



## Awareness of & exposure to VARIOUS MEDIA CAMPAIGNS IN TENNESSEE

*Survey results for 2009-2010*

The Governor's Highway Safety Office (GHSO), through a federally funded program with the National Highway Safety Transportation Administration (NHSTA), develops and implements media campaigns that target unsafe behavior on the road to warn Tennesseans of the dangers and consequences of such behavior. GHSO's goal is to mitigate crashes and fatalities by modifying perceptions and ultimately behavior. To help measure the effectiveness of these campaigns, The University of Tennessee Center for Transportation Research conducted a year-long telephone survey on behalf of the GHSO between November 2009 and September 2010.

The campaigns were *Booze It and Lose It*, which is evaluated twice in the grant year; *Click It or Ticket*, and *100 Days of Summer Heat*. These surveys have been conducted regularly since 2004.

Initially, the survey was conducted twice a year to correspond with *Booze It and Lose It*, a major emphasis campaign of GHSO. Since 2006, data collection has been scheduled to coincide with media buys throughout the year because of the NHTSA guidelines that state campaigns totaling more than \$100,000 must have supporting data collection to document exposure to the message.

According to the Tennessee Department of Safety Daily Fatality Report, there have been 763 fatalities on Tennessee roads as of Sept. 30, 2010. In 2009, for the same period this number was 720. Those motorists not using proper safety restraint devices or wearing helmets account for slightly over 40% of these fatalities. The goal of media campaigns like *Click*

*It or Ticket* and *Booze It and Lose It* is to educate drivers and passengers about the importance of using the appropriate safety restraint device and not driving while under the influence of alcohol or drugs.

### Executive Summary

A total of 6,330 surveys were completed between November 4th, 2009 and September 30, 2010. When respondents were asked if they had seen or heard an anti-drinking and driving message, 78% indicated yes. When asked if they could recall a specific slogan, 28% indicated they could. When asked what this specific slogan was, *Booze It and Lose It* was recalled by 15% of the total sample. The newer messages – *You're Gonna Get Nailed* and *We'll be Everywhere* garnered a 10% and 3% recall rate respectively.

Respondents were also asked if they had seen or heard a seatbelt message in the past \*30 or 60 days; 68% indicated they had and 46% said they could recall a specific message regarding seatbelts. When asked to name a slogan, *Click It or Ticket* was named by 40% of those responding.

As expected, recognition rates increased when survey participants were read a list of slogans. This pattern has been consistent throughout the years and will be discussed later in the report as specific campaigns are evaluated.

*\*The survey was designed to ask 50% of the respondents about seeing or hearing messages in the past 30 days while the other half were asked about seeing or hearing messages in the past 60 days.*

### Tennesseans' Perceptions on Various Safety Issues

Respondents were asked about their perceptions of the severity of various safety issues on Tennessee roads and highways. The respondents were presented with five traffic issues and asked to indicate how much of a problem each was perceived to be. See Table 1. To avoid a response set bias, the issues were presented in random order. Concern about drunk drivers continues to be reported as the “most severe” problem on Tennessee highways by 50% of the respondents. However when combining “severe problem” and “very much a problem,” concern regarding distracted drivers (75%) outranks the concern about drunk drivers (65%).

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
DRUNK DRIVERS	50.2%	15.0%	15.3%	7.6%	6.5%
DISTRACTED DRIVERS	47.5%	27.1%	18.2%	3.8%	2.6%
SPEEDING DRIVERS	28.8%	25.2%	30.3%	9.4%	5.2%
AGGRESSIVE DRIVERS	29.4%	23.6%	29.3%	10.3%	6.2%
DRIVERS WHO TAILGATE	28.6%	24.0%	28.9%	11.8%	5.9%

Table 1: Perceptions of Driving Safety Issues

### Cell Phone and Texting Behavior

This year the respondents were asked: Of the following behaviors, which do you think causes the most automobile crashes? They were read a list of behaviors such as talking on a cell phone, text messaging or e-mailing, changing the radio station or CD player, talking with someone else in the vehicle, driving while impaired, or disciplining kids in the vehicle. Text messaging or emailing was perceived as the riskiest behavior with 39% of respondents ranking it first. This was followed closely with driving while impaired at 37%. Talking on a cell phone only garnered 13% of the responses.

Slightly over one third (34%) of the respondents said they frequently or occasionally talked on a cell phone while driving. This is down from 44% in 2009. There has been little change in this reported behavior from last year’s results except in the 16-25 age group where there is an 8% decrease from last year. All other age groups stayed relatively consistent. See Figure 1.

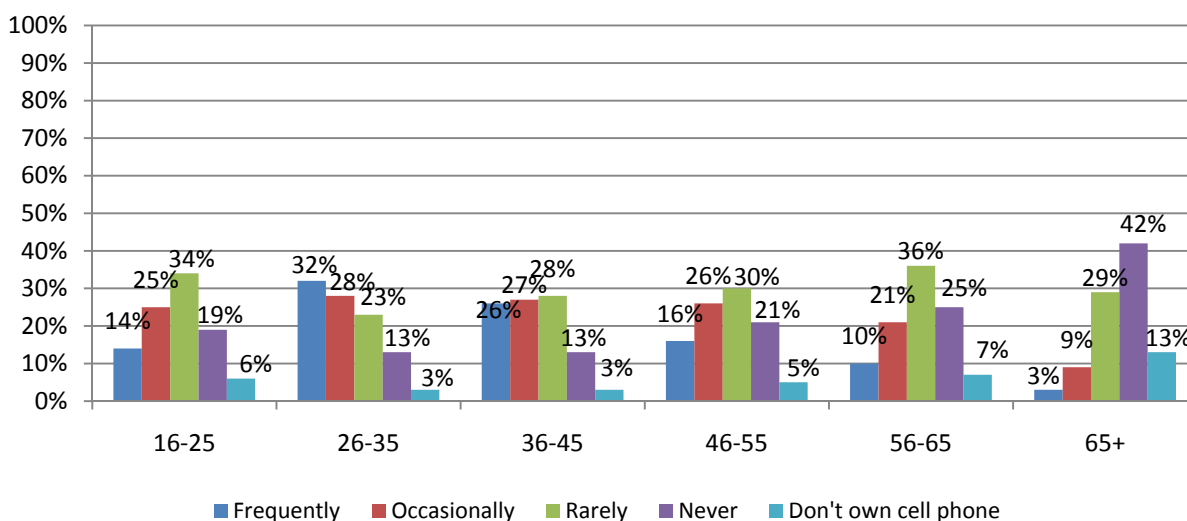


Figure 1: When driving how often do you talk on a cell phone? (by age)

When asked about texting while driving, less than 10% (n=495) indicated they do text while driving. However, 15% of those surveyed indicated they had been in the car when the driver was texting or talking on a cell phone. Slightly more than 50% of those surveyed knew Tennessee had a state law prohibiting texting while driving; however 95% favored such a law. Figure 2 shows a breakdown by age category of texting behavior from those in the survey.

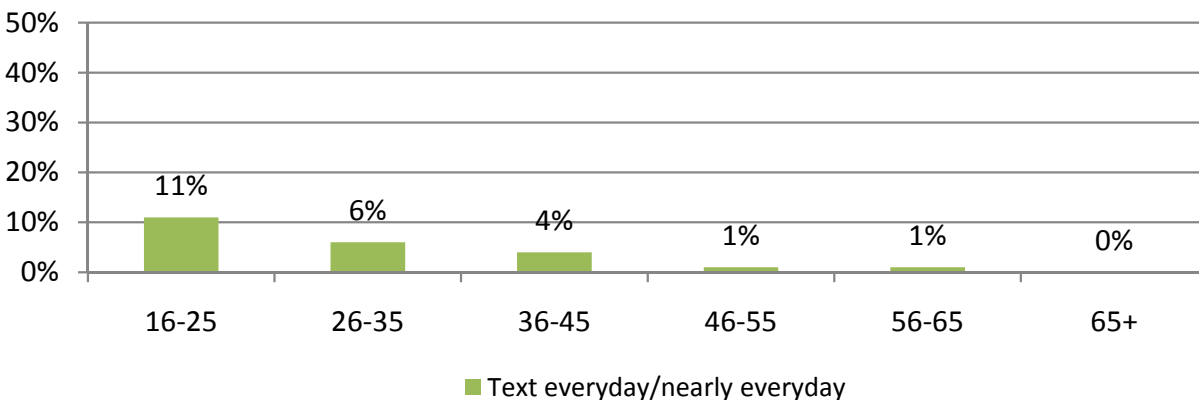


Figure 2: In the past 60 days, how frequently have you used text messaging while driving a vehicle?

### Seatbelt Habits and Usage

Half the respondents were asked about their seat belt use while driving and half were asked about usage when a front seat passenger. Self reported seatbelt use while driving is fairly consistent across all age groups. See Figure 3. Although not shown here, seat belt usage rates of front seat passengers were very similar to those of drivers.

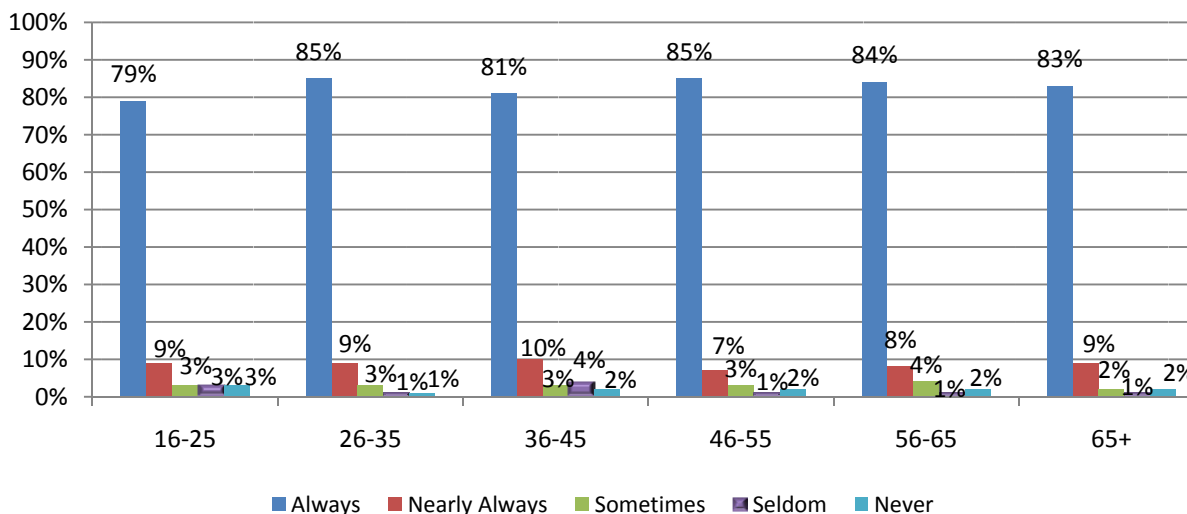


Figure 3: When driving a motor vehicle, how often do you wear a seatbelt?

Respondents were asked if they recall seeing or hearing a message that encouraged people to wear seatbelts and two thirds (n=4284) indicated they had. About three fourths (n=3200) of those responding thought the amount of messages were about the same as usual. Almost 70% (n=2883) said they could recall a seatbelt slogan and of this pool of respondents, 88% or 2,537 could name *Click It or Ticket*. More discussion regarding data on the *Click It or Ticket* campaign will follow later in the report.

### NHTSA Driving Behavior and Enforcement Awareness

This year, NHSTA required GHSA agencies to conduct a survey with various questions about driving behavior. They recommended 10 questions however, since a number of these questions were currently being asked in similar wording in the GHSA Tennessee survey, then only the following were added to the existing survey.

- + On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 mph?
- + On a road with a speed limit of 65 miles per hour, how often do you drive faster than 65 mph?
- + In the past 30/60 days have you read, seen or heard anything about speed enforcement by police?
- + What do you think the chances are of getting a ticket if you drive over the speed limit?
- + In the past 30/60 days have you seen or heard anything about seatbelt law enforcement by police?

Nearly half (48%) of the respondents indicated they rarely drove over the speed limit of 35 mph. However, nearly one third (31%) indicated they drove faster than 35 mph most or half of the time. When referring to a speed limit of 65 mph, 35% of the respondents indicated they drove faster most or half of the time. Nearly 40% indicated they rarely drove faster than the posted 65 mph and 25% said they never exceeded the 65 mph speed limit.

### Attitudes Regarding Photo Enforcement

In February, a series of questions regarding the use of photo enforcement devices in Tennessee was added to the survey. Nearly 95% (n=3925) of those surveyed had heard of such a device. Over half of the respondents indicated photo enforcement cameras were being used in their area. When asked if they support or oppose the use of cameras for red light running, 61% favor or strongly favor their use, 33% oppose or strongly oppose their use. The response to using these cameras to nab speeders garnered nearly the identical responses. However, when asked if these cameras should be used to catch motorists that turn right on red without coming to a complete stop, those who favored or strongly favored their use dropped to 51%. Those who opposed or strongly opposed jumped to 44%. When respondents were asked about the use of these cameras to enforce speeding in school zones, or those going 20 miles or more over the speed limit, 80% and 72% favored or strongly favored their use in these instances respectively. Nearly 20% (n=703) of those who had heard of photo enforcement devices indicated they or a member in their household had received a citation. Of this number 43% (n=303) of these respondents indicated they had in fact received a citation via camera enforcement for running a red light, nearly 37% (n=260) said they had received a citation for failing to come to a complete stop at a red light and 20% (n= 139) indicated they had received a citation for speeding from the photo enforcement cameras.

Over half of the respondents indicated that they had not heard or seen anything in the past 30/60 days about speed enforcement by police. However, nearly 80% indicated that it would be almost certain, very likely or somewhat likely that they would be ticketed for driving over the speed limit. When asked if they had seen or heard any messages regarding seatbelt enforcement, 45% indicated they had while 52% indicated they had not.

Respondents were asked a series of questions to measure their perceptions of the effectiveness of efforts to curb drinking and driving. Over 60% of the respondents saw the current laws as “very effective” or “somewhat effective”, yet 32% did not see current practices as “effective”. Over 70% of the sample viewed local police as “Very Strictly” or “Somewhat Strictly” enforcing drinking-and-driving laws. This finding is consistent with previous surveys conducted in Tennessee.

Respondents were also asked some questions about drinking and driving behaviors. Thirty percent (n=1906) of those surveyed indicated they had drunk alcoholic beverages in the past 30/60 days, 15% (289) of these responded they had driven within two hours after drinking some type of alcoholic beverage in the past 30 or 60 days. Nearly a third responded they had driven on one occasion and 27% on two occasions. These respondents were asked additional questions to ascertain alcohol usage and reasons for not drinking and driving. Over 45% indicated they had deliberately avoided driving after drinking alcoholic beverages and over 90% of the respondents stated the reason for this decision was to “avoid serious injury to self or others.” “Not wanting to get stopped by police” was the next most important reason (80%). Only 26% indicated they thought the chances of getting arrested after drinking and driving was “almost certain” or “very likely.” However, 38% indicated the chances of getting arrested were “somewhat likely”. Roughly 16% expressed it would be “somewhat unlikely” or “very unlikely” to get arrested after drinking and driving.

### Booze It and Lose It Holiday Campaign

The *Booze It and Lose It* campaign ran from November 23, 2009 through January 1, 2010. Data collection ran from November 4, 2009 through January 31, 2010. A total of 1,789 surveys were collected during this campaign. In order to measure exposure to the media campaign, respondents were asked to report if they had read, seen or heard any messages discouraging people from driving after drinking alcohol in the past 60 days. According to the analysis of the data collected from November to the end of January, 83% indicated they had seen or heard a message about drinking and driving and 40% indicated that they could recall an anti-drinking and driving message. This is up slightly from the same period last year. Of those that could recall the message, 52% could specifically recall *Booze It and Lose It*. When respondents were presented with specific slogans 74% recognized *Booze It and Lose It*. The two newer alcohol campaigns *We'll be Everywhere* and *You're Gonna Get Nailed* garnered a 41% and 51% recognition rate respectively.

The data were analyzed for three time periods—pre, during and post campaign. For the *Booze It and Lose It* campaign, pre is

defined as November 4 to November 22, which is a little bit shorter than the post timeframe of January 2 to January 31. The during period, which was 40 days, ran from November. 23 – January 1. When asked about seeing or hearing an anti-drinking and driving message, 78% of respondents in the pre time frame, nearly 81% in the during phase and 87% for the post period indicated they had in fact been exposed to such a message. These numbers have been consistent with the previous two years (when factoring in the survey margin of error which is +/- 4.5%). See Figure 4.

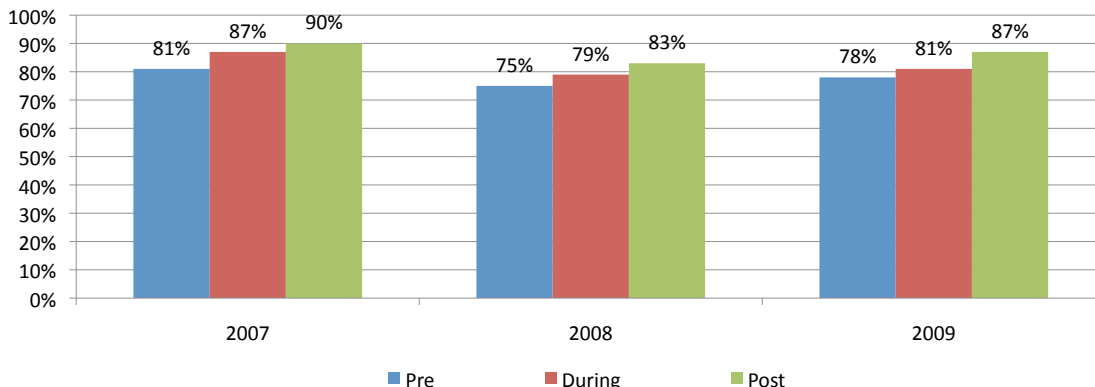


Figure 4: In the past 30/60 days have you read, seen or heard any messages discouraging people from driving after drinking alcohol (by campaign timing)?

Of these respondents (n=1789) 78% (431) in the pre, 81% (661) in the during and 87% (697) in the post said they had seen or heard an anti-drinking and driving slogan. When asked to specifically recall such a message, 15% in the pre timeframe, 20% in the during and 16% the post timeframe could name *Booze It and Lose It*. When respondents were presented with a list of slogans, the number of those recognizing *Booze It and Lose It* jumped significantly to 72% in the pre timeframe, 73% in the during, and 76% in the post timeframe. See Figure 5.

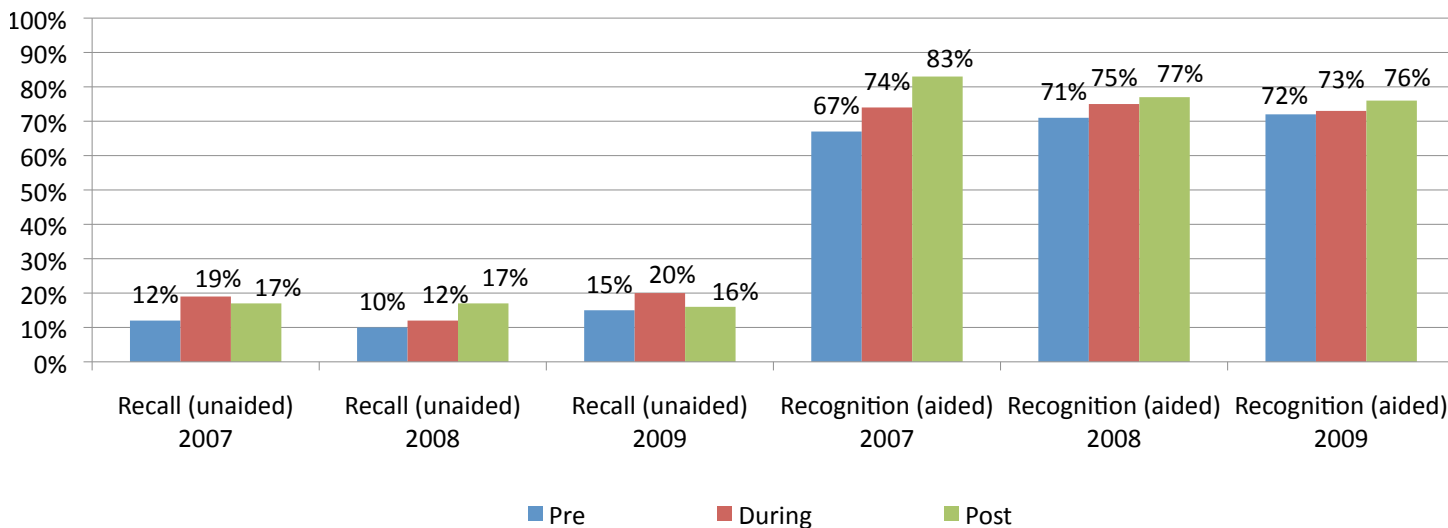


Figure 5: Which of the following slogans do you recall seeing or hearing in the past 30/60 days?

All respondents, including those who said they did not recall hearing or seeing an ad from the previous 30 or 60 days, were read a list of five anti-drinking and driving slogans: *Booze It and Lose It*, *We'll be Everywhere*, *You're Gonna Get Nailed*, *Friends Don't Let Friends Drive Drunk* and *Drunk driving, over the limit, under arrest*. The first three were the only active campaigns sponsored by Tennessee Governor's Highway Safety Office during this period. The long-recognized slogan, *Friends Don't Let Friends Drive Drunk*, which consistently had the most respondents recognizing it in previous years, was replaced with *Booze It and Lose It* with 74%. The other two campaign slogans used by GHSO, *You're Gonna Get Nailed* and *We'll be Everywhere*, got 51% and 41% respectively.

Males, specifically those under 30, are targeted in the GHSO media campaign *Booze It and Lose It*. It is validating to see that, in fact, males had a higher recall and recognition rate than females in the previous three years. See Figure 6.

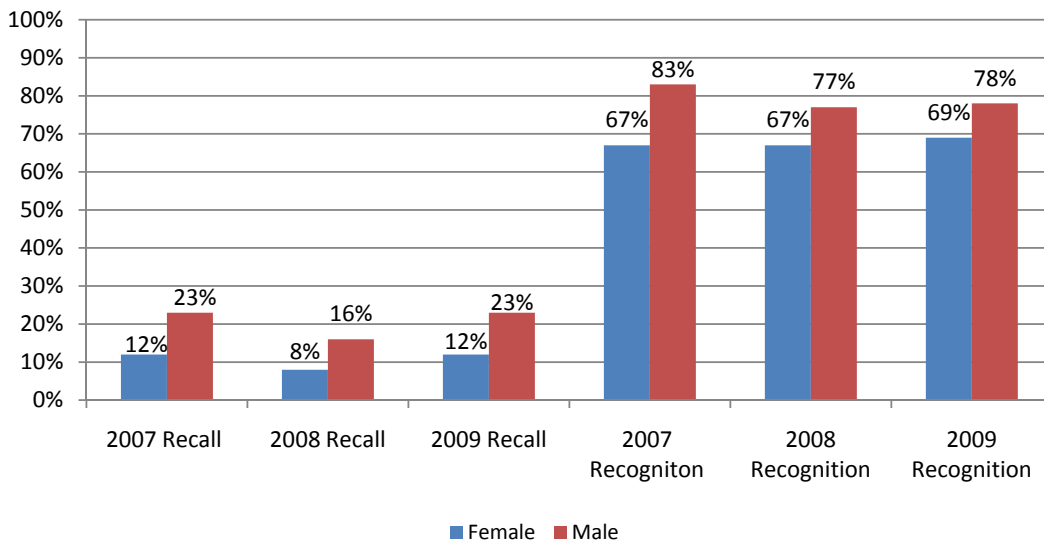


Figure 6: Which of the following slogans do you recall seeing or hearing in the past 60 days? (by gender)

The survey results regarding exposure to an anti-drinking and driving slogan by age indicate a very consistent response across all age categories. See Figure 7.

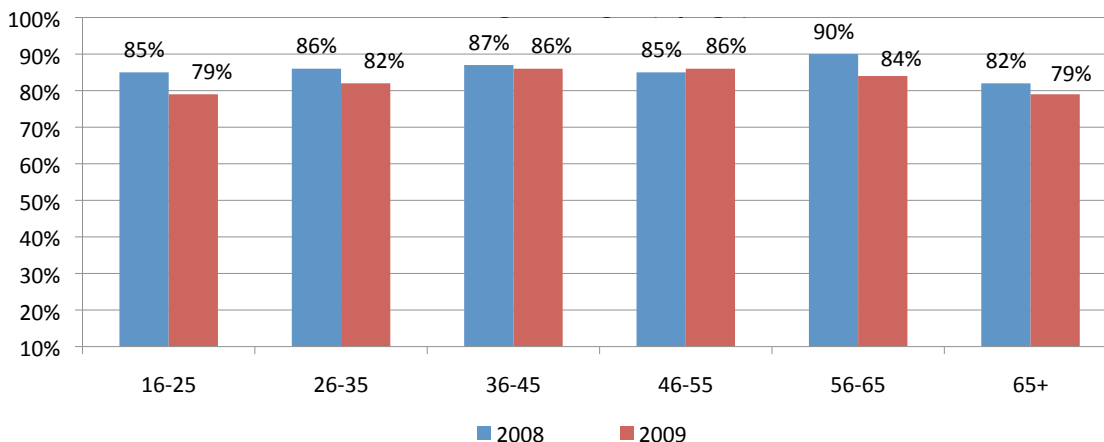


Figure 7: In the past 30/60 days, have you seen or heard any anti-drinking and driving messages (by age)?

**2009 Tennessee state-wide seatbelt usage rate:**

*All vehicles – 87%*

*Pickup trucks – 82%*

*Motorcycle helmet use – 99%*

Respondents were asked if the number of anti-drinking and driving slogan messages they had seen or heard in the previous 30/60 days were more than usual, about the same or less than usual. Figure 8 breaks down the results by campaign time period with the overwhelming majority indicating the amount of messages were about the same as usual, regardless of the campaign timing.

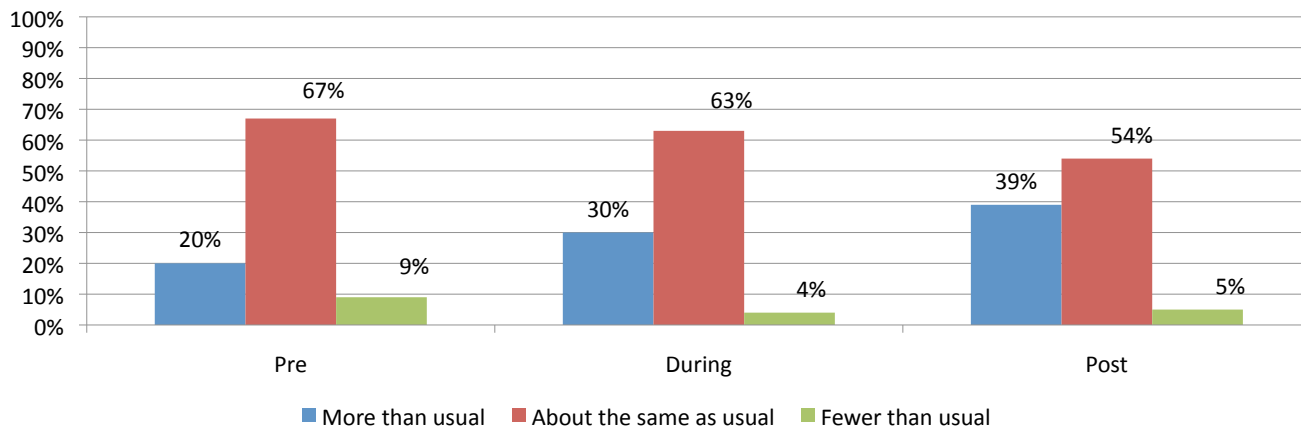


Figure 8: Would you say the number of these messages in the past 30/60 days have more than usual, about the same or fewer than usual?

### Booze It and Lose It and 100 Days Of Summer Heat Campaigns

The *Booze It and Lose It* campaign ran August 15 to September 7, 2010. The *100 Days of Summer Heat* ran from July 1 to August 18. Since these two campaigns both have an alcohol message and had some overlap the data have been combined for this analysis. The dates used in this analysis are June 1st through October 3, 2010. A total of 2413 surveys were collected and 75% of the respondents indicated they had seen or heard an anti-drinking and driving message. This is consistent for the same time period in 2009 as well as the *Booze It and Lose It* campaign that ran around the Thanksgiving and Christmas holidays. This seems to indicate consistent campaign recognition throughout the grant year. When one compares exposure by year, the data is still consistent with the previous two years. See Figure 9.

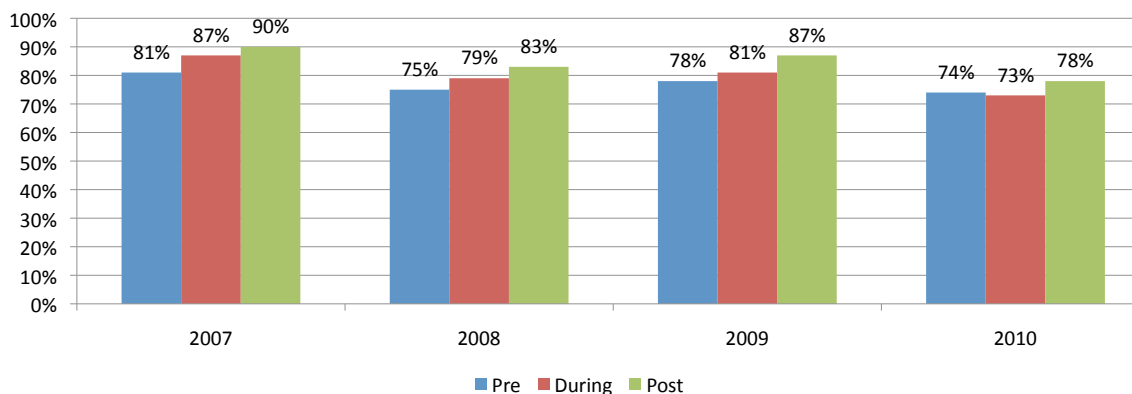


Figure 9: In the past 30/60 days have you read, seen or heard any messages discouraging people from driving after drinking alcohol (campaign timing)?

Figure 10 shows the respondent percentage of recall and recognition for *Booze It and Lose It*, and the two relatively new slogans - *You're Gonna Get Nailed* and *We'll be Everywhere* for the pre, during and post campaign phases. *Booze It and Lose It* still is the most recognizable (aided) slogan. However, in the unaided (recall) responses, *You're Gonna Get Nailed* garnered better results during and after the campaign than did *Booze It and Lose It*.

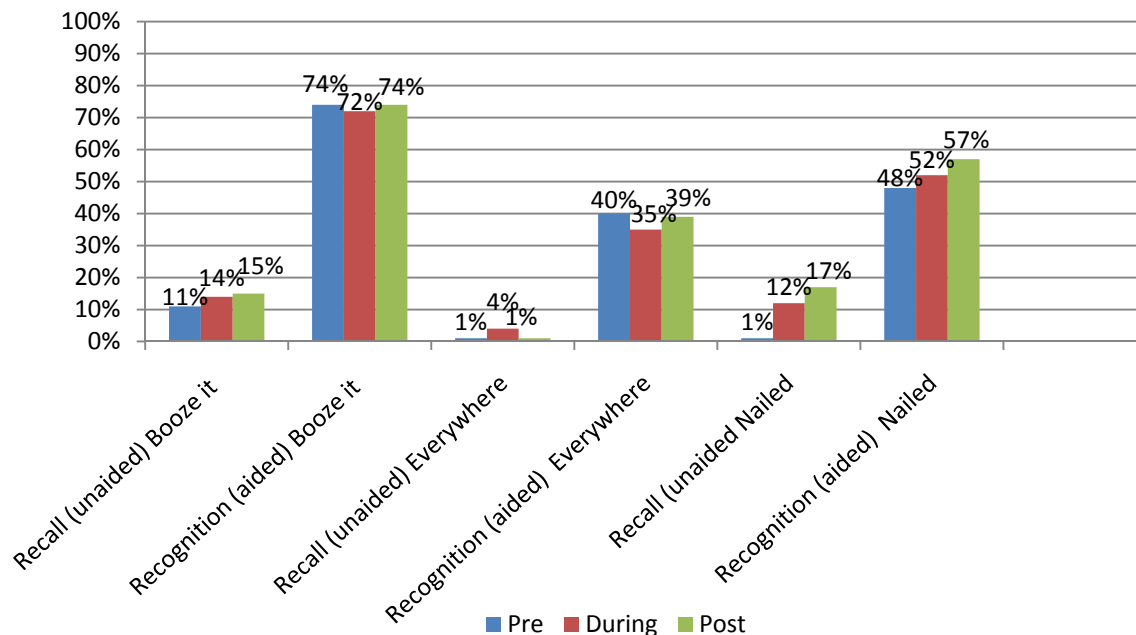


Figure 10: Which of the following slogans do you recall seeing or hearing in the past 60 days? (Campaign timing)

Figure 11 breaks down the recall and recognition of the three main campaign slogans by gender. *Booze It and Lose It* still gets the most recognition by males, but following next with a respectable 61% was *You're Gonna Get Nailed*. Consistently, the males recall and recognize these alcohol themed messages at higher rates than do females participating in this survey.

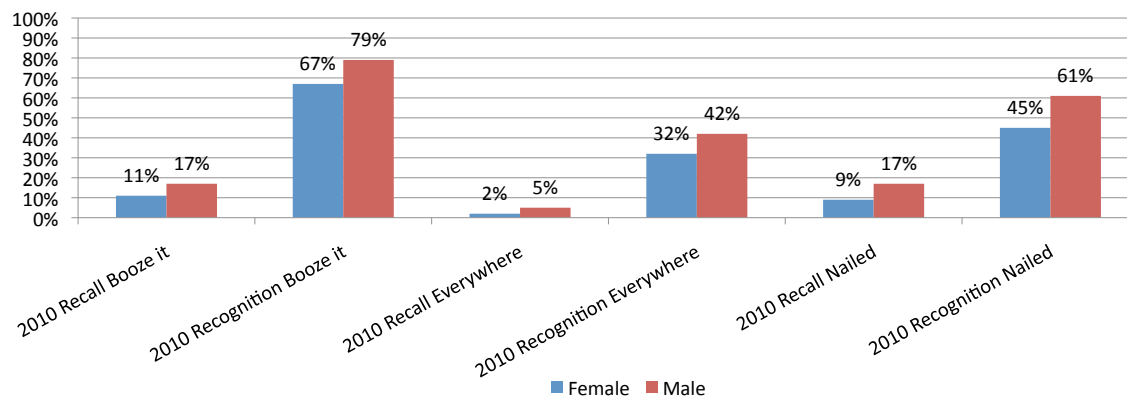


Figure 11: Which of the following slogans do you recall seeing or hearing in the past 60 days? (Gender)

### Click It or Ticket Campaign

The *Click It or Ticket* campaign ran from May 1 to June 2. To capture a pre and post time frame, data were collected from April 2 through July 2. A total of 1641 surveys was collected. Nearly 70% of the respondents indicated they had heard a seat belt message in the past 30 or 60 days and 45% said they could recall a seat belt slogan. Forty percent of those surveyed could recall unaided the *Click It or Ticket* slogan. All respondents were then presented with a list of slogans and *Click It or Ticket* was recognized by 77% of the entire sample, which is almost identical to the 2009 campaign results. *We'll be Everywhere* garnered a 34% recognition rate and *You're Gonna Get Nailed* was recognized by 43% of those surveyed during this time frame.

Data were divided into three time periods – pre, during and post campaign for analysis. For *Click It or Ticket*, pre was defined as April 1 to April 30 and post was June 3 to July 2, 2010. An analysis of the pre, during and post timeframes for 2010 showed an increase in the number of respondents who could recall hearing or seeing a seat belt message once the campaign started. Nearly 62% indicated they had heard, read or seen a seatbelt message in the weeks leading up to the campaign. For the during phase, 66% indicated the same and nearly 73% indicated they had been exposed to a seat belt message in the post time frame. See Figure 12.

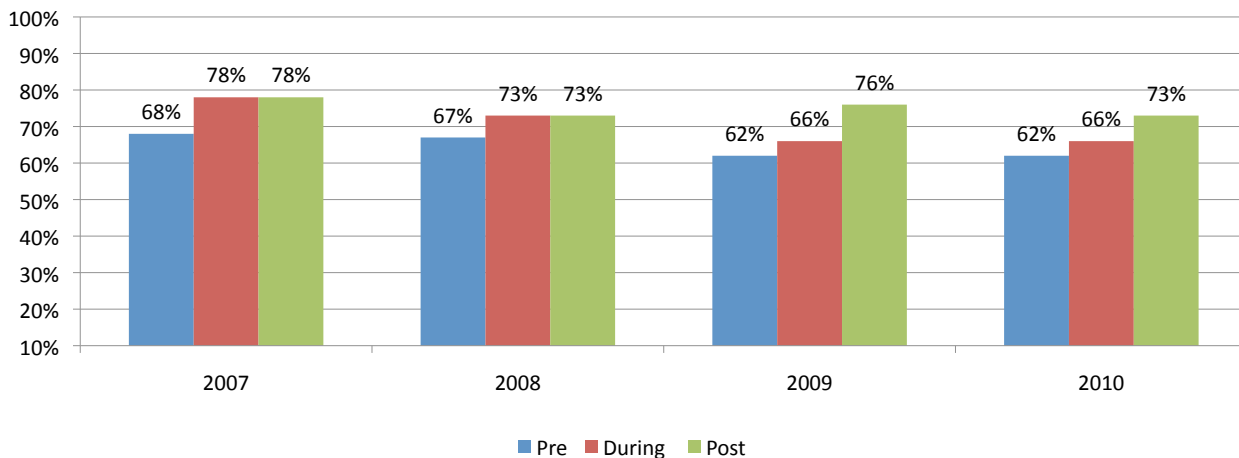


Figure 12: In the past 30/60 days have you seen or heard any messages that encourage people to wear their seatbelts?

When asked to recall (unaided) *Click It or Ticket*, the pre, during and post numbers increase slightly as exposure to the message increased. For the pre timeframe, 11% recalled *Click It or Ticket*. For the during and post phases the numbers were 13% and 16% respectively. The same pattern emerged when respondents were given a list of slogans to “recognize” *Click It or Ticket*. These numbers were 23% for the pre time frame, 26% for the during timeframe and 28% for the post period. The two new slogans also were evaluated during this time period and *We’ll be Everywhere* garnered 9%, 11% and 13% for the pre, during and post. *You’re Gonna Get Nailed* had a slightly higher recognition rate with 13%, 15% and 16% for the pre, during and post. See Figures 13 and 14.

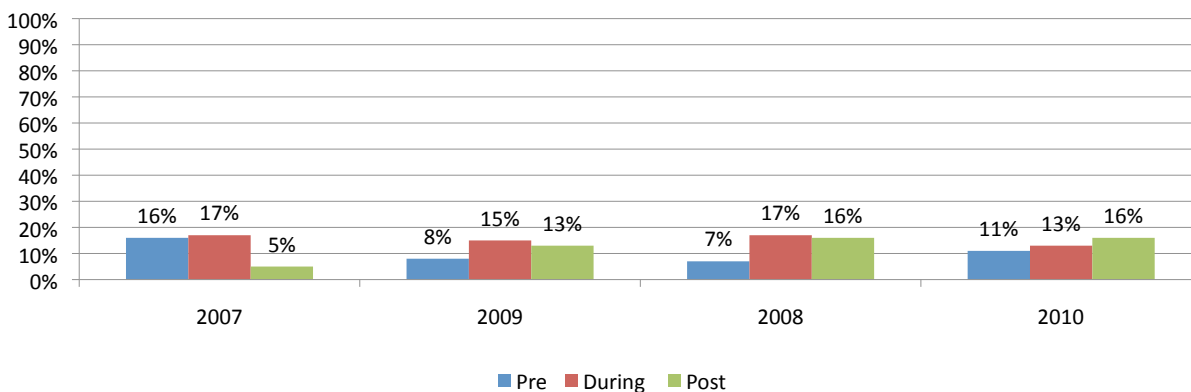


Figure 13: Which of the following (Click It or Ticket) do you recall...? (Unaided)

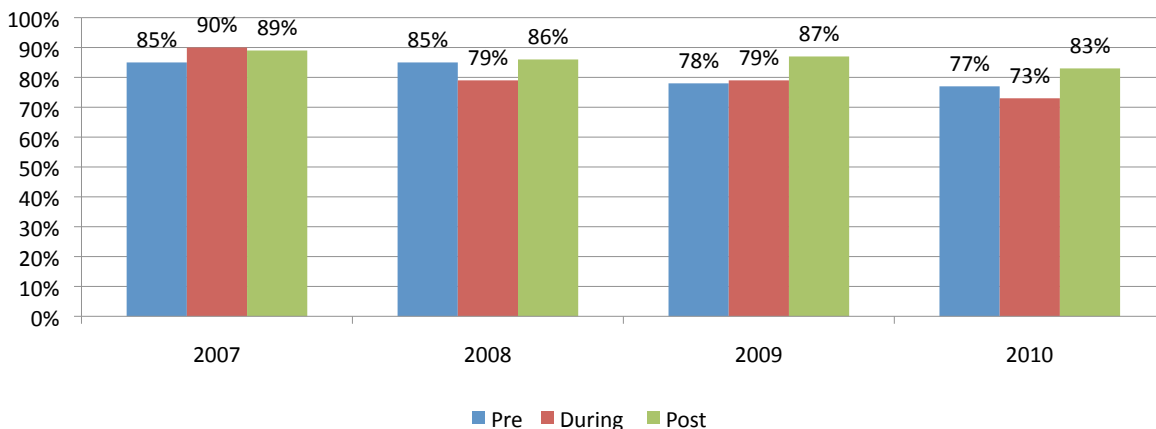


Figure 14: Which of the following (Click It or Ticket) do you recognize...? (Aided)

A series of questions was asked regarding seatbelt usage. An overwhelming majority, 90% of the respondents, reported that they “always or nearly always” wear a seat belt while driving a vehicle and 93% said they “always or nearly always” wear a seat belt as a front seat passenger. The respondents were asked to self-report if this usage had changed over the past 12 months. A large number, 90% of the overall respondents, indicated that their behavior had NOT changed, while 9% indicated their seatbelt use had increased. In Figure 15, seatbelt usage is broken out by age. The lowest usage rates are in the 16-25 age category while seatbelt usage is fairly consistent among the other age categories.

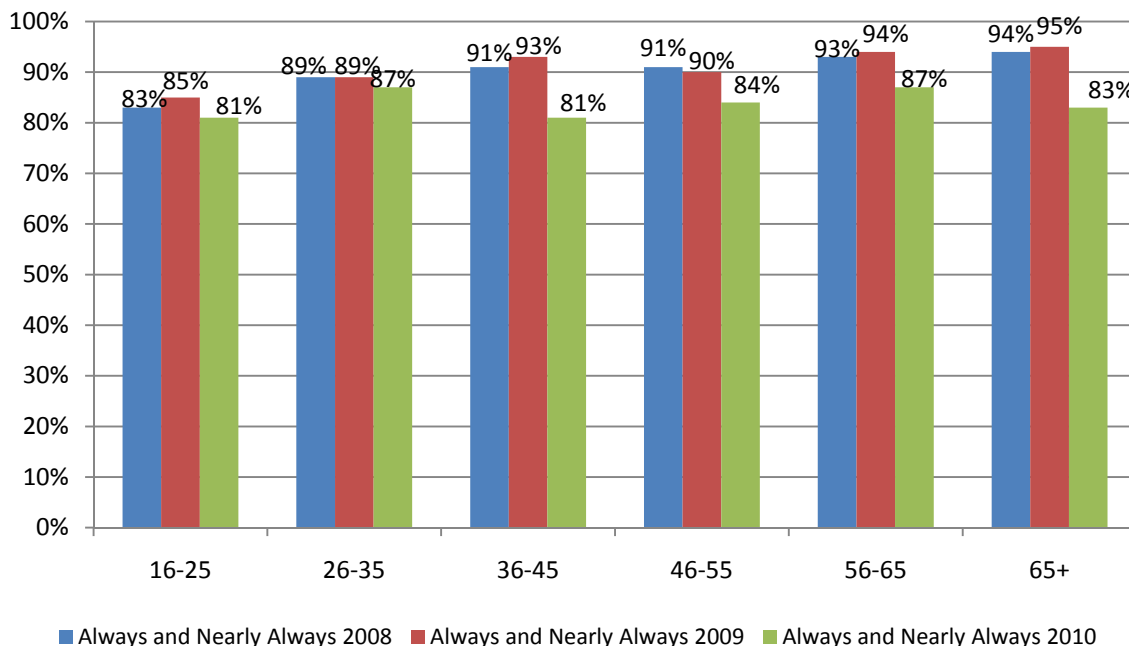


Figure 15: How often do you wear a seatbelt while driving or a front seat passenger? (By age)

All respondents, regardless of whether their behavior had changed in the past twelve months, were read a list of statements about the reasons that they might not wear a seat belt. The reasons presented to the respondents included safety reasons, legal reasons, and habitual behaviors. The reason that got the highest response, but was only 18%, was “the seatbelt is uncomfortable” followed closely with 16% indicating “they forgot to put it on.” When asked for the most important reason why they wear a seatbelt, 92% said “avoiding personal injury.” Other responses included 72% for “not wanting to get a ticket,” 84% said “it’s a habit,” 83% do “because it’s the law” and 80% indicated they wear a seatbelt to “set a good example for others.” Only 11% of those surveyed indicated they had received a ticket or warning in the past for not wearing a seatbelt.

**Respondents were asked for any additional reasons why they wear a seatbelt:**

- I used to work in the ER and saw a patient with a 1000 stitches.*
- I want to be here for my family.*
- If something were to happen, my insurance would pay more if I were wearing my seatbelt.*
- I was in a very bad accident in 2003 and would have died if I hadn't been wearing my seatbelt.*
- I don't want to die.*
- My mother was killed in a car wreck, she was not wearing her seatbelt.*
- Wearing it gives me peace of mind.*

## Demographics

This sample was comprised fairly evenly of females (51%) and males (49%). The racial make up of the respondents was 85% white, 11% black and the remaining respondents were of other origins. Age distribution compared to census data is shown in Figure 16. A breakdown of where the respondents live across the state is highlighted in Figure 17. Figure 18 shows how many miles or minutes the respondents drove or spent in the car on a typical weekday.

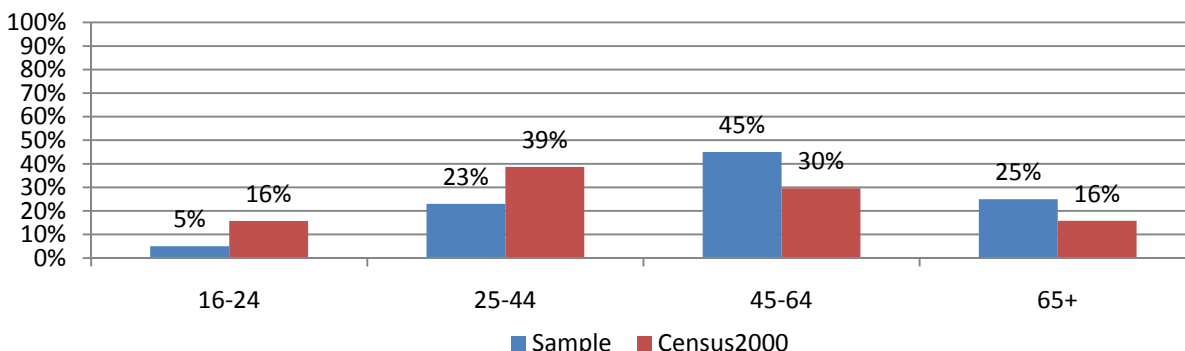


Figure 16: What is your age\*?

\*The age categories in our survey differed slightly from the Census2000 data and were combined for the two mid range categories.

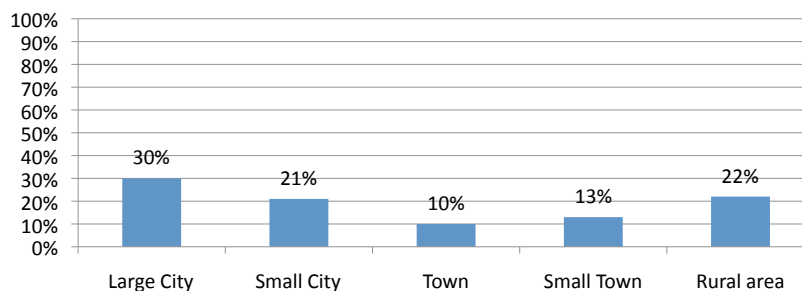


Figure 17: Where do you live?

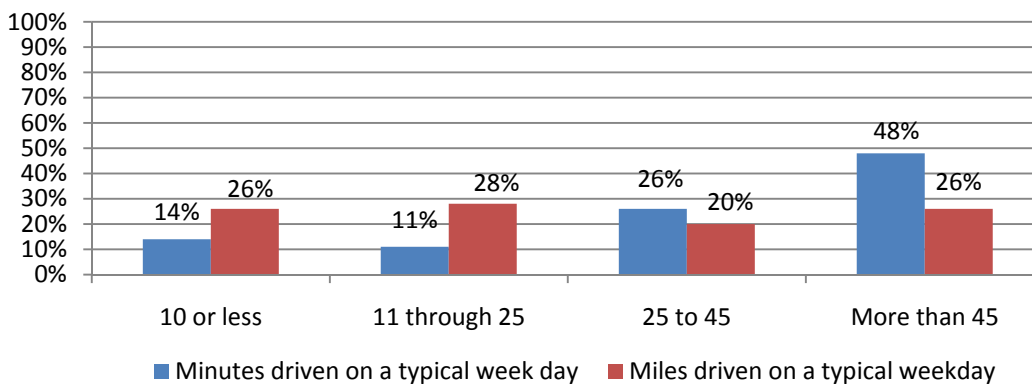


Figure 18: How many miles/minute do you drive on a typical weekday?

## Methodology

The Center for Transportation Research used The University of Tennessee’s Department of Center for Applied Research (CARE) to conduct the telephone surveys. CARE maintains a 22 station CATI (Computer-Assisted Telephone Interviewing) system that enables the execution of complex survey research designs. CARE administered this telephone survey to 6330 individuals from randomly selected households in Tennessee from November 4, 2009 - September 30, 2010. The sample was managed so that splits among region, race, age and gender were matched as closely as possible to Tennessee’s demographics.