



**SCOTTISH EXECUTIVE**

**DRUG DRIVING - 2003  
POST-CAMPAIGN EVALUATION**

**Scottish Opinion Ltd**

**Scottish Executive Social Research  
2005**





## Results Tables –

**BASE: ALL - Q1 – Have you seen or heard any advertising or publicity on the subject of drug driving recently? By age, sex and social grade.**

	Base	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female
Unweighted	1002	95	140	201	220	193	153	164	313	258	267	457	545
Weighted	1002	113	195	198	160	132	204	186	280	201	334	479	523
Yes	<b>561</b> <b>56%</b>	73 64%	127 65%	121 61%	91 57%	65 49%	85 42%	110 59%	162 58%	117 58%	172 52%	276 58%	285 54%
No	<b>409</b> <b>41%</b>	40 36%	58 30%	76 38%	62 39%	63 48%	111 54%	70 38%	114 41%	76 38%	150 45%	187 39%	222 42%
Don't know	<b>31</b> <b>3%</b>	- -	11 5%	1 1%	7 4%	4 3%	8 4%	7 4%	4 2%	8 4%	12 4%	15 3%	16 3%



**BASE: ALL - Q1 – Have you seen or heard any advertising or publicity on the subject of drug driving recently? By Region.**

	Base	Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	1002	47	26	68	111	98	170	407	75
Weighted	1002	47	27	62	117	94	161	419	74
Yes	<b>561</b> <b>56%</b>	25 52%	15 55%	41 66%	61 52%	55 58%	86 53%	234 56%	45 60%
No	<b>409</b> <b>41%</b>	20 43%	11 42%	19 30%	56 48%	37 40%	69 43%	170 40%	27 36%
Don't know	<b>31</b> <b>3%</b>	2 5%	1 3%	2 4%	- -	2 2%	6 4%	15 4%	3 4%



**BASE: ALL - Q1 – Have you seen or heard any advertising or publicity on the subject of drug driving recently? By Valid driving licence.**

	Base	Yes	No
Unweighted	1002	703	299
Weighted	1002	689	313
Yes	<b>561</b> <b>56%</b>	420 61%	142 45%
No	<b>409</b> <b>41%</b>	247 36%	162 52%
Don't know	<b>31</b> <b>3%</b>	22 3%	9 3%



**BASE: ALL WHO HAVE SEEN/HEARD ADVERTISING - Q2 – Where did you see or hear this advertising or publicity? By age, sex and social grade.**

	Base	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female
Unweighted	566	62	91	120	132	94	67	94	185	147	140	262	304
Weighted	561	73	127	121	91	65	85	110	162	117	172	276	285
On TV	<b>458</b> <b>82%</b>	68 94%	105 83%	98 81%	78 86%	45 69%	64 75%	92 83%	134 82%	101 86%	132 76%	228 82%	230 81%
On the Radio	<b>17</b> <b>3%</b>	2 2%	5 4%	5 4%	3 3%	3 4%	2 2%	4 4%	6 4%	2 2%	5 3%	9 3%	8 3%
In newspapers	<b>96</b> <b>17%</b>	6 8%	31 25%	14 11%	11 12%	15 23%	20 23%	13 12%	28 17%	13 11%	42 24%	49 18%	48 17%
On posters	<b>8</b> <b>1%</b>	- -	1 1%	1 1%	2 2%	2 2%	2 2%	- -	4 2%	1 1%	3 2%	3 1%	5 2%
In the cinema	<b>5</b> <b>1%</b>	- -	5 4%	- -	- -	- -	- -	- -	1 1%	4 3%	- -	5 2%	- -
Can't remember where	<b>14</b> <b>3%</b>	- -	2 1%	6 5%	2 2%	1 2%	3 4%	4 4%	3 2%	5 4%	2 1%	5 2%	9 3%
Other(SPECIFY)	<b>10</b> <b>2%</b>	1 2%	- -	3 2%	3 4%	3 4%	- -	3 3%	5 3%	2 1%	1 1%	6 2%	4 2%



**BASE: ALL WHO HAVE SEEN/HEARD ADVERTISING - Q2 – Where did you see or hear this advertising or publicity? By Region.**

	Base	Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	566	27	13	45	60	57	87	235	42
Weighted	561	25	15	41	61	55	86	234	45
On TV	<b>458</b> <b>82%</b>	22 89%	12 78%	30 74%	50 82%	39 72%	72 83%	195 83%	38 84%
On the Radio	<b>17</b> <b>3%</b>	1 3%	1 8%	2 5%	3 5%	- -	3 3%	8 3%	- -
In newspapers	<b>96</b> <b>17%</b>	2 8%	2 16%	10 25%	8 14%	16 29%	9 10%	40 17%	8 19%
On posters	<b>8</b> <b>1%</b>	- -	- -	- -	1 1%	1 1%	2 2%	5 2%	- -
In the cinema	<b>5</b> <b>1%</b>	- -	- -	- -	- -	- -	1 1%	- -	4 8%
Can't remember where	<b>14</b> <b>3%</b>	1 3%	- -	1 3%	3 5%	4 6%	2 2%	3 1%	- -
Other(SPECIFY)	<b>10</b> <b>2%</b>	- -	1 6%	0 1%	2 3%	- -	1 1%	5 2%	1 3%



**BASE: ALL WHO HAVE SEEN/HEARD ADVERTISING - Q2 – Where did you see or hear this advertising or publicity? By Valid driving licence.**

	Base	Yes	No
Unweighted	566	431	135
Weighted	561	420	142
On TV	<b>458</b> <b>82%</b>	338 81%	119 84%
On the Radio	<b>17</b> <b>3%</b>	17 4%	- -
In newspapers	<b>96</b> <b>17%</b>	66 16%	30 21%
On posters	<b>8</b> <b>1%</b>	5 1%	3 2%
In the cinema	<b>5</b> <b>1%</b>	5 1%	- -
Can't remember where	<b>14</b> <b>3%</b>	13 3%	2 1%
Other(SPECIFY)	<b>10</b> <b>2%</b>	9 2%	1 1%



**BASE: ALL– Q4 – As far as you are aware, in Scotland, is it possible to be tested by the police for driving under the influence of drugs? By age, sex and social grade.**

	Base	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female
Unweighted	1002	95	140	201	220	193	153	164	313	258	267	457	545
Weighted	1002	113	195	198	160	132	204	186	280	201	334	479	523
Yes	<b>698</b> <b>70%</b>	84 74%	134 69%	148 75%	109 68%	81 61%	142 70%	133 71%	201 72%	141 70%	223 67%	349 73%	349 67%
No	<b>100</b> <b>10%</b>	7 6%	23 12%	16 8%	15 9%	15 11%	25 12%	19 10%	21 7%	20 10%	41 12%	40 8%	61 12%
Don't know	<b>204</b> <b>20%</b>	22 19%	39 20%	34 17%	37 23%	36 27%	36 18%	35 19%	58 21%	40 20%	70 21%	90 19%	114 22%



**BASE: ALL– Q4 – As far as you are aware, in Scotland, is it possible to be tested by the police for driving under the influence of drugs? By Region.**

	Base	Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	1002	47	26	68	111	98	170	407	75
Weighted	1002	47	27	62	117	94	161	419	74
Yes	<b>698</b> <b>70%</b>	32 67%	23 84%	45 72%	73 62%	61 66%	122 75%	299 71%	44 59%
No	<b>100</b> <b>10%</b>	5 10%	2 9%	7 12%	9 8%	12 12%	10 6%	46 11%	10 13%
Don't know	<b>204</b> <b>20%</b>	11 22%	2 7%	10 16%	35 30%	21 22%	30 19%	74 18%	21 28%



**BASE: ALL– Q4 – As far as you are aware, in Scotland, is it possible to be tested by the police for driving under the influence of drugs? By Valid driving licence.**

	Base	Yes	No
Unweighted	1002	703	299
Weighted	1002	689	313
Yes	<b>698</b> <b>70%</b>	510 74%	188 60%
No	<b>100</b> <b>10%</b>	61 9%	39 12%
Don't know	<b>204</b> <b>20%</b>	118 17%	86 27%



**BASE: ALL– Q5 – Do you currently have a valid driving licence? By age, sex and social grade.**

	Base	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female
Unweighted	1002	95	140	201	220	193	153	164	313	258	267	457	545
Weighted	1002	113	195	198	160	132	204	186	280	201	334	479	523
Yes	<b>689</b> <b>69%</b>	75 67%	136 70%	155 78%	127 79%	84 64%	111 55%	157 84%	207 74%	140 70%	185 55%	374 78%	314 60%
No	<b>313</b> <b>31%</b>	38 33%	59 30%	43 22%	33 21%	48 36%	92 45%	30 16%	74 26%	61 30%	149 45%	104 22%	209 40%



**BASE: ALL– Q5 – Do you currently have a valid driving licence? By Region.**

	Base	Central	Dumfries	Fife	Grampian	Highlands & Islands	Lothian & Borders	Strathclyde	Tayside
Unweighted	1002	47	26	68	111	98	170	407	75
Weighted	1002	47	27	62	117	94	161	419	74
Yes	<b>689</b> <b>69%</b>	32 67%	22 81%	52 84%	88 75%	65 70%	106 66%	274 65%	50 68%
No	<b>313</b> <b>31%</b>	16 33%	5 19%	10 16%	30 25%	28 30%	56 34%	145 35%	24 32%



## Fieldwork Details

<b>Project</b>	Scottish Executive 'Drug Driving' Survey
<b>Sample</b>	1002 Scottish adults age 18+ Weighted to be representative of the Scottish population by age, sex and social grade
<b>Sampling points</b>	All 73 Scottish Parliamentary constituencies
<b>Methodology</b>	Telephone interviews by CATI (Computer Aided Telephone Interviewing)
<b>Fieldwork dates</b>	Monday 10 <sup>th</sup> to Monday 17 <sup>th</sup> November 2003
<b>Fieldwork length</b>	7 days



## OPEN ENDED RESULTS

**BASE: ALL WHO HAVE SEEN/HEARD ADVERTISING - Q2a – Where did you see or hear this advertising or publicity?**

**Other(s)**

AT WORK IM A POLICE OFFICER / HUSBANDS A POLICEMAN, HEARD FROM HIM / POLICE OFFICERS	3
BILLBOARD	3
ROADSIGNS	2
IN AN AMBULANCE	1
KIDS TOLD ME ABOUT THE ADVERTISING	1
MEETING OF COUNCIL AND POLICE	1
IN A MAGAZINE	1
POLICE VANS	1



**BASE: ALL WHO HAVE SEEN/HEARD ADVERTISING – Q3a Please describe the advertising you saw or heard on the subject of drug driving. What did it show and what did it say? Other(s)**

UNSURE / DON'T KNOW / CAN'T REMEMBER	250
AMERICAN DRUG TESTING/ ATTITUDES IS COMING TO THE UK	135
DRUG DRIVING TESTS ARE NOW BEING CARRIED OUT IN SCOTLAND	51
DESCRIBING TESTS (E.G. TOUCHING NOSE, WALKING IN A STRAIGHT LINE)	14
DON'T TAKE DRUGS AND DRIVE	12
POLICE ARE GETTING STRICTER ON DRUGS AND DRIVING	12
DRUG DRIVING IS JUST AS BAD AS DRINK DRIVING	11
TESTS/ TESTING	6
WARNING ABOUT THE EFFECTS/ DANGERS OF TAKING DRUGS AND DRIVING	6
DON'T KNOW/ CAN'T REMEMBER	6
PEOPLE ARE GETTING INTO CARS AND NOT AWARE DRUGS ARE AFFECTING THEIR DRIVING	5
CHILDREN	5
THINK IT'S FUNNY NOW/ WHO'S LAUGHING NOW	4
NEWSPAPER ARTICLE	4
TELEVISION NEWS/ DOCUMENTARY	4
EASY TO BE CAUGHT/ TO DETECT DRUGS	3
INCREASING RATE OF DRUG DRIVING	3
PEOPLE BEING STOPPED BY POLICE	3
DRINK DRIVING	2
A YOUNG FELLOW DRIVING AND HE GOES THROUGH THE BACK OF A POLICE CAR	1
FOUR PEOPLE IN A CAR	1
BRINGING PEOPLE IN FOR NORMAL SPEED CHECKS	1
GUY GETTING OUT OF A CAR WITH BLURRY EYES	1
IN THE KNOW. ABOUT DRUGS AND KIDS	1
IT WAS ABOUT A YOUNG MAN IN A CAR WHO WAS FINED	1



**BASE: ALL WHO HAVE SEEN/HEARD ADVERTISING – Q3a Please describe the advertising you saw or heard on the subject of drug driving. What did it show and what did it say? Other(s) (cont.)**

IT WAS AN INFORMATION SESSION AT WORK	1
IT WAS FUNNY	1
JUST A WARNING	1
LOCAL ADVERTISING	1
MENTIONED ON THE NEWS	1
METHOD DETECTING	1
ROAD SAFETY	1
YOU CAN TELL BY THE LOOK IN THE DRIVERS EYES	1
SILLY ONE. AMERICANS	1
SOMEBODY GETTING KNOCKED OVER	1
SOMEBODY IN A CAR BEING TAKEN AWAY	1
TARRANT ON TV STYLE ADVERT – A CAR ROLLS OVER AND LANDS ON A SMALL KID IN A GARDEN	1
TELLS THE NUMBER OF PENALTY POINTS YOU CAN GET	1
TALKING ABOUT CAMERAS ALLOWING	1
PICTURES OF CARS AND POLICE	1
TRYING TO DRAW ATTENTION TO IT	1
LOOKING AT INTRODUCING TESTS TO TEST DRIVERS BUT IS UNSURE WHETHER IT WILL WORK	1
SHOWS WHAT POLICE DO	1
SOMEONE GETTING DONE FOR TAKING DRUGS AND DRIVING	1



## Fieldwork Details

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