

THINK! Drink Drive evaluation



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Contents

1	
Campaign aims and background	3

2	
Overview of key findings	6

3	
Campaign awareness	8

4	
Campaign communication	12

5	
Attitudes towards drinking and driving	16

6	
Consequences of drink driving	21

7	
Insight and Recommendations	49



1

Campaign aims and background



Context

The 'Personal Consequences' drink drive campaign launched in July 2007, using a variety of communication activities to try to persuade drivers to avoid drinking and driving

Young male drivers aged 17 to 29 are the core target group for the campaign

The key aims of the campaign are:








- 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

The latest burst of activity took place in Spring 2014, featuring the 3 radio ads used in 2013

Research took place 30th April – 20th May 2014 among young male drivers



Campaign mix and spend over time

		Spend (£)											
Activity		Summer '07	Xmas '07	Summer '08	Xmas '08	Summer '09	Xmas '09	Xmas '10	Xmas '11	Xmas '12	March '13	Summer '13	Spring '14
 TV		1,071,408	698,423	988,853	963,691	860,633	665,657			556,750	473,504		
 Outdoor/ambient		127,166	254,095	101,410	165,442	226,448	87,695	85,376	101,474		128,640	108,000	
 Radio		199,771	199,555	164,766	173,427	299,655	261,375	240,727	286,810		279,846	232,000	249,600
 Online		100,000	99,923		129,878	142,905	125,915	7,846	19,880		98,403	40,000	
 National Press							64,503						
 Cinema			200,261	123,483	151,813								
 Mobile												100,000	
Total media		1.5m	1.5m	1.4m	1.5m	1.5m	1.2m	334k	408k	557k	1.0m	480k	250k

2

Overview of key findings



Overview of key findings

1

Campaign has performed well overall given lower spend – little evidence of negative effect on attitudes or behaviours

2

Ad recognition compares well to previous campaign bursts and TNS norms

3

Some evidence that the more personal consequences e.g. disappointing family, lifestyle changing are starting to wane



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3

Campaign awareness



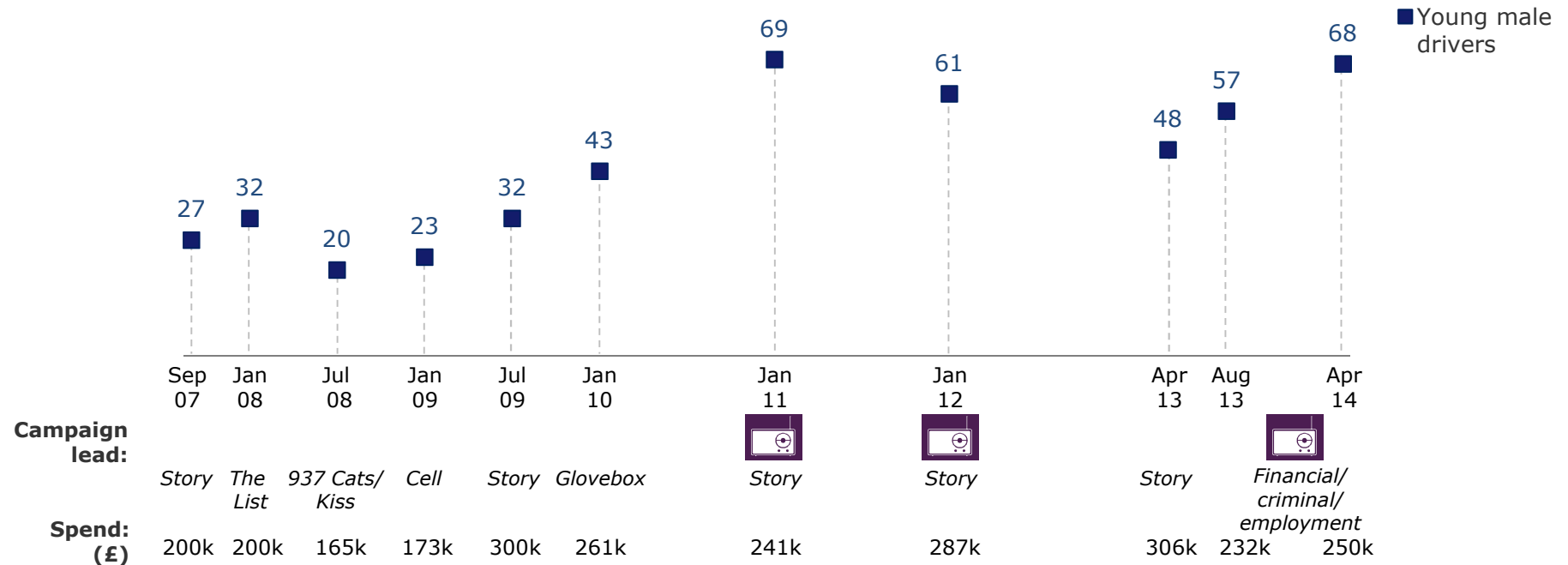
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Recognition of radio ads is excellent



% Yes - Have heard radio ad or similar



Q11: Have you heard this advert or something similar on the radio? (Prompted recognition)
Base: Young male drivers 17-29



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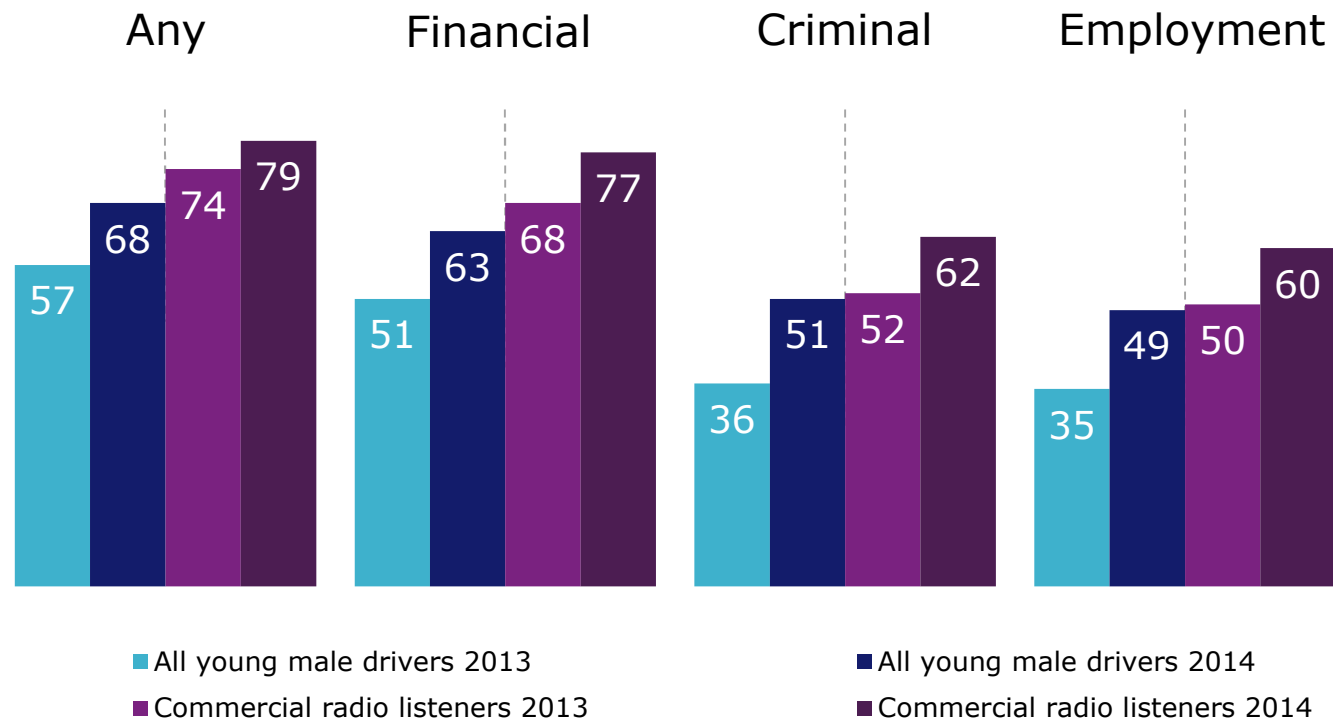
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All 3 ads individually cut through well though Financial strongest



% Yes - Have heard radio ad

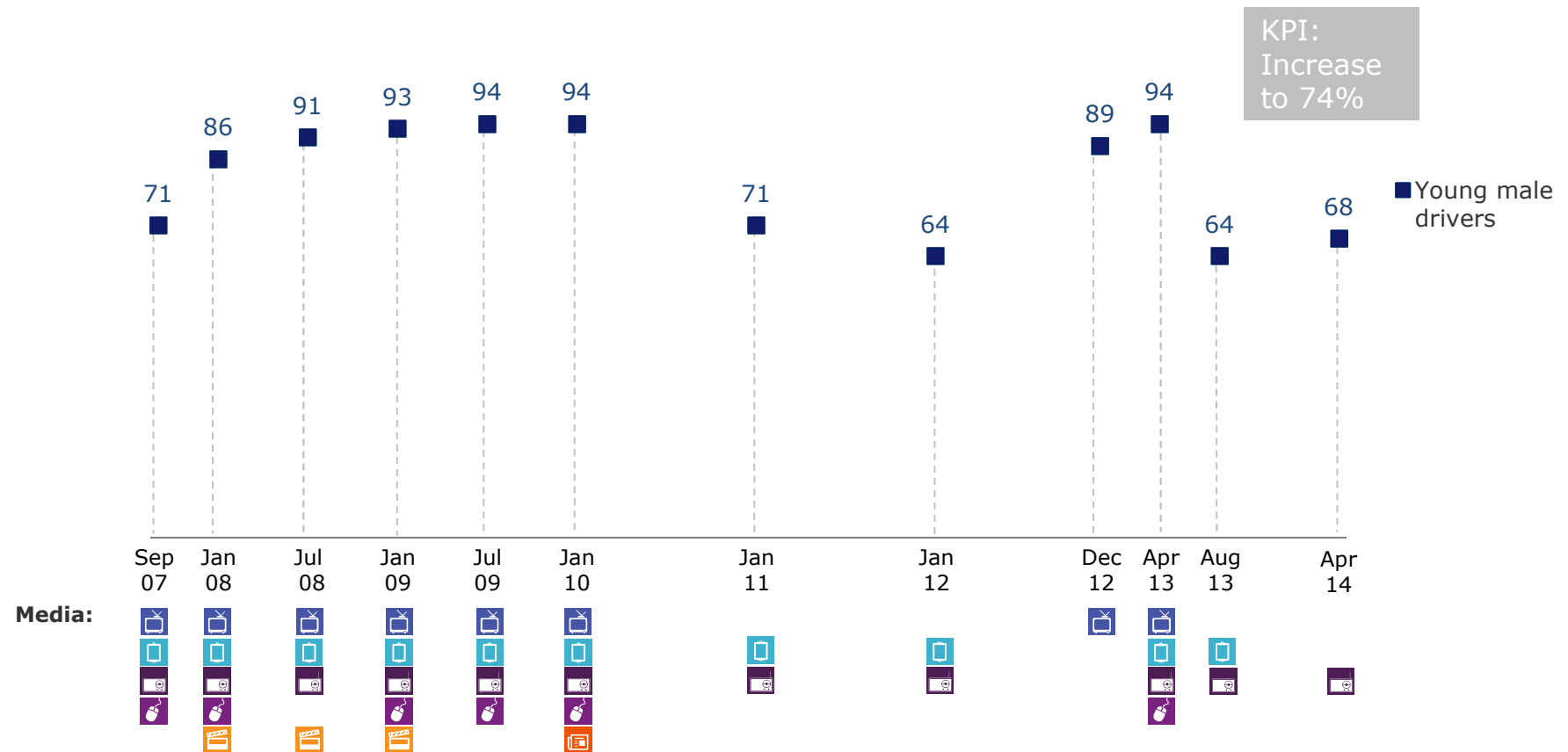


Q11: Have you heard this advert or something similar on the radio? (Prompted recognition)
Base: Young male drivers 17-29



Given lack of other forms of media, latest recognition levels good

% recognising at least one of the ads from each Personal Consequences burst



Q: Have you seen this TV ad recently/these press or poster adverts/heard this radio ad/seen this online ad recently? (Prompted recognition)
Base: Young male drivers 17-29

4

Campaign communication



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Message take out remains good, with 4 in 10 mentioning consequences either generally or specifically



Aug 13

68%

Apr 14

64%

Generic don't drink and drive message

38%

39%

Consequences

5%

Ruins your lifestyle

4%

Consequences are more than you realise

4%

Could lose licence

4%

Could get a criminal record

3%

Could have financial consequences

3%

You could lose your job

2%

Could affect future career

1%

Fines/penalties/convictions

Q12a: What do you think was the main message of the radio adverts which I have just played to you?
Base: Young male drivers 17-29



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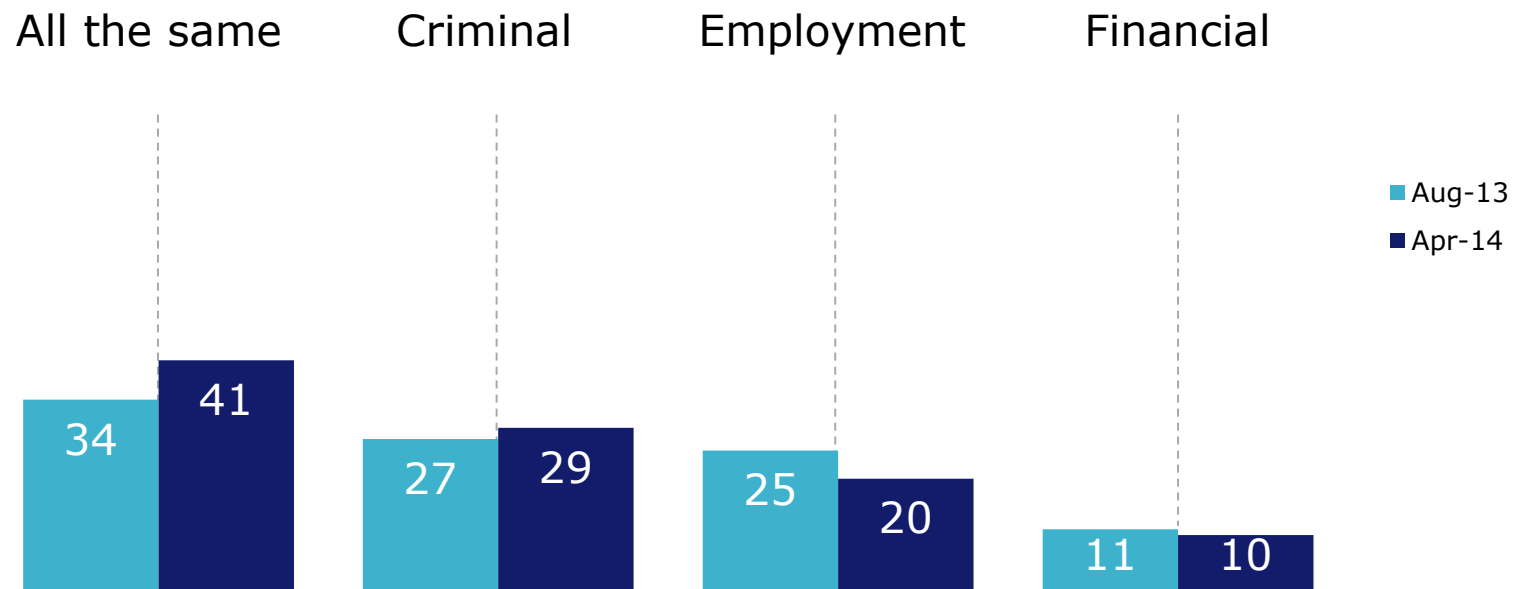
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Although the Financial ad was the most recognised, it was thought to have the least impact



%



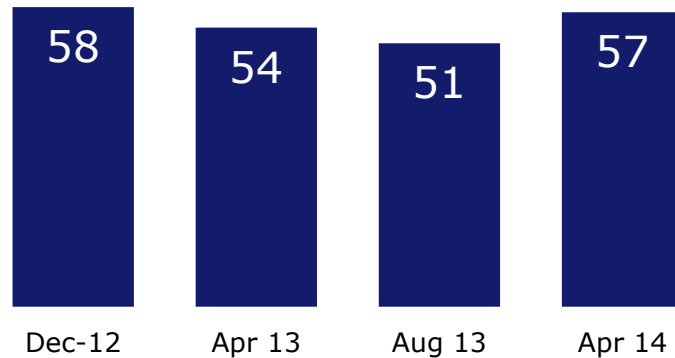
Q12b: Which of these 3 radio adverts do you think would have the most impact on you?
Base: Young male drivers 17-29



Slight improvement in ad effectiveness

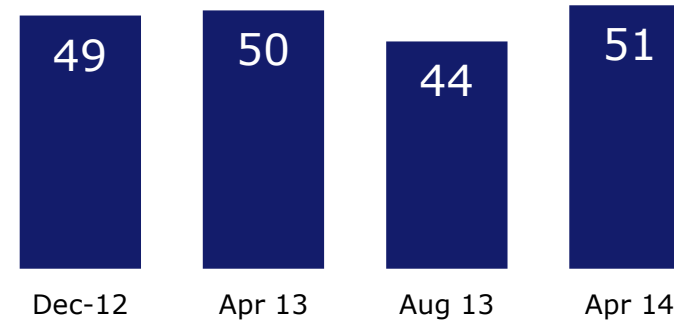
'It made me think about the impact that drinking and driving could have on my lifestyle'

% strongly agree



'It will make me less likely to drink and drive'

% strongly agree



Q15b/15a: How much do you agree or disagree with the following statement about the adverts you have just seen and heard?
Base: Young male drivers 17-29



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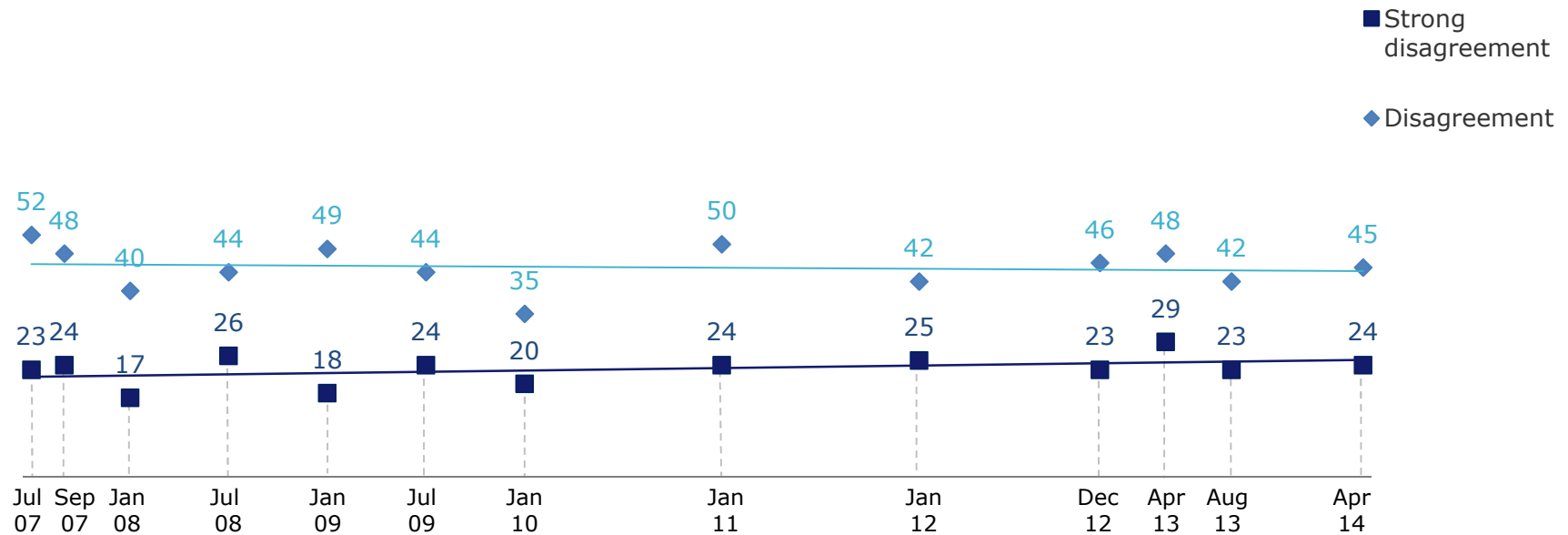
5

Attitudes towards drinking and driving



Disagreement that 'It is safe to drive after one drink' remained at a similar level

%



Q4b: How much do you agree or disagree with the following statement?
Base: Young male drivers 17-29 who drink alcohol



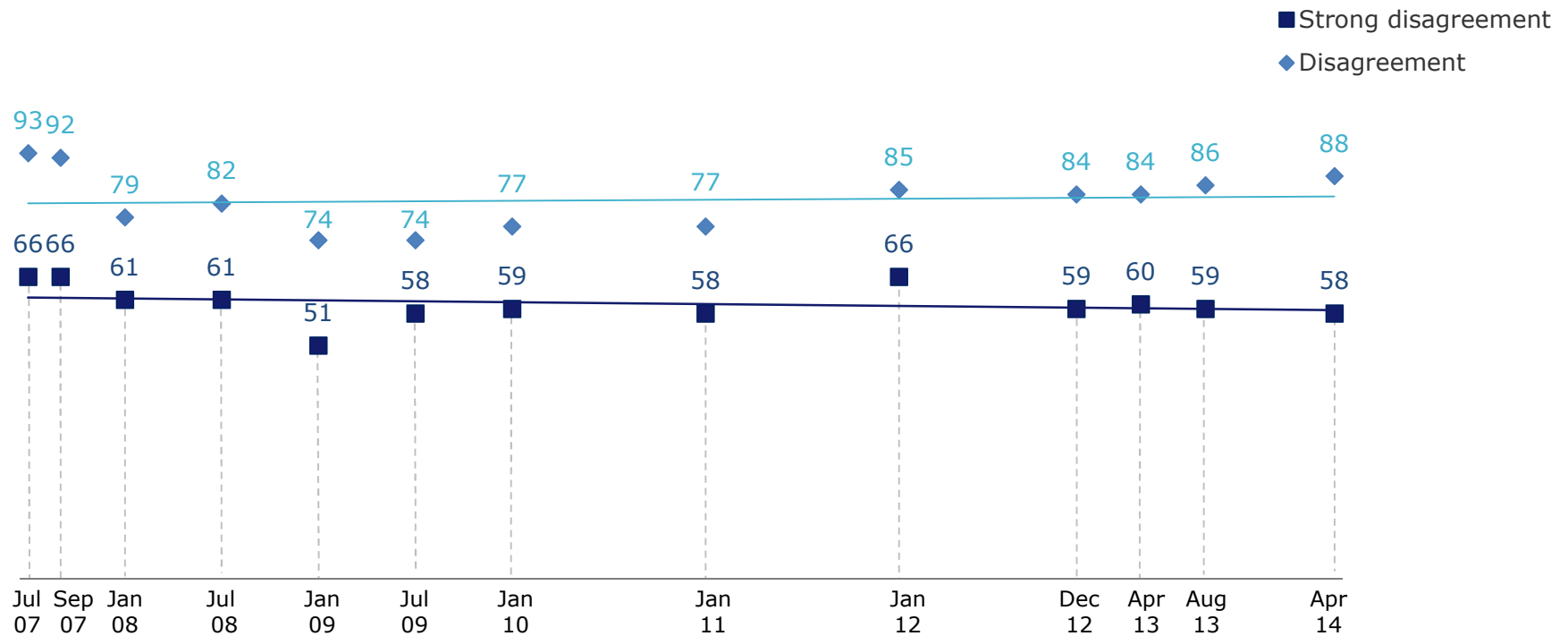
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Disagreement that 'It is safe to drive after two drinks' has also remained at a similar level

%



Q4c: How much do you agree or disagree with the following statement?
Base: Young male drivers 17-29 who drink alcohol



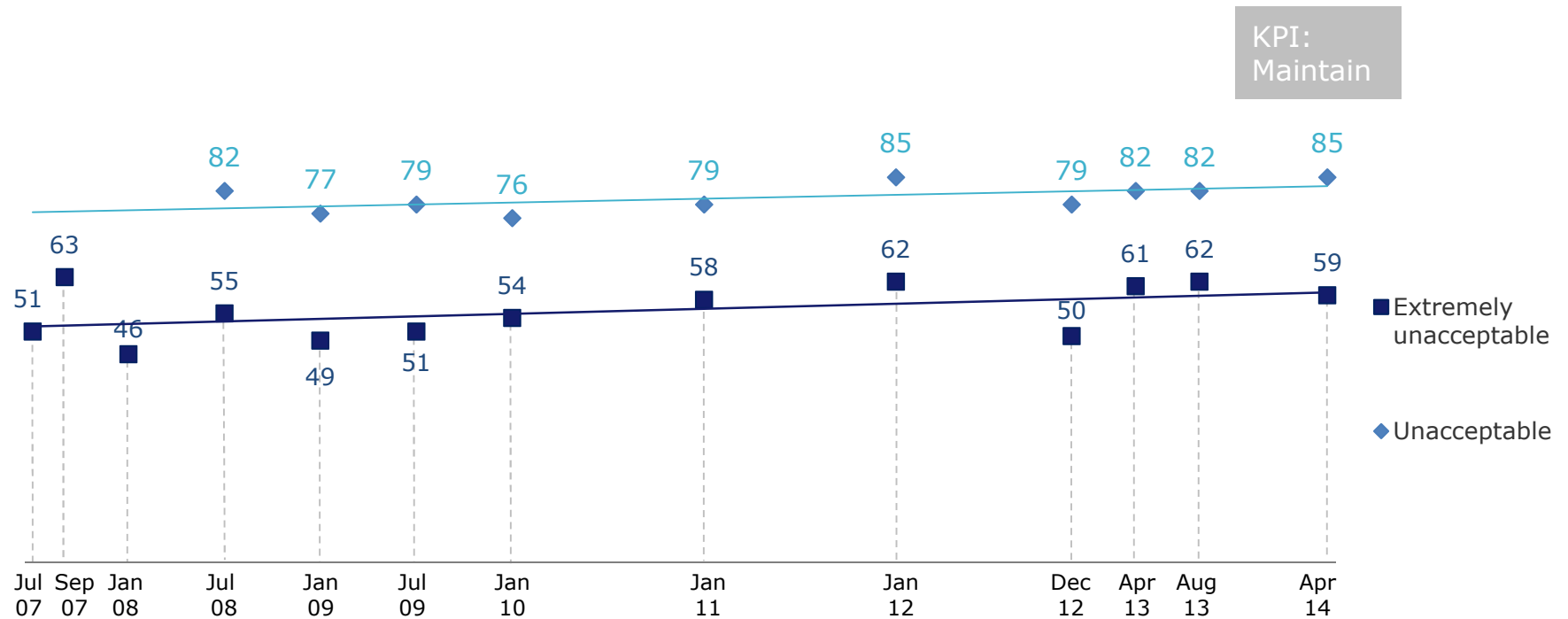
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Driving after two pints continues to be seen as unacceptable

%



Q5: On a scale of 1 to 5, where a score of 1 means you think the behaviour is fairly acceptable and a score of 5 means it is extremely unacceptable, how acceptable do you think it is for people to drive after drinking two pints?
Base: Young male drivers 17-29



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Drivers continue to be more likely to think you can be over the limit after two drinks than you can be a drink driver after only a couple

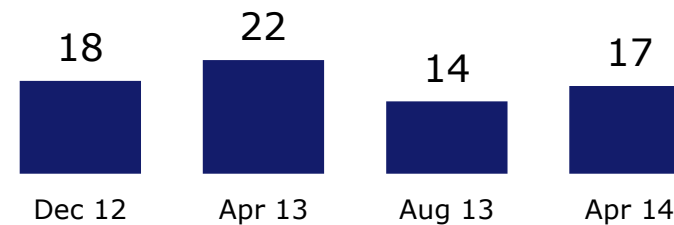
'You can be over the limit after two drinks'

% disagree



'You can be a drink driver even after only a couple of drinks'

% disagree



Q4e/4d: How much do you agree or disagree with the following statement? "You can be a drink driver even after only a couple of drinks" / "You can be over the limit after two drinks"
Base: Young male drivers who drink alcohol 17-29



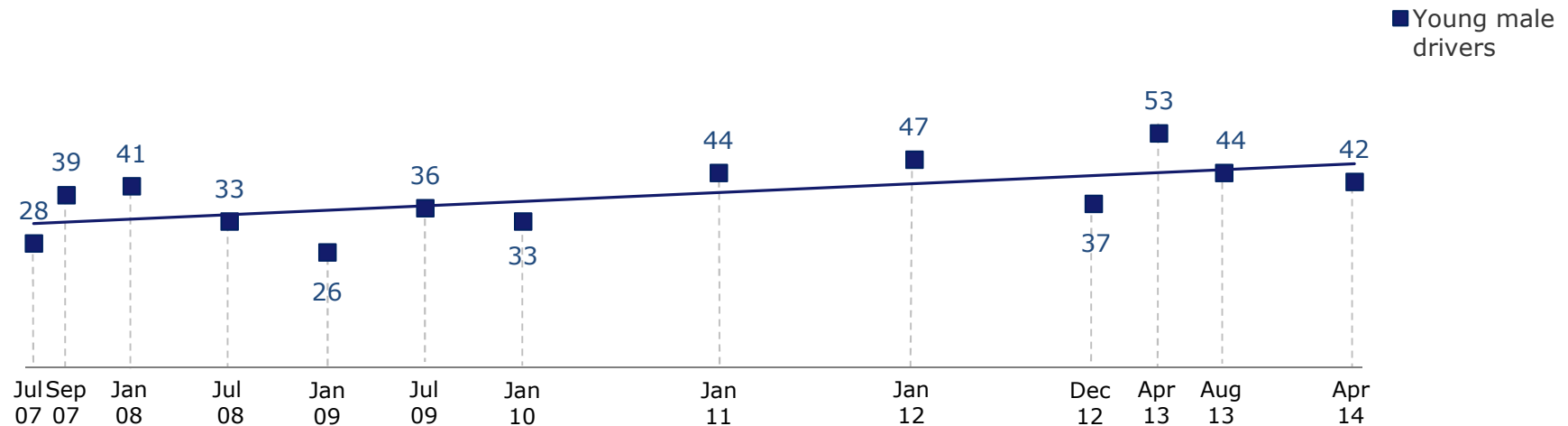
6

Consequences of drink driving



Agreement that you would be likely to get caught by police if you were to drink and drive has stabilised over recent years

% strongly agree



Q4a: How much do you agree or disagree with the following statement?
Base: Young male drivers 17-29 who drink alcohol



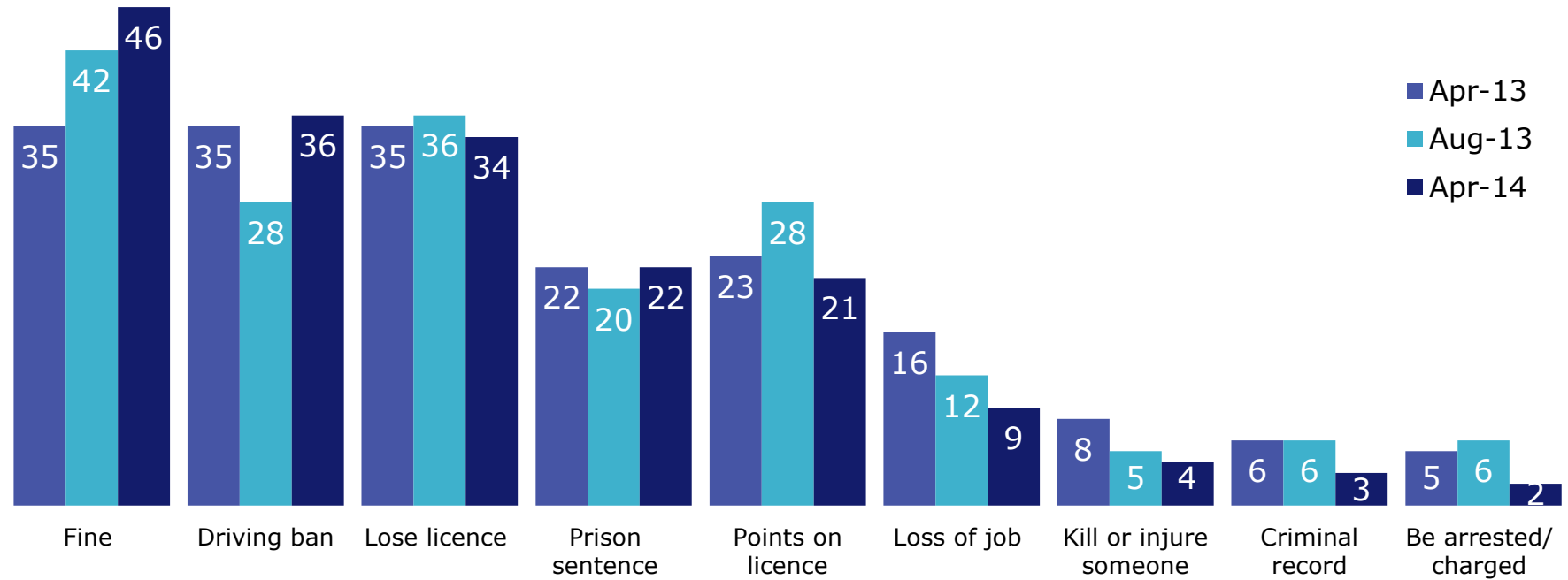
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Increase in spontaneous mention of fines

%



Q6: What do you think the likely consequences of getting caught drink driving are? (spontaneous)
Base: Young male drivers 17-29



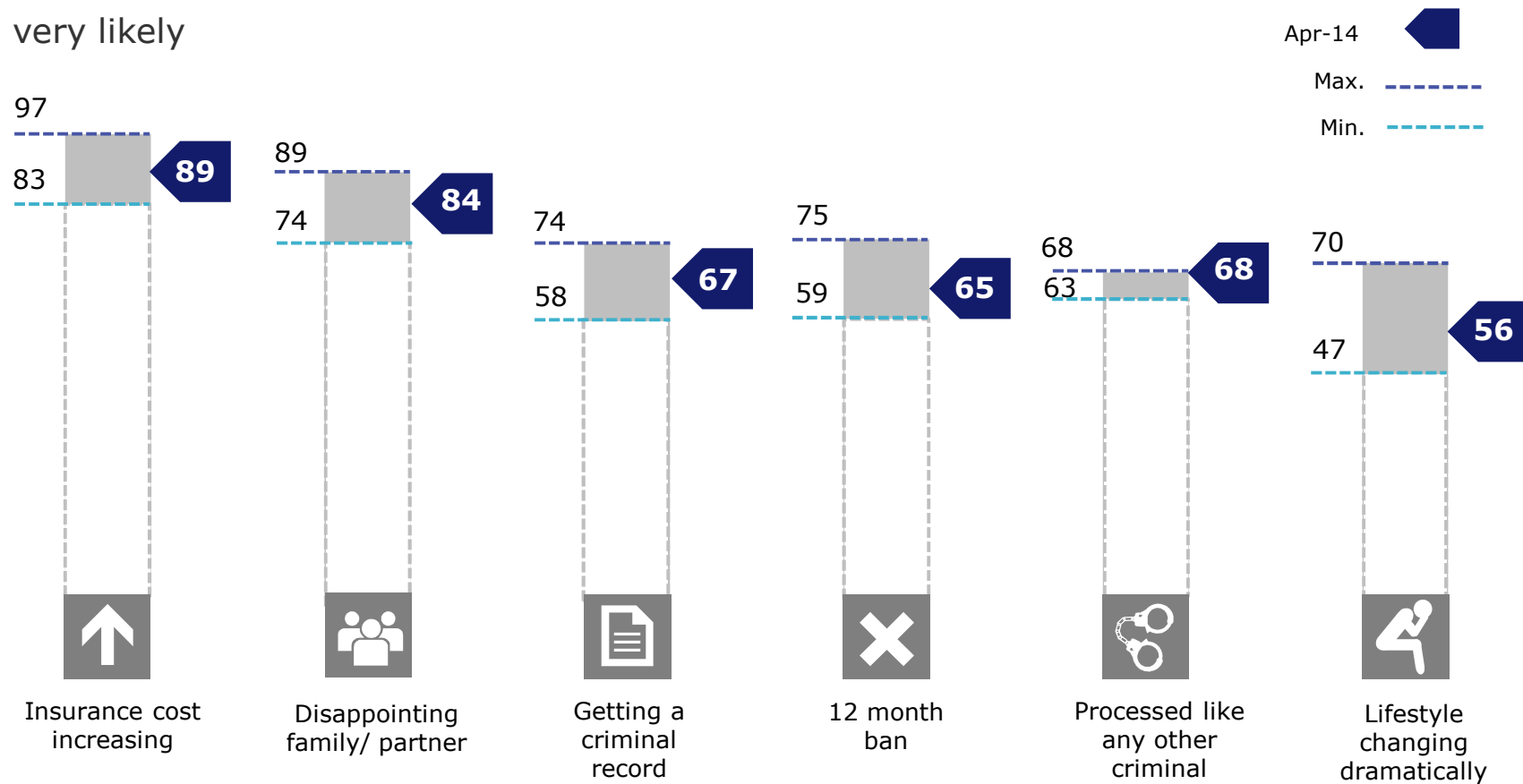
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On prompting, campaign messages seen as likely consequences of drink driving

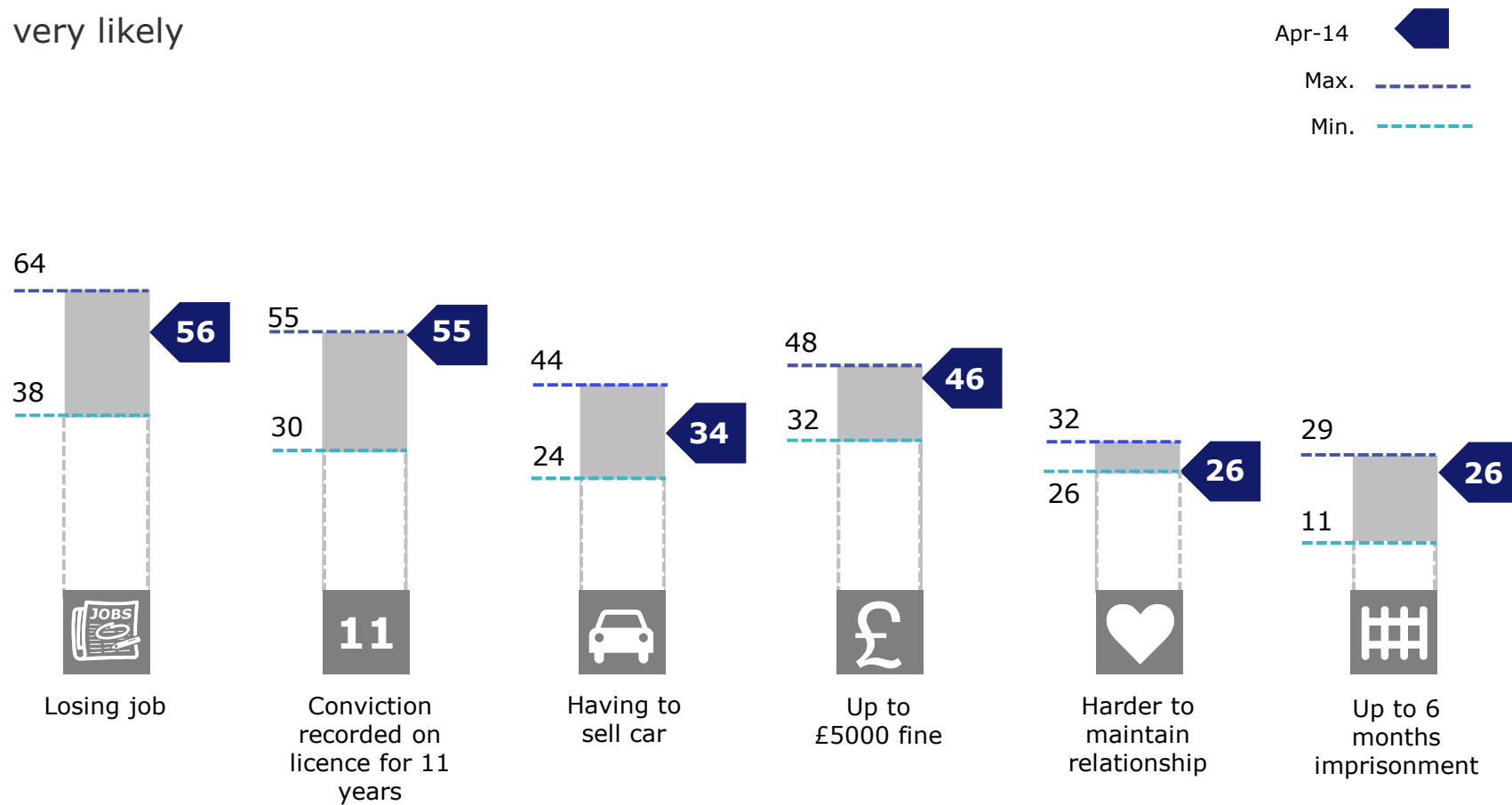
% very likely



Q7: If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?
Base: Young male drivers 18-29 who drink alcohol

On prompting, campaign messages seen as likely consequences of drink driving

% very likely

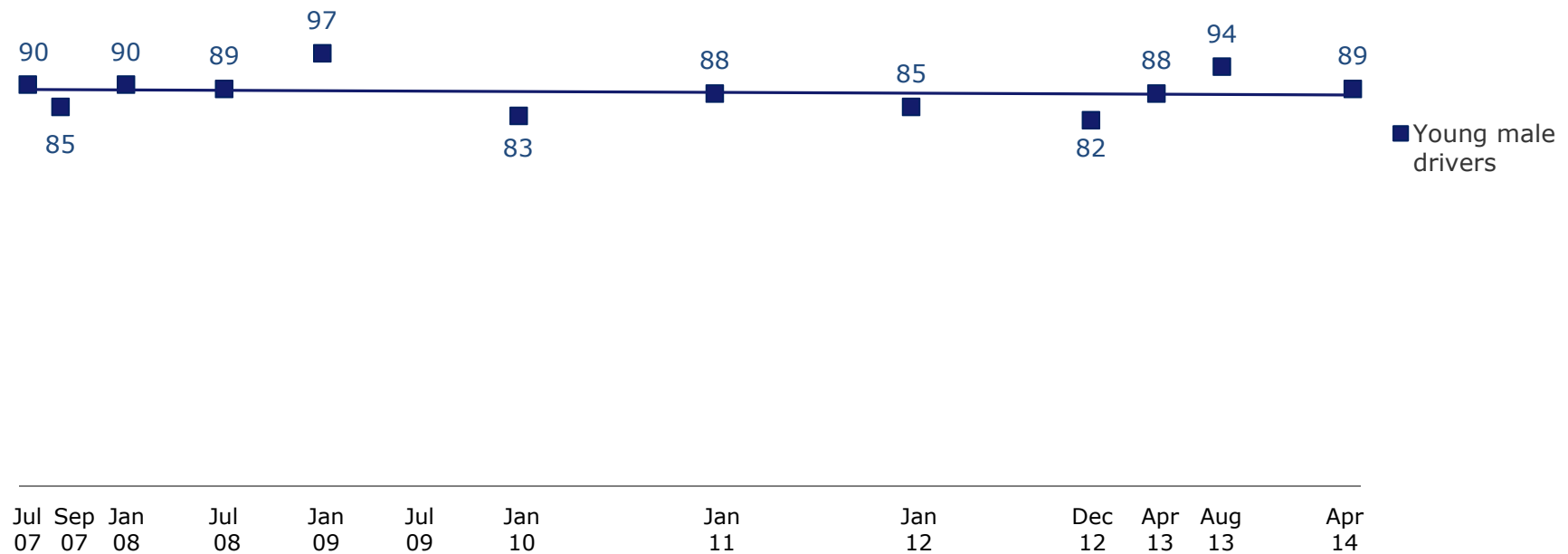


Q7: If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?
Base: Young male drivers 18-29 who drink alcohol

Steady level of those thinking that if caught drink driving insurance cost would increase



% very likely



Q7f: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol



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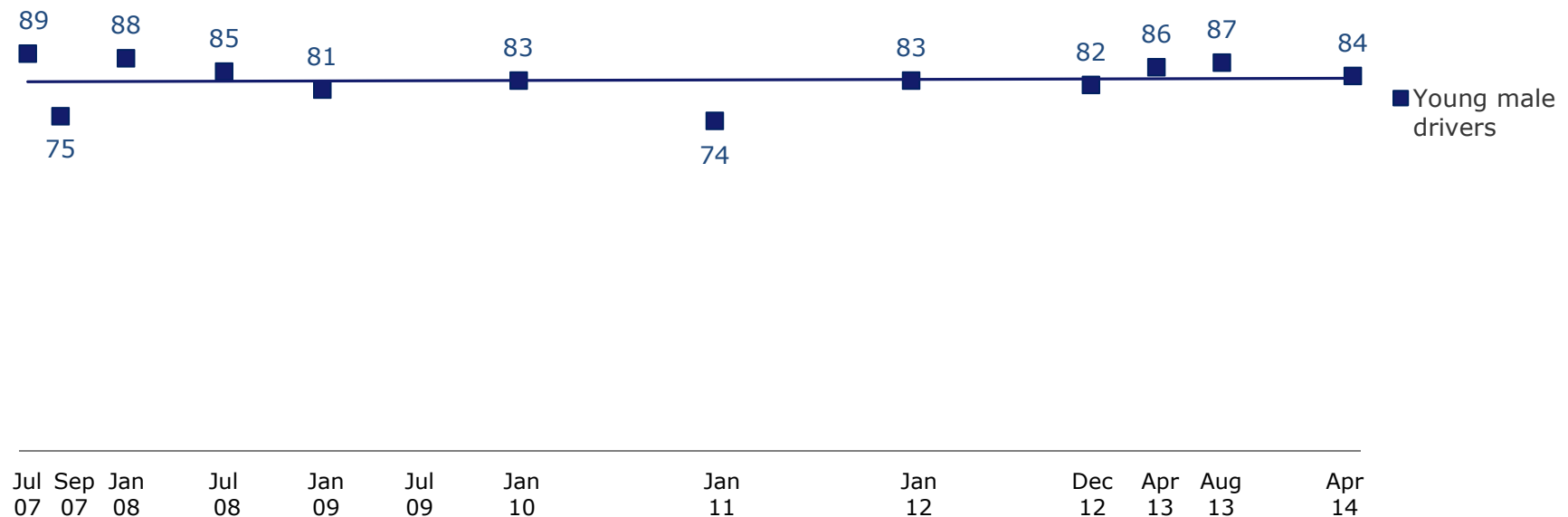
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Proportion thinking that if caught drink driving your family/partner would be disappointed stable



% very likely



Q7h: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol



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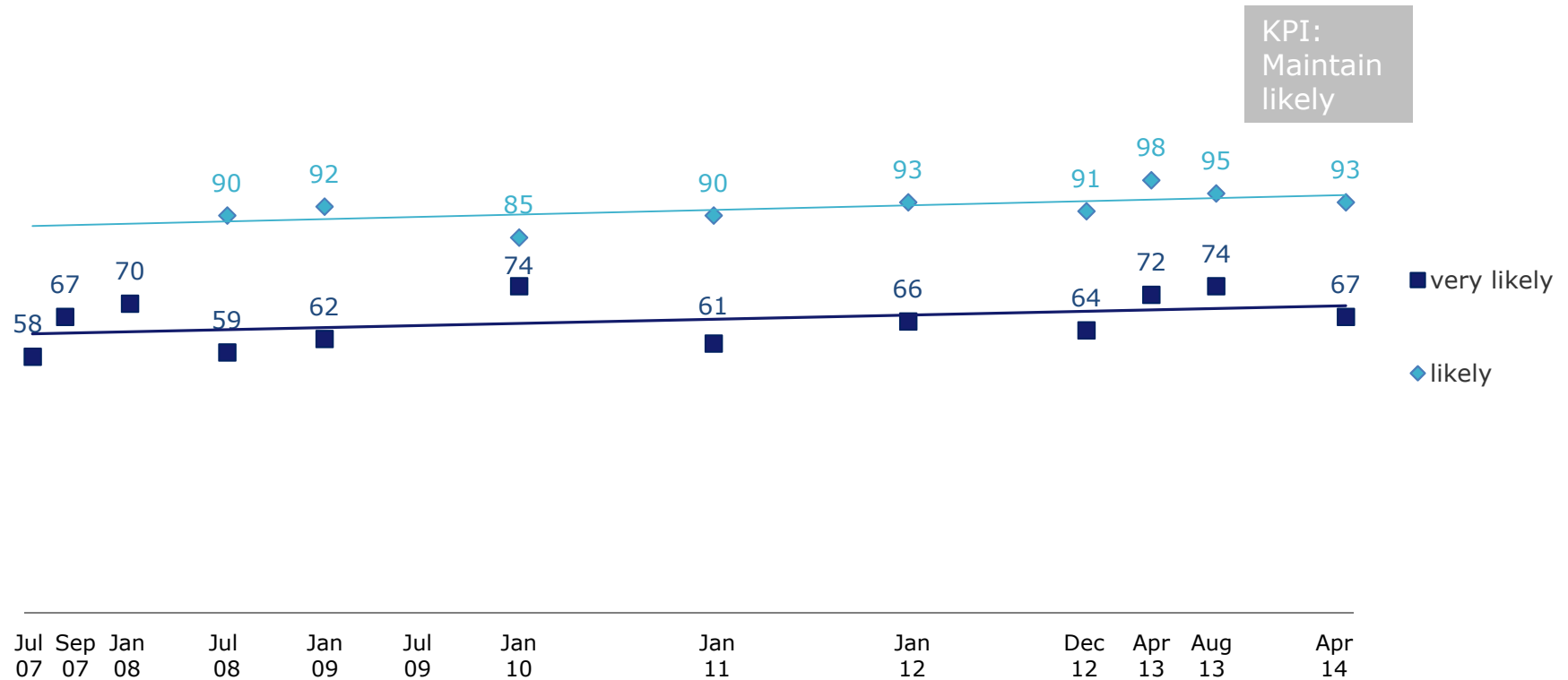
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Stabilisation in those believing they would get a criminal record



%



Q7d: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol



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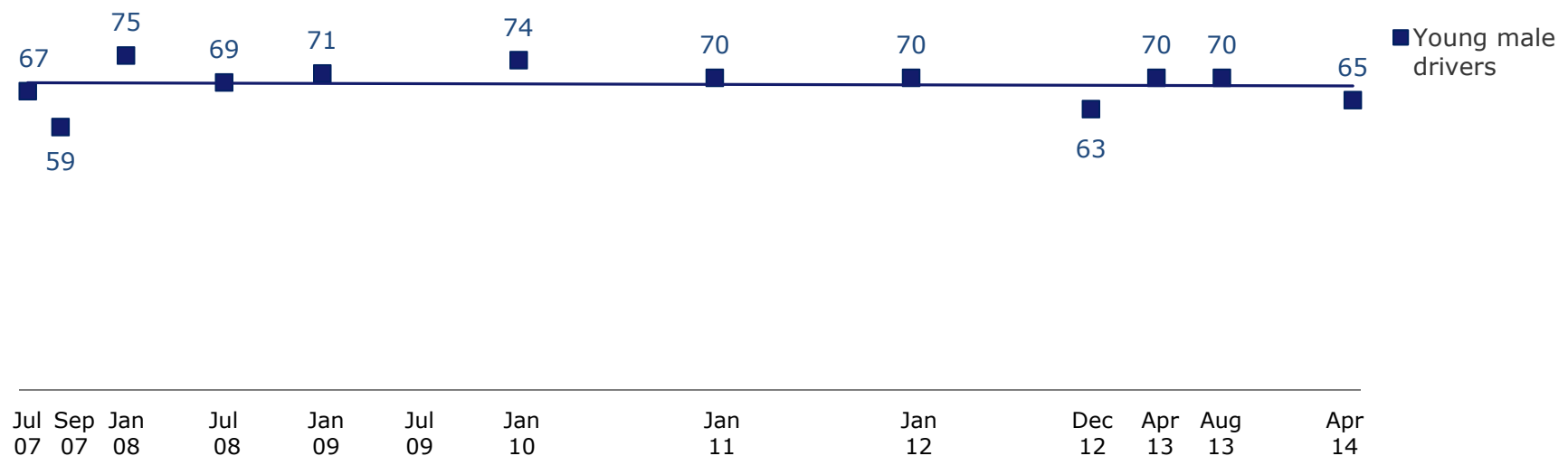
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Proportion thinking that if caught drink driving you would get a twelve month driving ban has remained stable



% very likely



Q7b: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol



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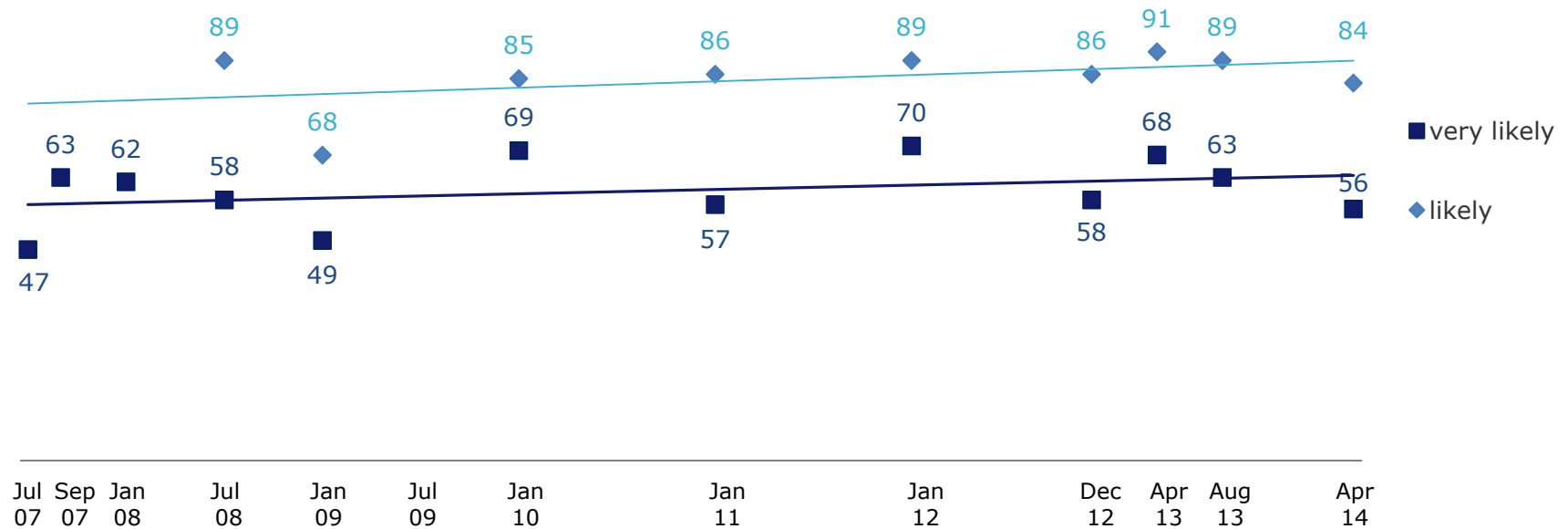


Proportion thinking that your lifestyle would change dramatically fluctuates over time



%

KPI:
Maintain
likely



Q7i: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol



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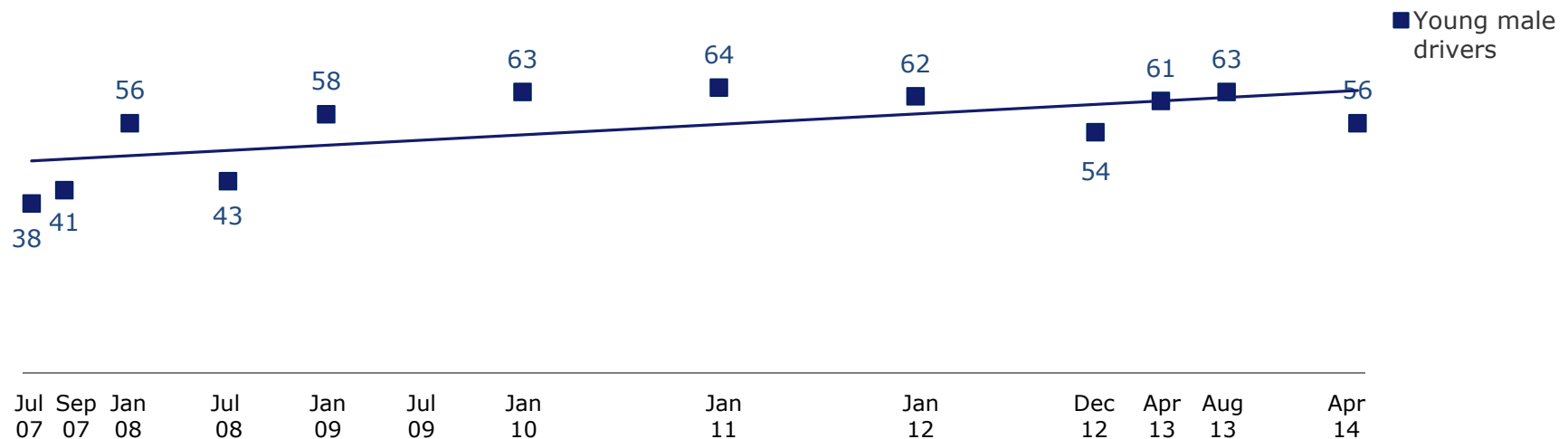
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Proportion thinking that it would be harder to get a job or keep your job has increased over time



% very likely

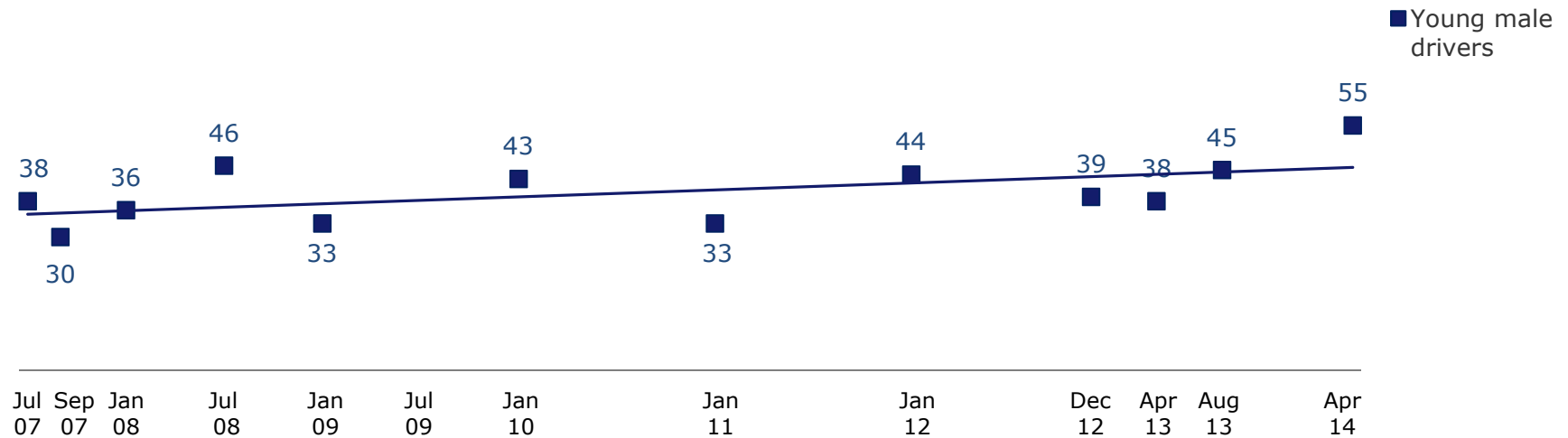


Q7e: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol

Proportion thinking that conviction would be recorded on your licence for 11 years has increased

11

% very likely



Q7j: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol



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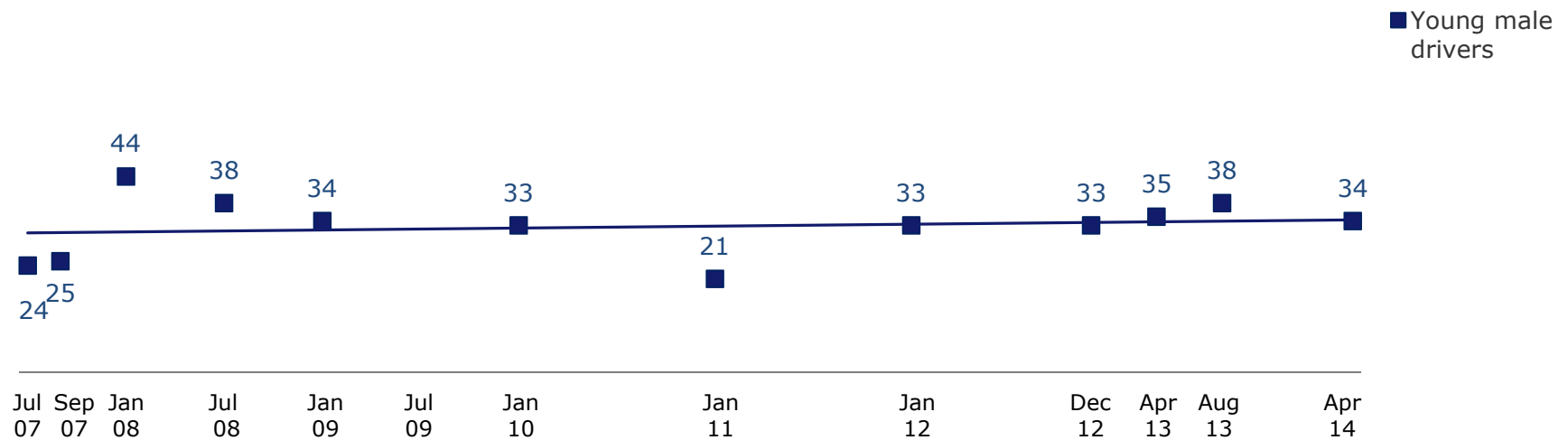
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Proportion thinking that you would have to sell your car has remained stable



% very likely

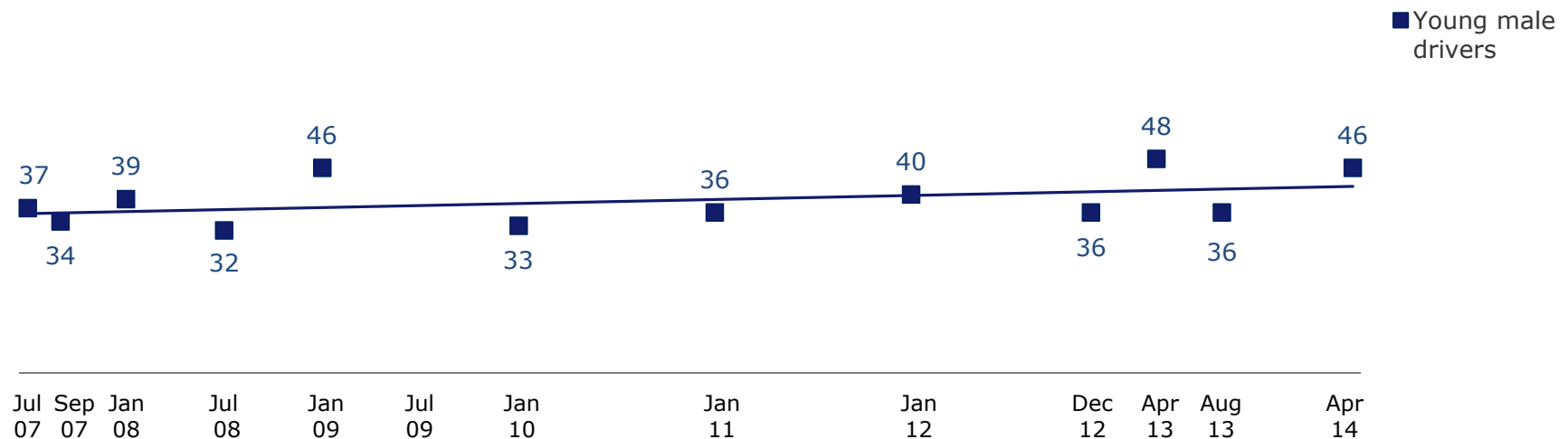


Q7g: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol

Proportion thinking that if caught drink driving you would get up to £5000 fine has slowly increased



% very likely



Q7a: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol



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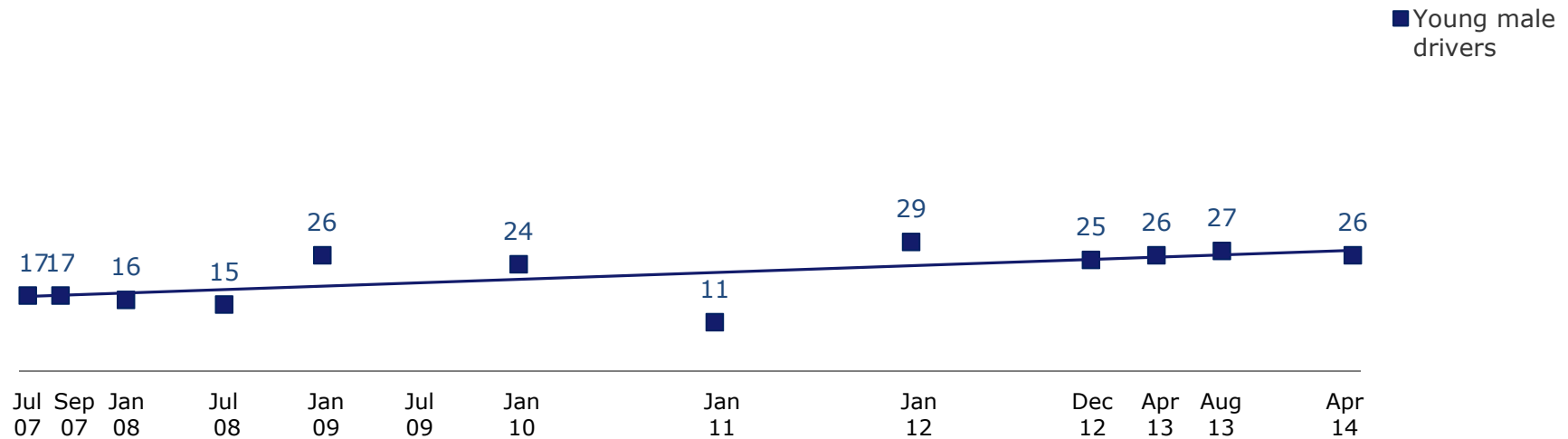
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Proportion thinking that you would get up to 6 months imprisonment has increased over time



% very likely



Q7c: What do you think the likely consequences of getting caught drink driving are?
Base: Young male drivers 18-29 who drink alcohol

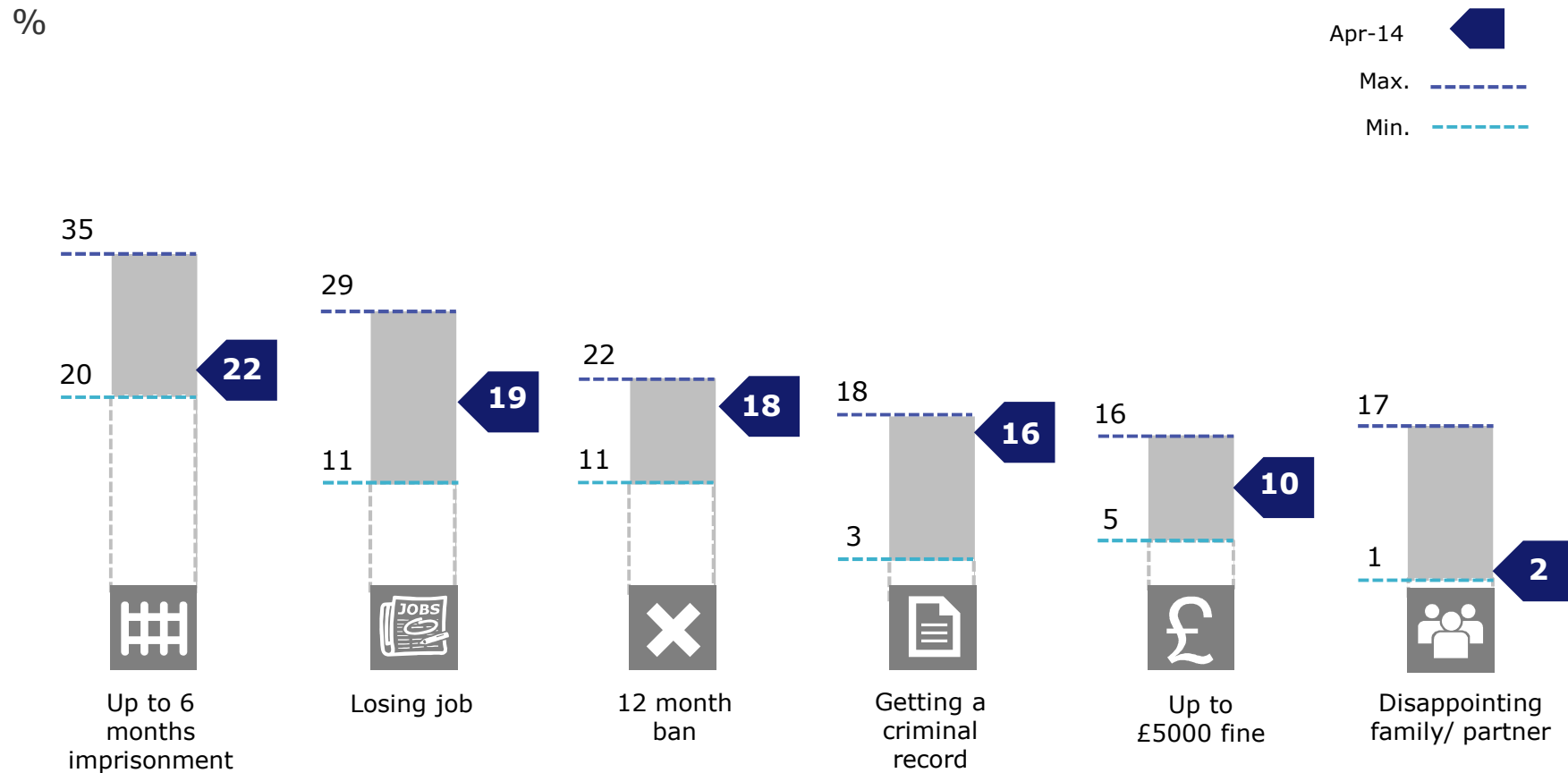


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Despite thinking it is the least likely consequence, young male drivers remain most likely to worry about 6 months in prison

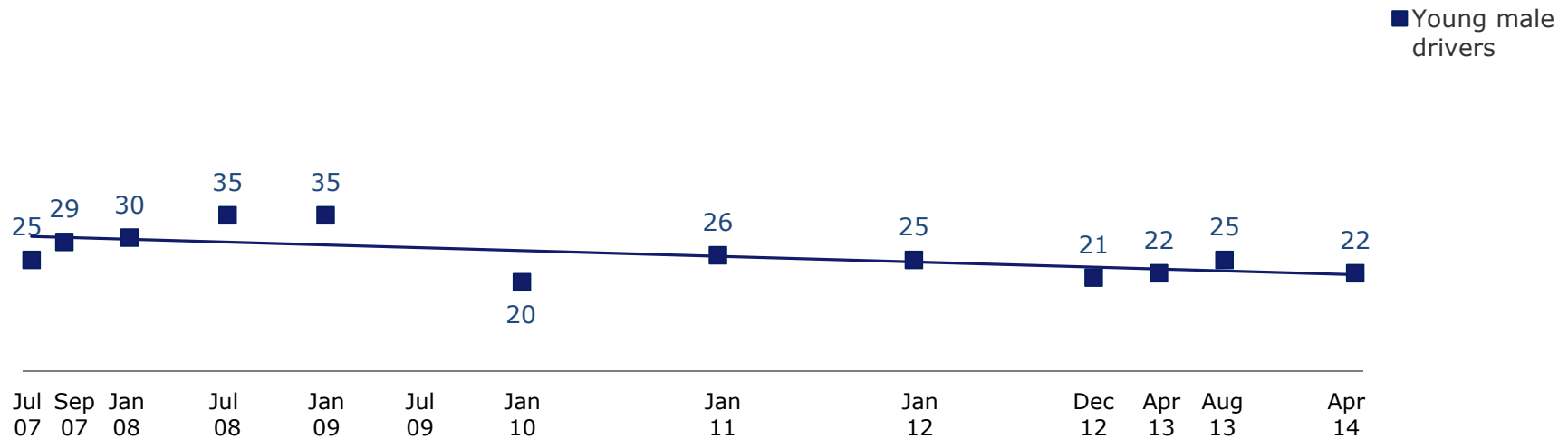


Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol

Although still the most worried about consequence, worry about getting 6 months imprisonment has decreased



% Up to 6 months imprisonment



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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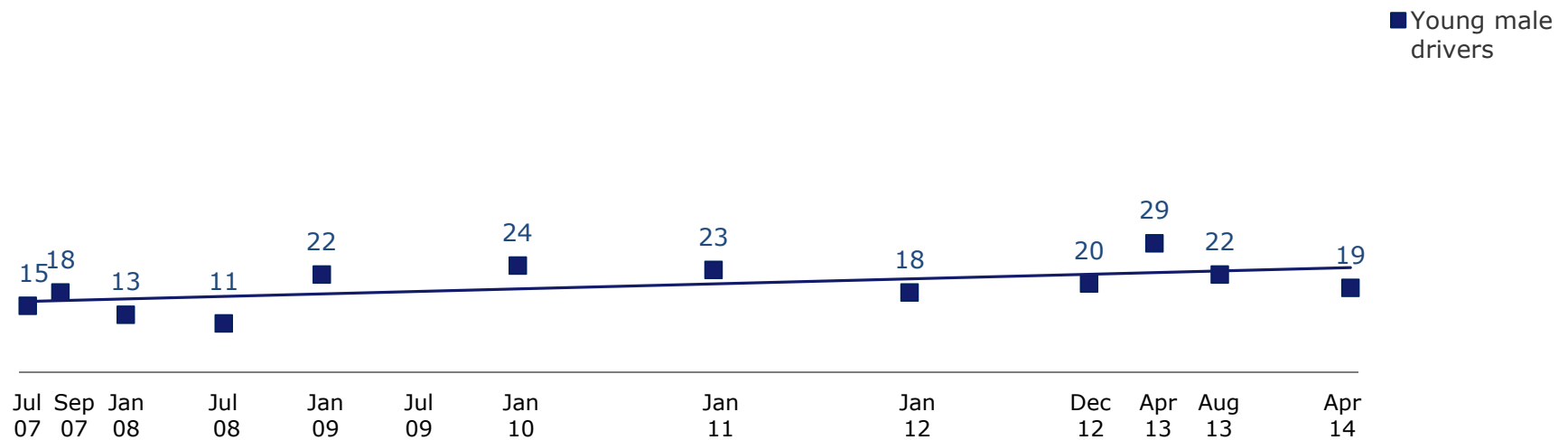
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Worry about losing job reflects broader economic climate



% Losing job



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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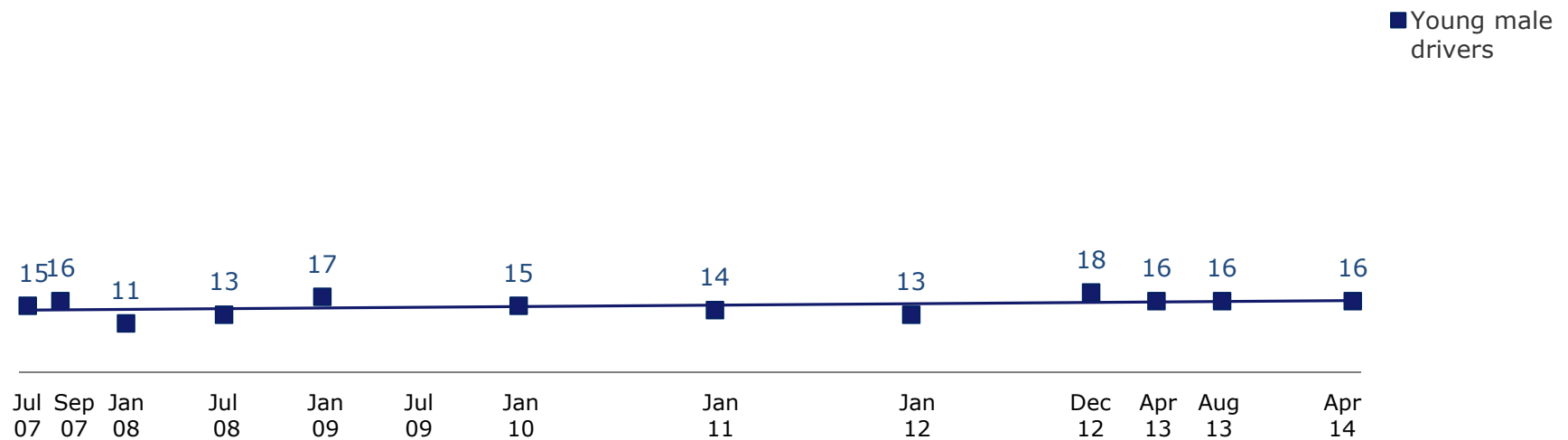
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Worry about getting a criminal record has remained largely unchanged over the last year



% Getting a criminal record



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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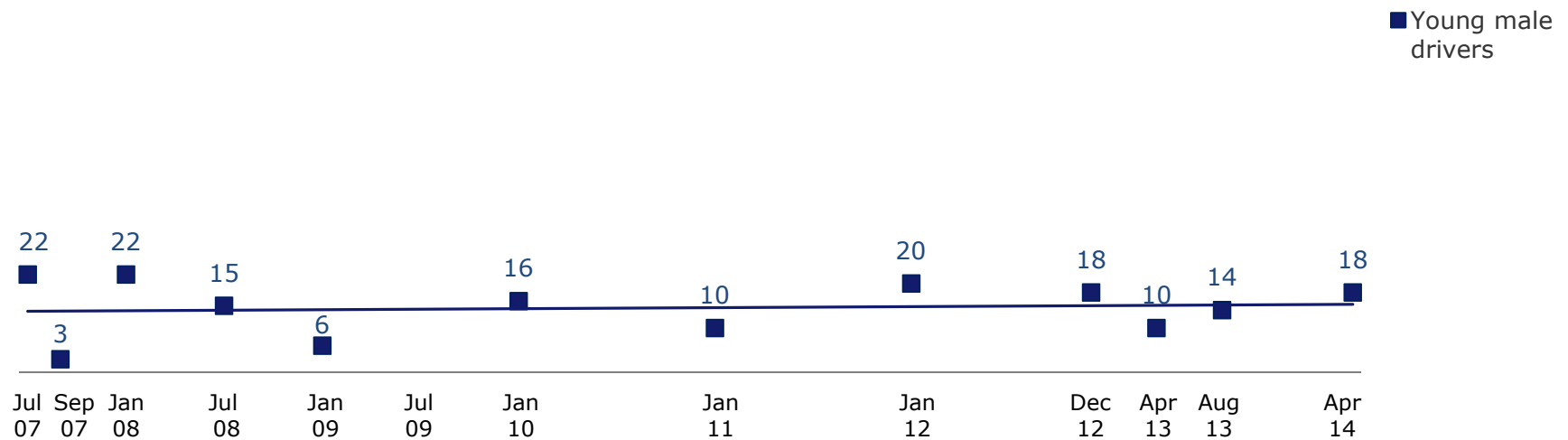
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Worrying about a 12 month driving ban remained quite stable



% 12 month ban



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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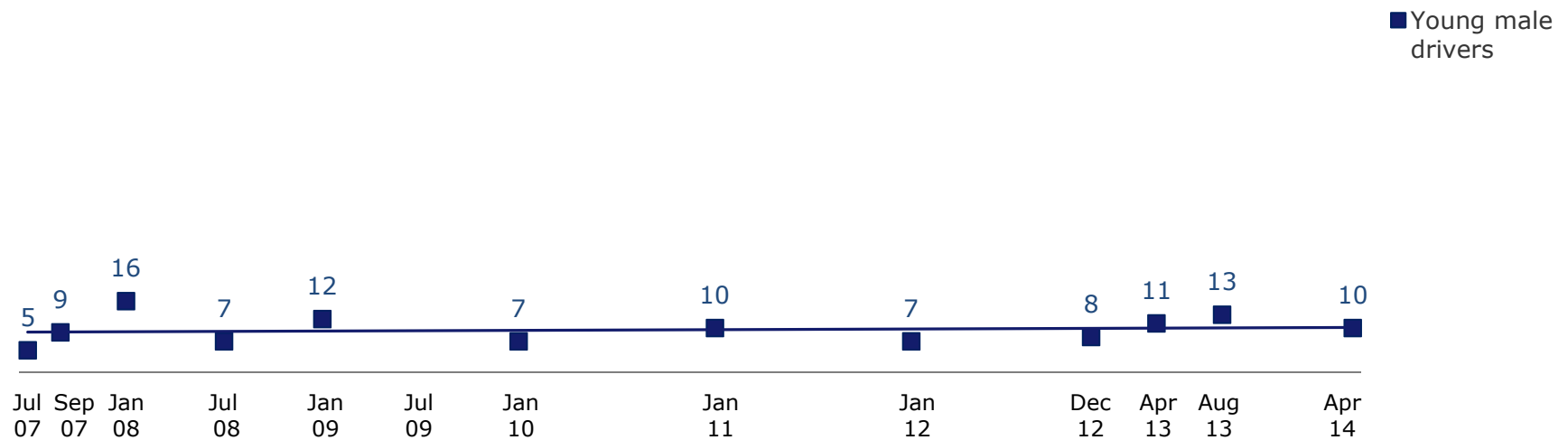
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Worry about getting a £5000 fine has remained stable



% Up to £5000 fine



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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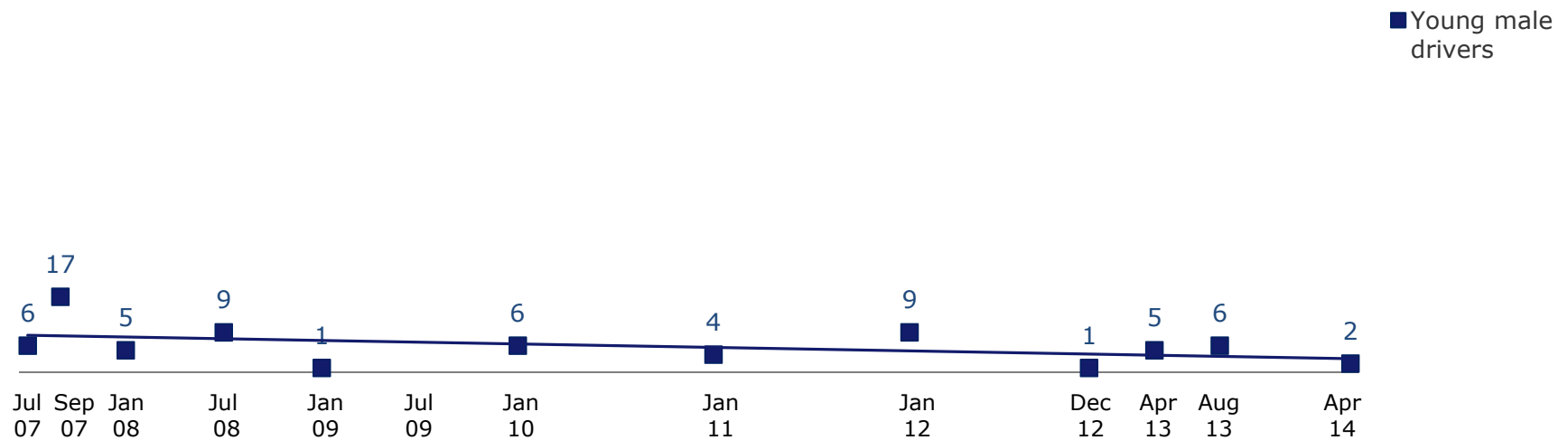
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Worry about disappointing family/partner has fallen



% Disappointing family/ partner



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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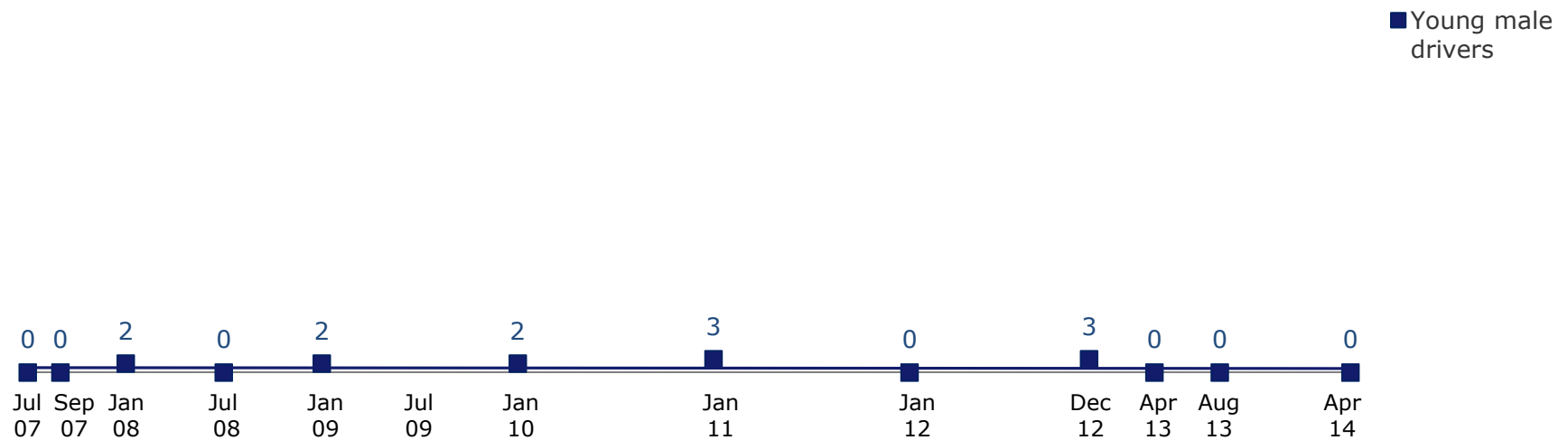
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Worry about injuring someone is very low



% Injuring someone



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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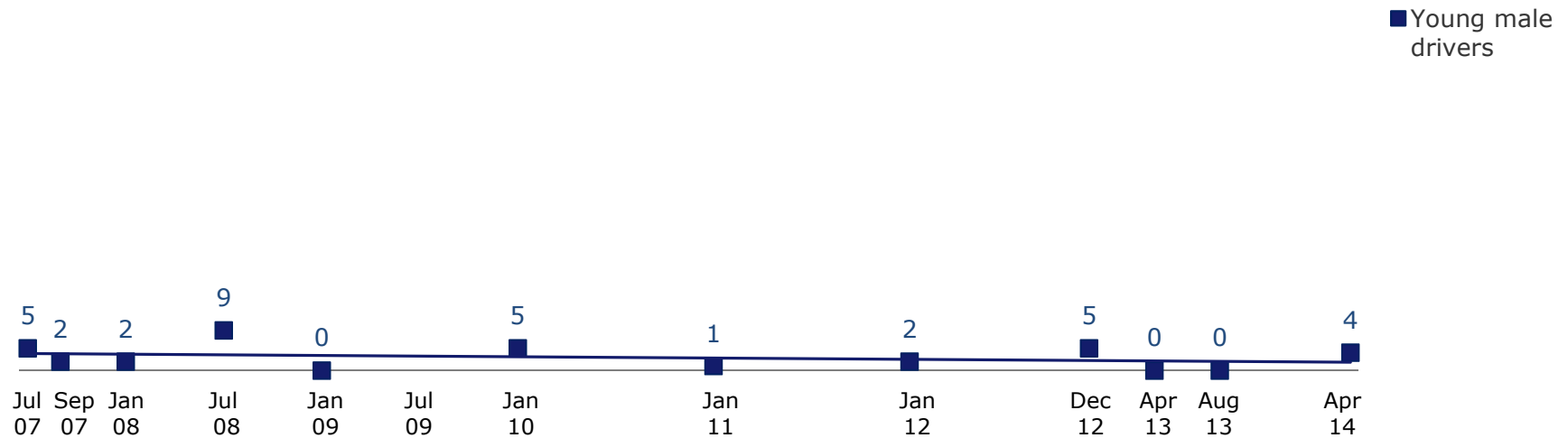
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A slight increase in those who worry about their lifestyle changing dramatically



% Lifestyle changing dramatically



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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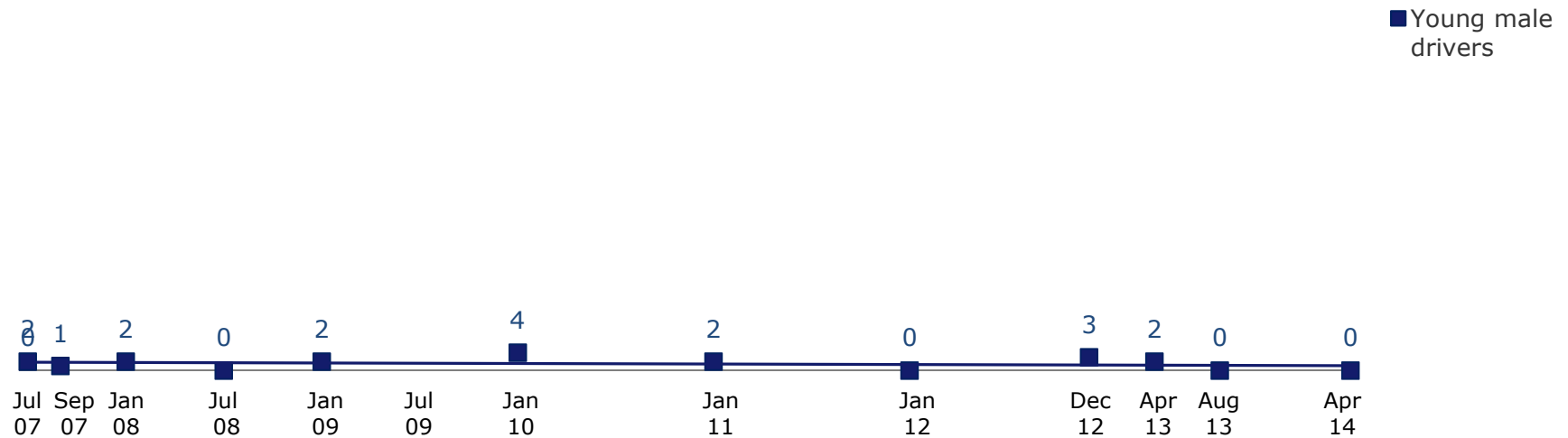
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Worry about a conviction being recorded on licence for 11 years is equally low

11

% Conviction recorded on licence for 11 years



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



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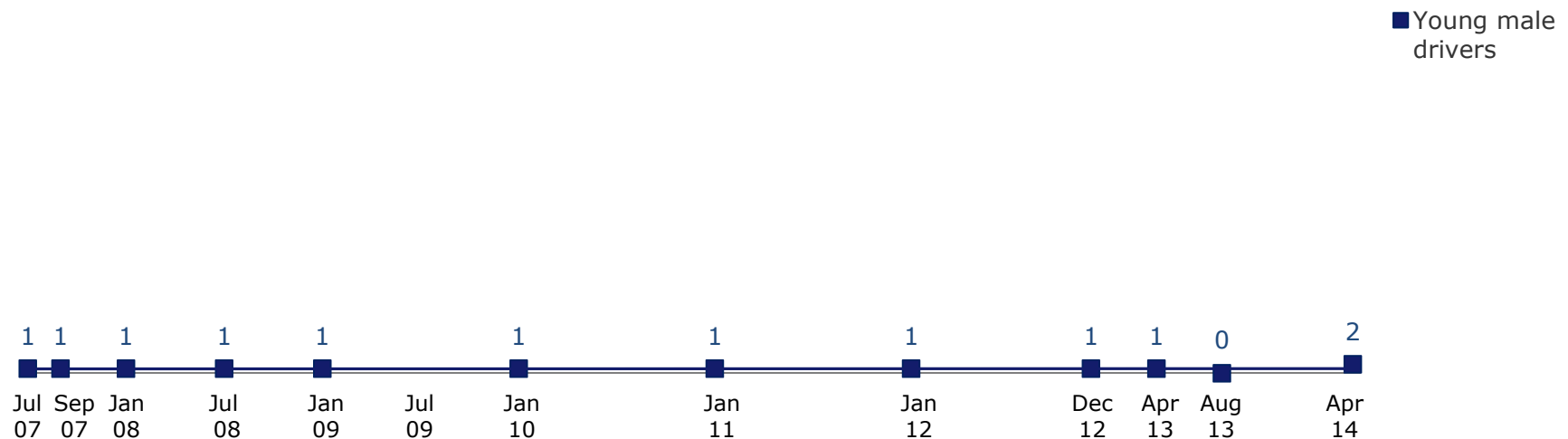
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Having to sell car remains of much lower concern than other events which could happen to you



% Having to sell car



Q8: And which of the following would you be most likely to worry about happening?
Base: Young male drivers 18-29 who drink alcohol



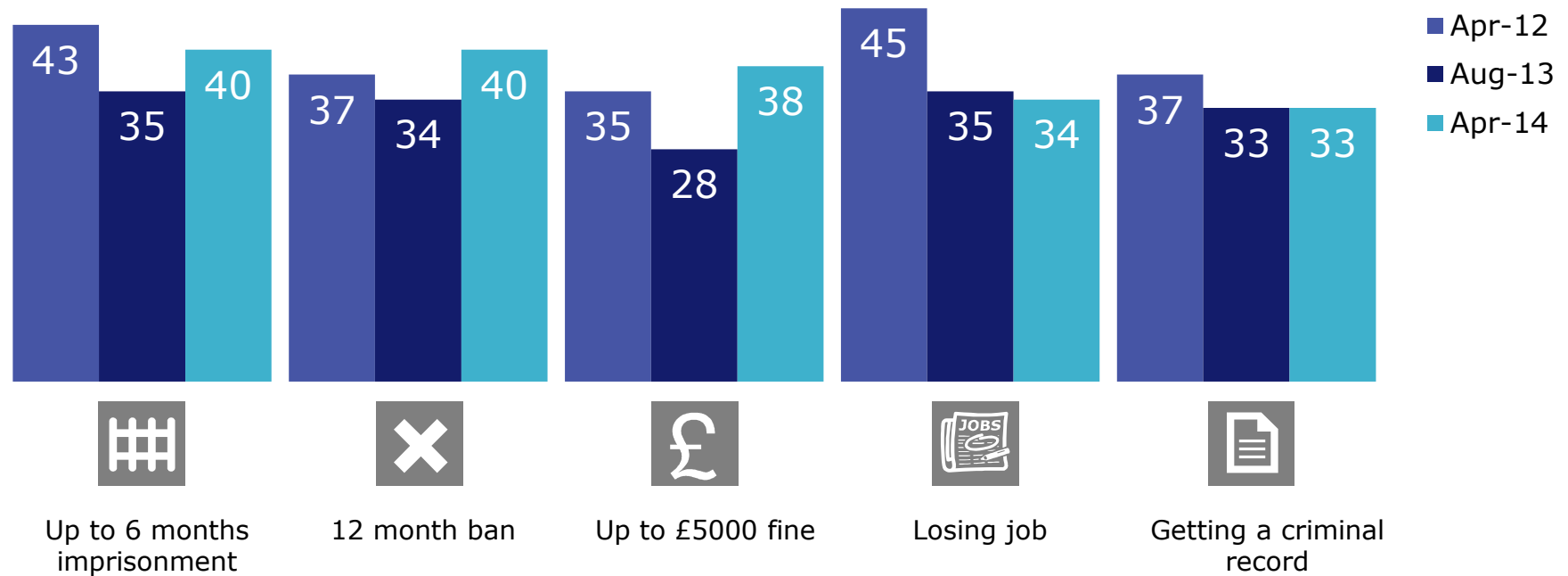
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Imprisonment and bans remain the main deterrents

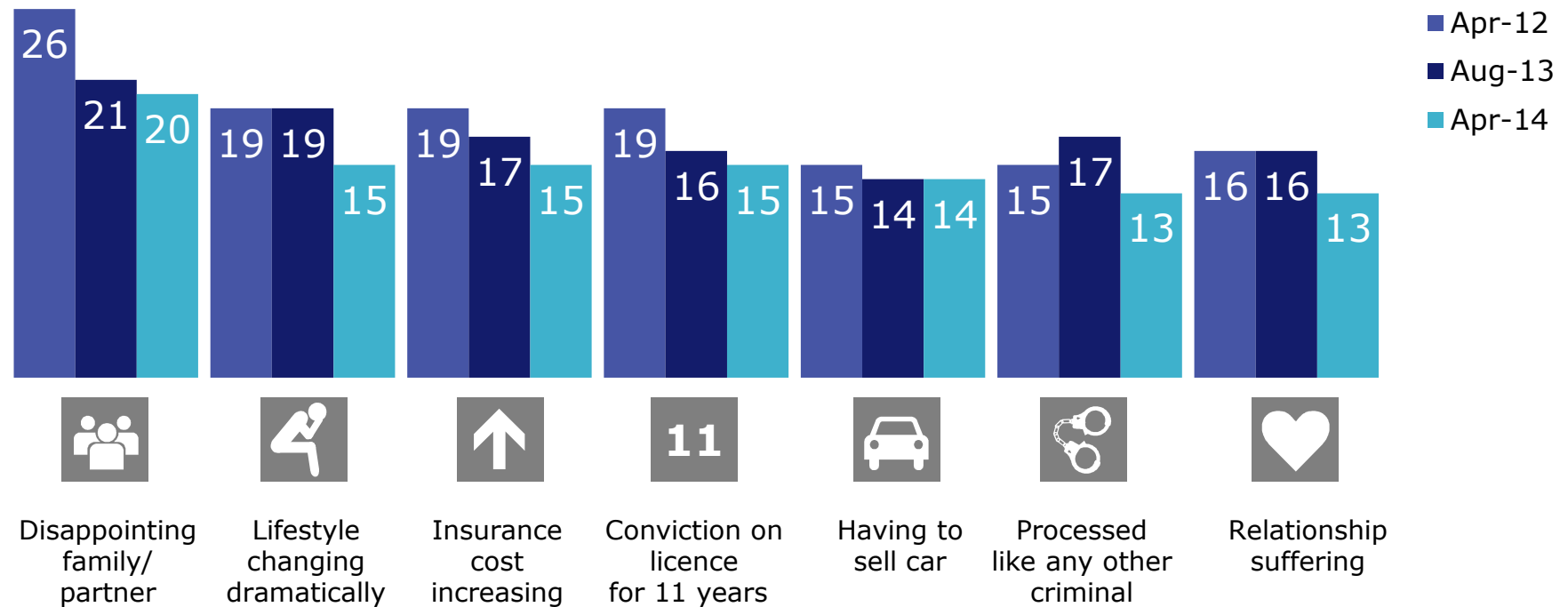
%



Q8b: When deciding whether to have another drink before driving which, if any, of the following would make you decide against this?
Base: Young male drivers 18-29 who drink alcohol

While the more personal consequences are less of a deterrent

%



Q8b: When deciding whether to have another drink before driving which, if any, of the following would make you decide against this?
Base: Young male drivers 18-29 who drink alcohol

7

Insight and Recommendations



Insight and recommendations



Research insights

Campaign has performed well overall given lower spend – little evidence of negative effect on attitudes or behaviours

Ad recognition compares well to previous campaign bursts and TNS norms

Some evidence that the more personal consequences e.g. disappointing family, lifestyle changing are starting to wane



Recommendations

Possible to continue drink driving activity at lower spend levels, but there may be implications the further we go without a high spend/ TV-led campaign. KSIs should be monitored.

Look at ways to reintegrate these consequences into campaign messaging



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Base sizes

Base	Young male drivers aged 17-29	Young male drivers 17-29 who drink alcohol and 17 year old motorists	All young male drivers aged 18-29 who drink alcohol
Jul-07	122	93	
Sep-07	78	64	
Jan-08	96	89	
Jul-08	95	81	
Jan-09	91	72	
Jul-09	116	93	
Jan-10	79	62	
Jan-11	91	68	89
Jan-12	81	72	79
Dec-12	207	165	203
Apr-13	191	142	191
Aug-13	242	192	187
Apr-14	193	168	166

