

Building Sales of *Discover NJ History* License Plates



A Research Report For:



November 2016



**AMERICAN OPINION
RESEARCH**

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Findings and Conclusion

Following are some initial findings and conclusions from this research based on our analysis of the results.

- There is potential to increase sales of the *Discover NJ History* license plate.
 - Almost one-in-five New Jersey motorists (18%), who do not currently own it, say they are likely to consider buying the license plate, even after being told the cost
 - Likelihood is higher among drivers familiar with the history license plate, and those who say it's important to support New Jersey historical sites
- Most licensed drivers are familiar with (any) specialty license plates, but awareness of the *Discover NJ History* plate is low.
 - Asked, unprompted, to name a specialty plate only two percent mentioned *Discover NJ History*, much lower than most other specialty plates; true even among respondents who say it's important to support New Jersey historic sites
 - Provided a list of specialty plates, familiarity with *Discover NJ History* ranked lowest; again, low even among those saying it's important to support New Jersey history

Findings and Conclusion

- Motorists do not find design of the *Discover NJ History* license plate as engaging or attention grabbing.
 - Asked to compare it to other specialty plates (all shown), the history plate easily rated lowest for:
 - Overall appeal
 - Being attention grabbing
 - Calling attention to a cause or issue
 - Having a modern and up-to-date image
 - Having an appealing design
- Asked to describe the image displayed on the plate, 69 percent aren't sure what it represents.
- A significant percentage of respondents (37%) say they don't know where to look for information about acquiring the license plate.
 - This is true even among drivers familiar with the plate

Findings and Conclusion

- The vast majority of motorists don't know how funds generated by sales of the *Discover NJ History* license plates benefit the state, which likely affects willingness to buy
 - Three-in-four respondents say they aren't sure how the money is used
 - Even among those saying it's important to support New Jersey's historical sites, or who are familiar with the license plate, at least two-thirds don't know where the money goes
- Lack of interest in having a specialty plate and cost are the primary reasons for not buying the *Discover NJ History* license plate; however, there are other reasons that can be overcome, including:
 - Having an unappealing design
 - Don't know how to obtain it
 - Don't trust where money goes

SPECIFIC FINDINGS



1. Familiarity With Specialty License Plates

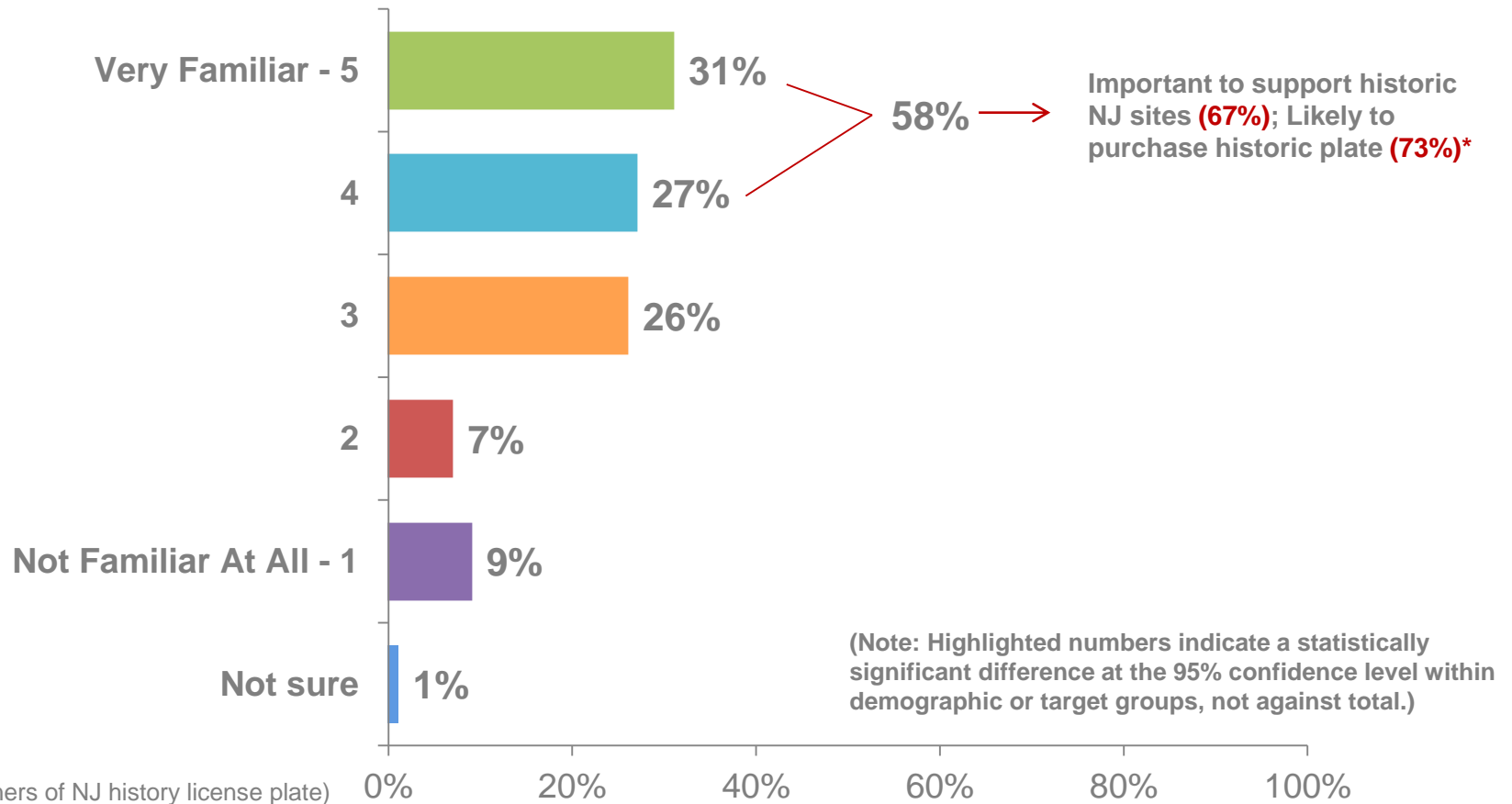
The slide features a dark teal horizontal bar across the middle. The text '1. Familiarity With Specialty License Plates' is written in white, bold, sans-serif font on the left side of this bar. To the right of the text, there is a faint, stylized graphic of interlocking gears in a lighter teal color. Below the dark teal bar is a thin, solid green horizontal line.

Most Motorists Familiar With Specialty License Plates

KEY POINT

The vast majority of New Jersey motorists (84%) are at least somewhat familiar with specialty New Jersey license plates. Almost six-in-10 (58%) are familiar (a 5 or 4 rating), significantly higher among those saying it's important to support New Jersey historic locations and those likely to purchase a *Discover NJ History* plate, but don't have one now.

PERCENTAGE OF MOTORISTS:



*(Among non-owners of NJ history license plate)

Q3. How familiar are you with specialty license plates supporting specific interests and causes..?

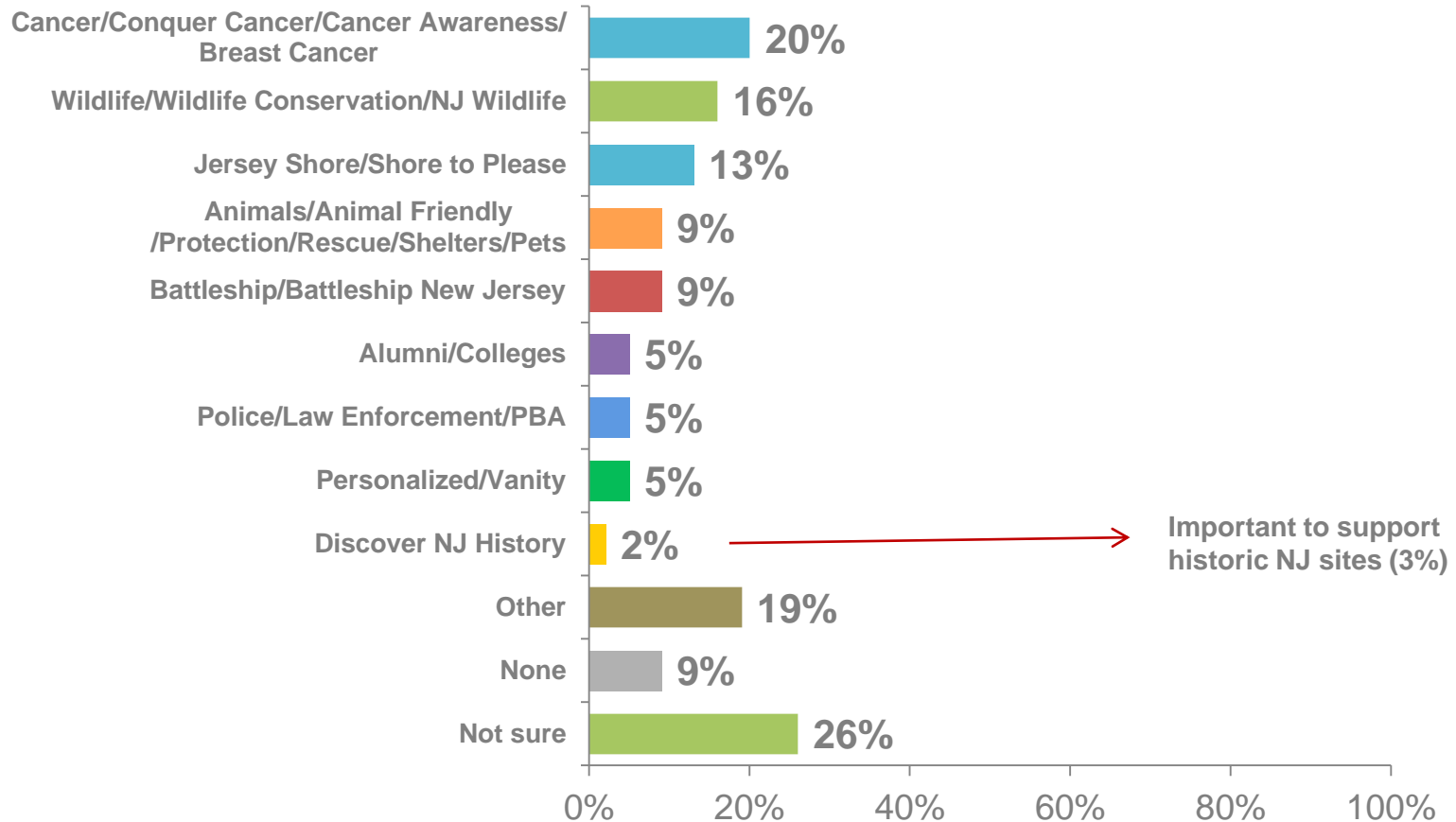
Base: Total Respondents (500)

Familiarity With Specific Specialty Plates

KEY POINT

Unaided awareness of the *Discover NJ History* license plate is low compared to other specialty plates. This is true even among licensed drivers who say it's important to support New Jersey historic sites. This question was asked open ended; that is, without providing license plate names.

PERCENTAGE FAMILIAR WITH:



Q4. Which specialty license plates are you familiar with?

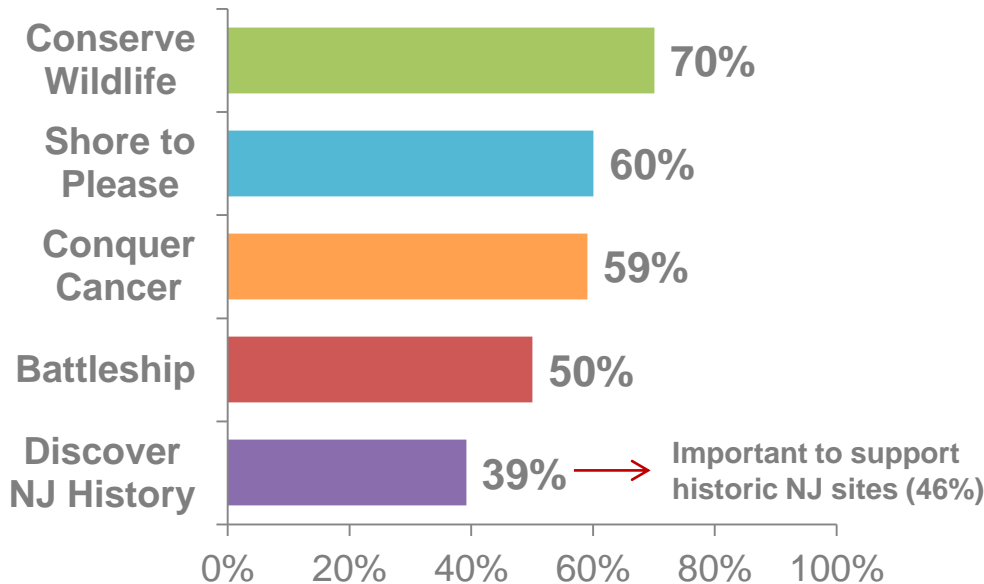
Base: Familiar With Specialty License Plates (418)

Familiarity & Purchase of Specialty License Plates

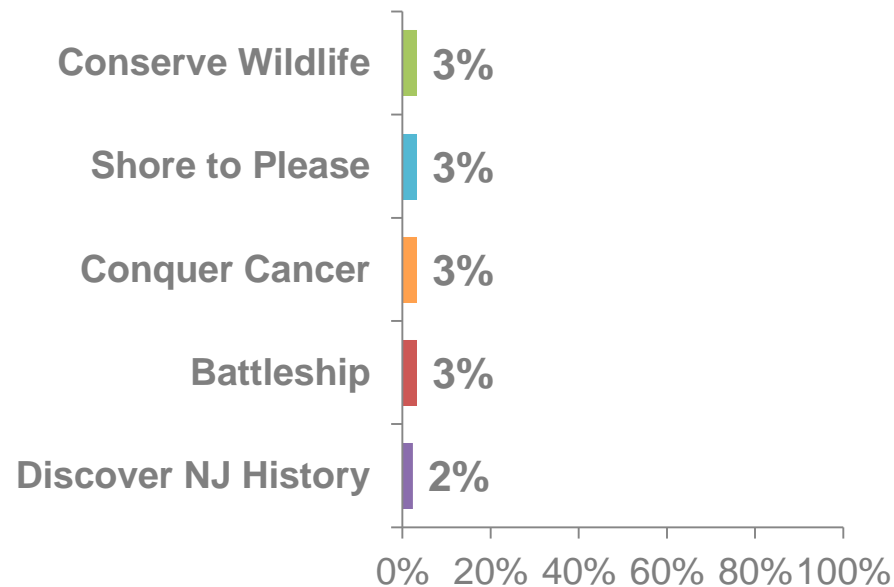
KEY POINT

Awareness of the *Discover NJ History* license plate also rates significantly lower when compared to four other plates, named to create a comparison. Even among motorists who say it's important to support the state's historic locations, fewer than half are familiar, even through names of these plates were provided.

PERCENTAGE FAMILIAR:



PERCENTAGE PURCHASED:



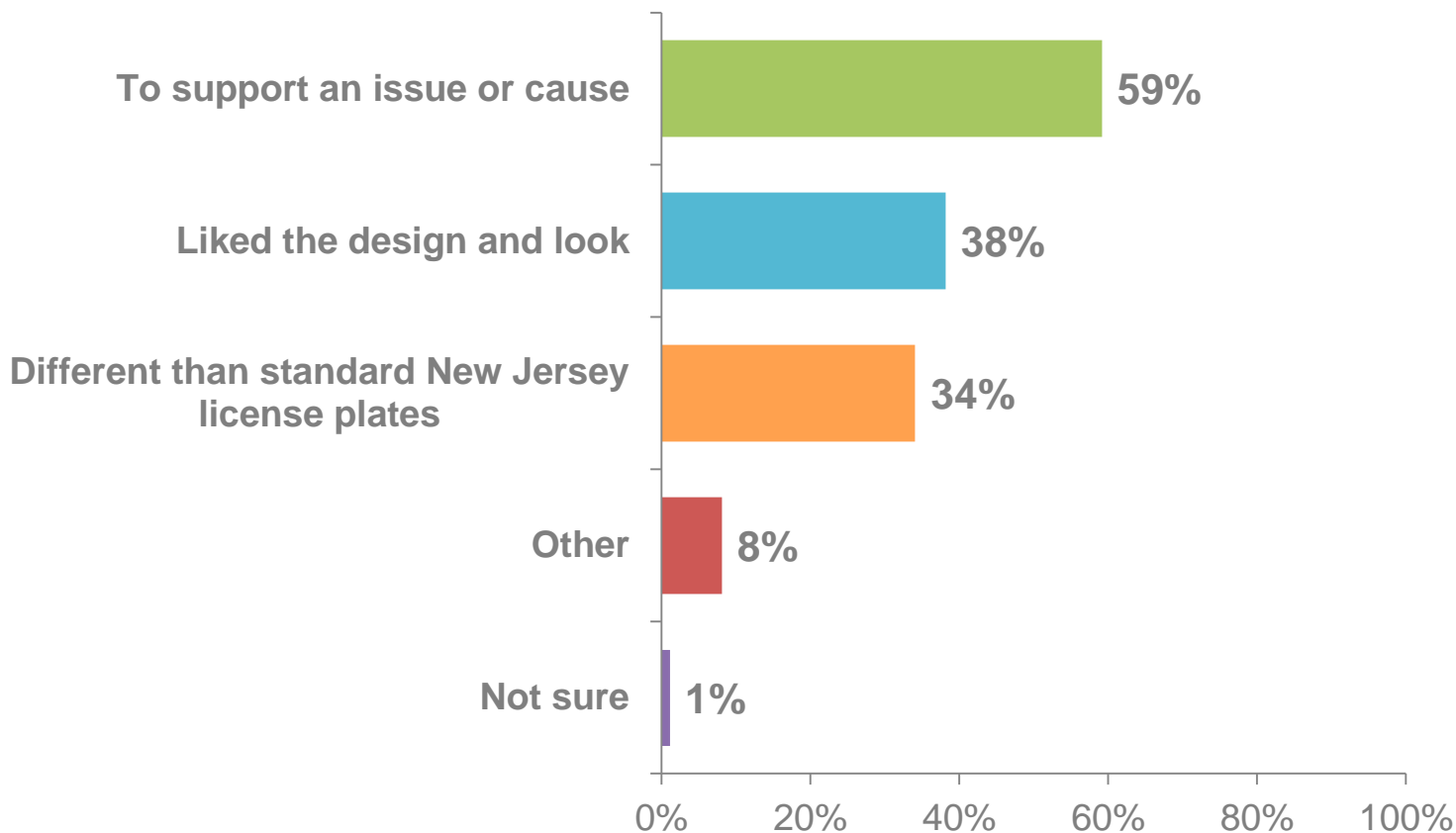
Q5. Which of the following specialty licenses plates, if any, are you familiar with? Then indicate if you/any member have purchased?
Base: Total Respondents (500)

Why Purchase Specialty Plates

KEY POINT

New Jersey drivers who purchase specialty license plates do so mostly to support an issue or cause, followed by an appealing design, and that they are different from standard plates.

REASONS FOR PURCHASING SPECIALTY PLATES:



Q6. Which of the following are reasons you or someone in your household purchased a specialty license plate?

Base: Reasons For Purchasing License Plate (85)

2. Comparing The Image of Specialty Plates

A decorative graphic on the right side of the slide, featuring several interlocking gears in shades of teal and blue, set against a dark teal background.

NJ History Plate Has Lowest Image

KEY POINT

Respondents were shown three license plates and asked to rate each on factors generally important in making consumer purchase decisions. The *Discover NJ History* license rated lowest on almost all images, particularly for having a modern image and up-to-date look, overall appeal and having an appealing design. Respondents saying it's important to support historic NJ sites rate the license plate better, but still not high.

PERCENTAGE SAYING EACH DESCRIBES (5 OR 4 RATING):

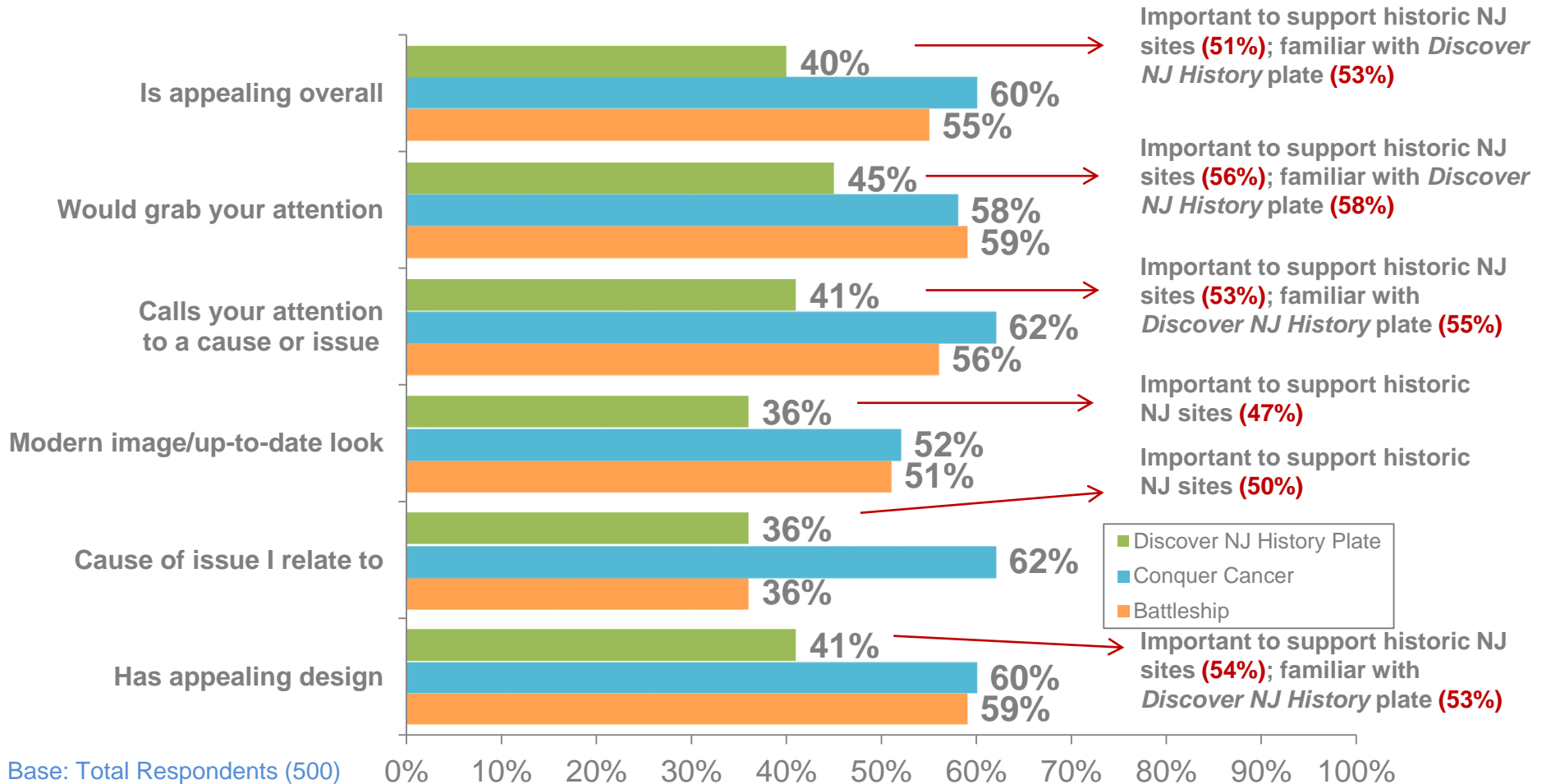


Image of *Discover NJ History* License Plate

KEY POINT Ratings for the *Discover NJ History* license plate are about even on all image attributes. None stand out.



	Is Appealing Overall	Would Grab Your Attention If You Saw It On Another Car	Calls Your Attention To A Cause or Issue	Modern Image, Up-To-Date Look	A Cause or Issue I Relate To	Has Appealing Design
	%	%	%	%	%	%
5 – Closely Describes	17	20	17	15	15	17
4	23	25	24	20	21	24
3	32	27	29	31	30	27
2	17	15	18	19	20	19
1 – Doesn't Describe At All	9	10	9	11	9	9
Not Sure	3	3	3	3	5	3

Q7. Please rate each of these license plates on each of the following?

Base: Total Respondents (500)

Image of The Battleship License Plate

KEY POINT

The Battleship license plate rates lowest for championing a cause drivers can relate to, but relatively high for being attention grabbing.



	Is Appealing Overall	Would Grab Your Attention If You Saw It On Another Car	Calls Your Attention To A Cause or Issue	Modern Image, Up-To-Date Look	A Cause or Issue I Relate To	Has Appealing Design
	%	%	%	%	%	%
5 – Closely Describes	24	27	25	24	15	26
4	31	33	32	27	21	32
3	28	24	23	28	26	25
2	9	9	12	11	22	9
1 – Doesn't Describe At All	5	5	6	8	13	5
Not Sure	2	2	2	2	3	2

Q7. Please rate each of these license plates on each of the following?

Base: Total Respondents (500)

Image of The Conquer Cancer License Plate

KEY POINT

As may be expected, the Conquer Cancer license plate rates highest for representing a cause respondents relate to. However, it also rates highest for overall appeal and calling attention to a cause.



	Is Appealing Overall	Would Grab Your Attention If You Saw It On Another Car	Calls Your Attention To A Cause or Issue	Modern Image, Up-To-Date Look	A Cause or Issue I Relate To	Has Appealing Design
	%	%	%	%	%	%
5 – Closely Describes	28	28	29	24	30	29
4	32	30	33	27	32	30
3	27	24	23	29	24	23
2	7	11	9	12	8	9
1 – Doesn't Describe At All	4	5	4	6	4	5
Not Sure	2	2	2	2	2	2

Q7. Please rate each of these license plates on each of the following?

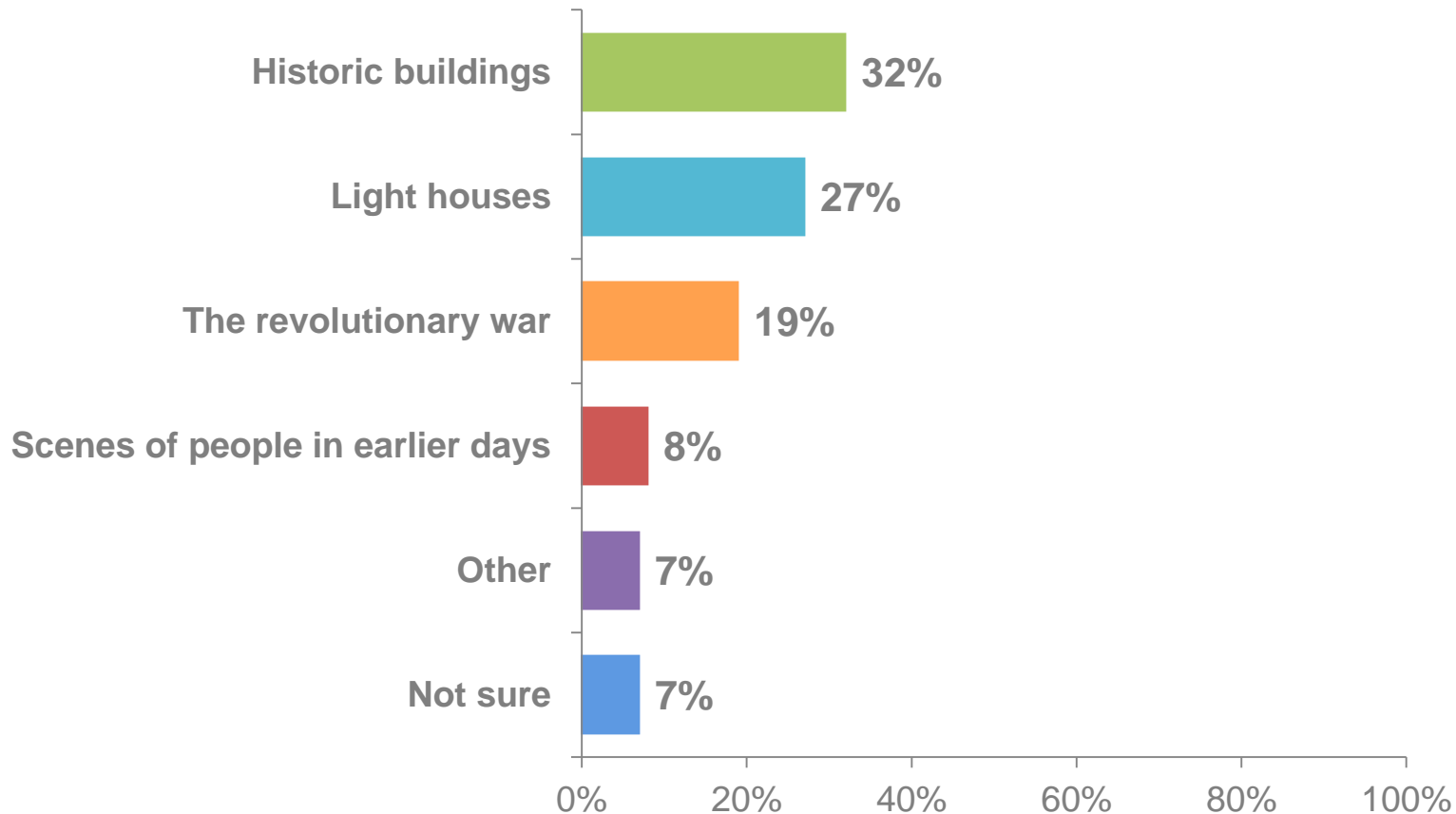
Base: Total Respondents (500)

Selecting An Image of New Jersey History

KEY POINT

Asked what first comes to mind when thinking about a historic New Jersey image, historic buildings top the list, just above light houses.

PERCENTAGE CITING:



Q8. What thought first comes to mind when you think about a historic New Jersey image?

Base: Total Respondents (500)

Image On Historic Plate Unclear

KEY POINT

Almost seven-in-10 New Jersey drivers (and almost 60 percent of those familiar with the *Discover NJ History* license plate) say they don't know what is represented by the graphic on it, and not significantly higher than those familiar with the license plate.



A building/old building/colonial/
historic/house/home/mansion

17%

Familiar with *Discover NJ History* plate (21%)

Cape May 5%

New Jersey 2%

Other 8%

Not sure 69%

0% 20% 40% 60% 80% 100%

Q9. Focusing only on the graphic displayed on this license plate, what historic image or location does it show?

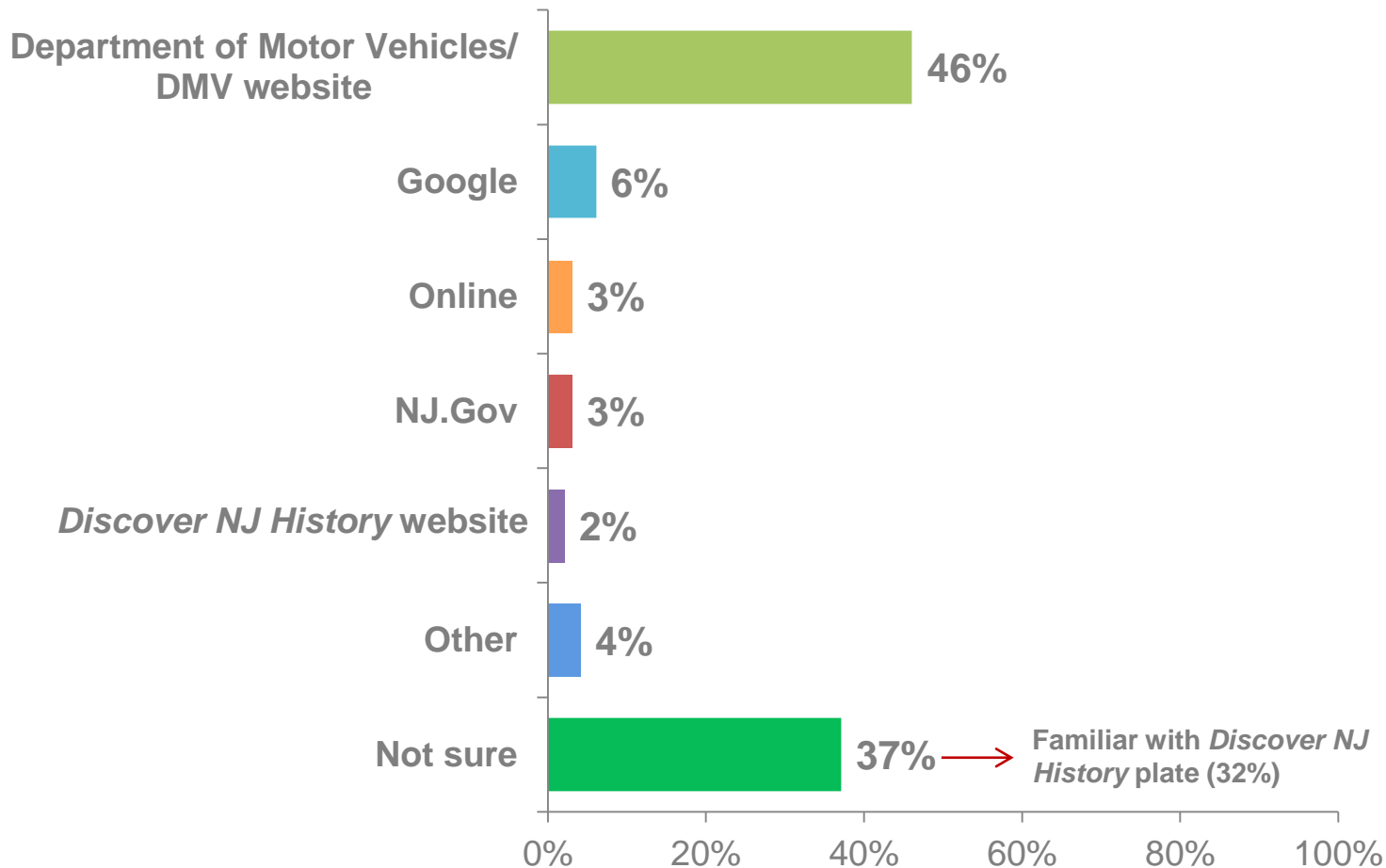
Base: Total Respondents (500)

3. Purchasing The *Discover NJ History* License Plate

Where To Find Information

KEY POINT

Almost half (46%) of respondents said they would contact the Department of Motor Vehicles or access its website to find information about acquiring the *Discover NJ History* license plate. However, more than one-in-three aren't sure where to inquire, including those familiar with the license plate.



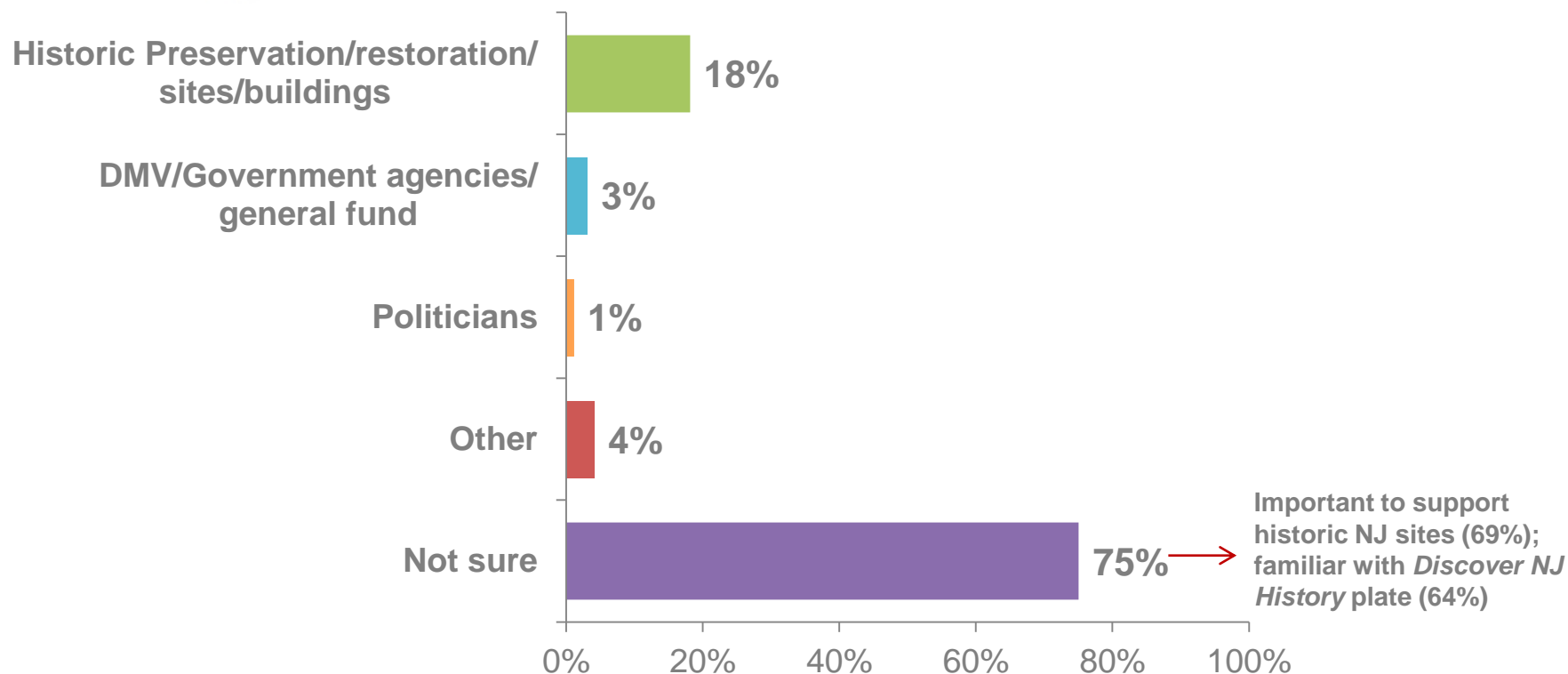
Q10. Where would you look for information about acquiring this specialty license plate?

Base: Total Respondents (500)

How License Plate Funds Are Used

KEY POINT

Three-in-four New Jersey drivers don't know how funds generated by sales of the *Discover NJ History* license plates are used, including significant percentages of those saying it's important to support historic New Jersey sites, and those familiar with the license plate.



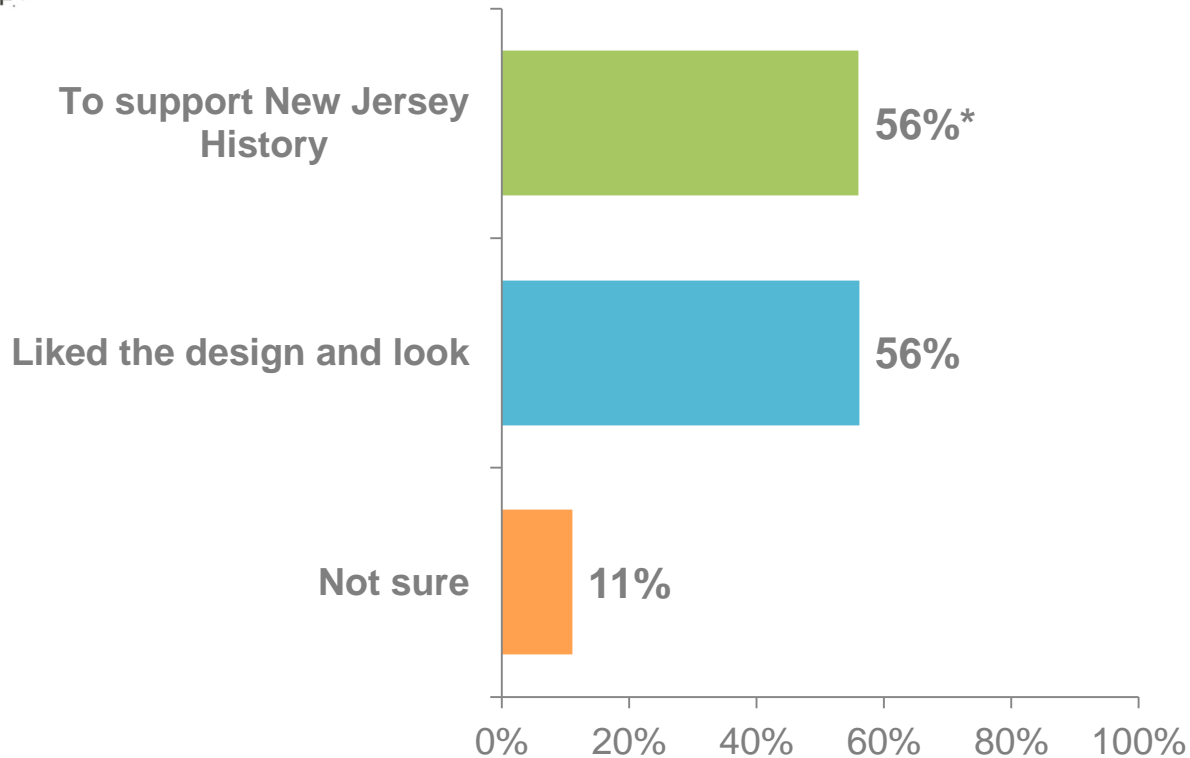
Q11. How are the funds raised by the sale of *Discover NJ History* licenses plates used?

Base: Total Respondents (500)

Why Buy *Discover NJ History* Plate

KEY POINT

Among those who have purchased the *Discover NJ History* license plate, the desire to support New Jersey history and appealing design equal as the top responses. However, due to the small sample of those who purchased the license plate (9), these responses should be taken as “directional only.”



*(Totals to more than 100% due to multiple responses.)

Q12. Please indicate the reason you bought the license plate *Discover NJ History*?

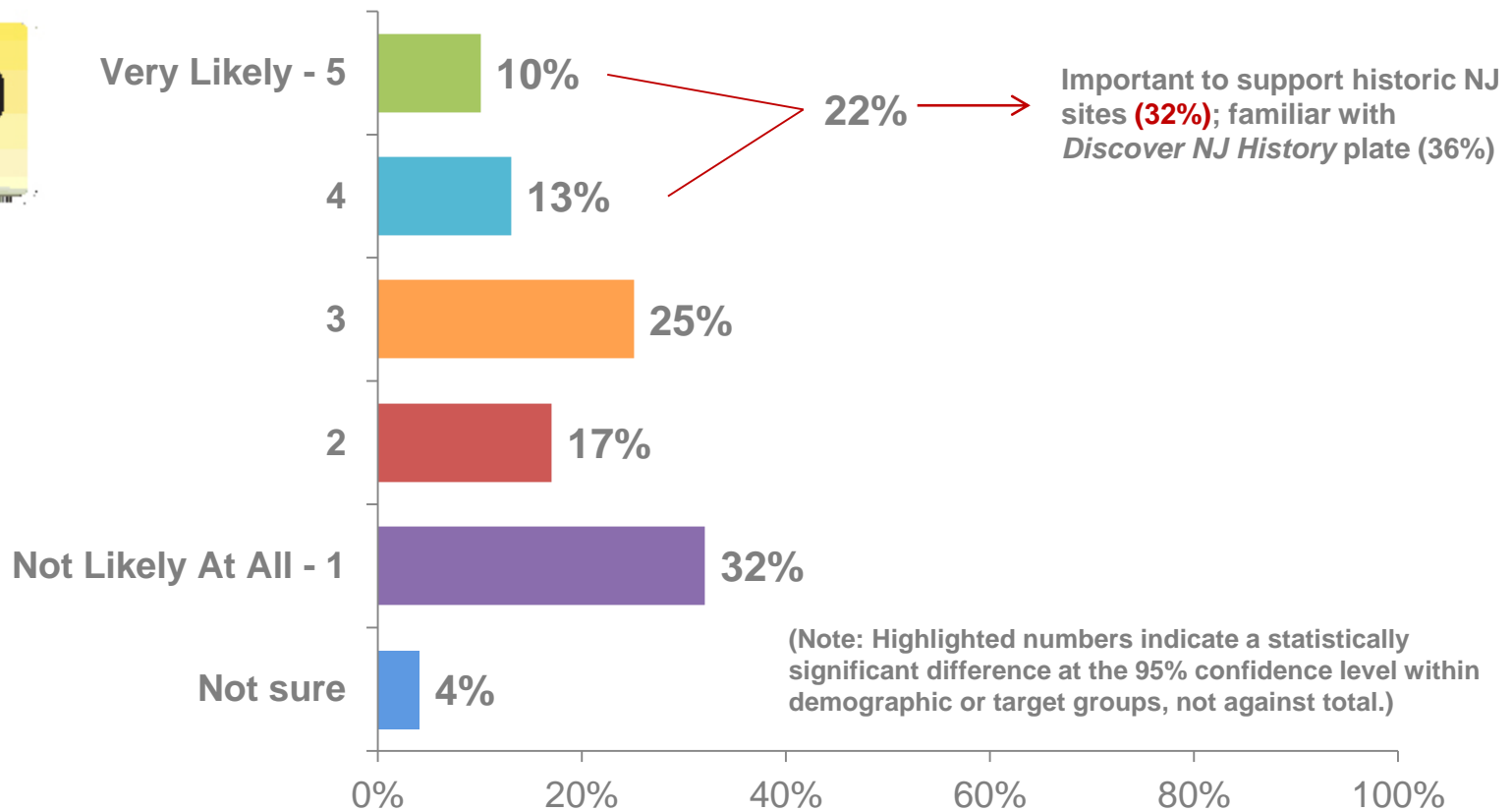
Base: Respondents Who Purchased Discover NJ History License Plate (9)

Likelihood of Purchasing *Discover NJ History* License Plate

KEY POINT

Almost one-in four drivers (who do not currently have a *Discover NJ History* license plate) say it's likely they would consider purchasing one, significantly higher among those who say it's important to support historic New Jersey sites and those already familiar with the plate. Cost was not mentioned in this question. Respondents, however, were told the proceeds are used to support historic preservation and heritage tourism.

PERCENTAGE LIKELY TO PURCHASE DISCOVER NJ HISTORY PLATE:



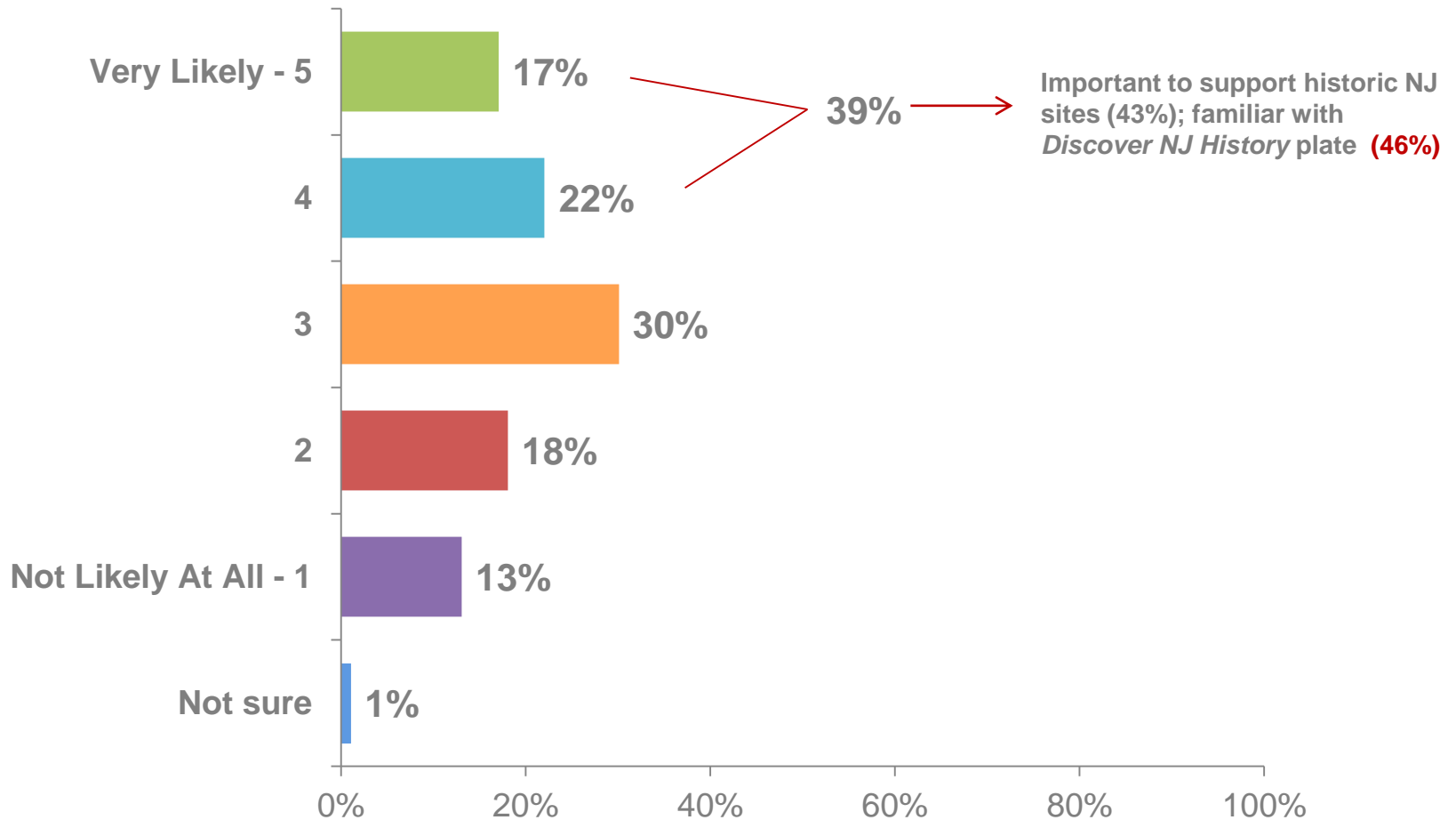
Q13. How likely are you to consider purchasing this license plate?

Base: Respondents Who Have Not Purchased *Discover NJ History* License Plate (491)

Likelihood of Buying When Cost Included

KEY POINT

When cost was specified, about four-in-ten respondents who said they would consider purchasing the license plate say it's still likely they would do so. This is equal to 18 percent of New Jersey drivers who do not currently have the *Discover NJ History* license plate.



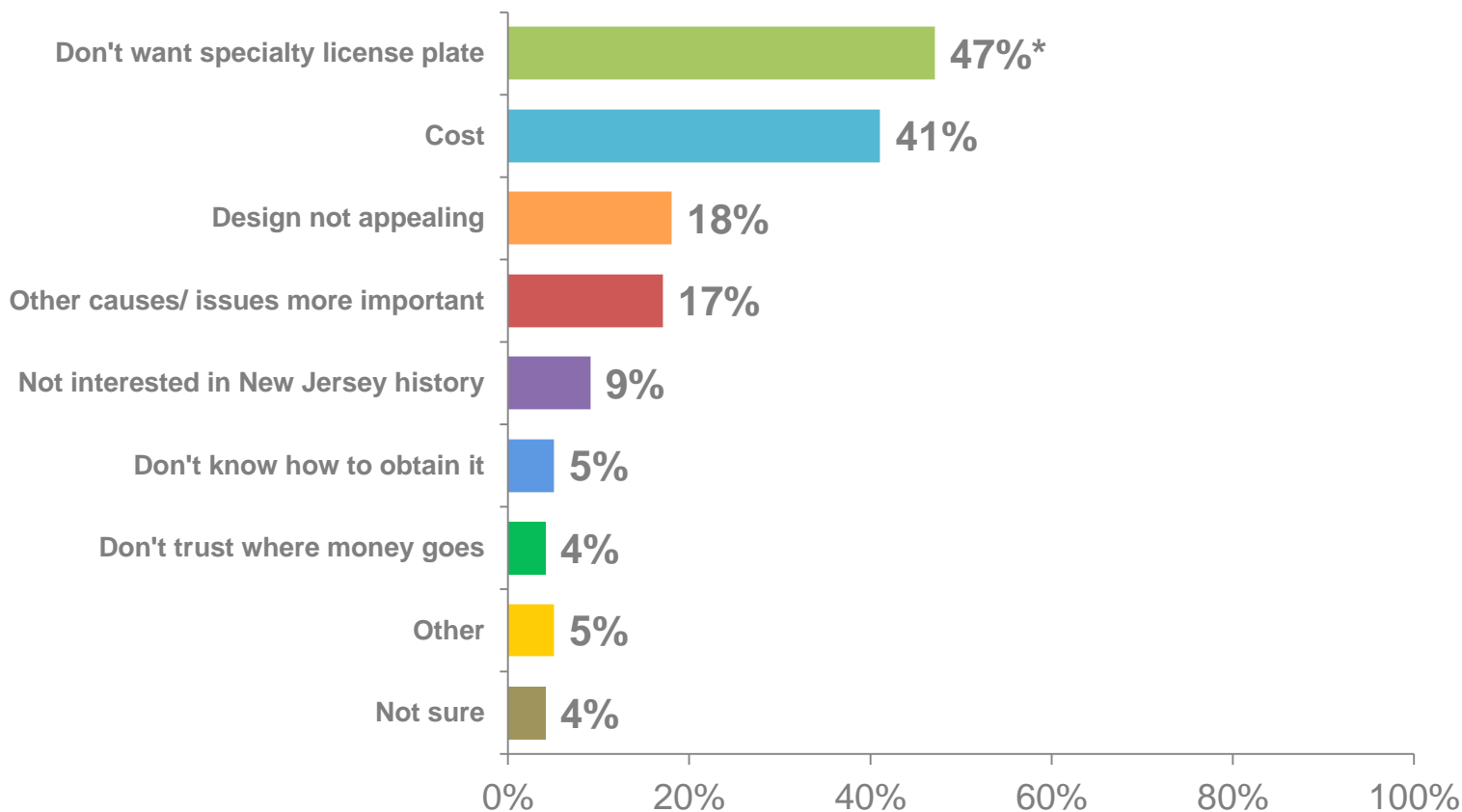
Q14. How likely are you to consider buying the *Discover NJ History* license plate?

Base: Likely To Purchase *Discover NJ History* license plate (231)

Why Not Buy History License Plate

KEY POINT

Lack of desire to have a specialty license plate and cost are the primary reasons respondents gave for not considering purchasing the *Discover NJ History* license plate. However, a significant percentage said the design is unappealing. Smaller percentages said they don't know how to obtain one, or, don't trust how the money is used. This question was asked open-ended, without prompting responses.



*(Totals to more than 100% due to multiple responses.)

Q15. Why is unlikely you would purchase the *Discover NJ History* license plate?

Base: Not Likely To Purchase *Discover NJ History* license plate (260)

Appendix A: Methodology

Results of this research are based on an online survey of 500 licensed drivers throughout the State of New Jersey.

Interviewing was conducted by American Opinion Research of Princeton, N.J. between October 7 and October 20, 2016

American Opinion Research (AOR) is a nationally-recognized, full-service global market research firm. AOR has conducted research for such companies as Siemens, Johnson & Johnson, General Electric, Becton Dickinson, IBM, Kraft Foods, AOR has also served a number of other companies including Citibank, The New York Times Company, Cablevision, Chicago Tribune, Berlitz, AT&T, General Motors, Ford, Procter and Gamble, S.C. Johnson, Mattel, Apple, Agfa, Kohl's and many others.