MEDIA CAMPAIGN REPORT

“Protect Your Life and Others”
México, October 2025

BACKGROUND AND CAMPAIGN DETAILS

On October 28, 2025 the Government of Mexico, through the Ministry of Agrarian, Territorial and Urban Development (SEDATU), launched the national road safety campaign “Protect Your Life and Others’. Slow Down” to address speeding and prevent traffic crashes across the country. The campaign features a paramedic as a credible spokesperson, an approach supported by message-testing studies, and was designed to be adaptable for use by other states in México, including enforcement-focused adaptations such as the campaign launched by the State of Jalisco in June 2025.

SEDATU framed the campaign within the responsibilities established by the General Law and National Strategy for Mobility and Road Safety and the UN Decade of Action for Road Safety 2021–2030, reinforcing the principle of shared responsibility to save lives on México’s roads.

Target audience: All drivers.
Campaign objectives: To increase drivers' awareness and concern about the risk of speeding; motivate compliance with speeding regulations; improve perception of enforcement; and stimulate public discourse on speeding.
Coordinated with enforcement: In Guadalajara and Mexico City.

Message tested: Yes.
Press event: No.
Budget: US$420,000 in Mexico City and Jalisco.
Media plan: Yes.
Media channels: TV, radio, and social media.
Duration: October 28 to November 9, 2025.
Materials available: TV PSA here.

EVALUATION

Methodology

The campaign was evaluated through 727 face-to-face household interviews conducted from December 1–17, 2025, in the Metropolitan Areas of Guadalajara and Mexico City. These locations were selected to capture a large share of the target population of male and female two- and four-wheel drivers aged 18–55, while keeping the study feasible. Campaign recall was measured by showing respondents a six-second version of the PSA without sound or text. See the full report and questionnaire for details.

Campaign Reach

14% of survey respondents recalled the campaign, suggesting that it conservatively reached at least **2 million** adults in the Metropolitan Areas of Mexico City and Guadalajara (based on the adult population aged 18-55 of ~11.5 million in Mexico City and ~2.8 million in Guadalajara).

Recall was significantly higher among male drivers (17%) than female drivers (9%) and among those who drive both types of vehicles (two- and four- wheelers) (21%).

Most participants recalled seeing the campaign on television and social media, with very limited mentions of radio and out-of-home media. Among those who recalled social media exposure, the largest shares cited Facebook (82%), and YouTube (13%). (Figure 1)

Response to the Campaign

Figure 1

Media Recall by Channel

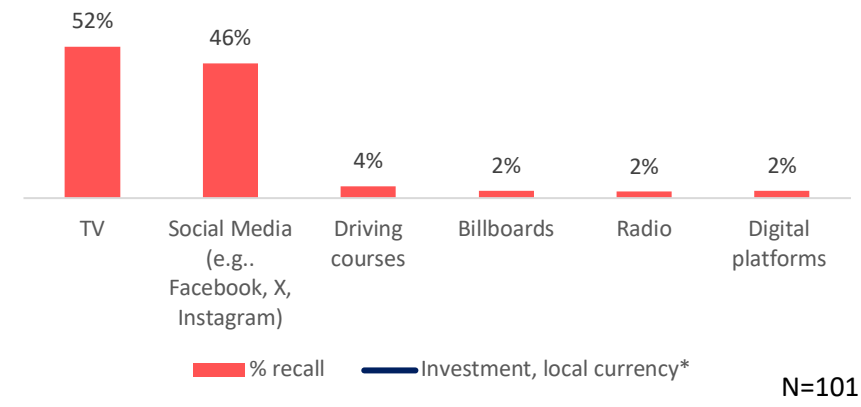


Figure 2

Reactions to the Campaign

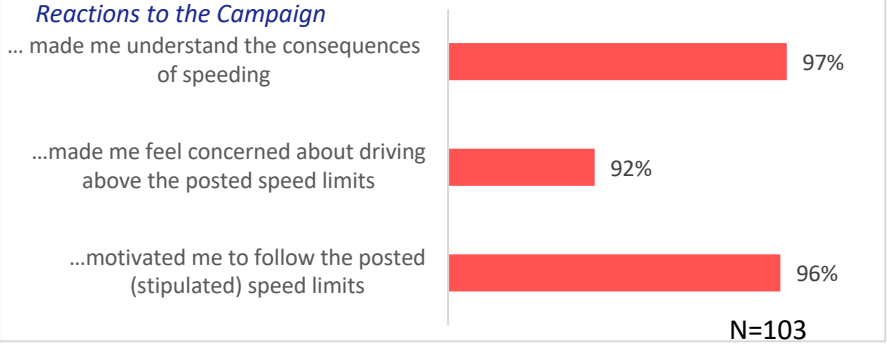
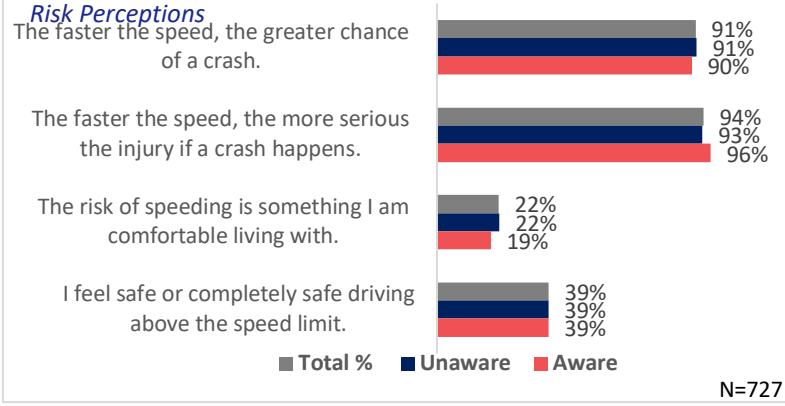


Figure 3

Risk Perceptions



The campaign was positively received by those who saw it. Most participants found the message easy to understand (100%), believable (97%), and relevant (93%). The messages recalled by respondents centered on the consequences of speeding and the importance of changing behavior. The most frequently recalled messages were "speeding kills" (65%), "respect the speed limits" (22%), "speeding destroys lives" (18%).

The campaign message was effective in conveying the consequences of speeding and increasing respondents' concern and motivation to comply with speed limits (Figure 2).

Campaign Impact

Overall, awareness of the dangers of speeding was high: more than nine in 10 respondents recognized that higher speeds increase both crash risk and injury severity. This awareness coexisted with attitudes that tolerated speeding. Two in 10 drivers reported being comfortable with the risks; more than four

in10 said it is acceptable to exceed speed limits if they feel in control; and nearly four in 10 felt safe driving above the limit, with no significant difference between campaign-aware and unaware.

Risk-tolerant attitudes were most pronounced among two-wheel delivery riders and taxi drivers. Compared with other drivers, delivery riders were significantly more likely to report being comfortable with speeding risks (34% vs. 21%) and to feel safe driving above the speed limit (51% vs. 39%). This pattern suggests a higher level of overconfidence and risk acceptance within this group, reinforcing the need for targeted interventions.

Figure 4

Awareness of Speed Limits and Self-Reported Behaviors

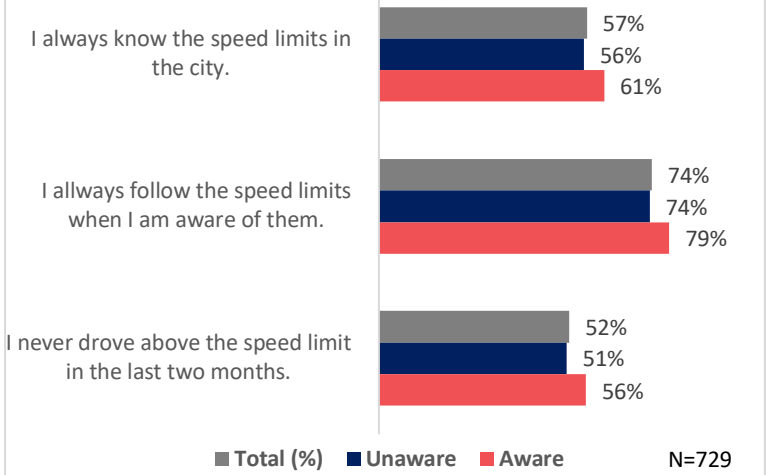
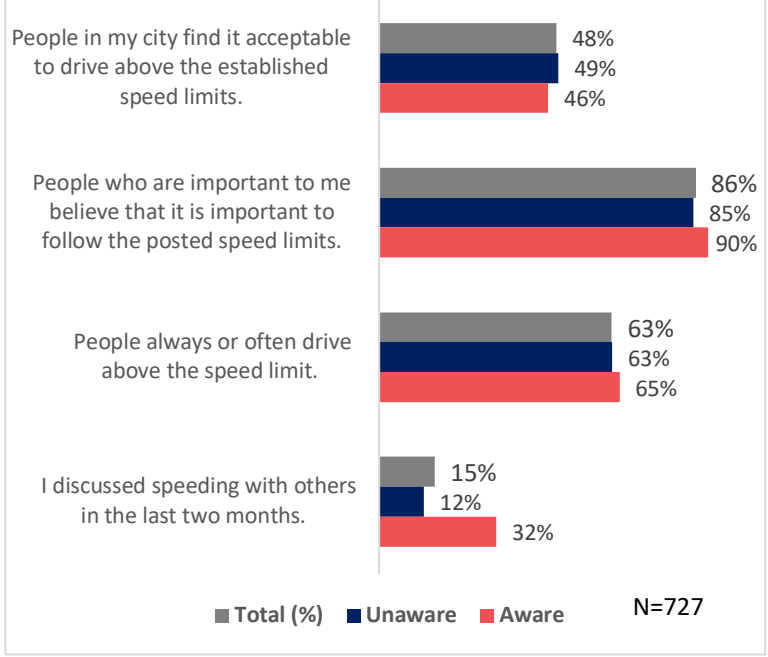


Figure 5

Social Norms and Public Discourse



Drivers who were aware of the campaign were slightly more likely to report knowing and following city speed limits. Although speeding was still reported in both groups, a higher proportion of campaign-aware drivers reported never driving above the speed limit in the past two months compared with those who were unaware of the campaign; however, this difference was not statistically significant.

Compliance was notably lower among delivery riders. Only 55% reported always following speed limits when aware of them (vs. 72% among other drivers), and just 32% said they had not driven above the speed limit in the past two months (vs. 50% among non-delivery drivers), indicating a higher prevalence of risky behavior in this group.

The majority of study participants—particularly those aware of the campaign—reported that people important to them believed that it was important to follow speed limits. However, speeding still appeared socially normalized: nearly half of respondents said people in their city found it acceptable to exceed speed limits, and more than six in 10 believed drivers frequently did so.

The campaign prompted action: campaign-aware respondents reported more discussion of speeding with others, suggesting the campaign helped stimulate interpersonal conversation around the issue and potentially contribute to shifting social norms through increased public discourse. The data also show that these conversations often occurred with close social contacts who can influence driving behavior. For example, 46% of two-wheel drivers reported discussing speeding with their parents, a proportion significantly higher than among four-wheel drivers. In contrast, four-wheel drivers were significantly more likely to report discussing the issue with their spouses (27%). This suggests that

the campaign message not only reached drivers but also extended to their immediate social circles, reinforcing it through conversations with people who may influence their attitudes and behaviors.

Other Findings

Vehicle Use

- Approximately 43% of respondents primarily drove motorcycles, 37% drove four-wheel vehicles, and 21% reported driving both types of vehicles. Among motorcyclists, more than 50% reported using their motorcycle for personal commuting, while 16% used it to transport family members and 15% to run household errands.

Speeding Experiences, Safety Strategies, and Driving Confidence

- When asked about the main causes of traffic crashes, speeding was the most frequently mentioned factor (about 73%), followed by driving under the influence (about 50%) and driver distraction (about 31%).
- Among respondents who reported speeding in the previous two months, being in a hurry or running late was the most commonly cited reason (about 53%). Others reported nonspecific situations for speeding (21%), traffic conditions (around 10%), and speeding on certain types of roads (about 6%).
- Two-thirds of drivers believed that the speed limit in residential areas was below 35 km/h, while one-third thought it was 40 km/h or higher.
- At the same time, 75% said that an acceptable speed for them to drive in their city was 50 km/h or higher, and 90% believed that other drivers considered speeds of 50 km/h or more acceptable, suggesting a strong perception that speeding is widely accepted.
- In terms of safety strategies, respondents most often mentioned using protective equipment such as helmets or seat-belts (about 56%), followed by respecting speed limits (about 33%), obeying traffic rules and signs (about 24%), and avoiding distractions (about 19%).
- About two-thirds of respondents rated their driving skills as average (66%), while around 30% rated their skills above average or much better than average.

Perceptions of Enforcement

- About 48% of drivers reported noticing speed enforcement, with more campaign aware (55%) than unaware (47%) reporting noticing it.
- More than four in 10 drivers believed they might be caught when speeding, though this perception was lower among four-wheel drivers (35%), delivery riders (35%), and drivers in Mexico City compared to Guadalajara.
- Nearly half of respondents reported feeling safer when they see traffic police on the street.
- About three-quarters of respondents reported that speeding penalties would make them less likely to speed.

Public Support for Road Safety Measures

- Strong support (86%) exists for government road safety campaigns and enforcement measures, including speed cameras and penalties.
- License suspension and mandatory road safety courses were perceived as the most effective deterrents to speeding.
- 86% said they fully or partially support public awareness campaigns on road safety.

Media Consumption

- 43% said they watch TV every day or at least four times a week typically. Azteca 7 was listed as the most frequently watched TV channel (39%) followed by Canal 5 (37%) and Canal de las Estrellas (30%).
- Approximately 79% said they use social media at least four times a week, with Facebook (85%) and WhatsApp (56%) and TikTok (40%) being the most-used social media among respondents.

- Radio appears as a smaller media channel when compared to the others, with 28% reporting listening to it at least four times a week, with those driving both two- and four-wheel vehicles reporting listening to radio more compared to purely two-wheel drivers (35% vs 22%). The most listed radio channels included Ke Buena FM (32%), La Mejor (26%) and La Z (21%).

RECOMMENDATIONS

- Sustain messaging to denormalize speeding.
- Use the fact that most drivers support safer speeds and road safety measures for internal advocacy communicating the need for stronger road safety policy and regulation.
- When planning behavior-change road safety campaigns, consider sensitive times and coordination with enforcement, e.g. at state and municipal levels.
- Use granular crash data, complemented by social and behavioral insights, to identify when, where, and among which populations speeding is most prevalent. Use this information to define target audiences, objectives, and geographic priorities for future campaigns, ensuring interventions address the underlying drivers of speeding.
- Frame messages to address overconfidence and time pressure, which were identified as drivers of speeding behavior. Emphasize the real-life consequences of speeding, using credible spokespersons such as health professionals, first responders and victims.
- Solidify a strong media plan. Campaigns should run for 4–6 weeks with an optimized media plan that prioritizes mass media channels. For digital dissemination, prioritize paid over organic on platforms with high penetration amongst users—particularly social media channels such as Facebook and YouTube, which were among the main sources of campaign exposure.
- Add public relations and earned media coverage—for example, leverage the message through institutional spokespeople and mark the campaign launch with a press event.
- Enhance state road safety planning and support by:
    - Facilitating coordination between federal agencies, states, and cities and focus on the capacity to plan and implement subnational campaigns;
    - Designing and promoting national guidance encouraging state and municipal governments to follow best practices, e.g. pair communication campaigns with visible speed enforcement, as evidence shows that enforcement increases compliance and the perceived risk of sanctions; and
    - Providing technical assistance and training to state and municipal governments to improve road safety data systems, enabling decisions based on local crash patterns and risk factors.