



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Heatstroke Prevention

2024 Wave 2 Tracking Results

Fielded Sep-Oct 2024

TOPLINE FINDINGS



Ad recognition grew significantly from Wave 1 to Wave 2, from 57% to 63% among parents/caregivers.



Significantly more respondents say they are hearing more about heatstroke than they used to (40% W1 → 48% W2).



86% of parents and caregivers say the issue of children dying in hot cars is extremely important to them personally, highest of the child safety issues tested (including child nutrition, lead exposure, being in the right car seat, and dying from heatstroke).



Those aware of the PSAs are significantly more likely to always check the back seat when they leave the car (82% vs. 77%), lock their car when parked at home (75% vs. 68%), and store keys out of reach of children (76% vs. 70%).

OBJECTIVES & METHODOLOGY

Tracking Study Activities

Completed Tracking Studies

- Baseline fielded April 2024; Wave 2 fielded Sept-Oct 2024
- Objective: Track the reach of the PSA campaign through time by gauging awareness, attitudinal, and behavioral trends among the target audience.
- Key Measures:
 - Recognition of the PSA campaign and its various components (TV, radio, OOH, and web banners)
 - Attitudes and behaviors related to child passengers in their vehicles.
- Methodology: C+R Research surveyed 1000 respondents per wave. Respondents are a nationally representative parents/caregivers who meet target specifications.

Future Postwaves

- Timing: Wave 3 to field September 2025
- Methodology: Future post-waves will use the same survey instrument and method. Future waves will also be fielded annually in September.

Research Objectives

This survey measures the reach of the new Heatstroke Prevention PSA campaign and will help inform future communications by gauging awareness and attitudinal and behavioral trends among the target.

Key Performance Indicators (KPIs) include:



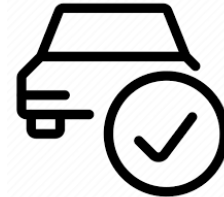
Campaign
Recognition



Hearing/seeing
more about the
issue



Personal
importance of the
issue



Behavior: check the back
seat + lock car doors +
store keys out of
children's reach

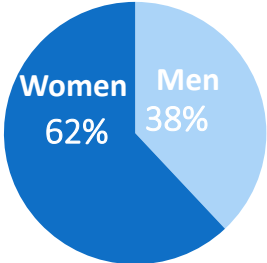
Methodology

What?	Pediatric Vehicular Heatstroke Prevention: Wave 2 Tracking Survey
When?	Wave 1: April 9-22, 2024 Wave 2: Sep 17 - Oct 9, 2024
Who?	All respondents are required to hold a U.S. driver's license, be a parent or caretaker of a child 5 or younger, and drive at least three times per week with that child. <hr/> Wave 1: n = 1,007 Wave 2: n = 997
Where?	Nationwide
How?	Online panel survey fielded by C+R Research, Inc.

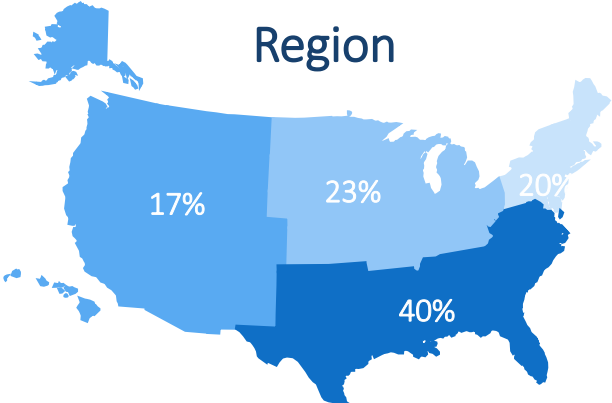
Respondent Profile

All respondents are U.S. adults who are parents or caretakers of children 5 or younger, and who drive least three times per week with that child.

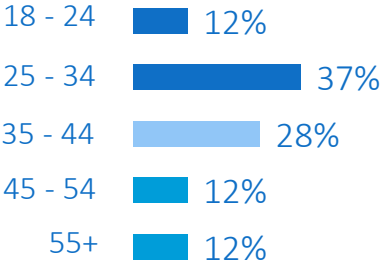
Gender



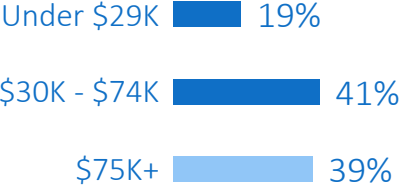
Region



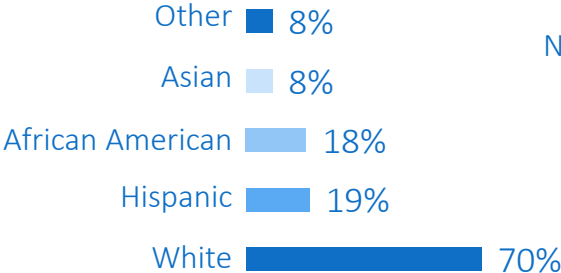
Age



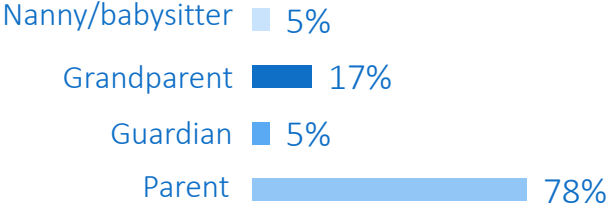
Household Income



Race/ethnicity



Parent/Caretaker Status



Summary

From Wave 1 to Wave 2, there were statistically significant **gains in awareness**:

- Issue awareness grew from 70% to 76%.
- Ad recognition grew from 57% to 63%.
- Awareness of most individual assets also grew significantly.
- Tagline awareness (“Stop. Look. Lock”) was statistically flat (45% → 48%).

Attitudes

- 86% of parents/caregivers say ensuring children are not left in hot cars is extremely important, highest of all child-safety issues. This was stable from Wave 1.
- Significantly more respondents strongly agree they are **hearing more about heatstroke** than they used to (40% W1 → 48% W2). Other attitudes were statistically flat: most say heatstroke is on parents/caregivers’ minds (86% → 88%) and few say they need to change their behavior to prevent children dying in hot cars (34% → 36%).
- Those **aware of the PSAs** were significantly more likely to agree with all key statements:
 - I hear more about heatstroke/children dying in hot cars than I used to: 83% aware vs. 72% not aware
 - Heatstroke/children dying in hot cars is something that is on parents’ and caregivers’ minds: 90% vs 85%
 - I need to change my behavior to help prevent children dying in hot cars: 45% vs. 22%

Summary

Behavior

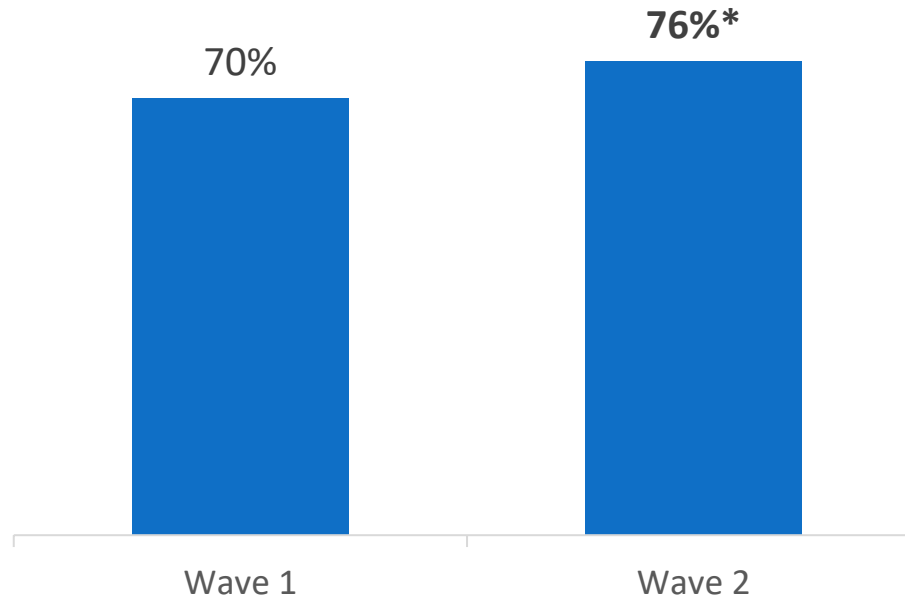
- The majority of parents and caregivers continue to say they check the back seat when they leave the car (80%), store keys out of reach of children (74%) and lock the car at home (72%) “all of the time.” This was statistically stable from Wave 1 to Wave 2.
- Again, those aware of the campaign PSAs were significantly more likely than those not aware to be **taking all desired actions**, all of the time:
 - Checked the back seat in case child was still there when you left the car: 82% ad aware vs. 77% not aware
 - Stored car keys out of reach of children: 76% vs. 70%
 - Locked the car when parked at home (in driveway, garage, or other location): 75% vs. 68%
- 34% of parents/caregivers say they have recently searched for information about how to prevent children from dying in hot cars, a significant increase from Wave 1 level of 30%.
- Those aware of the PSAs were dramatically more likely to have searched for information: 46% of ad aware respondents reported doing this, versus 15% of those not aware.

AWARENESS

Issue Awareness

76% of parents/caregivers say they have heard or read something about pediatric vehicular heatstroke (“making sure children are not left in hot cars”) lately, a significant increase from the baseline level of 70%.

Have you heard, seen or read anything recently about the importance of making sure children are not left in hot cars, because it can be fatal? [“Yes” responses shown]

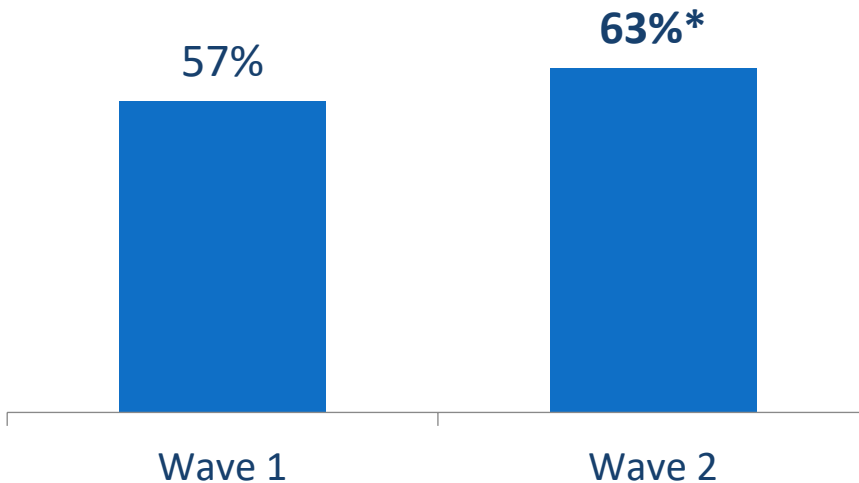


Bold*: Significantly greater than prior wave at 90% CI
Base: Total (Wave 1 n = 1,007; Wave 2 n=977)

Ad Recognition

Net ad recognition (have seen or heard at least one of the campaign PSAs) also grew significantly, from a relatively high baseline of 57% to 63% in Wave 2. Awareness of the individual PSAs also grew significantly from Wave 1 to Wave 2 for most assets.

Net Ad Recognition



Ad Recognition Detail

	Wave 1	Wave 2
TV Ad Awareness (Net)	35%	40%
Forgotten TV	29%	31%
Gained Access TV	24%	30%
Radio Ad Awareness (Net)	39%	42%
Gained Access Radio	28%	31%
Left Behind Radio	30%	33%
Print/OOH Ad Awareness (Net)	39%	45%
Gained Access Print/OOH	29%	37%
Left Behind Print/OOH	31%	36%
Banner/Social Ad Awareness (Net)	38%	43%
Gained Access	27%	34%
Left Behind	32%	38%

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 Base: Total (Wave 1 n = 1,007; Wave 2 n=977)

Tagline Awareness

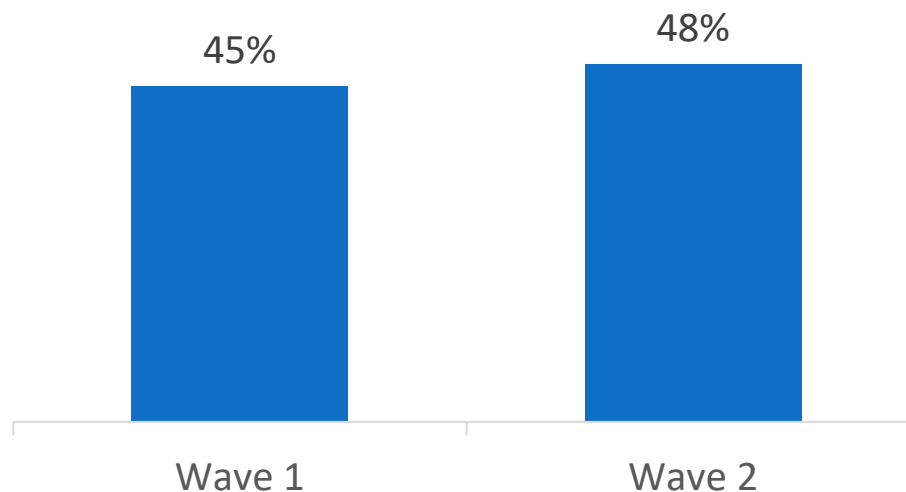
48% of parents/caregivers say they have seen or heard something that uses the tagline “Stop. Look. Lock.”

This is a directional increase (80% confidence) from Wave 1.

Those respondents aware of the PSA campaign are significantly more likely to report hearing of the tagline:

64% of ad aware respondents had heard of it, versus 20% of those not aware.

Have you heard or seen anything that uses the tagline “Stop. Look. Lock.”? [“Yes” responses shown]



Bold*: Significantly greater than prior wave at 90% CI

Base: Total (Wave 1 n = 1,007; Wave 2 n=977)

ATTITUDES & BEHAVIOR

Issue Importance

86% of parents/caregivers say ensuring children are not left in hot cars is “extremely important,” the highest rating among all issues shown. This was flat from Wave 1 to Wave 2.

*How personally important is each issue to you?
(Top Box: extremely important)*

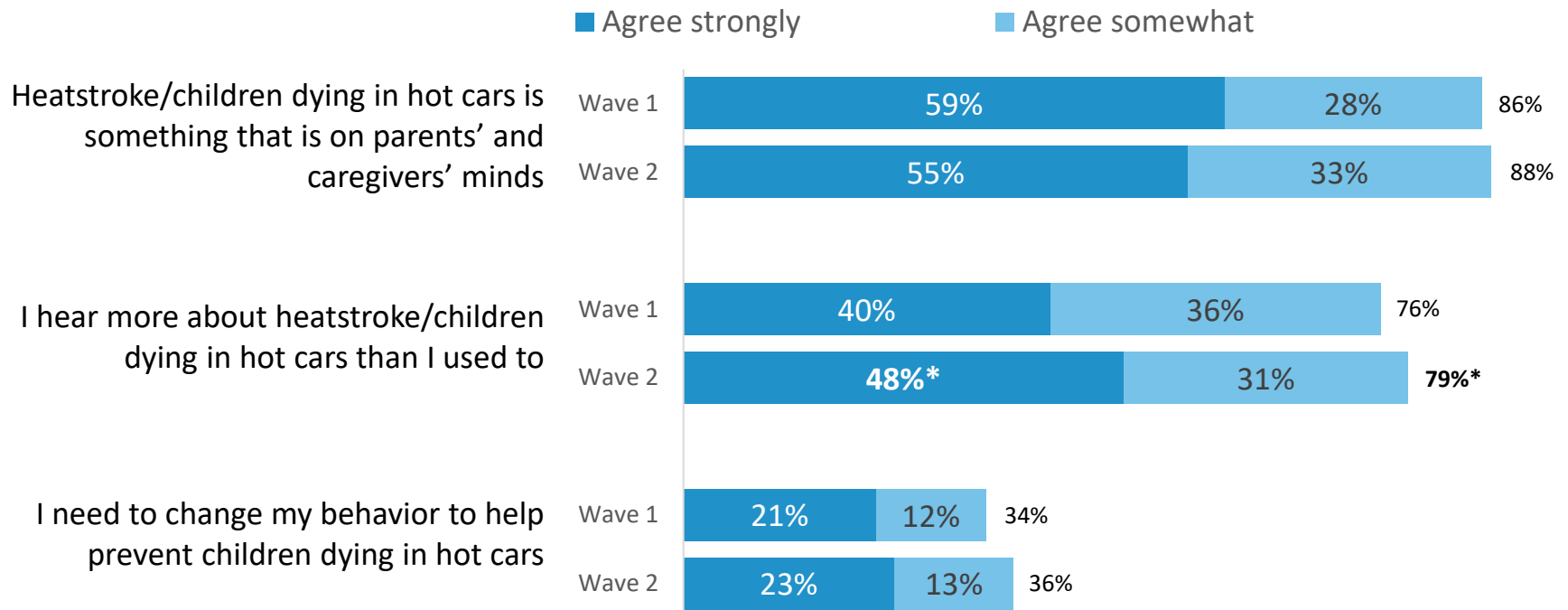


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Attitudes

In Wave 2, parents and caregivers were significantly more likely to strongly agree that they are hearing more about heatstroke than they used to (40% W1 → 48% W2). As seen previously, only a third of parents strongly or somewhat agree that they need to change their behavior to prevent children from dying in hot cars. And 9 in 10 respondents continue to say that heatstroke is on parents' and caregivers' minds.

How much do you agree or disagree with the following statements?



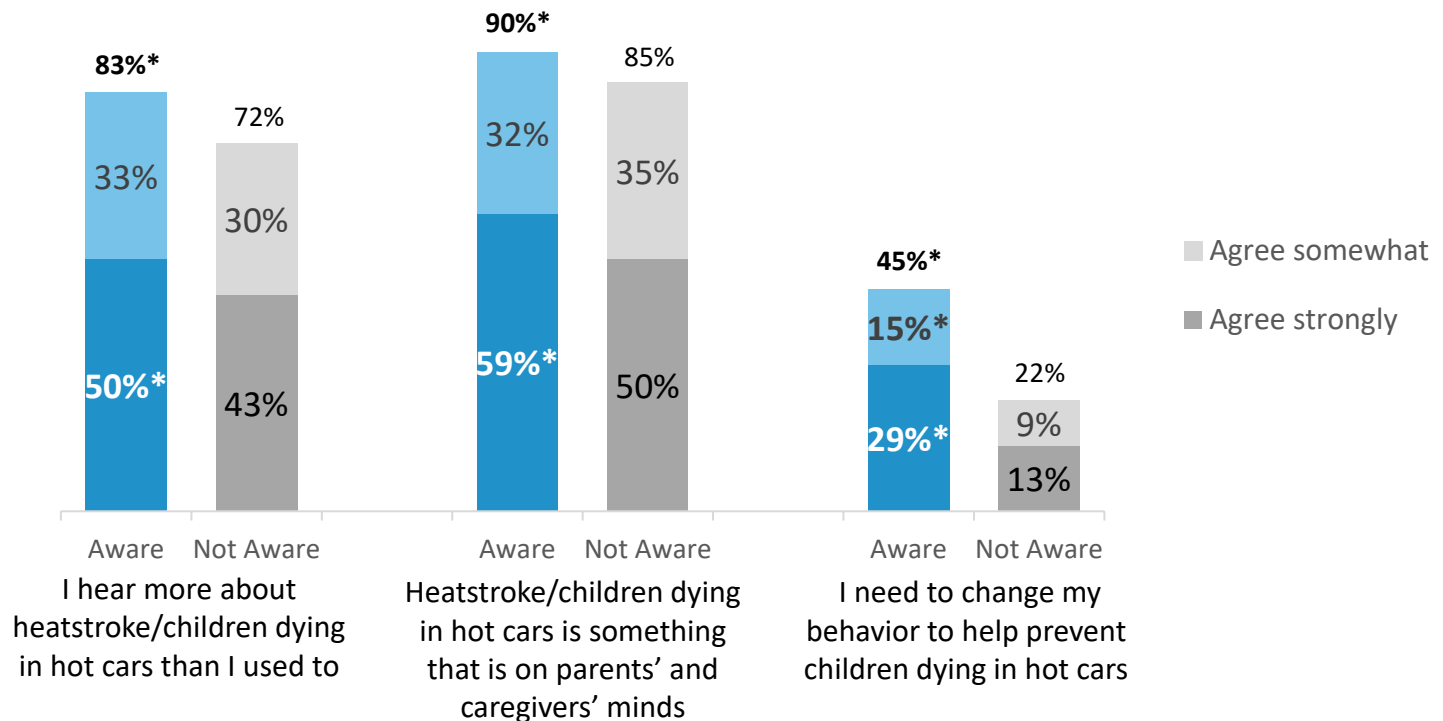
Bold*: Significantly greater than previous wave at 90% CI

Base: Total (Wave 1 n = 1,007; Wave 2 n=977)

Attitudes – by Ad Awareness

Ad-aware parents and caregivers were significantly more likely to agree with all key attitudinal statements compared to those not aware of the PSAs.

*How much do you agree or disagree with the following statements?
(Top 2 box: agree strongly; agree somewhat)*

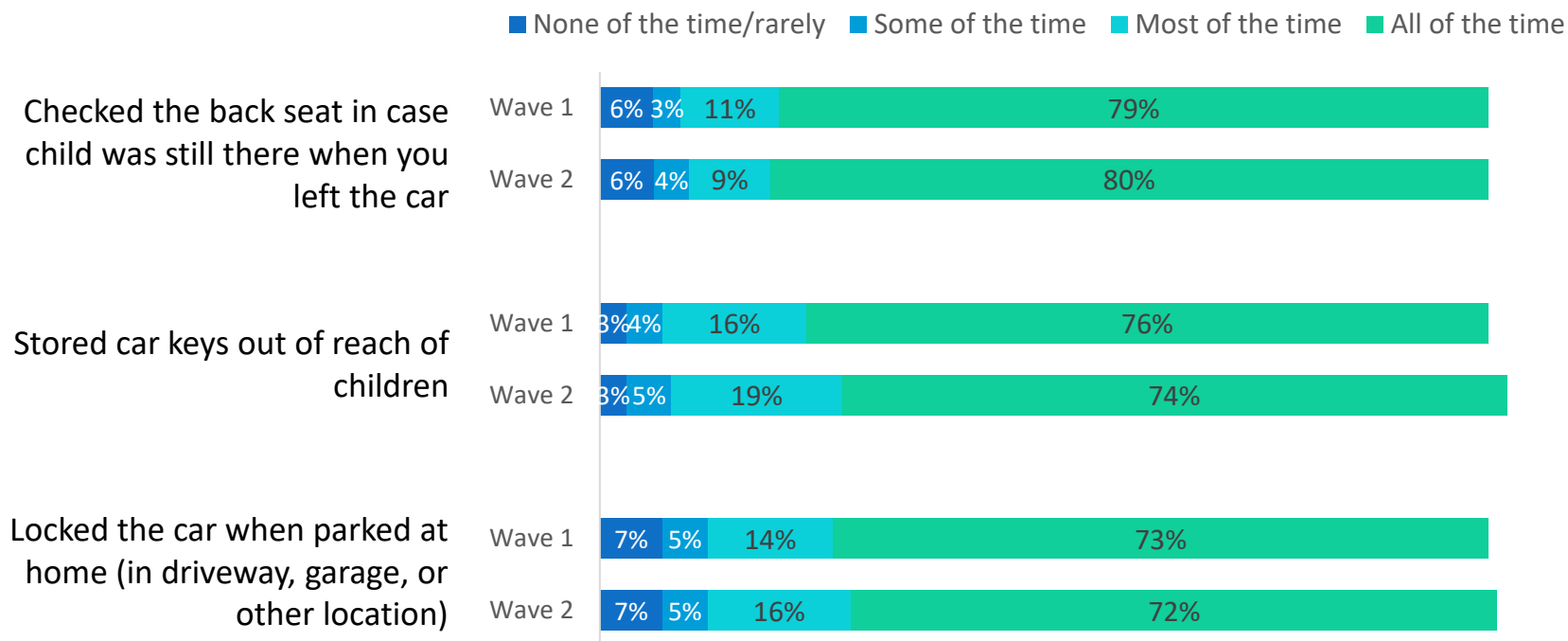


Bold*: Significantly greater than previous wave at 90% CI
Base: Total (Wave 1 n = 1,007; Wave 2 n=977)

Current Behavior

The majority of parents and caregivers continue to say they check the back seat when they leave the car (80%), store keys out of reach of children (74%) and lock the car at home (72%) “all of the time.” This was stable from Wave 1 to Wave 2.

In the past six months, how often would you say you did the following?



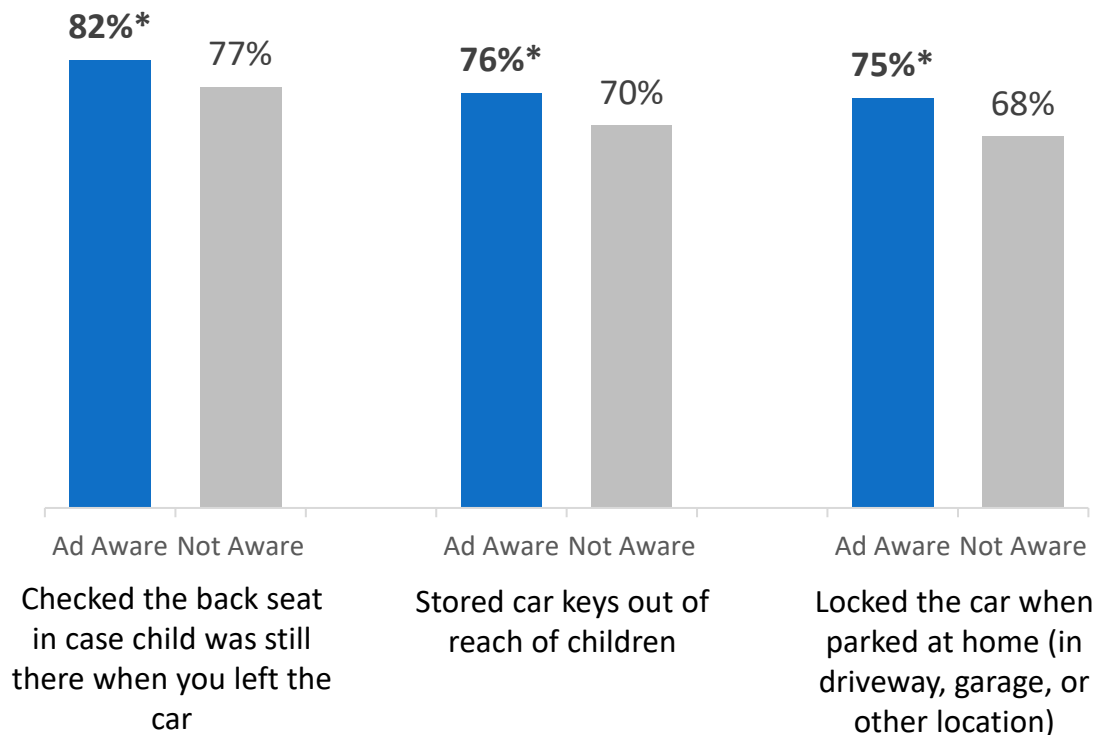
Bold*: Significantly greater than previous wave at 90% CI

Base: Total (Wave 1 n = 1,007; Wave 2 n=977)

Behavior – by Ad Awareness

Ad-aware parents and caregivers were significantly more likely than those not aware of the PSAs to be doing all three key behaviors “all of the time.”

In the past six months, how often would you say you did the following? (Top Box: All of the time)



Bold*: Significantly greater than previous wave at 90% CI

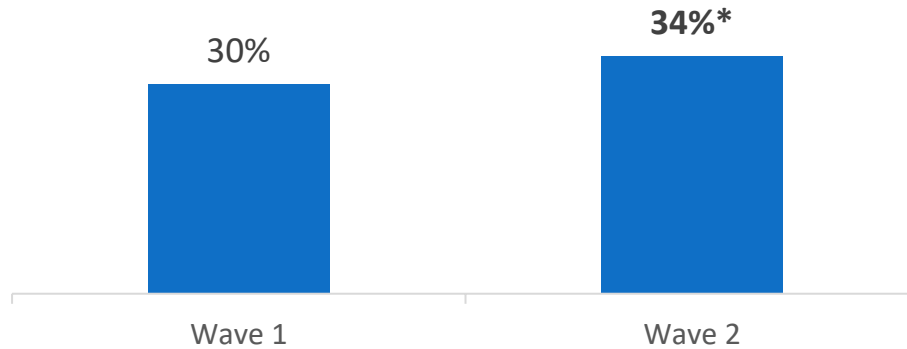
Base: Total (Wave 1 n = 1,007; Wave 2 n=977)

Information Seeking

One-third (34%) of parents/caregivers say they have recently searched for information about how to prevent children from dying in hot cars, a significant increase from Wave 1.

Those aware of the PSAs were dramatically more likely to have searched for information: 46% of ad aware respondents reported doing this, versus 15% of those not aware.

In the past six months, have you looked for information about how to prevent children from dying in hot cars? [“Yes” responses shown]



Bold*: Significantly greater than previous wave at 90% CI
Base: Total (Wave 1 n = 1,007; Wave 2 n=977)



THANK YOU

Media Definitions

Donated Media

- **TV:** includes traditional forms of television through local cable, network cable and local broadcast
- **Digital/Social:** includes digital support in the form of banners and video (connected and streaming TV) – e.g., YouTube or Meta flights and The Trade Desk.

Tracking Study

- **Net PSA Awareness (or Ad Recognition):** percentage of survey respondents who have seen at least one campaign PSA.
- **Net Video (TV/Online):** aided awareness for campaign video PSA. Video can be from any television source or online video platform – YouTube, SlingTV, etc.
- **Net Digital Banner:** aided awareness for campaign digital banners only.



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For questions or comments, please contact:

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