



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

BUZZED DRIVING PREVENTION

TRACKING SURVEY LEARNINGS

2025 WAVE

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

KEY HIGHLIGHTS: CORE TARGET OF MALES 21-34*

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Recognition of ads with the tagline “Buzzed Driving is Drunk Driving” is 74% among males 21-34. This is driven by recognition of the video assets, with 67% recognizing at least one campaign video PSA in the survey.

Goal: Increase in recognition



21% of males 21-34 said they would be extremely or very likely to drive home if feeling buzzed or somewhat impaired, a significant increase from the prior wave.

Goal: Decrease



84% of males 21-34 agree that there was a time in the past 12 months when they felt buzzed and drove. Note question was changed in 2025 wave and new benchmark was established.

Goal: Decrease



66% of males 21-34 said they would *a/ways* get a ride/taxi/public transport or not drink if planning to drive, which is in-line with last year.

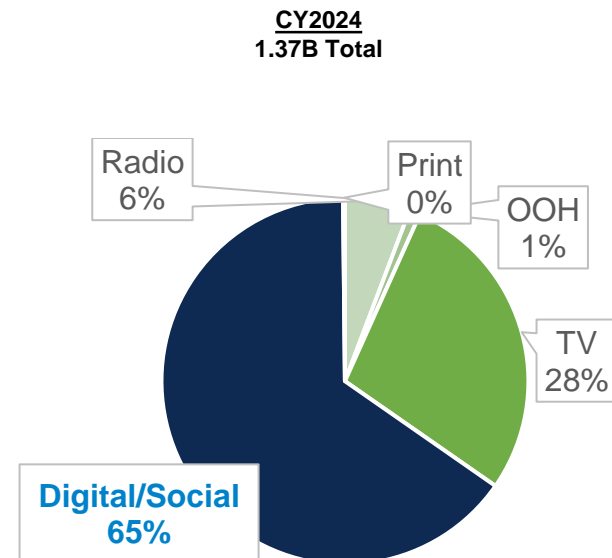
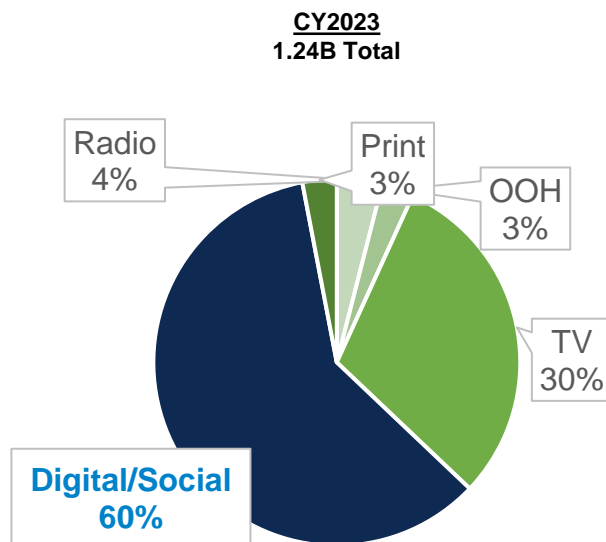
Goal: Increase

Donated media snapshot



DONATED MEDIA: IMPRESSIONS ANALYSIS

Digital impressions continue to be a driver for success on this campaign, a key media priority for the campaign's target which increased again in calendar-year 2024. While not as substantial as digital, radio and TV also saw increases in impression volume compared to calendar-year 2023. Overall strongest drivers of impressions included Double Verify and Nexstar for digital support, and the Big Ten Network for TV.



*Data final through June 2024

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

^Please see appendix for media definitions

Awareness

Nearly three-quarters of males 21 – 34 continue to report high levels of awareness, saying they are aware of a PSA with the tagline, “Buzzed Driving Is Drunk Driving.”

Males 21 – 34 reported higher levels of awareness compared to adults 21+ across the board. They also recorded statistically significant increases in Net PSA, TV, Radio and OOH awareness.

Adults 21+ saw significant increases in Radio and OOH awareness, and held steady in the other areas.

General awareness of drunk driving prevention messaging saw statistically significant increases from the prior wave for both audiences.



74% of males 21-34 report awareness of ads with the Buzzed Driving tagline, a slight increase from the prior wave and on par with the recognition level reported for **adults 21+ (73%)**.

Net PSA** awareness for **males 21-34** had a statistically significant increase in 2025 and also remained statistically significantly higher than that of **Adults 21+**.

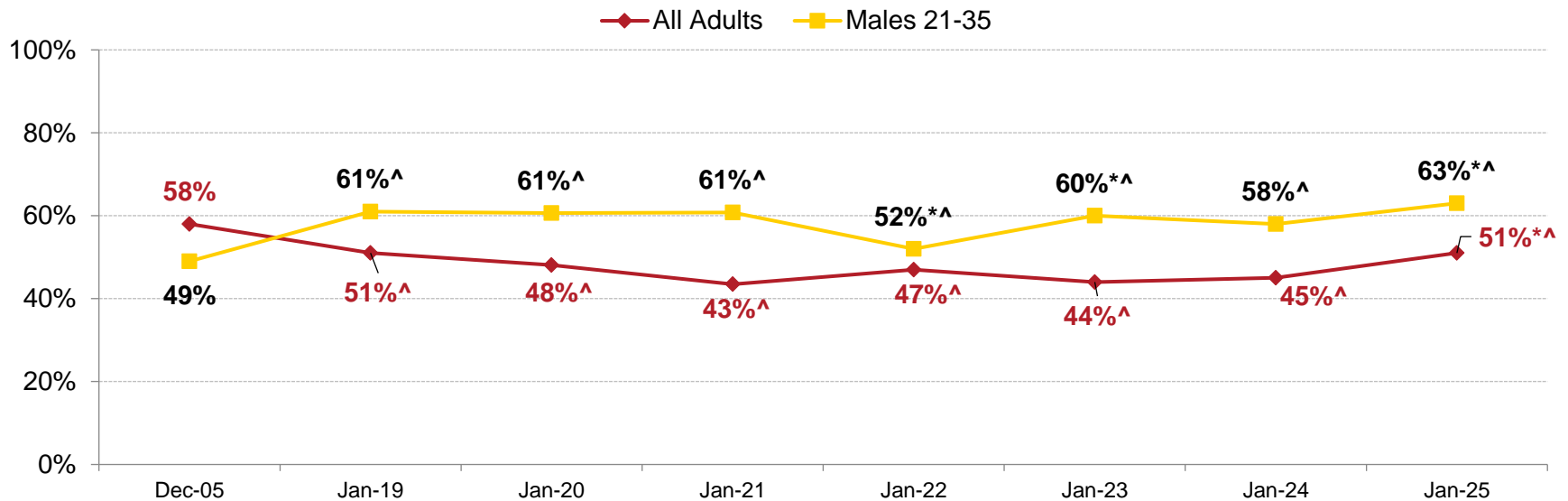
	2020	2021	2022	2023	2024	2025	2020	2021	2022	2023	2024	2025
Awareness of any ads w/tagline: “Buzzed Driving Is Drunk Driving”	79	75	73	75	72	74	68	69	73	72	72	73
Net PSA	69	70	72	74	71	76*	53	54	66**	62	62	65
Net Video (TV/online)	52	60*	56	57	60	67*	42	47*	53*	47*	53	57
Net Radio	29	31	29	31	30	41*	17	18	19	19	21	28*
Net OOH	36	26*	44**	49*	47	55*	19	13*	34**	31	31	37*
Net Digital Banner	39	40	41	41	35	33	21	23	31*	28	19	19

*Statistically significant change from prior wave

**Please see appendix for media definitions

Both audiences saw statistically significant increases in general awareness of any messages about drunk driving prevention and **males 21-34** remained higher than that of **adults 21+.**

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



*Statistically significant change from prior wave

^Statistically significant change from benchmark

Attitudes & Behaviors

There was a significant increase in likelihood to drive buzzed for males 21-34, going from 15% to 21%.

66% of males 21-34 reported they would choose alternative transportation if the only option was to drive buzzed, or never drink if they plan to drive, on par with the prior year.

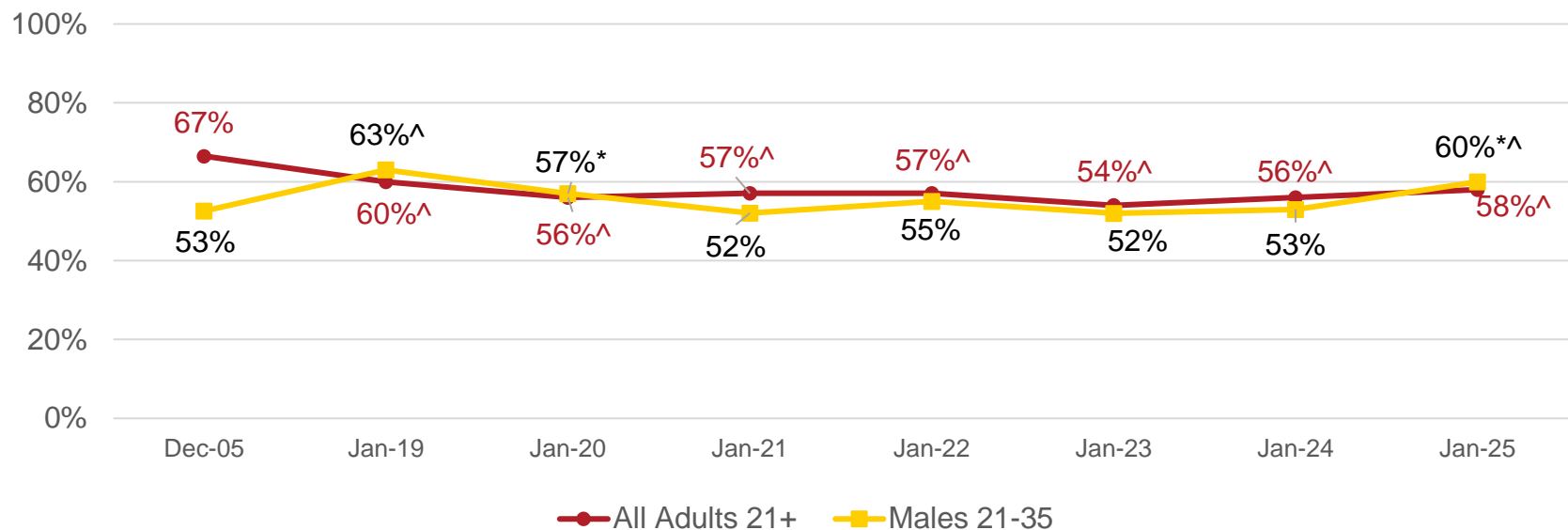
Adults 21+ continue to report this metric at a higher level than our core target – 75% compared to 66%, also on par with last year.

Both audiences reported at above 80% to having driven when feeling “buzzed”. Please reference slide 15 for rationale.



The level of concern (extremely/very concerned) about drunk driving prevention in **males 21-34** saw a statistical significant increase in 2025 and was on par with that of **adults 21+**.

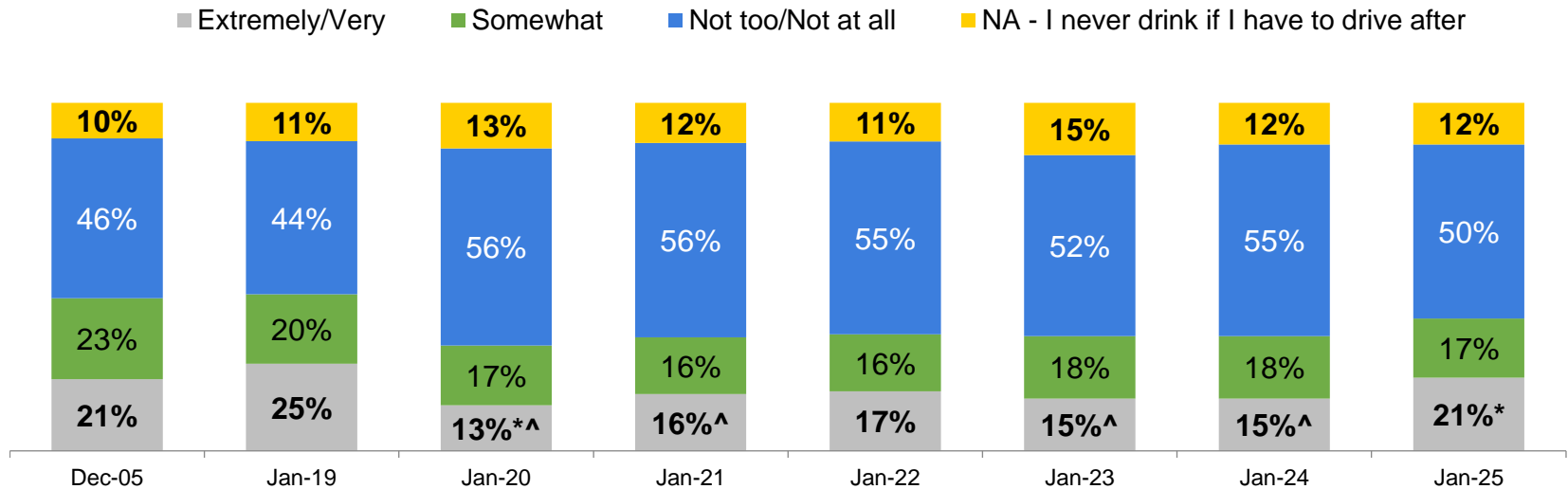
% Extremely/ Very Concerned about Drunk Driving Prevention



*Statistically significant change from prior wave

^Statistically significant change from benchmark

21% of males 21-34 said they would be extremely or very likely to drive home if feeling buzzed or somewhat impaired, a statistically significant increase from the prior year. **12% reported never drinking** and another **50% reported not too/not at all likely** to drive if buzzed.

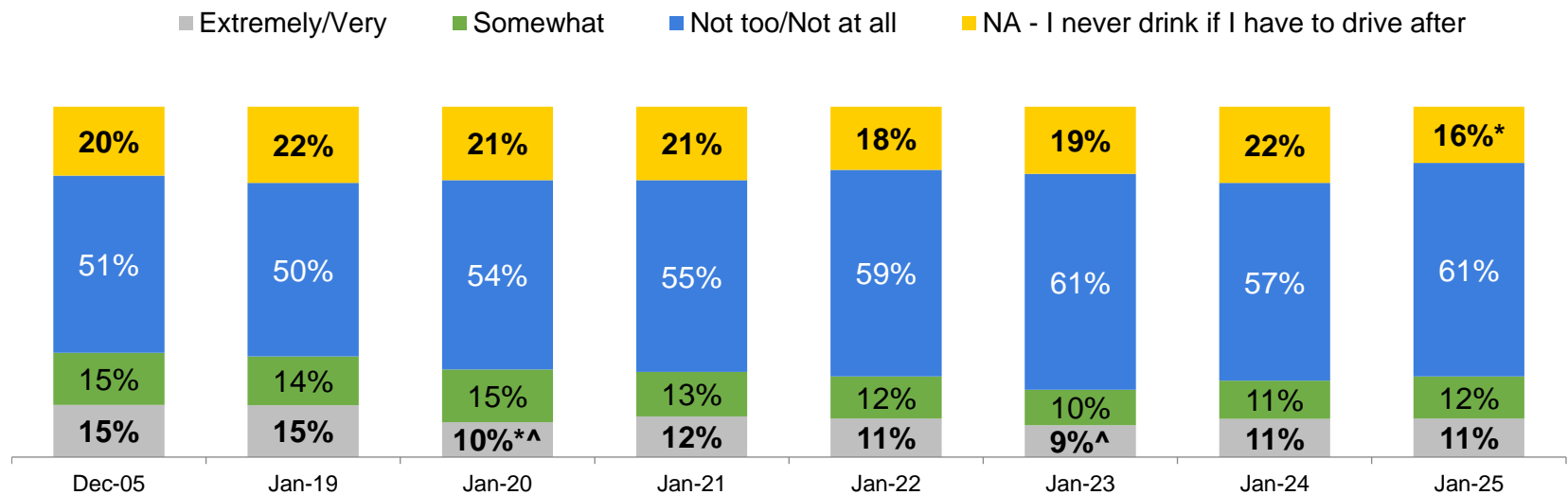


Males 21-34

*Statistically significant change from prior wave
 ^Statistically significant change from benchmark

Among adults 21+, the percentage who said they would be **extremely/very likely to drive while buzzed** has remained relatively flat over the last few years, staying at 11% in 2025 which is on par with last year.

16% of respondents reported never drinking if needing to drive, which is a significant decrease from the prior wave, but the majority of those respondents seemed to have moved into the **not too/not at all likely** category.



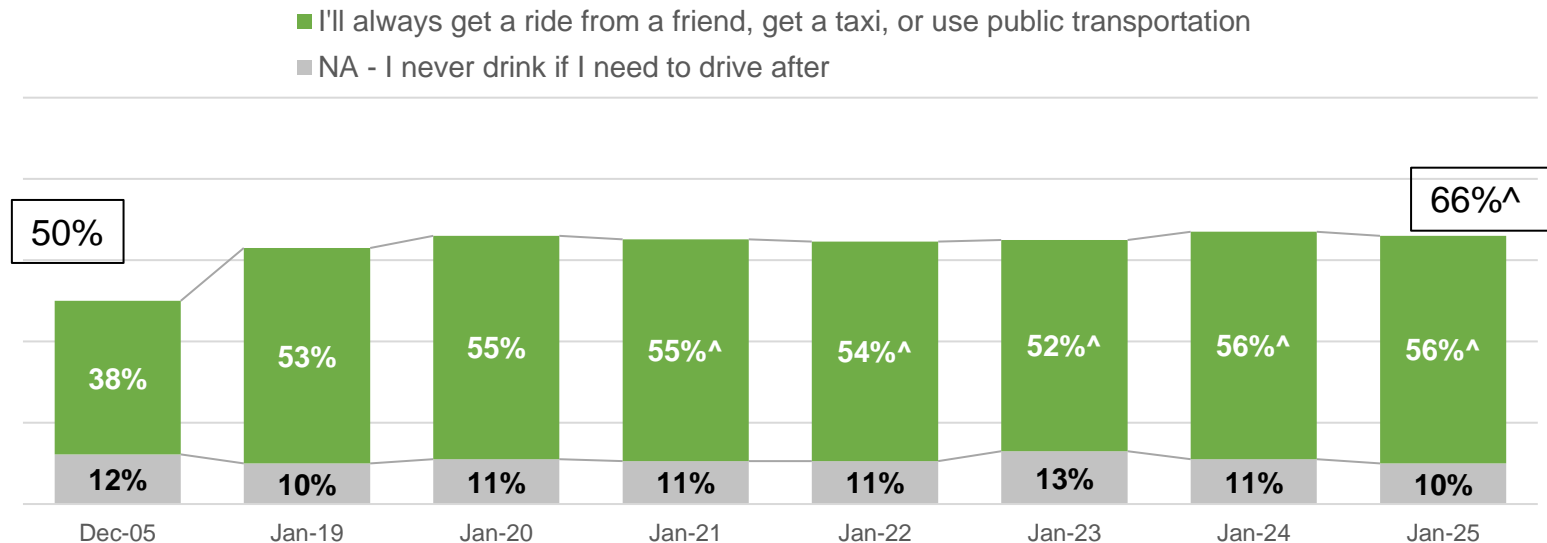
Adults 21+

*Statistically significant change from prior wave

^Statistically significant change from benchmark

66% of **males 21-34** said they would **always get a ride/taxi/public transport** or **never drink if planning to drive**, on par with last year.

For the **56% who report they would seek alternative transport/get a ride**, there was statistically significant difference by age (51% of males 21-27 and 57% of males age 28-34 reported this).

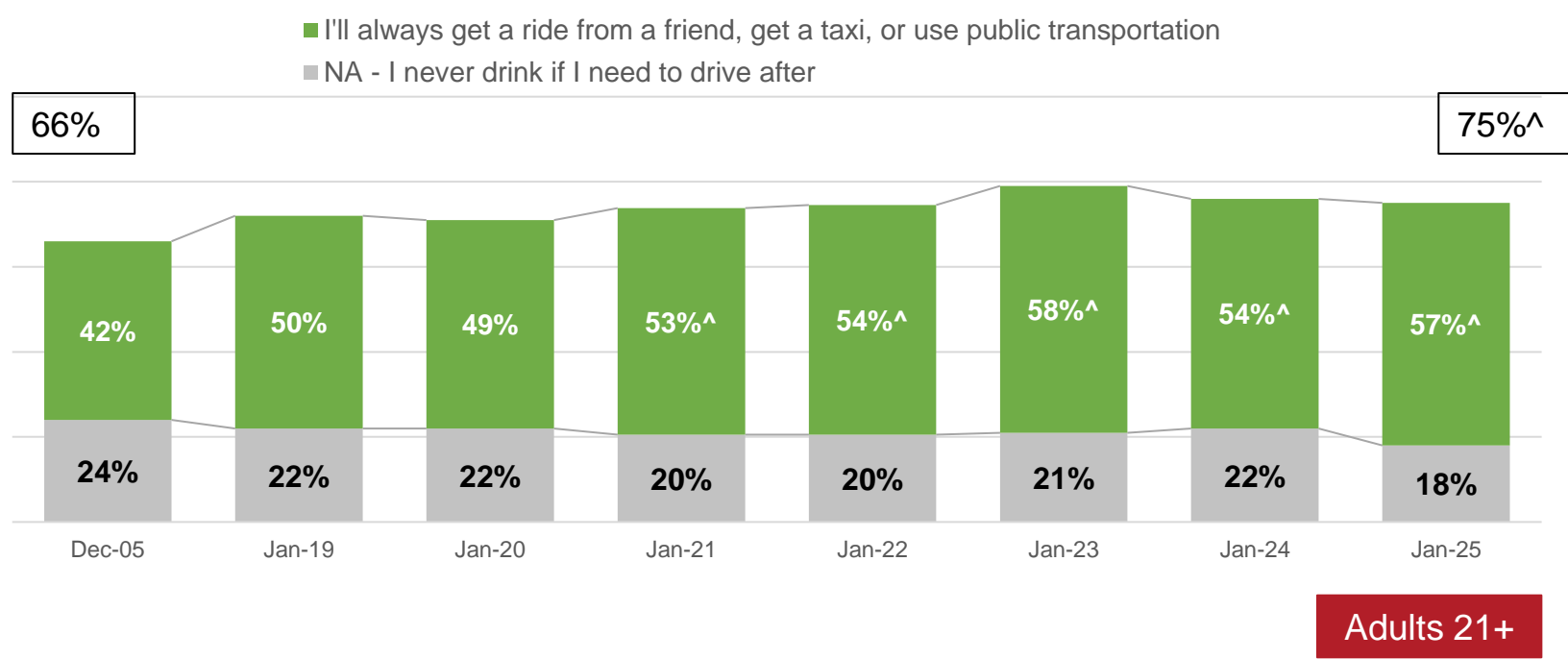


Males 21-34

*Statistically significant change from prior wave

^Statistically significant change from benchmark

Among **adults age 21+**, **75%** said they would **always get a ride/taxi/public transport (57%)** or **never drink if planning to drive (18%)**, on par with last year's results of 76%.



*Statistically significant change from prior wave
^Statistically significant change from benchmark

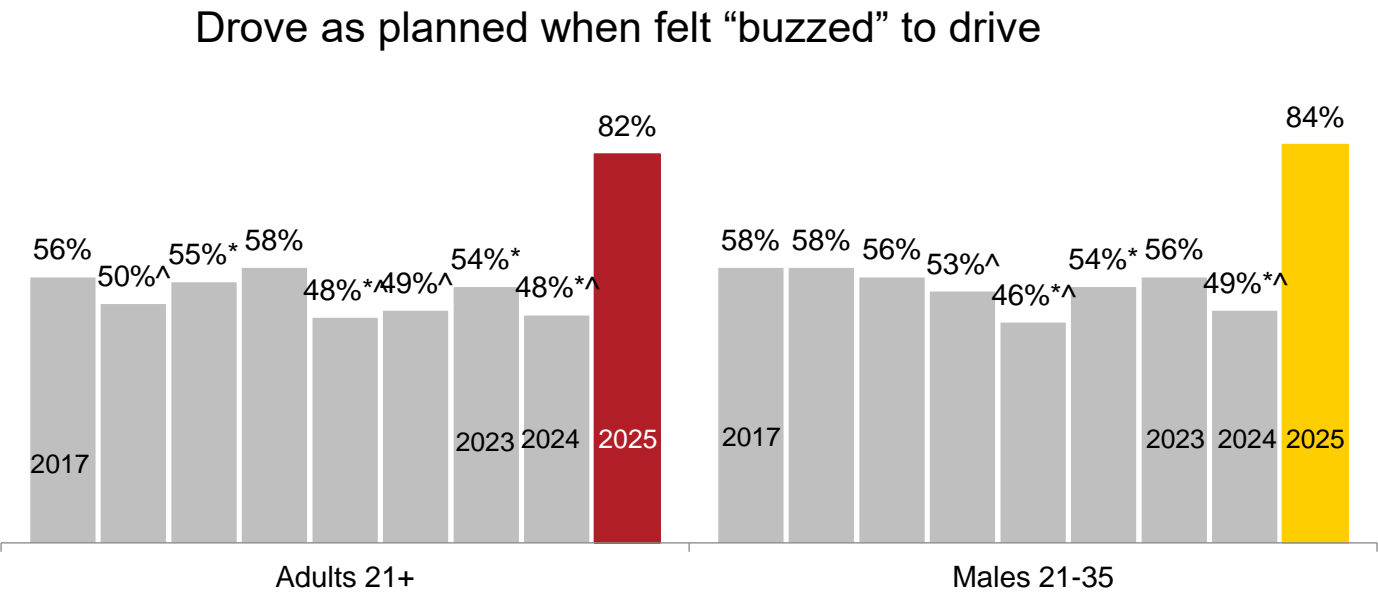
Respondents who said they had been in a situation where they were buzzed and drove as planned reported doing so **82% (adults 21+)** and **84% (males 21-34)** of the time in the last 12 months.

Please note, question prior to response for driven when feeling “buzzed” was reworded in 2025 survey to reduce confusion amongst respondents.

-Previous Question: *In the past 12 months, have you been in a situation where you felt you were probably okay to safely drive after drinking alcohol but not completely sure?*

-2025 Question: *In the past 12 months, have you been buzzed (didn’t feel drunk) and drove?*

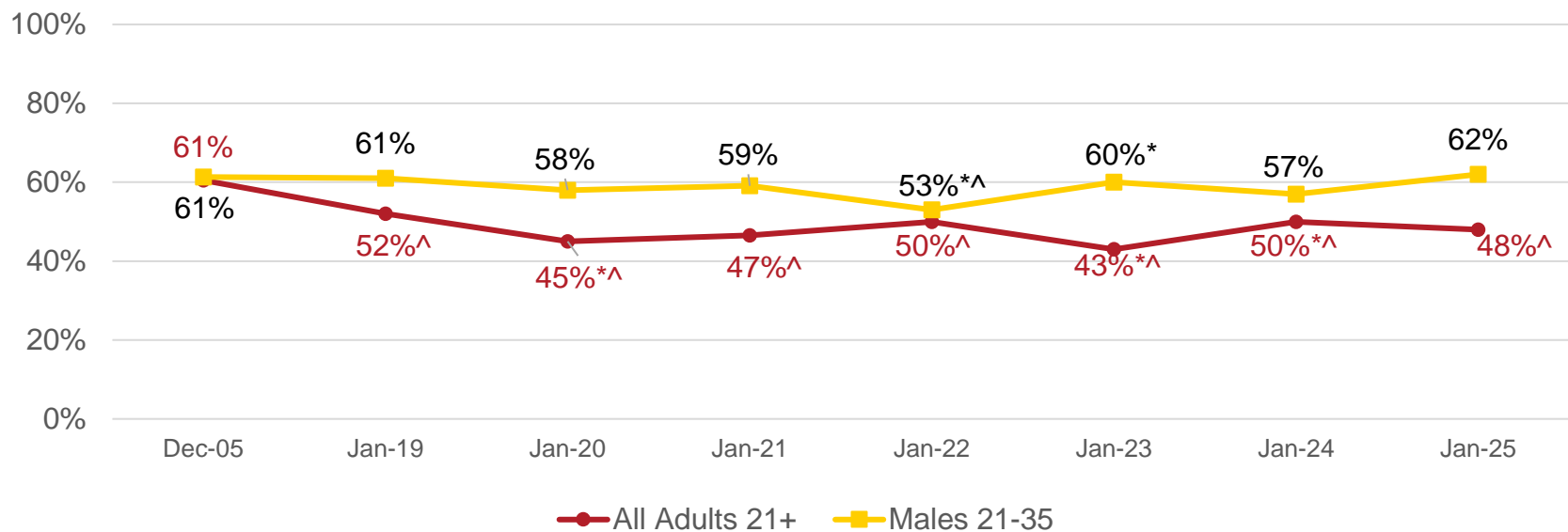
Given the rephrasing of the question, it’s not accurate to compare to prior waves, but previous data is included for reference.



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

*Statistically significant change from prior wave
^Statistically significant change from benchmark

The percentage of respondents having conversations about the risks of drinking and driving increased for **male respondents age 21-34 (57% → 62%)** and remained flat for **adults 21+ (48%)**.



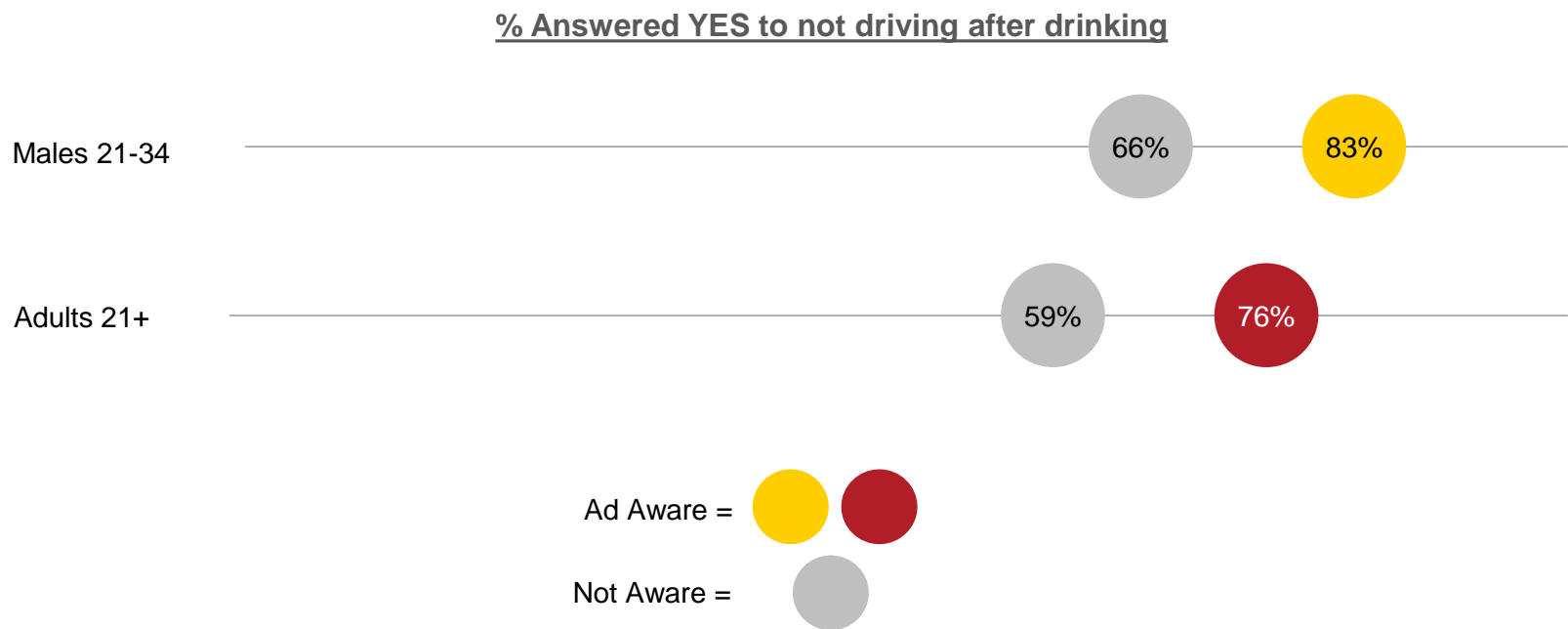
*Statistically significant change from prior wave

^Statistically significant change from benchmark

What is “Ad Aware”?

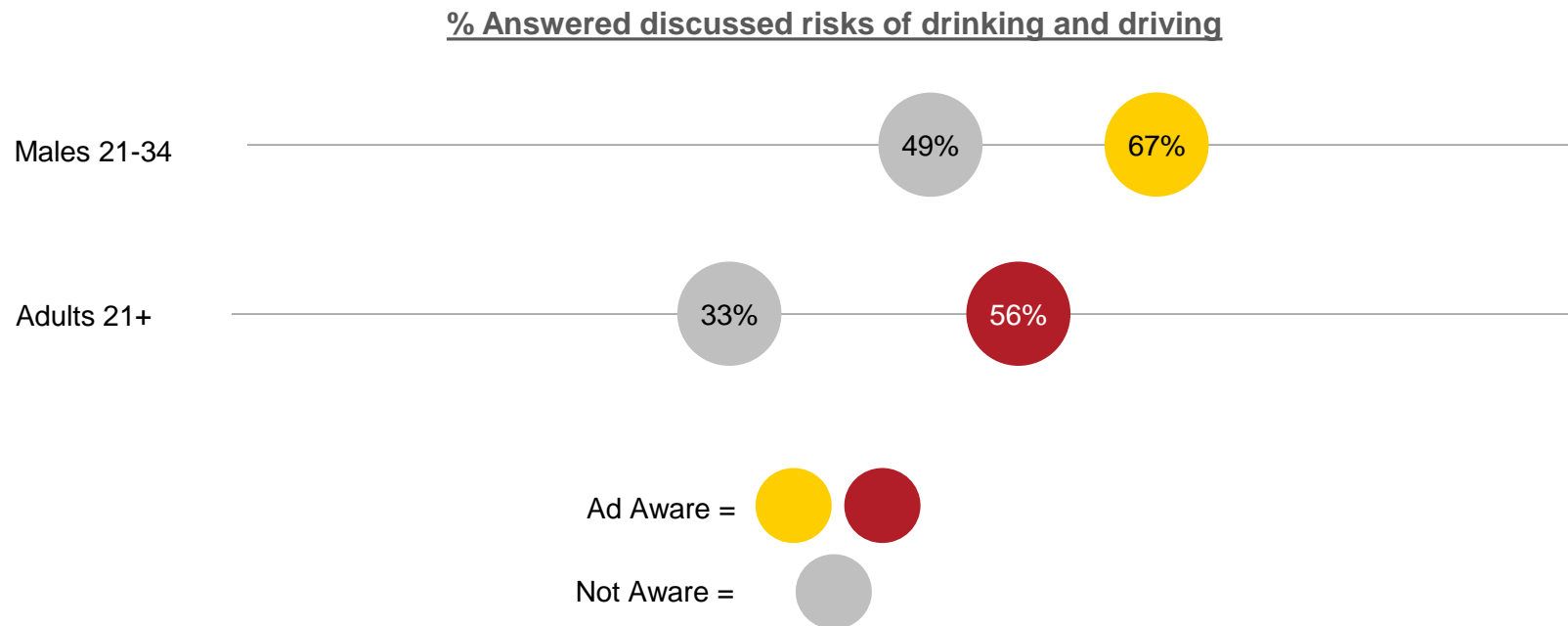
- “Ad Aware” or ad awareness, is the percentage of respondents who have seen our ads and have taken our intended actions or shifted behaviors. It is a correlation (not a causation) that helps us understand if our PSAs are having the intended impact.
- While we’d like to take 100% of the credit and say our audience is taking these actions solely because of our campaign, we unfortunately can’t because we cannot control external factors out in the world – such as similar advertisement campaigns, promotional events related to issue, news cycles, etc.
- Please note that “Ad Aware” numbers you’ll see in the following slides are just from our 2025 data.

Both sets of respondents who were aware of campaign messaging reported at higher levels not driving after drinking even though they had originally planned to drive, when compared to those not ad aware.



Please note, correlation does not equal causation.

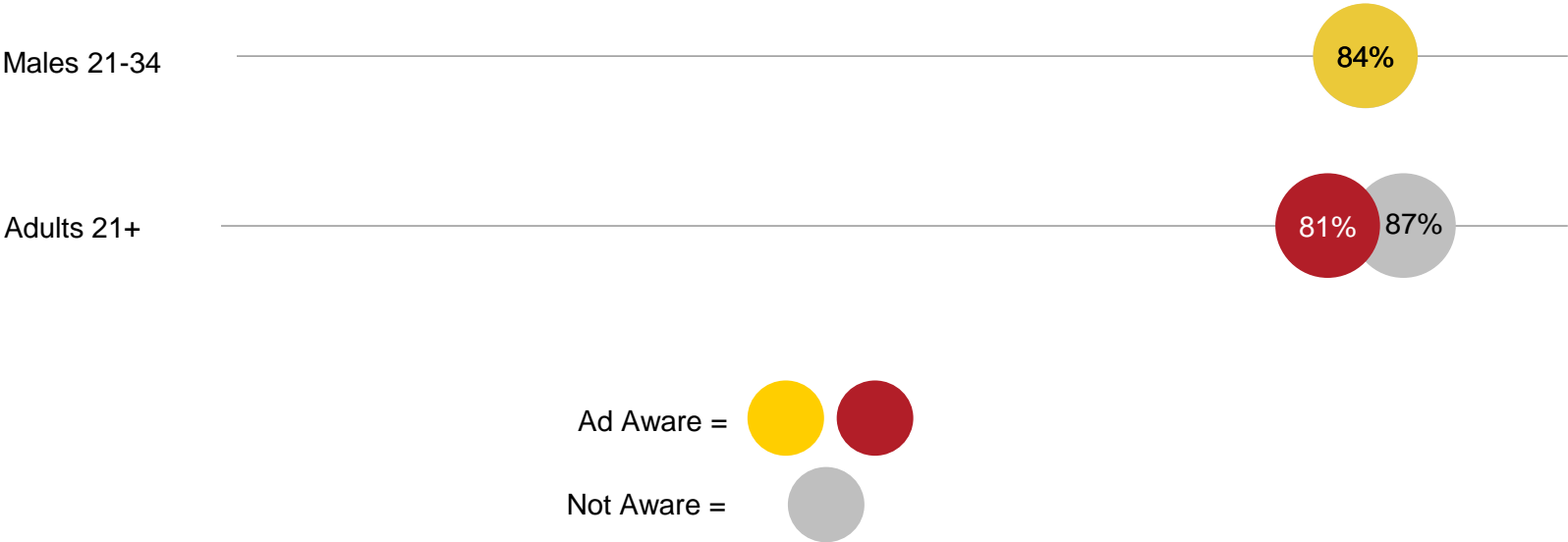
Like the prior metric, both sets of respondents who were Ad Aware were much more likely than those not aware to say they recently discussed the risks of drinking and driving with a friend or family member.



Please note, correlation does not equal causation.

Unlike the prior two metrics, there is no difference in Ad Aware and Not Aware respondents amongst our **core target** audience who said they **drove** in a previous situation when they were buzzed. **Adults 21+** who were aware of the PSAs were less likely to say they have driven when buzzed compared to those not aware.

% Answered DID DRIVE when feeling buzzed



Please note, correlation does not equal causation.

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 drunk driving prevention.
- **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.

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 deck focuses on the core campaign audience of males 21-34, 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-share²⁴ availability likely contribute to shifts in behavioral trends.

METHODOLOGY

Method

Nationally
representative online
quantitative survey
(wave 21)

Sample (n=1200)

700 adults 21+
(General Market)
+
Augment sample of
615 males 21-34*

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 deck with an asterisk (* $p \leq 0.05$, ** $p \leq 0.10$) 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 Wave 20: January 7 – February 5, 2024 Wave 21: January 6 – February 14, 2025				
Who?	Respondents age 21+; All must drive frequently & must drink alcohol at least occasionally Quotas set for keep demos for consistency							
	<u>Wave 1</u> 521 Adults 21+ 344 males 21-35	<u>Wave 15</u> 700 Adults 21+ 612 males 21-35	<u>Wave 16</u> 709 Adults 21+ 618 males 21-35	<u>Wave 17</u> 700 Adults 21+ 595 males 21-35	<u>Wave 18</u> 700 Adults 21+ 544 males 21-35	<u>Wave 19</u> 700 Adults 21+ 593 males 21-35	<u>Wave 20</u> 700 Adults 21+ 593 males 21-34	<u>Wave 21</u> 700 Adults 21+ 615 males 21-34
	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 deck 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.