FILE S.W. MORRIS & COMPANY INC.

79-17-GR-087

Focus Groups on Traffic Safety Issues: Public Response to NCAP

Contract Number: DTNH22-90-C-07015

105 pg.

Prepared for:

National Highway Traffic Safety Administration

93 OCT 28 A10:18

93 OCT 28 A10:18

August 23, 1993

7910 Woodmont Avenue, Suite 400 Bethesda, Maryland 20814-3015
tel. 301/656-3100 fax 301/652-5264
Member, Intermarket Association of Advertising Agencies

001

Table of Contents

002

004

Executive Summary

Background and Objectives

Background

The National Highway Traffic Safety Administration (NHTSA) began the New Car Assessment Program (NCAP) in 1979 to provide consumers with a measure of the relative crashworthiness of passenger motor vehicles. Under NCAP, 35 mph frontal crash tests into a fixed barrier are conducted annually on approximately 37 new vehicles. Results are disseminated to the media and to consumers. The goal of the program is to enhance public awareness of automotive safety and not to establish a safety standard.

In 1991, NHTSA was directed by Congress to find ways to increase public awareness of the new car crash test information and to use marketing research techniques to ensure that the information presented to the consumer is easy to understand.

NHTSA was charged by Congress with investigating a variety of new methods to present the NCAP data to make them more immediately informative to the car-buying public. The data may include information on which vehicle models perform best on different injury criteria measures, which vehicle models have the highest and lowest likelihood of head injuries, and the 15 years of performance for different automobile manufacturers on NCAP crashworthiness tests.

Objectives

The objectives of this project are to: (1) assess, through the use of focus groups, vehicle-buyer perceptions, needs, and desires concerning the delivery and presentation of motor vehicle safety-performance data. This includes the existing frontal-crash test information and assessment of the public's desire for other crash test information, e.g., side-impact performance; (2) identify the potential uses of NCAP information in vehicle selection; and (3) gather preliminary information needed to plan an effective promotional campaign.

Methodology

Overview

In the spring of 1993, fifteen focus groups--seven of men and eight of women--were conducted in three cities, seven in Washington D.C., four in Dallas, and four in San Francisco. All of the participants had either recently purchased a new car or planned to do so in the near future. Most of the groups included at least one or two participants who had previously called the Hotline. A total of 67 men and 72 women participated.

Participants in the groups were from 25 to 55 years of age. About half had children under 18 years of age living at home. All had graduated from high school; most had at least some college or were college graduates, and a few had advanced degrees. Men in the groups drove an average 19,500 miles per year, and the women participants drove an average of 15,200 miles per year.

At the beginning of the sessions, participants discussed what features they looked for in a new car, and the importance of safety features in making a selection. Next, participants gave their reactions to two sets of NCAP crash test materials. The last part of the session was devoted to reviewing preliminary versions of two radio public service announcements (PSAs) and two print PSAs promoting the availability of NCAP safety information.

Test Materials

1. The New Car Crashworthiness Chart (NCAP Chart) is a revised version of an earlier chart distributed by NHTSA. It translated crash test scores into "levels of protection" stated in terms of likelihood of injury.

2. The NCAP Data Sheets contained the crash test scores which were used to derive the levels of protection for the NCAP Chart. Data Sheet #1 presented the scores in tabular form; Data Sheet #2 used a bar graph to illustrate relative likelihood of injury.

3. Two radio PSAs and two print PSAs were supplied by NHTSA. The PSAs were designed to inform the public about NCAP and to encourage them to call for auto safety information. Scripts of the radio PSAs and copies of the print PSAs are included in an appendix to the study report.

Findings

Choosing A New Car

Desired features. The features considered most often when choosing a new car were reliability; economic factors such as fuel economy, repair costs, and resale value; and safety. Safety or specific safety features were regarded as important by all groups, with women somewhat more likely than men to cite safety as one of the features they looked for.

Few respondents mentioned crash test results--largely because few knew at the beginning of the focus groups that such information was available. At the end of the sessions, however, crash test results ranked number one in importance for women and number three for men.

A few participants commented that since all cars had to meet certain safety standards, buyers could take safety for granted and, therefore, could pay more attention to other features such as styling or comfort.

Sources of new car information. Most participants said they talked to other people about cars they were considering. Many said they also did further research. *Consumer Reports,* insurance agents, and auto magazines were the most popular sources of information.

Reactions To NCAP Information

Participants found the safety information valuable. They liked the NCAP Chart format, and agreed that the "Levels of Protection" were clear, easy to understand, and easy to use. However, the symbols and the explanatory note were generally regarded as unclear, too technical, and confusing.

They regarded the data sheets as so technical and hard to understand that they would not be of use to the average consumer.

Availability of information. Most agreed that safety information produced by Federal agencies should be available at auto dealerships. Many participants felt that auto dealers should be required by law to furnish such information to prospective customers. They recommended placing safety information at outlets where new car buyers already go for information: insurance companies, banks, auto magazines, and *Consumer Reports* were mentioned most often.

Suggestions for improvement of NCAP crashworthiness chart. Participants said the NCAP Chart could be improved by shortening the explanatory note, using non-technical language, and eliminating or clarifying certain confusing features of the chart. Their comments were used to formulate the recommendations for improving the chart found in Section IV of the study report. They felt the data sheets should be optional, given only to people who requested further information after receiving the chart.

Additional information. While respondents found the information in the chart important and useful, most regarded it as only a beginning. They wanted information about other kinds of crashes (side-impact, rear-impact, rollover, etc.) under a variety of circumstances (e.g., at different speeds and between cars of different sizes).

There was considerable enthusiasm for the idea of compiling all safety data (highway statistics as well as crash test results) into a single, standardized rating which would be used with all vehicles, and which could be comprehended at a glance by the consumer.

Hotline callers. Of the 22 participants who had called the Hotline, 14 wanted safety information on specific new cars and the rest asked about a variety of safety matters. Only eight of the callers said that they received useful information.

Reactions To NCAP Promotional Materials

Participants regarded the message of the promotional materials--that auto safety information is available free from the Federal Government--as important and valuable. They had numerous criticisms of the materials but not of the message itself.

There was consensus that three elements should be included in every PSA concerning NCAP: (1) a clear identification of the Federal Government as the source of the PSA, (2) a prominent statement that the information is free, and (3) a conspicuous and easy-to-remember 800 number.

A number of participants expressed a dislike for and refusal to pay attention to for-profit, product advertising. Respondents said they would be more inclined to read or listen to an ad, and call for information if it was clear that NCAP was a government-sponsored program. Thus, participants recommended that the message clearly identify the Federal Government as the sponsor of the crash tests and the source of the data.

Participants also said they would more likely read or listen to an ad when it was clear something was being offered for free. They suggested that the word "free" be featured prominently in any PSA regarding the availability of NCAP's crash test data.

Participants said they do the majority of their radio listening in their cars, and assumed most other people do too. Because it is so difficult to write down a phone number while driving, participants insisted that providing an easy-to-remember, catchy phone number in the radio PSAs was very important. They also said it would be helpful to display the easy-to-remember 800 number in a conspicuous place on the print PSAs.

Conclusions and Recommendations

Importance of Safety Information to New-Car Purchasers

While women seemed to place somewhat more emphasis on auto safety than men, safety was of major importance for both men and women, both for themselves and for their families. Participants said they spent considerable time and effort in obtaining information about the safety characteristics of cars they were considering for purchase.

Many respondents said they would like a standard rating system that would apply to all new cars sold in this country, based on a combination of standardized crash tests and highway accident data. There was considerable support for requiring that this rating be displayed on all new car stickers.

Recommendations relating to the NCAP tests, presentation of the test results, distribution and placement of this information for use by consumers, and advertising to increase public awareness of the program are listed below and discussed in the study report.

The NCAP Crash Test Program

- Continue and expand the NCAP program. Consider conducting additional kinds of crash tests, and include measures of potential injuries to rear-seat passengers.

Presentation of NHTSA's NCAP Crash Test Information

- Present information on crash tests in a form that is non-technical and as short and simple as possible.
- Prepare a cover page for the NCAP Chart which describes the testing program.
- Retain the NCAP Chart with some changes.
- Send Data Sheet #1 to anyone who requests information to supplement the "level of protection" ratings in the NCAP Chart.

Dissemination of NHTSA's Crash Test Information

- Provide NCAP data at a variety of locations frequented by new-car buyers.
- Furnish NCAP data to publishers of magazines and newspapers; those publications commonly consulted by new car buyers cited by participants included: *Consumer Reports*, car magazines, newspapers, and general-interest magazines.
- Through focus groups and other means, maintain up-to-date information concerning consumers' preferred sources of information on the crashworthiness of new cars.
- Develop a partnership program with auto-safety advocates to promote wider use of NCAP test results.
- Explore possible enhancements of NCAP coverage by the press.

Promotional Materials

- Identify the Federal Government clearly and conspicuously as the source of the information and the public service advertising.
- Emphasize that the safety information provided by NCAP is free.
- Choose an 800 number that is easy to remember, and display it prominently in any promotional materials.

- Retain and modify Radio PSA #1 ("Survive"); drop Radio PSA #2 ("Crash" or "Accident").

- Create a print PSA with new features and selected elements of print PSAs #1 and #2.

I. Background and Objectives

Background

The National Highway Traffic Safety Administration (NHTSA) started the New Car Assessment Program (NCAP) in 1979 to provide consumers with a measure of the relative crashworthiness of passenger motor vehicles. Under NCAP, frontal crash tests of a sample of new vehicles are conducted during a 35 mph crash into a fixed barrier. The results are disseminated to the media and to consumers. The car-buying public has gradually become more familiar with NCAP's crashworthiness testing and uses the test results to evaluate new cars before purchase. The goal of the program is to enhance public awareness of automotive safety and not to establish a safety standard.

NCAP involves frontal crash tests of new cars at 35 mph into a fixed barrier. This is 5 mph faster than the Federal safety standard. In each NCAP crash test, two average-sized, male, instrumented test dummies are seated in the driver and right, front-seat passenger positions of the new car being tested. Tests are conducted using all occupant protection equipment provided with the vehicles so that test results demonstrate the relative crash protection provided to front seat occupants. Measurements are selected by instruments located on each dummy's head, chest, and upper legs to determine the likelihood of serious injury in a frontal collision.

Only one vehicle of each make or model is tested. Vehicles are selected from those that are new, potentially popular, or redesigned with new or improved safety equipment such as an airbag. Very expensive vehicles are not tested as often as more popular models because information about these models is not requested by many consumers. Domestic and foreign manufacturers are equally represented in the vehicles selected. The cars are purchased from existing dealer inventory. This random sampling replicates the manner in which the average consumer purchases a car.

NCAP's test results are grouped for comparisons between vehicles of similar size and weight. NHTSA does not claim its crashworthiness test offers the consumer a "real world" view of what will happen should a crash occur. The NCAP test results compare a vehicle's structural integrity and level of protection with that of other like vehicles.

In 1991, NHTSA was directed by Congress to find ways to increase public awareness of the new car crash test information and to use marketing research techniques to ensure that the information presented to the consumer is easy to understand.

NHTSA was charged by Congress with investigating a variety of new methods in presenting NCAP data to make them more immediately informative to the car-buying public. The data may include information on which vehicle models perform best on different injury criteria measures, which vehicle models have the highest and lowest likelihood of head injuries, and lists of the 15 years of performance for different automobile manufacturers on NCAP crashworthiness tests.

NHTSA intends to adopt a variety of promotional efforts to advertise the availability of NCAP crash test results and inform the public of the existence of its Auto Safety Hotline (Hotline). In addition, NHTSA will improve the materials it distributes to those who call the Hotline.

Objectives

In recent years, focus group research projects have provided useful insights and programmatic direction on a variety of topics that could not be generated with large-scale surveys or other data-collection techniques unsuited to exploratory behavioral research. Focus groups have provided a practical way to elicit needed information about individuals' perceptions and buying habits.

The objectives of this project are to: (1) assess, through the use of focus groups, vehicle-buyer perceptions, needs, and desires concerning the delivery and presentation of motor vehicle safety-performance data; (2) identify the potential uses of NCAP information in vehicle selection; and (3) gather preliminary information needed to plan an effective promotional campaign. This includes the existing frontal-crash test information and assessment of the public's desire for other crash test information, e.g., side-impact performance.

II. Methodology

Overview

A "focus group" is an informal small-group discussion, led by a trained moderator, designed to elicit feelings and attitudes about a specific topic. Groups usually involve eight to ten people and last up to two hours.

In the spring of 1993, fifteen focus groups--seven of men and eight of women--were conducted in three cities, seven in Washington D.C., four in Dallas, and four in San Francisco. All of the participants had either recently purchased a new car or planned to do so in the near future. The questions were designed to determine how participants regarded the importance of safety and safety features in selecting a car; what types of safety information they wanted; and where they would like that information made available.

At the beginning of the sessions, participants discussed how they went about choosing a car, what features they looked for in a new car, and the importance of safety features and safety information in making a selection. Next, participants read and gave their reactions to two sets of NCAP crash test materials. The last part of the session was devoted to reviewing two radio PSAs and two print PSAs promoting the availability of NCAP safety information.

Participant Selection

Buyers of New Cars

All groups were composed of drivers who had either bought or leased a new car within the past year or planned to do so within the coming year. Whether this action was imminent or in the recent past, the new-car selection process was of considerable significance to all participants.

Hotline Callers

Most of the groups included at least one or two people who had previously called the NCAP Hotline.

Gender

Gender-specific groups--seven groups of men and eight groups of women--were used in order to identify any differences in the ways in which men and women in the groups viewed the importance of safety information, or assessed the information in the NCAP test materials. This also permitted identification of gender differences in responses to the advertisements.

Age

Age is also an important variable, but an examination of possible differences in responses by age was not within the scope of this project. People under 25 or over 55 years of age were not included in the groups.

People under 25 were excluded because very few people in that age group can afford new cars. People over 55 were excluded to permit comparisons of parents and non-parents of similar ages, since one purpose of the study was to determine whether parents of young children or those just starting to drive go about choosing a car differently from others.

Parental Status

Parents of young children were included to determine if they are more safety-conscious than people buying a new car for themselves. The participant screening process ensured that about half the participants had children under 18 years of age living at home.

Education

Participants represented a range of educational attainment levels. All participants had graduated from high school and most had at least some college or were college graduates. A few had advanced degrees.

Mileage

An effort was made to recruit high-mileage drivers. Because they spend more time in their cars it was assumed that they are more attuned to individual characteristics of the automobiles they drive. High mileage drivers may be more concerned with certain automobile features. A few low-mileage drivers were included, but most participants drove more than the average number of miles. Men in the groups drove an average 19,500 miles per year, compared to a national average of

10,000 miles; women participants drove an average of 15,200 miles per year, compared to a national average of 7,000 (See **Tables 1 & 2**, Demographic Characteristics of Participants, in **Appendix A**).

Participant Recruitment

Participants were recruited through a series of advertisements in local newspapers in the Washington, Dallas, and San Francisco metropolitan areas. Callers who responded to these ads were asked the questions included in the NCAP focus group screener (see **Appendix B**).

Hotline callers were recruited by telephone. NHTSA provided lists of people who had previously called the Auto Safety Hotline from each city. Potential respondents were told that this was a Department of Transportation study, given a brief description of a focus group, and an explanation of the scope of the study (See script for recruitment of Hotline callers, **Appendix C**).

This procedure was followed to establish the credentials of the recruiters and to encourage Hotline callers to participate. Interested Hotline callers were asked the questions in the focus group screener. A total of 22 Hotline callers participated in the study.

Site Selection

In order to ascertain possible geographic differences in attitudes and perceptions relating to automobiles and automobile safety, groups were conducted in three geographic areas of the country: the East, the Midwest, and the West. Each group was to include a number of NCAP Hotline callers. Washington, Dallas, and San Francisco were selected because each had a relatively high concentration of Hotline callers. Other cities were eliminated because of their low concentration of Hotline callers.

Moderator's Guide

Each of the groups was led by an experienced moderator. The Moderator's Guide (see **Appendix D**) served as an outline for the group discussions. It included four sections: (1) introduction, including factors considered when buying a car;

(2) questions about the NCAP New Car Crashworthiness Chart (NCAP Chart); (3) questions on the NCAP crash data sheets; and (4) questions concerning the draft NCAP radio and print advertisements.

The sessions opened with participants stating their names and the approximate number of miles they drove each year. The moderator then asked questions to determine the importance of safety in their decision to buy a new car. After the participants became familiar with the crash data they were asked to identify effective ways of creating public awareness of the Hotline and the existence of car crash data.

Participants were asked for their opinions of the NCAP Chart and its accompanying cover page. This chart uses NCAP crash test results to rank cars within the same weight class on a level of protection scale ranging from 1 to 4 (See **Appendix E**). Questions were designed to assess the clarity and usefulness of the information on the chart, as well as participants' reactions to the chart format (See **Appendix F**).

NCAP data sheets were discussed next. These sheets contained the actual crash test scores which served as the basis for rating the cars in the NCAP Chart. The first data sheet consisted of the scores in tabular form; Data Sheet #2 presented this information in the form of a bar graph (See **Appendix G**).

Respondents were asked about the clarity and usefulness of the data sheets both independently and as a supplement to the crash test chart. They were also asked to suggest ways to make this information easily available to the public.

Hotline callers were asked about their experience with the NCAP Hotline and the usefulness of the information they received.

The remainder of the session was spent assessing the effectiveness of two radio PSAs and two print PSAs designed to inform the public about the existence and availability of NCAP crash test data. Participants were asked a series of questions about each PSA--things they liked, or disliked, whether they thought the PSA was effective, and ways of improving it.

At the end of the session, the participants were asked to fill out a questionnaire about their personal characteristics. This was done in order to have written confirmation of demographic profiles of the participants (See **Appendix H**).

Test Materials

The New Car Assessment Program Cover Page

Participants were given a brief description of the NCAP crash tests and the New Car Assessment Program. Three key points were covered in this section: (1) the test consists of a 35 mph head-on crash into a fixed barrier; (2) the crash simulates a head-on crash between two vehicles of the same weight, each travelling at 35 mph; and (3) vehicle occupants are wearing seat belts. A description of the New Car Crashworthiness Chart was also provided.

The New Car Crashworthiness Chart

The chart used during the focus groups (**Appendix E**) was derived from the data sheets in **Appendix G**. The purpose of the chart was to provide consumers with a quick, simplified, single point of comparison to evaluate the new cars listed.

The crash tests conducted by NCAP include three principal data points: Head Injury Criterion (HIC)[1]; Chest Deceleration (Chest G); and femur load. Femur load data were eliminated from inclusion on the chart for two reasons: (1) injuries resulting from excessive femur load are generally not life threatening, and (2) to reduce the overall complexity of the chart.

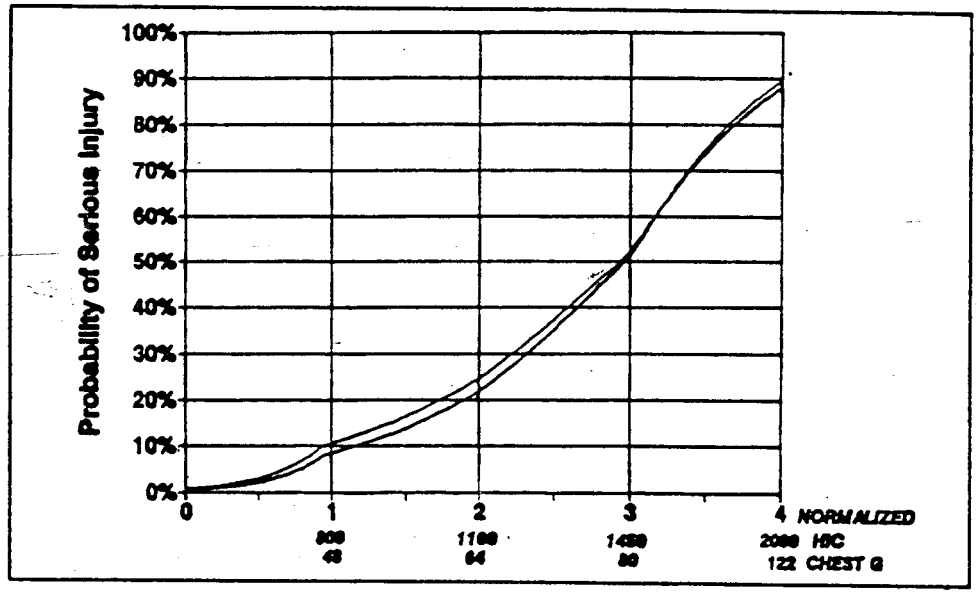


Figure 1. Normalized Head and Chest Response Values vs. Probability of Serious Injury

[1]HIC is a measure of the potential for injury to the head of a car's occupant in a frontal crash, usually when the head contacts a hard object such as the steering wheel column or instrument panel.

The *x* axis in **Figure 1** indicates the severity of Chest Gs measured on a scale from 0 to 122, but the HIC scale ranges from 0 to 2000. These two scales were normalized by determining the common points along a scale that indicates the probability of similarly severe injury. Thus a HIC of 1100 would produce the same likelihood of serious injury as a Chest G of 64. The level of serious injury used to normalize these two scales was selected from the Abbreviated Injury Scale's (AIS)[2] rating of "serious injury" (i.e., requiring hospitalization and may be life threatening).

Based on this similar injury criteria, the probability of sustaining an injury of this magnitude was related to how well a car protected its occupants from receiving such an injury. This scale was called the Level of Protection Scale on the chart and the four points on that scale were equivalent to the increasing chances of serious injury. It was noted on the chart that the lower the number, the better the protection.

Cars with a 10% or lower probability of serious injury were assigned a #1 level of protection; cars with a 10% to 25% probability of serious injury, a #2 level of protection; cars with 25% to 50% probability of injury, a #3 level of protection, and cars with a 50% or greater probability of injury received a #4 level of protection.

Non-impact HIC[3]

Of the two scores for each test car, HIC and Chest G, the higher of the two was used to determine the car's rating on the chart's Level of Protection rating. The scores were not added or combined.

When a non-impact HIC score was the higher of the two scores, the chart indicated non-impact HIC with an open circle in the Level of Protection rating. If a car had a non-impact HIC rating, but the Chest G score was higher, and therefore responsible for the car's rating on the Level of Protection scale, the non-impact HIC was not noted.

As a service to the reader, available safety options were included on the chart to identify cars with optional safety features. A note about the availability of different types of seat belts was also provided (See **Appendix E**).

---

[2] The Abbreviated Injury Scale, 1990 Revision., Association for the Advancement of Automotive Medicine., Des Plaines, IL, 1990

[3] A non-impact HIC score indicates the crash dummy's head did not strike any of the interior surfaces of the vehicle upon impact.

The NCAP Data Sheets

The data sheets contained the crash test scores which were used to derive the levels of protection of the NCAP Chart. Data Sheet #1 presented the scores in tabular form; Data Sheet #2 used a bar graph to illustrate relative likelihood of injury (See **Appendix G**).

Changes in NCAP Safety Information

In the first two focus groups, respondents found certain aspects of the NCAP Chart confusing or lacking information. It was felt that comments from only two groups were not sufficient to warrant significant changes to the NCAP Chart. Therefore, the decision was made to let the chart stand.

Because the omission of key information on the data sheets was so apparent to participants, a cover sheet explained what the head injury and chest injury numbers signified. A cover page titled "Two Things You Should Know About These Data Sheets" was added after the first two focus groups. Otherwise, the test materials were unchanged (See **Appendix I**).

NCAP Potential Promotional Materials

Two radio PSAs and two print PSAs were supplied by NHTSA for testing in focus groups. Their basic message was, "Call NCAP for free auto safety information." Scripts of the radio PSAs and copies of the print PSAs appear in **Appendix J**.

This report presents the detailed findings of the focus groups held in Washington, San Francisco, and Dallas. Conclusions have been drawn and recommendations made based on those findings and are included in this document.

Cautions to the Reader

Focus groups serve as a useful research tool for the marketing and communication professions. Although they cannot replace more traditional survey methods in which results can be statistically analyzed and extrapolated to be representative of entire populations, focus groups provide an opportunity to learn more about the behavior, attitudes, and experiences of small groups of individuals brought together to discuss a specific topic. Respondents may influence one another. Responses are not independent, and questions may not be posed the same way in each group. In short, although a focus group is conducted within a controlled environment, the many variables affecting any group's response are not controlled.

III. Findings

This section is organized to describe the respondents' attitudes regarding new car purchases, safety information, and certain media materials. The quotes in italic type were generally selected to represent the attitudes of many other similar responses except where a singular response is noted. Each quote is followed by an indication of the respondent's gender in parentheses so that the reader may determine what, if any, gender differences may exist.

Choosing A New Car

Desired Features

The moderator opened the discussion by asking what participants looked for when choosing a new car once they had decided on price and type of car (e.g., a four-door sedan). A number of things were mentioned, the most common being reliability; economic factors such as fuel economy, repair costs, and resale value; and safety. Comfort, interior space, ease of handling, and style were also mentioned.

"I wanted something maintenance-free." (F)

"I needed a car with more capacity, safety, and reliability." (M)

"I'm looking for transportation. I plan to drive my Saturn for at least ten years." (M)

"Comfort." (M)

"Primarily reliability, but it's got to be the right fit for you and your family-whatever your needs are. So I would pick the most reliable vehicle within those constraints." (M)

A few respondents said frankly that the final choice was basically an emotional decision.

"Very often you've decided before you start looking. I've been predisposed toward a certain model because it fit my needs, and I'd collected information about it without being aware of it. So when I started looking for a car I gravitated toward that model." (M)

"My wife will make the final decision. I leave it to her because I don't care what I drive." (M)

"I generally end up doing all the research and then end up buying the thing that strikes my eye." (M)

"If I like a car, an airbag wouldn't really matter." (M)

Safety or specific safety features were regarded as important by all groups, with women somewhat more likely than men to cite safety as one of the features they looked for.

"I narrowed it down to the car that interested me appearance-wise. I'm going to research the safety because that's important--the airbags and the brakes. So the final decision will be based on safety." (F)

"I look into mechanical safety, structural safety, because I was in a bad accident." (F)

"My views on cars changed after I had an accident. You look at safety as your number one priority and build on top of that...I went to the dealers and said, 'Show me the biggest car you've got.'" (F)

"My final decision will be based on safety. So I would rule out a small car." (F)

"I look at safety features more than crash tests, because most of them are not what really happens in the real world." (M)

When asked what safety characteristics they want information about, both men and women mentioned anti-lock brakes the most, followed closely by airbags. Not many participants mentioned crash test results--in large part because few of them knew at the beginning of the groups that such data existed or was available to the public. At the end of the sessions, however, when participants were asked to rank nine automobile characteristics in order of importance in choosing a car, crash test results ranked number one in importance for women and number three for men, somewhat ahead of anti-lock brakes (See **Table Three, Appendix K**).

Women with children mentioned that they would look for specific safety features such as child safety locks and child safety seats when buying a car. They also mentioned wanting large, heavy cars for protection in a crash. Some of the men said that while safety was less important than certain other features in cars they drove themselves, it was the most important in cars for their wives and children.

"I'm looking for another minivan--I have three kids--and it must meet all the Federal passenger car safety standards." (M)

"I'm in terror over my son's driving." (M)

"The most important thing I looked at is the crash test. That to me is the most important because I have a 15-year-old and I can tell you he's going to drive a car that weighs 25,000 pounds and goes 10 mph. NHTSA publishes [the crash test results] and you have to send to Colorado for a copy of a booklet. Usually it's pretty easy to obtain." (M)

"If I were buying a car for my daughter to drive, I'd evaluate it differently than I did when I bought one for myself. I'd make sure it had airbags and anti-lock brakes, but that wasn't important to me when I was buying a car for myself." (M)

Safety Information Sought

Most participants seriously considered the comparative safety and safety features afforded by different makes and models of cars. They were interested in specific safety features--anti-lock brakes, airbags, safety locks--offered on the different models. They wanted to know about crash rates for different models and about the protection afforded drivers and passengers in a crash. Parents of young children were especially concerned about the safety of back-seat passengers. Some said they checked on recalls of previous years' models.

"It's important to me to know if there have been any recalls in previous years. I search that out." (F)

Weight of the vehicle, strength of construction, and stopping distance after braking were other things participants said they wanted to know about.

"I look at the weight of a car. I think it's important. The really light cars, if they're hit, they're going to bounce like a ping-pong ball or a

soda can compared to the heavier ones. I am willing to pay more to buy and run a heavier car for the increased safety." (F)

A few participants commented that since all cars had to meet certain safety standards there was little difference among them. They felt they could count on any car on the market being reasonably safe, and, therefore, paid more attention to other features such as gas mileage, interior space, or reliability.

"Safety is not going to be my prime concern because I know that by Federal law there are certain features which must be on all vehicles. I trust those features." (M)

Sources of New Car Information

Almost all the respondents said they talked to other people--friends and relatives, auto mechanics, even strangers--about particular cars they were considering.

"I got in the habit of grabbing people on the streets. If they're getting out of a car I'm thinking about I'll say, 'I'm thinking of getting one, what do you think of it?'" (M)

They asked about personal experiences with particular makes and models of cars--likes and dislikes, problem areas, and level of satisfaction.

"Nothing like talking to people who own cars." (M)

For some participants word of mouth sufficed, but most respondents did further research. Almost all participants mentioned *Consumer Reports* as a source of information. Sometimes it was mentioned as the only other source consulted. Some participants said they called their insurance agents for safety information about specific cars.

"I called my insurance company because I thought the company keeps tabs on survivorship and which cars have better survivor rates - nothing!" (F)

Auto magazines were a popular source of information. Some respondents said they subscribed to auto magazines only when planning to purchase a new car. Other sources mentioned included the library, AAA, *The Car Book, The Car Buyer's Guide,* newspapers, and popular magazines. A few respondents mentioned that before they buy a car they rent the make and model they are interested in to see if they like it.

"I rent cars 20 to 30 times a year--the company pays. I rent different models from different companies on purpose to try them out." (M)

Reactions To NCAP Information

NCAP Chart Materials

Participants were asked to read the NCAP Chart and its accompanying cover page, then fill out a rating form about it. The moderator asked for their comments.

The chart evoked mixed reactions from the groups. They had no trouble understanding what the chart was about, and they regarded the information as valuable. Women were somewhat more likely than men to say that the information was important and useful. By and large, they liked the chart format, and agreed that the "Levels of Protection" were clear, easy to understand, and easy to use. However, the symbols and the explanatory notes were generally regarded as unclear, too technical, and confusing.

When the moderator asked what the chart was about, most respondents said that it gave information about the protection afforded the occupants in a head-on crash by various cars in a given weight class.

The meaning of the symbols was less clear. While participants had no difficulty understanding "Levels of Protection," almost no one understood the significance of the two symbols (a full circle and an open circle) that denoted head injury with and without impact respectively. Most participants believed that a head injury was not possible unless there was an impact, therefore "head injury without impact" was confusing. One respondent called the idea "preposterous." Though the groups spent considerable time trying to work out an explanation for the symbols, in most cases they did not interpret them correctly.

"You assume that the solid dot is normal testing and the blank one is where it has more likelihood of head injury during deceleration. That would mean the solid dot's better." (M)

"The solid dot was what they were testing for; the clear dot was a by-product of the testing." (F)

"They never explain the solid dots." (F)

"Usually there's a legend to tell you what the symbols mean, where you can look at as you're viewing the chart." (F)

Most respondents had no trouble understanding that a lower number indicated a higher level of protection.

"I look to see who has the 1's first." (M)

"It was clear, lower number means better protection." (M)

"I would certainly have eliminated cars in level 4." (M)

"You go for the 1's and 2's, and anything which goes into 3's you can forget it." (F)

"The way they rated it was very clear. I could relate to the smaller number being a better thing." (F)

Participants found the information useful, but they felt that this information alone was not an adequate indication of the safety of a car. As several respondents pointed out, the results of this test do not apply to other kinds of collisions. Many respondents said they would use the information to eliminate various cars from consideration, but would not purchase a car merely because it scored well on this particular test.

"It gives you a clue to the structural integrity of the car." (M)

"It's a starting point." (F)

"I found it to be very useful when I was buying my car--safety was a priority." (M)

"I'd find it really useful in buying a car for my children--more instrumental in my decision for them than for me." (M)

Although they regarded the level of protection score as an incomplete measure of auto safety, participants felt it was important information.

"I didn't see this type of information in Consumer Reports. I wouldn't have bought the car I bought if I had." (F)

"This is the kind of information we looked at before buying a car." (F)

"I liked the way they spell it out by giving percentages." (F)

"It was the reason I purchased my car. I did look at [this data] ahead of time. I think it's very important--more important than gas mileage." (M)

Although participants found the level of protection very clear, they were less happy with the explanatory note at the top of the page. The consensus was that it was much too long, too technical, and too difficult to understand. A number of them said they had to read the note several times before they understood it; others felt that they never succeeded in understanding it. Participants felt that a long, complicated explanation was unnecessary--all they needed to know was the Level of Protection.

"It's helpful, if you can understand what it is you're looking at." (F)

"The descriptions at the top could be simpler. I had to read them twice and I'm still confused." (F)

"They're trying to tell us about crash safety but you can't figure it out." (M)

"It takes a while to catch on to exactly what you're looking at." (F)

"There's too much of an explanation for the average person to deal with. They want to get right to the car they're interested in." (F)

"There are too many terms that aren't defined. You can't relate the written word to the chart." (M)

Respondents could not tell whether airbags and adjustable belts were optional or standard, or whether they were used in the crash tests. They also asked if brakes were used in the test and, if so, whether anti-lock brakes were used on models that offered them as an option. Many participants overlooked or could not find the asterisk on the chart indicating adjustable safety belts, and most found the term "adjustable belts" unclear.

"I couldn't tell if the test was done with all the options on or not." (M)

"It mixes apples and oranges, open and closed dots, and confusion over options." (M)

"Did optional features play a part?" (M)

"What safety features were deployed when the car was tested?" (M)

When asked if there was anything else they would like to know about the crash tests, some participants asked if the passenger category included back-seat passengers.

"I was trying to find out about [back-seat] passenger safety when I called DOT. They had no information on that." (F)

"You don't hear a lot of safety information about back-seats. For people with kids that's a concern." (F)

Others participants wondered if every make and model of car sold in the U.S. is tested by NCAP, or only a sample; and others asked whether each model is tested several times or only once.

Availability of Information

Participants were asked for their input on where NCAP information should be made available and through what channels in order to reach the general public. A diverse and broad range of suggestions was made.

Most participants agreed that safety information produced by Federal agencies should be available at auto dealerships. They felt that auto dealers should be required by law to furnish such information to prospective customers. It should be noted that respondents were quick to point out that they would mistrust dealers as the source for this kind of information, but they would believe the data to be true if it was made clear it had been provided by a government agency.

Participants also suggested placing a safety rating number on new car stickers, in auto brochures, in owners' manuals, and in auto advertisements. Someone suggested that if no single standard rating could be developed, new-car stickers might carry an 800 number that prospective customers could call for safety information. Insurance companies were also suggested by all the groups as a channel for distributing Federal safety information. Some suggested that the information could be mailed along with premium notices.

Other recommendations for placement of information included:

- Libraries,
- Departments of motor vehicles,
- Post offices,
- Institutions which make car loans (such as banks and credit unions),
- AAA offices,
- New car shows,
- And other public places such as supermarkets, shopping malls, and doctors' offices.

Suggested print outlets included *Consumer Reports'* April issue (dealing entirely with new cars), car safety handbooks, the *Bluebook*, auto magazines, *The Car Book*, and newspapers and popular magazines.

"I knew the government did crash tests, but I had no idea this kind of information was available." (M)

"It should be put on every car." (F)

"I would never have thought to go to DOT for information." (F)

"The government is spending so much money to test all these vehicles. What's the use of doing that if they're not going to make it easily available to everyone?" (M)

Suggestions for Improvement of NCAP New Car Crashworthiness Chart

Participants suggested that the NCAP Chart could be improved by making the following changes:

- Shorten the text drastically, and make it simpler. The present version was regarded as too technical.

- Explain the symbols in a legend at the bottom of the chart rather than in the text at the top of the chart. Participants said they are accustomed to looking for such information in footnotes rather than in an introduction.

- List car models alphabetically within ratings in order to make it easier to look up a particular model. Most prospective buyers of new cars prefer certain makes and body styles within an acceptable price range.

- Make the asterisk larger and more conspicuous. Participants had trouble finding it on the chart.

- Put more space between the dots indicating levels of protection for the driver and the passenger.

- Make it clearer that cars are rated only against other cars of the same weight. Despite the explanation given in the chart, some participants felt the data might be interpreted by some as implying that vehicles of different weights afford comparable levels of protection to vehicle occupants.

- List cars by size rather than by weight in the chart. Most people are far more accustomed to thinking of vehicles in terms of size.

- Explain what a "head injury without impact" means. Describe how such an injury can occur, what kinds of injuries are involved, and how the severity of non-impact injuries compares with that of impact injuries.

- State clearly whether optional safety equipment such as airbags is used in the NCAP crash tests. The chart makes clear which vehicles have such features, but no mention is made of whether or not they are deployed in the tests.

- Describe the crash tests in detail. Group members wanted to know how many times each make and model was tested, whether brakes were used at all, whether optional safety features (such as airbags) were used, and whether any tests included rear-seat passengers.

Additional Information

While respondents found the information in the chart important and useful, most regarded it as only a beginning. They pointed out that the results of this test do not apply to other kinds of collisions. Most of them said that they would use the chart to eliminate models from consideration.

"It's more to rule something out." (M)

"You can eliminate certain cars." (F)

Most participants felt that although the chart was helpful, it was not a true measure of protection on the highway.

"It's a consideration." (F)

"It's basic, it's not in depth." (F)

"It's useful information in comparing vehicles of a particular class to one another, but as far as anything substantial or meaningful, I don't think it's here." (M)

"It gives you an idea of the chances of injury and about the extent of injury. So as long as you keep the parameters of the test in mind, it gives you specific information." (M)

"It gives you a basic safety measure but not enough to base a decision on alone." (M)

They agreed that head-on collisions are rare in real life, and that a car's performance on the NCAP test tells nothing about how it will fare in other kinds of collisions.

"Like that truck that would blow up if it was sideswiped. Maybe in a head-on crash it was terrific." (F)

Most groups clearly called for information about side-impact and rear-end collisions, which they regarded as the most common. Some also wanted data on corner-to-corner collisions and rollovers. A few wanted to know about back-seat passenger safety in all kinds of collisions, and they asked what kinds of factors (such as differences in design or construction) made some cars safer than others.

"I would also like statistics on crashes from the side and rear as well as from the front. A straight frontal crash is not as common as many other kinds of accidents." (F)

"It doesn't talk about side impact, which I think is also important." (M)

"I don't think many accidents are head-on crashes." (M)

"I'd like to see them do other kinds of tests." (F)

Group members were very concerned about driver and passenger safety in crashes at highway speeds, and between cars of different weights and of different makes and models.

"How many head-on accidents occur up to 35 mph? How many occur over 35 mph? If most occur over 35 mph than that's the information we need." (F)

"The information in here is technically not relevant in the real world, because you have a much greater chance of being injured in a smaller, lighter vehicle than in a heavier one. In the real world, even though it's got a very good safety rating here, the little Hyundai Excel may be a very poor choice." (M)

They asked if the Federal Government could use existing highway accident statistics to provide information about the relative safety of various makes and models in real-life accidents--preferably in a simple, non-technical form.

"This is nice, but it doesn't tell me what I really want to know. What I really want to know is what happens when I have a real accident." (F)

"If there is a way to compile information from actual accidents and crashes and to describe them in standard ways, not just head-on crashes but getting broadsided, crashes between different models--I know the list could go on and on." (F)

There was considerable enthusiasm for the idea of compiling all safety data (highway crash statistics as well as crash test results) into a single, standardized rating system which would apply to all vehicles, and which could be read and comprehended at a glance by the consumer.

"I think they should put a standardized crash test result on a sticker on every car." (M)

"If they had this information in a sleeve on every car that came off the assembly line, then you're getting information from an impartial source, not from somebody who's trying to sell you that car. That is something I would be willing to spend money on." (M)

"They have EPA monitoring on the window stickers, and annual fuel costs. Why wouldn't they do the same thing with a crash standard?" (M)

"If the dealer had to have it by law, then the safety of all the cars would get better." (F)

NCAP Data Sheets

The moderator asked the groups to look over the data sheets and then give their reactions.

Most respondents disliked the data sheets. They found them overwhelming--too confusing, too technical, and too hard to read. Many participants said frankly that they would throw out Data Sheet #1 without even attempting to read it. They found the explanatory note confusing and they had to flip back and forth repeatedly between this note and the data sheets.

Again, participants were confused by the numbers in parentheses (non-impact HIC) on both data sheets because most did not understand that there could be a head injury without impact.

"It says parentheses indicate the occupant's head did not contact an interior surface of the vehicle,' but what happened? Did they still get hurt?" (F)

"With the Ford Escort and the Nissan Sentra there was no head contact with any interior surfaces for either passenger or driver. That would indicate to me that it's a reasonably safe automobile." (M)

"I'm not sure what the difference is if the [injuries] come from a snapping head as opposed to a hitting head. If you get killed you get killed." (M)

At first glance participants liked the graph format of Data Sheet #2 better than Data Sheet #1. At closer inspection, they became more confused. They did not agree on whether the graph contained the same information as Data Sheet #1; they didn't understand the numbers in parentheses; and the footnote, "35 mph barrier crash tests represent a 70 mph closing speed," left most of them at a loss.

"Why does it say 35 mph at the top and 70 mph at the bottom? Does this mean that they decelerated to 35 mph from 70?" (F)

"I thought they were going 70 and they put on the brakes and hit the wall at 35 mph." (F)

"The way I read it is that it's equivalent to a 70 mph collision, which means that the fixed barrier would be stationary and you'd have to have a 70 mph impact from one vehicle to achieve what two vehicles at 35 mph would do if they ran into each other. That's my understanding." (M)

"Because the wall doesn't move, the wall is more dangerous than actually smashing into another car coming head-on." (M)

Participants were confused by the "Unlikely" and "Possible" headings in Data Sheet #2, and in many cases misunderstood them. Some readers remarked that the "Possible" category was unnecessary, since no cars on the graph fell into that category.

"I see that with most of the cars you're not that likely to get a head injury so I'm not sure I'd study it all that much further." (F)

Group members generally agreed that none of the information on the data sheets changed their understanding of the test results presented in the chart. Most participants said they would not read the data sheets if they also had the chart, which they felt was much easier to understand.

Most participants said that the data sheets added nothing to their understanding of the chart.

"Simplicity is what you're after. Even in this high-tech age, in Podunk Junction, the guy that goes out to buy a car isn't going to look at half of this stuff. So the simpler you can make it the better." (M)

"I figured out some of page 1, but I threw out page 2. I didn't know what they were talking about." [She had obtained these sheets earlier from the Hotline.]

"I'd glance at page 2 and not understand it and that would be it." (F)

"It gives more information but it's a little more confusing." (M)

"I don't see how they can compare them when some of them have belts or airbags and some don't. I don't see how this can be the same test. That really bothers me." (F)

"It takes more time to understand it." (F)

"If you read the charts and then look at the data sheets it's easier to read the data sheets. But if you look at the data sheets first, you'd be totally confused." (M)

Hotline Callers

Of the 22 participants who had called the hotline, 14 wanted safety information on specific new cars. Of the rest, two wanted recall lists, two wanted information on 55 mph crashes, one wanted information on tires, one wanted information on back-seat passenger safety, one wanted information about side-impact collisions, and one wanted to report a problem with an older car and to ask if the car had been recalled.

Only eight of the callers said that they received useful information. Of the remaining 14 callers, four found the information they received confusing, three received it too late to be of use, and seven were told that the information was unavailable.

"The information I received was confusing, I couldn't figure out what to use." [She had received the charts and data sheets tested here.] (F)

"I wanted a small Toyota pickup. After seeing the ratings on a Toyota pickup I said, 'No way'." (F)

"I wondered why they sent me the big package of information when they had told me on the phone they didn't have the information I wanted [about back- seat safety]." (F)

"I called and they gave it all to me over the phone. The printed material came via mail a few weeks later." (M)

"I got recall information in a matter of weeks." (M)

Reactions to NCAP Promotional Materials

Participants regarded the message from the promotional materials--that auto safety information is available free from the Federal Government--as important and valuable, something that they and other consumers would want to know about and be informed about. Their comments and criticisms dealt with the effectiveness of the materials in conveying this message, not with the message itself. They expressed resistance to most product advertising and noted that they would be much more accepting of government-sponsored messages; thus, they emphasized that a reader or listener should be made aware at the outset that the safety information and the PSA itself comes from a Federal agency. Unless a quick scan of a print PSA or the first few seconds of a radio PSA convinced them that the message was worth their time and attention, they would be likely to ignore it.

There was consensus that three elements should be included in every PSA concerning the NCAP program: (1) a clear identification of the Federal Government as the source of the PSA, (2) a prominent statement that the information is free, and (3) a conspicuous and easy-to-remember 800 number.

A number of participants expressed a dislike for and refusal to pay attention to for-profit, product advertising. Respondents said they would be more inclined to read or listen to a PSA and call for information if it was clear that NCAP was a government-sponsored program. Thus, participants recommended that the message clearly identify the Federal Government as the sponsor of the crash tests and the source of the data.

Participants also said they would more likely read or listen to an ad when it was clear something was being offered for free. They suggested that the word "free" be featured prominently in any PSA regarding the availability of NCAP's crash test data.

Participants said they do the majority of their radio listening in their cars, and assumed most other people do too. Because it is so difficult to write down a phone number while driving, participants insisted that providing an easy-to-remember, catchy phone number in the radio PSAs was very important. They also said it would be helpful to display the easy-to-remember 800 number in a conspicuous place on the print PSAs.

Patterns of response to the materials were fairly consistent across all the groups. Some minor differences in men's and women's responses to the Radio PSA #1 did occur and are noted below.

There were no other gender differences in response to the promotional materials, and no regional differences.

There was a noticeable difference between participants' verbal reactions to each of the PSAs which tended to be negative, and their answers to the written questions that they were asked to fill out prior to discussing the PSAs. The written questionnaire asked about the information provided in the PSA, not the PSA itself, and was mostly positive.

Radio PSA #1 ("Survive")

Through their responses to a brief questionnaire (See **Appendix L**), almost all participants indicated that they found the main message, "Call for free safety information," clear, important, and relevant. They agreed that the PSA was intended to appeal to both men and women. About half the participants indicated that the PSA conveyed "a lot" of useful information; the rest said it conveyed "some" useful information. Most indicated that they would want to call the 800 number after hearing the PSA.

> *"This is information that a lot of people don't know exists. It's free, it's information people want, that they can use in buying a car. The ad only has to get the facts across." (M)*

In filling out the rating sheets, women were somewhat more likely than men to describe the PSA as important, useful, and personally relevant. They were also slightly more likely to say that they would call in response to the PSA (See **Table Four, Appendix L**).

In group discussions, many participants volunteered that they preferred this PSA to PSA #2. They liked the serious tone, the dramatic music, and the urgency in the announcer's voice, all of which they felt were appropriate for the subject matter. They said these features would attract their attention at the beginning of the PSA, and keep them listening.

> *"The music made you think it was very important." (F)*

> *"The music was very dramatic. You usually hear these things in your car when you're not paying attention. The music would get my attention, and his voice was very commanding." (F)*

> *"Good ad, got my attention." (M)*

"I liked the serious tone, not too long." (M)

"The somber tone caught your attention." (F)

Participants were attracted by the offer of free information, and of information that could not be obtained from a dealer.

"I felt he had some real useful information we don't have access to, because he mentioned you can't get it at a dealership." (F)

Others found the somber tone of the PSA depressing.

"It would have made me call, but it's a negative message and tone." (M)

"In a bad mood I'll turn off a negative message." (M)

"This is not the kind of thing I want to wake up to [when I'm] driving." (M)

"I would order the book, but I wouldn't want to hear the ad over and over again." (F)

"It wouldn't appeal to younger age groups." (F)

Most participants had never heard of NCAP, and even after hearing the PSA many did not realize that it is a Federal Government program. Respondents said that it should be made clear that the information came from the government because otherwise many people would not call. They said they would not trust information from automobile companies or other private institutions that might have a financial interest in auto safety, but they could trust the government.

"I'd like to know where this funding comes from. I think that's important." (F)

In discussions of the radio PSAs, respondents took as a given that most people listened to the radio while in their cars but not as much at other times. They agreed that since it would be difficult for drivers to write down a telephone number, the 800 number should be attention-getting and easy to remember. Several participants suggested using an acronym, and one proposed 1-800-CAR-SAFE.

Many participants found this PSA's mention of the Federal safety requirement of 30 mph and the comparison of NCAP's test at 35 mph to be distracting. Many said they didn't understand why "the government would compete with itself." In addition, some participants found the statistics about a 36% increase in the potential for injury to be confusing and unnecessary. They recommended omitting it.

"Why do they keep talking about that five miles over? I don't think people care about that." (M)

"It would only be worth mentioning if there was another agency that you're competing with, doing it at 30 miles an hour." (M)

"If this is government-sponsored--which I'm still not convinced that it is [because they're exceeding government requirements]--why don't they just up the requirement to 35 miles an hour?" (M)

Radio PSA #2 ("Crash" or "Accident")

On the questionnaires (See **Appendix M**), a large majority of participants rated the message as clear, important, and relevant. They agreed that it was intended for both men and women. About half of the participants felt that the PSA conveyed "a lot" of useful information. The rest thought it conveyed "some" useful information. A majority said they would be motivated to call the 800 number (See **Table Five, Appendix M**).

Many participants volunteered the comment that PSA #1 was somewhat clearer and more effective than PSA #2.

"It didn't sound as important." (F)

"Ad #1 left it up to your intelligence. This one tried to scare you into getting information." (F)

"This was a scare technique. The other one was straight information that every person driving an automobile or riding in an automobile should have." (F)

"I liked the first one better." (M)

"The first spot caught me. The second one wasn't as urgent and serious - it didn't grab me." (M)

Most participants disliked this PSA. A few liked the upbeat approach of PSA #2, but more felt that this approach made light of a serious subject. They disliked the bouncy music, the heavy-handed scare techniques, and found the horn beep at the end "too cutesy."

"It seemed to make light of the subject matter--detracts from the importance of the message." (F)

"It wasn't serious enough, I would have tuned it out." (M)

"If I were driving down the road, I would switch stations." (F)

"I wouldn't have lasted till the phone number." (F)

"I take car crashes very seriously." (M)

Almost everyone disliked the sound effects of squealing tires and a car crash. Participants in each of the groups volunteered that the sound effects distracted them from the message of the PSA. They felt strongly that they did not want to hear the sound of screeching brakes while driving. In several groups, participants who had been in accidents said that the sound effects brought back unpleasant memories, and that if they heard the PSA on the radio they would change stations.

"If you've been in a crash, it's like reliving a nightmare." (F)

"I really don't want to hear cars screeching while I'm driving." (M)

"I was waiting for the sound of the impact and tuned out the words." (M)

"I tuned it out. I seriously was tuning out that last ad. I'm sorry but I was." (F)

"Who wants to hear a car crashing while you're driving?" (F)

"I actually stopped listening to the voice waiting for the crash." (M)

A number of participants said that it sounded more like a commercial advertisement than PSA #1 and that they habitually "tuned out" commercials.

"The opening sounded like a sales pitch, and I'd tune it out." (M)

Almost no one in the groups had heard of NCAP, and very few who live outside the Washington, D.C., area were aware that NHTSA is a government agency. Most participants said they would call the Hotline only if they were sure that this was a government program.

"It's important to know where the information is coming from." (M)

"Is NCAP a nonprofit organization? I'm not sure." (F)

"It's either the Hotline itself or it's one of the cars that fares very well on the Hotline, and it's in its interest for you to see this information." (F)

"That's why I want to know where they get their funding." (F)

"They should say 'free' more often rather than saying 'NCAP'--nobody knows what NCAP means." (F)

"They said NCAP, and I thought, 'This can't be a government agency, it must be a private company. Now why would they be giving me something for free, and why were they involved in all these crash tests, and you've got music going, which sounds like it was awfully slick and well-scripted, like it is an ad. Are they going to try to sell me something?" (M)

All groups strongly suggested emphasizing the fact that the information is free, and again stressed the importance of an easy-to-remember phone number.

"That it's free catches your attention, and you think, why not?" (F)

Print PSA #1 ("What a New Car Sticker Doesn't Tell You")

About two-thirds of respondents rated the message in this PSA as clear, important, and relevant (See **Appendix N**). Half said the PSA contained "a lot" of useful information; the rest said it contained "some" useful information. About three-fifths said the PSA would make them want to call the Hotline (See **Table Six, Appendix N**).

Some participants liked the PSA and found it effective.

"It was to the point, and made me want to call the number." (F)

However, many found it dull and unappealing, remarking that the PSA would not make them want to call because they would flip past it without reading it.

"It didn't attract my attention at all--boring, no color. I had to read carefully to find what it was about." (F)

"If I saw this in a magazine I wouldn't stop to read it." (F)

"I would have stopped reading about half way through." (F)

Many participants said that nothing "jumped out" at them to let them know that the subject of the PSA was auto safety. Most felt that the copy should be shorter and the type larger. Many felt intimidated by the technical-looking book in the illustration. To some participants, the picture implied that callers would receive a copy of the book, and this was more than they wanted to deal with.

"The book looks like it has a lot of statistics and charts that I don't want to be bothered with." (F)

"I thought at first that this was the report the consumer would receive--it could be misleading." (M)

Many felt the PSA would appeal to the serious-minded, technically-oriented consumer who was actively shopping for a new car, but would not attract the average reader. A small minority liked the idea of receiving what appeared to be extensive information.

"I liked seeing the book." (M)

Most participants liked the headline. There was strong consensus that it should be at the top of the page instead of at the bottom.

"I usually read things from the top down." (M)

Opinions of the slogan "We'll Steer you in the Right Direction" were mixed. Some participants liked it, while others found it flippant.

"I like the caption." (M)

"It's a play on words, and you don't want that. This is factual information. You shouldn't try to be 'salesy' and fun and entertaining." (M)

"I don't like 'We'll steer you in the right direction'. NCAP doesn't know where I want to go." (M)

"I get really annoyed with attempts to be clever and cute. I think they're trying to sell me something." (M)

Participants felt that the PSA should state clearly that this is a Federal Government program since few people are familiar with NHTSA or with NCAP, and the source of the information is important. Many participants said they would not call unless they were sure that the source was the government. One participant suggested using NCAP as part of the 800 number.

"It took me a while to figure out who was doing this.. I finally saw 'DOT' at the bottom of the book." (M)

Respondents recommended making the phone number more conspicuous, and emphasizing that the materials are free.

"Having read this several times, I still have to search for the 800 number." (M)

Again, respondents found the reference to the 35 mph tests confusing and unnecessary.

"If 35 mph is so much better, why doesn't the government make that the standard?" (M)

They suggested placing the PSA in newspapers and magazines, especially car magazines and *Consumer Reports;* on billboards, in subway, bus, and train stations, at Department of Motor Vehicles offices, in insurance offices, and in other public places.

Print PSA #2 ("Don't Accidentally Find Out How Safe Your Car Is")

On the questionnaires (See **Appendix O**), the majority of participants rated the message as clear, important, and personally relevant. About half said the PSA contained "a lot" of useful information; the rest indicated that it contained "some"

useful information. About three-fifths said the PSA would make them want to call the Hotline (See **Table Seven, Appendix O**).

In group discussions participants expressed mostly negative reactions to Print PSA #2. The illustrations received far more attention than the copy or the headline, and also evoked more favorable comments. All agreed that the illustration was an attention-getter.

"The illustration is an eye-grabber, but ad #1 is much more informative." (M)

"The picture did catch my attention." (F)

"I like the wrecked car." (M)

"I like this ad--good shot photographically." (M)

Many found the picture unpleasant, however, and said that they would turn the page without reading the copy.

"The crashed car gives a negative message." (M)

"The crashed car is unpleasant to me because I've had a bad accident." (F)

"I liked the first ad better. This is just another crashed car ad." (M)

"I don't want to deal with it." (F)

Others said that at first glance the picture and headline made them think it was an insurance ad or a drunk driving ad, and, therefore, they would not be likely to read it.

"When I saw the graphic it made me look at the ad, but the first thing that went through my head was Mothers Against Drunk Driving. I would blow it off [If I saw it in a magazine] because I would think, 'Somebody's telling me not to drive drunk, or it's an insurance company ad.'" (M)

"It looks like an insurance ad--not like information the consumer should know." (F)

"This is like a drunk driving ad, like MADD, and it's too negative for me." (F)

"I found it vague. At first glance, it's a 'don't drive drunk' ad." (M)

"I'd turn the page." (F)

While a minority liked the headline and the slogan, many did not. Many participants volunteered that the illustration and the headline conveyed a somewhat misleading message--that the time to collect safety information is after purchasing a car. They pointed out that a phrase in the copy ("Discover how safe your new car is") conveyed essentially the same message.

"The headline doesn't tell you what the ad's about, and the copy conjured up an image that wasn't pleasant." (F)

Most said that they would prefer having the headline at the top of the page, since the first line of copy followed directly from the headline.

Most participants disliked the copy. They thought the tone was inappropriate and some of the information was unclear.

"I don't like this message. They're trying to make it sound cute--to make light of it, like the second radio ad." (F)

"It doesn't say anything about new car buyers. The other one talks about new car purchases." (F)

"It assumes you know stuff you don't." (M)

There was consensus that the source of the PSA was not properly identified. Everyone thought it was essential to identify the program as a Federal Government project, since this would carry instant credibility. They felt that very few people would recognize NHTSA or NCAP as government entities.

"The first sentence doesn't make me want to read the rest of the copy. I'd read 'National Highway Traffic Safety Administration' and then 'New Car Assessment Program' and I'd think, 'Why should I care?,' and I'd lose it. I'd turn the page." (M)

"I see two things about the NCAP organization. One is--and maybe rightly so--they feel very important because they are providing a good service. They know what NCAP means, but it means a lot more to them than it does to us. NCAP means absolutely nothing to us. The second

thing is, I think they're very proud of the 35 mph test. I know they're very proud of that, but I don't think that's the highlight of this whole program." (M)

"They're part of DOT but they're selling themselves as a separate thing." (M)

A number of participants suggested emphasizing that the materials were free, and making the phone number more conspicuous.

IV. Conclusions and Recommendations

Importance Of Safety Information To New-Car Purchasers

While women seemed to place somewhat more emphasis on auto safety than men, safety was of major importance for both men and women, for themselves and for their families. Women seemed more willing to say they were concerned about their own safety. Some of the men said that safety factors were of secondary importance in cars they themselves would drive, but the primary consideration in cars for their wives and children. However, it was clear from the discussions that both men and women spent considerable time and effort in obtaining information about the safety characteristics of cars they were considering for purchase. It was also clear that their final choice was influenced to a considerable extent by safety factors.

Many participants said they would like a standard rating system that would apply to all new cars sold in this country based on a combination of standardized crash tests and highway accident data. There was considerable support for requiring that this rating be displayed on all new car stickers. Presumably such a system could be implemented only by a Federal agency capable of conducting extensive crash tests and analyzing crash statistics on a large scale.

Recommendations relating to the NCAP tests, presentation of the test results, distribution and placement of this information for use by consumers, and advertising to increase public awareness of the program are presented below. Each is accompanied by a rationale based on the study conclusions.

The NCAP Crash Test Program

Continue and expand the NCAP program.

Consider conducting additional kinds of crash tests, such as side impact, and include measures of potential injuries to rear-seat passengers.

The NCAP crash test program was viewed as an appropriate and worthwhile government activity, providing valuable information to the consumer. Participants found the crash test results from NCAP helpful but incomplete. Many felt that the tests revealed nothing about the level of protection afforded in more common types of

collisions, and they feared that a car which performed well on this test might still be unsafe on the highway. They wanted information on driver and passenger safety in other kinds of collisions--side-impact, rear-end, corner-to-corner, and crashes involving a rollover. Women especially were concerned about the safety of back-seat passengers. They wanted information on crashes between cars of different weights and makes or models, and on crashes at highway speeds. Several wanted to know what makes a car safe--the design, the way it is built, or other factors.

Presentation of NHTSA's NCAP Crash Test Information

Present information on crash tests in a form that is non-technical and as short and simple as possible.

Group members wanted information about the relative safety of various cars presented as simply as possible, and in a way that would leave no room for misunderstanding. They felt that very few consumers have the inclination or the ability to study columns of figures and arrive at an accurate conclusion about their meaning. There was an almost universal desire for a standard measure of the level of safety which could be expressed in a very simple form, such as a single number or symbol, and used to rate all automobiles. The EPA mileage ratings and the energy-efficiency ratings of refrigerators were mentioned as examples of formats that people liked and understood. They noted that more detailed information on crash test results could still be provided to anyone who wanted it (see item below regarding data sheets).

Prepare a cover page for the NCAP Chart which describes the testing program.

To counter public confusion regarding the meaning of the crash test results and to engender confidence in the NCAP program, the crashworthiness data should be presented as the product of a consistent, long-term testing program conducted in a fair and reliable way--i.e., with identical conditions for all makes and models of cars, at an appropriate speed, using state-of-the-art equipment for measuring potential injuries. A cover page accompanying the test results (or a separate pamphlet) should explain:

- Why head-on crashes were done (high frequency of serious injuries, etc.)
- Why a speed of 35 mph was chosen (rather than a higher or lower speed)
- Why cars are crashed into a fixed barrier rather than into other cars

- Why some cars are tested with airbags and others are not
- How potential injuries are measured, and
- Why the results provide a good indication of vehicle crashworthiness for the interested new-car buyer.

The page or pamphlet should be written in non-technical language and from the point of view of a prospective car buyer with no special training or experience in safety engineering or data analysis.

The fact that the crash tests are accepted by the automobile industry might well be omitted from the explanation of the program. Many people distrust the industry to such an extent that an endorsement might be more likely to undermine the credibility of the program than to enhance it.

Unless and until the NCAP testing is expanded to include other kinds of collisions (side-impact, rear-impact, rollover, corner-to-corner), collisions at higher speeds, vehicle-to-vehicle crashes, and measures of potential injury to rear-seat passengers, the program description should include a brief explanation of the reasons for excluding such tests.

The descriptive material should also make clear that the program deals only with crashworthiness, and not with factors affecting crash avoidance, such as anti-lock brakes or devices to improve driver vision. Separate ratings of various cars' ability to avoid collisions might prove as useful to potential purchasers as data on relative crashworthiness, and are clearly a part of any vehicle's safety capabilities, but are beyond the scope of the present program.

Retain the NCAP Chart with some changes.

Participants found the basic elements of the chart clear and useful. They liked the "level of protection" ratings, and found them easy to use in comparing cars within a given weight class. The results were useful in eliminating certain cars from consideration; makes or models that scored poorly were simply ruled out. However, they regarded some other items as confusing or unnecessary. The following changes are recommended:

- Shorten the text drastically and make it simpler, retaining only the minimum amount of information required to explain the crashworthiness ratings. Delete most mentions of NHTSA, NCAP, and the 30 mph

minimum standards testing. Remove any mention of non-impact head injuries.

- Mention only those safety devices deployed during the tests, and eliminate any mention of optional safety equipment. (Safety options are an important component of total vehicle safety, and information about the equipment available on various cars should be made available to prospective buyers of new cars. Since this has no connection with the NCAP crash tests, however, it should be provided separately rather than as a part of the "Level of Protection" chart.)

- Explain the symbols in a key on the same page as the chart.

- List car models alphabetically within safety ratings, to make it easier for people to look up a particular model.

- Group cars by size categories (e.g., compact, mid-size, full-size) that are familiar to most people, rather than by weight.

- Explain the relevance of the NCAP test procedures to the kinds of collisions that occur in everyday traffic. (Some drivers felt the controlled test procedures were so artificial that the results would not apply under ordinary conditions.)

- Explain clearly whether airbags were used in the test. (Many participants wondered whether cars in which airbags are offered only as an option were tested with this option.)

Send Data Sheet #1 to anyone who requests information to supplement the "Level of Protection" ratings in the NCAP Chart.

Data Sheet #1 (tabular data) provided details that a few participants found helpful, although most said they would not bother trying to read it. This sheet should be made available to people who request additional information after receiving the "level of protection" chart. Data Sheet #2 (bar graphs) should be dropped for two reasons: most participants said it added nothing to their understanding of the information in the chart, and it provides no information beyond that included in Data Sheet #1.

Dissemination Of NHTSA's Crash Test Information

Everyone felt strongly that the crash test ratings should be available at dealer showrooms, and many participants suggested placing it on new-car stickers. The group members favored requiring dealers to display this information because they believed that dealers would not voluntarily provide it to their customers (unless their cars showed up well on the tests). Participants also recommended including safety ratings in auto company brochures, and some suggested requiring ratings in automobile ads, as the Surgeon General's warning is required in cigarette advertising.

Provide NCAP data at a variety of locations frequented by new-car buyers.

Participants suggested that the information should be available at dealer showrooms, insurance offices, and banks and credit unions where auto loans are obtained. Post offices, libraries, doctors' waiting rooms, AAA offices, DMV branches, auto shows, and other public places were also suggested as appropriate outlets.

In the case of some of these institutions, fairly extensive work may be needed to obtain administrative approvals and establish acceptable distribution methods. Contacts should be initiated by NCAP to discuss possible arrangements with representatives of appropriate corporations, associations, and government agencies.

Furnish NCAP data to publishers of magazines and newspapers.

The groups recommended publications commonly consulted by prospective buyers of new cars: *Consumer Reports*, car magazines, newspapers, and general-interest magazines.

Through focus groups and other means, maintain up-to-date information concerning consumers' preferred sources of information on the crashworthiness of new cars.

The two preceding recommendations call for placing materials in appropriate locations and media. Since changes occur fairly often in institutions and media markets, this recommendation is based on the need to identify the outlets most likely to reach consumers effectively at any given time.

Develop a partnership program with auto-safety advocates to promote wider use of NCAP test results.

NCAP should plan and implement a partnership program involving cooperative arrangements with associations of insurance companies, automotive associations, and others concerned about highway safety. These partnerships could result in paid advertising by some organizations, provision of on-line consumer services, and perhaps wider dissemination of materials through direct mail.

Explore possible enhancements of NCAP coverage by the press.

A series of focus group discussions or in-depth interviews should be undertaken with members of the press who report on the automotive industry and new cars. The purpose would be to find ways to increase the print, broadcast, and on-line data retrieval uses of NCAP crash test material.

Promotional Materials

Participants in the focus groups said the message in the promotional materials was quite important, but because they automatically screen out most product advertising they might not pay enough attention to grasp the main point unless the source was identified at the outset. They didn't need to be sold on the value of the crash test results, but they did need to know that the information was being provided for their benefit rather than for a commercial purpose. Thus the headline and illustration (in a print PSA) or the opening lines (in a radio PSA) must attract and hold audience attention long enough for the import of the message to become clear.

Identify the Federal Government clearly and conspicuously as the source of the information and the public service advertising.

Most participants said they trusted only the Federal Government as a source of safety information. They felt that auto companies cannot be relied on to provide accurate and complete data about the safety of their products; insurance companies were often seen as unresponsive to requests for safety information, or as lacking the necessary data; and many participants felt there is a risk of bias in any private institution with a financial stake in the results of safety tests. Group members said that they probably would not call the Hotline unless they were sure it was a government program.

Emphasize that the safety information provided by NCAP is free.

Mentioning early that the information is free serves two purposes: it eliminates one barrier to responding, and therefore helps to hold attention through the rest of the message.

Choose an 800 number that is easy to remember, and display it prominently in any promotional materials.

Most participants assumed that the NCAP radio PSAs would be heard only (or primarily) by people riding in cars, who could not immediately write down a phone number. For this reason, they thought it was especially important that the Hotline's 800 number be easy to remember. Emphasizing the number would also remind people that they could make an inquiry without cost.

Retain and modify Radio PSA #1 ("Survive"); drop Radio PSA #2 ("Crash" or "Accident").

The following recommendations pertain to "Survive."

- The music, the tone, and the announcer's style were all viewed positively. Retain these in their present form.

- Within the first 13 seconds of the PSA, four important elements are mentioned: cars, personal safety, the Federal Government, and the fact that information can be obtained without cost. The early mention of these items is a major virtue and should be retained as the PSA is revised.

- The test version of this PSA is 77 seconds long, and obviously needs to be much shorter. Confusion could be reduced and 21 seconds saved by removing the following unnecessary lines: "Federal safety requirements state that all automobiles must pass a 30 mile an hour front-end crash test. With NCAP, we go one step further by testing at 35 miles per hour. This amounts to a 36 percent increase in the potential for injury. These higher speed, in-depth test results are not available from dealers." (If a decision is made at some point to have NCAP test results distributed through dealers, this last line would have to be dropped in any case.)

- The PSA mentions three times that the information is available at no cost to the consumer. Keep all three mentions.

- "Survive" mentions "Federal Government" once and NCAP three times. Reverse these numbers.

- Remove the final line, "NCAP crash testing. We can steer you in the right direction." These words add nothing substantive or helpful, and the last line elicited some negative comments. Deleting this tag would also reduce the length of the PSA by five seconds.

The following comments pertain to "Crash," also referred to as "Accident."

The concept of this PSA was seriously flawed. The sound effects used during the first 15 seconds (of a total of 70 seconds) produced such negative reactions that focus group members essentially ignored the copy, which was very similar to that used in "Survive." Most participants said they would tune out the PSA while driving because the sounds of squealing tires and a car crash were so distracting and unpleasant.

Referring to "high speed crash tests" (twice) while noting that the tests are done at 35 miles per hour sounded odd to some respondents.

NCAP was identified as a part of the National Highway Traffic Safety Administration (which few group members recognized) rather than as a Federal agency (which everyone said would have high credibility). The term "government" was mentioned but did not register because participants were listening to the sound effects rather than to the announcer's words.

The music in this PSA was regarded as inappropriately light or upbeat (in contrast to the music in the first PSA, which drew approving comments for conveying a feeling of seriousness and importance). Most respondents also disliked the beep-beep sound effect at the end of "Crash," viewing it as too flippant for the subject matter.

Create a print PSA with new features and selected elements of print PSAs #1 and #2.

One or more print PSAs for NCAP need the following:

- A headline that is intriguing (like the one used in PSA #1, "What A New Car Sticker Doesn't Tell You"), or that tells the reader at a glance what the PSA is about (e.g., "Which New Cars Are Safest?").

- An illustration that is not intimidating (like the report shown in PSA #1) or trite (like the crashed car in PSA #2), and that also gives the reader information (e.g., part of a page showing "level of protection" ratings).

- An overall appearance that is dignified and perhaps somewhat austere, not at all slick; emphasizing rather than avoiding the fact that it comes from the government--a mention in the copy that NCAP is a part of the Federal Government (rather than mentioning only NHTSA or DOT).

- The DOT logo to reinforce the written statement that the program is part of the Federal Government--an easy-to-remember 800 number displayed prominently--mention of the fact that the NCAP reports are free (early, and preferably more than once).

- Copy that is brief, simple, clear, and non-technical.

Print PSAs for NCAP should avoid the following:

- Any mention of conducting crash tests at 35 mph or above the Federal standard.

- Any puns or wordplay (such as "We'll steer you in the right direction").

APPENDIX A

Table One: Demographic Characteristics
Table Two: Focus Group Participant Demographics by Location

TABLE ONE
Demographic Characteristics

Age

	25-35	36-45	46-55
Men	25	23	19
Women	28	21	23
Total	53	44	42

Do you have children under the age of 18 living at home?

	Yes	No
Men	36	31
Women	38	34
Total	74	65

Level of Education

	High School Graduate	Some College	College Degree	Advanced Degree
Men	7	20	27	13
Women	4	22	33	13
Total	11	42	60	26

Behavioral Characteristics

Do you wear seat belts when you are in a car?

	Always	Sometimes	Never
Men	58	9	--
Women	60	12	--
Total	118	21	--

Average number of miles driven per year.

Men	19,500
Women	15,200
Average	17,350

TABLE TWO: FOCUS GROUP PARTICIPANT DEMOGRAPHICS BY GEOGRAPHIC LOCATION

	Washington, DC Metropolitan Area (7 groups)	San Francisco, CA Metropolitan Area (4 groups)	Dallas, TX Metropolitan Area (4 groups)	Total of all Areas
Total Participants	64	36	39	139
Hotline Callers	11	4	7	22
Plan to buy or lease a new car in current year	43	28	32	103
Have purchased or lease a new car in the past year	26	8	9	43
Males	28	19	20	67
Females	36	17	19	72
Age: 25-35	25	11	17	53
36-45	20	13	11	44
46-55	19	12	11	42
Children under 18 in household Yes	33	19	21	73
No	31	17	18	66
Education: High School	2	4	5	11
Some College	15	12	13	40
College	32	15	20	67
Post Grad.	15	5	1	21
Miles driven per week Under 150 miles	16	7	8	31
Over 150 miles	48	29	31	108

NOTE: Numbers may not always equal 139 participants because some respondents may have answered "yes" to more that one response, or not answered at all.

APPENDIX B

Recruitment Screener

Gender Specific Groups (2 groups each/12 recruits)
Men _____ Women _____

Hotline Caller - list provided
(Even mix/target of 6 per group/as many as possible)
Yes _____ No _____

New Car Assessment Program
Focus Group Screener

We are holding a group discussion with drivers in the metro area about buying new cars. The discussion will last approximately 1½ hours. Refreshments will be provided and you will be reimbursed $____ for your time. I would like to ask you a few questions to see if you would be eligible to participate.

1. Are you planning to purchase or lease a new car within the next year?

_____Yes (IF YES, GO TO QUESTION 3.)

_____No (IF NO, GO TO QUESTION 2.)

2. Have you bought or leased a new car within the last year?

_____ Yes (IF YES, GO TO QUESTION 3.)

_____ No (IF NO, TERMINATE: I'M SORRY, WE ARE ONLY RECRUITING NEW CAR BUYERS OR LEASERS AT THIS TIME.)

3. Have you participated in a focus group within the last six months?

_____ Yes (IF YES, TERMINATE.)

_____ No

4. Are you in an advertising, public relations or marketing profession?

_____ Yes (IF YES, TERMINATE.)

_____ No

5. What is your age?

_____ 25-35 years of age

_____ 36-45 years of age

_____ 46-55 years of age

RECRUIT EVEN DISTRIBUTION. (IF UNDER 25 OR OVER 55, THANK AND TERMINATE.)

6. Do you have children who live at home with you and are under the age of 18?

_____ Yes RECRUIT 6 WITH CHILDREN UNDER 18 AT HOME.

_____ No RECRUIT 6 WITHOUT CHILDREN UNDER 18 AT HOME.

7. What is your highest level of education?

_____ High School Diploma

_____ Some College

_____ College Degree

_____ Post Graduate Degree (LIMIT 2 PER GROUP)

RECRUIT EVEN DISTRIBUTION. (DO NOT RECRUIT ANYONE WHO HAS NOT GRADUATED FROM HIGH SCHOOL.)

8. How many miles do you drive in an average week?

_____ Under 150 miles

_____ Over 150 miles

RECRUIT ONLY TWO OR THREE PARTICIPANTS WHO DRIVE UNDER 150 MILES PER WEEK

IF PARTICIPANT IS MALE

We will be holding focus groups for males on:

DATE: _____ at 6pm _____

_____ at 8pm _____

IF PARTICIPANT IS FEMALE

We will be holding focus groups for females on:

DATE: _____ at 8pm _____

_____ at 6pm _____

LOCATION

They will be held at our offices in _____.

Would it be possible for you to attend on AVAILABLE DATE/KEEP RUNNING TALLY. May I please have your name and your mailing address? We will send you a confirmation letter and a map indicating the location.

Name:_____.
(check spelling of name)

Mailing Address: _____

_____

_____

May I please have your work and home phone numbers where you can be reached.

Telephone Number: Work (_____) _____

Home (_____) _____

Thank you. We look forward to seeing you on DATE FROM ABOVE at TIME FROM ABOVE. In the meantime, please call me at 301-656-3100 should you have any questions or concerns.

APPENDIX C

Script for Recruitment of Hotline Callers

Script for Recruitment of Hotline Callers to Accompany New Car Assessment Program Focus Group Screener

Hello, my name is _____. I'm calling from _____. We work on behalf of the United States Department of Transportation. Your name is on a list of people who have called the Department of Transportation's Auto Safety Hotline in the past year to obtain new car crash test data. I am calling to see if you would be interested in participating in a focus group discussion on what the consumer wants in a new car. A focus group is an informal group discussion led by a trained moderator. Focus groups are used to obtain public opinion on everything from politics to toothpaste. Given that you took the time to call the Auto Safety Hotline, the Department of Transportation is very interested in your opinions on certain issues.

We will pay you $___ in cash for your time and we promise there are no sales of any kind involved. The discussion will take about 1 and 1/2 hours and will be held here at our facilities in _____.

If you are interested in participating in one of these discussion groups, I will need to take a moment of your time to ask you a few questions to see if you would be eligible. We are looking for Hotline callers who meet a certain demographic profile. Are you interested? Do you have a few minutes to answer some questions?

APPENDIX D

Moderator's Guide

NEW CAR ASSESSMENT PROGRAM
FINAL MODERATOR'S GUIDE

I. Introduction

- 90 minutes
- Session is recorded
- Everyone participates
- Ask everyone to speak one at a time for clarity of the recording
- No right/wrong answers--want thoughts/opinions

II. Participant Introduction

- It is my understanding that you have either purchased or leased a new car in the last year or are planning to do so within this next year. Is that correct? If anyone is leasing or about to lease, please consider that to be a purchase for this focus group.
- Before we get into the discussion, I would like you to introduce yourselves. Would you state your first name, the type of car that you drive now, and the approximate number of miles you drive a year.

III. General Purchase Information

- I would like to spend a few minutes discussing the purchase or lease of new cars.

1. When you initially decide to purchase a new car, you begin by looking within your price range and model, such as a 4-door, van, station wagon etc. When you go to buy the model you want, within the price range you can afford, what are the first features you think about? **(Probe: reliability, performance, safety, etc.)**

7910 WOODMONT AVENUE, SUITE 400 BETHESDA, MARYLAND 20814-3015
TEL. 301/656-3100 FAX 301/652-5264
MEMBER, INTERMARKET ASSOCIATION OF ADVERTISING AGENCIES

3. Once you think about these factors, how do you make a final decision on a specific make/model?

4. Where do you go for information during this purchase process? (**Probe: Consumer Reports, knowledgeable friend, car magazines, etc.**)

5. What answers are you looking for when you search out this information?

6. Of all the information that we just mentioned, what information is the most helpful? Why?

7. **(If safety information is not mentioned by this time, ask specifically)** What type(s) of safety information do you want when looking at various makes/models?

8. **(If not mentioned previously)** Do you want information that allows you to compare the safety characteristics of different makes/models?

IV. NCAP Information

- I would like to show you some information about the safety of various automobiles and ask you to fill out a brief questionnaire about it before we discuss it. Please turn to the first page in your participant packet, look over the New Car Assessment Program information page and the two accompanying charts on the following pages carefully. Then turn the page and answer the brief questionnaire regarding the NCAP chart.

[Each participant reads new chart and fills out questionnaire.]

Questions	Possible Responses
1. What is the chart about? **(on questionnaire)**	(35 mph head on crash test results - crashworthiness of automobiles - within weight categories of cars)
2. What do the symbols mean? **(not on questionnaire)**	(Bullet, circle, star, number)
3. What does the score mean? **(not on questionnaire)**	(Higher numbers mean less protection)
4. Is this information useful? **(on questionnaire)**	(Crashworthiness of car before purchase, Pressure on car companies to provide more protection)
5. Is the information important? **(on questionnaire)**	(Not enough information about the car, too narrow a focus on frontal crashes)
6. Is the information clear? **(on questionnaire)**	(Readability, easy to understand, tells you everything quickly. Too much to read.)
7. Is there anything else you would like to know about the government crash test results? **(not on questionnaire)**	(Exact figures on head injury and chest injuries.)

- Purchasing a Car

1. **(For those who have purchased)** Do you think that this information would have influenced your decision on the make/model you purchased? Why/why not?

2. **(For those who have not purchased)** Do you think that this information will help you in your decision about which make/model you will purchase?

- Please turn to the next pages in your participant packet. Here are two pages of data which offer further information and would accompany the charts you just read. As you can see, the data sheets offer a more detailed look at the numbers used to assess the level of protection offered by a particular vehicle which is measured by the numbers 1 through 4 on the chart you just saw. Please look them over and tell me about them.

[Participants read the data sheets, no questionnaire.]

1. Is there any information on these sheets that changes your understanding of the test results?

2. Do you think you would read this information if you were given both the chart and these data?

3. Does the chart, which you looked at earlier, help you to understand these data better or does the data help you understand the chart better?

4. Now that you have seen all this information, where do you think it should be made available so that others who are making decisions to buy new cars could have access to it? (**Probe: AAA, car dealerships, buying guides, car magazine ads, electronic data bases, etc.**)

- For Those of You Who Have Called the Hotline

1. It is my understanding that some of you have called the Auto Safety Hotline.

   - What type(s) of information were you seeking when you called?

   - What types of information did you receive? **(Quickly show example of NCAP data)** Is this what you received?

   - What specific information did you use from this?

2. How important was this information -- or will it be important -- in your overall decision to buy the make and model you bought/or plan to buy? Why?

V. Reactions to Advertising Materials

- I would like you to listen to two radio announcements about the availability of the information that we have discussed. After you listen to each, I would like you to fill out the form which corresponds to each one on the next pages in your participant packet. Then we will discuss each.

- The first spot is called, "**Survive.**"

[PLAY SPOT #1, "Survive"]

1. Was there anything about the ad that you particularly liked or attracted your attention? Why? **(Probe particular feelings.)**

2. What would you say is the main message or idea that these ads are trying to get across? Any other messages?

3. Would you be likely to call the NCAP hotline as a result of hearing these ads?

- The second spot is called "**Crash.**" Please make certain you are filling out the correct rating sheet; the title of the announcement is at the top of each sheet.

[PLAY SPOT #2, "Crash," and repeat questions above]

- I would also like you to look at TWO print advertisements. Please look at both the print ads on the next few pages in your participant packet. The first one should read, "**What A New Car Sticker Doesn't Tell You,**" and the second, "**Don't Accidentally Find Out How Safe Your Car Is.**" Please take the next few moments to look these both over and fill out the two brief questionnaires on the page following each of the ads before we discuss them.

[Show ad one, "What a New Car Sticker Doesn't Tell You."]

1. Was there anything about the ads that you particularly liked or attracted your attention? Why?

2. Was there anything about the ads that you particularly disliked or "turned you off?" Why? **(Probe particular feelings.)**

3. What would you say is the main message or idea that these ads are trying to get across? Any other messages?

4. Would you be likely to call the NCAP hotline as a result of seeing these ads?

5. Where do you think this ad should be placed so that people would see them.

[Show ad two, "Don't Accidentally Find Out How Safe Your Car Is."]

VI. CLOSE

Please turn to the final page of your participant packet and take a moment to fill out the participant information sheet. I will be back in just a minute.

Thank everyone for coming. **For Bethesda groups only**, explain to participants that if there is any confusion about NCAP data, a representative from NCAP will answer their questions.

APPENDIX E

New Car Assessment Program Cover Page
New Car Crashworthiness (NCAP) Charts

U.S. Department of Transportation

NEW CAR ASSESSMENT PROGRAM

The National Highway Traffic Safety Administration (NHTSA) conducts a New Car Assessment Program (NCAP) for the purpose of determining the level of protection provided by new cars to the driver and front seat passenger during a 35 mph head-on crash into a fixed barrier. Riding in the front seats of each new car are two electronically monitored dummies. During the crash test, the potential for injury to the occupant's head and chest is monitored and recorded.

The New Car Crashworthiness chart is provided to help consumers determine how much protection each new car could be expected to provide in a collision similar to a head-on crash with a vehicle of equal weight in which each vehicle is moving at 35 mph. The test results are valid only if all occupants are wearing seat belts.

All new vehicles are required to meet NHTSA's safety compliance minimum standard when crash tested at 30 mph before they can be sold in the United States. NCAP tests at 35 mph require significantly superior frontal crashworthiness to meet the same limits as those imposed in the 30 mph test, and thereby provides information to help consumers make informed purchase decisions.

U.S. Department of Transportation

NEW CAR CRASHWORTHINESS

HOW TO USE THIS CHART

Crash tests measure three principal forces involved in driver and passenger injury: sudden deceleration, impact, and load. To simplify the results on the chart, the measurement of forces against the head and chest were plotted against a curve that measures the likelihood for serious injury. Each car's score indicates how well the car protects its occupants against injury in a 35 mph frontal crash test.

Cars should be evaluated against other cars within their own weight class. If a light car collides head-on with a heavier car at 35 mph, the occupants in the lighter car will experience a greater likelihood of injury than the results of this test indicate.

1-4 High numbers indicate greater potential for serious injury and less protection. For instance, if a car scores 3 on the chart in either the driver or passenger category, there is up to a 50% chance of serious injury. A serious injury is considered to be one requiring immediate hospitalization and may be life-threatening.

1 = 10% or less chance of serious injury
2 = 10% to 25% chance of serious injury
3 = 25% to 50% chance of serious injury
4 = 50% or greater chance of serious injury

o Normally the chance of head injury resulting from sudden deceleration without impact will not be as high as the chance of head injury resulting from impact. However, sometimes the score for sudden head deceleration without impact is the highest score recorded during that crash test. To indicate these non-impact occurrences, the score is denoted by an open circle. Please see Head Injury on the New Car Assessment Program Results for more details.

* There are several types of seat belts being offered in new cars. Shoulder belts that are adjustable are often more efficient and comfortable.

1993 LIGHT PASSENGER CARS (2000--2499 lbs.)

VEHICLE	TYPE	POSITION	LEVEL OF PROTECTION (The lower the number, the better the protection) 1	2	3	4	FEATURES AIR-BAGS	ADJUST-ABLE BELTS*	ANTI-LOCK BRAKES
Geo Storm	2-Dr. HB	Driver	•				•		
		Passenger		o					
Ford Escort	2-Dr.	Driver	•						
		Passenger	•						
Hyundai Excel	4-Dr. Sedan	Driver		•					
		Passenger	•						
Toyota Corolla	4-Dr. Sedan	Driver		•			•	•	OPT
		Passenger	•					•	
Isuzu Stylus	4-Dr. Sedan	Driver		•			•		
		Passenger	•						
Nissan Sentra	4-Dr. Sedan	Driver	•						OPT
		Passenger	•						
Acura Integra	4-Dr. Sedan	Driver	•						OPT
		Passenger	•						
Hyundai Excel	2-Dr. HB	Driver	•						
		Passenger	•						
Saturn SL2	4-Dr. Sedan	Driver		•			•		OPT
		Passenger		o					
Mazda Protege	4-Dr. Sedan	Driver		•					
		Passenger		•					
Toyota Celica	2-Dr.	Driver		•			•		OPT
		Passenger	•						
Hyundai Scoupe	2-Dr.	Driver		•					
		Passenger	•						
Mazda Miata	2-Dr. Conv.	Driver		•			•		OPT
		Passenger	•						

075

U.S. Department of Transportation

NEW CAR CRASHWORTHINESS

HOW TO USE THIS CHART

Crash tests measure three principal forces involved in driver and passenger injury: sudden deceleration, impact, and load. To simplify the results on the chart, the measurement of forces against the head and chest were plotted against a curve that measures the likelihood for serious injury. Each car's score indicates how well the car protects its occupants against injury in a 35 mph frontal crash test.

Cars should be evaluated against other cars within their own weight class. If a light car collides head-on with a heavier car at 35 mph, the occupants in the lighter car will experience a greater likelihood of injury than the results of this test indicate.

1-4 High numbers indicate greater potential for serious injury and less protection. For instance, if a car scores 3 on the chart in either the driver or passenger category, there is up to a 50% chance of serious injury. A serious injury is considered to be one requiring immediate hospitalization and may be life-threatening.

1 = 10% or less chance of serious injury
2 = 10% to 25% chance of serious injury
3 = 25% to 50% chance of serious injury
4 = 50% or greater chance of serious injury

o Normally the chance of head injury resulting from sudden deceleration without impact will not be as high as the chance of head injury resulting from impact. However, sometimes the score for sudden head deceleration without impact is the highest score recorded during that crash test. To indicate these non-impact occurrences, the score is denoted by an open circle. Please see Head Injury on the New Car Assessment Program Results for more details.

* There are several types of seat belts being offered in new cars. Shoulder belts that are adjustable are often more efficient and comfortable.

1993 COMPACT PASSENGER CARS (2500--2999 lbs.)

VEHICLE	TYPE	POSITION	LEVEL OF PROTECTION (The lower the number, the better the protection) 1	2	3	4	FEATURES AIR-BAGS	ADJUST-ABLE BELTS*	ANTI-LOCK BRAKES
Honda Accord	4-Dr. Sedan	Driver		●			●	●	OPT
		Passenger	●					●	
Ford Tempo	4-Dr. Sedan	Driver		●					
		Passenger	●						
Plymouth Acclaim	4-Dr. Sedan	Driver		●			●		OPT
		Passenger	●						
Chevrolet Cavalier	4-Dr. Sedan	Driver		●					STD
		Passenger	●						
Mitsubishi Eclipse	2-Dr. HB	Driver	●						OPT
		Passenger	●						
Buick Century	4-Dr. Sedan	Driver		●					
		Passenger			●				
Plymouth Colt	Vista Wagon	Driver		●					OPT
		Passenger	●						
Mazda MZ3	2-Dr. HB	Driver		●					OPT
		Passenger		●					
Mitsubishi Galant	4-Dr. Sedan	Driver		●					OPT
		Passenger		●					
Volkswagon Passat	4-Dr. Sedan GL/GLS	Driver			●				OPT
		Passenger	●						
Hyundai Elantra	4-Dr. Sedan	Driver			●				
		Passenger			●				
Pontiac Grand Am	4-Dr. Sedan	Driver				●			STD
		Passenger		●					
Oldsmobile Achieva	2-Dr.	Driver				●			STD
		Passenger	●						

BASED ON 35 MPH FRONTAL CRASH TEST RESULTS

076

APPENDIX F

NCAP Chart Rating Form
NCAP Chart Ratings Tally

NCAP Chart Rating Form

Please make a mark on one of the blanks below for each question regarding the NCAP Chart on the preceding page:

Would you say that the chart:

Conveyed information that was:

❑ very clear ❑ somewhat unclear ❑ not clear at all

Conveyed information that was:

❑ very important ❑ somewhat important ❑ not important at all

Conveyed information that was:

❑ very useful ❑ somewhat useful ❑ not at all useful

078

NCAP Chart Ratings

Would you say that the chart conveyed information that was:

	Very Clear	Somewhat Clear	Not Clear at All	NA
Men *(N=67)*	37	26	2	2
Women *(N=72)*	37	35	--	--
Total *(N=139)*	74	61	2	2

	Very Important	Somwhat Important	Not Important At All	NA
Men *(N=67)*	44	20	1	2
Women *(N=72)*	59	13	--	--
Total *(N=139)*	103	33	1	2

	Very Useful	Somewhat Useful	Not at All Useful	NA
Men *(N=67)*	39	25	1	2
Women *(N=72)*	56	16	--	--
Total *(N=139)*	95	41	1	2

APPENDIX G

NCAP Data Sheets #1 and #2

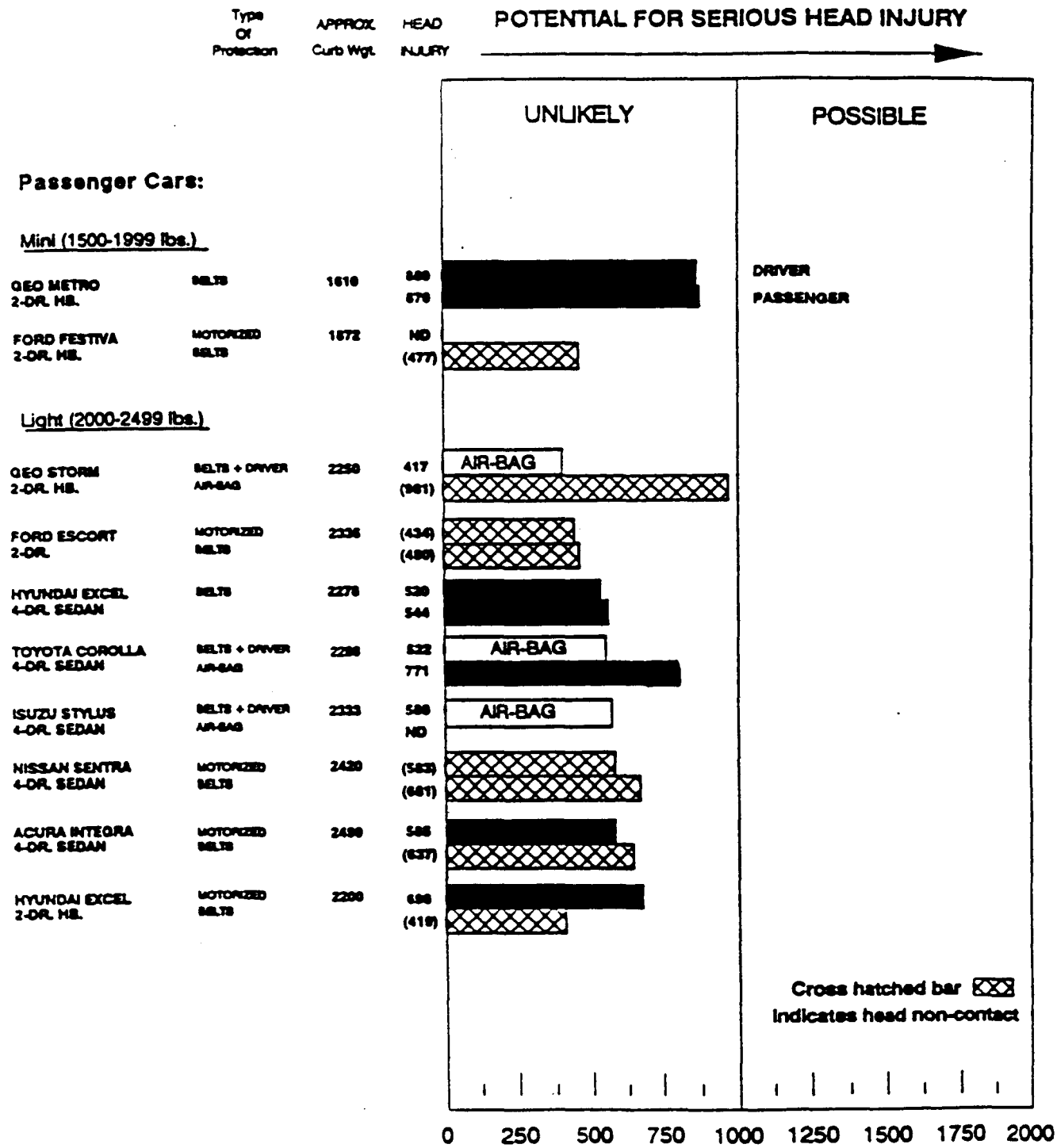
DATA SHEET #1

1993 NEW CAR ASSESSMENT PROGRAM RESULTS

VEHICLE	TYPE OF PROTECTION	APPROX. CURB WEIGHT (POUNDS)	HEAD INJURY DRIVER	HEAD INJURY PASSENGER	CHEST INJURY DRIVER	CHEST INJURY PASSENGER	ANTI-LOCKING BRAKE SYSTEM AVAILABLE?
PASSENGER CARS:							
Mini (1500 - 1999lbs.)							
[1]GEO METRO 2-DR. HB.	BELTS	1610	860	870	57	39	NO
FORD FESTIVA 2-DR. HB.	MOTORIZED BELTS	1872	ND	(477)	46	42	NO
Light (2000 - 2499lbs.)							
GEO STORM 2-DR. HB.	BELTS + DRIVER AIR-BAG	2250	417	(981)	47	45	NO
FORD ESCORT 2-DR.	MOTORIZED BELTS	2336	(434)	(450)	42	39	NO
HYUNDAI EXCEL 4-DR. SEDAN	BELTS	2278	520	544	52	37	NO
[2]TOYOTA COROLLA 4-DR. SEDAN	BELTS + DRIVER AIR-BAG	2286	522	771	62	45	OPT.
ISUZU STYLUS 4-DR. SEDAN	BELTS + DRIVER AIR-BAG	2333	580	ND	57	46	NO
NISSAN SENTRA 4-DR. SEDAN	MOTORIZED BELTS	2420	(583)	(681)	46	45	OPT.
ACURA INTEGRA 4-DR. SEDAN	MOTORIZED BELTS	2490	585	(637)	ND	42	OPT.
HYUNDAI EXCEL 2-DR. HB.	MOTORIZED BELTS	2200	696	(419)	41	39	NO

Comparisons must be made between vehicles within an approximate weight range of 500 pounds.
CONV. - Convertible HB - Hatchback ND - No Data 1,2,3 - See Note Page
Parentheses ( ) indicate the occupant's head did not contact an interior surface of the vehicle.

Head Injury Levels During 35* mph Crash Tests
1993 New Car Assessment Program



Comparisons must be made between vehicles within an approximate weight range of 500 pounds.

ND - No Data HB - Hatchback CONV. - Convertible

Parentheses ( ) indicate the occupant's head did not contact an interior surface of the vehicle.

* - 35 mph barrier crash tests represent a 70 mph closing speed.

APPENDIX H

Participant Questionnaire

Participant Questionnaire

1. What is your age?_____

2. Are you a parent with children under the age of 18 living at home with you?

   ____ No ____ Yes If so, what are their ages?_____

3. Given that you have either purchased or leased a new car in the past year or intend to purchase or lease a new car in the coming year, please rank the following automobile characteristics in order of their importance for making your final purchasing or leasing decision. Number 1 signifies the characteristic of utmost importance and number 8 the characteristic of least importance to you as a new car buyer. Please assume that the car you are buying is already in your acceptable price range.

   _____ Styling
   _____ Mileage
   _____ Interior space
   _____ Airbags
   _____ Other _____
   _____ Trunk space
   _____ Crash data results
   _____ Automatic Safety Belts
   _____ Anti-lock Braking System

4. What is your level of education?_____

5. What is your occupation?_____

6. Do you wear a seat belt when you are in a car?

   _____ Always _____ Sometimes _____ Never

7. Where did you look or do you expect to look for information when considering the kind of car to purchase? Include publications, knowledgeable people, trial rentals, and other ways you find out about new cars.

   1 _____
   2 _____
   3 _____
   4 _____
   5 _____
   6 _____
   7 _____
   8 _____
   9 _____
   10 _____

APPENDIX I

Data Sheets Cover Page

TWO THINGS YOU SHOULD KNOW ABOUT THESE DATA SHEETS

- The "Head Injury" numbers on the following data sheets are a measure of the potential for injury to the head of a car's occupant in a frontal crash, usually when the head contacts a hard object such as the steering column or instrument panel. Considering all of the factors being measured, someone experiencing a 500 or less most likely will have little or no head injury. At 1000, about 1 in 6 occupants may have either a life threatening skull fracture or brain damage requiring immediate medical attention. At 2000 or more, nearly all crash victims may experience life-threatening head injuries with a high probability of death or long term disability.

- Chest injury numbers above 60 indicate that chest injury is possible.

APPENDIX J
Public Service Announcements

Radio PSA Script #1 ("Survive")
Radio PSA Script #2 ("Crash" or "Accident")
Print PSA #1 ("What A New Car Sticker Doesn't Tell You")
Print PSA #2 ("Don't Accidentally Find Out How Safe Your Car Is")

NCAP RADIO :60

"ACCIDENT"

ANNCR: If you're in the market for a new car, there's something you should hear.

SFX: CAR JAMS ON BREAKS, VERY LOUD, DRAWN-OUT SKID.

ANNCR: How well new cars perform in the governments high speed crash tests.

SFX: SKID CONTINUES.

ANNCR: But you don't have to discover this accidentally.

SFX: CAR SKID ABRUPTLY ENDS AS CAR SMASHES INTO A PARKED CAR.

ANNCR: Because all of these high speed crash test results are available to you – free. Through the National Highway Traffic Safety Administration's New Car Assessment Program – NCAP.

NCAP is a consumer information program which tests new cars' ability to withstand severe head-on collisions. And, to make this information more useful to you, NCAP tests cars at 35 miles per hour – 5 miles over the Federal safety requirement.

If you'd like to learn more about how the car or cars you're interested in faired in NCAP's tests, call 1-800-123-4567 for your free information booklet.

And discover which new cars can survive accidents – on purpose. Call NCAP today at 1-800-123-4567. NCAP. We wrote the book on new car safety.

SFX: HONK, HONK.

NCAP RADIO :60

"SURVIVE"

ANNCR: Would your car survive a head-on collision at 35 miles per hour? Would you? Well, now there's a way to find out. Without doing any damage to your car – or your wallet.

For years the Federal government's New Car Assessment Program – NCAP – has been crash testing new automobiles to determine their safety.

These test results are available to you – absolutely free. So you can get detailed crash test information on the car you want to buy.

Federal safety requirements state that all automobiles must pass a 30 mile an hour front-end crash test. With NCAP, we go one step further by testing at 35 miles per hour. This amounts to a 36 percent increase in the potential for injury.

These higher speed, in-depth test results are not available from dealers. They are available to you, free, simply by calling 1-800-123-4567. That's 1-800-123-4567. Call today for test results that could have a real impact on the next car you buy.

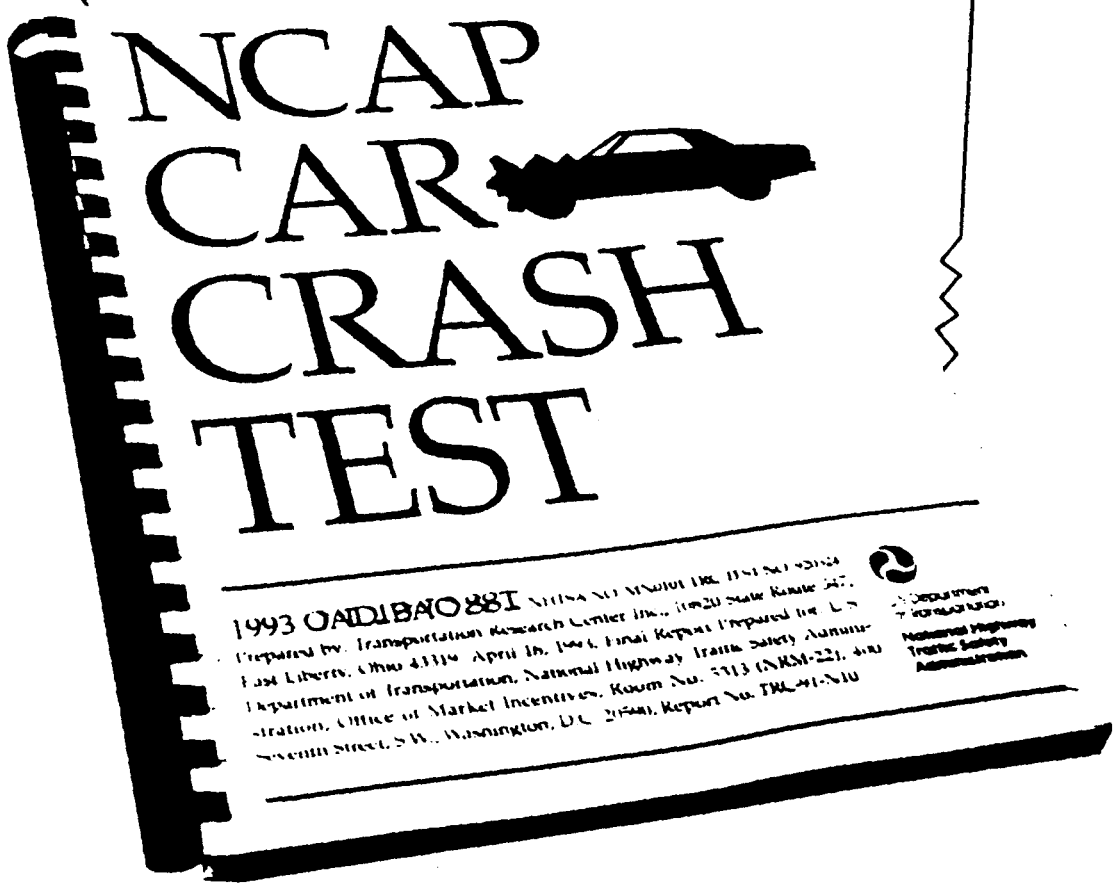
NCAP crash testing. We can steer you in the right direction.

New car value isn't determined by sticker price and mpg alone any more. For the smart consumer, it's also determined by safety. Which is why the National Highway Traffic Safety Administration began its New Car Assessment Program (NCAP).

This consumer information program tests the crashworthiness of most cars, vans and light trucks. Then, these results are made available to you – free. And since NCAP tests are conducted at 35 mph – 5 miles over Federal safety requirements – these results allow you to make the most detailed collision-safety comparisons possible.

So, if you want to find out more about the car you're going to trust with your life, call for the free crash test results. 1-800-000-0000.

NCAP. We'll Steer You In The Right Direction.



WHAT A NEW CAR STICKER DOESN'T TELL YOU.

090

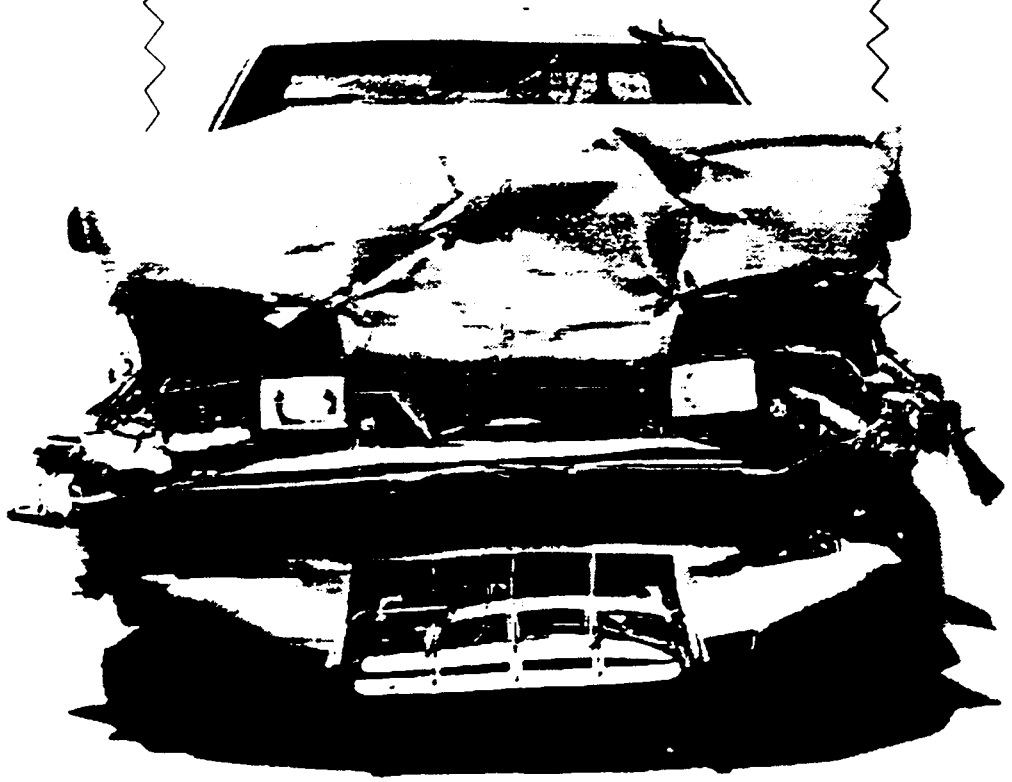
Find out free through the National Highway Traffic Safety Administration's New Car Assessment Program (NCAP).

This consumer information program tests the crash-worthiness of most cars, vans and light trucks. Then, these results are made available to you – free. And since NCAP tests are conducted at 35 mph – 5 miles over Federal safety requirements – these results allow you to make the most detailed collision-safety comparisons possible.

So, if new car safety is important to you, call, 1-800-000-0000 for free crash test results. And discover how safe your new car is – on purpose.

NCAP
CAR
CRASH
TEST

NCAP. We'll Steer You In The Right Direction.



DON'T ACCIDENTALLY FIND OUT HOW SAFE YOUR CAR IS.

09

APPENDIX K

Table Three: Relative Importance of Various Factors in New-Car Purchase Decisions

TABLE THREE
RELATIVE IMPORTANCE OF VARIOUS FACTORS IN NEW-CAR PURCHASE DECISIONS

Item	Average Rank for Men *(N=67)*	Average Rank for Women *(N=72)*	Average Rank for All *(N=139)*
Crash Test Results	4	1	1
Anti-lock Braking Systems	5	2	2
Air Bags	6	4	3
Mileage	1	3	4
Styling	3	5	5
Interior Space	2	6	6
Automatic Safety Belts	7	7	7
Trunk Space	8	8	8

APPENDIX L

Radio PSA #1 ("Survive")
Rating Form
Rating Form Tally (Table Four)

Radio Public Service Announcement Rating Form

Radio PSA #1: "Survive"

Please make a mark on one of the blanks below for each question:

Would you say that the ad:

Conveyed a message that was:

☐ very clear ☐ somewhat unclear ☐ not clear at all

Conveyed a message that was:

☐ very important ☐ somewhat important ☐ not important at all

Was relevant to you personally?

☐ yes ☐ no ☐ not sure

Was intended mostly for men, mostly for women, or for both sexes?

☐ men ☐ women ☐ both sexes

Conveyed useful information?

☐ a lot ☐ some ☐ none

Made you want to call the Auto Safety Hotline?

☐ yes ☐ no ☐ somewhat

PUBLIC SERVICE ANNOUNCEMENT RATINGS
Table Four: Radio PSA No. 1 ("Survive")

Would you say that the ad conveyed a message that was:

	Very Clear	Somewhat Unclear	Not Clear at All	NA
Men	60	7	--	--
Women	67	5	--	--
Total	127	12	--	--

Conveyed a message that was:

	Very Important	Somewhat Important	Not Important at All	NA
Men	45	22	--	--
Women	61	11	--	--
Total	106	33	--	--

Was relevant to you personally?

	Yes	No	Not Sure	NA
Men	50	8	9	--
Women	64	4	4	--
Total	114	12	13	--

Was intended mostly for men, mostly for women, or for both sexes?

	Men	Women	Both Sexes	NA
Men	3	2	62	--
Women	3	3	66	--
Total	6	5	128	--

Conveyed useful information?

	A Lot	Some	None	NA
Men	30	37	--	--
Women	46	25	1	--
Total	76	62	1	--

Made you want to call the Auto Safety Hotline?

	Yes	No	Somewhat	NA
Men	39	9	19	--
Women	53	4	15	--
Total	92	13	34	--

APPENDIX M

Radio PSA #2 ("Crash" or "Accident")
Rating Form
Rating Form Tally (Table Five)

Radio Public Service Announcement Rating Form

Radio PSA #2: "Crash"

Please make a mark on one of the blanks below for each question:

Would you say that the ad:

Conveyed a message that was:

☐ very clear ☐ somewhat unclear ☐ not clear at all

Conveyed a message that was:

☐ very important ☐ somewhat important ☐ not important at all

Was relevant to you personally?

☐ yes ☐ no ☐ not sure

Was intended mostly for men, mostly for women, or for both sexes?

☐ men ☐ women ☐ both sexes

Conveyed useful information?

☐ a lot ☐ some ☐ none

Made you want to call the Auto Safety Hotline?

☐ yes ☐ no ☐ somewhat

PUBLIC SERVICE ANNOUNCEMENT RATINGS
Table Five: Radio PSA No. 2 ("Crash")

Would you say that the ad conveyed a message that was:

	Very Clear	Somewhat Unclear	Not Clear at All	NA
Men	56	11	–	–
Women	55	13	4	–
Total	111	24	4	–

Conveyed a message that was:

	Very Important	Somewhat Important	Not Important at All	NA
Men	48	18	1	–
Women	54	18	–	–
Total	102	36	1	–

Was relevant to you personally?

	Yes	No	Not Sure	NA
Men	54	7	6	–
Women	56	11	4	1
Total	110	18	10	1

Was intended mostly for men, mostly for women, or for both sexes?

	Men	Women	Both Sexes	NA
Men	3	2	62	–
Women	6	6	60	–
Total	9	8	122	–

Conveyed useful information?

	A Lot	Some	None	NA
Men	27	40	–	–
Women	44	28	–	–
Total	71	68	–	–

Made you want to call the Auto Safety Hotline?

	Yes	No	Somewhat	NA
Men	42	6	19	–
Women	37	16	19	–
Total	79	22	38	–

APPENDIX N

Print PSA #1 ("What A New Car Sticker Doesn't Tell You")
Rating Form
Rating Form Tally (Table Six)

PUBLIC SERVICE ANNOUNCEMENT RATINGS
Table Seven: Print Ad No. 2
("Don't Accidentally Find Out How Safe Your Car Is")

Would you say that the ad conveyed a message that was:

	Very Clear	Somewhat Unclear	Not Clear at All	NA
Men	48	17	2	--
Women	48	18	4	2
Total	96	35	6	2

Conveyed a message that was:

	Very Important	Somewhat Important	Not Important at All	NA
Men	48	18	1	--
Women	51	16	3	2
Total	99	34	4	2

Was relevant to you personally?

	Yes	No	Not Sure	NA
Men	55	9	3	--
Women	57	7	7	1
Total	112	16	10	1

Was intended mostly for men, mostly for women, or for both sexes?

	Men	Women	Both Sexes	NA
Men	6	2	59	--
Women	8	--	63	1
Total	14	2	122	1

Conveyed useful information?

	A Lot	Some	None	NA
Men	28	37	2	--
Women	32	38	1	1
Total	60	75	3	1

Made you want to call the Auto Safety Hotline?

	Yes	No	Somewhat	NA
Men	40	11	16	--
Women	38	10	23	1
Total	78	21	39	1

Print Public Service Announcement Rating Form

Print PSA #2: "Don't Accidentally Find Out How Safe Your Car Is."

Please make a mark on one of the blanks below for each question:

Would you say that the ad:

Conveyed a message that was:

❑ very clear ❑ somewhat unclear ❑ not clear at all

Conveyed a message that was:

❑ very important ❑ somewhat important ❑ not important at all

Was relevant to you personally?

❑ yes ❑ no ❑ not sure

Was intended mostly for men, mostly for women, or for both sexes?

❑ men ❑ women ❑ both sexes

Conveyed useful information?

❑ a lot ❑ some ❑ none

Made you want to call the Auto Safety Hotline?

❑ yes ❑ no ❑ somewhat

APPENDIX O

Print PSA #2 ('Don't Accidentally Find Out How Safe Your Car Is')
Rating Form
Rating Form Tally (Table Seven)

PUBLIC SERVICE ANNOUNCEMENT RATINGS
Table Six: Print Ad No. 1 ("What A New Car Sticker Doesn't Tell You")

Would you say that the ad conveyed a message that was:

	Very Clear	Somewhat Unclear	Not Clear at All	NA
Men	47	18	2	–
Women	48	23	–	1
Total	95	41	2	1

Conveyed a message that was:

	Very Important	Somewhat Important	Not Important at All	NA
Men	42	25	–	–
Women	58	13	–	1
Total	100	38	–	1

Was relevant to you personally?

	Yes	No	Not Sure	NA
Men	55	9	3	–
Women	61	4	6	1
Total	116	13	9	1

Was intended mostly for men, mostly for women, or for both sexes?

	Men	Women	Both Sexes	NA
Men	5	1	61	–
Women	2	–	68	2
Total	7	1	129	2

Conveyed useful information?

	A Lot	Some	None	NA
Men	30	36	1	–
Women	34	36	1	1
Total	64	72	2	1

Made you want to call the Auto Safety Hotline?

	Yes	No	Somewhat	NA
Men	41	11	15	–
Women	44	8	19	1
Total	85	19	34	1

Print Public Service Announcement Rating Form

Print PSA #1: "What A New Car Sticker Doesn't Tell You."

Please make a mark on one of the blanks below for each question:

Would you say that the ad:

Conveyed a message that was:

❑ very clear ❑ somewhat unclear ❑ not clear at all

Conveyed a message that was:

❑ very important ❑ somewhat important ❑ not important at all

Was relevant to you personally?

❑ yes ❑ no ❑ not sure

Was intended mostly for men, mostly for women, or for both sexes?

❑ men ❑ women ❑ both sexes

Conveyed useful information?

❑ a lot ❑ some ❑ none

Made you want to call the Auto Safety Hotline?

❑ yes ❑ no ❑ somewhat

[END]