

THINK! Road Safety Campaign Evaluation

Post evaluation of the 'Personal Consequences' Drink Drive campaign Report

January 2011

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. Strategy direction from 2011 onwards is still to be confirmed.

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 2011. This research wave was the seventh post stage evaluation for the drink drive campaign 'Personal Consequences'.

The objectives of the January 2011 research were as follows:

- To evaluate awareness and communication of the Christmas 2010 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.

Fieldwork ran from the 5th to the 10th of January 2011, immediately following Christmas activity. Interviews were conducted using the TNS Omnibus survey. This is a survey that is run each week by TNS-RI (TNS-BMRB's parent company), 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 2,069 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. In January 2010, in this report, and moving forward, 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/porter, 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

seventh 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

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

In summer 2010 there was no drink drive activity.

1.1.2 Christmas 2010 Drink Drive activity

This report focuses on the evaluation of the Christmas 2010 Drink Drive activity, which ran from 1st December 2010 to 2nd January 2011. This activity was the first after an almost year long gap for the Drink Drive campaign, and TV was not used as part of the mix for the first time.

Activity consisted of a 30 second radio ad, 'Story' (previously used in 2007 and 2009), one execution of the 'Locked up' press/indoor poster ad (previously used in 2009) and 'pay per click' online display ads. 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 2010 – 1st January 2011
- Indoor poster advertising (in gents washrooms, coverage of 1,100 venue) – 6th December 2010 – 2nd January 2011
- Online advertising (display on a range of search engines) – 1st December 2010 – 2nd January 2011

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 2011. This research wave was the seventh post stage evaluation for the drink drive campaign 'Personal Consequences'.
- Fieldwork ran from the 5th to the 10th of January 2011. Interviews were conducted using the TNS Omnibus survey.
- In total 2,069 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.
- For the first time there was no drink drive TV activity in the Christmas period of 2010. Activity consisted of: the 'Story' radio ad, 'Locked Up' poster ad, and associated online elements in line with the 'Personal Consequences' drink drive campaign themes.

2.2 Campaign awareness

- Two in ten adults (20%) recalled seeing or hearing something about drinking and driving in any of the campaign sources in January 2011; a significant decrease from most previous waves (range from 80% - 88%) and the first post-stage evaluation in September 2007 (73%). In January 2011, awareness of advertising or information about drinking and driving was down from previous years in almost ALL sources, indicating the impact of the removal of the broadest reaching media of the drink drive campaign (TV).
- As with all respondents, most young male drivers had seen something on a TV ad (63%), two in ten in a national newspaper (18%), and one in ten said they had seen something in a local newspaper (8%) or on TV news (8%). 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.

- Respondents were played the 30 second 'Story' radio ad and shown the poster ad 'Locked Up' and asked if they had seen or heard them before. These ads have previously been used in the drink drive campaign in 2007 and 2009, but had traditionally been used as support to the Moment of Doubt TV ad. This is the first time they have been used as the main campaign activity.
- In January 2011, half of adults (48%) recognised at least one of the ads from the latest burst of Personal Consequences, a decrease from the peak of eight in ten achieved between January 2009 and January 2010.
- Recognition of the campaign also decreased amongst the target of young male drivers in January 2010, from 94% recognition down to seven in ten (71%).
- Six in ten (60%) commercial radio listeners recognised the 'Story' radio ad when played to them in the interview, double the proportion who recognised the 'Story' series when it was launched in September 2007 (29%).
- One in ten (8%) respondents recognised the 'Locked Up' poster ads, just under the levels achieved for this ad in January and July 2009 (12% and 10% respectively). Amongst young male drivers, one in five (18%) recognised the 'Story' ad in January 2011.
- Recognition of the 'Driver Friendly' logo is encouraging for young male drivers, with a third (32%) of respondents in this target group recognising the logo. Amongst all adults, two in ten (22%) recognised the logo. Recognition has grown over the year, bolstered by the Christmas activity.

2.3 Campaign communication

- The 'Story' radio ad stuck in the minds of a quarter of listeners (23%), and brought to mind the range of consequences of drink driving to a similar proportion (22%). One in six felt that it made them think about the dangers of driving after drinking even a small amount of alcohol (17%), or about the impact that drink driving could have on their lifestyle (16%). Despite the maturity of the 'Personal Consequences' campaign, one in twenty (5%) felt that the ad told them something new.

- Young male drivers were more likely to think about the potential impact of drink driving on their lifestyle than the general population (27%, compared with 16%), suggesting that the 'Personal Consequences' campaign is resonating with a substantial proportion of its target audience. However, this group was no more likely than anyone else to feel that the 'Story' ad was aimed at people like them (5%, compared with 3% of all adults).
- Six in ten (59%) felt that the main message of the ad was simply 'don't drink and drive'. Fewer made reference to the consequences of drink driving (9%) or the possibility that it might ruin their life or lifestyle (9%), though this type of message was more commonly perceived amongst ABC1s. Young male drivers were more likely than other listeners of the ad to interpret the message as a warning of the consequences of being caught drink driving (6%, compared to 2% amongst the total).
- The main take-outs from the ad were similar in January 2011 as they were when four versions of the 'Story' ad were first evaluated in September 2007.

2.4 Attitudes towards drinking and driving

- A third (35%) of all motorists agreed it was safe to drive after one drink. The proportion agreeing with this statement has fallen since the same time last year (from 40% in early 2010, to 35% in early 2011), and is at its lowest level so far, after three years of remaining stable. Far fewer motorists felt that driving after *two* drinks was safe (9%).
- Attitudes towards drinking one or two drinks before driving were similar amongst young male drivers as in the general population, with 34% agreeing it was safe to have one drink and 14% agreeing it was safe to drive after two drinks.
- After years of stability, the proportion who felt that driving after drinking two pints was extremely unacceptable peaked in this wave at 77% (amongst all respondents). Young male drivers were less likely to find driving after drinking two pints extremely unacceptable (58%).

2.5 Attitudes towards drinking and driving

- A question was introduced in January 2011 to identify drivers who had taken on the role of designated driver for a night out during the past 6 months. Two thirds (66%) of motorists aged 18 or above had been a designated driver; this equates to three quarters (76%) of all motorists who ever drink alcohol away from home. Two in five motorists (43%) had acted as a designated driver when visiting licensed premises with friends, and a third (35%) when accompanying family. One in ten (9%) said they had gone to a licensed premises by themselves and opted to avoid alcohol or avoid exceeding the legal limit in order to drive home afterwards.
- Seven in ten (69%) motorists visited a licensed premises during December 2010 in order to eat or drink. Almost nine in ten (85%) of those who had acted as designated drivers within the past six months went to a licensed premises during December to eat or drink.

2.6 Consequences of drink driving

- Three quarters (72%) of 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 almost half (46%) strongly agreeing. Strong agreement has significantly increased since January 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 (97% thought this was very likely). However, only 2% of respondents said that this was what they were most worried about.
- Other consequences that the vast majority of motorists thought would be likely were that their family would be disappointed (94%) or they would receive a 12 month ban (91%).
- Young male drivers were more likely to think that getting caught drink driving might result in them losing their job (93% thought this likely compared with 77% of all motorists). Young male drivers were less likely than motorists overall to think that a prison sentence or having to sell their car were very likely consequences.
- As seen in previous waves, a prison sentence was the consequence motorists were most likely to worry about (25%), although the

proportion most worried about this had fallen significantly from the previous wave (33% in January 2010). However, this was the consequence which they were least likely to believe would happen to them (23% thought it was very likely).

2.7 Conclusions and recommendations

The removal of the Moment of Doubt TV ad has obviously had an impact on awareness of the Christmas 2010 burst of the Personal Consequences campaign, with lowest levels of recognition seen so far amongst all adults.

However, the (traditionally) support media is still working hard, especially amongst the target audience of young male drivers, building on the success of previous years of activity for radio and posters and refreshing certain messages of the campaign. This confirms the existing strategic approach of buying support media targeted more closely at young male drivers.

The downside to this is that campaign awareness seems to be slipping amongst the broader population - again, to be expected given that TV is a 'blanket' media and it is now removed from the campaign. This seems to be giving rise to a more generic 'don't drink and drive' message take out amongst the broader population, rather than of specific personal consequences.

In addition to this, it may be that a lack of Government advertising campaigns in general is benefiting the latest round of drink drive advertising, allowing it to break through more in media which may traditionally have been fairly 'noisy' with lower scale public sector marketing campaigns.

It will be interesting to see how the landscape develops and how the next burst of drink drive activity performs against this going forward.

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 2010).

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' (including radio adverts, indoor posters in pubs, posters in pub toilets, beer mats, stickers in pub windows and something online).

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) %	Sep 07 (78) %	Jan 08 (96) %	July 08 (95) %	Jan 09 (91) %	July 09 (116) %	Jan 10 (79) %	Jan 11 (91) %
ANY CAMPAIGN SOURCE	73	81	80	81	84	88	20*	78	94	94	87	96	86	40*†
TV advert	70	76	76	78	80	83	56*	69	85	89	86	93	83	63*
National newspaper	33	34	35	30	32	31	20*	36	29	37	28	39	32	18*
Local newspaper	23	23	23	20	22	22	14*	23	16	22	13	27	26	8*
TV news	32	33	30	28	33	30	13*	36	29	39	28	35	41	8*
Radio advert	15	17	18	15	20	19	12*	22	35	35	25	37	41	27*†
Road signs	12	12	13	17	16	15	10*	22	28	19	31	28	18	10
Poster on bus	13	14	15	15	17	16	7*	9	18	21	16	26	24	9*
Poster hoarding	15	17	15	16	18	16	5*	12	24	14	16	19	18	8*
Indoor poster (in a pub or bar)	6	5	5	5	5	5	5	7	12	10	13	7	13	11
Magazine	10	10	15	10	17	14	4*	11	13	17	11	27	20	2*
Other TV programme	12	10	11	9	11	11	4*	10	10	10	13	11	13	3
Posters in pub toilets	8	9	10	8	11	9	4*	14	25	18	13	19	24	13*
Radio programme	9	9	8	8	10	9	3*	12	14	12	6	16	15	1*
Through the internet/ website	4	5	4	4	6	7	3*	11	21	15	9	15	20	4*
Cinema	8	7	9	8	12	10	2*	21	15	12	17	23	24	8*
In the pub/beer mats	11	10	11	9	11	8	2*	23	26	23	12	23	20	5*
TV plays/soaps	11	10	12	8	11	10	2*	12	12	13	9	14	16	3*
Leaflet/ Booklet picked up	5	4	6	5	6	6	2*	2	5	6	8	6	12	2*
Stickers in pub window	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	6

Two in ten adults (20%) recalled seeing or hearing something in any of the campaign sources in January 2011; a significant decrease from around eight to nine in ten from previous waves (range from 80% - 88%) and just over seven in ten (73%) at the first post-stage evaluation in September 2007. Awareness of advertising or information about drinking and driving was down in almost ALL sources at January 2011 from previous years, indicating that the general hiatus in activity in 2010 and the subsequent removal of the broadest-reaching media of the drink drive campaign (TV) has had an impact here, both in terms of contributing to the campaign awareness overall but also to supporting other media.

Despite not being part of the media mix for this latest burst, a TV ad was the most commonly cited source, being chosen by over half of adults (56%). 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 mean respondents are thinking further back in time than the last year here, 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 (12%) said they had heard something about drinking and driving in a radio ad, down slightly from previous waves – but still coming in around the level seen when the campaign first launched (15%) and following Christmas 2008 activity (15%).

Other campaign sources utilised in the Christmas 2010 campaign mix were recalled by fewer respondents overall: 5% had seen indoor posters (which could include those in pubs), 4% had seen a poster in a pub toilet, 3% had seen something online, 2% something on a beer mat, and a further 2% had seen something on a sticker in a pub window (indicating awareness of the Driver Friendly activity which included stickers of this nature). As already highlighted, awareness of all of these sources has decreased from previous years.

The subject of drink driving continued to be fairly newsworthy, as TV news (13%), national newspapers (20%) and local newspapers (14%) remained in the top five sources cited by respondents. This is lower than in previous waves, perhaps a reflection of the lower coverage of the non TV led campaign.

Once again the target audience of young male drivers aged 17-29 had higher overall awareness of individual campaign sources when compared with all adults. Four in ten (40%) young male drivers had seen or heard something in at least one of the media sources used at the latest campaign, double the awareness level of all adults. Encouragingly, young male drivers were also more likely to have heard something about drinking and driving in a radio ad than all respondents (27% vs 12%).

As with all respondents, most young male drivers (63%) had seen something on a TV ad, two in ten in a national newspaper (18%), and one in ten said they had seen something in a local newspaper (8%) or on TV news (8%). 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.

Drivers were more likely than non-drivers to recall advertising in any of the campaign sources (23% compared with 14%), including radio adverts (14% of drivers compared with 7% of non-drivers) and indoor posters in a pub or bar (6% of drivers compared with 3% of non-drivers).

Awareness of advertising in any campaign source was lower amongst older respondents (11% for those aged 55+, compared with 24% for those aged 54 or younger) and amongst women (17% compared with 23% of men).

Awareness of advertising in any campaign source was higher for those of white ethnic origin (21% compared with 9% of non-white respondents) and those who drive a car/van mainly for business use (34% compared with 22% of those who drive a car/van mainly for leisure/personal use).

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 (13% vs 8% of those not drinking outside the home), indoor posters (7% vs 1%), posters in pub toilets (6% vs 2%), beer mats and stickers in pub windows (both 3% vs 1%). This indicates that for those whom the advertising is relevant, the advertisements are achieving cut-through.

Related to this, those who said they have acted as the designated driver in the last six months were more likely (26%) to say they had seen something in one of the media used in Christmas 2010 activity than those who hadn't (16%). This was true of each individual element: radio ads (16% vs 12%), indoor posters (8% vs 4%) or posters in toilets (7% vs 2%). Similarly, those who said they had visited a licensed premises in December 2010 were also more likely to recall seeing or hearing activity in the relevant places (26% vs 15%), particularly on beer mats (4% vs 0%) and on stickers in pub windows (3% vs 0%).

Unsurprisingly, heavier listeners of commercial radio were more likely to remember hearing a radio ad (24% of heavy listeners, falling to 12% of light listeners and 3% of non-listeners).

3.2 Prompted recognition of Christmas 2010 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 'Locked Up' and asked if they had seen or heard them before. These ads have previously been used in the drink drive campaign in 2007 and 2009, however were traditionally used as support to the Moment of Doubt TV ad. This is the first time they have been used as the main campaign activity.

RADIO (30 SECS)
'STORY'



RADIO SCRIPT

Client:	DFT	Title:	W Story
Product:	Drink Drive	Job No:	
Length:	30	Date:	17 July 2007

On air: 1/12/2010 to 1/1/2011

INDOOR POSTERS IN PUB TOILETS
'LOCKED UP'



On air: 6/12/2010 to 2/1/2011

NOT TRACKED AT THIS WAVE OF RESEARCH – ONLINE PPC ADS
On air: 1/12/2010 to 2/1/2011

The Christmas 2010 burst of the Personal Consequences campaign used a reduced range of media compared with previous waves, shown in the overview below.

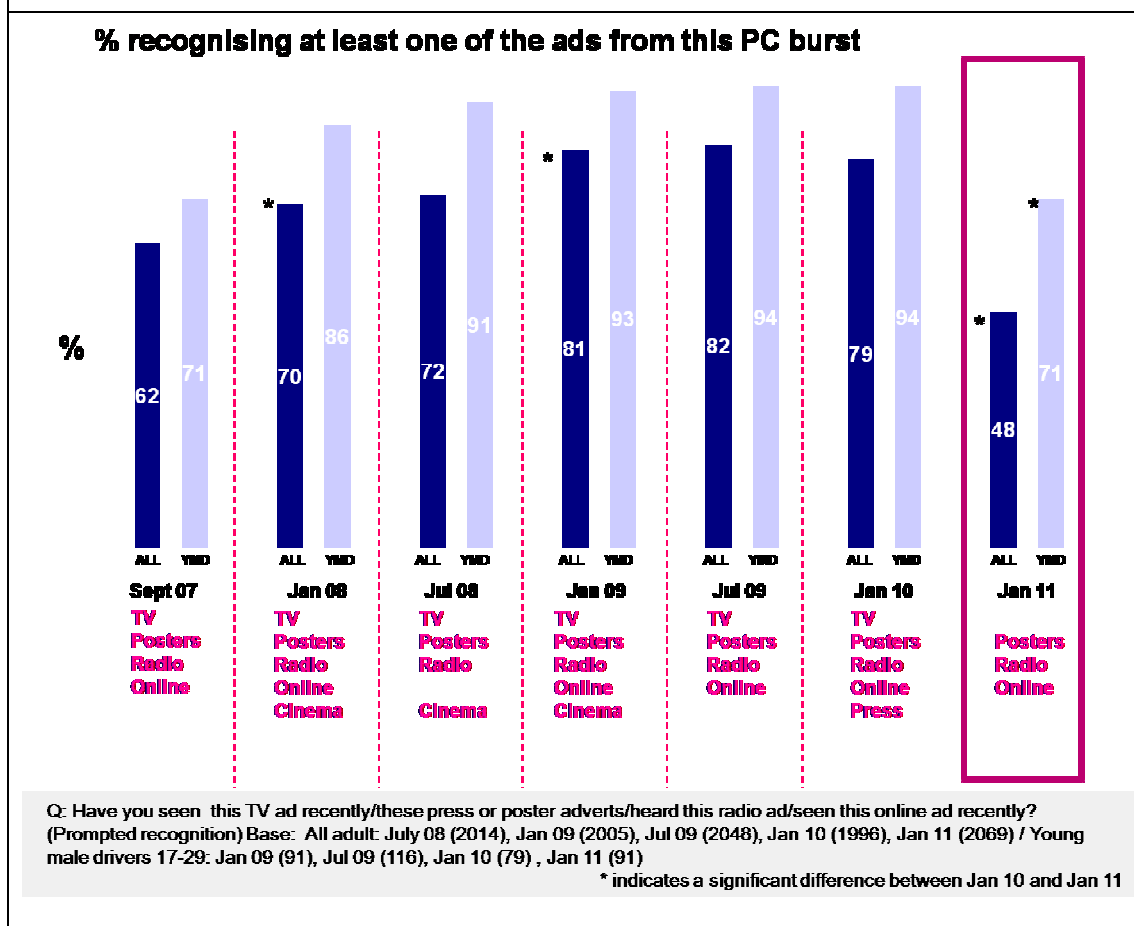
Media mix used at each burst		Summer 2007	Xmas 2007	Summer 2008	Xmas 2008	Summer 2009	Xmas 2009	Summer 2010	Xmas 2010
TV		X	X	X	X	X	X	NO CAMPAIGN ACTIVITY	
Outdoor/ambient		X	X	X	X	X	X		X
Radio		X	X	X	X	X	X		X
Online		X	X		X	X	X		X
Press							X		
Cinema			X	X	X				
Post stage fieldwork month		Sep-07	Jan-08	Jul-08	Jan-09	Jul-09	Jan-10		Jan-11

Charts 3a to 3c outline the recognition of the ads used at the Christmas 2010 burst of the drink drive campaign compared with recognition of the campaign mix over time, since the campaign launched in Summer 2007.

Recognition of the Driver Friendly logo is also assessed (from partnership marketing activity conducted alongside Coca-Cola over Christmas 2010 – the rest of this partnership activity is not covered in this report).

Chart 3a 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.

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



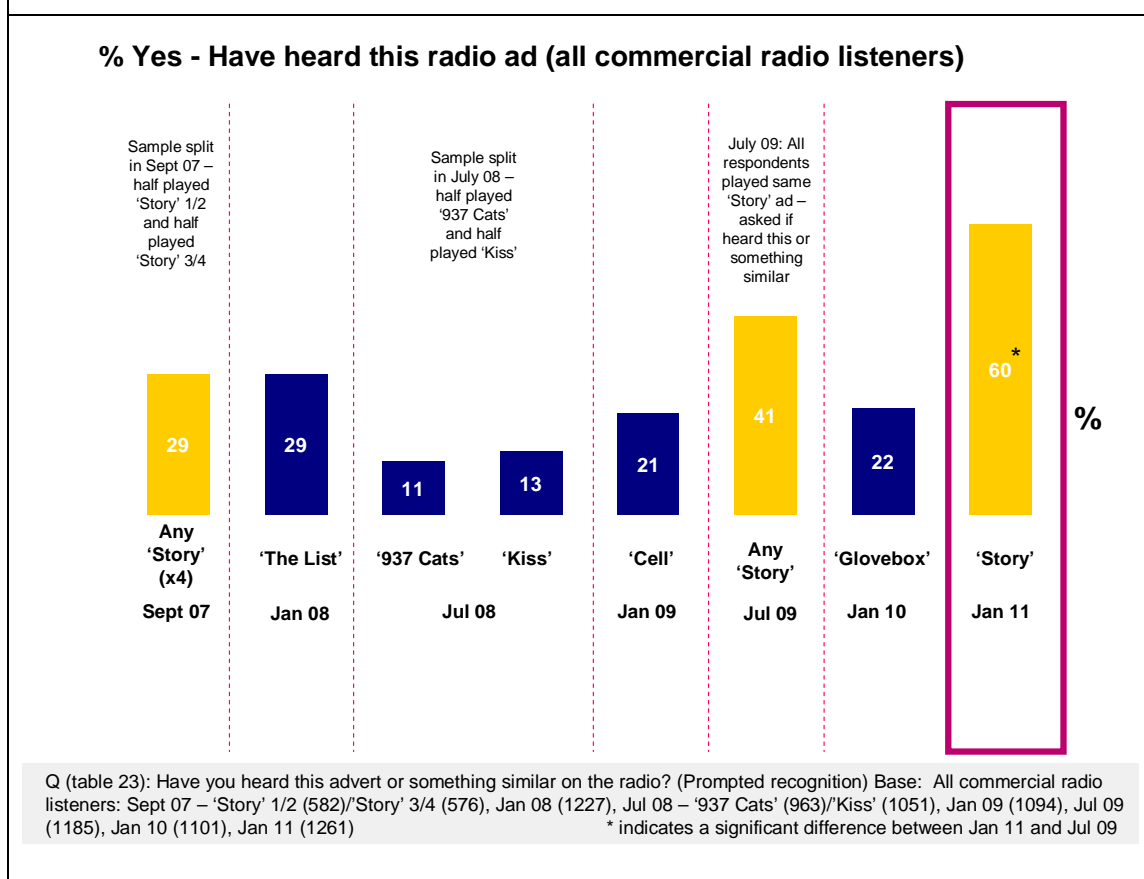
In January 2011, half of adults (48%) recognised at least one of the ads from the latest burst of Personal Consequences, a decrease from the highs of eight in ten achieved from January 2009 to January 2010 when recognition of the campaign peaked (81%/82%/79% respectively). The level of recognition is now lower than seen for the initial burst of the campaign (63% in Sept 2007), where the same media mix was utilised with the exception of television. This indicates that the drop off is likely due to the removal of the TV ad from the total media mix for the Christmas 2010 campaign, as, traditionally, recognition of this ad has made up the bulk of the total recognition score.

Recognition of the campaign also decreased amongst the target of young male drivers in January 2010, from 94% recognition down to seven in ten (71%). The campaign has always achieved higher recognition amongst its core target compared with all adults, however, it is pleasing to see that, as was seen

amongst all adults, the latest recognition score for this group is not lower than the original (also 71%) suggesting the campaign has good staying power amongst its target group and suggesting that the media used is better targeted at this key group.

Chart 3b shows recognition of the 'Story' radio ad compared with radio ads from earlier in the Personal Consequences campaign including: 'Story' played in July 2009, 'Cell' played in January 2009, '937 Cats' and 'Kiss' radio ads played in July 2008, 'The List' from January 2008 and the 'Story' ads played in September 2007. The 'Story' ad is an execution previously used before, highlighted in yellow in Chart 3b. All data is based on commercial radio listeners, as they are the group who have had the opportunity to hear the ads. In January 2011, over two thirds (68%) of respondents said they listened to commercial radio.

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

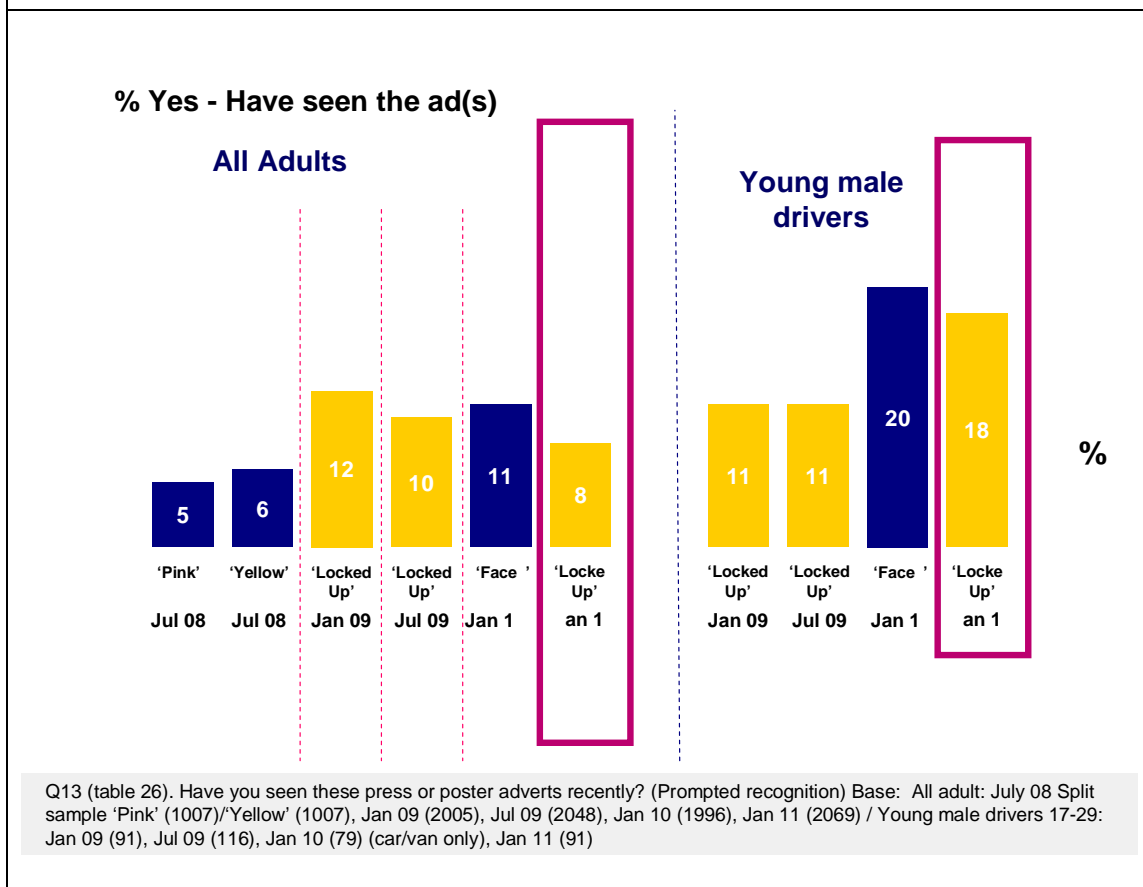


Six in ten (60%) commercial radio listeners recognised the 'Story' radio ad when played to them in the interview, double the score seen at the launch of the 'Story' series in September 2007 (29%). Recognition for this ad has grown steadily over time, with investment.

Due to small base sizes it is not possible to look at commercial radio listeners within young male drivers.

Chart 3c shows prompted recognition of the 'Locked Up' poster ad shown in January 2011. In the Christmas 2010 campaign the ads were placed in pub toilets and linked with the message of the 'Story' radio ad which aired at that time. 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).

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

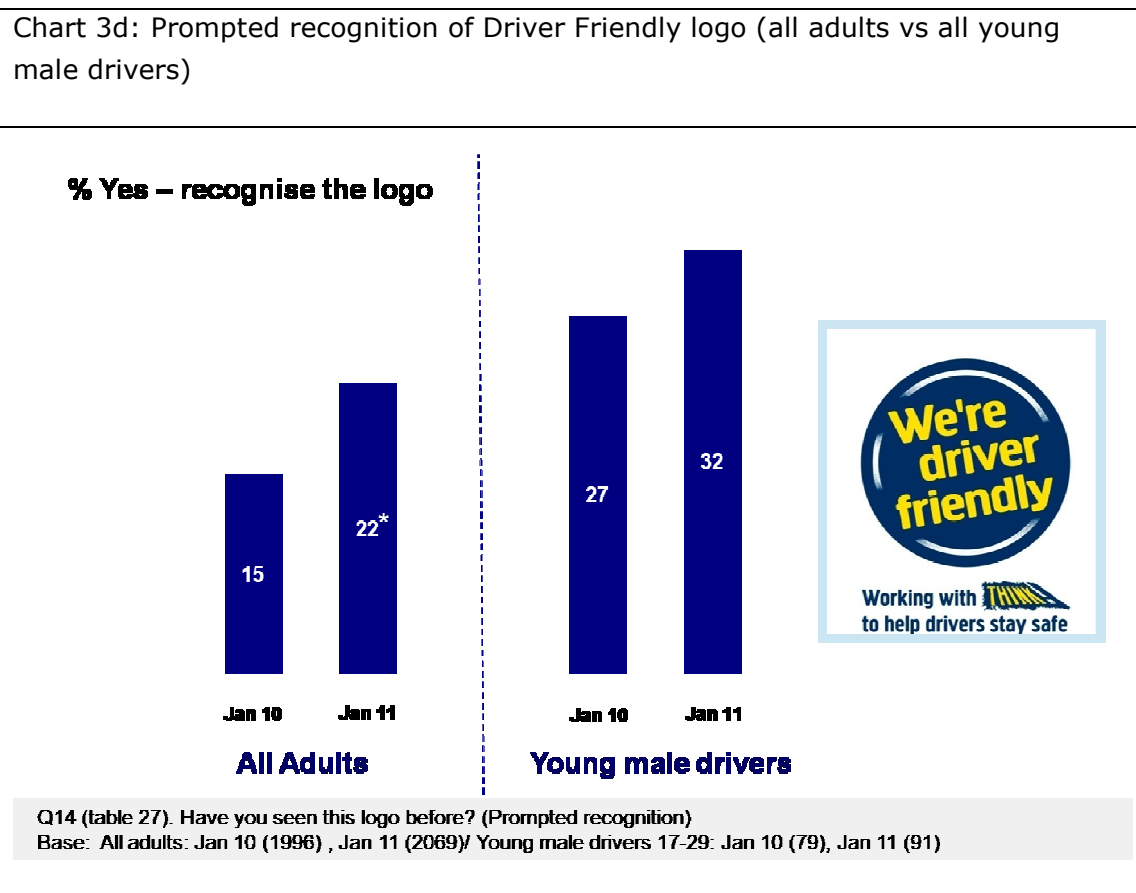


Just under one in ten (8%) respondents recognised the 'Locked Up' poster ads, slightly below the levels achieved for this ad in January and July 2009 (12% and 10% respectively). Recognition was also on a par with the 'Faces' radio ad from January 2011 but higher than recognition of the 'Pink' and 'Yellow' ads from summer 2008.

Amongst young male drivers, one in five (18%) recognised the 'Story' ad in January 2011, more than when it was previously shown– however this difference is not significant due to the base sizes involved.

Men were more likely to recognise the 'Locked Up' ad (11% vs 6% of women) as were younger respondents aged 16-34 (14% falling to 5% of those aged 55+).

Chart 3d shows the prompted recognition of the Driver Friendly logo, used as part of the in-pub promotional activity carried out over Christmas 2010 in partnership with Coca-Cola. This is the only element of the partnership campaign covered within this report.



Recognition of the 'Driver Friendly' logo is particularly high for young male drivers, with a third (32%) of respondents in this target group indicating they recognised the logo. Amongst all adults, two in ten (22%) recognised the logo. Recognition has grown over the year, bolstered by the Christmas activity.

Younger people were more likely to recognise the Driver Friendly logo (36% of 16-24s falling to 13% of those aged 55+) as were those with children in the household (28% vs 19%) and, as seen previously in January 2010, those from non-white ethnic backgrounds (31% compared with 21% of those from a white ethnic background). There were no significant differences in recognition of the logo between drivers and non-drivers (21% compared with 25%) and between drivers who had visited a licensed premises in December 2010 and those who had not (21% compared to 20%).

4 Campaign Communication

This section looks at the main messages 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 communication statements and asked which they felt applied to the ad. In the past, communication statements have normally been asked only about TV ads as they were previously the lead creative for the drink drive campaign, with the heaviest spend. Similar communication data for the Moment of Doubt TV ad can be found in previous reports; it has not been included in Table 4a as this is not comparable. This is the first time that this question was asked about the 'Story' radio ad, despite the ad having been aired in the past.

Table 4a shows the proportion of adults agreeing with each communication statement, and any subgroups whose responses differ to those of all adults.

Table 4a: Which of the following do you personally feel about the 'Story' advert (Prompted)				
	Total (2069) %	All drivers (1258) %	Young male drivers (91) %	Young female drivers (84) %
It sticks in my mind	23	21†	23	22
It made me think about the range of consequences of drink driving	22	23	21	36†
I like this ad	18	18	14	19
It made me think about the dangers of driving even after a small amount of alcohol	17	19†	16	22
It made me think about the impact that drinking and driving could have on my lifestyle	16	20†	27†	20
It will make me think twice before I drink and drive	11	13†	15	15
It is the sort of ad I would talk about with other people	7	6	5	5
It told me something new	5	4†	8	2
It has made me drive more carefully	4	6†	8	11†
It made me think about my own drinking	3	5†	1	7
It made me think about my	3	4†	4	4

own driving				
It's aimed at people like me	3	4†	5	7
I found it irritating	3	4†	7	4
I'm tired of hearing it	2	2	3	4
I found it confusing	2	1†	2	1
† indicates a significant differences between a sub-group and all respondents				

Cut through 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. A quarter of all adults (23%) stated that the ad sticks in their mind, one fifth (18%) said they liked the ad, while a further 7% described it as the sort of ad they would talk about with other people. Despite the maturity of the 'Personal Consequences' campaign on the whole, one in twenty (5%) felt that the 'Story' radio ad still told them something new. Only small proportions felt that the radio ad was irritating (3%) or confusing (2%), or that they were tired of hearing it (2%), possibly because it has only been used as a support media in the past.

The ad brought to mind the range of consequences associated with drinking and driving to over a fifth (22%) of those who heard it. ABC1s were more likely to agree that they did this (25% compared with 18% of C2DEs), as were female drivers aged 17-29 (36%, compared with 22% of all adults). Their male counterparts were no more likely to say it made them think about the consequences (21%, compared with 22% of all adults), even though this was the main message of the ad and young male drivers form the core target of the campaign.

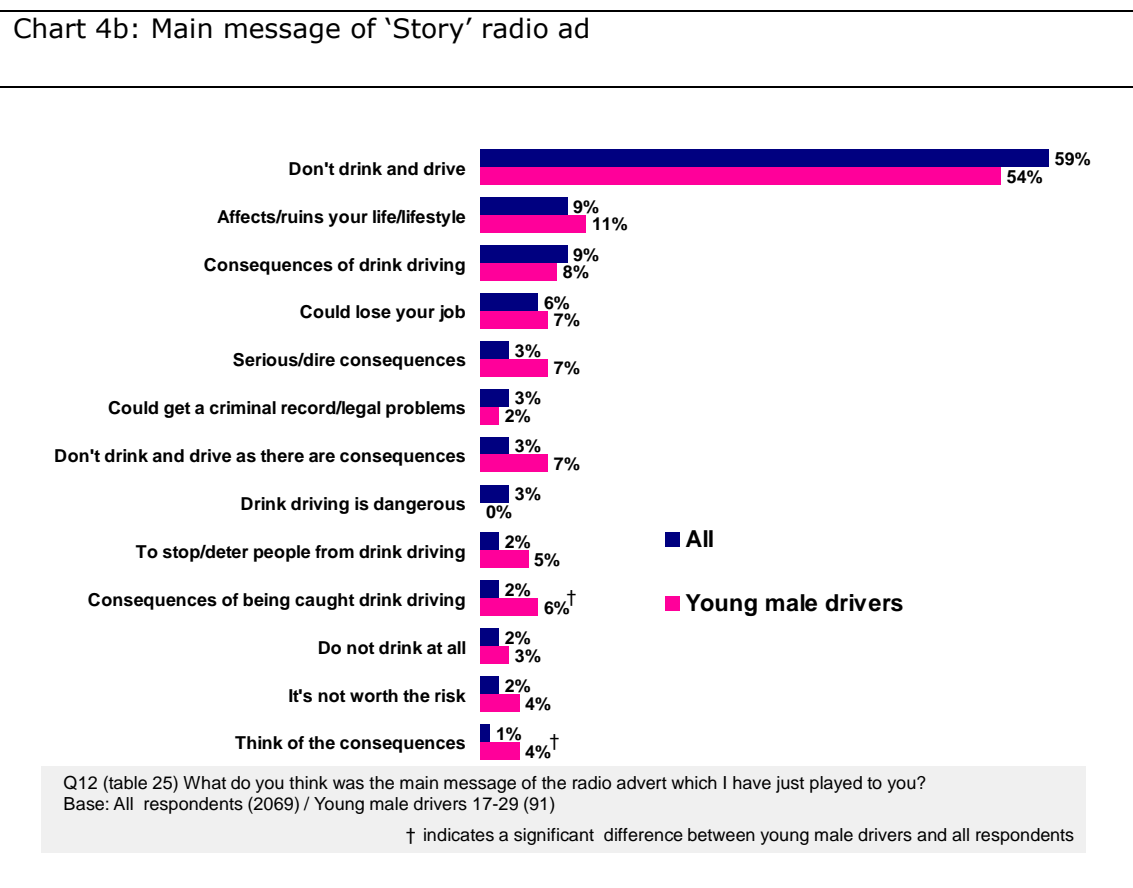
Equivalent proportions of adults agreed that the ad made them think about the dangers of driving even after drinking a small amount of alcohol (17%), or about the impact that drink driving might have on their lifestyle (16%). Understandably, drivers were more likely than the general population to feel that these two communication statements applied to the ad (19% and 20% of drivers, respectively). The ad caused over a quarter (27%) of young male drivers to think about the potential impact of drink driving on their lifestyle, suggesting that the radio ad's core message resonates with a substantial proportion of its target audience. However, this group was no more likely than anyone else to feel that the 'Story' ad was aimed at people like them (5%, compared with 3% of all adults).

In terms of behavioural measures, one in twenty drivers (6%) said that the ad actually made them drive more carefully, while over one in ten (13%) said it would make them think twice before drinking and driving. Similarly, one in twenty said it would make them think about their own drinking or driving habits in general (5% and 4% respectively).

Men were more likely to relate to the 'Story' radio ad than women, with one in twenty agreeing that it was aimed at people like them (5% of men, compared with 2% of women). At the same time, men were more likely to be tired of the ad (3% of men, compared with 1% of women) although the level for both groups was low, possibly due to the lack of activity over the past year.

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. Chart 4b shows the most frequent answers amongst all respondents and the target group of young male drivers aged between 17 and 29. Previously this was usually asked in relation to the Moment of Doubt TV ad. There is one other instance where we have asked this about the 'Story' radio ad (shown in Chart 4c for comparison).

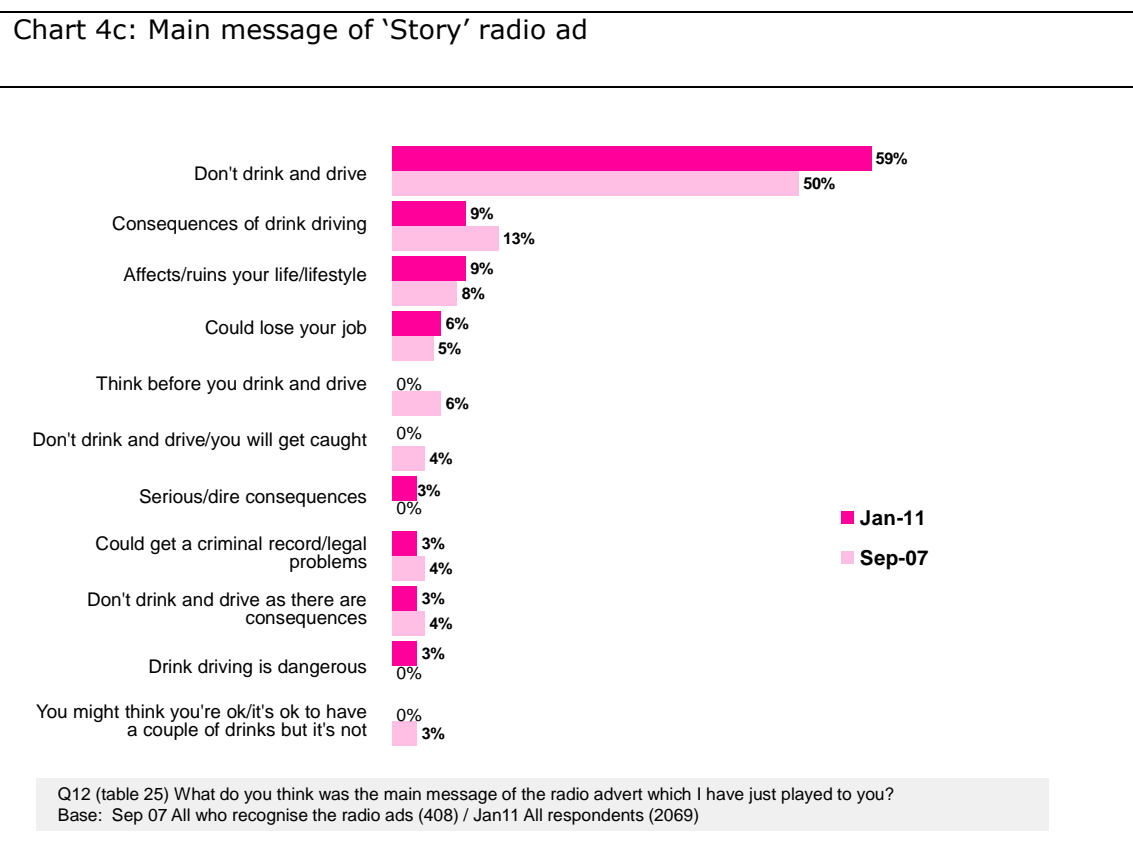


The main message taken out of the radio ads was simply 'don't drink and drive'. This was mentioned by six in ten adults (59%) and almost as many young male drivers (54%). One in ten adults felt that the main message more specifically related to the effects on your life or lifestyle (9%) and the consequences of drink driving (9%). Around one in twenty explicitly mentioned one of those consequences highlighted in the campaign: the possibility of losing a job (6%).

Encouragingly, after hearing the ad, young drivers were more likely than the rest of the population to take away the message that there were consequences to being caught drink driving (6%, compared with 2% of all adults), and that you should think about the consequences (4%, compared with 1% of all adults).

The generic message 'don't drink and drive' was mentioned more frequently by men aged 45 or above (66%, compared with 51% of younger men) and people belonging to lower social grades (64% of C2DEs, compared with 54% of ABC1s). ABC1s were more likely to pick up on the ad's message about the consequences of drink-driving (11%, compared with 6% of C2DEs), the possibility of drink driving ruining your life or lifestyle (11%, compared with 7% of C2DEs), and the severity of any consequences (5%, compared with 1% of C2DEs). There were no other differences amongst other subgroups.

An open-ended question about the message of the 'Story' radio ads was also 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 in Chart 4c.



In this wave, more adults interpreted the main message of the ad to be the generic 'don't drink and drive' (59%, up from 50% in September 2007) perhaps due to the lack of support from TV to reinforce the specific message. The general pattern of other responses is similar across both waves, however, with

'consequences of drink driving' and the harmful effects on lifestyle recognised as the main message of the ad by around one in ten adults at both points in time.

5 Attitudes towards drinking and driving

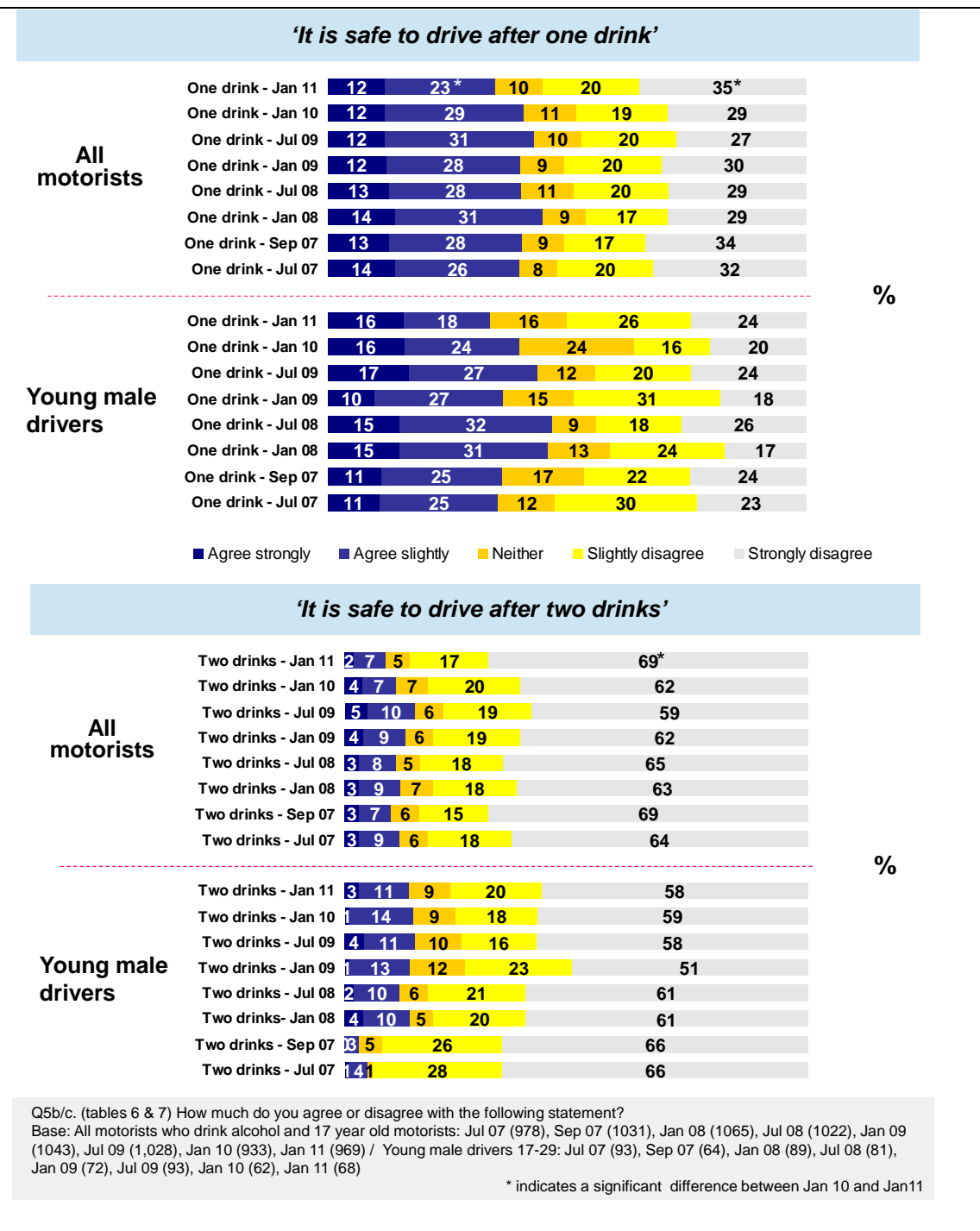
This chapter looks at attitudes towards drinking and driving. Measures taken in July 2007, prior to the start of the 'Personal Consequences' drink drive campaign, serve as a benchmark. These were measured again at the post evaluation stages in September 2007, January 2008, July 2008, January 2009, July 2009, January 2010, and most recently in January 2011, 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.

There has been very little fluctuation on these measures between waves from the launch of the campaign (July 07) to present (January 11). However, 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

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 held to be the 'tipping point' after which driving starts to become unsafe (Chart 5a).

Chart 5a: Agreement with statement



In January 2011, just over a third (35%) of all motorists agreed it was safe to drive after one drink. The proportion agreeing with this has fallen since the same time last year (from 40% in January 2010), and after three years of remaining stable has now reached its lowest level so far. This is encouraging and certainly represents a shift in the right direction.

Looking at the target group, a third (34%) of 17-29 year-old male drivers agreed that it was safe to drive after one drink. Levels of agreement among the target group have not declined at this wave, as they have amongst the general population.

Encouragingly, far fewer motorists felt that driving after two drinks was safe (9%, compared to 35% agreeing that driving after one drink was safe). The target group were no more likely to agree to the safety of driving after two drinks (13%) than motorists in general (9%).

There have been fluctuations over time in the proportion of motorists who strongly disagree that it is safe to drive after two drinks. In January 2011 the level of strong disagreement that it is safe to drive after two drinks rose to seven in ten (69%), last seen in September 2007. Again this represents a positive shift among all motorists in terms of what the broad campaign is trying to achieve. By contrast, the proportion of the target of young male drivers who strongly disagree that it is safe to drive after two drinks has remained fairly constant, at around six in ten.

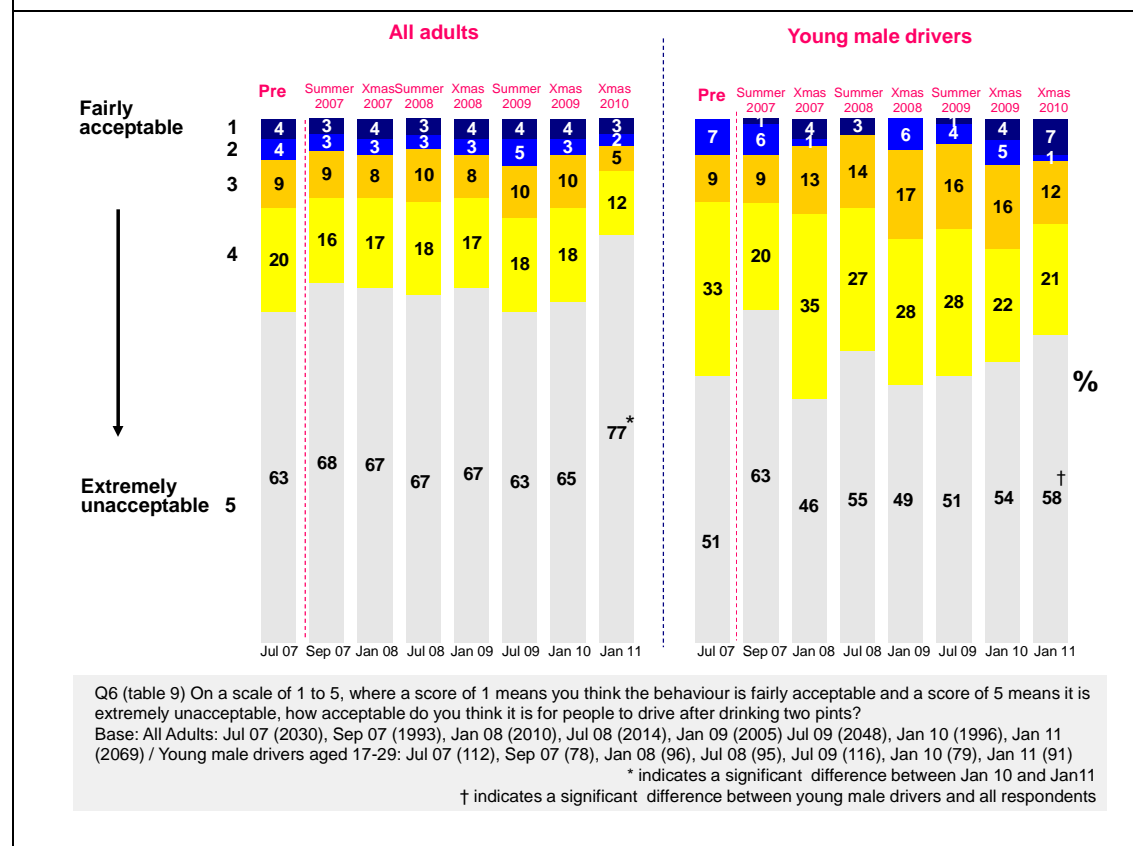
Women were more likely than men to disagree about the safety of driving after one drink (62% compared with 50% of men). Unsurprisingly, women were also more likely to disagree about the safety of driving after two drinks (91%, compared with 81% of men). Agreement levels did not differ, however, among young male drivers and their female counterparts, or between other subgroups.

Two thirds (66%) of those who think it is acceptable to drive after drinking two pints also consider it safe to drive after two drinks.

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.

Chart 5b: Acceptability of driving after drinking two pints

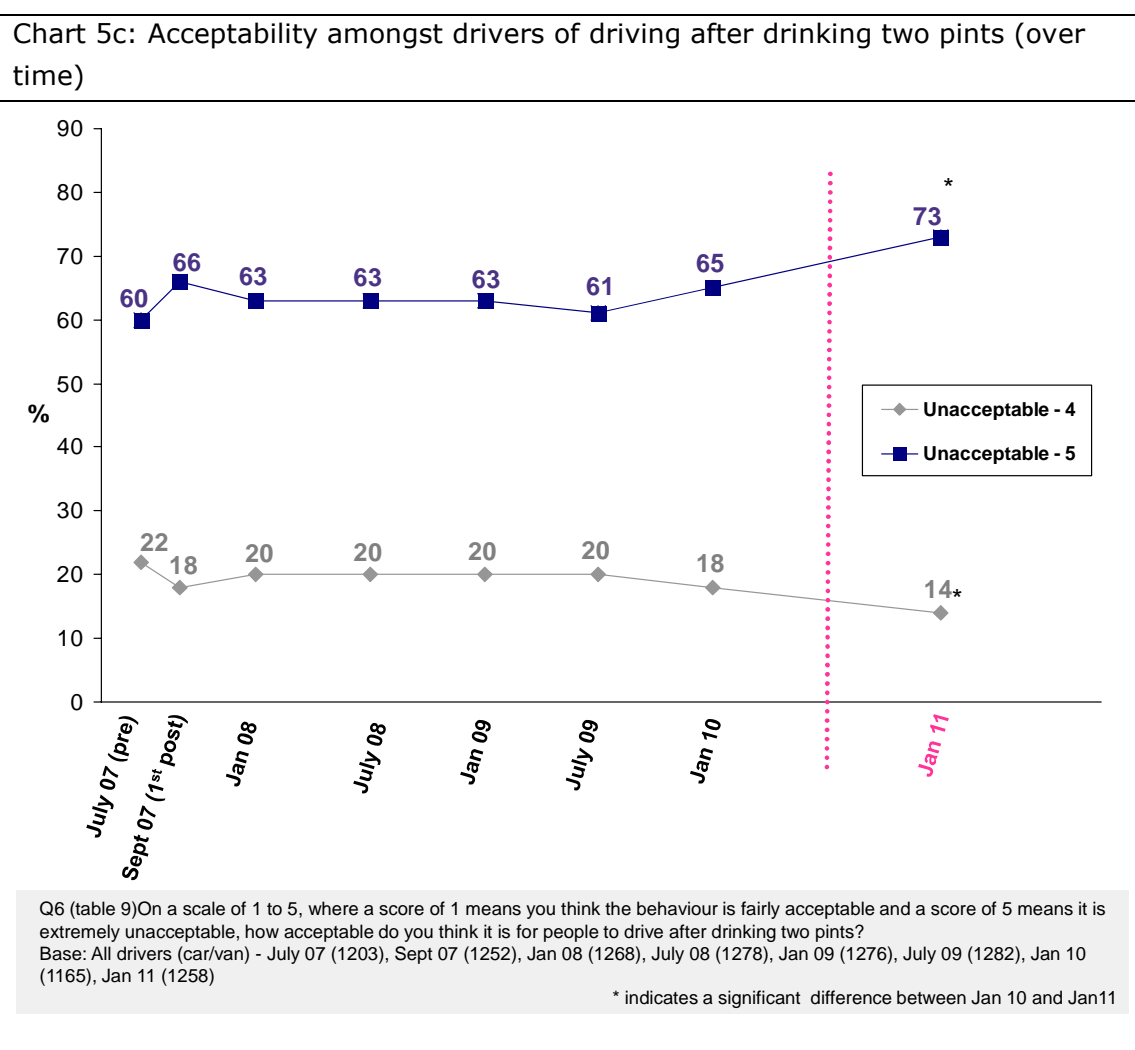


Overall acceptability of driving after drinking two pints has fluctuated only slightly over time, with between 1 in 20 and 1 in 10 adults finding this behaviour fairly or moderately acceptable (scores 1 or 2 on the acceptability scale). While this remained the case in early 2011, this wave has seen the first significant rise in the level of *extreme unacceptability* since the campaign was first evaluated in September 2007. The proportion of the adult population saying that it is extremely unacceptable to drive after drinking two pints increased from a stable level of around two in three, to three quarters (77%). This is certainly a shift in the right direction; however it is unclear as to why this may be, given the hiatus in activity. Perhaps the return of the campaign (albeit at a low level) after a year's absence has caused people to newly embrace anti-drink drive attitudes.

Compared with all adults, young male drivers were less likely to find this behaviour extremely unacceptable (58%, compared with 77% of adults). They were also much less likely to find this behaviour extremely unacceptable than female drivers their own age (58%, compared with 76% of young female drivers).

Among all adults, fewer men (87%) than women (91%) believed that driving after drinking two pints was extremely unacceptable, and fewer ABC1s (74%) than C2DEs (80%) believed this to be extremely unacceptable. Motorists who drive for business were less likely to find driving after two pints extremely unacceptable (66%), compared with motorists who drive for leisure (74%). Similarly, those who drink out of the home were less likely to label this behaviour as extremely unacceptable (73%, compared with 85% of those who do not drink alcohol out of the home).

As this measure has been used as a key performance indicator for the drink drive campaigns, data for *drivers* has been collected over time (Chart 5c).



Since the first post evaluation stage, the proportion of drivers who have rated drink driving as *extremely* unacceptable (score 5 on the scale, shown as the top line in chart 5d) has been roughly stable at just below two in three. In the current wave, however, the proportion of drivers who felt this way reached a new peak of 73%. Again, this represents a positive shift and may be put down to the return of the campaign being positively received after a period of absence. While the proportion of drivers who felt drink driving was *slightly* unacceptable fell to 14% (from 18% at the same time in 2010), overall unacceptability amongst drivers is higher this year than ever before (87%).

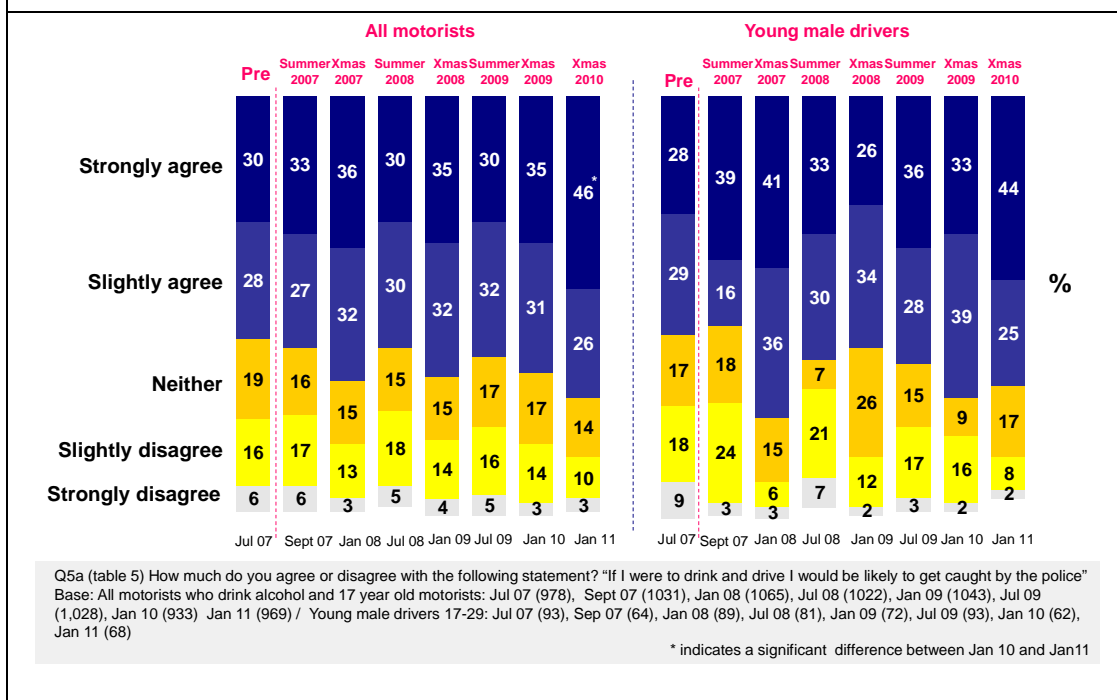
6 Consequences of drink driving

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 2010 and at the most recent wave in January 2011, 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



In January 2011, three quarters (72%) of motorists who drink alcohol agreed that they would be likely to be caught by the police if they were to drink drive. Almost half (46%) strongly agreed with this statement. This measure has tended to fluctuate from wave to wave and is most likely to be affected by seasonality as it tends 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 is a significant increase from any previous Christmas activity (35% in January 2010). The reason why this is higher than other years is unclear, however it may be that the reintroduction of THINK! ads after a long break is being picked up on and the messages more easily embraced.

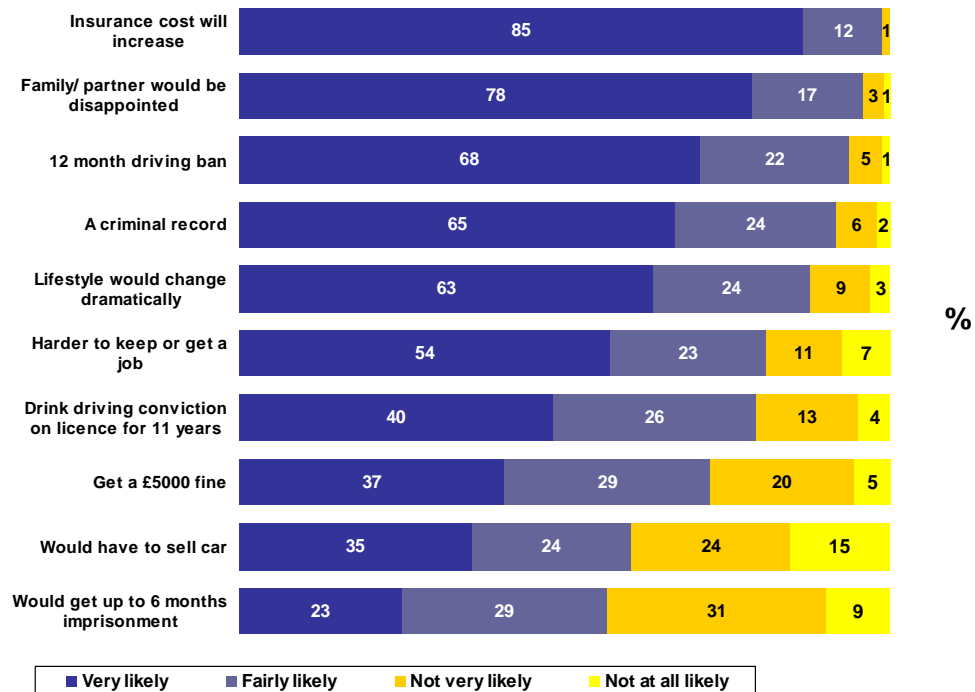
Those who thought that it was unacceptable to drive after drinking 2 drinks were more likely to agree strongly to the likelihood of getting caught by the police (48%), compared with those who think driving after 2 drinks is acceptable (24% strongly agreed that they would be likely to be caught).

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 (44%). The level of agreement amongst young male drivers was in line with previous waves.

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 2011)



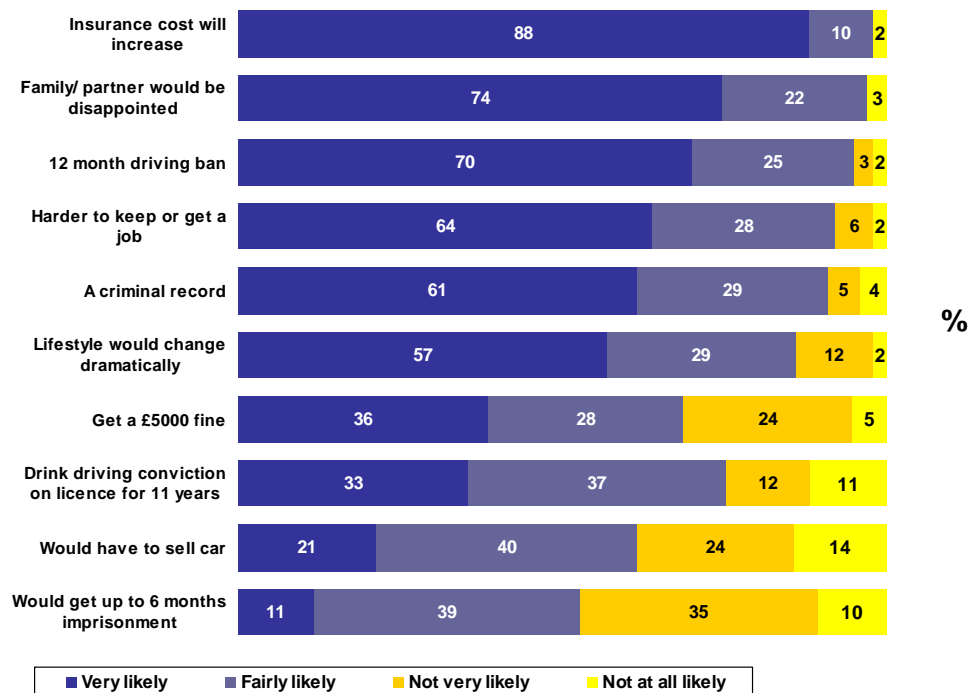
Q7 (tables 10 to 20) If you were to be caught drink driving, how likely do you think it would be that each of the following would happen? Base: All motorists who drink alcohol : Jan 11 (966)

In the latest wave, the consequence that motorists thought most likely was that insurance cost would increase, with almost all motorists thinking this likely (97%). Nine in ten motorists thought it likely that their family or partner would be disappointed (94%) or that they would receive a 12 month driving ban (91%).

Six months imprisonment was thought to be the least likely consequence (52%).

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 2011)

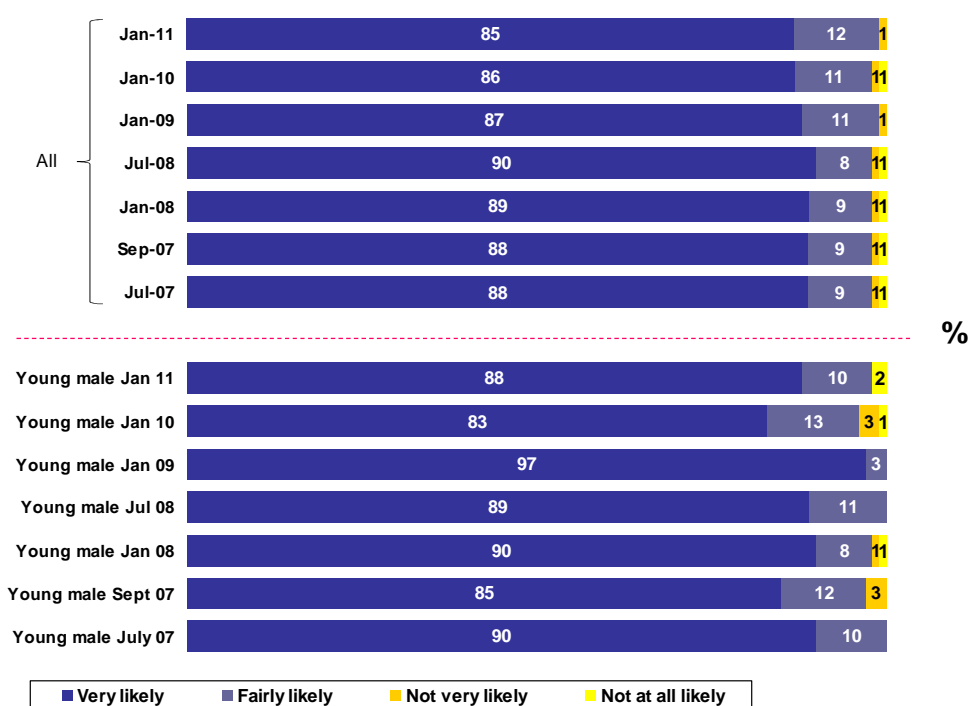


Q7 (tables 10 to 20) If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?
Base: All motorists who drink alcohol (Young male drivers) Jan 11 (66)

Young male drivers thought that an increase in insurance would be the most likely consequence (98% thought this likely). Like all motorists, young male drivers thought that getting up to six months imprisonment would be the least likely consequence: half of young male drivers (50%) thought this, a smaller 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

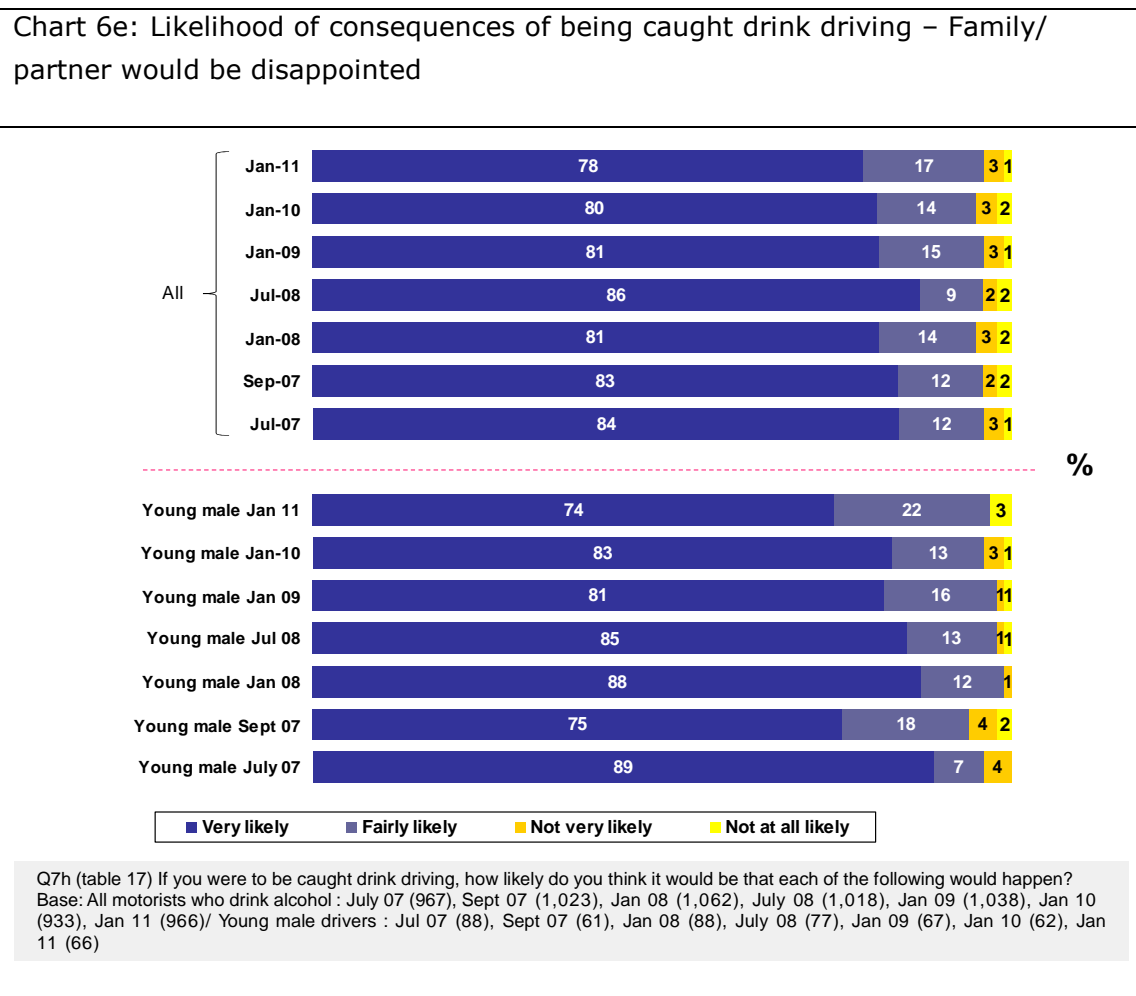


Q7f (table 15) If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?
 Base: All motorists who drink alcohol : July 07 (967), Sept 07 (1,023), Jan 08 (1,062), July 08 (1,018), Jan 09 (1,038), Jan 10 (933), Jan 11 (966)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

Almost all respondents (97%) felt that, as a result of being caught drink driving, their insurance cost would likely increase. This has changed very little over time since July 2007.

Despite this consequence not being a direct message of the current executions, those who had seen a campaign ad were more likely (88%) than those who did not recognise the ads (82%) to think that insurance would be very likely to increase after being caught drinking driving. 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 or age.

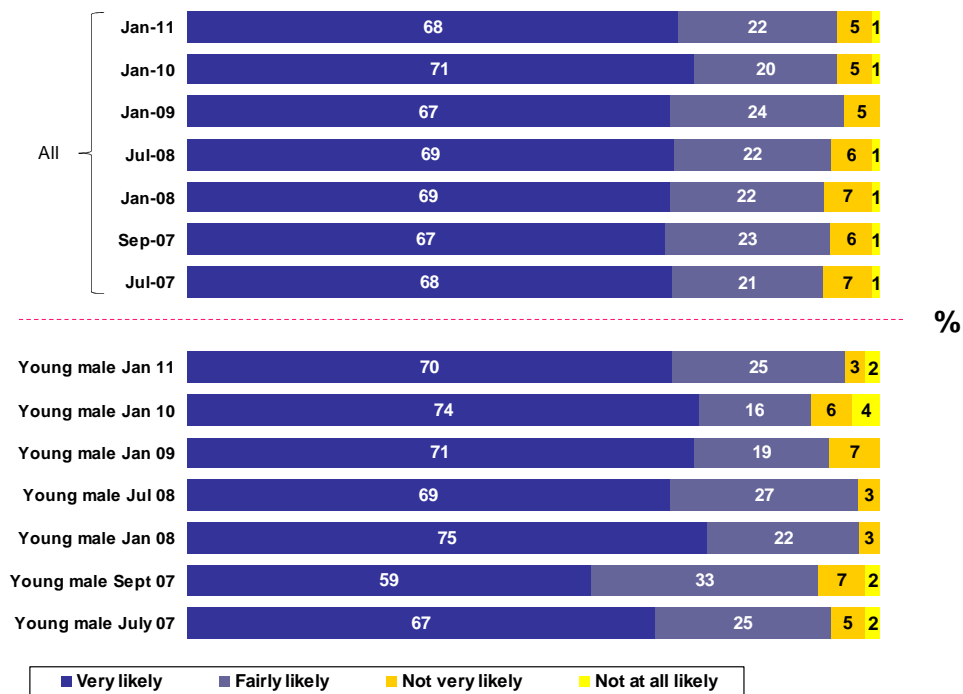
As can be seen in Chart 6e, it was also the case that almost all motorists who drink thought it would be likely that their family or partner would be disappointed if they were caught drink driving (94%).



Eight in ten (78%) felt it was very likely that their family or partner would be disappointed if they were caught drink driving. This is still below the peak of 86% in July 2008, although there has been no further change since this was last tracked in January 2010. Views of young male drivers were very similar to motorists overall (74% saying it was a very likely consequence).

Understandably, those with children in the household were more likely to think that disappointment of their family or partner would be a very likely consequence (84% compared with 75% of those with no children in the household), as were married people (80% compared with 69% of single respondents).

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



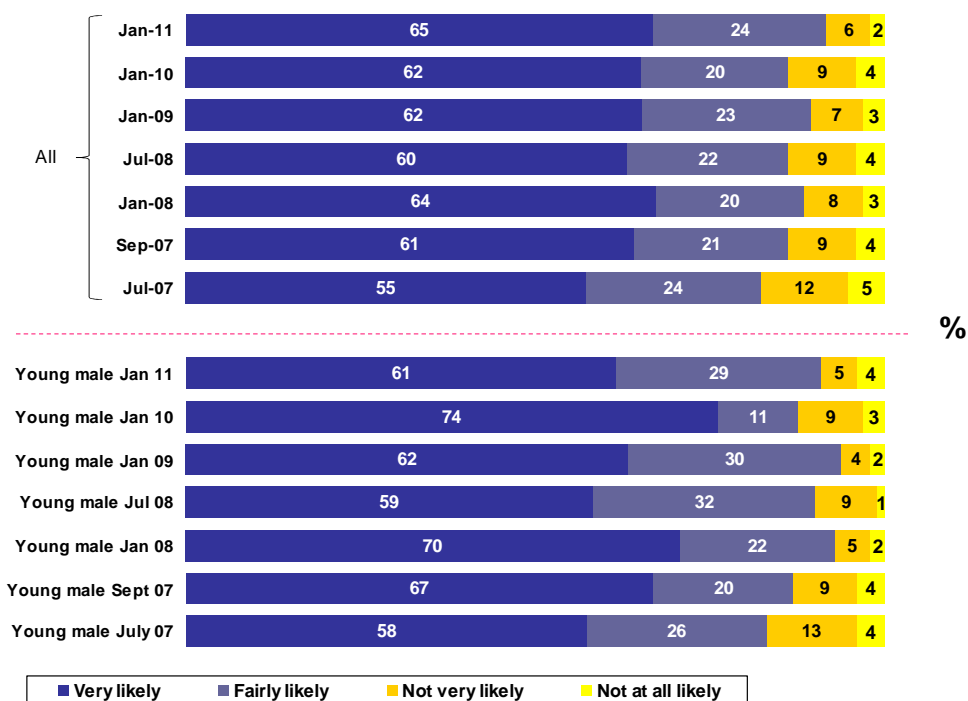
Q7b (table 11) If you were to be caught drink driving, how likely do you think it would be that each of the following would happen? Base: All motorists who drink alcohol : July 07 (967), Sept 07 (1,023), Jan 08 (1,062), July 08 (1,018), Jan 09 (1,038), Jan 10 (933), Jan 11 (966)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

Nine in ten (91%) felt it was likely that they would get a 12 month driving ban if they were caught drink driving, with seven in ten (68%) believing it to be very likely. This has remained relatively stable over time and young male drivers were similar to respondents overall on this measure.

There are no differences among the subgroups in their likelihood of believing this to be a consequence of being caught drink driving.

The proportion who thought it was likely that they would get a criminal record if they were caught drink driving increased significantly to 88% in January 2011 (from 82% in January 2010). This is particularly encouraging given it was a core message of the Christmas drink drive activity.

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



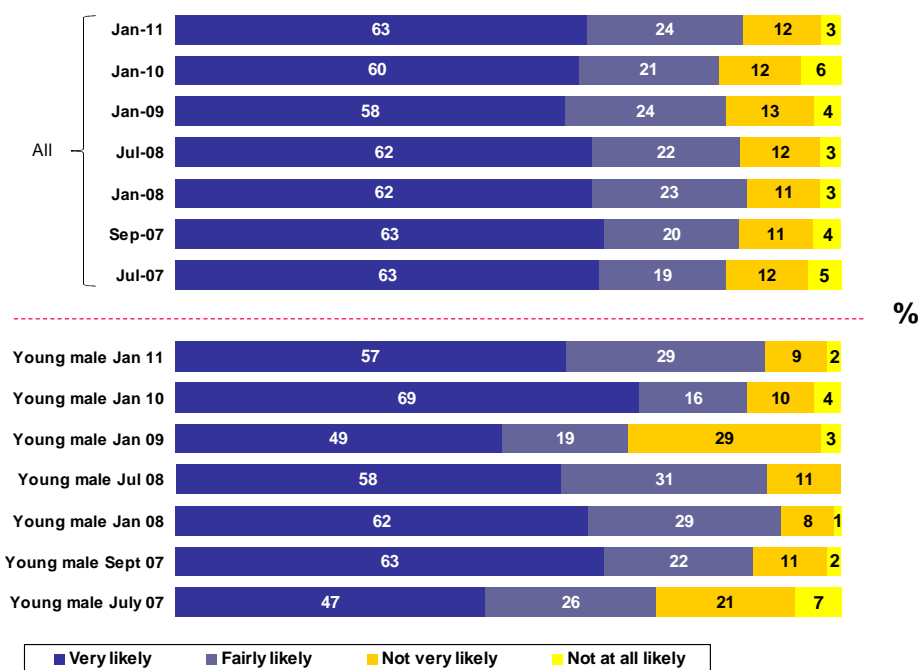
Q7d (table 13) If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?
 Base: All motorists who drink alcohol : July 07 (967), Sept 07 (1,023), Jan 08 (1,062), July 08 (1,018), Jan 09 (1,038), Jan 10 (933), Jan 11 (966)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

The proportion that thought that this was a very likely consequence did not show a significant increase (65%), but remained at the same level as the previous peak of 64% seen in January 2008. There was a significant increase between the pre-stage (55%) and first of the post-stage evaluations (61%), but no significant shifts since then.

Young male drivers were not significantly more or less likely than all respondents to think getting a criminal record was a very likely consequence (61%). Their responses have fluctuated over time for this measure but these changes are not significant given the base sizes for this group.

The proportion who believed it was very likely that their lifestyle would change dramatically as a result of being caught drink driving has remained relatively unchanged since Sept 07, with 87% indicating it would be likely in January 2011.

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



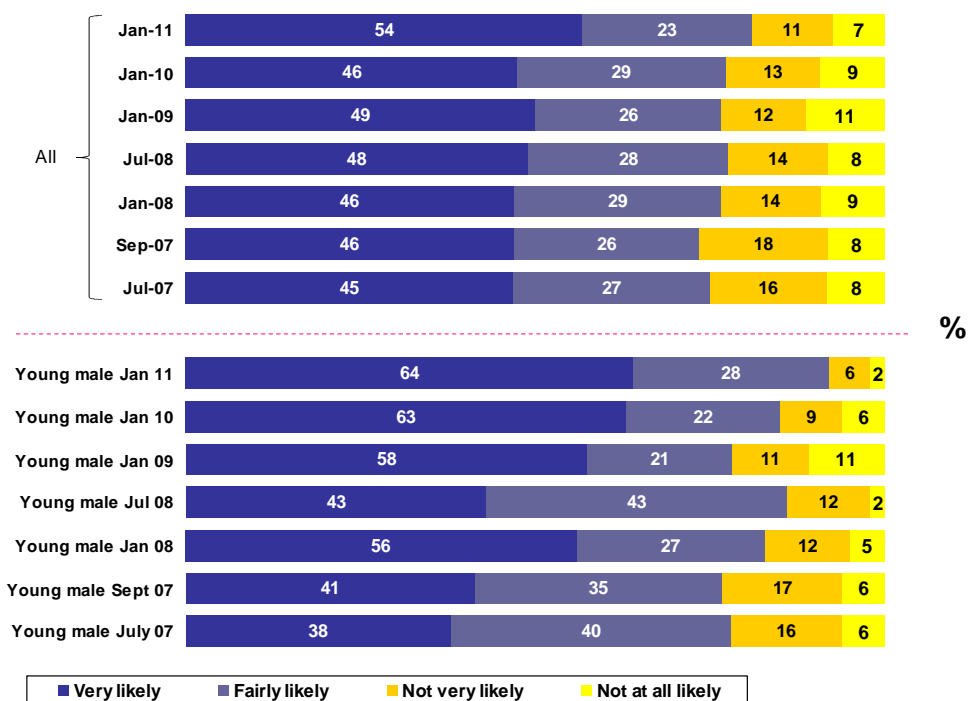
Q7i (table 18) If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?
 Base: All motorists who drink alcohol : July 07 (967), Sept 07 (1,023), Jan 08 (1,062), July 08 (1,018), Jan 09 (1,038), Jan 10 (933), Jan 11 (966)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

Two thirds thought that a change in lifestyle would be a very likely consequence (63%). Those who recognised any ad in the Christmas campaign were more likely to see a change of lifestyle as a very likely consequence (68% compared with 58% of those who had seen none of the ads). There were no other differences to be seen amongst subgroups.

Young male drivers showed no significant difference to motorists in their belief in the likelihood of this consequence (57%).

Unchanged from previous waves, three quarters (77%) believed that it was likely that being caught drink driving would make it harder to get a job or keep their job, with half (54%) thinking this very likely. Loss of a job was a theme of the 'Story' radio ad.

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



Q7e (table 14) 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 : 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)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

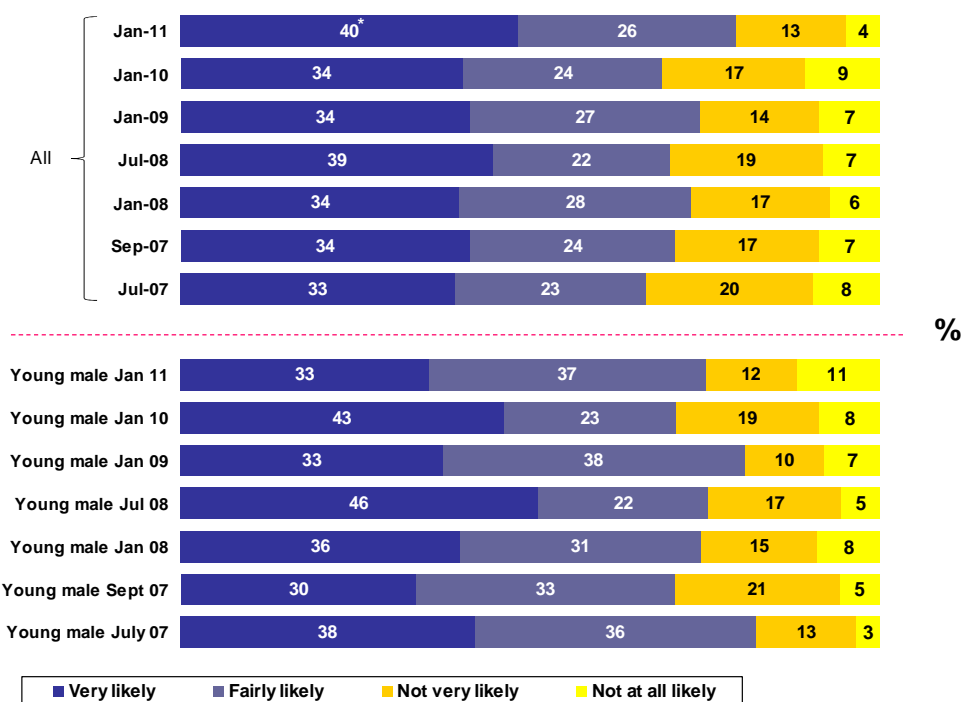
Men were more inclined than women to think that losing your job or finding it hard to get a job would be a very likely consequence of getting caught drink driving (58% compared with 48%). Those belonging to lower social grades, C2DEs, were also more inclined to think this (60% very likely, compared with 51% of ABC1s).

A higher proportion of motorists who recognised any ad used in the campaign thought that losing your job was very likely (60%) than those who did not recognise the ads (48%).

Young male drivers were significantly more likely than motorists overall to think this was a likely consequence in general (93% compared with 77% of all motorists). This is very encouraging given the target of the Christmas campaign. However, they were not significantly more likely to think it would be a very likely consequence.

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



Q7j (table 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 : 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)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

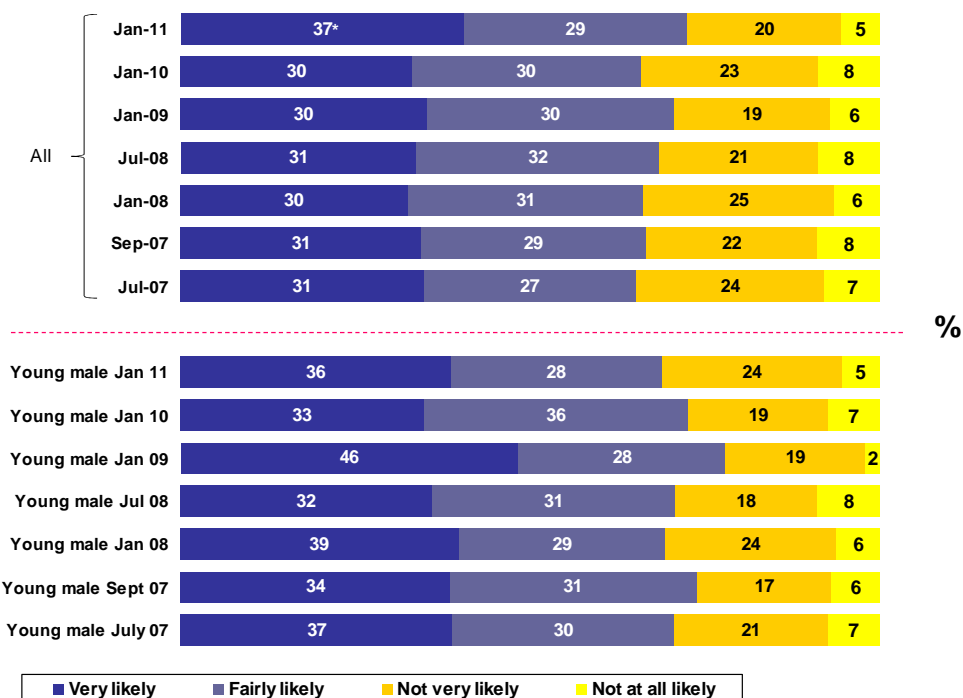
* indicates a significant difference between Jan 10 and Jan11

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 last burst of activity to 40%, a similar level to after the summer 2008 campaign. The reason for this is unclear given it was not a key message for the Christmas activity.

Young male drivers were not significantly different in their likelihood to see this as a very likely consequence.

Two thirds (66%) of respondents believed a fine of up to £5,000 was a likely consequence of being caught drink driving (Chart 6k). The proportion who believed this to be likely remained unchanged from previous waves.

Chart 6k: Likelihood of consequences of being caught drink driving – £5000 fine



Q7a (table 10) 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 : 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)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

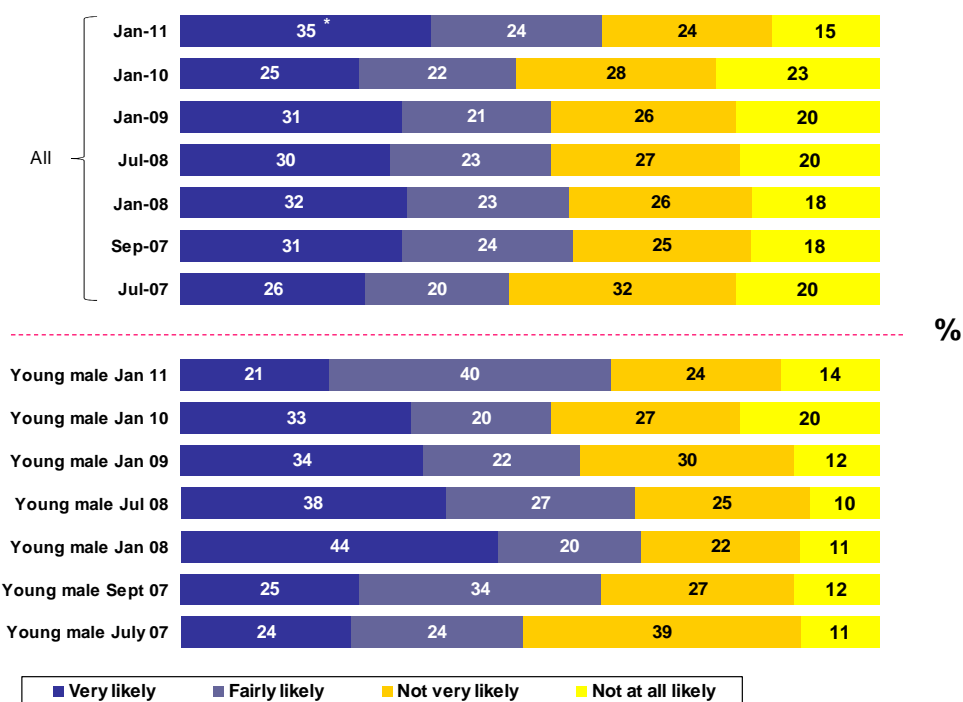
* indicates a significant difference between Jan 10 and Jan11

However, the proportion thinking this consequence very likely did increase significantly in January 2011 to 37% compared with 30% in January 2010. Again, the reason for this is unclear given the message selection of the Christmas activity.

Respondents aged 55 and over were significantly less likely than those aged 18-54 to think that getting a £5000 fine was a very likely consequence of being caught drink driving (30% compared with 40%). Young male drivers did not differ from motorists generally in their perception of this.

Six in ten (60%) thought it likely that they would have to sell their car as a result of being caught drink driving. This was a message of previous radio ads, although not of the 'Story' execution used at Christmas 2010.

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



Q7g (table 16) 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 : 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)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

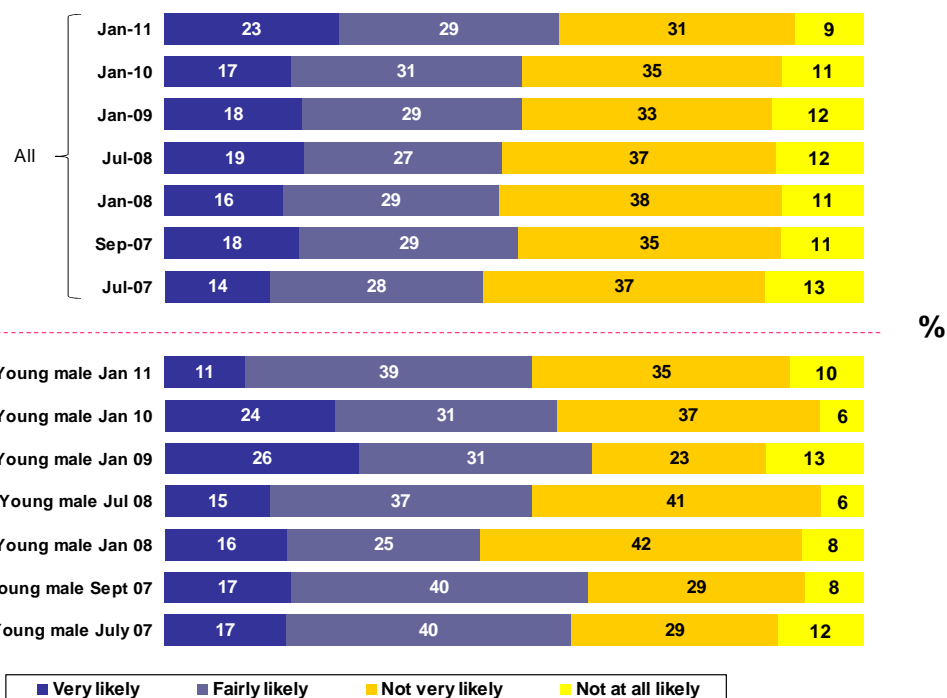
* indicates a significant difference between Jan 10 and Jan11

In January 2011, a third (35%) felt that having to sell your car was a very likely consequence, representing an increase from 25% in January 2010. Again the reason for this is unclear given the message selection of the Christmas drink drive activity. Perhaps it is a reflection of the current economic climate, focusing on the financial aspect. Although young male drivers were no less inclined to think this was likely, a smaller proportion thought this was very likely (21% compared with 35% of all motorists who drink).

Those in social grades C2DE were more likely than ABC1s to see selling their car as a very likely consequence of being caught drink driving (44% compared with 31%). This may be because they are less well equipped to deal with the financial implications of being caught drink driving, such as a fine or an increase in insurance costs.

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



Q7c (table 12) 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 : 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)/ Young male drivers : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

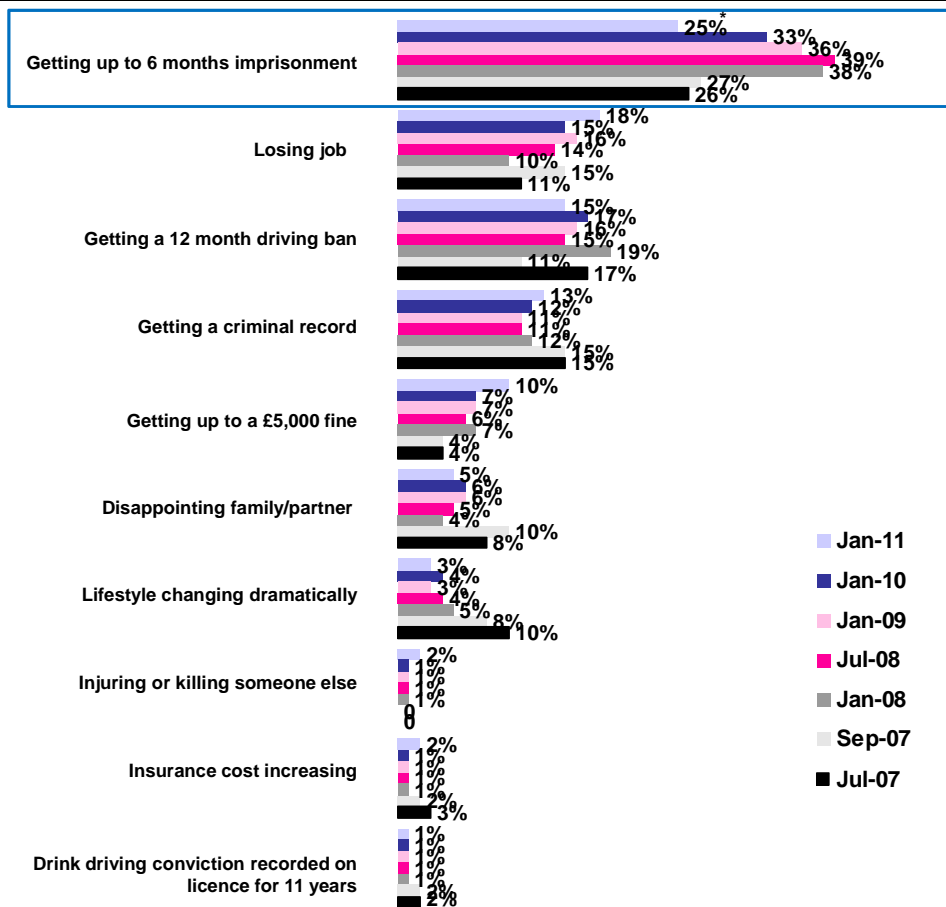
There was no change in the proportion of motorists who felt it was likely (52%) or very likely (23%) that they would face up to six months in prison. Those from lower social grades were more likely to think a prison sentence would be very likely (32% C2DE compared with 19% of ABC1s).

Young male drivers were less likely than motorists in general to think that a prison sentence was a very likely consequence (11%).

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



Q8 (table 21) 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)
 * indicates a significant difference between Jan 10 and Jan11

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 23% thinking it would be very likely. However, the proportion that would be most worried about getting a prison sentence fell from a third in January 2010 (33%) to a quarter in January 2011 (25%). This was the only significant change seen at the latest wave. Perhaps the respondents are getting more complacent after the initial shock value of the message.

Other legal consequences that motorists were concerned about were receiving a 12 month driving ban (15%) and the possibility of gaining a criminal record (13%). Those belonging to higher social grades were more likely to be most worried about getting a criminal record, with 15% of ABC1s most worried about

this compared with 9% of C2DEs. Women (17%) were more likely to worry about this than men (10%). One in ten motorists were worried about receiving a £5,000 fine (10%), higher among C2DEs (17% compared with 10% of ABC1s). There were no significant changes at the most recent wave for these legal consequences.

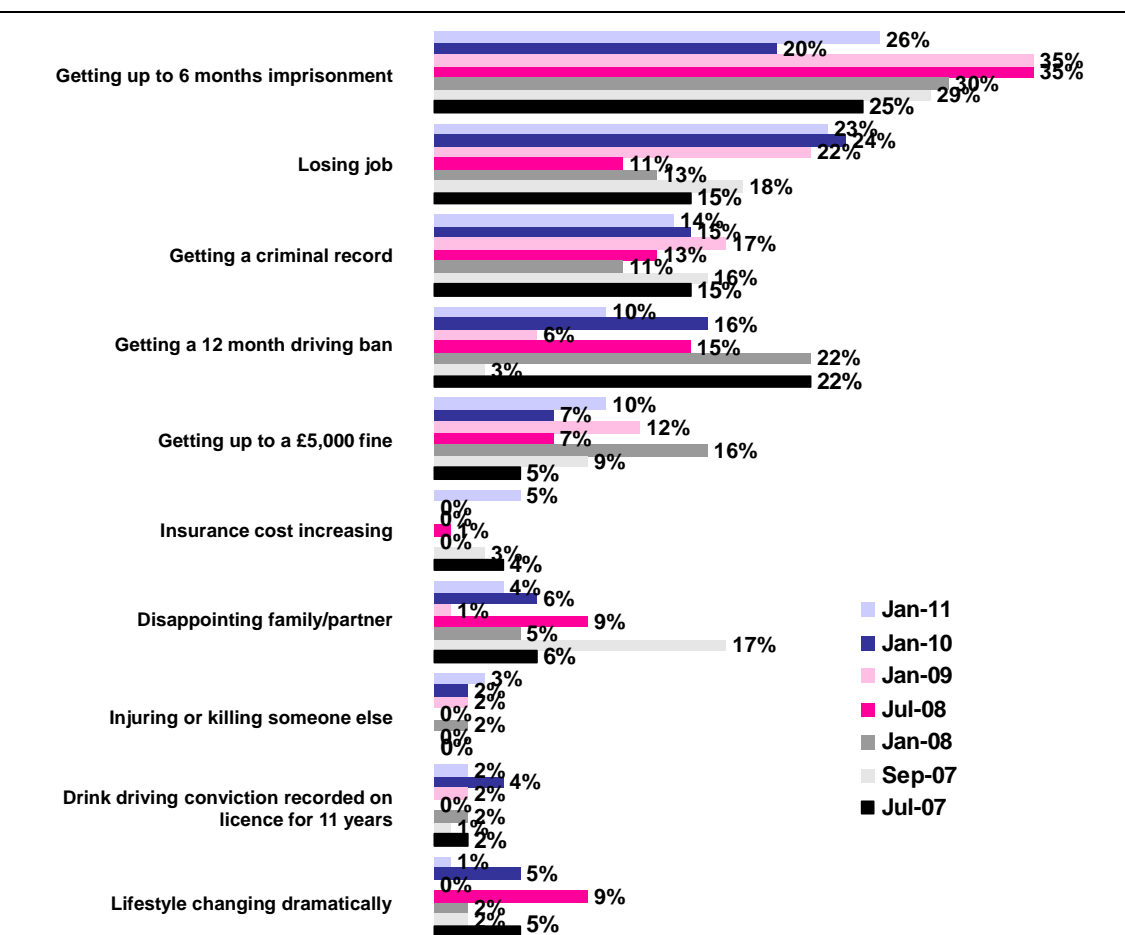
After imprisonment, the consequence that motorists were most likely to worry about was one of the more personal ones: losing their job (18%). This consequence was a message of the 'Story' radio ad. Of the other personal consequences, fewer than one in ten (5%) said they would be most worried about their 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%). 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 97% 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 60 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.

Chart 60: Consequences of drink driving most likely to worry about (prompted) – young male drivers over time



Q8 (table 21) And which of the following would you be most likely to worry about happening? Base: All young male drivers 18-29 who drink alcohol : Jul 07 (88), Sept 07 (61), Jan 08 (88), July 08 (77), Jan 09 (67), Jan 10 (62), Jan 11 (66)

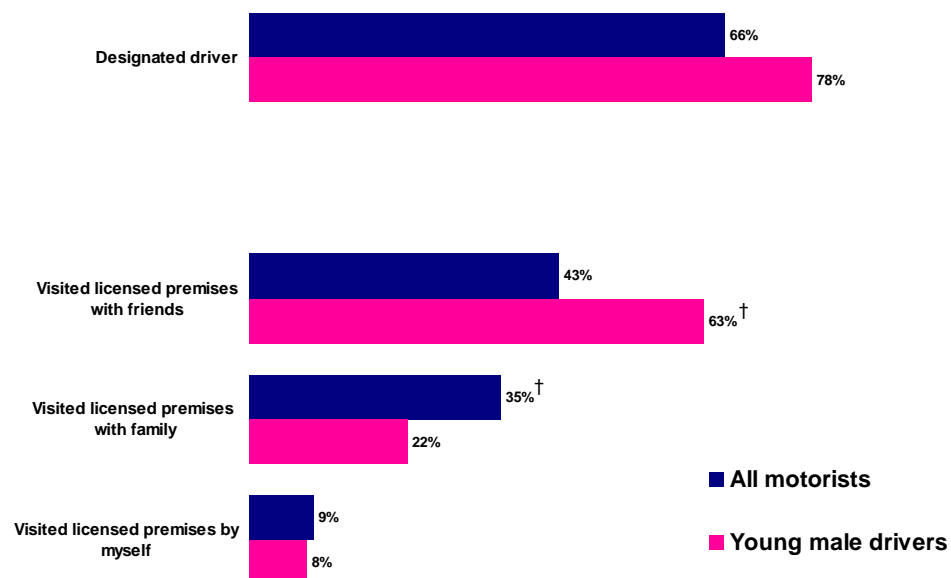
As with all motorists who drink, young male drivers were most likely to worry about getting up to six months in prison (29%). Previously, the proportion of young male drivers who worried about this was lower than for motorists generally, but this was no longer the case in January 2011 (26% compared to 25% of all motorists). Results of previous evaluations indicated that young male drivers were more likely than all motorists to worry about losing their job; two in ten (22%) were worried about this in January 2011 but again this was no longer significantly higher than motorists generally. There were no significant changes in the levels of worry for any of the consequences for young male drivers between January 2010 and January 2011.

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



Q3 (table 3) Thinking over the last six 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 afterwards?

Base: All motorists aged 18+ (1265) / Young male drivers 18-29 (89)

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

Two thirds (66%) of motorists had taken on the role of a designated driver in the past six months.

Two in five motorists (43%) had most frequently acted as a designated driver when visiting licensed premises with friends, followed by a third (35%) when accompanying family. One in ten (9%) 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.

People from lower social grades were less likely than those from higher grades to have been a designated driver (58% of C2DEs, compared with 71% of ABC1s), as were motorists living in London (50%, compared with 66% of all motorists) probably due to greater availability of alternative transport. Interestingly, there was no difference in the proportion of men and women who took on this role.

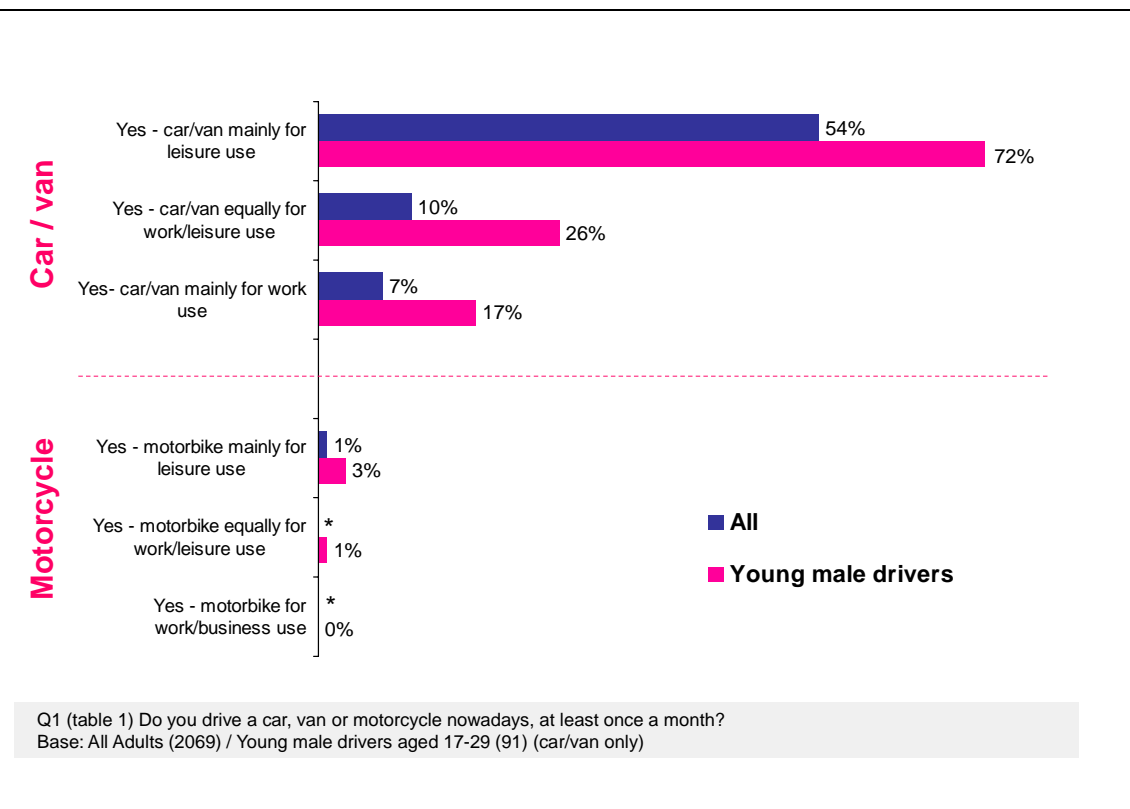
Young male drivers were no more likely than other motorists to have acted as a designated driver (78%, compared to 66% of all motorists). However, the occasions when they took on this role differed to that of the general population of motorists, with 63% acting as a designated driver when out with friends (compared with 43% of all motorists), and only 22% doing so when out with family (compared with 35% of all motorists), which probably reflects lifestyle differences and the balance between socialising with friends and family. However it is encouraging, as it seems to show young males are willing to take responsibility and be the 'designated driver' when in a social situation with peers.

In a separate question, motorists aged 18 or above were asked whether they had visited a licensed premises during December 2010 in order to eat or drink. Seven in ten (69%) motorists visited a licensed premises to eat or drink in December 2010, so there was potential for a high reach for this strand of activity. More men (73%) than women (64%), and more ABC1s (74%) than C2DEs (60%) had done so. Almost nine in ten (85%) motorists who had acted as designated drivers in the past six months went to a licensed premises during December to eat or drink.

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 (66%). This is in line with previous waves of research. Over half (54%) 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, and 7% drove a car or van mainly for work.

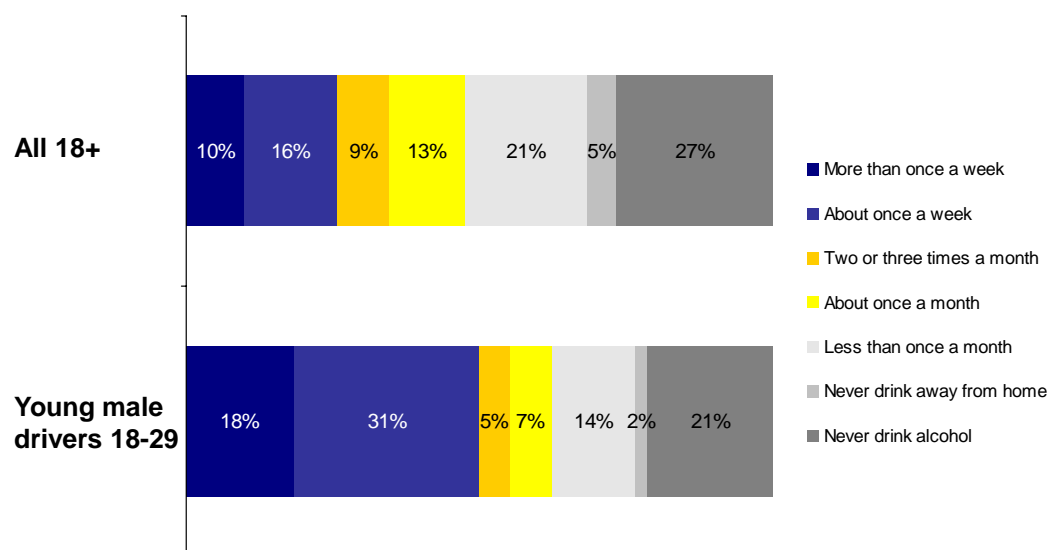
As at previous waves, men were more likely than women to drive a car or van (71% of men were drivers, compared with 61% of women), as were those in the higher social grades (75% of ABC1s drove, compared with 55% of C2DEs).

Amongst young male drivers, seven in ten (72%) drove a car or van mainly for leisure, a quarter (26%) 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.

Chart A2: Frequency of drinking alcohol out of the home



Q2 (table 2) 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?¹⁰
 Base: All respondents 18+ (2007)/ Young male drivers aged 18 to 29 (89) (car/van only)

Two thirds (68%) of adults drank alcohol away from home. One in twenty (5%) said they never drank away from home, while over a quarter (27%) never drank alcohol at all.

Around one in ten adults drank outside the home once a month (13%), two or three times a month (9%), or more than once a week (10%). 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 (21%).

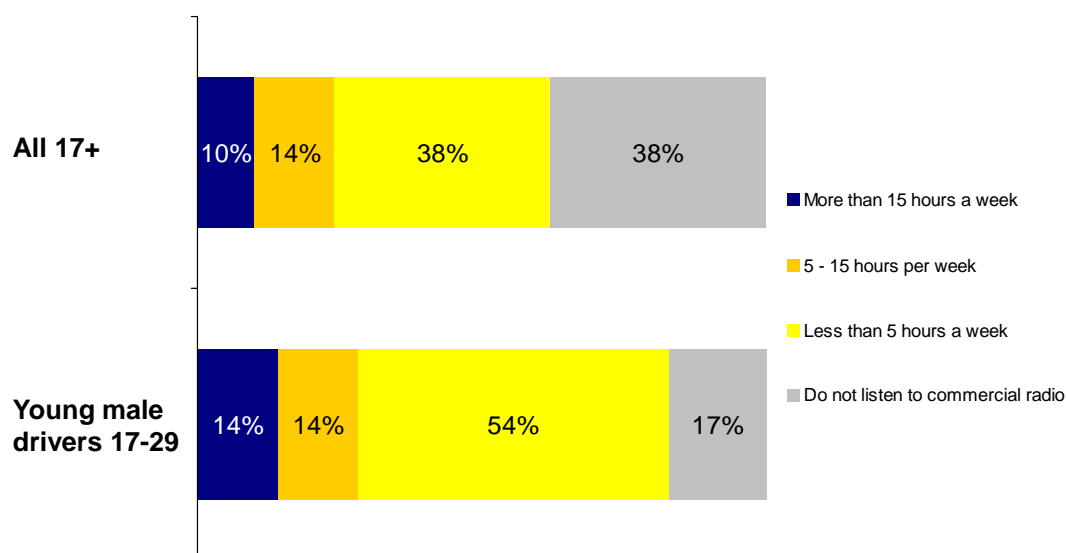
More men (79%) than women (67%) drank alcohol at all; men were also more likely (74%) than women (62%) to drink out of the home. People in lower social grades and from minority ethnic groups were less likely to drink out of the home (61% C2DEs, compared with 74% ABC1s; 25% BMEs, compared with 74% White respondents).

Amongst young male drivers, one in five (21%) never drank alcohol, and 2% never drank out of the home. The most common drinking behaviour (31%) was drinking out of home about once a week. One quarter (26%) drank out of the home less often than this, while one in five (18%) drank out of the home more than once a week.

Commercial radio listenership

Commercial radio listenership is shown in Chart A3.

Chart A3: How often listen to commercial radio



Q15 (table 28) How often do you listen to commercial radio stations?
Base: All respondents aged 17+ (2032)/ Young male drivers aged 17 to 29 (91) (car/van only)

Four in ten (38%) respondents did not listen to commercial radio stations. Four in ten (38%) were defined as light listeners (less than 5 hours per week), 14% were medium listeners (5 to 15 hours) and a further one in ten (10%) 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 60% of women). The age group least likely to listen to commercial radio were those aged 55 and above (48%).

Young male drivers were more likely to listen to commercial radio than the general population (83%, compared with 62% of all respondents). One in seven (14%) young male drivers listened to more than 15 hours per week (heavy listeners), the same proportion (14%) were medium listeners (5-15 hours per week), and over half (54%) 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 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: BMRB Target Group Index, 2010 and NRS, 2010)

APPENDIX D: Questionnaire

Original question #	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>
DF1	<p>Did you visit a licensed premises (for example, a pub, bar or club) in December 2010 to eat or to drink?</p> <p>Yes No DK Ref</p>
DF2	<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 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</p>

	Disagree slightly Disagree strongly Don't know
R1b	How much do you agree or disagree with the following statement? 'It is safe to drive after one drink' Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know
R1	How much do you agree or disagree with the following statement? 'It is safe to drive after two drinks' Agree strongly Agree slightly Neither agree nor disagree Disagree slightly Disagree strongly Don't know
R3	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, <i>how acceptable do you think it is for people to drive after drinking two pints?</i> 1 Fairly acceptable 2 3 4 5 Extremely unacceptable Don't know
NDD2	If you were to be caught drink driving, how likely do you think it would be that each of the following would happen? Very likely Fairly likely Not very likely Not at all likely Don't know 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

	<p>My family/partner would be disappointed</p> <p>Your lifestyle would change dramatically</p> <p>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</p> <p>Getting a 12 month driving ban</p> <p>Getting up to 6 months imprisonment</p> <p>Getting a criminal record</p> <p>Losing your job</p> <p>Your insurance cost increasing</p> <p>Having to sell your car</p> <p>Disappointing your family or partner</p> <p>Your lifestyle changing dramatically</p> <p>Your drink driving conviction would be recorded on your driving licence for 11 years</p> <p>Other (specify)</p>
DD1	<p>Can I just check, have you seen or heard anything about drinking and driving in any of these ways?</p> <p>01: National newspaper</p> <p>02: Local newspaper</p> <p>03: TV advert</p> <p>04: TV plays\soaps</p> <p>05: TV news</p> <p>06: Other TV programmes</p> <p>07: Radio advert</p> <p>08: Radio programme</p> <p>09: Magazine</p> <p>10: Cinema</p> <p>11: Poster on bus</p> <p>12: Poster hoarding</p> <p>13: Indoor poster</p> <p>14: Signs at garages\service areas</p> <p>15: Road signs</p> <p>16: Through the internet\ a website</p> <p>17: Leaflet\booklet picked up</p> <p>18: In the post\through the letterbox</p> <p>19: At school</p> <p>20: On backs of lorries</p> <p>21: Beermats</p> <p>22: Posters in pub toilets</p> <p>23: Stickers in pub window</p> <p>24: Other (specify)</p> <p>(None of these)</p> <p>(Don't know)</p>
R1a	<p>PLAY 'STORY' RADIO AD (30 SECS)</p> <p>Have you heard this advert or something similar on the radio?</p>

	Yes No Don't know
RADIOCOMMS	<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.</p> <p>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 amount of alcohol 15: It will make me think twice before I drink and drive (None of these) (Don't know)</p>
NEW 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? PROBE FULLY OPEN ENDED – FULLY RECORD VERBATIM (Don't know)</p>
NEW POSTER 1	<p>SHOW POSTER Ads</p> <p>Have you seen these press or poster adverts recently?</p> <p>Yes No Don't know</p>
NEW LOGO 1	<p>SHOW DRIVER FRIENDLY LOGO</p> <p>Have you seen this logo before?</p> <p>Yes No Don't know</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>

	Less than 5 hours a week 5-15 hours a week More than 15 hours a week (Don't know)
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