



Convenience Advertising

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PUB SIGNS EVALUATION FINAL REPORT Waves 1 & 2

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1. EXECUTIVE SUMMARY

- Two surveys were undertaken to determine levels of awareness of two anti-drink driving signs for males between 18-40 leaving pubs and clubs in NSW.
- The first survey was aimed at determining awareness of all persons who enter a pub or club of the signs (with a sample size of 300), regardless of whether they have been into the area in which the signs were located. This gives a measure of the potential hit rate of the signs for all 18-40 year old males leaving a pub/club.
- The second survey was more specifically aimed at those 18-40 year old males who had been in the toilets in the section of the pub or club in which the signs had been placed, using a sample size of 100. This gives a measure of the hit rate of the signs amongst those 18-40 year old males who have had an opportunity to see them.
- The first survey showed higher awareness for those respondents who had been in pubs and nightclubs as opposed to those who had been in Leagues Clubs or other such large venues. This may reflect the fact that some of the clubs outside which surveying took place were large establishments containing a variety of different entertainment venues (some of which may not have the anti drink driving signs displayed in them).
- A total of 13% of all respondents in the first survey, and 56% in the second survey reported having seen drink driving signs on the night of the survey without prompting. However, in the first survey unprompted awareness was higher for those respondents who had been in pubs or nightclubs (at 21%) as opposed to those who had been in clubs (at 3%).
- Total awareness of the drink driving signs in survey 1 was 35%, and in survey 2 was 86%. In the first survey total awareness included unprompted and prompted recall of the sign on the night of the survey, while in the second survey this rating included awareness by those respondents who had ever seen the signs. Once again in the first survey total awareness was much higher for those respondents who were in pubs and nightclubs at 41% as compared with 22% for those visiting clubs.
- In the first survey the main message of both the 'performance' and the 'smashed' signs was perceived as a general statement; 'do not drink and drive' (62%). In the second survey perceptions about the main message differed according to which sign was seen. For the 'performance' sign the main message was 'when you drink and drive your performance is slower' (29%). For the 'smashed' sign the main message was 'If you drink and drive you could have an accident' (50%).)

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- In the first survey the 'performance' sign was perceived as being *effective/very effective* by more than half (52%) of those respondents who recalled having seen it on the night of the survey. Similarly, the 'smashed' sign was rated as *effective or very effective* by 62% of respondents. In the second survey the signs were rated together. In this case, 63% of all those respondents who had seen them rated them as *effective/very effective*, and 62% as *quite/very useful*.
- Survey 1 looked at perceptions about the use of signs as a communication medium. Overall, 59% of those respondents who saw the anti drink driving messages that night supported their use as a communication medium, and agreed that people do take notice of signs like these in pubs and clubs.
- The second survey looked at overall likes and dislikes of the campaign, with 88% of all those who saw the signs liking them.

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2. INTRODUCTION

The Roads and Traffic Authority and Convenience Advertising commissioned AGB McNair to conduct research evaluating the awareness and effectiveness of anti-drink driving signs displayed in hotels and clubs around NSW.

The signs were placed on the backs of toilet entry/exit doors, above urinals and on the toilet walls at licensed venues including hotels, clubs and bars in metropolitan and regional NSW. The signs are part of a strategy aimed at:

- reminding patrons to make a responsible choice regarding transport when leaving a venue after drinking,
- exposing the hidden dangers associated with driving over the legal limit of .05 such as reduced motor control, lack of inhibition and increased bravado.

This communication program was aimed particularly at male drivers between the ages of 18 and 40 years who are considered the highest risk in terms of the incidence of drink driving accidents. The signs seek to reach this target audience at the time when they will be considering transport choices, that is, when they leave the pub or club.

While this survey looked at overall awareness by all people who had been in the pub or club surveyed, Convenience Advertising were also interested in determining awareness of those persons who had definitely been exposed to the signs (i.e. they had been into the toilets in the area in which the signs were located on the night of the survey.) Thus a second wave of surveying was commissioned to determine this more specific level of awareness amongst respondents.

This report analyses the findings from both waves of surveying. The responses of each group of respondents from the target audience to the two current signs being used (Appendix I) is discussed. In particular, the report looks at awareness (both prompted and unprompted) of the signs and target audience opinions about the effectiveness of these signs. The first survey also looks at drinking choices (for example, their impact on the drivers' decision to stay under .05), while the second survey concentrates more on overall likes and dislikes of the overall campaign.

The report does not attempt to make comparisons between the two surveys given that they involved different sample sizes and a restructured questionnaire. Rather, the report attempts to highlight the potential for all 18-40 year old males in a pub or club to see the signs (survey 1) and then the number of these who did see the signs once given the opportunity to see them (survey 2).

3. METHODOLOGY AND SAMPLE

3.1 COMPARISONS OF METHODOLOGY BETWEEN SURVEYS

As mentioned in the introduction, there were a number of differences in both the methodology and results between the first and second waves of surveying.

In the first wave, 300 people were interviewed outside pubs and clubs in both metropolitan and non-metropolitan NSW. The second wave involved 99 interviews conducted inside Sydney metropolitan venues only.

Based on the findings of the pilot survey originally conducted, the questionnaire used in the first wave of surveying assumed that all people who had been in the establishment may have had an opportunity for exposure to the signs. This was because in the pilot test signs were shown on the walls outside the toilets. In the first full survey it was found that this premise was in fact incorrect, with most venues having signs only in the toilets, and only in some of the venues within an establishment. Thus the results showed relatively low levels of recall of the drink driving signs.

In the second survey this problem was overcome by asking questions only of people who had been in the section of the pub or club in which the signs were located and had visited the toilets in those sections. Thus in the second survey there are much higher levels of recall of the drink driving signs amongst respondents.

Following is an individual description of the methodology used in each survey.

Survey 1

The initial evaluation of the anti drink driving signs was conducted using face-to-face intercepts outside the various hotels and clubs in which the signs are displayed. A total of 300 interviews were conducted over two consecutive weekends. The interviewing ran from Friday 24th May, 1996 to Sunday 26th May, 1996 and again from Friday 31st May, 1996 to Sunday 2nd June, 1996.

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The following hotels and clubs were chosen to form the sample:

Metro Establishments		Non Metro Establishments	
01	Cronulla Hotel	13	Jacks on King
02	Bondi Hotel	14	Pioneer Hotel
03	Marlborough Hotel	15	Wollongong Ex-Services Club
04	Parramatta Leagues Club	16	Figtree Hotel
05	Metropole Hotel	17	Western Suburbs Leagues Club
06	Royal Hotel	18	Coffs Harbour
07	St Georges Leagues Club		ExServicemans Club
08	Auburn RSL Club	19	Park Beach Hotel
09	North Sydney Leagues Club	20	Tweed Heads Hotel
10	Newport Arms Hotel		
11	Blacktown Inn		
12	Revesby Workers Club		

To ensure each of these establishments could be used for surveying purposes, Convenience Advertising contacted each venue the week before the study commenced to ask permission for the survey to be conducted outside their premises. Further, the establishments were audited the day before surveying to ensure that the full complement of signs were displayed.

The target respondents were males between the ages of 18 and 40 leaving the establishments chosen. The final sample included 196 males exiting metropolitan venues and 104 males exiting non-metropolitan venues.

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Survey 2

The follow-up survey was also conducted using face-to-face interviews. A total of 99 interviews were conducted on Friday 5th and Saturday 6th July, 1996. As with the first wave of surveying, the target respondents were males aged 18-40 leaving the establishments chosen.

The small sample size used in the second wave of surveying means that aggregate information on respondents' awareness, attitudes and opinions of the advertisements may be seen to be fairly representative (with a standard error of 4.4% at the 95% confidence level), but individual differences between age groups and different types of respondents must be viewed with some caution.

Five Sydney Metropolitan venues were chosen to form the sample as follows:

Metro Establishments

- 01** Bondi Hotel
- 02** Cronulla Hotel
- 03** Metropole Hotel
- 04** Parramatta Leagues Club
- 05** Blacktown Inn

As with the initial wave of surveying, Convenience Advertising contacted each venue in the week before the study commenced to ask permission for the study to be conducted outside their premises, as well as conducting an audit the day before the survey to ensure that both signs were displayed.

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3.2 QUESTIONNAIRE DESIGN

The questionnaires for each survey wave were designed to measure the effectiveness of the signs in terms of unprompted and prompted awareness, expressed opinions about the signs, and the main message communicated by the signs. (Appendix I & II)

The draft questions for the first wave of surveying were developed by AGB McNair and then revised and finalised in cooperation with both the Roads and Traffic Authority and Convenience Advertising.

A short pilot test was conducted at the Parramatta Leagues Club and the Paragon Hotel prior to the conduct of the first survey to ensure the questions flowed correctly and to test some of the question wordings in more detail. This resulted in a couple of minor changes to the questions so that they more clearly targeted 18-40 year old males who were the key respondents for this study.

For the second wave the draft questions were provided by Convenience Advertising and finalised by AGB McNair. At this stage there was no pilot test of the questionnaire since it was largely a restructuring of the initial questionnaire.

3.3 INTERVIEWERS AND TRAINING

All AGB McNair interviewers undergo extensive and ongoing training in the conduct of interviews and in quality control.

Prior to these studies all interviewers were fully briefed by the State Manager on survey objectives, questionnaire content, how to administer the questionnaire and contact procedures. AGB McNair face to face interviewers completed the intercept surveys throughout NSW.

4. SURVEY FINDINGS

As noted in the introduction, the main objective for both surveys was to assess the level of awareness of the signs in hotels and clubs around NSW. The effectiveness of the signs can be assessed using both unprompted and prompted awareness figures, as well as the main message communicated by the signs.

4.1 DEMOGRAPHIC PROFILE OF RESPONDENTS

Survey 1

All of the 300 respondents selected in the first wave were males between the ages of 18 and 40. There were a total of 169 males, or 56% of respondents in the age group 18 to 29 with the remaining 131 males or 44% of respondents aged between 30 and 40 years.

In terms of marital status, 54% of all respondents were Single, with a further 27% married or in a defacto relationship and the remainder either single but in a steady relationship or divorced/separated.

The majority of respondents (65%) had undertaken some form of university studies or trade/technical courses or certificates. The remaining respondents had completed either the full 6 years of Secondary education (21%), or 4 years of Secondary education or less (14%).

The income range of respondents was quite diverse, with 34% of respondents grossing \$25,006 or less per year, 28% between \$25,001 and \$35,000, and 38% over \$35,001. With the emphasis of the study placed on young males, the number of respondents in the lowest income group is not surprising.

Survey 2

All of the 99 respondents in the second wave were males, with 72 (73%) in the age group 18-29 and 27 (27%) in the 30-40 years age group.

Most of the respondents (87%) could be considered regular pubgoers, with 38 respondents generally visiting pubs or clubs three or more times per week and 48 visiting one or two times per week.

All respondents had undertaken education up to or over the level of Secondary to 4 years. Overall, 64 respondents were single, 10 single but in a steady relationship, 19 married or defacto and 6 divorced or separated.

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4.2 AWARENESS OF SIGNS

Awareness of the anti drink driving signs was analysed in both surveys in terms of unprompted, top of mind and prompted recall by respondents on the night of the survey.

The measure of prompted awareness across the two surveys differed slightly. In the first survey all of these measures of awareness referred to whether the respondent had seen the drink driving signs in the venue on the night of the survey only. Thus possible recall of the signs at other venues on other occasions was not included. However in the second survey, those respondents who were unable to recall seeing the anti drink driving signs on the night of the survey were then asked if they had ever seen the signs before. This meant that prompted awareness in the second survey included possible sightings of the signs on other occasions and at other venues (keeping in mind that only those people who had been to the toilet on the night of the survey were included in the sample).

4.2.1 UNPROMPTED AWARENESS

Survey 1

In the first survey, unprompted awareness included whether the respondent reported having seen any signs at all in the pub or club about drink driving on the night of the survey. It is important to note that the measure of unprompted awareness is taken from all respondents. This means that even those respondents who may not have been in the section of the pub or club in which the signs were placed are asked if they recall having seen the sign.

Without prompting of any kind, 38 respondents (13%) recalled having seen drink driving signs in the pub/club toilets on the night of the survey.

However, unprompted awareness was affected by both the location and type of venue outside which interviewing took place, as shown below:

• Metropolitan Pubs/Nightclubs	23%	
	(26)	(Base: n= 115)
• Non Metropolitan Pubs/Nightclubs	17%	
	(7)	(Base: n=42)
• Metropolitan Leagues Clubs	1%	
	(1)	(Base: n=81)
• Non Metropolitan Leagues Clubs	6%	
	(4)	(Base: n=62)

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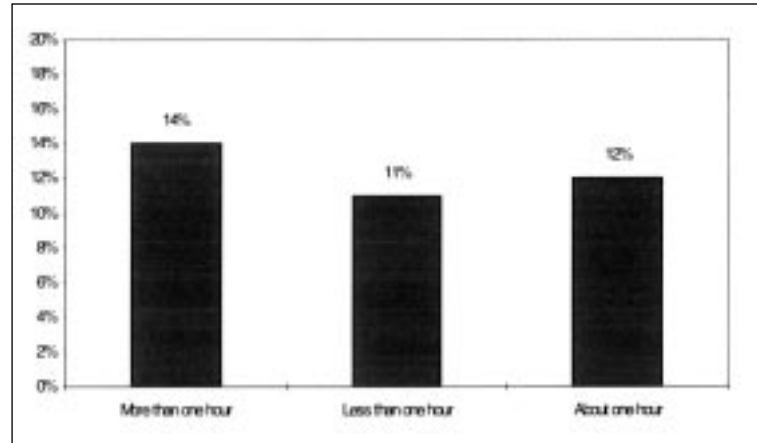
As described previously, the main factor which impacts on the level of unprompted awareness of respondents leaving Clubs as opposed to those leaving nightclubs and pubs is that some of the large Clubs surveyed have more than one entertainment room or venue, such as a bistro, a nightclub and a general bar.

In these cases, the signs may only have appeared in the nightclub; however we surveyed a random sample of all 18-40 year old males leaving the Club. The level of unprompted awareness may have been affected by the fact that the respondent had no opportunity to see the signs at all (i.e. they may only have been to the bistro for dinner and did not visit the nightclub where the signs were displayed).

The length of time in which respondents had been in the pub or club had little impact on their unprompted recall of drink driving signs.

Specifically, of the 148 respondents who had been in the pub or club for more than an hour, 21 recall having seen drink driving signs without prompting (14%). Of the 85 who had been in the pub/club less than an hour, 9 recall seeing drink driving signs without prompting (11 %), and finally of the 67 respondents who have been in the pub for about one hour, 8 recall having seen drink driving signs without prompting (12%). These findings are shown in the following chart:

Chart 1: Unprompted awareness of drink driving signs in the pub on the night of the survey according to length of time in the pub.



Base: Respondents who had been in the pub for about 1 hour (n=67)
Respondents who had been in the pub for more than 1 hour (n=148)
Respondents who had been in the pub for less than 1 hour (n=85)

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Survey 2

In the second survey unprompted awareness still referred to whether the respondent reported having seen any signs at all in the pub or club about drink driving on the night of the survey. However as previously mentioned, only those people who had exposure to the signs (i.e. they had actually been into the toilets in the section of the pub or club in which the anti drink driving signs were located) were included in the second survey.

Given this guarantee of an opportunity to see the signs it is not surprising that unprompted awareness in survey 2 is much higher than that shown in survey 1. In the second survey a total of 55 respondents (56%) were able to recall without verbal prompting that they had seen signs in the pub/club toilets on the night of the survey about drink driving.

4.2.2 TOP OF MIND AWARENESS

Top of mind awareness looked more specifically at those respondents without unprompted recall of the anti drink driving signs. This measure of awareness looked at recall of Roads and Traffic Authority anti drink driving signs on the night of the survey, with respondents given the information that the RTA is running an anti drink driving campaign involving signs in pubs and clubs.

Both surveys asked for top of mind awareness using the same question, the only difference being that all those asked in the second survey had definitely had the opportunity to see the signs in the pub or club that night (i.e. they had been to the toilets where the signs were located), Following is a description of top of mind awareness for Surveys 1 and 2.

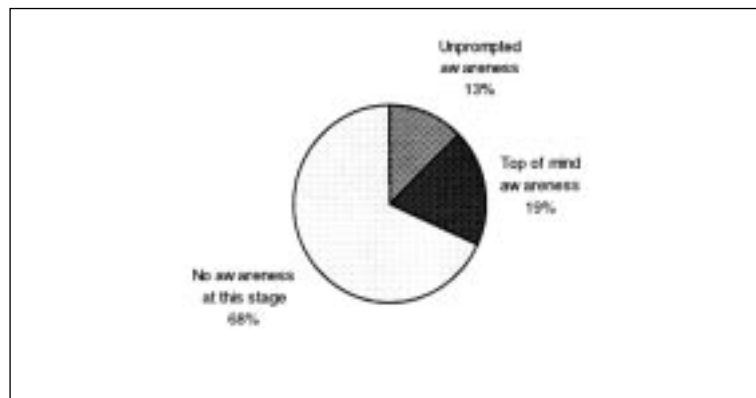
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Survey 1

In the first survey verbal prompting resulted in a further 56 respondents (19%) recalling having seen drink driving signs.

This increased the level of awareness, including unprompted and verbally prompted recall of anti drink driving signs, to 31 % of all respondents, as shown below.

Chart 2: Survey 1 – Awareness with and without verbal prompting of anti drink driving signs in the pub/club on the night of the survey.



Base: All respondents (n=300)

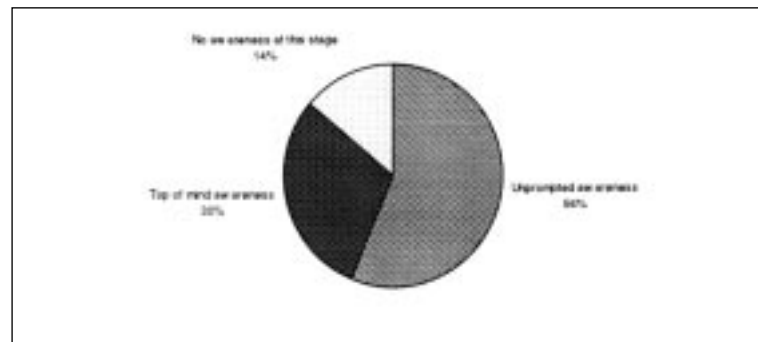
The level of top of mind awareness did not differ significantly according to whether the respondent had been interviewed outside a pub/nightclub (21%) or a club (17%). At this stage, awareness of anti drink driving signs, including unprompted and verbally prompted recall for those interviewed outside pubs or nightclubs was 41% and for those interviewed outside clubs was 20%.

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Survey 2

Given this verbal prompting about the placement of RTA anti drink driving signs in the pub/club toilets, a further 30 respondents (30%) recalled having seen anti drink driving signs that night. This increased the level of awareness of anti drink driving signs at this stage to 86%, as shown in the following chart:

Chart 3: Awareness with and without verbal prompting of anti drink driving signs in the pubclub on the night of the second survey.



Base: All respondents (n=99)

4.2.3 PROMPTED AWARENESS

Finally, all respondents were shown the two anti drink driving signs and asked if they had seen them in the pub on the survey night, giving a measure of prompted awareness. At this stage some of those respondents with unprompted and top of mind awareness indicated that the signs they had previously mentioned seeing were not those of interest in this survey.

Survey 1

For those respondents who had neither unprompted nor top of mind awareness of anti drink driving signs in the pub/club that night, 1% of respondents recalled having seen both signs, 3% recalled seeing the 'performance' sign only, and 6% recalled seeing the 'smashed' sign only.

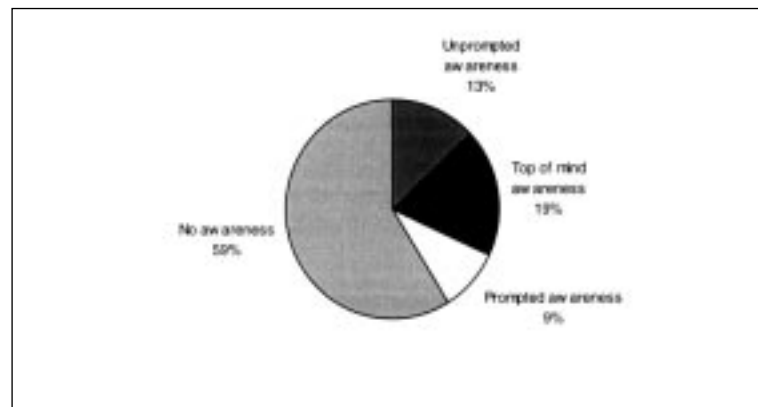
Within the group of respondents who had been in pubs or nightclubs, prompted awareness (for those who previously could not recall having seen the signs) was 12%, while for those interviewed outside clubs, prompted awareness was 6%.

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At this stage, there were also 16 respondents (5%) who had previously mentioned having seen anti drink driving signs in the pub stating that the ones shown to them were not the ones they had previously mentioned seeing in the pub that night.

The results for unprompted, top of mind and prompted recall of the signs in the pubs and clubs on the night of the survey are shown below:

Chart 4: Awareness with and without verbal prompting and with physical prompting of the anti drink driving signs in the pub/club on the night of the first survey.



Base: All respondents (n=300)

Survey 2

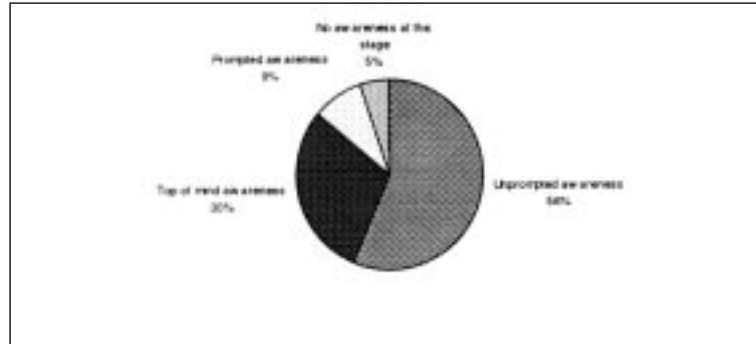
When those respondents who were unable to recall having seen the signs after being verbally prompted about their placement were physically shown the drink driving signs, a further 9 (9%) could remember ever having seen them. Five of these remembered having seen the 'performance' sign and four the 'smashed' sign.

Those respondents who initially recalled having seen drink driving signs in the pub that night both with and without verbal prompting, were also shown the signs. This resulted in 26 respondents stating that they had seen both signs, 29 the 'performance' sign only, and 12 the 'smashed' sign only. A total of 18 people indicated that these were not the signs they remembered having seen in the pub that night.

The following chart shows the levels of prompted, unprompted, and verbally prompted awareness of anti drink driving signs for survey 2.

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Chart 5: Awareness with and without verbal prompting and with physical prompting of the anti drink driving signs in the pub/club.



Base: All respondents (n=99)

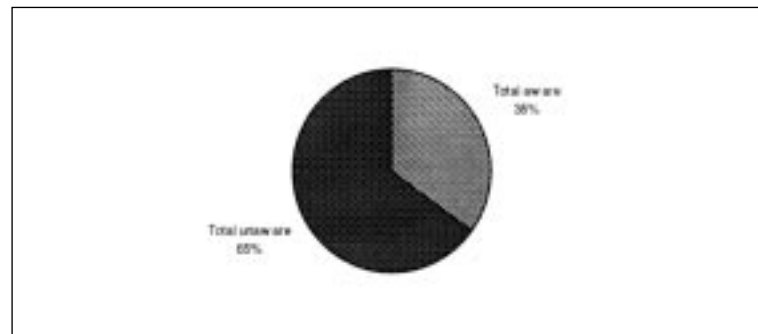
4.2.4 TOTAL AWARENESS

Survey 1

Thus in the first survey a total of 106 respondents (35%) recalled having seen the anti drink driving signs on the night of the survey. This includes unprompted, verbal prompting and showing the signs to these respondents (at which point 16 respondents indicated that the signs shown to them were not the ones they originally recalled seeing in the pub that night).

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Chart 6: Total awareness of anti drink driving signs on the night of the first survey

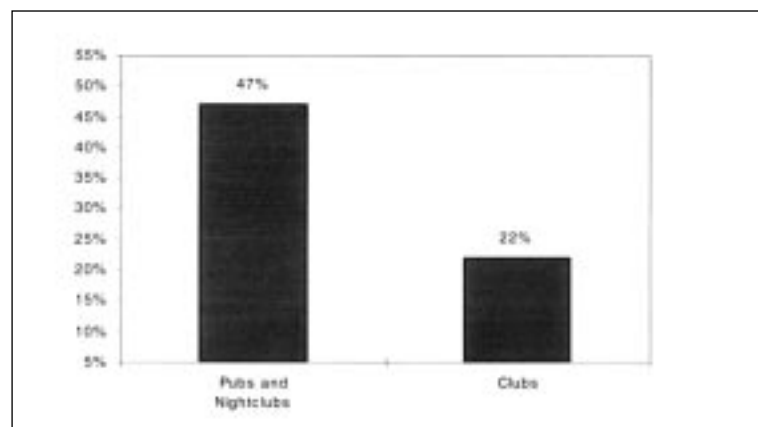


Base: All respondents (n=300)

Further, of all 157 respondents surveyed outside pubs and nightclubs, a total of 74 (47%) could recall having seen the signs on the right of the survey. For those 143 respondents surveyed outside clubs, this figure of total awareness was significantly lower, at 32 respondents (22%).

Total awareness for those respondents who were interviewed outside pubs and nightclubs is compared with total awareness for those respondents who were interviewed outside clubs in the following chart.

Chart 7: Comparison of total awareness between respondents interviewed outside pubs/clubs and those interviewed outside clubs.



*Base: Respondents leaving Pubs and Nightclubs (n=157); and
Respondents leaving Clubs (n=143)*

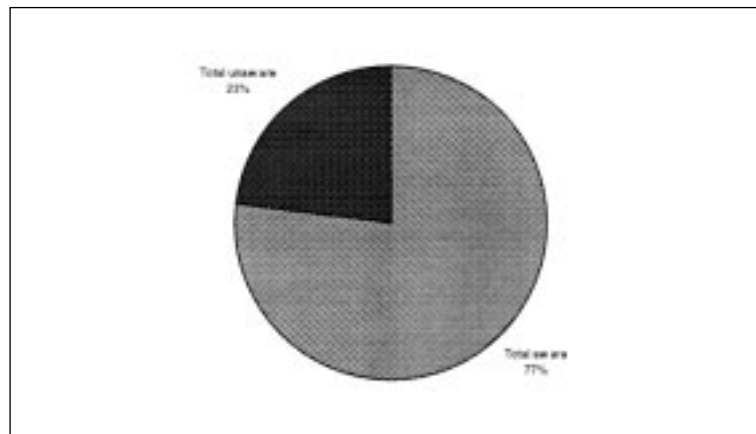
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As with previous measures of awareness, total awareness did not vary greatly according to the amount of time in which the respondent had been in the pub. A total of 21 of the 67 respondents who had been in the pub for about an hour had seen the signs (31%), 57 of the 148 respondents who had been in the pub for over an hour had seen the signs (39%), and 28 of the 85 respondents who had been in the pub less than an hour had seen the signs (33%).

Survey 2

In the second survey, a total of 76 respondents (77%) were aware of the anti drink driving signs of interest. This excludes the 18 respondents who initially stated that they had seen anti drink driving signs but when shown the two signs stated that these were not the ones they had been talking about.

Chart 7: Total awareness of anti drink driving signs on the night of the second survey



Base: All respondents (n=99)

4.3 RESPONDENT INTERPRETATION OF EFFECTIVENESS OF SIGNS

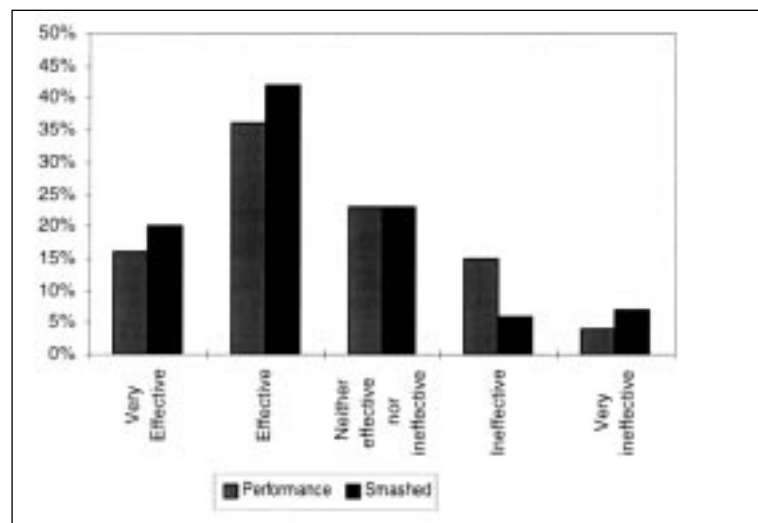
In each wave of surveying, the anti drink driving signs were analysed in terms of how effective those respondents who saw them on the night of the survey felt them to be. Specifically, respondents were asked how effective they personally felt each sign to be. In the first survey the signs were assessed individually, while in the second survey an overall rating of effectiveness was given.

Respondents were also asked to describe what they felt to be the main message of the signs. Each sign was assessed individually in terms of the main message for both surveys.

Survey 1

Chart 8 illustrates the finding that both the 'performance' and the 'smashed' signs are perceived by more than 50% of respondents in the first wave of surveying as being effective.

Chart 8: Comparison of 'Performance' and 'Smashed' signs in terms of perceived effectiveness.



Base: All respondents who saw a 'smashed' sign (n=71) or Performance sign (n=61)

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4.3.1 'PERFORMANCE' SIGN

Respondent view of the overall effectiveness of the 'performance' sign

There was a positive response to the 'performance' sign, with 52% of those who reported having seen it stating that, for them personally, the sign is *effective* or *very effective*.

Reasons given for this positive rating included that the sign:

- "Makes you think about the way in which drinking affects your driving ability" 38%
(23)
- "Gets you to think about consequences" 8%
(5)
- "Is in a good location" 7%
(4)
- "Stands out" 5%
(3)

Base: All respondents who saw the 'Performance' sign (n=61)

Of the 14 respondents (23%) who saw the 'performance' sign and rated it as *neither effective nor ineffective*, the main reason given was:

- "Because I'm not driving" 10%
(6)
- "Not interested in reading it" 5%
(3)

Base: All respondents who saw the 'Performance' sign (n=61)

Finally, for those 13 respondents (21%) who saw the 'Performance' sign and rated it as *ineffective* or *very ineffective*, the reasons given included:

- "It is meaningless" 10%
(6)
- "No-one will read it/bad location" 5%
(3)
- "I never drink drive" 3%
(2)

Base: All respondents who saw the 'Performance' sign (n=61)

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Main Message

Respondents were then asked specifically about what they felt was the main message of the 'performance' sign. Of those who saw this sign, responses were as follows:

	Overall
• "Do not drink and drive"	62% (38)
• "When you drink and drive your performance is slower"	20% (12)
• "If you drink and drive you could have an accident"	5% (3)
• "At 05 you double your chances of having an accident"	5% (3)

Base: All respondents who saw the 'Performance' sign (n=61)

These responses indicate that respondents see the main message of the 'performance' sign as being somewhat general i.e. "do not drink and drive" rather than a specific cause and effect type of message.

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4.3.2 'SMASHED SIGN'

Overall Effectiveness

The 'smashed' sign also appears to be performing well in terms of respondents' perceptions about its' effectiveness for them personally.

Overall, 44 of the 71 respondents who had seen the 'smashed' (62%) sign rated it as being *effective* or *very effective*.

The effectiveness of the 'smashed' sign was seen to be due to the fact that it:

- "Makes you think about the way in which drinking affects you driving ability" 28% (20)
- "Gets you to think about consequences" 27% (19)
- "Makes you scared to drive in case you have an accident" 14% (10)
- "Good location" 6% (4)
- "It stands out" 4% (3)

Base: All respondents who recalled seeing the 'smashed' sign (n=71)

Once again, these responses appear to be effective both in reminding and reinforcing the message about drinking and driving.

As with the 'performance' sign, the main reasons given by the 16 respondents (23%) who saw the 'smashed' sign and rated it as neither effective nor ineffective were:

- "Because I'm not driving" 6 (8%)
- "Not interested in reading it" 6% 4

Base: All respondents who recalled seeing the 'smashed' sign (n=71)

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There were only a small number of respondents (9) who felt that the signs were ineffective or very ineffective. The main reasons here were that:

- "It is meaningless" 6%
(4)
- "I never drink drive" 3%
(2)
- "I don't like it" 3%
(2)

Base: All respondents who recalled seeing the 'smashed' sign (n=71)

The remaining 2 respondents were unsure about their opinions of the sign.

Thus overall with 44 respondents (62%) perceiving the 'smashed' sign as being effective and a further 8 (11%) answering in a neutral or negative manner simply because they never drink drive, it would appear that the 'smashed' sign is generally considered to be effective.

Main message

As with the 'performance' sign, the main message of the signs was perceived as being a fairly general reminder not to drink and drive. More specifically, respondents saw the main message of the sign as:

- "Do not drink and drive" 62%
(44)
- "If you drink and drive you could have an accident" 21%
(15)
- "At .05 you double your chances of having an accident" 6%
(4)
- "When you drink and drive your performance is slower" 4%
(3)

Base: All respondents who recalled seeing the 'smashed' sign (n = 71)

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Survey 2

In the second wave of surveying, respondents' attitudes about the signs were assessed in terms of their perceptions of both the usefulness and the effectiveness of the signs in raising awareness about drink driving. Whereas the first survey asked about effectiveness of each sign individually, the second survey was concerned more with the effectiveness of the signs as a medium to raise awareness about the anti drink driving message. Therefore these responses cannot be directly compared with those given in the first survey.

The main message of the signs was however assessed individually in the second survey.

Overall, the feeling from survey 2 was that these signs are useful, with 62% of those respondents who recalled having seen them stating that the signs were either *quite* or *very useful*. Only 18 (24%) respondents felt that the signs were *not very useful*, and a further 8 (11%) *not at all useful*.

Similarly, 63% of respondents felt that the signs were either *very* or *quite effective*.

Reasons given here included:

- | | |
|---|-------------|
| • "Makes you think about the way in which alcohol affects your driving ability" | 25%
(19) |
| • "Gets you to think about consequences" | 25%
(19) |
| • "Makes you scared to drive in case you have an accident" | 11%
(8) |
| • "It stands out" | 8%
(6) |

Base: All respondents who recalled having seen the RTA signs in the venue (n=76)

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A further 23 respondents (30%) stated that the signs were *not very effective* and 1 (1%) not at all effective. These respondents stated the following reasons for giving this negative rating:

- "People too drunk to read it" 8%
(6)
- "It is meaningless" 8%
(6)
- "No-one will read it/bad location" 8%
(6)
- "I never drink and drive" 4%
(3)

Base: All respondents who recalled having seen the RTA signs in the venue (n=76)

In terms of relevance of the signs to the respondent personally, 51% of respondents stated that the signs were either very or quite relevant to them. A total of 30 respondents (39%) stated that the signs were *not very relevant* and 8% *not at all relevant*.

Main Message

Each of the drink driving signs were analysed in terms of what respondents perceived as being the main message of the sign. Findings are described below:

'Smashed' Sign

Of the 60 respondents who saw the 'smashed' sign, perceptions about the main message of this sign were as follows:

- "If you drink and drive you could have an accident" 50%
(30)
- "Do not drink and drive" 33%
(20)
- "At 0.5 you double your chances of having an accident" 12%
(7)

Base: All respondents who recalled having seen the "smashed" sign (n=60)

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'Performance' Sign

Of the 42 respondents who saw the 'performance' sign, perceptions about the main message of this sign were as follows:

- "When you drink and drive your performance is slower" 29%
(12)
- "If you drink and drive you could have an accident" 14%
(6)
- "Do not drink and drive" 14%
(6)
- "At 0.5 you double your chances of having an accident" 7%
(3)

Base: All respondents who recalled having seen the "performance" sign (n=42)

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4.4 SIGNS AS A COMMUNICATION MEDIUM: SURVEY 1 ONLY

The anti drink driving signs were assessed in terms of whether people take notice of them and in comparison to other communication mediums such as television in the first wave of surveying only. Thus the following responses are only from the first wave.

The majority (59%) of those males who reported having seen the anti drink driving signs believe that people do take notice of signs like these. Only 28% answered in the negative to this question, with 12% unsure.

In terms of the actual RTA signs, 75% of respondents reported that they took "a bit" or "a lot" of notice. This did not vary greatly according to age categories. Interestingly, the highest rating within these two categories came from those respondents who had consumed between 5 and 8 drinks, with 26% stating that they took "a lot of notice" and 68% "a bit of notice" of the signs.

Comparing the use of signs in restrooms as a communication medium to other mediums such as the television and billboards, 35% of all respondents who had seen the signs felt that they were more relevant than other mediums. This figure was slightly higher for the 18-29 years males than for the older males.

A further, 40% of respondents felt that the signs were less relevant and 23% neither more nor less relevant than other types of media.

4.5 INDIVIDUAL RESPONDENTS DRINK DRIVING BEHAVIOUR

Once again, individual respondents' drink driving behaviour was only looked at in the first wave of surveying. In the first survey, respondents were asked about their means of transport home from the pub. A large proportion of respondents reported that they would be personally driving home (42%), with a further 22% walking, 14% taking a taxi and 13% riding with others. Only 6% were using public transport.

The number of respondents who recorded that they would be driving home was substantially less for those who had been in the pub for more than 1 hour. Around 50% of those reporting that they were driving home had been in the pub either around or less than 1 hour, while for those who had been in the pub for longer than 1 hour, 34% were driving home.

Finally, only 1% of those who reported that they would be driving home had consumed more than four drinks.

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4.6 LIKES AND DISLIKES OF THE CAMPAIGN: SURVEY 2 ONLY

In the second survey, the anti drink driving signs were further assessed as an overall campaign. Respondents were asked what they liked and disliked about the campaign, and reasons for these opinions.

The drink driving campaign was liked for the following reasons:

- "Gets you to think about consequences of drinking when you're going to drive" 22%
(17)
- "Reminds people about the dangers of drink driving at the place where they are drinking" 18%
(14)
- "Makes me take a second look at whether I should be driving home after drinking" 16%
(12)
- "The double meaning in the signs" 12%
(9)

Base: All respondents who recalled having seen the drink driving signs (n=76)

Only 12 respondents (16%) were not able to find anything they particularly liked about the campaign. When asked about dislikes of the campaign, responses were far fewer, with a total of 50 respondents (66%) unable to find anything to dislike about the campaign. The following reasons were given by those who did dislike an area of the campaign:

- "The signs do not stand out enough" 9%
(7)
- "No-one will read the signs because they are too drunk" 4%
(3)
- "The signs are meaningless" 1%
(1)
- "The signs are in a bad location" 1%
(1)

Base: All respondents who recalled having seen the anti drink driving signs (n=76)

5. CONCLUSIONS

- Once the anti drink driving signs had been seen, more than 50% of respondents in the first survey, and more than 60% of respondents in the second survey personally rated them as effective. Thus given the relatively low levels of awareness in the first survey, which looked at people who had been in all areas of the pub or club, it may be important to ensure sufficient distribution or placement of the signs to allow people a reasonable opportunity to see them.
- In the first survey, the problem of more than one entertainment area in Clubs led to higher levels of awareness for those respondents who had been in pubs and nightclubs. Thus signs in other areas of clubs may also be desirable in reaching all those at risk of drink driving from clubs.

APPENDIX I

<p>AGB McNair NG4812 22/5/96 Q'aire No: ____ Hotel/Club ID No. ____ Time Start: ____ PUB SIGNS FINAL QUESTIONNAIRE Good afternoon/evening. My name is ... from AGB McNair, the market research company and today I'm speaking with people who have been at this pub about some signs and posters shown in the pub.</p>	<p>SHOWCARD C</p> <p>Q3 Looking at Card C, before tonight, when was the last time you visited a pub?</p> <p>Last night1 Two to four nights ago2 A week ago3 One to two weeks ago4 More than a week ago5 More than a month ago6 Never7 Don't know9</p>
<p>RECORD SEX</p> <p>Male1 Female2 Close</p>	<p>Q4 Do you remember seeing any signs or posters in this pub tonight?</p> <p>Yes1 No2 go to Q8</p>
<p>S1 SHOWCARD A</p> <p>Looking at Card A (PAUSE), which age category are you in?</p> <p>Under 18 years1 Close 18-192 20-243 25-294 30-345 35-406 41 and over7 Close</p>	<p>Q5 Where were the signs or posters located? DO NOT READ OUT</p> <p>Inside pub on the walls1 Behind the bar2 Toilets/restrooms (general)3 Toilets/restroom doors4 Toilets/restroom walls5 Outside pub on the walls6 Other (SPECIFY)8 Don't know9</p>
<p>Q1 How long have you been in this pub tonight?</p> <p>About 1 hour1 More than 1 hour2 Less than 1 hour3 Don't know4</p>	<p>Q6 What were they about? DO NOT READ OUT</p> <p>Alcoholic Beverages1 Cigarettes2 Food3 Sport4 Entertainment5 Health6 Drink Driving7 Other (SPECIFY)8 Don't Know9</p>
<p>SHOWCARD B</p> <p>Q2 From Card B, how frequently do you visit pubs/clubs?</p> <p>Three or more times per week1 One or two times per week2 Less than once a week3 Less than once a month4 DO NOT READ OUT Never7</p>	

<p>CHECK QUESTION</p> <p>Q7 Check Q6. Is code 7 circled?</p> <p>Yes.....1 go to Q9 No2 CONTINUE</p>	<p>HAND SHOWCARDS D AND E TO THE RESPONDENT</p> <p>Q11 Looking at these cards, were either or both of these signs the one(s) you recall having seen in this pub tonight?</p> <p>Yes, both.....1 Yes, D only.....2 Yes, E only.....3 None4 go to Q19</p>
<p>Q8 The Roads and Traffic Authority has been running a drink driving campaign in hotels and clubs throughout NSW.</p> <p>Have you see or read any signs or posters about Drink Driving within this pub tonight?</p> <p>Yes.....1 No2 go to Q10 Don't know.....9 go to Q10</p>	
<p>Q9 What did the drink driving signs say? RECORD RESPONSE</p> <p>..... 1 go to Q11 Don't know.....9 go to Q11</p>	
<p>HAND TO RESPONDENT SHOWCARD D AND E</p> <p>Q10 Do you recall having seen either of these signs in the pub tonight?</p> <p>Yes, both.....1 go to Q12 Yes, D only.....2 go to Q12 Yes, E only.....3 go to Q12 None7 go to Q19</p>	

CHECK BOX

Q12 Check Q10 and 11.

If code 1: Ask Q13-15 for D and then E

If code 2: Ask Q13-15 for D only

If code 3: Ask Q13-15 for E only

SHOWCARDS D and E

Q13 How effective do you think this message is for you personally? Is it ... **READ OUT**

SHOWCARD D

SHOWCARD E

Very effective.....	11	go to Q14a
Effective	22	go to Q14a
Neither effective nor Ineffective.....	33	go to Q14b
Ineffective.....	44	go to Q14c
Very ineffective.....	55	go to Q14c

DO NOT READ OUT

Don't know.....	99	go to Q15
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Q14 Why do you say that the sign is:

a) EFFECTIVE? **DO NOT READ OUT**

Makes you think about the way in which drinking affects your driving ability.....	11	
Makes you scared to drive in case you have an accident.....	22	
Gets you to think about the consequences.....	33	
Good location.....	44	
It stands out.....	55	
I like it.....	66	
Because I'm drinking tonight.....	77	
Other (SPECIFY)			
.....	88	
Don't know.....	99	

b) NEITHER EFFECTIVE NOR INEFFECTIVE? **DO NOT READ OUT**

Not interested in reading it.....	11	
People too drunk to read it.....	22	
Because I'm not driving.....	33	
Other (SPECIFY)			
.....	88	
Don't know.....	99	

c) INEFFECTIVE/VERY INEFFECTIVE **DO NOT READ OUT**

No one will read it/bad location	1	1
It is meaningless.....	2	2
People too drunk to read it.....	3	3
I don't like it	4	4
I never drink drive	5	5
Other (SPECIFY)		
.....		
.....	8	8
Don't know.....	9	9

Q15 What do you think the main message of this sign is? **READ OUT**

SHOWCARD D

SHOWCARD E

Do not drink and drive.....	1	1
If you drink and drive you could have an accident.....	2	2
When you drink and drive your performance is slower	3	3
At .05 you double your chance of having an accident	4	4
Other (SPECIFY)		
.....		
.....	8	8
Don't know.....	9	9

<p>Q16 Do you think people take any notice of signs like these?</p> <p>Yes..... 1 No 2 Don't Know..... 9</p>	<p>Q21 When did you make the decision that you would be driving home? READ OUT</p> <p>Before you went out 1 go to Q23 In the pub..... 2 go to Q23 Just before you were leaving ... 3 go to Q23 Don't Know..... 9 go to Q23</p>
<p>SHOWCARD F</p> <p>Q17 Looking now at Card F, what about you personally. How much notice did you take of the signs you saw in the pub today/tonight. Did you take:</p> <p>A lot of notice 1 A bit of notice 2 Not much notice at all 3 No notice at all..... 4</p>	<p>Q22 Has the person driving you home been drinking alcohol today/tonight?</p> <p>Yes..... 1 No 2 Don't Know..... 3</p>
<p>Q18 Do you think that signs like these are more or less relevant to you than other drink driving ads you see elsewhere, such as on television and on billboards?</p> <p>More relevant..... 1 Less relevant..... 2 Neither more nor less relevant 3 Don't Know..... 4</p>	<p>SHOWCARD I</p> <p>Q23 Looking at Card I, could you tell me how many alcoholic drinks you have had since you've been in the pub today/tonight?</p> <p>One..... 1 Two to Four 2 Five to Eight 3 More than Eight..... 4 None 7 go to Q25</p>
<p>I just have a couple of questions regarding your transport from the pub today/tonight.</p> <p>SHOWCARD G</p> <p>Q19 Looking at Card G, how are you getting home today/tonight? READ OUT</p> <p>Driving home..... 1 go to Q20 Riding with Others..... 2 go to Q22 Public Transport..... 3 go to Q23 Taxi 4 go to Q23 Walk 5 go to Q23 Other (SPECIFY) 8 go to Q23 Don't Know..... 9 go to Q23</p>	<p>SHOWCARD J</p> <p>Q24 From Card J, what types of alcoholic drinks have you had?</p> <p>Low alcohol beer 1 Full alcohol beer/soda/cider 2 Spirits 3 Fortified Wine/Liqueurs 4 Wine/Champagne..... 5 Cocktails..... 6 Other mixed/comboination drinks..... 7 Other (SPECIFY) 8</p>
<p>SHOWCARD H</p> <p>Q20 Looking at Card H, how far do you have to drive?</p> <p>Less than 2kms 1 Between 2 and 5kms..... 2 Between 6 and 10kms..... 3 Between 11 and 20kms..... 4 Between 21 and 50kms..... 5 Over 50kms 6 Don't Know..... 9</p>	

<p>DEMOGRAPHICS</p> <p>Finally I have some general questions to ask to make sure we obtain a good cross-section of people.</p> <p>SHOWCARD K</p> <p>Q25 Looking at Card K (PAUSE), what is the highest level of education you have reached?</p> <p>Primary school 1 Secondary to 4 years.....2 Secondary 5 to 6 years.....3 Trade/Technical Course/ Certificate4 Some university/tertiary undertaken5 University/tertiary graduate.....6 Other (SPECIFY) 8</p>	<p>INTERVIEW COMPLETION</p> <p>So that my supervisor can check that I have properly completed my work, could I please have your first name and a contact telephone number.</p> <p>Respondent's first name:..... Phone No.</p> <p>THANK AND CLOSE</p> <p>Record time now __ __ : __ __ am/pm Interview length __ __ minutes</p>
<p>SHOWCARD L</p> <p>Q26 Looking at Card L (PAUSE), which category best describes your marital status?</p> <p>Single 1 Single but in steady relationship2 Married/De facto3 Divorced/Separated4 Widowed/Widower.....5 Other (SPECIFY) 8</p>	<p>INTERVIEWER DECLARATION</p> <p>I have conducted this interview. It is a full and to the best of my knowledge, an accurate recording and has been completed in accordance with my interviewing and ICC/ESOMAR guide-lines.</p> <p>Interviewer (sign).....</p> <p>Time Finish: __ __ __ __ ID __ __ __ __ __ __ Date: / /</p>
<p>SHOWCARD M</p> <p>Q27 Looking at Card M (PAUSE), what is your personal gross income before tax? Just give me the number.</p> <p>Under \$10,000 1 \$10,000 to \$25,000.....2 \$25,001 to \$35,000.....3 \$35,001 to \$45,000.....4 \$45,001 to \$60,000.....5 \$60,001 and over.....6</p>	

APPENDIX II

<p>AGB McNair NG4869</p> <p style="text-align: right;">3/7/96</p> <p style="text-align: center;">Q'aire No: _ _ _ _</p> <p style="text-align: center;">Hotel/Club ID No. _ _</p> <p style="text-align: center;">Time Start: _ _ _ _</p> <p style="text-align: center;">PUB SIGNS 2 FINAL QUESTIONNAIRE</p> <p>Good afternoon/evening. My name is ... from AGB McNair, the market research company and today I'm speaking with people who have been at this pub about some signs and posters shown in the pub toilets.</p>	<p>Q2 Do you drink alcoholic beverages?</p> <p>Yes.....1 No2</p> <hr/> <p>Q3 Did you see any signs or posters in the toilets tonight?</p> <p>Yes.....1 No2 go to Q6</p>
<p>RECORD SEX</p> <p>Male1 Female2 Close</p> <hr/> <p>S1 Is this your first time in this pub/club?</p> <p>Yes.....1 No2</p>	<p>Q4 What were they about? DO NOT READ OUT</p> <p>Alcoholic Beverages1 Cigarettes.....2 Food.....3 Sport.....4 Entertainment.....5 Health.....6 Drink Driving.....7 Other (SPECIFY)8 Don't Know.....9</p>
<p>S2 Have you been in (INSERT AREA OF PUB IN WHICH SIGNS ARE LOCATED) section of the pub/club?</p> <p>Yes.....1 No2 Close</p>	<p>CHECK QUESTION</p> <p>Q5 Check Q4. Is code 7 circled?</p> <p>Yes1 go to Q7 No2 CONTINUE</p>
<p>S3 Have you been in the toilets there tonight?</p> <p>Yes.....1 No2 Close</p>	<p>Q6 The Roads and Traffic Authority has been running a drink driving Campaign in hotels and clubs throughout NSW.</p> <p>Have you seen or read any signs or posters about Drink Driving?</p> <p>Yes.....1 No2 go to Q9 Don't Know.....9 go to Q9</p>
<p>S4 SHOWCARD A</p> <p>Looking at Card A (PAUSE), which age category are you in?</p> <p>Under 181 Close 18-19.....2 20-24.....3 25-29.....4 30-34.....5 35-40.....6 41 and over7 Close</p> <p>CHECK QUOTAS</p>	<p>Q7 What did the drink driving messages say? RECORD RESPONSE</p> <p>.....1 go to Q8 Don't Know.....9 go to Q8</p>

Q8 Were the messages in: **READ OUT**

Black and White..... 1
Colour..... 2
Don't Know..... 9
go to Q10

HAND TO RESPONDENT SHOWCARD C AND D

Q9 Do you recall ever having seen either of these signs before?

Yes, both..... 1 **go to Q11**
Yes, C only..... 2 **go to Q11**
Yes, D only..... 3 **go to Q11**
None 7 **go to Q18**

HAND TO RESPONDENT SHOWCARD C AND D

Q10 Do you recall ever having seen either of these signs before?

Yes, both..... 1
Yes, C only..... 2
Yes, D only..... 3
None 4 **go to Q18**

CHECK BOX

Q11a Check Q9 and 10.

If code 1: Ask Q11b for C and then D
If code 2: Ask Q11b for C only
If code 3: Ask Q11b for D only

Q11b What do you think the main message of this sign is? **READ OUT**

	SHOWCARD C	SHOWCARD D
Do not drink and drive.....	1	1
If you drink and drive you could have an accident.....	2	2
When you drink and drive your performance is slower	3	3
At .05 you double your chances of having an accident.....	4	4
Other.....		
.....	8	8
Don't know.....	9	9

<p>Q12 How useful was the campaign in helping to raise your awareness about drink driving? Was it ... READ OUT</p> <p>Very useful 1 Quite useful 2 Not very useful 3 Not at all useful 4 DO NOT READ OUT Don't Know 9</p>	<p>Q15 How relevant to <u>you</u> was the information presented in the campaign? Was it: READ OUT</p> <p>Very relevant 1 Quite relevant 2 Not very relevant 3 Not at all relevant 4 Don't Know 9</p>
<p>Q13 In your opinion, how effective are these messages in raising awareness about drink driving? Are they ... READ OUT</p> <p>Very effective 1 go to Q14a Quite effective 2 go to Q14a Not very effective 3 go to Q14b Not at all effective 4 go to Q14b DO NOT READ OUT Don't Know 9 go to Q15</p>	<p>Q16 Is there anything in particular you like about this campaign?</p> <p>Will make people scared to drive in case they have an accident 1 Makes me take a second look at whether I should be driving home after drinking 2 Gets you to think about consequences of drinking when you're going to drive 3 The signs are in a good location/ they stand out 4 The double meanings in the wording of the signs 5 Reminds people about the dangers of drink driving at the place where they may be intending to drink drive i.e. the pub 6 Nothing 7 Other (SPECIFY) 8 Don't Know 9</p>
<p>Q14 In what ways are the messages:</p> <p>a) EFFECTIVE? DO NOT READ OUT Makes you think about the way in which affects your driving ability 1 Makes you scared to drive in case you have an accident 2 Gets you to think about consequences 3 Good location 4 It stands out 5 I like it 6 Because I'm drinking tonight 7 Other (SPECIFY) 8 Don't Know 9</p> <p>b) INEFFECTIVE/VERY INEFFECTIVE? DO NOT READ OUT No one will read it/bad location 1 It is meaningless 2 People too drunk to read it 3 I don't like it 4 I never drink drive 5 Other (SPECIFY) 8 Don't Know 9</p>	<p>Q17 Is there anything in particular you dislike about this campaign?</p> <p>No one will read the signs because they're too drunk 1 The signs are in a bad location 2 The signs are meaningless 3 The signs do not stand out enough 4 Nothing 7 Other (SPECIFY) 8 Don't Know 9</p>

<p>DEMOGRAPHICS</p> <p>Finally I have some general questions to ask to make sure we obtain a good cross-section of people.</p> <p>SHOWCARD E</p> <p>Q18 Looking at Card E (PAUSE), what is the highest level of education you have reached?</p> <p>Primary school 1 Secondary to 4 years.....2 Secondary 5 to 6 years.....3 Trade/Technical Course/ Certificate4 Some university/tertiary undertaken.....5 University/tertiary graduate.....6 Other (SPECIFY) 8</p>	<p>INTERVIEW COMPLETION</p> <p>So that my supervisor can check that I have properly completed my work, could I please have your first name and a contact telephone number.</p> <p>Respondent's first name:..... Phone No.</p> <p>THANK AND CLOSE</p> <p>Record time now ____ : ____ am/pm Interview length ____ minutes</p>
<p>SHOWCARD F</p> <p>Q19 Looking at Card F (PAUSE), which category best describes your marital status?</p> <p>Single..... 1 Single but in steady relationship.....2 Married/De facto3 Divorced/Separated4 Widowed/Widower.....5 Other (SPECIFY) 8</p>	<p>INTERVIEWER DECLARATION</p> <p>I have conducted this interview. It is a full and to the best of my knowledge, an accurate recording and has been completed in accordance with my interviewing and ICC/ESOMAR guide-lines.</p> <p>Interviewer (sign) ID ____ Date: / /</p>
<p>SHOWCARD G</p> <p>Q20 Looking at Card M (PAUSE), what is your personal gross income before tax? Just give me the number.</p> <p>Under \$10,000 1 \$10,000 to \$25,000.....2 \$25,001 to \$35,000.....3 \$35,001 to \$45,000.....4 \$45,001 to \$60,000.....5 \$60,001 and over 6</p>	
<p>Q21 What is the post code of the suburb where you live? RECORD RESPONSE BELOW</p> <p>____ _</p>	