



FACT SHEET

Audience Testing

What they said...

Audience testing was undertaken at three major stages of the campaign including initial concepts, refinement of concepts and off-line edit versions of the television and cinema ads together with bus shelter and bus back advertising storyboards.

Included in the target audience of males 17-25 years of age, were male and female drivers from 30 to 50 years of age, representing the wider community. A spread of occupations, family status and ethnicity was also achieved.

At least one-third of the drivers in each of the eight groups assembled for the three audience testing stages, had received a speeding conviction within the last three years.

Without exception, the audience reactions were overwhelmingly positive and their feedback provided the encouragement for the RTA to pursue the development of a campaign they knew would be hard-hitting and controversial. Much of the feedback during the testing, particularly from males aged 17-25, was used in the final executions.

Here are some extracts from what they said...

"At this age, you are extremely aware of being teased...the thought of being ribbed by your mates is much more relevant than the thought of crashing your car...I'm going to put dirt on my mate the next time he's speeding like that!"

[Men, 17 to 25]

"I think this is genius...it's the first time the RTA haven't run a fear campaign ...this is something that is relevant to our situation...we respond to emotion in that particular way...we don't respond to fear tactics."

[Men, 17 to 25]

"Shock value shows the scenes after it has all happened...this is getting the driver before it happens...it's the foolish driver that needs to be got at...it's getting the everyday driver that's prone to that sort of thing."

[Women, 17 to 25]

"You know, you get told as a young person about driving but you get your P Plates and you go off and hoon in the car, getting told just doesn't work but getting humiliated might...the shock tactics and the visuals, they think that's not going to happen to them but this 'pinkie' empowers us to gesture our disapproval of their actions."

[Women, 17 to 25]



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Speeding Statistics 2002-2006

- The cost to the community of crashes and fatalities is about \$3.6 million a year.
- Speeding is a factor in approximately 40 per cent of fatal crashes in NSW every year over the last five years.
- 17 per cent of speeding drivers involved in fatal crashes between 2002 – 2006 were between 17 – 20 years of age:
 - 17 per cent were aged between 21 – 25 years of age; so
 - 34 per cent were aged between 17 – 25 years of age.
- P-plates represent 7 per cent of licence holders but account for:
 - 34 per cent of speeding infringements 30 km/h and above
 - 41 per cent of speeding infringements 45 km/h and above.

Crash risk data:

- Between 2002 and 2006 – 14 per cent of fatal speeding crashes happened in 50km/h zones, 18 per cent in 60 km/h zones and a staggering 35 per cent in 100 km/h zones.
- Research conducted in Australia has shown that the risk of being in a casualty crash doubles every 5 km/h above 60 km/h. Speeding increases the risk of a crash and the severity of the crash outcome.

Speed – km/h	Crash Risk relative to 60 km/h
65	Double
70	4 times
75	11 times
80	32 times

- The risk of a crash when driving at 68 km/h in a 60 km/h zone is the same as driving with a blood alcohol level of 0.08. The risk of a crash when driving at 72 km/h in a 60 km/h zone is the same as driving with a blood alcohol level of 0.12;
- A key issue in speeding-related crashes is that most motorists underestimate the distance needed to stop. A car travelling at 60 km/h in dry conditions takes about 38 metres to stop. A car travelling at 80 km/h needs an extra 20 metres.



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Evaluation of *Speeding. No one thinks big of you*

After nine weeks screening in cinemas and on television across New South Wales, the RTA's 'Pinkie' commercial, *Speeding. No one thinks big of you* was evaluated by TNS Social Research to determine the commercial's impact and effectiveness.

Of the 200+ sample of respondents from across New South Wales the following results were tabled.

Campaign awareness

Seven out of ten respondents (77% among the General Population) recalled elements of the campaign, compared to 67% of Young Males.

Such awareness scores are higher than has been seen for any other recent RTA campaigns, indicating that the television commercial has successfully cut through into the consciousness of TV viewers.

Message

72% of the general population and 71% of Young Males revealed strong recognition of the anti-speeding message, aimed at making speeding socially unacceptable and at undermining the perceived pay off for speeding.

59% of the general population and 54% of young males recognised the meaning behind the message, that speeding is not cool, does not impress, or is stupid etc.

Call to action

The campaign was successful in acting as a call to action with regard to:

- Encouraging discussion of the issue (55% gen pop, 60% young males),
- Prompting changes in driving behaviour (54% gen pop, 62% young males, and
- Increasing conscious thought of 'own' driving behaviour (50% gen pop, 60% young males).

The campaign also served to empower society with 46% of the general population and 50% of young males stating that they would be more likely to comment on someone's driving as a result of seeing the Pinkie commercial.

Effectiveness

Seven out of ten of both the general population and of young male drivers (71% and 70% respectively), believe that the commercial will have some effect in encouraging drivers in general to obey the speed limit.

Comparatively, 61% of the general population and 58% of young male drivers believe that the commercial will have some effect in encouraging young male drivers to obey the speed limit.