



TARGET AUDIENCE 18-25 YEAR OLDS

For the first time since its inception, the Authority dedicated this year to reaching the 18- to 25-year-old audience. The Authority decided to focus on this group for several reasons:

- They are highly reliant upon their cars;
- Most do not think their cars will be stolen and do not take measures to protect them;
- Most have less discretionary income to recover from the theft of their cars;

AUTHORITY UNCOVERS BELIEFS OF NEW TARGET AUDIENCE

- They are still young and receptive to change;
- They have the time and ability to develop good habits with regard to protecting their cars.

The Authority worked with Polk-Lepson Research Group and conducted four focus groups in Philadelphia and Pittsburgh. Each group consisted of men and women, ages 18 to 25.



***“No one would steal my car;
nobody wants my car.”***

Research indicated that members of the 18- to 25-year-old target group are nonchalant with regard to protecting their cars from being stolen. Not only do they not protect their cars from being stolen, they do not believe their cars will be stolen. This group fell victim to some key myths regarding auto theft:

• **“No one would steal my car; nobody wants my car.”**

These individuals believe they do not own the types of cars most often stolen, or that their cars aren't nice enough to be desired by thieves;

• **“I will incur no expense if my car is stolen.”**

This group was not informed properly of their insurance coverage and deductibles. Though it may be true that many have theft or rental insurance, no one was certain and all policies have different levels of coverage;

• **“Having my car stolen won't cause me much inconvenience.”**

Many participants assumed that when a car is stolen, the insurance company steps in immediately, providing a rental car and processing a claim so the victim can have a new car within a day or two. In reality, this may or may not be true depending upon one's insurance policy.

However, on average, it could take as long as three weeks for an auto theft claim to be investigated and fully processed.

Members of this group are highly reliant upon their cars and typically have less discretionary income to recover from the theft of their cars. These facts — coupled with the notion that these individuals are still young and receptive to change — make them ideal candidates for auto theft prevention messages.

For this target, the real opportunity to motivate and facilitate change is to illustrate what they will lose as victims of auto theft. They lose more than their cars when they're victims of auto theft. They lose mobility and flexibility. They lose freedom. Here's what some respondents told us their cars mean to them:

• “Freedom to go where I want to go, when I want to go there.”

• “Freedom to go out with friends or away for the weekend.”

• “Freedom to go to the grocery store, to work, to daycare, etc.”

To that end, the Authority, working with Neiman Group, developed a brochure for the 18- to 25-year-old target audience to talk about current attitudes and behaviors that

could be putting them at risk for losing their cars. The brochure aims to guide readers through the myths and facts about auto theft and give them new prevention measures to protect their cars.

The brochure debuted at the Philadelphia Auto Show and will continue to be distributed at sporting events, concerts and on college campuses—and other appropriate places where this target audience convenes.

