NHTSA: Fuel Economy Materials Testing Focus Groups

Final Report

November 21, 2014

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Full transcripts are provided along with this report as separate Word documents.

Methodology

Audience

Drivers who own or lease a vehicle, and have some responsibility in the vehicle purchase decision

Method

Focus Groups

Cities

Philadelphia, PA

Kansas City, MO

Seattle, WA

Timing

November 5 – 10, 2014

Key Findings

- Consumers seem more informed about fuel economy compared to focus groups conducted on behalf of this project in 2011; however, there is still misinformation.
  - There is far less familiarity with alternative fuels and information related to GHG and other emissions. Respondents feel this information is not readily available.

- The campaign concept tests well. Consumers are interested in learning more about these topics, but are not actively seeking out information.
  - They expect to find this information in typical automotive sources such as Car & Driver, Consumer Reports, KBB.com, Edmunds.com and others.

- Fact sheets and the interactive infographic are highly rated. Respondents feel these provide useful information and recommend only design and/or user experience edits before these are ready for roll-out.

- The animated video and video game receive mixed reviews and warrant further discussions on refinements and overall inclusion in the campaign.

- Respondents recommend a mix of traditional and non-traditional communication channels in order to more effectively reach and educate consumers.
  - This includes online and offline sources, from websites and social media ads to inserts in registration renewal materials and advertising at the gas pump.

Consumer Knowledge & Interest

Fuel Economy

Respondents are hearing a lot about fuel economy, and are easily able to list behaviors that help improve the miles per gallon they are able to achieve. While there is still some misinformation, respondents seem generally more informed compared to our focus groups in 2011.

For many this is one of the top factors in the vehicle purchase decision. Others say it is not the first piece of information they consider, but when they narrow down their options, it does have an impact on the final purchase.

Consumers are interested in learning more about this topic as it has a direct impact on their wallets; however, they are more likely to be seeking out this information when in the vehicle purchase process.

Economy vs. Efficiency

Many respondents believe the terms "fuel economy" and "fuel efficiency" are synonyms. Though these terms evoke many of the same words and phrases, some do draw a distinction between the two and feel that "fuel economy" is more broad, while "fuel efficiency" is specifically related to vehicle performance.

Words & Phrases that Come to Mind

Fuel Economy	***Fuel Efficiency***
High prices	Miles per gallon
Price per mile/per gallon	Small vehicles
Points on gas	Hybrid cars
Saving money	Engine maintenance
Hybrid cars	Price per mile/per gallon
Plug-ins	How much money/gas you are saving
Mileage	Car performance
Fewer trips to the pump	How well your vehicle uses the fuel it has
Gas prices	Diesel
Small vehicles	Spending less money
Gasoline	Tesla
Money	

Improving Fuel Economy

While respondents are easily able to list driving behaviors that lead to improved fuel economy, there is still some apparent misinformation. Further, respondents are interested in learning more about the things they can do to ultimately save their gas money.

Driving Behaviors to Improve Fuel Economy

Check tire pressure
Reduce extra weight
Pay attention to RPMs
Ease into higher speeds
Use cruise control
Oil changes
Drive a consistent speed
Combine trips
Map out trip for shortest distance
Drive on highways/freeways
Carpool
Use higher octane fuel
Tune ups
Change air filter
Reduce speed
Keep fuel at half a tank or higher
Fill up at certain times of day
Hyper-mile
Choose certain gas stations
Clean fuel injector
Turn heat/air conditioning off
Keep windows up
Leave car running for quick stops
Remove bicycles from roof rack

Alternative Fuels

Respondents are far less informed about alternative fuels, and many question what we are referring to when we use that term. They assume this to mean fuels like electricity, diesel, E85 biodiesel, and natural gas.

Within many groups, one or two respondents are familiar with various alternative fuels and seem to have educated themselves on the topic, but even these respondents suggest there is not a lot of information being pushed to consumers, and much of what they see is not useful or more even conflict.

Consumers are looking for simple, easy to reference information that compares alternative fuels and gasoline across cost (vehicle cost and fuel cost), availability, fuel efficiency, environmental impact, and maintenance considerations.

Most agree that while they are interested in learning more, this topic is likely more relevant to them when considering a new vehicle as their cars cannot be retrofitted to use an alternative fuel.

"Until I have more information, I'm not going to jump on to something… the pros and cons and what negatives and positives people have experienced. And I don't think there's enough information out there…"
- Female, Kansas City

"If there is a vehicle that appealed to my eyes [that ran on alternative fuels], then I would probably be motivated to look up these issues."
- Female, Philadelphia

GHG & Other Emissions

Respondents have varying levels of awareness about greenhouse gases and other emissions – the male groups and those in Seattle are generally more informed. These consumers are hearing about the negative impacts of emissions on the environment, particularly in relation to global warming and ozone depletion. However, they do not immediately consider the connection with fuel economy.

When prompted, most easily grasp the concept that higher fuel efficiency correlates to fewer emissions..

Some are curious to learn the impact of vehicle emissions and how that is measured. They would expect to find information online from the EPA, environmental groups or even manufacturers and energy companies. However, no sources come to mind as particularly helpful on this topic.

"It is part of the whole global warming process. Greenhouse gases are for burning fuel whether it is in your home or car."
- Male, Philadelphia

"I don't think about [it] that much … As a consumer I think more about the gas mileage and the cleaner emissions just sort of comes naturally as technology improves."
- Male, Seattle

Communication Channels

- There is high interest in all of these topics. Some are more interested in fuel economy tips because it is something they can implement right away. Others are more interested in alternative fuels, because they have more to learn and want to hear about the innovations being made within the industry.

- Sources of information on these topics have not changed since the research we conducted in 2011. Top sources named include: Google, Car & Driver, Consumer Reports, Kelley Blue Book, Edmunds.com, mechanics, friends & family, AAA, Carfax, advertising, dealerships, car shows, etc.

- For alternative fuels, they may also consider consulting tech publications. Some suggest they are more likely to trust a dealer for this information, as long as they are helping you to compare models, rather than simply trying to close a sale.

- For GHG and other emissions, some respondents feel they are more likely to trust government or education sources ("a .gov or a .edu").

- Respondents assume resources like the Department of Transportation, or other government sources could be helpful, but are unlikely to have used these in the past. Most would trust the government to provide this information, but it's not top-of-mind to go to a government site.

NHTSA


Campaign Materials

Materials Testing Overview

- Within these focus groups we tested four materials that would be part of this campaign, as well as four campaign slogans.
  - The **fact sheet** receives positive feedback, and respondents feel it is informative and educational. The information is clear, but could be simplified. Older respondents are particularly positive toward this type of content.
  - The **interactive infographic** is also well-liked, with only one group providing neutral or negative ratings. Respondents feel that the information provided in this graphic is useful, but would want to be able to navigate the image on their own, rather than have to follow a specific click path.
  - The **video** receives mixed reviews, but like the concept of having video as part of this campaign. Most respondents feel the content is useful and they would pay attention if this were to be an ad displayed ahead of other online video content, but some feel the animation may be too juvenile.
  - The **video game** also receives mixed reviews. While many respond positively to the gameplay, few feel the game is relevant to them. Even those who are likely to try the game question whether or not they would be compelled to play again. Many respondents suggest this is a good educational method for younger drivers.
  - **Drive Green, Save Green** stands out as the most memorable slogan, and the one that best encompasses all the topics discussed in these focus groups.

- Low awareness of NHTSA is a hurdle. Respondents are unlikely to seek out NHTSA as a source of this information, and feel that they need more information on the agency in order to assess whether or not they trust the materials. Further, there is a clear disconnect in consumers' minds between NHTSA's "safety" mission and the topics discussed in these groups.

Fact Sheet: Summary of Feedback

Overall, respondents react positively to the fact sheet and the information presented. Most feel that the content is understandable and the design is clean. However, many believe the first page will need to better establish the purpose of the fact sheet, what type of information to expect, who NHTSA is and why they are presenting this information.

Respondents generally expect to find this type of fact sheet online, but some could also see this being printed and available at dealerships or other vehicle-related locations. For an online execution, they want to be able to click on individual topics or icons to get more detailed information.

Some also recommend cutting down the technology descriptions to make it more mobile-friendly.

"I liked it. I thought it gave me the information at a glance, something I didn't know that caught my interest."
- Female, Philadelphia

"It is a good introduction. There are probably things that you could click on to go further into the website."
- Male, Philadelphia

Fact Sheet Informative-ness

	Philadelphia	Kansas City	Seattle	**Average**
Females	8.5	7.9	7.6	8.0
Males	8.1	8.1	6.1	7.5
Total	**8.3**	**8.0**	**6.9**	**7.7**

Rated on a 1 to 10 scale where 1 is "not at all informative" and 10 is "very informative"

Fact Sheet: Recommendations

Many want the logo to be larger so that the source of the information is clearer.

Respondents felt the blurriness of this photo was distracting.

This title is not eye-catching and does not provide enough information what to expect from the fact sheet.

Many respondents found the steering wheel confusing.

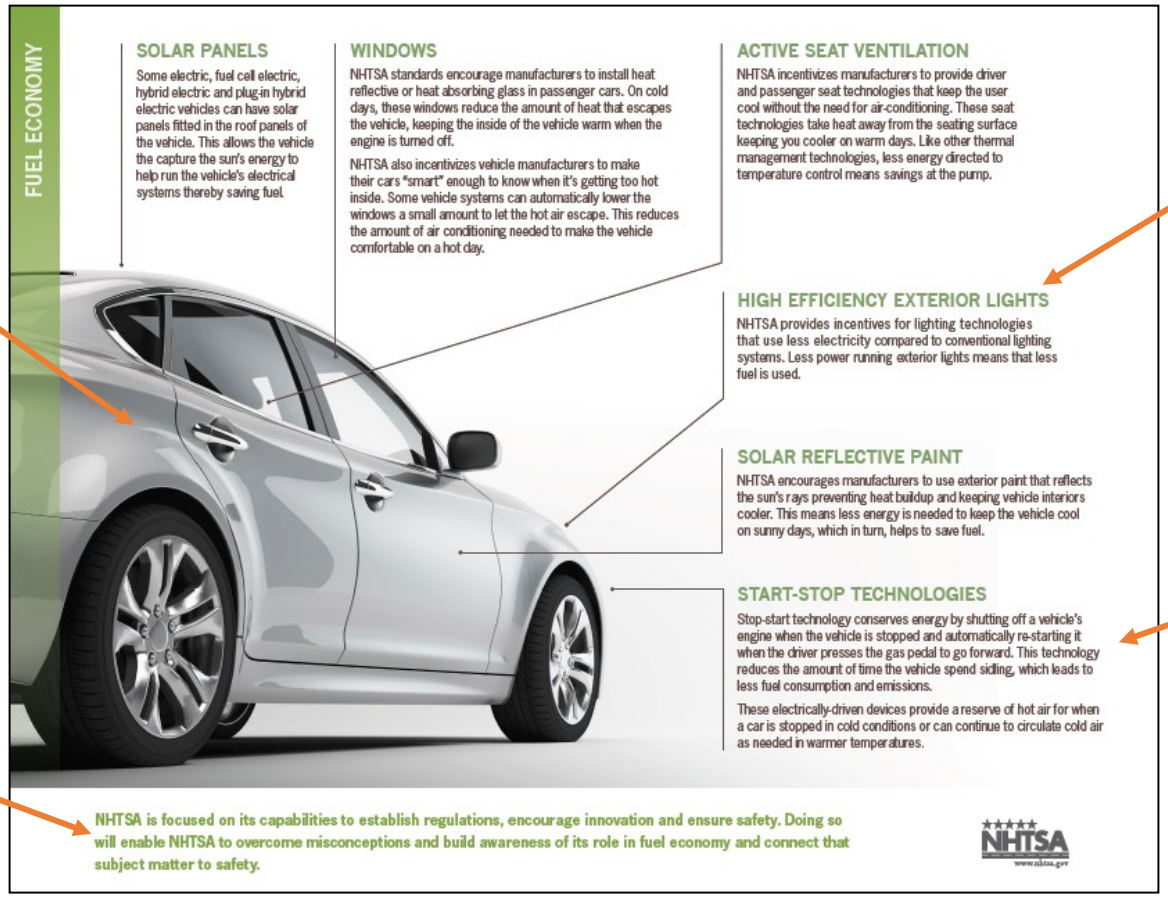
Many specifically call out this fact as being new and interesting information.

Respondents liked the design and use of the icons.

Respondents need an explanation of who NHTSA is, but also want to understand why NHTSA is putting out this information.

Fact Sheet: Recommendations

Respondents generally like the look and design of the diagram. They also like that the car is "typical."



Respondents like the headings and expect to be able to click on the different topics for more information.

Many respondents felt the descriptions were too wordy and could be streamlined.

Language is confusing for some respondents.

Infographic: Summary

Across most groups, the interactive infographic receives very positive feedback. Respondents feel this tool is engaging and educational, and even our most informed respondents feel they learn something from the information provided.

The user experience seems clear and straightforward, but respondents are looking to be able to click around the image rather than follow a specified click path. As it is currently designed, many feel that they would leave the page before reaching the end.

Additional recommendations are mostly around the graphic design. Many are unsure what the roof rack is until it is clicked and additional information is provided. Also, respondents suggest a more dramatic transition of the environment to more clearly connect these behaviors to lower emissions.

"I think it'd be really useful to someone who doesn't know a lot about it and doesn't think a lot about it."
- Male, Kansas City

"I think they should make the changes that happen in the environment more noticeable. Maybe make the environment look a little worse at the beginning so that we can see the changes…"
- Female, Seattle

Infographic Usefulness

	Philadelphia	Kansas City	Seattle	**Average**
Females	9.1	5.3	9.0	7.8
Males	7.0	7.3	6.8	7.0
Total	**8.1**	**6.3**	**7.9**	**7.4**

Rated on a 1 to 10 scale where 1 is "not at all useful" and 10 is "very useful"

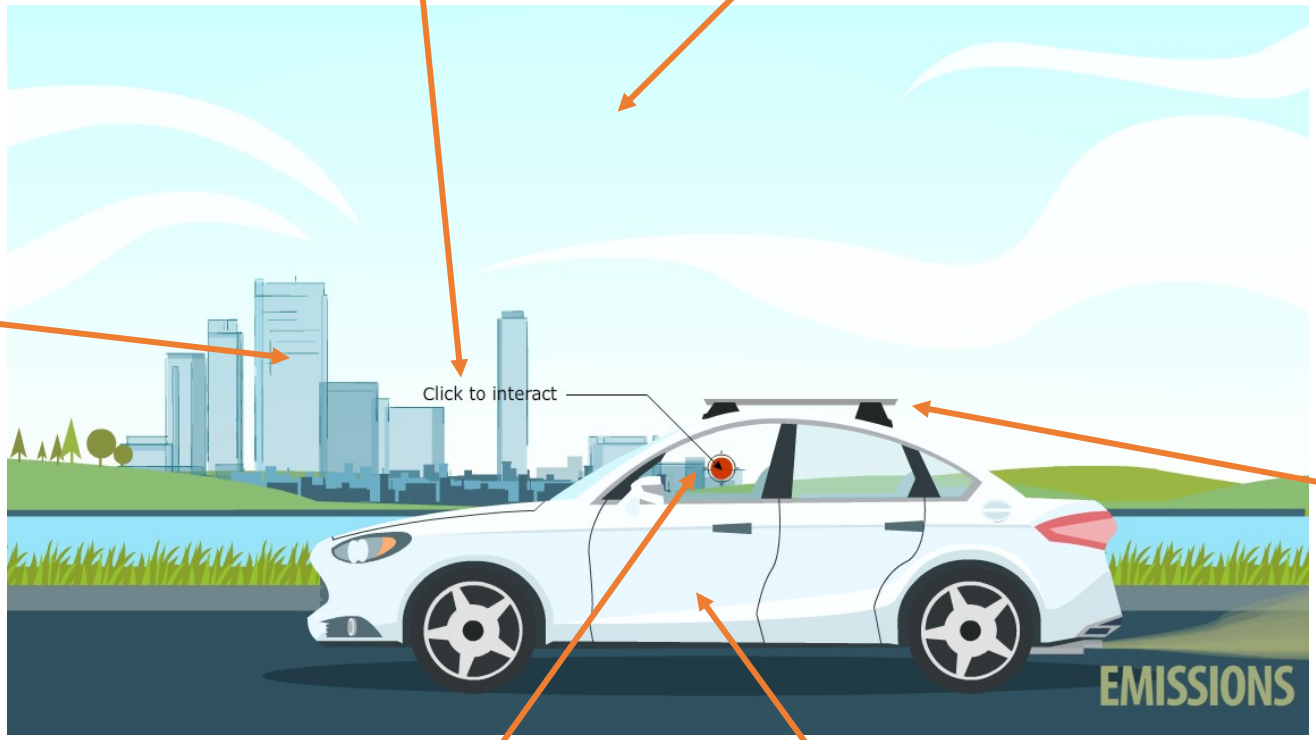
Infographic: Recommendations

Respondents want to be able to navigate on their own.

It is unclear what they are going to learn about if they click.

Many suggest that the image should start with the air looking "dirty" so as to more clearly communicate that improving fuel economy reduces emissions, thus leading to a "cleaner environment."

One respondent recommends having different background options to address city driving vs. highway driving.



Respondents feel that it is not clear that this item is a roof rack. They suggest adding bicycles to the roof.

Some respondents recommend adding people.

The "basic" design of the vehicle is generally appealing.

Video: Summary

Overall, the video storyboards receive mixed reviews. While the concept of a video that provides tips is appealing and useful, some respondents feel that the animation may be too childish.

Consumers are unlikely to seek out this video content, but say they would pay attention if this were an ad before another online video. They also expect to see this type of content at the gas pump, as a PSA before a movie, or on Facebook (either as a promoted post or shared by a friend).

Respondents make clear distinctions between which sequences they like and don't like. Sequence 4 (starting and stopping) is one that consistently receives negative feedback.

In advanced of quantitative testing, it will be important to decide whether or not to move forward with an animated video, or one with a different look and feel. Further, we recommend developing this video and testing the final product within the survey in order to better gauge comprehension and appeal, as well as to determine shorter clips that can be leveraged more broadly and guide targeting.

"I didn't know a lot of these facts so I found them helpful. It's clear-cut, it's simple. I feel like I could look at it real quick and it keeps my attention."
- Female, Kansas City

"I think it looks too cartoonish. You would probably just go right past it."
- Male, Philadelphia

Infographic Usefulness

	Philadelphia	Kansas City	Seattle	**Average**
Females	9.1	5.3	9.0	7.8
Males	7.0	7.3	6.8	7.0
Total	**8.1**	**6.3**	**7.9**	**7.4**

Rated on a 1 to 10 scale where 1 is "not at all useful" and 10 is "very useful"

Video Game: Summary

Respondents also have mixed reactions to the video game concept. Some respondents who actively play mobile games think it would be fun to play, while others feel it is not relevant or interesting enough to prompt a download.

Participants in Kansas City are the most favorable toward the game. Across all markets, younger respondents and women were generally more favorable. Others suggest the game might be good for their children or as a tool for educating new drivers, but not necessarily "relevant to me."

The gameplay also receives mixed reviews. Some appreciate the strategy involved and the competitive nature, and liken the game to Oregon Trail (which they recall fondly).

Several respondents suggest that the game could be improved by adding tie-ins to real life (i.e., selecting their actual vehicle or piping in gas prices by geographic location).

However, even those who feel positive toward the concept question whether or not this game could hold players interest over time.

"It depends on your demographic. If you got it in the hands to start when they're eight, ten, to start to introduce those concepts, you got it. My son would be all over that."
- Male, Kansas City

"It could be somewhat appealing. Maybe, but what is the purpose of it right?... If it is only about fuel efficiency I don't know [if it would be as appealing]."
- Male, Seattle

Video Game Usefulness

	Philadelphia	Kansas City	Seattle	**Average**
Females	8.3	6.7	7.7	7.6
Males	4.1	6.5	5.1	5.3
Total	**6.2**	**6.9**	**6.3**	**6.5**

Rated on a 1 to 10 scale where 1 is "not at all useful" and 10 is "very useful"

Tagline Ratings

In addition to receiving the highest overall ratings across the groups, most respondents agree that "Drive Green, Save Green" is the most memorable, most compelling, and most encompassing of the topics discussed.

		Drive Green, Save Green	Drive to a Cleaner Future	Safer Roads, Cleaner Futures	Drive Farther, Cleaner
Philadelphia	*Females Average*	A	B	C	C
	Males Average	B	B	C	C
	Philadelphia Average	A	B	C	C
Kansas City	*Females Average*	C	C	C	C
	Males Average	B	C	C	C
	Kansas City Average	B	C	C	C
Seattle	*Females Average*	B	B	D	C
	Males Average	B	C	D	C
	Seattle Average	B	C	D	C
	Total Average	**B**	**C**	**C**	**C**

Campaign Considerations

- **Campaign Concept/Messaging is Still Relevant:** Campaign messaging continues to resonate. Respondents are interested in learning about these topics and appreciate the tips and other facts included within these materials.

- **Materials Should be Targeted:** With a broad target audience, it is important to consider a variety of materials that appeal to different demographics. Within the quantitative survey, we can explore appeal across age, gender, and other audience characteristics in order to guide campaign targeting.

- **Lead Consumers to Content:** Consumers are interested in these topics, but not actively seeking out information. Paid advertising and SEO will be important for driving consumers to the educational content on fuel economy, alternative fuels, and GHG and other emissions.

- **Reach New Vehicle Purchasers:** As they enter the car-buying process, new vehicles purchasers are a captive audience, seeking information related to the vehicles they are considering. Leveraging NHTSA's existing partnerships with sites like Cars.com to capture consumers when they need this information most will be important to enhancing the reach of this campaign.

- **Leverage Varied Communication Channels:** Respondents recommend various channels through which to reach them with this campaign including online (search, advertising, websites), traditional media (magazines, TV), outdoor ads (gas stations, billboards, public transit), relevant vehicle materials (registration renewal, insurance documents), driver's education, and other vehicle locations (dealership, DMV, maintenance facility).

- **Address Alternative Fuels:** Respondents feel that they have the most to learn about alternative fuels, and would welcome an unbiased source to provide them with information on this topic. They believe that the materials tested did not sufficiently focus on this topic, and are interested in comparisons across alternative fuels to help them with future purchase decisions.

NHTSA

Appendix I: Full Activity Results

Fact Sheet Informativeness

	Philadelphia	Kansas City	Seattle	Total
Females	7	6	8	8.0
	10	10	9	
	6	9	7	
	10	9	7	
	7	7	7	
	10	8	10	
	10	6	7	
	8	8	6	
Females Average	**8.5**	**7.9**	**7.6**	
Males	8	7	6	7.5
	7	9	2	
	8	10	8	
	6	6	5	
	10	6	7	
	8	10	8	
	10	8	5	
	8	9	8	
Males Average	**8.1**	**8.1**	**6.1**	
Total Average	**8.3**	**8.0**	**6.9**	**7.7**

Rated on a 1 to 10 scale where 1 is "not at all informative" and 10 is "very informative"

Infographic Usefulness

	Philadelphia	Kansas City	Seattle	Total
Females	10	5	10	7.8
	7	4	10	
	10	8	9	
	10	9	8	
	10	1	10	
	10	5	9	
	8	5	8	
	8	5	8	
Females Average	**9.1**	**5.3**	**9.0**	
Males	8	6	8	7.0
	8	7	6	
	8	8	7	
	5	7	10	
	5	8	8	
	6	7	1	
	8	7	7	
	8	8	7	
Males Average	**7.0**	**7.3**	**6.8**	
Total Average	**8.1**	**6.3**	**7.9**	**7.4**

Rated on a 1 to 10 scale where 1 is "not at all useful" and 10 is "very useful"

Infographic Image Appeal

	Philadelphia	Kansas City	Seattle	Total
Females	5	4	6	6.7
	7	8	5	
	7	9	6	
	9	3	5	
	10	5	8	
	8	6	10	
	6	6.5	7	
	7	7	7	
Females Average	**7.4**	**6.1**	**6.8**	
Males	6	3	9	5.3
	4	1	6	
	9	3	1	
	2	N/A	4	
	5	8	8	
	4	8	8	
	N/A	3	N/A	
	N/A	7	7.5	
Males Average	**5.0**	**4.8**	**6.2**	
Total Average	**6.4**	**5.4**	**6.5**	**6.1**

Rated on a 1 to 10 scale where 1 is "not at all appealing" and 10 is "very appealing"

Video Usefulness

	Philadelphia	Kansas City	Seattle	Total
Females	8	6	8	7.2
	3	8	8	
	9	5	10	
	8	5	7	
	8	9	9	
	10	8	6	
	3	7.5	7	
	5	7	7	
Females Average	**6.8**	**6.9**	**7.8**	
Males	8	9	3	6.0
	6	5	1	
	6	8	3	
	4	9	1	
	4	5	5	
	8	7	7	
	8	6	8	
	5	8	9	
Males Average	**6.1**	**7.1**	**4.6**	
Total Average	**6.4**	**7.0**	**6.2**	**6.6**

Rated on a 1 to 10 scale where 1 is "not at all useful" and 10 is "very useful"

Video Game Usefulness

	Philadelphia	Kansas City	Seattle	Total
Females	8	8	7	7.6
	7	5	10	
	4	7	N/A	
	10	1	6	
	9	8	10	
	10	8	5	
	10	10	8	
	8	6.5	8	
Females Average	**8.3**	**6.7**	**7.7**	
Males	2	7	1	5.3
	5	7	9	
	5	8	8	
	8	9	3	
	3	4	2	
	2	5	7	
	4	8	8	
	4	9	3	
Males Average	**4.1**	**6.5**	**5.1**	
Total Average	**6.2**	**6.9**	**6.3**	**6.5**

Rated on a 1 to 10 scale where 1 is "not at all useful" and 10 is "very useful"

Tagline Grades

	Drive Green, Save Green	Drive to a Cleaner Future	Safer Roads, Cleaner Futures	Drive Farther, Cleaner
Philadelphia	A	B	D	B
	A	B	A	C
	B	B	F	C
	A	C	C	A
	A	B	A	D
	A	A	C	D
	A	A	B	D
	A	A	C	D
	A	C	D	D
	B	B	C	C
	A	C	D	A
	B	C	D	C
	A	B	C	C
	B	C	C	C
	B	A	D	C
	B	C	C	C
Average	**A**	**B**	**C**	**C**

Tagline Grades

	Drive Green, Save Green	Drive to a Cleaner Future	Safer Roads, Cleaner Futures	Drive Farther, Cleaner
Kansas City	A	C	C	C
	B	C	C	D
	C	B	D	D
	B	D	B	A
	C	D	B	D
	C	B	C	D
	D	A	C	D
	D	C	B	D
	A	C	D	B
	B	C	D	C
	B	C	D	D
	B	C	D	C
	B	B	C	F
	C	D	A	B
	C	D	B	D
	B	B	F	B
Average	**B**	**C**	**C**	**C**

Tagline Grades

	Drive Green, Save Green	Drive to a Cleaner Future	Safer Roads, Cleaner Futures	Drive Farther, Cleaner
Seattle	A	A	F	C
	B	C	D	D
	B	C	D	F
	B	C	D	C
	B	C	D	D
	B	B	C	C
	C	C	C	C
	A	B	B	C
	B	D	C	C
	C	C	C	C
	A	C	C	D
	B	F	F	C
	C	C	F	D
	A	C	F	D
	C	C	C	F
	B	C	F	B
Average	**B**	**C**	**D**	**C**

Tagline Notes

Philadelphia

Drive Green, Save Green
Saving the environment by using clean/green fuel.
Very good! Simple, direct, great incentive for driving green. Best one yet!
It would catch many people's eyes due to the fact it implies money.
hashtag - everyone wants to save money. Clear, to the point.
I like the best! Environment, money, bright future.
Love it! :)
Makes sense, straight to the point, clear thought and very appealing!
I like it.
Thumbs up.
Very good
Simple + connects. Like the environment and money. I believe this is true. Must have self-interest.
Straight to the point, ties in the word green nicely.
Straight to the point.
Says that the greener your vehicle, the more money you will have.
OK - destined for a cleaner now.
That makes a point.

Tagline Notes

	Drive Green, Save Green
Kansas City	Catchy
	Drive Green for a Clean Future
	Boring.
	Clever! Especially with a green car!
	Too buzz word. Simple - know what driving better leads to saving money.
	Straight to the point.
	Yes! Simple, but clear. Everyone likes to save money. Cut… even a bit sassy :)
	Not everyone on board. To narrow reach for consumers.
	Simple & direct. I like it.
	Drive Clean, Save Green
	If "save green" means money, then it's a good slogan. Engaging and simple.
	I believe this would be very helpful to drivers.
	N/A
	Basic. "Drive Green" seems nebulous.
	Seems typical and lacks creativity.
	Tagline is simple and easy to remember.

Tagline Notes

	Drive Green, Save Green
Seattle	Drive Green, Save More!
	I like - anything with saving money.
	Better; provides incentive.
	Love it.
	Like saving green.
	N/A
	Saving the environment and saving money are the best!
	Great slogan!
	I find this useful. I like the connection made between green and money (saving).
	Do you actually save by driving green? You save by following rules (under 60, nothing on top of car), but it doesn't really tell if your saving to drive green.
	Yeah
	Better than first one (safer roads).
	Simple, no "ring" to it. Too bland.
	Great comparing, if I drive green I can save money, tell me how!
	N/A
	Catchy…

Tagline Notes

Philadelphia

Drive to a Cleaner Future
Makes sense, or "drive into a cleaner future"
Cleaner, maybe clear or gas-free
Maybe say "Drive with a cleaner future in mind"
How? Needs more clarification. "Use ___ to drive to a cleaner etc." or "Drive to a cleaner future with ___"
I like it because it implies cleaner fuel saves. Would look nice with a nature background or scenic road.
Like this a lot, but maybe not as pointed a message; "Cleaner cars, cleaner future"
Straightforward. Def a tagline can be said in a catchy tone.
That is the ultimate goal isn't it? Driving there is one way to get there.
Oxymoron / non-sequitur. A cleaner future is not drivign.
Drive to a cleaner environment
What about the present? Focus on now, then the future will take care of itself.
N/A
Lose future and doesn't speak of efficiencies.
Too abstract
N/A
N/A

Tagline Notes

Kansas City

Drive to a Cleaner Future
Leave place better than you found it mentality, not just impacting today, but future generations.
OK - could rate better if it had awesome background! Drive "for" instead of "to"
Interesting. Would want to know more.
How? Meaning is very unclear… Better if = Drive to a cleaner future for "the planet" or "environment"
Drive for a Cleaner Tomorrow.
Tells me that we are concerned about the environment.
Don’t like choice of words.
No remarks.
Same thought as last one, but prefer "Drive Green, Save Green"
Sounds like a tagline that could be from a gas/oil company
Did not resonate with me at all
Boring, slightly corny
It's ok, but some people would not understand it.
Sounds played out
Not very engaging. It does not involve everything that we talked about.
Good literature.

Tagline Notes

	Drive to a Cleaner Future
Seattle	Needs more info.
	It did not do anything for me.
	Driving in clean air
	Doesn't move me one way or another.
	Driving "smarter" to a clean future. Cars do not equal clean.
	I like how the title is looking at fixing the pollution.
	Makes it sound possible.
	Sounds good, but is it good to drive to have a cleaner future?!?
	Somewhat contradictory
	OK and ???
	I like the way it sounds but it is somewhat vague.
	N/A
	Why?
	Am I even concerned about this? I'm looking for ways to save money, not too concerned with cleaner future.
	Does not tie in personal advantage of saving money.
	Catchy and makes me think but not great.

Tagline Notes

Philadelphia

Safer Roads, Cleaner Futures
The "safer" probably points to the fuel efficiency, so it leads to better futures, but it is not catchy.
Simple, gets the message across; I like the addition of the "safety" aspect.
How do you define safer roads? No link to fuel to me. Seems MADD campaign.
What does safe roads have to do with a clean future?
Easily understood.
How does one correlate to the other?
It is missing something…
One world, one future
Doesn't make sense.
What makes roads safer?
Doesn't speak much on fuel economy/efficiencies. No mention of cars.
I don't know what this means. I want cleaner air now.
I think it will work as a P.S.A. Use for Driver's Ed in schools
No mention of fuel efficiency.
Environmental, clean - not connected to safety.
Generic; focuses on raods rather than the cars.

Tagline Notes

Kansas City

Safer Roads, Cleaner Futures
Safer roads makes it seem like road repair, not driving to produce safer roads. Like cleaner future environment.
Clear but just okay. Doesn't capture my imagination. Good idea. But a bit blah.
Needs a little more
Tie this in with teenagers.
I like - it's catchy.
Pairs of words don't go together. Confusing.
How are the roads safer?
Like this - but how does "safer" tie into fuel economy? Did I miss something?
How do safer roads mean a cleaner future?
"Safer" is unrelated to the topic
Doesn't take into account the human element of stupidity.
Seems lacking in resonance.
This one does not jump out at me. If it was the first slide in a presentation that explained it would work.
N/A
Driving more defensive.
It goes to a different topic.

Tagline Notes

	Safer Roads, Cleaner Futures
Seattle	Doesn't say anything about fuel efficiency.
	We did not cover anything on road quality.
	Don't get it - how do they go together?
	What?? Is this for DOT road repair/maintenance?
	Confusing - what's a cleaner future? Too broad.
	I don't see how they are connected.
	Too broad, not enough detail, could mean anything.
	Infrastructure? Or - safer roads with better safer vehicles?
	Not real catchy to me for a slogan.
	Doesn't do anything for me. Goes over my head. Pretty ordinary.
	Not sure where safety ties into fuel efficiency.
	Don't understand.
	Safe seems unclear and irrelevant to clean emissions.
	N/A
	Some good, some not so good, be more up front and use better comparatives.
	How do emissions have to do with safety? Where is the connection?

Tagline Notes

Philadelphia

Drive Farther, Cleaner
It seems like its encouraging one to drive more often, but in a more efficient way.
Don't like "farther" - doesn't look or sound right! (Further?) Otherwise, nice and succinct.
What is cleaner? How far?
Everyone would like to be able to drive farther. Cleaner for the environment is good.
How? This doesn't make sense to me. It needs something more to go with it.
Farther is not an easily recognized word.
Thought it said "Drive Father." Do not like it.
Does not appeal to me. Does not flow.
N/A
Destiny - destined for a cleaner now
Grabs interest, speaks upon better fuel economy equals cleaner footprint.
N/A
More miles + a cleaner environment
Need to speak about efficiently
Sounds like fuel additives only. Needs better linkage - fuel economy and environment. Does not tell you unless you are already familiar.
N/A

Tagline Notes

	Drive Farther, Cleaner
Kansas City	Seems like you forgot to finish the statement
	Don't like
	Not appealing! How?
	Good for environment and consumer.
	Seems like slogan for a car wash! Is farther a real word?
	A little confusing
	Clear, but a bit dull.
	N/A
	Understandable
	Don't understand it. Multiple meanings.
	Choppy, unbalanced
	How? Is this a tagline for gas or an oil company?
	I don't ever sound good. Farther at first glance looks like father. I immediately think of old people.
	This one makes sense and is inline with the theme of the other materials.
	Again, it is not educating on the fuel efficiency topic
	Driving more economy

Tagline Notes

	Drive Farther, Cleaner
Seattle	Missing an extra word.
	N/A
	N/A
	Driving farther is not driving cleaner!
	Too simple.
	I would say: Driver Cleaner, Farther
	In what? Where?
	Still missing something, does not grab me.
	Why?
	Are we necessarily cleaner just to be able to drive farther on less gas? I guess less emissions is better.
	Just didn't like very much.
	Not catchy. But at least there is a vague connection between money and environment.
	I get the message, but don't like the verbiage.
	Doesn't cover the incentives of going green.
	N/A
	I kind of get this one.

Appendix II: Respondent Grids

Respondents: Philadelphia

Gender	Age	Education	Ethnicity	HHI	Owner/ Lessee	Miles Per Week
Female	49	College Grad	African American	$50k - $75k	Own	200-299
Female	64	Some College	African American	$100k - $150k	Lease	50-99
Female	69	Some College	Other	$50k - $75k	Own	50-99
Female	22	College Grad	African American	$50k - $75k	Own	100-199
Female	62	Post-Grad	White	$100k - $150k	Own	500+
Female	24	College Grad	Hispanic	$25k - $50k	Own	200-299
Female	44	College Grad	White	$50k - $75k	Own	200-299
Female	28	College Grad	African American	$25k - $50k	Lease	300-499
Male	66	Some College	African American	$50k - $75k	Own	50-99
Male	52	College Grad	African American	$75k - $100k	Own	50-99
Male	48	Some College	African American	$50k - $75k	Lease	50-99
Male	48	College Grad	White	$50k - $75k	Own	100-199
Male	28	College Grad	White	$75k - $100k	Own	300-499
Male	52	Some College	African American	$25k - $50k	Lease	50-99
Male	75	College Grad	White	$100k - $150k	Own	0-49
Male	59	Post-Grad	White	$75k - $100k	Lease	300-499

Respondents: Kansas City

Gender	Age	Education	Ethnicity	HHI	Owner/ Lessee	Miles Per Week
Female	27	College Grad	White	$50k - $75k	Own	50 to 99 miles
Female	56	Some College	White	$75k - $100k	Own	50 to 99 miles
Female	66	High School Grad	White	$50k - $75k	Own	100 to 199 miles
Female	24	College Grad	Hispanic	$25k - $50k	Own	0 to 49 miles
Female	34	Some College	African American	$50k - $75k	Own	200 to 299 miles
Female	32	Tech School	Hispanic	$25k - $50k	Own	50 to 99 miles
Female	47	Some College	White	$50k - $75k	Own	50 to 99 miles
Female	49	College Grad	White	$50k - $75k	Own	100 to 199 miles
Male	32	College Grad	Other	$25k - $50k	Own	50-99 miles
Male	60	Some College	African American	$50k - $75k	Own	300 to 499 miles
Male	22	Some College	Hispanic	$25k - $50k	Own	100 to 199 miles
Male	42	Post-Grad	White	$75k - $100k	Own	200 to 299 miles
Male	49	College Grad	Hispanic	$150k - $200k	Own	50 to 99 miles
Male	29	Tech School	White	$25k - $50k	Own	200 to 299 miles
Male	39	College Grad	White	$50k - $75k	Own	100 to 199 miles
Male	44	College Grad	African American	$100k - $150k	Own	100-199 miles

Respondents: Seattle

Gender	Age	Education	Ethnicity	HHI	Owner/ Lessee	Miles Per Week
Female	26	College Grad	African American	$25k - $50k	Lease	200-299
Female	29	Some College	White	$25k - $50k	Own	100-199
Female	54	College Grad	African American	$25k - $50k	Own	100-199
Female	54	Post-Grad	White	$25k - $50k	Own	100-199
Female	49	College Grad	African American	Refused	Own	500+
Female	62	College Grad	African American	$100k - $150k	Own	200-299
Female	36	Some College	African American	$25k - $50k	Lease	0-49
Female	21	High School Grad	White	$25k - $50k	Own	100-199
Male	56	College Grad	White	$75k - $100k	Own	300-499
Male	28	College Grad	White	$75k - $100k	Lease	50-99
Male	22	High School Grad	White	$50k - $75k	Own	100-199
Male	59	College Grad	African American	$75k - $100k	Own	50-99
Male	43	Post Grad	White	$75k - $100k	Own	100-199
Male	47	Post Grad	African American	$25k - $50k	Own	50-99
Male	21	Some College	White	$75k - $100k	Own	100-199
Male	42	College Grad	White	Under $25k	Own	50-99