

# Road Safety Commission WA Speeding Full Campaign Evaluation 2016 **DRAFT REPORT**

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# 1

## Summary



# Summary

1

Nearly 8 in 10 respondents admit to driving over the speed limit occasionally or often.

2

Understanding of both the *Post-it Notes* and *Enjoy the Ride* campaign is very good, with all of the most frequently recalled messages from the ads consistent with the campaigns' intended communications.

3

While both *Post-it Notes* and *Enjoy the Ride* campaigns by no means performs poorly among those who admit to speeding, it is generally rated lower among this group than among those who claim never to speed.

4

Both campaigns show some signs of wear out, with the proportion of those 'fed up' with seeing the ads relatively high compared to previous RSC campaigns.

5

Nearly 1 in 2 respondents claim to be less likely to speed after being exposed to either one of the campaigns.

# 2

## Background and Methodology



# Background and Methodology

The Road Safety Commission (RSC) is re-launched two speeding campaigns, 'Post-it Notes' and 'Enjoy the Ride' aimed at reducing the number of people from speeding on Western Australian Roads. The campaigns target Western Australians aged 17 and over, particularly young males aged between 17 and 39 years old. These drivers are more likely to engage in high risk driving behaviours and are more likely to be involved in speed- related road accidents.

The "Post-it Notes" campaign was first launched in February 2012. The campaign objectives are to:

- Remind and increase awareness of the consequences of speeding,
- Increase awareness of speeding enforcement

The "Enjoy the Ride" campaign was first launched in March 2011. The campaign focuses on the benefits of slowing down when driving, rather than the negative impacts and consequences related to speeding. The 'Enjoy the Ride' campaign objectives include:

- Demonstrate taking a slower approach in life is more enjoyable and to encourage a cultural and behavioural shift from 'fast is better' to being more relaxed and slow down;
- Educate the community that there are no advantages to speeding and of the benefits of taking a slower approach in life.



A quantitative study was conducted in June 2016 after the most recent campaign activities took place on television, outdoor and online.

The aim of the research was to measure awareness and effectiveness of the campaign executions and assess their impact on knowledge, attitudes and behaviour of the target audience.

This report delivers the findings from the 'Enjoy the Ride' and 'Post-it Notes' campaign evaluations conducted in June 2016 and compares selected findings to the speeding campaign evaluations conducted in February / March 2016.

| Western Australians aged 17+ years old |                              |                          |
|--|------------------------------|--------------------------|
|  | Dip Evaluation               | Full Evaluation          |
| How                                    | 15 min online survey         | 15 min online survey     |
| When                                   | February 22 to March 1, 2016 | June 15 to June 23, 2016 |
| Where from                             | ThinkField online panel      | ThinkField online panel  |
| Response                               | 301 interviews               | 437 Interviews           |
| Weighted by                            | Age by Gender, Location      | Age by Gender, Location  |

*Carried out in accordance with ISO 20252*

-  Throughout this report, the **green** rectangles indicates a significantly higher score and the **red** rectangles indicates a significantly lower score at 95% confidence level within subgroups
- 

Achieved sample was weighted to 2011 location and age by gender census data.

| Dimension                       |              | Census % | Unwtd base | Wtd base    | Dimension  |              | Census % | UnWtd base | Wtd base |
|---------------------------------|--------------|----------|------------|-------------|--|--------------|----------|------------|----------|
| <b>Metro</b><br>Age &<br>Gender | Male 17-29   | 9.82     | 24         | 43          | <b>Reg /</b><br><b>Remote</b><br>Age &<br>Gender | Male 17-19   | 2.51     | 7          | 11       |
|                                 | Male 30-39   | 7.06     | 24         | 31          |  | Male 30-39   | 2.15     | 9          | 9        |
|                                 | Male 40-49   | 7.10     | 25         | 31          |  | Male 40-49   | 2.33     | 16         | 10       |
|                                 | Male 50-59   | 6.04     | 20         | 26          |  | Male 50-59   | 2.10     | 21         | 10       |
|                                 | Male 60-69   | 4.52     | 18         | 20          |  | Male 60-69   | 1.46     | 16         | 6        |
|                                 | Male 70 +    | 3.77     | 15         | 16          |  | Male 70 +    | 1.06     | 15         | 5        |
|                                 | Female 17-19 | 9.40     | 24         | 41          |  | Female 17-19 | 2.16     | 13         | 9        |
|                                 | Female 30-39 | 7.10     | 19         | 31          |  | Female 30-39 | 1.94     | 16         | 8        |
|                                 | Female 40-49 | 7.30     | 24         | 32          |  | Female 40-49 | 2.05     | 19         | 9        |
|                                 | Female 50-59 | 6.33     | 22         | 28          |  | Female 50-59 | 1.86     | 21         | 8        |
|                                 | Female 60-69 | 4.61     | 18         | 20          |  | Female 60-69 | 1.28     | 18         | 6        |
| Female 70 +                     | 4.88         | 18       | 21         | Female 70 + | 1.15   | 15           | 5        |            |          |
| <b>Subtotal</b>                 |              | 100      | 251        | 340         |  | 100          | 186      | 97         |          |
| <b>Total</b>                    |              |          |            |             |  |              |          | 437        |          |





# Media Rational for *Post-it Notes* and *Enjoy the Ride* campaigns



## Television

- *Post-it Notes* and *Enjoy the Ride* video ads appeared on metro and regional TV – Network 7, Channel 9, Channel 10 and SBS, GWN, Goolarri).
- The video ads were shown on mutually viewed programs such as drama, reality, news and current affairs programs.
- The *Post-it Notes* video ad was aired in high relevancy moments – weekday mornings and start of term, while the *Enjoy the Ride* video ad was aired during evenings and weekends in 'less-stressed reflection' moments of the week.



## Online

- 30 second pre-roll ads were incorporated on news and weather websites, YouTube and Facebook. Social media pre-rolls were used as an opportunity to target Males aged between 25 and 54 years old.
- Video pre-rolls were also incorporated on displays around maps, weather and holiday content to target holiday drivers.



## Outdoor

- *Post-it Notes* outdoor ads appeared on metro bus backs and billboards in regional areas.
- The campaign appeared out of home to reach drivers whilst driving to remind them to not go over the speed limit.
- There were no outdoor executions for the *Enjoy the Ride* campaign.

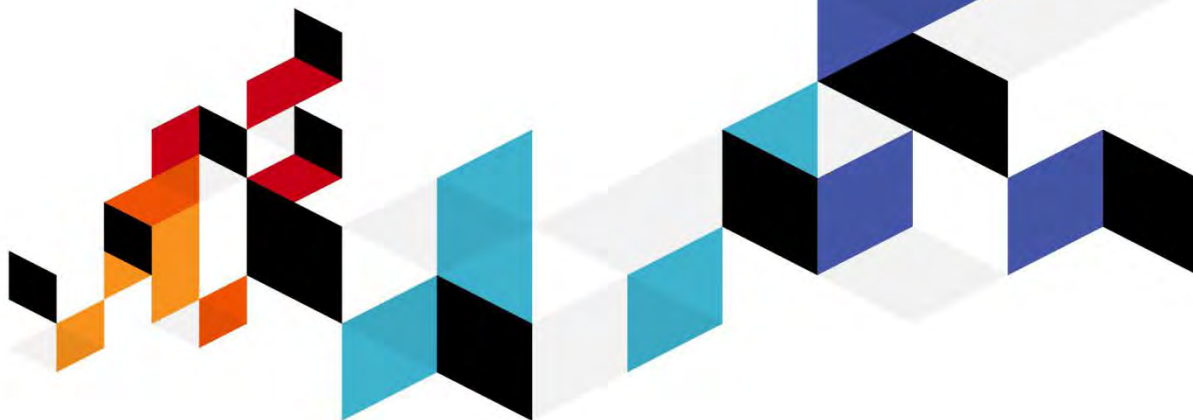


## Radio

- *Post-it Notes* campaign was aired on metro and regional commercial radio stations, skewing to weekday breakfast, drive sessions and Sundays. This strategy was implemented to capture as many listeners as possible and remind drivers to stick to the speed limit.
- *Post-it Notes* radio ad was not tested in the 2016 campaign evaluations.
- There were no radio executions for the *Enjoy the Ride* campaign.

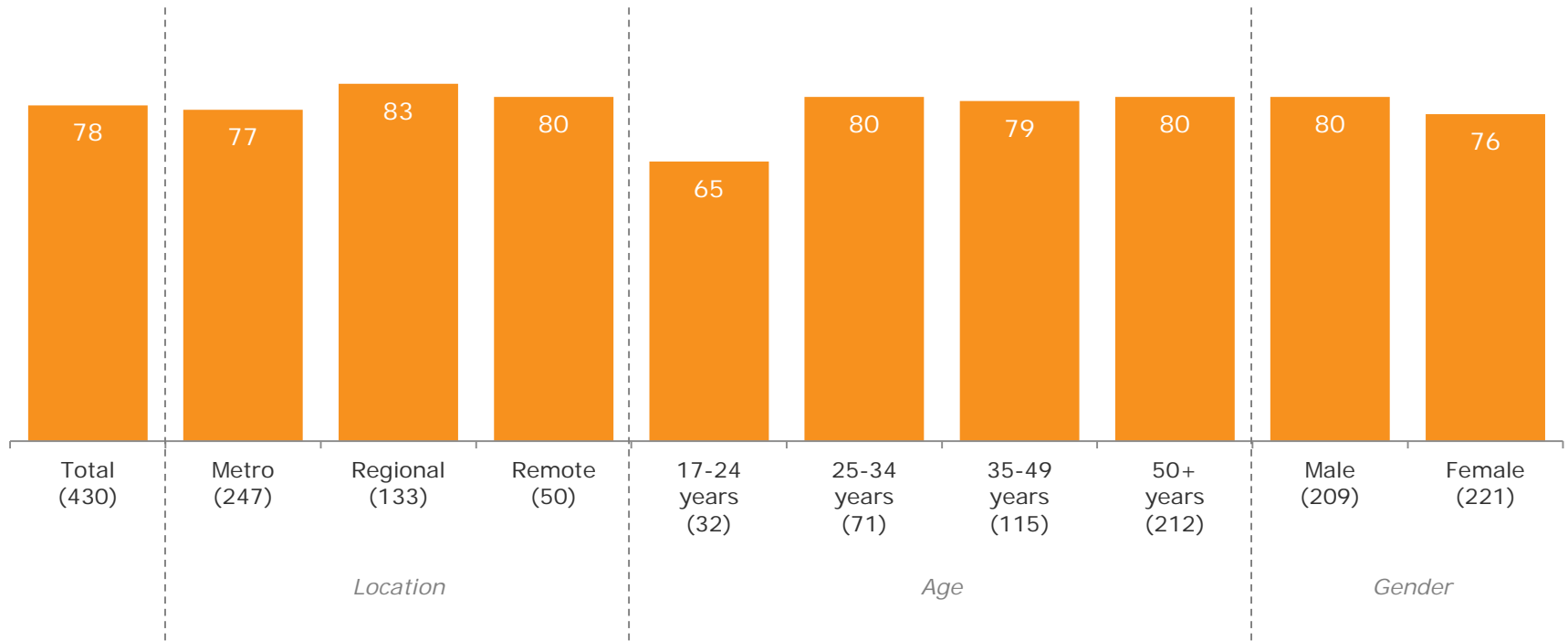
# 3

## Attitudes and Behaviour



Nearly 8 in 10 respondents admit to driving over the speed limit occasionally or often. Those aged between 17-24 are slightly less likely to admit to speeding than older respondents.

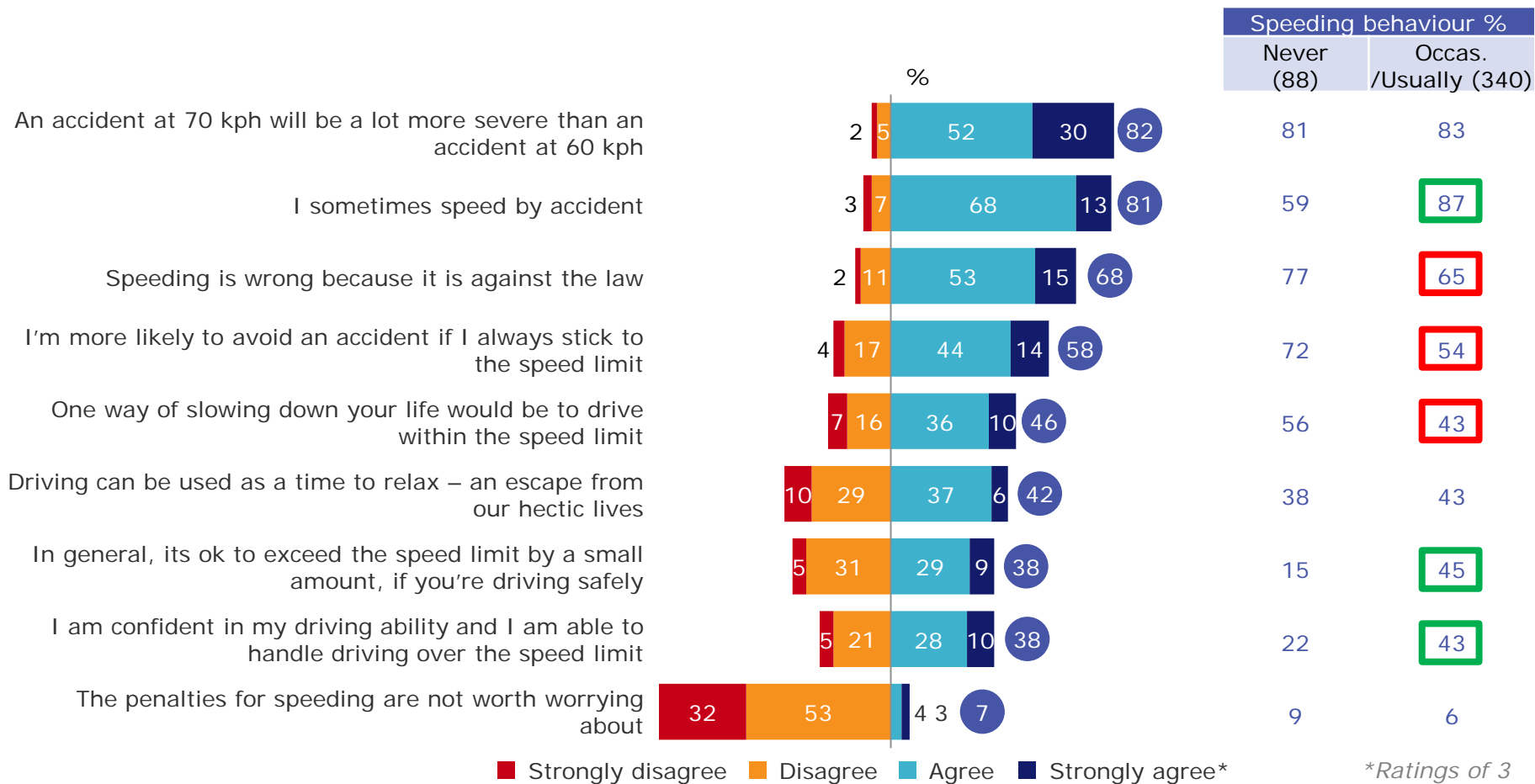
% Admit to speeding occasionally/ often



SOURCE: A4. Which of these statements best describes you as a driver?  
 BASE: Driver Full Evaluation n=430



Those who admit to speeding occasionally or often are significantly more likely to believe it is ok exceed the speed limit slightly and be confident in their ability to drive safely, even when speeding



SOURCE: A21 What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=434. Statements B, C, E, I asked only Drivers n=428-434

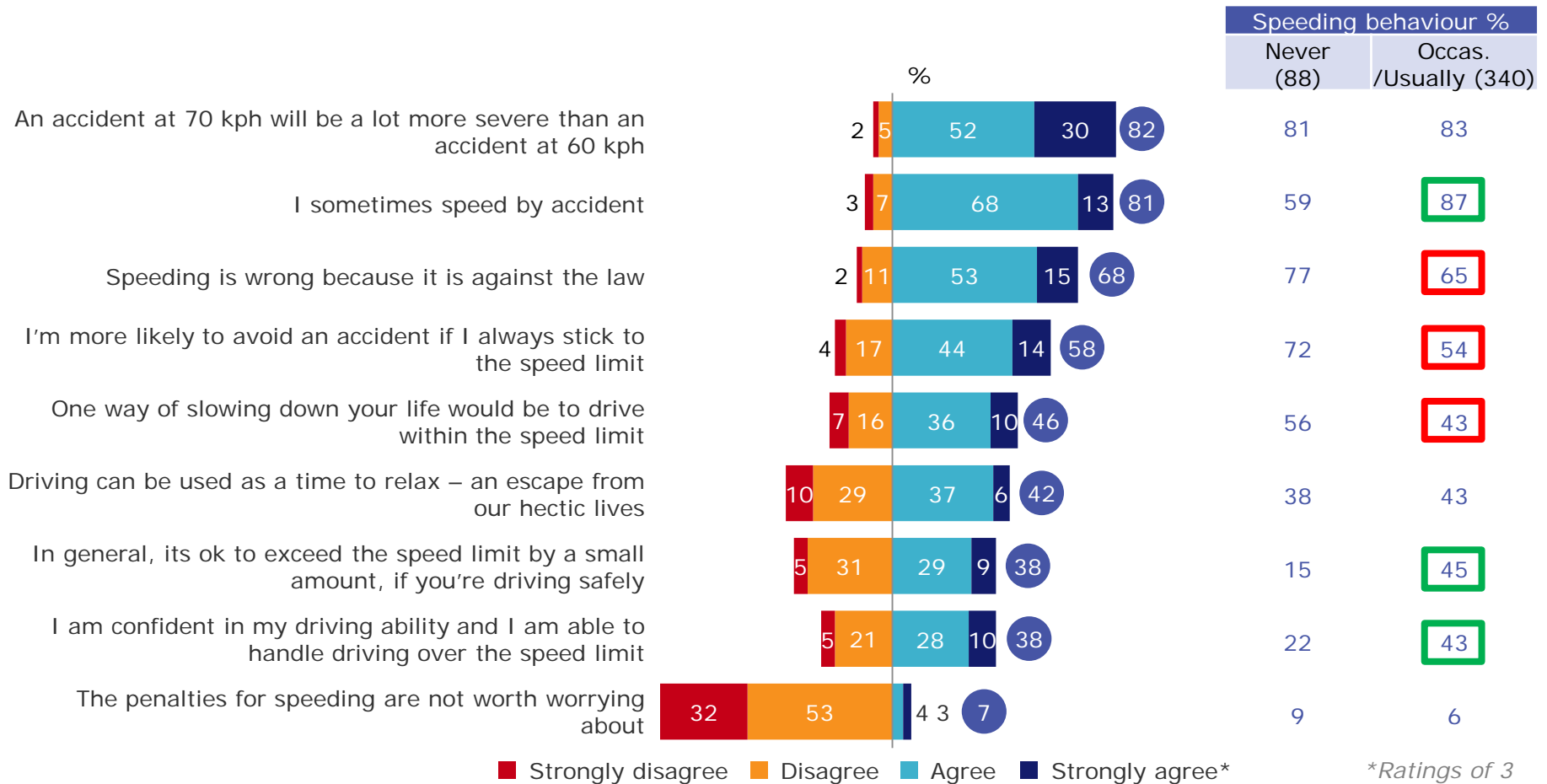


## Speeding Full Campaign Evaluation 2016

© TNS



They are also less likely to believe speeding is wrong “because it is against the law” and to believe in the potential benefits of not speeding.



SOURCE: A21 What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=434. Statements B, C, E, I asked only Drivers n=428-434

\*Ratings of 3 (midpoint) excluded from chart

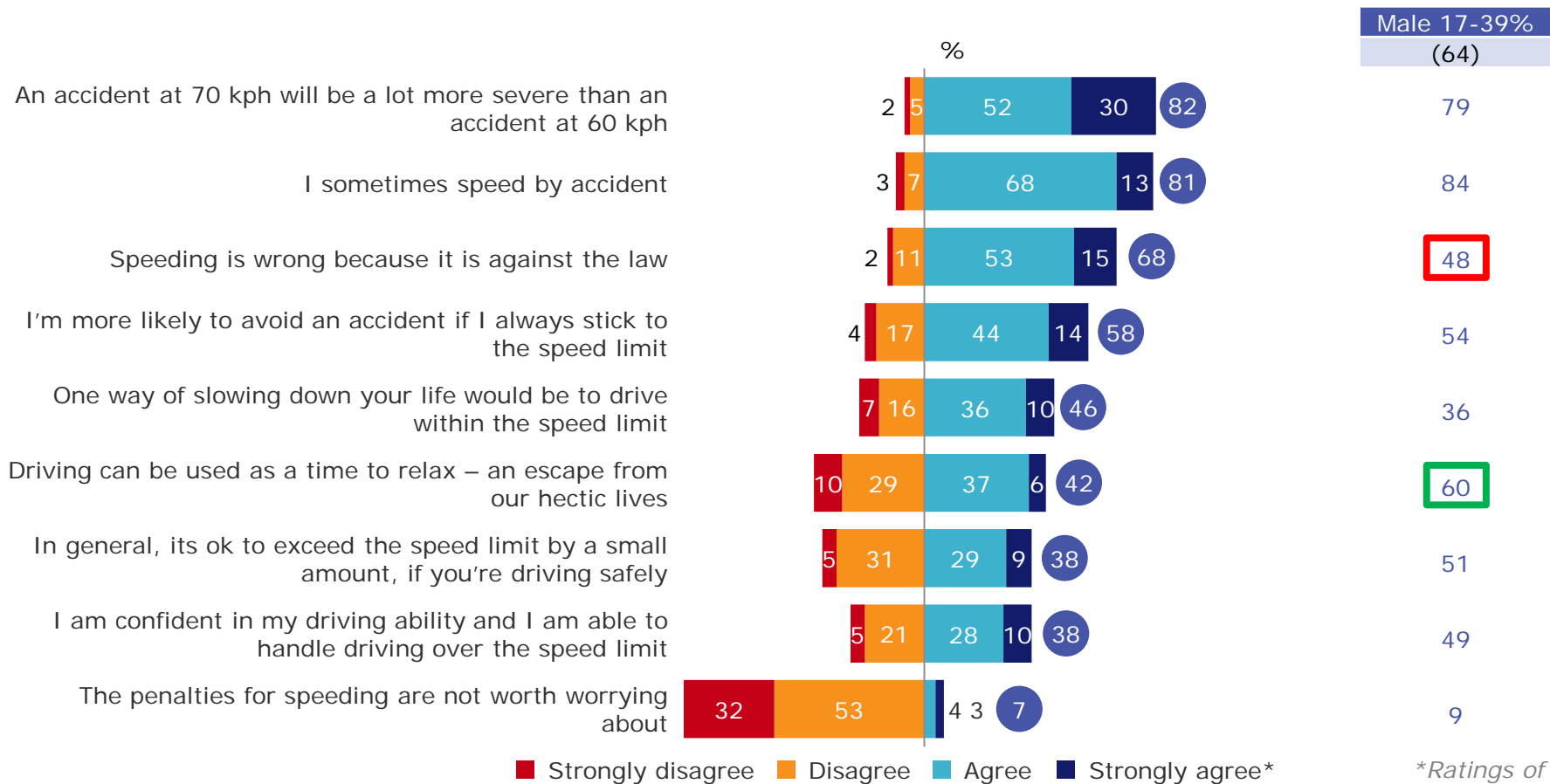


## Speeding Full Campaign Evaluation 2016

© TNS



The target audience is less likely to agree that speeding is wrong “because it is against the law”, but more likely to think that driving can be used as time to relax



SOURCE: A21 What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=434. Statements B, C, E, I asked only Drivers n=428-434

\*Ratings of 3 (midpoint) excluded from chart

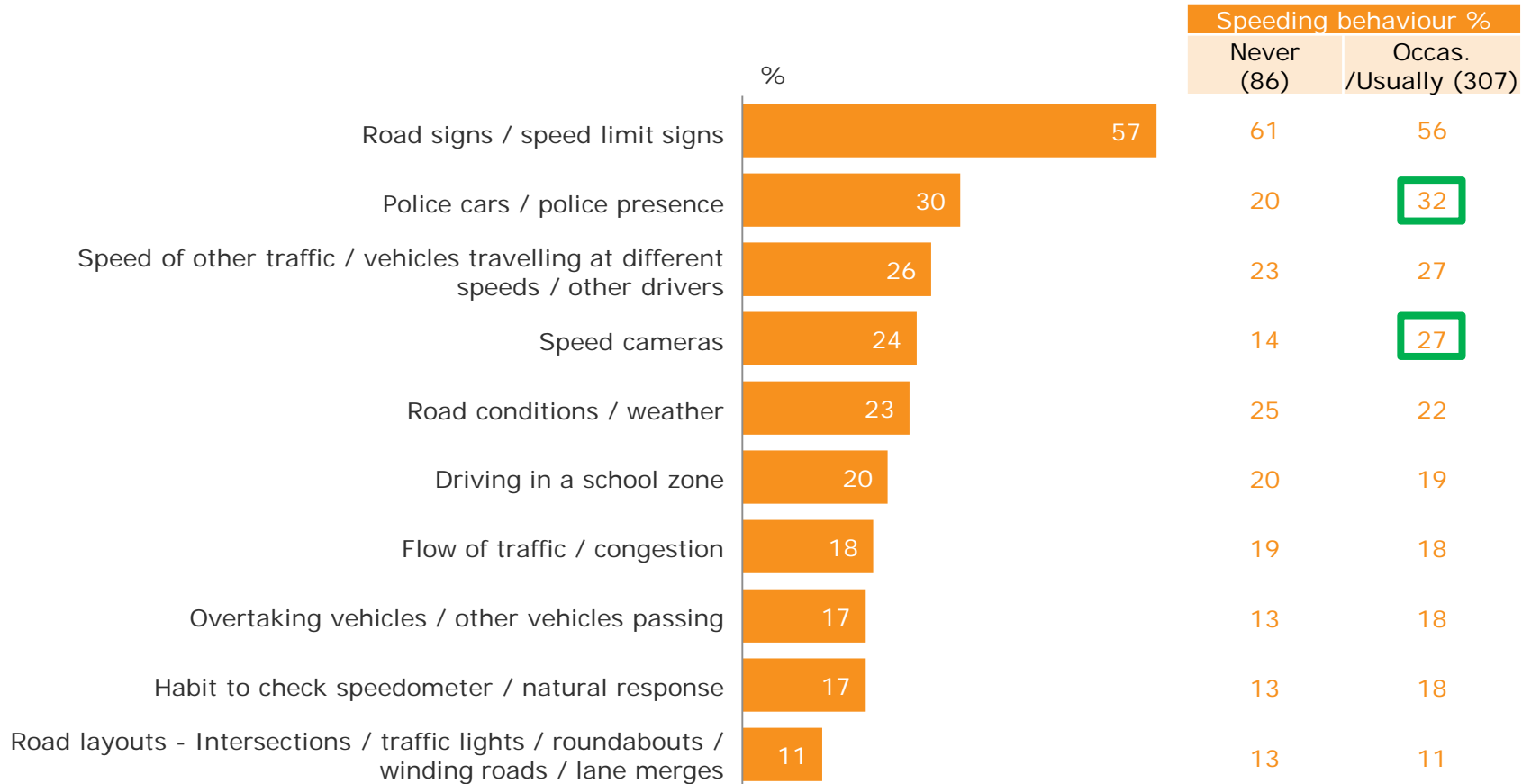


## Speeding Full Campaign Evaluation 2016

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Road signs are the most common 'trigger' for drivers to monitor their speed. Drivers who admit to speeding tend to be more cautious about how fast they are travelling when police and speed cameras are present in the area.

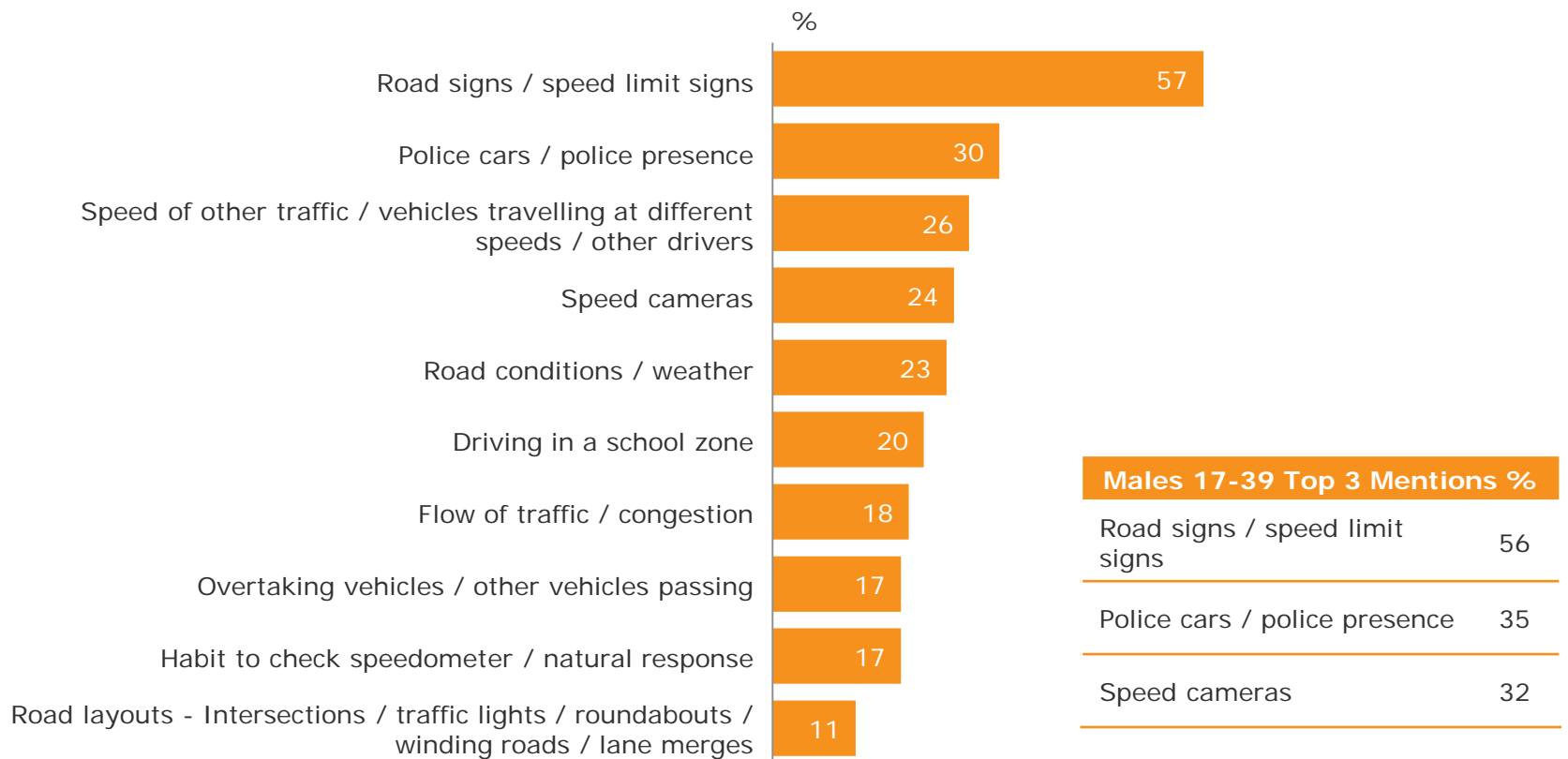


\*10% mentions or more

SOURCE: A9. What sort of things make you check what speed you are driving?

BASE: All respondents: Full Evaluation n=437

Similar to drivers that admit to speeding, Males 17-39 drivers are more likely to check their speed if they see police and speed cameras while driving.



\*3% mentions or more

SOURCE: A9. What sort of things make you check what speed you are driving?  
 BASE: All respondents: Full Evaluation n=437, Males 17-39: Full Evaluation n=64

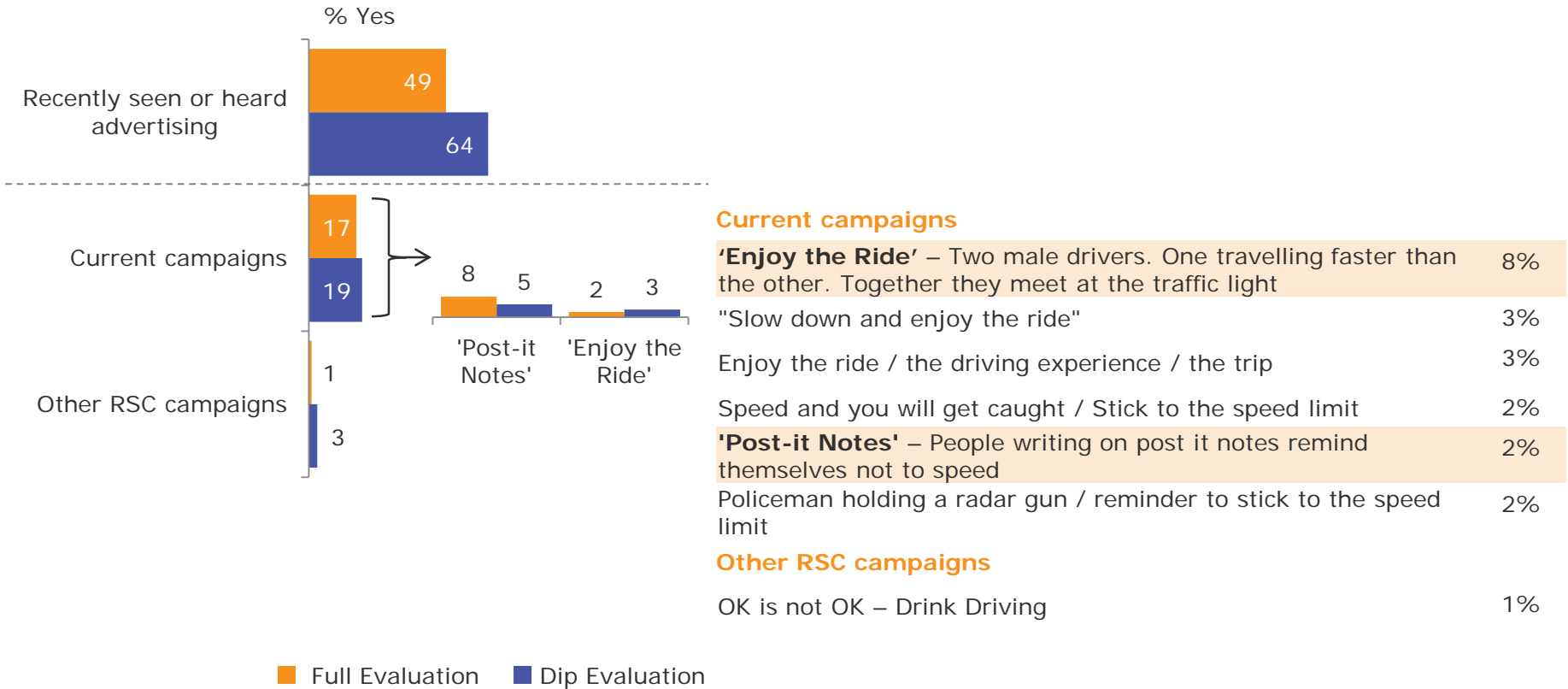


3

## Overall Campaign Awareness



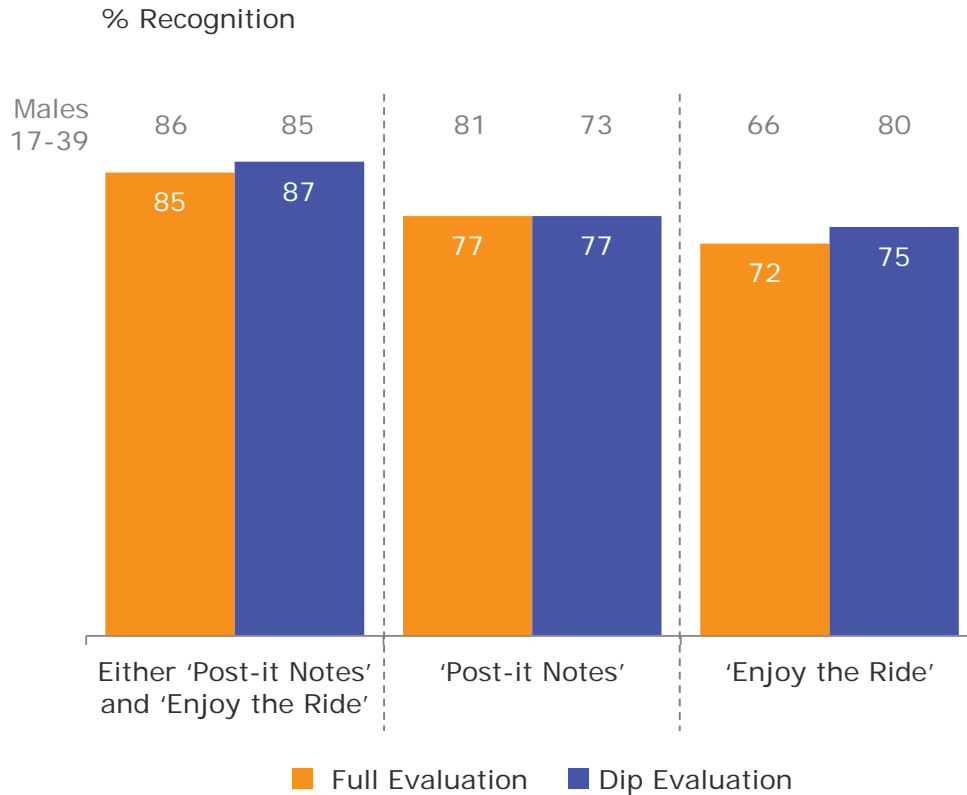
49% of respondents indicated that they had recently seen or heard advertising about speeding, with around 1 in 5 respondents able to specifically describe *Post-it Notes / Enjoy the Ride* campaigns.



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

BASE: All respondents: n=437, Full Evaluation n=437, Dip Evaluation n=301

85% of respondents recognise at least one of the campaigns when prompted.  
 Recognition levels among the target audience are no different than among the full sample.



Post-it Notes



Enjoy the Ride

SOURCE: B3a. Have you seen this ad on any billboards or signs along the road before today?, B4a. Have you seen this television ad before today?, B5a. Have you seen this online ad before today?, B9a. Have you seen this ad on any buses before today?, B4b. Have you seen this television ad before today?, B5b. Have you seen this online ad before today?

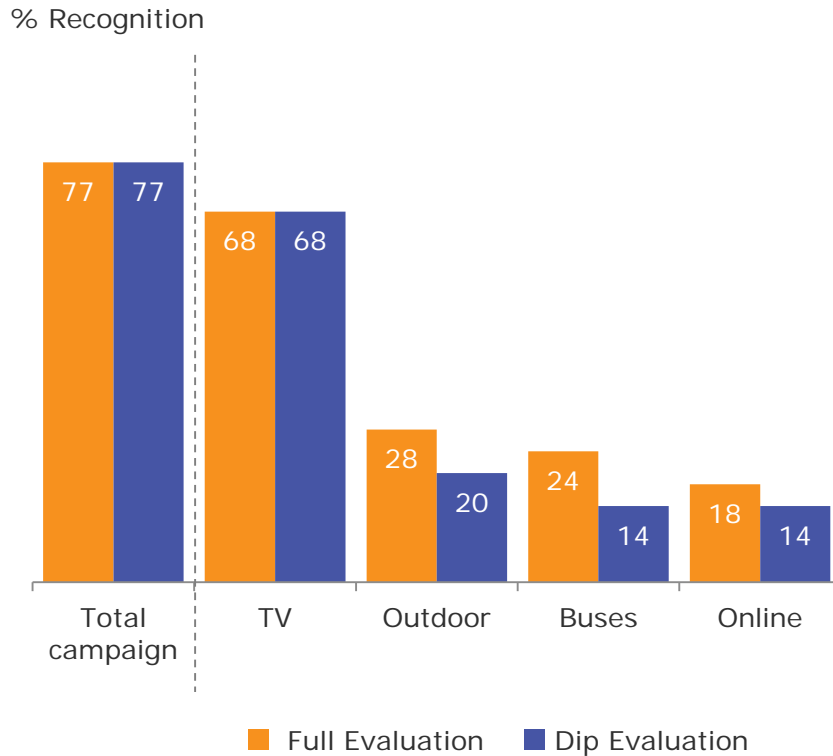
BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=301; Males 17-39: Full Evaluation n= 64, Dip Evaluation n=38

# 4

## Campaign Diagnostics: *Post-it notes*



More than three-quarters of respondents recognise the *Post-it Note* campaign when prompted, showing no change in awareness since the dip evaluation. While TV remains the most recognised of the campaign executions, there has been an uplift in recognition of all of the BTL media.

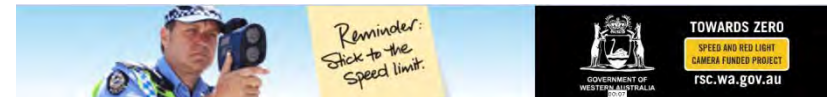


TV

Buses



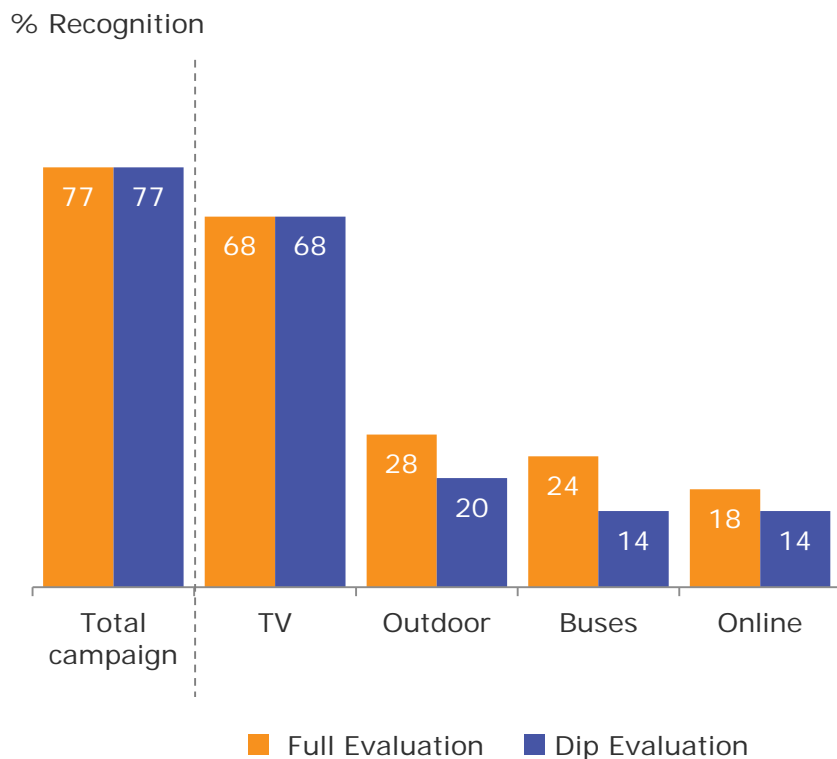
Outdoor



Online

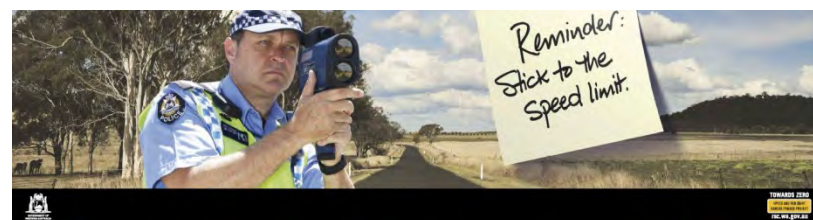
SOURCE: B3a. Have you seen this ad on any billboards or signs along the road before today?, B4a. Have you seen this television ad before today?, B5a. Have you seen this online ad before today?, B9a. Have you seen this ad on any buses before today?  
 BASE: All respondents: Full Evaluation n=,437 Dip Evaluation n=301

The fact that the latter improvement has not impacted on overall awareness suggests these media are not reaching a new audience, but will be reinforcing the campaign message across different touchpoints for those who are already aware.

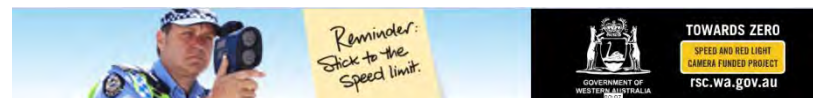


TV

Buses



Outdoor



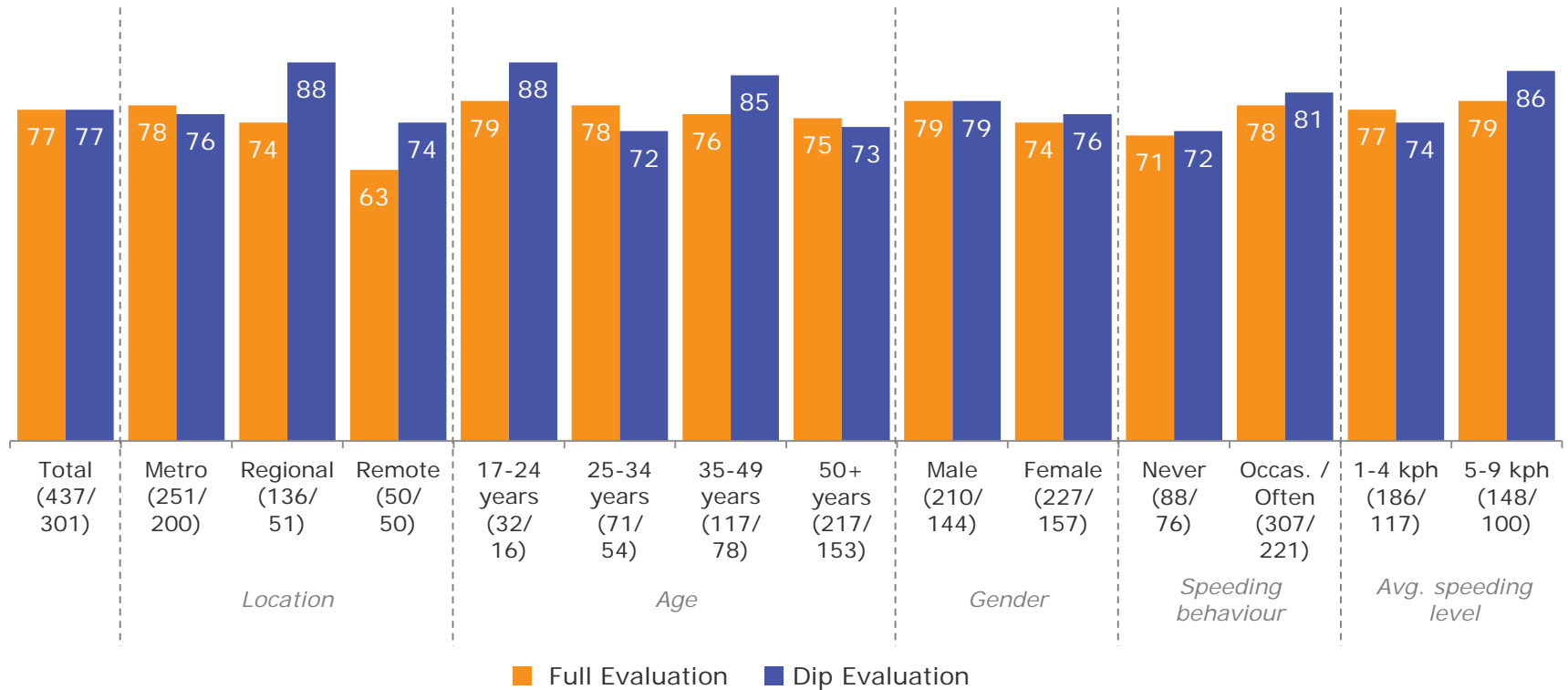
Online

SOURCE: B3a. Have you seen this ad on any billboards or signs along the road before today?, B4a. Have you seen this television ad before today?, B5a. Have you seen this online ad before today?, B9a. Have you seen this ad on any buses before today?

BASE: All respondents: Full Evaluation n=,437 Dip Evaluation n=301

Prompted awareness is marginally higher amongst the 17-24 and 35-49 age brackets, those who reside in regional areas and those who admit to speeding more than 5kph above the speed limit.

% Recognition



SOURCE: B3a. Have you seen this ad on any billboards or signs along the road before today?, B4a. Have you seen this television ad before today?, B5a. Have you seen this online ad before today?, B9a. Have you seen this ad on any buses before today?

BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=301

The campaign is clearly well-understood by respondents, with all of the most frequently-recalled messages from the ads consistent with the communication goals of the campaign.

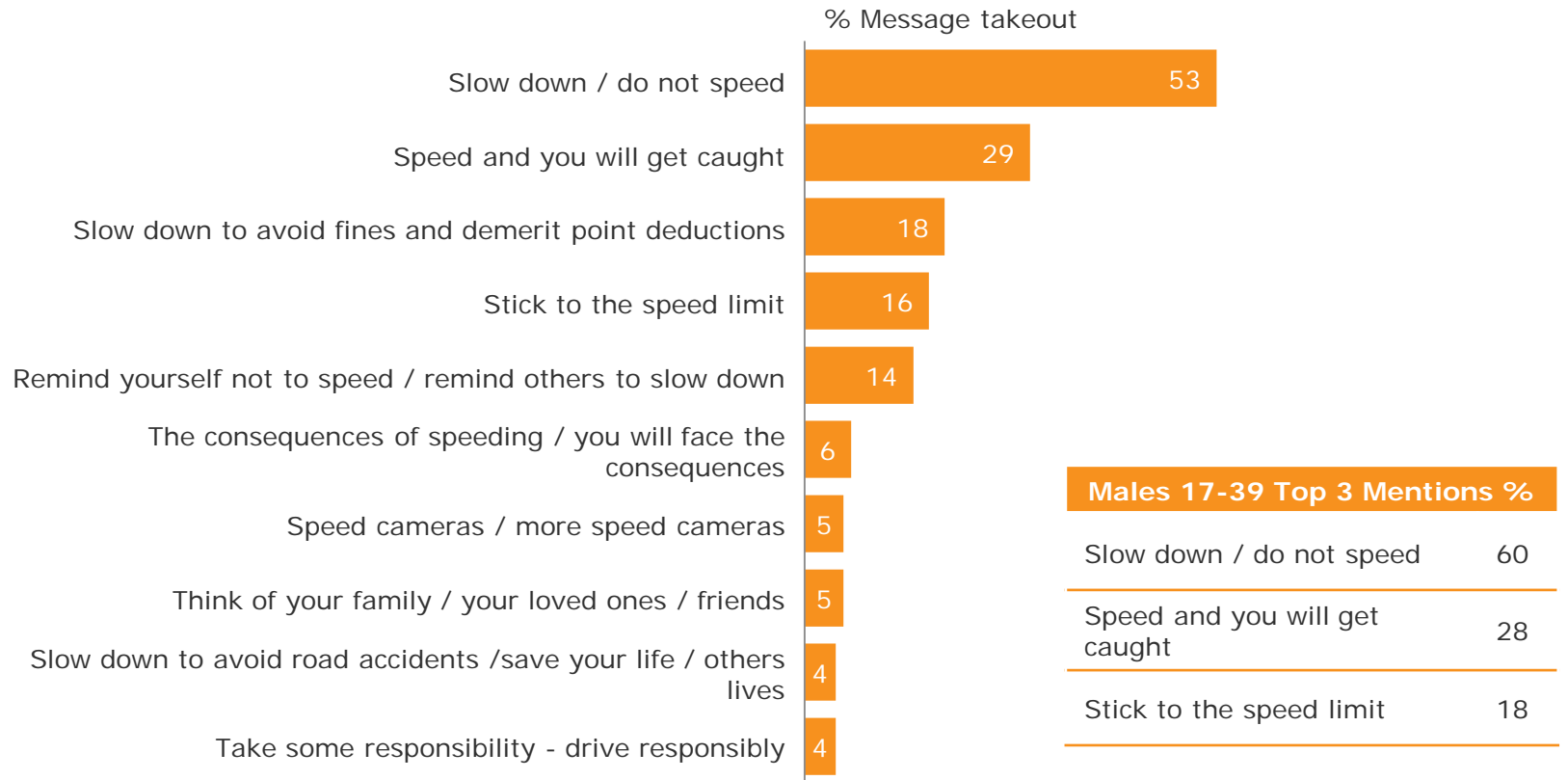


*\*3% mentions or more*

SOURCE: B6a. What are the main messages these ads are trying to tell you?  
 BASE: All respondents: Full Evaluation n=437



Message takeout among Males 17-39 is fairly consistent with the general community, with the top two messages as 'slow down and do not speed' and 'you'll get caught for speeding'.

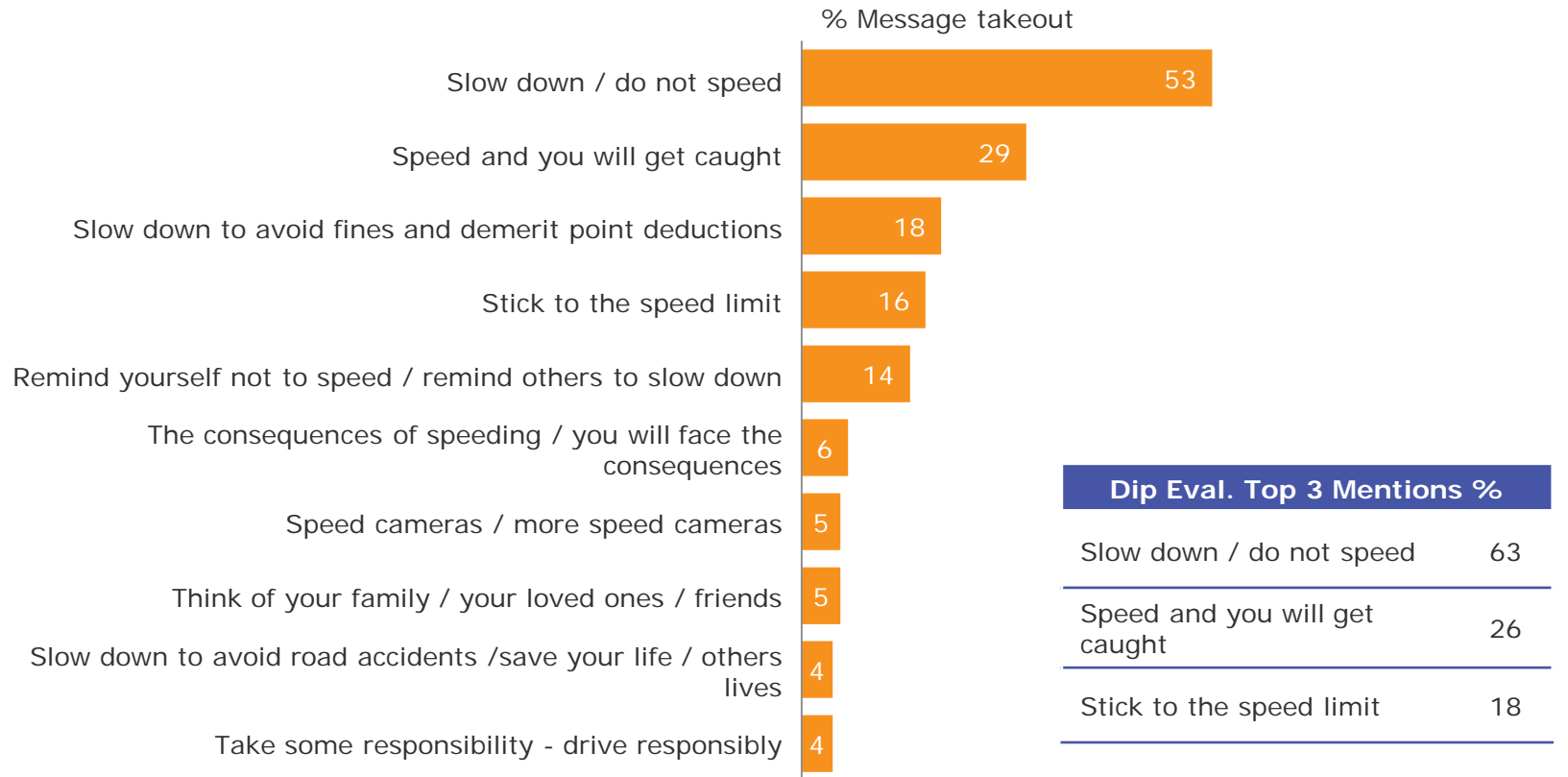


*\*4% mentions or more*

SOURCE: B6a. What are the main messages these ads are trying to tell you?

BASE: All respondents: Full Evaluation n=437, Males 17-39: Full Evaluation n=64

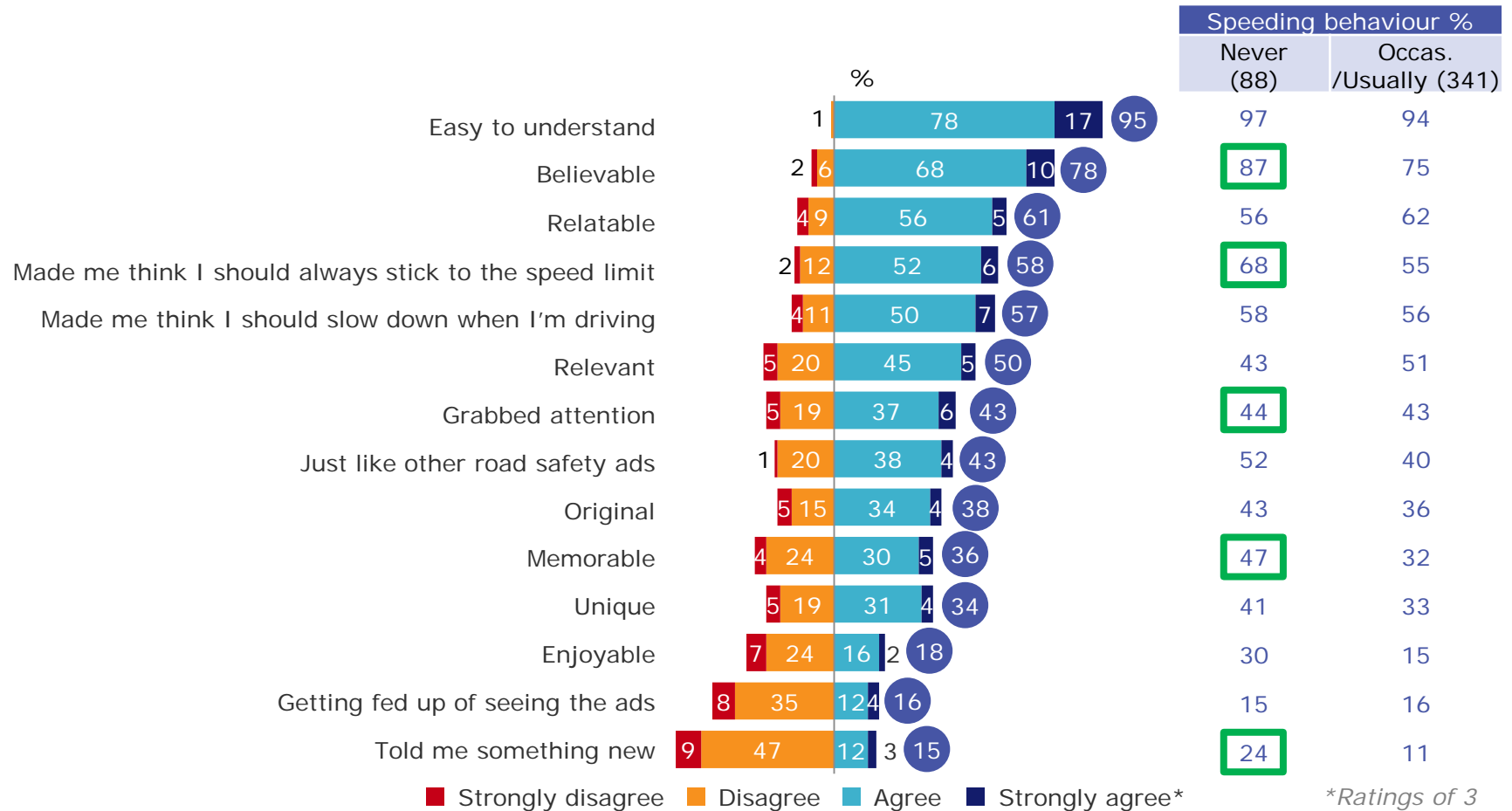
Compared with the dip evaluation, the top two mentions remained consistent with the full evaluation.



\*4% mentions or more

SOURCE: B6a. What are the main messages these ads are trying to tell you?  
 BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=301

While the campaign is highly understandable and believable, it is not particularly enjoyable or novel. Those who do not speed tend to rate the ad higher than those who do.



SOURCE: B7a. What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=437

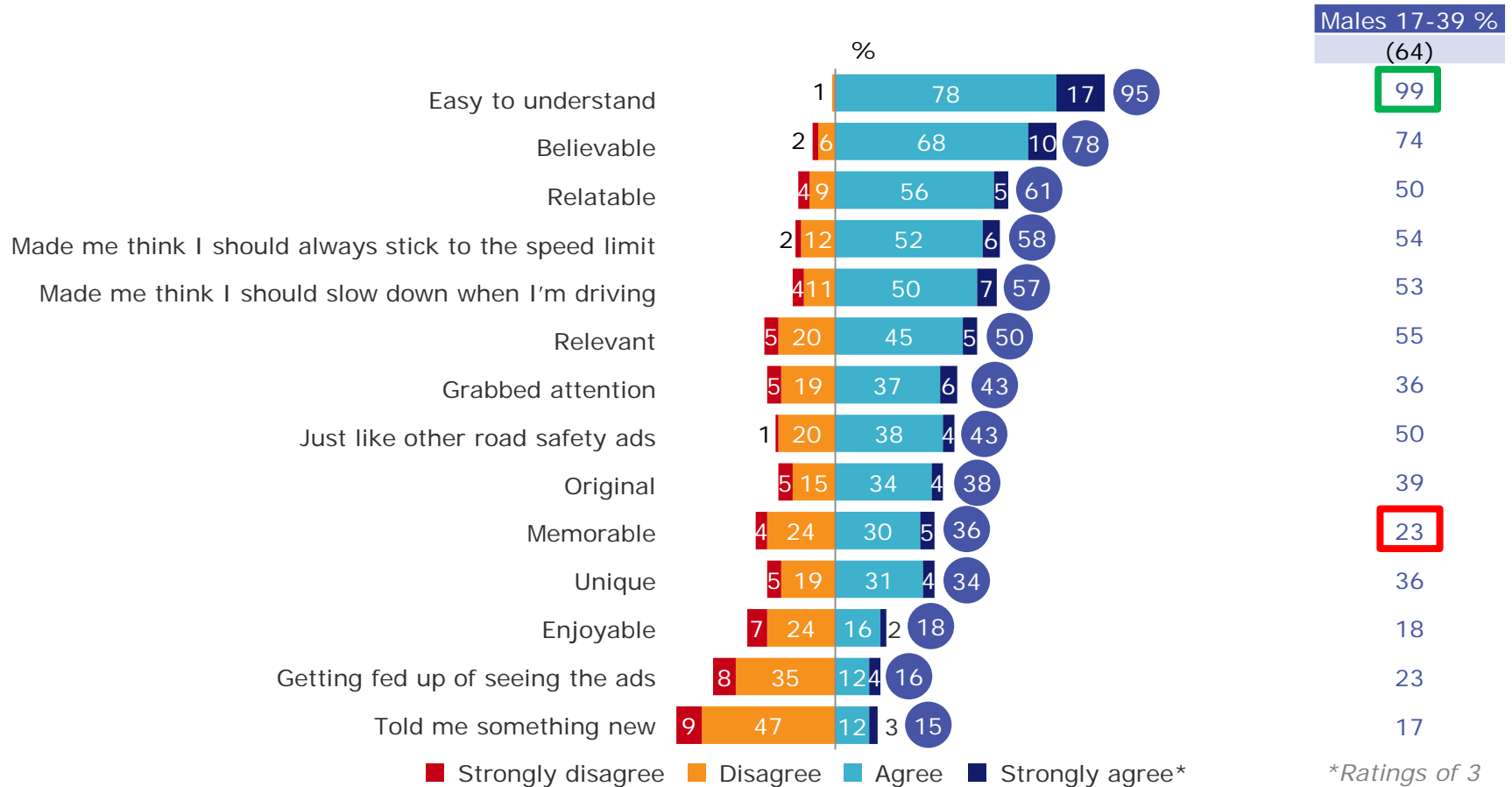
\*Ratings of 3 (midpoint) excluded from chart



## Speeding Full Campaign Evaluation 2016



Campaign wear-out is slightly higher among the target audience and they also find the ads less memorable.



SOURCE: B7a. What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=437

\*Ratings of 3 (midpoint) excluded from chart

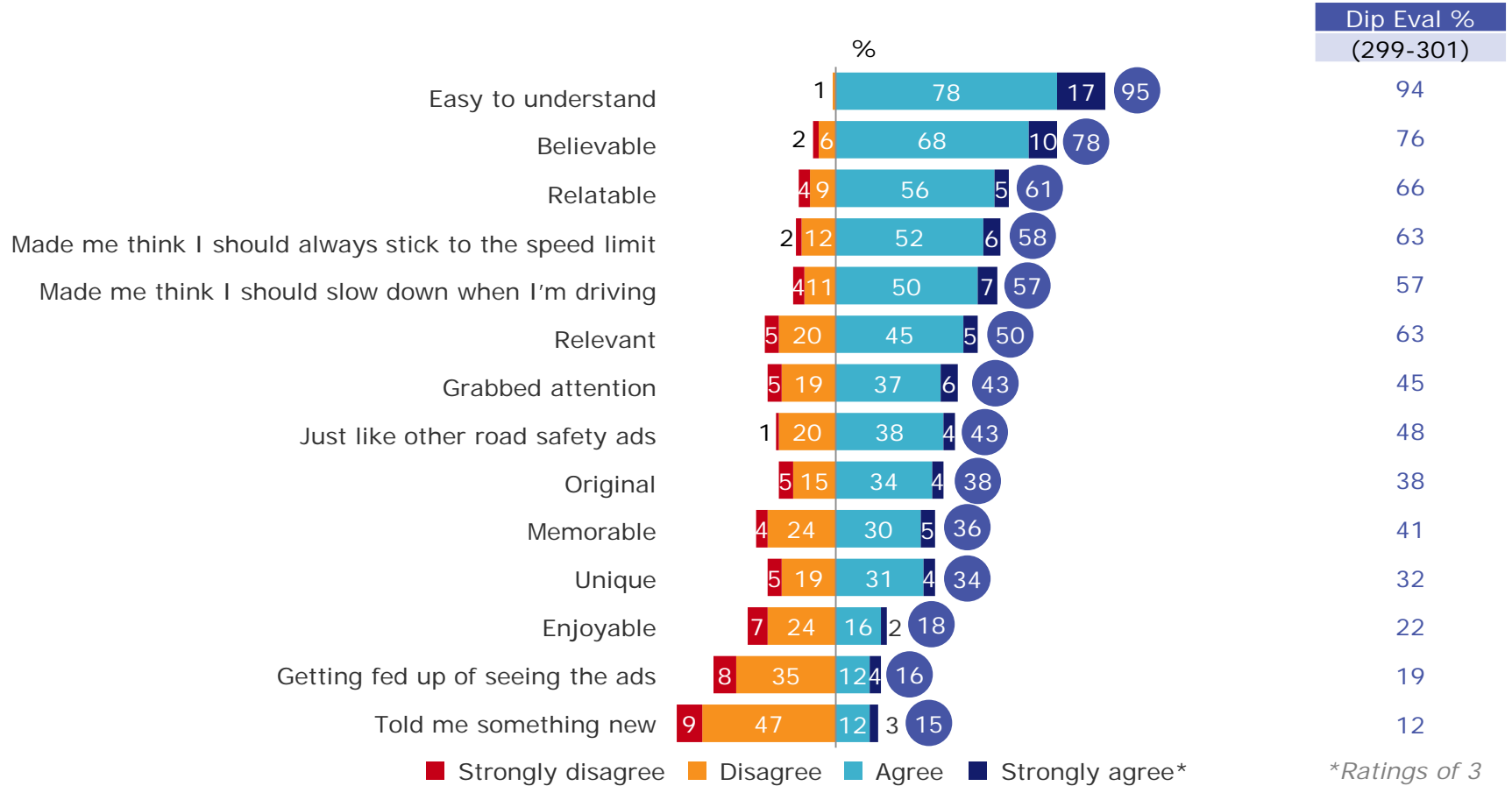


## Speeding Full Campaign Evaluation 2016

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There is no significant changes in any measure compared to the dip evaluation.



SOURCE: B7a. What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=299-301



## Speeding Full Campaign Evaluation 2016



Level of wear out for the *Post-it Notes* campaign increased slightly since the Dip Evaluation, up from 12% to 15%.

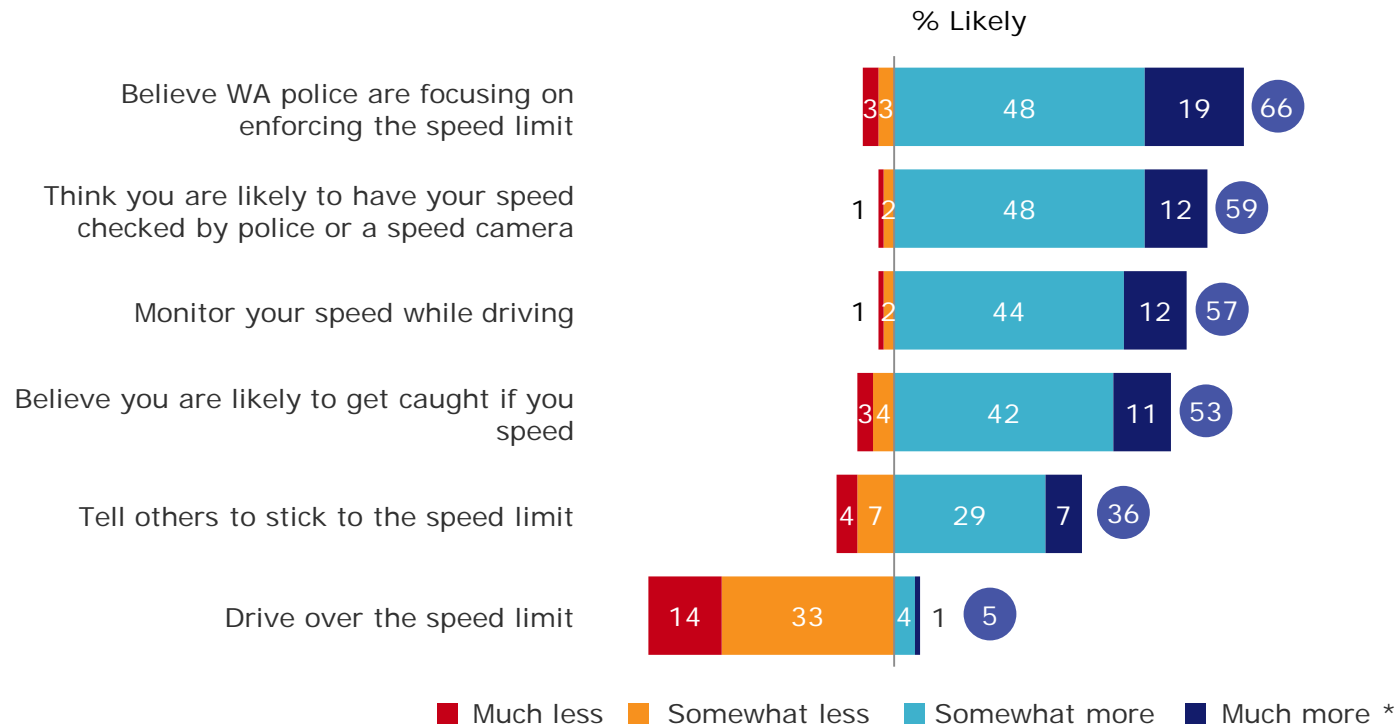
| Campaigns  | Year | Wear-out (%) |
|--|------|--------------|
| Driver Fatigue - Don't Trust Your Tired Self     | 2016 | 6            |
| Motorcycling Safety - Ride to Live               | 2015 | 6            |
| Vignettes (combined Speed & Cycling)             | 2015 | 7            |
| Driver Distractions - You Can Live Without It    | 2015 | 7            |
| Safer Vehicles - Consult the Stars               | 2015 | 10           |
| Speeding Behaviour - Enjoy the Ride              | 2015 | 11           |
| Speeding Enforcement - Post-it Notes             | 2013 | 12           |
| Speeding Behaviour - Enjoy the Ride              | 2013 | 12           |
| Drink Driving Behaviour - Grow Up                | 2016 | 12           |
| Speeding Enforcement - Post-it Notes (Dip Eval)  | 2016 | 12           |
| Drink Driving Enforcement - Just Over            | 2016 | 13           |
| Restraints - Sashes                              | 2013 | 13           |
| Vignettes  | 2015 | 15           |
| Drink Driving Enforcement - You Deserve It       | 2013 | 15           |
| Restraints - Sashes                              | 2015 | 15           |
| Speeding Enforcement - Post-it Notes (Full Eval) | 2016 | 15           |
| Speeding Behaviour - Enjoy the Ride (Full Eval)  | 2016 | 16           |
| Drink Driving Behaviour                          | 2013 | 18           |
| Drink Driving Enforcement - You Deserve It       | 2015 | 20           |
| Speeding Behaviour - Enjoy the Ride (Dip Eval)   | 2016 | 20           |
| Safer Vehicles - ESC                             | 2013 | 22           |

■ Full Evaluation  
■ Dip Evaluation

SOURCE: B7a. What extent do you agree or disagree with the following statements?

BASE: All respondents: Full Evaluation n=437 \*Wear-out % is measured as nett: 4-5 (Tend to agree-Strongly agree)

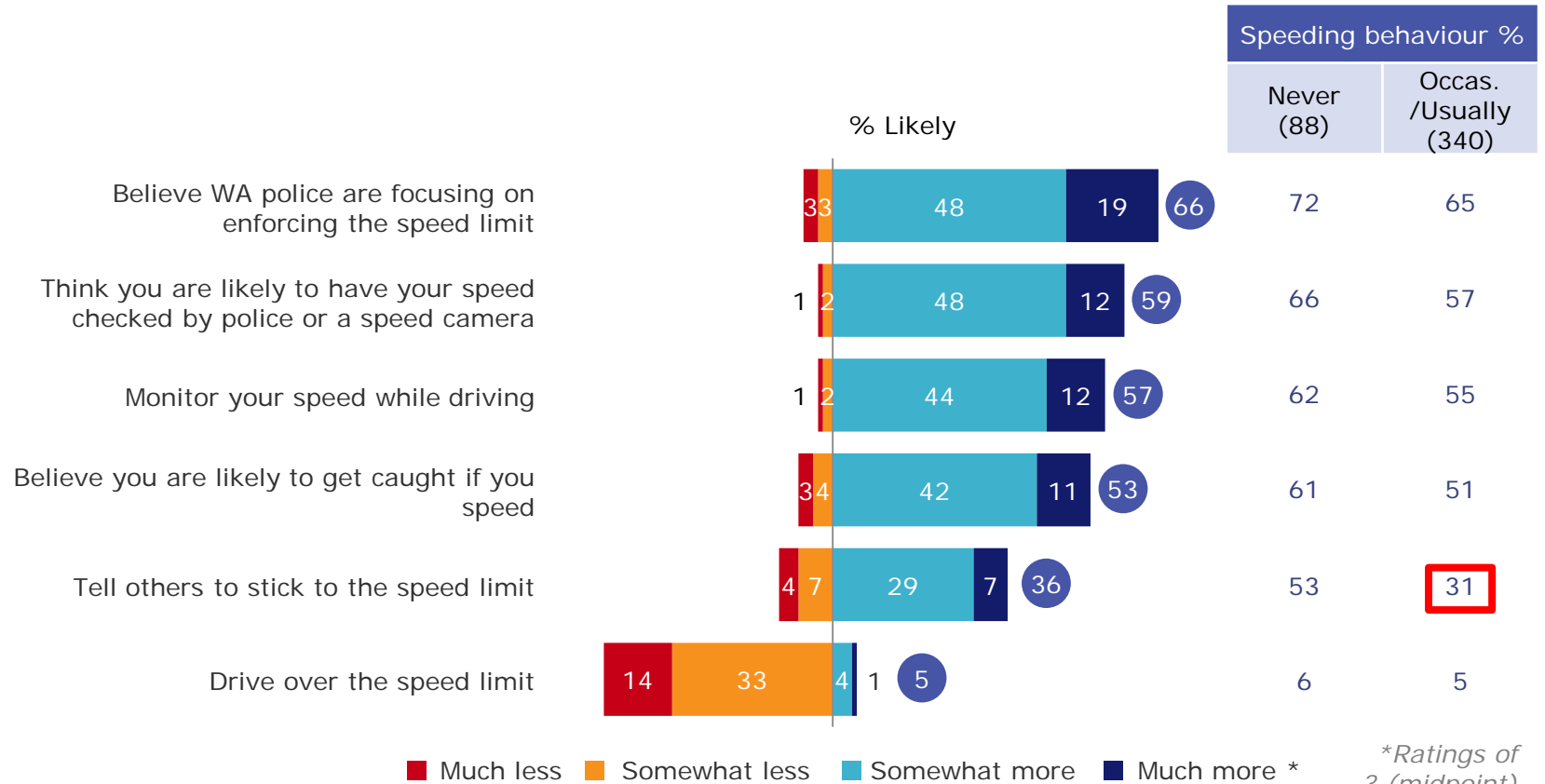
Over half of respondents are more likely to monitor their speed and believe in the likelihood of speed enforcement and consequences, and belief in enforcement is even higher. Nearly 1 in 2 respondents claim to be *less* likely to speed after being exposed to the campaign.



*\*Ratings of 3 (midpoint) excluded from chart*

SOURCE: B8a. After seeing and hearing these ads, to what extent are you more or less likely to ...?  
 BASE: Drivers: Full Evaluation n=426-428

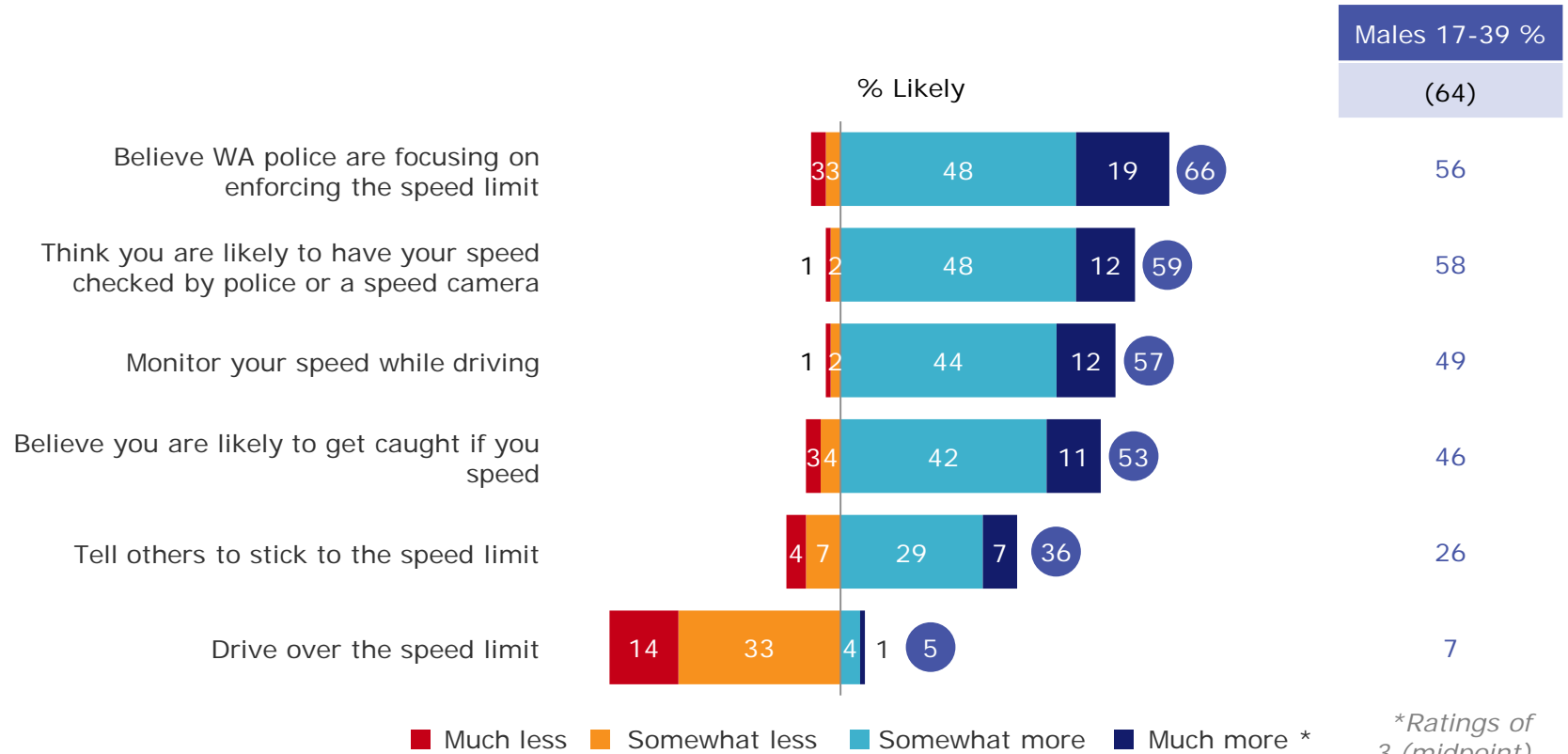
Notably, those who admit to driving over the speed limit are less likely to tell others to stick to the speed limit – a finding in line with the Deep Dives research.



SOURCE: B8a. After seeing and hearing these ads, to what extent are you more or less likely to ...?  
 BASE: Drivers: Full Evaluation n=437



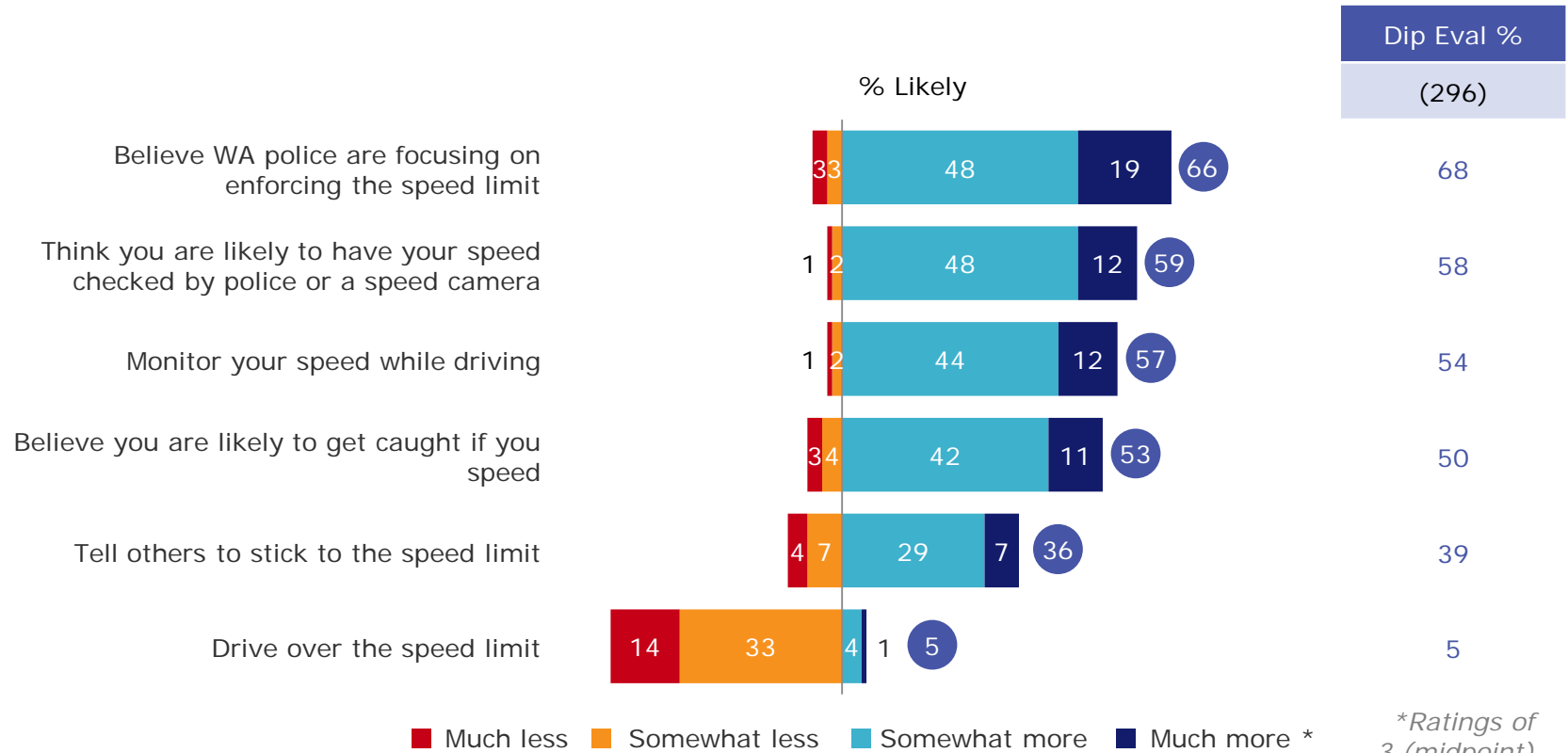
There is little real difference in the intentions and beliefs around speeding among the target audience, compared the overall sample.



SOURCE: B8a. After seeing and hearing these ads, to what extent are you more or less likely to ...?  
 BASE: Drivers: Full Evaluation n=437

\*Ratings of 3 (midpoint) excluded from chart

Once again there has been no significant change in any of the measures compared to the dip evaluation



SOURCE: B8a. After seeing and hearing these ads, to what extent are you more or less likely to ...?  
 BASE: Drivers: Full Evaluation n=437, Dip Evaluation n=296-297

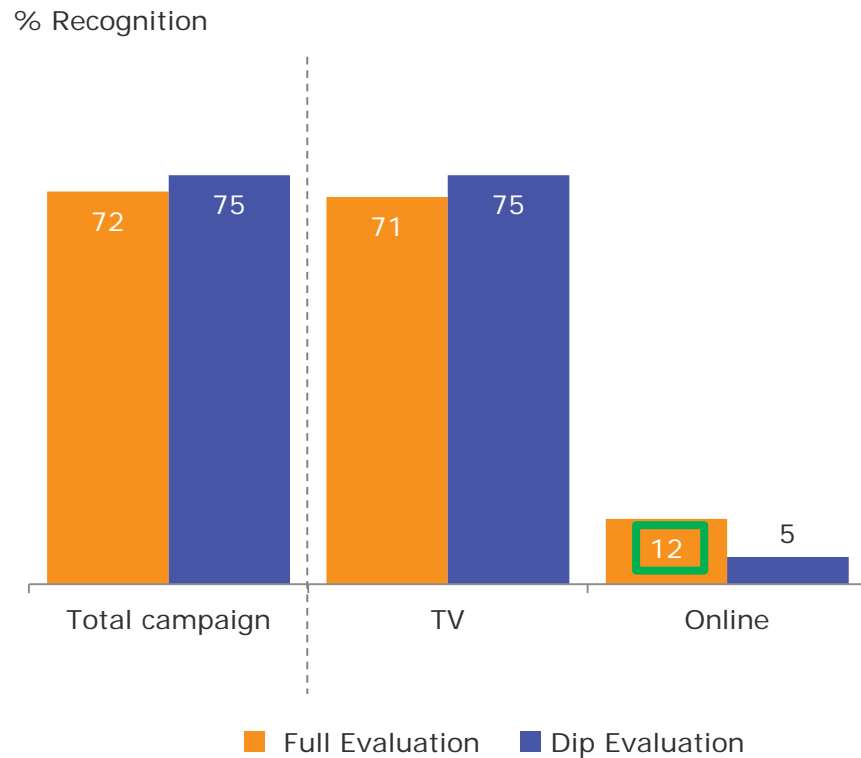
\*Ratings of 3 (midpoint) excluded from chart

5

Campaign Diagnostics:  
*Enjoy the Ride*



Recognition of the *Enjoy the Ride* campaign has fallen back very slightly compared to the dip evaluation, driven by a slight drop in TV awareness ... recognition of the online advertising has actually improved significantly since the dip evaluation, but is obviously adding very little additional awareness to the overall campaign, over and above TV



TVC

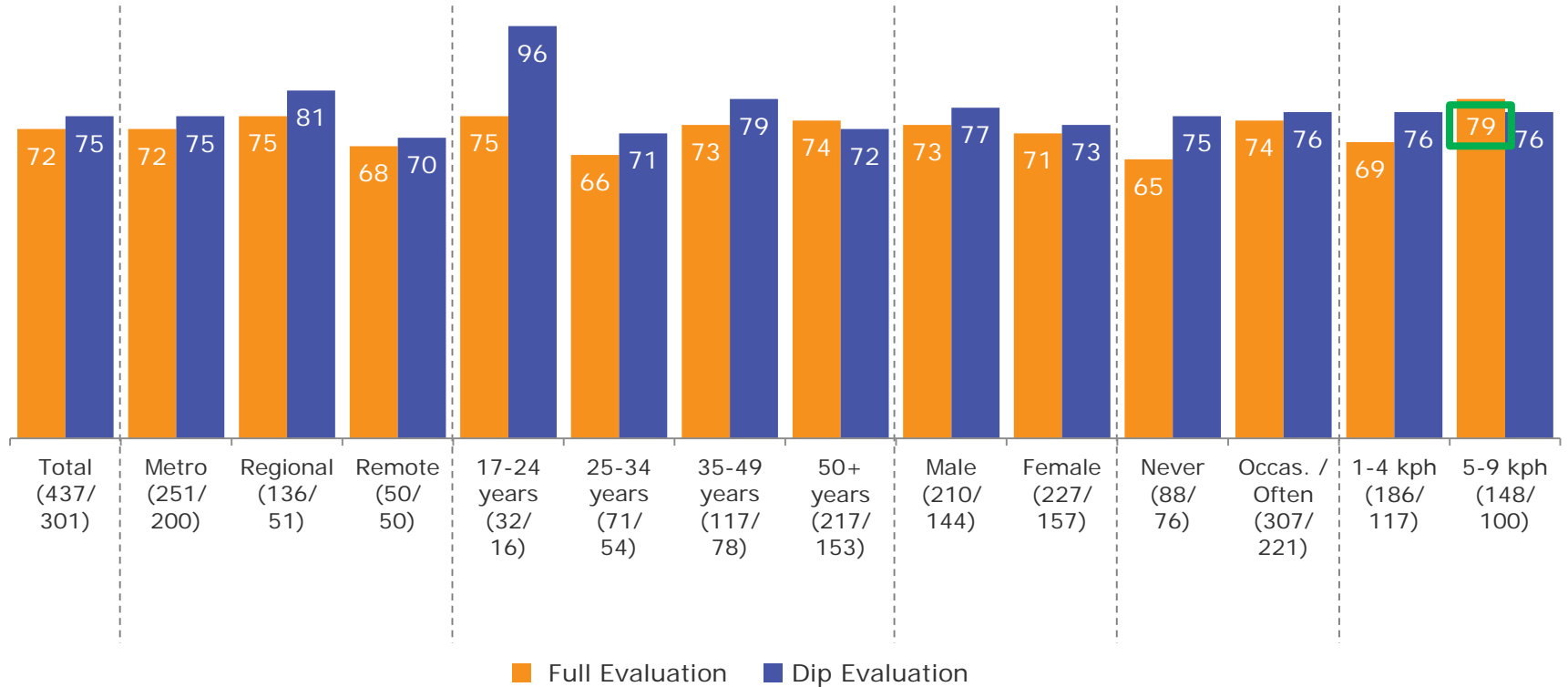


Online

SOURCE: B4b. Have you seen this television ad before today?, B5b. Have you seen this online ad before today?  
 BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=301

# Prompted awareness is significantly high among those respondents who admit to driving 5-9km above the speed limit

% Recognition



SOURCE: B4b. Have you seen this television ad before today?, B5b. Have you seen this online ad before today?  
 BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=301

The campaign is well-understood by the target audience, with all of the most frequently-recalled messages from the ads consistent with the communication goals of the campaign. Top three mentions among Males 17-39 are consistent with the general community.



*\*2% mentions or more*

SOURCE: B6b. What are the main messages these ads are trying to tell you?

BASE: All respondents: Full Evaluation n=437, Males 17-39: Full Evaluation n=64



There has been no change in the top three mentions in the full evaluation compared to the dip evaluation.



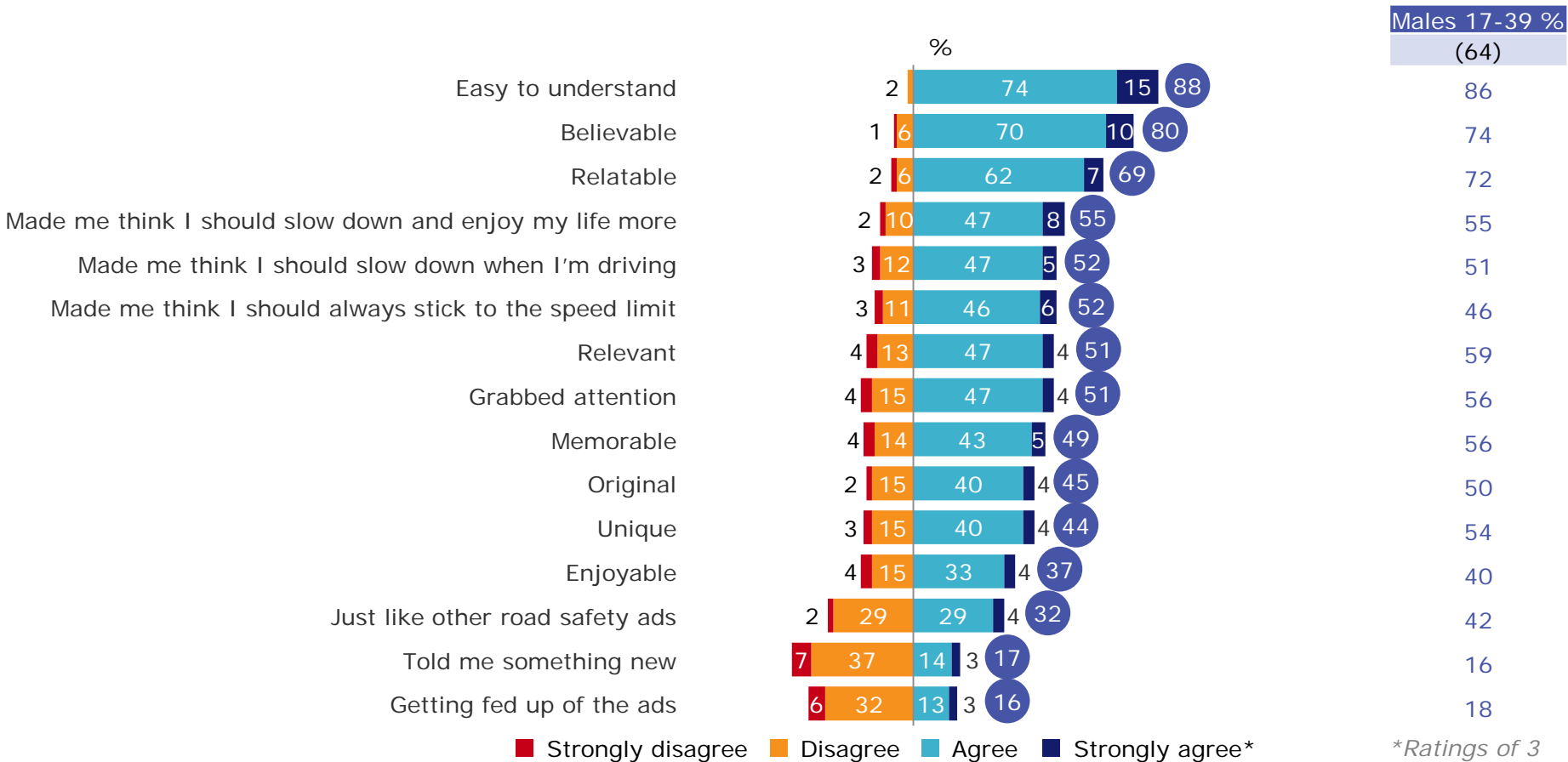
\*3% mentions or more

SOURCE: B6b. What are the main messages these ads are trying to tell you?

BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=301



*Enjoy the Ride* was felt to be understandable, believable and relatable overall, but it did not communicate “new” information to the audience



SOURCE: B7b. What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=437

\*Ratings of 3 (midpoint) excluded from chart

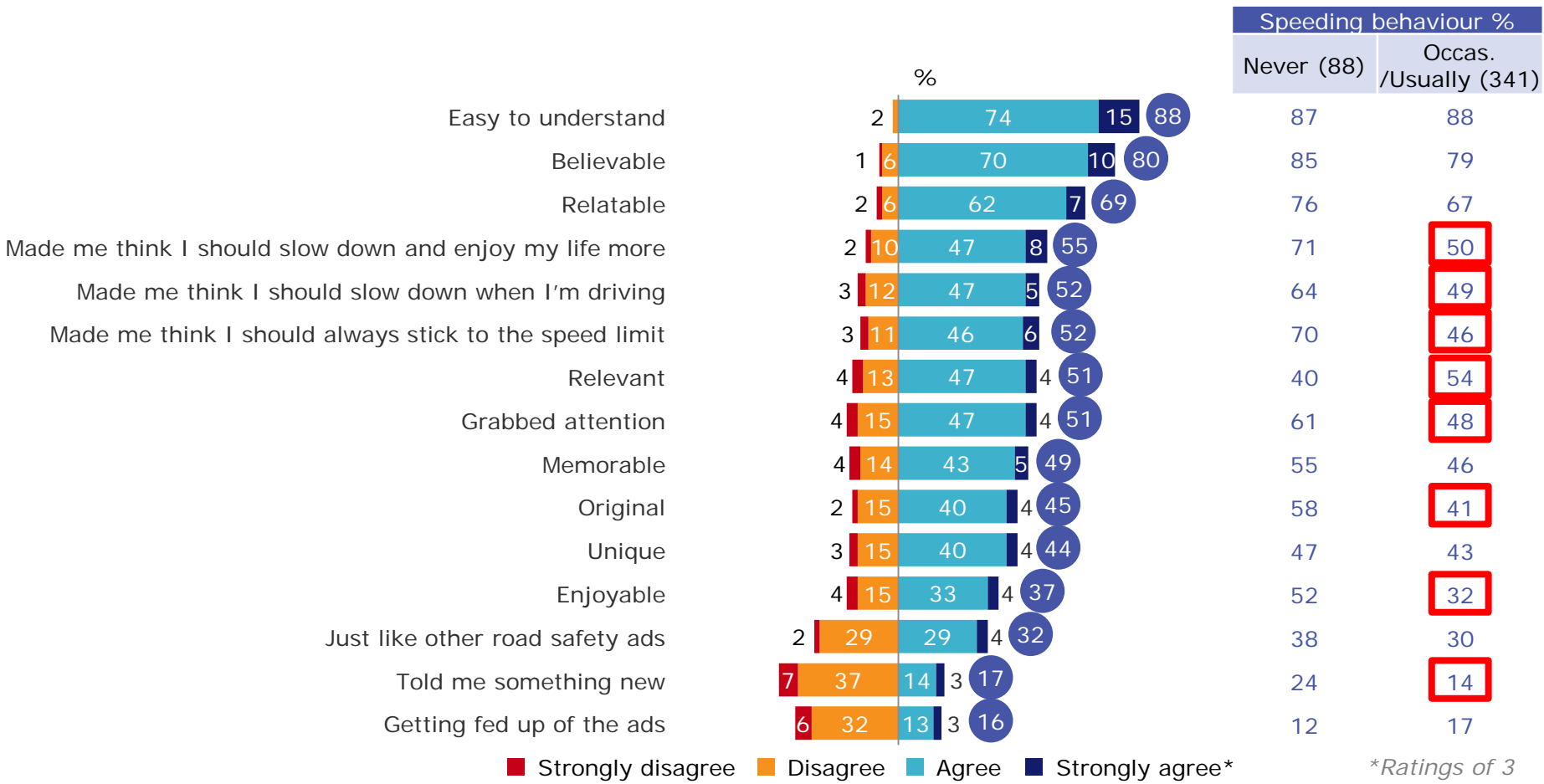


## Speeding Full Campaign Evaluation 2016





When compared with the general sample, respondents who claim never to drive over the speed limit have lower ratings of the campaign overall.

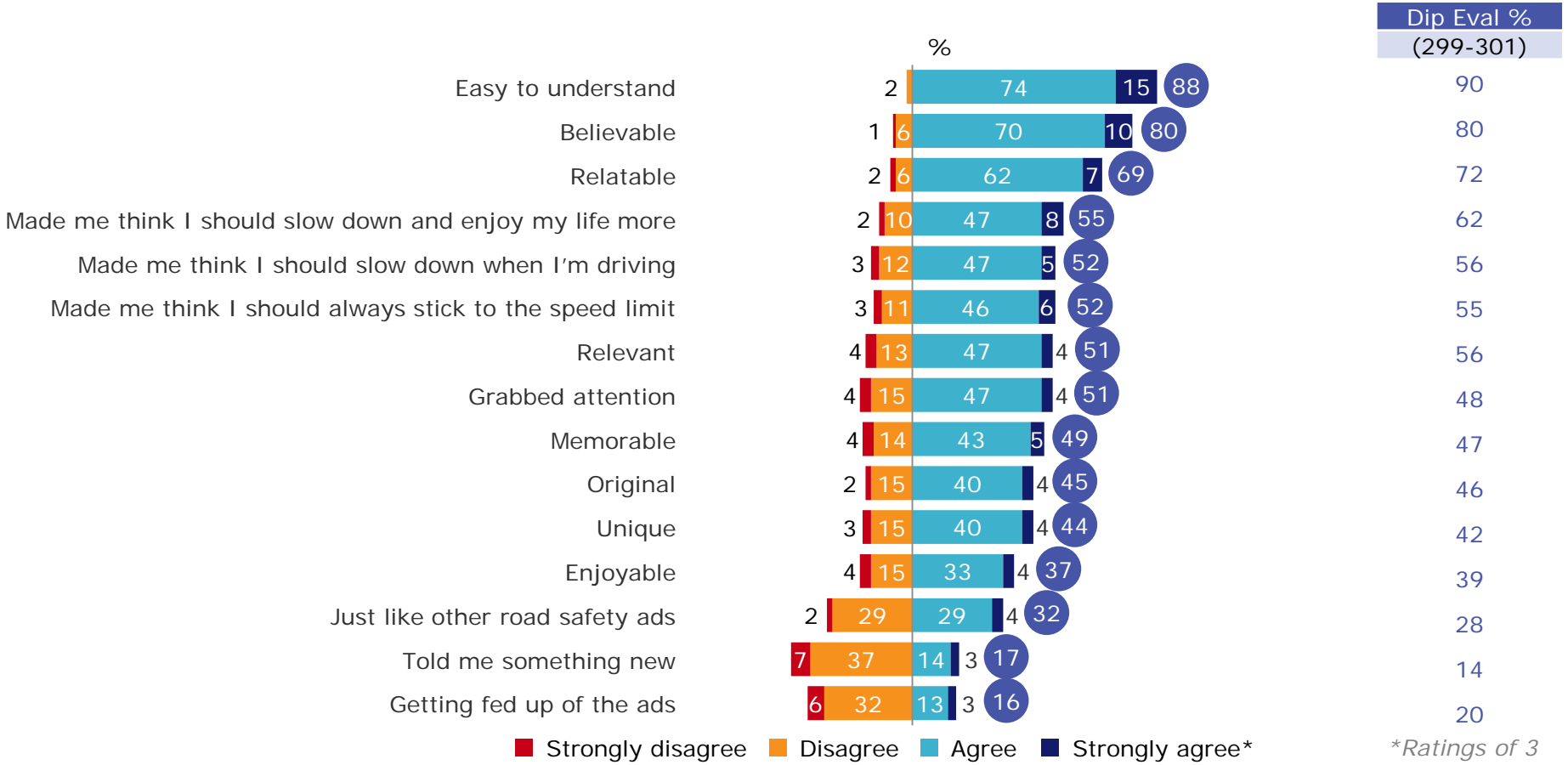


SOURCE: B7b. What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=437

\*Ratings of 3 (midpoint) excluded from chart



There is no significant changes in any measure compared to the dip evaluation.



SOURCE: B7b. What extent do you agree or disagree with the following statements?  
 BASE: All respondents: Full Evaluation n=437, Dip Evaluation n=299-301

\*Ratings of 3 (midpoint) excluded from chart



### Speeding Full Campaign Evaluation 2016



Level of wear has not increased since the Dip Evaluation. However, compared with other RSC campaigns launched between 2013 and 2016, wear out of the *Enjoy the Ride* campaign is relatively high.

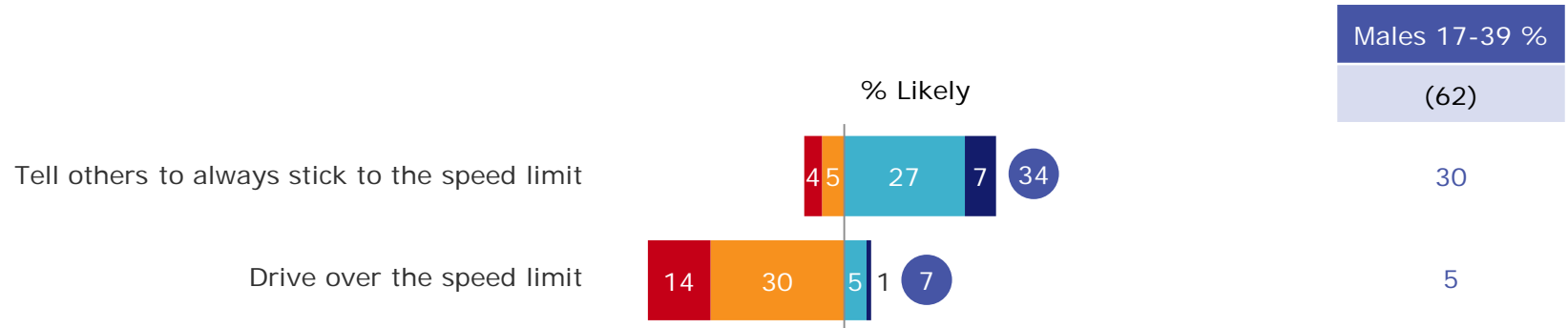
| Campaigns  | Year | Wear-out (%) |
|--|------|--------------|
| Driver Fatigue - Don't Trust Your Tired Self     | 2016 | 6            |
| Motorcycling Safety - Ride to Live               | 2015 | 6            |
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| Drink Driving Enforcement - You Deserve It       | 2013 | 15           |
| Restraints - Sashes                              | 2015 | 15           |
| Speeding Enforcement - Post-it Notes (Full Eval) | 2016 | 15           |
| Speeding Behaviour - Enjoy the Ride (Full Eval)  | 2016 | 16           |
| Drink Driving Behaviour                          | 2013 | 18           |
| Drink Driving Enforcement - You Deserve It       | 2015 | 20           |
| Speeding Behaviour - Enjoy the Ride (Dip Eval)   | 2016 | 20           |
| Safer Vehicles - ESC                             | 2013 | 22           |

■ Full Evaluation  
■ Dip Evaluation

SOURCE: B7b. What extent do you agree or disagree with the following statements?

BASE: All respondents: Full Evaluation n=437 \*Wear-out % is measured as nett: 4-5 (Tend to agree-Strongly agree)

One-third of respondents are *more* likely to remind other to stick to the speed limit, and nearly half are *less* likely to speed as a result of being exposed to the campaign.



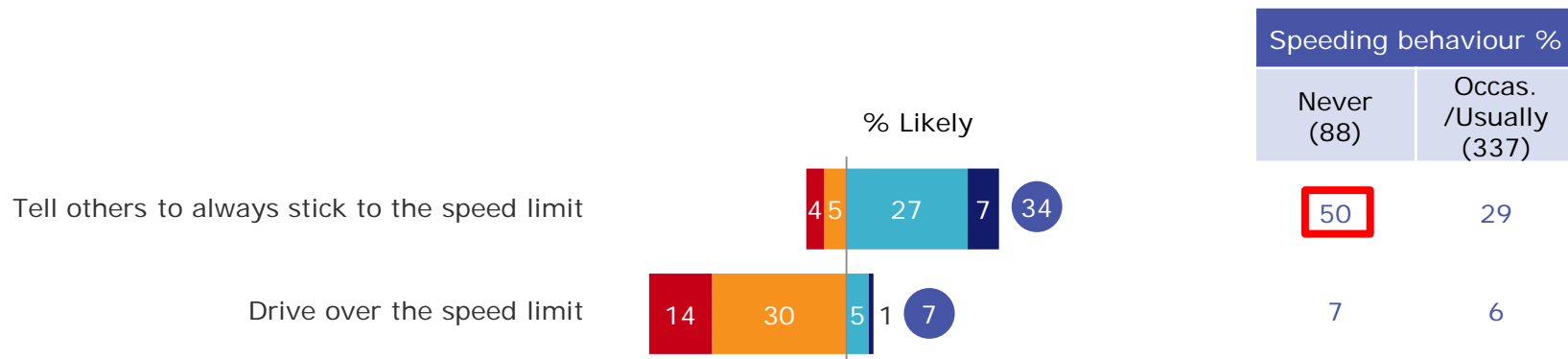
■ Much less ■ Somewhat less ■ Somewhat more ■ Much more \*

*\*Ratings of 3 (midpoint) excluded from chart*

SOURCE: B8b. After seeing and hearing these ads, to what extent are you more or less likely to...?  
 BASE: All respondents: Full Evaluation n=437



# Those who claim never to speed are significantly more likely to also tell others to do the same



■ Much less ■ Somewhat less ■ Somewhat more ■ Much more \*

\*Ratings of 3 (midpoint) excluded from chart

SOURCE: B8b. After seeing and hearing these ads, to what extent are you more or less likely to...?

BASE: All respondents: Full Evaluation n=437



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