

NHTSA AUTONOMOUS VEHICLES FOCUS GROUPS SCREENER

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Focus Groups Dates: 3 days

Recruit Criteria – Recruit 12 for 8 participants to show:

- + Demographic Distributions (per group)
 - Age – Split by group
 - o Group 1 = age 35 or younger
 - o Group 2 = age 40 or older
 - Gender – Recruit a Good Mix
 - Region – Recruit a Good Mix
 - Ethnicity – Recruit a Good Mix
 - Education – Recruit a Good Mix
 - Income – Recruit a Good Mix
 - Employment – Limit Unemployed / Retired to 2-3 Max
 - Articulation – Good

INTRODUCTION

Hello, may I please speak with _____? This is _____ from a national opinion research company.

If on the phone, continue.

If not on the phone/voicemail/no answer, arrange for callback.

If someone other than participant is on the phone, continue with screen.

Good morning/afternoon/evening. I am calling to see if you would be interested to participate in a research discussion about new vehicle safety features and technologies with a select group of people from your area. I have just a few questions to ask you to be sure that we have a good balance of qualified participants. All answers to these questions remains confidential.

S1. [RECORD GENDER BY OBSERVATION]

- 1 Male [RECRUIT 6 PER GROUP, IDEALLY TO SEAT 6]
- 2 Female [RECRUIT 6 PER GROUP, IDEALLY TO SEAT 6]

S2a. Do you or does any member of your household currently work for...?

[THANK & TERMINATE 1-6]

- 1 A media company
- 2 A government agency
- 3 An automobile manufacturer or dealership
- 4 An automotive parts manufacturer
- 5 A market research firm
- 6 An advertising firm
- 7 A news or journalism organization
- 8 None of the above

S2b. Have you participated in a focus group in the past six months?

- 1 Yes **THANK & TERMINATE**
- 2 No
- 3 Don't Know/refused **THANK & TERMINATE**

S3. Do you currently have a valid driver's license?

- 1 Yes
- 2 No **THANK & TERMINATE**

S4a. Have you ever had experience driving a vehicle equipped with advanced vehicle safety technology that helps or fully controls driving functions; such as Forward Collision Warning where the vehicle alerts the driver if it detects that a crash may be imminent, or Lane Keeping Assist where the vehicle can pre-emptively readjust steering to center the vehicle in lane when it detects the car drifting unintendedly?

- 1 Yes [CONTINUE TO S4b]
- 2 No [SKIP TO S5]
- 3 Don't know/not sure [SKIP TO S5]

S4b. In your experience, to what degree was the vehicle capable of taking over driving functions?

[THANK & TERMINATE 4 & 5]

- 1 I have driven a vehicle capable of EITHER adjusting acceleration/deceleration or steering based on my surrounding

- 2 I have driven a vehicle capable of BOTH adjusting acceleration/deceleration or steering based on my surrounding
- 3 I have driven a vehicle capable of handling all driving tasks, BUT still requires my attention as the primary driver to intervene if alerted
- 4 I have driven a vehicle capable of handling all driving tasks, AND does not require my attention as the primary driver to intervene if alerted
- 5 I have driven/ridden in a vehicle that is FULLY automated, requiring no primary driver to operate

S5. To ensure we have a balanced group, what is your age, please? [RESPONDENTS MUST BE 18 YEARS OR OLDER]

- | | | |
|---|-------|---|
| 1 | <18 | THANK & TERMINATE |
| 2 | 18-35 | [RECRUIT 12 TO SEAT 8; MILLENIAL GROUP] |
| 3 | 36-39 | THANK & TERMINATE |
| 4 | 40+ | [RECRUIT 12 TO SEAT 8; OLDER GROUP] |

S6. What is the last grade of formal education you completed? [RECRUIT GOOD MIX]

- | | | |
|---|---------------------------------|------------------------------|
| 1 | Less than high school | [RECRUIT 2 MAX] |
| 2 | High school graduate | |
| 3 | Vocational/technical | |
| 4 | Some college | |
| 5 | College graduate | |
| 6 | Post graduate | |
| 7 | [DO NOT READ] Decline to answer | THANK & TERMINATE |

S7. Are you of Hispanic or Latino origin?

- | | | |
|---|-----|-----------------|
| 1 | Yes | [RECRUIT MIN 3] |
| 2 | No | |

S8. What is your race? *Select all that apply.* [RECRUIT GOOD MIX]

- | | | |
|---|---|------------------------------|
| 1 | American Indian or Alaska Native | |
| 2 | Asian American | |
| 3 | Black or African-American | |
| 4 | Native Hawaiian or Other Pacific Islander | |
| 5 | Caucasian | |
| 6 | Other: _____ | |
| 7 | [DO NOT READ] Decline to answer | THANK & TERMINATE |

S9. Which of the following best describes your employment status? [RECRUIT GOOD MIX]

- 1 Employed full-time
- 2 Employed part-time
- 3 Retired [RECRUIT MAX 2]
- 4 Unemployed [RECRUIT MAX 2]
- 5 Student
- 6 Homemaker
- 7 Other: _____ [IF MILITARY RECODE TO 1 'Employed full-time']

S10. What was the total combined annual income before taxes, of all the members of your household including yourself in 2016? [RECRUIT GOOD MIX]

- 1 Less than \$25,000
- 2 \$25,000-\$49,999
- 3 \$50,000-\$74,999
- 4 \$75,000-\$99,999
- 5 \$100,000-\$149,999
- 6 \$150,000 or more
- 7 [DO NOT READ] Decline to answer **THANK & TERMINATE**

S11. Now I'd like you to use your imagination a bit. If you could plan your perfect trip to any location in America where would you go and whom would you take with you? Why? What would you do while you're there? [RECORD RESPONSE IN RECRUIT GRID]

[THANK & TERMINATE IF PARTICIPANT IS UNABLE TO FORMULATE A THOUGHTFUL AND COHERENT RESPONSE]

INVITATION

Thank you for answering my questions. We are inviting a select number of residents from your area to participate in a discussion session regarding vehicle safety technologies.

All your responses will be kept strictly confidential and we think you'll find the session interesting and engaging. In appreciation for your feedback, we are offering \$75 for your participation.

Would you be available to join us for this session?

- 1. YES **GIVE LOCATION DETAILS**
- 2. NO **TERMINATE**

Team Stratacomm

Stratacomm + **gmmmb** **HEART & MIND**
educate | persuade | motivate cause the effect STRATEGIES

Just so I can confirm what we just talked about, what is your name and email address?

NAME: _____

EMAIL ADDRESS: [CONFIRM FROM ABOVE]

[THANK, TELL THEM THEY WILL RECEIVE A “REMINDER” CALL AND A VERIFICATION EMAIL AS THE DATE GETS NEARER AND POLITELY END THE CALL.]