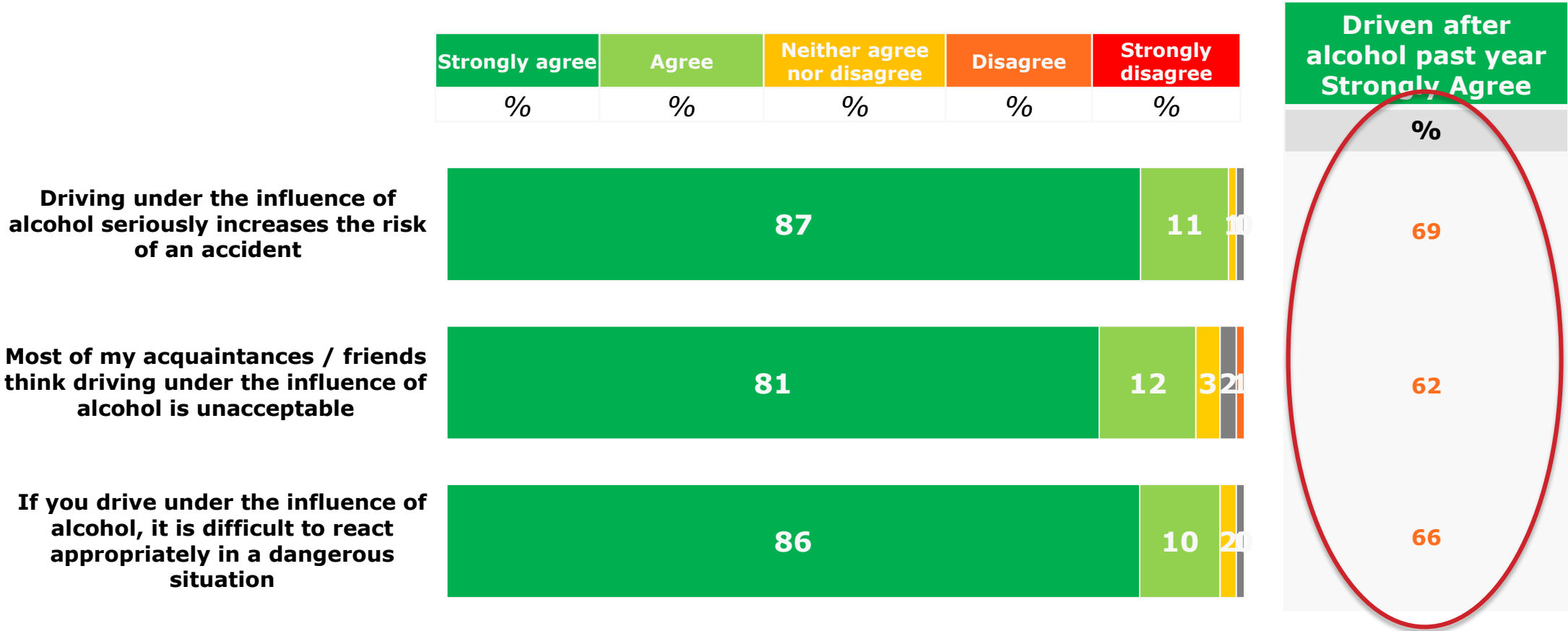


Q. Thinking about yourself, how much alcohol do you feel you can consume and be safe to drive?



# 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.**



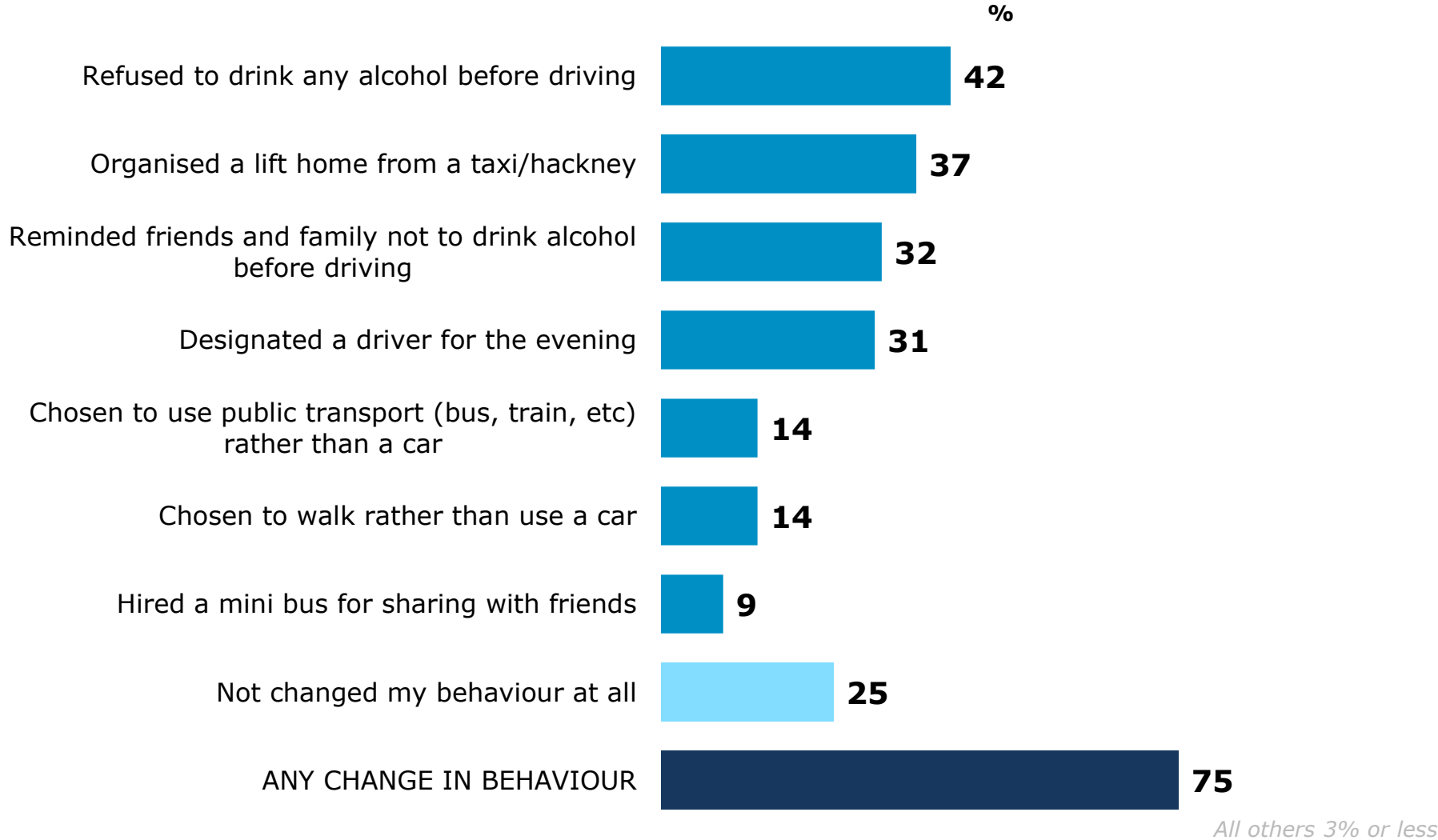
# Crashed Lives





# 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.**



Q Since you saw the advert, have you been more likely to adopt any of the following behaviours when planning a social outing that might involve 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
<i>Base:</i>	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
<b>Any change in behaviour</b>	<b>75</b>	<b>81</b>	<b>74</b>

**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).**



Q Since you saw the advert, have you been more likely to adopt any of the following behaviours when planning a social outing that might involve the consumption of alcohol?

# Motorists Segmentation

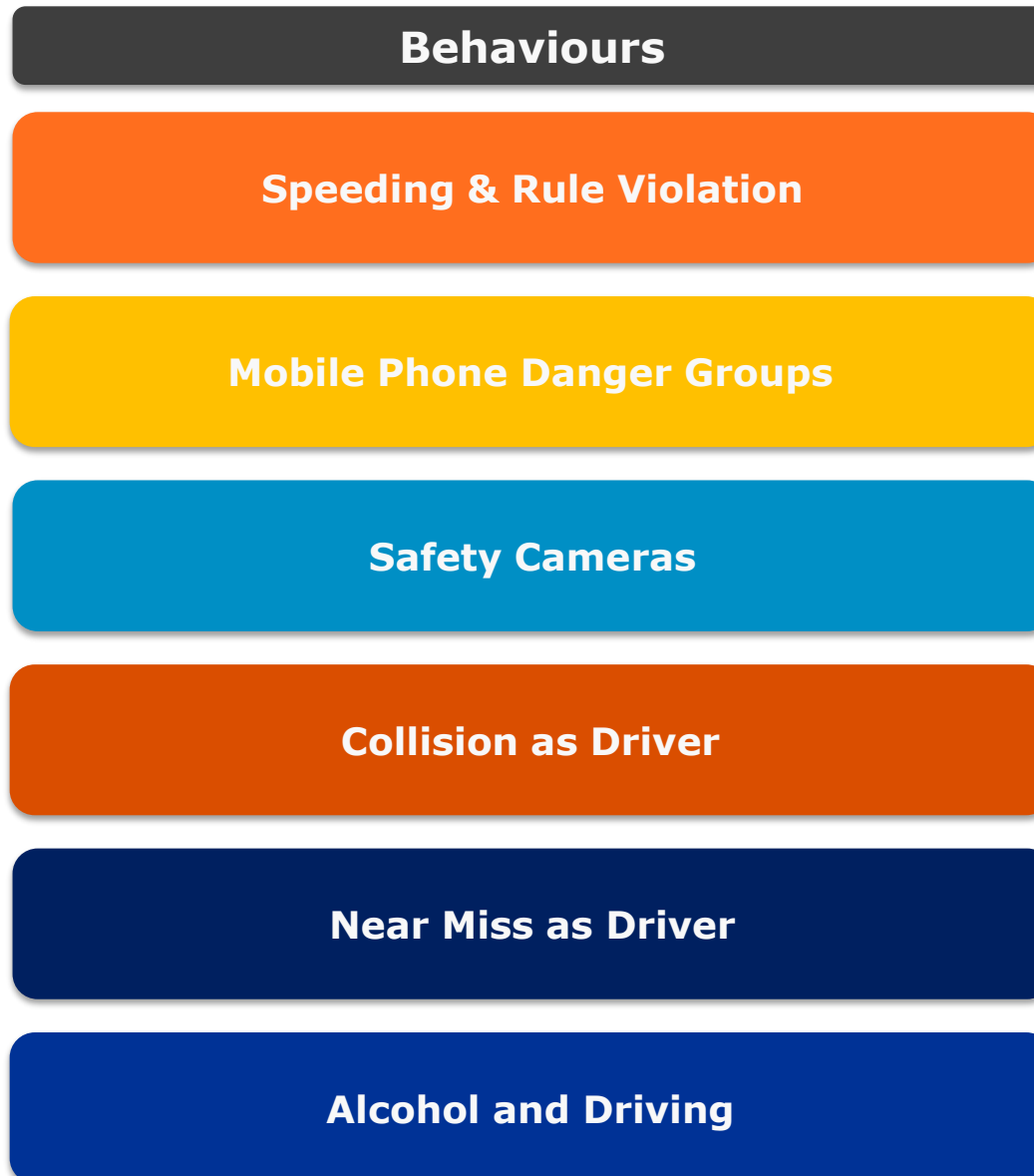


# Segmentation Analysis: Overview

- 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

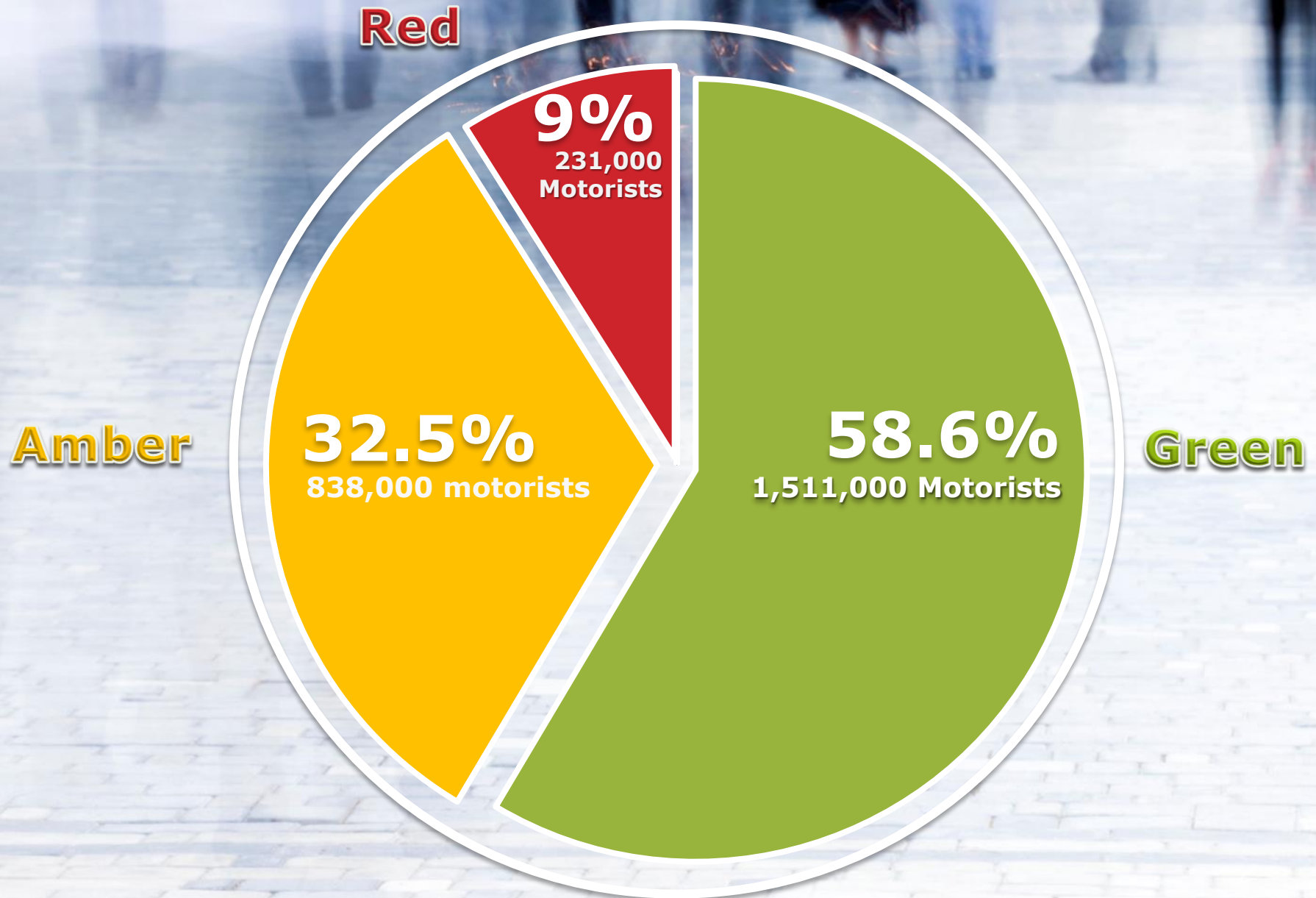
- **6 key behaviour measures** were used in the segmentation





# Segments Size and Scale

Base: All Motorists N-1,073



Three segments were identified, which are broadly defined by increasingly poor driver behaviour (Green, Amber and Red); the Red segment exhibiting the poorest driver behaviour.

# Segment Demographic Characteristics

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

The key Danger Group (Red Segment) of motorists are skewed towards males, under 34 years, ABC1s, and in Dublin.



# 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](http://www.banda.ie)