



The Road Safety Authority

Garda Enforcement National Survey

January 2015

Prepared for:



Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

and Irish International BBDO

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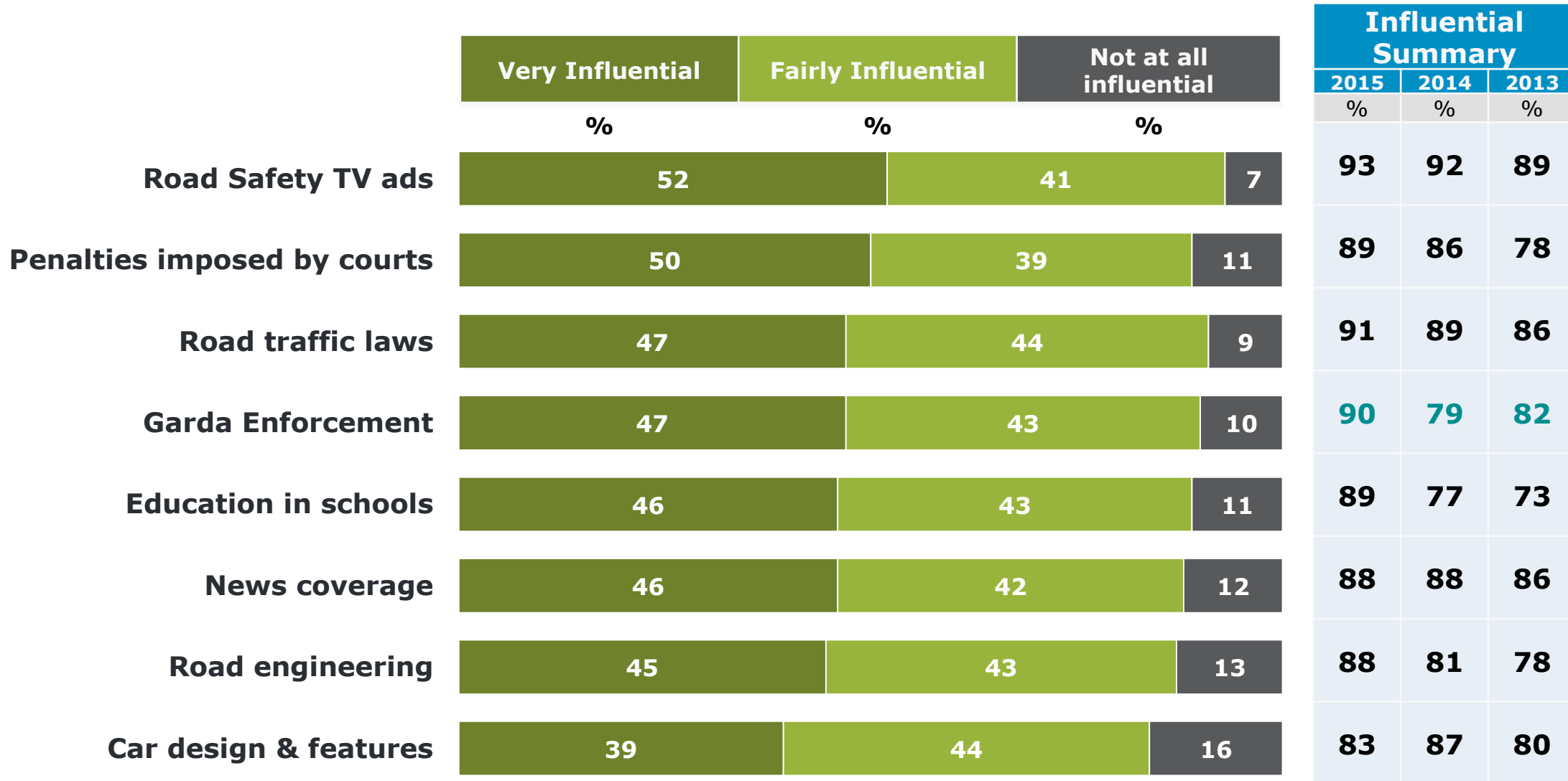


Research Background & Objectives

- This research study, on behalf of the Road Safety Authority, examined the attitudes of Irish adults in relation to a series of issues relating to road safety and the enforcement of traffic laws by An Garda Síochána.
- A national survey was conducted via B&A's face-to-face Barometer survey with a nationally representative sample of 1,000 adults aged 16 years+.
- The survey addressed the following key issues:
 - ❖ How influential key factors have been in saving lives on Ireland's roads
 - ❖ Attitudes towards the number of Gardai currently enforcing traffic laws on our roads
 - ❖ Rating of the number of Gardai on our roads who enforce a range of traffic enforcement activities
 - ❖ Frequency of passing through a Garda checkpoint on Irish roads in the past 6 months
 - ❖ Frequency of observing types of driving behaviour among road users on Irish roads in the last 6 months
 - ❖ Whether the level of enforcement of road traffic laws by An Garda Síochána has increased or decreased since 2008
 - ❖ Should the Government prioritise funding of An Garda Síochána to support their efforts to enforce road safety laws
- Survey interviewing was conducted in January 2015 and comparisons to previous research are provided where relevant.

Road Safety – Key Influential Factors

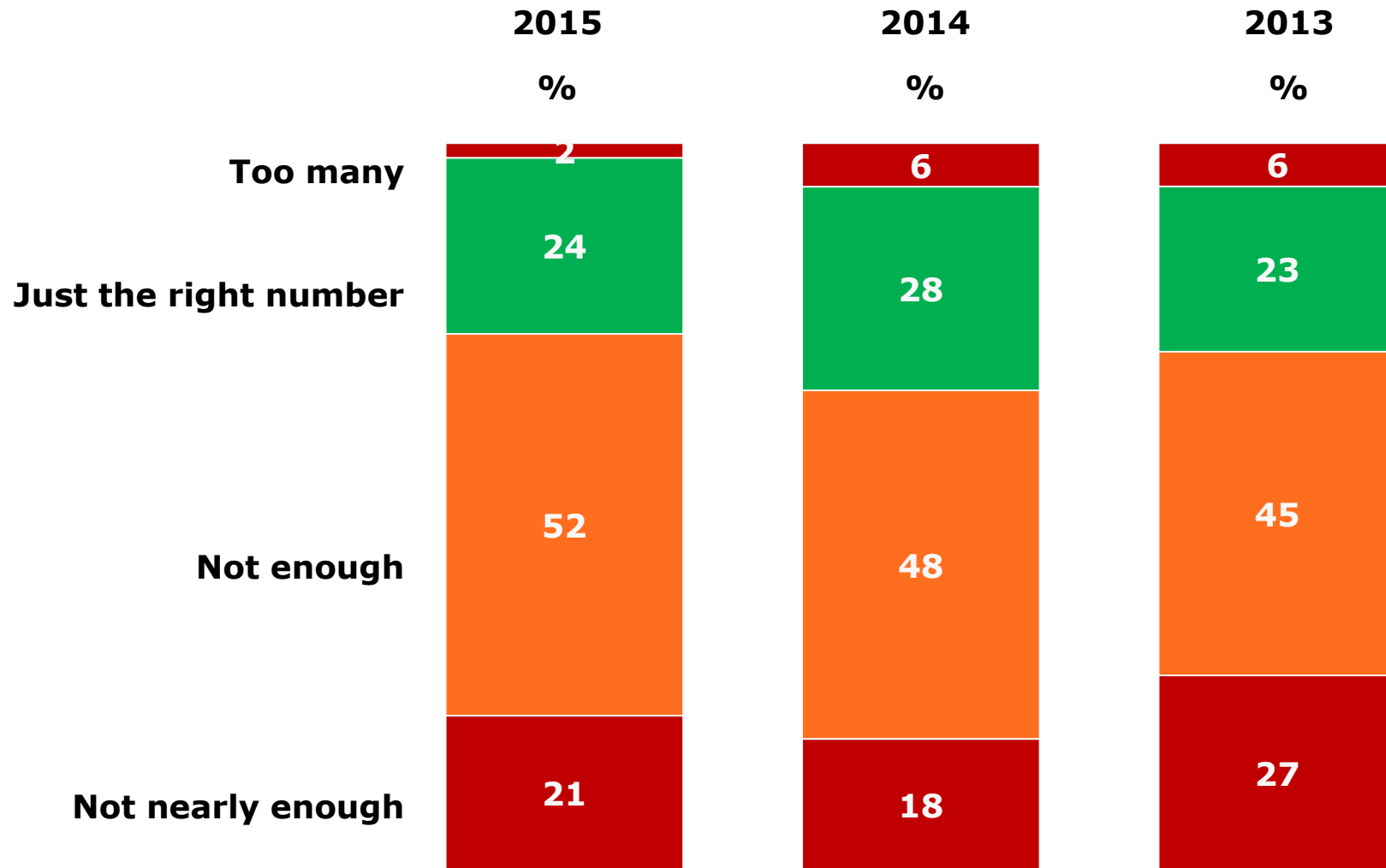
Base: All Adults N – 981



Q. Deaths on Irish roads are now at their lowest level since records began. How influential or not do you think each of the following factors have been in saving lives on Ireland’s roads?

Number of Gardai Enforcing Traffic Laws

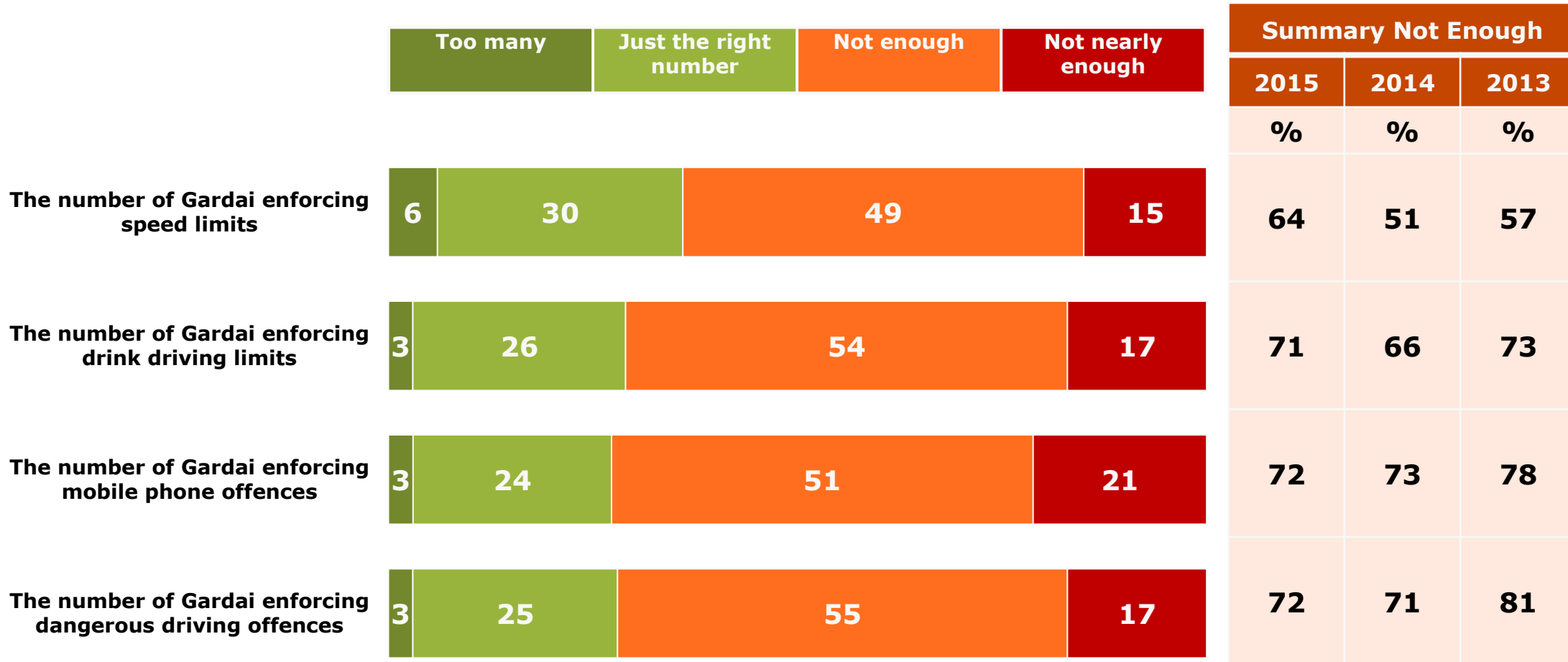
Base: All Adults N – 981



Q. What is your attitude towards the number of Gardai currently enforcing traffic laws on our roads. Would you say there are:

Number of Gardai and Traffic Enforcement

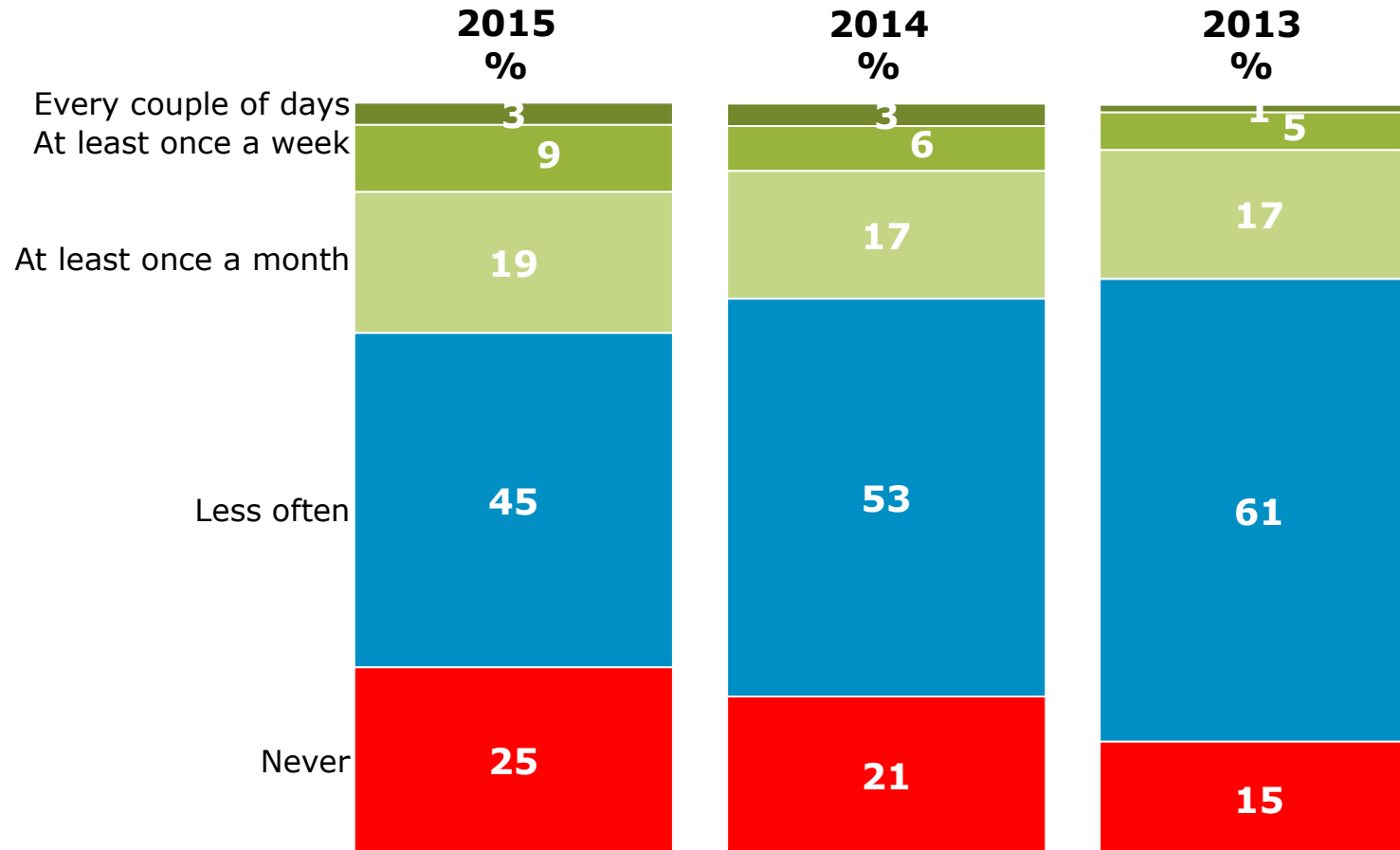
Base: All Adults N – 981



Q. And thinking specifically about each of the following traffic enforcement activities, how do you rate the number of Gardai on our roads who enforce each:

Passing Garda Checkpoints

Base: All Adults N-981



Q. How frequently, on average, have you passed through a Garda checkpoint on Irish roads in the past 6 months, either as a driver, a passenger or other road user? It does not matter if you yourself were stopped or not.

Observed Dangerous Road Behaviour

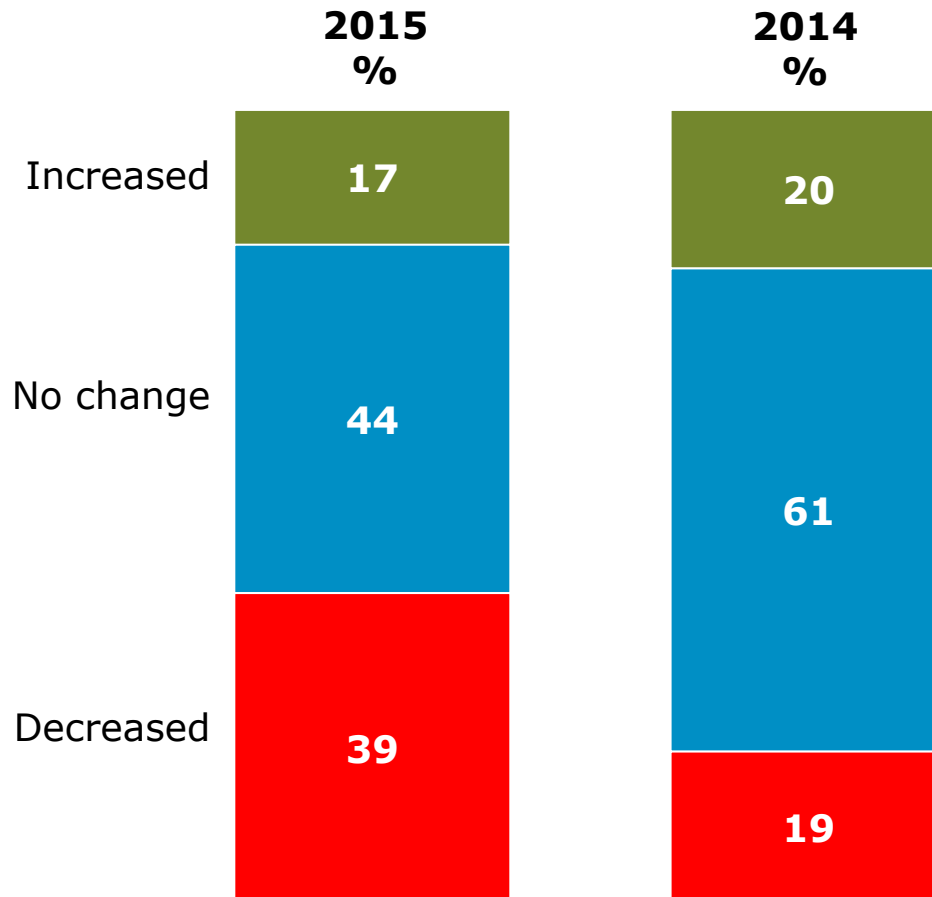
Base: All Adults N – 981



Q. How frequently, on average, have you observed each of these types of driving behaviour among road users on Irish roads in the last 6 months?

Level of Garda Enforcement Since January 2014

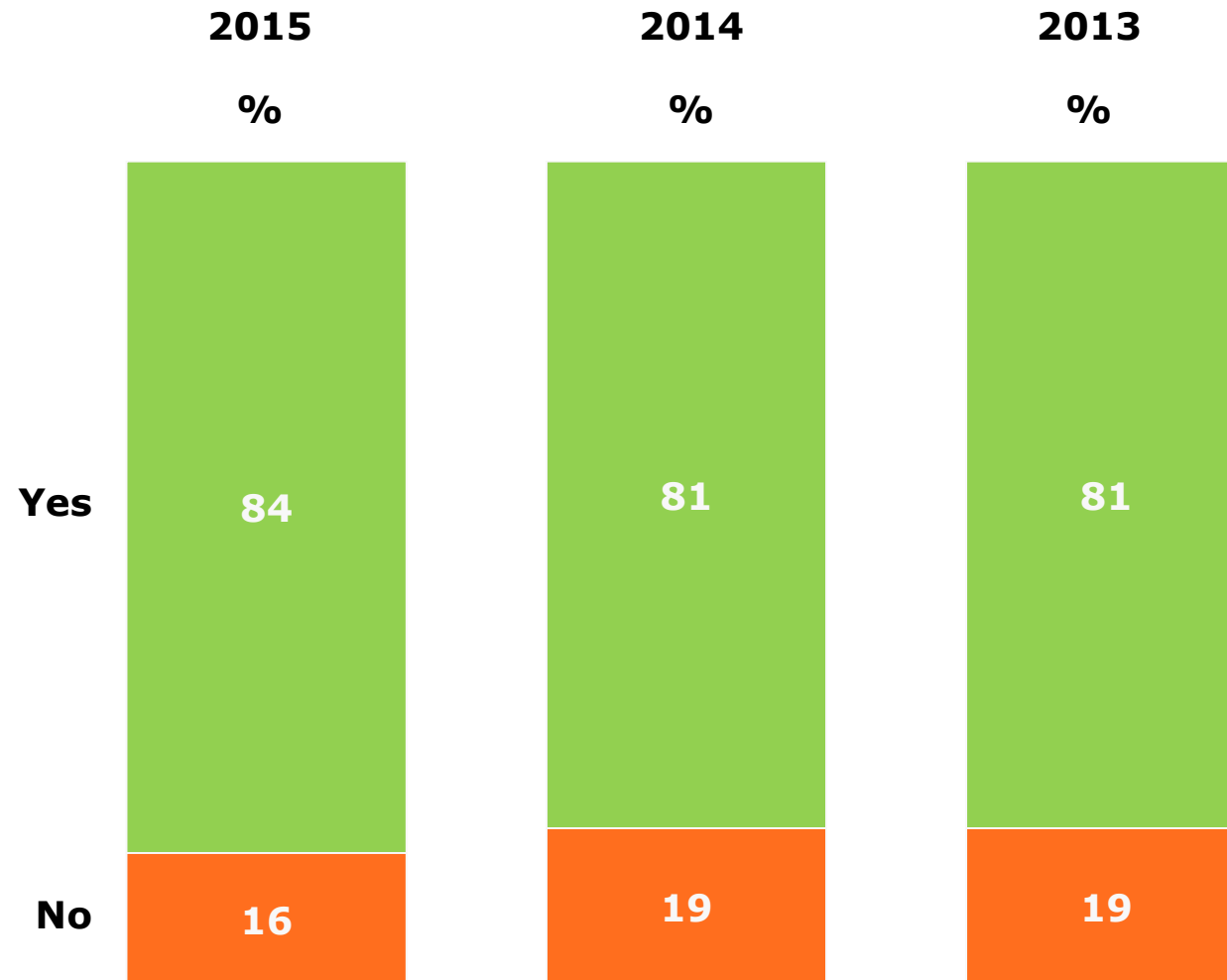
Base: All Adults N – 981



Q. Do you think that the level of enforcement of road traffic laws by An Garda Síochána has increased or decreased since January 2014?

Prioritise Funding of An Garda Síochána to Enforce Road Safety

Base: All Adults N – 981



Q. In your opinion, should the Government prioritise funding of An Garda Síochána to support their efforts to enforce road safety laws?

Thank You



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