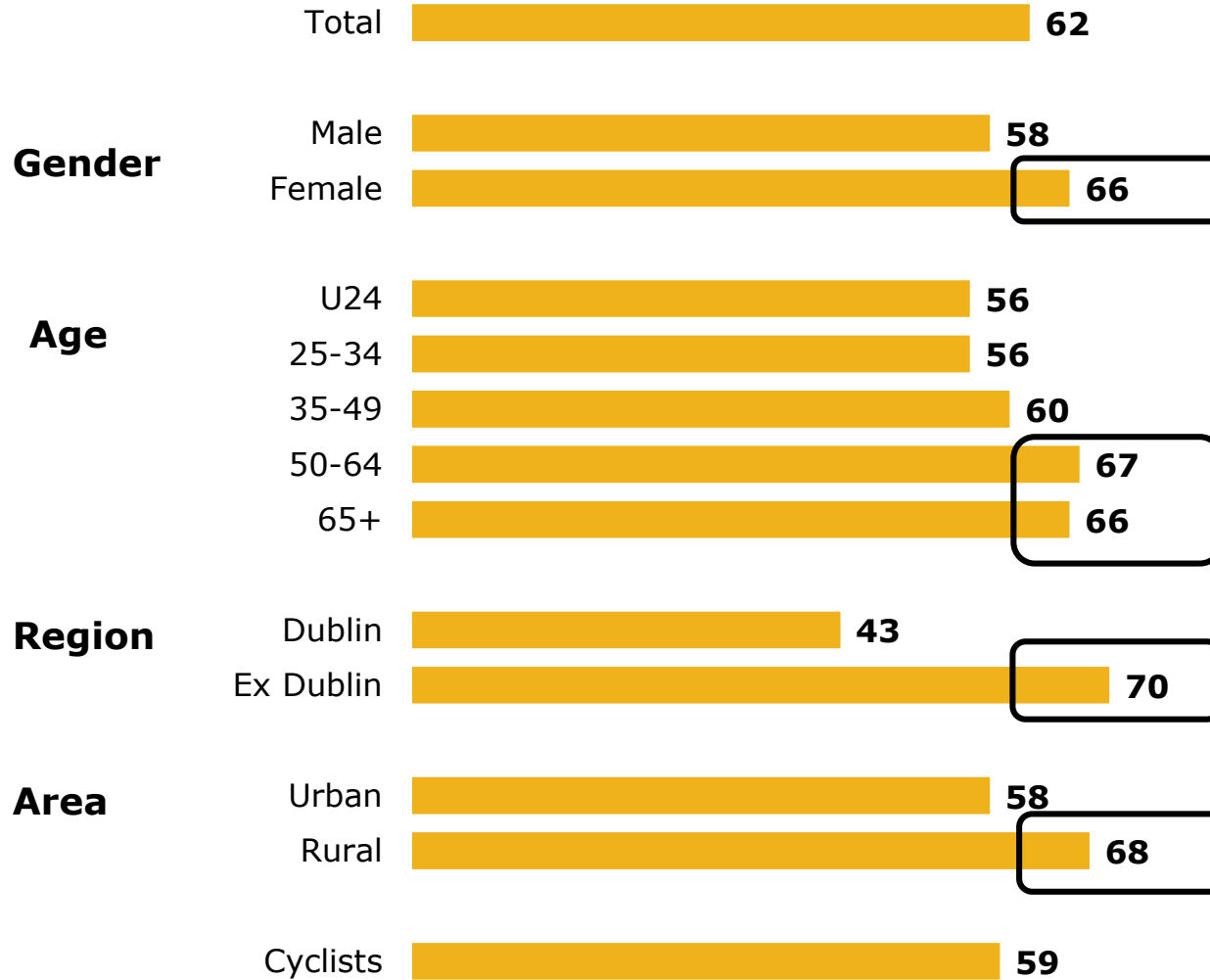


Advertising: Prompted Awareness



Prompted awareness of RSA Cycling: Safe Pass Campaign

Base: All motorists n - 747



Launch awareness for the campaign peaks among women, over 50s and ex-Dublin; awareness in Dublin is 43%.

Q.10 Could you tell me whether you recall hearing it recently?



Prompted awareness of Cycling: Safe Passing Campaign

Base: All motorists n - 747

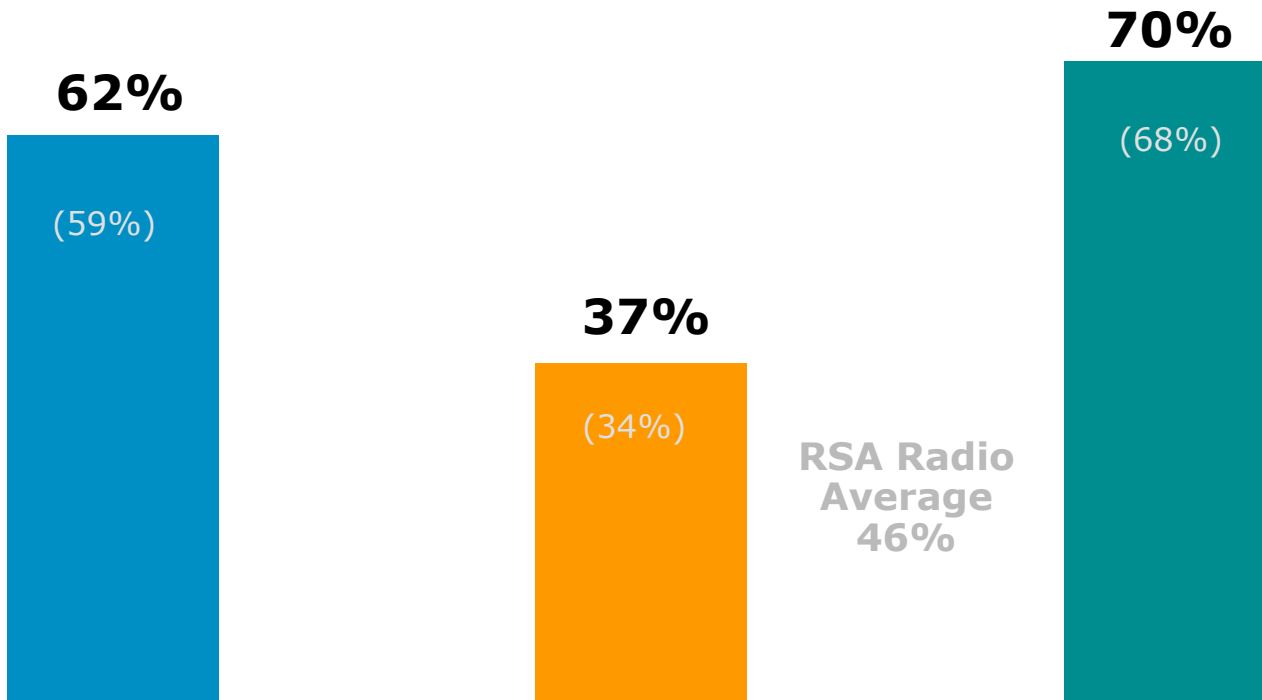


TV



RADIO

**ANY
TV/Radio**



(Cyclist figures)

70% of Motorists recall either element of the Safe Passing campaign; 62% aware of the TV campaign and 37% the radio advert.



Q.7 I'm going to show you a recent TV advertisement. Could you tell me whether you recall seeing it recently?
Q.10 I'm now going to play you a recent radio advertisement. Could you tell me whether you recall hearing it recently?

Campaign messages

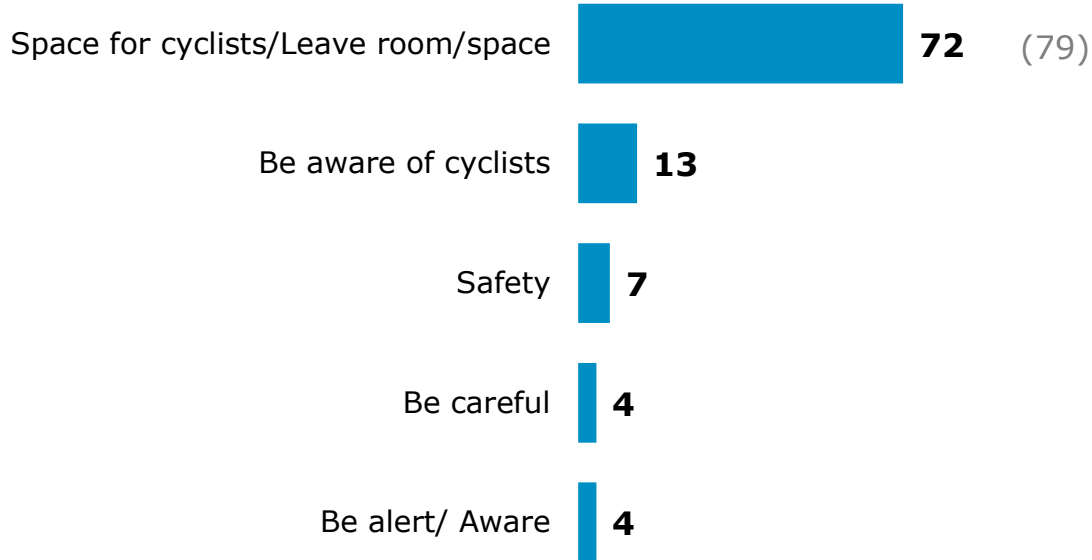


Cyclists: Safe Pass Campaign: Key Messages

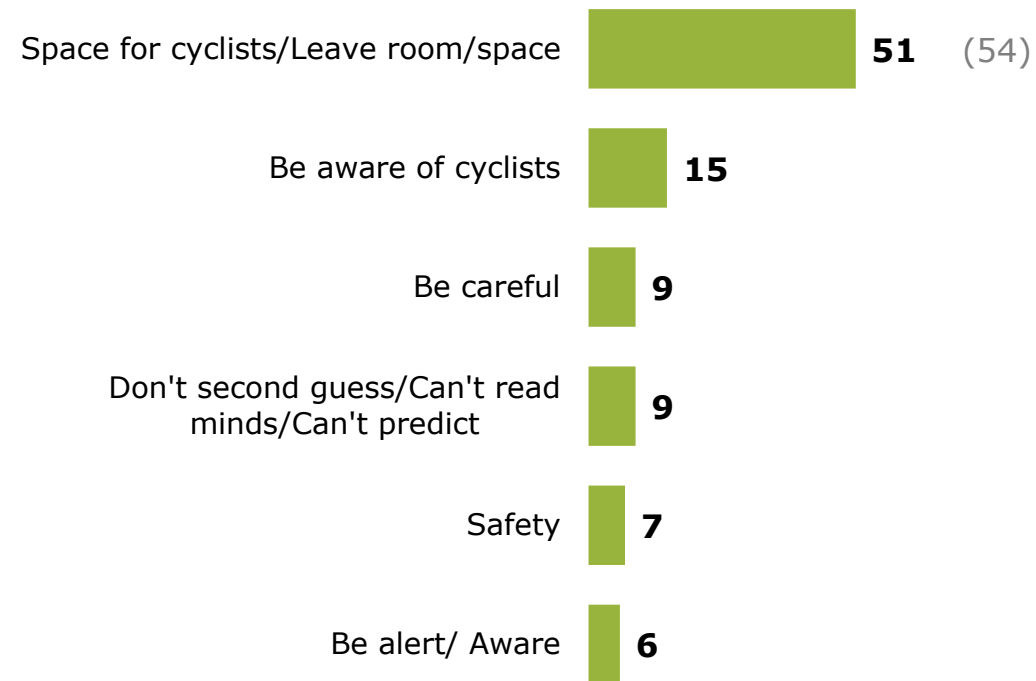
Base: Motorists aware of campaign



TV
(Base: 481) %



RADIO
(Base: 374) %



All others 3% or less

The research confirms the campaign's ability to deliver a clear and explicit message around safe passing distances.

(Cyclists)

Q.9 And what messages do you think the people who made this advertisement were trying to communicate? What exactly were they trying to say to people like yourself in this advertising campaign?



Advertising Impact/ Behavioural Change

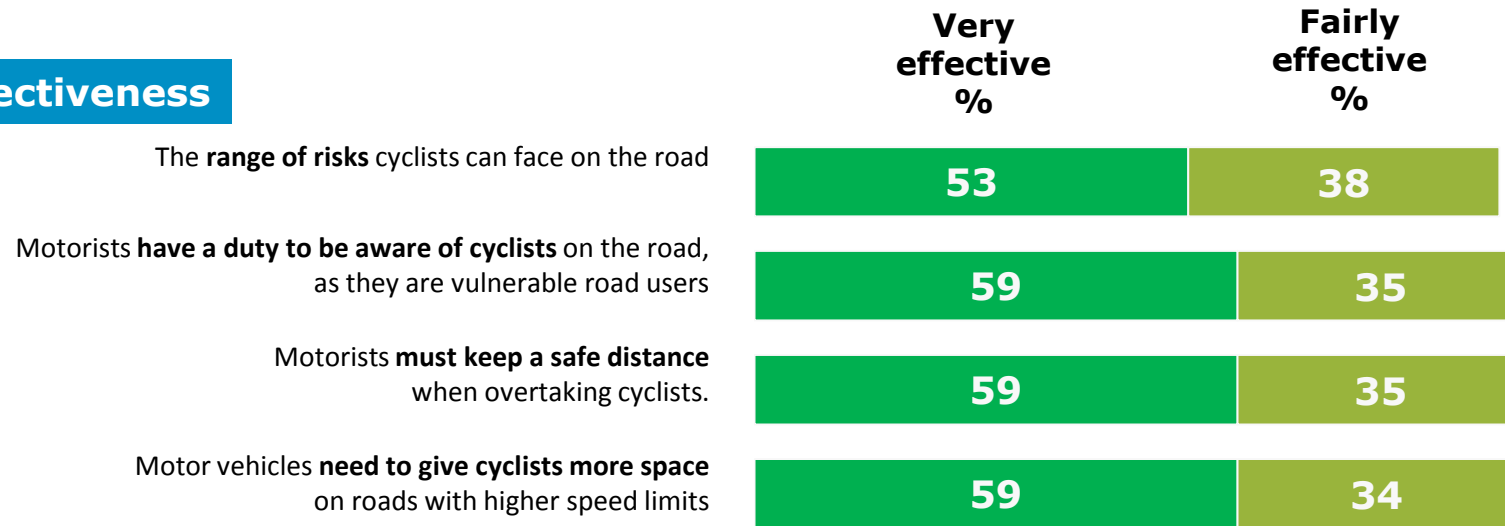


Cycling: Safe Pass TV Campaign: Advertising Impact/Behaviour Change

Base: All motorists n - 747

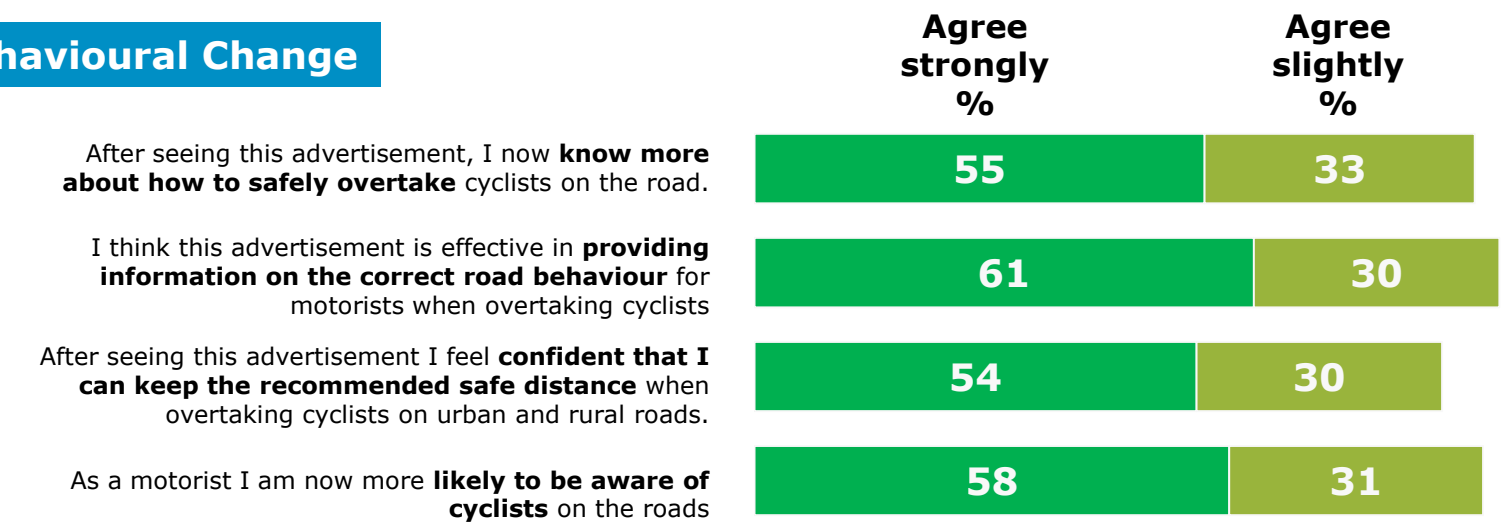
Cyclists	RSA Average 2011-2017
----------	-----------------------

Effectiveness



Very Effective %	
56	70
61	70
63	70
64	70

Behavioural Change



Agree Strongly %	
59	64
66	64
55	64
57	64

Response/
Self Efficacy

Message
Acceptance

While the evaluation of the Safe Passing campaign is positive overall, the response by motorists is below the RSA effectiveness/behaviour change average in each instance.



Q.12 I will now read out a series of statements about the advertising we have just discussed. For each one please tell me the extent to which you agree or disagree with each statement?
Q.13 In your view how effective is this advertisement in demonstrating each of the following?

Cycling: Safe Pass: Recommended passing distance

Base: All motorists n - 747

Agree strongly
%

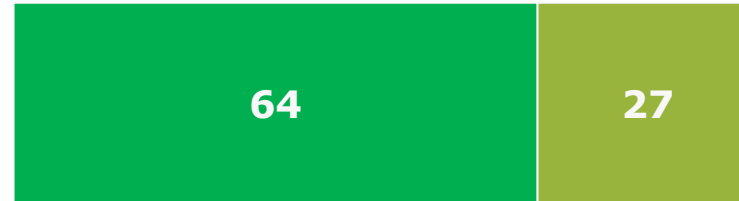
Agree slightly
%

Cyclists

Agree Strongly

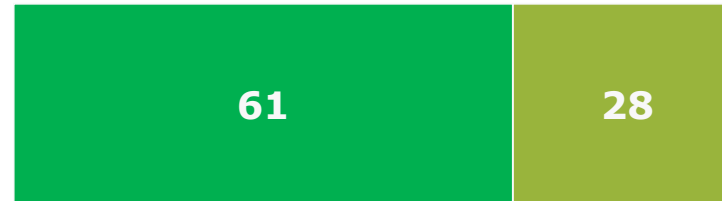
%

Giving a **1 metre** clearance when overtaking a cyclist in areas with a speed limit of **50km/h and under**



72

Giving a **1.5 metre** clearance when overtaking a cyclist in areas with a speed limit of **over 50km/h**

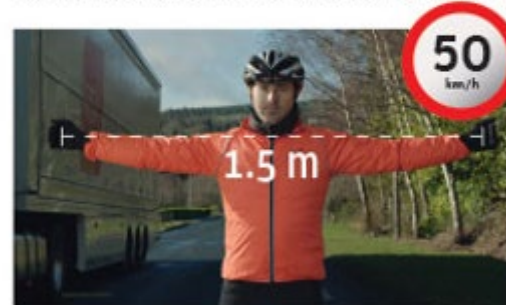


71

GIVE AT LEAST 1 METRE SPACE IN SPEED ZONES UP TO



GIVE AT LEAST 1.5 METRE SPACE IN SPEED ZONES OVER



Strong acceptance for recommended passing distances among motorists.

Cycling: Safe Pass: Recommended passing distance

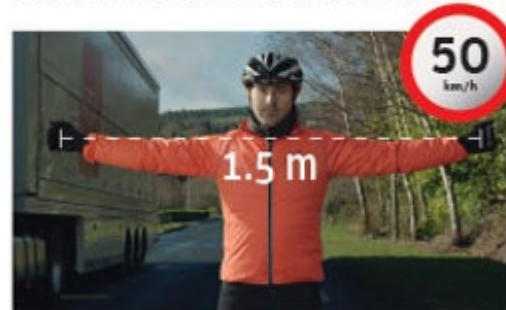
Base: All motorists who disagree with the recommended passing distance

ANY DISAGREE	Too wide	Too narrow	Cyclists
<i>Base:</i>	32*	36*	Too narrow
	%	%	%
Giving a 1 metre clearance when overtaking a cyclist in areas with a speed limit of 50km/h and under	14	78	81
Giving a 1.5 metre clearance when overtaking a cyclist in areas with a speed limit of over 50km/h	36	56	72

GIVE AT LEAST 1 METRE SPACE IN SPEED ZONES UP TO



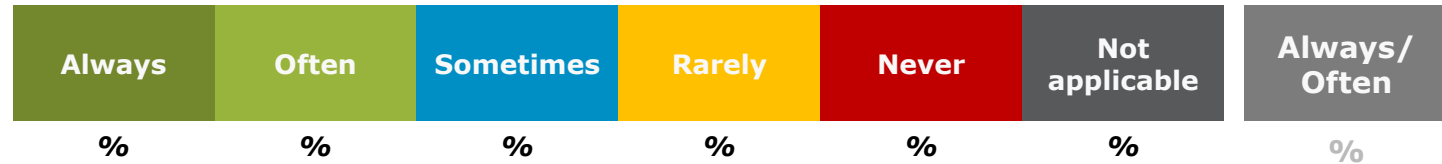
GIVE AT LEAST 1.5 METRE SPACE IN SPEED ZONES OVER



*Caution low base

Cycling: Safe Pass: Experience of passing distances

Base: All cyclists n - 178



Motorists gave a **1 metre** clearance when over taking you as a cyclist in areas with a speed limit of **50km/h and under**



Motorists gave a **1.5 metre** clearance when over taking you as a cyclist in areas with a speed limit of **over 50km/h**



Less than 40% of cyclists currently believe motorists regularly (always/often) give the recommended passing distances.

Thank You



BEHAVIOUR & ATTITUDES

MILLTOWN HOUSE
MOUNT SAINT ANNES
MILLTOWN
DUBLIN 6

+353 1 205 7500
info@banda.ie

www.banda.ie