

The Road Safety Authority

Driver Attitude & Behaviour Survey 2023

J. 235208

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RSA Driver Attitude & Behaviour Survey 2023



Research Background & Objectives



Travel Characteristics



Work & Driving



Road Traffic Legislation



Seatbelts



Fatigue



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 1,252 motorists aged 17+:

- Quota controlled in terms of gender, age, region and area.
- Fieldwork was conducted in November 2023.

The 2023 research builds off the findings from previous RSA Driver Attitudes & Behaviour National Surveys.

RSA Driver Attitudes and Behaviour Survey

Sample Profile

Base: All Motorists N - 1,252

		%
Gender	Male	51
	Female	49
Age	-24 years	7
	25-34 years	20
	35-49 years	34
	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

RSA Driver Attitudes and Behaviour Survey

Sample Profile

Base: All Motorists N – 1,252

		%
Vehicle Type	Car	99
	Motorcycle	5
	Van	4
	P.S.V. (minibus)	1
	P.S.V. (bus)	1
	Truck	1
	Licence Type	Full licence – Irish issued
	Learner permit	7
	Full licence – other country issued	4

		%
Length of Holding Licence	Under 2 years	8
	2-5 years	10
	6-10 years	11
	11-20 years	27
	21-30 years	19
	31+ years	25
Drive for work	Yes	25
	No	75

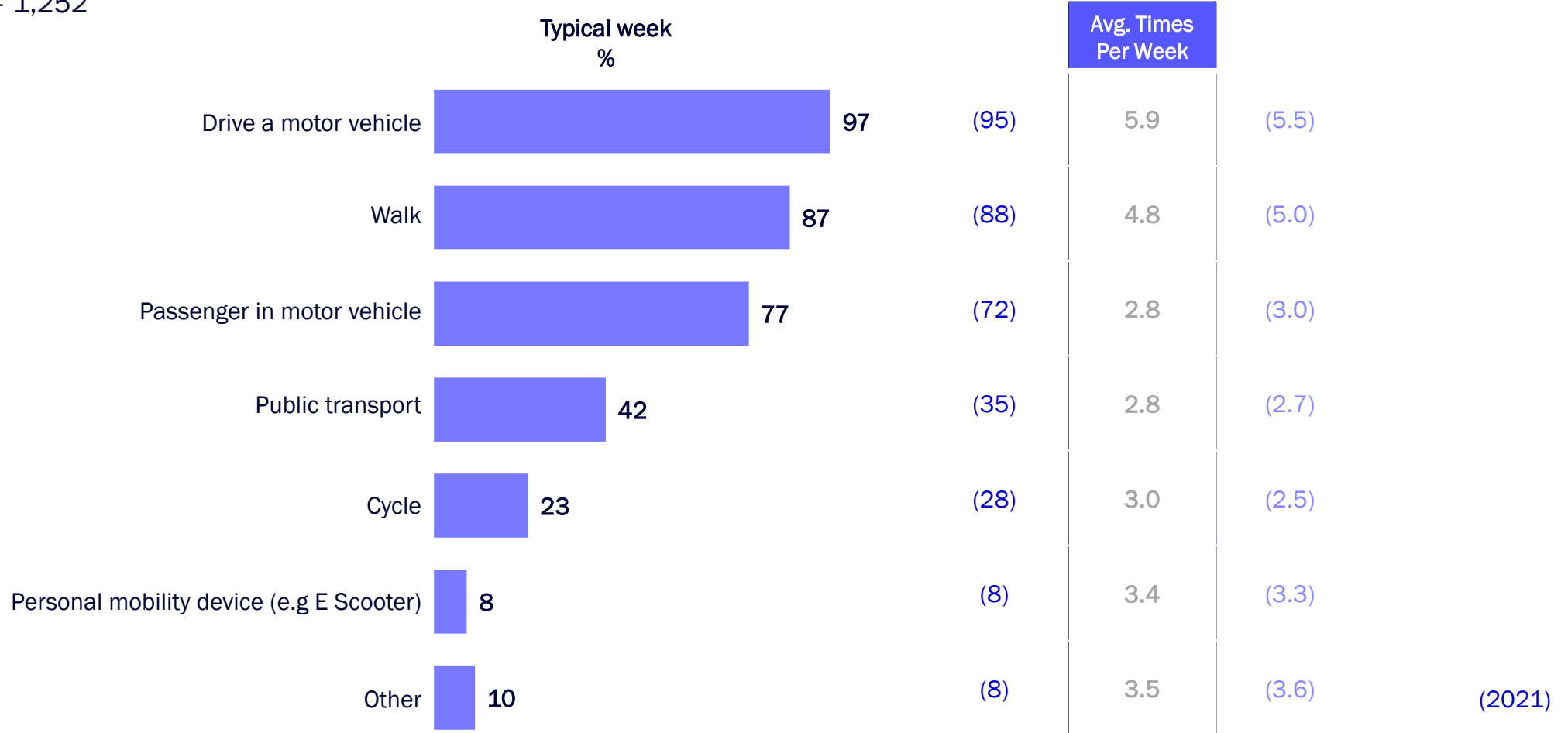


Travel Characteristics

Travel Patterns:

Frequency of use (Weekly+)

Base: All Motorists N - 1,252

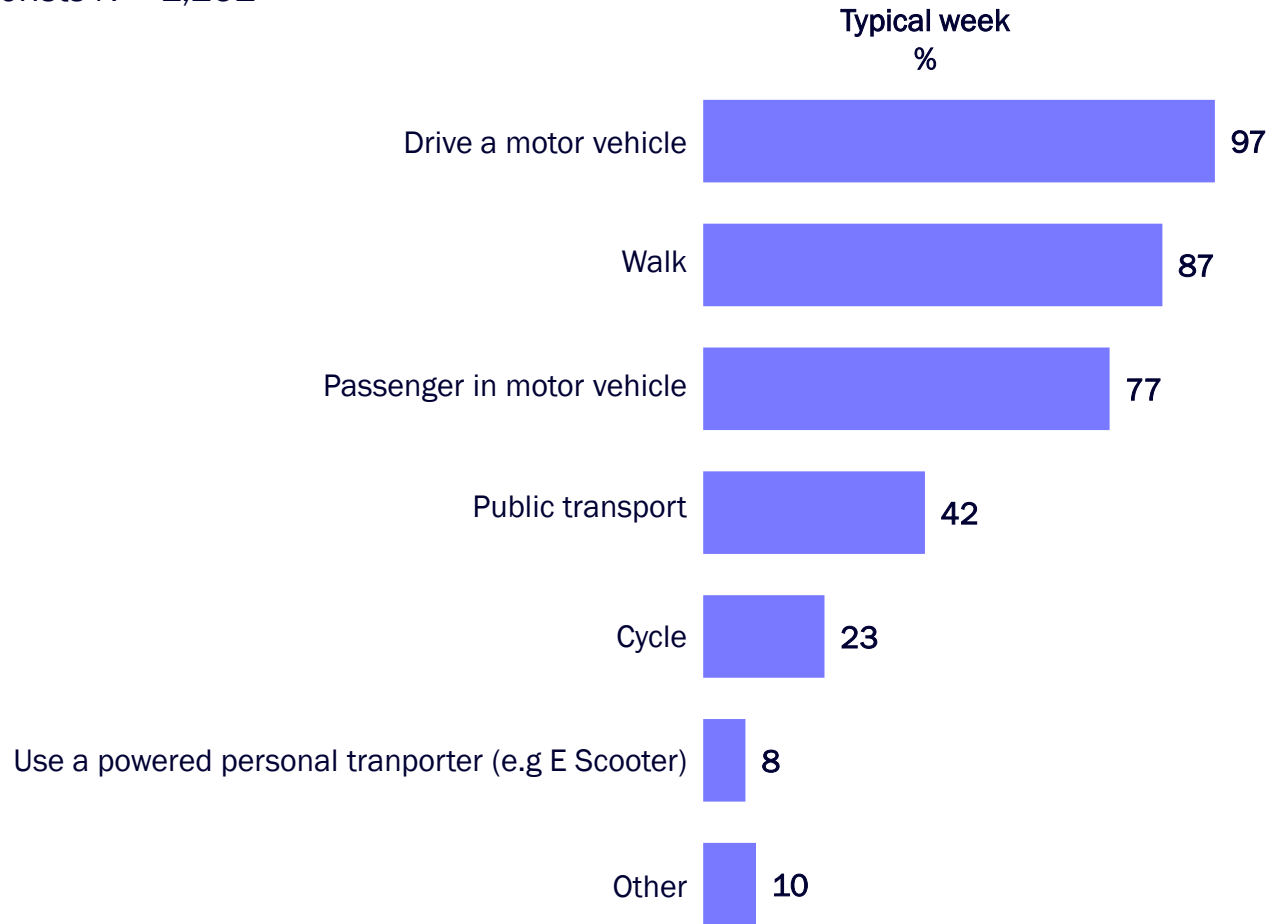


42% of motorists also use public transport on a weekly basis, and 1 in 4 cycle; near 1 in 10 also use a personal mobility device'.

Travel Patterns:

Frequency of use (Weekly+)

Base: All Motorists N - 1,252



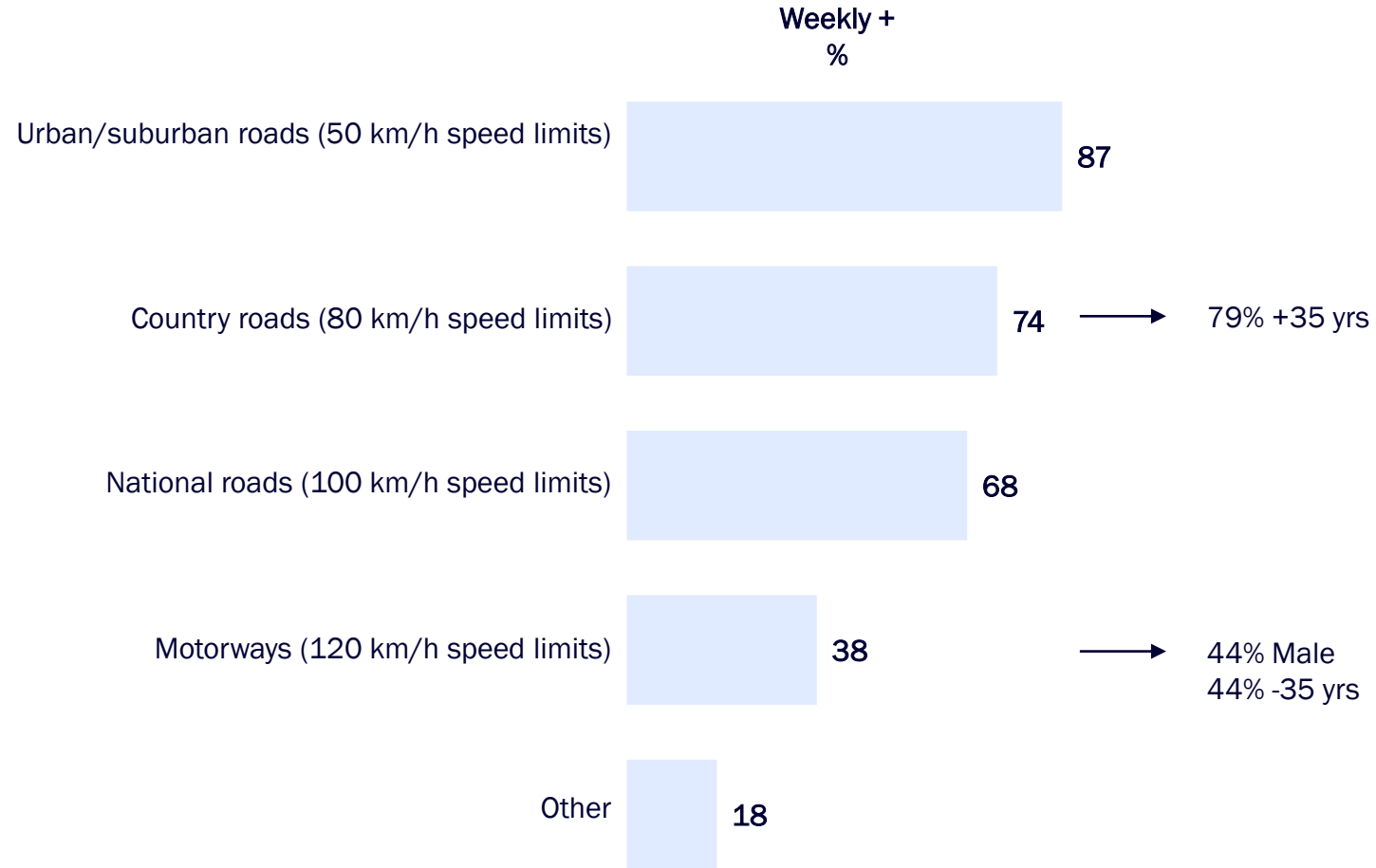
Age		Region	
-35yrs (344)	+35yrs (908)	Dublin (359)	Ex Dublin (893)
96	98	96	98
93	85	93	85
86	74	78	77
63	35	74	31
38	18	34	19
21	3	12	6
21	6	16	8

Motorists under 35 years and those living in Dublin are much more likely to use other types of transport in addition to driving.

Type of Road:

Frequency of use (Weekly+)

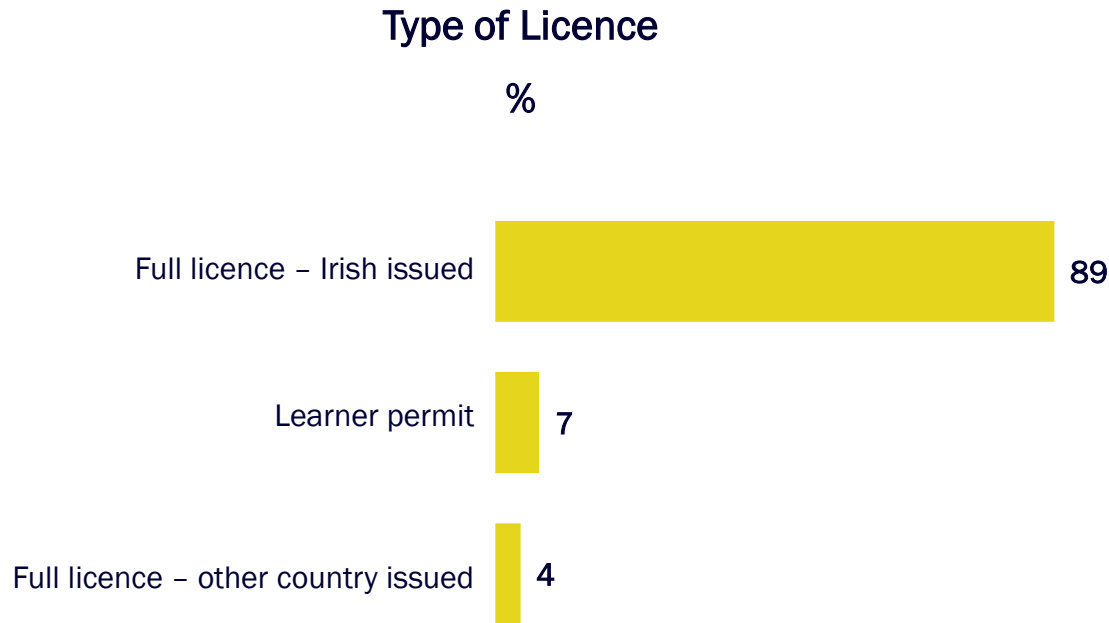
Base: All Motorists N - 1,252



74% drive on country roads on a weekly+ basis and they are more likely to be 35+ years. 38% drive on motorways on a weekly+ basis and this incidence increases among young motorists & males.

Driving Licences

Base: All Motorists N – 1,252



Length of holding licence

	%
Under 2 years	8
2 – 5 years	10
6 – 10 years	11
11 – 20 years	27
21 – 30 years	19
31+ years	25

C. 30% of motorists have been driving for ten years or less.

Q.2b Is it a learner permit, or a full licence issued in Ireland or in another country?
Q.2c How long have you held this licence?



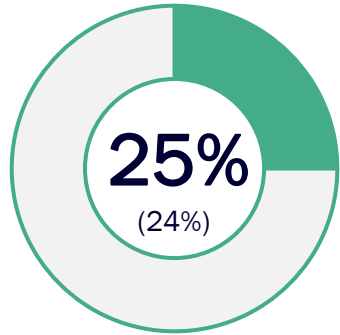


Work & Driving

Sample Profile of those Driving for Work

Base: All Motorists N – 1,252

Driving for Work



(2021)

		All Motorists	Driving for work
		1,252	304
		%	%
Gender	Male	51	66
	Female	49	34
Age	-24 years	7	12
	25-34 years	20	27
	35-49 years	34	34
	50-64 years	24	20
	65+ years	15	7
Social Class	ABC1	53	64
	C2DE	47	36

		All Motorists	Driving for work
		1,252	304
		%	%
Region	Dublin	27	26
	Leinster	29	29
	Munster	25	25
	Conn/Ulster	19	21
Area	Urban	60	63
	Rural	40	37

1 in 4 of all motorists drive for work and they are disproportionately young, male and ABC1.

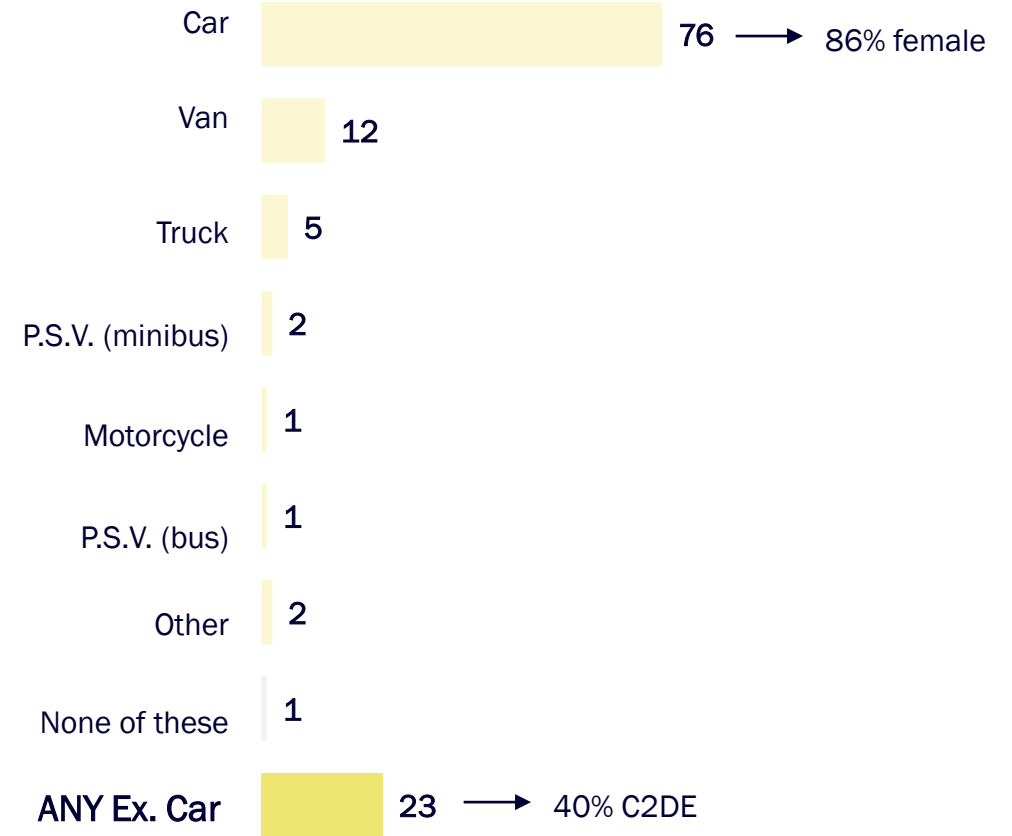
Reason and Type of Vehicle Used for Work

Base: Drive for work N – 304

Use a vehicle for work for...
%



Type of motor vehicle used
%



45% of those who drive for work do so for reasons other than transporting themselves.



*(e.g., visiting patients, salesperson,...)

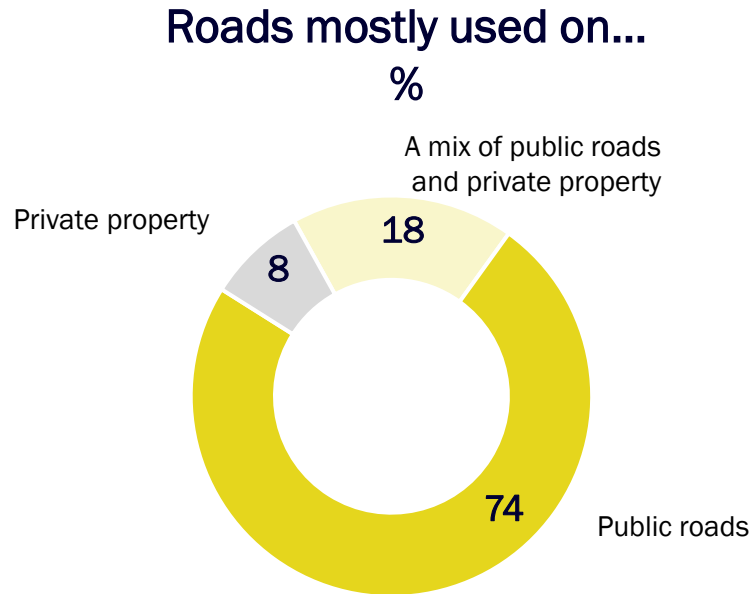
**I use vehicles as part of my job (e.g., drive construction vehicles, drive agricultural vehicles,...)

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

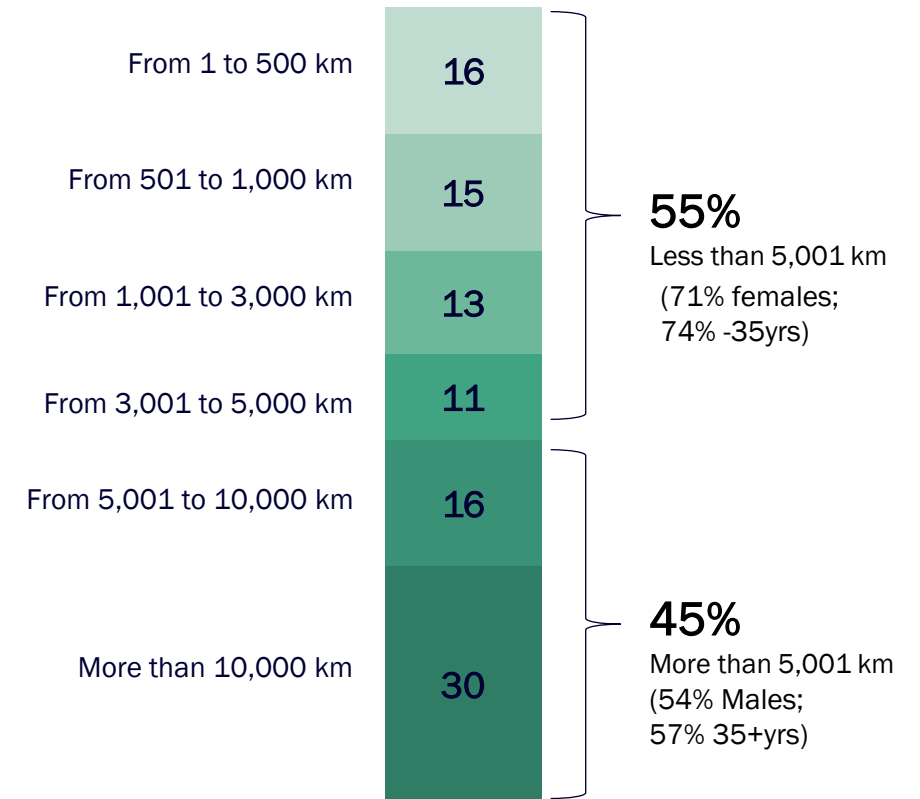
Base: Drive for work N – 304

Kilometers driven on public roads (past 12 months)

Base: All driving for work on public roads N – 277



92%
(ref. Public roads)



Almost all (92%) motorists who drive for work use public roads and 45% drove 5,001+ km in the last 12 months.

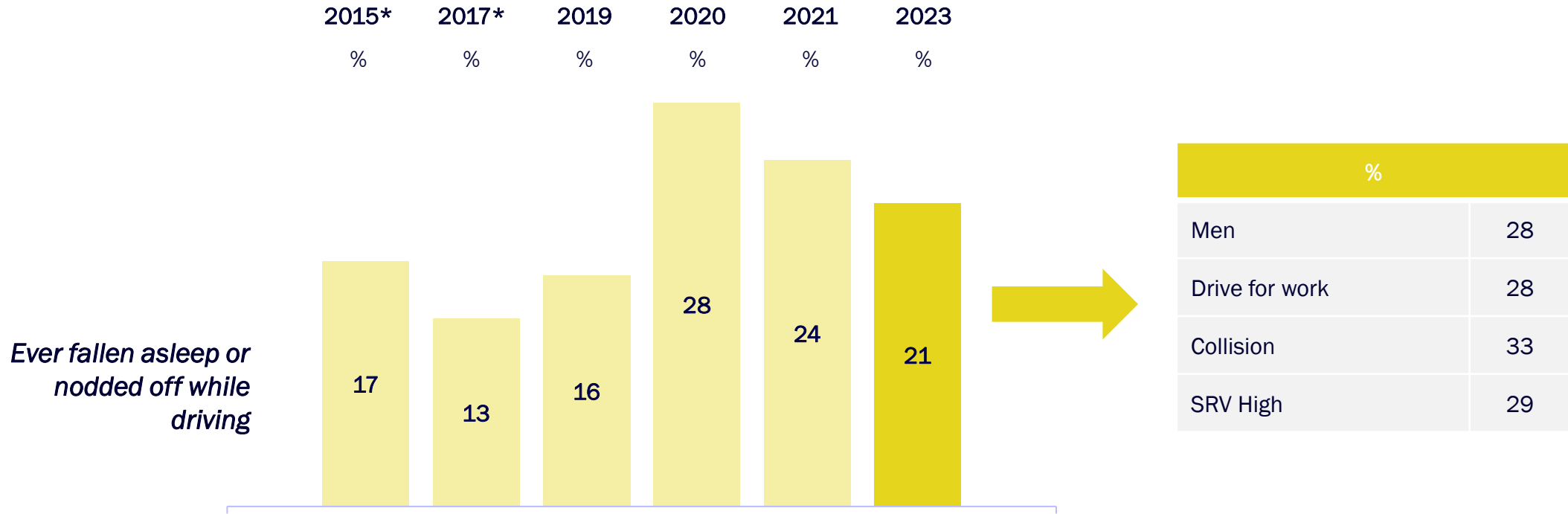


Q.3d Is your use of a vehicle for work, outside of commuting, mostly on..?

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?

Driving Fatigue

Base: All Motorists N-1,252



The incidence of motorists who indicate they have fallen asleep or nodded off ('even if only for a brief moment') has declined again while remaining above the pre Covid level. The incidence of 'ever fallen asleep or nodded off' does rise to 1 in 3 among those who had a collision and 29% among the SRV High group.

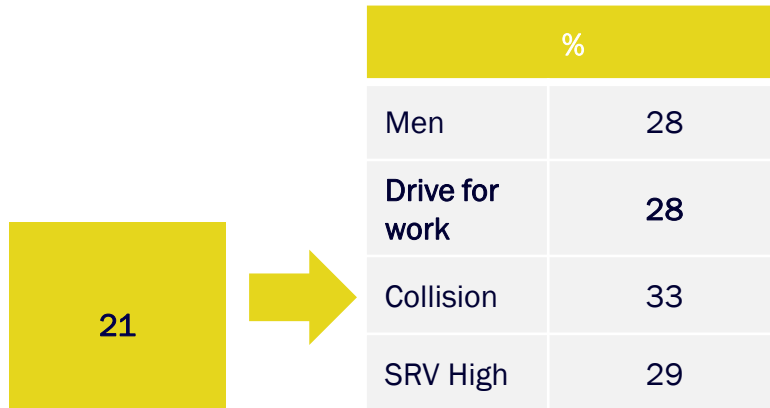
Driving Fatigue: All Motorists vs Those Driving for Work

Base: All Motorists n – 1,252

Ever Fallen Asleep While Driving 2023

%

Base: All Motorists n – 1,252



Ever fallen asleep or nodded off while driving for work

%

Base: All Motorists who drive a vehicle for work n – 301



11% among those driving less than 5,000 km for work
15% among those driving more than 5,001 km for work

Incidence of falling asleep while driving is lower 'while driving for work'.



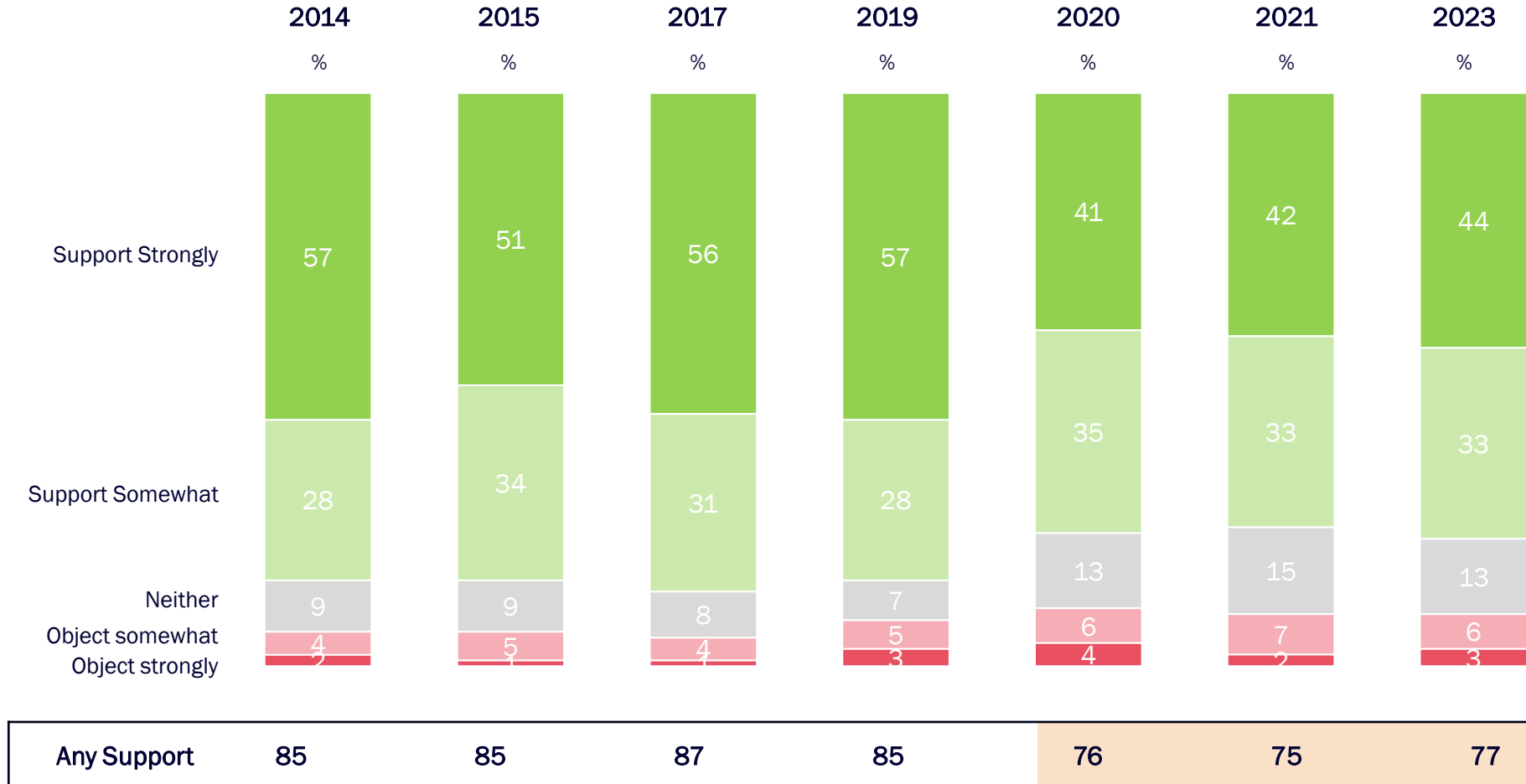


Road Traffic Legislation



Support for Safety Cameras

Base: All Motorists

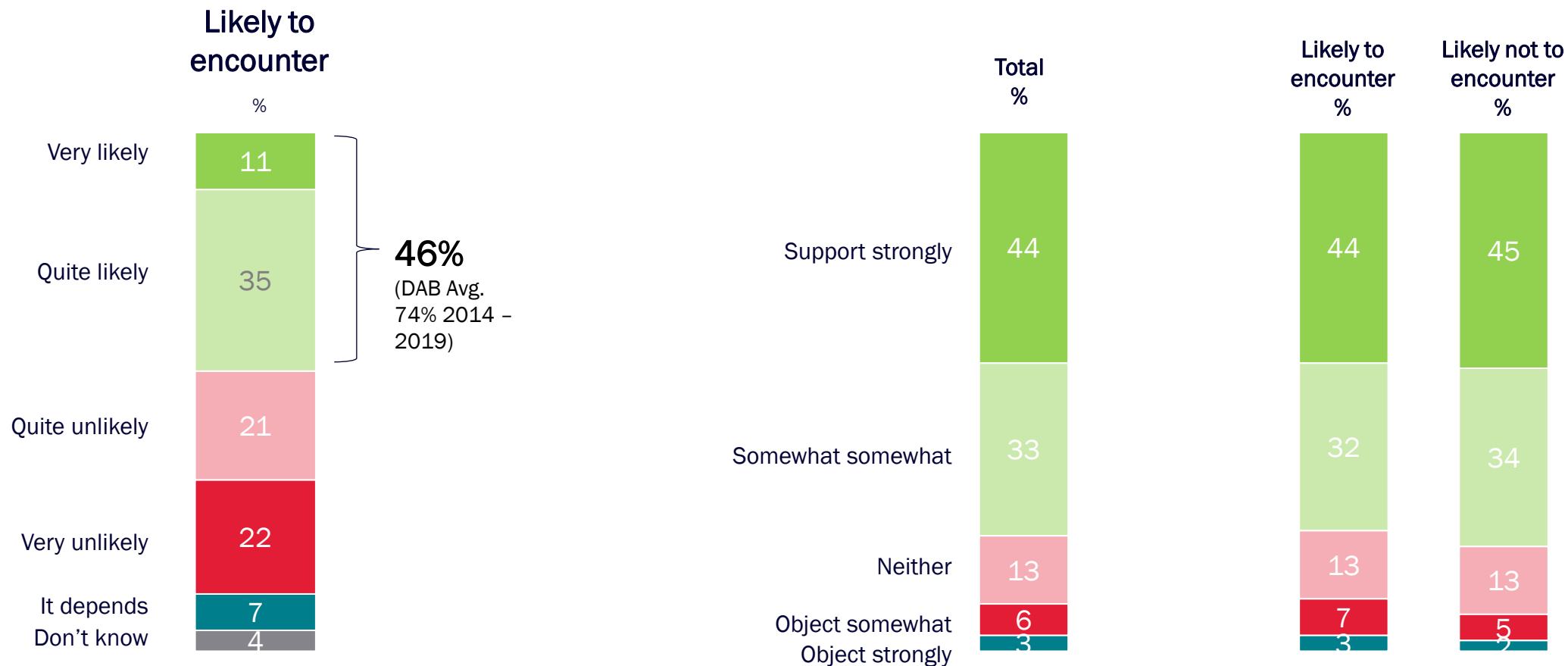


Strong support for Safety Cameras remains at a level below that evident pre Covid in 2019; the level of any objection is however again below 10% of all motorists.

Likelihood to Encounter a Speed Check by a Safety Camera (Typical Week)

Base: All Motorists N - 1,252

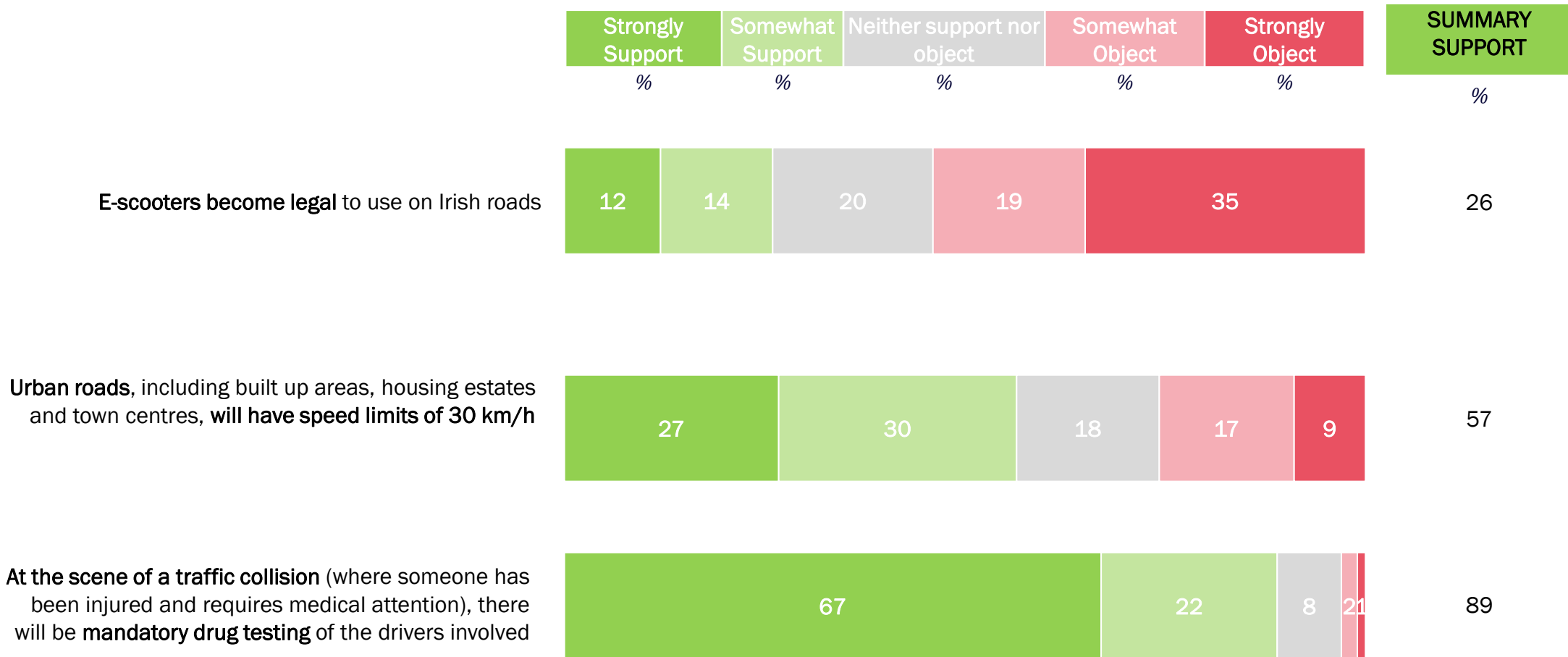
Support for Safety cameras



46% of motorists consider it likely they will encounter a safety camera in a typical week, significantly down on the pre COVID average. Interestingly support for safety cameras does not vary by likelihood of encountering cameras.

Support Towards Changes to Road Traffic Legislation & Regulations

Base: All Motorists N – 1,252



A mandatory drug testing of the drivers involved in a traffic collision registered a very high support with almost 9 in 10 supporting this change. Almost 3 in 5 also supports the introduction a of 30 km/h speed limit, while e-scooters becoming legal to use on Irish roads received a significant lower support.



Support Towards Changes to Road Traffic Legislation & Regulations

Base: All Motorists N – 1,252

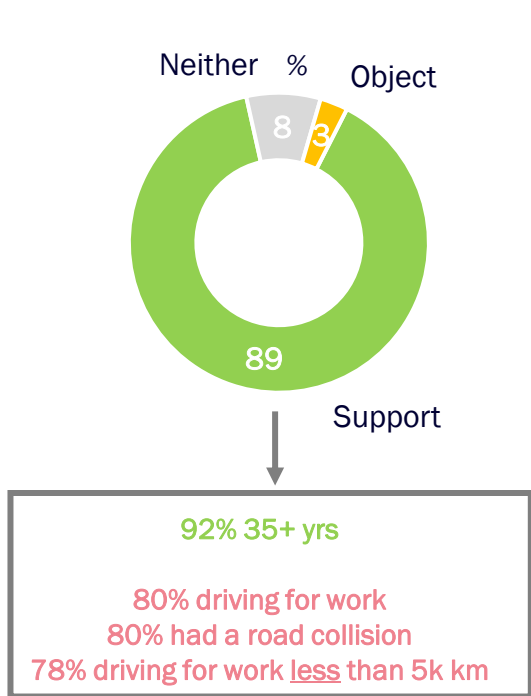
Summary Support	Total	Age			Social Class		Region		Area	
		-35	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Urban	Rural
	1252	344	542	366	691	561	359	893	910	342
	%	%	%	%	%	%	%	%	%	%
E-scooters become legal to use on Irish roads	26	35	24	19	27	24	32	23	30	18
Urban roads, including built up areas, housing estates and town centres, will have speed limits of 30 km/h	57	54	58	57	55	58	52	58	56	58
At the scene of a traffic collision (where someone has been injured and requires medical attention), there will be mandatory drug testing of the drivers involved	89	78	91	95	86	91	87	89	86	92

Support for e-scooters while modest at the national level is significantly higher among young motorists, in Dublin and urban areas. The support for 30km speed limits is strikingly consistent in demographic terms.

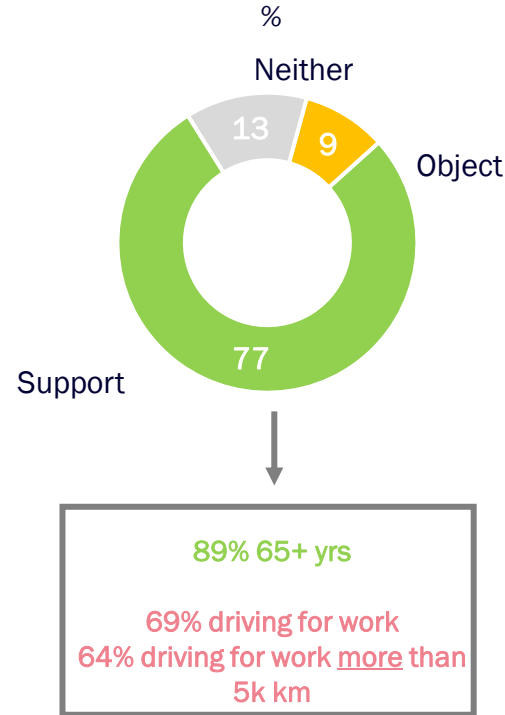
Summary: Support Towards Road Traffic Legislations

Base: All Motorists N – 1,252

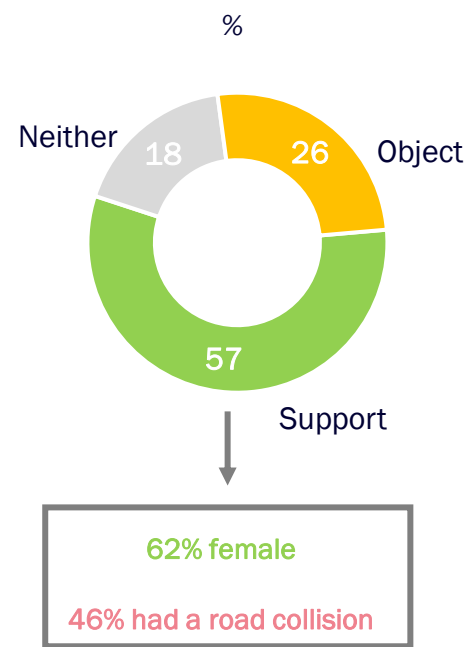
Mandatory drug testing in a road collision



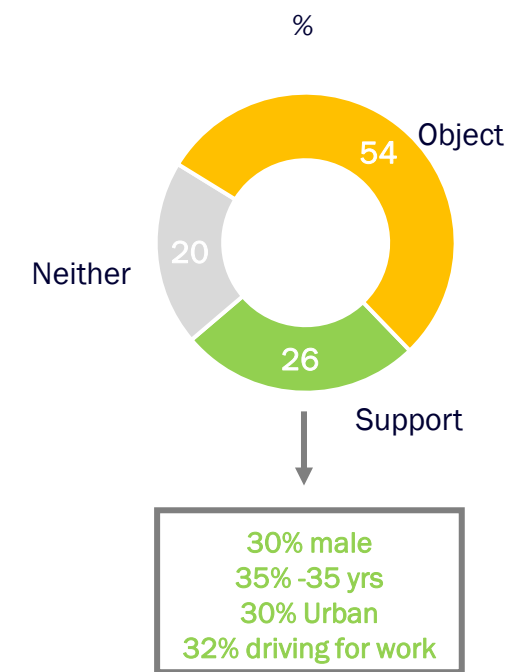
Safety Cameras



30km/h speed limit on rural roads



E-scooters legal on Irish Roads



Overall, support for mandatory drug testing well exceeds that for safety cameras or the proposed legislation on speed limits or e-scooters. Those driving for work report lower support for safety measures like mandatory drug testing in case of road collision and safety cameras.



Seatbelts

Frequency of Seatbelt Usage 2023

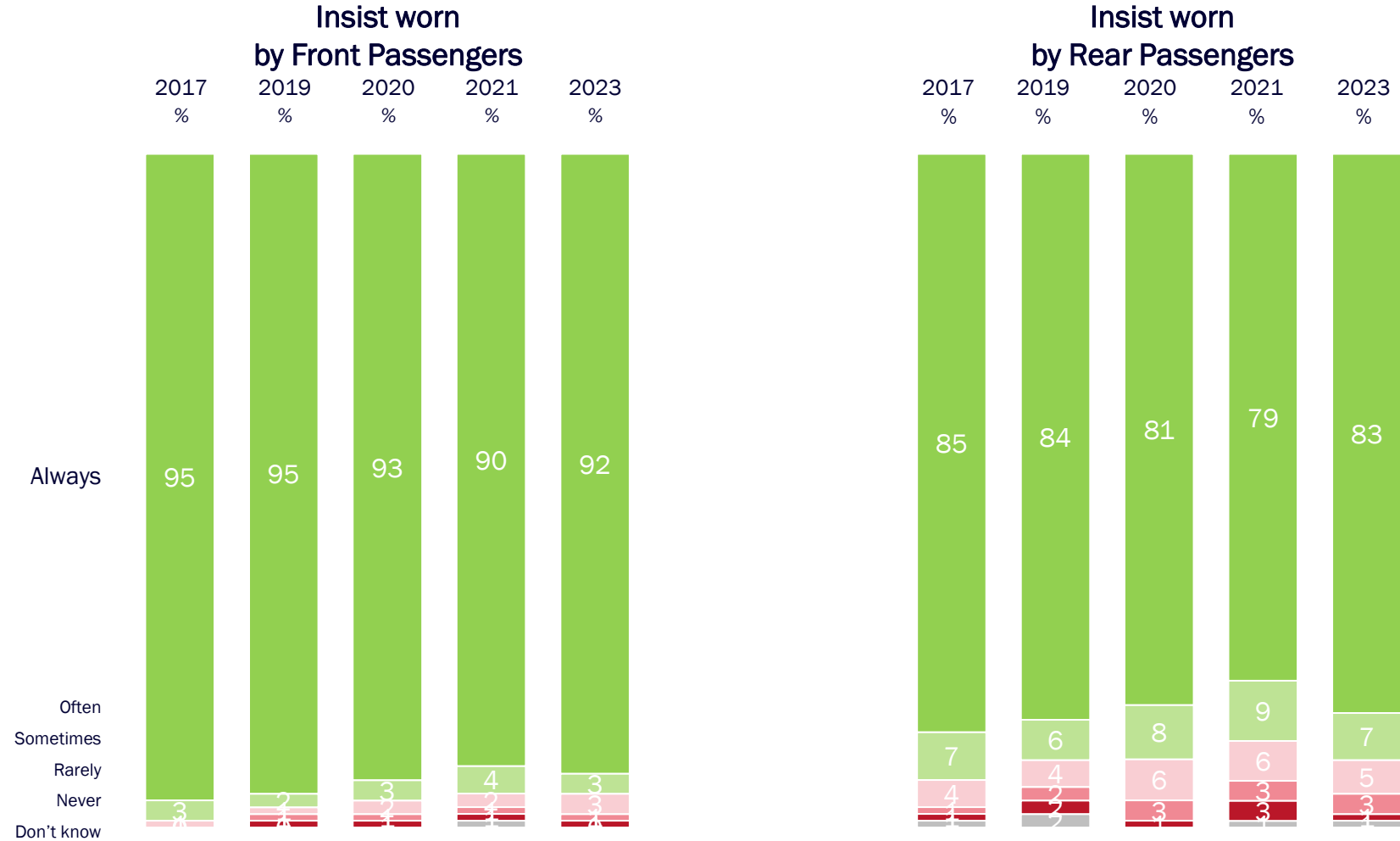
Base: All Motorists N – 1,252

	Seat Belt Wearing when...		
	Driver	Front passenger	Rear passenger
	%	%	%
Always	97	96	84
Often	1	2	6
Sometimes	1	1	5
Rarely	1	1	3
Never	0	0	1
Not applicable	0	0	1

15% of rear passengers do not 'always' wear a seatbelt.

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

Base: All Motorists n - 1,252

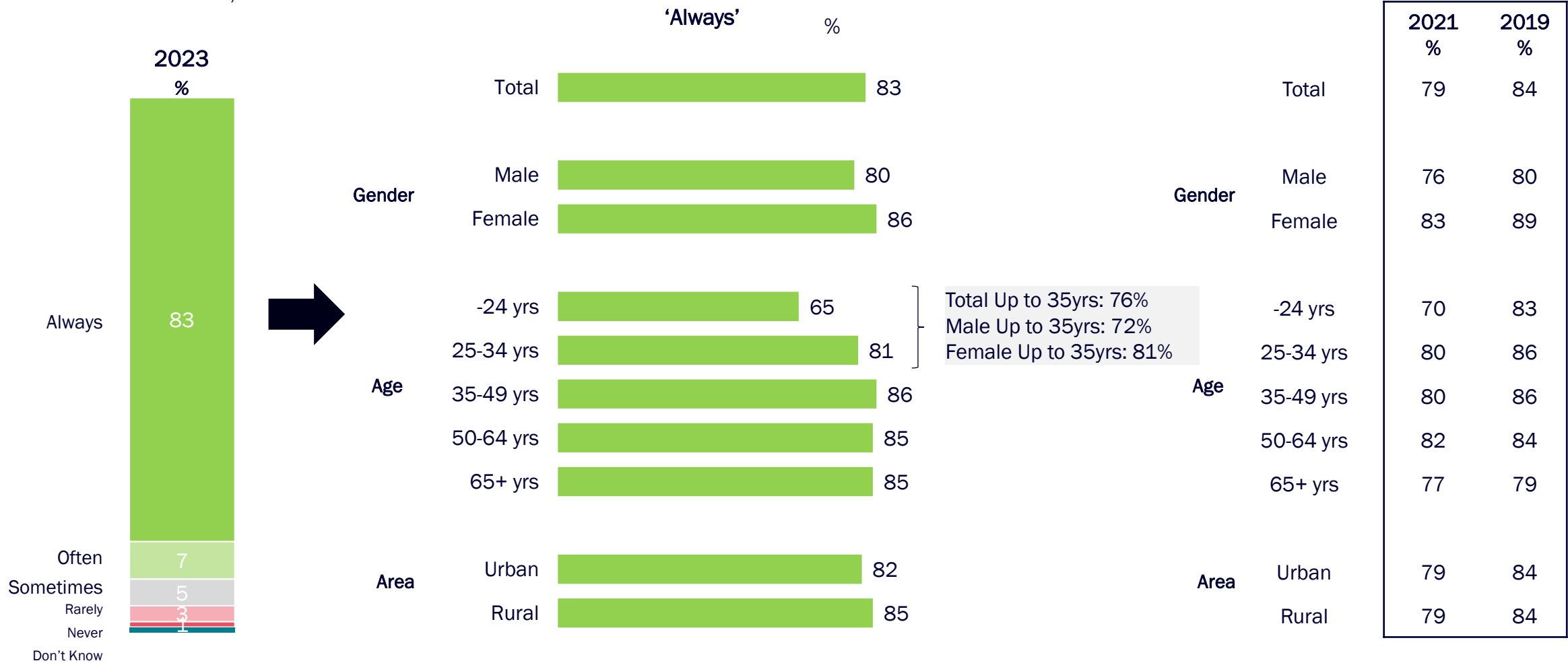


Year on year increase in those insisting seat belts are worn for rear passengers (yet, 17% of motorists do not 'always' insist seat belts are worn by rear passengers).



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

Base: All Motorists n – 1,252



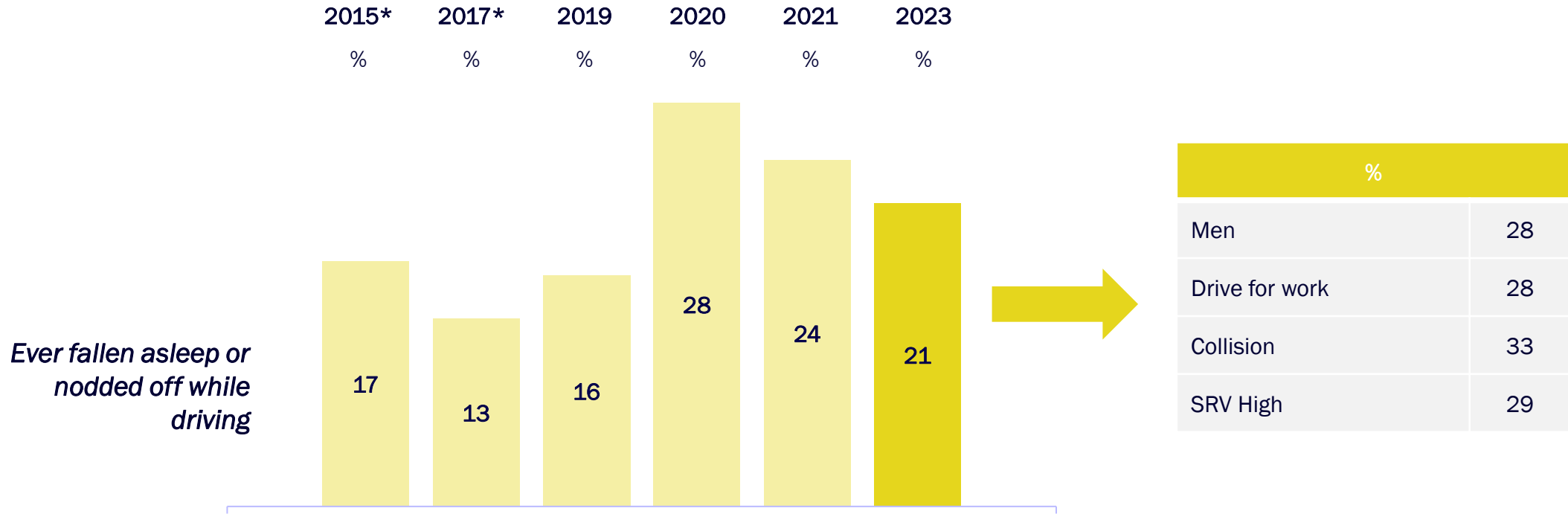
83% of motorists always insist seatbelts are worn by rear passengers (this incidence is weaker among younger motorists).



Fatigue

Driving Fatigue

Base: All Motorists N-1,252



The incidence of motorists who indicate they have fallen asleep or nodded off ('even if only for a brief moment') has declined again while remaining above the pre Covid level. The incidence of 'ever fallen asleep or nodded off' does rise to 1 in 3 among those who had a collision and 29% among the SRV High group.

Driving Fatigue: All Motorists vs Those Driving for Work

Base: All Motorists n – 1,252

Ever Fallen Asleep While Driving 2023

%

Base: All Motorists n – 1,252



Ever fallen asleep or nodded off while driving for work

%

Base: All Motorists who drive a vehicle for work n – 301



11% among those driving less than 5,000 km for work

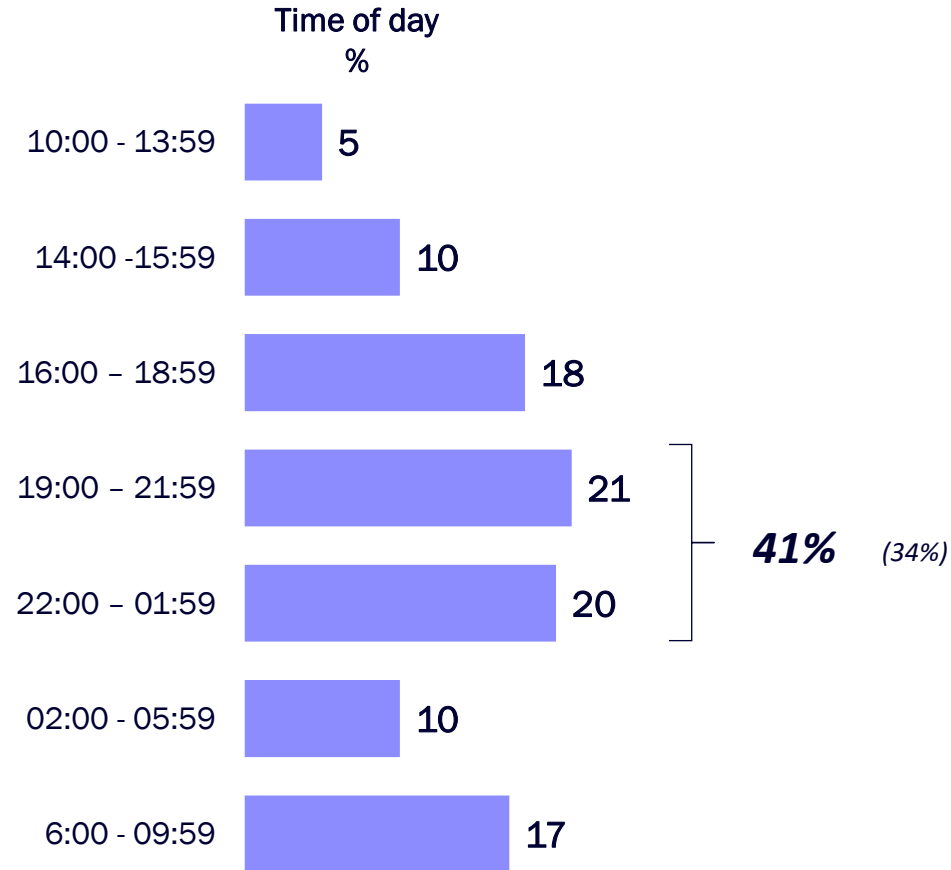
15% among those driving more than 5,001 km for work

Incidence of falling asleep while driving is lower 'while driving for work'.



Time of day – *'last time you fell asleep or nodded off while driving'*

Base: ever fallen asleep while driving n – 265 (21%)



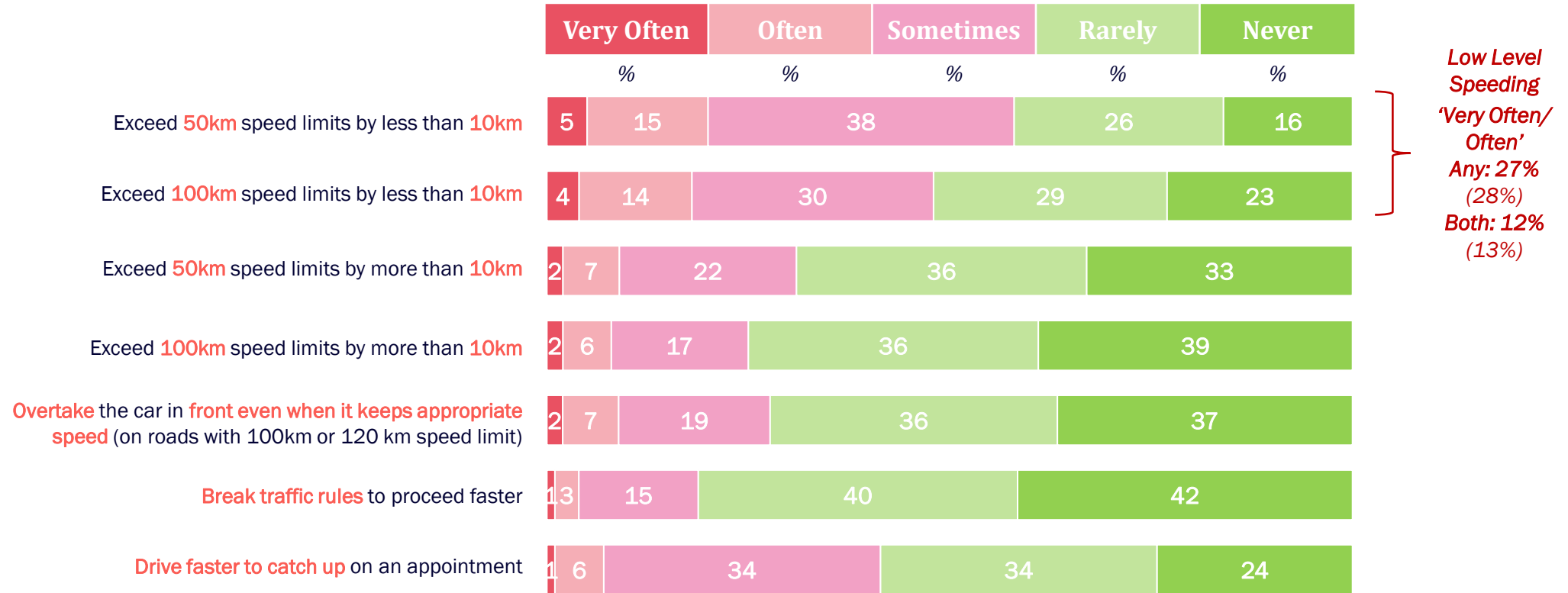
The instances of falling asleep while driving increase throughout the day with over 40% occurring between 7:00 PM and 2:00 AM.



Speeding

Speeding & Rule Violation 2023

Base: All Motorists n – 1,252



(2021)

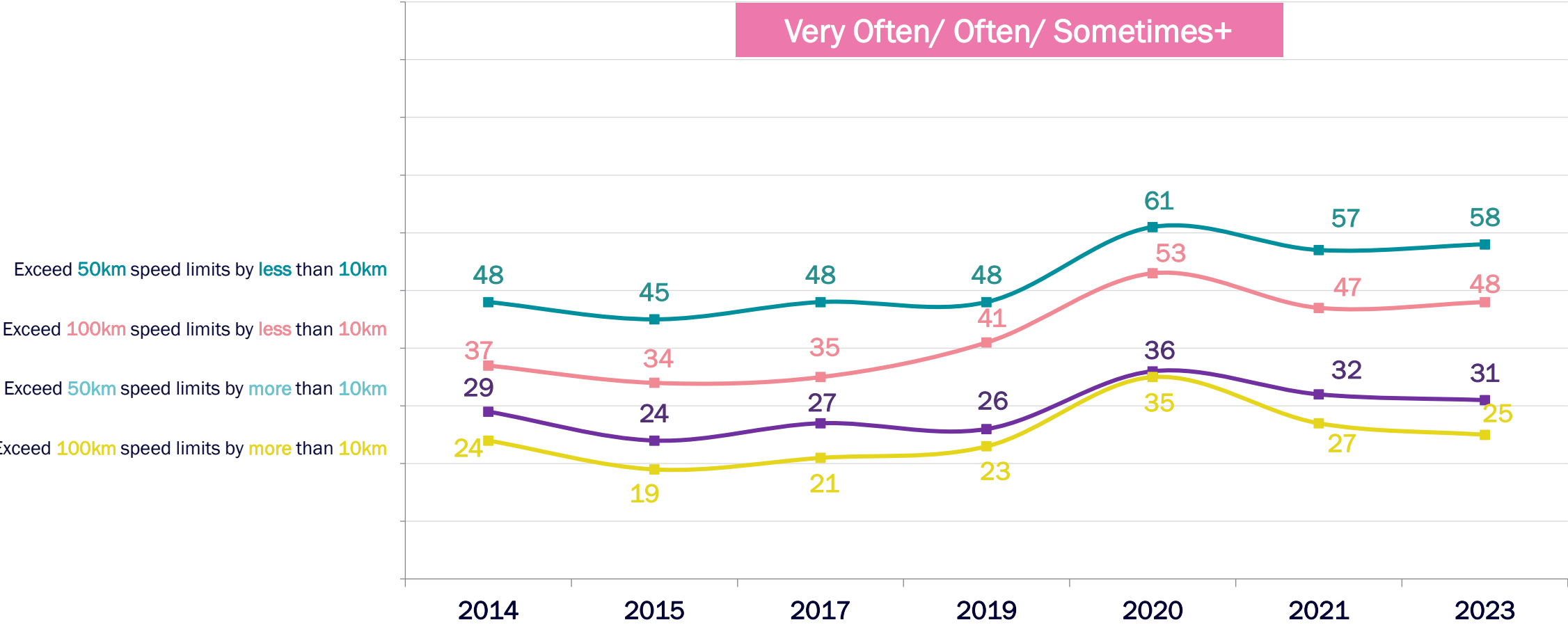
27% of motorists regularly (very often/often) engage in low level - similar incidence to 2021.



Speeding & Rule Violation: 2014-2023

Base: All Motorists

Very Often/ Often/ Sometimes+

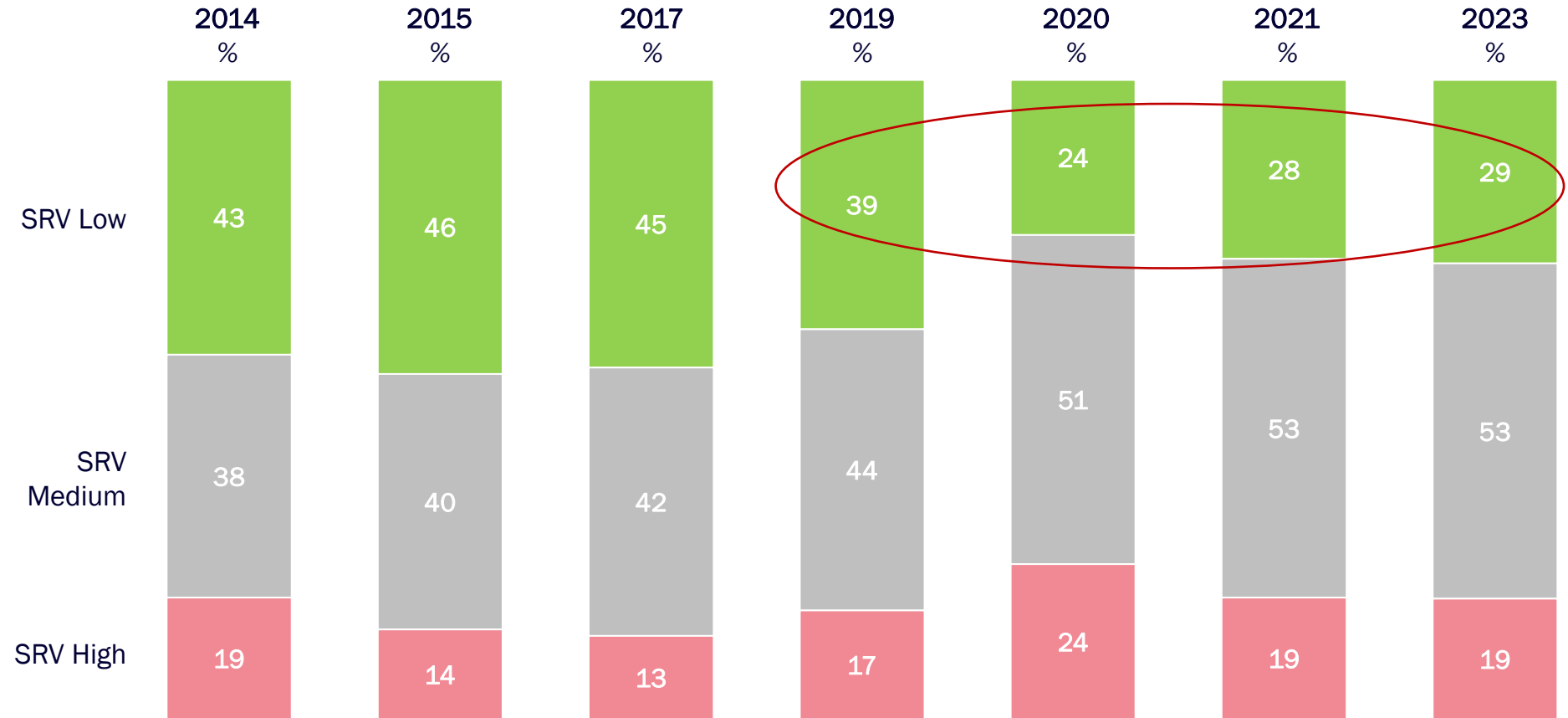


This year's data further confirms the national rise in the incidence of speeding post covid.

Speeding & Rule Violation: Composite Score

(Low/Medium/High)

Base: All Motorists



The change in speeding behaviour since 2019 is illustrated by the sharp decline in the SRV low group (from 39% in 2019 to 29% in 2023).

Speeding & Rule Violation 2023: *Composite Score*

Base: All Motorists N-1,252

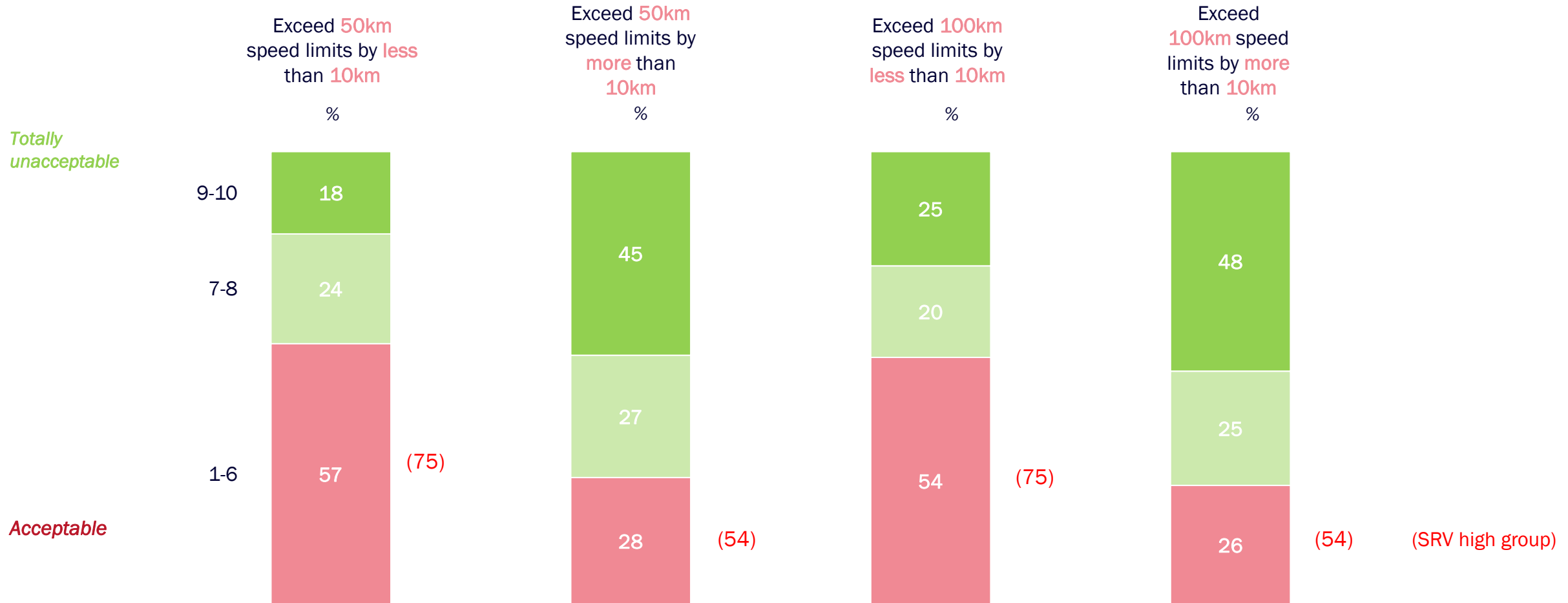
	Total	Gender		Age				Social Class		Region		Drive for work	
		Male	Female	-35	35-49	50-64	65+	ABC1F	C2DE	Dublin	Ex Dublin	Yes	No
Base:	1252	620	629	344	416	307	185	691	561	359	893	304	948
	%	%	%	%	%	%	%	%	%	%	%	%	%
SRV Low	29	24	34	22	24	34	43	23	35	27	29	19	32
SRV Medium	53	55	51	51	55	54	48	56	49	55	52	49	54
SRV High	19	22	16	27	21	12	9	21	15	19	19	32	14

Those driving less than 5,001km for work more likely to be SRV High (34%).

The SRV High Group significantly peaks among those under 35 years and those who 'drive for work'.

What Level of Speeding is Acceptable?

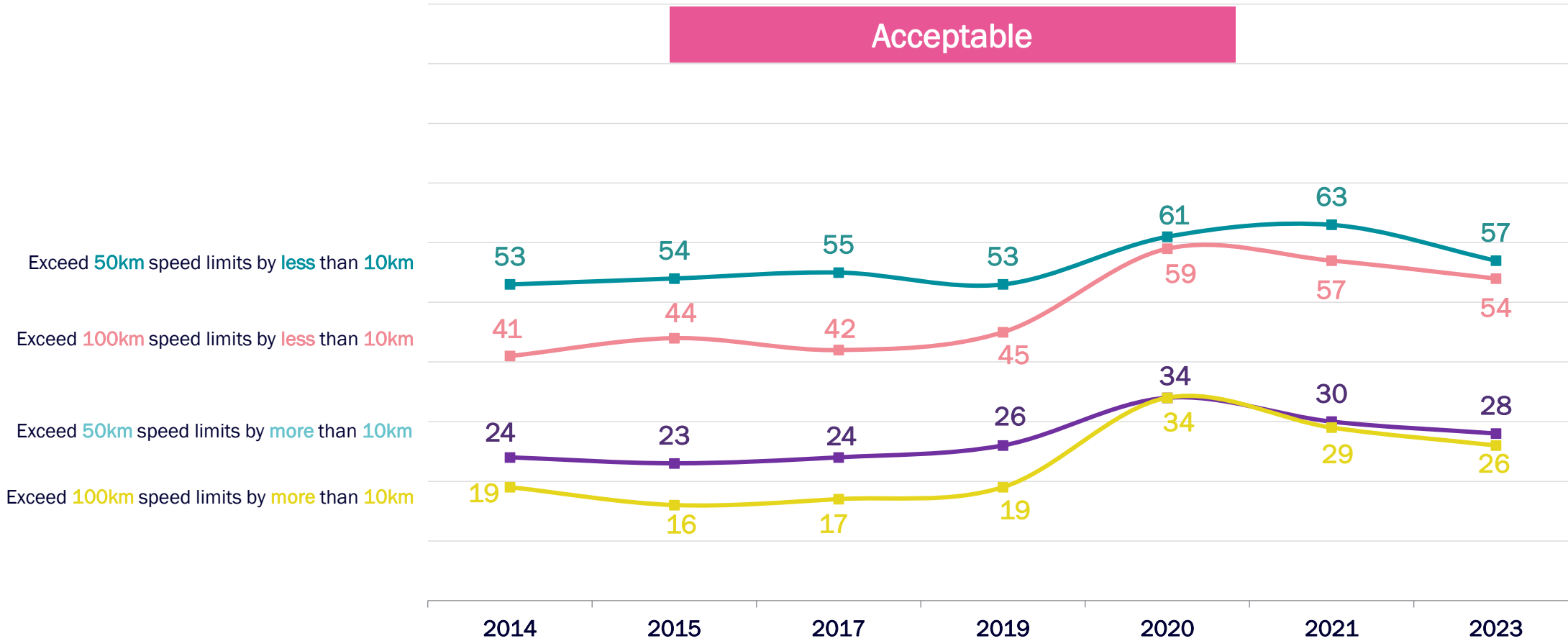
Base: All Motorists N-1,252



Acceptance of exceeding speed limits is informed by the amount of km/h limits exceeded rather than the speed limits themselves - exceeding speed limits by less than 10 km/h is considered similarly acceptable for 50 and 100km/h speed limits. The SRV high group consistently considers speeding more 'acceptable'.

What Level of Speeding is Acceptable?

Base: All Motorists N-1,241

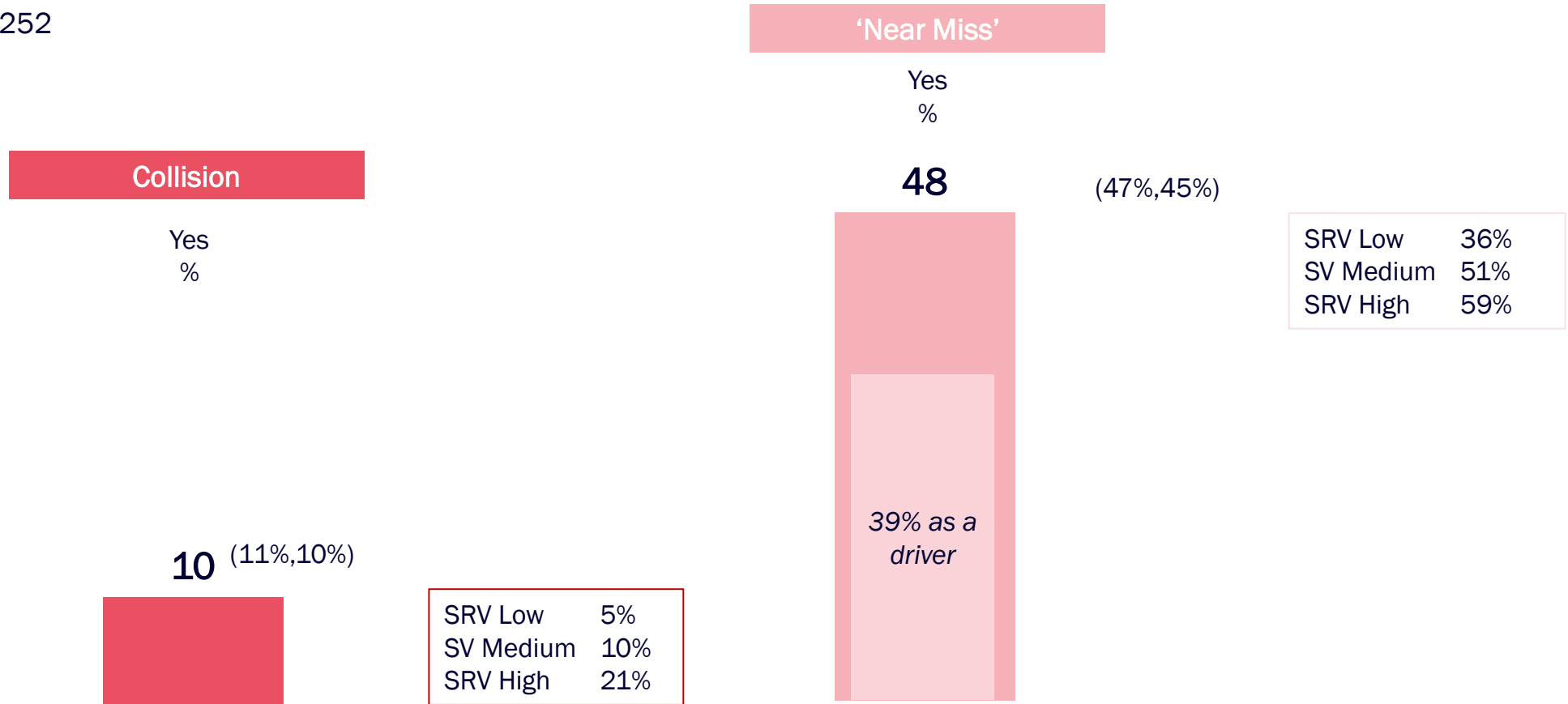


The acceptance of low-level speeding has declined since 2021; however, the perceived acceptability of both high- and low-level speeding remains above the pre COVID levels.

Collisions & Near Accidents

(Past 5 Years)

Base: All Motorists N-1,252

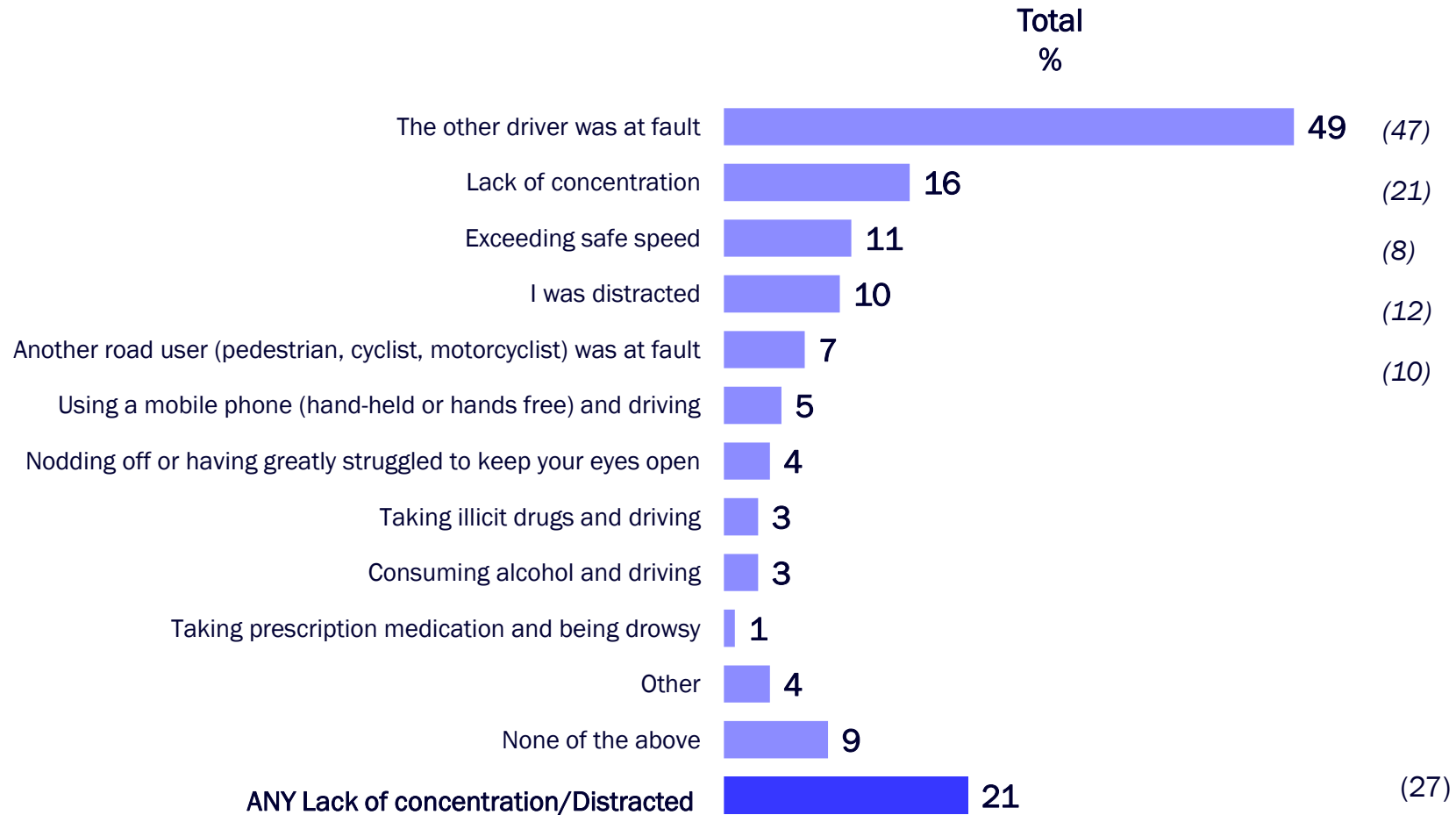


(2021,2020 survey)

10% of motorists have had a road collision in the past 5 years and 48% a 'near miss' and these incidences are very consistent with previous years. (79% of those who have had a collision have also been involved in a 'near miss').

Reasons for Collision

Base: involved in a collision past 5 years N – 126 (10%)



Almost half of those who had collision report that the ‘other driver was at fault’. There has been a decline in those who report a lack of concentration or distraction as the reason for a collision in comparison to 2021.

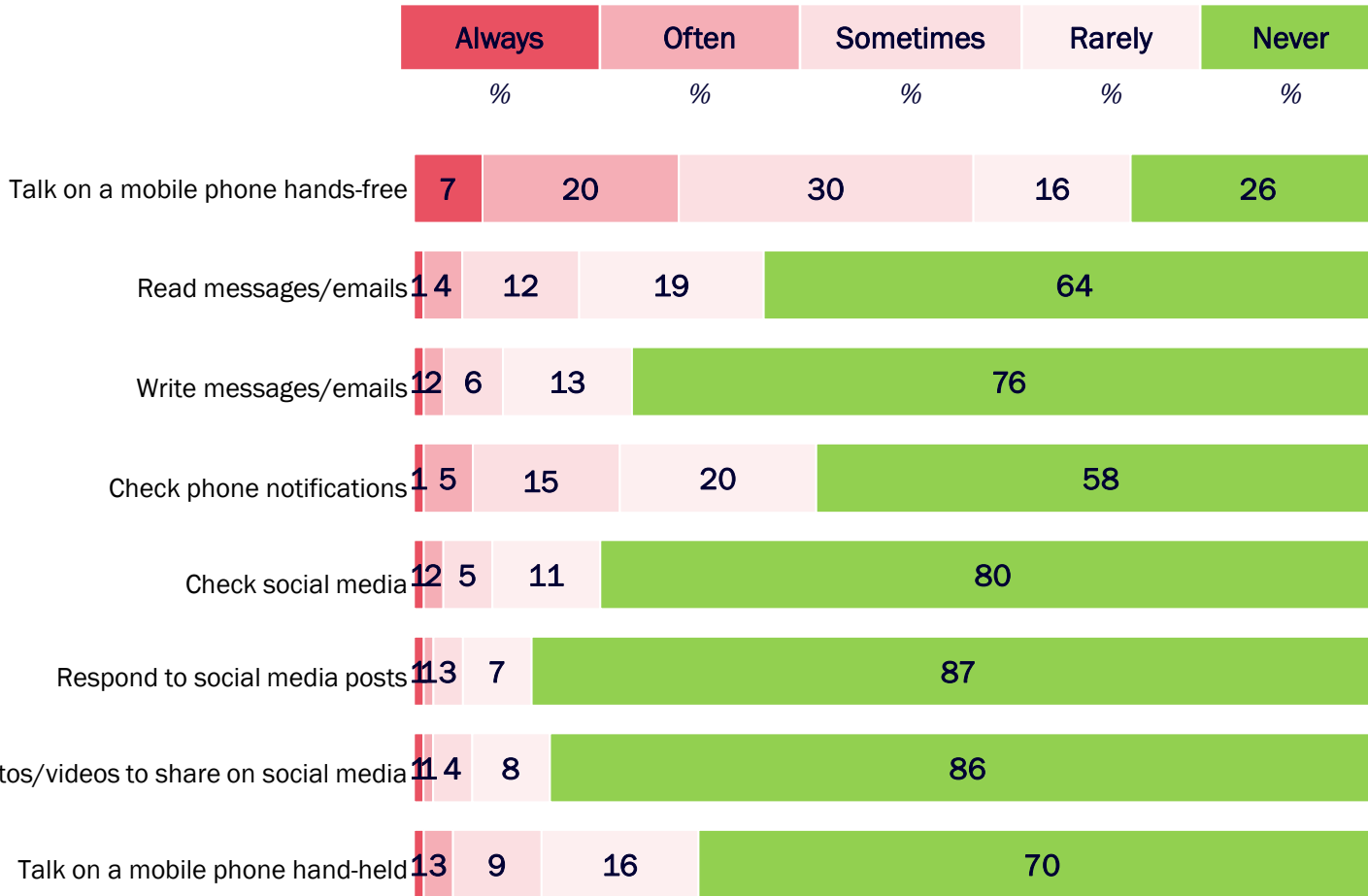
(2021 survey)



Mobile behaviour

Mobile Phone Behaviour in Car 2023: Actions

Base: All Motorists n – 1,252



	Any Often/Always	Any Often/Always	Any Sometimes/Often/Always	Any Sometimes/Often/Always
	2023	2021	2023	2021
	%	%	%	%
Talk on a mobile phone hands-free	27	NA	57	N/A
Read messages/emails	4	9	16	19
Write messages/emails	3	6	9	13
Check phone notifications	6	10	21	23
Check social media	3	5	8	12
Respond to social media posts	2	4	6	9
Take photos/videos to share on social media	2	4	6	7
Talk on a mobile phone hand-held	4	NA	13	N/A

Mobile Danger Group
9%
(14% in '21)

In car mobile phone behaviors have to declined encouragingly across multiple criteria since 2021. The incidence of the 'Danger Group' has reduced to less than 1 in 10 this year.

Mobile Phone Behaviour in Car 2023: Actions

Often/Always

Base: All Motorists n – 1,252

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
	1252	620	629	344	416	307	185	691	561	359	893	910	342	304	948
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Check phone notifications	6	7	4	11	7	1	3	7	4	4	7	7	4	13	4
Read messages/emails	4	6	2	7	4	1	2	4	4	4	4	6	2	10	2
Write messages/emails	3	4	1	6	3	0	1	4	2	3	3	5	0	9	1
Check social media	3	4	2	7	2	-	3	4	3	3	3	4	1	9	1
Respond to social media posts	2	3	1	5	2	0	-	3	1	3	2	3	0	8	0
Take photos/videos to share on social media	2	3	1	6	1	0	-	3	2	4	2	3	0	7	1
Danger group	9	11	7	17	10	3	5	11	8	9	9	12	6	22	5

While the Mobile Phone 'Danger Group' has declined to 9% in 2023, it continues to peak significantly among younger motorists and among those who drive for work.



Mobile Phone Behaviour in Car 2023: Actions

Sometimes/ Often/Always

Base: All Motorists n – 1,252

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
	1252	620	629	344	416	307	185	691	561	359	893	910	342	304	948
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Check phone notifications	21	23	18	32	25	11	7	27	14	22	21	22	19	34	17
Read messages/emails	16	17	14	27	18	7	4	19	11	17	15	17	14	29	11
Write messages/emails	9	11	8	18	10	4	2	12	6	11	9	11	6	22	5
Check social media	8	10	6	16	7	3	4	9	6	8	8	9	6	17	5
Respond to social media posts	6	8	3	13	5	2	1	7	4	6	5	6	2	15	3
Take photos/videos to share on social media	6	7	4	13	5	2	1	7	4	7	5	6	3	16	4
ANY Check Apps*	25	27	23	40	29	12	9	31	18	28	24	27	21	41	20
ANY Text**	11	14	8	22	11	5	3	15	7	12	11	14	7	27	6

40% of those under 35 years check apps at last sometimes while driving a car.

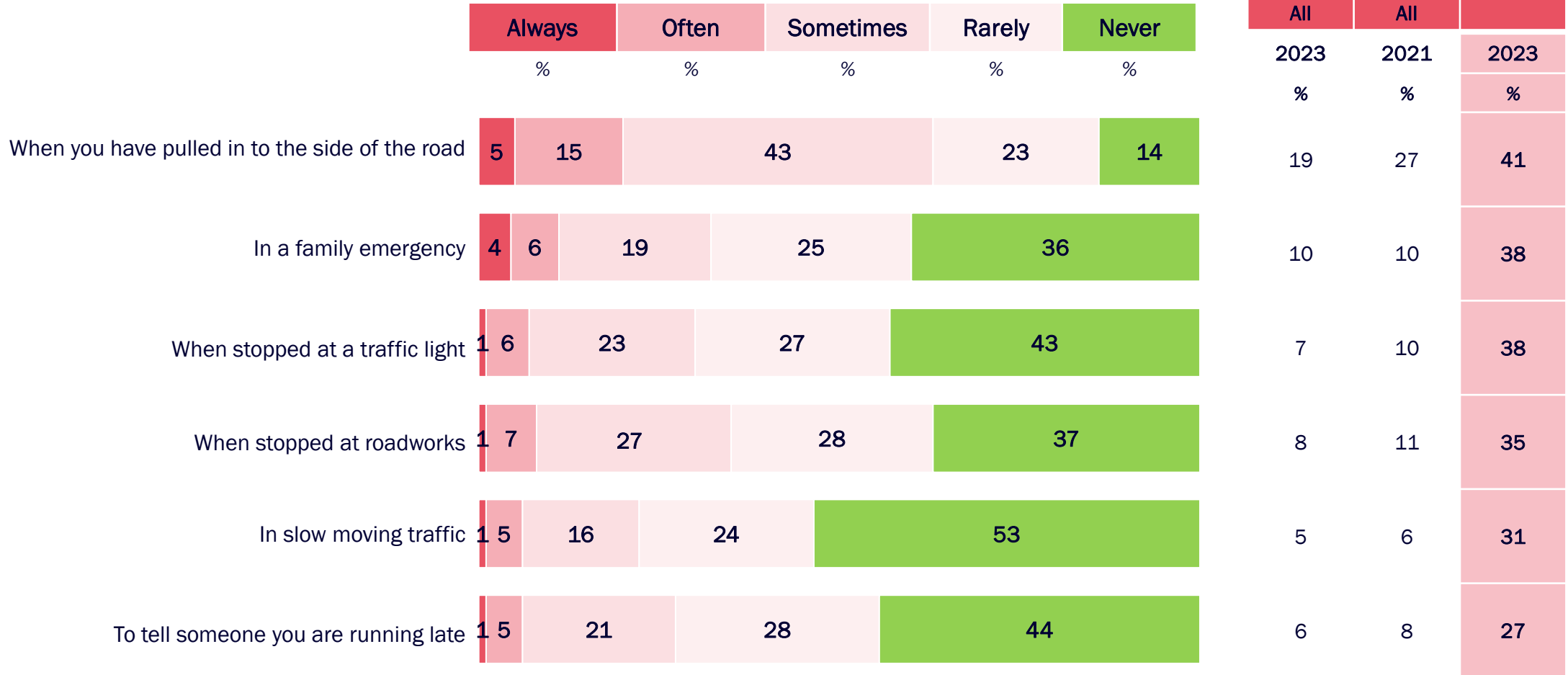
* Any Check Apps includes Check phone notifications, Check social media, Read messages/emails

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



Mobile Phone Behaviour in Car 2023: Circumstances

Base: All Motorists n – 1,252



The behavioural pattern among the Mobile Danger Group is again markedly different, being more likely to use their mobile phone while driving across all the listed 'circumstances'.

Mobile Phone Behaviour in Car 2023: Circumstances

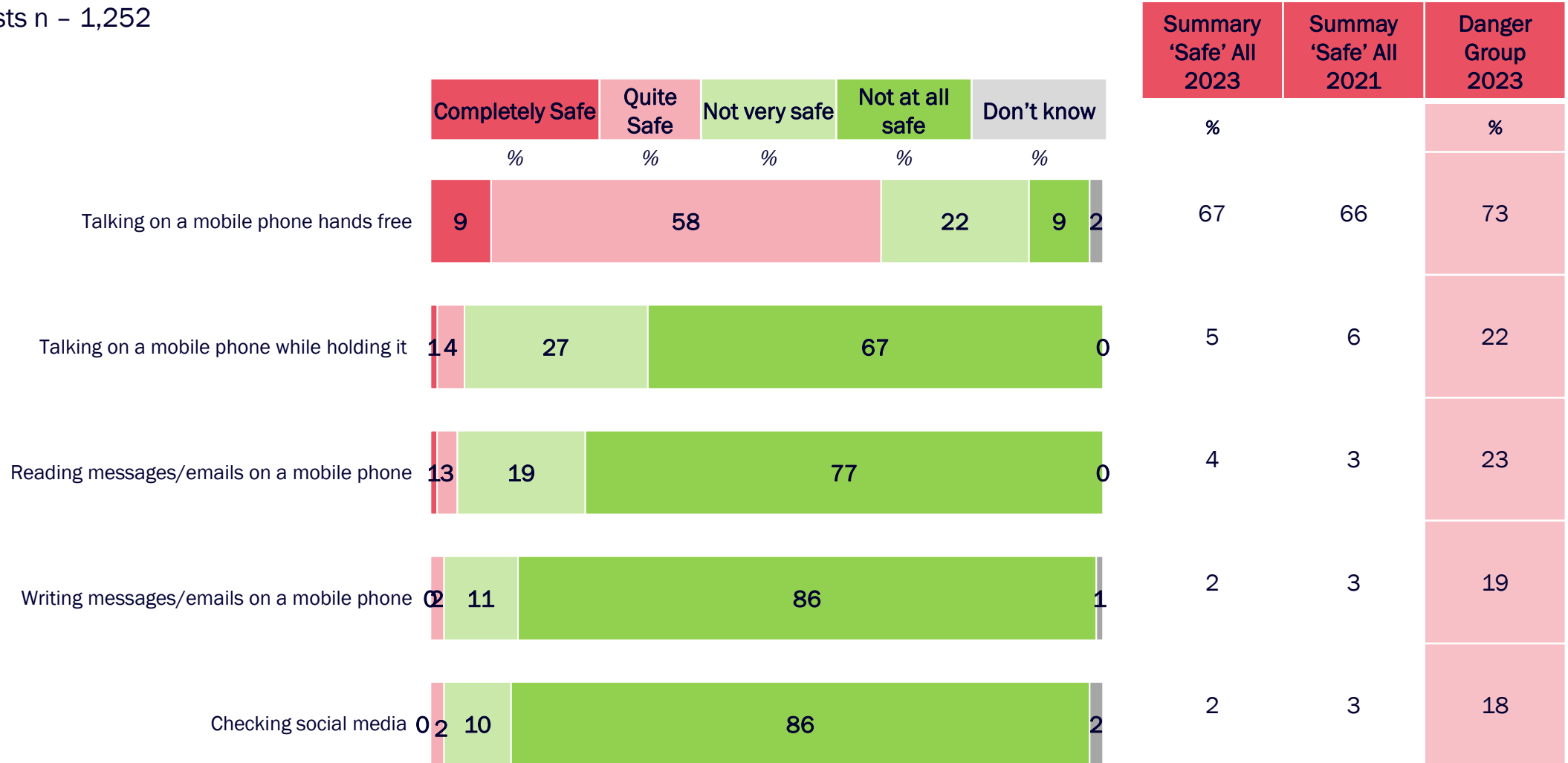
Base: All Motorists n – 1,252

Often/ Always	Total	Gender		Age				Social Class		Region		Area	
		Male	Female	-35yrs	35-49	50-64	65+	ABC1F	C2DE	Dublin	Excl Dub	Urban	Rural
	1252	620	629	344	416	307	185	691	561	359	893	910	342
	%	%	%	%	%	%	%	%	%	%	%	%	%
When you have pulled in to the side of the road	19	21	18	24	18	18	14	18	21	16	20	20	18
In a family emergency	10	12	8	15	12	3	4	11	8	10	10	11	9
When stopped at roadworks	8	9	7	12	9	5	4	10	5	6	8	9	6
When stopped at a traffic light	7	7	6	12	7	4	2	8	6	8	6	9	3
To tell someone you are running late	6	6	5	10	7	3	2	8	4	4	7	7	5
In slow moving traffic	5	6	5	10	6	2	2	7	4	6	5	7	4

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

Perceived Safety of Mobile Phone in Car Behaviour

Base: All Motorists n – 1,252



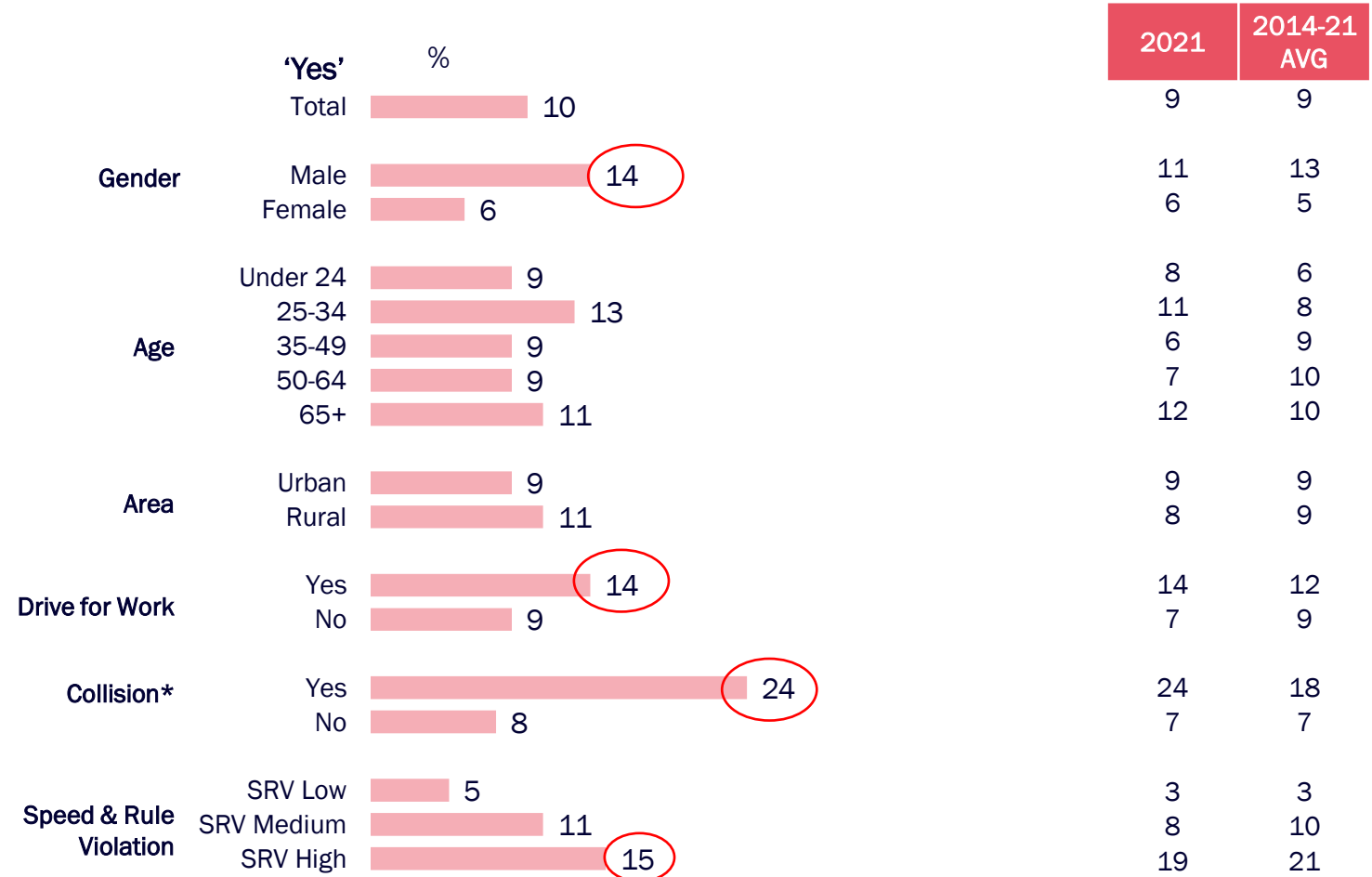
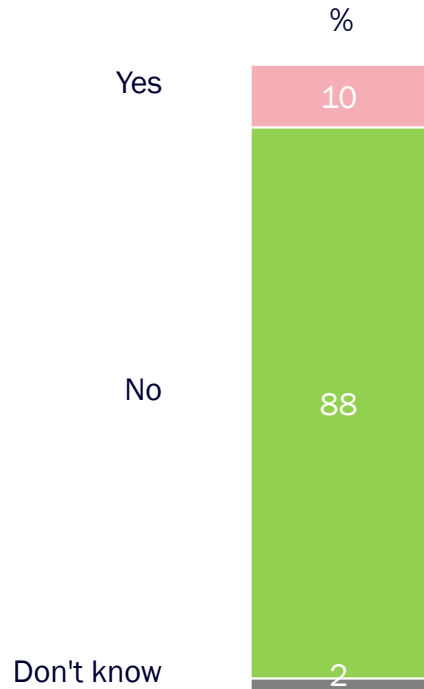
'Talking on a mobile phone hands free' is perceived to be 'safe' by 67% of motorists and by 73% of the 'Danger Group'.



Alcohol

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

Base: All Motorists N – 1,252

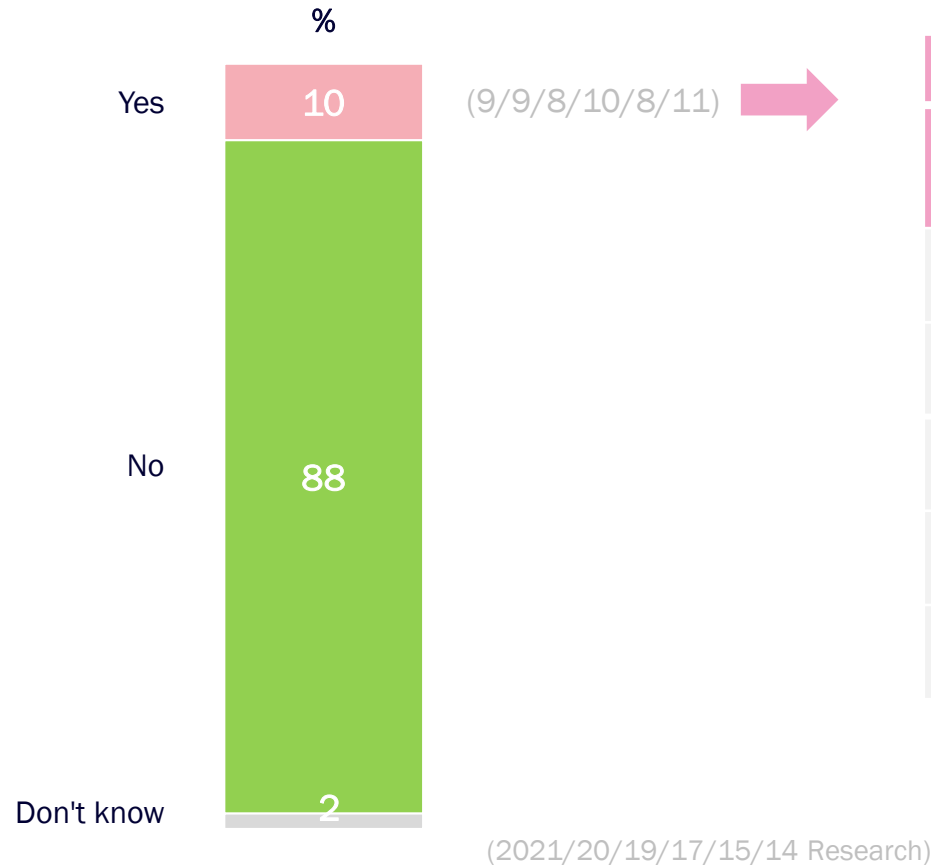


1 in 10 have driven after consuming any alcoholic drink in the past 12 months, which is consistent with the DAB series average. The incidence again peaks among men, the 'High' Speeding and Rule Violation group (SRV), those who 'drive for work' and those with a history of collisions.

Driven a Motor Vehicle After Consuming Any Alcohol

(Past 12 Months)

Base: All Motorists N – 1,252



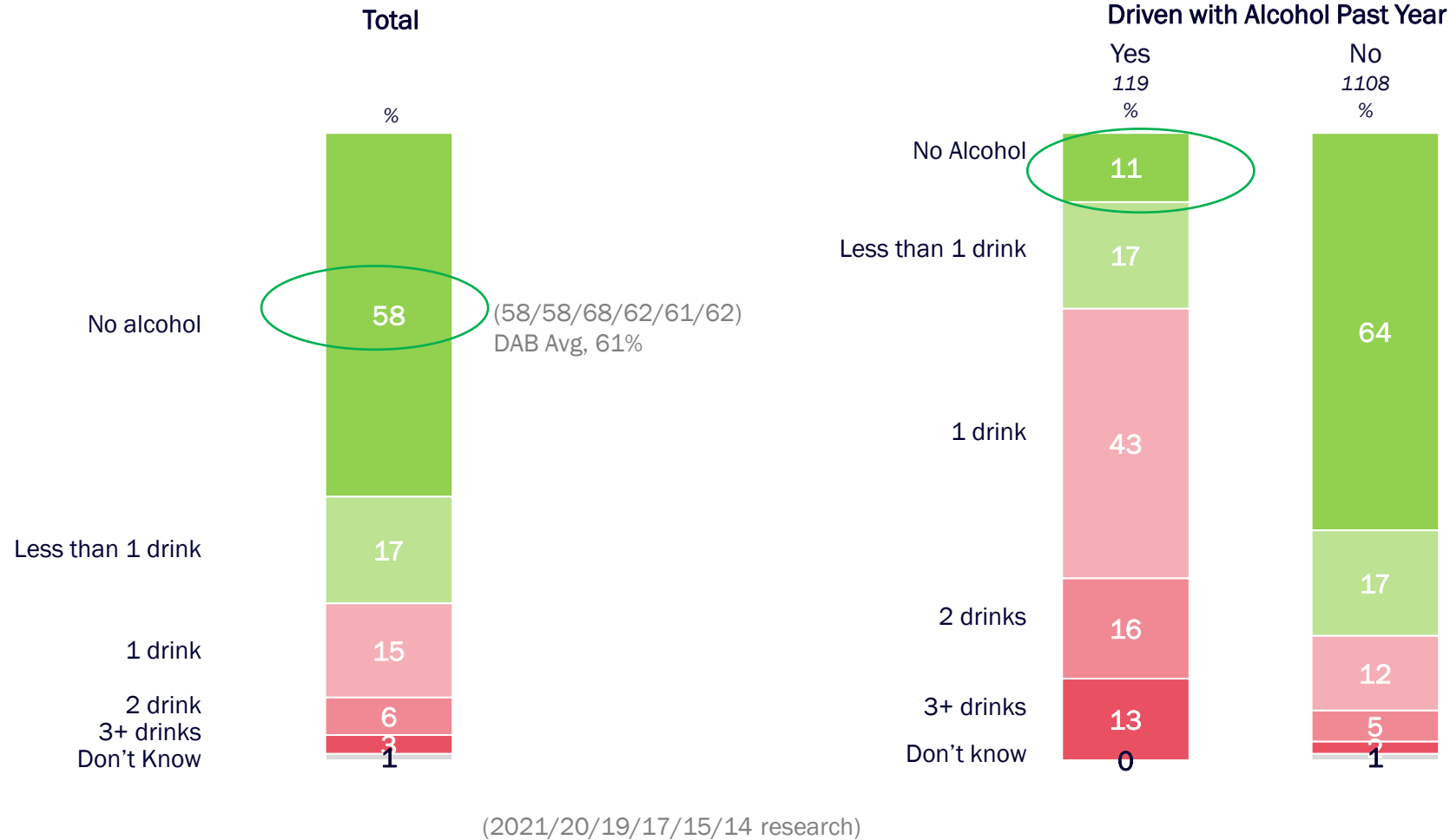
Last Occasion – how much drank			
	2023 %	2021 %	2014-21 Avg. %
Less than 1 drink	14	10	15
1 drink	52	51	46
2 drinks	19	22	27
3+ drinks	14	12	11
Average	1.6	1.4	1.5

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'.



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

Base: All Motorists N – 1,252

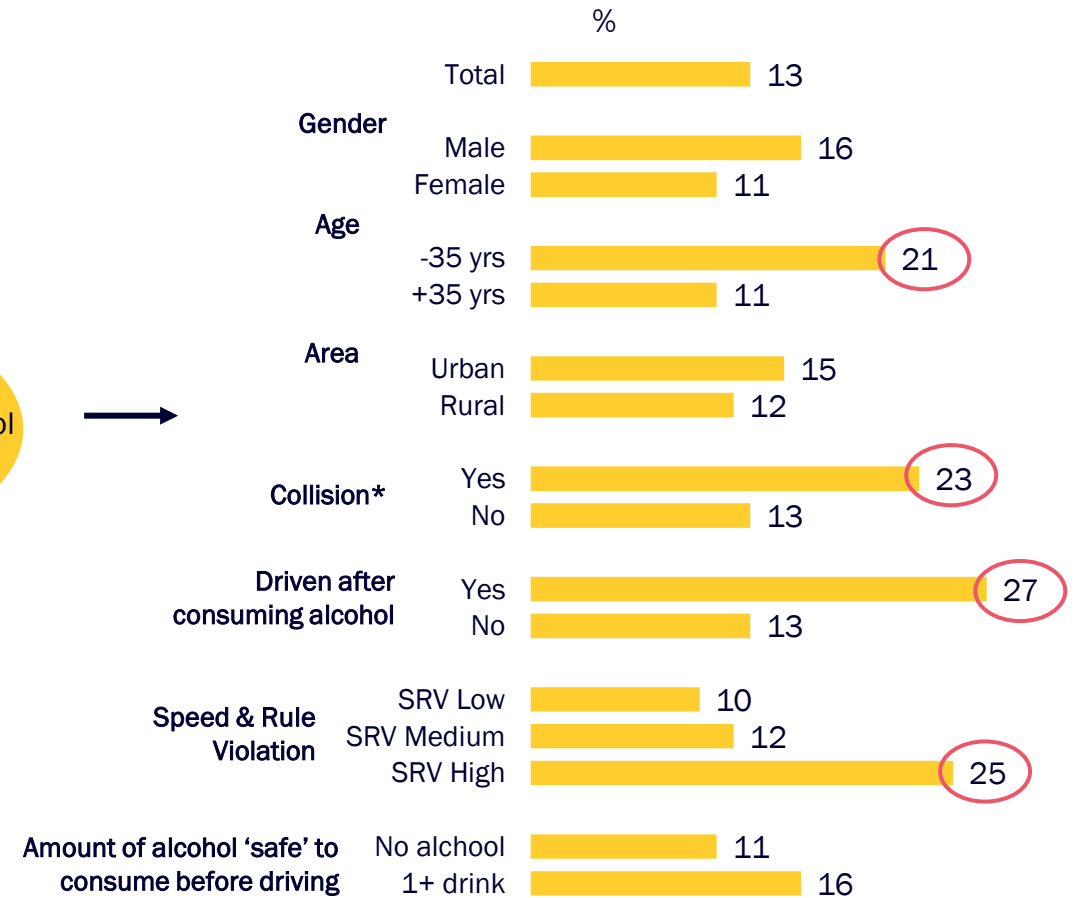
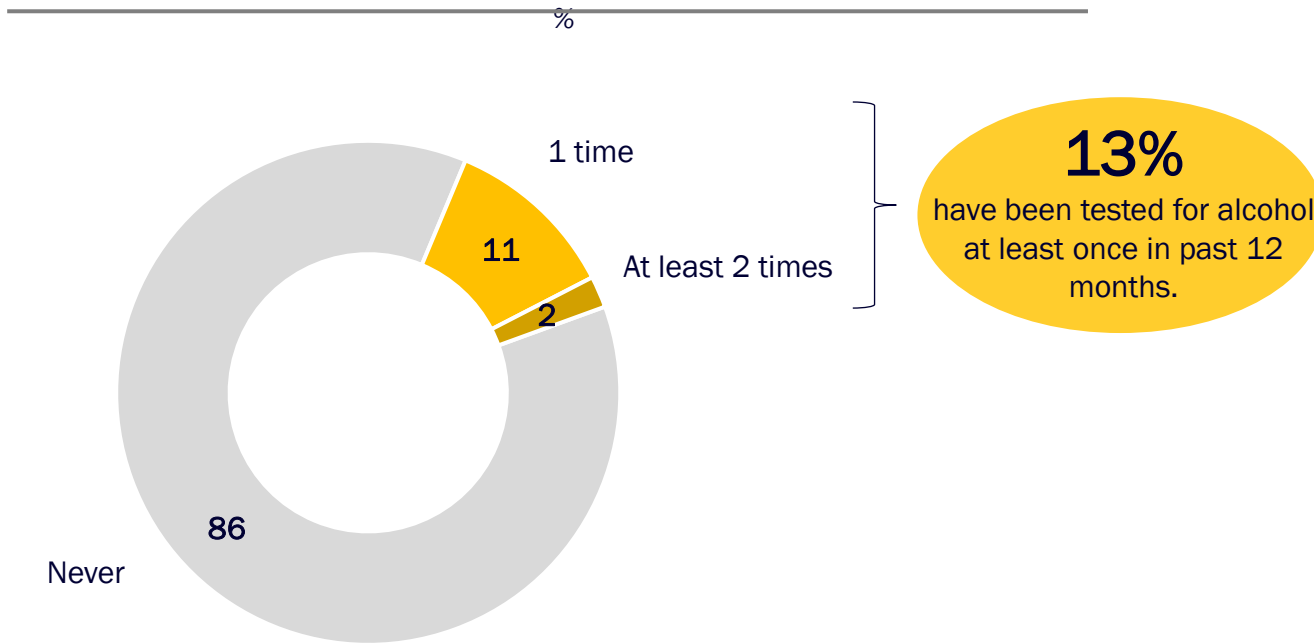


58% of Irish motorists have a 'no alcohol limit' to ensure they feel 'safe to drive'. The research confirms that those who consumed alcohol before driving in the past 12 months have a very separate perspective - with only 11% having a no alcohol policy (indicating that their consuming of alcohol prior to driving is a more frequent/habital behaviour).

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

Base: All Motorists N - 1,252

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

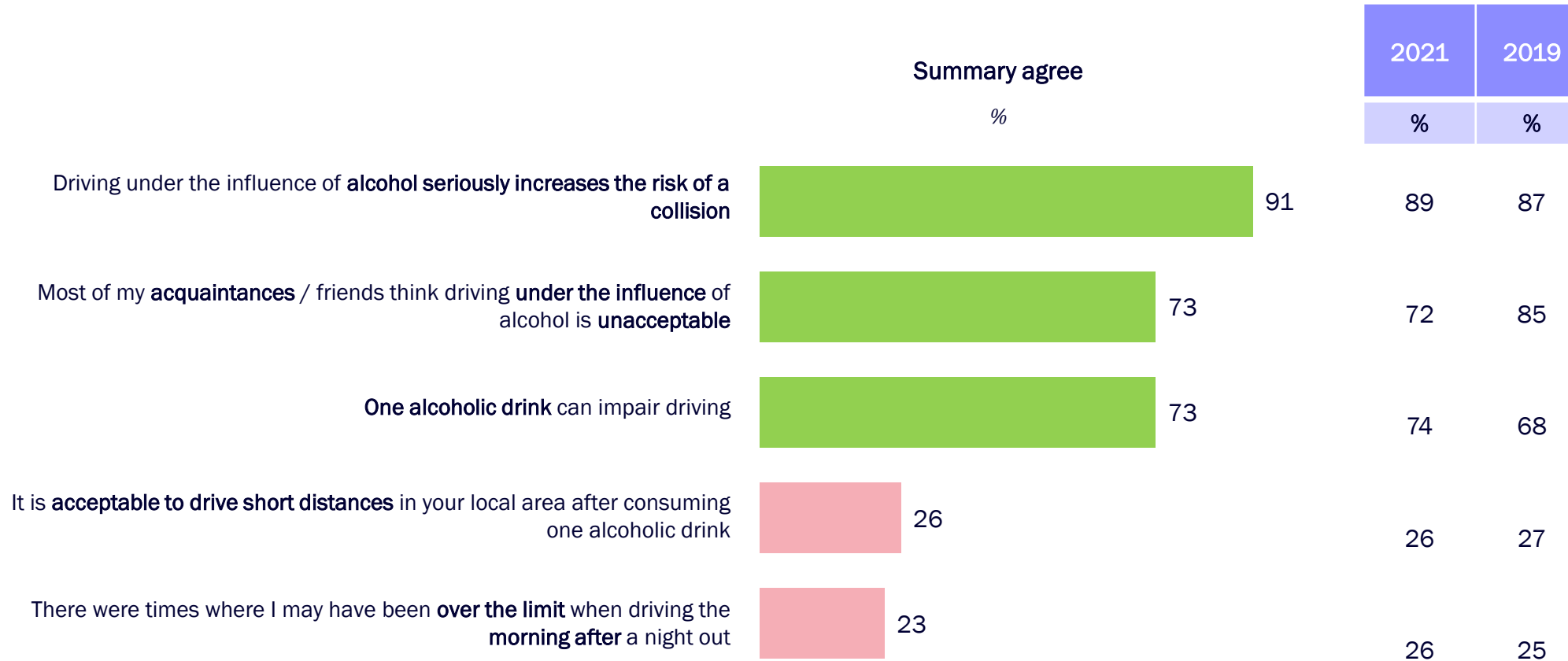


13% of motorist recall being tested for alcohol at least once while driving in past 12 months - 'risky categories' appear more likely to be checked; 27% of those who drove after drinking alcohol in the past 12 months recall being tested.

* Incidence is 17% among 'near miss as a driver' group

Alcohol and Driving Attitudes 2023

Base: All motorists N – 1,252



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'.

Alcohol and Driving Attitudes 2023

Base: All motorists N – 1,252

Summary Agree	Total	Gender		Age				Social Class		Region		Alcohol Use	
		Male	Female	-34yrs	35-49	50-64	65+	ABC1	C2DE	Dublin	Excl Dub	Yes	No
	1252	620	629	344	416	307	185	691	561	359	893	119	1108
	%	%	%	%	%	%	%	%	%	%	%	%	%
There were times where I may have been over the limit when driving the morning after a night out	23	28	18	29	27	18	14	25	22	20	25	46	21
It is acceptable to drive short distances in your local area after consuming one alcoholic drink	26	32	21	29	28	24	23	29	24	22	28	63	22
Driving under the influence of alcohol seriously increases the risk of a collision	91	88	93	85	92	93	96	90	91	90	91	81	92
Most of my acquaintances / friends think driving under the influence of alcohol is unacceptable	73	73	72	71	73	75	72	76	69	75	72	60	74
One alcoholic drink can impair driving	73	68	79	71	75	72	75	72	74	76	72	55	76

The separate, and more errant, perspective of those who did drink and drive in the past 12 months is confirmed across each of the attitudinal statements: e.g. 63% of these motorists agree it is ‘acceptable to drive short distances in your local area after consuming one alcoholic drink’.

Alcohol and Driving: Summary 2023

Base: All motorists N – 1,252

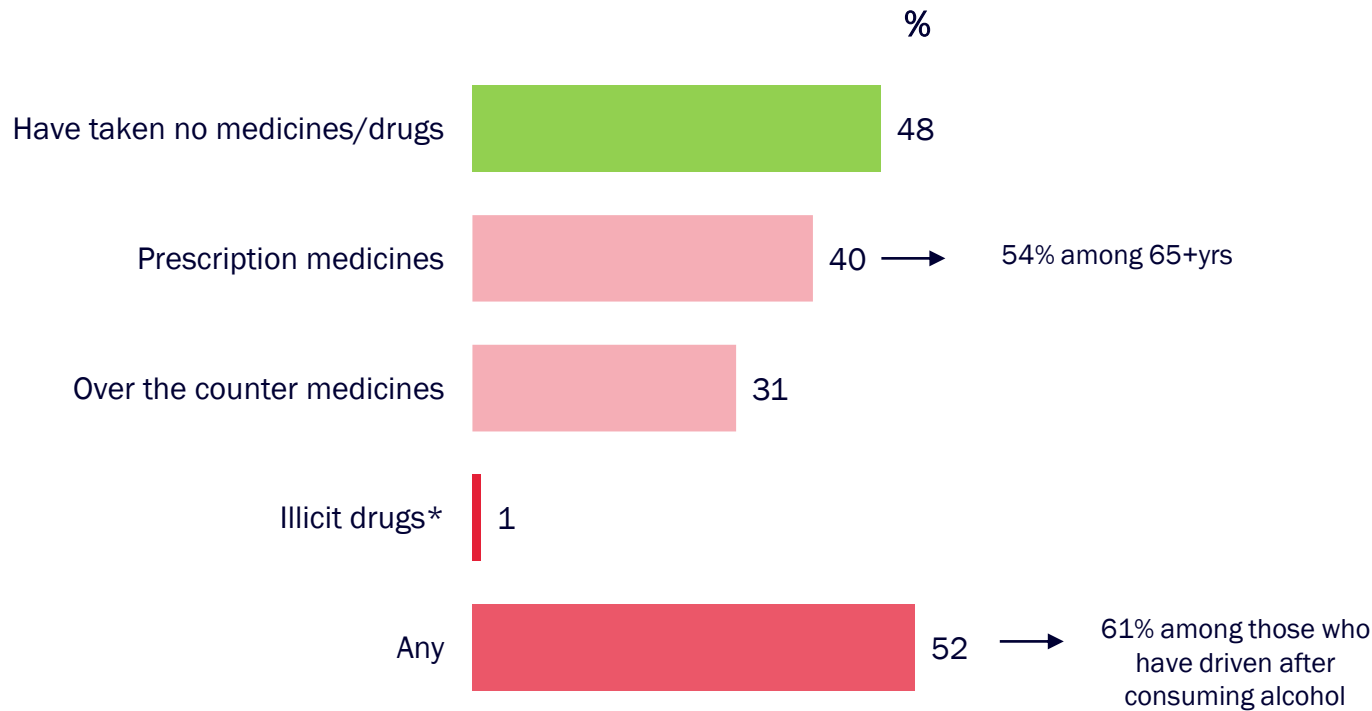
	All Motorists	Driven after consuming alcohol (past 12 months)
National Profile	100%	10%
No alcohol limit <i>(don't feel safe to drive if consumed any alcohol)</i>	58%	11%
It is acceptable to drive short distances in your local area after consuming one alcoholic drink	26%	63%
There were times where I may have been over the limit when driving the morning after a night out	23%	46%
Checked at least once by the police for alcohol while driving a car (past 12 months)	13%	27%

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



Driving and Medication 2023

Base: All Motorists N-1,252



	2021 %	2020 %	2019 %
Have taken no medicines/drugs	53	54	63
Prescription medicines	34	33	24
Over the counter medicines	27	27	24
Illicit drugs*	1	1	0
Any	47	46	37

More than half of motorists report taking 'any' medication prior to driving in the past 12 months (which constitutes a further year on year increase and sets the incidence as now a full 15% higher than pre COVID).

*100% of this group had also consumed alcohol
 Caution very low base (n-3)
 reference only



Q.9a In the last 12 months have you taken any of the following and then driven a motor vehicle?

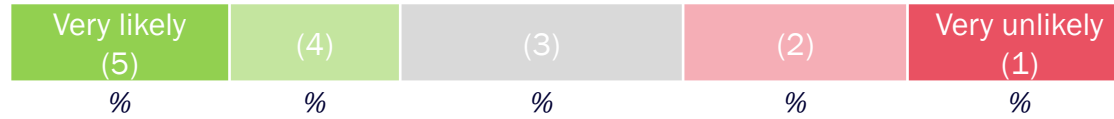
Q.9b Thinking about the most recent occasion where you consumed illicit drugs and drove a motor vehicle, had you also consumed alcohol prior to the occasion?

Likelihood to be Checked by the Police

(Typical Journey)

Base: All Motorists N - 1,252

Likelihood to be checked for..

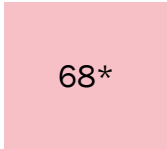


SUMMARY UNLIKELY (1-2)	
All	Target group
%	%

Alcohol
(being subjected to a Breathalyser test)



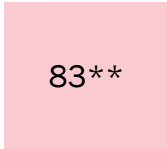
77
(72)



Drug use
(being subjected to a roadside drug test)



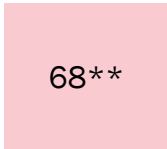
81
(80)



Using a handheld mobile phone while driving



72
(72)



77% of motorists feel that it is unlikely they will be tested for alcohol by the police during a typical journey but this incidence is slightly lower among the target group of those who drove after consuming alcohol in the past 12 months.

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



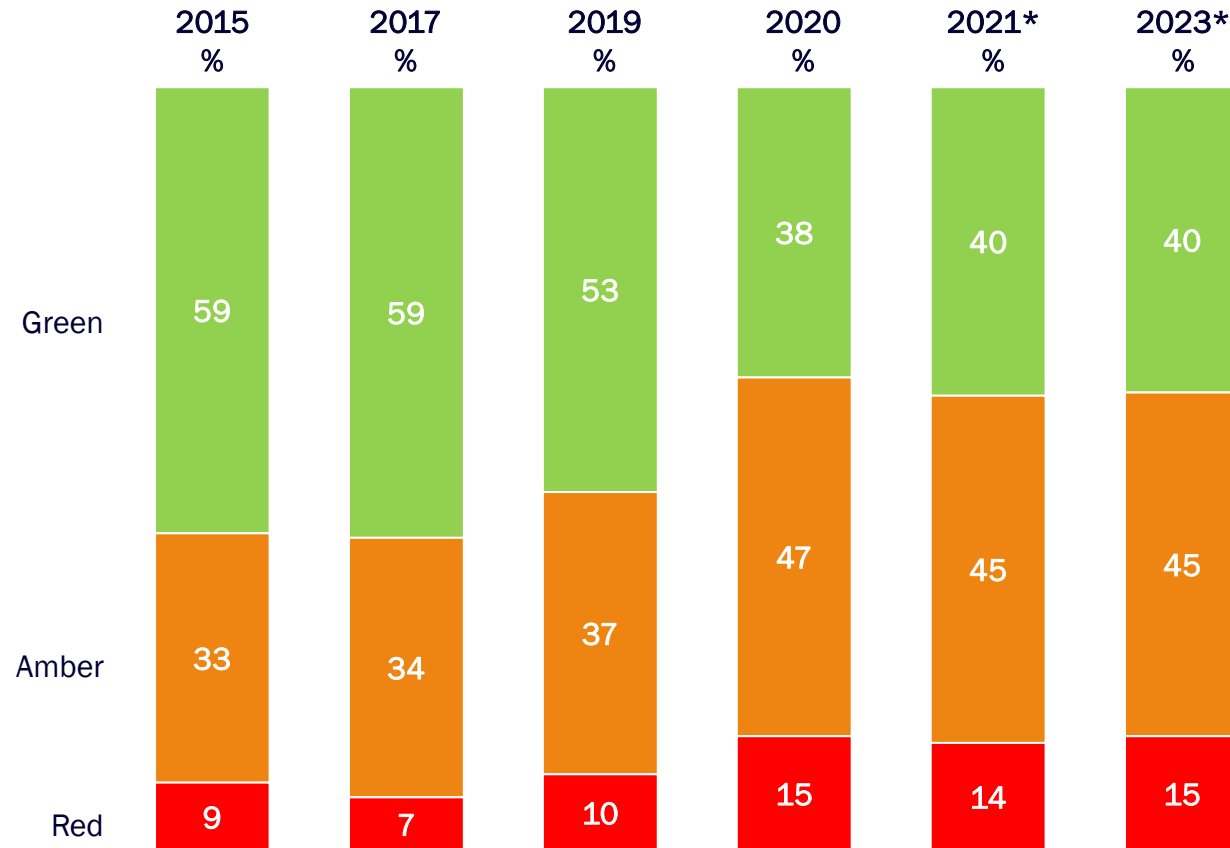


Summary & Conclusions

RSA Motorists Segmentation Analysis

Segments size and scale 2015-2023

Base: All motorists



The motorist segmentation confirms national attitudes and behaviors among continue to show significant changes across multiple criteria post COVID. The profile of the Red Segment continues to over index among males and younger motorists; and ABC1's.

* Adjusted based on amended questions;
incidence comparisons reference only

J.235208 | 2023 | RSA | Driver Attitude & Behaviour Survey

RSA Motorist Segmentation Analysis 2023

Segment Demographic Characteristics

	Total	Segments		
		Green	Amber	Red
	%	%	%	%
Gender				
Male	51	44	57	57
Female	49	56	43	43
Age				
-24	7	6	7	12
25-34	20	15	17	32
35-49	34	30	34	40
50-64	24	28	27	11
65+	15	21	16	5
-34 years	27	21	23	45
+34 years	73	79	77	55
Social Class				
ABC1	53	45	55	66
C2DE	47	55	45	34
Region				
Dublin	27	26	26	28
Leinster	29	29	27	30
Munster	25	27	25	24
Connacht/Ulster	19	18	22	18
Class				
Urban	60	62	56	65
Rural	40	38	44	35

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

Driver Attitude & Behaviour Survey 2023



A central finding from the 2023 DAB research is to confirm national attitudes and behaviours among motorists continue to show significant changes across multiple criteria, including the key killer road behaviours, post COVID. Notwithstanding this, there are some encouraging signs in relation to both speeding and mobile phone use.



Overall, support for mandatory drug testing well exceeds that for safety cameras or the proposed legislation on speed limits or e-scooters. Support for e-scooters while modest at the national level is significantly higher among young motorists, in Dublin and urban areas. The support for 30km speed limits is strikingly consistent in demographic terms.



1 in 4 of all motorists drive for work and they are disproportionately young, male and ABC1. 92% who drive for work use public roads and 45% drove 5,001+ km in the last 12 months. This group are significantly more likely to experience driver fatigue – however not during work hours.



The change in speeding behaviour since 2019 is illustrated by the sharp decline in the SRV low group (from 39% in 2019 to 29% in 2023). 27% of motorists regularly (very often/often) engage in low level speeding-very similar incidence to 2021; however, encouragingly, the acceptance of low-level speeding has declined since 2021.



In car mobile phone behaviours have declined across multiple criteria since 2021. The incidence of the 'Danger Group' has reduced to less than 1 in 10 this year – this group's behavioural pattern is again markedly different, being more likely to use their mobile phone in car across all the listed 'circumstances'.



58% of Irish motorists have a 'no alcohol limit' to ensure they feel 'safe to drive' versus only 11% among those who consumed alcohol before driving in the past 12 months (indicating their consuming of alcohol prior to driving is likely a more frequent/habitual behaviour). 13% of motorists recall being tested for alcohol while driving in past 12 months - 'risky categories' appear more likely to be checked (27%).

Thank You



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Delve Deeper