

THE ROAD SAFETY AUTHORITY

Driver Attitudes & Behaviour Survey 2024

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RSA

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Attitude & Behaviour Survey | 2024 |
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RSA Driver Attitude & Behaviour Survey 2024



**Research Background
& Objectives**



**Travel
Characteristics**



Work & Driving



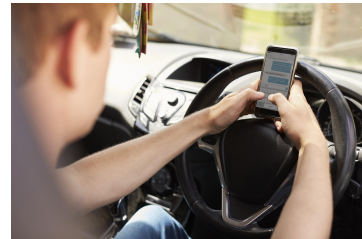
**Road Traffic
Legislation**



Seatbelts



Speeding



Mobile behaviour



Alcohol



**Summary &
Conclusions**

RESEARCH BACKGROUND & OBJECTIVES

Research Background & Objectives



The National Survey of Driver Attitudes & Behaviour is a cornerstone of the Road Safety Authority research programme. It establishes the incidence of errant driving behaviour and habits among Irish motorists and determines their attitudes to a series of road safety measures; and analyses the extent to which these attitudes and behaviours are consistent both across demographic criteria and over time.

The research comprised a nationally representative online survey of 1,242 motorists aged 17+:

- Quota controlled in terms of gender, age, region and area.
- Fieldwork was conducted in November 2024.

The 2024 research builds off the findings from previous RSA Driver Attitudes & Behaviour National Surveys.

RSA Driver Attitudes and Behaviour Survey – Sample Profile

Gender	Male	51%	Region	Dublin	27%
	Female	49%		Leinster	29%
Age	-24 years	7%		Munster	25%
	25-34 years	20%		Conn/Ulster	19%
	35-49 years	34%	Area	Urban	60%
	50-64 years	23%		Rural	40%
	65+ years	15%			
Social Class	ABC1	53%			
	C2DE	47%			

Sample of Analysis
Base: All Motorists N – 1,242

RSA Driver Attitudes and Behaviour Survey – Sample Profile

Vehicle Type	Car	98%
	Motorcycle	5%
	Van	6%
	P.S.V. (minibus)	1%
	P.S.V. (bus)	0%
	Truck	0%
Licence Type	Full licence – Irish issued	90%
	Learner permit	6%
	Full licence – other country issued	4%

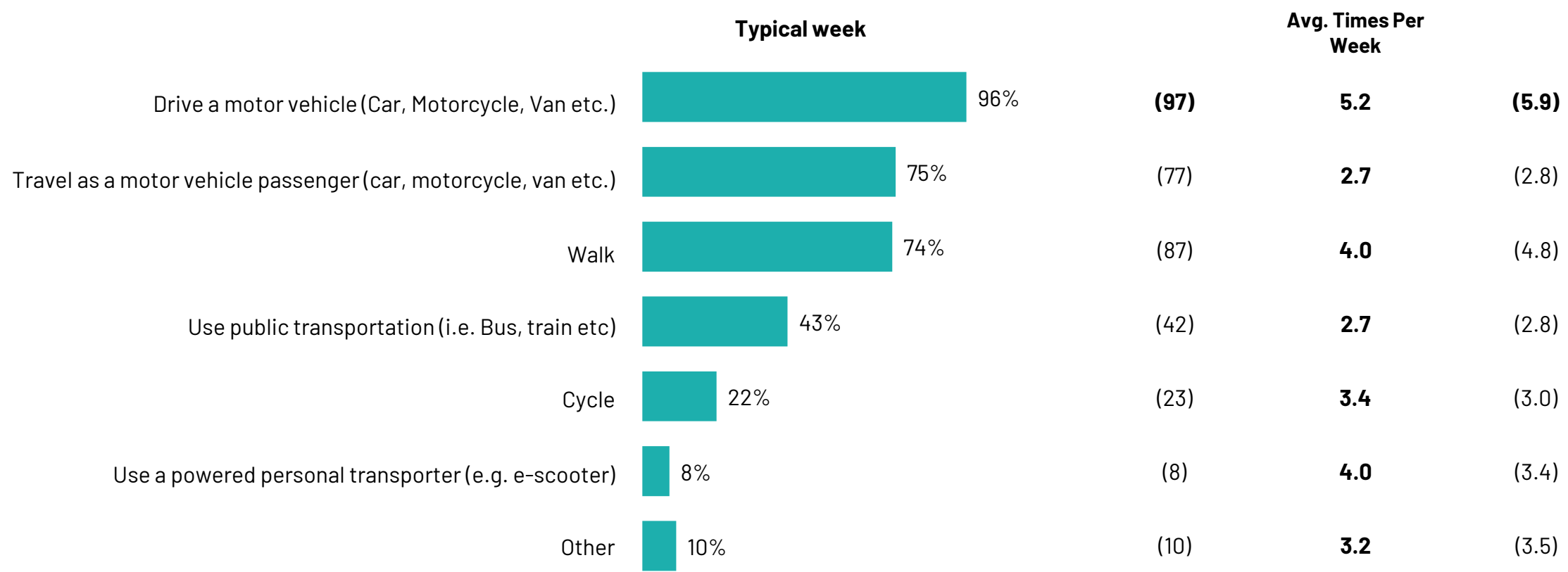
Years Driving	Under 2 years	8%
	2-5 years	10%
	6-10 years	10%
	11-20 years	24%
	21-30 years	19%
Drive for work	31+ years	27%
	Yes	23%
	No	77%

Sample of Analysis
Base: All Motorists N – 1,242

TRAVEL CHARACTERISTICS

Travel Patterns: Frequency of use (Weekly+)

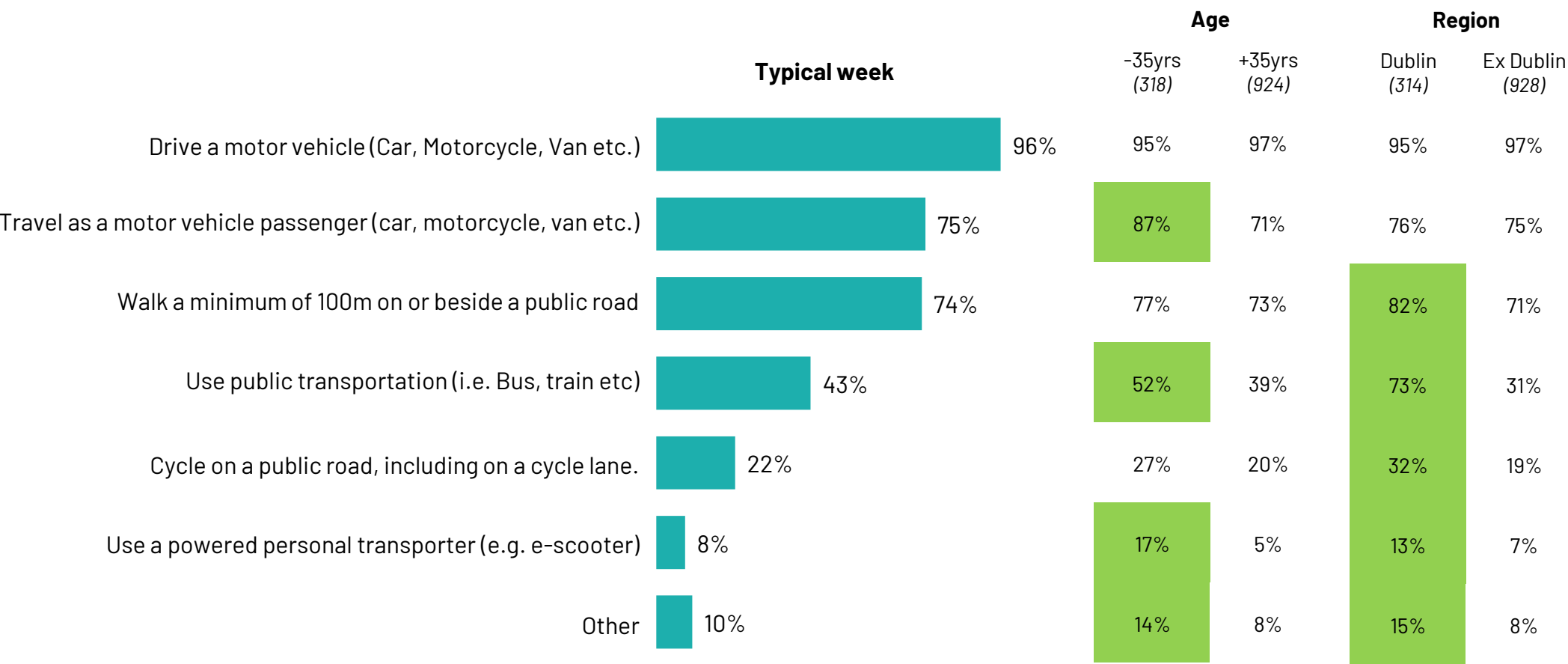
Travelling as a passenger in a motor vehicle and walking are equally frequent across Motorists; 43% also use public transport weekly or more frequently.



Q.15 in a typical week how often do you..?
Base: All Motorists N – 1,242

Travel Patterns: Frequency of use (Weekly+)

Travelling as a passenger in a motor vehicle and walking are equally frequent across Motorists; 43% also use public transport weekly or more frequently.



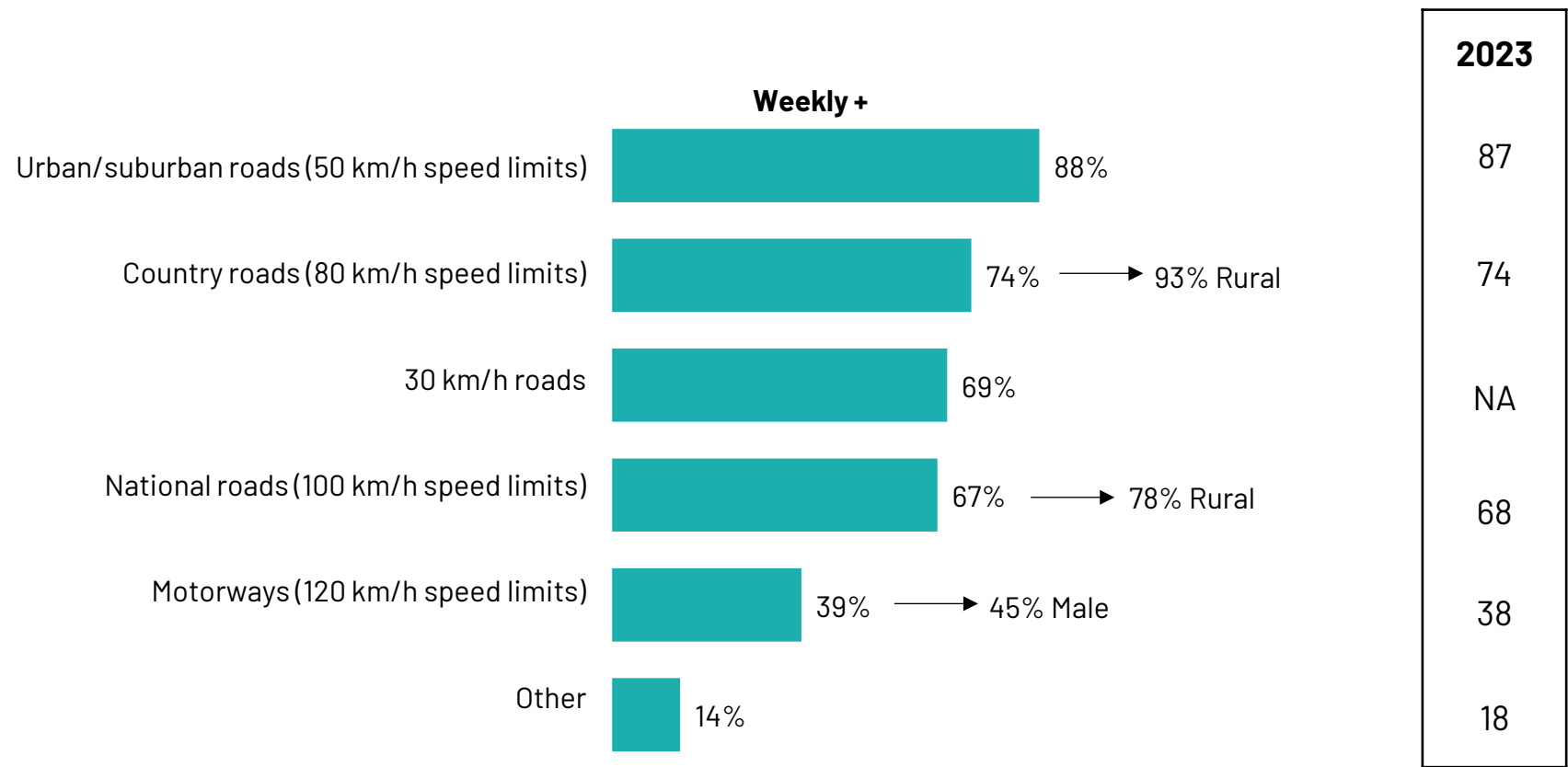
Q.15 in a typical week how often do you..?
Base: All Motorists N – 1,242

Statistically higher



Type of Road: Frequency of use (Weekly+)

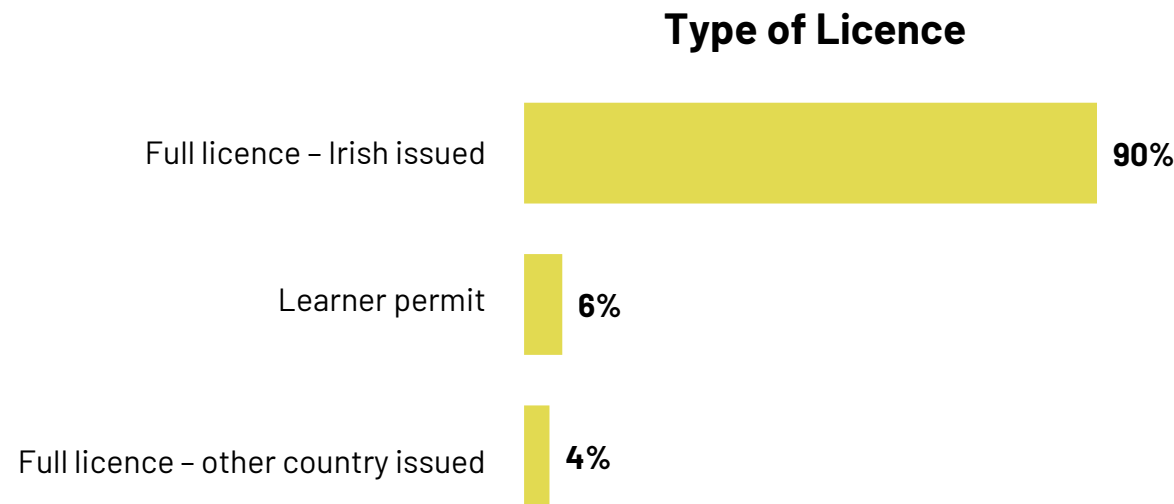
Travelling as a passenger in a motor vehicle and walking are equally frequent across Motorists; 43% also use public transport weekly or more frequently.



Q.16 Please indicate how frequently you drive on each of the following types of road..
Base: All Motorists N – 1,242

Driving Licences

The vast majority of the sample hold a full Irish issued license; 30% have held their license for ten years or less.



Length of holding licence

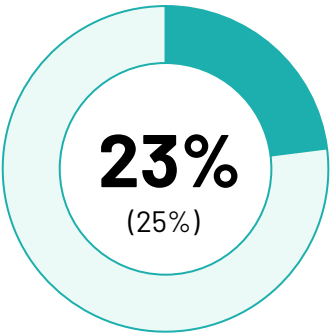
Under 2 years	7%
2 – 5 years	12%
6 – 10 years	11%
11 – 20 years	25%
21 – 30 years	20%
31+ years	24%

WORK & DRIVING

Sample Profile of those Driving for Work

23% of motorists drive for work and they are disproportionately male and ABC1.

Driving for Work



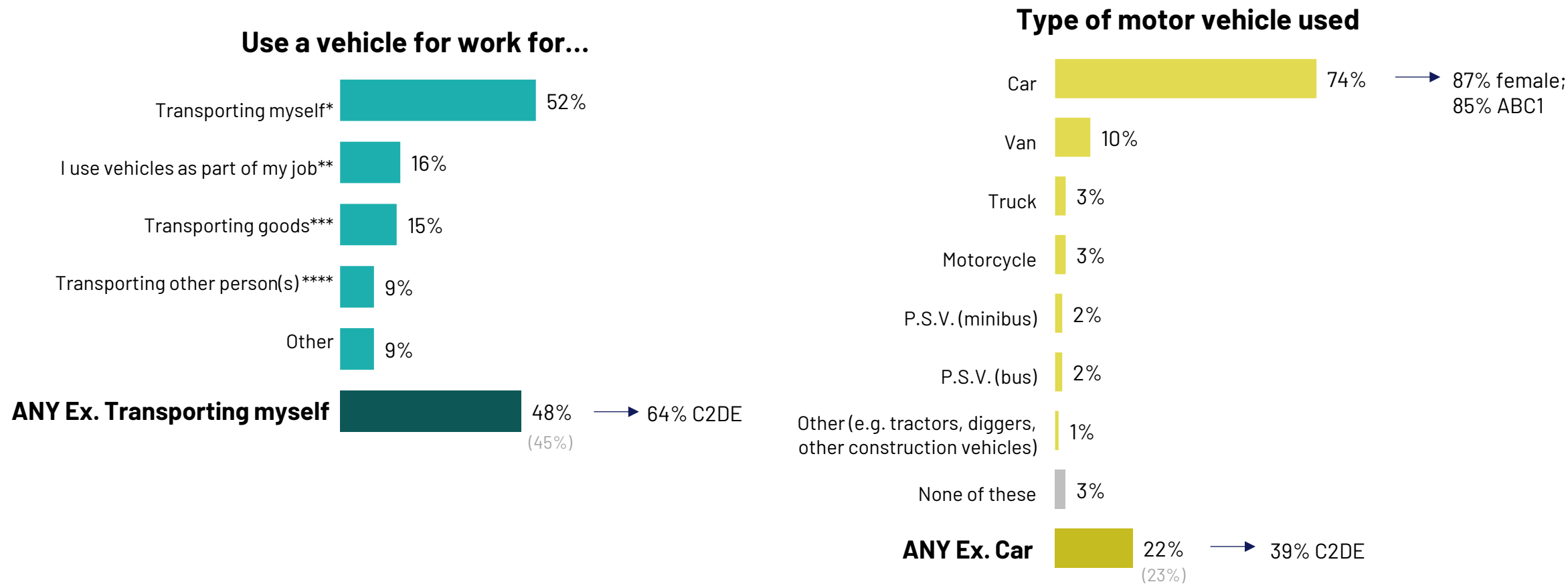
(2023)

		All Motorists	Driving for work			All Motorists	Driving for work
		1,242	304			1,242	304
Gender	Male	51%	66%	Region	Dublin	27%	27%
	Female	49%	34%		Leinster	29%	31%
Age	-24 years	7%	10%		Munster	25%	21%
	25-34 years	20%	23%		Conn/Ulster	19%	21%
	35-49 years	34%	38%	Area	Urban	60%	56%
	50-64 years	23%	23%		Rural	40%	44%
	65+ years	15%	6%				
Social Class	ABC1	53%	62%				
	C2DE	47%	38%				

Q.3a Do you drive during work (for any length of time), i.e. is it a requirement of your job outside of commuting?
Base: All Motorists N – 1,242

Reason and Type of Vehicle Used for Work

48% of those who drive for work do so for reasons other than transporting themselves, increasing to 64% among the C2DE social grade; 22% drive for work with a non car related vehicle.



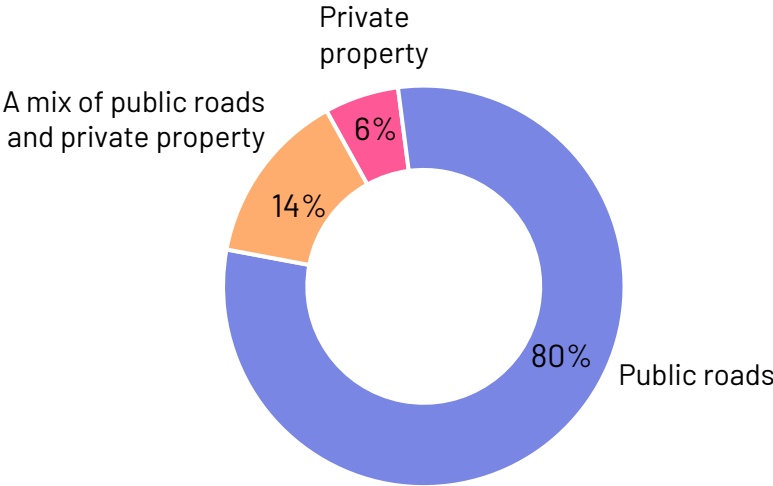
Q.3b Which of the following best describes the way you use a vehicle for work?
Q.3c Please indicate which type of motor vehicle you mainly use as part of your job?
Base: Drive for work N – 304

*(e.g., visiting patients, salesperson,...)
**I use vehicles as part of my job (e.g., drive construction vehicles, drive agricultural vehicles,...)
*** (e.g., truck, courier, food delivery,...)
**** (e.g., taxi, bus, rickshaw,...)

Type of Road and KM Driven for Work: Past 12 Months)

94% of those who drive for work use public roads and 46% drove more than 5,001 km in the last 12 months, increasing to 57% among 'work drivers' over the age of 35 years.

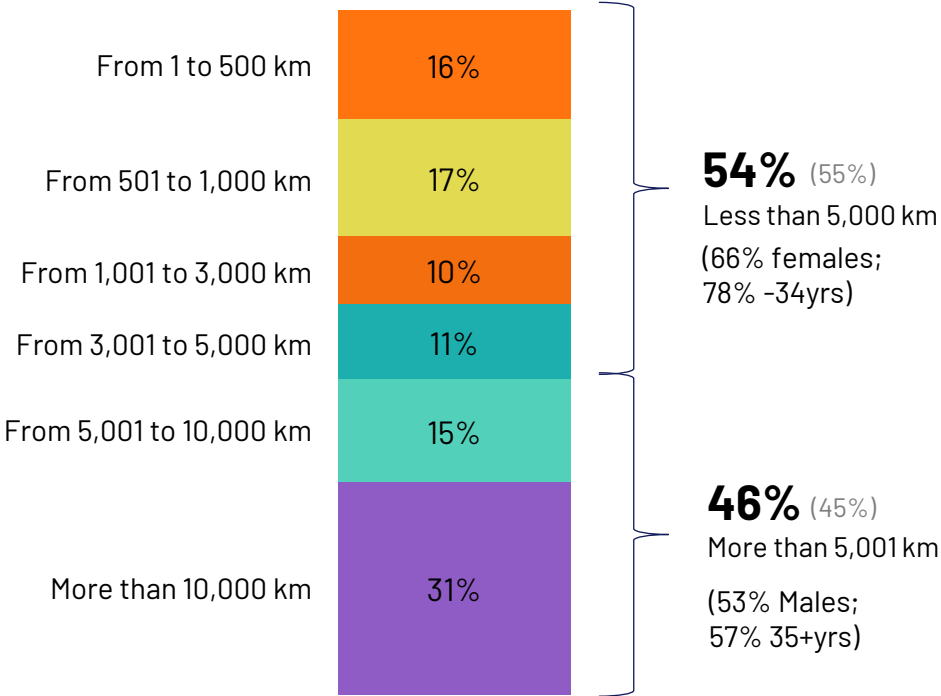
Roads mostly used on...



***94%**
(92%)
(ref. Public roads)

Kilometers driven on public roads (past 12 months)

Base: All driving for work on public roads N – 250



* Differences in total due to rounding

(2023)

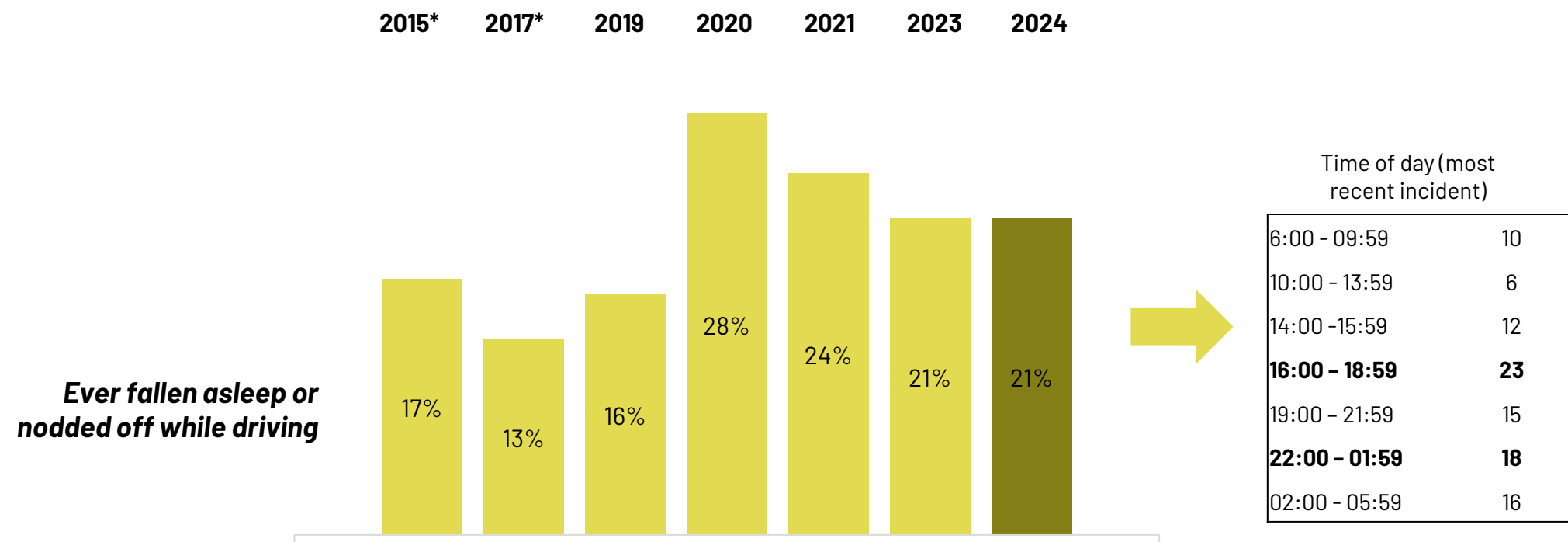
Q.3d Is your use of a vehicle for work, outside of commuting, mostly on...?

Q.3e Approximately, how many kilometres have you driven on public roads in the last 12 months (both inside and outside the Republic of Ireland) for work, outside of commuting?

Base: Drive for work N – 304

Driving Fatigue

Among all motorists, the incidence who indicate they have fallen asleep or nodded off ('even if only for a brief moment') has remained at 21%. The most prominent time of day for such incidents are between 4:00 PM and 7:00 PM, and between 10:00 PM and 2:00 AM.



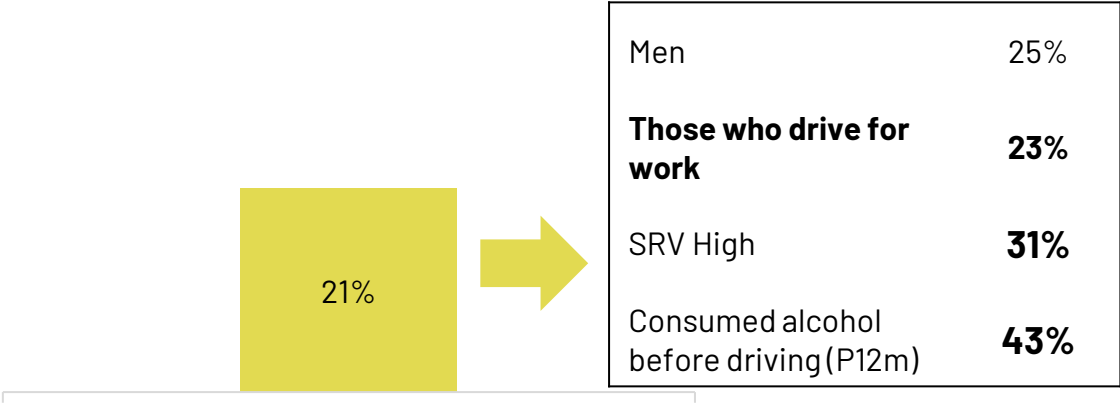
Q.4a Have you ever fallen asleep or nodded off (even if for only a brief moment) while driving?
Q.4b Thinking about the last time you fell asleep or nodded off (even if for only a brief moment) while driving, what time of day was this?
Base: All Motorists N – 1,242

Driving Fatigue: All Motorists vs Those Driving for Work

The incidence of falling asleep while driving rises to 31% among the SRV High group, and 43% among those who have driven after consuming alcohol in the past 12 months. The incidence is lower, but still notable at 12%, while actually driving during work.

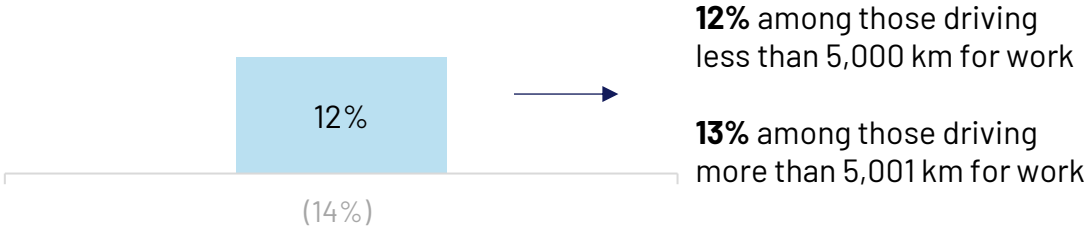
Ever Fallen Asleep While Driving 2023

Base: All Motorists n – 1,242



Ever fallen asleep or nodded off while driving for work

Base: All Motorists who drive a vehicle for work n – 265



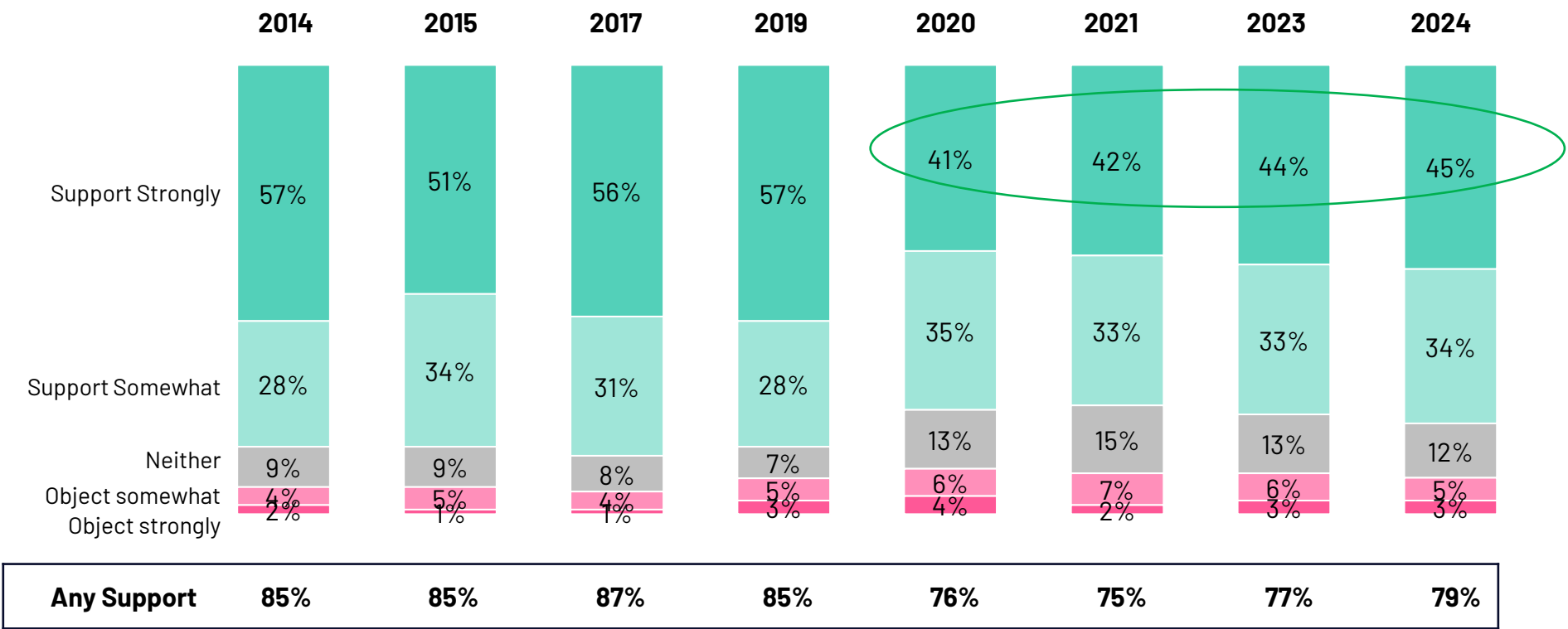
(2023)

Q.4a Have you ever fallen asleep or nodded off (even if for only a brief moment) while driving?
Q.4c Have you ever fallen asleep or nodded off (even if for only a brief moment) while you were driving for work outside of commuting?
Base: All Motorists N – 1,242

ROAD TRAFFIC LEGISLATION

Support for Safety Cameras

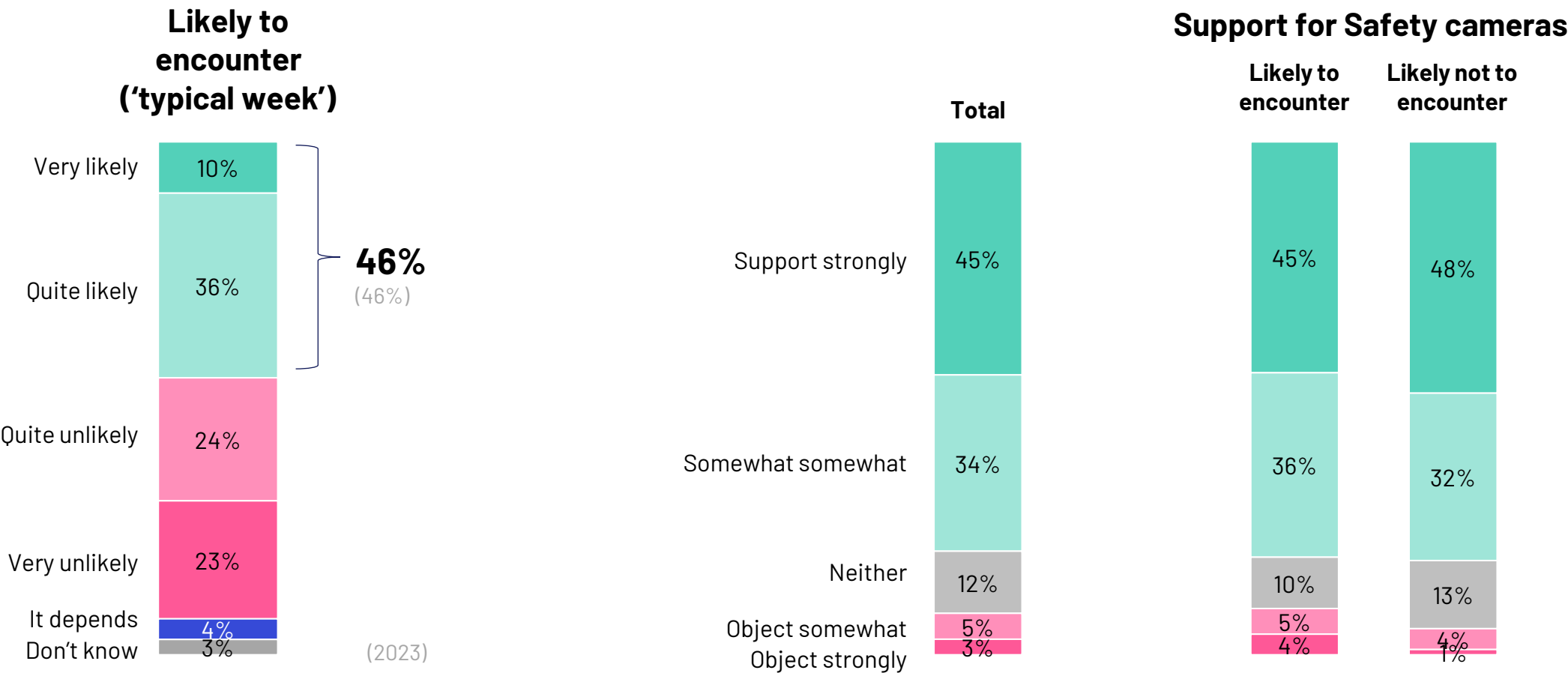
Support for Safety Cameras is exhibiting consistent marginal increases since 2020; the level of any objection is again below 10% of all motorists.



Q.7a To what extent do you support or object to the use of safety cameras on the roads?
Base: All Motorists N – 1,242

Likelihood to Encounter a Speed Check by a Safety Camera

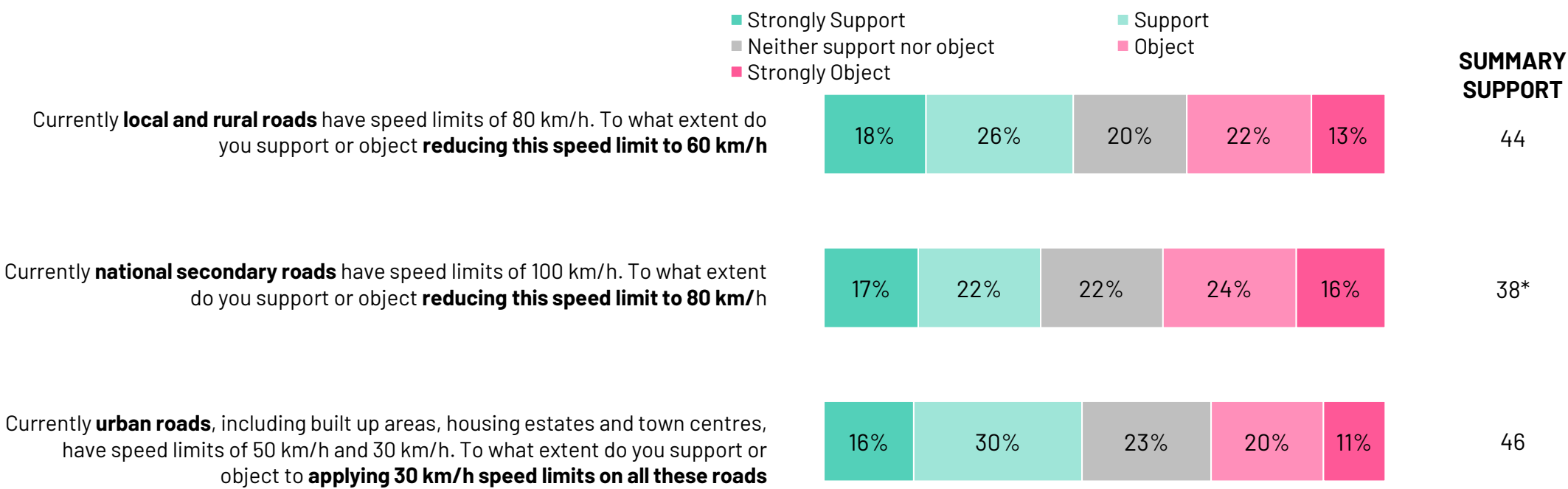
46% of motorists consider it likely they will encounter a safety camera in a typical week. Support for safety cameras does not vary by perceived likelihood of encountering cameras (consistent with last years' findings).



Q.7a To what extent do you support or object to the use of safety cameras on the roads?
Q.7b In a typical week, how likely or unlikely do you think it would be that you would encounter a speed check by a safety camera?
Base: All Motorists N – 1,242

Support for Speed Limit changes on Irish roads

Applying a 30km/h speed limit to all urban roads and reducing the speed limit of local and rural roads to 60km/h are the most supported of the new speed limits; none of the 'changes' however are supported by more than 50% of motorists.



Q.12 To what extent do you support or object to the introduction of the following speed limits on Irish roads?
Base: All Motorists N – 1,242

*Differences in total due to rounding

Support for Speed Limit changes on Irish roads

Support for the speed limit changes to local/ rural roads and national secondary roads peaks in Dublin (and support is stronger in urban areas generally).

Summary Support/ Object		Total	Gender		Age			Social Class		Region		Area	
			Male	Female	-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Urban	Rural
Base		1,242	623	619	318	517	407	692	550	314	928	838	404
		%	%	%	%	%	%	%	%	%	%	%	%
Currently local and rural roads have speed limits of 80 km/h. To what extent do you support or object reducing this speed limit to 60 km/h	Support	44	42	47	38	45	49	43	46	52	42	46	41
	Object	35	40	30	38	37	30	38	33	26	39	31	42
Currently national secondary roads have speed limits of 100 km/h. To what extent do you support or object reducing this speed limit to 80 km/h	Support	38	36	41	33	38	44	36	41	45	36	40	36
	Object	40	45	35	41	42	36	43	36	34	42	38	43
Currently urban roads , including built up areas, housing estates and town centres, have speed limits of 50 km/h and 30 km/h. To what extent do you support or object to applying 30 km/h speed limits on all these roads	Support	46	46	47	39	48	51	49	44	46	46	47	46
	Object	31	37	25	32	33	28	33	29	30	32	30	32

 Support Statistically higher

 Object Statistically higher

Q.12 To what extent do you support or object to the introduction of the following speed limits on Irish roads?
Base: All Motorists N – 1,242

SEATBELTS

Frequency of Seatbelt Usage 2024

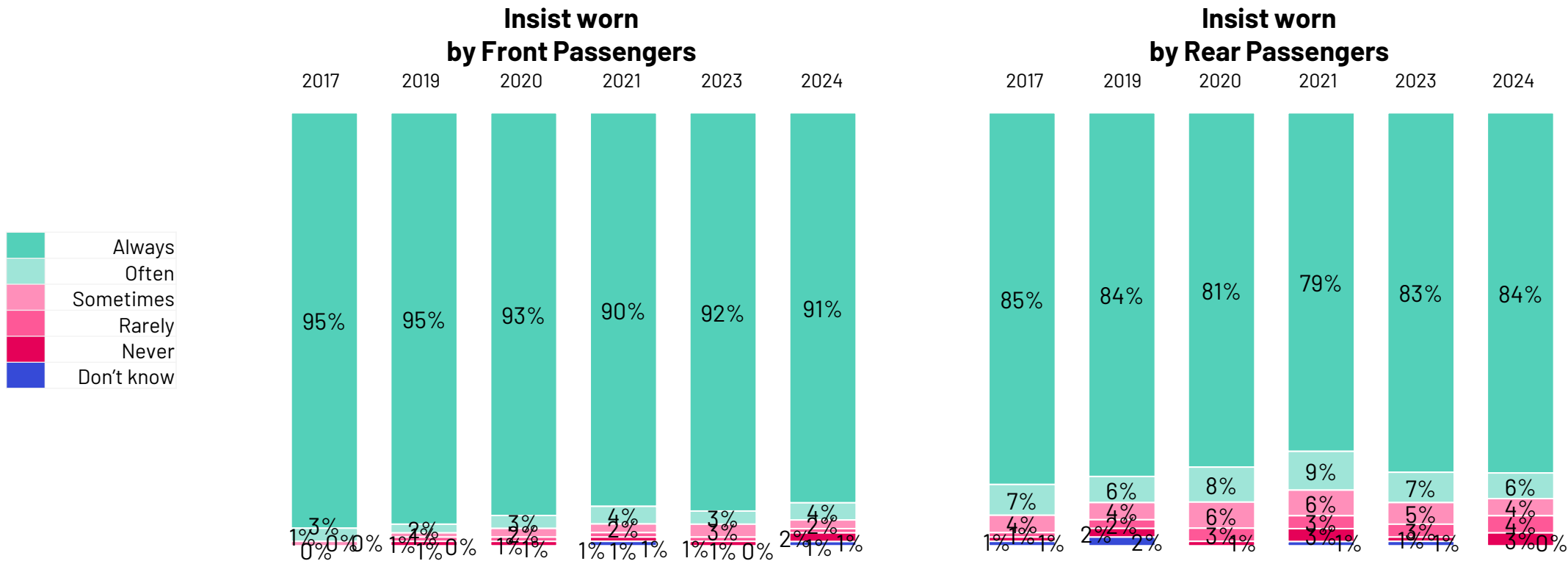
12% of rear passengers do not 'always' wear a seatbelt; passengers in front seats place a stronger emphasis on always wearing their seatbelt.

	Seat Belt Wearing when...		
	Driver	Front passenger	Rear passenger
Always	97%	96%	86%
Often	2%	2%	5%
Sometimes	1%	1%	4%
Rarely	0%	0%	2%
Never	0%	0%	1%
Not applicable	0%	1%	2%

Q.8a How often do you use seat belts when you are a....
Base: All Motorists N – 1,242

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

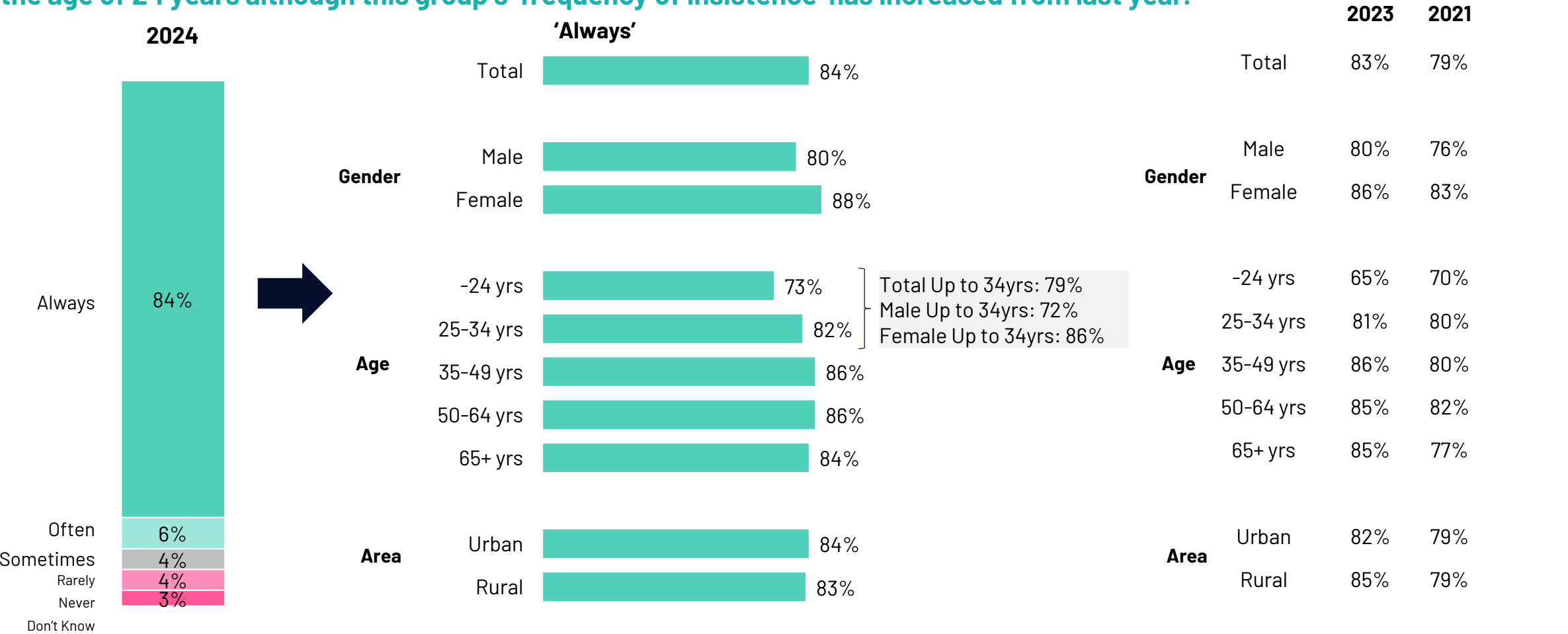
There continues to be a proportion of motorists who do not 'always' insist seat belts are worn by front (9%) or rear passengers (16%).



Q.8b How often do you insist that seat belts are worn by those sitting in the front seat of your car?
Q.8c How often do you insist that seat belts are worn by those sitting in the back seats of your car?
Base: All Motorists N – 1,242
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Frequency of Insisting that Seat Belts are Worn by Those Sitting in Back Seat of Car

84% of motorists always insist seatbelts are worn by rear passengers, this incidence is again weaker among motorists under the age of 24 years although this group's 'frequency of insistence' has increased from last year.

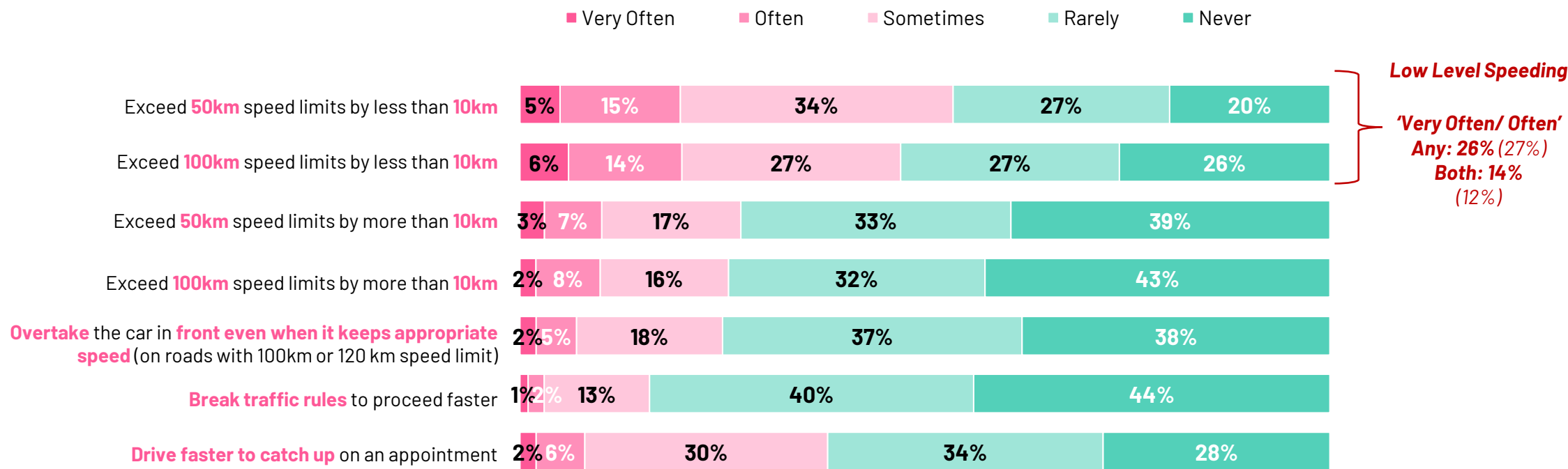


Q.8c How often do you insist that seat belts are worn by those sitting in the back seat of your car?
Base: All Motorists N – 1,242

SPEEDING

Speeding & Rule Violation 2024

The national incidence of motorists who regularly (very often/often) engage in low level speeding on roads with either 50km or 100km speed limits is 26% (a similar incidence to 2023).



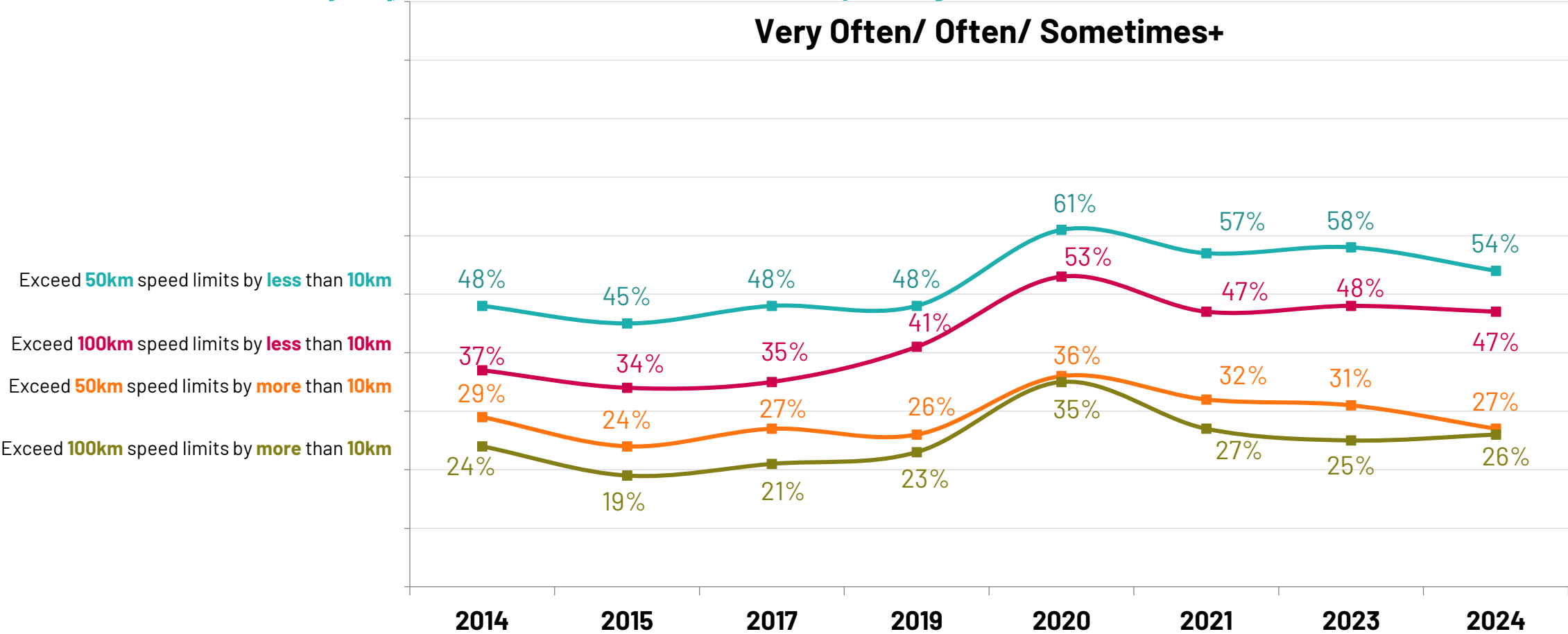
(2023)

Q.5a How often do you do each of the following activities on a scale of 1 to 5, where 1 is 'Very often' and 5 is 'Never'?
Base: All Motorists N – 1,242



Speeding & Rule Violation: 2014-2024

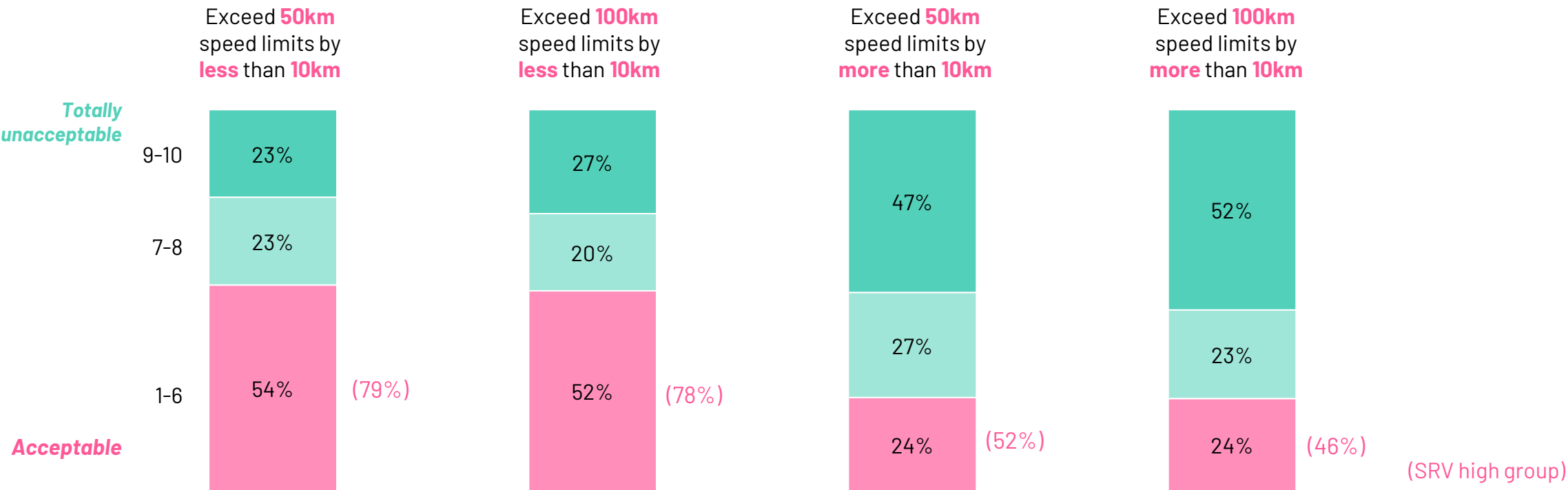
Encouragingly, more general levels ('very often/ often/ sometimes') of speeding have decreased year on year across three of the speed limit categories. While the claimed incidence of high-level speeding ('more than 10km') has returned to pre-Covid norms, there remains some way to go before incidences of low-level speeding do the same.



Q.5a How often do you...
Base: All Motorists N – 1,242

What Level of Speeding is Acceptable?

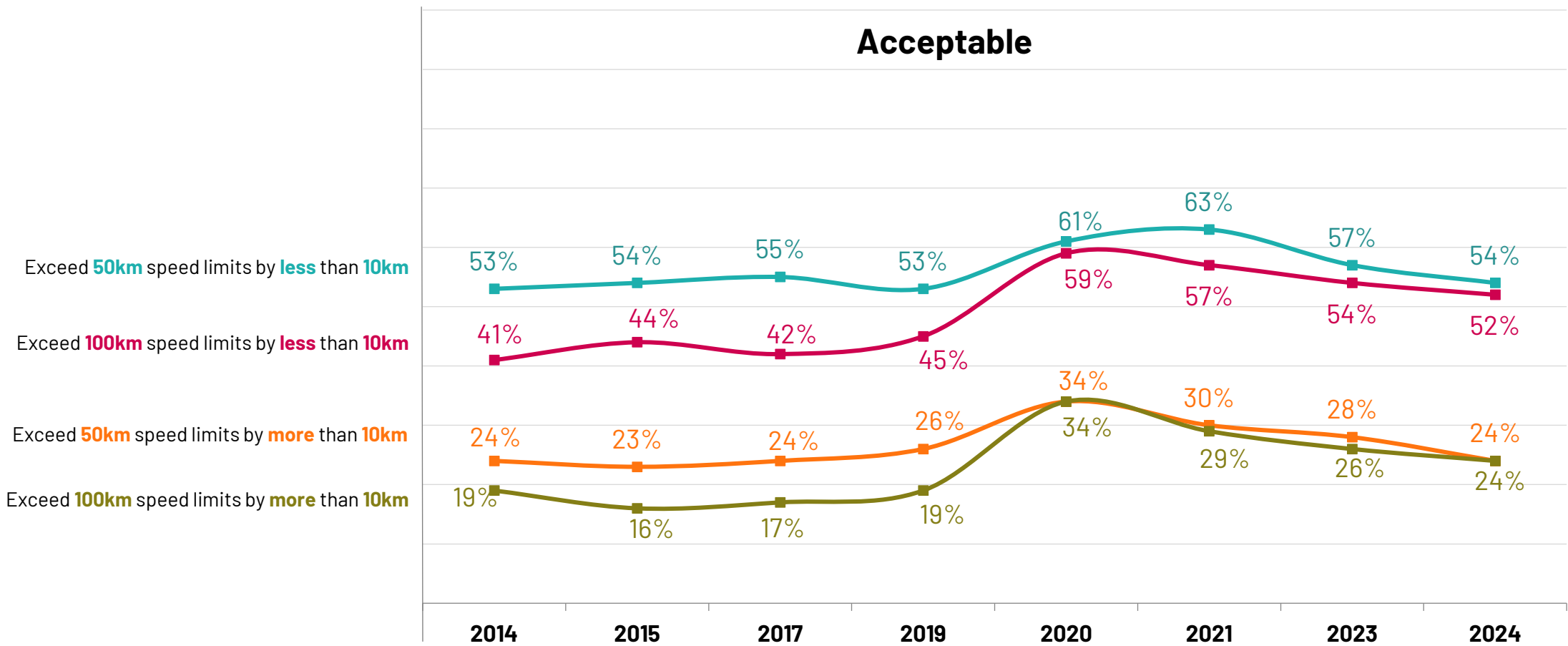
Exceeding speed limits by less than 10 km/h is considered similarly acceptable for 50 and 100km/h speed limits – and the same is true for exceeding speed limits by more than 10 km/h. The SRV high group consistently considers both low-level and high-level speeding more ‘acceptable’.



Q.5b I would like you to tell me how acceptable or unacceptable you think it is for drivers to ...
Base: All Motorists N – 1,242

What Level of Speeding is Acceptable?

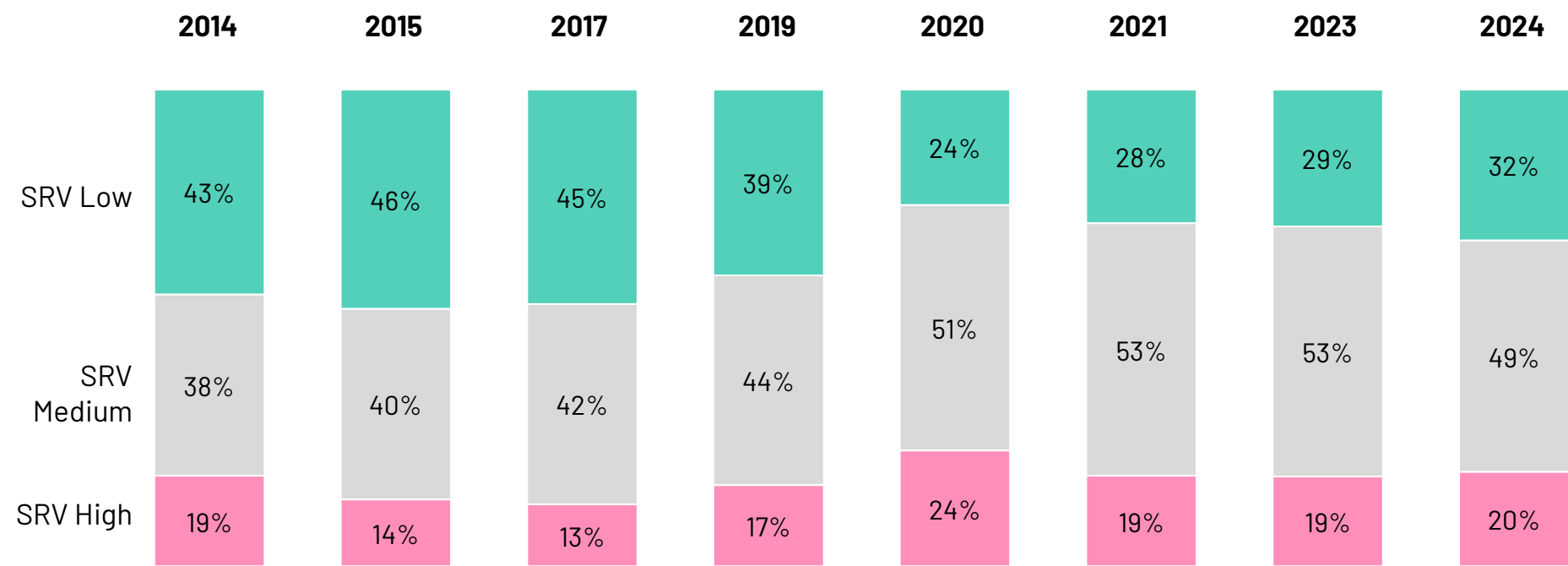
The acceptability of both low and high levels of speeding show further declines in 2024 – declines have typically been apparent for each of the last three surveys.



Q.5b I would like you to tell me how acceptable or unacceptable you think it is for drivers to ...
Base: All Motorists N – 1,242

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

The SRV low group has risen above 30% of all motorists for the first time since 2019; the SRV high group is however now at 20% - the high group peaks amongst younger motorists and those who drive for work.



Q.5a Speed Composite Score
Base: All Motorists N – 1,242

Speeding & Rule Violation 2024: Composite Score

The SRV Low Group is significantly more pronounced among female motorists, those over the age of 65, and the C2DE social grade. The high group peaks amongst younger motorists and those who drive for work.

	Total	Gender		Age				Social Class		Region		Drive For Work	
		Male	Female	-34yrs	35-49	50-64	65+	ABC1F	C2DE	Dublin	Excl Dub	Yes	No
Base	1242	623	619	318	415	272	237	692	550	314	928	274	968
SRV Low	32%	26%	38%	31%	27%	34%	42%	28%	37%	32%	32%	24%	34%
SRV Med	49%	51%	46%	42%	50%	53%	49%	49%	48%	47%	49%	48%	49%
SRV High	20%	23%	16%	27%	23%	13%	9%	23%	15%	22%	19%	28%	17%

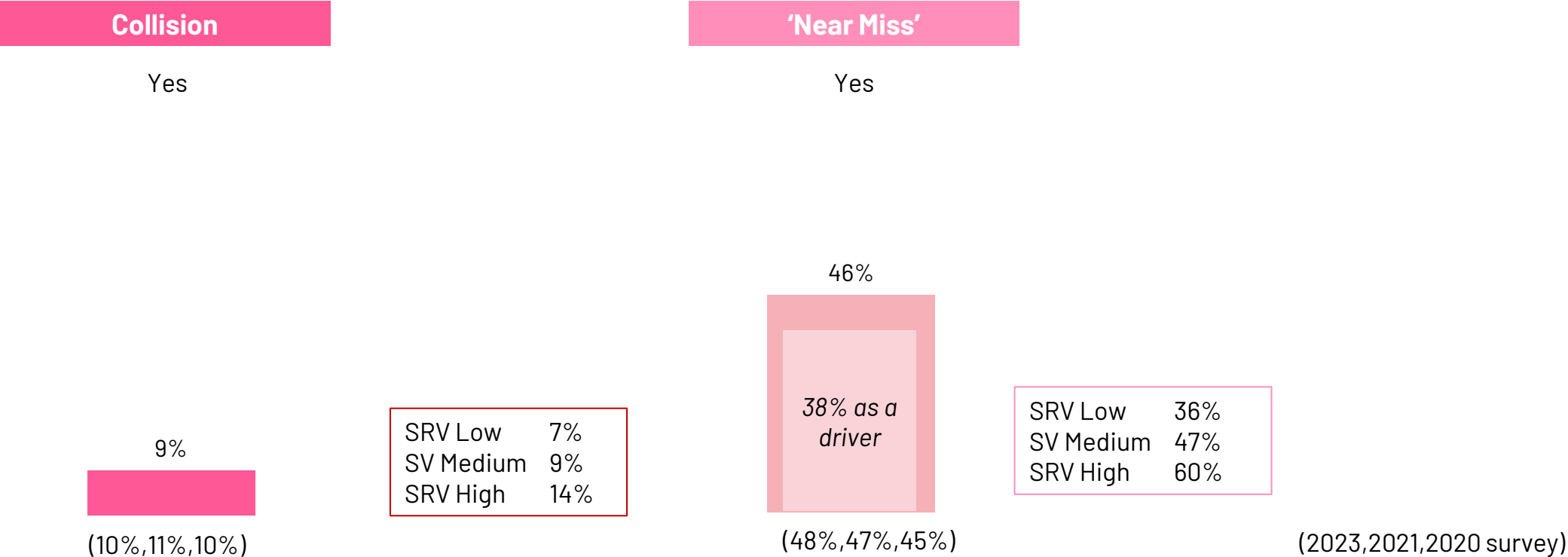
Q.5b I would like you to tell me how acceptable or unacceptable you think it is for drivers to ...
Base: All Motorists N – 1,242

 Statistically higher



Collisions & Near Accidents (Past 5 Years)

9% of motorists indicate they have had a road collision in the past 5 years and 46% a 'near miss' and these incidences are very consistent with previous years. (76% of those who have had a collision have also been involved in a 'near miss').

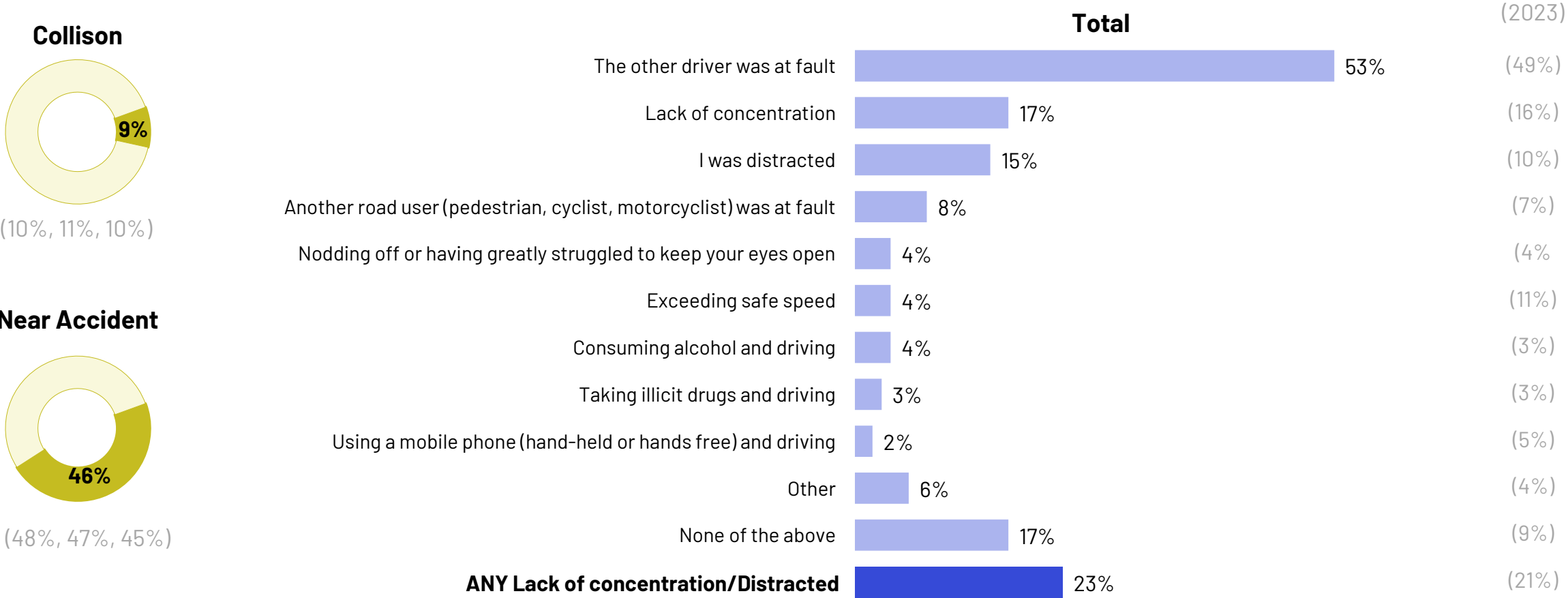


Q.6a In the last five years have you been involved in a collision while driving a motor vehicle in which there was damage to your vehicle or another vehicle?
Q.6b In the last five years have you ever been involved in a 'near miss' i.e. you narrowly escaped a collision with another road user?

Base: All Motorists N – 1,242

Collision & Near Accidents

While over half of those who had a collision report ‘the other driver was at fault’, 23% reference a lack of concentration or being distracted as the reason.



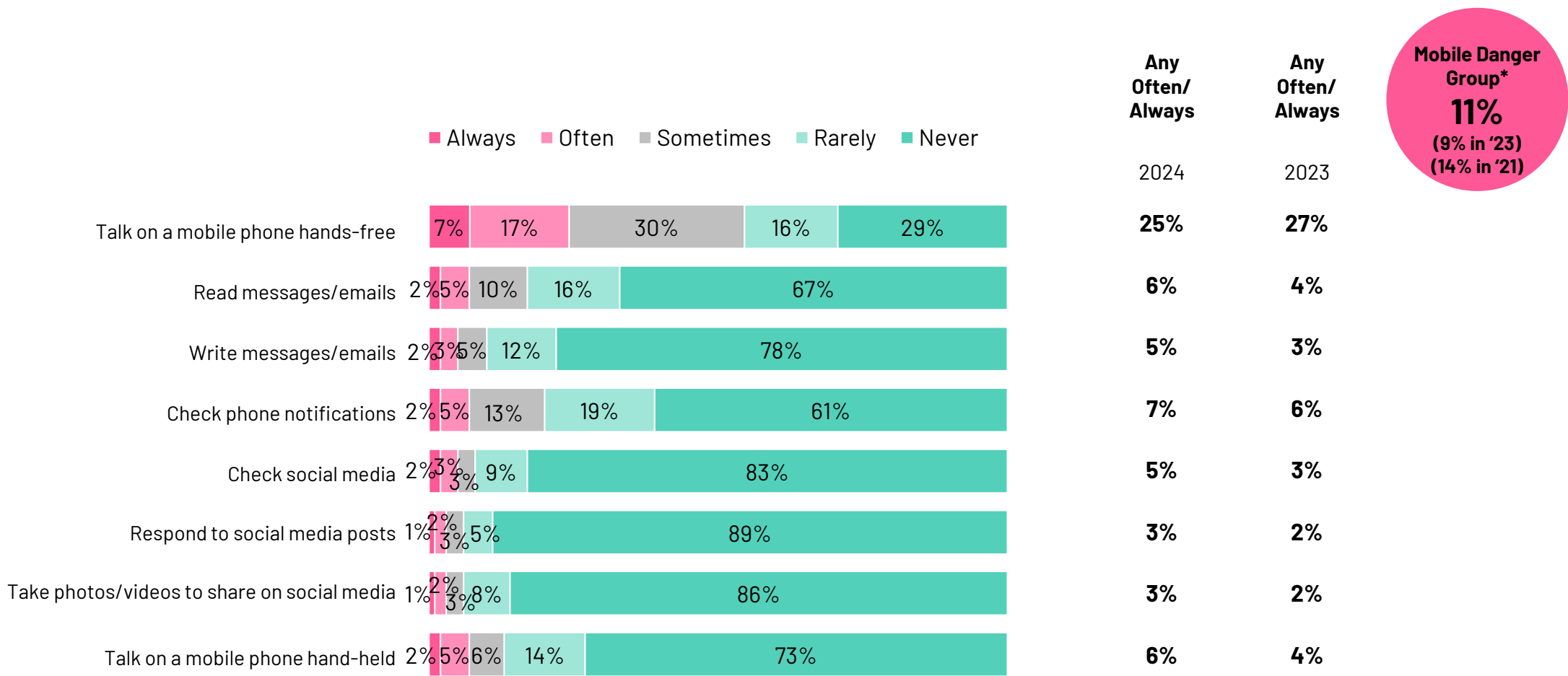
Q.6c Were any of these collisions the result of you doing any of these things?
Base: Motorists included in a collision past 5 years N-109

(2023, 2021, 2020)

MOBILE BEHAVIOUR

Mobile Phone Behaviour in Car 2024: Actions

In car mobile phone behaviors can show marginal increases across a number of the 'hand held' criteria. The incidence of the 'Danger Group' remains around 1 in 10.



Q.11a How often do you use your mobile phone while driving to do the following?
Base: All Motorists N – 1,242

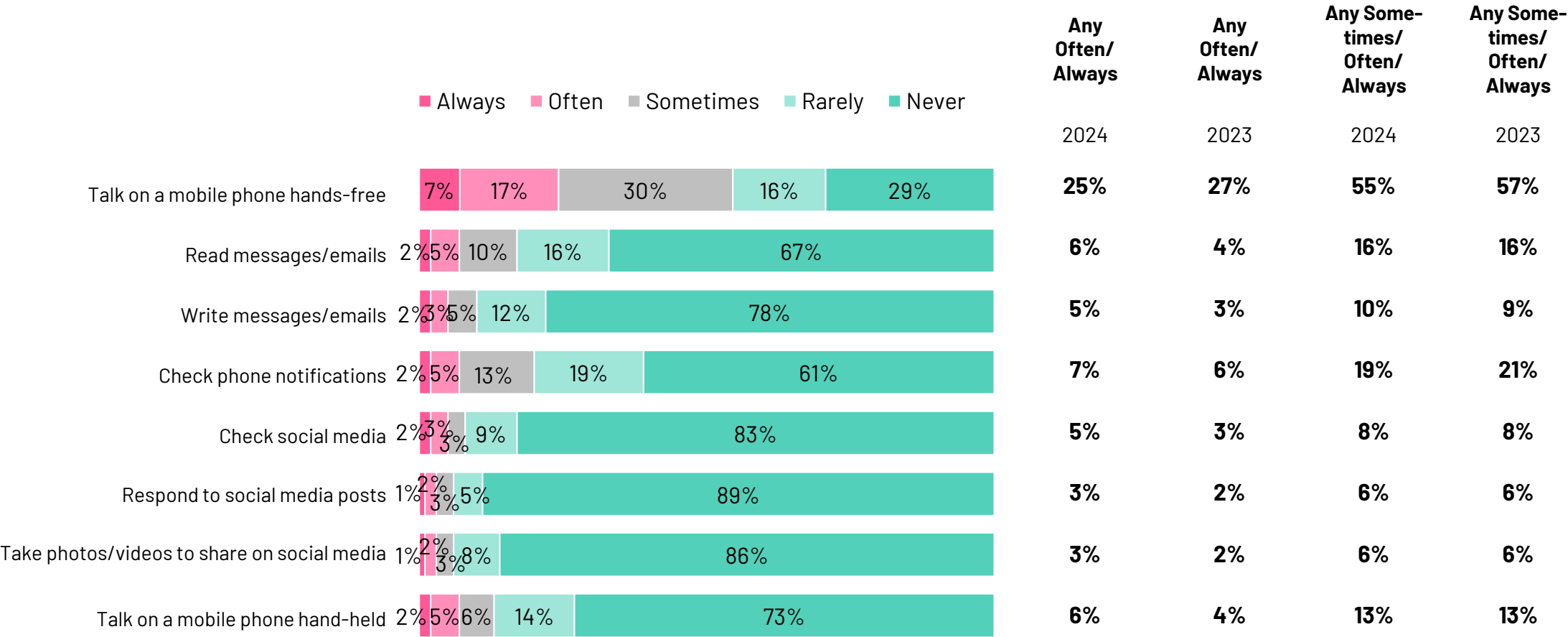
*Select 'Always' or 'Often' for at least one mobile phone behaviour (excl. 'Talk on a mobile phone hands-free')



Mobile Phone Behaviour in Car 2024: Actions

In car mobile phone behaviors can show marginal increases across a number of the ‘hand held’ criteria. The incidence of the ‘Danger Group’ remains around 1 in 10.

Mobile Danger Group*
11%
(9% in '23)
(14% in '21)



Q.11a How often do you use your mobile phone while driving to do the following?

Base: All Motorists N – 1,242

*Select ‘Always’ or ‘Often’ for at least one mobile phone behaviour (excl. ‘Talk on a mobile phone hands-free’)

Mobile Phone Behaviour in Car 2024: Actions Often/Always

The Mobile Phone ‘Danger Group’ (11%) continues to peak significantly among younger motorists and among those who drive for work.

Often/always	Total	Gender		Age				Social Class		Region		Area		Drive For Work	
		Male	Female	-34yrs	35-49	50-64	65+	ABC1F	C2DE	Dublin	Excl Dub	Urban	Rural	Yes	No
Base	1242	623	619	318	415	272	237	692	550	314	928	838	404	274	968
Talk on a mobile phone hands-free	25%	24%	25%	29%	26%	24%	15%	28%	21%	22%	26%	23%	28%	35%	22%
Check phone notifications	7%	8%	5%	14%	6%	3%	2%	8%	5%	8%	6%	7%	6%	13%	5%
Read messages/emails	6%	8%	5%	12%	6%	3%	2%	8%	5%	8%	6%	8%	5%	11%	5%
Talk on a mobile phone hand-held	6%	7%	6%	12%	7%	3%	2%	7%	6%	10%	5%	7%	6%	12%	5%
Write messages/emails	5%	6%	3%	9%	5%	3%	1%	6%	4%	8%	4%	5%	4%	11%	3%
Check social media	5%	6%	3%	10%	4%	2%	1%	5%	4%	6%	4%	5%	4%	11%	3%
Respond to social media posts	3%	4%	2%	6%	3%	1%	0%	4%	2%	4%	2%	4%	2%	7%	2%
Take photos/videos to share on social media	3%	3%	3%	7%	2%	1%	-	3%	3%	3%	3%	3%	2%	6%	2%
Danger Group	11%	13%	8%	19%	11%	5%	3%	13%	8%	14%	10%	12%	8%	21%	8%

Q.11a How often do you use your mobile phone while driving to do the following?
Base: All Motorists N – 1,242

Statistically higher



Mobile Phone Behaviour in Car 2024: Actions Sometimes/ Often/ Always

23% of motorists check apps on their mobile phones while driving at least sometimes: this incidence peaks significantly among both younger motorists and those who drive for work.

Sometimes/often/always	Total	Gender		Age				Social Class		Region		Area		Drive For Work	
		Male	Female	-35yrs	35-49	50-64	65+	ABC1F	C2DE	Dublin	Excl Dub	Urban	Rural	Yes	No
	1242	623	619	318	415	272	237	692	550	314	928	838	404	274	968
Talk on a mobile phone hands-free	55%	53%	57%	56%	60%	55%	41%	60%	49%	49%	57%	52%	59%	60%	53%
Check phone notifications	19%	19%	20%	31%	22%	11%	4%	23%	15%	22%	18%	21%	17%	30%	16%
Read messages/emails	16%	17%	15%	26%	19%	9%	4%	20%	12%	18%	16%	18%	14%	29%	12%
Talk on a mobile phone hand-held	13%	14%	11%	21%	14%	7%	4%	15%	10%	16%	11%	13%	11%	23%	9%
Write messages/emails	10%	11%	10%	17%	12%	6%	1%	12%	9%	12%	10%	11%	10%	19%	8%
Check social media	8%	10%	6%	16%	7%	4%	2%	10%	6%	10%	7%	9%	6%	15%	6%
Respond to social media posts	6%	7%	4%	11%	7%	2%	0%	7%	4%	7%	5%	7%	4%	13%	4%
Take photos/videos to share on social media	6%	7%	5%	14%	4%	2%	0%	6%	5%	7%	5%	7%	4%	12%	4%
ANY Check Apps*	23%	24%	23%	37%	27%	13%	6%	28%	18%	27%	22%	26%	20%	37%	19%
ANY Text**	12%	13%	11%	20%	14%	7%	1%	14%	9%	14%	11%	13%	10%	22%	9%

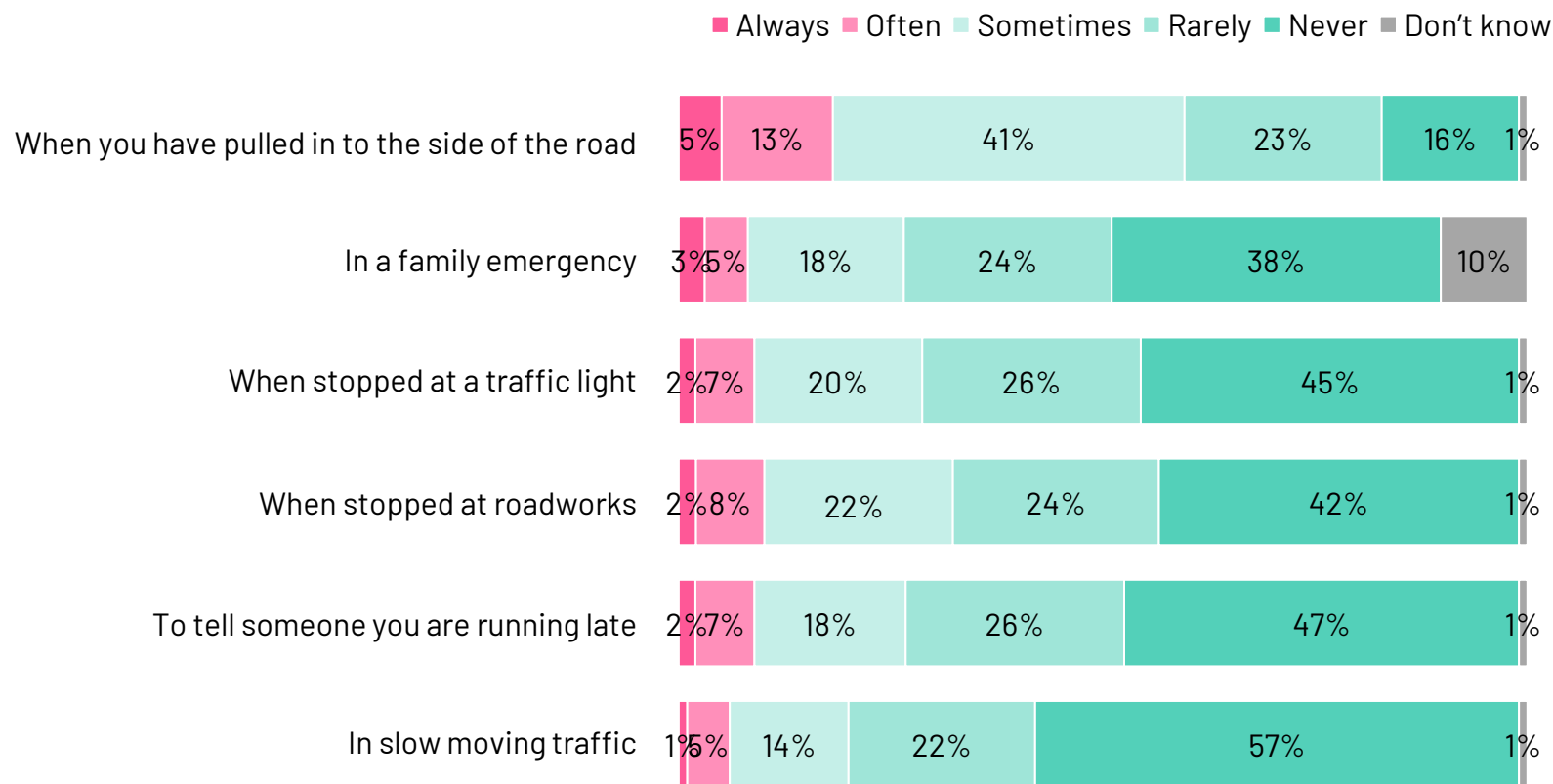
Q.11a How often do you use your mobile phone while driving to do the following?
Base: All Motorists N – 1,242

* Any Check Apps includes Check phone notifications, Check social media, Read messages/emails

** Any Text includes Write messages/emails, Respond to social media posts

Mobile Phone Behaviour in Car 2024: Circumstances

The Mobile Danger Group confirms their distinct behaviour, being more likely to use their mobile phone while driving across all the listed 'circumstances'. Among the 'mobile danger group' there are year on year increases across all 'circumstances'.



Any (Often/ Always) All	Any (Often/ Always) All	Danger group	Danger group
2024	2023	2024	2023
19%	19%	44%	41%
9%	10%	39%	38%
9%	7%	40%	38%
10%	8%	45%	35%
8%	6%	42%	27%
5%	5%	33%	31%

Q.11b How often do you use your mobile phone while driving in the following circumstances? ...
Base: All Motorists N – 1,242

Mobile Phone Behaviour in Car 2024: Circumstances

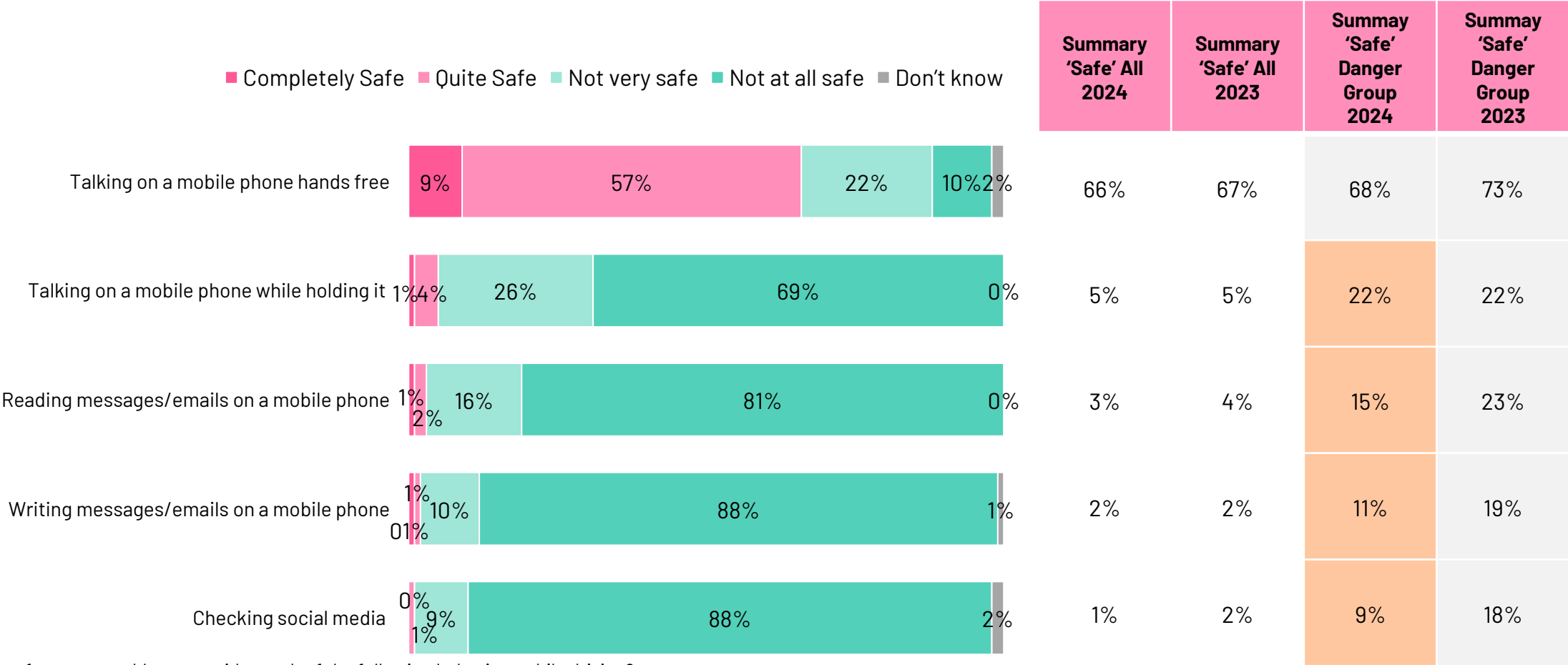
Motorists under 34 years are more likely to use their mobile phone while driving across all the listed ‘circumstances’.

Often/ Always	Total	Gender		Age				Social Class		Region		Area	
		Male	Female	-34yrs	35-54	50-64	65+	ABC1F	C2DE	Dublin	Excl Dub	Urban	Rural
Base	1242	623	619	318	517	272	237	692	550	314	928	838	404
When stopped at a traffic light	9%	8%	9%	15%	10%	1%	1%	10%	7%	10%	8%	9%	7%
When stopped at roadworks	10%	10%	10%	19%	11%	3%	1%	12%	8%	12%	10%	11%	10%
In slow moving traffic	6%	6%	5%	12%	6%	1%	-	7%	5%	7%	6%	6%	6%
In a family emergency	9%	9%	8%	18%	9%	3%	2%	11%	7%	10%	9%	10%	8%
To tell someone you are running late	8%	9%	8%	16%	7%	3%	2%	10%	5%	10%	8%	8%	9%
When you have pulled in to the side of the road	19%	20%	17%	26%	16%	15%	14%	19%	18%	16%	19%	17%	20%

Q.11b How often do you use your mobile phone while driving in the following circumstances? ...
Base: All Motorists N – 1,242

Perceived Safety of Mobile Phone in Car Behaviour

‘Talking on a mobile phone hands free’ is the only in car behavior that is considered safe by the majority of motorists; even among the mobile danger group the remaining behaviors are all clearly considered ‘unsafe’.



Q.11c How safe or not would you consider each of the following behaviour while driving?
Base: All Motorists N – 1,242

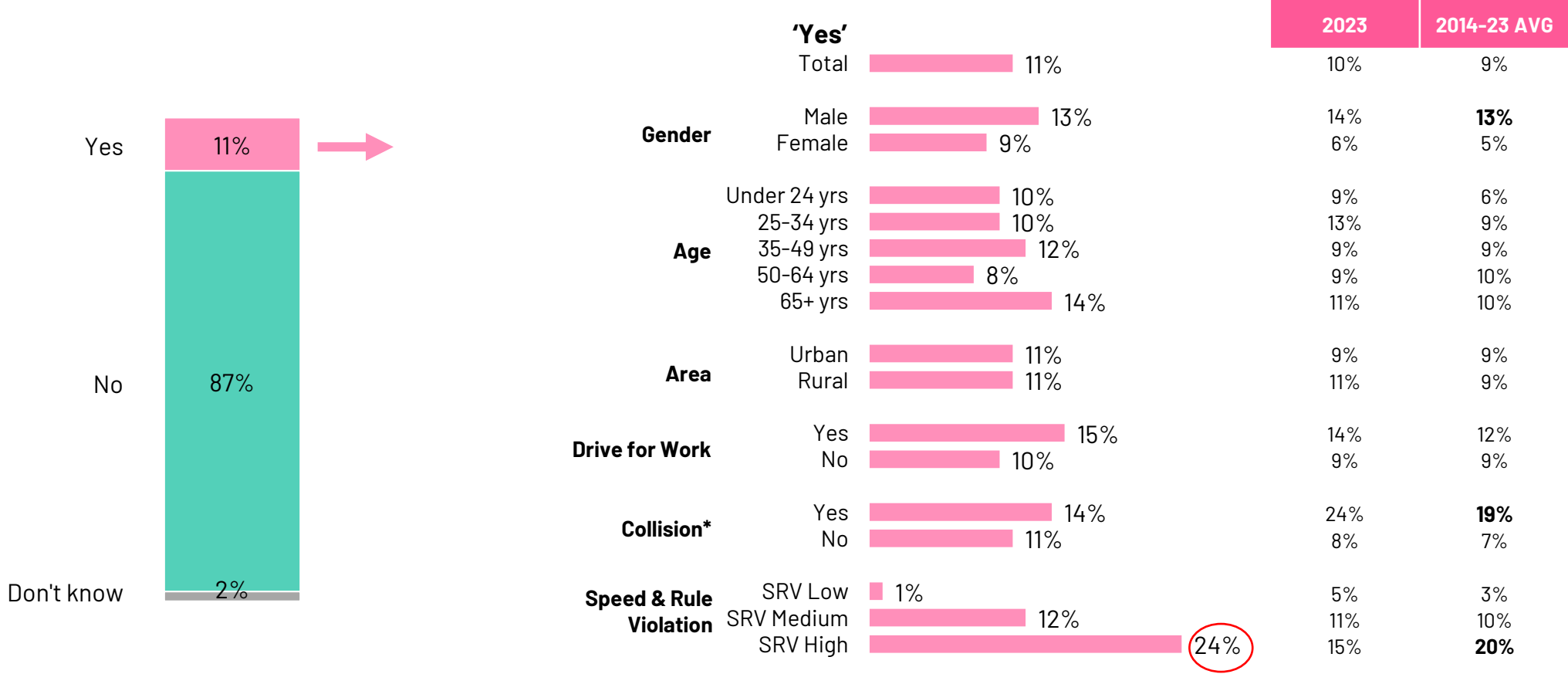


ALCOHOL



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

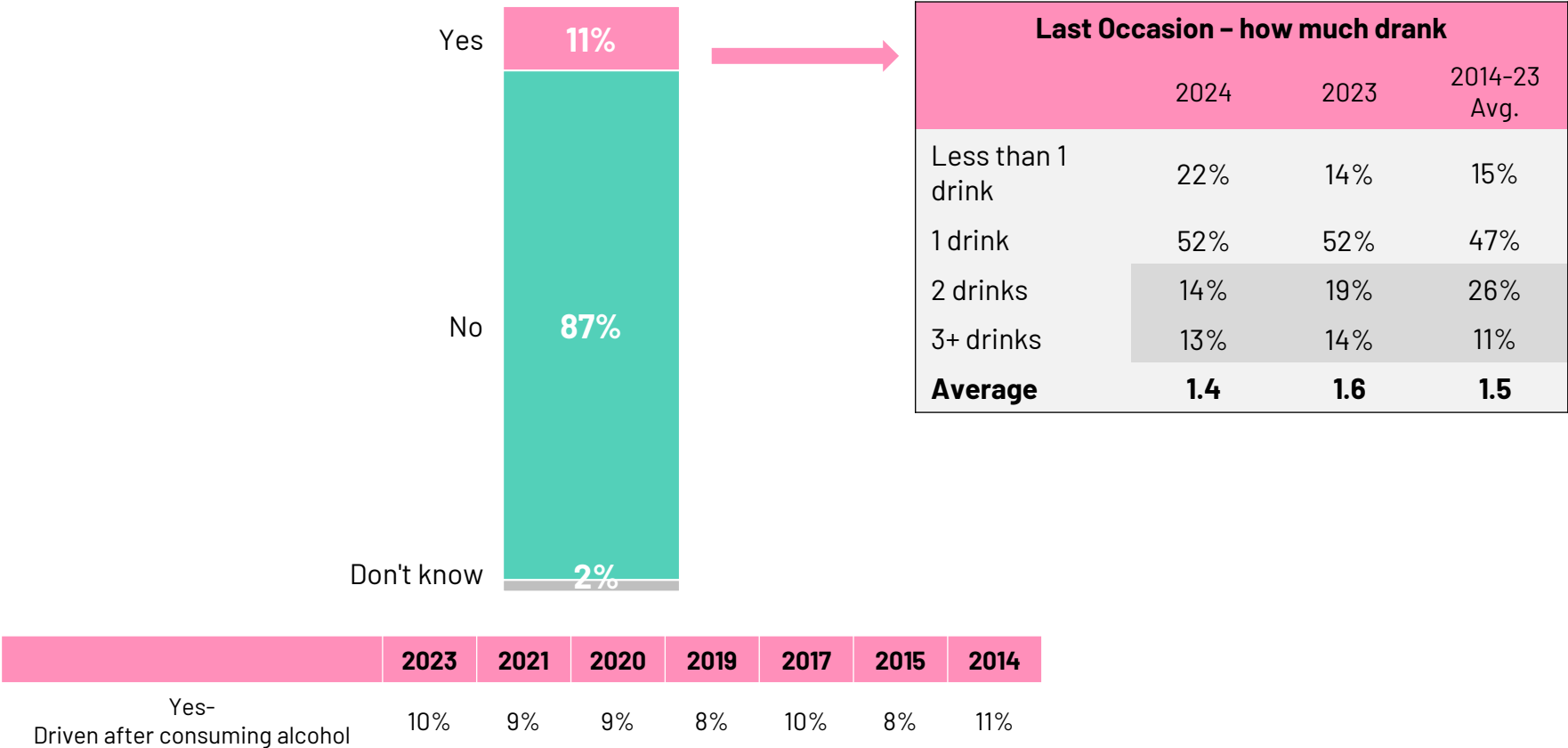
11% of motorists have driven after consuming any alcoholic drink in the past 12 months, which is slightly ahead of the research series average. The incidence again peaks among the 'High' Speeding and Rule Violation group (SRV).



Q.10a In the last 12 months have you driven a motor vehicle after consuming any alcoholic drink?
Base: All Motorists N – 1,242

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

Of motorists who consumed alcohol before driving in past 12 months – 27% of this group had 2 or more drinks before doing so ‘on the last occasion’.

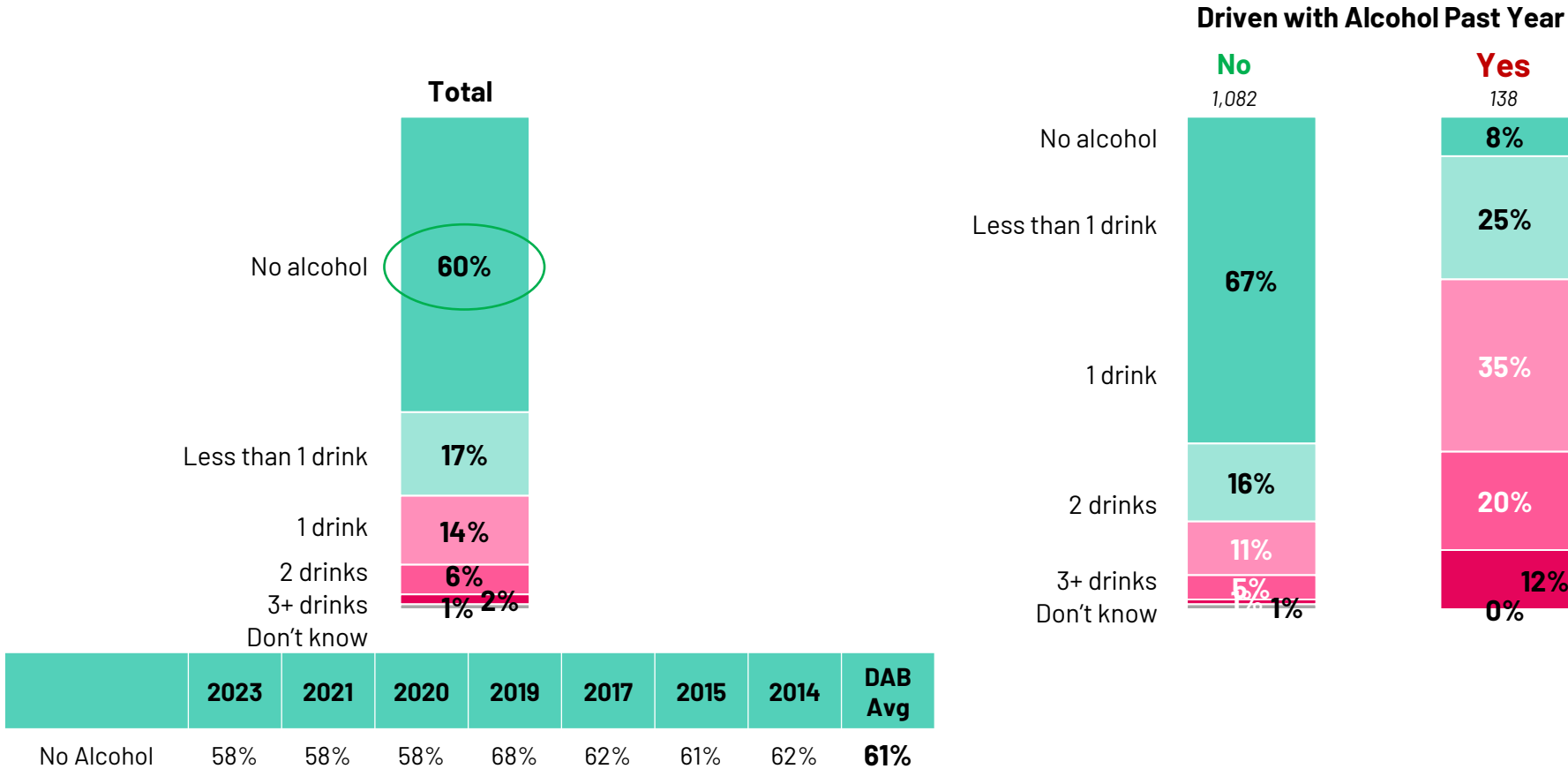


Q. 10a In the last 12 months have you driven a motor vehicle after consuming any alcoholic drink?
Q. 10b On the last occasion how much alcohol did you drink?

Base: All Motorists N – 1,242

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

60% 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 - with only 8% having a no alcohol policy (indicating that their consuming of alcohol prior to driving is a more frequent/habituall behaviour).



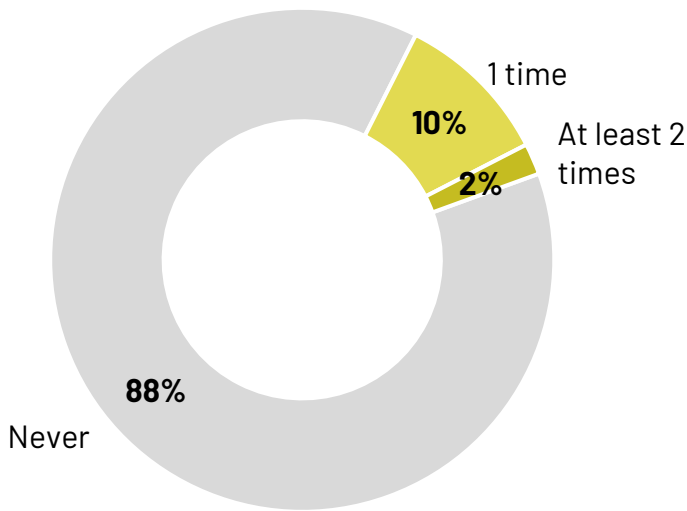
Q.10c Thinking about yourself, how much alcohol do you feel you can consume and be safe to drive?
Base: All Motorists N - 1,242



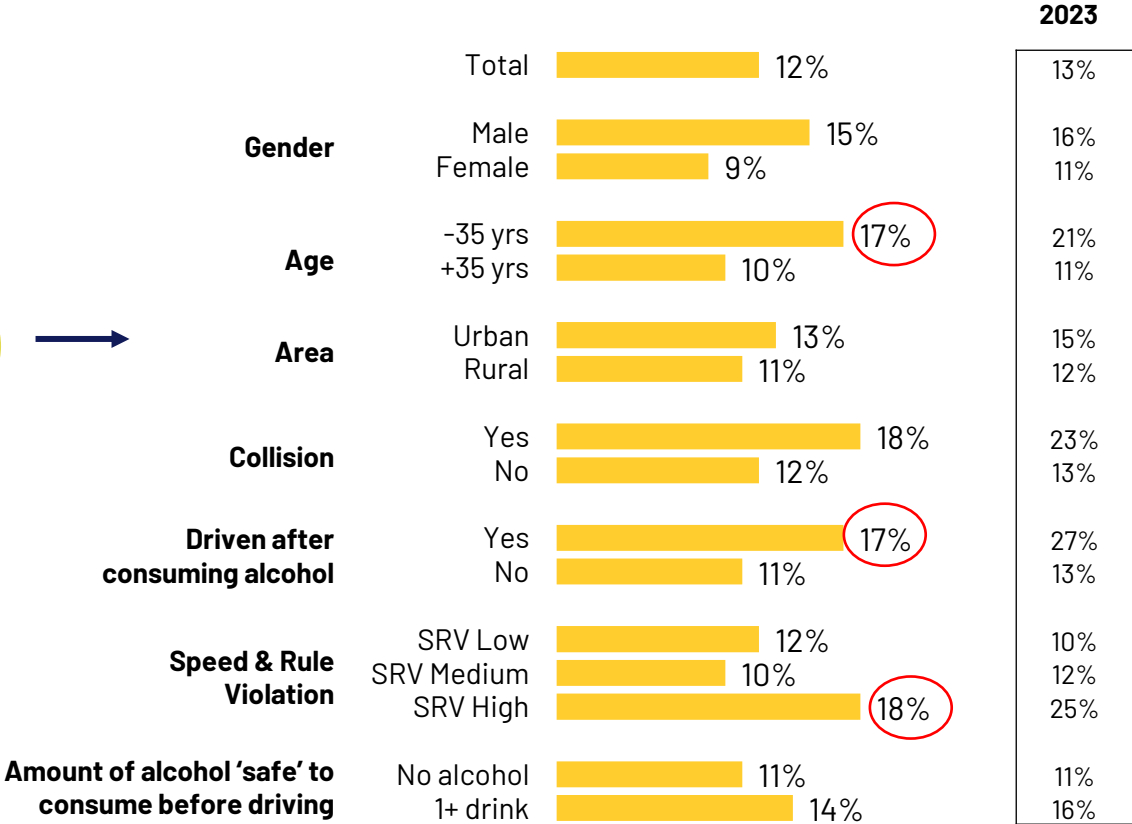
Checked by the Police for Alcohol while Driving a Car (Past 12 Months)

12% of motorists recall being checked for alcohol at least once while driving in past 12 months. 17% of those who drove after drinking alcohol in the past 12 months recall being checked.

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



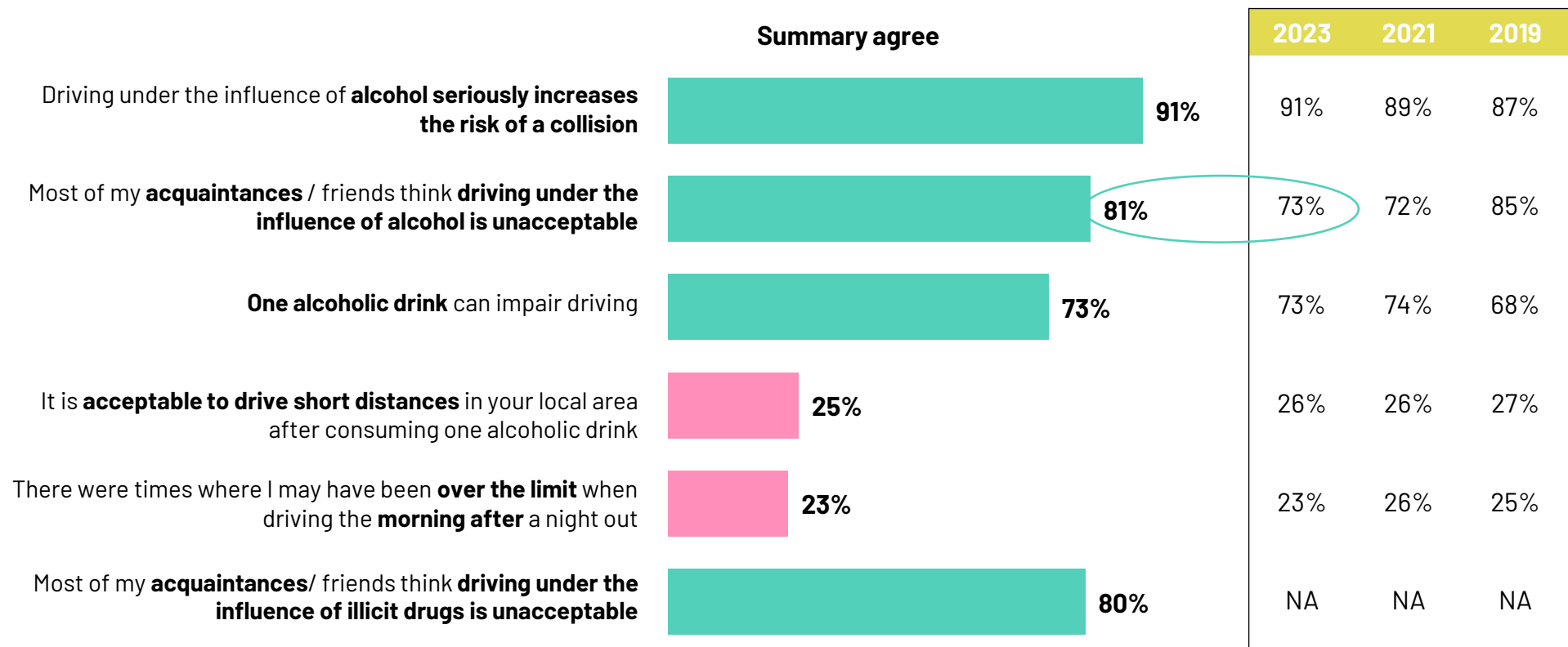
(2023)



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)?
Base: All Motorists N – 1,242

Alcohol and Drug Driving Attitudes 2024

Our attitudes to alcohol and driving appear broadly stable since 2019: 73% of motorists agree that ‘one alcoholic drink can impair driving’. Positive improvement since last year in social unacceptability of drinking under the influence of alcohol. In 2024, both drink driving and drug driving have similar levels of social unacceptability.



Q.9d To what extent do you agree or disagree with the following statement?
Q.10e To what extent do you agree or disagree with the following statements?
Base: All Motorists N – 1,242

Alcohol and Driving Attitudes 2024

The separate perspective of those who did drink and drive in the past 12 months is confirmed across each of the attitudinal statements: e.g. 72% of these motorists agree it is 'acceptable to drive short distances in your local area after consuming one alcoholic drink'; only 41% of this group agree that 'one alcoholic drink can impair driving'.

	Total	Gender		Age			Social Class		Region		Alcohol Use	
		Male	Female	-34 yrs	35-54 yrs	55+ yrs	ABC1F	C2DE	Dublin	Excl Dub	Yes	No
Base	1,242	623	619	318	517	407	692	550	314	928	138	1,082
Driving under the influence of alcohol seriously increases the risk of a collision	91%	88%	94%	86%	92%	94%	91%	91%	89%	92%	88%	92%
Most of my acquaintances / friends think driving under the influence of alcohol is unacceptable	81%	79%	84%	77%	81%	85%	83%	80%	80%	82%	73%	83%
Most of my acquaintances / friends think driving under the influence of illicit drugs is unacceptable	80%	79%	80%	77%	82%	79%	83%	76%	77%	80%	81%	80%
One alcoholic drink can impair driving	73%	71%	76%	71%	74%	74%	73%	74%	71%	74%	41%	77%
It is acceptable to drive short distances in your local area after consuming one alcoholic drink	25%	30%	21%	32%	26%	19%	28%	23%	31%	23%	72%	19%
There were times where I may have been over the limit when driving the morning after a night out	23%	28%	17%	30%	25%	12%	27%	18%	24%	22%	43%	20%

Q.9d To what extent do you agree or disagree with the following statement?

Q.10e To what extent do you agree or disagree with the following statements?

Base: All Motorists N – 1,242

Alcohol and Driving: Summary 2024

The summary table illustrates the distinct profile of those who drove after consuming alcohol in the past 12 months in comparison to 'All Motorists'.

	All Motorists	Driven after consuming alcohol (past 12 months)
National Profile	100%	11%
No alcohol limit <i>(don't feel safe to drive if consumed any alcohol)</i>	60%	8%
It is acceptable to drive short distances in your local area after consuming one alcoholic drink (Agree)	25%	72%
There were times where I may have been over the limit when driving the morning after a night out (Agree)	23%	43%
Checked at least once by the police for alcohol while driving a car (past 12 months)	12%	17%

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)?

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

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

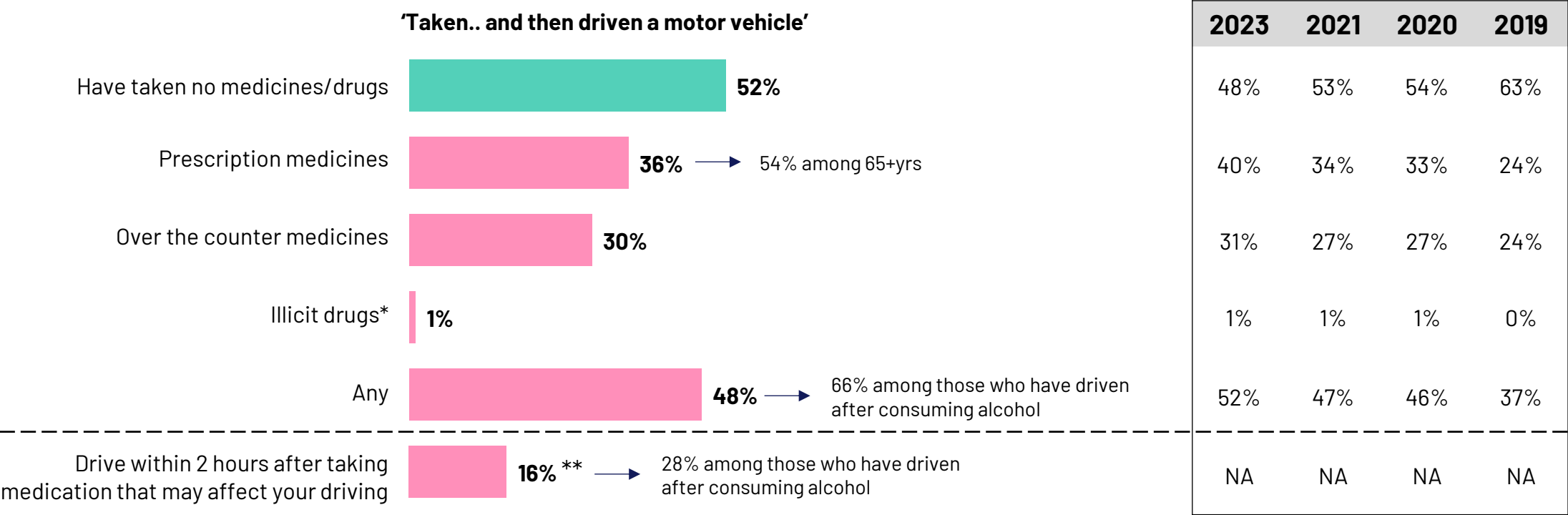
Q.10e To what extent do you agree ...

Base: All Motorists N – 1,242

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Driving and Medication 2024

48% of motorists report taking 'any' medication prior to driving in the past 12 months which is a minor decline in comparison to last year, albeit remains significantly higher than pre-covid levels.



Q.9a In the last 12 months may you have taken any of the following and then driven a motor vehicle?
Q.9b Thinking now of a typical 30 day period, how often may you have done each of the following as a CAR DRIVER..?
Q.9c Thinking about the most recent occasion where you may have consumed illicit drugs and drove a motor vehicle, may you have also consumed alcohol prior to that occasion?
Base: All Motorists N – 1,242



Likelihood to be Checked by the Police (Typical Journey)

Perceptions around the likelihood of being checked by the police remain modest especially for alcohol and drug tests.

Likelihood to be checked for..

5 Very likely 4 3 2 1 Very unlikely

Alcohol
(being subjected to a Breathalyser test)



Drug use
(being subjected to a roadside drug test)



Using a handheld mobile phone while driving



SUMMARY
LIKELY
(4-5)

All Target group

8%
(11%)

7%*
(17%)

7%
(9%)

6%**
(7%)

11%
(13%)

23%***
(17%)

Q.7c On a typical journey, how likely is it that you, as a driver, will be checked by the police for...
Base: All Motorists N – 1,242

*Driven after consuming alcohol P12M
**Driven after taking any medication P12M
***Use mobile phone regularly while driving

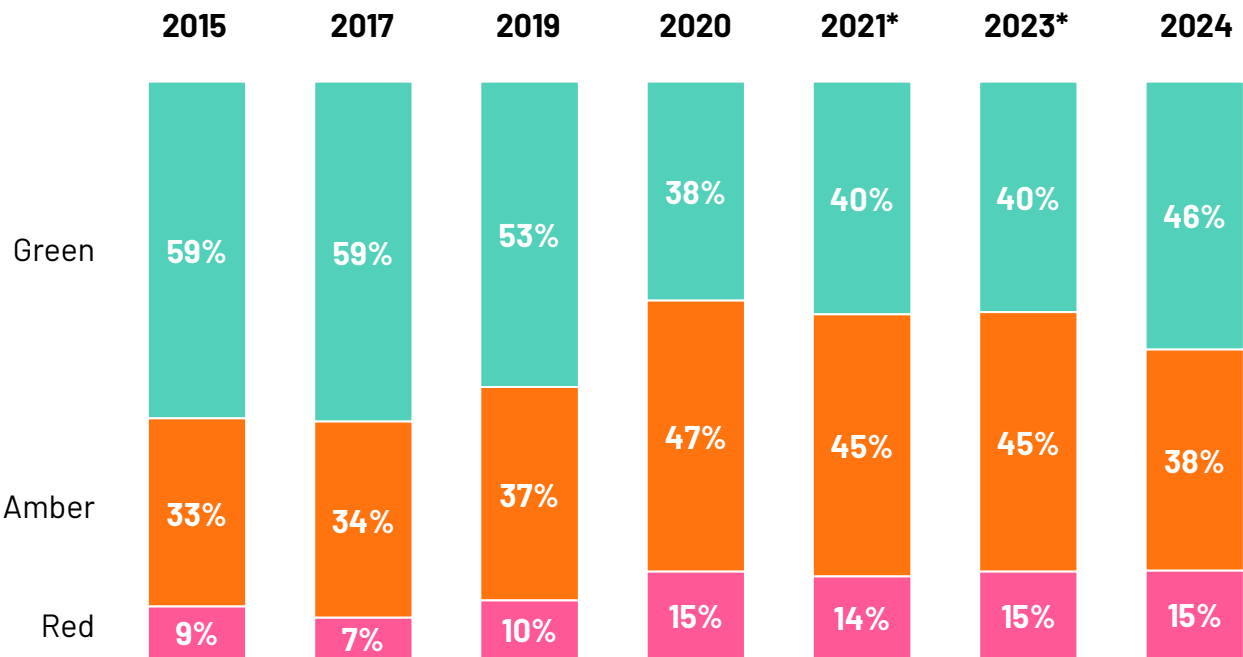
(2023)

SUMMARY & CONCLUSIONS

RSA Motorists Segmentation Analysis

Segments size and scale 2015-2024

While the Red Segment maintains similar levels to recent years, the motorist segmentation indicates an increase in the Green segment. The profile of the Red Segment continues to over index among younger motorists and ABC1's.



AOS
Base: All Motorists N – 1,242

** Adjusted based on amended questions; incidence comparisons reference only*



RSA Motorist Segmentation Analysis 2024

Segment Demographic Characteristics

The profile of the Red Segment continues to over index among younger motorists and ABC1's.

	Total	Segments		
		Green	Amber	Red
Gender				
Male	51%	45%	58%	54%
Female	49%	55%	42%	46%
Age				
-24	7%	7%	6%	12%
25-34	20%	15%	18%	37%
35-49	34%	30%	36%	41%
50-64	23%	26%	26%	9%
65+	15%	21%	13%	2%
-34yrs	27%	22%	25%	49%
35+yrs	73%	78%	75%	51%
Social Class				
ABC1F	53%	45%	59%	67%
C2DE	47%	55%	41%	33%
Region				
Dublin	27%	27%	25%	31%
RoL	29%	28%	29%	28%
Munster	25%	28%	24%	21%
Conn/Uls	19%	17%	21%	20%
Area				
Urban	60%	61%	58%	66%
Rural	40%	39%	42%	34%

AOS

Base: All Motorists N – 1,242



Driver Attitude & Behaviour Survey 2024



Among all motorists, the incidence who have fallen asleep or nodded off while driving has remained at 21%; this incidence of 'fatigue' rises sharply to 31% among the SRV High group, and 43% among those who have driven after consuming alcohol in the past 12 months.



Support for the tested changes to national speed limits is modest – none of the 'changes' are supported by more than 50% of motorists; and support for the changes to local/ rural roads and national secondary roads speed limits is much lower in rural areas.



Encouragingly, general levels of speeding have decreased year on year across three of the speed limit categories; albeit there remain some way to go before incidences of low-level speeding match pre-Covid norms. The acceptability of both low and high levels of speeding also exhibits further declines in 2024 – declines in 'acceptability' have been apparent in each of the last three DAB surveys.



In car mobile phone behaviors show marginal increases across a number of the 'hand held' criteria in 2024. The Mobile Phone 'Danger Group' (11%) continues to peak significantly among younger motorists and among those who drive for work; the distinct behaviour of this group is confirmed by their being more likely to use their mobile phone while driving across multiple circumstances.



11% of motorists have driven after consuming any alcoholic drink in the past 12 months, which is slightly ahead of the research series average. The research confirms this group has a very separate perspective on drink driving – with only 8% having a 'no alcohol limit' to ensure they feel safe to drive (versus 60% for all motorists).



Our attitudes to alcohol and driving appear broadly stable since 2019: 73% of motorists agree that 'one alcoholic drink can impair driving'. There is an improvement since last year in the social unacceptability of driving under the influence of alcohol. In 2024, both drink driving and drug driving have similar levels of social unacceptability.

THANK YOU