



# DRUG-IMPAIRED DRIVING PREVENTION

*2025 Tracking Survey Learnings*

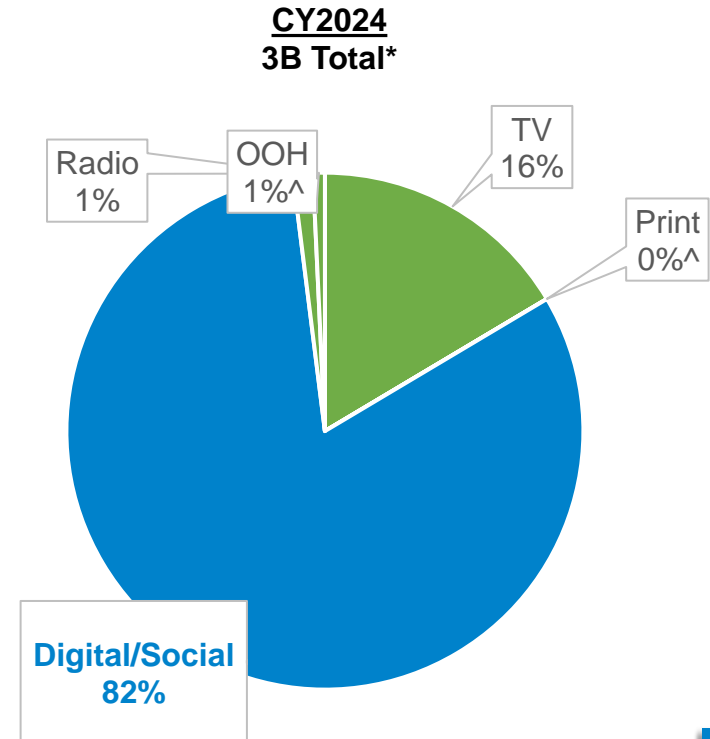
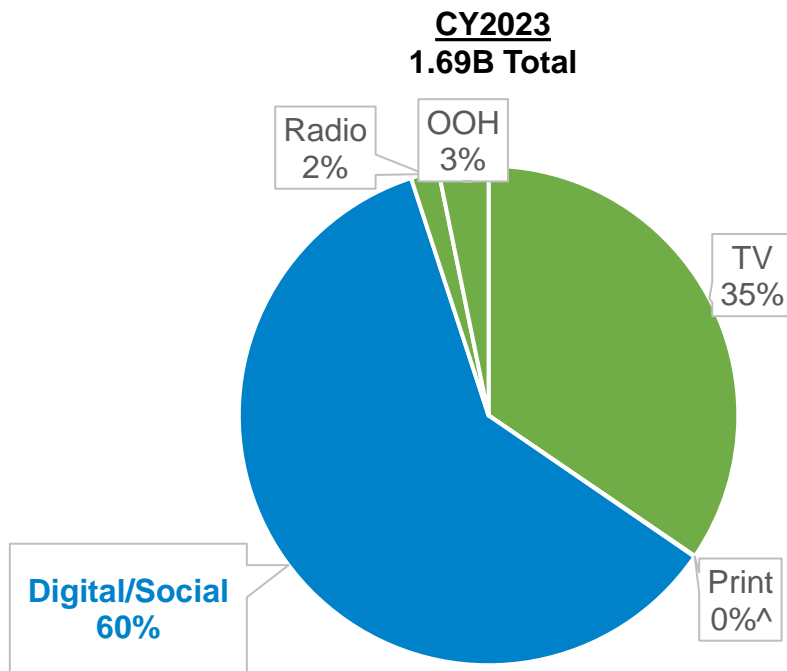
# Topline Summary

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

- Over half of respondents (55%) report recently seeing or hearing issue-related messaging.
- PSA awareness reached a new high of 75%, a statistically significant increase from the benchmark wave. The older audience also had a statistically significant increase from last year's wave, going from 67% → 76%.
- 41% indicated that they drive high at least sometimes, on par with the 2024 wave.
- 6 in 10 (63%) reported that they had driven while feeling the effects of marijuana within the past 6 months, on par with last year's results.
- Over half of respondents (52%) said **they will drive after using marijuana**, with 24% indicating they will drive without thinking twice.
- 64% of respondents who have driven after using marijuana said it makes them a better driver or doesn't make a difference. There was also a statistically significant increase in those who said it makes them a better driver, going from 20% to 27%.

# Donated Media: Impressions Analysis

- OVERALL IMPRESSIONS FOR THE CAMPAIGN INCREASED DRAMATICALLY BETWEEN CY23 AND CY24 (1.69B IN CY23 VS. 3B IN CY24). DIGITAL SUPPORT ESPECIALLY GREW SUBSTANTIALLY IN CY24, BOLSTERED IN LARGE PART BY HIGH VOLUME SUPPORT FROM PARTNER DOUBLE VERIFY. TELEVISION ALSO REMAINED AN IMPORTANT MEDIA CHANNEL FOR THE CAMPAIGN, WITH STRONG SUPPORT FROM NFL NETWORK, ALTICE, AND VERZON FIOS. .



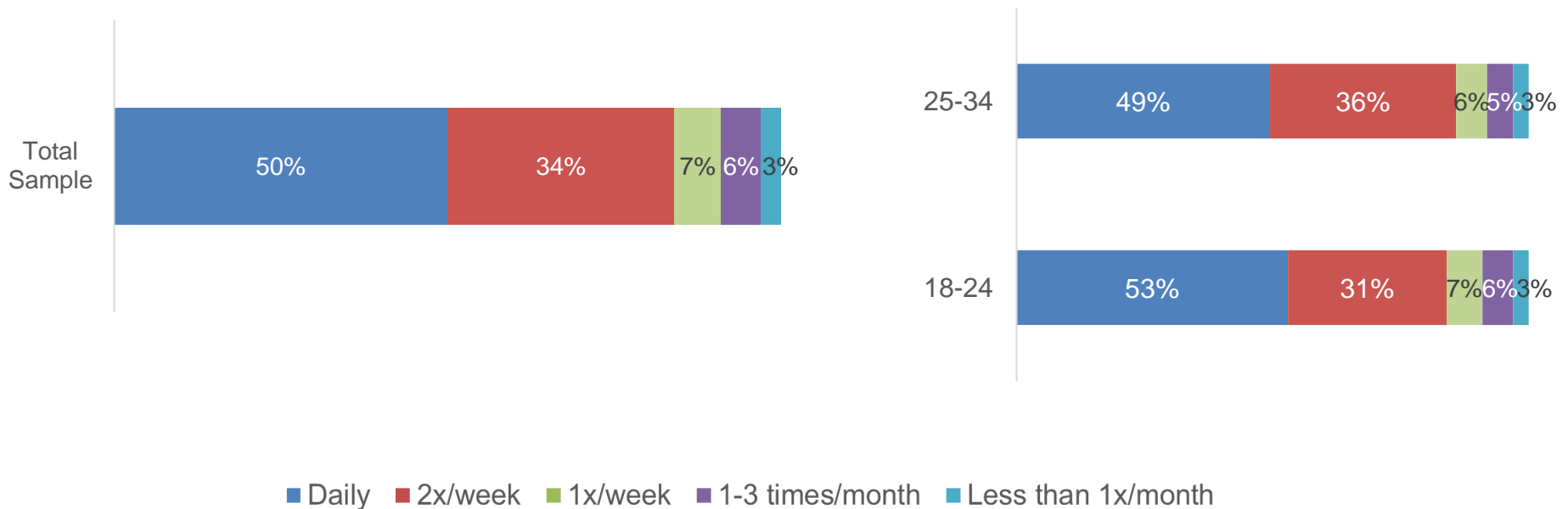
\*Data final through June 2024

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

^Please see appendix for media definitions

# FREQUENCY OF MARIJUANA USE

Daily usage of marijuana saw a slight decrease from the previous year, going from 53% to 50%. Similar to last year, the younger segment reported more daily usage than the older one.

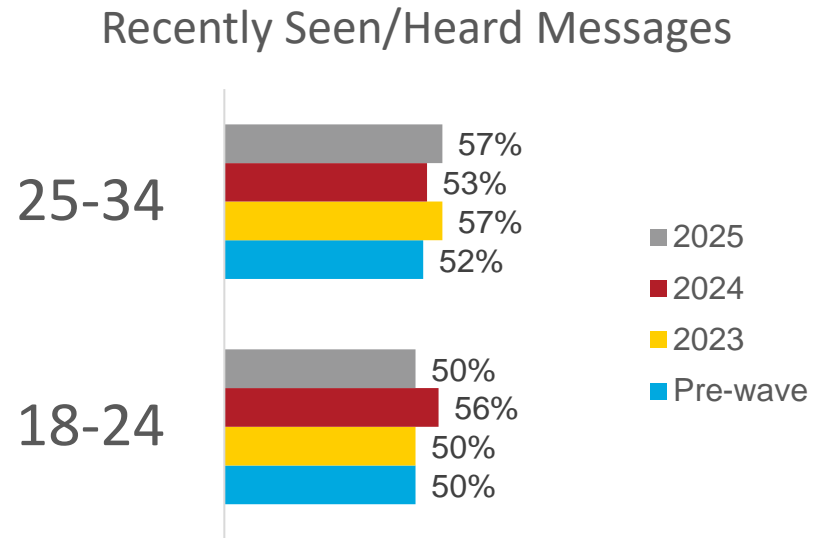
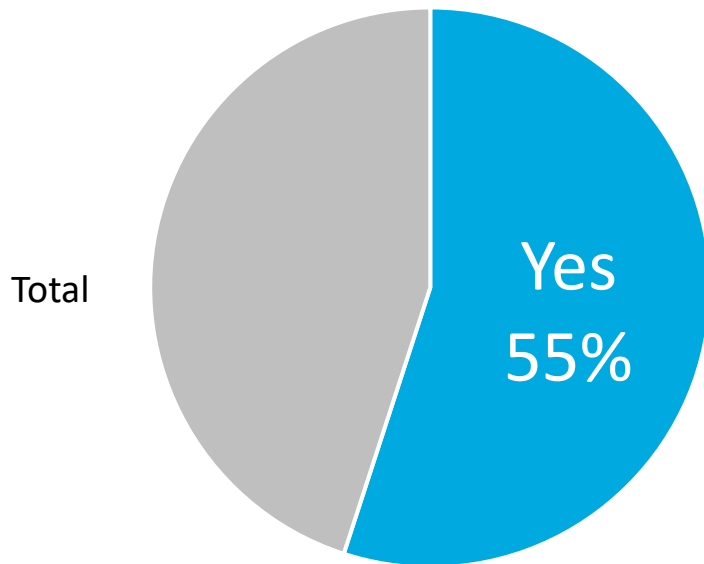


Awareness



# ISSUE AWARENESS

Similar to last year, more than half of respondents reported recently seeing or hearing messages about the risks of Marijuana and driving, at an increase from the pre-wave (51%). In the 2025 wave, the older age group reported a statistically significant increase from the pre-wave.

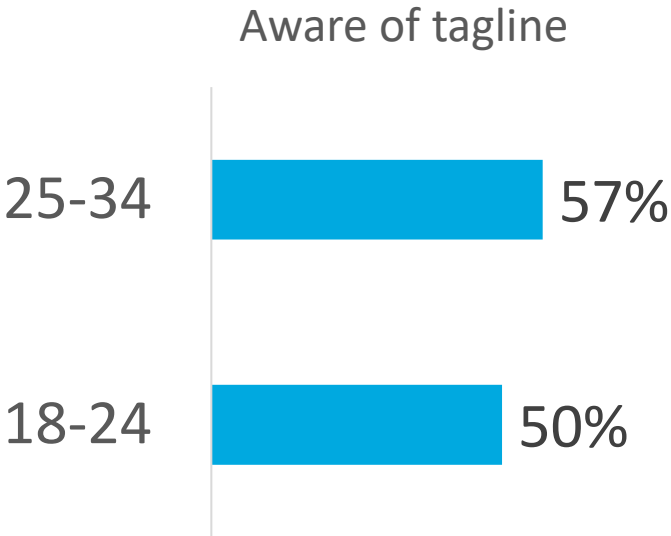
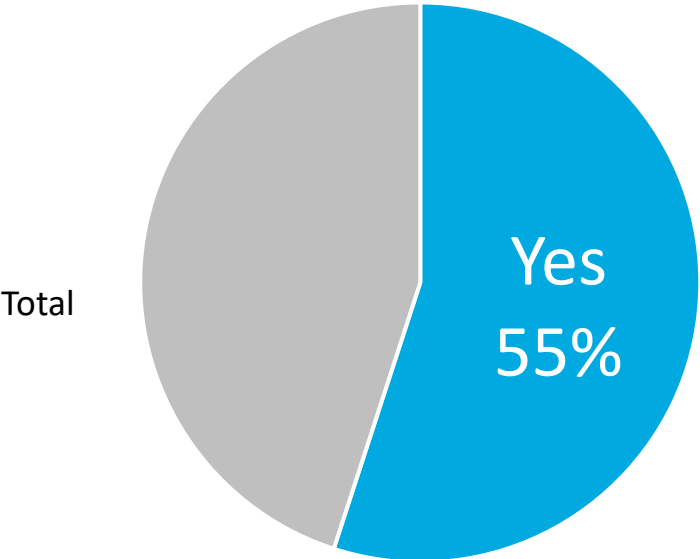


Desired Goal: Increase

# TAGLINE AWARENESS

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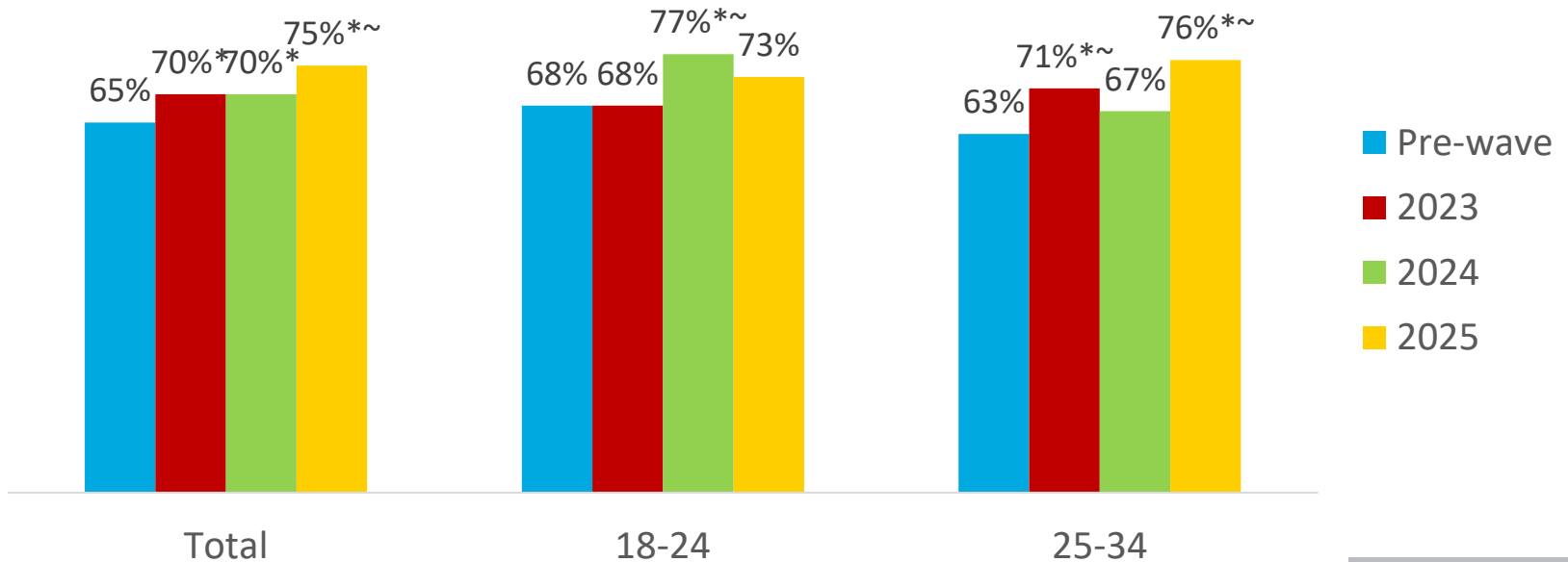
Over half of all respondents report having seen or heard the tagline, “If you feel different, you drive different.” In contrast to last year, the older segment was significantly more likely to have heard the tagline than the younger group.



Desired Goal: Increase

# PSA AWARENESS

Overall net PSA awareness<sup>^</sup> saw a statistically significant increase from benchmark and prior wave; the older age group also had a statistically significant increase from last year and the benchmark wave.



\*Statistically significant change from benchmark

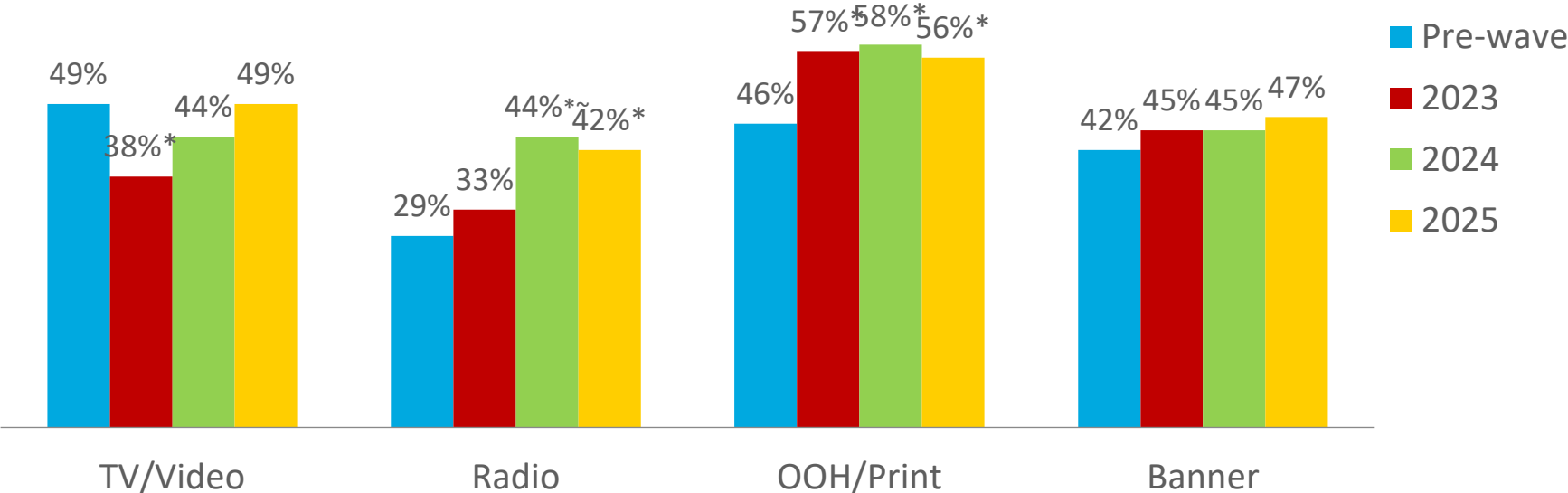
~Statistically significant change from prior wave

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



# AD RECOGNITION - 18 TO 24

Awareness of the TV/Video^ assets came back up to benchmark levels after lower levels in the past two years, and other asset types remained relatively steady.

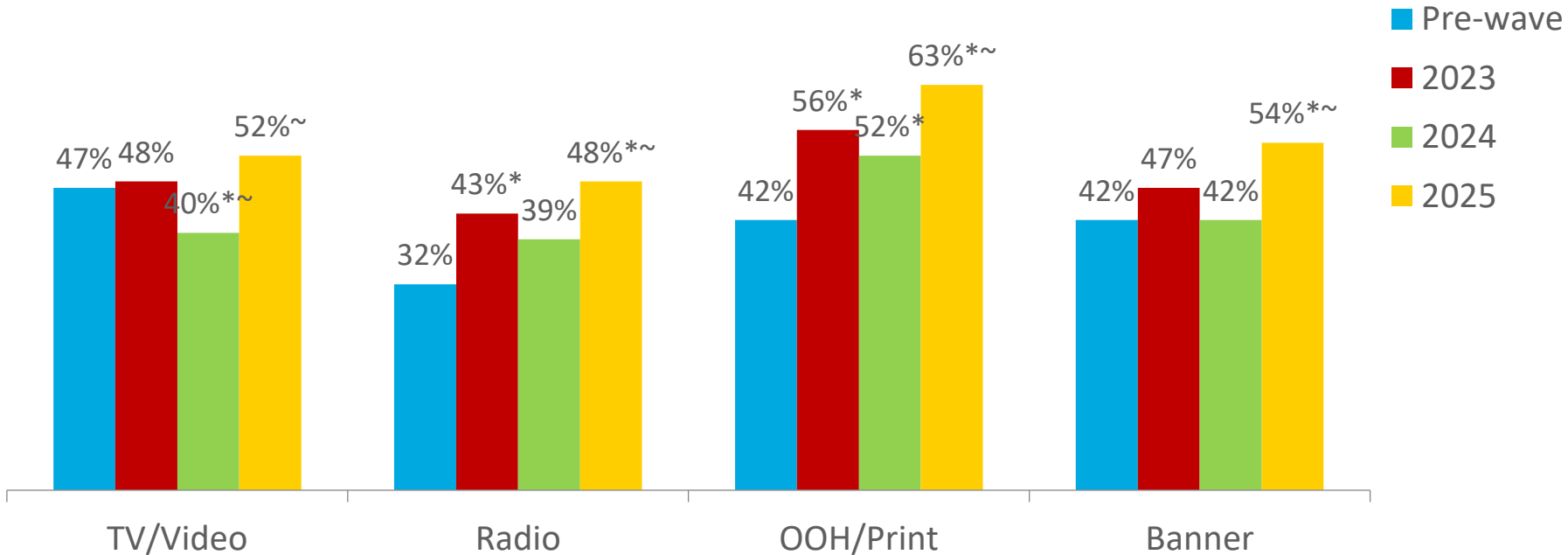


\*Statistically significant change from benchmark  
 ~Statistically significant change from prior wave  
 ^Please see appendix for media definitions

Desired Goal: Increase

# AD RECOGNITION - 25 TO 34

All asset types saw significant increases from the prior wave, with Radio, OOH/Print and Banners also recording statistically significant increases from benchmark.



\*Statistically significant change from benchmark  
~Statistically significant change from prior wave  
^Please see appendix for media definitions

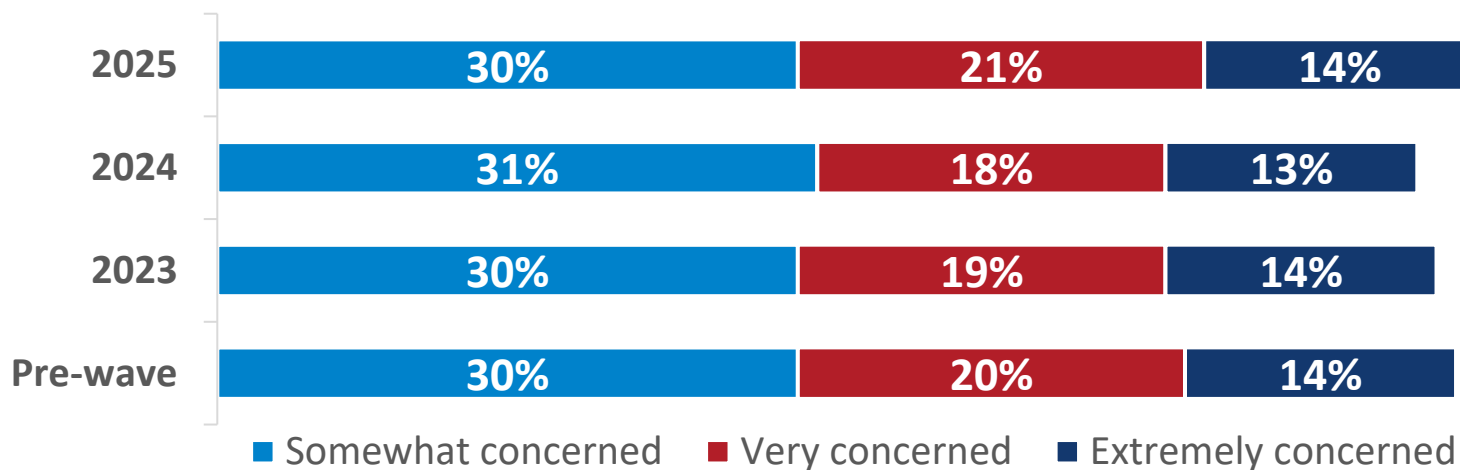
Desired Goal: Increase

# Attitudes & Behaviors



# LEVEL OF CONCERN

- 65% of respondents expressed concern (somewhat/very/extremely) about having other drivers on the road who have used marijuana before driving, slightly higher than last year and on par with the pre-wave results.



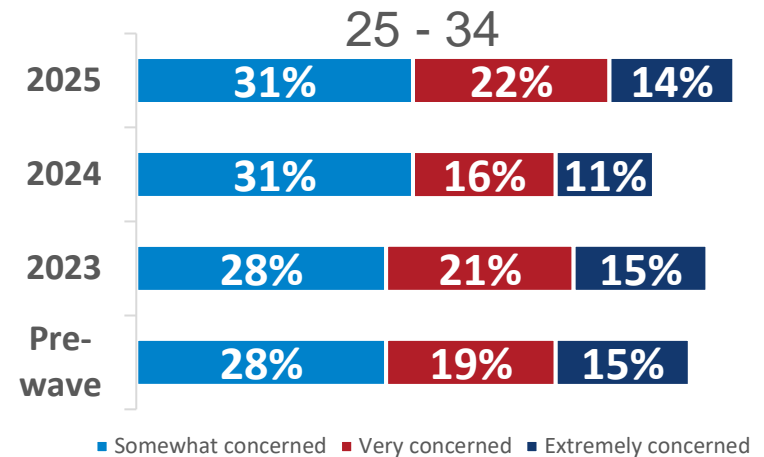
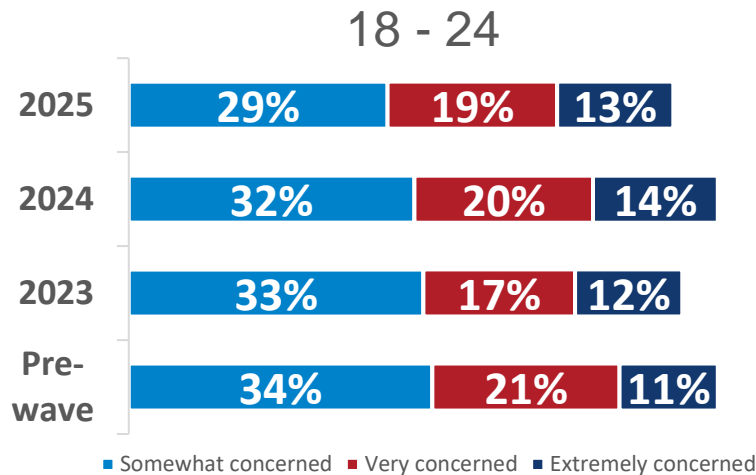
Desired Goal: Increase

\*Statistically significant change from benchmark

~Statistically significant change from prior wave

# LEVEL OF CONCERN – BY AGE GROUP

- In 2025, the younger age group reported being “somewhat/very/extremely” concerned at a lower level than the older group, 61% compared to 67%.



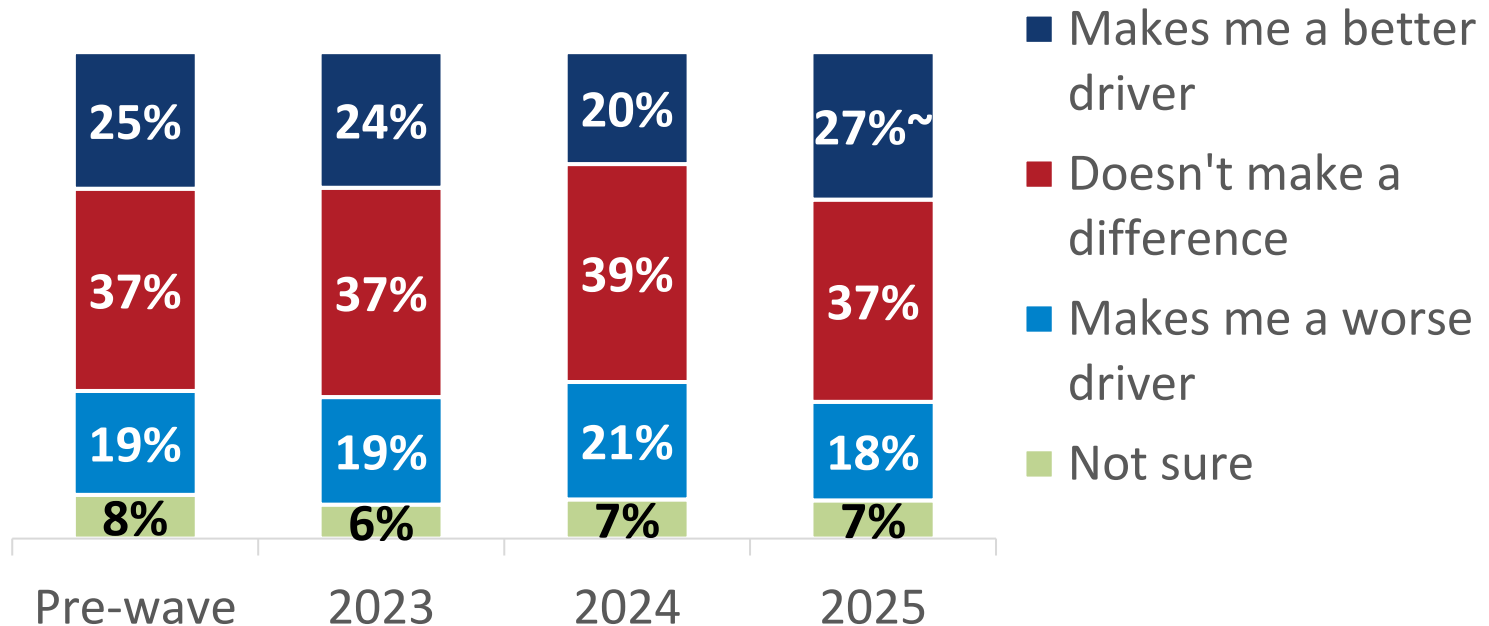
Desired Goal: Increase

\*Statistically significant change from benchmark

~Statistically significant change from prior wave

# PERCEPTION OF DRIVING ABILITY

- In 2025, there was a statistically significant increase compared to last year in those who said that marijuana makes them a better driver.

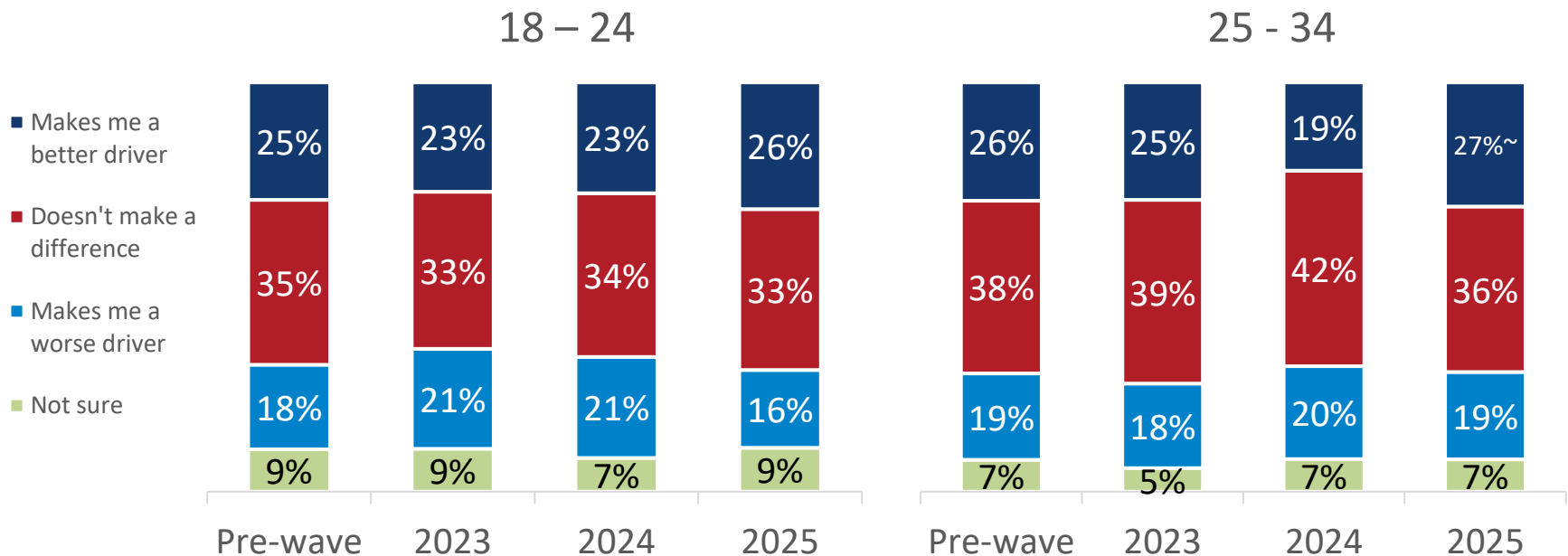


\*Statistically significant change from benchmark

~Statistically significant change from prior wave

# PERCEPTION OF DRIVING ABILITY – BY AGE GROUPS

- When breaking it down by age groups, both responded similarly that it “makes me a better driver” and that it “doesn’t make a difference”.

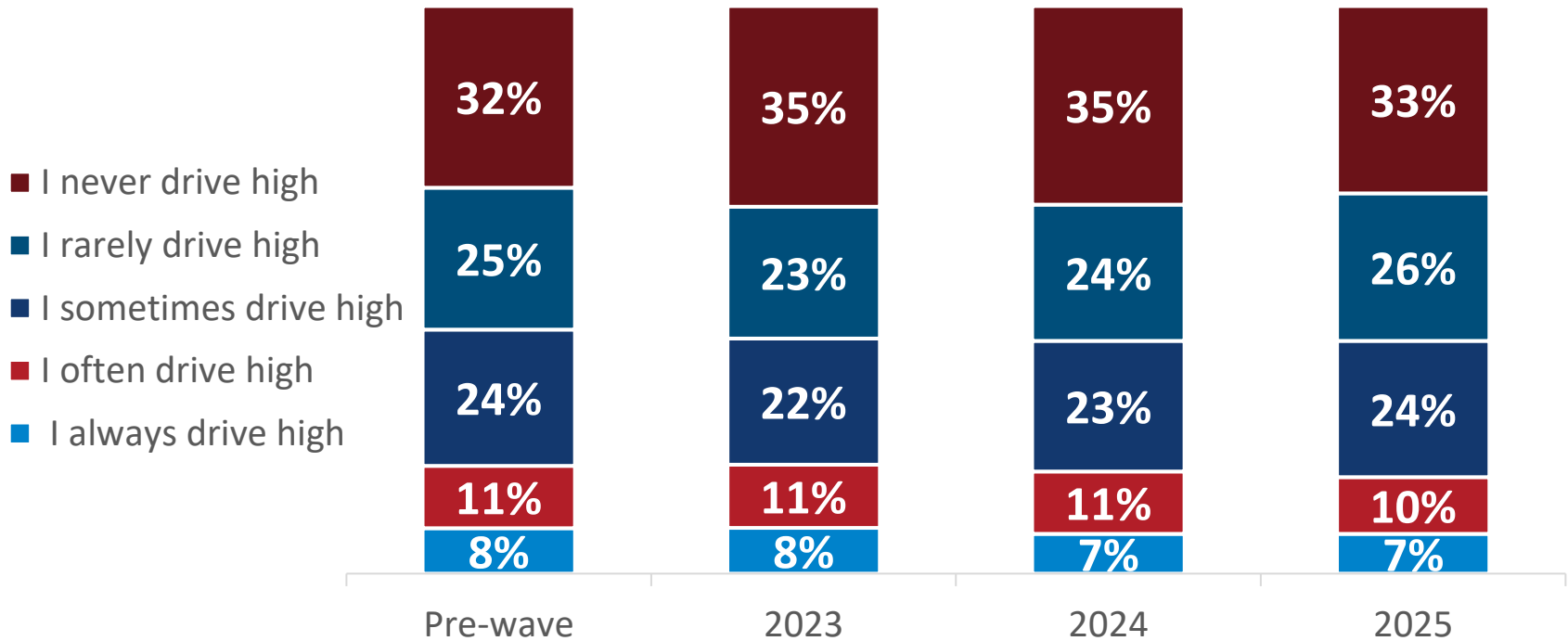


\*Statistically significant change from benchmark

~Statistically significant change from prior wave

# FREQUENCY OF DRIVING HIGH

- 41% of respondents say that they sometimes/often/always drive high, on par with last year.



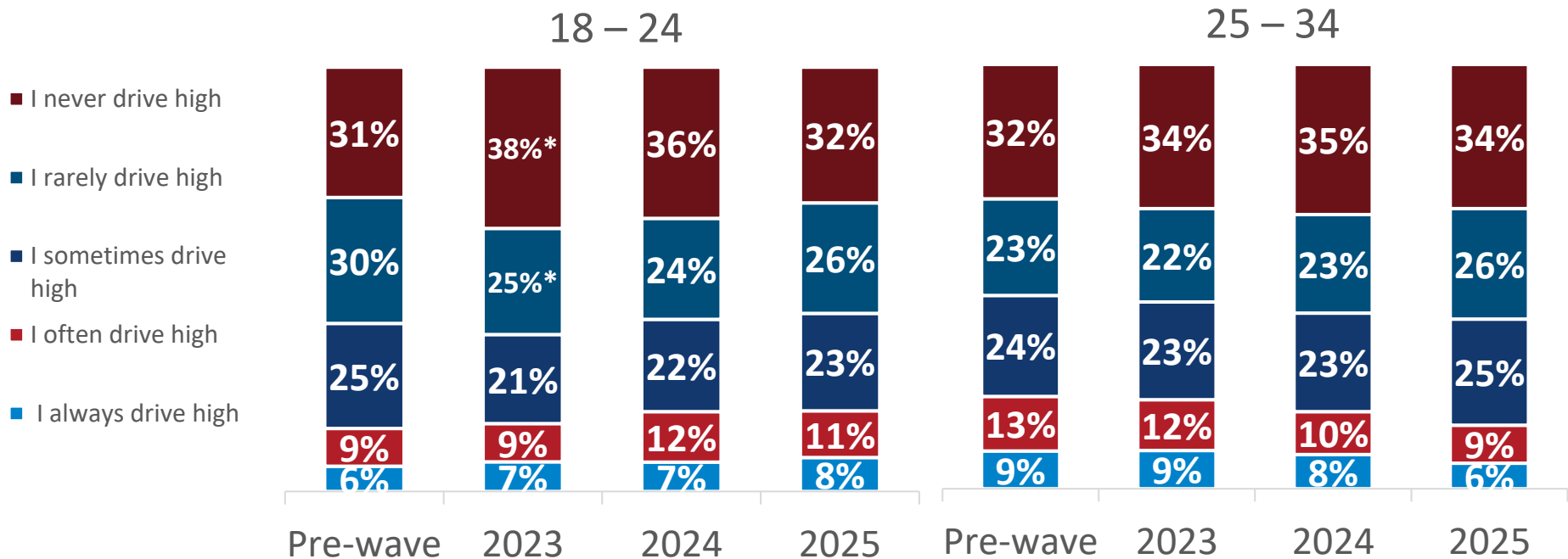
\*Statistically significant change from benchmark

~Statistically significant change from prior wave



# FREQUENCY OF DRIVING HIGH – BY AGE GROUP

- Both age groups report that they sometimes/often/always drive high at about the same levels.

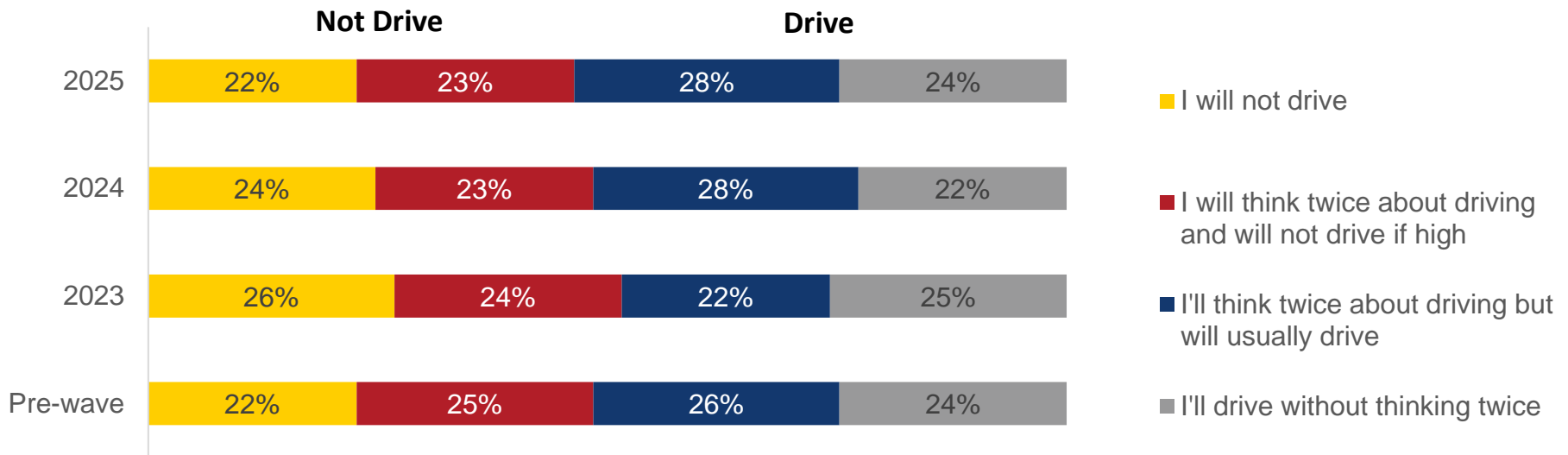


\*Statistically significant change from benchmark

~Statistically significant change from prior wave

# MINDSET ABOUT MARIJUANA & DRIVING

45% of respondents said they will **not** drive after using marijuana, a slight decrease from last year; and nearly one-quarter of respondents will drive without thinking twice.



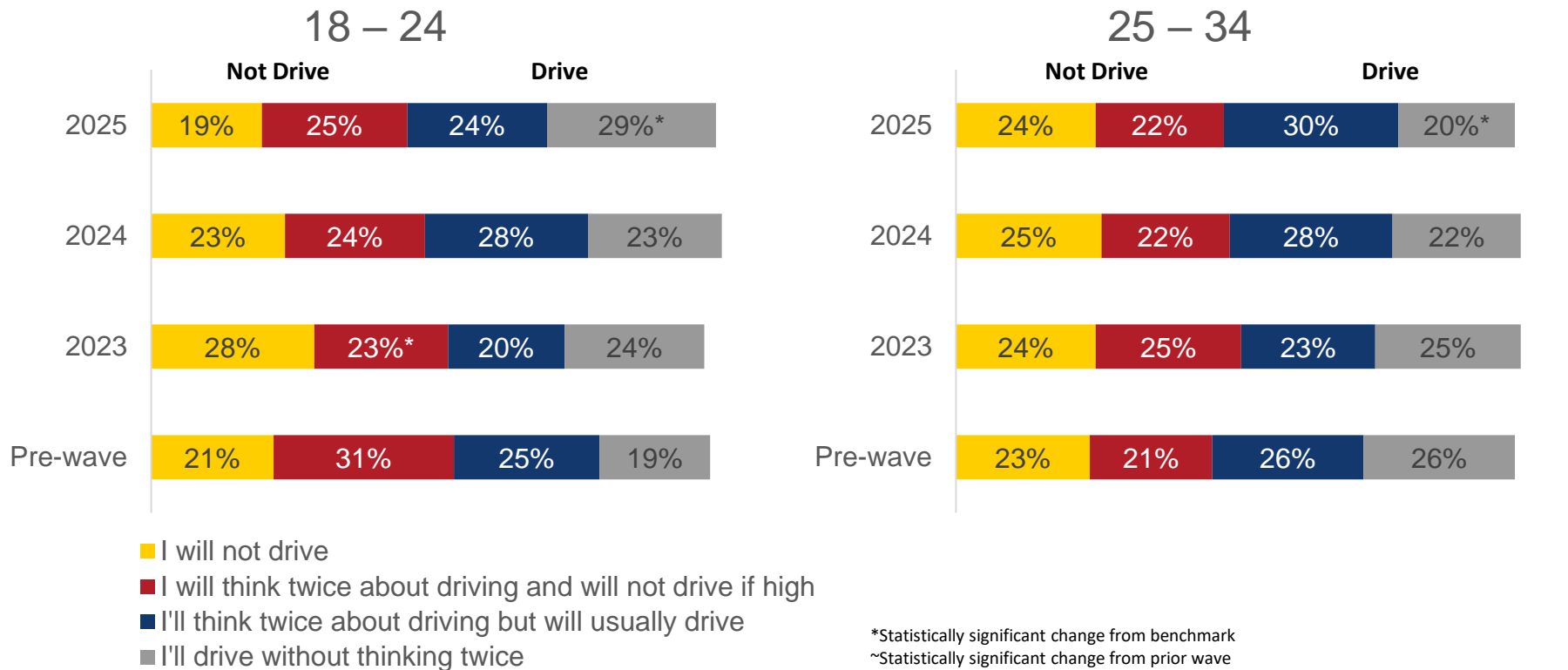
\*Statistically significant change from benchmark

~Statistically significant change from prior wave

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

# MINDSET ABOUT MARIJUANA & DRIVING – BY AGE GROUP

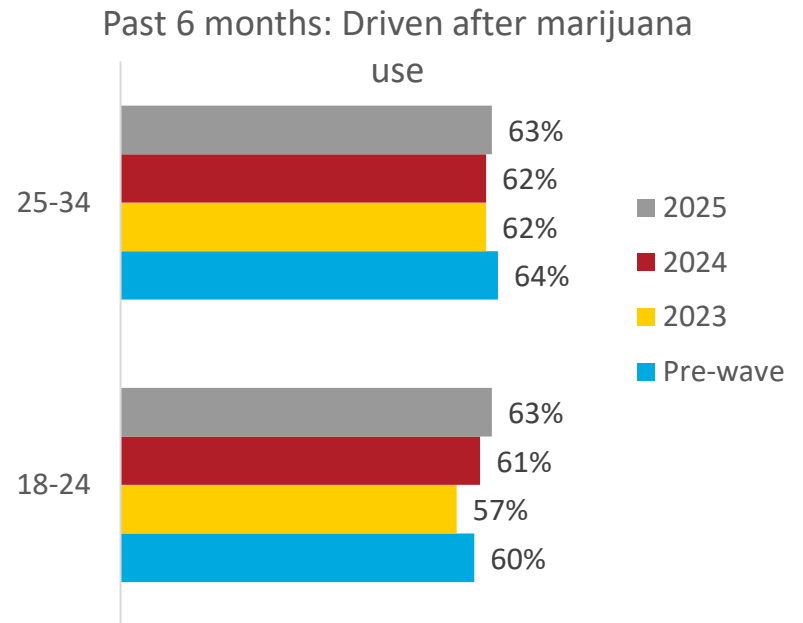
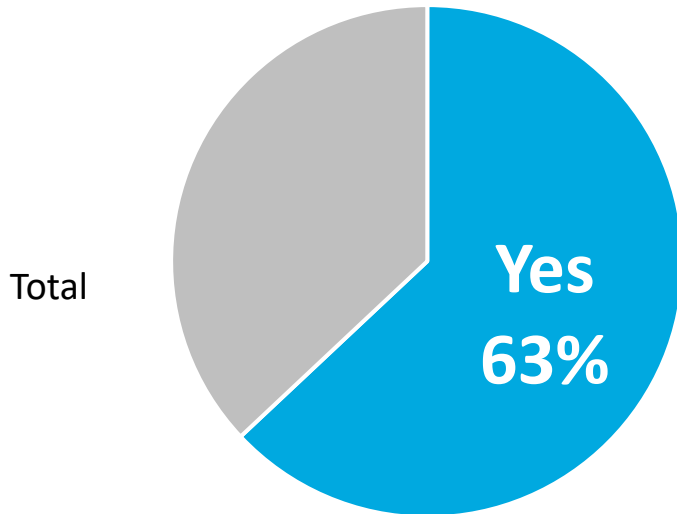
Responses are similar by age group. Half said they would drive after using marijuana, and there was a significant increase from benchmark in the younger group who **would drive without thinking twice**.



\*Statistically significant change from benchmark  
 ~Statistically significant change from prior wave  
 Approximately 3% of respondents selected “not applicable – never been in that situation.”

# PAST DRIVING BEHAVIOR

63% of responses reported that they drove while feeling the effects of marijuana in the past 6 months, a trend that's been slowly climbing since the benchmark wave 60% → 63%.



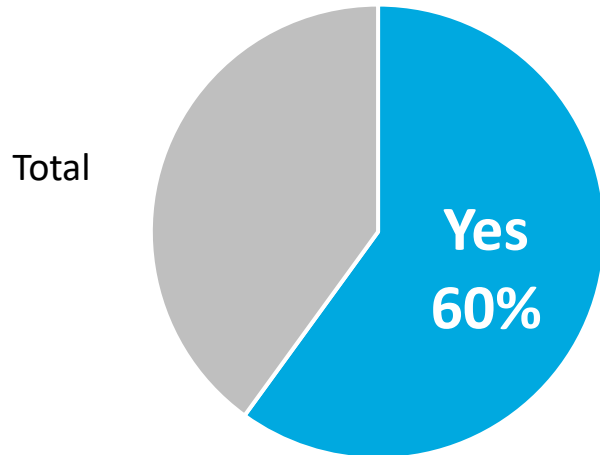
Desired Goal:  
Decrease

\*Statistically significant change from benchmark  
~Statistically significant change from prior wave

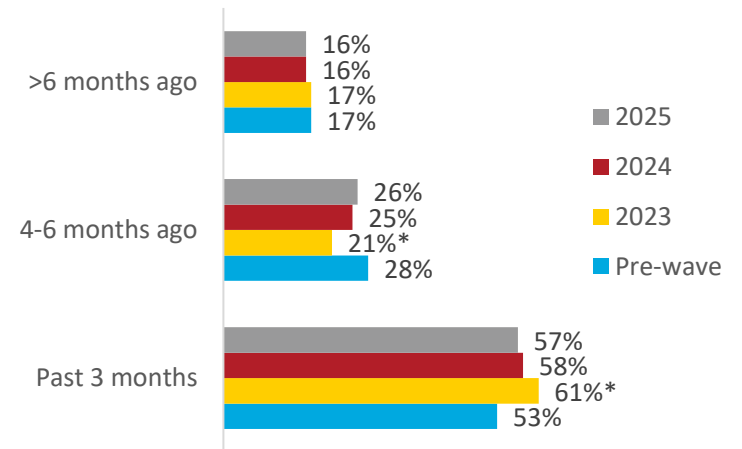
# RECENT BEHAVIOR: MARIJUANA USE & DRIVING

6 in 10 respondents have been in a situation where they planned to drive but decided not to after using marijuana, a small shift from the 58% in the benchmark wave. There was no change from the prior wave in the frequency of when this happened.

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



LAST TIME THIS HAPPENED



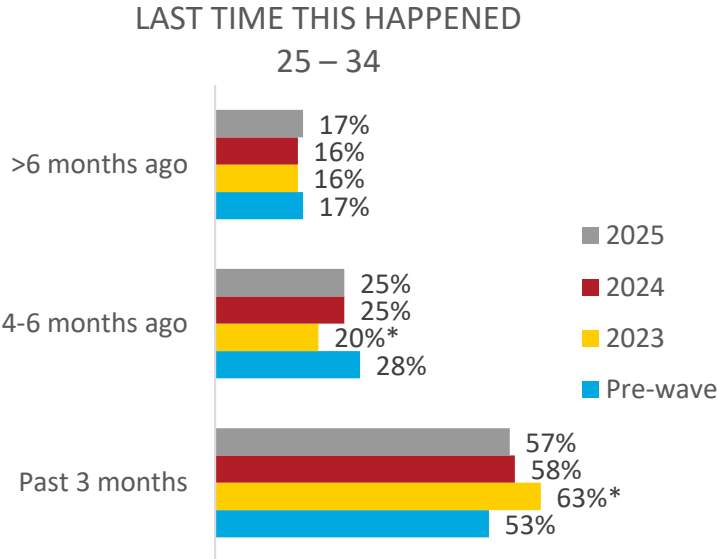
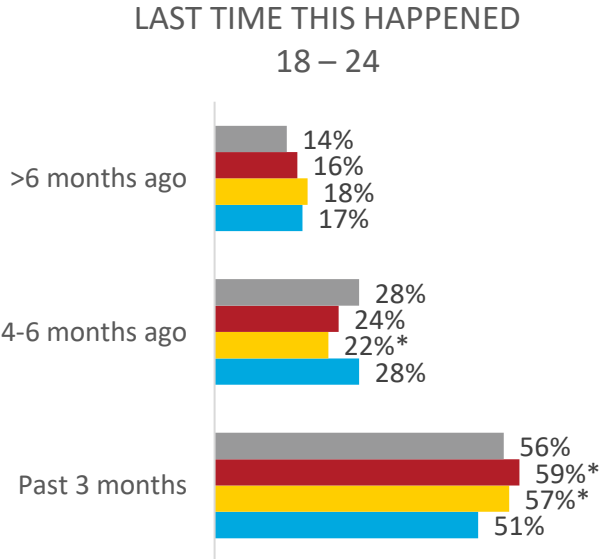
\*Statistically significant change from benchmark

~Statistically significant change from prior wave

Desired Goal: Increase

# RECENT BEHAVIOR: MARIJUANA USE & DRIVING – BY AGE GROUP

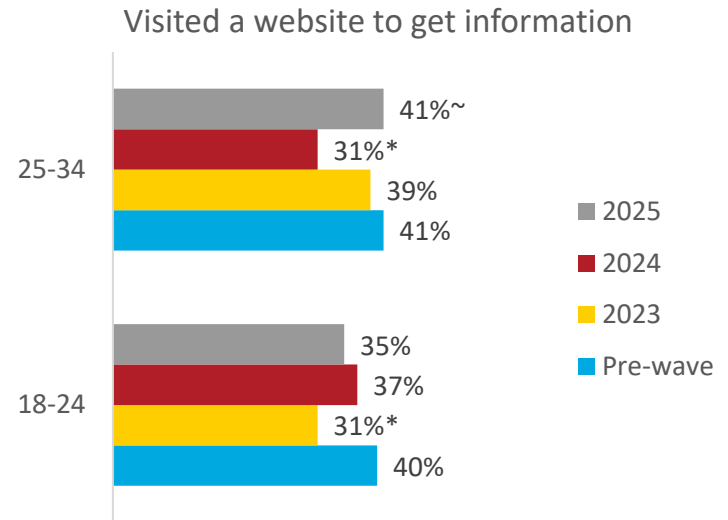
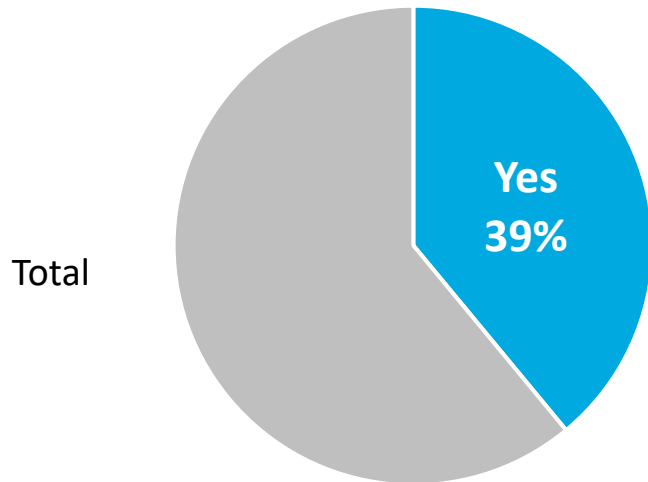
When breaking it down by age groups, both groups of respondents are still reporting the intended behavior (not driving after using marijuana, after originally planning to drive in past 3 months) at higher levels than the benchmark.



\*Statistically significant change from benchmark  
~Statistically significant change from prior wave

# INFORMATION SEEKING BEHAVIOR

Nearly 4 in 10 respondents (39%) reported that they visited a website to get information about driving after using marijuana. There was a significant increase in the older group who have reported they visited a website compared to last year's wave.



Desired Goal: Increase

\*Statistically significant change from benchmark  
~Statistically significant change from prior wave

# Subgroups Key Findings



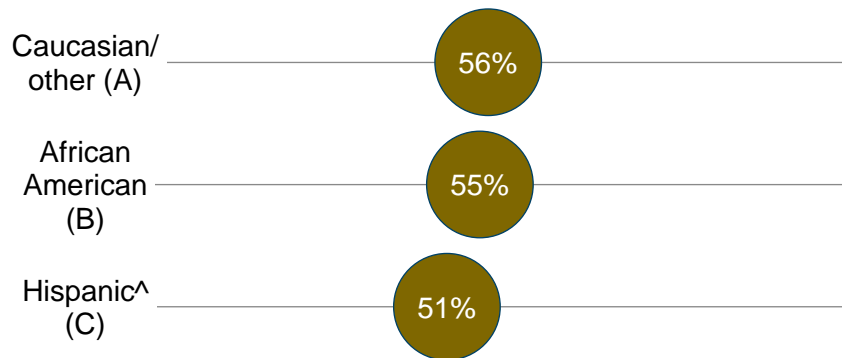


# SUBGROUP SUMMARY

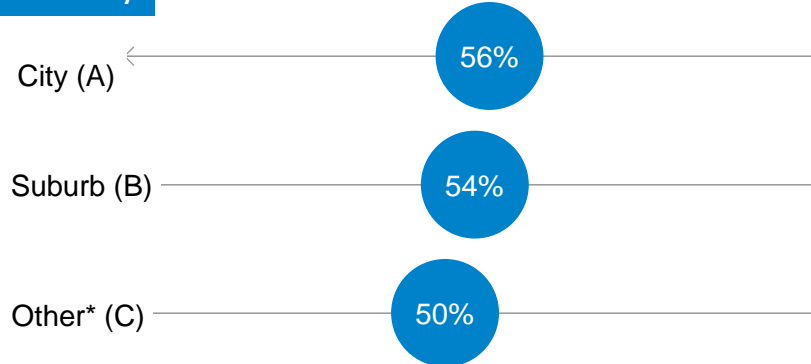
- **ISSUE AWARENESS:** All subgroups reported high levels of issue awareness, with the greatest areas for opportunity presenting itself in the **North East** and amongst those with an **education level lower than a college graduate**.
- **PERCEPTION OF DRIVING ABILITY:** Like with prior waves, those in the **South** and those in cities reported at higher levels that marijuana makes them a better driver or doesn't make a difference. There was also a significant difference when looking at race/ethnicity, with Black/African Americans reporting that 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** respondents 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: **African Americans/Black** respondents, **city residents**, and those with an **education level lower than a college graduate**.

# ISSUE AWARENESS: SUBGROUPS

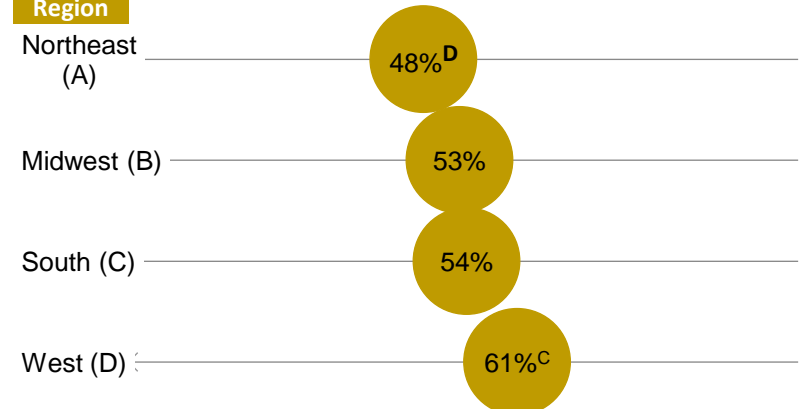
## Race/Ethnicity



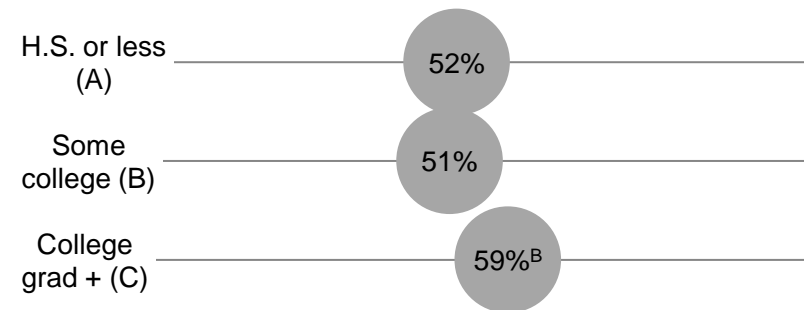
## Urbanicity



## Region



## Education



^All Hispanic respondents take the survey in English.

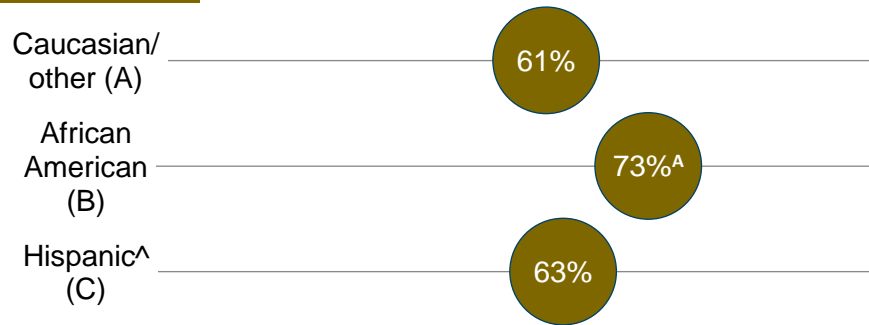
\*Caution: small base size (n<100)

A/B/C/D: Statistical significance compared within category

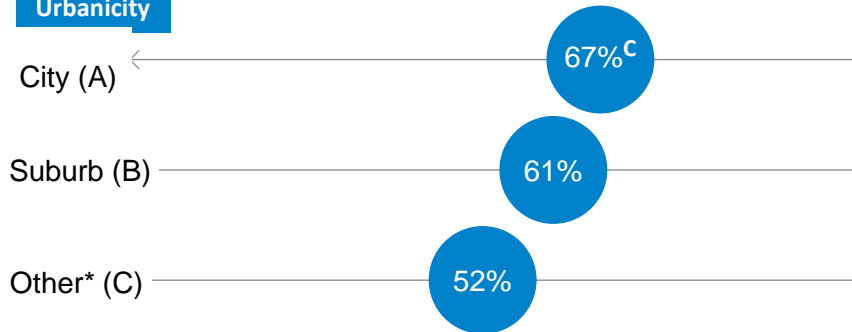
# PERCEPTION OF DRIVING ABILITY: SUBGROUPS

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

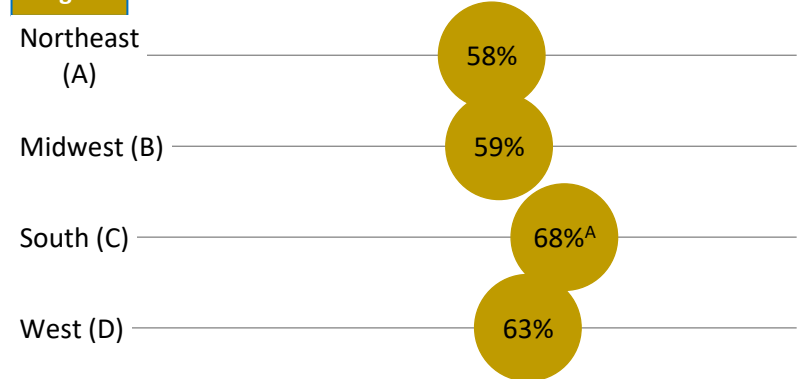
## Race/Ethnicity



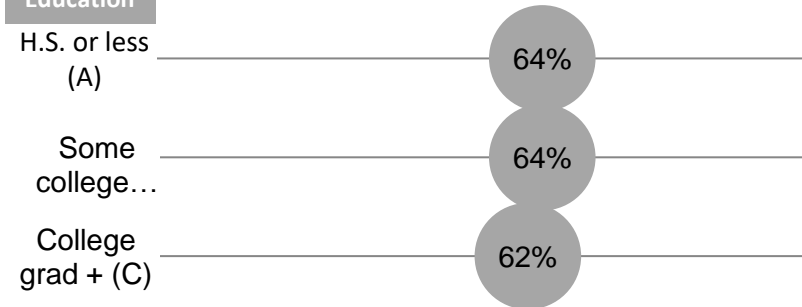
## Urbanicity



## Region



## Education



<sup>^</sup>All Hispanic respondents take the survey in English.

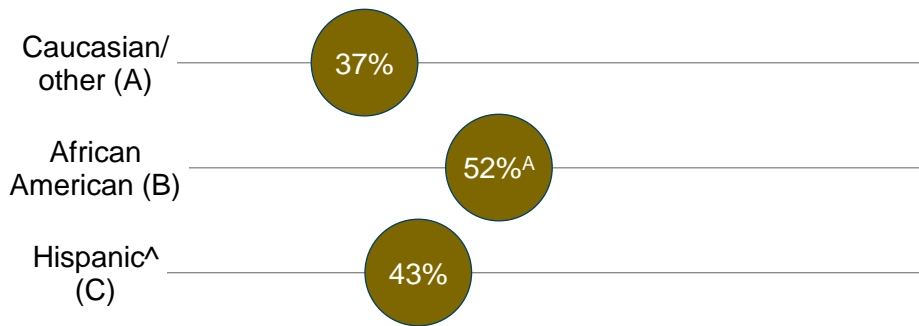
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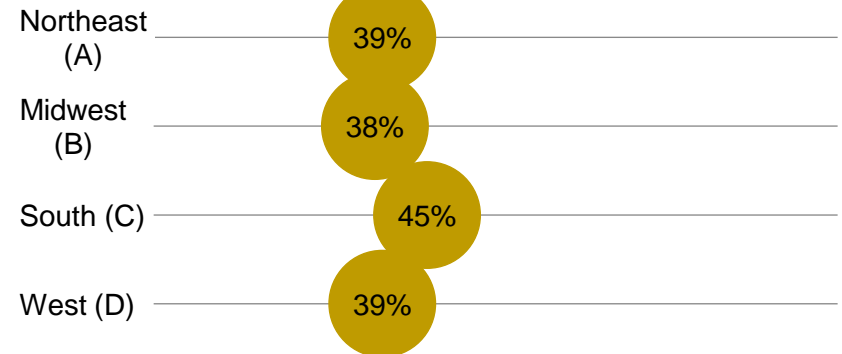
# FREQUENCY OF DRIVING HIGH: SUBGROUPS

DRIVE HIGH: ALWAYS/OFTEN/SOMETIMES

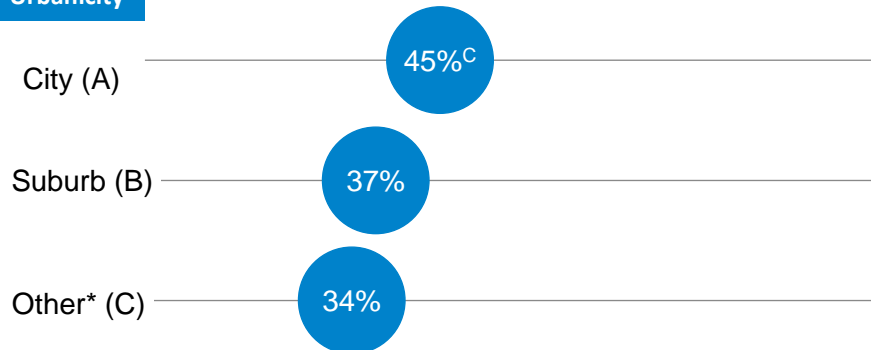
## Race/Ethnicity



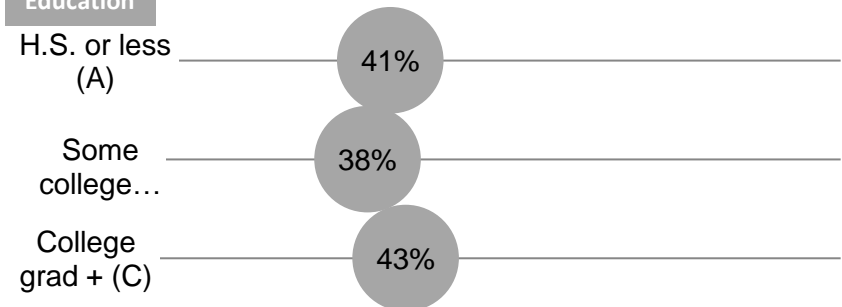
## Region



## Urbanicity



## Education



<sup>^</sup>All Hispanic respondents take the survey in English.

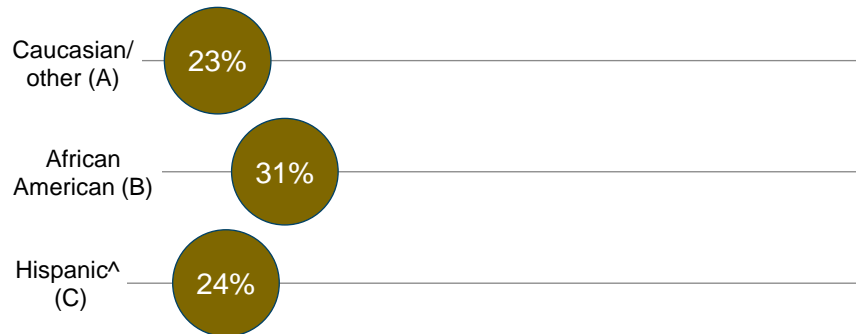
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A/B/C/D: Statistical significance compared within category

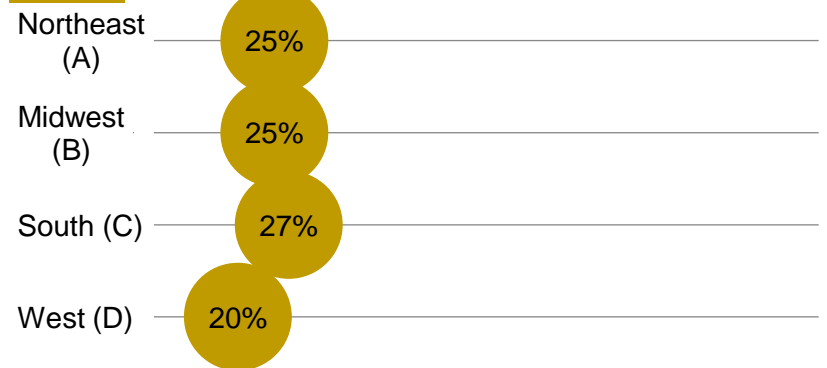
# MINDSET ABOUT MARIJUANA & DRIVING: SUBGROUPS

I'LL DRIVE WITHOUT THINKING TWICE ABOUT IT

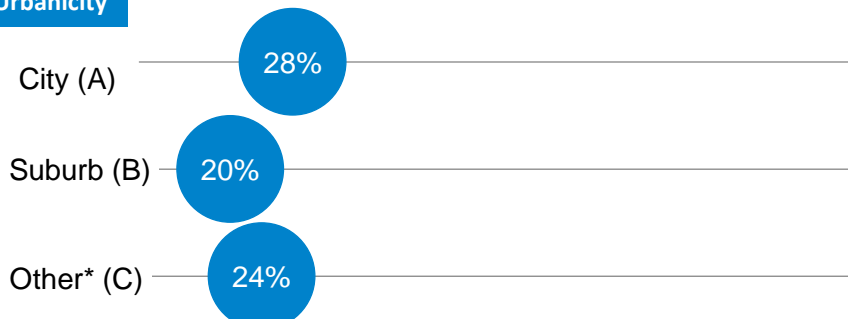
## Race/Ethnicity



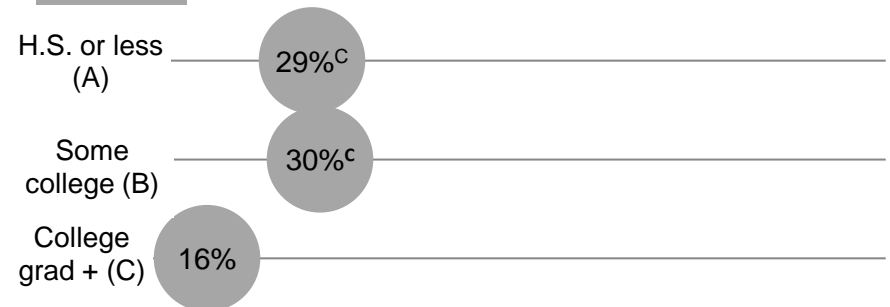
## Region



## Urbanicity



## Education



^All Hispanic respondents take the survey in English.

\*Caution: small base size (n<100)

A/B/C/D: 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

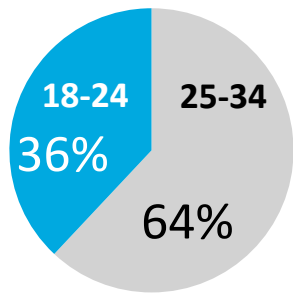
- **Net PSA Awareness (or Ad Recognition):** percentage of survey respondents who have seen at least one campaign PSA.
- **Issue Awareness:** percentage of survey respondents who are aware of any messaging (not just Ad Council/NHTSA work) about the risks of Marijuana and driving.
- **Net Video (TV/Online):** 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.
- **Net OOH:** aided awareness for campaign outdoor (OOH) assets only.

# METHODOLOGY

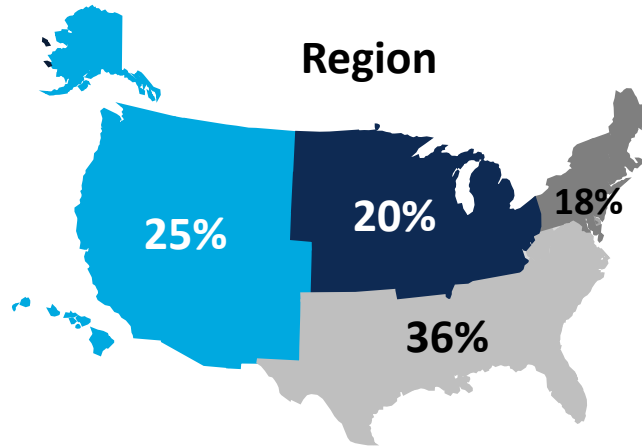
<b>What?</b>	Post-wave tracking survey
<b>When?</b>	January 6 – February 13, 2025
<b>Who?</b>	<p>Males 18-34 years old</p> <ul style="list-style-type: none"><li>- Must hold a driver's license and drive on a regular basis</li><li>- Smoked/ingested marijuana recreationally at least once in the past 3 months</li></ul> <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>
<b>Where?</b>	Nationwide
<b>How?</b>	Online panel survey fielded by C+R Research

# SAMPLE DEMOGRAPHICS

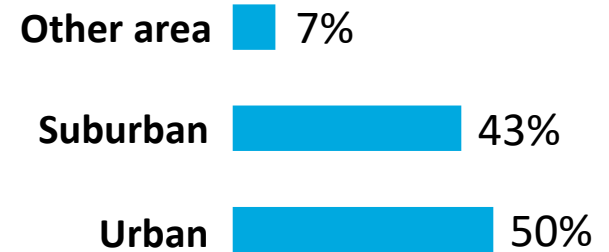
Age



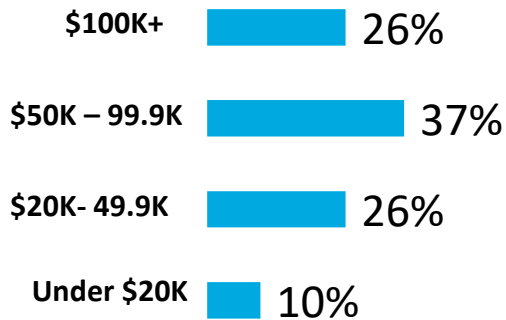
Region



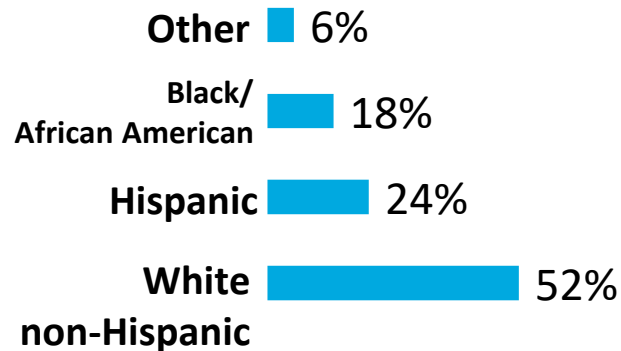
Urbanicity



Household Income



Race/ethnicity



Education

