



100 DAYS OF SUMMER HEAT *and* the BOOZE IT & LOSE IT MEDIA CAMPAIGN: A Survey of Tennesseans

Introduction

The *100 Days of Summer Heat* and the *Booze It & Lose It* media campaigns are sponsored by The Governor’s Highway Safety Office (GHSO) through a federally funded program with the National Highway Safety Transportation Administration (NHSTA). One of their goals is to develop and implement media campaigns coupled with enforcement measures that target unsafe behavior, such as driving after drinking alcohol and not wearing safety belts nor using child restraint devices. Warning Tennesseans of the dangers and consequences of these behaviors with the ultimate goal of mitigating crashes and fatalities by modifying perceptions and ultimately behavior is high on the priority list of GHSO. To help measure the effectiveness of these campaigns, the University of Tennessee Center for Transportation Research conducts telephone surveys across the state of Tennessee on behalf of the GHSO.

100 Days of Summer Heat *and* Booze It & Lose It

The *100 Days of Summer Heat* media campaign ran from June 20th through September 7th, 2008. The data collection time frame used to evaluate awareness and exposure to this campaign was June 1st through September 29th, 2008. The *Booze It & Lose It* media campaign, which ran within the *100 Days of Summer Heat* from August 13th through September 1st, 2008, is also evaluated in this report. Data collection has been categorized into three phases—pre, during and post campaign.

Overall, 77% of those interviewed responded that they had seen or heard an anti-drinking and driving message during the three month data collection period. A breakdown by phase shows very little difference among the three phases. See *Figure 1*

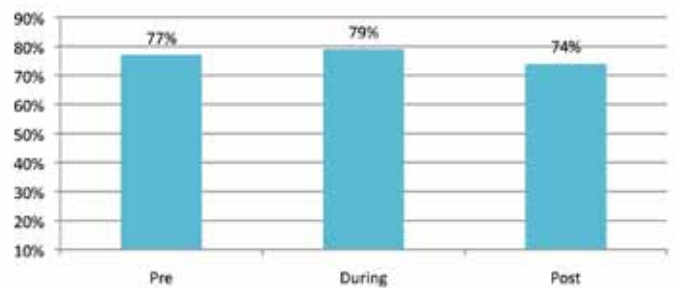


Fig 1: Have you seen any messages discouraging driving after drinking?

When respondents were asked if they could recall an anti-drinking and driving message, 27% said “yes”. Out of these respondents, 36% could name (unaided) *Booze It & Lose It*. For the pre, during and post campaign phase, these numbers stay fairly consistent. When asked if they recognized (aided) any alcohol messages, the number jumped to nearly 70%. Figure 2 compares the aided and unaided responses by campaign phase.

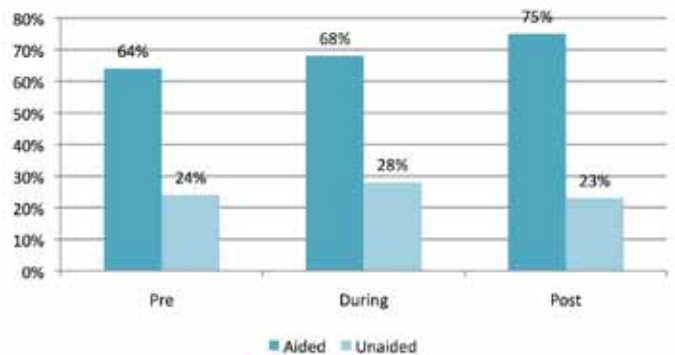


Fig 2: Recall/Recognition of Booze It & Lose It

Of those who had seen an anti-drinking and driving message, 67% indicated the amount of messages was about the same as

usual and 21% indicated they thought the amount of messages were more than usual.

Exposure was also evaluated based on the respondent’s age. Respondents were grouped into six age categories. All age groups were found to have similar rates of exposure to having seen or heard an anti-drinking and driving message. The age group’s exposure ranged from 71% for the 16-25 year olds to 80% in the 45-55 year olds. While exposure was relatively consistent across all groups, the sample size for the age groups varied. The 16-25 and 26-35 age categories combined comprised roughly 20% of those interviewed while the 46-55 and 56-65 year old categories combined comprised 45% of our sample. The other age categories fell between 17% - 19% of the total sample.

Alcohol usage

Nearly 55% of those surveyed indicated they had not drunk alcohol in the past 12 months. Of the 45% who indicated that they did drink alcoholic beverages, less than 20% did so with any reported regularity. However, 22% of those who drank with any regularity indicated they had driven within two hours of drinking alcoholic beverages. When asked how many times they had driven within two hours over 40% said they had done so on at least three occasions. Interestingly, 50% said they had deliberately avoided driving after drinking. Those who said they had drunk alcoholic beverages in the past 12 months were read a list of reasons why they might deliberately avoid driving a motor vehicle after drinking. They ranked them as “very important”, “somewhat important”, “not very important” or “not at all important”. See Table 1.

	Very Important	Somewhat Important	Not Very Important	Not at All Important	N
Avoid injury to self	92%	6%	1%	1%	1246
Avoid injury to others	97%	2%	<1%	<1%	1247
Avoid being stopped	81%	12%	2%	4%	1240
Set good example	70%	18%	6%	5%	1245
Others disapprove	44%	24%	13%	1%	1230
It is wrong	65%	21%	7%	5%	1233

Table 1: Reasons to avoid driving after drinking

Only 24% of those surveyed indicated they had seen a sobriety checkpoint. When asked if sobriety checkpoints should be used “more frequently”, “about the same” or “less frequently”, nearly 70% of all respondents thought they should be used “more frequently”. Effectiveness of laws were viewed either “very effective” or “somewhat effective” by nearly 60% of the respondents. Enforcement of drinking and driving laws were believed to be “very strictly” or “somewhat strictly” enforced by 75% of the respondents.

Click It or Ticket

Nearly 70% of all respondents said they had seen or heard a seatbelt message. Figure 3 shows a steady decline from the “pre” to the “post” phase. However, since the main *Click It or Ticket* campaign occurred in mid May through early June, the reported exposure to messages would naturally decline during *100 Days of Summer Heat* and the *Booze It & Lose It* data collection time frame which did not start until late June.

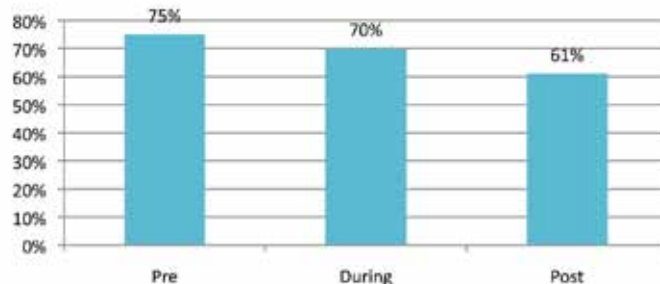


Fig 3: Have you seen or heard any messages that encourage people to wear their seatbelts?

When data from the entire data collection period are considered 83% of the respondents reported recognizing (aided) *Click It or Ticket* slogan. The portion who recognized it during the “pre” timeframe was 79%, the “during” portion increased slightly to 86% and for the “post” period this number held fairly steady at 84%.

Recall or (unaided) numbers were much lower. This is to be expected because it requires the respondent to remember and name a specific slogan without prompting by the interviewer. This pattern has been consistent in each of the previous surveys. Figure 4 provides a comparison of recall and recognition for the pre, during and post campaign timeframes. The most notable observation is the high value (54%) for recall during the campaign. Seventeen percent recalled *Click It or Ticket* in the “pre” period, and only 13% could name this slogan in the “post” timeframe.

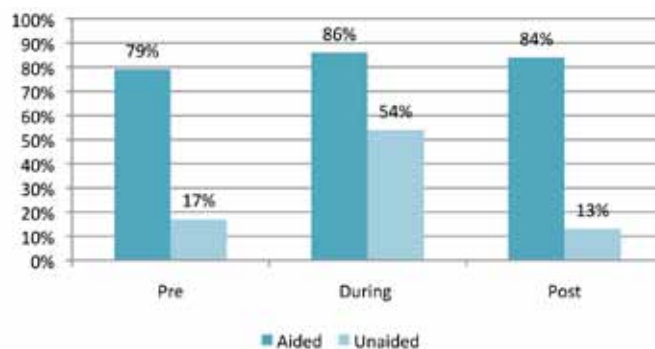


Fig 4: Recall/Recognition of Click It or Ticket

Seatbelt Usage

Respondents were asked how often they wore their seatbelt when driving. Overall 80% of the respondents reported they “always” wear their seatbelt. However, if the categories “always” and “nearly always” are combined, seatbelt usage jumps to 90%. Tennessee’s annual statewide seatbelt study, which observes drivers and passengers at various places across Tennessee, showed the observed seatbelt use was 81%. When asked if their seatbelt use had increased, stayed the same, or decreased in the past 12 months, 85% indicated it had stayed the same. Figure 5 shows seatbelt usage across the age groups and indicates a steady increase by age in those who wear their seatbelt.

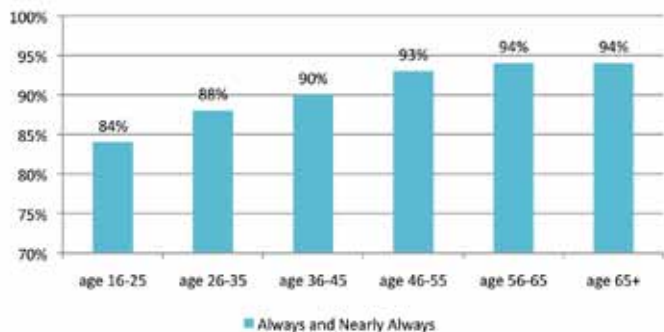


Fig 5: How often do you wear a seatbelt when driving or are a front seat passenger?

Other Safety Issues

When asked what the biggest safety risk is when driving a car, 70% indicated text messaging or emailing. Talking on a cell phone was next, garnering less than 18% of the responses. The remaining responses were distributed among the other choices, which were:

- + changing radio or CD player
- + talking with someone else in the vehicle
- + disciplining kids in the vehicle
- + something else

Respondents were asked if they had seen an Electronic Message Board (EMB) in the past 60 days. Nearly 54% said “yes”. The type message cited by most were traffic conditions at 74% and road construction following closely with 67%.

Demographics

This sample was evenly split among females (51%) and males (49%). The racial makeup of the sample consisted of 82% white and 14% blacks. The remaining four percent encompassed other races. Respondents were asked about the type of area they lived in. Figure 6 shows the distribution.

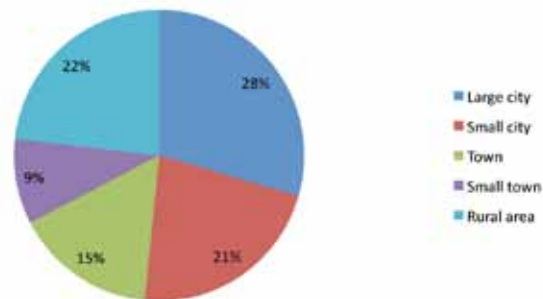


Fig 6: Which of these best describes where you live?

Background

The Center for Transportation Research has conducted data collection regularly since 2004. Initially, the survey was conducted twice a year to correspond with *Booze It & Lose It*, a major emphasis campaign of GHSO, but has since evolved to include evaluation of up to six major campaign initiatives. NHSTA’s guidelines state that campaigns costing more than \$100,000 must have supporting data collection to document exposure to the message.

Methodology

The Human Dimensions Lab at the University of Tennessee administered this telephone survey to 2734 individuals from randomly selected households in Tennessee from June 1st to September 29th 2008. A total of 435 (23 per day) respondents were interviewed in the period defined as “pre campaign” (6/1/08 through 6/19/08), 1764 interviews (24 per day) were completed in the “during” phase, (6/20/08 through 9/7/08), and 535 (24 per day) individuals were interviewed in the “post campaign” phase (9/8/08 through 9/29/08).