



FMG EVALUATION - 2008

STENNIK ADVERTISING

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Research Overview

1 Introduction

1.1 Background

QRS Market Research was commissioned by Stennik, acting on behalf of a number of local authority road safety teams, to undertake a structured survey amongst students within schools/colleges that had taken part in the 2008 'For my girlfriend' road safety campaign.

1.2 Objectives

The main objectives of this study were:

- To determine the level of driving experience amongst our sample;
- To ascertain the level of recall and effectiveness of the valentine card, poster and radio campaigns.

2 Methodology

2.1 Methodology

A quantitative methodology was adopted using a structured face to face interviewer administered questionnaire. Twelve schools and colleges taking part in the campaign were approached at random for their participation. The questionnaire was 5-6 minutes in length. The FMG Valentine card and poster was presented to students and the radio advert played on a personal CD player to act as a trigger and measure awareness.

Sixth form students and above were approached at random to take part in the research. A final sample size of 357 students was achieved. Fieldwork took place between 3rd and 14th March 2008.

A copy of the questionnaire, stimulus material and analysis tables are available from the QRS or Stennik project managers. This is a summary report of the key findings.

This research was conducted under the Code of Conduct of the Market Research Society and in compliance with ISO20252:2006.

Table 1A: Demographic Profiles

Age	16-19	87%
	20+	13%
Gender	Male	51%
	Female	49%
Social Class	AB	21%
	C1	36%
	C2	23%
	DE	18%
School/College	St. Peters School, Southbourne	8%
	East Riding College, Bridlington	6%
	North Lindsey College, Scunthorpe	9%
	Collyers College, Horsham	8%
	Oaklands College, St. Albans	8%
	Cambridge Regional College, Cambs	8%
	The Westgate School, Slough	8%
	Princes Risborough School, Bucks	8%
	SEEVIC College, Benfleet	8%
	North Hertfordshire College, Stevenage	9%
	Grimsby Institute of Further & Higher Education	9%
	Misbourne School, Great Missenden	9%

2.2 Interpretation of the data

The sampling error on a sample size of 357 is +/-5.2% (95% confidence level). Sampling errors will be higher where sub group analysis is quoted and differences may not be statistically significant. Computer rounding may mean that figures add up to slightly more or slightly less than 100%. The base size for all questions, charts, and tables is 357 unless specified otherwise.

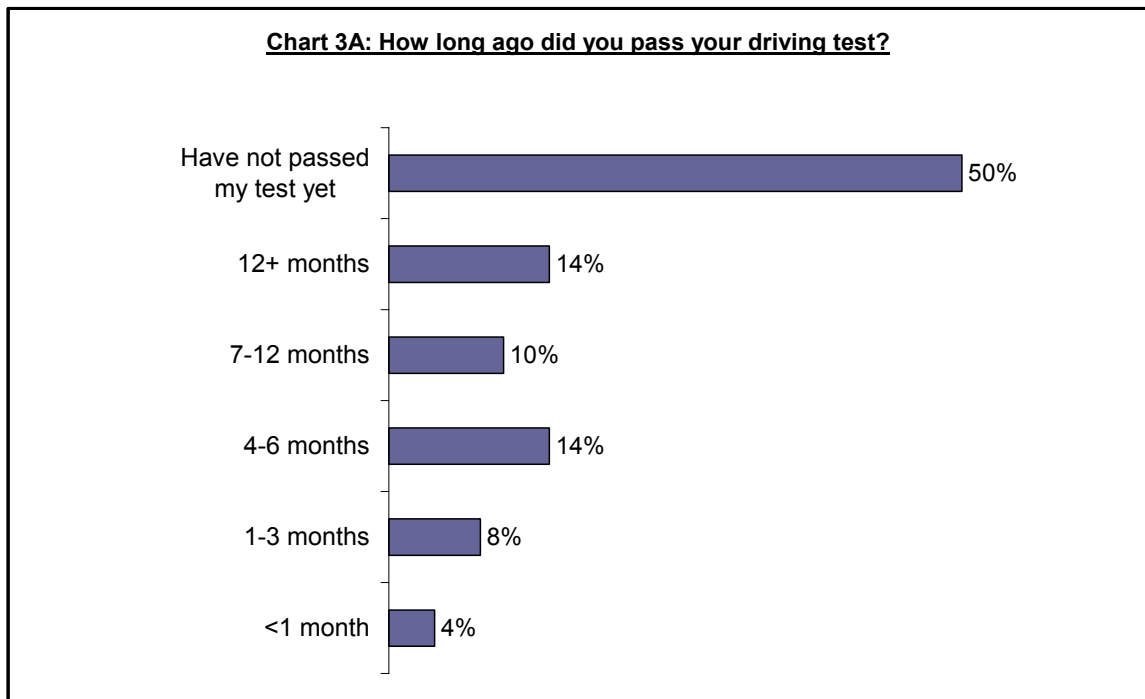
Results

3 Driving Experience

Students were asked questions regarding their level of driving experience.

3.1 Length of Time

Chart 3A below shows the level of driving experience amongst our sample group.

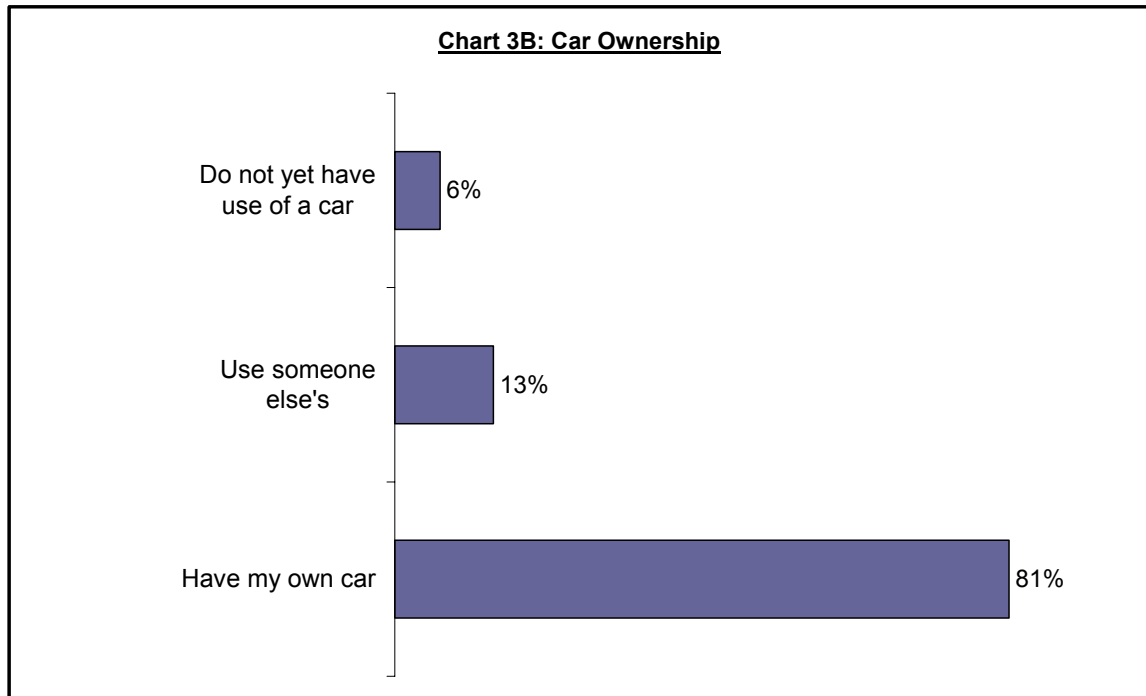


Half of the sample had passed their driving test. Nearly a quarter (24%) has more than 6 months driving experience

3.2 Use of Car

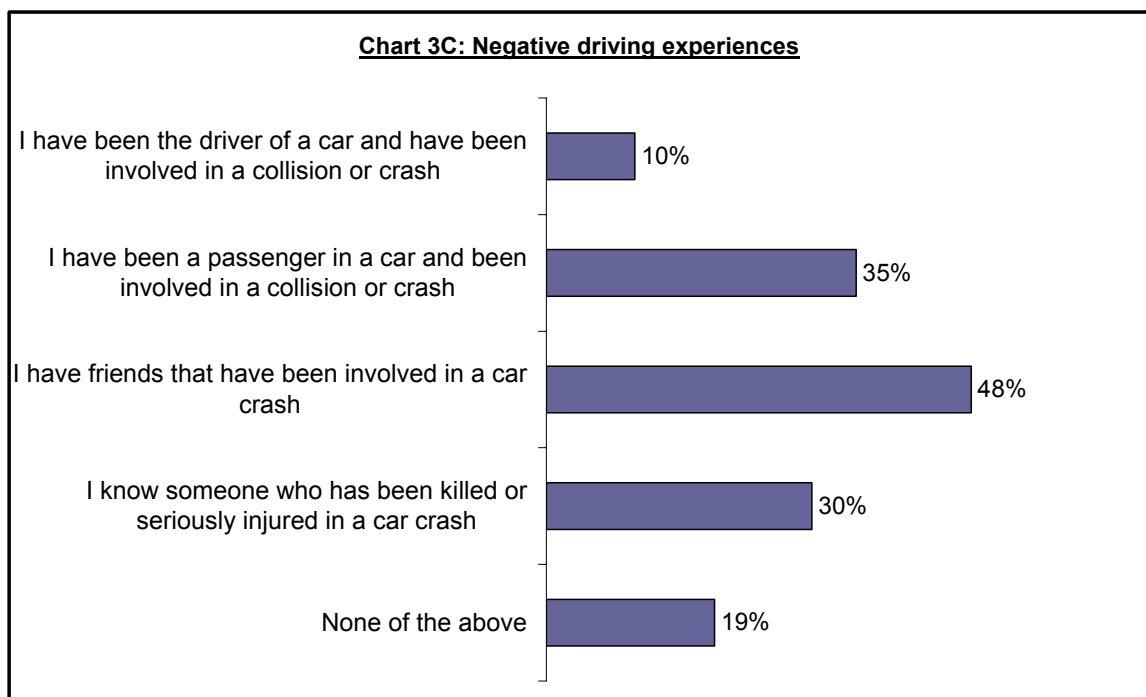
Base: All respondents who have passed their driving test (178)

Chart 3B displays the level of car ownership. Of those who have passed their driving test four out of five (81%) have their own car.



3.3 Negative Driving Experiences

Respondents were asked in broad terms what negative motoring experiences they had been exposed to.



Three in ten (30%) know someone who has been killed or seriously injured in a car crash.

As we would expect this result varies greatly between schools/colleges. The table below shows the result by school/college. It shows that the range is between 6% and 78%

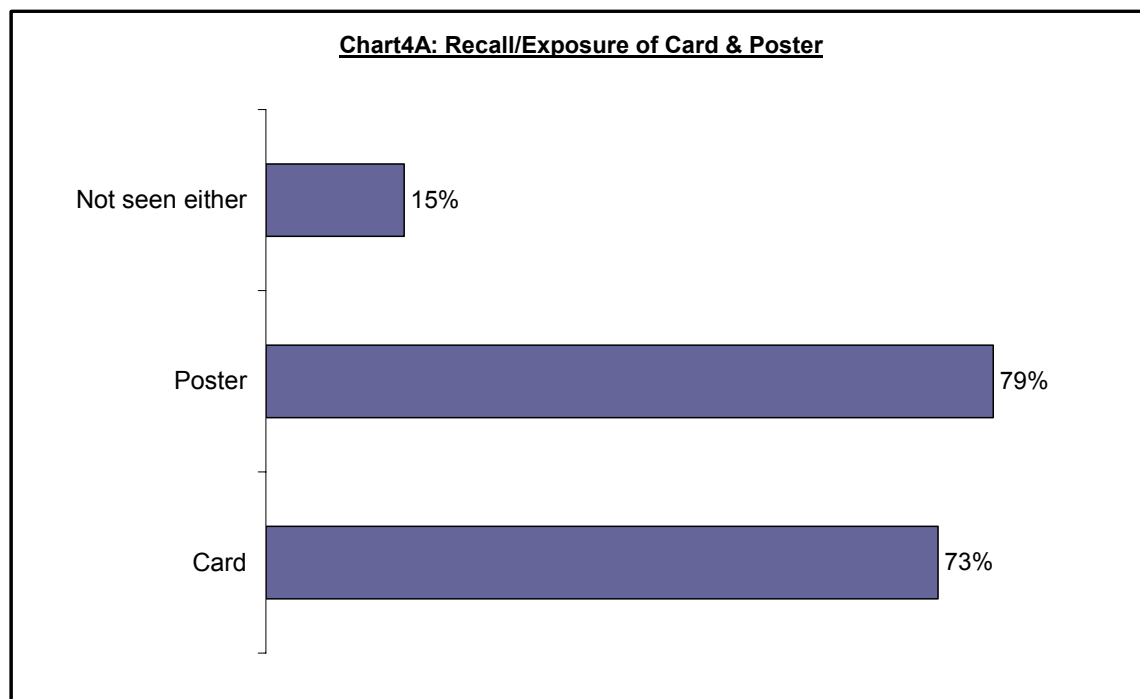
SCHOOL/COLLEGE	KNOW SOMEONE WHO HAS BEEN KILLED OR SERIOUSLY INJURED?
East Riding College, Bridlington	78%
Collyers College, Horsham	53%
Cambridge Regional College, Cambs	40%
North Hertfordshire College, Stevenage	39%
Princes Risborough School, Bucks	37%
Oaklands College, St. Albans	27%
Misbourne School, Great Missenden	26%
St. Peters School, Southbourne	23%
The Westgate School, Slough	17%
North Lindsey College, Scunthorpe	16%
SEEVIC College, Benfleet	7%
Grimsby Institute of Further & Higher Education	6%

4 Valentine Card & Poster Evaluation

Students were shown the FMG valentine card and relevant posters to ascertain their level of recall and to evaluate the campaign using core measurement statements.

4.1 Level of Recall

Respondents were asked if they remember seeing the card and poster before.



Recall of the poster is marginally higher than the valentine card. Only 15% do not recall seeing either. The table below shows the result by school/college.

SCHOOL/COLLEGE	CARD	POSTER
St. Peters School, Southbourne	33%	70%
East Riding College, Bridlington	78%	74%
North Lindsey College, Scunthorpe	93%	87%
Collyers College, Horsham	94%	80%
Oaklands College, St. Albans	47%	60%
Cambridge Regional College, Cambs	77%	77%
The Westgate School, Slough	97%	100%
Princes Risborough School, Bucks	100%	100%
North Hertfordshire College, Stevenage	19%	26%
SEEVIC College, Benfleet	50%	80%
Grimsby Institute of Further & Higher Education	87%	97%
Misbourne School, Great Missenden	97%	97%

Of those who recall seeing the poster 92% saw the poster at school or college. Interestingly, nearly one in five (18%) also saw the poster in a location outside of school/college.

4.2 Measurement Statements

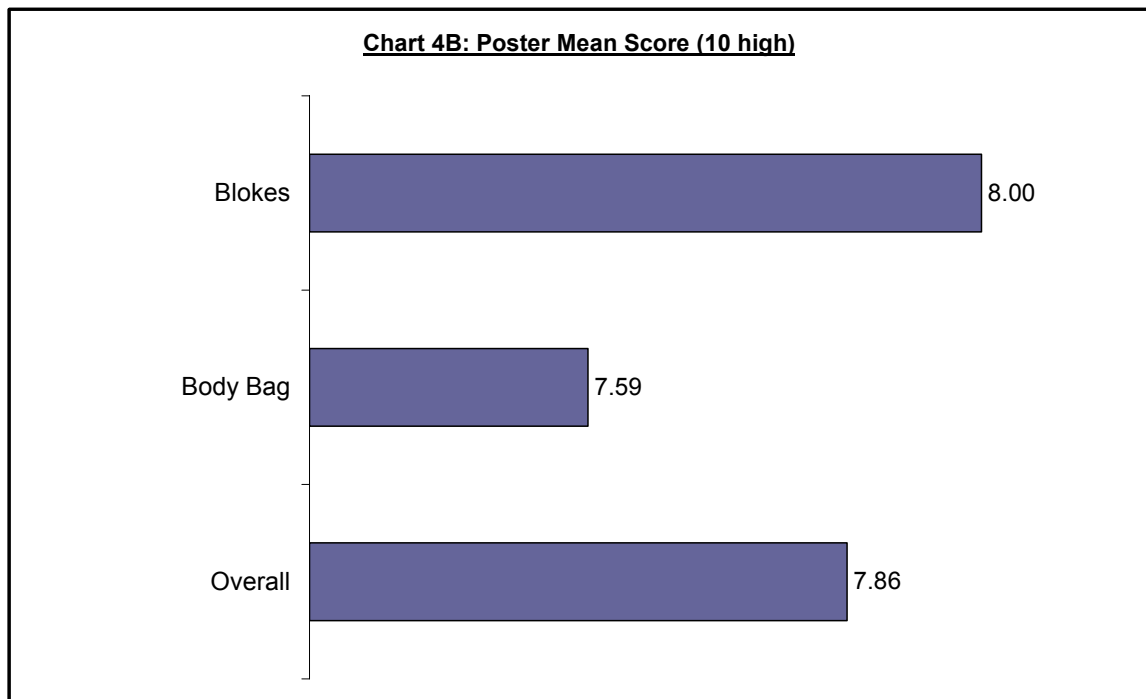
Students were asked whether they agreed or disagreed with statements about the campaign.

STATEMENT	AGREE (agree strongly, agree)	MEAN SCORE (5 high)
I sometimes remember the campaign when driving (n=154)	55%	3.46
The campaign has made me more aware of the speed at which I drive (n=154)	68%	3.73
The campaign is thought provoking and effective	92%	4.18
The campaign is memorable	88%	4.15
The campaign is hard hitting	88%	4.26
The campaign would/did lead to discussion amongst my friends and classmates	66%	3.71
My friends and classmates <u>did not or are unlikely to take the campaign seriously</u>	25%	2.53 (1 is optimum)
The campaign makes me think about the consequences of driving too fast	85%	4.05
The campaign is aimed at people like me	81%	4.01
The campaign has made me more aware of the speed people drive when I am a passenger	81%	4.03
I have/or would ask a driver to slow down as a result of the campaign	73%	3.86

The valentine card and poster campaign does particularly well in being 'thought provoking and effective', 'being 'hard hitting' and 'memorable'. The campaign has clearly entered the psyche of many students and makes them think of the consequences of driving too fast. Nearly three in four (73%) agreed that they would ask a driver to slow down as a result of the campaign.

4.3 Overall Poster Score

Chart 4B shows the average overall score for the poster campaign.



The 'blokes' poster performs marginally better than the 'body bag' poster. An overall mean score of 7.86 is encouraging,

4.4 Overall Valentine Card Score

The valentine card performs well and achieved an overall mean score of 7.94 (10 high). Just over two thirds (67%) gave the valentine card a score of 8 or more.

4.5 Free Comments on Card & Poster Campaign

Students were asked whether they had any other comments to make about the valentine card and poster campaign. Responses with a frequency of 3+% are shown in the table below.

COMMENT	
It make you think/makes you more aware of the dangers	17%
Shocking / hard hitting	13%
Aimed at young people/our age group	7%
Aimed at males	5%
The card is personal – shows what could happen	5%
Memorable	4%
Not colourful enough/needs to be more graphic and gory	4%
Over the top/insensitive	3%
Posters are better than the card	3%

“It gets you thinking, there's nothing worse than to be responsible for someone else's death. I wouldn't want that”

“The Poster makes you think, it's quite blunt as well & to the point. The card doesn't stand out as much it's, quite plain”

“I gave the card to my boyfriend on Valentines day as a joke. It's a good twist, its worded good and it's a nasty picture as well”

“The card is too plain on the front (envelope) it needs more to make people open it. The poster picture of the car needs to be in more detail”

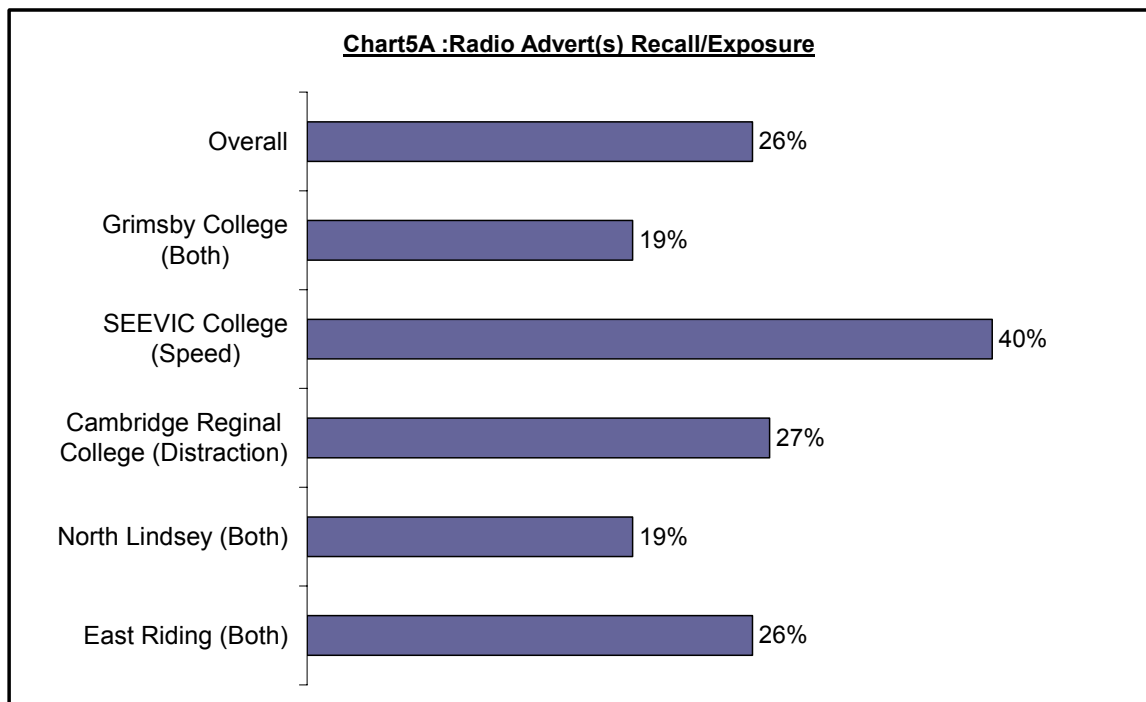
“The card is more memorable, because you don't expect it to be about a road accident. It stays in your mind because of your reaction”

5 Radio Advert Evaluation

Students were asked to listen to the radio advert(s) that had been played in their region. In total 145 respondents lived in areas where the radio advert has been played.

5.1 Level of Recall

Respondents listened to the advert(s) and were asked if they remember hearing the radio advert(s) that had been playing in their region. Chart 5A below shows the level of recall overall and by each school/college. Which of the two adverts were played is indicated in brackets.



Overall, one in four (26%) of students recall hearing the radio advert(s) before. This is particularly encouraging indicating a high level of exposure in the wider population.

5.2 Measurement Statements

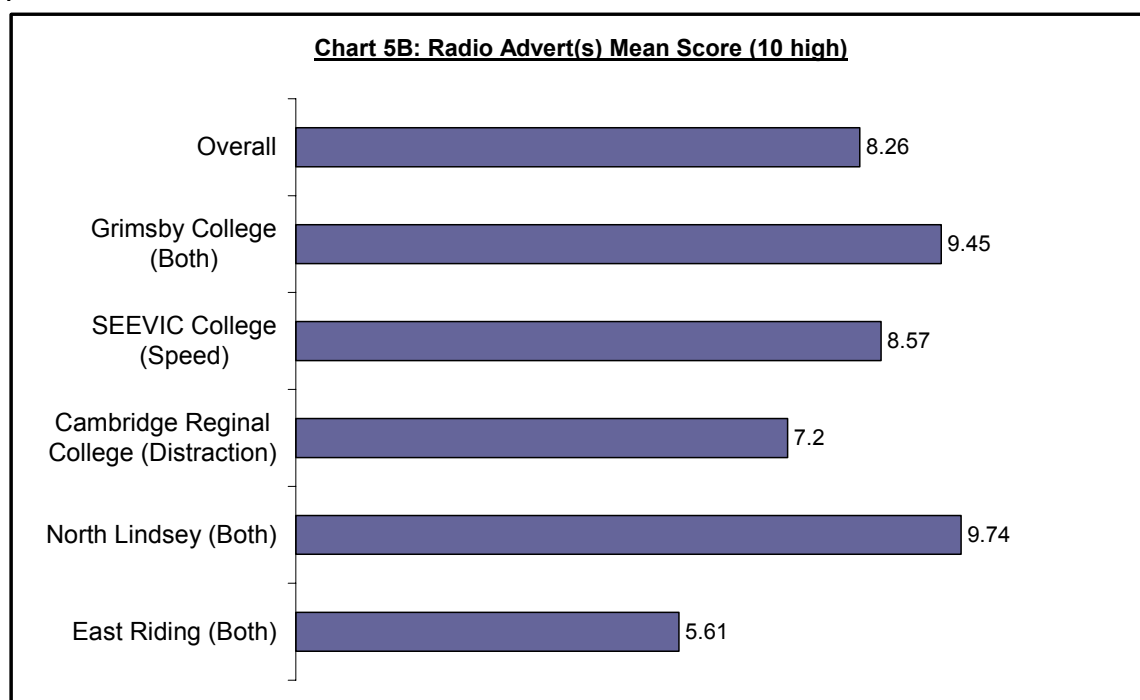
Students were asked whether they agreed or disagreed with statements about the campaign.

STATEMENT	AGREE (agree strongly, agree)	MEAN SCORE (5 high)
I sometimes remember the campaign when driving (n=23)	82%	3.83
The campaign has made me more aware of the speed at which I drive (n=23)	92%	4.04
The campaign is thought provoking and effective (n=145)	90%	4.39
The campaign is memorable (n=145)	82%	4.26
The campaign is hard hitting (n=145)	91%	4.46
The campaign would/did lead to discussion amongst my friends and classmates (n=145)	62%	3.75
My friends and classmates <u>did not or are unlikely</u> to take the campaign seriously (n=145)	15%	2.28
The campaign makes me think about the consequences of driving too fast (n=145)	87%	4.23
The campaign is aimed at people like me	84%	4.24
The campaign has made me more aware of the speed people drive when I am a passenger (n=145)	86%	4.26
I have/or would ask a driver to slow down as a result of the campaign (n=145)	84%	4.18

Overall, the radio campaign performs well on all our measurements statements. The campaign does particularly well in being 'thought provoking and effective' 'hard hitting' and 'making students more aware of the speed at which they drive'.

5.3 Overall Radio Campaign Score

Chart 5B shows the average overall scores for the radio campaign



An overall mean score of 8.26 is an excellent result. The mean score in East Riding is slightly disappointing particularly as this is the institution that appears to have been most affected by accidents in the past (78% know someone who has been killed or seriously injured).

5.4 Free Comments on Radio Campaign

Students were asked whether they had any other comments to make about the radio campaign. Responses with a frequency of 3+% are shown in the table below.

COMMENT	
Will get me/others to slow down/pay attention	23%
Makes you think	19%
Would hear whilst driving	10%
Disturbing/shocking/gets your attention	10%
Make passenger aware of the risks	9%
Gets the distraction/speed message across	8%
Can relate to it/believable	6%
Would be better on TV	3%
Good sound effects/can visualise easily	3%

6 Conclusions & Recommendations

- Our sample has high exposure to negative driving experiences with 30% knowing someone who has been killed or seriously injured in a car crash.
- Recall of the poster campaign is marginally higher than the valentine card (79% and 72% respectively). The poster has a more consistent level of exposure.
- Particular strengths of the valentine card and poster campaign is that it is 'thought provoking', 'hard hitting' and memorable.
- The radio results for the radio campaign are very encouraging. Just over a quarter (26%) of those living in a region where one of the radio adverts were played remember the advert. This is indicative of the radio campaigns reach amongst young drivers.
- The radio campaign performs well on all of the core attitudinal statements.
- On balance the 2008 'For My Girlfriend' campaign has been a success with high levels of recall and good results for our measurement statements.