



# Seatbelt campaign

Street research

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# Contents

<b>1</b>	<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
	1.1 Key findings.....	1
	1.2 Recommendations.....	1
<b>2</b>	<b>INTRODUCTION.....</b>	<b>2</b>
<b>3</b>	<b>OBJECTIVES .....</b>	<b>2</b>
<b>4</b>	<b>METHODOLOGY.....</b>	<b>3</b>
	4.1 Limitations .....	3
<b>5</b>	<b>MAIN RESEARCH FINDINGS.....</b>	<b>4</b>
	5.1 Awareness of campaign .....	4
	5.2 Perception of campaign.....	6
<b>6</b>	<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>9</b>
	6.1 Conclusions.....	9
	6.2 Recommendations.....	9

## 1 Executive summary

The Safer Lancashire Group identified non-seatbelt wearing as a major safety issue in Lancashire and a campaign was developed by the Communications Service to target non-seatbelt wearers.

To test the effectiveness of the campaign, the Communications Service commissioned the Corporate Research and Intelligence Team to look at public awareness of the campaign.

Face-to-face interviews were conducted with 222 residents in the town centres of Burnley and Preston.

### 1.1 Key findings

- One in ten respondents recalled seeing the 'Like father...like son' campaign without prompting (10%). A fifth of respondents overall could recall seeing the campaign (20%).
- The response to the campaign images was largely positive, with respondents describing it as, among other things, effective, having a clear message and being a good idea.
- Around three fifths of respondents said they felt the campaign would change the behaviour of people who don't always wear a seatbelt (57%).
- Those that didn't feel the campaign would change people's behaviour gave the reasons that the campaign wasn't graphic enough, didn't show the consequences of not wearing a seatbelt and also that not wearing a seatbelt is an established habit which is difficult to change with a single campaign.

### 1.2 Recommendations

- The billboards used in Burnley and Preston appear to have been effective. The Communications Service should consider using these billboards for future campaigns if available. Adverts on buses also seemed to be effective.

## 2 Introduction

The Safer Lancashire Group identified non-seatbelt wearing as a major safety issue in Lancashire and a campaign was developed by the Communications Service to target non-seatbelt wearers. The purpose of the campaign was to help change attitudes towards wearing seatbelts within target groups which demonstrate a high incidence of non-seatbelt wearing.

The campaign focused on the areas of East Lancashire, Lancaster, West Lancashire, South Ribble and Preston and ran from 20 February 2012 for at least four weeks. Adverts were run on billboards, on buses and in football programmes as well as on the Safer Lancashire and Lancashire County Council websites. The campaign also received coverage on local radio stations and in local newspapers.

The objectives of the campaign were to raise awareness of the campaign among at least 10% of the population in the target areas by April 2012 and to encourage 25% of non-seatbelt wearers to consider changing their behaviour.

To test the effectiveness of the campaign, the Communications Service commissioned the Corporate Research and Intelligence Team to look at public awareness of the campaign.

## 3 Objectives

The objectives of the research project were to understand how effective the campaign has been, specifically:

1. if respondents are aware of the campaign;
2. where respondents have seen or heard the campaign; and
3. whether respondents believe the campaign will change the behaviour of someone who doesn't always wear a seatbelt.

## 4 Methodology

The research used face-to-face questionnaires to satisfy the objectives. Face-to-face questionnaires are effective for collecting statistical information. They also allow for probing and verification and will allow prompts to be used, ie the campaign image, so are ideally suited to this project.

The Corporate Research and Intelligence Team conducted the research in the town centres of Burnley and Preston and sought the views and experiences of 222 residents (117 in Burnley and 105 in Preston).

The campaign image used in the research shows a father and son in a car both wearing T-shirts with the slogan 'Like father...like son'. Neither are wearing seatbelts and the child is stood up on the front passenger seat. Text in the top left corner reads 'This is one bad habit you won't want them to copy' and in the bottom right reads 'Always wear your seatbelt'. The poster is branded with the Safer Lancashire logo.

The team ensured that a range of people were approached based on age, gender and ethnicity which broadly represented the demographics of the population of Lancashire. The questionnaires were designed to take up no more than 2-3 minutes of the respondent's time. The researchers asked the questions and recorded the responses.

The media campaign, 'Like father...like son', ran from 20 February for at least four weeks. The research was conducted over four sessions: one all-day session in Burnley on 14 March and three half-day sessions in Preston on 13, 15 and 16 March. Sessions were conducted during the week. It is recognised that this limited the research to residents available in the town centre during the week, which limited the number of full time workers able to participate. However, as the campaign is not specifically targeting full time workers, this should not affect the validity of the research.

### 4.1 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
25	20%	18%	12%
50	14%	13%	8%
100	10%	9%	6%
200	7%	6%	4%

On a question where 50% of the people in a sample of 100 respond with a particular answer, the chances are 95 out of 100 that the answer would be between 40% and 60% (ie +/- 10%), versus a complete coverage of the entire Lancashire population using the same procedure.

As there are only 222 responses, no robust demographic analysis can be applied. In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

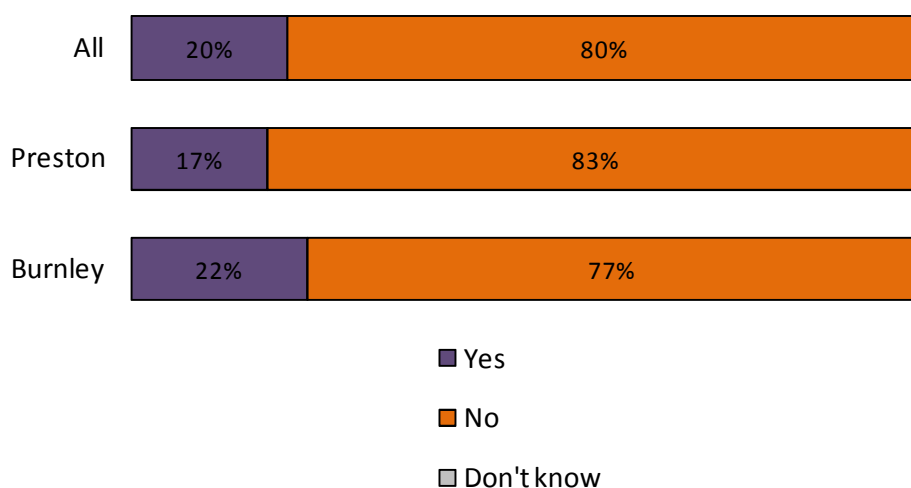
## 5 Main research findings

### 5.1 Awareness of campaign

Respondents were first asked if they had heard or seen anything recently about wearing seatbelts. This question was asked without the researchers referring to the 'Like father...like son' campaign. This was to test if respondents could recall the campaign without any prompting.

A fifth of respondents said they had heard or seen something recently about wearing a seatbelt (20%). Responses to later questions showed that what they had seen was not necessarily the Safer Lancashire campaign. However, 22 respondents (10%) did recall seeing the 'Like father...like son' campaign without prompting.

**Chart 1 - Have you heard or seen anything recently about wearing your seatbelt?**

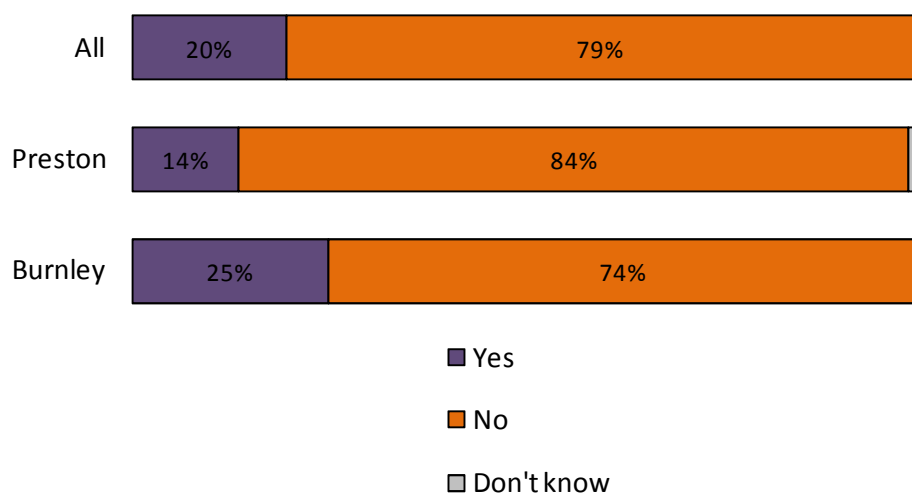


Base: All respondents 222

Respondents who had heard or seen something recently about wearing seatbelts were asked if they could recall where they had heard or seen it. The most common responses were on television (14 respondents) and on billboards (11 respondents). Three respondents in Burnley had seen something about wearing seatbelts on electronic road signs.

Respondents were then shown the campaign image and asked if they could recall seeing it. After being shown the prompt, a fifth of respondents could recall seeing the campaign (20%, including those who had recalled the campaign without prompting). The proportion of respondents who recalled seeing the campaign was higher in Burnley (25%) than in Preston (14%).

### Chart 2 - Have you seen this advert anywhere?



Base: All respondents 220

Respondents who had seen the image were asked if they could recall where they had heard or seen it. The most common responses were on billboards (20 respondents), on television (11 respondents) and on buses (6 respondents). The Communications Service are unaware of any television coverage that the campaign received, so the respondents who recalled seeing the advert on television may have been mistaken, although they were clear that they had seen the image.



## 5.2 Perception of campaign

Respondents were then given the opportunity to look over the campaign image and were asked what they thought of it. The majority of respondents were positive about the image.

Specific comments included:

*"Effective"*

*"Gets the message across"*

*"A good idea"*

*"Quite striking - if it had been where I had been I would have noticed it"*

*"Good, clear message"*

Several people made the point that they had seen people in the situation portrayed in the image, not wearing a seatbelt or with children standing on the seat.

*"I see a lot of people like that"*

Although the majority of people were positive about the image, a couple of negative responses were received:

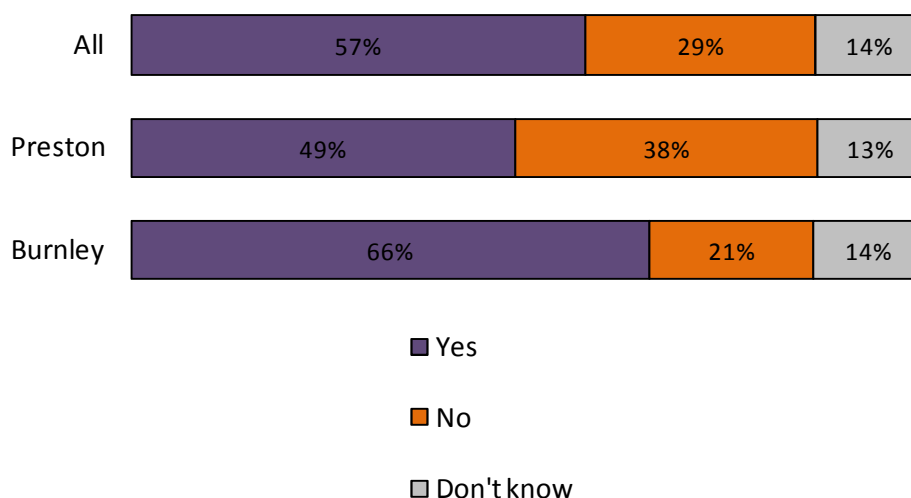
*"It doesn't say anything to me about seatbelts"*

*"Doesn't really get the message across"*

Finally, respondents were asked if they thought the campaign would make someone who doesn't always wear their seatbelt change their behaviour.

Around three fifths of respondents said that they thought the campaign would make someone who doesn't always wear their seatbelt change their behaviour (57%) while around one in three respondents said they thought it wouldn't (29%).

**Chart 3 - Do you think the campaign would make someone who doesn't always wear their seatbelt change their behaviour?**



Base: All respondents 221

Respondents were asked why they thought the campaign would or wouldn't make someone who doesn't always wear their seatbelt change their behaviour.

Common responses from those who thought the campaign would change someone's behaviour were that they thought it should do or they hoped it would. Several respondents felt that it would be most effective on people with children:

*"Good idea to use the kid"*

*"[It would work] particularly if you have children"*

One respondent in Preston had seen the image while in a car and was prompted by it to fasten her seatbelt:

*"I know it works - I was behind a bus with the advert on, didn't have my seatbelt on and it made me put it on"*

There were two main themes in the responses from those that said they didn't think the campaign would change the behaviour of someone who doesn't always wear their seatbelt. Many felt that the image wasn't graphic enough:

*" Not shocking enough – the shock factor works"*

*" Needs more graphic image - dad injured, kid crying"*

Many also felt that not wearing your seatbelt is a habit that is too well established to be altered by a single campaign:

*"If you haven't got the message by now you'll never get it"*

*"People who don't wear them now aren't going to suddenly wear them because of an advert"*

## 6 Conclusions and recommendations

### 6.1 Conclusions

- One in ten respondents recalled seeing the 'Like father...like son' campaign without prompting (10%). A fifth of respondents overall could recall seeing the campaign (20%).
- The response to the campaign images was largely positive, with respondents describing it as, among other things, effective, having a clear message and being a good idea.
- Around three fifths of respondents said they felt the campaign would change the behaviour of people who don't always wear a seatbelt (57%).
- Those that didn't feel the campaign would change people's behaviour gave the reasons that the campaign wasn't graphic enough, didn't show the consequences of not wearing a seatbelt and also that not wearing a seatbelt is an established habit which is difficult to change with a single campaign.

### 6.2 Recommendations

- The billboards used in Burnley and Preston appear to have been effective. The Communications Service should consider using these billboards for future campaigns if available. Adverts on buses also seemed to be effective.