

Online Survey Questions

Generic Clearance OMB Control No: 2127-0682: Generic Clearance for the Collection of Online Quantitative and Qualitative Feedback on Creative Message Testing for Traffic and Motor Vehicle Safety Programs and Activities

This collection of information is voluntary and will be used for guidance in increasing the use of booster car seats. We will not collect any personal information that would allow anyone to identify you. 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

INTRODUCTION

You will now be shown several advertising concepts that are at an early stage and are not finished advertisements. Instead, the concepts will be presented in a storyboard, so please use your imagination to visualize what the ad would look like if professionally filmed with live actors. Then answer the following questions with the overall idea in mind.

[InstaPanel note: Randomly sort the order of the advertising concepts among the different participants so that no idea is always shown first or last.]

Concept Specific Questions

1. How much did you like this concept?
 - I liked it very much
 - I liked it somewhat
 - I neither liked it nor disliked it
 - I disliked it somewhat
 - I disliked it very much

2. How much did this ad grab your attention?
 - Very much
 - A little
 - Not much
 - Not at all

Online Study Under Generic Clearance – Survey Questions

3. How relevant is the parenting scenario in this ad to you?
 - Very relevant
 - Somewhat relevant
 - Not very relevant
 - Not at all relevant

4. What did you like the most and what did you like the least about the ad, if anything? Did anything catch your attention?

Overarching Questions

5. What was the main idea these ads were trying to communicate? What action did the ads want you to take and why?

6. Of all the ads, which ad did you relate to the most?
 - Concept #1
 - Concept #2
 - Concept #3
 - Concept #4

7. Of all the ads, which ad makes you question the most whether your child is in the right seat or not?
 - Concept #1
 - Concept #2
 - Concept #3
 - Concept #4

8. Of all the ads, which ad would motivate you the most to go to the website?
 - Concept #1
 - Concept #2
 - Concept #3
 - Concept #4

Online Study Under Generic Clearance – Survey Questions

9. How did you feel about these ads? Was there anything confusing or off-putting about the ads?

10. How do these ads make you feel about what you are currently doing to keep your child protected and safely restrained while you're driving? Was there anything that made you think differently?

11. The ads ask viewers to visit [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) to make sure your child is in the right car seat. When you read "car seat," does this make you consider if the right car seat is a booster seat for your child who is between 7-10 years old?
 - Yes
 - No