



# **Distracted Driving Concept Testing**

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1.16.2024

# Agenda

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- 1.** Research Design
- 2.** Concept Evaluations
- 3.** Concept Comparisons



# Research Design

# Purpose & Methodology

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## Purpose

Evaluate logo/tagline concepts for a campaign to influence men and women (ages 18 to 34 years old) to not use a phone while driving by highlighting the enforcement consequences of distracted driving.

## Research Objectives

1. Evaluate logos/tagline designs created/revised based on findings from the first wave of research
2. Identify effective elements as well as potential opportunities for improvement
3. Measure the likelihood of taglines and logos to influence behavior in combination and independently

### Note:

**This report covers the final findings and recommendations from the second of two rounds of focus groups. An initial round completed in November 2024 evaluated potential tagline and logo concepts. A second round in December 2024, documented within, evaluated revised tagline and logo concepts based on the initial focus group feedback.**

## Methodology

### Online Focus Groups (10 groups)

- 75-minute groups
- n=60 participants
  - n=36 general market (six groups)
  - n=24 Hispanic market (four groups)
- Field dates December 4–6, 2024

### Qualification Criteria

#### *General Market:*

- National audience
- Males and females
- Ages 18 to 34 years old
- Licensed driver
- Drives at least 10 miles per week
- Used phone while driving in the last 30 days

#### *Additional Criteria for Hispanic Market:*

- Foreign-born
- Speaks Spanish most or all of the time at home
- Consumes media in Spanish at least half the time

# Discussion Flow & Taglines/Logos Tested

## Warm-Up/Initial Discussion

## Evaluation of Existing Logo/Tagline

Main Message

Effective Elements

Potential Improvements

## Evaluation of Individual Concepts

Main Message

Effective Elements

Potential Improvements

## Comparison of Logos

Most Effective at Communicating Message

## Comparison of Taglines

Most Effective at Communicating Message

## Comparison of Concepts

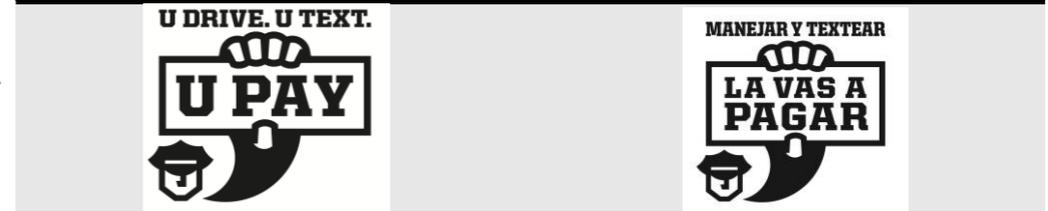
Most Effective at Communicating Message

## Wrap-Up & Close

Existing Logo & Tagline  
Concept K

### General Market

### Hispanic Market



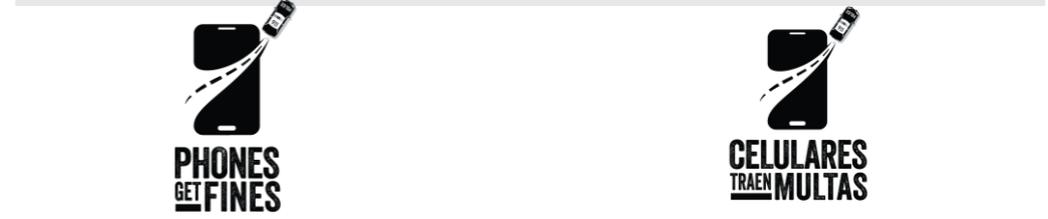
Concept L



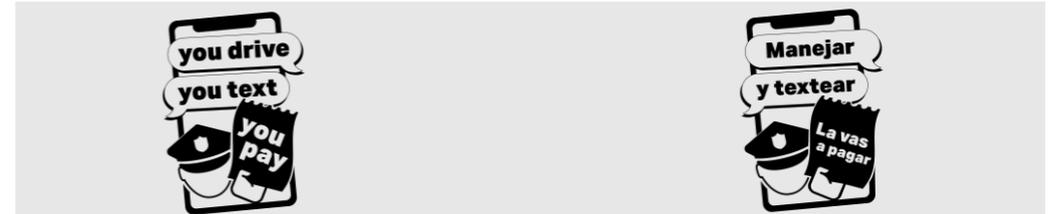
Concept M



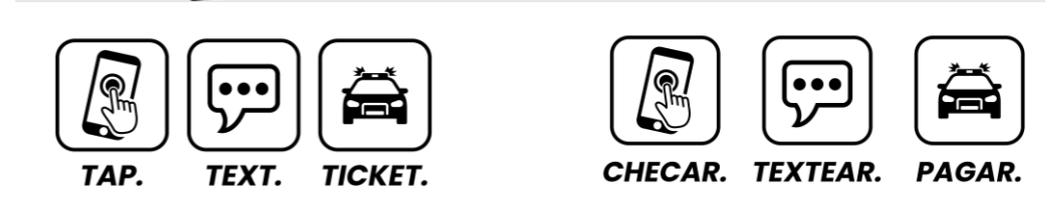
Concept O



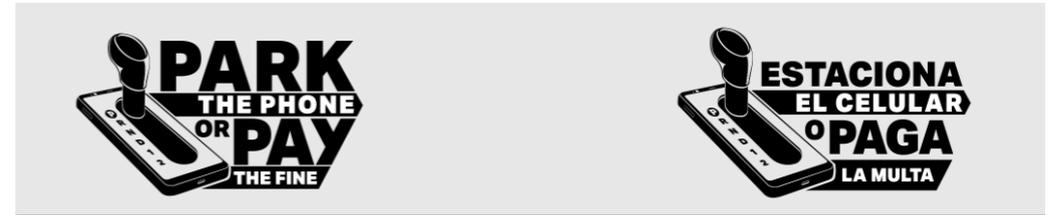
Concept P



Concept Q



Concept S





# **Concept Evaluation**

***You Drive/You Text/You Pay***  
***Manejar y Textear/La Vas a Pagar***  
(Concept P)



# You Drive/You Text/You Pay

## Manejar y Textear/La Vas a Pagar

(Concept P)

Ability to Communicate Message Rank:	Graded the Concept A/B:
1 <sup>st</sup> (n=22)	62% (n=37)



**You Drive/You Text/You Pay** effectively builds upon the existing concept by modernizing the logo and emphasizing the enforcement consequence with the ticket imagery. This concept addresses many critiques of the existing logo and is broadly effective across both markets. It is the strongest performing concept overall.

### Effective Elements

- The message is short, catchy, easy to understand and clearly connects the behavior to the consequence
- The logo makes a clear reference to texting and feels modern by using text bubbles and spelling out the word “you”
- Law enforcement has a clear presence in the logo and the imagery of the ticket helps to reinforce the consequence(s) of distracted driving



*I think the most common reason people are distracted is because of texting...so I think with the text bubbles and then the law enforcement officer with the ticket at the bottom, **it describes the consequence very well to me.** And if I see this on a billboard, **it's quick and easy to digest too.***

– General Market, Age 18 to 26 years old

# You Drive/You Text/You Pay Manejar y Textear/La Vas a Pagar

(Concept P)

Ability to Communicate Message Rank:	Graded the Concept A/B:
1 <sup>st</sup> (n=22)	62% (n=37)



*You Drive/You Text/You Pay* effectively builds upon the existing concept by modernizing the logo and emphasizing the enforcement consequence with the ticket imagery. This concept addresses many critiques of the existing logo and is broadly effective across both markets. It is the strongest performing concept overall.

## Opportunities for Improvement

- Strengthen visuals to reinforce the more serious tone in the tagline—suggestions included giving the law enforcement officer a more angular face, altering the font and incorporating some capitalization
- Some feel the concept is busy due to the spacing of logo elements, making it more difficult to process—avoid adding further elements and consider the spacing of text elements when finalizing



*I don't like the aesthetic of the image. **It looks a little too casual** and I don't know if it's [going to be] effective in getting people to actually follow it. I think that this is a very playful nature and it needs to lose that...**I think the text bubbles look very silly...it just doesn't seem very developed.***

– General Market, Age 27 to 34 years old

# ***Distraction Is An Infraction***

# ***Distracción Es Una Infracción***

(Concept M)

General Market	Hispanic Market
	

# Distraction Is An Infraction

## Distracción Es Una Infacción

(Concept M)

Ability to Communicate Message Rank:	Graded the Concept A/B:
2 <sup>nd</sup> (n=12)	55% (n=33)



*Distraction Is An Infraction* implements rhyming in the tagline and subtle visual cues to effectively communicate a message about distracted driving and enforcement. This concept was the strongest performer in the Hispanic market, as the various logo elements help tie the consequence of distracted driving to law enforcement; however, it falls flat in the general market.

### Effective Elements

- Some, especially in the Hispanic market groups, find the rhyming tagline catchy and memorable
- The logo elements are subtle yet effective—the hand icon communicates law enforcement’s command to stop using one’s phone
- The steering wheel icon implemented in the text helps to communicate driving, helping to tie distracted driving to enforcement consequences



*I like the message and the letter O being the steering wheel and that there is a cell phone in there. The [law enforcement officer] is coming out of this cell phone screen [saying] “Do not use the phone. Do not get distracted” because you’re going to get a ticket.*

– Hispanic Market, Age 27 to 34 years old

# Distraction Is An Infraction

## Distracción Es Una Infracción

(Concept M)

Ability to Communicate Message Rank:	Graded the Concept A/B:
2 <sup>nd</sup> (n=12)	55% (n=33)



*Distraction Is An Infraction* implements rhyming in the tagline and subtle visual cues to effectively communicate a message about distracted driving and enforcement. This concept was the strongest performer in the Hispanic market, as the various logo elements help tie the consequence of distracted driving to law enforcement; however, it falls flat in the general market.

### Opportunities for Improvement

- Many indicate that “infraction” is not the best verbiage for getting the message across and communicating the severity of driving distracted
  - There is concern that “infraction” could be unclear to some and is also too long of a word
  - “Infraction” doesn’t sound like a severe consequence and isn’t always associated with a fine or consequence
- The words in the tagline are long, making the tagline seem longer than it is—more concise, direct verbiage should be utilized to make the concept clearer



*I feel like [the concept] is **more focused on the words rather than enforcement...** [this concept] feels more like a recommendation rather than an enforcement [message].*

– General Market, Age 18 to 26 years old

***Put the Phone Away or Pay***  
***Celular Guardado O Serás Multado***  
(Concept L)



# Put the Phone Away or Pay / Celular Guardado O Serás Multado

(Concept L)

Ability to Communicate Message Rank:	Graded the Concept A/B:
3 <sup>rd</sup> (n=9)	58% (n=35)



*Put the Phone Away or Pay* places additional emphasis on the imagery of law enforcement and refines logo elements of the existing concept to be clearer in its communication of phone use. The tagline's authoritative tone effectively communicates enforcement.

## Effective Elements

- The concept is straightforward to understand and works well to show the behavior and enforcement consequences
- The fuller image of the law enforcement officer gets attention and communicates authority
- The tagline rhymes and is effective at communicating a range of consequences by using the word “pay”



*I think it's very well done and very well understood. I think the way they want to represent the authority is fine. **The [law enforcement officer] is telling you that the cell phone needs to be kept away and telling you that you'll get a fine.***

– Hispanic Market, Age 18 to 26 years old

# Put the Phone Away or Pay Celular Guardado O Serás Multado

(Concept L)

Ability to Communicate Message Rank:	Graded the Concept A/B:
3 <sup>rd</sup> (n=9)	58% (n=35)



*Put the Phone Away or Pay* places additional emphasis on the imagery of law enforcement and refines logo elements of the existing concept to be clearer in its communication of phone use. The tagline’s authoritative tone effectively communicates enforcement.

## Opportunities for Improvement

- The tagline is a bit too wordy; it could be better if shortened to fewer syllables
- Some feel that having the word “away” in the phone takes away from the message and should not be the point of emphasis in the concept
  - The tagline would be more impactful by emphasizing “or pay” as the consequence and would be better at getting attention
  - The smaller font size of the “or pay” and its placement makes the concept feel busy and less impactful—consider other options around spacing
- The logo and tagline are a bit contradictory as the law enforcement officer is holding up the phone while also communicating a message to put it away—making “pay” the emphasized word would help resolve this issue



*The phrase is pretty on point, but the way the words are placed I don’t like—the part of “or you will be fined.” **If you don’t put the attention there, then you’re not able to see it.** I would put [this part] within the square.*

– Hispanic Market, Age 18 to 26 years old

*Phones Get Fines*

*Celulares Traen Multas*

(Concept O)



# Phones Get Fines

## Celulares Traen Multas

(Concept O)

Ability to Communicate Message Rank:	Graded the Concept A/B:
4 <sup>th</sup> (Tie) (n=8)	58% (n=35)
	

**Phones Get Fines** succinctly and directly communicates consequences related to phone use. The tagline is catchy and memorable, and the logo utilizes phone, driving and enforcement imagery. While this concept scores well, it is much more effective in the Hispanic market, as ambiguity over the tagline and logo elements diminished its impact in the general market.

### Effective Elements

- The logo utilizes all the necessary elements to communicate enforcement consequences of distracted driving effectively—phone, driving and law enforcement
- The tagline is punchy and effective
- “Fine” helps to describe a more concrete consequence and is less ambiguous than words like “pay”



*I understood the concept completely. [I like] the cell phone, the highway. I like that it says 911 [on the vehicle]. **It gives you all the information that you need to know.***

– Hispanic Market, Age 27 to 34 years old

# Phones Get Fines

## Celulares Traen Multas

(Concept O)

Ability to Communicate Message Rank:	Graded the Concept A/B:
4 <sup>th</sup> (Tie) (n=8)	58% (n=35)
	

**Phones Get Fines** succinctly and directly communicates consequences related to phone use. The tagline is catchy and memorable, and the logo utilizes phone, driving and enforcement imagery. While this concept scores well, it is much more effective in the Hispanic market, as ambiguity over the tagline and logo elements diminished its impact in the general market.

### Opportunities for Improvement

- The law enforcement vehicle feels out of place for some, signaling a desire to create a stronger connection to the viewer—perhaps by showing a separate car with the law enforcement vehicle behind it
- Carefully consider how sizing impacts the legibility of logo elements when they are scaled up or down—the law enforcement vehicle would be a challenge to make out in a smaller spot
- In the Hispanic market, some say the word “traen” (“brings”) is not catchy and could be replaced by an equal sign



*It took me a few seconds to understand the imagery going on here...I just don't know what's happening. [Law enforcement] are driving over the phone... and I have no idea what it's trying to convey. It's not clear.*

– General Market, Age 18 to 26 years old

***Tap. Text. Ticket.***  
***Checar. Textear. Pagar.***

(Concept Q)

General Market	Hispanic Market
 <b>TAP.</b>  <b>TEXT.</b>  <b>TICKET.</b>	 <b>CHECAR.</b>  <b>TEXTEAR.</b>  <b>PAGAR.</b>

## Tap. Text. Ticket.

## Checar. Textear. Pagar.

(Concept Q)

Ability to Communicate Message Rank:	Graded the Concept A/B:
4 <sup>th</sup> (Tie) (n=8)	47% (n=28)



**Tap. Text. Ticket.** employs alliteration tactics with a short tagline to efficiently communicate the message about the consequences of distracted driving. The logo elements feel modern, are easily identifiable and are clearly related to phone use and enforcement. This concept had some success in the general market, but fell flat in the Hispanic market.

### Effective Elements

- The alliteration (in the English tagline) and rhyming (in the Spanish tagline) are effective tools to make the tagline easy to remember
- The logo imagery feels sleek and modern by using the tap imagery and text bubble, and the squares are reminiscent of phone apps
- The use of the word “ticket” in the general market groups is an effective way to communicate consequences



*I think [the concept] has potential. I like the three squares. **It looks like an app. It feels very tech modern.** The tagline—I like the text, the ticket—I get that.*

– General Market, Age 27 to 34 years old

## Tap. Text. Ticket.

## Checar. Textear. Pagar.

(Concept Q)

Ability to Communicate Message Rank:	Graded the Concept A/B:
4 <sup>th</sup> (Tie) (n=8)	47% (n=28)



**Tap. Text. Ticket.** employs alliteration tactics with a short tagline to efficiently communicate the message about the consequences of distracted driving. The logo elements feel modern, are easily identifiable and are clearly related to phone use and enforcement. This concept had some success in the general market, but fell flat in the Hispanic market.

## Opportunities for Improvement

- “Tap” is not the right verbiage—to some, “tap” is associated with tap-to-pay payment systems and combined with the app icon-style design, the concept communicates a message about paying for parking; there are also issues in Spanish with “checar”
- The behavior of distracted driving is not communicated in this concept—there needs to be a reference either visually or in the text to build a more direct connection
- Though it would disrupt the alliteration in the concept, consider “Drive. Text. Ticket.” or something similar that would capture all the necessary elements for a short, memorable distracted driving concept



*[The concept is] talking about using the phone, but if I were to not be thinking about driving and see the logo...[it says] because I use my phone, I have to pay. **This doesn't give me the idea that I'm driving [and texting]...It will take me longer to realize it had to do with creating awareness not to drive and text.***

– Hispanic Market, Age 18 to 26 years old

***U Drive. U Text. U Pay.***  
***Manejar y Textear/La Vas a Pagar***  
(Concept K)



# U Drive. U Text. U Pay.

## Manejar y Textear/La Vas a Pagar

(Concept K – existing logo and tagline)

Ability to Communicate Message Rank:	Graded the Concept A/B:
6 <sup>th</sup> (n=1)	43% (n=26)



*U Drive. U Text. U Pay.* is the existing logo and shows some effectiveness. It shows the connection between the behavior and the enforcement consequence in the tagline. The logo also highlights enforcement with the image of a law enforcement officer. However, the concept is dated, isn't broadly reflective of the texting behaviors of the target audience and does not consistently resonate.

### Effective Elements

- The tagline is straightforward and clearly communicates the behavior of distracted driving and the consequences of doing so
- The law enforcement officer conveys authority and effectively communicates the punitive consequences of distracted driving
- The tagline is memorable as the “U Pay” directly catches your attention and communicates seriousness



*The first thing that pops up to me is “U Pay.” I know I’m not trying to pay anything extra. I see “U Pay” then I go to the “U Drive. U Text.” and that will automatically make me drop my phone.*

– General Market, Age 27 to 34 years old

# U Drive. U Text. U Pay.

## Manejar y Textear / La Vas a Pagar

(Concept K – existing logo and tagline)

Ability to Communicate Message Rank:	Graded the Concept A/B:
6 <sup>th</sup> (n=1)	43% (n=26)



*U Drive. U Text. U Pay.* is the existing logo and shows some effectiveness. It shows the connection between the behavior and the enforcement consequence in the tagline. The logo also highlights enforcement with the image of a law enforcement officer. However, the concept is dated, isn't broadly reflective of the texting behaviors of the target audience and does not consistently resonate.

### Opportunities for Improvement

- The concept recall is very low—few respondents in either market said they had seen the concept, which would communicate that it overall isn't effective at getting attention or being memorable in its current form
- Many stated that the concept feels outdated—the texting style “U” and the “university font” don't resonate and would be improved by spelling out the word “you”
- Making the law enforcement officer more identifiable would help communicate enforcement—to some, it's hard to recognize the figure as a law enforcement officer and it is difficult to understand what the logo is trying to convey without the context of the tagline



For me personally, *it feels a bit antiquated*. I feel using “U” as opposed to “You” harkens back to the T9 texting days...and I'm one of those people that texts full sentences, so that misses the mark for me.

– General Market, Age 27 to 34 years old

***Park the Phone or Pay the Fine***  
***Estaciona El Celular O Paga La Multa***  
(Concept S)



# Park the Phone or Pay the Fine

## Estaciona El Celular O Paga La Multa

(Concept S)

Ability to Communicate Message Rank:	Graded the Concept A/B:
7 <sup>th</sup> (n=0)	15% (n=9)



*Park the Phone or Pay the Fine* takes a unique approach with some nuanced visual elements to communicate the desired behavior and the consequences of distracted driving. Overall, it scores poorly across both markets, with participants describing it as confusing and needing some of the necessary elements for an effective distracted driving enforcement concept.

### Effective Elements

- The logo with the gear shifter is appealing and grabs attention while communicating a driving behavior
- The tagline references the phone and the desired behavior as well as the consequence of the behavior of distracted driving



*I thought “park the phone or pay the fine” was a pretty good tagline because it was **concise and it gets to the point.***

– General Market, Age 18 to 26 years old

# Park the Phone or Pay the Fine

## Estaciona El Celular O Paga La Multa

(Concept S)

Ability to Communicate Message Rank:	Graded the Concept A/B:
7 <sup>th</sup> (n=0)	15% (n=9)



*Park the Phone or Pay the Fine* takes a unique approach with some nuanced visual elements to communicate the desired behavior and the consequences of distracted driving. Overall, it scores poorly across both markets, with participants describing it as confusing and needing some of the necessary elements for an effective distracted driving enforcement concept.

### Opportunities for Improvement

- The tagline is too long and doesn't implement some of the elements that make taglines more memorable (few syllables, rhyming)
- The concept doesn't communicate distracted driving effectively—most overlooked the gear shifter being a phone
- There is no visual reference to enforcement, which most feel is a necessary component
- The gear shifter logo feels outdated—many indicated that modern vehicles are moving away from this style of gear stick
- The tagline is too long and visuals with the text can be distracting/require more time to process
- For some, the emphasis on “Park” and “Pay” makes this feel like a parking enforcement concept



*With the big words for park and pay, I would think it'd be talking about not parking [illegally]...**Phone and fine are the biggest parts of this [campaign], yet they're the smallest words.***

– General Market, Age 18 to 26 years old

# Concept Comparisons

# Creating Effective Tagline/Logo Combinations

This research effort consisted of two concept testing waves for taglines and logos. The first wave guided the elements needed to create logos and taglines that effectively communicate the enforcement consequences of distracted driving.

The bullet points on the right summarize the key takeaways from the first round of research. These insights informed the execution of tagline/logo concepts for the second wave.

## Tagline Considerations

- Taglines need to be short and catchy
- The longer it takes to process the message, the less effective it will be
- Rhyming makes taglines more memorable, but should be implemented carefully to avoid making the tagline seem unserious
- The tagline should reference the behavior—“phone use,” “distraction,” “texting,” etc., while driving, with direct references to phone use being the most effective
- The tagline should reference enforcement consequences directly—“pay,” “fine,” “ticket,” etc.

## Logo Considerations

- When appropriate, color can enhance the clarity and effectiveness of a message—certain colors (e.g., blue) are closely associated with law enforcement
- The logo should include imagery of a phone
- The logo should show or reference driving
- Enforcement must be clearly depicted—this can be done through imagery of a law enforcement officer and/or law enforcement vehicle
- The logo should have an authoritative tone, not casual or overly humorous, etc.

# Wave 1 Findings and Wave 2 Concepts

The table below summarizes examples of effective elements identified in Wave 1 and where those elements are present in the concepts examined in the second wave.

		Wave 2 Concepts						
		 Concept K	 Concept L	 Concept M	 Concept O	 Concept P	 Concept Q	 Concept S
Wave 1 Feedback	TAGLINE	✓		✓	✓	✓	✓	
	Few Syllables		✓	✓				
	Rhyming		✓	✓				
	Phone/Text Mention	✓	✓		✓	✓	✓	✓
	Driving Mention	✓			✓	✓	✓	✓
	Enforcement Mention	✓	✓	✓	✓	✓	✓	✓
	LOGO		✓	✓	✓	✓	✓	✓
	Phone Imagery		✓	✓	✓	✓	✓	✓
Driving Imagery			✓	✓				
Enforcement Imagery	✓	✓	✓	✓	✓	✓		
	<b>Effective Elements</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>4</b>

# Concept Comparison—Combined Markets

Combined General Market and Hispanic Market

Combining markets, **Concept P** has a significant lead in the ability to influence behavior and a moderate advantage on concept grades. **Concept M** is the second-most influential on behavior, but is only effective in the Hispanic market.

	Concept Assessment	Influences Behavior Select one concept	Concept Grades Graded A/B
Concept P		<b>22</b> <sub>/60</sub>	<b>62%</b> (37/60)
Concept M		<b>12</b> <sub>/60</sub>	<b>55%</b> (33/60)
Concept L		<b>9</b> <sub>/60</sub>	<b>58%</b> (35/60)
Concept O		<b>8</b> <sub>/60</sub>	<b>58%</b> (35/60)
Concept Q		<b>8</b> <sub>/60</sub>	<b>47%</b> (28/60)
Existing Logo & Tagline Concept K		<b>1</b> <sub>/60</sub>	<b>43%</b> (26/60)
Concept S		<b>0</b> <sub>/60</sub>	<b>15%</b> (9/60)

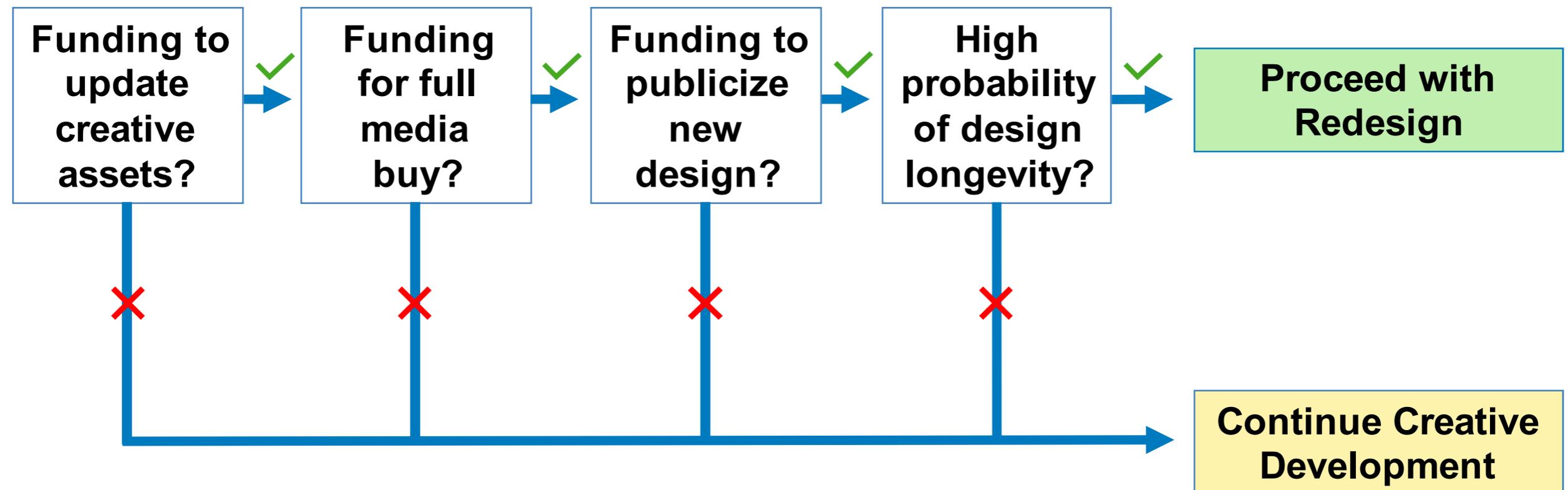
*NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts*

# Strategic Considerations

## *Criteria for moving ahead with redesign*

While the research provides clarity on which concepts are effective at communicating the enforcement consequences of distracted driving, NHTSA's decision to move forward with the campaign refresh or to continue creative development must weigh factors beyond the research.

### Logo Redesign Decision Tree



# Strategic Considerations

## *Which concept to move forward with*

While the research identified a preference for **Concept P**, due to strategic considerations, **we recommend Concept L as a better long-term solution.**

### Research Recommendation



#### *Concept P*

- Highest concept grades and scores
- Effective in both markets, but especially general market
- Clearly communicates enforcement consequences

If deciding solely based on the research, moving forward with **Concept P** is the recommended option.

### Strategic Recommendation



#### *Concept L*

- Strong concept grades and scores
- Greater probable longevity due to broad term “phone” instead of “text”
- Design communicates seriousness
- Clear direction on improvements needed to increase effectiveness

Due to strategic considerations, continuing creative development and research on **Concept L** is the best option.

# **Appendix A: Wave 1**

# Wave 1 Concept Comparison

Combined General Market and Hispanic Market

Effective elements identified in Wave 1 informed the development of Wave 2 designs.

	Concept Assessment		Influences Behavior Select one concept	Concept Grades Graded A/B
Concept Q			<b>27</b> <sub>/60</sub>	<b>57%</b> (34/60)
Concept P			<b>9</b> <sub>/60</sub>	<b>60%</b> (36/60)
Concept L			<b>6</b> <sub>/60</sub>	<b>37%</b> (22/60)
Existing Logo & Tagline Concept K			<b>6</b> <sub>/60</sub>	<b>32%</b> (19/60)
Concept S			<b>6</b> <sub>/60</sub>	<b>30%</b> (18/60)
Concept M			<b>5</b> <sub>/60</sub>	<b>32%</b> (19/60)
Concept R			<b>1</b> <sub>/60</sub>	<b>22%</b> (13/60)
Concept O			<b>0</b> <sub>/60</sub>	<b>15%</b> (9/60)

*NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts*

# General Market (n=36) – Wave 1

## Demographics

Category	Demographic	Total
Gender	Male	56% (n=20)
	Female	44% (n=16)
	Prefer to self-describe	-
Age	18 to 26 years old	50% (n=18)
	27 to 34 years old	50% (n=18)
Ethnicity	White	64% (n=23)
	Black	11% (n=4)
	Hispanic	17% (n=6)
	Asian	8% (n=3)
	Other	-
Education	High school or less	8% (n=3)
	Some college/vocational/tech	36% (n=13)
	College graduate	44% (n=16)
	Postgraduate	11% (n=4)
Household Income	Less Than \$50K	33% (n=12)
	\$50k–\$99k	53% (n=19)
	\$100k+	14% (n=5)
4 Point Census Region	Northeast	25% (n=9)
	Midwest	19% (n=7)
	South	42% (n=15)
	West	14% (n=5)
Employment	Employed	86% (n=31)
	Student	14% (n=5)

# Hispanic Market (n=24) – Wave 1

## Demographics

Category	Demographic	Total
Gender	Male	58% (n=14)
	Female	42% (n=10)
Age	18 to 26 years old	50% (n=12)
	27 to 34 years old	50% (n=12)
Birthplace	South America	38% (n=9)
	Mexico	38% (n=9)
	Central America	21% (n=5)
	Puerto Rico	-
	Someplace Else	4% (n=1)
Education	High school or less	38% (n=9)
	Some college/vocational/tech	33% (n=8)
	College graduate	29% (n=7)
	Postgraduate	-
Household Income	Less Than \$50K	33% (n=8)
	\$50k–\$99k	67% (n=16)
	\$100k+	-
4 Point Census Region	Northeast	13% (n=3)
	Midwest	29% (n=7)
	South	42% (n=10)
	West	17% (n=4)
Employment	Employed	79% (n=19)
	Student	17% (n=4)
	Homemaker	4% (n=1)

# **Appendix B: Wave 2**

# Concept Comparison—Breakouts

General Market and Hispanic Market—Breakouts

## General Market

Concept Assessment	Influences Behavior Select one concept	Concept Grades Graded A/B
	<b>16</b> <sub>/36</sub>	<b>64%</b> (23/36)
	<b>0</b> <sub>/36</sub>	<b>33%</b> (12/36)
	<b>9</b> <sub>/36</sub>	<b>58%</b> (21/36)
	<b>2</b> <sub>/36</sub>	<b>50%</b> (18/36)
	<b>8</b> <sub>/36</sub>	<b>58%</b> (21/36)
	<b>1</b> <sub>/36</sub>	<b>53%</b> (19/36)
	<b>0</b> <sub>/36</sub>	<b>11%</b> (4/36)

## Hispanic Market

Concept Assessment	Influences Behavior Select one concept	Concept Grades Graded A/B
	<b>6</b> <sub>/24</sub>	<b>58%</b> (14/24)
	<b>12</b> <sub>/24</sub>	<b>88%</b> (21/24)
	<b>0</b> <sub>/24</sub>	<b>58%</b> (14/24)
	<b>6</b> <sub>/24</sub>	<b>71%</b> (17/24)
	<b>0</b> <sub>/24</sub>	<b>29%</b> (7/24)
	<b>0</b> <sub>/24</sub>	<b>29%</b> (7/24)
	<b>0</b> <sub>/24</sub>	<b>21%</b> (5/24)

*NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts*

# Concept Comparison—Taglines

General Market and Hispanic Market

Tagline preferences differ substantially by market, with **Concept M** leading among the Hispanic market and **Concept P** leading in the general market.

	Concept Assessment		Combined Markets Influences Behavior	General Market Influences Behavior	Hispanic Market Influences Behavior
Concept P	YOU DRIVE YOU TEXT YOU PAY	MANEJAR Y TEXTEAR LA VAS A PAGAR*	14 <sub>/60</sub>	12 <sub>/36</sub>	2 <sub>/24</sub>
Concept M	DISTRACTION IS AN INFRACTION	DISTRACCIÓN ES UNA INFRACCIÓN	15 <sub>/60</sub>	1 <sub>/36</sub>	14 <sub>/24</sub>
Concept L	PUT THE PHONE AWAY OR PAY	CELULAR GUARDADO O SERÁS MULTADO	12 <sub>/60</sub>	6 <sub>/36</sub>	6 <sub>/24</sub>
Concept O	PHONES GET FINES	CELULARES TRAEN MULTAS	1 <sub>/60</sub>	1 <sub>/36</sub>	0 <sub>/24</sub>
Concept Q	TAP. TEXT. TICKET.	CHECAR. TEXTEAR. PAGAR.	6 <sub>/60</sub>	5 <sub>/36</sub>	1 <sub>/24</sub>
Existing Tagline Concept K	U DRIVE. U TEXT. U PAY.	MANEJAR Y TEXTEAR LA VAS A PAGAR*	12 <sub>/60</sub>	10 <sub>/36</sub>	2 <sub>/24</sub>
Concept S	PARK THE PHONE OR PAY THE FINE	ESTACIONA EL CELULAR O PAGA LA MULTA**	2 <sub>/60</sub>	1 <sub>/36</sub>	1 <sub>/24</sub>

*NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts*

# Concept Comparison—Logos

## General Market and Hispanic Market

Logo preferences also differ by market, with **Concept P** leading overall and in the general market and **Concept O** leading in the Hispanic market.

	Concept Assessment	Combined Markets Influences Behavior	General Market Influences Behavior	Hispanic Market Influences Behavior
Concept P		<b>21</b> <sub>/60</sub>	<b>17</b> <sub>/36</sub>	<b>4</b> <sub>/24</sub>
Concept M		<b>9</b> <sub>/60</sub>	<b>3</b> <sub>/36</sub>	<b>6</b> <sub>/24</sub>
Concept L		<b>11</b> <sub>/60</sub>	<b>8</b> <sub>/36</sub>	<b>3</b> <sub>/24</sub>
Concept O		<b>11</b> <sub>/60</sub>	<b>1</b> <sub>/36</sub>	<b>10</b> <sub>/24</sub>
Concept Q		<b>8</b> <sub>/60</sub>	<b>7</b> <sub>/36</sub>	<b>1</b> <sub>/24</sub>
Existing Tagline Concept K		<b>0</b> <sub>/60</sub>	<b>0</b> <sub>/36</sub>	<b>0</b> <sub>/24</sub>
Concept S		<b>0</b> <sub>/60</sub>	<b>0</b> <sub>/36</sub>	<b>0</b> <sub>/24</sub>

*NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts*

# General Market (n=36) – Wave 2

## Demographics

Category	Demographic	Total
Gender	Male	47% (n=17)
	Female	50% (n=18)
	Prefer to self-describe	3% (n=1)
Age	18 to 26 years old	50% (n=18)
	27 to 34 years old	50% (n=18)
Ethnicity	White	39% (n=14)
	Black	22% (n=8)
	Hispanic	25% (n=9)
	Asian	8% (n=3)
	Other	6% (n=2)
Education	High school or less	6% (n=2)
	Some college/vocational/tech	33% (n=12)
	College graduate	47% (n=17)
	Postgraduate	14% (n=5)
Household Income	Less Than \$50K	19% (n=7)
	\$50k–\$99k	44% (n=16)
	\$100k+	36% (n=13)
4 Point Census Region	Northeast	31% (n=11)
	Midwest	25% (n=9)
	South	25% (n=9)
	West	19% (n=7)
Employment	Employed	89% (n=32)
	Student	11% (n=4)

# Hispanic Market (n=24) – Wave 2

## Demographics

Category	Demographic	Total
Gender	Male	50% (n=12)
	Female	50% (n=12)
Age	18 to 26 years old	50% (n=12)
	27 to 34 years old	50% (n=12)
Birthplace	South America	33% (n=8)
	Mexico	33% (n=8)
	Central America	17% (n=4)
	Puerto Rico	-
	Someplace Else	17% (n=4)
Education	High school or less	38% (n=9)
	Some college/vocational/tech	21% (n=5)
	College graduate	42% (n=10)
	Postgraduate	-
Household Income	Less Than \$50K	38% (n=9)
	\$50k–\$99k	63% (n=15)
	\$100k+	-
4 Point Census Region	Northeast	25% (n=6)
	Midwest	17% (n=4)
	South	46% (n=11)
	West	13% (n=3)
Employment	Employed	79% (n=19)
	Unemployed	4% (n=1)
	Student	13% (n=3)
	Homemaker	4% (n=1)