



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

DRUG-IMPAIRED DRIVING CONCEPT TESTING

October 6, 2022

AGENDA

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Research Design

2

General Market Findings

3

Hispanic Market Findings

RESEARCH DESIGN



Purpose & Methodology

Purpose

Evaluate how well concepts communicate the message to avoid driving after using marijuana by promoting awareness of the enforcement consequences to males ages 18- to 34-years-old



Research Objectives

- 1. Evaluate concepts**
- 2. Identify most compelling elements**
- 3. Diagnose potential areas of improvement**
- 4. Measure the likelihood to influence behavior**



Methodology

Online Focus Groups (12 groups)

- 75-minute groups
- n=70 participants
 - n=46 General market
 - n=24 Hispanic market

QUALIFICATION CRITERIA

General Market:

- National audience
- Male
- Ages 18- to 34-years-old
- Licensed driver
- Drives more than 10 miles per week
- Has used marijuana or cannabis products in the past 30 days

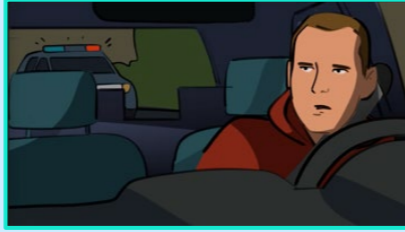
Additional criteria for Hispanic Market:

- Born outside of the United States
- Speaks Spanish most or all of the time
- Consumes media in Spanish at least half the time
- Knows of someone who has used marijuana or cannabis products in past 30 days

Concepts Tested & Discussion Flow

General Market

Hispanic Market

Concept L	What's the Difference? 	Concept L	Can't Hide It 
Concept M	Play by Play 	Concept M	I'm OK to Drive 
Concept O	I Can Tell 	Concept O	I Can Tell 
Concept P	In Wonderland 	Concept P	Mood 

Warm-Up/Initial Discussion

Evaluation of Individual Concepts

Assign Grade	Main Message	Effective Elements	Potential Improvements
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Comparison of Concepts

Memorable Elements	Content Reactions	Most Influential
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Wrap-Up and Close

NOTE: Order of concepts rotated between each online focus group.

GENERAL MARKET FINDINGS



Play by Play (Concept M)



Graded the
Concept A/B:

52%
(n=24)

Ability to Influence
Behavior Rank:

1st
(n=19)

Play by Play's relatable element of a casual conversation among smokers and concrete imagery of a driver getting a DUI makes it a strong concept with the best chance at influencing behavior.

Effective Elements

- Features a relatable situation for marijuana usage
- Law enforcement is present and provides an important element, but it is not the focal point of the entire concept
- Enforcement consequences are clearly shown and reinforce the severity of the situation
- It shows a better choice (of staying at home) after using marijuana
- Links judgement/consequences to driving after usage, not usage in general (potentially normalizing usage)

“It gave you information [about consequences] that we were looking for about it being the same DUI, *it doesn't matter whether it's drinking or smoking, it's the same penalty.* I thought that was very effective.”

– General market, Age 27- to 34-years-old

Play by Play (Concept M)



Graded the
Concept A/B:

52%
(n=24)

Ability to Influence
Behavior Rank:

1st
(n=19)

Though *Play by Play* delivers on relatability and communication of enforcement consequences, it could be improved upon with more concrete imagery of marijuana impairment and replacement of the field sobriety test as that is heavily associated with alcohol impairment.

Opportunities for Improvement

- Include a visual cue to show the driver is under the influence of marijuana
- Show the driver exhibiting more realistic effects of driving high
- Replace or remove the field sobriety test

“The last question asked if this ad, as it directly relates to driving high, was very effective. [I said] no. The way the [law enforcement officer] is trying to determine the driver was high... looks more like an alcohol test... the **only thing that gives a clue about the driver being tested for marijuana is the other guy smoking and saying, ‘he’s not a drinker.’**”

– General market, Age 18- to 26-years-old

I Can Tell (Concept O)



Graded the
Concept A/B:

54%
(n=25)

Ability to Influence
Behavior Rank:

2nd
(n=16)

I Can Tell's clear visuals of a driver having used marijuana and shifting to relatable imagery of interactions with friends, family and law enforcement who “can tell” the driver is impaired contributes to its effectiveness.

Effective Elements

- Opens with visuals of smoke in a vehicle and the driver seeing their red eyes in the rearview mirror
- Features relatable events (smoking before going to a BBQ/cookout)
- Uses social pressure—triggers an emotional response by showing disappointment from family members
- The repetition of “I can tell” plays on paranoia/fears that a person may feel after using marijuana

“I like [this concept] better because *it incorporates family. Sometimes in the back of your mind is ‘do my parents notice?’ And incorporating the fact that if your parents can notice, someone else can too.*”
– General market, Age 18- to 26-years-old

I Can Tell (Concept O)



Graded the
Concept A/B:

54%
(n=25)

Ability to Influence
Behavior Rank:

2nd
(n=16)

I Can Tell scores well because of how well the social shaming messaging resonates with participants, but its lack of consequences leaves viewers asking, “so what?”

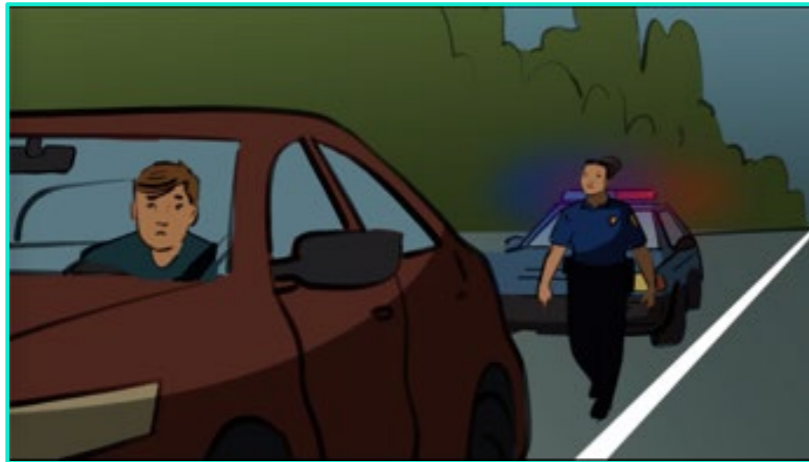
Opportunities for Improvement

- Make a stronger connection to driving under the influence of marijuana (rather than usage)
- Include examples of how others, especially law enforcement, are able to reliably tell that someone is high
- Use law enforcement to communicate risks and consequences beyond just saying, “I can tell”

“*[The ad] came across as judgmental, but in a corny way... There was **no context to lead you to that logical set of [enforcement] consequences. It didn't give you a clear picture.***”

– General market, Age 18- to 26-years-old

What's the Difference (Concept L)



Graded the
Concept A/B:

41%
(n=19)

Ability to Influence
Behavior Rank:

3rd
(n=16)

What's the Difference portrays a simple and relatable scenario of being stopped by police while the “slow motion” effectively communicates the stress of the driver as law enforcement draws nearer.

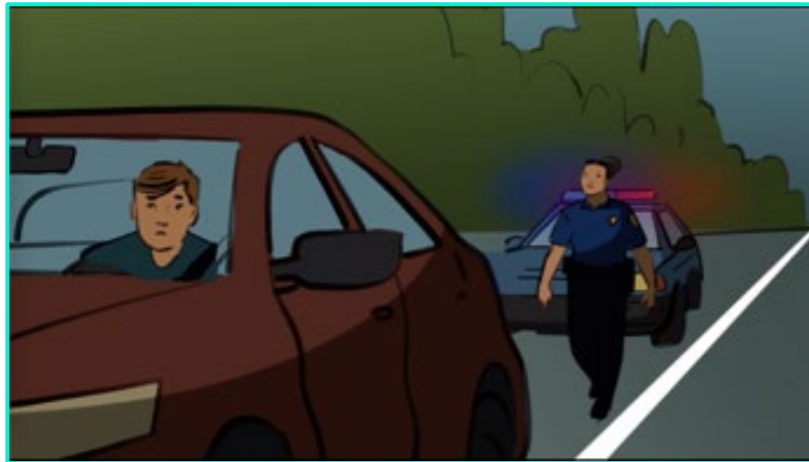
Effective Elements

- Scenario is relatable—it puts the viewer in the moment of being pulled over and one can feel the stress of the driver
- Clear focus on impaired driving
- Opening sequence shows red “high eyes” in the rearview mirror
- Law enforcement is a credible source of information—officer communicates that there is no difference between being high or being drunk while driving
- “Drive high, get a DUI” is catchy/memorable

“*This is one of the few ads I've seen that emphasize the message [with marijuana], you're **driving under the influence as well and you could be arrested for that too.***”
– General market, Age 18- to 26-years-old

”

What's the Difference (Concept L)



Graded the
Concept A/B:

41%
(n=19)

Ability to Influence
Behavior Rank:

3rd
(n=16)

What's the Difference is a bit confusing and overly dramatic for many viewers. The opportunity to educate about the effects of marijuana on driving is overshadowed by its very slow pacing.

Opportunities for Improvement

- Shorten the officer's walk up and use the added time to educate the driver
- Include clear imagery of the driver having used marijuana
- Provide examples of how marijuana reduces reaction time and impairs decision-making ability with statistics to backup the examples
- Close with an arrest to emphasize the severity of enforcement consequences

“Technically, the *guy is supposed to be high. We don't really know that, and everything is just [in] slow motion.* It takes [law enforcement] forever to get to him and just tell him that driving under the influence of marijuana is the same as driving drunk.”
– General market, Age 18- to 26-years-old

”

In Wonderland (Concept P)



Graded the
Concept A/B:

46%
(n=21)

Ability to Influence
Behavior Rank:

4th
(n=1)

In Wonderland draws viewers in with its unique format and reference to “Alice in Wonderland.” The concept portrays a relatable scenario of wanting to get snacks after using marijuana, which further adds to the entertainment value.

Effective Elements

- Features a relatable situation of getting the munchies and wanting to get snacks after using marijuana
- Artistic and creative approach is entertaining
- Visuals are interesting and engaging
- Mentions consequences of loss of license and being sent to jail

“I think it’s definitely relatable to *people who consume marijuana products... there’s always a point where [you crave] snacks and things like that, so someone needs to go get them... I think most marijuana users can relate right away.*”

– General market, Age 27- to 34-years-old

In Wonderland (Concept P)



Graded the
Concept A/B:

46%
(n=21)

Ability to Influence
Behavior Rank:

4th
(n=1)

In Wonderland's humorous nature and unrealistic portrayal of marijuana use make it the least influential concept in changing behavior. The concept's portrayal of the effects of marijuana on users diminishes its credibility.

Opportunities for Improvement

- Make the behavior and experiences while high on marijuana more realistic
- Ensure the tone is more serious than silly, especially if the "Alice in Wonderland" imagery and references will continue to be used

“It's not *an accurate representation of what it's like to be high on marijuana*. That was almost [portraying] a psychedelic visual or something... people might watch the ad and [drive impaired] because that's not what being high is like.”

– General market, Age 27- to 34-years-old

MEMORABLE ELEMENTS

Overall Memorable Elements

- The general message of if you feel different, you drive different
- If you drive high, you can get a DUI, like driving under the influence of alcohol
- Getting pulled over = enforcement consequence

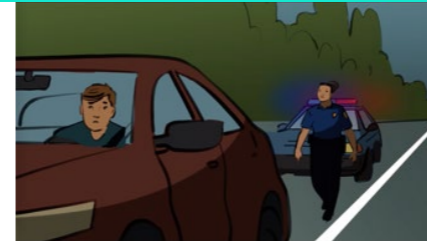
By Concept



- Relatable situation—hanging out on the porch
- Being placed in law enforcement vehicle



- “I can tell” repetition
- Showing family members/friends





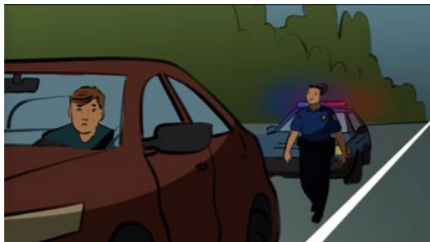

- The law enforcement officer’s long walk to the car



- Relatable situation—having the munchies
- Attention-grabbing visuals/“Alice In Wonderland” theme

CONCEPT COMPARISON

Though *Play by Play* appears to influence behavior better, *I Can Tell* can be just as powerful when consequences are added and it doesn't have the pitfall or concerns around normalizing usage, which could be problematic for a national campaign.

Concept Assessment		Graded A or B Select one grade (#)	Influences Behavior Select one concept (#)
	Play by Play (Concept M)	24 _{/46} Graded A: 4 Graded B: 20	19 _{/46}
	I Can Tell (Concept O)	25 _{/46} Graded A: 7 Graded B: 18	16 _{/46}
	What's the Difference (Concept L)	19 _{/46} Graded A: 6 Graded B: 13	10 _{/46}
	In Wonderland (Concept P)	21 _{/46} Graded A: 7 Graded B: 14	1 _{/46}

NOTE: Gold highlights highest score among concepts; pink highlights lowest score among concepts

Q. Assuming the concept's main intent is to prevent you from driving after you have used marijuana by communicating that you can be arrested for driving under the influence of marijuana, what grade would you give this concept?
 Q. Which one of these concepts would be most likely to prevent you from driving after you have used marijuana by communicating that you can be arrested for driving under the influence of marijuana?

DIFFERENCES BY AGE

18- to 26-years-old

- Behavior change is more likely among younger audience, though they also feel comfortable and confident driving impaired
- Less aware of laws and enforcement consequences for using marijuana while driving
- More concerned about social shaming and impression their actions have on family's perception of them

27- to 34-years-old

- Feel as though their behavior is less likely to change due to more experience driving impaired
- More aware of laws and enforcement consequences for using marijuana while driving
- More critical of social shaming “I Can Tell”—reminds them of D.A.R.E. and other anti-drug campaigns. Generally, less compelled/influenced by social shaming concepts

RECOMMENDATION



Several of the concepts could work with changes. With the concern that *Play by Play* might not lend itself well to a national campaign due to differing laws regarding possession and consumption of marijuana, *I Can Tell* becomes the best choice. *I Can Tell* already tells a highly relatable story, and the suggested improvements would make it even more effective at influencing behavior, making it more competitive with *Play by Play* in that measure:

1. Make a clear connection to the driver being impaired by marijuana
2. Including examples of how others, especially law enforcement, can reliably tell that someone is high
3. Use law enforcement to go beyond and educate the viewer instead of just saying “I can tell”
4. Add in visuals to communicate the severity of the consequences

In one of the groups, participants noted that if *I Can Tell* had consequences similar to *Play by Play*, they would see *I Can Tell* as the more appealing and influential concept. As a result, the recommendation would be to move forward with *I Can Tell* and incorporate the suggested changes as possible.

HISPANIC MARKET FINDINGS



I'm OK to Drive (Concept M)



Graded the
Concept A/B:

96%
(n=23)

Ability to Influence
Behavior Rank:

1st
(n=15)

I'm OK to Drive is the most effective concept when it comes to influencing behavior, and its ability to effectively communicate consequences makes it the most impactful concept among the Hispanic audience.

Effective Elements

- Realistic consequences are included in the concept:
 - Law enforcement officer stopping the driver
 - Law enforcement officer administering a field sobriety test
- Comparison between the driver's thoughts and reality were thought-provoking
- Communicating the consequences of driving under the influence of marijuana
- Clear, direct, comprehensible



*“[The ad] emphasizes that **when you're under the influence, your senses and reactions [while driving] aren't 100%.**”*

– Hispanic market, Age 27- to 34-years-old”



I'm OK to Drive (Concept M)



Graded the
Concept A/B:

96%
(n=23)

Ability to Influence
Behavior Rank:

1st
(n=15)

I'm OK to Drive captures the attention of respondents and clearly communicates the message, but a common criticism is that the concept does not go far enough.

Opportunities for Improvement

- Show the driver consuming marijuana before or while driving
- Show further consequences, specifically financial consequences such as fines, being arrested, insurance increase, losing one's license, etc.

“

“They should emphasize that it was marijuana that got him a DUI...you don't see him drive badly.”

– Hispanic market, Age 27- to 34-years-old”

”

I Can Tell (Concept O)



Graded the
Concept A/B:

88%
(n=21)

Ability to Influence
Behavior Rank:

2nd
(n=5)

I Can Tell is one of the more effective concepts because it plays on emotional connections with family and friends as well as the threat of law enforcement to let the viewer know others “can tell” when they are impaired by marijuana.

Effective Elements

- Use of family/loved ones makes one connect with the ad on an emotional level
- Makes it clear if others can tell, so can law enforcement
- Showed physical characteristics of being high (driver had bloodshot eyes)
- Clear and realistic

“*[The concept] shows you how people in your life notice but don’t [do] anything, but **police will take action to stop impaired drivers.***”
– Hispanic market, Age 27- to 34-years-old

I Can Tell (Concept O)



Graded the
Concept A/B:

88%
(n=21)

Ability to Influence
Behavior Rank:

2nd
(n=5)

Though *I Can Tell* scores well, there are some ambiguities among the impairment imagery and the language that needs to be cleaned up to improve effectiveness.

Opportunities for Improvement

- Show consequences beyond just being pulled over
- Explicitly show the driver is under the influence of marijuana

“*[The ad] just [states] people can tell [when you’re high]. What’s the consequence when [law enforcement] can tell? They’re not emphasizing the actual driving... It has to put more emphasis on the actual driving, the way that they’re maneuvering the car.*”
– Hispanic market, Age 27- to 34-years-old

Can't Hide It (Concept L)



Graded the
Concept A/B:

77%
(n=19)

Ability to Influence
Behavior Rank:

3rd *Tie
(n=2)

Can't Hide It scores fairly well among the concepts tested because viewers found the message regarding driving under the influence of marijuana to be clear, humorous and credible.

Effective Elements

- The signs above the vehicles are attention-grabbing
 - Different words on the signs above the vehicles will resonate with a broad set of Hispanics; felt inclusive
- Seeing the law enforcement officer at the end is impactful and effective as a reminder that you can be caught
- “Drive high, get a DUI” language is catchy and reminds them of “Click It or Ticket”

“Although we tell ourselves we are fine, **the reality is that if you're high, your senses are affected, and you can cause an accident.**”
– Hispanic market, Age 18- to 26-years-old

Can't Hide It (Concept L)



Graded the
Concept A/B:

77%
(n=19)

Ability to Influence
Behavior Rank:

3rd *Tie
(n=2)

The absence of severe consequences within **Can't Hide It** prevents it from moving the needle on influencing desired behavior and some have concerns about the slang in the concept being confusing.

Opportunities for Improvement

- Show clearer physical signs the driver(s) are under the influence of marijuana and how that affects their driving
- Include more severe consequences, even if just a voiceover
- The terms/slang used could be confusing to some and could lead to the association of the word(s) used with a specific cultural group

“The end [of the ad] was a bit humorous. He was just laughing. It’s very stereotypical. Everybody has a different reaction [to marijuana]. **It detracts from the seriousness of the message.**”

– Hispanic market, Age 27- to 34-years-old

Mood (Concept P)



Graded the
Concept A/B:

54%
(n=13)

Ability to Influence
Behavior Rank:

3rd *Tie
(n=2)

The driver in **Mood** going from laughing to crying did stage what was happening for viewers, but many felt it was a little too dramatic and took away from the concept's message.

Effective Elements

- Shows laughing while driving, which is a realistic effect of consuming marijuana
- The driver's mood change frames the situation and juxtaposes consumption with being caught

“What I did like was the sound of the motor as it was accelerating. The camera was swerving. **There was an effect the marijuana was having on the driver. You could see the effect on the marijuana-impaired driver.**”
– Hispanic market, Age 27- to 34-years-old

Mood (Concept P)



Graded the
Concept A/B:

54%
(n=13)

Ability to Influence
Behavior Rank:

3rd *Tie
(n=2)

Some participants were not clear what **Mood** was trying to portray, and those that did understand what **Mood** was trying to portray only did because of the final slogan and/or voiceover.

Opportunities for Improvement

- Set up the context of the concept at the beginning so it's not as reliant on the final slogan/voiceover
- Also show how the driver's driving is affected by consuming marijuana
- Use a less dramatic mood shift to keep a serious tone throughout the concept
- Include more severe consequences of being caught while under the influence of marijuana

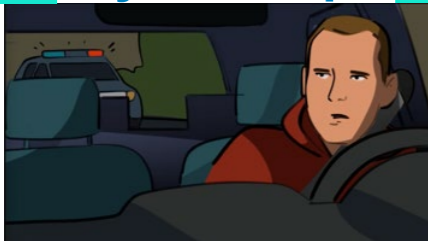
“It was excellent in representing the state and the expressions [of being high], but **it did not depict his driving or any kind of aberrated driving or driving at a high speed that can cause [law enforcement to stop you].**”
– Hispanic market, Age 18- to 26-years-old

MEMORABLE ELEMENTS

Overall Memorable Elements

- Driving under the influence of marijuana is illegal
- You can get a DUI ticket driving under the influence of marijuana just like you can when driving under the influence of alcohol
- “Drive high, get a DUI” is memorable

By Concept



- Realistic consequence that goes beyond just being pulled over
- Combats the myth that one is cautious when driving under the influence of marijuana



- Others can tell when you are high
- Repetition of “I can tell”



- The different terms/slang on the signs above the vehicles







- Laughing is a realistic and relatable effect of consuming marijuana

NOTE: No major differences by age were observed in the Hispanic groups.

CONCEPT COMPARISON

When comparing all concepts, there is a clear preference for *I'm OK to Drive* in both effectiveness and behavior change.

Concept Assessment		Graded A or B <small>Select one grade (#)</small>	Influences Behavior <small>Select one concept (#)</small>
	I'm OK to Drive (Concept M)	23 _{/24} Graded A: 9 Graded B: 14	15 _{/24}
	I Can Tell (Concept O)	21 _{/24} Graded A: 12 Graded B: 9	5 _{/24}
	Can't Hide It (Concept L)	19 _{/24} Graded A: 12 Graded B: 7	2 _{/24}
	Mood (Concept P)	13 _{/24} Graded A: 8 Graded B: 5	2 _{/24}

NOTE: Gold highlights highest score among concepts; pink highlights lowest score among concepts

RECOMMENDATION

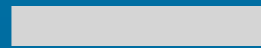


While *I'm OK to Drive, I Can Tell*, or *Can't Hide It* could work after addressing a few changes, based on effectiveness of influencing behavior *I'm OK to Drive* is the clear winner. It already includes all the components needed to make an advertisement encouraging the prevention of driving while high believable and memorable, and the edits needed are relatively minor:

1. Show the driver consuming marijuana before or while driving
2. Include consequences beyond being pulled over, specifically financial consequences such as fines, being arrested, insurance increase, losing one's license, etc.

Given the timeframe needed to ensure the concept is developed in time, and the overwhelming effectiveness on influencing behavior, the recommendation is to move forward with *I'm OK to Drive* and incorporate the suggested changes where able.

APPENDIX



General Market (n=46)

Demographics

					TOTAL
Age	18- to 26-years-old	50%	9 Point Census Region	New England	-
	27- to 34-years-old	50%		Middle Atlantic	15%
Ethnicity	White	41%		South Atlantic	13%
	Black	11%		East North Central	22%
	Hispanic	30%		West North Central	13%
	Asian	17%		East South Central	7%
	Other/Mixed Race	-		West South Central	9%
				Mountain	-
Education	HS or less	9%	Pacific		22%
	Some college/vocational/tech	39%			
	College graduate	43%			
	Postgraduate	9%			
Household Income	Less than \$50K	30%	Marijuana Use	Never	-
	\$50K-\$99K	43%		Rarely	9%
	\$100K+	26%		Occasionally	28%
			Regularly	63%	
			Marijuana Legality	Illegal State	20%
				Medically Legal State	30%
				Recreationally Legal State	50%

Hispanic Market (n=24)

Demographics

		TOTAL
Age	18- to 26-years-old	50%
	27- to 34-years-old	50%
Birthplace	Mexico	29%
	Puerto Rico	-
	Cuba	8%
	Central America	8%
	South America	42%
	Europe	-
	Someplace else	13%
Education	HS or less	25%
	Some college/vocational/tech	38%
	College graduate	33%
	Postgraduate	4%
Household Income	Less than \$50K	29%
	\$50K-\$99K	67%
	\$100K+	4%

		TOTAL
9 Point Census Region	New England	4%
	Middle Atlantic	4%
	South Atlantic	46%
	East North Central	25%
	West North Central	-
	East South Central	4%
	West South Central	4%
	Mountain	13%
	Pacific	-
Marijuana Legality	Illegal State	29%
	Medically Legal State	33%
	Recreationally Legal State	38%