Project Grover – 6034

Children’s Road Safety Advertising Tracking

Tales of the Road

Extra Analysis – June 2009
Spontaneous awareness peaks amongst 9-10 year olds as does prompted awareness of the adverts separately.

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

Base: Total sample answering (6-11s) - Wave 1 (1015)
Spontaneous awareness of ToTR a little higher for older C2DEs but prompted awareness fluctuates.

Graph showing the percentage of awareness of ToTR by age and SEG, with lines indicating BC1 and C2DE for both spontaneous and prompted awareness. The graph highlights the percentage awareness for each age group (6-11 years) and shows fluctuations for prompted awareness.

Base: Total sample answering (6-11s) - Wave 1 (1015)
Message comprehension peaks amongst 9-10 year olds

**Graph Description:**
- The graph illustrates the comprehension rates of two endlines: Stop look ... and Be bright ...
- Data is shown for each age group (6-11 years) and two waves (3/4 and 1).
- The x-axis represents the child's age, and the y-axis represents the percentage comprehension.
- The graph highlights that 9-10 year olds have the highest comprehension rates.

**Base Information:**
- Total sample (7-11 yrs) - Waves 3/4 (991/1000)
- Total sample answering (6-11s) - Wave 1 (1015)
Recall of Be bright … endline much better for older BC1 children
Little difference by SEG for Stop look … endline

Child’s age

Base : Total sample answering (6-11s) - Wave 1 (1015)
Message outtake for *Stop look … better in general for BC1s*  
*Be bright … message outtake fluctuates more*

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

**Diagram:**
- BC1 - Be bright … - message
- BC1 - Stop look … - message
- C2DE - Be bright … - message
- C2DE - Stop look … - message

**Graph:**
- % vs. Child’s age

**Base:** Total sample answering (6-11s) - Wave 1 (1015)
Children from 8 upwards feel Be Bright … is for older children and until age 9 they feel it is less for their age group.
The Boy ... doesn’t stick out from the crowd for older children, but more likely to make younger children think again.
Opinions change between age 8 and 9
At age 8 scary and stupid peak, whilst fun and cute bottom out
Then serious, interesting, real and clever have peaks at age 9

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

Base: Total sample answering (6-11s) - Wave 1 (1015)
Parents become less protective / more empowering as child grows
No significant differences by SEG

Parenting style concerning road safety matters

Base: Total parents answering - Wave 1 (977)