

Distracted Driving Awareness Month: *Focus on Driving* Campaign Evaluation Report

When you get in the car,
eliminate distractions.

FOCUS ON
DRIVING.

Background

Distracted driving is extremely risky behavior that puts everyone on the road in danger. Texting and driving is one of the most commonly referred to type of distracted driving. However, texting is not the only distracted driving behavior. Other common distracted driving behaviors include: talking on your cell phone, adjusting radio or other car controls, tending to and interacting with children or passengers in the backseats, eating, unsecured pets, grooming and makeup application, watching events outside of the vehicle and even daydreaming.

Throughout the Distracted Driving Awareness Month: *Focus on Driving* campaign, the department educated the public regarding all aspects of distracted driving, including: overall awareness for the different types of distracted driving, how to properly focus on driving at all times and the deadly consequences if motorists fail to focus on driving.

Data

In 2017, there were 50,285 distracted driving crashes in Florida. Distracted driving crashes have increased 28 percent since 2013. Since 2013, distracted driving crashes consistently account for approximately 12 percent of all crashes. Distracted driving crashes involving electronic communication devices accounted for nine percent of distracted driving crashes for 20-29 year-olds and were highest of any age group. Since 2013, the highest number of citations for distracted driving are given for wearing a headset while driving and for the first offense of texting while driving. There were 1,614 first offense texting citations given in 2017.

Target Market

The data from 2017 shows that teen and young adult motorists age 20-24, 25-29 and 15-19 were involved in the most distracted driving crashes. The counties with the most distracted driving crashes and citations were: Alachua, Brevard, Broward, Duval, Hillsborough, Lee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Sarasota and Seminole.

Overall Impressions / Reach: 42,187,972

40,378,962 Paid + 920,440 Earned + 693,412 Social Media + 18,923 FLHSMV.gov + 176,235 Outreach & Events

Objectives *Actuals in "(BOLD)"*

- ✓ Secure at least 25 (**27**) new stories based off of the department-disseminated press releases
- ✓ Disseminate campaign messages through targeted advertisements and earn at least 25 (**40+**) million impressions.
- ✓ Garner more than 10,000 (**18,923**) visits to the Distracted Driving campaign web page on www.flhsmv.gov.
- ✓ Obtain at least 100,000 (**693,412 earned / 5,393,638 paid**) impressions on department social media channels.
- ✓ Engage target markets in unique ways, including college campus marketing and Snapchat

Expenditures: \$135,515.06

Radio and on-campus collegiate sports PSAs (\$80,000), Online Ads in English and Spanish, including social media ads (\$25,000), Internet radio (\$15,000), Broadcast radio (\$10,000), *Don't Text and Drive* thumb rings (\$4,998.36), Internal Videography (\$368.96), Printing and Mailing (\$147.74)

Partners

- Tax Collector Motor Vehicle Network graphics in 12 counties
- Highway message boards and posters in all FDOT rest areas
- FPCA Green Alert with campaign information to all members



Social Media: 693,412 Total Impressions

49 Total Posts · 1,813 Total Engagements

20 Facebook posts · 65,700 impressions · 1,173 engagements

26 Twitter posts · 619,701 impressions · 441 engagements

3 Instagram posts · 8,011 impressions · 199 engagements

Followers Gained: 1,387 Facebook | 201 Twitter | 2 Instagram



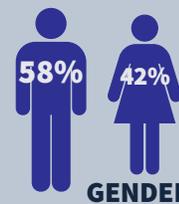
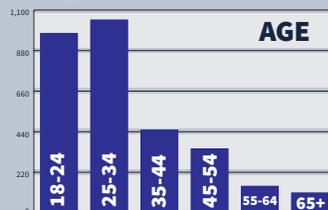
Best Performing Social Media Posts

Website Analytics: 18,923 Total Pageviews* · 649 Total Downloads*

15,151 Total Unique Pageviews*

602 Total Unique Downloads*

02:03 Average Time Spent on campaign pages*



*Due to a technical error with Google Analytic code on the website, it is based on a mixed percent of sessions, between 24.61 and 100% of sessions.

Paid Media: 40,378,962 Total Impressions

Collegiate Sports: 800,000 Total Impressions
Web Banner Ads: 450,100 Impressions
Social Media (Facebook & Twitter): 349,900 Impressions · 117,600 Video Views · 4,040 Engagements
Statewide Radio & TV: 11 Radio Spots · 80 TV Spots
Spring Football Games (2): PA Announcement (2), LED Logo (2) and Ribbon (2), On-site Activation (1)
Baseball Games (26): PA Announcement (26), Logo Rotation (26), On-site Activation (1)

Online Ads: 24,254,446 Total Impressions
\$1.50 Average CPM (*Cost per 1,000 impressions*) · **20,770** Clicks
\$1.40 Average CPC (*Cost-per-click*) · **.13%** CTR (*Click Through Rate*)
Adwords: 19,210,715 Impressions · **10,673** Clicks
 English: 13,935,960 Impressions · 6,918 Clicks
 Spanish: 5,274,755 Impressions · 3,755 Clicks
Facebook: 1,689,300 Impressions · 2,282 Clicks
Instagram: 1,635,383 Impressions · 3,790 Clicks
Snapchat: 1,100,000 Impressions · 3,500 Swipe ups
Twitter: 619,055 Impressions · 525 Clicks



Internet Radio: 9,181,016 Total Impressions
172 Total Clicks · **0.005%** CTR

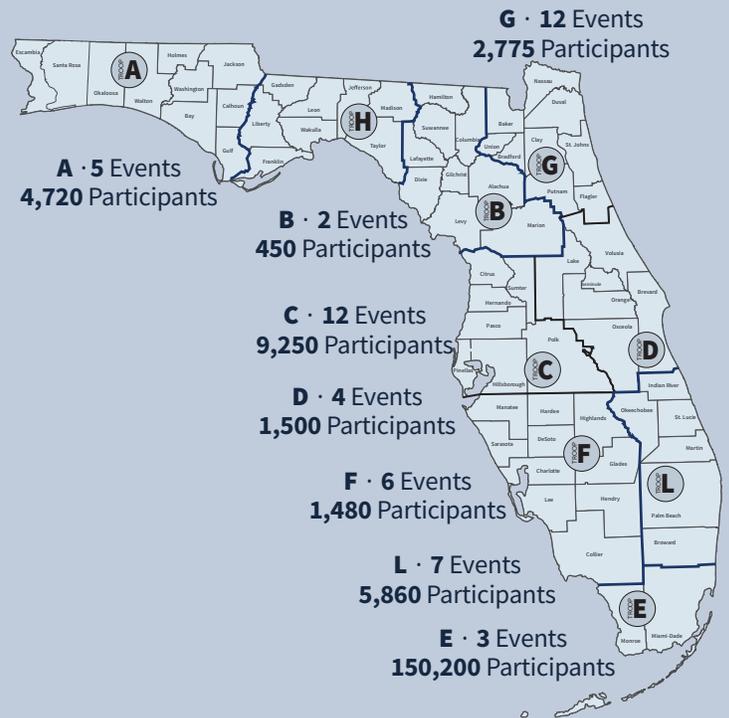


Streaming Audio with Companion Banner on 745+ stations/channels
 Age Target: 15-29
3,762,417 Banner Impressions

Broadcast Radio: 6,115,900 Impressions · **164** Spots
Videography: Produced 1 video for ads and social media
Thumb Rings: Distributed 27,600 statewide

Outreach Events: 176,235 Total Participants

51 Total Events · **8** Troops



- 10** High Schools
- 6** Elementary/Middle Schools
- 10** Community Events
- 9** Safety Talks
- 9** Military Events
- 3** Partner Events (FDOT)
- 1** University Event

Earned Media: 920,440 Total Online Circulation & Views · **27** Total News, TV & Radio Stories

24 Total Print and/or Online News Stories from **23** News Outlets with **853,000** Online Circulation
3 Total TV and Radio Stories from **3** News Outlets with **\$1,228.68** Average Publicity Value

Fort Myers/Sarasota: Southwest Florida Online, WFTX (1 Online), WWSB (2 Online, 1 On-Air) · **Jacksonville:** WJXT (2 Online)
 · **Miami:** Sun Sentinel · **Ocala/Orlando:** Ocala Star Banner, Villages News · **Pensacola/Panama City:** Chipley Bugle, Chipley Observer, WEAR (1 Online) · **Tampa:** Bradenton Herald, Fox 13 (1 Online), Tampa Bay Times, WFLA (1 Online) · **Tallahassee/Thomasville:** WCTV (1 On-Air), WFSU (1 Online), WTXL (1 Online) · **West Palm Beach:** Sebastian Daily, WPTV (1 On-Air) · **Out-of-state/National:** Fox News, Record Herald, Transportation Today, Washington Post

Notable Headlines: "Florida Department of Highway Safety Urges Motorists to Focus on Driving" *Sebastian Daily* · "Distracted driving is uh, uh, what? | Dash Cam Derby Video" *Sun Sentinel* · "FHP: Distracted driver plunges more than 50 feet off I-275" *Tampa Bay Times*



FOCUS ON DRIVING

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

