



Designated Driver Campaign, Christmas 2005

Quantitative Research
January 2006

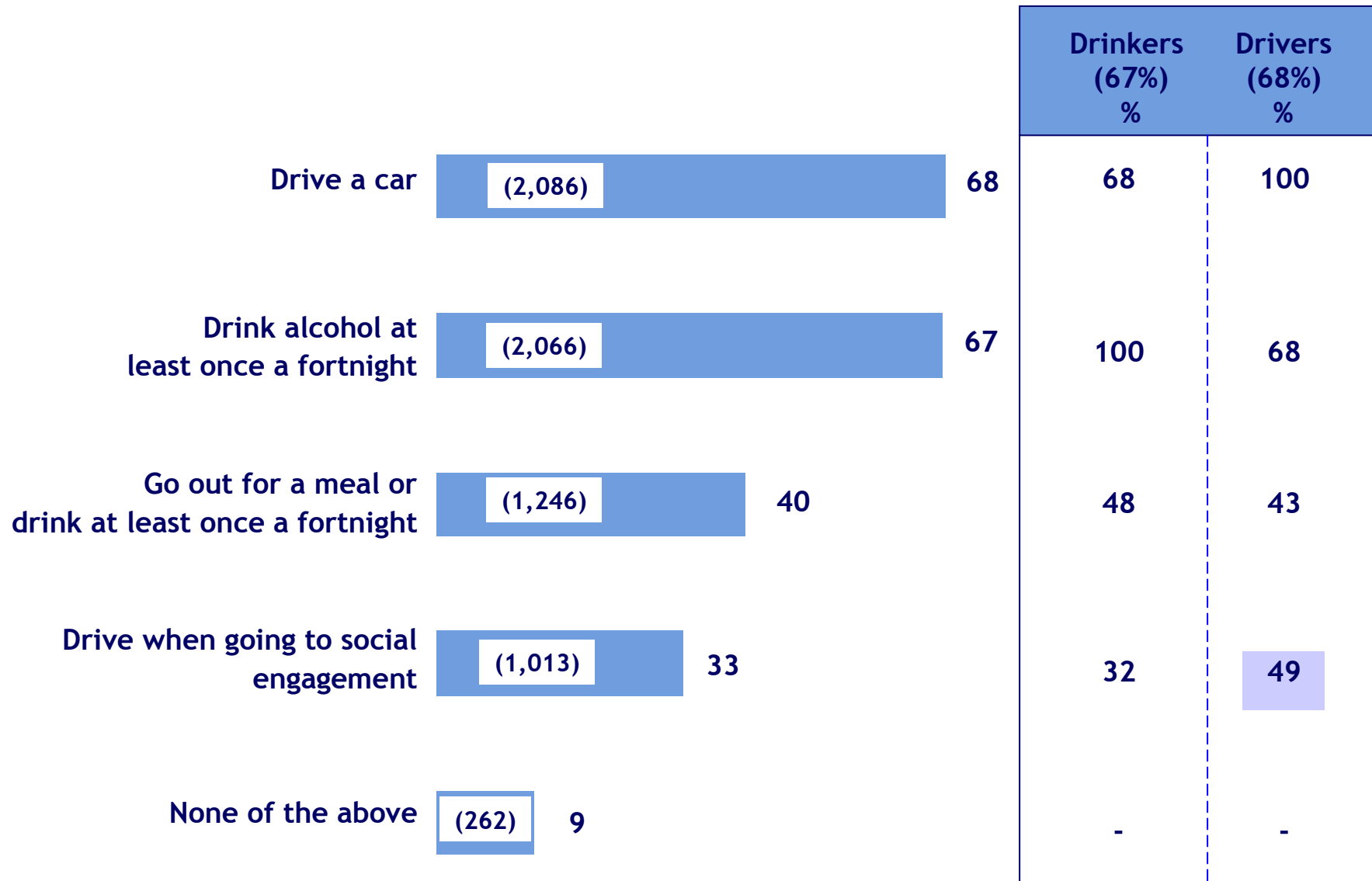


INTRODUCTION

- Quantitative research to evaluate attitudes to the designated driver concept, rural transport, Garda enforcement and the introduction of random breath testing
- Questionnaire included on Behaviour and Attitudes January No.1 Barometer Survey
 - Nationally representative sample of 1,109 adults aged 18+
 - Interviewed face-to-face, in home
 - 60 nationwide sampling locations
 - Quota controlled to reflect adult population structure vis a vis sex, age, social class, region and area of residence (i.e.: urban vs. rural)
- Fieldwork: 5th - 13th January 2006

ACTIVITIES PERSONALLY UNDERTAKEN

(Base: Adults aged 18+ ~ 1,109 - 3,083,000)



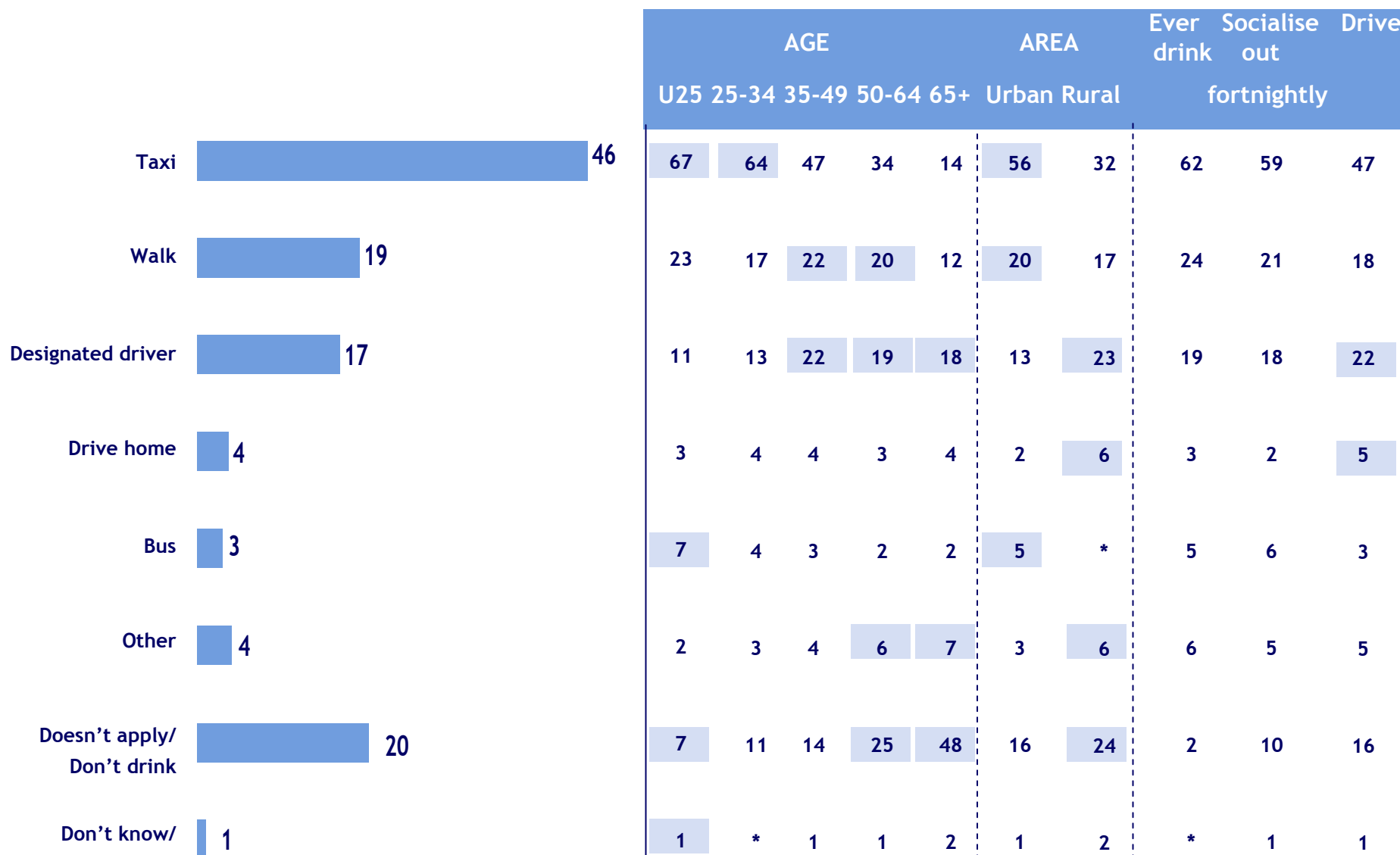
ACTIVITIES PERSONALLY UNDERTAKEN X DEMOGRAPHICS

(Base: Adults aged 18+ ~ 1,109 - 3,083,000)

	All Adults	Men	Women	U25	25-34	35-49	50-64	65+	Middle Class	Working Class	Farming	Urban	Rural
	(100)	(49)	(51)	(15)	(22)	(27)	(22)	(15)	(40)	(51)	(9)	(60)	(40)
	%	%	%	%	%	%	%	%	%	%	%	%	%
Drive a car	68	75	60	44	76	82	72	48	76	60	73	63	75
Drink alcohol at Least once a fortnight	67	76	58	83	75	71	62	40	74	65	50	72	60
Go out for a meal or drink at least once a fortnight	40	41	39	43	46	40	41	28	50	36	27	48	29
Drive when going to social engagement	33	34	31	17	39	38	40	19	40	25	43	27	41
Non of the above	9	3	14	25	3	3	8	30	4	10	18	7	11

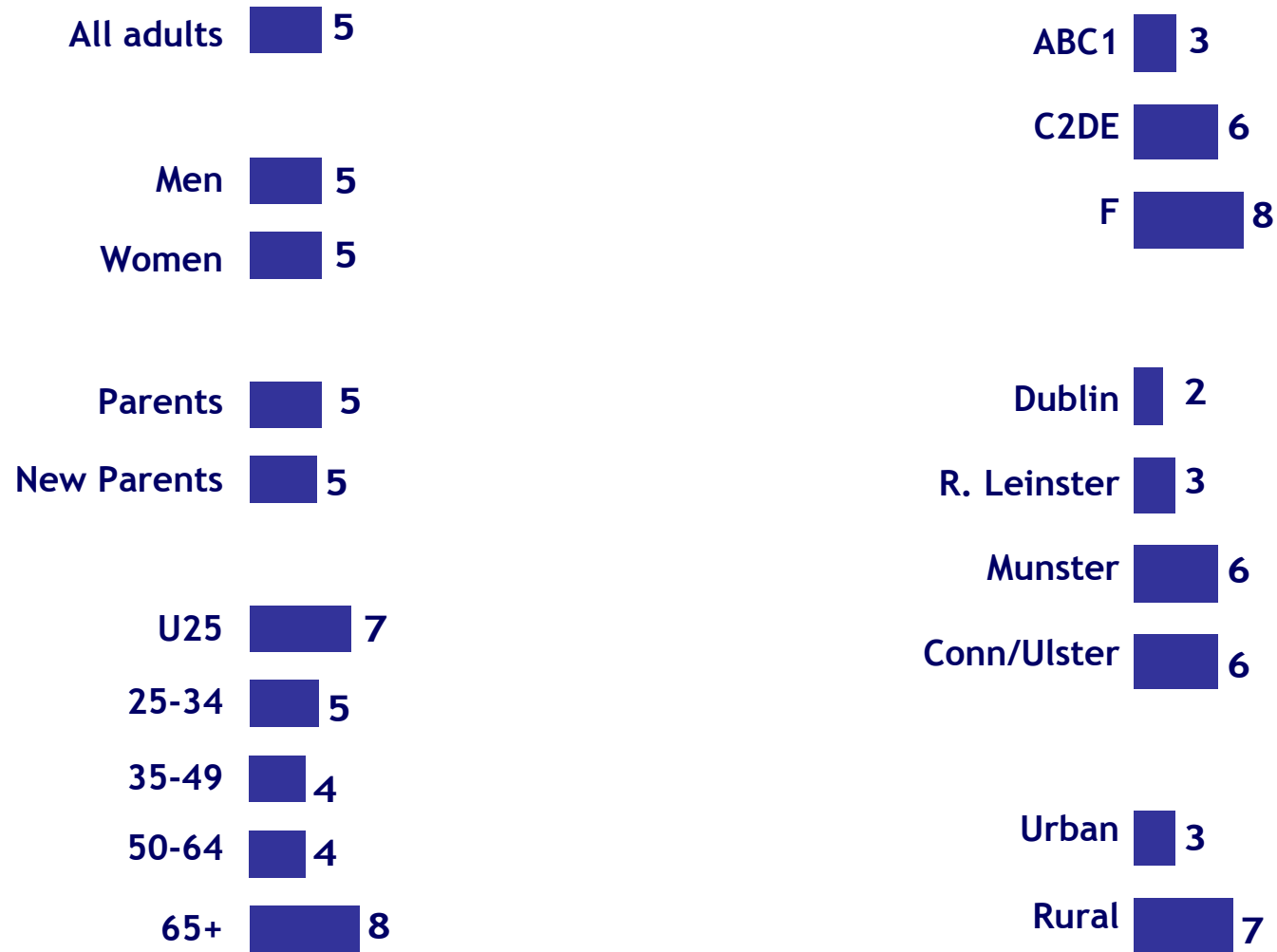
NORMAL MANNER OF GETTING HOME AFTER A FEW DRINKS ON A NIGHT OUT

(Base: Adults aged 18+ ~ 1,109 - 3,083,000)



NORMALLY DRIVE HOME AFTER A FEW DRINKS

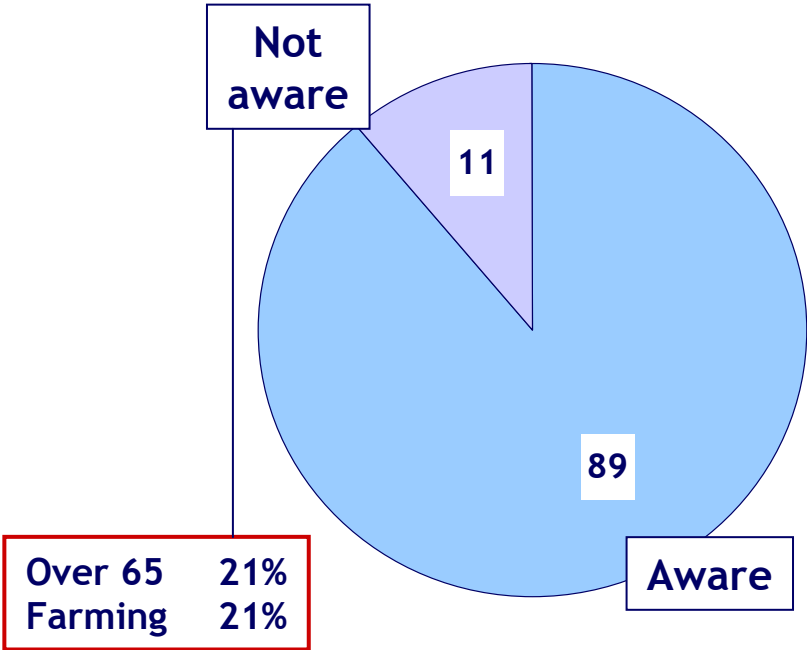
(Base: Drivers ~ 740 - 2,048,000)



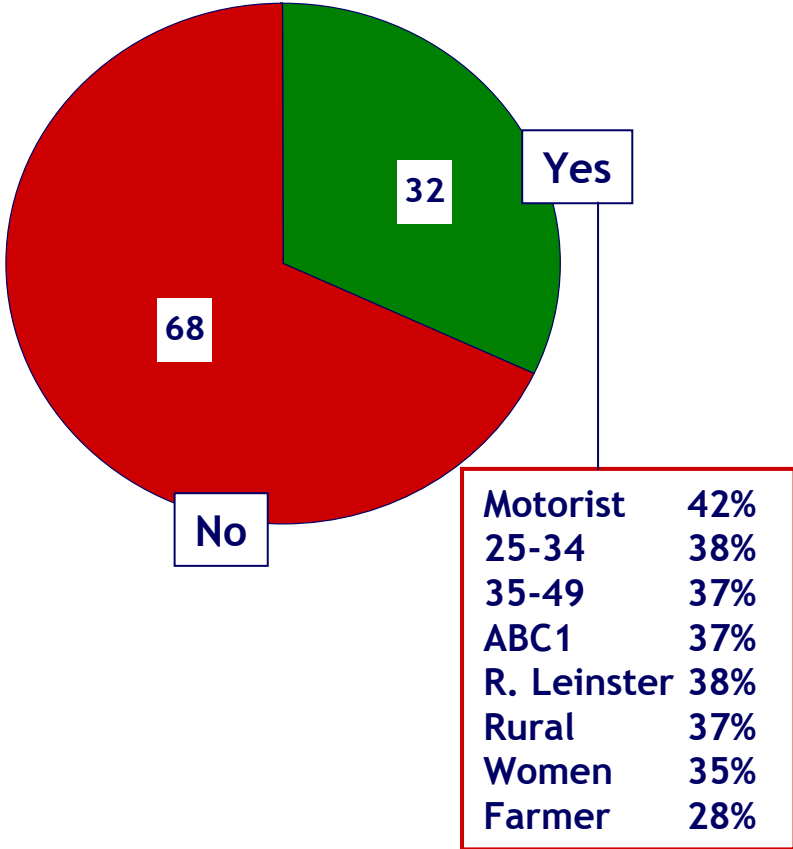
DESIGNATED DRIVING: AWARENESS + EXPERIENCE

(Base: Adults aged 18+ ~ 1,109 - 3,083,000)

Awareness

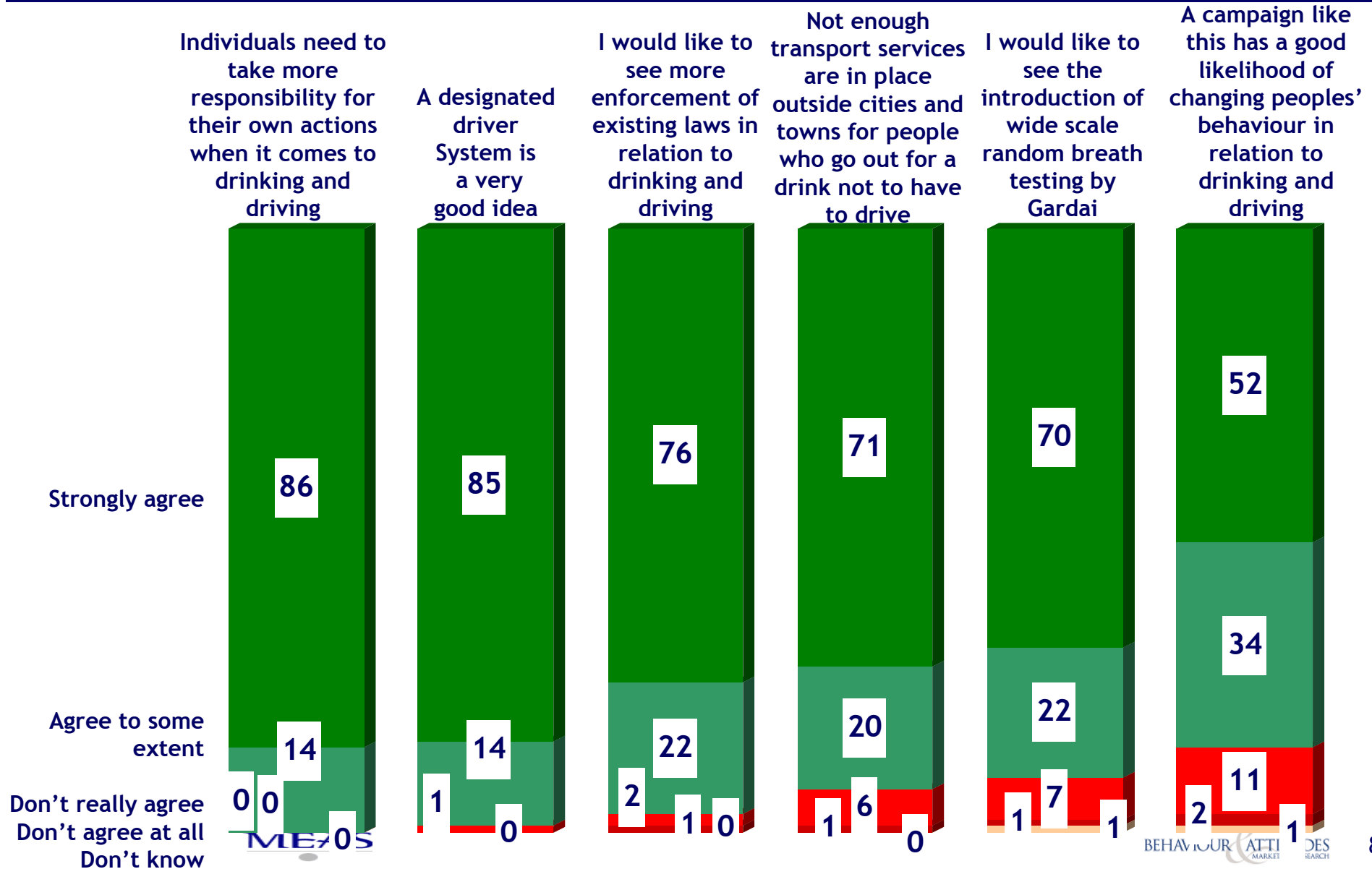


Was designated driver at Christmas



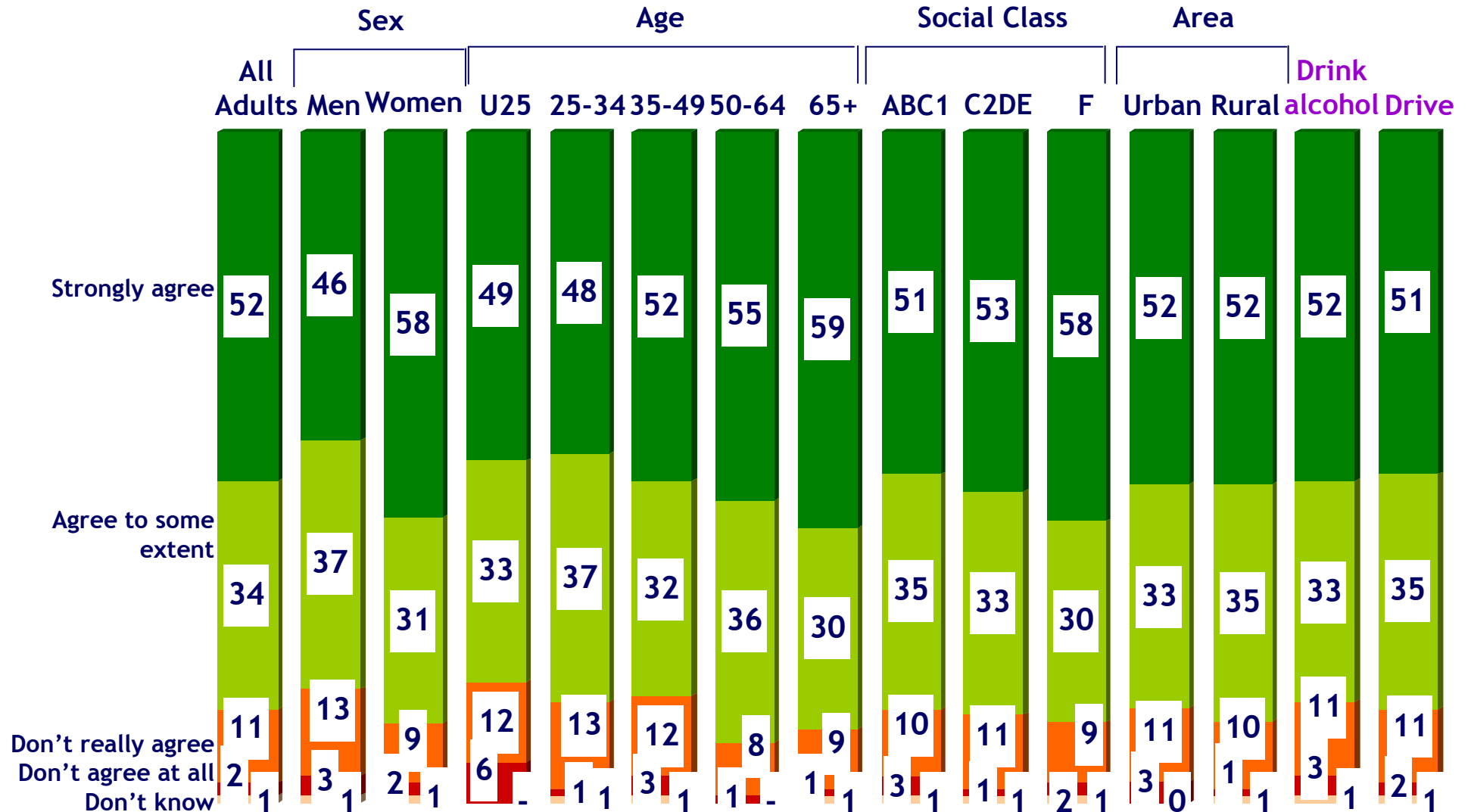
DESIGNATED DRIVER ATTITUDES

(Base: Adults aged 18+ ~ 1,109 - 3,083,000)



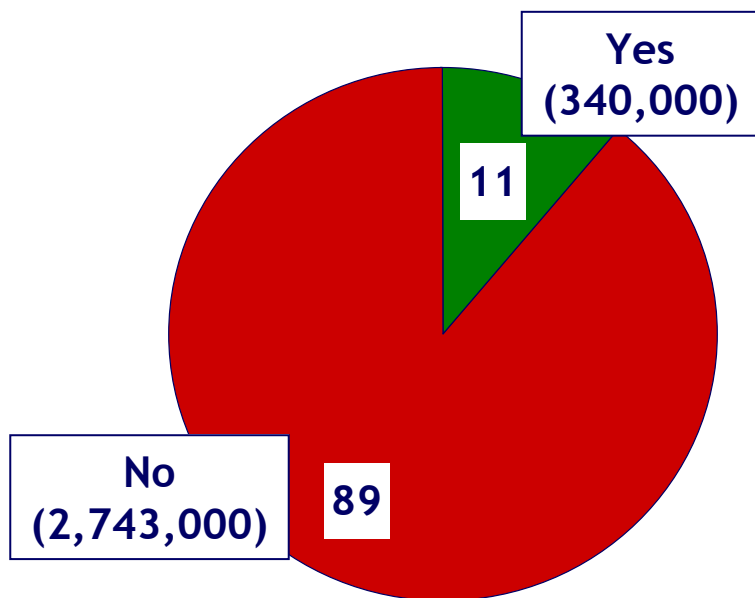
A CAMPAIGN LIKE THIS HAS A GOOD LIKELIHOOD OF CHANGING PEOPLE'S BEHAVIOUR WHEN IT COMES TO DRINKING AND DRIVING

(Base: Adults aged 18+ ~ 1,109 - 3,083,000)



DID YOU AT ANY STAGE OVER CHRISTMAS DRIVE A CAR HAVING HAD ONLY ONE DRINK?

(Base: Adults aged 18+ - 1,109 - 3,083,000)



Yes x Demographics	All Adults	All Drivers
	%	%
Total	11	15
Men	15	18
Women	8	11
U25	8	17
25-34	14	16
39-49	14	15
50-64	10	13
65+	6	13
Middle Class	11	13
Working Class	11	17
Farming	12	15
Urban	10	14
Rural	13	16
Drink alcohol	15	21
Socialise fortnightly	12	16
Drive	16	15
Drive going out	21	21
Was designated driver at Christmas	15	16

PROFILE DATA X NARROW AGE, CLASS & MARITAL STATUS BREAKS

(Base: Adults aged 18+ ~ 1,109 - 3,083,000)

(000's)	All Adults (3,083)	Fortnightly alcohol (2,066)	Socialise fortnightly (1,246)	Drive going out (1,013)	Normally drive after drinking (114)	Drove with one drink at Xmas (340)	Designated driver at Xmas (975)
%	100%	67	40	33	4	11	32
	%	%	%	%	%	%	%
Male	49	56	51	52	54	65	44
Female	51	44	49	48	46	35	56
18-24	15	18	16	8	13	11	10
25-34	22	24	25	26	26	27	26
35-44	19	21	19	21	15	25	22
45-49	8	8	8	11	11	9	10
50-54	9	9	8	11	6	9	10
55-64	13	11	14	15	13	10	12
65+	15	9	10	8	15	8	10
AB	13	13	16	20	14	20	16
C1	27	31	33	29	20	20	31
C2	23	23	21	22	28	28	20
DE	27	24	23	17	22	22	23
F50+	7	5	4	10	11	8	7
F50-	2	2	2	3	4	2	1
Single	28	34	30	20	24	24	22
Married	58	55	57	70	60	69	68
Cohabiting	4	4	6	5	7	3	5
Widowed	5	2	3	3	5	1	3
Separated/Divorced	4	4	4	3	5	3	2

SUMMARY & CONCLUSIONS

- Approximately one in three adults constitute a potentially “at risk” group in relation to drinking and driving
 - 40% socialise out of home at least fortnightly
 - 33% drive when going to social engagements (although the level amongst motorists is 49%)
 - Men, middle aged (25-50 or slightly older) and middle class adults predominate in these categories, although, rural and farming adults are the most likely to drive to social engagements

SUMMARY & CONCLUSIONS

- About 4% of the adults population “normally” drive home after a few drinks on a night out, or 5% of all drivers (i.e.: 1 in 20)
 - Predominant in the 25-34 age range, but also well represented over 55
 - More often male
 - Tend to be married
 - Socially, they are broadly spread but concentrated in skilled working class (C2) and farming (F50+ and F50-) communities
 - Much more likely to be from a rural locality

SUMMARY & CONCLUSIONS

- 1 in 7 adults (17%) claim that they “normally” operate a designated driver system; these tend to be 35+ and rural
 - 89% are aware of the idea of a designated driver
 - 32% (or 42% of all motorists) say that they (personally) operated as designated drivers at Christmas
- Christmas designated drivers most likely to be aged 25-49, middle class, from rural backgrounds and female
- Attitudes in respect of designated driving, and the campaign itself, are very positive
 - Almost everyone feels that individuals must take more responsibility in relation to drinking and driving
 - Near universal support for a designated driver system

SUMMARY & CONCLUSIONS

- 3 in 4 strongly approve of more vigilant enforcement of existing drink drive provisions
- 7 in 10 strongly endorse wide-scale random breath testing
- Wide-scale random breath testing is opposed by few, with antipathy more apparent among men and younger adults, although most staunch in the 35-64 age range
- 1 in 10 adults, 15% of drivers, or 21% of drivers who drink, say that they drove having had a single drink (or possibly more), this Christmas
 - More so men, working class, rural and young, although quite well spread by age, and indeed class
- However, 7 in 10 also strongly feel that rural transport services are inadequate to facilitate those who want to avoid drinking and driving