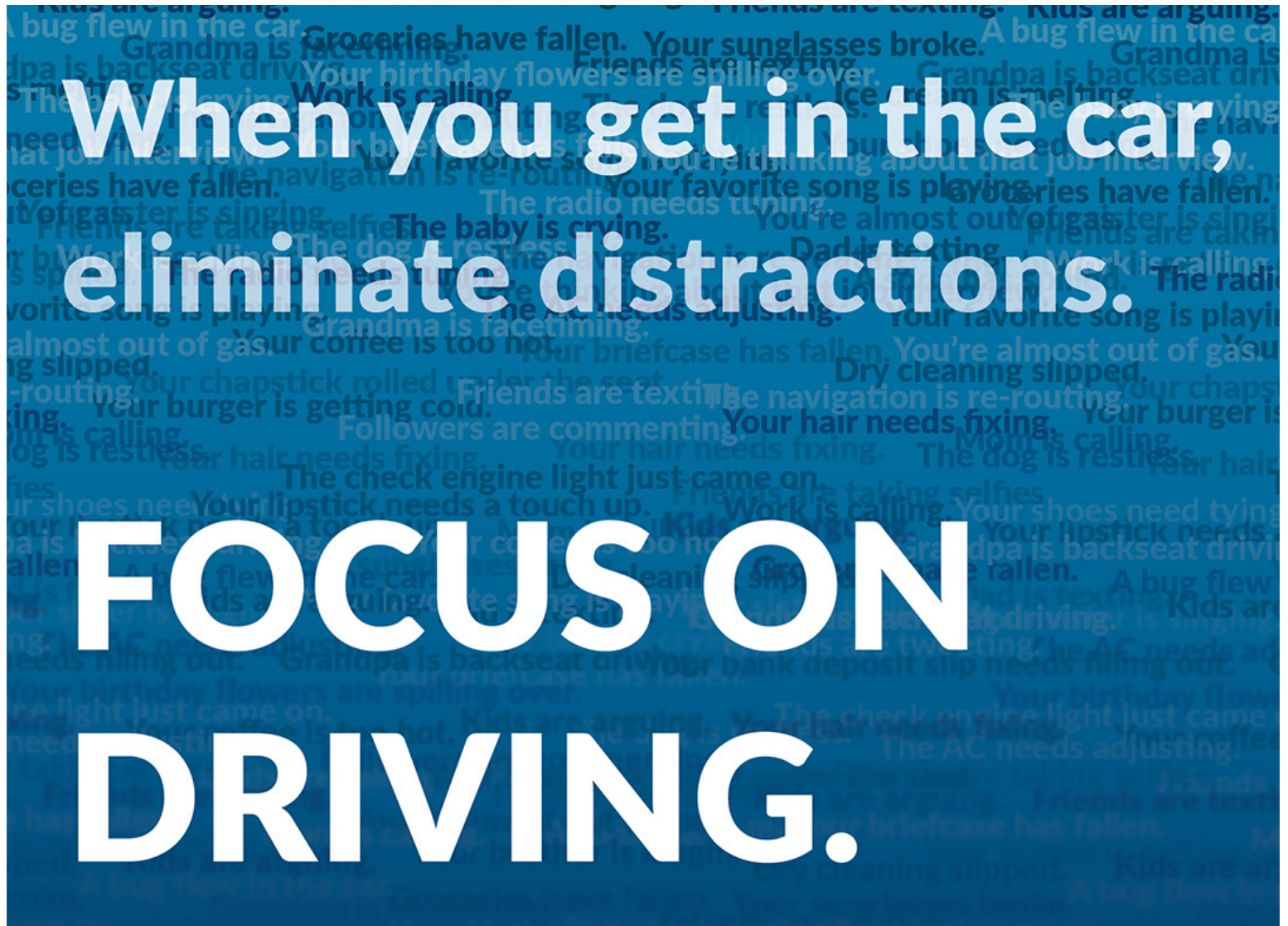


# Distracted Driving Awareness Month: *Focus on Driving* Campaign Evaluation Report



## 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. FLHSMV placed a particular emphasis on the call to action, “Focus on Driving.”

## Data

In 2018, there were 52,129 distracted driving crashes in Florida. That means, on average in 2018, there were more than 1,000 distracted driving crashes every week. Distracted driving crashes have increased 23 percent since 2014. In 2018, distracted driving crashes accounted for 13 percent of all crashes. Crashes involving electronic communication devices accounted for 20 percent of distracted driving crashes for 20-29 year-olds and were highest of any age group. There were 1,608 first offense texting citations given in 2018. Since 2014, FHP has issued 3,818 distracted driving citations, including 548 in 2018.

## Target Market

Teen and young adult motorists in counties with the highest numbers of distracted driving crashes, fatalities and citations: Brevard, Broward, Duval, Hillsborough, Lee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pinellas, Polk and Volusia counties.

## Objectives *Actuals in "(BOLD)"*

- ✓ Secure at least 25 **(41)** new stories based off of the department-disseminated press releases
- ✓ Disseminate campaign messages through targeted advertisements and earn at least 35 **(41)** million impressions.
- ✓ Garner more than 15,000 **(32,416)** visits to the Distracted Driving campaign web page on [www.flhsmv.gov](http://www.flhsmv.gov).
- ✓ Obtain at least 250,000 **(316,883 earned / 7.8M paid)** impressions on department social media channels.
- ✓ Engage target markets in unique ways, including more outreach events and distributing educational materials.

## Expenditures: \$66,999.91

Online & Social Media Ads in English/Spanish (\$32,000)

Internet radio (\$25,000)

*Focus on Driving* phone wallets (\$9,999.91)

## Overall Impressions / Reach: 43,987,354

**41,619,169** Paid + **1,990,304** Earned + **316,883** Social Media + **32,416** FLHSMV.gov + **28,582** Outreach & Events

## Partners

- Tax Collector Motor Vehicle Network graphics in 20 counties
- Highway message boards and posters in all FDOT rest areas
- FPCA Green Alert with campaign information to all members



## Social Media: 316,883 Earned Impressions

**81** Total Posts · **6,943** Total Engagements

**29** Facebook posts · **158,209** impressions · **3,294** engagements

**36** Twitter posts · **117,168** impressions · **1,827** engagements

**16** Instagram posts · **41,506** impressions · **1,822** engagements

Followers Gained: **452** Facebook | **655** Twitter | **197** Instagram



## Best Performing Social Media Posts

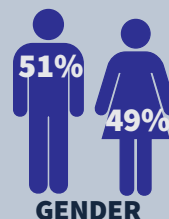
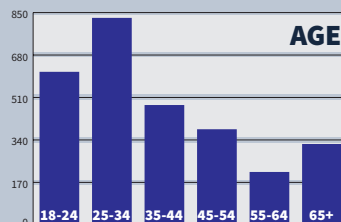
## Website Analytics: 32,416 Total Pageviews · 1,040 Total Downloads\*

**9,554** Spanish Pageviews

**3,514** Clicks from Home Page

**2:15** Average Time Spent on campaign pages\*

\*Based on 13.46% of sessions.



## Paid Media: 41,619,169 Total Impressions

**Collegiate Sports Ads: 46,732,862** Total Impressions

*Not included in total - these were completed from August 2018 - June 2019*

**Web Banner Ads: 2,010,941** impressions

**Statewide Radio: 44,196,879** radio impressions · 2 TV spots

**Football Games (UF and FSU): 331,079** impressions

**Basketball Games (UF and FSU): 147,037** impressions

**Baseball/Softball Games (UF and FSU): 46,927** impressions

**Online Ads: 40,220,014** Total Impressions

**\$1.26** Average CPM (*Cost per 1,000 impressions*)

**0.548%** CTR (*Click Through Rate*)

**Adwords: 32,341,558** Impressions

**Facebook: 2,508,367** Impressions

**Instagram: 2,674,179** Impressions

**Snapchat: 1,716,762** Impressions

**Twitter: 979,148** Impressions



**Internet Radio: 1,365,257** Total Impressions

**1,918** Total Clicks · **.15%** CTR



Pandora: 426,009 impressions

Spotify: 605,835 impressions

iHeartMedia: 333,413 impressions

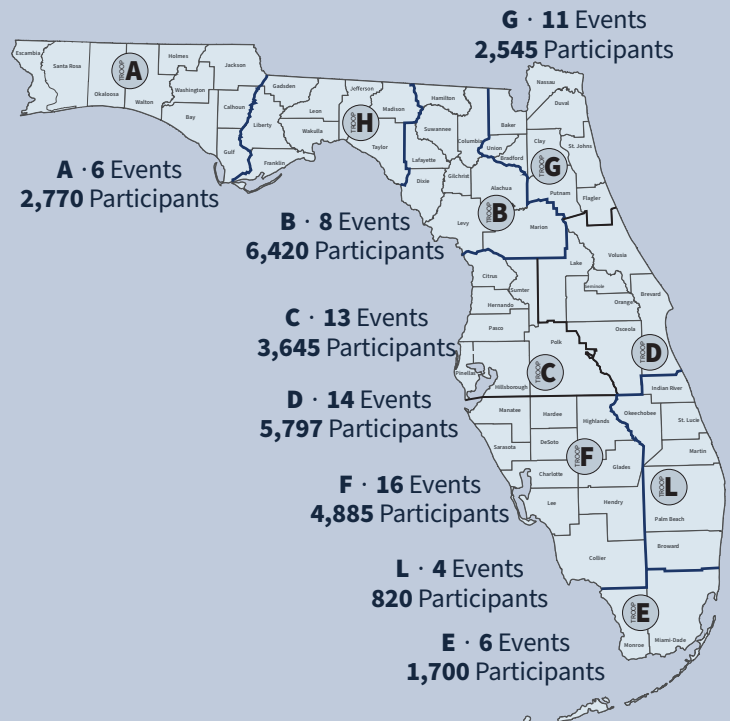
Age Target: 15-35 (with different messaging targeting age groups)

**Phone Wallets:** Distributed 33,898 statewide



## Outreach Events: 28,582 Total Participants

**78** Total Events · **8** Troops



**24** Community Events/Fairs

**20** Organization Safety Talks

**16** High School/College Events

**9** School/Children Events

**9** State Partner Events (FDOT, Law Enforcement, etc)

## Earned Media: 1,990,304 Total Online Circulation/Views · 41 Total News, TV & Radio Stories

**36** total print and/or online news stories from **28** news outlets with **1,945,165** online circulation

**5** total TV and radio stories from **4** news outlets with **\$2,240.06** average publicity value (per 30 seconds)

**Fort Myers/Sarasota:** WINK · **Jacksonville:** WJCT · **Miami:** *Sun Sentinel*, WFOR, WPLG · **Orlando/Osceola:** Central Florida

News 13 (Radio), *Daytona Beach News-Journal*, *Osceola News-Gazette*, WKMG · **Pensacola/Panama City:** Bay News 9, WKRG ·

**Tampa:** *Columbia Basin News*, *Tampa Bay Times*, WFLA, WTSP, WTVT, WUSF, WWSB · **Tallahassee:** *Madison News* · **West Palm**

**Beach:** *Palm Coast Observer*, WFLX · **Out-of-state/National:** *Associated Press*, *Florida Phoenix*, *Florida Politics*, *The Lantern*

(OK), *NewsMax*, *News Service of Florida*, *Sunburn* (FL), 3TV/CBS 5 (AZ), WALB (AL)

**TO NOTE:** Florida's Wireless Communications While Driving Law was highly publicized during this month because it was in the final stages of getting passed by the House, Senate and Governor Ron DeSantis. The majority of the earned media coverage was centered around the legislature and the passing of the law.





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