

Road Safety Commission Road Safety Campaign Evaluations **Drink Driving Enforcement**

August 2015

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Drink Driving Enforcement Campaign Evaluation 2015

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Summary



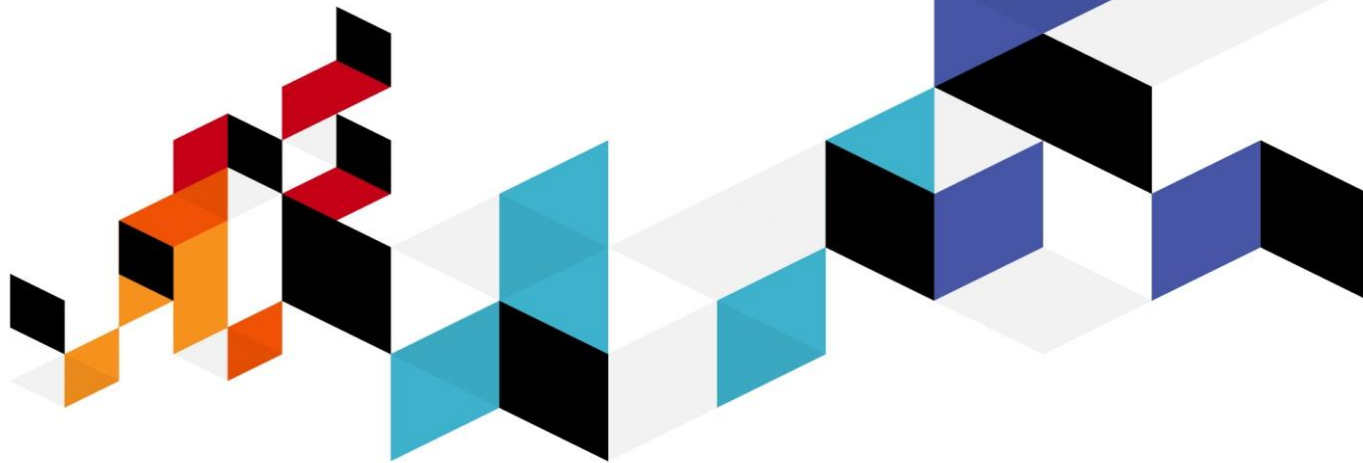
Summary

- 77% of respondents **recognise** the “You Deserve It” campaign when prompted ... with this level of reach the **4th most cost efficient** when compared to 29 other WA Government advertising campaigns
- **Understanding** of the campaign is very good, with all of the most frequently recalled messages from the ads consistent with the campaign’s intended communications
- Along with being understandable, the campaign is **believable** and serves as a **reminder** to the majority of respondents of the importance of not drink driving
- Additionally, the ads are rated as particularly **believable**, **relevant** and **relatable** by those who have driven on or near the blood alcohol limit
- Two-thirds of respondents think the campaign is **effective** in discouraging drink driving ... and more than half of participants claim to be likely to have **positive shifts** in their own drink-driving behaviours as a result of seeing the campaign



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Background and Methodology



Background and Methodology

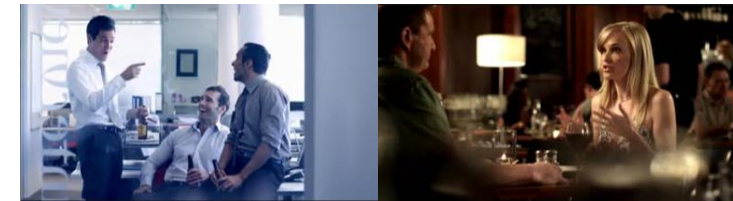
The Road Safety Commission (RSC) launched drink driving enforcement campaign, **'You Deserve It'** to reduce road tolls on Western Australian roads caused by drink driving. The campaign was first launched in November 2011 to June 2012, followed by three bursts of campaign activity in November 2012 to May 2013, December 2014 to January 2015 and March 2015 to June 2015. The campaign targets Western Australians aged 17+, particularly young males aged between 17 and 39. These drivers are more likely to be involved in road accidents and engage in risky driving behaviours.

'You Deserve It' campaign objectives include:

- Increase awareness of the risks and consequences associated with drink driving;
- Increase the level of community understanding of the links between drink driving and the potential crash risks;
- Support for WA police strategies & activities in reducing drink driving on Western Australian roads, and remind drivers they will get caught, if they drink drive.

A quantitative study was conducted in July 2015 after the most recent campaign activities took place on television, radio, outdoor and online.

The aim of the research was to measure awareness and the effectiveness of the campaigns executions and assess the campaign's impact on knowledge, attitudes and behaviours of the target audience.



Media Rational (cont.)

Outdoor

- There were two burst of out of home campaign activity in metro and regional areas: December 2014 to mid-January 2015, and late-March 2014 to mid-May 2015.
- For the festive and schoolies period, the campaign was present on Forrest highway which aims to target drivers travelling from Perth to the South West and to keep drink driving top of mind when travelling.

Radio

- Radio adverts were played across metro and regional commercial stations and Indigenous regional WA networks between December 2014 and June 2015.
- To increase frequency and cost efficiency over the December / January festive months and Easter on metro radio stations, 15 second adverts were played.
- On regional radio airtime, a sports package with CrocMedia was secured. 30 second adverts were played and there were on air credit mentions across three different radio programs (Sportsday WA, The Locker Room and Off the Bench) to target male drivers aged between 18 and 39.

Online

- One burst of online campaign activity took place in March 2015 to May 2015. 15 second pre-rolls and banner ads appeared on news, Facebook and the Dockers and West Coast Eagles AFL teams websites. These platforms were used as an opportunity to reach out to younger audiences and to increase the number of impressions.*

*NOTE: Online was not tested in this study.



The campaign activity took place between November 2014 and June 2015. 401 interviews were conducted online post-campaign in July 2015 with 17+ year old Western Australians.

Wave 4 – Drink Driving Enforcement	
	17+ Western Australians
How	16 minute online survey
Where from	Research Panel and MyOpinions online panels
Response	401 interviews
Weighting	By gender within age and by location
When	July 16, 2015 to July 31, 2015

Achieved sample was weighted using 2011 census data.

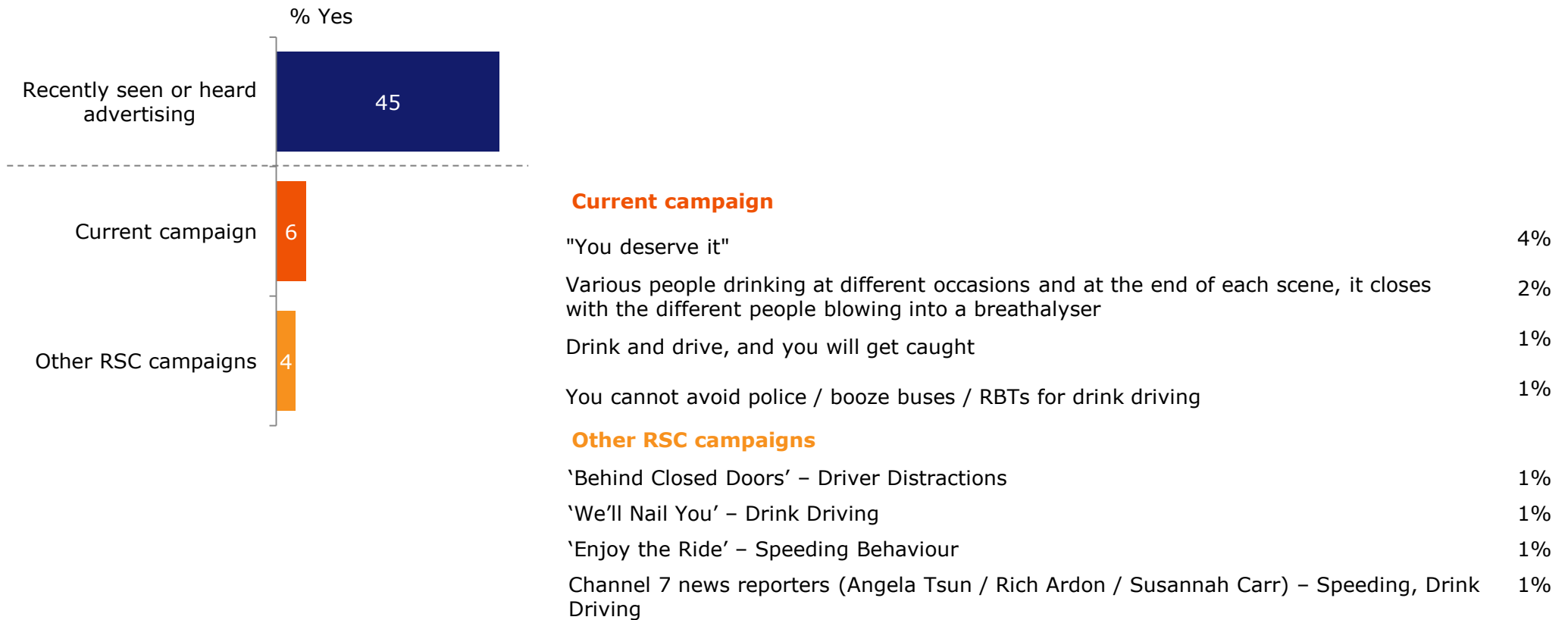
Wave 4 – Drink Driving Enforcement									
Dimension		Census %	Unweighted base	Weighted base	Dimension		Census %	Unweighted base	Weighted base
Metro Age & Gender	Male 17-19	9.82	6	39	Regional / Remote Age & Gender	Male 17-19	2.51	6	10
	Male 30-39	7.06	11	28		Male 30-39	2.15	7	9
	Male 40-49	7.10	11	28		Male 40-49	2.33	13	10
	Male 50-59	6.04	15	24		Male 50-59	2.10	24	9
	Male 60-69	4.52	21	18		Male 60-69	1.46	20	6
	Male 70 +	3.77	18	15		Male 70 +	1.06	10	4
	Female 17-19	9.40	33	38		Female 17-19	2.16	15	9
	Female 30-39	7.10	27	28		Female 30-39	1.94	15	8
	Female 40-49	7.30	30	29		Female 40-49	2.05	27	8
	Female 50-59	6.33	24	25		Female 50-59	1.86	28	8
	Female 60-69	4.61	4	18		Female 60-69	1.28	21	5
Female 70 +	4.88	1	20	Female 70 +	1.15	14	5		
Subtotal		100	201	310		100	200	91	
Total						100	401	401	

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Campaign Diagnostics



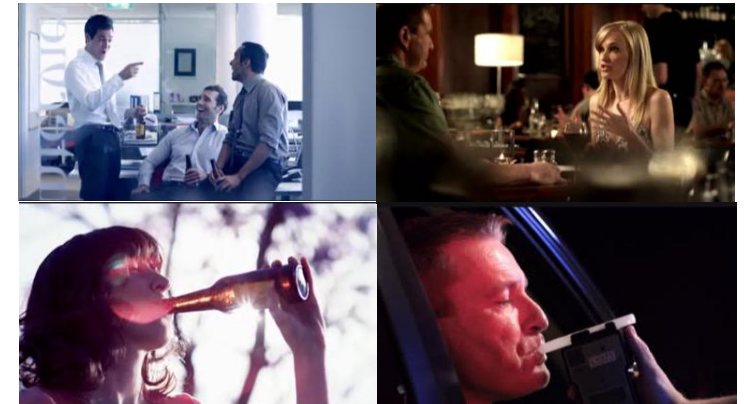
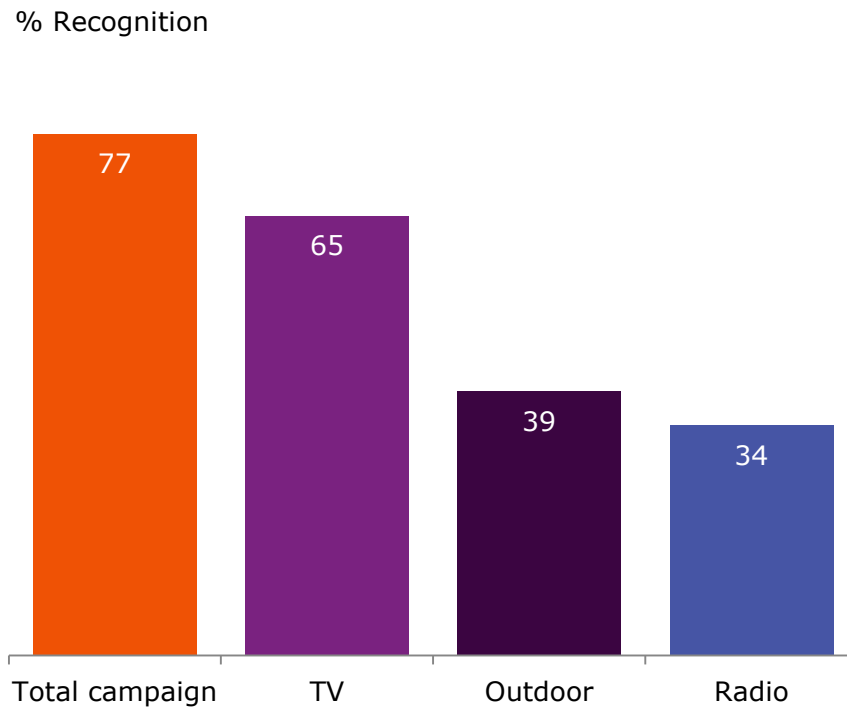
Nearly half (45%) of the respondents mentioned they had recently seen or heard advertising about drink driving and 6% were able to spontaneously describe the "You Deserve It" campaign.



SOURCE: B1. Have you recently seen or heard any advertising about drink driving?, B2. Please describe in as much detail as possible the ad(s) you remember seeing or hearing

BASE: All respondents n=401

Nearly 8 in 10 respondents recognised the campaign when prompted ... the TVC ad was the most recognised of the media types, followed by outdoor and radio



30 sec TVC



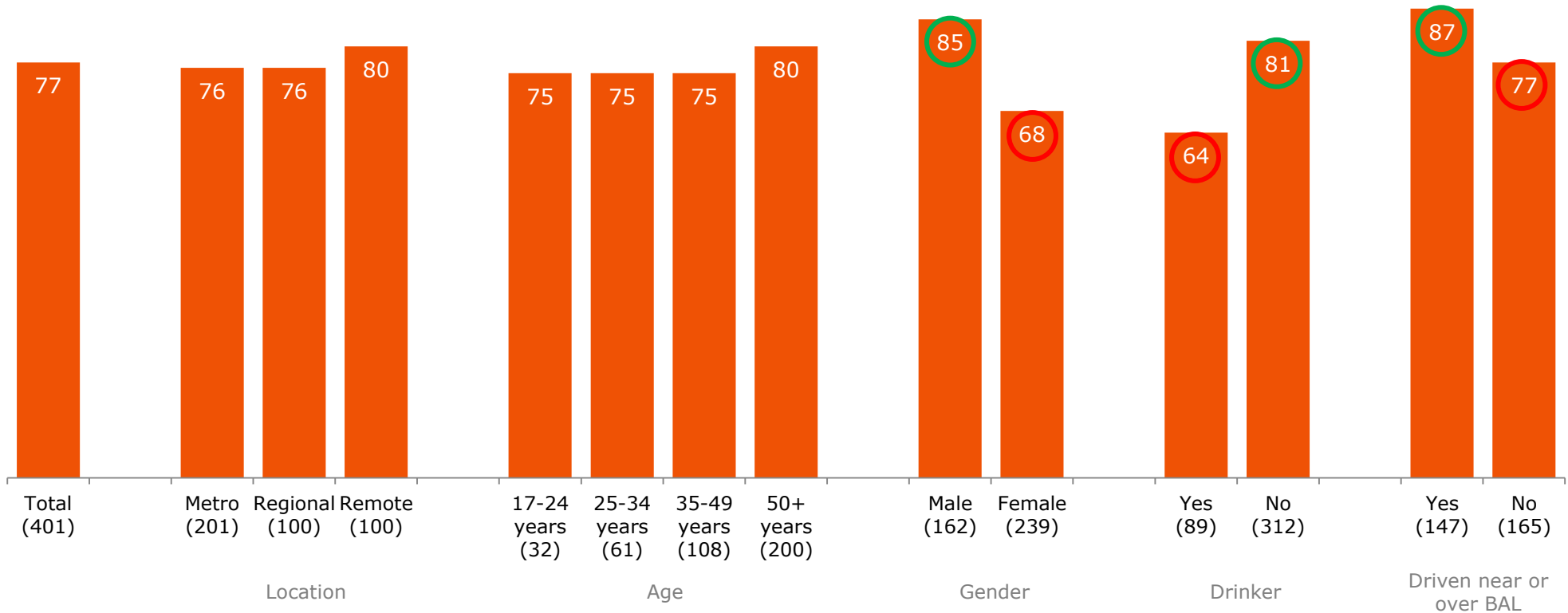
Billboard

SOURCE: B3. Have you seen this ad on any billboards or signs along the road before today?, B4. Have you heard this radio ad before today?, B5. Have you seen this television ad before today?

BASE: All respondents: n=401

Recognition was higher among males, those who drink alcohol, and those who admit to drinking near or over the legal blood alcohol limit (BAL)

% Recognition



SOURCE: B3. Have you seen this ad on any billboards or signs along the road before today?, B4. Have you heard this radio ad before today?, B5. Have you seen this television ad before today?

BASE: All respondents: n=401



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Along with being the most recognised, the TV ads were also the most **cost-efficient** of the media in relation to their share of the overall spend.

	Overall campaign	TV	Outdoor	Radio
Ad spend	\$519,770k	\$210,820k	\$156,728k	\$132,222
Reach	77%	65%	39%	34%
Net target reach (Total target x reach)	1,334k (17+)	1,126k (17+)	2676k (17+)	589k (17+)
Cost per person reached (spend/reach)	\$0.39	\$0.19	\$0.23	\$0.22

SOURCE: B3. Have you seen any of these online ads before today? B4. Have you heard either of these radio ads? B5. Have you seen any of these television ads before today?

The TV reach for the "You Deserve It" campaign is very good compared to other recent RSC campaigns, obtaining an average of 7%pts of recognition for every 100 TARPS bought ... this is a big improvement over the campaign's performance in 2013 (1.9%pts per 100 TARPS)

Campaign	Year	Total TARPs (30sec)	Prompted Awareness: Total Campaign	Prompted Awareness: TV	Reach/100 TARPs
Speeding Behaviour "Enjoy the Ride"	2015	463	67	59	12.7
Speed & Cycling "Vignettes"	2015	514	45	45	8.8
Speeding Enforcement "Post it Notes"	2013	869	77	69	7.9
Drink Driving Enforcement "You Deserve it"	2015	935	77	65	7.0
Restraints "Sashes"	2015	940	66	59	6.3
Motorcycling Safety "You Deserve it"	2015	494	33	25	5.1
Drink Driving Behaviour "OK is not OK"	2013	1811	93	88	4.9
Restraints "Sashes"	2013	2870	87	79	2.8
Mobile phones "You can live without it"	2015	2116	55	53	2.5
Safer Vehicles "ESC"	2013	3388	77	72	2.1
Speeding Enforcement "Post it Notes"	2013	3504	77	73	2.1
Drink Driving Enforcement "You Deserve it"	2013	4139	89	80	1.9
Speeding Behaviour "Enjoy the Ride"	2013	4338	72	56	1.3

SOURCE: B3. Have you heard either of these online ads before today? B4. Have you heard either of these radio ads before today? B5. Have you heard either of these TV ads before today?

BASE: All respondents: n=409



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Compared to 29 other WA Government advertising campaigns, the DD Enforcement Campaign is the **4th most cost efficient** in terms of target audience reach

Campaign	Year	Media spend	Reach	Cost per person reached
Ad 1	2013	\$301,000	54%	\$0.32
Motorcycling Safety	2015	\$186,601	33%	\$0.33
Speeding Enforcement	2015	\$471,796	77%	\$0.35
Drink Driving Enforcement	2015	\$519,770	77%	\$0.39
Ad 2	2012	\$287,000	71%	\$0.40
Drink Driving Behaviour	2013	\$703,103	93%	\$0.44
Cyclist Safety	2015	\$175,204	23%	\$0.44
Ad 3	2008	\$82,000	60%	\$0.45
Speeding Behaviour	2015	\$531,113	67%	\$0.46
Speeding Enforcement	2013	\$664,180	77%	\$0.50
Mobile Phones	2015	\$490,489	55%	\$0.51
Ad 4	2014	\$206,500	28%	\$0.52
Drink Driving Enforcement	2013	\$924,932	89%	\$0.60
Restraints	2015	\$162,575	66%	\$0.64
Ad 16	2015	\$367,555	44%	\$0.66
Ad 5	2014	\$508,000	53%	\$0.72
Ad 6	2012	\$119,000	45%	\$0.73
Ad 7	2014	\$159,000	43%	\$0.76
Safer Vehicles	2015	\$218,177	16%	\$0.79
Ad 8	2014	\$145,000	51%	\$0.79
Ad 9	2010	\$142,000	52%	\$0.90
Ad 10	2009	\$138,000	48%	\$0.95
Speeding Behaviour	2013	\$1,267,378	72%	\$1.02
Ad 11	2012	\$233,000	41%	\$1.17
Ad 12	2011	\$236,000	41%	\$1.18
Ad 13	2012	\$139,000	28%	\$1.38
Safer Vehicles	2013	\$410,676	77%	\$1.39
Ad 14	2011	\$135,000	26%	\$1.44
Ad 15	2012	\$180,000	34%	\$1.54
Restraints	2013	\$575,349	87%	\$1.73

*Spend for print & online only

SOURCE: B3. Have you seen any of these online ads before today? B4. Have you heard either of these radio ads? B5. Have you seen any of these television ads before today?

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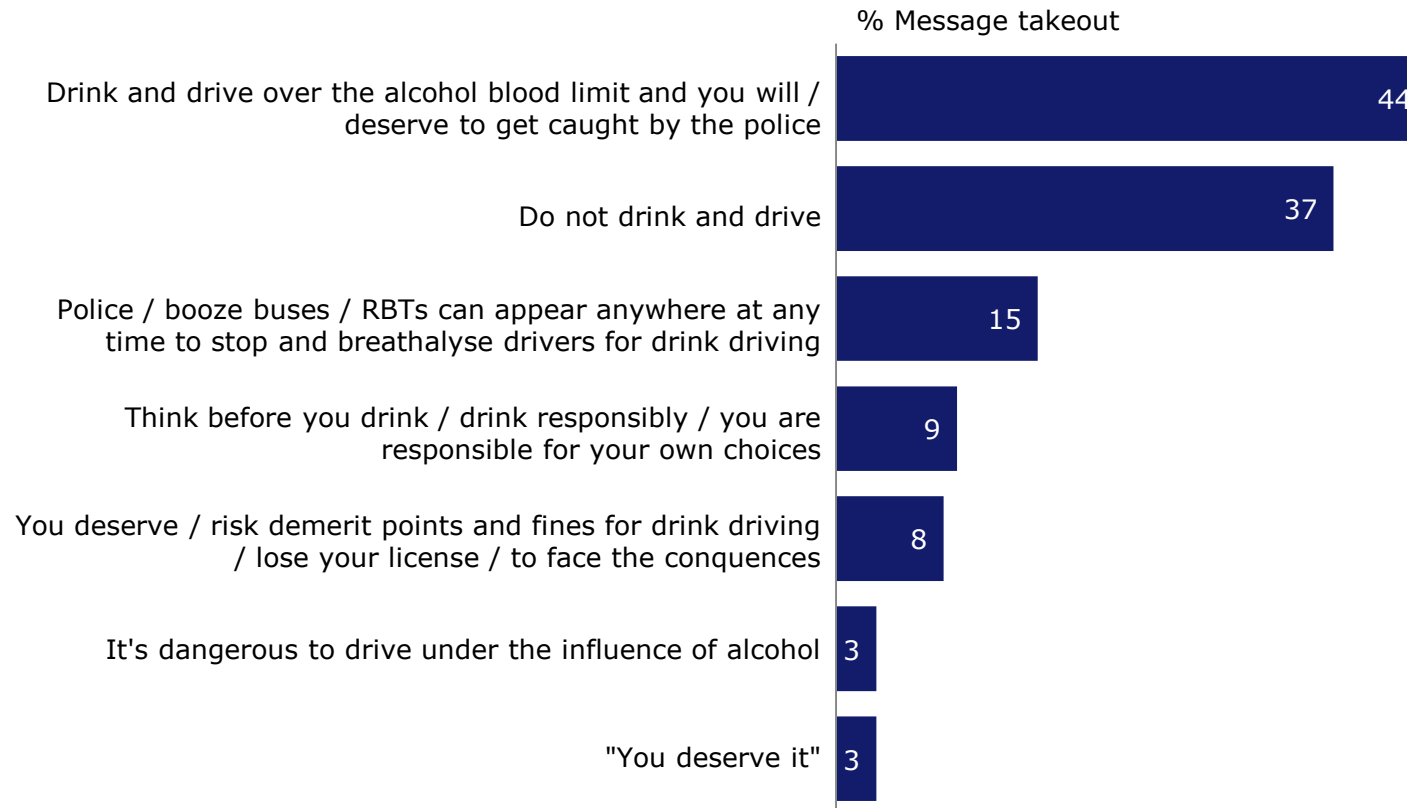


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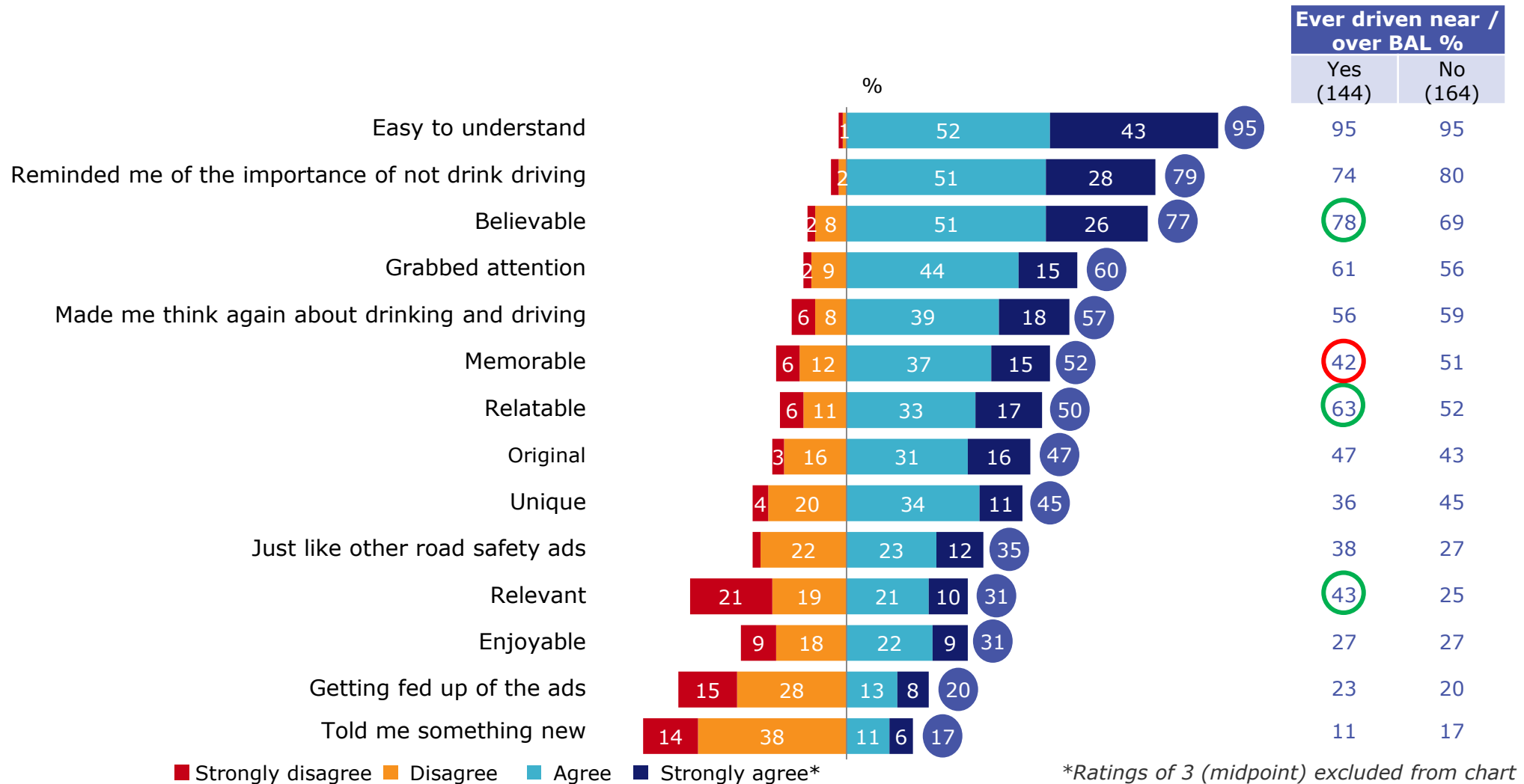
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The campaign is clearly well-understood by the target audience, with all of the top 5 messages recalled from the ads consistent with the communication goals of the campaign



SOURCE: B6. What are the main messages these ads are trying to tell you?
BASE: All respondents n=401

The campaign is highly understandable and believable and does serve as a reminder to most respondents of the importance of not drink driving



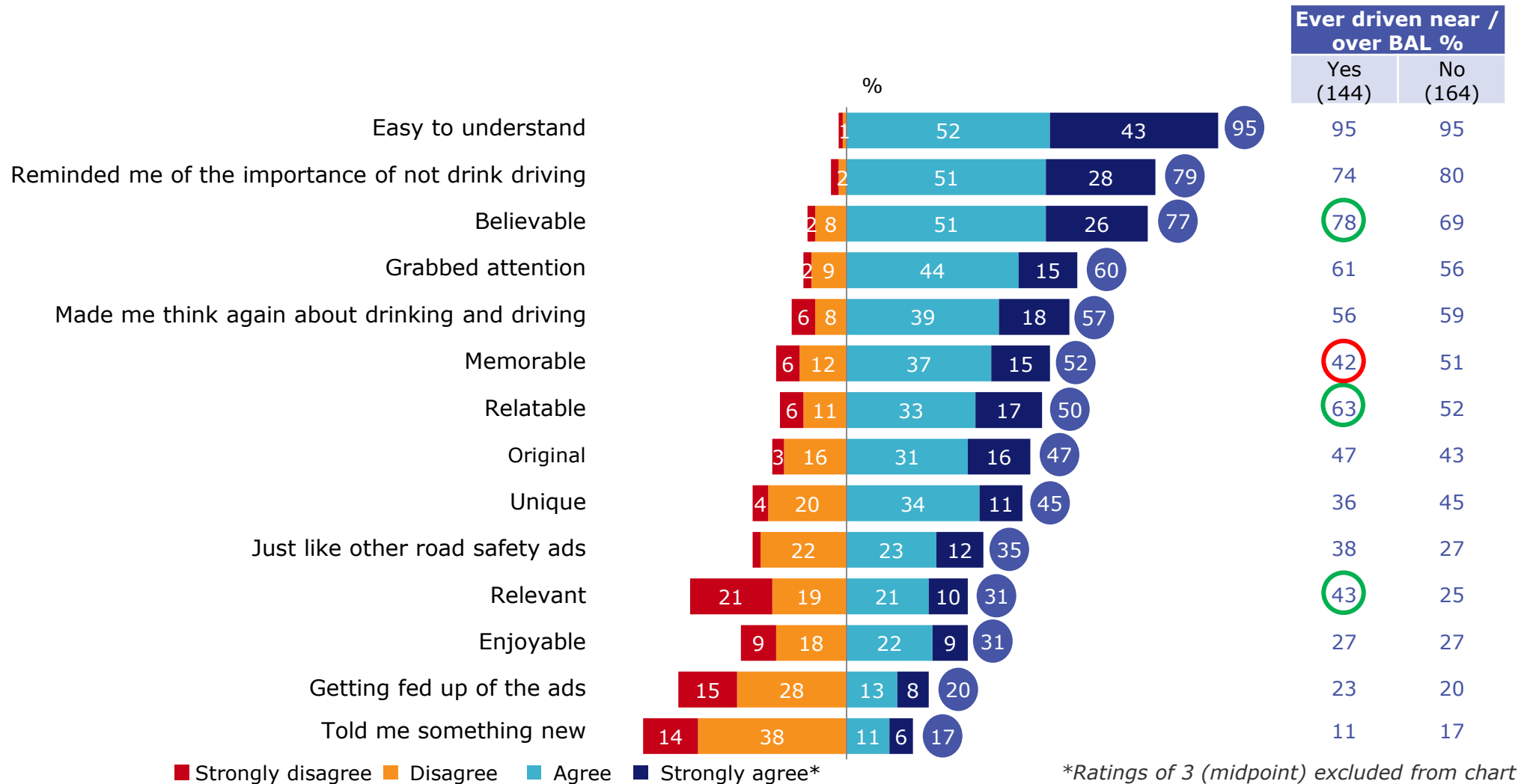
■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree*

*Ratings of 3 (midpoint) excluded from chart

SOURCE: B7. To what extent do you agree or disagree with the following statements about these ads?

BASE: All respondents excluding don't know: n=392-400

Importantly, those who have driven on/near the BAL users are significantly more likely to rate the campaign as **believable**, **relevant** and **relatable** to them than non-users



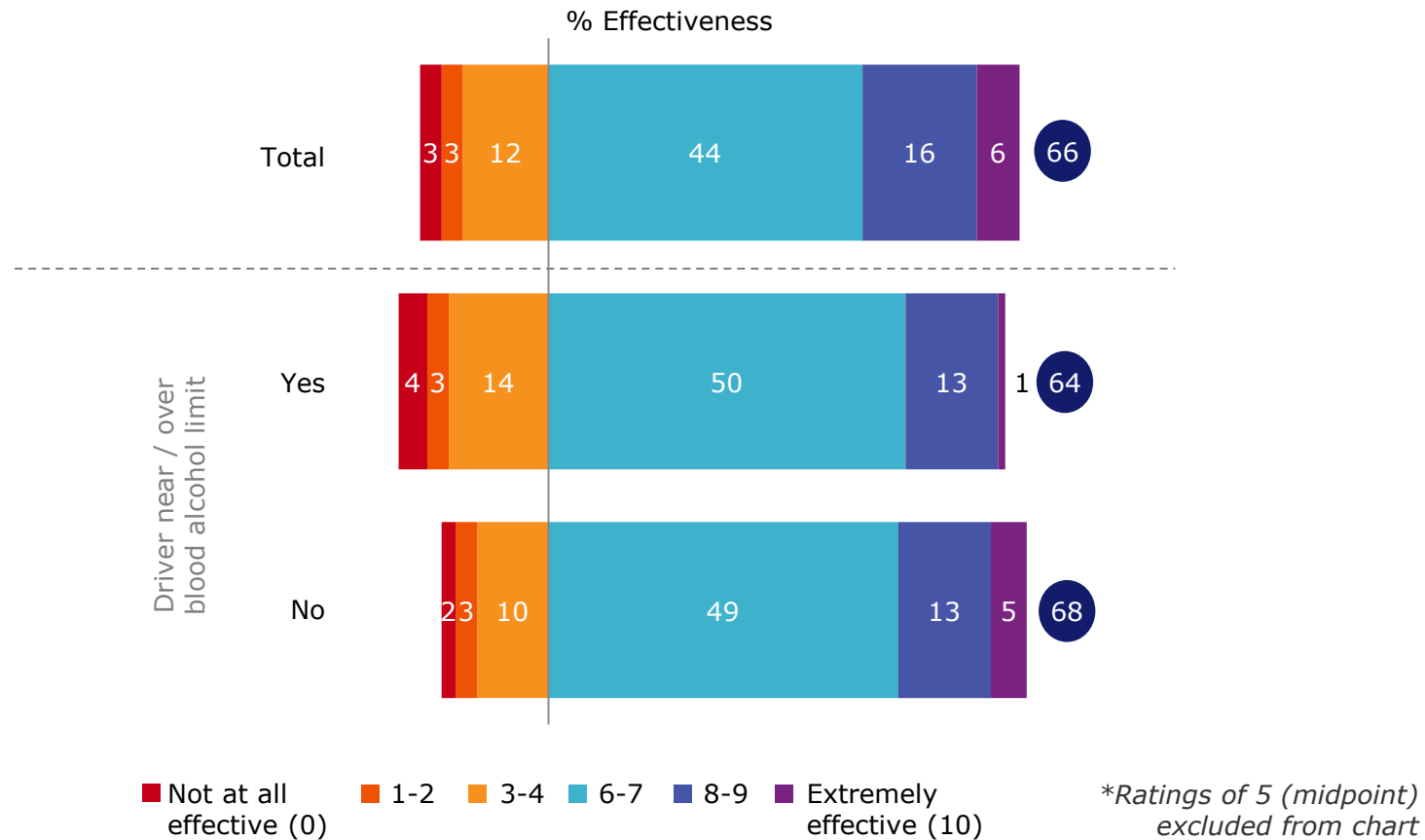
■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree*

*Ratings of 3 (midpoint) excluded from chart

SOURCE: B7. To what extent do you agree or disagree with the following statements about these ads?

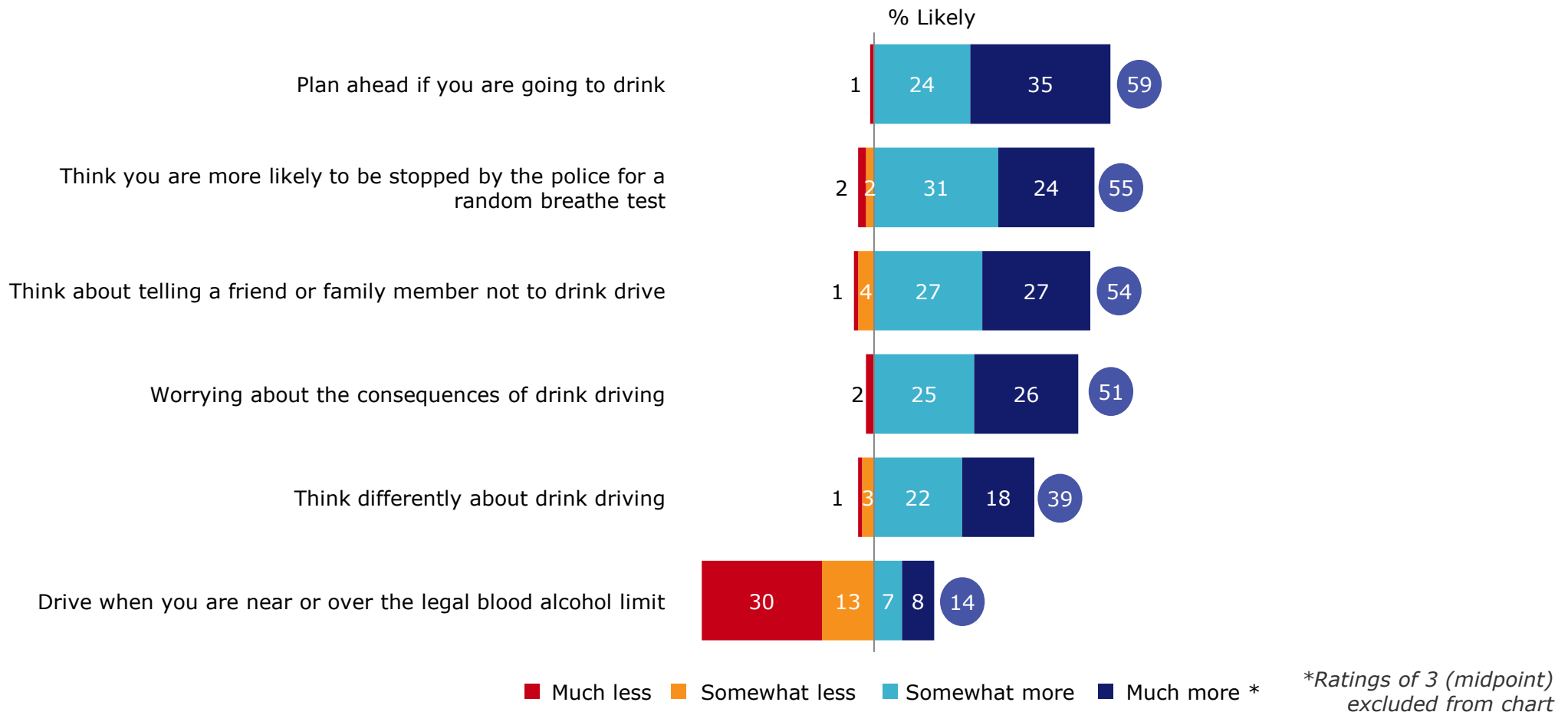
BASE: All respondents excluding don't know: n=392-400

Two-thirds of respondents think the campaign is effective in discouraging people from drink driving ... though only a minority think it is "extremely effective" at doing so



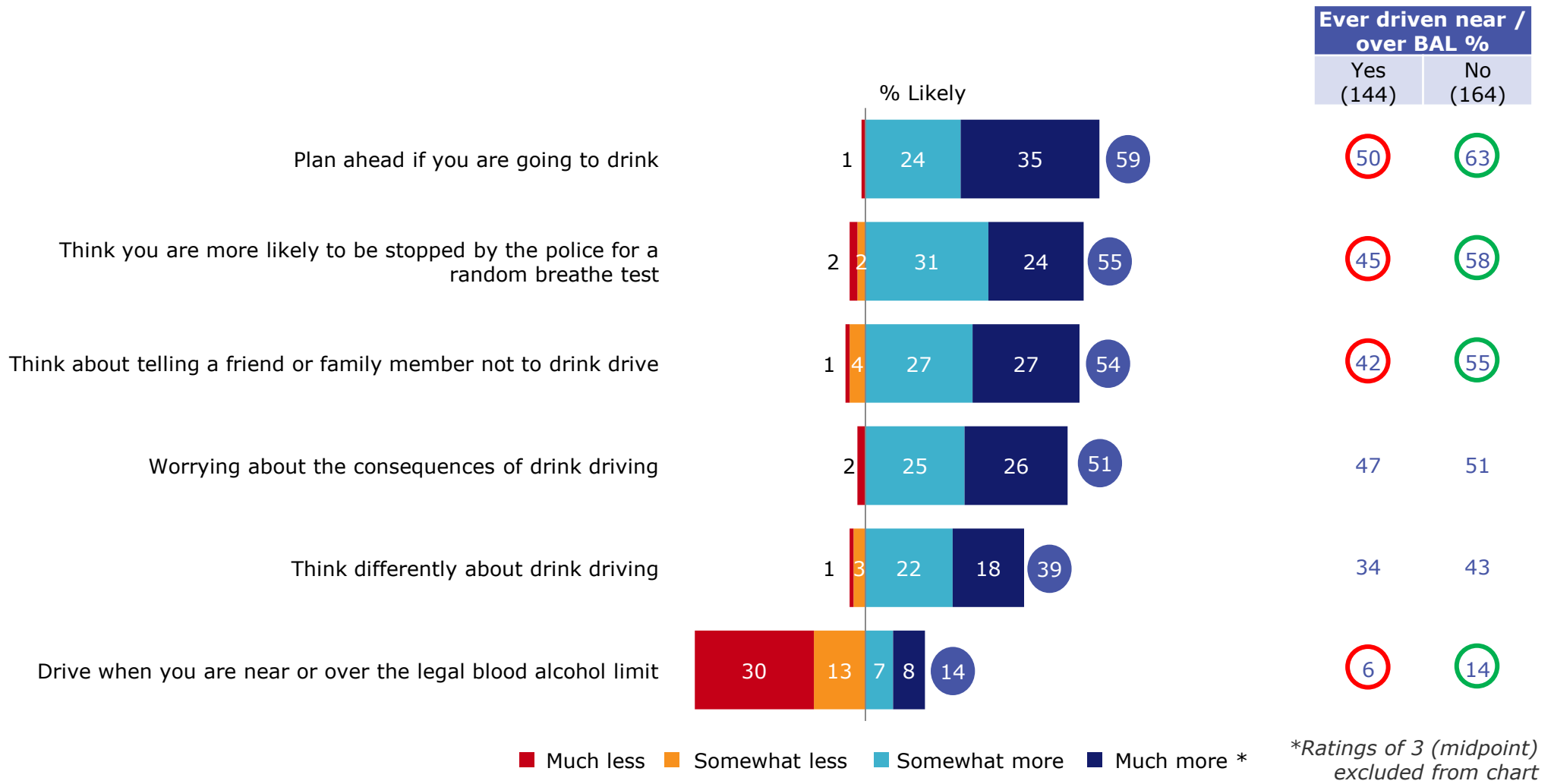
SOURCE: B8. How effective do you think the ad you have just seen is in discouraging people from drink driving?
 BASE: All respondents n=401

More than half of participants claim to be likely to have positive shifts in their drink-driving behaviours as a result of seeing the campaign ... though the ads appear less influential in terms of attitudes to drink driving



SOURCE: B9. After seeing and hearing these ads, to what extent are you more likely to?
 BASE: All respondents n=401

Unfortunately, the ads are generally less likely to positively influence those who have driven on/near the BAL



SOURCE: B9. After seeing and hearing these ads, to what extent are you more likely to?
 BASE: All respondents n=401



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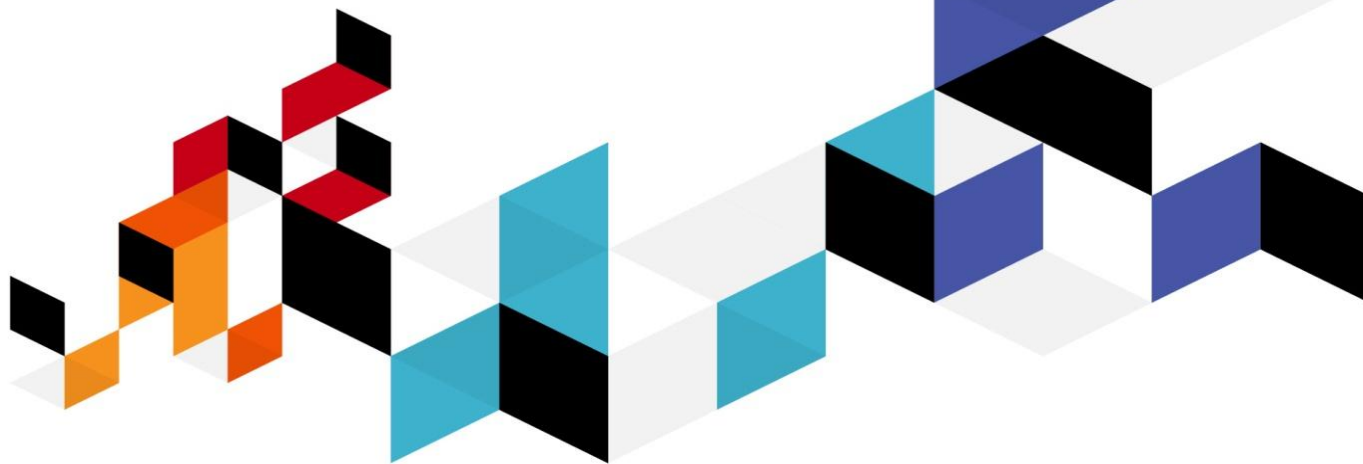
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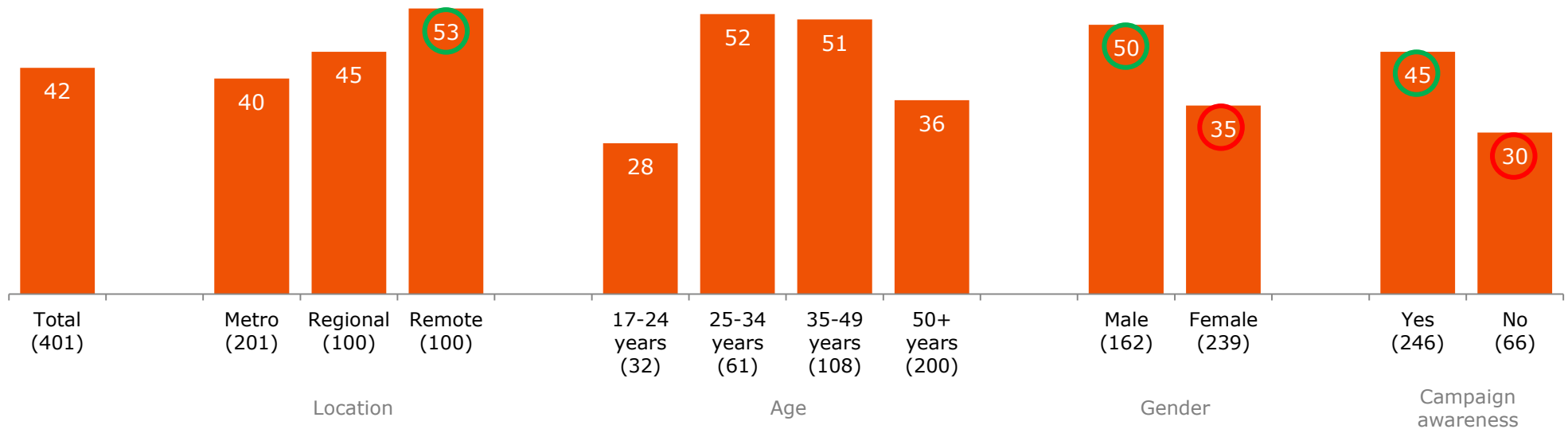
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Attitudes and Behaviour



40% of respondents admit to ever driving on or near the BAL ... this proportion is higher among 25-49 year olds, males and those in remote areas

% Driven near / over blood alcohol limit



SOURCE: A4. Have you ever driven when you believed yourself to be near or over the legal blood alcohol limit?
 BASE: Drinker: n=312



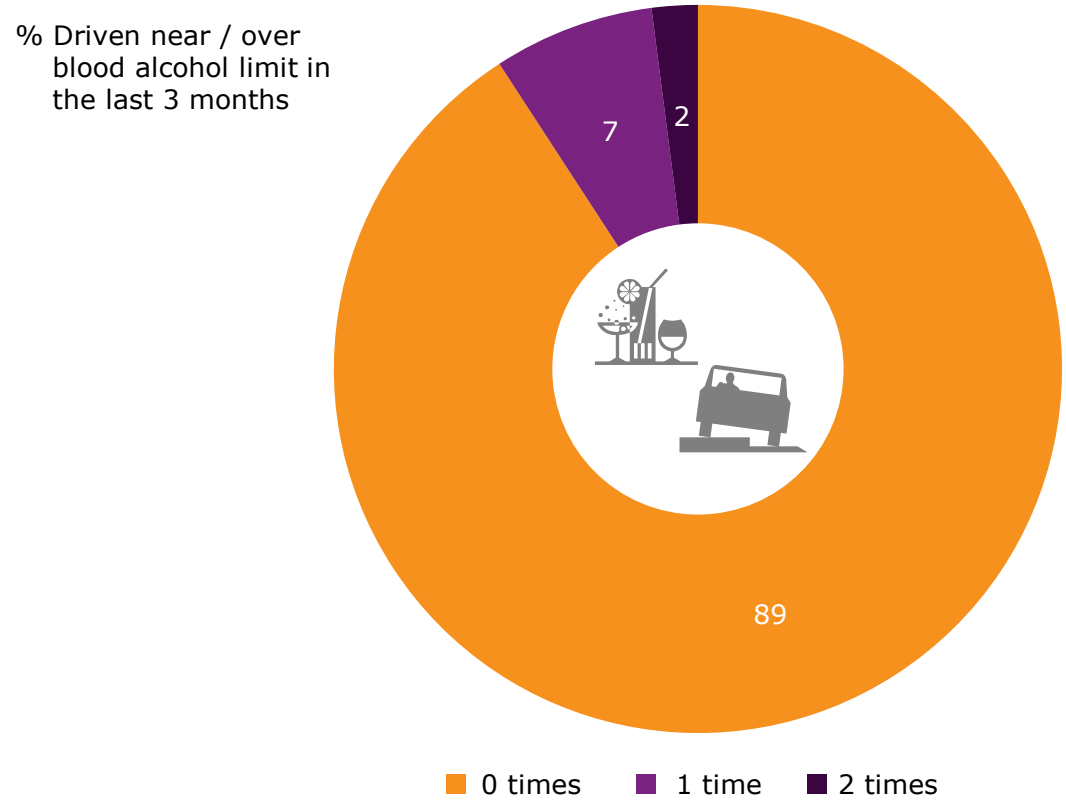
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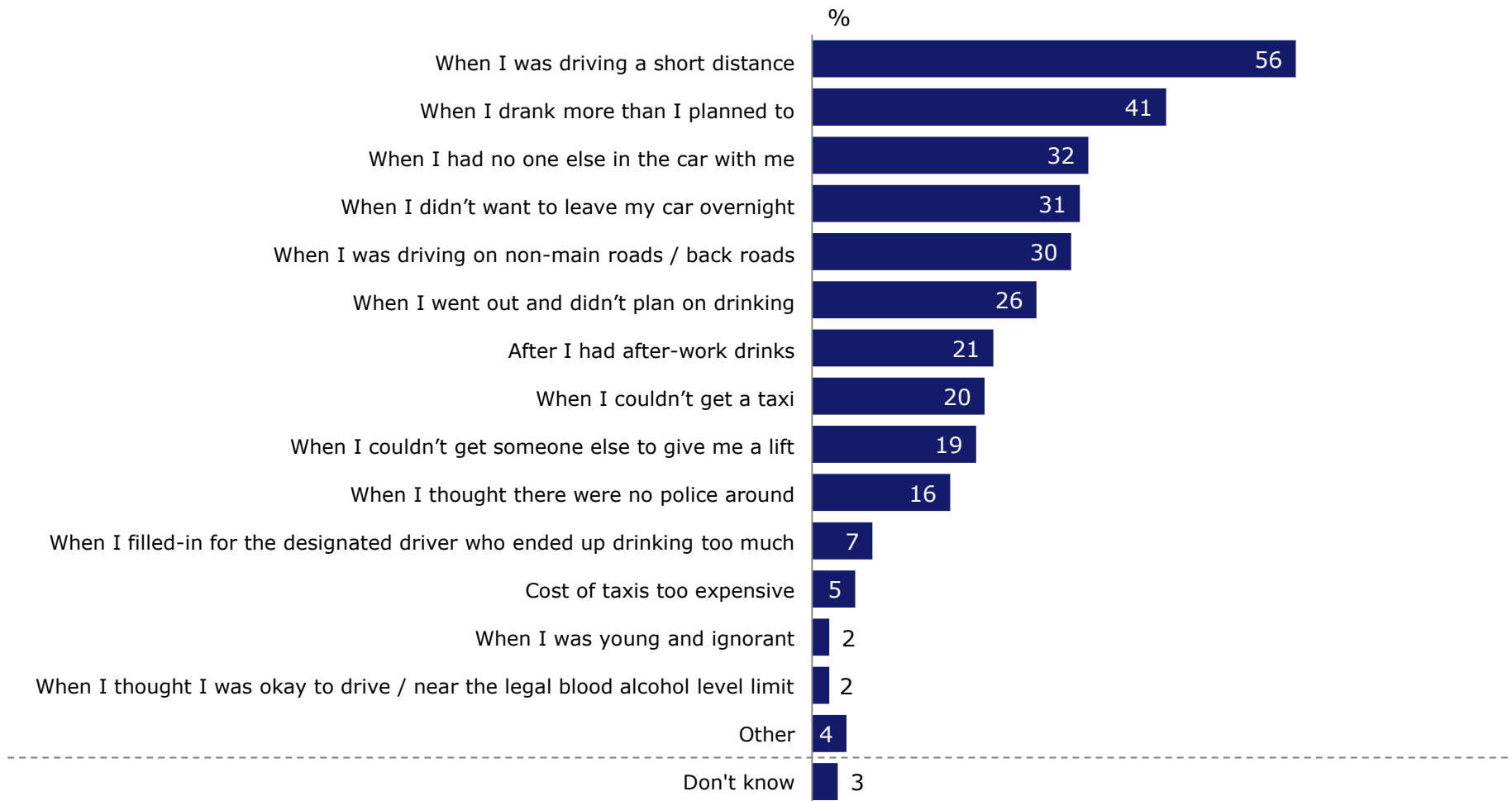
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Nearly 1 in 10 respondents indicated they have driven on or near the blood alcohol limit at least once within the last three months...



SOURCE: A5. In the last 3 months, how many times have you driven when you believed yourself to be over the legal blood alcohol limit or very near to it?
BASE: Drinker with drivers' license: n=307

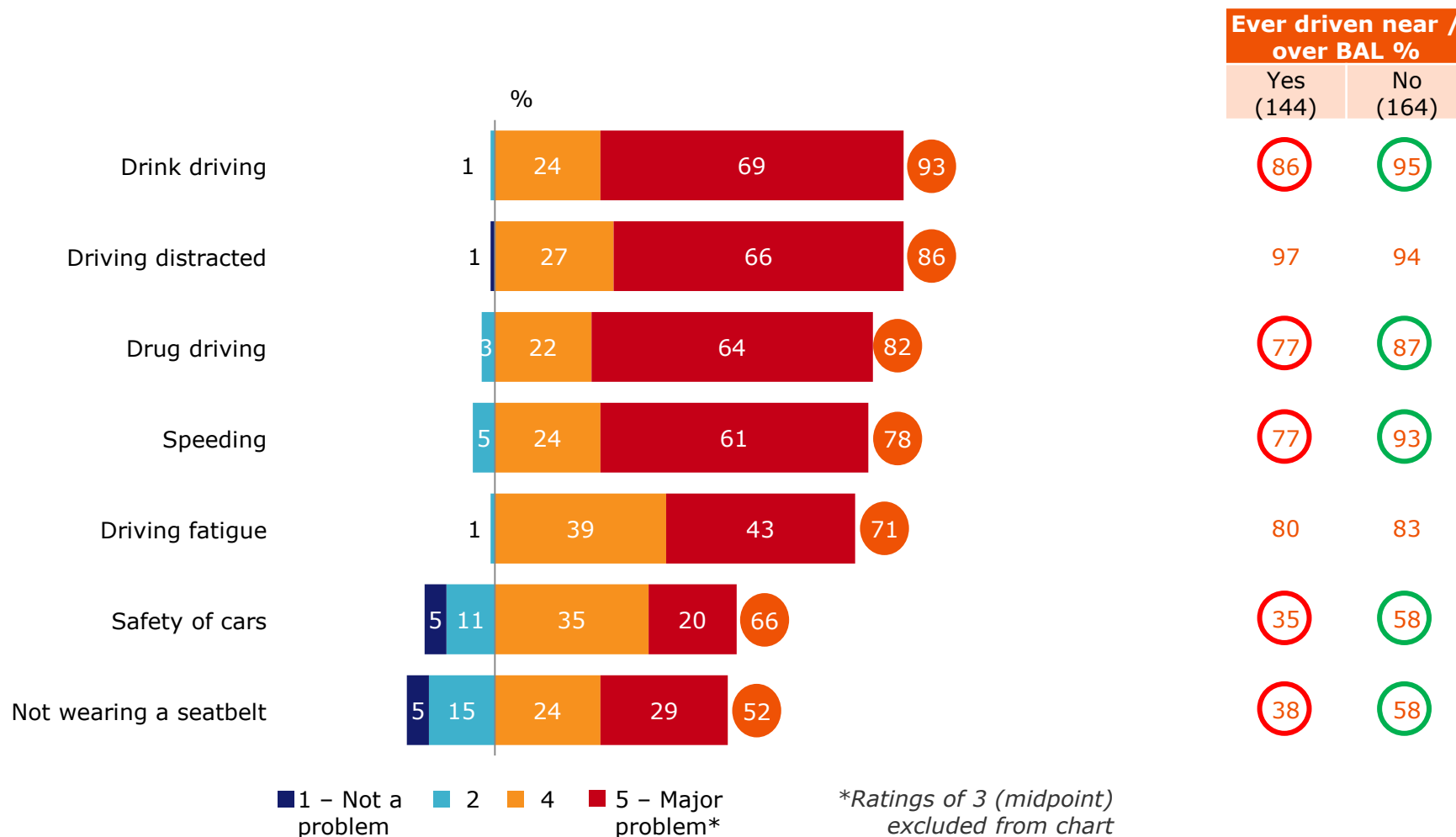
The commonalities between the claimed circumstances surrounding this behaviour are perceived 'less-risky' driving circumstances (e.g. driving a short distance, on back roads or alone) ... and 'unexpected' drinking circumstances (e.g. when the alcohol consumption/ extent of consumption was unplanned)



SOURCE: A6. In which of the following situations have you driven when you were near or over the blood alcohol limit?

BASE: Drinker believed to have driven near or over the legal blood alcohol limit n=147

Drink driving was seen as the **most problematic** 'risky' driving behaviour overall ... though not surprisingly, those who admit to driving on/near the BAL rated it as less of a problem than those who do not



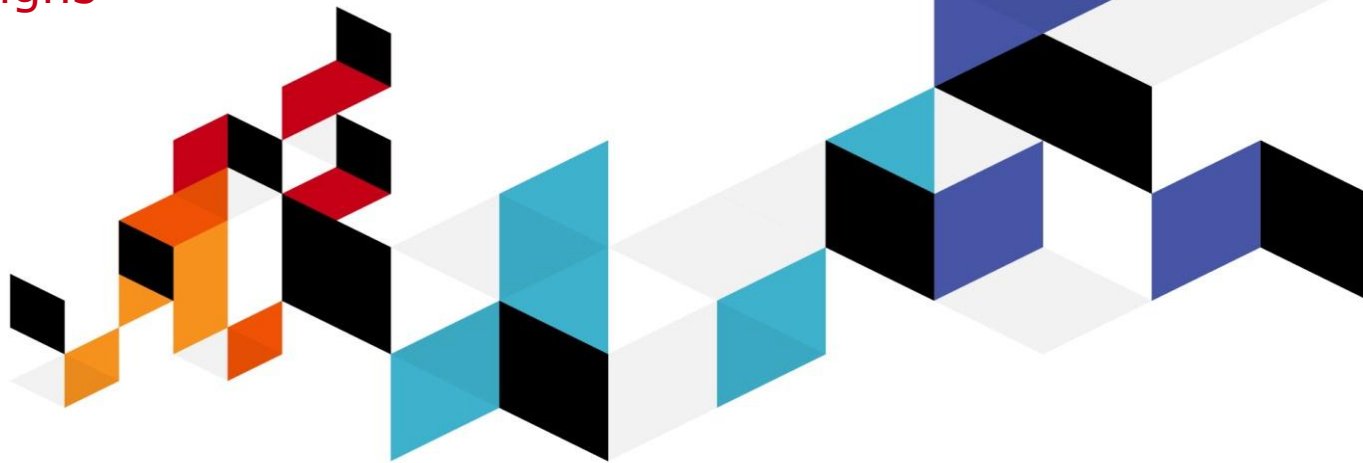
SOURCE: A2. In your opinion, how big a problem, if at all, are each of the following on WA roads.
 BASE: All respondents excluding don't know n=389-398

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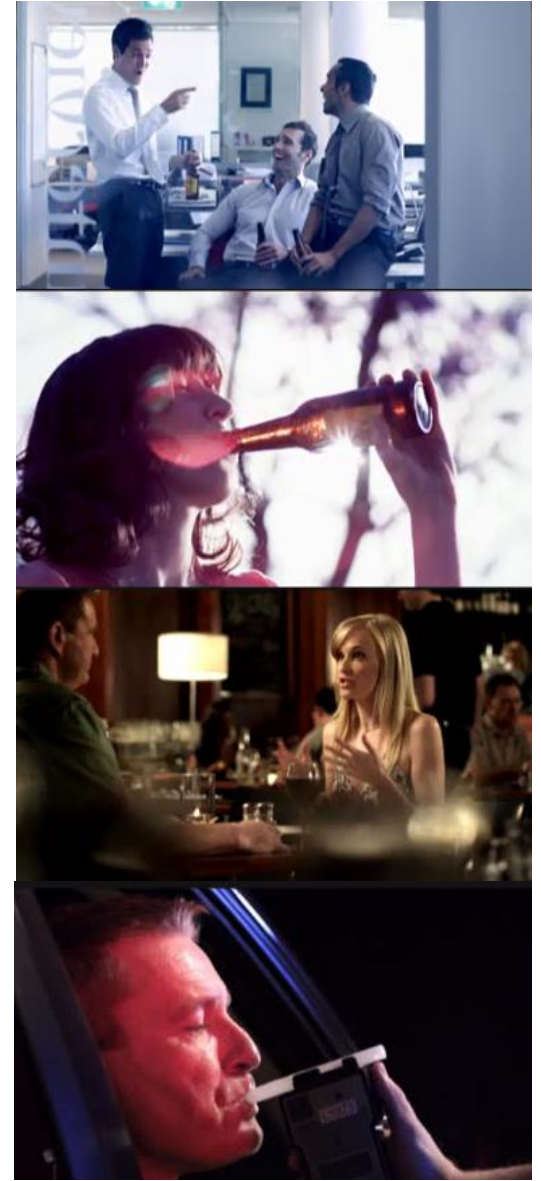
5

Considerations for Future Campaigns



Considerations for future campaigns

To be confirmed post-presentation



THANK YOU

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