

# THINK! Drink Drive presentation

11<sup>th</sup> February 2016



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# Agenda



Background



Overview of key findings



Campaign recognition and communication



Attitudinal Changes among all adults



Attitudinal Changes among men aged 18-34



Focus on risky drivers



Insight and Recommendations

# 1

## Background



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# Campaign mix and spend

	Activity	Spend	Start date	End date
	<b>TV (including VOD)</b>	£841,426	30 <sup>th</sup> Nov	28 <sup>th</sup> Dec
	<b>Digital</b>	£670,000	30 <sup>th</sup> Nov	4 <sup>th</sup> Jan
	<b>Radio</b>	£138,902	30 <sup>th</sup> Nov	11 <sup>th</sup> Jan
	<b>Posters</b>	£146,950	30 <sup>th</sup> Nov	28 <sup>th</sup> Dec
	<b>Total media</b>	<b>£1,797,278</b>		

NOTE: Net media, including all fees ex ad agency commission. All figures exclude Radio CM.

# Summary of research approach

## **Quantitative pre and post advertising survey:**

Online survey amongst adults (including drivers) pre and post the campaign to measure awareness, take out and attitudes:

- 1000 adults aged 18+ interviewed at each wave, of which:
  - Young men aged 18-34: 571 at pre-wave, 551 at post wave

Pre wave conducted: 19th-24th November 2015

Post wave conducted: 4th-11th January 2016



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# 2

## Overview of key findings



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# Overview of key findings

1

Around one in three recognised the campaign but this was higher for young men (55%) who also had a stronger campaign response

2

The TV ad was strongest, with good communication of the 'second drink' message. The poster ad, however, was confusing for people

3

Post campaign there was a decrease in the social acceptability of driving after 2 drinks, both for all adults and young men

4

Perceived safety of driving after one and two drinks has also declined post campaign among both all adults and young men

5

'Risky drivers' were more likely to recognise the campaign and, post campaign, were more accepting of the idea that you could be over the limit after two drinks, however this did not lead them to believe it to be more dangerous

# 3

## Campaign recognition and communication



# Overview of key findings: campaign recognition and communication

1 Recall and recognition were considerably higher among young men

2 The key take out was a generic 'drink drive' message, particularly for young men, but there was also good communication of the 'second drink' message, especially by the TV/VOD ads

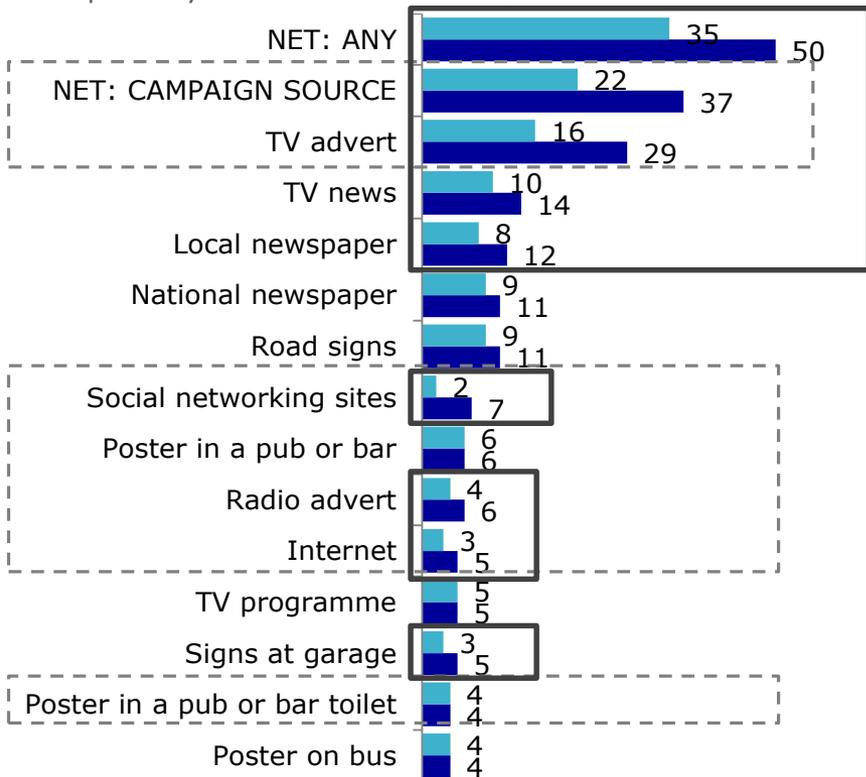
3 The TV/VOD ad was most memorable, and the poster ad was generally weakest, causing some confusion

4 Young men were just as open to the drink drive messages as other adults, and the ads were more likely to make young men think about their own behaviour

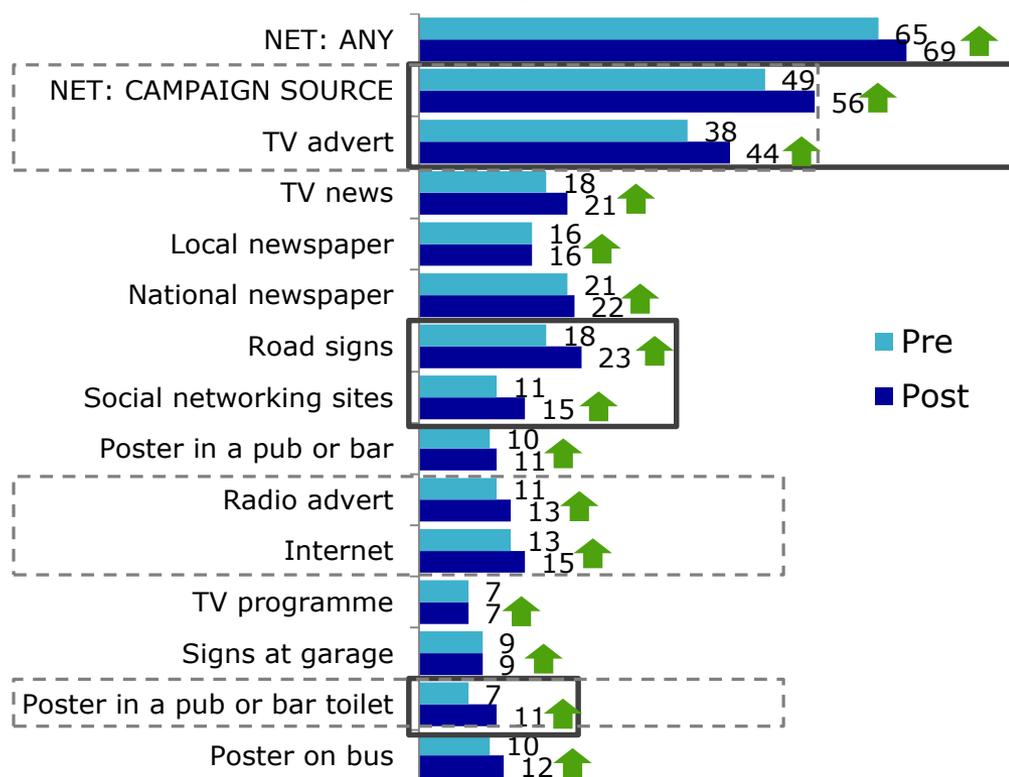
# Recall of the media used for the campaign is significantly higher among young men, with greater increases post campaign for all

% recalling drink drive publicity in ...

## All respondents



## Men aged 18 to 34



indicates a difference pre/post with statistical significance at 95%

DD1. Can I just check, have you seen or heard anything about drinking and driving in any of these ways recently?

SHOWN: All answers give by 4% or more of all adults at post stage

Base: All respondents (Pre stage 1001; Post stage 1000) men aged 18-34 (Pre stage 571; Post stage 551)

Campaign sources net: TV advert, Radio advert, Poster in a pub or bar, Poster in a pub or bar toilet, Through the internet/a website e.g. YouTube, Through social networking sites e.g. Twitter, Facebook, Through a games console, On a music streaming service e.g. Spotify



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Significantly lower than all respondents



Significantly higher than all respondents



# Largely generic drink drive campaign messaging recalled spontaneously, but some proven recall, especially Brendan ads

% recalling message as



	All		Men 18-34
	<b>20%</b>	Don't drink and drive	<b>18%</b>
	<b>12%</b>	It is dangerous	<b>14%</b>
	<b>11%</b>	TV ads	<b>11%</b>
	<b>10%</b>	Christmas campaign	<b>6%</b> ↓
	<b>8%</b>	Accidents/car crash	<b>6%</b> ↓
	<b>8%</b>	Description of Brendan/In the doghouse ad	<b>5%</b> ↓
	<b>7%</b>	Motorway/road signs	<b>5%</b> ↓
	<b>6%</b>	Drink driving kills	<b>8%</b> ↑
	<b>6%</b>	Police Christmas campaign	<b>&lt;0.5%</b> ↓

AD1. What do you remember seeing or hearing about drinking and driving recently? SHOWN: all mentions of 6% or more among all respondents  
 Base: All who have seen or heard about drink driving at post stage: All respondents (595) Men aged 18-34 (382)



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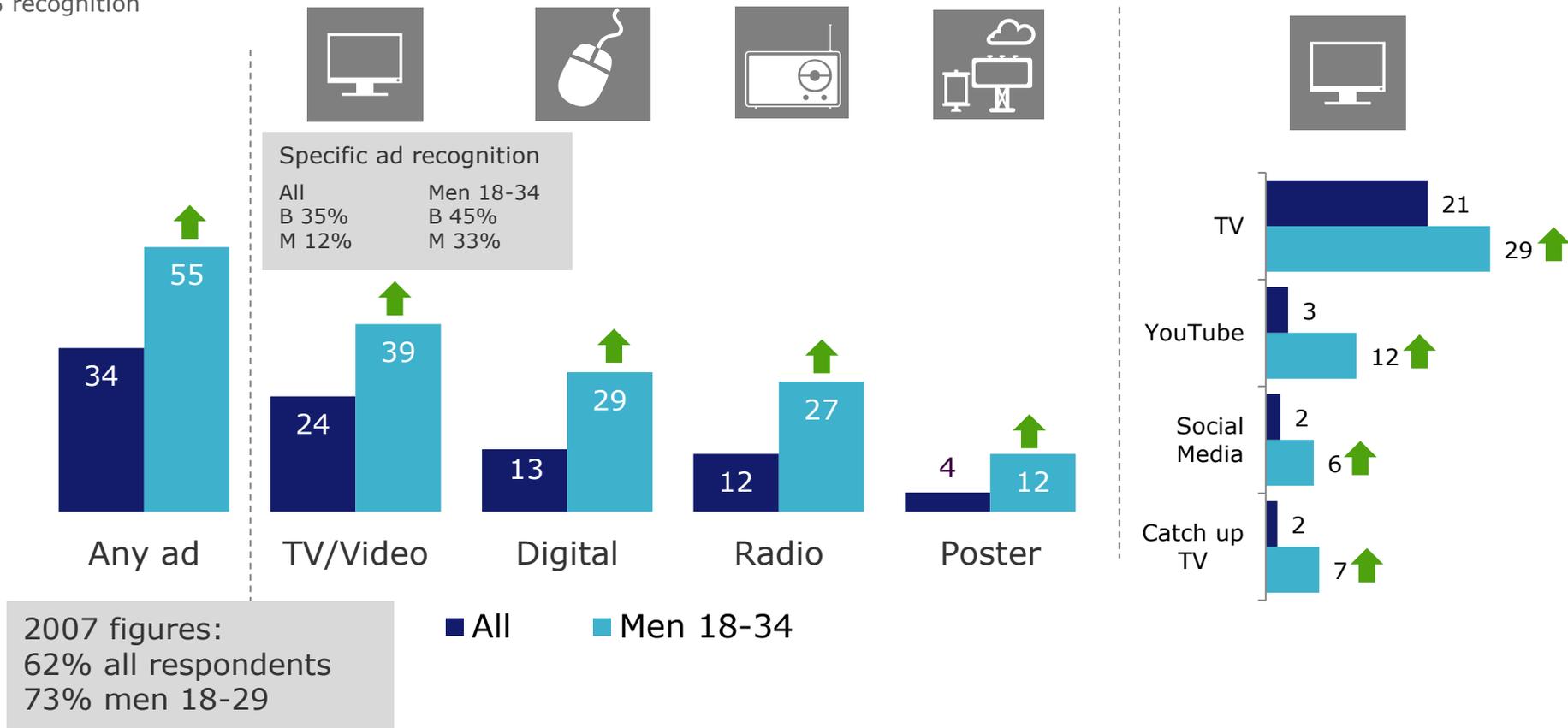
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↓ Significantly lower than all respondents  
 ↑ Significantly higher than all respondents



# Around one in three adults recognised the campaign, but this was higher among young men across all media

% recognition



Ad4c Have you seen this advert on the internet recently?; Ad3a Have you heard this ad on the radio before?; Ad4a Have you seen this video recently?; Ad4b Where have you seen this video before? Ad5a Have you seen this poster ad recently?  
Base: All respondents at post stage (1000) / All men aged 18-34 (551)



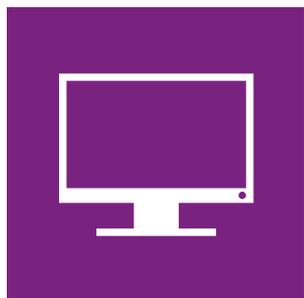
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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents



# 'Second drink' message most recalled message of TV ad, but more general drink drive message top for young men



39% of campaign recognisers mentioned a 'second drink' message

All	Message cited spontaneously	Men 18-34
34%	NET: Mentions of second drink message	24% ↓
28%	Don't drink and drive	34% ↑
12%	Don't get pressured into drink driving	10%
10%	Don't drive after a second drink	8% ↓
9%	NET: Mentions of being in the doghouse	9%
9%	Two drinks doubles the chance of a fatal collision	7% ↓
8%	Don't have a second drink	5% ↓
5%	Don't risk it	6%
5%	Two drinks and driving is dangerous	5%
5%	Better to be alive	4%
4%	Two drinks is too many	2% ↓

Ad4d. What do you think is the main message of the television ad we have just played to you? SHOWN mentions of 4% or more by all respondents  
 Base: All respondents at post stage (1000) / All men aged 18-34 (551)



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↓ Significantly lower than all respondents  
 ↑ Significantly higher than all respondents



# Main message take out from the radio ads is don't drink and drive; 'second drink' message also well recalled, but less so for young men



All	Message cited spontaneously	Men 18-34
41%	Don't drink and drive	38%
28%	NET: Mentions of second drink message	22% ↓
13%	Don't drive after a second drink	9% ↓
8%	NET: Mentions of being in the doghouse	7%
6%	Two drinks doubles the chance of a fatal collision	9% ↑
5%	Don't get pressured into drink driving	4%
5%	Better have an argument than be dead	3% ↓
4%	Two drinks and driving is dangerous	2% ↓
4%	Two drinks puts you over the limit	2% ↓
3%	Don't risk it	4%
3%	Don't have a second drink	1% ↓

Ad3b. What do you think is the main message of the radio ad we have just played to you? SHOWN mentions of 3% or more by all respondents  
 Base: All respondents at post stage (1000) / All men aged 18-34 (551)



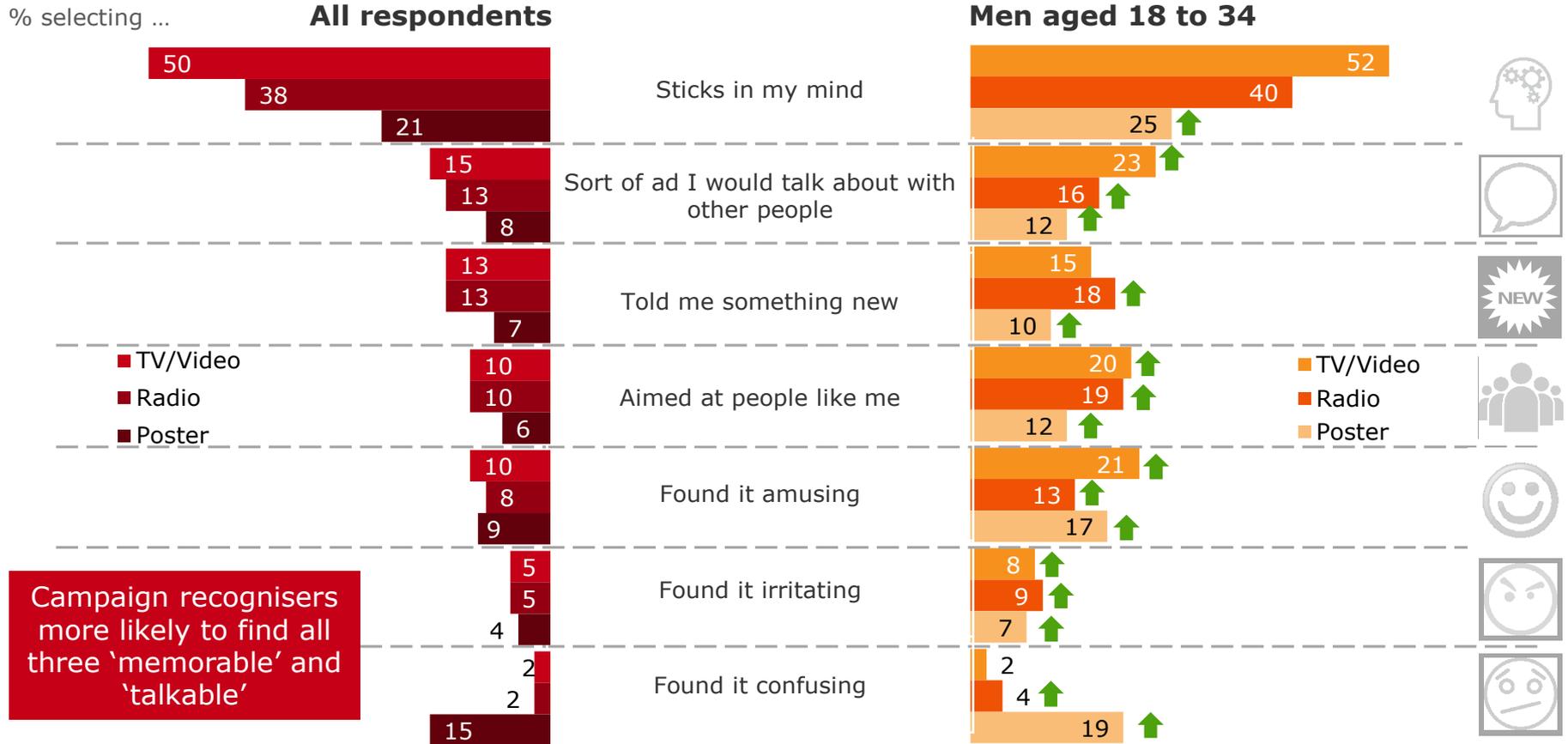
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↓ Significantly lower than all respondents  
 ↑ Significantly higher than all respondents



# All three media do best on memorability, particularly TV but weaker on other measures; washroom poster more confusing



Ad3c/Ad4e/Ad5b Here are some things that other people have said about the ad that we have just played to you. Which of these do YOU personally feel about the ad? Please mention all that you agree with.  
 Base: All respondents at post stage (1000) / All men aged 18-34 (551)



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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents



# Young men just as open to drink drive messages as other adults, with ads more likely to make them think about their own driving; poster weaker than TV/radio ad



Ad3d/Ad4f/Ad5c. And which of these do YOU personally feel about the ad? Please mention all that you agree with.  
 Base: All respondents at post stage (1000) / All men aged 18-34 (551)



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▼ Significantly lower than all respondents  
▲ Significantly higher than all respondents



# 4

## Attitudinal Changes – all adults



# Overview of key findings: impact on attitudes: All adults

1

Post campaign people were less likely to believe it is safe to drive after one and two drinks

2

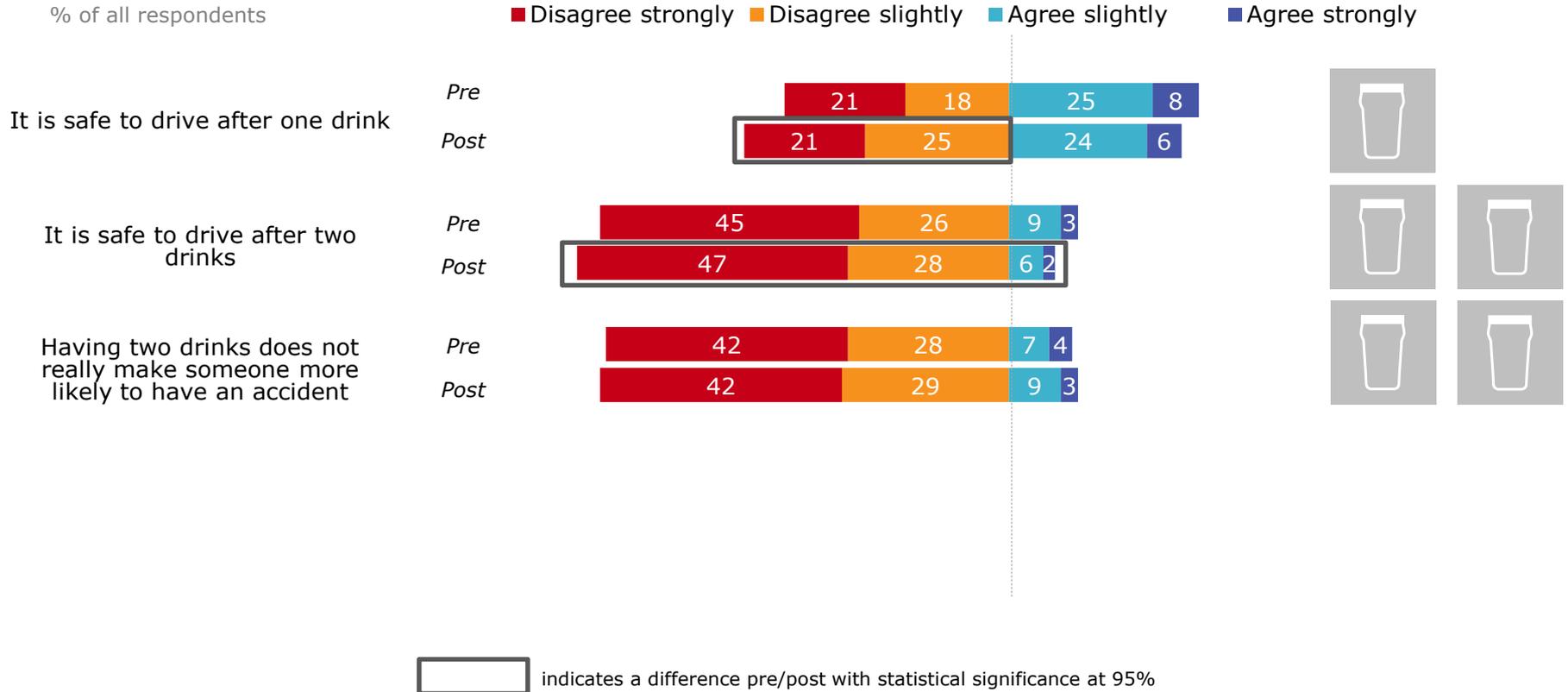
The perceived prevalence of drink driving has reduced post campaign

3

After the campaign driving after one *and* two drinks was viewed as less acceptable

# Post campaign, adults are less likely to believe it is safe to drive after one drink and after two drinks

## Attitudes towards number of drinks after which it is still safe to drive



R1a. How much do you agree or disagree with the following statements?  
Base: All respondents (Pre stage 1001; Post stage 1000);

NOTE – 'Neither agree nor disagree' and 'Don't know' not shown



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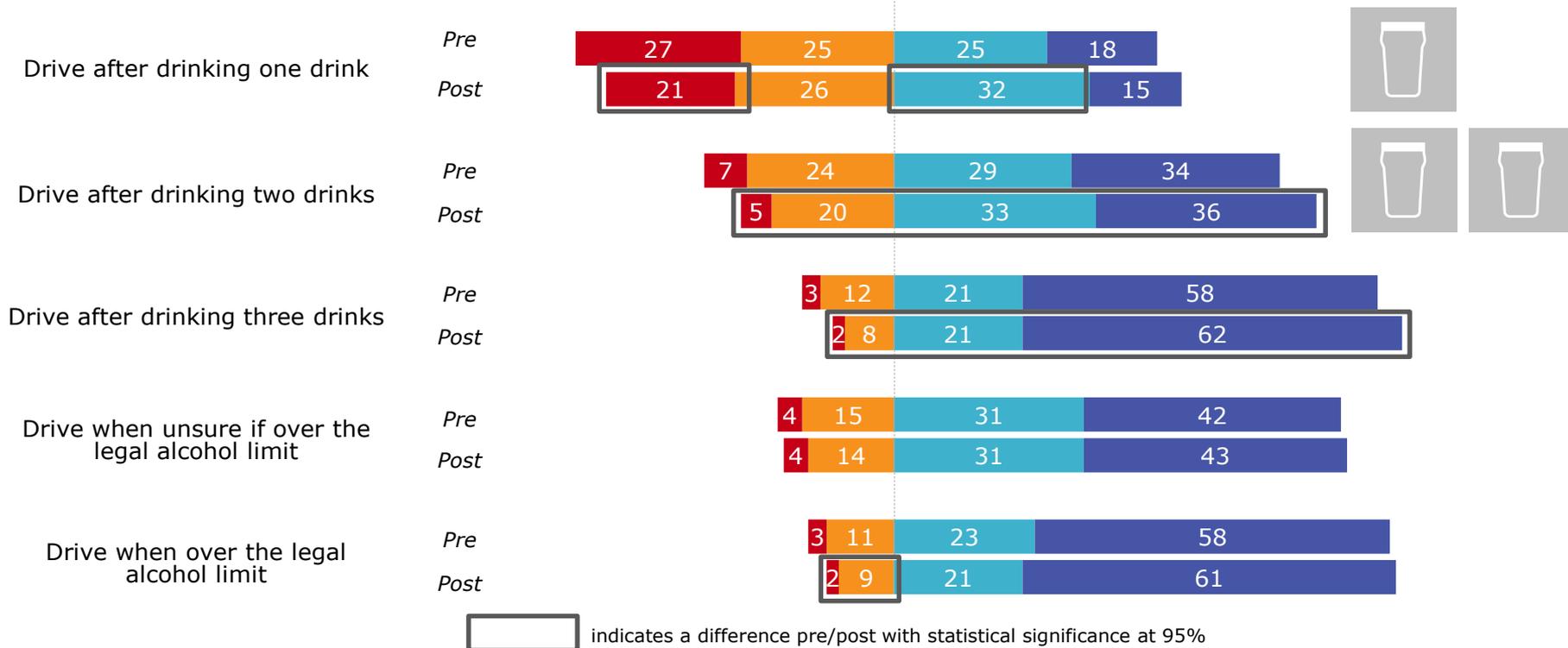


# Perceived prevalence of driving after drinking has dropped post campaign, among all adults

## How prevalent each behaviour is among people they know ...

% of all respondents

■ Most do it    ■ Some do it    ■ A few do it    ■ No-one does it



R3c. Thinking about people you know who drive, how many of them do you think...?  
Base: All respondents (Pre stage 1001; Post stage 1000);

NOTE - 'Don't know' not shown



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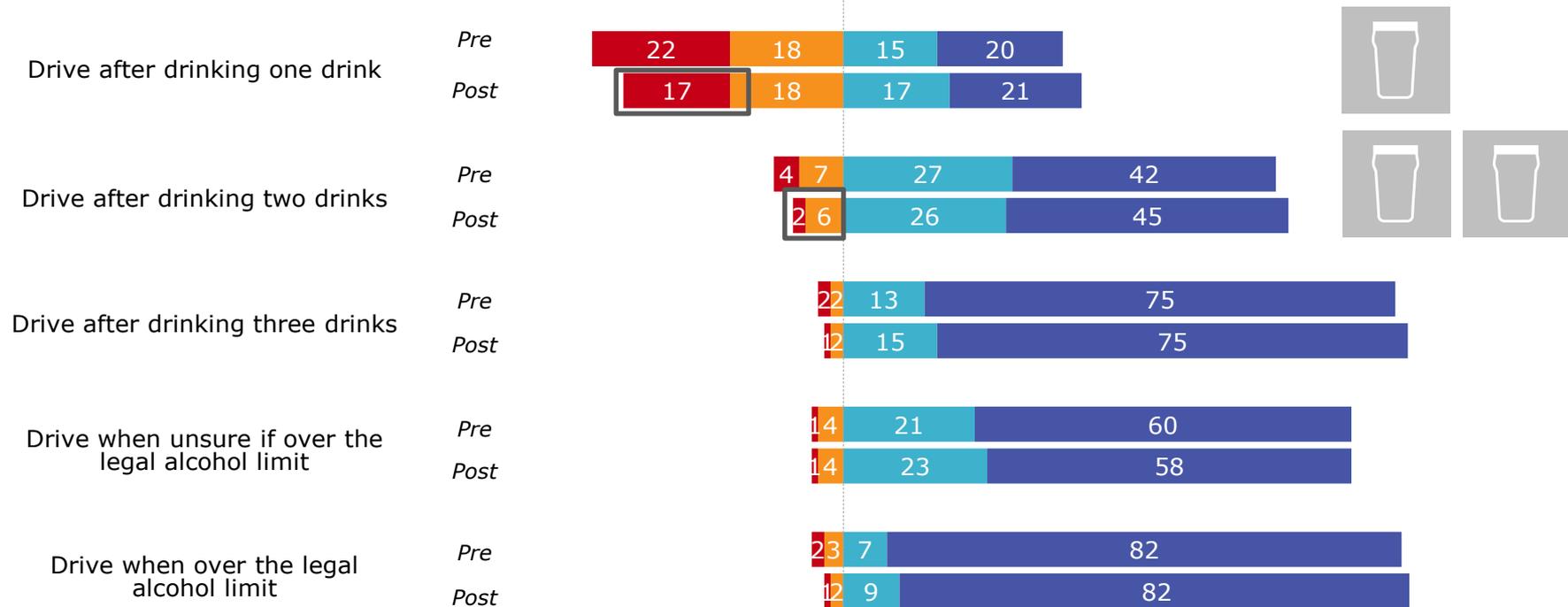


# Post campaign, driving after one drink and after two drinks are each less acceptable among adults

## How acceptable each behaviour is

% of all respondents

■ 1 Fairly acceptable ■ 2 ■ 4 ■ 5 Extremely unacceptable



  indicates a difference pre/post with statistical significance at 95%

R3b. 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  
Base: All respondents (Pre stage 1001; Post stage 1000);

NOTE – Mid point '3' and 'Don't know' not shown



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# 5

## Attitudinal Changes – Young Men aged 18-34



# Overview of key findings: impact on attitudes: Young men

1

There is more room for improvement in the attitudes of young men (compared with general population) towards drink driving, in terms of safety, acceptability and perceived prevalence

2

There was an increase in the social unacceptability of driving after two drinks

3

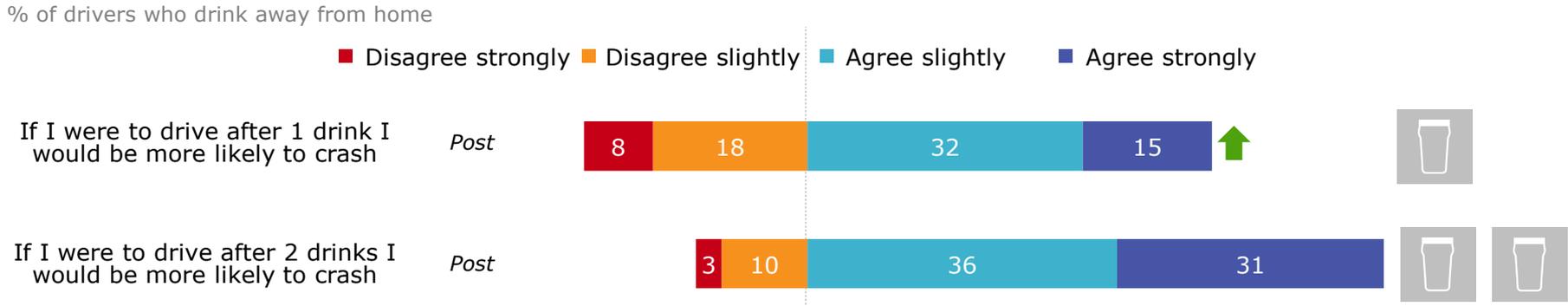
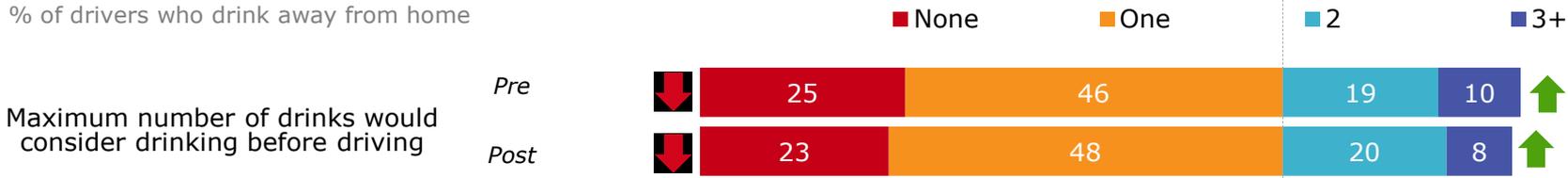
Young men were less likely to believe it is safe to drive after drinking and more likely to believe it is dangerous post campaign

4

There was no change post campaign in proportions believing two drinks could put you over the legal driving limit but young men were somewhat more accepting of the idea you could be a drink driver after 2 drinks

# While 7 in 10 young male drivers believe 2+ drinks would make them more likely to crash, 3 in 10 would still drive after two or more drinks – higher than among all adults

## Personal behaviour, beliefs and knowledge



**71%** of young men claimed to know, post campaign, that two drinks significantly increases risk of an accident

**84%** of young male drivers have avoided drinking while out to drive home

D1. What is the maximum number of drinks you would ever consider drinking before driving? R3e. How much do you agree or disagree with the following statement Ad2. Before today, were you aware that you are significantly more likely to have an accident after only two drinks? DF2 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?  
 Base: All YM drivers who ever drink away from home (Pre: 404, Post: 334); All YM drivers post stage (367) All men 18-34 (551) NOTE: 'Don't know' not shown on charts



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↓ Significantly lower than all respondents  
 ↑ Significantly higher than all respondents

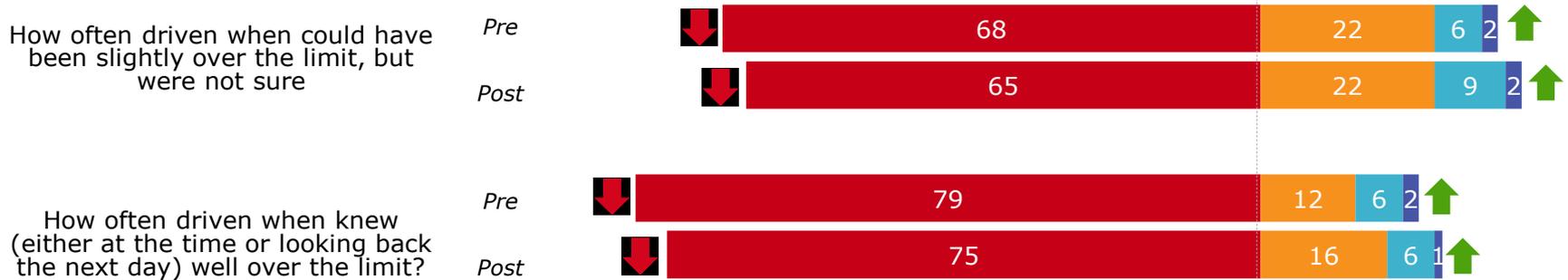


# No change post campaign in self-reported behaviour for young male drivers, with greater risk behaviour than among all drivers

## Self-reported driving behaviour over past year

% of drivers who drink away from home

■ Never    ■ Once/twice    ■ 3/4 times    ■ 5/6 times



■ Only driven when confident under legal limit    ■ When thought might be slightly over but not sure    ■ When well over the limit, but not often    ■ Regularly driven well over the limit



□ indicates a difference pre/post with statistical significance at 95%    NOTE: 'Don't know' not shown

Segment1: In the last 12 months roughly how many times have you driven when you could have been slightly over the limit but you weren't sure? Segment2: In the last 12 months roughly how many times have you driven when you knew (either at the time or looking back the next day) you were well over the limit? Segment 3: Thinking about the last 12 months, which of the following statements do you most agree with when it comes to drink driving?

Base: All YM drivers who ever drink away from home (Pre stage 404, Post stage 334)



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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents



# Post campaign, young men remained less likely than all drivers to agree that two drinks can put you over the limit

## Attitudes towards number of drinks needed to be over limit

% of all respondents

■ Disagree strongly ■ Disagree slightly ■ Agree slightly ■ Agree strongly



□ indicates a difference pre/post with statistical significance at 95%

R1a. How much do you agree or disagree with the following statements?  
Base: All YM respondents (Pre stage 571; Post stage 551);

NOTE – 'Neither agree nor disagree' and 'Don't know' not shown



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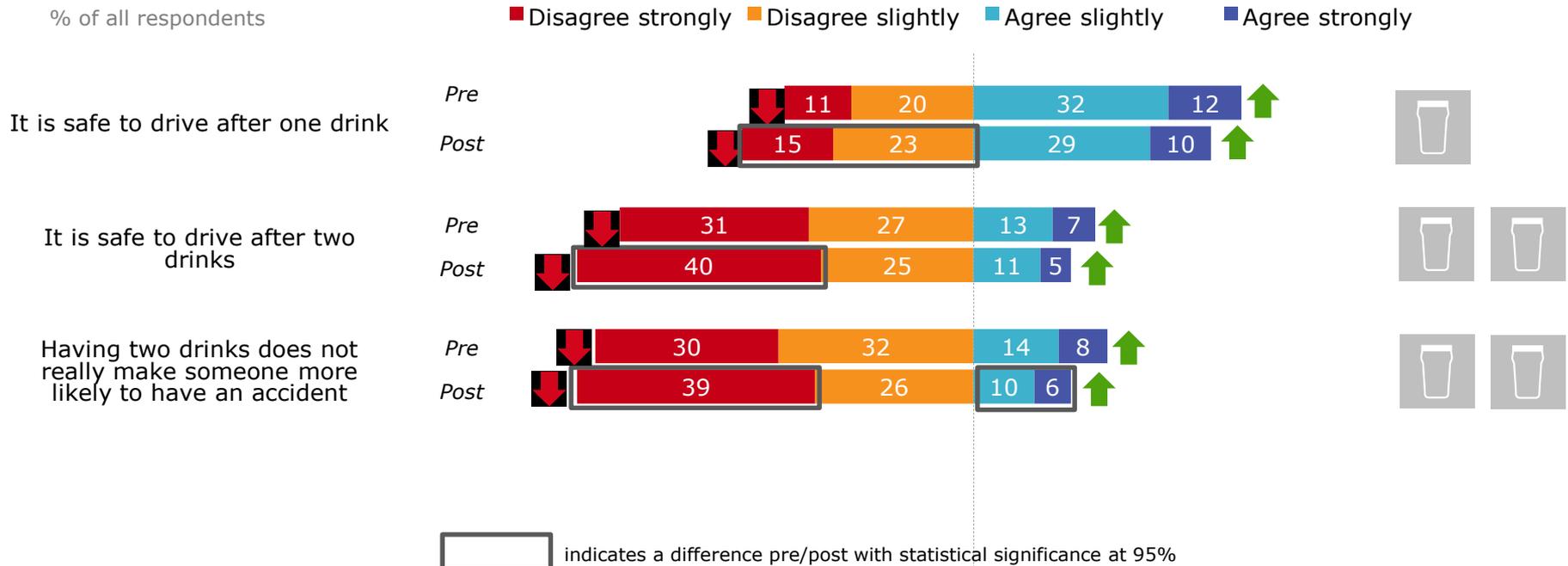
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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents



# Some improvements among young men in attitudes, particularly around safety of driving after two drinks

## Attitudes towards number of drinks after which it is still safe to drive



R1a. How much do you agree or disagree with the following statements?  
Base: All YM respondents (Pre stage 571; Post stage 551);

NOTE – 'Neither agree nor disagree' and 'Don't know' not shown



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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents

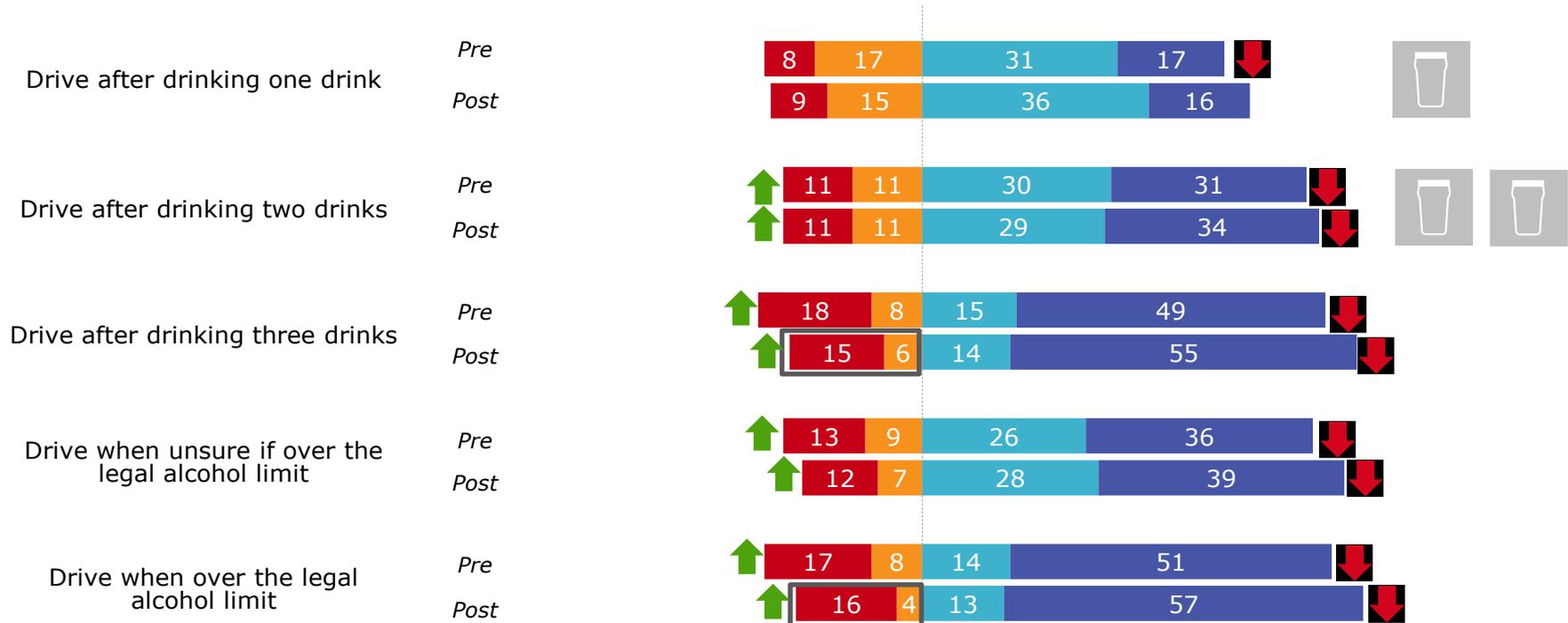


# Small improvements for young men post campaign in perceived danger of driving after three drinks or over legal limit – but still less likely than all adults to think each behaviour is dangerous

## Attitudes towards how dangerous each behaviour is

% of all respondents

■ Disagree strongly ■ Disagree slightly ■ Agree slightly ■ Agree strongly



□ indicates a difference pre/post with statistical significance at 95%

D2. To what extent would you agree or disagree that the following behaviours are dangerous?  
Base: All YM respondents (Pre stage 571; Post stage 551);

NOTE – 'Neither agree nor disagree' and 'Don't know' not shown



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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents

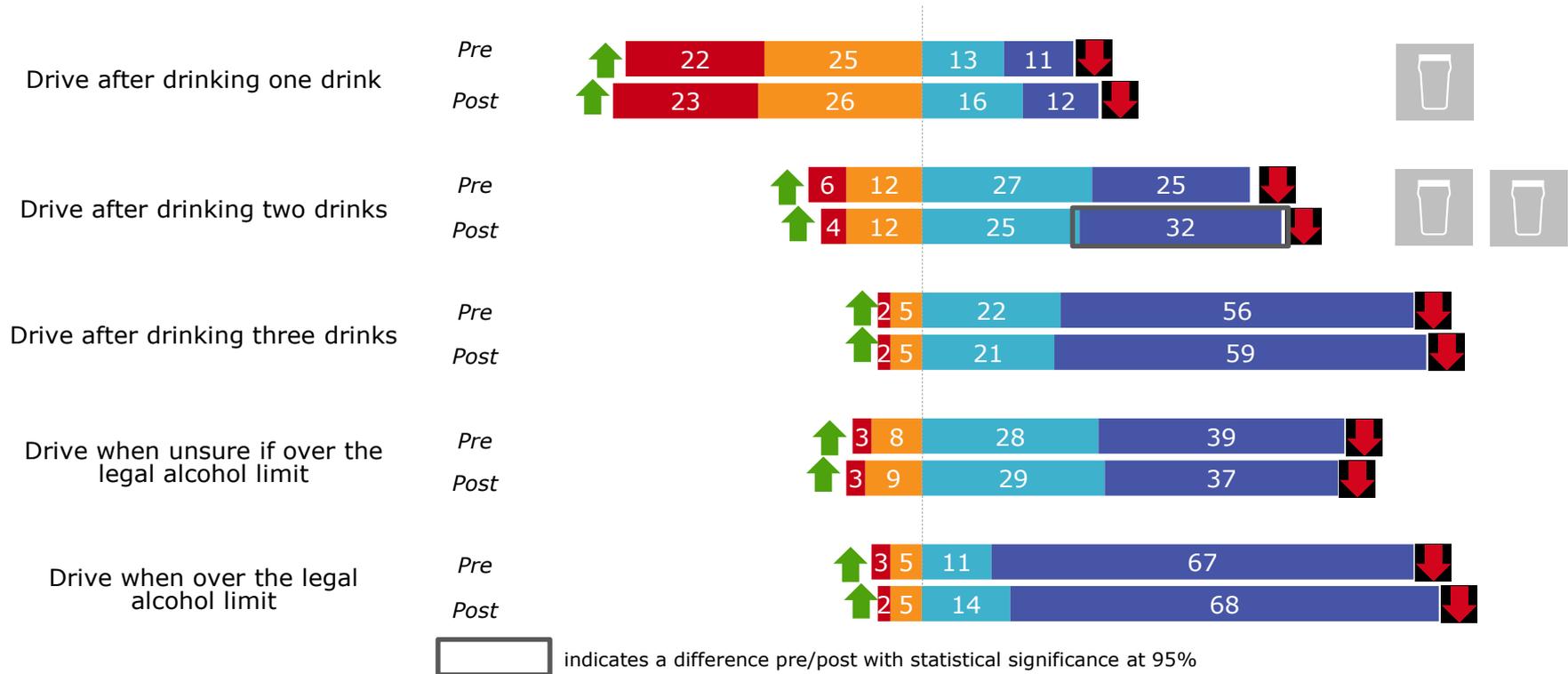


# There was a decline in acceptability of driving after drinking two drinks, reflecting possible campaign impact

## How acceptable each behaviour is

% of all respondents

■ 1 Fairly acceptable ■ 2 ■ 4 ■ 5 Extremely unacceptable



R3b. 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  
Base: All respondents (Pre stage 571; Post stage 551);

NOTE – Mid point '3' and 'Don't know' not shown



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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents

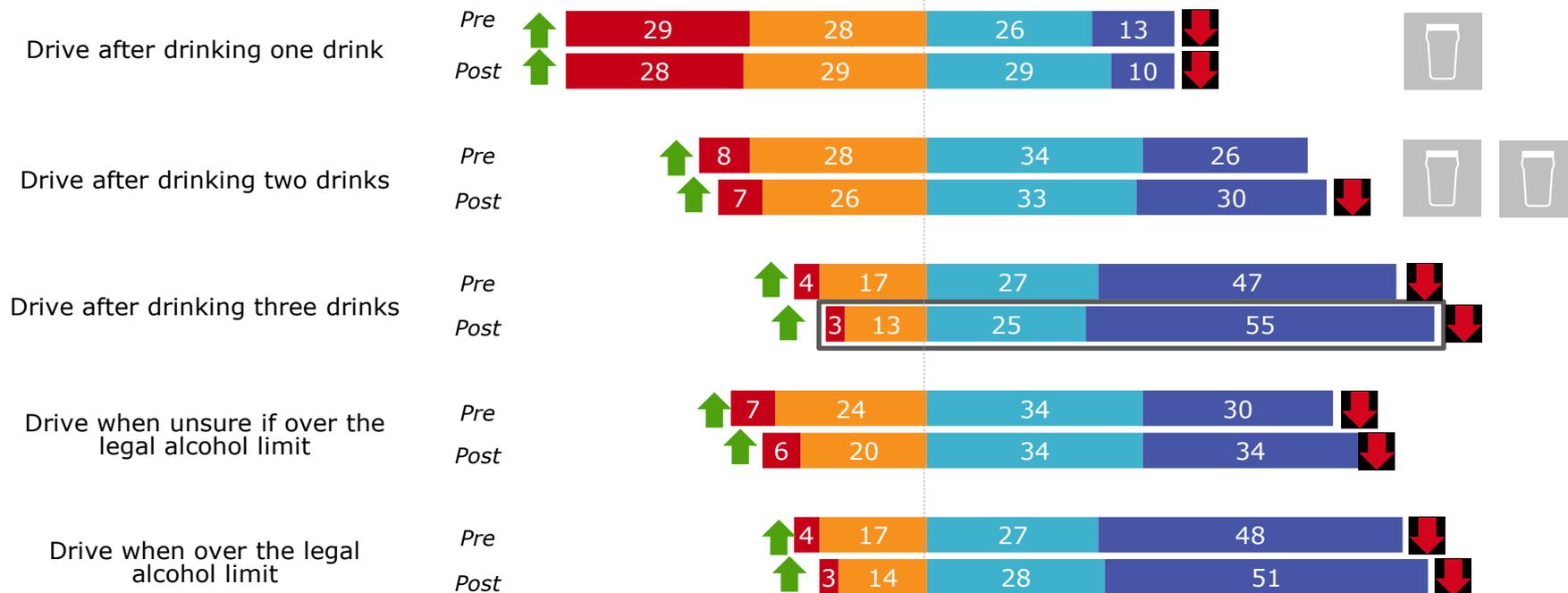


# Perceived prevalence of driving after three drinks has dropped slightly for young men post campaign but perceived prevalence remains higher than for all adults

## How prevalent each behaviour is among people they know ...

% of all respondents

■ Most do it    ■ Some do it    ■ A few do it    ■ No-one does it



☐ indicates a difference pre/post with statistical significance at 95%

R3c. Thinking about people you know who drive, how many of them do you think...?  
Base: All YM respondents (Pre stage 571; Post stage 551);

NOTE - 'Don't know' not shown



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↓ Significantly lower than all respondents  
↑ Significantly higher than all respondents



# 6

## Focus on risky drivers



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# Overview of key findings: risky drivers

1

'Risky drivers' (those who would drive after having 2+ drinks) are more likely to report that they've driven when they were not sure if they were under the legal limit

2

Encouragingly, they were more likely than the total sample to have seen the advertising, across all touchpoints

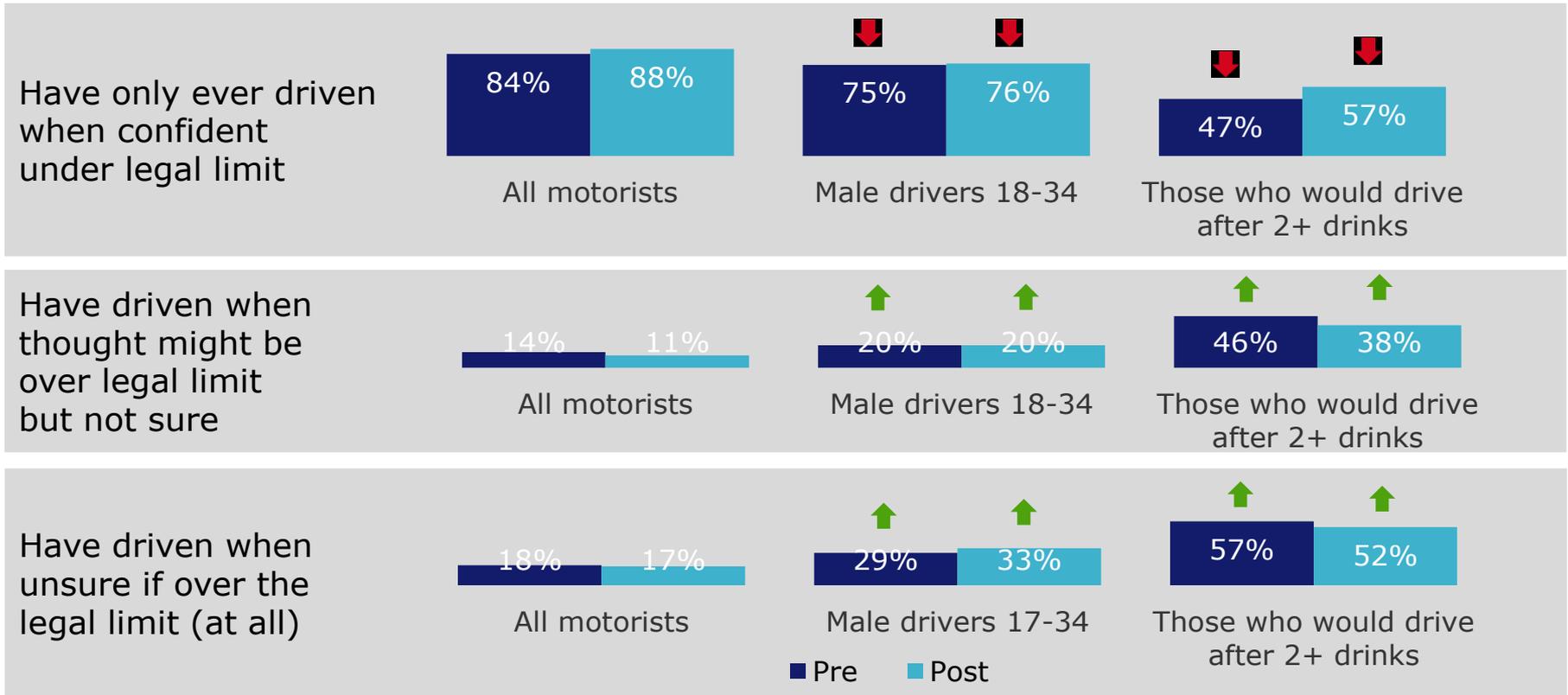
3

After the campaign, risky drivers are more accepting of the idea that one could be over the legal limit after two drinks, but they do not necessarily consider driving after having 2 drinks *dangerous*

4

Although some did report that the ads made them think about their own driving, only a few indicated that they were motivated to re-assess their confidence

# Those who would drive after 2+ drinks are, unsurprisingly, more likely to report having driven when unsure if they were over the legal limit



□ indicates a difference pre/post with statistical significance at 95%

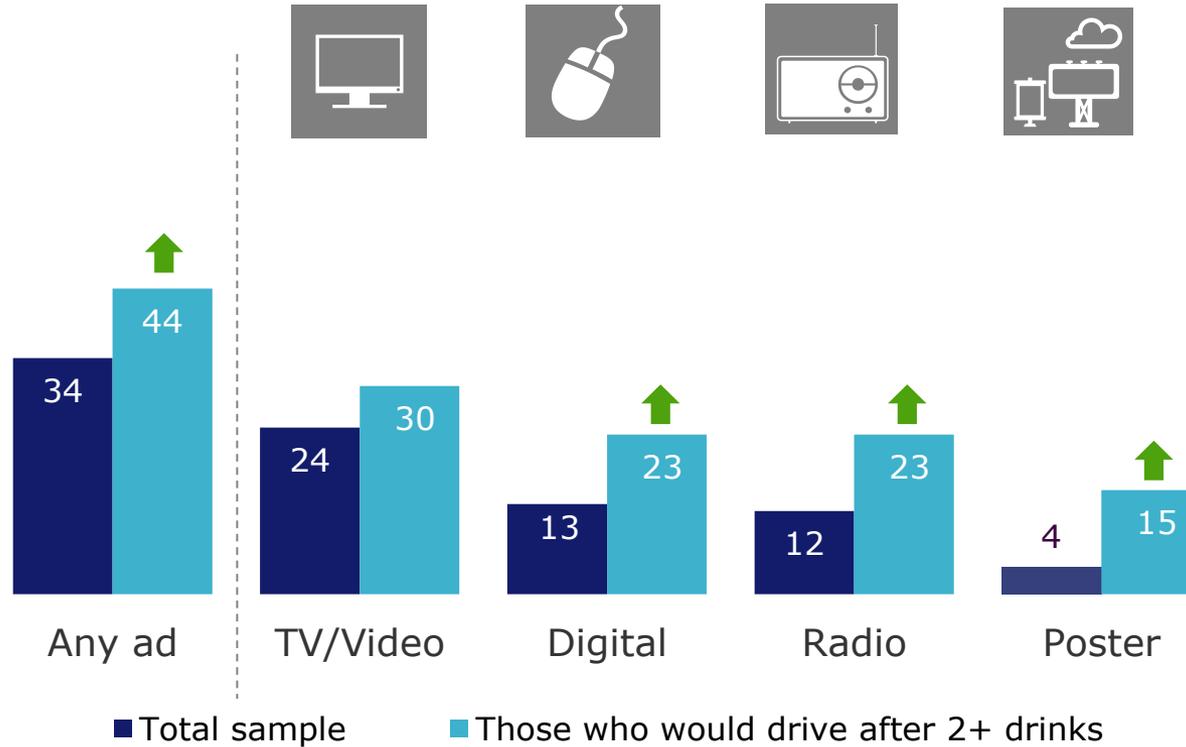
Segment 3: Thinking about the last 12 months, which of the following statements do you most agree with when it comes to drink driving? Segment 1: In the last 12 months roughly how many times have you driven when you could have been slightly over the limit but you weren't sure?

Base: All drivers who ever drink away from home (Pre stage 657; Post stage 585) All YM drivers (Pre stage 437; Post stage 367); Those who would drive after 2+ drinks (Pre stage 154; Post stage 134)



# These 'risky drivers' are more likely than the total sample to have seen the ads

% recognition



Ad4c Have you seen this advert on the internet recently?; Ad3a Have you heard this ad on the radio before?; Ad4a Have you seen this video recently?; Ad4b Where have you seen this video before? Ad5a Have you seen this poster ad recently?  
 Base: All respondents at post stage (1000) Those who would drive after 2+ drinks post stage (134)



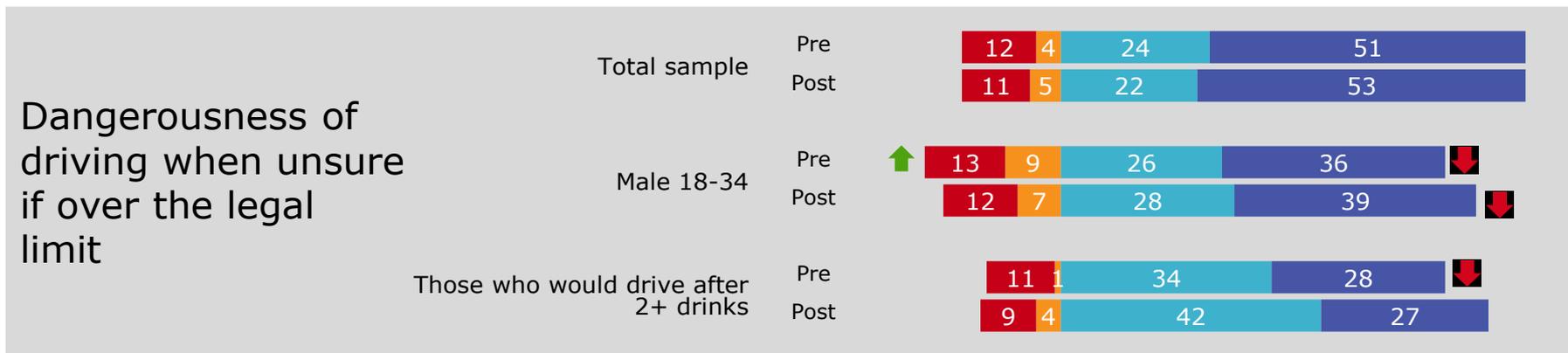
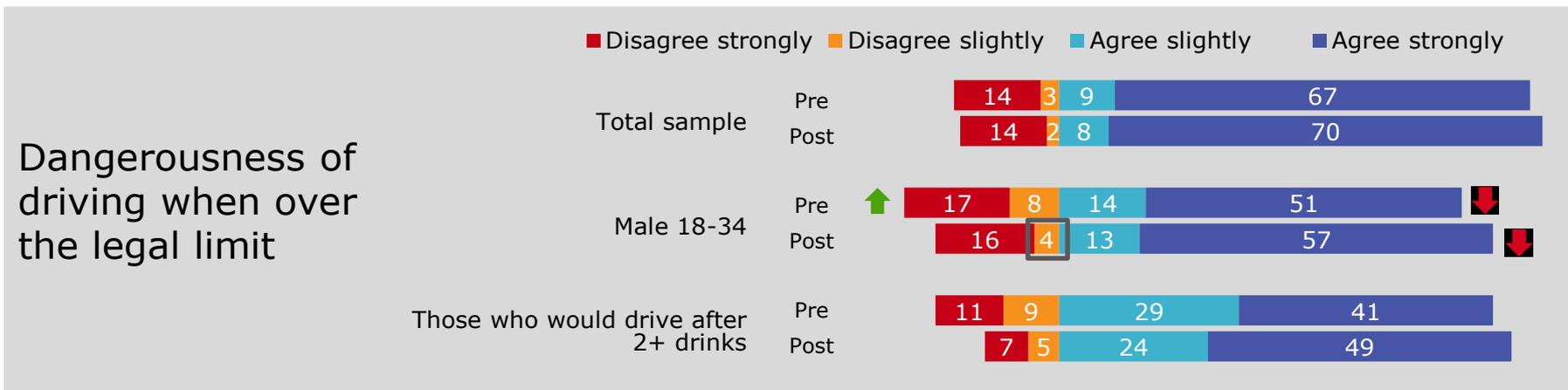
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 Significantly lower than all respondents  
 Significantly higher than all respondents



Like the overall sample, they see driving when over the limit/unsure if over the limit as fairly dangerous...



□ indicates a difference pre/post with statistical significance at 95%

D2. To what extent would you agree or disagree that the following behaviours are dangerous?  
 Base: All respondents pre stage/ post stage (1001 / 1000); All YM respondents (Pre stage 571; Post stage 551); Those who would drive after 2+ drinks (Pre stage 154; Post stage 134)



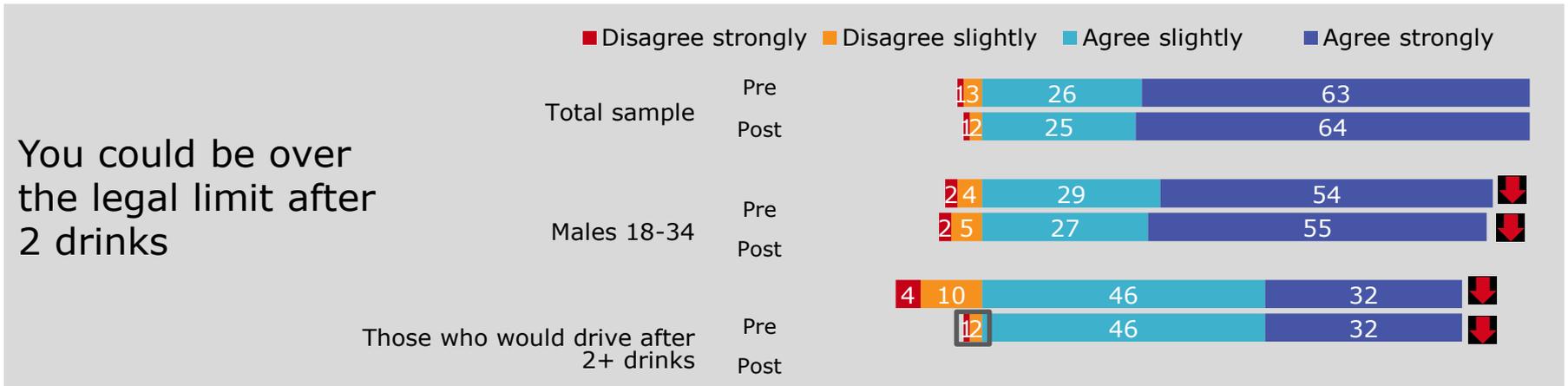
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↓ Significantly lower than all respondents  
 ↑ Significantly higher than all respondents



...but their concern about driving after 2 drinks is lower.

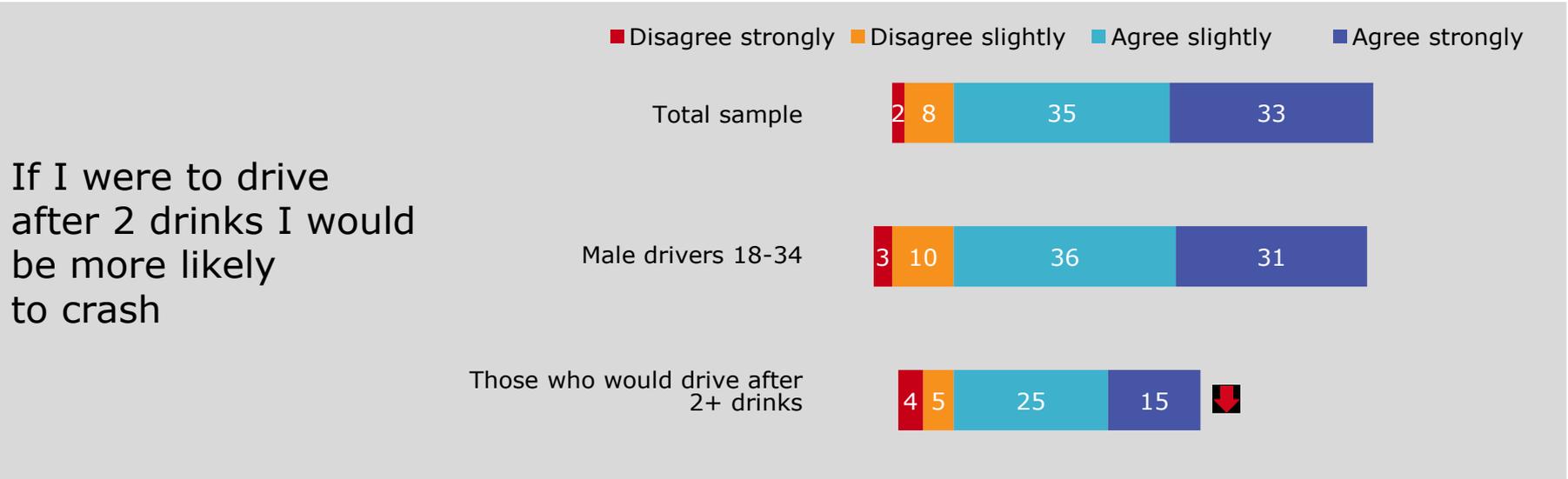


□ indicates a difference pre/post with statistical significance at 95%

D2. To what extent would you agree or disagree that the following behaviours are dangerous? R1a. How much do you agree or disagree with the following statements?  
 Base: All respondents pre stage/ post stage (1001 / 1000) All YM drivers (Pre stage 437; Post stage 367); Those who would drive after 2+ drinks (Pre stage 154; Post stage 134)



They are also less accepting of the claim that they would be more likely to crash after 2 drinks.



□ indicates a difference pre/post with statistical significance at 95%

R3e. How much do you agree or disagree with the following statement?

Base: All respondents post stage (1000) All YM drivers (Post stage 367); Those who would drive after 2+ drinks (Post stage 134)



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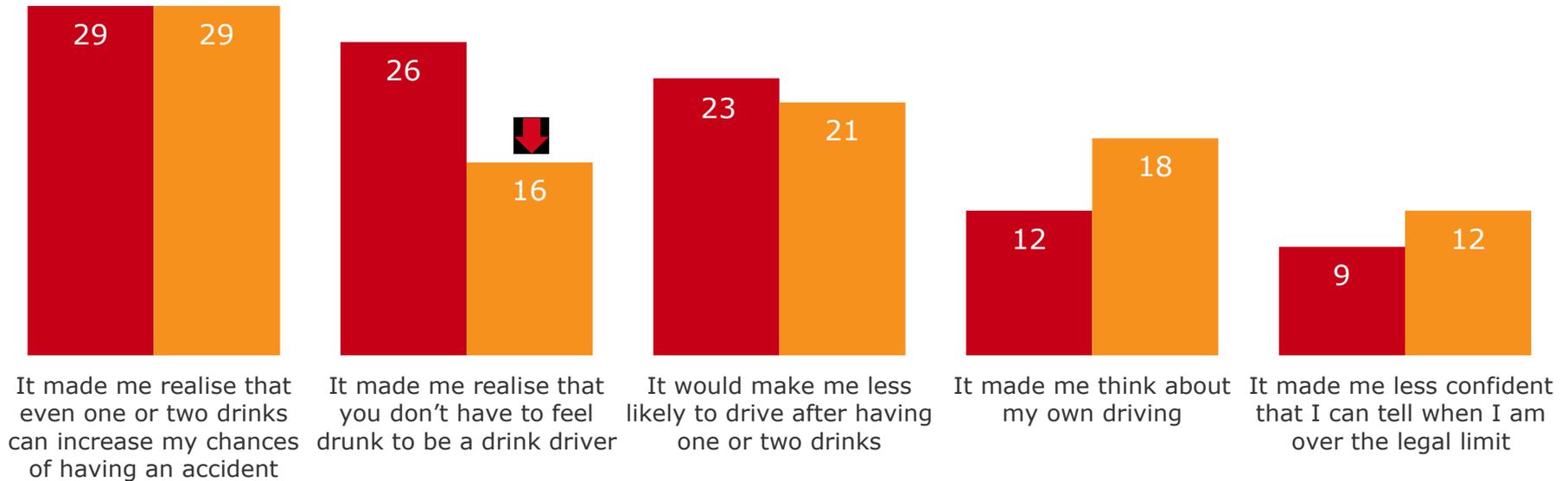
⬇ Significant lower than all respondents  
 ⬆ Significant higher than all respondents



'Risky drivers' were just as likely to say that the TV ad made them realise that even 1 or 2 drinks can increase their chances of an accident and make them less likely to drive after having 1 or 2 drinks. Also more likely to say ad made them think about own driving

% saying the ads....

■ Total sample   ■ Those who would drive after having 2+ drinks



Ad4f. And which of these do YOU personally feel about the ad? Please mention all that you agree with (TV ad)  
 Base: Total sample (Post stage 1000); Those who would drive after 2+ drinks (Post stage 134)



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 Significantly lower than all respondents  
 Significantly higher than all respondents



# 7

## Insights and Recommendations



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# Insight and recommendations



## Research insights

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The campaign was well targeted at young men and produced a good response in its target group

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The TV/VOD ad was strongest and most memorable

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The washroom ad was weaker and most likely to be confusing

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'Risky drivers' remained sceptical about the risks of driving after 2 drinks and were no less confident in their own driving abilities after 2 drinks

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In general, the campaign had a positive impact on both young men and the general population; however, there is still room to reinforce messages further

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## Recommendations

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Continue with similar targeting approach

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Make more use of the TV ads to maximise reach and recall

---

Review the content of the posters to improve clarity of their message and ensure synergy with the TV and radio ads

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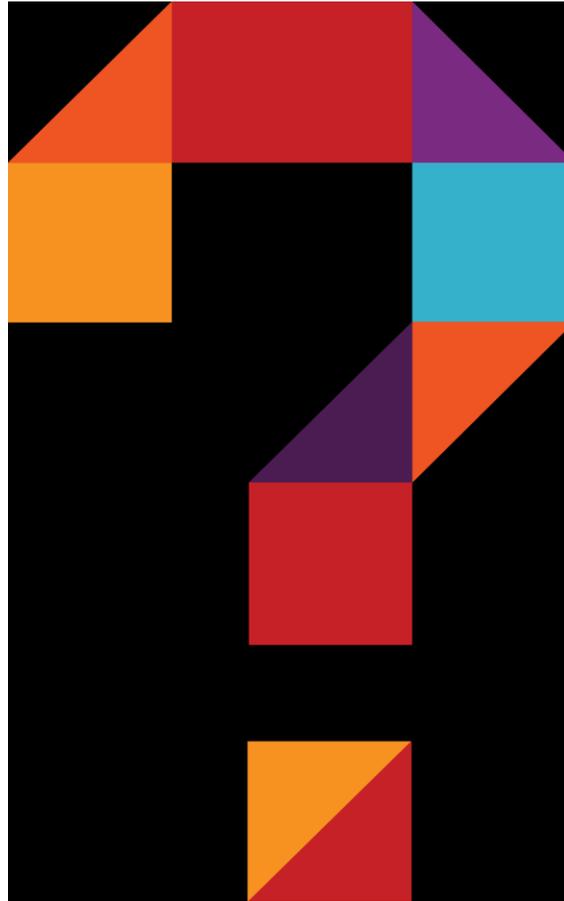
Focus on 'personalising' this issue by offering scenarios or characters that viewers will want to identify with

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Continue to support 2-drink messaging in ongoing Think! communications

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Any questions?



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# Profile of risky drivers (who would drink 2+ drinks)

	Total population	Risky drivers	Index
<b>Young male drivers</b>	10%	28%	280
<b>Male</b>	49%	77%	157
<b>Female</b>	51%	23%	45
<b>18-24</b>	12%	14%	117
<b>25-34</b>	17%	24%	141
<b>35-44</b>	17%	19%	112
<b>45-54</b>	18%	11%	61
<b>55+</b>	37%	32%	86
<b>ABC1</b>	55%	72%	131
<b>C2DE</b>	45%	28%	62