Project Franklin III / IV – 5624/8

Children’s Road Safety Advertising Tracking

Presentation of Results – Waves 3 and 4
March 8th 2007

Stop Look Listen Live
OVERVIEW

• The Hedgehogs children’s road safety advertising campaign launched in 1997, with a target audience of 7-10 year olds

• There are currently two different commercials being used
  – Be Safe Be Seen, which focuses on being seen when it’s dark
  – Knowing the Road, which talks of being aware of dangers on roads close to home

• These commercials are shown regularly on TV, and at the cinema during selected children’s films. There is also an online campaign directing children’s traffic at the Hog Street website

• Research has been carried out post the Autumn and Christmas 2006 advertising waves
OBJECTIVES

• To measure the impact of the Hedgehogs advertising in terms of
  – awareness and outtake
  – ongoing attitudinal statements relating to accident perception and behaviour
METHOD

- Face-to-face interviews with 7-11 year olds, either on street or door-to-door

- Small number of additional questions for parent via interviewer administered questionnaire at pre wave, self completion questionnaire at subsequent waves

- Prompted advert recognition by means of advertising still showcards for TV / cinema / website / other media, plus audio tape for TV / cinema adverts
**SAMPLE**

- Per wave - 1000 target interviews with Year 2-6 (7-11 year old) children (and parent), 200 interviews per year group
- Nationally representative sample including Scotland and Wales
- Quotas set on - age / sex / social class / ethnicity
- Data weighted and grossed to national totals
- Parental quota set to be inclusive of fathers

**TIMING**

- Wave 3 - Post Autumn wave - 4th to 19th November 2006
  - After school Autumn half term advertising wave
- Wave 4 - Post Christmas wave - 15th to 28th January 2007
  - After Christmas 2006 advertising wave
CAMPAIGN TIME LINE

Cinema

TV

Online

Research 1 2 3 4

Jul Aug Sep Oct Nov Dec Jan
# SAMPLE DETAILS

<table>
<thead>
<tr>
<th>Wave</th>
<th>TOTAL</th>
<th>7-9</th>
<th>10-11</th>
<th>Boys</th>
<th>Girls</th>
<th>Ethnic Minority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 (Pre ads)</td>
<td>1009</td>
<td>599</td>
<td>410</td>
<td>508</td>
<td>501</td>
<td>10%</td>
</tr>
<tr>
<td>Wave 2 (Post ads)</td>
<td>992</td>
<td>460</td>
<td>532</td>
<td>488</td>
<td>504</td>
<td>10%</td>
</tr>
<tr>
<td>Wave 3 (Post ads)</td>
<td>991</td>
<td>485</td>
<td>506</td>
<td>493</td>
<td>498</td>
<td>10%</td>
</tr>
<tr>
<td>Wave 4 (Post ads)</td>
<td>1000</td>
<td>513</td>
<td>487</td>
<td>506</td>
<td>494</td>
<td>9%</td>
</tr>
</tbody>
</table>
CONTENTS

• 1 - Section A – Media Exposure
• 2 - Section C - Spontaneous TV / Cinema Road Safety Advertising Recall
• 3 - Section C/D - Prompted TV / Cinema Road Safety Advertising Recall
• 4 - Section C/D - Website Road Safety Advertising Recall
• 5 - Section B - Road Safety Opinions and Behaviour
  Section F - Personal Involvement in Road Accidents
• 6 - Parental Information
• 7 - Conclusions
Section A – Q5

Which of these TV channels have you watched in the last couple of months?

Channels featuring Hedgehogs adverts seen by 95% overall

**Cartoon Network** 54%

**CITV** 54%

**Nickelodeon** 53%

**Boomerang** 38%

**Five** 28%

**GMTV** 24%

**Jetix** 22%

**Toonami** 21%

**POP!** 15%

**GMTV2** 7%

Other main channels watched by (7-11’s)

- BBC1 56%
- CBBC Channel 45%
- ITV1 41%
- Disney Channel 35%
- Channel 4 35%

Average amount of TV watched per day (7-11’s)

2.2 hrs (and falling)

Source: ChildWise Monitor 2006/07
Which of these music channels watched in the last week?

Data from the ChildWise Monitor 2006/07

MTV / Think! Challenge – selected key data

Base: 7-16 yrs – ChildWise Monitor 2006/07 (990)
On average, how often do you go to the cinema?

**Cinema frequency on average once every 3 months**

**10-11 year olds**

- Never / Don't know: 6
- Once a year or less: 6
- At least once every 6 months: 9
- At least once every 2/3 months: 8
- At least once a month: 9

**11-16 year olds**

- Never / Don't know: 7
- Once a year or less: 24
- At least once every 6 months: 33
- At least once every 2/3 months: 33
- At least once a month: 0

**Mean monthly visits**

<table>
<thead>
<tr>
<th>Wave</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 (Jul '06)</td>
<td>0.35</td>
</tr>
<tr>
<td>Wave 2 (Sep '06)</td>
<td>0.31</td>
</tr>
<tr>
<td>Wave 3 (Nov '06)</td>
<td>0.29</td>
</tr>
<tr>
<td>Wave 4 (Jan '07)</td>
<td>0.30</td>
</tr>
</tbody>
</table>

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Cinema frequency by socio-economic group

Children from higher social grades visit the cinema more frequently than those in lower social grades

Mean frequency: 0.36, 0.32, 0.30, 0.26

Base: Children 7-11 yrs - AB(107) C1(345) C2(264) DE(266)
... last time you went to the cinema, who did you go with?

Most children last went to the cinema with their parents

11-16 year olds more likely to visit with friends

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Which of these films have you seen at the cinema recently?

Continued drop in the proportion seeing any of the films

Seen any of these films
Wave 1 Wave 2 Wave 3 Wave 4
67% 70% 62% 57%

Other films seen (2%+)
Night at the Museum 5%
Pirates o/t Caribbean 3%
Ice Age 2 2%
Over the Hedge 2%
Casino Royale 2%
Cars 2%

Major films at Wave 1 to 3
Harry Potter 28%
Cars 27%
Narnia 24%
Chicken Little 23%

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Hours spent on different activities per day

Data from the ChildWise Monitor 2006/07

- Fairly static levels of activity for younger children
- Increase in online and music activity, with a decrease in TV viewing as children age beyond Year 9
- Online activity and listening to music overtake TV viewing figures for 15-16 year olds

Base: School years 2-11 – ChildWise Monitor 2006/07 (989)
Access to technology
Data from the ChildWise Monitor 2006/07

Increasing access to technology as children age

Base: School years 2-11 – ChildWise Monitor 2006/07 (989)
KEY POINTS – Media Exposure

- Virtually all children had watched one of the TV channels featuring the Hedgehogs advertising in the last couple of months.

- Frequency of visiting the cinema stands at around once every three months, with the majority visiting at least twice a year (the older children are more frequent cinema goers).

- Continued drop in the proportion having seen any of the films featuring Hedgehogs advertising (no blockbusters).
2 - Section C - **Spontaneous** TV / Cinema Road Safety Advertising Recall
Have you seen any advertising on TV / cinema in the last couple of months about crossing the road safely?

Little change in spontaneous recall of any ads on TV / cinema

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
What can you remember about the advertising / publicity on TV?

Significant increase in spontaneous Be Safe Be Seen recall

Base: All (7-11 yrs) recalling any TV advertising - Waves 3/4 (565/566)
### Section C - Q4

**What can you remember about the advertising / publicity on TV?**

**Large increases in Be Safe Be Seen descriptors**

<table>
<thead>
<tr>
<th>Specific descriptions of Hedgehogs</th>
<th>1-Jul '06</th>
<th>2-Sep '06</th>
<th>3-Nov '06</th>
<th>4-Jan '07</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Be Safe Be Seen</strong></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Wearing reflectors / stickers / clothing</td>
<td>3</td>
<td>1</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td><strong>Know the Road</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crossing the road</td>
<td>9</td>
<td>11</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Little hedgehog almost hit / older one intervenes</td>
<td>5</td>
<td>7</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Mentions of a park</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Mentions of animal / car in road</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Using a crossing</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>‘Though you know the road well’ (song)</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Just Hedgehogs</td>
<td>17</td>
<td>14</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Singing songs / tunes</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Demonstrating road safety</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Base**: All (7-11 yrs) recalling any TV advertising – Waves 3/4 (565/566)
What can you remember about the advertising / publicity on TV?

Limited references to any messages - but up since Jul / Sep

Specific messages from Hedgehogs

Be Safe Be Seen
Be safe be seen / Be seen / safe at night

Know the Road
Be careful crossing / Cross safely
Look both ways before crossing
Stop, think, then go
Be careful in your neighbourhood
Watch for surprises on the road

General messages
Stop, look, listen, live (+ variations)
Be careful / safe (generally)

<table>
<thead>
<tr>
<th></th>
<th>1-Jul ‘06</th>
<th>2-Sep ‘06</th>
<th>3-Nov ‘06</th>
<th>4-Jan ‘07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be Safe Be Seen</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Know the Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be careful crossing / Cross safely</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Look both ways before crossing</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Stop, think, then go</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Be careful in your neighbourhood</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Watch for surprises on the road</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>General messages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop, look, listen, live (+ variations)</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Be careful / safe (generally)</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Base: All (7-11 yrs) recalling any TV advertising – Waves 3/4 (565/566)
What can you remember about the advertising / publicity on TV?

It was a hedgehog crossing the road, he went to the park and then came out and had to cross the road he started singing a song, it showed an elephant in a milk van going speeding through a red light – 8 years

The hedgehogs, when it’s not light wear something bright, you have to put it on your left and your right – 10 years

Wear reflective things when its dark, stop look listen, the hedgehogs were in the park and put on reflective stuff - 10 years

Hedgehogs, wear something glowing and flashing so cars know where you are in the dark - 7 years
Section C – Q6

What can you remember about the advertising at the cinema?

**Significant increase in spontaneous Be Safe Be Seen recall**

<table>
<thead>
<tr>
<th>Wave 1 - Jul '06</th>
<th>Wave 2 - Sep '06</th>
<th>Wave 3 - Nov '06</th>
<th>Wave 4 - Jan '06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be Safe Be Seen</td>
<td>3</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Know the Road</td>
<td>22</td>
<td>24</td>
<td>18</td>
</tr>
<tr>
<td>General recall</td>
<td>9</td>
<td>19</td>
<td>12</td>
</tr>
<tr>
<td>TOTAL recall</td>
<td>35</td>
<td>43</td>
<td>36</td>
</tr>
</tbody>
</table>

Base: All (7-11 yrs) recalling any cinema advertising – Waves 3/4 (125/139)
Be Safe Be Safe description growing in strength

<table>
<thead>
<tr>
<th>Specific descriptions of Hedgehogs</th>
<th>1-Jul ‘06</th>
<th>2-Sep ‘06</th>
<th>3-Nov ‘06</th>
<th>4-Jan ‘07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be Safe Be Seen</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wearing reflectors / stickers / clothing</td>
<td>3</td>
<td>1</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Hedgehog dances / falls over</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Know the Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crossing the road</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Little hedgehog almost hit / older one intervenes</td>
<td>4</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Mentions of a park</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Using crossing</td>
<td>1</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Mentions of animal / car in road</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>General</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Just Hedgehogs</td>
<td>5</td>
<td>14</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Singing songs / tunes</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Demonstrating road safety</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Base: All (7-11 yrs) recalling any cinema advertising – Waves 3/4 (125/139)
**Section C - Q6**

**What can you remember about the advertising at the cinema?**

*Limited references to message*  
*(none from Be Safe Be Seen – low sample size)*

<table>
<thead>
<tr>
<th>Specific messages from Hedgehogs</th>
<th>1-Jul ‘06</th>
<th>2-Sep ‘06</th>
<th>3-Nov ‘06</th>
<th>4-Jan ‘07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know the Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Look both ways before crossing</td>
<td>4 %</td>
<td>3 %</td>
<td>1 %</td>
<td>3 %</td>
</tr>
<tr>
<td>Be careful crossing the road / cross safely</td>
<td>1 %</td>
<td>0 %</td>
<td>4 %</td>
<td>1 %</td>
</tr>
<tr>
<td>Stop, think, then go</td>
<td>2 %</td>
<td>1 %</td>
<td>0 %</td>
<td>1 %</td>
</tr>
<tr>
<td>General messages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop, look, listen, live (+ variations)</td>
<td>1 %</td>
<td>1 %</td>
<td>1 %</td>
<td>2 %</td>
</tr>
</tbody>
</table>

**Base:** All (7-11 yrs) recalling any cinema advertising – Waves 3/4 (125/139)
Section C - Q6

What can you remember about the advertising at the cinema?

Two hedgehogs crossing the road, big elephant in a car comes and almost runs them over - 8 years

Hedgehogs at night - one with bandage on his nose - telling you to be safe by the road - 8 years

One of the hedgehogs said wear something bright so cars can see you – 7 years

Hedgehogs going across the road - going to the park - they had glow things on their backs – 7 years
KEY POINTS - Spontaneous TV / Cinema Road Safety Advertising Recall

Little change in spontaneous awareness of any advert on TV or cinema (small wave on wave increases for cinema) – TV stands at over 50%

Around half of those recalling road safety adverts (TV and cinema) are recalling Hedgehogs

Recall of Be Safe Be Seen increased significantly (TV and cinema) after Autumn and Christmas waves

November increase in message outtake from Be Safe Be Seen (TV) has been maintained
3 - Section C/D - Prompted TV / Cinema
Road Safety Advertising Recall
Section D - Q1

Have you seen this advertisement before?

- When it’s not light, wear something bright.
- Put it on your left, put it on your right.
- Get seen by traffic, morning and night.
- Stop, look, listen, live.

Prompt card used (+ audio 🎧)
Have you seen this advertisement before?

- You know your own street
  - And everyone you meet
  - You know which dogs bark
  - The best way to the park

- It's your neighbourhood
  - That's where you feel good

- Though you know the road well
  - Still you never can tell
  - You've got to be wise
  - You could be surprised

- On the roads near home
  - Stop. Think. Then Go.
  - 00-00 00-00 00-00 00-00

*Prompt card used (+ audio 🎧)*
Have you seen either of these advertisements before?

More than eight in ten aware when prompted – awareness of Be Safe Be Seen grows

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Have you seen any of these adverts on television / at the cinema?

**Significant increase in cinema awareness after Christmas**

**Diagram:**

- **Prompted - TV:**
  - Wave 1 - Jul '06: 78
  - Wave 2 - Sep '06: 78
  - Wave 3 - Nov '06: 77
  - Wave 4 - Jan '07: 78

- **Prompted - Cinema:**
  - Wave 1 - Jul '06: 29
  - Wave 2 - Sep '06: 31
  - Wave 3 - Nov '06: 31
  - Wave 4 - Jan '07: 25

- **Spontaneous - TV:**
  - Wave 1 - Jul '06: 18
  - Wave 2 - Sep '06: 21
  - Wave 3 - Nov '06: 20
  - Wave 4 - Jan '07: 6

- **Spontaneous - Cinema:**
  - Wave 1 - Jul '06: 3
  - Wave 2 - Sep '06: 5
  - Wave 3 - Nov '06: 4
  - Wave 4 - Jan '07: 6

**Base:** Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Can you remember what the message on the screen at the end of the advert was?

Three quarters of those aware could volunteer a message

Just under half were correct or close

Stop, look, listen, live (close)

Stop, look, listen, live (correctly)

Think! / Think when crossing road

Be careful / Pay attention / Look crossing / Cross safe

Be seen at night / wear reflectors / Be safe be seen

Look / both ways before you cross / Look both ways

Stop, think then go

Base: Seen advertising (7-11 yrs) - Waves 3/4 (777/800)
What do you think this advert (Be Safe Be Seen) was trying to tell you?

Significant increase in correct, specific message attribution

Message outtake from Be Safe Be Seen

<table>
<thead>
<tr>
<th>Any message</th>
<th>1-Jul '06</th>
<th>2-Sep '06</th>
<th>3-Nov '06</th>
<th>4-Jan '07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wear reflective stickers / clothes / to make sure you’re seen</td>
<td>39%</td>
<td>38%</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>Be careful / Pay attention / Look / both ways when crossing</td>
<td>31%</td>
<td>30%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Be seen / Be seen at night</td>
<td>8%</td>
<td>8%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Stop, look, listen, live (or similar)</td>
<td>11%</td>
<td>11%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Be extra careful crossing at night / Don’t go out alone</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Cross when safe / Think before you cross</td>
<td>5%</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>‘When it’s not light wear something bright’</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Road safety</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>7%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: All aware of BSBS advert (7-11 yrs) - Waves 3/4 (723/749)
What do you think this advert (Be Safe Be Seen) was trying to tell you?

“When you are in the dark wear things that glow” – 7 years

“If it’s dark don’t wear dark stuff because if you do no one can see you, wear bright stuff when it’s dark” – 10 years

“Put lots of reflective things on so people can see you, you need to walk on the pavement and put it everywhere on your left and your right” – 10 years

“If it is night time and riding your bike if you don’t wear a light jacket you won’t be seen” – 10 years
What do you think this advert (Know the Road) was trying to tell you?

*More general outtake than for Be Safe Be Seen*

<table>
<thead>
<tr>
<th>Message outtake from Know the Road</th>
<th>1-Jul '06</th>
<th>2-Sep '06</th>
<th>3-Nov '06</th>
<th>4-Jan '07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any message</td>
<td>90%</td>
<td>86%</td>
<td>85%</td>
<td>84%</td>
</tr>
<tr>
<td>Be careful / Pay attention / Look when crossing</td>
<td>45%</td>
<td>48%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Though you know the roads you may still be surprised</td>
<td>13%</td>
<td>13%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Stop, look, listen, live (or similar)</td>
<td>18%</td>
<td>16%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Use crossing</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Watch out / Be alert for cars</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Be seen / Be seen at night</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>On roads near home, stop think then go</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Think on the roads / before crossing</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Listen</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t play on the road</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
<td>12%</td>
<td>7%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Base: All aware of KTR advert (7-11 yrs) - Waves 3/4 (674/688)
When you can’t see or hear traffic you’ll cross the road and your parents will grab you, then you’ll go to a zebra crossing then cross the road - 9 years

You know where you live but you don't know what’s going to happen on the road - 9 years

When you go to the park be aware of what’s on the road whilst going there and back, don’t mess around near the road – 9 years

If you know where you are going you could be surprised or there still may be fast cars - 10 years
Here are some words or phrases people have used to describe the adverts … would you use it to describe the adverts?

**Reaction to Hedgehogs remains positive**

- Colourful / Bright 96%
- Easy to understand 95%
- Think again about being careful 95%
- Fun to watch 91%
- It could happen to me 87%
- Aimed at people my age 87%
- Aimed at younger children 81%
- Something new / surprising 57%
- Aimed at older people 51%
- Boring 12%

*Base: All seen ads on TV / cinema (7-11 yrs) - Waves 3/4 (777/800)*
Section D – Q11

Have you seen any of these posters / leaflets to do with Hedgehogs?

Prompt card used at Waves 3 & 4
Section D – Q11

Have you seen any of these posters / leaflets to do with Hedgehogs?

Two thirds seen **any** of these other forms of media

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Where else would you like to see the Hedgehogs?

- On football strips – 7 years
- A bag with them on it for our gym shoes – 7 years
- Sign on the road by a zebra crossing or a dangerous place – 9 years
- At McDonald’s and places where we hang out up town centre, shops – 9 years
- On pens pencil rubbers & rulers – 9 years
- On some games for Playstation, or on video games – 10 years
Which of these words would you use to describe the Hedgehogs?

Reaction to Hedgehogs remains positive, especially amongst girls

Friendly 51%  Fun 50%
Cute 39%     Clever 35%
Younger 28%
Interesting 25%
Just right 24%
Humorous 22%
Stupid 4%
Boring 2%

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Which of these symbols do you recognise?

Prompt card used
Which of these symbols do you recognise?

Prompted awareness of Think! Logo falling wave on wave

10-11 year olds / Boys

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Section C - Q2

What do you associate with this logo, what does it mean to you?

SHOW CARD C2

Prompt card used
What do you associate with this logo, what does it mean to you?

*Rise in drink driving association after Xmas*

<table>
<thead>
<tr>
<th>Think! logo associations (%)</th>
<th>Wave</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-Jul '06</td>
</tr>
<tr>
<td>Think before / when crossing</td>
<td>50</td>
</tr>
<tr>
<td>Road safety / Road accidents</td>
<td>15</td>
</tr>
<tr>
<td>Be careful / pay attention when crossing</td>
<td>10</td>
</tr>
<tr>
<td>Look before crossing / Look both ways / Stop, look, listen</td>
<td>9</td>
</tr>
<tr>
<td>Think (generally)</td>
<td>5</td>
</tr>
<tr>
<td>Drink Driving</td>
<td>5</td>
</tr>
<tr>
<td><em>Hedgehog advert</em></td>
<td>3</td>
</tr>
<tr>
<td>Speeding / Slow down</td>
<td>3</td>
</tr>
<tr>
<td>Think when driving</td>
<td>3</td>
</tr>
<tr>
<td>Cycle safety</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

*Base: Recognise Think! logo (7-11 yrs) - Waves 3/4 (532/470)*
What do you associate with this logo, what does it mean to you?

Think when crossing the road - wait for the green man. Think about what I am doing - 10 years

Associated with crossing means look very well before crossing - 7 years

Don't drink before you drive. Don't go over 30 mph - 9 years

Hedgehog advert for road safety stop look listen - 10 years
... seen any advertising ... about crossing the road safely through any of the following?

Posters at school the most widely recognised other media

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
KEY POINTS - Prompted TV / Cinema Road Safety Advertising Recall (1)

- Overall prompted recall is high (mainly TV), but significant increases seen in cinema recall.
- Three quarters of those aware could volunteer a message on screen at the end of the advert, and just under half recalled correctly or close.
- Most remembered what the adverts were telling them, with significant increases in Be Safe Be Seen specific recall.
KEY POINTS - Prompted TV / Cinema
Road Safety Advertising Recall (2)

- Reaction to Hedgehogs is still positive with positive words and statements chosen (especially by girls)

- Two thirds are aware of any of the other Hedgehogs related media (posters, leaflets, books)

- Half are aware of the Think! Logo, falling wave on wave, and four in ten associate it with road safety, with a rise in drink drive associations after Xmas
4 - Section C/D - Website
Road Safety Advertising Recall
Section C - Q7

Have you seen any advertising on a website in the last couple of months about crossing the road safely?

Spontaneous website recall of any advert falling

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
What can you remember about the advertising on a website?

Hedgehogs recall on web increasing since Christmas

Base: All (7-11 yrs) recalling any website advertising – Waves 3/4 (54/44)
What can you remember about the advertising on a website?

A pop up of hedgehogs, win a bike - 9 years

A game, you can put everything dark, you have to put on the lights, the hedgehogs are there –7 years

It had something to do with knowing your neighbourhood but even if you know it well you could still be hurt - 8 years

The Think logo, look before you cross - 10 years

It had games on it - www.roadlines.com - 8 years
Have you seen any of these adverts on a website?

Prompt card used
Have you seen any of these (Hedgehogs) adverts on a website?

On average, 7% were prompted aware of Hedgehogs adverts

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Section D – Q9

Have you ever visited the hedgehogs website as shown here?

Prompt card used
Have you ever visited the hedgehogs website as shown here?

Gradual increase in those visiting after seeing adverts

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Base: Seen ads (7-11 yrs) - Waves 3/4 (54/44)
Film / TV websites favoured by a quarter of 7-11s

Specific websites named by >1%:
- CBBC: 10%
- Google: 6%
- Miniclip: 5%
- Piczo: 4%
- Disney: 3%
- BBC: 2%
- Cartoon Network: 2%
- MSN: 2%
- Tracy Beaker: 2%
- Runescape: 2%
- Stardoll: 2%
- Bratz: 2%
- WWE: 2%
- Habbo Hotel: 2%

Base: Go online (7-11 yrs) – ChildWise Monitor 2006/07 (419)
KEY POINTS - Website

Road Safety Advertising Recall

- Spontaneous website awareness (for any road safety adverts on the web) falling wave on wave
- Hedgehogs the main advert recalled, by just under half, increasing significantly since Christmas
- Hedgehogs pop-up adverts seen by 7% on average over the course of the research
- Proportion visiting the Hedgehogs site falling slightly, but proportion of those who saw the adverts then visited increasing
5 - Section B - Road Safety Opinions and Behaviour

Section F - Personal Involvement in Road Accidents
... what do you think are the main dangers affecting children the same age as you? (Spontaneous)

Accidents on the road remain the main perceived danger

<table>
<thead>
<tr>
<th>Dangers (%)</th>
<th>Wave 1 Jul '06</th>
<th>Wave 2 Sep '06</th>
<th>Wave 3 Nov '06</th>
<th>Wave 4 Jan '07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accidents on the road</td>
<td>50 ▼</td>
<td>44</td>
<td>40</td>
<td>42</td>
</tr>
<tr>
<td>Bullying</td>
<td>35 ▼</td>
<td>30</td>
<td>31</td>
<td>30</td>
</tr>
<tr>
<td>Abduction</td>
<td>22 ▼</td>
<td>14</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Drugs</td>
<td>11</td>
<td>10</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Fighting</td>
<td>14 ▼</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Illness</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>▲ 10</td>
</tr>
<tr>
<td>Something happening to parents</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Theft / Mugging</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Smoking</td>
<td>6</td>
<td>6</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Accidents in the home</td>
<td>9</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Accidents playing sport</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Alcohol</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Something happening to friends</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Sex crimes</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>7</td>
<td>8</td>
<td>5</td>
</tr>
</tbody>
</table>

Higher amongst those who saw the adverts

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
... Please tell me how likely you think (this statement) is to happen to someone the same age as you?

**Continued fall in proportion thinking that pedestrian / bike accident scenarios are likely**

<table>
<thead>
<tr>
<th>Statements</th>
<th>Wave 1 (Jul '06)</th>
<th>Wave 2 (Sep '06)</th>
<th>Wave 3 (Nov '06)</th>
<th>Wave 4 (Jan '07)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have an argument with their mother / father</td>
<td>71</td>
<td>69</td>
<td>70</td>
<td>68</td>
</tr>
<tr>
<td>Be bullied at school</td>
<td>71</td>
<td>67</td>
<td>64</td>
<td>63</td>
</tr>
<tr>
<td>Be hit by a car / vehicle whilst on foot / walking</td>
<td>48 (↓)</td>
<td>43 (↓)</td>
<td>44 (↓)</td>
<td>41 (↓)</td>
</tr>
<tr>
<td>Have their mobile phone stolen</td>
<td>40 (↓)</td>
<td>34 (↓)</td>
<td>38 (↓)</td>
<td>37 (↓)</td>
</tr>
<tr>
<td>Be involved in a car accident whilst riding a bike</td>
<td>47 (↓)</td>
<td>41 (↓)</td>
<td>39 (↓)</td>
<td>36 (↓)</td>
</tr>
<tr>
<td>Be involved in a car accident whilst in a car</td>
<td>34 (↓)</td>
<td>29 (↓)</td>
<td>27</td>
<td>29</td>
</tr>
</tbody>
</table>

**Base:** Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Be hit by a car / motor vehicle whilst on foot / walking

**Perceived most likely accident scenario**

<table>
<thead>
<tr>
<th>Wave</th>
<th>Very likely</th>
<th>Quite likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 Jul '06</td>
<td>13</td>
<td>35</td>
<td>-36</td>
<td>-12</td>
</tr>
<tr>
<td>Wave 2 Sep '06</td>
<td>10</td>
<td>33</td>
<td>-35</td>
<td>-18</td>
</tr>
<tr>
<td>Wave 3 Nov '06</td>
<td>13</td>
<td>31</td>
<td>-32</td>
<td>-19</td>
</tr>
<tr>
<td>Wave 4 Jan '07</td>
<td>9</td>
<td>32</td>
<td>-33</td>
<td>-21</td>
</tr>
</tbody>
</table>

Mean: 2.49 2.37 2.42 2.37

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Be involved in a car accident whilst riding a bike

Downward trend for accidents whilst riding a bike

<table>
<thead>
<tr>
<th>Wave</th>
<th>Very likely</th>
<th>Quite likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 Jul '06</td>
<td>38</td>
<td>2.45</td>
<td>-31</td>
<td>-15</td>
</tr>
<tr>
<td>Wave 2 Sep '06</td>
<td>34</td>
<td>2.32</td>
<td>-34</td>
<td>-19</td>
</tr>
<tr>
<td>Wave 3 Nov '06</td>
<td>29</td>
<td>2.3</td>
<td>-35</td>
<td>-21</td>
</tr>
<tr>
<td>Wave 4 Jan '07</td>
<td>31</td>
<td>2.18</td>
<td>-32</td>
<td>-24</td>
</tr>
</tbody>
</table>

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Be involved in a car accident whilst travelling in a car

Perceived least likely accident scenario

<table>
<thead>
<tr>
<th>Wave</th>
<th>Very likely</th>
<th>Quite likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>27</td>
<td>22</td>
<td>24</td>
<td>7</td>
</tr>
<tr>
<td>Wave 2</td>
<td>5</td>
<td>5</td>
<td>22</td>
<td>5</td>
</tr>
<tr>
<td>Wave 3</td>
<td>5</td>
<td>5</td>
<td>22</td>
<td>5</td>
</tr>
<tr>
<td>Wave 4</td>
<td>25</td>
<td>25</td>
<td>22</td>
<td>5</td>
</tr>
</tbody>
</table>

Mean values:
- Wave 1: 2.23
- Wave 2: 2.1
- Wave 3: 2.04
- Wave 4: 2.07

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Section B - Q2

... Please tell me how likely you think (this statement) is to happen to someone the same age as you?

Some limited correlation between advert awareness perception

<table>
<thead>
<tr>
<th>Statements related to road accidents (% = very / quite likely)</th>
<th>AWARE OF ADVERTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wave 1</td>
</tr>
<tr>
<td></td>
<td>Jul '06</td>
</tr>
<tr>
<td>Be hit by a car / vehicle whilst on foot / walking</td>
<td>47</td>
</tr>
<tr>
<td>Be involved in car accident whilst riding a bike</td>
<td>47</td>
</tr>
<tr>
<td>Be involved in a car accident whilst in a car</td>
<td>33</td>
</tr>
</tbody>
</table>

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
... which of these things do you worry about most when you are crossing the road or cycling on the road?

**Main worries relate to drivers, not children themselves**

<table>
<thead>
<tr>
<th>Road safety worries (%)</th>
<th>Wave 1 Jul '06</th>
<th>Wave 2 Sep '06</th>
<th>Wave 3 Nov '06</th>
<th>Wave 4 Jan '07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drivers going too fast</td>
<td>65 ▼</td>
<td>59 ▼</td>
<td>56 ▲</td>
<td>61 ▲</td>
</tr>
<tr>
<td>Drunk drivers</td>
<td>37</td>
<td>35</td>
<td>38</td>
<td>39</td>
</tr>
<tr>
<td>Not being seen by drivers</td>
<td>41</td>
<td>37</td>
<td>37</td>
<td>38</td>
</tr>
<tr>
<td>Drivers not looking where they are going</td>
<td>40</td>
<td>39 ▼</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>Forgetting to look when crossing</td>
<td>32</td>
<td>31</td>
<td>32</td>
<td>31</td>
</tr>
<tr>
<td>Being pushed into the road</td>
<td>35 ▼</td>
<td>27 ▼</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>Drivers going through red lights</td>
<td>26</td>
<td>26</td>
<td>22 ▲</td>
<td>27</td>
</tr>
<tr>
<td>Being distracted by your friends</td>
<td>24</td>
<td>24</td>
<td>22 ▲</td>
<td>26</td>
</tr>
<tr>
<td>Drivers getting too close to cyclists</td>
<td>23</td>
<td>20</td>
<td>19 ▼</td>
<td>15</td>
</tr>
<tr>
<td>Uneven roads when cycling</td>
<td>10</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Those ad aware more likely to mention any dangers

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
How often do you do these sorts of things?

**Slow decline in those claiming to play in the street**

<table>
<thead>
<tr>
<th>(%=always + very often)</th>
<th>WAVE %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Girls and younger children generally better</strong></td>
<td><strong>Boys and older children generally worse</strong></td>
</tr>
<tr>
<td>Take care crossing the road</td>
<td>83</td>
</tr>
<tr>
<td>Look both ways before crossing the road</td>
<td>83</td>
</tr>
<tr>
<td>Play or mess around in the street</td>
<td>20</td>
</tr>
<tr>
<td>Get distracted by friends when crossing</td>
<td>7</td>
</tr>
<tr>
<td>Cross lights without waiting for green man</td>
<td>9</td>
</tr>
<tr>
<td>Step into the road without looking</td>
<td>5</td>
</tr>
<tr>
<td>Cross near / between parked cars / buses</td>
<td>6</td>
</tr>
<tr>
<td>Cross where you can’t see cars coming</td>
<td>6</td>
</tr>
<tr>
<td>Cross the road whilst texting on a mobile</td>
<td>1</td>
</tr>
<tr>
<td>Cross road whilst listening to something</td>
<td>3</td>
</tr>
<tr>
<td>Cross the road whilst talking on a mobile</td>
<td>1</td>
</tr>
</tbody>
</table>

**Base**: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Section B – Q5

What is the most useful thing your parents, teachers or friends have told you about staying safe on the roads?

Main advice is to look both ways, or to stop look and listen.

- Look both ways: 58%
- Stop look listen: 39%
- Take care / be careful: 17%
- Don’t run across the road: 15%
- Cross at crossing / lollipop: 14%
- Don’t mess around on the road: 13%
- Cross when safe / clear: 11%
- Cross with adult: 10%
- Don’t cross between cars: 9%
- Listen: 7%
- Wait at kerb: 6%

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Have you / Do you know anyone else your age who has ever been involved in any kind of accident on the road?

**Personal involvement dropping off at the latest wave**

<table>
<thead>
<tr>
<th>Wave 1 - Jul '06</th>
<th>Wave 2 - Sep '06</th>
<th>Wave 3 - Nov '06</th>
<th>Wave 4 - Jan '07</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>9</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>30</td>
<td>25</td>
<td>25</td>
<td>23</td>
</tr>
</tbody>
</table>

10-11 year olds

Boys

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
KEY POINTS - Road Safety Opinions and Behaviour (1)

- Accidents on road perceived as main danger spontaneously, especially amongst those who have seen Hedgehogs advertising.

- Continued fall in perceived likelihood of being in a road accident on foot / on bike, with perception tending to be higher amongst those aware of Hedgehogs advertising.

- Main road worries revolve around driver centric issues, and those aware of Hedgehogs were more likely to mention any issues.
KEY POINTS - Road Safety Opinions and Behaviour (2)

- Claimed road behaviour is generally good, but worse for boys and older children, decline in those claiming to play in street

- Slow fall in the proportion involved in or knowing someone involved in road accidents (involvement is still higher amongst boys and older children)

- Most common pieces of road safety advice given are to look both ways or to stop look and listen
What three things are you most concerned about when considering your child’s safety?

Road safety the main concern for parents of 7-11 year olds

Accidents on the road 59%
Bullying 52%
Abduction 37%
Drugs 34%
Illness 32%

Accidents in the home 11%
Smoking 9%
Theft / Mugging 8%
Alcohol 8%
Fighting 6%
Accidents playing sport 5%

Base: Total sample (Parents) - Waves 3/4 (991/1000)
Section G – Q2

How old do you think a child needs to be before they are responsible enough to do the following things?

Being responsible for self begins at around 10 years old, for others at around 11 years old

Mean Age

- Take siblings to school
- Cycle in the road
- Cycle in the park
- Walk to the park
- Walk to school

Base: Total sample (Parents) - Waves 3/4 (991/1000)
Were you aware of Hedgehogs / Distractions before today?

Awareness of Hedgehogs amongst parents is steady

Base: Total sample (Parents) - Waves 3/4 (991/1000)
How would you rate the Hedgehogs road safety campaign overall (improvement to children’s road safety behaviour)?

Almost all parents thought it would make a difference
Have you seen any of these Hedgehogs related posters / leaflets / books?

Three fifths seen any of these other forms of media

Base: Total sample (Parents) - Waves 3/4 (991/1000)
Which statement best describes the way you educate your child about road safety matters?

**Empowering**
I try to spend plenty of time informing and educating my child so they understand why they should or shouldn’t do things.

**Protective**
I try to protect my child by keeping them where I can see them, and prefer not to allow them out without adult supervision.

**Controlling**
I try to keep my child under close control when out, to make sure they do the right things.

**Passive**
I try to allow my child the freedom to discover things for themselves, and don’t generally spend a lot of time giving them advice.
Which statement best describes the way you educate your child about road safety matters?

Half fit the empowering parenting style (protective up)

Wave 1  Wave 2  Wave 3  Wave 4
Jul '06  Sep '06  Nov '06  Jan '07

Base: Total sample (Parents) - Waves 3/4 (991/1000)
Section G - Q6

Which statement best describes the way you educate your child about road safety matters?

Empowering Parents (45%)
- Started walking to school earlier than other parents
- Most likely to be aware of the Hedgehogs campaign

Protective Parents (23%)
- More likely to think parents are responsible for road safety teaching
- Thought children would have to be older to go to school or cycle

Controlling Parents (25%)
- No different to parents in general

Passive Parents (3%)
- Less likely to think parents are responsible for road safety teaching
- More likely to say other family members or friends should be
- Though children could go to school or cycle younger
KEY POINTS - Parental Information

Parents’ main concern for their children’s safety remains accidents on the road.

Parents feel a child of 10 could be responsible for themselves, but they would need to be 11 to be responsible for siblings.

Awareness of Hedgehogs is steady at around three quarters of parents aware, and almost all thought it would make a difference.

About six in ten have seen any of the other Hedgehogs media (posters, books, leaflets).

About half claim to fit the empowering parenting style, although the protective proportion increased.
Conclusions - Advertising awareness

Spontaneous / prompted Hedgehogs recall at a TOTAL level

Cinema advertising awareness increasing at the latest wave

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Conclusions - Advertising awareness

Spontaneous Hedgehogs recall at an AWARE OF ANY ADS level

Website recall back up after a drop last wave

Base: Total sample (7-11 yrs) – AWARE OF ANY ADVERTISING
Conclusions - Advertising awareness

Overall Hedgehog campaign recall

Eight in ten aware of Hedgehogs on any media

Base: Total sample (7-11 yrs) - Waves 3/4 (991/1000)
Conclusions - Advertising awareness

Hedgehogs advertising awareness by socio-economic group

Children from the highest socio-economic group are more aware of the Hedgehogs advertising.
Conclusions

• Young children are aware of the dangers on the roads, and most parents try to help their children by providing road safety guidelines or exerting control
  – 7-11 year olds are aware of the dangers of road accidents, with more than four in ten perceiving accidents on the road as a danger to them, either spontaneously or when prompted
  – children remain more likely to be worried about the actions of drivers, rather than worried about their own behaviour as pedestrians / cyclists on the road
  – half of parents believe they fit an empowering style of parenting when it comes to teaching children about road safety, spending time informing their child so they can make their own decisions
  – there is evidence that the Hedgehog advertising campaign has helped to increase awareness of road safety issues amongst children
Conclusions

• **Road safety behaviour remains generally good**
  
  – young children’s behaviour on the road remains generally good, although almost one in eight admit to playing or messing around in the street, plus low level increase in texting on mobile phone
  
  – the behaviour of younger children (7-9 year olds) is generally better than older children (10-11 year olds), and girls’ behaviour is generally better than boys’ behaviour
  
  – with measurements spanning less than a year within a long-standing campaign, there is limited evidence so far on the possible influence that the Hedgehogs advertising may have had on road behaviour, although those aware of the advertising were more likely to display the two positive aspects of claimed road behaviour at each wave
  
  – but there is evidence for short term recall of specific campaign detail
Conclusions

- **Hedgehogs remains the most top-of-mind road safety advertising on any media**
  - spontaneously, the Hedgehogs campaign remains top of mind on TV and cinema. TV awareness has held, but awareness at the cinema has increased as has awareness on the Internet
  - prompted recall of the Hedgehogs campaign remains very high
  - almost all could volunteer a message that they remembered from either advert, with just under half of those who had seen able to recall the on screen message
  - children are still very positive about the campaign and about the Hedgehogs specifically. Only a handful find the advertising boring, or would use the words boring or stupid to describe the Hedgehogs
  - there appears to be little wearout in the advertising as yet, but this can be monitored over time
Conclusions

• The Autumn / Winter advertising bursts maintain overall awareness whilst delivering a different message

  – Be Safe Be Seen has become more top-of-mind, spontaneous recall has increased significantly this wave, both on TV and at the cinema, at the expense of top-of-mind Know the Road recall, but less so than at previous waves

  – spontaneous outtake from Be Safe Be Seen remains focussed on the message of wear reflectors / reflective clothing / stickers, increasing since the last wave

  – prompted recall of Be Safe Be Seen is significantly higher than that of Know the Road at the current wave, higher across all waves

  – message recall from those prompted aware of Be Safe Be Seen has become richer and less general
• **Hedgehogs campaign continues to be well recalled and received amongst its target audience**
  - TV awareness may be near saturation point, but cinema awareness has grown
  - campaign needed to educate each new intake of children

• **Focussing on season specific advertising works well**
  - awareness of Be Safe Be Seen is up
  - message comes across well compared to the less definite Know the Road message
  - findings underline short-term nature of children’s detailed recall

• **Monitor Hedgehogs campaign for wearout**
  - a wave in July 2007 would give year on year results
Project Franklin III / IV – 5624/8

Children’s Road Safety Advertising Tracking

Presentation of Results – Waves 3 and 4

March 8th 2007