

THE ROAD SAFETY AUTHORITY

Driver Attitudes & Behaviour Survey 2025

John O'Mahony
Cormac Gunning

Nov 2025

RSA

© Ipsos B&A | 25-081669 RSA Driver
Attitude & Behaviour Survey | 2025 |
Client Use Only | Strictly Confidential

RSA Driver Attitudes & Behaviour Survey 2025



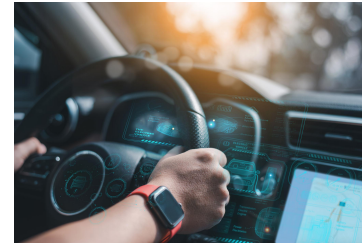
**Research Background
& Objectives**



**Travel
Characteristics**



Work & Driving



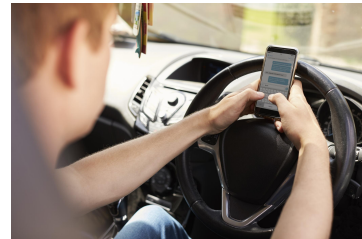
**Road Traffic
Legislation**



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 1,259 motorists aged 17+:

- Quota controlled in terms of gender, age, region and area.
- Fieldwork was conducted in October 2025.

The 2025 research builds off the findings from previous RSA Driver Attitudes & Behaviour National Surveys.

RSA Driver Attitudes and Behaviour Survey - Sample Profile

Gender	Male	51%
	Female	49%
Age	-24 years	7%
	25-34 years	20%
	35-49 years	33%
	50-64 years	24%
	65+ years	15%
Social Class	ABC1	53%
	C2DE	47%

Region	Dublin	27%
	Leinster	29%
	Munster	25%
	Conn/Ulster	19%
Area	Urban	60%
	Rural	40%

Sample of Analysis
Base: All Motorists N – 1,259

RSA Driver Attitudes and Behaviour Survey – Sample Profile

Vehicle Type	Car	99%
	Motorcycle	4%
	Van	6%
	P.S.V. (minibus)	1%
	P.S.V. (bus)	1%
	Truck	1%
Licence Type	Full licence – Irish issued	90%
	Learner permit	7%
	Full licence – other country issued	4%

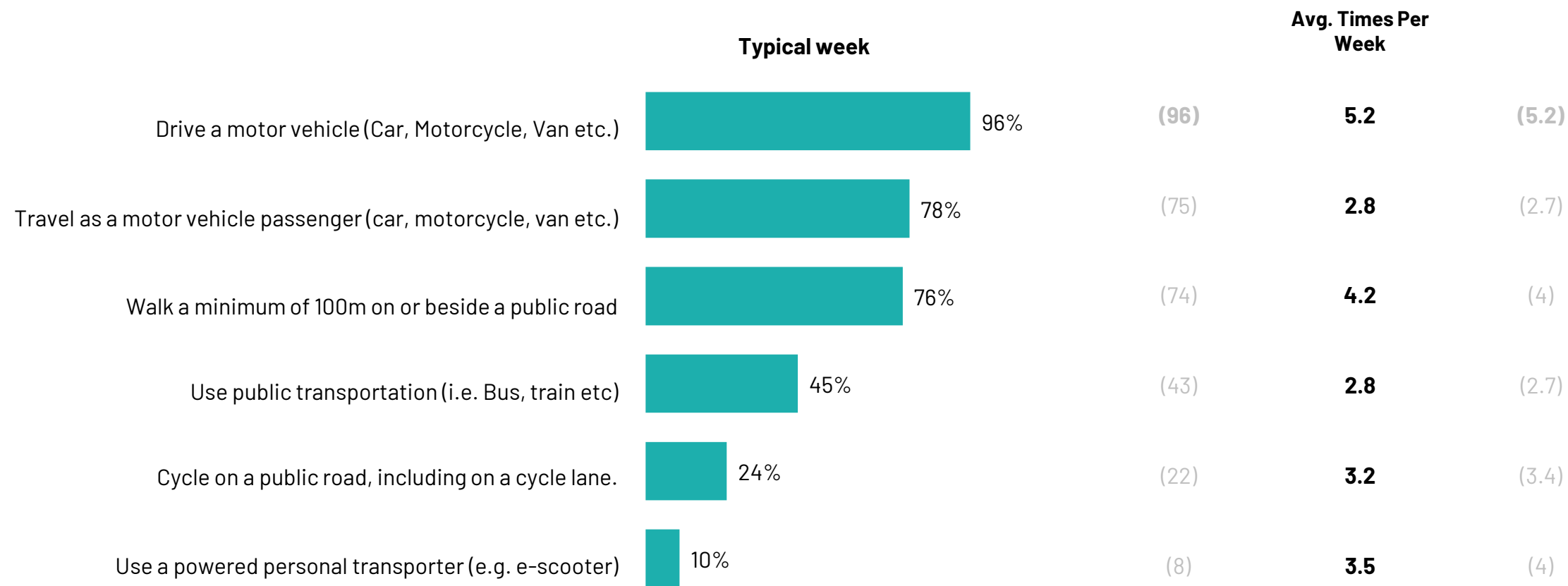
Years Driving	Under 2 years	8%
	2-5 years	10%
	6-10 years	11%
	11-20 years	23%
	21-30 years	19%
	31+ years	27%
Drive for work	Yes	25%
	No	75%

Sample of Analysis
Base: All Motorists N – 1,259

TRAVEL CHARACTERISTICS

Travel Patterns: Frequency of use (Weekly+)

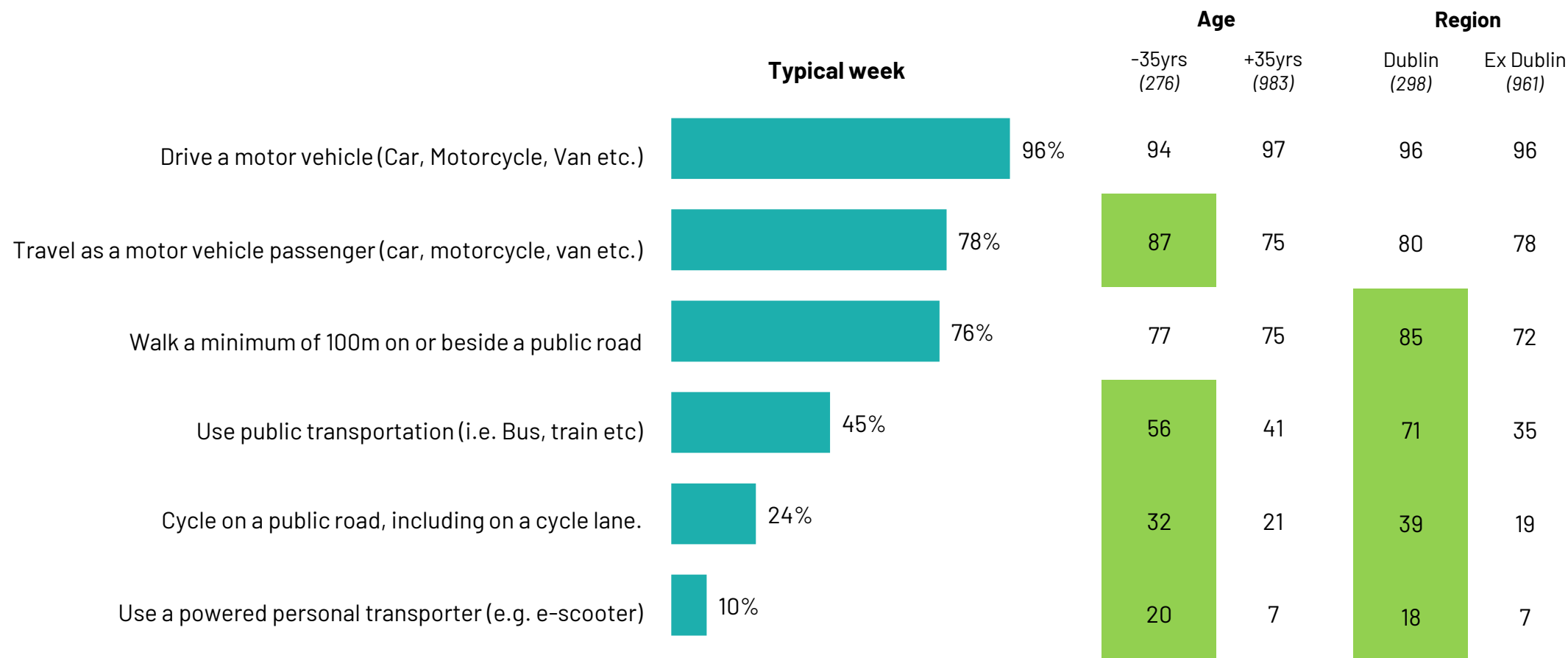
Weekly driving remains near-universal (96%), with strong walking (76%) and passenger travel (78%). Public transport weekly use is 45% and cycling 24%, both edging up year-on-year.



Q.15 in a typical week how often do you..?
Base: All Motorists N – 1,259

Travel Patterns: Frequency of use (Weekly+)

Under-35s report higher weekly passenger trips and greater use of public transport (56%), cycling (32%) and e-scooter use (20%). Dublin leads on weekly walking (85%) and public transport (71%) vs ex-Dublin.



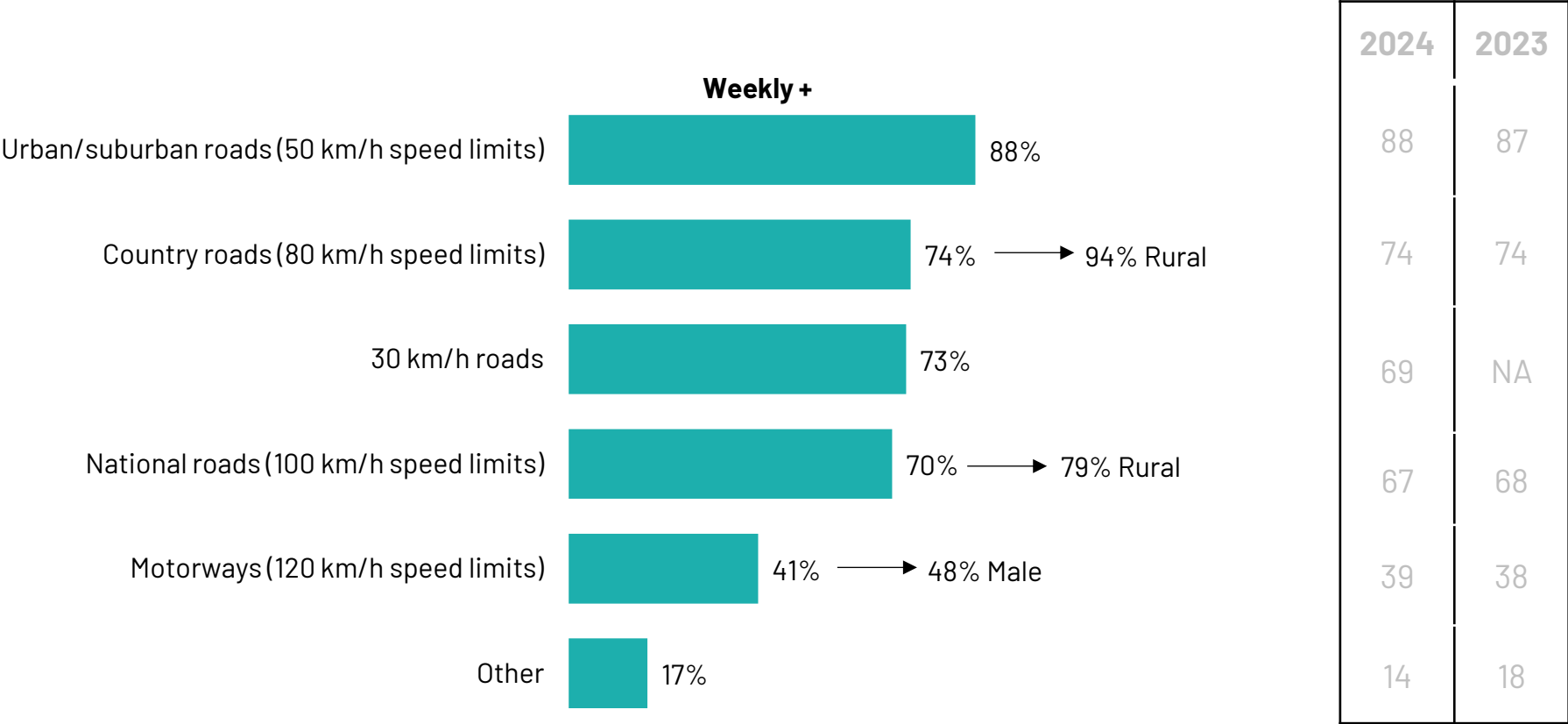
Q.15 in a typical week how often do you..?
Base: All Motorists N – 1,259

Statistically higher



Type of Road: Frequency of use (Weekly+)

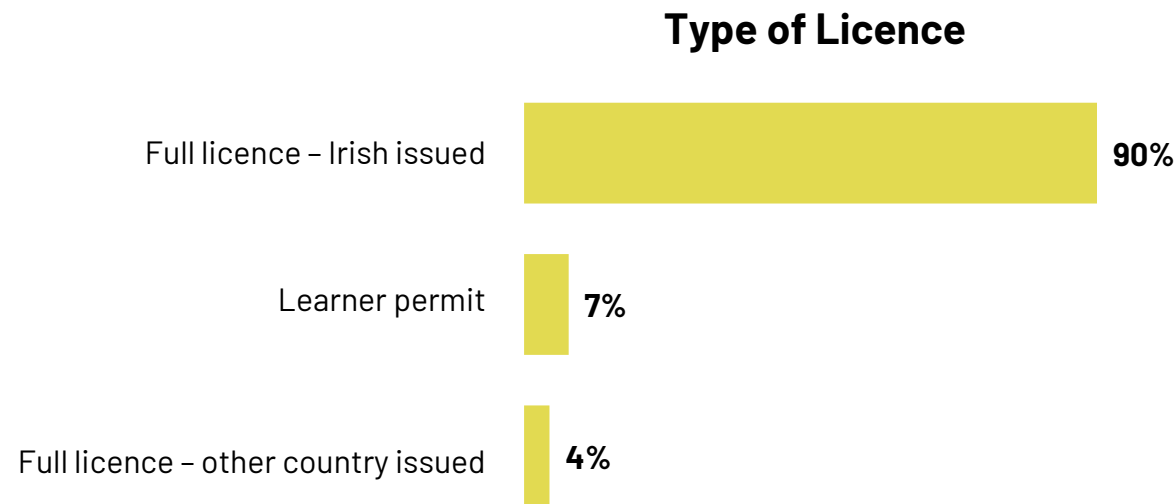
Urban/suburban and country roads see the highest weekly usage (88% & 74%), with 30 km/h roads at 73% and national roads at 70%,



Q.16 Please indicate how frequently you drive on each of the following types of road..
Base: All Motorists N – 1,259

Driving Licences

90% hold a full Irish licence; 7% are on learner permits; 4% hold a full licence from another country. 19% have held their licence 5 years or less, indicating a sizable 'recent' driver cohort.



Length of holding licence

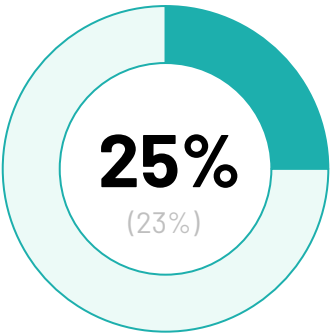
Under 2 years	8
2 - 5 years	11
6 - 10 years	12
11 - 20 years	25
21 - 30 years	19
31+ years	24

WORK & DRIVING

Sample Profile of those Driving for Work

One in four motorists drive for work, skewing male (67%), ABC1 (56%) and urban (67%; 35% Dublin). Work drivers are more concentrated in the 25–49 age bands (64%).

Driving for Work



(2024)

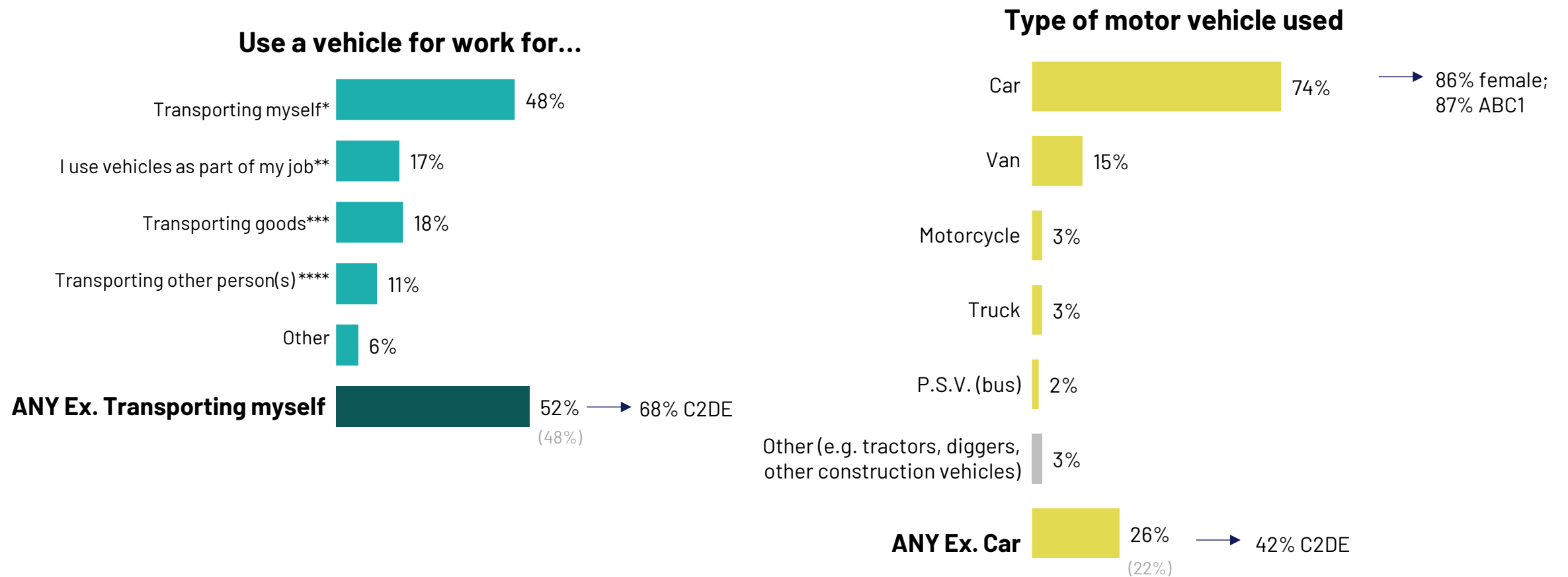
		All Motorists	Driving for work
		1,259	293
Gender	Male	51%	67%
	Female	49%	33%
Age	-24 years	7%	9%
	25-34 years	20%	25%
	35-49 years	33%	39%
	50-64 years	24%	21%
	65+ years	15%	5%
Social Class	ABC1	53%	56%
	C2DE	47%	44%

		All Motorists	Driving for work
		1,259	293
Region	Dublin	27%	35%
	Leinster	29%	28%
	Munster	25%	22%
	Conn/Ulster	19%	16%
Area	Urban	60%	67%
	Rural	40%	33%

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 – 1,259

Reason and Type of Vehicle Used for Work

Over half of those who Drive for Work (52%) use vehicles for work beyond self-transport—rising to 68% among C2DEs. Cars dominate (74%), yet 26% use non-car vehicles (e.g., vans, trucks, PSVs, agricultural/construction vehicles).



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 – 293

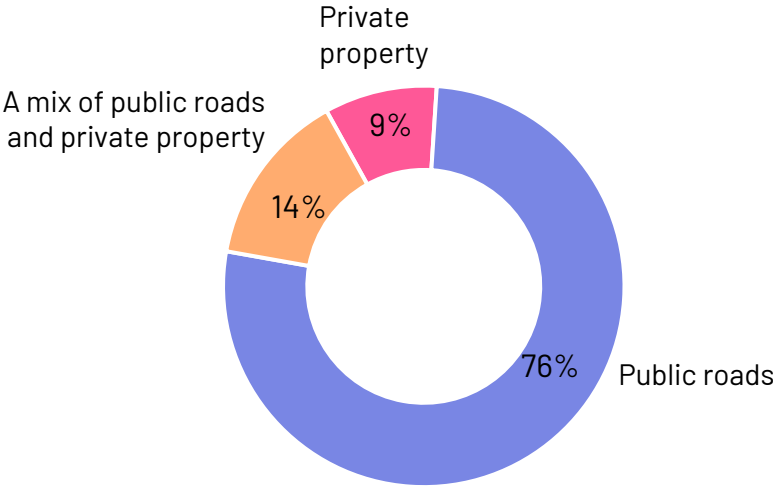
*(e.g., visiting patients, salesperson,...)
**I use vehicles as part of my job (e.g., drive construction vehicles, drive agricultural vehicles,...)
***(e.g., truck, courier, food delivery,...)
****(e.g., taxi, bus, rickshaw,...)



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

Nine in ten work drivers primarily use public roads; 44% drove 5,001+ km in the past year (64% among 55 yrs+). A broad spread of distance covered is evident, with 17% driving ≤500 km.

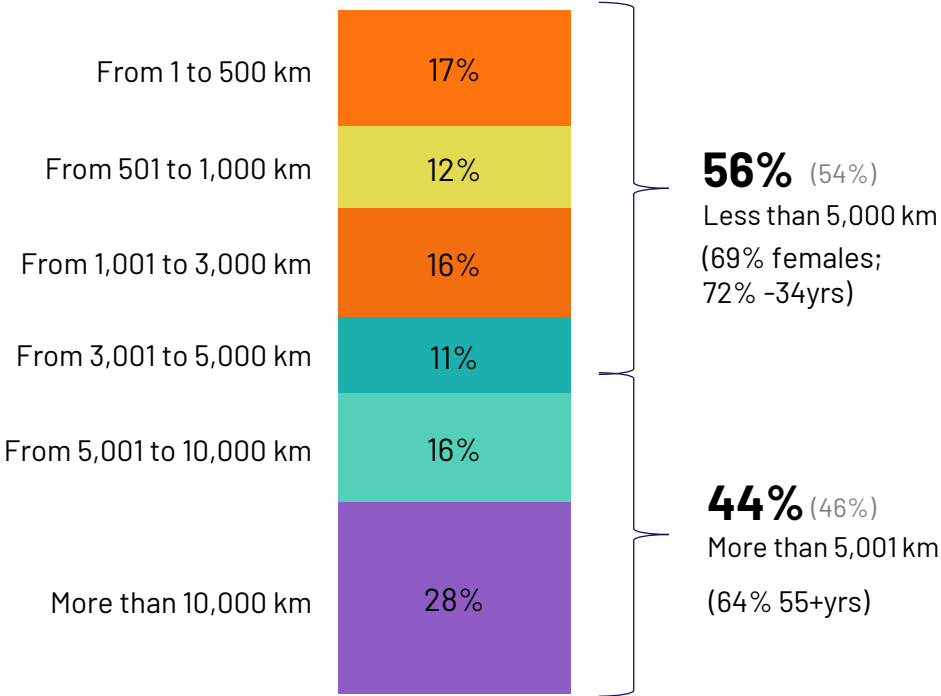
Roads mostly used on...



90%
(94%)
(ref. Public roads)

Kilometers driven on public roads (past 12 months)

Base: All driving for work on public roads N – 264



* Differences in total due to rounding

(2024)

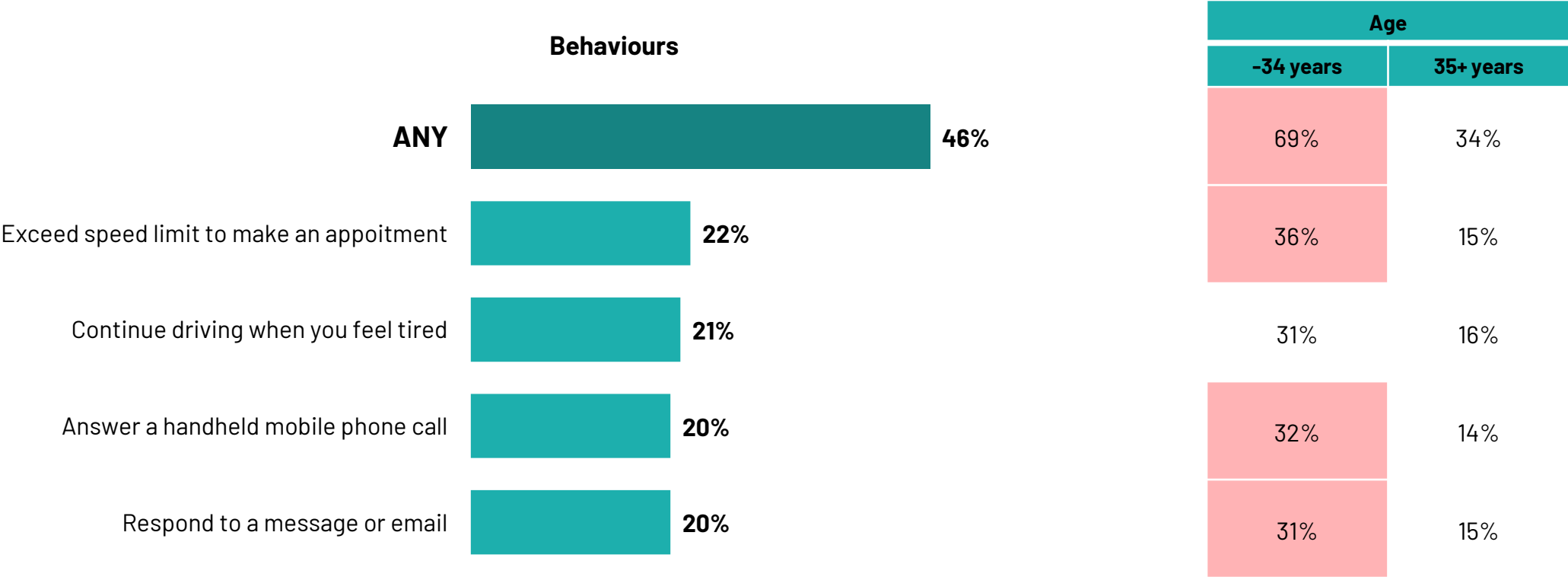
Q.3d Is your use of a vehicle for work, outside of commuting, mostly on...?

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 – 293

Driving for Work: Pressure from employer/schedule

46% of those who drive for work feel pressure from their employers or schedule to do at least one of the listed behaviours. The incidence of the behaviours consistently peaks among younger 'work' drivers.

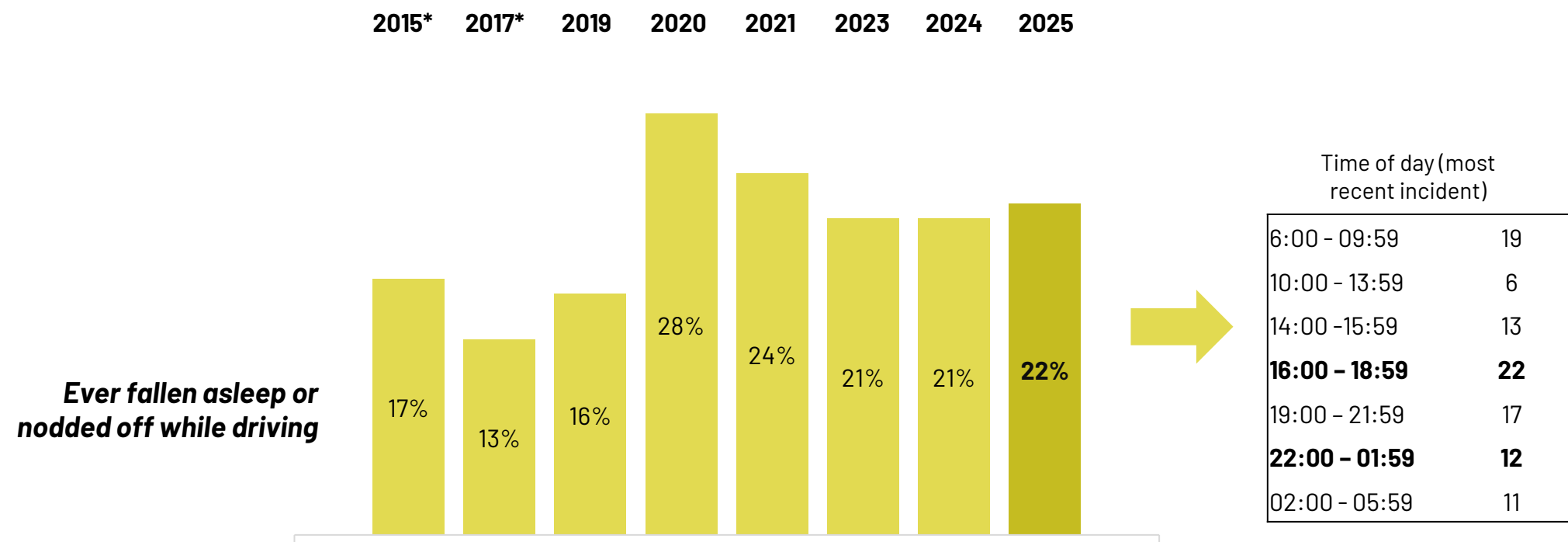


Q.3f When driving for work, do you ever feel pressure from your employer or from your schedule that might cause you to do any of the following?

Base: Drive for work N – 293

Driving Fatigue

22% report ever nodding off while driving— in line with recent years. Incidents cluster in late afternoon and evening (4–10 pm), highlighting critical windows for fatigue management.



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?

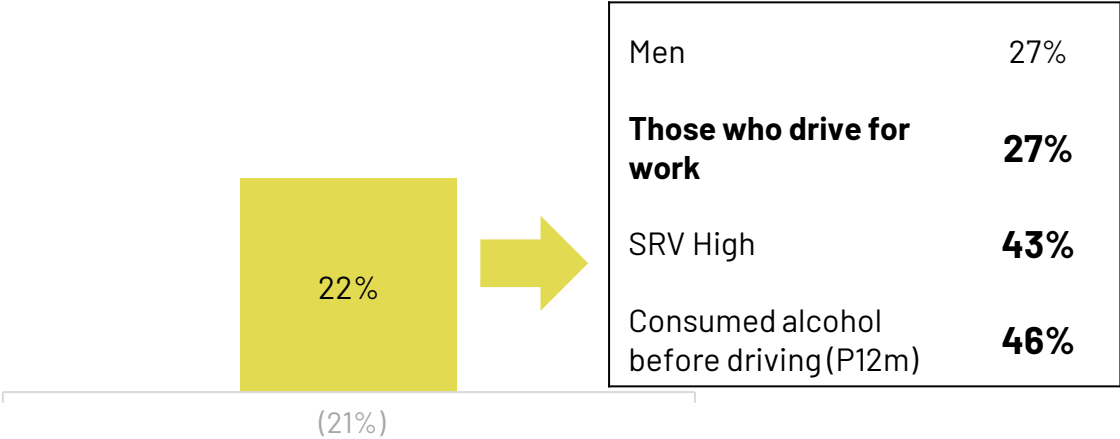
Base: All Motorists N – 1,259

Driving Fatigue: All Motorists vs Those Driving for Work

Fatigue risk is elevated among the SRV High group (43%) and among those who have driven after consuming alcohol (46%); it is also higher among those who Drive for Work (27%). Separately, 18% have 'fallen asleep' while actually driving for work.

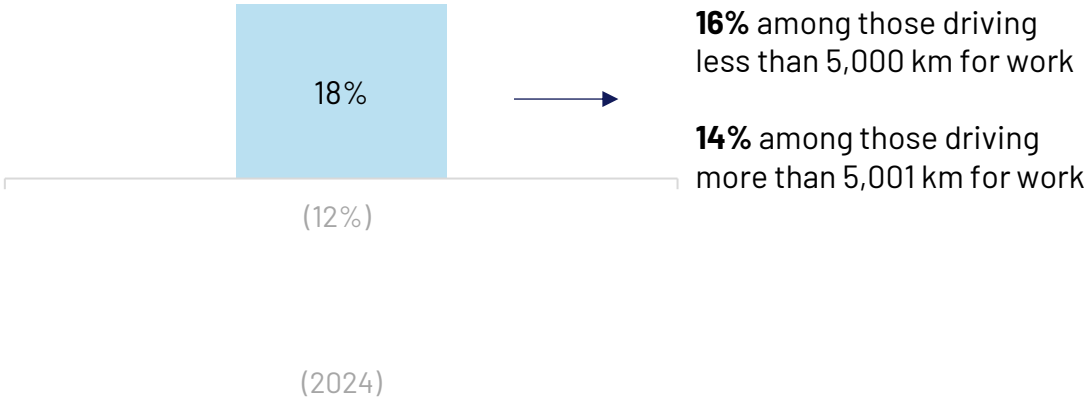
Ever Fallen Asleep While Driving 2025

Base: All Motorists N – 1,259



Ever fallen asleep or nodded off while driving for work

Base: All Motorists who drive a vehicle for work n – 293

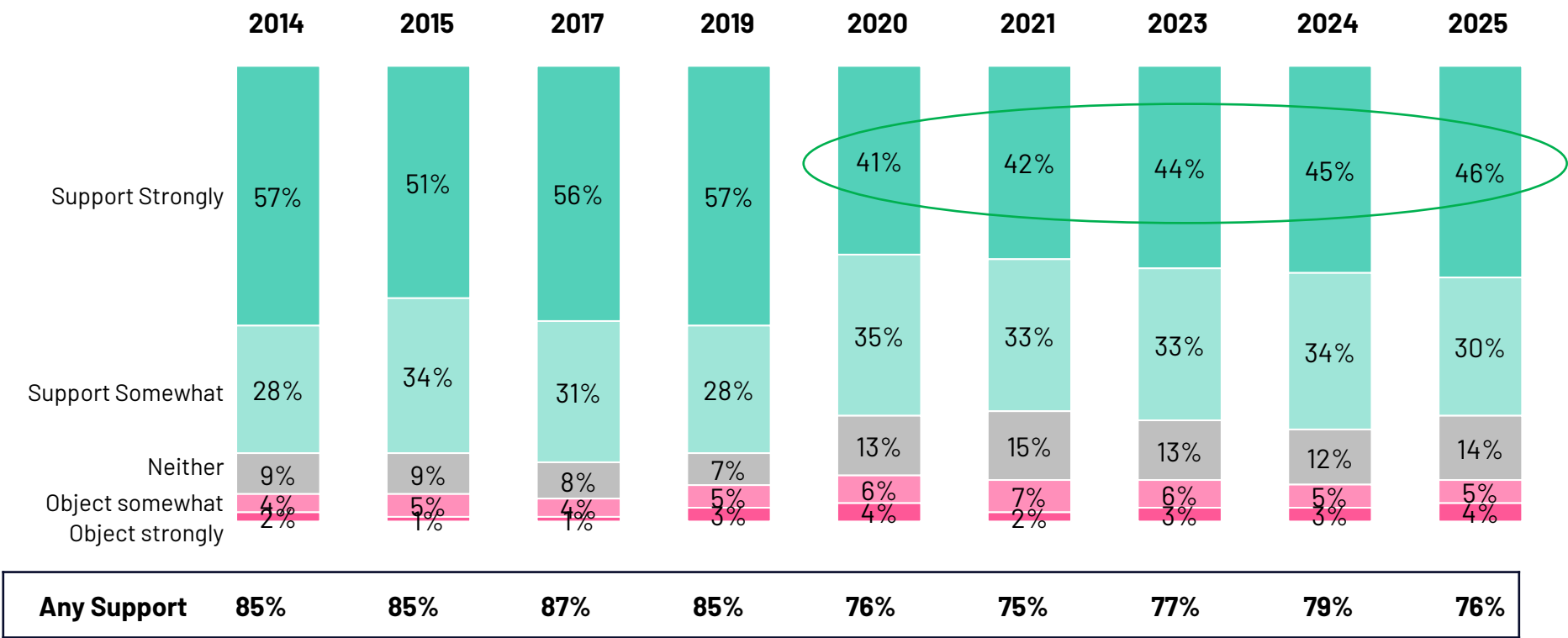


Q.4a Have you ever fallen asleep or nodded off (even if for only a brief moment) while driving?
Q.4c Have you ever fallen asleep or nodded off (even if for only a brief moment) while you were driving for work outside of commuting?
Base: All Motorists N – 1,259

ROAD TRAFFIC LEGISLATION

Support for Safety Cameras

Support remains strong: 76% back safety cameras (46% strongly), with objections under 10%. While overall support remains lower than the pre-Covid norms, there have been steady marginal increases in those who strongly support speed cameras in recent years.

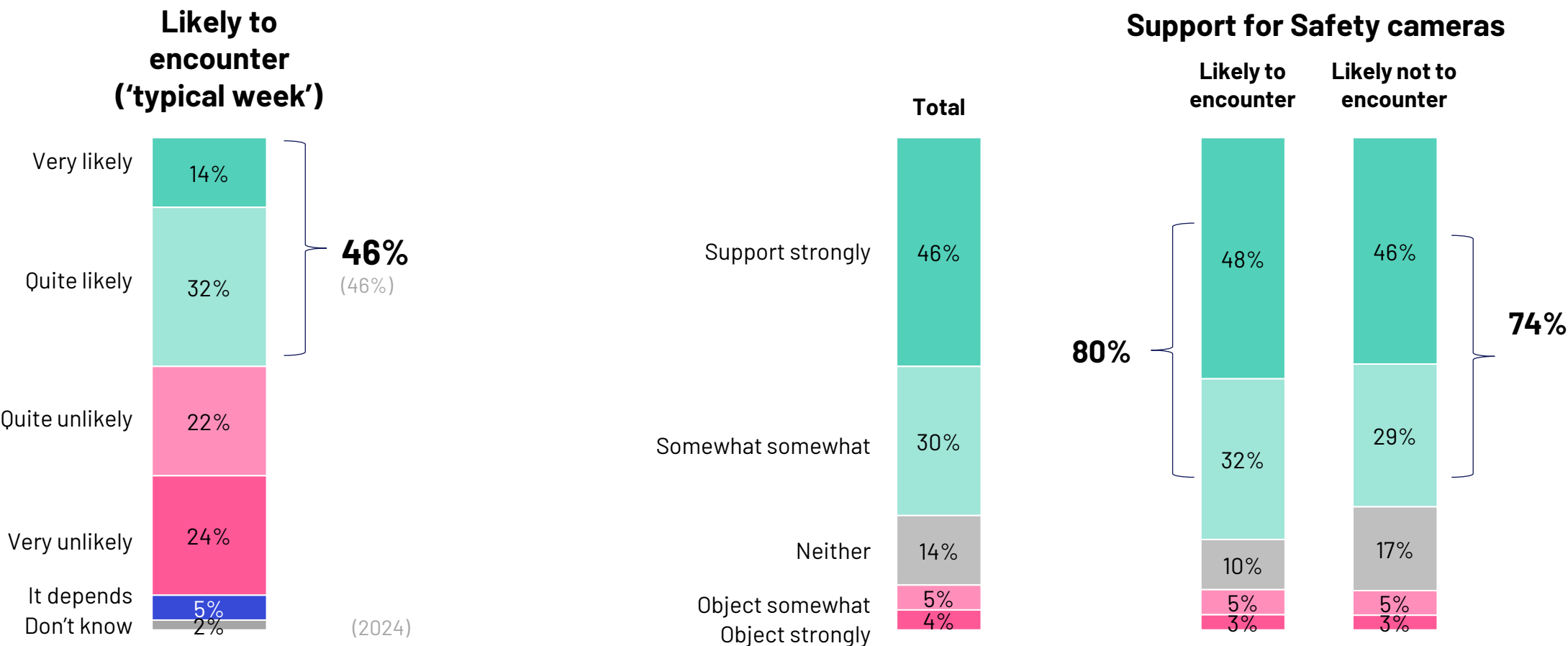


Q.7a To what extent do you support or object to the use of safety cameras on the roads?
Base: All Motorists N – 1,259



Likelihood to Encounter a Speed Check by a Safety Camera

46% of motorists believe they're likely to encounter a camera check in a typical week, consistent with the findings in 2024. Support for Safety Cameras is higher among those expecting checks (80% vs 74%).



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 – 1,259

SEATBELTS



Frequency of Seatbelt Usage 2025

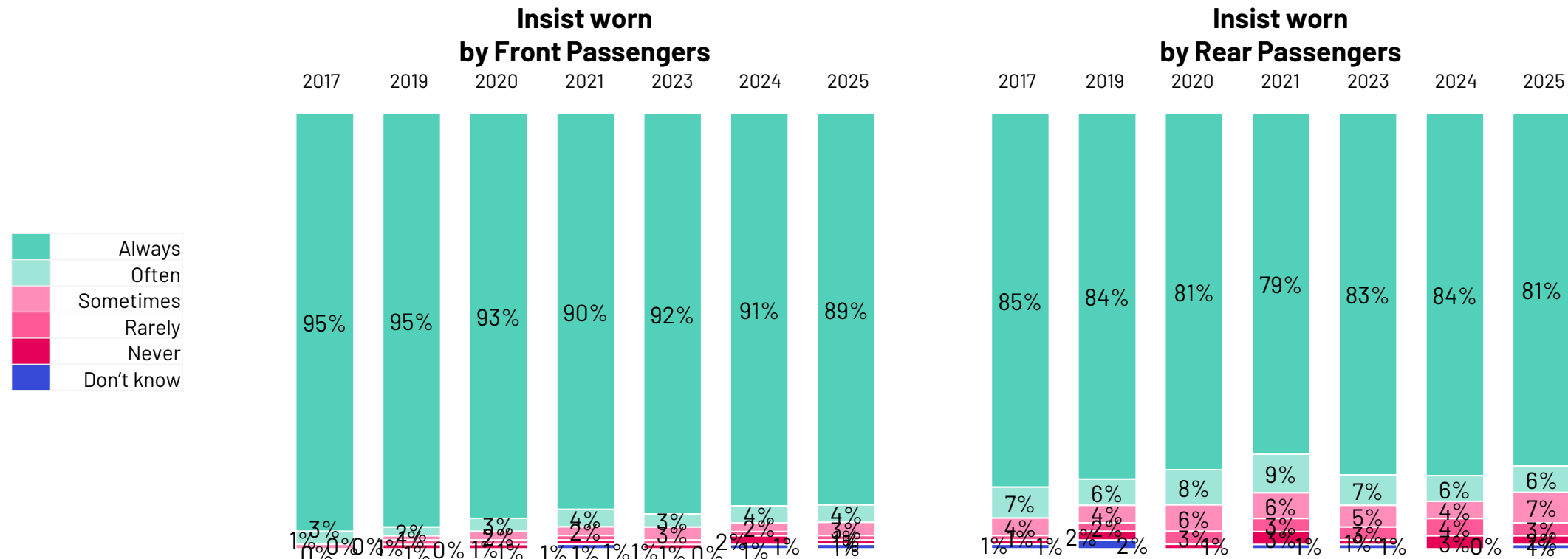
Seatbelt use is very high for drivers (95% 'always') & front passengers (94%). Rear compliance lags—16% do not 'always' belt up.

	Seat Belt Wearing when...		
	Driver	Front passenger	Rear passenger
Always	95%	94%	84%
Often	2%	3%	7%
Sometimes	1%	2%	5%
Rarely	1%	1%	2%
Never	0%	0%	1%
Not applicable	0%	0%	1%

Q.8a How often do you use seat belts when you are a....
Base: All Motorists N – 1,259

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

Nine in ten ‘always’ insist front passengers wear a seat belt (89%); eight in ten for rear passengers (81%).



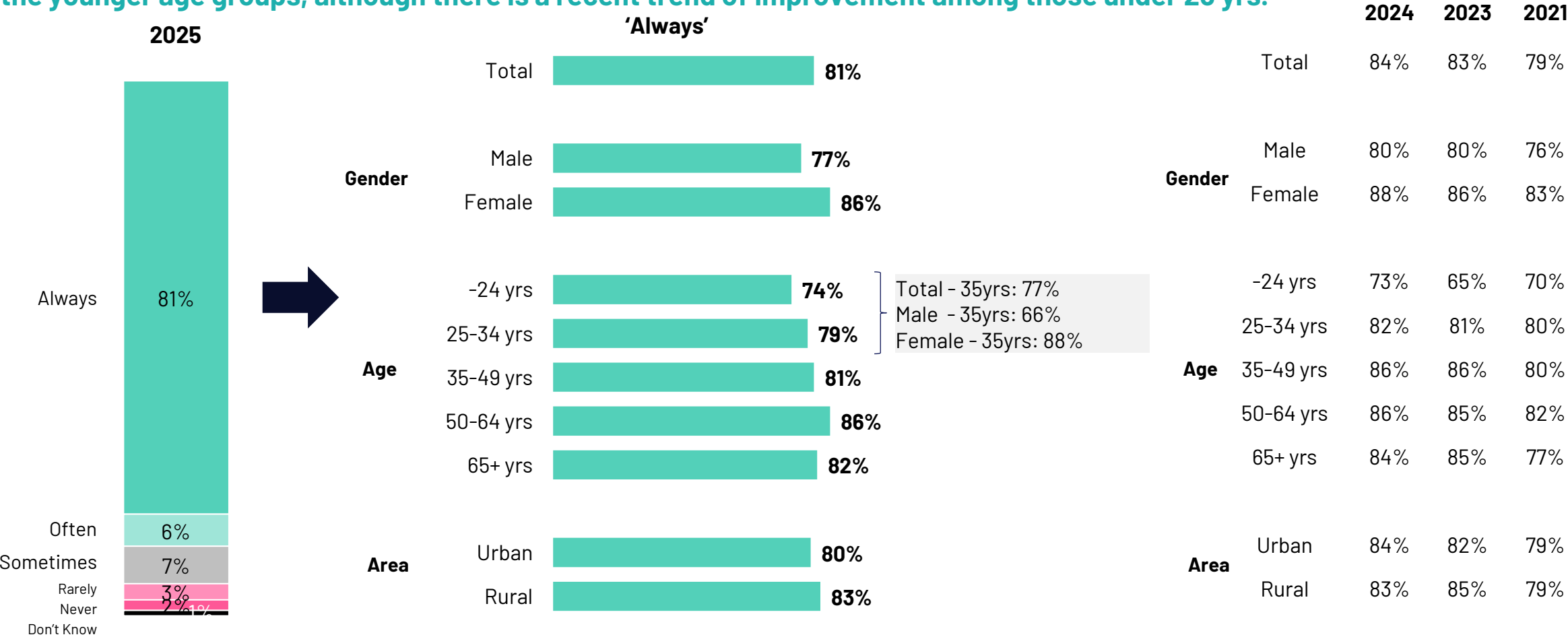
Q.8b How often do you insist that seat belts are worn by those sitting in the front seat of your car?

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 – 1,259

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

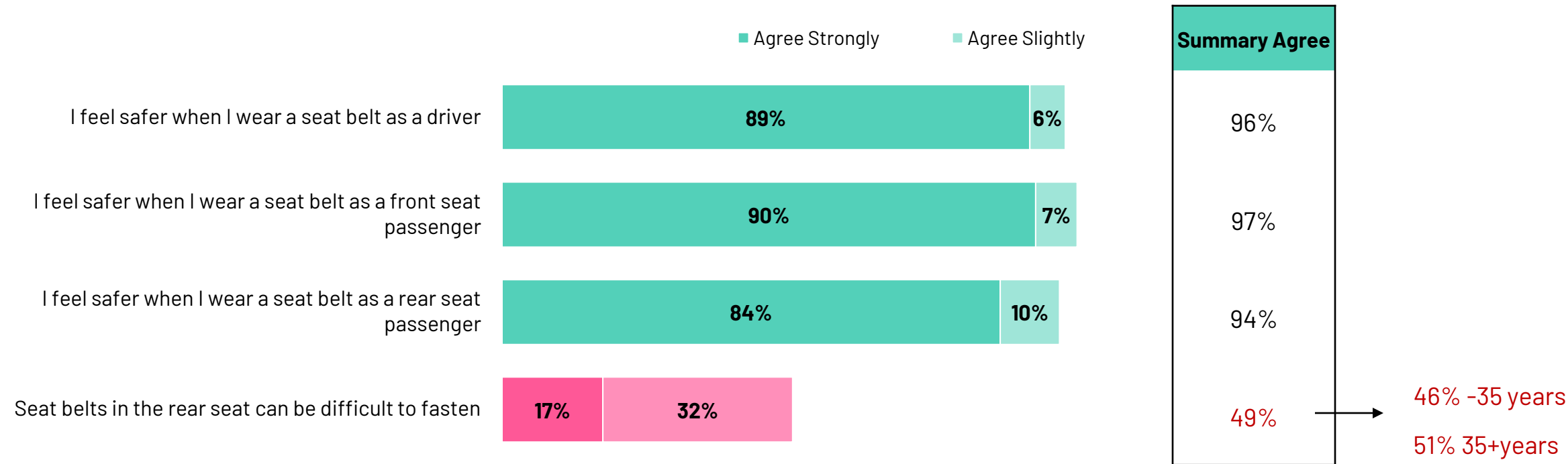
81% of motorists always insist seatbelts are worn by rear passengers; this incidence continues to be weakest among the younger age groups, although there is a recent trend of improvement among those under 25 yrs.



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 – 1,259

Seatbelts and Safety: Attitudes

49% of motorists agree that rear seatbelts can be difficult to fasten.

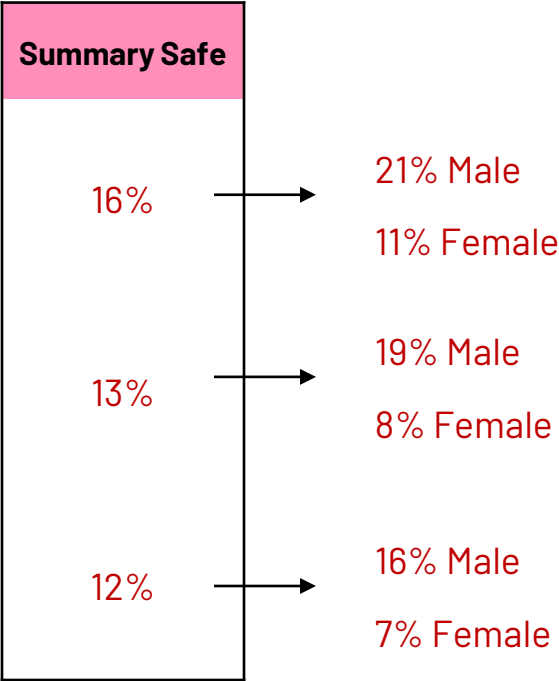
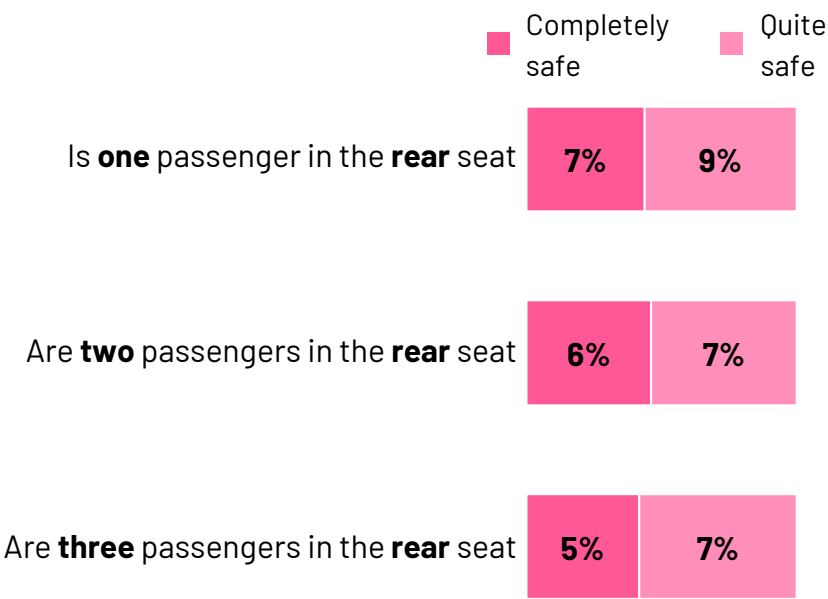


Q.8d To what extent do you agree or disagree with the following, in passenger cars.....

Base: All Motorists N – 1,259

Safety: Rear Passengers & Seatbelts

More than 1 in 10 motorists consistently believe it's safe for rear passengers not to wear seatbelts.

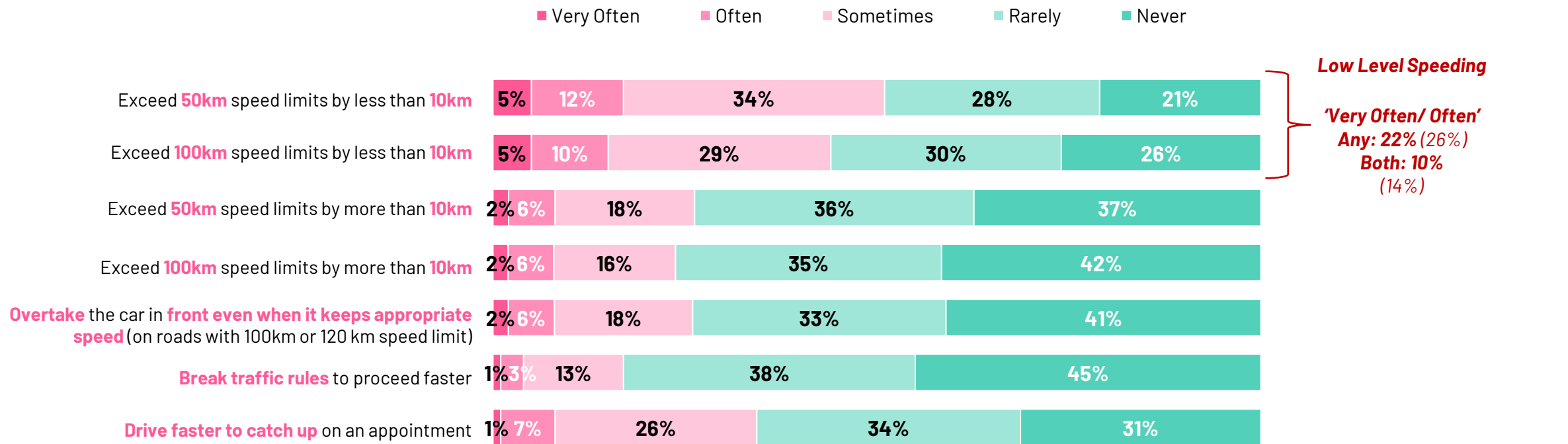


Q.8e We would like you to consider a situation where there are adult passengers in the rear seat of a passenger car. How safe or not do you think it is for each adult rear seat passenger NOT to wear a seat belt when there.....

SPEEDING

Speeding & Rule Violation 2025

'Regular' Low-level speeding has shown a 4% decrease this year with 22% of motorists doing so in either a 50km/h or 100km/h zone, with a similar decrease evident for those who do both.



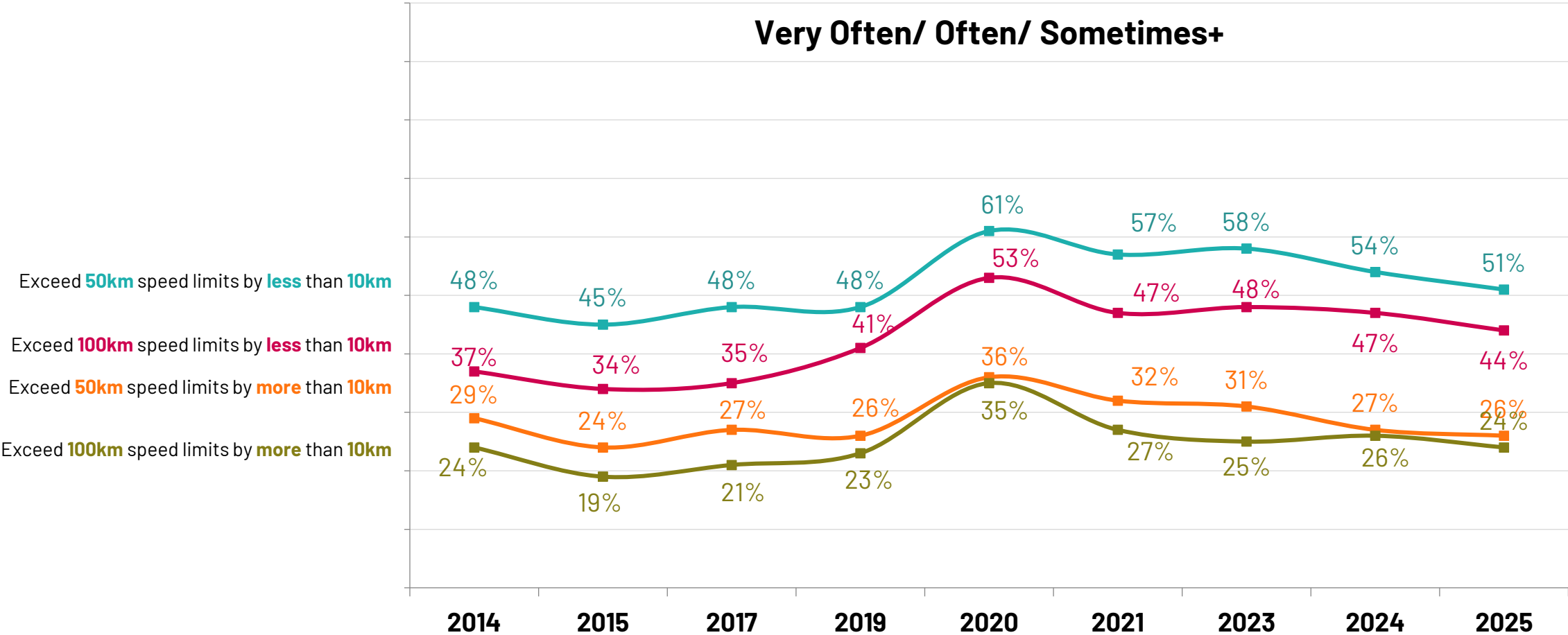
(2024)

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 – 1,259



Speeding & Rule Violation: 2014-2025

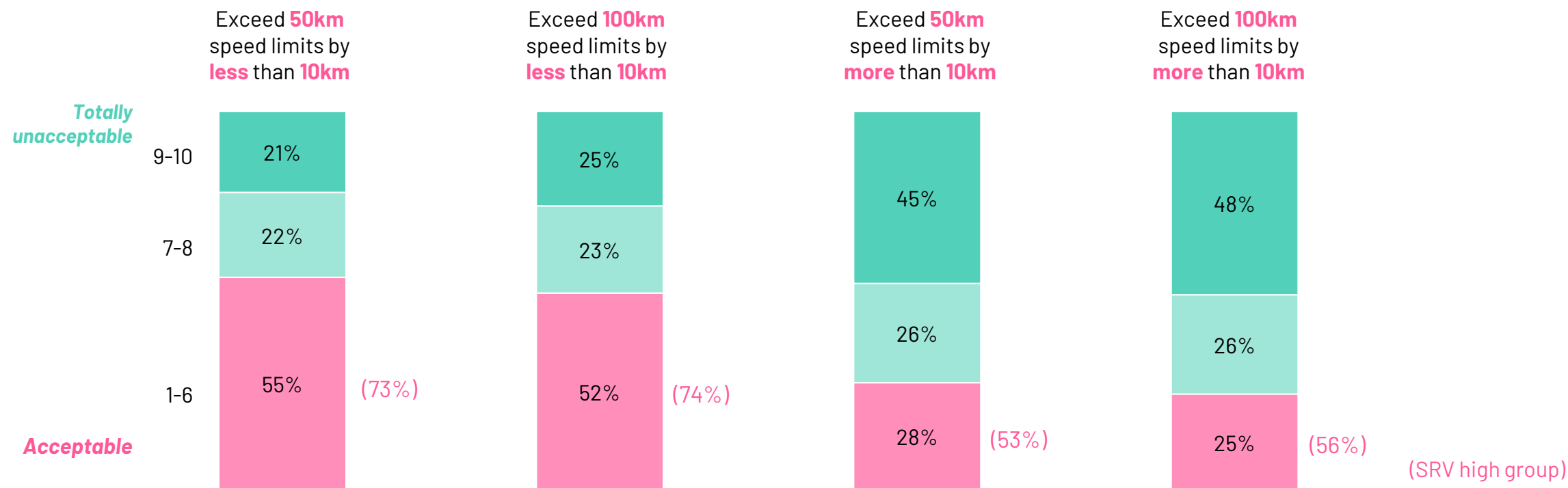
In a positive development, incidences of self-reported speeding (very often/often/sometimes) continue to trend down and are now at or close to pre-Covid norms across each of the four speeding measures.



Q.5a How often do you...
Base: All Motorists N – 1,259

What Level of Speeding is Acceptable?

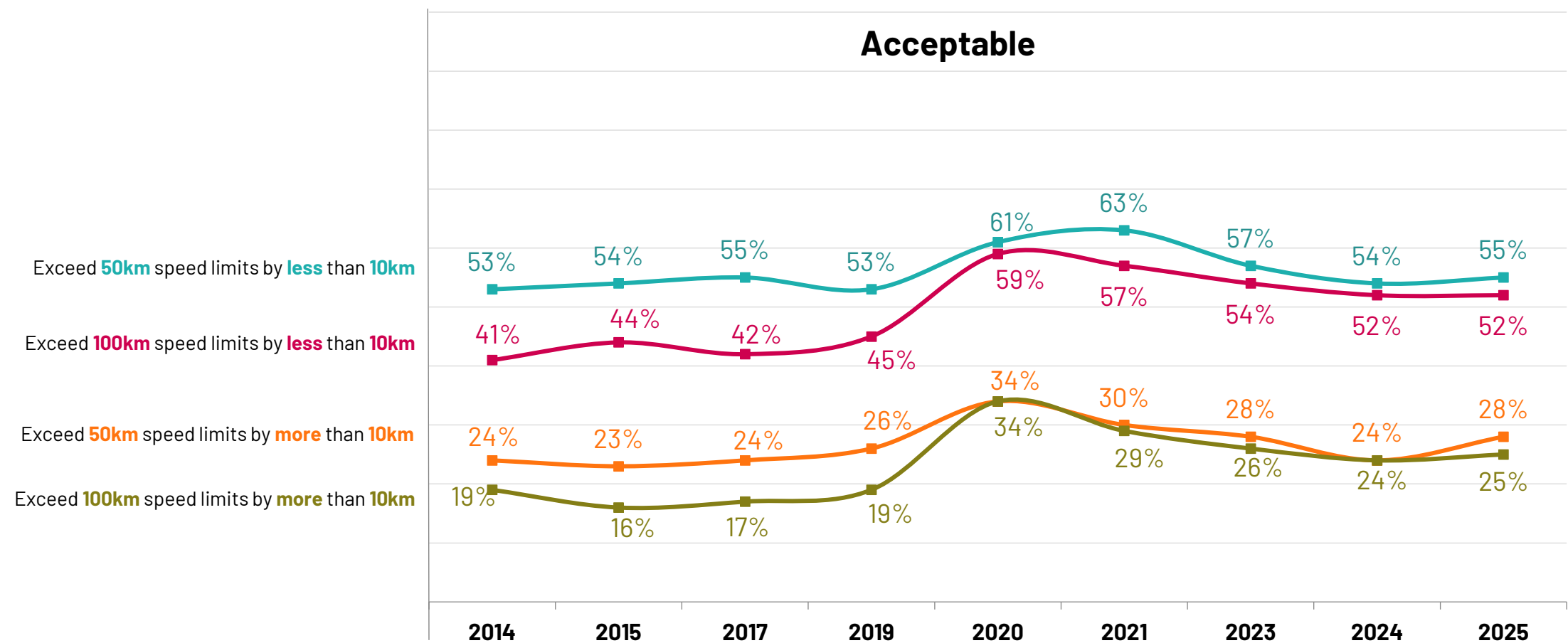
2025 results confirm the acceptability of exceeding the speeding limit at 'low' / 'less than 10km' levels is practically interchangeable across speed limits, with the same attitudinal characteristic applying to 'high' level speeding.



Q.5b I would like you to tell me how acceptable or unacceptable you think it is for drivers to ...
Base: All Motorists N – 1,259

What Level of Speeding is Acceptable?

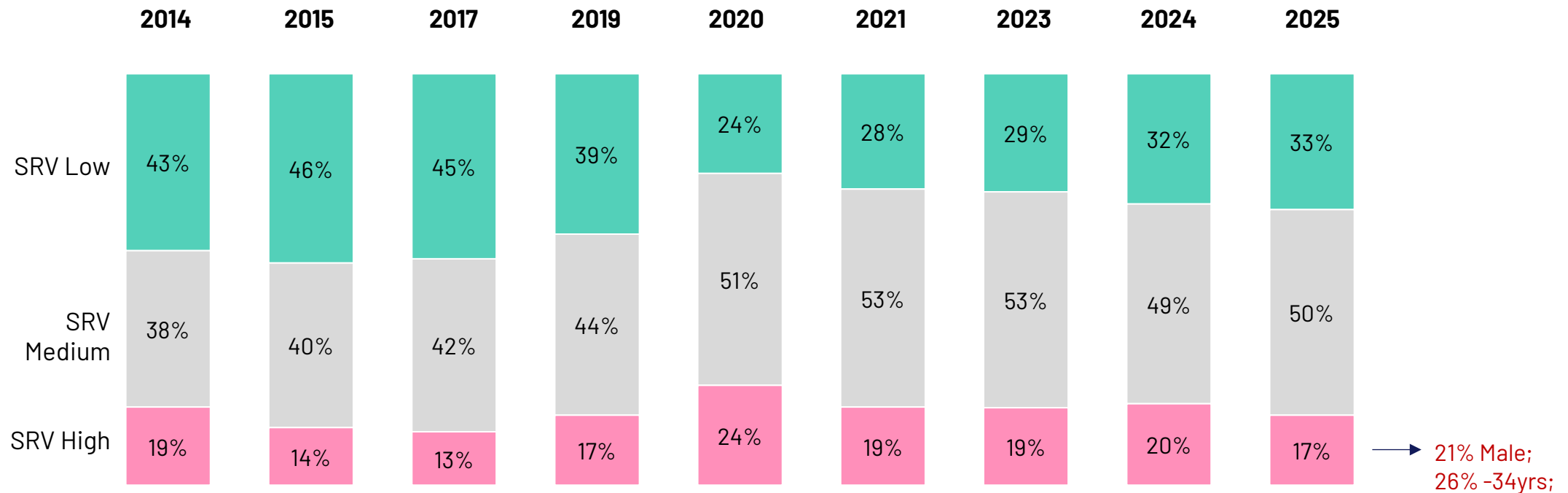
Perceived acceptability is broadly steady year-on-year. However, the acceptability of either 'low' or 'high' level speeding on 100km speed limits remains well above the pre-Covid norms.



Q.5b I would like you to tell me how acceptable or unacceptable you think it is for drivers to ...
Base: All Motorists N – 1,259

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

The SRV low group continues its positive trend of a gradual rise. The SRV high/ danger group is now at 17%, the lowest incidence since 2019. The 6ppts difference in the SRV low group from 2019 to 2025 can be seen in the increase in the medium group (from 44% to 50%).



Q.5a Speed Composite Score
Base: All Motorists N – 1,259

Speeding & Rule Violation 2025: Composite Score

Higher-speeding behaviour is more common among under-35s (25%), males (21%), Dubliners (21%) and work drivers (33%). SRV Low peaks among 65+ (43%) and non-work drivers.

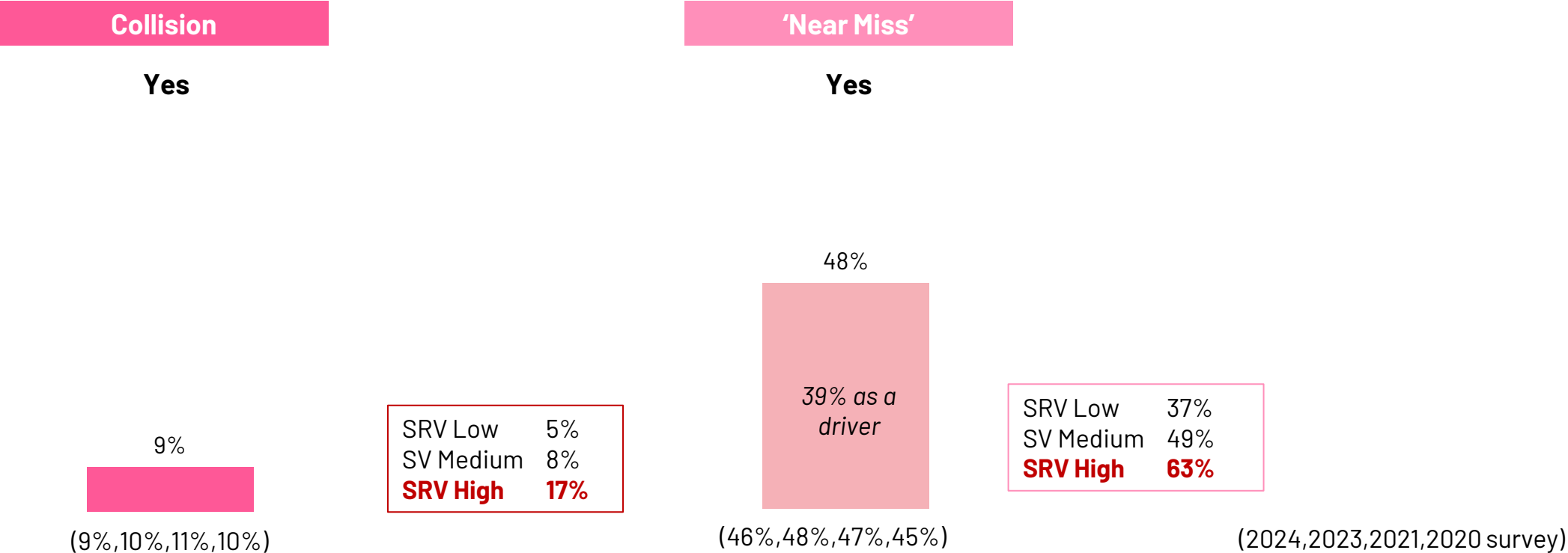
	Total	Gender		Age				Social Class		Region		Drive For Work	
		Male	Female	-34yrs	35-49	50-64	65+	ABC1F	C2DE	Dublin	Excl Dub	Yes	No
Base	1259	623	636	276	375	347	261	753	506	298	961	293	966
SRV Low	33%	28%	38%	31%	30%	33%	43%	27%	39%	31%	34%	22%	37%
SRV Med	50%	51%	49%	44%	50%	56%	51%	51%	48%	48%	51%	45%	52%
SRV High	17%	21%	13%	25%	20%	11%	6%	21%	12%	21%	16%	33%	12%

Q.5b I would like you to tell me how acceptable or unacceptable you think it is for drivers to ...
Base: All Motorists N – 1,259

 Statistically higher

Collisions & Near Accidents: (Past 5 Years)

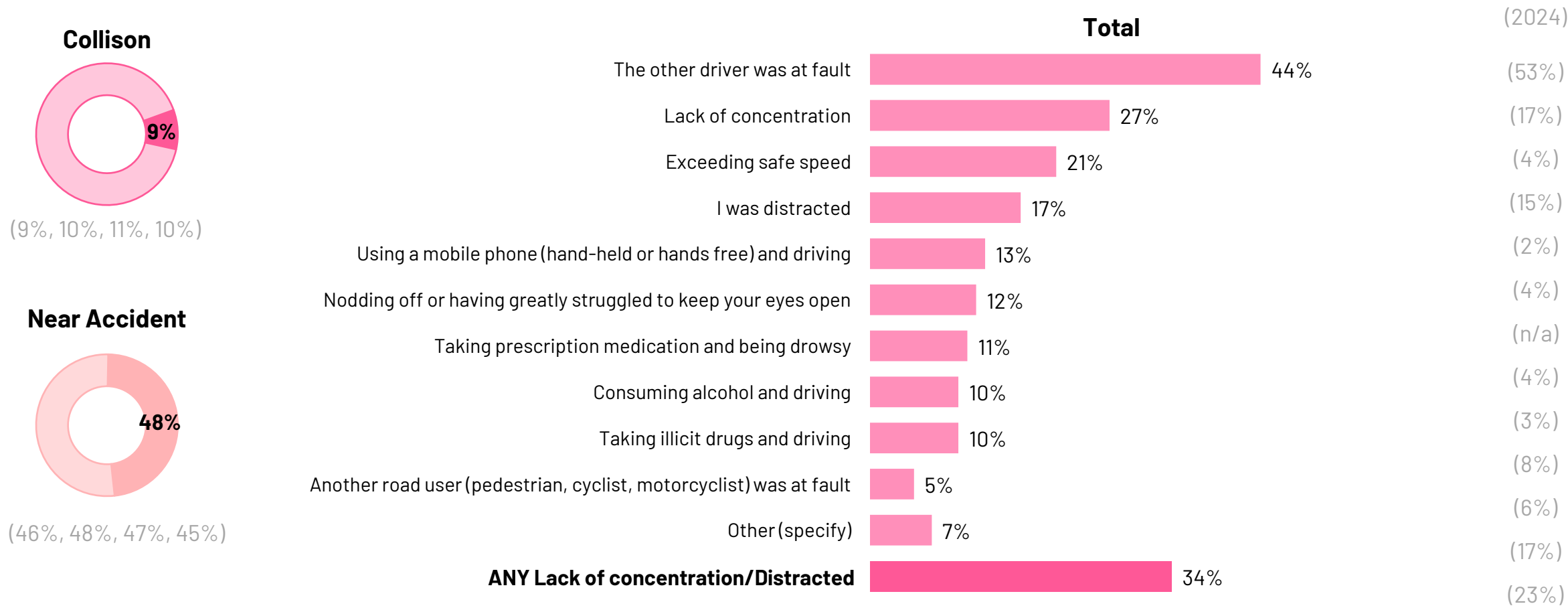
9% report a collision and 48% a near miss—stable across the research series. SRV High motorists are notably more likely to report collisions and near misses (63%).



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?

Collision & Near Accidents

Among those involved in a collision, 44% cite the other driver being at fault; self referencing factors also feature - lack of concentration/ distraction ('any' 34%) and excess speed (21%).

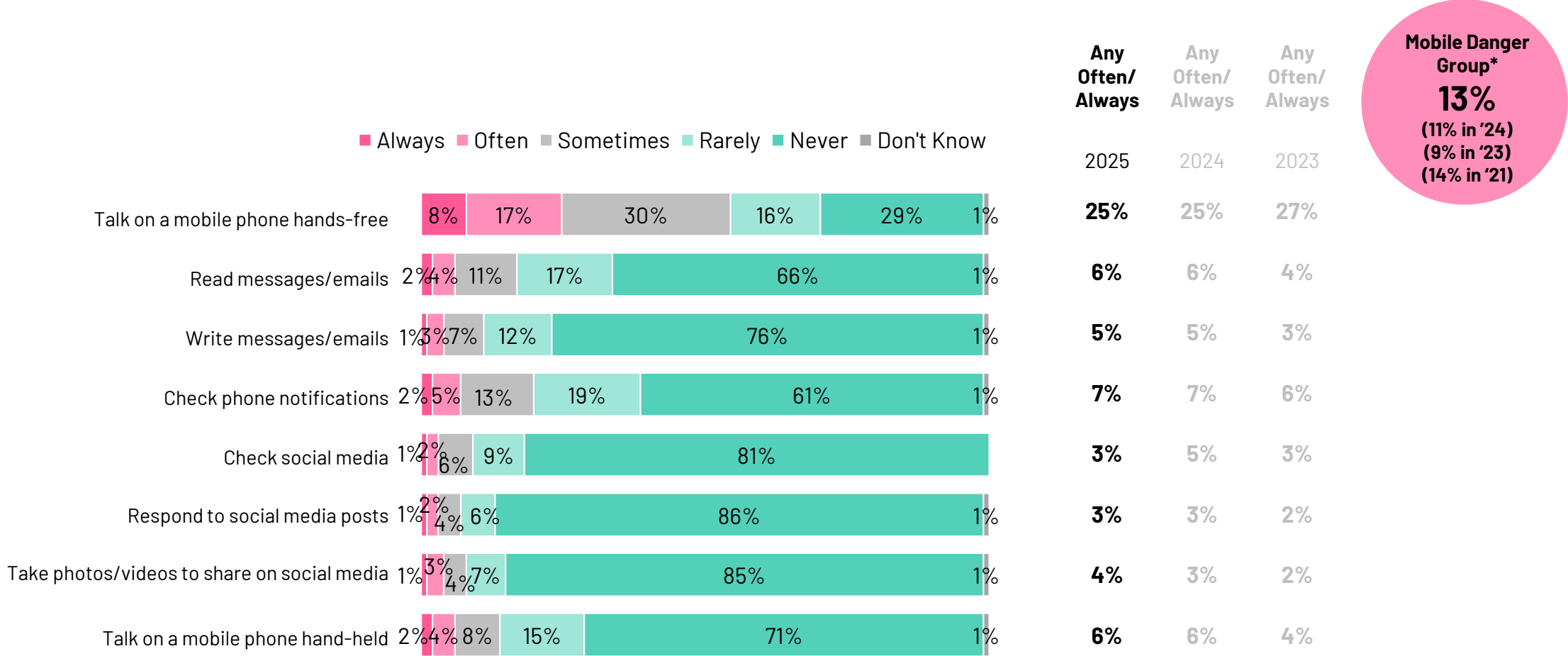


Q.6c Were any of these collisions the result of you doing any of these things?
Base: Motorists included in a collision past 5 years N-105

MOBILE BEHAVIOUR

Mobile Phone Behaviour in Car 2025: Actions Often/Always

In-car mobile phone behaviours are mostly consistent with the 2024 figures; there has however been a slight increase in the % of drivers overall who fall into the Danger group for mobile phone use (13%).



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

Base: All Motorists N – 1,259

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

Mobile Phone Behaviour in Car 2025: Actions Often/Always

The Mobile Phone 'Danger Group' (13%) continues to peak significantly among younger motorists (19%) and especially among those who drive for work (27%).

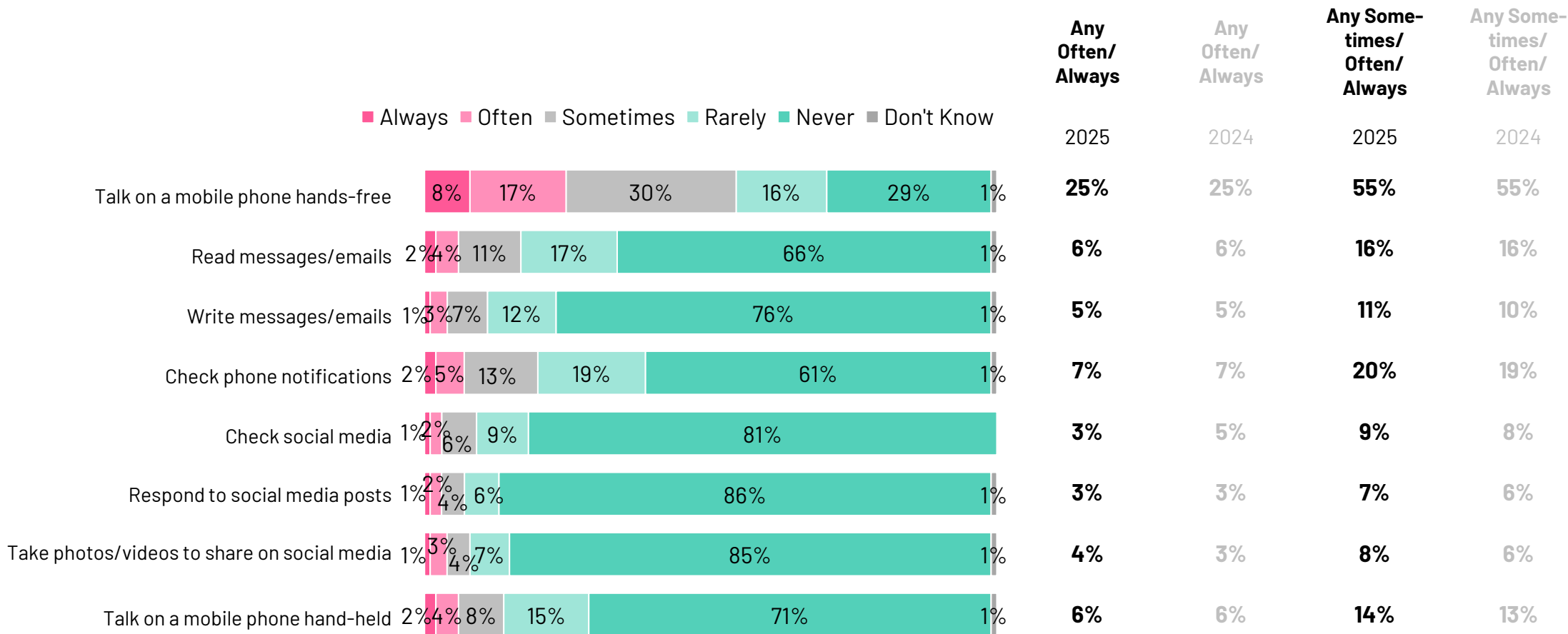
Often/always	Total	Gender		Age				Social Class		Region		Area		Drive For Work	
		Male	Female	-34yrs	35-49	50-64	65+	ABC1F	C2DE	Dublin	Excl Dub	Urban	Rural	Yes	No
Base	1259	623	636	276	375	347	261	753	506	298	961	823	436	293	966
Talk on a mobile phone hands-free	25%	27%	23%	26%	31%	24%	14%	28%	22%	25%	25%	26%	24%	39%	20%
Check phone notifications	7%	10%	4%	12%	8%	4%	1%	9%	5%	9%	6%	8%	5%	15%	4%
Read messages/emails	6%	7%	4%	10%	6%	2%	1%	6%	5%	7%	5%	7%	4%	14%	3%
Talk on a mobile phone hand-held	6%	8%	4%	8%	7%	4%	4%	6%	6%	7%	6%	7%	4%	11%	4%
Write messages/emails	5%	6%	3%	9%	5%	1%	1%	4%	5%	6%	4%	6%	2%	13%	2%
Take photos/videos to share on social media	4%	5%	2%	7%	4%	1%	1%	4%	4%	5%	3%	5%	2%	9%	2%
Check social media	3%	4%	2%	6%	3%	1%	1%	4%	2%	2%	3%	3%	2%	8%	1%
Respond to social media posts	3%	4%	2%	5%	4%	1%	1%	3%	3%	3%	3%	4%	1%	9%	1%
Danger Group	13%	17%	8%	19%	16%	8%	4%	15%	10%	15%	12%	16%	8%	27%	8%

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

Base: All Motorists N – 1,259

Mobile Phone Behaviour in Car 2025: Actions Sometimes/ Often/Always

In-car mobile phone behaviours are mostly consistent with the 2024 figures; there has however been a slight increase in the % of drivers overall who fall into the Danger group for mobile phone use (13%).



Mobile Danger Group*
13%
(11% in '24)
(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 – 1,259

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

Mobile Phone Behaviour in Car 2025: Actions Sometimes/ Often/Always

24% check apps at least sometimes—37% among under-35s, 42% among work drivers. Texting at least sometimes stands at 13% overall, 27% among work drivers. Overall, those who drive for work and those under 35 engage more in errant mobile behaviours.

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
	1259	623	636	276	375	347	261	753	506	298	961	823	436	293	966
Talk on a mobile phone hands-free	55%	58%	51%	53%	60%	59%	39%	59%	50%	53%	55%	55%	55%	69%	50%
Check phone notifications	20%	23%	16%	28%	25%	13%	5%	25%	13%	25%	18%	23%	14%	32%	15%
Read messages/emails	16%	18%	13%	25%	20%	8%	3%	21%	11%	21%	14%	20%	10%	33%	10%
Talk on a mobile phone hand-held	14%	17%	11%	20%	16%	10%	5%	16%	11%	15%	13%	16%	11%	25%	10%
Write messages/emails	11%	13%	10%	20%	13%	5%	1%	13%	9%	13%	11%	14%	7%	24%	7%
Check social media	9%	11%	6%	18%	8%	4%	2%	10%	8%	10%	8%	11%	6%	20%	5%
Take photos/videos to share on social media	8%	11%	4%	15%	8%	3%	1%	8%	7%	10%	7%	10%	4%	18%	4%
Respond to social media posts	7%	9%	6%	14%	7%	3%	2%	7%	7%	10%	6%	9%	4%	16%	4%
ANY Check Apps*	24%	27%	21%	37%	28%	16%	6%	30%	17%	31%	22%	28%	17%	42%	18%
ANY Texts**	13%	15%	12%	24%	15%	6%	2%	16%	10%	16%	12%	16%	9%	27%	9%

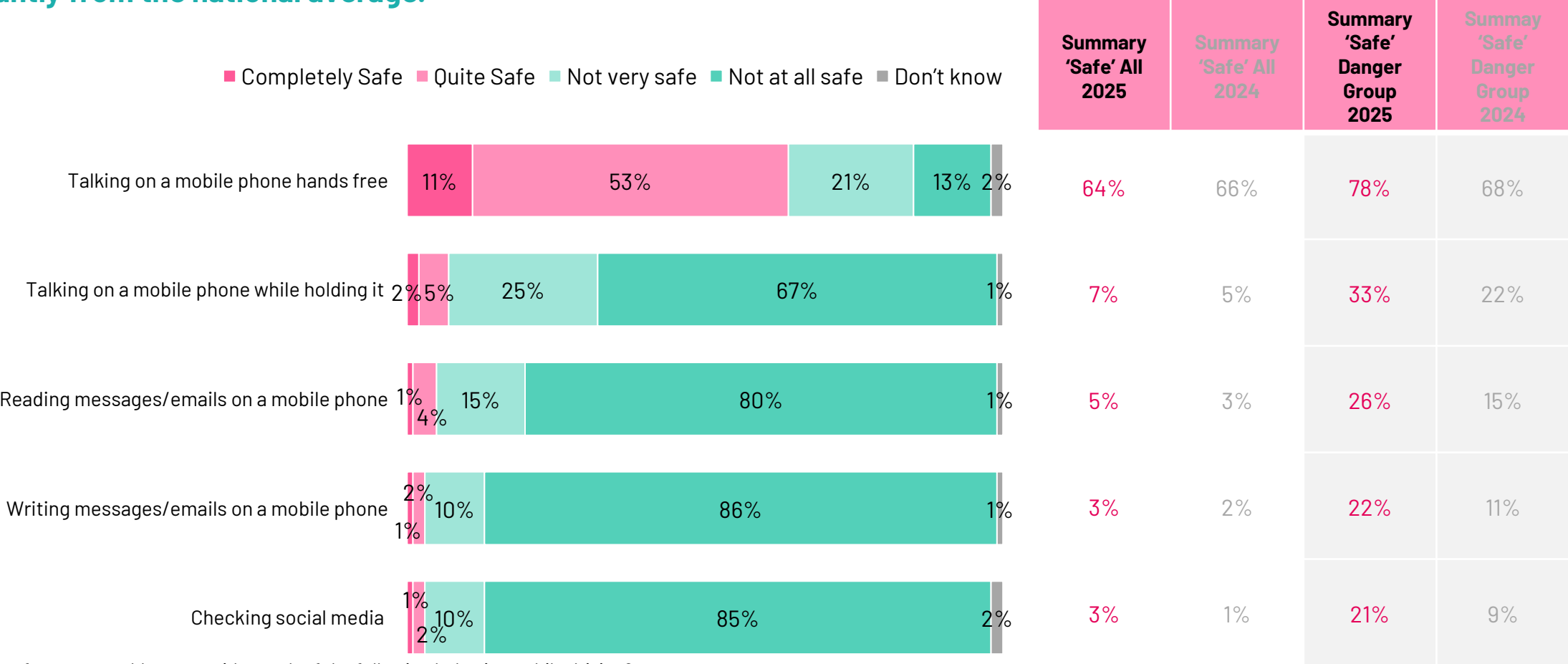
Q.11a How often do you use your mobile phone while driving to do the following?
Base: All Motorists N – 1,259

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

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

Perceived Safety of Mobile Phone in Car Behaviour

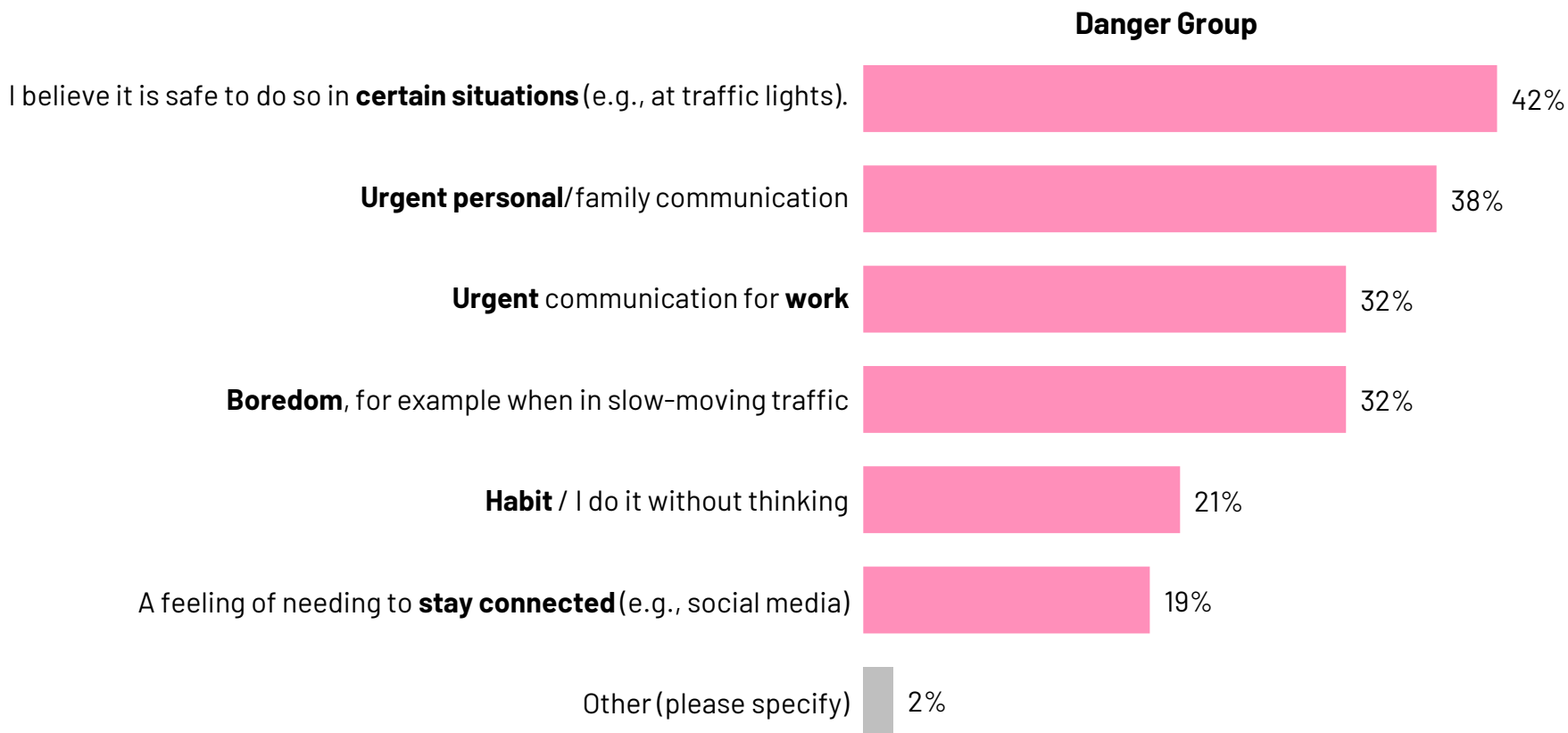
Only hands-free calling is widely seen as 'safe' (64%); reading, writing or hand-held use are overwhelmingly viewed as unsafe—even by the 'Danger Group'; however, the Mobile 'Danger Group's attitudes continue to diverge significantly from the national average.



Q.11c How safe or not would you consider each of the following behaviour while driving?
Base: All Motorists N – 1,259

Reasons for using a handheld Mobile Phone (Danger Group)

The Danger Group provide multiple reasons for using a handheld mobile phone while driving.



Q.11d Thinking about the times you might use your handheld mobile phone while driving, which of these reasons best describes your motivation?

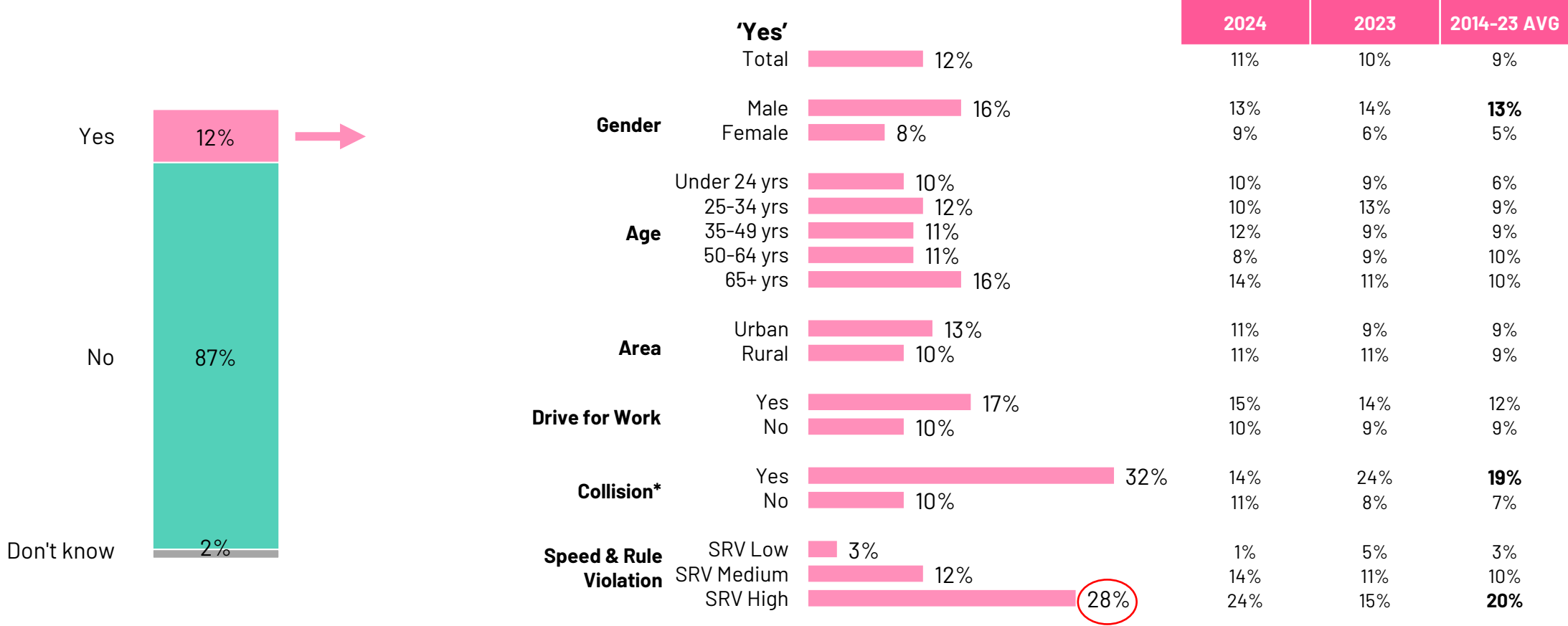
Base: Mobile 'Danger Group' N = 151

ALCOHOL



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

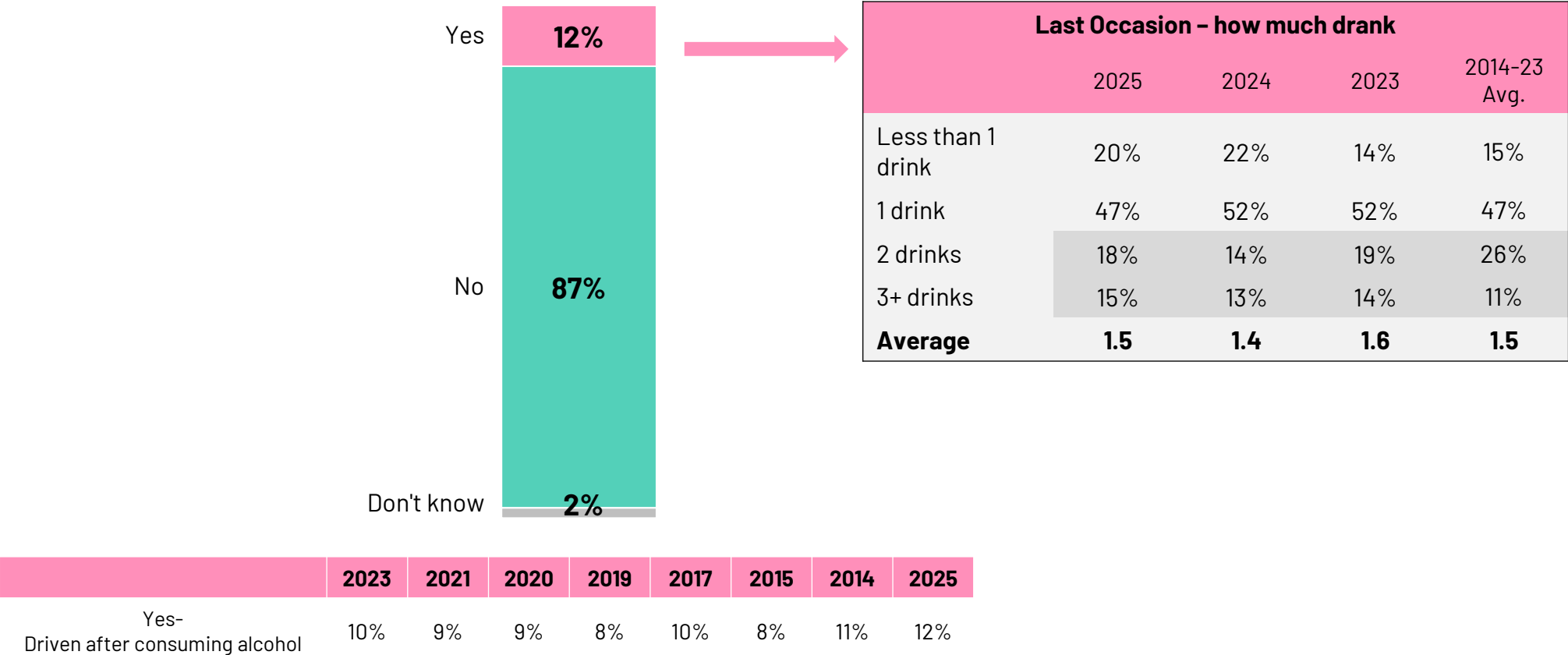
12% drove after consuming alcohol—above the long-run average. Rates are higher among males (16%), SRV High (28%) and those who have been in a collision (32%).



Q.10a In the last 12 months have you driven a motor vehicle after consuming any alcoholic drink?
Base: All Motorists N – 1,259

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

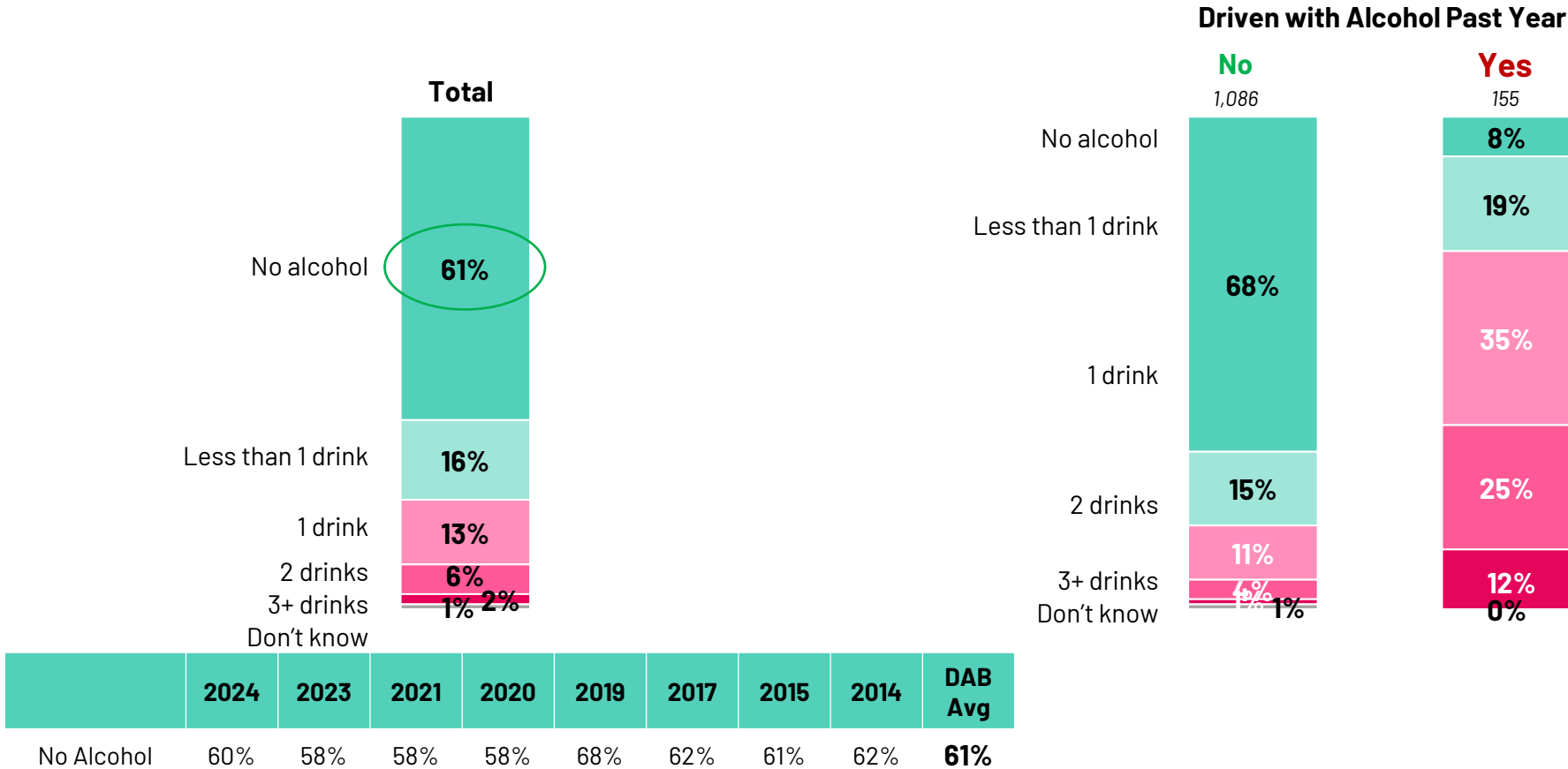
Of motorists who drove after drinking alcohol in the past 12 months, 1 in 3 had two or more drinks. This incidence of those have 2+ drinks has increased by 6ppts since last year (33% vs 27%).



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 – 1,259
© Ipsos B&A | 25-081669 RSA Driver Attitude & Behaviour Survey | 2025 | Client Use Only | Strictly Confidential

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

61% have a zero-alcohol standard before driving. Among those who drove after drinking, only 8% report a zero-alcohol standard, indicating a highly distinct and worrying pattern within this group.



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

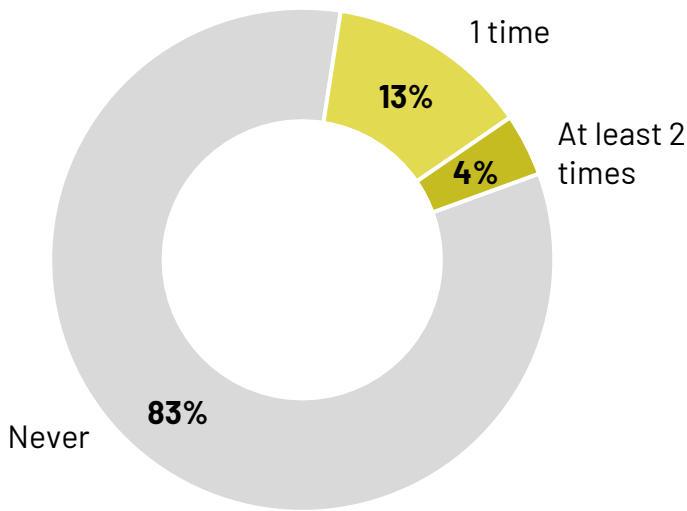
Base: All Motorists N – 1,259



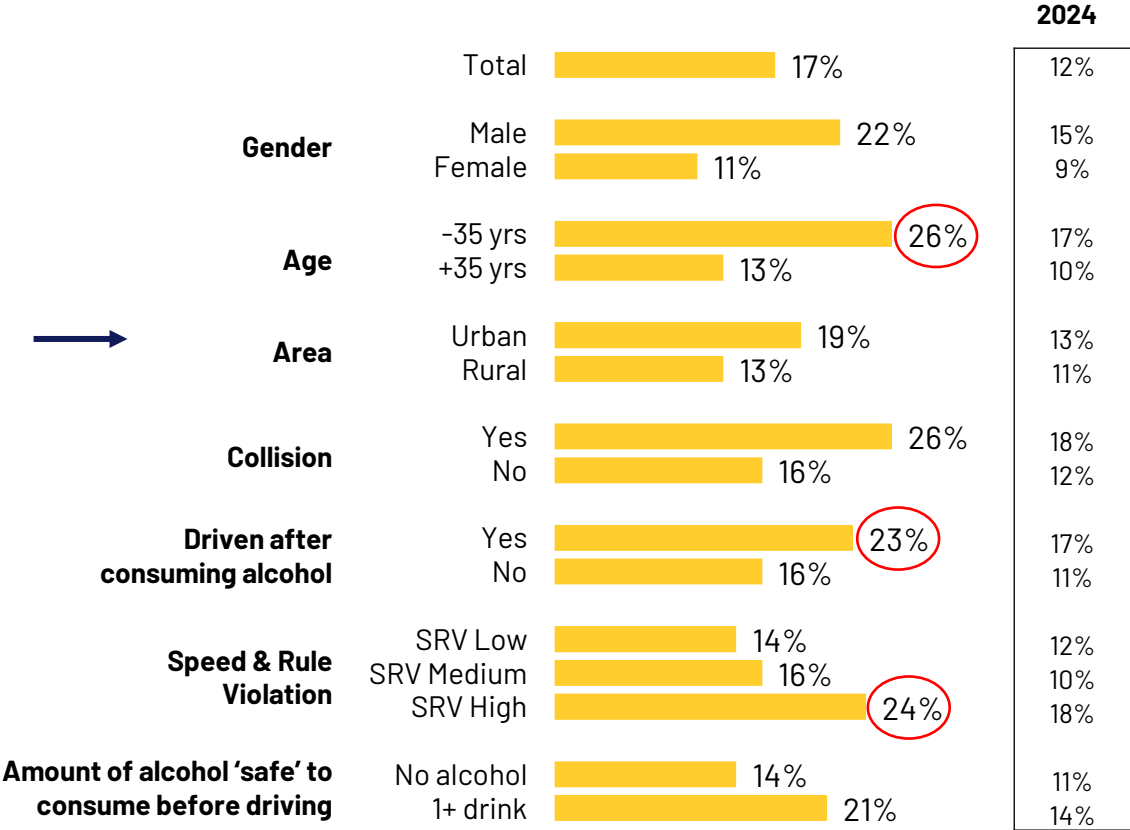
Checked by the Police for Alcohol while Driving a Car (Past 12 Months)

17% of motorists were breath-tested at least once in the past year (+5 pts vs 2024). Among those who drove after drinking, 23% recall being checked; younger motorists also report higher contact.

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



17% (12%) have been tested for alcohol at least once in past 12 months.

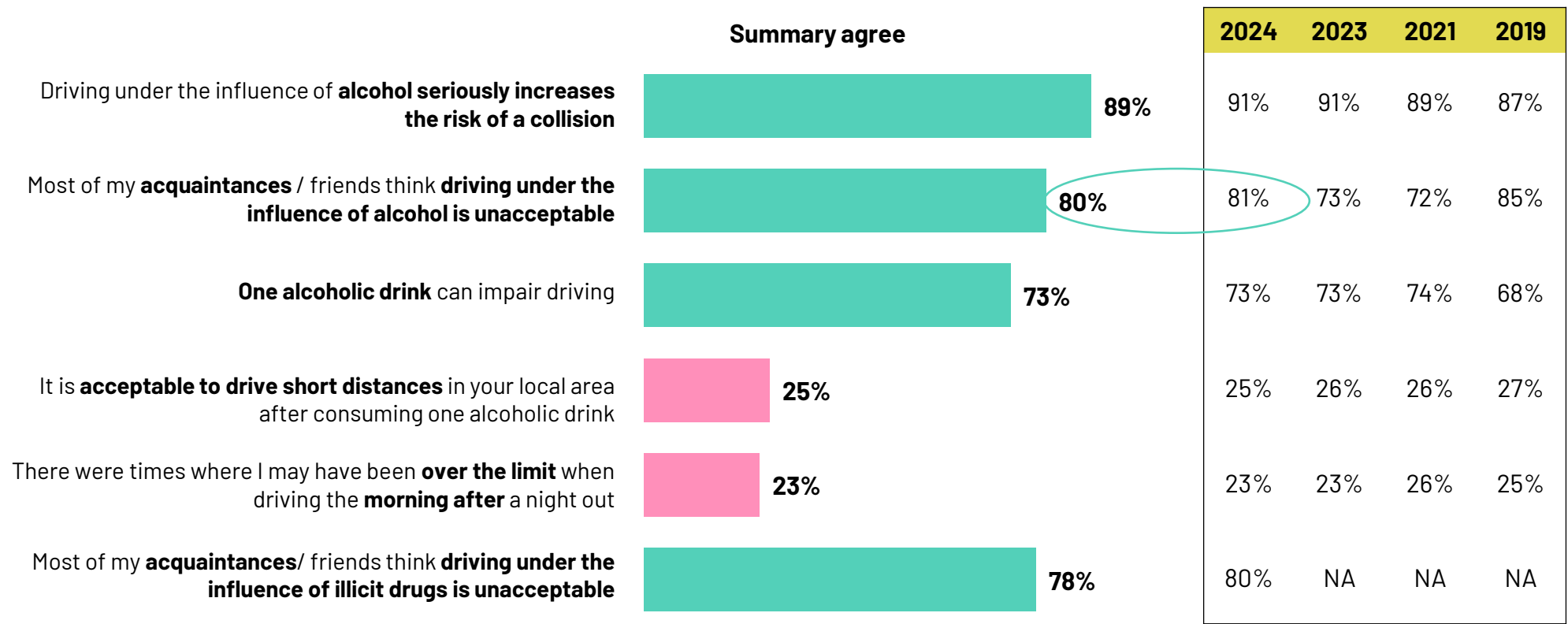


(2024)

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 – 1,259

Alcohol and Drug Driving Attitudes 2025

Safety norms remain strong: 89% agree drink-driving greatly increases collision risk; 73% say one drink can impair driving ability. Social unacceptability is high for alcohol (80%) and illicit drugs (78%). 23% of motorists continue to indicate there were times where they may have been over the limit when driving the morning after a night out.



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 – 1,259

Alcohol and Drug Driving Attitudes 2025

The attitudes of those who drove after drinking differ markedly: 69% find short local trips after one drink acceptable & only 39% agree one drink can impair driving; 44% of this group agree with the 'morning after' statement .

	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	1259	623	636	276	504	479	753	506	298	961	155	1086
Driving under the influence of alcohol seriously increases the risk of a collision	89	88	90	86	87	93	89	88	89	88	87	90
Most of my acquaintances / friends think driving under the influence of alcohol is unacceptable	80	82	79	75	82	83	82	78	81	80	80	80
Most of my acquaintances / friends think driving under the influence of illicit drugs is unacceptable	78	80	76	75	79	79	79	77	80	77	82	78
One alcoholic drink can impair driving	73	69	78	73	74	73	71	76	73	73	39	78
It is acceptable to drive short distances in your local area after consuming one alcoholic drink	25	31	19	28	27	21	30	20	26	25	69	19
There were times where I may have been over the limit when driving the morning after a night out	23	28	17	27	25	16	27	18	26	22	44	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 – 1,259

Alcohol and Driving: Summary 2025

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%	12%
No alcohol limit <i>(don't feel safe to drive if consumed any alcohol)</i>	61%	8%
It is acceptable to drive short distances in your local area after consuming one alcoholic drink (Agree)	25%	69%
There were times where I may have been over the limit when driving the morning after a night out (Agree)	23%	44%
Checked at least once by the police for alcohol while driving a car (past 12 months)	17%	23%

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?

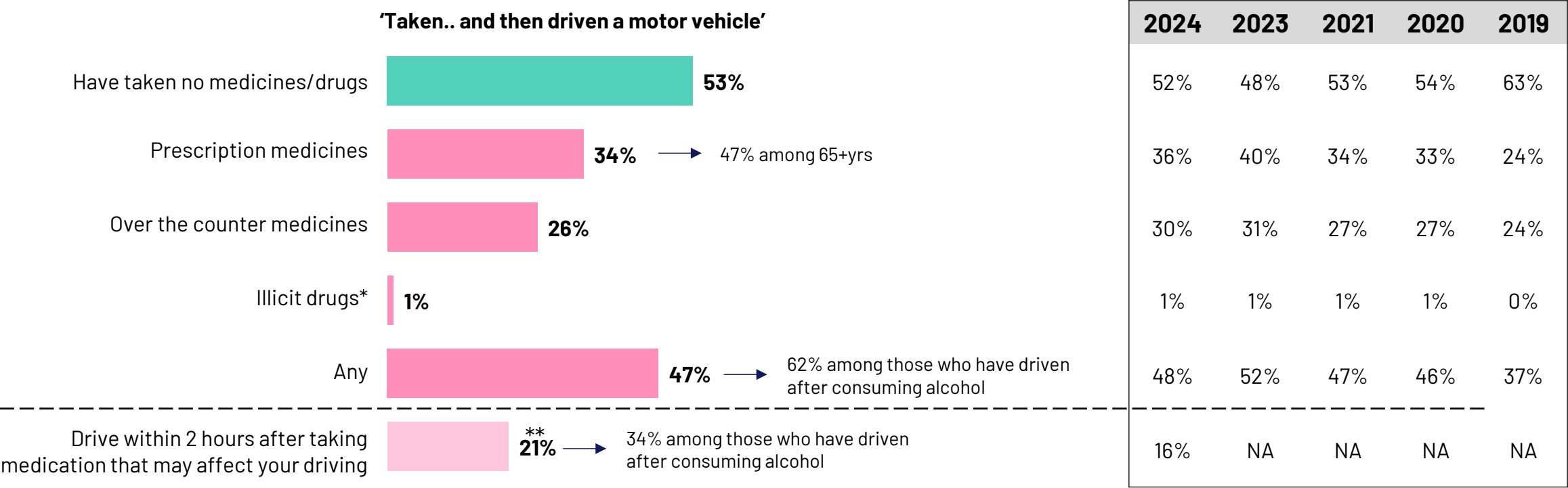
Q.10e To what extent do you agree ...

Base: All Motorists N – 1,259

© Ipsos B&A | 25-081669 RSA Driver Attitude & Behaviour Survey | 2025 | Client Use Only | Strictly Confidential

Driving and Medication 2025

47% took 'any' medication before driving, 10 ppts higher than pre-Covid (47% vs 37% in 2019); a similar increase over the same period can be seen in the use of prescription medicines ahead of driving (34% vs. 24%).

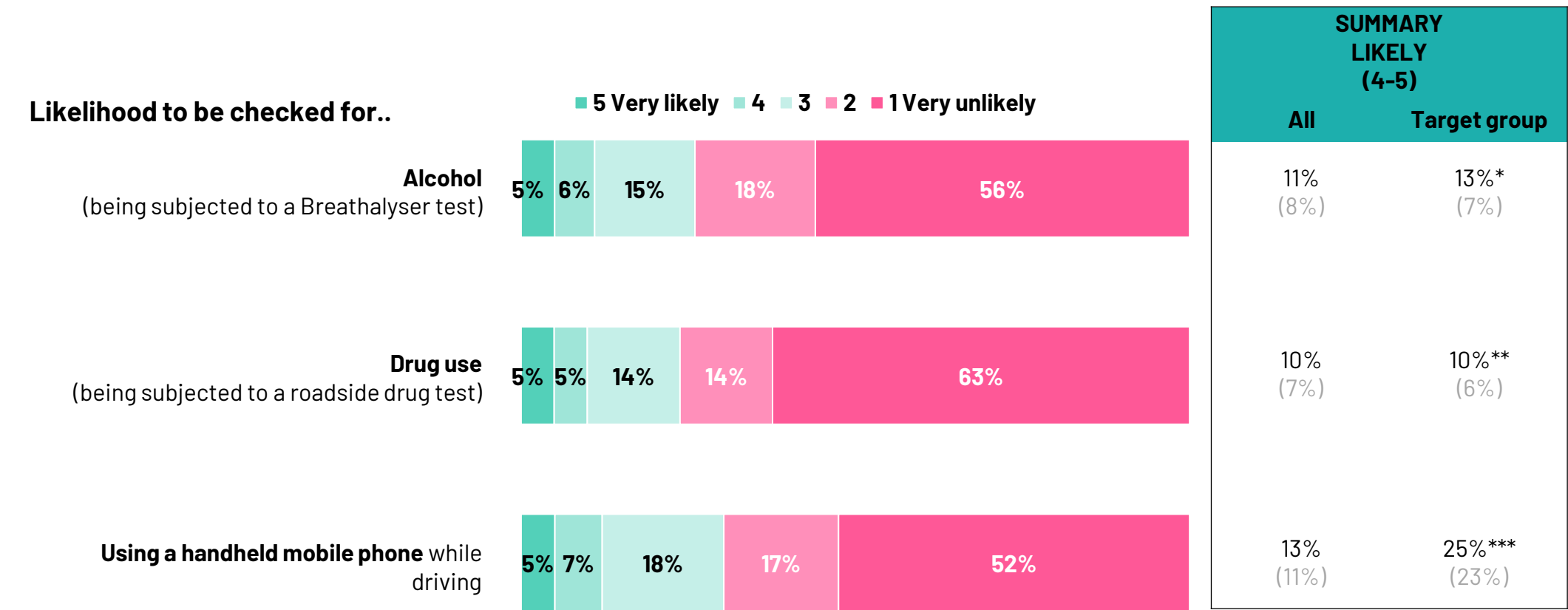


Q.9a In the last 12 months may you have taken any of the following and then driven a motor vehicle?
Q.9b Thinking now of a typical 30 day period, how often may you have done each of the following as a CAR DRIVER..?
Q.9c Thinking about the most recent occasion where you may have consumed illicit drugs and drove a motor vehicle, may you have also consumed alcohol prior to that occasion?
Base: All Motorists N – 1,259



Likelihood to be Checked by the Police (Typical Journey)

Perceived likelihoods of being checked 'on a typical journey' by Gardai has risen in 2025: alcohol 11%, drugs 10%, hand-held mobile 13%. Target groups also report higher expectations of checks.



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 – 1,259

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

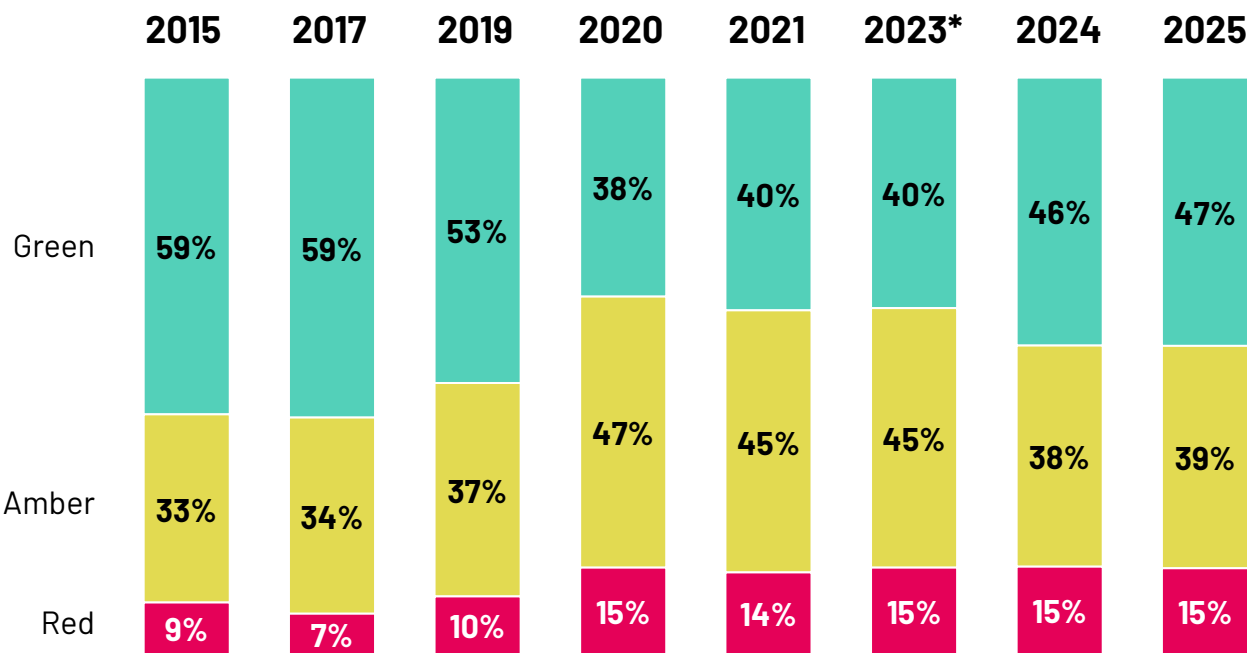
(2024)

SUMMARY & CONCLUSIONS

RSA Motorists Segmentation Analysis

Segments size and scale 2015-2025

The increase in the Green Segment registered last year is confirmed in the 2025 results.



AOS
Base: All Motorists N – 1,259

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



RSA Motorist Segmentation Analysis 2025

Segment Demographic Characteristics

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

	Total	Segments		
		Green	Amber	Red
Gender				
Male	51%	45%	54%	64%
Female	49%	55%	46%	36%
Age				
-24	7%	8%	6%	9%
25-34	20%	15%	20%	36%
35-49	33%	30%	34%	42%
50-64	24%	25%	28%	11%
65+	15%	22%	12%	3%
-34yrs	27%	23%	26%	45%
35+yrs	73%	77%	74%	55%
Social Class				
ABC1F	53%	45%	59%	65%
C2DE	47%	55%	41%	35%
Region				
Dublin	27%	24%	28%	32%
RoL	29%	27%	31%	27%
Munster	25%	28%	22%	25%
Conn/Uls	19%	21%	18%	15%
Area				
Urban	60%	57%	60%	72%
Rural	40%	43%	40%	28%

AOS

Base: All Motorists N – 1,259



Driver Attitudes & Behaviour Survey 2025



Driver fatigue remains a persistent risk: 22% have ever nodded off while driving. Risk is markedly higher among SRV High motorists and those who have driven after consuming alcohol. Incidents cluster in late afternoon/evening (4–10 pm). Among those who drive for work, 18% report ever nodding off while on the job.



Positive speeding signs: a range of speeding measures are showing (slight) decline including the incidence of the SRV High group at 17 % overall and which is again concentrated among under-35s, men, Dubliners and those who drive for work. Incidences of self-reported regular speeding continue to trend down and are now at or close to pre-Covid norms.



Collisions and near misses are steady, albeit at high levels of 9 % and 48 % respectively (past 5 years). Near misses jump to 63 % among SRV High, and self-attributed factors such as inattention, excess speed and distraction feature more often this year.



In-car mobile phone risk is edging up. The Danger Group has grown to 13 %, peaking at 19 % among under-35s and 27 % among work drivers. One in four check apps at least sometimes and one in eight text while driving. The Danger Group has multiple reasons for using a handheld mobile phone while driving, the most prominent being a belief it is safe to do so in certain situations.



Alcohol remains a challenge. 12% drove after drinking in the past year and one in three of this group had two or more drinks on their last occasion. Six in ten motorists operate a zero-alcohol rule before driving, but only 8% of those who drove after drinking do so. 23% of motorists indicate there were times where they may have been over the limit when driving the morning after a night out, rising to 44% of 'drink drivers'.



Enforcement and deterrence signals are stronger. 17% were breath-tested in the past year and perceived likelihood of alcohol, drug and hand-held mobile checks has risen. Among those who drove after drinking, 23% recall being breathalysed. Support for safety cameras remains robust at 76%, with 46% strongly in favour.

THANK YOU