



**Drink and Drug Driving Project – Focus Groups**

**1. Age group:**

16-18                       19-22                       23-25

**2. Sex:**

Male                       Female

**3. Do you think Drink and Drug Driving is a problem in your area?**

Yes                       No

Explain.....

**4. In your opinion, what is the greater problem?**

Drink Driving                       Drug Driving

**5. Have you/or someone you know driven under the influence of alcohol or drugs in the past 6 months? If yes, is this a regular occurrence?**

Yes                       No

Why (Please tick, can tick more than one option)?

- a. Lack of other modes of transport.
- b. Because they think they won't get caught.
- c. Showing-off in front of peers/friends.
- d. Didn't believe they were that incapacitated.
- e. Other....please explain.

**6. In the past 12 months have you been pulled over for Random Breath Testing (RBT)**

Yes                       No

**7. What do you think the NT Government can do to stop drink and drug driving?**

**8. What can young people in the Territory do to stop drink and drug driving?**

**9. Recording Artists, Actors & Athlete's Against Drink Driving.**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| The message is clear                         | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable                | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drink driving | 1 | 2 | 3 | 4 | 5 |
| Comments.....                                |   |   |   |   |   |

**10. Queensland Drug Driving Posters**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| The message is clear                        | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable               | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drug driving | 1 | 2 | 3 | 4 | 5 |
| This would be effective in the NT           | 1 | 2 | 3 | 4 | 5 |

**11. Queensland Drink Driving TV Ad**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| The message is clear                        | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable               | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drug driving | 1 | 2 | 3 | 4 | 5 |
| This would be effective in the NT           | 1 | 2 | 3 | 4 | 5 |

**12. Queensland Drink Driving Posters**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| The message is clear                        | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable               | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drug driving | 1 | 2 | 3 | 4 | 5 |
| This would be effective in the NT           | 1 | 2 | 3 | 4 | 5 |

**13. WA Drink Driving Poster**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| The message is clear                         | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable                | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drink driving | 1 | 2 | 3 | 4 | 5 |
| This would be effective in the NT            | 1 | 2 | 3 | 4 | 5 |

**14. WA Drink Driving TV Ad**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| The message is clear                         | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable                | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drink driving | 1 | 2 | 3 | 4 | 5 |
| This would be effective in the NT            | 1 | 2 | 3 | 4 | 5 |

**15. Sober Bob**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| The message is clear                         | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable                | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drink driving | 1 | 2 | 3 | 4 | 5 |
| This has been effective in the NT            | 1 | 2 | 3 | 4 | 5 |

I have been/or I know someone who was a “Sober Bob” but still consumed alcohol and drove:

Yes  No

**16. NT Based Campaign TV AD**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| The message is clear                        | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable               | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drug driving | 1 | 2 | 3 | 4 | 5 |
| This has been effective in the NT           | 1 | 2 | 3 | 4 | 5 |

**17. NT Based Campaign Poster**

Please rate this campaign: (5 highest – 1 lowest) Please circle your option.

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| The message is clear                        | 1 | 2 | 3 | 4 | 5 |
| This campaign is recognisable               | 1 | 2 | 3 | 4 | 5 |
| This is likely to stop me from drug driving | 1 | 2 | 3 | 4 | 5 |
| This has been effective in the NT           | 1 | 2 | 3 | 4 | 5 |

**18.** Do any of these campaigns convey a message you think would work well in the NT?

**19.** Was there any particular campaign that stood out to you?

**20.** Any ideas for an NT-Based Campaign