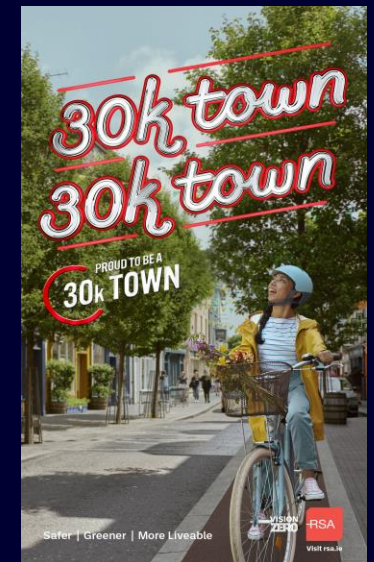


The Road Safety Authority '30k Town' Campaign Research (incl. 'Say it' & 'Slow down')

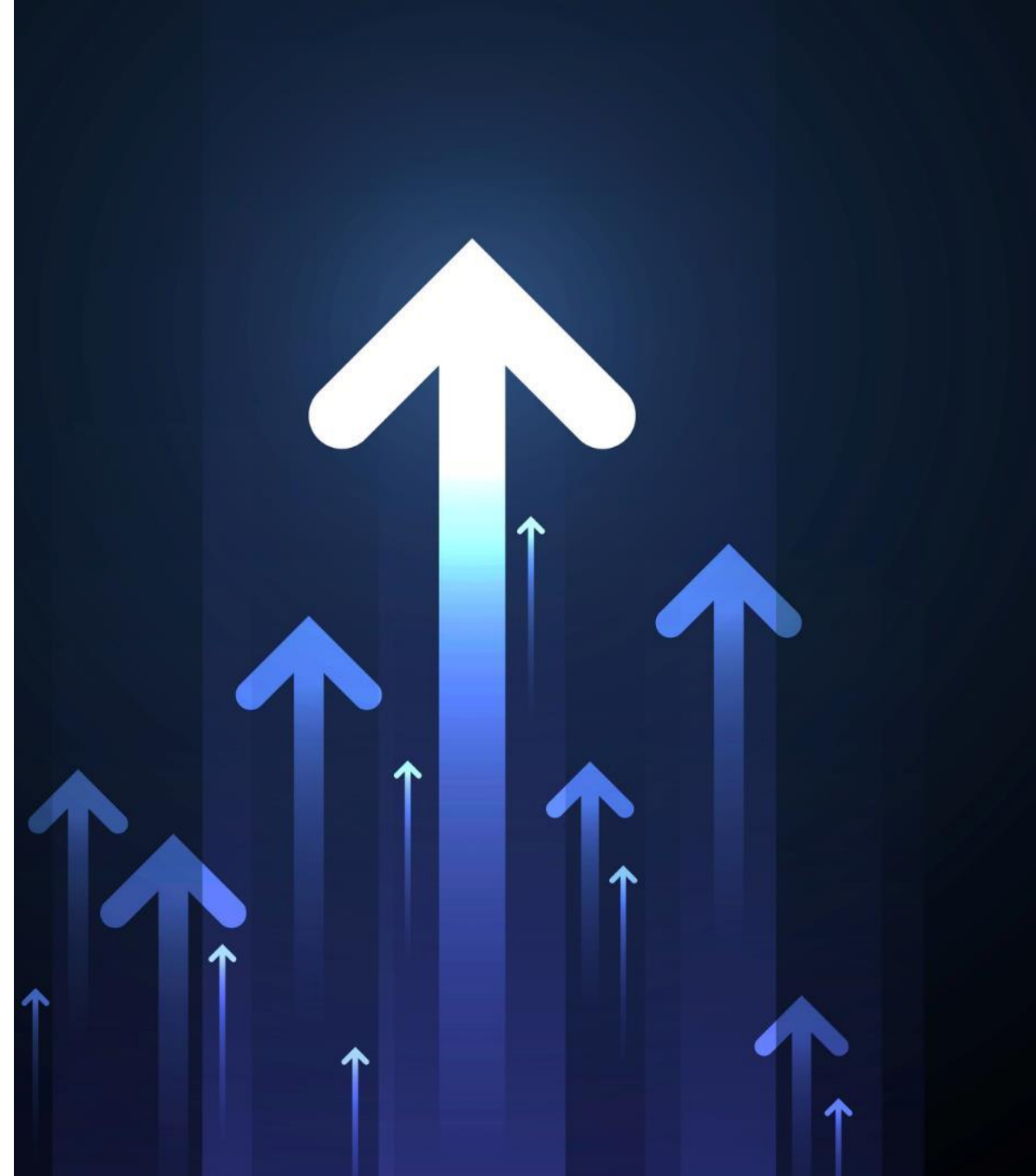
May 2024

J. 235454



Research Objectives

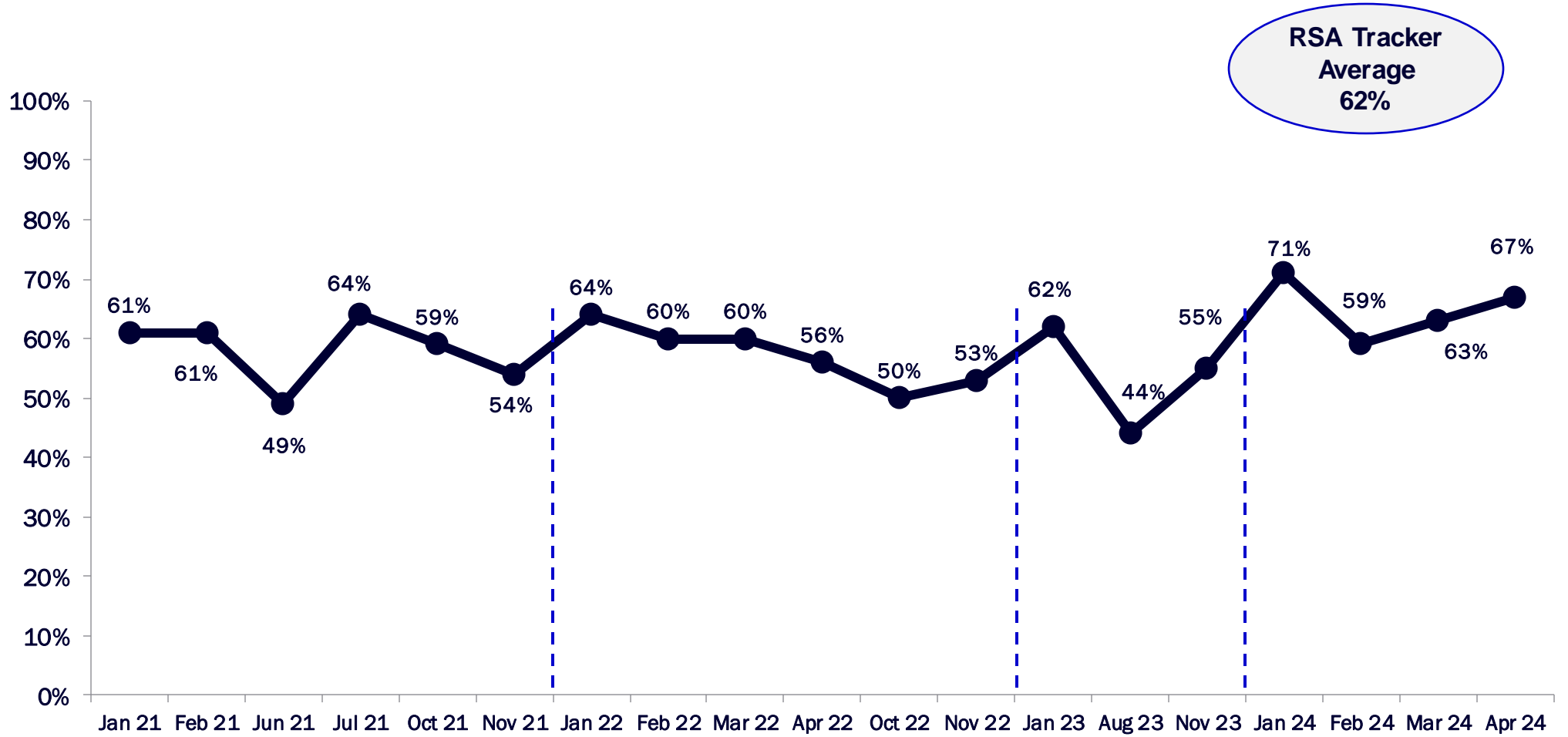
- This research was conducted to evaluate the effectiveness of the Road Safety Authority campaign for 30k Town; as well as the 'Say it' & 'Slow down' campaigns; and to monitor attitudinal measures in relation to key road safety issues.
- The full programme of interviews was conducted online and all aspects of the online survey design were managed by Ipsos B&A internally with the sample drawn from our own consumer panel 'Acumen'.
- Ipsos B&A's Online Omnibus is strictly quota controlled to reflect the national population and delivers a sample of 1,000 adults aged 16 years plus.
- The results are also cross checked and weighted against our National Barometer Survey.
- The sample selected for the survey is extracted abiding by strict contact rules with individuals randomly selected within the survey target groupings. The quality controls applied to each survey include a series of integrity checks, including time for completion and screening data response patterns.
- The research was conducted in April 2024.



Spontaneous Awareness

Spontaneous Awareness of Road Safety Advertising

Base: All Motorists



An encouraging 67% of motorists spontaneously recall road safety advertising in April 2024 – the second-highest level for any month in the past 3 years

Spontaneous Awareness of Road Safety Advertising Detail

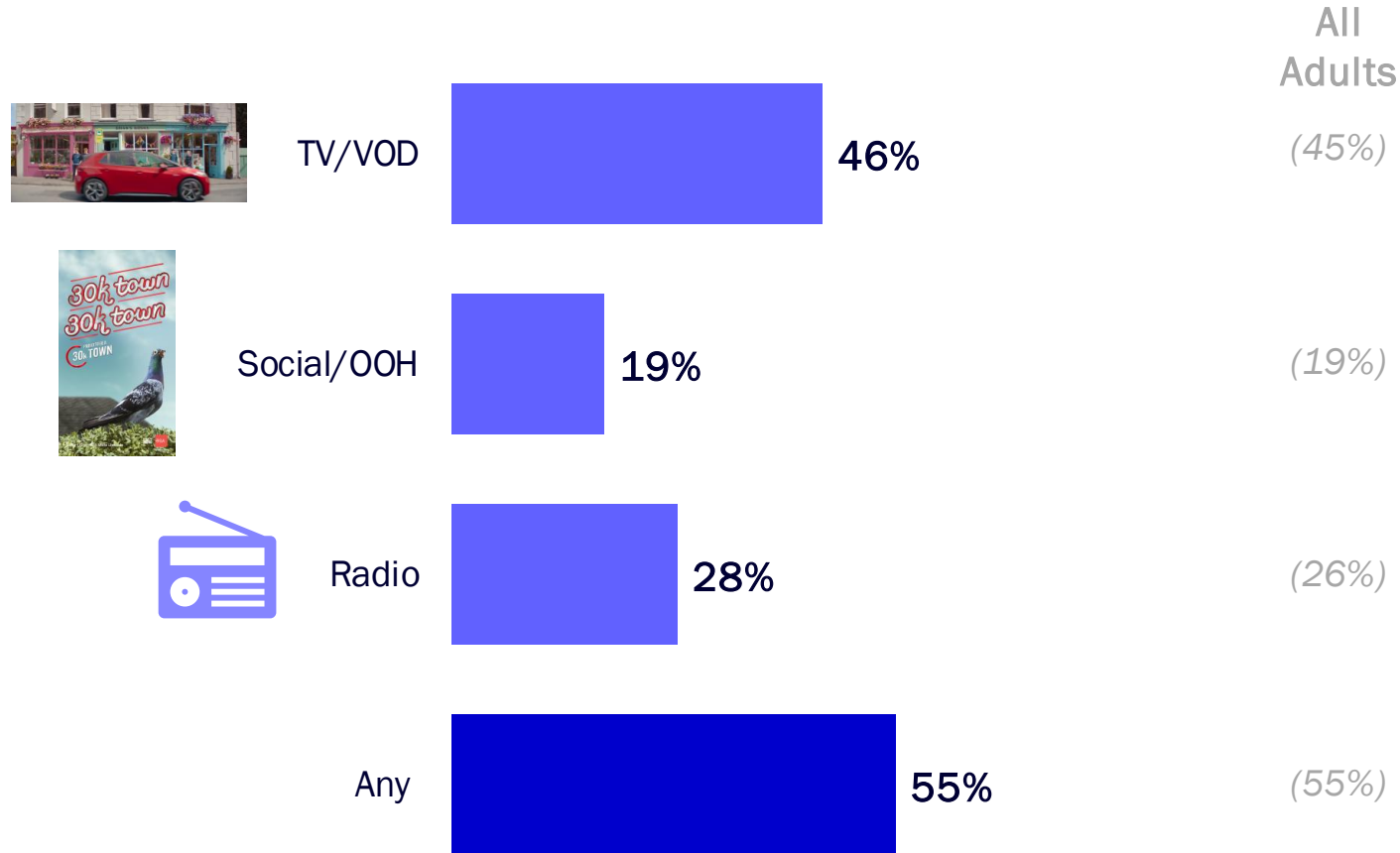
Base: All motorists spontaneously aware of recent road safety advertising N - 600



The spontaneous cut-through for the 30k Town campaign is at an impressive 41% at launch. The vast majority of references are to 'Slow down/reduce speed'.

RSA 30k Town Campaign: Prompted Awareness

Base: All Motorists N-887



Any awareness at launch for 30k Town is a very positive 55%, led by the TV/VOD campaign delivering 46% awareness.



Q.6 We are now going to show you a recent advertisement. Could you tell us whether you recall seeing it on TV or online recently?
Q.9 We are now going to show you some recent advertisements. Please tell us whether you recall seeing any of them recently?
Q.11 We are now going to play you a recent advertisement. Could you tell us whether you recall hearing it recently on radio or on line?

RSA 30k Town Campaign: Prompted Awareness

Base; All Motorists N-887

	Total	Gender		Age				Social Class		Region		Area	
		Male	Female	-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Ex Dublin	Urban	Rural
	887	459	428	248	252	223	164	447	440	237	650	645	242
	%	%	%	%	%	%	%	%	%	%	%	%	%
VOD	46	47	45	32	40	55	59	45	47	46	46	45	48
Social/OOH	19	18	19	27	18	12	17	21	15	19	18	20	16
Radio	28	29	28	20	30	27	38	29	28	26	29	28	29
Any 30k	55	56	55	46	53	59	66	57	53	58	55	56	54

Awareness for 30k Town remains positive across all demographic groups while varying by age, being highest among those 50 years+.

Q.6 We are now going to show you a recent advertisement. Could you tell us whether you recall seeing it on TV or online recently?

Q.9 We are now going to show you some recent advertisements. Please tell us whether you recall seeing any of them recently?

Q.11 We are now going to play you a recent advertisement. Could you tell us whether you recall hearing it recently on radio or on line?



Prompted awareness of RSA TV Campaigns at launch



30k Town
46%



Older pedestrians
44%



Seatbelts
57%



Crashed Lives
Noel Clancy
67%



Cycling: Safe
Pass 62%



Mobile
Distraction
45%



Urban Speeding
55%



Fatigue
50%



Distracted Parents
45%



Tyre Safety
38%

Launch awareness for the 30k Town TV campaign is similar to those of Mobile Distraction & Distracted Parents.

RSA 30k Town Campaign: Level of Exposure

Base: Motorists aware of campaign



		RSA TV Average
	%	%
Once or twice	33	29
Three to six times	37	32
More than six times	31	39*

31% of motorists reported seeing 30k Town more than six times. A positive level for a campaign at launch.

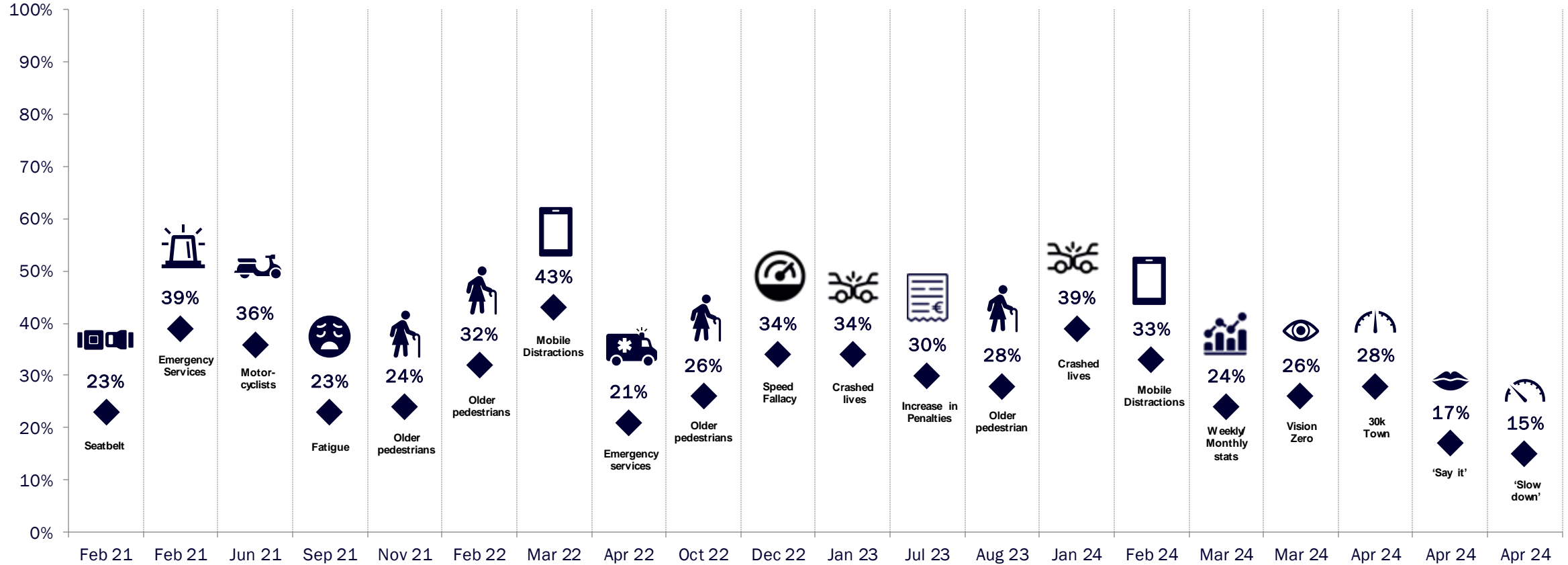
* Older pedestrian TVC was 24% at launch for 'more than six times'.

RSA Radio Campaigns 2021-24: Prompted Awareness



RSA Radio Average
2021-24 29%

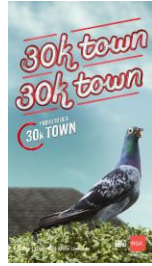
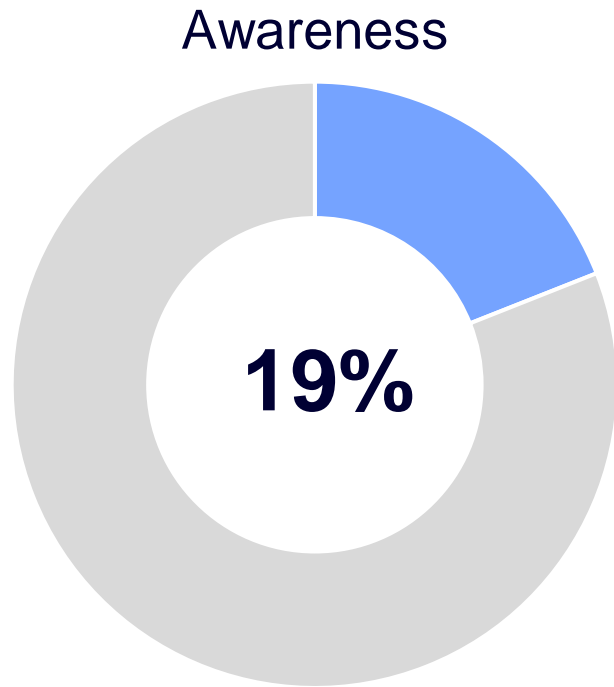
Base: All Motorists



The 30k Town radio campaign delivers 28% awareness among all motorists which matches the RSA average over recent years.

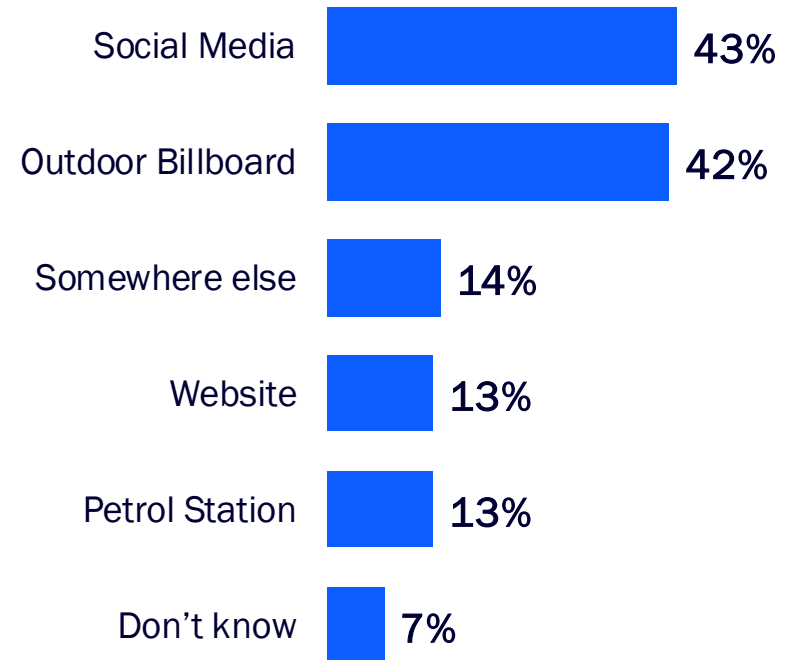
Source of Awareness of RSA 30k Town Social/ OOH Campaign

Base: all motorists N - 887



Where do you recall seeing this advertisement recently

N - 174



Recalled source of awareness for the Social/ OOH campaign is evenly divided between 'social media' and 'outdoor billboards'.

Campaign Evaluation

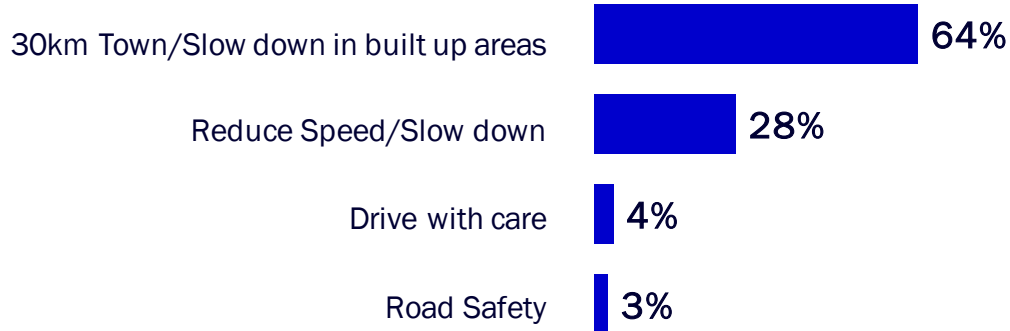


RSA 30k Town: Campaign Messaging

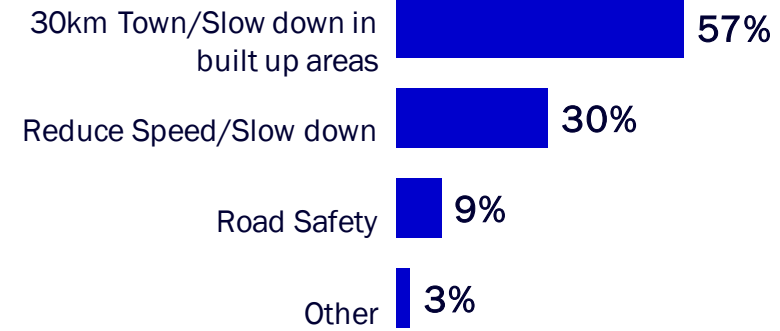
Base: Aware of advertising



Base: N-406



Base: N-251

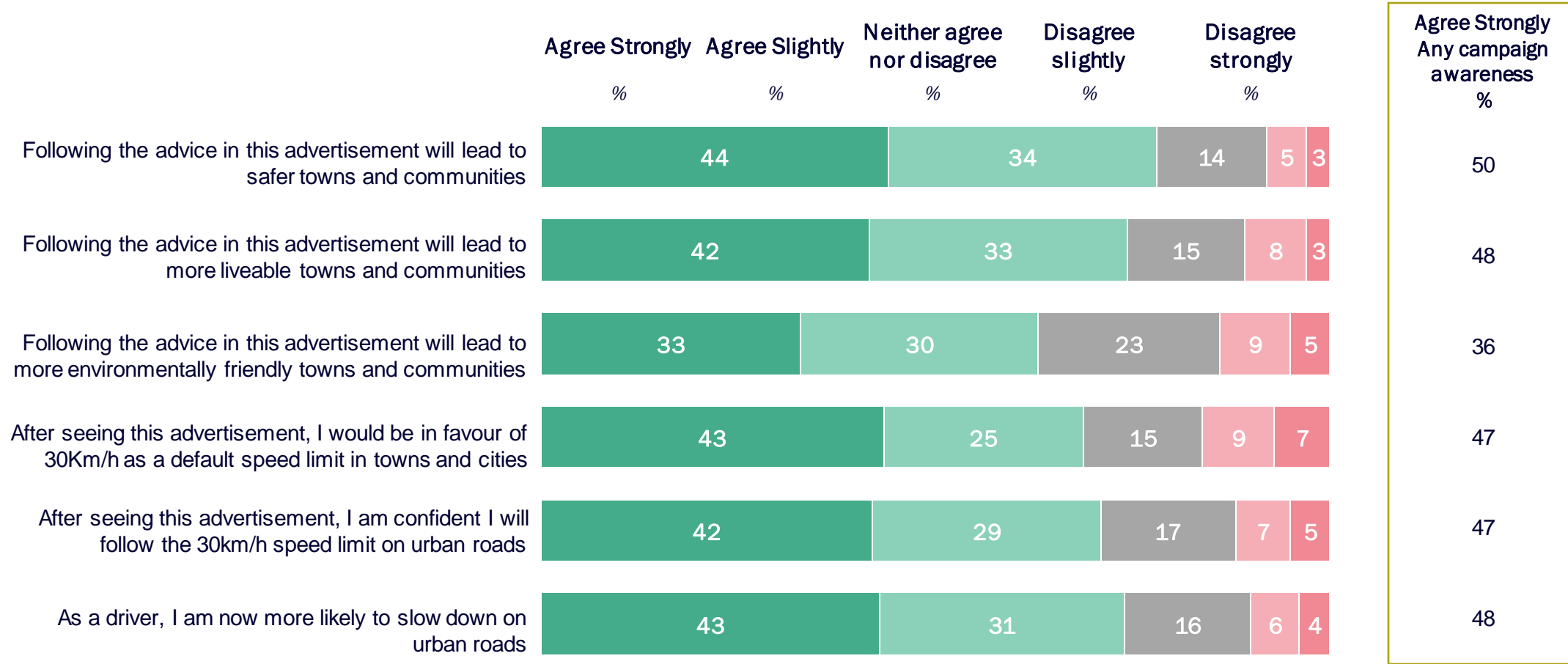


All others 2% or less

30k Town's campaign messaging at launch across media is very strong with prominent references to '30k Town' itself and to reducing speed in built up areas.

RSA 30k Town TV Campaign: Knowledge and Behaviour Change

Base: All Motorists N = 887



**RSA
Average
65%**

The campaign's benchmark evaluation is positive for each criteria, peaking for 'following the advice in this ad will lead to safer towns and communities'. While the RSA average is at a higher level, there is little suggestion of any negativity to the distinct nature of the campaign.

RSA 30k Town TV Campaign: Knowledge and Behaviour Change

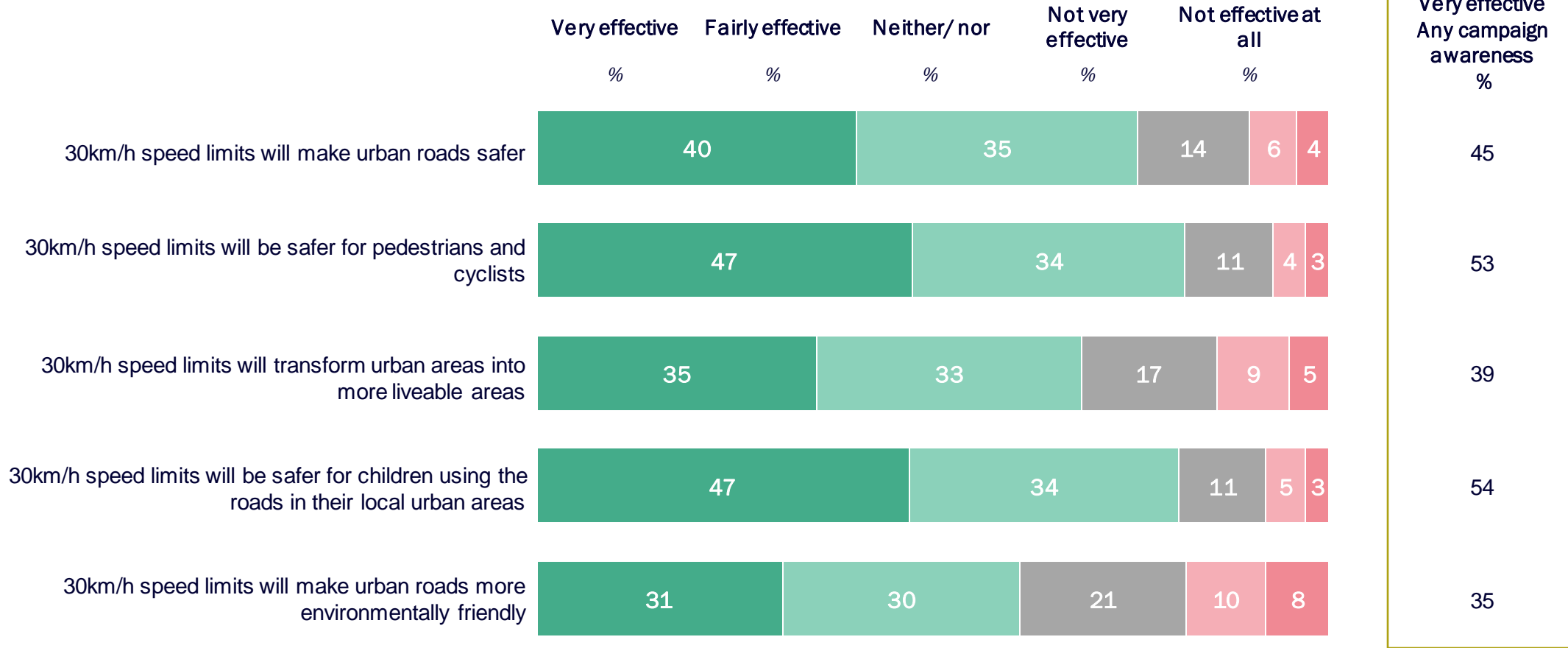
Base: All Motorists N = 887

Strongly Agree	Total	Gender		Age				Social Class		Region		Area	
		Male	Female	-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Ex Dublin	Urban	Rural
	887	459	428	248	252	223	164	447	440	237	650	645	242
	%	%	%	%	%	%	%	%	%	%	%	%	%
Following the advice in this advertisement will lead to safer towns and communities.	44	43	46	42	36	43	59	43	45	42	45	44	45
Following the advice in this advertisement will lead to more liveable towns and communities.	42	39	44	38	35	42	56	42	41	39	43	41	43
Following the advice in this advertisement will lead to more environmentally friendly towns and communities.	33	33	33	33	26	30	47	31	35	29	34	33	33
After seeing this advertisement, I would be in favour of 30Km/h as a default speed limit in towns and cities	43	39	48	38	39	44	57	41	46	36	46	43	44
After seeing this advertisement, I am confident I will follow the 30km/h speed limit on urban roads	42	36	48	36	35	43	58	39	46	34	44	43	40
As a driver, I am now more likely to slow down on urban roads	43	38	48	34	40	42	59	39	48	38	44	43	43

The evaluation for the 30k campaign is most positive outside of Dublin and among the most senior age group. There is however little variation to date in the evaluations across urban and rural areas.

RSA 30k Town TV Campaign: Perceived Effectiveness

Base: All Motorists N = 887



RSA Average 72%

The benchmark levels of perceived campaign effectiveness are more varied across the criteria and peak in relation to demonstrating how 30k limits will be safer for pedestrians, cyclists and children. The response suggests the TVC will benefit from support on 30km/h limits transforming urban areas, and on green messaging.

RSA 30k Town TV Campaign: Perceived Effectiveness

Base: All Motorists N = 887

Very Effective	Total	Gender		Age				Social Class		Region		Area	
		Male	Female	-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Ex Dublin	Urban	Rural
	887	459	428	248	252	223	164	447	440	237	650	645	242
	%	%	%	%	%	%	%	%	%	%	%	%	%
30km/h speed limits will make urban roads safer	40	37	43	40	34	40	49	39	42	36	42	41	39
30km/h speed limits will be safer for pedestrians and cyclists	47	45	50	48	40	45	60	45	51	43	49	49	45
30km/h speed limits will transform urban areas into more liveable areas	35	31	40	34	33	32	44	35	36	29	37	35	35
30km/h speed limits will be safer for children using the roads in their local urban areas	47	44	51	43	45	44	59	44	51	44	48	48	46
30km/h speed limits will make urban roads more environmentally friendly	31	29	34	35	26	29	38	30	33	30	32	34	28

Perceived campaign effectiveness is broadly consistent across the key demographic groups while being most pronounced among older motorists.

Say it campaign

HE'S MY BRO
AND I LOVE HIM
HE'S DRIVING

HE'S A SOUND BLOKE AND
A GOOD BOSS BUT HE'S
DRIVING DANGEROUSLY

MY BFF FIREFRIEND LOOKS
LIKE SHE'S DRIVING BUT SHE WON'T
WEAR HER SEATBELT

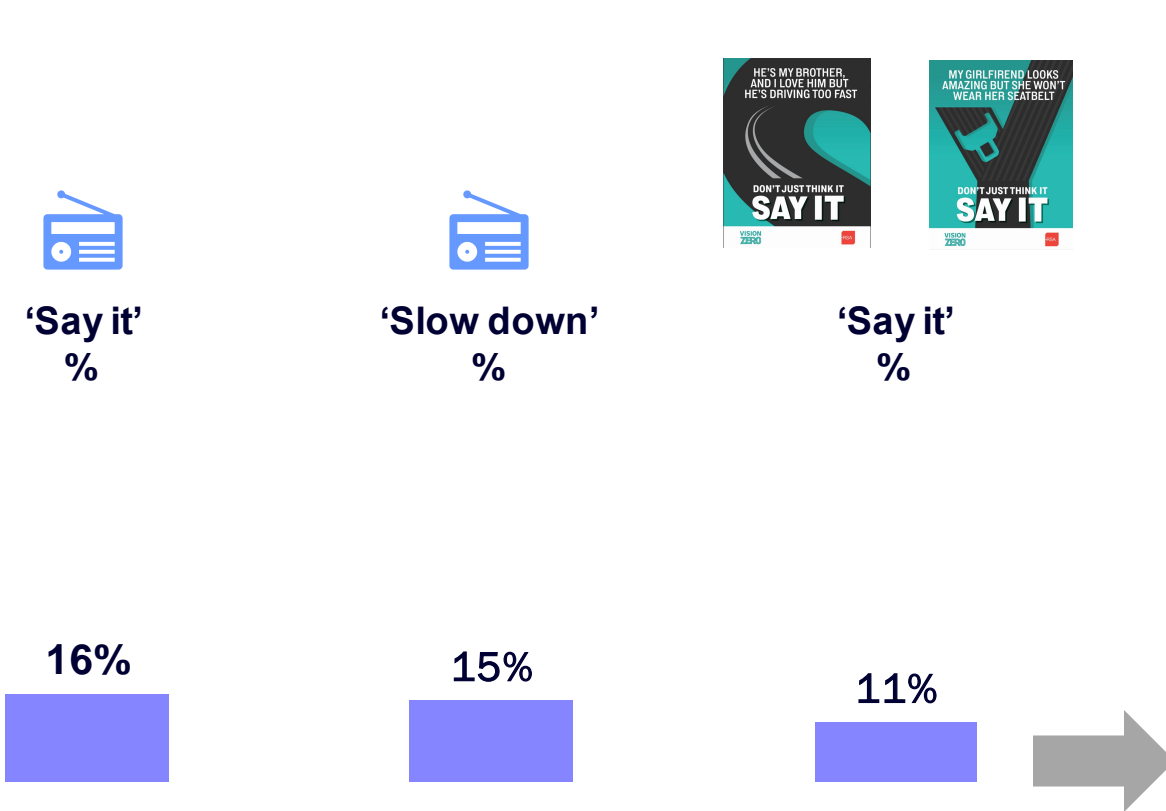
DON'T JUST THINK IT
SAY IT

DON'T JUST THINK IT
SAY IT

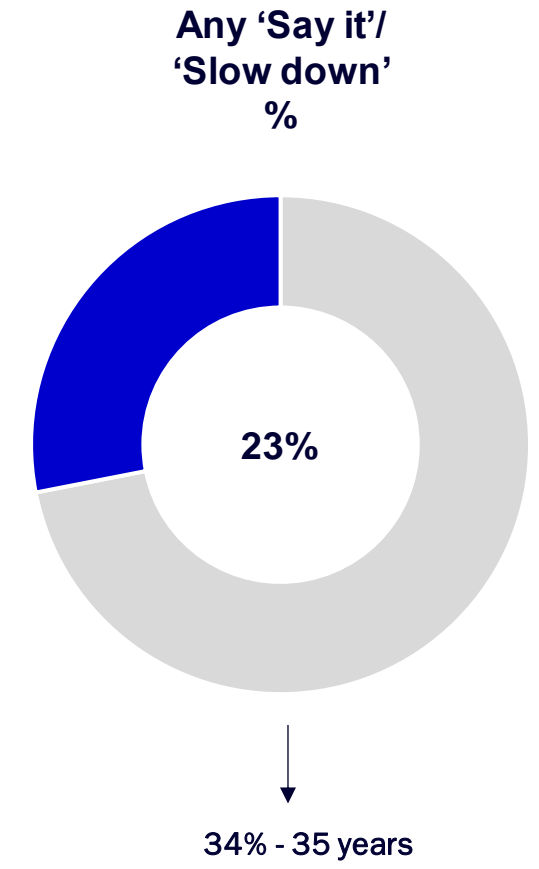
DON'T JUST THINK IT
SAY IT

Campaign Awareness: 'Say it' & 'Slow down'

Base: All Adults n – 1,103



Source of Awareness:
 Social Media 48%
 Outdoor Billboard 37%
 Petrol Station 28%
 Website 18%



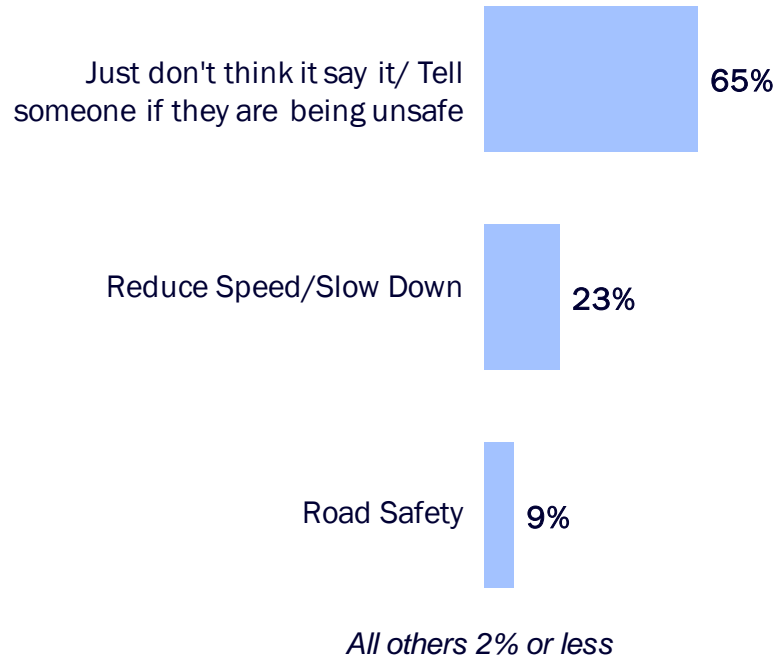
Any awareness for 'Say it' / 'Slow Down' is at 23% of all adults, rising to 34% of young adults (under 35 years).

Q.15 Could you tell us whether you recall hearing any of them recently on radio?
 Q.16 Could you also tell us whether you recall hearing any of these advertisements recently on radio?
 Q.17 Please tell us whether you recall seeing any of them recently?
 Q.18 And where do you recall seeing any of these advertisements recently?

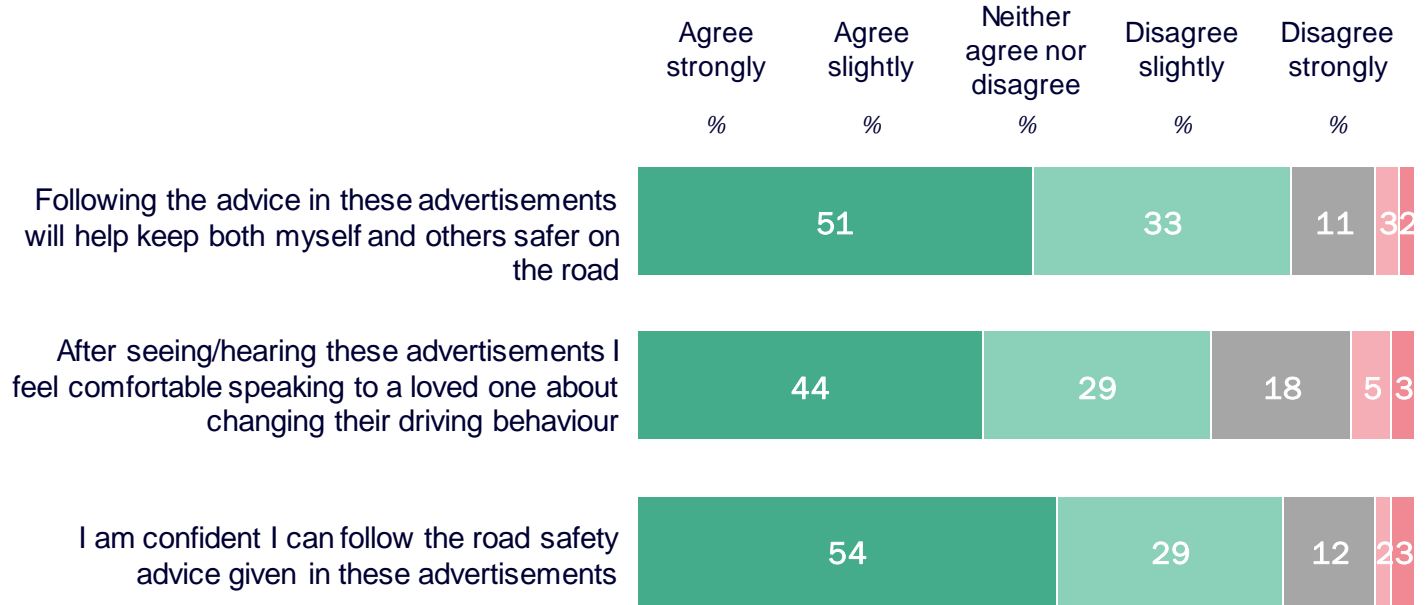
Campaign Evaluation: 'Say it' & 'Slow down'

Base: all adults N – 1,013

Messaging



Knowledge & Behavioural Change



The message take out from the campaign is very clear in encouraging passengers to take action. 54% of adults also strongly agree they are confident they can 'follow the road safety advice given in these advertisements'.



Q.19 What messages do you think the people who made these Radio and Poster advertisements were trying to communicate?

Q.20 Please see below a series of statements about the radio and social advertisements we have just discussed. For each one please tell us the extent to which you agree or disagree with each statement?

Key Learnings





Awareness

- Any awareness at launch for 30k Town is a very positive 55%, led by the TV/VOD campaign delivering 46% awareness (which is a similar launch level to previous high performing RSA campaigns). Awareness for 30k Town remains positive across all demographic groups while varying by age; being highest among those 50 years+.

Message

- 30k Town's campaign messaging at launch across media is very strong with prominent references to '30k Town' itself and to reducing speed in built up areas.

Evaluation

- The benchmark evaluation is positive in relation to each knowledge and behaviour change criteria, peaking for 'following the advice in this ad will lead to safer towns and communities'. Perceived campaign effectiveness is more varied and peaks in relation to demonstrating how 30k limits will be safer for pedestrians, cyclists and children.

Thank you.

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