
MEAS

Mature Enjoyment of Alcohol in Society Ltd

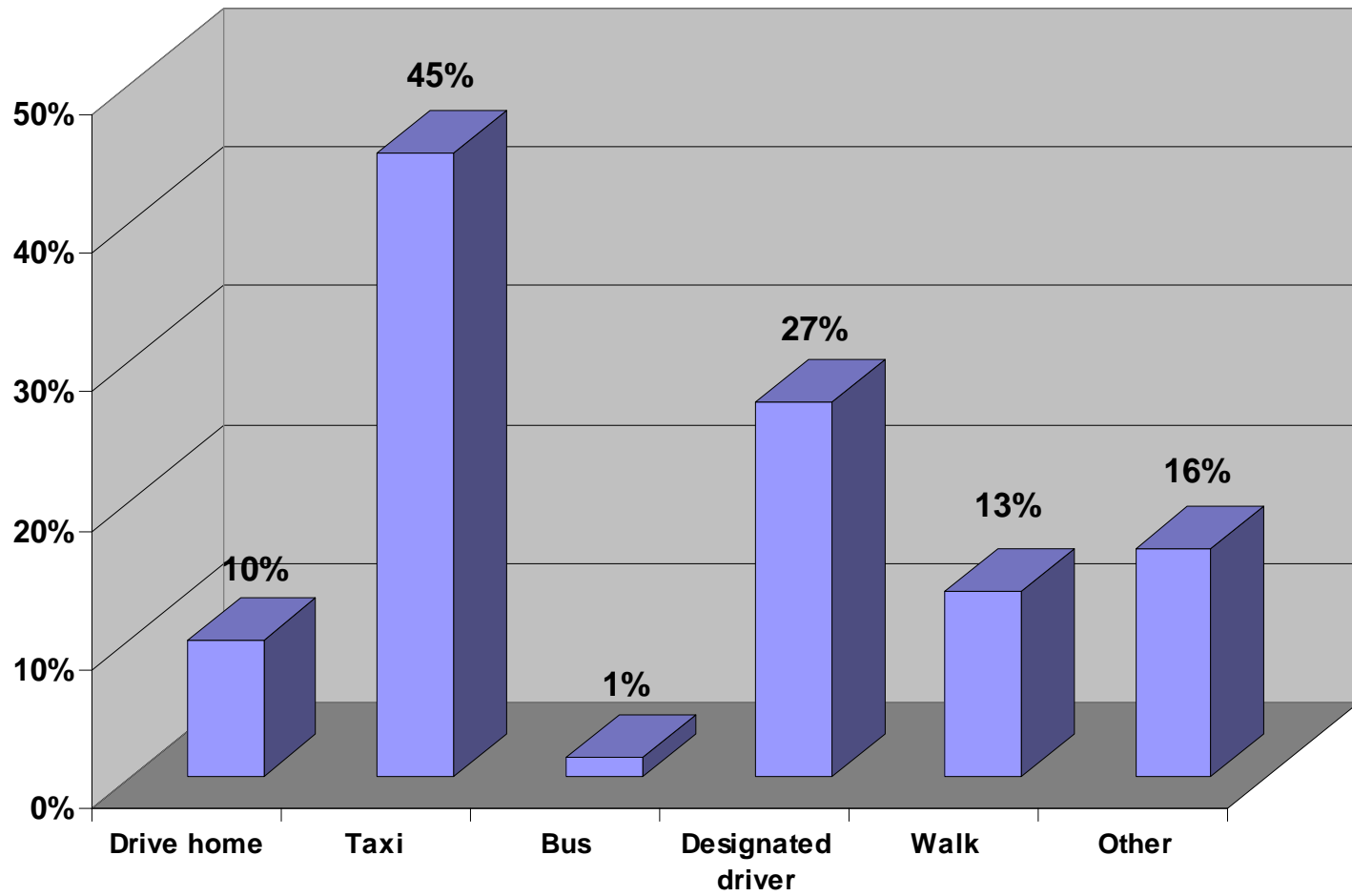
Prepared by



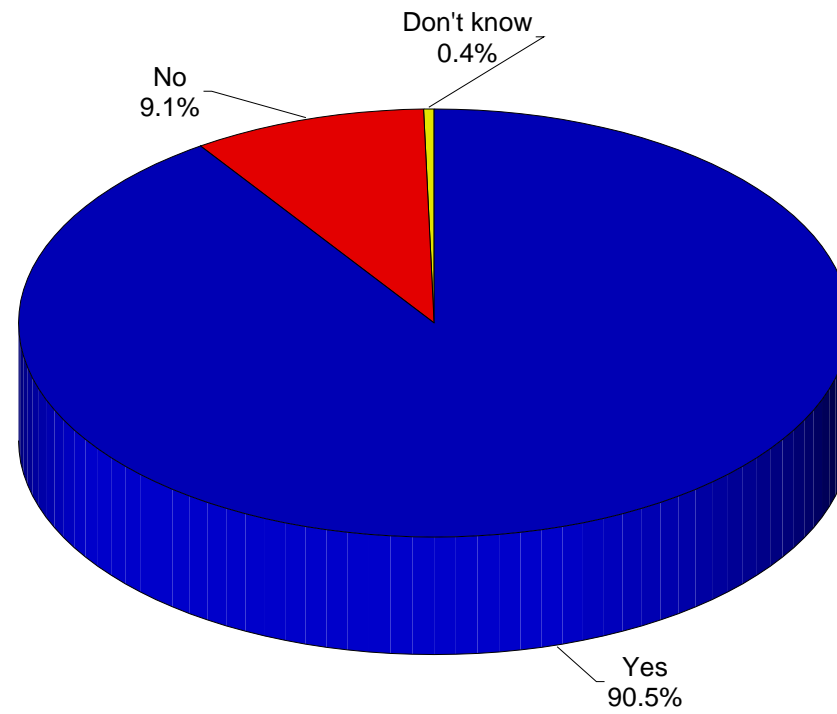
Topline Results
Christmas 2004 Survey

See next page

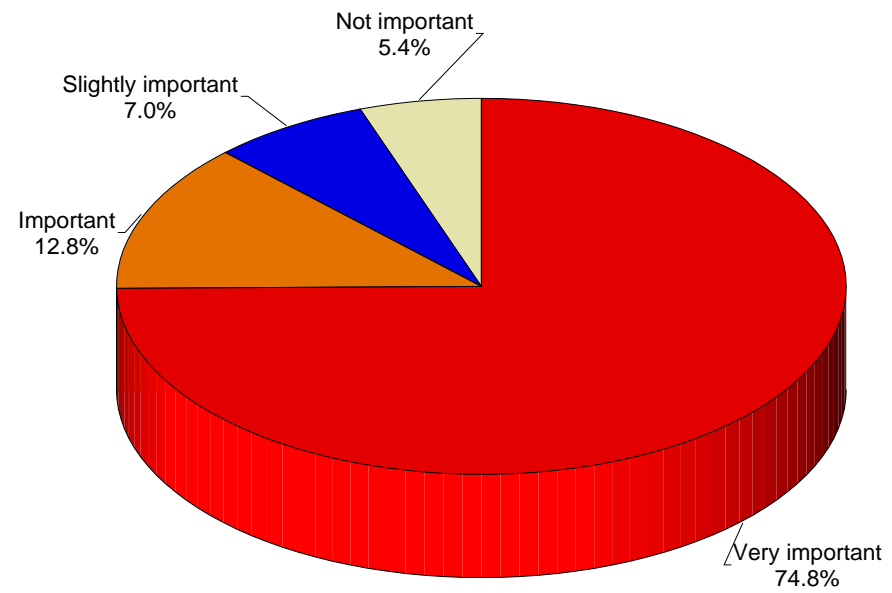
Mode of transport used to get home after a night out



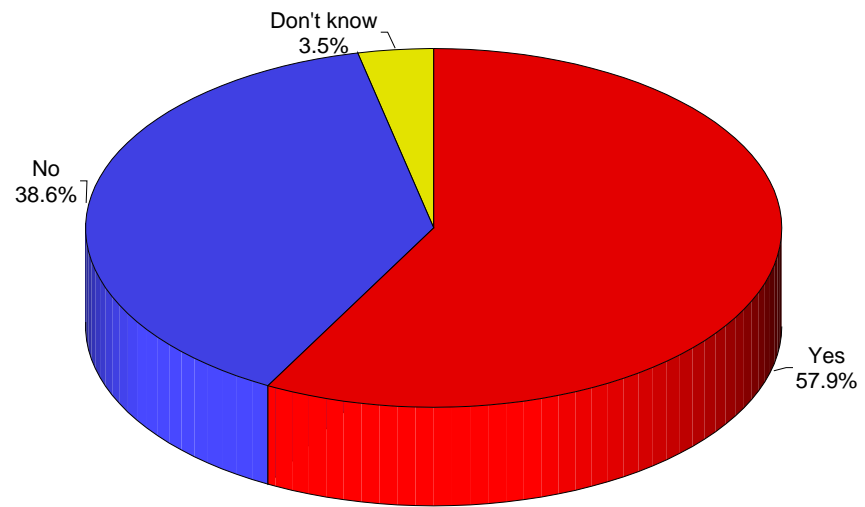
Have you ever heard of the idea of designating a driver?



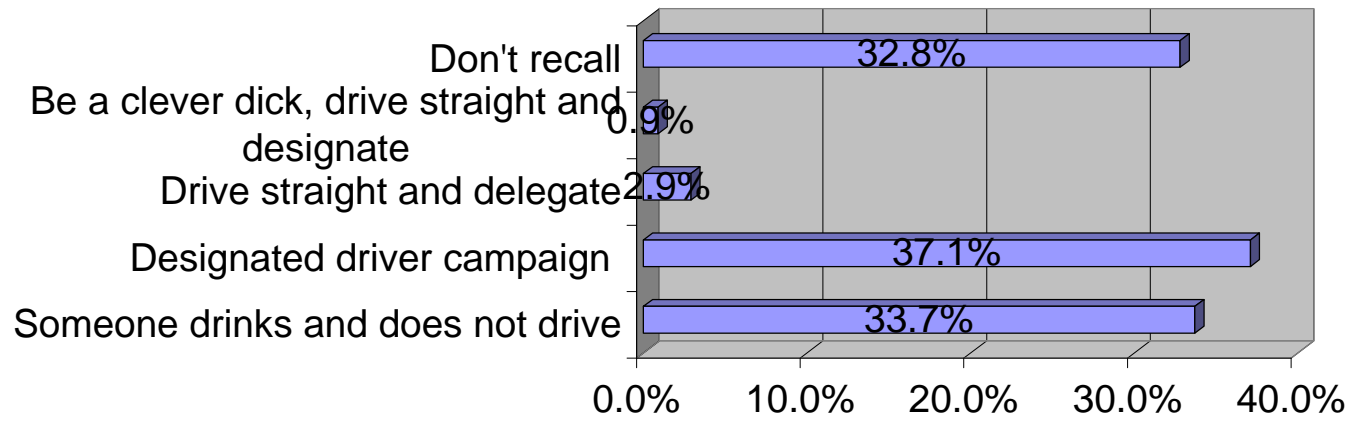
Importance of designating a driver



Have you seen or heard any advertising re designated drivers over Christmas?



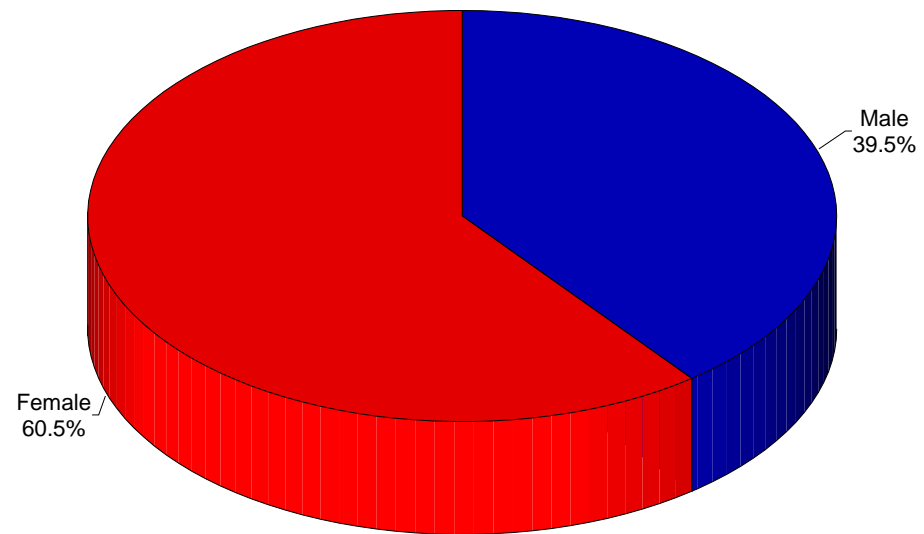
What advertising message did respondents remember hearing or seeing?



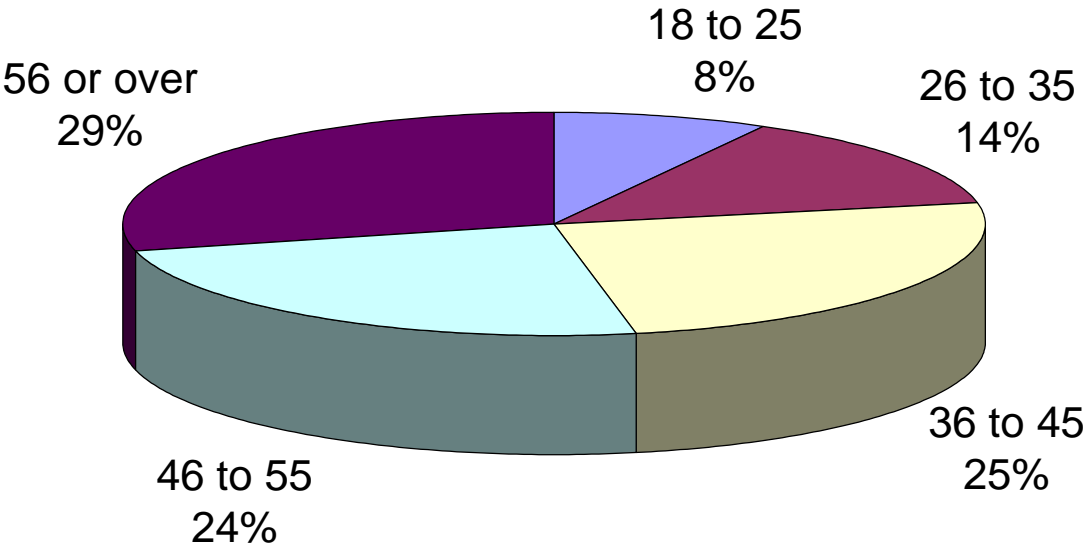
Top Ranked Suggestions for Promotions or Initiatives

Suggestions	Frequency of respondents
More advertising (particularly on TV)	163
Pub promotions/advertising	61
Cheaper soft drinks for the designated driver	22
More advertising and posters in pubs	48
More Garda presence	34
Pubs provide transport home	14
Shock tactics and graphic ads	12
Free soft drinks for the designated driver	12
Use taxis	11
Better public transport	6

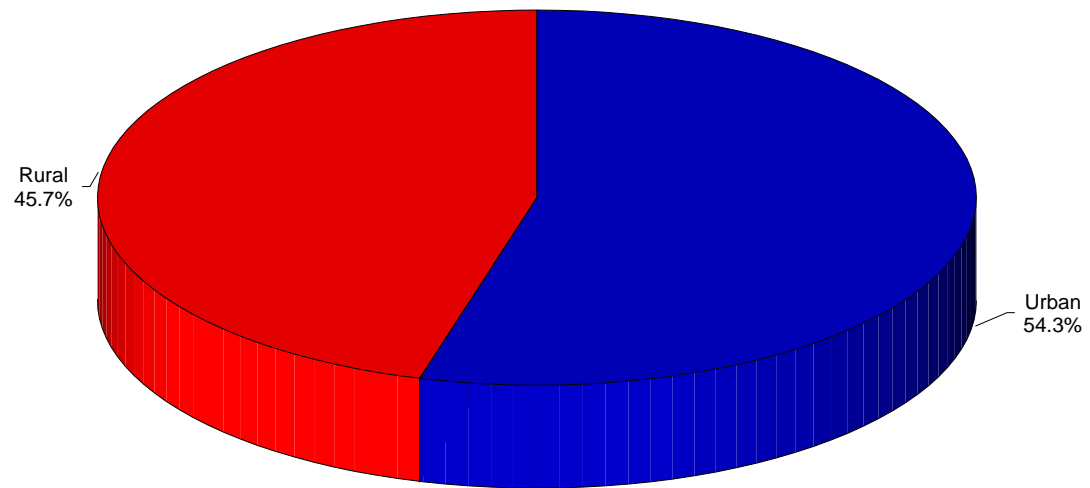
Gender of respondents



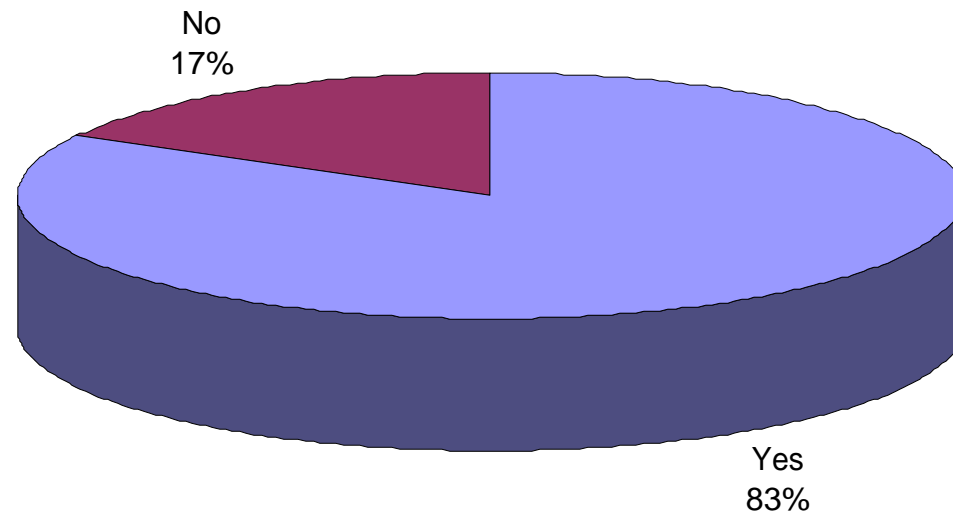
Age of Respondents



Urban or rural respondents



Do you drive?



Do you drink alcohol?

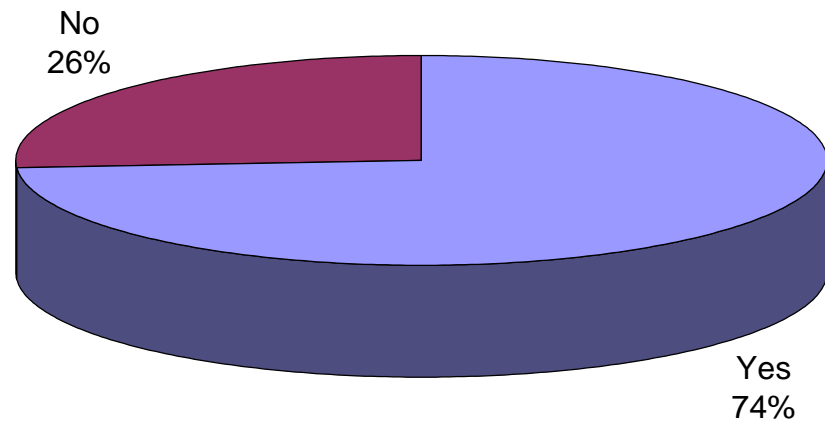


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Section 1

Introduction

INTRODUCTION

MEAS - The Mature Enjoyment of Alcohol in Society Ltd - is currently in the second year of a comprehensive 'designated driver' campaign phased over a number of years. One of the aims of this campaign is to target consumers in an overall communications strategy.

In a similar fashion to the previous year, it was anticipated that there would be much emphasis and discussion on designated drivers prior to and over the Christmas season 2004. MEAS were thus interested in conducting marketing research immediately following Christmas to measure national consumer awareness levels for 'designated driver' campaign(s), comparing results with the research conducted one year earlier.

We consider the principal objectives of this proposed marketing research to include:

- Establish attitudes nationally to designating a driver
- Examine if such attitudes vary according to respondent profile such as urban/rural, age and/or gender
- Examine the level of awareness for existing or previous drink driving / designated driver campaigns (undertaken by MEAS and/or other groups)
- Establish if such campaigns had any influence on the target audience
- Compare research results with the attitudinal and behavioural 'designated driver' benchmark established in the previous marketing research study

Section 2

Research Methodology

RESEARCH METHODOLOGY

The Marketing Centre/BDO Simpson Xavier jointly undertook the following primary market research to meet the objectives as outlined.

Primary Research – Consumer Survey

Primary quantitative market research was conducted via a consumer survey. The primary research element of the project involved obtaining quantifiable information into current attitudes, awareness levels and making relevant comparisons with research completed a year earlier.

The questionnaire used in the survey was semi-structured and similar (subject to one minor alteration) to the questionnaire used previously. The administration of the questionnaire was carried out on a national basis by telephone interview using CATI (Computer Aided Telephone Interviews).

A stratified random sample of 1,100 individuals was conducted to meet the research objectives. (Note: a sample size of 1,100 is selected to obtain a response at a confidence level of 99% with a confidence interval of +/-4%).

All data was analysed using a specialised data analysis software package, allowing for full statistical analysis of responses.

A total of 1,121 interviews were conducted. Interviews were conducted between January 3rd and January 11th 2005. Interviews were conducted by computer aided telephone interviewing. Ten areas were sampled, and the number of interviews conducted in each area is shown in the results section. A quota sampling method was used. With the exception of Dublin, an attempt was made to divide interviews equally between urban and rural households.

Section 3

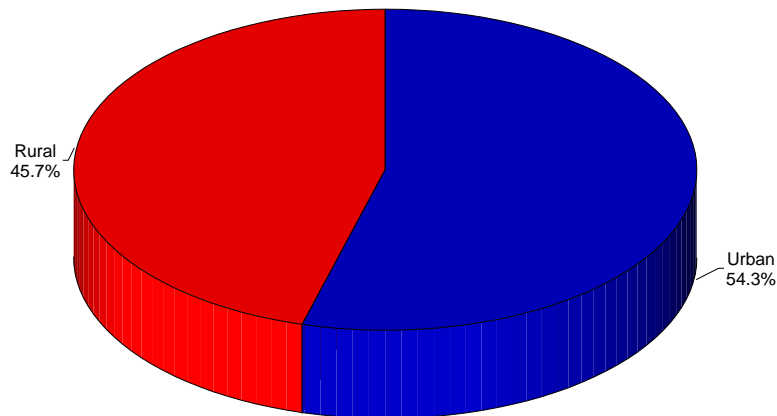
Survey Results

SURVEY RESULTS

1 Where Respondents From

Figure 1: Breakdown of survey respondents by urban/rural

Urban or rural respondents



There was a fairly even balance between rural and urban respondents to this survey. As can be seen in Figure 1, just over half of respondents (54%) were from urban areas with the remainder from rural areas.

Table 1: Survey area by urban/rural

	Base	Would you describe the area you live as:	
		Urban	Rural
Base	1121	54%	46%
Dublin	192	87%	14%
Cork	106	58%	43%
Killarney/Tralee	104	50%	50%
Limerick	104	50%	50%
Galway	103	54%	46%
Sligo/Donegal	105	48%	52%
Louth	103	40%	60%
North Midlands	104	41%	59%
South Midlands	96	47%	53%
Wexford/Waterford	104	41%	59%

2. Mode of transport used to get home after a night out

Table 2: Mode of transport

Base	100%
Drive home	10%
Taxi	45%
Bus	1%
Designated driver	27%
Walk	13%
Other	16%

* Percentages do not add to 100% due to people using more than one method of travel

Taking a taxi was the most commonly used mode of transport for getting home after a night out, followed by designating a driver and to a lesser extent walking.

Table 3: Mode of transport used, by gender of respondents

	Base	Male	Female
Base	1119	442	677
Drive home	10%	10%	10%
Taxi	45%	44%	46%
Bus	1%	2%	1%
Designated driver	27%	20%	31%
Walk	13%	19%	10%
Other	16%	19%	15%

Female respondents were less likely to walk home after a night out. They were just slightly more likely to take a taxi than males but much more likely to use a designated driver.

Table 4: Mode of transport used, after a night out, by age

	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	87	158	280	273	323
Drive home	10%	7%	4%	12%	10%	12%
Taxi	45%	68%	63%	50%	43%	28%
Bus	1%	5%	4%		1%	1%
Designated driver	27%	12%	24%	26%	32%	30%
Walk	13%	15%	13%	13%	16%	12%
Other	16%	7%	10%	11%	14%	29%

People over 35 were more likely to drive home after a night out. These respondents were also more likely to use a designated driver. Most 18 to 35's said they took a taxi home after a night out. The 'other' category mostly relates to having someone pick them up at the end of the night.

Table 5: Mode of transport used, by urban/rural

	Base	Urban	Rural
Base	1121	609	512
Drive home	10%	7%	14%
Taxi	45%	51%	38%
Bus	1%	2%	1%
Designated driver	27%	23%	32%
Walk	13%	18%	8%
Other	16%	15%	18%

People living in rural areas were twice as likely to drive home after a night out as their urban counterparts. They were more likely to use a designated driver and much less likely to either take a taxi or walk home.

Table 6: Mode of transport used, by urban/rural and by age

	Base	Urban by age category					Rural by age category				
		18 to 25	26 to 35	36 to 45	46 to 55	56 or over	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	44	84	138	163	180	43	74	142	110	143
Drive home	10%	5%	4%	7%	6%	9%	9%	4%	17%	16%	15%
Taxi	45%	66%	69%	62%	48%	34%	70%	55%	39%	36%	20%
Bus	1%	5%	8%	1%	2%	5%	5%	1%	1%	1%	1%
Designated driver	27%	9%	17%	20%	26%	28%	14%	32%	31%	40%	32%
Walk	13%	25%	16%	18%	22%	13%	5%	11%	7%	7%	10%
Other	16%	7%	7%	9%	16%	26%	7%	12%	13%	12%	32%

* Percentages do not add to 100% due to people using more than one method of travel

Younger rural dwellers (eg age18-25) are more likely to designate a driver or drive home than their urban counterparts (who are more likely to take a taxi or walk home). Those of ages 26-35 in rural areas are almost twice as likely as their urban counterparts to designate a driver – with this age group in urban areas more likely than rural dwellers to use a taxi, a bus or walk home.

Middle aged respondents (36-55) were more likely to use a taxi or walk in urban areas with their rural counterparts more likely to designate a driver or drive home. The older respondents (aged 56 and over) in rural areas were most likely to drive home or designate a driver, compared to older urban respondents who were more likely to take a taxi, walk or 'other' (including having some one pick them up).

Table 7: Mode of transport used, by whether they drink alcohol

	Do you drink alcohol?		
	Base	Yes	No
Base	1120	829	291
Drive home	10%	4%	26%
Taxi	45%	57%	12%
Bus	1%	2%	0%
Designated driver	27%	28%	25%
Walk	13%	17%	2%
Other	16%	9%	37%

The vast majority of respondents, at 74%, said that they do drink alcohol. A much lower percentage of those who drink alcohol said they drive home after a night out (26%) compared with 4% of drinkers who said that they do drive home. Drinkers were far more likely to take a taxi home or walk home than non-drinkers.

Table 8: Mode of transport used, by age (and drink alcohol)

	Base	Age Category				
		18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	829	76	140	216	195	202
Drive home	4%	4%	2%	6%	3%	5%
Taxi	57%	74%	69%	62%	54%	39%
Bus	2%	4%	5%		1%	2%
Designated driver	28%	11%	23%	26%	35%	33%
Walk	17%	16%	15%	16%	21%	17%
Other	9%	5%	6%	6%	7%	19%

Amongst those who drink, the 36-45 and over 56 age categories are more likely to drive home after a night out, with the lowest age group being the 26-35 year olds.

Table 9: Mode of transport used, by age (and do NOT drink alcohol)

	Base	Age Category				
		18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	291	11	18	63	78	121
Drive home	26%	27%	17%	33%	28%	22%
Taxi	12%	27%	17%	10%	14%	9%
Bus	0%	9%				
Designated driver	25%	18%	33%	27%	24%	24%
Walk	2%	9%		2%	3%	3%
Other	37%	18%	39%	30%	33%	44%

Amongst those who do not drink, under 25s and those from 36-55 are more likely to drive home after a night out, with the younger respondents more likely to take a taxi than the over 56s.

Table 10: Mode of transport used, by urban/rural and by age (drink alcohol)

	Base	Urban by age category					Rural by age category				
		18 to 25	26 to 35	36 to 45	46 to 55	56 or over	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	829	38	77	115	119	124	38	63	101	76	78
Drive home	4%		3%	3%	2%	4%	8%	2%	9%	5%	8%
Taxi	57%	74%	73%	70%	58%	44%	74%	64%	52%	49%	30%
Bus	2%	3%	9%		1%	2%	5%			1%	
Designated driver	28%	8%	16%	19%	30%	32%	13%	32%	33%	42%	36%
Walk	17%	26%	17%	21%	28%	19%	5%	13%	10%	11%	15%
Other	9%	5%	5%	5%	7%	15%	5%	6%	7%	7%	26%

* Percentages do not add to 100% due to people using more than one method of travel

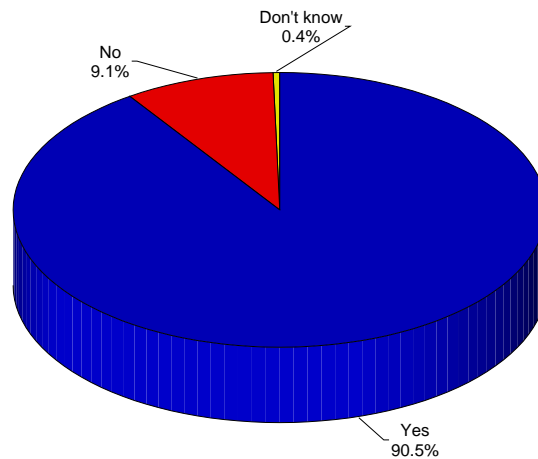
While the research earlier found that people living in rural areas were twice as likely to drive home after a night out as their urban counterparts and also more likely to use a designated driver, Table 10 outlines that this is the case across all age groups.

Similarly for respondents who take a taxi home, this was more likely amongst urban respondents with the exception of the younger age group (18-25) where it was equally likely that those taking a taxi home were from a rural or urban area.

3. Awareness of the idea of using a designated driver

Figure 2: Awareness of the idea of using a designated driver

Have you ever heard of the idea of designating a driver?



The vast majority of respondents said that they had heard of the idea of designating a driver, at 90.5%.

Table 11: Have you ever heard of the idea of designating a driver, by gender of respondents

	Base	Male	Female
Base	1121	442	677
Yes	90.5%	90.7%	90.4%
No	9.1%	8.8%	9.3%
Don't know	0.4%	0.5%	0.3%

There was no significant difference between males and females when it came to awareness of designating a driver.

Table 12: Have you ever heard of the idea of designating a driver, by age of respondents

	Base	Age Category				
		18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	87	158	280	273	323
Yes	91%	91%	91%	94%	93%	86%
No	9%	9%	10%	6%	7%	13%
Don't know	0%				0%	1%

With regard to ages, middle aged respondents were slightly more likely to say that they had heard of designating a driver with the oldest age group less likely to have heard of it.

Table 13: Have you ever heard of the idea of designating a driver, by area

	Base	Yes	No
	1121	91%	9%
Dublin	192	96%	3%
Cork	106	88%	11%
Killarney/Tralee	104	93%	7%
Limerick	104	98%	2%
Galway	103	92%	8%
Sligo/Donegal	105	82%	17%
Louth	103	90%	10%
North Midlands	104	88%	13%
South Midlands	96	93%	6%
Wexford/Waterford	104	81%	19%

Awareness of the idea of designating a driver seemed to be lowest among respondents in Wexford/Waterford and Sligo/Donegal, followed by North Midlands and Cork. Highest levels of awareness were in Limerick and Dublin. When examined by the general breakdown into urban and rural areas, awareness levels were evenly divided between both areas.

Table 14: Have you ever heard of the idea of designating a driver, by driver/non driver

	Base	Driver	Non Driver
Base	1120	929	191
Yes	90.5%	93.1%	78.0%
No	9.1%	6.6%	21.5%

Drivers were more likely than non drivers to have heard of the idea of designating a driver.

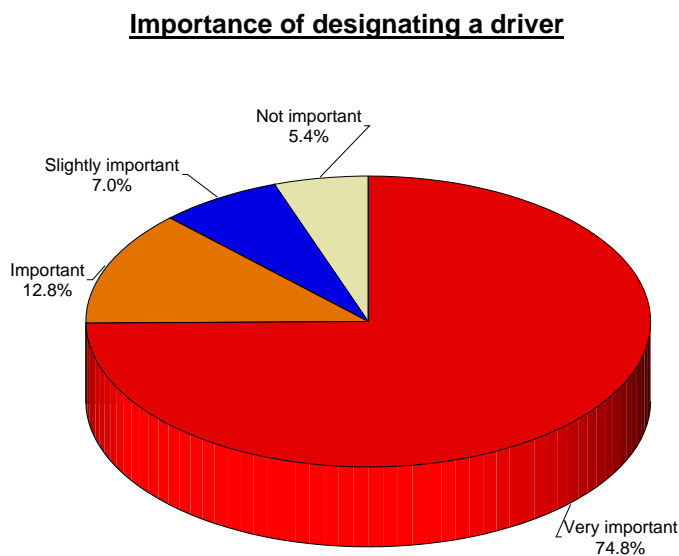
Table 15: Have you ever heard of the idea of designating a driver, by driver/non driver and urban/rural

		Urban- Do you drive?		Rural- Do you drive?	
	Base	Yes	No	Yes	No
Base	1120	485	124	444	67
Yes	91%	93%	81%	94%	73%
No	9%	7%	19%	6%	27%

In terms of awareness of the idea of designating a driver by both driver/non driver and urban/rural divide, the lowest awareness was amongst rural drivers, closely followed by urban drivers.

4. Importance of designating a driver

Figure 3: Importance of designating a driver when going on a night out



Respondents considered it important to designate a driver when going on a night out, with a total of 87.6% considering it at least important, and as can be seen in Figure 3 the largest proportion of those said it was 'very important'.

Table 16: How important is designating a driver, by mode of transport after a night out

	Base	Drive home	Taxi	Bus	Designated driver	Walk	Other
Base	1121	110	504	16	303	150	184
Very important	75%	82%	66%	44%	89%	67%	77%
Important	13%	13%	16%	13%	7%	18%	14%
Slightly important	7%	6%	11%	25%	3%	8%	4%
Not important	5%		8%	19%	1%	7%	5%

Given the high number of respondents who considered it very important to designate a driver, they were spread across many modes of transport including the highest ratings amongst those who use a designated driver and those who drive home.

Table 17: Importance of designating a driver, by awareness of the idea of designating a driver

	Base	Yes	No
Base	1121	1015	102
Very important	75%	78%	47%
Important	13%	12%	23%
Slightly important	7%	6%	19%
Not important	5%	5%	12%

As can be seen in Table 17, those who were unfamiliar with the idea of designating a driver were much less aware of the importance of doing so.

Table 18: Importance of designating a driver, by gender

	Base	Male	Female
Base	1119	442	677
Very important	75%	67%	80%
Important	13%	15%	12%
Slightly important	7%	10%	5%
Not important	5%	8%	4%

Female respondents attached more importance to designating a driver.

Table 19: Importance of designating a driver, by age

	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	87	158	280	273	323
Very important	75%	59%	70%	79%	78%	75%
Important	13%	14%	11%	10%	15%	14%
Slightly important	7%	15%	11%	6%	4%	6%
Not important	5%	13%	7%	5%	3%	5%

Despite the overall high importance of designating a driver in the research findings, this was lowest amongst the younger age group (18-25). However for this age group (who said that they drink), 74% get a taxi home so they are not likely to be driving home after a night out.

Table 20: Importance of designating a driver, by rural/urban

	Base	Urban	Rural
Base	1121	609	512
Very important	75%	74%	76%
Important	13%	12%	14%
Slightly important	7%	7%	7%
Not important	5%	7%	3%

Those living in rural areas are just slightly more likely to place high importance on designating a driver.

Table 21: Importance of designating a driver, by area

	Base	Very	Important	Slightly	Not
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		important		important	important
Base	1121	75%	13%	7%	5%
Dublin	192	70%	11%	8%	11%
Cork	106	69%	15%	7%	9%
Killarney/Tralee	104	81%	15%	3%	1%
Limerick	104	96%	3%	1%	
Galway	103	84%	6%	4%	7%
Sligo/Donegal	105	69%	20%	9%	3%
Louth	103	62%	22%	12%	4%
North Midlands	104	72%	15%	12%	1%
South Midlands	96	73%	10%	10%	6%
Wexford/Waterford	104	79%	11%	4%	7%

There was some regional differences in terms of the importance of designating a driver – with the highest overall importance (when both very and important are taken together) being placed on designating a driver by respondents from Limerick and Killarney/Tralee and the lowest overall importance by respondents in Cork. However when looking at ‘very important’ only the order changes somewhat with Louth, Sligo/Donegal and Cork considering it ‘very important’ the least.

Table 22: Importance of designating a driver, by social class

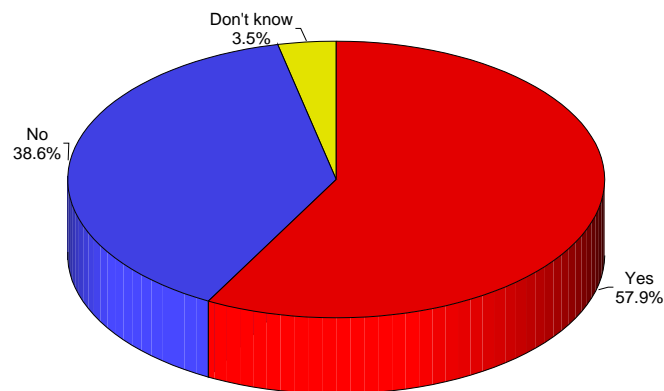
	Base	Very important	Important	Slightly important	Not important
Total responding	1119	75%	13%	7%	5%
1. Higher professional and higher managerial / proprietors and farmers owning 200 or more acres	103	76%	8%	10%	7%
2. Lower professional and lower managerial / proprietors and farmers owning 100 - 199 acres	268	78%	13%	5%	5%
3. Other non-manual / farmers 50 - 99 acres	146	73%	12%	8%	7%
4. Skilled manual / farmers 30 - 40 acres	231	79%	11%	7%	3%
5. Semi-skilled manual / farmers less than 30 acres	107	73%	13%	6%	8%
6. Unskilled manual	12	92%	8%		
7. Unknown	252	69%	17%	8%	6%

There did not seem to be any significant difference between the social classes in terms of the importance of designating a driver, perhaps with the exception of a notable 100% of the unskilled manual workers (albeit from a small base) considering it to be important to designate a driver.

5. Awareness of having seen or heard advertising encouraging people to use a designated driver

Figure 4: Awareness of having seen or heard advertising encouraging people to use a designated driver

Have you seen or heard any advertising re designated drivers over Christmas?



As can be seen in Figure 4, 58% of respondents reported hearing or seeing advertising about using a designated driver over Christmas 2004.

Table 23: Awareness of advertising, by gender

	Base	Male	Female
Base	1119	442	677
Yes	58%	54%	60%
No	39%	43%	36%

There was a greater likelihood of females saying they had heard or seen advertising about designating a driver, with 60% of females aware of advertising compared to 54% of males.

Table 24: Awareness of advertising, by age

	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	87	158	280	273	323
Yes	58%	48%	58%	62%	63%	53%
No	39%	49%	40%	35%	34%	43%
Don't know	4%	2%	3%	3%	3%	5%

Awareness of having seen or heard advertising re designated drivers was highest among those aged 26 to 55. Awareness was lowest amongst the younger age group, 18-25.

Table 25: Awareness of advertising, by age and gender

	Base	Male					Female				
		18 to 25	26 to 35	36 to 45	46 to 55	56 or over	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1119	45	53	93	102	149	42	105	187	169	174
Yes	45%	36%	55%	62%	65%	48%	62%	59%	62%	63%	57%
No	36%	60%	43%	34%	35%	49%	38%	38%	35%	33%	37%
Don't know	60%	4%	2%	3%		3%		3%	3%	5%	6%

Female respondents in the youngest and oldest age groups surveyed (18-25 and over 56) were much more likely to be aware of this advertising, compared to males in the same age category.

Table 26: Awareness of advertising, by whether drink alcohol or not

	Base	Do you drink alcohol?	
		Yes	No
Base	1120	829	291
Yes	58%	60%	53%
No	39%	37%	42%
Don't know	4%	3%	5%

Awareness of having seen advertising promoting the use of a designated driver was higher among respondents who drink alcohol than among non-drinkers.

Table 27: Awareness of advertising, by urban/rural

	Base	Would you describe the area you live in as:	
		Urban	Rural
Base	1121	609	512
Yes	58%	57%	59%
No	39%	40%	37%
Don't know	4%	3%	4%

Respondents from rural areas had a slightly higher recall of having seen advertising related to using a designated driver.

Table 28: Awareness of advertising, by social class

	Base	Seen or heard advertising over Christmas?		
		YES	NO	DON'T KNOW
Base	1119	58%	39%	3%
1. Higher professional and higher managerial / proprietors and farmers owning 200 or more acres	103	55%	43%	2%
2. Lower professional and lower managerial / proprietors and farmers owning 100 - 199 acres	268	61%	37%	3%
3. Other non-manual / farmers 50 - 99 acres	146	57%	39%	4%
4. Skilled manual / farmers 30 - 40 acres	231	62%	36%	2%
5. Semi-skilled manual / farmers less than 30 acres	107	62%	36%	3%
6. Unskilled manual	12	42%	58%	
7. Unknown	252	53%	41%	6%

There was some difference between recall rates of this advertising campaign amongst respondents from different social classes with the highest level of recall amongst households where the principal income earner was a skilled or semi-skilled manual worker, with the lowest amongst unskilled manual workers.

Table 29: Awareness of advertising, by geographic area

	Base	Seen or heard advertising over Christmas?		
		Yes	No	Don't know
Base	1121	58%	39%	4%
Dublin	192	54%	43%	3%
Cork	106	59%	40%	1%
Killarney/Tralee	104	59%	40%	1%
Limerick	104	50%	49%	1%
Galway	103	74%	23%	3%
Sligo/Donegal	105	58%	38%	4%
Louth	103	50%	43%	8%
North Midlands	104	57%	38%	6%
South Midlands	96	64%	33%	3%
Wexford/Waterford	104	59%	36%	6%

The highest levels of recall of the advertising was in Galway and the South Midlands. The lowest level of recall relating to designating a driver was in Limerick, despite the fact that Limerick had placed the highest overall importance on designating a driver (Table 21).

6. What advertising message do people remember hearing or seeing?

Table 30: What do you remember hearing or seeing?

Base	100.0%
Someone drinks and does not drive	33.7%
Designated driver campaign	37.1%
Drive straight and delegate	2.9%
Be a clever dick, drive straight and designate	0.9%
Don't recall	32.8%

* Percentages do not add to 100% due to some survey respondents remembering more than one thing about the ads

Most respondents remembered either the designated driver campaign or that someone who drinks does not drive. It is notable the very low level of recall for either 'be a clever dick, drive straight and designate' or for 'drive straight and delegate'.

Table 31: What do you remember hearing or seeing, by gender

	Base	Male	Female
Base	649	240	409
Someone drinks and does not drive	33.7%	36.7%	32.0%
Designated driver campaign	37.1%	32.9%	39.6%
Drive straight and delegate	2.9%	2.5%	3.2%
Be a clever dick, drive straight and designate	0.9%	0.8%	1.0%
Don't recall	32.8%	34.2%	32.0%

While females were more likely to recall the designated driver campaign, males were more likely to recall that someone drinks and does not drive.

Table 32: What do you remember hearing or seeing, by age

	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	649	42	91	174	172	170
Someone drinks and does not drive	34%	36%	46%	31%	36%	28%
Designated driver campaign	37%	45%	41%	40%	32%	36%
Drive straight and delegate	3%			3%	5%	3%
Be a clever dick, drive straight and designate	1%	2%	2%		1%	1%
Don't recall	33%	24%	21%	32%	35%	40%

While awareness of advertising was lowest amongst the youngest age group surveyed, this age group (18-25) had the highest level of recall for the designated driver campaign (with recall levels falling as age groups got older). It is notable that was predominantly

older respondents (although relatively low recall rates) that identified 'drive straight and delegate'.

Table 33: What do you remember hearing or seeing, by drinkers/non drinkers

	Base	Do you drink alcohol?	
		Yes	No
Base	648	493	155
Someone drinks and does not drive	34%	33%	38%
Designated driver campaign	37%	37%	38%
Drive straight and delegate	3%	3%	4%
Be a clever dick, drive straight and designate	1%	1%	
Don't recall	33%	34%	30%

While variances were not significant, awareness of 'someone drinks and does not drive' was higher among those who said that they do not drink, compared with those who do drink, while evenly divided for the 'designated driver campaign'.

Table 34: What do you remember hearing or seeing, by urban/rural

	Base	Urban	Rural
Base	649	349	300
Someone drinks and does not drive	34%	35%	32%
Designated driver campaign	37%	37%	37%
Drive straight and delegate	3%	3%	2%
Be a clever dick, drive straight and designate	1%	1%	1%
Don't recall	33%	33%	33%

There was little significant difference between what respondents recalled in terms of advertising campaigns whether they were from a rural or urban area. Urban respondents were slightly more likely to recall the 'someone drinks and does not driver' than those from rural areas.

Table 35: What do you remember hearing or seeing, by driver/non driver

	Base	Do you drive?	
		Yes	No
Base	648	555	93
Someone drinks and does not drive	34%	35%	28%
Designated driver campaign	37%	36%	46%
Drive straight and delegate	3%	3%	5%
Be a clever dick, drive straight and designate	1%	1%	1%
Don't recall	33%	33%	33%

Drivers were more likely to recall 'someone drinks and does not drive' than were non-drivers, whereas non-drivers had better recall of designated driver campaign.

7. Suggestions for promotions or initiatives that could be undertaken to encourage more people to designate a driver on a night out

All 1121 respondents were asked for suggestions as to what promotions or initiatives could be undertaken. A wide range of suggestions were received from some of these respondents – these have been categories where possible, and where categorisation was not possible the suggestions have been listed separately.

Table 36: Suggestions for promotions or initiatives

Suggestions	Frequency of respondents
More advertising (particularly on TV)	163
Pub promotions/advertising	61
Cheaper soft drinks for the designated driver	22
More advertising and posters in pubs	48
More Garda presence	34
Pubs provide transport home	14
Shock tactics and graphic ads	12
Free soft drinks for the designated driver	12
Use taxis	11
Better public transport	6

Table 37: Other suggestions for promotions or initiatives (not included in Table 36)

Additional suggestions/comments 2005

a campaign to organise before hand to do the designated driver thing above should be in all pubs - very confusing at moment

ads aimed at younger people and include in curriculum in schools

ads need to aimed at older generation

Ads should be on earlier when young people are home and not just on late at night

aim ads at younger people and have educational programme in secondary schools

aim at ads at youth

aim at young people

aim for 18 to 25 year olds

an incentive for driver

Believes that the alcohol limit should be zero and not allow for one drink

better to focus attention else where on accidents

coca-cola sponsorship, maybe water too

Death toll figures advertised publicly with actual accidents described

definitely should be something
drinks company sponsorship
educate people about dangers more
focus on younger people
Free entry to nightclubs for the driver
free phone at pubs for taxis
Go around where drinkers are and give info
government campaign

Hard to get volunteers - easier to pre-organise cabs at drinking venues

Has been the designated driver and found it hard to listen to drunk people so
feels it's easier to rely on public transport

have more variety of soft drinks and stop charging for water in pubs.
higher penalty points
Highlight the consequences

If the next night the designated driver goes out, after they had their turn as the
driver, they will get some free alcoholic drinks
in the staff work parties
information with insurance renewals

It would be very hard in the country as there are few people around and so a
smaller chance of finding someone willing - cabs are an easier solution
It wouldn't work in Dublin

Its awkward in Dublin as people live all over the city so it would be impossible
to drop all the group at various locations

It's very dependant on publicans to take a stand and not be greedy
Just back from Spain where along the Motor-way there are huge illuminated
electronic signs regarding road accidents and drink driving which are very
effective

Just to stress that someone responsible must take control of the keys
lack of promotions of sport by drinks, more ads
leaflets through doors
leaflets through door
less alcohol ads on TV
less alcohol advertising

less alcohol adverts related to social events etc. more education in secondary
schools to develop different attitude to alcohol
make people more aware of consequences of drink driving

Make people more aware of dangers involved in drinking and driving
make sure appoint some one

Middle-aged men need to be targeted, the youth are good for it
more ads focused on safety on rds. encourage people to take turns - friendship
and group aspect of socialising
more drugs testing

more education in schools to catch people and put this in their heads before they start to drink.

more education in schools and on tv, radio etc
more footage of accidents on tv

more for older people who are in rural areas for a way home.
more late buses

more legal proceedings and stricter sentences for drink drivers

More mention in pubs

More newspaper ads

more on radio and tv

more on television

More penalty points

more police on rds

More police on the road

more posters in pubs

more promotions in actual pubs

More pub involvement

More publican involvement

More publicity

More road checks

more safety ads on tv, showing dangers - shock tactics

more severe penalties

More TV ads like the radio ad with the girl saying goodbye to her mum in a poem from the grave after she died from a drink driving accident - very moving ad but would be even more effective with a visual on TV. Also this Christmas the TV ad was the boy in the garden which was on last year so people are used to it & so don't pay as much attention
need to focus on older people.

Older people seem more reluctant to designate, younger people are better in the non drink driving regard so target older people who are in habit of drink driving

pay them like with a taxi

People talking about it more

permanent licence ban

polling system

Publicans rewarding the driver

Publicans should make more of an effort as they're losing trade due to inflated prices and people being afraid to drive

Publicans taking action

Publicans taking the keys of drivers

pubs should close earlier because designated driver may be too tired to drive if pubs stay open too late.

pubs should close earlier.

Reminders of accidents that have occurred through drink driving
restaurants and pubs should take more responsibility

shock tactics

Shouldn't be allowed to drink at all

show more ads with accidents

show more cars after crashes

Show them what happens after drink driving

Show young people the consequences of drink driving and the benefits of pre-booking taxis
snack bars etc too should be available
something aimed at the younger age group
something but not too sure what
something done by the pub
something in the pub, point of sale
something long term that will jog it in peoples minds, pubs should be leading the campaign.

Start with the young people as they are the worst for driving offences
stiffer penalties
stiffer penalties, upped insurance premium, jail sentences.
Stress the consequences

Stress the consequences and make examples of people by withdrawing more licences - system too lenient at present
Stricter limits for drink driving
Stricter penalties
Stricter penalties
Stricter penalties - being put off the road for good if you are caught drink driving
Stricter punishment for drivers
take in turns each week
take in turns to drive each week
take it in turns
target older generation
target younger people
the ads are good. re-enforces the idea

The next night that the designated driver goes out after they have been designated that they will get a few free pints
the pub should do something to encourage
vintners should be involved
year round free drinks for designated
Youth are very good - older generation are the culprits and will be hard to change

8 Profile of Respondents

Figure 5: Gender of Respondents

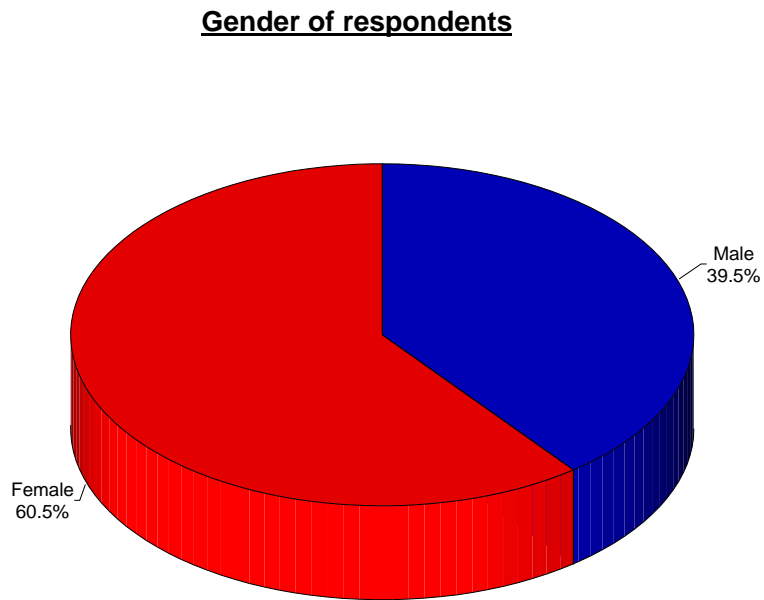


Table 38: Age of Respondents

	Base	%
Base	1121	
18 to 25	87	8%
26 to 35	158	14%
36 to 45	280	25%
46 to 55	273	24%
56 or over	323	29%

Table 39: Drivers / Non drivers

Base	1121
No reply	0.1%
Yes	82.9%
No	17.0%

Table 40: Drinkers / Non Drinkers

Base	1121
No reply	0.1%
Yes	74.0%
No	26.0%

Table 41: Social class of survey responses

Base	100.0%
1. Higher professional and higher managerial / proprietors and farmers owning 200 or more acres	9.2%
2. Lower professional and lower managerial / proprietors and farmers owning 100 - 199 acres	23.9%
3. Other non-manual / farmers 50 - 99 acres	13.0%
4. Skilled manual / farmers 30 - 40 acres	20.6%
5. Semi-skilled manual / farmers less than 30 acres	9.6%
6. Unskilled manual	1.1%
7. Unknown	22.5%

Table 42: Geographical area of respondents

Base	1121
Dublin	192
Cork	106
Killarney/Tralee	104
Limerick	104
Galway	103
Sligo/Donegal	105
Louth	103
North Midlands	104
South Midlands	96
Wexford/Waterford	104

Section 4
Comparison of 2004/2005
Market Research Results

Profile of Respondents

There was no significant difference between the profiles of respondents of the 2004 and 2005 surveys. Female respondents accounted for almost 60% of responses in both years.

The age profile of respondents was very similar in both years. There was a marginally higher response rate received from individuals aged between 36 to 45 and 56 and over. There was a slight decrease in responses received from those in the 18-25 age bracket.

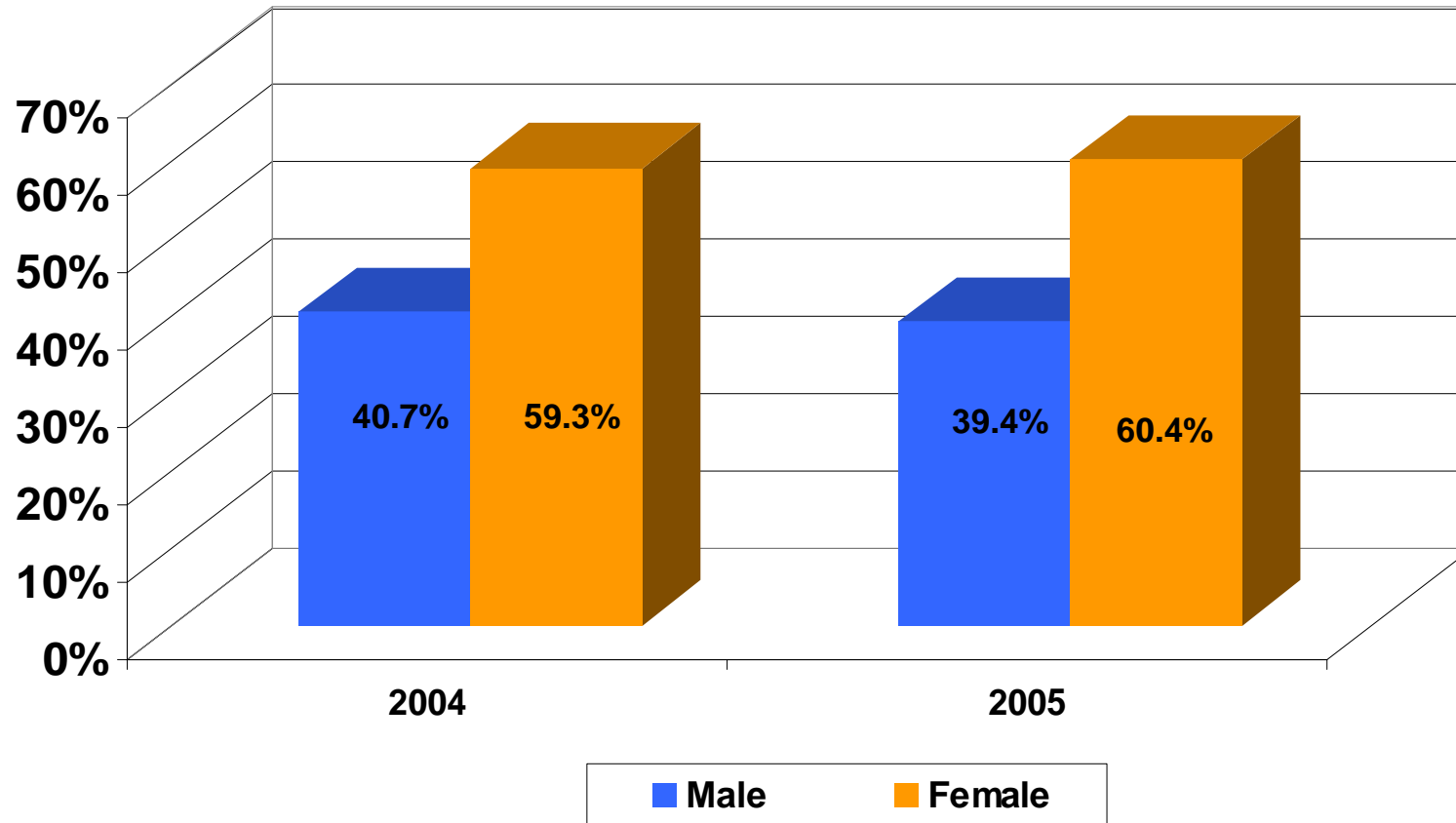
A total of 82.9% of survey participants in the 2005 survey indicated that they drove, while in 2004 drivers accounted for 81.4% of all responses received.

There was a decrease in the number of respondents who indicated that they drank alcohol. Almost three quarters (74%) of 2005 survey participants drank alcohol while in 2004 80.3% stated they drank alcohol.

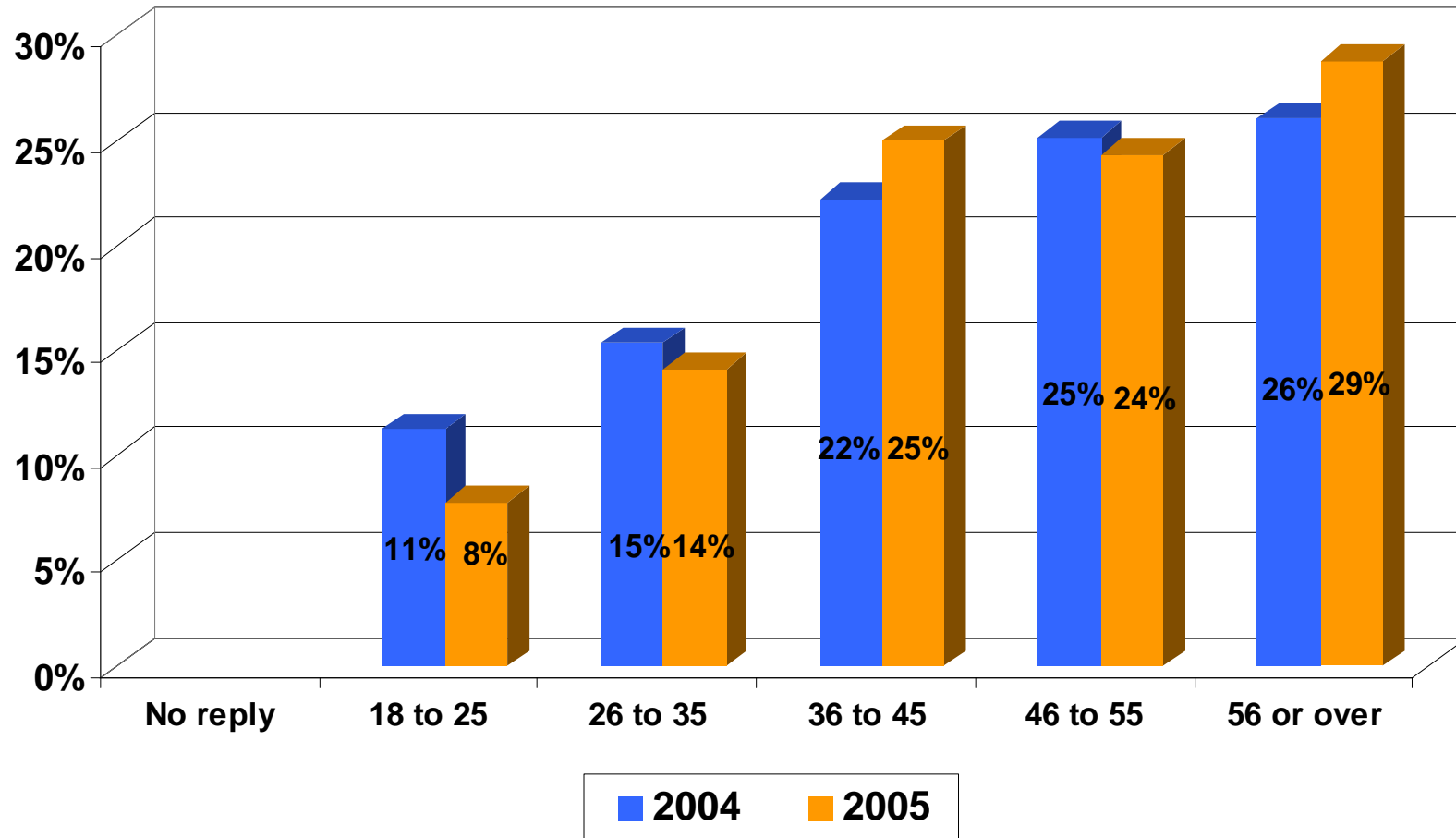
In 2005 54.3% lived in an urban area while 52.2% of 2004 respondents were from an urban area.

The occupations of respondents from both years were very similar. In 2005, there were marginally higher responses received from individuals in the lower professional, skilled, manual and semi-skilled manual classes.

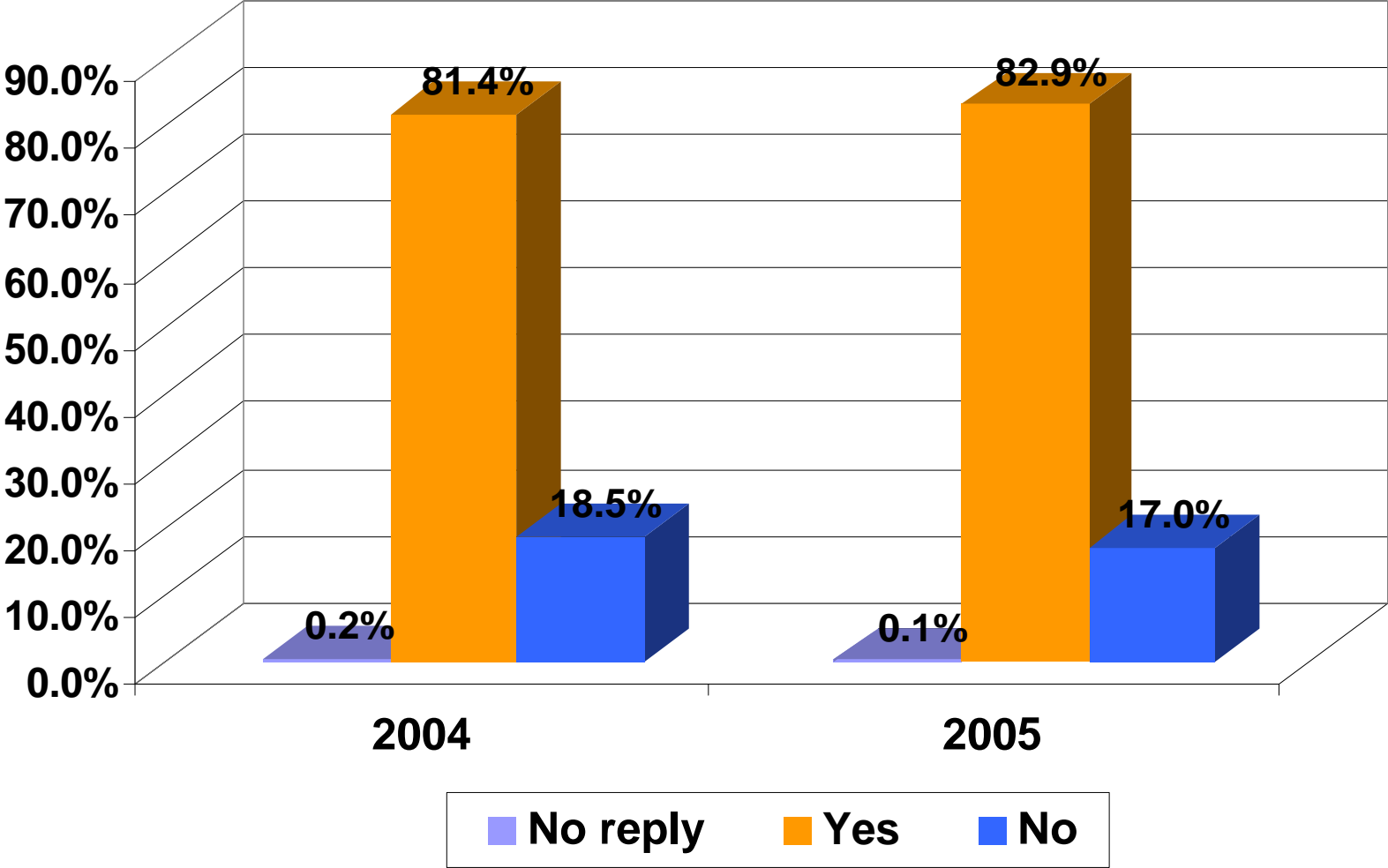
Gender of Respondents



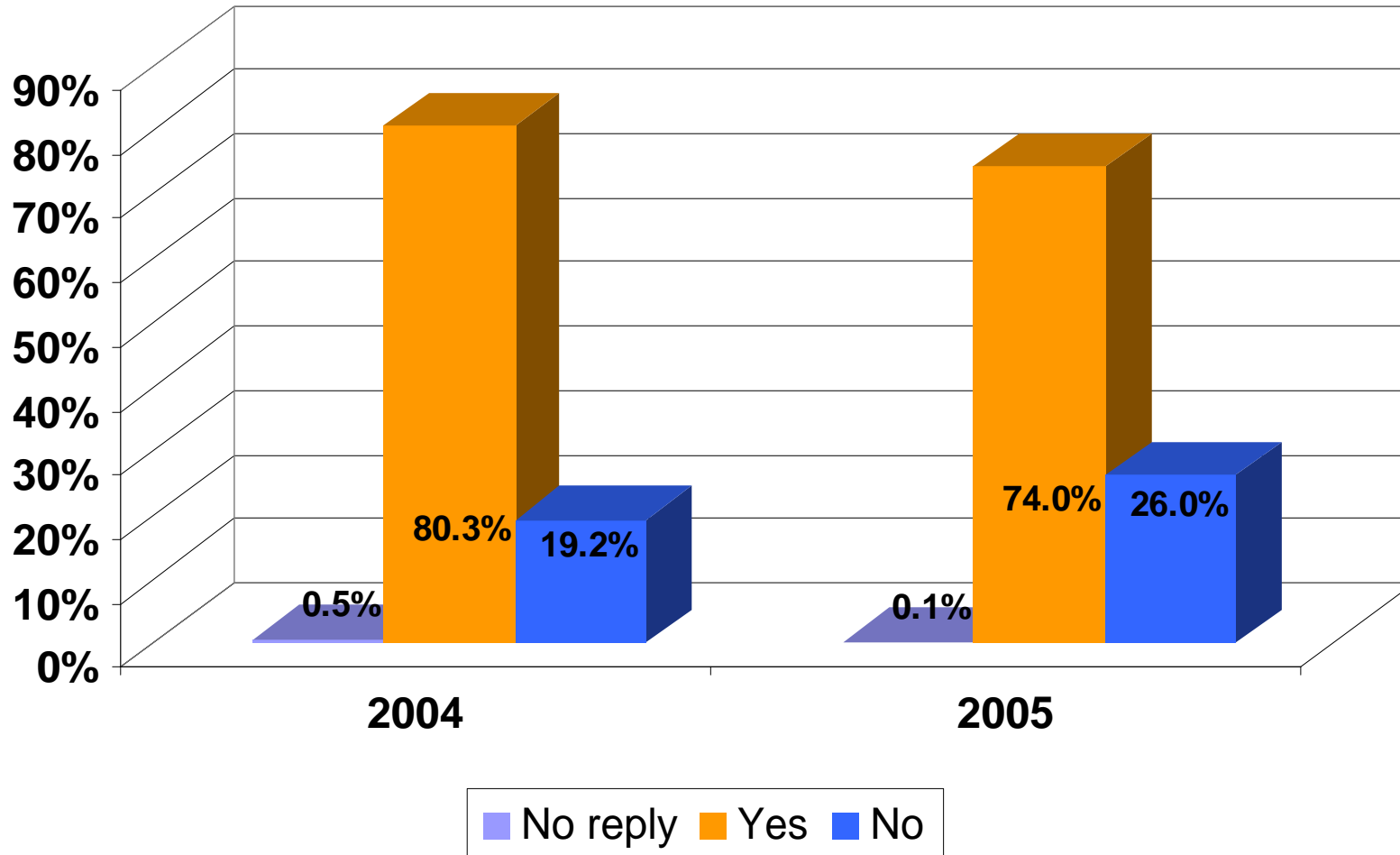
Age category



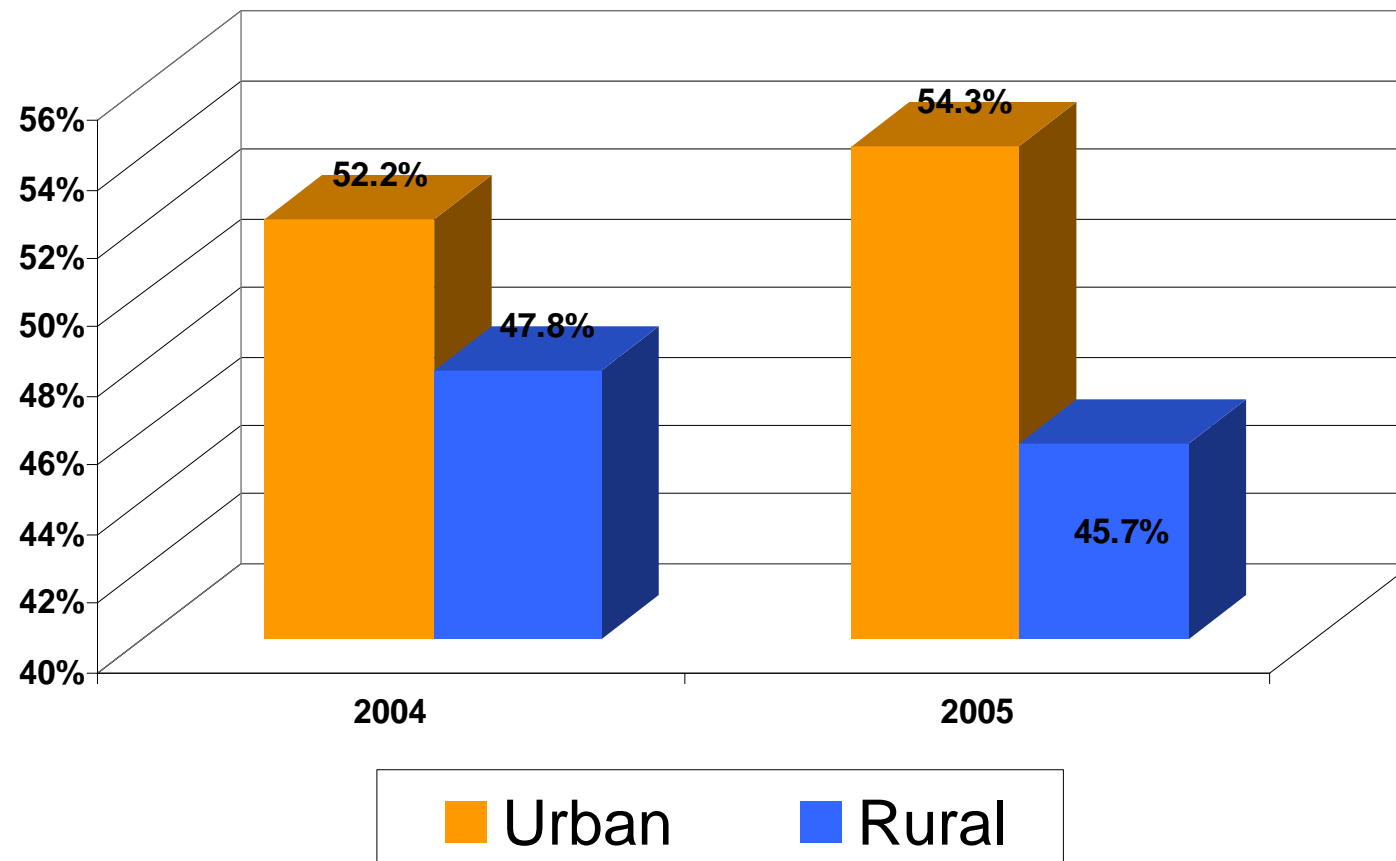
Do you drive?



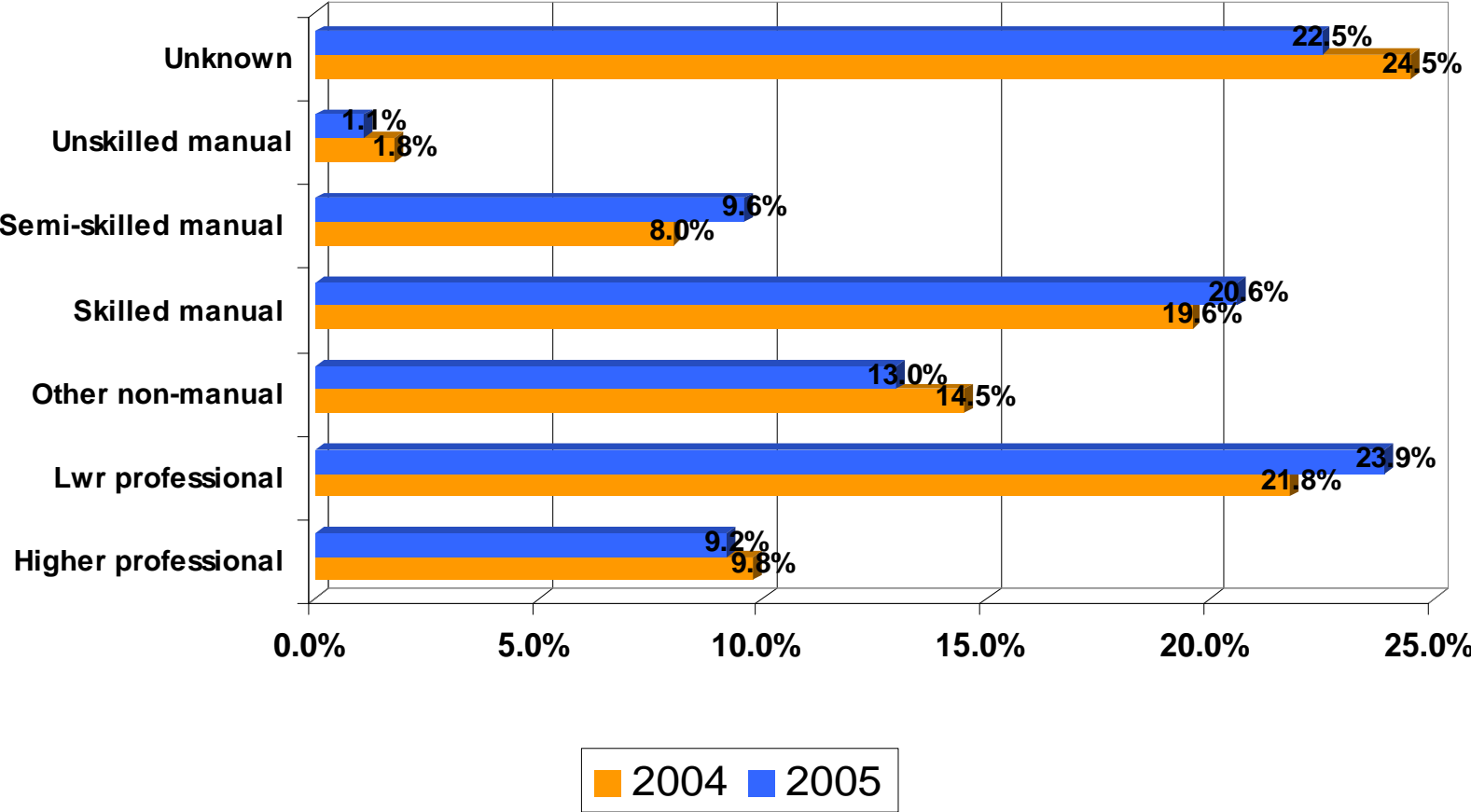
Do you drink alcohol



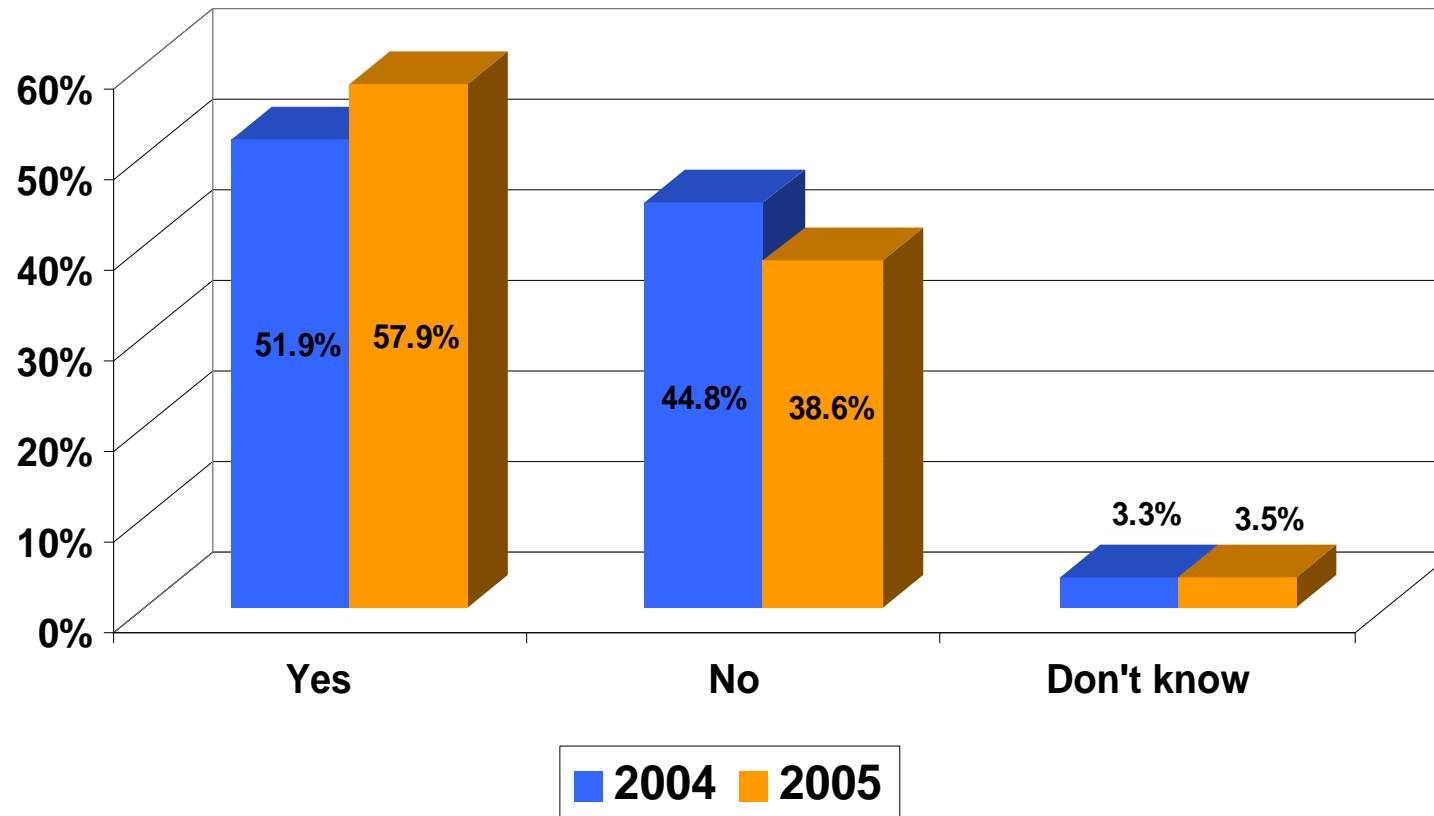
Would you describe the area you live in as urban or rural



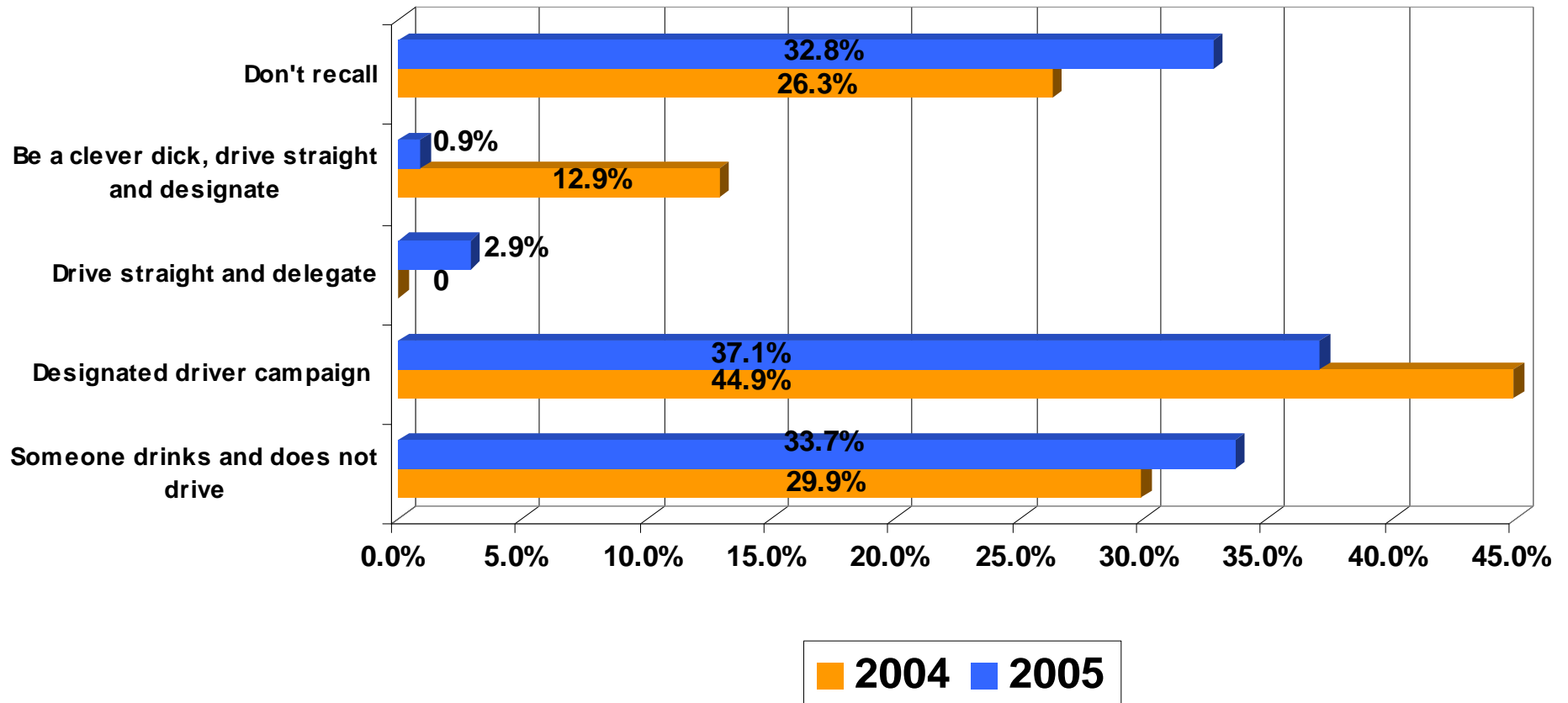
Comparison of occupation of respondents



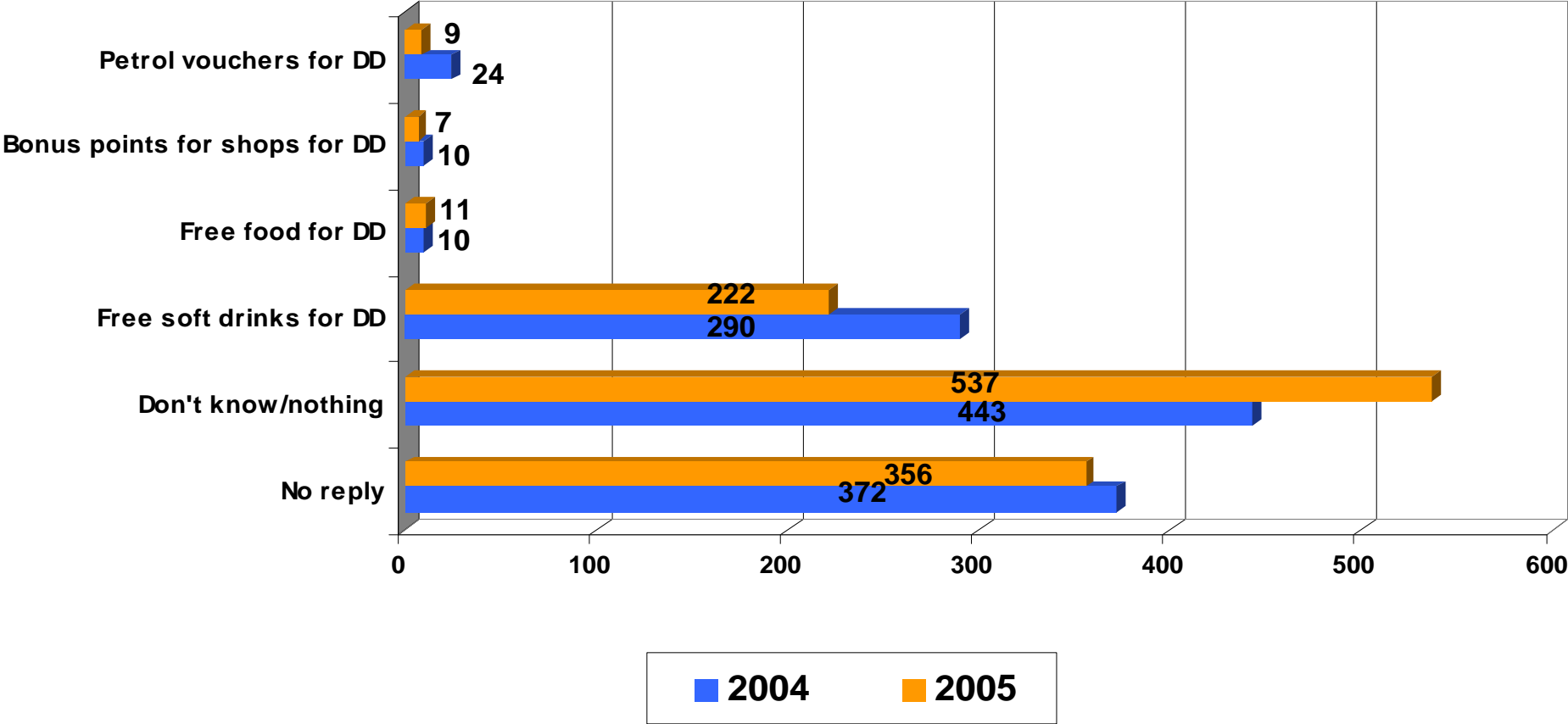
Comparison of whether respondents had heard or seen ads over Christmas encouraging use of a designated driver



Comparison of what respondents remember hearing / seeing



Comparison of ideas to encourage more people to designate a driver on a night out



Comparison of Mode of Transport used to get home after a night out

The greatest difference between 2004 and 2005 responses were the number of respondents who drove home after a night out. There was a decrease of 9% among respondents who indicated that they drove home, falling from 19% in 2004 to 10% in 2005.

A higher percentage of respondents indicated that they used a designated driver to get home after a night out. The number using a designated driver increased by 3% on 2004's results. The number of survey participants who walked home after a night out decreased from 18% to 13%. There was a 6% increase in responses labelled as 'other'. A large percentage of respondents who stated 'other' indicated that they had arranged to be collected after their night out. A higher percentage of individuals aged 56 and over accounted for the largest number of 'other' responses.

A similar percentage of respondents indicated that they had heard of the idea of designating a driver when going on a night out. A total of 90.5% in 2005 had heard of the designated driver concept compared to 90.6% in 2004.

There was a slight increase among survey participants who rated the concept of designated driver as very important. There was an increase of 1.9% among respondents who rated designating a driver as very important. Overall there was an increase of 3% of the total sample who attached some degree of importance to the concept of designating a driver. In 2004, a total of 8.4% rated the concept as not important while in 2005 5.4% felt that it was not important.

There was a higher level of awareness of advertising over the Christmas period encouraging the use of a designated driver. A total of 57.9% of 2005 survey respondents had heard or seen advertising over Christmas encouraging the use of a designated driver. This is compared to 51.9% of 2004 survey participants.

A total of 38.6% of 2005 participants stated that they had not heard or seen the advertising campaign. In 2004, 44.8% did not hear or see the adverts.

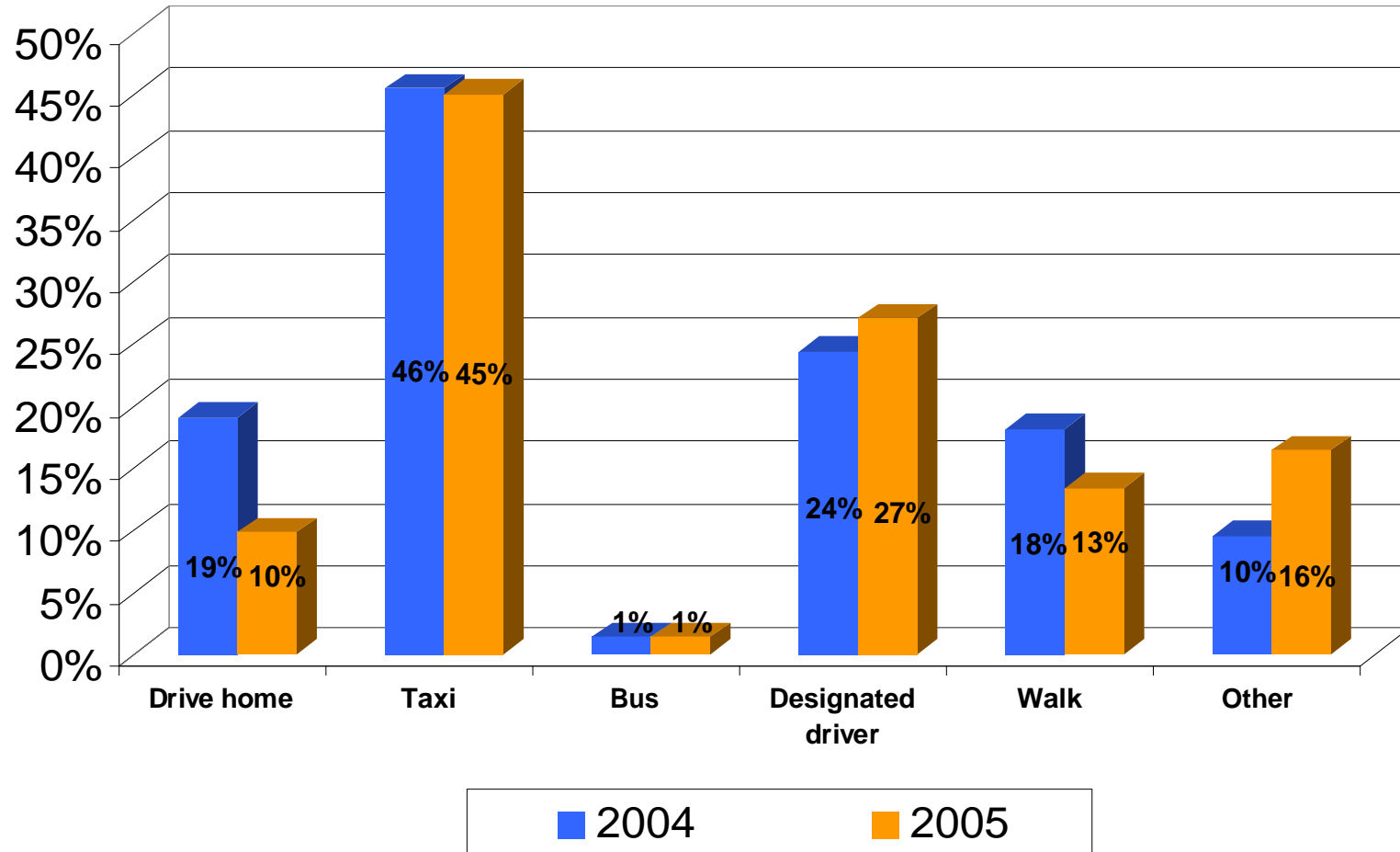
It is significant that while a higher percentage of respondents indicated that they had heard or seen advertising over Christmas, the level of recall of the specific campaign had decreased. In 2004, 44.9% of respondents recalled the designated driver campaign while in 2005 this figure dropped to 37.1%.

In the 2005 survey a higher percentage associated someone drinking and not driving with the advertising. A total of 33.7% of 2005 respondents recalled someone who drinks and does not drive compared to 29.9% of 2004 respondents.

There was a higher percentage of respondents who stated they did not recall the theme of the advertising campaign. A total of 32.8% of those surveyed did not recall the 2005 advertisements while in 2004 26.3% indicated that they did not recall the content of the advertisements. The absence of the "be a clever dick, drive straight and designate" resulted in a 12.9% difference between respondents of the 2004 and 2005 survey.

In 2004, 12.9% recalled the "drive straight and designate" campaign while 0.9% of 2005 survey participants recalled a "drive straight and designate" campaign. There was an increased focus among 2005 survey participants in providing free soft drinks for designated drivers. The idea of free drinks was the only area which generated any significant level of response.

Comparison of Mode of Transport used to get home after a night out



Mode of Transport used after a night out – by age

Mode of transport used after a night out, by age

2004	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	899	116	145	211	220	207
Drive home	12%	2%	6%	12%	13%	19%
Taxi	53%	75%	72%	54%	46%	33%
Bus	2%	3%	3%	2%	1%	1%
Designated driver	26%	13%	15%	23%	31%	38%
Walk	21%	20%	21%	22%	21%	18%
Other	8%	8%	3%	6%	9%	12%

2005	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	829	76	140	216	195	202
Drive home	4%	4%	2%	6%	3%	5%
Taxi	57%	74%	69%	62%	54%	39%
Bus	2%	4%	5%	-	1%	2%
Designated driver	28%	11%	23%	26%	35%	33%
Walk	17%	16%	15%	16%	21%	17%
Other	9%	5%	6%	6%	7%	19%

The number of people driving home after a night out has dropped across all age groups with the exception of the 18-25 age bracket. The overall percentage decreased from 12% in 2004 to 4% in 2005.

The most significant reduction in numbers driving home after a night out were evident in the older age brackets, particularly those in the 46-55 and 56 or over age brackets. There was a higher incidence of designating a driver in the 26-35 year old age bracket with 23% designating a driver in 2005 compared to 15% in 2004.

The higher percentage of 'other' responses in the older age categories were accounted for by individuals who arranged to be collected after a night out. There are less people walking home after a night out with the exception of one age group which remained the same (46-55, 21%).

Mode of transport used after a night out, by 'do they drink alcohol?'

	Do you drink alcohol?		
	Base	Yes	No
2004			
Base	1114	899	215
Drive home	19%	12%	51%
Taxi	46%	53%	15%
Bus	1%	2%	1%
Designated driver	24%	26%	18%
Walk	18%	21%	7%
Other	10%	8%	18%
2005			
Base	1120	829	291
Drive home	10%	4%	26%
Taxi	45%	57%	12%
Bus	1%	2%	0%
Designated driver	27%	28%	25%
Walk	13%	17%	2%
Other	16%	9%	37%

There was a significant drop in the number of respondents who drink alcohol and drive home. There was a reduction from 12% to 4% among survey participants who drive home after a night out and drink alcohol. This accounts for the overall decrease in the number of people who drive home after a night out falling from 15% in 2004 to 10% in 2005.

There is also a reduction in the number of people who walk home after a night out across both categories of individuals who drink or do not drink alcohol.

Responses in the other category relates to having people collecting them at the end of the night. The percentage of individuals who do not drink alcohol and recorded an 'other response more than doubled from 18% to 37%.

Mode of Transport by Age Category V Urban Areas

Mode of transport by age category versus urban / rural

2004	Urban- Age category						Rural- Age category				
	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1120	67	91	132	151	144	59	81	117	131	147
Drive home	19%	2%	7%	10%	10%	17%	14%	15%	32%	33%	37%
Taxi	46%	81%	78%	60%	52%	33%	61%	52%	34%	28%	18%
Bus	1%	6%	4%	2%	1%	1%			2%		
Designated driver	24%	8%	9%	11%	19%	31%	17%	22%	32%	39%	38%
Walk	18%	24%	22%	30%	26%	19%	15%	16%	9%	11%	12%
Other	10%	6%	4%	8%	13%	21%	9%	6%	6%	5%	12%
2005	Urban- Age category						Rural- Age category				
	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	44	84	138	163	180	43	74	142	110	143
Drive home	10%	5%	4%	7%	6%	9%	9%	4%	17%	16%	15%
Taxi	45%	66%	69%	62%	48%	34%	70%	55%	39%	36%	20%
Bus	1%	5%	8%		1%	2%	5%		1%		
Designated driver	27%	9%	17%	20%	26%	28%	14%	32%	31%	40%	32%
Walk	13%	25%	16%	18%	22%	13%	5%	11%	7%	7%	10%
Other	16%	7%	7%	9%	16%	26%	7%	12%	13%	12%	32%

The idea of designating a driver increased in popularity particularly in urban areas. It was also most notable in the following age categories 26-35, 36-45, 46-55. Among rural respondents the most significant increase in designating a driver was in the 26-35 year old age category. This grouping recorded an increase of 10% from 22% to 32% in 2005.

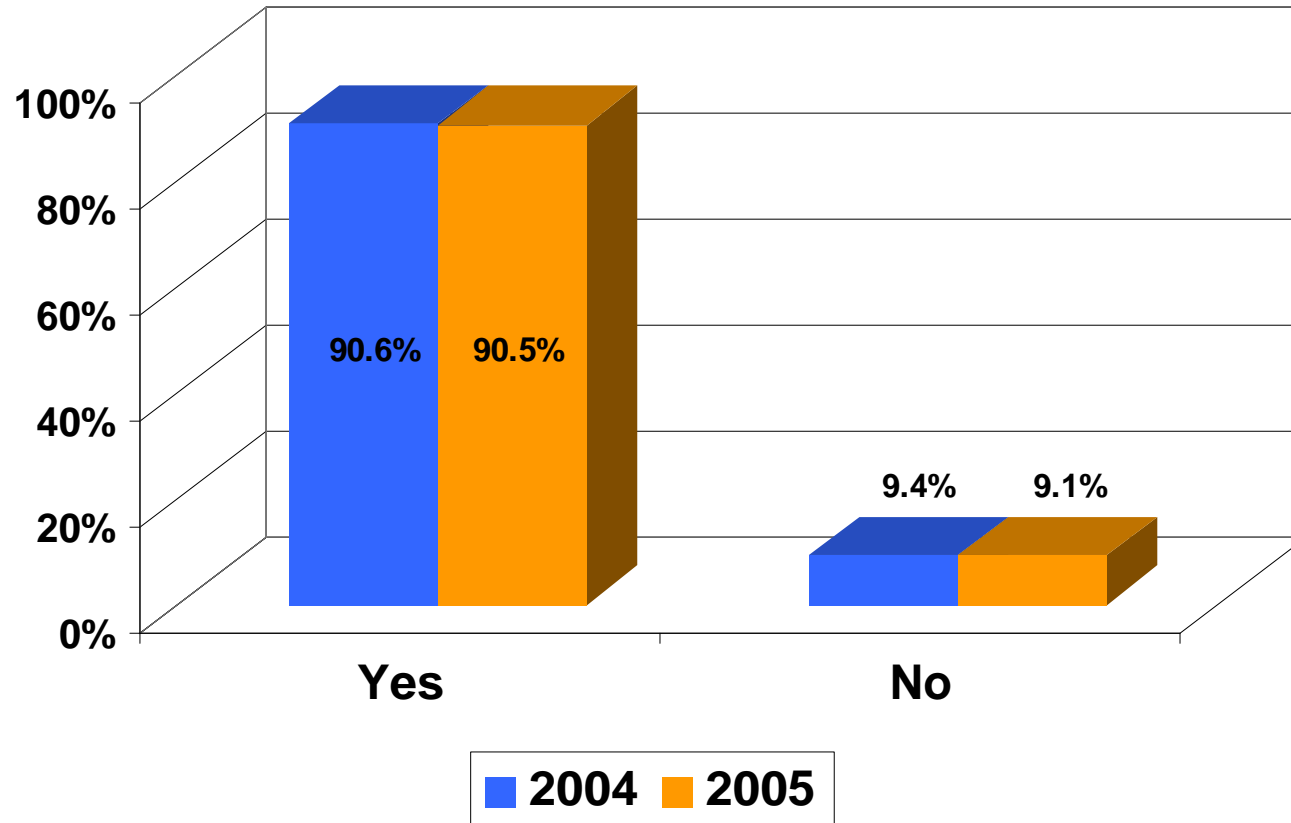
There was a 20% increase among respondents aged 56 or over who stated 'other' as their mode of transport. As previously indicated this is attributed to the number of respondents who are collected or organised a pre arranged lift home after a night out. The number of people who walk home after a night out living in rural areas decreased across all age categories. The largest percentage decreases in numbers walking home were recorded in the 18-25 year old age category.

Have you heard of the idea of designating a driver, by age of respondents

The level of awareness of designating a driver generally increased across all age categories. The highest increase was recorded in the 18-25 year old category. This increased from 86% in 2004 to 91% in 2005. The lowest level of awareness was in the 56 and over age category where awareness levels decreased from 88% to 86%.

2004						
	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	126	172	249	282	292
Yes	91%	86%	93%	93%	92%	88%
No	9%	14%	7%	7%	8%	12%
2005						
	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
	1121	87	158	280	273	323
Yes	91%	91%	91%	94%	93%	86%
No	9%	9%	10%	6%	7%	13%
Don't know	0%				0%	1%

Comparison of whether respondents ever heard of the idea of designating a driver when going on a night out



Have you heard of the idea of designating a driver by urban/rural and driver/non-driver

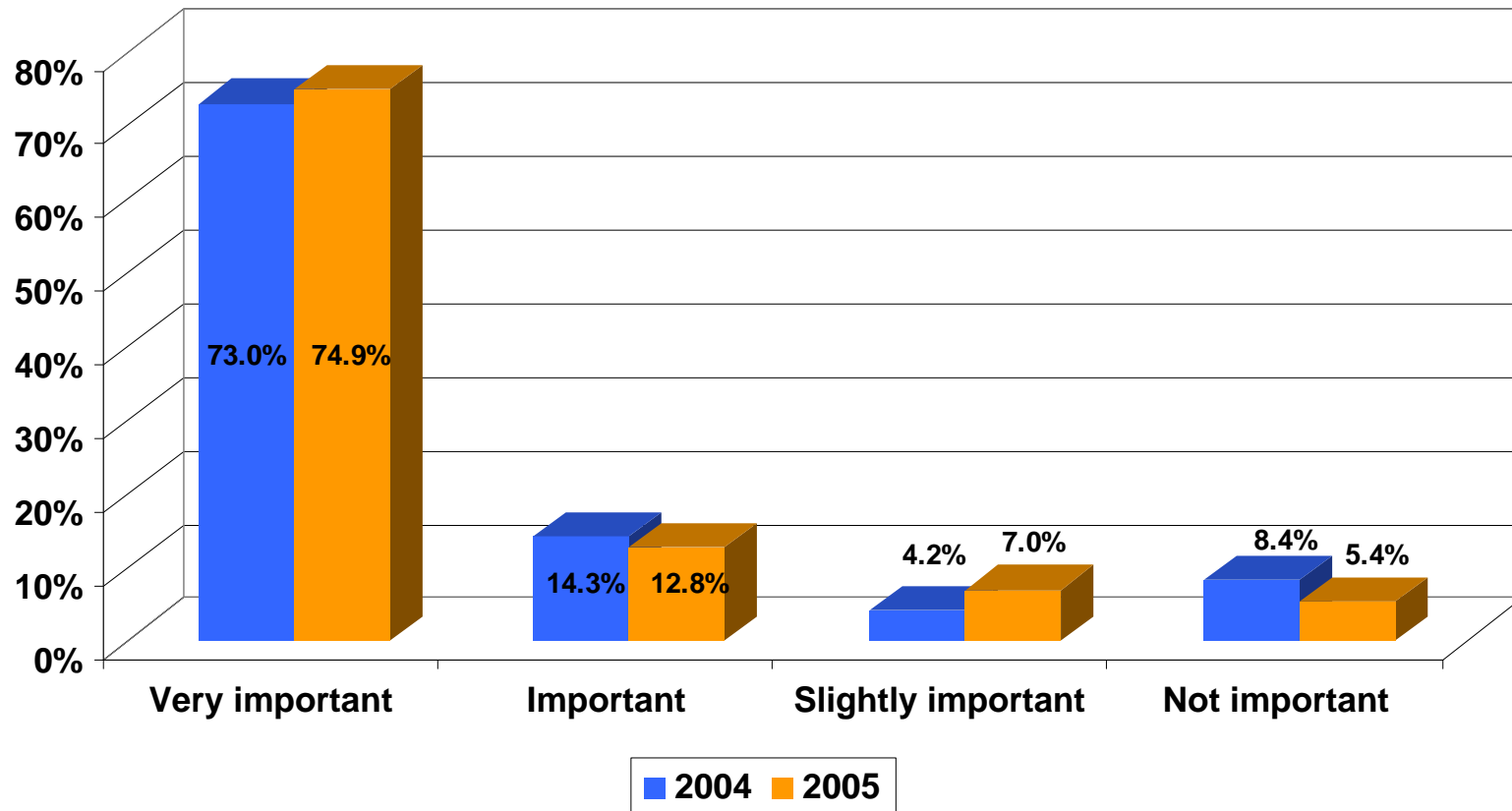
The highest level of unawareness of the concept of designating a driver is most evident among rural non-drivers. This figure decreased to 73% in 2005 from 90% in 2004. Levels of awareness among urban and rural drivers remained consistent with 2004 results.

2004		Urban- Do you drive?		Rural- Do you drive?	
	Base	Yes	No	Yes	No
Base	1119	464	120	448	87
Yes	91%	92%	80%	92%	90%
No	9%	8%	20%	8%	10%
2005		Urban- Do you drive?		Rural- Do you drive?	
	Base	Yes	No	Yes	No
Base	1120	485	124	444	67
Yes	91%	93%	81%	94%	73%
No	9%	7%	19%	6%	27%

Have you heard of the idea of designating a driver, by urban / rural

2004	Base	Urban	Rural
Base	1121	585	536
Yes	91%	89%	92%
No	9%	11%	8%
2005	Base	Urban	Rural
Base	1121	609	512
Yes	91%	90%	91%
No	9%	9%	9%

Comparison of respondents views on the importance of designating a driver



Importance of designating a driver by mode of transport after a night out

There was an increase in the number of respondents designating a driver when on a night out and who attributed a very important rating to the concept of designating a driver. In 2004 85% of respondents who designated a driver felt it was very important. This increased to 89% in 2005. The most significant differences in the ratings for designating a driver were received from individuals who took a bus home after a night out. The very important ratings dropped from 63% to 44% while the slightly important ratings increased from 6% to 25% in 2005.

2004							
	Base	Drive home	Taxi	Bus	Designated driver	Walk	Other
Base	1114	212	506	16	272	204	108
Very important	73%	83%	65%	63%	85%	63%	71%
Important	14%	11%	17%	13%	12%	16%	17%
Slightly important	4%	2%	7%	6%	2%	5%	3%
Not important	8%	3%	11%	19%	2%	16%	9%
2005							
	Base	Drive home	Taxi	Bus	Designated driver	Walk	Other
Base	1121	110	504	16	303	150	184
Very important	75%	82%	66%	44%	89%	67%	77%
Important	13%	13%	16%	13%	7%	18%	14%
Slightly important	7%	6%	11%	25%	3%	8%	4%
Not important	5%		8%	19%	1%	7%	5%

Importance of designating a driver by awareness of the idea of designating a driver

The most significant difference between 2004 and 2005 responses were among survey participants who were not aware of the idea of designating a driver and level of importance that they attach to the concept.

28% of 2004 respondents who had not heard of designating a driver rated the concept as not important. In 2005 this percentage dropped to 12%. The number of respondents who did not hear of designating a driver and rated the concept as slightly important increased from 7% in 2004 to 19% in 2005.

2004	Base	Yes	No
Base	1115	1014	101
Very important	73%	76%	44%
Important	14%	14%	22%
Slightly important	4%	4%	7%
Not important	8%	7%	28%
2005	Base	Yes	No
Base	1121	1015	102
Very important	75%	78%	47%
Important	13%	12%	23%
Slightly important	7%	6%	19%
Not important	5%	5%	12%

Importance of designating a driver by gender

Females attached a higher percentage of very important ratings to the concept of designating a driver in both 2004 and 2005. The differential between male and female attitudes towards the concept increased with 80% of females rating the concept as very important as opposed to 67% of males. In 2004 females who rated it as very important was 76%, compared to 68% of males.

2004	Base	Male	Female
Base	1115	453	662
Very important	73%	68%	76%
Important	14%	17%	13%
Slightly important	4%	6%	3%
Not important	8%	10%	8%
2005	Base	Male	Female
Base	1119	442	677
Very important	75%	67%	80%
Important	13%	15%	12%
Slightly important	7%	10%	5%
Not important	5%	8%	4%

Importance of designating a driver by age

The importance of the designated driver concept dropped in the 18-25 year old age category. Survey participants in this age group recorded a very important rating of 68% in 2004. This dropped to 59% in 2005. The other notable difference between 2004 and 2005 very important ratings was among respondents in the 36-45 year old age category. In 2004, 71% of survey participants aged between 36 to 45 recorded a very important rating. This increased to 79% in 2005. Respondents in the 18-25 year old age bracket recorded higher slightly important ratings to the concept of designating a driver in 2005. This showed an increase from 3% to 15%.

2004	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1115	126	170	248	281	290
Very important	73%	68%	72%	71%	76%	75%
Important	14%	18%	11%	16%	12%	16%
Slightly important	4%	3%	8%	6%	4%	2%
Not important	8%	11%	9%	8%	9%	7%
2005	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	87	158	280	273	323
Very important	75%	59%	70%	79%	78%	75%
Important	13%	14%	11%	10%	15%	14%
Slightly important	7%	15%	11%	6%	4%	6%
Not important	5%	13%	7%	5%	3%	5%

Importance of designating a driver by driver/non driver

The importance of designating a driver among non-drivers fell from 70% in 2004 to 64% in 2005. There was an increase in very important ratings among drivers, increasing from 71% in 2004 to 73% in 2005.

A total of 11% of non-drivers attached a slightly important rating to designating a driver compared to 4% in 2004. There was also an increase among drivers in the slightly important ratings received for the concept.

2004	Base	Yes	No
Base	893	731	162
Very important	71%	71%	70%
Important	15%	15%	17%
Slightly important	5%	5%	4%
Not important	9%	9%	9%
2005	Base	Yes	No
Base	829	689	140
Very important	71%	73%	64%
Important	14%	14%	17%
Slightly important	8%	8%	11%
Not important	7%	6%	9%

Importance of designating a driver by area

2004	Base	Very important	Important	Slightly important	Not important
Base	1115	73%	14%	4%	8%
Dublin	201	74%	12%	4%	10%
Cork	100	76%	16%	7%	1%
Killarney/Tralee	99	52%	29%	5%	14%
Limerick	106	89%	10%	1%	
Galway	101	67%	17%	5%	11%
Sligo/Donegal	97	75%	17%	3%	5%
Louth	100	77%	10%	3%	10%
North Midlands	101	79%	13%	4%	4%
South Midlands	109	73%	2%	3%	22%
Wexford/Waterford	101	66%	22%	8%	4%
2005	Base	Very important	Important	Slightly important	Not important
Base	1121	75%	13%	7%	5%
Dublin	192	70%	11%	8%	11%
Cork	106	69%	15%	7%	9%
Killarney/Tralee	104	81%	15%	3%	1%
Limerick	104	96%	3%	1%	
Galway	103	84%	6%	4%	7%
Sligo/Donegal	105	69%	20%	9%	3%
Louth	103	62%	22%	12%	4%
North Midlands	104	72%	15%	12%	1%
South Midlands	96	73%	10%	10%	6%
Wexford/Waterford	104	79%	11%	4%	7%

There was a significant increase in the level of importance attached to designating a driver in a number of areas based on a very important rating attached to designating a driver. The Killarney/Tralee area recorded a 29% increase in very important ratings while the Galway area recorded a 17% increase. There were also increases in the Wexford/Waterford areas. The very important ratings increased from 66% in 2004 to 79% in 2005.

The two largest urban areas in the country both recorded drops in the level of very important ratings attached to designating a driver. Dublin recorded a 4% decrease while Cork recorded an 8% decrease in very important category. The importance of the designating driver concept also decreased in the Sligo/Donegal, Louth, North Midlands areas.

Importance of designating a driver, by social class

2004	Base	Very important	Important	Slightly important	Not important
Total responding	1111	73%	14%	4%	9%
1. Higher professional	110	71%	14%	6%	9%
2. Lower professional	242	71%	14%	6%	9%
3. Other non-manual	162	80%	12%	3%	6%
4. Skilled manual	217	71%	15%	5%	9%
5. Semi-skilled manual	88	76%	15%	3%	6%
6. Unskilled manual	20	90%		5%	5%
7. Unknown	272	71%	16%	3%	10%
2005	Base	Very important	Important	Slightly important	Not important
Total responding	1119	75%	13%	7%	5%
1. Higher professional	103	76%	8%	10%	7%
2. Lower professional	268	78%	13%	5%	5%
3. Other non-manual	146	73%	12%	8%	7%
4. Skilled manual	231	79%	11%	7%	3%
5. Semi-skilled manual	107	73%	13%	6%	8%
6. Unskilled manual	12	92%	8%		
7. Unknown	252	69%	17%	8%	6%

Lower professionals and skilled manual employees recorded the highest percentage increases of very important ratings attached to designating a driver.

Other non-manual employees very important ratings dropped from 80% in 2004 to 73% in 2005. Very important ratings dropped 20% among semi skilled manual employees. There was a 5% increase among higher professionals in terms of the very important ratings.

Awareness of advertising by age

There was an increased level of awareness of advertising among the older age categories. The largest increase in awareness was in the 46-55 year old age bracket, increasing from 55% to 63%. There was an 8% increase in awareness among 36-45 year olds while 26-35 year olds awareness levels increased by 5% on 2004 results.

2004	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1120	126	172	249	282	291
Yes	52%	49%	53%	54%	55%	48%
No	45%	49%	42%	43%	42%	49%
Don't know	3%	2%	5%	3%	4%	3%
2005						
	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1121	87	158	280	273	323
Yes	58%	48%	58%	62%	63%	53%
No	39%	49%	40%	35%	34%	43%
Don't know	4%	2%	3%	3%	3%	5%

Awareness of advertising by age & gender

There was a considerable drop in the level of awareness of the advertising by younger males aged 18-25. Awareness among this segment dropped from 51% to 36%. All other male age categories recorded increased levels of awareness on 2004 figures. Males in the 36-45 age bracket recorded the biggest increase in awareness, rising from 54% in 2004 to 62% in 2005.

Females in the 18-25 year old category were more aware of advertising in 2005 than in 2004, jumping from 48% to 62%. The largest increase in female awareness was among females aged between 46 and 55.

2004		Male					Female				
	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1120	61	63	100	104	127	65	109	149	178	164
Yes	52%	51%	52%	54%	60%	43%	48%	53%	54%	52%	52%
No	45%	46%	41%	44%	38%	57%	52%	42%	42%	44%	43%
Don't know	3%	3%	6%	2%	3%	1%		5%	3%	4%	5%
2005											
	Base	18 to 25	26 to 35	36 to 45	46 to 55	56 or over	18 to 25	26 to 35	36 to 45	46 to 55	56 or over
Base	1119	45	53	93	102	149	42	105	187	169	174
Yes	58%	36%	55%	62%	65%	48%	62%	59%	62%	63%	57%
No	39%	60%	43%	34%	35%	49%	38%	38%	35%	33%	37%
Don't know	3%	4%	2%	3%		3%		3%	3%	5%	6%

Awareness of advertising by whether they drink alcohol or not

Respondents who drink alcohol recorded higher levels of awareness in the 2005 survey. Sixty percent of survey participants who drink alcohol were aware of the campaign compared to 52% in 2004. The level of awareness among non-drinkers also increased from 49% to 53%.

2004	Base	Yes	No
Base	1114	899	215
Yes	52%	52%	49%
No	45%	44%	48%
Don't know	3%	3%	3%
2005	Base	Yes	No
Base	1120	829	291
Yes	58%	60%	53%
No	39%	37%	42%
Don't know	4%	3%	5%

Awareness of advertising by Urban / Rural

There was a greater increase in the levels of awareness among rural survey participants, increasing from 50% to 59% in 2005. Urban respondents also recorded increased levels of awareness rising from 53% to 57%.

2004	Base	Urban	Rural
Base	1120	584	536
Yes	52%	53%	50%
No	45%	44%	46%
Don't know	3%	3%	4%
2005	Base	Urban	Rural
Base	1121	609	512
Yes	58%	57%	59%
No	39%	40%	37%
Don't know	4%	3%	4%

Awareness of advertising by Social Class

There were increased levels of awareness among higher social classes. Respondents in the higher professional and lower professional categories increased by 12% and 9% respectively on 2004 figures. Unskilled manual employees recorded a 7% increase in levels of awareness of the advertising. Semi skilled manual employees recorded a 4% drop in their level of awareness of the designated driver advertising.

2004	Base	Yes	No	Don't know
Base	1116	52%	45%	3%
1. Higher professional	110	43%	53%	5%
2. Lower professional	243	52%	44%	4%
3. Other non-manual	162	51%	45%	4%
4. Skilled manual	219	58%	39%	3%
5. Semi-skilled manual	89	66%	34%	
6. Unskilled manual	20	35%	55%	10%
7. Unknown	273	48%	50%	3%
2005	Base	Yes	No	Don't know
Base	1119	58%	39%	3%
1. Higher professional	103	55%	43%	2%
2. Lower professional	268	61%	37%	3%
3. Other non-manual	146	57%	39%	4%
4. Skilled manual	231	62%	36%	2%
5. Semi-skilled manual	107	62%	36%	3%
6. Unskilled manual	12	42%	58%	
7. Unknown	252	53%	41%	6%

Awareness of advertising by Area

The areas of Galway and Sligo/Donegal recorded the largest increases in levels of awareness of the advertising undertaken. Galway increased by 19% while Sligo/Donegal increased by 11% on 2004 figures. The South Midlands area also increased by 11% on the previous years research.

Survey participants in Dublin showed an increased awareness by 6% while Cork increased by 4%. The lowest levels of awareness were recorded in the Limerick and Louth areas in the 2005 survey. Limerick and Sligo/Donegal recorded the lowest levels of awareness in 2004.

	2004			2005		
	Yes	No	Don't know	Yes	No	Don't know
Dublin	48%	48%	4%	54%	43%	3%
Cork	55%	43%	2%	59%	40%	1%
Killarney/Tralee	53%	47%		59%	40%	1%
Limerick	50%	40%	10%	50%	49%	1%
Galway	55%	44%	2%	74%	23%	3%
Sligo/Donegal	47%	52%	2%	58%	38%	4%
Louth	51%	47%	2%	50%	43%	8%
North Midlands	53%	43%	5%	57%	38%	6%
South Midlands	53%	43%	4%	64%	33%	3%
Wexford/Waterford	58%	40%	2%	59%	36%	6%

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