

THINK! Drug Drive campaign evaluation

29th April 2015



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1

Overview of key findings



Overview of key findings

1

About half of respondents recognised some element of the campaign, which represents reasonably strong reach

2

Communication was on-target, and information about the new drug driving penalties came through clearly

3

The ads were not considered relevant by most viewers, however, and they did not create a sense of urgency around the issue of drug driving

4

Although the consequences of being stopped for drug driving were found credible, many still have some doubt about the ease with which the police can spot drug drivers on the road

5

While key metrics have moved among those who have seen the campaign, there is a more modest impact on the campaign's most direct target (those who know someone who drug drives)

2

Background



Background

The law changed in March 2015 to make it illegal to drive with certain drugs above the specified blood levels in the body.

As such, DfT ran a campaign to inform the public of this change, with 3 key objectives:

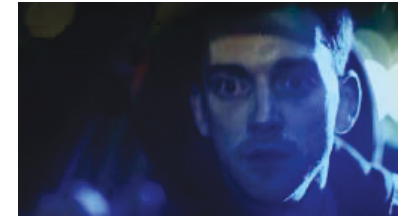
- Raise awareness of the new drug drive legislation and build knowledge and understanding of what it means to drivers
- Increase awareness and salience of the consequences of a drug drive conviction
- Increase the belief that you're likely to be caught and convicted if you drug drive

The primary audience was all adults, to inform the public of the change in legislation. The secondary audience was young males (17-34s) to challenge and deter those that take drugs and drive



Campaign mix and spend

	Activity	Spend	Start date	End date
	Radio	£223,107	16 th Feb	29 th Mar
	Digital – Display and Partnerships	£277,592	16 th Feb	29 th Mar
	Digital – Biddable (YouTube)	£371,431	2 nd Mar	29 th Mar
	VoD	£29,759	5 th Mar	29 th Mar
	OOH – Washroom Panels	£132,800	16 th Feb	29 th Mar
	Regional Press	£33,210	16 th Feb	2 nd Mar
	Total media	£1,067,899		



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



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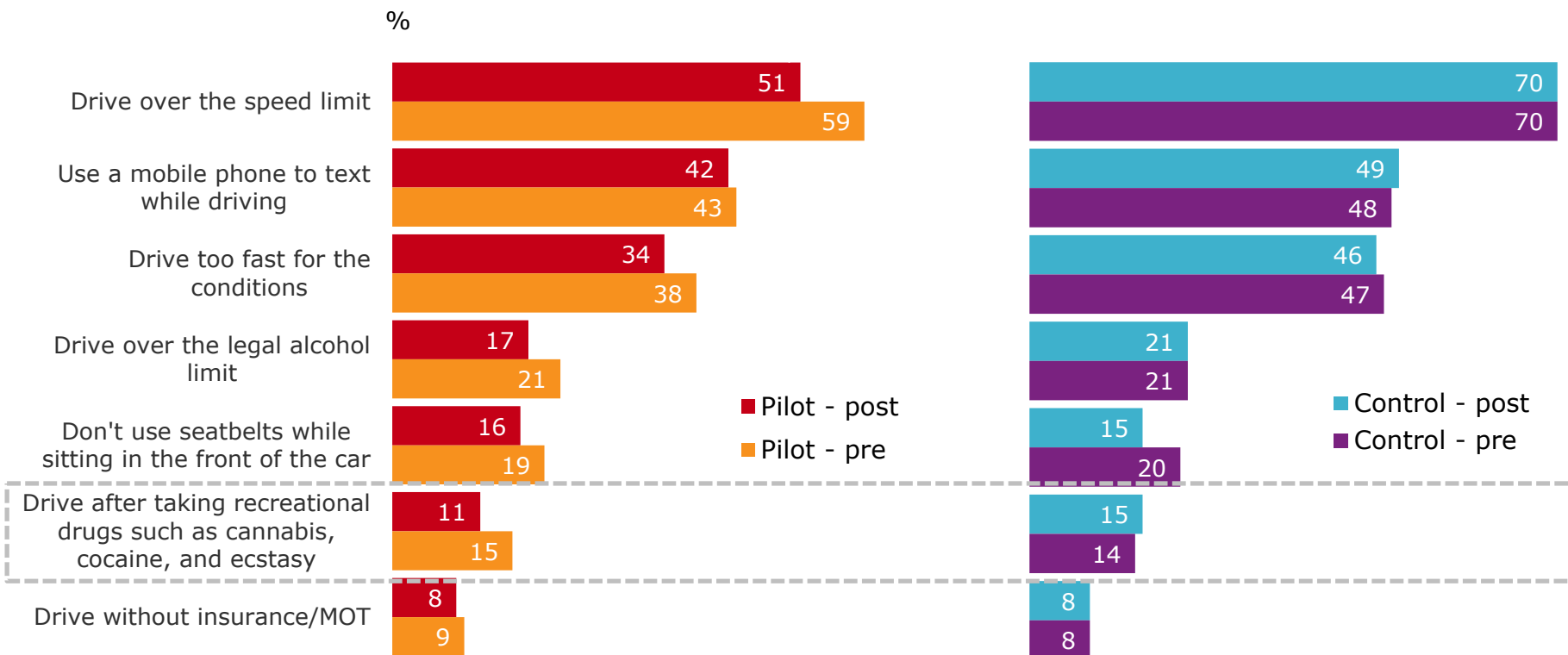


Research method

- Online interviews conducted nationally pre and post campaign with males 17-29 to measure campaign recognition, take out, knowledge and attitudes
- Test and control approach
- Pre stage conducted: 26th-30th January 2015
- Post stage conducted: 16th-29th March 2015
- Weighting: Each stage, data were weighted to age and regional profile of men aged 17-29 in England

		Interviews achieved
Test (Rest of England)	Pre	500
	Post	499
Control (North East and South West)	Pre	400
	Post	395

About one in seven respondents know someone who drives after taking recreational drugs.



Q2a. Do you know anyone who does any of the following nowadays?
 Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
 *denotes significant difference from pre to post



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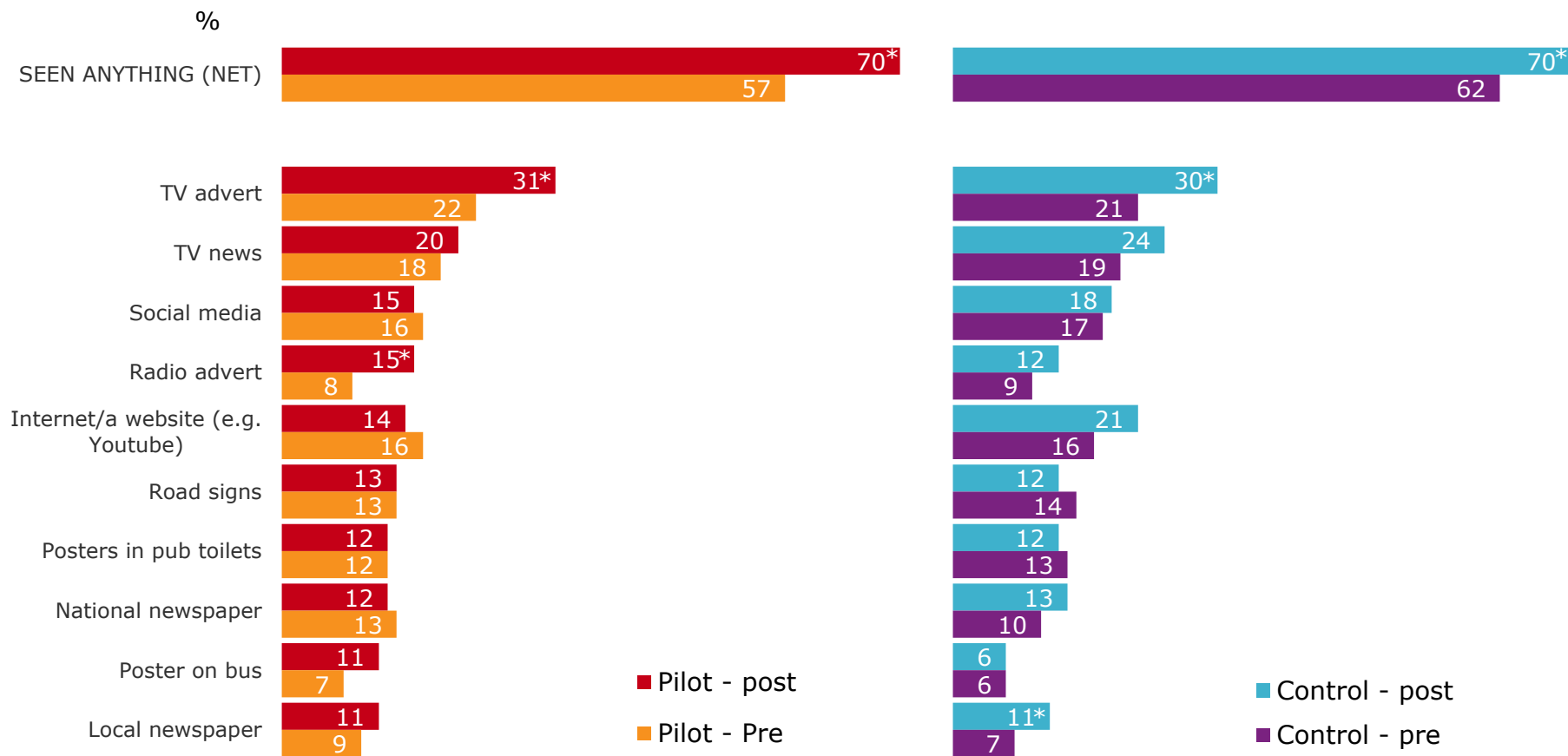
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3

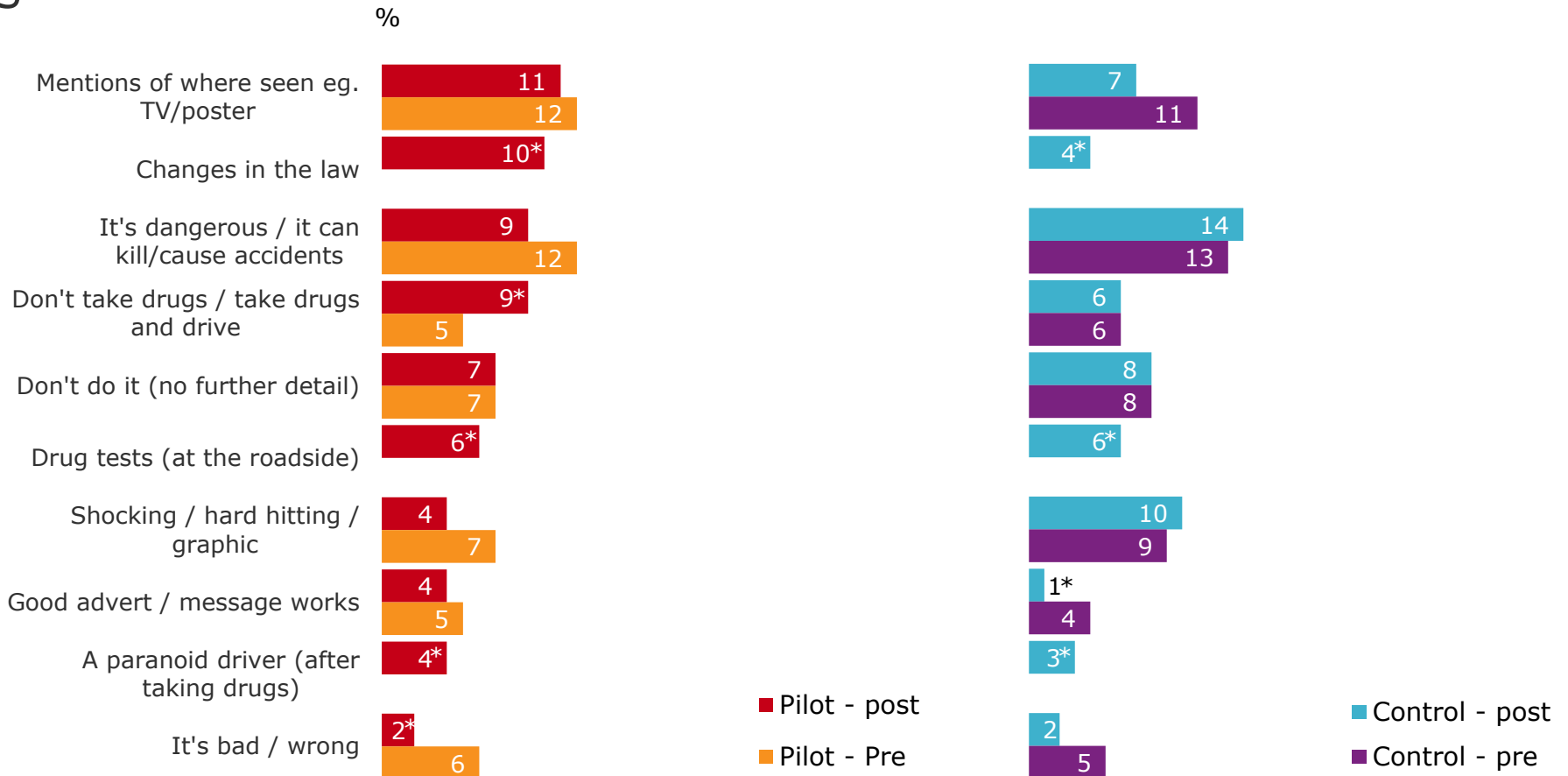
General publicity and campaign awareness

Majority have seen something on drug driving, with TV advert the primary source of awareness, although radio also had some impact in the test region



Q3a. Have you seen or heard anything about taking drugs and driving in any of these ways recently?
 Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
 *denotes significant difference from pre to post

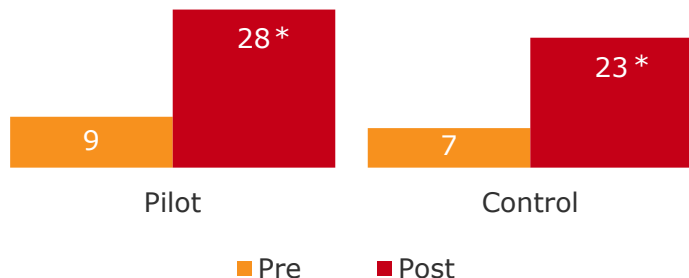
About one in ten in the test region recalled 'changes in the law' when thinking of recent advertising. Other mentions were more general



Q3b. What do you remember about the publicity and advertising for taking drugs and driving?
 Base: All who have seen/heard drug drive publicity Pre/Post (Pilot : 284/350, Control: 246/275)
 *denotes significant difference from pre to post

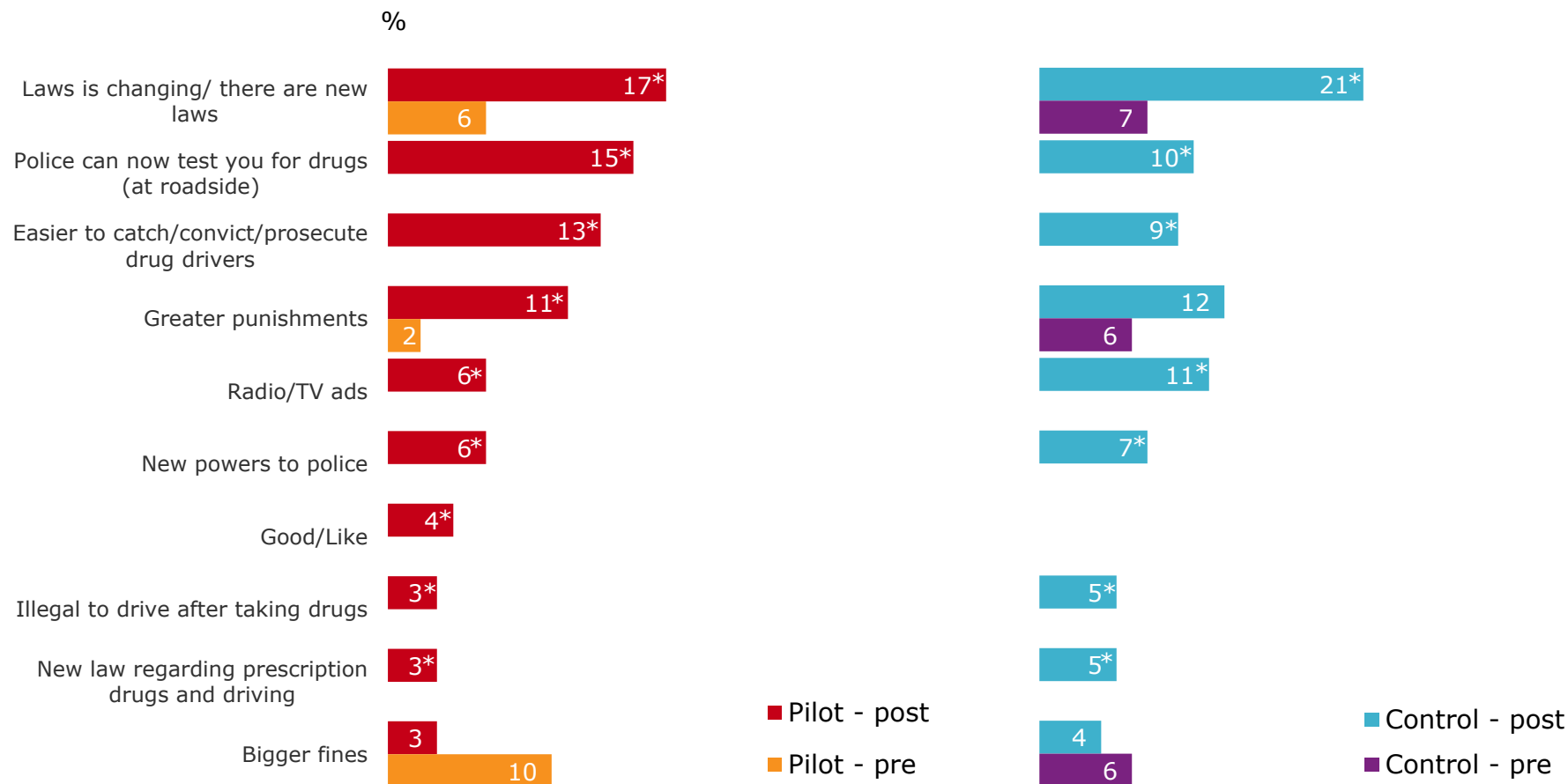
People in both regions were more likely to have seen/heard publicity relating to the changes in drug driving legislation at the post stage

%



Q12: Have you seen or heard anything recently about changes to drug driving legislation?
Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
*denotes significant difference from pre to post

Aside from the law changing, people were aware of the roadside test and the fact that it is now easier to catch drug drivers



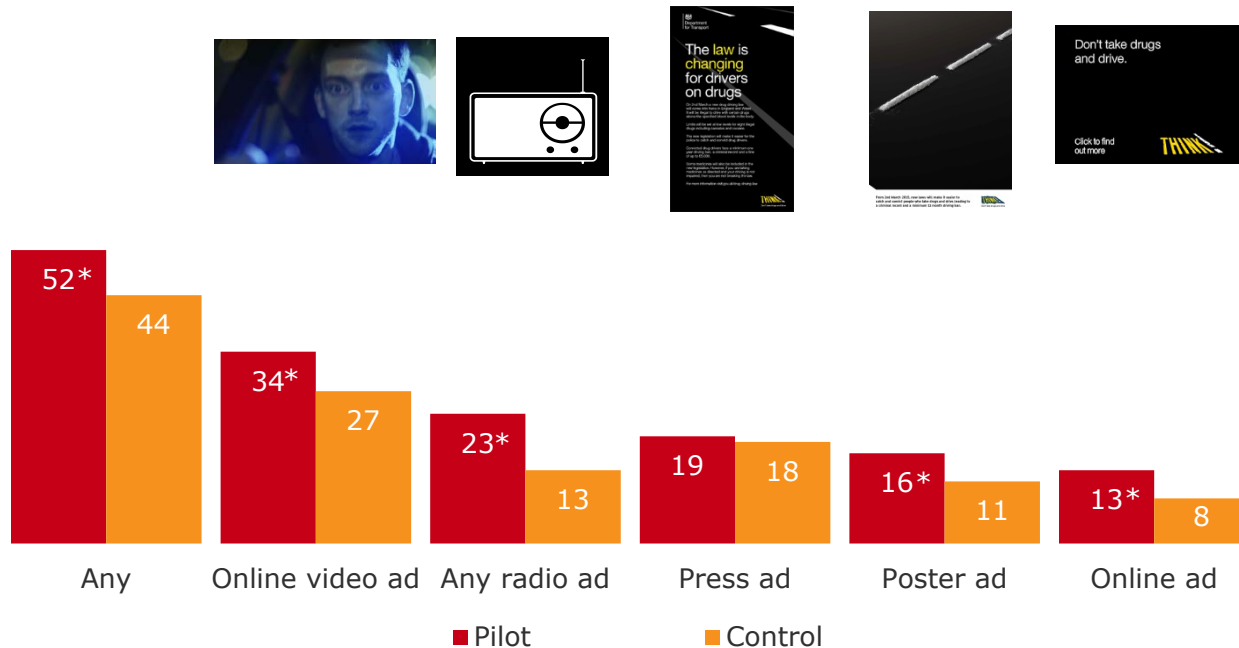
Q13: What have you seen or heard recently about the changes to drug driving legislation? (spontaneous)

Base: All who had seen something recently about the changes to drug drive legislation Pre/Post (Pilot : 45/137, Control: 29/85) CAUTION LOW BASE SIZES

*denotes significant difference from pre to post

Around half in the pilot region recognised an ad, although recognition was relatively high in the control region as well

%

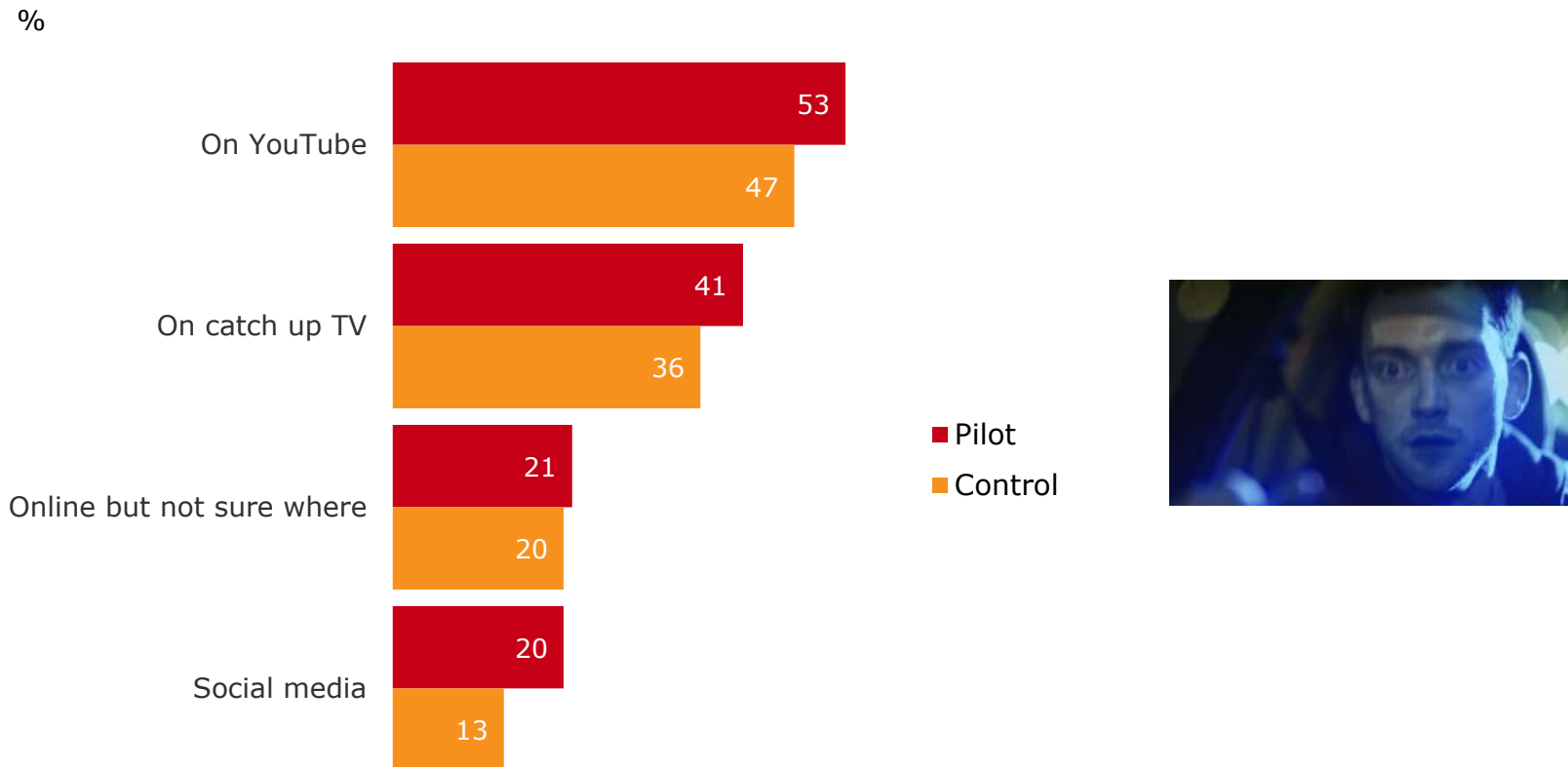


Q15a: Have you seen this film before? / Q16ai/16aai: Have you heard this advert on the radio recently?/ Q16b. Have you seen this advert in the newspaper recently? Q16c. Have you seen this poster recently?/Q16d. Have you seen this advert on the internet recently?

Base: All males 17-29 post (Pilot : 499, Control: 395)

*denotes significant difference from pilot to control

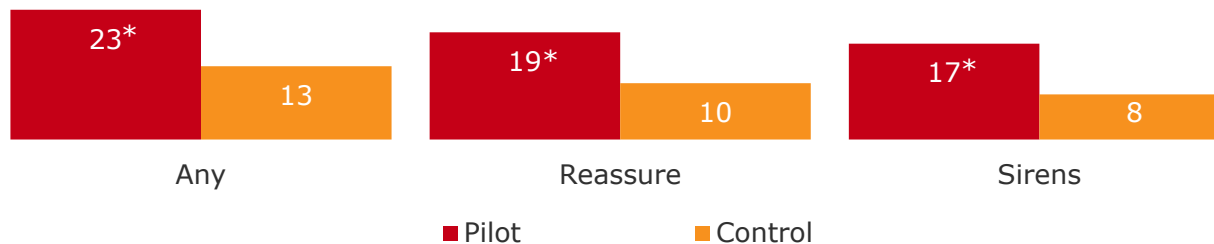
More respondents recalled having seen the video ad, the most-recognised of the campaign touchpoints, on YouTube



Q15b: Where have you seen this film before?
Base: All who had seen the film post (Pilot : 164, Control: 99)
*denotes significant difference between pilot and control

People in the pilot region were more likely to recognise the radio ad, with recognition very similar for each of the ads

%



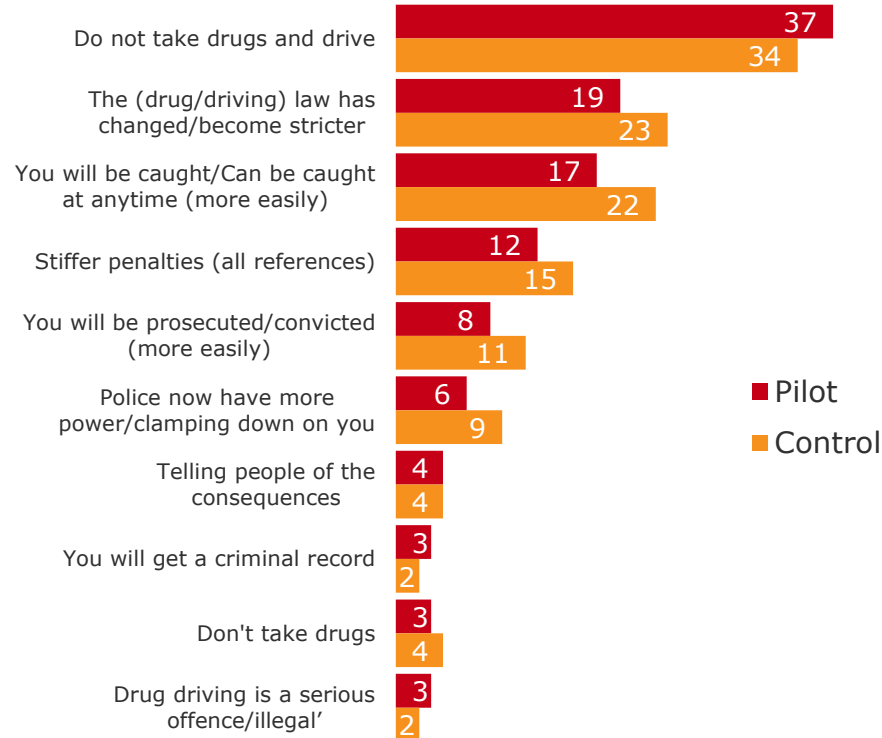
Q16ai/16aai: Have you heard this advert on the radio recently?
Base: All males 17-29 post (Pilot : 499, Control: 395)
*denotes significant difference between pilot and control

4

Campaign communication and response

The perceived main message of the campaign advertising was fairly general, although increased powers to detect and prosecute drug drivers did come through fairly clearly

%

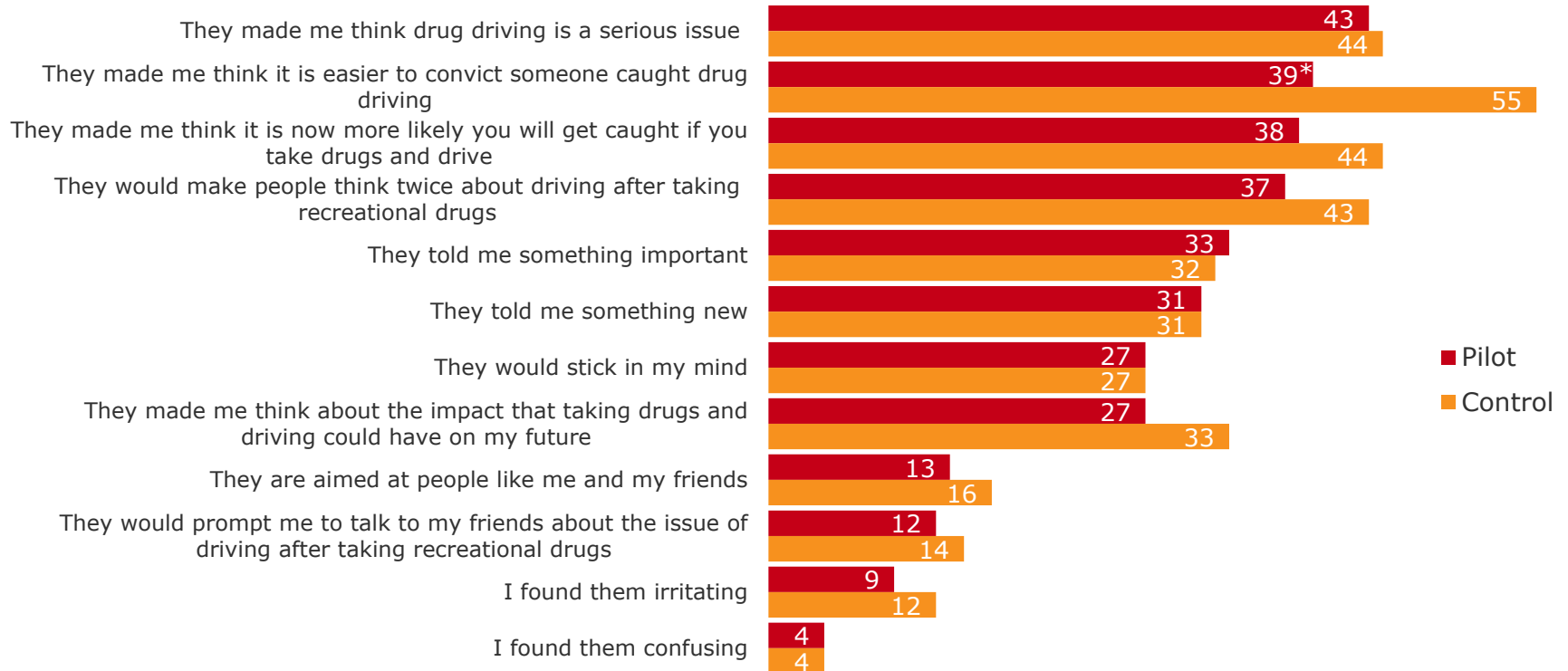


Q17: Thinking about all of the different advertising you have just seen and heard, what do you think was its main message? (spontaneous)
 Base: All males 17-29 post (Pilot : 499, Control: 395)
 *denotes significant difference between pilot and control



The ease of being caught/convicted for drug driving was taken out as a clear message, but few saw the campaign as relevant

%



Q18: Here are some things that other people have said about the film and the adverts you have just seen and heard. Which of these do YOU personally feel about these adverts?

Base: All males 17-29 post (Pilot : 499, Control: 395)

*denotes significant difference between pilot and control



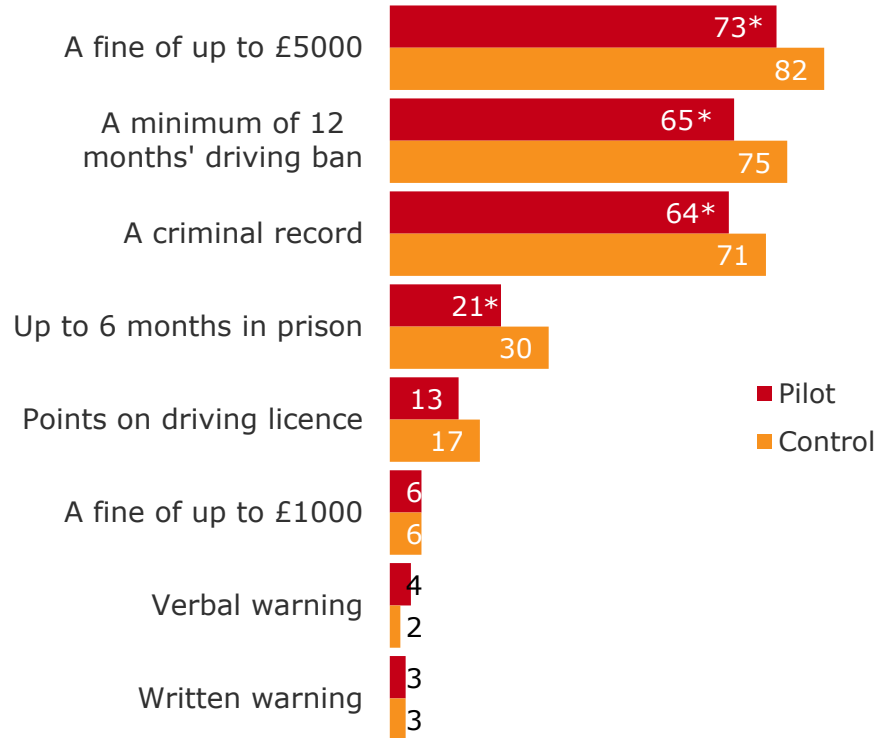
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The three penalties mentioned were recalled well

%

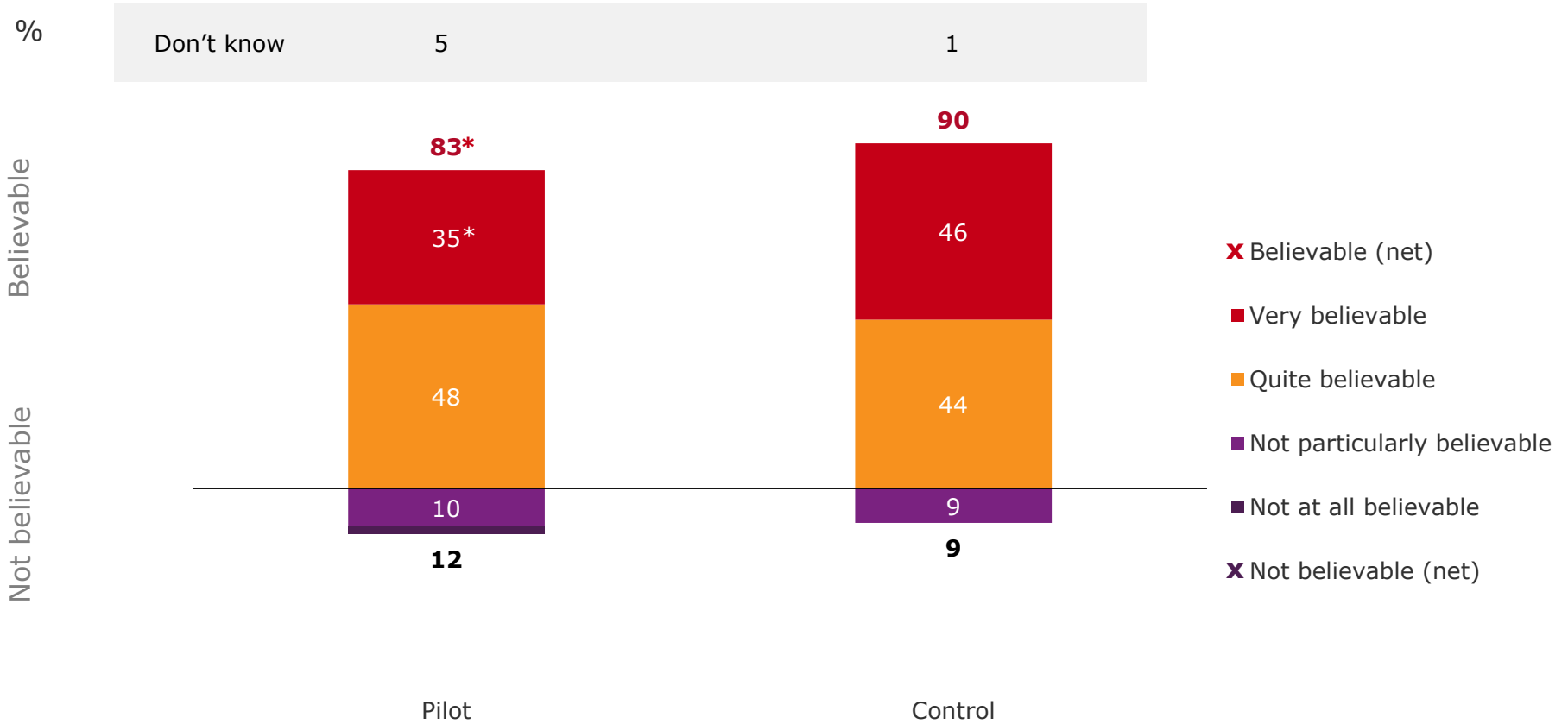


Q20: The adverts mentioned various penalties that may be incurred by driving after taking drugs. Which if any of the following were mentioned?

Base: All males 17-29 post (Pilot : 499, Control: 395)

*denotes significant difference between pilot and control

The ads were considered credible



Q21: How believable did you find the message in these adverts?
 Base: All males 17-29 post (Pilot : 499, Control: 395)
 *denotes significant difference between pilot and control

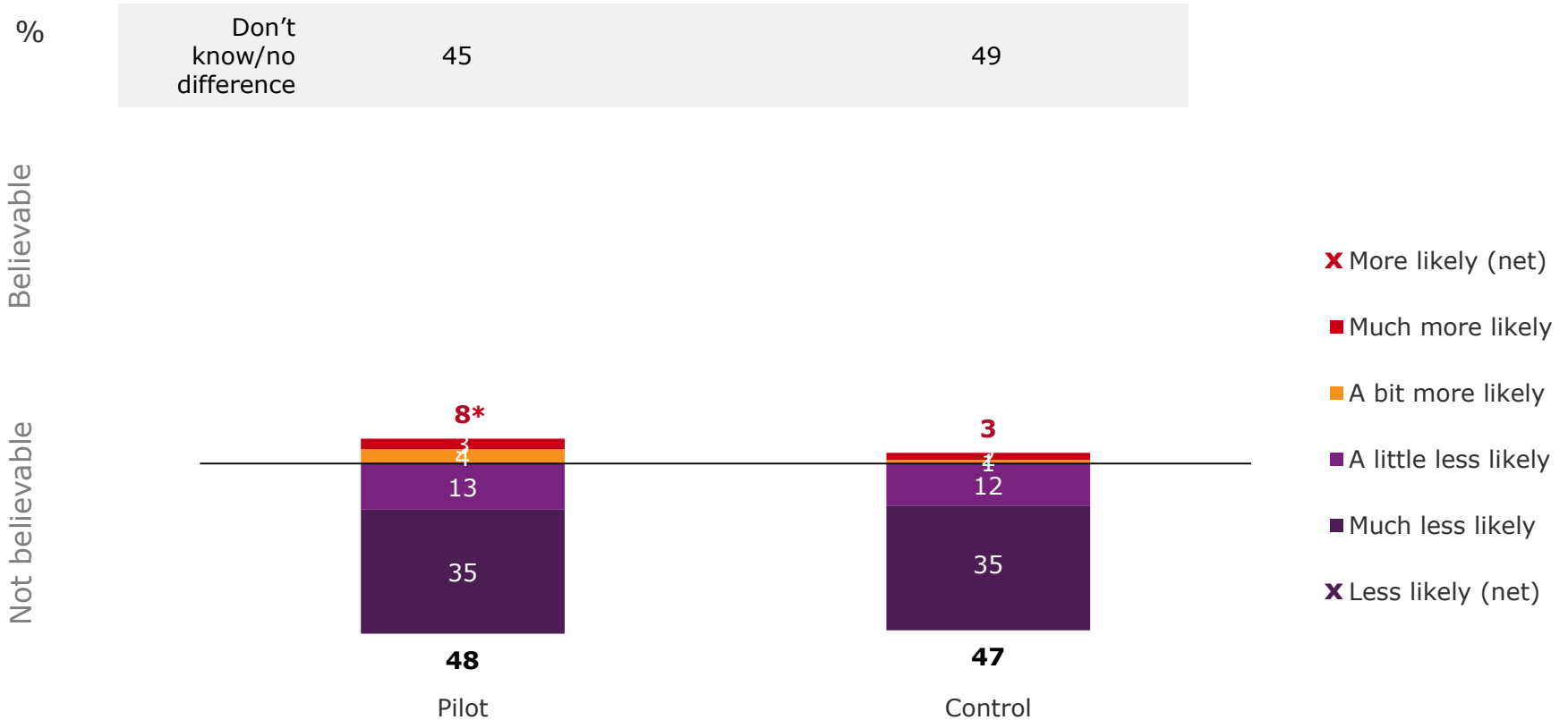


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About half of respondents said that the ads would make them less likely to drive after taking drugs



Q22a: What effect, if any, has seeing and hearing these adverts had on how likely you would be to drive after taking
 Base: All males 17-29 post (Pilot : 499, Control: 395)
 *denotes significant difference between pilot and control



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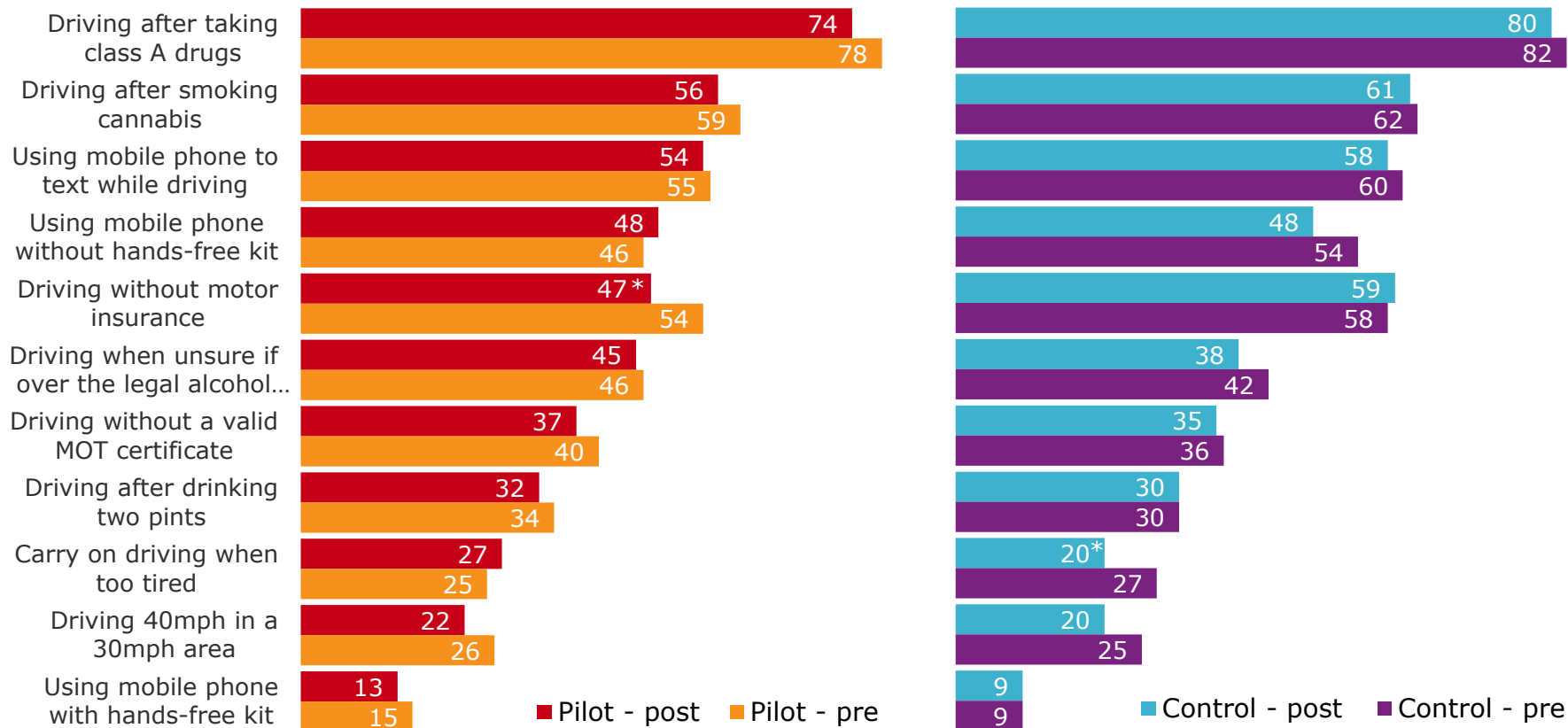


5

Attitudes towards recreational drugs and driving

Driving after taking class A drugs is considered the most unacceptable of the driving behaviours examined

% - extremely unacceptable



Q1c: You are now going to see some various types of behaviour and for each one please state how acceptable or unacceptable you think it is for people to do these things, using the scores on the screen. A score of one means you think the behaviour is fairly acceptable and a score of five means you think it is extremely unacceptable, or you can use one of the numbers in between.

Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395) *denotes significant difference from pre to post



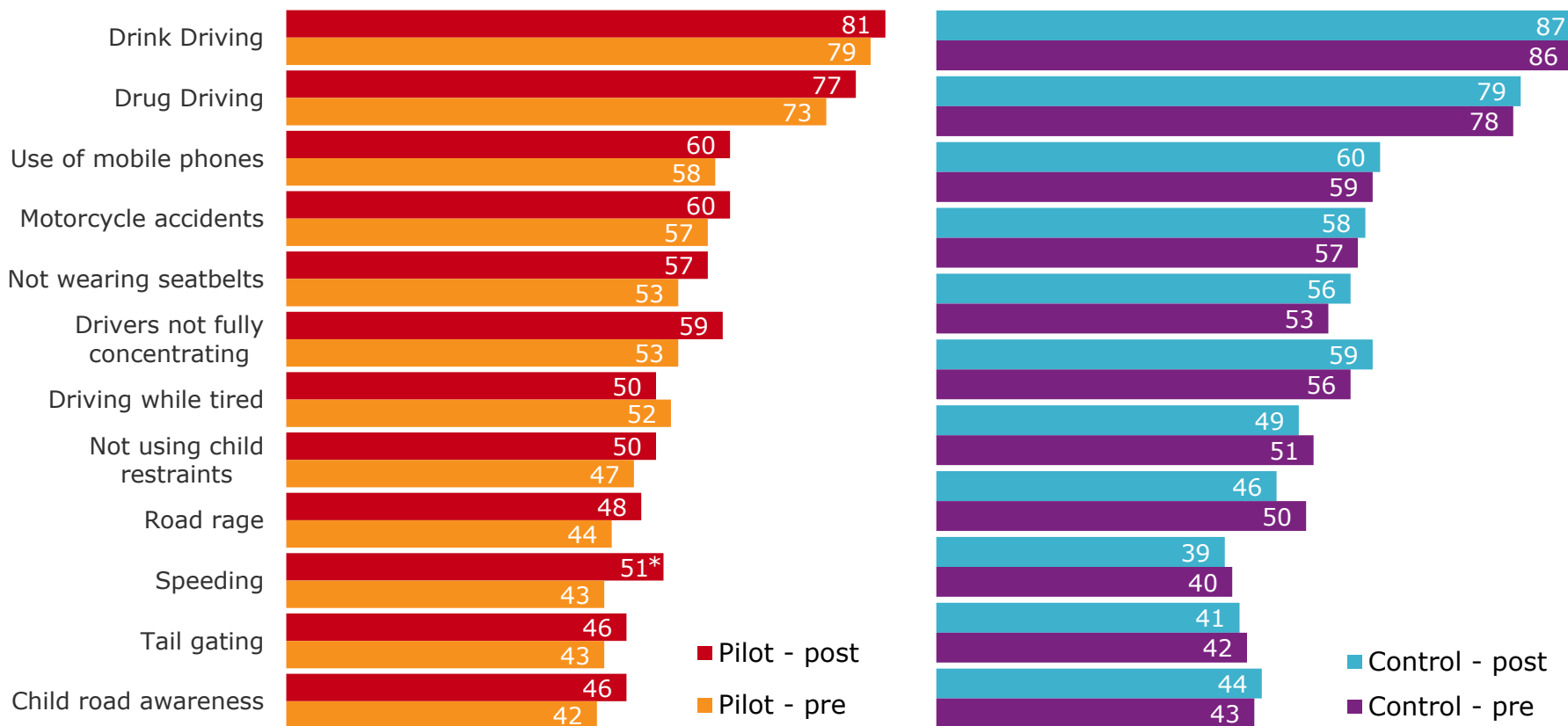
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Drug driving is also viewed as a very dangerous behaviour, similar to drink driving

% - agree strongly



Q1b: To what extent do you agree that each of the following are dangerous?
 Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
 *denotes significant difference from pre to post



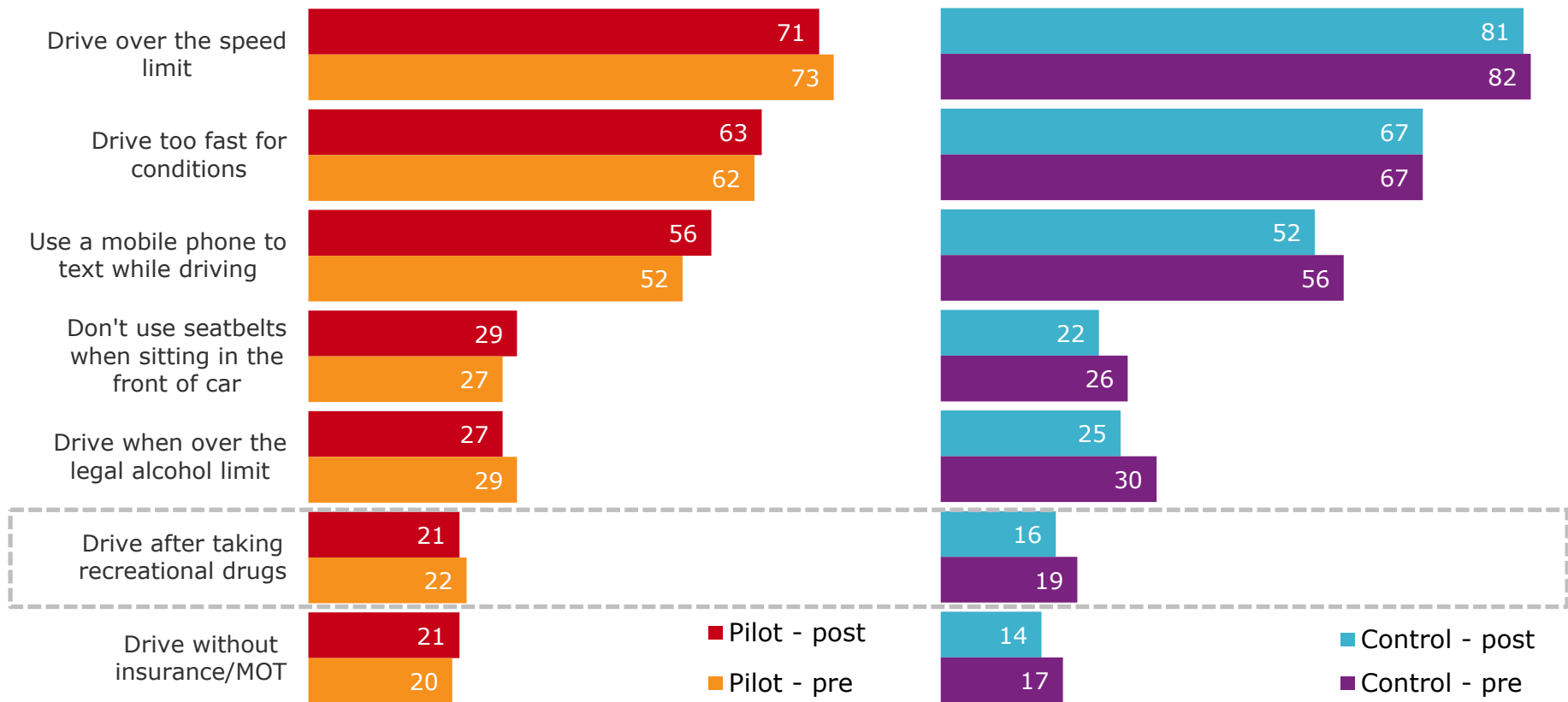
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Most people, however, do not view drug driving as normal

% - quite normal/very normal



Q2b: How normal do you think it is for people your age to do the following?
 Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
 *denotes significant difference from pre to post

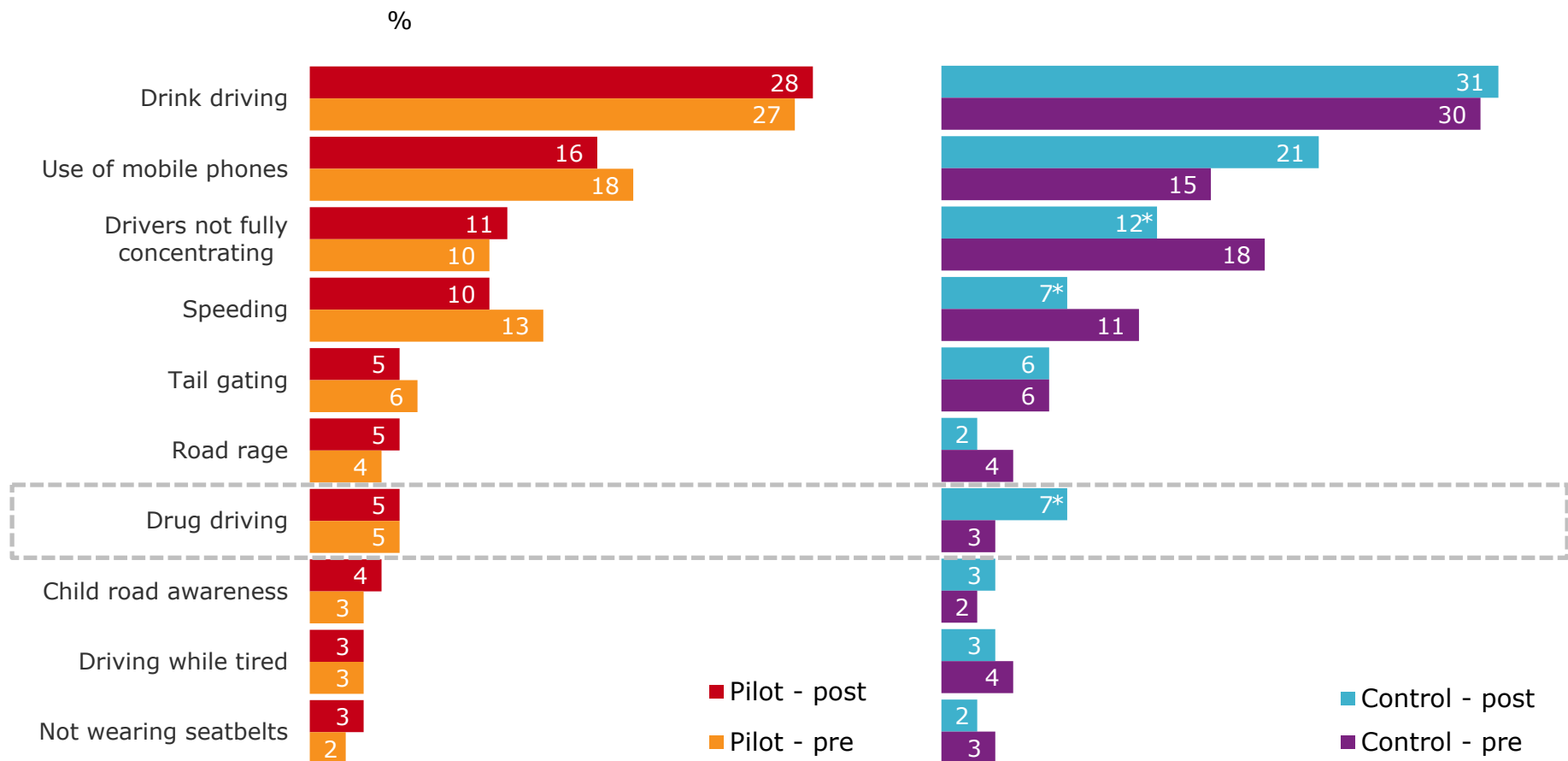


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Consequently, drug driving is considered a relatively low priority compared to other road safety issues



Q1a: Thinking about road safety, which one of the following issues do you consider to be the MOST important issue that the Government should address to improve road safety?

Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)

*denotes significant difference from pre to post

6

Expected outcomes



There is some doubt that the police can easily spot a driver who has taken drugs



Q5b: How easy do you think it is for the police to spot a driver who has taken recreational drugs?

Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)

*denotes significant difference from pre to post

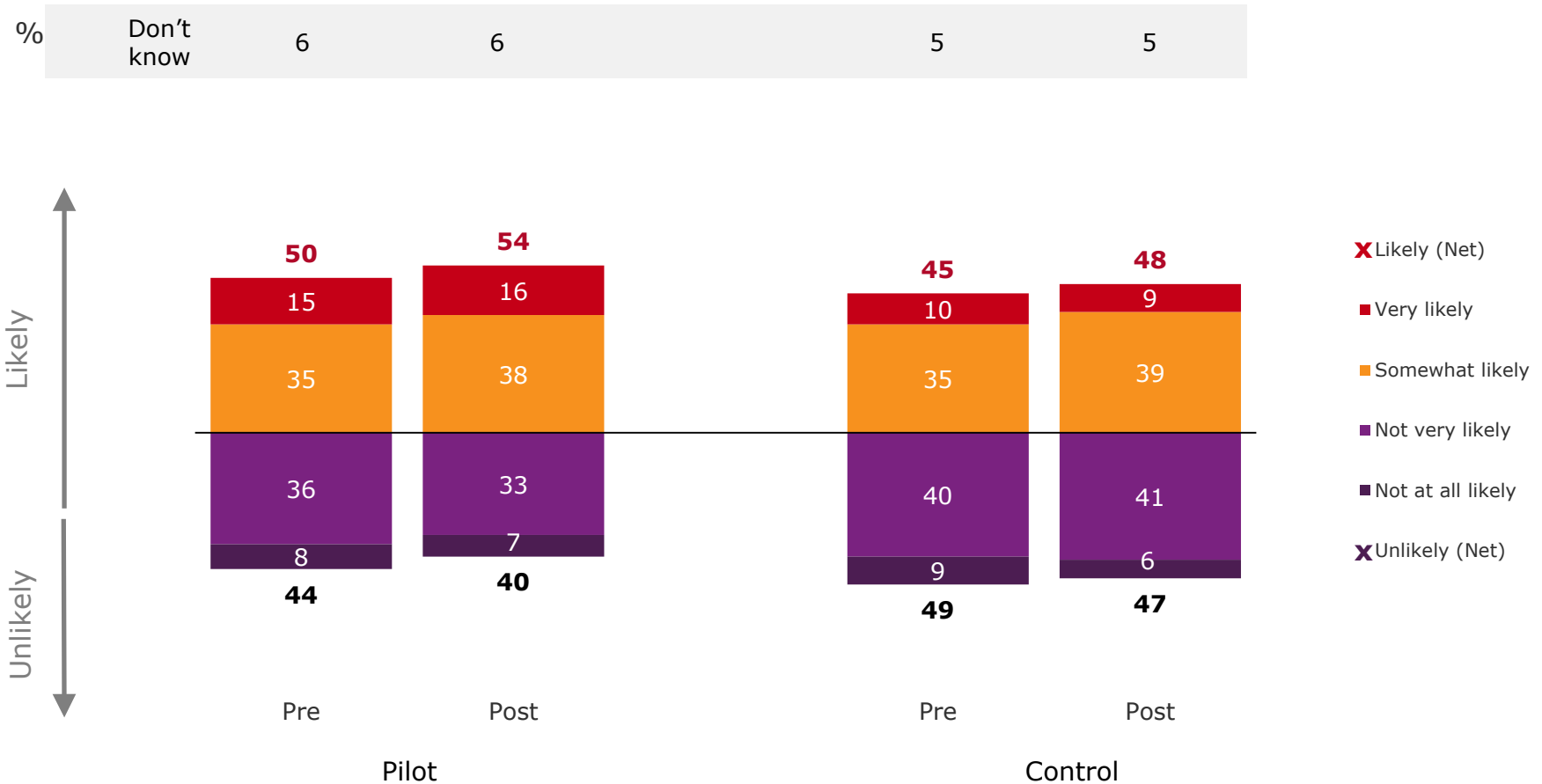


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Therefore only half think it is likely that drug drivers will get stopped by the police



Q5a: How likely do you think it is that someone who drives after taking recreational drugs would get stopped by the police?
 Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
 *denotes significant difference from pre to post

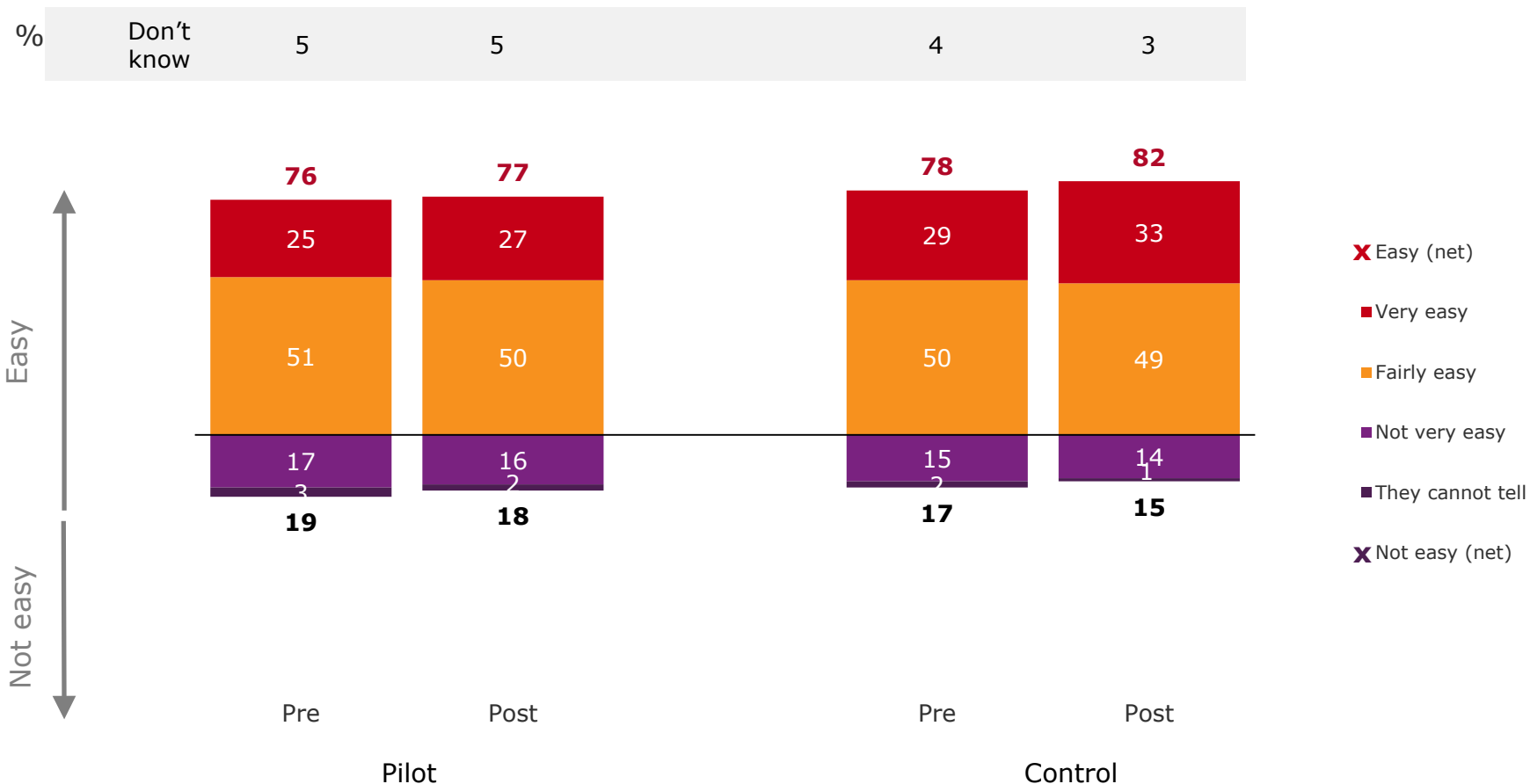


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However, once stopped, most believe it is easy for police to identify drug drivers



Q6: If stopped, how easy do you think it is for the police to tell if someone has taken recreational drugs?
 Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
 *denotes significant difference from pre to post

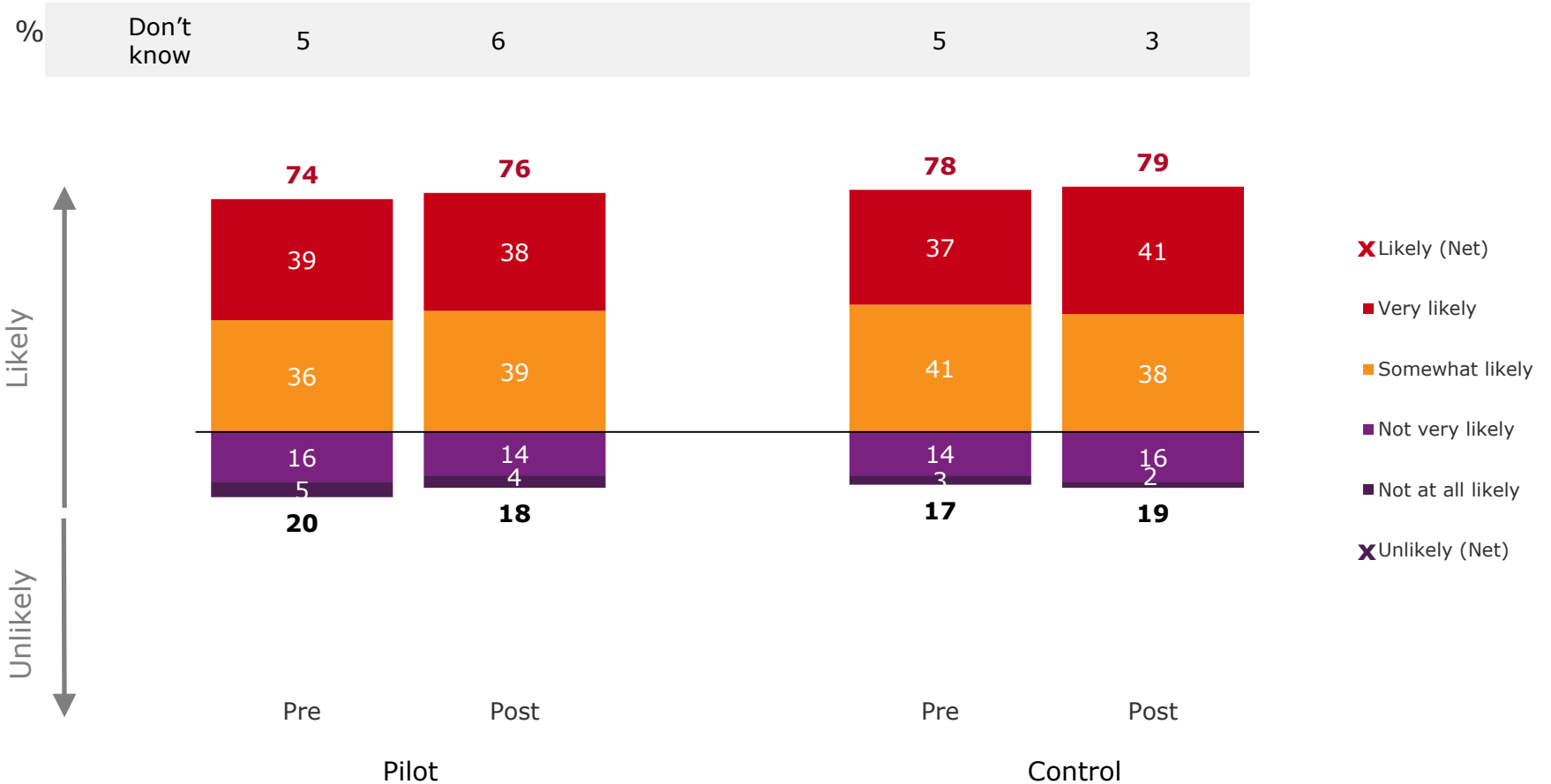


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...and if charged, the vast majority believe a conviction is likely



Q8: If charged by the police, what do you think is the likelihood of getting convicted for driving after taking recreational drugs?

Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)

*denotes significant difference from pre to post

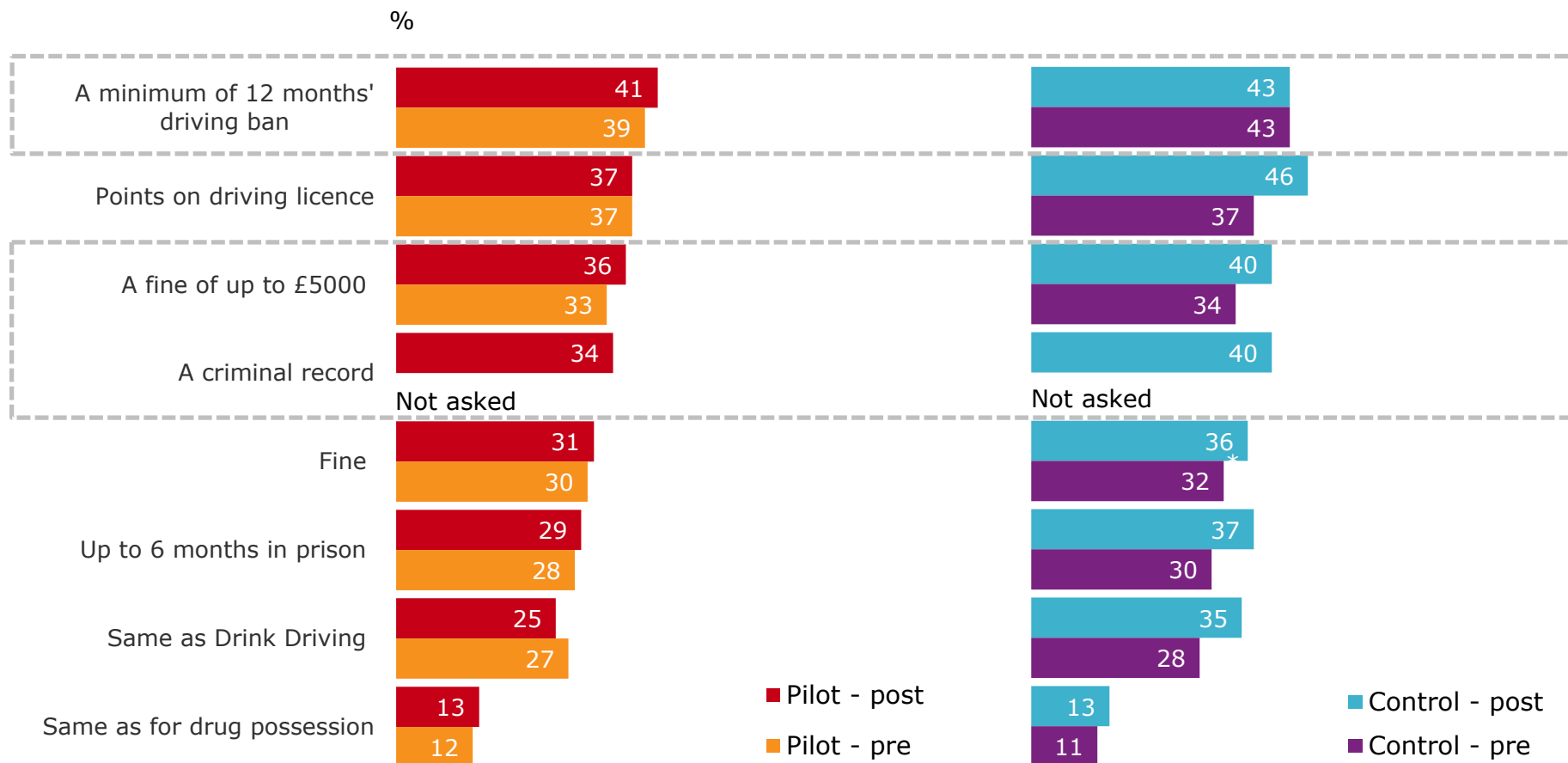


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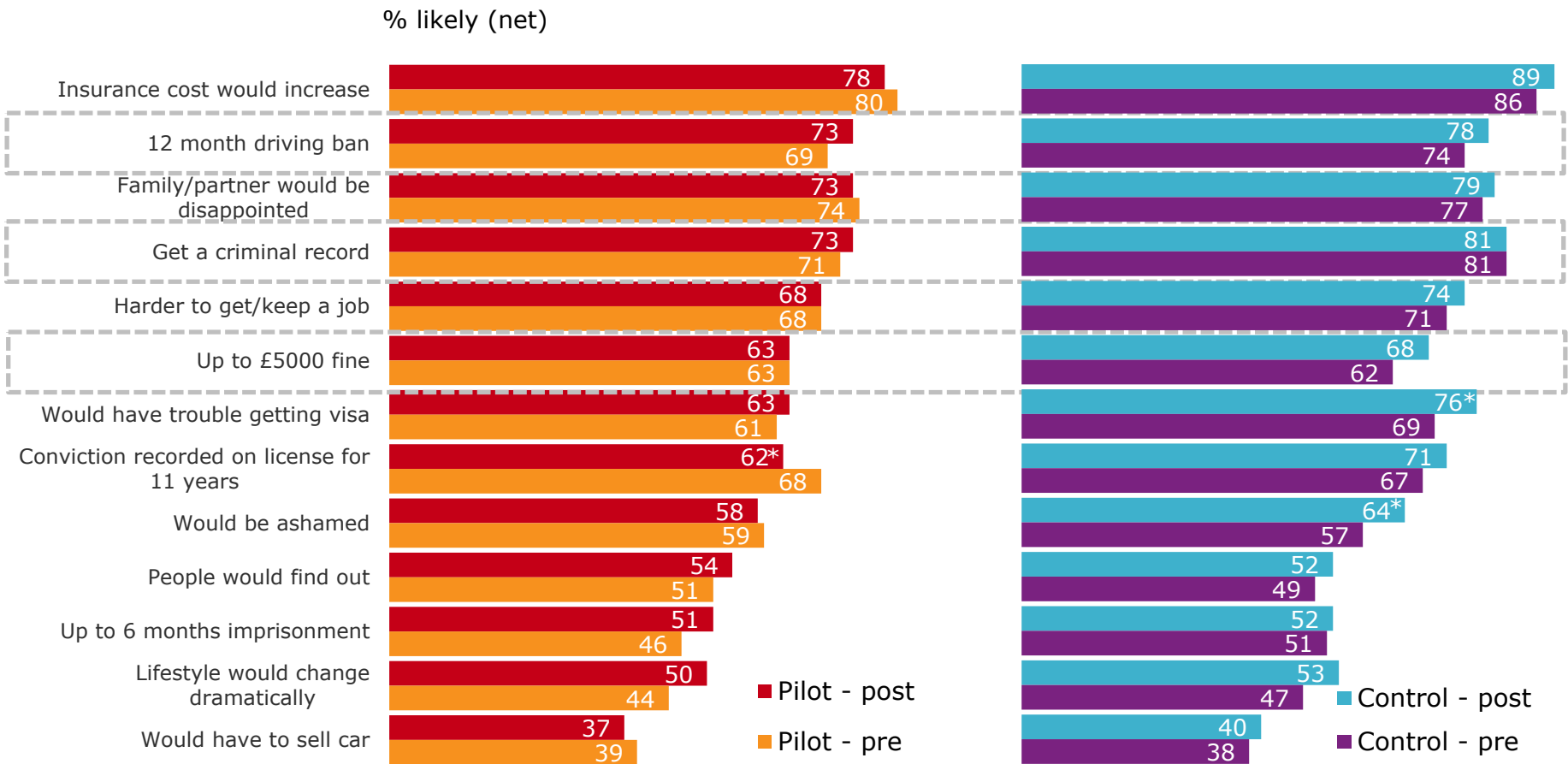


Even when prompted, there is little impact on knowledge of drug driving penalties over the campaign period



Q9b. What do you think the current penalty is if convicted for driving after taking recreational drugs? (prompted)
 Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)
 *denotes significant difference from pre to post

The 12-month driving ban and criminal record are viewed as more likely outcomes than the £5000 fine

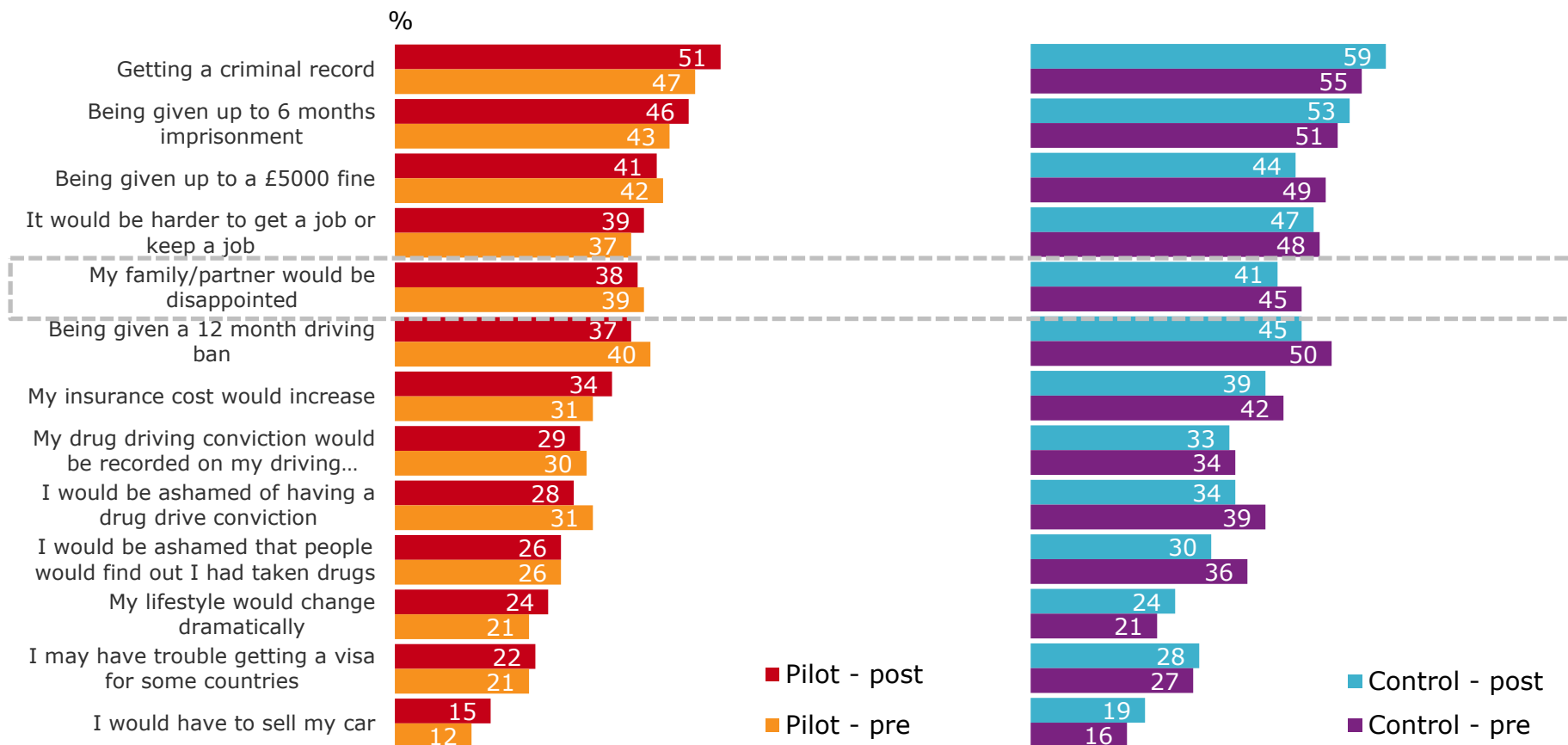


Q10: If someone were to be caught driving after taking recreational drugs, how likely do you think it would be that each of the following would happen?

Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)

*denotes significant difference from pre to post

People worry more about the practical than the social consequences of being caught drug driving, with 'Getting a criminal record' the top concern BUT disappointed family is also a worry



Q11: Imagine you were to be caught driving after taking recreational drugs, which of the following would you be most likely to worry about happening?

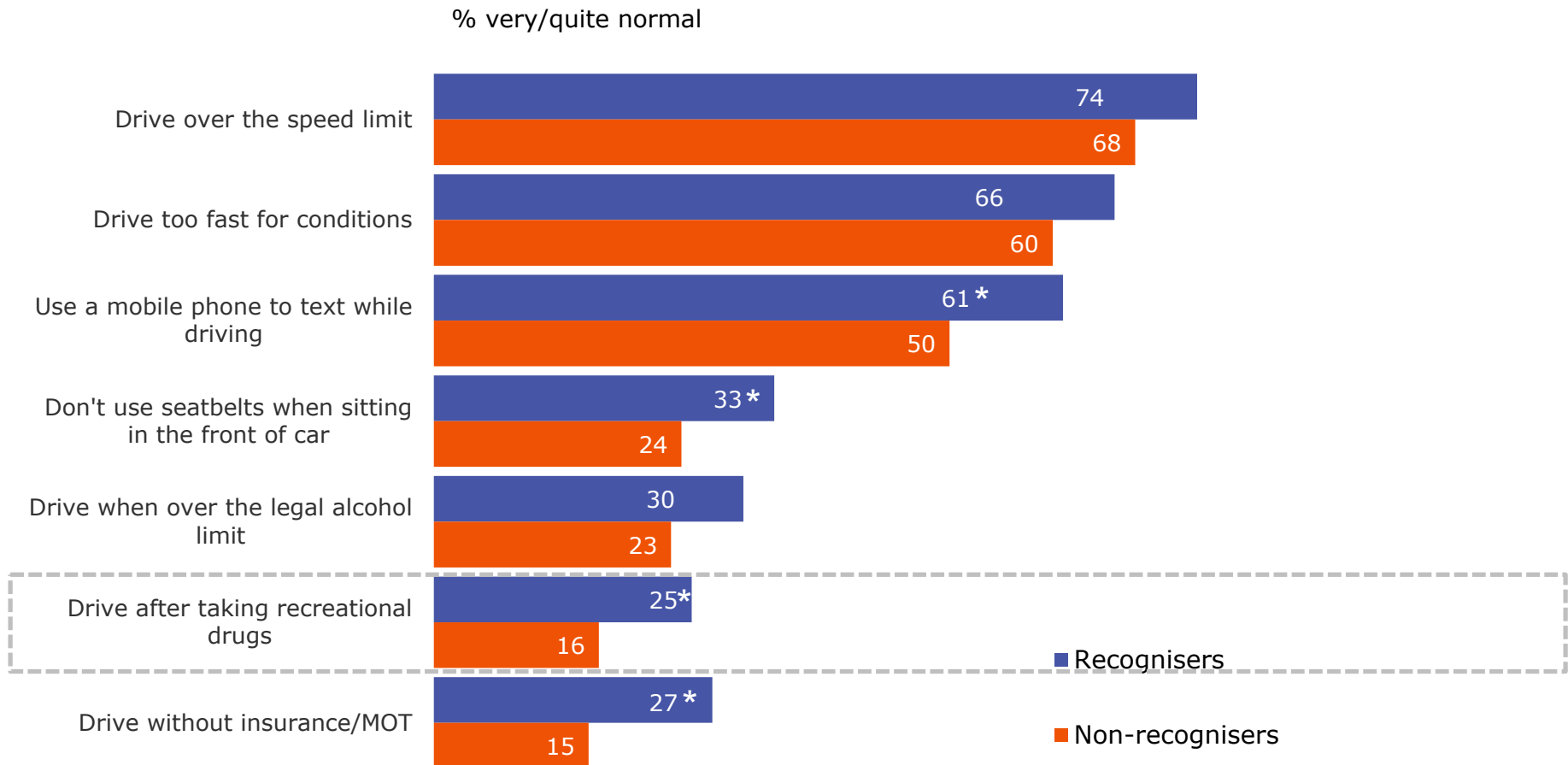
Base: All males 17-29 Pre/Post (Pilot : 500/499, Control: 400/395)

*denotes significant difference from pre to post

7

Focus on ad recognisers

Driving after taking recreational drugs is considered a bit more normal among ad recognisers



Q2b: How normal do you think it is for people your age to do the following?
 Base: All males 17-29 post-stage, pilot region (recognisers: 254, non-recognisers: 245)
 *denotes significant difference between ad recognisers and non recognisers

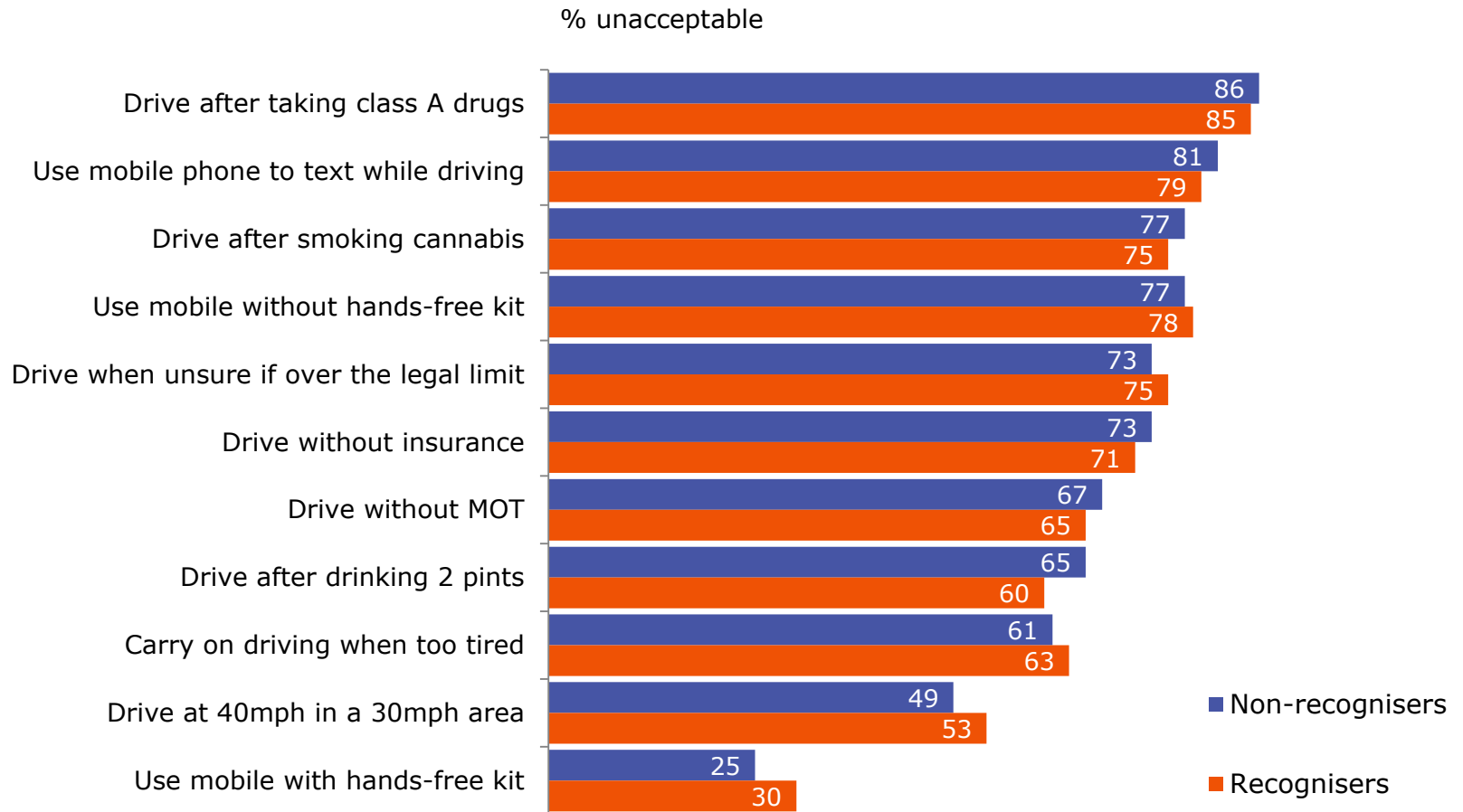


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This group do not consider driving after taking drugs to be more acceptable, however

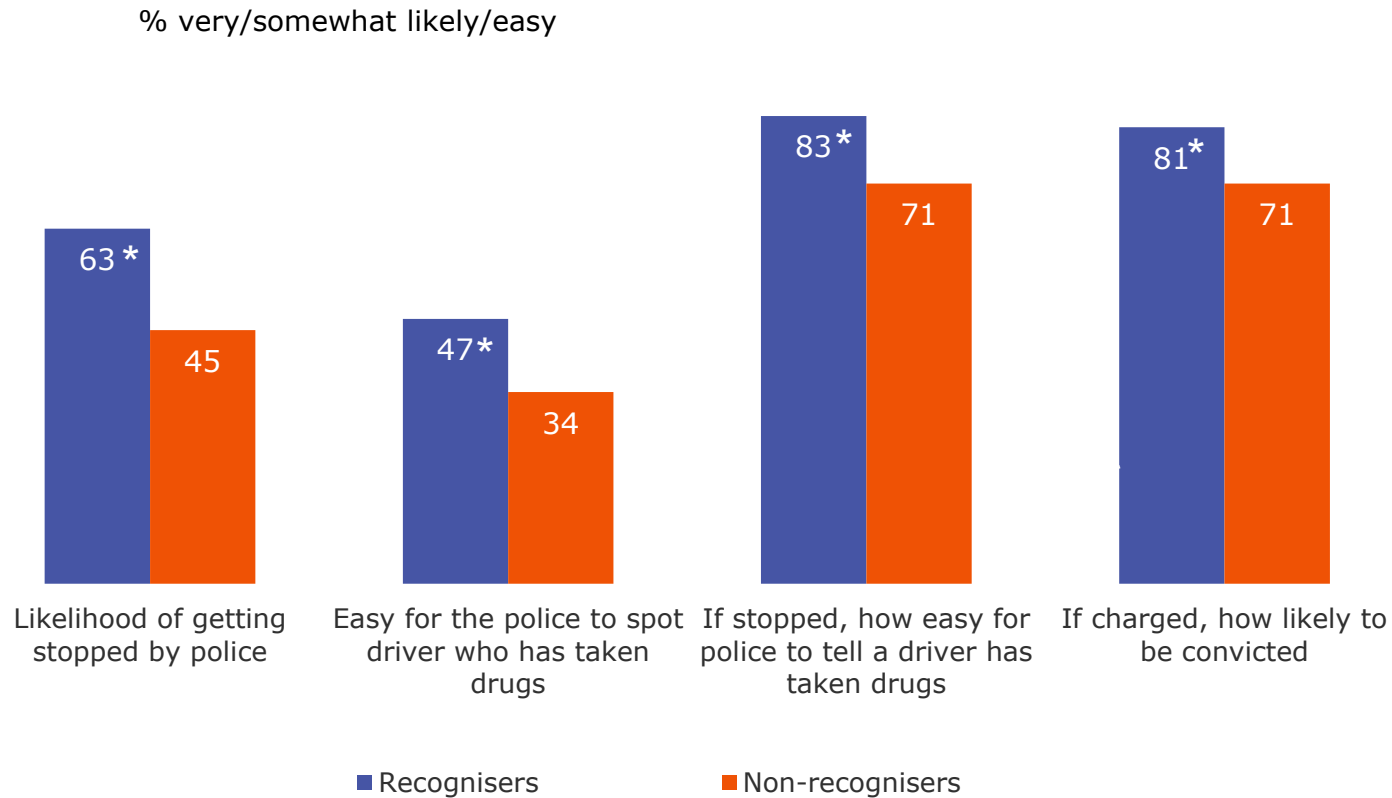


Q1c How acceptable to do you think it is to do the following?

Base: All males 17-29 post-stage, pilot region (recognisers: 254, non-recognisers: 245)

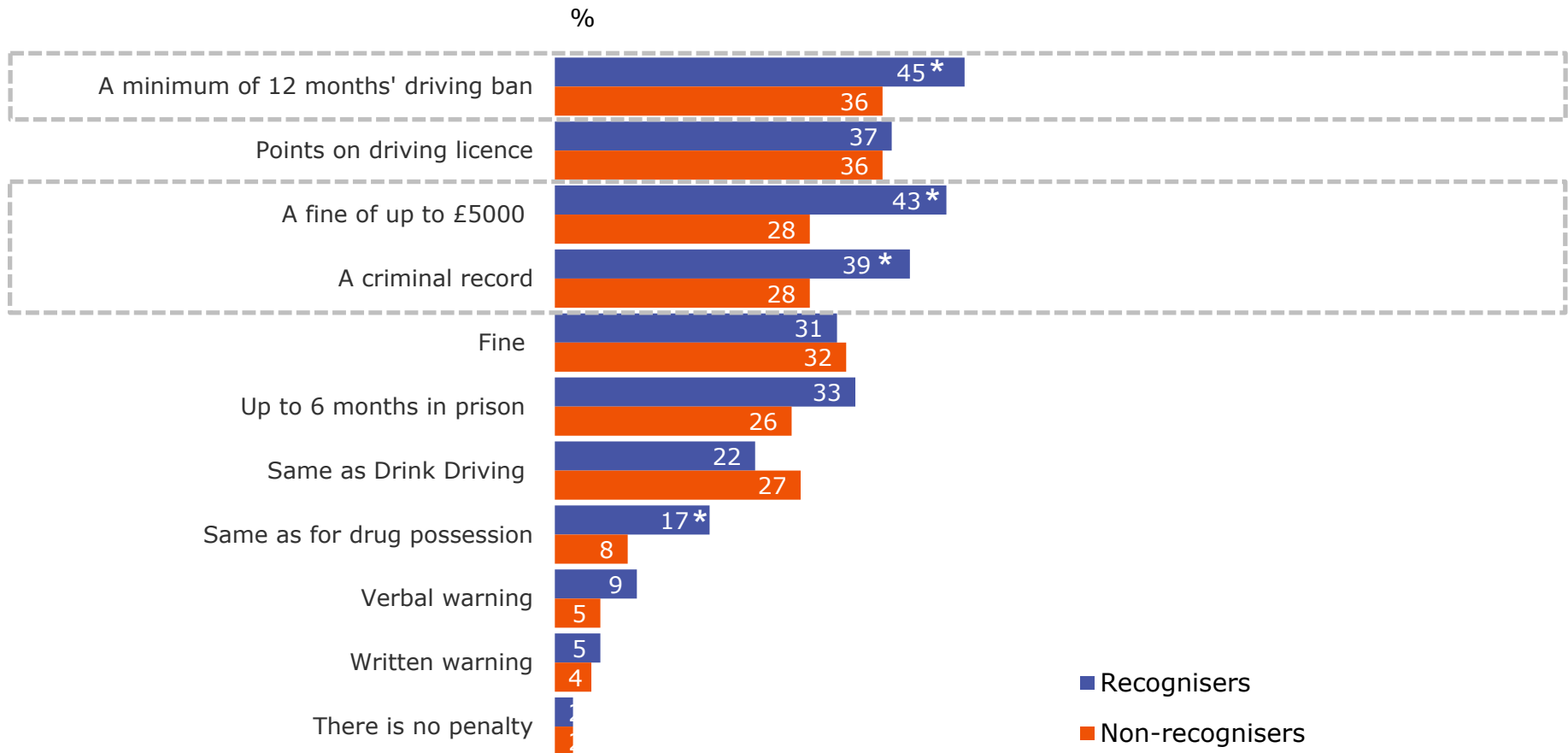
*denotes significant difference between ad recognisers and non recognisers

Those who recognise at least one element of the campaign are significantly more confident that the police can identify and convict drug drivers



Q5a How likely do you think it is that someone who drives after taking recreational drugs would get stopped by the police? Q5b How easy do you think it is for the police to spot a driver who has taken recreational drugs? Q6 If stopped, how easy do you think it is for the police to tell if someone has taken recreational drugs? Q8 If charged, what do you think is the likelihood of getting convicted for drug driving?
Base: All males 17-29 post-stage, pilot region (recognisers: 254, non-recognisers: 245) *denotes significant difference between ad recognisers and non recognisers

Campaign recognisers also show significantly clearer knowledge of drug driving penalties

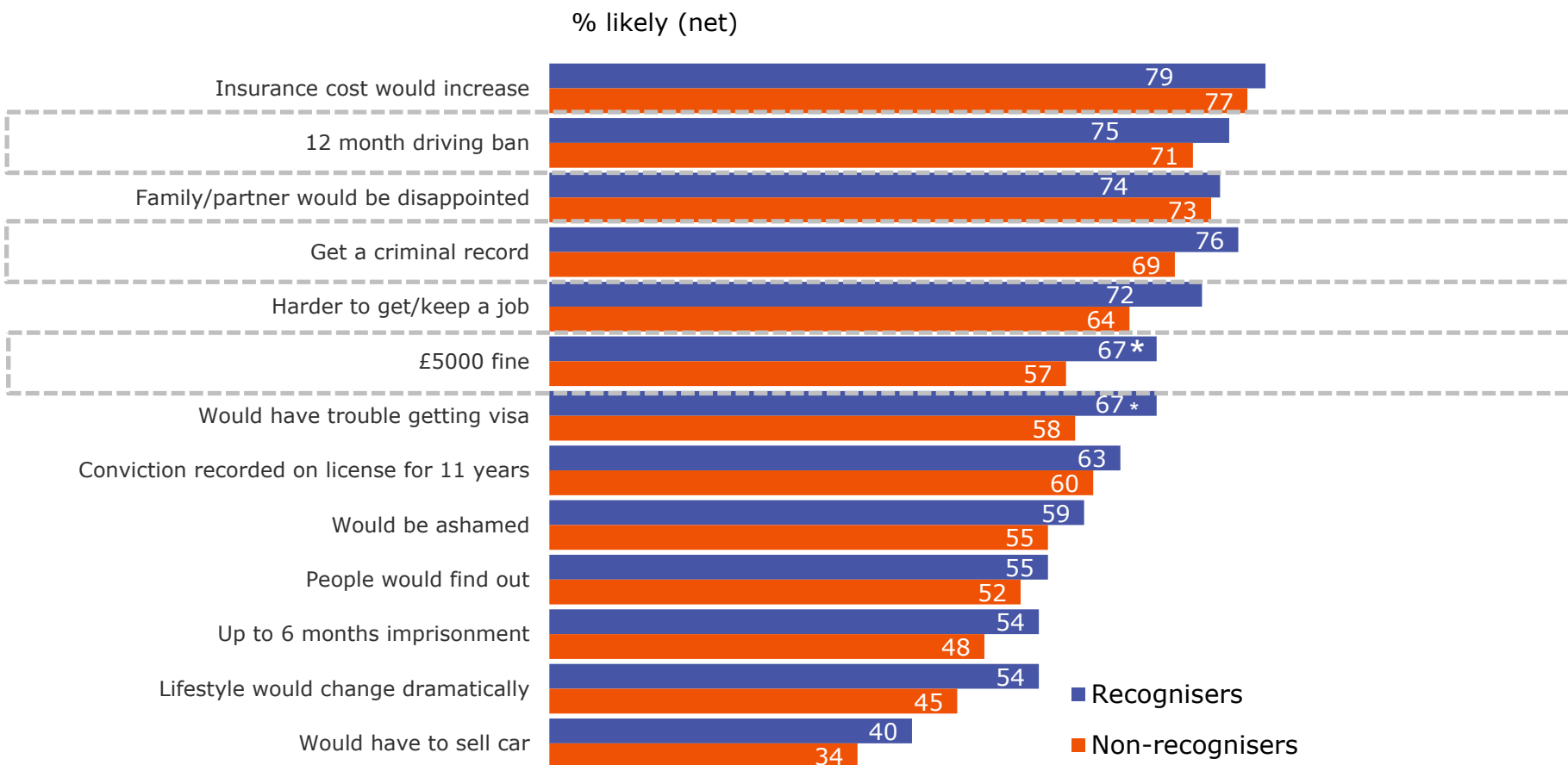


Q9b. What do you think the current penalty is if convicted for driving after taking recreational drugs? (prompted)

Base: All males 17-29 post-stage, pilot region (recognisers: 254, non-recognisers: 245)

*denotes significant difference between ad recognisers and non recognisers

This group also find the threat of a fine a bit more credible, and show directionally stronger expectations of most other outcomes



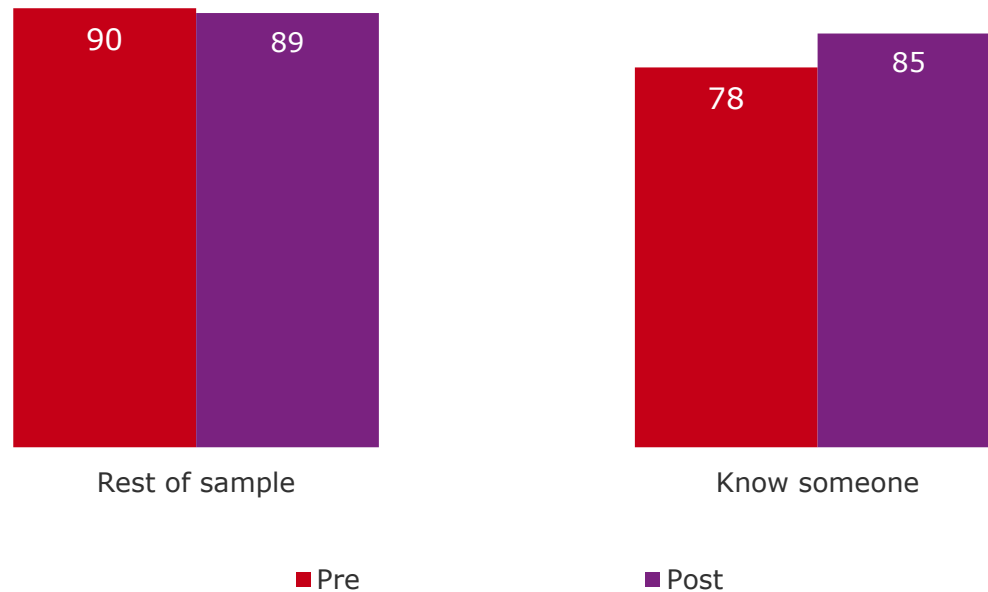
Q10: If someone were to be caught driving after taking recreational drugs, how likely do you think it would be that each of the following would happen?
 Base: All males 17-29 post-stage, pilot region (recognisers: 254, non-recognisers: 245) *denotes significant difference between ad recognisers and non recognisers

8

Focus on those who know someone who drug drives

Among those who know someone who drives after using drugs, there has been a slight increase in the proportion who consider drug driving unacceptable

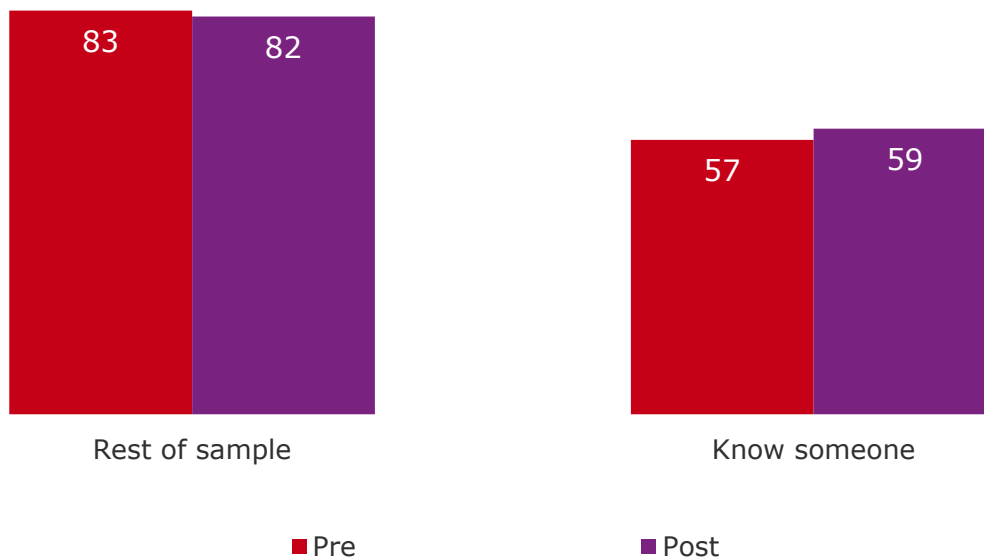
% who think it is unacceptable to drive after taking class A drugs



Q1c: You are now going to see some various types of behaviour and for each one please state how acceptable or unacceptable you think it is for people to do these things, using the scores on the screen. A score of one means you think the behaviour is fairly acceptable and a score of five means you think it is extremely unacceptable, or you can use one of the numbers in between.
Base: All males 17-29 Pre/Post (Rest of sample: 771/785; Those who know someone who drug drives (129/109) *denotes statistically significant difference from pre to post stage

Driving after smoking cannabis, however, remains substantially more accepted among those who know someone who drug drives

% who think it is unacceptable to drive after smoking cannabis



Q1c: You are now going to see some various types of behaviour and for each one please state how acceptable or unacceptable you think it is for people to do these things, using the scores on the screen. A score of one means you think the behaviour is fairly acceptable and a score of five means you think it is extremely unacceptable, or you can use one of the numbers in between.
Base: All males 17-29 Pre/Post (Rest of sample: 771/785; Those who know someone who drug drives (129/109) *denotes statistically significant difference from pre to post stage

People who know a drug driver were significantly less likely to consider drug driving normal in the post-campaign period

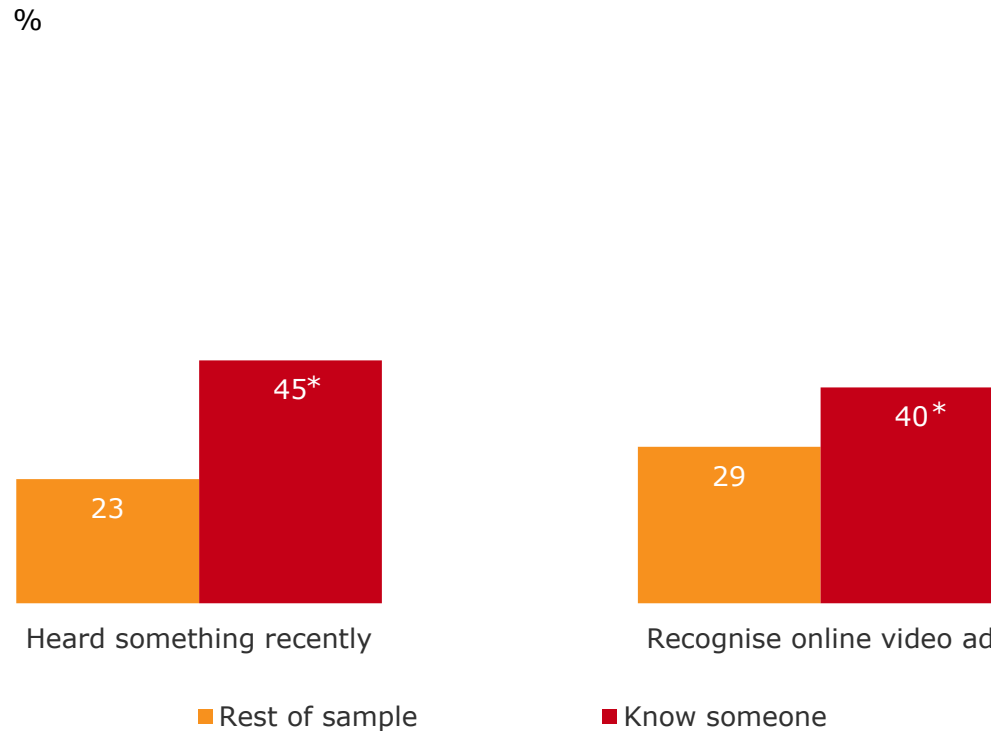
% who think drug driving is normal



Q2b: How normal do you think it is for people your age to do the following?

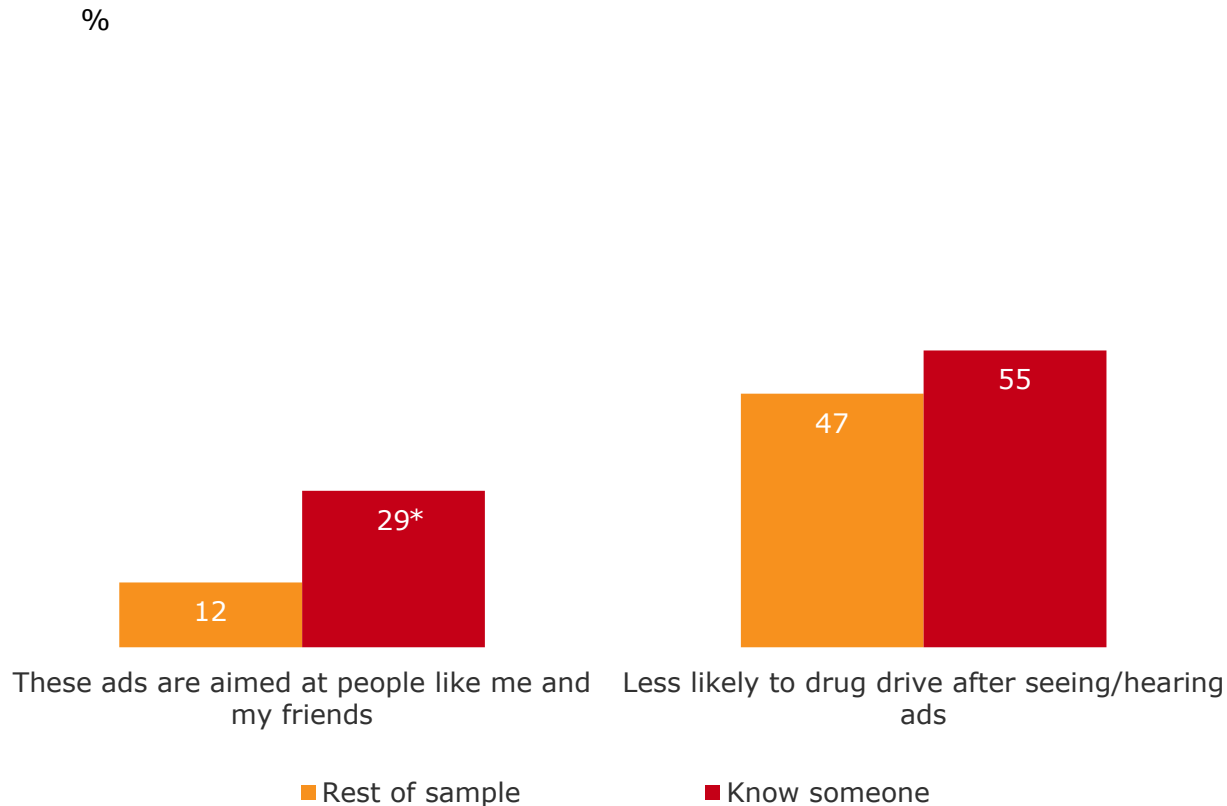
Base: All males 17-29 pre/post – (Rest of sample: 771/785; Those who know someone who drug drives (129/109) *denotes statistically significant difference from pre to post stage

People who know drug drivers were more likely to have seen/heard something recently about changes to drug drive legislation and recognise the online video ad



Q12: Have you seen or heard anything recently about changes to drug driving legislation? Q15a: Have you seen this film before?
Base: All males 17-29 post stage - Rest of sample/Those who know someone who drug drives (785/109) *denotes statistically significant difference between rest of sample and those who know someone who drug drives

They were also more likely to view the ads as relevant, and more than half said they were less likely to drug drive after seeing/hearing ads



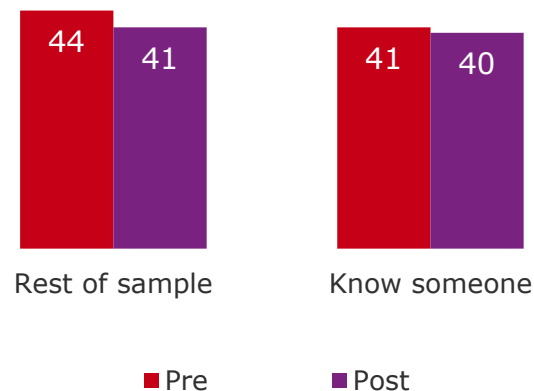
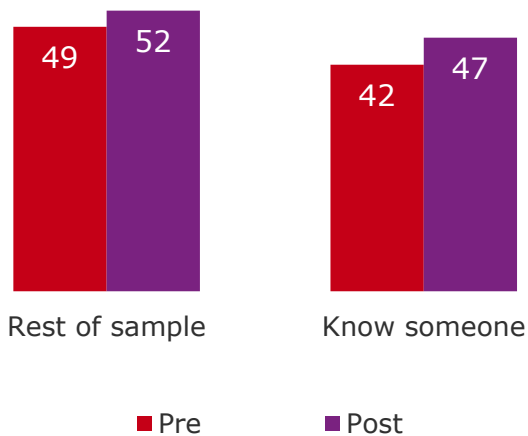
Q18: Here are some things that other people have said about the film and the adverts you have just seen and heard. Which of these do YOU personally feel about these adverts?

Base: All males 17-29 post stage - Rest of sample/Those who know someone who drug drives (785/109) *denotes statistically significant difference between rest of sample and those who know someone who drug drives

Perceptions of the consequences of drug driving did not increase significantly over the campaign period among those who know someone who drug drives

% who think it is very/somewhat likely that someone who drives after taking recreational drugs would be stopped by the police

% who think that it is very/somewhat easy for the police to spot a driver who has taken recreational drugs



Q5a: How likely do you think it is that someone who drives after taking recreational drugs would get stopped by the police?

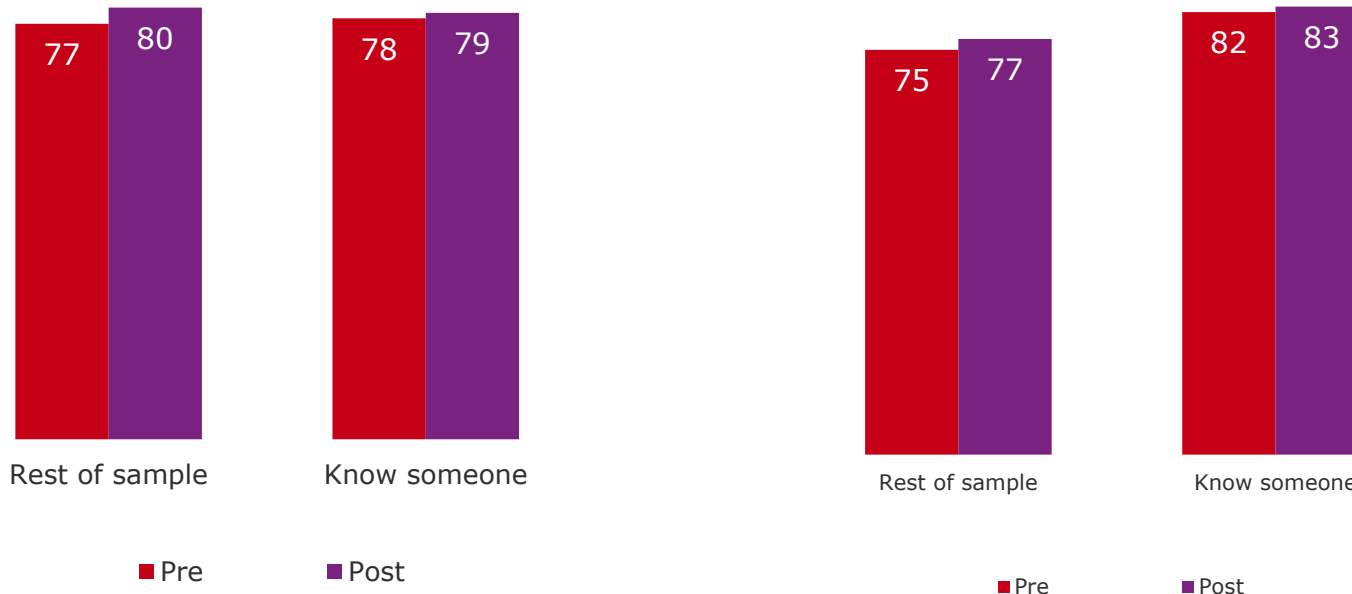
Q5b: How easy do you think it is for the police to spot a driver who has taken recreational drugs?

Base: All males 17-29 pre/post – (Rest of sample: 771/785; Those who know someone who drug drives (129/109) *denotes statistically significant difference from pre to post stage

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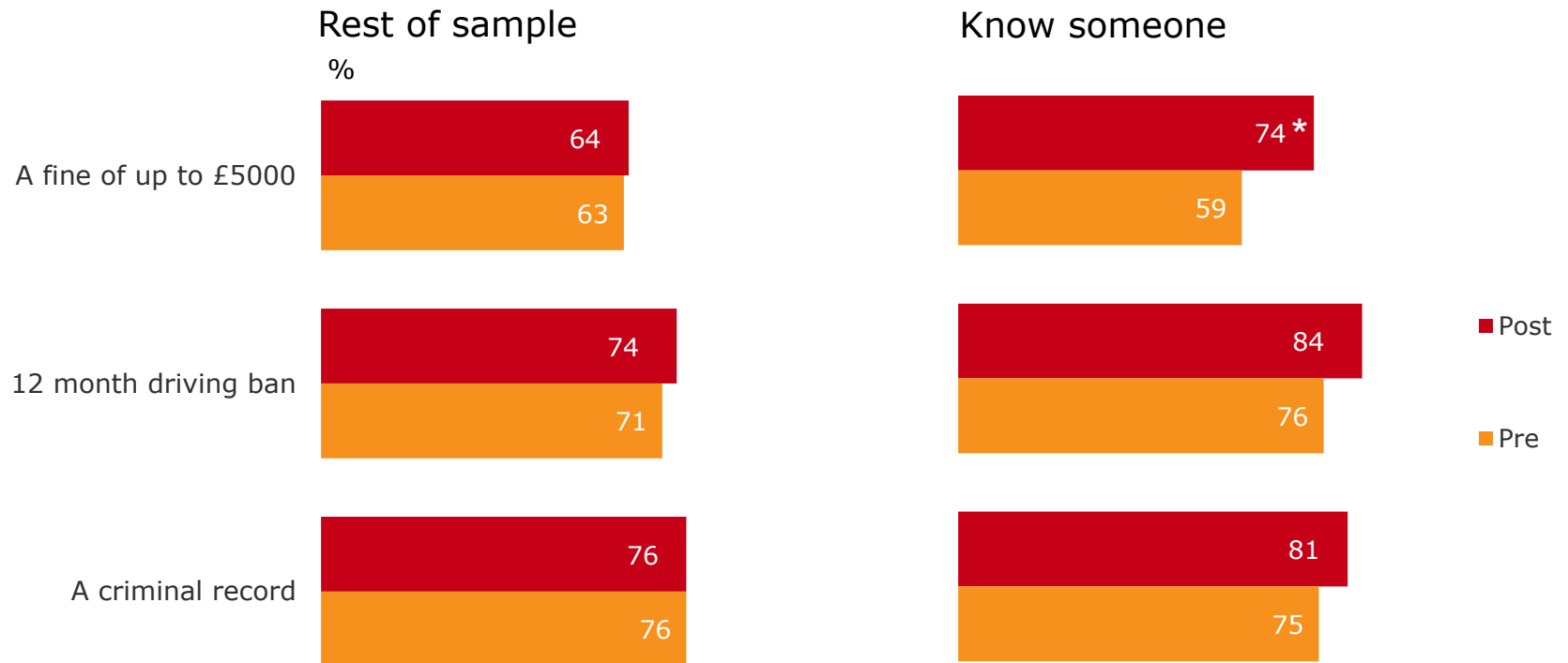
% who think it is very/somewhat easy for the police to tell if someone has taken recreational drugs

% who think that it is very/somewhat likely to be convicted for driving after taking recreational drugs



Q6: If stopped, how easy do you think it is for the police to tell if someone has taken recreational drugs?
 Q8: If charged by the police, what do you think is the likelihood of getting convicted for driving after taking recreational drugs?
 Base: All males 17-29 pre/post – (Rest of sample: 771/785; Those who know someone who drug drives (129/109) *denotes statistically significant difference from pre to post stage

People who know drug drivers were much more likely to think that they would be given a fine at the post stage



Q10: If someone were to be caught driving after taking recreational drugs, how likely do you think it would be that each of the following would happen?

Base: All males 17-29 pre/post – (Rest of sample: 771/785; Those who know someone who drug drives (129/109) *denotes statistically significant difference from pre to post stage

9

Review of KPIs



Review against KPIs

Objective:

Young men (17-34): to challenge and deter those that take drugs from driving, by:

- Increasing the belief that you're likely to be caught and convicted if you drug drive.
- Increasing awareness and salience of the consequences of a drug drive conviction.

KPI	Specific Measures	Achieved
Raise awareness and understanding of new legislation	Awareness that the law around drug driving is changing/has changed	Q12: Have you seen or heard anything recently about changes to drug driving legislation? Pre: 8%; Post : 26% (significant)
Improve beliefs around enforcement of drug driving	It is easier for the police to detect and catch drug drivers nowadays	Q5a How likely do you think it is that someone who drives after taking recreational drugs would get stopped by the police? [very/somewhat likely] Pre: 48%; Post: 51%
		Q6 If stopped, how easy do you think it is for the police to tell if someone has taken recreational drugs? [very/somewhat easy] Pre: 77%; Post: 80%
	It is easier for drug drivers to be prosecuted nowadays	Q8 If charged by the police, what do you think is the likelihood of getting convicted for driving after taking recreational drugs? [very somewhat likely] Pre: 76%; Post: 78%
Raise awareness of the personal consequences of a drug driving conviction	Agreement that 'A drug driving conviction would change my life dramatically	Q10 If someone were to be caught driving after taking recreational drugs, how likely do you think it would be that each of the following would happen? [lifestyle would change] Pre: 45%; Post: 51% (significant)

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Insights and recommendations

Insight and recommendations



Research insights

Engaging the broader audience is a challenge given the limited relevance of the subject matter to many viewers

Recognition of the video ad was relatively high, but the press, poster and online ads were less well-recognised

While most people believe a conviction is likely once people are stopped for drug driving, many are still not convinced that the police are able to spot drug drivers *while* they are driving

People worry more about the practical consequences of drug driving, but there is some evidence that social costs are also important

Those who know a drug driver see driving after smoking cannabis as less unacceptable than driving after taking class A drugs



Recommendations

A more direct 'hook' could increase interest (and possibly recognition and message communication as well)

Key messages and campaign imagery should be kept consistent across campaign touchpoints to improve recognition and understanding

A more explicit 'mechanism' for identifying drug drivers on the road could help to strengthen the credibility of enforcement claims

Consider highlighting more directly the social impact of being caught drug driving in future communications

Consider emphasising cannabis specifically in future communications to begin to shift these perceptions
