MASS MEDIA CAMPAIGN REPORT

“It’s not punishment, it’s prevention. Slow down.” Campaign Jalisco, México 2025

BACKGROUND AND CAMPAIGN DETAILS

On June 11, 2025, in a joint effort to reduce road traffic fatalities, the Government of Jalisco, the City of Guadalajara, and Zapopan launched the speed enforcement campaign “It´s not punishment, it´s prevention. Slow down”. The campaign features the Traffic Commissioner from the state police, highlighting the dangers of speeding and the preventative role of enforcement. The enforcement message was chosen to reflect the Government of Jalisco’s first-ever effort to implement checkpoints using handheld speed detection devices.

Target audience: All drivers.
Campaign objectives:

- Increase drivers' awareness and concern about the risk of speeding.
- Change the perception of enforcement.
- Motivate compliance with speeding regulations.

Coordinated with enforcement operation: Yes
Message tested: Yes. Speeding message testing for 2–and 4-wheel drivers, 2022.

Press event: Yes
Media plan: Yes. See here
Budget: US$252,800
Media channels: TV, radio, digital (social media PSA boost, Google ads), out-of-home advertisement on the back of metropolitan buses, and posters in driving licensing centers.
Duration: July 15 to July 31, 2025
Materials available: TV PSA

EVALUATION

Methodology

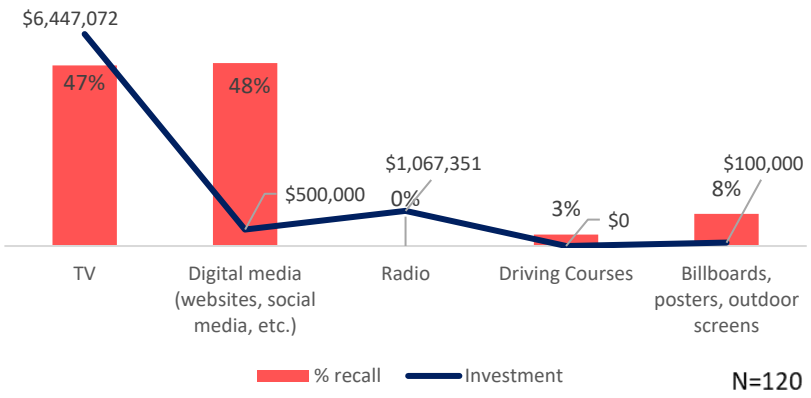
The campaign was assessed through face-to-face household interviews with 1,020 randomly selected drivers across Jalisco State, from August 1 to 17, 2025. The recall was measured by showing a short extract of the campaign. See the full report and questionnaire for more details.

Campaign Reach

When asked about campaign material, **12% of survey respondents** recalled the campaign, which means that, conservatively estimated, about **680,000 adults** in Jalisco were reached by a campaign message. (Calculated as 12% recall rate with the total population in 2024 of 5,761,800 aged 18-70.)

Figure 1

Media Invesment and Recall



Recall was significantly higher in the Guadalajara Metropolitan Zone (15%) compared to 6% in the rest of the Jalisco state. Recall was also higher among male drivers (16%) than female drivers (8%).

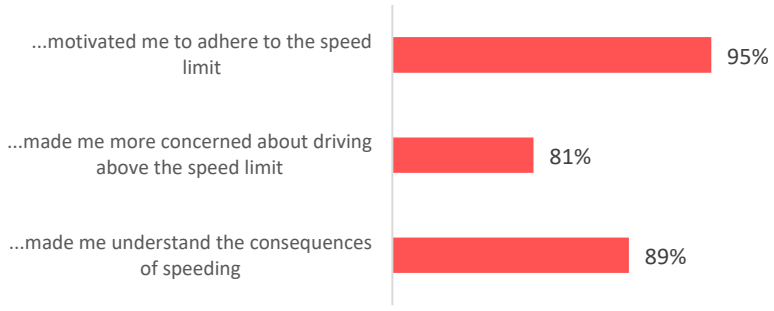
Most study participants recalled the campaign from television and digital media, while a few recalled out-of-home media, and none recalled the campaign from radio. Social and digital media are by far the most efficient media since together they have the same recall share as TV, and they received only 8% of the TV investment. The most efficient media since together they have the same recall share as TV, and they received only 8% of the TV investment. On social media, most participants recalled the campaign from Facebook (82%), while some recalled it from YouTube (29%).

Response to the Campaign

The campaign clearly resonated with its audience. Most participants found it easy to understand (97%), believable (95%), and said it made them stop and think (92%).

Figure 2

Reactions to the Campaign

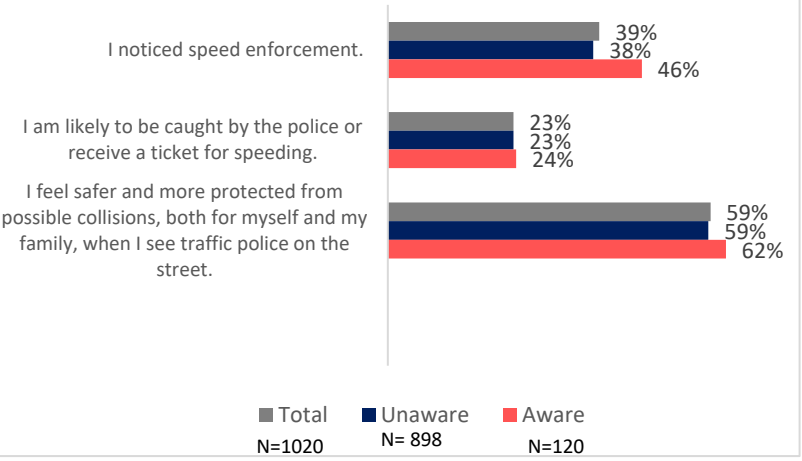


It successfully generated concern about speeding and motivated drivers to comply with speed limits (Figure 2). It also inspired action—nearly half (47%) tried to persuade others not to speed, particularly younger and two-wheel drivers; 39% discussed it with others, and 22% searched for additional information on road safety.

This campaign conveyed key messages about the high risks and serious consequences of speeding. Among the most recalled messages were “Respect the speed limits” (45%), “Speeding leads to death” (27%), and “You can save lives by following speed limits” (16%).

Campaign Impact

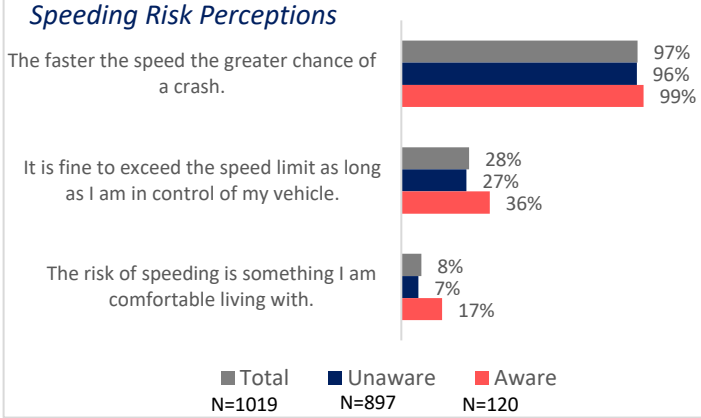
Figure 3
Road Safety Enforcement



The campaign appears to have met several key objectives. Campaign-aware participants were more likely than those unaware to notice speed enforcement and to believe they might be caught or ticketed for speeding. However, overall, only two in 10 drivers felt likely to be caught. While not statistically significant, campaign-aware respondents were also more likely to feel safer when seeing traffic police, suggesting a positive shift in perceptions of enforcement (Figure 3).

Campaign awareness increased recognition that higher speeds raise crash risk. However, aware respondents also felt more comfortable with speeding and more accepting of it when in control (Figure 4), likely reflecting overconfidence and the low perceived likelihood of enforcement (only two in 10 felt they would be caught).

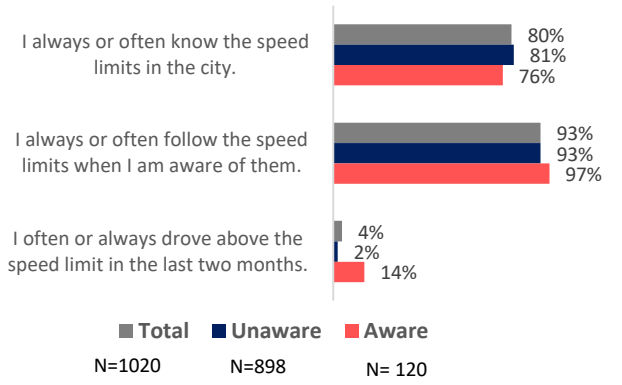
Figure 4
Speeding Risk Perceptions



While the campaign successfully generated concern about speeding and motivation to comply with speed limits (Figure 2), there was no measurable change in self-reported speeding during the two months preceding the evaluation (Figure 5). This may reflect the profile of campaign-aware respondents—nearly 80% were men living in the Guadalajara Metropolitan Zone—groups that, based on the study results, tend to feel safer and more comfortable driving at higher speeds.

Figure 5

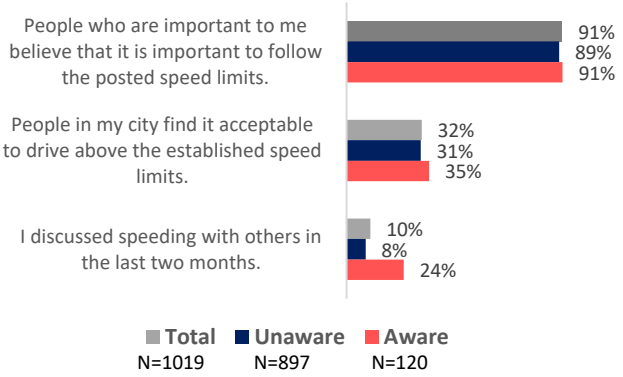
Awareness of Speed Limits and Self-Reported Behaviors



Still, about eight in 10 respondents reported always or often following the speed limit, showing an increase from 2024 (60%). Campaign-aware respondents continued to report slightly higher adherence (83%) compared to those unaware of the campaign (81%), maintaining a similar pattern to 2024.

Figure 6

Social Norms and Public Discourse



Most respondents said that speeding was unacceptable within their close circle, with those aware of the campaign showing slightly higher agreement than those unaware. However, about three in 10 believed that people in their city generally accepted driving above the speed limit, suggesting that speeding remained socially tolerated by a notable share of respondents. The campaign also helped spark dialogue on the issue—significantly more campaign-aware respondents reported discussing speeding with others (Figure 6), which is important as conversations can reinforce social norms and encourage safer driving behaviors.

Other Findings

Crash causes and driving experience

- Speeding was identified by 56% of drivers as the top risk factor on the road, followed by driver distraction (15%) and reckless driving (10%).
- When asked about measures to stay safe on the roads, respondents most frequently mentioned not speeding (49%, including following and being aware of speed limits), wearing protective equipment or seat-belts (44% and 47% of respondents), and following traffic rules. Drivers who admitted speeding in the past two months mentioned four main reasons: rushing (42%), due to an emergency, such as taking children to school (21%), speeding on certain types of roads (i.e., highways and avenues) (8%), and empty roads (7%).
- Most respondents rated their driving skills as average (71%), with 13% selecting above average and 9% selecting well above average; male drivers reported significantly higher confidence than female drivers. This confidence is reflected in driving experience, as nearly half (47%) had five or more years of experience behind the wheel, with male drivers again reporting more experience than female drivers (60% vs. 31%).

Support for government road safety initiatives

- Most of the drivers supported government-run road safety media campaigns (93%), regardless of the campaign's awareness.
- Overall, most drivers expressed a positive view of enforcement measures. Three-quarters of drivers had a positive opinion of speed cameras, and 77% considered speeding tickets fair.
- Respondents have a divided opinion between maintaining and reducing the speed limit in school areas: 50% for maintaining, 45% for reducing the speed limit, and only 5% would like an increase in the speed limit.
- Four out of 10 respondents declared they have been confused about speed limits, and four out of 10 consider that the number of speed limit signs is insufficient. Periférico, Lázaro Cárdenas, Mariano Otero, Patria, and Periferico Norte were identified as roads where speed limit signs are missing, unclear, or difficult to see.
- Less than 40% of respondents are aware of the tolerance of speeding, mainly car drivers, and respondents who are aware of the campaign (60%). The general opinion is against reducing the tolerance of 10 km/h, although by a small margin.

Media consumption

- The channel most used by respondents is social media (YouTube and Facebook with the largest share), especially daily (75% of respondents). The most consumed TV media outlets among the audience are Azteca 7, Canal de las Estrellas and Channel 5. Almost 60% of the respondents never listen to the radio.
- Among respondents aware of the campaign, television is viewed with more frequency than the control group, who were not aware of the campaign.

RECOMMENDATIONS

- Sustain media campaigns paired with enforcement during risky periods to gradually change drivers' attitudes, behaviors and norms related to speeding.
- Granular crash data and data on risky behaviors must be analyzed to define target audiences and campaign objectives more precisely at the planning stage.
- Engage and involve the health department both in planning and in synergy in dissemination.
- The low recall suggests areas for improvement in both messaging and media planning: For messaging, incorporate more health-focused messages. Evidence shows that people's attitudes toward risk factors change when they understand the physical and emotional consequences of a traffic crash. Doctors are credible messengers. Consider addressing the overconfidence of drivers, who, despite knowing the risks of speeding they feel safe and in control of the vehicle when driving.
- Design a supporting communication strategy to magnify enforcement and implement in alignment with the media campaign.
- Keep evaluating campaign impact. Plan the evaluation strategy during the campaign planning stage. Consider partnering with local research and academic institutions for the evaluation of campaigns and strengthening local capacity as a way forward toward sustainability.
- Consider triangulating crash data with enforcement and media campaign data to assess the impact of paired enforcement and media campaigns on risky behavior, specifically within targeted timeframes of implementation.
- Promote ongoing strategies to humanize traffic police. Strengthening the image of traffic officers in a positive way can help increase acceptance of the campaign's message among the key audience.
- Link the campaign to enforcement measures, regulations, or plans. Communicate about enforcement devices or regulatory frameworks related to the risk factor to reinforce the

impact of the message. One-third of those interviewed consider it acceptable to speed or that it is okay to speed if they are in control of their vehicle.

- For media planning, analyses of the target audience's media habits and assessment of the campaign recall by specific programs and media within TV and radio channels are necessary for cost-effective media planning, especially at the state level. Leverage the results of organic dissemination, particularly on the most successful channels, and maximize their impact in future campaigns by incorporating paid advertising and using strategic dissemination, e.g., out-of-home around high-traffic risky areas.
- Leverage high-reach owned spaces. Campaign recall was reported in evaluation centers; therefore, it is advisable to increase presence in these environments, which offer considerable impact potential at little to no additional cost.