



# Report of Findings

*Qualitative Research on Buzzed Driving*

10.17.2022

# AGENDA

10.11.2022

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**Business Situation /  
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# Business Situation / Objectives

*Ad Council and agency partners were interested in shifting the dialogue from drunk driving to “buzzed driving” and seeking learnings from a cross-cultural audience.*



# Background & Objectives

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*Clarity of objectives helps guide actionable research and deeper insights.*

- **Driving While Intoxicated:** According to NHTSA, impaired driving causes close to a third of all automotive fatalities<sup>1</sup> and more than 10,000 deaths a year. It is among the top causes of vehicular death for adults and children.
- **Driving While Buzzed:** A concerted campaign to wipe out driving while intoxicated “Friends don’t let friends...” in 1983 saw significant decreases in fatalities, which then leveled off and began to increase in the early 2000s. NHTSA shifted its messaging to “Buzzed Driving is Drunk Driving”
- **Attitudes / Behavior Check:** NHTSA along with its partner, Ad Council, was interested in updating current learnings on the male target when it comes to attitudes, behavior and perceptions about socialization and alcohol, as well as their perception of buzzed driving in general. They wanted to explore how Covid and existing culture shifts and trends play a role
- **Latino Objectives:** In addition, NHTSA has traditionally translated existing creative into Spanish and wanted to better understand whether or not these executions connected emotionally or culturally with the Latino male target or if there was a more culturally resonant approach that may have more traction.

# Methodology

*A breakdown of the research methodology and how it helped address the research objectives for various targets.*



# Project Overview

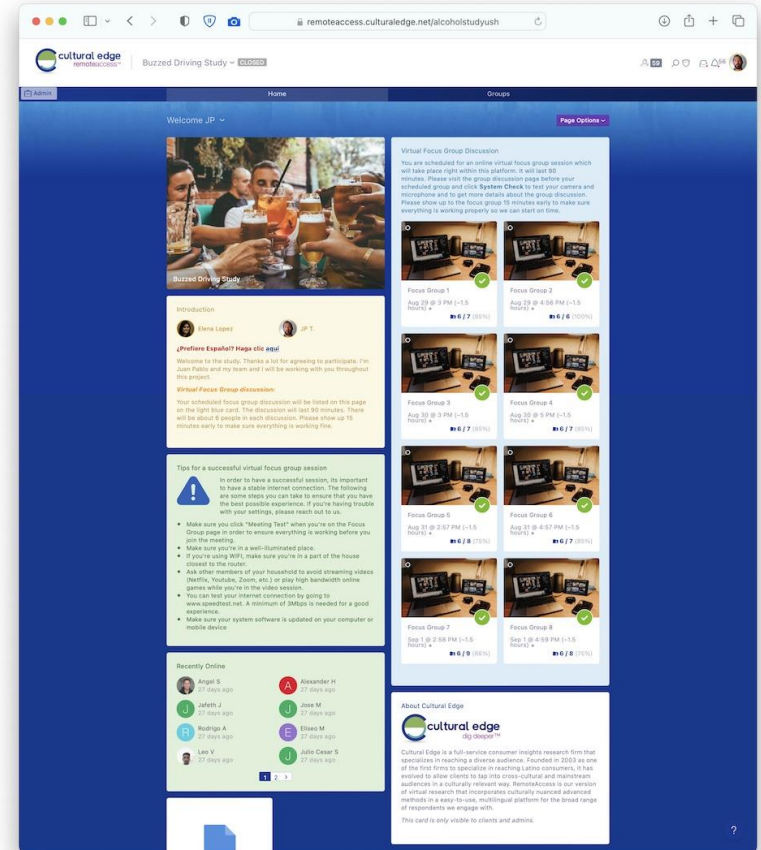


## REMOTE ACCESS™ FOCUS GROUPS

16 RemoteAccess video focus groups were conducted virtually, consisting of approximately 6 respondents each, lasting approximately 90 minutes. 144 respondents were recruited in order to seat 96 total respondents.

Groups were conducted among both general market (all ethnicities) and Latino cohorts (both Spanish-dominant and bicultural Latinos) with slightly different objectives for each cohort. The same bilingual, bicultural moderator conducted all the groups in both Spanish and English to ensure cross-cultural consistency in reporting and analysis.

Focus groups, conducted online, require specialized video streaming technology adapted to the unique conditions of online moderation, participation and backroom viewership needs of the client. With dual-language research, the ability to incorporate one of our tenured interpreters into the platform seamlessly was crucial. With RemoteAccess™ we have worked with our technology partners to establish “best practices” when it comes to this type of cross-cultural research, with a seamless, multilingual project site.



# Project Overview

## recruitment specs<sup>1</sup>



100% males with a mix of marital status



50% Gen Z (21 to 26) and 50% Millennials (27 to 34)



drink alcohol outside the home regularly, screen out top box (always) on buzzed driving statement.



own a vehicle and personally drive to social occasions at least occasionally



**General market:** mix of ethnicities, incomes, education levels including African-American, White, Latino and other



**Spanish-dominant:** Speak Spanish at home/with friends more than English and consume mostly Spanish-language media.



**Bicultural:** Speak Spanish and English equally at home/with friends and consume at least some Spanish-language media.



Latino countries of origin<sup>2</sup> *representative of the Miami, Houston, LA, Chicago and NY markets to provide a good representation.*



mid to heavy digital users

<sup>1</sup> Per client RFP: ([link: RFP\\_Ad Council\\_Buzzed Driving Exploratory Jan 2022.doc](#)).

<sup>2</sup> NY (50% Dominican/Puerto Rican, 50% other); Los Angeles (80% Mexican, 20% Central American); Houston (80% Mexican, 20% Central American); Chicago (75% Mexican, 25% Puerto Rican ; Miami (50% Cuban, 50% Central, South American and/or other).

## remote access focus

16

focus group sessions



lasting 90 minutes



platform based, virtual sessions

gen'l mkt GEN Z 1	gen'l mkt GEN Z 2	gen'l mkt MILLENNIAL 1	gen'l mkt MILLENNIAL 2
gen'l mkt GEN Z 3	gen'l mkt GEN Z 4	gen'l mkt MILLENNIAL 3	gen'l mkt MILLENNIAL 4
bicultural GEN Z 1	bicultural MILLENNIAL 2	span dom GEN Z 1	span dom MILLENNIAL 2
bicultural GEN Z 3	bicultural MILLENNIAL 4	span dom GEN Z 3	span dom MILLENNIAL 4

## cross cultural expertise

G

grassroots

Spanish-dominant respondents were recruited via multiple bilingual field teams in top Latino markets. We've worked with many of these partners for close to 20 years.

Research among cross-cultural audiences requires tenured, bicultural moderators who have extensive experience creating genuine rapport with Latino and other respondents in order to gain deeper non-stereotypical learnings.

Reporting observed findings is important, but putting it into a cultural context and unearthing insights that are culturally relevant are essential to creating a meaningful connection with this target

# Project Overview

## geography



### LATINO MARKETS

1. New York
2. Chicago
3. Houston
4. Los Angeles
5. Miami
6. Remainder as it falls

### GENERAL MARKET

General market respondents were recruited nationwide with quotas for west coast, south, midwest and the Mid Atlantic region.

*Latino markets chosen due to high Hispanic penetration and to capture geographic diversity as well as demographic and country-of-origin diversity.*

## topics



### INTRODUCTION

logistics  
respondent introductions  
warmup for conversation

5

MINUTES



### SOCIAL ENVIRONMENT

social occasions  
role of alcohol  
impacts of covid

30-40

MINUTES



### DRIVING ATTITUDES

behavior re: social outings  
peer pressure / responsibilities  
alternate modes  
rideshare

30-45

MINUTES



### LATINO STRATEGY

exposure to stimuli  
strategic relevance/positioning  
exploring cultural  
relevance/dissonance  
translation vs. original content

20-30

MINUTES



### WRAP UP

summarize findings  
check with client/stakeholder  
dismiss

5

MINUTES



# Recommendations

*Implications of research findings summarized in an easily digestible format.*



# Key Findings

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- The designated driver still drinks. The designated driver, in many cases is drinking, just not at the same rate as his buddies. He may “front load” his drinking and then hold off in the last hour or so. Or he might just have one, two or three beers. Otherwise he feels awkward.
- Car culture combined with drinking culture makes it very hard to get people out of their cars. In sprawled out suburban areas, alternatives to driving are few. Ride shares can be expensive, unreliable, and inconvenient. In some areas a DD is also not practical because friends often don't live close to each other.
- Whether one is ok to drive is highly subjective, creating some ambiguity and risk. These young men's decision to drive rested largely on a subjective measure of how they felt. They were often “risking it” because they weren't always certain if there was a legal risk if they were pulled over.

# Key Findings – Latino Audience-Specific

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- When it comes to messaging, Latinos will connect better with creative that reflects their lived realities and contexts. While language is a helpful cue that they are being targeted, if the creative doesn't reflect Latino realities, contexts, nuances and situations familiar to them, it loses out on an opportunity to make an emotional/cultural connection.
- The word “entonado” is understood by some as “buzzed,” though others get it through the context. The terms for “buzzed” in Spanish vary by country and finding a universal term is difficult. Like in English, creating the equivalence to drunk driving was not necessarily helpful – rather, letting them know that having any alcohol in their system poses a bigger risk than they think is a better approach.

# Considerations: General Market

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- Better define what buzzed driving is and provide more target audience education on why the risks of driving buzzed can be as significant as driving drunk
- Consider if it's time to move away from the line "Buzzed Driving is Drunk Driving" and go back to a clearer definition of what it means to be "buzzed" – i.e. "impaired".
- Continue to get our target to question their over-confidence about being "okay" to drive buzzed.
  - Consider if consequences / risks of buzzed driving now have a role to play again. We moved away from this approach because the target didn't need it anymore, but we may have gone back to a place where it could be effective. It could be worth considering an approach that incorporates these elements.
  - Acknowledge the tactics our target uses to "sober up" and remind them that these tactics don't work

# Considerations: Latino Audience

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- An equivalent Latino effort based on a broad audience campaign isn't going to be feasible. We can't just create it and then translate it – from the scenarios/situations depicted to the actual line/concept itself. So if we were to pursue a Latino effort, it would need to be a dedicated one.
- Depict Latino lived experience (different types of socialization, Latino talent, Latino themes / nuances, socioeconomics, etc.)
- Don't be flippant or lighthearted about this topic; a little humor is good, but should not be dominant.
- “Entonado” might not be the best word, and the equivalence to drunk driving is also not credible. Being direct might be more effective. Any new taglines would be tested as part of a dedicated Spanish-language effort.
  - Si tomas, no manejes (if you drink, don't drive)
  - Manejar medio tomado aun es peligroso (Driving slightly drunk is still dangerous).
  - Manejar \*algo\* tomado aun...
  - Manejar tipsy...
  - No te arriesgues, si tomas, no manejes. (Don't risk it. If you drink, don't drive).

# Detailed Findings

*Learnings from the study, broken out by topic area, including any differences across segments, cohorts or regions.*



# Social Drinking

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- Across all cohorts, alcohol played an important role in social and peer interactions. Alcohol provided a way for people to unwind from a long day and facilitated discussion, increased amusement and appeared to be an essential part of the male bonding ritual.
- Casual drinking occasions tended to be spontaneous. Perceived “lighter” or more casual drinking occasions tended to be unplanned which often meant arrangements were seldom made for safe transportation. After work “happy hours” with coworkers, going out for dinner with the spouse or meeting up with friends at a “new spot” were the types of occasions that came up in this context. And these occasions almost always involved driving.
  - "Typically, it's moderate drinking, you know, depending on if there's a bigger crowd or if it's just us two, you know what I mean? If it's just us, it was going to be like one or two drinks and then head home." White male, 34, Milford, Connecticut
  - "Yeah, it's usually my girlfriend or it's me switching off; could be someone else. I guess, my main friend group, a lot of us have girlfriends. So maybe it'll be my buddy's turn." White male, 24, Springfield, IL
- From an alcohol consumption standpoint, these occasions entailed “a few drinks,” often two or three drinks, sometimes escalating to more over the course of the night. Beer, wine and the “lighter cocktails” tended to dominate this occasion. The spontaneity of these occasions often led to going beyond a “casual” occasion by changing venue or staying out later than expected.

# Social Drinking

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- The millennial respondents reported going out with their spouses or significant others for one-on-one couple time as a way to unwind from the stress of everyday life and to reconnect. This often-meant dinner and drinks at a local restaurant.
- Respondents mentioned having a numerical limit for how many drinks they'd have when they'd still be "good to drive" and cited many tactics they use to make themselves okay if they exceeded that limit. Some reported "switching off" with someone as to who would be the designated driver.
- **Designated drivers drink, at least a little.** The designated driver would often drink one or two drinks themselves which was widely perceived to be a safe amount of drinks. The designated driver might also "front load" their drinking so that they'd have their drinks early in the night and then switch to water or non-alcoholic beverages after the second hour or so.
  - "If I do know I have to drive, I do change how I drink and what I drink. I'll stick to [a couple] beers, lighter beer. I also will try to sprinkle in some waters or taper off before I know I need to leave." White male, 29, Clear Lake, Iowa
  - "Being realistic, most times the DD's not just gonna have one drink, at least two... but I'm watching because they are DD for a reason. Yeah, it's not really realistic for them not to drink." African-American male, 33, Fort Lauderdale, Florida
  - [translated] "I think [the DD drinks] maybe no more than two, three drinks at the max. We go to a rock show, which lasts about 3 - 4 hours, like maybe, every hour, [the DD] will have a beer." Latino, Spanish-dominant male, 33, Mexican-origin, Chicago, IL
- **Friends, girlfriends, spouses and family.** Social drinking tended to revolve mostly around friends, coworkers or peer groups, particularly among non-Latino White and African-American respondents.



# Latinos Socialize Differently

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- *While Latinos also socialized with their friends, coworkers and peer groups, they were also much more likely to report socializing with extended family members.*
- This regularly included siblings, cousins, parents, aunts and uncles and in-laws on a regular basis. Drinking was an integral part of this socializing.
- Latinos in the US often have a much closer relationship with the extended family due to their concentration in larger urban areas. Immigrants from Latin America (and other regions as well) tend to immigrate to areas where there is a support network which typically entails other family members. The US-born children of these immigrants tend to grow up in an environment where they are regularly surrounded by members of their extended family with whom they often socialize. Mainstream American culture does not often have this level of familiarity, friendship or connection with extended family as they are often spread out across the country.
  - [translated] "I'd say it is about even, [between socializing with friends and family]. I socialize with my parents, my uncles, my aunts, my cousins. Since we're Mexican, we've got a bunch of family." Latino male, 24, Mexican-origin, Chicago, IL
  - [translated] "He who is drinking the least, who is least drunk, has his five senses about him, is who drives. It happens where I drive and get a little out of sorts, my wife has to drive or my brothers or other family member." Latino, Spanish dominant male, 33, El Salvador-origin, Los Angeles, CA
- Interestingly, when someone needed to be "picked up," Latinos almost always spoke of family members coming to pick them up (and their vehicles) from a drinking session where they no longer can drive home safely.

# Social Drinking

- *The “Big Night” was more likely to be planned. It was a special occasion: a birthday, a celebration, house party, night on the town, concert or other event. These tended to be planned in advance and therefore seemed most likely to provide opportunities for making arrangements for safe transportation. There was also the expectation that there would be heavier drinking over a longer period of time. Shots of liquor, beer and strong mixed drinks were predominant in this occasion. A big occasion could entail between 5 and 12 drinks (of all types) over the course of the evening and many recognized that it would be irresponsible to drive under those conditions.*
  - "Saturday night, me and some friends went to a club in Hollywood... about seven of us, friends from high school, middle school. So, we had tequila, vodka. One of my friends got a table with bottle service. We had six bottles." Black male, 23, Long Beach, California
- House parties also came up fairly often, especially among the Latino cohort. Often these provided an opportunity to “stay over” or provided a longer period of time with which to sober up before leaving (unlike bars and clubs which closed at a certain hour). These occasions appeared to be more likely to entail heavier drinking for longer periods of time, late into the morning.
- Latino respondents regularly reported family gatherings like house parties celebrating birthdays, general get-togethers like carne asadas (barbecues), often on a weekly basis. Multigenerational socialization is common among Latinos where as many as four generations of family members will socialize together whether to celebrate a child’s birthday or simply an excuse to get together.
  - [translated] "This Sunday, it was my nephew’s birthday party here in Woodlands, at his mother’s house. They rented a water slide. He has a pool table there in the garage and we were there from 3pm to about 9pm. I may have had as many as 18 Budweisers." Spanish dominant Mexican-origin male, 34, Houston

# Driving Under the Influence

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- *Driving and at least some drinking was widespread and engrained in the culture, across all cohorts. In as much as driving is an integral part of American culture, so too is imbibing alcohol. This combination makes it very difficult to convince folks to not combine the two activities. Almost every respondent admitted to regularly driving after having a beer or two (and sometimes more).*
  - "How do they think people are getting home? All those bars know people are drinking and driving. It's just my opinion, but I think the system, everybody, society knows everyone's drinking and driving, for the most part. The vast majority. You just kind of have to trust everybody to know their personal limit and not to exceed it?" White male, 25, Lemay, MO
- ***“Drunk driving,” however, was widely perceived to be socially unacceptable and irresponsible.*** Most respondents defined drunk driving as a very obvious state of being too impaired to drive. Slurred speech, blurred vision, lack of coordination all meant that one was not safe to drive. Stopping friends from driving in this state was paramount and respondents were willing to embarrass or physically prevent their friends from driving in this state. Drunk driving was not socially acceptable, though younger cohorts suggested that their older peers (or family members) did not take it as seriously as they did. On a number of occasions, Latinos suggested that Latinos in general are not as conscientious about drinking and driving, but all agreed that visibly impaired people who got behind the wheel were very poorly received by their peers. Some respondents, across cohorts, readily acknowledged having driven in this state at least once in their lives. They appeared embarrassed to admit it but it was also chalked up to youthful indiscretion.
  - "There are a lot of irresponsible people, and especially those of us who are Latinos, we don't weigh the risks. I know a lot of Mexicans. I work in construction and every week they drink a lot, but they know there is a risk [to driving]." Spanish-dominant Mexican-origin male, 24, Chicago

# Driving Under the Influence

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- ***Being over the legal limit was seen as illegal but not always dangerous.*** While some recognized that being just over the legal limit was “technically drunk driving” they also suggested that it wasn’t necessarily as irresponsible as the aforementioned behavior because sometimes you might be just over the limit and feel fine. This was prior to discussing the concept of buzzed driving.
- There seemed to be widespread awareness that the legal limit while driving was a blood alcohol content (BAC) of .08% and that anything in excess of that could trigger a DUI/DWI arrest, though technically, they might feel fine to drive. It wasn’t entirely clear whether or not driving while under that limit or having even a low amount of alcohol in the system, was legal.
  - "I always say one an hour, you know, over two or three beers is a good way to like, keep things going, you know, good buzz but not get into trouble. Not get to the point where you're feeling sick or getting in any kind of dangerous territory." White male, 30, Export, Pennsylvania
  - "It goes back to what I was saying about the ABV depending on what you're drinking, you can be buzzed off of one drink, but still be under the limit, I guess. But that wouldn't be considered drunk driving then, right?" White male, 33, Searcy, Arkansas
- Essentially, these respondents seemed to make a distinction between being legally over the limit (but “fine to drive”) and the more unambiguous reckless, irresponsible driving of people who are visibly and clearly impaired. This created a moral hierarchy: drunk driving (visibly impaired people) being irresponsible and morally wrong whereas those who drove buzzed or after a drink or two were less problematic
  - "In Texas. under 0.08% to legally drive so there's obviously like a legal and moral thing with drinking and driving because it's like, if you're if you're in the moment, should you really drive and incur the risk of potentially getting an accident? But you know, honestly, if you're in the moment and you feel that you can drive safely, then I would say go for it." Black male, 28, Dallas, Texas

# Driving Under the Influence

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- **Driving after having one or two drinks (and at times more) was not considered drunk driving.** It was seen as responsible consumption. A good number of respondents reported drinking upwards of five beers (and often more) and then driving later on in the evening which they did not consider to be “drunk driving.” They felt they were mitigating the risk using various strategies which will be discussed further down.
  - "Say like a drink or two is okay? Maybe three or four if you wait a couple hours, but if you had like four or five drinks and you're planning to drive within the next 30 minutes. I'd say now though, I'm not going to do that." White male, 33, Santa Clarita, CA
- **Social occasions required at least some drinking as a social lubricant to get people on the same level.** Even respondents who were designated drivers admitted to having a drink or two (or three) to get in the mood, though, as previously mentioned, it was often “front-loaded” early in the evening to allow time to sober up. Few stayed completely sober even when they knew they would drive later.
  - "So when I get there, I'll definitely drink heavier those first three or four hours to the point where I wouldn't be comfortable driving. But then as the night goes on, I'll just drink enough to maintain and then about 90 minutes before I know I've got to leave, I'll try and eat something or I'll cut off the alcohol in general and just kind of let that buzz come down to where I feel pretty well that I could drive." White male, 26, Hanson, KY
- **Alcohol is an important component to American culture and socialization.** Staying sober seemed to be a significant inconvenience for most. One respondent even noted that he would rather not go out at all than be a completely sober designated driver.
- **The urban, suburban and exurban layout of most major metropolitan areas in the US make driving a necessity.** Lack of public transportation, long distances between where people live from where they socialize and limited alternative methods for getting around necessarily dictate that people will drive when attending social functions. Those who lived in denser, walkable and transit-friendly cities (New York City, Chicago or even some small walkable towns) had more options available to them.
  - "In this country, we don't really have the blessing of being around public transportation. We have no idea what that is here. And then walkability is also pretty rough to come by in most cities and towns. But if there are options available, like uber and stuff like that, like provide those." Latino male, 24, Sylmar, California

# Getting Home

- **Planned outings (especially the “Big Nights” mentioned earlier) often entailed at least some forethought around transportation options.** As heavy drinking was expected during these outings, there was more discussion over safe transportation which included making plans for using ride-share, securing a designated driver, or opting to not drink as much knowing that they would be driving at the end of the evening. Planning the evening around a ride share was more commonly referenced among younger, more urban non-Latino respondents.
- **Latino respondents, especially the less acculturated, did not seem as receptive to ride share apps like Uber.** It was considered more of an emergency option if someone’s drinking got out of hand and they couldn’t drive home. Latino respondents’ plan for avoiding driving under the influence during these bigger, planned occasions focused more on designated drivers, those who would limit their alcohol intake (though they rarely avoided alcohol altogether) as a sacrifice to help keep the group safe. Also, in the case of house parties, staying over was also an option.
  - "I like drinking but I also know my limits. That night I knew I was going to stay over the night so I just let loose. When I know I’m going to be really messed up, I gotta think where I’m going stay, if I know it is person I can trust. So I stayed over that night." Latino, Bicultural Male, 21, Mexican-origin, Houston, TX
  - [translated] "Compared to other cultures, we [Latinos] are a little less responsible [about using ride-share]. All my gringo friends take Uber or take the train whereas we won't." Latino male, 28, Dominican-descent, Miami FL
- Latino respondents even acknowledged that “other cultures” were more likely to get around using ride share than Latinos. Inconvenience, cost and being at the mercy of others seemed to drive the resistance to using ride share as the evening’s transportation option. Longer distances for those living in far flung areas of their metropolis also implied higher costs.

# Getting Home

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- Even under emergency situations where they exceeded themselves and needed an alternative way home, Latinos had other choices: leaving the car and getting a ride home, having family members (brother, parents or other relative) come down to pick them up along with their vehicles or staying over (at house parties, for example). Non-Latinos did not rely on family members in these situations.
- Respondents (Latino or otherwise) from denser, urban areas like New York were more likely to use ride share, which was more convenient and cost effective in dense urban areas. Non-Latinos also made reference to this inconvenience but Latinos articulated a perceived lack of control, flexibility as well a degree of self-pride as more of a barrier. Having to rely on ride share also killed the spontaneity and flexibility of being able to decide when and how to get to the next venue, the next party or “grabbing a bite to eat” after socializing. It seemed to limit their independence.
  - "Sometimes it's just convenience. For example, if you're drinking and the beer runs out, you want to go get more, it's like "let me call an Uber to go get beer." Or maybe you want to go grab something to eat or go to another party... [driving your own vehicle] is convenience." Latino male, 26, Mexican-origin, Houston

# Buzzed Driving

- *There was decent awareness of the NHTSA slogan, “buzzed driving is drunk driving” (particularly in English) though receptivity of it was quite mixed as some felt it wasn’t quite accurate. As previously mentioned, respondents associated drunk driving with the more egregious forms of impaired driving but most, if not all, were guilty of “buzzed driving” at least some of the time.*
- ***Respondents regularly drove to and from social drinking occasions with at least some alcohol in their system.*** In the initial discussion, respondents shared their most recent social drinking occasions and driving was almost always involved even when they were drinking. Later on in the discussion they acknowledged that this is what the agencies might refer to as “buzzed driving,” though they tended to consider themselves responsible drinkers.
- ***Most respondents felt that you could still drink responsibly and drive home; many had a “system” they used to ensure they were ok to drive.*** In essence, the system relied on a subjective assessment of how they were “feeling” at the time and it revolved around their perceived mental and physical state during the social outing. They did not seem to think that one or two beers (and often three) would affect their mental or physical acuity and therefore driving was not seen as particularly risky under those circumstances.
  - [translated] "I drink maybe some 4 or 5 beers and then, well I drink some water before I leave, say two or three bottles of water, then I drive, but carefully, of course." Latino male, 26, Spanish-dominant, Nicaragua-origin, Chicago
  - I mostly just base it on like, how I feel. Like when I'm about ready to go home, if I'm feeling pretty fine, maybe I'll have another one or like, I usually know when I should stop." White male, 24, Lansdale, PA



# The Stages of Drinking

- **When asked what “Buzzed Driving” meant, it was fairly subjective and the definitions seemed to range from being “slightly tipsy,” happy or somewhere in between sober and drunk.** Generally, it was the state many of them sought when they were drinking. In the following stages of intoxication, it was stages 1 and 2.
  - "A buzz, is like kind of normalized. Like if you're buzzed you can still do stuff. You know the world is not spinning. You're not stumbling around. You still hold a conversation. Just like a couple sips. You got buzzed." Asian male, 24, Richmond, VA
- **Stage one:** Respondents suggested that the earlier, lighter effects of consuming one, two or even three beers, such as “feeling happy” or being more conversational or social did not impair them physically. This could be considered “stage one” of their intoxication. To some, this was what it meant to be buzzed.
- **Stage two:** It was only after they noticed in themselves, slowed speech, slowed reactions or having to pay attention to how they walked, that they felt they might be more impaired (“stage two”). This was definitely “buzzed” or “tipsy” or “medio tomado” in Spanish - but on the way to being drunk. This was a “fun” stage of the evening, but many felt it was probably not the best time to get behind the wheel. Still, some did. They used “waiting it out” as a strategy to mitigate the risks until such time that they felt the physical effects were behind them. “Waiting it out” often meant quitting drinking 45 minutes to an hour prior to leaving.
  - [translated] "Yeah, buzzed (entonado). If I'm buzzed it means I have a few drinks in me. You're starting to feel a bit festive, in the mood. Buzzed is basically feeling festive." Latino male, 24, Spanish-dominant, Houston
- **Stage three:** While stage two was more of a self-assessment (it might not be obvious to others), stage three entailed outwardly exhibiting signs of intoxication. It was characterized by slightly slurred speech, giddiness, feeling light-headed, possibly not walking straight and having to use the bathroom repeatedly. Driving would not be on the table, though perhaps after a longer drying-out period of at least an hour or more it might be considered.
- **Stage four:** This was the stage that many avoided. It entailed stumbling, strongly slurred speech, “room spinning” and a general lack of control. This meant that you went too far. Obviously driving was out of the question.

# Is Buzzed Driving Drunk Driving?

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- ***There is some skepticism over the “buzzed driving is drunk driving” tagline particularly among the general market audience.*** While many understood the value of the campaign as getting people to think twice about driving with any alcohol in their system, many felt that it made an equivalence that wasn't quite there.
  - "Ultimately they want to just discourage people from drinking and driving and, on its face, I think is a good sentiment. Like it's not good to do. But the reality is what that comes down to for a lot of people, especially in areas that don't have transportation options is just never drink. Or drink at your house. That just isn't necessarily a realistic option." White male, 30, Export, Pennsylvania
- They did not believe that buzzed driving, was indeed, drunk driving. At the very least, there was a continuum of what might be acceptable, legally and morally, and buzzed driving was not equivalent.
- General market males, especially millennials, felt it was a bit controlling or “nannying” because they felt they were well equipped to determine whether or not they were ok to drive. They knew their bodies better than anyone else. Generation Z males were a little more accepting of the slogan for what it attempted to accomplish, but also acknowledged that there was much variation between having a few beers and being drunk.
  - "I mean the implication seems like if you're at .07% as opposed to .08%, you're buzzed driving and that's the same. Like it feels very kind of “nannying,” like they're a little comically over the top. It makes me think of the old “you wouldn't download a car” anti-piracy billboards. It's a little hard to take it seriously." White male, 32, Santa Monica, CA
- One respondent noted that there was a “male pride” component to knowing when you were ok to drive. Men that were experienced “knew” when to draw the line and could essentially handle a certain amount of alcohol in their system. This echoed what a lot of respondents felt: I'm experienced enough to know when to say no.
  - "It's almost like a “man card” kind of thing at a certain point. For most of us, unless we're completely hammered, it's like “I'm fine, I've driven this truck for 10 years. I know how to drive it. I'm good to go.” White male, 25, Alabama

# Waiting It Out

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- **Many respondents felt that you could wait out the effects of alcohol.** Depending on which phase of intoxication they were in, they might consider waiting longer or shorter periods of time. Much of it depended on how they felt. While alcohol does metabolize over time, there were numerous reports of people drinking alcohol all afternoon and night and then waiting 45 minutes to several hours to drive home. In some cases this might be the right amount of time, depending on the amount of alcohol consumed and over which period of time, but likely not. They didn't seem to have a clear "calculation" in their heads aside from how they felt. There were numerous reports of "one drink an hour" and some claimed to adhere to it, however, when doing the math, it was clear that many did not. Some felt that an app or other tool might be helpful in this context and in fact, several respondents (younger, White) had purchased consumer-grade breathalyzers to keep in their cars, for that very reason.
  - "Since I'm the one that sobers up the quickest, I try to wait an hour and a half to two hours after my last drink. Usually by then, you know, just walking around the city, is when I'll feel like my sense is coming back. Like I feel less slow, you know sharp again" Asian male, 25, Richmond, VA
- **While ceasing alcohol consumption and waiting was clearly important, there were other tactics used that they perceived would help the process along.** There were many references to drinking water as a way to possibly "dilute" the alcohol. Alternating between drinks and water and then ultimately drinking water for the last hour were common tactics. Eating food was also an important component to their "winding down" period. One Latino respondent suggested that spicy foods helped the process along for him. Going for a walk or "getting some fresh air" also helped. Some acknowledged that these may not be as effective as simply waiting it out but it seemed to be a sort of ritual that perhaps changed their frame of mind prior to getting behind the wheel. Several respondents mentioned "one drink an hour" as a potential guideline, but only a handful seemed to adhere to that.
  - "Like, I have to drink water and soda and obviously eat food which helps sober me up. The last time, it wasn't intentionally, I just found out, I heard about it like, oh, you eat spicy food and it actually works." Bicultural, Mexican-origin male, 31, Chicago

# The Risks

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- ***The risks of buzzed driving were perceived as being lower than the risks of drunk driving.*** They acknowledged that there was a chance they could get pulled over and that could lead to a DUI. While they felt they used their best judgement to decide when it was safe to drive, there was always a chance that they could be over the legal limit even if they felt fine. Some even claimed they drive more safely when buzzed than when sober.
  - "The risk is for me is financial. I know I'm not going to hurt anyone, when I've had some drinks and I'm driving. I'm kind of shallow in the way that I value my vehicle too much. If I think I'll damage my car or someone else's property I won't be behind the wheel in the first place. When I'm driving I know I'm not going to hurt anyone, but I might run the risk of getting pulled over." White male, 25, Missouri
  - "Honestly, for me, I kind of drive more recklessly when I'm sober because I'm like, what's the worst that's going to happen if I get pulled over? So I'm actually usually more careful when I'm drunk— or when I'm drinking, I should say." White male, 25, Missouri
- ***They still perceived some risk, though.*** The risk of buzzed driving was more focused on potential legal risks than it was on risks to their safety. Drunk driving, on the other hand, was considered to be much more cut and dry. If you drove drunk, you increased your risk of hurting yourself, hurting others and of course, the legal consequences if you caused an accident or simply were pulled over for erratic driving.
- In essence, buzzed driving was a risk they were willing to take because they felt that their odds of getting pulled over were fairly low especially since they felt their driving would not be impaired. Nonetheless, when probed on how a DUI might impact their lives, it was clearly seen as devastating and life altering.
  - "I mean it would basically ruin your life with just having a DUI. It stops everything, any financial plan, you may have had. Anything like that. It's just it's going to be stopped. You're going to have to take time off work. Now you got this point on your record, you know, God forbid, you do damage." White male, 33, Santa Clarita, CA

# The Consequences

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- **Respondents seemed to understand the potential consequences of drunk driving, but less so for “buzzed driving.”** They were adamantly against drunk driving because it was clear it could have terrible, life altering consequences for oneself as well as for others, over a bad decision. For buzzed driving, the risk was mostly legal and personal which could have serious financial impacts. Many played back the cost of a DUI being around \$10,000 which was a significant amount.
- Others thought about the potential impact to their livelihood, particularly Latinos who referenced jobs that required driving. Since the impact was to themselves, it seems they were more willing to take the chance, particularly if they felt the odds were in their favor. In at least two occasions, respondents mentioned that the police don’t really care as long as you aren’t driving erratically.
- **While there is some perceived risk, the alternative—staying completely sober—seemed unrealistic to many.** When probed further on the discrepancy between the legal risk and the simple solution of just staying sober, it became clear how engrained alcohol was to their bonding rituals. Even the designated drivers were having a drink or two because the prospect of being completely sober during social events was not appealing. One Latino respondent noted that he’d rather stay home than not drink at all.
  - "I've seen people actually go to a party or bar, not drink nothing, but like a soda or water, so people out there do that. I'd rather just not go. Yeah, I'm not gonna sit in the bar drinking soda. Like what do I look like. Nah, I'll just stay home." Latino bicultural male, 31, Dominican-origin, New York
  - "Speaking of the Latino culture, not drinking is not an option. If it gets to that point, I prefer just to stay at home." Latino Spanish-dominant male, 25, Venezuelan-origin, Chicago

# Latino Messaging

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CONCEPT U: LA ULTIMA Y NOS VAMOS



CONCEPT S: STANS

CONCEPT P: LAS PUERTAS



# Concepts Summary

	<p>✓</p> <p><i>A real man doesn't drive drunk.</i></p>	<p>✓</p> <p><i>Less about buzzed driving and more about drinking and driving in general.</i></p>	<p>✓</p> <p><i>Appealing, though may skew older due to solo drinking, older guy.</i></p>	<p>✓</p> <p><i>Latino talent, reminds them of Latino men they know. Novela reference for some levity.</i></p>	<p>✓</p> <p><i>Tough talk might get through to them a little more than other approaches.</i></p>
	<p>✓</p> <p><i>You cannot speed up sobriety. Don't drive if you need to do these things.</i></p>	<p>✓</p> <p><i>Drinking and driving in general, though the "sober up" strategies may skew towards buzzed behaviors.</i></p>	<p>✓</p> <p><i>Universal message. Funny. Guys do this all the time.</i></p>	<p>✓</p> <p><i>Not particularly "Latino-focused", though relevant to them as young men.</i></p>	<p>✓</p> <p><i>Humor may remind them to think about it in the moment they implement similar strategies.</i></p>
	<p>✓</p> <p><i>Getting arrested for drinking and driving can ruin your life and your career.</i></p>	<p>✓</p> <p><i>Not much to link the scenario with "buzzed" driving as opposed to simply driving under the influence.</i></p>	<p>✓</p> <p><i>No one wants to have their lives ruined. Not an everyday guy. Does spin classes / crossfit.</i></p>	<p>✗</p> <p><i>No cultural relevance. Voiceover not a native speaker.</i></p>	<p>✓</p> <p><i>The reminder of what can happen is persuasive.</i></p>
	<p>KEY TAKE AWAYS</p>	<p>LINKAGE</p>	<p>RELATABILITY</p>	<p>CULTURAL RELEVANCE</p>	<p>PERSUASIVE</p>

# Overall

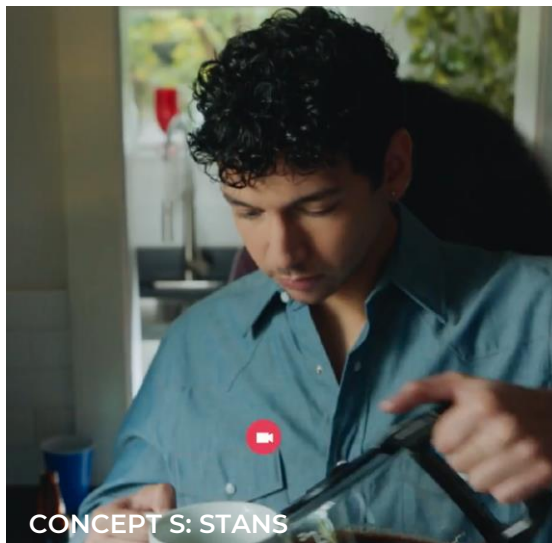


CONCEPT U: LA ULTIMA Y NOS VAMOS

**Concept U:** This commercial was well received because it was very direct and straightforward and directly challenged the notion that “real men” can drive with a few drinks in them. Many felt that it related well to male Latino culture in a “tough love” tone that was familiar to many of them and an archetype they recognized (the male *novela* character). The focus was less on buzzed driving, though, and more on drinking and driving in general.



[translated] I sort of took it like a lecture from my dad, don't do those things. Like when I was in a rebellious phase, my parents were telling me not to do this or the other thing. Latino male, 29, Spanish-dominant, Dominican origin. Miami



CONCEPT S: STANS

**Concept S:** This commercial performed quite well in that they could relate to the tactics young people often used to try to sober up before driving. The references to social media connected with them quite well as well as the images of young men doing things that they were familiar with in order to try to sober up. The spot did hit on the notion that you can't speed up sobriety, which aligns with the strategy.



I think like this one's definitely a lot more geared toward the youth than the other. One was what I do like about this one as like, you know, it does put like, you know, people in situations that, you know, the average person might find themselves with. Latino male, 23, bicultural, Ecuadorian origin. Chicago



CONCEPT P: LAS PUERTAS

**Concept P:** This commercial seemed to be a “fear of God” execution. It reminded them of the dire consequences of drinking and driving, something they acknowledged they needed to be reminded of occasionally. Though the end line states “manejar entonado es manejar borracho” (“buzzed driving is drunk driving”) it conveyed a more traditional “don't drink and drive” message.



[translated] This one was pretty impactful. At least they show you all the things that can arise if you get a DUI and all that Latino male, 34, Spanish-dominant, Colombian origin. Hawthorn, CA



# Concept U

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- **Messaging:** As mentioned before, in Concept U (La última y nos vamos) the messaging was very direct and to the point: don't drink and drive. While the prior discussion spent a lot of time on the distinction between buzzed and drunk driving, this message was fairly straightforward—a real man doesn't drink and drive—without making a distinction between buzzed driving or otherwise. The opening sequence seemed to evoke a typical spirits ad, but, in a twist, it focused instead on drinking responsible.
  - [translated] "To me, the message was very direct. It went straight to the point. It was a clear message: don't drink and drive. There was no funny or quirky message. You know what? Don't be an idiot. Don't drive when you're drunk or you've been drinking." Latino male, 24, Spanish-dominant, Mexican origin. Chicago
- **Relatability:** The spot was fairly well-liked as it was a nod to Latino male cultural values of responsibility and consequence. The subtle reference to *novelas* made it have a touch of humor in an otherwise serious subject. And the man's demeanor and delivery was reminiscent of their own fathers or older male relatives.
- There were some suggestions by younger respondents that the setting itself was more suited for an older audience as it lacked a social environment they were familiar with. The man was sitting alone, drinking at home which is something older men do. Even so, it had fairly broad appeal, but serves as a reminder to reflect social occasions that are familiar and relatable to Latino audiences.
- The term "la última y nos vamos" (one last drink and then we leave) was familiar language to them, which made it clear this ad was aimed at a Latino audience.
  - [translated] "Like he doesn't really have a group of people around him drinking. He's sort of just there alone, no friends around. Maybe a little sad." Latino Male, 32, Spanish dominant, Mexican-origin, Houston

# Concept S

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- **Messaging:** Concept S (Stans) hit on the insight that young men often have strategies that they think will help them sober up to drive. It clearly made the point that, no, you can't sober up by drinking coffee (or whatever other tactic was being used). This is not exactly the message of "buzzed driving is drunk driving" because it does not make an equivalency between being buzzed and being drunk. It simply reminds people that you can't just quickly sober up to drive.
  - "I feel like it was targeting more of the younger audience. Like, how we were saying that we all have a ritual that we do once we start getting too drunk. So like he was slapping himself, eating the bread, like talking the ABCs. We all have that routine that we do to make sure that we're good enough to drive." Bicultural Mexican-origin male, 25, Houston, TX
- **Relatability:** The spot did a good job of connecting with young male drinkers. The captured pretty spot-on, the strategies they themselves had mentioned earlier on in the conversation to prepare themselves for driving. The upbeat music, the social media references and the diversity of talent made the spot fairly universally liked. It connected on a social and generational level, but not necessarily on a "cultural" level. In other words, the commercial had some universal appeal but the fact that it was in Spanish was the only cue that it was targeted at Latinos.
- The only serious critique of this creative was that it made light of a subject that was pretty serious. They were already not taking buzzed driving very seriously so this may not have as much impact as a more serious approach .
  - "You know it was a little exaggerated. They were maybe trying a little too hard to be funny. I think that overall it may have a little more impact than the previous two [as it addresses] the myths that we have. So maybe it at least brings some clarity to that. These commercials, at least the first two, you're going to go to jail. It's going to cost you a lot of money. You can kill someone. So it's a really the lack of knowing the consequences that's causing the issue." Bicultural Guatemala-origin male, 34, Houston, TX

# Concept P

- **Messaging:** Concept P (Puertas) conveys a clear message: driving after having gone out for drinks can have an adverse affect on one's job and finances . This message reinforced something that respondents felt was important: you risk a lot when you drink and drive.
- It didn't necessarily convey that the main character was merely "buzzed," rather that he was generally drinking to celebrate and was clearly not in a state to drive. In other words, the ad conveyed a traditional "don't drink and drive" message without making a statement about being the dangers of being buzzed (as opposed to drunk).
  - "I was kind of getting a feel like it's kind of targeting like a certain socio-economic class not necessarily your average Joe, if you will. [They could have] someone with a hard hat come out. You know what I mean?" Bicultural Mexican-origin male, 28, Inglewood, CA
- **Relatability:** The commercial had limited relatability other than it showed a man out with his girlfriend, celebrating as well as showing an important reminder about the consequences of drinking and driving. The story featured what appeared to be an upwardly mobile White man who worked in some sort of white collar profession. The social environment did not appear familiar nor did any of the other executional cues. At least one respondent noted that the voice-over did not sound like he spoke native Spanish. It's important to note that Latino males are more than half as likely as non-Latino White males to have any college degree (20.7% vs. 44.3%)<sup>1</sup> and more likely to have blue-collar or service related jobs.
  - [translated] "To really make somebody look at the ad and make a certain connection to it, you have to relate [to it] at least in your culture. So you have to make a certain connection. If the actors aren't portraying stuff that you would do or that you would see or hear, it just wouldn't be as convincing, if it's just translated like." Spanish dominant Mexican-origin male, 24, Houston
- Spanish-dominant respondents liked this spot because it was direct, serious and showcased the consequences of driving drunk. They felt that it was important to have a reminder of what could happen. Nonetheless, they also raised the fact that the commercial seemed to portray an upper-middle class White person in a White upper middle class environment (downtown, upscale, cross-fit, business casual, etc.). How the main character was dressed coming out of the club did not fit with how they themselves dressed when going out.
  - [translated] "The message is in Spanish. The visual, to be honest, goes more toward the gringo. Seems to show activities that are more associated with White people... downtown, office work, cross-fit, business casual." Spanish dominant Venezuelan-origin male, 25, Chicago

# Entonado

- **The term “*entonado*” on its own is a not a term in common usage with a lot of Latinos.** Many bicultural Latinos had never heard the word in the context of drinking. Those who had heard it in the context of the advertising understood it via the context. “Entonar” can mean to tune an instrument, to “intone” something (more academic) and in some countries it is slang for being on drugs. In South America it is occasionally used as being buzzed but didn’t appear to be a word that a lot of people used on their own.
- Spanish-dominant respondents were more likely to have been exposed the phrase “manejar entonado es manejar borracho” and Spanish-dominant, Mexican born respondents seemed to be more comfortable with the term, but it is possible that that is due to their exposure to the term in NHTSA marketing.
- Other terms that could be considered are “tomado” (drunk) or “algo tomado” (a little drink), “tomadito” (the diminutive of drunk so not entirely so), “prendido” (turned on) even the English “tipsy” is understood. “Mareado” (dizzy) was also mentioned. Other terms mentioned included “estoy happy” (Dominican).
- There is some evidence that the expression “feeling buzzed” itself (in English) is not as commonly used in colloquial sense among English-speaking Latinos. Words like “lit,” “tipsy” or “faded” might be more commonly used.
- Another term that was used to describe the feeling of being not quite sober, but not quite drunk was “alterado” (altered). “Si estás alterado, no debería manejar” (if you’re feeling altered, you shouldn’t drive) might be a better way to express this concept.
  - "I think in the US because we have so many nationalities in so many cultures that use different words for the same thing, it's hard to strike a chord with everybody." Latino male, 34, bicultural Guatemala
  - "It makes it clear that the word "entonado" is not what one thinks. It lets us know that “entonado” means drunk." Latino male, 25, Spanish dominant, Dominican-origin, Tampa, FL

# Appendix

*Stimuli, discussion guide  
and projective exercises  
used to accomplish the  
objectives of the study.*



# Discussion Guide

Focus Group Studies Under Generic Clearance - Moderator's Guide

OMB Control No: 2127-0682  
Expiration Date 7/31/2025

**Moderator's Guide**  
**Focus Groups to Develop**  
**Public Service Advertising Awareness Campaign to Reduce Alcohol-Impaired Driving**  
**Latino/Hispanic (Spanish)**

**Generic Clearance OMB Control No: 2127-0682: Focus Groups for Traffic and Motor**  
**Vehicle Safety Programs and Activities**

## EXPLANATIONS & INTRODUCTION (10 min)

### MODERATOR TO READ

This focus group is being conducted to collect information that will help us better understand your opinions about a highway safety issue.

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs. Public reporting burden is estimated to average 90 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that a federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB control number. The OMB generic control number for this collection is 2127-0682.

### ADDITIONAL NOTE TO MODERATOR:

- Assure participants of confidentiality and anonymity
- Disclose presence of observers and video-recording (in lieu of "note taking")
- Explain role of participants: Honest opinions and thoughts, no right or wrong answers

### Introductions of moderator and participant.

- Ask respondents to introduce themselves
- What is a typical night out for fun? Who are they with and why?

### SOCIAL ENVIROMENT (30 min)

- Talk to me about the last time you went out and had a few drinks together with your friends or family. Who decided where to go? When did you decide? How did you talk about it? (*Probe: group chat, texts, phone call, social media, etc.*)
- Who else was out with you?

NHTSA Form 1336

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Focus Group Studies Under Generic Clearance - Moderator's Guide

- How long did you plan on staying? How long did you actually stay?
- What did you drink? Why?
- Was this meant to be a big drinking occasion?
- When did you leave? What made you leave?
- Did you go home or to another destination? How did you get there?
  - *Lookout for rideshare, designated driver, drove themselves, other mode of transport.*
- [If drove] If a police officer pulled you over when you left the parking lot, would you have been nervous? Talk to me about [why/why not?]
- What is the difference between a big night out vs. a social drinking occasion? Walk me through the planning & decisions? Who is there & who is not there?
- Do you drink different things? Why?
- What about transportation? How do you get there? How do you get back? Is there a difference between the two occasions?
  - *Lookout for rideshare, designated driver, drove themselves, other mode of transport.*
- Can you think about a time when going out for a few drinks turned into something more? Tell me how that happened? What changes when that happens? Does this happen more often at a certain type of occasion? What?
- In the past few years, has anything changed in the way you go out? When you go out? How you plan? What you drink? What about getting there?
  - *Probe on rideshares apps, taxi, Designated Driver, friends or family*
  - *Lookout for mentions of COVID and if that has changed their habits, then probe.*
- Do you plan a sober ride home before you go out and drink? How? Does the occasion change your planning?
  - *Probe on sober ride home – what does it mean? Is it riding with a friend or ride service/taxi or something else?*

### DRIVING ATTITUDES (30 min)

- Tell me what "drinking and driving" means? Have you ever driven after drinking? When? How?
- How do you know when it is okay to drive? Is it ever okay to drive after drinking?
- When does being impaired begin?
  - *Probe on: BAC, feeling buzzed, number of drinks, size of drinks, food, weight, time, etc.*
- What about the term "buzzed driving"? What does that mean?
  - *Probe on: is it as significant as drinking and driving, is it viewed with the same consequences, is it okay to drive buzzed or when you are feeling buzzed?*

NHTSA Form 1336

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# Discussion Guide

Focus Group Studies Under Generic Clearance - Moderator's Guide

- Have you ever felt peer pressured or responsible to drive even though you may have not been okay to do so?
- Is it easy to stop someone from driving home drunk? How do you do it?
- What about if the person has had a couple drinks but isn't obviously drunk?
- What has worked in the past? What has failed?
- Have there been times when you have needed convincing not to drive? What were you thinking at that time? What was the conversation like?

## *Role-play Scenario – “Let’s Convince our Friend”*

You're at a weekend carne asada (BBQ/party) with family and friends. Your primo (cousin), friend or one of your tíos (uncles) is buzzed and should not drive, but he doesn't think so. What do you do? Let's role play this right here.

- What are some options? How do you convince him not to drive?
  - *Lookout for: calling them a cab or rideshare, offering to drive them home if they (participant) haven't had too much to drink, finding someone else to give them a ride.*

His girlfriend has to get to work early in the morning and needs the car. What do you do now? Or, he has to get home right now and can't wait because he needs to unlock the door for his roommate who is locked out in the cold? What now?

**LATINO/HISPANIC AUDIENCE ONLY**  
**ADVERTISING STIM (20 – 30 MIN) – Rotate stim across groups if needed (2 – 3 videos to be shown).**

**VIDEOS** - <https://adcouncil.box.com/s/wvskyrkt5hz4kznq8czxm97njnz6plye>

*Moderator to instruct:* I'm going to show you a few pieces of advertising that may have run in the past. I want you to explain 1. how relatable these feel to you and 2. how effective they would be in stopping someone like you from drinking and driving.

*Moderator to instruct specifically for “La ultima y nos vamos”:* The commercial you're about to see uses the term “drunk driving” but I want you all to image that the character is saying “buzzed driving” instead like the other commercial(s) we have seen.

*(Pause after each ad exposure to get initial reaction.)*

What is your first reaction to this ad?

Does this ad seem relatable to you? Why or why not? *Look out for cultural relevance*

Who do you think this ad is trying to talk to? Is it speaking to you, personally? Why or why not?

*Look out for cultural relevance*

Who do you think they're trying to reach with this ad?

Focus Group Studies Under Generic Clearance - Moderator's Guide

What could be improved about this ad to make it more relatable to you?

Would this ad catch your attention if you came across it?

What is this ad asking you to do?

Would you do anything specifically after seeing this ad?

Now thinking about the phrase they used in some of the ads, “manejar entonado es manejar borracho,” is this the right term to use? What does that mean to you? Are there other ways you and your friends typically describe that state?

*If time allows, check with backroom for additional question/probes.*

# Cross-Cultural Expertise

Cultural Edge is one of the pioneers in cross-cultural and Hispanic market research and has been working in this space for 18 years. While any competent firm can collect data, to do cross-cultural research properly you need to have a deeper understanding of how different cultures respond to research differently, from initial design to questionnaire development to execution to analysis. In the design phase, you need a deeper understanding of the target and its subsegments in order to choose the right data collection methodologies (online, in person, CATI or a combination thereof) to not over or underrepresent certain groups, geographies, countries of origin or acculturation levels. Questionnaires and discussion guides need to be designed with hypotheses in mind and with an intimate knowledge of that cross-cultural consumer so that you're asking the right questions. Carefully-designed quotas ensure the most representative sample is being polled and questionnaire design needs to take into account cultural response biases, approaches to scalar ratings, language biases and other nuances of the market. In analysis, bringing to bear decades of experience with the cross-cultural consumer helps provide a much-needed context that goes beyond simplistic or stereotypical insights that larger firms who claim this expertise simply cannot do..



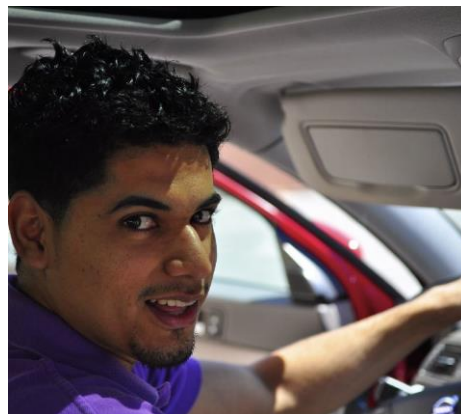
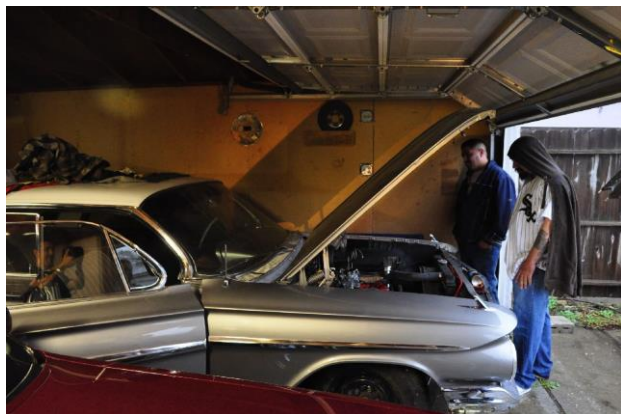
PROPER, CROSS-CULTURALLY CORRECT DESIGN YIELDS DEEPER INSIGHTS, BETTER DATA AND BETTER OUTCOMES



# Moderator: Juan Pablo Theberge

The founder and Director of Insights of Cultural Edge, JP has moderated thousands of focus groups and countless IDI's, ethnographic sessions in Spanish among diverse cohorts across the country and globally. Trilingual and of Argentine descent, he was raised globally in Chile, Nicaragua, Argentina and the US. JP got his start in the insights industry at top advertising agencies, Goodby Silverstein and Partners (on the award-winning Got Milk? account) and Foote, Cone and Belding. Over the years, JP has also developed deep expertise on the Latino consumer having personally conducted extensive research "on the ground" with this consumer across dozens of categories. In addition to thousands of focus groups, he has conducted many ethnographic and non-traditional projects in his 20 years working for global brands such as the US Army, NHTSA, Nissan, Ford, Toyota, Honda, Verizon, Domino's Pizza, Taco Bell, State Farm, FEMA, Johnson & Johnson, Nestle, General Mills, Center for Medicare Services and Sobe/Pepsi among others. As a moderator, JP's easy-going manner and professionalism puts respondents at ease and, as such, they are more willing to open up

and share things they might not normally share. All the while he is able to dig deeper into consumer behavior, unearth key insights about the consumer that gives the clients a unique look at who their consumer truly is.





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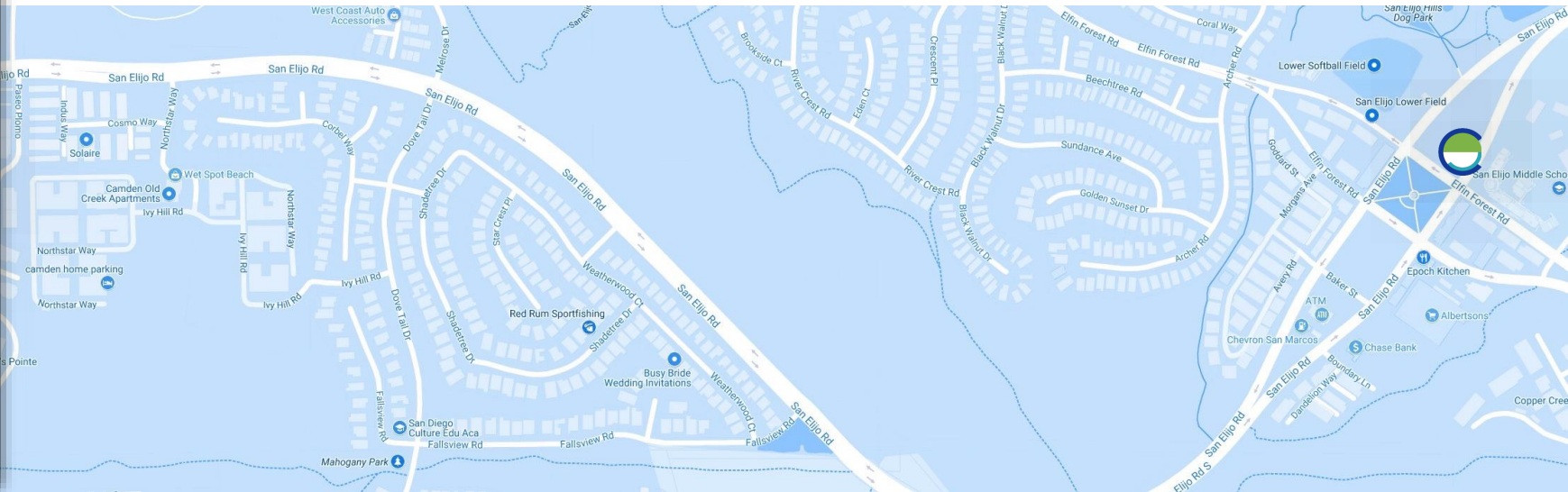


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6.



intro  
objectives  
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