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DEC 04 1974

A STUDY OF 25 PRINT ADVERTISEMENTS
ON DRINKING AND DRIVING

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October 1974

Sponsored by

Distilled Spirits Council of the
United States, Inc.
1300 Pennsylvania Building
Washington, D.C. 20004

ACKNOWLEDGMENTS

Respondents for this study were obtained through the cooperation of the Michigan Secretary of State (Washtenaw County Office), Detroit Metropolitan Airport, Brighton Hospital, Beyer Memorial Hospital, Washtenaw Council on Alcoholism, St. Joseph Mercy Hospital, Huron High School, Prof. William Porter of the University of Michigan Department of Journalism, and the Washtenaw County Drivers' School.

The print advertisements used in the study were provided by the Canada Safety Council, Allstate Insurance Companies, Charlotte-Mecklenburg Alcohol Safety Action Project (ASAP), U.S. Department of Transportation, Nassau County ASAP, Continental Insurance Co., Indianapolis ASAP, State Farm Insurance Co., Licensed Beverage Industries, National Safety Council, Seagram, Rochester Drug and Alcohol Council, and Needham-Harper and Steers.

Grateful acknowledgment is made to these organizations and to the 1,513 individuals who contributed their time as participants in the study.

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A STUDY OF 25 PRINT ADVERTISEMENTS ON DRINKING AND DRIVING

This study was designed to provide information on the relative value of various themes and appeals used in public information programs on alcohol and highway safety. From a large collection of materials, 25 print advertisements differing in several characteristics (type of appeal, nature and specificity of recommendations, etc.) were chosen and reproduced in a single size. All 25 advertisements were rated by experts in terms of technical quality, factual accuracy, and probable effectiveness in achieving four objectives: attracting readership, conveying information, influencing attitudes, and eliciting action. In addition, each ad was tested with a lay population for interest value, credibility, clarity, and effectiveness in producing short-term changes in beliefs and attitudes. For each ad used in the study, this report includes a table of lay audience reactions, a table of experts' ratings, and a summary of comments provided by both groups.

RATIONALE FOR THE STUDY

Advertising campaigns on drinking and driving have been conducted in this country for about forty years. These campaigns have come from many different sources, such as Federal agencies, commercial advertisers in the

insurance and liquor industries, and voluntary organizations. The themes used in such campaigns have often contradicted one another; one result has been an increase in public concern about the problem, accompanied by growing confusion about its causes and possible solutions. Over 90% of adults now regard drunk driving as a major cause of highway deaths, but most people know very little about the nature of the problem or what should be done to reduce it.

Some of the themes and slogans are familiar to almost everyone. On one side are those promoting abstinence or the separation of drinking from driving ("If you drive, don't drink" and "Alcohol and gasoline don't mix"), and on the other are those stressing moderation ("Know your limits" and "No more than one drink per hour"). Some have used a positive approach ("Be a responsible parent") while others have stressed negative appeals ("Drunk drivers go to jail"). Some have been very general with regard to the information conveyed, while others have offered specific information for individuals (using charts to relate body weight and number of drinks to blood alcohol level). All of these have been aimed at the social drinker, but several recent campaigns have focused on the problem drinker ("The drunk driver may kill you" and "Get the problem drinker off the road, for his sake and yours").

There is little evidence that any one of these approaches is better than the others in preventing drunk driving, either directly (by changing behavior) or indirectly (by influencing legislation or law enforcement or treatment). Disagreements about the factual accuracy of statements made in various campaigns have never been satisfactorily resolved. As a result, there is still no sound basis for deciding which approaches and which "facts" should be used in new campaigns. The purpose of the study described in this report is to provide some potentially useful information to persons responsible for public information programs on drinking and driving.

RESPONDENTS

1. Experts: Four consultants were selected on the basis of their experience in alcohol problems, highway safety, advertising design, or communications research. The consultants were Dr. Gerald Wilde of Queens University, a psychologist; Dr. Jack Haskins of the University of Knoxville, a communications research specialist; Prof. Chauncey Korten of the University of Michigan, a former art director of a large advertising agency with extensive experience in public service campaigns; and Prof. Richard Zylman of Rutgers University, a specialist in alcohol problems as they relate to highway safety.

2. Lay Audiences: A total of 1,513 persons responded to questionnaires concerning attitudes and beliefs about drinking and driving, reactions to the print advertisements used in the study, and personal characteristics. These respondents were obtained through a driver's license bureau (36.8%), high school and university classes (27.8%), airport and hospital waiting rooms (21.4%), a county driver's school (9.1%), and agencies involved in treatment of alcohol problems (4.4%). A summary of respondent characteristics is presented in Table 1.

METHODS AND PROCEDURES

1. Experts: Each of the four consultants received a set of the 25 print ads and a questionnaire for each. Their ratings and comments were provided independently. A copy of the questionnaire is attached as Appendix A.

2. Lay Audiences: Each respondent was given a questionnaire which contained a copy of one of the 25 advertisements as well as:

- 14 questions regarding beliefs and attitudes about drinking/driving
- 8 closed-end questions on reactions to the advertisement
- 3 open-end questions on reactions to the advertisement

---- the original 14 questions repeated
in a different order
---9 questions on personal character-
istics of the respondent

A copy of the questionnaire is attached as
Appendix C.

Respondents were handed a questionnaire and asked to complete the items in order. After the first page was completed, respondents read the ad which appeared in their questionnaire, then completed the remaining questions. Most people finished the task in about ten minutes, but some took 15 minutes or longer.

When the advertisements used in this study were reproduced, identification of sponsors were deleted to ensure that mention of the source would not influence reactions to the content or design of the ads.

RESULTS

1. Before-after Responses to Belief and Attitude Questions

The responses of the total lay audience sample to the 14 questions asked both before and after each person read one of the 25 ads are presented in Table 2. While many of the response patterns are interesting from a descriptive standpoint--for example, the finding that about 70% of the sample believed that more traffic deaths are caused by social drinkers than by problem drinkers--there were no significant changes attributable

to a reading of any of the ads. (Separate tables were prepared for each of the 25 ads, but are not reproduced here because they duplicate the summary table.) One possible exception for the total group appeared on the agree-disagree item "No matter how much effort is invested, there is not likely to be much effect on the drunk driver problem"; the proportion agreeing with this statement increased from 39% on the pre-measure to 46% on the post-measure. Presumably the direction of this change is opposite to that intended by those who produced the advertisements.

It is not surprising that little measurable change was produced by a reading of a single advertisement, since most people have been exposed to a considerable amount of information about the drinking-driving problem. Even those ads which people felt contained new information failed to produce significant changes on any of the 14 questions.

2. Lay Audience Reactions vs. Experts' Ratings

Table 3 presents a comparison of lay audience reactions to the 25 ads (with the average rank of each ad based on ratings on eight dimensions) and experts' ratings of the same ads (with ranks based on an overall rating of each ad). Although there was a fair amount of agreement between lay audiences and experts on specific dimensions such as ability to an ad to attract

attention, there was remarkably little agreement in the rankings based on combined data. On only eight of the 25 ads were the rankings within three steps of one another. This may have occurred in part because the rating dimensions for the two groups were somewhat different, but the number and size of the disparities suggests that agencies which sponsor campaigns on drinking and driving would be wise to supplement their use of consultants with pretesting of campaign materials on representative samples of target audiences.

3. Lay Audience Reactions to 25 Advertisements

Tables 4-1 through 4-25 present the proportions of respondents who gave the most favorable response (of four offered) to eight questions about the advertisements. For comparison purposes, the total sample responses to all 25 advertisements are given in a parallel column, and the ranking of each ad (among the 25) on each dimension is also provided.

The top five ads for each dimension, identified by headline, are:

Definitely attract attention

1. Boy, was I smashed.
2. I can drive when I drink.
3. In Finland, drunk drivers get to build airports by hand.
4. Drunk drivers bring families together.
5. The American driving ace.

Likely to read all of ad

1. I can drive when I drink.
2. Boy, was I smashed.
3. Drunk drivers bring families together.
4. In Finland, drunk drivers get to build airports by hand.
5. Win you own chauffeured limousine this New Year's Eve.

Ad very interesting

1. Boy, was I smashed.
2. I can drive when I drink.
3. Drunk drivers bring families together.
4. It would be bad enough if drunk drivers only killed themselves.
5. The American driving ace.

Ad very clear and easy to understand

1. I can drive when I drink.
2. Boy, was I smashed.
3. The American driving ace.
4. One out of fifty cars on the road is driven by a drunk driver.
5. That last drink for the road could help you crash the next party.

Message very important

1. Boy, was I smashed.
2. One out of fifty cars on the road is driven by a drunk driver.
3. I can driven when I drink.
4. That last drink for the road could help you crash the next party.
5. The American driving ace.

Ad has a great deal of new information

1. How to beat the drunken driving laws.
2. If you drive after drinking... then here are some things to consider.

3. The drunk driver adds \$240 a year to your cost of living.
4. How much are drinking driver accidents up this year?
5. In many states, it's harder to become legally drunk than it is to become dead drunk.

Ad not at all misleading or inaccurate

1. Boy, was I smashed.
2. It would be bad enough if drunk drivers only killed themselves.
3. The American driving ace.
4. How many people will somebody's cocktail party kill tonight?
5. That last drink for the road could help you crash the next party.

Likely to do something as result of reading ad

1. How many people will somebody's cocktail party kill tonight?
2. Win your own chauffeured limousine this New Year's Eve.
3. That last drink for the road could help you crash the next party.
4. Let's keep ourselves alive, too.
5. Boy, was I smashed.

Comparing the top five ads with the bottom five ads on any dimension is not particularly instructive, since the items in the sets seem to have little in common. To attract readership as well as fleeting attention, however, it appears that brief copy, dramatic graphics, and the posing of a threat have definite benefits. To elicit action (or at least a statement of intention to act), specific recommendations seem far superior to more general ones.

Providing new information in an ad is clearly no guarantee of attracting a reader's attention; the ads ranked 1st and 2nd on "new information" ranked only 21st and 23rd in "attracting attention." Similar discrepancies occur across all the other dimensions, which makes the drawing of general conclusions rather limited-- e.g., "No ad did well on every dimension, but those which did well on several used a striking design to lead the reader into relatively short copy." Perhaps a more important and valid conclusion is that the five top-ranked ads (on the basis of average ranking on eight dimensions) all appeal to emotion rather than to reason. The five are:

Summary ranking

1. Boy, was I smashed.
2. I can drive when I drink.
3. The American driving ace.
4. It would be bad enough if drunk drivers only killed themselves.
5. Drunk drivers bring families together.

4. Experts' Ratings of 25 Advertisements

The average of the four consultants' ratings on each dimension is given in Table 5, and the ratings for each ad are provided in Tables 5-1 through 5-25. As noted earlier, there is only slight agreement between the consultants' overall ratings and the reactions of lay audiences to the ads, but a more thorough analysis of the data would show many points of agreement on specific dimensions.

As judged from their ratings, the top five ads in the view of the consultants are:

1. If you can't stop drinking, don't start driving.
2. I can drive when I drink.
3. In many states, it's harder to become legally drunk than it is to become dead drunk.
4. My wife, a problem drinker? Don't be ridiculous!
5. Let's keep ourselves alive, too.

The comments provided by the consultants are more informative than the necessarily arbitrary ratings, of course, since they reflect the grounds on which judgments were made. A summary of the comments regarding each ad is included elsewhere in this report. Although the average ratings given by each rater were close to those given by others (from 2.78 to 3.32), the comments reflect both different professional viewpoints and abstract qualities of ads.

TABLE 1
RESPONDENT CHARACTERISTICS

	<u>Percent</u> (N=1513)
Age:	
Under 20	31
20-25	24
26-35	19
36-50	17
Over 50	9
Sex:	
Male	55
Female	45
Education:	
Not a high school graduate	21
Finished high school	18
Some college	36
Finished college	10
Study or degree beyond college	16
About how many organizations do you participate in actively?	
None	31
One or two	49
Three or four	16
Five or more	3
Do you ever drink alcoholic beverages (beer, wine, or whiskey)?	
Yes	88
No	12
(If "yes") About how often?	
Special occasions (several times a year)	34
Several times a month	36
Two or three times a week	22
Every day	7

TABLE 1 (cont'd)

	<u>Percent</u> <u>(N=1513)</u>
Have you ever driven after drinking what you felt was too much for safe driving?	
No	47
Once or twice	32
Several times	17
Many times	5
Have you ever been arrested for drunk driving?	
Yes	7
No	93
Do you know anyone personally (like a relative or close friend) who has a serious drinking problem?	
Yes	56
No	44

TABLE 2

LAY AUDIENCE RESPONSES TO MATCHED
 QUESTIONS BEFORE AND AFTER READING
 ADVERTISEMENT

<u>Questionnaire Item</u>	<u>Response Before Reading Ad (in Percent) (N=1513)</u>	<u>Response After Reading Ad (in Percent) (N=1513)</u>
In general, out of every 100 traffic accidents in which someone is killed, how many would you guess involve a driver who has been drinking?		
10	4	4
25	17	16
50	54	56
75	25	24
Would you think that more traffic deaths are caused by the many "social drinkers" or by the relatively few "problem drinkers"?		
More caused by social drinkers	71	70
More caused by problem drinkers	29	30
If there were an expanded program which could cut down alcohol-related traffic accidents by as much as one-third or one-half, how much more would you be willing to pay in taxes each year to support such a program?		
None	17	16
\$1-\$5	20	19
\$6-\$10	19	19
\$11-\$25	21	21
\$26-\$50	13	14
Over \$50	10	11

TABLE 2 (cont'd)

<u>Questionnaire Item</u>	<u>Response Before Reading Ad (in Percent) N=1513)</u>	<u>Response After Reading Ad (in Percent) (N=1513)</u>
What would you say are the chances that in the coming year you will be involved in an accident caused by a driver who has been drinking?		
1 in 1000	21	19
1 in 500	21	22
1 in 100	27	27
1 in 50	18	21
1 in 10	12	11
For each statement below, show your opinion by checking one of the four spaces:		
Far too much fuss is made about the dangers of drinking and driving.		
Agree strongly	6	4
Agree somewhat	10	10
Disagree somewhat	21	26
Disagree strongly	62	59
A good host at a party should try to see that guests who must drive home do not drink too much.		
Agree strongly	62	60
Agree somewhat	30	31
Disagree somewhat	6	7
Disagree strongly	2	2
Most drunk driving is not detected by the police.		
Agree strongly	36	38
Agree somewhat	44	43
Disagree somewhat	15	12
Disagree strongly	5	6

TABLE 2 (cont'd)

<u>Questionnaire Item</u>	<u>Response Before Reading Ad (in Percent) (N=1513)</u>	<u>Response After Reading Ad (in Percent) (N=1513)</u>
Fatal accidents would go way down if drunk drivers were more strongly punished.		
Agree strongly	32	31
Agree somewhat	35	36
Disagree somewhat	24	25
Disagree strongly	9	9
Breath tests to detect drinking should be used in all reported accidents.		
Agree strongly	37	36
Agree somewhat	35	34
Disagree somewhat	20	22
Disagree strongly	8	9
Drivers convicted of drunk driv- ing should be required to get medical treatment.		
Agree strongly	30	34
Agree somewhat	37	40
Disagree somewhat	25	20
Disagree strongly	7	6
The government should help keep drunk drivers off the roads even if it means spending money to provide medical and psycho- logical help.		
Agree strongly	40	41
Agree somewhat	42	43
Disagree somewhat	13	12
Disagree strongly	5	5
No matter how much effort is in- vested, there is not likely to be much effect on the drunk driver problem.		
Agree strongly	8	10
Agree somewhat	31	36
Disagree somewhat	37	31
Disagree strongly	24	24

TABLE 2 (cont'd)

<u>Questionnaire Item</u>	<u>Response Before Reading Ad (in Percent) (N=1513)</u>	<u>Response After Reading Ad (in Percent) (N=1513)</u>
Police should carry out random road checks to catch drivers who have drunk too much.		
Agree strongly	21	22
Agree somewhat	39	38
Disagree somewhat	24	23
Disagree strongly	16	17
Drunk drivers should be put in jail.		
Agree strongly	31	32
Agree somewhat	29	29
Disagree somewhat	26	24
Disagree strongly	14	16

TABLE 3

LAY AUDIENCE REACTIONS TO 25 ADS VS. EXPERTS' RATINGS OF SAME ADS

Code No. Of ad	Headline	Lay audience Reactions-- Average rank Based on Ratings on 8 dimensions	Experts' Reactions-- Rank based On overall Rating of Each ad
1	If you drive after drinking...then here are some things to consider.----	15	6
2	The drunk driver adds \$240 a year to your cost of living.-----	19.5	22.5
3	How much are drinking driver accidents up this year?-----	25	16.5
4	One out of fifty cars on the road is driven by a drunk driver.-----	8	20
5	My wife, a problem drinker? Don't be ridiculous!-----	16	4
6	I've had a driver's license for 10 years. For 9 of those years I was a drunk.-----	12	12.5
7	How many people will somebody's cock-tail party kill tonight?-----	9	7.5
8	Win your own chauffeured limousine this New Year's Eve.-----	6	11
9	Before you drink that one for the road-think about the chaser.-----	21	7.5
10	It would be bad enough if drunk drivers only killed themselves.-----	4	22.5
11	In Finland, drunk drivers get to build airports by hand.-----	10	25

TABLE 3 (cont'd)

<u>Code No. Of ad</u>	<u>Headline</u>	<u>Lay audience Reactions-- Average rank Based on Ratings on 8 dimensions</u>	<u>Experts' Reactions-- Rank based On Overall Rating of Each ad</u>
12	He's learning to drive and learning to drink. He may never finish the course.-----	17	16.5
13	If you can't stop drinking, don't start driving.-----	19.5	1
14	How to beat the drunken driving laws.	24	16.5
15	The American driving ace.-----	3	20
16	In many states, it's harder to become legally drunk than it is to become dead drunk.-----	13	2.5
17	Today your friendly neighbor may kill you.-----	14	12.5
18	Drunk drivers bring families together.-----	5	14
19	If they want to drink tonight, it's too late to stop them.-----	23	9.5
20	Boy, was I smashed.-----	1	16.5
21	One of the next 50 drivers coming your way is drunk.-----	22	20
22	I can drive when I drink.-----	2	2.5
23	That last drink for the road could help you crash the next party.-----	7	9.5
24	His drinking problem is nothing compared to his driving problem.-----	11	24
25	Let's keep ourselves alive, too.-----	18	5

TABLE 4

LAY AUDIENCE REACTIONS

A total of 1,513 persons provided reactions to the advertisements chosen for this study, with each person responding to only one ad. The number of raters per ad ranged from 51 to 70; the average number of respondents (across all 25 ads) was 60.5. The number for any given ad is provided in the second column of the following tables. Responses to open-end questions are summarized separately from the tables.

The figures given in the first two columns are the percentage of persons giving the most favorable of four possible responses to each question. In the list below, the "most favorable response" is underlined.

Q.15 If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention?

<u>Yes, definitely</u>	Probably
Probably not	No

Q.16 How much of the ad would you be likely to read?

<u>All of it</u>	Most of it
Some of it	None of it

Q.17 Did you find the ad interesting?

<u>Very interesting</u>	Fairly interesting
Slightly interesting	Not at all interesting

Q.18 Was the ad clear and easy to understand?

Very clear

Fairly clear

Somewhat unclear

Very unclear

Q.19 Do you regard the message in the ad as important?

Very important

Fairly important

Somewhat important

Not at all important

Q.20 Did the ad contain information that was new to you?

A great deal

Very little

Some

None

Q.21 Do you feel that the ad was inaccurate or misleading?

Not at all

Quite a bit

Slightly

A great deal

Q.22 Would you be likely to do anything as a result of reading this ad?

Yes

No

TABLE 4-1

LAY AUDIENCE REACTIONS

Ad No. 1 : "If you drive after drinking...then here are some things to consider"

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=64)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>21</u>	<u>23</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>20</u>	<u>24</u>
"Did you find the ad interesting?"	<u>24</u>	<u>25</u>	<u>10</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>52</u>	<u>20</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>66</u>	<u>12.5</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>17</u>	<u>3</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>72</u>	<u>15.5</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>30</u>	<u>10.5</u>
	Average Rank Among 25 Ads:		<u>15</u>

TABLE 4-2

LAY AUDIENCE REACTIONS

Ad No. 2 : "The drunk driver adds \$240 a year to your cost of living"

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=67)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>40</u>	<u>8</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>24</u>	<u>21.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>22</u>	<u>14</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>51</u>	<u>22</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>51</u>	<u>21</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>16</u>	<u>5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>64</u>	<u>20</u>
"Would you be likely to do anything as a result of reading this ad?"	<u>28</u>	<u>25</u>	<u>17</u>
		Average Rank Among 25 Ads:	<u>19.5</u>

TABLE 4-3

LAY AUDIENCE REACTIONS

Ad No. 3 : "How much are drinking driver accidents up this year?"

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=55)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>18</u>	<u>24</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>16</u>	<u>25</u>
"Did you find the ad interesting?"	<u>24</u>	<u>11</u>	<u>25</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>35</u>	<u>25</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>46</u>	<u>24</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>16</u>	<u>5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>51</u>	<u>20</u>
"Would you be likely to do anything as a result of reading this ad?"	<u>28</u>	<u>16</u>	<u>17</u>
		Average Rank Among 25 Ads:	<u>25</u>

TABLE 4-4

LAY AUDIENCE REACTIONS

Ad No. 4 : "One out of fifty cars on the road is
driven by a drunk driver."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=63)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>30</u>	<u>16.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>29</u>	<u>16</u>
"Did you find the ad interesting?"	<u>24</u>	<u>24</u>	<u>12</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>73</u>	<u>4</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>79</u>	<u>2</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>6</u>	<u>9.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>81</u>	<u>6.5</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>27</u>	<u>16</u>
	Average Rank Among 25 Ads:		<u>8</u>

TABLE 4-5

LAY AUDIENCE REACTIONS

Ad No. 5 : "My wife, a problem drinker? Don't be
ridiculous!"

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=61)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>28</u>	<u>18</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>31</u>	<u>13.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>20</u>	<u>18.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>67</u>	<u>9</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>57</u>	<u>18</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>2</u>	<u>22</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>72</u>	<u>15.5</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>33</u>	<u>6</u>
	Average Rank Among 25 Ads:		<u>16</u>

TABLE 4-6

LAY AUDIENCE REACTIONS

Ad No. 6 : "I've had a driver's license for 10 years.
For 9 of those years I was a drunk."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=63)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>35</u>	<u>15</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>38</u>	<u>10</u>
"Did you find the ad interesting?"	<u>24</u>	<u>21</u>	<u>16</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>57</u>	<u>18</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>62</u>	<u>14.5</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>14</u>	<u>6</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>81</u>	<u>6.5</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>24</u>	<u>18</u>
		Average Rank Among 25 Ads:	<u>12</u>

TABLE 4-7

LAY AUDIENCE REACTIONS

Ad No. 7 : "How many people will somebody's cocktail party kill tonight?"

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=70)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>27</u>	<u>19</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>40</u>	<u>6.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>24</u>	<u>12</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>67</u>	<u>9</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>71</u>	<u>6.5</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>1</u>	<u>25</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>86</u>	<u>4</u>
"Would you be likely to do anything as a result of reading this ad?"	<u>28</u>	<u>41</u>	<u>1</u>
	Average Rank Among 25 Ads:		<u>9</u>

TABLE 4-8

LAY AUDIENCE REACTIONS

Ad No. 8 : "Win your own chauffeured limousine this
New Year's Eve."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=63)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>41</u>	<u>6.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>41</u>	<u>5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>27</u>	<u>8.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>68</u>	<u>6.5</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>56</u>	<u>19</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>5</u>	<u>12</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>59</u>	<u>22</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>38</u>	<u>2</u>
	Average Rank Among 25 Ads:		<u>6</u>

TABLE 4-9

LAY AUDIENCE REACTIONS

Ad No. 9 : "Before you drink that one for the road--
think about the chaser"

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=64)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>25</u>	<u>21.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>28</u>	<u>17</u>
"Did you find the ad interesting?"	<u>24</u>	<u>13</u>	<u>23.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>58</u>	<u>17</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>67</u>	<u>11</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>6</u>	<u>9.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>23</u>	<u>25</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>31</u>	<u>8</u>
	Average Rank Among 25 Ads:		<u>21</u>

TABLE 4-10

LAY AUDIENCE REACTIONS

Ad No. 10 : "It would be bad enough if drunk drivers
only killed themselves."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=64)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>41</u>	<u>6.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>25</u>	<u>19.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>33</u>	<u>4</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>64</u>	<u>12.5</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>70</u>	<u>8</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>5</u>	<u>12</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>92</u>	<u>2</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>30</u>	<u>10.5</u>
	Average Rank Among 25 Ads:		<u>4</u>

TABLE 4-11

LAY AUDIENCE REACTIONS

Ad No. 11 : "In Finland, drunk drivers get to build
airports by hand."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads <u>(N=1513)</u>	For This Ad <u>(N=65)</u>	Rank Among 25 Ads <u></u>
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>48</u>	<u>3</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>42</u>	<u>4</u>
"Did you find the ad interesting?"	<u>24</u>	<u>28</u>	<u>7</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>65</u>	<u>11</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>62</u>	<u>14.5</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>3</u>	<u>18.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>69</u>	<u>19</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>29</u>	<u>12</u>
		Average Rank Among 25 Ads:	<u>10</u>

TABLE 4-12

LAY AUDIENCE REACTIONS

Ad No. 12 : "He's learning to drive and learning to
drink. He may never finish the course."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=69)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>36</u>	<u>13.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>25</u>	<u>21.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>17</u>	<u>20.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>64</u>	<u>12.5</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>68</u>	<u>10</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>2</u>	<u>22</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>72</u>	<u>15.5</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>30</u>	<u>9</u>
	Average Rank Among 25 Ads:		<u>17</u>

TABLE 4-13

LAY AUDIENCE REACTIONS

Ad No. 13 : "If you can't stop drinking, don't start driving."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=61)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>36</u>	<u>13.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>39</u>	<u>8.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>13</u>	<u>23.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>62</u>	<u>15</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>61</u>	<u>16.5</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>2</u>	<u>22</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>72</u>	<u>15.5</u>
"Would you be likely to do anything as a result of reading this ad?"	<u>28</u>	<u>28</u>	<u>14</u>
		Average Rank Among 25 Ads:	<u>19.5</u>

TABLE 4-14

LAY AUDIENCE REACTIONS

Ad No. 14 : "How to beat the drunken driving laws."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=55)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>25</u>	<u>21.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>25</u>	<u>19.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>16</u>	<u>22</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>40</u>	<u>24</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>44</u>	<u>25</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>22</u>	<u>1</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>53</u>	<u>23</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>22</u>	<u>21</u>
		Average Rank Among 25 Ads:	<u>24</u>

TABLE 4-15

LAY AUDIENCE REACTIONS

Ad No. 15 : "The American driving ace."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=60)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>43</u>	<u>5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>40</u>	<u>6.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>32</u>	<u>5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>77</u>	<u>3</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>73</u>	<u>5</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>3</u>	<u>18.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>90</u>	<u>3</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>28</u>	<u>13</u>
	Average Rank Among 25 Ads:		<u>3</u>

TABLE 4-16

LAY AUDIENCE REACTIONS

Ad No. 16 : "In many states, it's harder to become
legally drunk than it is to become dead drunk."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=56)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>39</u>	<u>9.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>27</u>	<u>18</u>
"Did you find the ad interesting?"	<u>24</u>	<u>29</u>	<u>6</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>52</u>	<u>20</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>66</u>	<u>12.5</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>16</u>	<u>4</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>25</u>	<u>11</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>23</u>	<u>20</u>
	Average Rank Among 25 Ads:		<u>13</u>

TABLE 4-17

LAY AUDIENCE REACTIONS

Ad No. 17 : "Today your friendly neighbor may kill
you."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=57)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>37</u>	<u>11.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>39</u>	<u>8.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>21</u>	<u>16</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>63</u>	<u>14</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>54</u>	<u>20</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>4</u>	<u>15.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>79</u>	<u>8.5</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>21</u>	<u>23</u>
		Average Rank Among 25 Ads:	<u>14</u>

TABLE 4-18

LAY AUDIENCE REACTIONS

Ad No. 18 : "Drunk drivers bring families together."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=54)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>44</u>	<u>4</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>59</u>	<u>3</u>
"Did you find the ad interesting?"	<u>24</u>	<u>35</u>	<u>3</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>67</u>	<u>9</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>69</u>	<u>9</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>2</u>	<u>22</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>63</u>	<u>21</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>32</u>	<u>7</u>
		Average Rank Among 25 Ads:	<u>5</u>

TABLE 4-19

LAY AUDIENCE REACTIONS

Ad No. 19 : "If they want to drink tonight, it's too late to stop them."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=58)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>26</u>	<u>20</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>35</u>	<u>12</u>
"Did you find the ad interesting?"	<u>24</u>	<u>21</u>	<u>16</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>50</u>	<u>23</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>50</u>	<u>22</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>4</u>	<u>15.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>71</u>	<u>18</u>
"Would you be likely to do anything as a result of reading this ad?"	<u>28</u>	<u>21</u>	<u>24</u>
	Average Rank Among 25 Ads:		<u>23</u>

TABLE 4-20

LAY AUDIENCE REACTIONS

Ad No. 20 : "Boy, was I smashed."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=59)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>64</u>	<u>1</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>61</u>	<u>2</u>
"Did you find the ad interesting?"	<u>24</u>	<u>44</u>	<u>1</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>80</u>	<u>2</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>85</u>	<u>1</u>
"Did the ad contain information that was new to you?"	<u>5</u>	<u>5</u>	<u>12</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>95</u>	<u>1</u>
"Would you be likely to do anything as a result of reading this ad?"	<u>28</u>	<u>36</u>	<u>5</u>
		Average Rank Among 25 Ads:	<u>1</u>

TABLE 4-21

LAY AUDIENCE REACTIONS

Ad No. 21 : "One of the next 50 drivers coming your way is drunk."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads <u>(N=1513)</u>	For This Ad <u>(N=51)</u>	Rank Among 25 Ads <u></u>
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>37</u>	<u>11.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>22</u>	<u>23</u>
"Did you find the ad interesting?"	<u>24</u>	<u>24</u>	<u>12</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>59</u>	<u>16</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>61</u>	<u>16.5</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>4</u>	<u>15.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>73</u>	<u>13</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>24</u>	<u>19</u>
	Average Rank Among 25 Ads:		<u>22</u>

TABLE 4-22

LAY AUDIENCE REACTIONS

Ad No. 22 : "I can drive when I drink."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=59)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>49</u>	<u>2</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>68</u>	<u>1</u>
"Did you find the ad interesting?"	<u>24</u>	<u>41</u>	<u>2</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>83</u>	<u>1</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>76</u>	<u>3</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>9</u>	<u>7</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>75</u>	<u>11</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>27</u>	<u>15</u>
		Average Rank Among 25 Ads:	<u>2</u>

TABLE 4-23

LAY AUDIENCE REACTIONS

Ad No. 23 : "That last drink for the road could help
you crash the next party."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=54)	Rank Among 25 Ads
"If you were reading a news- paper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>39</u>	<u>9.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>30</u>	<u>15</u>
"Did you find the ad interesting?"	<u>24</u>	<u>20</u>	<u>18.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>69</u>	<u>5</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>74</u>	<u>4</u>
"Did the ad contain infor- mation that was new to you?"	<u>7</u>	<u>2</u>	<u>22</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>85</u>	<u>5</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>37</u>	<u>3</u>
	Average Rank Among 25 Ads:		<u>7</u>

TABLE 4-24

LAY AUDIENCE REACTIONS

Ad No. 24 : "His drinking problem is nothing compared to his driving problem."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=56)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>30</u>	<u>16.5</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>36</u>	<u>11</u>
"Did you find the ad interesting?"	<u>24</u>	<u>27</u>	<u>8.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>68</u>	<u>6.5</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>71</u>	<u>6.5</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>4</u>	<u>15.5</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>79</u>	<u>8.5</u>
"Would you be likely to do anything as a result of reading this ad?"	<u>28</u>	<u>21</u>	<u>22</u>
	Average Rank Among 25 Ads:		<u>11</u>

TABLE 4-25

LAY AUDIENCE REACTIONS

Ad No. 25 : "Let's keep ourselves alive, too."

	Percent Giving Most Favorable Response		
	Avg. for 25 Ads (N=1513)	For This Ad (N=65)	Rank Among 25 Ads
"If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention??"	<u>35</u>	<u>15</u>	<u>25</u>
"How much of the ad would you be likely to read?"	<u>35</u>	<u>31</u>	<u>13.5</u>
"Did you find the ad interesting?"	<u>24</u>	<u>17</u>	<u>20.5</u>
"Was the ad clear and easy to understand?"	<u>62</u>	<u>52</u>	<u>20</u>
"Do you regard the message in the ad as important?"	<u>64</u>	<u>49</u>	<u>23</u>
"Did the ad contain information that was new to you?"	<u>7</u>	<u>8</u>	<u>8</u>
"Do you feel that the ad was inaccurate or misleading?" ("not at all" response)	<u>74</u>	<u>75</u>	<u>11</u>
"Would you be likely to <u>do</u> anything as a result of reading this ad?"	<u>28</u>	<u>37</u>	<u>4</u>
	Average Rank Among 25 Ads:		<u>18</u>

TABLE 5
EXPERTS' RATINGS OF 25 ADS

Four consultants provided independent ratings of each advertisement on six dimensions: technical quality; factual accuracy; and probable effectiveness in attracting attention, conveying information, influencing attitudes, and eliciting action. In addition, a single overall rating was given for each advertisement. The ratings were made on a 1-to-5 scale, with 5 representing the highest or most favorable position. The average ratings (across 25 ads) were as follows:

Technical quality	3.69
Factual accuracy	2.66
Probable effectiveness in attracting attention	3.77
Probable effectiveness in conveying information	3.20
Probable effectiveness in influencing attitudes	2.72
Probable effectiveness in eliciting action	2.51
Overall rating	2.59

Consultants were also asked to provide comments on their ratings, to note particular strengths or weaknesses of any ad, and to identify any probable negative side-effects of each ad. Their comments are summarized separately from the rating tables.

TABLE 5-1

EXPERTS' RATINGS (N=4)

Ad No. 1 : "If you drive after drinking...then here
are some things to consider."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.75</u>
Factual accuracy	<u>3.0</u>
Probable effectiveness in attracting attention	<u>4.5</u>
Probable effectiveness in conveying information	<u>3.75</u>
Probable effectiveness in influencing attitudes	<u>2.33</u>
Probable effectiveness in eliciting action	<u>2.67</u>
Overall rating	<u>3.25</u>
Rank of Overall Rating Among 25 Ads:	<u>6</u>

* 1=lowest; 5=highest.

TABLE 5-2
 EXPERTS' RATINGS (N=4)

Ad No. 2 : "The drunk driver adds \$240 a year to your
 cost of living."

	Average Rating (1-5 Scale) *
Technical quality	3.25
Factual accuracy	1.67
Probable effectiveness in attracting attention	3.75
Probable effectiveness in conveying information	2.75
Probable effectiveness in influencing attitudes	2.25
Probable effectiveness in eliciting action	2.5
Overall rating	1.75
Rank of Overall Rating Among 25 Ads:	22.5

* 1=lowest; 5=highest.

TABLE 5-3
EXPERTS' RATINGS (N=4)

Ad No. 3 : "How much are drinking driver accidents
up this year?"

	Average Rating (1-5 Scale)*
Technical quality	3.25
Factual accuracy	1.75
Probable effectiveness in attracting attention	3.0
Probable effectiveness in conveying information	2.75
Probable effectiveness in influencing attitudes	2.75
Probable effectiveness in eliciting action	1.5
Overall rating	2.25
Rank of Overall Rating Among 25 Ads:	16.5

* 1=lowest; 5=highest.

TABLE 5-4

EXPERTS' RATINGS (N=4)

Ad No. 4 : "One out of fifty cars on the road is
driven by a drunk driver."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.75</u>
Factual accuracy	<u>1.25</u>
Probable effectiveness in attracting attention	<u>4.0</u>
Probable effectiveness in conveying information	<u>3.25</u>
Probable effectiveness in influencing attitudes	<u>3.25</u>
Probable effectiveness in eliciting action	<u>1.25</u>
Overall rating	<u>2.0</u>
Rank of Overall Rating Among 25 Ads:	<u>20</u>

* 1=lowest; 5=highest.

TABLE 5-5

EXPERTS' RATINGS (N=4)

Ad No. 5 : "My wife, a problem drinker? Don't be
ridiculous!"

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>4.0</u>
Factual accuracy	<u>4.0</u>
Probable effectiveness in attracting attention	<u>4.25</u>
Probable effectiveness in conveying information	<u>3.75</u>
Probable effectiveness in influencing attitudes	<u>3.33</u>
Probable effectiveness in eliciting action	<u>3.67</u>
Overall rating	<u>3.67</u>
Rank of Overall Rating Among 25 Ads:	<u>4</u>

* 1=lowest; 5=highest.

TABLE 5-6
EXPERTS' RATINGS (N=4)

Ad No. 6 : "I've had a driver's license for 10 years.
 For 9 of those years I was a drunk."

	Average Rating (1-5 Scale)*
Technical quality	3.75
Factual accuracy	2.0
Probable effectiveness in attracting attention	3.75
Probable effectiveness in conveying information	3.5
Probable effectiveness in influencing attitudes	2.5
Probable effectiveness in eliciting action	1.67
Overall rating	2.5
Rank of Overall Rating Among 25 Ads:	12.5

* 1=lowest; 5=highest.

TABLE 5-7

EXPERTS' RATINGS (N=4)

Ad No. 7 : "How many people will somebody's cocktail party kill tonight?"

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.75</u>
Factual accuracy	<u>3.0</u>
Probable effectiveness in attracting attention	<u>4.0</u>
Probable effectiveness in conveying information	<u>2.25</u>
Probable effectiveness in influencing attitudes	<u>2.0</u>
Probable effectiveness in eliciting action	<u>2.5</u>
Overall rating	<u>3.0</u>
Rank of Overall Rating Among 25 Ads:	<u>7.5</u>

* 1=lowest; 5=highest.

TABLE 5-8

EXPERTS' RATINGS (N=4)

Ad No. 8 : "Win your own chauffeured limousine
this New Year's Eve."

	<u>Average Rating (1-5 Scale) *</u>
Technical quality	<u>3.5</u>
Factual accuracy	<u>4.0</u>
Probable effectiveness in attracting attention	<u>3.75</u>
Probable effectiveness in conveying information	<u>2.67</u>
Probable effectiveness in influencing attitudes	<u>2.75</u>
Probable effectiveness in eliciting action	<u>2.75</u>
Overall rating	<u>2.67</u>
Rank of Overall Rating Among 25 Ads:	<u>11</u>

* 1=lowest; 5=highest.

TABLE 5-8
EXPERTS' RATINGS (N=4)

Ad No. 8 : "Win your own chauffeured limousine this
 New Year's Eve."

	Average Rating (1-5 Scale)*
Technical quality	3.5
Factual accuracy	4.0
Probable effectiveness in attracting attention	3.75
Probable effectiveness in conveying information	2.67
Probable effectiveness in influencing attitudes	2.75
Probable effectiveness in eliciting action	2.75
Overall rating	2.67
Rank of Overall Rating Among 25 Ads:	11

* 1=lowest; 5=highest.

TABLE 5-9

EXPERTS' RATINGS (N=4)

Ad No. 9 : "Before you drink that one for the road--
think about the chaser."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.25</u>
Factual accuracy	<u>2.75</u>
Probable effectiveness in attracting attention	<u>3.75</u>
Probable effectiveness in conveying information	<u>3.75</u>
Probable effectiveness in influencing attitudes	<u>3.0</u>
Probable effectiveness in eliciting action	<u>3.0</u>
Overall rating	<u>3.0</u>
Rank of Overall Rating Among 25 Ads:	<u>7.5</u>

* 1=lowest; 5=highest.

TABLE 5-10

EXPERTS' RATINGS (N=4)

Ad No. 10 : "It would be bad enough if drunk drivers
only killed themselves."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.75</u>
Factual accuracy	<u>2.25</u>
Probable effectiveness in attracting attention	<u>4.25</u>
Probable effectiveness in conveying information	<u>3.25</u>
Probable effectiveness in influencing attitudes	<u>2.75</u>
Probable effectiveness in eliciting action	<u>2.75</u>
Overall rating	<u>1.75</u>
Rank of Overall Rating Among 25 Ads:	<u>22.5</u>

* 1=lowest; 5=highest.

TABLE 5-11

EXPERTS' RATINGS (N=4)

Ad No. 11 : "In Finland, drunk drivers get to build
airports by hand."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>4.5</u>
Factual accuracy	<u>2.0</u>
Probable effectiveness in attracting attention	<u>3.67</u>
Probable effectiveness in conveying information	<u>2.67</u>
Probable effectiveness in influencing attitudes	<u>1.67</u>
Probable effectiveness in eliciting action	<u>1.33</u>
Overall rating	<u>1.33</u>
Rank of Overall Rating Among 25 Ads:	<u>25</u>

* 1=lowest; 5=highest.

TABLE 5-12

EXPERTS' RATINGS (N=4)

Ad No. 12 : "He's learning to drive and learning to
drink. He may never finish the course."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>2.75</u>
Factual accuracy	<u>2.75</u>
Probable effectiveness in attracting attention	<u>3.25</u>
Probable effectiveness in conveying information	<u>3.0</u>
Probable effectiveness in influencing attitudes	<u>3.0</u>
Probable effectiveness in eliciting action	<u>3.0</u>
Overall rating	<u>2.25</u>
Rank of Overall Rating Among 25 Ads:	<u>16.5</u>

* 1=lowest; 5=highest.

TABLE 5-13

EXPERTS' RATINGS (N=4)

Ad No. 13 : "If you can't stop drinking, don't
start driving."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>4.25</u>
Factual accuracy	<u>4.25</u>
Probable effectiveness in attracting attention	<u>4.0</u>
Probable effectiveness in conveying information	<u>4.0</u>
Probable effectiveness in influencing attitudes	<u>3.0</u>
Probable effectiveness in eliciting action	<u>3.33</u>
Overall rating	<u>4.0</u>
Rank of Overall Rating Among 25 Ads:	<u>1</u>

* 1=lowest; 5=highest.

TABLE 5-14
EXPERTS' RATINGS (N=4)

Ad No. 14 : "How to beat the drunken driving laws."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.67</u>
Factual accuracy	<u>2.33</u>
Probable effectiveness in attracting attention	<u>3.75</u>
Probable effectiveness in conveying information	<u>2.75</u>
Probable effectiveness in influencing attitudes	<u>2.25</u>
Probable effectiveness in eliciting action	<u>2.0</u>
Overall rating	<u>2.25</u>
Rank of Overall Rating Among 25 Ads:	<u>16.5</u>

* 1=lowest; 5=highest.

TABLE 5-15

EXPERTS' RATINGS (N=4)

Ad No. 15 : "The American driving ace."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>4.33</u>
Factual accuracy	<u>2.33</u>
Probable effectiveness in attracting attention	<u>3.67</u>
Probable effectiveness in conveying information	<u>3.67</u>
Probable effectiveness in influencing attitudes	<u>3.0</u>
Probable effectiveness in eliciting action	<u>2.33</u>
Overall rating	<u>2.0</u>
Rank of Overall Rating Among 25 Ads:	<u>20</u>

* 1=lowest; 5=highest.

TABLE 5-16

EXPERTS' RATINGS (N=4)

Ad No. 16 : "In many states, it's harder to become
legally drunk than it is to become dead drunk."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.75</u>
Factual accuracy	<u>2.67</u>
Probable effectiveness in attracting attention	<u>4.0</u>
Probable effectiveness in conveying information	<u>4.5</u>
Probable effectiveness in influencing attitudes	<u>3.5</u>
Probable effectiveness in eliciting action	<u>3.0</u>
Overall rating	<u>3.75</u>
Rank of Overall Rating Among 25 Ads:	<u>2.5</u>

* 1=lowest; 5=highest.

TABLE 5-17
 EXPERTS' RATINGS (N=4)

Ad No. 17 : "Today your friendly neighbor may kill you."

	Average Rating (1-5 Scale)*
Technical quality	4.25
Factual accuracy	2.0
Probable effectiveness in attracting attention	3.75
Probable effectiveness in conveying information	3.25
Probable effectiveness in influencing attitudes	2.5
Probable effectiveness in eliciting action	3.0
Overall rating	2.5
Rank of Overall Rating Among 25 Ads:	12.5

* 1=lowest; 5=highest.

TABLE 5-18

EXPERTS' RATINGS (N=4)

Ad No. 18 : "Drunk drivers bring families together."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.5</u>
Factual accuracy	<u>2.5</u>
Probable effectiveness in attracting attention	<u>4.0</u>
Probable effectiveness in conveying information	<u>3.0</u>
Probable effectiveness in influencing attitudes	<u>2.75</u>
Probable effectiveness in eliciting action	<u>2.25</u>
Overall rating	<u>2.33</u>
Rank of Overall Rating Among 25 Ads:	<u>14</u>

* 1=lowest; 5=highest.

TABLE 5-19

EXPERTS' RATINGS (N=4)

Ad No. 19 : "If they want to drink tonight, it's
too late to stop them."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.75</u>
Factual accuracy	<u>2.0</u>
Probable effectiveness in attracting attention	<u>3.5</u>
Probable effectiveness in conveying information	<u>2.75</u>
Probable effectiveness in influencing attitudes	<u>2.75</u>
Probable effectiveness in eliciting action	<u>2.0</u>
Overall rating	<u>2.75</u>
Rank of Overall Rating Among 25 Ads:	<u>9.5</u>

* 1=lowest; 5=highest.

TABLE 5-20

EXPERTS' RATINGS (N=4)

Ad No. 20 : "Boy, was I smashed."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.75</u>
Factual accuracy	<u>2.75</u>
Probable effectiveness in attracting attention	<u>4.0</u>
Probable effectiveness in conveying information	<u>2.25</u>
Probable effectiveness in influencing attitudes	<u>2.75</u>
Probable effectiveness in eliciting action	<u>2.25</u>
Overall rating	<u>2.25</u>
Rank of Overall Rating Among 25 Ads:	<u>16.5</u>

* 1=lowest; 5=highest.

TABLE 5-21

EXPERTS' RATINGS (N=4)

Ad No. 21 : "One of the next 50 drivers coming
your way is drunk."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>4.0</u>
Factual accuracy	<u>3.0</u>
Probable effectiveness in attracting attention	<u>3.5</u>
Probable effectiveness in conveying information	<u>3.25</u>
Probable effectiveness in influencing attitudes	<u>3.0</u>
Probable effectiveness in eliciting action	<u>3.25</u>
Overall rating	<u>2.0</u>
Rank of Overall Rating Among 25 Ads:	<u>20</u>

* 1=lowest; 5=highest.

TABLE 5-22
 EXPERTS' RATINGS (N=4)

Ad No. 22 : "I can drive when I drink."

	<u>Average Rating (1-5 Scale) *</u>
Technical quality	<u>4.0</u>
Factual accuracy	<u>3.75</u>
Probable effectiveness in attracting attention	<u>4.25</u>
Probable effectiveness in conveying information	<u>4.25</u>
Probable effectiveness in influencing attitudes	<u>3.5</u>
Probable effectiveness in eliciting action	<u>2.67</u>
Overall rating	<u>3.75</u>
Rank of Overall Rating Among 25 Ads:	<u>2.5</u>

* 1=lowest; 5=highest.

TABLE 5-23
EXPERTS' RATINGS (N=4)

Ad No. 23 : "That last drink for the road could help
you crash the next party."

	Average Rating (1-5 Scale)*
Technical quality	3.0
Factual accuracy	2.67
Probable effectiveness in attracting attention	3.0
Probable effectiveness in conveying information	3.25
Probable effectiveness in influencing attitudes	2.5
Probable effectiveness in eliciting action	3.0
Overall rating	2.75
Rank of Overall Rating Among 25 Ads:	9.5

* 1=lowest; 5=highest.

TABLE 5-24

EXPERTS' RATINGS (N=4)

Ad No. 24: "His drinking problem is nothing compared to his driving problem."

	<u>Average Rating (1-5 Scale)*</u>
Technical quality	<u>3.25</u>
Factual accuracy	<u>2.0</u>
Probable effectiveness in attracting attention	<u>3.5</u>
Probable effectiveness in conveying information	<u>2.25</u>
Probable effectiveness in influencing attitudes	<u>2.0</u>
Probable effectiveness in eliciting action	<u>2.0</u>
Overall rating	<u>1.5</u>

Rank of Overall Rating Among 25 Ads: 24

* 1=lowest; 5=highest.

TABLE 5-25
EXPERTS' RATINGS (N=4)

Ad No. 25 : "Let's keep ourselves alive, too."

	Average Rating (1-5 Scale)*
Technical quality	3.5
Factual accuracy	3.75
Probable effectiveness in attracting attention	3.5
Probable effectiveness in conveying information	3.5
Probable effectiveness in influencing attitudes	3.0
Probable effectiveness in eliciting action	3.25
Overall rating	3.5
Rank of Overall Rating Among 25 Ads:	5

* 1=lowest; 5=highest.

APPENDIX A
PRINT ADVERTISEMENTS/COMMENTS

Appendix A consists of a copy of each of the 25 print advertisements used in the study followed first by a summary of comments made by the experts and then by a summary of comments by the lay audience.

if you drive after drinking...



...then here are some things to consider

Let's say you've stayed a little longer than you expected at a party – long enough to have three or four drinks. All in good fun. All in good fellowship. And then you have to drive home.

If you get picked up by the police here's what you can face

SECTION 234, Criminal Code of – Impaired driving is an offence even if the driver's blood alcohol is less than .08%.

Penalty, First Offence – Fine of not more than \$500 or less than \$50 or jail for 3 months or both. **Second Offence** – Jail for not more than 3 months and not less than 14 days. Subsequent offences – Jail not more than 1 year but not less than 3 months.

SECTION 235, – (1) Breath tests for blood alcohol are compulsory. (2) It is an offence to refuse to take a breathalyzer test for blood alcohol when such a test is demanded by a peace officer.

Penalty – On summary conviction only. A fine of not more than \$1,000 or less than \$50 or jail

for not more than 6 months, or both

SECTION 236, – It is an offence to drive if driver's blood alcohol exceeds .08%

Penalty – Same as for Sec. 235.

And there's more

It isn't just the appearance before the judge that's humiliating. You have been booked on a charge under the criminal code and you will be treated like a criminal.

After the police, lawyers and judge are through with you the provincial government will review your right to hold a driver's licence. Even if you have never had a parking ticket you could end up having your licence suspended for a month...or three months...or even indefinitely. When your insurance company hears about it, your rates will soar until you can prove that you are a good risk again. It could take years. And if you injure or kill someone while impaired, your liability coverage is void.

Your name will also probably appear in the newspaper for all your friends and business associates to see.

Why are the penalties so stiff?

■ Alcohol is involved in approximately half of the 5,000 traffic deaths in Canada each year.

■ The Social Drinker is one of the leading causes of automobile accidents.

HOW TO PREVENT IMPAIRMENT

Coffee will not work. Nor will a jog around the block or a cold shower. They will only make you wide awake, tired or cold – not sober.

Only TIME will work.

It takes more than an hour to eliminate each 12 ounces of beer or ounce and a half of spirits or three ounces of non-fortified wine.

If you MUST drive, then adopt the rule of thumb: HAVE LESS THAN ONE DRINK PER HOUR.

Ad #1: "If you drive after drinking..then here are some things to consider."

TECHNICAL QUALITY

Plenty of white space, brief and prominent headline; but too small body type, too much copy, lacks variety.

Straightforward approach both visually and verbally. Not very compelling.

FACTUAL ACCURACY

As far as I know, this is an accurate presentation of Canadian law. Only problem is with the 3 or 4 drinks--over what period of time? What is a drink? If speaking of one-ounce drinks and a three-hour party the ad would be correct only for those who weigh 120 pounds or less. If talking about 1.5-ounce drinks (a total of six ounces), the ad would be correct for those who weigh 170 pounds or less, or stayed less than three hours.

I disagree with the last statement above the box. There are degrees of social drinking; a "social" drinker can also be a problem drinker. Also, there is no absolute relationship between BAC and impairment.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Good use of white space and headline.

The reader is induced to realize that the information is personally relevant to him, a social drinker.

It will perhaps attract more attention from the person who disapproves of drinking/driving.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Boxed information would probably be read, but other copy would probably not be read.

The information is factual but involved, and takes a good amount of mental work to be absorbed by the reader. However, credibility is probably very high.

The ad tries to say too much.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

There is some surprise and novelty in the information that "so few drinks" may be dangerous. Might make people think.

Low credibility factor--many people who consume 3 or 4 drinks and drive without impairment will dismiss the message.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Boxed information provides a viable alternative to not drinking.

Ad is instructive, tells reader what to do about the problem (one drink or less an hour).

Low, because people will dismiss the message.

GENERAL COMMENTS

Dispassionate approach, good provision of an alternative course of action.

Appears to be eye-catching and is straightforward presentation of facts regarding the law.

Unsensational, honest, more or less complete information.

An unprofessional, oversimplified approach to ad making. Perhaps makes the ad maker and the sponsor feel they are doing a good job. I seriously question whether such a superficial scare tactic will affect the problem/social drinker.

PROBABLE NEGATIVE SIDE EFFECTS

Tends to place the social drinker in unnecessary jeopardy.

Ad #1: "If you drive after drinking...then here are some things to consider."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 8 Might affect amount of alcohol consumed when about to drive.
- 4 Won't drink and drive.
- 1 Try to get bill through Congress regarding drinking and driving.
- 1 Tell others.
- 1 Possibly take taxi.
- 1 Allow time to eliminate alcohol before driving.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 6 Lots of information.
- 5 Boring.
- 5 Gets point across.
- 4 Interesting--attracts attention--informative.
- 3 Won't affect drunk drivers.
- 3 Makes you think--sensible.
- 2 "How to prevent" section effective.
- 2 Too much information.
- 2 Good for those who drink.
- 2 Only headline attracts attention.
- 2 Laws.
- 1 Need more hard-hitting statements.
- 1 Not whole truth on the subject.
- 1 Too much small print to hold attention.
- 1 Too negative.
- 1 Say more about effects--not police.
- 1 Not a new approach.
- 1 Reduce embarrassment of being arrested.
- 1 Stresses penalties and avoidance of drinking and driving.
- 1 Okay, but may be overlooked for other ads.
- 1 Not directed at those who need help.
- 1 Won't affect me.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

- 14 Don't drink and drive.
- 8 Emphasize consequences and hazards of drinking and driving.
- 5 Penalties of drinking--fines, jail, etc.
- 4 What you're asking for if you drink and drive.
- 3 One drink per hour.
- 3 Social drinkers cause most accidents.

<u>No.</u>	<u>Response</u>
1	Drink wisely or pay consequences.
1	Information and social pressure.
1	Try to convince people not to drink and drive.
1	Lots of useless highway deaths caused by drunk drivers.
1	"How to prevent" section.
1	Stay home and drink.
1	Revoking drinking privilege.
1	Punishment.
1	If you drink and drive, you'll have an accident.
1	Self embarrassment and problems of drinking.
1	Warning or threat which courts seldom carry through.
1	Don't jeopardize others due to own social disabilities.

The drunk driver adds \$240 a year to your cost of living

-if you live.

It may be a few dollars more or less than that. The figure is approximate.

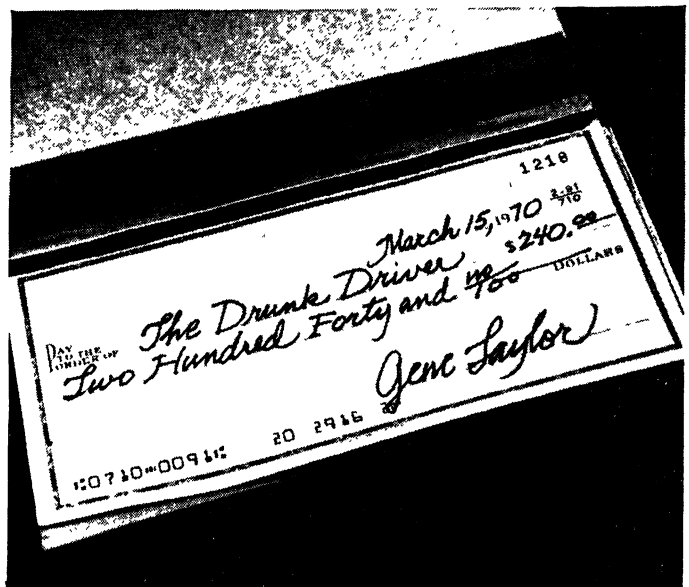
But there are some things that are deadly accurate. Last year, over 35,000 Americans were killed in crashes where drunk driving was involved. And at least two million were injured.

The drunk driver cost the country \$8 billion in direct economic loss. Add to that an estimated (and very conservative) indirect loss of \$16 billion, and you see the size of the problem.

But make it more personal than that. If you are one of the nation's 100 million licensed drivers, this means that to your yearly costs for groceries, clothing, housing, and the like, you can add \$240—your share of what the drunk driver costs America.

You say your wife has a driver's license, too? Then drunk drivers add \$480 a year to your family's cost of living.

The situation is bad and has been getting worse for the past several years. But it can still be turned around if you're willing to help. As



a beginning, each state needs the tough, effective drunk driving laws recommended by the National Highway Safety Bureau (24 states now have these laws—does yours?). The next step is fair enforcement of these laws.

Will you help?

Help stop the traffic slaughter.

For a free copy of the new booklet, "The Drunk Driver May Kill You (What You Can Do To Help Get Him Off The Road)," write to the



Ad #2: "The drunk driver adds \$240 a year to your cost of living."

TECHNICAL QUALITY

Plenty of white space, brief and prominent headline; but too small body type, too much copy, lacks variety.

A professional execution of the ad writer's craft.

FACTUAL ACCURACY

Believability is tenuous--unconvincing documentation of cost to individual.

Every "fact" in this ad is a fabrication.

Should I put any trust in that juggling with dollar amounts? It does not sound believable, not even understandable.

Exhibits a superficial knowledge of the fundamental problem the ad is concerned with.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Brief prominent headline is likely to attract attention.

References to money and checkbooks are quick attention-getting devices.

Average or slightly better than average.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

\$240 per year figure is likely to be remembered.

Not believable.

If the information to be conveyed is cost to me of drunk driving, the ad does convey that, but beyond that it falls down.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

It seems to have an effect on those already in or about to enter the safety "system" because it tells many of them what they want to believe; it justifies their existence.

It is questionable whether I as a reader will do any more than commiserate.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Some people may send for the booklet.

Unfortunately, it is this kind of near hyperbole that was needed to get any action.

I doubt if any action would be forthcoming.

GENERAL COMMENTS

Headline conveys new information.

Very poor. Although it may have a temporary impact, it is grossly misleading.

Being a "drunk driver" is not necessarily a trait, but more likely a state like "tired driver" or "inattentive driver." General tone is negative (others are the cause of the problem). It stimulates tendency to scapegoating.

Typical example of an ad that (to the reader) points the finger at someone else.

PROBABLE NEGATIVE SIDE EFFECTS

The ad blows the problem completely out of proportion to reality and blames it all on the drunk driver, disregarding pedestrians. It is impossible to apply countermeasures and then expect to see results when the problem, at least in part, does not exist. When the "light" comes, people will feel lied to, which could be followed by withdrawal of support and total inaction.

Pinpointing the cause of accidents on one factor (alcohol) and declaring the other bad guys responsible will not improve the driving behavior of the average reader.

Ad #2: "The drunk driver adds \$240 a year to your cost of living."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 5 Vote stronger laws.
- 2 Won't drink and drive.
- 2 Talk with family; tell children to be careful not to drink and drive.
- 2 Work in AA or speak out against drunk drivers.
- 2 Send for booklet.
- 1 Think about drinking and driving.
- 1 Act more responsible at parties--try to influence others.
- 1 Would give money.
- 1 Pray.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 12 Convincing and informative--gives second thought--good.
- 9 Uninterested, not much effect.
- 4 Need more and more such ads.
- 3 Makes you want to get drunk drivers who cost us money.
- 2 How drunk drivers affect nation's economy.
- 2 Need more hard approach.
- 2 Surprised to know of cost; startled.
- 1 Better than most ads.
- 1 Usually read only headline.
- 1 Should relate more to people.
- 1 Too many words--not enough action.
- 1 Government passes bills-unfair.
- 1 Skeptical.
- 1 Accurate and probably true.
- 1 Need laws.
- 1 Disagree with punishment.
- 1 Statistics could convince disbelievers otherwise.
- 1 Won't affect drinkers.
- 1 Good reminder that drunk drivers are costly.
- 1 Good--may not reach right people though.
- 1 Stresses money more than life.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

- 24 Drunk drivers cost Americans a lot of money.
- 4 Get drunk drivers off the road.
- 2 Drunk drivers affect everyone, even if not involved in accident.
- 1 Makes one aware of the dangers of drunk driving.
- 1 Main point not dollars but loss of life and injuries.
- 1 Drunk driving getting worse--must be stopped.
- 1 Appeal to wallet.
- 1 Number of people killed by drunk drivers.
- 1 Not only humanitarian reasons to stop drunk drivers--dollars reason too.
- 1 Extra cost of insurance.
- 1 Encourage people not to drink and drive.
- 1 High cost of irresponsibility.
- 1 Send drunk drivers to jail.
- 1 No penalties mentioned.
- 1 Encourage support of tax-supported programs to solve drunk driver problem.
- 1 Prevention could cost less than \$240 cost now.

How much are drinking driver accidents up this year? 10%? 12%? 15%?

Surprise. Here, they haven't gone up at all. What's more, the figure is *down* 10% from what you might expect.

The way accidents have grown in the last few years, by the end of five months we might have had about 635 alcohol-involved accidents. We had only 567.

What? An accident rate that didn't increase?

That's a first.

And it could be tied to a couple of other firsts.

We first started this campaign January first.

Now, we don't

know if there's a connection. But it is nice to know the rate doesn't have to march ever onward and upward.

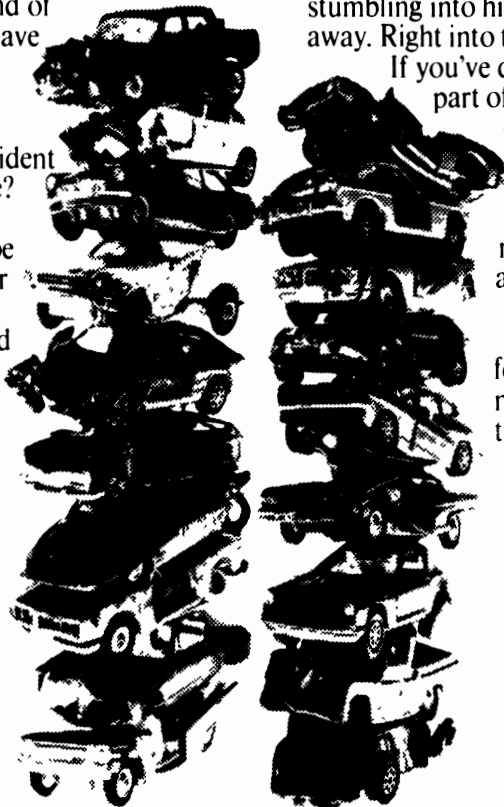
Something can be done. It's as easy as keeping your blitzed friend from stumbling into his bomb and roaring away. Right into the statistics.

If you've done that, we owe part of that 10% to you. And our thanks.

But your friend owes you even more.

We have other news about drinking and driving. Write: Box

We're keeping a few more of our friends now. Let's try and keep them all.



Projected

Actual

Let's keep our friends alive.

Ad #3: "How much are drinking driver accidents up this year?"

TECHNICAL QUALITY

No good overall visual structure.

A little confusing--type arrangement makes it hard to read. Word and letter spacing seem too close.

FACTUAL ACCURACY

These facts are no doubt accurate as understood by most people. I would not accept those figures, however, unless I also knew something about the non-alcohol-involved collisions. If they went up it would only indicate that there was a change in police reporting practices rather than a change in drinking-driving practices.

I cannot tell, but it sounds believable for some local area.

Some frame of reference is needed for comparison.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Headline seems to be old stuff, but illustration is unusual.

Less than inspired. In fact I rate it slightly lower than Ads #1 and #2.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Lack of headline interest would prevent readership of body copy.

Communication of ad suffers because of contrived visual format.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Not clear to me what attitude is good.

The message is rewarding to anybody who believes somethings can be done about the problem.

The attitudde seems to be to take comfort in the favorable statistical trend, which is not great enough to justify message of ad.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Call for action is buried.

Unfortunately, no action is specified, which makes the "rewarding" nature of the message rather useless.

GENERAL COMMENTS

The unusual fact (reduction in accidents) is a strength, but it should have been conveyed in headline.

This ad does not grab me, although I do like the idea of keeping one's friends alive.

Not instructive in the sense of telling the audience what action to take. Otherwise a good message.

I find little to justify this ad. It implies that behavior in terms of drinking and driving have improved, without clarifying the favorable behavior.

PROBABLE NEGATIVE SIDE EFFECTS

Headline-only readers would be misinformed.

Depending on what efforts the reader may have made to cut down on drinking and driving by himself or his friends, he might feel that a 10% improvement did not quite justify the effort.

Ad implies problem is lessened.

Ad #3: "How much are drinking driver accidents up this year?"

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

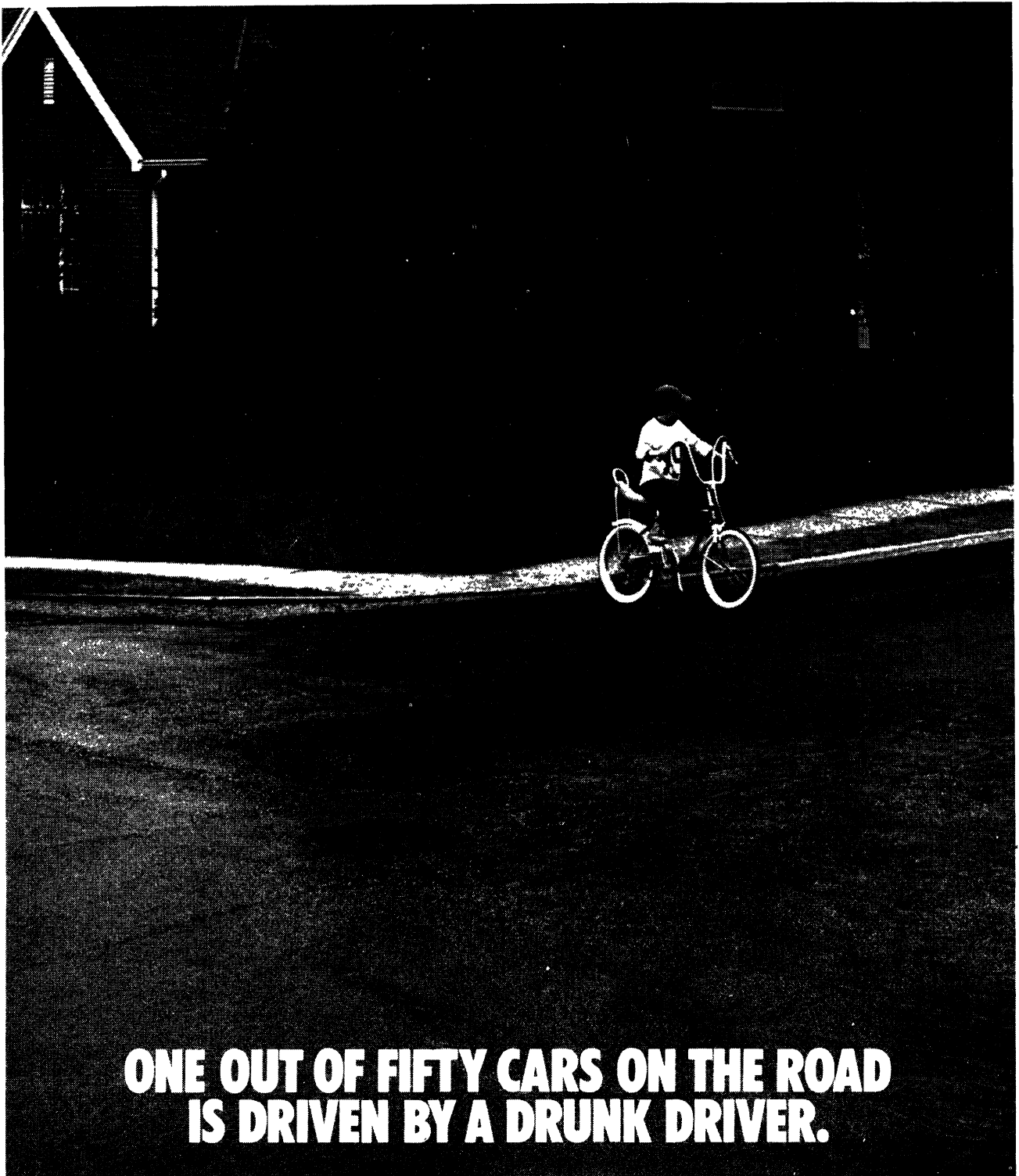
- 1 Cut down on drinking and driving.
- 1 See what I can do to help.
- 1 Help people who overdrink.
- 1 Tell someone.
- 1 Help get drunk driver off road.
- 1 Be a better host.
- 1 Try to influence friends not to drink and drive.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 13 Uninterested.
- 8 Good, effective.
- 2 Has been reduction of alcohol related accidents.
- 2 Surprised.
- 2 Headline confusing--bad graphics.
- 1 Feel since accidents aren't up, is okay to drink.
- 1 Helpful but important points in fine print.
- 1 Keep accidents down if people read and follow ad.
- 1 Ads don't have much effect.
- 1 Wasn't aware action being taken.
- 1 Accurate but doesn't attract attention.
- 1 90% of public probably doesn't care.
- 1 Difficult to read.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

- 20 Something is being done; is a decrease.
- 5 Drunk drivers cause most of accidents.
- 5 We could reduce accidents.
- 3 Don't drink and drive.
- 1 Information dissemination can bring about changes.
- 1 Need more such ads.
- 1 Help keep drivers and drinking apart.



ONE OUT OF FIFTY CARS ON THE ROAD IS DRIVEN BY A DRUNK DRIVER.

Not drinking. Drunk.

He can't think straight. He can't see straight. And he certainly can't drive straight.

Mostly, he's the kind of drinker who's drunk a lot. Scotch instead of orange juice. Bourbon instead of coffee. Drinking instead of living. Problem drinking.

Last year, problem drinkers killed 19,000 people in car accidents. And a lot of them were

kids. Somebody's kids.

The problem drinker is the problem. And we have to get him off the road because he can't get himself off.

There are many things that can be done to help him and to help us. Stricter drunk driving laws, stricter law enforcement, scientific breath tests and court supervised treatment among them. There's a huge national highway safety

project just beginning that needs you to understand and to help.

Help.

DRUNK DRIVER
BOX 1969
WASHINGTON, D C 20013

I want to help Please tell me how

My name is _____

Address _____

City _____ State _____ Zip _____

GET THE PROBLEM DRINKER OFF THE ROAD. FOR HIS SAKE. AND YOURS.

Ad #4: "One out of fifty cars on the road is driven by a drunk driver."

TECHNICAL QUALITY

Definite visual focal point, leading eye to headline; legible body copy.

Average professional product.

FACTUAL ACCURACY

One-in-fifty figure seems high.

The use of the term "Problem drinker," implying alcoholic, is objectionable. The 19,000 figure is based on exaggerated estimates and cannot be substantiated. Any statement to the effect that "one out of 50 drivers is drunk" is ridiculous.

The rate of drunk driving depends very much on the time of day and is lowest when the kids are on the streets.

The different numbers I see are confusing--e.g., 19,000 killed, or 30,000, or 25,000. Are numbers as meaningful a way to communicate as "half the fatalities?"

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Good layout.

The "aloneness" of the child is very eye-arresting and attention-getting.

Readers tend to empathize with portrayal of vulnerable children.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

One-in-fifty figure in headline should stick. Ad makes clear distinction between drinking driver and drunk driver.

False information.

"Problem drinkers killed 19,000 people," including themselves. "Victims" of accidents are often drunk, too.

If we accept the message and its solutions, it does an average-to-good job of communicating.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Good emotional pull of small boy.

Ad copy seems to stress making reader aware of what is being done, rather than asking the reader to do something.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

"What does "help" mean? How can I as a reader of this ad turn to action?"

Saying "help" isn't enough.

GENERAL COMMENTS

Should induce concern without evoking fear.

Makes the same mistake as earlier ads--points the finger at "the other guy".

Certainly a lot better than Ad #2, but not particularly suggestive of meaningful action.

Although alcoholics, as a group, may be involved in more crashes than the rest of the population, the majority of alcoholics are not involved in excessive collisions. Therefore, it is unfair to place the onus of "problem drinkers" in the safety context of all alcoholics... Also, there is a simplistic belief that stiffer laws and stricter enforcement will prevent alcohol-related traffic deaths. However, in the five ASAP areas where enforcement went up the most, traffic deaths tended to increase. Furthermore, research has shown that drunks who are treated harshly by the judicial system have no better subsequent record than those treated less harshly.

PROBABLE NEGATIVE SIDE EFFECTS

Will eventually be exposed as a hoax, resulting in disillusionment and inaction.

Again overemphasis on alcohol (the problem drinker is the problem) and a particular kind of drinker. It just is not as simple as that, and people should not be made to believe it. Also, they will find out sooner or later that it is not true.

Ad #4: "One out of fifty cars on the road is driven by a drunk driver."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
3	Fill out form.
3	Get drunk drivers off road.
3	Find out more information.
2	Help drunk who may have an alcohol problem.
1	Bring drunk driver home.
1	Be more aware.
1	Make sure guests get home safely.
1	Put up more signs and signals.
1	Walk home after drinking.
1	Control own drinking habits.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

12	Raises interest in subject.
5	Won't provoke action.
5	Right direction--though not shocking enough.
5	Good idea but how many people will act.
2	Picture could be more effective.
2	Need more such ads.
1	Standard ad.
1	Could be killed even if careful.
1	Make figures available to public.
1	Not problem drinkers' problem.
1	No treatment--just get off road.
1	Helpful for drinkers.
1	Need to know more about program.
1	Something should be done.
1	Should include social drinkers as problem.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

13	Problem drinkers are the problem--get them off the road.
6	Fight drunk drivers--get them off the road.
5	Drunk drivers are dangerous--help them.
5	Many deaths due to drunk drivers--too many drunk drivers.
4	Kids are being killed.
3	Create awareness.
2	Programs underway to help.
2	Innocent people suffer.
2	One of 50 is a drunk driver.
1	Alcohol-involved accidents involve problem drinkers not "normal" drinkers.

No. Response

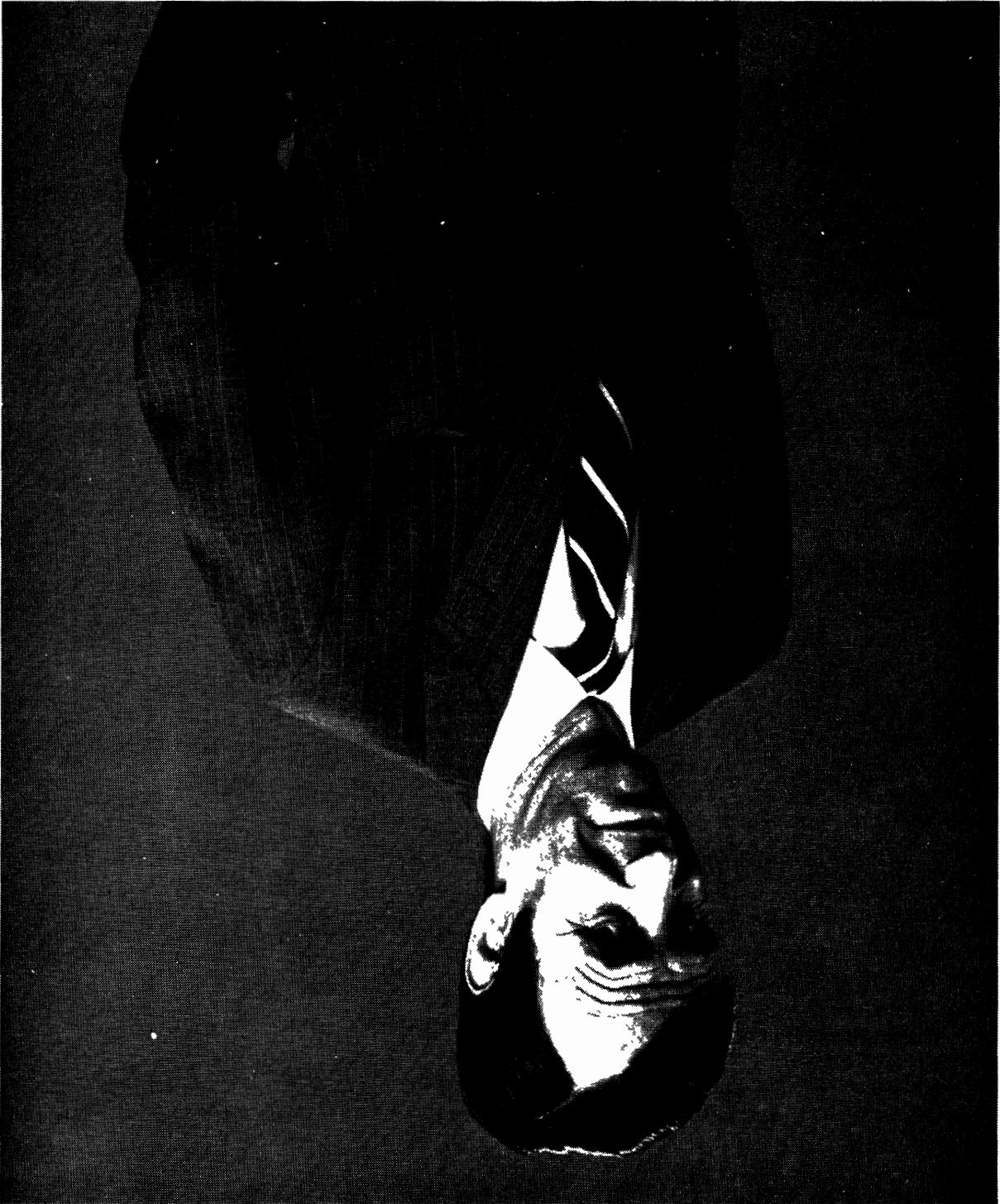
- 1 Be careful when drinking and when not.
- 1 Need stricter laws.
- 1 Help problem drinker to help self and others.
- 1 Data regarding seriousness of drunk driving
 problem.

Talk a problem drinker out of driving. Talk to just one.

But your wife has three or four more than they do. Every week. But won't admit it. Maybe you ought to know she drinks to escape the pressures she doesn't handle as easily as you thought. Too much pressure. Too much drinking. Clues to the problem drinker. You ought to talk to your wife about driving after that much drinking. She shouldn't, you know. Talk to her. It's a good way to keep an almost perfect wife, almost perfect.

Your wife. She's put one over on you. And she herself probably doesn't know it. But how could your wife be a problem drinker? She's the almost perfect wife. She handles everything. Makes you feel the lord of your suburban castle. Great with the kids, too. And a darn good cook. So organized, there's time to spare for Tuesday night Mah Jongg and the Thursday afternoon coffee cloth. Except she drinks scotch instead of coffee. So do the other girls.

"My wife, a problem drinker? Don't be ridiculous!"



Ad #5: "My wife, a problem drinker? Don't be ridiculous!"

TECHNICAL QUALITY

Large photo and use of professional-appearing model, visible short headline, short copy (all favorable). Body type too small (unfavorable).

I assume this ad was designed for a larger format; if it runs this size, it is too hard to read. Otherwise acceptable.

FACTUAL ACCURACY

Believability of "almost-perfect" wife might be low for many men.

I don't know how common this situation is. If it is rare then the ad will be relevant to only a few husbands.

Gets a little fuzzy when it specifies how much too much drinking is.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

See comments regarding technical quality.

Rather intriguing caption.

Should evoke better than average response.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Simple, straightforward language.

More compelling than several prior ads.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Body copy (if read) might raise question in mind on wife's drinking.

Depends largely on whether ad is perceived as personally relevant by reader.

Will possibly influence husband of imbibing wife more than wife.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

The "talking to just one" idea makes task seem less formidable.

GENERAL COMMENTS

Straightforward presentation by a "regular guy"--no hysteria, no blood-and-guts warnings, and no phony figures.

Personal relevance questionable. The use of title "problem drinker" is a bit strong and may induce reader to reject the message. Understatements may be more effective in this sensitive area.

PROBABLE NEGATIVE SIDE EFFECTS

Feminine activists might object.

Readers might reject message as overstated.

Could cause marital strife.

Ad #5: "My wife, a problem drinker? Don't be ridiculous!"

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 6 Talk to spouse regarding drinking problem.
- 4 Keep spouse/friend from drinking and driving.
- 3 Look for signs of problem drinking in friends, family, etc.
- 1 Talk with those who drink so won't drive.
- 1 Try to help any way I can.
- 1 Consider AA.
- 1 Write Congressman.
- 1 Seek medical help.
- 1 Be conscious of drinking.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 12 Good--all should read.
- 10 Poor--what can you do about it.
- 5 Problem drinkers don't realize they have a problem.
- 2 Keep drunk drivers off the road.
- 2 Good for people it refers to in ad.
- 2 Won't attract attention.
- 2 Need bigger print.
- 2 Something should be done.
- 1 May cause good family arguments.
- 1 Beg not to kill each other.
- 1 Potentially serious public problem.
- 1 If someone had a drinking problem, talking to them won't help.
- 1 Are people I know problem drinkers?
- 1 Early signs defined.
- 1 Need more shock value.
- 1 Might affect someone.
- 1 Makes you think.
- 1 Won't read because no problem drinking in my family.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
7	Spouse could be a problem drinker--don't overlook that.
5	Don't drink and drive.
4	If know problem drinker, talk to them about drinking and driving.
4	Keep drunks off road.
2	Most unsuspecting can be a problem drinker.
2	Be aware of alcoholism problem.
2	Face problem drinkers in family/friends and help them.
1	Social drinker not honest with self.
1	Not all drunk drivers are drunks.
1	Don't have to be a male to drink.
1	Problem drinker tries to hide the problem.
1	2-3 extra drinks may be problem drinking sign.
1	Aimed at social drinker and those who say alcoholism is a stigma.
1	Just drink socially, don't need to stop drinking.
1	More important to solve drinking problem than drinking and driving problem.
1	More relevant to general drinking than drinking and driving.
1	Hidden drinking problem.
1	May not know/understand the problem.
1	Social drinking.



"I've had a driver's license for 10 years. For 9 of those years I was a drunk."

P. L. T.

Fewer than 4% of all drivers on the road are heavy drinkers

Yet heavy drinkers are involved in nearly 50% of all traffic deaths

The frightening truth is that drunks are the deadliest drivers ever let loose on the highways

Knowing that, you'd think that our licensing officials would take extraordinary measures to hunt down this small gang of killers and get them off the road

And save 25,000 lives a year

Well, think again. The way things are now, there's no effective way to take a drunk's license away before he kills somebody

With 25,000 lives at stake, there must be a better answer than that

Maybe it's a thorough physical examination

For instance, in Pennsylvania a doctor must certify that every new driving-license applicant is not an alcoholic

Maybe there's a better way, but certainly what Pennsylvania does is better than nothing

And nothing is what all but a handful of states do.

So if you're tired of being a target, write to your local legislators and demand that they get those drunken killers before they get you

Not everyone should drive.

Ad #6: "I've had a driver's license for ten years. For nine of those years I was a drunk."

TECHNICAL QUALITY

Large photo, short legible headline, and good white space--but small body type.

Man in picture looks the part.

Has a compelling visual device.

FACTUAL ACCURACY

About 50% of all fatal accidents show involvement of alcohol, but not heavy drinkers only. The number 25,000 is therefore inaccurate. Also, alcoholics are not "let loose" and they are not a gang of killers.

Ad says "drunks" are involved in 50% of fatalities and it also says you can drive in a drunken state for nine years and not have an accident--I agree!

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Possibly because one wonders about the tenth year.

Reader may be curious why identity of subject is hidden--and will read the ad.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

As far as information is conveyed it is rather incorrect.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

I doubt if reader will agree that a doctor can accurately attest to a patient's drinking habits.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

No action is suggested--what is the reader supposed to do?

Too small a percentage of people will be prompted to write to their Congressman in the belief that he can do anything about the problem.

GENERAL COMMENTS

Raises a new idea, "Not everyone should drive."

Poor connection between caption and rest of text; no continuity. I don't like the incriminating and authoritarian tone--"let loose," "small gang of killers," "before they get you."

Strong statement in headline is not supported by copy.

PROBABLE NEGATIVE SIDE EFFECTS

Places unnecessary additional burden on alcoholics.

It will turn off anybody who does not like oversimplifications in the statement of social problems.

Backfires for reason noted in comment under "Factual Accuracy."

Ad #6: "I've had a driver's license for 10 years.
For 9 of those years I was a drunk."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING
THIS AD?

<u>No.</u>	<u>Response</u>
4	Write authorities, make programs on situation.
2	Stop drinking and driving--persuasion.
2	Be a better host.
1	Need laws--drunk drivers should go to jail.
1	Notice how drunks drive.
1	Watch out for drunk drivers.
1	See what I can do.
1	Support drunk driving laws.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

12	All should read--enlightening--interesting-- informative.
8	Not sure will work, disappointed, depressed, uninspiring.
2	Show accidents--sticks in mind better, need better photo.
2	Scares to attention--shocking.
2	Doubt if people will read and act--too apathetic.
1	DUIL has always been a problem.
1	Right to do as you choose.
1	Good to balance liquor ads.
1	Too much to read, otherwise good.
1	Many drunk driving deaths, something can be done.
1	True, dangerous to drink and drive.
1	Angry.
1	Reminder to those who may drink slightly and drive.
1	No matter how good a driver you are, may get hit by drunk driver.
1	Headline.
1	Unnecessary to call them "drunk killers".
1	Get drunk drivers off the road.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

8	Get drunk drivers off the road--dangers of drunk driving.
7	Don't drink and drive.
6	Everyone should do something.
4	Drunk drivers responsible for 50% of traffic fatalities.

<u>No.</u>	<u>Response</u>
2	Need more effective control over drunk drivers.
2	To curb accidents must stop small group of habitual drunk drivers.
1	Not much is being done about problem of drunk drivers.
1	50% of drunk drivers cause deaths [yes, that's what he (sic) wrote].
1	Safe driving.
1	Get public support not allow problem drinkers to get license.
1	Help the problem drinker.
1	Not everyone should drive.
1	Not all get caught.
1	Get drunks off road into mass transit.
1	Need better laws.
1	No effective way to tell if potential driver is alcoholic, problem or social drinker.
1	No present/future cure may work--need individual effort.
1	Small number of problem drinkers cause 50% of deaths.
1	Get drunks before they get licenses.
1	Save 25,000 lives/year.

How many people will somebody's cocktail party kill tonight?

It often depends on how
many drinks those people have.

And that's up to you.

A good hostess keeps
the glasses full, but not the guests.

Remember—they have to
drive home with your booze in them.

The few who manage to
drink more than you planned
to serve?

Put 'em in a cab or

on the couch. But don't let them
drive. Even if they give you a
hard time.

Don't make your party
their funeral.

Find out more about
cocktails and cars. Write Let's
Keep Our Friends Alive, P. O.



Let's keep our friends alive.

Ad #7: "How many people will somebody's cocktail party kill tonight?"

TECHNICAL QUALITY

Short legible headlines and body copy, white space, photo vignettes.

A good professional ad.

FACTUAL ACCURACY

Doesn't deal in statistics--but communicates effectively about what it does say.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Short legible headlines and body copy, white space, photo vignettes.

Better than average.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

No factual information in ad.

Better than average.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Not a credible danger except to those few who may have been previously involved.

People will agree with the ad--but will not restrain their drunken guests.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

No clues for implementing the information.

Clear statement of what one is supposed to do about the problem.

People will agree with ad--but will not restrain their drunken guests.

GENERAL COMMENTS

If reiterated often enough, might possibly engender new thinking about cocktail parties.

It's a good subject to deal with, but could be handled more effectively. There are procedures--such as turning off the booze early and feeding guests--that can also produce desired results.

Instructive, personally relevant to most readers, may snowball into new style of cocktail parties and/or transportation afterwards. One of the better ads.

It points the accusing finger at a part of the population that I believe has very little to do with the alcohol-involved traffic death problem.

PROBABLE NEGATIVE SIDE EFFECTS

Lose friends.

"Friends I invite to my cocktail party do not get drunk!"

Ad #7: "How many people will somebody's cocktail party kill tonight?"

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 8 Watch for drunks at parties, help host get them home okay.
- 4 Think before drinking and driving.
- 3 Serve coffee/fewer drinks per hour.
- 2 Write for more information.
- 2 Show ad to friends who need a jolt.
- 2 Follow advice.
- 1 Try to convince people.
- 1 Be more aware of own drinking.
- 1 Taper off drinking before going home.
- 1 Try to prevent "high" person from driving.

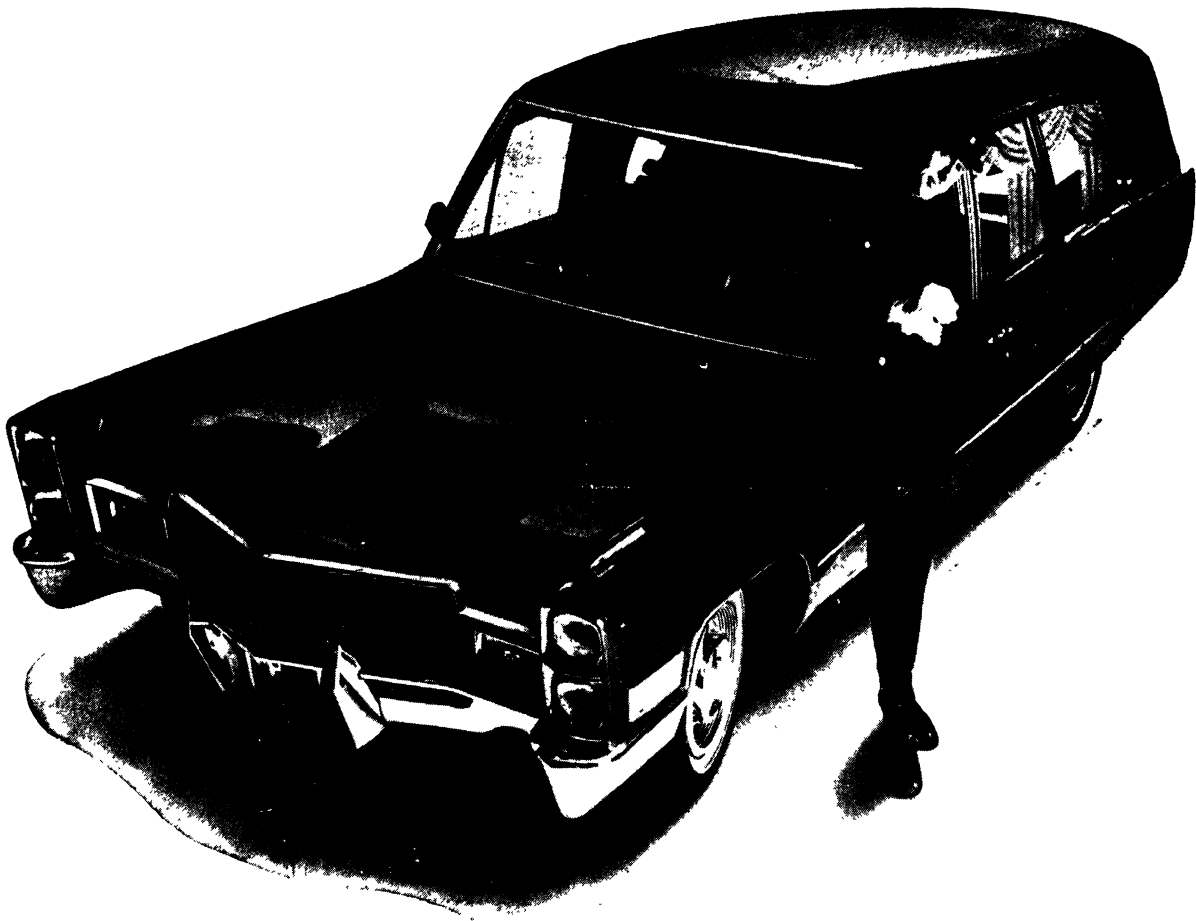
IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 23 Makes you think--good explanation.
- 3 Text could be more catchy, better.
- 3 Need more such ads.
- 2 Not enough--unrealistic.
- 2 Ones who need most will ignore it.
- 2 Good but won't affect me.
- 1 Good--how many people will follow it, though.
- 1 Emphasize social drinker who is often overlooked.
- 1 Should say what happens to drunk drivers.
- 1 Friends may be killed.
- 1 Too demanding--telling what to do.
- 1 Won't change anything.
- 1 Call attention to dangers of drunk driving.
- 1 Important to show blame to host/ess partially.
- 1 Doubt ad effectiveness.
- 1 Needs stronger copy--keep glasses full and not guests loaded.
- 1 Think at next cocktail party.
- 1 If enough read it, may do some good.
- 1 Drinking and driving a big problem.
- 1 Appropriate--not enough coverage in papers and newspapers and magazines.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
12	Don't let drunk guests drive.
8	Inform host/ess--they're responsible--be good host.
7	Help keep friends alive.
5	Don't drink and drive.
4	Cut down number of drunk drivers, they kill.
2	Social drinkers drink too much and cause accidents.
2	Keep drunk drivers off road.
1	Control drinking to keep friends alive.
1	Realistic.
1	Be careful regarding drinking on social occasions.
1	Must police self.
1	Don't drink.
1	Don't urge liquor on guests.
1	Not too clever.
1	Reminder of serious effects of drunk driving.
1	Party drinking.
1	Attracts attention.
1	Don't have one for the road.
1	Headline.
1	Dangers of excessive drinking.

WIN YOUR OWN CHAUFFEURED LIMOUSINE THIS NEW YEAR'S EVE.



RULES:

- 1** Have one for the road. Maybe two. After all, it is party time. And, besides, you know you're a better driver when you're drinking anyway.
- 2** Don't bother putting on your seat belt. All that drinking and eating made you stuffy, and the belt will only make you more uncomfortable.
- 3** Keep all the windows closed and turn up the heater full blast. The weather is freezing outside and, after being parked all evening, your car is too.
- 4** Continue that argument you and your wife started at the party. Especially since you're right and she's wrong.
- 5** Ignore all stop signs and traffic lights. It's so late, there are probably no other cars around to make it dangerous anyway.
- 6** Don't stop for coffee. You're tired enough as it is. And the longer you take to get home, the more likely you are to fall asleep at the wheel.
- 7** Keep your high beams on. That way, all those oncoming drunken drivers will be sure to see you and avoid an accident.
- 8** Straddle the white divider line at all times. You never know when some idiot will leave his car parked too far out from the curb.
- 9** Stay over the speed limit all the way. The less time you spend on the road, the less chance there is that some nut will run into you.

Ad #8: "Win your own chauffeured limousine this New Year's Eve."

TECHNICAL QUALITY

Short legible head, white space, photo (good);
small body type (bad).

A good straightforward approach.

FACTUAL ACCURACY

Arguments seem factual.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

The contest format and layout are good.

The shock effect of the picture and headline should attract the reader.

Would be better if picture were clearer.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Little new information--well-known prescriptions.

Good.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Reader will probably respond to good humor mixed with good advice.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

(If read) gives enough specific actionable prescriptions so that one or more might be implemented.

It has as good or better chance as most D/D ads I've seen.

GENERAL COMMENTS

Contest format good; "black humor" approach worth testing.

I commend it for speaking directly to the "problem drinker."

Will be rejected by almost all readers as irrelevant to them. What is this ad supposed to do, anyway?

Rather on the morbid side. The kinds of people who would read this ad are not likely to be the kinds of persons who would behave in the manner suggested, and vice versa. Also seems to implicate light drinking: Should have said, "Have one more for the road, maybe two."

PROBABLE NEGATIVE SIDE EFFECTS

The publicity that relates smoking to cancer and warns against the use of tobacco usually shows much better taste than this.

Ad #8: "Win your own chauffeured limousine this
New Year's Eve."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING
THIS AD?

No. Response

9 Use rules.
3 Try to be a better driver.
1 Stay home and drink.
1 Watch self closer.
1 Won't ride with drinking driver.
1 Think about ad when about to drink and drive.
1 Not drink too much.
1 Let someone else drive when I'm drinking.
1 Show ad to drinking friends.
1 Read more closely.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

9 Good point well presented.
5 Won't prompt action but makes us aware of problem.
5 Disgusting.
4 Clever/makes you think.
3 Should be more serious/not strong enough.
3 Won't affect those who need it most.
2 Need larger print.
2 Thought-provoking.
2 Catchy.
1 Overstates point.
1 Too much copy.
1 Hard to understand.
1 Too sophisticated for general public.
1 Many realize then forget.
1 Peer pressure more effective.
1 Passing laws won't change problem.
1 Good satire.
1 Morbid overtone used to good effect.
1 Sake of good time get that 'way home'.
1 Points out all things shouldn't do.
1 Though some sick humor is informative and effective.
1 Good if read past title.
1 Sarcastic.
1 Not sure message will get across in manner intended.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
11	Drinking and driving don't mix.
4	If follow rules will go home in a hearse.
4	Could die because of own drinking or someone else's.
2	Get more to stop drinking and driving/change attitudes.
2	Point out common misconceptions.
2	Faults of drinking/consequences.
2	Responsibility regarding drinking behavior.
2	Title is eye-catching.
2	Highway safety.
1	Headline misleading.
1	Stay alert under adverse conditions.
1	Drinking and driving on holidays.
1	Shows how really act when drinking.
1	Carelessness in driving.
1	Use common sense.
1	Print too small.
1	Reminder regarding limit of drinking and driving.
1	Slow down and take it easy.
1	Go ahead and kill yourself.
1	Make drinking drivers think.
1	Drive how you want no matter what condition you're in.
1	If drinking and driving won't be around to tell about it.
1	What most do after a party.
1	"Win your own" line.

BEFORE YOU DRINK THAT ONE FOR THE ROAD



THINK ABOUT THE CHASER

AND CONSIDER THESE FACTS:

Because over 50% of all automobile fatalities are influenced by alcohol, the City of _____ Department of Public Safety is waging an all-out war through

Every night 21 police cars are patrolling the streets with the primary assignment of arresting drunk drivers

So far this year, over 4,000 people have been arrested for driving while intoxicated. This compares with 1,200 in 1971

Realistically, many people enjoy drinking, but the problem is with the **drunk** who drives. He's a potential killer. _____ suggests some ways to minimize the problem.

1. Know your limit.
2. Refuse to ride with a driver who is over the limit.
3. Talk a problem drinker out of driving.
4. Be a good host. At your next party, take the responsibility upon yourself to discourage your friends from excessive drinking and driving. Provide food to be eaten **while** drinking

Help get the problem drinking driver off the road
because he can't get himself off!

Ad #9: "Before you drink that one for the road--
think about the chaser."

TECHNICAL QUALITY

Again a reasonable, straightforward approach.

FACTUAL ACCURACY

"...over 50% of all auto fatalities are influenced..
"--actually, are associated with. (Causation not
proven).

50% is wrong. The term "influenced by alcohol" is
too general and includes all kinds of drinking.
Research has shown that alcohol in moderate amounts
is not related to traffic deaths. The ad assumes
that one knows what a "problem drinker" is and that
we all might be acquainted with such "killer drunks."
Even if this were true I doubt that we would admit
it.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Good interaction between visual and headline.

Good picture.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

OK, though visual and headline-body copy falls down.

Simple, point-by-point instructive language.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Same as above: OK.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Generally speaking, an ad has a better chance of
influencing attitudes than of eliciting action.

GENERAL COMMENTS

Headline is trite, illustration has no human inter-
est, small body type.

That ad headline speaks to the reader--but the body
copy refers to what the police and program are doing.
The reader stops identifying with the message.

One of the better ones. The emphasis upon increased apprehension likelihood should also enhance the effect of this message.

PROBABLE NEGATIVE SIDE EFFECTS

Creation of negative attitudes toward police (portrayed as threat).

Ad #9: "Before you drink that one for the road-think about the chaser."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
4	Watch guests when a host.
4	Don't ride with a drinking driver/don't let friend do this either.
2	Don't drink and drive.
2	Follow suggestions.
2	Serve food.
1	Re-read.
1	Talk with potential drinking driver.
1	Know own limit and tell others.
1	Moderate drinking and driving.
1	Take keys from potential drunk driver.
1	Be cautious, discourage drinking and driving.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

12	Good title/good ad/good information.
3	Not stimulating/won't attract attention.
3	Should be more scary/catchy.
2	Might have some effect.
2	Threatening but effective.
1	Risk of getting caught--too detailed but catchy.
1	Need more such ads.
1	Should focus on who gets hurt, not getting caught.
1	Usual drunk driving ad.
1	Mention drinking drivers not just drunk drivers.
1	Won't change my ideas.
1	Focus on getting caught, not on limiting drinking.
1	Doesn't show what happens--not as effective as showing a wreck.
1	Emphasis on punishment, police don't help.
1	Help get drunk driver off the road.
1	People who need it won't listen.
1	Glad government is beginning to advertise situation.
1	Last line false--only self can influence self to stay off road.
1	Get the drunk driver off the road.
1	People might shape up if forced to by strong programs.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
24	Don't drink and drive--may be caught.
3	Police will get you sooner or later/they're chasing drunk drivers.
3	What you can do about drunk drivers.
2	Will be punished; help stop others from driving drunk.
2	Dangers of drunk driving.
1	Think before drinking and driving.
1	How much to drink.
1	Make people aware of drunk drivers.
1	Cities are cracking down on those who drink and drive.
1	Deterrent to drunk driving.
1	Stop drinking.
1	Threatening instead of appealing to conscience.
1	Alcohol causes 50% deaths/do anything possible.
1	Being afraid to be stopped by police should help.
1	May get caught with new detection forces.
1	Alcohol.
1	Think of someone beside self when get drunk.
1	Never know when too drunk to drive.
1	Punishment for drinking and driving.
1	Get drunk driver off road.
1	Decrease number of drunk drivers on road killing people.
1	Suggestion at end of ad.

It would be bad enough if drunk drivers only killed themselves.

But the worst part is the sobering fact that they take thousands of innocent people along with them.

Of the 56,000 deaths on our highways last year, nearly half were caused by drunk drivers. Drunk drivers who smashed themselves into trees, houses and other drivers. Other innocent drivers and their families.

The elimination of dangerous drunks from our roads is one of the top priorities of the National Highway Safety Bureau's sixteen-step safety plan.

To implement this step, the Highway Safety Bureau has furnished a standard to help state law enforcement officials determine which drivers are "legally drunk." Some states have already initiated this standard, which establishes a blood alcohol concentration of .10% as "legally drunk."

The Safety Bureau further proposes that each state pass laws requiring suspected drunk drivers to submit to clinical tests to establish whether or not they are drunk.



We at _____ strongly support all sixteen steps of the National Highway Safety Bureau's program. We urge you to support them, too.

Especially this effort to get drunk drivers off our highways.

And keep their license to drive from becoming their license to kill.

Ad #10: "It would be bad enough if drunk drivers only killed themselves."

PROBABLE NEGATIVE SIDE EFFECTS

I disapprove of this ad because it pretends to have a solution which in fact (even with requested law) would not work. This is an oversimplified solution to a very complex problem.

Ad #10: "It would be bad enough if drunk drivers only killed themselves."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
5	Don't drink and drive for self and others' sake.
3	Encourage drinkers not to drive/talk to drinkers.
2	Think about it.
1	Report drunk drivers to authorities.
1	Drive more carefully.
1	People cover up drinking.
1	Support laws.
1	Support authorities.
1	Given financial support.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

12	Good/effective.
4	Could be better/not attention getting/too low key/ too long.
3	Compassion for victims--anger at those who drink.
3	People who need won't read.
3	Aroused sympathy.
2	Drunk drivers should read.
1	Money could come out of gas or taxes for this program.
1	Picture makes you think--give a chance to live.
1	Good but effect wears off.
1	Doesn't say anything don't already know.
1	More provocation to get point home harder.
1	Stop drink drivers.
1	Making new points regarding drunk driving.
1	Necessary.
1	Scary but may not remember when driving.
1	Won't attract attention/too much information/ won't be read.
1	Prefer ads aimed at solving problem.
1	Didn't move me much.
1	Could be simpler/quicker to read/more serious.
1	Innocent people killed by problem drinker.
1	Most people won't act.
1	Statistics not strong enough to shock people to react.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
6	NHSB is doing something.
6	Get drunk drivers off the road.
5	Hurting innocent people.
3	Accidents caused by drunk drivers hurt others.
3	Headline and photo.
3	Drunk driving is dangerous.
2	Dangerous drunk drivers.
2	1/2 traffic deaths caused by drunk drivers.
2	Drunk drivers contribute to killing people.
2	One getting hurt usually someone else.
1	Drinking and driving is a threat.
1	Need tougher laws.
1	Legislation to cut down on drunk drivers.
1	Getting number of accidents related to drunk driving reduced.
1	New drunk driving laws.
1	Victims not always ones who cause accidents.
1	Death and destruction by selfish people.
1	Most read just title and caption.
1	Emotional photo to draw attention to dangers of drunk driving.
1	Traffic deaths effect all of us--especially children.
1	Kill self is want to but spare innocent kids.
1	Create anti-drunk driving spirit.
1	Alert people to drunk driver problem.
1	Emotional appeal.
1	Headline.
1	Right to survive.

IN FINLAND, DRUNK DRIVERS GET TO BUILD AIRPORTS. BY HAND.

In most countries, drunk driving is not only a social disgrace; it's also a major crime.

In our country, it's a topic for jokes.

Despite the fact that drunk drivers kill more than 25,000 Americans each year.

They kill innocent men. Innocent women. Innocent children. Sometimes they even kill themselves.

The problem isn't drink. It's drunks. Problem drinkers. Abusive drinkers. Sick people who need help.

But, before they can be helped, they've got to be stopped. And only one person can do something about that. You.

Start a petition. Involve other people. Write your governor. Your legislators. Your judges.

Demand strict law enforcement. Call for tougher laws. Get mad. Scream your impatience.

But, for God's sake, do something. It's do or die.



Ad #11: "In Finland, drunk drivers get to build airports by hand."

TECHNICAL QUALITY

It is a competently executed ad.

FACTUAL ACCURACY

Seems accurate as far as it goes.

25,000 each year is nonsense. What was it in 1965 or 1968?

Use of terms "25,000" and "drunk driver" are both wrong. In addition, the ad implies that the drunk is more likely to kill someone else rather than himself. To the contrary, the responsible party, drunk or sober, is more likely to be killed by a ratio of 7 to 3. If the driver is drunk the odds are even greater.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

It has attention-getting qualities.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

No new information contained.

Reader senses that copywriter seems to have lost his "cool". Copy is hysterical.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Urgency of message to "do something" may increase concern with problem.

I doubt if ad would even influence attitudes in Finland.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Specific actions suggested.

Hysterical approach may influence certain types of people--but not many.

GENERAL COMMENTS

If Finland or any other country has solved the D/D problem, I would be interested in reading about their program and their statistics--certainly I'm not to be influenced by a hysterical accusation that somehow, "I, alone" can do something here in the U.S.A.

Inaccurate information. Sensational language. Misleading polarization between the bad (drunk) and the good (innocent) guys. Tough laws have not been shown to have any positive effect (U.K. included!).

Factual information is incorrect, and the ad recommends a hysterical approach. It is the kind of action that has gotten us to our present state of affairs. I do think the art work is good.

PROBABLE NEGATIVE SIDE EFFECTS

This ad is a pure example of nondirected ranting and raving.

People may be led to believe that the simple solutions suggested might actually help.

Ad #11: "In Finland, drunk drivers get to build airports by hand."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
5	Write senators and legislators.
3	Won't drink and drive.
2	Promote anti-drunk driving program.
1	Be more alert regarding own drinking and driving habits.
1	Find way to get such ads circulated and published.
1	Not support organization since it calls for laws and punishment.
1	Set myself as an example.
1	Bring attention to others.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

18	Attracts attention/effective/good/informative.
4	Not strong enough to move people to action.
3	Good reminder but probably will have no effect.
2	Most will ignore.
2	Makes problem sound severe.
1	Too long to read if it's a billboard.
1	Good but too factual to attract attention.
1	Need more such propaganda vs. drinking.
1	Deals with symptoms not causes of problem.
1	Drinking drivers can't be ignored.
1	Reawakens self to problem.
1	Not much humanistic appeal.
1	Don't like scare techniques but is effective.
1	Something should and has been done.
1	Already know things presented.
1	Dull--expects action without giving enough information.
1	Makes you think but won't write anyone.
1	Good--I may be the problem.
1	Interesting ad.
1	Good but those who need it won't read it.
1	Didn't attract attention--wouldn't have read.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

4	Innocent people are killed.
4	Punishment more strict in other countries.
4	Cure of drunk drivers/get them off the road.
4	Don't drink and drive.

No. Response

- 2 Get involved/take action now.
- 2 Need stronger action vs. drunk driving to make more disgraceful.
- 2 Need stricter law enforcement against drunk drivers.
- 2 Drunks kill and should be punished.
- 2 Bring problem to our attention.
- 2 Title/headline.
- 1 Drunk driving serious problem, but possible to do something.
- 1 Should have laws enforced.
- 1 Drinking.
- 1 Must change attitudes and take action vs. drunk drivers.
- 1 How big is problem and what is done elsewhere.
- 1 Persuade people to surrender right.
- 1 Consistent drinkers.
- 1 More drunks than social drinkers kill/keep them off the road.
- 1 Get free labor for airports.
- 1 Get involved.
- 1 Call attention to problem of drunk driving.
- 1 Let's do the same in our country.
- 1 Problem drinkers are sick.
- 1 Work at hard labor.
- 1 Arousing moral consciousness.
- 1 Problem drinkers cause too many fatalities.
- 1 Drunk drivers kill 25,000 per year.
- 1 Drunk drivers bad problem-should be recognized.
- 1 Problem drivers need psychological and medical treatment.
- 1 America does little regarding its drunk driving problem.
- 1 I could be killed by a drunk.
- 1 Drunk drivers are dangerous to own health and others'.
- 1 Drunk drivers are sick, need help.
- 1 Get reader to act--not very inspiring.



He's learning to drive and learning to drink. He may never finish the course.

Teen-age drinking is illegal in almost every state, for a lot of good reasons.

But the fact remains that some teens do drink. And when a teen-ager tries to handle liquor and a steering wheel both, terrible things can happen—because drinking and driving are both so new and unfamiliar to him.

One study of young drivers who'd been killed in auto crashes shows that over 60% of them were drunk.

Not just drinking—drunk.

We owe it to our kids to keep automobiles and alcohol well separated in their lives. There are a few simple, effective things you



can do to help. The first step is to get the strict drunk driving laws recommended by the National Highway Safety Bureau on the books (24 states now have these laws—does yours?).

The next step is fair enforcement.

Will you help?

Write for a free copy of "The Drunk Driver May Kill You."

This new booklet outlines the easy, do-able things you can do.

Ad #12: "He's learning to drive and learning to drink.
He may never finish the course."

TECHNICAL QUALITY

OK.

FACTUAL ACCURACY

Seems believable.

Seems reasonable.

Misleading. Among the drunk drivers, those between 30 and 40 are overrepresented, not the young.

The studies showing that 60% of youth killed in auto crashes were drunk found that result among 20-24-year-old drivers, rather than teenagers, as the ad states. This is such a gross error that I suspect it is an outright lie, rather than error. Actually, among 16 teenage drivers killed in Vermont, 4 were drunk; among 34 killed in Wayne County, 10 were drunk; among 25 killed in Ohio, 6 were drunk.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Realistic photo.

Parents are usually concerned about their teenage children's behavior, so they will likely read the ad.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Average--straightforward.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Ad falls off in this respect, because favorable attitudes are probably already established.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Supporting legislation is a reasonable request that most people would acknowledge, but probably fail to follow through on.

One can always expect action when youth and alcohol are involved. This results from moral judgment and emotional reaction rather than rational judgment.

GENERAL COMMENTS

Photo conveys speed, human interest, and danger without threatening.

I usually question advertising that depends on action by the reader. Despite the fact that I put this ad in that category, I find it a better ad than most.

It enhances the tendency to blame the young for a lot of the troubles of present-day society. Easy target! But this ad offers no meaningful suggestion for action.

Poor. It tends to widen the gap between youth and older adults. Also, although the majority of teenagers drink occasionally, few of them drive after drinking.

PROBABLE NEGATIVE SIDE EFFECTS

It helps people to believe erroneous ideas about accidents and their causes.

It may widen the gap between teenagers and the larger society.

Ad #12: "He's learning to drive and learning to drink. He may never finish the course."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

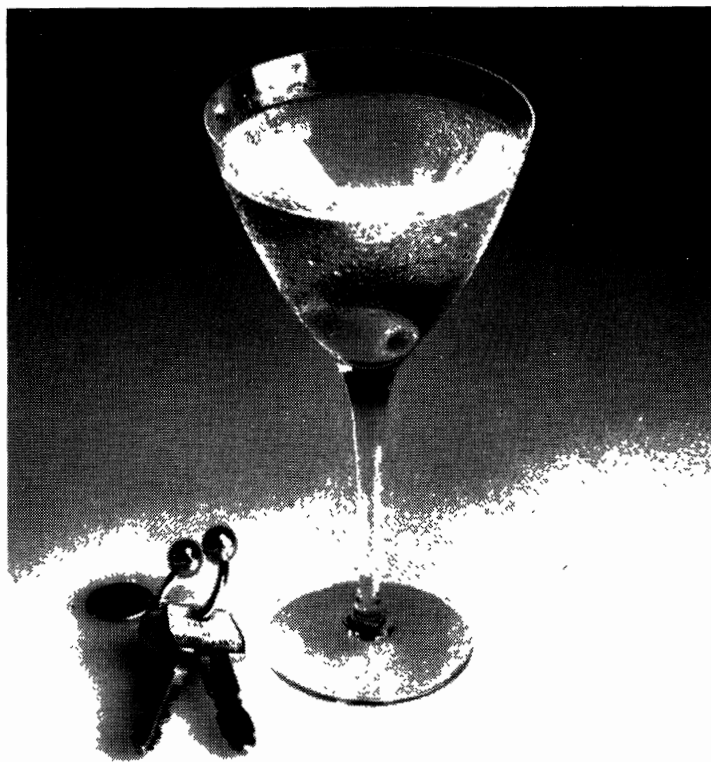
<u>No.</u>	<u>Response</u>
3	Talk about it.
3	Talk to teens, try to influence them.
3	Send for booklet.
2	Do not drink and drive.
1	Cooperate with police, etc.
1	Tell kids and hope they listen.
1	Express serious problem to loved ones.
1	Write Congress to get new laws for control.
1	See friends and self not drink and drive.
1	Be more aware of problem--support bills.
1	See about own state's laws.
1	Change liquor laws.
1	Support program vs. drinking drivers.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

15	Good/effective/to the point.
3	Need more such ads.
3	Not only teens drink.
3	Won't change my opinion/not good.
3	Not flashy enough for strong impact.
2	Problem often overlooked.
1	Problem needs shocking facts impressed on public.
1	Set example for children.
1	Teenage drinking and driving.
1	Strict laws won't help--more reason to rebel.
1	Overdone.
1	Doesn't help much--people don't know their limit.
1	Attempts to use shock value.
1	Too soft.
1	Points finger at youth--more drunks are middle age.
1	Effort to attract attention, not sure if succeeded.
1	Need law enforcement.
1	Point well made if people pay attention.
1	Scary--I have driving teens.
1	Line "first step..strict drunk driving laws" offends me.
1	Just some teens drink.
1	In one ear/out the other.
1	Parents try to run our lives.
1	Many kids have sense not to drink and drive.

<u>No.</u>	<u>Response</u>
1	Hard for teens to accept this and still be "in" with friends.
1	Good but will anyone pay attention if not experienced.
1	If read may think before drinking and driving.
1	Ads are ineffective in dealing with problem.
	WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?
13	Gets teens not to mix drinking and driving/ drinking and driving don't mix.
8	Teen drinking and driving problem.
4	Part alcohol plays in teenage accidents.
3	Over 60% of teens drink.
3	Alcohol/driving.
2	Teens can't handle car and alcohol.
2	Need stricter drink driving laws.
2	Liquor education and control.
1	Takes public action to control teenage social problem.
1	Title catches eye.
1	Make strict laws to keep kids under control.
1	Help teens not drink and drive.
1	Keep young drivers from drinking.
1	Agree.
1	Find out how to get rid of the problem.
1	Probable death of drinking teens.
1	Won't work.
1	Caution adolescents--should caution all ages.
1	All ages affected by drunk drivers.
1	Large letters.
1	If drinking and driving, exercise caution in both.
1	Help drunk driver before he kills someone.
1	Parents should control teen drinking and driving, and work for stronger laws.
1	Raise drinking age.
1	Create public awareness.
1	Don't get carried away with drinking if driving.
1	Get all drunk drivers through teenagers.

If you can't stop drinking, don't start driving.



Most adult Americans drink. And most of them drive. While it is best not to drink before driving, experience proves that not everybody follows this advice.

Recognizing this fact of life, many safety officials now say to motorists: "If you're going to drink, use common sense. Know your own limit, as well as the speed limit, and keep well within both."

We, heartily support this stand. In fact, we've prepared a booklet called "Know Your Limits," which includes a handy chart for your guidance. It's yours for the writing.

If you choose to drink, drink responsibly.

Ad #13: "If you can't stop drinking, don't start driving."

TECHNICAL QUALITY

Good photo and short legible copy with lots of white space.

Well-executed ad.

FACTUAL ACCURACY

Seems believable.

Accurate and reasonable.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Frosty drink seems inviting.

Visually average.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

No new information.

If reader reads the ad, effectiveness should go up.

Clean, factual, simple.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Doesn't call for much change.

Reader can identify with subject of ad without difficulty, making it easier to accept the ad's message.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

In this respect attitude and action are similar.

Some of the guidance should have been spelled out in the ad. People often do not write for booklets.

Unlikely to affect those who "can't stop drinking."

GENERAL COMMENTS

One of the better ads under consideration.

Good idea, but guidelines not specific and instructive enough. High in personal relevance to most readers.

Straightforward, factual, easy to read, and attractive.

PROBABLE NEGATIVE SIDE EFFECTS

Condoning of drinking and driving may serve to justify continued drinking and driving.

Ad #13: "If you can't stop drinking, don't start driving."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 3 Stop drinking and driving--encourage others to do same.
- 3 Get booklet mentioned.
- 2 Know own limit.
- 1 If combined drinking and driving and had choice, would not drive self home.
- 1 Be careful of own drinking and driving.
- 1 Try to reach others in high school regarding alcoholism and its effects.
- 1 Look into problem more deeply.
- 1 Talk with others and be more careful.
- 1 Suggest for distribution and billboards.
- 1 Not have more than six beers at a time.
- 1 Take a taxi.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD:

- 18 Clear point/straight forward/catches eye/good advice.
- 4 Should be more eye-catching.
- 3 Photo not attracting attention.
- 2 Reminder--should be repeated.
- 2 Makes you think--at least for short time.
- 2 Takes more than an ad; change priorities.
- 2 Need more statistics.
- 2 Photo misleading.
- 1 Made by someone who doesn't drink.
- 1 Not strong enough for such a serious problem.
- 1 True since 99 of 100 drink with dinner.
- 1 Knowing limit is extent of our responsibility.
- 1 Does public service, especially to new young driver.
- 1 Agrees with drinking.
- 1 Concern for major problem.
- 1 Should relate more to what drunk drivers do on the road.
- 1 Good--doesn't say to stop drinking altogether.
- 1 Caption stronger than text.
- 1 Depends on reader's ability to judge own limit.
- 1 Hope drunk drivers listen.
- 1 Promotes drunk driving.
- 1 Not effective.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
16	Don't drink and drive.
8	If drink stay in limit or don't drive.
7	Use common sense.
4	Know your limit.
3	Be responsible.
1	Keep people from drinking too much.
1	Not "don't drink and drive," now "know your limit".
1	Be conscious of drinking habits and control them.
1	Drinking and driving is dangerous--matter of self control.
1	Tacit approval of social drinking and driving.
1	People will drink and drive--but should be within their limit.
1	Drinking and driving okay, but not too much.
1	Tell drunk drivers about the booklet.
1	May hurt self and others.
1	Compromise still not the answer.
1	Warning.

How to beat the drunken driving laws.

The amount of alcohol it takes to make you legally drunk depends on many factors, but mainly on your weight and the State you happen to be in. In some States you're a drunken driver if you have two drinks and weigh 140 pounds, in other States you're not. But in most States you're legally sober in the white area of the chart below. Of course, every drink you take increases your chance of getting into an accident. Which means you can legally drink yourself to death.

BODY WEIGHT IN POUNDS:	NUMBER OF 1 OZ. DRINKS									
	1	2	3	4	5	6	7	8	9	10
100	038	075	113	150	188	225	263	300	338	375
120	031	063	094	126	158	189	221	253	285	317
140	027	054	080	107	134	161	188	215	241	268
160	023	047	070	094	117	141	165	189	213	237
180	021	042	063	083	104	125	146	167	188	209
200	019	038	056	075	094	113	132	150	169	188
220	017	034	051	068	085	102	119	136	153	170
240	016	031	047	063	078	094	110	126	141	156

Estimated based on the blood alcohol content of 2 drinks drunk at the rate of 2 drinks in 3 hours in relation to body weight. Based on chart compiled by the District of Columbia Motor Vehicle Dept.

- Legally sober (most States)
- Possibly intoxicated
- You're legally drunk

Ad #14: "How to beat the drunken driving laws."

TECHNICAL QUALITY

Good headline, but small body type.

Average.

FACTUAL ACCURACY

Appears to be very precise, except chart doesn't take into account amount of time.

Seems incomplete.

Unclear. No clear specification is made of how many drinks over how much time. BAC level would remain roughly constant if someone drank one drink per hour for many hours.

The chart is factually correct (almost)--based on a formula. In real life, such limits are rarely, if ever, achieved on a specified amount of alcohol. For example, this past week, in demonstrations before three large groups of lawyers, I gave a 145-lb. person 8 oz. of 86 proof alcohol (or 6.9 oz. of 100 proof), and he did not reach .08% BAC. He drank it in 25 minutes after a high-protein breakfast. The second subject weighed 170 lb. and had 9 oz. of 86 proof alcohol (or 7.7 oz. of 100 proof), and did not go over .08% BAC. He drank it in one hour after a dinner of hot beef, mushrooms, and gravy. The third subject weighed 195 lb., had the equivalent of 9.5 oz. of 100 proof alcohol in 1 hour and 15 minutes, and did not go over .110% BAC. In other words, the chart is based on an empty stomach and although it is supposed to allow for three hours, it doesn't. It is calculated on the basis of instantaneous ingestion, absorption, and distribution--a pretty good trick. According to my calculations, if a 100 lb. person could consume, absorb, and distribute 10 oz. of 100 proof alcohol in a matter of seconds, he would have a BAC of .365% (close enough to the .375% shown on the chart). At the end of three hours after he started drinking he would still be at .330%. On the other hand, a 200 lb. person could drink 5 oz. of 100 proof alcohol and be below .05% at the end of three hours, rather than at .094% as shown on the chart.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

People like to play games. This ad gives us a chance to measure ourselves against a standard.

"How to beat the laws" will do it.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

"Test" format may intrigue people into learning the stated limits.

Confusing.

Questionable.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Confusing.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Confusing.

Difficult to say. The message is not very clear, precise, or suggestive of a particular desirable behavior.

GENERAL COMMENTS

Ad seems to be concerned with inadequacies of various state laws, highlighting the difficulty of legally pinpointing a state of intoxication. I agree--so?

Good idea but poorly executed.

Whoever adapted this card to its present use misinterpreted the instructions. The need for simplicity caused them to leave out important information. Also, people do not drink one-ounce shots of 100 proof alcohol--let alone count them.

PROBABLE NEGATIVE SIDE EFFECTS

Most drinks are one and one-half ounces. If I drink four standard 1 1/2-ounce drinks I'm drunk, but on this chart, if I drink four drinks I'm sober. This may serve as justification for continued drinking and driving.

Ad #14: "How to beat the drunken driving laws."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
3	Count drinks if you or someone else drives.
3	Try not to drink and drive--or not as much or have someone else drive.
2	Know limit according to the chart.
1	Tell others.
1	Support stiffer drunk driving laws.
1	Write legislature, ask to lower BAC.
1	Tear out ad--show friends how much it takes to get legally drunk.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

5	Important/informative.
4	Gets point across, makes you think.
3	Not-eye-catching, too small print.
3	Good but might not affect people.
3	Not effective--could be better.
3	Good.
2	Chart should be larger.
2	Typical, no solutions offered.
2	Attention-getting but make print larger.
1	More should read.
1	Headline meaning unclear.
1	Emphasis on wrong point.
1	Emotional impact to involve people.
1	Target heavy drinkers, they don't care about such ads.
1	Good but could lead to "beat the chart".
1	"How..laws" part attractive, otherwise print too small.
1	Saw ad not as a warning, too caught up in gimmick.
1	Good but perhaps misleading.
1	How much can drink and not worry about police.
1	Nothing new--learned in driver education.
1	OK, but real problem is man himself.
1	Not strong enough.
1	Can't relate to it.
1	Miss point if don't read all of it.
1	Could help people not drink and drive as much.
1	Tell more regarding waiting after drinking.
1	Poor--gives limits, should say when are affected by alcohol.
1	Graph hard to read.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
10	Number of drinks it takes to get drunk.
3	Even if think not drunk may be.
3	Number of drinks/weight important to know.
3	Don't drink and drive.
3	Shows after what point shouldn't drive.
2	Good information.
2	Watch how much drink before driving.
1	How to drink enough without driving.
1	Effect of first impact.
1	Graph.
1	People will hopefully quit drinking when over their limit.
1	Don't know self when too much to drink.
1	Giving you chance of not obeying a charge of drunk driving.
1	Keep drinking level below drunk.
1	Try to control drinking.
1	Last line "legally drinking self to death."
1	Can be killed by even one drink.
1	Be careful when you drink.
1	The more you weigh, more can drink without getting drunk.
1	Drink to limit only to avoid laws.
1	Laws on drunkenness not strong enough.
1	Did not understand.

THE AMERICAN DRIVING ACE.

The drunk driver.
Alcoholics and other
problem drinkers who make
up a small minority of our
population, are the most
effective killers on our
highways.

They kill innocent men.
Innocent women.
Innocent children.

And we all share in their guilt.

Our indifference to the problem of alcohol on our
highways results in 25,000 deaths each year.

Year, after year, after year.

It's time to do something.

Write your governor. Your state legislators. Your judges.

Tell them you support the National Highway Safety
Bureau's plan to get drunk drivers off our highways.

Get angry. Become obsessed. Scream your
impatience. Demand legislation.

It's do or die.



Ad #15: "The American driving ace."

TECHNICAL QUALITY

Average--or slightly better because of graphics.

FACTUAL ACCURACY

Seems believable (except for possibility that anyone who had killed five people would continue to drive).

Seems OK.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

We all want to read about someone who keeps score of the number of people he kills.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Copy doesn't support headline and visual. The copy information is related--but tangential.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Copy goes off the deep end.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Can you see me writing my governor as a result of this message? I can't.

GENERAL COMMENTS

Same mistake a number of these messages make: "It's the other guy." The ad makes the reader feel self-righteous--and absolved from personal guilt.

Inaccurate information. Sensational language. Misleading polarization between the bad (drunk) and the good guys. Tough laws have not been shown to have any positive effect.

Poor: Blatantly accusing all alcoholics of being "effective killers" is totally reprehensible. The majority of alcoholics are not involved in serious crashes. The advice at the bottom of the ad sounds as though it came from the pulpit of a fundamentalist church deep in the heart of Dixie. Again it is implied that drunks are more likely to kill innocent persons than themselves. The reverse is true.

PROBABLE NEGATIVE SIDE EFFECTS

Doesn't work.

People may be led to believe that the simple solutions suggested might actually help.

Ads like this inspire wilder and wilder statements which will delay the day when we can take a rational view of the problem. Could drive alcoholism back into the closet.

Ad #15: "The American driving ace."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING
THIS AD?

<u>No.</u>	<u>Response</u>
7	Write legislators.
2	Obtain more information.
2	Be more careful when drinking not to drive.
2	Keep self and others from drinking and driving.
1	Not drink and drive.
1	Get police if see drunk driver.
1	Get ideas on what I can do to help.
1	Tell husband to stop drinking and driving.

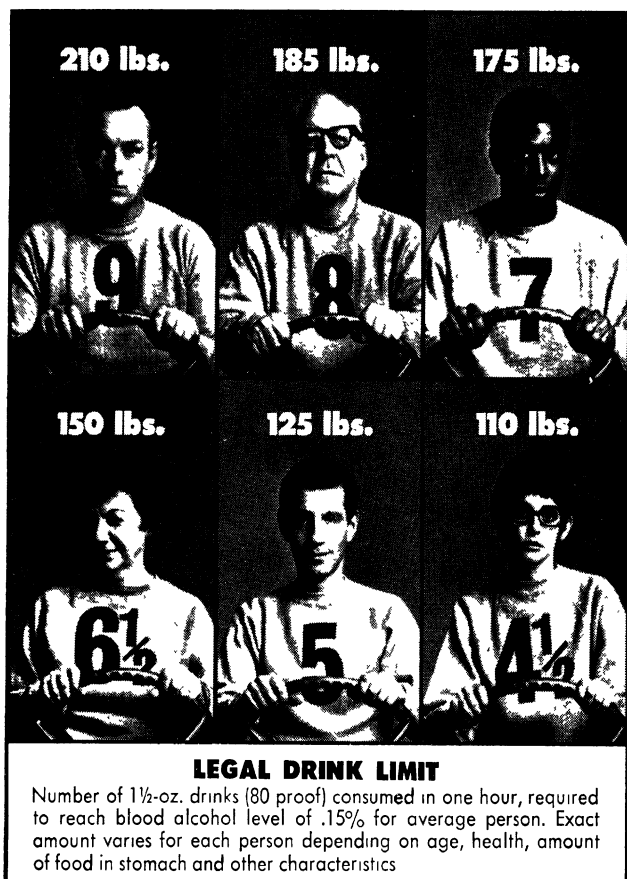
IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

7	Effective/gets point across.
4	Concise, makes you think.
4	More should see it.
3	Catches eye, forceful, makes a lot of sense.
2	Strong impact.
2	Good.
2	Not effective, maybe change photo.
2	Not scary enough/strong enough.
2	Picture ambiguous, so hurts impact.
1	Show that drinking and driving causes accidents.
1	Good but could be better.
1	Helpful in promoting safety legislation.
1	Title misleading.
1	Good point but how much will it effect drivers.
1	Worthwhile.
1	Good, makes you read all of it.
1	Message all in print--meaningless if skimmed.
1	See too many like it--provokes no action.
1	Ads don't solve problem--psychology and medicine won't help either.
1	Good but not much someone my age can do.
1	Gives good advice regarding how lethal drunk drivers are.
1	Too dull for general public.
1	Better than food/car ads.
1	Won't help.
1	People who need won't read it.
1	Address or two would be helpful to emotional appeal.
1	Too long to get message across.
1	Won't arouse people--expects too much from readers.
1	Needs action, but not strongly motivated.
1	Doesn't hit home--not imaginative.
1	Dislike.
1	Not informative.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
7	Act to stop drunk drivers.
5	Something has to be done about drunk drivers.
5	Number of deaths due to drunk drivers.
4	Generate public support to help get drunk drivers off the road.
3	Headline and photo.
2	Need to spur legislation to action.
2	Don't drink and drive.
2	Change laws.
2	Innocent fatalities.
2	Problem drinkers cause lots of traffic deaths-- need to do something.
2	25,000 deaths.
1	Most won't feel like writing.
1	Last part.
1	Make people think about problem more often.
1	All must act on such issues.
1	Urging of safety legislation.
1	Innocent people killed, especially children.
1	No point--people have to be told what to do.
1	Need community action to stop drunk drivers.
1	Can get drunk drivers off road but we must do it.
1	People are trying to be concerned.
1	Need to do something regarding drunk drivers.
1	Highways should be off limits to drinking drivers.
1	Drunk drivers are killers.

IN MANY STATES, IT'S HARDER TO BECOME LEGALLY DRUNK THAN IT IS TO BECOME DEAD DRUNK.



Over 25,000 Americans die each year from abusive drunk driving. Driving, which experts agree, becomes dangerously impaired at a blood alcohol level of just .10%.

Yet, in many states, it takes a blood alcohol level of .15% before you even become legally drunk.

Find your own .15% "legal" limit on the chart. Judge for yourself. If you think .15% is far too high, the National Highway Safety Bureau is with you.

They're trying to get every state to adopt the more realistic, yet still liberal .10% blood alcohol level as a "legally drunk" standard. A standard which, when properly enforced with modern breath-testing equipment, can reduce our record-high highway fatalities.

This standard is already law in some states. Make sure it becomes law in your state. Let your governor and state representatives know you want it. If your state has already adopted this .10% blood alcohol level, let your police and judges know you support their efforts to enforce it.

Make it harder for any more drunk drivers to get away with murder.

Ad #16: "In many states, it's harder to become legally drunk than it is to become dead drunk."

TECHNICAL QUALITY

Average professional execution of ad-making craft.

FACTUAL ACCURACY

Not only factual, but it's informative.

Each year? Record-high as compared to what?
Murder?

25,000 figure is wrong, and the whole problem is based on drivers. Also, the estimates are a little generous. Theoretically, they could get to .15% BAC on less alcohol than shown.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

The startling information in the headline and the human interest photos are good.

Not very compelling. The idea is better than the execution.

Interesting picture.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

If the reader bothers to read the ad, the information is rewarding.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

It might elicit curiosity about the reader's own state law.

It should be above average.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Perhaps this action should have been made a little easier, e.g., through a reply coupon.

GENERAL COMMENTS

The unusual fact of reduction in accidents is a strength, but it should have been conveyed in the headline.

I approve of this ad. It's a step in a good direction. It communicates information that adds insight into the drinking and driving problem.

Personal, and thus informative, explanation in terms of understandable yardstick. Good foot-in-door, but what is the next step?

Would be a pretty good ad, except for the use of the 25,000 figure and blaming it all on the driver.

PROBABLE NEGATIVE SIDE EFFECTS

Some people are turned off by unnecessarily emotional language.

Ad #16: "In many states, it's harder to become
legally drunk than it is to become dead drunk."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING
THIS AD?

<u>No.</u>	<u>Response</u>
2	Vote law change.
1	Encourage others to know statistics, try to keep drunk from driving.
1	Write legislators.
1	Find out own legal level.
1	Not drink and drive and discourage others.
1	Drink fewer than 6 1/2 drinks.
1	Watch social drinking carefully when have to drive.
1	Discuss at next party.
1	Watch out for drunk drivers.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

6	Good.
4	As good as any ad.
2	Disliked.
2	Doesn't attract attention--needs more.
2	Too wordy for average reader.
1	Picture caption best part, but too small and easy to overlook.
1	Amusing.
1	More could be stressed to prevent and help drunk drivers.
1	Informative and interesting.
1	Stop wasting money on ads and get drunk drivers off road and into jail.
1	Should be serious.
1	Do something to get drunk driver off the road.
1	Seen so often now insensitive.
1	Need more information regarding relationship of weight to alcohol content.
1	Good for those who don't know drunk driving statistics.
1	Need to lower BAC.
1	Inadequate way of changing laws--writing legislators too much work.
1	Doesn't say how one is impaired at various levels.
1	Tells limits of drinking according to weight.
1	Agree.
1	Gets point across.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

<u>No.</u>	<u>Response</u>
10	.15% too risky, should be .10%.
4	Can drink more than enough and still not be legally drunk.
3	Number of drinks to reach .15%.
3	Weight and blood alcohol level.
3	Get legal level to .10%--scare people who drink more than their limit.
2	Out of date information, most states now .10%.
2	Need a standard law.
2	Laws not strict enough.
2	.10% to be legally drunk.
2	Get drunk drivers off the road.
2	Establish uniform laws for drunk drivers.
1	Know limit and follow it.
1	Reduce number of accidents.
1	Too easy to get off hook when limit is so high.
1	Don't drive if feel affected.
1	Drinking limits of people.
1	Limit can be at before defined as drunk.
1	Make harder for drunk drivers to get away with murder.
1	If drink about .15% can hardly walk let alone drive.
1	Don't drink and drive.
1	Lower legal limit.
1	Different size people take different amounts of alcohol to get drunk.

TODAY YOUR FRIENDLY NEIGHBOR MAY KILL YOU.



The guy next door is probably a nice guy. Wife. Kids. House. Job. Car. And, for all you know, a drinking problem.

No matter how nice he is, if he drives when he's drunk, he's a potential killer. Last year, problem drinkers killed 19,000 people in car accidents.

They all live next door to somebody, and most of them wouldn't hurt a butterfly on purpose. But they didn't do it on purpose. They did it because they didn't

know what they were doing.

Most of them were very, very drunk. Like eight drinks in two hours. Like scotch for breakfast. And lunch. And dinner.

The problem drinker is the problem. And we have to get him off the road because he can't get himself off.

There are many things that can be done to help him and to help us. Stricter drunk driving laws, stricter law enforcement, scientific breath tests and court

supervised treatment among them. There's a huge national highway safety project just beginning that needs you to understand and to help. Help.

DRUNK DRIVER
BOX 1969
WASHINGTON, D.C. 20013

I want to help. Please tell me how.

My name is _____

Address _____

City _____ State _____ Zip _____

Ad #17: "Today your friendly neighbor may kill you."

TECHNICAL QUALITY

No comments.

FACTUAL ACCURACY

The information (19,000 killed) seems inconsistent with other ads and messages.

"Killed 19,000 in car accidents," including themselves? "The problem drinker is the problem." Really?

The 19,000 figure cannot be substantiated. It is not only based on high estimates but also on poorly interpreted research.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Good headline and human interest photo.

Average or less.

Curiosity-arousing picture; emotional caption.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

I'm not sure many readers will get beyond the second paragraph.

Erroneous information.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Might increase concern with, and lead to curiosity about, neighbor's drinking habits.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Convenient coupon.

Concrete suggestion given.

GENERAL COMMENT

It raises a new idea: "Not everyone should drink."

The message confuses me. First it says there is a Federal program that is doing something about the drunk driver problem. Then it asks me to help-- by filling in a coupon. Maybe I should move.

Information not accurate. Ad suggests that if we only could rid ourselves of the guys who drink scotch for breakfast everything will be fine. O Sancta Simplicitas!

Implies that the simplistic approach of stiffer laws and stricter enforcement is the answer. Actually, it is not working.

PROBABLE NEGATIVE SIDE EFFECTS

Neighborhood paranoia.

Ad #17: "Today your friendly neighbor may kill you."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING
THIS AD?

No. Response

- 2 Send in coupon.
- 1 Contribute tax-wise.
- 1 Pay more attention to problem.
- 1 Stop drinking.
- 1 Try to help relative who is a drunk driver.
- 1 Slow down.
- 1 Think before drinking on plane home.
- 1 Make sure laws are firm.
- 1 Get drunk drivers off the road.
- 1 Think before second drink.
- 1 Think before drinking.
- 1 Speak to friend about his problem.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

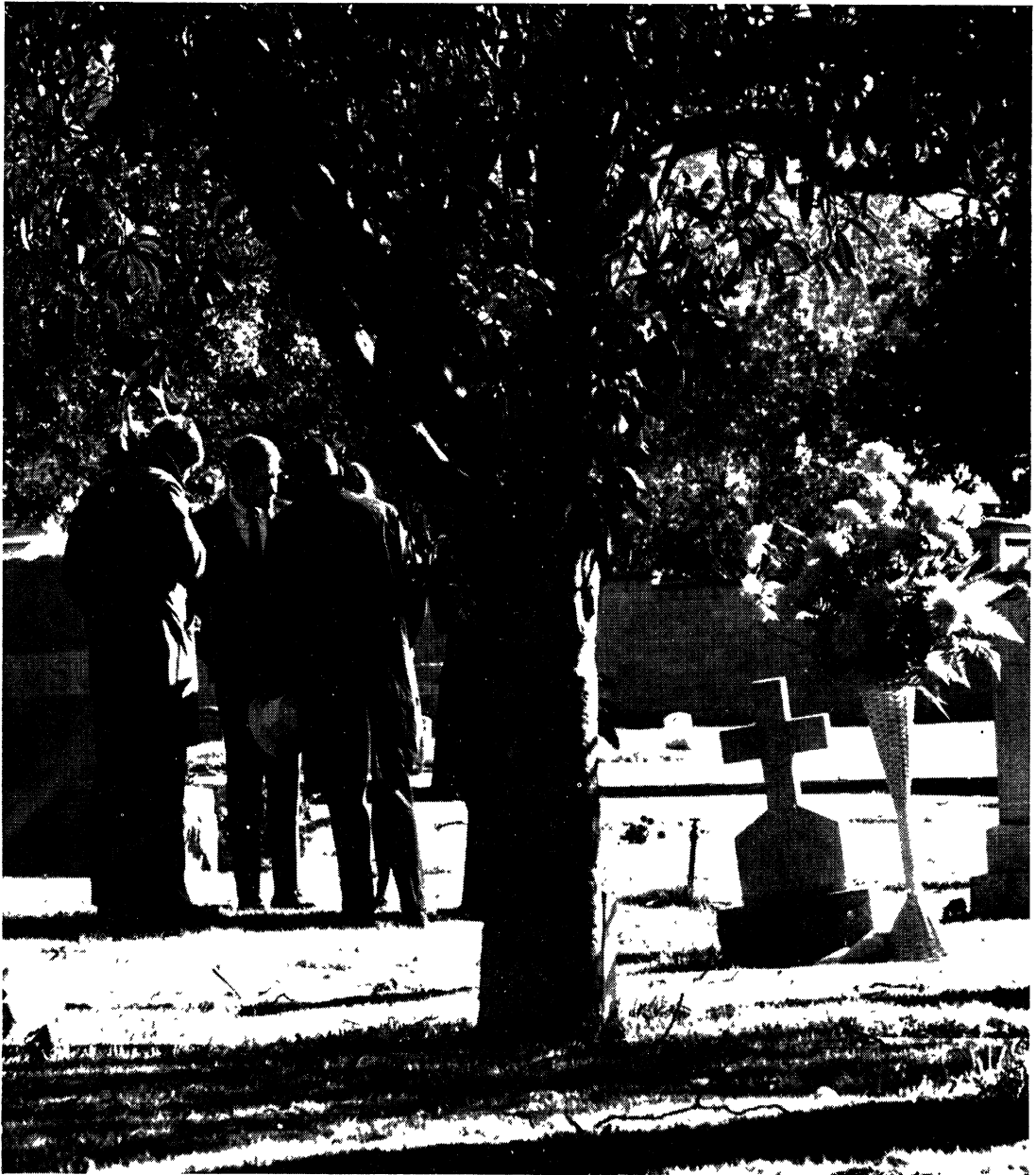
- 13 Good.
- 4 Doesn't get much attention--needs more shock value.
- 2 Indifferent.
- 2 Clear and to the point.
- 2 Good, bring home with impact problem of drinking
 and driving.
- 2 Lots of information.
- 1 Takes only average man to kill when he's drinking.
- 1 Stricter laws should be enforced.
- 1 Psychological effect may do some good.
- 1 Information should be in ad so not have to write in.
- 1 Important to have such ads where people see them.
- 1 Good to point out facts too long ignored.
- 1 Not gruesome enough, won't be read if not
 sensational.
- 1 Problem drinkers need to be off road.
- 1 Maintains awareness of problem.
- 1 Won't solve problem.
- 1 New photo to draw attention.
- 1 Hits home, may be guy next door.
- 1 Should give suggestions for stricter drunk driving
 laws.
- 1 Typical drunk driving ad.
- 1 Use of statistics impressive, related to public.
- 1 Sells drinking problem solutions, way others sell
 liquor, emphasis on problem drinker.
- 1 To the point, effective.
- 1 Makes me stop and think.
- 1 Could be written better.

No. Response

- 1 Need more such ads, bigger.
- 1 Attracts attention.
- 1 Information helpful and new, perhaps too long though.
- 1 Important to call attention to public.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

- 3 Don't drink and drive.
- 3 Familiarize reader with problem drinker and his effect on innocent people.
- 3 Next door neighbor may be problem drinker, can't help self.
- 3 Problem drinkers are killers on the highway.
- 2 Get drunk driver off road.
- 2 Watch out for other guy.
- 2 Concern self too, get involved in problem.
- 2 Help the drunk driver.
- 1 Any drunk can hurt you.
- 1 Death.
- 1 Says anyone who drinks causes all accidents-- not true.
- 1 Traffic accident can happen when least expected.
- 1 Social drinker is hazard on highway.
- 1 Drinking and driving don't mix.
- 1 Obtain funds for fighting drunk drivers.
- 1 Drunk drivers are dangerous.
- 1 Headline.
- 1 Even respectable people can be alcoholics.
- 1 Wake up people.
- 1 19,000 people killed.
- 1 Important to understand.
- 1 Drinkers that drive are fairly common.
- 1 Anyone can be the problem.
- 1 My life.
- 1 Government lobbying effort to sway the states.
- 1 Encourage drinkers not to drive.
- 1 Get general public to do something to help get drunk drivers off the road.
- 1 Death rate due to problem drinker and stricter law enforcement.
- 1 Statistics.
- 1 Drinking.
- 1 Enforce laws.
- 1 Are problem drinkers all around you.
- 1 There is a problem and someone is trying to solve it.
- 1 We are our own enemy.



Drunk drivers bring families together.

In hospital rooms and at funerals.

Because that's where the drunk driver's victims wind up.
Drunk drivers are involved in at least 25,000 deaths and 800,000
crashes every year.

And what can you do?

Remember, the drunk driver, the abusive drinker, the problem drinker
may be sick and need your help.

The first thing you can do is get him off the road. For his sake and yours.

Do something. Write the

And your voice will be heard.

Scream Bloody Murder.

Ad #18: "Drunk drivers bring families together."

TECHNICAL QUALITY

Average.

FACTUAL ACCURACY

Seems believable.

25,000 and 800,000 seems correct.

Is it 25,000 (this ad) or 19,000 (Ad #17)? Is it every year?

25,000? Drivers?

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Incongruity of pleasant scene and disturbing caption is good.

Compelling headline and visual.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Dramatic reinforcement of what we all know--or pretend to know.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

I can see every reader shaking his accusing finger at every or anybody else.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

OK--"Do something."

GENERAL COMMENT

The short, simple message is very likely to be read entirely.

Bad ad! Ad is vehicle for reader transferring guilt to the "other guy."

"Scream bloody murder" is not very helpful emotionalism.

This would be a good ad except for the poor use of figures and the last sentence. To "scream bloody murder" is a little hysterical.

PROBABLE NEGATIVE SIDE EFFECTS

Save money--don't run this ad.

The final sentence may very well "turn off" many people whose attention was attracted to this ad.

Ad #18: "Drunk drivers bring families together."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 6 Write whom they ask.
- 3 Keep friends from driving drunk.
- 3 Keep self in check when drinking.
- 2 Avoid drinking and driving.
- 1 If saw drunk would report him.
- 1 Point out ad to kids.
- 1 Won't start drinking.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 5 Good.
- 5 Not clear or well written.
- 4 Strong and well done.
- 3 Catches interest, well developed.
- 3 Effective.
- 2 Photo and caption.
- 2 Good, thought so when saw on TV.
- 1 Good to say alcoholic is sick and needs help, not a criminal.
- 1 Can't make adult of person by mental suggestion.
- 1 Good; if know someone would suggest he get help.
- 1 Scare technique turned me off.
- 1 Sensational but good cause.
- 1 Stunned.
- 1 Caught attention but somewhat propagandized.
- 1 Scare technique effective.
- 1 Use other photo of accident.
- 1 Must try to prevent drunk driving.
- 1 Could be better.
- 1 Insult to intelligence.
- 1 Humorous ending "Scream..murder."
- 1 If good program, would pay to support.
- 1 Positive, sincere intent.
- 1 Impact--frightening, angry.
- 1 Good but people who drink and drive won't pay attention.
- 1 Catches eye, hard facts make you think.
- 1 More should see.
- 1 Doesn't catch eye.
- 1 Clever advertising.
- 1 Good shock value to get point across.
- 1 Enlightening.
- 1 Graphics hit home.
- 1 Could be stronger.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

<u>No.</u>	<u>Response</u>
7	Get drunk driver off road.
5	Drunk drivers kill.
3	What can do to help drunk drivers.
3	Don't drink and drive.
2	Do something.
2	Protect good driver from drunks--get them off road.
2	Bring attention to reader of drunk driver problem.
2	Death.
2	Drunk drivers need help.
1	If are mature should consider others not just self.
1	Drunk drivers cause significant number of accidents.
1	Statistics.
1	Stay home when drinking.
1	Attacks drunk drivers.
1	Number of drunk drivers involved in crashes.
1	Get problem off road because of number of accidents.
1	Situation not hopeless, something can be done.
1	Drunk drivers cause many deaths--get them off road.
1	Make people realize drinking is a real problem.
1	Help abusive drinkers--they're sick people.
1	Excessive drinking is vital problem in society.
1	Scare out of drunk driving and do something about it.
1	Number accidents caused by drunk drivers, we don't realize this.
1	Shock reader to emotional response to serious problem.
1	Tragedy for everyone involved in DUI accident.
1	Even though drunk drivers cause these accidents, they're still on the road.
1	Discourage people from drinking and driving.
1	Death rate.
1	Says a lot, may help those who need it.
1	Shock people to emphasize problem.
1	Don't like scare headline.
1	Drinkers often need help, we can help.
1	Wake up those who drink and drive.
1	Inform non-drinkers of dangers of drinking and driving on family.



If they want to drink tonight, it's too late to stop them.

They're on their own tonight

And a little doubt clouds your smile as you close the door behind them. You told them to have a good time. And you meant it. But now you hope that their idea of a good time is the same as yours.

Teenagers, especially in a group, are often tempted to do things they might not do on their own. Like taking a drink when they know they shouldn't.

We're sure you're concerned about this problem, just as we are. But you won't have to worry much about it if you've shown your youngster over the years that your

ideas about drinking are healthy and mature. Then the chances are his will be, too.

If and when he chooses to drink, it's a good bet he'll wait until he's of age. He won't mix driving and drinking. And he'll realize, without having to think it through, how to handle this grownup pleasure in a sensible and moderate way.

Ad #19: "If they want to drink tonight, it's too late to stop them."

TECHNICAL QUALITY

Average execution.

It is good that they use a picture of good wholesome middle-class kids. If you go too far in either direction the ad might not apply.

FACTUAL ACCURACY

I question the relationship between parental example and teenage behavior.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

If the reader has children.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

No new information.

What information? That our kids are going to do what they want to do--and we can't do anything about it?

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

If copy is read, could lead to increased concern about our children.

It confirms my fatalist attitude.

This indirect address to parental attitudes and behaviors may not be a bad idea.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

In the short run, no very specific prescriptions are offered.

GENERAL COMMENT

Initial appeal is to parents of teenagers, but message is directed to parents of younger children.

Very obscure reason for producing ad--why bother?

This ad would have been good if they had deleted "he'll wait till he's of legal age." Does anyone seriously believe that kids don't drink because it isn't legal? The ad seems to be telling parents to teach their kids about alcohol in their home-- I hope so.

PROBABLE NEGATIVE SIDE EFFECTS

None.

Ad #19: "If they want to drink tonight, it's too late to stop them."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
5	Try to teach kids responsibility of driving and effects of not taking it seriously.
1	Make sure children don't drink and drive, make them understand what it means.
1	To have a good time.
1	Show kids results in accident caused by drunk driver.
1	Set example for children at home.
1	Make parents practice what they preach.
1	Remind teens to follow our rules.
1	Remind teens about drinking.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

10	Good, what most think--accurate.
7	No impact/doesn't say much.
5	Parents teach right and wrong of drinking.
5	Photo out-dated, won't catch attention.
3	Demands action/thought-provoking.
2	Valid but won't change habits.
2	Good content, not much effect probably.
2	Won't scare anyone.
2	Teens won't wait to 18 to start drinking.
2	Criticism of youth not alcohol.
2	Need more such ads.
1	Alarmed.
1	Wrong approach, reach teens not parents.
1	Just because old enough to drink, can't handle it.
1	Read to see what picture is about.
1	Attracts attention, nothing new though.
1	Final paragraph bad--no statistics supported.
1	Misleading way to talk to teens.
1	Too upper class--chronic offenders are lower and middle classes.
1	Too little too late.
1	Guilt for those who drink and drive.
1	Anyone with children should be interested.
1	Too much small print.
1	Takes too long to read.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

<u>No.</u>	<u>Response</u>
12	Set good example.
9	Teach children not to drink and drive.
5	Teen drinking/driving is dangerous.
4	Drinking and driving don't mix.
3	Social and parental awareness.
3	Nothing you can do if they decide to drink.
2	Story.
2	Teen mature attitude about drinking.
2	Get those underage not to drink and drive.
2	Develop proper attitudes early.
1	Negative attitude toward ad.
1	Good, truthful.
1	Not strong enough to make me read small print.
1	What is grown-up about drinking?
1	Partial solution is education of children.
1	Responsibility of drinking.
1	Underage drinkers.
1	Don't drink more than can handle.
1	Teens more likely to drink and drive than adults.

Lots of fun, wasn't it Harry?
You always did enjoy
telling the boys in the office
how many you were able to put away the night before.
Of course, you weren't counting on the
couple you put away last night.
Police said she was killed outright.
He died on the operating table.
You and your kind have murdered more than
134,000 innocent people
over the past five years
on U.S. highways.
Five times the number of
Americans killed in Vietnam
during the same period.
So go ahead, Harry.
Tell us once more
how you were smashed.



**"Boy,
was
I smashed!"**

Ad #20: "Boy, was I smashed."

TECHNICAL QUALITY

Graphically well executed.

FACTUAL ACCURACY

Seems believable.

Statistics seem OK.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Most readers will respond to a visual pun.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

What is the message?

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Could create justifiable resentment (and thus social pressure) against the braggart drinker.

A smug, self-righteous, blame-it-on-the-other-guy attitude is reinforced.

This kind of person is not likely to follow the suggestion of the ad, let alone read it. On the other hand, it does come across with the idea that we are dealing with "problem people", not necessarily "problem drinkers" (meaning alcoholics).

PROBABLE EFFECTIVENESS IN ELICITING ACTION

Increase put-down on the braggart.

GENERAL COMMENTS

It would probably have no effect on the drinker himself, but arouse latent negative attitudes toward the braggart by others.

This kind of ad is better if it never runs.

This ad is irritating. Reference to Vietnam is inappropriate and distracts from the main point. The term "murder" is sensational and inappropriate. "You and your kind" expresses contempt and the tendency to scapegoat. The numerical statement (134,000 innocent people) needs to be backed up by further convincing information. The "philosophy" of the ad suffers from an unfortunate misconception: There are good guys and there are bad guys.

Pretty good ad except for inflated figures.

PROBABLE NEGATIVE SIDE EFFECTS

Drinker would tend to avoid ad (threat) or feel it doesn't apply to him.

A smug, self-righteous, blame-it-on-the-other-guy attitude is reinforced.

A driver who has been drinking before a car accident will not accept being referred to as "smashed Harry, a murderer," as "one of a despicable kind." Result: He will put it out of his mind.

Ad #20: "Boy, was I smashed."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 4 Drive home drunk friends--help them.
- 4 Won't drink and drive.
- 4 Talk with family, convince not to drink and drive.
- 4 Think before drink and drive.
- 1 Evaluate self and others' habits.
- 1 Do all I can to keep reckless drinkers off the road.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 17 Good/need more/served purpose well.
- 9 Attracts attention/makes you think.
- 4 Calls attention to ignored facts.
- 2 Fair.
- 2 People proud of drinking don't know they're dangerous.
- 2 Shock value.
- 2 Sad, happens every day, do something.
- 1 Effective but will forget after reading.
- 1 Some drunk may kill me.
- 1 Drunk drivers should read.
- 1 Teach people to think of others.
- 1 Won't reach right people.
- 1 If drink and drive say it can't happen to me.
- 1 Takes professional help, an ad can't help.
- 1 Print and photo too small.
- 1 Information to non-drinking pedestrian.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

- 10 Don't drink and drive.
- 5 Drunk drivers kill innocent people.
- 4 People who brag about drinking and driving cause 25,000 deaths/year.
- 2 Five times as many killed as in Vietnam.
- 2 Get drunk driver off the road.
- 2 Fun of being drunk, usually laughed off.
- 2 This could be you.
- 2. Drinkers can't handle situation.
- 2 Drinking's effect on more than self.
- 2 Number of deaths caused by drunk drivers.

<u>No.</u>	<u>Response</u>
2	Headline.
1	Drunk driver is serious problem.
1	Drunk drivers cause many accidents, watch own drinking.
1	Personal message to offenders.
1	People who follow crowd are ignorant.
1	What social drinker can do to self and others.
1	Drunks sooner or later get somebody.
1	Drunk drivers cause most accidents.
1	Alerting public.
1	Drinking not an asset, should wake people up to this fact.
1	Hits home.
1	Getting smashed nothing to brag about, may kill someone.
1	Phrase we have all used.

One of the next 50 drivers coming your way is drunk.

But which one?

His inhibitions are lessened.

His confidence is bolstered.

His field of vision is narrowed.

Ordinary objects are dark to him. Dark objects may not be seen at all by him.

His reaction time has slowed by at least 15%. His behavior is erratic and unpredictable. He's 25 times more likely to cause a crash than when he's sober.

He may kill you.

Last year, 55,000 Americans died in automobile crashes. At least half of the deaths involved drinking.

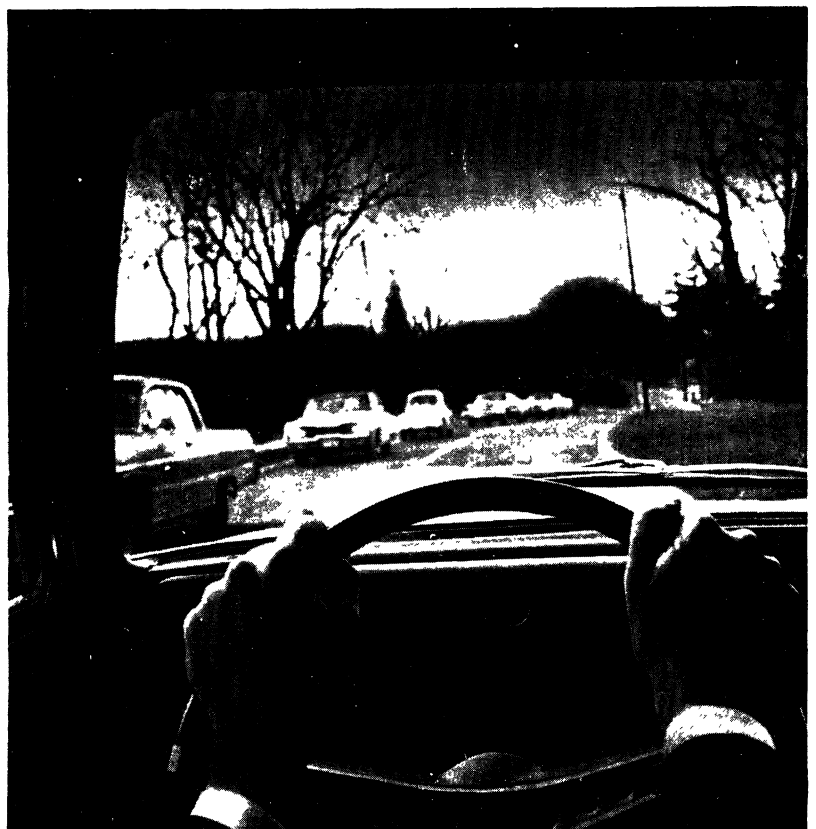
A study reported to the Congress by the U. S. Dept. of Transportation shows that one driver out of 50 is drunk. Not drinking—drunk.

The situation is almost out of control. But it is still possible to reverse the trend. If.

If you agree that the drunk driver's license should be revoked.

If you'll write your governor and legislators that they have your support in getting the strong drunk-driving laws recommended in the National Highway Safety Standards.

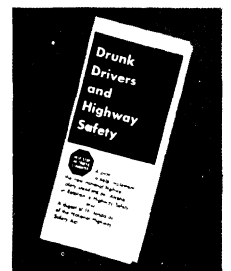
If you support your judges, your prosecutors, and your police when they enforce drunk driving laws.



For a free copy of the Action Book-let "Drunk Drivers and Highway Safety," write to:

shows how you can help.

It



Help stop the traffic slaughter.

Ad #21: "One of the next 50 drivers coming your way is drunk."

TECHNICAL QUALITY

Good photo, headline, body copy, layout.
Professional quality.

FACTUAL ACCURACY

Seems believable.

Is this 50 to 1 ratio an average or does it vary depending on the time of day or night, or day of week? Maybe at 1 a.m. on Sunday it's 10 to 1?

Depends very much on time of day and day of week. If "drunk" means a BAC level at or more than .08%, then 1 to 50 is a very conservative estimate after 10 p.m. "A decrease of 15% in reaction time" is pseudoscientific information. The same is true for the "25 times" increase in accident likelihood.

At least half? One out of every 50? The figure "25 times more likely" pertains to collisions in general and to drivers with BACs of .15% or more-- not to those with BACs of .10% or more, on which the "one out of 50" statement is based. The term "involved drinking" is too general. It tends to implicate anyone who drives after having a drink.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

Strong empathic visual.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Highly effective in conveying in the "1 in 50" information.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

No comments.

GENERAL COMMENTS

This ad has very little to redeem itself. If the copy pointed out that the car in the foreground (hands on wheel) should be considered as a candidate for the 1 in 50, it would be better. The ad makes the same mistake as several others: The finger of guilt is pointed away from the reader.

License suspension has never been shown to help very much. What is "drunk?" The unfortunate thing is that you cannot treat the audience as if they will be naive forever. They won't.

None of the "facts" are facts.

PROBABLE NEGATIVE SIDE EFFECTS

Pinpointing the responsibility for a large percentage of accidents to others than the average reader. Accidents are pandemic as well as endemic.

Ad #21: "One of the next 50 drivers coming your way is drunk."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 5 Be on defensive for drunk drivers.
- 2 Won't drink--encourage others likewise.
- 1 Need in magazines/papers.
- 1 Think when drinking, be less apt to drive.
- 1 Try to convince people, but would they listen?

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 14 Good/well-written/good facts/gets message across.
- 3 Emotion-evoking.
- 3 Increases awareness.
- 2 Too much print, won't draw attention.
- 2 Should be better planned.
- 2 Good but won't make me act.
- 1 Good, can't argue with facts.
- 1 Didn't catch eye.
- 1 Makes me worry.
- 1 Revoke drunk drivers' license, if still drive, put in jail.
- 1 Boring, not much effect good or bad.
- 1 Too many statistics before prime message.
- 1 Same as all, need new approach.
- 1 Good but won't stand out enough.
- 1 Attracts attention but tries to scare you.
- 1 Could be more shocking.
- 1 Can't happen to me?
- 1 Indifferent.
- 1 Needs blood to make it and problem offensive.
- 1 Most read then forget.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

- 5 Get drunk drivers off road.
- 5 Drunk drivers serious problem, public support needed to help solve this.
- 4 Drunk driving problem.
- 4 One of 50 drivers is drunk.
- 2 Need stronger legislation.
- 2 More drunk drivers on the road than you realize.

<u>No.</u>	<u>Response</u>
2	Title.
2	I could be hit by a drunk driver.
1	Don't drink and drive.
1	Problem drinkers are a threat when driving.
1	There is a plan to stop drunk drivers.
1	Number of drunk drivers involved in accidents.
1	Drunk drivers cause too many accidents.
1	Death and drunk drivers.
1	Hazardous situation, number of people affected.
1	Situation almost out of control.
1	Shock into action.
1	Highway safety for drunks.
1	Write legislators to get them moving on control programs.
1	Enforce laws.
1	Effect of drunk driving.
1	Photograph.

The party begins.

I can drive when I drink.

2 drinks later:

I can drive when I drink.

After 4 drinks.

I can drive when I drink.

After 5 drinks

I can drive when I drink.

7 drinks in all.

I can't even hold a pen.

The more you drink, the more coordination you lose. That's a fact, plain and simple.

Still, people drink too much and then go out and expect to handle a car.

When you drink too much you can't handle a car.

You can't even handle a pen.

Ad #22: "I can drive when I drink."

TECHNICAL QUALITY

Excellent example of admaking.

FACTUAL ACCURACY

Seems believable.

The number of drinks is not important. The idea is nonetheless dramatically communicated.

Seven drinks over how much time? If five hours, for instance, handwriting is not affected as much as ad suggests.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

No comments.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

The graphic form conveys more than words possibly could.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

No comments.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

What action?

GENERAL COMMENTS

An individual without previous accidents (most of us) is unlikely to feel the message applies to him. It may have been more effective directed to "the other guy."

The reader can empathize with and be properly motivated by the message. I give this ad the highest rating of all I have seen so far.

PROBABLE NEGATIVE SIDE EFFECTS

None.

Ad #22: "I can drive when I drink."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING
THIS AD?

<u>No.</u>	<u>Response</u>
7	Watch how much I and others drink before driving.
2	Tell family and friends.
2	Try to help problem drinker.
1	Have others drive if I'm drinking.
1	Try to get people to see drinking too much unwise.
1	Not drink and drive.
1	No more than two drinks when driving.
1	Write legislators, stress need for action.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

14	Informative/gets point across.
11	Good.
5	Effective.
2	Thought-provoking, good public education.
2	Good, not too wordy so appealing.
2	Many don't know these facts.
1	More should read.
1	Not too eye-catching, but states problem well.
1	Will try at next party.
1	Good, hope it does some good.
1	Lack of scare technique good.
1	Excess of alcohol--what happens then.
1	Read out of curiosity.
1	Doesn't point out time factors and at night less coordination and alertness.
1	Shows up strong social drinkers, not alcoholics.
1	How many will read?
1	Disconcerting to realize effect of alcohol.
1	Too long and wordy.
1	Effective yet concise.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS
PARTICULAR AD?

12	Alcohol impacts senses considerably.
8	Don't drink and drive.
7	Coordination.
5	Effect of drinking driving.
4	If driver can't write, how can he drive.

No. Response

- 2 Drinking leads to loss of control.
- 1 Facts.
- 1 Think before you act.
- 1 Have someone else drive.
- 1 Save lives.
- 1 Drinking.
- 1 Can't function when drinking.
- 1 More consumed--less coordination.
- 1 Proves good point.
- 1 Drinking can't write, how can he drive.
- 1 Means of judging state of intoxication.
- 1 What drinking does to ability to perceive things
 and handle oneself.



THAT LAST DRINK FOR THE ROAD COULD HELP YOU CRASH THE NEXT PARTY



SUGGESTS YOU HELP YOURSELF AND OTHERS THIS HOLIDAY SEASON.

At this time last year, 5 people were killed in automobile accidents. 4 of these accidents were alcohol related! In the course of a year, over 50% of all automobile fatalities are influenced by alcohol. Realistically, many people enjoy drinking, but the problem is with the drunk who drives. He's a potential killer. There are some ways to minimize the problem. This holiday season . . . and forever . . . follow these suggestions:

1. Know your limit.
2. Refuse to ride with a driver who is over the limit.
3. Talk a problem drinker out of driving.
4. Be a good host. At your next party, take the responsibility upon yourself to discourage your friends from excessive drinking and driving. Provide food to be eaten while drinking.

Help get the problem drinking driver off the road
because he can't get himself off!

Ad #23: "That last drink for the road could help you crash the next party."

TECHNICAL QUALITY

Amateurish layout.

Fragmented--the "party" visual on top seems superfluous.

FACTUAL ACCURACY

It is not just "the drunk who drives."

The use of the term "influenced by alcohol" is objectionable. Almost every coroner and medical examiner who keeps such records will say, "Alcohol was 'found in;' 'present;' 'a factor;' 'involved in;' etc., "in the amount of %." In doing so, however, they include BAC levels below .08% and even below .05%. Although there is very little research on this subject, indications are that BACs below .08% are not related to fatal crashes. The statement "involved alcohol" implies that anyone who happened to have been killed after having one beer must have been at fault because he was drinking! Very moral, but not very scientific.

How does one recognize a "problem drinker" so that he can talk him out of driving? In some ASAP areas anyone with a BAC of .05% or more is a "problem drinker."

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

We are all intrigued by death--are we not?

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

No comments.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

This ad is unique in that it suggests doing something about the problem.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

It gives specific prescriptions, which is good.

It reminds the reader that he can taper off the drinks and serve food.

Meaningful, "actionable" suggestions are given.

GENERAL COMMENTS

The headline is addressed to the reader, but the body copy is addressed to helping others.

A good ad that gives the reader a meaningful way to participate in the problem.

One of the better ads, but the stigmatization of the drunk destroys much of its quality. People are not likely to listen when they are referred to as drunks.

PROBABLE NEGATIVE SIDE EFFECTS

The "threat" approach could cause avoidance of the ad rather than of drinking.

None.

Ad #23: "That last drink for the road could help you crash the next party."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

No. Response

- 5 Be more aware--watch self and others.
- 4 Won't ride with drunk driver.
- 2 Discourage guests from driving drunk.
- 2 Drive more carefully, watch for drunk drivers.
- 1 Head suggestions.
- 1 Won't drink and drive.
- 1 Favor legislation to stop drunk drivers.
- 1 Serve food with holiday cheer.
- 1 Be sober next time I drive.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

- 11 Good.
- 6 Common/heard it all before.
- 6 Catches attention/makes you think.
- 3 Reminder not to drink and drive.
- 2 Facts on drinking and driving.
- 2 Don't want to be in or put anyone in hospital.
- 2 Gets point across.
- 1 Could be more hard-hitting.
- 1 Information regarding problem drinking and driving.
- 1 Doesn't really focus attention to topic.
- 1 Usually don't read ads.
- 1 Doesn't get to root of problem.
- 1 Need on TV to show danger of drinking and driving.
- 1 May wake up some but won't produce many results.
- 1 Will those who need it read it?
- 1 Too much fine print, need to vary type face.
- 1 Doesn't apply to me, I'm not a problem drinker.
- 1 Need different photo.
- 1 No attitude change.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

- 15 Don't drink and drive.
- 4 Don't drink excessively/cause accidents that way.
- 2 Alcohol and driving = possible death.
- 2 Get drunk drivers off the road.
- 2 Number of deaths caused by drunk drivers.

No. Response

- 1 Social drinking is a hazard.
- 1 Keep accident down if cut down on holiday drinking.
- 1 Problem of drunk driver and suggestions to keep him
 off road.
- 1 Prevent deaths of innocent people.
- 1 Make people aware.
- 1 What self can do to help solve problem.
- 1 Don't drink too much in one place at one time.
- 1 Same thing as always said.
- 1 Watch for other drunk drivers.
- 1 Know own and friends' limits.
- 1 Reduce fatalities and injuries.
- 1 Person on the stretcher.
- 1 Death.
- 1 Don't over-drink.
- 1 Drunk drivers are everyone's responsibility.
- 1 Headline.
- 1 Watch drinking driving during holidays.
- 1 50% auto deaths related to drinking.
- 1 Discourage drunk drivers from driving.
- 1 Get problem drinkers off the road.
- 1 Stop drinking.
- 1 How to decrease alcohol related traffic accidents.

HIS DRINKING PROBLEM IS NOTHING COMPARED TO HIS DRIVING PROBLEM.



A man who drinks too much, too often, risks his job, his marriage, and his health. But if he also drives, he risks his life. And a lot of other lives.

Last year, the problem drinker managed to kill 19,000 American people in car accidents. Men. Women. Children. Babies. And half the time, himself. Not to mention the countless hundreds of thousands more who were injured,

sometimes permanently.

The problem drinker is the problem. And we have to get him off the road because he can't get himself off.

There are many things that can be done to help him and to help us. Stricter drunk driving laws, stricter law enforcement, scientific breath tests and court supervised treatment among them. There's a huge national highway safety

project just beginning that needs you to understand and to help.

Help.

DRUNK DRIVER
BOX 1969
WASHINGTON, D C 20013

I want to help. Please tell me how

My name is _____

Address _____

City _____ State _____ Zip _____

GET THE PROBLEM DRINKER OFF THE ROAD. FOR HIS SAKE. AND YOURS.

Ad #24: "His drinking problem is nothing compared to his driving problem."

TECHNICAL QUALITY

Run-of-the-mill.

Poor photo.

FACTUAL ACCURACY

The figure 19,000 is inconsistent with other ads.

What is "half the time?" In one half of all accidents in which somebody was killed? In one half of 19,000 cases?

Problem drinker-alcoholic? 19,000? Half the time? Again, drunks are much more likely to kill themselves than to kill innocent persons.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

No comments.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

No comments.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

No comments.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

No comments.

GENERAL COMMENTS

The photo doesn't communicate (he seems to be inspecting his tires).

This ad seems to be basically concerned with soliciting support for Federal programs rather than with the drunk driver program.

"Stricter laws" have never been shown to help. The problem drinker is only part of the problem. People should not be (mis)led to believe that with his disappearance road accidents would disappear.

PROBABLE NEGATIVE SIDE EFFECTS

One more reason to believe that this type of advertising is slanted and basically unscientific, although it supposedly refers to research data.

If this ad had its desired impact, all alcoholics and other problem people who drink to excess would be de-licensed--in spite of the fact that the majority of alcoholics are not involved in serious crashes and are, in fact, functioning in passable fashion. Imagine what it would be like if all of these people were deprived of their license to drive--because a minority among them is involved in fatal crashes.

Ad #24: "His drinking problem is nothing compared to his driving problem."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
3	Not drink and drive.
2	Send in form.
1	Talk with someone about problem.
1	Drive for drunk friend.
1	Think about jeopardizing others.
1	Show to friends.
1	Help initiate programs to deal with drunk drivers.
1	Let son know his chances when drinking and driving.
1	Think about it.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

7	Information and message helpful.
5	Average/bland.
5	To the point.
4	Effective and to the point/makes you think.
3	One of the better ads/need more like it.
3	Won't affect those who need it, but otherwise good.
2	Good - could be more flashy though.
1	Scary.
1	Help, not jail.
1	How problem drinker affects society.
1	Headline misleading, wouldn't read ad.
1	Good, I've seen what alcoholics do on and off the road.
1	Good but too lazy to fill out blank.
1	Problem but no solution.
1	Not attention-getting.
1	Implies any drinker will become a problem drinker.
1	No threat of drunk driving problem personally.
1	Alcoholism is a medical problem, police work won't solve anything.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

7	Get drunk drivers off the highways.
6	Get problem drinker off the road.
4	Get reader involve.

<u>No.</u>	<u>Response</u>
3	When problem drinker drives, jeopardizes own and other lives.
3	Don't drink and drive.
2	Alcohol is a serious problem.
2	Drinking and driving causes accidents.
2	Help problem drinker who can't help himself.
2	Write away to help.
2	Help problem and social drinkers.
1	Don't let problem drinker drive.
1	Awareness of society.
1	Fact that so many have been killed.
1	Drinking not good for you, especially when driving.
1	Statistics.
1	Something must be done.
1	Asks physical, emotional, and financial support.
1	Arouse reader interest.
1	Enforce existing laws, get drinking drivers off the road.
1	Lives of 15,000 people.
1	Help drunk driver to save you and me.
1	Drunk drivers kill.
1	Everybody's problem, most won't do anything though.
1	Problem drinkers most dangerous drivers.

Let's keep ourselves alive, too.

Find out what alcohol does to you. How many drinks does it take for you to be presumed under the influence? How many more before you're completely stoned?

Most people don't know.

It depends on your size, how fast you drink, how much you've had to eat, and how efficient your system is at burning up the calories.

And we have this handy-dandy slide graph which tells you most of these things.

It works on a wheel principle. So, if you have some trouble manipulating the thing, you know you shouldn't get behind the wheel of a car.

You should have one.

Soon, they'll be available in all the Local ABC stores. You can pick one up free.

Or, if you want one sooner, and also want to learn more about keeping our friends,

and ourselves

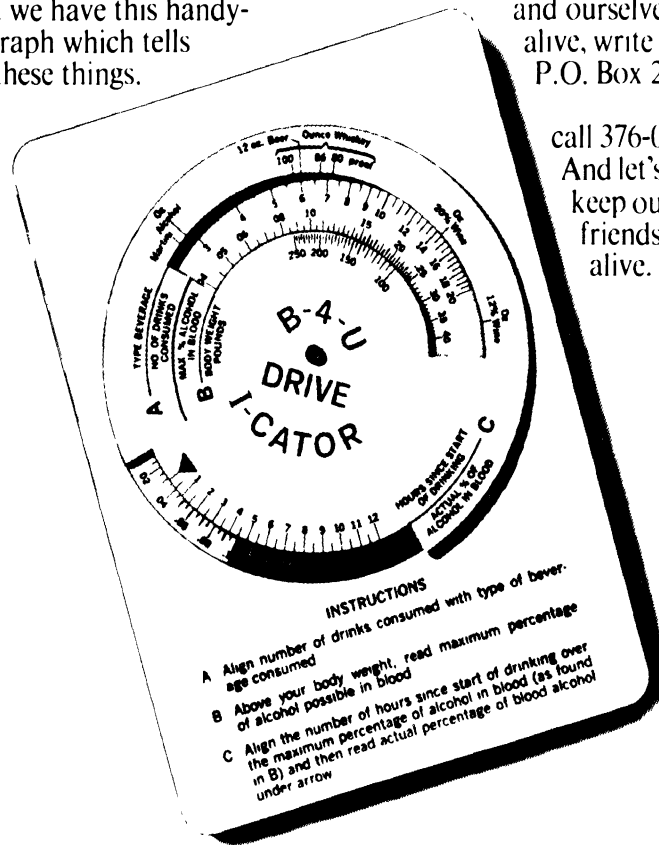
alive, write to

P.O. Box 200,

or

call 376-0265.

And let's keep our friends alive.



Let's keep our friends alive.

Ad #25: "Let's keep ourselves alive, too."

TECHNICAL QUALITY

Average.

FACTUAL ACCURACY

Seems believable.

The ad attempts to present information in a simple, straightforward manner.

Except for people with "bad livers," it is my understanding that bodies generally process alcohol at about the same efficiency. Also, if I were to give that wheel to a group of judges or 16-year-old high school girls and found that they were having trouble manipulating it, could I assume that they shouldn't drive a car? That's what the ad says.

PROBABLE EFFECTIVENESS IN ATTRACTING ATTENTION

I think people respond to gimmicks.

PROBABLE EFFECTIVENESS IN CONVEYING INFORMATION

Should make people aware that there is a relationship between drinking and driving.

PROBABLE EFFECTIVENESS IN INFLUENCING ATTITUDES

Should be favorable.

PROBABLE EFFECTIVENESS IN ELICITING ACTION

People like free gadgets.

I doubt if many readers will stop to pick up a calculator.

GENERAL COMMENTS

A free gadget may be very popular.

It invites reader participation in a meaningful way. I've seen many worse ads.

This is one of the better ones in the series.

The idea of distributing the calculators is good, but the idea that if someone couldn't manipulate it he shouldn't drive is not.

PROBABLE NEGATIVE SIDE EFFECTS

Improper computation with the graph could mislead and lead to overdrinking.

None.

It might suggest to people that they incur no extra risk as long as they stay at or below the legal limit. Hunt has shown otherwise.

Ad #25: "Let's keep ourselves alive, too."

WHAT WOULD YOU PROBABLY DO AS A RESULT OF READING THIS AD?

<u>No.</u>	<u>Response</u>
18	Send for calculator.
5	Tell friends.
2	Stay sober, encourage others to do likewise.
1	Maintain own safe limit, encourage others likewise.

IN GENERAL, HOW DO YOU FEEL ABOUT THE AD?

9	Good.
7	Attention getting, attractive, educational.
5	Not interested.
2	Promotes drinking, how much can drink and still not be drunk.
2	Who will think of ad when drunk, or use calculator?
2	People who need calculator won't get it.
2	Could be more attention-getting.
2	Need color to catch your eye.
1	Not serious or simple enough, most won't act.
1	Wheel confusing.
1	Tries to be cute.
1	Expand on multiple dangers of alcohol.
1	Would like to have a calculator.
1	Anything will help make people aware of the problem.
1	Not for me but good for the "other guy."
1	Need more strict laws like those for young people and drugs.
1	Like to see all drinkers read it.
1	Good if read, but too long.
1	Need bolder title.
1	Too wordy.

WHAT DO YOU REGARD AS THE MAIN POINT OF THIS PARTICULAR AD?

10	Knowing when self/others too drunk to drive (using slide graph).
8	Don't drink and drive.
3	Amount of alcohol influences perception and awareness.
3	Should know limit and not use just intuition.
2	Know your limit.
2	May be under the influence and not know it.
2	Title.
2	Number of drinks to get legally drunk.

No. Response

- 1 Being able to drink and still drive.
- 1 How much allowed to drink.
- 1 Show self how much alcohol consumed.
- 1 Keep those not in control off the road.
- 1 Doesn't hit hard enough.
- 1 If can't work calculator, had too much to drink.
- 1 Get a calculator.
- 1 More to drunk driving than most people know.
- 1 Method of measuring alcohol consumption.
- 1 What alcohol does to you.
- 1 Make people aware of drinking's affect on them.
- 1 Don't assume all can tolerate the same amount of alcohol.
- 1 Ad won't change anything.
- 1 You can do something to help yourself.
- 1 Safe driving.
- 1 Make people aware of drinking and driving.
- 1 Caring, concern, and getting involved.

APPRAISAL OF PRINT ADVERTISEMENT ON DRINKING AND DRIVING

	<u>RATINGS</u>				
	<u>HIGH</u>				<u>LOW</u>
	5	4	3	2	1
1. Technical quality					
Comments: _____					
2. Factual accuracy	5	4	3	2	1
Comments: _____					
3. Probable effectiveness in attracting attracting attention	5	4	3	2	1
Comments: _____					
4. Probable effectiveness in convey information	5	4	3	2	1
Comments: _____					
5. Probable effectiveness in influencing attitudes	5	4	3	2	1
Comments: _____					
6. Probable effectiveness in eliciting action	5	4	3	2	1
Comments: _____					
7. Overall rating	5	4	3	2	1
Comments (note particular strengths and weaknesses):					

8. Note any probable negative side-effects of this ad:					

APPENDIX C

The following is a copy of the 5-page questionnaire distributed to the 1,513 members of the lay audience.

OPINION SURVEY ON DRINKING AND DRIVING

Form A

In the following questions we are interested in your own opinions about the problem of drinking and driving. Please answer all the questions even if you haven't thought much about this subject.

1. In general, out of every 100 traffic accidents in which someone is killed, how many would you guess involve a driver who has been drinking?

___ 10 ___ 25 ___ 50 ___ 75

2. Would you think that more traffic deaths are caused by the many "social drinkers" or by the relatively few "problem drinkers"?

___ more caused by social drinkers ___ more caused by problem drinkers

3. If there were an expanded program which could cut down alcohol-related traffic accidents by as much as one-third or one-half, how much more would you be willing to pay in taxes each year to support such a program?

___ none ___ \$1-\$5 ___ \$6-\$10 ___ \$11-\$25 ___ \$26-\$50 ___ over \$50

4. What would you say are the chances that in the coming year you will be involved in an accident caused by a driver who has been drinking?

___ 1 in 1000 ___ 1 in 500 ___ 1 in 100 ___ 1 in 50 ___ 1 in 10

For each statement below, show your opinion by checking one of the four spaces:

	<u>Agree</u> <u>strongly</u>	<u>Agree</u> <u>somewhat</u>	<u>Disagree</u> <u>somewhat</u>	<u>Disagree</u> <u>strongly</u>
5. Far too much fuss is made about the dangers of drinking and driving.....	_____	_____	_____	_____
6. A good host at a party should try to see that guests who must drive home do not drink too much.....	_____	_____	_____	_____
7. Most drunk driving is not detected by the police.....	_____	_____	_____	_____
8. Fatal accidents would go way down if drunk drivers were more strongly punished.	_____	_____	_____	_____
9. Breath tests to detect drinking should be used in all reported accidents.....	_____	_____	_____	_____
10. Drivers convicted of drunk driving should be required to get medical treatment.....	_____	_____	_____	_____
11. The government should help keep drunk drivers off the roads even if it means spending money to provide medical and psychological help.....	_____	_____	_____	_____
12. No matter how much effort is invested, there is not likely to be much effect on the drunk driver problem.....	_____	_____	_____	_____
13. Police should carry out random road checks to catch drivers who have drunk too much.	_____	_____	_____	_____
14. Drunk drivers should be put in jail.....	_____	_____	_____	_____

The party begins.

I can drive when I drink.

2 drinks later.

I can drive when I drink.

After 4 drinks.

I can drive when I drink.

After 5 drinks.

I can drive when I drink.

7 drinks in all.

I can't even hold a pen.

The more you drink, the more coordination you lose. That's a fact, plain and simple.

Still, people drink too much and then go out and expect to handle a car.

When you drink too much you can't handle a car.

You can't even handle a pen.

15. If you were reading a newspaper or magazine and came across the ad you just saw, would it attract your attention?

___yes, definitely ___probably ___probably not ___no

16. How much of the ad would you be likely to read?

___all of it ___most of it ___some of it ___none of it

17. Did you find the ad interesting?

___very interesting ___fairly interesting ___slightly interesting ___not at all interesting

18. Was the ad clear and easy to understand?

___very clear ___fairly clear ___somewhat unclear ___very unclear

19. Do you regard the message in the ad as important?

___very important ___fairly important ___somewhat unimportant ___not at all important

20. Did the ad contain information that was new to you?

___a great deal ___some ___very little ___none

21. Do you feel that the ad was inaccurate or misleading?

___not at all ___slightly ___quite a bit ___a great deal

22. Would you be likely to do anything as a result of reading this ad?

___yes ___no

22a. (If "yes") What would you probably do? _____

23. In general, how do you feel about the ad? _____

24. What do you regard as the main point of this particular ad? _____

In the questions below, we are asking again for your opinions about the problem of drinking and driving. Please do not refer back to the answers you gave earlier.

25. What would you say are the chances that in the coming year you will be involved in an accident caused by a driver who has been drinking?

___ 1 in 1000 ___ 1 in 500 ___ 1 in 100 ___ 1 in 50 ___ 1 in 10

26. In general, out of every 100 traffic accidents in which someone is killed, how many would you guess involve a driver who has been drinking?

___ 10 ___ 25 ___ 50 ___ 75

27. If there were an expanded program which could cut down alcohol-related traffic accidents by as much as one-third or one-half, how much more would you be willing to pay in taxes each year to support such a program?

___ none ___ \$1-\$5 ___ \$6-\$10 ___ \$11-\$25 ___ \$26-\$50 ___ over \$50

28. Would you think that more traffic deaths are caused by the many "social drinkers" or by the relatively few "problem drinkers"?

___ more caused by social drinkers ___ more caused by problem drinkers

For each statement below, show your opinion by checking one of the four spaces:

	<u>Agree strongly</u>	<u>Agree somewhat</u>	<u>Disagree somewhat</u>	<u>Disagree strongly</u>
29. Most drunk driving is not detected by the police.....	_____	_____	_____	_____
30. No matter how much effort is invested, there is not likely to be much effect on the drunk driver problem.....	_____	_____	_____	_____
31. Fatal accidents would go way down if drunk drivers were more strongly punished.	_____	_____	_____	_____
32. A good host at a party should try to see that guests who must drive home do not drink too much.....	_____	_____	_____	_____
33. Drunk drivers should be put in jail.....	_____	_____	_____	_____
34. Breath tests to detect drinking should be used in all reported accidents.....	_____	_____	_____	_____
35. The government should help keep drunk drivers off the roads even if it means spending money to provide medical and psychological help.....	_____	_____	_____	_____
36. Police should carry out random road checks to catch drivers who have drunk too much.	_____	_____	_____	_____
37. Far too much fuss is made about the dangers of drinking and driving.....	_____	_____	_____	_____
38. Drivers convicted of drunk driving should be required to get medical treatment....	_____	_____	_____	_____

Finally, we would like the following personal information for use in analyzing responses to the earlier questions.

39. Your age: ___ under 20 ___ 20-25 ___ 26-35 ___ 36-50 ___ over 50

40. Sex: ___ male ___ female

41. Education: ___ not a high school graduate
 ___ finished high school
 ___ some college
 ___ finished college
 ___ study or degree beyond college

42. About how many organizations do you participate in actively?

___ none
 ___ one or two
 ___ three or four
 ___ five or more

43. Do you ever drink alcoholic beverages (beer, wine, or whiskey)?

___ yes ___ no

43a. (If "yes") About how often?

___ special occasions (several times a year)
 ___ several times a month
 ___ two or three times a week
 ___ every day

44. Have you ever driven after drinking what you felt was too much for safe driving?

___ no
 ___ once or twice
 ___ several times
 ___ many times

45. Have you ever been arrested for drunk driving?

___ yes ___ no

46. Do you know anyone personally (like a relative or close friend) who has a serious drinking problem?

___ yes ___ no

Thank you very much for your cooperation in this study. Please return the questionnaire to the person who gave it to you.

ADDENDUM to Report Entitled:
"A STUDY OF 25 PRINT ADVERTISEMENTS ON
DRINKING AND DRIVING"

Bottom Five Ads on Each Dimension

DEFINITELY ATTRACT ATTENTION

- 21.5. Before you drink that one for the road--
think about the chaser.
- 21.5. How to beat the drunken driving laws.
- 23. If you drive after drinking...then here are
some things to consider.
- 24. How much are drinking driver accidents up
this year?
- 25. Let's keep ourselves alive, too.

LIKELY TO READ ALL OF AD

- 21.5. He's learning to drive and learning to drink.
He may never finish the course.
- 21.5. The drunk driver adds \$240 a year to your
cost of living.
- 23. One of the next 50 drivers coming your way is
drunk.
- 24. If you drive after drinking...then here are
some things to consider.
- 25. How much are drinking driver accidents up this
year?

AD VERY INTERESTING

- 20.5. He's learning to drive and learning to drink.
He may never finish the course.
- 20.5. Let's keep ourselves alive, too.
- 22. How to beat the drunken driving laws.
- 23.5. Before you drink that one for the road--
think about the chaser.
- 23.5. If you can't stop drinking, don't start
driving.
- 25. How much are drinking driver accidents up
this year?

AD VERY CLEAR AND EASY TO UNDERSTAND

- 20. Let's keep ourselves alive, too.
- 20. In many states, it's harder to become legally
drunk than it is to become dead drunk.

AD VERY CLEAR AND EASY TO UNDERSTAND (cont'd.)

20. If you drive after drinking...then here are some things to consider.
22. The drunk driver adds \$240 a year to your cost of living.
23. If they want to drink tonight, it's too late to stop them.
24. How to beat the drunken driving laws.
25. How much are drinking driver accidents up this year?

MESSAGE VERY IMPORTANT

21. The drunk driver adds \$240 a year to your cost of living.
22. If they want to drink tonight, it's too late to stop them.
23. Let's keep ourselves alive, too.
24. How much are drinking driver accidents up this year?
25. How to beat the drunken driving laws.

AD HAS A GREAT DEAL OF NEW INFORMATION

22. My wife, a problem drinker? Don't be ridiculous!
22. He's learning to drive and learning to drink. He may never finish the course.
22. If you can't stop drinking, don't start driving.
22. Drunk drivers bring families together.
22. That last drink for the road could help you crash the next party.
25. How many people will somebody's cocktail party kill tonight?

AD NOT AT ALL MISLEADING OR INACCURATE

21. Drunk drivers bring families together.
22. Win your own chauffeured limousine this New Year's Eve.
23. How to beat the drunken driving laws.
24. How much are drinking driver accidents up this year?
25. Before you drink that one for the road-- think about the chaser.

LIKELY TO DO SOMETHING AS RESULT OF READING AD

21. How to beat the drunken driving laws.
22. His drinking problem is nothing compared to his driving problem.
23. Today your friendly neighbor may kill you.
24. If they want to drink tonight, it's too late to stop them.
25. How much are drinking driver accidents up this year?

SUMMARY RANKING

21. Before you drink that one for the road-- think about the chaser.
22. One of the next 50 drivers coming your way is drunk.
23. If they want to drink tonight, it's too late to stop them.
24. How to beat the drunken driving laws.
25. How much are drinking driver accidents up this year?

