

The Road Safety Authority

Driver Attitudes & Behaviour Survey 2019

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J.9196







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Research Objectives

- The National Survey of Driver Attitudes & Behaviour is a long standing cornerstone of the Road Safety Authority research programme. It provides the RSA with an annual asset of relevant information to guide their strategic decisions and the findings have also been used for a range of national and international papers and conference presentations.
- 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+). All interviewing is conducted face to face in the home.
- All survey interviewing was conducted in March and April 2019.
- The key objectives of the research are to:
 - Establish the incidence of errant driving behaviour among Irish motorists (e.g. speeding)
 - Measure the extent of current driving habits that are proven to increase the risk of accidents (e.g. mobile phone usage).



Research Objectives

- Determine the attitudes of Irish motorists to a series of road safety measures (e.g. Seatbelts).
- Analyse the extent to which these attitudes and behaviours are consistent both across demographic criteria and over time.
- New topic areas included in the 2019
 Driver Attitudes & Behaviour survey were:
 - Driving & Medication
 - Learner driver restrictions
 - Using roads by means other than a car



Research Background & Objectives





		%
Candan	Male	51
Gender	Female	49
	-24 years	8
	25-34 years	23
Ago	35-44 years	23
Age	45-54 years	18
	55-64 years	14
	65+ years	13
	ABC1	43
Social Class	C2DE	48
	F	9

		%
	Dublin	27
Pagion	Leinster	28
Region	Munster	26
	Conn/Ulster	20
Aron	Urban	57
Area	Rural	43

Research Background & Objectives





		%
	Motorcycle	2
	Car	97
Vahiala Tuna	Van	6
Vehicle Type	P.S.V. (minibus)	0*
	P.S.V. (bus)	0*
	Truck	0*
	Learner licence	7
Licence Type	Full licence – Irish issued	90
	Full licence – other country issued	3

	%
Under 2 years	5
2-5 years	10
6-10 years	16
11-20 years	24
21-30 years	18
31+ years	26
Yes	24
No	76
	2-5 years 6-10 years 11-20 years 21-30 years 31+ years Yes

^{*=}less than 0.5%

^{** 36%} of all employed motorists



Speeding & Rule Violation: Behaviour



Base: All Motorists N- 1,035

								Somet	imes+	
	Very Ofte	n O	ften	Sometimes	Rarely	Never	2019	2017	2015	2014
	%		%	%	%	%	%	%	%	%
Exceed 50km speed limits by less than 10km	4 12		32	2	4	28	48	48	45	48
Exceed 100km speed limits by less than 10km	3 11	27	,	25		34	41	35	34	37
Exceed 50km speed limits by more than 10km		17	27		47	7	26	27	24	29
Exceed 100km speed limits by more than 10km		6	27		50		23	21	19	24
Overtake the car in front even when it keeps appropriate speed (on roads with 100km or 120 km speed limit)	2 4 1	8	25		51		24	21	19	25
Drive faster to catch up on an appointment	2 6	25		28		39	32	24	27	33
Break traffic rules to proceed faster	1 3 15		28		53		19	13	15	19

Breaking traffic rules & 'catch up' speeding have both returned to 2014 levels.

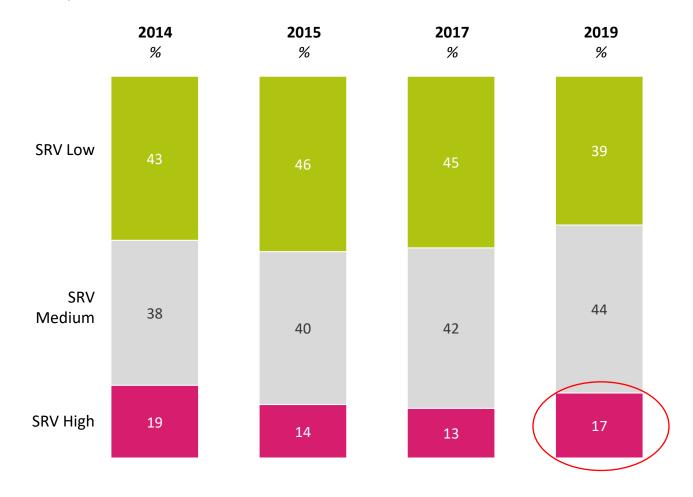


Q.5a How often do you...

Speeding & Rule Violation: Composite Score (Low/Medium/High)



Base: All Motorists N-1,035



The SRV High group has risen to 17% of motorists in 2019: a function of increases in relation to low level speeding at 100km limits; and driving faster to 'catch up'.



Q.5a Speed Composite Score

Speeding & Rule Violation: Composite Score



Base: All Motorists N-1,035

	Gender		nder		Age			Social Class		Region			Area				
	Total M	Male	Female	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dublin	Lein- ster	Mun- ster	Conn/ Ulster	Urban	Rural
Base:	1019	512	507	71	195	333	250	170	439	528	52	309	261	290	159	683	336
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
SRV Low	39	31	48	37	32	34	42	59	42	37	34	44	38	41	31	42	35
SRV Medium	44	47	41	49	46	46	44	34	40	49	39	45	45	46	40	43	46
SRV High	17	22	11	14	22	20	13	7	18	14	27	12	17	14	29	15	19

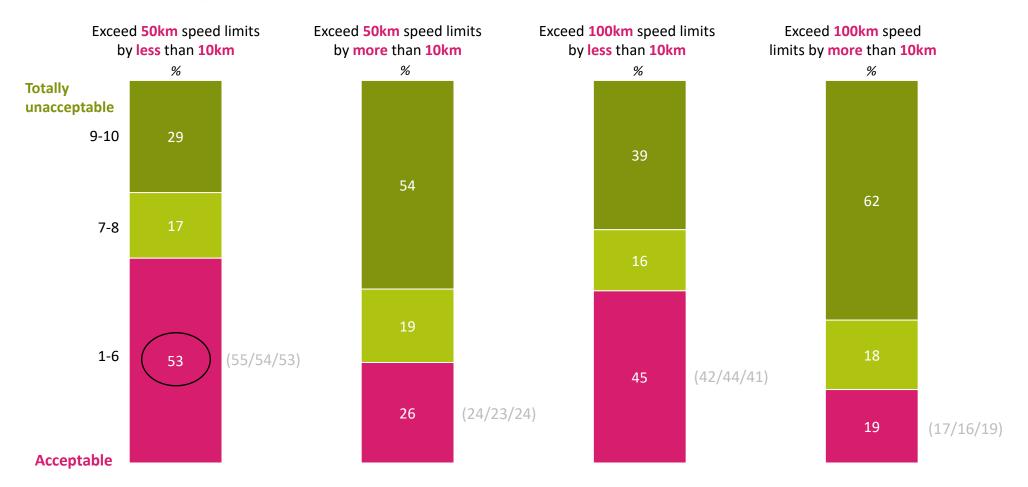
The SRV High Group continues to spike among the younger age groups and males; but is evident to some degree across every demographic group.



What Level of Speeding is Acceptable?



Base: All Motorists N-1,035



The levels of perceived acceptability of speeding remains largely consistent over time. 53% of motorists consider low level urban speeding broadly acceptable. Perceived acceptability of speeding transfers from one speed limit to another: those who consider it broadly acceptable to exceed 100km limit by more than 10km also consider it acceptable to exceed 50km limit by 10km.



 ${\it Q.5b \ I \ would \ like \ you \ to \ tell \ me \ how \ acceptable \ or \ unacceptable \ you \ think \ it \ is \ for \ drivers \ to \dots}}$

(2017/15/14 Research)

What Level of Speeding is Acceptable?



Base: All Motorists N-1,035

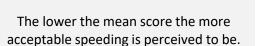
		Statements					
Scores 1-6 Acceptable	Total	Exceed 50km speed limits by less than 10km	Exceed 50km speed limits by more than 10km	Exceed 100km speed limits by less than 10km	Exceed 100km speed limits by more than 10km		
Exceed 50km speed limits by less than 10km	53	100	93	89	90		
Exceed 50km speed limits by more than 10km	26	45	100	46	80		
Exceed 100km speed limits by less than 10km	45	75	79	100	92		
Exceed 100km speed limits by more than 10km	19	33	60	40	100		

The perceived acceptability of speeding transfers from one speed limit to another: - 80% of those who consider it broadly acceptable to exceed 100km limit by more than 10km also consider it broadly acceptable to exceed 50km limit by more than 10km. Likewise 89% who consider low level speeding acceptable at 100km also consider it so at 50km.

Q. I am now going to read out some various types of driving behaviour and for each one, I would like you to tell me how acceptable or unacceptable you think it is for drivers to do these things. A score of one means you think the behaviour is totally acceptable and a score of ten means you think it is totally unacceptable.

What Level of Speeding is Acceptable?

Base: All Motorists N-1,035





Mean Scores	Total	Speeding & Rule Violation				
(1 Acceptable 10 Unacceptable)	IOldi	SRV Low	SRV Medium	SRV High		
Exceed 50km speed limits by less than 10km	6.1	7.9	5.5	3.9		
Exceed 50km speed limits by more than 10km	7.9	9.1	7.6	6.0		
Exceed 100km speed limits by less than 10km	6.7	8.5	6.0	4.2		
Exceed 100km speed limits by more than 10km	8.4	9.4	8.2	6.5		

A consistent distinguishing factor of SRV High motorists is that they are more likely to consider all types of speeding acceptable.

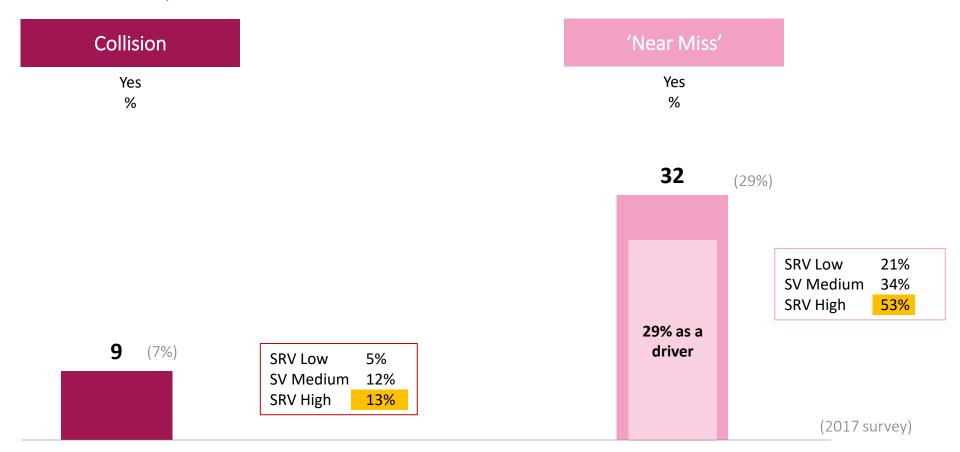


Q. I am now going to read out some various types of driving behaviour and for each one, I would like you to tell me how acceptable or unacceptable you think it is for drivers to do these things. A score of one means you think the behaviour is totally acceptable and a score of ten means you think it is totally unacceptable.

Collisions & Near Accidents (Past 5 Years)



Base: All Motorists N-1,035



When combined (collision + 'near miss') 35% of motorists have had a collision or near miss in the last 5 years.

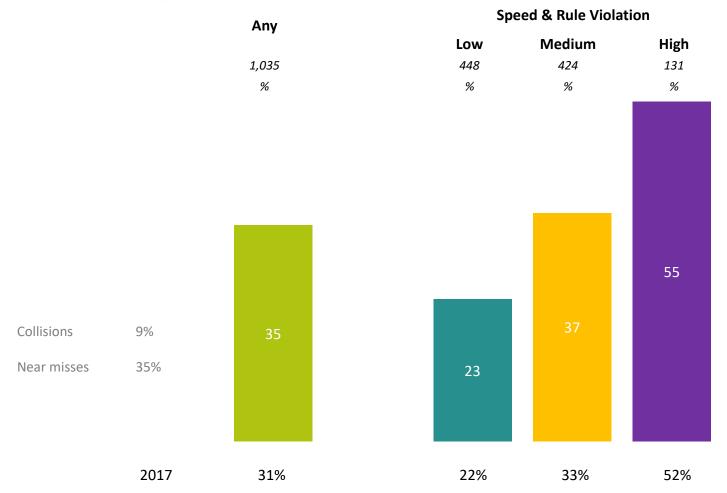
Q. In the last five years have you been involved in a collision while driving a motor vehicle in which there was damage to your vehicle or another vehicle?

Q. In the last five years have you ever been involved in a 'near miss' i.e. you narrowly escaped a collision with another road user while in a car, on bicycle, or as a motorcyclist or pedestrian?

Collisions & Near Accidents (Past 5 Years)



Base: All Motorists N-1,035



35% of motorists have had a collision or near miss in the last 5 years — rising to 55% of the SRV High group.



Q. In the last five years have you been involved in a collision while driving a motor vehicle in which there was damage to your vehicle or another vehicle?

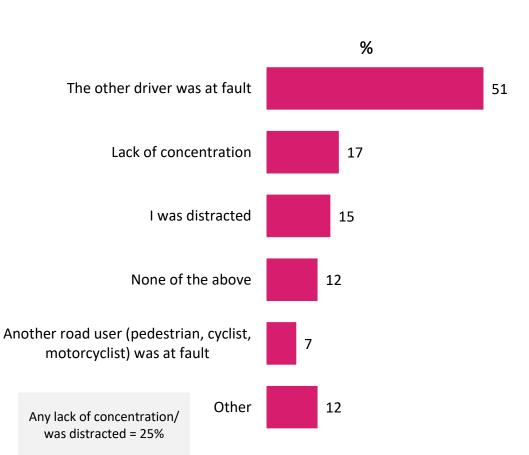
Q. In the last five years have you ever been involved in a 'near miss' i.e. you narrowly escaped a collision with another road user while in a car, on bicycle, or as a motorcyclist or pedestrian?

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Reason for Collision



Base: Involved in a collision past 5 years N - 97



2017	2015	2014
%	%	%
55	51	58
20	19	22
5	18	15
8	17	11
11	N/A	N/A
9	9	6

Age							
-34 years	35+ years						
27	70						
%	%						
44	54						
18	16						
13	15						
15	11						
-	11						
16	8						

25% of motorists reference 'lack of concentration/distraction' as reasons for their collision.



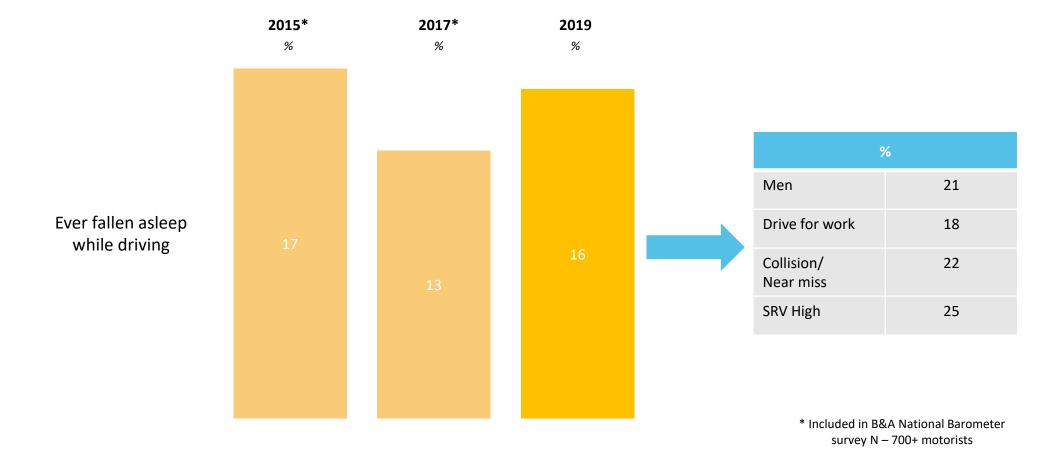
 ${\it Q. Were any of these collisions the result of you doing any of these things?}\\$

All others 1% or less

Driving fatigue

Base: All Motorists N-1,035





In 2019, 16% of motorists indicate they have 'ever' have fallen asleep or nodded off/ even if only for a brief moments when driving. – peaks among 25% of SRV high groups.

Q. In the last five years have you ever been involved in a 'near miss' i.e. you narrowly escaped a collision with another road user while in a car, on bicycle, or as a motorcyclist or pedestrian?

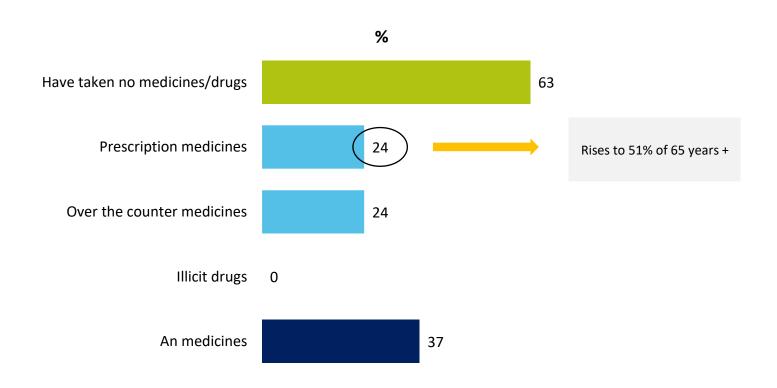
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Q. In the last five years have you been involved in a collision while driving a motor vehicle in which there was damage to your vehicle or another vehicle?

Driving and Medication



Base: All Motorists N-1,035



37% of motorists have taken 'any' medication before driving in the past 12 months.



Driving and Medication



Base: All Motorists N-1,035

	Total	Collision/	Near Miss	Fallen asleep while driving		
	IOtal	Yes	No	Yes	No	
Base	1035	339	696	163	865	
	%	%	%	%	%	
Prescription medicines	24	27	22	30	22	
Over the counter medicines	24	30	20	33	22	
Illicit drugs	0	1	0	1	0	
Have taken no medicines/drugs	63	55	66	48	65	
Any medication	37	45	34	52	35	

Incidences of 'collisions' and driver fatigue are higher among those who have taken medication before driving in the past 12 months.



Support for safety cameras

Base: All Motorists N-1,035





National support for Safety Cameras has remained steady over time at c. 85% of motorists.

Q.7a To what extent do you support or object to the use of safety cameras on the roads?

Safety Cameras: National Barometer survey

 Research on safety cameras was also conducted for the RSA on B&A's National Barometer survey January 2019

 The incidence of motorists who consider it 'likely' they would encounter a speed camera on a long distance journey is at 80% of motorists in 2019.

In 2019, the number of safety camera
 Manipulators/Defiers is a combined 23% - a reduced incidence from previous years.

- The incidence of the 'deterred' group peaks among motorists under 34 years.
- The strength of support for safety cameras has remained very strong over time
- While overall support for safety cameras is stable and positive, individual negative attitudes to safety cameras have increased.
 - Positive or negative attitudes exhibit a broad consistency across the safety camera behaviour groups.





Frequency of Seatbelt Usage



Base: All Motorists N − 1,035

	Seat Belt Wearing when					
	Driver	Front passenger	Rear passenger			
	%	%	%			
Always	98	97	87			
Often	1	2	4			
Sometimes	0	1	3			
Rarely	0	-	1			
Never	0	0	1			
Not applicable	0	0	2			

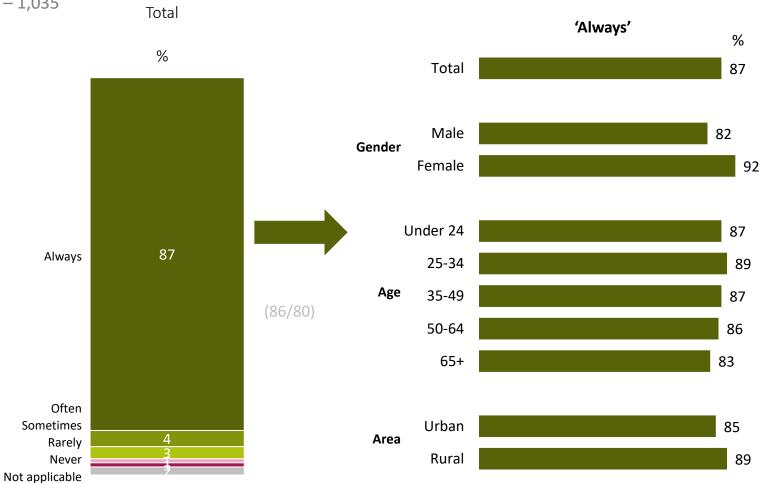


Q. How often do you use seat belts when you are a....

Frequency of Seatbelt Usage...Rear Passenger



Base: All Motorists N – 1,035



87% of motorists always wear a seat belt as a Rear Passenger; lowest among males and 65 years +

(2017/2015 survey)

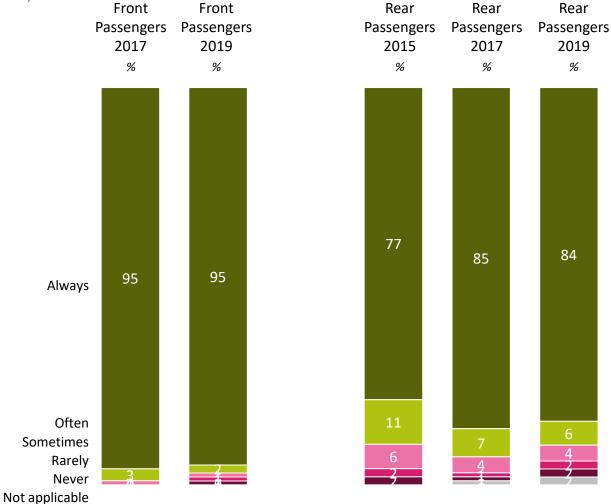


Q. How often do you use seat belts when you are a ... REAR PASSENGER

Frequency of Insisting that Seat Belts are Worn by Front and Rear Passengers



Base: All Motorists N - 1,035



While 95% of motorists always insist that seat belts are worn by front seat passengers, this declines to 84% who always insist with rear seat passengers.

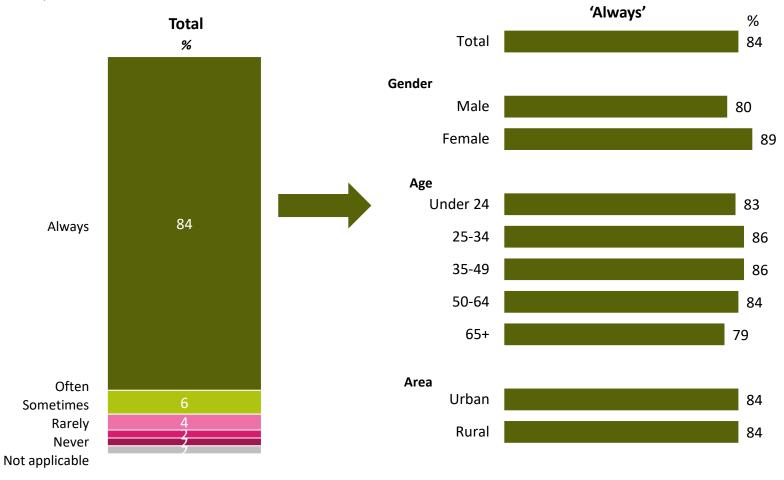
Q. How often do you insist that seat belts are worn by those sitting in the front seat of your car?

Q. How often do you insist that seat belts are worn by those sitting in the back seat of your car?

Frequency of Insisting that Seat Belts are Worn by Those Sitting in Back Seat of Car



Base: All Motorists N - 1,035



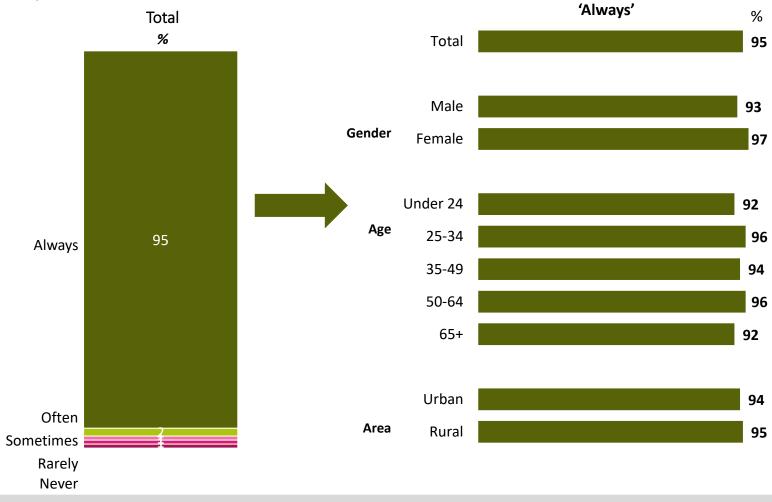
84% of motorists always insist that seat belts are worn by those sitting in back seats.

Q. How often do you insist that seat belts are worn by those sitting in the back seat of your car?

Frequency of Insisting that Seat Belts are Worn by Those Sitting in Front Seat of Car



Base: All Motorists N - 1,035



95% of motorists always insist that seat belts are worn by front seat passengers.



Q. How often do you insist that seat belts are worn by those sitting in the front seat of your car?

Attitudes to seat belts



Base: All Motorists N-1,035



	Summary Agree										
2017	2019										
%	%										
9	12										
89	91										
7	9										

Only 12% of motorists agree that 'for short trips, it is not really necessary to wear a seat belt'.



Q. To what extent do you agree or disagree with the following statements?

Attitudes to seat belts



Base: All Motorists N-1,035

		Gender		Age				Region				Area		
Summary agree	Total	Male	Female	-24	25-34	35-49	50-64	65+	Dublin	Lein- ster	Mun- ster	Conn/ Ulster	Urban	Rural
	1035	520	515	72	199	340	252	172	309	261	290	175	683	352
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For short trips, it is not really necessary to wear a seat belt	12	14	9	19	12	11	11	10	16	9	12	10	14	9
Most of my acquaintances/friends think you should always wear a seat belt	91	90	92	90	92	91	89	91	89	89	93	93	91	91
I sometimes drive without a seat belt without thinking about it	9	12	7	11	9	10	8	9	9	9	8	13	10	9

Attitudes to seatbelts show a largely consistent national pattern; however negative attitudes towards the need for seatbelts on short trips do peak among motorists under 24 years.



Q.8d To what extent do you agree ... For short trips, it is not really necessary to wear a seat belt



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



Base: All Motorists N - 1,035



8% of motorists consumed alcohol before driving in past 12 months. 42% of this group had 2 or more drinks before doing so.

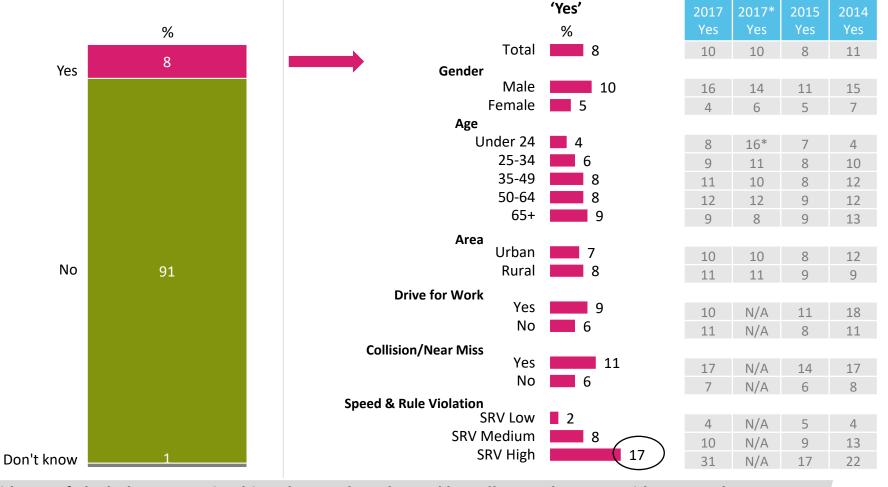
Q. In the last 12 months have you driven a motor vehicle after consuming any alcoholic drink?

Q. On the last occasion how much alcohol did you drink?

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







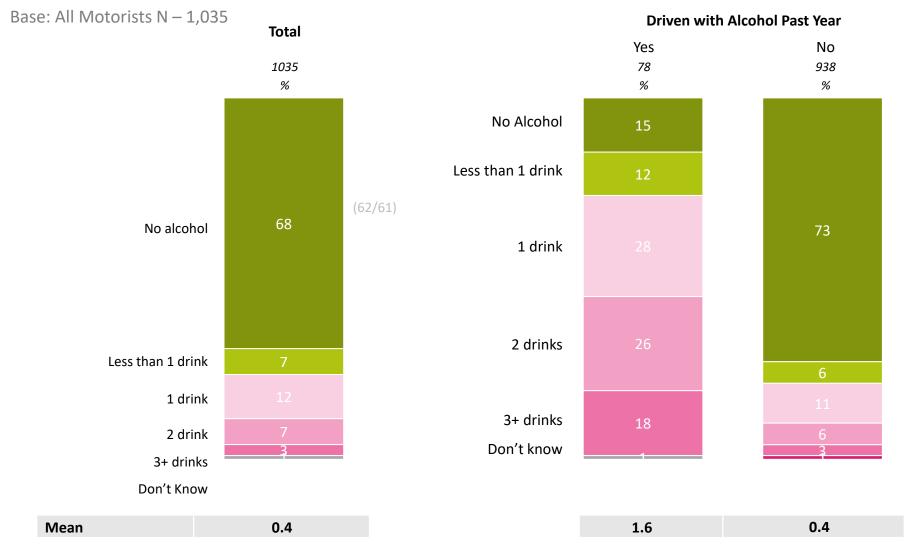
Incidence of alcohol consumption biased towards males and broadly even by age. Incidence much higher among SRV High group.



* January 2017 National Barometer Omnibus Survey: note low base for some age groups

How Much Alcohol Can You Consume and Be Safe to Drive?





68% of Irish motorists claim to have a 'no alcohol limit' before driving; but this declines to 15% of those who consumed alcohol before driving in the past year.



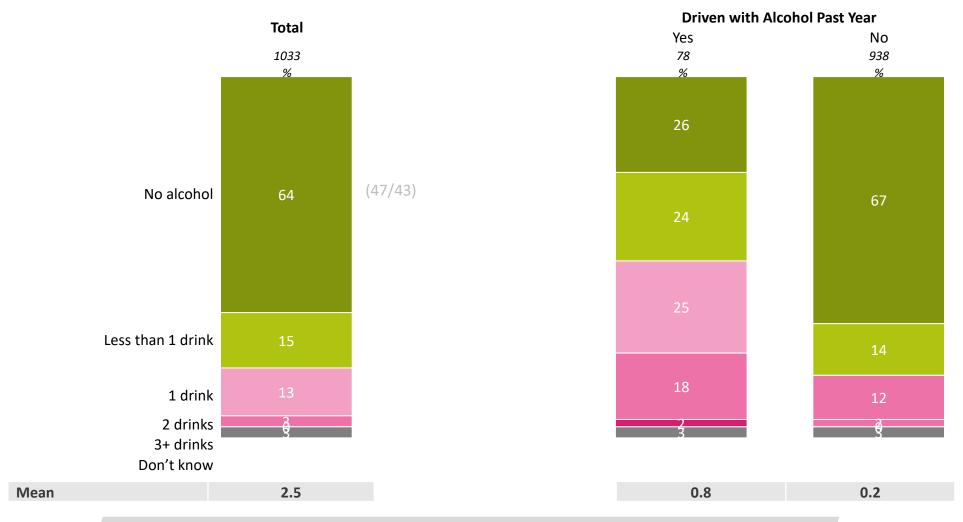
Q.10c Thinking about yourself, how much alcohol do you feel you can consume and be safe to drive?

(2017/2015 survey)

How Much Alcohol Can You Consume and Remain Under the Legal Limit



Base: All Motorists N - 1,035



64% of all motorists now believe 'no alcohol' can be consumed to remain under legal limit – a sharp rise from 2017 (47%).

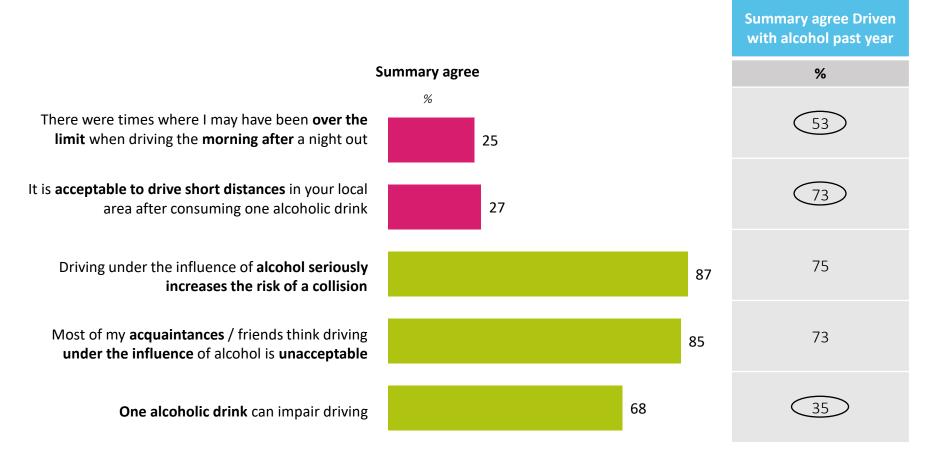
(2017/ 2015 survey)

Q.10d In your opinion, how much alcohol can you drink before driving and still remain under the legal limit?

Alcohol and Driving Attitudes



Base: All motorists N - 1,035



53% of the alcohol group agree there were times when they have been over the limit the morning after; 73% of the same group agree it is acceptable to drive short distances in 'in your local area' after consuming 'one alcoholic drink'.



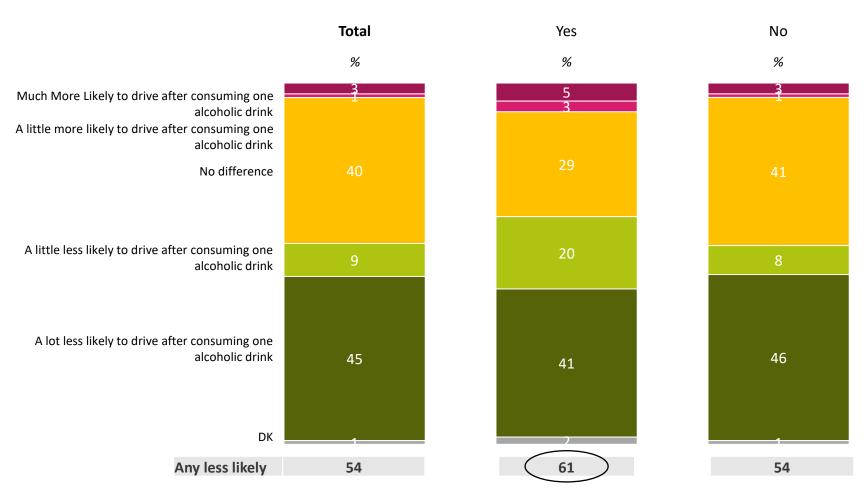
Q. To what extent do you agree ...

Impact on new legislation on alcohol level



Base: All Motorists N - 1,035

Driven with alcohol in past



61% of motorists who drove after consuming alcohol 'past year' are less likely to drive after 'consuming one alcoholic drink' following the new legislation on alcohol levels.

Q.10f In October 2018, new legislation was brought in so that those driving with alcohol levels between 50mg and 80mg receive a €200 fine and 3 month driving disqualification. Following the introduction of this legislation are you more or less likely to

Impact of new legislation on alcohol levels



Base: All motorists N - 1,035

		Gei	nder			Age			Ag	e 2	So	cial Cla	ass		Reg	ion		Ar	ea
	Total	Male	Female	-24	25-34	35-49	50-64	65+	-34yrs	35+yrs	ABC1	C2DE	F	Dublin	Lein- ster	Mun- ster	Conn/ Ulster	Urban	Rural
Base	1033	520	513	70	199	340	252	172	269	764	442	536	55	309	261	288	175	681	352
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Much More Likely to drive after consuming one alcoholic drink	3	2	4	4	3	2	3	2	4	2	3	3	-	5	2	1	2	3	2
A little more likely to drive after consuming one alcoholic drink	1	1	2	-	2	2	-	3	2	1	1	2	2	1	1	2	1	1	2
No difference	40	41	40	27	31	41	49	51	30	45	39	44	31	48	25	52	37	44	36
A little less likely to drive after consuming one alcoholic drink	9	10	8	10	6	12	10	7	7	10	10	9	7	9	11	9	8	10	9
A lot less likely to drive after consuming one alcoholic drink	45	44	46	59	54	42	39	37	55	40	46	41	60	35	61	34	51	41	50
Don't Know	1	2	1	-	3	1	0	1	2	1	1	1	-	2	0	1	1	1	1
ANY Less likely	54	54	54	69	60	54	48	44	62	50	56	50	68	43	71	43	59	50	59

The positive impact of the new legislation peaks among younger motorists (-34 years).

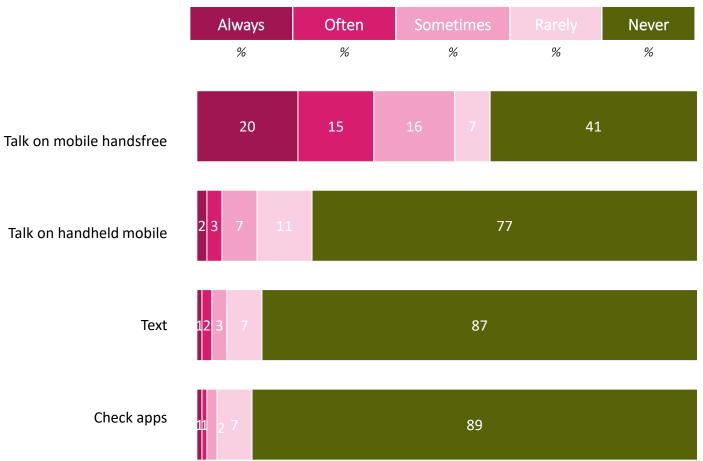
Q.10f In October 2018, new legislation was brought in so that those driving with alcohol levels between 50mg and 80mg receive a €200 fine and 3 month driving disqualification. Following the introduction of this legislation are you more or less likely to



Mobile Phone Behaviour in Car



Base: All motorists N - 1,035



	Somet	imes+	
2019	2017	2015	2014
%	%	%	%
52	42	41	36
12	10	10	13
6	4	6	6
4	3	3	3

A combined 55% of motorists do at least one of the above behaviours 'sometimes' or more often. This is a 10% rise since 2017 and is a function of the sharp rise In handsfree usage.

Q. How often would you drive and talk on a mobile phone that is "hands free"?

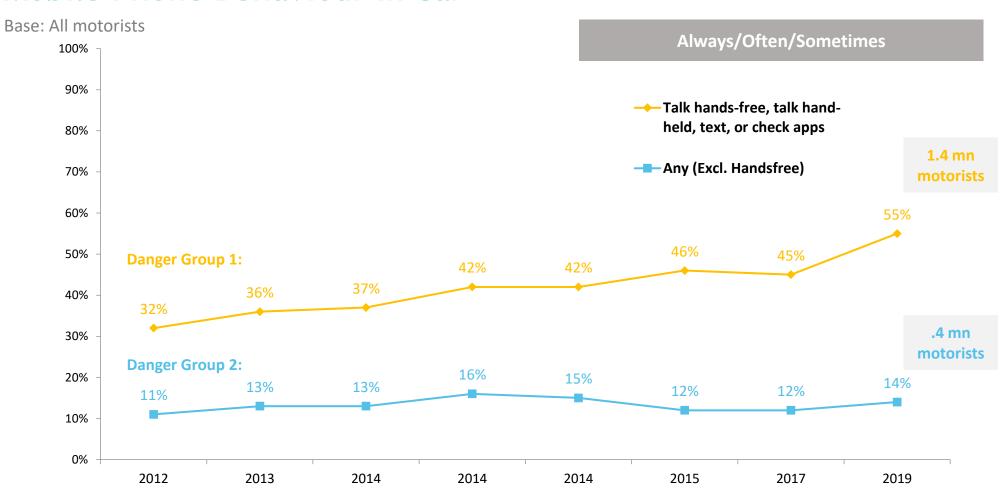
Q. How often do you drive and talk on a mobile phone that is "handheld"? that is, you need to hold it as you speak

Q. How often do you drive and text or use messaging on a mobile phone?

Q. How often do you drive and check apps on your mobile phone including email and social media?

Mobile Phone Behaviour in Car





Combined 55% of motorists do at least one of the above behaviours 'sometimes' or more often. This is a 10% rise since 2017 and is a function of the sharp rise In handsfree usage. 14% of motorists talk on handheld, text or check apps with some regularity.



?) Q.

Q.

- How often do you drive and talk on a mobile phone that is "handheld"? that is, you need to hold it as you speak
- Q. How often do you drive and text or use messaging on a mobile phone?
 - How often do you drive and check apps on your mobile phone including email and social media?

Mobile Phone Behaviour in Car



Base: All motorists N -1,003

SOMETIMES/		Ger	nder			Age			Sc	ocial Cla	ss		Reg	jion		Ar	ea
OFTEN/ ALWAYS	Total	Male	Female	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dub	Lein- ster	Mun- ster	Conn/ Uls	Urban	Rural
Base:	1003	519	484	81	175	354	264	129	462	479	62	273	257	289	184	621	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Hands Free	52	54	49	60	65	61	38	22	56	46	54	51	58	46	52	51	53
Hand-held	12	15	9	20	18	12	8	5	9	14	17	12	13	10	12	12	12
Text	6	7	4	17	7	5	3	1	7	5	2	10	4	3	5	8	2
Check Apps	4	5	3	10	6	4	2	1	6	3	-	9	4	1	3	7	0
Danger Group 1	55	59	50	63	68	64	41	25	58	51	60	52	62	49	56	54	56
Danger Group 2	14	18	11	25	21	15	9	5	13	15	17	15	16	12	15	16	13

While the demographic profile of Danger Group 2 shows the expected young age bias, beyond this the pattern is largely consistent.



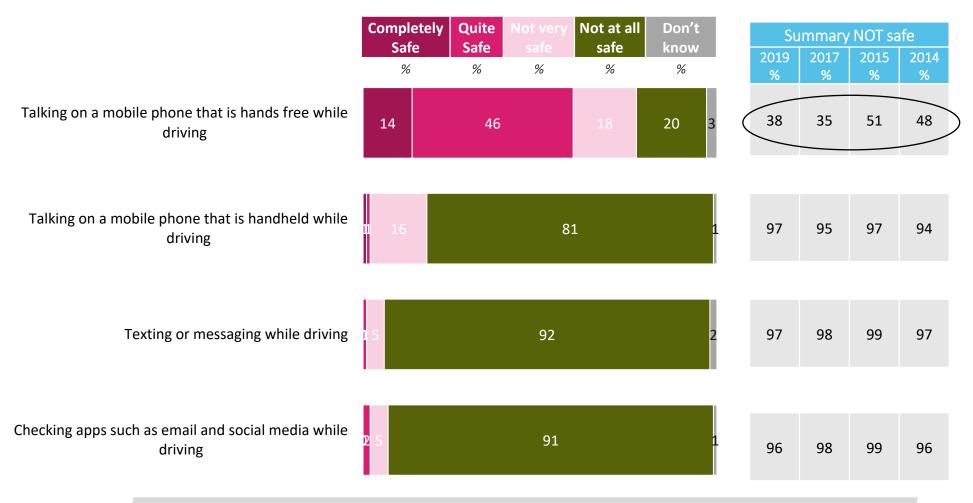
Q.

- How often would you drive and talk on a mobile phone that is "hands free"?
- How often do you drive and talk on a mobile phone that is "handheld"? that is, you need to hold it as you speak
- Q. How often do you drive and text or use messaging on a mobile phone?
- Q. How often do you drive and check apps on your mobile phone including email and social media?

Safety of Mobile Phone in Car Behaviour



Base: All motorists N -1,035



The trend of motorists increasingly considering hands free calls in cars to be safe continues into 2019 - only 38% of motorists now consider it 'not safe'.

Q. How safe or not would you consider each of the following behaviours while driving?

Safety of Mobile Phone in Car Behaviour



Base: All motorists N −1,035

		Mobile Daı	nger Group
SUMMARY UNSAFE	Total	Danger Group 1: 'Any'	Danger Group 2: 'Any Excl. Handsfree'
Base:	1035	532	141
	%	%	%
Talking on a mobile phone that is hands free	38	19	26
Talking on a mobile phone that is handheld	97	95	89
Texting or messaging	97	96	91
Checking apps such as email and social media	96	96	89

The risk associated with hands free calls continue to be much lower among the Danger Groups.

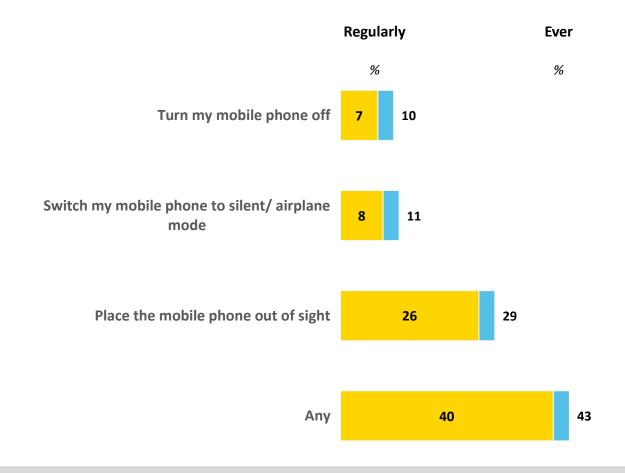


Q. How safe or not would you consider each of the following behaviours while driving?

Mobile Phone Safe Behaviour: actions before setting off to drive



Base: All motorists N - 1,035



40% of motorists 'regularly' do at least one of the safe mobile phone behaviours.

Q.11f Which, if any, of the following have you ever done with your mobile phone before setting off to drive?

Q.11g And which would you do with your mobile phone before setting off to drive regularly, say at least once a week?

Mobile Phone Safe Behaviour: actions before setting off to drive



Base: All motorists N - 1,035

		Mobile Daı	nger Group
DO REGULARILY	Total	Danger Group 1	Danger Group 2
Base:	1035	532	141
	%	%	%
Turn my mobile phone off	7	4	7
Switch my mobile phone to silent/ airplane mode	8	9	8
Place the mobile phone out of sight	26	16	13
None of these	60	72	72
Any	40	28	28

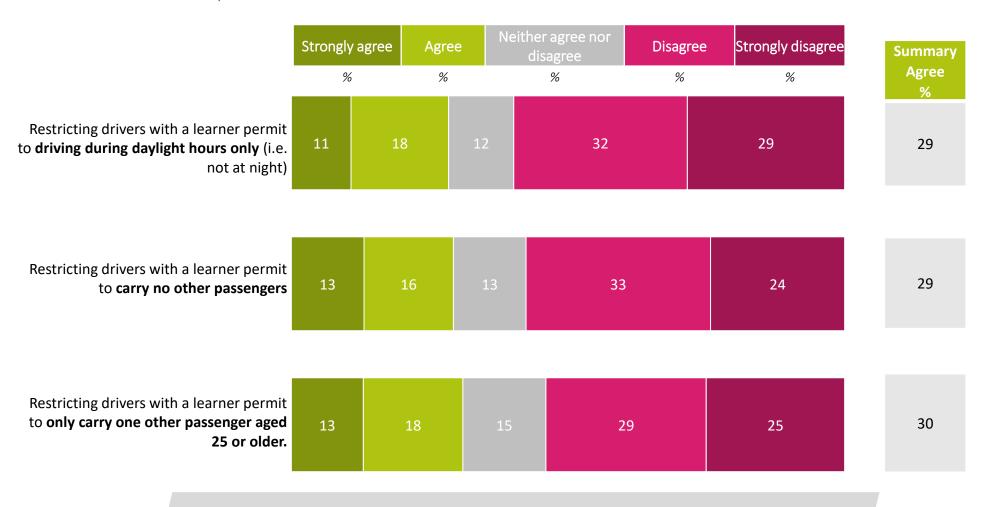
Safe mobile behaviour falls sharply among the mobile Danger Groups.



Attitudes to Learner Drivers Restrictions



Base: All motorists N - 1,035



Support for each of the proposed learner driver initiatives is modest.

Q.12 To what extent do you agree or disagree with the following additional restrictions? ...Restricting drivers with a learner permit to driving during daylight hours only (i.e. not at night)

Attitudes to learner driver restrictions



Base: All motorists N - 1,035

		Gen	der			Age			Sc	ocial Cla	SS		Reg	gion		Ar	ea
	Total	Male	Fe- male	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dublin	Lein- ster	Mun- ster	Conn/ Ulster	Urban	Rural
Base	1035	520	515	72	199	340	252	172	444	536	55	309	261	290	175	683	352
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Restricting drivers with a learner permit to driving during daylight hours only (i.e. not at night)	29	29	28	18	26	28	32	37	30	30	15	45	18	25	28	35	21
Restricting drivers with a learner permit to carry no other passengers	29	29	29	21	24	30	32	38	32	29	16	41	22	22	33	34	22
Restricting drivers with a learner permit to only carry one other passenger aged 25 or older.	30	29	32	21	27	30	34	37	32	31	18	43	23	25	31	36	22
Any agree	42	41	43	30	36	43	47	49	45	42	27	56	35	33	45	49	33

For learner driver restrictions support clearly divides by age & area: older & urban residents much more supportive.



Attitudes to learner drivers: National Barometer survey

Research on learner Drivers was also conducted for the RSA in March 2019 in B&A's National barometer survey.

Key finding from that research included:

 33% of full license motorists have/had some interaction with learner drivers.

On a weekly basis, 39% of learners drive without being accompanied by a fully licensed and experienced driver and 54% have ever done so; 25% have ever driven without L plates.

 Only 45% of full license motorists consider it 'totally unacceptable' for learners to drive unaccompanied, as do 41% of learner drivers. This declines to 37% of adults with some level of interaction with learner drivers.

 Awareness of the new legal penalties relating to learner drivers is very strong.

 In addition to those who incorrectly answer, 40% of learners 'don't know' the number of penalty points received for driving unaccompanied; and 49% 'don't know' the points threshold for disqualification.

 18% of learner drivers have been stopped in the past 12 months by the gardai to check their license status.

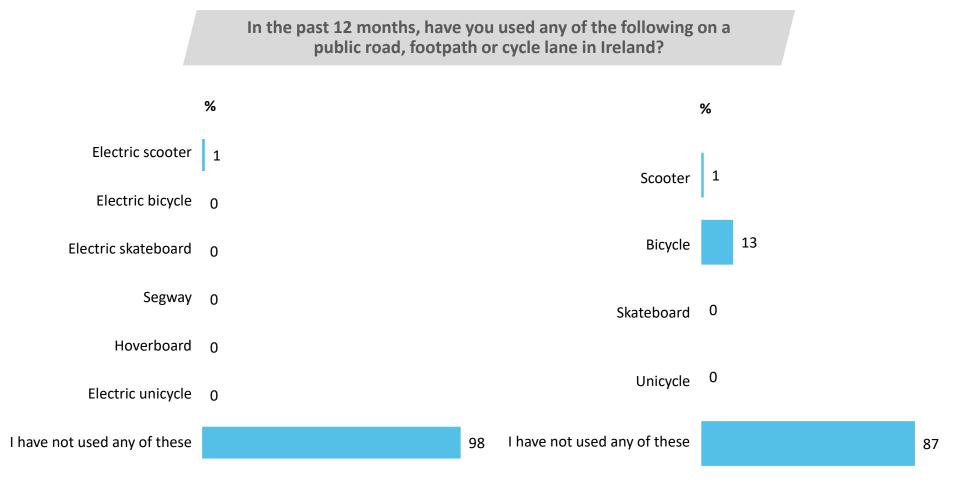




Use of the roads by means other than a car



Base: All motorists N - 1,035





RSA Motorists Segmentation Analysis: Overview



- An ongoing objective of the Driver Attitudes & Behaviour Survey is to identify groups or segments of
 motorists who engage 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 look at motorists who have **similar response patterns** across a series of key questions relating to driver behaviour.
- We then segment these motorists based on these response patterns.
- We identify three segments, which are broadly defined by increasingly poor driver behaviour (Green, Amber and Red).
- We look at whether these segments differ significantly on demographic variables and explore the
 differences in their attitudes.

RSA Motorists Segmentation Analysis: Overview



• 6 key questions are used in the segmentation

Speeding and Rule Violation

How often do you exceed speed limits?

Mobile Phone Danger Groups

• How often do you use your mobile phone in car?

Safety Camera Support

• To what extent do you support or object to the use of safety cameras on the road?

Collision as driver

• Collision involvement in the last 5 years

Near miss as driver

• Near miss in the last 5 years

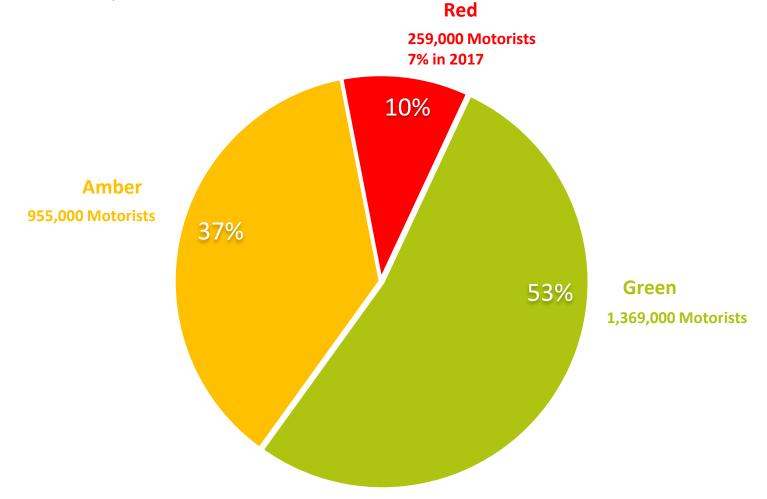
Alcohol

• Driven a motor vehicle in the last 12 months after consuming alcohol

Segments Size and Scale 2019



Base: All motorists n - 1,035



We identify three segments, which are broadly defined by increasingly poor driver behaviour (Green, Amber and Red); the Red segment exhibiting the poorest driver behaviour. In 2019. 10% of motorists qualify for the Red Segment (estimate of 259,000 motorists).

Segment Demographic Characteristics



	Total			
	iotai	Green	Amber	Red
Base:	1003	594	341	68
	%	%	%	%
Gender				
Male	51	45	57	63
Female	49	55	43	37
Age				
-24	8	8	7	16
25-34	23	20	25	35
35-49	33	30	38	37
50-64	22	25	22	10
65+	13	18	9	3
-34 years	31	28	31	51
+34 years	69	72	69	49
Social Class				
ABC1	43	44	41	47
C2DE	48	48	49	44
F	9	7	10	9
Region				
Dublin	27	29	22	31
Leinster	28	30	24	28
Munster	26	26	28	16
Connacht/Ulster	20	14	25	26
Class				
Urban	57	60	50	70
Rural	43	40	50	30

The key Danger Group (Red Segment) of motorists remains heavily skewed towards males and those under 34 years.

Segment Behavioural Characteristics



Behaviours	Green (53%)	Amber (37%)	Red (10%)
Drive for Work	18	29	34
High Speeding & Rule Violation	-	33	55
Mobile Phone Danger Group 2 (excl. handsfree)	6	6	88
Any Collision/near miss	26	42	51
Alcohol before driving	4	11	16

The 2019 survey further confirms that the Red Segment over indexes on a range of poor driver behaviour – and are especially distinctive in relation to their in-car mobile phone use.

Segment Attitudinal Characteristics



Attitudes	Green (53%)	Amber (37%)	Red (10%)
	%	%	%
Urban Speeding (Low) Acceptable	38	70	72
Urban Speeding (High) Acceptable	13	39	41
For short trips, it is not really necessary to wear a seatbelt	10	10	28
There were times where I may have been over the limit when driving the morning after a night out	18	28	49
One alcoholic drink can impair drivers	76	59	58

In attitudinal terms, the Red & Amber segments are often similar.



Summary and Conclusions

- The SRV High group has risen to 17% of motorists in 2019: a function of increases in relation to low level speeding at 100km limits; and driving faster to 'catch up'.
 - The SRV High Group continues to spike among the younger age groups and males; but is evident to some degree across every demographic group.
 - A consistent distinguishing factor of SRV High motorists is that they are more likely to consider all types of speeding acceptable.
- National support for Safety Cameras has remained steady over time at c. 85% of motorists.
- Attitudes to seatbelts show a largely consistent and positive national pattern; however negative attitudes towards the need for seatbelts on short trips do peak among motorists under 24 years.



Summary and Conclusions

- 8% of motorists consumed alcohol before driving in past 12 months.
 - Incidence of alcohol consumption biased towards males and broadly even by age. Incidence much higher among SRV High group.
- 53% of this group agree there were times when they have been over the limit the morning after; 73% of the same group agree it is acceptable to drive short distances in 'in your local area' after consuming 'one alcoholic drink'.
- 64% of all motorists now believe 'no alcohol' can be consumed to remain under legal limit – a sharp rise from 2017 (47%).
- 61% of motorists who drove after consuming alcohol 'past year' are less likely to drive after 'consuming one alcoholic drink' following the new legislation on alcohol levels.



Summary and Conclusions

- A combined 55% of motorists do at least one of the tested in car mobile phone behaviours 'sometimes' or more often. This is a 10% rise since 2017 and is a function of the sharp rise in handsfree usage.
 - The trend of motorists increasingly considering hands free calls in cars to be safe continues into 2019 - only 38% of motorists now consider it 'not safe'.
- Support for each of the proposed restrictions on learner drivers is modest.
 - For learner driver restrictions support clearly divides by age & area: older & urban residents much more supportive.
- We identify three segments, which are broadly defined by increasingly poor driver behaviour (Green, Amber and Red); the Red segment exhibiting the poorest driver behaviour. In 2019. 10% of motorists qualify for the Red Segment (estimate of 259,000 motorists).







Appendix: National Barometer surveys 2019

- Safety cameras
- Traffic Rules
- Daytime running lights
- Learner driver

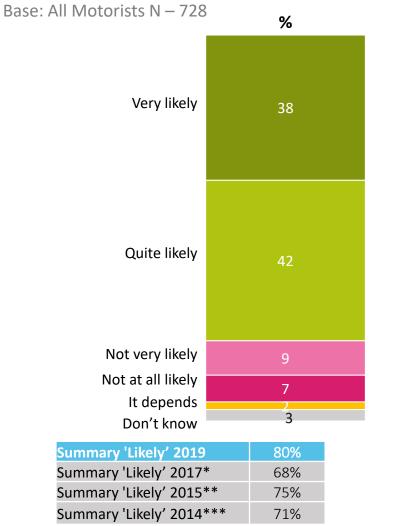


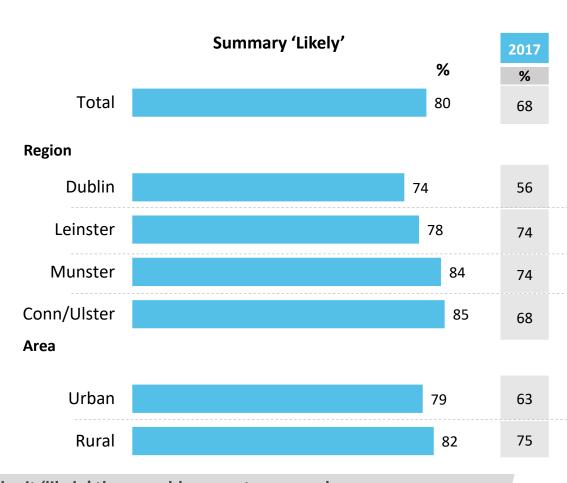


Encounter Safety Cameras

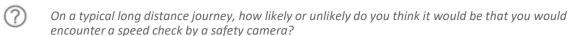








The incidence of motorists who consider it 'likely' they would encounter a speed camera on a long distance journey is at 80% of motorists in 2019.



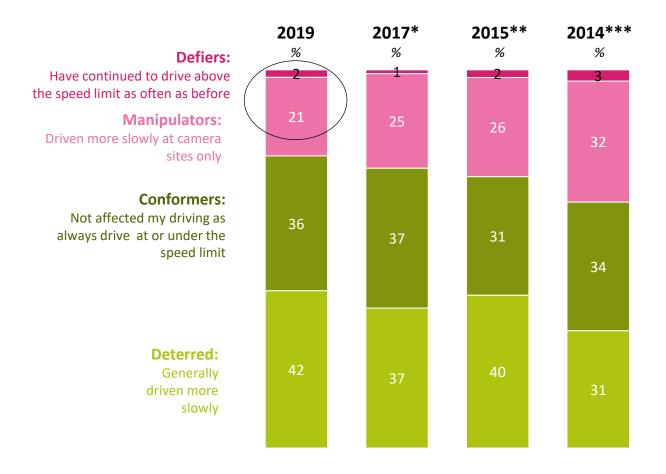
^{*} RSA DAB 2017

^{**} RSA DAB 2015

Behavioural impact of safety cameras

Base: All Motorists N - 728





Deterred & Mani	Deterred & Manipulators 2019										
Primary reason for slowing down:											
Avoiding enforcement	62%	(68%)*									
Safety	35%	(30%)*									

In 2019, the number of safety camera Manipulators/Defiers is a combined 23% - a reduced incidence on previous years.



How, if at all, has the introduction of speed cameras in Ireland affected your driving speed?

* RSA DAB 2017

** RSA DAB 2015

Behavioural Impact of Safety Cameras

Base: All Motorists N - 728





	Total	Ger	nder			Area				
	lotai	Male	Female	-24	25-34	35-49	50-64	65+	Urban	Rural
Base:	728	376	352	46	119	240	170	152	457	271
	%	%	%	%	%	%	%	%	%	%
Defiers : Have continued to drive above the speed limit as often as before	2	2	1	2	-	2	2	1	2	1
Manipulators: Driven more slowly at camera sites only	21	25	16	27	24	22	18	15	21	20
Conformers: Not affected my driving as always drive at or under the speed limit	36	33	38	23	30	36	35	48	33	40
Deterred : Generally driven more slowly	42	40	44	48	46	40	45	36	44	39

The incidence of the deterred group peaks among motorists under 34 years.

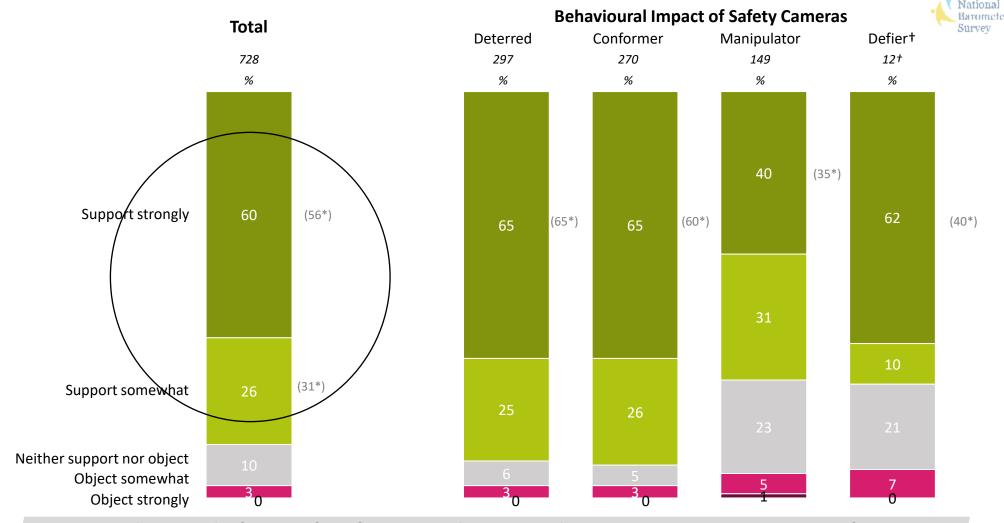


How, if at all, has the introduction of speed cameras in Ireland affected your driving speed?

Support for Safety Cameras



Base: All Motorists N - 728



The strength of support for safety cameras has remained very strong over time, in 2019 86% of motorists support the use of safety cameras on the road.



Attitudes to Safety Cameras

Base: All Motorists N - 728

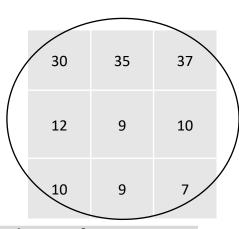




	Agree Strongly	Agree Slightly	Neither ag nor disagi	ree Disagree ree Slightly	Disagr Stron	
	%	%	%	%	%	
They make the roads safer		51		32	7	4 3
They save lives		50		33	9	5 2

Agree strongly						
2017* %	2015** %	2014***				
51	50	45				
53	52	46				





While overall support for safety cameras is stable and positive, individual negative attitudes to safety cameras have increased.

To what extent do you support or object to the use of safety cameras on the roads?

^(?)

^{*} RSA DAB 2017

^{**} RSA DAB 2015

^{***} RSA DAB 2014

Attitudes to Safety Cameras

Base: All Motorists N - 728



Agree Strongly	Total ·	Behavioural Impact of Safety Cameras			
		Deterred	Conformer	Manipulator	Defier†
Base:	728	297	270	149	12†
	%	%	%	%	%
They make the roads safer	51	57	50	42	49
They save lives	50	55	48	44	49
They make money for the Gardaí/ Government	40	46	34	39	40
They have no effect on speeding	15	17	12	20	15
They're just a nuisance	13	15	8	17	16

Individual attitudes to safety cameras whether positive or negative exhibit a broad consistency across the safety camera behaviour groups; albeit the attitudinal differences between the deterred and manipulator groups are instructive.

† Very low base reference only



How, if at all, has the introduction of speed cameras in Ireland affected your driving speed?

Safety Cameras: Summary & Conclusions

- The incidence of motorists who consider it 'likely' they would encounter a speed camera on a long distance journey is at 80% of motorists in 2019.
- In 2019, the number of safety camera
 Manipulators/Defiers is a combined 23% a reduced incidence from previous years.
- The incidence of the deterred group peaks among motorists under 34 years.
- The strength of support for safety cameras has remained very strong over time
 - in 2019 86% of motorists support the use of safety cameras on the road.
- While overall support for safety cameras is stable and positive, individual negative attitudes to safety cameras have increased.
- Individual attitudes to safety cameras whether positive or negative exhibit a broad consistency across the safety camera behaviour groups; albeit the attitudinal differences between the deterred and manipulator groups are instructive.

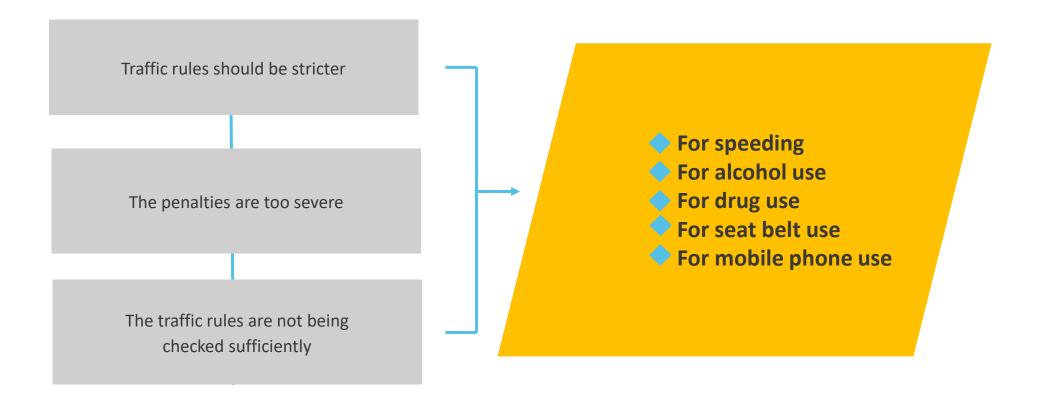




Assessment of Current Traffic Rules and Penalties







Assessment of Current Traffic Rules and Penalties

Base: All Motorists N - 728





	Yes	No	Don't know
The traffic rules should be Stricter			
For speeding	58	35	7
For alcohol use	68	28	5
For drug use	78	16	6
For seat belt use	65	29	6
For mobile phone use	75	20	5
The penalties are too severe			
For speeding	18	73	10
For alcohol use	15	76	10
For drug use	10	79	11
For seat belt use	14	75	11
For mobile phone use	12	78	11

2017* Yes	2015** Yes
%	%
51	52
69	75
79	84
65	69
73	NA
18	20

18	20
9	8
6	4
12	13
10	-

Motorists are most likely to believe the traffic rules should be stricter for drug and mobile phone use.

18% of motorists believe the penalties are too severe for speeding.

^{*} RSA DAB 2017

^{**} RSA DAB 2015

Assessment of Current Traffic Rules and Penalties

Base: All Motorists N – 728



	Yes	No	Don't know								
The traffic rules are not being checked sufficiently											
For speeding	50	35	15								
For alcohol use	52	34	14								
For drug use	55	29	16								
For seat belt use	51	32	17								
For mobile phone use	55	30	14								

2017* Yes	2015** Yes
%	%
49	50
54	55
58	57
53	54
57	NA

At least 50% of motorists believe the series of traffic rules are not being checked sufficiently.

* RSA DAB 2017

(?)

** RSA DAB 2015

Assessment of Current Traffic Rules and Penalties: Summary x Consumed alcohol before driving

Base: All Motorists N - 728



Have consumed alcohol before driving past 12 months										
	Total	Yes consumed alcohol	No							
Base:	728	69	650							
The traffic rules should be stricter for alcohol use										
Yes	68	58	69							
The penalties are too severe for alcohol	use									
Yes	15	34	13							
The traffic rules are not being checked sufficiently for alcohol use										
Yes	52	50	53							

Those who have consumed alcohol before driving in past 12 months are much more likely to believe penalties for alcohol use are too severe.



What do you think about the current traffic rules and penalties for each of the following?

Traffic rules should be stricter ('yes')

Base: All Motorists N - 728



Yes	Total	Gender			A	ge		Re	gion	Area	
les	iotai	Male	Female	-34	35-49	50-64	65+	Dublin	Ex Dublin	Urban	Rural
Base:	728	376	352	165	119	240	171	189	539	457	271
	%	%	%	%	%	%	%	%	%	%	%
For speeding	58	53	64	54	58	60	63	60	58	60	56
For alcohol use	68	63	72	65	70	65	71	70	67	70	64
For drug use	78	78	78	76	81	75	80	75	79	79	77
For seat belt use	65	59	72	63	67	64	65	66	65	65	65
For Mobile Phone use	75	74	77	73	77	74	76	75	75	74	76

National attitudes in relation to traffic rules being more strict are largely consistent across the demographics, with support peaking among women.



Yes, the traffic rules should be more strict...

Traffic rules are not bring checked sufficiently

Base: All Motorists N - 728



Vos	Total	Gender			A	ge		Re	gion	Area	
Yes	Total	Male	Female	-34	35-49	50-64	65+	Dublin	Ex Dublin	Urban	Rural
Base:	728	376	352	165	119	240	171	189	539	457	271
	%	%	%	%	%	%	%	%	%	%	%
For speeding	50	48	53	48	49	55	52	49	51	54	44
For alcohol use	52	48	57	52	52	54	54	48	54	55	49
For drug use	55	50	60	55	53	57	55	48	57	55	55
For seat belt use	51	45	57	55	46	52	52	48	52	53	48
For Mobile Phone use	55	51	59	57	52	61	53	50	57	57	53

The key variation in national attitudes on the checking of traffic rules also relates to gender.



Yes, the traffic rules are not being checked sufficiently...

Penalties are too severe ('yes')

Base: All Motorists N - 728



Yes	Total	Gender			A	ge		Re	gion	Area		
Tes	Total	Male	Female	-34	35-49	50-64	65+	Dublin	Ex Dublin	Urban	Rural	
Base:	728	376	352	165	119	240	171	189	539	457	271	
	%	%	%	%	%	%	%	%	%	%	%	
For speeding	18	20	15	18	17	19	17	22	16	17	20	
For alcohol use	15	20	10	18	14	16	12	18	14	14	16	
For drug use	10	10	9	12	7	12	9	18	7	12	7	
For seat belt use	14	16	12	17	11	17	12	18	13	13	16	
For Mobile Phone use	12	13	11	15	9	12	12	15	11	12	11	

Attitudes towards the severity of traffic penalties exhibit a consistent national pattern with little variation across the demographic groups.



YES, penalties are too severe...

Traffic Rules: Summary & Conclusions

Motorists are most likely to believe traffic rules should be stricter for drug and mobile phone use. 18% of motorists believe the penalties are too severe for speeding.

 At least 50% of motorists believe various traffic rules are not being checked sufficiently.

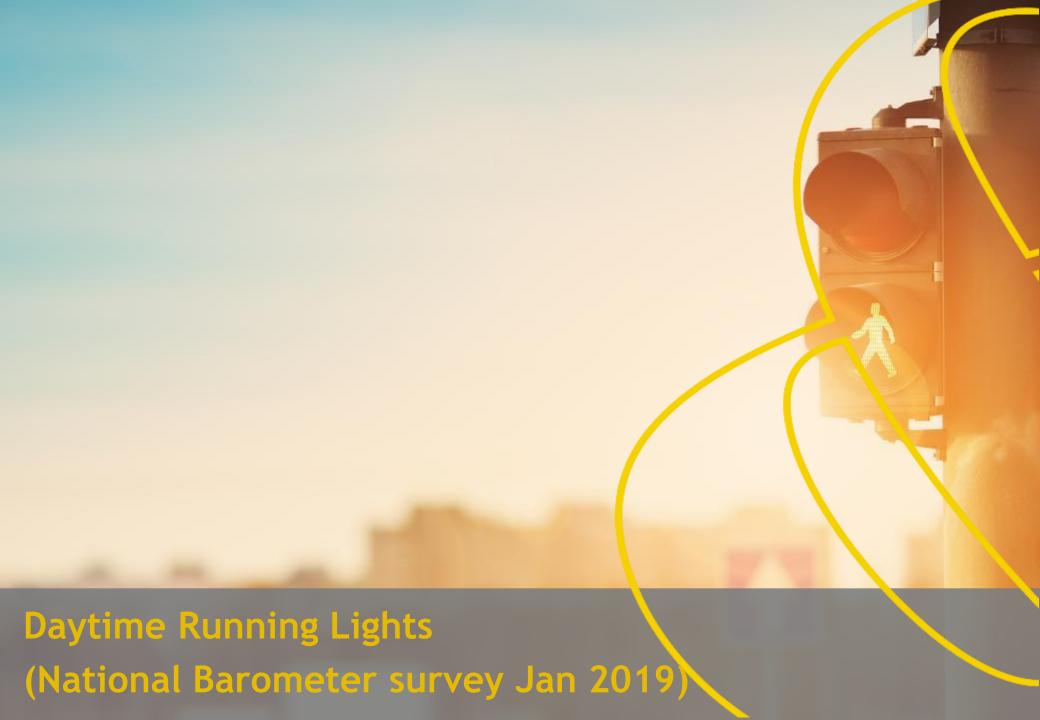
 Those who have consumed alcohol before driving in past 12 months are much more likely to believe penalties for alcohol use are too severe.

 National attitudes in relation to traffic rules being stricter are largely consistent across the demographics, with support peaking among women.

 The key variation in national attitudes on the checking of traffic rules also relates to gender.

 Attitudes towards the severity of traffic penalties again exhibit a consistent national pattern with little variation across the demographic groups.





Awareness of daytime running lights

BIA

Base: All Motorists N - 668



"Daytime running lights (DRL) are car lights which automatically switch on when the vehicle is in drive during daylight conditions."



82% of motorists are aware of daytime running lights.



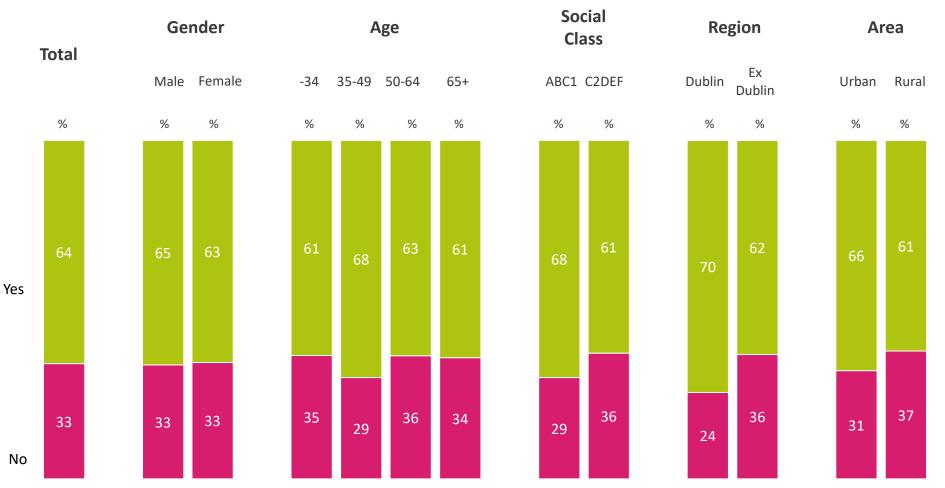
Q. Before participating in this study, had you heard of Daytime running lights (DRL)?

Do you have **Daytime running lights** in your car?





Base: All Motorists N - 668



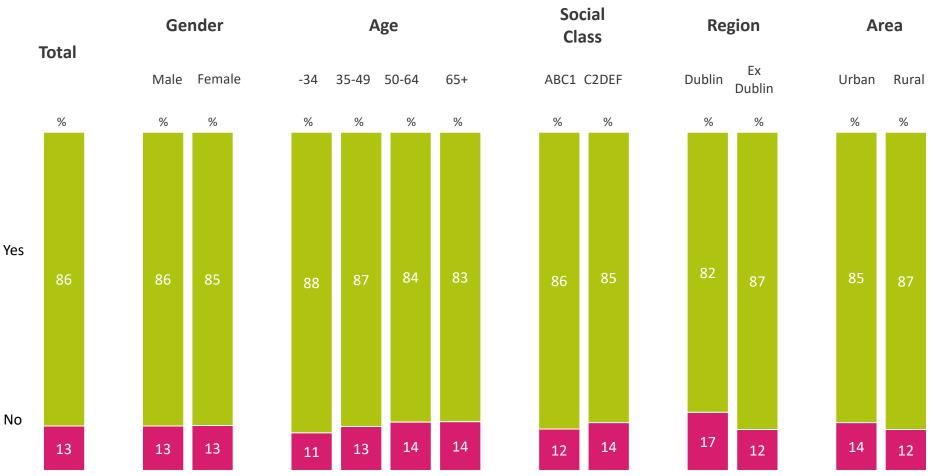
64% of motorists understand they have DRL in the car they usually drive; and this incidence has a consistent national pattern.

Q.5 Do you have Daytime running lights (DRL) in the car you usually drive?

Have you ever turned on Dipped headlights during the daytime when driving?



Base: All Motorists N - 668



Near 9 in 10 (86%) of motorists have ever turned on their dipped headlights during daytime – again a consistent national pattern.

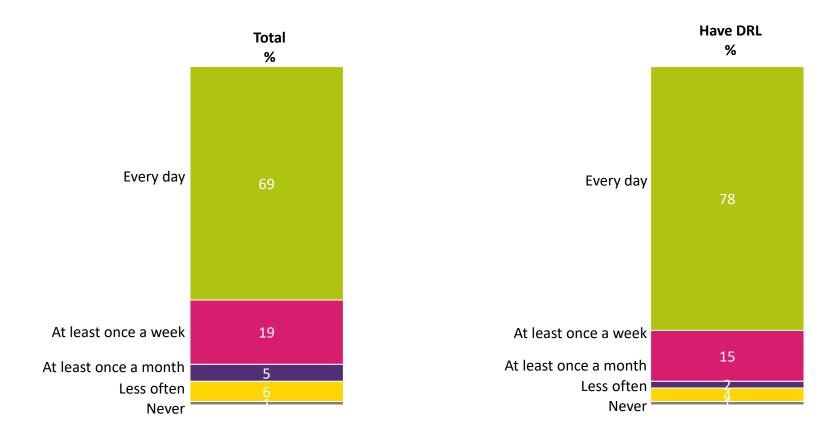
Q.6 Now please think of your dipped headlights. Have you ever turned on your dipped headlights during the daytime when driving?

Frequency of using dipped headlights during daytime

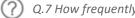


Base: Motorists who ever use dipped headlights in daytime N - 573 (86%)





69% of those who ever use 'dips' during the day do so 'every day'; This includes 78% who drive a car with DRLs – worth investigating further if terms are clearly understood.



Q.7 How frequently would you turn on your dipped headlights during the daytime when driving?

Frequency of using dipped headlights during daytime





Base: Motorists who ever use dipped headlights in daytime N - 573 (86%)

		Ger	nder	Age				Social Class		Region		Area	
	Total	Male	Female	-34	35-49	50-64	65+	ABC1	C2DEF	Dublin	Ex Dublin	Urban	Rural
Base	573	295	278	112	214	141	106	267	306	135	438	342	231
	%	%	%	%	%	%	%	%	%	%	%	%	%
Every day	69	69	69	63	72	71	66	72	66	70	69	70	67
At least once a week	19	19	19	26	17	19	17	18	21	15	21	18	21
At least once a month	5	6	5	6	5	4	8	5	5	10	4	7	3
Less often	6	6	6	5	5	6	8	5	6	4	6	4	8
Never	1	0	1	-	1	-	1	0	1	1	1	1	0

'Everyday' use of dips also exhibits a consistent national pattern.

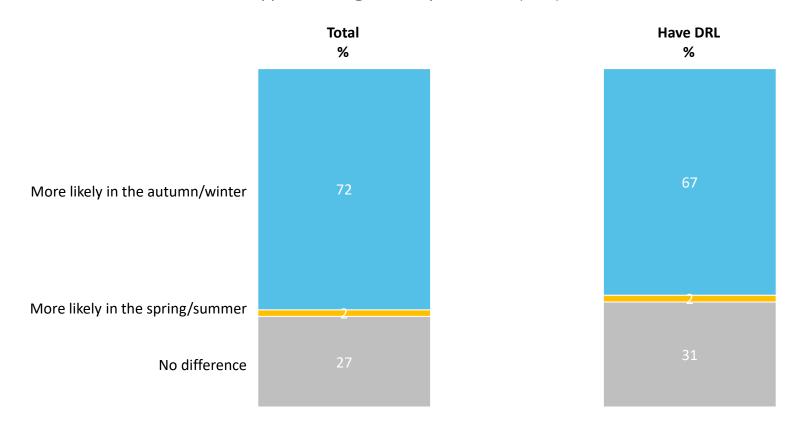


Q.7 How frequently would you turn on your dipped headlights during the daytime when driving?

Seasonal changes on use of dipped headlights during daytime



Base: Motorists who ever use dipped head lights in daytime – 573(86%)



The vast majority of motorists who use 'dips' are more likely to do so in the autumn/winter. (again appear worthwhile to examine extent terminology is clearly understood.



Q.8 Are you more likely to turn on your dipped headlights during the daytime when driving during the autumn/winter or spring/summer?

Frequency of using dipped headlights during daytime

National Barometer Survey

Base: Motorists who ever use dipped head lights in daytime – 573(86%)

		Gender			Ą	ge		Social Class		Region		Area	
	Total	Male	Female	-34	35-49	50-64	65+	ABC1	C2DEF	Dublin	Ex Dublin	Urban	Rural
Base	573	295	278	112	214	141	106	267	306	135	438	342	231
	%	%	%	%	%	%	%	%	%	%	%	%	%
More likely in the autumn/winter	72	74	69	76	69	75	68	73	70	65	74	70	74
More likely in the spring/summer	2	1	2	2	2	1	3	2	2	2	2	2	2
No difference	27	25	28	22	29	24	29	25	28	33	25	28	25

Only 27% of motorists who use dips do so with a frequency independent of the season – peaks among Dublin motorists (33%).



Q.8 Are you more likely to turn on your dipped headlights during the daytime when driving during the autumn/winter or spring/summer?

Daytime running lights: Summary & Conclusion

- 82% of motorists are aware of daytime running lights.
- 64% of motorists understand they have DRL in the car they usually drive; and this incidence has a consistent national pattern.
- Near 9 in 10 (86%) of motorists have ever turned on their dipped headlights during daytime – again a consistent national pattern.
- 69% of those who ever use 'dips' during the day do so 'every day'; This includes 78% who drive a car with DRLs – worth investigating further if terms are clearly understood.
- 'Everyday' use of dips also exhibits a consistent national pattern.
- The vast majority of motorists who use 'dips' are more likely to do so in the autumn/winter.
- Only 27% of motorists who use dips do so with a frequency independent of the season – peaks among Dublin motorists (33%).





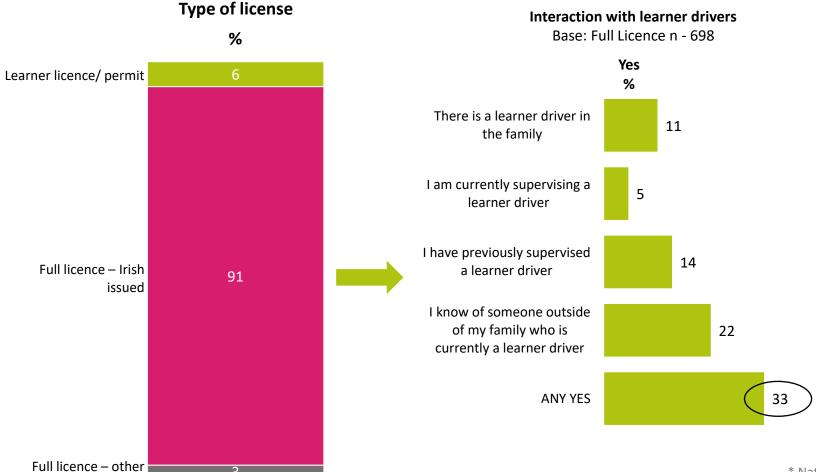
Licence type + interactions with learner drivers

Base: Motorists N - 761*

country issued







^{*} National Barometer survey included a booster sample of learner drivers

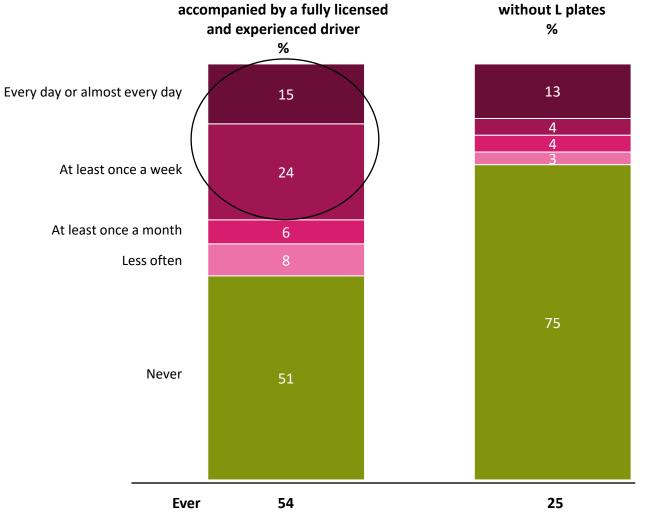
33% of full license motorists have/had some interaction with learner drivers.

Learners: Driving behaviour



Drive a vehicle





^{*} National Barometer survey included a booster sample of learner drivers

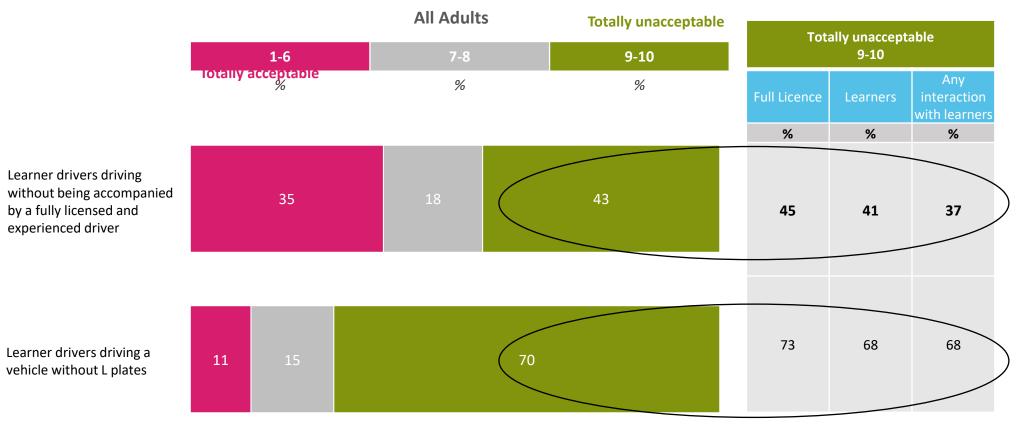
On a weekly basis, 39% of learners drive without being accompanied by a fully licensed and experienced driver and 54% have ever done so; 25% have ever driven without L plates.

Perceived acceptability of learner driver behaviour

Base: All adults n − 1,045*







* National Barometer survey included a booster sample of learner drivers

Only 45% of full license motorists consider it 'totally unacceptable' for learners to drive unaccompanied, as do 41% of learner drivers. This declines to 37% of adults with some level of interaction with learner drivers.

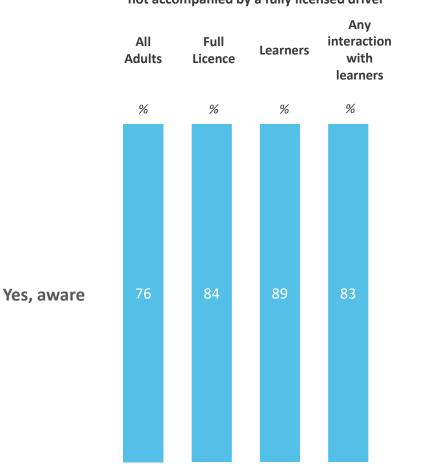
Awareness of new legal penalties relating to learner drivers

Base: All Adults N - 1,045*

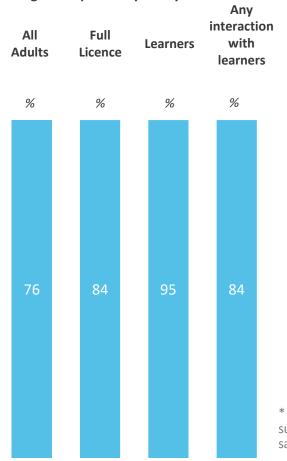




Vehicle owners will face prosecution if they allow their vehicle to be used by learner drivers who are not accompanied by a fully licensed driver



Learner drivers will have the vehicle they are driving seized if they are detected driving without being accompanied by a fully licensed driver



^{*} National Barometer survey included a booster sample of learner drivers

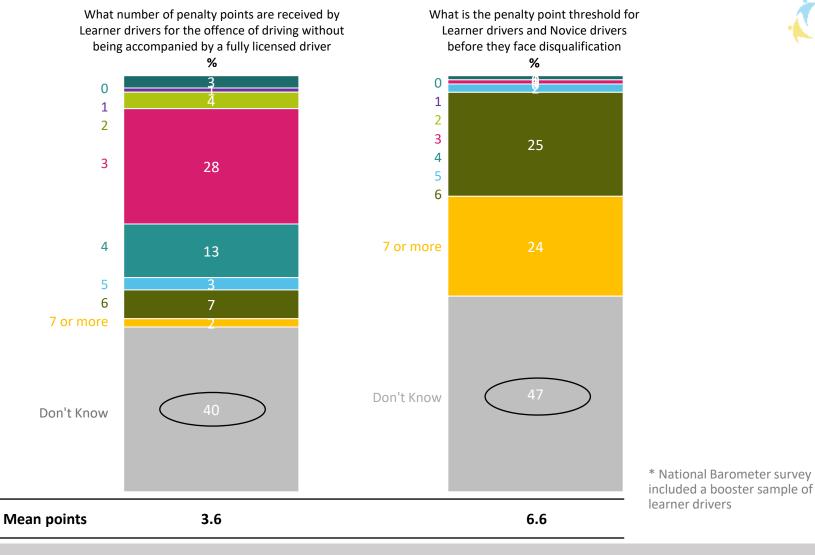
Awareness of the new legal penalties relating to learner drivers is very strong.

Penalty points relating to learner drivers

Base: Have Learner Licence/permit n − 84*







In addition to those who incorrectly answer, 40% of learners 'don't know' the number of penalty points received for driving unaccompanied; and 49% 'don't know' the points threshold for disqualification.

Stopped past 12 months for licence check

Base: Motorists n − 782*







* National Barometer survey included a booster sample of learner drivers

18% of learner drivers have been stopped in the past 12 months by the gardai to check their license status.

Learner Drivers: Summary and Conclusions

- 33% of full license motorists have/had some interaction with learner drivers.
- On a weekly basis, 39% of learners drive without being accompanied by a fully licensed and experienced driver and 54% have ever done so; 25% have ever driven without L plates.
- Only 45% of full license motorists consider it 'totally unacceptable' for learners to drive unaccompanied, as do 41% of learner drivers. This declines to 37% of adults with some level of interaction with learner drivers.
- Awareness of the new legal penalties relating to learner drivers is very strong.
- In addition to those who incorrectly answer, 40% of learners 'don't know' the number of penalty points received for driving unaccompanied; and 49% 'don't know' the points threshold for disqualification.
- 18% of learner drivers have been stopped in the past 12 months by the gardai to check their license status.





Thank you.



RESEARCH & INSIGHT

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Delve deeper