



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

DRUG-IMPAIRED DRIVING PREVENTION

Post-Wave Tracking Report

April 2023

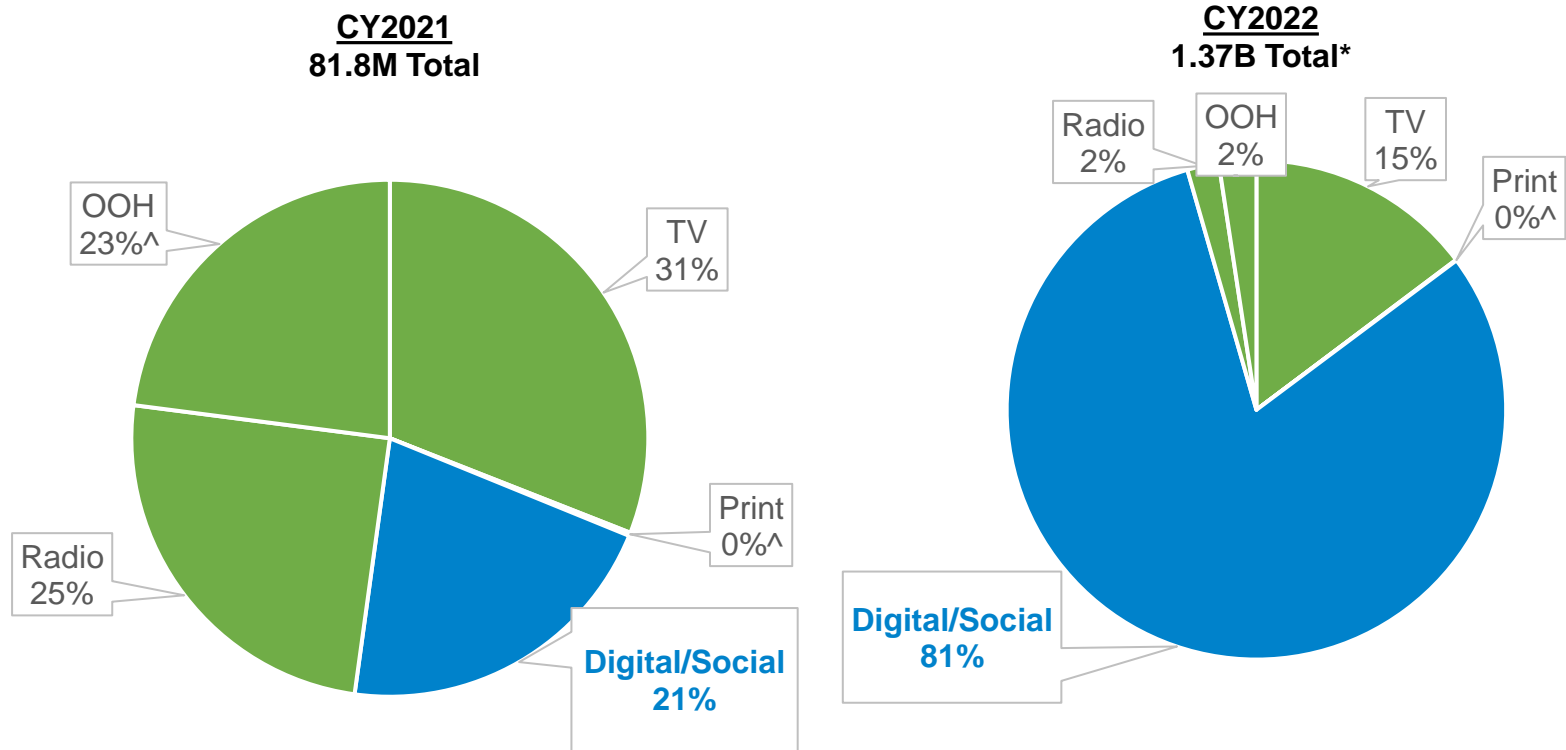
Topline Summary

This study provides the first post-wave results of awareness, attitudes & behaviors.

- Over half of respondents (54%) report recently seeing or hearing issue-related messaging.
- PSA awareness remained high given the starting point of ghost awareness* levels. While the younger audience remained at 68%, the older group saw a significant increase from 63% to 71%.
- A little over 4 in 10 respondents (41%) indicate that they drive high at least sometimes. Respondents age 25-34 are slightly more likely to say they sometime/often/always drive high compared to age 18-24, 44% compared to 37%.
- 6 in 10 (60%) reported that they had driven while feeling the effects of marijuana within the past 6 months.
- Half of respondents (50%) said they will **not** drive after using marijuana, with 22% indicating they will think twice before typically choosing to drive.
- Very similar to the pre-wave results, of the respondents who have driven after using marijuana, 24% said it makes them a better driver, and 37% said it had no impact on their driving ability.

Donated Media: Impressions Analysis

- Share of digital & social impressions (key media priority for the campaign's target audience) was significantly greater in CY2022 vs. CY2021 (81% vs. 21%). Increases in digital/social impressions are due to number of digital partnerships like SlingTV, Double Verify, Trade Desk, and YouTube. The overall cataclysmic increase in impressions can be attributed to the launch and promotion of a new suite of assets in 2022.



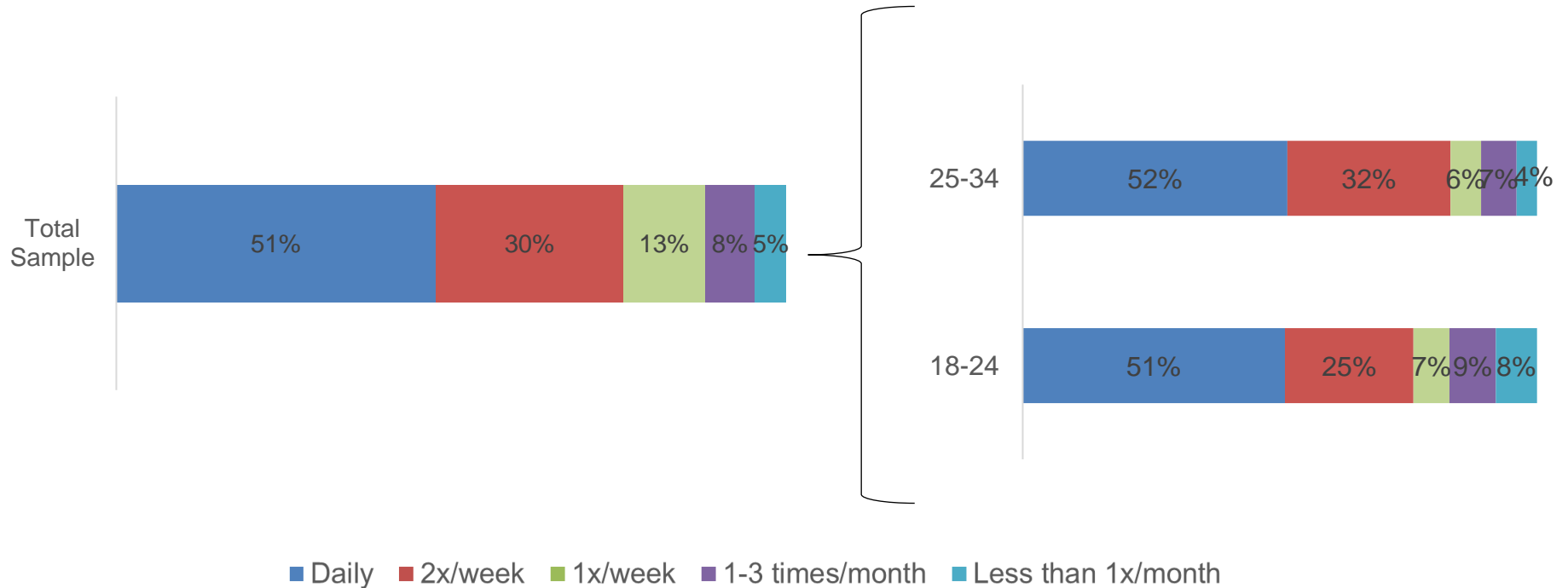
*Data final through September 2022

**Please note that OOH and print do not provide reported impression.

^Please see appendix for media definitions

FREQUENCY OF MARIJUANA USE

A little over half of respondents report using marijuana daily, with more frequent use among the older segment age 25-34.

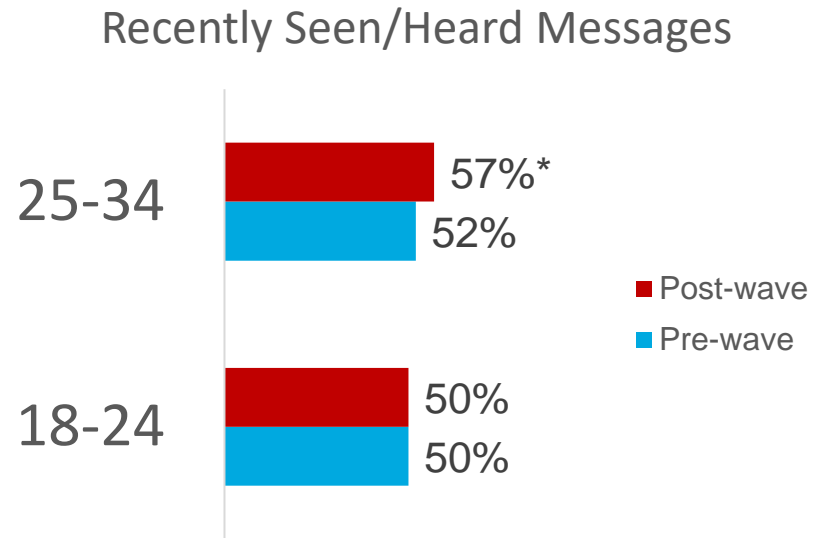
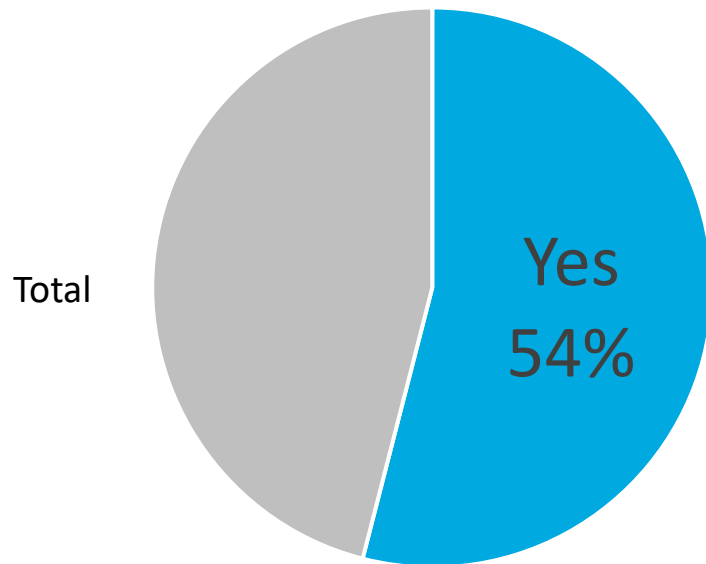


Awareness



ISSUE AWARENESS

A little over half of respondents reported recently seeing or hearing messages about the risks of Marijuana and driving, a small increase from the pre-wave (51%).



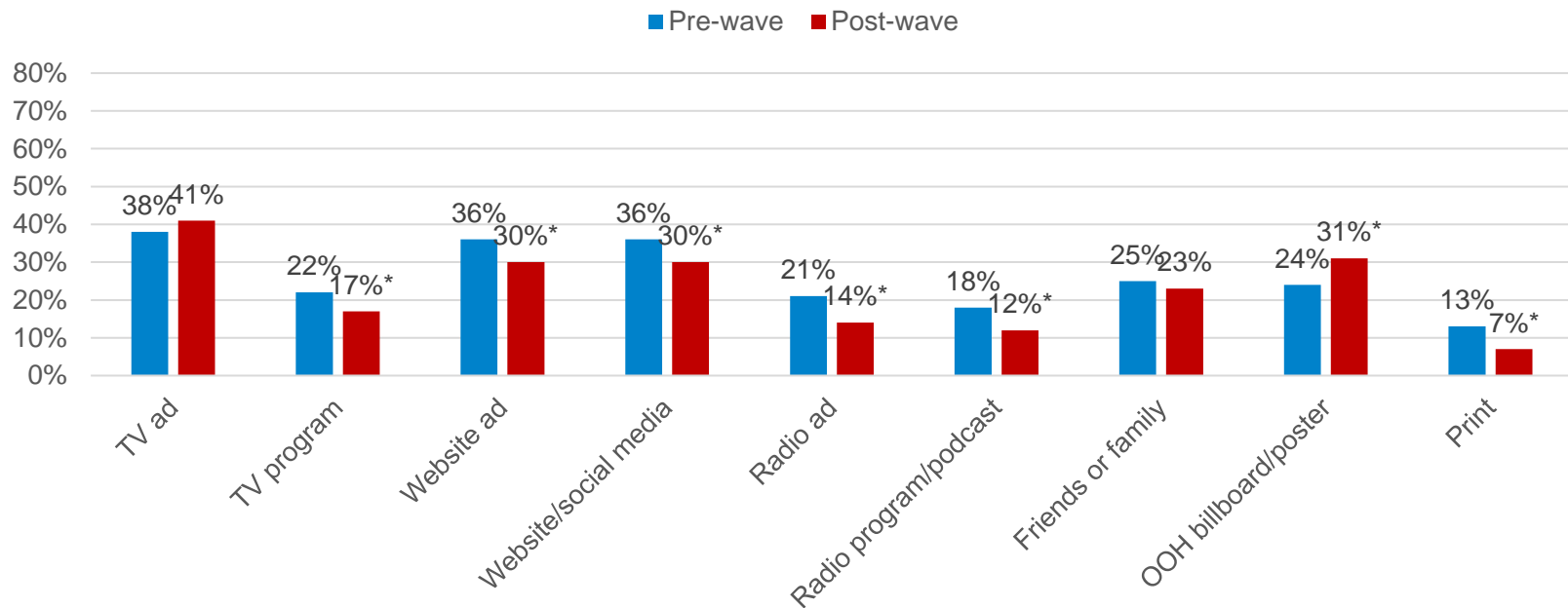
*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

Desired Goal: Increase

SOURCE OF ISSUE AWARENESS – 18 TO 24

Television and digital (despite decreases) continue to be the key drivers of awareness of messages about the risks of marijuana and driving for 18- to 24-year-olds, followed by OOH which saw a significant increase.



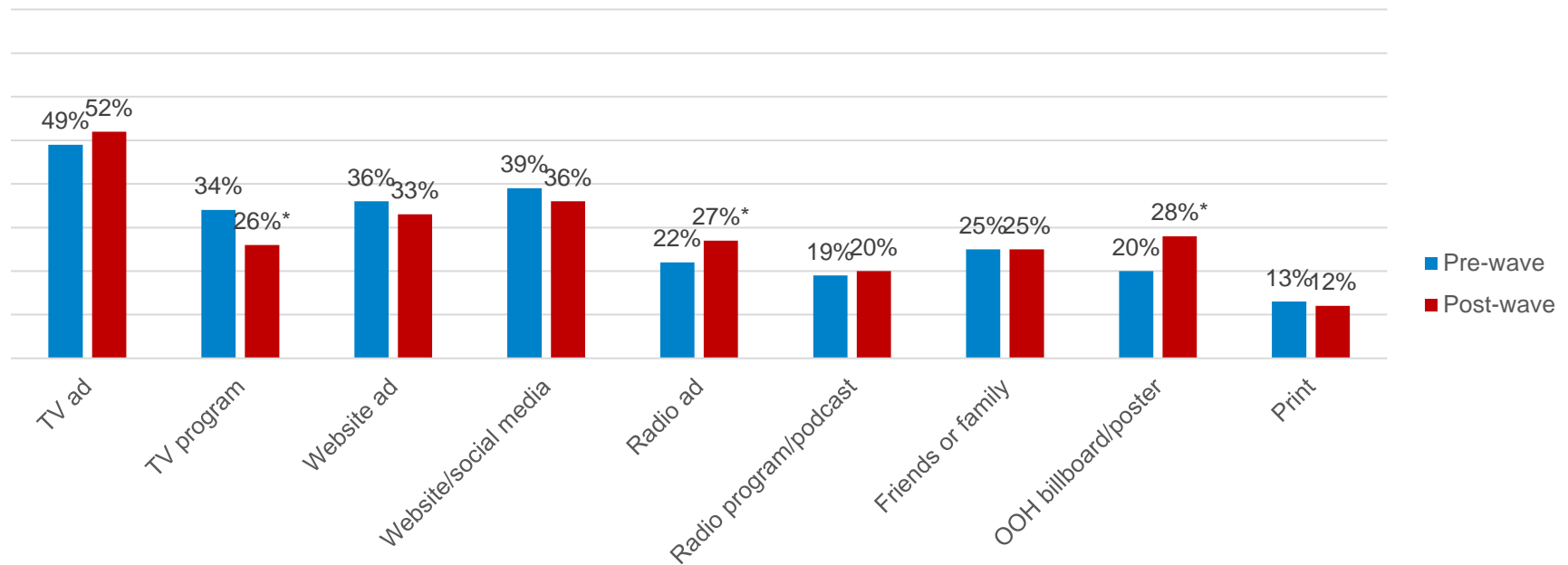
*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

Desired Goal: Increase

SOURCE OF ISSUE AWARENESS – 25 TO 34

Like with the younger group, TV and digital are the key drivers, and OOH and radio ads saw significant increases.



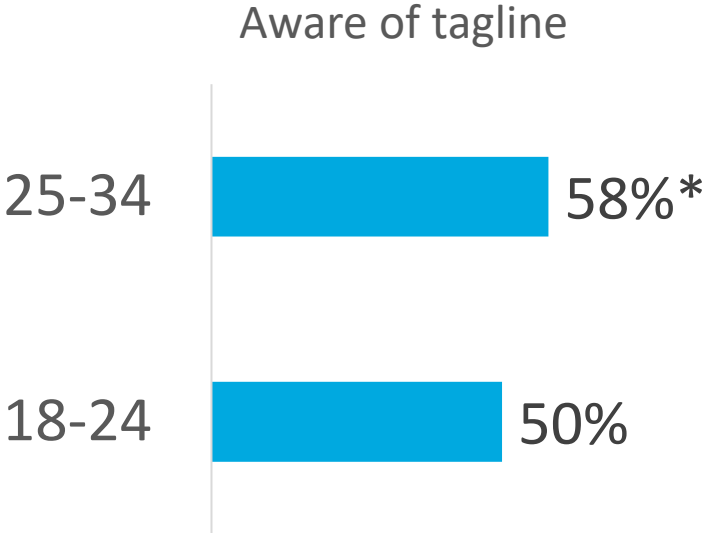
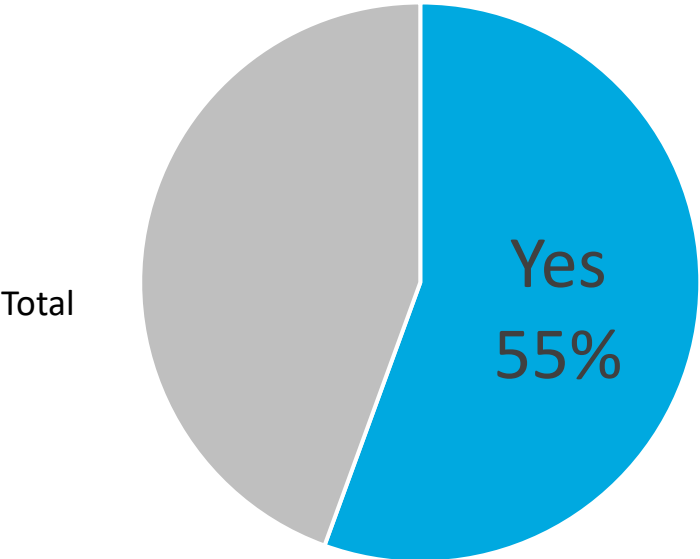
*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

Desired Goal: Increase

TAGLINE AWARENESS

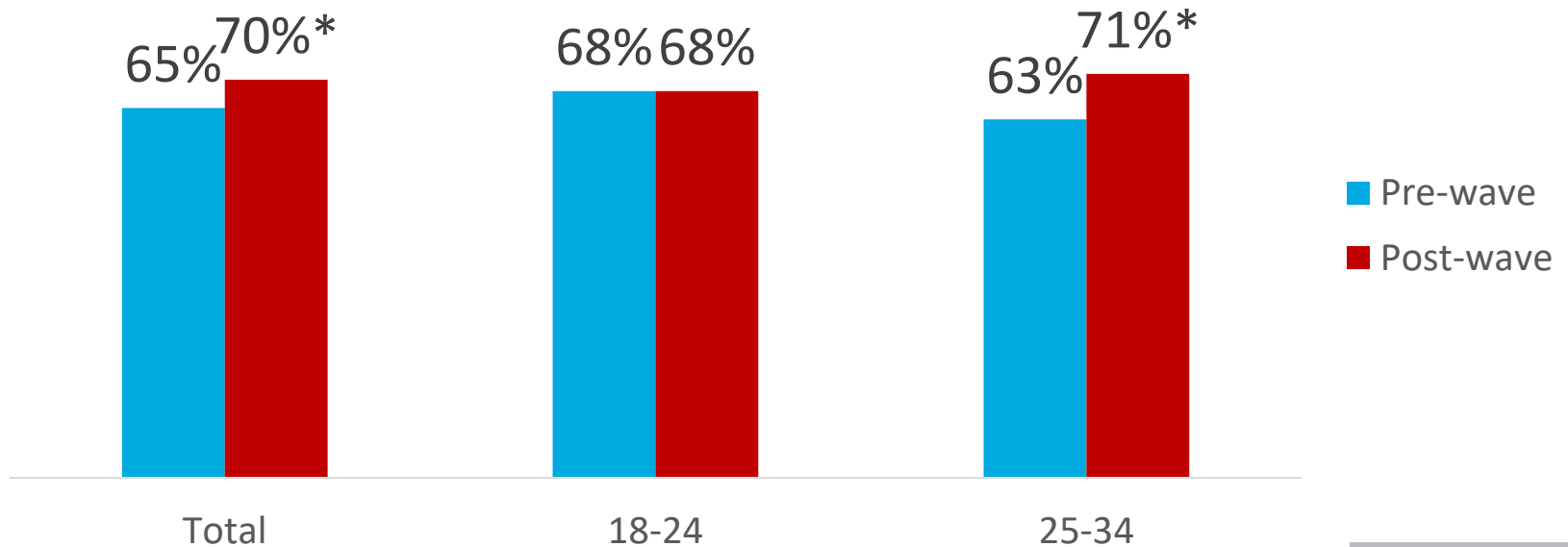
Over half of all respondents (an increase of 4% from last year) report having seen or heard the tagline, “If you feel different, you drive different.” In the post-wave study, the older age segment was significantly more likely to have heard the tagline than the younger group.



*Statistical significance (p <= 0.05)
**Statistical significance (p <= 0.1)

PSA AWARENESS

Despite starting with high levels of net PSA awareness[^], males 25 – 34 years old reported a significant increase in PSA recognition.



*Statistical significance ($p \leq 0.05$)

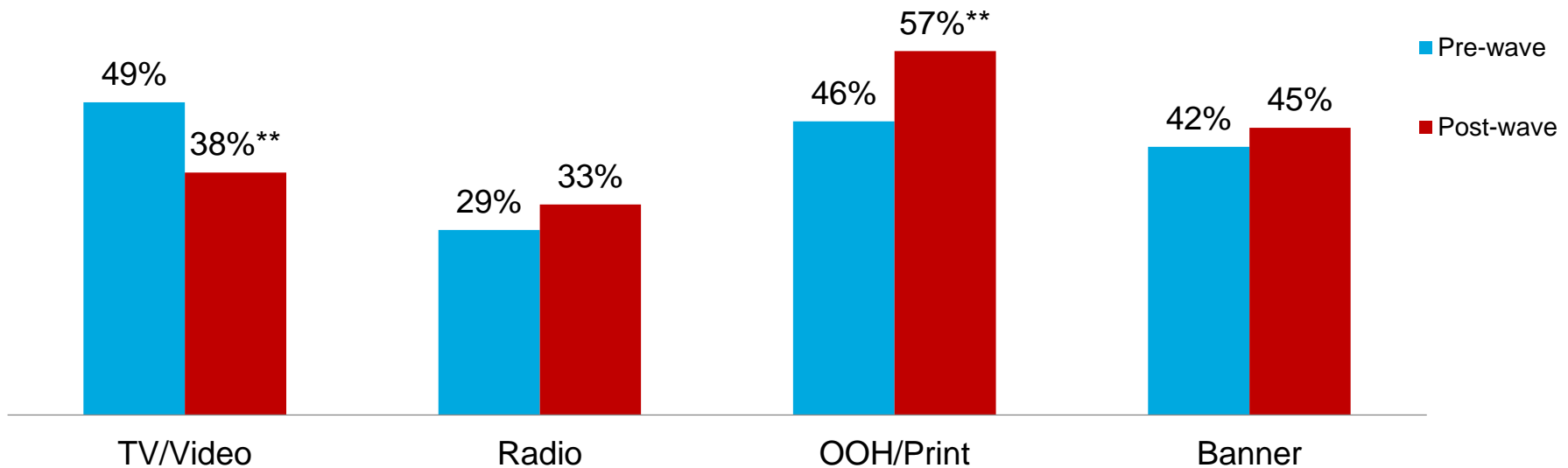
**Statistical significance ($p \leq 0.1$)

[^]Please see appendix for media definitions

Desired Goal: Increase

AD RECOGNITION - 18 TO 24

While there was a significant decrease in TV/Video awareness[^] for 18- to 24-year-olds, all other media types saw increases in awareness with OOH/Print seeing a significant one.



*Statistical significance ($p \leq 0.05$)

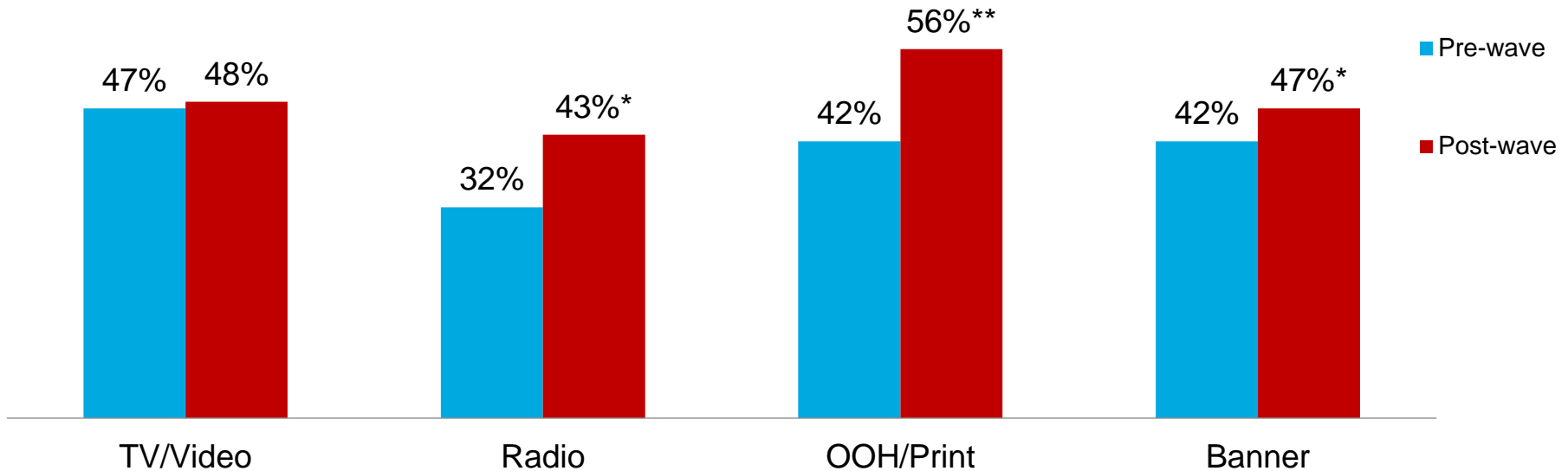
**Statistical significance ($p \leq 0.1$)

[^]Please see appendix for media definitions

Desired Goal: Increase

AD RECOGNITION - 25 TO 34

The older age group reported statistically significant increases in recognition across asset types, except for TV which remained steady at 48%.



*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

^Please see appendix for media definitions

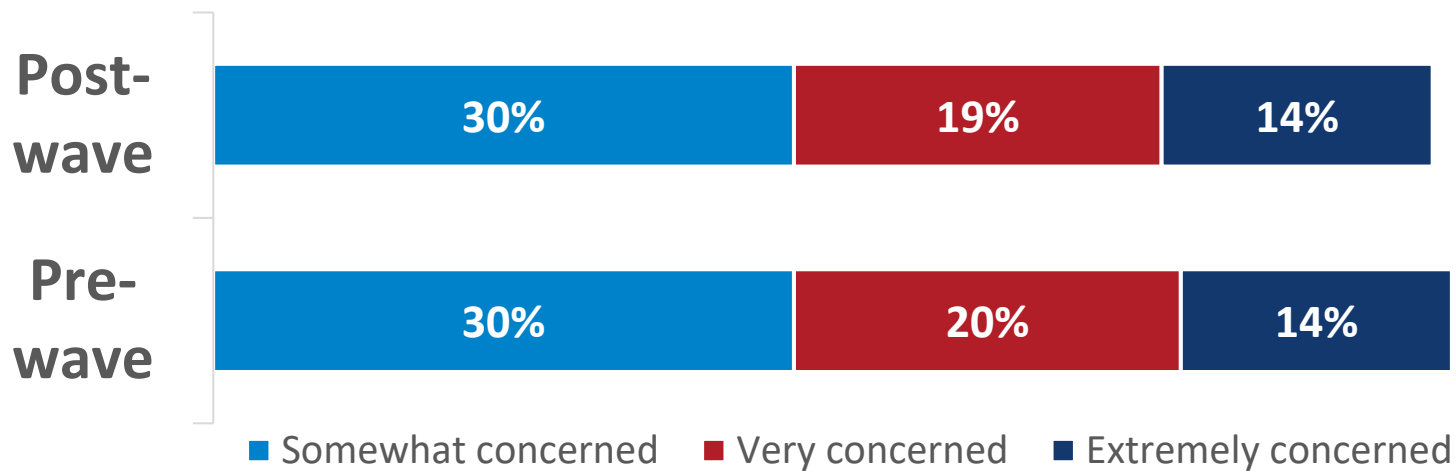
Desired Goal: Increase

Attitudes & Behaviors



LEVEL OF CONCERN

- Over 6 in 10 respondents expressed concern (somewhat/very/extremely) about having other drivers on the road who have used marijuana before driving, on par with the pre-wave results.



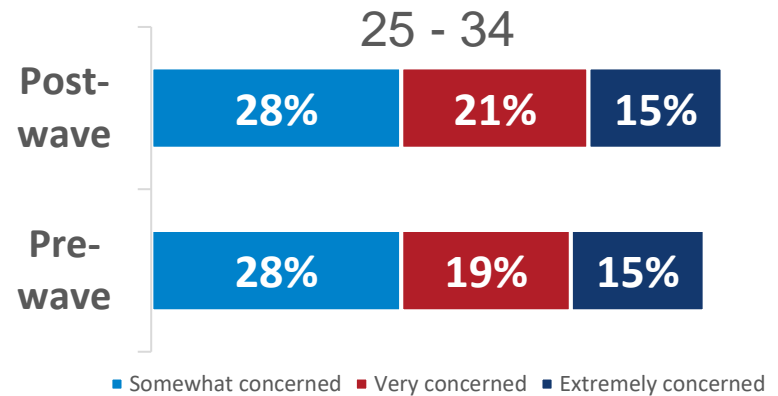
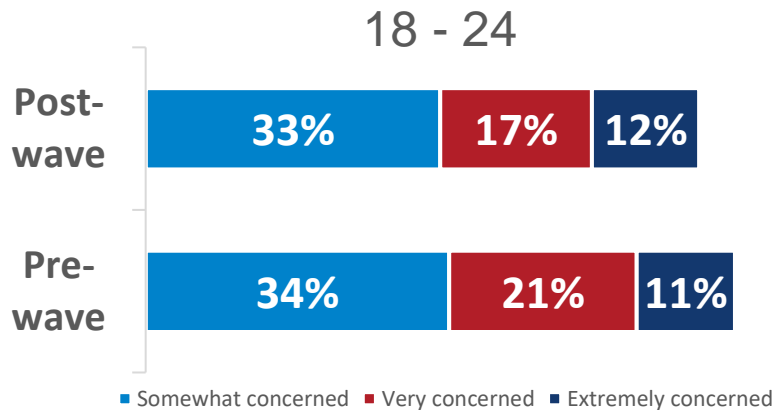
*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

Desired Goal: Increase

LEVEL OF CONCERN – BY AGE GROUP

- The younger age group reported to be “somewhat concerned” at a higher level than the older group, but both ultimately were about the same in terms of total level of concern (62% and 64% respectively).



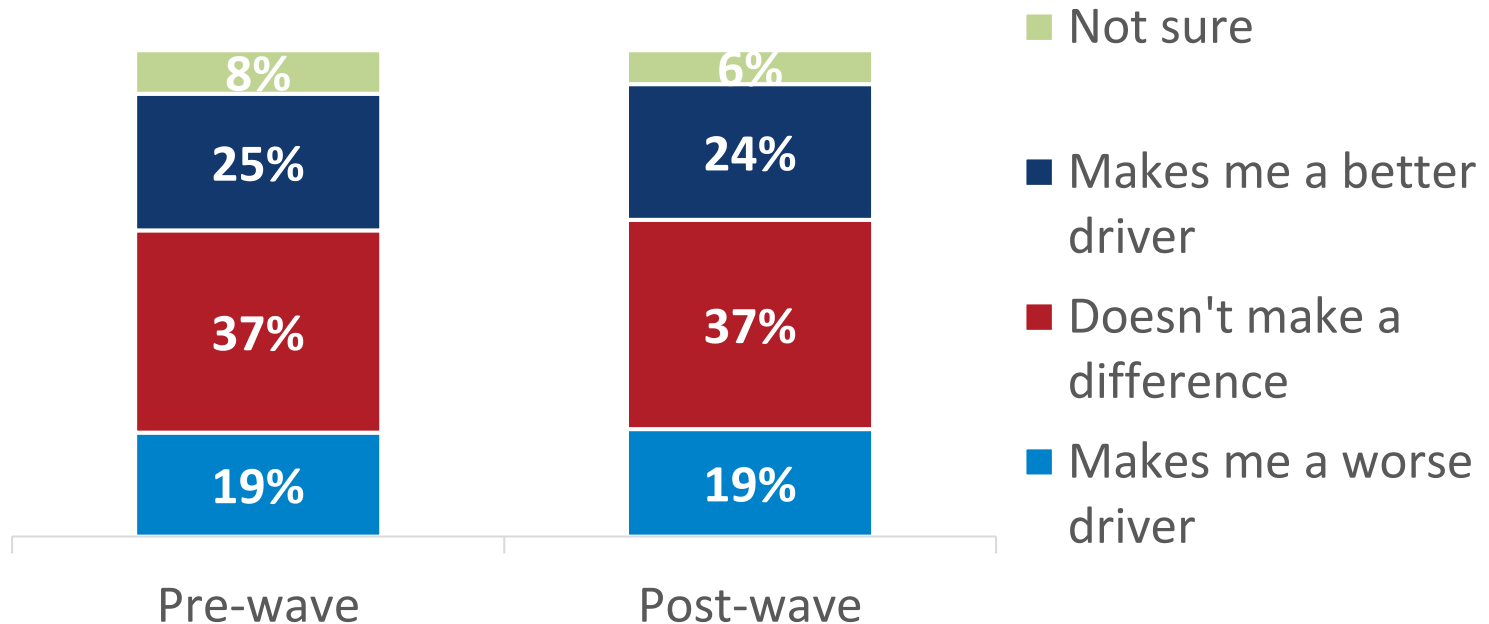
*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

Desired Goal: Increase

PERCEPTION OF DRIVING ABILITY

- There were no significant changes in perception of driving ability among respondents who have driven after using marijuana.

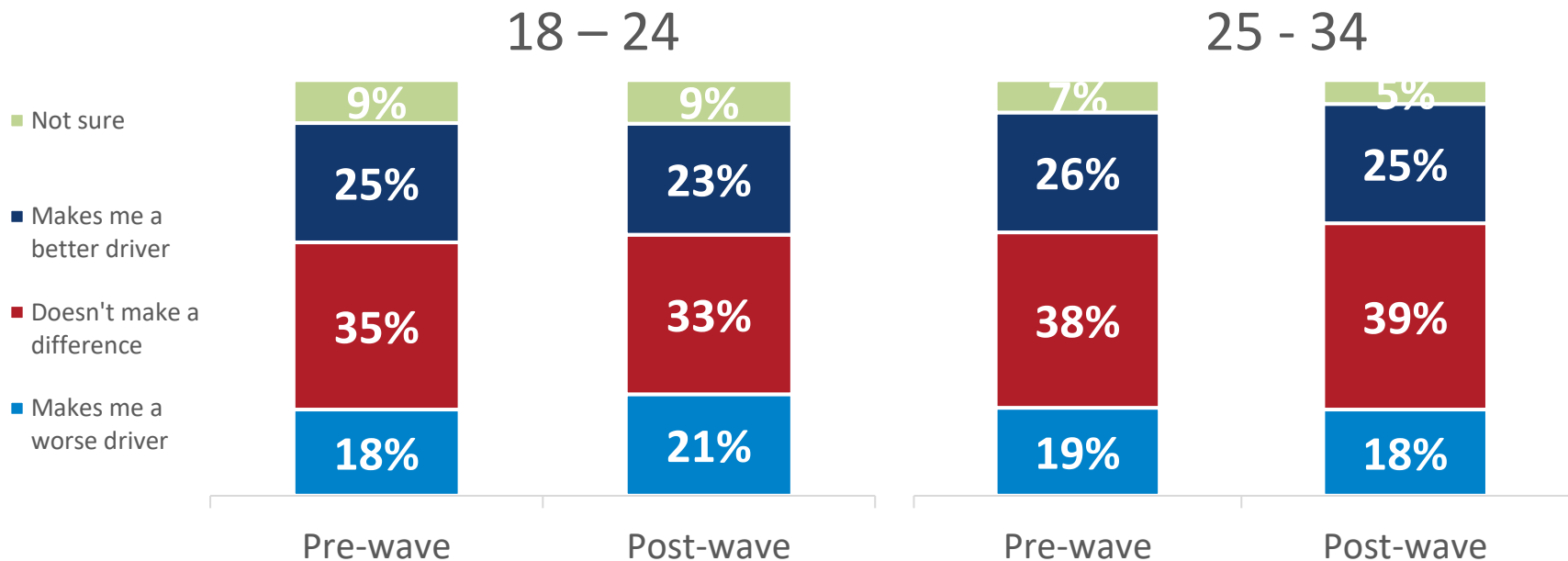


Base: excludes n/a responses

*Statistical significance ($p \leq 0.05$)

PERCEPTION OF DRIVING ABILITY – BY AGE GROUPS

- When breaking it down by age groups however, the older age group was much more likely to report that using marijuana “makes me a better driver” or “doesn’t make a difference” than the younger group (64% vs 56%).

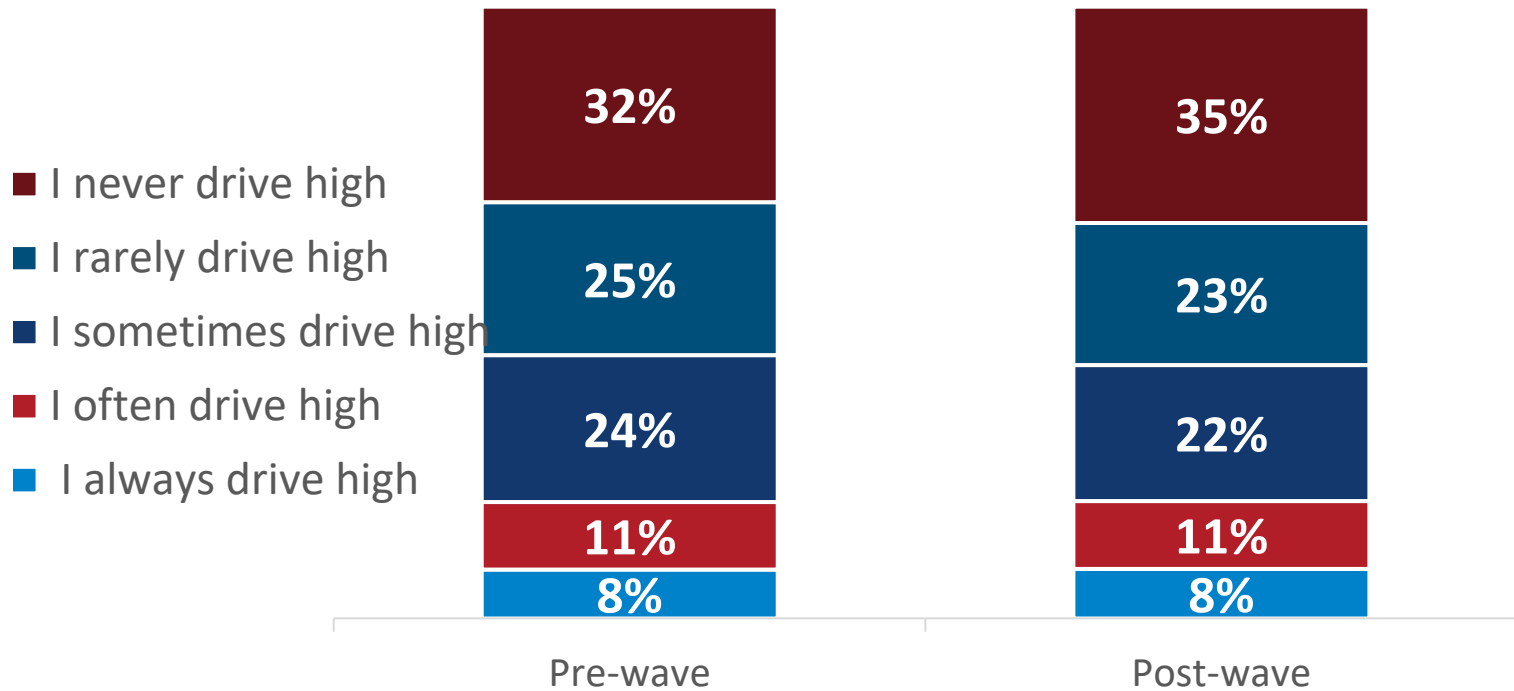


Base: excludes n/a responses

*Statistical significance ($p \leq 0.05$)

FREQUENCY OF DRIVING HIGH

- 41% of respondents say that they sometimes/often/always drive high, a small decrease from the pre-wave (43%).

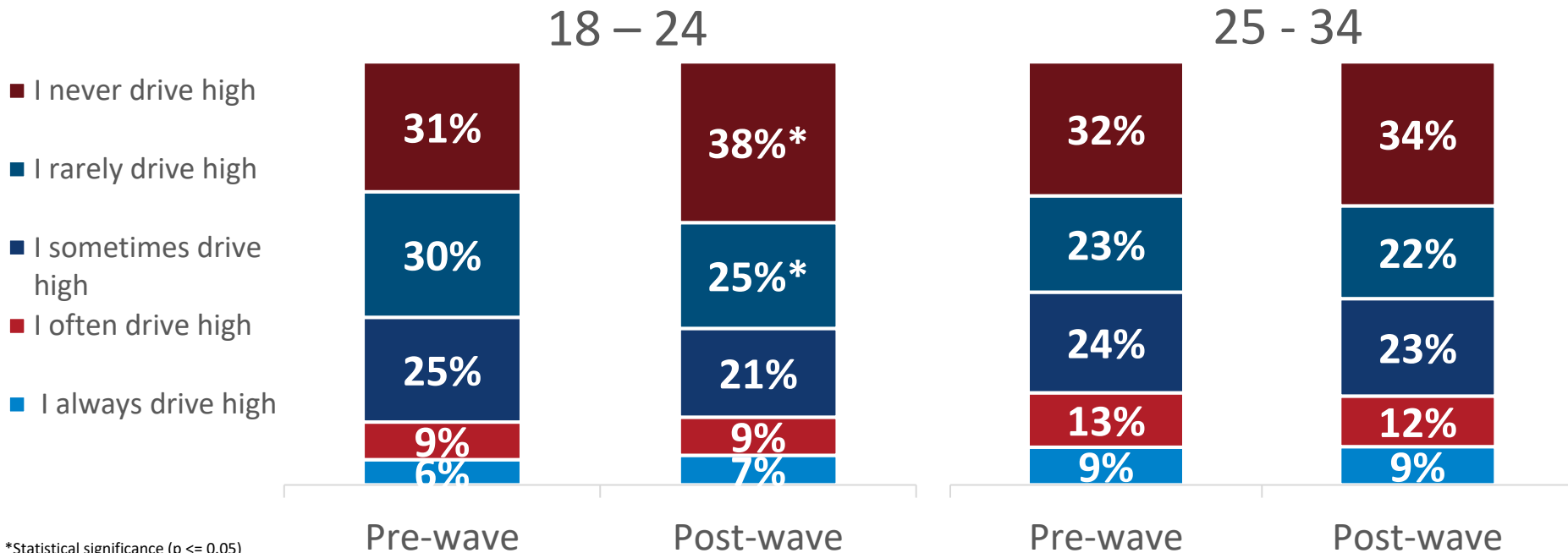


*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

FREQUENCY OF DRIVING HIGH – BY AGE GROUP

- Respondents age 25-34 are significantly more likely to say they sometime/often/always drive high compared to age 18-24 respondents, 44% vs 37%.
- The younger age group saw a significant increase from the pre-wave in the number of respondents who say they never drive high.

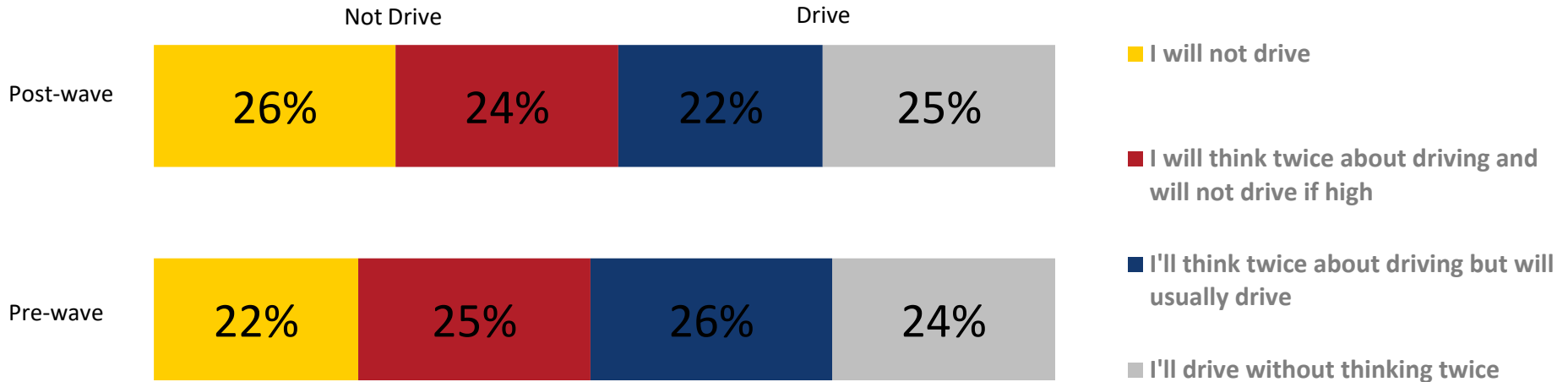


*Statistical significance (p <= 0.05)

**Statistical significance (p <= 0.1)

Mindset about marijuana & driving

Half of respondents (50%) said they will **not** drive after using marijuana; but one-quarter of respondents will still drive without thinking twice.



Approximately 3% of respondents selected "not applicable – never been in that situation."

*Statistical significance ($p \leq 0.05$)

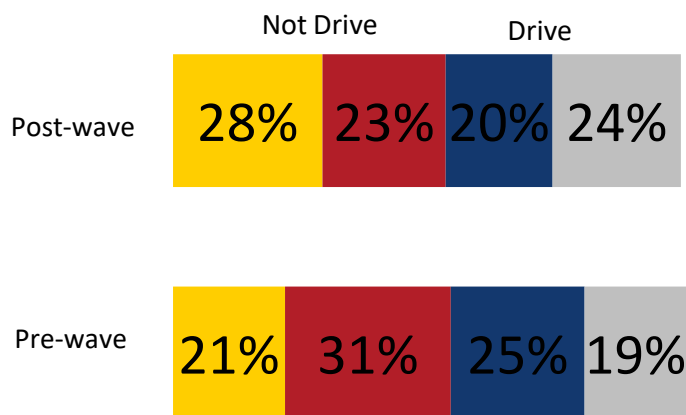
**Statistical significance ($p \leq 0.1$)

MINDSET ABOUT MARIJUANA & DRIVING – BY AGE GROUP

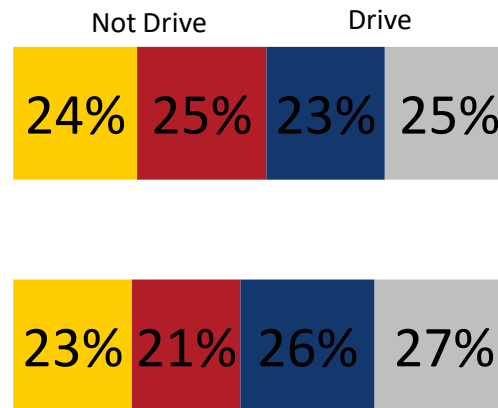
Responses are similar by age group (about half said they would not drive after using marijuana), however, there were positive shifts amongst both age groups:

- Respondents 25-34 who said they would drive after using marijuana decreased from 53% to 48% from the pre-wave.
- Respondents 18-24 reported a significant increase in not driving after using marijuana, going from 21% to 28%

18 – 24



25 – 34



- I will not drive
- I will think twice about driving and will not drive if high
- I'll think twice about driving but will usually drive
- I'll drive without thinking twice

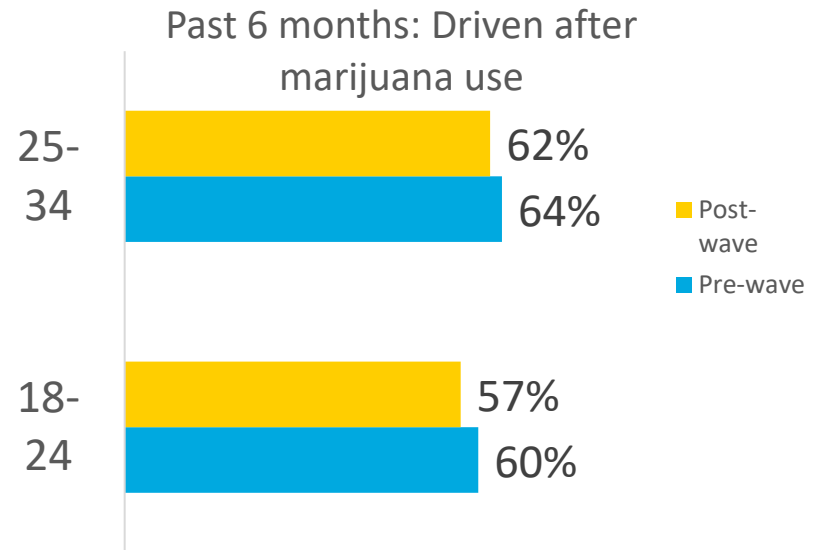
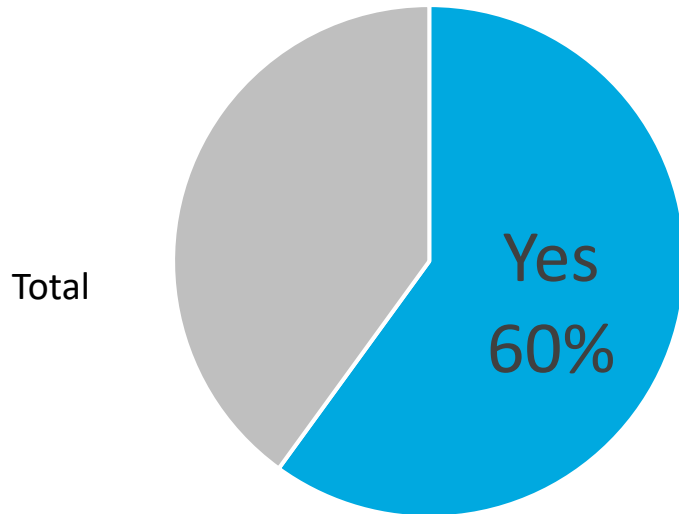
Approximately 3% of respondents selected "not applicable – never been in that situation."

*Statistical significance (p <= 0.05)

**Statistical significance (p <= 0.1)

PAST DRIVING BEHAVIOR

6 in 10 respondents (60%) reported that they drove while feeling the effects of marijuana in the past 6 months, slightly down from the pre-wave (63%).



*Statistical significance ($p \leq 0.05$)

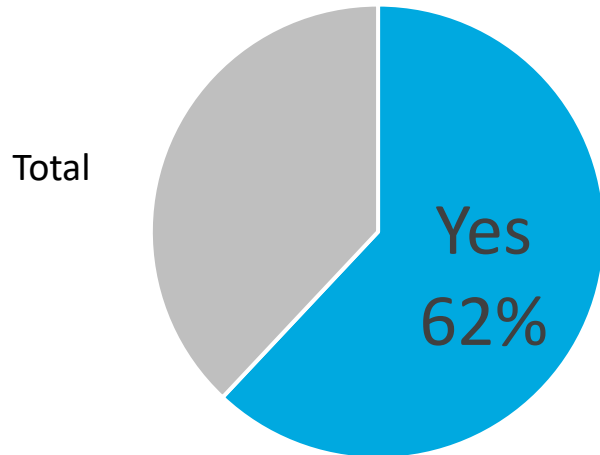
**Statistical significance ($p \leq 0.1$)

Desired Goal:
Decrease

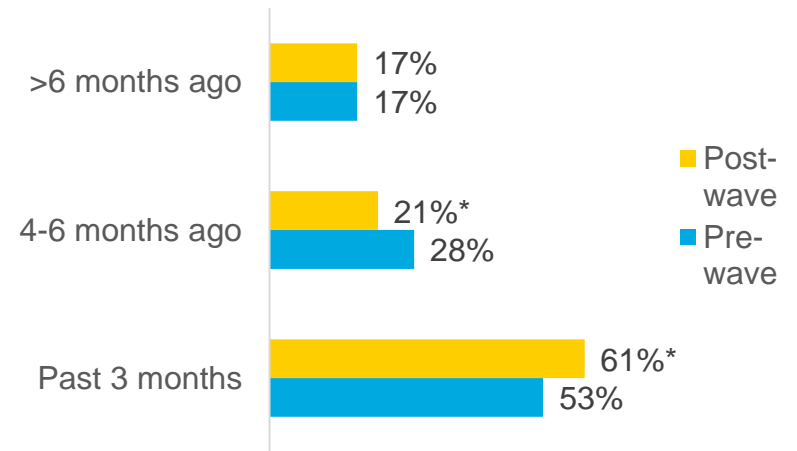
RECENT BEHAVIOR: MARIJUANA USE & DRIVING

A little over 6 in 10 respondents have been in a situation where they planned to drive but decided not to after using marijuana. Respondents reported a significant increase (53% to 61%) in this behavior occurring in the last 3 months.

DECIDED NOT TO DRIVE AFTER MARIJUANA USE (WHEN PLANNED TO DRIVE)



LAST TIME THIS HAPPENED



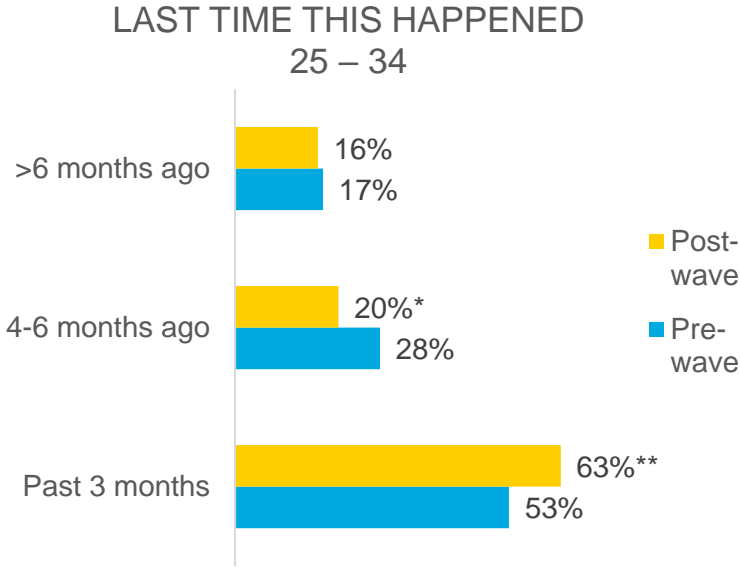
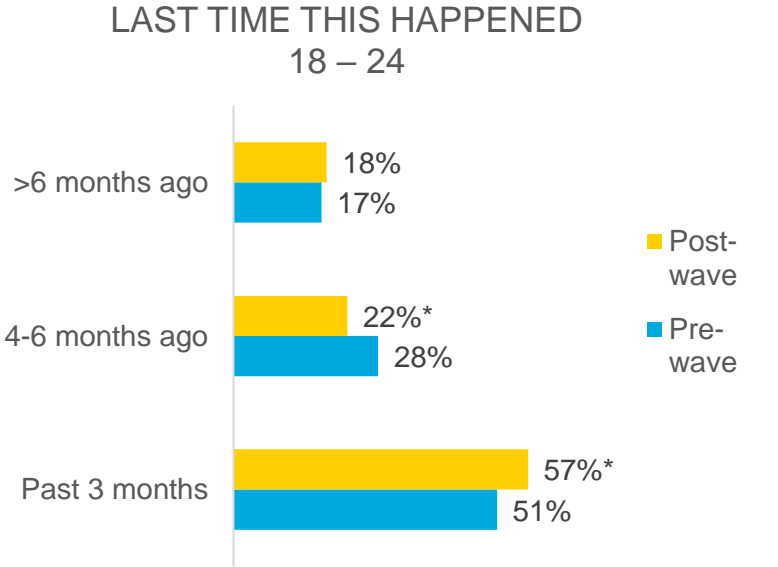
*Statistical significance ($p \leq 0.05$)

**Statistical significance ($p \leq 0.1$)

Desired Goal: Increase

RECENT BEHAVIOR: MARIJUANA USE & DRIVING – BY AGE GROUP

When breaking it down by age groups, both groups of respondents reported significant increases in this behavior (not driving after using marijuana after originally planning to drive) occurring in the last 3 months.

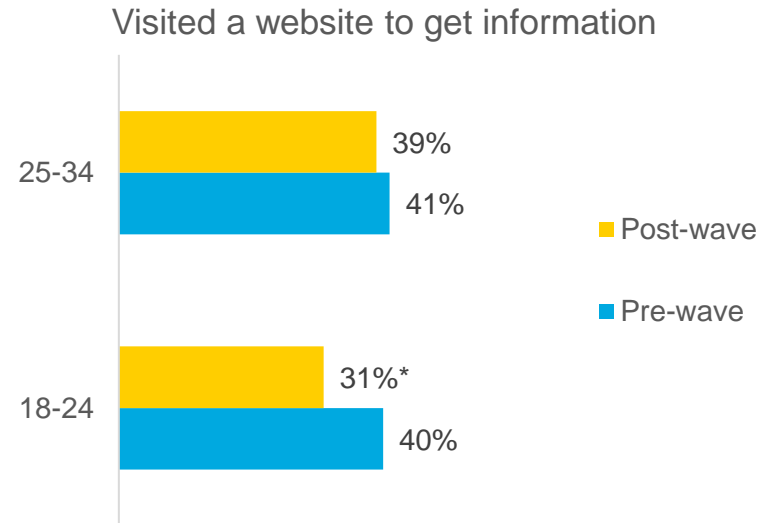
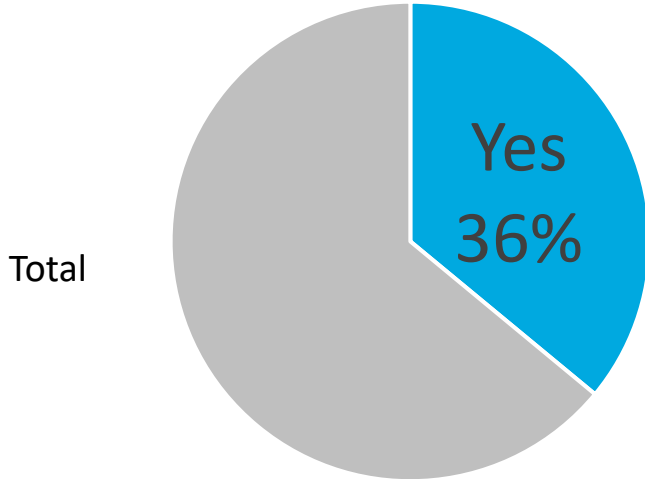


*Statistical significance (p <= 0.05)
**Statistical significance (p <= 0.1)

Desired Goal: Increase

INFORMATION SEEKING BEHAVIOR

Nearly 4 in 10 respondents (36%) reported that they visited a website to get information about driving after using marijuana, a slight decrease from the pre-wave (40%) driven mostly by the significant decrease in 18–24-year-olds.



*Statistical significance ($p \leq 0.05$)
**Statistical significance ($p \leq 0.1$)

Desired Goal: Increase

Subgroups Key Findings

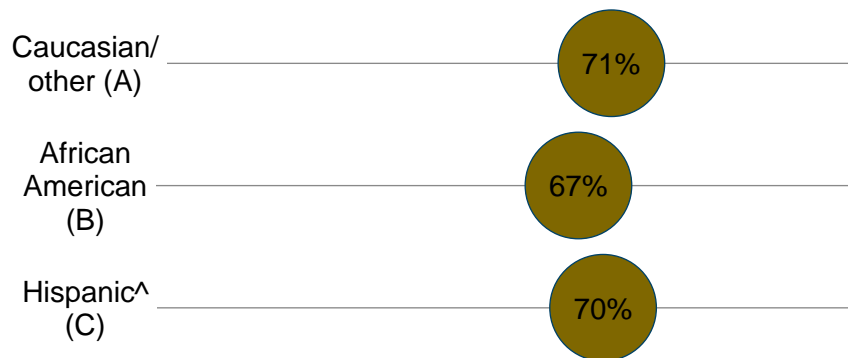


SUBGROUP SUMMARY

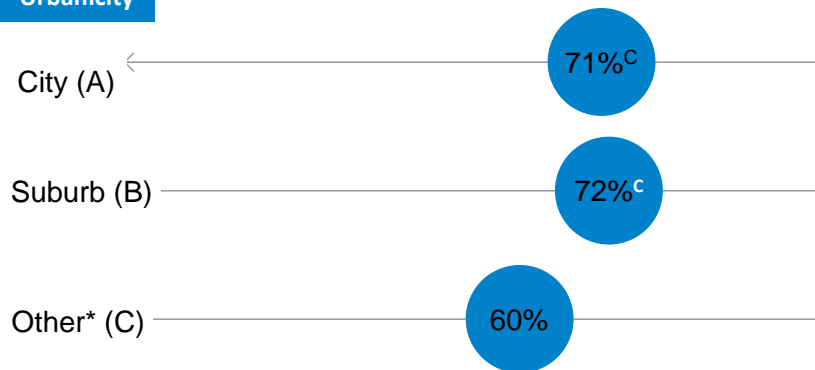
- **ISSUE AWARENESS:** All subgroups reported high levels of issue awareness, with the greatest areas for opportunity presenting itself in the **South** and amongst those with an **education level lower than a college graduate**.
- **PERCEPTION OF DRIVING ABILITY:** Like with awareness, those in the **South** and with **education levels lower than a college graduate** reported at higher levels that marijuana makes them a better driver or doesn't make a difference. There was also a slight difference when looking at race/ethnicity, with Black/African Americans reporting at a higher level than Caucasians.
- **FREQUENCY OF DRIVING HIGH:** Subgroups who were more likely to say they drive high (somewhat/often/always) include: **African Americans/Black**, those **living in the South**, and **city residents**.
- **MINDSET ABOUT MARIJUANA & DRIVING:** In line with those who drive high at least sometimes, the following subgroups were more likely to say that they will drive after marijuana use without thinking twice about it: those **living in the South**, **city residents**, and those with an **education level lower than a college graduate**.

ISSUE AWARENESS: SUBGROUPS

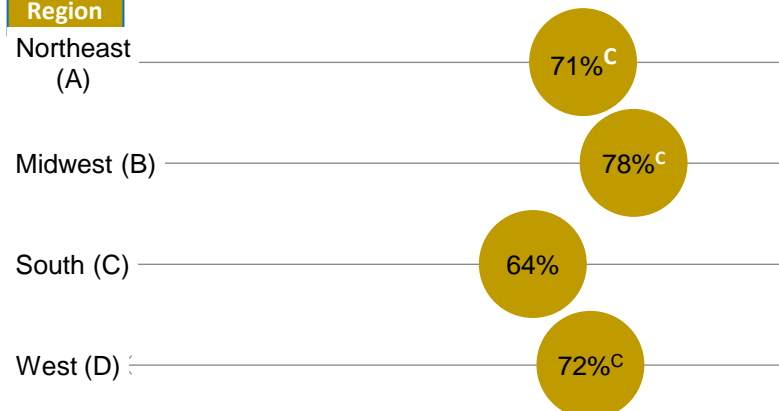
Race/Ethnicity



Urbanicity



Region



Education



^All Hispanic respondents take the survey in English.

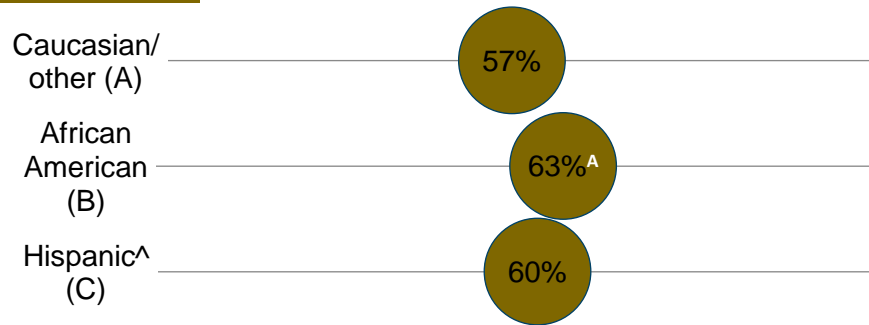
*Caution: small base size (n<100)

A/B/C/D ((p <= 0.05) and a/b/c/d (p <= 0.1): Statistical significance compared within category

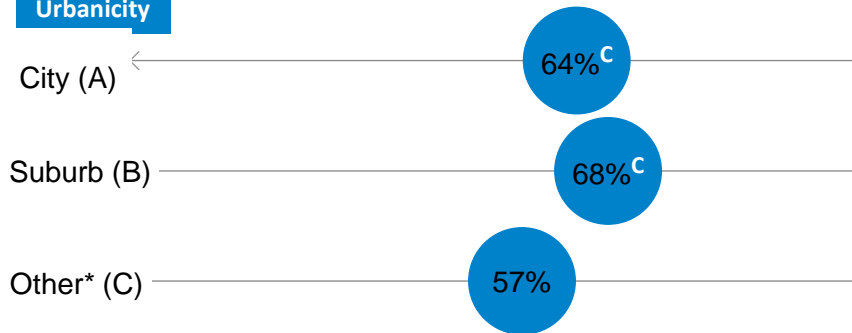
PERCEPTION OF DRIVING ABILITY: SUBGROUPS

NET: MARIJUANA USE MAKES ME A BETTER DRIVER OR DOESN'T MAKE A DIFFERENCE

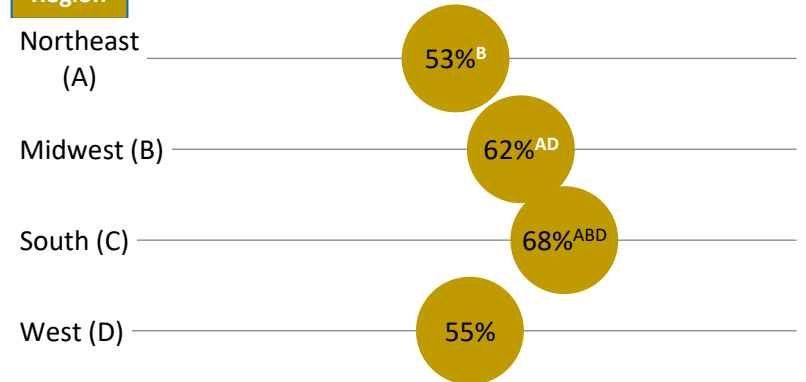
Race/Ethnicity



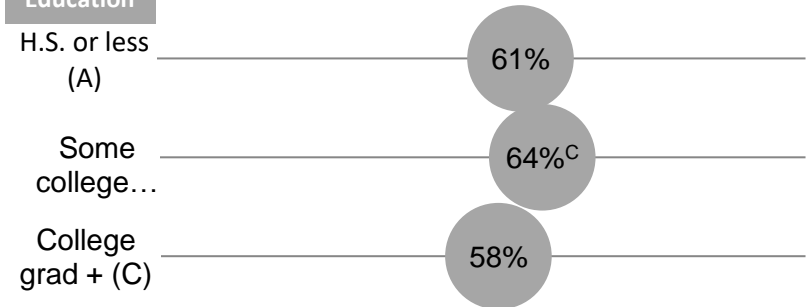
Urbanicity



Region



Education



^All Hispanic respondents take the survey in English.

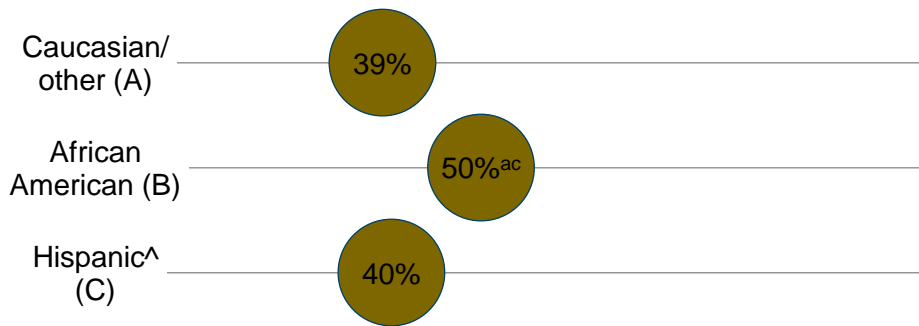
*Caution: small base size (n<100)

A/B/C/D (p <= 0.05) and a/b/c/d (p <= 0.1): Statistical significance compared within category

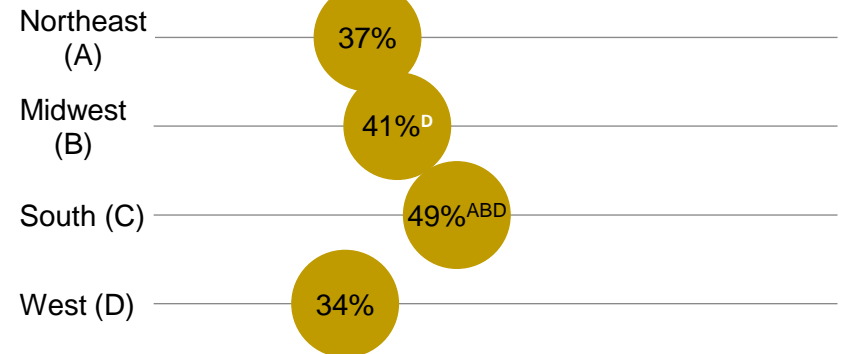
FREQUENCY OF DRIVING HIGH: SUBGROUPS

DRIVE HIGH: ALWAYS/OFTEN/SOMETIMES

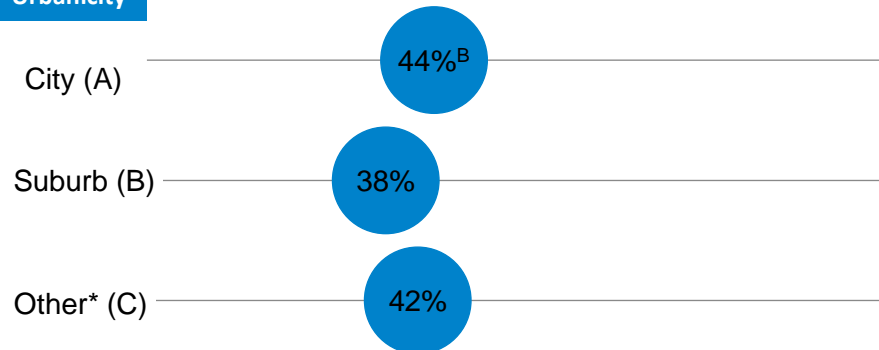
Race/Ethnicity



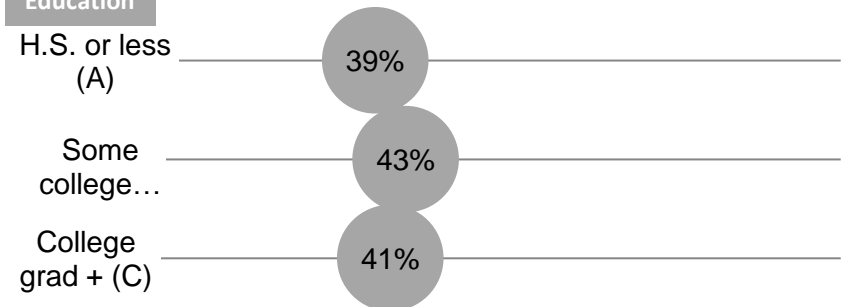
Region



Urbanicity



Education



^All Hispanic respondents take the survey in English.

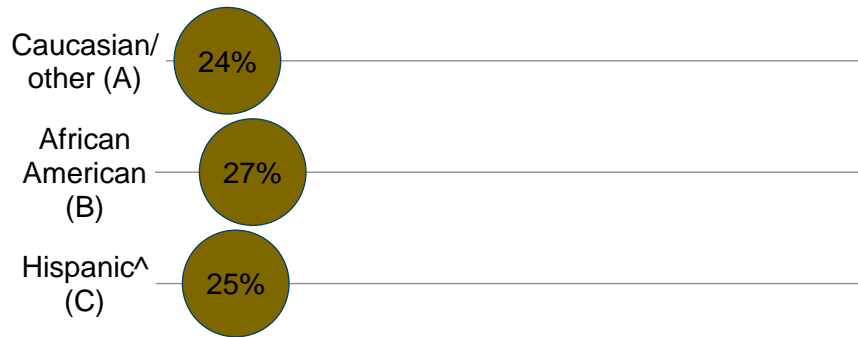
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A/B/C/D (p <= 0.05) and a/b/c/d (p <= 0.1): Statistical significance compared within category

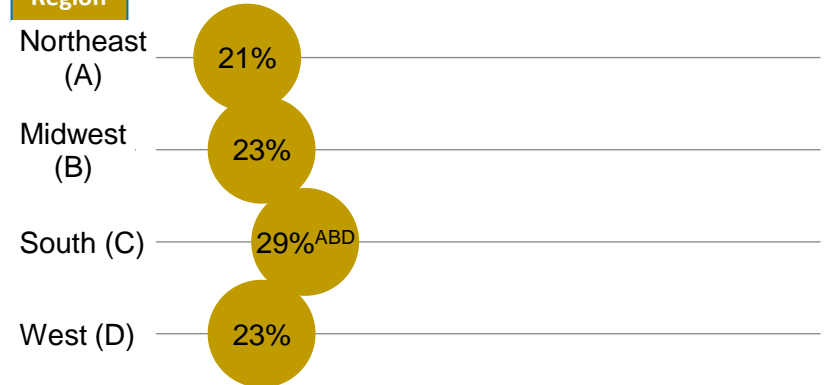
MINDSET ABOUT MARIJUANA & DRIVING: SUBGROUPS

I'LL DRIVE WITHOUT THINKING TWICE ABOUT IT

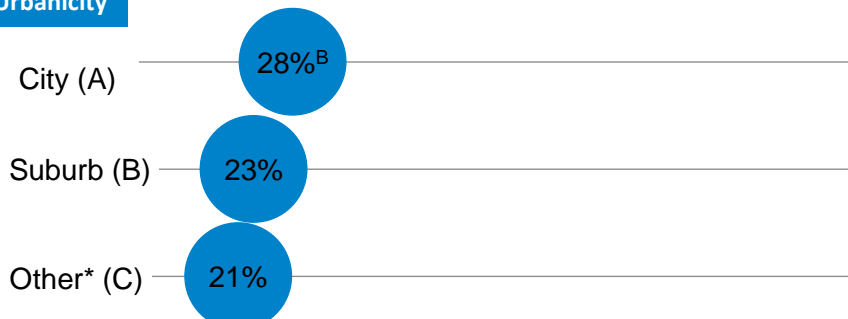
Race/Ethnicity



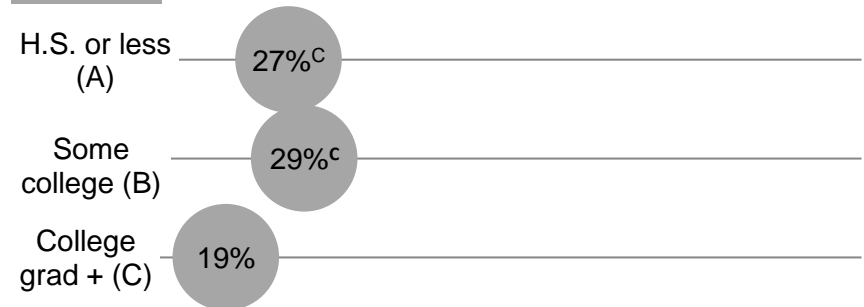
Region



Urbanicity



Education



^All Hispanic respondents take the survey in English.

*Caution: small base size (n<100)

A/B/C/D (p <= 0.05) and a/b/c/d (p <= 0.1): Statistical significance compared within category

QUESTIONS?

THANK YOU

APPENDIX

Media Definitions

Donated Media

- **TV:** includes traditional forms of television through local cable, network cable and local broadcast
- **Digital/Social:** includes digital support in the form of banners and video (connected and streaming TV) – e.g., YouTube or Meta flights and The Trade Desk.

Tracking Study

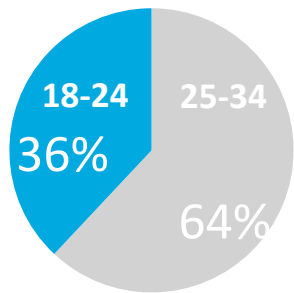
- **Net PSA Awareness (or Ad Recognition):** percentage of survey respondents who have seen at least one campaign PSA.
- **Net Video (TV/Online):** aided awareness for campaign video PSA. Video can be from any television source or online video platform – YouTube, SlingTV, etc.
- **Net Digital Banner:** aided awareness for campaign digital banners only.

METHODOLOGY

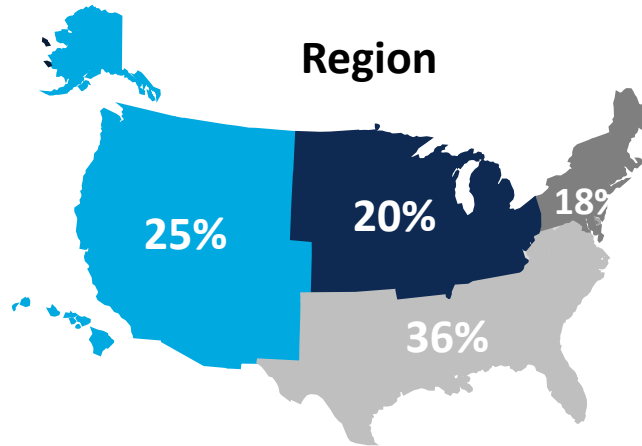
What?	Post-wave tracking survey
When?	January 17 – February 7, 2023
Who?	<p>Males 18-34 years old</p> <ul style="list-style-type: none">- Must hold a driver's license and drive on a regular basis- Smoked/ingested marijuana recreationally at least once in the past 3 months <p>Quotas established to be representative to the U.S. Census for males 18-34 years old for race/ethnicity, income, age, and region</p> <p>n=1000</p>
Where?	Nationwide
How?	Online panel survey fielded by C+R Research

SAMPLE DEMOGRAPHICS

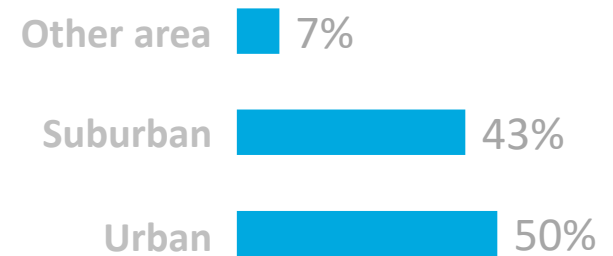
Age



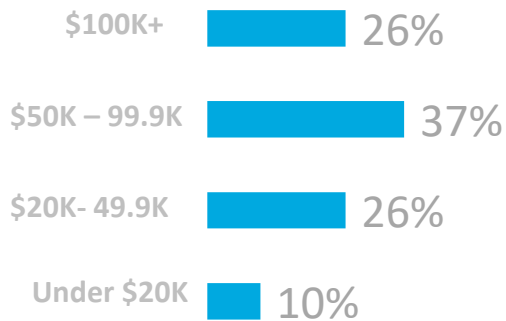
Region



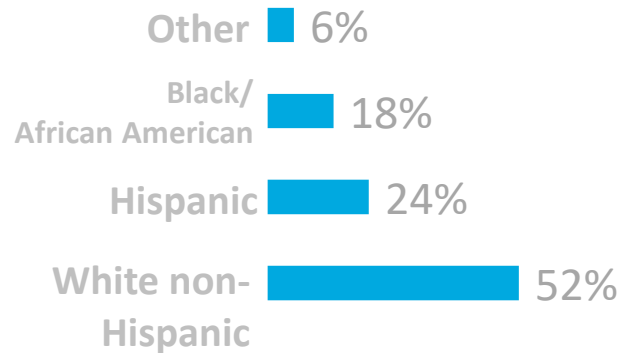
Urbanicity



Household Income



Race/ethnicity



Education

