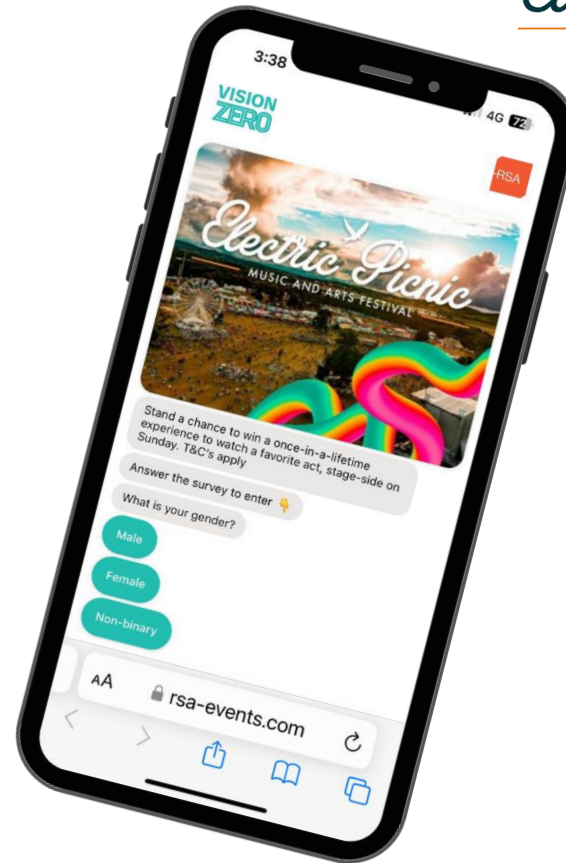


RSA at Electric Picnic

AdChat data analysis

22.08.24

VISION
ZERO



Engagement Overview

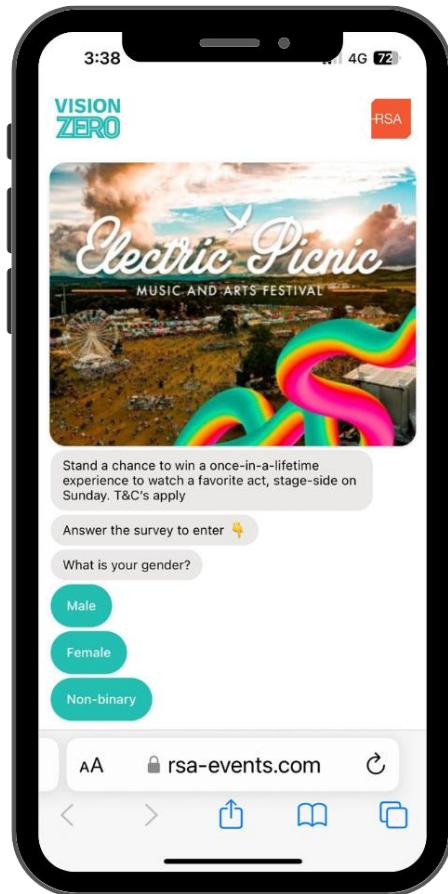
Total activations

2,971 (Total activations of the AdChat QR code URL)

Total unique sessions

1,856 (users that completed the survey) 62% of activations

VISION
ZERO



Electric Picnic
MUSIC AND ARTS FESTIVAL

Key Take Outs

A high 62% of festival goers who scanned the QR code went on to complete the survey.

RSA

Competition Entries Overview

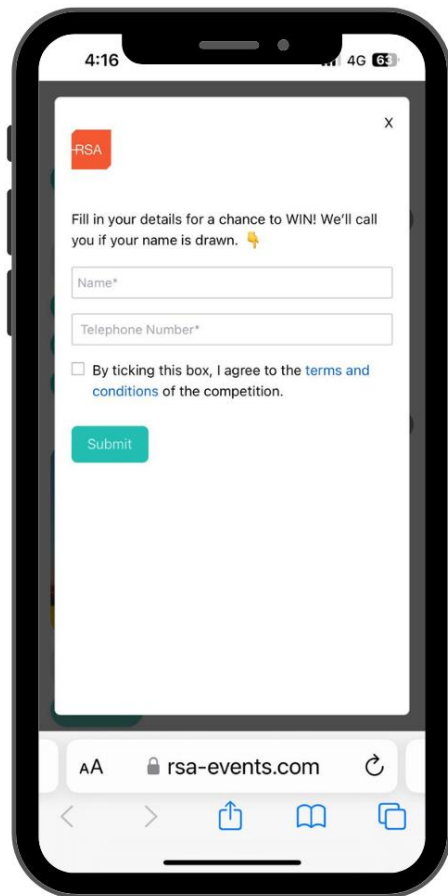
Total competition entries

2,325 (This total is inclusive of duplicate competition entries)

Total of unique competition entries

1,856 (Total of unique competition entries)

VISION
ZERO



Electric Picnic
MUSIC AND ARTS FESTIVAL

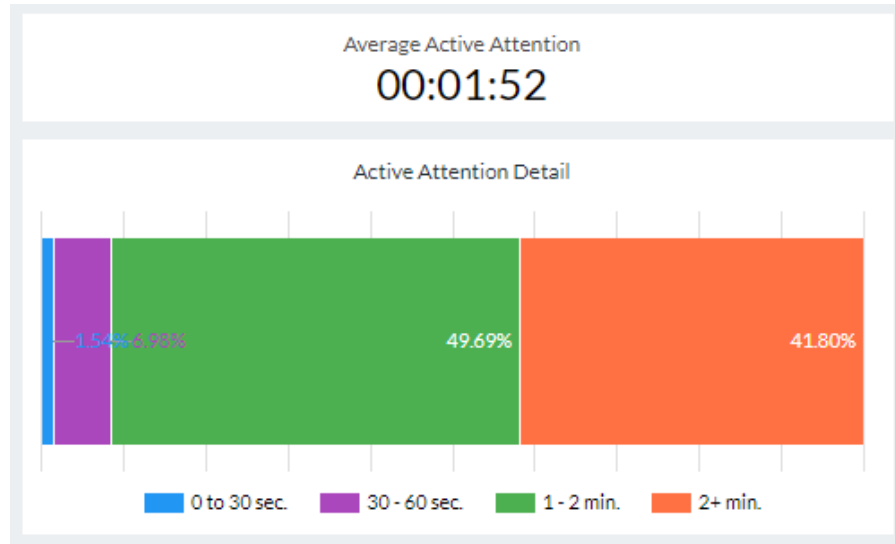
Key Take Outs

All festival goers who completed the survey went on to submit their details to enter the competition.



Average attention

1 minute 52 seconds



Key Take Outs

The average AdChat attention time per festival goer was 1 min 52 secs, demonstrating the enthusiasm to answer the survey and enter the competition.

Survey questions – question 1 answers

What is your gender?

Male

37%

Female

62%

Non-binary

1%

Key Take Out

A **62% majority** of festival goers who answered the survey identified as female.

Survey questions – question 2 answers

What is your age group?

18-24

25%

25-35

30%

35 and over

45%

Key Take Out

A **45% majority** of festival goers who answered the survey were 35 and over.

Survey questions – question 3 answers

If a breathalyser showed you were over the limit, would you still drive? 🖱️

Yes, I would still drive → 1%

No - I would not drive → **86%**

Not sure → 13%

Key Take Out

A resounding **86%** of festival goers who answered the survey would not drive if a breathalyser showed they were over the limit.

Survey questions – question 4 answers

How do you plan to travel back home? 🖱️

My own car

49%

Carpool

35%

Public transport

16%

Key Take Out

49% of festival goers who answered the survey traveled in their own car, with people travelling in a carpool a close second with 35%.

Survey questions – question 5 answers

How often do you use your mobile phone when driving? 📱

Always

1%

Sometimes

11%

Never

88%

Key Take Out

88% of festival goers who answered the survey would never use their mobile phone when driving.

Survey questions – question 6 answers

How often do you wear a seatbelt when travelling in a car? 🖱️

Always

95%

Sometimes

5%

Never

0%

Key Take Out

A **95%** majority of festival goers who answered the survey will always wear a seatbelt when travelling in a car.

Survey questions – question 7 answers

In the last 12 months, have you driven after consuming any alcoholic drink? 📍

Yes

14%

No

85%

Don't know

1%

Key Take Out

In the last 12 months, **85%** of festival goers who answered the survey have not driven after consuming an alcoholic drink.

Survey questions – question 8 answers

How much alcohol do you feel you can consume and be safe to drive? 🖱️

No alcohol

85%

1-2 drinks

14%

3+ drinks

1%

Key Take Out

85% of festival goers who completed the survey would only feel safe driving if they had not consumed any alcohol.

Survey questions – question 9 answers

Do you have a driving licence/permit of any type? 🖱

Yes - learner permit → 13%

Yes - full licence → **83%**

Don't have anything → 4%

Key Take Out

83% of festival goers who answered the survey have a full license.

Survey questions – question 10 answers

Can you recall any road safety campaigns related to travel to/from festivals? 🖱️

Yes

28%

No

64%

Not sure

8%

Key Take Out

A **64%** majority of festival goers who answered the survey do not recall any road safety campaigns.