

Drinking among British Women and its impact on their pedestrian and driving activities

Women and Alcohol

Phase 2: Survey results



© SRA 2014

Submitted by Social Research Associates Ltd www.sraltd.co.uk

Authors: Kris Beuret (SRA), Claire Corbett (Brunel University) and Heather Ward (UCL)

Research Funded by
the Rees Jeffreys Road Foundation & Direct Line Insurance Group



(2014)

Contents

Executive Summary	i
1.1 Introduction	i
1.2 Key findings included:	ii
1.3 Conclusions.....	iv
1.4 Implications and Recommendations	v
1 Introduction.....	1
1.1 The Background to the Research.....	1
1.2 Key findings.....	1
1.3 Conclusions to the literature review	3
2 Survey Methodology	5
2.1 Survey Introduction	5
2.2 Face to Face Interviews	5
2.3 On-line Surveys.....	6
2.4 Convicted drivers	6
3 Women Driver Survey results: summary of key findings.....	7
3.1 Key findings included	7
3.2 Survey results: Analysis and Tables	8
Q1. How often do you tend to drink alcohol?	8
Q2. What do you usually drink?	9
Q3. Where do you usually drink?.....	10
Q4. How many drinks do you usually have?.....	11
Q5 Who do you usually drink with?.....	14
Q6. Do you ever have an alcoholic drink before you drive?.....	14
Q7. How many of each of the following drinks do you think you could drink and then drive legally and does this differ for women in general?	16
Q8. Do you think you may have driven over the limit in the past year?	22
Q9. What was your reasoning (for driving above the legal limit) in general?	24
Q10. How serious would a driving ban be to you?.....	27
Q11a. Would it bother you to be driven by someone else who you suspected was over the legal limit?.....	28
3.3 Conclusion	40

4	Interviews with women convicted of driving over the prescribed limit	41
4.1	Introduction	41
4.2	Case Study Summaries	41
4.3	Conclusion	51
5	Overall Conclusion.....	52
5.1	Conclusions.....	52
5.2	Implications and Recommendations	52
1	54
	Appendix 1 Update to 2012 Literature Review	54
	Appendix 2 Survey questionnaire.....	65
	Appendix 3a Demographics – main survey (n = 430).....	69
	Appendix 3b Demographics – in depth interviews (n – 20)	72
	Appendix 4 Full list of comments in response to Qs 12 & 13	74
	Bibliography:	109

Table of figures

Figure 1	N = 475 Frequency of consumption.	8
Figure 2	N = 475 Frequency of consumption by age.....	8
Figure 3	N = 475 Type of Alcohol consumed.	9
Figure 4	N = 475 Usual venue(s) for drinking.....	10
Figure 5	N = 475 Summary of the number of drinks usually consumed, by location.....	11
Figure 6	N = 475 Number of drinks consumed at home.....	11
Figure 7	N = 475 Number of drinks consumed at someone else’s home.	12
Figure 8	N = 475 Number of drinks consumed before going out to a bar.....	12
Figure 9	N = 475 Number of drinks consumed at a pub or club.	13
Figure 10	N = 475 Number of drinks consumed at restaurants.....	13
Figure 11	N = 475 Usual drinking group.....	14
Figure 12	N = 475 Frequency of drinking alcohol and driving.	14
Figure 13	N = 475 Frequency of drinking alcohol before driving, by age.	15
Figure 14	Frequency of drinking alcohol and driving, men and women compared..	15
Figure 15	N = 475 Number of alcopops a woman could drink and then still drive legally (below the blood alcohol limit).	17

Figure 16 N = 475 Number of pints of beer a woman could drink and then still drive legally (below the blood alcohol limit).	18
Figure 17 N = 475 Number of cocktails a woman could drink and then still drive legally (below the blood alcohol limit).	19
Figure 18 N = 475 Number of spirits with mixer a woman could drink and then still drive legally (below the blood alcohol limit).	20
Figure 19 N = 475 Number of medium (175cc) glasses of wine a woman could drink and then still drive legally (below the blood alcohol limit).	21
Figure 20 N = 475 Frequency of driving when possibly over the legal limit within the past year.	22
Figure 21 N = 475 Frequency of driving when possibly over the legal limit within the past year, by age.....	23
Figure 22 Frequency of driving when possibly over the legal limit within the past year, by sex.....	23
Figure 23 N= 81 (Responses total > 100% as more than one response allowed).	24
Figure 24 N = 475 Seriousness of loss of licence	27
Figure 25 N = 475 Attitude to being driven by someone who may be over the legal limit.....	28
Figure 26 N = 475 Attitude to being driven by someone who may be over the legal limit, by age.....	28
Figure 27 N = 475 Attitude to being driven by someone who may be over the legal limit, analysed by respondents own attitude to driving over the limit	29
Figure 28: Percentage of drivers by age group and sex requesting insurance quote	60
Figure 29: Percentage of drivers in each age group by sex requesting insurance quote who admit to a drink driving conviction.	61
Figure 30: Variation in percentages of convicted women drink drivers by age group and region	62
Figure 31 Age group women only	69
Figure 32 : 430 women 45 men n= 475.....	69
Figure 33 Employment status.....	70
Figure 34 Years' driving	70
Figure 35 Residential region	71
Figure 36 Age group.....	72
Figure 37 Employment status.....	72
Figure 38 Number of years' driving	73
Figure 39 Region.....	73

Drinking among British Women and its impact on their pedestrian and driving activities

Executive Summary

1.1 Introduction

- 1.1.1 This report is derived from a survey undertaken in 2013 to explore some key issues identified in the 2012 literature review, produced by the same authors, and commissioned by the Rees Jeffreys Road Fund. The research for this report was supported by Direct Line Insurance Group (previously RBS Insurance Ltd).
- 1.1.2 The literature review (updated in this report) found that although overall rates of consuming alcohol are falling, among affluent older women drinking above the recommended limits is on the increase. There was also some evidence that women may be unaware of what constitutes a unit of alcohol, and how much they can drive after drinking without being above the legal limit.
- 1.1.3 To test these and other findings, an empirical survey was targeted at 430 women (with a small control group of 45 men) who drank alcohol and who were also drivers, in that they possessed a current driving licence. The interviews were held in Brighton, Leicester, Newcastle and Preston during the Spring of 2013. In addition 20 women convicted of driving over the prescribed limit were interviewed in depth.



© SRA 2014

1.2 Key findings included:

- A quarter of the sample of women in the empirical survey drank either most days or every day.
- Wine is the most usual drink; three quarters of the sample cited wine as their usual drink.
- In line with other findings, the most usual place to drink is in the home – their own or someone else's.
- Drinking patterns differ depending on the venue, and in general respondents claimed to drink less at home than when out, although in the home it is harder to know what measure is used.
- Almost 60% of respondents claimed never to drive after drinking alcohol, with women above 50 the least likely to drive after drinking alcohol. Comparison with a small male sample indicated that men were nearly twice as likely to drive after drinking alcohol as women.
- Knowledge about how much alcohol women can drink before driving and remain under the legal blood alcohol limit was poor overall, and in some cases potentially inaccurate. Over a third of women in the survey said that they could drive legally after drinking a pint or more of beer. However a pint of 5% beer is 2.8 units, which could place at least some women at risk of a drink-drive offence. Almost 15% of women thought that they could drink more than a standard (175 cc) glass of wine and still drive safely when that equates to at least 2 units. This lack of awareness of the risk of being over the limit was also apparent amongst some of the women convicted of drink driving.



© SRA 2014

Over 80% of respondents claimed not to have driven when over the limit within the last year, although this should be considered in conjunction with some poor levels of knowledge about alcohol consumption and driving limits.

- Driving when over the limit appears to be infrequent for most respondents although 5% of those in the 40-49 age group indicated this was a more frequent occurrence.
- Comparison with the male sample indicated that men were more likely to occasionally drive when they considered they were over the legal limit (42% of men and 15% of women respondents).
- The most common reason given for driving over the limit was not necessity, but that they felt it was 'OK' or alright to drive, meaning that they thought they could drive without incident or accident, rather than that they did not think they would get caught. To some extent this was reinforced by the emphasis on drink and also anti-drink advertising which predominantly features men and led to a view that women were relatively 'under the radar' in terms of being stopped and breathalysed.



© SRA 2014

- However, the more detailed interviews with convicted drivers also showed the effect of alcohol itself in reducing the ability to make rational decisions at the time of deciding to drive over the prescribed limit.
- Respondents indicated that a driving ban would have serious or very serious consequences in all areas of their lives. Some of the convicted women drivers had given up driving altogether.

- Almost all of those questioned (90%) said they would be concerned or very concerned to be driven by someone who they thought was over the limit. However, women who thought that they had driven over the limit at some point were very much less likely to be very concerned than those who had not (30% compared with over 80%).



© SRA 2014

1.3 Conclusions

1.3.1 Looking at the reasons given by women in our survey who admitted drink-driving to explain why they drove when over the limit, it appears that several important messages are not getting across sufficiently well. There needs to be greater emphasis on communicating how drinking alcohol seriously impairs driving ability, and that:

- driving 'carefully' is no solution to this;
- getting caught is a real risk;
- there is almost always an alternative to drink driving.

1.3.2 The interviews showed that there is a lack of clarity among women about the amount of alcohol that would put a driver over the legal limit, and therefore their responses about drinking when over the limit should be treated with caution. Some of these drivers may not have been, but equally there may have been other respondents who might have driven, not realising that they were in fact above the limit.

1.4 Implications and Recommendations

- 1.4.1 The updated literature review has indicated that drink-drive deaths have entered a static phase and are no longer falling, which further reinforces the view that a small but significant proportion of drivers, both men and women, may not understand the extent to which drinking impairs judgement when driving.
- 1.4.2 This research project has addressed an area of relatively sparse knowledge due to much existing research into drink driving being 'gender blind' especially in relation to that collected and published by the public sector. The implication is that the considerable amount of data collected and research undertaken should be routinely recorded and analysed by sex. Interestingly some of the data which does record sex and has implications for drinking patterns is held by the private sector and there could be more liaison to use this for general research and analysis.
- 1.4.3 Associated with this gap is an alarming lack of knowledge of the link between alcohol and pedestrian casualties by sex. This equally applies to the impact of drugs on pedestrians.
- 1.4.4 Another finding is that the recommended maximum consumption limits for alcohol in the UK may reflect average male metabolism and be too high for women's bodies.
- 1.4.5 Finally, the emphasis on advertising and education about drink and alcohol needs to redress the male bias and develop campaigns and projects specifically targeted at women drivers.



© SRA 2014

Women and Alcohol survey results

1 Introduction

1.1 The Background to the Research

1.1.1 Recent work has highlighted an increase in the incidence of higher levels of alcohol consumption amongst women and this has raised the possibility that it has also led to an increase in drink driving or greater risk to women as pedestrians. A literature review was the first stage of a larger project designed to explore this issue in more depth.

1.1.2 The literature review on drinking among British woman and its impact on their pedestrian and driving activities was published in August 2012 <http://www.reesjeffreys.co.uk/wp-content/uploads/2010/10/Women-and-Drinking-Literature-Review-2012.pdf> and updated in this report. The supplementary literature review is attached as Appendix 1 to this report. The new research reported does not alter the key findings of the 2012 literature review.

1.1.3 Since 2010 deaths in drink-drive collisions have stabilised (230 in 2012) after falling year on year from 2006.¹ This represents 13% of all fatalities in road traffic collisions. The majority of the drink drive-deaths (71%) are amongst drivers and riders who are themselves over the legal blood alcohol limit.

1.2 Key findings

1.2.1 The key findings from the various researches that were reviewed for the earlier survey of the literature are grouped into a number of themes listed below:

¹ <https://www.gov.uk/government/statistics/reported-road-casualties-in-great-britain-final-estimates-involving-illegal-alcohol-levels-2012>.

The magnitude of the problem

- Men and women in younger age groups and those of all ages on higher incomes are more likely to have drunk more than twice the recommended limits on at least one day in the previous week.
- The groups of men and women most likely to be at risk of harm from their drinking are older adults and those with higher incomes, although young people are often perceived as the greater problem.
- Government Statistics² indicate that 63% of all alcohol is drunk in the home.
- Although men are still the majority, women's convictions for drink driving are increasing as a proportion of all convictions (up by 16%) whilst male rates are falling (down by 24%).
- Women drivers aged 40 and over appear to be more over the breath alcohol limit, proportionately, than other groups, both females and males. Thus for both men and women the peak for drink driving convictions is in their 20s but for men this peak age drops sharply in their 30s but for women the rate drops more gradually³.
- The peak hours for failing a breath test are 22.00-05.59 for both men and women. But the proportion of women caught in these hours is slightly higher than the proportion of men.
- There are differences by region in the incidence of female drink driving which could be either a reflection of rates of drunkenness or policing practices.⁴
- Little is known about sex difference in the incidence of drug driving but there is some evidence that legally prescribed drugs are more likely to feature than recreational drugs for women tested positive.
- There is virtually no information about the differences by sex for inebriated pedestrian casualties.

The biological context

- Men and women, perhaps unsurprisingly, have different drink preferences.
- More significantly, women metabolise alcohol differently and reach a higher level of blood alcohol concentration than men when the amount is adjusted for body weight. In other words, the same amount of alcohol has a greater effect on a woman than a man.

² Household consumption of alcoholic drinks 1992-2009. Family Food Module of living costs and food survey 2009 (Defra.ONS) in Statistics on Alcohol in England 2011, The Health and Social Care Information Centre

³ In reporting this finding we are indebted to Direct Line Insurance Group for new information which is based on analysis of data from 31.6 million requests by motorists looking at on-line price comparison sites of whom 151,452 reported a drink driving offence during the previous five years. This analysis is reported in more detail at Appendix 1.

⁴ This too is a finding from the Direct Line Insurance Group data as described in no 3 above and is reported in more detail at Appendix 1.

1.2.4 **Characteristics of female over-drinkers and links with the social context**

- Cultural changes have affected attitudes to drinking generally, and especially to women drinking, while legislative and regulatory changes mean that alcohol is widely and easily available.
- Drinking is increasing generally among women, with research suggesting that those over 35 have little awareness of the number of units in a glass of wine.
- Many women report drinking as a way of dealing with a stressful life.

1.2.5 **Cognitive processes involved in drink-drive decisions**

- For some, once drunk, drink driving is a 'non decision'.
- For others, risk assessment generally focuses on avoidance of detection rather than collision.
- Some drink drivers believe that their driving ability is not impaired.
- 'Normalising' drink driving as acceptable, and something that others do, is also used to legitimate drinking and driving.

1.2.6 **Education and Marketing to women**

- Much road safety campaign material appears to be aimed at males.
- The small amount that is specifically aimed at women often carries the wrong message and acts as a 'turn off'.
- The common association of 'binge drinking' with young people involved in rowdy street behaviour belies the extent and impact of binge drinking occurring more routinely in the home, especially among older women (and men).

1.3 Conclusions to the literature review

1.3.1 A fuller understanding of the subject of women and drink driving has been hampered by the frequent lack of distinction by sex in the literature and research statistics. A strong recommendation is that this gap needs to be redressed since it is clear from our review that there are important differences, and further that a gender specific response is necessary to address what is clearly a disproportionate increase in drink driving among women.

1.3.2 The literature review also identified a number of key knowledge gaps requiring further research. These included:

- Statistical analysis from other data bases.
- Desk top work about the impact of legislation and enforcement.
- Empirical social research on economic influences, health, cognitive and sociological factors focusing on both women drivers and pedestrians.
- Conclusions on the implications of the findings for social marketing and education, training and publicity road safety work.

1.3.3 The second stage of the study focused on empirical social research, targeted at women in all age groups who both drank alcohol and could drive a car or other vehicle. The purpose of the survey was to increase our understanding of women's drinking patterns, and the attitudes and reasons given by women who drive after drinking.

2 Survey Methodology

2.1 Survey Introduction

2.1.1 Three research methods were used to further explore the findings of the literature review. Namely, face to face surveys, an on-line survey and in depth case studies with women convicted of drink-driving.

2.2 Face to Face Interviews

2.2.1 475 respondents were interviewed directly, 430 were women, and a small sample (45) of men were also interviewed, to give an indication of similarity or otherwise of attitudes to drinking and driving after consuming alcohol, and also on the frequency with which men would drive when they considered themselves over the legal limit. It should be stressed that the small sample size for men provides indicative results only. The face to face interviews were focused in four areas to achieve a representative spread across the UK: Brighton, Leicester, Newcastle and Preston. London was deliberately avoided as the public transport provision, car ownership and car use patterns differ markedly from the rest of the UK.

2.2.2 Only men and women who possessed a current UK driving licence were included in the sample. Venues included on-street surveys in urban settings, social venues, including coffee shops as well as bars, and community centres, to achieve a good social and demographic spread. There were no household interviews. All the face to face interviews were carried out by an experienced interviewer, and there was no self completion of surveys. Respondents were informed about the purpose of the research and asked whether they had a current driving licence and ever drank alcohol. Those responding in the affirmative were invited to answer some questions on their experiences with alcohol and driving, with an understanding that they were free to decline to answer any question(s). The response rate was high, in that virtually no-one refused to participate, and there was willing participation across all age groups.

2.3 On-line Surveys

- 2.3.1 In order to widen the reach of the survey, respondents were also sought utilising Face Book's targeted marketing programme. A link to the on-line survey was widely advertised to women who live in the United Kingdom, aged between 29 and 49 inclusive and can drive a car. This process generated 45 responses. The responses for both surveys are included in the analysis.
- 2.3.2 This age group was the demographic offered by Face Book, and boosted the face to face survey numbers. The face to face survey was not limited in its demographic range, and included women aged between 16 to 60 years.
- 2.3.3 **Survey Profiles**
- 2.3.4 A copy of the survey questionnaire used for the interviews is included at Appendix 2, together with the broad demographic profile of respondents at Appendix 3.
- 2.3.5 The results of both the face to face and on-line surveys are presented in Chapter 4.

2.4 Convicted drivers

- 2.4.1 20 women who had been convicted of driving whilst over the alcohol limit were interviewed in depth either in person or by telephone. The women were contacted by a range of methods including via newspaper reports and word of mouth. A small honorarium was paid as an incentive.
- 2.4.2 A summary of these interviews is given in Chapter 4 with some details anonymised to prevent identification.

3 Women Driver Survey results: summary of key findings

3.1 Key findings included

- A quarter of the sample (n=475) drank either most days or every day.
- Wine is the most usual drink: three quarters of the sample cited wine as their usual drink.
- In line with other findings, the most usual place to drink is in the home – their own or someone else's.
- Drinking patterns differ depending on the venue, and in general respondents claimed to drink less at home than when out, although in the home it is harder to know what measure is used.
- Almost 60% of respondents claimed never to drive after drinking alcohol/drive above the legal blood alcohol limit. Women above 50 were the least likely to do this.
- Comparison with a small male sample indicated that men were considerably more likely to drive after drinking alcohol than women.
- Knowledge about how much alcohol women can drink and then drive was poor overall, and in some cases potentially inaccurate. 40% of women considered that they would be able to drink and drive safely after drinking a pint of more of beer. However a pint of 5% beer is 2.8 units. Almost 15% of women thought that they could drink more than a standard (175 cc) glass of wine and still drive safely when that equates to at least 2 units.
- Over 80% of respondents claimed not to have driven over the limit within the last year, although this should be considered in conjunction with some poor levels of knowledge about alcohol consumption and driving limits.
- Driving when over the limit appears to be infrequent for most female respondents although 5% of those in the 40-49 age groups indicated this was a more frequent occurrence.
- Comparison with the male sample indicated that men were more likely to occasionally drive when they considered they were over the legal limit (42% of men compared to 15% of women respondents).
- The most common reason given for driving above the legal limit was not necessity, but that drivers felt they were in control enough to drive.
- Respondents considered that a driving ban would have serious or very serious consequences in all areas of life.
- Almost all of those questioned (90%) said they would be concerned or very concerned to be driven by someone who they thought was over the limit. However, women who thought that they had driven over the limit at some point were significantly less likely to be very concerned than those who had not (30% compared with over 80%).

3.2 Survey results: Analysis and Tables

3.2.1 Results shown below are based on 475 female respondents selected on the basis that they both drink alcohol and can drive, although they did not necessarily admit to driving after drinking. The 475 comprised 430 face to face interviews and 45 on line surveys. A control sample of male respondents 45 (9%) was also taken and results reported separately where appropriate.

Q1. How often do you tend to drink alcohol?

Figure 1 N = 475 Frequency of consumption.

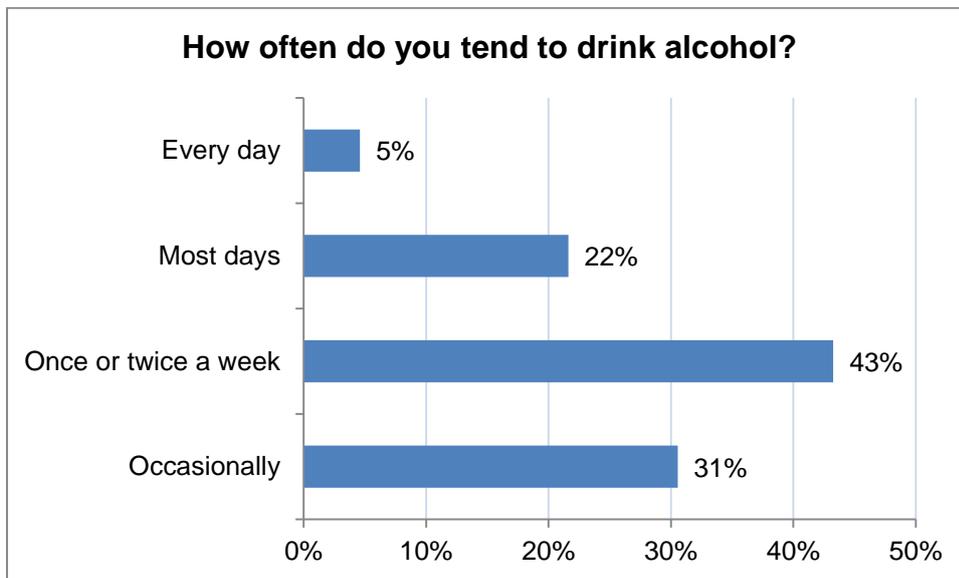
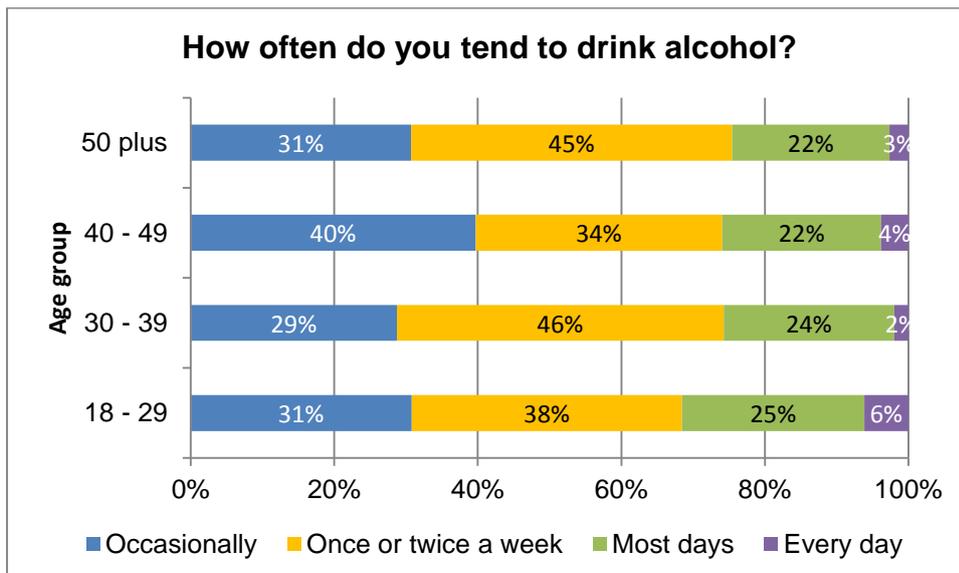


Figure 2 N = 475 Frequency of consumption by age.

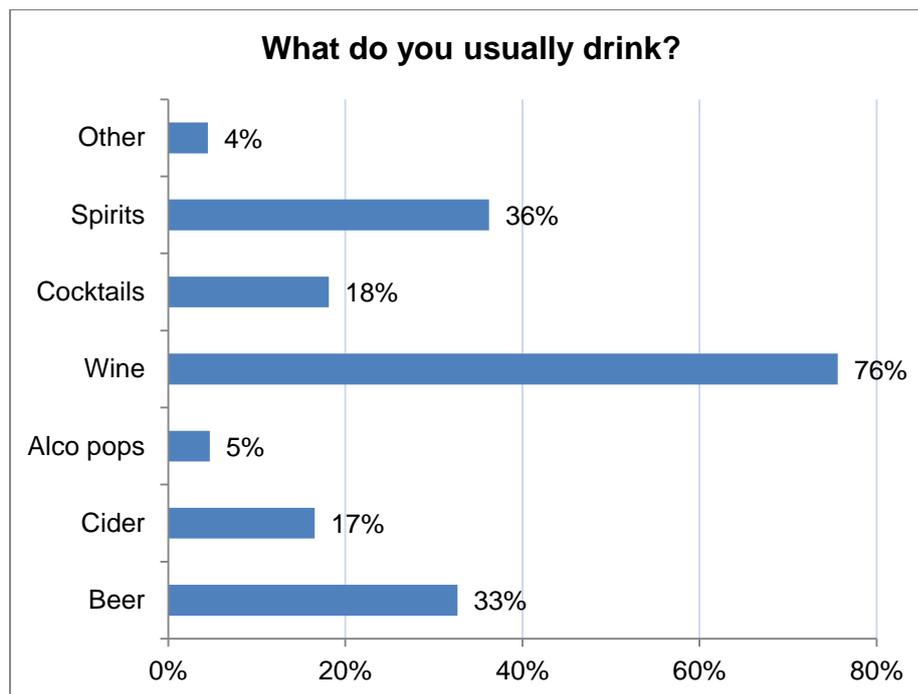


3.2.2 Two thirds of the survey overall identified themselves as more than occasional drinkers, with some variation shown by age (Figure 2). Those aged between 40 and 49 reported the highest rate of occasional drinking at 40%, whereas there was little variation by age among those who drank regularly, identified as either 'most days' or 'every day' .

Q2. What do you usually drink?

Figure 3 N = 475 Type of Alcohol consumed.

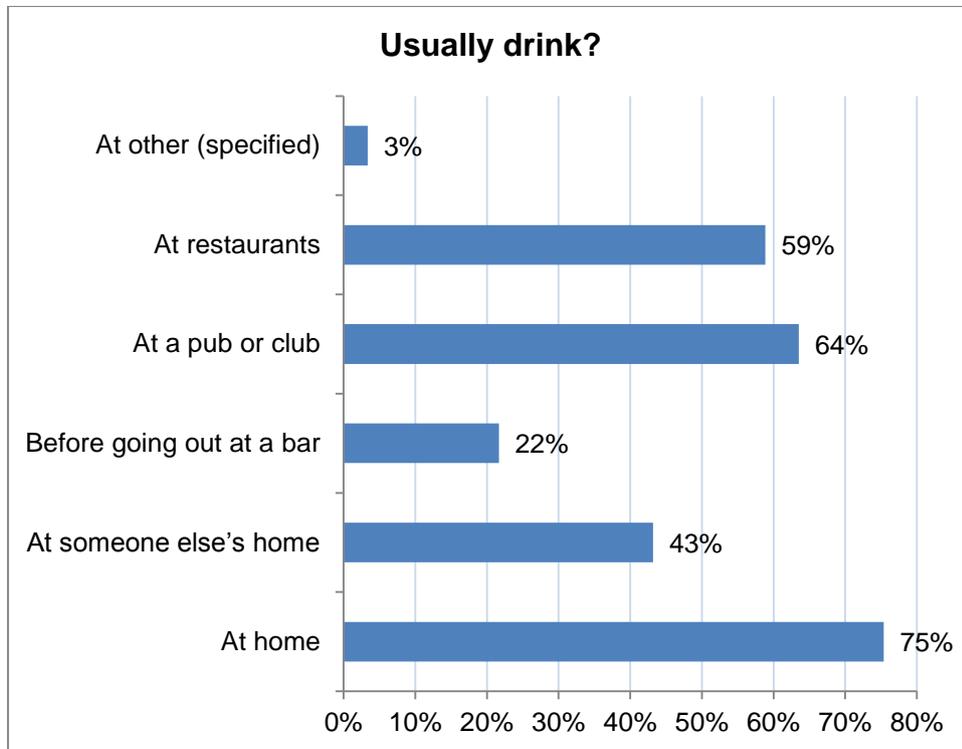
[Responses total > 100% as multiple responses allowed]



3.2.3 This finding is consistent with other findings which show that women tend very largely to drink wine. (The percentages add to more than 100% as respondents were asked about all alcoholic drinks.)

Q3. Where do you usually drink?

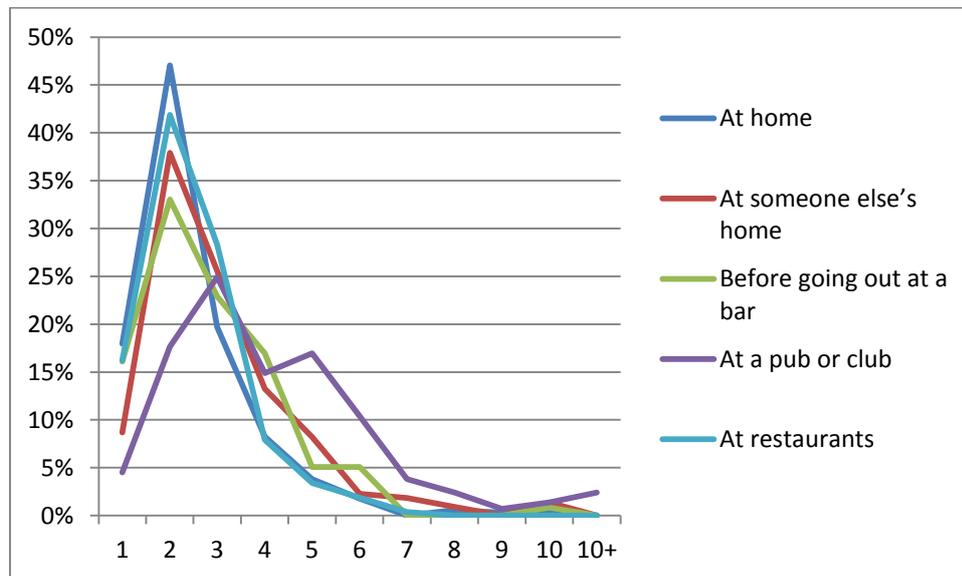
Figure 4 N = 475 Usual venue(s) for drinking.
[Responses total > 100% as multiple responses allowed]



3.2.4 The most common venues are drinking at home, and someone else's home, sometimes before going out, closely followed by restaurants, pubs and clubs. There is some variation in this pattern by age, with women aged between 40 and 49 being the most likely to drink at home, or someone else's home.

Q4. How many drinks do you usually have?

Figure 5 N = 475 Summary of the number of drinks usually consumed, by location.



3.2.5 Breaking this down by venue, those drinking at home appear to consume the least alcohol. Going out appears to increase the amount of drinks consumed, especially when coupled with the fact that more than one fifth of respondents drink before going to a pub or restaurant, in addition to drinking there. However, the control of measures at home is less likely to be as accurate as in outside venues, where drink sizes are regulated, thus home measures could be underestimated as in 'one glass of wine' which could cover a range of standard volumes.

Figure 6 N = 475 Number of drinks consumed at home.

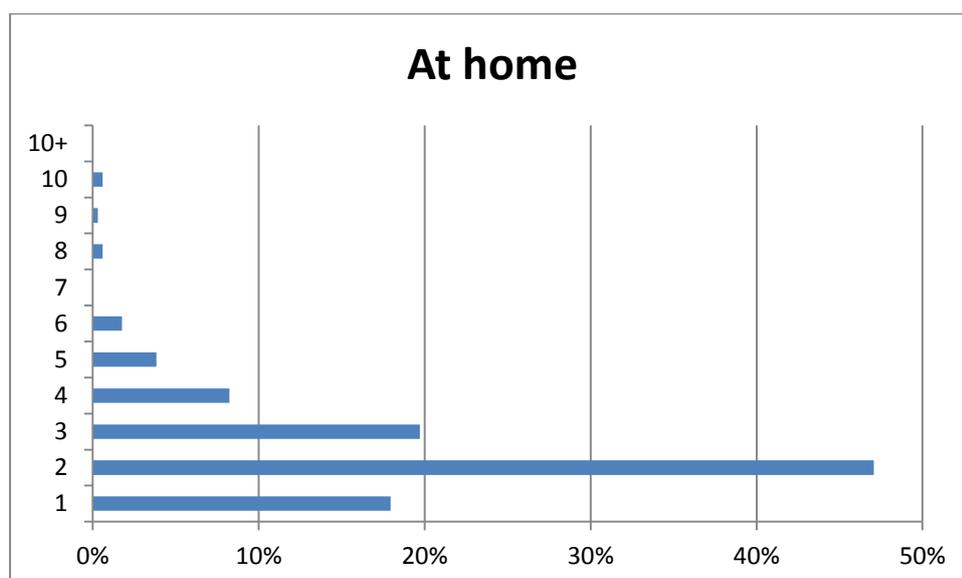


Figure 7 N = 475 Number of drinks consumed at someone else's home.

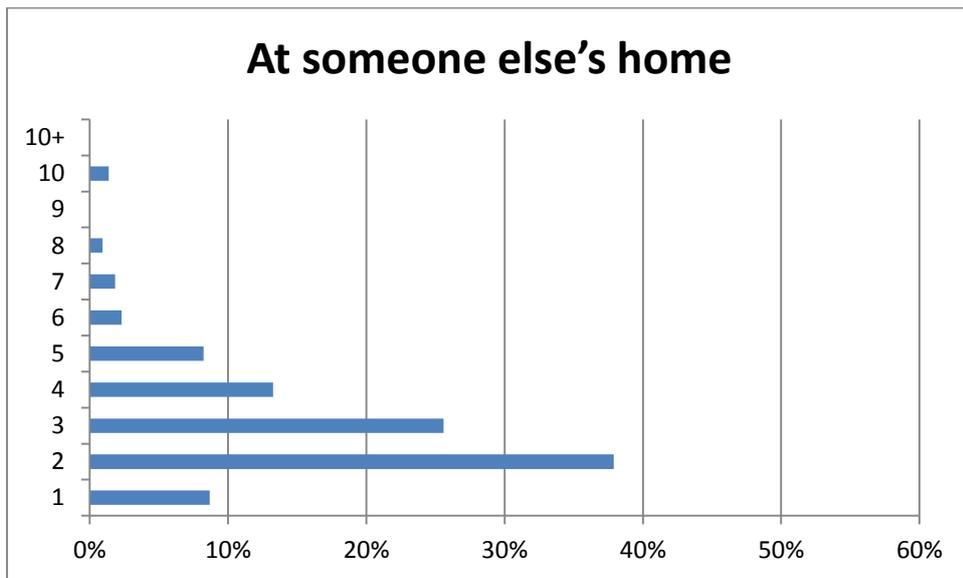


Figure 8 N = 475 Number of drinks consumed before going out to a bar.

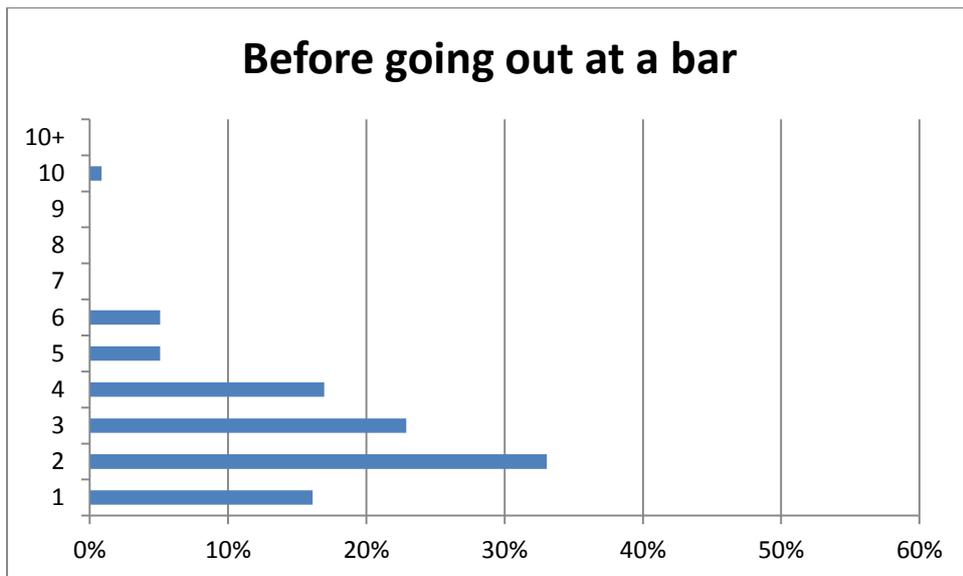


Figure 9 N = 475 Number of drinks consumed at a pub or club.

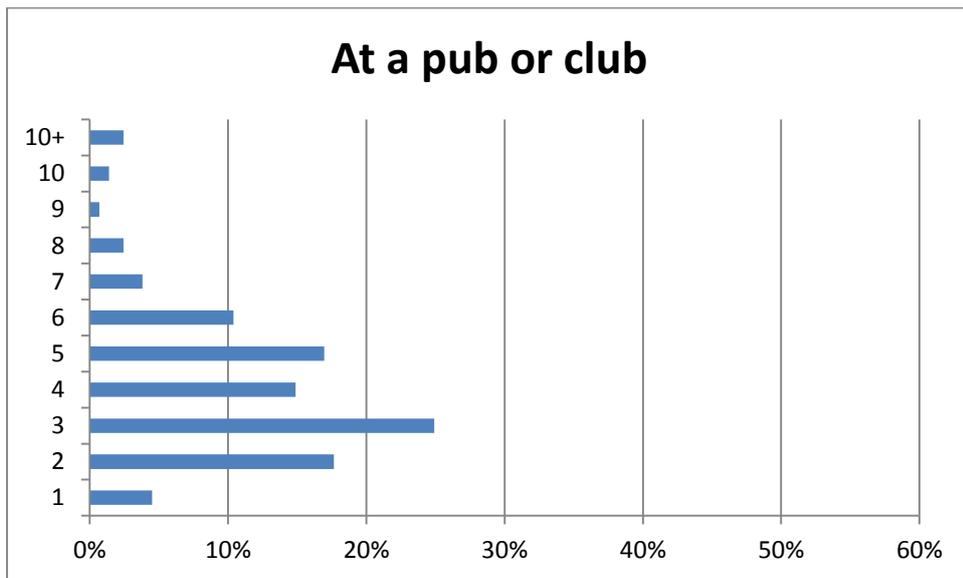
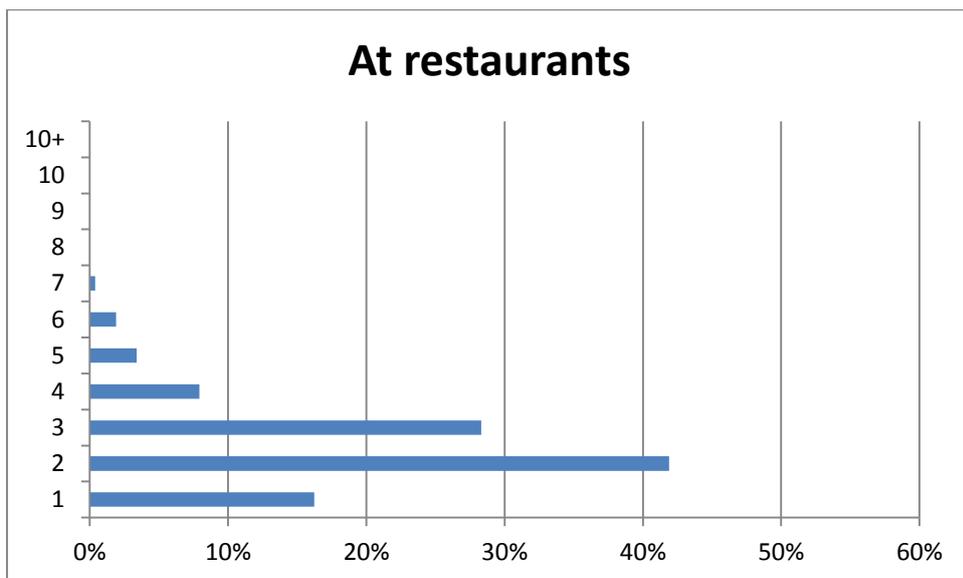
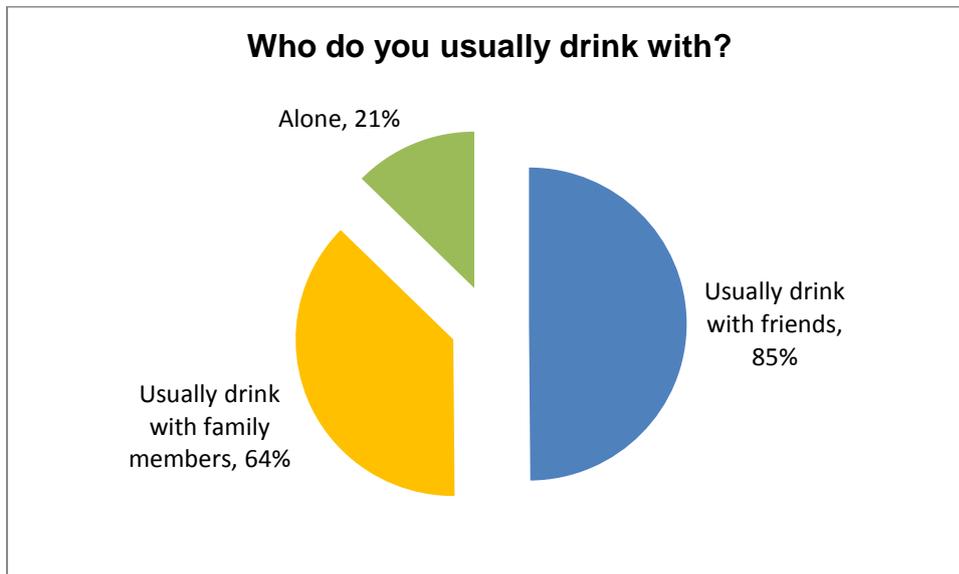


Figure 10 N = 475 Number of drinks consumed at restaurants.



Q5 Who do you usually drink with?

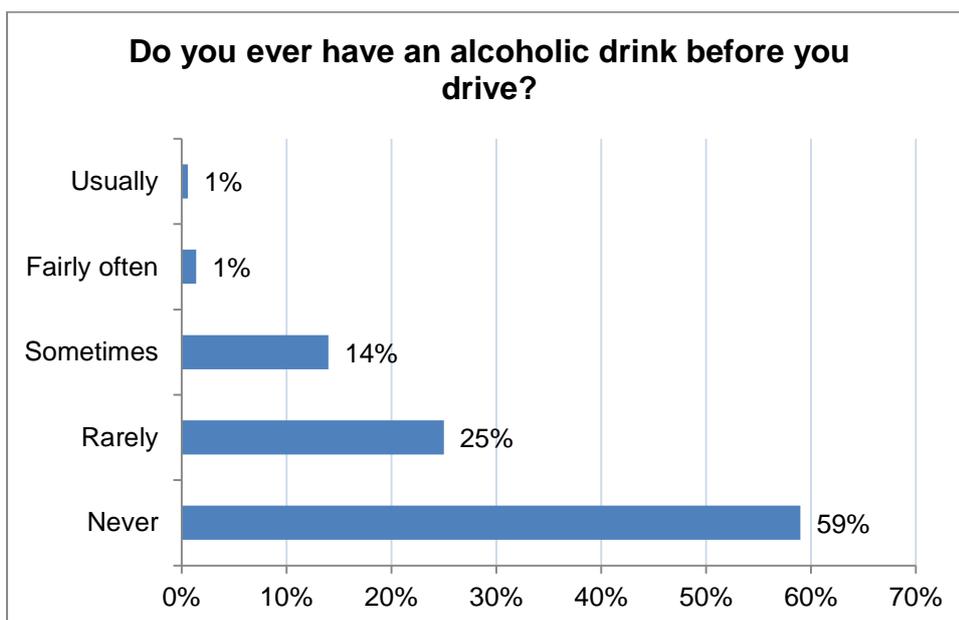
Figure 11 N = 475 Usual drinking group.



3.2.6 For the majority of women in this sample, drinking is a social activity, and perhaps unsurprisingly, those who drink alone are likely to be more frequent drinkers, as shown by a cross-tabulation between Question 5 and Question 1 (Frequency of alcohol consumption). Three quarters of women who live alone drink either most days or every day. Overall one quarter of the sample have this pattern.

Q6. Do you ever have an alcoholic drink before you drive?

Figure 12 N = 475 Frequency of drinking alcohol and driving.



3.2.7 While almost 60% of respondents never drive after drinking alcohol, it follows that 40% do, even if only occasionally. As figure 13 shows, women over 50 in this sample are the least likely to drive after drinking. A comparison with the smaller sample of men (figure 14) indicates that women are much less likely to drive after drinking than men.

Figure 13 N = 475 Frequency of drinking alcohol before driving, by age.

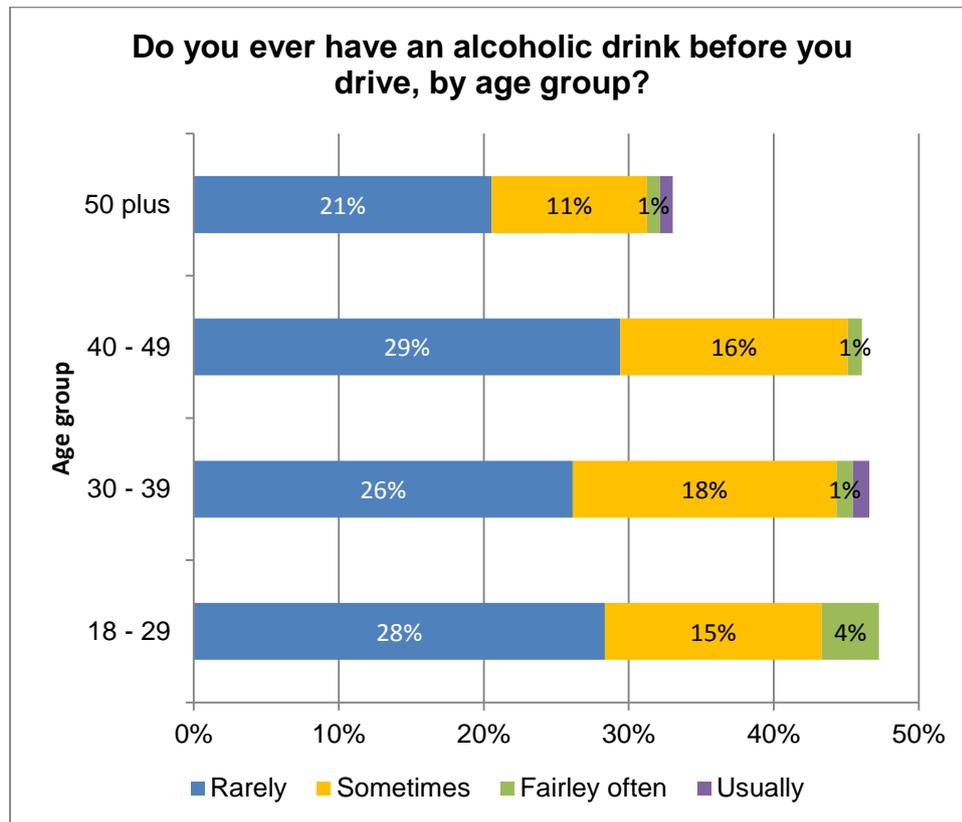
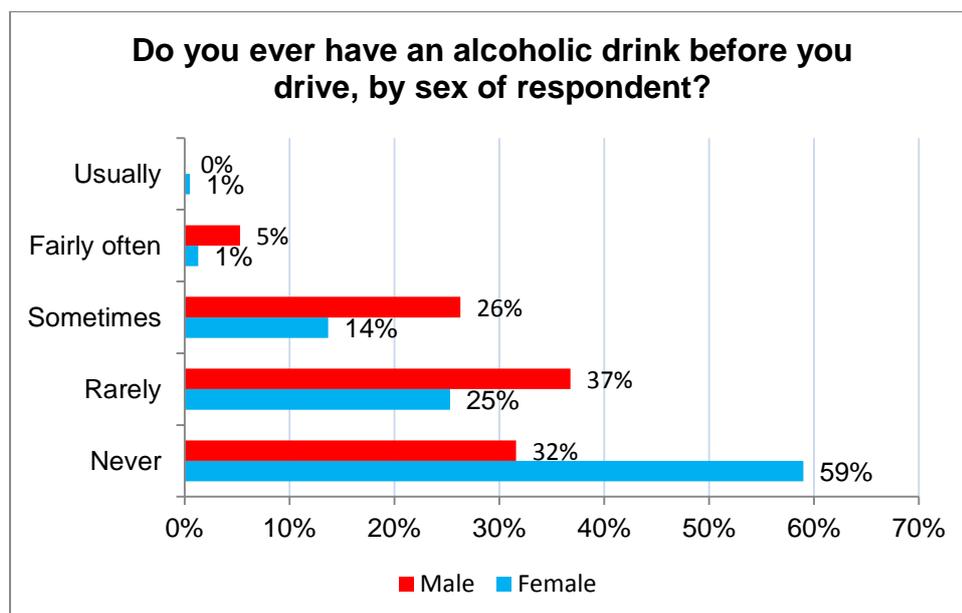


Figure 14 Frequency of drinking alcohol and driving, men and women compared.



Q7. How many of each of the following drinks do you think **YOU** could drink and then drive legally and does this differ for women in general?

- 3.2.8 The analysis of the findings from Question 7 requires a caveat.
- 3.2.9 The legal limit for alcohol in the blood, for the purposes of drinking and driving in the UK is 80 milligrams of alcohol per 100 millilitres of blood. However, how much alcohol this represents in terms of units that can be drunk before reaching this level varies greatly between individuals depending on factors such as
- Weight
 - Age (younger people tend to process alcohol more slowly)
 - Sex (men tend to process alcohol faster than women)
 - How recently food has been consumed
 - Stress levels
 - Personal metabolism and time gap before driving.
- 3.2.10 In addition, there is variation in alcoholic content within each of type of drink for wine, cocktails, beers and alcopops. Consequently there is a great reluctance for official bodies to provide any guidance on how much an ‘average’ man or woman can drink and drive within the current legal limits. The alcohol calculator in the link below is provided by the NHS and is a useful tool to increase awareness.
- 3.2.11 <http://www.nhs.uk/Tools/Pages/Alcohol-unit-calculator.aspx>
- 3.2.12 However there is a broad and cautious consensus that this equates to a maximum of three units⁵.
- 3.2.13 This uncertainty and lack of knowledge is reflected in the range of responses to Question 7 given in the survey.
- 3.2.14 If for convenience we take three units of alcohol as the maximum before driving (and not allowing for elapsed time, food eaten or physical size) the responses shown in Fig 16 are interesting.
- 3.2.15 A pint of beer at 5% alcohol by volume (ABV) is about 2.8 units and is on the borderline of putting some women over the legal limit for driving. One third of respondents considered that they could drink this amount and drive safely, which is generally taken to mean without incident or accident, rather than simply not detected as being over the limit.

⁵ Transport and Road Research Laboratory “The Facts about Drinking and Driving” 1986

- 3.2.16 11% of respondents thought that they could drink two medium glasses (175ml) of wine, which at a modest 12% ABV would equate to around 4.2 units of alcohol, and still drive legally. It is common for wine to have an ABV of 13% or even 14% (4.6 to 4.9 units in two glasses).
- 3.2.17 12% thought that a woman could drink two drinks of spirits, which would most probably be acceptable for single measures (25ml) which at 40% ABV is one unit of alcohol) but not for doubles. However, some pubs are now serving spirits in 35ml measures (1.4units).

Figure 15 N = 475 Number of alcopops a female could drink and then still drive legally (below the blood alcohol limit).

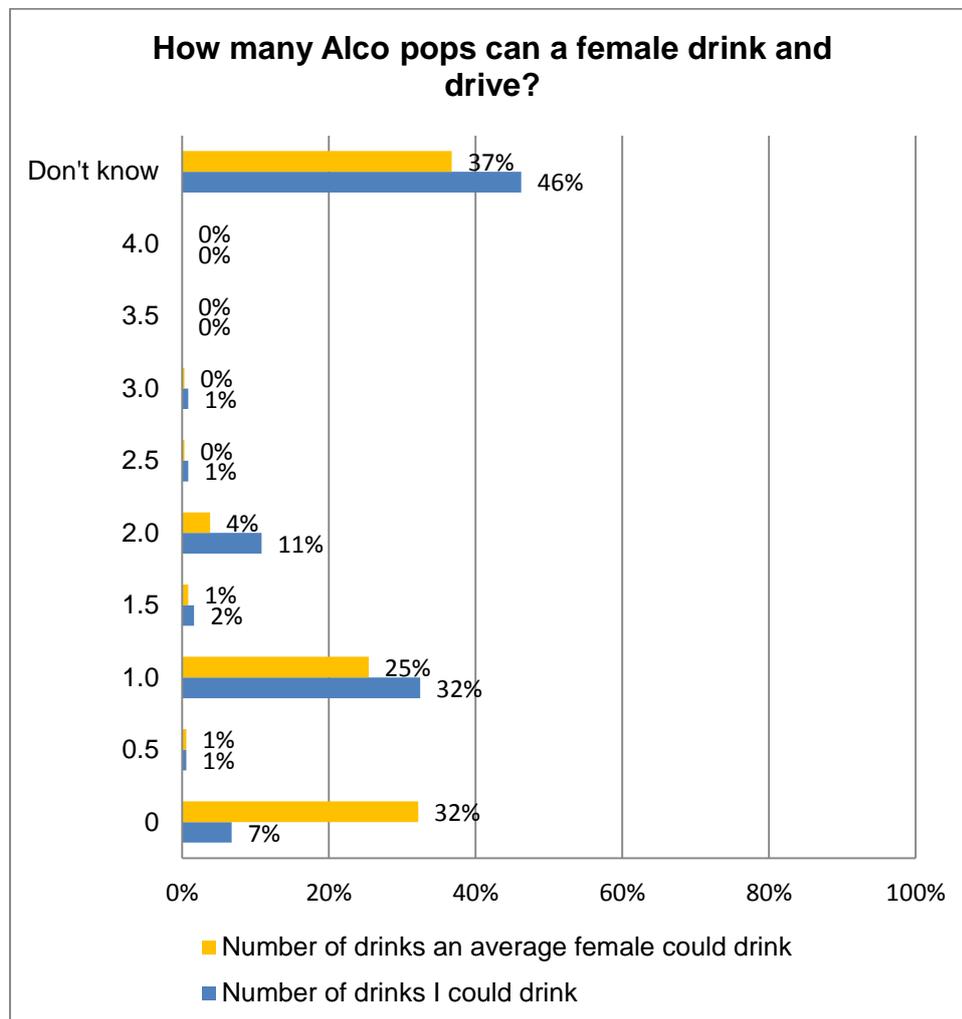


Figure 16 N = 475 Number of pints of beer a female could drink and then still drive legally (below the blood alcohol limit).

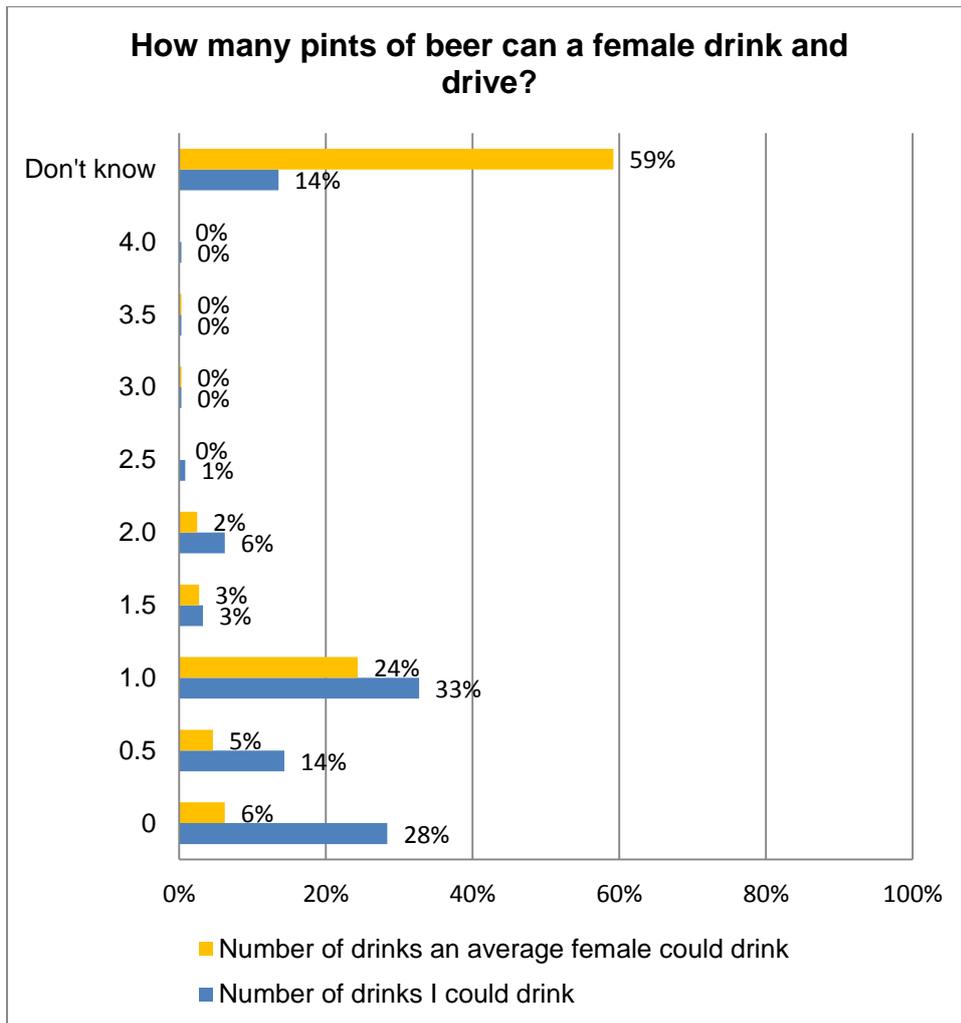


Figure 17 N = 475 Number of cocktails a female could drink and then still drive legally (below the blood alcohol limit).

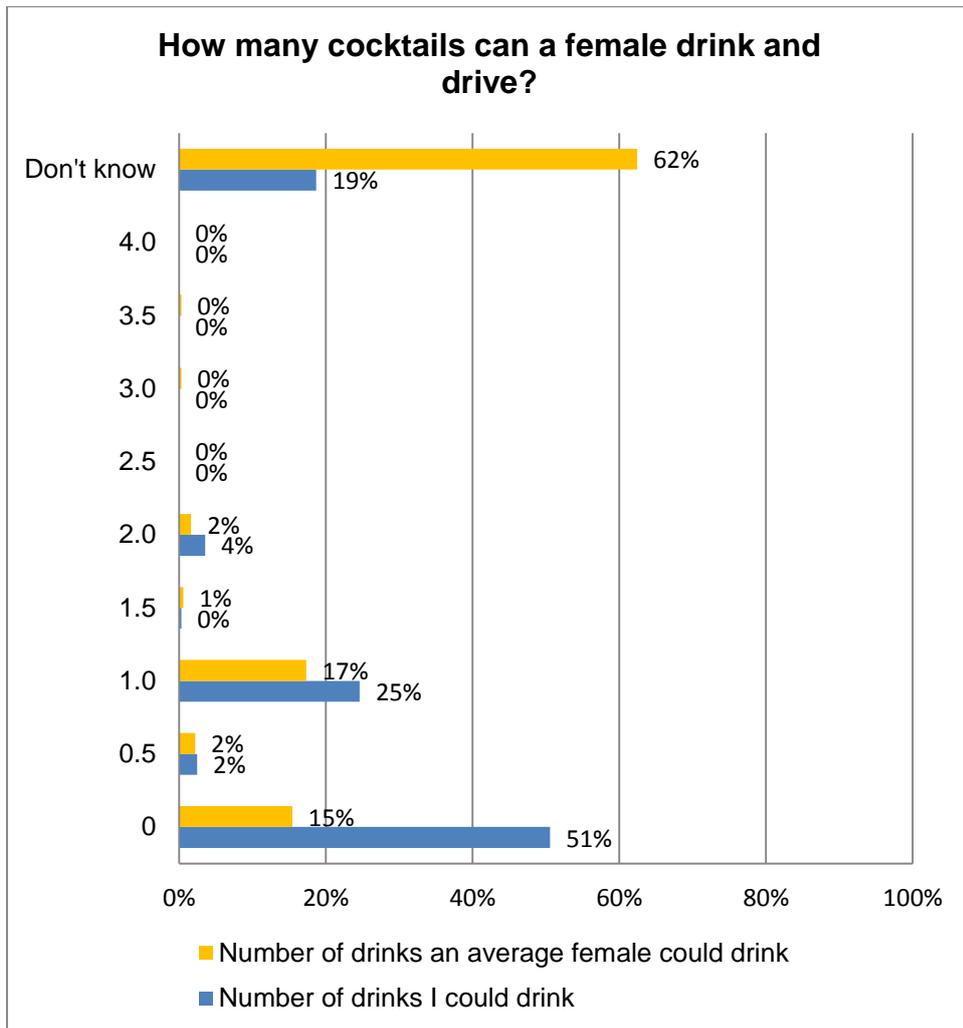


Figure 18 N = 475 Number of spirits with mixer a female could drink and then still drive legally (below the blood alcohol limit).

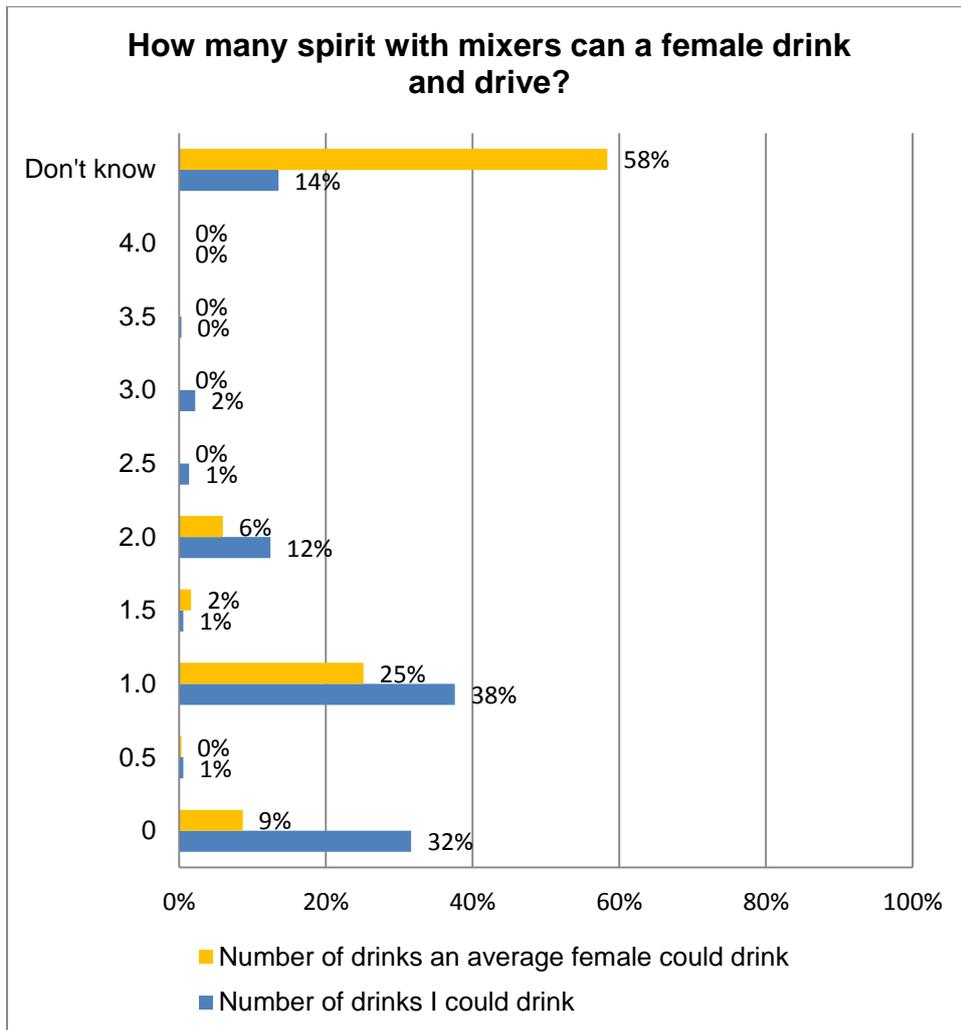
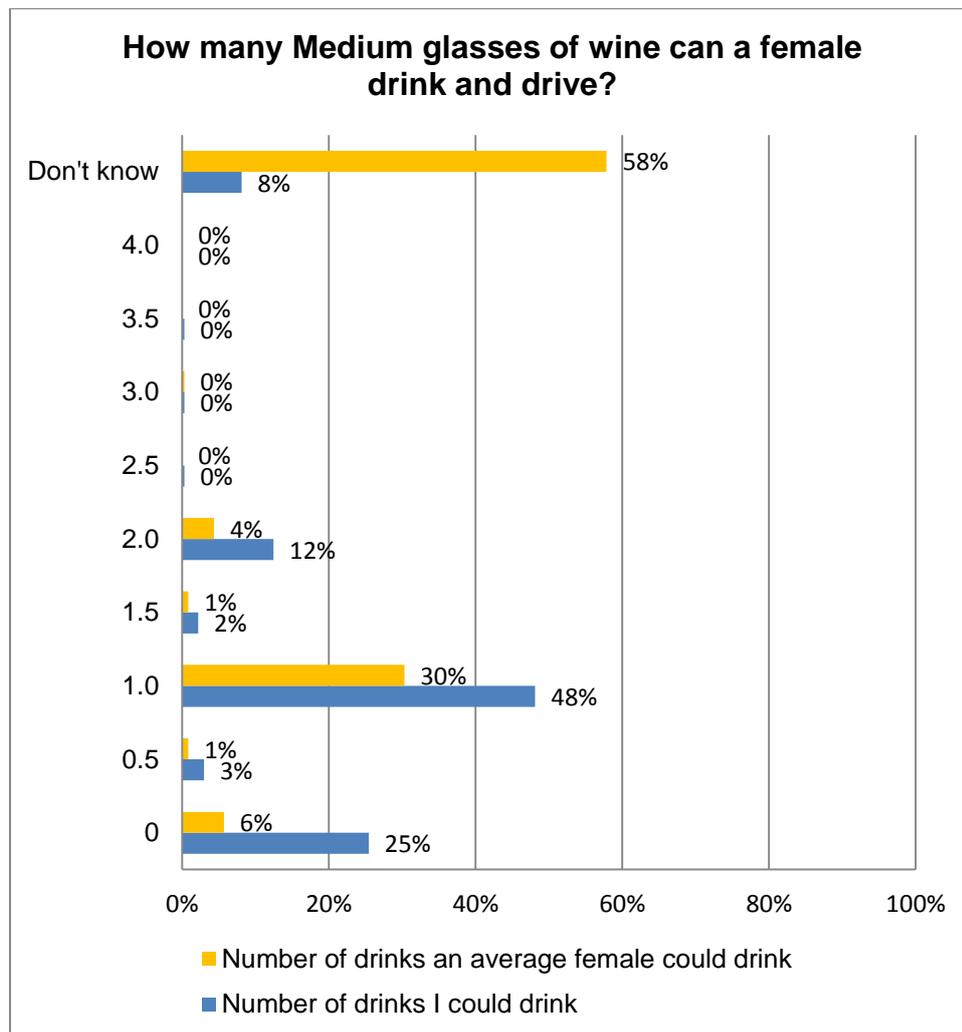


Figure 19 N = 475 Number of medium (175cc) glasses of wine a female could drink and then still drive legally (below the blood alcohol limit).

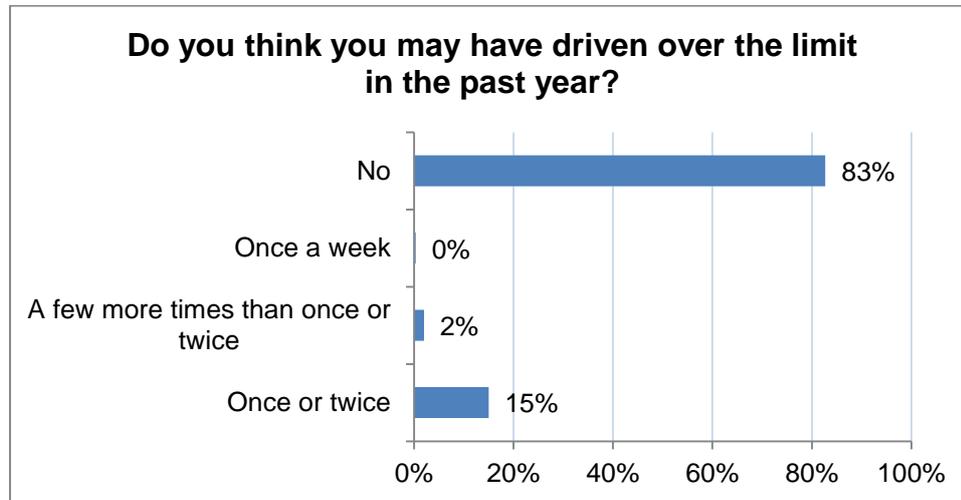


3.2.18 A medium sized glass in pubs, clubs and restaurants is usually considered to be 175 cc, which is probably the most common understanding among alcohol or wine drinkers.

3.2.19 Interestingly, a majority of all these female participants were unwilling to estimate how much an average woman could drink of all these different types of alcohol and then drive legally, again indicating the uncertainty about 'safe' levels. Conversely, they were much more confident of estimating for themselves how much they could drink before driving, even if this was to say that 'no' alcopops, glasses of wine etc. would be safe for them to drink and then to drive legally.

Q8. Do you think you may have driven over the limit in the past year?

Figure 20 N = 475 Frequency of driving when possibly over the legal limit within the past year.



- 3.2.20 While Fig 20 shows that many respondents did not consider that they had driven when over the limit in the past year (83%), and as seen in Fig 12, 59% of the respondents never combined drinking and driving, there are two areas which are a cause for concern. One is that 17% of respondents did admit to having driven when they may have been over the legal limit, and it appears from the survey answers that for many categories of alcohol mentioned in the survey there is a not insignificant percentage of women who believe that they can drink more and still drive legally than may actually be the case.
- 3.2.21 In the 40-49 age group there is a small group (5%) who believe that they have driven over the legal limit on more than one or two occasions in the past year.

Figure 21 N = 475 Frequency of driving when possibly over the legal limit within the past year, by age

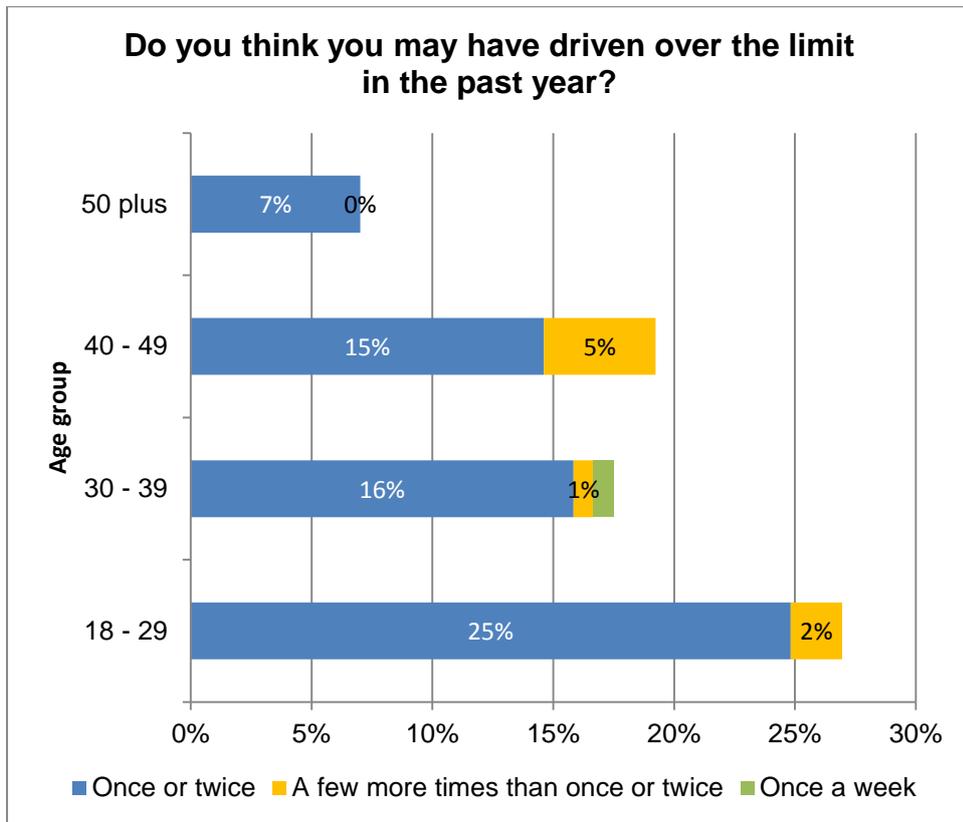
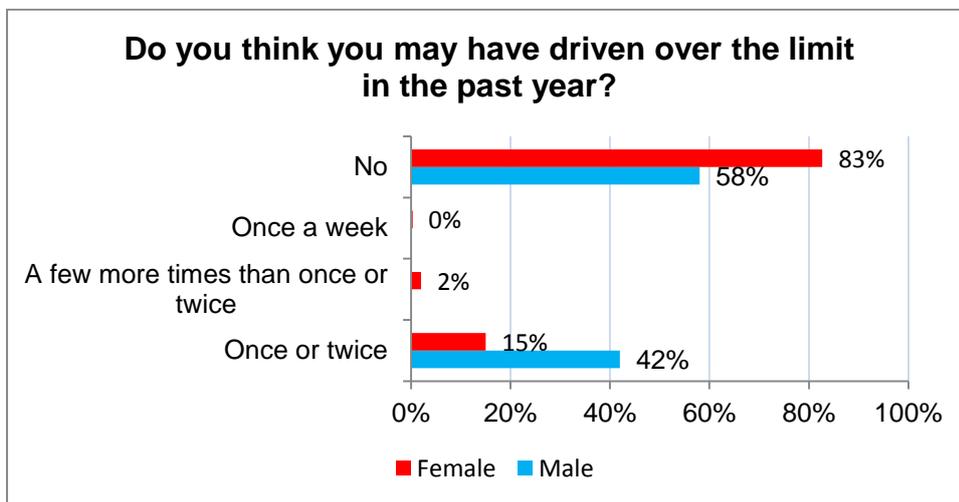


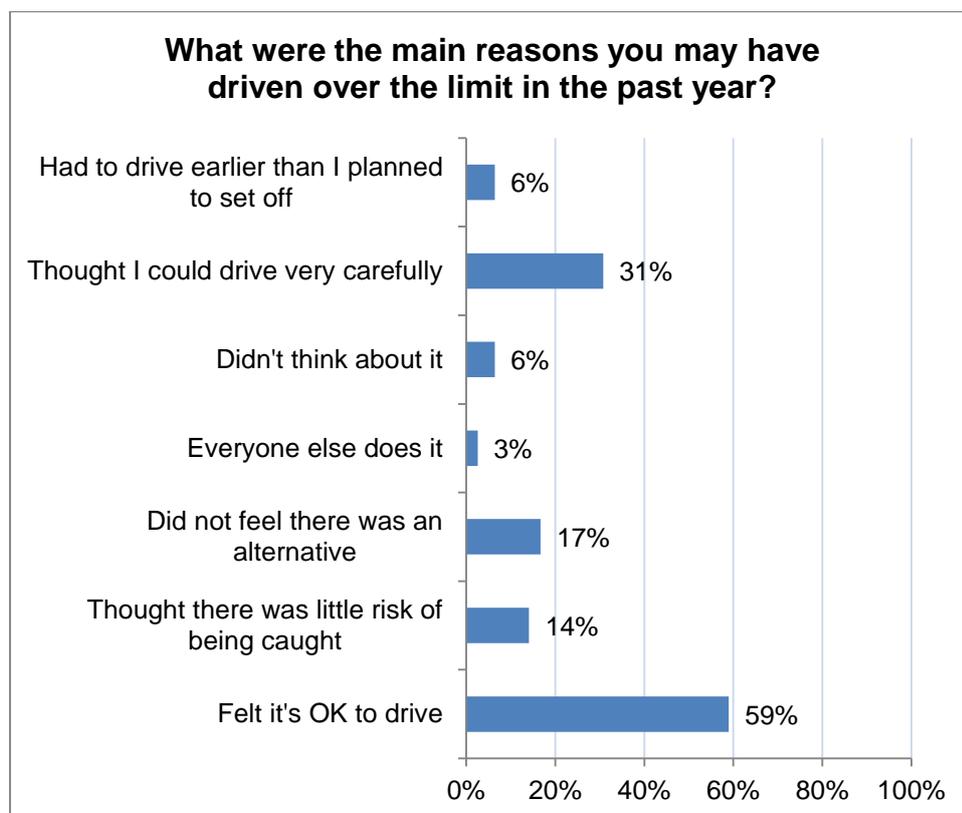
Figure 22 Frequency of driving when possibly over the legal limit within the past year, by sex



3.2.22 Although only a small group of men were used as a control sample so findings may not generalise, Figure 22 points up an interesting sex difference in the frequency of drink-driving. A considerably higher proportion of men thought they might have driven above the legal limit in the past year than women, reinforcing official drink-drive figures that in recent years show a ratio of around 5:1 male: female convictions.⁶

Q9. What was your reasoning (for driving above the legal limit) in general?

Figure 23 N= 81 (Responses total > 100% as more than one response allowed)



3.2.23 Explanations for knowingly driving above the legal limit are interesting, and some of the most common ones from our earlier literature review were offered as response options in the current survey, as shown in Fig 23. On average respondents checked 1.3 of these reasons each.

⁶ See Table 8.4 'Findings of guilt at all courts by type of offence, age and sex of offender, 2006-2012. Motoring Offences in Criminal Justice Statistics Quarterly. Ministry of Justice, 2013.

- 3.2.24 In this survey it appears that the majority of those who drank and drove over the limit felt they were OK to do so. In the context of the survey this meant that they did not believe they were at risk of incident or accident, and not a danger to themselves or others. This might suggest that they believed that their driving ability was not impaired, as there was a separate option of 'little risk of being caught'. The next most common reason (29%) was the avoidance of detection, and then the low risk of being caught (13%).
- 3.2.25 Only a small number of those who drove while they believed they were over the limit did so because they felt there was no alternative.
- 3.2.26 Most support was lent to the notion that 'it felt ok to drive', with almost three in five respondents admitting ever drink driving endorsing this reason (59%). The second most commonly endorsed reason by these women was that they felt they could drive very carefully (29%). Such sentiments reflect findings from previous criminological research by Fynbo and Jarvinen (2010)⁷ that explored drivers' drink drive decisions in terms of 'risk assessment' and 'risk management', and categorised such decisions along several dimensions. 'Strategic behaviour' was one of these where their drink-driving behaviour was carefully managed to drive carefully, for example, so as not to draw police attention to it'. Another study by Corbett et al (1991)⁸ showed that the most common reason for drink-driving among a group of alcohol-drinking pub patrons was feeling 'fit enough to drive', which seems echoed here with reference to feeling ok to drive, and that they could drive very carefully.
- 3.2.27 Underpinning such feelings of capability to drive after having consumed sufficient alcohol to lead to illegal driving is the perception of some that they are still 'safe to drive' and even that their driving ability is not impaired. Mirroring this, some drivers in the Fynbo and Jarvinen study thought of themselves as 'impeccable' or 'safe' drivers even when over the legal limit, and 76% in Corbett et al (1991's study) felt they would be 'fit enough to drive' after six or more units of alcohol even though 56% of them thought they would most likely be 'over the limit' after that amount. In the present survey, 6% said they 'didn't think about it', as if (in Fynbo and Jarvinen's parlance) it was a 'non-decision' concerning routine behaviour.

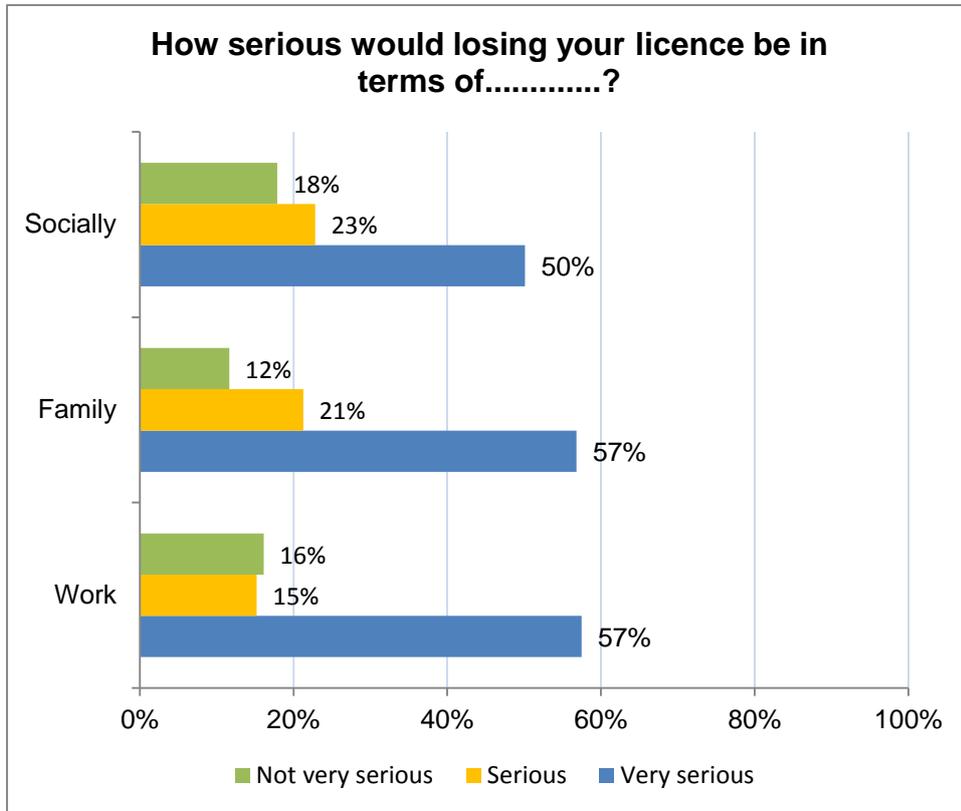
⁷ Fynbo, L. and M. Jarvinen. (2011). 'The Best Drivers in the World': Drink-Driving and Risk Assessment. *British Journal of Criminology*. 51,5: 773-788

⁸ Corbett, C., Simon, F. and Hyde, G. (1991) 'Driving with excess alcohol: why some drivers do and why some don't'. in *Behavioural Research in Road Safety: Seminar Proceedings*, 108-117. Eds. G. Grayson and J Lester. TRRL: Crowthorne.

- 3.2.28 'Normalisation' was another of Fynbo and Jarvinen's identified dimensions to explain drink-driving. This refers to the idea that illegal behaviours may be perceived as extremely prevalent particularly among one's own social group, and this perception may serve to legitimate, excuse and encourage the illegal actions shown, perhaps even casting it as 'socially acceptable' to engage in it. However 'normalisation' did not appear to be a major factor in our research whereby only 3% of respondents *cited 'everyone does it' (figure 23 above)*), although some of those who felt it is OK to drive might be said to be 'normalising' it while also believing that their ability was un-impaired as they only admitted to driving once or twice over the limit in the last year.
- 3.2.29 Interestingly, Fynbo and Jarvinen (2010) had found that drivers' risk assessment was conceived far more often in terms of the risk of detection than the risk of collision, a not uncommon finding . While both outcomes are serious, risk of collision could have the more devastating consequences, as evidenced in annual casualty figures. In the current survey, around one in eight (13%) endorsed the reason that they thought 'there was little risk of being caught' for their drink-driving behaviour at the time.
- 3.2.30 In the present survey, only 15% endorsed the reason that they 'did not feel there was an alternative'. This links with a feeling among some of those who drive after drinking that the behaviour is engaged in out of convenience and lack of choice about onward means of transportation (e.g. Corbett et al 1991). While some situations may lend themselves to a perception of 'no alternative but to drink drive', there are usually other ways and means to reach one's destination. This research tends to support that view, as only 1 in 7 cited this as a reason for driving when they felt they might be over the limit.
- 3.2.31 Concluding on the reasons given by women to explain why they drove when over the limit, it appears that several important messages are not getting across sufficiently well
- 3.2.32 There needs to be greater emphasis on communicating how drinking seriously impairs driving ability; moreover, that:
- driving 'carefully' is no solution to this;
 - getting caught is a real risk;
 - there is almost always an alternative to drinking and driving.

Q10. How serious would a driving ban be to you?

Figure 24 N = 475 Seriousness of loss of licence



3.2.33 For the majority of drivers questioned, a driving ban would be serious or very serious in all aspects of their life

Q11a. Would it bother you to be driven by someone else who you suspected was over the legal limit?

Figure 25 N = 475 Attitude to being driven by someone who may be over the legal limit

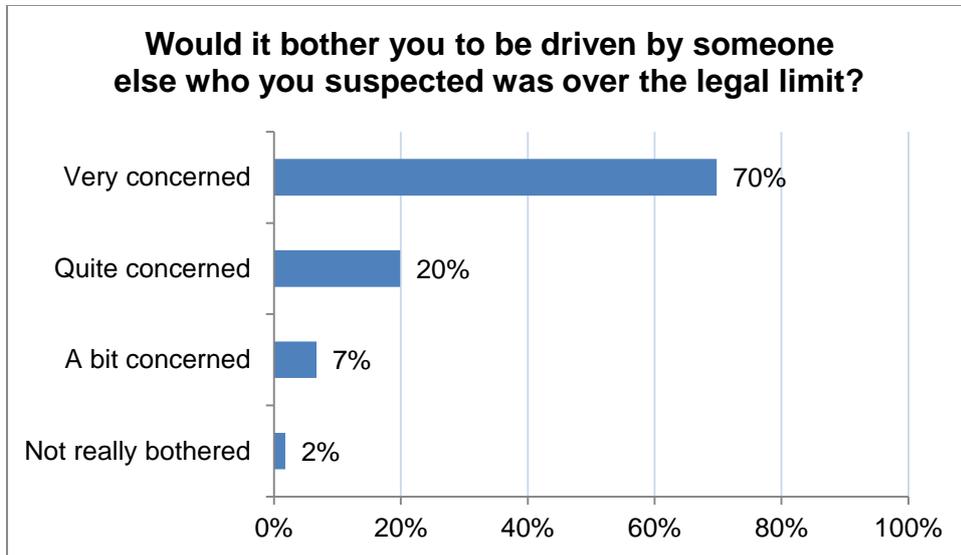


Figure 26 N = 475 Attitude to being driven by someone who may be over the legal limit, by age

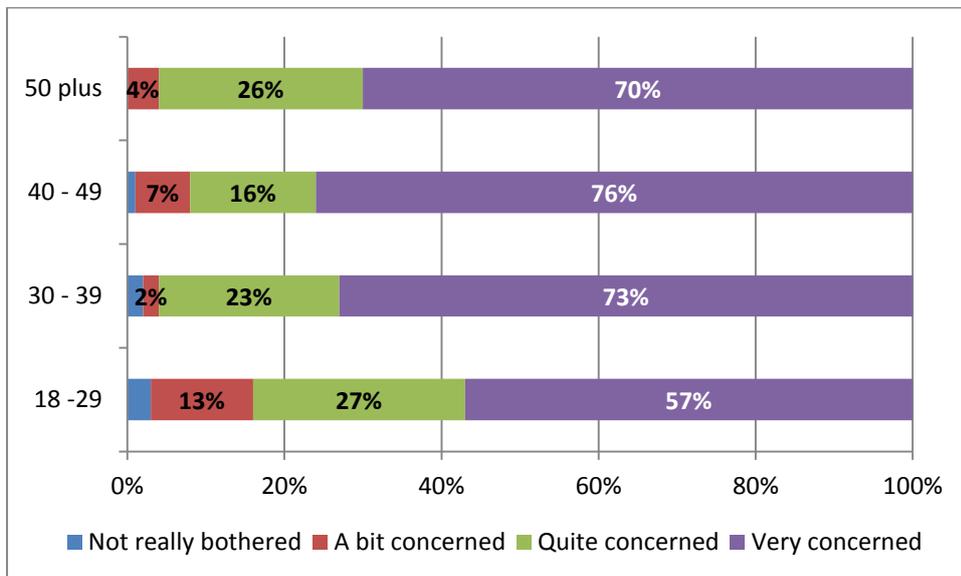
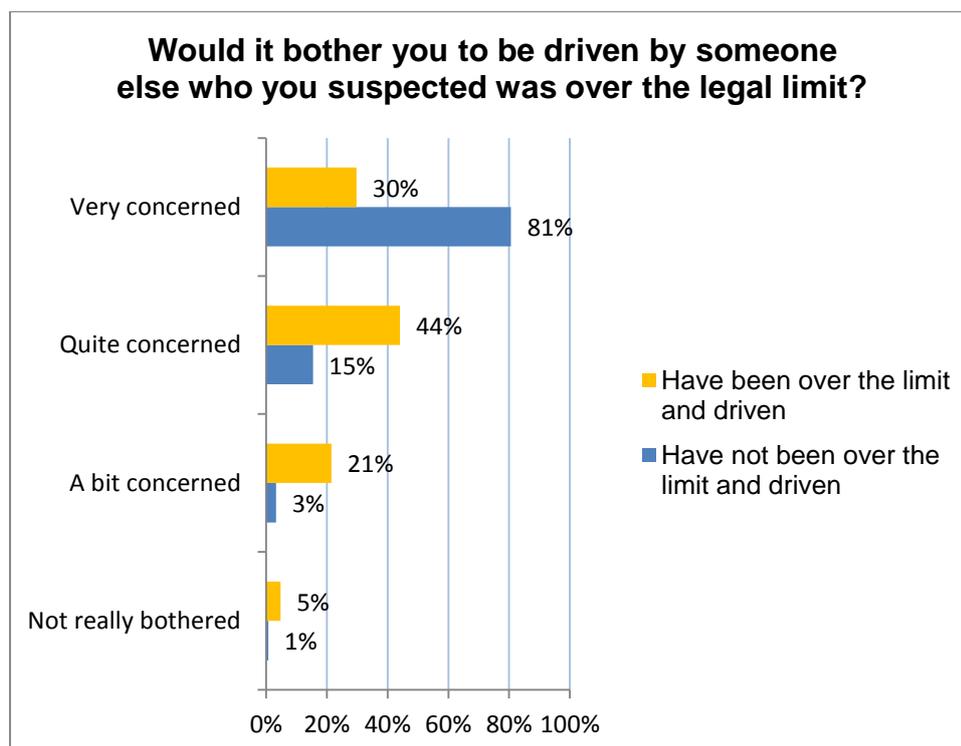


Figure 27 N = 475 Attitude to being driven by someone who may be over the legal limit, analysed by respondents own attitude to driving over the limit



- 3.2.34 While Figure 25 shows that many respondents (70%) would be very concerned to be driven by someone over the limit, it is interesting that this figure is lower than those who would not themselves drive when over the limit (83% in Figure 20).
- 3.2.35 Figure 27 however, shows that those who have themselves driven when they thought they were over the legal limit overall express considerably less concern about being driven by someone else over the limit. Together, Figures 25 and 27 could be interpreted to mean that women drivers are generally less concerned when someone else's driving licence is at stake rather than their own, which could signal a failure to understand, or complacency in assessing, the various risks when driving above the legal limit themselves or being driven similarly by others.
- 3.2.36 Two open-ended questions were asked at the end of the survey – namely Q 12 and 13 and these are discussed in the next section. A full list of responses is given at Appendix 4.

Q12. Fewer women than men are convicted of drink driving but their share of convictions is rising especially among women over 30. Do you have any ideas on why this might be happening?

3.2.37 Perhaps the most striking observation from participants' responses was the thoughtful and reflective way in which this question was completed together with the high proportion of respondents who offered some comments. While some gave six or seven 'reasons', most offered one or two. The invitation to explain other women's behaviour in this context may have been found less threatening than perhaps in some instances to explain their own, and this use of a projective technique is sometimes deployed in such endeavours. The fact of older women's increased rate of drink-drive convictions clearly intrigues and concerns women drivers.

3.2.38 It was apparent that comments could be clustered into various themes identified in previous studies and it is noteworthy that these women's thoughts on why other women drink-drive reinforces earlier findings. The main themes that emerged can be seen as an interlinking mesh, each one impacting on several others with no clear causal pathway. For now they are listed as follows:

3.2.39 **A cultural shift towards greater social acceptability of women drinking alcohol.**

3.2.40 Previous studies have remarked upon this phenomenon which has helped facilitate the behaviour among women⁹;¹⁰. Indeed the social acceptability for women to drink in public may be contributing to a **perceived convergence of female and male behaviour** where women see no issue in drinking alcohol in public places, sometimes in large quantities. For instance:

'More common now for women to go out to pubs and meet groups of other women for drinks and it's easier to drive.'

'It's not seen as 'unseemly' for women to be drunk in public nowadays.'

'Less stigma attached to women drinking nowadays. More acceptable to drink excessively means more opportunities to drink and drive.'

'We are becoming more like men in both our attitudes and habits and this includes drinking and driving.'

⁹ Institute of Alcohol Studies (2008) Women and Alcohol.
<http://www.ias.org.uk/resources/factsheets/womoen.pdf>

¹⁰ Bergdahl, Jacqueline 2000. An Application of Convergence Theory to Women's Drinking and Driving. Women and Criminal Justice, 10(4), 93-107. Doi: 10.1300/J012v10n04 05

'It's more acceptable for women to drink more and to get drunk so more women are driving over the limit.'

'Men and women's behaviour and social habits are more alike than ever now.'

3.2.41 An element of the tendency towards convergence was a comment noted by several indicating the pressure women felt to keep up with or to compete with men in the workplace. This could have repercussions in the after-work social culture where alcohol often played a part:

'More pressure on women to be equal to men in all aspects of life.'

'There is a pressure to keep up with men for some women.'

3.2.42 **Women's slower metabolic rate and speed at which alcohol leaves the body** Another aspect of the shift towards convergence, as one or two pointed out, are the physiological differences between men and women in metabolic rate which could mean that driving after consuming alcohol could be a greater risk for such women. This is supported by research that shows women achieve higher blood alcohol concentrations than men after similar amounts of alcohol and are more susceptible to alcohol's effects on cognitive functioning¹¹. Indeed, this is a fact seemingly overlooked by many women who may feel quite comfortable matching male colleagues/partners on units consumed without realising the added dangers of slower metabolism of alcohol. For example:

'Men and women now drink the same amount even though women can't metabolise it at the same rate.'

3.2.43 **Increased accessibility and availability of alcohol** was mentioned by a fair number of women to account for more female drink-drive convictions, and indeed this reflects previous research,¹² which noted that increased opportunity for female drinking in particular has also arisen through multiple outlets for alcohol purchase and consumption. Offers such as: 'Three bottles for £10' and other similar supermarket deals arguably legitimise over-purchasing, focusing shoppers' minds on the bargain purchase rather than the potential negative consequences of over-consumption.

¹¹ Mumenthaler, M.S., Taylor, J., O'Hara, R and Yesavage J.A. (1999) 'Gender differences in moderate drinking effects'. *Alcohol Research and Health*, vol 23(1), 55-64.

¹² Institute of Alcohol Studies (2008) *Women and Alcohol*.
<http://www.ias.org.uk/resources/factsheets/womoen.pdf>

3.2.44 **Targeting of women by the drinks industry.** Female vulnerability to increased availability of alcohol may be exacerbated by the positive encouragement given to women by adverts aimed at attracting them to particular brands. Such adverts may be styled as a positive lifestyle choice denoting success, glamour, independence, attractiveness.¹³ Further, the manufacture and promotion of designer spirits and ‘alcopops’ to attract women may also encourage over-drinking. As noted by two respondents:

‘There are an increased number of drinks available that may appeal to women now.’

‘Drinks industry is targeting women more as more are working and can afford to drink now. More female friendly drinks available now.’

3.2.45 **Limited anti-drinking and anti-drink-drive messages targeted directly at women.** Of equal importance may be an actual or perceived absence of campaign materials aimed at warning women of the dangers of over-drinking and drinking before driving. This could lead to a situation whereby women may feel that the adverts are not addressed to them and so can be safely ignored. As one noted:

‘No drink driving message directed at women. Women feel that social drinking is not an issue.’

3.2.46 **Alcohol as a habitual response** was an aspect of the increased availability mentioned by some. This is where, for example, a bottle is routinely opened while preparing the evening meal, and consumed during and after the meal:

‘Habit of opening a bottle of wine while doing the evening meal, finishing the bottle and being over the limit next morning.’

‘Some women no longer have tea but wine in the afternoon.’

‘More women meet for a glass of wine than a coffee or tea.’

‘More people buy wine these days, always in the fridge, on tap.’

¹³ E.g. Measham, F. and Brain, K. (2005) ‘Binge drinking’, British alcohol policy and the new culture of intoxication’. *Crime, Media and Culture*, 1(3), 262-283.

- 3.2.47 **Lack of awareness of the units consumed in alcohol.** This was one of the most common themes mentioned, and it seems to be part of the contemporary culture whereby drinking alcohol has become a habit for many people, without full cognisance of their alcohol unit intake. In the context of alcohol as a habitual response, lack of awareness could be particularly dangerous for women owing to the popular consumption of wine. The alcoholic content and size of serving both vary widely. For example:
- 'A lack of awareness among women about the amount of units consumed.'*
- 'Larger glasses of wine, bigger measures of spirits. These have gone up over the years. Many people don't realise what a unit is and how many they can have.'*
- 'People usually are offered/given a large glass of wine in pubs rather than a small one.'*
- 'Serving sizes have gone up over the years so harder to know how many put you over the limit.'*
- 'Women may underestimate the alcohol content of wine which used to be 9 or 10% proof but is now usually around 12-14% proof.'*
- 3.2.48 Two comments highlighted an additional danger for women, which is **using alcohol as a substitute for food:**
- 'Often women don't eat before going out, meaning they may get drunker quicker.'*
- 'When people diet they may have a drink rather than food to lift mood.'*
- 3.2.49 **Impacts arising from social, demographic and economic changes.** Most of the above themes are likely to have been fuelled by societal shifts that have occurred over recent decades in terms of demographics, women's increasing independence and economic presence in the workplace and changes in societal attitudes to female drinking. Thus many more women are economically equal to men, socially independent and professionally employed compared with times past. Knock-on effects of such changes tend to be that women remain single for longer so may continue a networking or socialising style where alcohol is part of the after-work culture into their thirties, and are more likely to own their own vehicles to get around. Participants were well aware of such changes:
- 'Women have more economic and social freedom to drink.'*

'Women have more independence and access to their own money.'

'Women are having children later on so the partying lifestyle is still continuing into earlier thirties. This would be the case for me and many other friends.'

'Modern pressures, more single mums, more divorces, more likelihood of women drinking.'

'Divorce rate is higher so more women drive because on their own. More women in professional roles that include business meetings and going out after work.'

'More women are single and might drive for safety reasons.'

'Many more women have cars now. It used to be the case that mainly the men drove.'

'Where before a man may have drunk too much and driven him and his girlfriend home, women are now driving themselves as there are more single women in this age group (30+).'

'More single women about so driving themselves to and from places where they drink and no-one to take a turn being sober.'

3.2.50

Women with families were a sub-theme of the cultural shift whereby more women have paid employment. Various comments noted that those with families may feel the extra pressure of juggling all aspects of work and children which could lead to what Bost¹⁴ identified as 'hurried women syndrome' and that Dobson et al¹⁵ found could lead to overly- stressed mid-age women, perhaps cutting corners when driving that could lead to drink-driving on occasion. For example,

'Women over 30 are balancing care of children and older family members with work and housework etc., so they drink to relax. It's hard to gauge what is the legal limit and women are "more bold" now so they may take a risk.'

'Drinking is a big part of life in the UK. Women are more independent and have busy lives, maybe do too much, and have a drink after work, have a car, have a family, struggle combining everything. Think they are ok to drive.'

¹⁴ Bost, B. (2001). *The Hurried Woman*. New York: Vantage Press.

¹⁵ Dobson, A., Brown, W., Ball, J., Powers, J. and McFadden, M. (1999). 'Women drivers' behaviour, socio-demographic characteristics and accidents'. *Accident Analysis and Prevention*, 31(5), 525 - 535.

'Women face the pressure of balancing work, family and social life. They do not always have the support of extended family. They face pressure to be "perfect".'

'Women feel more under pressure, and drink more and take more risks.'

'Women have more work and family commitments than ever before. It's a precursor to both drinking more and needing to drive more.'

'Women's lives are such a rush they forget the implications of drink driving.'

3.2.51 **Unexpected family demands.** A number of women remarked on the likelihood of unexpected calls from teenage children for mothers to pick them up or from husbands/partners over the limit who expected women to step in and drive to account for some women chancing driving over the limit. Thus anticipated family pressures could add to women's drink driving risk. This finds resonance in a study¹⁶ that found Australian women were not only drinking more than ever before but were sometimes unwisely driving after drinking to 'protect inebriated husbands or partners'. Examples of participants' comments in this regard:

'Women lead busy lives. A call can come out of the blue their kids are asking for a lift home etc. She might have already had a drink but needs to pick up her kids.'

'Maybe husbands make their wives drive as they usually drink less than them and think women are less likely to be stopped.'

3.2.52 **Lack of suitable public transport, fear of minicabs and walking home alone.** A consequence of greater female emancipation raised by a fair number was the consideration that women drivers would often have to get home alone as more might be without partners or female friends living close by. They thought that public transport was frequently seen as inconvenient or unsafe especially on alighting, and that minicabs and taxis seemed not to inspire confidence and proved expensive for lone passengers. Thus they believed that women's own private transport might be seen as safer and less expensive and 'worth the risk'.

'They may feel safer driving themselves than going other ways home.'

'Taxis are a luxury in this economic climate so people risk it.'

¹⁶ 8 <http://www.perthnow.com.au/news/more-women-are-driving-drunk/story-e6frg12c-1226204341989>

'Women don't want to use public transport and feel safer driving themselves.'

'Money is short and taxis are expensive and public transport isn't safe.'

'More over 30s are single and so they go out drinking more with friends and don't have anyone to pick them up.'

'More opportunities to drink socially. Women over 30 are less confident about public transport but are more likely to own a car.'

'Don't feel confident walking home alone.'

'Fear of travelling on public transport at night so they take the risk.'

'Fewer buses at night. Expense of taxis. Fear of public transport and minicabs.'

'Everyone likes to go for a drink and taxis are expensive.'

'Taxis are expensive when you're alone and women prefer not to walk.'

3.2.53 **Alcohol as a stress-reliever.** What many of the comments identified was that alcohol can serve as a way of dealing with stress or even as a coping mechanism, which could apply to many women with busy working and family lives - however they are socially located. It might even deaden the pain for some vulnerable women, as in the comment: 'Life is shite and booze is good';

3.2.54 Other comments:

'Women hold more senior working position and drinking is a part of the stress relief.'

'There is pressure for women to cope in the workplace in home and social life, and alcohol has become a coping mechanism.'

'More women in the work place now, especially in high stress jobs. This may be a cause for them to drink after work before heading home in their car.'

3.2.55 Lastly, a comment picked up by several respondents was the observation that there were **more female police officers available to enforce drink drive limits** in regard to female drivers. E.g. 'police are targeting more women'.

'More women being stopped by police due to more women police officers.'

- 3.2.56 Certainly, the national proportion of full-time equivalent female police officers is increasing slightly and women officers are joining at a proportionately faster rate than male officers and leaving at a slower rate than males.¹⁷
- 3.2.57 In sum, therefore, the thoughts of women in our survey on why women's share of drink-drive convictions is increasing, especially among those aged 30 and over tend to reflect established research findings on women's drink-driving and recent changes in social demographics. Thus a picture is painted of fundamental changes to women's work and social lifestyle whereby they are settling down at a later age and frequently taking their place economically alongside men in the workplace beforehand. These demographic changes are taking place in a cultural context where public drinking or drunkenness by females is becoming more tolerated and more acceptable.
- 3.2.58 Disadvantages of these cultural shifts for women in the perceptions of respondents was that the role of alcohol in the after work hours of social culture means that more women own cars and may prefer to 'take the risk' and drive after drinking than use public transport or taxis, seemingly because these may be regarded as unsafe and/or expensive. Health issues are another problem arising through ignorance of amount of alcohol consumed, women's slower metabolic rate, alcohol as a habitual response to routine events, and as a coping mechanism or stress-reliever. Lastly, our respondents thought that women in families and working women may find life particularly difficult at times, perhaps finding themselves at greater risk of driving over the limit particularly when unanticipated family calls for lifts arise.
- 3.2.59 Question 12 was predicated on the statistical trend reported in our earlier 2012 survey that women's share of drink-drive convictions was increasing while that for men was decreasing – albeit given that there were far more male to female convictions of this type. Interestingly, the trend continues with 2012 court conviction figures showing that women's share of drink-drive convictions has risen to from 16% in 2010 and 2011 to 17% in 2012.¹⁸ This trend has also been found within the United States.¹⁹

¹⁷ *Police Service Strength to March 2012*. HOSB 09/12. Home Office Statistical Bulletin, pp 10,12.,

¹⁸ Table 8.4 'Findings of guilt at all courts by type of offence, age and sex of offender, 2006-2012. Ministry of Justice, 2013.

¹⁹ Robertson, A., Liew, H., Gardner, S. (2011) 'An evaluation of the narrowing gender gap in DUI arrests'. *Accident Analysis and Prevention*, 43, 1414-1420.

3.2.60 The second open-ended question to which respondents were invited to reply was:

Q13. Do you have any suggestions about getting the message across to other [women] drivers? What message would it be?

3.2.61 **Publicity and education and ways to benefit from these.**

Responses showed that there was a strong belief in and support for the value of publicity, including shocking publicity, and adverts showing the consequences of drink-driving – shattered families, loss of job, serious injuries including facial ones.

3.2.62 Many people felt that publicity needed to be on-going throughout the year, and should be targeted more specifically at women, and things that affected women. For instance:

'All the adverts are aimed at (young) men; adverts aimed at women might be more effective, whether it was about risk to herself, her career, her family or other people.'

'Adverts for drink driving are usually aimed at men; maybe show that the consequences can affect women too, not being there for their children.'

'Road safety and drink driving campaigns are targeted at men; they need to be more relevant to women.'

There were plenty suggestions for the content of anti -drink-drive messages. For instance:

'Appeal to the social and life implications to women if they get caught and maybe link body image to possible accidents caused by drink driving.'

'Shock tactics needed: 'Not the "facelift" you were looking for' crash ads.'

'You might be women but you're not superwoman: don't drink and drive!'

'Campaigns should include female case studies, with middle class women who drink at home.'

'You can multi-task but that doesn't include drinking AND driving!'

'Adverts pointing out that losing their licence would mean losing their independence. Adverts showing them struggling to walk children to school, carrying shopping on the bus etc. could work.'

3.2.63 Sub-themes were : Use of social media to reinforce anti-drink-drive messages more effectively e.g. through adverts on Facebook, Twitter etc. and A total ban on driving after drinking any alcohol.

3.2.64 The publicity needed to include education on awareness of limits. Many such comments reflected a view that most women were unaware exactly what constituted one unit and how many would be safe to drink and then to drive immediately afterwards. It was because of this lack of certainty about how much alcohol would be legal and how soon impairment in driving performance kicks in, that many appeared to advocate a total ban:

‘There needs to be a clearer message to ALL people drinking, not just women, about how much is too much. A total ban on alcohol when driving would avoid any confusion’.

3.2.65 Thus many respondents were calling for clearer guidance and education around information on awareness of limits.

3.2.66 Admittedly, the bulk of these respondents stated that they never drank alcohol before driving, but there was still also considerable support for this a total ban on drinking and driving in line with women’s well-documented, more favourable attitude towards road safety than men²⁰.

3.2.67 Such a move has been carefully avoided by almost all western countries for many years for various reasons including huge difficulties of adequate enforcement, impact on the drinks industry and pubs, clubs and restaurant sectors, and reported citizen unpopularity especially among men. It is possible that there are sex differences in preferences for a total alcohol ban, especially given women’s more positive attitudes towards road safety. And indeed, such a notion found considerable support among this sample of women (see Appendix 2, Q. 13). Even lowering the drink-drive permitted limit has met considerable resistance in England and Wales, although there have been recent moves by ministers in Northern Ireland and Scotland to pursue lowered BAC limits, more in keeping with the bulk of Europe.²¹

²⁰ e.g. DETR, 2004 Attitudes to Road Safety

²¹ ‘Alex Attwood wants tougher drink-driving laws’. BBC News Northern Ireland 26.09.11 <http://www.bbc.co.uk/news/uk-northern-ireland-15053560?print=true>; ‘Scottish drink-drive limit cut endorsed by MSPs’ BBC News Scotland 01.11.12. <http://www.bbc.co.uk/news/uk-scotland-scotland-politics-20166468>

3.3 Conclusion

- 3.3.1 The majority of women in the survey who drink and can drive do not combine the two by driving immediately after drinking alcohol (59%).
- 3.3.2 Yet 17% of respondents did admit to occasional driving when thinking they had been over the legal limit in the previous year.
- 3.3.3 However, looking at the reasons given by women who drove when over the limit, it appears that several important messages are not getting across adequately.
- drinking does seriously impair driving ability;
 - driving 'carefully' is no solution to this;
 - getting caught is a real risk;
 - there is almost always an alternative to drinking and driving.
- 3.3.4 Perhaps most important is the finding that there is uncertainty about the amount of alcohol that would render a driver over the legal limit, and therefore participants' responses about drinking when over the limit should be treated with caution. These drivers may never have driven illegally in this way, but equally it seems likely that some respondents who drove without realising they were in fact above the blood alcohol limit.

4 Interviews with women convicted of driving over the prescribed limit

4.1 Introduction

- 4.1.1 This chapter summarises the results of 20 in depth interviews with women convicted of driving over the alcohol limit.
- 4.1.2 The women were contacted via word of mouth networks, tracked from reports in local papers or following court proceedings. A third of the interviews were conducted face to face and the rest by telephone.
- 4.1.3 All 20 interviewees had no previous convictions for this offence and their profile did not differ significantly from the general sample of women drivers. There were a spread of ages, region, employment status and number of years driving. A profile with details is shown in Appendix 3b.

4.2 Case Study Summaries

<u>Description (1)</u> Resident in deep rural area, house wife, drives 9,000 miles a year – mainly visiting family and friends. Age 63 driving for 40 years. Average consumption of alcohol three glasses of wine a day – spread over lunchtime and evening. Considers this fine to keep below drink-drive limit although admitted that had drunk more than this and still driven “ <i>a few times</i> ”.
<u>Circumstances of offence</u> Request from family member babysitting while accompanied injured husband to hospital. Had been drinking (5 glasses of wine) but thought would be OK if drove carefully. Skidded on corner and rang breakdown service which arrived with the police. Considered this unfair and not her fault that the car skidded – mud on road.
<u>Outcome</u> Licence suspended for a year.
<u>Reflections</u> Interviewee expressed strong sense of injustice and probably continuing to drive over the limit <i>“not fair - I was fine to drive – limit too low especially for people in rural areas dependent on driving but I do stick to three glasses now.”</i>

Description (2)

Resident of village, aged 39, nurse, drives 8,000 miles a year – mainly to work (husband drives mostly at other times). Driving for 11 years. Average consumption of alcohol – no average often nothing but “quite a lot on nights out”.

Circumstances of offence

Out for evening with girl-friends including one of whom was nominated the designated driver. But during the evening the designated driver went off with a man and left the group stranded. They discussed who had been drinking the least and agreed it was the interviewee (about 5 shorts) plus she was the owner of the car. Stopped on the way home by police and breathalysed.

Outcome

Outcome – licence suspended for a year but chose to go on course so reduced by three months. (She did this because needs to drive for her work.)

Reflections

Has learnt lesson “to resist peer pressure and never drink at all if I’m driving. I was a fool and my judgement impaired by the drink itself.”

Description (3)

New driver (1 year), drives 2,000 miles a year for social reasons, age 26 unemployed and living with partner in suburb of a city. Drinks around 3 glasses of wine a week mainly in restaurants.

Circumstances of offence

College end of term Xmas party and stayed longer than intended drinking – offered lift home but that person was also drunk. Decided to chance it but police had cordon across road and stopping everyone so she got caught. Tried to run away and made it worse. Breathalysed at station plus urine sample and “well over the limit”.

Outcome

Licence suspended 18 months and fine £2,000

Reflections

“Can’t believe I did it – it was the effect of the drink – just not me at all. I’ve learnt hard lesson and probably not going to get a car at all now. To be frank it caused all sorts of bad repercussions in the family which are still going on.”

Description (4)

Resident of metropolitan suburb, aged 48, drives 5,000 miles a year, half work and half social, drinks 6 units a week – wine and whisky. Works as part time hairdresser. Driving for 13 years.

Circumstances of offence

Had fight with boyfriend and wanted to leave his house in the middle of the night. No money for a taxi so drove and stopped by police c 4 am. Tried to explain she had nearly been raped but police more interested in her being over the limit

Outcome

Licence suspended 12 months and fine £1,000

Reflections

No sense of wrong doing “sexual assault is a much more serious offence but no one wanted to know. The dice is loaded against women.” “I could have gone on a course and got the time reduced but I wasn’t in the mood – it wasn’t my fault.”

Description (5)

35 year old shop assistant in medium sized town, separated, works on shift basis which she claims *"plays havoc with my biological clock"*. Drives c 7,000 miles a year mainly to visit family elsewhere in Midlands. Amount of drink depends on pattern of shift working – mainly consumes alcohol when out on an evening out so some weekends working and can't go out but when she does probably drinks up to 12 units. Some preloading with friends *"whilst getting ready"*. Driving for 10 years.

Circumstances of offence

Had a heavy drinking evening the night before and stopped early next morning whilst driving to work for speeding She got angry with the police and arrested but then also breathalysed and found to be over the limit but only slightly.

Outcome

Points on licence, licence suspended 12 months and fine £1,000

Reflections

Had no idea would be over the limit by the next day and still not convinced she was. *"My mistake was to get stroppy with the police – otherwise nothing except three points on my licence would have resulted."* *"I had a good night's sleep and a meal when I got in so I can't see there would be a problem."*

Description (6)

34 year old resident of London suburb. Living with partner and working part time. Drinks at home and in pubs (real ale and folk music follower) but plans it around public transport – *"easy to do in London"*. Driving for 15 years.

Circumstances of offence

Visiting a folk festival in village and staying at a B&B nearby for the weekend. Driving back there on Saturday night stopped by the police and over the limit.

Outcome

Licence suspended and fine £2,000 (no road tax or insurance)

Reflections

Felt she had bad luck. *"We were only going a couple of miles along a deserted country road – they should concentrate on the real problems of speeding – that's what really causes problems – people have always had a drink or two in the countryside – you have to there's no public transport anyway."*

Description (7) Retired aged 55, single, ex caretaker. Drives 4,000 miles per annum visiting friends and sport (golf). Licence holder for 30 years. Some socialising at golf club and pub quiz evenings. Usually has c 2 pints of lager.

Circumstances of offence

Met friend in village pub and had intended to leave car there and get taxi home and collect car the next day. But couldn't get a taxi (all busy in town) so chanced it (had drunk 2 pints with whisky chasers).

Outcome

Lost licence, fine and had to sell car to pay fine.

Reflections

Accepted she was stupid to take the risk and upset at social impacts. *"It was in the local paper and some people at the club commented – not in a nice tone – in fact one woman said I should have my membership cancelled. A bit over the top and it didn't happen but I found out afterwards her mother had been injured by a drunk driver so I felt bad then."*

Description (8) 42 year old owner of rural business. . Annual mileage c 12,000 associated with the business. Licence for 20 years has two cars high performance cars. Has speeding points but no previous drink drive record. Mainly drinks wine but also daily gin and tonic before supper.

Circumstances of offence

Day out at flat races – tickets for enclosure and picnic with champagne. Driving home and stopped by police (part of a routine check of race goers) and found to be over the limit (110 mg).

Outcome

License suspended and fine

Reflections

“I was absolutely astonished by the breathalyser result – I’m convinced I only had a few glasses – certainly no more than three so someone must have been filling up the glasses without my noticing it. It was a real problem for the business and cost far more than the fine in paying someone else to drive.”

Description (9) University Lecturer 50, divorced. Drives around 20,000 miles a year – largely at weekends to visit daughter who lives with father. Drinking most evenings with social group in pubs including following sports matches. Amount varies but 3-4 pints on average and drives home to suburb afterwards.

Circumstances of offence

Drank more than usual (probably 6 pints) and crashed car into central reservation on way home. Damaged the wheel and police came and found her changing it round the corner from the reservation. Breathalysed and taken to police station for urine sample. Car abandoned but bought another car immediately and carried on driving until court case.

Outcome

Banned for a year and fined £150

Reflections

“It as a nuisance – I had to go on public transport to see my daughter for a year. It’s a pity they didn’t have the option of reductions if you went on a course at that time (2002). I suppose I had been chancing it for quite a while and fortunately this was the only accident. I also used to drive for years without bothering to take my driving test so I was generally in a defiant mood when I was younger.” “Now I have grandchildren I’m more careful but then I just thought I wouldn’t get caught.”

Description (10)

45 year old professional, resident in London suburb. Driving for 10 years – drives to work with free parking at place of work and also drives her boss (total around 24,000 a year). Lives with partner who doesn't drive (ex alcoholic).

Circumstances of offence

Had been to reception at place of work (free drinks) and in anticipation had left car at the station and travelled back home on the train late at night but then took a chance and drove from the station after having a cup of coffee. Stopped by police (driving very slowly) and found to be well over the limit.

Outcome

Lost licence for a year and fined £1,500

Reflections *"I was surprised how high the breathalyser reading was – it was a good two hours since I'd had a drink but couldn't remember exactly what I had drunk." "It was a wakeup call for me – I still drink quite a lot but always organise a taxi or a lift from the station because I need to drive for my job." "The higher rate of insurance was no fun either."*

Description (11)

Social worker, aged 42 from rural area, driving LA provided car – licence held for 20 years. Drinks alcohol most days (*3-5 glasses of wine – largish*) at home alone but sometimes out with friends (cinema, meals).

Circumstances of offence

Driving home along remote country lane and stopped for speeding and then breathalysed and over the limit (not sure by how much but substantial).

Outcome

Lost licence and had to do a desk bound job – in effect demoted.

Reflections

"They should put the units on the bottles – I really thought I was fine to drive – I was astonished when they told me I was over the limit." "One of the problems is that there's no public transport in the countryside but after dark you can see the headlights coming so you can make better judgements so they should make some allowances for rural areas compared to urban areas where there's more of a danger of knocking pedestrians over."

Description (12)

52 year old resident of NE drives 4000 miles a year mainly for shopping and bingo, drives a van because does occasional car boot and needs it to collect and carry goods. Licence holder for 22 years. Likes a drink in the evenings but mainly at home.

Circumstances of offence

Went to car boot event and friend gave her a big bottle of champagne for her birthday. It was a hot day and they mixed it with orange to make bucks fizzes. Stopped by the police as she was getting ready to drive off and found to be *“in charge of a vehicle with excess alcohol”*. She had not realised that they had drunk so much and anyway it was over the course of eight hours.

Outcome

12 months ban

Reflections

“I certainly learnt my lesson that day but it was rather bizarre because I could carry on driving while I was waiting for the court case to come up so by the time I was banned it seemed pointless.”

“Anyway I stopped doing the car boots and sold the van so there’s no chance of a repeat anyway and I can drink what I like.”

Description (13) Resident of metropolitan suburb, factory worker (car assembly) aged 32, driving for 10 years, married with two children. Drives to work (shifts to box and cox with husband who also works at same place). Drinks mainly at home but sometimes go out to club when mother babysits.

Circumstances of offence

Went to darts match at another club and husband said he would drive home. In the event he started drinking and carried on drinking a lot by which time she had also had five vodkas. Had to get back for children so chanced it and police stopped them on the way home. Breathalysed and had to go to the police station for a urine sample.

Outcome

Licence suspended for a year and £1,500 fine

Reflections

“Really regret it - the repercussions were massive – I couldn’t juggle the kids with work so I lost my job and then I blamed my husband and we started having problems which are still going on. We’re still catching up from the fine too.”

Description (14)

Professional aged 40 with dual homes in London and SW

Circumstances of offence

Driving down to SW late on a Friday night after lunch time work launch – drank too much but thought after coffee and packing would be OK. Hold up on the motorway so took turning off – got lost and ended up lost in countryside went in pub to ask way (had a half of bitter) and police waiting outside breathalysing motorists. *“Over the limit by quite a bit.”*

Outcome

A year’s driving ban and fine £1,000

Reflections

“Stupid to draw attention by going in the pub and having a drink – I even saw the police outside. I must have been sleep walking. Losing the licence was a real pain – it’s impossible to get to our cottage without driving. I’m more careful now although it’s difficult – the media world is a hard drinking culture.”

Description (15)

45 year old housewife, driving for 20 years, resident in rural area—and recently divorced. Used to drive c 8,000 miles mainly on school run and shopping. Hardly drinks at all – mainly at Xmas and birthdays.

Circumstances of offence

Had found out husband was going to leave her for a younger woman and she had a nervous breakdown. Decided to kill herself but bottled out and got drunk instead then apparently drove and crashed the car into a tree. Police came and breathalysed- found to be well over the limit.

Outcome

Banned for two years and advised to go to counselling.

Reflections

“I feel completely drained – I’ve sold the car – can’t afford to run it anyway - and moved to nearby town and now divorced. I’m gradually rebuilding my life and looking after the children. Men have it all their own way though.”

Description (16)

23 year old courier (bike and van), resident of London. Drives c 16,000 miles a year mainly in London as part of job. Has held licence for five years.

Circumstances of offence

Attending friend's wedding in Surrey and was asked to rush to florists to collect flowers for church. By then had *"quite a lot to drink whilst helping bride to get ready but didn't like to refuse such an emergency."* Borrowed a car and not used to automatic gears and large car so bashed into another vehicle whilst parking. Other motorists made a big fuss and police came and asked her to go to the local police station where she was tested and found to be over the limit.

Outcome

A year's driving ban

Reflections

Realises she was stupid to agree but thought she would be OK to drive. *"I still think I would have been OK if I'd had a normal car."* *"I wasn't much over the limit and considering I lost my job it was very harsh. I think the police would've let me off if the other motorist hadn't made such a fuss."*

Description (17)

48 year old farmer, has been driving since she was 14 (on the farm) and also holds an HGV licence. Drives c 12,000 miles a year combination of tractor, land rover and lorry.

Circumstances of offence

Driving home from dinner party and ran over deer. Damaged car and nearby property as well as injuring self. Ambulance called and police came to hospital where she was breathalysed and found to be *"slightly over the limit"*.

Outcome

A nine month ban and attendance at a driving course.

Reflections

"I've often driven after that amount of alcohol – I'm a good professional driver and the accident wasn't my fault. Just very bad luck and officious police."

"The impact was totally disproportionate to the offence – nine months without driving – I had to take on an extra hand – it must have cost over £10,000 in the end and quite pointless."

Description (18)

21 year old from country town post graduate student in large city. Passed test two years ago and been driving for one year at time of offense. Own car acquired 6 months before offense and probably driven for about 1,000 miles.

Circumstances of offence

Went to Festival and offered lift to three friends. Did not drive during the weekend and mainly “*did drugs*” a variety of different drugs unspecified. Finished off the night before with wine – “*probably 3 glasses but drinking out of plastic cups so hard to measure*”. Planned to drive home the next morning but rain in the night and tent waterlogged so decided to leave around 3 am. Driving back with windows open and loud music – stopped by police outside Oxford and breathalysed and tested at station

Outcome

Licence taken away for a year

Reflections

“Realised I was a bit blasé about drinking although to be frank the drugs have a worse effect on my driving so I’ve left the car at my parents’ while I’m living in a city – to be frank I’m not willing to give up the life style – you’re only young once.” “If I stay on here after I get my PHD I may sell the car and never drive again anyway.”

Description (19)

42 year old office receptionist, separated, resident of London. Driving for 23 years, previously two speeding offences – went on course for another. Drives c 7,000 miles a year – a quarter overseas.

Circumstances of offence

Went to funeral (grandmother) and got very upset – drank more than usual but thought would be OK as had also eaten and only sherry and one whisky. Driving home and crashed the car entering motorway – my fault in part – didn’t leave enough time to get on slip road but the other driver (van) going too fast for the nearside lane too. Relative in my car and driver herself suffered injuries (slight) but shock for elderly passenger who took a long time to recover.

Outcome

3 years disqualification and £3,000 fine

Reflections

“People shouldn’t serve alcohol at funerals – it’s bound to lead to people drinking against their normal judgement. Also I should’ve hired a better lawyer for the court case – the one I had didn’t really put my case very well.”

Description (20)

21 year old, apprentice to finance house, resident London. Has only held provisional licence which was lost following incident below which took place three years ago when she was 18.

Circumstances of offence

In car with three friends from University – car belonged to boyfriend and he was driving. They had all been drinking but he had a previous conviction for dangerous driving. He crashed the car which ended down a ditch and she was hurt (head and nose bleed) although the others were OK. Her boyfriend asked her to say she was driving as he had been drinking a lot and had a previous record. She agreed although worried because she had also been drinking but not so much. The police came quickly and she was breathalysed and taken to the hospital.

Outcome

Two years ban and fine £1,000

Reflections

“I was stupid and lucky not to be found out. You do daft things when you’re young and in love. As far as losing the licence went though I didn’t mind – I wasn’t keen on driving anyway and haven’t bothered since. Just glad no one was hurt.”

4.3 Conclusion

- 4.3.1 These case studies are by no means a scientific sample and clearly there is a tendency for the interviewees to justify their behaviour. Nevertheless there are a number of clear findings which tie up with the earlier survey reported in Chapter 3 above.
- 4.3.2 Firstly none of the convicted drivers had an awareness of the potential danger of their drunk driving to others. There were many regrets expressed but largely in terms of the effect on their own lives.
- 4.3.3 Secondly there is a tendency to see their offence as a one-off aberration and even that they were unreasonably treated given the uniqueness of the circumstance. When asked under what circumstances they would drink and drive many answered “*in an emergency only*” but then the examples given of emergencies showed that these included a wide range of circumstances well beyond matters of life or death.
- 4.3.4 Thirdly, there is an alarming lack of knowledge of how many units are contained in drinks and in particular wine. The majority of the offenders expressed surprise that they were over the limit especially after a time break.
- 4.3.5 Finally, it is significant that most of the offences were committed when driving alone or at least with other adults. All the interviewees were adamant that they would not drink and drive with children.

5 Overall Conclusion

5.1 Conclusions

- 5.1.1 This research has taken place over two years. Yet despite publicity for the research itself and several conference papers on its emerging findings, an update of the literature found little more focus on 'women and drink-driving' than in 2012. Indeed, it is still a relatively 'hidden' topic with little research, statistical data collection or road safety education and training aimed specifically at exploring, documenting or delivering it.
- 5.1.2 This in part explains the reasons given by women in our survey who admitted drink-driving to explain why they drove when over the limit. Their replies show that several important messages are not getting across sufficiently well. There needs to be greater emphasis on communicating how drinking alcohol seriously impairs driving ability, and that:
- driving 'carefully' is no solution to this;
 - getting caught is a real risk;
 - there is almost always an alternative to drink driving.
- 5.1.3 The interviews also showed that there is a lack of clarity among women about the amount of alcohol that would put a driver over the legal limit, and therefore their responses about drinking when over the limit should be treated with caution. Some of these drivers may not have been, but equally there may have been other respondents who might have driven, not realising that they were in fact above the limit.

5.2 Implications and Recommendations

- 5.2.1 The updated literature review has indicated that there has been a recent increase in drink drive fatalities, which further reinforces the view that a small but significant proportion of drivers, both men and women, may not understand the extent to which drinking impairs judgement when driving.

- 5.2.2 This research project has addressed an area of relatively sparse knowledge due to much existing research into drink driving being 'gender blind' especially in relation to that collected and published by the public sector. The implication is that the considerable amount of data collected and research undertaken should be routinely recorded and analysed by sex. Interestingly some of the data that does record sex and drink driving is held by the private sector and there could be more liaison to use this for general research and analysis. This research has indicated how useful such a database would be.
- 5.2.3 Associated with this gap is an alarming lack of knowledge of the link between alcohol and pedestrian casualties by sex. This equally applies to the impact of drugs on pedestrians.
- 5.2.4 Another finding is that the recommended maximum consumption limits for alcohol in the UK may reflect average male metabolism and be too high for women's bodies.
- 5.2.5 Finally, the emphasis on advertising and education about drink and alcohol needs to redress the seeming male bias and develop campaigns and projects specifically targeted at women drivers.

Appendix 1 Update to 2012 Literature Review

1.1.1 The key points of the 2012 literature review “Drinking among British women and its impact on their pedestrian and driving activities” were:

- Men and women in younger age groups and those of all ages on higher incomes are more likely to have drunk more than twice the recommended limits on at least one day in the previous week.
- The groups of men and women most likely to be at risk of harm from their drinking are older adults and those with higher incomes, although young people are often perceived as the greater problem.
- 63% of all alcohol is drunk in the home.
- Although men are still the majority, women’s convictions for drink driving are increasing as a proportion of all convictions (up by 16%) whilst male rates are falling (down by 24%).
- Women aged 40 and over appear to be more over the breath alcohol limit, proportionately, than other groups, both females and males.
- The peak hours for failing a breath test are 22.00-05.59 for both men and women. But the proportion of women caught in these hours is slightly higher than the proportion of men.
- Little is known about sex difference in the incidence of drug driving but there is some evidence that legally prescribed drugs are more likely to feature than recreational drugs for women tested positive.
- There is virtually no information about the differences by sex for drunk pedestrian casualties.

1.1.2 This appendix examines how recent reported research has shed new light on these key issues, either to reinforce an accepted view, or to give a new perspective. It will be seen, however, that little of the new research data distinguishes the findings by sex of driver, which was a recommendation we made in our earlier literature review. Each point from the original research (*in italics below*) will be taken in turn.

Sex, Age and Gender differences

- 1.1.3 *Men and women in younger age groups and those of all ages on higher incomes are more likely to have drunk more than twice the recommended limits on at least one day in the previous week.*
- 1.1.4 This is supported by recent research by Drink Aware²². It finds that younger people drink more as might be expected, but that older generations (25-44) have a similar level of binge drinking as younger age groups, with 28% bingeing once in the last seven days, and 14% more than once. The study finds that a significant portion of this age group, namely (27%), believe that they are not drinking above the recommended limit. Recent research quoted in The Economist²³ indicates that in fact binge drinking has fallen considerably among those under 25, while remaining fairly constant among older age groups since the 1990s. Research by Alcohol Concern²⁴ suggests that marketing and pricing has had a significant impact on binge-drinking among younger people. There is, however, a gap in research here, as there is little to indicate the reasons for higher rates of binge drinking among the older demographic. Research by Drink Aware²⁵ suggests one reason may be lack of understanding of recommended limits among those over 65. Research by CACI Acorn quoted in The Sunday Times²⁶ adds a demographic nuance to these statistics: this study finds that women living in wealthy areas are also a high risk group: in many of the areas investigated 66% of women drank over the daily limit, in comparison to the 28.9% which is the national average.

²² Ipsos MORI, 'Research into the drinking behaviour and attitudes among Drinkaware's target audiences', 1 May 2013, (<http://www.drinkaware.co.uk/about-us/knowledge-bank/drinkaware-research/kpi-research-reports>)

²³ The Economist, 'The British love affair with the bottle appears to be ending', 6 October 2012, (<http://www.economist.com/node/21564220>)

²⁴ Alcohol Concern and Balance North East, 'Drinking to get Drunk: Influences on young adult drinking behaviours', November 2012, (http://www.alcoholconcern.org.uk/assets/files/Publications/2012/Drinking_to_get_drunk.pdf)

²⁵ Lifestyle Statistics, Health and Social Care Information Centre, 'Statistics on Alcohol: England 2013', 30 May 2013, (http://www.drinkaware.co.uk/media/157324/statistics_on_alcohol_2013.pdf)

²⁶ Kathryn Cooper and Hannah Summers, The Sunday Times, 'Hic! Rich women hit booze the hardest', 2 June 2013, (http://www.thesundaytimes.co.uk/sto/news/uk_news/Society/article1268055.ece)

- 1.1.5 Research appears conflicting when it comes to drinking rates overall. Drink Aware research²⁷ claims that while alcohol consumption has fallen over the last decade, in the last several years this has levelled off. The Economist, on the other hand, reports²⁸ that from 2004-2012 drinking has dropped 12.5%. This may be a mere difference of emphasis. In either case, the figures are of note when contrasted with figures on drink driving convictions. The Economist reports that Drink Driving convictions dropped by a third between 2007 and 2010 despite a rise in breathalyser tests, and that drunkenness convictions have halved since 2000. Moreover, drink-drive convictions continued to fall between 2010 and 2012.²⁹ Against this, however, is the impact drink driving collisions are having. In 2013 the DfT reported the 2012 provisional figures for drink-driving deaths which showed a 17% increase compared with 2011.³⁰ The RAC reported that this showed the first rise in motoring deaths since 2003 and the Guardian also reported this rise. However, in August 2014 the DfT published its final estimates which indicated a levelling off in drink-drive deaths and not the rise previously reported. This mismatch between provisional and final figures has taken place since our literature review was finalised and demonstrates how unhelpful to research and policy making the disparity is.
- 1.1.6 The picture this appears is that whilst the trend in alcohol consumption has been downwards it doesn't seem to have impacted on the drinking habits of older generations. In spite of the recent fall in drink-driving convictions, the harm caused by those who still drink and drive is not continuing to fall.

²⁷ Ipsos MORI, 'Research into Drinking Attitudes and Behaviour: Executive Summary prepared for Drink Aware', May 2013, (http://www.drinkaware.co.uk/media/157292/drinkaware_attitudes_and_behaviours_executive_summary_2012.pdf)

²⁸ The Economist, 'The British love affair with the bottle appears to be ending', 6 October 2012, (<http://www.economist.com/node/21564220>)

²⁹ Ministry of Justice, 'Criminal Justice Statistics Quarterly', December 2012, 'Motoring Offences', Table 8.3., (<https://www.gov.uk/government/publications/criminal-justice-statistics-quarterly-update-to-december-2012>)

³⁰ <https://www.gov.uk/government/statistics/reported-road-casualties-in-great-britain-final-estimates-involving-illegal-alcohol-levels-2012>

- 1.1.7 *The groups of men and women most likely to be at risk of harm from their drinking are older adults and those with higher incomes, although young people are often perceived as the greater problem.*
- 1.1.8 That the young are perceived as the greater problem is in little doubt, with the majority of research since 2012 focussed on the drinking habits of young people. However, there is recent research to back up the above conclusion that older adults are more at risk of harm. An Alcohol Concern report³¹ highlights the significant problem in older drinkers (60+) of mental health problems secondary to alcohol consumption. A report in The Times³², meanwhile, indicates that heavy drinking among older drinkers costs the NHS ten times that of heavy drinking among younger drinkers, due to the on-going effects of lifelong heavy drinking. This is supported by research from Drink Aware³³ which states that alcohol related hospital admissions for those aged 44 and over rose by 4% from 2011 to 2012. The report does not, however, distinguish between types of admission (that is, whether they are casualty admissions for drunken accidents, or whether they are due to drink related health problems), or by sex of the hospital admissions. A recent report by a Canadian Journal, quoted in an article by Candis³⁴, focussed on the damaging effect of alcohol on younger drinkers by gender. This report found that over consumption of alcohol had a more damaging effect on young female drinkers than on young male drinkers. It did not, however, extend the study harm to older drinkers by gender.

³¹ Dr Tony Rao, 'Trends in alcohol related admissions for older people with mental health problems: 2002 to 2012', Briefing prepared for Alcohol Concern, (<http://www.alcoholconcern.org.uk/assets/files/Alcohol%20Concern%20Briefing%20-%20alcohol%20and%20older%20people.pdf>)

³² Chris Smyth, The Times, 'NHS is paying a high price for baby-boomers' drinking habits', 12 October 2012, (<http://www.thetimes.co.uk/tto/health/news/article3566119.ece>)

³³ Ipsos MORI, 'Research into Drinking Attitudes and Behaviour: Executive Summary prepared for Drink Aware', May 2013, (http://www.drinkaware.co.uk/media/157292/drinkaware_attitudes_and_behaviours_executive_summary_2012.pdf)

³⁴ Libby Ward, Candis, 'Binge drinking has 'bigger impact' on female family health', 18 July 2011, (<http://www.candis.co.uk/all-blogs/binge-drinking-has-bigger-impact-on-female-family-health-candis/>)

- 1.1.9 *Although men are still the majority, women's convictions for drink driving are increasing as a proportion of all convictions (up by 16%) whilst male rates are falling (down by 24%).*
- 1.1.10 As noted earlier, women's share of drink-drive convictions increased from 16% to 17% in 2010 and 2011, continuing the trend shown over recent decades.³⁵ This trend has also been found within the United States.³⁶ In a similar vein, research by the DfT³⁷ shows 4% of men asked to take a breathalyser test failed or refused in 2011, compared to 2% of women. Divided by age and gender these figures showed an increase in failures from 2010-2011 for both men and women aged 16-24. From 25-39 this parity is reversed, as the proportion of men failing a breath-alcohol screen increased from 2010-2011, while the proportion of women decreased. The change from year to year remained relatively even across the genders from 39 onwards, however female drinkers saw two spikes in the age ranges of 40-44 and of 70+.
- 1.1.11 *Women aged 40 and over appear to be more over the breath alcohol limit, proportionately, than other groups, both females and males.*
- 1.1.12 This finding is supported by the above DfT report which demonstrates a similar curve. However, one recent statistic seems at odds with this finding. Drink Aware has reported³⁸ that alcohol attributable accidents by drivers show a smooth decrease from young to old, levelling off at 55+, however, showing almost no disparity between the genders in the smoothness of this decrease.

³⁵ Ministry of Justice, Table 8.4 'Findings of guilt at all courts by type of offence, age and sex of offender, 2006-2012, Motoring Offences in Criminal Justice Statistics Quarterly, 2013

³⁶ Robertson, A., Liew, H., Gardner, S. (2011) 'An evaluation of the narrowing gender gap in DUI arrests'. Accident Analysis and Prevention, 43, 1414-1420.

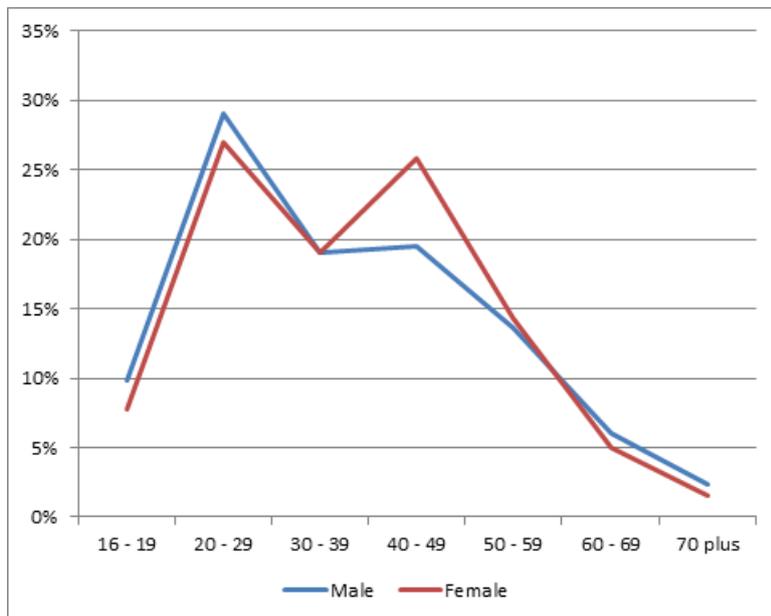
³⁷ Department for Transport, 'Reported Road Casualties in Great Britain: 2011 provisional estimates for accidents involving illegal alcohol levels', 16 August 2012, (<http://assets.dft.gov.uk/statistics/releases/road-accidents-and-safety-drink-drive-estimates-2011/road-accidents-and-safety-drink-drive-estimates-2011.pdf>)

³⁸ Lifestyle Statistics, Health and Social Care Information Centre, 'Statistics on Alcohol: England 2013', 30 May 2013, (http://www.drinkaware.co.uk/media/157324/statistics_on_alcohol_2013.pdf)

- 1.1.13 Further evidence concerning peak ages for drink-drive comes from data held by insurance companies stemming from when motorists look on-line through price comparison sites for insurance quotes for their cars. When applying for a quote drivers are obliged to declare motoring convictions as well as data about age, sex and place of residence. In the case of drink driving convictions the question is asked about the previous five years. Direct Line Insurance Group provided us with summary data extracted from car insurance quotes from their Churchill and Privilege brands for men and women in the UK during the months of March and April 2013. In total there were data from 31.6million quotes on which 151,452 occasions drivers had admitted drink driving convictions. The 25488 women's drink driver quotes comprised 0.2% and the 125,964 men's 0.7% of all drivers' quotes.
- 1.1.14 Obviously there are not 31.6 million individual drivers looking for insurance quotes over a typical two month period and the data from the price comparison website need to be treated with some caution. This is because a person may apply several times and amend one or two details each time to try to get the most competitive quote for their circumstances. It may well be that younger people are more ready to use an on-line facility than older people but if this is the case it is difficult to quantify.

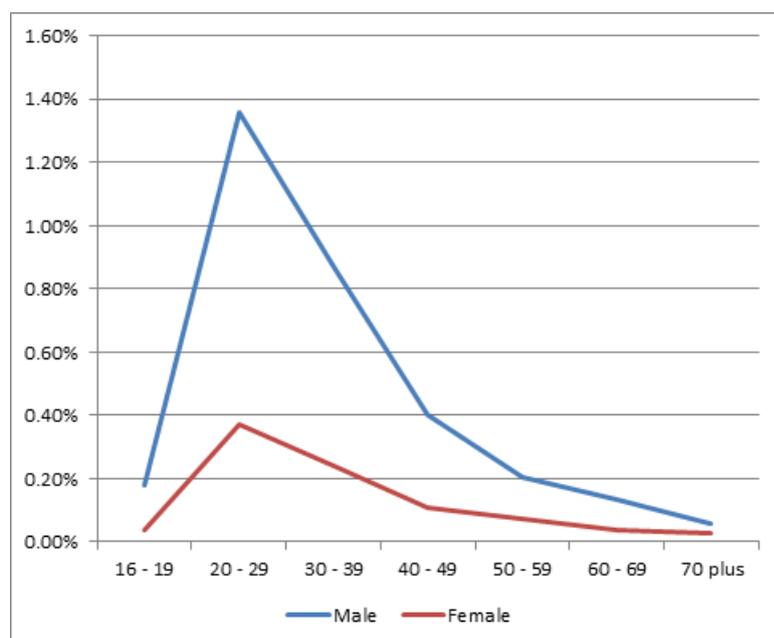
1.1.15 Figure 28 shows the age-group and sex distribution of those being quoted for car insurance on-line. Amongst the women most applications were made by women in their 20s at 27% which is a similar proportion to those in their 40s- at 26%. For men the 20-29 age group also made most applications at 29%, which is a much higher proportion than for those in their 30s at 19% and in their 40s at 20%.

Figure 28: Percentage of drivers by age group and sex requesting insurance quote



1.1.16 Figure 29 shows the distribution of those admitting a drink driving conviction over the last five years and clearly shows that men of all ages have a higher drink driving rate than women. The peak for both sexes is at ages 20-29 years with 1.4% of men and 0.4% of women being drink-drivers. For both this is twice the average for all ages taken together. For men the rate drops sharply after age 30 but is more gradual for women with both lines coming closer together after the age of 40 years.

Figure 29: Percentage of drivers in each age group by sex requesting insurance quote who admit to a drink driving conviction.



Where and when drinking takes place

1.1.17 *63% of all alcohol is drunk in the home.*

1.1.18 The Economist reports³⁹ that on-site drinking, meaning drinking in licensed premises, rather than in the home, has fallen by a third in the previous decade, indicating that this figure of 63% may well rise in the future.

1.1.19 *The peak hours for failing a breath test are 22.00-05.59 for both men and women. But the proportion of women caught in these hours is slightly higher than the proportion of men.*

1.1.20 *There has been little research since the initial literature review to suggest a significant change in this finding.*

³⁹ The Economist, 'The British love affair with the bottle appears to be ending', 6 October 2012, (<http://www.economist.com/node/21564220>)

Regional variations

- 1.1.21 In this study we were interested in regional variations in drink driving in order to compare with the Health Survey England data on regional drinking patterns and to assist in developing a sampling strategy for our interviews.
- 1.1.22 The percentage of drink drivers among all women drivers is small. Direct Line Group provided data by age sex and postcode areas (135 in UK) and we mapped these to the nine English regions plus all of Scotland and all of Wales. Then for each age group we ordered the postcode areas (with their corresponding regions) by descending order of the percentage of female drink drivers. The variations are interesting both in terms of location and percentage of drink drivers. The three postcode areas/regions for each age group with the highest percentage of women drink drivers are shown in Figure 30. Scotland, London and the East of England figure most often.

Figure 30: Variation in percentages of convicted women drink drivers by age group and region

Age group	Region with highest postcode area	Percentage women drink drivers	Region with highest postcode area	Percentage women drink drivers	Region with highest postcode area	Percentage women drink drivers
16-19	South West	0.58	London	0.44	Scotland	0.44
20-24	Scotland	1.65	South East	1.37	South West	1.26
25-29	London	8.4*	Scotland	2.96	Wales	0.94
30-39	Scotland	0.86	Yorks & Humber	0.81	East	0.65
40-49	Scotland	0.28	North West	0.27	East	0.25
50-59	Scotland	0.96	London	0.59	East	0.26
60-69	West Midlands	1.35	East Midlands	0.23	Yorks & Humber	0.23

* Possible error in data

- 1.1.23 However, drink drive convictions may be subject to levels of police activity where the bulk of convictions arise from proactive stops rather than reactive ones (following a collision) and this may well vary by region.

Drug Driving

- 1.1.24 *Little is known about sex difference in the incidence of drug driving but there is some evidence that legally prescribed drugs are more likely to feature than recreational drugs for women tested positive.*
- 1.1.25 There have been some recent developments regarding the lack of information on drug-driving, however as yet there are few new findings. In response to the Government's Consultation on the new law in this area it has been concluded that there is support for its proposal to take a zero tolerance approach to eight drugs most associated with illegal use and a road safety risk based approach to eight drugs most associated with medical use.⁴⁰

Pedestrians and drinking

- 1.1.26 *There is virtually no information about the differences by sex for drunken pedestrian casualties.*
- 1.1.27 There are two recent reports which may alter this finding, however, neither is straightforward. The first is a report into the effects of alcohol on traffic accidents in the Northeast between 2006 and 2008⁴¹. This report is obviously limited in scope; however it does demonstrate that 15% of all pedestrian casualties in the area are drunk: "The majority (78%) of these casualties tend to be male; however, both sexes are still a problem with female casualties showing no significant drop over the past 3 years." A follow up report for 2008-2012 found that:
- Between 2008 and 2012 female pedestrians who were impaired by alcohol accounted for 19% of the total number of pedestrian casualties impaired by alcohol.
 - Nine per cent of all female adult pedestrian casualties were impaired by alcohol, compared to 29% of male adult pedestrian casualties.
 - These figures fluctuated year on year from 2008-2012 for both men and women; there is no clear trend, however, and the small sample size makes it impossible to make any practical evaluation from this.

⁴⁰ Department for Transport, 'Drug driving: proposed regulations consultation', 9th July 2013 (<https://www.gov.uk/government/consultations/drug-driving-proposed-regulations>) and <https://www.gov.uk/government/consultations/drug-driving-proposed-regulations>

⁴¹ Daniel Barker, 'Regional Overview of Pedestrian Casualties Impaired By Alcohol 2006-2008', July 2009, (<http://www.gateshead.gov.uk/ne-roadsafety/Library/Archive/Archive-Other-Specific-Issues/13-Intoxicated-Pedestrians.pdf>)

1.1.28 The second paper reporting in this area is a Canadian study⁴² which has limited relevance to this report. However, it does give the most comprehensive recent breakdown of pedestrian alcohol accidents by gender. Looking at alcohol in fatally injured pedestrians the study found that males accounted for 61.7% of pedestrians who are killed, but account for 77.6% of all fatally injured pedestrians who had been drinking, and 80% of all fatally injured pedestrians who had BACs of over 80 mg%. The breakdown of this shows that of fatally injured pedestrians in Canada, a marginally higher proportion of men had BAC levels above 80 mcg compared with women (93% v 91%), although twice as many of them had been drinking (57% v 28%). This shows that in Canada women comprised a minority of fatally injured pedestrians and an even lower proportion of those who had drunk alcohol.

⁴² Traffic Injury Research Foundation of Canada, 'Alcohol-Crash Problem in Canada: 2010', March 2013, (http://tirf.ca/publications/PDF_publications/2010_Alcohol_Crash_Problem_Report_4_FINAL.pdf)

Appendix 2 Survey questionnaire

Introduction

Surveyor.....

We are carrying out some research into how women balance their social life which may involve drinking and driving. Should you have a driving licence and drink alcohol please can you spend 5 minutes to help towards this research.

Q1. How often do you tend to drink alcohol? (Tick 1 only)	
Occasionally	1
Once or twice a week	2
Most days	3
Every day	4

Q2. What do you usually drink? (Tick all that apply)	
beer	1
cider	2
Alco pops	3
wine	4
cocktails	5
spirits with mixer	6
Other (please specify)	7

Q3. Where do you usually drink? (Tick all that apply)	
home - own	1
someone else's home	2
before going out at a bar	3
pub or club	4
restaurant	5
Other (please specify)	6

Q4. How many drinks do you usually have at.....?	
home - own	1
someone else's home	2
before going out at a bar	3
pub or club	4
restaurant	5

Q5 Who do you usually drink with? (Tick all that apply)	
alone	1
with family members	2
friends	3
Other (please specify)	4

Q6. Do you ever have an alcoholic drink before you drive? (Tick 1 only)	
Never	1
Rarely	2
Sometimes	3
Fairly often	4
Usually	5

Q7. How many of each of the following drinks do you think YOU could drink and then drive legally and does this differ for women in general?		
	You	Average women if different
a. Bottles of alcopops		
b. Normal strength pints of beer		
c. Handmade cocktails		
d. Single unit of spirit with mixers		
e. Medium glasses of wine (175 ml)		

Q8. Do you think you may have driven over the limit in the past year? (Tick 1 only)	
Once or twice	1
a few more times than once or twice	2
once a month or more	3
once a week	4
more often	5
No - If no go to Q12	6

Q9. What was your reasoning in general? (Tick all that apply)	
Feel OK to drive	1
think there is little risk of being caught	2
did not feel there was an alternative	3
everyone else does it	4
don't think about it	5
drive very carefully	6
had to drive earlier than I planned set off	7
No choice - had to drive (unexpected) Please explain	8
Other (please specify)	9

Q10. How serious would a driving ban be to you?	Very serious	Serious	Not so serious
a. Work	1	2	3
b. Family	1	2	3
c. Socially	1	2	3

Q11a. Would it bother you to be driven by someone else who you suspected was over the legal limit? (Tick 1 only)	
Not really bothered	1
a bit concerned	2
quite concerned	3
very concerned	4

Q11b. Would it make a difference if it was a man or woman driving you in these circumstances? (Tick 1 only)	
Yes	1
No	2

Q12. Fewer women than men are convicted of drink driving but their share of convictions is rising especially among women over 30. Do you have any ideas on why this might be happening?

Q13. Do you have any suggestions about getting the message across to other [women] drivers? What message would it be?

Q14 Age group	
16-24	1
25-29	2
30-39	3
40-49	4
50-59	5
60+	6

Q15 Sex			
Male		1	Female
			2

Q16. Which of the following categories best describes your employment status?	
Employed, working 1-39 hours per week	1
Employed, working 40 or more hours per week	2
Not employed, looking for work	3
Not employed, NOT looking for work	4
Retired	5
Student	6

Q17. How many years have you been driving?	
Less than 2 yrs	1
2-5 years	2
6-10 years	3
11-15 years	4
16-20 years	5
20+ years	6

Q18. Area of residence	
South east	1
South west	2
Midlands	3
East Anglia	4
North east	5
North west	6
Greater London	7

Appendix 3a Demographics – main survey (n = 430)

Figure 31 Age group women only

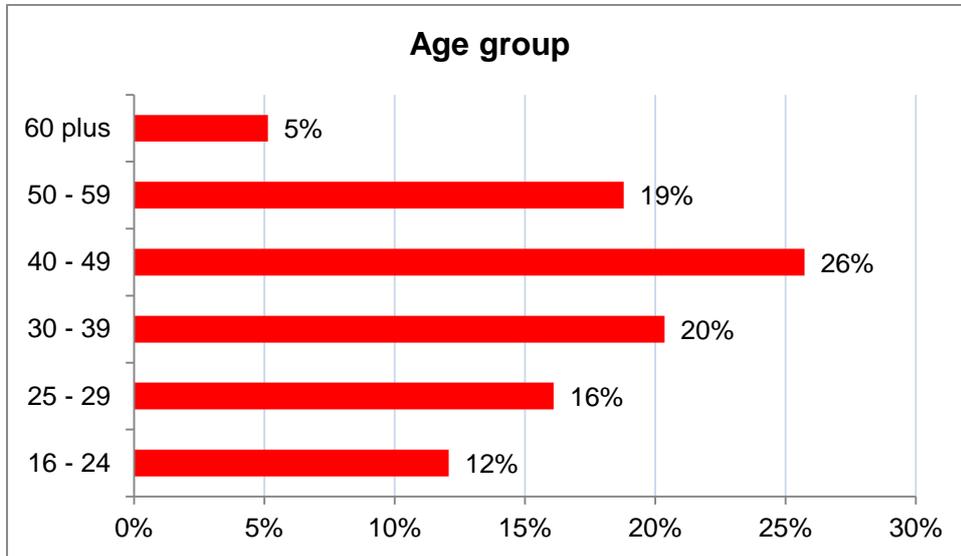


Figure 32 : 430 women 45 men n= 475

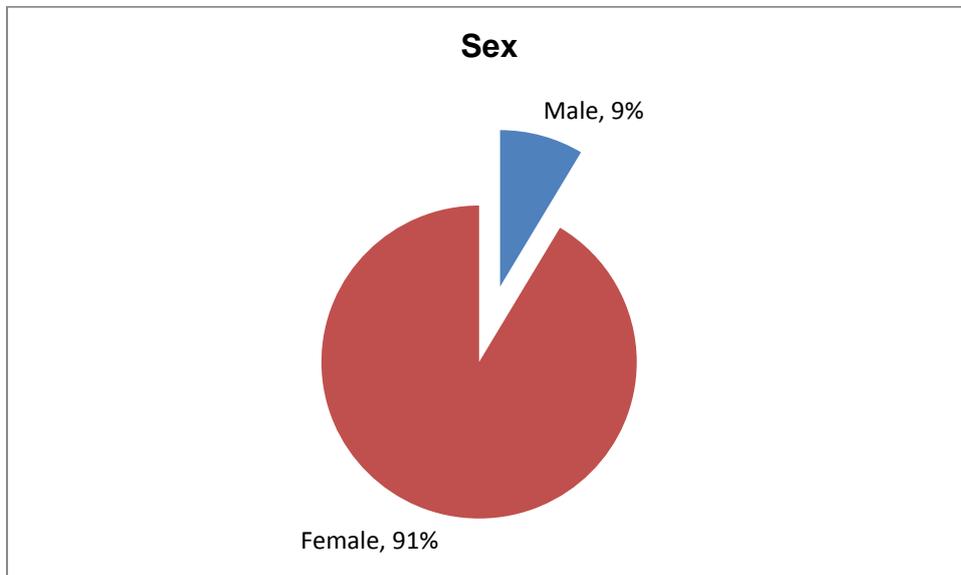


Figure 33 Employment status

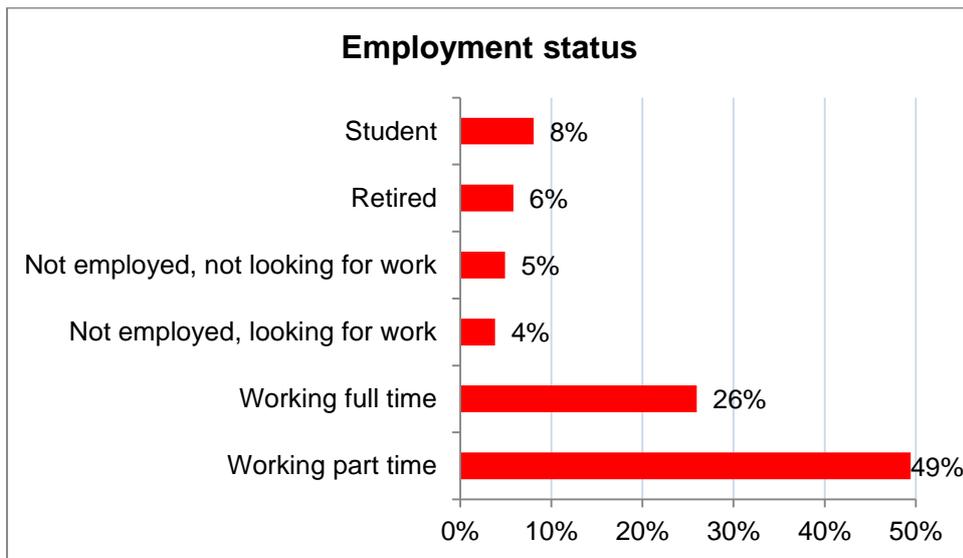


Figure 34 Years' driving

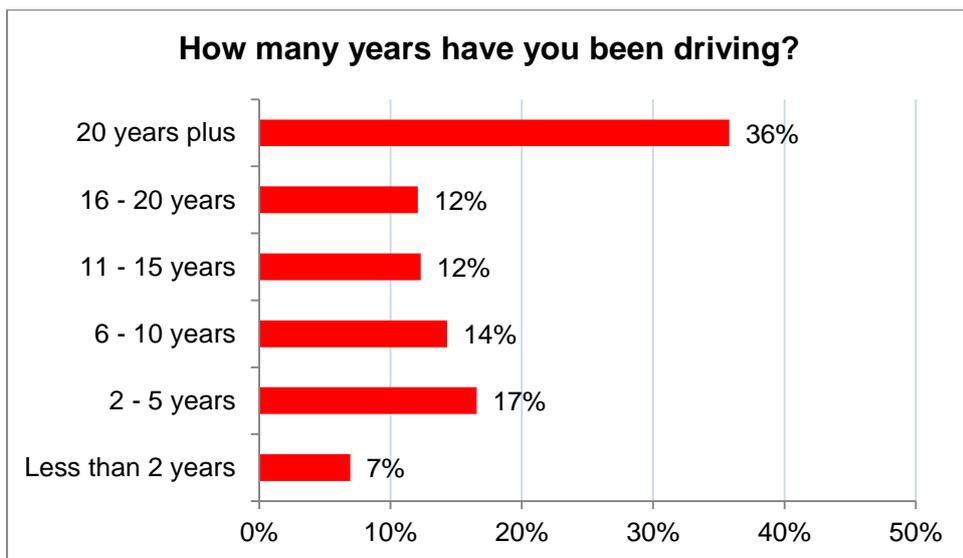
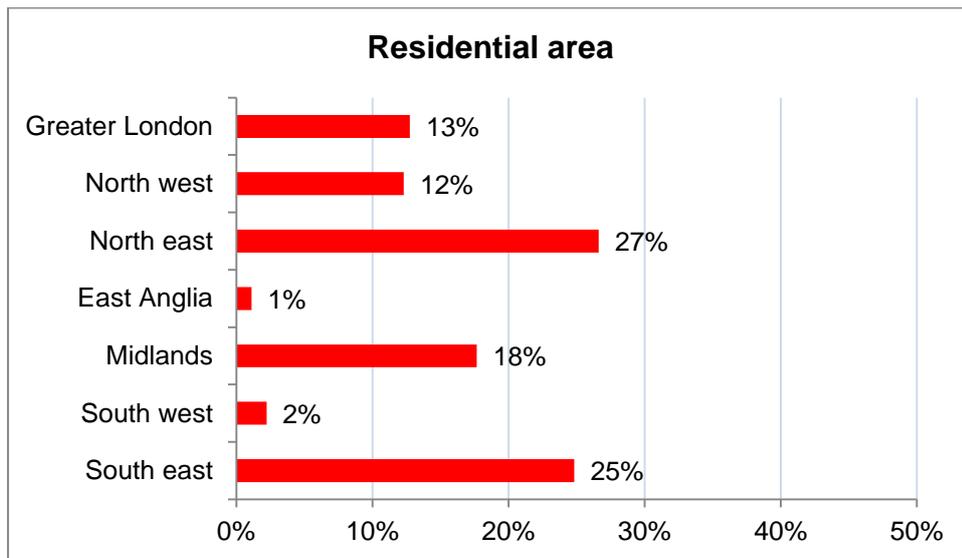


Figure 35 Residential region



Appendix 3b Demographics – in depth interviews (n – 20)

Figure 36 Age group

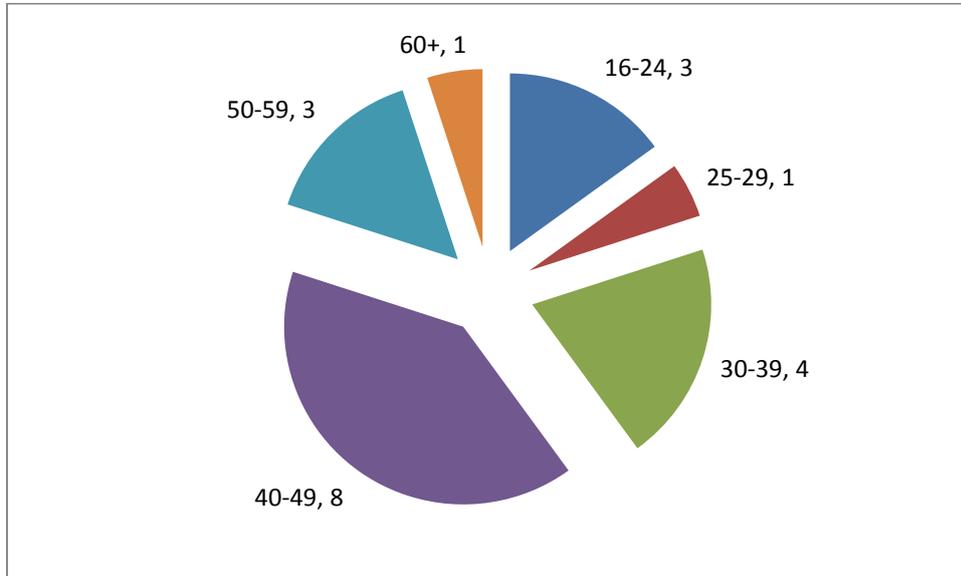


Figure 37 Employment status

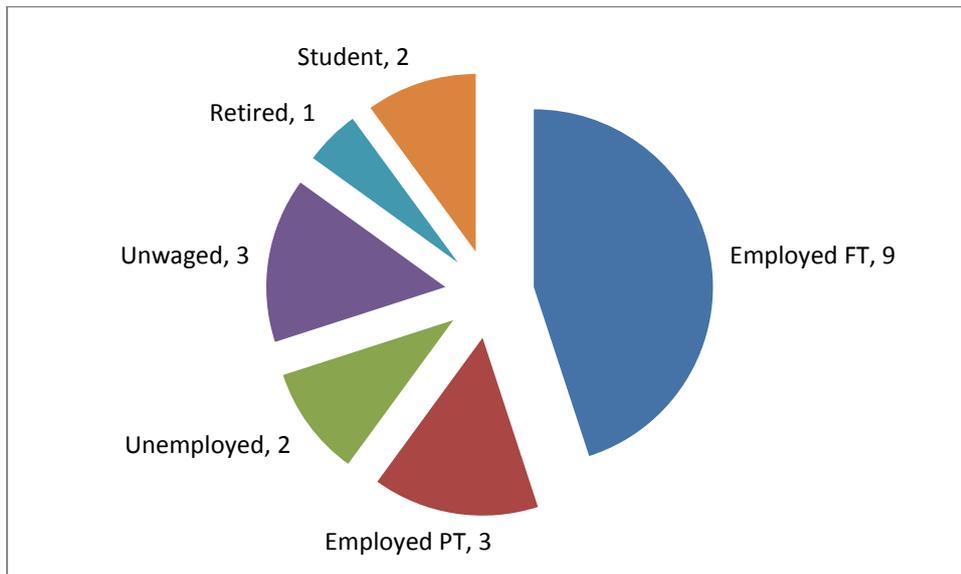


Figure 38 Number of years' driving

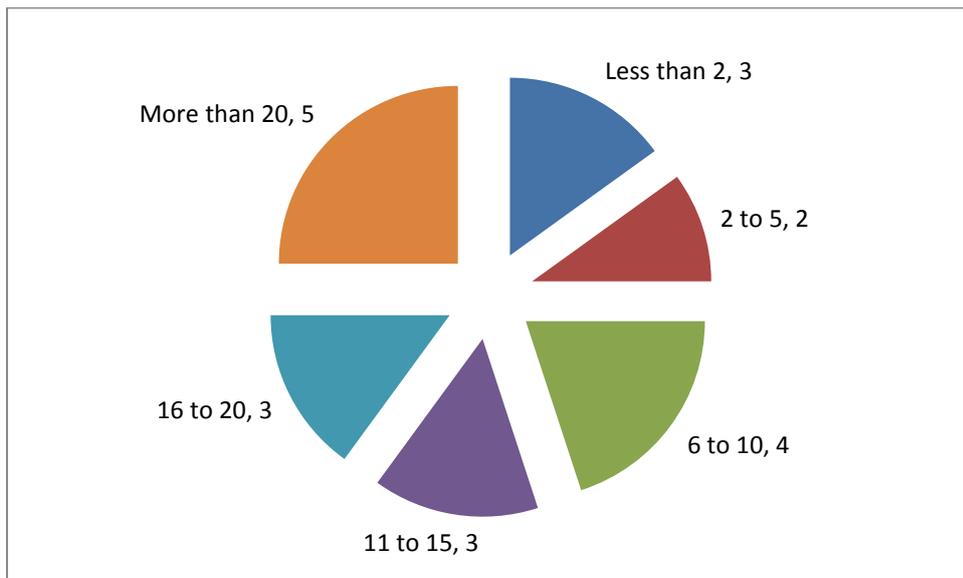
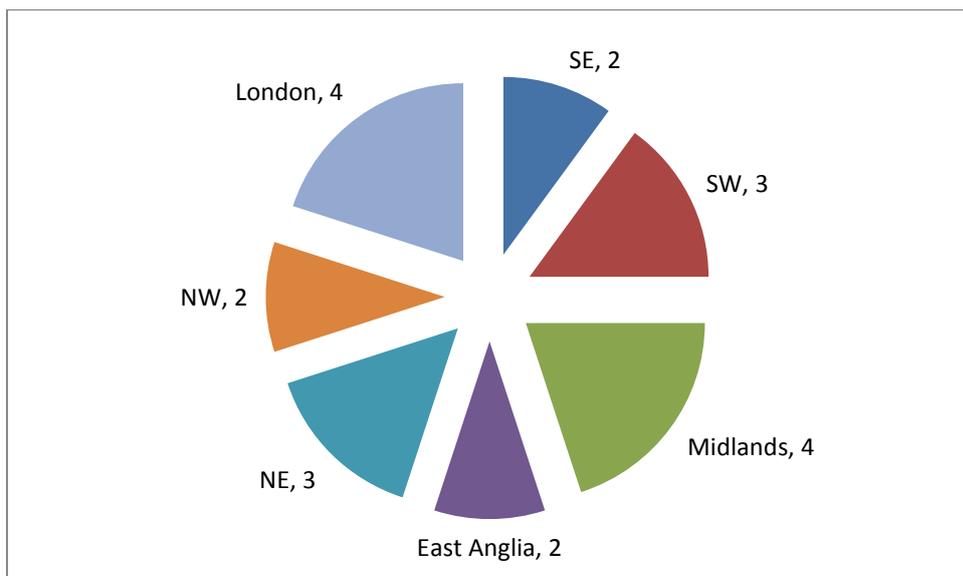


Figure 39 Region



Appendix 4 Full list of comments in response to Qs 12 & 13

Q12. Fewer women than men are convicted of drink driving but their share of convictions is rising especially among women over 30. Do you have any ideas on why this might be happening?

"ladette" culture, it seems more acceptable for women to go out more now. Binge drinking seems to be a trend

"Ladette" culture, more socially acceptable that women drink the same as men

"Rave" generation used to operating in altered states

A lot of unemployed people unhappy so they drink more. A lot more women on their own so drink they more

A proportion of women socialise for ladies lunches and evening events without partners and feel it is ok to have 2 or 3 drinks then drive.

Alcohol is easier to buy

Alcohol is the main stay of most social events so people end up drinking

Alcohol limits for driving lowered. Recession, drinking to relieve stress.

Amount of women drinkers increasing

Availability of alcohol in more places

Bad knowledge of units and limits

Because habits change as people get older and u then find it hard to change them and become complacent

Because of society nowadays

Because of the cost and availability of public transport

Because they are more over the limit than the men and because women are drinking more in general without realising how much they are actually drinking, the wine I buy is 14% volume! I've realised this and am doing something about it

Binge drinkers now older with money and cars

Binge drinking

Binge drinking culture getting older

Binge drinking culture growing up

Busy lifestyles, trying to fit everything in

Can't afford taxis?

Change in lifestyle of women of that age, they are now more social

Change in the lifestyle of women of that age. Most women now drive themselves and socialise more

Changing drinking habits of women. More common to drink socially now

Changing lifestyles of women, busy lifestyles. Women drink more regularly but also need to drive themselves round

Changing society

Cheaper alcohol at supermarkets

Cheaper alcohol in the supermarkets. Perhaps don't realise it is still in your system the morning after

Cheaper alcohol, longer opening hours. Influence of friends. Don't realise how much they may have drunk

Cheaper than taxi's. Probably plan to drink less than you actually do

Complacency, believe they won't get stopped

Convenience, public transport is expensive

Cos life is shite and booze is good

Costs of public transport and taxis

Cultural change, attitudes towards drinking have changed

Cultural changes, attitude toward alcohol has changed. Not much awareness of units

Cultural changes/attitudes of women are changing

Culture is changing. Availability of alcohol. No one really knows their limit

Difficult for some to resist temptation

Divorce rate going up, single people choosing to drive.

Doesn't shock me that more men are caught drink driving but not sure why the rise in women over 30

Don't feel confident walking home alone. Lots of social events include alcohol now

Don't know how much they should be drinking

Don't think people are aware how little alcohol they need to consume to be over the limit

Don't think they are drink driving, something that they consider younger people are doing. Don't think they understand the consequences of their actions. People in older age groups still stuck in the days before drink driving was so badly thought of, they consider it to be acceptable

Don't think they are over the limit

Drink culture

Drink more regularly and in situation where they have a car e.g. after work

Drinking after work. Busy work/life balance

Drinking culture among women is on the increase. Women are becoming more independent. Public transport issues

Drinking is a big part of life in the U.K. Women are more independent and have busy lives, maybe do too much, and have a drink after work, have a car, have a family, struggle combining everything. Think they are ok to drive

Drinking more, driving the morning after

Drinking seems to be more social nowadays. Social problems maybe?

Drinking socially, and TV shows that show women drinking regularly

Drinks industry is targeting women more as more are working and can afford to drink now. More female friendly drinks available now

Driving due to family commitments

Economic reasons, safer

Economic reasons, women are drinking more

Everyone likes to go for a drink and taxis are expensive

Everyone my age drinks socially

Expense of taxis

Fear of travelling on public transport at night so they take the risk

Fears over using taxis/public transport at night

Fewer buses at night. Expense of taxis. Fear of public transport and minicabs

Financial constraints

Gender equality, men's and women's drinking habits are becoming increasingly similar

Gender equality, personal empowerment, because they can

Generation to whom alcohol is more acceptable. More women drivers

Geographical differences? Urban versus rural. Access to safe public transport. Increased vigilance by police therefore more convictions.

Girlie nights in & out are a big trend now, more so than 80's & early 90's. All too often now, I will hear comments like, 'in the paper it say's 2 glasses of wine per day is acceptable or healthy' - I do not think woman are given a true and precise message of what is acceptable or healthy. I also know many women who will say they are going to consume 1 or 2 bottles of wine etc., just because of the pressures of work and then coming home to start again with looking after a family. This alongside financial worries is a recipe for many women to look for a means to forget it all for a night

Going out and drinking is not just a male pastime anymore

Habit of opening a bottle of wine while doing the evening meal, finishing the bottle and being over the limit next morning (2)

Has been a cultural change in women's attitudes towards drinking which has increased the amount of alcohol being consumed. Increased convictions of women who are found over the legal limit the morning after drinking. General lack of knowledge of how long alcohol takes to be metabolised out of the system

Higher percentage of people single and living on their own, shocked by the statistic, seem inexplicable. There are more drink driving campaigns than ever, think it would have an affect

I think they don't know how many units they can safely drink then drive

I think this is down to the ladette generation aging and continuing their drinking habits whilst getting licences and thinking they can still get away with driving whilst still engaging in their drinking habits

If women r like me as only drink once a month even one drink affects my body so I think even one drink nobody should drive

Increased stress due to economic climate. Work long hours

Is surprised as most women I know don't drink and drive

It's a new trend. A bravado thing to keep up with men

It's cheaper to drink at home than in a pub/restaurant, and home measures are more likely to be bigger

It's not just men who drink socially anymore

It's not seen as "unseemly" for women to be drunk in public nowadays

Juggling work and home life =, too busy. Unaware of the limits

Just more drinking in general. Young women don't want to catch the bus or walk home

Keeping up with male drinking partners. Change in the social drinking habits of women

Lack of knowledge about units and the amount you can drink before driving

Lack of knowledge on what the limits are. Stress in today society, running a home, working, children. Rise in middle age drinkers who don't really know the health implications

Larger glasses of wine, bigger measures of spirits. These have gone up over the years

Less of a stigma on women drinking, "ladette" culture. Police targeting more women, women have easier access to alcohol

Less stigma attached to women drinking nowadays. More acceptable to drink excessively means more opportunity's to drink and drive

Less understanding of the legal limits, especially on wine. Understanding of your own tolerance level. Increased drinking among women generally

Lifestyle changes for women over 30

Lifestyle, women are busy and have to juggle work and life

Male and female drink driving habits are becoming similar

Many people don't realise what a unit is and how many they can have. Stress can be a reason to drink more

Massive drinking culture in this country, women drink more like men

May be fewer female drivers which explains why more men get caught and male drivers are getting the message about drinking and driving which explains why more women are getting caught.

May be unaware of the limits. Now socially acceptable to drink more but no awareness of how many units have been consumed

May have a problem with alcohol

May not realise alcohol content of drinks. More women meet for glass of wine than a coffee or tea. More people buy wine these days. Always in the fridge, on tap. When people diet they may have a drink rather than food to lift mood

Maybe a bit more considerate

Maybe a rise for everyone but more women in their 30's drink more compared to 15 years ago, they go out more on their own and with friends

Maybe husbands make their wives drive as they usually drink less than them and think women are less likely to be stopped. More women are going on nights out now with other women and go for a social drink after work so they aren't left out of promotions etc. Also usually are offered/given a large glass of wine in pubs rather than a small one. Peer pressure to be equal to men and go out more with male colleagues. Drink with friends who live far away and tempting to just drive home. Serving sizes have gone up over the years so harder to know how many put you over the limit

Maybe more women are single, might drive for safety reasons

Maybe the legal system is not geared up to meet the needs of women, i.e., mainly men are judges

Maybe the work/life balance is difficult to find

Maybe think they are ok. Won't get stopped because they are older. Not stopped as often

Men and women's behaviour is more alike than ever

Men and women's social habits are now more similar

Men not helping with family. Women working

Men, driving style and speed

Men's and women's drinking and social behaviour now more similar

Mid-life crisis

Middle class wine drinkers. Cheap alcohol

More women are driving. Women are drinking more often

More women drive

More acceptable for women to drink more and to get drunk so more women are driving over the limit

More acceptable to drink A BIT then drive

More acceptable to drink socially

More alcohol drunk at home

More alcohol related social events

More aware of limits

More common now for women to go out to pubs and meet groups of other women for drinks, easier to drive

More disposable income. Driving the morning after a night out. More socially acceptable

More drinking at home means measures are uncontrolled.

More drinking in pubs/clubs needing transport not enough information

More drinks appealing to women

More equal police checks. After work drinks, more women are working

More men convicted believe they are the designated driver. Women increasing convicted due to the rise in women driving.

More men drive

More opportunities to drink socially, women over 30 less confident about public transport but more likely to own a car

More over 30's are single and so they go out drinking more with friends and don't have anyone to pick them up

More police and better ways to catch people, drinking habits haven't changed

More pressure at work and to run a family

More pressure on women to be equal to men in all aspects of life

More pressure, relationships, financially

More single women over 30 (2)

More single women so driving themselves to and from places where they drink and no-one to take a turn being sober. Money is short so taxis are expensive and public transport isn't safe

More socially acceptable for women to drink to excess and follow the example set by men that it is ok to drink and drive. They used to be more concerned

More socially acceptable for women to go out and to drink

More socially acceptable for women to socialise in pubs and clubs and not drink if they are driving, less so for men

More socially accepted. Not as much stigma. Do it as a one off and get away with it so think they can do it again

More stressful jobs for women so have a drink to relax

More women have better jobs at an earlier age and can afford cars. More women want to feel independent and equal opportunities might mean they think it ok for them to drink and drive too

More women are taking driving lessons later. Single women can afford to have a car, haven't been caught before

More women are becoming career women and away from the home environment tend to socialise with colleagues. More women do the working (drinking) lunch. Men and women now drink the same amount even though women can't metabolise it at the same rate. Many more women have cars now, used to be the case that mainly the men drove

More women are drinking

More women are drinking than before

More women are drinking. More women are driving

More women are drinking. Stress of managing work and family

More women are driving (7)

More women are driving and they drink a lot more than they used to (2)

More women are driving. Police are changing and testing more women rather than letting them off. Women are having children later and therefore drink more heavily in their 30's. Consumption of alcohol generally rising

More women are driving. Taxi's too expensive. Think they feel fine to drive.

More women are now being stopped by the police for routine checks

More women are single. Women are drinking more

More women are socialising after work. Women have more confidence

More women are working full time, pressures of work, have a drink to relax. Peer pressure

More women being stopped by police due to more women police officers. Becoming more acceptable for women to get drunk. Maybe a coincidence

More women being stopped by the police. More active social lives

More women drink socially. If with a partner who has drunk heavily they may think its ok if they have only had "a couple"

More women drink these days in general so it's bound to increase the amount caught drink driving

More women drinking and more women car owners

More women drinking as a result of stressful lives. Maybe some don't realise what a unit is and how much they are allowed to drink before driving. Perhaps they concentrate too much on units and not on how it impairs judgement.

More women drinking like men. More disposable income, more women working.

More women drinking socially

More women drive and more women are single. Busy lives, drinking after work

More women drive and they drink more in general. Alcohol is a way of life for most

More women drive, no difference between their behaviours with drinking

More women go out, perhaps being targeted more by the police

More women going out drinking than there used to be

More women in high powered jobs, business lunches/dinners etc. Ladies events are more popular

More women in the work place now, especially in high stress jobs. This may be a cause for them to drink after work before heading home in their car

More women in their 30's and 40's are going put more than they used to

More women likely to drive themselves rather than be driven. More women are going out drinking

More women now work in professional roles that include business meetings and going out after work. Divorce rate is higher so more women drive because on their own

More women over 30 getting drunk. Result of the age, earlier generations didn't drink as much

More women socialising with work colleagues after work. Women drink more, "ladette" culture

More women with jobs and cars

More women working and socialising after work so more women driving under the influence

Mums tend to drive children. Drink less when children are younger but when they are grown up start drinking more and enjoying themselves more

No drink driving message directed at women. Women feel that social drinking is not an issue

No men to drive them because they are all drunk

Not always clear how many units we are allowed e.g. a small glass of wine is often 175ml, I would imagine I am ok to drive with this but I am unsure of how many units etc. are in it

Not because they don't care, more women are driving so naturally stats will increase

Not really aware

Not so much difference in men and women's drinking habits nowadays

Not sure if binge drinking problem is to blame here?

Not sure, but binge drinking is more common, may not be sure of the strength of alcohol, wine is strong these days

Not wanting to admit have had too much to drive

Not wanting to use public transport, feel safer driving self.

Now difference between genders and how they drink now

Now it is acceptable to drink more. Women go out and socialise more. Stress over running a home and having a job. Think they can handle more if they drink regularly

Now more socially acceptable. Easier access to alcohol. Women don't know their limits. Easier to forget the limits when you're drunk

Often done due to the fact it's better than a male partner driving drunk

Often women don't eat before going out, mean they may get drunker quicker

Overconfidence, more drinking at home

Peer pressure from being out with friends who do drink

Peer pressure to drive

People are drinking more

People become more relaxed as they get older

People don't know the limits and think they are ok, they also think drink driving isn't serious. Also many people get caught the day after a night out

People don't realise they are over the limit

People drinking at home

People may think it's "cool". There is a need to get home but taxis are expensive and trains and buses don't run all night

People presume that if they feel ok they are ok to drive. Ignorance on how many units are in alcohol

People tend to drink more at home and do not realise how much they are consuming. Over 30's more likely to have a car and drink earlier in the day

People's attitudes to drinking are more relaxed. Women are more independent

Peoples drinking habits are changing. More women own cars and live independently

Perhaps because women no longer get discounted car insurance and so they are more carefree. The rise of alcohol as a social requirement. Pressure from others

Perhaps numbers of men are falling and women rising in population as a whole

Perhaps they are in denial about extent and regularity of drinking. Drinking slightly too much to be ok and not knowing it

Police are getting better at catching people, people have always drank, they just weren't caught before

Policing may have improved. Police tend to look out for male drivers but women go out drinking more often

Possibly because of the pressure of trying to juggle family and work etc. people are more likely to turn to drink. Also may not realise they are over the limit

Possibly don't know how much alcohol is in the drink, E.g. can only have 125ml glass of wine but most women would think 175/250ml glass is ok

Possibly women are unaware of how many measure in each drink

Prefer not to walk. Taxis are expensive when alone. The "binge drinking" generation is now in their 30's and take drinking less seriously than previous generations

Pressure of life. Harder and harder economic and social conditions pressing down on women, burden on women

Pressures of work, looking after a family. Women are now often seen as the family's main driver

Pressures of working, raising children and running a home

Push their luck, think they can handle it

Rise in mental health issues goes hand in hand with drink driving. Modern pressures, more single mums, more divorces, more likelihood of women drinking

Rise in numbers of women drinking. Drink types now target women and are higher strength. More women have their own transport and drive themselves around

Roles of women in society are changing. Book groups, girls nights out, more alcohol generally around

Scared of walking home because don't feel safe

Size of drinks and strength? E.g. wine, can't get small glasses very often used to be 125 ml, now 175 which is a quarter of a bottle and 2-4 units. Rarely drinks and drives at all, unless on call and eating a meal out then may have a little

Sizes of glasses of wine in pubs. Increased pressures of work and family. Peer pressure. Stress

Social and personal circumstances

Social changes, more acceptable to drink. Alcohol is more readily available

Social drinking after work. Drinking at restaurants

Social/ professional drinking is on the up, women go out ore due to work and get caught out

Society has changed, woman probably drinking more than they used to

Stress

Stress at works, use it as a way to relax

Stress of juggling home and work life

Stress of work/family

Stress related from work

Stress related, family commitments

Stress, jobs, socialising. More acceptable

Stress. Not knowing limits

Stresses of life, money

Stresses of life. More women are having children later in life and are more affluent these days. Maybe women drink due to post natal depression?

Stressful lives, need to wind down, relax and have fun

Stronger alcohol

Surprised to know it

Taxis can be expensive. Women go out a lot more

The average size of a glass of wine/spirits has gone up, people don't realise they are drinking over the limit

There are now more women drivers. More women going out on their own. More socially acceptable for women to drink. Woman holding more senior working positions and drinking is a part of the stress relief. Women also have more independence and access to their own money

There is confusion about how many units are in different drinks so they think they are safe because they have only had 1 drink but that puts them over the limit

They don't realise the risks, don't realise that they could kill people. Don't know what the limits are

They would choose to but they want to socialise and be able to get home easily

Think eventually the number will even out due to more equal lifestyles

Think more journeys are being made by women overall

Think the reason fewer women are convicted is fewer women are pulled over and more males are. Increased convictions due to increased drinking culture in women

Think they are more sober than they are. Women often drink as much as men but it has a different effect on them

Think they are ok to drive after 2 to 3 drinks and regularly do. Women who drink at home to help them relax

Think they can drink more and still be under the limit

Think they can handle alcohol more

Think they haven't had too much. Think they will get away with it

Think women have better judgment in general about the lines between safety and danger. Often men love danger more than a woman would. Maybe because women raise children and have a natural instinct

Thinking its ok to drive the morning after drinking

Too easy to do, don't feel as though you will get caught

Traditionally men drink more than women

Unaware of how many units they are allowed.

Unaware of the limits. Drinking after work

Unsure of what the limit is and if they are over it

Wine getting stronger? Women also developing more "male" attributes to things like alcohol

Women afraid to take taxis or buses home on their own at night, and walking to and from and from bus stops alone

Women are becoming more independent are have more stressful and busy lives, which may possibly lead to more drinking. Doesn't believe driving patterns have changed

Women are becoming more independent, are single for longer and are more able to look after themselves

Women are drink more generally

Women are drinking differently, more beer and cider makes it harder to judge intake.

Women are drinking more (5)

Women are drinking more in general and more often, their tolerance levels are higher and so they think they are ok to drive

Women are drinking more outside the home and working more, inevitable really

Women are drinking more, becoming a trend in the U.K.

Women are drinking more. Stressful lives. Unaware of the limits.

Women are drinking too much, binge drinking culture

Women are going out more; women are drinking more socially than they ever have done before

Women are having children later on so the partying lifestyle is still continuing into early thirties. This would be the case for me and many other friends

Women are increasingly drinking more than they used to, it has become more acceptable for women to go out drinking. There are also an increased number of drinks available that may appeal to women

Women are more independent and are drinking more, it's more socially acceptable

Women are more independent and live more liberally. Women drive more. Women drink more.

Women are more independent. After work drinking.

Women are more independent.(3)

More women drive. Women drink more.

Women are more liberated

Women are more liberal and feel freer to express themselves. More women are driving

Women are more sensible?

Women are settling down later in life and still going out in their 30's

Women are taking more risks. They feel safer if they're driving rather than driven by a male, they trust themselves more

Women are working longer hours with more pressure, therefore women drink more. It's more socially acceptable. Women may feel more in control and think they are over the limit

Women aren't aware of their tolerances when it comes to alcohol

Women becoming more social

Women can drink as much as men or maybe think they can, not realising the different metabolism and effects

Women don't want to walk home and can't afford a taxi

Women drink as much as men now, seems fashionable

Women drink more now, maybe due to more stressful lifestyle

Women drink more now. Happier to go out drinking with friends

Women drink more wine socially with friends. May not realising they are over the limit the following morning

Women drink wine then think they are ok to drive not realising how strong it is. More women are driving

Women drinking at home in the evening and still being over the limit the next day

Women drinking more as have more pressure with work, children, home and partner.

Women drinking more due to work and family stress. More sociable to have a drink

Women drinking more generally, single and independent

Women drinking more. Increasing acceptability of drinking and driving.

Women drinking the same as men now (2)

Women enjoy more of a social life now and have busier home and work situations

Women face the pressure of balancing work, family and social life. They do not always have the support of extended family. Face pressure to be "perfect"

Women feel more under pressure, drink more and take more risks.

Women go out drinking more than they used to (3)

Women go out more

Women go out more now, fashionable for women to meet up for girls' nights out and various types of clubs

Women go out more nowadays on their own. Children are older so they have more time to socialise

Women go out more with their friends, probably intending just to have one drink and then drive home to save money on taxis. Perhaps they underestimate the alcohol content of wine which used to be 9 or 10% proof but is now usual around 12 to 14 % proof

Women going out more often. When drinking with male friends may drink more than usual

Women have more disposable income. Stopping at home longer

Women have more economic freedom and more social freedom to drink

Women having more work and family commitments now than ever. Precursor to both drinking more and needing to drive more. Or simply unaware of the limits

Women indulging too much, lack of understanding about units maybe

Women lead busy lives. A call can come out of the blue their kids asking for a lift home etc. She might have already had a drink but needs to pick up her kids

Women make up over 50% of the workforce, so as the workforce demographic changes so does this kind of statistic

Women now more independent and don't rely on men to drive them around. Also more sociable than used to be, going out on their own without partners

Women nowadays are more stressed, leading them to drink more than they used to

Women over 30 balancing care of children and older family members with work, housework etc. so they drink to relax. If I feel fed up at the end of the week I have a drink at home to relax. It's hard to gauge what is the legal limit and women are "more bold" now so they may take a chance. Taxis are a luxury in this economic climate so people risk it. Women's lives are such a rush they forget the implications of drink driving.

Women over 30 being driving for a long time and have fooled themselves into think a little bit of alcohol won't affect their driving

Women over 30 have busy lives and families and socialising is fitted around this. Too convenient having a car, inconvenient leaving it somewhere after drinking one too many

Women over 30 socialising more

Women over 30 with no family commitments may be more likely to join male colleagues after work? A more drink orientated work and or social culture makes women think there alcohol tolerance is higher. Bigger measures, stringer alcohol, not eating before going out

Women prefer to drive as feel safer than getting public transport. Join in with everyone and drink too much

Women seem to be drinking more in general these days, could be influenced by economic reasons, unable to afford taxis. Maybe there are now more single women in this age group, where before a man may have drunk too much and driven him and his girlfriend home women are now driving themselves. May feel safer driving themselves than going other ways

Women taking on a more male role, the perceived gender differences are on the decline. Pressure for women to cope in the workplace, home life and social, alcohol has become a coping mechanism. It's becoming more socially acceptable for women to drink more and get drunk

Women tend to go out more these days, maybe due to being single, girls nights have increased

Women tend to socialise more now

Women that age have more independents cars and money than previously. Going out with friendship groups rather than in couples, depending on man to drive/pick up.

Women think they are more responsible and maybe fool themselves into thinking they are ok. Driving the morning after drinking

Women thinking if men can do it then so can they. Don't know the difference between the physiological differences between men and women

Women trying to keep up with men, thinking they're ok to drive when they're not?

Women trying to match up to men drink as much as they do. Its trendy to binge drink these days

Women who have had children have a better appreciation of how precious life is, younger women may think "it will never happen to me"

Women work more, may go out for a drink after work, meet up with friends, higher divorce rate, more independent. Economic reasons

Women working longer hours and getting up early in the mornings. More pressures in life and need a way to wind down and then drinking too much to drive

Women working longer hours, more income to spend on themselves

Women working more. More money to spend

Women's attitudes to drinking are changing. We are becoming more like men in both our attitudes and habits and this includes drinking and driving

Women's tolerance is lower, maybe they try to drink like men but can't

Work pressures, more professional women with no ties

Work/social balance. Drinking at home before going out

Works in a bar and has 1 medium glass of wine or 1 pint of beer. Thinks this is an ok amount to drink and still be legal safe to drive but doesn't know for sure

Young women drinking and being able to drive is more common as they are free from the stigma, unlike in the past

Younger women more hedonistic

Younger women seem to have a different attitude towards drink now

Q13. Do you have any suggestions about getting the message across to other [women] drivers? What message would it be?

A "think don't drink" campaign

A glass of wine is fine but if you pour more you'll end up on the floor!

A normal glass of wine is much more units than most expect

A total ban on alcohol when driving

Ad campaign and PR (3)

Ad campaign that targets clubs and bars. Convince bars and clubs to make soft drinks cheaper

Ads at the moment are really good and getting the message across, especially the one where the driver hits the child and keeps seeing it

Ads seem to be aimed at men, need some aimed at women

Ads should be aimed at working people, not women

Advert campaigns showing real stories. Include children/families being torn apart

Advert showing a girls night out and a crash when driving home

Advertise all the time, teach the dangers of alcohol in schools. Beer mats with unit information on them and the legal drinking limit

Advertise in chemists, already too late if adverts are in bars

Advertise in women's magazines, ladies toilets. Shock tactics. Not the "facelift" you were looking for crash ads

Advertise in women's magazines. "You might be a woman but you're not super woman, don't drink and drive"

Advertise in women's magazines. Remind people a taxi fare is cheaper than a driving ban

Advertise in work places, on buses etc. Drinking and driving is not worth it1

Advertise using accidents

Advertise. Show the results of drinking and driving

Advertisements, scary ones that shock

Advertising campaign, TV, radio, images

Advertising during prime time television hours

Advertising in women's facilities, women's hour

Advertising is effective. Leaflet cars near pubs, constant reminders.

Advertising the results of drinking and driving, what it does to you and those around you.

Advertising, particularly in pubs and bars

Adverts about the statistics. Education on safe driving

Adverts directed at both sexes rather than just one, ads directed at women over 30

Adverts explaining clearly what one "unit" is and what driving limits are

Adverts for drink driving are usually aimed at men, maybe show that the consequences can affect women too, i.e., not being there for their children

Adverts in pubs and restaurants and on Facebook, twitter, YouTube

Adverts on bottles of wine, clearer guides about units per bottle

Adverts on television, visuals usually work

Adverts on the television and internet

Adverts showing the consequences of drink driving. Signs in bars and pubs about units and measures of alcohol

Adverts showing the families who have suffered because of (women) drink drivers. Both the driver and victim suffer

Adverts targeting women drivers

Adverts that feature women as it's more associated with male drivers. Making it clearer how many drinks put you over the limit.

Adverts that shock (2)

Adverts with children on

Alcohol isn't the answer

All the adverts are aimed at (young) men; adverts aimed at women might be more effective, whether it was about risk to herself, her career, her family or other people

Although you may not feel the effects, alcohol will have an effect on your reactions and accuracy while driving. Don't risk it, it's not worth it

Although you might feel alright your judgement is impaired, bill boards and advertising in pubs

An immediate one year driving ban handed out to any driver caught over the limit, no matter how slightly, people who rely on their cars would realise how difficult it can be without them, especially if they have a family

Anti-drink campaigns at the moment are good but they only seem to push the message at Christmas, think the campaigns need to be pushed all year round like anti-smoking ads are. They should cover all ages and all genders rather than focusing on one

Appeal to mothers, danger to their children and the message they are sending to their children

Appeal to the social and life implications to women if they get caught. Maybe link body image to possible accidents caused by drink driving. Highlight the implications on their professional life. Drink driving adverts aimed at women

Appeal to their maternal instincts

Arrange taxis, limit drinks, drink soft drinks in-between alcoholic ones

Awareness of units and how much is too much. Not alcohol at all when people are driving maybe

Awareness raising in pubs and clubs, work with establishment landlords re designated drivers

Ban drinking if driving

BE A STRONG WOMAN & DON'T LET YOU OR YOUR FAMILY DOWN BY DRINK DRIVING.....BE A WOMAN & BE STRONG.....(your worth it !!) ok so that end bit might just have a 'all rights reserved' on it, lol x

Be aware of what you drink. Do not drive

Be careful

Be responsible for yourself and others

Better campaign needs to be used via adverts and media. Using things to do with family life might help as women are passionate about this and it might help them realise the impact

Better education on the legal limits

Bill boards, leaflets

Breathalysers in pub/bar toilets

Ban alcohol when driving

Campaign for better local transport systems in cities, cars are not a necessity in this world. Also, they can't arrest you for cycling over the limit

Campaigns should include female case studies, middle class women who drink at home

Causing death to innocent people

Change law to be no tolerance

Clear explanations of what the limits are for a woman before it's illegal to drive

Clear message of what you can drink and not be over the limit

Clearer information about drink drive limits aimed at women, all of them seem to be aimed at men

Consequences of an accident- TV advert

Consequences on lifestyle, having to take public transport to work and drop off kids at school. Being responsible for a serious accident or a death

Consider how much your drinking if you have to drive the next day and what time

Continue with the drink driving message across the board, Men and women young and old

Could end up murdering someone

Dangers of driving the morning after

Dangers of driving the morning after a night out

Daytime television adverts. Destroys families, Makes work difficult, Stigma attached

Direct shock adverts aimed more at women, they tend to be aimed at men, make it more equal, everyone is capable of drinking and driving and killing someone

DO NOT TOUCH A SINGLE DROP IF YOU ARE INTENDING TO DRIVE ANYWHERE.

Don't do it you might kill someone (2)

Don't do it, it ruins lives!

Don't do it. Encourage more people not to drink at all if they are driving

Don't do it. More support to enable people to feel strong enough and cope with pressure so they can stop drinking

Don't drink and drive (14)

Don't drink and drive, children are a point for women

Don't drink and drive, doesn't need to be any more complicated than that. Don't let friends drink and drive, something catchy

Don't drink and drive, get a cab (2)

Don't drink and drive, make it clear what damage it can cause

Don't drink and drive, only stupid people do it

Don't drink and drive, you are putting other people at risk

Don't drink at all if driving, one drink can affect your abilities

Don't drink at all if you may need to drive. Hard to tell how much you have had and whether it's more than the limit, maybe have breathalysers at pub/restaurant exits so people can test themselves when leaving. Tell them the effects for their family if they can no longer drive

Don't drink if you can't tolerate it

Don't drive cos you're shite at it anyhow

Don't lose your freedom

Don't risk lives, it could be your child that loses a parent (2)

Don't take any chances

Don't try and drink like men. Ads in pubs

Don't drink and drive it's so dangerous

Don't drink and drive. Not just your life at risk

Don't drink at all if driving, make it an offence

Don't make adverts directed at and involving men only committing rink driving offences

Don't risk it, not worth it

Don't risk your life, and future/ your dreams. Don't risk your children's lives. You will be over the limit before you realise it

Drink driving can gave a disastrous effect on other people's lives, women are more aware of other people and are more caring so you should focus on that

Drink driving kills (2)

Drinking and driving is unacceptable. Longer bans

Drinking and driving is very dangerous, maybe more graphic illustrations and TV adverts.

Educate how much is too much to drink and then drive

Educate women on the limits and build awareness

Education about units and drinks and how much you can have. Someone smaller may be able to drink less, it affects people differently so if unsure don't drink at all

Effect/ consequences on their families if they cause an accident and kill someone or themselves. How they would feel if they killed a child

Emotive ads, women have a strong desire to care for others even if they don't care much about themselves

Emotive TV adverts. The message that it is dangerous to drive even if you've only had one drink

Encourage women to drink lower per cent alcohol. Name and shame people

Examples that women can relate to

Female or male there should be zero tolerance

Few people actually understand what one unit is, would be better if the limit was simply zero or more graphic visualisation of exactly how much is allowed

Find out what messages and techniques have been working for men and continue. Women and men aren't so different

Focus on how drink driving affects families

Focus on how it would affect children at home if you killed someone or yourself whilst drinking and driving and the effect on the victim's family

Free breathalysers, adverts aimed at women

Get the message out about how much is legal to drink

Give people more education about how much their allowed

Good lives end quickly with a wreck

Graphic adverts. Threat of death and killing others

Hard facts of what could happen, i.e. fatalities

Hard hitting advertisements. Name and shame people

Hard hitting TV ads aimed at older women. The impact on them and others. How easily and quickly an accident can happen and how much the outcome is affected by you having had a drink, i.e. your ability to react quickly

Harsh television adverts showing what can happen if you drink and drive

Harsher advertising, adverts involving children. The consequences of your actions could be extreme

Harsher punishment

Harsher punishment for drink drivers. Breathalysers in pubs and clubs

Have a zero alcohol limit when driving, the message would be clearer if you had no alcohol at all

Have posters reminding people not to drink and drive in pubs and clubs etc.

Highlight the dangers, direct ads at women

How much it would cost if you lost your licence

How much their life would be affected if their licence was taken away?

How would you feel if it was your children or loved one being driven by a person over the limit?

How would you feel if through drinking and driving and you killed or seriously injured someone? Also how your life would be impacted if you lost your driving licence due to drinking and driving

If targeting women over 30, focus campaigns on mothers and the effects it could have on their children

If you drive, don't drink

If you think you are at risk, you are

If you were to cause an injury or a death how would you feel? It would stay with you for life

If you're the nominated driver, respect others and don't drink. Check what you think is not over the limit as it probably is

Impact on fertility perhaps. Development of liver disease. Effects of losing licence on family and work life

Impact on their life

Implications on their family lives

Include more women drivers in campaigns

Increased penalties. Longer bans

Inform them of the rising number of convictions

Instead of going by units tell people how many drinks put them over the limit

Introduce complete alcohol ban when driving

It should be a zero limit on alcohol when driving. Then any amount would be over the limit rather than guessing how much is safe

It's easily avoided, the advertisements at Christmas time are always very effective, should be an all year round project

It's extremely dangerous and it ruins lives (4)

It's more dangerous than walking home

It's not a good idea, can cause fatalities

It's not ok for anyone to drink and drive

It's not worth it

It's quite hard to convince people that drinking and driving is ultimately dangerous. Could try hard hitting adverts but why not either lower the limit or just ban alcohol altogether when driving, would sort the problem out

It's really not worth having a drink before driving as getting caught means more than losing licence. It's also loss of earnings, freedom and your self-respect. Could use vanity as a way to discourage people pointing out they may disfigure themselves if they crash. Advertise the number of children killed by drunk drivers

It's too dangerous so don't take the chance

Just don't have any drinks if you are driving (3)

Know the legal limits (2)

Know your boundaries

Late night buses and trains

Learn your own risk limits and rigorously stick to them. Think of the effect on people who care about you. Remember that even if you think you might be a safe driver other road users may not be

Leave the car behind

Losing the ability to get to work if you get a driving ban. Too much to lose

Loss of job, embarrassment, might kill someone.

Make adverts about women being convicted, how it's on the rise, and what the consequences are

Make aware of how much is over the limit. , beware of highlighting the difference in women drinking and driving, behaviour research show if something is considered "the norm" people are MORE likely to do it, best to use other strategies.

Make bars more responsible, maybe have breathalysers in bar

Make it clearer and easier for us to determine how units translate into mls of alcohol and how this translates into being over the limit with alcohol intake

Make it law not to be allowed to drive, if you've had even 1 drink

Make people think about what they could lose by drink driving, or the people they may hurt if they caused an accident

Make women aware of what the limit is

Mandatory posters in places that serve alcohol

Messages on bottles of alcohol. Can ruin your life

Messages on wage slips

Money, kids. Shock tactics not always best

More advertising campaigns aimed at women and involving issues that affect them, such as drink driving and killing a child

More advertising showing the consequences of drinking and driving

More adverts about drink driving on television. Hitting hard against binge drinking which seems to have become the social norm

More adverts aimed at women warning against drink driving

More adverts like the one with the pizza in the car. Shock them

More adverts on television

More awareness of the dangers of the drinking culture in the U.K.

More awareness of the penalties. Is the punishment sufficient, prison? More awareness of the limits and clearer explanations of units or a clearer and easier to understand measurement

More awareness of what the legal limit is

More clear information about units and the effects of alcohol through advertising

More convictions and publicity about them. Long term social change to make drinking and driving unacceptable

More education about drink driving

More education about limits when learning to drive, also about individuals' tolerance

More education about the dangers. Bar workers/ managers should watch out for people trying to drive after drinking

More hard hitting adverts

More shocking adverts, like the AIDs campaign many years ago. Training courses that are run by police, particularly when people have been stopped for speeding, they have to attend awareness course, do the same thing

More shocking television adverts and aimed towards women drivers

Need to find out the reasons why so many women turn to alcohol first before trying to address the question

NEVER drink and drive. If in doubt on limits don't have any alcohol before driving

No big ideas. "You can multitask but that doesn't include drinking AND driving"

No drinking at all before driving

Not just men who drink and drive

Not just your life affected but other people's if you hit someone, it's their family and friends that are affected too

Not sure anything would work, they have tried so many different ways to stop it and it still goes on

Not to drink at all if they are going to drive and to make sure they don't have a lot to drink if they are driving the next day

Obviously don't drink and drive. More education about the limits of drinking. What effects it can have on yours and your family's lives

Only one drink is over the limit

Peer pressure and how to deal with it, appeal to social conscience

People know it's wrong but do it anyway. More random stops and people being breathalysed, especially women

People will drink what they want to drink you can't really get through to them

Plan your journey home so you don't have to drive, share a taxi so it's cheaper

Possibly posters around school playgrounds to encourage young women and mothers to talk to each other about drink driving

Posters and ads in pub toilets. Shocking images that people can relate to their own lives

Posters in ladies toilets

Posters in toilets and places that serve alcohol as reminders

Provide free breathalysers at pubs

Publicise statistics about fatalities

Pubs should know what amount people can drink and still drive, they should have this info if people need to ask. Readily available breath tests so you can test yourself

Put up posters in women's toilets in pubs. Put warnings/photographs on alcohol bottles like they have on cigarette packets

Relate it to a close family member, is it worth it?

Remind people what can happen

Remind people what can happen, real life stories

Reminder of how serious drinking and driving is, e.g., advertising campaign showing real people who have been affected

Remind of the damage that can be done, shocking television adverts

Road safety and drink driving campaigns are targeted at men, they need to be more relevant to women.

Roadside adverts. Make people think about the harm it may cause their family

Same as for men. Show the consequences

Same as there is already

Same message but focusing on women in adverts, women would notice it wasn't a man

School run mums who relax at night with a bottle of wine then have an early start

Seeing an accident, especially involving a child

Seeing the injuries caused. Seeing the impact on the family of the victim

Seminars and workshops in the workplace

Send them the same message as men, its unacceptable and avoidable. Show how easy it is to go over the limit

Sharing statistics, particularly with regard to the mortality rates. TV and radio adverts

Shock adverts. But a total ban on alcohol while driving would be better. Would make sense as drinking affects everyone in different ways, unpredictable

Shock adverts. Ads need to be focused on women

Shock images of the consequences of drink driving

Shock images of what can happen

Shock people with the truth. Advertise the damage

Shock tactics

Shock tactics through advertising. Honesty, true stories will hit hard, they should show peoples experiences.

Shock tactics, graphic images on TV. Hearing from victims' families

Shock tactics, show the damage done by it

Shocking adverts (3)

Shocking adverts in pubs and clubs

Shocking adverts. True stories

Shocking footage of the consequences of drinking and driving

Shocking pictures

Shocking stories of the consequences

Shocking TV adverts

Should not be gender specific

Should separate genders, no one should do it

Show adverts of families being affected by drink driving

Show adverts showing how reaction times decrease the more you drink. Have real life stories that show accounts from survivors, victims and victims' families

Show adverts that shock, visually can be effective, more clear rules about limits, lower the limit

Show adverts with pictures of what happens if you get caught or crash

Show how families can be affected in adverts

Show other ways for women to de-stress that doesn't involve drinking

Show people what can happen when they drink and drive

Show pictures of car crashes on alcohol bottles

Show the consequences of what could happen, stress the possibility of conviction or losing licence

Show the damage that drink driving can do to peoples and their families

Show the dangers of drink diving, accidents, death

Show the impact it can have on other families if they hit someone. Show social impacts, friends, family, children and how they may react/ be affected if convicted

Show the results of accidents caused by drink driving

Show the victims of drink driving on adverts. Have awareness courses for women who drink alcohol and drive

Show through adverts on Facebook

Show various types of drinks and how much of them will put you over limit

Showing them what the limits are in a simulation of some kind.

Signs in bars aimed at women

Signs of fatalities on the roadside

Signs/adverts in pubs toilets. Police checking people leaving pubs

Simple message, don't have any alcohol before driving. If the law was changed to zero alcohol would be easier to enforce and understand

Slogans on TV, Think before you drink and drive. Adverts on TV should be shown more

Something that focuses on children

Something that says it's easy not to think of drinking and driving as a serious thing, but it is and better safe than sorry

Something that shows how their abilities are impaired after drinking and the consequences of drink driving

Something to make clear that women are at risk from drink driving too. Maybe office drinks as a focus

*Start making bar staff do breathalyser tests, or have the option to have them.
Adverts portraying the consequences of drink driving aimed at women*

Statistics about fatalities. Public the results of this survey, women are reckless too

Statistics on how much faster and easier women are affected by alcohol

Stop it

Strong TV advertising at peak times, graphic and real stories

Surprised that the message isn't getting through

Take a break, don't break a leg/arm/neck

Targeting people drinking at friends' houses then driving home. There are less social things for young people to do that don't involve drinking, more younger people driving

Tell them it is bloody hard shopping/working/socialising without a car. Give them comparative costs of losing car and having to take public transport.

Tell them about the dangers of doing it. Chances of being caught. New technology used by the police.

That all alcoholic drinks contain a lot of alcohol and hard hitting adverts that will have an impact on women

That women cause death through drink driving, not just men

The damage drink driving could do to my family or to the family of anyone I might hit is what is always in the back of my mind and prevents me from even having a single drink before I get behind the wheel

The "Don't drink and drive" message has always been aimed primarily at men. A campaign aimed at women, informing them of the new statistics and focusing on the damage they might do to others as well as themselves may be effective

The impact that not driving can have on work and accidents

The implications could cost someone their life

There is a social stigma associated with not drinking. Maybe funny adverts rather than scary ones

There needs to be a clearer message to ALL people drinking about how much is too much. Maybe total ban on alcohol when driving to avoid confusion.

There should be a total ban on anyone men and women alike if you drink even one drink no driving for twelve hours after so if your reading is not zero on test do not drive, and ban anyone from driving over limit each time for ten years at least. Stiffer penalties would make most people think twice

Things to make women think would be to point out that losing their licence would mean losing their independence. Adverts could show them struggling to walk children to school, carrying shopping on the bus etc. Loss of independence is the main thing

Think about all the other people it affects. Losing your licence is the tip of the iceberg

Think about the consequences on personal life

Think about the possible consequences. More drink awareness campaigns

Think before you drink if you are going to drive, don't drink

Think of others first, stop being selfish

Think of the effect it has on their families and children (4)

Think of your family. Especially if you're a parent and the devastating consequences drink driving can have

Think the ads that are shown on television make a strong point, so maybe make one directed at women about how people's lives could be ruined

Think the adverts get the message across

Think the current campaign (with the bartender) is very effective. Maybe using real life examples of drink driving tragedies may help

Through adverts on TV, show real stories of people who have been affected

To be more aware of how much they are drinking. Most bars automatically give large glasses of wine, which puts you over the limit if driving

Total ban on alcohol when driving stop confusion, easier to enforce. Advertising aimed at women drivers

Total ban on alcohol while driving (2)

Tougher sentences. Adverts throughout the year not just near Christmas

TV adverts

TV adverts aimed at women (2)

TV adverts involving accidents with children. Went on a driving/speeding course that was very effective, maybe a similar thing could be done for drinking and driving.

TV adverts that have impact

TV radio and social media advertising

TV, billboards, Facebook, twitter, adverts

Unhealthy, full of calories

Unit per drink education. It's very dangerous

Unsure how it can be communicated and stopped effectively

Use people who have lost loved ones

Use people who have suffered from drink driving accidents

Use public transport more

Use shocking adverts such as the type that have been on TV already. If you kill someone it's someone's mother/father, son/daughter sister/brother, it could be yours

Value your life, do not drink and drive

Vivid television adverts. Especially involving children

Walk with confidence and in groups if it is a short distance.

Warning on alcoholic drinks, advertising in the media

Warnings on bottles like they have on cigarette packets

Warnings on bottles of wine and mixers "drink driving is pretty" with pictures of people injured in car crashes

Watch the TV show "The Crash"

Whether men or women are driving, drink driving is still illegal, it's seen more as a thing men do. Women regard themselves as more careful

Why risk it? Get a cab home

Women are sensitive about their appearance, show young and old women with liver damage and other damages of alcohol

Women can drink less than men before they are over the limit

Women can't process as much alcohol as men (2)

Women have different limits as they process alcohol differently to men so can't drink as much, should tell them this.

Worked hard for your car, don't lose it.

Would depend on who the women are. Awareness in schools to pass on the message

Would you like your children to be driven by someone who was drunk?

You can't drink as much as you think you can. Not just your own life at risk

Your situation would be made worse if you lost your licence

Zero tolerance for men and women, instant ban

Zero tolerance. No drinking at all if driving, then people wouldn't be tempted. People are terrible at guessing how much is legal

Bibliography:

Alcohol Concern and Balance North East,

- 'Drinking to get Drunk: Influences on young adult drinking behaviours', (November 2012)
(http://www.alcoholconcern.org.uk/assets/files/Publications/2012/Drinking_to_get_drunk.pdf)

Barker, Daniel,

- 'Regional Overview of Pedestrian Casualties Impaired By Alcohol 2006-2008', (July 2009)
(<http://www.gateshead.gov.uk/ne-roadsafety/Library/Archive/Archive-Other-Specific-Issues/13-Intoxicated-Pedestrians.pdf>)

Bergdahl, Jacqueline,

- An Application of Convergence Theory to Women's Drinking and Driving. *Women and Criminal Justice*, 10(4), 93-107. Doi: 10.1300/J012v10n04_05, (2000)

Bost, B.

- *The Hurried Woman*, New York: Vantage Press, (2001)

Cooper, Kathryn and Summers, Hannah, *The Sunday Times*,

- 'Hic! Rich women hit booze the hardest', (2 June 2013)
(http://www.thesundaytimes.co.uk/sto/news/uk_news/Society/article1268055.ece)

Corbett, C., Simon, F. and Hyde, G.

- 'Driving with excess alcohol: why some drivers do and why some don't'. in *Behavioural Research in Road Safety: Seminar Proceedings*, 108-117. Eds. G. Grayson and J Lester. TRRL: Crowthorne, (1991)

DETR,

- *Attitudes to Road Safety* (2004)

Department for Transport,

- 'Reported Road Casualties in Great Britain: 2011 provisional estimates for accidents involving illegal alcohol levels', (16 August 2012)
(<http://assets.dft.gov.uk/statistics/releases/road-accidents-and-safety-drink-drive-estimates-2011/road-accidents-and-safety-drink-drive-estimates-2011.pdf>)

Department for Transport,

- 'Drug driving: proposed regulations consultation', (9 July 2013)
(<https://www.gov.uk/government/consultations/drug-driving-proposed-regulations>)

Dobson, A., Brown, W., Ball, J., Powers, J. and McFadden, M.,
- 'Women drivers' behaviour, socio-demographic characteristics and accidents'.
Accident Analysis and Prevention, 31(5), 525 - 535. (1999)

The Economist,

- 'The British love affair with the bottle appears to be ending', (6 October 2012)
(<http://www.economist.com/node/21564220>)

Fynbo, L. and Jarvinen, M.,

- 'The Best Drivers in the World': Drink-Driving and Risk Assessment. British Journal of Criminology. 51,5: 773-788, (2011)

The Guardian,

- 'Drink-driving death rate 25% higher than 2011', (1 August 2013)
(<http://www.theguardian.com/uk-news/2013/aug/01/drink-drive-accidents-deaths-rise>)

Institute of Alcohol Studies

- Women and Alcohol, (2008)
(<http://www.ias.org.uk/resources/factsheets/women.pdf>)
- Impaired By Alcohol 2008-2012.

Ipsos MORI,

- 'Research into the drinking behaviour and attitudes among Drinkaware's target audiences', (1 May 2013)
(<http://www.drinkaware.co.uk/about-us/knowledge-bank/drinkaware-research/kpi-research-reports>)

Lifestyle Statistics, Health and Social Care Information Centre,

- 'Statistics on Alcohol: England 2013', (30 May 2013)
(http://www.drinkaware.co.uk/media/157324/statistics_on_alcohol_2013.pdf)

Measham, F. and Brain, K.

- "Binge drinking", British alcohol policy and the new culture of intoxication'.
Crime, Media and Culture, 1(3), 262-283, (2005)

Ministry of Justice,

- 'Criminal Justice Statistics Quarterly', (December 2012),
(<https://www.gov.uk/government/publications/criminal-justice-statistics-quarterly-update-to-december-2012>)

Mumenthaler, M.S., Taylor, J., O'Hara, R and Yesavage J.A.

- 'Gender differences in moderate drinking effects'. Alcohol Research and Health, vol 23(1), 55-64, (1999)

RAC Foundation,

- 'Safety', (2011) (<http://www.racfoundation.org/research/safety>)

Rao, Dr Tony,

- 'Trends in alcohol related admissions for older people with mental health problems: 2002 to 2012', Briefing prepared for Alcohol Concern, (<http://www.alcoholconcern.org.uk/assets/files/Alcohol%20Concern%20Briefing%20-%20alcohol%20and%20older%20people.pdf>)

Robertson, A., Liew, H., Gardner, S.

- 'An evaluation of the narrowing gender gap in DUI arrests'. Accident Analysis and Prevention, 43, 1414-1420, (2011)

Smyth, Chris, The Times,

- 'NHS is paying a high price for baby-boomers' drinking habits', (12 October 2012), (<http://www.thetimes.co.uk/tto/health/news/article3566119.ece>)

Traffic Injury Research Foundation of Canada,

- 'Alcohol-Crash Problem in Canada: 2010', (March 2013), (http://tirf.ca/publications/PDF_publications/2010_Alcohol_Crash_Problem_Report_4_FINAL.pdf)

Ward, Libby, Candis Magazine,

- 'Binge drinking has 'bigger impact' on female family health', (18 July 2011) (<http://www.candis.co.uk/all-blogs/binge-drinking-has-bigger-impact-on-female-family-health-candis/>)