



**Ad Council Texting & Driving 8<sup>th</sup> Post Wave (Wave 9)**



**SAMPLE**

n=1,015 from TeensEyes and outside sample

- Females and Males ages 16-34 (*removed 35-49 in 5<sup>th</sup> post wave*)
  - o 50/50 gender split
- Must hold a valid US driver's license
- Typically drive at least once a week
- Must have a mobile phone with texting capabilities
- Match click-throughs to U.S. Census on HH income, region, and ethnicity

**QUOTAS**

		<b>Total</b>	<b>16-24 year olds</b>	<b>25-34 year olds</b>
<b>Total</b>		1015	700	315
<b>Gender</b>	Males	487	335	152
	Females	528	365	163
<b>Age</b>	16-18	175	175	<b>n/a</b>
	19-21	225	225	<b>n/a</b>
	22-24	300	300	<b>n/a</b>
	25-34	315	<b>n/a</b>	315
<b>Income</b>	< \$35,000	330	237	93
	\$35,000-\$74,999	351	246	105
	\$75,000 +	311	194	117
	Decline/Prefer not to answer	35	25	10
<b>Urbanicity</b>	City	421	307	114
	Suburbs	461	296	165
	Some other area	133	97	36

		<b>Caucasian/ Other</b>	<b>African American</b>	<b>Hispanic</b>
<b>Total</b>		<b>702</b>	<b>140</b>	<b>173</b>
<b>Total Region</b>	Northeast	123	19	23
	Midwest	193	26	16
	South	237	79	77
	West	149	16	57
<b>Total 16-24 year olds</b>		<b>500</b>	<b>101</b>	<b>99</b>

<b>16-24 year old Region</b>	Northeast	78	16	9
	Midwest	152	17	9
	South	161	56	51
	West	109	12	30
<b>Total 25-34 year olds</b>		<b>202</b>	<b>39</b>	<b>74</b>
<b>25-34 year old Region</b>	Northeast	46	3	14
	Midwest	41	9	7
	South	75	23	26
	West	40	4	27

**ADD: A tracking quota for 18-34 year olds**

**INTRODUCTION SCREEN - TEENSEYES**

Thank you for participating in this study **[INSERT KNAME]**! We have a few questions for you today. Once you have finished, you will receive 100 Points!

Please click "Start" to begin the survey.

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**INTRODUCTION SCREEN - OUTSIDE SAMPLE**

Thank you for participating in this study! We have a few questions for you today.

Please click "Continue" to begin the survey.

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**INTRODUCTION SCREEN - SHOW FOR ALL**

*Thank you for agreeing to participate in this online study. The survey will take about 17 minutes to complete. All responses are anonymous and will only be viewed in aggregate.*

*This study is being conducted on behalf of the National Highway Traffic Safety Administration (NHTSA). Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. The OMB control number for this study is 2127-0682.*

*This survey is voluntary. We will not collect any personal information that would allow anyone to identify you. Any information you do provide will be kept private to the fullest extent of the law. 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*

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S1. What is your gender? **ACCEPT ONE**

- Male
  - Female
- 

S2. What is your exact age?

**PROGRAMMER: TERMINATE IF NOT AGE 16-34. DO NOT TERM UNTIL AFTER CLICK THROUGH QUESTIONS (AFTER S5)**

**PROGRAMMER: PLEASE ADD THE FOLLOWING TRACKING VARIABLES:**

- **16-18 YEARS OLD**
- **19-24 YEARS OLD**
- **25-34 YEARS OLD**

**PROGRAMMER: SHOW S3a AND S3 ON THE SAME SCREEN**

S3a. Are you of Hispanic or Latino origin? **ACCEPT ONE**  
Yes  
No

S3. Which of the following best describes your race/ethnicity? **ACCEPT MULTIPLE**  
White  
Black or African-American  
Asian  
Native Hawaiian or other Pacific Islander  
American Indian or Alaska Native  
Other  
Prefer not to answer

**PROGRAMMER: PLEASE CREATE THE FOLLOWING DUMMY VARIABLE (ETHNICITY):**

- **CAUCASIAN/OTHER = SELECTED ANY OF THE FOLLOWING:**
  - **WHITE (S3)**
  - **ASIAN (S3)**
  - **NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER (S3)**
  - **AMERICAN INDIAN OR ALASKA NATIVE (S3)**
  - **OTHER (S3)**
  - **NO (S3a)**
- **AFRICAN AMERICAN = SELECTED BLACK or AFRICAN AMERICAN AT S3**
- **HISPANIC = SELECTED YES AT S3a**

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S4. Which classification best describes your family's total pre-tax household income? If you are not sure, please take your best guess (or ask a family member). (Select one answer.) **ACCEPT ONE**

- Less than \$10,000
- \$10,000-\$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000+
- Prefer not to answer

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S5. What state do you live in? **DROP DOWN LIST**

**PROGRAMMER: TERMINATE IF NOT IN THE US.**

**PROGRAMMER: PLEASE ADD THE FOLLOWING TRACKING VARIABLES:**

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- **Northeast**
- **Midwest**
- **South**
- **West**

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S32. Do you live in the city, suburbs, or some other area? **ACCEPT ONE**

- City
- Suburbs
- Some other area

S6. Approximately how much time per day do you spend using your mobile phone/device (includes talking, texting, sharing pictures and videos, web applications, etc.)?

**ACCEPT ONE**

- I don't have a mobile phone → **TERMINATE**
- Less than 30 minutes per day
- 30 minutes to 1 hour per day
- 1 hour to 2 hours per day
- More than 2 hours per day

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S7. Which of the following have you done on your mobile phone/device in the past 30 days? Please check all that apply. **ACCEPT MULTIPLE. RANDOMIZE**

- Sent a text message → **MUST CHECK TO CONTINUE**
- Took or shared pictures
- Shared videos
- Played music
- Used a social networking site (e.g. Facebook or Instagram)
- Played games
- Sent direct messages or instant messages
- Surfed the internet
- Sent or viewed a Snapchat
- None of these

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S8. Do you hold a: **ACCEPT ONE**

- Driver's license
- Learner's permit → **TERMINATE**
- Neither → **TERMINATE**

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S9. In general, how many times per week do you personally drive a car or other vehicle?  
**ACCEPT ONE**

Less than once per week → **TERMINATE**  
 Once per week  
 A few times per week  
 Every day

**TRANSITION SCREEN - TEENSEYES**

You have qualified to take the remainder of this survey, which should only take about 12 more minutes. When you have completed the rest of the survey we will add an additional 100 Points to your account for a total of 200 Points!

**USE THE FOLLOWING TEXT FOR 16-24 YEAR OLDS ONLY:**

- Below are some issues that relate to driving. Please indicate how personally concerned you are about teens and young adults doing these behaviors. **MATRIX. RANDOMIZE. ACCEPT ONE PER ROW**

**USE THE FOLLOWING TEXT FOR 25-34 YEAR OLDS ONLY:**

Below are some issues that relate to driving. Please indicate how personally concerned you are about people doing these behaviors. **MATRIX. RANDOMIZE. ACCEPT ONE PER ROW**

*While answering the following questions please be honest and keep in mind that your answers are strictly confidential and will only be used for research purposes.*

	<b>Not at all concerned</b>	<b>Not too concerned</b>	<b>Somewhat concerned</b>	<b>Very concerned</b>	<b>Extremely concerned</b>
Speeding/driving too fast					
Tailgating					
Driving after drinking					
Texting while driving					
Talking on the phone while driving					

- Please indicate how often you have done the following activities on your mobile phone/device while you are driving? (Note: *While you are driving* means YOU are the operator of the vehicle.) **MATRIX. RANDOMIZE. ACCEPT ONE PER ROW**

	<b>Never</b>	<b>1-2 times ever</b>	<b>A few times</b>	<b>Many times</b>

Read a standard text message (SMS)				
Composed/Sent a standard text message (SMS)				
Read an email				
Used a mobile phone app				
Used a social media platform (Facebook, Instagram, Snapchat, etc.)				
Used direct messaging or instant messaging (WhatsApp, g-chat, etc.)				

**PROGRAMMER NOTE: PLEASE PROVIDE AN AGGREGATE OF THOSE RESPONDENTS ANSWERING “NEVER” FOR ALL CHOICES**

In the next set of questions, we refer to “texting while driving.” In this case, please think of texting as composing, sending, or reading messages on your phone. This could be using standard SMS texting, email, instant messaging, mobile phone apps, or other social media applications on a mobile device (e.g. Instagram).

3. Please indicate how much you agree/disagree with the following statements.  
**MATRIX. RANDOMIZE. ACCEPT ONE PER ROW**

	<b>Disagree completely</b>	<b>Disagree somewhat</b>	<b>Neither agree nor disagree</b>	<b>Agree somewhat</b>	<b>Agree completely</b>
People make too big a deal about texting while driving.					
Most of my friends text while driving.					
It is easy to text while driving and still pay attention to the road.					

4. Approximately how often do you text while driving? **ACCEPT ONE**

Never  
 Rarely  
 Sometimes  
 Often

5. Approximately when was the last time that you texted while driving? **ACCEPT ONE**

In the past week \*

In the past month \*  
In the past 2 to 3 months \*  
More than 3 months ago ^  
Never ^  
Not sure ^

**PROGRAMMER: PLEASE ADD THE FOLLOWING TRACKING VARIABLES:**

- **TEXT WHILE DRIVING (\*): In the past week, In the past month, In the past 2 to 3 months**
- **DON'T TEXT WHILE DRIVING (^): More than 3 months ago, Never, Not sure**

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6. In your experience, approximately how often would you say that your friends text while driving? **ACCEPT ONE**

Never  
Rarely  
Sometimes  
Often

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7. Approximately when was the last time that you were a passenger in a car or other automobile when one of your friends was texting while driving? **ACCEPT ONE**

In the past week  
In the past month  
In the past 2 to 3 months  
More than 3 months ago  
Never  
Not sure

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8. How likely are you to text while driving in the future? **ACCEPT ONE**

Very likely  
Somewhat likely  
Somewhat unlikely  
Very unlikely

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9. How confident are you that you can text and drive safely? **ACCEPT ONE**

Very confident  
Somewhat confident  
Not too confident  
Not at all confident



10. Which of the following statements best describes how you feel about texting and driving: **ACCEPT ONE**

It is okay to sometimes text while you are driving.  
 It is okay to text when you are stopped at a stop light or in traffic but not while driving.  
 It is never okay to text when you are behind the wheel.

11. Have you recently heard, seen or read anything about the risks or consequences of texting while driving in advertising, publicity, the media, the Web or other places? **ACCEPT ONE**

Yes  
 No  
 Not sure

**ASK Q12 IF SELECTS "YES" AT Q11. IF SELECTS "NO" OR "NOT SURE" THEN SKIP TO Q13**

12. Did you hear, see, or read about the risks or consequences of texting while driving from these sources? (Please select all that apply) **MATRIX. RANDOMIZE. ACCEPT ONE PER ROW**

	<b>Yes</b>	<b>No</b>
TV show		
TV ad		
Radio show		
Radio commercial		
Magazine article		
Magazine ad		
Newspaper article		
Newspaper ad		
Online content/article		
Online ad		
Social networking site		
Outdoor billboards or outdoor posters		
From friends or family		
At school/college		
Some other place	**	

**ASK Q12a IF SELECTS "YES" UNDER 'SOME OTHER PLACE' (\*\*) AT Q12**

12a. You mentioned that you heard, saw or read something about the risks or consequences of texting while driving in some other place. Where was that? **OPEN-END**

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13. In the past six months, have you... **MATRIX. RANDOMIZE. ACCEPT ONE PER ROW**

	<b>Yes</b>	<b>No</b>
Had a discussion with friends about the consequences of texting while driving		
Had a discussion with family about the consequences of texting while driving		
Visited a website to get more information about how to prevent texting while driving		

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14. Have you ever heard of a website called StopTextsStopWrecks.org? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

On the following screens you will be shown some public service advertisements. For each, please indicate whether you have seen or heard the ad.

**RESPONDENTS WILL EVALUATE 3 OUT OF 4 TV ADS (Q15-Q15c), 2 OUT OF 4 RADIO ADS (Q18, Q19a-Q19c), BOTH OOH ADS (Q23a & Q23b), AND THE DIGITAL AD (Q24). USE LEAST FILLED QUOTA TO RANDOMLY ASSIGN RESPONDENT TO SEE 3 TV ADS AND 2 RADIOS ADS. EACH RESPONDENT WILL SEE 8 OUT OF THE 11 ADS.**

**PROGRAMMER: RANDOMIZE THE ORDER THAT THE RESPONDENT VIEWS THE TV, RADIO, OUTDOOR, OR DIGITAL SECTIONS. ALSO RANDOMIZE ORDER ADS ARE SEEN WITHIN MEDIA TYPE.**

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**INTRODUCTION FOR TV ADS:**

You will now be shown 3 different video ads you may see on TV or online. Please make sure your speaker volume is turned all the way up.

Click 'Continue' when you are ready to view the first advertisement.

---

Here is the **[INSERT first/second/third]** ad...

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**[INSERT VIDEO FILE -:30 TODD]**

15. Have you seen this ad? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**ONLY ASK AFTER 1<sup>ST</sup> TV AD**

16a. Were you able to see and hear the video? **ACCEPT ONE**

- Yes
  - No → **TERMINATE**
- 

**[INSERT 2020 PSA 1 VIDEO FILE]**

15a. Have you seen this ad? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**[INSERT 2020 PSA 2 VIDEO FILE]**

15b. Have you seen this ad? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**[INSERT 2020 PSA 3 VIDEO FILE]**

15c. Have you seen this ad? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**INTRODUCTION FOR RADIO ADS:**

You will now be presented with 2 different radio ads. Please make sure your speaker volume is turned all the way up.

Click 'Continue' when you are ready to listen to the first advertisement.

---

Here is the **[INSERT first/second]** ad...

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**[INSERT AUDIO FILE] Rich**

16. Have you heard this ad before? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**[INSERT 2020 RADIO PSA 1 AUDIO FILE]**

19a. Have you heard this ad before? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**[INSERT 2020 RADIO PSA 2 AUDIO FILE]**

19b. Have you heard this ad before? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**[INSERT 2020 RADIO PSA 3 AUDIO FILE]**

19c. Have you heard this ad before? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**INTRODUCTION FOR OUTDOOR ADS:**

Now we will show you 2 different ads that you might see on an outdoor bulletin or poster. When you are ready to look at the images, please click Continue.

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Here is the **[INSERT first/second]** ad...

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**[INSERT 2020 AD MONTAGE 1]**

23a. Have you seen either of the ads above on a billboard, poster or somewhere else outdoors? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**[INSERT 2020 AD MONTAGE 2]**

23b. Have you seen either of the ads above on a billboard, poster or somewhere else outdoors? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**INTRODUCTION FOR DIGITAL ADS:**

On the next screen, you will see a picture of some ads that you might see online when you're using the computer. When you are ready to look at the images, please click Continue.

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**[INSERT PHOTOBOARD OF 2020 BANNER IMAGES]**

17. Have you seen an ad anywhere online that looks like the ads above? **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

You're almost done. The next section has some additional background questions.

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18. What type of mobile device do you currently use? **ACCEPT ONE**

- Conventional mobile phone
  - Smartphone (mobile phone with computer-like functionality)
  - Not sure
- 

19. Have you ever used any mobile phone technology solutions that help you disconnect from texting when you're driving? For example, this could be an automatic away message, an app, settings, a feature that disconnects the phone's texting capability while you're driving, or other similar solutions. **ACCEPT ONE**

- Yes
  - No
  - Not sure
- 

**ASK Q29a-b IF Q29 = YES, OTHERWISE SKIP TO Q30**

29a. How often do you use these types of solutions, settings or tools to disconnect from texting when you are driving? **ACCEPT ONE**

- Every time I drive
  - Most of the time
  - Sometimes
  - Rarely
  - Never
- 

29b. Which tools or methods, if any, do you use to disconnect from texting when you are driving? Please check all that apply. **ACCEPT MULTIPLE, RANDOMIZE**

- Give phone to a passenger
- Put phone in glove box, in back seat, or in other location I can't reach while driving
- Put phone on silent
- Turn phone off
- Use a navigation app (Waze, Google Maps, etc) that warns me about distracted driving
- Canary
- cellcontrol app
- DriveMode app
- Drivesafe.ly
- It Can Wait
- LifeSaver app
- Live2Txt app
- SafeDrive app

TextLimit app  
Other (Please specify \_\_\_\_\_) → **ANCHOR**

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20. What is the highest level of education that you have completed? **ACCEPT ONE**

- 8<sup>th</sup> grade or below
  - 9<sup>th</sup> grade to 11<sup>th</sup> grade
  - High school graduate
  - Some college
  - Associate's degree
  - Bachelor's degree
  - Some postgraduate study
  - Graduate-school degree
  - Trade school
  - None of the above
- 

21. What is your current employment status? **ACCEPT ONE**

- Student - high school
  - Student - college
  - Employed full-time
  - Employed part-time
  - Temporarily unemployed
- 

### **THANK YOU PAGE - TEENSEYES**

THAT'S ALL! Thanks for taking our survey! We hope you enjoyed it! Please click on the button below to have 200 Points added to your Teenseyes account for helping us on this survey. Be sure to check your email often to look for new surveys where you can earn more Points and get more ca\$h!!

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### **TERM PAGE - TEENSEYES**

THAT'S ALL! Thanks for taking our survey! We hope you enjoyed it! Please click on the button below to have 100 Points added to your Teenseyes account for helping us on this survey. Be sure to check your email often to look for new surveys where you can earn more Points and get more ca\$h!!

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### **THANK YOU PAGE - OUTSIDE SAMPLE**

**Job #23864**

OMB Control Number: 2127-0682

expires 8/31/2021

THAT'S ALL! Thanks for taking our survey! We hope you enjoyed it! Please click on the button below to submit your survey.