

THINK! Road Safety Campaign Evaluation

Post evaluation of the 'Personal Consequences' Drink Drive campaign

Report

January 2012

Prepared for:

Department for Transport



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1 Introduction

The THINK! Road Safety publicity campaign was launched in 2000, as part of the Government's road safety strategy, *Tomorrow's roads: safer for everyone*. The strategy set out targets to reduce road casualties in Great Britain by 50% for children and 40% overall between 2000 and 2010. A mix of engineering, enforcement and education measures were used to help meet these targets, of which the THINK! Road safety publicity campaign forms part.

In May 2011 the Government published a Strategic Framework for Road Safety setting out its approach to continuing to reduce killed and seriously injured casualties on Britain's roads. This includes a role for behaviour change campaigns focussed on those road users who are most at risk of injuring themselves or of being responsible for other deaths and injuries on our roads.

The THINK! campaign aims to encourage all road users to recognise that the small things they do can lead to crashes on the road and that there are simple steps they can take to reduce their risk to themselves and others. THINK!'s power is that it fosters an attitude of shared responsibility.

THINK! campaign priorities are identified by the Department for Transport's publicity team in collaboration with policy officials in the Road User Safety Division. They are chosen because they account for the highest number of road casualties and it is felt that they will benefit most from coordinated national publicity.

1.1 Research objectives and method

In 2006, BMRB Social Research (now TNS-BMRB) took over the evaluation of the THINK! campaigns. This report focuses on research carried out in January 2012. This research wave was the seventh post stage evaluation for the drink drive campaign 'Personal Consequences'.

The objectives of the January 2012 research were as follows:

- To evaluate awareness and communication of the Christmas 2011 burst of the 'Personal Consequences' campaign;
- To measure attitudes towards drink driving, and in particular having 1 to 2 drinks before driving, commonly referred to as 'the tipping point' for drink driving behaviour;
- To look at the perceived consequences of drink driving, including which consequences are seen as most likely, and which

consequences drivers are most concerned about, in line with the personal consequences focus of the current campaign.

Fieldwork ran from the 6th to the 12th of January 2012, immediately following the Christmas activity. Interviews were conducted using the TNS Omnibus survey. This is a survey that is run each week, with different clients placing questions onto a common questionnaire, and sharing the costs of fieldwork and analysis. All results are confidential to the individual client. Interviews were conducted in-home, using Computer Assisted Personal Interviewing (CAPI) by fully trained members of TNS's field force, working under supervision. The sample was drawn by means of Random Location sampling (see appendices for further details).

In total 2,031 interviews were conducted with those aged 16+ in Great Britain. Due to ethical guidelines set out by the Market Research Society it was not possible to ask those under 18 about their drinking behaviour, so for some questions which were asked of drivers who drink alcohol, all 17 year olds were included as it was not known whether they drank alcohol or not.

Data were weighted to be representative of the population. Only weighted data are shown in this report.

As a point of clarification, in the summer of 2009 it was decided that the definition of 'driver' should refer to those who drive a car or van only. In previous reports a 'driver' has been a driver of a car, van or motorcycle. Any reference to 'drivers' prior to July 2009 refer to car, van and motorcycle drivers. From January 2010 and in this report any reference to 'drivers' will include just car and van drivers while 'motorists' will refer to drivers of cars, vans and motorcycles.

1.1.1 Drink Drive Campaign background

The 'Personal Consequences' drink drive campaign launched in July 2007, and used a variety of communication activities to try to persuade drivers to avoid drinking and driving, including TV, cinema, radio, press/poster, online and in-pub advertising. Young male drivers aged 17 to 29 are the core target group for the campaign, and will be highlighted as the target group throughout this report.

The key aims of the campaign are as follows:

- To increase awareness of the personal consequences of a drink driving conviction;
- To encourage the belief that 1 to 2 drinks are too many before driving;
- To reinforce and build the social stigma around drink driving.

In July 2007, prior to the launch of the campaign, a pre stage research wave was carried out in order to provide benchmark attitudinal and behavioural data for future evaluation. All post stage measurements are compared with this initial pre stage data in order to evaluate the campaign's impact over time. This is the eighth post stage evaluation of the campaign. Previous post stage evaluations have taken place as follows:

- Post stage 1: September 2007 - straight after initial burst
- Post stage 2: January 2008 – Christmas 2007 activity
- Post stage 3: July 2008 – Summer 2008 activity
- Post stage 4: January 2009 – Christmas 2008 activity
- Post stage 5: July 2009 – Summer 2009 activity
- Post stage 6: January 2010 – Christmas 2009 activity
- Post stage 7: January 2011 – Christmas 2010 activity
- Post stage 8: January 2012 – Christmas 2011 activity

More detail on the evaluations of the previous bursts of the campaign can be found in separate reports.

In summer 2010 and summer 2011 there was no drink drive activity.

1.1.2 Christmas 2011 Drink Drive activity

This report focuses on the evaluation of the Christmas 2011 Drink Drive activity, which ran from 1st December 2011 to 2nd January 2012. There was no summer drink drive activity in 2011, so this activity was the first after almost a year long gap for the Drink Drive campaign. As in December 2010 there was no TV ad used during the latest campaign activity.

Activity consisted of three 30 second radio ad executions, 'Story W', 'Story X' and Story Y' (previously used in 2007, 2009 and 2010), one execution of the 'Gents' pub toilet poster and adverts on social networking sites, online music streaming websites and search engine advertising. Evaluation of the online elements of the campaign is not included within this research.

Timings for the different elements of the campaign are shown below.

- Radio advertising (upweighted in evening and weekend slots) – 1st December 2011 – 1st January 2012, with a spend of £286,810.

- Indoor poster advertising (in gents washrooms, coverage of 1,100 venues) – 5th December 2011 – 1st January 2012, with a spend of £101,474.
- Online Google search and Facebook thumbnail advertising – 1st December 2011 – 2nd January 2012, with a spend of £14,887.
- Online advertising on Spotify– 1st December 2011 – 2nd January 2012, with a spend of £4,993.

1.2 Arrangement of this report

Following this introduction is a management summary of the findings. The main body of the report provides a detailed commentary, illustrated by summary tables and charts. Appendices contain details of the sampling method, weighting, the sample profile and the questionnaire.

Data have been supplied in separate volumes. In charts and tables '-' denotes 0 and '#/' denotes a proportion of less than half of one per cent, but more than 0.

2 Management summary and recommendations

2.1 Introduction

- This report focuses on research carried out in January 2012. This research wave was the eighth post stage evaluation for the drink drive campaign 'Personal Consequences'.
- Fieldwork ran from the 6th to the 12th of January 2012. Interviews were conducted using the TNS Omnibus survey.
- In total 2,031 interviews were conducted with those aged 16+ in Great Britain.
- This wave followed an almost year-long gap in activity, with no drink drive communications in the summer of 2010.
- As with the 2010 Christmas activity, there was no drink drive TV activity in the Christmas period of 2011. Previously the campaign had been led by the 'Moment of Doubt' TV ad. Activity in 2011 was limited to: the three 'Story' radio ad executions, 'Gents' poster ad, and associated online elements in line with the 'Personal Consequences' drink drive campaign themes.

2.2 Campaign awareness

- Fourteen per cent of adults recalled seeing or hearing something about drinking and driving in at least one of the campaign sources in January 2012; a significant decrease from 2011 (20%) and from previous TV-led campaigns (range from 80% - 88%).
- In January 2012, awareness of advertising or information about drinking and driving was down from previous years for almost all sources, indicating that the lower spend since 2010 has contributed to this, along with the removal of the broadcast television as part of the campaign which previously would have created a halo effect for other media.
- When asked (unprompted) what they remembered about the radio advertising they had heard, the most frequent responses were around a man talking about how he was affected after being caught drink driving (25%) and that you might lose your job if you get

caught (20%). This suggests that a large proportion of those who recalled adverts were recalling the 'Story' radio ad.

- Despite not being part of the media mix for the last two campaign bursts, TV advertising was still the most commonly cited source, mentioned by half of adults (50%) and slightly more young male drivers (58%), suggesting either misattribution or a lingering memory of the TV ad.
- Respondents were played the 30 second 'Story W' radio ad and shown the poster ad 'Locked Up' and asked if they had seen or heard them before. In January 2012, four in ten (41%) adults recognised at least one of the ads from the latest burst of Personal Consequences, a decrease from 48% in January 2011 despite a similar media mix and spend. However there was no significant decrease amongst the target group of young male drivers.
- Half (54%) of commercial radio listeners recognised the 'Story' radio ad when played to them during the interview. Again, this was lower than in January 2011, although is still almost double the proportion who recognised the 'Story' series when it was launched in September 2007 (29%) suggesting that there has been a build in awareness over time.
- Six per cent of respondents recognised the 'Gents' poster ad, slightly lower than the level for the 'Locked up' poster in previous years. Amongst young male drivers, 10% recognised the poster ad in January 2012.
- Recognition of the 'Driver Friendly' logo is encouraging, with 21% of all adults claiming to have seen it. Young male drivers were more likely to recognise the logo (33%). Of those who had seen the logo, the source was most likely to be in a bar (29%), suggesting that any confusion of this logo with other THINK! materials is at low levels.

2.3 Campaign communication

- A fifth (21%) of those who recognised the 'Story' radio mentioned that it brought to mind the range of consequences associated with drinking and driving. However, male drivers aged 17 to 29 were only slightly more likely to say that the ad made them think about the consequences (27%, compared to 21% of all adults), even though this was the main message of the ad and young male drivers form the core target of the campaign.

- In January 2011, young male drivers had been more likely to agree with many of the attitudinal and behavioural communication statements about the 'Story' radio ad, but these differences were no longer significant in 2012. However, men in general were more likely to say that the ad would make them think twice before drinking and driving and that it makes them think about the impact that drink driving might have on their lifestyle. Men were also slightly more likely to think that the ad was aimed at someone like them (5% compared with 2% of women).
- Six in ten (60%) of those who recognised the ad felt that the main message of 'Story' was simply 'don't drink and drive'. Fewer made reference to the fact that it can ruin your life or lifestyle (9%) or the consequences of drink driving (6%). Young male drivers were more likely to say the main message was 'don't drink and drive' (70%), but were no more likely to pick up on any more detailed or specific messages.

2.4 Attitudes towards drinking and driving

- A third (33%) of all motorists strongly disagreed it was safe to drive after one drink, consistent with recent waves. A quarter of young male drivers strongly disagreed (25%), although this is not significantly lower than all motorists.
- A much larger proportion of motorists strongly disagreed that it is safe to drive after two drinks (70%), and levels of strong disagreement were equal among young male drivers (66%).
- In terms of acceptability, a similar proportion said that driving after drinking two pints is extremely unacceptable (74%). This is in line with the peak in 2011, and remains much higher than levels seen between 2007 and 2010 (63%-67%).

2.5 Consequences of drink driving

- Seven in ten (70%) motorists who drank alcohol (and 17 year old motorists) felt that they would be likely to be caught by the police if they were to drink and drive, with half (47%) strongly agreeing. Strong agreement has sustained the level achieved in 2011 following a significant increase from 2010.
- The consequence motorists were most likely to think would happen to them if they were caught drink driving was that the cost of their

insurance would increase (96% thought this was likely), followed by their family would be disappointed (95%) or they would receive a 12 month ban (93%). Young male drivers were significantly more inclined to think these latter two consequences were likely, and that getting caught drink driving might result in them losing their job (88% compared with 77% of motorists).

- Eighty five percent of motorists said that disappointing their family or partner was a very likely consequence of being caught drink driving, a significant increase from the previous wave. The proportion saying getting a criminal record, their lifestyle changing dramatically or being imprisoned for six months are very likely consequences has seen a gradual increase since January 2010. Furthermore, a range of consequences which achieved a significant increase in the proportion saying very likely in 2011 sustained this level in 2012, including that it would be harder to keep their job or they would get a conviction that stayed on their record for 11 years or a £5000 fine.
- Those who recognise an ad from the Christmas campaign, think driving after two pints is unacceptable, lower social grades and business motorists are more inclined to say a range of consequences are very likely.
- As seen in previous waves, a prison sentence was the consequence motorists were most likely to worry about (29%), although this was the consequence which they were least likely to believe would happen to them (28% thought it was very likely). This was followed by getting a 12 month driving ban and losing your job, with two in ten most worried about each of these. Young male drivers expressed similar views.

2.6 Designated drivers

- Two thirds (62%) of motorists had taken on the role of a designated driver in the past six months, consistent with the level seen when this was first asked in January 2011.
- Two in five motorists (42%) had most frequently acted as a designated driver when visiting licensed premises with friends, followed by a third (32%) when accompanying family. Young male drivers were no more likely than other motorists to have acted as a designated driver (63%, compared to 62% of all motorists).

2.7 Conclusions and recommendations

As was seen in January 2011, the reduction in drink drive budget, and removal of the Moment of Doubt TV ad, has clearly impacted on awareness of the Personal Consequences campaign with awareness levels having continued to erode in January 2012.

However, it does appear that the targeting of the media currently being utilised continues to work well, with higher levels of awareness amongst young male drivers and those aged under 30 specifically.

Despite the lower awareness, the ads do not appear to be wearing out with positive imagery association surrounding them. However, presumably due to the lower spend, and in turn fewer opportunities to see/hear the key messages, along with the lack of the TV ad to support the message, the spontaneous take out is becoming more limited with 'don't drink and drive' the key message take out amongst the broader population, rather than of the specific personal consequences – this was a similar finding to last year.

At this point in time however, the campaign appears to be working well amongst all groups.

3 Campaign awareness

This section of the report looks at the overall awareness among drivers of the Personal Consequences Campaign, starting with awareness of sources of advertising and publicity about drinking and driving, and going on to look at prompted recognition of the specific ads used in the latest burst of the drink drive campaign (Christmas 2011).

Finally, comparisons will be made with previous campaigns for context.

3.1 Awareness of sources of advertising about drinking and driving

Starting broadly, all respondents were shown a list of various sources and places and asked whether they recalled seeing or hearing anything about drinking and driving in any of the sources recently. Media sources used at this burst of the campaign were shown together with other, previously used media (for example, TV and cinema), as well as sources which are generally not employed by the campaign. This gives a proxy spontaneous measure of which campaign media stood out as being top of mind for this specific burst of the campaign.

Responses given by 2% of respondents or more are shown in Table 3a, with any mentions of the campaign sources used at the Christmas burst of the campaign netted together under 'Any campaign source'. This includes radio adverts, posters in pub toilets, beer mats, stickers in pub windows, adverts on social networking sites, adverts on online music streaming websites and search engine advertising.

Table 3a: Where seen/heard publicity about drinking and driving (prompted)

	All respondents								Young male drivers							
* Indicates significant change from previous wave †Indicates significant differences between total of all adults and the target of young male drivers	Sep 07 (1993) %	Jan 08 (2030) %	July 08 (2014) %	Jan 09 (2005) %	July 09 (2048) %	Jan 10 (1996) %	Jan 11 (2069) %	Jan 12 (2031) %	Sep 07 (78) %	Jan 08 (96) %	July 08 (95) %	Jan 09 (91) %	July 09 (116) %	Jan 10 (79) %	Jan 11 (91) %	Jan 12 (81) %
ANY CAMPAIGN SOURCE	73	81	80	81	84	88	20	14*	78	94	94	87	96	86	40	28†
TV advert	70	76	76	78	80	83	56	50*	69	85	89	86	93	83	63	58
National newspaper	33	34	35	30	32	31	20	14*	36	29	37	28	39	32	18	20
TV news	32	33	30	28	33	30	13	11	36	29	39	28	35	41	8	11
Road signs	12	12	13	17	16	15	10	11	22	28	19	31	28	18	10	21
Radio advert	15	17	18	15	20	19	12	10	22	35	35	25	37	41	27	20
Local newspaper	23	23	23	20	22	22	14	9*	23	16	22	13	27	26	8	4
Poster on bus	13	14	15	15	17	16	7	5*	9	18	21	16	26	24	9	4
Poster hoarding	15	17	15	16	18	16	5	5	12	24	14	16	19	18	8	3
Radio programme	9	9	8	8	10	9	3	3	12	14	12	6	16	15	1	2
Indoor poster (in a pub or bar)	6	5	5	5	5	5	5	2*	7	12	10	13	7	13	11	5
Magazine	10	10	15	10	17	14	4	2*	11	13	17	11	27	20	2	1
Other TV programme	12	10	11	9	11	11	4	2*	10	10	10	13	11	13	3	1
Posters in pub toilets	8	9	10	8	11	9	4	2*	14	25	18	13	19	24	13	8
Cinema	8	7	9	8	12	10	2	2	21	15	12	17	23	24	8	4
TV plays/soaps	11	10	12	8	11	10	2	2	12	12	13	9	14	16	3	2
Internet news/ stories	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2
Stickers in pub window	n/a	n/a	n/a	n/a	n/a	n/a	2	1*	n/a	n/a	n/a	n/a	n/a	n/a	6	7
In the pub/beer mats	11	10	11	9	11	8	2	1*	23	26	23	12	23	20	5	4
Other internet advertising	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	3
At school	4	3	3	2	4	3	1	1	9	7	6	3	8	6	n/a	5

Fourteen per cent of adults recalled seeing or hearing something in any of the campaign sources in January 2012; a significant decrease from 20% in January 2011, despite a similar media mix. In years where the campaign included TV advertising, recall of any campaign source was over 80%.

Awareness of advertising or information about drinking and driving was down for many sources in January 2012 from previous years. January 2011 saw a decrease in most sources, indicating that the hiatus in activity in 2010 and the subsequent removal of the broadest-reaching media of the drink drive campaign (TV) had an impact in both campaign awareness overall and also to other supporting media. With the results recording a further drop in 2012, this suggests the effect of this is continuing.

Despite not being part of the media mix for the last two campaign bursts, a TV ad was still the most commonly cited source, being chosen by half of adults (50%), although the proportion citing this has decreased. This is not unusual, as people quite often expect to have seen something on television if they are asked this type of question, and often cite it as a source even if it is not paid-for media. In addition, the high levels of recognition gained for drink drive TV ads over the years may result in respondents thinking further back in time, with a lasting impact made from previous bursts still top of mind.

For this latest campaign, radio ads were the main media used. One in ten adults (10%) said they had heard something about drinking and driving in a radio ad, consistent with 2011, although lower than 2008 to 2010 when two in ten respondents recalled hearing a radio ad. It may be that being exposed to both the TV and radio ads made the radio ad more memorable to listeners, whereas in 2011 and 2012, there has been no TV support.

Other campaign sources utilised in the Christmas 2011 campaign mix were recalled by low numbers of respondents overall: 2% had seen a poster in a pub toilet (a significant decrease from 4% in January 2011), 1% each had seen something on a social networking site, other internet advertising or on a beer mat. Less than one per cent recalled an advert on an internet music streaming website such as Spotify. A further 1% had seen something on a sticker in a pub window.

The subject of drink driving continued to be fairly newsworthy, as TV news (11%) and national newspapers (14%) remained in the top five sources cited by respondents. However, there was a significant decrease in those who had seen something in national newspapers (14% compared with 20% in January 2011) and local newspapers (9% compared with 14% in January 2011).

Once again the target audience of young male drivers aged 17-29 had higher overall awareness, with 28% saying they had seen something in any campaign source compared with 14% of all adults. However, there was a drop in the proportion of young male drivers who had seen a campaign source this year

(from 40% in January 2011) and the difference between young male drivers and all adults is no longer a significant one.

As with all respondents, the most frequently mentioned source among young male drivers was a TV ad (58%). Two in ten saw something in a national newspaper (20%) or on road signs (21%) and one in ten saw something on TV news (11%). Levels of awareness of campaign sources have fluctuated slightly over time (to be expected given the relatively small base size of this group) but as with all adults, awareness of advertising about drinking or driving had decreased for most sources at this latest wave.

Men were more likely to have seen advertising in one of the campaign sources (17% compared with 12% of women). Particularly, men were more likely to have seen posters in pub toilets, unsurprising given the target of the 'Gents' poster, although this was still at low levels (3% compared with 1% of women). They were also more likely to have seen stickers in pub windows.

Those aged under 30 were more likely to have seen something in at least one campaign source (21% compared with 13% of those aged over 30), driven mostly by a higher likelihood of having heard a radio advert (15% compared with 9% of those aged 20 and over). This would suggest that the media targeting of young people for this campaign is working well. This age group were also more likely to have seen an internet news item or story (6% compared with 2% of those aged 30 and over), and to have seen something at the cinema or at school.

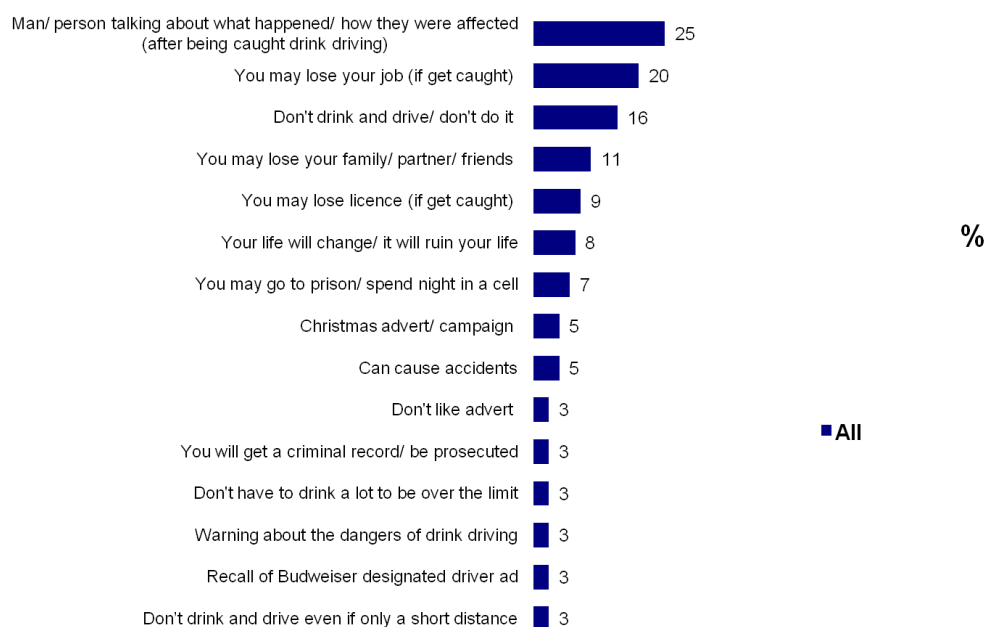
Motorists were no longer much more likely than non-motorists to recall advertising in any of the campaign sources (18% compared to 12%). Road signs are now the only source that motorists are more likely to recall than non-motorists (13% compared with 7%).

Those who consume alcohol outside the home were significantly more likely to recall advertising about drinking and driving in all campaign sources (except online), including radio advertising (11% compared with 7% of those who do not drink outside the home), posters in pub toilets (3% compared with less than 1%), beer mats (2% compared with 0%) and stickers in pub windows (2% compared with less than 1%). This indicates that for those whom the advertising is relevant, the advertisements are achieving cut-through.

Unsurprisingly, heavier listeners of commercial radio were more likely to remember hearing a radio ad (29% of heavy listeners, falling to 12% of light listeners).

Those who recalled having heard radio advertising were then asked to say in their own words what they remembered about the ad or ads (Chart 3b).

Chart 3b: Recall of radio advertising (all adults)



Q9 (table 22) What do you remember about the radio advertising you heard about drink driving?
Base: All who have heard radio advertising (198)

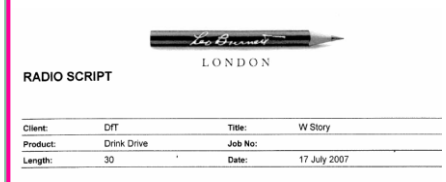
The most frequent take out from the radio ads were a man talking about how he was affected after being caught drink driving (25%) and that you might lose your job if you get caught (20%). Losing your family, partner or friend, losing your licence and how it could change or ruin your life were also themes mentioned by around one in ten respondents. These responses are very clearly attributable to having heard the 'Story' ad, although it is possible that some references (such as loss of job), could also still be referencing the 'Moment of Doubt' TV ad, last aired in December 2009. Other responses were less specific: 'don't drink and drive' (16%) and 'Christmas advert' (5%). There was also low level recall of the Budweiser designated driver radio ad which aired before Christmas.

Heavy radio listeners were more likely to give a description of a man talking about how he was affected after being caught drink driving (41% compared with 16% of light listeners), most likely due to having had repeated exposure to the ad.

3.2 Prompted recognition of Christmas 2011 Personal Consequences campaign


In order to accurately measure awareness of the campaign, respondents were played the 30 second 'Story' radio ad and shown the poster ad 'Gents' and asked if they had seen or heard them before. Prior to 2011, these ads were used as support media for the Moment of Doubt TV ad, but from January 2011 the campaign has been running without TV as a radio-led campaign.

RADIO (30 SECS)
'STORY'



On air: 1/12/2011 to 1/1/2012

INDOOR POSTERS IN PUB TOILETS
'GENTS'



Dates: 5/12/2011 to 1/1/2012

NOT PROMPTED WITH AT THIS WAVE OF RESEARCH – Digital advertising and Spotify

Dates: 1/12/2011 to 2/1/2012

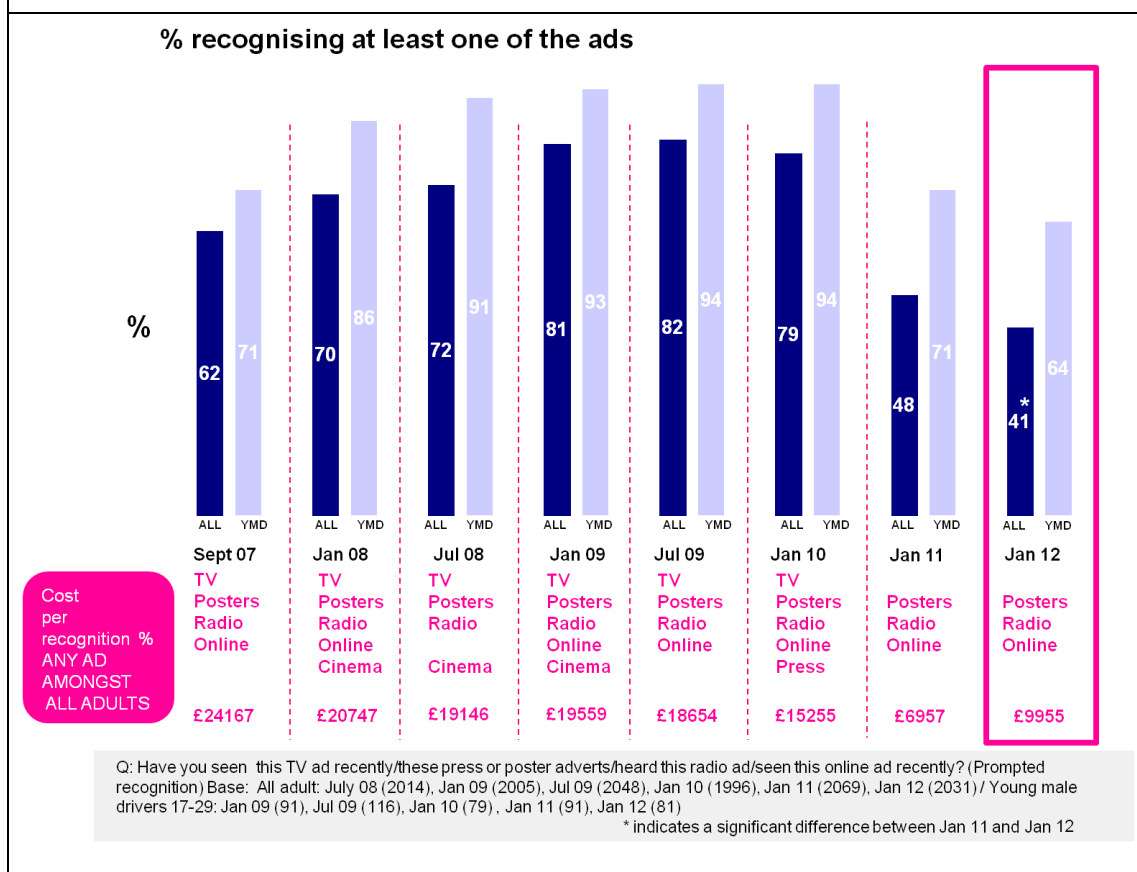
The Christmas 2011 campaign utilised a reduced range of media and creative compared with previous bursts due to reduced campaign budgets and a shift in Government communication strategy, shown in the overview below:

	<i>Summer '07</i>	<i>Xmas '07</i>	<i>Summer '08</i>	<i>Xmas '08</i>	<i>Summer '09</i>	<i>Xmas '09</i>	<i>Xmas '10</i>	<i>Xmas '11</i>
TV	£1,071,408	£698,423	£988,853	£963,691	£860,633	£665,657		
Outdoor/ambient	£127,166	£254,095	£101,410	£165,442	£226,448	£87,695	£85,376	£101,474
Radio	£199,771	£199,555	£164,766	£173,427	£299,655	£261,375	£240,727	£286,810
Online	£100,000	£99,923		£129,878	£142,905	£125,915	£7,846	£19,880
National Press						£64,503		
Cinema		£200,261	£123,483	£151,813				
Total media	£1,498,345	£1,452,257	£1,378,512	£1,584,251	£1,529,641	£1,205,145	£333,949	£408,164

Recognition of the Driver Friendly logo used in the partnership marketing activity conducted alongside Coca-Cola over Christmas 2011 is also assessed in this section. The rest of this partnership activity is not covered in this report.

Chart 3c shows total prompted recognition of the Personal Consequences campaign over time (so those who recognised at least one of the ads), compared with previous bursts of the campaign since it was launched in September 2007. Total spend for each burst of the campaign is used to create a cost per recognition point measure (total spend over total recognition).

Chart 3c: Total prompted recognition of the Personal Consequences campaign over time (all adults vs all young male drivers)



As was expected, a lack of TV in the Christmas 2011 campaign resulted in a large decrease in the proportion who recognised at least one of the ads; falling from 79% to 48% over the period. Despite a similar media mix to 2011, in January 2012 the number recognising at least one of the ads from the latest burst of the Personal Consequences campaign fell further to four in ten adults (41%).

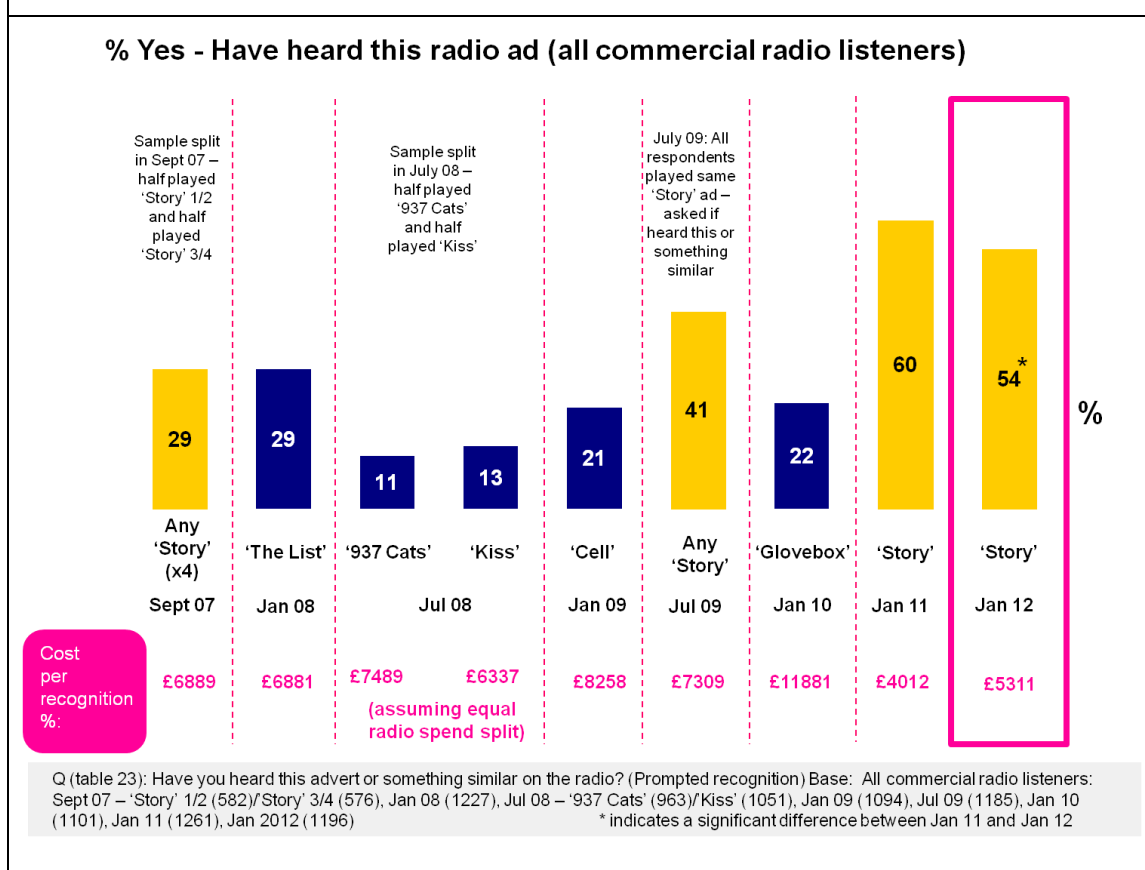
Recognition of the campaign also decreased amongst the key target of young male drivers in January 2011, from 94% recognition down to seven in ten (71%). Although not a significant decrease, there was however a further drop amongst this group from January 2011 to January 2012 (64%). The campaign has always achieved higher recognition amongst its core target compared with all adults and this remains the case.

Looking at people aged 17 to 29 more generally, this group was more likely to have seen any of the adverts (52%) than people aged 30 or over (39%), as were motorists (44% compared with 37% of non motorists) again indicating effective media buying.

In terms of cost per recognition, this was higher in January 2012 than in January 2011, but remained much lower than in previous years, where the use of television increased costs considerably.

Chart 3d shows recognition of the 'Story' radio ad compared with radio ads from earlier in the Personal Consequences campaign including: 'The List' from January 2008, '937 Cats' and 'Kiss' played in July 2008, 'Cell' played in January 2009, and the 'Glovebox' played in January 2010. The 'Story' ad is an execution used before (played in September 2007, July 2009, January 2011 and January 2012), highlighted in yellow in Chart 3d. All data is based on commercial radio listeners, as they are the group who have had the opportunity to hear the ads. In January 2012, six in ten (61%) respondents said they listened to commercial radio.

Chart 3d: Prompted recognition of radio ad 'Story' (all commercial radio listeners)



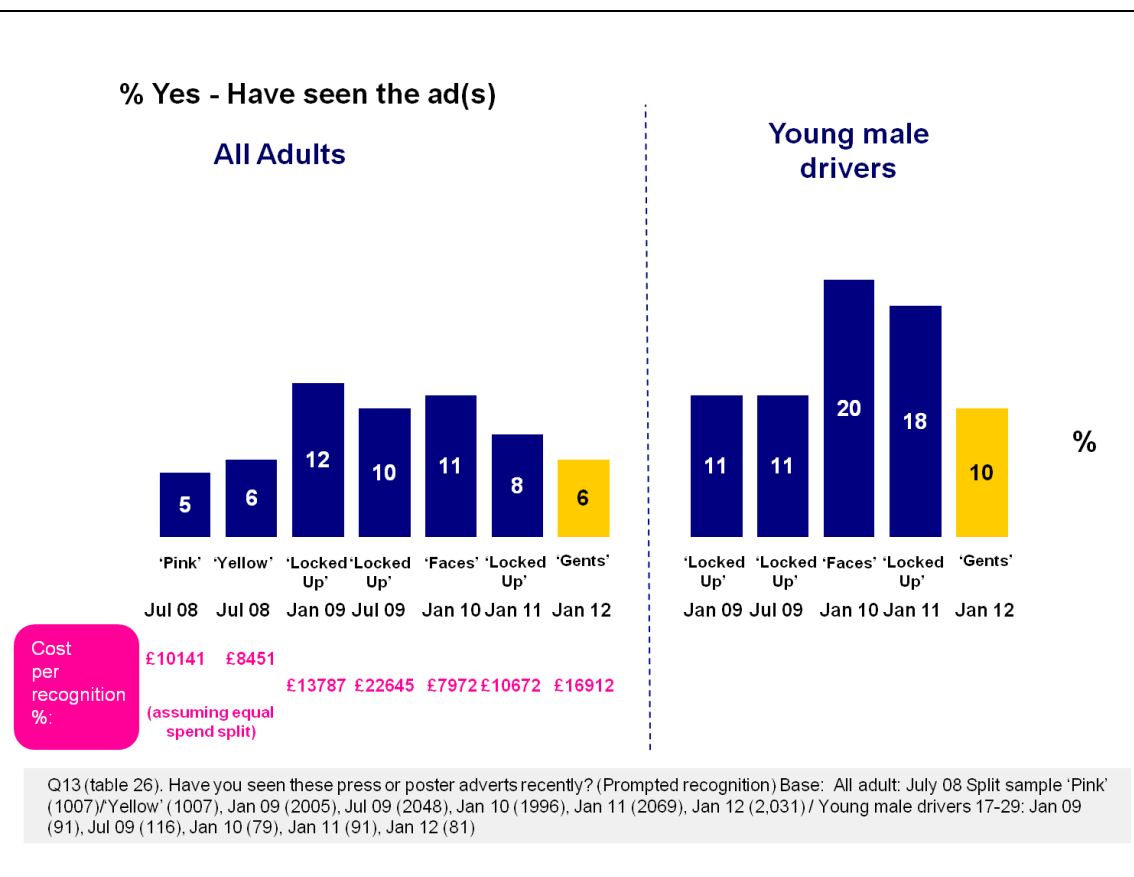
Over half (54%) of commercial radio listeners recognised the 'Story' radio ad when it was played to them in the interview, a significant decrease from the 60% who recognised it in January 2011. Despite this drop, this level is higher than

seen for any previous radio ads, and for recognition of 'Story' in any year except 2011. The cost per recognition point score shows that while this is higher than in January 2011, cost per recognition remains lower than in all previous years. This however is likely to be as a result of campaign build over time.

Due to small base sizes it is not possible to look at commercial radio listeners within the young male driver target group.

Chart 3e shows prompted recognition of the 'Gents' poster ad shown in January 2012. In the Christmas 2011 campaign the ads were placed in pub toilets and linked with the message of the 'Story' radio ad. Recognition is compared over time with previous waves which utilised the 'Locked Up' execution and also with the 'Pink' and 'Yellow' poster ads evaluated in July 2008 (which used a split sample approach with half the sample being shown each ad) and 'Faces' in January 2010.

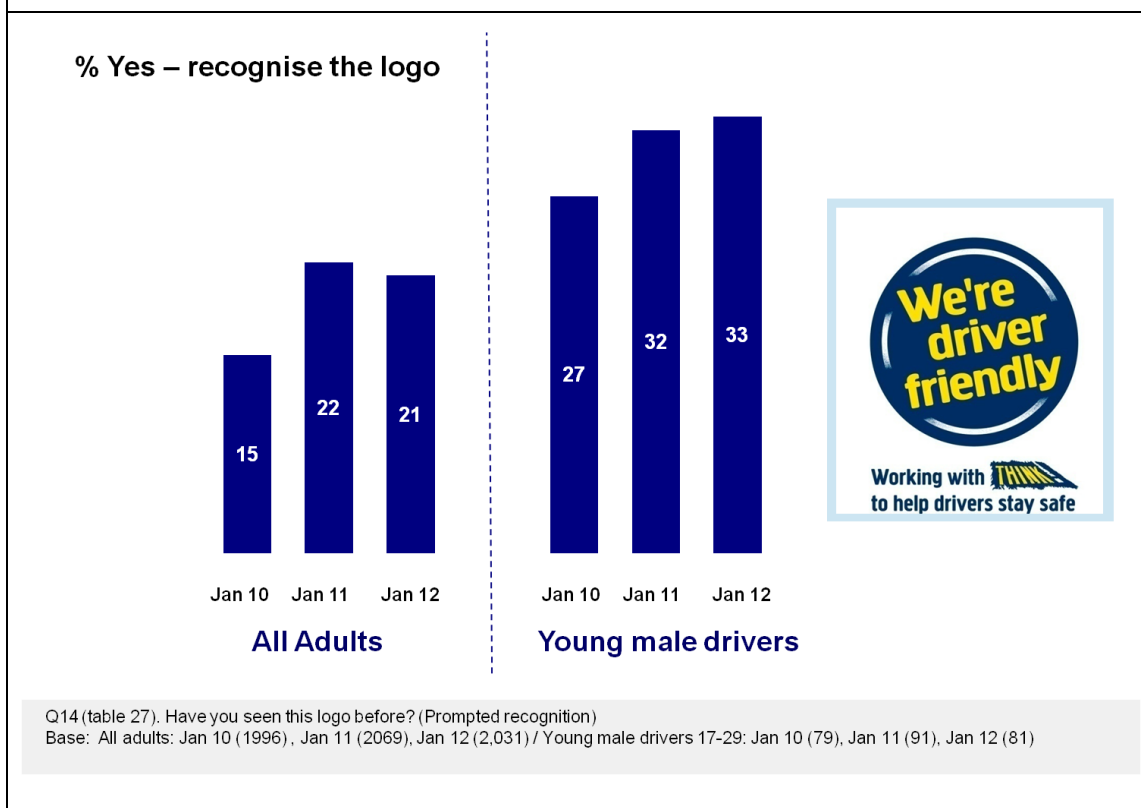
Chart 3e: Prompted recognition of poster ads (all adults vs all young male drivers)



Six per cent of respondents recognised the 'Gents' poster ad. This is directionally lower than the eight per cent who recognised the 'Locked Up' poster ads in January 2011, and almost half the level of that recorded for 'Faces' in 2010. Amongst the key target group, one in ten young male drivers had seen the 'Gents' poster ad, down from the 18% recorded for 'Locked up' in January 2011.

Chart 3f shows prompted recognition of the Driver Friendly logo, used as part of the in-pub promotional activity carried out over Christmas 2011 in partnership with Coca-Cola. This is the only element of the partnership campaign covered within this report.

Chart 3f: Prompted recognition of Driver Friendly logo (all adults vs all young male drivers)

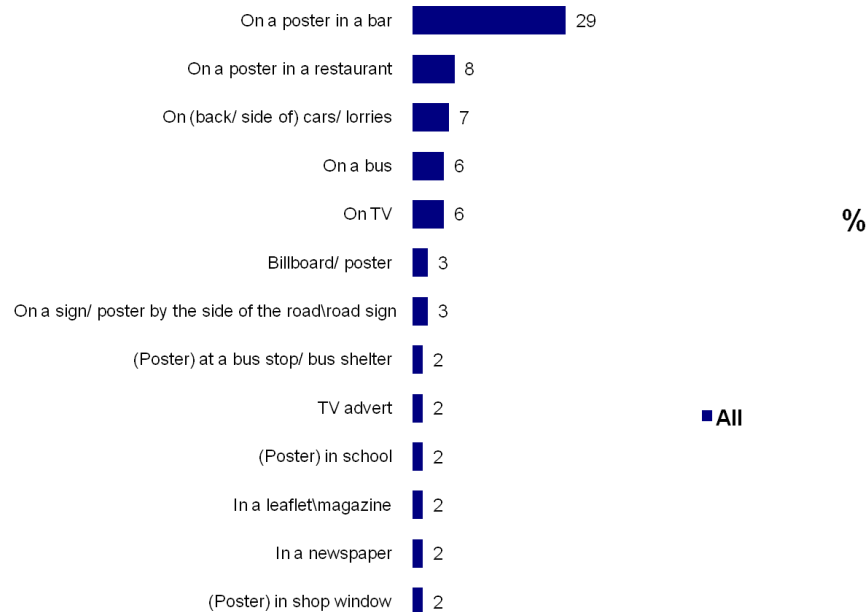


Two in ten adults recognised the Driver Friendly logo (21%), consistent with January 2011. The level amongst young male drivers was also consistent with January 2011 at a third (33%). At each stage of research, the level of awareness has always been higher amongst the young male driver group and this remains the case in January 2012.

There were no significant differences in recognition of the logo between motorists and non-motorists (20% compared to 22%) and between those who had acted as a designated driver in the last six months and those who had not (20% for each).

Those who recognised the Driver Friendly logo were asked, unprompted, where they had seen the logo to help understand whether there had been any misattribution of other materials to the Driver Friendly campaign. This was asked for the first time in January 2012. Chart 3g shows all locations mentioned by 2% or more of all adults.

Chart 3g: Where seen Driver Friendly logo



Q15 (table 28) Where have you seen this logo?
Base: All who have seen Driver Friendly logo (425)

Encouragingly, the most frequent response was that respondents had seen the logo on a poster in a bar, mentioned by 29% of those who said they had seen the logo before, the correct source for where the logo had appeared. In addition, one in ten said they had seen it on a poster in a restaurant (8%). All other locations were mentioned at low levels, including on cars and lorries, on buses and on TV. References to these sources are likely to be by people who have recognised the THINK! logo within the Driver Friendly logo, rather than having actually seen specific Driver Friendly materials. This misattribution though is at very low levels, so we can be confident that most of those who claim to have seen the Driver Friendly logo have actually done so.

Those who drink alcohol out of the home were most likely to say that they had seen the logo in a bar (38% compared with 13% of those who do not drink outside the home), as were those who had recently acted as a designated driver (39% compared with 22%) which is a promising result.

At an overall level, awareness of advertising is down following the Christmas 2011 campaign. This is at both at a spontaneous and prompted level and covering all sources (with the exception of recognition of the Driver Friendly logo which remained on a par with Christmas 2010). Young male drivers do however continue to be more aware of the campaign than the population as a whole with cut through also stronger amongst those under 30, indicating that the targeting of the campaign is working well. Amongst those who recall the main ad used at this wave (the radio ad 'Story') – spontaneous take out of the key messages is good.

4 Campaign Communication

This section looks at the campaign communication, in terms of main message take out, surrounding the drink drive campaign.

4.1 Communication of the 'Story' radio ad

All respondents were played the 30 second 'Story' radio ad, and were then shown a series of statements and asked which they felt applied to the ad. Prior to 2011, communication statements were normally asked only about TV ads as they were previously the lead creative for the drink drive campaign, with the heaviest spend. Therefore, the results for this question only cover the comparable periods of 2011 and 2012. Table 4a shows the proportion of adults agreeing with each communication statement, as well as young male drivers.

Table 4a: Which of the following do you personally feel about the 'Story' advert (Prompted)				
	All	All	Young male drivers	Young male drivers
	Jan 2011	Jan 2012	Jan 2011	Jan 2012
	(2069)	(2031)	(91)	(81)
	%	%	%	%
It made me think about the range of consequences of drink driving	22	21	21	27
It sticks in my mind	23	18*	23	24
I like this ad	18	16	14	21
It made me think about the dangers of driving even after a small amount of alcohol	17	16	16	11
It made me think about the impact that drinking and driving could have on my lifestyle	16	14	27	22
It will make me think twice before I drink and drive	11	10	15	19
It is the sort of ad I would talk about with other people	7	4*	5	3
It has made me drive more carefully	4	3	8	4
It made me think about my own drinking	3	3	1	12
It made me think about my own driving	3	3	4	12
It's aimed at people like me	3	3	5	11
I found it irritating	3	3	7	3
It told me something new	5	2*	8	3
I'm tired of hearing it	2	2	3	1
I found it confusing	2	1*	2	1
* indicates a significant differences between 2011 and 2012				
† indicates a significant differences between a sub-group and all respondents				

Overall, although there were very few significant movements between January 2011 and January 2012, directionally there was less agreement with the statements in 2012 amongst the general population. Amongst young male drivers, the picture was more mixed with some positive and some negative movements across statements. Given the low base size for this group however, none of these movements are significant.

The statement with the highest level of agreement was that the ad brought to mind the range of consequences associated with drinking and driving to a fifth (21%) of those who heard it, the same level as January 2011. This level was higher amongst male drivers aged 17 to 29 (27%) which is reassuring given that this group is the key target for the campaign.

Equivalent proportions of adults agreed that the ad made them think about the dangers of driving even after drinking a small amount of alcohol (16%), or about the impact that drink driving might have on their lifestyle (14%).

In terms of behavioural measures, 3% said that the ad actually made them drive more carefully, while one in ten (10%) said it would make them think twice before drinking and driving. Similarly, 3% respectively said it would make them think about their own driving or drinking habits in general.

Young male drivers tended to have more agreement with these behavioural statements. However, men in general were more likely to say that the ad would make them think twice before drinking and driving (12% compared with 8% of women) and that it makes them think about the impact that drink driving might have on their lifestyle (17% compared with 12% of women). Men were also more likely to think that the ad was aimed at someone like them (5% compared with 2% of women). Eleven per cent of young male drivers thought that the ad was aimed at someone like them; this is higher than the 3% of all adults who believe this, although is not a statistically significant difference due to the small sub groups involved.

Those who had heard the 'Story' ad before were more likely to say that the ad made them think about the dangers of driving even after drinking a small amount of alcohol, that the ad made them think about the consequences or about the impact that drink driving might have on their lifestyle, that it made them think about their own driving, that it has made them drive more carefully and that it would make them think twice.

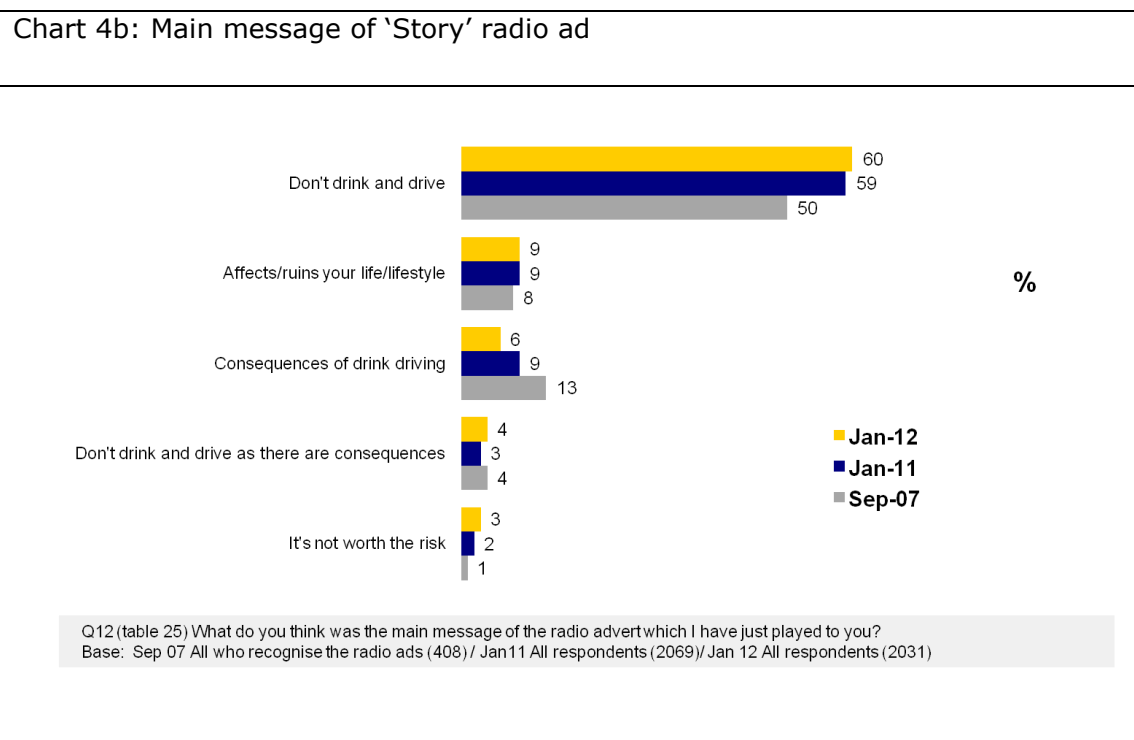
Cut through of the ad can be measured in a number of ways, such as the extent to which the ad sticks in the minds of listeners and whether listeners emotionally engage with the ad. Almost a fifth of adults (18%) said that the ad sticks in their mind, a significant decrease from 23% in 2011. Sixteen per cent said they liked the ad, while 4% described it as the sort of ad they would talk about with other people, also a reduction from 2011. Only two per cent thought that the ad told

them something new, which is to be expected considering the maturity of the 'Personal Consequences' campaign as a whole. Only very small proportions felt that the radio ad was irritating (3%) or confusing (1%), or that they were tired of hearing it (2%), suggesting that the ad is yet to achieve wear out.

4.2 Believed main message of the 'Story' radio ad

Respondents who listened to the 'Story' ad were asked to describe, in their own words, what they felt was the main message of the ad. Prior to 2011, this question was predominantly asked about the Moment of Doubt TV ad rather than the radio ad.

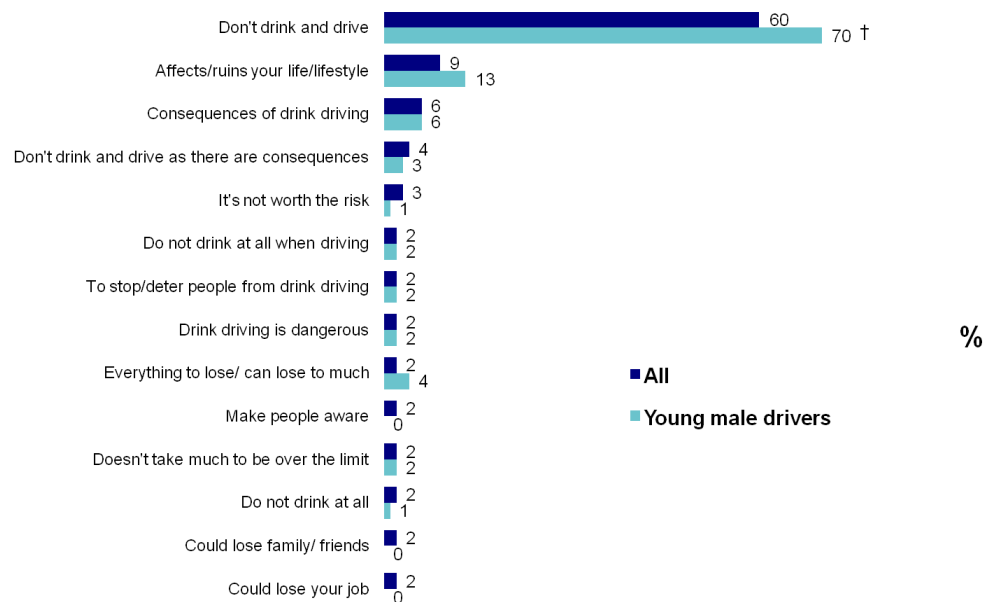
An open-ended question about the message of the 'Story' radio ads was also previously asked in September 2007, after the initial airing of this ad. In 2007 four similar executions of 'Story' ads were used. The most common responses given at that time are shown alongside the responses from January 2011 and January 2012 in Chart 4c.



As in January 2011, the majority of adults interpreted the main message of the ad to be the generic 'don't drink and drive' (60%, up from 50% in September 2007). However, the general pattern of other responses is similar across all waves, with 'consequences of drink driving' and the harmful effects on lifestyle being the next most recognised main messages of the ad.

Chart 4c shows the most frequent answers amongst all respondents and the target group of young male drivers aged between 17 and 29 in January 2012.

Chart 4c: Main message of 'Story' radio ad



Q12 (table 25) What do you think was the main message of the radio advert which I have just played to you?

Base: All respondents (2031) / Young male drivers 17-29 (81)

† indicates a significant difference between young male drivers and all respondents

The main message taken out of the radio ads was simply 'don't drink and drive' for both audiences, with young male drivers more likely to say this than all adults (70% vs 60%). One in ten adults felt that the main message more specifically related to the effects on your life or lifestyle (9%), with 13% of young male drivers taking this out as the main message. No other aspect was mentioned by more than 6% of each audience.

Although on the whole they are not statistically significant movements, directionally there has been a weakening of imagery associated with the 'Story' ad amongst the population as a whole. There was however more of a mixed picture amongst young male drivers who said the ad was more likely to make them think about the consequences of drink driving, think twice before drink driving and see the ad as aimed at them, all of which are positive indicators. There are no indications that this ad is as yet, wearing out.

5 Attitudes towards drinking and driving

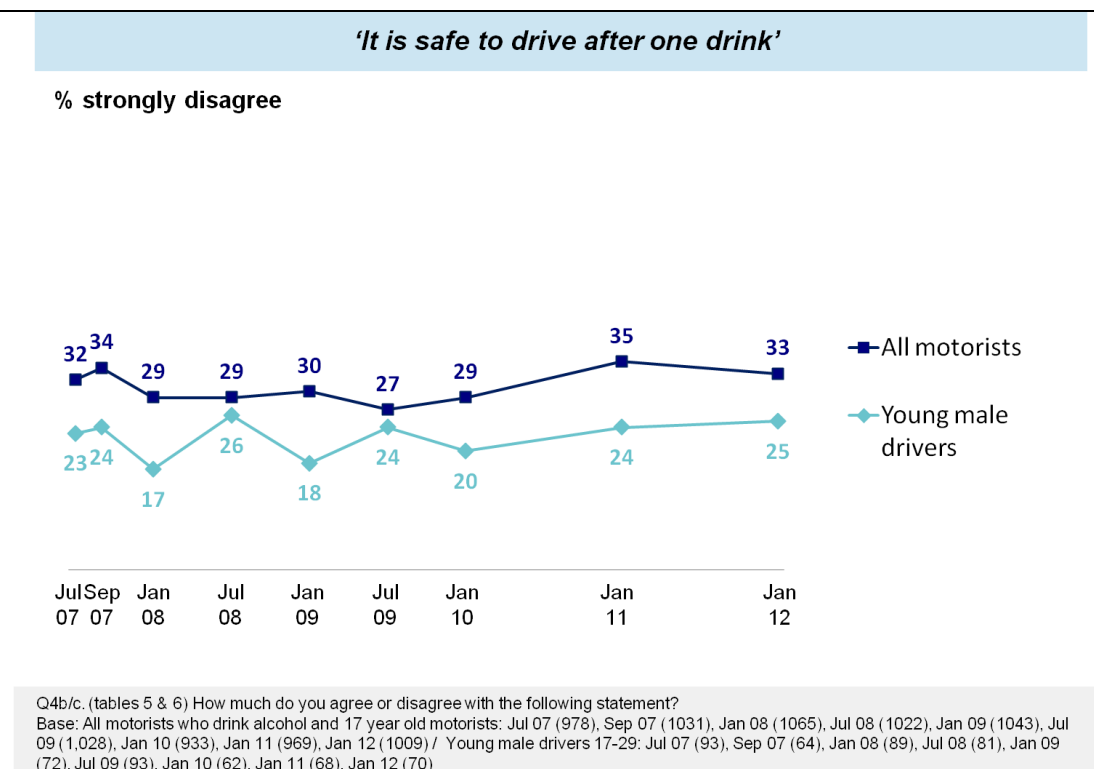
This chapter looks at attitudes towards drinking and driving. Measures taken in July 2007, prior to the start of the 'Personal Consequences' drink drive campaign, serve as a benchmark. These were measured again at the post evaluation stages in September 2007, January 2008, July 2008, January 2009, July 2009, January 2010, January 2011, and most recently, January 2012, which forms the focus of this report. The consecutive post evaluation stages make it possible to identify any shifts in awareness or attitudes that may be attributed to the new campaign approach.

Across time, since tracking began in 2007, there have always been slight differences when looking at the total results alongside the target group of 17-29 year-old male drivers.

5.1 Perceived safety of drink driving

All motorists who drink alcohol and all 17 year old motorists were asked whether they believed it was safe to drive after having one drink and after having two drinks. These questions were used to gauge opinions about the 'two-pint threshold', which is commonly believed to be the 'tipping point' after which driving starts to become unsafe (Chart 5a).

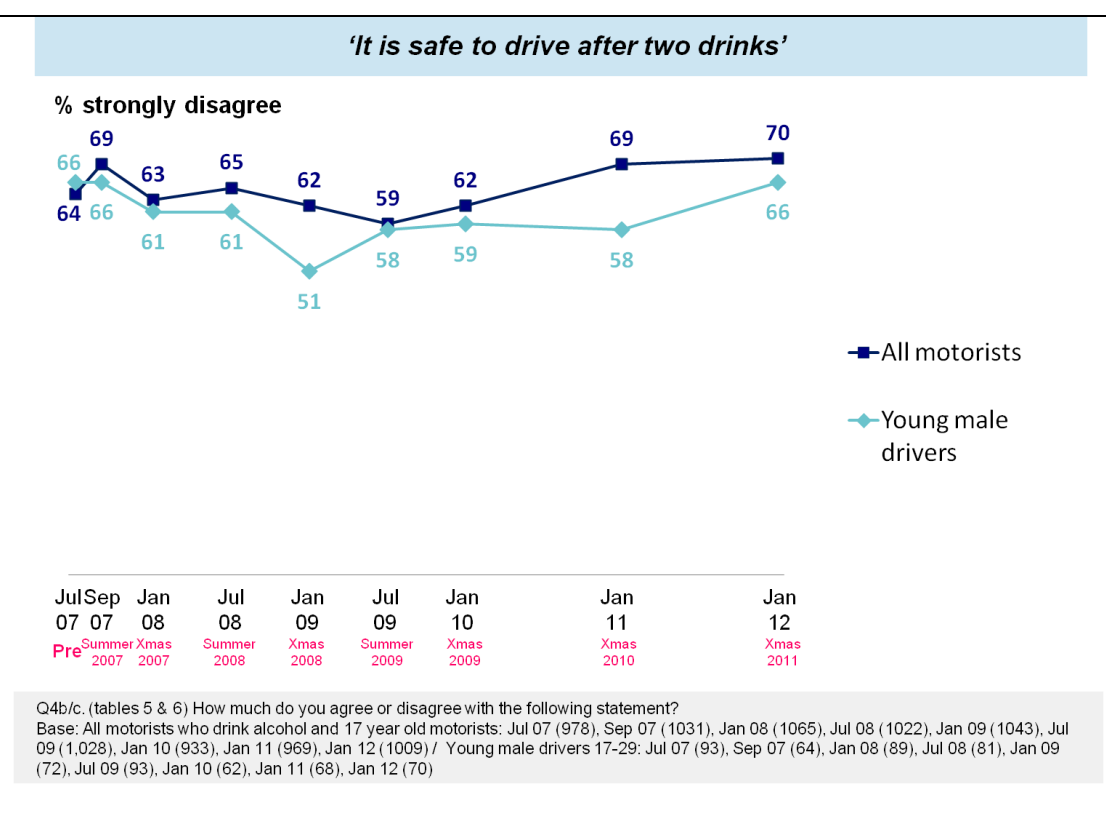
Chart 5a: Agreement with statement 'It is safe to drive after one drink'



As Chart 5a shows, a third (33%) of all motorists continue to strongly disagree that it is safe to drive after one drink, a comparable figure to that recorded in 2011 (35%) and still higher than at any other point since 2007. Amongst young male drivers, there is a similar trend with a quarter (25%) who strongly disagree with this statement in 2012, again, a comparable level to the 24% in 2011. As with every other wave since tracking began, young male drivers tend to be less likely than motorists as a whole to find this behaviour as unsafe, although due to small base sizes this difference is not significant.

Although a significant minority in both groups of motorists believe this behaviour to be unsafe, it is at the 'tipping point' threshold of two drinks where the unacceptability of the behaviour comes through, as Chart 5b below shows.

Chart 5b: Agreement with statement 'It is safe to drive after two drinks'

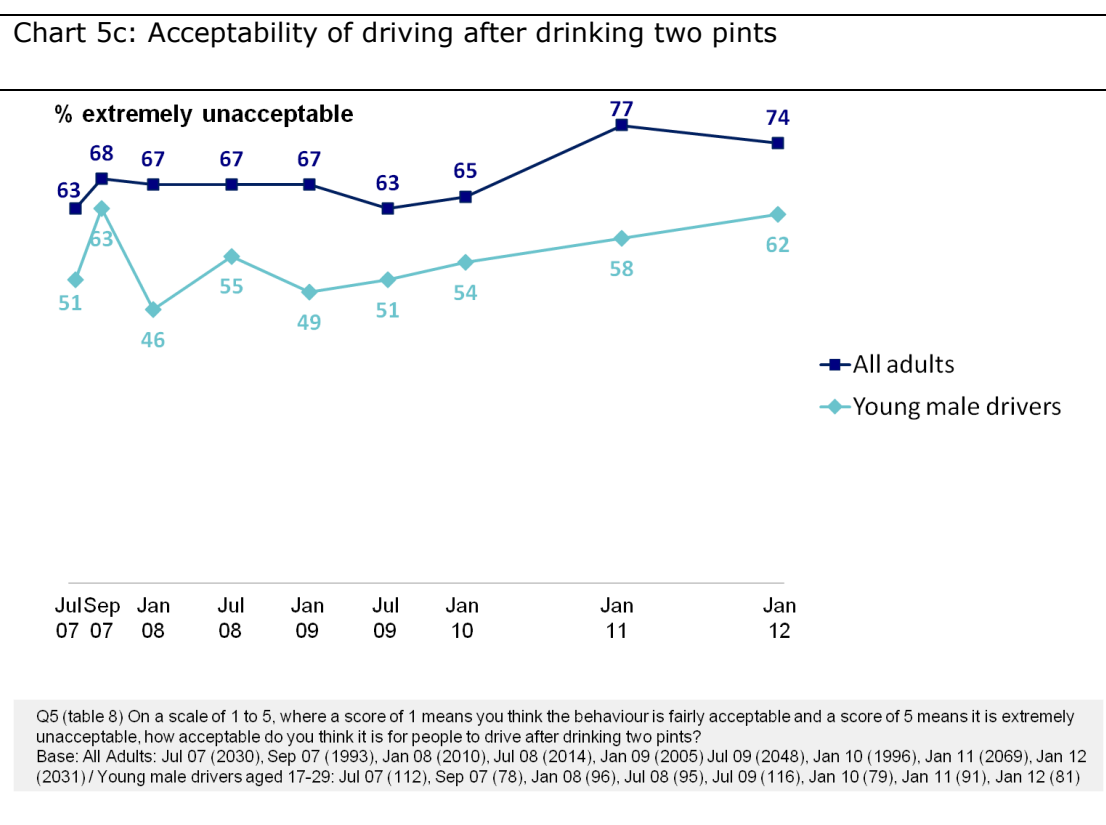


There are large levels of disagreement with the statement that it is safe to drive after two drinks and in fact, this disagreement has got stronger over time which is clearly a positive as it indicates that people are starting to take on board this message at higher levels. Specifically in 2012, 70% of all motorists strongly disagree that it is safe to drive after drinking two drinks which although not different from the 69% recorded in 2011, it is much higher than the level recorded between 2008 and 2010.

It is amongst the young male drivers however where the real difference over time can be seen. Their level of disagreement is now similar to that of motorists as a whole, two thirds (66%) are now disagreeing strongly with this statement, up from the 58% recorded in 2011, and the level at which it trended for a period of years. This message of two drinks being too much in order to be able to drive safely is clearly now starting to cut through more strongly to this group in particular which is a positive result as this is a Key Performance Indicator (KPI) measure for the campaign.

5.2 Perceived acceptability of drinking and driving

One of the aims of the 'Personal Consequences' drink drive campaign is to reinforce the social stigma around drinking and driving, with the shift to the personal rather than social consequences of drink driving. Therefore all respondents (including non-drivers) were asked to rate the acceptability of driving after drinking two pints. Results to this measure amongst some of the key groups are shown on the charts which follow.



Although not a significant decrease, the level of all adults regarding driving after two pints as extremely unacceptable has dropped slightly since 2011, from 77% to 74%. This level is however significantly higher than at any wave prior to 2011 and is therefore nothing to be concerned about at this point in time, with the vast majority taking on board the message that this behaviour is completely unacceptable.

Amongst young male drivers there has however been a steady increase in those deeming this behaviour as extremely unacceptable since 2009, rising from 49% to 62% over this period. This message is therefore clearly managing, over a period of time, to cut through to the key target of young male drivers.

Charts 5b-5c above show the results of those deeming drinking two pints to be extremely unacceptable by choosing point 5 on a scale of 1 to 5. In order to look at this question in more detail, Charts 5d-f which follow, show the results of those regarding the behaviour as a '4' or a '5' amongst all adults, all drivers and young male drivers.

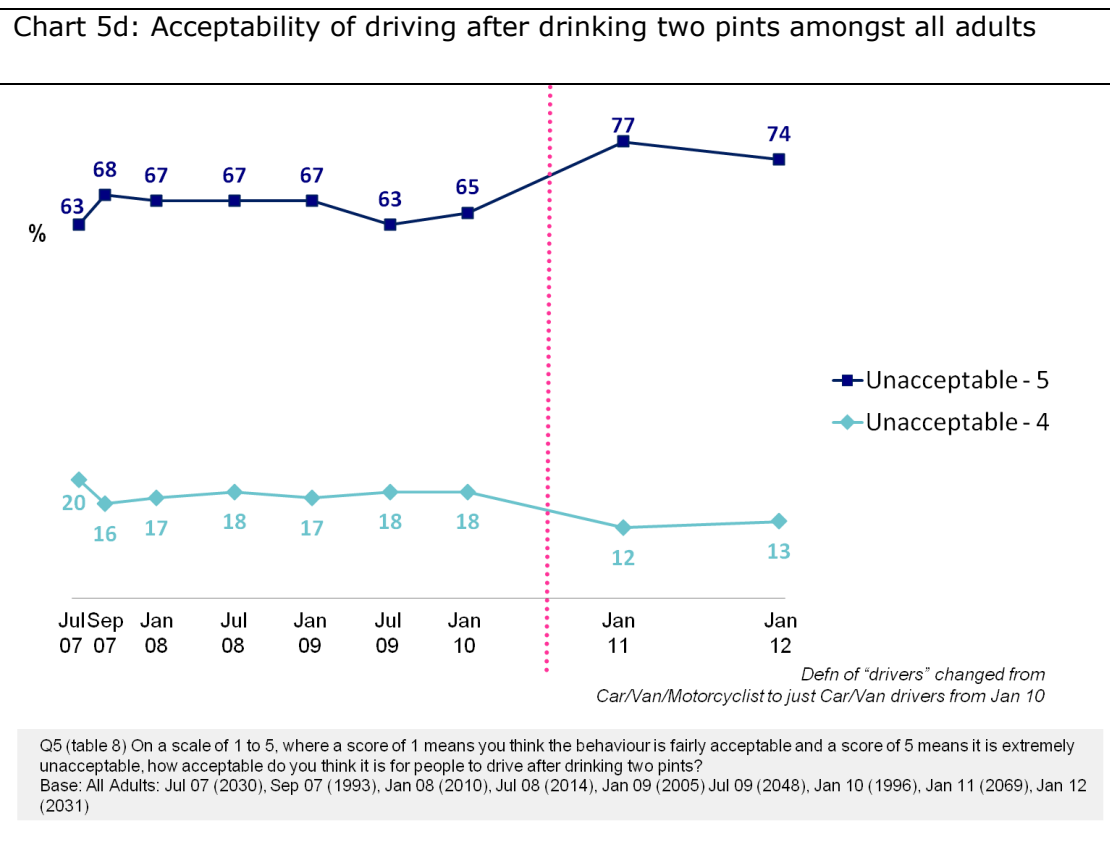
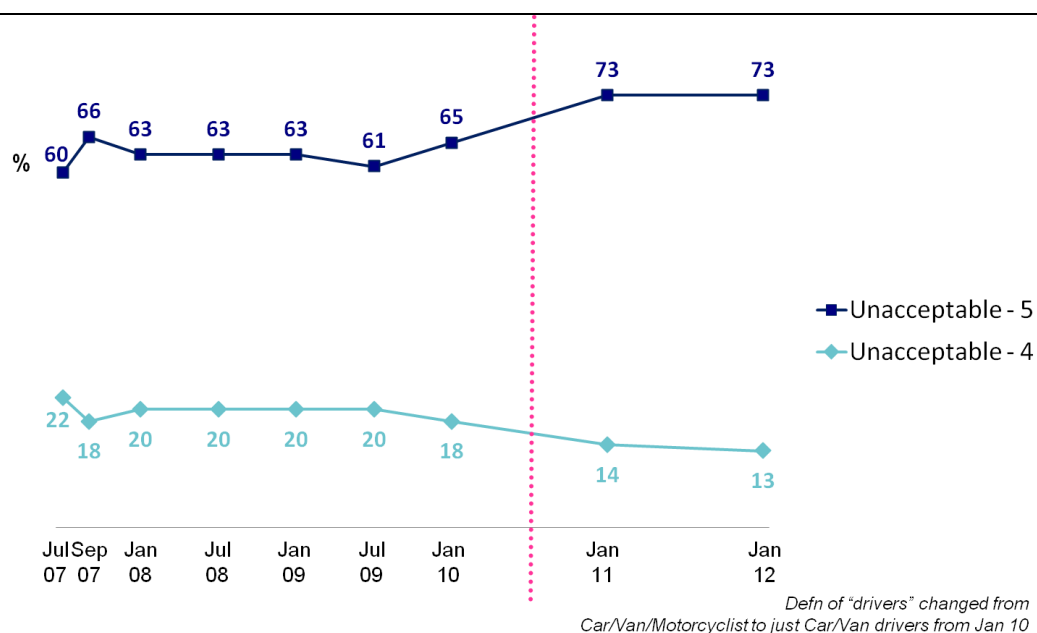
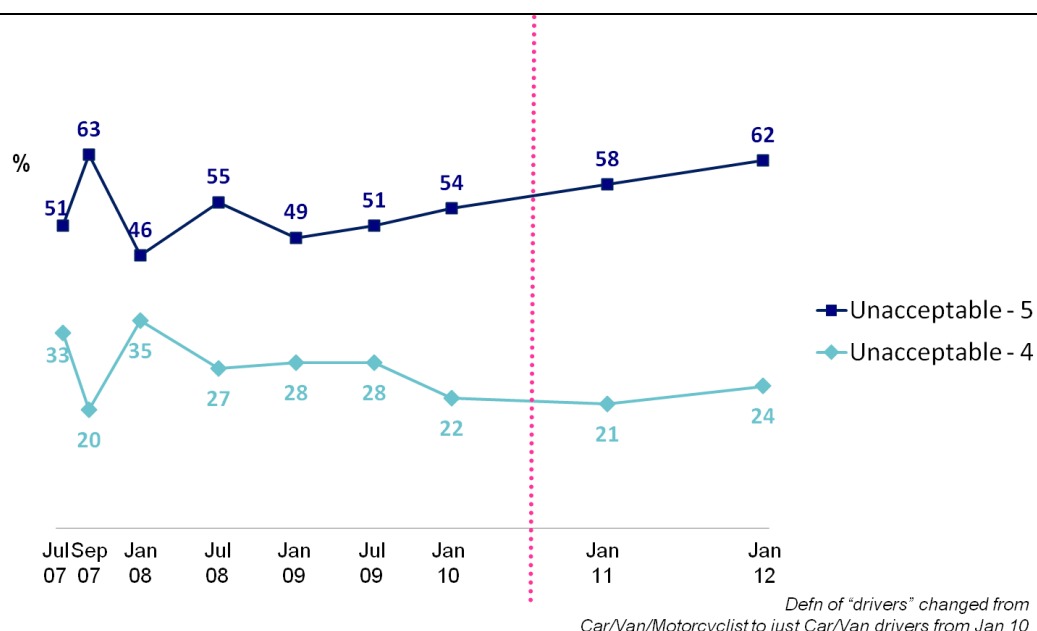


Chart 5e: Acceptability of driving after drinking two pints amongst **all** drivers



Q5 (table 8) On a scale of 1 to 5, where a score of 1 means you think the behaviour is fairly acceptable and a score of 5 means it is extremely unacceptable, how acceptable do you think it is for people to drive after drinking two pints?
 Base: All drivers (car/van) - July 07 (1203), Sep 07 (1252), Jan 08 (1268), July 08 (1278), Jan 09 (1276), July 09 (1282), Jan 10 (1165), Jan 11 (1258), Jan 12 (1227)

Chart 5f: Acceptability of driving after drinking two pints amongst young male drivers



Q5 (table 8) On a scale of 1 to 5, where a score of 1 means you think the behaviour is fairly acceptable and a score of 5 means it is extremely unacceptable, how acceptable do you think it is for people to drive after drinking two pints?
 Base: Young male drivers aged 17-29: Jul 07 (112), Sep 07 (78), Jan 08 (96), Jul 08 (95), Jul 09 (116), Jan 10 (79), Jan 11 (91), Jan 12 (81)

The charts above clearly show that there is no real difference between the population as a whole and drivers as a whole when it comes to the acceptability of drinking after two pints. Where there is some difference is the lower level of young male drivers who regard this behaviour as extremely negative.

It is however reassuring that when the combined results of those stating a 4 or a 5 for this behaviour, the overall percentage amongst young male drivers is on a par with that recorded for the general population as whole and drivers overall (86% young male drivers compared with 87% population as a whole and 85% all drivers). Therefore the difference amongst this sub-group is on the extreme of the unacceptability of the behaviour, not the unacceptability overall.

The message of the unacceptability of driving after drinking 2 drinks appears to be cutting through to all key audiences – there is strong disagreement that it is safe to drink after two drinks and that it is unacceptable to drink after two pints.

6 Consequences of drink driving

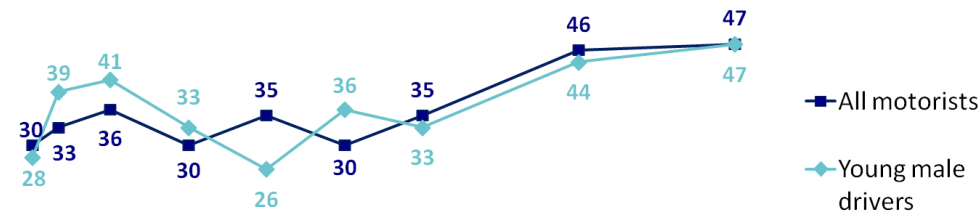
This chapter looks more closely at the personal consequences of drink driving, which is the focus of this campaign. As with the last chapter, measures for the latest drink drive campaign were benchmarked at the pre-stage evaluation carried out in July 2007. These measures were tracked again after the launch burst of the campaign in September 2007, post Christmas activity in January 2008, after the summer campaign in July 2008, in January 2009, July 2009, January 2011, January 2011 and at the most recent wave in January 2012, to identify any shifts in attitudes that may be attributed to the campaign focus.

6.1 Perceived likelihood of getting caught by the police

Chart 6a shows the proportion of motorists who believe themselves likely to be caught by the police if they were to drink drive. This question was asked of those aged 18 years and over who drink alcohol and 17 year old motorists (who could not be asked if they drink alcohol).

Chart 6a: Agreement with statement "If I were to drink and drive I would be likely to get caught by the police" – All motorists 18+ who drink alcohol and 17 year old motorists

% strongly agree



Q4a (table 4) How much do you agree or disagree with the following statement? "If I were to drink and drive I would be likely to get caught by the police" Base: All motorists who drink alcohol and 17 year old motorists: Jul 07 (978), Sept 07 (1031), Jan 08 (1065), Jul 08 (1022), Jan 09 (1043), Jul 09 (1,028), Jan 10 (933) Jan 11 (969), Jan 12 (1009) / Young male drivers 17-29: Jul 07 (93), Sept 07 (64), Jan 08 (89), Jul 08 (81), Jan 09 (72), Jul 09 (93), Jan 10 (62), Jan 11 (68), Jan 12 (72)

In January 2012 almost half (47%) strongly agreed they would be likely to be caught by the police if they were to drink drive. This measure has tended to fluctuate from wave to wave and is most likely to be affected by seasonality as it has tended to be higher in the January evaluations than at other times, most

likely reflecting an increased perception of police presence over the Christmas and New Year period. However, the January 2011 level (46%) saw a significant increase from any previous Christmas activity (35% in January 2010) and the January 2012 level remains relatively high. The reason why this is higher than other years (when spend was higher) is unclear, however it may be that there is less background noise and the messages are more easily picked up on and embraced.

Those who thought that it was unacceptable to drive after drinking 2 drinks were more likely to agree strongly with the likelihood of getting caught by the police (50%), compared with those who think driving after 2 drinks is acceptable (25% strongly agreed that they would be likely to be caught).

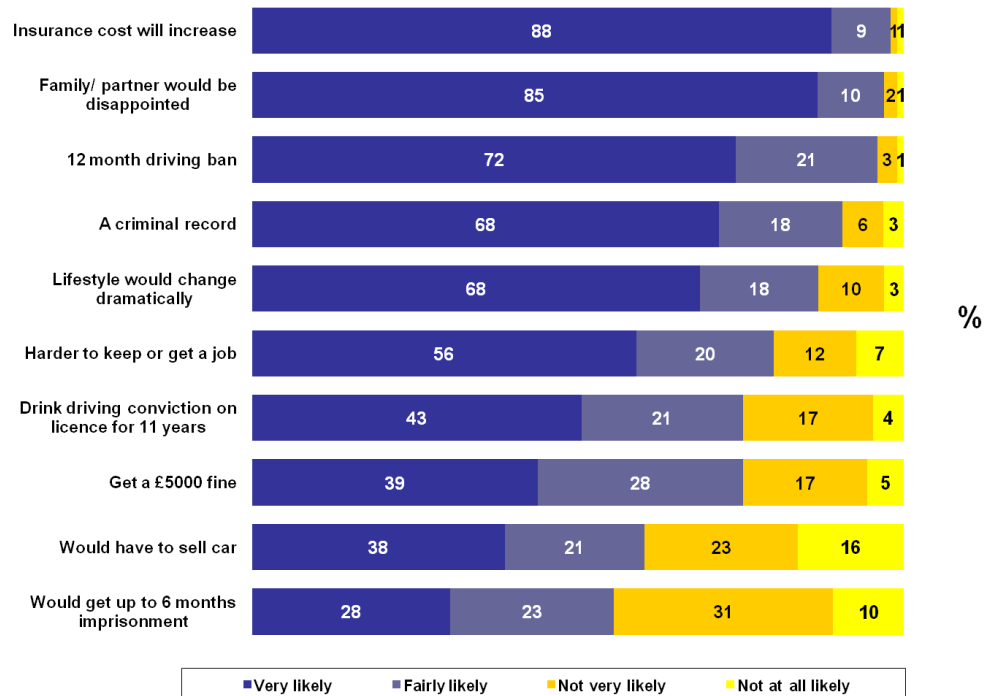
The target group of young male drivers aged 17-29 were as likely as motorists overall to strongly agree that if they were to drink drive they would likely be caught by the police (47%). The level of agreement amongst young male drivers was also in line with the previous wave.

The proportion agreeing at all that they would be likely to be caught by the police if they were to drink drive is a KPI for the drink drive campaign, related to improving perceptions of enforcement of drink driving. Whilst a significant shift was seen between January 2010 (66%), and January 2011 (72%), the proportion remains unchanged this wave (70%) for all motorists, although this still represents a 12 percentage point increase since the July 2007 pre-stage. Young male drivers express a similar level of agreement (71%) to all motorists. This is comparable to agreement seen in the previous two waves, and a 14 percentage point increase since the July pre-stage albeit not significant due to small base sizes.

6.2 Likelihood of consequences of drink driving

Motorists aged 18+ who drink alcohol were asked to rate the likelihood that each of a list of ten consequences would happen if they were caught drink driving. Chart 6b and Chart 6c show the perceived likelihood of the consequences of being caught drink driving at the latest wave for all motorists and for young male drivers. Charts 6d to 6m show the perceived likelihood over time for each individual consequence, both for motorists who drink and for the young male driver subgroup. This question was not asked in July 2009.

Chart 6b: Likelihood of consequences of being caught drink driving – All motorists who drink (January 2012)



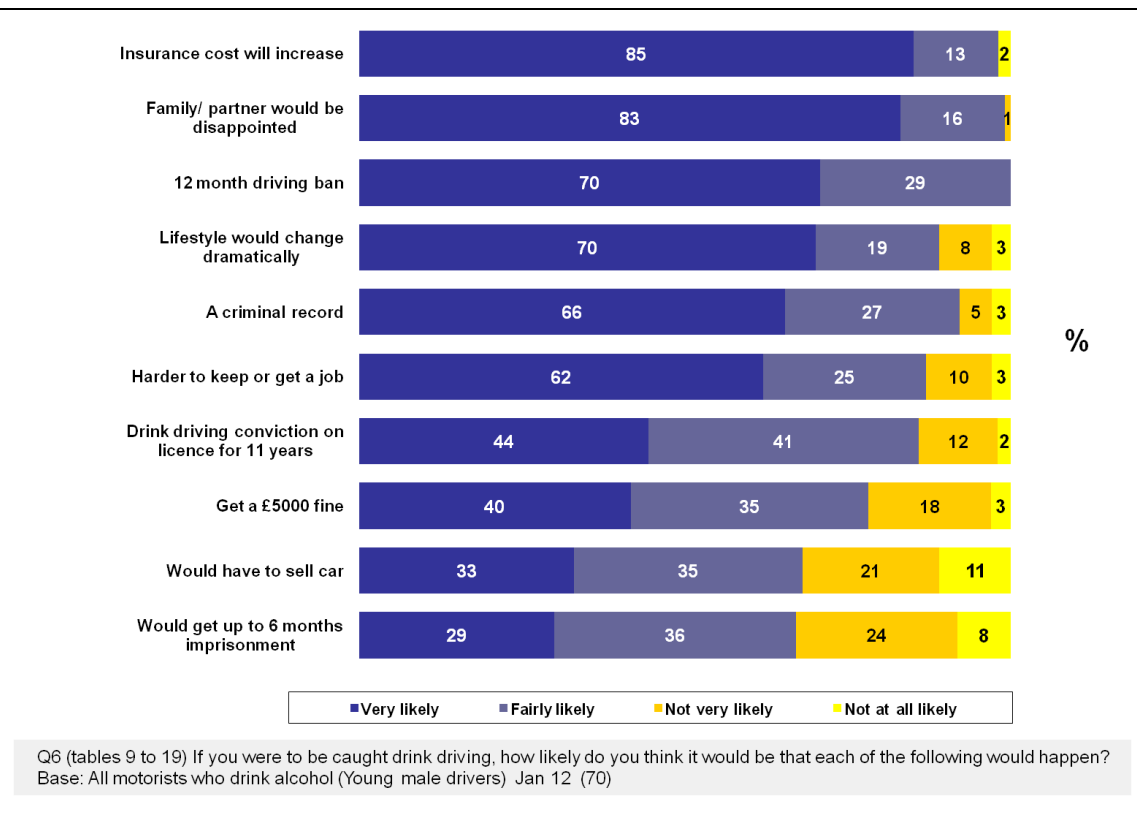
Q6 (tables 9 to 19) If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?
Base: All motorists who drink alcohol : Jan 12 (1004)

In the latest wave, the consequences that motorists thought most likely was that insurance cost would increase and that their family or partner would be disappointed, with almost all motorists thinking these likely (96% and 95% respectively). Nine in ten motorists thought it likely that they would receive a 12 month driving ban (93%).

Six months imprisonment was thought to be the least likely consequence (51%).

At the latest wave, young male drivers did not differ greatly from the pattern shown by all motorists (Chart 6c).

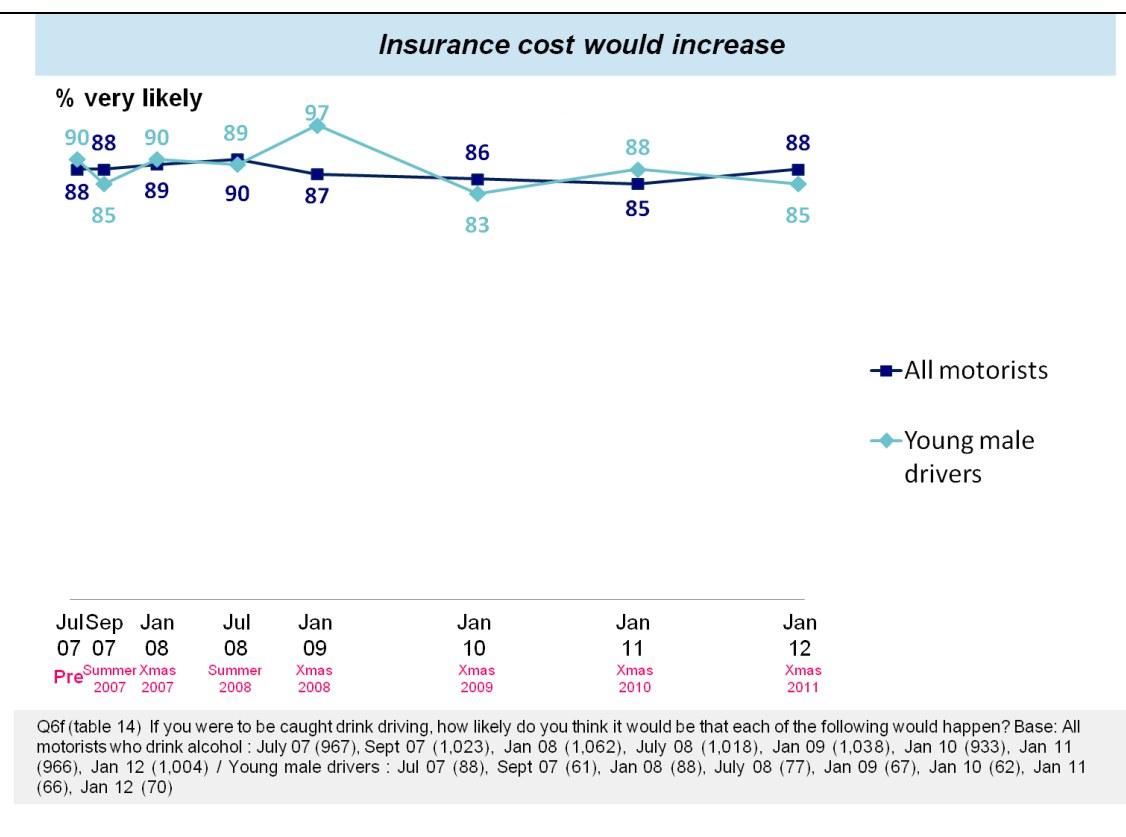
Chart 6c: Likelihood of consequences of being caught drink driving – All young male drivers who drink (January 2012)



Young male drivers thought that a 12 month driving ban, their family or partner would be disappointed or an increase in insurance would be the most likely consequence (99%, 99% and 98% respectively thought this likely). Like all motorists, young male drivers thought that getting up to six months imprisonment would be the least likely consequence: two thirds of young male drivers (65%) thought this, a greater proportion than motorists generally.

Consistently over time, the consequence that motorists thought most likely to happen as a result of being caught drink driving was that the cost of insurance would increase (Chart 6d).

Chart 6d: Likelihood of consequences of being caught drink driving – Insurance cost would increase

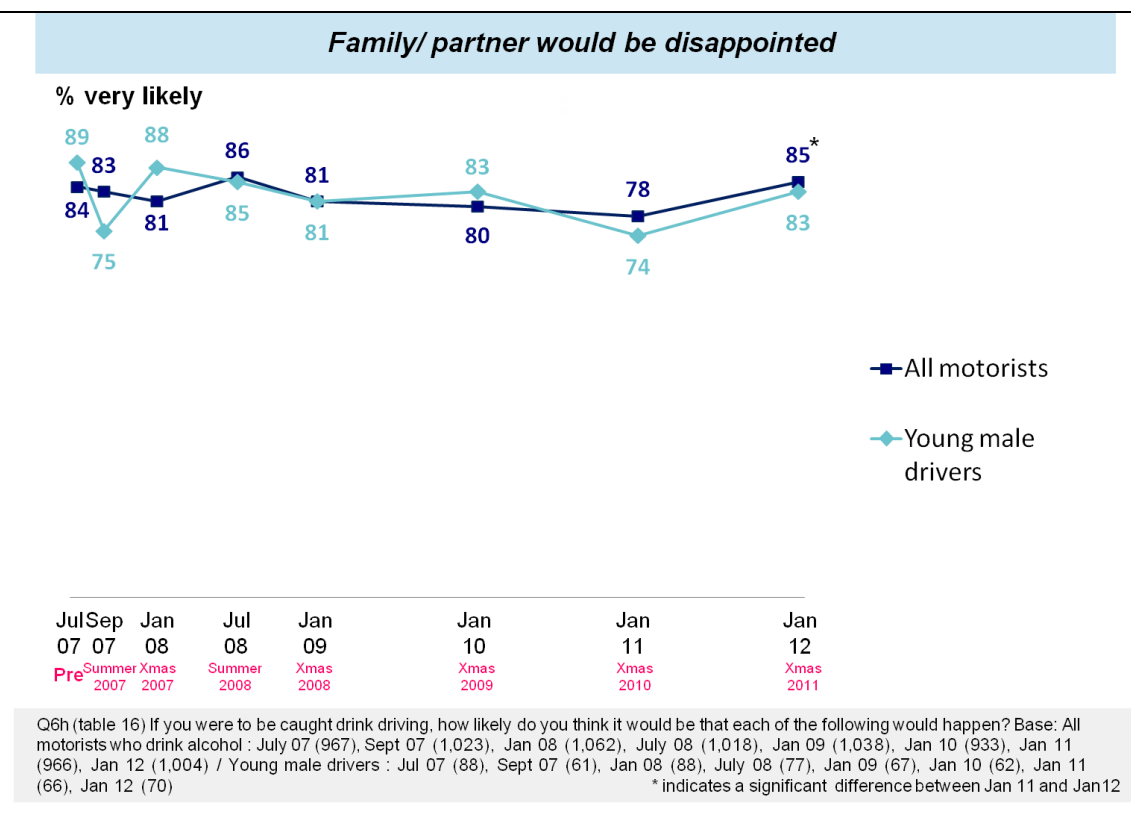


Almost nine in ten (88%) felt that, as a result of being caught drink driving, their insurance cost would very likely increase. This has changed very little over time since July 2007.

Young male drivers were no more or less likely to think that this would be a probable consequence, and there were no significant differences by gender, age or other subgroups.

As can be seen in Chart 6e, it was also the case that almost nine in ten motorists who drink thought it would be very likely that their family or partner would be disappointed if they were caught drink driving (85%).

Chart 6e: Likelihood of consequences of being caught drink driving – Family/ partner would be disappointed

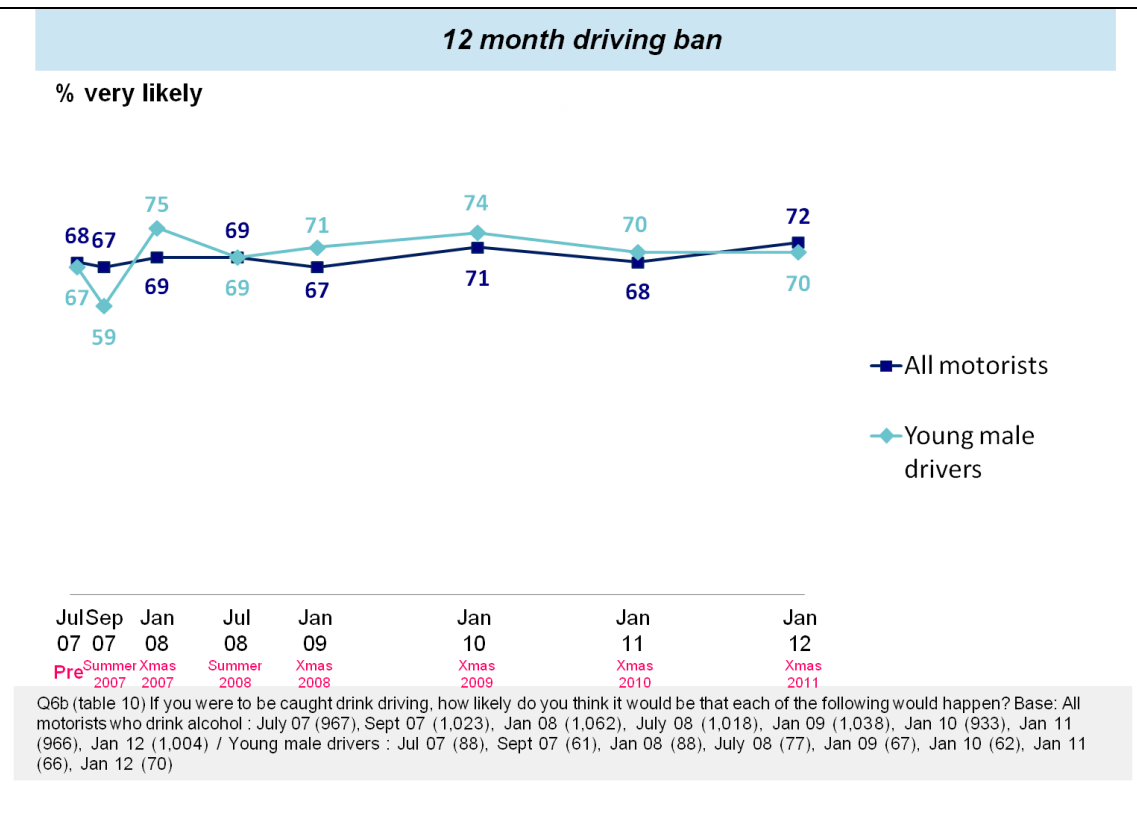


This represents a significant increase since January 2011 (78%), with the level saying very likely returning to peak levels seen in July 2008 (86%).

Views of young male drivers were very similar to motorists overall (83% saying it was a very likely consequence). However young male drivers were slightly more inclined to say it would be at all likely (99% compared with 95% of motorists)

Those who thought that it was unacceptable to drive after drinking 2 drinks were more inclined to say that their family/ partner would be disappointed was a very likely consequence (87%), compared with those who think driving after 2 drinks is acceptable (73%).

Chart 6f: Likelihood of consequences of being caught drink driving – 12 month driving ban

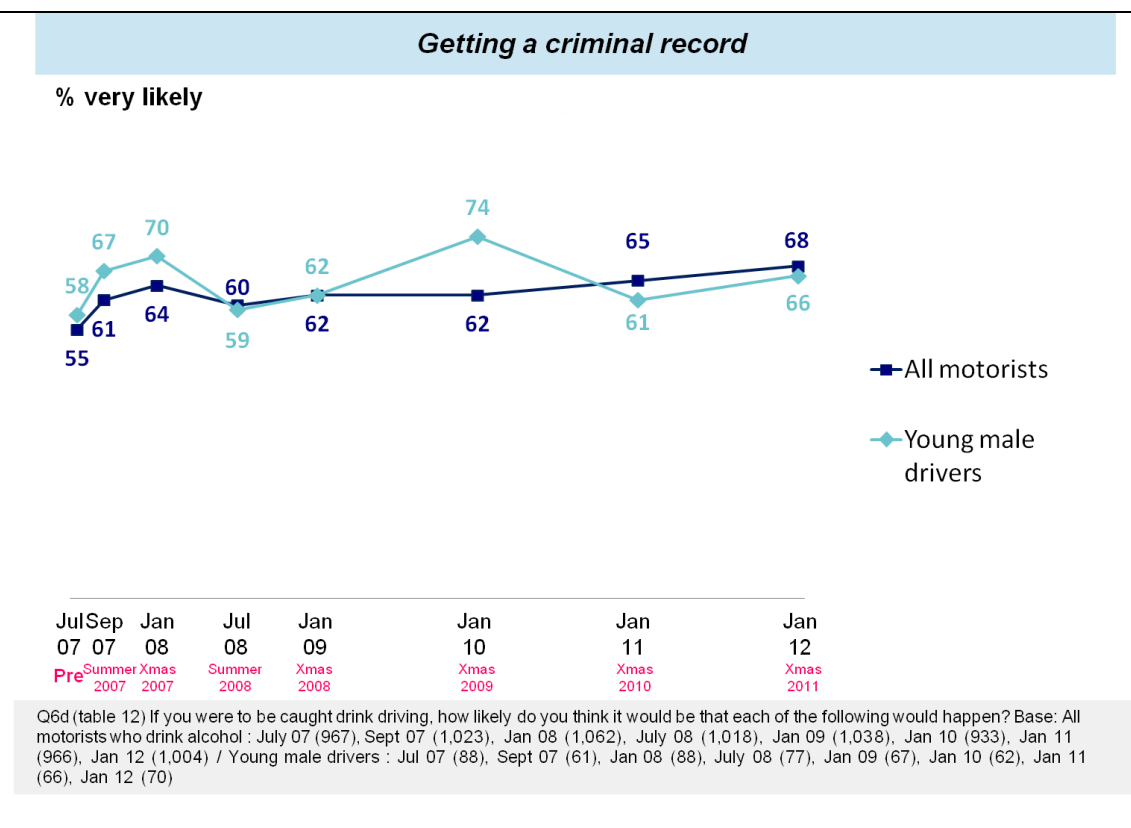


Seven in ten (72%) felt it was very likely that they would get a 12 month driving ban if they were caught drink driving. This has remained relatively stable over time and young male drivers were similar to respondents overall on this measure. However young male drivers were more likely than motorists to say this consequence was at all likely (99% compared with 93% of motorists).

Those from lower social grades, C2DEs, were more inclined than ABC1s to say it was very likely that they would get a 12 month driving ban (77% compared with 68%), as were those from a white background (73%) compared to those from a non-white background (42%).

A similar proportion thought it very likely that they would get a criminal record if they were caught drink driving (68%), as shown in chart 6g.

Chart 6g: Likelihood of consequences of being caught drink driving – Get a criminal record



There has been an increase in the proportion saying this was a very likely consequence over time – rising from 62% to 68% between 2010 and 2012.

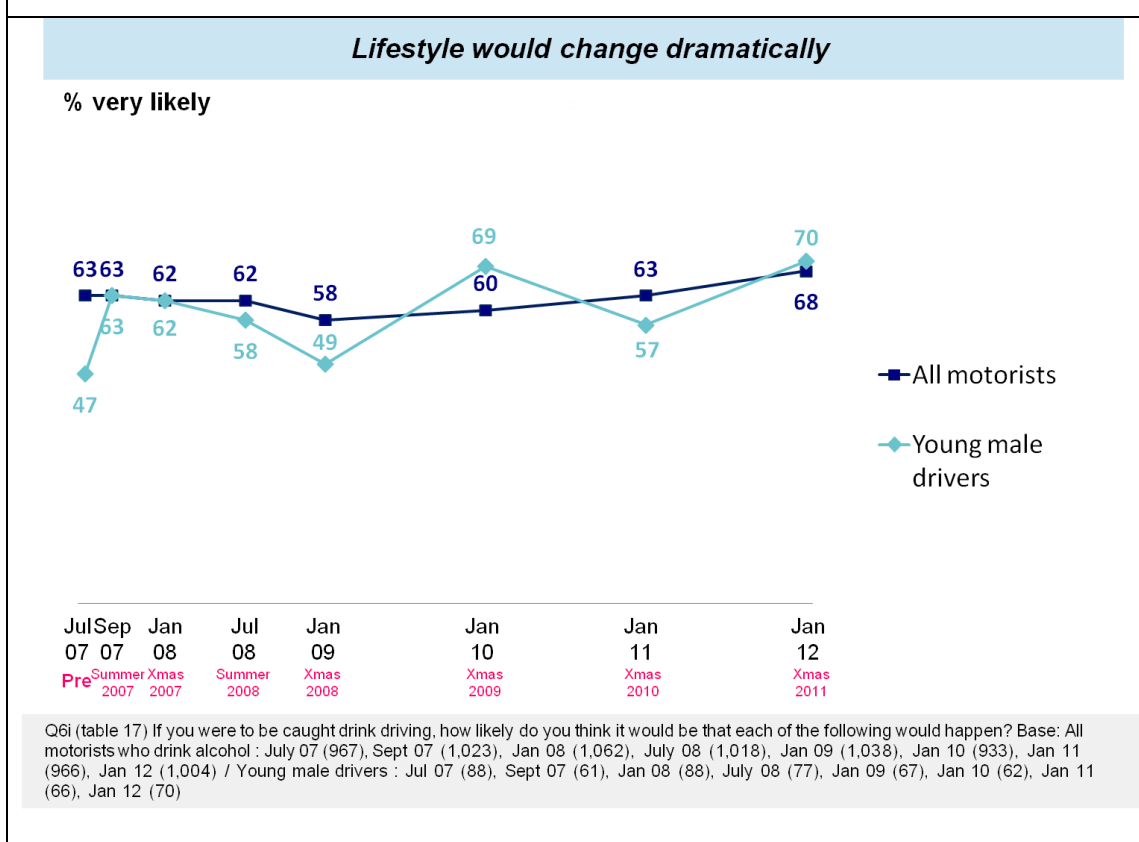
Young male drivers were not significantly different to all respondents in thinking that getting a criminal record was a very likely consequence (66%). Their responses have fluctuated over time for this measure but these changes are not significant given the base sizes for this group.

Those who recognised an ad from the Drink Drive campaign were more inclined to say getting a criminal record was a very likely consequence of being caught drink driving than those who did not recognise any campaign ads (74% compared with 67%). This is encouraging given this was a core message of the Christmas drink drive activity. Business motorists were more inclined to say very likely than leisure motorists (77% compared with 67%), perhaps because gaining a criminal record from a driving related incident may have a greater impact on their job and lifestyle than those who only drive for leisure purposes.

The proportion saying that getting a criminal record is a likely consequence of drink driving is a KPI measure, related to the campaign's aim of increasing perceptions of likely personal consequences of drink driving. Almost nine in ten motorists (86%) said it was a likely consequence, comparable with the 88% achieved in January 2011, following a significant increase from 82% in January 2010. Young male drivers express similar levels of likelihood to motorists.

Two thirds thought that a change in lifestyle would be a very likely consequence of being caught drink driving in January 2012 (68%).

Chart 6h: Likelihood of consequences of being caught drink driving – Lifestyle would change dramatically



As seen with the previous measure (likelihood of getting a criminal record), there has been a gradual increase in the proportion who believed it was very likely that their lifestyle would change dramatically since the relative low in Jan 2009, but there have been no significant shifts since Sept 07.

Young male drivers showed no significant difference to motorists in their belief in the likelihood of this consequence (70%).

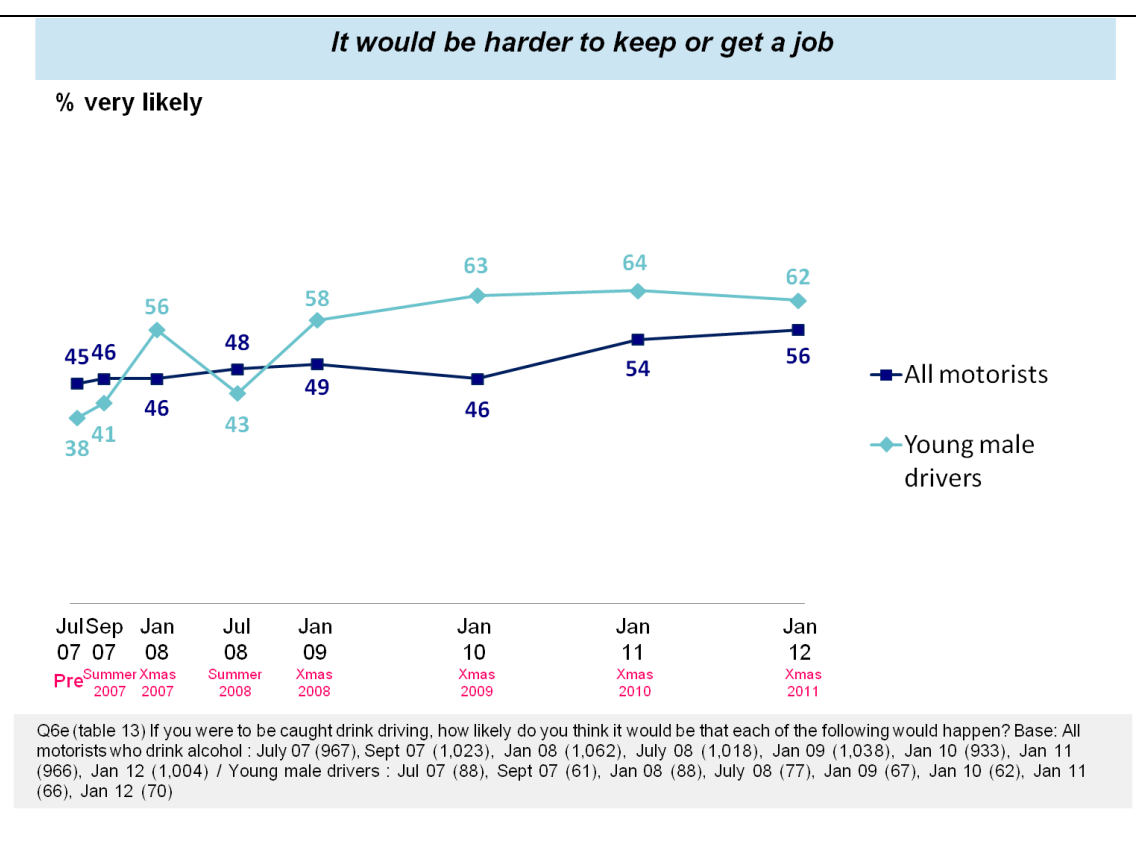
Those who recognised any ad in the Christmas campaign were more likely to see a change of lifestyle as a very likely consequence (74% compared with 63% of those who had seen none of the ads). Business motorists were more inclined to

say very likely than leisure motorists (76% compared with 67%), as were those who thought that it was unacceptable to drive after drinking 2 drinks (71%), compared with those who think driving after 2 drinks is acceptable (44%).

This is also a campaign KPI measure, with 86% of motorists saying their lifestyle would change dramatically if they were caught for drink driving, and this has remained relatively unchanged since September 2007. Views of young male drivers are similar, with 89% saying this was a likely consequence.

Over half (56%) believed that it was very likely that being caught drink driving would make it harder to get a job or keep their job.

Chart 6i: Likelihood of consequences of being caught drink driving – Harder to keep or get a job



This is unchanged from the previous wave (54% in January 2011), when there was the first significant increase in the proportion saying very likely (from 46% in January 2010). Loss of a job was a theme of the radio ad.

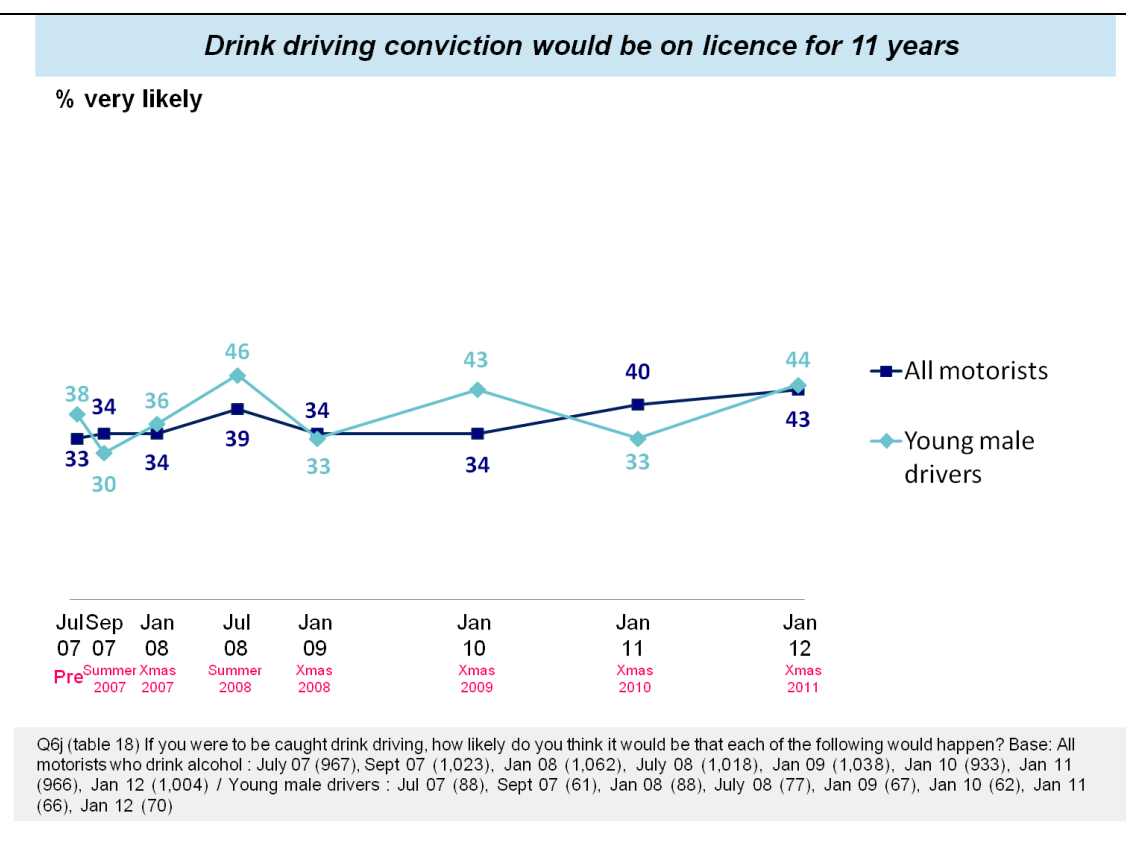
A higher proportion of motorists who recognised any ad used in the campaign thought that losing your job was very likely (61%) than those who did not recognise the ads (52%) as did those belonging to lower social grades, C2DEs, were also more inclined to think this (62% very likely, compared with 53% of ABC1s). Business motorists were also more inclined to think this (68% very

likely, compared with 56% of leisure motorists), perhaps reflecting the greater risk to their livelihood from a criminal record from a driving related incident.

There was only a slight difference between the proportion of motorists and young male drivers who thought this consequence was very likely (62% vs 56%). However young male drivers were significantly more likely than motorists overall to think this was a likely consequence in general (88% compared with 77% of all motorists). This is encouraging given the target of the Christmas campaign.

The summer 2008 campaign included the message that a drink driving conviction would be recorded on your licence for 11 years. The perceived likelihood of a drink driving conviction being on your licence for 11 years is shown in Chart 6j.

Chart 6j: Likelihood of consequences of being caught drink driving – Drink driving conviction would be on licence for 11 years



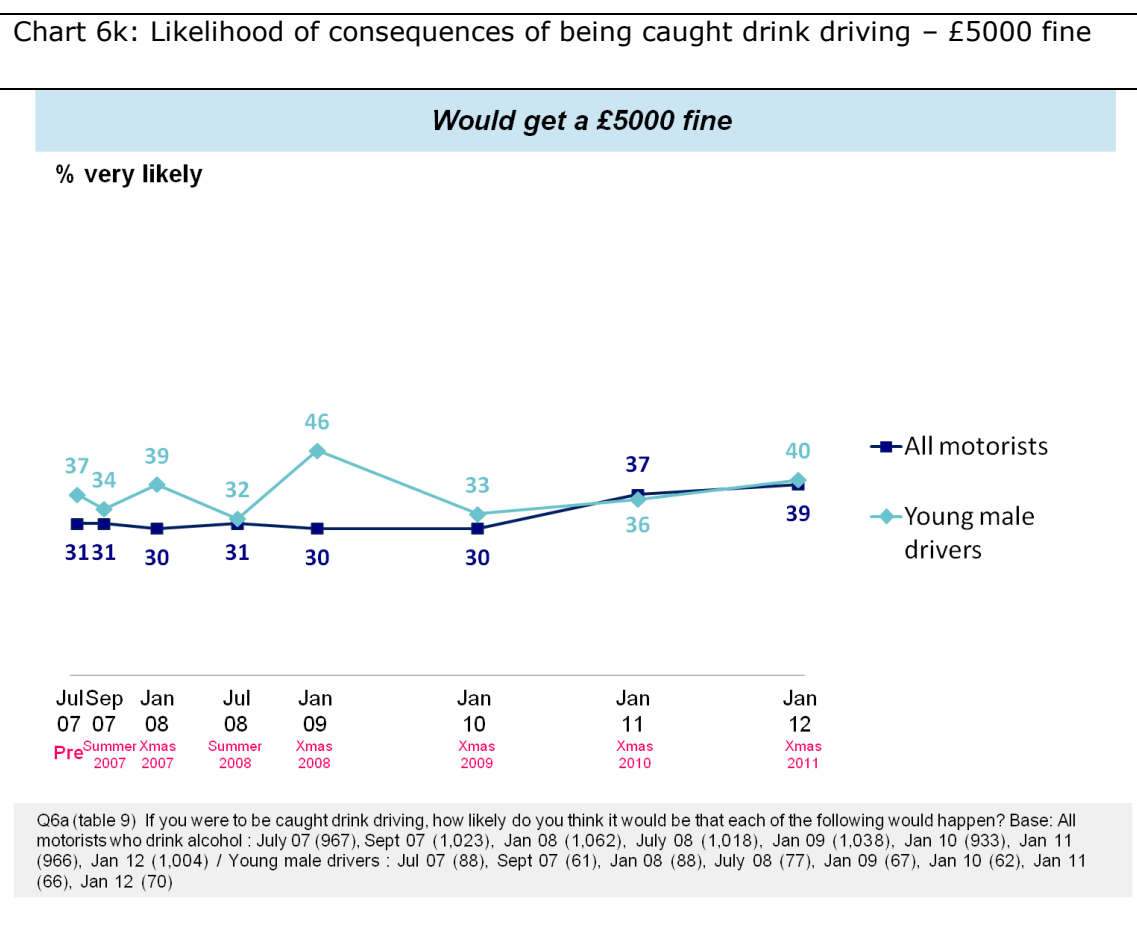
In July 2008 the proportion who believed that a drink driving conviction on your licence for 11 years was a very likely consequence of being caught drink driving increased from 34% to 39%. Following this, the proportion who felt that an 11 year record on their licence was a very likely consequence returned to previous levels of around one in three (34% in January 2010). However, the proportion thinking this very likely increased significantly again following the 2011 burst of activity to 40%, and has remained at this proportion (43%) following the 2012

campaign activity. The reason for this is unclear given it was not a key message for the Christmas activity.

Young male drivers were not different in their likelihood to see this as a very likely consequence (44%), but a significantly greater proportion believed this consequence was at all likely (85% compared with 64% of motorists). Responses for this group have fluctuated over time for this measure but these changes are not significant given the base sizes.

Business motorists were more inclined to say *very likely* than leisure motorists (56% compared with 43%), as were those who thought that it was unacceptable to drive after drinking 2 drinks (46%), compared with those who think driving after 2 drinks is acceptable (23%) and those from lower social grades, C2DEs (52%) compared with those from higher social grades, ABC1s (38%).

Four in ten (40%) respondents believed a fine of up to £5,000 was a very likely consequence of being caught drink driving (Chart 6k), unchanged from the previous wave.



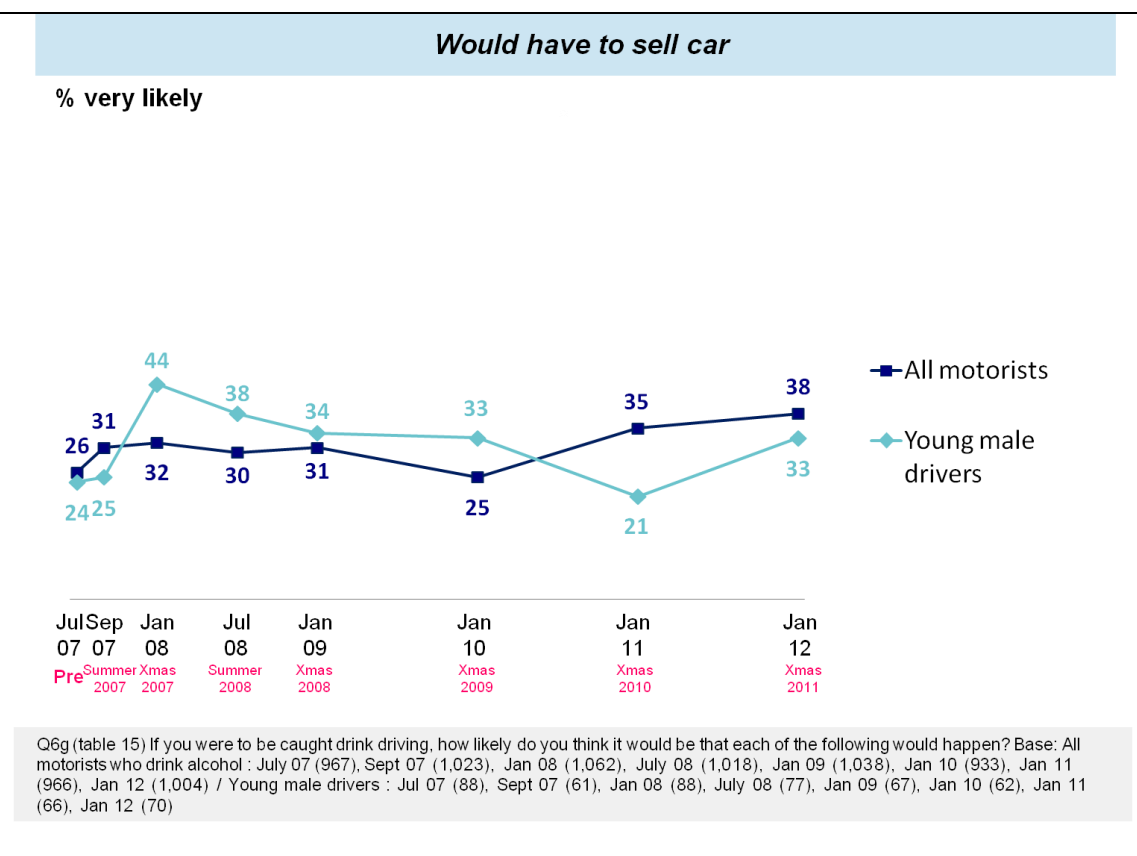
However, the proportion thinking this consequence *very likely* did increase significantly in January 2011 to 37% compared with 30% in January 2010, and

this increase has been sustained, rising further to 39% in January 2012. Young male drivers did not differ from motorists generally in their perception of this.

Those who recognised one or more of the ads from the Christmas campaign were more inclined to say this was a very likely consequence than those who did not recognise an ad (44% compared to 35% of non-recognisers). Again, the reason for this is unclear given the message selection of the Christmas activity. Perhaps it is a reflection of the current economic climate, focusing on the financial aspect.

Four in ten, (38%) thought it likely that they would have to sell their car as a result of being caught drink driving, similar to the proportion saying this in 2010. This was a message of previous radio ads, although not of the 'Story' execution used at Christmas 2011.

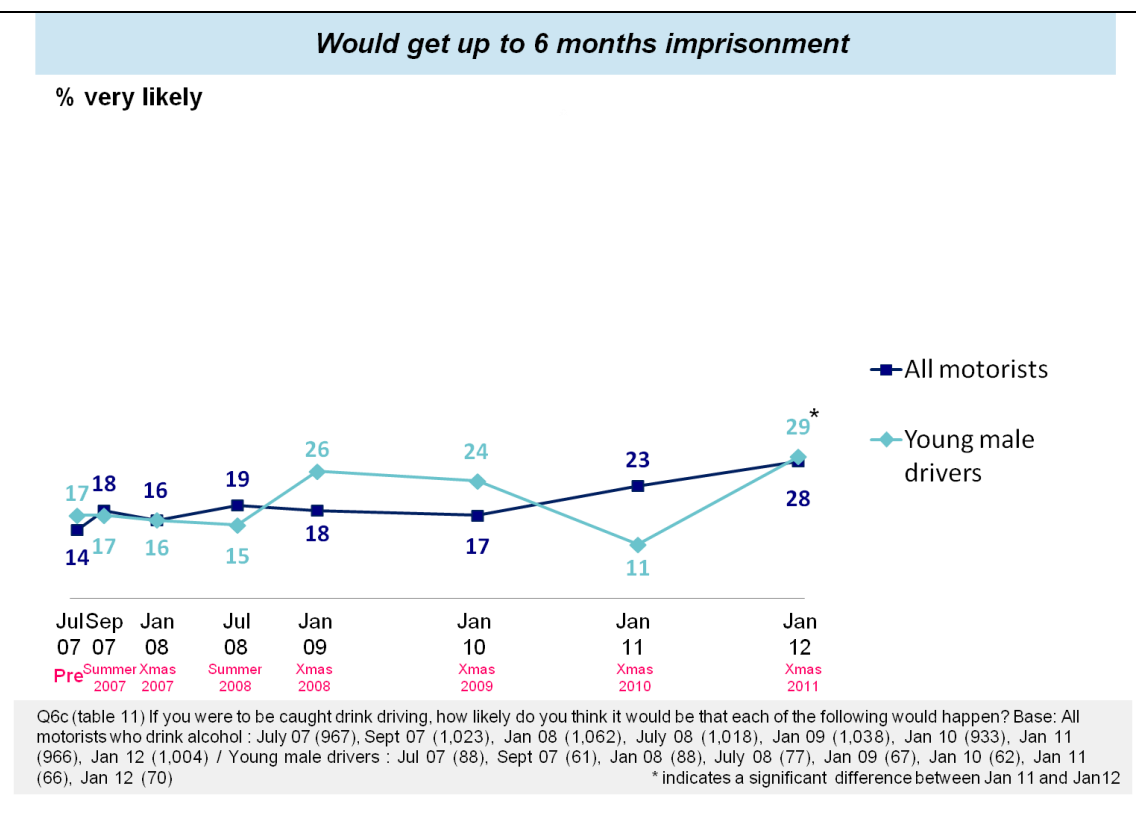
Chart 6I: Likelihood of consequences of being caught drink driving – Would have to sell car



This is largely unchanged from January 2011 (35%), following a significant increase from 25% in January 2010. Again the reason for this is unclear given the message selection of the Christmas drink drive activity. The views of young male drivers were in line with those of motorists, and there were no sub-group differences.

Getting up to six months in prison was the consequence that motorists thought was least likely to happen as a result of being caught drink driving.

Chart 6m: Likelihood of consequences of being caught drink driving – Would get up to 6 months imprisonment



Just over one quarter of respondents (28%) believed being sentenced up to 6 months in prison would be a very likely consequence of drink driving, continuing the upward trend seen between January 2010 and January 2011.

Young male drivers were no more or less likely to think this was a very likely consequence than motorists in January 2012. However, there was a significant shift in their beliefs following a drop in 2011, with the proportion returning to peak levels seen in January 2009 and 2010 (29% very likely in January 2012 compared with 11% in 2011).

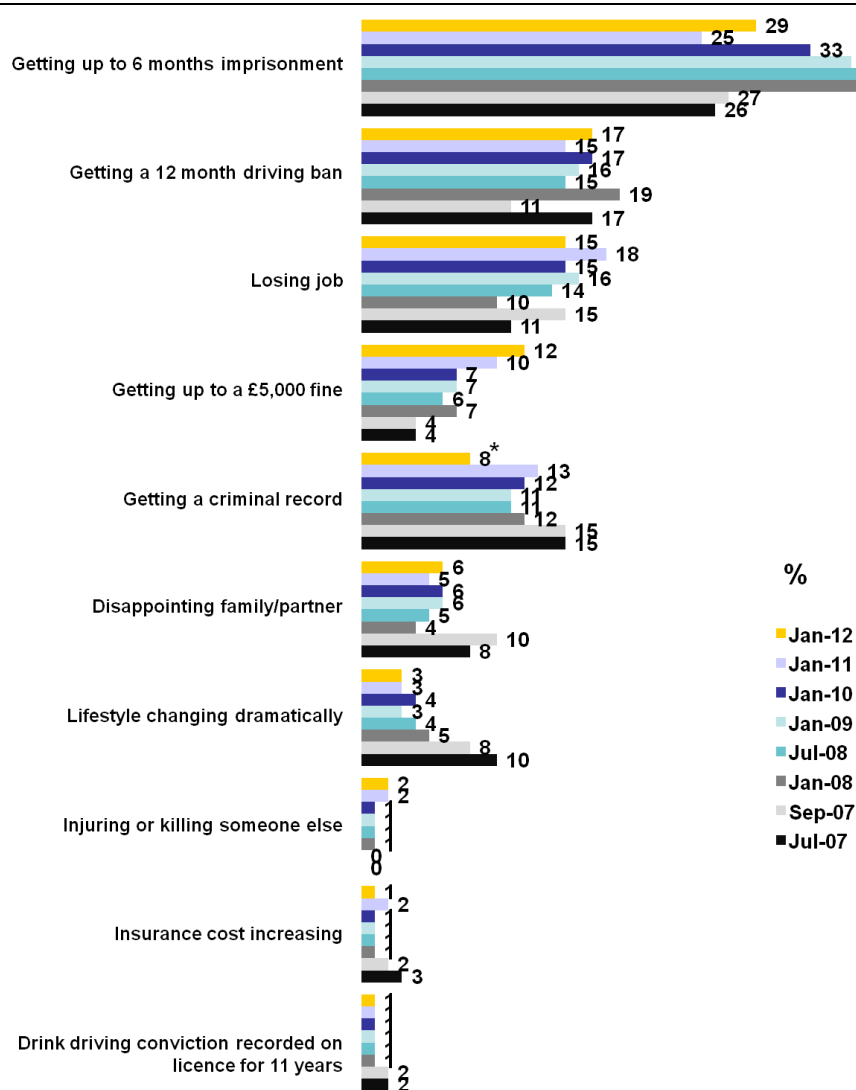
Those from lower social grades were more likely to think a prison sentence would be very likely (35% C2DE compared with 24% of ABC1s).

6.3 Consequences most concerned about

After considering the likelihood of a number of consequences of drink driving, all motorists aged 18+ who drank alcohol were asked to state which of a list of

consequences they would be most likely to worry about (Charts 6n and 6o). This question was not asked in July 2009.

Chart 6n: Consequences of drink driving most likely to worry about (prompted) – over time



Q7 (table 20) And which of the following would you be most likely to worry about happening? Base: All motorists 18+ who drink alcohol: July 07 (967), Sept 07 (1,023), Jan 08 (1,062), July 08 (1,018), Jan 09 (1,038), Jan 10 (933), Jan 11 (966), Jan 12 (1,004)

* indicates a significant difference between Jan 11 and Jan12

A number of the drink drive consequences that motorists would be most likely to worry about happening to them were related to legal implications. As seen in previous waves, a prison sentence was the consequence motorists were most likely to worry about, despite this being the consequence motorists were least likely to believe would happen to them, with 28% thinking it would be very likely. Three in ten (29%) were most likely to worry about getting a prison sentence

which is not significantly different to the one quarter (25%) who said this in 2011. However this message is not explicit in the current advertising campaign.

Other legal consequences that motorists were concerned about were receiving a 12 month driving ban (17%), getting a £5000 fine (12%) and the possibility of gaining a criminal record (8%). Despite the possibility of gaining a criminal record being a focus of the advertising, this proportion is significantly less than the 13% who said this in 2011.

Women (34%) were more likely to worry about getting a prison sentence than men (25%), as were those from a white ethnic background (29% compared with 8% of those from a non-white ethnic background). There were no significant changes at the most recent wave for the other legal consequences.

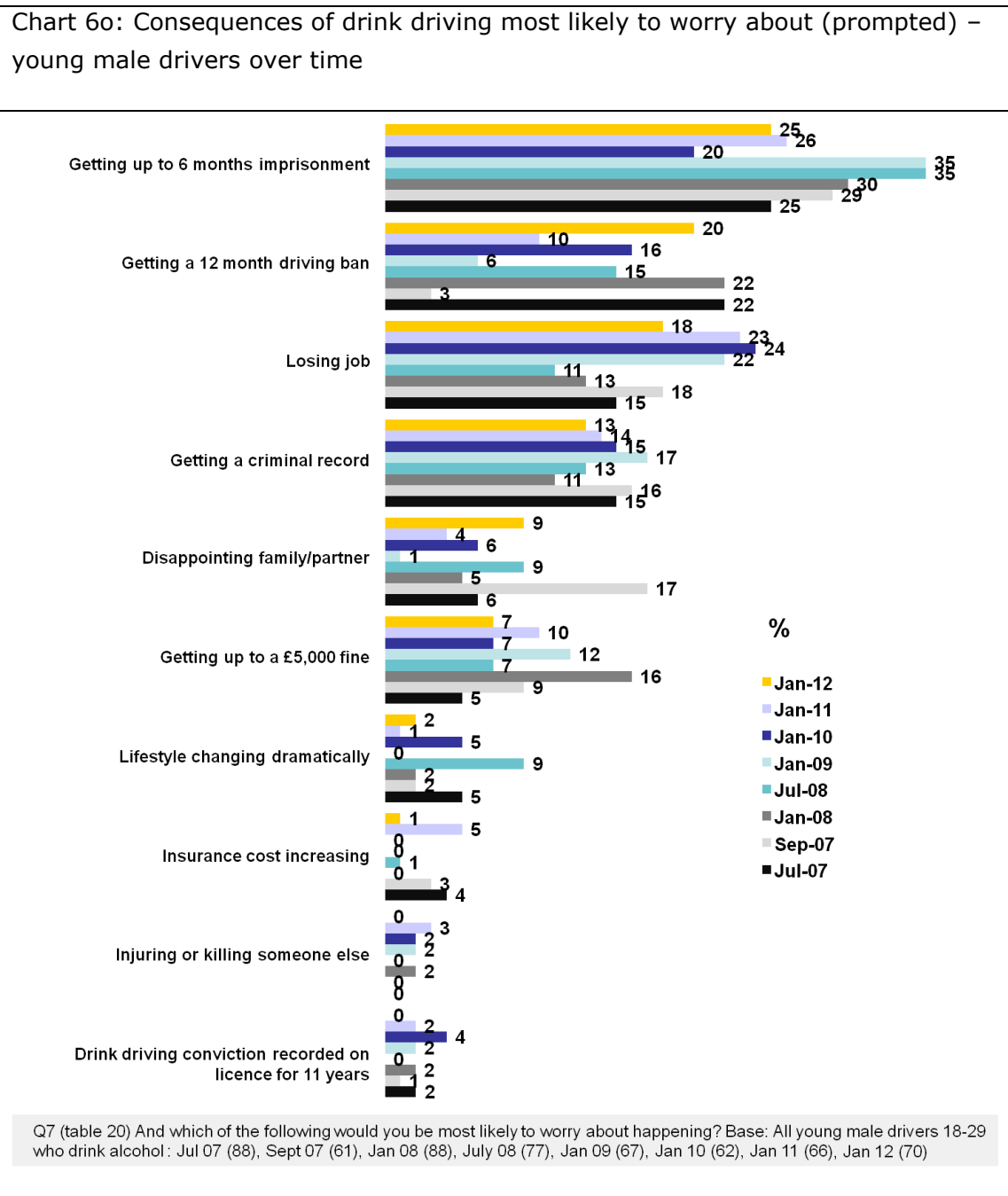
After imprisonment and getting a driving ban, the consequence that motorists were most likely to worry about was one of the more personal ones: losing their job (15%). This consequence was a message of the 'Story' radio ad. Business motorists were more likely than leisure motorists to say they were most worried about losing their jobs, in line with them being more inclined to think this was a very likely consequence of being caught drink driving (68%). Again, this is likely to be reflective of the fact those whose job involves driving would be expected to have a clean driving record.

Of the other personal consequences, fewer than one in ten (6%) said they would be most worried about their family or partner being disappointed. This has remained stable since January 2008 (4%), but is still lower than the high seen in Sept 2007 (10%). Encouragingly given this is a campaign message, those that recognised an ad in the Christmas campaign were more likely to be most worried about disappointing their family/partner than those who didn't recognise an ad (8% compared with 5%). The proportion of motorists who were worried about a dramatic change in their lifestyle was three per cent, consistent with previous waves.

In line with previous waves, only a handful of motorists were worried about causing injury or death to someone, a drink drive conviction being recorded on their licence for 11 years or having to sell their car.

Despite 96% of respondents agreeing that it was likely that their insurance cost would increase if they were caught drink driving, only two per cent gave this as the consequence that they were most likely to worry about.

Chart 6o shows the consequences that young male drivers (aged 17-29) were most likely to worry about. Fluctuations can be seen over time for this group, but these are not significant due to the small base sizes involved.



The views of young male drivers were in line with those of all motorists. Young male drivers were most likely to worry about getting up to six months in prison (25%), followed by getting a 12 month driving ban (20%). A similar proportion, two in ten (18%), were worried about losing their job generally. Around one in ten respondents were most worried about getting a criminal record (13%) and disappointing their family or partner (9%). There were no significant changes in

the levels of worry for any of the consequences for young male drivers between January 2011 and January 2012.

Half of motorists strongly agree that they would be likely to be caught by the police if they were to drink and drive, maintaining the level achieved in 2011 following a significant increase from 2010.

The only significant increase in the proportion saying a particular consequence if you were caught drink driving was *very likely* was disappointing your family or partner. However a range of other consequences have seen a gradual increase in the number saying *very likely* since January 2010 including getting a criminal record and changing your lifestyle dramatically, whilst others have sustained the higher level achieved following a significant increase between 2010 and 2011 including it would be harder to keep your job and getting a conviction that stayed on their record for 11 years.

Young male drivers were no more or less likely to say any of the consequences were *very likely*, but were more inclined to say their family or partner would be disappointed, getting a 12 month driving ban or losing their job would be *at all* likely consequences.

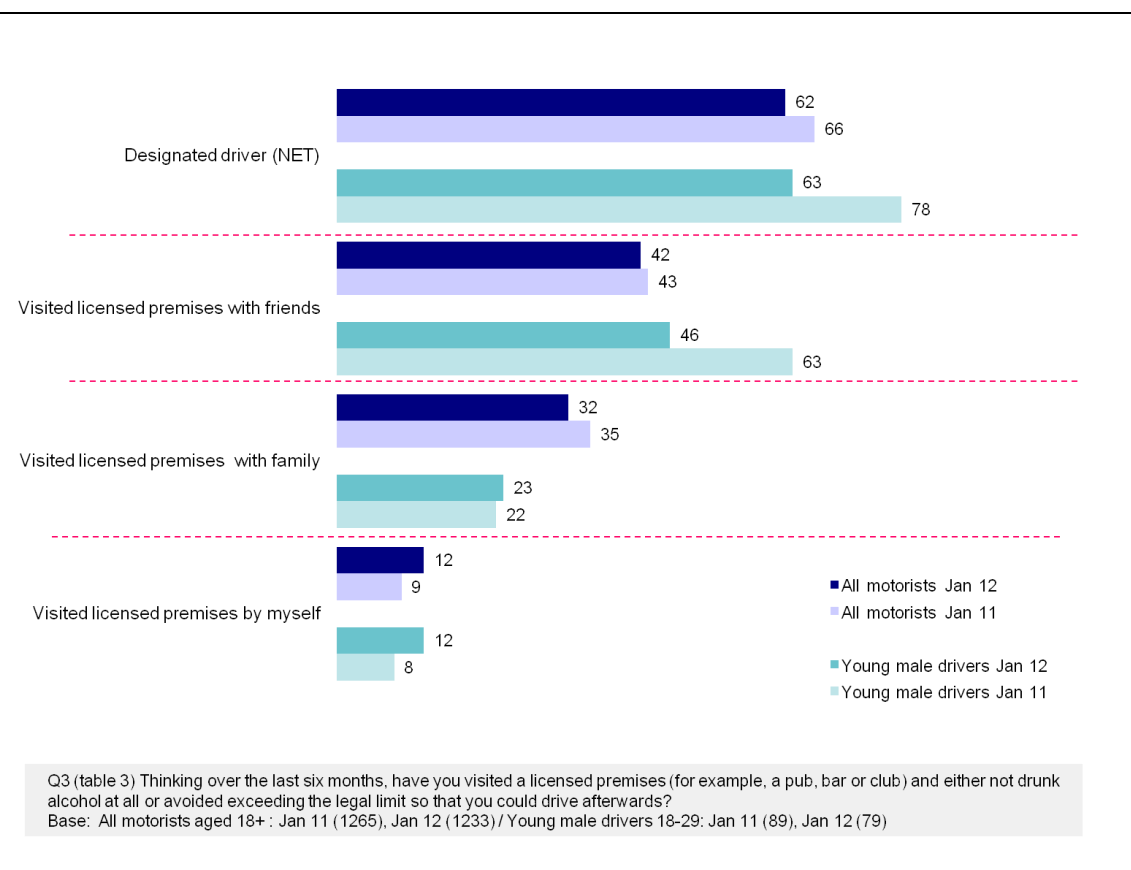
A prison sentence was the consequence motorists were most likely to worry about (29%), although this was the consequence which they were least likely to believe would happen to them (28% thought it was *very likely*). This was followed by getting a 12 month driving ban and losing your job, with similar views expressed by young male drivers.

7 Designated drivers

For the first time in January 2011, a question was asked to ascertain what proportion of drivers have taken on the role of a designated driver when visiting a licensed premises in the last six months. It was important to identify this category of driver for THINK! and to find out more about them, especially given the brand partnership links built with Coca Cola Christmas activity to promote this kind of behaviour.

Motorists aged 18 or above were asked whether in the past six months they had visited a licensed premises such as a pub, bar or club, and avoided alcohol or at least avoided exceeding the legal limit in order to be able to drive afterwards. Responses were prompted, and are shown in Chart 7a.

Chart 7a: Whether acted as a designated driver in the past six months



Almost two thirds (62%) of motorists had taken on the role of a designated driver in the past six months. This was consistent with the level seen in January 2011.

Two in five motorists (42%) had most frequently acted as a designated driver when visiting licensed premises with friends, followed by a third (32%) when accompanying family. One in ten (12%) said they had visited pubs, bars or clubs and opted to avoid alcohol or avoid exceeding the legal limit in order to drive

themselves home afterwards. Therefore, this behaviour seems to be linked more with socialising, particularly with friends.

Young male drivers were no more likely than other motorists to have acted as a designated driver (63%, compared to 62% of all motorists). In January 2011, the occasions when young male drivers took on this role differed to that of the general population of motorists, with young male drivers more likely to have done this with friends, but there are no longer any differences between young male drivers and the general population in 2012.

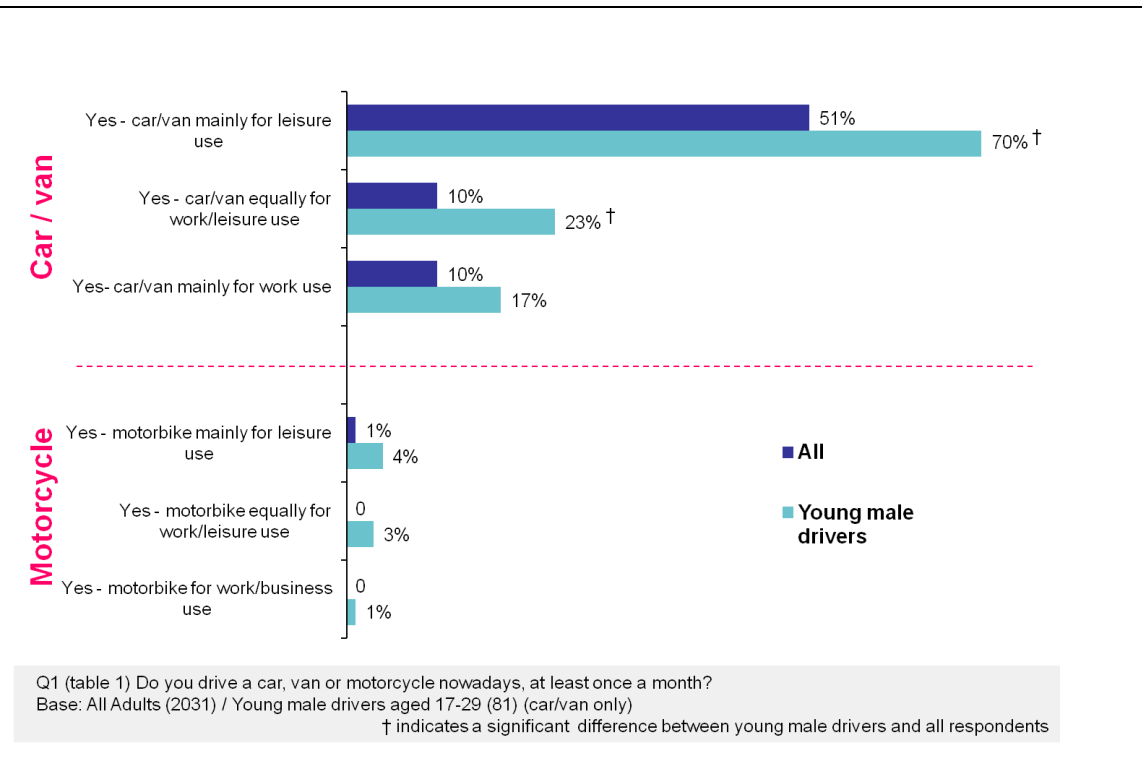
People from lower social grades were less likely than those from higher grades to have been a designated driver (55% of C2DEs, compared with 67% of ABC1s).

There was little variation between 2011 and 2012 within the population as a whole in terms of the number taking on the role of designated driver (c. two-thirds) when out at licensed premises. There was however a drop amongst young male drivers between 2011 and 2012 to bring them on a par with the general population. This could however be due to visiting licensed premises on fewer occasions and thus the opportunity to be a designated driver diminishes.

APPENDIX A: Sample Profile

In order to identify drivers, all respondents were asked whether they drove a car, van or motorcycle at least once a month.

Chart A1: Driving Status



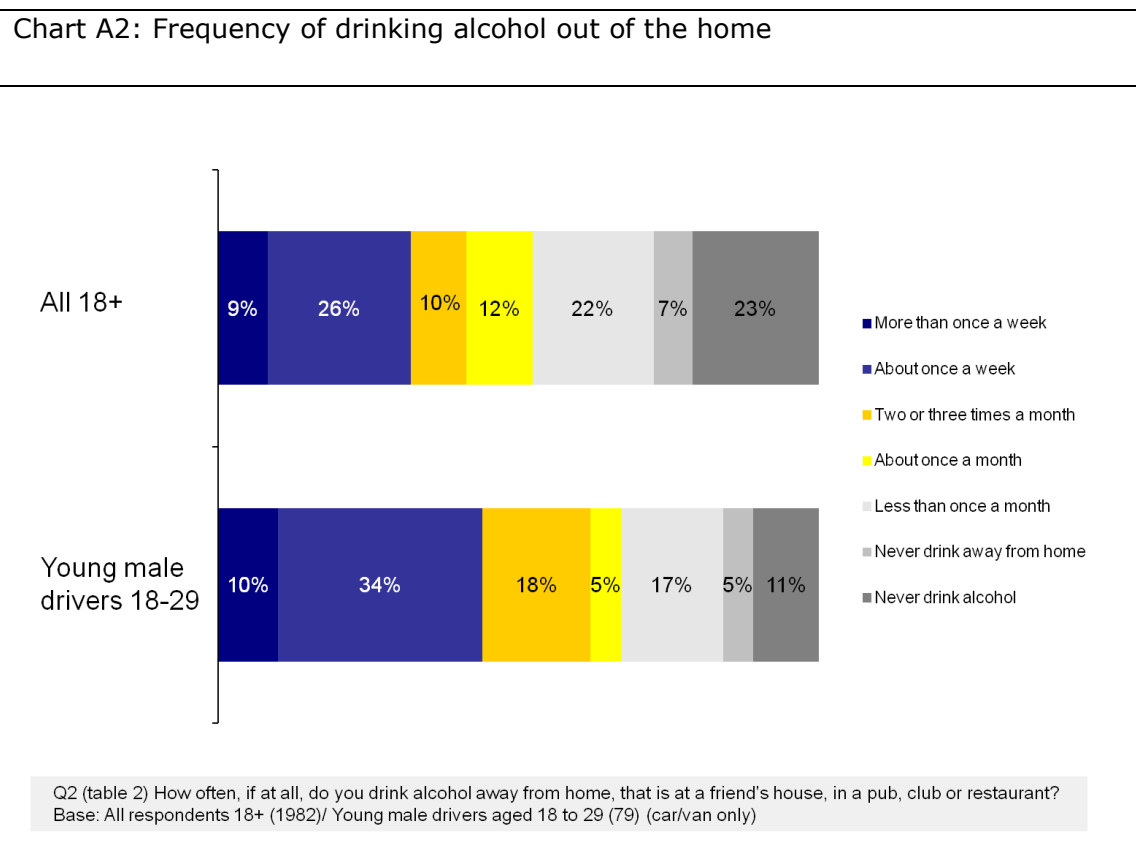
Around two thirds of respondents were drivers (64%). This is in line with previous waves of research. Half (51%) of all respondents drove a car or van mainly for leisure. One in ten (10%) used a car or van equally for work and leisure, or drove a car or van mainly for work.

As at previous waves, men were more likely than women to drive a car or van (71% of men were drivers, compared with 57% of women), as were those in the higher social grades (75% of ABC1s drove, compared with 52% of C2DEs).

Amongst young male drivers, seven in ten (70%) drove a car or van mainly for leisure, a quarter (23%) drove a car or van equally for work and leisure, while 17% drove a car or van mainly for work.

Drinking alcohol out of the home

All respondents aged 18 and over were asked how often they drank alcohol at a friend's house, in a pub, club, or restaurant.



Seventy per cent of adults drank alcohol away from home. Over one in twenty (7%) said they never drank away from home, while a quarter (23%) never drank alcohol at all.

Around one in ten adults drank outside the home once a month (12%), two or three times a month (10%), or more than once a week (9%). It was more common for respondents to drink out of home about once a week (16%), while one in five adults drank out less often than once a month (22%).

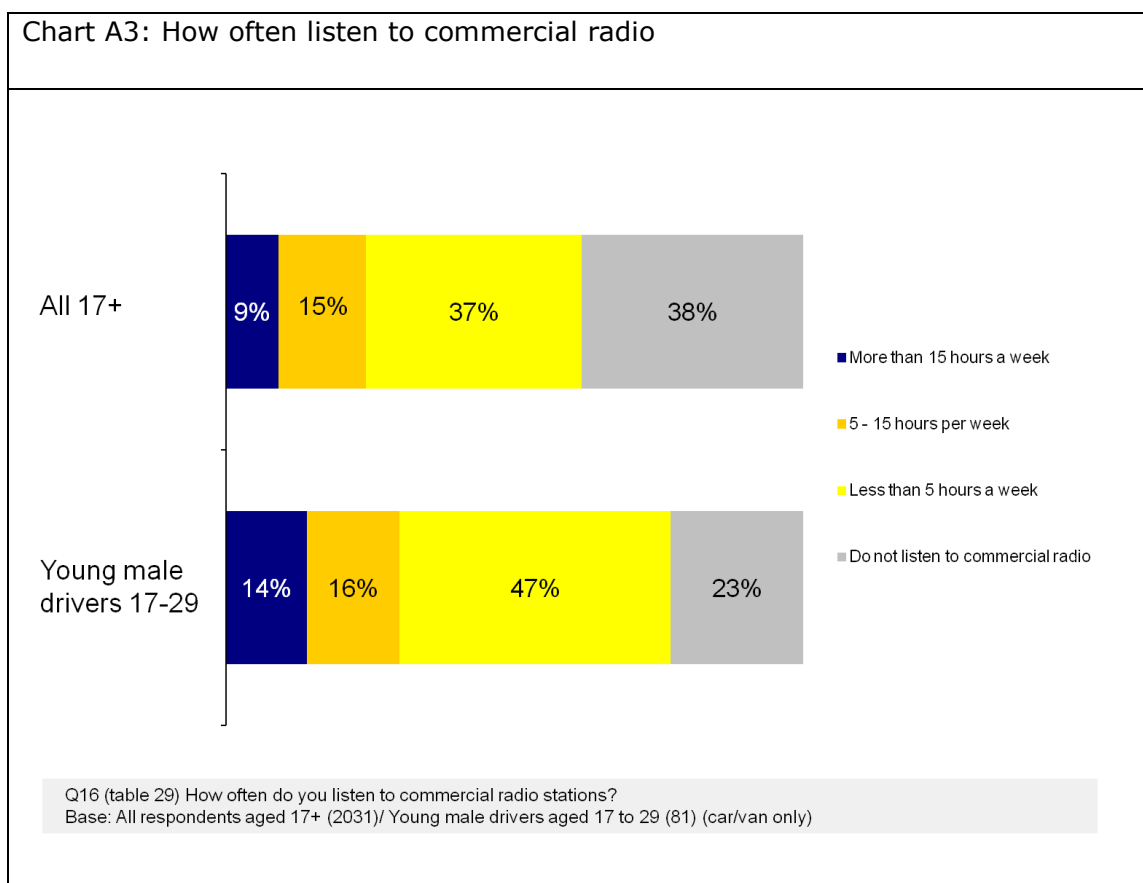
More men (81%) than women (73%) drank alcohol at all; men were also more likely (75%) than women (65%) to drink out of the home. People in lower social grades and from minority ethnic groups were less likely to drink out of the home (64% C2DEs, compared with 75% ABC1s; 40% BMEs, compared with 73% White respondents).

Amongst young male drivers, 11% never drank alcohol, and 5% never drank out of the home. The most common drinking behaviour (34%) was drinking out of

home about once a week, while one in ten (10%) drank out of the home more than once a week.

Commercial radio listenership

Commercial radio listenership is shown in Chart A3.



Four in ten (38%) respondents did not listen to commercial radio stations. Four in ten (37%) were defined as light listeners (less than 5 hours per week), 15% were medium listeners (5 to 15 hours) and a further one in ten (9%) were heavy commercial radio listeners (more than 15 hours per week).

Men and women were equally likely to listen to commercial radio (65% of men compared with 58% of women). The age group least likely to listen to commercial radio were those aged 55 and above (53%).

Young male drivers were more likely to listen to commercial radio than the general population (77%, compared with 61% of all respondents). One in seven (14%) young male drivers listened to more than 15 hours per week (heavy listeners), the same proportion (16%) were medium listeners (5-15 hours per week), and half (47%) were light commercial radio listeners, listening to 5 hours or less a week.

APPENDIX B – Sampling Method

The TNS CAPI Omnibus employs a random location methodology, using sampling points which are sub samples of those determined in a sampling system developed by TNS for its internal use.

The aim of random location sampling is to eliminate the more unsatisfactory features of quota sampling without incurring the cost and other penalties involved in conducting surveys according to strict probability methods.

One of the principal advantages of probability techniques of sampling is that selection of respondents is taken from the hands of interviewers. In conventional quota sampling, on the other hand, interviewers are given quotas to fill, usually from within specified administrative areas. When, for example, an interviewer is asked to complete a quota of AB respondents, she will tend to go to a part of the district where she knows such individuals to be available. AB individuals living in mixed social class areas will have little chance of inclusion. This and similar defects lead to biases which are concealed by superficial agreements between sample profiles and accepted standard statistics.

The principal distinguishing characteristic of random location sampling, as operated by TNS-BMRB, is that interviewers are given very little choice in the selection of respondents. Sample points are defined using 2001 Census small area statistics and the Postal Address File (PAF). These are areas of similar population sizes formed by the combination of wards, with the constraint that each point must be contained within a single Government Office Region (GOR). In addition, geographic systems were employed to minimise the drive time required to cover each area as optimally as possible.

Quotas are set in terms of characteristics which are known to have a bearing on individuals' probabilities of being at home and so available for interview, by sex (male, female housewife, female non-housewife); within female housewife, presence of children and working status, and within men, working status, to ensure a balanced sample of adults within effective contacted addresses. Interviewers are instructed to leave 3 doors between each successful interview.

APPENDIX C: Weighting Procedures

The data are weighted to ensure that demographic profiles match those for all adults in Great Britain aged 16 or over. A rim weighting technique is used in which target profiles are set for eight separate demographic variables. The computer system then allocates a weight to each individual such that the overall composition of the sample is balanced in terms of the targets set.

The actual weights applied thus vary slightly between surveys; precise figures for specific cases are available from TNS-BMRB if required.

Target Weights Applied

Sex 1

	%
Men	48.64
Women without children	32.58
Women with children	18.78

Sex 2

	%
Men working full time	24.49
Men not working full time	24.15
Women working at all	24.42
Women not working at all	26.94

Age within Sex

	Men	Women
	%	%
16-24	7.78	7.37
25-34	7.92	7.88
35-44	8.97	9.13
45-54	8.10	8.31
55-64	7.13	7.42
65+	8.74	11.25

Social Grade within Sex

	Men	Women
	%	%
AB	13.62	13.07
C1	13.51	15.69
C2	11.22	9.81
D	7.16	7.92
E	3.13	4.87

Standard Region

	%
Scotland	8.69
North West	10.75
North	5.22
Yorkshire/Humberside	8.72
East Midlands	7.50
East Anglia	3.97
South East	19.59
Greater London	12.66
South West	8.86
Wales	5.06
West Midlands	8.98

(Source of profile data: TNS-BMRB Target Group Index, 2010 and NRS, 2010)

APPENDIX D: Questionnaire

Orig qu #	Question
A4	<p>Do you drive a car, van or motorcycle nowadays, at least once a month?</p> <p>Yes, a car or van mainly for leisure/personal use Yes, a motorcycle mainly for leisure/personal use Yes, a car or van for work/business use Yes, a motorcycle for work/business use Yes, a car or van equally for leisure/work use Yes, a motorcycle equally for leisure/work use No, don't drive nowadays Don't know</p>
A3	<p>How often, if at all, do you drink alcohol away from home, that is at a friend's house, in a pub, club or restaurant?</p> <p>More than once a week About once a week Two or three times a month About once a month Less than once a month Never away from home Never drink alcohol Don't know</p>
DF2 (NEW)	<p>Thinking over the last 6 months, have you visited a licensed premises (for example, a pub, bar or club) and either not drunk alcohol at all or avoided exceeding the legal limit so that you could drive home afterwards?</p> <p>Yes – by myself Yes – with friends Yes – with family No DK Refused</p>
DD11	<p>How much do you agree or disagree with the following statement?</p> <p>'If I were to drink and drive I would be likely to get caught by the police'</p> <p>Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know</p>
R1b	<p>How much do you agree or disagree with the following statement?</p> <p>'It is safe to drive after one drink'</p> <p>Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know</p>

R1	<p>How much do you agree or disagree with the following statement?</p> <p>'It is safe to drive after two drinks'</p> <p>Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know</p>
R3	<p>On a scale of 1 to 5, where a score of 1 means you think the behaviour is fairly acceptable and a score of 5 means it is extremely unacceptable, how acceptable do you think it is for people to drive after drinking two pints?</p> <p>1 Fairly acceptable 2 3 4 5 Extremely unacceptable Don't know</p>
NDD2	<p>If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?</p> <p>Very likely Fairly likely Not very likely Not at all likely Don't know</p> <p>You would get up to a £5000 fine You would get a 12 month driving ban You would get up to 6 months imprisonment You would get a criminal record It would be harder to get a job or keep your job Your insurance cost would increase You would have to sell your car My family/partner would be disappointed Your lifestyle would change dramatically Your drink driving conviction would be recorded on your driving licence for 11 years</p>
NDD3	<p>And which of the following would you be most likely to worry about happening?</p> <p>Getting up to a £5000 fine Getting a 12 month driving ban Getting up to 6 months imprisonment Getting a criminal record Losing your job Your insurance cost increasing Having to sell your car Disappointing your family or partner Your lifestyle changing dramatically Your drink driving conviction would be recorded on your driving licence for 11 years Other (specify)</p>
DD1	Can I just check, have you seen or heard anything about drinking

	<p>and driving in any of these ways recently?</p> <p>01: National newspaper 02: Local newspaper 03: TV advert 04: TV plays\soaps 05: TV news 06: Other TV programmes 07: Radio advert 08: Radio programme 09: Magazine 10: Cinema 11: Poster on bus 12: Poster hoarding 13: Indoor poster in a pub or bar 14: Signs at garages\service areas 15: Road signs 16: Advert on online music streaming website (e.g. Spotify) 17: Advert on social networking site (e.g. Facebook) 18: Other internet advertising 19: Internet news/stories 20: Leaflet\booklet picked up 21: In the post\through the letterbox 22: At school 23: On backs of lorries 24: Beermats 25: Posters in pub toilets 26: Stickers in pub window 27: Other (specify) (None of these) (Don't know)</p>
R1	<p>What do you remember about the radio advertising you heard about drink driving? PROBE FULLY</p>
R1a	<p>PLAY RADIO AD (30 SECS) Have you heard this advert or something similar on the radio?</p> <p>Yes No Don't know</p>
RADIO COMMS	<p>Here are some things that other people have said about the advert I have just played to you. Which of these do YOU personally feel about the advert? Please mention all that you agree with. RANDOMISE ORDER</p> <p>01: It told me something new 02: I'm tired of hearing it 03: It made me think about my own driving 04: It's aimed at people like me 05: I found it confusing 06: I found it irritating 07: It has made ME drive more carefully 08: It made me think about my own drinking 09: It sticks in my mind 10: It is the sort of ad I would talk about with other people 11: I like this ad 12: It made me think about the range of consequences of drink driving 13: It made me think about the impact that drinking and driving could have on my lifestyle 14: It made me think about the dangers of driving even after a small</p>

	<p>amount of alcohol</p> <p>15: It will make me think twice before I drink and drive</p> <p>(None of these)</p> <p>(Don't know)</p>
RADIO 1	<p>What do you think was the main message of the radio advert which I have just played to you?</p> <p>PROBE: What else?</p> <p>PROBE FULLY</p> <p>OPEN ENDED – FULLY RECORD VERBATIM</p> <p>(Don't know)</p>
POSTER 1	<p>SHOW POSTER AD</p> <p>Have you seen this poster advert recently?</p> <p>Yes</p> <p>No</p> <p>Don't know</p>
NEW LOGO 1	<p>SHOW DRIVER FRIENDLY LOGO</p> <p>Have you seen this logo before?</p> <p>Yes</p> <p>No</p> <p>Don't know</p>
NEW LOGO 2	<p>SHOW DRIVER FRIENDLY LOGO</p> <p>Where have you seen this logo? DO NOT READ OUT</p> <p>On a poster in a bar</p> <p>On a poster in a restaurant</p> <p>Other (specify)</p>
MA1	<p>How often do you listen to commercial radio stations? By that I mean radio stations that play adverts.</p> <p>Do not listen to commercial radio</p> <p>Less than 5 hours a week</p> <p>5-15 hours a week</p> <p>More than 15 hours a week</p> <p>(Don't know)</p>