

Thielsen

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Santoyo, August Chilson

Safe and Responsible Drinking

PRIMARY RESEARCH REPORT

Quantitative

RECRUITMENT

- How many people did Kira recruit that finished the survey? 11
- How many people did Simone recruit that finished the survey? 63
- How many people did Madi recruit that finished the survey? 21
- How many people did August recruit that finished the survey? 10
- How many people did Daniel recruit that finished the survey? 48

TARGET PUBLIC

People Who Mix Substances While Drinking

- Number of participants in your target public = 224 of the 483 survey participants do mix substances while drinking
- Of 224 people who said they mixed substances while drinking, 42% were Under 21.
- Of 224 people who said they mixed substances while drinking, 39% are also members of Greek Life.
- Of 224 people who said they mixed substances while drinking, 77% were UO upperclassmen.
- Justification: We chose this target public because lots of students may not be aware of the effects that mixing substances while drinking have, or that it is unsafe drinking. We want to see how common it is to mix substances while drinking so that we can help in educating people on how to drink safely through our campaign. We want to see if raising awareness on safe drinking practices can help students better understand how to support their peers and maybe reduce the number of students who mix substances while drinking.

PREVALENCE AND CONTEXT SINGLE ITEM

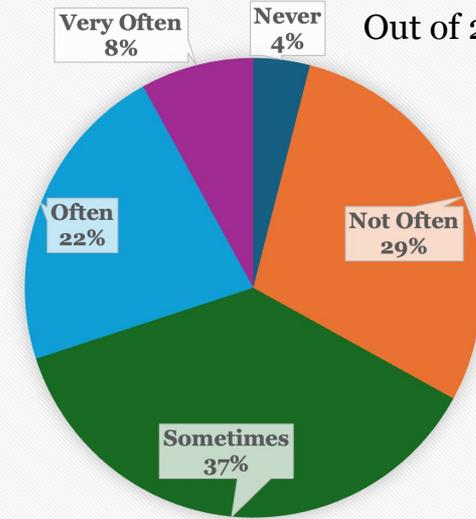
WHAT IS ONE IMPORTANT PREVALENCE OR CONTEXT FOR PEOPLE WHO MIX SUBSTANCES WHILE DRINKING RELATED TO SAFE (OR UNSAFE) DRINKING HABITS?

Simone Johnson

Out of the 224 responses, 33% report that, before entering college, they were never or not often exposed to unsafe drinking, as measured on a 5-point scale from “Never” to “Very Often” ($M=3.01$, $SD=1.01$). These results suggest that the people who mix substances may have been introduced to unsafe drinking only after becoming participants at the UO. For our campaign, this means that we may need to keep this in mind and address the issue by educating our target public about the dangers of mixing substances, as it may be the first time our target public is being educated on the issue.

Before College, How Often Did UO Students Get Exposed to Unsafe Drinking

Out of 224 Responses



■ Never ■ Not Often ■ Sometimes ■ Often ■ Very Often

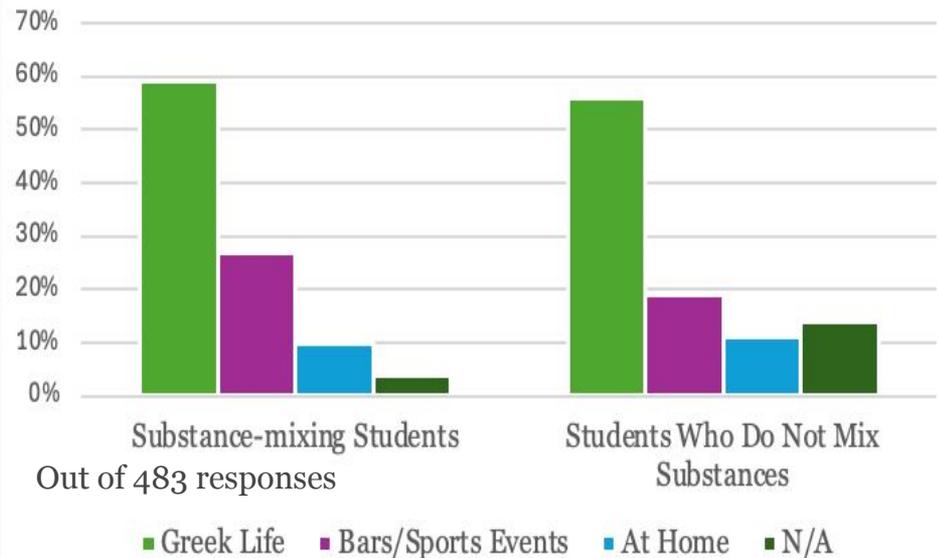
PREVALENCE AND CONTEXT CROSSTAB

COMPLIANCE RATES FOR PEOPLE WHO MIX SUBSTANCES WHILE DRINKING VS. EVERYONE ELSE

Simone Johnson

Out of the 483 responses ($p < 0.01$), 27% of students who mix substances while drinking and 19% of students who do not mix substances while drinking report that they observe unsafe drinking at bars/sports events, while 4% of participants who mix substances while drinking and 13% of participants who do not mix substances while drinking report that they either avoid these situations or claim that they don't observe unsafe drinking. This means that outside of Greek Life parties, unsafe drinking is more commonly observed at bars and sports events, suggesting these settings contribute to riskier drinking. For our campaign, we will focus on these environments and promote safe drinking education to help students recognize and avoid risky situations.

Crosstab: What settings do UO students observe unsafe drinking most often?



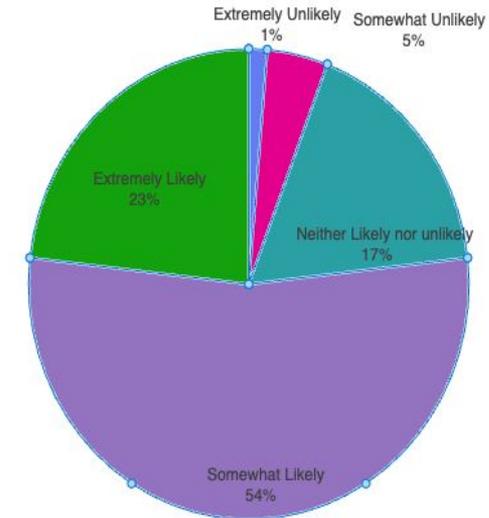
BARRIERS SINGLE ITEM

WHAT IS A KEY BARRIER FOR PEOPLE WHO MIX SUBSTANCES WHEN DRINKING RELATED TO SAFE DRINKING HABITS?

August Chilson

Out of 224 responses, 54% of participants who mix substances when drinking are somewhat likely to continue drinking if their friends are, while 23% are extremely likely to continue drinking on a five-point scale from "extremely unlikely" to "extremely likely" ($M=3.93$, $SD=0.84$). These findings indicate that around 77% of participants who mix substances when drinking are more likely to continue drinking when influenced by peers/friends. For our campaign, we can use this information to encourage those who mix substances not to feel pressured by friends and to adopt strategies that support safe drinking habits.

How likely are you to keep drinking if your friends are drinking?



Out of 224 Responses

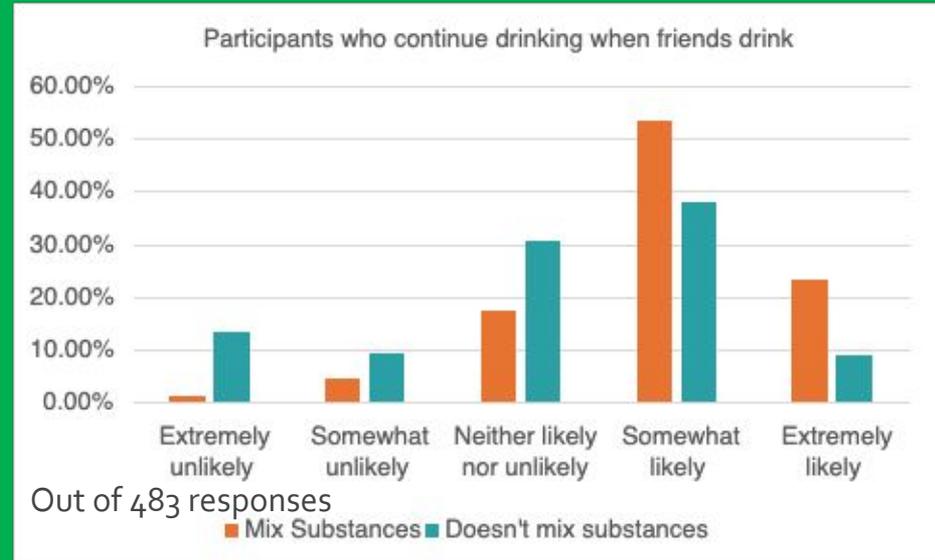
■ Extremely Unlikely ■ Somewhat Unlikely ■ Neither Likely nor unlikely ■ Somewhat Likely ■ Extremely Likely

BARRIERS CROSSTAB

BARRIER FOR MIXING SUBSTANCES WHILE DRINKING VS. EVERYONE ELSE

August Chilson

Out of the 483 responses ($p < 0.1$), 54% of students who mix substances while drinking ($M = 3.93$, $SD = 0.84$) and 38% of participants who don't mix substances while drinking ($M = 3.19$, $SD = 1.16$) report they are somewhat likely to keep drinking on a 5-point scale from "extremely unlikely" to "extremely likely". There is a notable difference between the responses of participants who mix substances and those who do not. Participants who mix substances while drinking are more likely than those who don't, suggesting that mixing substances is associated with a higher tendency to continue drinking. For our campaign, we could provide resources that educate the dangers of mixing substances and resisting to peer pressure.



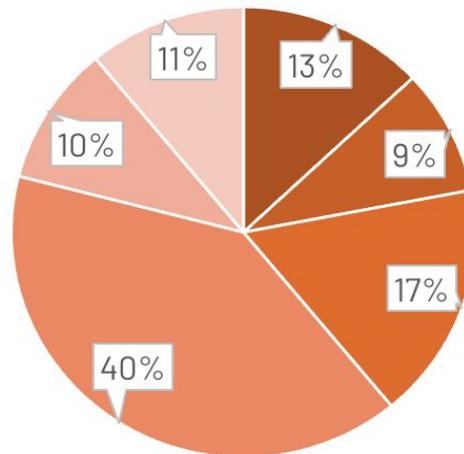
MOTIVATION SINGLE ITEM

KEY MOTIVATION FOR PEOPLE THAT MIX SUBSTANCES WHILE DRINKING RELATED TO SAFE (OR UNSAFE) DRINKING HABITS?

Madi Clarke

Out of 224 responses, 40% of participants reported engaging in unsafe drinking due to peer influence, while 17% identified mental health as a factor contributing to unsafe drinking. These findings suggest that social environments and emotional well-being play important roles in shaping students' drinking behaviors. Peer influence appears to have the strongest impact, as many participants feel pressure to match their peers' drinking behaviors. Unsafe drinking is also often associated with mixing substances, which increases health risks and poor decision-making. These results highlight the need for increased awareness and education about how peer dynamics and mental health can contribute to unsafe drinking patterns, which our campaign can address.

In your opinion, which factor affects your drinking habits the most?



- Relationships
- Physical health
- Mental health
- Peer influence
- Academic reasons
- Other

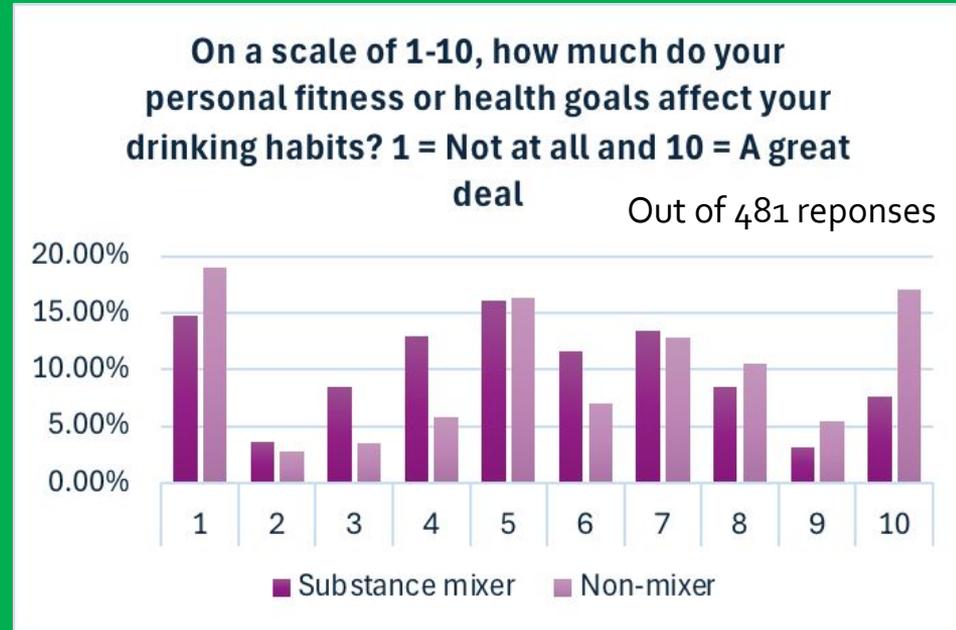
Out of 224 responses

MOTIVATORS CROSSTAB

MOTIVATOR FOR YOUR TARGET PUBLIC VS. EVERYONE ELSE

Madi Clarke

Out of the 481 responses ($p = 0.01$), 8% of substance user while drinking ($M = 5.15$, $SD = 2.64$) and 17% of non-substance users ($M = 5.74$, $SD = 3.10$) reported “a great deal” that their personal fitness or health goals affect their drinking habits, as measured on a 10-point scale from “not at all” to “a great deal.” These results show that participants who mix substances while drinking care less concerned about how drinking impacts their fitness or health goals compared to non-substance mixers. Based on this insight, our campaign should avoid messaging focused on personal achievement or fitness, as it may not resonate with this group.



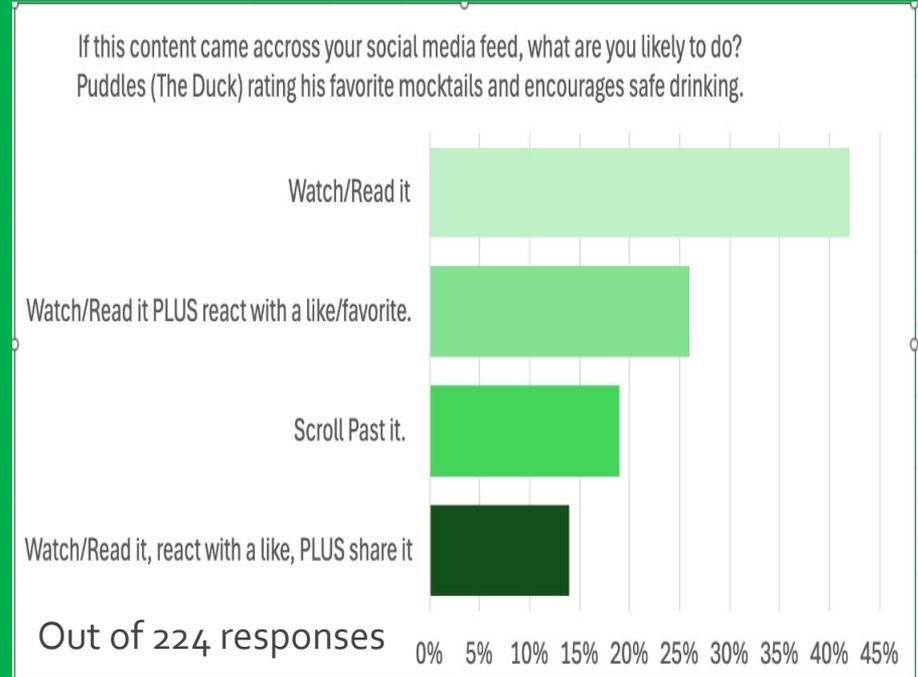
IDEA FEEDBACK SINGLE ITEM

WHICH IDEA WOULD YOU RECOMMEND TO GET PEOPLE WHO MIX SUBSTANCES TO HAVE SAFER DRINKING HABITS?

Kira Harmon

Out of the 224 responses, 42% report that they would watch/read it while 26% report that they would watch/ read it AND like/favorite it as people who mix substances.

This suggests that, although the majority of participants don't actively interact with ads through likes or shares, they are still willing to consume passively by reading or watching it. Therefore, our campaign should account for the participants who avoid interacting with school-related content on social media, as traditional engagement metrics may underestimate our actual reach.

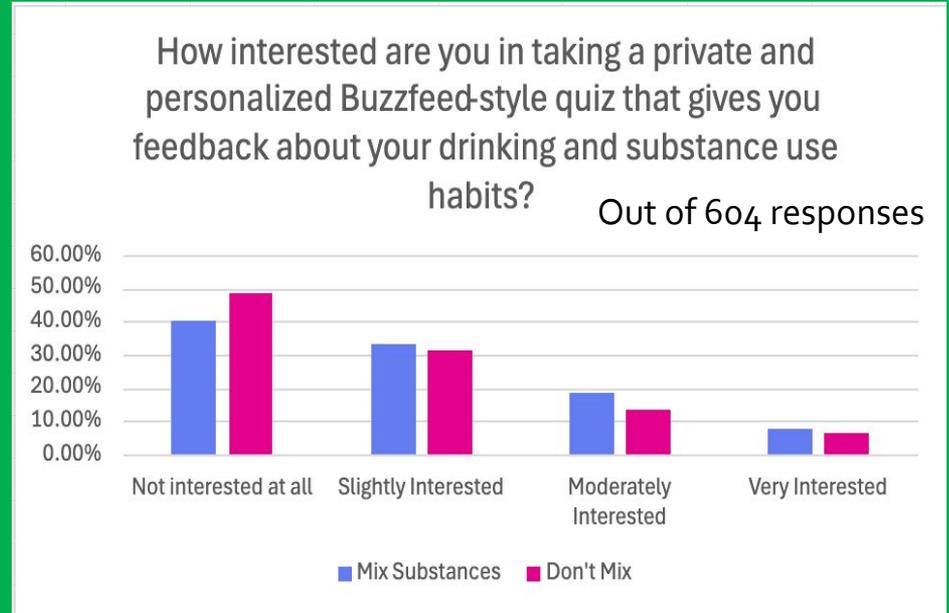


IDEA FEEDBACK CROSSTAB

YOUR TARGET PUBLIC VS. EVERYONE ELSE ON AN IDEA

Kira Harmon

Out of the 604 responses, ($p=0.05$), 26% of students that mix substances ($M=1.94$, $SD=0.95$) and 20% of students that don't mix substances ($M=1.78$, $SD=0.92$) report being very interested or moderately interested in a personalized buzzfeed-style quiz on a 4 point scale from "not interested" at all to "very interested." The results demonstrate that over 50% of our target public falls within the "very interested" to "slightly interested" range for this style of quiz, indicating of broad appeal. Overall, this suggests it could be an effective way to educate students on alcohol safety for our campaign.

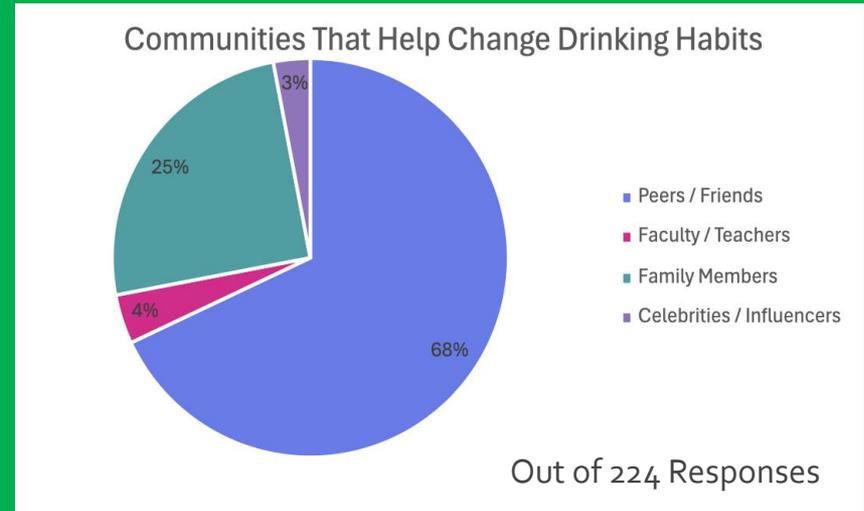


CHANNELS & SETTINGS SINGLE ITEM

WHICH CHANNELS/SETTINGS WOULD YOU RECOMMEND TO REACH PEOPLE WHO MIX SUBSTANCES WHILE DRINKING ABOUT SAFE DRINKING HABITS?

Daniel Santoyo

Out of the 224 responses, 68% report that their peer and friends are likely to be the biggest contributors to changing their drinking habits while 25% report their family members as another large contributor to changing their drinking habits. Therefore, our publics heavily rely on immediate contacts to establish an approach to push for healthier lifestyle choices. For our campaign, this means that we should leverage sharable content among peers and friends as a key communication channel with our target publics.

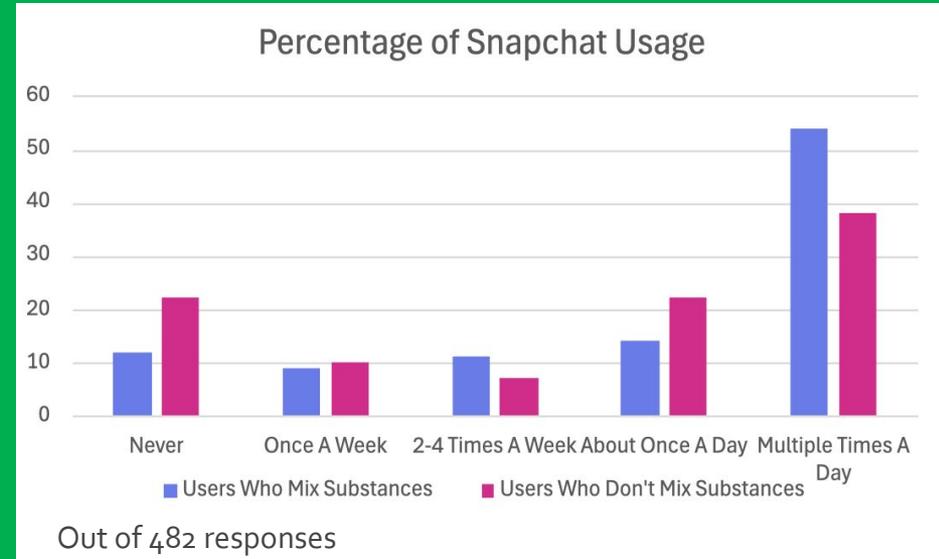


CHANNELS & SETTINGS CROSSTAB

YOUR TARGET PUBLIC VS. EVERYONE ELSE ON A CHANNEL OR SETTING

Daniel Santoyo

Out of the 482 responses ($p < 0.01$), 68% of students who mix substances while they drink ($M = 3.91$, $SD = 1.43$) and 60% of students who don't mix substances while drinking ($M = 3.43$, $SD = 1.6$) report using Snapchat either once a day or multiple times a day as measured on a 5-point scale from "never" to "very often." This demonstrates that using Snapchat as a messaging platform can help target our target public.. For our campaign, we would implement creating a digestible on Snapchat with a scannable QR code linking to safe, discounted rideshare apps for our intended audience.



INSIGHTS TO STRATEGY/CREATIVE

1. Channel and setting:

- Our campaign centers around a QR code placed in locations where people commonly mix substances, such as bars. When scanned, the QR code directs Snapchat users to a BuzzFeed-style quiz titled "What Kind of Drunk Are You?" that features fun, lighthearted drinking questions. The most special part: a free Uber ride voucher at the end of the quiz. Sharing the quiz also helps expand the campaign's reach through peer-to-peer engagement.

2. Describe the themes/appeals/information within your message:

- The main appeal of this quiz lies in its personification, allowing users to see themselves reflected in fun and relatable "drunk personalities". This approach keeps the tone playful while still introducing the messages about safe and responsible drinking. The theme focuses on promoting awareness rather than abstaining drinking altogether in a way that feels approachable and inclusive.

3. Justification:

- We chose this campaign because we noticed strong trends of peer influence and high Snapchat usage among our target audience. Because many participants are receptive to peer influence, the campaign is designed to spread naturally through social interaction. The BuzzFeed-style quiz captures attention and encourages learning safe and responsible drinking habits, while still keeping the experience entertaining and relevant.

INSIGHTS TO STRATEGY/CREATIVE



Thielsen Group PRESENTS: 

What kind
of drunk are
you *tonight?*

Scan me on Snapchat for
our BUZZFEED quiz!



SCAN ME

FOR FREE UBER RIDES
www.theilsengroup.site.com

