

Transcript

CAA Worst Roads 2019 Infographic

[Intriguing music plays throughout]

00:00:00 - 00:00:04

[Animation: A blue screen is the background. A grey circle appears on the right-hand side. The Worst Roads 2019 logo appears on the left. An outline of a car with the CAA logo pops up from the bottom on the screen on a mechanical lift. A stoplight and road appear within the circle on the right-hand side. The blue car then drives towards the right side of the screen.]

00:00:04 - 00:00:09

[Animation: A blue screen swipes in from the right.]

[Text on Screen: *Since 2003 CAA has provided road users across Ontario the opportunity to nominate roads they believe are in urgent need of repair*]

[Animation: *The CAA logo and Worst Roads logo appear*]

00:00:09 - 00:00:14

[Animation: *A grey slide swipes in from the right. A cartoon hand with the index finger pointing up comes in from the bottom of the screen with the CAA logo. The finger touches the middle of the screen and an infographic appears as a circle with a portion of the outline fills in. A background of buildings appears.*]

[Text on Screen: *78% of Ontarians said they often saw roads in need of repair*]

00:00:14 - 00:00:17

[Animation: *The background stays the same, but a red car pulls up beside the circle as the circle changes to represent the new percentage and statistic.*]

[Text on screen: *67% have not taken any action to try and have roads repaired*]

00:00:17 - 00:00:21

[Animation: *A blue screen swipes in from the left and the red car drives off with it. A cartoon image of a man and a woman swipe up from the bottom on the left side of the screen who give the thumbs up sign and raise their hands in the air. A darker blue background appears on the right side. A cartoon image of a hand with an index finger pointing down comes in from the top right side of the screen with a new statistic.*]

[Text on Screen: *While Ontarians were generally satisfied with their local infrastructure*]

00:00:21 - 00:00:23

[Animation: *The cartoon woman and man's expressions changes. The woman now looks frustrated and the man is rubbing his head. The cartoon hand uses its index finger to push a new fact up from the bottom of the screen.*]

[Text on Screen: *There is a feeling that all 3 levels of government need to commit additional funding to maintain and improve infrastructure*]

00:00:23 - 00:00:31

[Animation: *A cartoon road appears across the bottom of the screen. The cartoon hands' index finger pushes a circle in the middle of the screen to reveal a new statistic. To the left of the circle is a clock. To the right of the main circle is a thumbs down cartoon image. The CAA logo is in the bottom corner.*]

[Text on Screen: *60% Do not believe that roads were repaired in a timely fashion*]

00:00:31 - 00:00:38

[Animation: *The road, clock, circle and thumbs down images disappear to show a bank blue background. On the left side of the screen a square document with the words "Insurance" appears with a silhouette of a car beside it. On the right-hand side three statistics appear in boxes that are varying shades of blue. The CAA logo is in the bottom left corner*]

[Text on Screen: *71% of Ontarians were concerned with the state of Ontario's roads*

40% said they experienced vehicle damage due to poor road conditions

19% filed an auto insurance claim for damages]

00:00:38 - 00:00:43

[Animation: *The document, car and text boxes disappear to show a blue background. An outline of a cartoon search engine appears, and text is displayed above the outline as well as within the outline. The CAA logo appears in the bottom right hand corner.*]

[Text on Screen: *Know a road that needs repair?*

Nominate Your Road At: caaworstroads.com]

00:00:43 - 00:00:45

[Animation: *A bright light shines to reveal a white background with the campaign research logo*]

[Text on Screen: *The study was conducted between February 15 and 20, 2019, among a sample of 1,515 residents of Ontario, who were 18 years of age or older. The study was conducted through online surveys. A probability sample of this size would have a margin of error of plus or minus 2.5%, 19 times out of 20.*]

00:00:45 - 00:00:48

[Animation: *The CAA logo appears and then disappears from the screen*]

[Small Text on Screen: *® CAA trademarks owned by, and use is authorized by, the Canadian Automobile Association.*]