



RSA

Public attitudes to drink-driving

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Safe and Sober Seminar

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Drink-driving in Ireland

Background

- It is estimated that **25%** of all road deaths in the EU are alcohol-related (ETSC, 2022).
- Drivers with a Blood Alcohol Concentration (BAC) between 50-80mg alcohol per 100ml blood are between **5-10 times more likely** to be involved in a fatal crash (ETSC, 2022).
- RSA analysis of coronial data found that **37%** of driver fatalities (2015-2019) with a toxicology result available, had a positive toxicology for alcohol*.
- There was also evidence of **multi-risk taking** amongst these driver fatalities, with **59%** not wearing a seat belt, and **39%** exceeding a safe speed**.

*A positive toxicology for alcohol was recorded where the BAC of the deceased was >20mg alcohol per 100ml blood (or equivalent in urine/vitreous humour).

**Calculated out of driver fatalities with records available for the variables of interest.



2023 Driver Attitudes and Behaviour Survey

Methodology



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❑ This survey establishes the incidence of **errant driving behaviour** among Irish motorists and determines their attitudes to a series of road safety measures, also examining these across demographic criteria and time.

❑ The 2023 study comprised a **nationally representative, online** survey of 1,252 motorists aged 17+.

❑ **Quota controlled** in terms of gender, age, region and area.

❑ **Data collection** was conducted in November 2023.



Research Background & Objectives



Travel Characteristics



Work & Driving



Road Traffic Legislation



Seatbelts



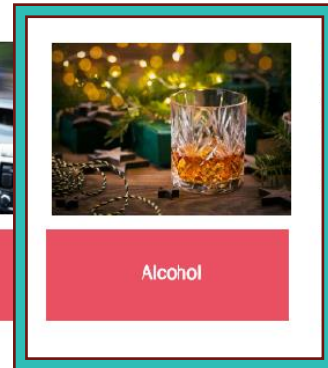
Fatigue



Speeding



Mobile behaviour



Alcohol



Summary & Conclusions



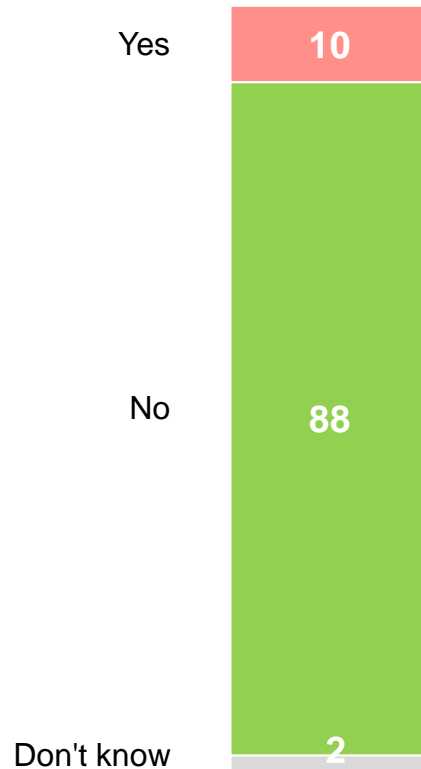
Driven a Motor Vehicle After Consuming Any Alcohol

(Past 12 Months) Base: All Motorists N = 1,252



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Higher amongst:

- Males (14%)
- Those who drive for work (14%)
- Those with a previous collision (24%)

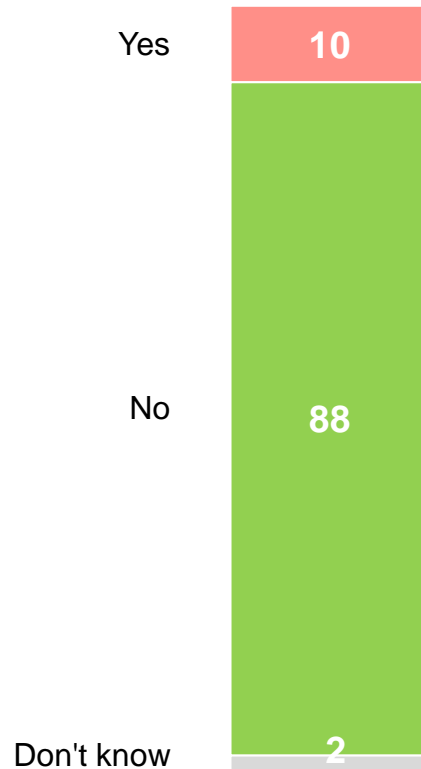
1 in 10 have driven after consuming any alcoholic drink in the past 12 months, which is consistent with the DAB series average.

Q. 10a In the last 12 months have you driven a motor vehicle after consuming any alcoholic drink?



Driven a Motor Vehicle After Consuming Any Alcohol

(Past 12 Months) Base: All Motorists N = 1,252



Last Occasion – how much drank			
	2023 %	2021 %	2014-21 Avg. %
Less than 1 drink	14	10	15
1 drink	52	51	46
2 drinks	19	22	27
3+ drinks	14	12	11
Average	1.6	1.4	1.5

Of motorists who consumed alcohol before driving in past 12 months – 33% of this group had 2 or more drinks before doing so 'on the last occasion'.

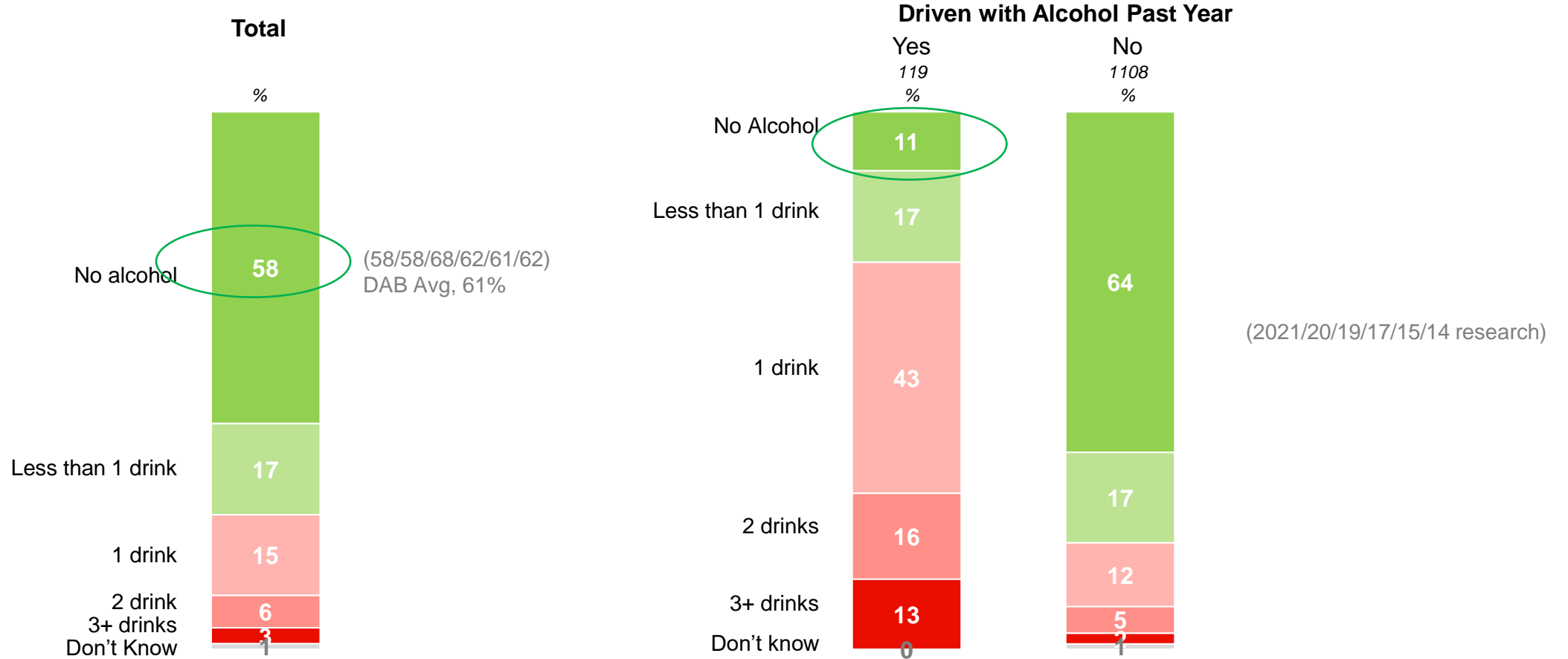
Q. 10a In the last 12 months have you driven a motor vehicle after consuming any alcoholic drink?

Q. 10b On the last occasion how much alcohol did you drink?



How Much Alcohol Can You Consume and Be Safe To Drive

Base: All Motorists N = 1,252



58% of Irish motorists have a 'no alcohol limit' to ensure they feel 'safe to drive'. The research confirms that those who consumed alcohol before driving in the past 12 months have a very separate perspective.

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



Checked by the Police for Alcohol while Driving a Car

(Past 12 Months) Base: All Motorists N = 1,252

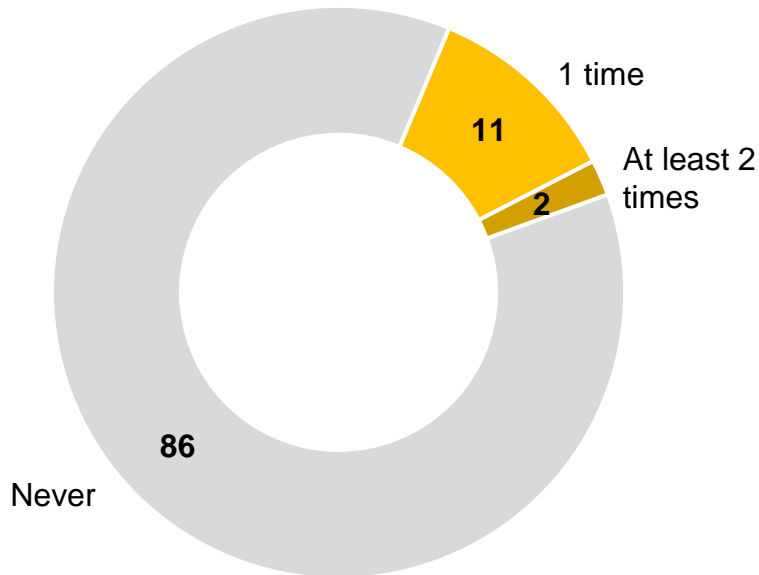


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Number of times checked by the police for alcohol while driving a car (past 12 months)



13%
have been tested for
alcohol at least once in past
12 months.

Higher amongst those **<35 years** (21%),
with a **collision history** (23%), and who
have **driven after consuming alcohol**
in the last 12 months (27%).

13% of motorists recall being tested for alcohol at least once while driving in past 12 months.

Q.7d In the past 12 months, how many times have you been checked by the police for alcohol while driving a car (i.e., being subjected to a Breathalyser test)?

Alcohol and driving attitudes

Base: All Motorists N = 1,252



Summary agree
%



	2021	2019
	%	%
Driving under the influence of alcohol seriously increases the risk of a collision	89	87
Most of my acquaintances / friends think driving under the influence of alcohol is unacceptable	72	85
One alcoholic drink can impair driving	74	68
It is acceptable to drive short distances in your local area after consuming one alcoholic drink	26	27
There were times where I may have been over the limit when driving the morning after a night out	26	25

Our attitudes to alcohol and driving appear well established as illustrated by the consistency in response since 2019: 73% of motorists agree that 'one alcoholic drink can impair driving'.



Conclusions

- Drink-driving **persists** as a dangerous driver behaviour in Ireland.
- Increased, targeted **enforcement** is needed to deter drink-driving.
- Employers** can play an important role in reducing drink-driving risk.
- Alcohol ignition interlocks** present a new and effective tool to reduce persistent levels of drink-driving.
- Education and awareness campaigns** can target drink-driving attitudes and beliefs.



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Thank you

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OR SERIOUS INJURIES BY 2050