

COMMUNITY ATTITUDES TO ROAD SAFETY ADVERTISING 2021

Road Safety Attitudinal Tracking Research 2021

ROAD SAFETY CAMPAIGNS RECALLED UNPROMPTED.

Unprompted participants from 6 focus groups were asked what road safety campaigns or slogans they could recall.

100%

6 out of 6 focus groups



83.3%

5 out of 6 focus groups



66.6%

4 out of 6 focus groups



66.6%

4 out of 6 focus groups



50%

3 out of 6 focus groups



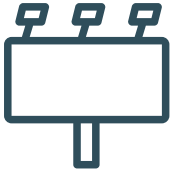
50%

3 out of 6 focus groups



WHERE ROAD SAFETY CAMPAIGNS ARE MOST LIKELY TO BE NOTICED.

Billboards



100%

6 out of 6 focus groups

Television



83.3%

5 out of 6 focus groups

Social media



50%

3 out of 6 focus groups

Advertising in venues

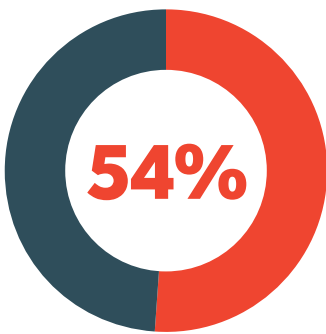


50%

3 out of 6 focus groups

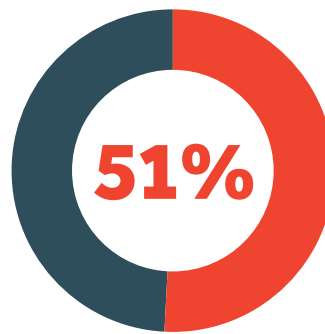
On being asked where they are more likely to notice (see or hear) road safety campaign messages, without prompting, the most common channels cited were "billboards" (mentioned across all six groups), "television" (mentioned in five groups), "social media" and "advertising in venues" (each mentioned in three groups).

ROAD SAFETY ADVERTISING WOULD DISCOURAGE SPEEDING.



54%

Believe ad campaigns about the dangers of crashing if speeding are an effective countermeasure.



51%

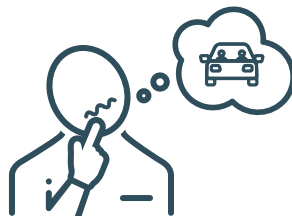
Believe ad campaigns about the risk of being caught are an effective countermeasure.

POSITIVE ATTRIBUTES OF ANTI-SPEEDING ADVERTISING.



67%

Think about whether or not the situation in the ads could happen to them.



31%

Think the ads are aimed at drivers like them.



25%

Talk about the ads with family and friends.