



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

DISTRACTED DRIVING CONCEPT TESTING

1. 10. 2023

AGENDA

1

Research Design

2

**General Market
Findings +
Recommendations**

3

**Spanish-Speaking
Market Findings +
Recommendations**

RESEARCH DESIGN



Purpose & Methodology

Purpose

Evaluate how well concepts and message statements communicate the message to avoid driving while being distracted by cellular devices by promoting awareness of enforcement consequences to drivers ages 18- to 34-years old



Research Objectives

- 1. Evaluate concepts/statements**
- 2. Identify most compelling elements**
- 3. Diagnose potential areas of improvement**
- 4. Evaluate effectiveness in communicating messaging**
- 5. Measure the likelihood to influence behavior**



Methodology

Online Focus Groups (12 groups)

- 75-minute groups
- n=72 participants
 - n=48 General Market
 - n=24 Spanish-Speaking Market

QUALIFICATION CRITERIA

General Market:

- National audience
- Ages 18- to 34-years old
- Licensed driver
- Drives more than 10 miles per week
- Has used cellular device while driving in the past 30 days

Additional Criteria for Spanish-Speaking Market:

- Born outside of United States
- Speaks Spanish most or all of the time
- Consumes media in Spanish at least half the time

Concepts/Statements Tested & Discussion Flow

General Market

Spanish Market

Concept L	Dangerous Machines 	Concept L	Auto Sin Móvil
Concept M	The Eye 	Concept M	¿Qué Es Tán Importante?
Concept O	Phone Personalities 	Concept O	Meme Del Gato Portavoz

<i>Resist your phone, focus on the road.</i> <i>U Drive. U Text. U Pay</i> Statement W	<i>Resiste tu celular, concéntrate en manejar.</i> <i>Manejar y textear, la vas a pagar.</i> Statement W
<i>Pay attention or pay the price.</i> <i>U Drive. U Text. U Pay.</i> Statement X	<i>Pon atención, o paga las consecuencias.</i> <i>Manejar y textear, la vas a pagar.</i> Statement X
<i>Drive now, phone later.</i> <i>U Drive. U Text. U Pay.</i> Statement Y	<i>Maneja ahora, usa el teléfono después.</i> <i>Manejar y textear, la vas a pagar.</i> Statement Y
<i>Look at the road, not the phone.</i> <i>U Drive. U Text. U Pay</i> Statement V	<i>Ve el camino, no el teléfono</i> <i>Manejar y textear, la vas a pagar.</i> Statement V

Warm-Up/Initial Discussion

Evaluation of Individual Concepts

Main Message	Effective Elements	Potential Improvements
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Comparison of Concepts

Memorable Elements	Content Reactions	Most Influential
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Wrap-up and Close

Reaction to Statement

Comparison of Statements

Best Communicates Message	Most Influential
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Wrap-Up & Close

GENERAL MARKET FINDINGS





Dangerous Machines

(Concept L)

Dangerous Machines

(Concept L)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
3rd (n=6)	3rd (n=7)



Dangerous Machines offers an informative approach in understanding the risk of using cellular devices while driving. The proposition of a cell phone as a “dangerous machine” is an intriguing concept that gets viewers to understand that there are dangers independent of their vehicle itself.

Effective Elements

- Expands the thinking around safety beyond vehicle-safety technology to include driver behavior
- The shift and progression of consequences are credible, and viewers indicated it is the most engaging and effective part of the concept
- Law enforcement is a credible authority to deliver the message to the younger audience



*I think [the concept] is very informative, similar to the advertisements [for] “Click It. Or Ticket.” for seat belts, or DUI [advertisements]. If people are not ready to stay informed, then they’re going to violate the rules and as a result, they’re going to be an easy target to get a citation. **I felt it is very authentic. [The message] is coming directly from law enforcement.***

– General Market, Age 27- to 34-years-old

Dangerous Machines

(Concept L)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
3rd (n=6)	3rd (n=7)



Dangerous Machines is the least effective in both communicating messaging and changing behavior, largely due to the disconnect viewers have with both the setting and the tone of law enforcement delivering the message. Many indicate this is not a realistic scenario. The older cohort indicates that the tone feels condescending or off-putting.

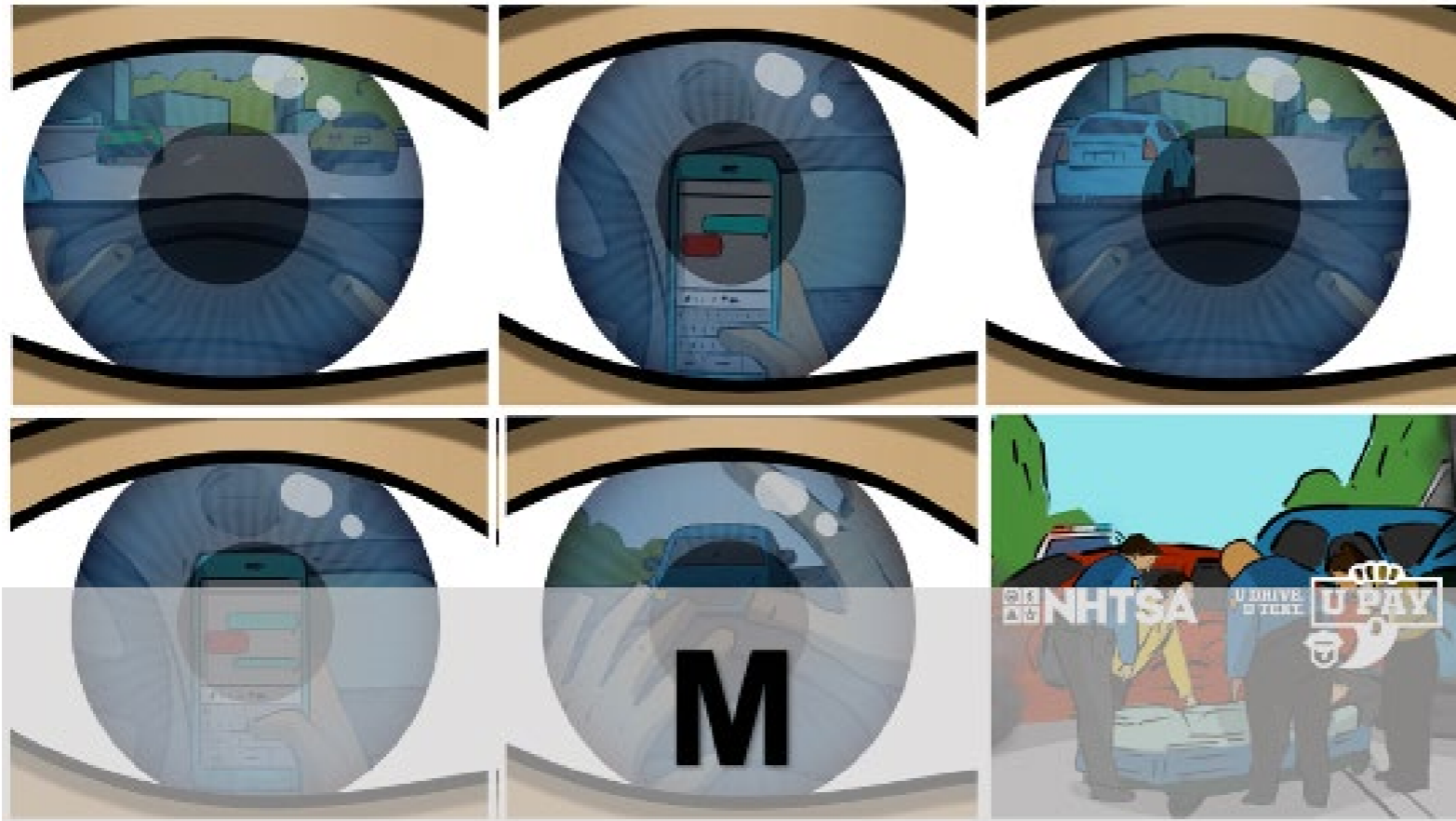
Opportunities for Improvement

- Opening classroom scene is too drawn out and not relatable—focus more on the sequence of how behavior leads to the consequence
- Make tone more conversational—law enforcement comes off as condescending, which is a turn-off among the 27- to 34-year-old age group
- Use additional imagery to make a stronger connection between the behavior and the consequences



*I lost interest the second it started, when there was an authority figure talking down to me. I saw the plot twist coming immediately... that it's not going to be the car that's the danger, it's the phone. It immediately made me feel like **the ad thought I was stupid** and that I would fall into the same trap.*

– General Market, Age 27- to 34-years-old



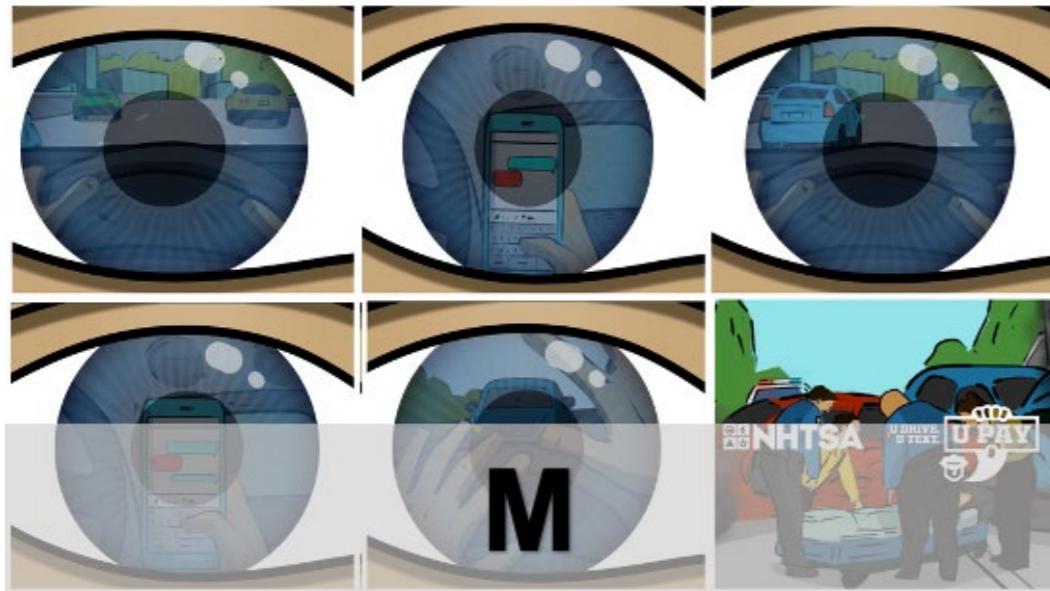
The Eye

(Concept M)

The Eye

(Concept M)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
2nd (n=20)	2nd (n=17)



The Eye is effective in its unique approach to communicating distracted driving. The first-person, eye-reflection POV puts the viewer into the driver's seat, engaging them directly in the concept. The voiceover and visuals depict the juggling act of focusing on the phone and the road.

Effective Elements

- Engaging imagery—the first-person POV helps to connect viewers to the behavior depicted
- Relatable—many indicate they've exhibited similar behaviors
- Clear message—the concept ties the behavior to the consequence



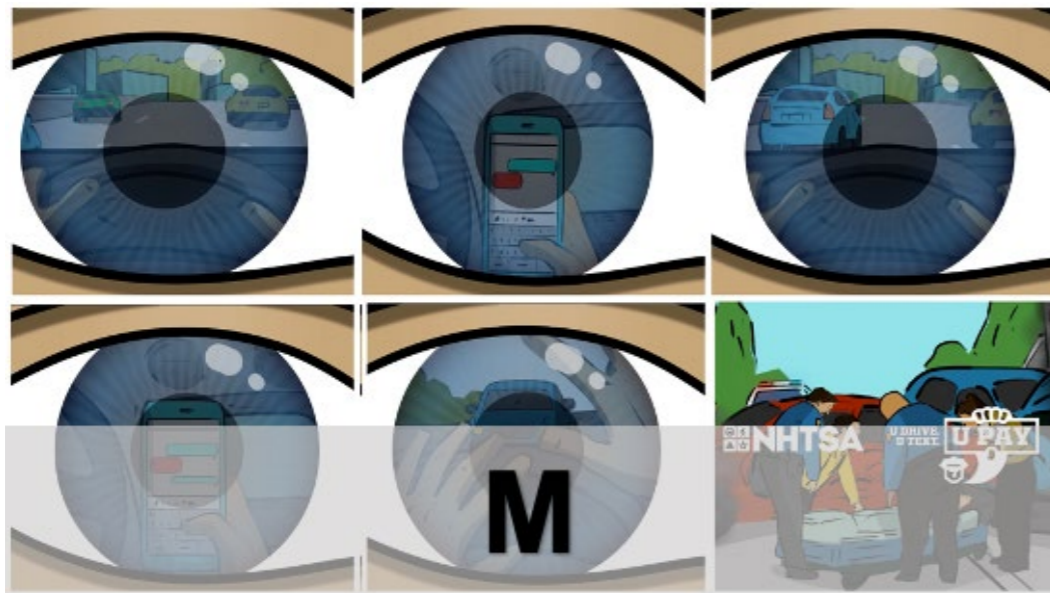
*I thought it was **relatable as someone who's been guilty of checking their phone while driving.** You're trying to check your phone and then look back at the road... that's not the smartest thing you're doing. I thought it kind of **got your attention by being different.***

– General Market, Age 18- to 26-years-old

The Eye

(Concept M)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
2nd (n=20)	2nd (n=17)



While *The Eye* is an effective, relatable message for many, there is a considerable hang-up when it comes to the voiceover. The voiceover comes across as unrealistic and annoying. With an updated voiceover that more accurately communicates the subconscious thoughts of a driver with realistic sound effects, this concept would perform better.

Opportunities for Improvement

- Sequence seems too long for some— shorten the sequence of looking up and down at the phone to make the concept more engaging
- Negative reaction to existing voice over— shifting voice over to communicate subconscious thoughts would make the concept far more engaging
- Including sound effects of the sounds around the vehicle or sending texts would make the concept feel more realistic

“ I did not like the repetitive words. *I feel like a better way to execute this would be to [communicate] the person’s thoughts, like their responses to text messages and then [thinking], ‘oh, I better watch where I’m going.’ I didn’t want to listen to the same words over and over again. I would have skipped that ad if I had to.*

– General Market, Age 18- to 26-years-old




Phone Personalities

(Concept O)

Phone Personalities

(Concept O)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
1st (n=22)	1st (n=24)
	

Phone Personalities is the most effective at influencing behavior and communicating distracted driving messaging. The various personality types and behaviors exhibited in the first half of the concept are relatable to many, and the connection to various consequences is credible.

Effective Elements

- Concept is highly relatable—shows a range of behaviors in which the target regularly engages
- Clearly communicates various consequences and connects them to the behaviors
- The shift from a lighthearted introduction to a serious ending is a stark contrast that makes the concept effective and captivating—drives home the seriousness of the issue



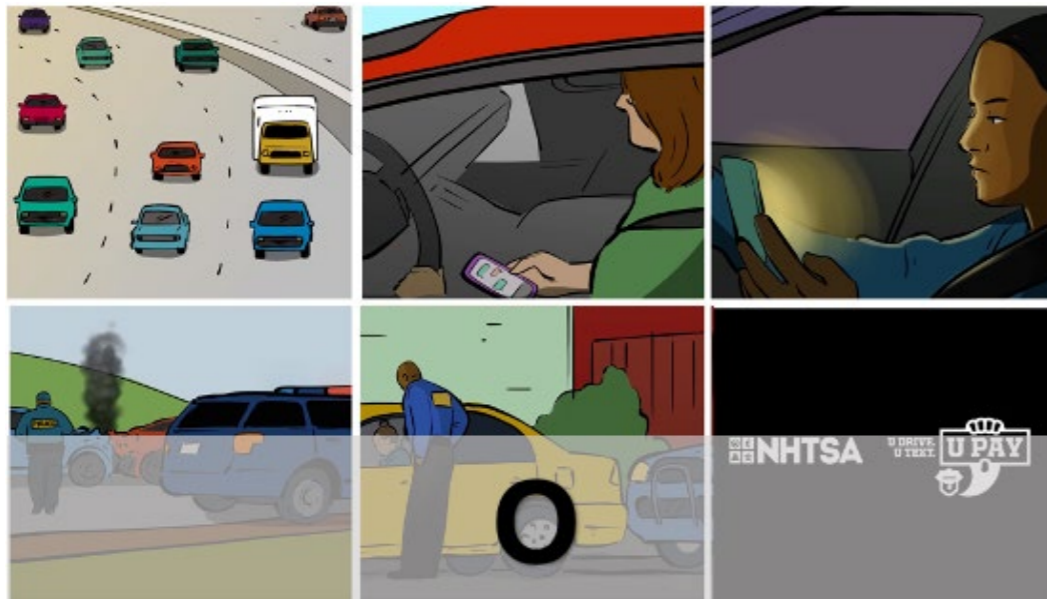
*I like the various styles of driving because **it doesn't box you in [to one behavior]**... To me personally, I like the names they were calling the different drivers to put labels on [their behaviors]. When you text while you drive, there are a lot of different consequences that can happen, and you don't always know which one it's going to be.*

– General Market, Age 27- to 34-years-old

Phone Personalities

(Concept O)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
1st (n=22)	1st (n=24)



Phone Personalities benefits from its relatability in its portrayal of the various distraction behaviors. The nicknames used in the first half of the concept resonate with viewers; however, there is some sensitivity for the usage of such names in the latter half of the concept. Some indicate they feel that these names downplay the severity of the consequences and don't match the tone of the events being portrayed.

Opportunities for Improvement

- The initial behavior nicknames resonate and grab attention in the first half of the concept, but some felt the consequence nicknames in the second half could be more serious
- Use a serious tone more consistently in the second half to match the severity of the consequences displayed



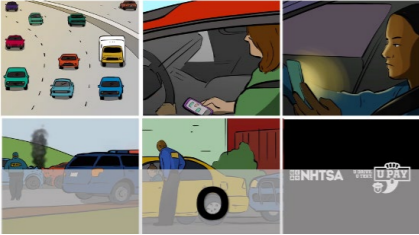
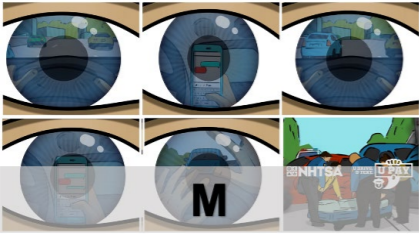

*It was **very relatable at first with the different ways people use their phones.** I'm guilty of sometimes looking at my phone really quick then driving. I thought it was a bit corny and cheesy, especially toward the end, [when they're] trying to put some humor into it. Toward the end, if the narrator doesn't go off with those [consequence] nicknames and just went straight to the point, the concept would be more effective.*

– General Market, Age 18- to 26-years-old

CONCEPT COMPARISON

General Market

While *Phone Personalities* and *The Eye* perform well, *Phone Personalities* proves to be the best at influencing behavior and communicating messaging regarding distracted driving.

Concept Assessment	Influences Behavior Select one concept (#)	Communicates Message Select one concept (#)
 <p>Phone Personalities (Concept O)</p>	<p>22_{/48}</p>	<p>24_{/48}</p>
 <p>The Eye (Concept M)</p>	<p>20_{/48}</p>	<p>17_{/48}</p>
 <p>Dangerous Machines (Concept L)</p>	<p>6_{/48}</p>	<p>7_{/48}</p>

NOTE: Gold highlights highest score among concepts; pink highlights lowest score among concepts

Q6. Now thinking about all three concepts, which ONE of these concepts would be most likely to change your behavior and not use your cell phone while driving?
 Q7. Now thinking about all three concepts, which ONE is most effective at communicating driving while using cell phone is a compulsion that can have life-changing consequences—that's why law enforcement is active in my community?

MESSAGE FOCUS LINES REACTIONS

General Market

The first half of the message lines perform best. Most respondents indicate a disconnect with the second half of the messages. The older audience feels the texting language is outdated, while the younger audience finds it an uncomfortable effort to be relatable.

Resist your phone, focus on the road.
U Drive. U Text. U Pay
Statement W

- Clear and concise
- Effectively juxtaposes bad behavior with intended behavior
- “Resist” is effective, emotional verbiage
- The 27- to 34-year-old age group does not like being told what to do

Pay attention or pay the price.
U Drive. U Text. U Pay.
Statement X

- Direct, straightforward and to the point
- Double meaning of the word “pay” is catchy and memorable
- Grabs attention—would scare and influence behavior
- Is vague without texting and driving context
- Call to action/desired behavior isn’t clear

Drive now, phone later.
U Drive. U Text. U Pay.
Statement Y

- Clear message
- Communicates desired behavior—establishes priorities that make sense
- Implies there are consequences to distracted driving
- Texting language is outdated—feels like a “50-year-old acting like a kid”
- “Phone” is the wrong verb—“text” may be better
- Feels immature-stating the obvious

Look at the road, not the phone.
U Drive. U Text. U Pay
Statement V

- Message is direct and simple
- Communicates the desired behavior—feels concrete and actionable
- Does not feel like a shaming message
- “The phone” phrasing feels awkward—“your phone” would be better
- Not catchy or effective, would not influence behavior
- Does not communicate consequences

MESSAGE FOCUS LINES COMPARISONS

General Market

In terms of impact on behavior, statement X performs the best. In terms of the ability to communicate the desired message, statement W performs the best.

Message Focus Lines	Ability to Communicate Message Rank	Ability to Influence Behavior Rank
<i>Resist your phone, focus on the road.</i> <i>U Drive. U Text. U Pay.</i> (Statement W)	1st (n=19)	3rd (n=6) tie
<i>Look at the road, not the phone.</i> <i>U Drive. U Text. U Pay.</i> (Statement V)	2nd (n=14)	4th (n=2) tie
<i>Drive now, phone later.</i> <i>U Drive. U Text. U Pay.</i> (Statement Y)	3rd (n=12)	2nd (n=18)
<i>Pay attention or pay the price.</i> <i>U Drive. U Text. U Pay.</i> (Statement X)	4th (n=2)	1st (n=22) tie

NOTE: Gold highlights highest score; pink highlights lowest score

Q9. Now thinking about all four statements, which ONE of these statements would be most likely to change your behavior and not use your cell phone while driving?
Q10. Now thinking about all four statements, which ONE is most effective at communicating distracted driving due to cell phone usage, to include texting, email, calling and app usage?

RECOMMENDATION

General Market



With its ability to communicate the desired message and stated impact on behavior, we recommend moving forward with *Phone Personalities* and considering suggested improvements when producing the final advertisement:

IMPROVEMENTS

1. Be mindful of the tone of the consequence nicknames and adjust so they reflect a more serious tone
2. Reusing characters from the first half of the concept in the second half would make the causal relationship between the behaviors and consequences more credible

Message focus lines W and X could both be utilized depending on the context in which they are needed.

- When it comes to **effectively communicating the message**, statement W best emphasizes the attachment individuals have to their phone and presents a desired behavior.
- When it comes to **influencing behavior**, statement X proves to be most effective as it presents consequences while utilizing the double meaning of “pay” in a catchy message.

Assuming that the message focus line will be used as a ramp line (leading into a final statement to drive behavior), the recommendation is to use statement W.

*Resist your phone, focus on the road.
U Drive. U Text. U Pay.
Statement W*

*Pay attention or pay the price.
U Drive. U Text. U Pay.
Statement X*

SPANISH-SPEAKING MARKET FINDINGS





Auto Sin Móvil

(Concept L)

Auto Sin Móvil

(Concept L)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
3rd (n=0)	3rd (n=1)



Auto Sin Móvil offers a creative approach to showing how using your phone while driving is a distraction and can lead to serious consequences. While the message is clear and clever, the concept is least effective at communicating the desired message and influencing behavior.

Effective Elements

- Clever idea to use phones as vehicles
- Clear message—communicates the dangers of using a phone while driving
- The visual of the ambulance and crashed vehicles grabs your attention and conveys the severity of the situation



*I liked the use of a car as a phone screen and flashes and crashes into another car. It downplays the graphic imagery that comes with a car accident, but it also **upholds the idea that car accidents are caused by people on their phones.***

– Spanish Market, Age 18- to 26-years-old

Auto Sin Móvil

(Concept L)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
3rd (n=0)	3rd (n=1)



Respondents feel *Auto Sin Móvil* lacks drama and the emotional impact needed to influence their behavior. The concept lacks a strong human connection and the use of phones, while creative, diminishes the severity of the risk.

Opportunities for Improvement

- Phones are moving too slowly, lacks drama
- Most phones do NOT crash—minimizes the perceived risk
- Doesn't have enough of a human element and lacks an emotional connection—consider showing photos of the people who were impacted
- Crashing of phones is not as severe as crashing of vehicles—phones are seen as being more easily replaced



*I don't like crashing phones, because it makes me think that the phone is the one that breaks and **the phone is replaceable, but a life is not.***

– Spanish Market, Age 27- to 34-years-old



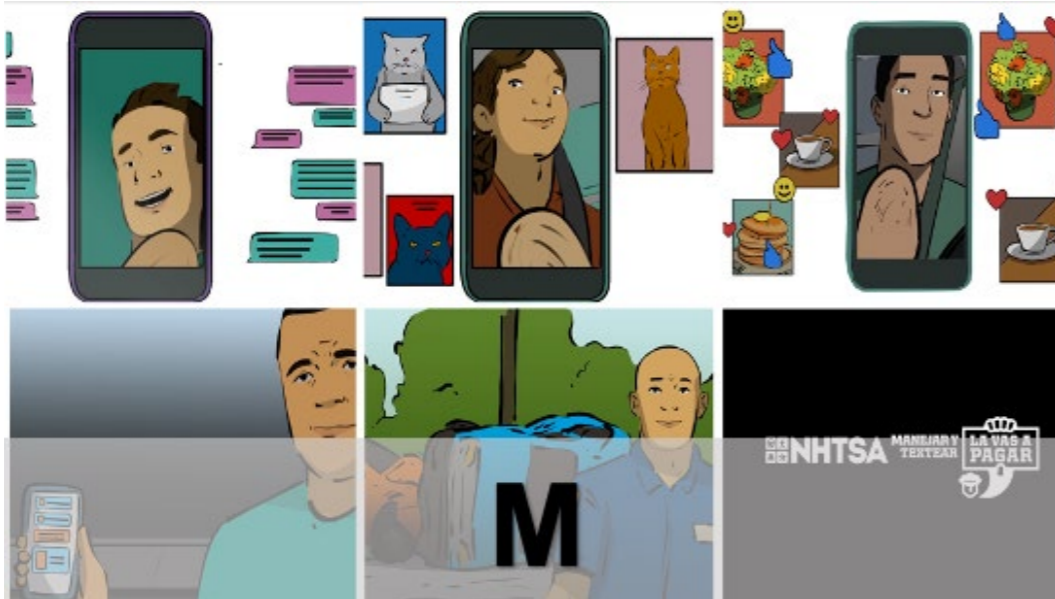
¿Qué Es Tán Importante?

(Concept M)

¿Qué Es Tán Importante?

(Concept M)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
2nd (n=8)	2nd (n=5)



¿Qué es tán importante? is highly relatable. It portrays a range of people using their phones in different ways, all of which can be a dangerous distraction while driving. The concept shows that consequences can be quick and severe.

Effective Elements

- Highly relatable—reflects our need to be constantly connected to our phone
- Shows a range of different ways people can be distracted their cell phone (more than just texting)
- Provides examples of potential consequences, including death
- Shows how consequences can be quick and severe



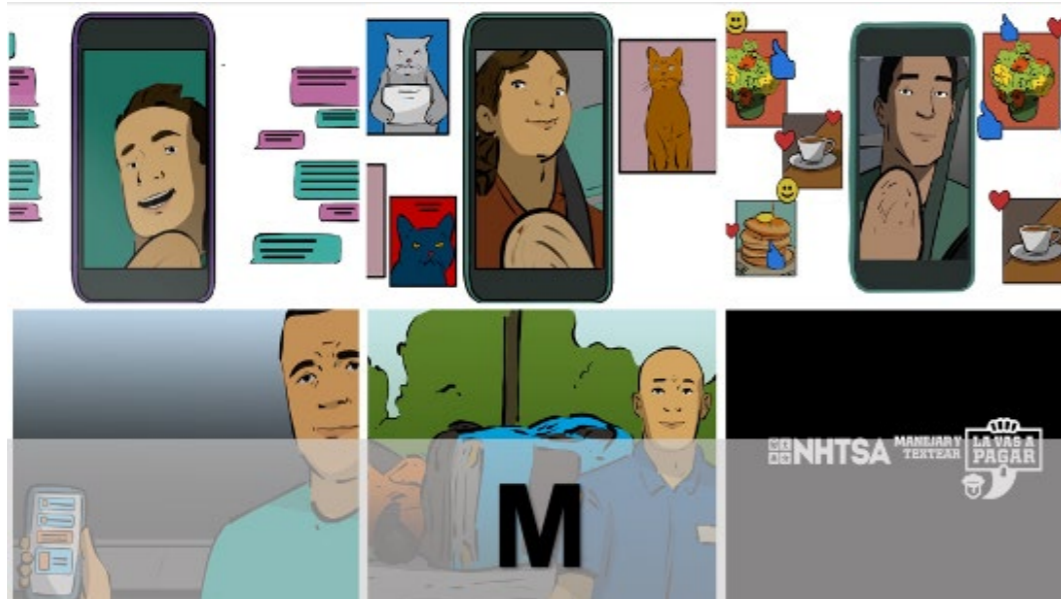
*It shows that **everyone has their reasons for looking at their phone**. The main idea is that **if you look at your phone even for a second...it can result in something very negative.***

– Spanish Market, Age 18- to 26-years-old

¿Qué Es Tán Importante?

(Concept M)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
2nd (n=8)	2nd (n=5)



Overall, *¿Qué es tán importante?* performs well and suggestions for improvement reflect minor tweaks, such as making a stronger emotional connection through real testimonials, showing impact on family and a more somber tone when discussing loss of life.

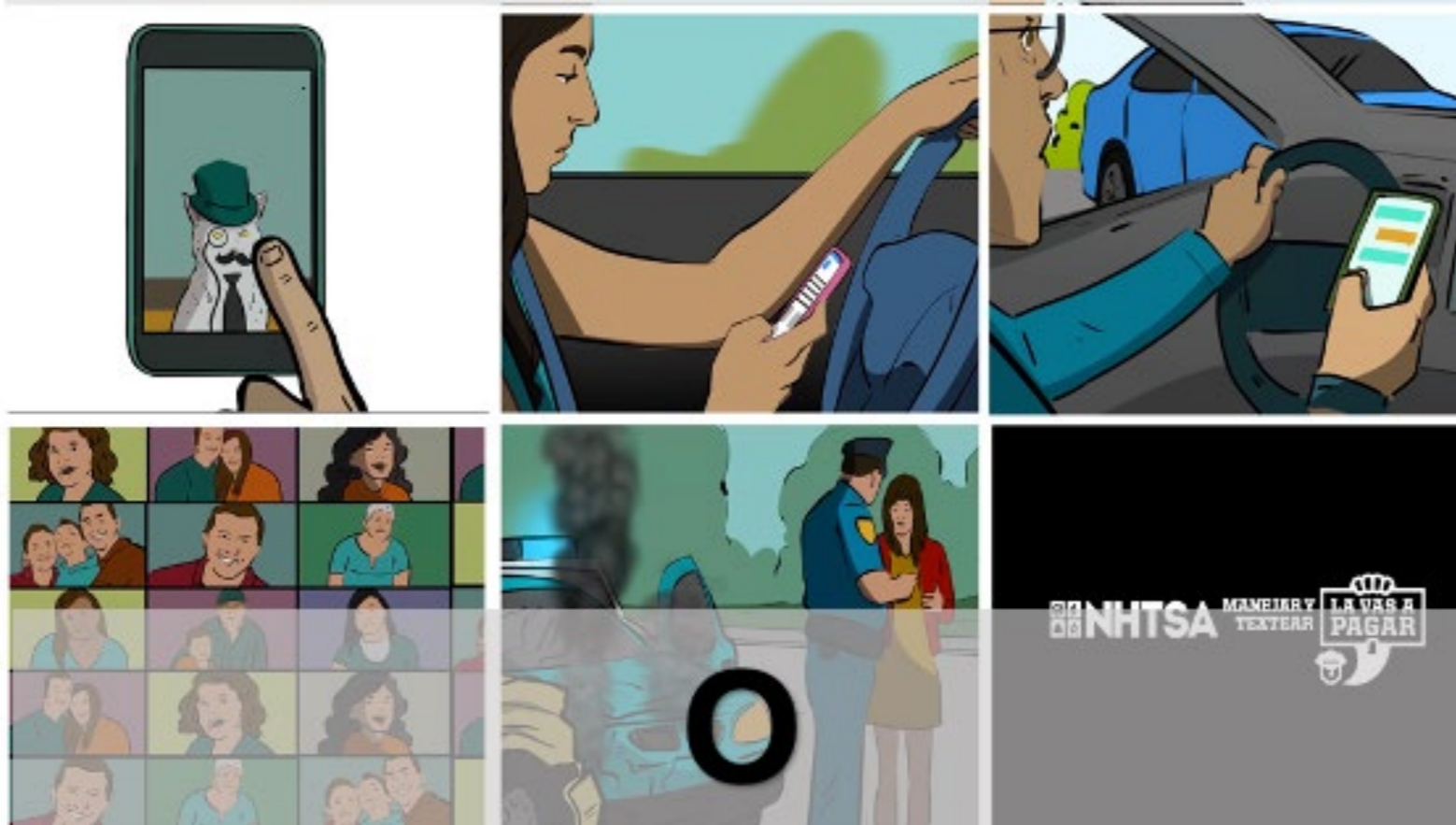
Opportunities for Improvement

- Having real testimonials could increase credibility
- Add statistics to quantify the risk
- Showing impact on family members could create a stronger emotional impact
- Tone of voice needs to be more somber/serious when discussing the consequence of loss of life



*The **tone of the person's voice at the end needs to be sadder.** The person who mentions killing someone should convey a sense of guilt.*

– Spanish Market, Age 27- to 34-years-old

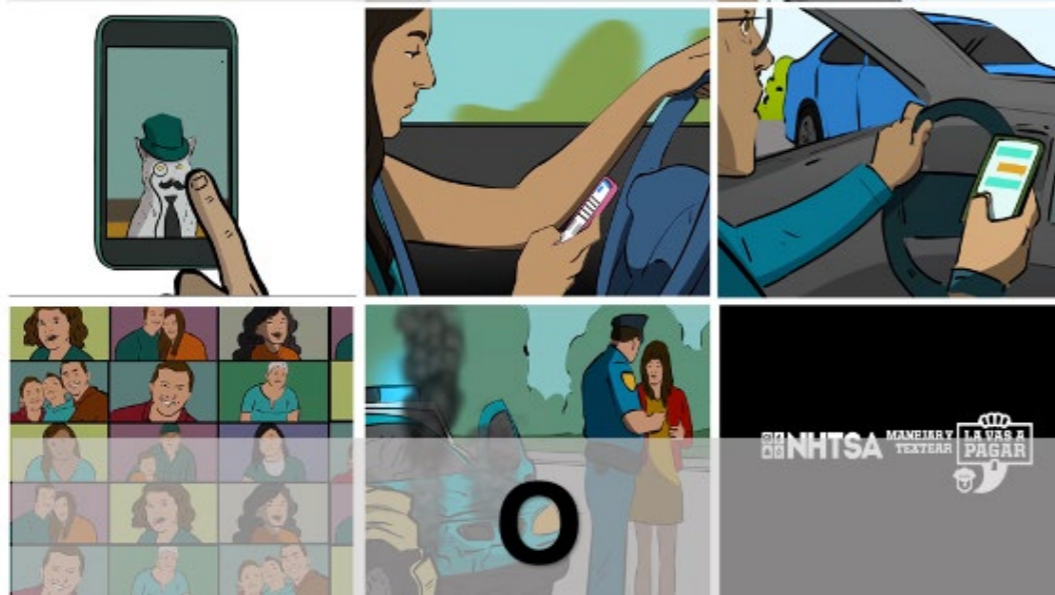


Meme Del Gato Portavoz (Concept O)

Meme Del Gato Portavoz

(Concept O)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
1st (n=16)	1st (n=18)



Meme del gato portavoz is the most effective at influencing behavior. The use of a cat meme is different/unexpected and helps draw the viewer's attention. The shift in tone serves as a sharp contrast and illustrates how even small distractions can have serious consequences.

Effective Elements

- The use of a cat meme is unexpected and grabs your attention
- Shows how even a small distraction can have fatal consequences
- The contrast between the lighthearted cat meme and serious consequences works well
- Photo collage of loved ones makes an emotional impact
- Image of law enforcement conveys severity



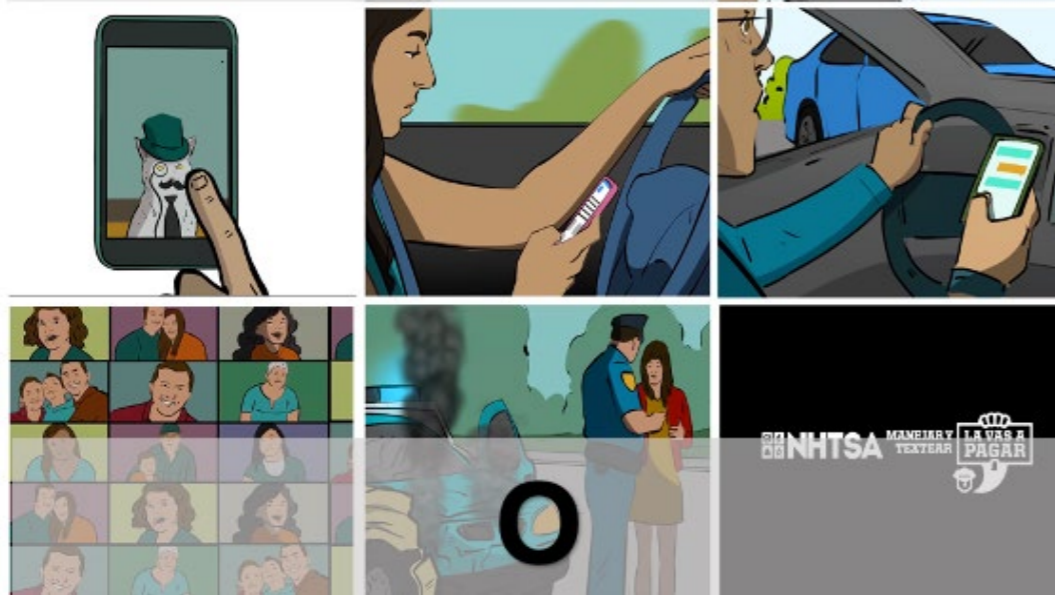
*The use of a funny cat is interesting because the cat mocks the viewer for watching his video while driving and then shows how many people could be affected and the officer says this is something that shouldn't be done. **[It gets] the message across that whatever's on your phone isn't as important as staying focused on the road.***

– Spanish Market, Age 18- to 27-years-old

Meme Del Gato Portavoz

(Concept O)

Ability to Influence Behavior Rank:	Ability to Communicate Message Rank:
1st (n=16)	1st (n=18)



Criticisms for *Meme del gato portavoz* were limited (10 of the 24 respondents indicated there wasn't anything they disliked). The remaining respondents felt the concept could be improved by changing the tone of the voiceover or even going to silence as the concept pivots to the crash. Other suggestions indicate there could be an opportunity to have an increased focus on impact on loved ones.

Opportunities for Improvement

- Some feel the cat is a bit sarcastic—consider avoiding pivoting back to a humorous tone after moving to a more serious tone
- The cat should stop speaking after the moment of impact—use of silence could be effective
- Showing images of family is impactful, but showing how they are impacted afterwards would be even more powerful



*I think the **voice could change between the comic and the more serious.***

– Spanish Market, Age 27- to 34-years-old

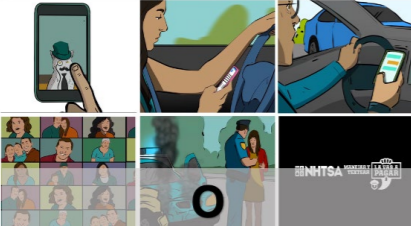


*I dislike that the **cat continues to talk during the crash.***

– Spanish Market, Age 27- to 34-years-old

CONCEPT COMPARISON

Spanish Market

While both *Meme Del Gato Portavoz* and *¿Qué Es Tán Importante?* perform well, there is a clear preference for *Meme Del Gato Portavoz* in terms of its ability to influence behavior and communicate the desired message.

Concept Assessment	Influences Behavior Select one concept (#)	Communicates Message Select one concept (#)
 <p><i>Meme Del Gato Portavoz</i> (Concept X)</p>	<p>16_{/24}</p>	<p>18_{/24}</p>
 <p><i>¿Qué Es Tán Importante?</i> (Concept M)</p>	<p>8_{/24}</p>	<p>5_{/24}</p>
 <p><i>Auto Sin Móvil</i> (Concept L)</p>	<p>0_{/24}</p>	<p>1_{/24}</p>

NOTE: Gold highlights highest score among concepts; pink highlights lowest score among concepts

Q6. Now thinking about all three concepts, which ONE of these concepts would be most likely to change your behavior and not use your cell phone while driving?
 Q7. Now thinking about all three concepts, which ONE is most effective at communicating driving while using cell phone is a compulsion that can have life-changing consequences—that's why law enforcement is active in my community?

MESSAGE FOCUS LINES COMPARISONS

Spanish Market

The first half of the message lines perform best. Respondents consistently critique the second phrase as being too aggressive and perceived as a threat (which makes the overall message less credible). Respondents prefer using the word “cell phone” over “telephone.”

*Resiste tu celular, concéntrate en manejar.
Manejar y textear, la vas a pagar.*
Statement W

- First sentence is well received—gives you advice
- The word resist recognizes the temptation of using your phone
- The rhyming makes it catchy and memorable
- **Second sentence comes across as overly dramatic and aggressive**
- **Distractions can be more than texting**

*Pon atención, o paga las consecuencias.
Manejar y textear, la vas a pagar.*
Statement X

- Direct, straightforward and to the point
- Communicates the reality that you need to pay attention
- Good reminder of a consequence that is known, but not always practiced
- **Aggressive—“pay attention” sounds like a scolding**
- **Confusing—pay attention to what?**

*Maneja ahora, usa el teléfono después.
Manejar y textear, la vas a pagar.*
Statement Y

- Clear message
- First phrase is instructional
- Reflects the reality of the risks
- **“You are going to pay” comes across as a threat**
- **Would be more effective if it communicated emotional consequences (avoid suffering/hurting others)**

*Ve el camino, no el teléfono
Manejar y textear, la vas a pagar.*
Statement V

- Relatable
- Short and simple message
- Message to focus on the road is good
- **“You are going to pay” is too aggressive**
- **“You are going to pay” comes across as a threat**
- **Message is too generic, won't influence behavior**

MESSAGE FOCUS LINES COMPARISONS

Spanish Market

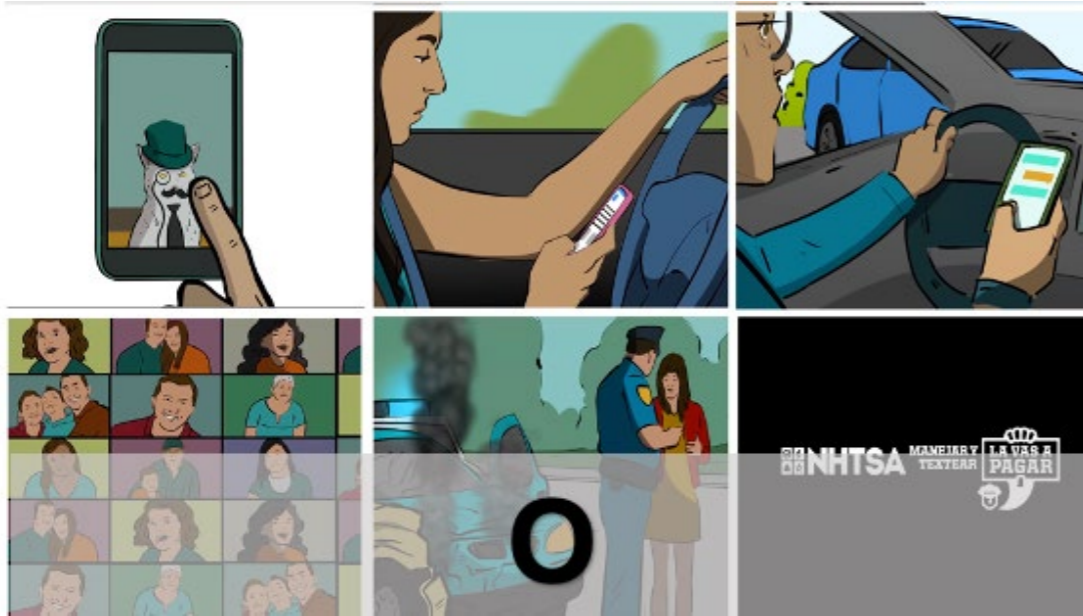
Regarding both impact on behavior and the ability to communicate the desired message, our Spanish market participants ranked statement W the highest.

Message Focus Lines	Ability to Communicate Message Rank	Ability to Influence Behavior Rank
<i>Resiste tu celular, concéntrate en manejar. Manejar y textear, la vas a pagar. (Statement W)</i>	1st (n=11)	1st (n=10) tie
<i>Ve el camino, no el teléfono. Manejar y textear, la vas a pagar. (Statement V)</i>	2nd (n=10)	1st (n=10) tie
<i>Maneja ahora, usa el teléfono después. Manejar y textear, la vas a pagar. (Statement Y)</i>	3rd (n=2)	2nd (n=2) tie
<i>Pon atención, o paga las consecuencias. Manejar y textear, la vas a pagar. (Statement X)</i>	4th (n=1)	2nd (n=2) tie

NOTE: Gold highlights highest score; pink highlights lowest score

RECOMMENDATION

Spanish Market



Resiste tu celular, concéntrate en manejar.

Manejar y textear, la vas a pagar.

Statement W

Ve el camino, no el teléfono.

Manejar y textear, la vas a pagar.

Statement V

With its ability to communicate the desired message and stated impact on behavior, we recommend moving forward with **Meme del gato portavoz** and to consider suggested improvements when producing the final advertisement.

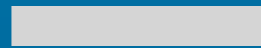
IMPROVEMENTS

1. Consider keeping the tone of the messenger serious after moving away from the initial lighthearted setup
2. Alternatively, the cat could stop speaking after the moment of impact—use of silence could be effective
3. Beyond the family collage, consider showing how they are impacted afterwards (time permitting)

Message focus lines W and V perform well.

Regarding both impact on behavior and the ability to communicate the desired message, our Spanish market participants ranked statement W the highest. The second statement (in each concept) comes across as aggressive and threatening when examined in isolation of a creative visual. Showing the context of the consequences and featuring law enforcement should help alleviate some of the concern (and the creative shows examples of the consequences of distracted driving).

APPENDIX



General Market (n=48)

Demographics

Demographic	Specific	TOTAL
Gender	Male	50%
	Female	50%
Age	18- to 26-years old	50%
	27- to 34-years old	50%
Ethnicity	White	56%
	Black	19%
	Hispanic	19%
	Asian	6%
Education	HS or less	2%
	Some college/vocational/tech	15%
	College graduate	69%
	Postgraduate	15%
Household Income	Less than \$50K	13%
	\$50K–\$99K	60%
	\$100K+	27%

Demographic	Specific	TOTAL
4 Point Census Region	Northeast	29%
	Midwest	21%
	South	27%
	West	23%
Employment	Employed	96%
	Student	4%

Spanish Market (n=24)

Demographics

Demographic	Specific	TOTAL
Gender	Male	54%
	Female	46%
Age	18- to 26-years-old	50%
	27- to 34-years-old	50%
Birthplace	Mexico	33%
	Central America	21%
	South America	42%
	Europe	4%
Education	HS or less	17%
	Some college/vocational/tech	33%
	College graduate	33%
	Postgraduate	17%
Household Income	Less than \$50K	50%
	\$50K–\$99K	42%
	\$100K+	8%

Demographic	Specific	TOTAL
4 Point Census Region	Northeast	25%
	Midwest	17%
	South	38%
	West	21%
Employment Status	Employed	83%
	Unemployed	8%