

## Appendix 1

# Comments regarding posters

### Seen?

"West Parley (New Road)"  
(Work driver)

"It gives you something to think about whether personal or not"  
(Young driver)



"Never seen anyone in this uniform – why a carpenter warning me?" (Young driver)

"Doesn't feel like it's their own experience, not hard hitting to be remembered and effective"  
(Young driver)

### Seen?

"Yes" (1 x work driver)

"This is what I consider to be the most hard hitting of all the posters on this table"  
(Work driver)

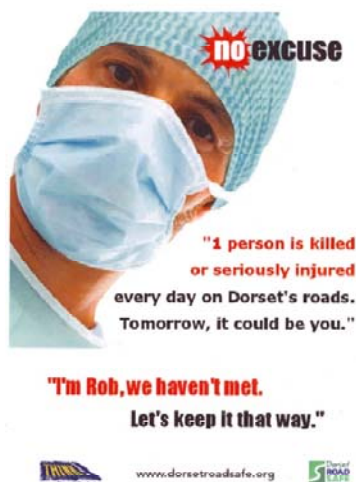


"Very broad message – need to focus on driving offence"  
(Young driver)

### Seen?

"In the dentist"  
(1 x work drivers)

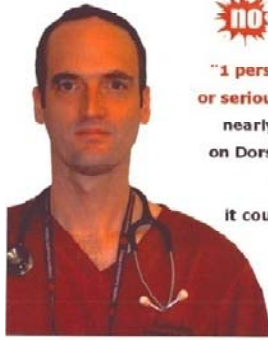
Straight forward, caution (Young driver)



**Seen?**

*"Yes" (2 x work drivers)  
"At back of yellow buses"  
(Young driver)*

*I like the shock value of the quote. It gives you something to think about (i.e. on the bus) and leaves a lasting impact. Whether it would stop me speeding though, I'm not sure. (Young driver)*



**no excuse**

**"1 person is killed or seriously injured nearly every day on Dorset's roads.**

**Tomorrow, it could be you."**

**"I'm Rob, we haven't met.  
Let's keep it that way."**

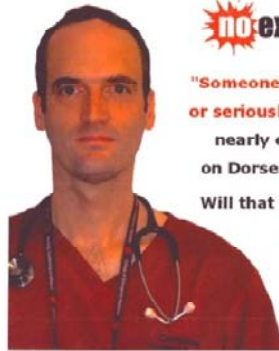


[www.dorsetroadsafe.org](http://www.dorsetroadsafe.org)



**Seen?**

*"Bournemouth Hospital"  
(Work driver)*



**no excuse**

**"Someone is fatally or seriously injured nearly every day on Dorset's roads.**

**Will that someone be you?"**

**"I'm Rob, we haven't met.  
Let's keep it that way."**



[www.dorsetroadsafe.org](http://www.dorsetroadsafe.org)



*Reading a long message is distracting (Young driver)*

*"Like it" (Work driver)*

*"Good" (Work driver)*



"Good"  
(Work driver)

"Good"  
(Work driver)



"Good"  
(Work driver)

"Good"  
(Work driver)

"Good"  
(Work driver)



"Good"  
(Work driver)

"Good"  
(Work driver)

"Good"  
(Work driver)



"Doesn't really make sense/confusing if you're driving past at speed it doesn't have a clear point"  
(Work driver)

"Not easy to understand – what does this actually mean?"  
(Work driver)

"Not good"  
(Work driver)

"Good message would make me think! Maybe an image of a mobile with text on it visually may work better"  
**(Work driver)**



"Need to concentrate to work out what it says – a distraction for older people!"  
**(Work driver)**

"Don't like"  
**(Work driver)**

"Good"  
**(Work driver)**



"Should not warn/advise people that they may be caught speeding or any other infractions"  
**(Young driver)**

"Like"  
**(Work driver)**

"Like it"  
**(Work driver)**

"Good"  
**(Work driver)**

"Very good, easy to understand"  
**(Work driver)**



"Think this one is boring, not memorable enough"  
**(Work driver)**

"Simple and effective"  
**(Work driver)**

"Sign (red crossed out circle) says 'no' and it is emphasised by word 'no' which is good"  
**(Young driver)**



"Open to misinterpretation"  
(Young driver)

"Not obvious"  
(Work driver)

"Not a good picture"  
(Work driver)

"a bit silly not obvious"  
(Work driver)

"Should be in cars not on signs"  
(Work driver)



"Don't come across as visually effective"  
(Young driver)

"Message content needs to be reviewed"  
(Young driver)

"Not as good as just for phone"  
(Work driver)

"Don't like"  
(Work driver)

"Think it's clever and catchy and stays in your head"  
(Work driver)

"Like it"  
(Work driver)

"Good, makes sense"  
(Work driver)



"Not dying to call, but in some cases drivers have to be able to answer calls (e.g. businessman)  
(Young driver)

"Is word 'dying' a play on words? Not very clear message, strange wording"  
(Young driver)

## General comments

*"Perhaps these kinds of posters are more effective for me than the simpler ones on the other table (e.g. R U txtng?-no excuse). More info, more incentive not to speed, drink and drive etc." (Young driver)*

*"Haven't seen/remember any 'no excuse' campaign posters whilst driving or around town." (Young driver)*

## Positive

*"I like the 'no excuse' tagline. It is relatable to all drivers and affects them personally"*

## Negative

*"Not sure about the 'no excuse' thing in general. It is brief and simple but it's a bit ambiguous - something more to the point perhaps? (Young driver)"*

*"'no excuse' campaign. Design is too plain, not 'strong' impact. Too casual/common" (Young driver)*