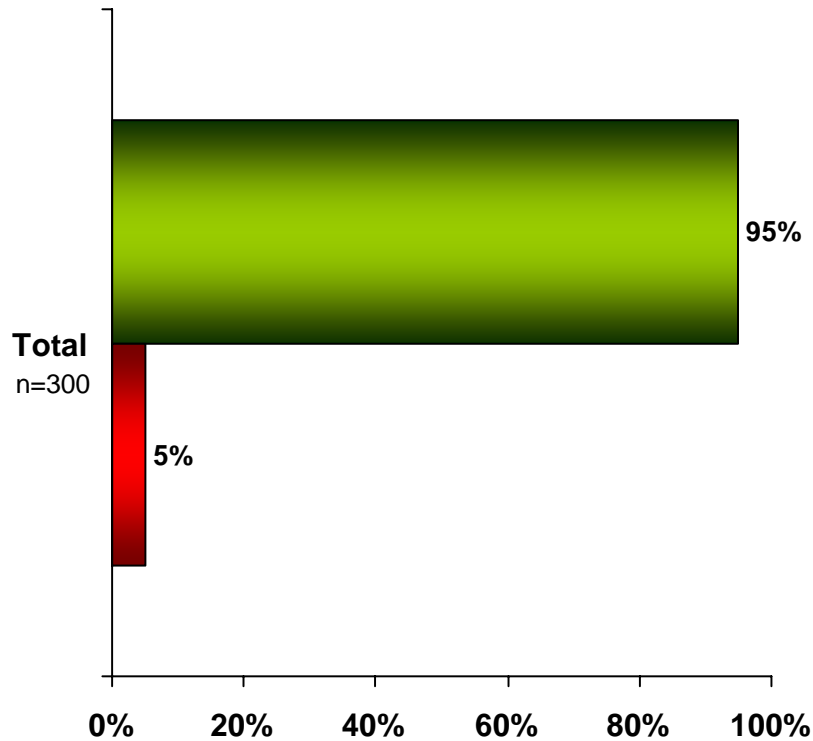


“Do you currently own a cell phone?”

**AFTER** Viewing Ad

■ Yes      ■ No

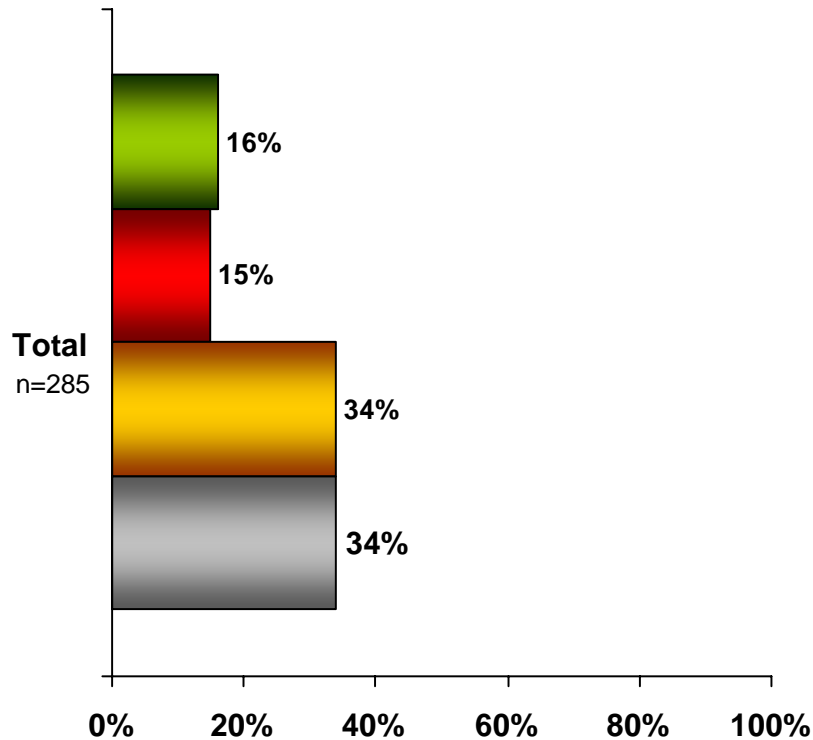


Percentages may not equal 100 due to rounding

“Please indicate how often you use text messaging (including texting, mobile emailing, mobile instant messaging, Blackberry Messenger, etc.) on your cell phone.”

**AFTER** Viewing Ad

- Never
- Randomly
- Occasionally
- Frequently

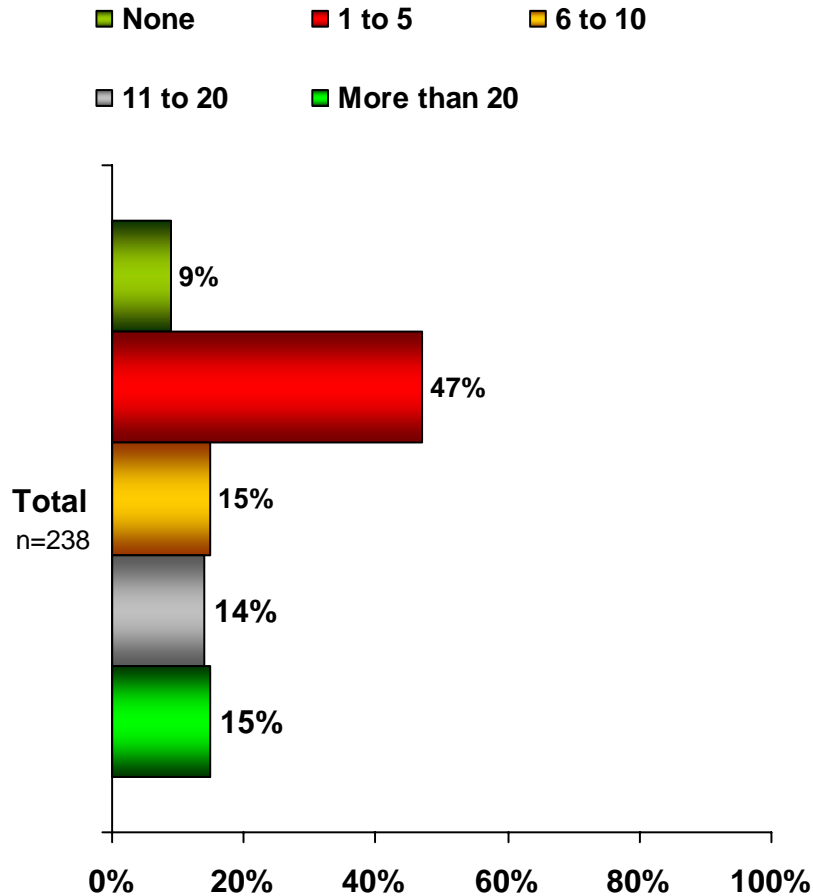


Total  
n=285

Percentages may not equal 100 due to rounding

“Please indicate, on average, how many text messages (including texting, mobile emailing, mobile instant messaging, Blackberry Messenger, etc.) you send in one day.”

**AFTER Viewing Ad**



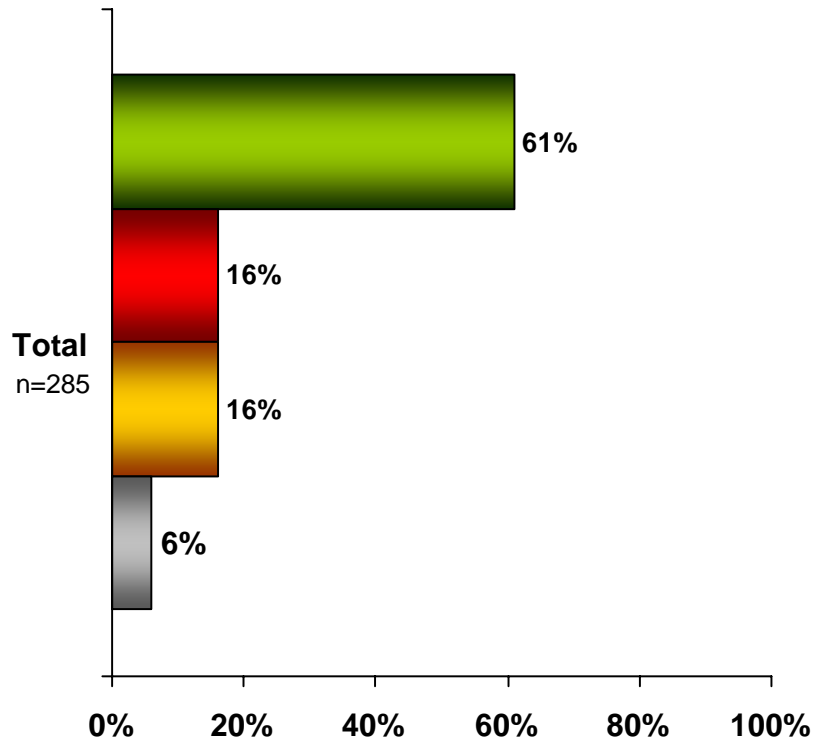
**Total**  
n=238

Percentages may not equal 100 due to rounding

“Do you ever text or send typed messages (including texting, mobile emailing, mobile instant messaging, Blackberry Messenger, etc.) from your cell phone while driving a vehicle?”

**AFTER** Viewing Ad

- Never
- Randomly
- Occasionally
- Frequently



Total  
n=285

Percentages may not equal 100 due to rounding

“Which of the following emotions did you feel while viewing the video?  
Please select all that apply.”

### After Viewing Video

|               | Total<br>(n=300) |
|---------------|------------------|
| Anger         | 45%              |
| Inspiration   | 4%               |
| Sadness       | 82%              |
| Skepticism    | 4%               |
| Confusion     | 9%               |
| Disturbing    | 79%              |
| Embarrassment | 6%               |
| Pride         | 1%               |
| Happiness     | 1%               |

“Which of the following emotions did you feel the most while viewing the video?  
Please select all that apply.”

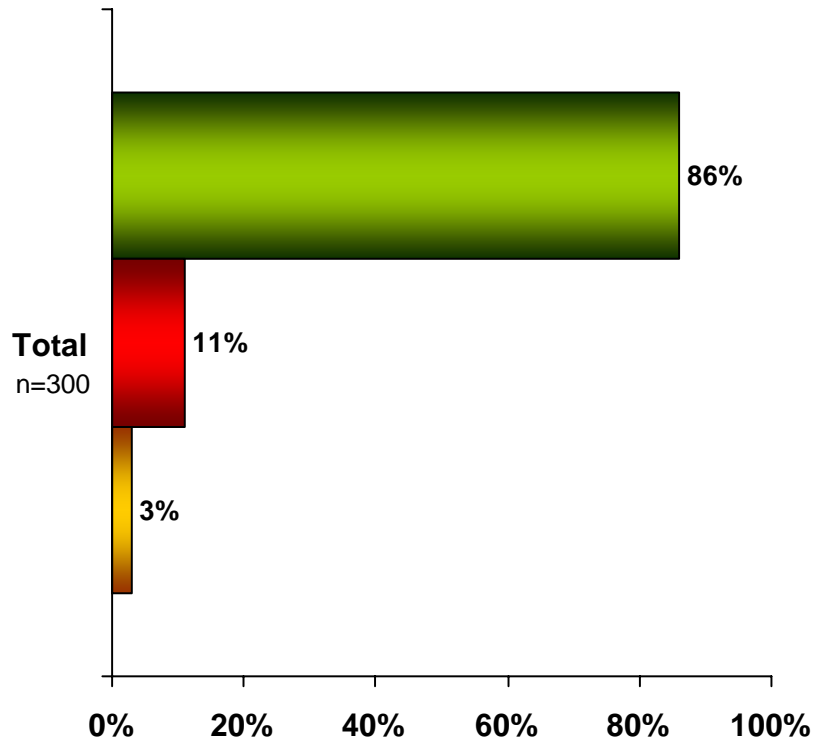
### After Viewing Video

|               | Total<br>(n=300) |
|---------------|------------------|
| Anger         | 10%              |
| Inspiration   | 1%               |
| Sadness       | 48%              |
| Skepticism    | 2%               |
| Confusion     | 1%               |
| Disturbing    | 36%              |
| Embarrassment | 1%               |
| Pride         | 0%               |
| Happiness     | 1%               |

“Do you feel that this ad was effective in its message (which was intended to show the dangers of texting while driving)?”

**AFTER** Viewing Ad

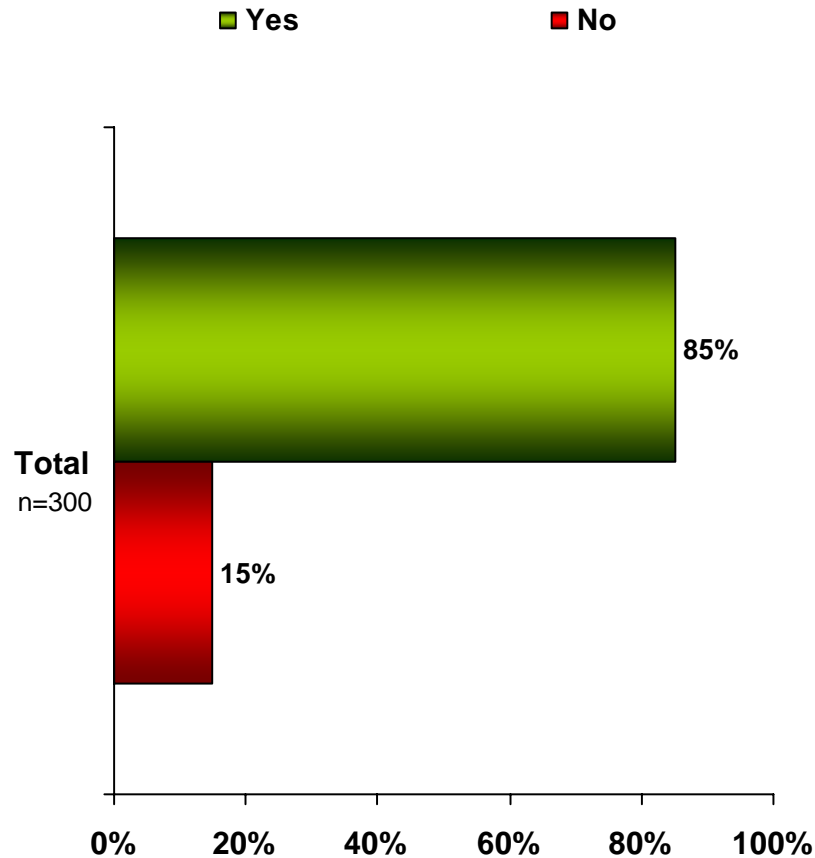
- Extremely effective
- Somewhat effective
- Not at all effective



Percentages may not equal 100 due to rounding

“Do you think that this advertisement should be aired in the U.S.  
(currently, it is only being aired in the U.K.)?”

**AFTER** Viewing Ad

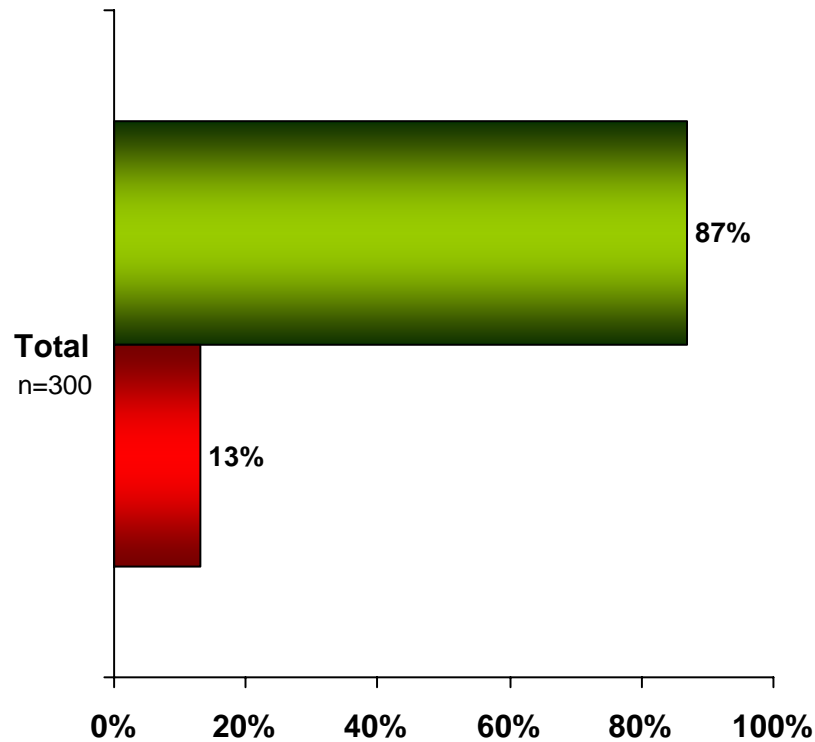


*Percentages may not equal 100 due to rounding*

“Do you think that this advertisement is appropriate?”

**AFTER** Viewing Ad

■ Yes      ■ No

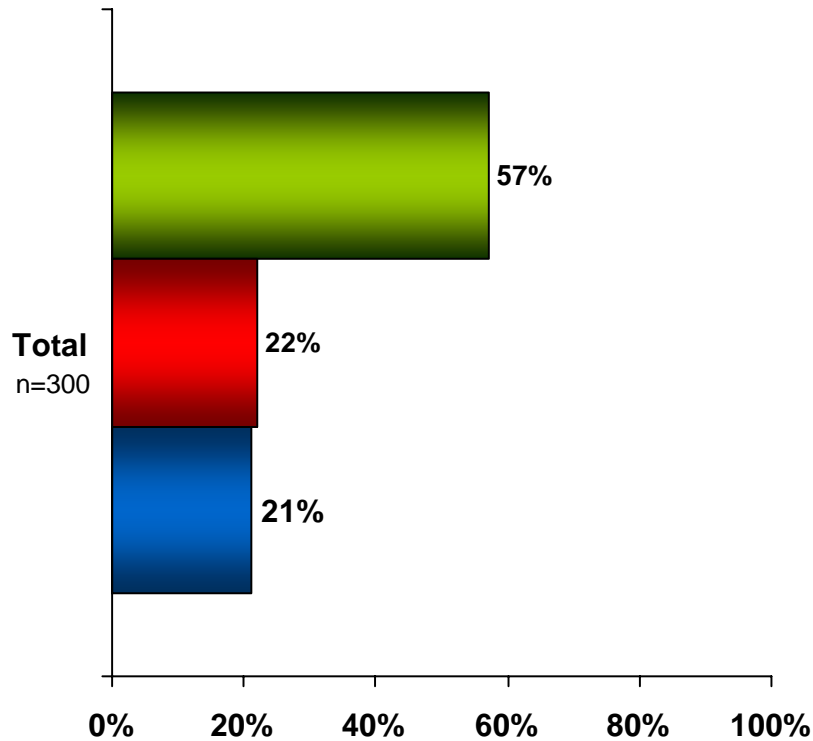


*Percentages may not equal 100 due to rounding*

“Please indicate how likely you would be to forward this video to friends/family.”

**AFTER** Viewing Ad

- Extremely likely
- Somewhat likely
- Not at all likely

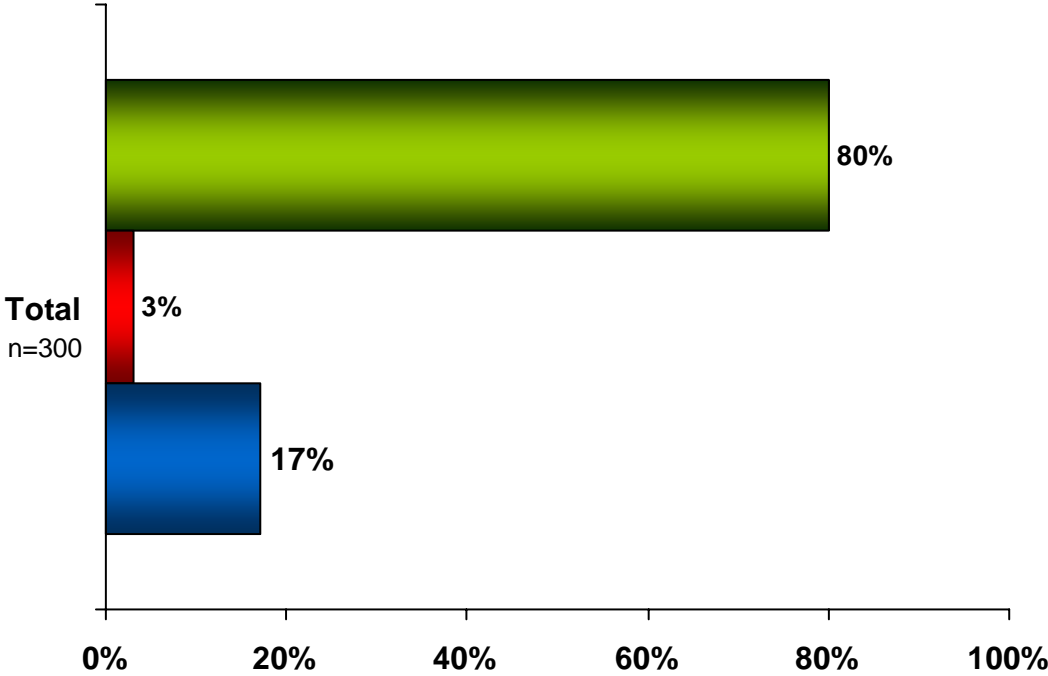


Percentages may not equal 100 due to rounding

“Has this Public Service Announcement changed your views on sending texts and other mobile messages (including texting, mobile emailing, mobile instant messaging, Blackberry Messenger, etc.) while driving a vehicle?”

**AFTER** Viewing Ad

- Yes, I will be less likely to send texts while driving now
- Yes, I will be more likely to send texts while driving now
- No change



Percentages may not equal 100 due to rounding