



Údaras Um Shábháilteacht Ar Bhóithre
Road Safety Authority

The Road Safety Authority

National Surveys on Speeding & Mobile Phones 2022

Prepared by
John O Mahony

J.223955 JOM



RESEARCH
& INSIGHT



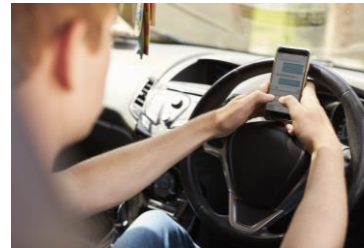
National Surveys on Speeding & Mobile Phones 2022



Research Background & Objectives



Speeding Behaviour & Context



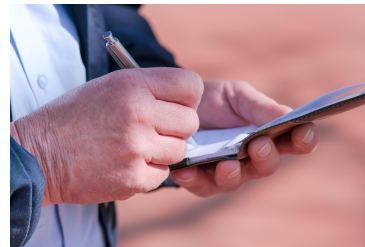
Mobile Phone use



Attitudes to speeding & mobile phone use



Strategies to reduce speeding & mobile phone use



Penalties for speeding



Penalties for mobile phone use



Summary and Conclusions



Research Background & Objectives

National Surveys on Speeding & Mobile Phones 2022

Survey Methodology



- These national surveys of motorists were designed to deliver an in-depth analysis of both speeding and in car mobile phone use among motorists.
- The questionnaires adopted a modular format which addressed each of the following topics: usage behaviour; context of behaviour; acceptability of behaviour; safety perceptions; strategies to reduce errant behaviour; enforcement; penalties for errant behaviour; impact on behaviour of change to penalties; influencing factors; and behavioural intention.
- **Nationally representative samples of 1,000+ motorists ages 17+:**
 - The surveys were run sequentially with both comprising nationally representative surveys of motorists.
 - The surveys were quota controlled and weighted in terms of gender, age, region and area to reflect the known characteristics of Irish motorists.
 - Fieldwork was conducted in October & November 2022.

National Surveys on Speeding & Mobile Phones 2022



Sample Profile

Base: All Motorists

		Oct (Speeding) N – 1026	Nov (Mobile Phones) N – 1009
		%	%
Gender	Male	51	51
	Female	49	49
Age	16-24	7	7
	25-34	20	20
	35-49	35	32
	50-64	23	25
	65+	15	15
Social Class	ABC1F	53	53
	C2DE	47	47

		Oct (Speeding) N – 1026	Nov (Mobile Phones) N – 1009
		%	%
Region	Dublin	27	27
	Leinster	29	29
	Munster	25	25
	Conn/Ulster	19	19
Area	Urban	60	60
	Rural	40	40
Licence Type	Leaners licence	5	5
	Full Licence – Irish insured	91	90
	Full Licence – Other country issued	4	4

National Surveys on Speeding & Mobile Phones 2022

Sample Profile: Frequency of carrying passengers



Base: All Motorists

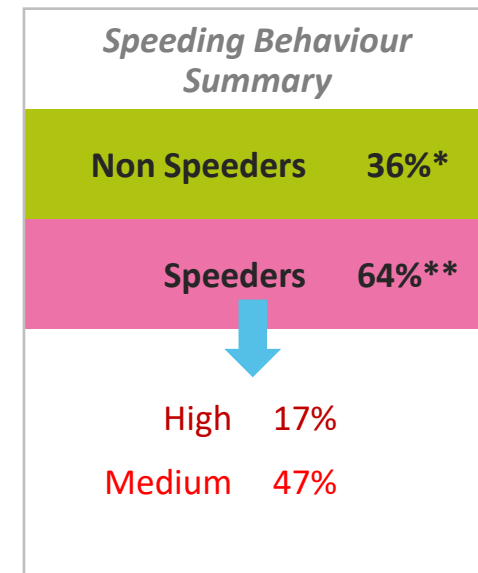
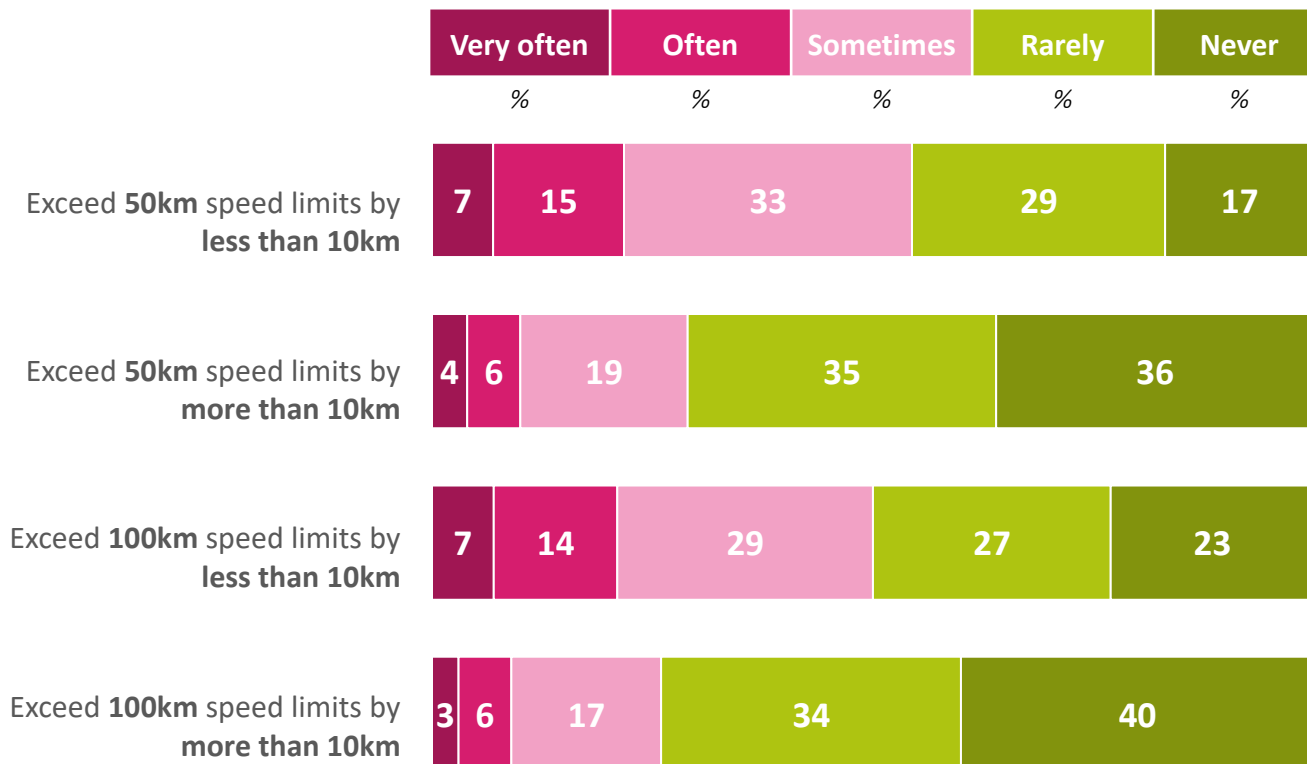
	Adult		Children	
	Oct (Speeding) N – 1026	Nov (Mobile Phones) N – 1009	Oct (Speeding) N – 1026	Nov (Mobile Phones) N – 1009
	%	%	%	%
Every day	21	20	27	26
At least once a week	54	54	21	21
At least once a month	12	12	6	6
Less often	11	12	23	23
Never	2	2	23	24



Speeding Behaviour & Context

Speeding: Behaviour Past 12 months

Base: All Motorists N - 1026



A key pattern remains: those who speed at a high level at 100km limits also typically do so at 50km limits. 64% of motorists can be defined as 'Speeders'; with this group further categorised into high and medium groups based on the frequency of their claimed speeding behaviour.

*Non speeders defined as those who respond 'rarely' or 'never' for each behaviour. (also referred to as low group).

**Speeders defined as those who respond 'very often/often/sometimes' to at least one behaviour. Speeders then further categorised as 'high' or 'medium' based on frequency of self claimed behaviour across each behaviour ('very often/often/sometimes').

Speeding Behaviour Profile

Base: All Motorists N - 1026



Speeders *(High Speeders)*

Male	57%	65%
Work Full Time	54%	64%
Age -35yrs	30%	34%
ABC1	58%	64%
Have penalty points – Currently	12%	22%
Have penalty points – Ever	44%	56%



Non Speeders

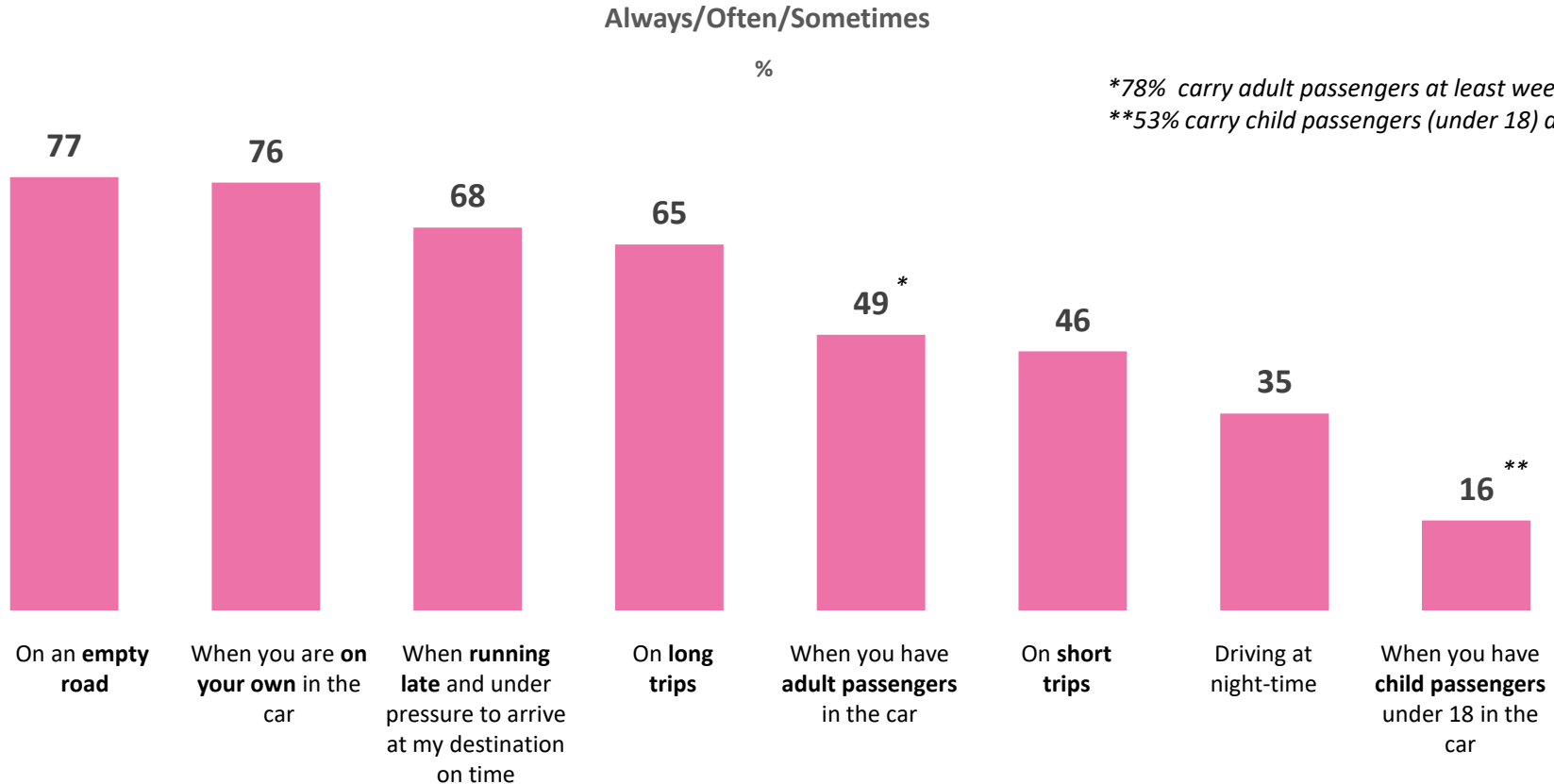
Male	42%
Work Full Time	42%
Age -35yrs	23%
ABC1	45%
Have penalty points – Currently	5%
Have penalty points – Ever	24%

In demographic terms, speeders distinguish themselves in terms of gender, age, social grade and work status. They are also significantly more likely to have had penalty points.

Speeding Profile: Circumstances where drivers speed



Base: Drivers who 'very often', 'often', or 'sometimes' speed N - 661



While speeding most typically occurs when drivers are on an empty road and/or on their own, just under half of Speeders exceed the limit when they have adult passengers in the car.



Speeding Profile: Reasons why motorists speed

Base: Drivers who 'very often', 'often', or 'sometimes' speed N - 661

1 in 2 agree:

- I have never had a crash while driving (57%)**
- Speed limits on some 80km/h roads are too low (55%)

1 in 3 agree:

- I am unlikely to get caught by the police (32%)
- I am unlikely to get caught by a speed camera (30%)
- I am familiar with roads I regularly drive, and can speed on them safely (29%)

1 in 4 agree:

- Every driver in my area speeds (26%)
- My friends regularly speed (25%)**
- I'm a skilled driver and can handle driving above the speed limit (25%)*
- I enjoy driving fast (21%)**

1 in 10 agree:

- My family regularly speed (14%)**
- I don't know anyone who has ever had a crash while driving (10%)
- Speeding on rural roads is perfectly safe (9%)**
- Speeding on urban roads is perfectly safe (8%)**

* Higher Male
**Higher -35yrs



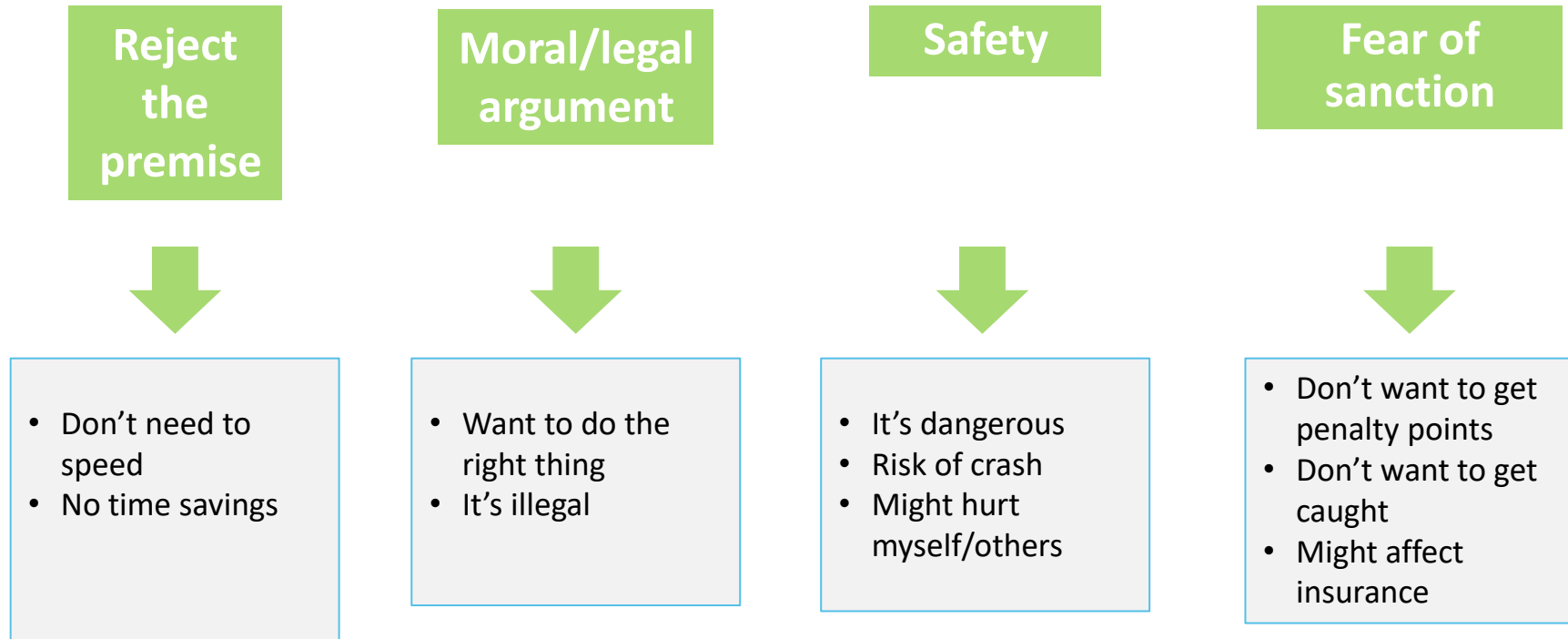
Q.20a You indicated you may have exceeded the speed limit at least sometimes while driving. We would like you to consider to what extent you agree or disagree with each of the following as reasons why you may exceed the speed limit while driving.

Speeding Profile:

Reasons why motorists don't speed

Base: Drivers who 'rarely' or 'never' speed N = 365

Four key themes endorsed by over 9 in 10 non-speeders



Q.21a We would like you to consider to what extent you agree or disagree with each of the following as reasons why you do not exceed the speed limit while driving.

Speeding Facts

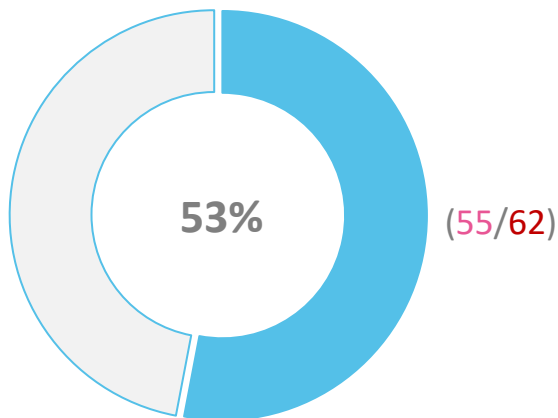
Base: All Motorists N - 1026

National records indicate...

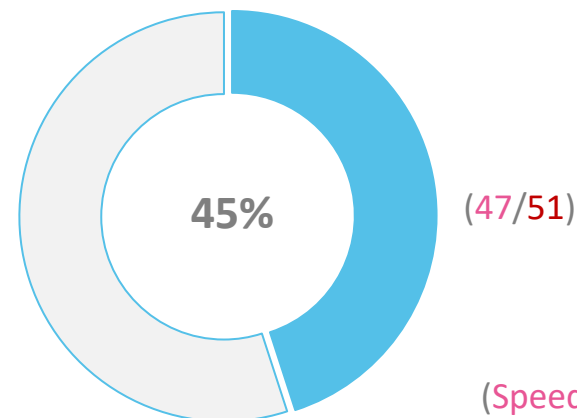
Completing this average journey at 110km/h instead of 100km/h saves only 45 seconds.

Completing this average journey at 60km/h instead of 50km/h saves only 2 minutes and 44 seconds.

Surprised



Surprised



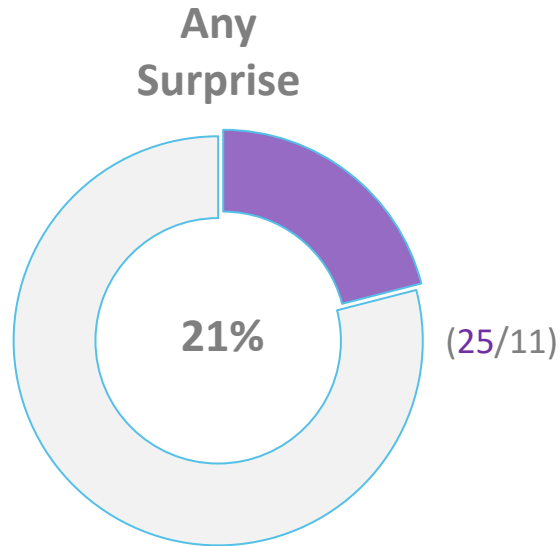
(Speeders/ High Speeders)

Over half of motorists are surprised that completing the average journey at 110 KM/H saves only 45 seconds – rising to 62% of the High speeding group.

Mobile Phone Facts

Base: All Motorists N - 1009

Research indicates that you are four times more likely to be involved in a road traffic collision if using a mobile phone while driving.



Only one and five motorists find it surprising that we are four times more likely to be involved in a collision when using a mobile phone while driving.

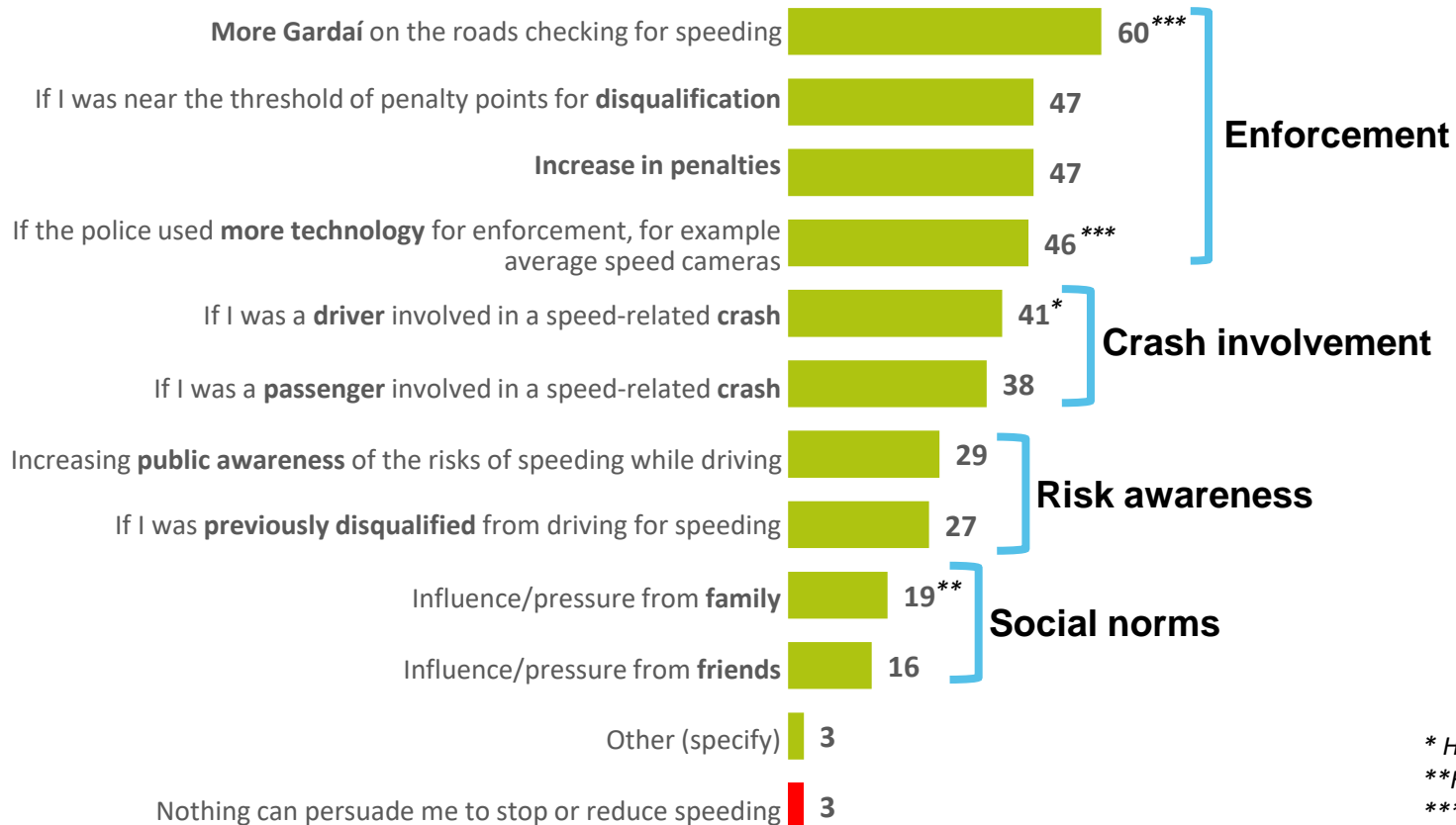
(Mobile phone car users/ Non users)



Speeding Profile:

Factors that would encourage/ persuade Speeders to stop

Base: Drivers who 'very often', 'often', or 'sometimes' speed N = 661



Speeders nominate factors relating to enforcement as those which would especially encourage them to stop or reduce their speeding.

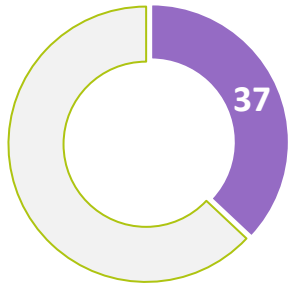


Mobile phone use

Mobile Phone Use in General

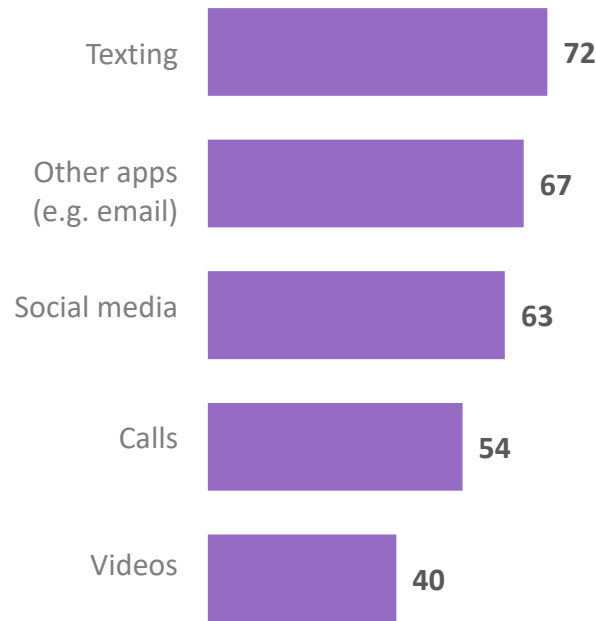
Base: All Motorists N - 1009

Daily use more than 3 hours %

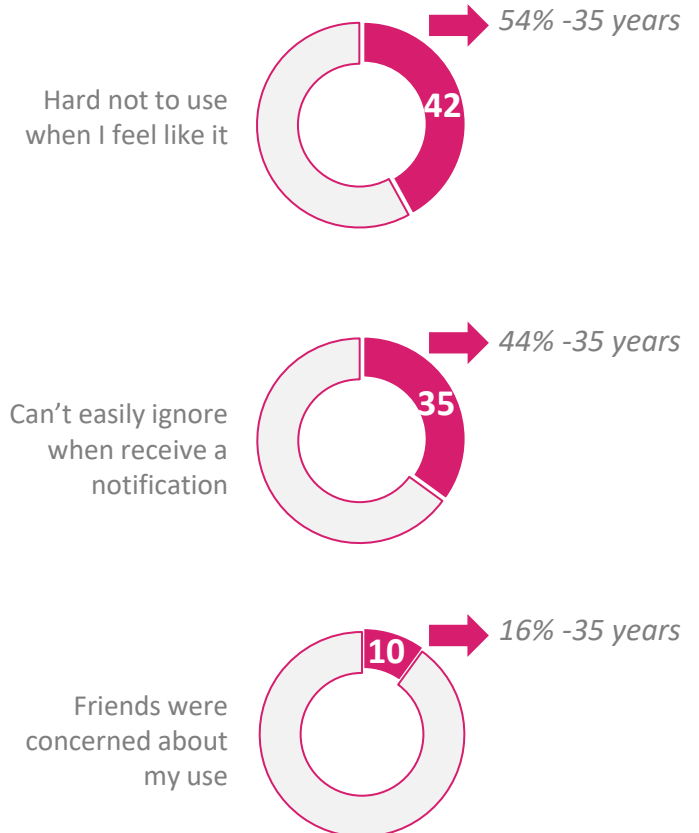


45% Female
70% -25 years
60% 25-34 years

Daily use Very often/often %



Usage issues %



Over one and three motorists use their mobile phone for more than three hours daily; rising to 70% of those aged under 25 years. 10% of motorists have caused concern among their friends/family over their mobile phone use.

Q.4A How much time on average do you spend on your mobile phone on a daily basis?

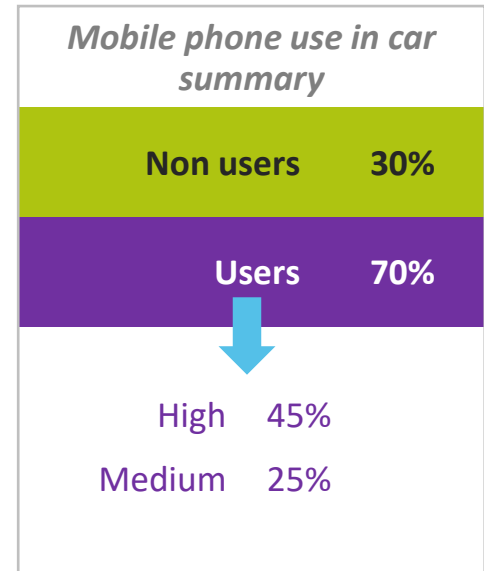
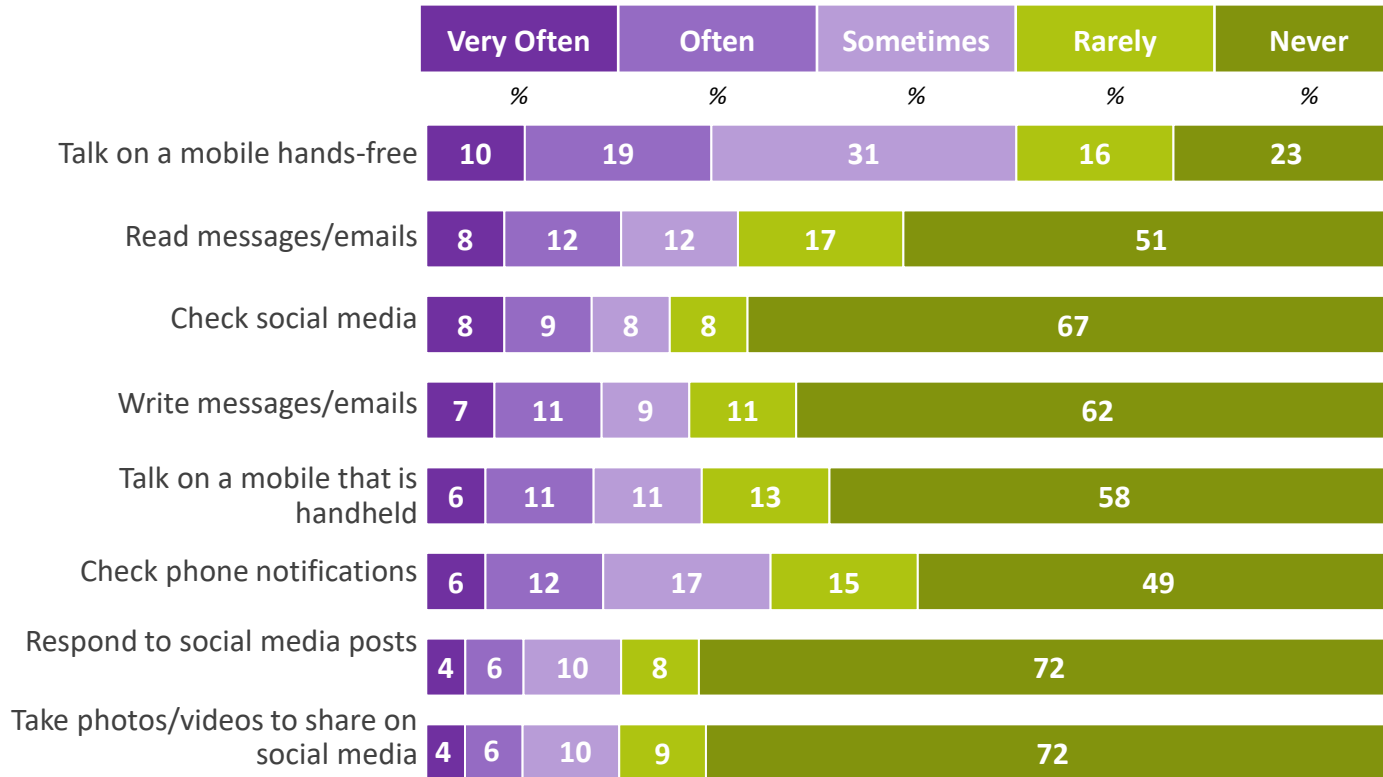
Q.4b. And how frequently do you typically use your phone to do each of the following on a daily basis?

Q.5 We would like to understand more about your use of a mobile phone in general. Can you indicate your level of agreement with the following statements?



Mobile Phone Use while Driving Past 12 Months

Base: All Motorists N - 1009



70% of motorists use their mobile phone while driving. We can also identify 45% of motorists who use the phone while driving with a high level of frequency

Mobile Phone Behaviour Profile

Base: All Motorists N - 1009



Users

(High Users)

Male	52%	51%
Work Full Time	55%	58%
Age -35yrs	31%	35%
ABC1	57%	60%
Have penalty points – Currently	11%	12%
Have penalty points – Ever	36%	35%

Non users

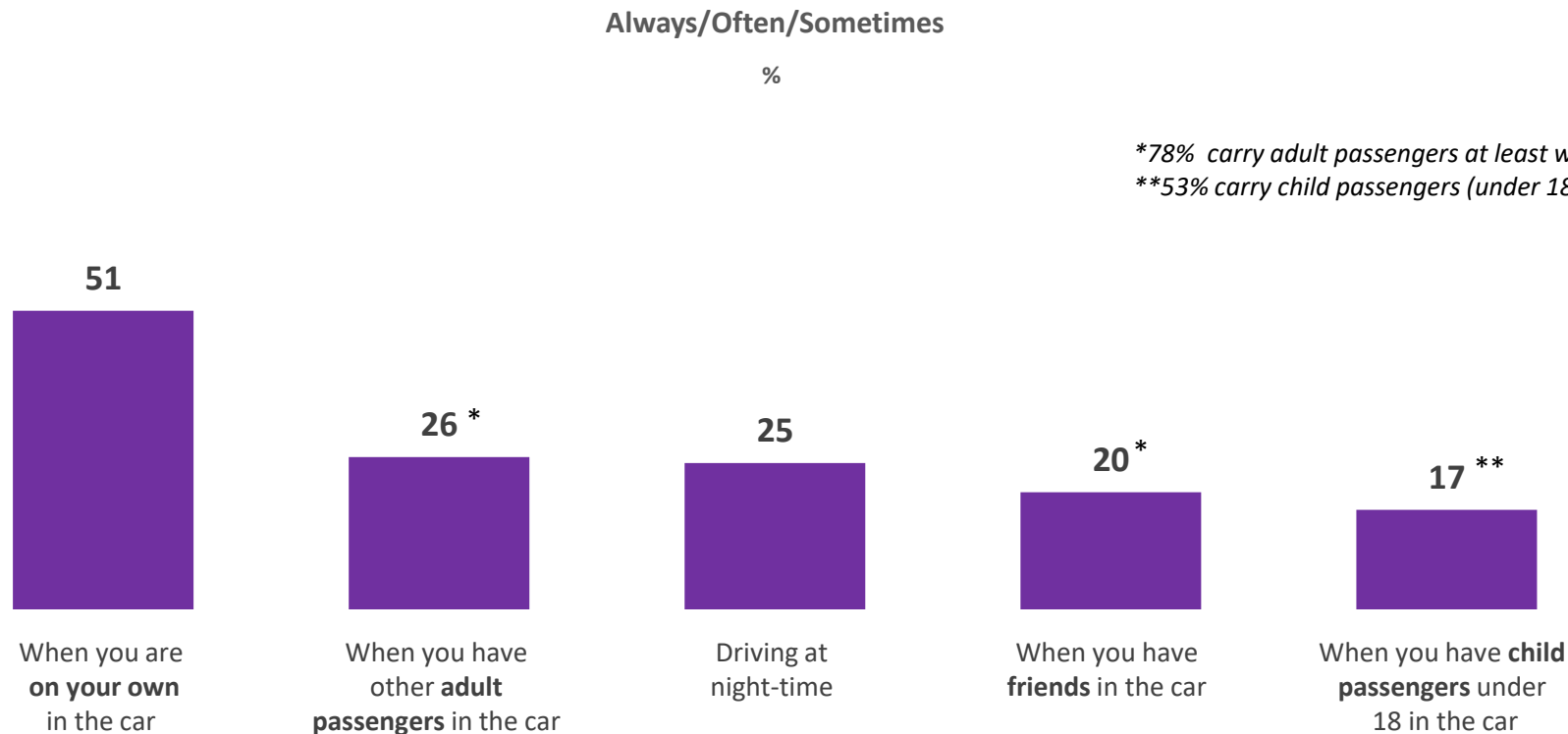
Male	51%
Work Full Time	34%
Age -35yrs	19%
ABC1	46%
Have penalty points – Currently	3%
Have penalty points – Ever	26%

Those who use their mobile phone while driving are significantly biased towards those who work full time; they are also more likely to be under 35 years, ABC1 and to have/ had penalty points.

Mobile Phone profile:

Circumstances where drivers use Mobile when driving

Base: Drivers who 'very often', 'often', or 'sometimes' use their mobile in car N - 704



Mobile phone use is also most likely to occur when drivers are on their own in the car. One and four also likely to use when they have adult passengers, and when they are driving at night time.

Mobile Phone Profile:

Reasons why motorists use Mobile when driving

Drivers who 'very often', 'often', or 'sometimes' use their mobile in car N - 704

1 in 2 agree:

- I have never had a crash while driving (52%)

1 in 3 agree:

- I need to be on call for family/emergency/work (32%)

1 in 4 agree:

- I am unlikely to get caught by police using it (25%)
- My friends drive and use theirs (21%)
- I don't know anyone who has ever had a crash while driving (18%)

1 in 10 agree:

- I am a skilled driver and can drive and use it (14%)
- My family drive and use theirs (13%)
- I use it constantly and so it is hard for me to stop using my phone even when driving (11%)
- Using your mobile phone while driving is perfectly safe (7%)

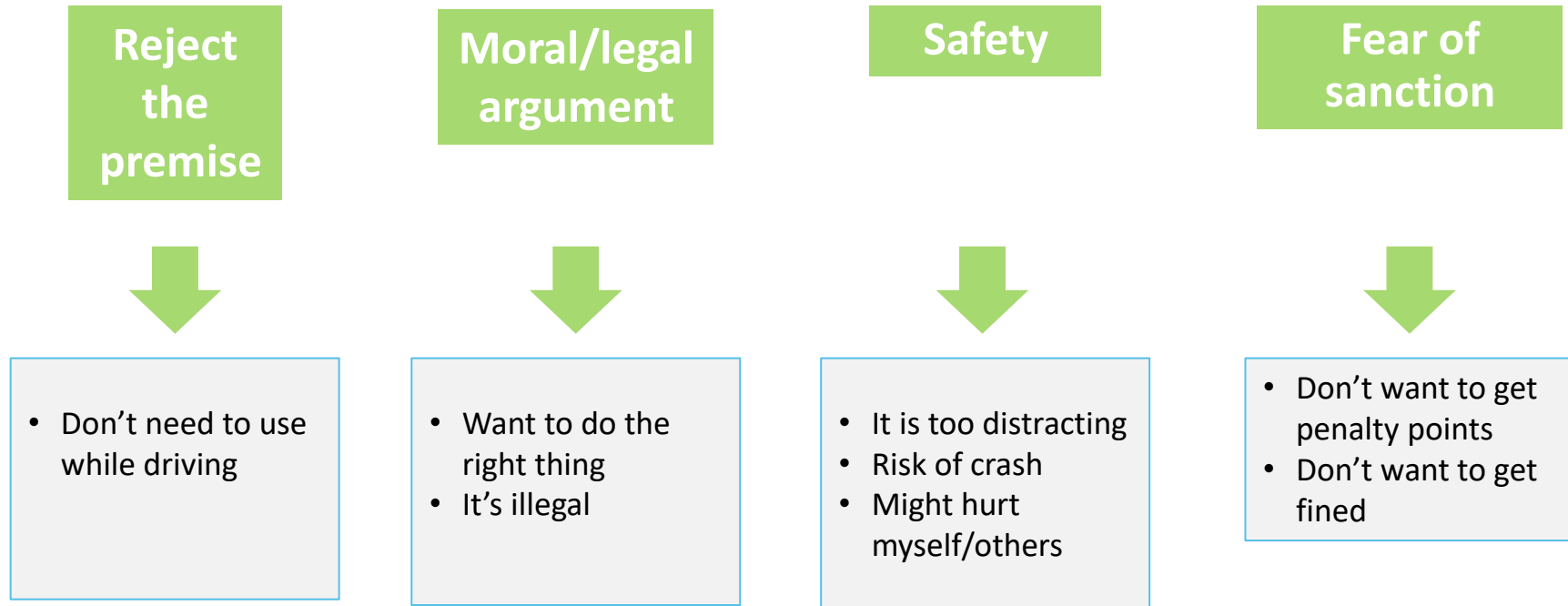
The pattern of rationales for in-car mobile use is more dispersed and directed toward low-incidence reasons. The primary reasons may relate more to compulsive/ addictive behaviour.

Mobile Phone Profile:

Reasons why motorists don't use mobile when driving

Base: Drivers who 'rarely' or 'never' use mobile in car N = 305

Four key themes endorsed by over 9 in 10 non-users



The four key themes are again apparent in relation to in car use of mobiles.



Q.26 We would like you to consider to what extent you agree or disagree with each of the following as reasons why you rarely or never use your mobile phone while driving

Summary:

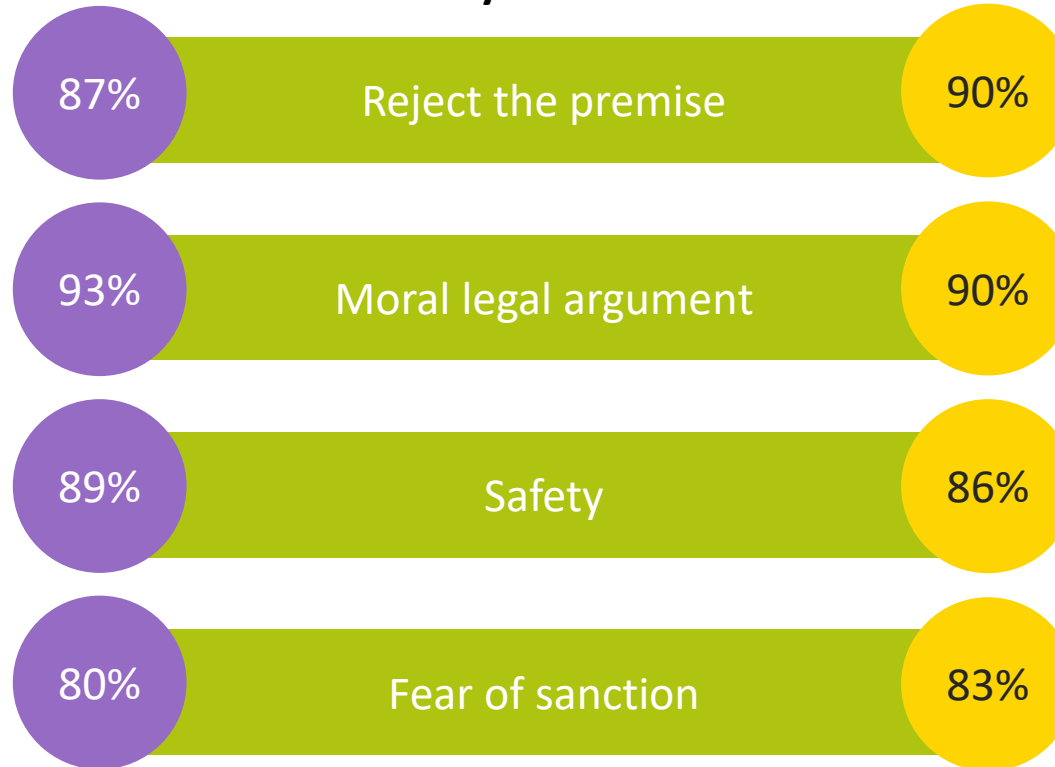
Reasons why motorists don't..

Drivers who 'rarely' or 'never' speed N - 365, or 'rarely' or 'never' use their mobile in car N - 305

Don't use **Mobile**
in car...

Key themes

Don't **Speed**...

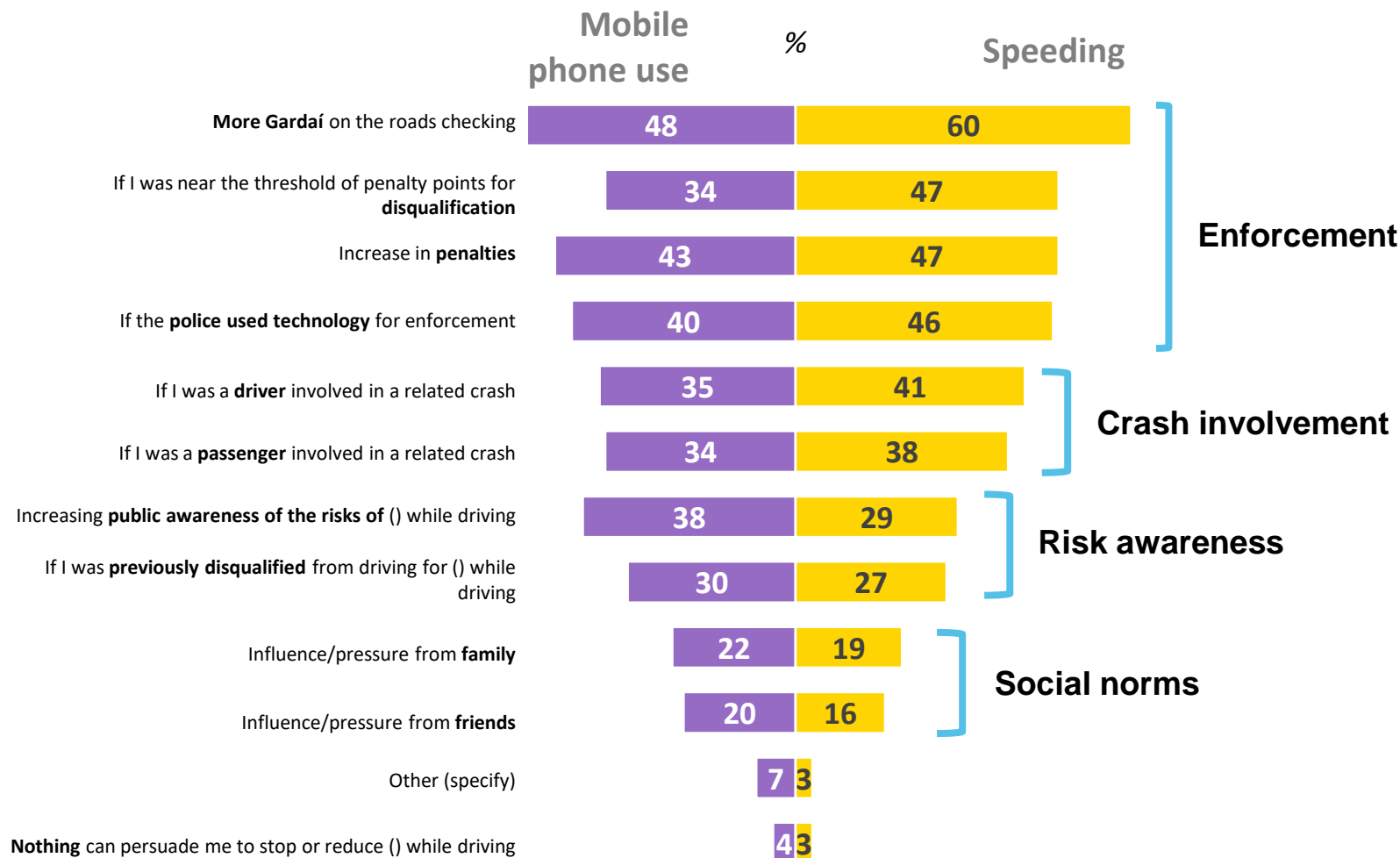


Categorised by theme, the reasons why motorists don't speed/ don't use mobile in car show a similar pattern. Interestingly 'safety' reasons are even more prominent in relation to the non use of mobiles.



Factors that would encourage/ persuade drivers to stop..

Base: Drivers who 'very often', 'often' or sometimes speed N – 661/ use mobile phone in car N - 704



Mobile phone users also prioritise 'enforcement' as factors to persuade non-use.



Attitudes to speeding & mobile phones (Perceived acceptability & safety)

Acceptability of speeding

Base: All Motorists N - 1026



Social and personal levels of perceived acceptability show some variation – but not overly significant. Speeders again distinguish themselves in relation to perceived acceptability – especially for low-level speeding.

(Speeders)

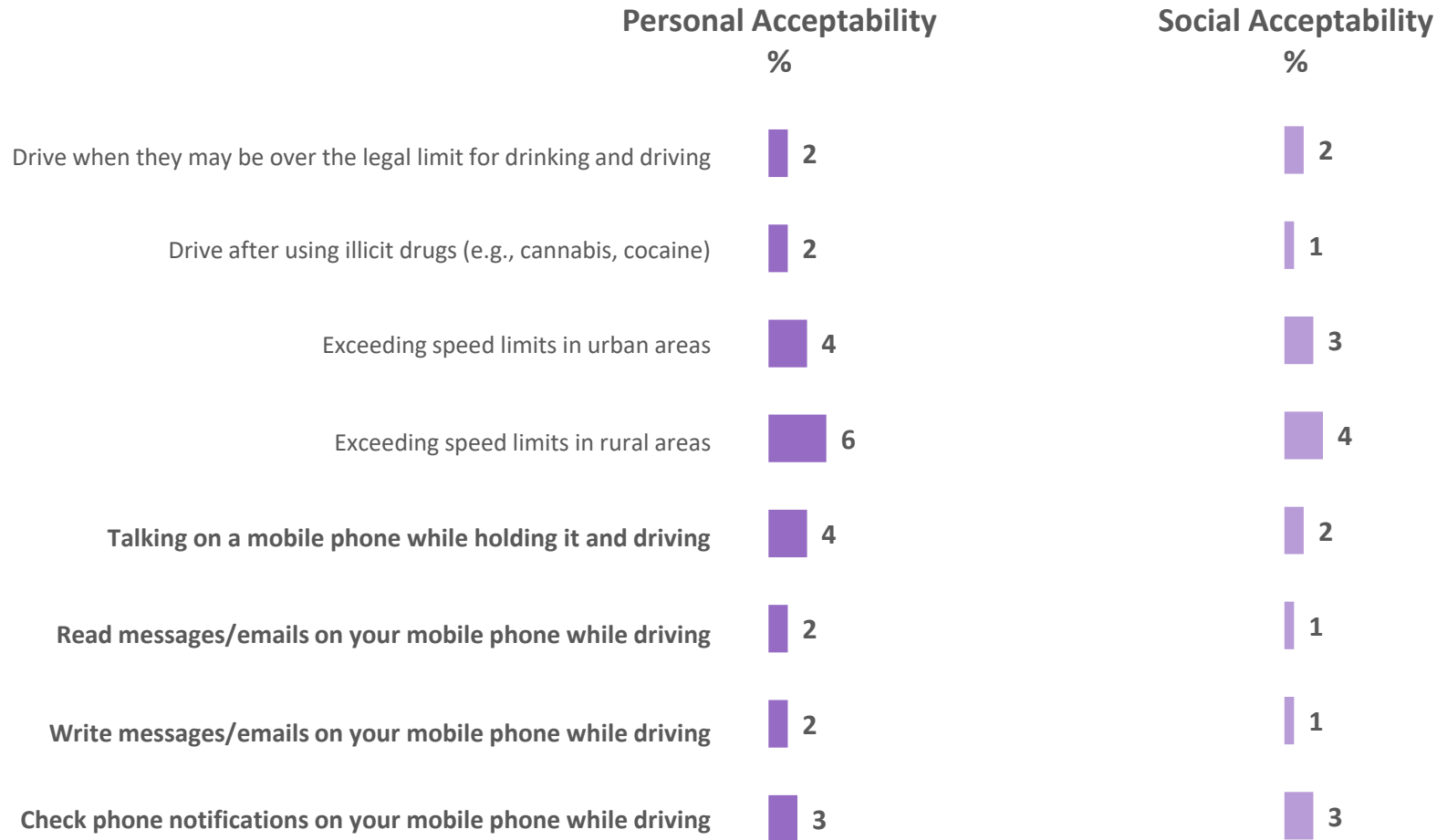


Q.7 Where you live, how acceptable or unacceptable would most other people say it is for a CAR DRIVER to..?

Q.8 How acceptable or unacceptable do you, personally, feel it is for a CAR DRIVER to..?

Acceptability of mobile phone use in car

Base: All Motorists N - 1009

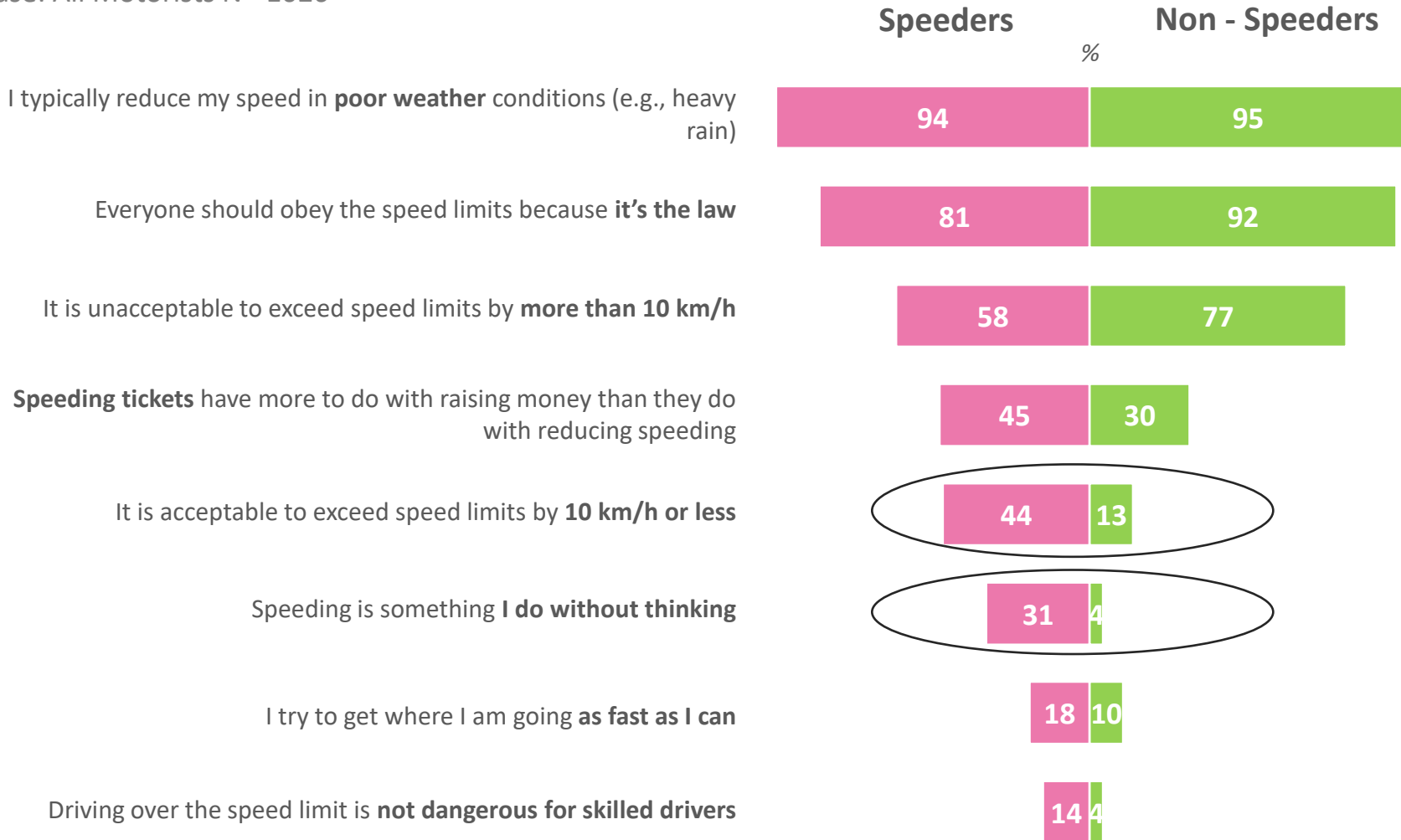


The perceived acceptability of mobile phone use in car is extremely low whether on a personal or community basis; this may reinforce the notion that the challenge here is more in addressing an addictive form of behaviour.

Q.8 Where you live, how acceptable or unacceptable would most other people say it is for a CAR DRIVER to...
 Q.9 How acceptable or unacceptable do you, personally, feel it is for a CAR DRIVER to ...?

Speeding Attitudes

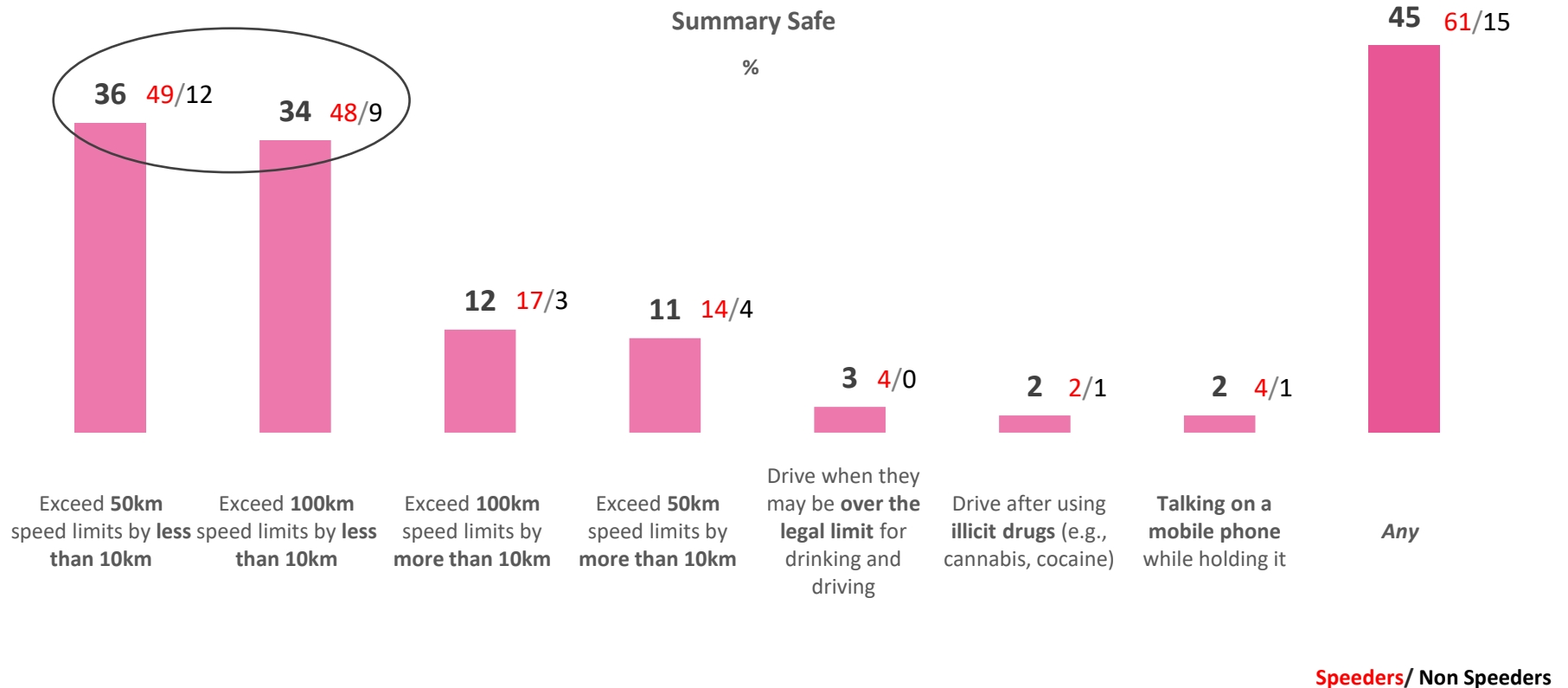
Base: All Motorists N - 1026



The biggest difference in attitudes between speeders and non-speeders also relates to the acceptability of low-level speeding; in addition the gap is especially wide in relation to 'speeding is something I do without thinking'.

Safety Perceptions of Speeding

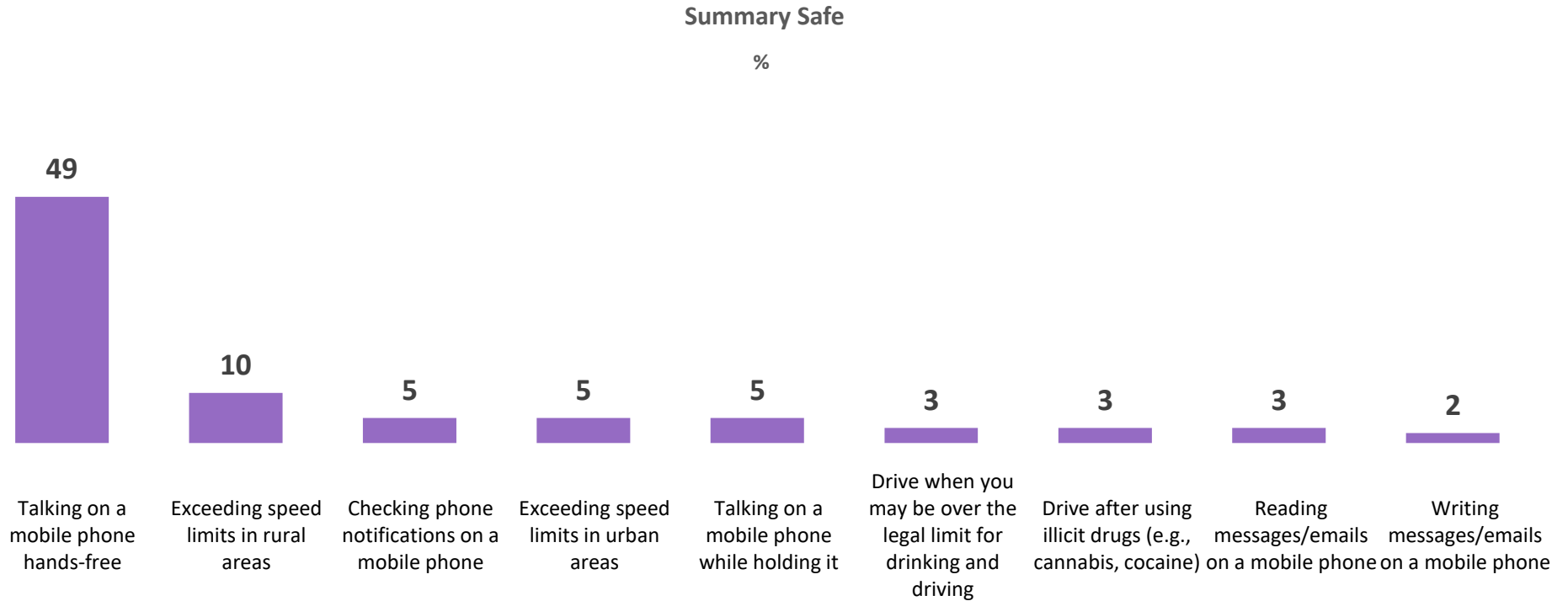
Base: All Motorists N - 1026



'Speeders' again distinguish themselves in relation to perceptions of safety: nearly half of 'speeders' consider low-level speeding to be 'safe'.

Safety Perceptions of Mobile Phone use in car

Base: All Motorists N - 1009



The perceived levels of safety related to mobile phone in car are also typically extremely low, bearing no comparison for example to the safety associated with low-level speeding.

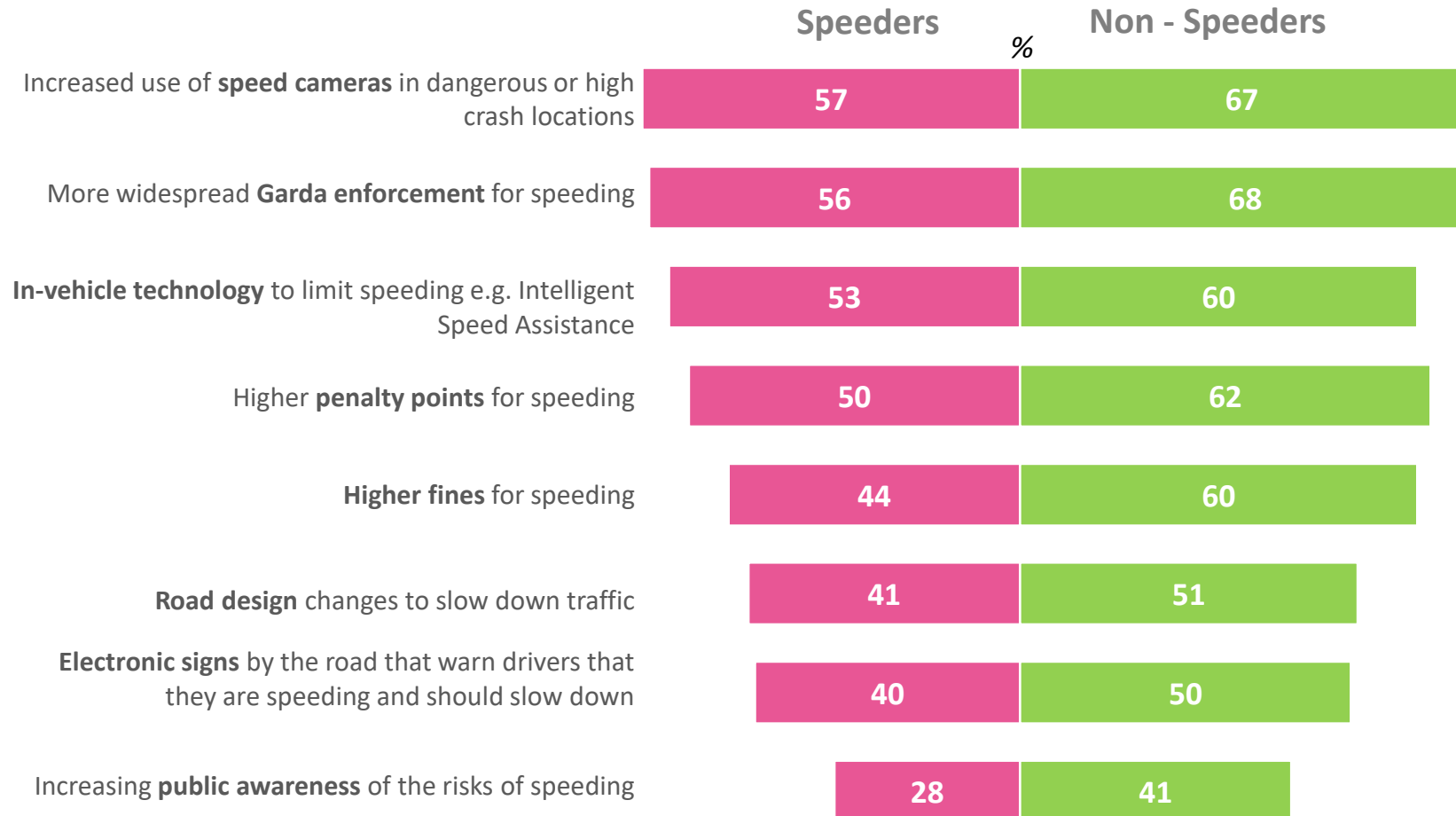


**Strategies to reduce speeding
& mobile phone use**

Measures to Reduce Speeding: Impact

Base: All Motorists N - 1026

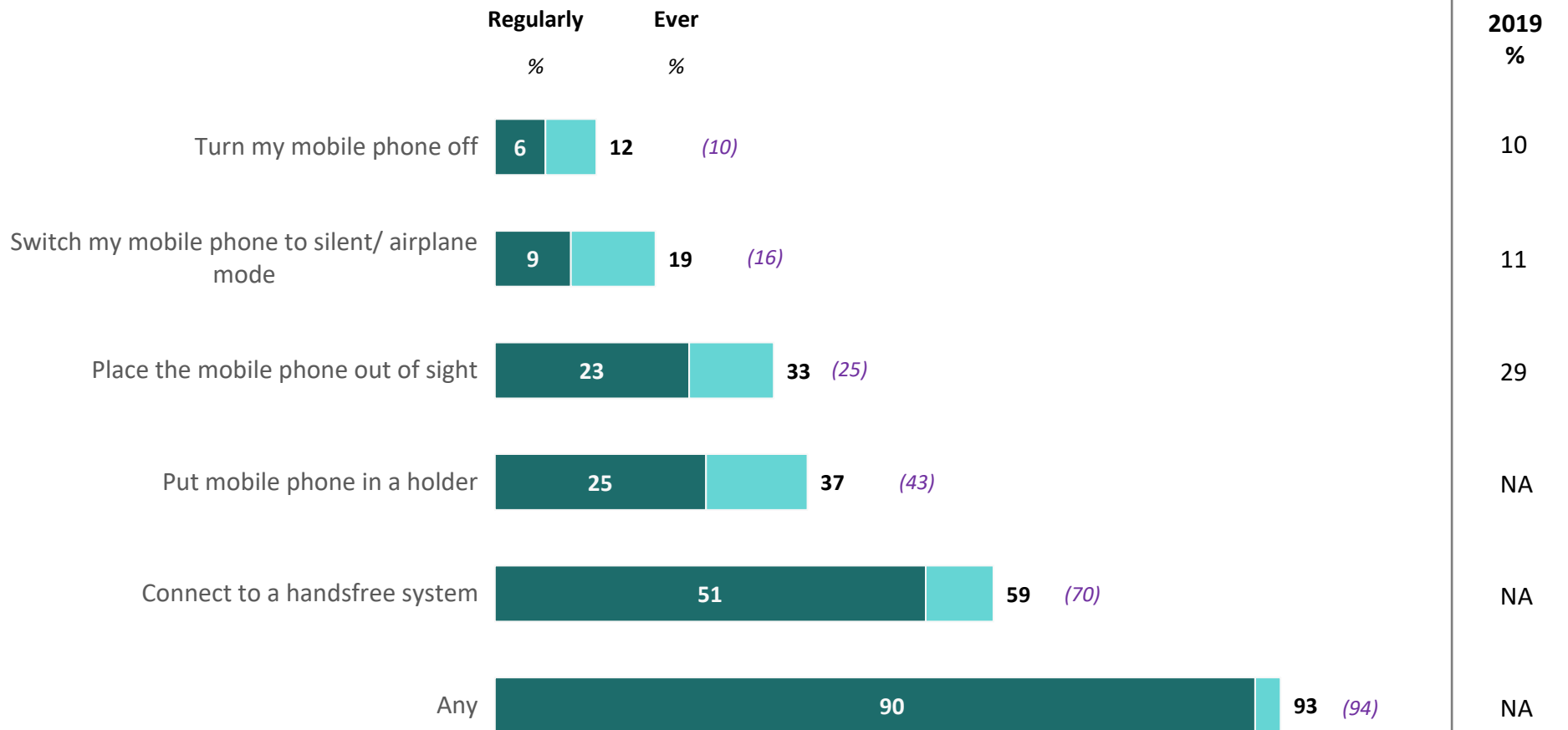
Would have high impact on reducing speeding



Speed cameras, Garda enforcement, in vehicle technology and higher penalty points are highlighted by 'Speeders' as the measures which will have the biggest impact on reducing speeding in general.

Mobile Phone Safe Behaviour: actions before setting off to drive

Base: All motorists N – 1,009





The conversion of ever to regular behaviour for mobile phone precautionary strategies is typically strong. High mobile phone users are more resistant to placing their mobile out of sight or switching to silent.



(Mobile phone users)



Garda Enforcement

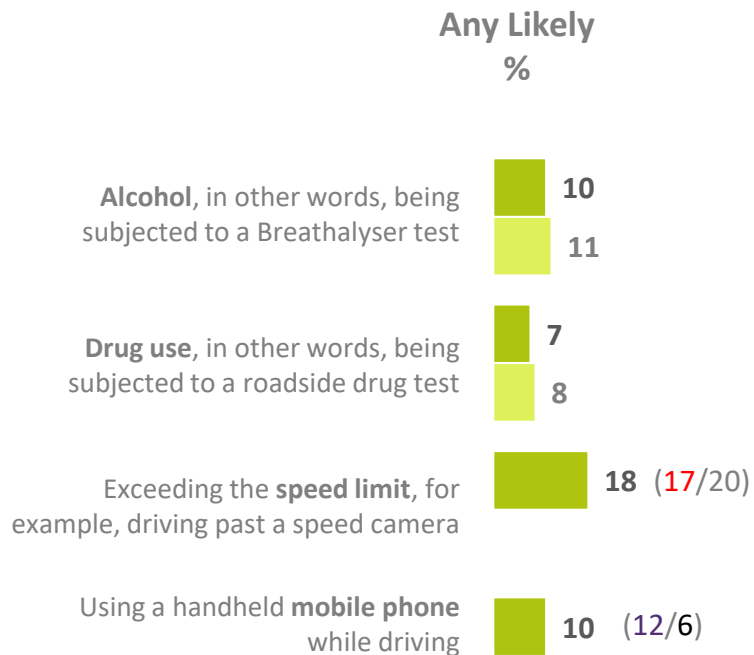
Base: All Motorists

Oct (Speeding) 
Nov (Mobile phone) 

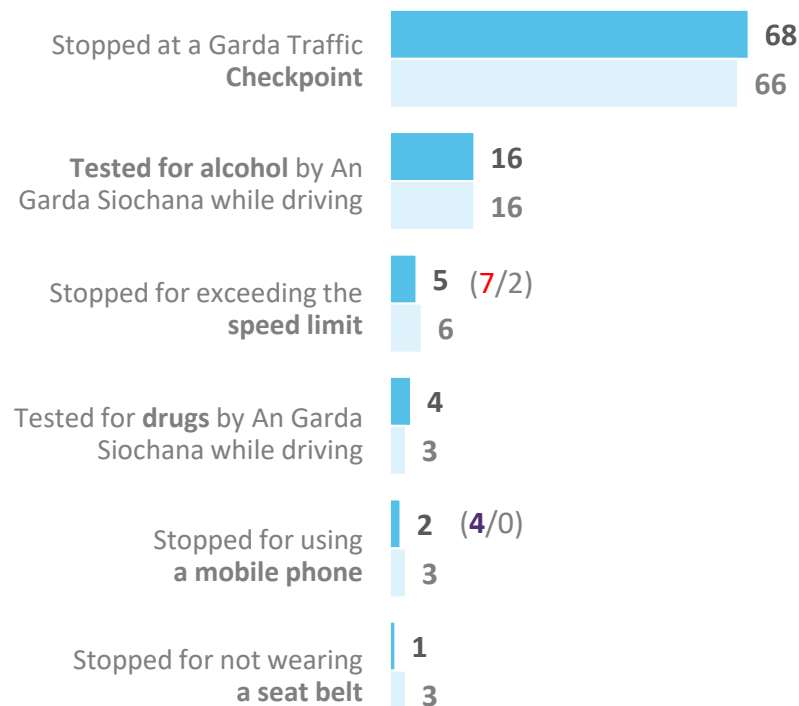
Oct (Speeding) 
Nov (Mobile phone) 



On a typical journey, likelihood you will be checked by police for ...



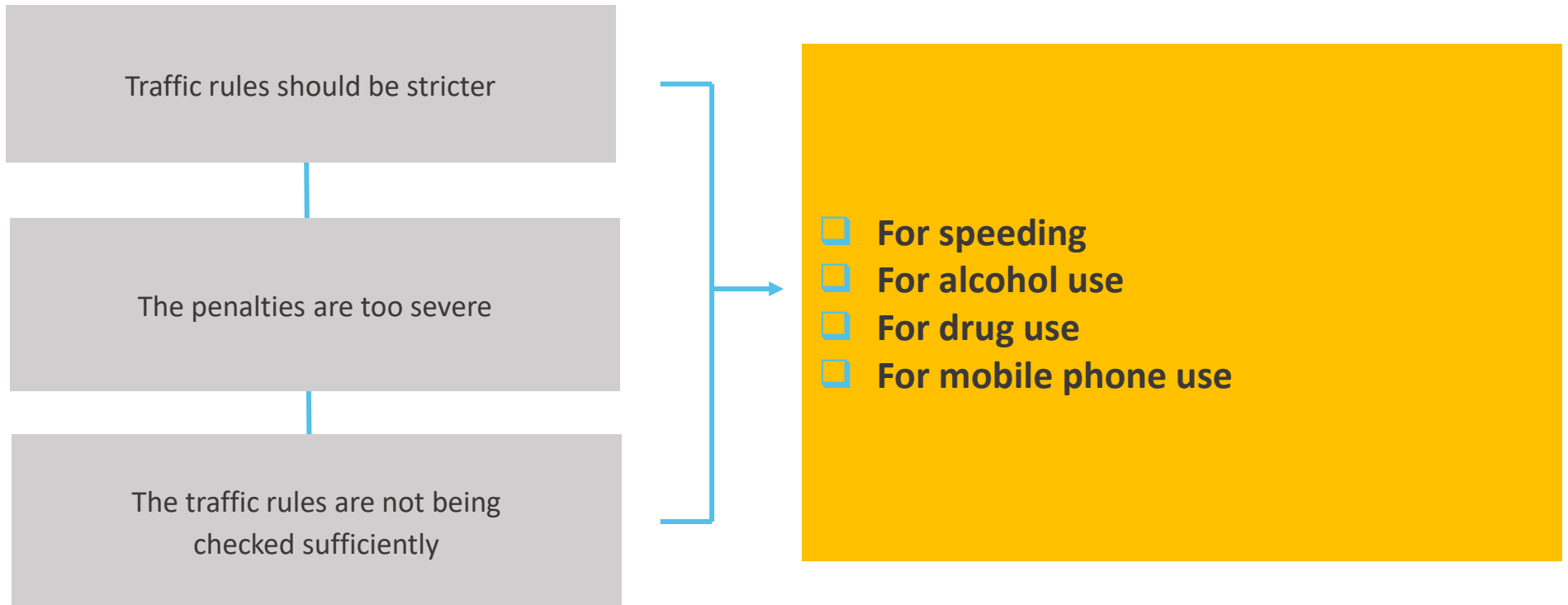
Stopped by An Garda Síochána past 3 years %



(Speeders/ Non speeders)
(In car mobile users/non users)

Perceived likelihood of being checked by police for exceeding the speed limit is very similar among speeders and non-speeders; perceived likelihood is even lower for mobile phone use.





Assessment of Current Traffic Rules and Penalties

Base: All Motorists

	Yes Sept (Speeding)	Yes Oct (Mobiles)	Yes Target group
The traffic rules should be stricter	%	%	%
For speeding	59		49
For alcohol use	82	78	
For drug use	86	84	
For mobile phone use		72	69
The penalties are too severe			
For speeding	19		26
For alcohol use	8	9	
For drug use	5	7	
For mobile phone use		13	15
The traffic rules are not being checked sufficiently			
For speeding	55		51
For alcohol use	67	64	
For drug use	68	65	
For mobile phone use		66	63

Motorists are far less inclined to suggest traffic rules should be stricter for speeding



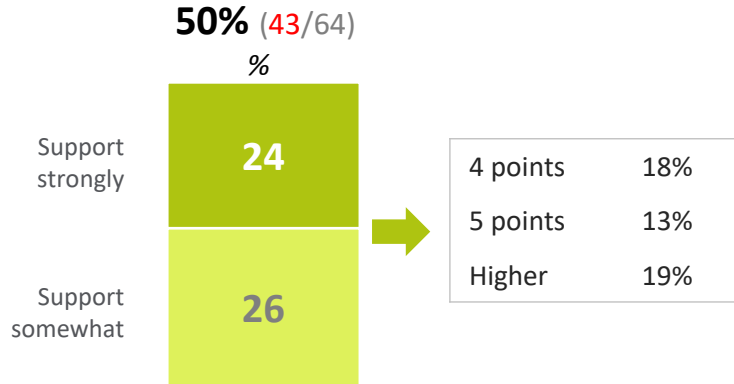


**Penalties for speeding &
mobile phone use**

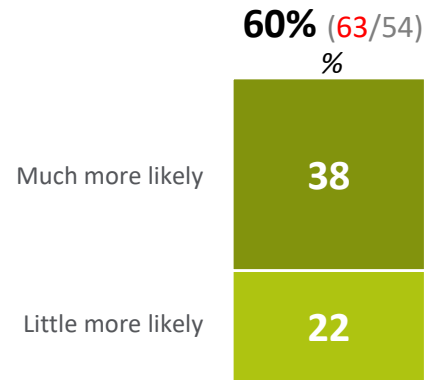
Penalty Points for Speeding: Increasing points to more than 3 & fine to €160

Base: All Motorists N - 1026

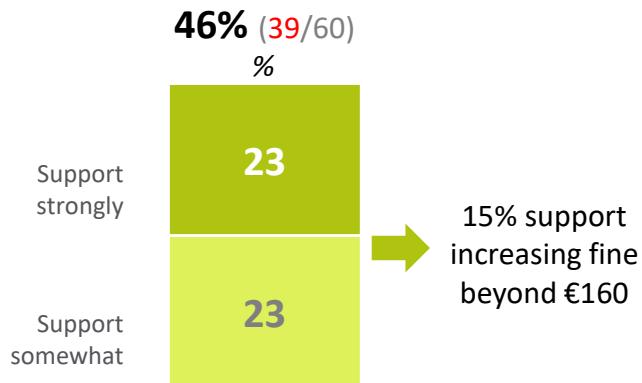
Support for increasing points



If new penalty likelihood of driving within speed limit (6 penalties & €160 fine)



Support for doubling fine to €160



Support for increasing points and fines related to speeding is c. half of motorists; 60% however indicate they are more likely to drive within the limit if implemented – this rises to 63% of speeders.

(Speeders/ Non speeders)

Q.14 To what extent do you support or object to increasing the number of penalty points associated with this offence to more than 3?

Q.15 You indicated you would support increasing the penalty points for exceeding the speed limit, which of the following options would you support the most?

Q.16 To what extent do you support or object to increasing the fine associated with this offence from €80 to €160?

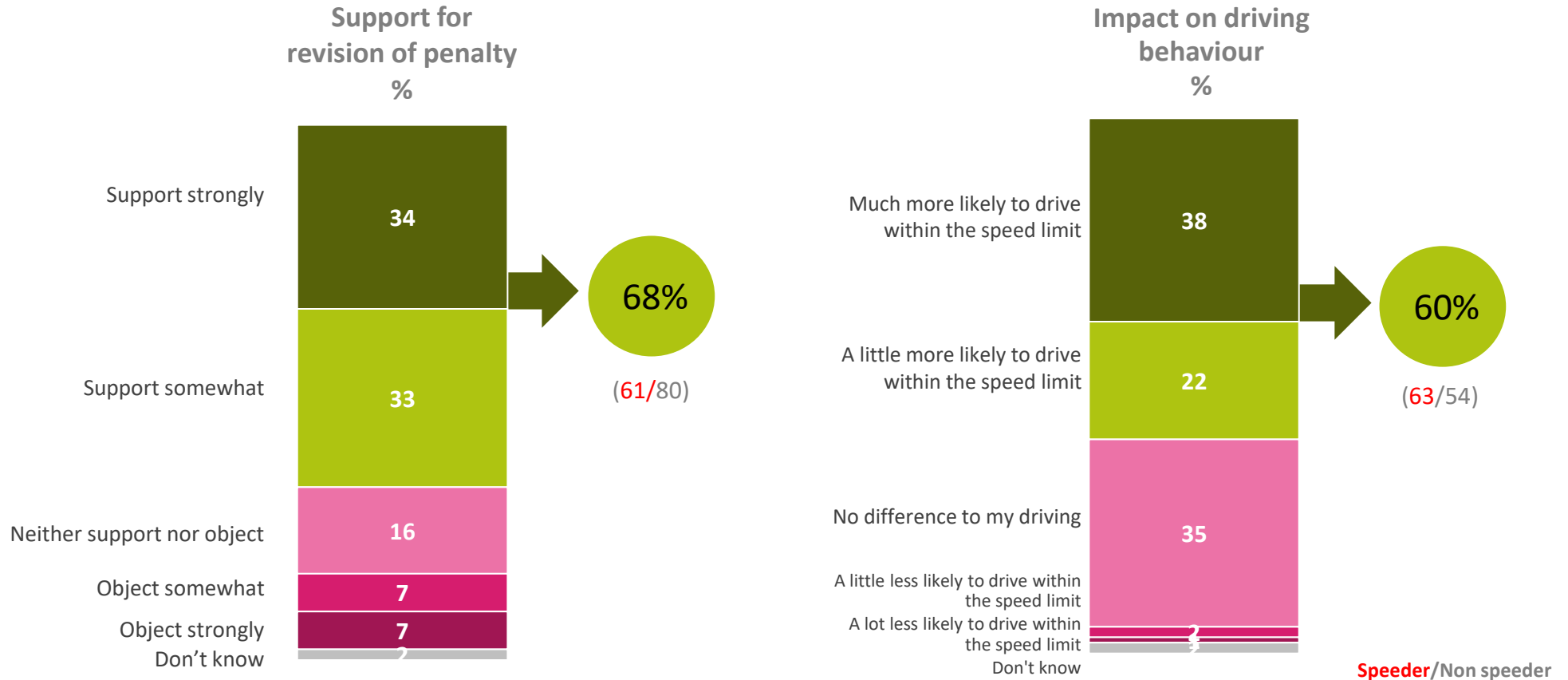
Q.17a You indicated you would support increasing the fine for exceeding the speed limit from €80 to €160, which of the following options would you support the most?

Q.17b If there was an increase in penalties for exceeding the speed limit to 6 penalty points and a €160 fine, how do you think it would affect your driving behaviour?

Penalties for Speeding:

The more a driver breaks the speed limit, the higher the fines/points incurred

Base: All Motorists N - 1026



Support for aligning a penalty to the extent a driver breaks the speed limit is very strong at near 70% of all motorists; and 60% of motorists are more likely to drive within the limit following the introduction of such a penalty.

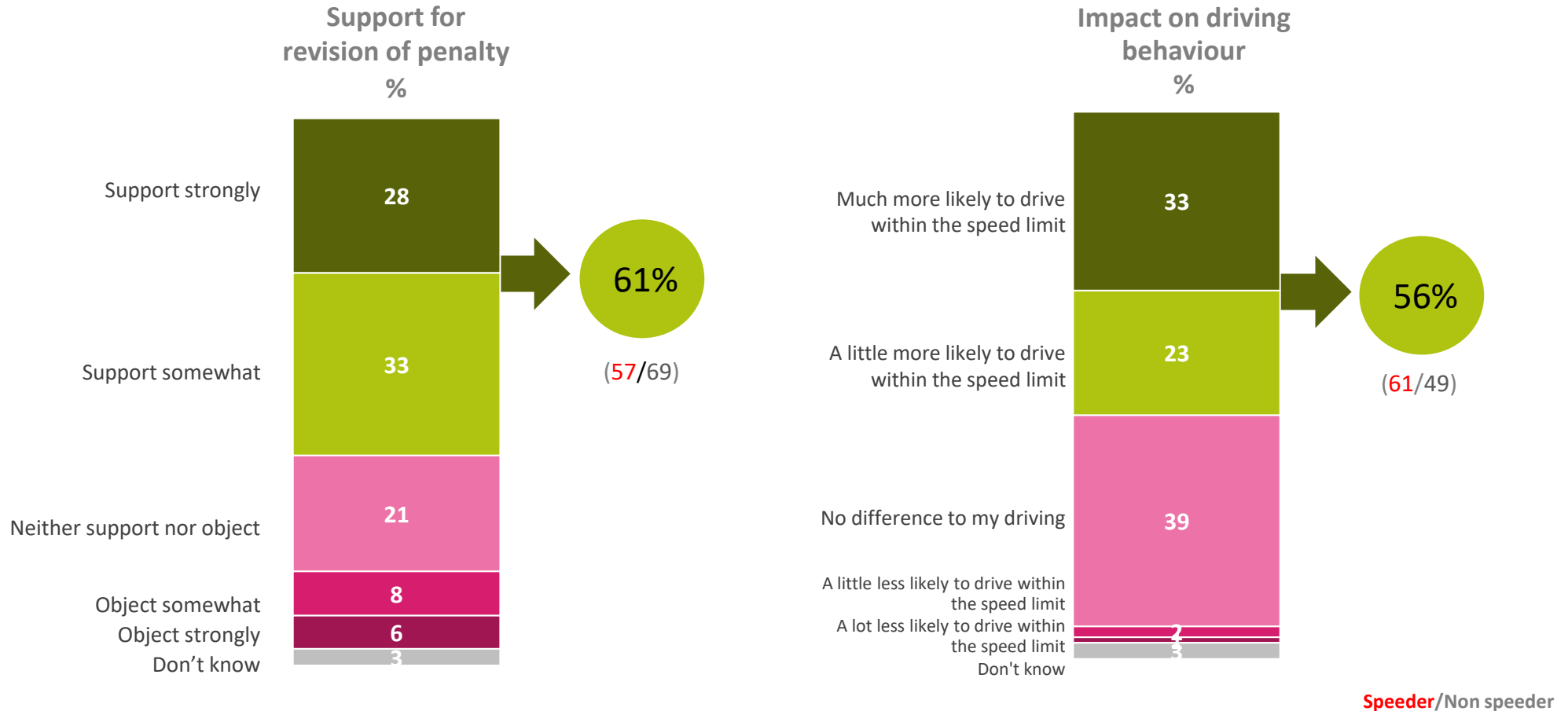
Q.18a To what extent do you support or object to revising the penalties for exceeding the speed limit so that the more a driver breaks the speed limit, the higher the fines and penalty points incurred?

Q.18b If there was a revision to penalties for exceeding the speed limit so that the more a driver breaks the speed limit, the higher the fines and penalty points incurred, how do you think it would affect your driving behaviour?



Penalties for speeding: Higher penalties for 30Km/h + 50KM/h zones

Base: All Motorists N - 1026



Introducing higher penalties for 30 km and 50 km zones also receives the support of 3 in 5 motorists, with 56% indicating they will be more likely to drive within the speed limit following such a revision.

Q.18c Support or object revising the penalties for exceeding speed limit so that when driver breaks the speed limit in areas with more pedestrians and cyclists, the higher the fines and penalty?
 Q.18d If there was an increase in penalties for exceeding the speed limit in areas with more pedestrians and cyclists, how do you think it would affect your driving behaviour?



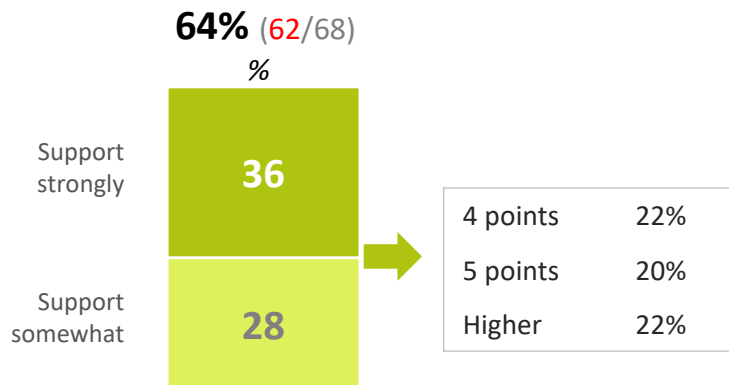


**Penalties for mobile
phone use**

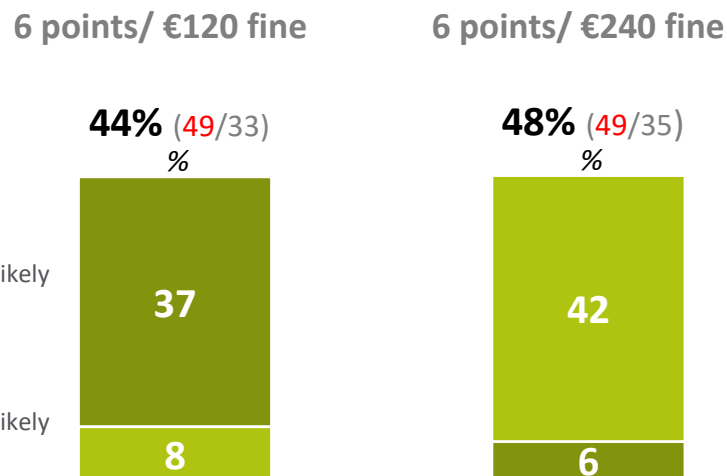
Penalty Points for mobile phone use: Increasing points to more than 3 & fine (to €120/€240)

Base: All Motorists N - 1009

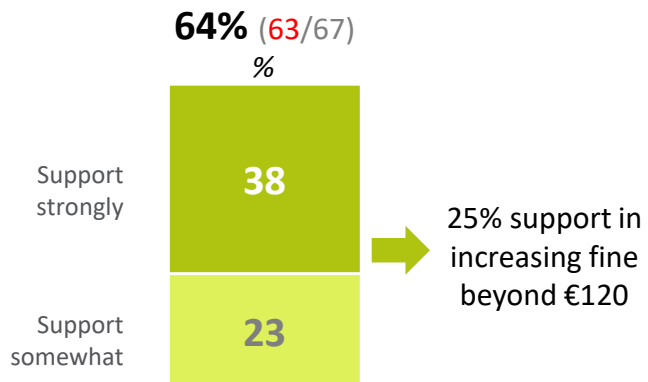
Support for increasing points



If new penalty likelihood of using mobile while driving.....



Support for doubling fine & €120



Support for increasing the penalty points and fines for mobile phone use encouragingly extends to near 2 in 3 motorists; the associated positive impact however appears relatively modest when compared to the speeding examples.

(mobile in car users/ Non users)

Q.14 To what extent do you support or object to increasing the number of penalty points associated with this offence to more than 3?

Q.15 You indicated you would support increasing the penalty points for exceeding the speed limit, which of the following options would you support the most?

Q.16 To what extent do you support or object to increasing the fine associated with this offence from €60 to €120?

Q.17 You indicated you would support increasing the fine for exceeding the speed limit from €60 to €120, which of the following options would you support the most?

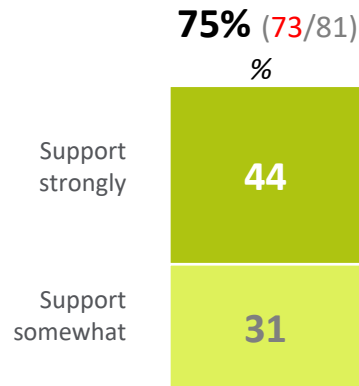
Q.18 If there was an increase in penalties for driving while holding a mobile phone to 6 penalty points and a €120 fine, how do you think it would affect your driving behaviour?

Q.19 If there was an increase in penalties for driving while holding a mobile phone to 6 penalty points and a €240 fine, how do you think it would affect your driving behaviour?

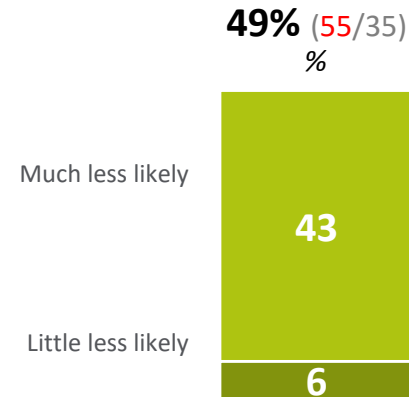
Penalty Points for mobile phone use: Increasing for repeat offences

Base: All Motorists N - 1009

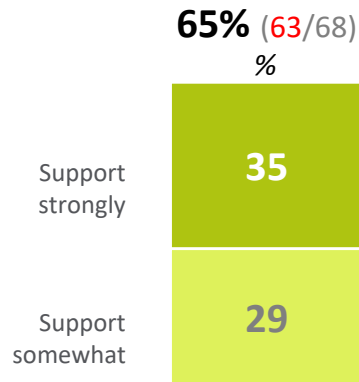
**Caught twice in 12 months =
increased penalties & fines**



**If new penalty likelihood using
mobile in car (caught twice = 3
month disqualifying**



**Caught twice in 12 months = 3
months disqualification**



The prospect of an automatic three-month disqualification for being caught for mobile phone use twice in a 12 month period is supported by near 2 in 3 motorists; half of motorists would also be less likely to use their mobile phone in car if this new penalty was introduced.

Q.20 To what extent do you support or object to revising penalties ...If a person is caught using a mobile phone while driving twice in a 12-month period, they will receive increased penalties and fines

(mobile in car users/ Non users)

Q.21 To what extent do you support or object to revising penalties ...If a person is caught twice in a 12-month period for using a mobile phone while driving, they will receive an automatic disqualification from driving for three months

Q.22 If the penalty for being caught twice in a 12-month period for using a mobile phone while driving became an automatic three-month disqualification, how do you think it would affect your driving behaviour?

Summary: Support for increasing penalty points/ fines



Base: All Motorists

Proposed	Support	Positive Impact on Behaviour
SPEEDING		
Increasing the number of penalty points to 3+	50% (43/64)	
Doubling fine to €160	46% (39/60)	
Doubling penalty points to 6 & fine to €160		60% (63/54)
The more a driver breaks the speed limit, the higher the fines/points incurred	68% (61/80)	60% (63/54)
Higher penalties for 30Km/h + 50KM/h zones	61% (57/69)	56% (61/49)
MOBILE PHONES		
Increasing the number of penalty points to 3+	64% (62/68)	
Doubling fine to €120	64% (63/67)	
Doubling penalty points to 6 & doubling fine to €120		44% (49/33)
Doubling penalty points to 6 & increasing fine to €240		48% (49/35)
Increasing for repeat offences: caught twice in 12 months = increased penalties/ fines	75% (73/81)	
Increasing for repeat offences: Caught twice in 12 months = 3 months disqualification	65% (63/68)	49% (55/35)

(Speeder/
Non speeder)

(Mobile in car
users/ Non
users)

Support for revising penalties is often over 60% of motorists. Support peaks for aligning speeding penalties to the extent speeding limits are broken; and for increasing penalties for repeated mobile phone offences.



Summary & Conclusions

National Surveys on Speeding & Mobile Phones 2022

Key Learnings



Both Speeders (64%) and in car Mobile Phone users (70%) are biased towards those who work full time; aged under 35 years and ABC1. They are also far more likely to have a record of penalty points.



Key reasons for speeding relate to lack of crash involvement and enforcement – as well as rejection of appropriateness of speed limits. Crash involvement and enforcement are also the key factors that would encourage speeders to stop.

The pattern of rationales for in-car mobile use, beyond lack of crash involvement, is more dispersed and directed toward low-incidence reasons.



Categorised by theme, the reasons why motorists don't speed/ don't use mobile in car show a similar pattern.



The biggest difference in attitudes between speeders and non-speeders relates to the acceptability of low-level speeding. Perceived acceptability of mobile phone use in car is extremely low; this may reinforce the notion that the challenge here is more in addressing an addictive form of behaviour.



Speed cameras, Garda enforcement, in vehicle technology and higher penalty points are highlighted by 'Speeders' as measures which would have the biggest impact on reducing speeding in general.

When asked in general, motorists are however far less inclined to suggest traffic rules should be stricter for speeding.



Notwithstanding this, support for the specific revision of penalties is often apparent from over 60% of motorists and peaks for aligning speeding penalties to the extent speeding limits are broken; and for increasing penalties for repeated mobile phone offences.

Thank you.



RESEARCH
& INSIGHT

*Milltown House
Mount Saint Annes
Milltown, Dublin 6 - D06 Y822
+353 1 205 7500 | www.banda.ie*

Delve deeper