

# PROM & MOTORCYCLE MEDIA AWARENESS CAMPAIGN

## INTRODUCTION

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 in hopes of warning Tennesseans of the dangers and consequences of this 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 conducts telephone surveys across the state of Tennessee on behalf of the GHSO.

*Don’t let a great time be the last time* is one of the media campaigns evaluated for the time period of March 3, 2008 to June 5, 2008, which coincides with high school proms and graduation ceremonies across the state. The commercials and Public Service Announcements (PSAs) have a teen prom/graduation theme. This time period also includes a motorcycle awareness-themed campaign. However, there was limited television coverage, which is where most people report seeing the campaigns. *Looking Twice Saves Lives* and *Safe Drivers Look for Riders* were combined as one message for the commercial and PSA.

A series of questions on driving behavior was asked of those aged 19 or younger. In Figure 1, 28% said they had been involved in a car crash while driving. Not surprisingly, over 50% of these respondents indicated they had exceeded the speed limit by 10 MPH or more and talked on a cell phone while driving.

<i>Have you ever driven a car while...</i>	<b>Yes</b>	<b>No</b>
being involved in a car crash?	28%	70%
talking on a cell phone?	58%	42%
sending a text message?	31%	69%
receiving a text message?	39%	61%
exceeding the speed limit by 10mph?	53%	46%

Figure 1: Reported driving behavior of those 19 or younger

## PROM CAMPAIGN – *Don’t let a great time be the last time*

The prom/graduation campaign ran from April 4<sup>th</sup> through April 12<sup>th</sup>, 2008. The motorcycle awareness campaign ran from April 25<sup>th</sup> through May 4<sup>th</sup>, 2008. Since data collection is divided into three phases – pre, during and post campaign – there is overlap with these campaigns and so the database includes surveys conducted between March 3<sup>rd</sup> through June 5<sup>th</sup>, 2008 to get an encompassing sample of the three phases.

Figure 2 shows a comparison of those who had heard a seatbelt message in 2007 with data from 2008. In 2008, the highest percentage (72%) of those who reported seeing or hearing a seatbelt message occurred in the “pre” time period. This was up 13% from the previous year. For the “during” and “post” timeframes for both years there were no significant increases in the numbers which may indicate a leveling off of the campaign’s effectiveness, at least for this time period.

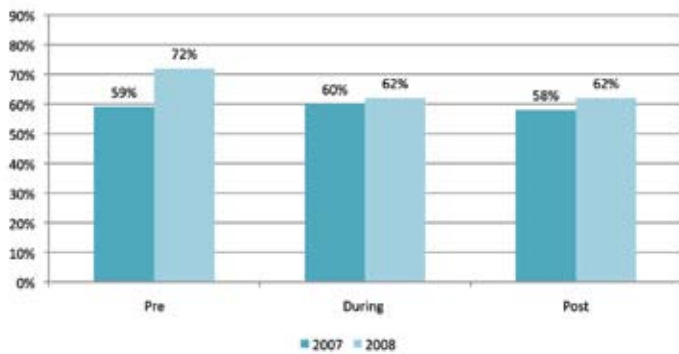


Figure 2: In the past 60 days have you seen or heard any messages that encourage people to wear their seatbelts?

Figure 3 highlights a comparison from 2007 and 2008 of those who recognized the *Click It or Ticket* slogan. The “pre” and “during” time periods stayed consistent. It is encouraging to see a slight increase during the “post” time period as this seems fairly consistent with 2007 data and would seem reasonable given the media coverage in the previous weeks.

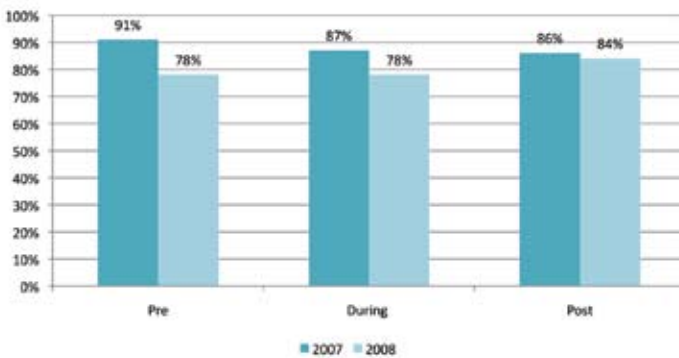


Figure 3: Which of the following slogans (*Click It or Ticket*) do you recall seeing or hearing?

Overall, 65% said they had heard a seatbelt message and of these respondents 60% said they could recall a message. Of these respondents, 80% could recall (unaided) the *Click It or Ticket* slogan, which is up from 74% for a similar time frame last year. When this slogan was read to all the survey respondents 80% did recognize (aided) this well known slogan. This is a decline from last year’s prom campaign, which showed the recognition rate of *Click It or Ticket* at 87%. It’s important to note that while the percentages were the same for both the recall and recognition rates at 80%, the actual sample size of those who could recall the *Click It or Ticket* slogan was lower because this question was asked of only those who initially said they could recall a seatbelt message.

The much less recognizable slogan and the one that has been the cornerstone of the campaigns - *Don’t let a great time be the*

*last time* - garnered only a 20% recognition rate from those interviewed. This marks a decline from the 24% for the 2007 prom data collection period. The age category for which this slogan is targeted, 16-25 year olds, did have the highest overall recognition rate at 31%. However, less than one percent of all the respondents who reported hearing or seeing a seatbelt message could recall (unaided) this slogan. This is also a decline from the 2007 prom timeframe which showed this number to be nearly seven percent. Other slogans from the list the respondents were asked about were:

- Buckle Up for Safety
- Be in the Click Zone
- Buckle Up In Your Truck
- One Simple Click

The media campaign used various mediums such as television, radio and road signs across the state. If respondents indicated that they had been exposed to a message concerning drinking and driving, they were then asked about where they had seen or heard the message. Television was the most prevalent medium identified, cited by nearly 65%, followed by road signs with 31% and radio (18%) respectively.

### Seatbelt Usage

Respondents were asked about how often they wore their seatbelt when driving. Overall, 78% of the respondents reported they “always” wear their seatbelt. However, if the categories “always” and “nearly always” are combined, seatbelt usage jumps to 89%. Figure 4 shows the breakdown of this question by age category.

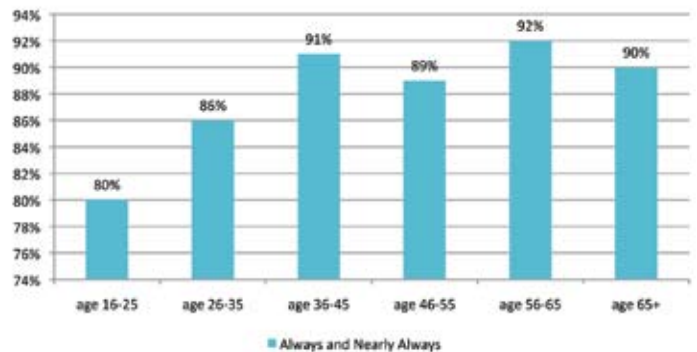


Figure 4: When driving a motor vehicle how often do you wear your seatbelt?

Interestingly, roughly 20% of all those surveyed indicated that they agreed with statements such as “I’m only going a short distance” and “I forgot to put it on” as reasons they don’t always wear their seatbelts. Nearly 90% indicated their seatbelt usage had not changed in the past 12 months. Less than 10% indicated they had ever been ticketed for driving without a seatbelt, yet 50% thought that it was “very likely” or somewhat

likely” they would receive a ticket in the next six months if they did not wear a seatbelt. This perception was constant across all age categories.

**Anti Drinking and Driving Alcohol Messages**

The results of the survey show that those who had seen or heard a message in the past 60 days discouraging people from driving after drinking alcoholic beverages was 79%. For the campaign periods defined as pre, during and post, the numbers stayed consistent and showed no significant difference from the 2007 prom campaign data. See Figure 5

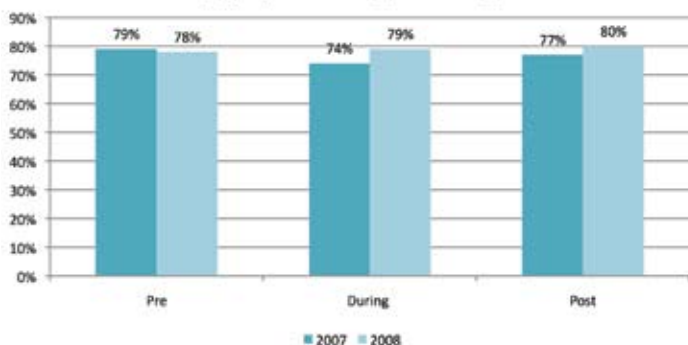


Figure 5: In the past 60 days have you seen or heard any messages discouraging people from driving after drinking alcohol?

Among respondents who recalled (remembering a slogan unaided) seeing or hearing an anti-drinking and driving message, only about 30% said they could recall a slogan used. Among these respondents, 39% recalled *Booze It and Lose It*, and 67% recognized (aided) the familiar slogan.

There was very little difference in the recall and recognition of the *Booze It and Lose It* slogan for the pre, during and post timeframes.

**Alcohol Usage**

Over 50% of those surveyed indicated they had not drunk alcohol in the past 12 months. Of those who did drink alcohol, 19% indicated they had driven within two hours of drinking. The highest frequency of reported drinking was evenly split between 1-2 times a week and 2-3 times a month and also was evenly split between the 36-45 and 46-55 age categories.

**Other Safety Issues**

Nearly 43% of the respondents said they “frequently” or “occasionally” talked on a cell phone while driving. This is a notable increase from previous surveys. In at least two surveys from 2007 the response rate for this same question was 28%. The age groups reporting the most cell phone use while driving are the age categories of 26-35 and 36-45. The 16-25 age group

follows closely. See Figure 6

Only 10% of those interviewed indicated they had texted or emailed while driving, but not surprisingly, 36% of those who said they used text messaging or emailing while driving were in the 16-25 age category and over half in this category said they did so on a daily basis.

Text messaging or emailing while driving was perceived as the biggest safety risk among the respondents at 66%. Talking on a cell phone garnered only 18% of the responses.

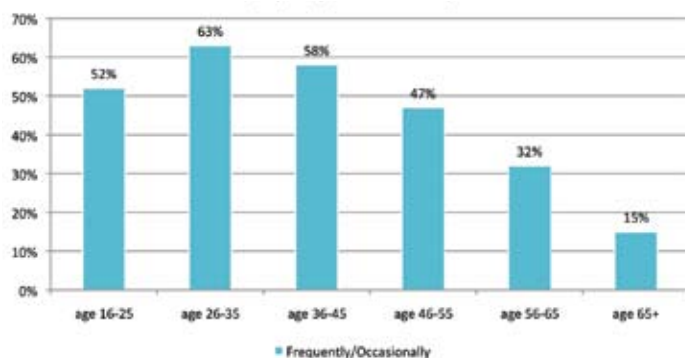


Figure 6: When driving, how often do you talk on a cell phone? (Frequently and Occasionally)

**Demographics**

This sample was evenly split among females and males. The racial makeup of the sample consisted of 83% white and 12% blacks. The remaining five percent encompassed other races. The age distribution is show in Figure 7.

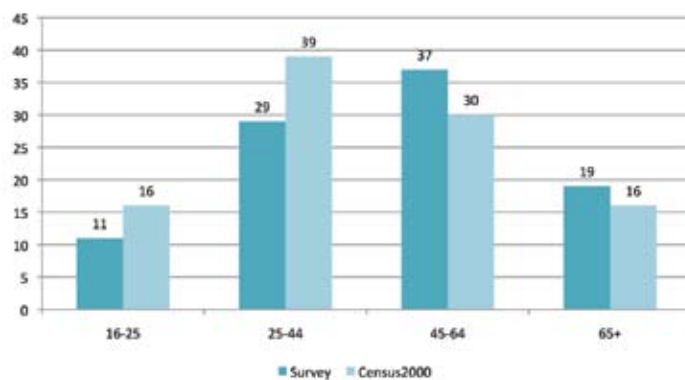


Figure 7: What is your age?

Note: The age categories in our survey differed slightly from the state’s and were combined for the two mid range categories.

*Background*

The Center for Transportation Research has conducted data collection for the GHSO 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, 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 2172 individuals from randomly selected households in Tennessee from March 3<sup>rd</sup> to June 5<sup>th</sup>, 2008. A total of 758 respondents were interviewed in the period defined as "pre campaign" (3/3/08 through 4/3/08), 665 interviews were completed in the "during" phase, (4/4/08 through 5/4/08), and 749 individuals were interviewed in the "post campaign" phase (5/5/08 through 6/5/08).