



Air Bag Recalls Campaign Concept Testing

10.21.2024

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Research Design

Purpose & Methodology

Purpose

Evaluate and assess creative concepts that communicate the dangers open air bag recalls have to consumers (specifically Takata air bags), with the goal of increasing recall repair rates.

Research Objectives

1. Evaluate concepts.
2. Identify the most compelling elements.
3. Diagnose potential areas of improvement.
4. Evaluate effectiveness at motivating consumers to use NHTSA.gov to check for open air bag recalls by highlighting the dangers that open air bag recalls pose – and that it's quick, easy and free to get them fixed.
5. Evaluate effectiveness at motivating consumers to schedule a recall repair if they found out they had an air bag recall on one of their vehicles.

Methodology

Focus Groups

- 75-minute groups;
- n=95 participants*
 - General Market (n=47)
 - Spanish Market (n=24)
 - Bilingual Market (n=24)

Qualification Criteria

General Market:

- National audience
- Licensed driver
- Own/lease and operate vehicle weekly
- Primary/shared decision maker on vehicle maintenance
- Age 18+
- Mix of demographics (marital status, ethnicity, employment, education, income)

Additional Criteria for Spanish Market:

- Foreign-born Hispanic
- Speaks Spanish most/all the time
- Consumes media in Spanish most/all/equally as much as English

Additional Criteria for Bilingual Market:

- U.S.-born Hispanic
- Speaks Spanish at least some of the time
- Consumes media in Spanish at least some of the time

*Scores and grades are counted for only n=23 respondents in the Bilingual and Spanish Market Groups (n=93 in all markets combined) due to two respondents not providing complete or fully attentive responses.

Concepts Tested and Discussion Flow

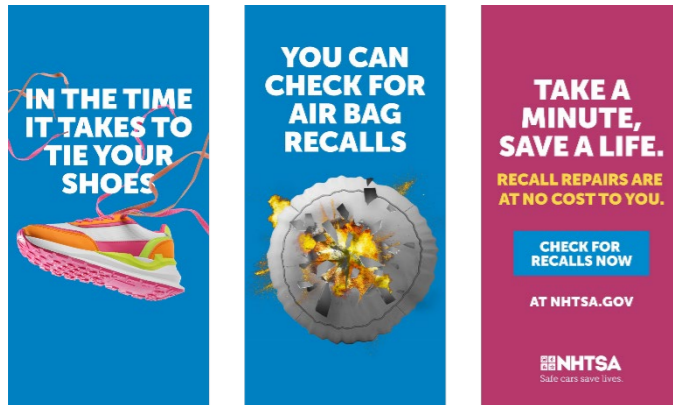
General Market and Spanish Market*

General Market

Spanish Market

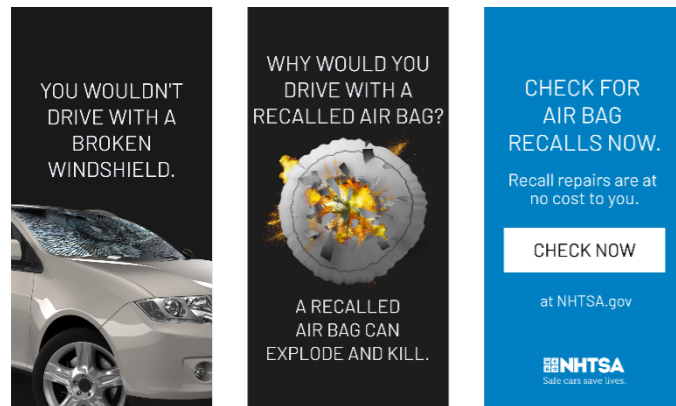
Take a Minute, Save a Life

Tómate Un Minuto, Salva Una Vida



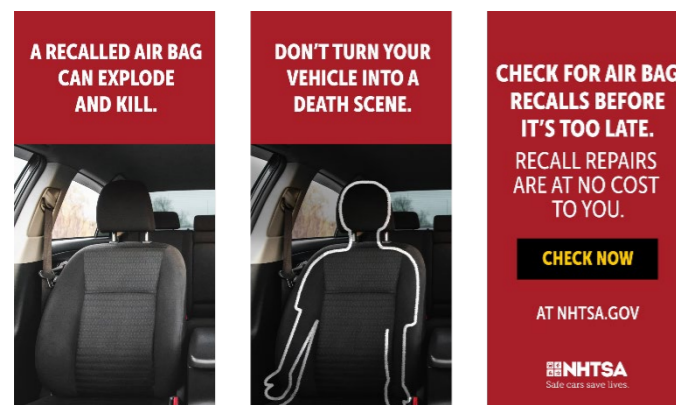
A Smooth Ride

Un Paseo Tranquilo



Don't Turn Your Vehicle into a Death Scene

No Conviertas Tu Vehículo En Una Escena De Muerte



Warm-Up/Initial Discussion

Evaluation of Individual Concepts

Main Message

Effective Elements

Potential Improvements

Comparison of Concepts

Memorable Elements

Best Motivates Checking

Best Motivates Repair


Wrap-Up & Close

*Bilingual Market participants were shown General Market concepts first and, in some cases where time permitted, were also shown Spanish Market concept images.

Concept L

Concept M

Concept O

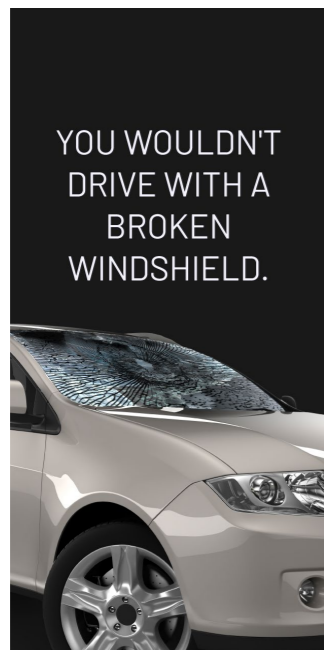


Concept Evaluation

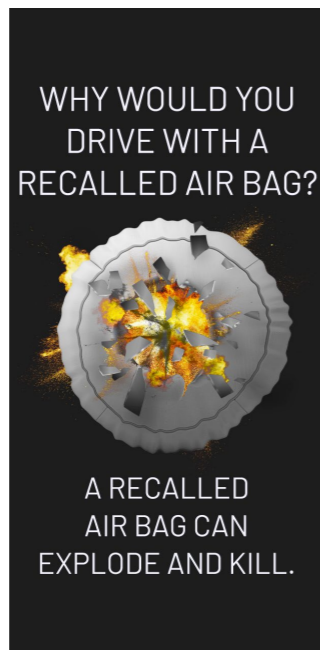
A Smooth Ride

Un Paseo Tranquilo

(Concept M)



YOU WOULDN'T
DRIVE WITH A
BROKEN
WINDSHIELD.



WHY WOULD YOU
DRIVE WITH A
RECALLED AIR BAG?

A RECALLED
AIR BAG CAN
EXPLODE AND KILL.

CHECK FOR
AIR BAG
RECALLS NOW.

Recall repairs are at
no cost to you.

CHECK NOW

at [NHTSA.gov](https://www.nhtsa.gov)



NO CONducIRÍAS
CON UN
PARABRISAS ROTO.



¿POR QUÉ
CONducIRÍAS CON
UNA BOLSA DE
AIRE DEFECTUOSA?

UNA BOLSA DE
AIRE DEFECTUOSA
PUEDE EXPLOTAR
Y MATAR.

REVISAS SI TIENES
RECALLS DE
BOLSAS DE AIRE,
AHORA.

Repara tu recall sin ningún
costo para ti.

REVISAS AHORA

en [NHTSA.gov](https://www.nhtsa.gov)

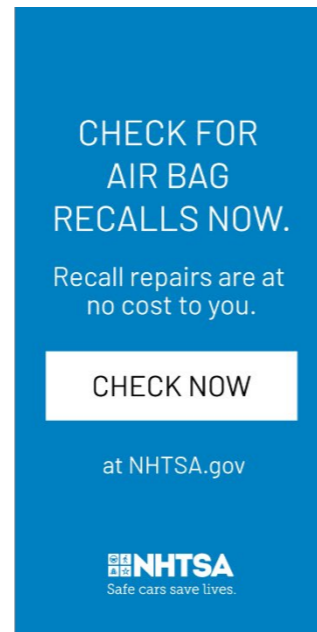


A Smooth Ride

Un Paseo Tranquilo

(Concept M)

Check for Air Bag Recalls Rank:	Schedule Repairs Rank:	Graded the Concept A/B:
1 st (47%)	2 nd (42%)	80% (n=74)



A Smooth Ride uses imagery relevant to vehicle repairs to compare the damage you can see versus that which you cannot. Participants find the message compelling. The concept effectively communicates the risk of a recalled air bag without seeming gruesome.

Effective Elements

- The broken windshield imagery grabs attention and puts respondents in the headspace of thinking about vehicle problems and repairs.
- The word “kill” is impactful and would motivate participants to check for recalls.
- The last panel communicates that recall repairs do not cost consumers money.
- The black color scheme conveys seriousness.



*I didn't know air bags could explode. This worries me and deserves my attention... **What stands out to me is that it says the air bag can explode and not protect me in a crash. The drawing of the explosion catches my attention, but the word "explode" helps me understand it better.** Seeing the nice car is also appealing. It's clear that **you need to worry about what you can't see just as much as what you can.***

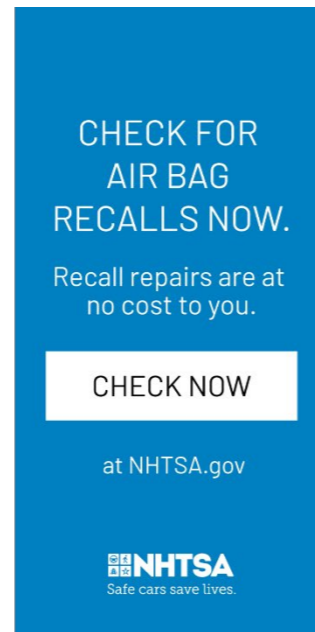
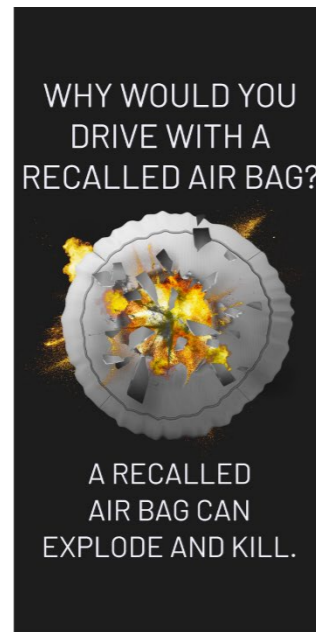
– Spanish Market Male

A Smooth Ride

Un Paseo Tranquilo

(Concept M)

Check for Air Bag Recalls Rank:	Schedule Repairs Rank:	Graded the Concept A/B:
1 st (47%)	2 nd (42%)	80% (n=74)



A Smooth Ride could be improved by using a more recognizable image for the air bag. Moreover, changing the color scheme on the last panel to red and/or making the text pop would better convey urgency while maintaining the color contrast with the first two panels.

Opportunities for Improvement

- Participants react poorly to the air bag imagery.
 - Respondents would not recognize it as an air bag out of context (some thought it was a balloon or a Jiffy Pop popcorn container).
 - This can be corrected by using a side-view image of an air bag coming out of a steering wheel, which will be more immediately recognizable and resonate with most consumers' orientation with air bags.
- While the black in the first two panels is effective, the blue color of the last panel conveys a calmer tone that doesn't match the rest of the concept and washes out the white text. Consider changing to a color that better communicates urgency (e.g., red or yellow).
- The color scheme of the last slide also washes out the NHTSA.gov URL; the URL should be larger so that viewers can see a credible source sponsoring the ad.
- The ability to interact with the click box needs to be clearer, perhaps by updating the text, e.g., "Click Here to Check Now".
- Some Spanish market participants considered the final frame too wordy and felt having "check now" twice was redundant.




You go from a black, which is a serious [color], to a kind of fun blue, and maybe that's what the intent is... [to motivate you to] come check out the website... but I didn't like that scheme... I like the black. The black is fine... as it is now, [the slides are] serious, serious, then playful.

– Bilingual Market Male

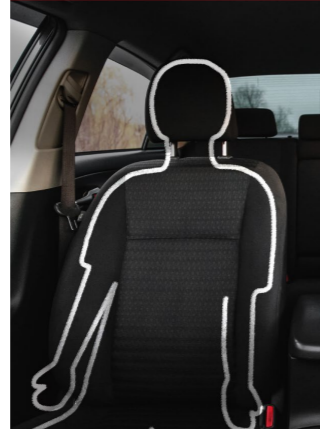
Don't Turn Your Vehicle into a Death Scene

No Conviertas Tu Vehículo En Una Escena De Muerte
(Concept O)

**A RECALLED AIR BAG
CAN EXPLODE
AND KILL.**




**DON'T TURN YOUR
VEHICLE INTO A
DEATH SCENE.**




**CHECK FOR AIR BAG
RECALLS BEFORE
IT'S TOO LATE.**
RECALL REPAIRS
ARE AT NO COST
TO YOU.

CHECK NOW

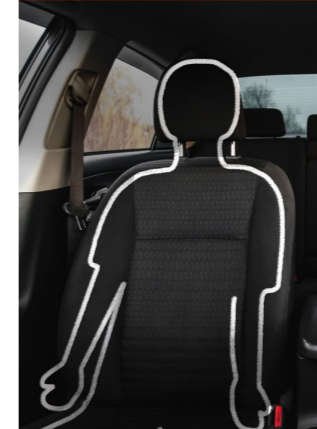
AT [NHTSA.GOV](https://www.nhtsa.gov)

 **NHTSA**
Safe cars save lives.

**UNA BOLSA DE AIRE
DEFECTUOSA PUEDE
EXPLOTAR Y MATAR.**



**NO CONVIERTAS TU
VEHÍCULO EN UNA
ESCENA DE MUERTE.**



**REvisa SI TIENES
RECALLS DE BOLSAS
DE AIRE ANTES
DE QUE SEA
DEMASIADO TARDE.**
REPARA TU RECALL
SIN NINGÚN COSTO
PARA TI.

REvisa AHORA

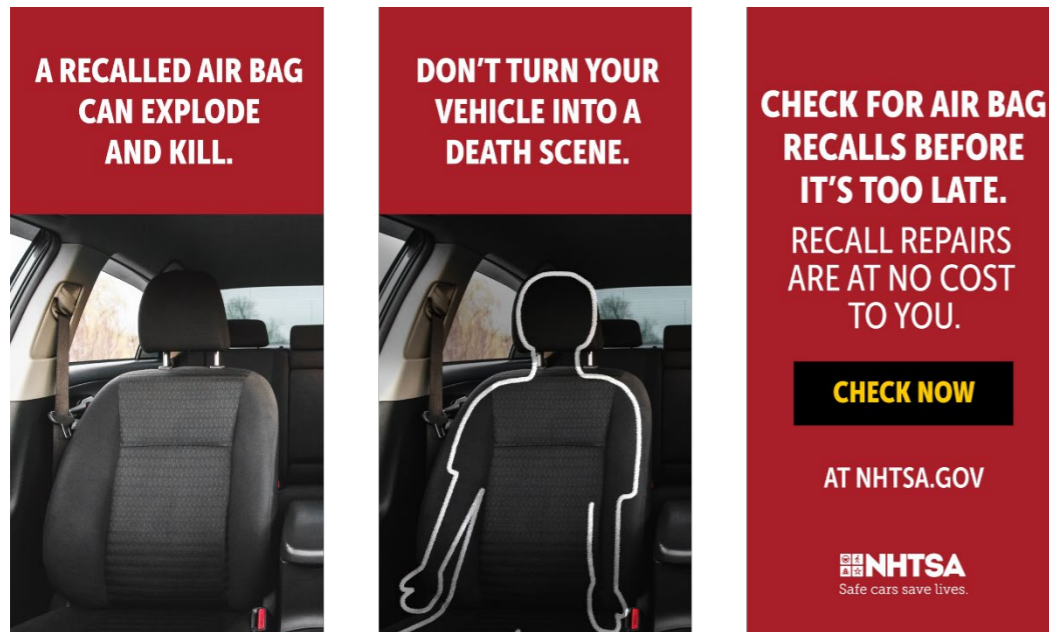
EN [NHTSA.GOV](https://www.nhtsa.gov)

 **NHTSA**
Safe cars save lives.

Don't Turn Your Vehicle into a Death Scene

No Conviertas Tu Vehículo En Una Escena De Muerte
(Concept O)

Check for Air Bag Recalls Rank:	Schedule Repairs Rank:	Graded the Concept A/B:
2 nd (42%)	1 st (48%)	78% (n=73)



Don't Turn Your Vehicle into a Death Scene offers an “in-your-face” approach to messaging through intense verbiage and imagery to communicate the extreme physical risk of a recalled air bag. It is effective at capturing attention and influencing behavior.

Effective Elements

- Specific language around “explode and kill” and a “death scene” communicates the potential danger and is both memorable and motivational.
- The chalk outline grabs attention and communicates danger.
- The color scheme is urgent and serious.
- Gave an effective call to action while drawing attention to the hyperlink in the last panel.



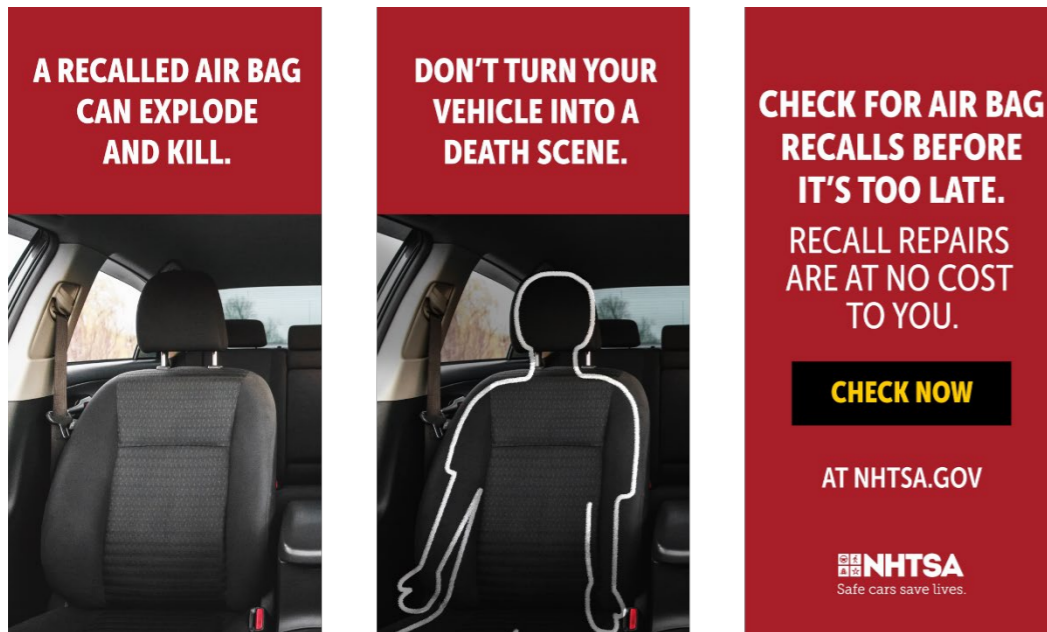
*I really like the **red background**; it gave me a **warning**. The message on slide 2 really resonated with me because it **[made me think] about my son and my wife and seeing the [chalk outline] of the person caused me to want to check immediately**. That message was very clear, direct, and it caused me to want to take action. That last slide about checking before it's too late again **reminded me that I need to do it now as opposed to putting it off**.*

– Bilingual Market Male

Don't Turn Your Vehicle into a Death Scene

No Conviertas Tu Vehículo En Una Escena De Muerte
(Concept O)

Check for Air Bag Recalls Rank:	Schedule Repairs Rank:	Graded the Concept A/B:
2 nd (42%)	1 st (48%)	78% (n=73)



Don't Turn Your Vehicle into a Death Scene's opening panel would be improved by showing the visual of a real person. Additionally, revisions should be careful not to make the concept too intense since some participants feel it already leans too heavily on "scare tactics". The last panel, especially in the Spanish Market execution, is text heavy and would be more readable with fewer words.

Opportunities for Improvement

- The first panel could be improved by using imagery of a real person, which would make the concept more personal and effective.
 - It may also be helpful to show this real person as the driver since there was some confusion over the outline of the passenger's seat.
- Some respondents were turned off by the "scare tactics" which some saw as gruesome or too intense.
 - Suggested solutions include imagery of a real person followed by a silhouette rather than a chalk outline.
 - Other suggestions included showing an air bag exploding on a crash test dummy, which conveys both seriousness and avoids gore.
- There isn't specific relevance to the air bags in the imagery, meaning the message relies heavily on the text.
- Does not communicate that it's fast or easy to check for recalls.
- The last panel is too text heavy, **particularly in the Spanish Market version, which includes more words and appears cluttered.**



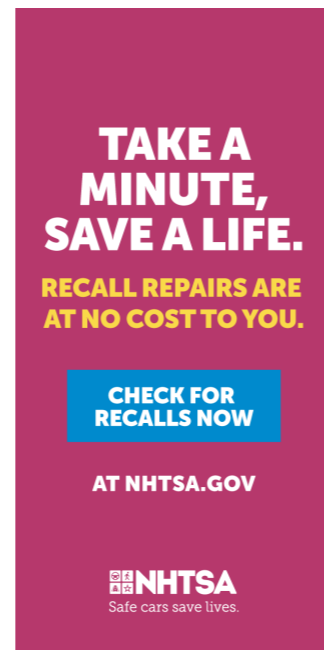
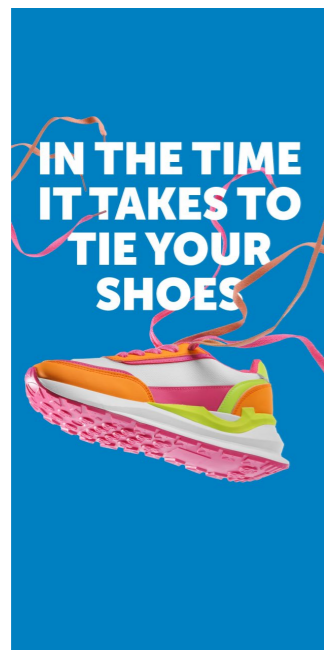
*The concept seems too dramatic and although I want a serious ad, the (chalk outline) execution feels exaggerated... I think it could be confused with a movie trailer or something unrelated to safe driving. I believe **the message comes too late**. The whole scene feels very somber, especially with the **colors**.*

– Spanish Market Female

Take a Minute, Save a Life

Tómate Un Minuto, Salva Una Vida

(Concept L)

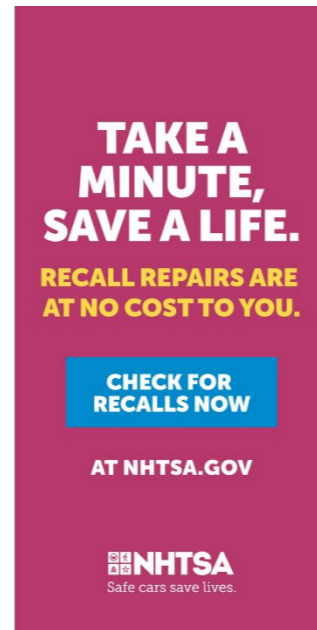
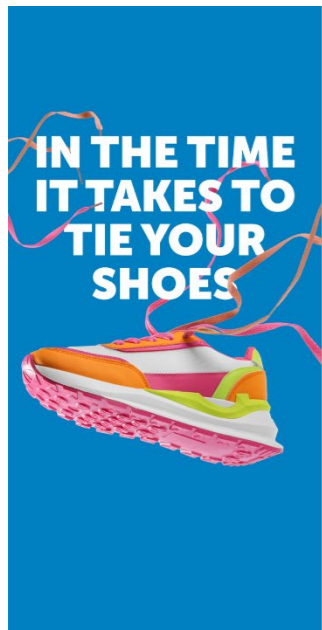


Take a Minute, Save a Life

Tómate Un Minuto, Salva Una Vida

(Concept L)

Check for Air Bag Recalls Rank:	Schedule Repairs Rank:	Graded the Concept A/B:
3 rd (11%)	3 rd (10%)	55% (n=51)



Take a Minute, Save a Life leans into the quickness and ease of checking for recalls by comparing the act of tying one's shoes as a point of comparison. The color scheme is unique and attracts attention, while the concept clearly communicates that recall repairs come at no cost to consumers.

Effective Elements

- Communicates that checking for recalls is convenient and important.
- The unique color scheme does a good job of drawing attention (but lacks the serious tone required of the topic).
- Tying one's shoe is universally relevant, making the time comparison readily understood.
- Clearly communicates that recall repairs are at no cost.
- Shoe imagery grabs the attention of some.



It's important to check [for recalls], and I like the concept of saving a life... especially when it could affect you or your children—it's serious. I like that it comes with an easy-to-access website.

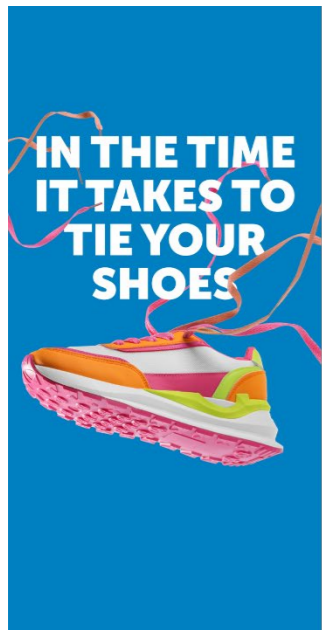
– Spanish Market Female

Take a Minute, Save a Life

Tómate Un Minuto, Salva Una Vida

(Concept L)

Check for Air Bag Recalls Rank:	Schedule Repairs Rank:	Graded the Concept A/B:
3 rd (11%)	3 rd (10%)	55% (n=51)



While the concept's message is clear, the lack of connection between the shoe-tying and vehicle safety reduces impact. Participants feel the concept doesn't convey sufficient urgency to motivate action: the color scheme doesn't imply danger and the risk of not getting a recall repaired is not effectively communicated.

Opportunities for Improvement

- Does not effectively communicate the severity or urgency of a recalled air bag.
- For some, shoe tying isn't sufficiently relevant to vehicle maintenance to be effective.
 - A few suggested changing the comparison e.g., "in the time it takes you to send a text".
- A few suggested changing the tagline to use a time period shorter than a minute, e.g., "Take a second, save a life" or "Take a moment, save a life".
- The color scheme tries too hard to be "fun" while conveying a serious message.
- The air bag imagery isn't clear and, as a result, it is less compelling.



*I didn't love the air bag blowing up. You have this happy colorful sneaker and then you see this air bag blowing up... it was a lot. **There's a lot of difference between the two... [The air bag] just didn't fit with the shoe...***

Couldn't you say [in the time it takes] to put on sunglasses or put your seat belt on, something like that because it's more related [to the air bag] than tennis shoestrings.

– General Market Female



Concept Comparisons

Concept Comparison

Combined Markets

Across markets, **Concept M** and **Concept O** both performed well, whereas **Concept L** did not resonate with consumers. Combining scores from all markets, **Concept M** shows a slight lead on motivating consumers to check for recalls while **Concept O** is slightly better at motivating consumers to schedule a repair.

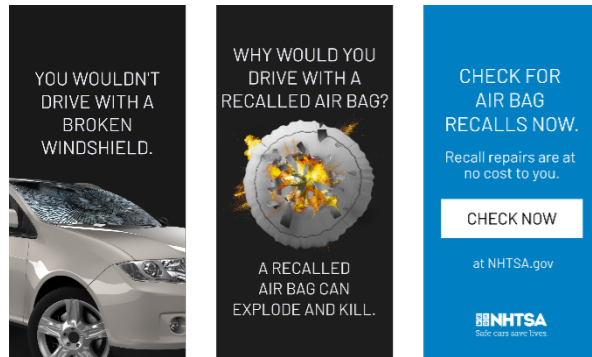
Concept Assessment	Check for Air Bag Recalls Select one concept	Schedule Appointment Select one concept	Concept Grade (% A/B)
<p>A Smooth Ride <i>Un Paseo Tranquilo</i> (Concept M)</p>	47% (44/93)	42% (39/93)	80% (74/93)
<p>Don't Turn Your Vehicle into a Death Scene <i>No Conviertas Tu Vehículo En Una Escena De Muerte</i> (Concept O)</p>	42% (39/93)	48% (45/93)	78% (73/93)
<p>Take a Minute, Save a Life <i>Tómate Un Minuto, Salva Una Vida</i> (Concept L)</p>	11% (10/93)	10% (9/93)	55% (51/93)

NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts

Q6. Which one of these concepts would be most effective at motivating you to use NHTSA.gov to check for open air bag recalls by highlighting the dangers that open air bag recalls pose – and that it's quick, easy and free to get them fixed?
Q7. Assuming you had an air bag recall on one of your vehicles that needed to be repaired, which concept would be most effective at motivating you to schedule a recall repair?

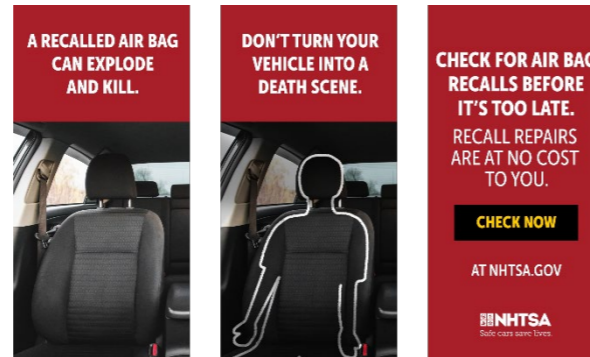
Recommendation: Concept Selection

Concept M



A Smooth Ride
Un Paseo Tranquilo

Concept O



Don't Turn Your Vehicle into a Death Scene
No Conviertas Tu Vehículo En Una Escena De Muerte

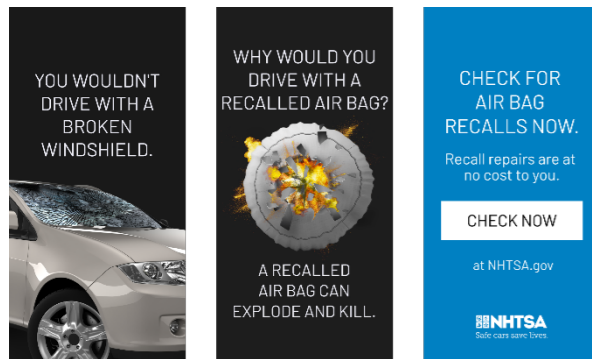
Concept M and **Concept O** both motivate consumers to check for recalls and schedule repairs.

Since either concept would make for an effective advertisement, the decision of which concept to move forward should weigh a few relevant factors:

1. **Evaluation Criteria:** when combining scores from all markets, **Concept M** performs slightly better at encouraging checking for recalls, which is the primary outcome identified in the creative brief. However, **Concept O** does slightly better at encouraging participants to schedule recall repairs.
2. **Ease of Revisions:** Revisions to **Concept M** are straightforward; there is more room for error with **Concept O** revisions. Consumers feel the concept is already on the border of being gruesome, and careful handling is needed to ensure the final product is not too intense.
3. **Market:** **Concept M** performed better in Spanish and Bilingual markets, whereas preference for **Concept O** was concentrated in the general market.

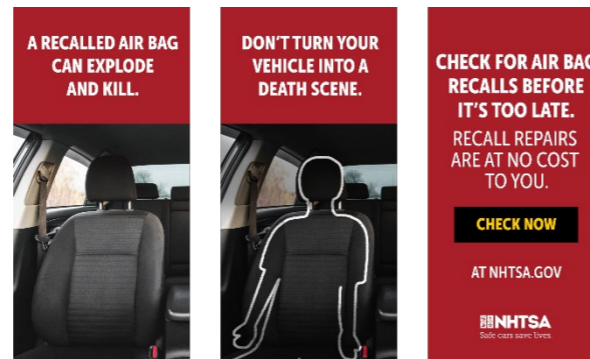
Recommendation: Concept Improvements

Concept M



A Smooth Ride Un Paseo Tranquilo

Concept O



Don't Turn Your Vehicle into a Death Scene No Conviertas Tu Vehículo En Una Escena De Muerte

While both **Concept M** and **Concept O** performed well, the research identified several ways each concept could be improved.

Improvements for Concept M

1. Revise the air bag image to be more recognizable by showing a side profile view of an air bag erupting from a steering wheel.
2. Consider changing the blue on the last panel to a color that better communicates urgency (e.g., red or yellow).
3. Increase font size of the NHTSA.gov web address and revise wording to better convey that the “Check Now” button can be clicked.

Improvements for Concept O

1. First panel does not grab attention – consider including imagery of a real person or crash test dummy.
2. Be careful that final execution is not too gruesome.
3. Consider wording and design revisions to reduce text quantity and “busyness”, particularly on the last slide.

While **Concept L** did not perform well overall, participants resonated with the language of “Take a minute, save a life” – consider working this language or something similar (e.g., “a second” or “a moment”) into the final panel for whatever concept is chosen for production.

Finally, it is worth noting that no matter how dangerous consumers deem recalled air bags to be, they will only check for recalls if they believe they might have one. Currently, none of the concepts clearly call out that it's fully possible to have a recall without receiving a notification.

Concept Revisions: Concept M

NHTSA will revise **Concept M (A Smooth Ride)** and rotate into the media buy this year. Key revisions include:

- **Air Bag Visual:** Make the air bag in the second frame clear by adding more context in the form of a vehicle dashboard or adding more of the vehicle's interior. Alternatively, the team may adjust the composite of the frame to reflect a side-view of an exploding air bag from a steering wheel.
- **Color Scheme:** Change the color of the final frame to yellow or red to better convey the urgency of checking and repairing vehicle recalls.
- **Legibility:** Increase font size of the URL in the final frame (NHTSA.gov) and revise the wording to better convey that the "Check Now" button can be clicked ("Click Here to Check Now").

A Smooth Ride *Un Paseo Tranquilo*



Appendix


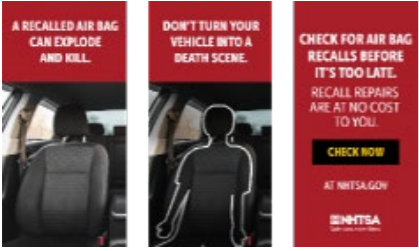
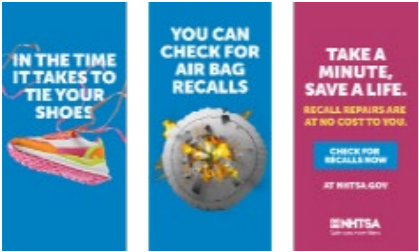
Language Considerations: “Free” vs. “At No Cost”

- Whether, when and how to use the word “free” continues to be a topic of interest and debate among focus group participants in the context of recall safety recalls.
- Recent mindset research (April 2024) found that, when given the opportunity to consider the word “free” compared to alternatives like “at no cost” or “free of charge”, consumers find alternatives more credible – for some, “free” is associated with scams or sales tactics.
- However, several participants in the present study complained about the wording of “at no cost” and suggested the concept panels should simply say “free” – it’s less wordy and more direct.
- There are at least two interpretations of why consumer reactions differed between mindset research and concept testing.
 1. The first possibility, that we consider more likely, is that the credibility gap between “at no cost” and “free” is bridged by the context of this being a government advertisement. With the credibility gap closed, the shorter and punchier “free” is equally or more effective than alternatives.
 2. The second possibility is that consumers apparent preference for free in concept testing compared to mindset research is due to difference in context and level of analysis. Mindset research gives consumers a chance to think more deeply about their wholistic impressions of a word and its associations, whereas reactions in concept testing may be more instinctive and less fully considered. “Free” is a more common use term and so, the thinking goes, when consumers are put into the seat of a critic whose job is to find negative features of an advertisement, the less-common language of “at no cost” becomes an easy target.
- One option for resolving the question would be to A/B test different versions of the final advertisement, using the word “free” in one case and “at no cost” in the other to determine how, if at all, clickthrough rates differ between the versions.

Concept Comparison – General Market

Results from Eight Groups

General Market respondents were most favorable toward **Concept O**, which is the most effective in this market at motivating consumers to both check for recalls and schedule repairs. **Concept M** is graded well but is less influential.

Concept Assessment	Check for Air Bag Recalls Select one concept	Schedule Appointment Select one concept	Concept Grade (% A/B)
 <p>A Smooth Ride <i>Un Paseo Tranquilo</i> (Concept M)</p>	36% (17/47)	38% (18/47)	77% (36/47)
 <p>Don't Turn Your Vehicle into a Death Scene <i>No Conviertas Tu Vehículo En Una Escena De Muerte</i> (Concept O)</p>	53% (25/47)	49% (23/47)	77% (36/47)
 <p>Take a Minute, Save a Life <i>Tómate Un Minuto, Salva Una Vida</i> (Concept L)</p>	11% (5/47)	13% (6/47)	45% (21/47)


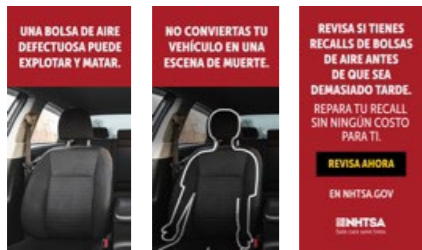

NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts

Q6. Which one of these concepts would be most effective at motivating you to use NHTSA.gov to check for open air bag recalls by highlighting the dangers that open air bag recalls pose – and that it's quick, easy and free to get them fixed?
Q7. Assuming you had an air bag recall on one of your vehicles that needed to be repaired, which concept would be most effective at motivating you to schedule a recall repair?

Concept Comparison – Spanish Market

Results from Four Groups

Among Spanish Market consumers, **Concept M** and **Concept O** both performed well, whereas **Concept L** did not effectively motivate behavior despite receiving strong grades. **Concept M** shows a considerable lead on motivating consumers to check for recalls while **Concept O** is slightly better at motivating them to schedule repairs.

Concept Assessment	Check for Air Bag Recalls Select one concept	Schedule Appointment Select one concept	Concept Grade (% A/B)
 <p>A Smooth Ride <i>Un Paseo Tranquilo</i> (Concept M)</p>	74% (17/23)	39% (9/23)	96% (22/23)
 <p>Don't Turn Your Vehicle into a Death Scene <i>No Conviertas Tu Vehículo En Una Escena De Muerte</i> (Concept O)</p>	26% (6/23)	57% (13/23)	96% (22/23)
 <p>Take a Minute, Save a Life <i>Tómate Un Minuto, Salva Una Vida</i> (Concept L)</p>	0% (0/23)	4% (1/23)	74% (17/23)

NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts

Q6. Which one of these concepts would be most effective at motivating you to use NHTSA.gov to check for open air bag recalls by highlighting the dangers that open air bag recalls pose – and that it's quick, easy and free to get them fixed?
Q7. Assuming you had an air bag recall on one of your vehicles that needed to be repaired, which concept would be most effective at motivating you to schedule a recall repair?

Concept Comparison – Bilingual Market

Results from Four Groups

In the Bilingual Market, there is clear preference for **Concept M**, which is seen as most effective at motivating consumers to check for air bag recalls and to schedule repairs.

Concept Assessment	Check for Air Bag Recalls Select one concept	Schedule Appointment Select one concept	Concept Grade (% A/B)
<p>A Smooth Ride <i>Un Paseo Tranquilo</i> (Concept M)</p>	43% (10/23)	52% (12/23)	70% (16/23)
<p>Don't Turn Your Vehicle into a Death Scene <i>No Conviertas Tu Vehículo En Una Escena De Muerte</i> (Concept O)</p>	35% (8/23)	39% (9/23)	65% (15/23)
<p>Take a Minute, Save a Life <i>Tómate Un Minuto, Salva Una Vida</i> (Concept L)</p>	22% (5/23)	9% (2/23)	57% (13/23)

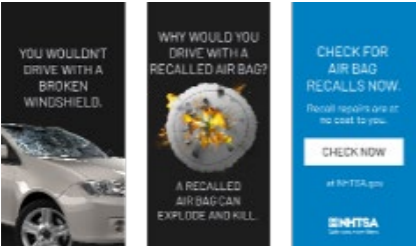
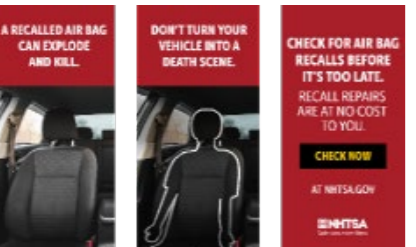
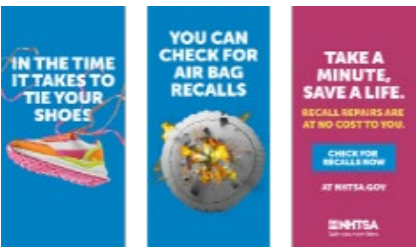
NOTE: Blue highlights highest score among concepts; grey highlights lowest score among concepts

Q6. Which one of these concepts would be most effective at motivating you to use NHTSA.gov to check for open air bag recalls by highlighting the dangers that open air bag recalls pose – and that it's quick, easy and free to get them fixed?
Q7. Assuming you had an air bag recall on one of your vehicles that needed to be repaired, which concept would be most effective at motivating you to schedule a recall repair?

Concept Comparison – Overall

Results from All Groups

Across markets, **Concept M** and **Concept O** both performed well, whereas **Concept L** did not resonate with consumers. Combining scores from all markets, **Concept M** shows a slight lead on motivating consumers to check for recalls while **Concept O** is slightly better at motivating consumers to schedule a repair.

Concept Assessment		Check for Air Bag Recalls Select one concept	Schedule Appointment Select one concept	Concept Grade (% A/B)
 <p>A Smooth Ride <i>Un Paseo Tranquilo</i> (Concept M)</p>	Total	47% (44/93)	42% (39/93)	80% (74/93)
	General Market	36% (17/47)	38% (18/47)	77% (36/47)
	Spanish	74% (17/23)	39% (9/23)	96% (22/23)
	Bilingual	43% (10/23)	52% (12/23)	70% (16/23)
 <p>Don't Turn Your Vehicle into a Death Scene <i>No Conviertas Tu Vehículo En Una Escena De Muerte</i> (Concept O)</p>	Total	42% (39/93)	48% (45/93)	78% (73/93)
	General Market	53% (25/47)	49% (23/47)	77% (36/47)
	Spanish	26% (6/23)	57% (13/23)	96% (22/23)
	Bilingual	35% (8/23)	39% (9/23)	65% (15/23)
 <p>Take a Minute, Save a Life <i>Tómate Un Minuto, Salva Una Vida</i> (Concept L)</p>	Total	11% (10/93)	10% (9/93)	55% (51/93)
	General Market	11% (5/47)	13% (6/47)	45% (21/47)
	Spanish	0% (0/23)	4% (1/23)	74% (17/23)
	Bilingual	22% (5/23)	9% (2/23)	57% (13/23)

Q6. Which one of these concepts would be most effective at motivating you to use NHTSA.gov to check for open air bag recalls by highlighting the dangers that open air bag recalls pose – and that it's quick, easy and free to get them fixed?
 Q7. Assuming you had an air bag recall on one of your vehicles that needed to be repaired, which concept would be most effective at motivating you to schedule a recall repair?

General Market (n=47)

Demographics

Category	Demographic	Total
Gender	Male	51% (n=24)
	Female	49% (n=23)
Age	18-34 years old	28% (n=13)
	35-54 years old	32% (n=15)
	55+ years old	40% (n=19)
Ethnicity	White	47% (n=22)
	Black	9% (n=4)
	Hispanic	17% (n=7)
	Asian	23% (n=11)
	Other	4% (n=2)
Education	High school or less	9% (n=4)
	Some college/vocational/tech	38% (n=10)
	College graduate	47% (n=22)
	Postgraduate	15% (n=7)
Household Income	Less than \$50K	9% (n=4)
	\$50k-\$99k	34% (n=16)
	\$100k+	57% (n=27)
4 Point Census Region	Northeast	19% (n=9)
	Midwest	21% (n=10)
	South	30% (n=14)
	West	30% (n=14)
Employment	Employed	81% (n=38)
	Student	2% (n=1)
	Retired	9% (n=4)
	Homemaker	4% (n=2)
	Other	4% (n=2)
Area of Residence	Urban or city area	30% (n=14)
	Suburban area next to a city	49% (n=23)
	Small town/rural area	21% (n=10)

Spanish Market (n=24)

Demographics

Category	Demographic	Total
Gender	Male	50% (n=12)
	Female	50% (n=12)
Age	18-34 years old	29% (n=7)
	35-54 years old	54% (n=13)
	55+ years old	17% (n=4)
Country of Birth	Mexico	50% (n=12)
	Puerto Rico	4% (n=1)
	Cuba	13% (n=3)
	Central America	8% (n=2)
	South America	21% (n=5)
	Someplace else	4% (n=1)
Education	High school or less	21% (n=5)
	Some college/vocational/tech	46% (n=11)
	College graduate	17% (n=4)
	Postgraduate	17% (n=4)
Household Income	Less than \$50K	42% (n=10)
	\$50k-\$99k	50% (n=12)
	\$100k+	8% (n=2)
4 Point Census Region	Northeast	17% (n=4)
	Midwest	17% (n=4)
	South	42% (n=10)
	West	25% (n=6)
Employment	Employed	92% (n=22)
	Homemaker	8% (n=2)
Area of Residence	Urban or city area	50% (n=12)
	Suburban area next to a city	42% (n=10)
	Small town/rural area	8% (n=2)

Bilingual Market (n=24)

Demographics

Category	Demographic	Total
Gender	Male	50% (n=12)
	Female	50% (n=12)
Age	18-34 years old	46% (n=11)
	35-54 years old	50% (n=12)
	55+ years old	4% (n=1)
Family Origin	Mexico	54% (n=13)
	Puerto Rico	8% (n=2)
	Central America	17% (n=4)
	South America	21% (n=5)
Education	High school or less	4% (n=1)
	Some college/vocational/tech	21% (n=5)
	College graduate	63% (n=15)
	Postgraduate	13% (n=3)
Household Income	Less than \$50K	- (n=0)
	\$50k-\$99k	71% (n=17)
	\$100k+	29% (n=7)
4 Point Census Region	Northeast	8% (n=2)
	Midwest	25% (n=6)
	South	50% (n=12)
	West	17% (n=4)
Employment	Employed	92% (n=22)
	Homemaker	8% (n=2)
Area of Residence	Urban or city area	67% (n=16)
	Suburban area next to a city	29% (n=7)
	Small town/rural area	4% (n=1)