

# Road Safety Committee hearing



**John Thompson, Snr Manager Road Safety & Marketing**  
**Samantha Cockfield, Manager Road Safety**  
**Michael Nieuwesteeg, Snr Research Analyst**



# Presentation Overview

- **Road Safety Context**
- **Motorcycle Safety Context**
- **Why Public Education for Road Safety Issues**
- **Campaign Development Process**
- **Reconstruction – Development Process**
- **Previous and/or Support Campaigns**



# Road Safety Context

# The TAC Model

TAC  
invests in

Road  
safety

Trauma  
services

Health  
care

Disability  
support



Motorist insures  
when registering  
their vehicle



Any personal injury



TAC funds

- Treatment
- Income
- Rehabilitation
- Lifetime care



# TAC Role in Road Safety

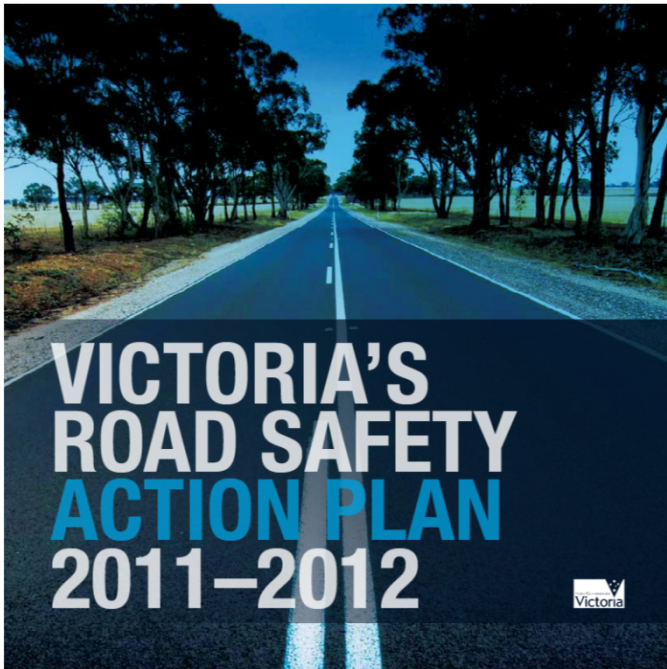
*“...to collect and assess data and statistics in relation to transport accidents.”*

*“...to promote the prevention of transport accidents and safety in the use of transport.”*

*“...to reduce the cost to the Victorian community of compensation for transport accidents.”*

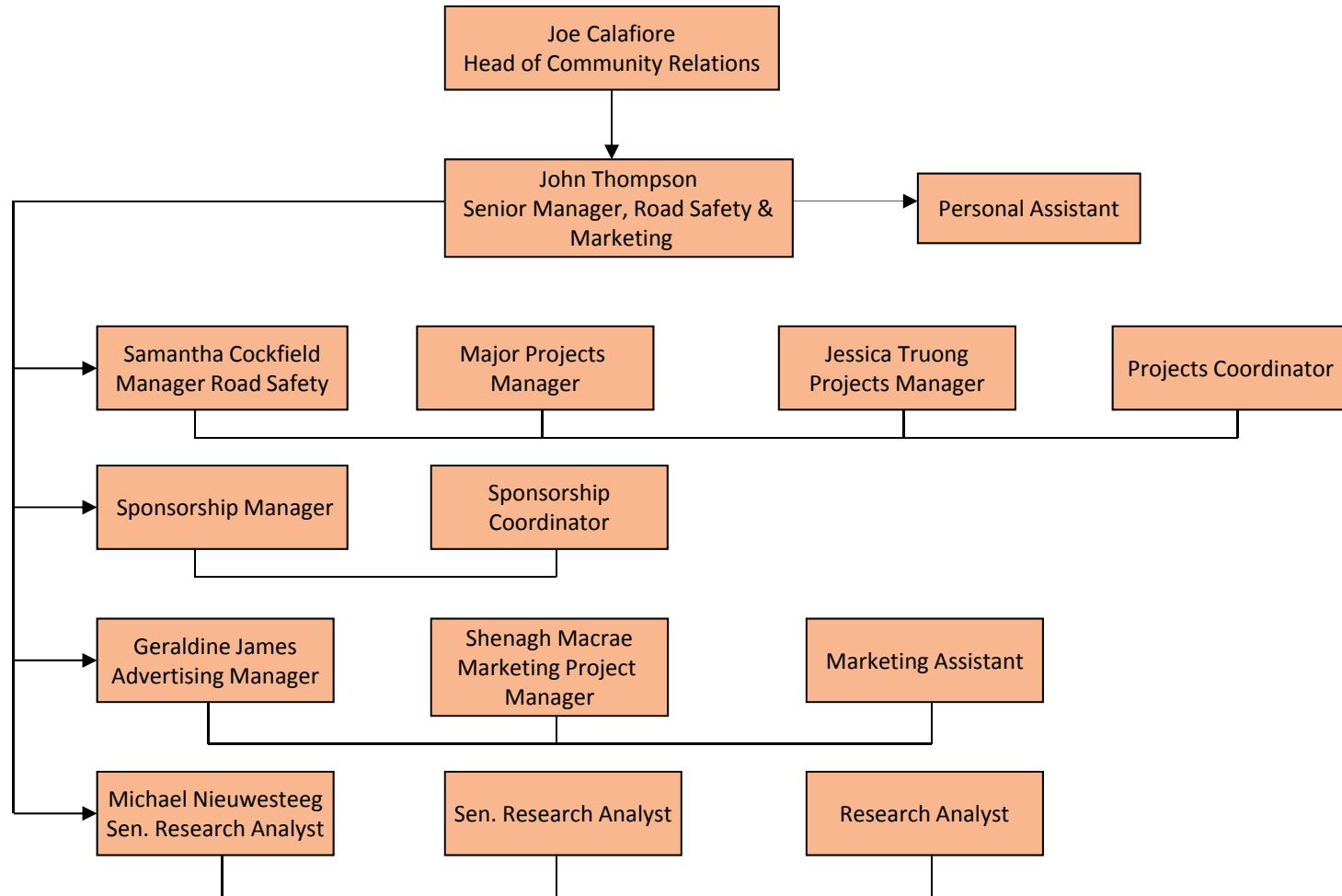
*Transport Accident Act 1986*

# Victorian Road Safety Strategy



- VicRoads, Victoria Police, DoJ & TAC
- TAC lead agency for major public education campaigns
- Target 30% reduction
- VicRoads manages the strategy

# TAC Team



# Our Goal & Strategic Vision

**TAC Mission:** “A future where every journey is a safe one”

**RSM Goal:** “A Victoria where no one is killed or seriously injured using our roads”

**RSM Strategic Vision is based on the Safe System principles (RSVP)**

Safer **R**oads

Safer **S**peed

Safer **V**ehicles

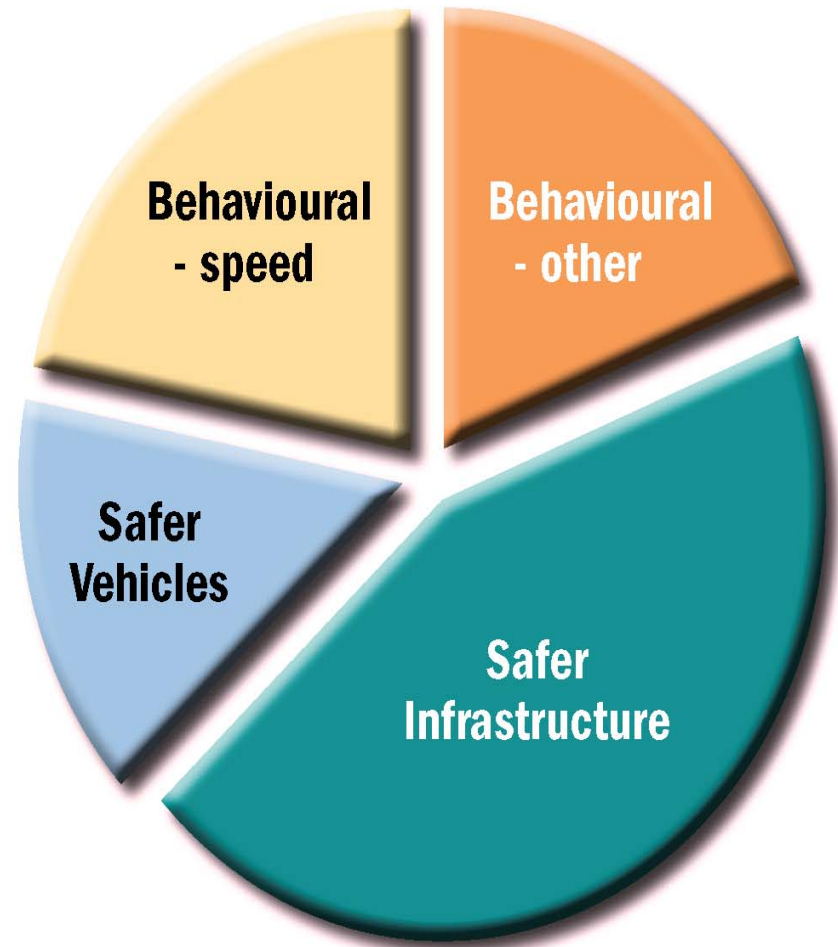
Safer **P**eople





# Safe System – Our Vision

**Where gains  
are most likely**





# Roads, Speed & Speeding

- SRIP – budget to spend \$75 million
- Increased investment in road policing via Enhanced Enforcement Program
- Invest in trials for innovative road policing technology
- Develop in partnership with VTA a heavy vehicle reduced speed trial
- Continue to educate about the issue of speed and speeding with public education campaigns
- Target High Risk road users in partnership with Crime Stoppers – high level speeding focus

# Vehicles

- Public education campaign promoting the purchase of safe vehicle with a specific focus on light commercials
- Promotion of the purchase of safe vehicles for young drivers
- Fund consumer information programs - the Australasian New Car Assessment Program and the Used Car Safety Rating research programs
- Child restraint evaluation program
- Public Education for child restraint fitting
- Dynamic Rollover Occupant Protection Research Program
- Demonstrate new safety technologies via Safe CarII.

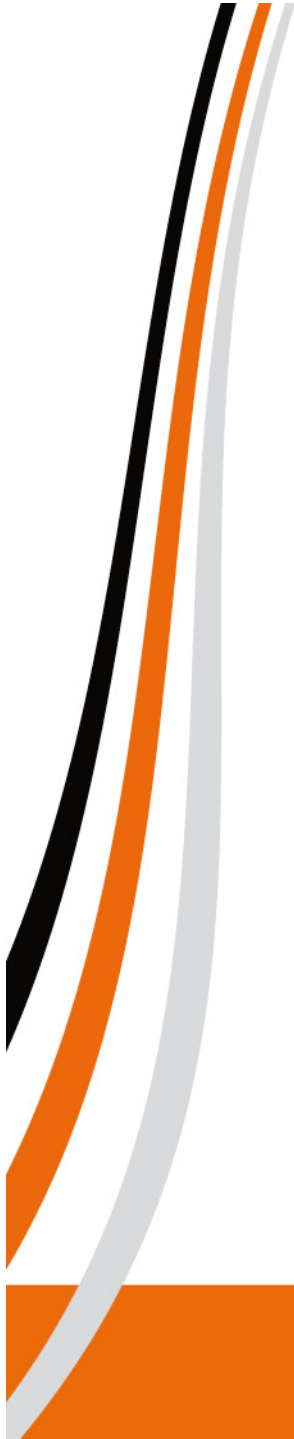
# People

- Future investment in research through major in-car naturalistic driving study
- New public education focus on distraction – innovative mobile media
- Youth focused campaigns & activities in non-traditional media targeting core road safety issues
- Speed and speeding remains the key focus for public education
- Support Police Enforcement - campaign
- Promote Safe Driving & Vehicle Purchase policies
- New HSIYC campaigns – mobile online and traditional direct marketing to engage with key markets
- Promote the correct fitment of child restraints.



# Motorcycle Projects

- Public education campaigns (protective clothing & risk management)
- Motorcycle GP sponsorship to promote protective clothing wearing
- Motorcycle Expo & retail program to promote protective clothing
- ‘Ride Smart’ hazard perception training tool
- Protective clothing testing - pilot program
- Off road motorcycling investigative research project.



# Motorcycling - the evidence base



# Target Audience – The Road Safety Issue

## **Motorcyclists' representation in Victoria's road trauma**

- Over 40 deaths per year on average
- Less than 1% of kilometres travelled, 4% of registered vehicles, 13% of TAC claims, 20% of TAC claim costs
- Each year the TAC accepts around 2,000 injury claims from motorcyclists, 14 severe brain injuries, 3 paraplegia, 1 quadriplegia
- \$150m in compensation to injured motorcyclists per year (2010/11 and 2011/12).



# Target Audience – The Road Safety Issue

Over the last five years extensive research, qualitative and quantitative, has been undertaken or commissioned by the TAC with Victorian motorcyclists to understand key risk factors, the trauma picture and attitudes and behaviours of riders.

## Source data

Fatal Diary Database, populated with data on fatalities collected by Victoria Police

TAC Claims Database

Victoria Police Traffic Incident System

VicRoads Road Crash Information System

VicRoads Licensing and registration database

Department of Health emergency presentations and hospital admissions

## Analytics

2011/12: Taylor-Fry Consulting Actuaries – Risk modelling exercise

2010: Deloitte – TAC Customer Investigation

2009: Deloitte (was Pathfinder Solutions) – Analysis of motorcycle ownership in Vic





# Target Audience – The Road Safety Issue

Over the last five years extensive research, both qualitative and quantitative, has been undertaken or commissioned by the TAC with Victorian motorcyclists to understand key risk factors, the trauma picture and attitudes and behaviours of riders.

## **Survey research**

2012: Ipsos Social Research Institute – Motorcycle Monitor (n=548)

2011/12: Sweeney – Motorcycle Tracking (n=353+254)

2010/11: Sweeney – Motorcycle Tracking (n=1,745)

2009/10: Sweeney – Motorcycle Tracking (n=1,755)

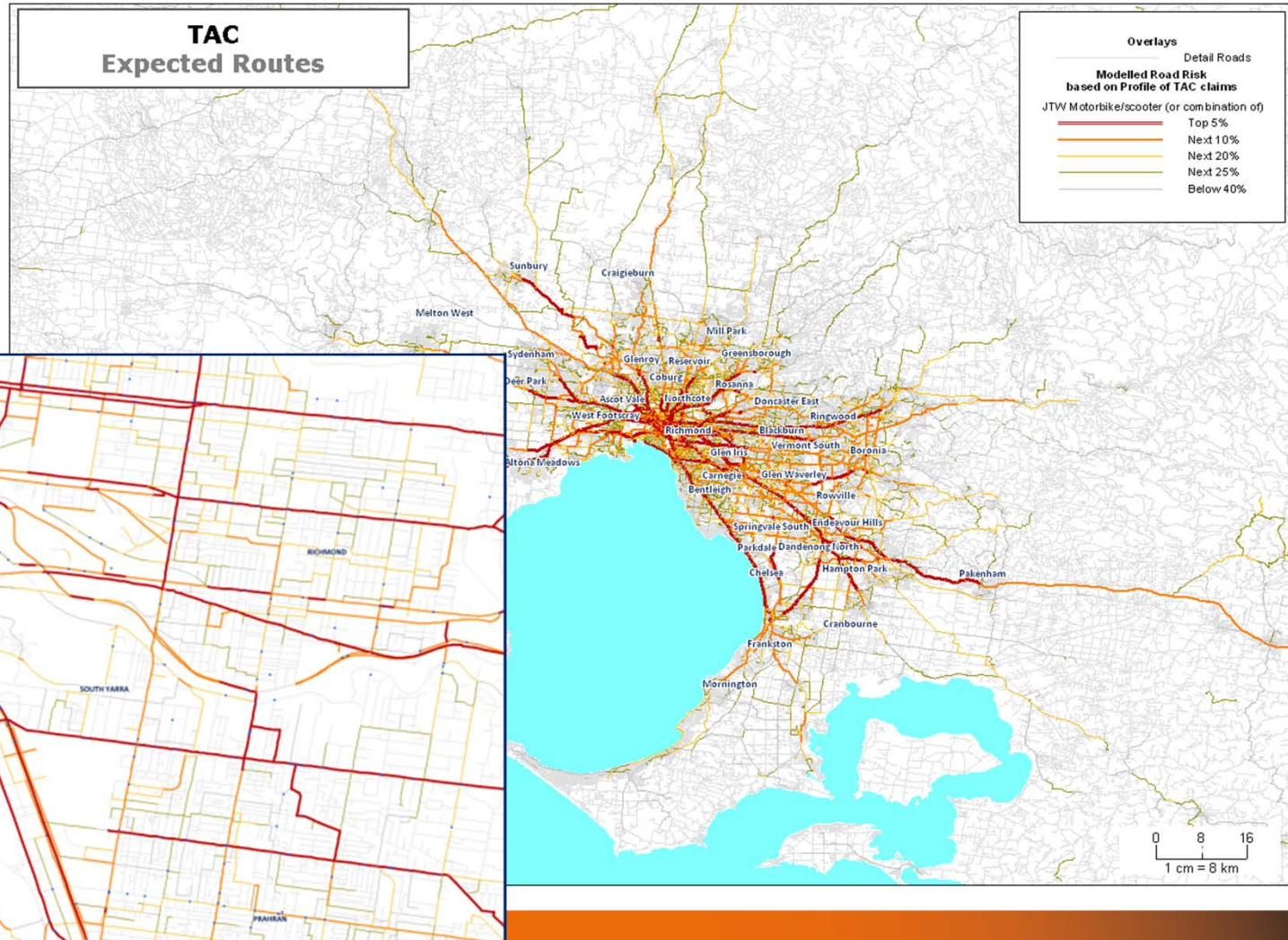
2008: Sweeney – Advertising Tracking Motorcycle Boosted Survey (n=141)

2008: Ipsos-Eureka – Motorcycle & Scooter Rider Client Research Project (n=500)

2002-07: Barry Elliot – Motorcycle Expo Motorcycle Rider Survey (n~330 per year)

# EXAMPLE

Deloitte – Client Investigation 2011





# Campaign Development Process



# Developing Campaigns

- Why public education for road safety?
- The 4 E's used in Road Safety Public Education
- Behavioural Change Campaigns
- Public Education Development Steps
- The Motorcycle 'Reconstruction' Campaign

# Why public education for road safety?

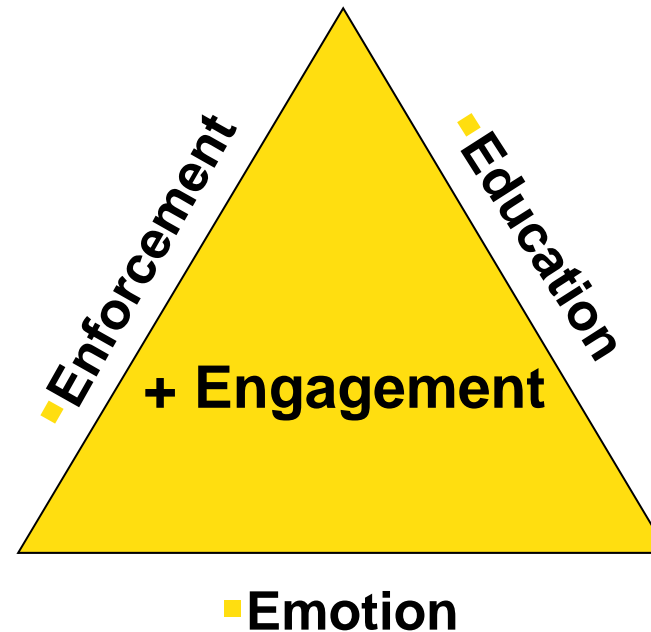
## Key rationale:

- place key safety issues on the public agenda;
- promote awareness that ‘this could happen to me’ through the use of an emotive, realistic portrayal of road crashes and their consequences;
- give road users the tools and information to improve their road use and change behaviour;
- signpost the introduction of new enforcement technologies;
- highlight the level and unpredictability of police enforcement efforts; and
- reinforce the perception of the increased risk of detection.

# Road Safety Public Education

- What are the common approaches used in public education campaigns?

- **Enforcement**
- **Education**
- **Emotion**
- + **Engagement**





# Road Safety Public Education

How do we use these approaches in campaigns?

- Enforcement related - support enforcement activity, sign post new technologies and increase perceived risk of detection
- Educative – explain the issue and provide a rationale for change
- Emotive – build the ‘moral’ case and to resonate ie ‘this could be me’



# Common Misconceptions About Road Users (Elliot, 1989 & 1992)

- People are rational & only need information to change – **wrong**
- Advertising alone is critical to changing behaviour en masse – **wrong**
- People are interested in our messages about the need to change – **wrong**
- Behaviour is the result of attitudes, so attitudes need to be changed first – **wrong**





# Behavioural Change Campaigns

- Hardest campaigns to develop and implement
- Designed to persuade road users to amend their behaviour
- Long term approach to change behaviour over a period
- Behaviour change campaigns must be undertaken with the support of other initiatives such as enforcement
- Community support for message is important to encourage target audience to change behaviour
- Often the target audience does not see the benefits of changing their behaviour



# Public Education Development Steps

- Environmental Scan
- Identify key Issue
- Research with target audience
- Develop a strategy
- Develop a communication brief
- Develop and test concepts
- Develop campaign
- Pre-Test campaign
- Launch
- Monitor & evaluate



# Campaign Development Process

Key production stages of the 2011-2012 motorcycle safety campaign. Communication components developed; television advertisement, online, outdoor and press executions.

## **'Reconstruction' April 2012**

- Creative brief to agency
- Concept presentation to TAC
- Target Audience Research - Concept Testing
- Final Concept Approval
- Director's Treatments presented to TAC
- Assign Director, commence pre-production
- Shoot
- Offline presentation
- Target Audience Research – Offline Testing
- Final TVC presented
- Launch



# Reconstruction for Motorcycles

# Campaign Development Process

## Key dates and development milestones:

Develop internal brief, obtain data, statistics and research – June 2011

Discussions with Victoria Police on data and crash investigations – August 2011

Brief creative agency – 18 August 2011

Concept presentation from agency to TAC – 2 September 2011

Initial meeting with Victoria Police re: specific scenarios – 13 September 2011

Target Audience Research Concept Testing – 4 & 5 October 2011

Market Research debrief with agency – 17 October 2011

Victoria Police meeting on scenario and data – 13 December 2011

Film Shoot – 21-23 February 2012

Target Audience Research Offline testing – 7 March 2012

Target Audience Research Final Offline testing – 27 March 2012

Launch of campaign by Minister – 26 April 2012

Campaign on air – 26 April to 20 May 2012



# Target Audience - The Road Safety Issue

## Motorcyclists' representation in Victoria's road Trauma

Motorcyclists are over represented in road trauma data. Despite accounting for only 3% of registered vehicles and less than 1% of kilometres travelled in Victoria, motorcyclists represented over 16% of fatalities in 2011 and 13% of serious injuries in 2009/2010.

- In 2011, 49 motorcyclists were fatally injured on our roads
- In 31%, speed was the major contributing factor
- 21% of all males killed in 2010/11 were motorcyclists
- Motorcycle injuries cost 4-5 times more than passenger vehicle injuries
- Motorcyclists account for 20% of all TAC's trauma related costs

# Target Audience - Research Insight

## Motorcyclists' attitudes towards speeding

From the TAC Motorcycle Tracker 2011 conducted by Sweeney Research.

- The proportion of motorcyclists that report speeding all or most of the time is slightly higher than the general motoring population and evident across all riding segments (riders 15% v general population 11%).
- Riders are more likely than motorists to speed if they believe they won't be caught (24% v 19%).
- The proportion of motorcyclists who report being caught speeding in the last two years is significantly lower than what we see for general motorists (10% v 27%).
- Perceived risk of having an accident as a result of speeding in a 50/60km zone is greater than the figure for 100km zone (41% v 33%).



# Campaign Development

## Creative Brief

Based research and data collated from TAC and Victoria Police records, a creative brief for the advertising agency was developed.

The campaign objectives were:

- Reduce the number of speed related fatal motorcycle rider and pillion incidents.
- Improve rider understanding/ awareness that they can reduce their chance of a crash by travelling within the posted speed limit.
- Educate motorcycle riders and pillion passengers about the impact of speed related road trauma outcomes - communicate that in the event of a collision that speed makes a difference to injury outcomes & that the likelihood of a fatal injury is significant.



# Campaign Development - Concepts

## Existing executions for low-level speeding

Over the TAC's 25 year history, a number of very successful speed campaigns have been produced targeting drivers to reduce their speeding behaviour

- the most successful speed campaigns that explained the laws of physics and specifically, the relationship between travel speed and trauma severity were considered
- 'Slo Mo' (2003) and 'Reconstruction' (2006) were considered in the development of the motorcycle safety campaign upon recommendation from the creative agency.
- the two concepts were adapted to feature motorcycle riders and tested with the target audience.
- the original 'Reconstruction' performed strongly when first aired in March 2006 as measured by Sweeney Continuous Tracker, April 2006:
- prompted recall averaged 75%
- three in ten (31%) of those who recalled the ad say it has influenced them to change their driving behaviour
- self reported behaviour during the campaign period:

Almost/never speed – down from 13 to 11%

Never speed - rose from 10% to 13%

# Campaign – specific research

## Motorcycle fatality statistics

Fatalities from 2007 to 2011 were assessed.

- 45% single vehicle crashes (eg. run off road)
- 13% head-on crashes
- 12% same direction crashes (eg. rear end crashes)
- 11% overtaking and manoeuvring (eg. U-turn, exiting parking space)
- 10% vehicles from adjacent direction at intersection
- 6% vehicles from opposite direction at intersection

Of 224 fatalities, 21% involved a collision between a motorcycle and a vehicle where one vehicle was turning. Police reports, including sketches and descriptions, were individually assessed by TAC staff.

- More than 80% (39 cases) involved a car/truck turning with motorcyclist travelling straight through
- Excessive speed a factor in 5 cases
- Occurred in all speed zones, 60km/h most common (14 cases)



# Scenario Development

- Police and TAC data
- Worked with Victoria Police Major Crash Investigation Group to identify typical crash
- Confirmed with Monash University Accident Research Centre that physics were accurate

# Target Audience - Research

## Concept Testing – 4 & 5 October 2011

A series of four focus groups were conducted at Sweeney Research. The participants for these groups were recruited on the following criteria:

- Male riders aged 21-30 years (two groups)
- Male riders aged 31-45 years (two groups)
- All had either probationary or full motorcycle licence (no more than two probationary riders per groups)
- All frequent commuting riders (minimum twice a week)
- No scooter riders
- A mix of inner and outer fringe suburbs
- Reflect a mix of blue and white collar occupations and lifestyles
- None to be employed in the advertising marketing industries



# Target Audience - Research

## Concept Testing – 4 & 5 October 2011

The aim of this research was to evaluate two concepts to determine how successfully and potently they communicate the key messages to motorcycle riders and measure the concepts in terms of cut through, motivational appeal and personal relevance.

- The specific objectives that need to be met were defined as follows:
- Gain a broad understanding of the riding behaviour of respondents so that their subsequent comments can be put into context.
- Evaluate each of the two concepts in terms of:

Spontaneous reaction

Main message

Thoughts/feelings evoked

Level of attention, interest involvement

Personal relevance

Impact on current speeding behaviours

# Target Audience - Research

## Concept Testing – 4 & 5 October 2011

- Compare one concept with the other to ascertain the strongest of the two in terms of:

Communicating how speed impacts crash risk and injury severity

Explaining the effect speed has on braking distance and reaction times

Reinforcing the need to comply with speed limits

- Groups were shown the existing TVC's developed for car drivers which the concepts were modelled on; Reconstruction (2006) and Slo Mo (2003).
- Each group were provided a recorded narrative of the concept script for a television commercial.
- After listening to each narrative twice, respondents were asked to complete a written questionnaire prior to group discussions commencing.
- They were asked:

What is the main message in this idea for a TV commercial?

Does it encourage you to re-think the speed you normally ride at? Why/why not?

# Target Audience - Research

## Concept Testing – 4 & 5 October 2011

### Summary 'Bike Reconstruction' reactions:

- Their initial reactions were one of shock and was seen as *“hitting home”*
- Concept was seen as depicting a realistic scenario
- The fact the rider broke his neck and died was particularly impactful
- The central message was seen to be *“stay within the speed limit”* and *“a small change in your speed can make a big difference”*
  - *“You’d never think that 8km/h could make that much of a difference.”*
    - *“The message is if you speed you’re dead. It’s clear”*
- The riders recognised that the concept emphasised bringing back the responsibility to motorbike riders and instilling in them the fact they can control the outcome of what happens on the road.
- Riders felt the concept would capture their attention primarily through the graphic imagery. It was thought that while the message was clear and important, the shocking visuals would be what really draws people in.

*“You have to scare the sh\*t out of every rider.”*

# Target Audience - Research

## Concept Testing – 4 & 5 October 2011

A summary of all four group's reactions to the concepts is continued below:

- Despite riders objections to facets of both scripts, despite their protests that it's 'always' the car driver's fault – neither concept was seen to be 'anti-bike'.
- There was a broad acceptance to a road safety TVC focussing on motorbike riders behaviours
- Riders will always criticise drivers, at the same time, they acknowledge and fully understand that the rider is the one who comes off second best in a collision and agreed with the sentiment that *"it doesn't matter who's at fault in the end – we are the ones who are dead."*
- Begrudgingly they support the TAC initiative and hope that the final campaign is successful in making riders and drivers more aware.





# Target Audience - Research

## Offline Testing – March 2012

The offline version of the TVC was put through two rounds of market research testing.

### **Four focus groups were conducted over the nights of 7<sup>th</sup> March and 27<sup>th</sup> March**

- Two groups of male riders aged 21-30 years
- Two groups of male riders aged 31-45 years
- The recruitment criteria remained identical to the initial concept testing for all groups
- The consensus from the group's discussions was that:

riders need, for safety reasons to move on from the 'blame game' and take personal responsibility for their actions

regardless of who is at fault, the rider will come out of any incident worse than a motorist

# Target Audience - Research

## Offline Testing – March 2012

### First round testing findings:

- Initial reactions by younger riders wasn't as strong. This group exhibited a belief of being victimised and attacking motorists and blaming them for whatever goes wrong.
- Older riders seem to have developed a greater sense of maturity and are more inclined to acknowledge that 'blame' is wasted.
- However, the written questionnaire completed after viewing the TVC offered positive results:

With 90% agreeing to "rethink their speed"

Younger riders understood the less speed = less trauma

- Understanding of the message was evident in group discussion

*"If you slow down, you mitigate the risk"*

*"It's clear – slow down. Speed is the fault"*

*"Shows if we take risks, we end up getting hurt"*

# Target Audience - Research

Offline Testing – March 2012

## Second Round Testing:

Further comments and quotes from respondents in the offline testing indicate the TVC resonated with the target audience and the message take-out was clear offering a great chance of altering behaviour:

*“The physics side makes you think harder about it – proves it.”*

*Showing the perspective from our view is important – TAC generally do from the car driver’s view - it’s refreshing to see it done this way.”*

*“Less direct message but it’s also telling car drivers to look out for us.”*

*It’s aimed at all users....and if it leads to greater awareness on both sides that can only be good.”*

*“You can’t argue with it – it does show convincingly that 8ks does make a difference whereas I would normally dismiss that idea.”*

> When the question of fault was raised the consensus was:

*“Does it really matter? He died. That’s the outcome.”*

*It makes you think...the bike was a fair way back...shows that speed played a part...shows we do have a role to play.”*

*“Makes me guilty – makes me admit I did the wrong thing.”*



# Evaluation & Monitoring



# Motorcycle Reconstruction – Campaign evaluation

## **Sweeney – Motorcycle Tracking (from Provisional Report, 28 August 2012)**

254 telephone surveys conducted between 23 April and 26 May 2012, with active motorcyclists aged 18-70 recruited from VicRoads database.

### Key findings:

- Campaign achieved high level of awareness among target audience
- Message recalled by campaign primarily related to slowing down and riding carefully
- Campaign seen as relevant, with 74% of motorcyclists agree ad was talking to them
- 47% of motorcyclists who saw ad talked about the ad with others
- 24% of motorcyclists who saw the ad said they changed riding behaviour as a result



# Motorcycle Reconstruction – Campaign evaluation

## **Sweeney – Advertising Tracking (from Draft Report, 17 August 2012)**

420 telephone surveys conducted between 1 May and 6 June 2012, with motorists recruited from landline telephone sample frame.

### Key findings:

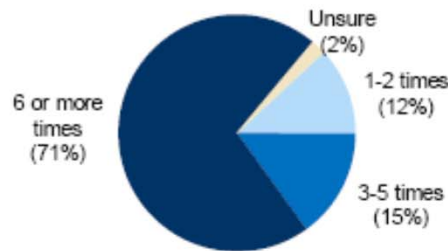
- Campaign achieved high level of awareness among motorists
- Main messages associated with advertising were related to slowing down and looking out for motorcyclists
- 76% related to ad; 30% discussed with others; 29% changed behaviour

# Prompted Advertising Recall – ‘Motorcycle Reconstruction’

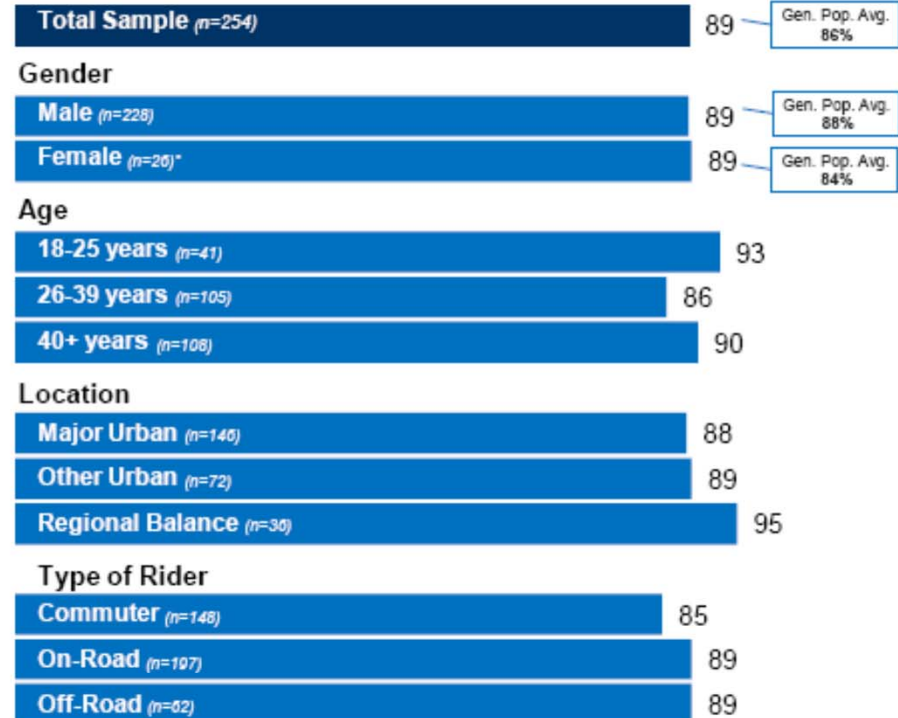


- The *Motorcycle Reconstruction* campaign achieves very high reach amongst motorcyclists.
- Around nine in ten motorcyclists surveyed recall the campaign.
- Recognition of the campaign is relatively consistent across all segments.
- Frequency of exposure to the campaign is also very high. Of the respondents surveyed who recalled seeing the campaign, more than two thirds (71%) indicated they had seen the ad on six or more occasions.

NUMBER OF TIMES EXPOSED TO 'MOTORCYCLE RECONSTRUCTION' TVC



## PROMPTED ADVERTISING RECALL (%)



Base: All Respondents Wave 4 (n=254) Total sample margin of error (95% CI) +/- 3.8

QARMC1a In this commercial, we see the aftermath of a crash with a motorcyclist lying on the road. A Major Collision Investigation Unit Police officer then guides us through the accident in reverse explaining what happened. Can you remember seeing, hearing or reading about this commercial?

\*Small sample size – results indicative only

Note: General Motorist Population data based on May/June 2012 results (n=420)

Base: Recall 'Motorcycle Reconstruction' advertising campaign (n=225) Maximum margin of error (95% CI) +/- 6.5

QARMC1b About how many times would you say you have seen, heard or read about this commercial?

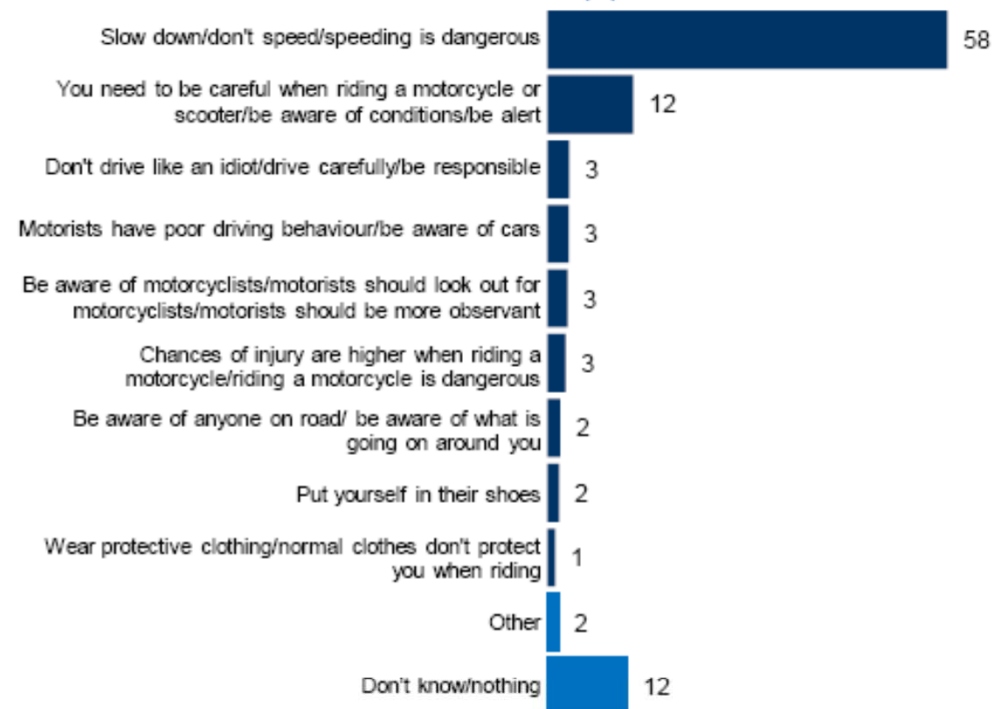
↑ indicates result significantly higher than other segments within subgroup  
↓ indicates result significantly lower than other segments within subgroup

# Main Messages – ‘Motorcycle Reconstruction’



## MAIN MESSAGES OF ‘MOTORCYCLE RECONSTRUCTION’ ADVERTISING CAMPAIGN (%)

- The main messages recalled from the advertising according to those who saw the campaign, are shown on the right.
- The messages ‘slow down’ and ‘don’t speed’ are the most commonly recalled messages from the campaign, with more than half of those exposed to the campaign recalling these types of messages.
- Other messages recalled from the campaign were about taking care when riding and for motorists to be aware of motorcyclists.



Base : Recall 'Motorcycle Reconstruction' advertising campaign (n=225) Maximum margin of error (95% CI) +/- 6.5  
 QARMC1c. What was the main message of this commercial? (Unprompted)



# Impact of 'Motorcycle Reconstruction' Advertising Campaign



## IMPACT OF 'MOTORCYCLE RECONSTRUCTION' TVC (%)

- The Motorcycle Reconstruction campaign is considered to be highly relevant with around three in four viewers agreeing that the ad was talking to them.
- Survey respondents aged 18-25 or 26-39 years were indicatively more likely to agree the ad was talking to them than those aged 40 years or older (84%; 80% and 71% respectively).
- Close to half of the motorcyclists surveyed who saw the ad also reported talking about it with family or friends. Females (72%) were significantly more likely than males (44%) to discuss the ad with family or friends.

Ad is talking to people like yourself



Talked about ad with family/friends



## IMPACT OF MOTORCYCLE 'RECONSTRUCTION' AD- BY KEY DEMOGRAPHICS

	Total Wave 4 (225) %	Gender		Age			Location			Type of Rider		
		Male (202) %	Female (23)* %	18-25 (38) %	26-39 (90) %	40+ (97) %	Major Urban (129) %	Other Urban (62) %	Reg. Balance (34) %	Commuter (126) %	On-Road (174) %	Off-Road (55) %
Ad is talking to people like yourself	74	74	71	84	80	71	72	74	81	72	74	72
Talked about ad with family and friends	47	44↓	72↑	34	52	46	48	44	50	50	46	46

Base : Recall 'Motorcycle Reconstruction' advertising campaign (n=225) \* Small base size, results indicative only  
 QARMC2b Do you think this advertising is talking to people like yourself?  
 QARMC2a Have you talked about this commercial with your family or friends?  
 Note: General Motorist Population data based on May/June 2012 results (Base: Recall Reconstruction ad n=366)

Maximum margin of error (95% CI) +/- 6.5

↑ Indicates result significantly higher than other segments within subgroup  
 ↓ Indicates result significantly lower than other segments within subgroup

# Impact of 'Motorcycle Reconstruction' Advertising Campaign

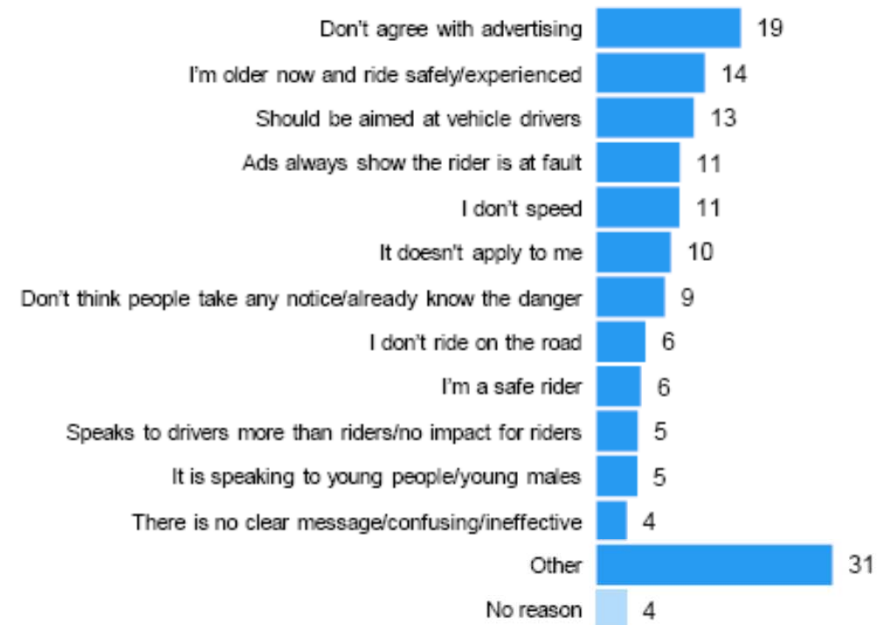


- The main reasons given by riders for thinking the ad is talking to them/not talking to them are shown below.
- The majority of riders believe the ad is talking to them directly. However, some riders do not think the ad is directed at them as they do not personally partake in the riding behaviours shown in the ad. Many riders who do not think the ad is relevant believe it should be targeted at motorists not riders.
- Comments grouped as 'other' reasons for not relating to the ad are predominantly cases where the rider feels the ad is only talking to a particular type of rider (e.g. inexperienced riders, serious road users, riders who don't wear protective gear).

## WHY VIEWERS THINK THE AD IS TALKING TO THEM (%) (n=175)



## WHY VIEWERS DON'T THINK THE AD IS TALKING TO THEM (%) (n=45)



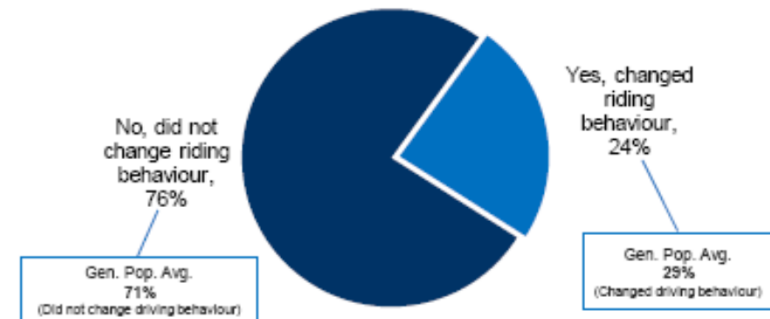
Base : Recall 'Motorcycle Reconstruction' advertising campaign (n=225) Maximum margin of error (95% CI) +/- 6.5  
 QARMC2b Do you think this advertising is talking to people like yourself?  
 QARMC2c Why do you say that? Multiple responses allowed – smaller mentions excluded. Ad talking to you (n=175), Ad not talking to you (n=45), Don't know (n=5)

# Impact of 'Motorcycle Reconstruction' Advertising Campaign



## CHANGED BEHAVIOUR AFTER SEEING ADVERTISING

- Close to one in four viewers who participated in the survey report that the *Motorcycle Reconstruction* campaign influenced them to change their riding behaviour in some way.
- The proportion of viewers that report changing behaviour as a result of seeing the ad is relatively consistent across all segments, including those who report speeding all or most of the time when riding.



## IMPACT OF ADVERTISING ON BEHAVIOUR

- The most common changes made to riding behaviour after seeing the ad involved taking extra care and slowing down.
- Other smaller mentions include thinking about the consequences of actions, wearing protective clothing and checking mirrors more often.



Base: Recall 'Motorcycle Reconstruction' advertising campaign (n=225) Maximum margin of error (95% CI) +/- 6.5  
 QARMC2d. As a result of seeing, hearing or reading about this advertising, have you changed your behaviour in any way?  
 Base: Changed behaviour as a result of seeing 'Motorcyclist' advertising campaign (n=54) Maximum margin of error (95% CI) +/- 13.3  
 QARMC2e. In what ways did you change your behaviour? Multiple responses allowed  
 Note: General Motorist Population data based on May/June 2012 results (Base: Recall Reconstruction ad n=366)



# TAC Motorcycle Campaigns

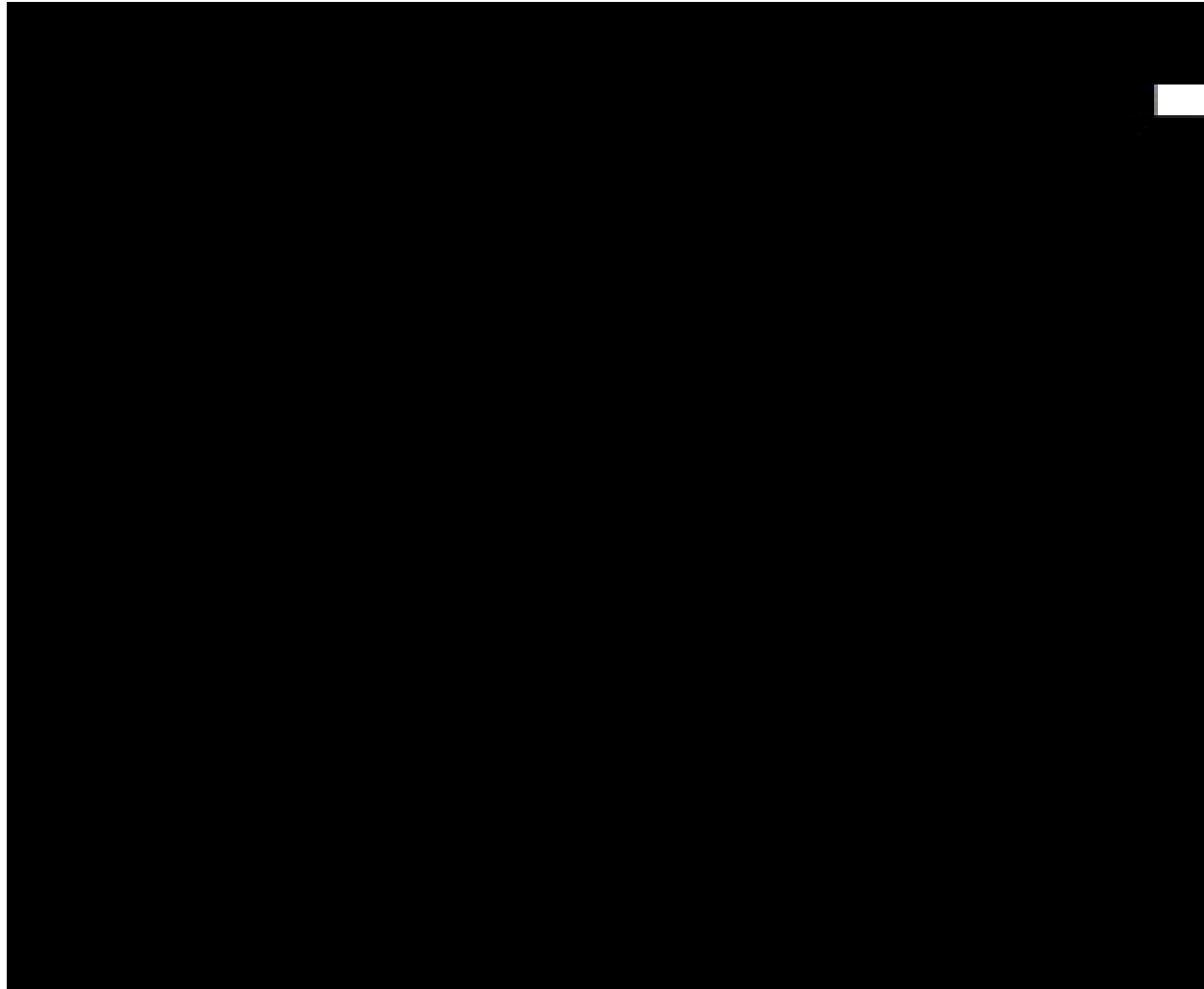
# One in Four (1993)



# New Arm (1997)



# Vice Versa (2002)



# Protective Clothing - Motorcycle (2008)





## Protective Clothing – Scooter (2008)



# The Ride (2009)



