



# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## BUZZED DRIVING PREVENTION

*TRACKING SURVEY REPORT*

*APRIL 2023*

# TRACKING SURVEY KEY PERFORMANCE INDICATORS (KPI)

---



Campaign  
recognition



Likelihood to  
drive while  
buzzed (intent)



Recently  
drove  
impaired



Choose  
alternative  
transport OR  
never drink if  
planning to drive

# RESULTS SUMMARY: CORE TARGET OF MALES 21-35\*

---



Recognition of ads with the tagline “Buzzed Driving is Drunk Driving” is 75% among males 21-35. This is driven by recognition of the video assets, with 57% recognizing at least one campaign video PSA in the survey.

**Goal: Increase in recognition**



15% of males 21-35 said they would be extremely or very likely to drive home if feeling buzzed or somewhat impaired, a slight decrease from 2022.

**Goal: Decrease**



33% of males 21-35 agree that there was a time *recently* when they probably had too much to drink before driving; a slight increase from last year and a continuing upward trend from 2020.

**Goal: Decrease**



65% of males 21-35 said they would *always* get a ride/taxi/public transport or not drink if planning to drive, which is in-line with last year.

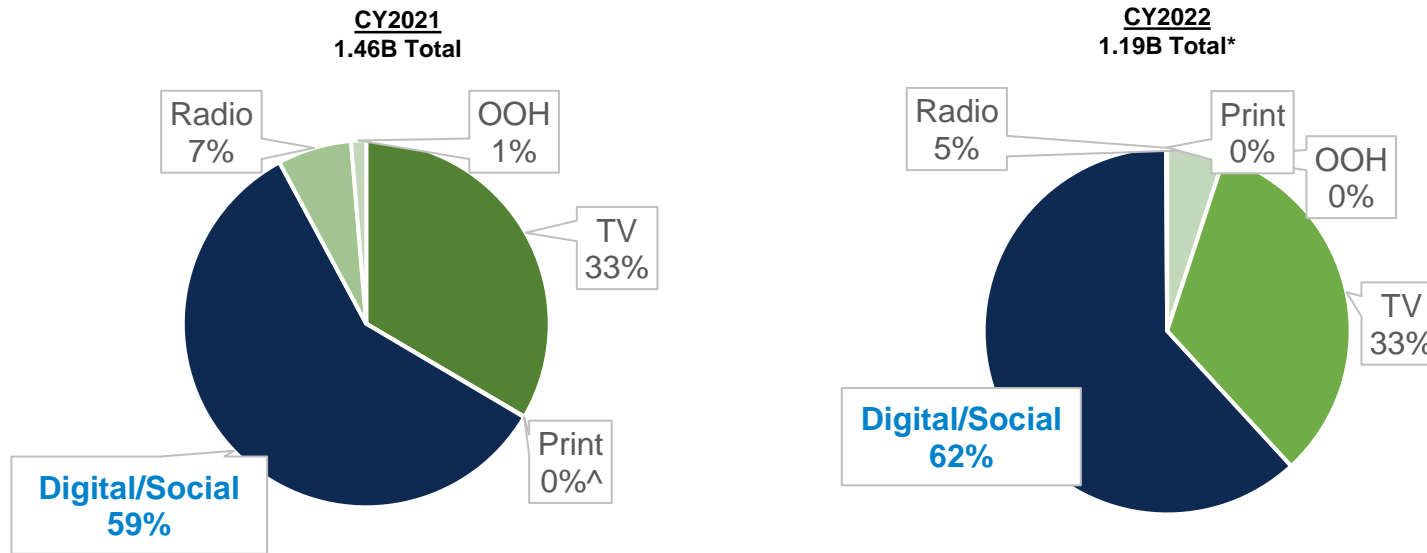
**Goal: Increase**

# Donated media snapshot



# DONATED MEDIA: IMPRESSIONS ANALYSIS

Share of digital & social impressions (key media priority for the campaign's target audience) remains strong. Increases in digital/social impressions are due to number of digital partnerships like SlingTV and Next Management Partners, thus accounting for a larger share of our total impressions.



\*Data final through September 2022

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

^Please see appendix for media definitions

# Awareness

Three-quarters of males 21 – 35 continue to report high levels of awareness, saying they are aware of a PSA with the tagline, “Buzzed Driving is Drunk Driving”

Males 21 – 35 reported higher levels of awareness across the board, and outdoor PSA saw a significant increase amongst this group.

Adults 21+ saw a decrease in Net PSA awareness, with TV being the only medium seeing a significant decrease.

General awareness of drunk driving prevention messaging slightly decreased with adults 21+ but saw a significant increase in males 21-35.



**Three-quarters of males 21-35** report awareness of ads with the Buzzed Driving tagline, a slight increase from the 2022 study. This is also slightly higher than the recognition level reported for **adults 21+ (72%)**.

Recognition of OOH assets significantly increased **males 21-35** and all other mediums saw small increases as well which led to higher Net PSA awareness<sup>^</sup>. **Adults 21+** saw a decrease in Net PSA awareness with the sole-significant decrease coming in Net Video recognition.

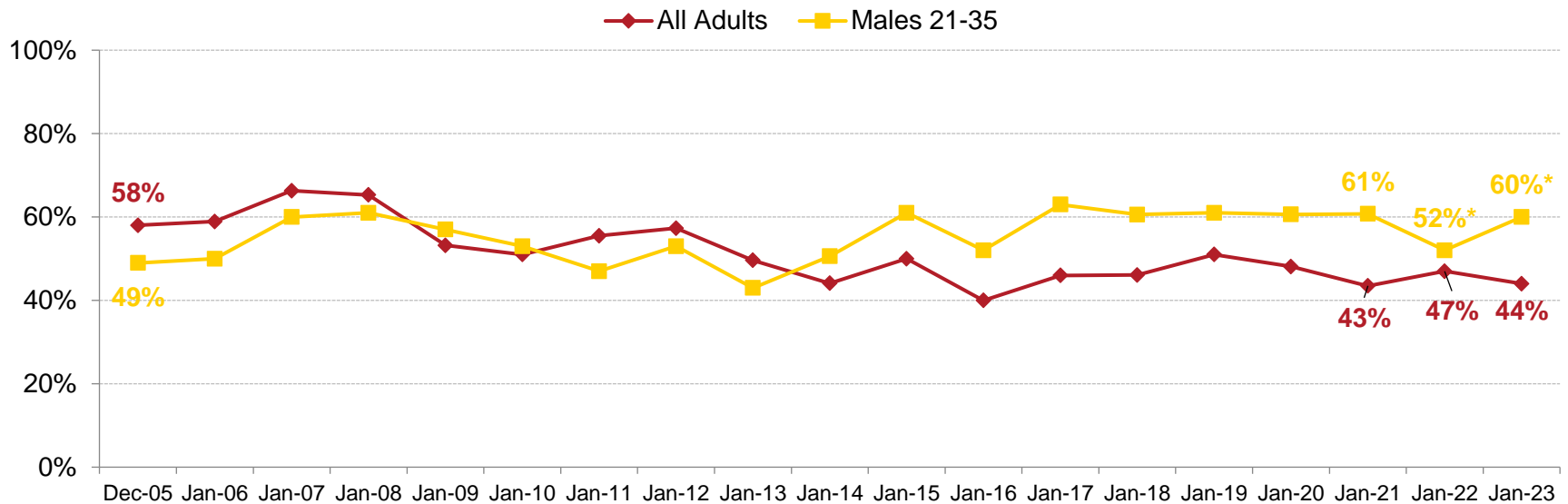
	2018	2019	2020	2021	2022	2023	2018	2019	2020	2021	2022	2023
Awareness of any ads w/tagline: “Buzzed Driving Is Drunk Driving”	70	74	79*	75	73	75	69	72	68**	69	73	72
Net PSA	71	73	69	70	72	74	53	64*	53*	54	66**	62
Net Video (TV/online)	52*	53	52	60*	56	57	38*	48*	42*	47*	53*	47*
Net Radio	50	38*	29*	31	29	31	29	25	17*	18	19	19
Net OOH	37*	37	36	26*	44**	49*	20*	19	19	13*	34**	31
Net Digital Banner	58**	56	39*	40	41	41	35	36	21*	23	31*	28

Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

<sup>^</sup>Please see appendix for media definitions

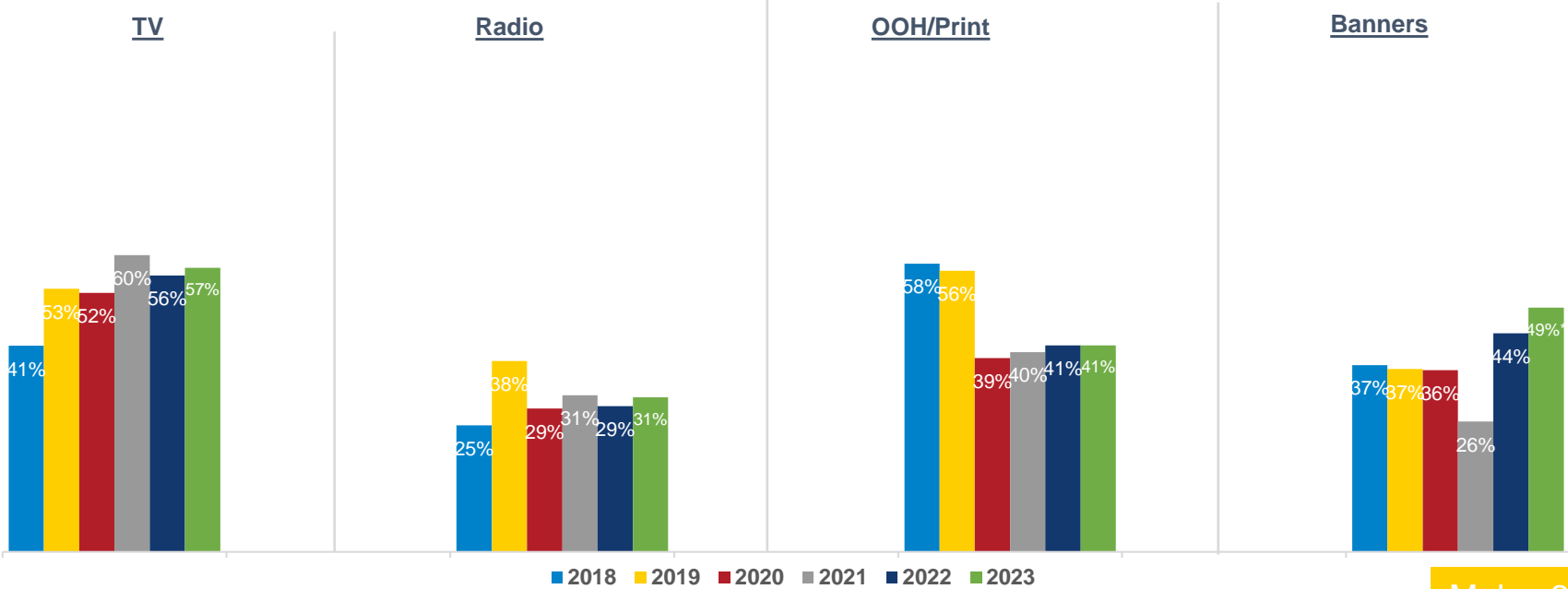
Following the significant decrease last year, general awareness of any messages about drunk driving prevention had a significant increase for **males 21-35**, rising from 52% to 60%. **Adults 21+** reported a decrease in awareness 47% to 44%.

% Who Say They Have Recently Seen/Hear Any Drunk Driving Prevention Messages





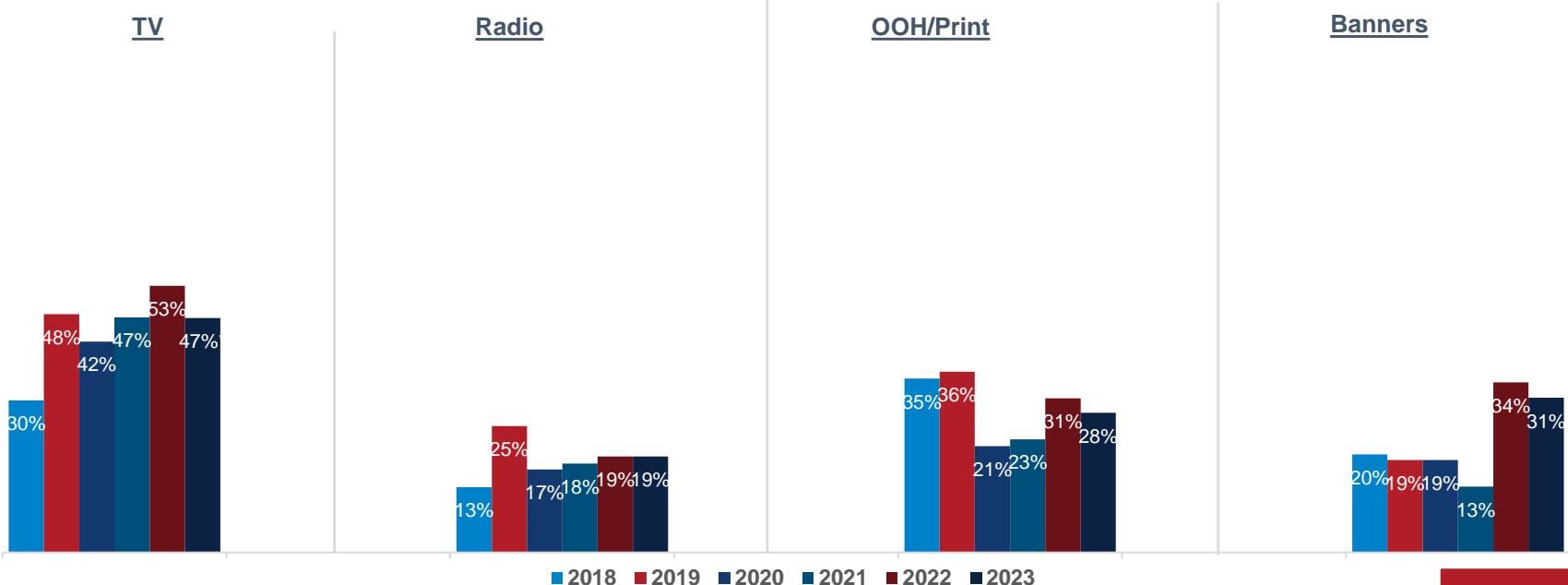
As we've seen in prior years, TV ads continue to be the highest drivers of issue awareness ^ for males 21-35, with banner ads continuing to be the second highest awareness driver, seeing a significant increase from 44% to 49%.



Males 21-35

Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)  
 ^Issue awareness = Drunk Driving Prevention

While TV saw a significant decrease in reported levels of issue awareness<sup>^</sup>, it continues to be the main driver of communications for adults 21+.



Adults 21+

10

Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)  
<sup>^</sup>Issue awareness = Drunk Driving Prevention

# Attitudes & Behaviors

Likelihood to drive buzzed is holding at a low level in 2023 (15% for males 21-35).

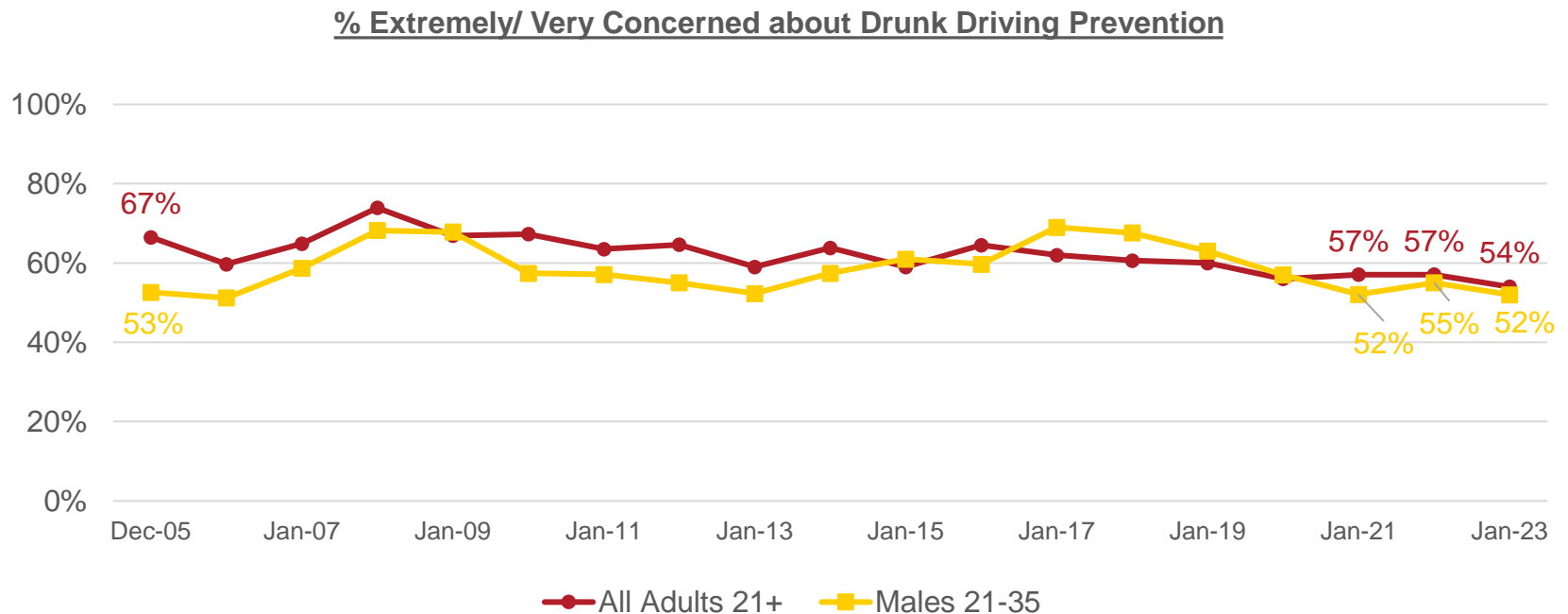
65% of males 21-35 reported they would choose alternative transportation if only option was to drive buzzed or never drink if they plan to drive, same as 2022.

Adults 21+ continue to report this metric at a higher level than our core target (79% compared to 65%) with 58% saying they would find alternative transport and 21% that they will never drink if planning to drive.

Males 21 – 35 who said they had recently been in a situation where they thought they were *probably* okay to drive but not sure went up again this year to 33%, a percentage that's been trending upwards since the 2020 study.



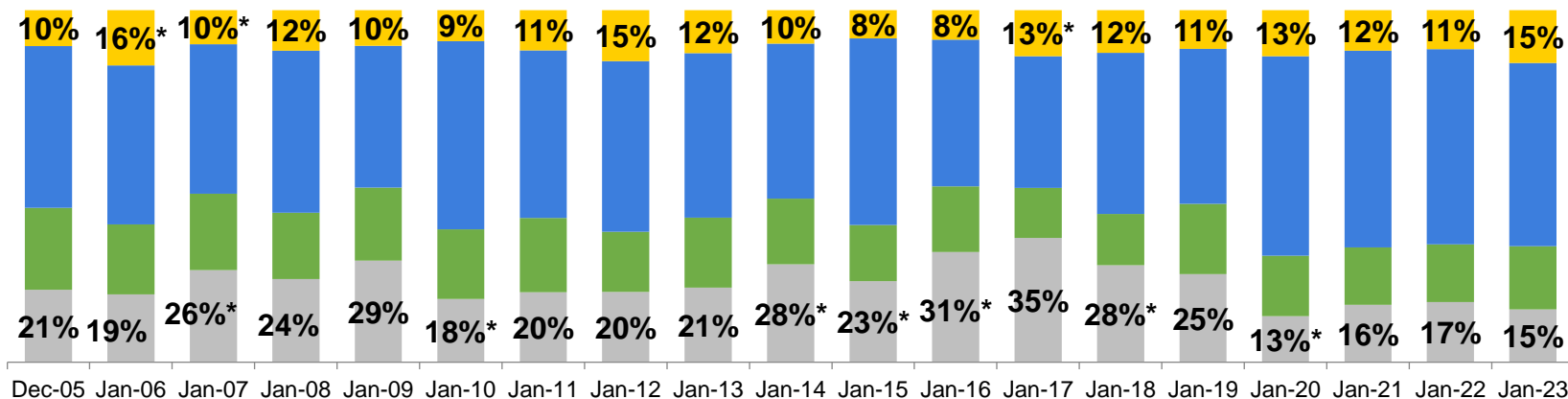
The level of concern (extremely/very concerned) about drunk driving prevention in **males 21-35** and **adults 21+** slightly decreased to **52%** and **54%** respectively.



15% of males 21-35 said they would be extremely or very likely to drive home if feeling buzzed or somewhat impaired, a slight decrease from last year. On the other end, **15% reported never drinking** if needing to drive, which is an increase from 2022.

When breaking it out by age, 15% of both age groups (21 – 27 and 28 – 35) said they would be extremely or very likely to drive. This is an increase for the 21 – 27 group from last year (11%) but a decrease for the 28 – 35 group (20%).

■ Extremely/Very   ■ Somewhat   ■ Not too/Not at all   ■ NA - I never drink if I have to drive after

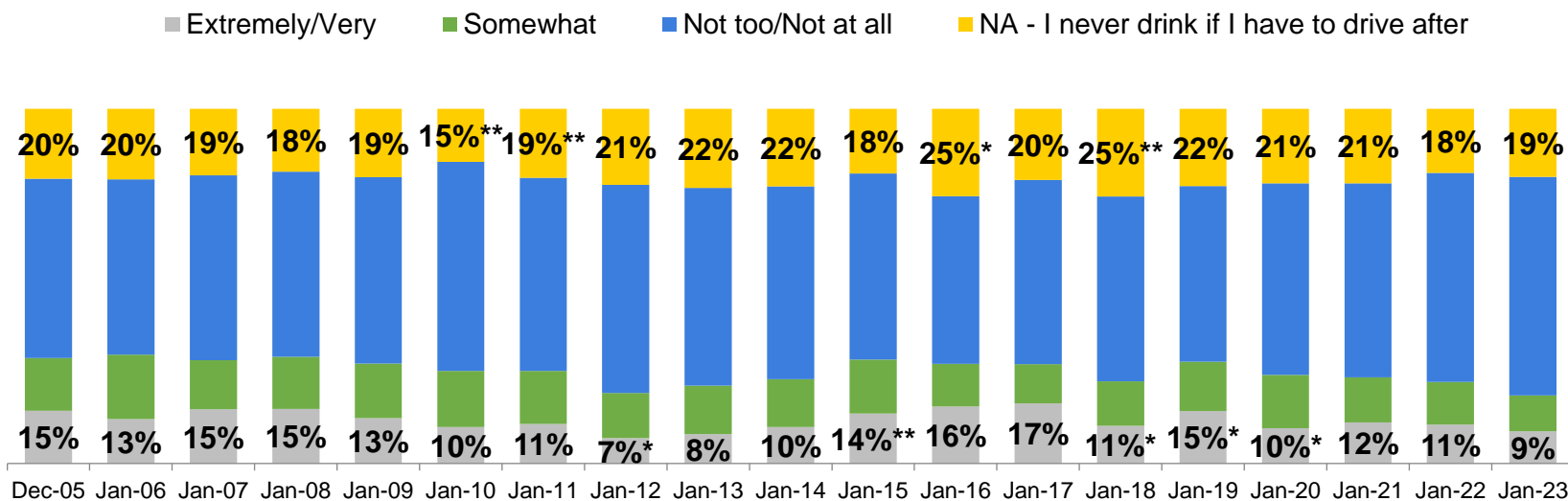


Males 21-35

Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

Among adults 21+, the percentage who said they would be **extremely/very likely to drive while buzzed** dropped to 9%. While there has been no statistically significant shift from the prior year, it's close to the campaign low of 7%.

**19% of respondents reported never drinking** if needing to drive, which is nearly on par with 2022.



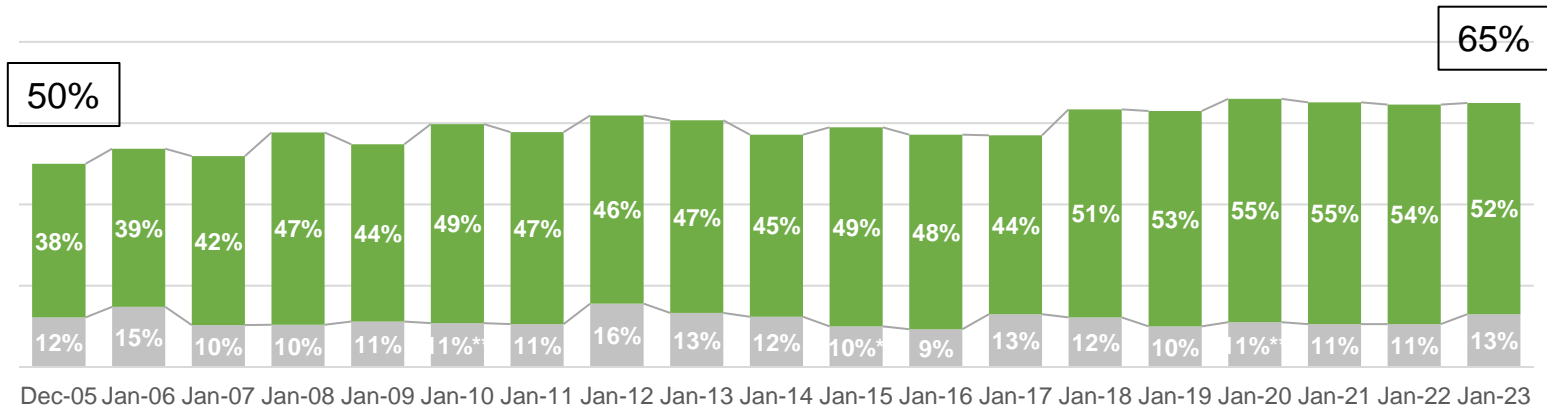
Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

Adults 21+

Among **males 21-35**, **65%** said they would **always get a ride/taxi/public transport** or **never drink** if planning to drive; which is on par with 2022 (65%).

For the **52% who report they would seek alternative transport/get a ride**, there was no statistically significant difference by age (53% of males 21-27 and 51% of males age 28-35 reported this).

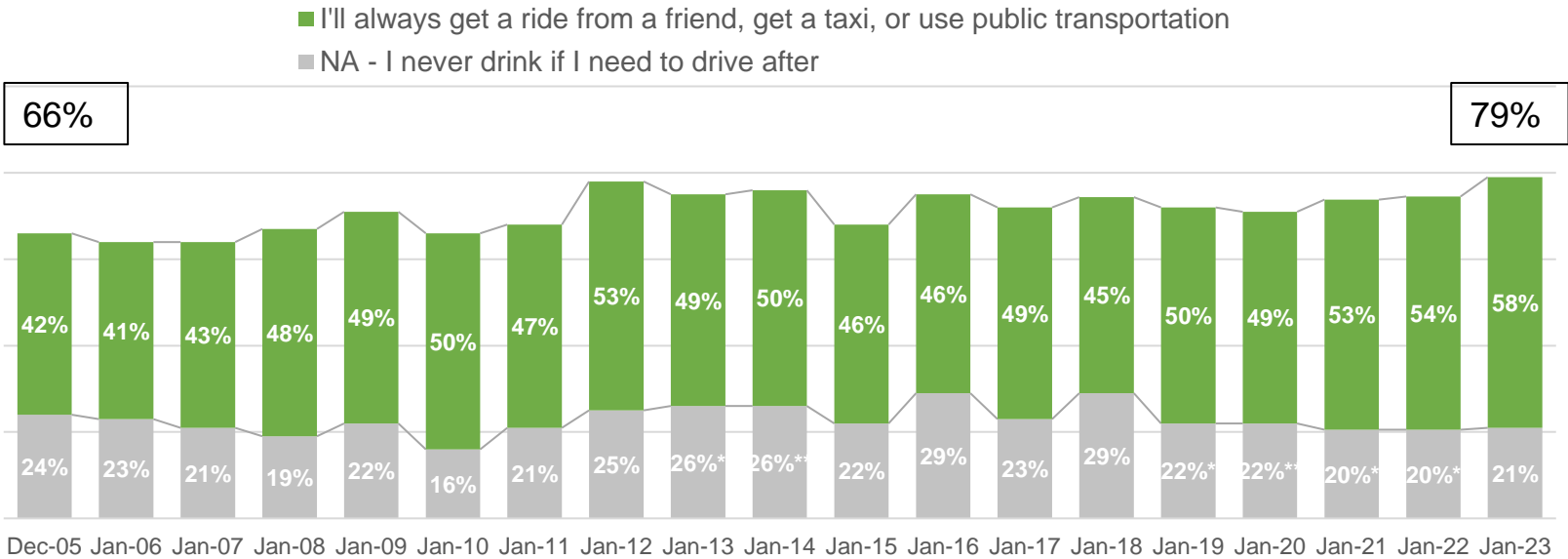
- I'll always get a ride from a friend, get a taxi, or use public transportation
- NA - I never drink if I need to drive after



Males 21-35

Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

Among **adults age 21+**, **79%** said they would **always get a ride/taxi/public transport (54%)** or **never drink if planning to drive (20%)**, a significant increase from last year (74%).



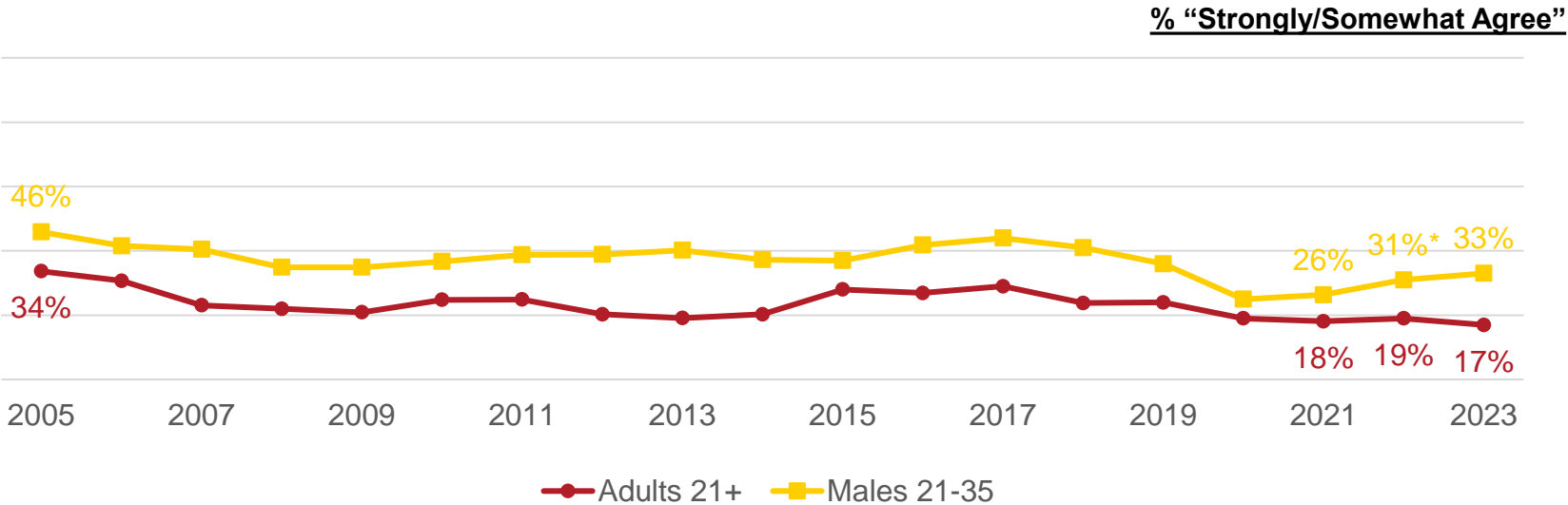
Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

Adults 21+



**33% of males age 21-35** said that there was a time recently when they had too much to drink and drove. This trend continues to move upwards following a decline in 2020.

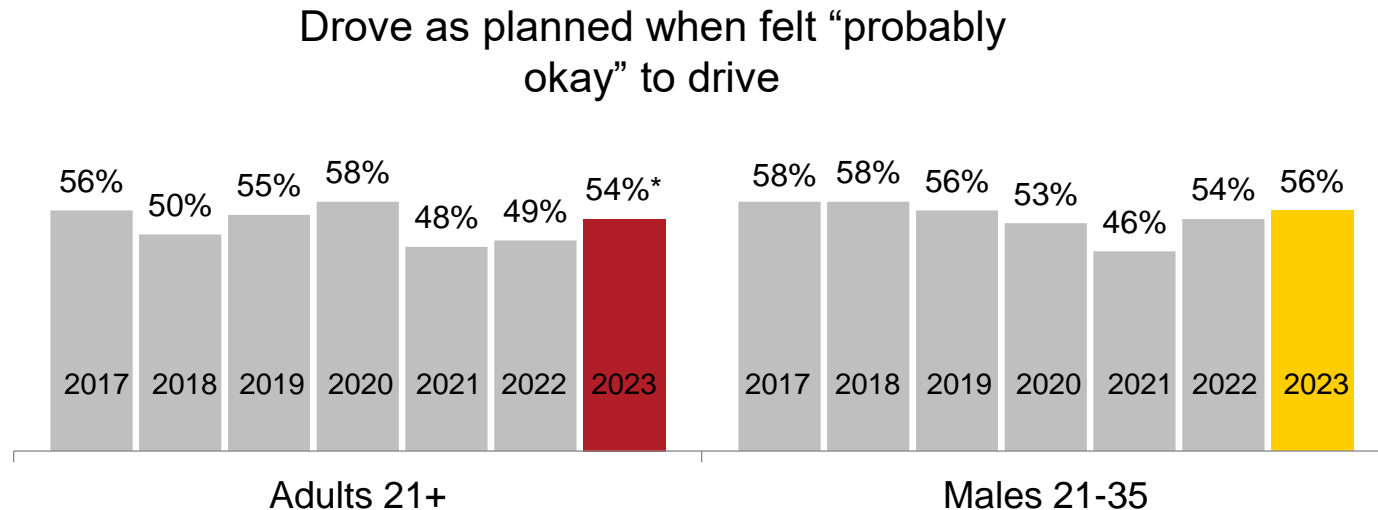
A little less than **two in ten adults 21+** agree they have done this (17%), a slight decrease from last year and lower than the benchmark level.



Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

Respondents who said they had been in a situation where they were probably okay to safely drive after drinking but not completely sure, said they had been in this situation **54% (adults 21+)** and **56% (males 21-35)** of the time in the last 12 months.

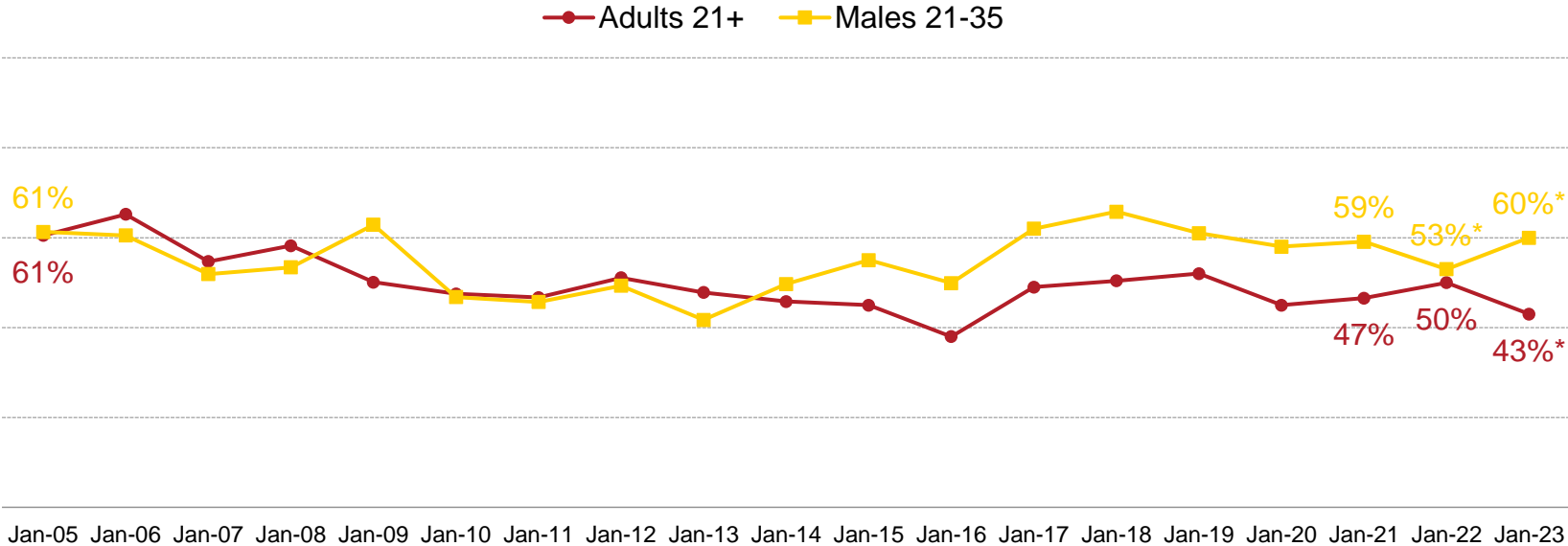
Both of these are increases from the last two years with **respondents age 21+** seeing a significant increase.



Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

Base : Those who had been in situation in past 12 months

The percentage of respondents having conversations about the risks of drinking and driving significantly increased for **male respondents age 21-35 (53% → 60%)** but significantly decreased for **adults 21+ (50% → 43%)**.



Statistically significant as change from year prior (\*p <= 0.05, \*\* p <= 0.10)

# SUMMARY

## SUMMARY & IMPLICATIONS

---

- Awareness of the campaign continues to stay strong (and high compared to other Ad Council campaigns), and there have been slight shifts on the key attitudinal and behavioral metrics.
- Majority key performance indicators remained flat or slightly increased in the 2023 survey for our core audience.
- The percentage of males 21-35 who report always taking alternative transportation or getting a ride instead of driving buzzed remained at the high percentage of 65%. However, 54% of respondents in our core audience reported to have driven as planned after not being completely sure that they were able to. This is not a significant increase from 2022, but an upwards trend over the last three studies.
- New creative in development, which will be built out with insights from the exploratory research conducted in the summer of 2022, will aim to shift the stagnant survey results in a positive direction. Please note that we may not see immediate shifts in the next survey cycle (2024) given the new work will launch and be distributed in late 2023. The January 2025 study will be the first one where the new creative will have had time to be fully integrated.

# 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.

# SURVEY BACKGROUND



# Tracking Survey: Research Objectives

---

This tracking survey is designed to measure:

- Awareness of the issue and campaign advertising
- Self-reported attitudes and behaviors related to buzzed driving

This report focuses on the core campaign audience of males 21-35, but findings for General Market adults 21+ are also reported. Findings cannot be generalized to the national population.

Because the survey's attitudes and behaviors are self-reported, these findings should be interpreted with care.

The trends reported in this survey correlate with the Ad Council campaign's activities, but the findings do not isolate the response to this campaign apart from other national and local initiatives, including law enforcement initiatives and other communications programs. Other external factors such as increased ride-share<sup>5</sup> availability likely contribute to shifts in behavioral trends.

# METHODOLOGY

## Method

Nationally  
representative online  
quantitative survey  
(wave 19)

## Sample (n=1200)

700 adults 21+  
(General Market)  
+  
Augment sample of  
595 males 21-35\*

From 2005-2018, the annual tracking survey was fielded by Lightspeed Research, Inc.

Starting in 2019, the survey is being fielded by C+R Research, Inc.

For consistency, the methodology and sampling specifications were kept in-line with the past waves, and quotas and weighting were used for key demographics to match the 2018 survey wave.

Statistical significance is noted throughout report with an asterisk (\*p <= 0.05, \*\* p <= 0.10) as change from year prior.

\*Male sample reported from both general market and augment

# Survey Methodology

What?	"Buzzed Driving Is Drunk Driving" Campaign Tracking Survey																		
When?	Benchmark: December 15-21, 2005 Wave 2: January 8-16, 2006 Wave 3: January 5-13, 2007 Wave 4: January 4-16, 2008 Wave 5: January 7-15, 2009 Wave 6: January 5-15, 2010 Wave 8: January 6-18, 2012 Wave 9: January 9-18, 2013 Wave 10: January 14-23, 2014							Wave 11: January 2-18, 2015 Wave 12: January 6-February 1, 2016 Wave 13: January 13 – March 1, 2017 Wave 14: January 8 – 24, 2018 Wave 15: January 8-23, 2019 Wave 16: January 6-23, 2020 Wave 17: January 7-January 26, 2021 Wave 18: January 11 – February 4, 2022 Wave 19: January 10 – February 7, 2023											
Who?	Respondents age 21+; All must drive frequently & must drink alcohol at least occasionally Quotas set for keep demos for consistency																		
	Wave 1 521 Adults 21+	Wave 2 506 Adults 21+	Wave 3 516 Adults 21+	Wave 4 515 Adults 21+	Wave 5 512 Adults 21+	Wave 6 731 Adults 21+	Wave 7 713 Adults 21+	Wave 8 800 Adults 21+	Wave 9 512 Adults 21+	Wave 10 503 Adults 21+	Wave 11 520 Adults 21+	Wave 12 504 Adults 21+	Wave 13 702 Adults 21+	Wave 14 775 Adults 21+	Wave 15 700 Adults 21+	Wave 16 709 Adults 21+	Wave 17 700 Adults 21+	Wave 18 700 Adults 21+	Wave 19 700 Adults 21+
	344 males 21-35	332 males 21-35	351 males 21-35	393 males 21-35	367 males 21-35	455 males 21-35	508 males 21-35	614 males 21-35	595 males 21-35	587 males 21-35	632 males 21-35	593 males 21-35	628 males 21-35	638 males 21-35	612 males 21-35	618 males 21-35	595 males 21-35	544 males 21-35	593 males 21-35
The findings reported for males 21-35 include males from the GM sample of adults plus an augment sample of this population.																			
Where?	National sample																		
How?	2019-2023: Online survey fielded by C+R Research, Inc. 2005-2018: Online survey fielded by Lightspeed Research, Inc.																		

Notes: This report includes reporting for Adults 21+ and males 21-35 only. A sampling issue in 2018 resulted in the survey opening back in field in early March (3/3-3/4) for 75 additional completes of males 21-35 (incorporated in both main sample and augment). In 2019, for the general market sample (adults 21+), compared to the prior year, there is a significant difference in the percentage of low-income age 55+ that could not be addressed through weighting.