

Email Assessment of Taglines Supporting National Anti-Distracted-Driving Efforts-Survey

Questionnaire for email survey assessments of 8 taglines for
USDOT/Anti-Distracted Driving Project

(Notes to survey programmer indicated in *gray and italics*)

Sample:

- o n=400 responses past the five screening questions*
- o U.S. adults ages 18-49; 50%/50% mix of males and females*
- o Operate cars and/or trucks for an average of at least 25 miles per week*

Intro:

Your opinions about several advertising slogans may actually help save lives and prevent serious injuries as a result of highway crashes in which distracted driving is a cause.

There are many ways drivers can be distracted. Mobile phones, GPS devices, eating, personal grooming, reaching across the vehicle for other items are some of the examples. Unfortunately, these distractions sometimes result in driver error and crashes. The number of such crashes could be decreased if drivers had more top-of-mind awareness of the risks of distracted driving.

This survey is to gather your feedback about eight slogan ideas that are intended to remind people to not drive distracted.

It will take only about 8 to 10 minutes of your time to offer your opinions. Yet your input, along with that of other survey respondents, can help prevent serious vehicle crashes, prevent injuries and save lives.

So thank you in advance for participating.

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-0682. Public reporting for this collection of information is estimated to be approximately 10 minutes per response, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590

Main survey questions ---

For this survey, please give your opinions about 8 variations of slogans for a communications/advertising/public relations campaign.

This campaign will be unusual, because it is not advertising a product or service. Rather, its purpose is to communicate an important message: to encourage drivers to be mindful about the risks and dangers of distracted driving.

For this phase of research, several different slogans are being considered. Each appears on a sample poster for you to see and use for your comments. **Please offer your opinions about just the slogans, instead of the overall poster idea. Each slogan appears in the (description of location) of the poster.** As you'll notice, the main headline, photo and text will be the same in every version; only the slogan will be different each time.

(Survey programmed so that as the respondent views each poster/slogan, the questions for it are presented. Program it to display the poster/slogan on the page with the questions, so respondent can easily look back at the poster as s/he responds. The same set of questions is asked for each of the 8 posters/slogans.)

(Additionally, program so the order of presentation changes randomly among respondents)

(The slogans and image file name):

"Focus on the drive."	"Tag1.jpg"
"If you're distracted, you're not driving."	"Tag2.jpg"
"Stay Alive. Just Drive. "	"Tag3.jpg"
"Hands on the wheel. Mind on the road."	"Tag4.jpg"
"Drive smart. Not distracted."	"Tag5.jpg"
"Take action. End distraction."	"Tag6.jpg"
"Put it Down."	"Tag7.jpg"
"Hang up and drive."	"Tag8.jpg"

(As each poster/slogan is shown):

On a scale of 1 to 5, with 1 being the lowest score (for example, not a good fit at all for the main message, not easy to remember at all, etc.) and 5 being the highest score (for example, a very good fit for the main message, very easy to remember, etc.), please rate this slogan:

	Low/Poor Rating				High/ Excellent Rating
A good fit for the campaign’s main message to encourage drivers to be mindful about the risks and dangers of distracted driving	1	2	3	4	5
Easy to remember	1	2	3	4	5
Easy to understand	1	2	3	4	5
Clever	1	2	3	4	5
Unique/original	1	2	3	4	5

If used as the main theme of an overall communications/advertising/public relations campaign, please tell us the likelihood that this slogan would generate greater awareness among drivers that distracted driving is dangerous and should be avoided?

- Definitely would generate greater awareness
- Maybe would generate greater awareness
- Would not generate greater awareness

(repeat the above for each of the other posters/slogans)

(After all eight have been shown and assessed, present the question below)

Of the slogans in the posters you’ve seen, which one do you think would be the most effective for the campaign?

- “Focus on the drive.”*
- “If you’re distracted, you’re not driving.”*
- “Stay Alive. Just Drive.”*
- “Hands on the wheel. Mind on the road.”*
- “Drive smart. Not distracted.”*

_____ *“Take action. End distraction.”*

_____ *“Put it Down.”*

_____ *“Hang up and drive.”*