

Moderator's Guide
Focus Groups to Assess NHTSA Perceptions and Brand Positioning/Identity

OMB Control No: 2127-0682: Focus Groups to Assess NHTSA Perceptions and Brand Positioning/Identity

NOTE TO MODERATOR: When group is fully assembled, read:

This focus group is being conducted to collect information that will help us better understand your opinions about important highway safety matters.

This collection of information is voluntary and will be used for formative purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. Public reporting burden is estimated to average 75 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that 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 generic control number for this collection is 2127-0682.

ADDITIONAL NOTE TO MODERATOR:

- *Disclose presence of observers and video-recording (in lieu of "note taking")*

"Warm-up" discussion topic:

What is the one thing about other drivers that annoys you the most?

NOTE TO MODERATOR: Probe for brief explanation if response is just a few words

On your note pad, write the names of all government agencies you can think of that are involved with highway and driving safety. And as you do, try to classify each one according to federal, state or local government.

NOTE TO MODERATOR: After it appears everyone is finished with his/her list, have each person read the list to the group.

NOTE TO MODERATOR: Present card with the name and logo/acronym:

*National Highway Traffic Safety Administration
NHTSA*

Whether you are familiar with this organization or not, describe what you think it is and what it does.

NOTES TO MODERATOR:

- *Poll each member of group*
- *As each person responds, probe as appropriate regarding where s/he has seen/heard about NHTSA; and/or where s/he typically sees/hears about NHTSA*

NOTES TO MODERATOR:

- *If not already shared in previous discussions, inform group that NHTSA is a federal government agency within the U.S. Department of Transportation.*
- *Hand out to each person the page with NHTSA's mission statement and Administrator Rosekind's description of the agency (see page at end of guide).*

Based on this mission statement and description, what particular services and resources do you think NHTSA provides?

NOTES TO MODERATOR:

- *Refer to existing NHTSA logo on card presented earlier.*
- *Inform group that six new logo designs are being considered*
- *Present each logo (one at a time for discussion). Randomly shuffle order of presentation in each group to minimize potential bias related to presentation order.*
- *For reference, keep existing logo visible on an easel or wall*

In what ways is this new logo design better than the existing one?

What about it makes it attractive or interesting?

In what ways does it give NHTSA a more credible look?

NOTE TO MODERATOR: After all six have been shown/discussed, display all six.

Which of these new designs do you consider best?

NOTES TO MODERATOR:

- *Poll group and tally.*

- *As appropriate, probe for reasons why.*

NOTE TO MODERATOR: If time permits, check with observers for additional questions

NHTSA Mission Statement

Save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity.

Description

NHTSA is the federal agency, under the U.S. Department of Transportation, responsible for reducing deaths and injuries for all who drive, ride and walk on America's roads. NHTSA does this through the development of safety programs related to human choices and vehicle technology.