

NHTSA ADVANCED SAFETY NOMENCLATURE BULLETIN BOARD SCREENER

Public Burden Statement:

This collection of information is voluntary and will be used to recruit individuals to participate in this study. Public reporting burden for screening is estimated to average 5 minutes per screenee, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that a federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid OMB control number. The OMB control number for this collection is number 2127-0682.

Bulletin Board Dates: 4 days

Key Audience Definitions:

<p>Purchase-Minded Audience</p>	<p>Qualifications</p> <ul style="list-style-type: none"> + 18 years of age or older (S3=2,3,4) + Possess a valid driver's license (S6=1) + Personal vehicle is equipped with one or fewer driver assistance technologies (S8=16 OR S8=SELECTED 1 ITEM) + Have purchased a new vehicle within the past 12 months (S10=1), OR + Anticipate purchasing a new vehicle within the next 6 months (S11=1) + Consider vehicle safety to be at least somewhat important in their vehicle purchase decision-making (S13=3,4,5)
<p>Informed Audience</p>	<p>Qualifications</p> <ul style="list-style-type: none"> + 18 years of age or older (S3=2,3,4) + Possess a valid driver's license (S6=1) + Own a personal vehicle (S7=1) + Personal vehicle is equipped with a minimum of two (2) driver assistance technologies (S8=SELECTED 2 OR MORE ITEMS) + Consider vehicle safety to be at least somewhat important in their vehicle purchase decision-making (S9=3,4,5)

Recruit Criteria – Recruit 62 for 50 active participants to show:

- + Demographic Distributions (per Board)
 - Age – Recruit a Mix
 - o Age groups: 18-34, 35-54, 55+
 - Gender – Recruit ½ Males and ½ Females
 - Region – Recruit a Mix

- o 4-Point Region: Northeast, Midwest, South, West
- Articulation – Thoughtful & Coherent
- Children in Household – Recruit a Mix
 - o Households with children: Yes, No
- Ethnicity – Recruit a Mix
 - o Categories: Hispanic, Caucasian, African American, American Indian or Alaska Native, Asian American, Native Hawaiian or Other Pacific Islander
- Education – Recruit a Mix; Limit 'Less than High School' to 2 MAX
 - o Categories: Less than high school, High school graduate, Vocational/technical, Some college, College graduate, Post graduate
- Employment – Recruit a Mix; Limit Unemployed / Retired to 2-3 Max
 - o Categories: Employed full-time, Employed part-time, Retired, Unemployed, Student, Homemaker, Other
- Income – Recruit a Mix
 - o Categories: Less than \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000 or more

INTRODUCTION

Hello, I'm (First and Last Name) of Heart+Mind Strategies, an independent, global opinion research firm conducting an important study among a select group of individuals nationwide.

We are seeking participants for an Online Bulletin Board discussion we are holding for research purposes only. An Online Bulletin Board is a web-based research tool that leads participants through an engaging discussion in an online environment. This can be accessed directly from any mobile web browser, or computer with a high-speed Internet connection.

We have a few questions to see if you qualify for this upcoming study. Please note all answers to these questions remain confidential.

S1. Given our research will happen in an online environment and questions are asked in English, are you able to read and respond in English fluently?

1 Yes

2 No

THANK & TERMINATE

S2. Do you or does any member of your household currently work for any of the following?

[THANK & TERMINATE 1-6]

1 A media company

2 An automobile manufacturer or dealership

- 3 An automotive parts manufacturer
- 4 A market research firm
- 5 An advertising firm
- 6 A news or journalism organization
- 7 None of the above

S3. What is your age? [RESPONDENTS MUST BE 18 YEARS OR OLDER]

-
- 1 <18 **THANK & TERMINATE**
 - 2 18-34 [RECRUIT 15-20 PER GROUP]
 - 3 35-54 [RECRUIT 15-20 PER GROUP]
 - 4 55+ [RECRUIT 15-20 PER GROUP]

S4. Which state do you live in?

- | | | | | | |
|----|----------------------|----|----------------|----|----------------|
| 1 | Alabama | 18 | Kentucky | 36 | Ohio |
| 2 | Alaska | 19 | Louisiana | 37 | Oklahoma |
| 3 | Arizona | 20 | Maine | 38 | Oregon |
| 4 | Arkansas | 21 | Maryland | 39 | Pennsylvania |
| 5 | California | 22 | Massachusetts | 40 | Rhode Island |
| 6 | Colorado | 23 | Michigan | 41 | South Carolina |
| 7 | Connecticut | 24 | Minnesota | 42 | South Dakota |
| 8 | Delaware | 25 | Mississippi | 43 | Tennessee |
| 9 | District of Columbia | 26 | Missouri | 44 | Texas |
| 10 | Florida | 27 | Montana | 45 | Utah |
| 11 | Georgia | 28 | Nebraska | 46 | Vermont |
| 12 | Hawaii | 29 | Nevada | 47 | Virginia |
| 13 | Idaho | 30 | New Hampshire | 48 | Washington |
| 14 | Illinois | 31 | New Jersey | 49 | West Virginia |
| 15 | Indiana | 32 | New Mexico | 50 | Wisconsin |
| 16 | Iowa | 33 | New York | 51 | Wyoming |
| 17 | Kansas | 34 | North Carolina | | |
| | | 35 | North Dakota | | |

NOTE: S5 is used by recruiters to assign potential participants into the correct Region they qualify into, and is NOT seen or read to participants.

S5. HIDDEN – 4-POINT GEOCODE [RECRUIT A GOOD MIX]

- | | | |
|---|-----------|---|
| 1 | Northeast | (S3=07,20,22,30,31,33,39,40,46) |
| 2 | Midwest | (S3=14,15,16,17,23,24,26,28,35,36,42,50) |
| 3 | South | (S3=01,04,08,09,10,11,18,19,21,25,34,37,41,43,44,47,49) |
| 4 | West | (S3=02,03,05,06,12,13,27,29,32,38,45,48,51) |

S6. Do you currently have a valid driver's license?

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

S7. Do you currently own or lease a vehicle (car, truck or SUV)?

- | | | |
|---|-----|---------------------|
| 1 | Yes | |
| 2 | No | [SKIP TO 11] |

S8. Which driver assistance technologies are equipped on your vehicle? *Select all that apply.*

[RANDOMIZE]

- 1 Crash Imminent Braking or Automatic Emergency Braking
- 2 Dynamic Brake Support or Automatic Emergency Braking
- 3 Forward Collision Warning or Collision Avoidance System
- 4 Blind Spot Detection or Blind Spot Assist
- 5 Rear Cross Traffic Alert
- 6 Rear Automatic Braking or Backup Collision Intervention
- 7 Lane Departure Warning
- 8 Lane Keeping Assist
- 9 Rearview Video System or Back-up Camera
- 10 Front Pedestrian Braking or Pedestrian Detection
- 11 Drive Pilot or Traffic Jam Assist
- 12 Side Collision Assist
- 13 Lane Centering Steering or Active Steer or Autosteer
- 14 Adaptive/Active Cruise Control or Automatic Cruise Control
- 15 Autopilot or Super Cruise
- 16 None of the above

[PN: IF CODES 1 & 2 SELECTED COUNT AS 1 ITEM]

[IF S9=16 OR ONLY 1 ITEM SELECTED SKIP S9]

S9. Thinking back to when you purchased or leased your vehicle, how important did you consider vehicle safety technology to be in your decision-making?

- | | | |
|---|----------------------|------------------------------|
| 1 | Not at all important | THANK & TERMINATE |
| 2 | Not very important | THANK & TERMINATE |
| 3 | Somewhat important | [CONTINUE TO S13] |
| 4 | Very important | [CONTINUE TO S13] |
| 5 | Extremely important | [CONTINUE TO S13] |

S10. Is your vehicle a new vehicle purchased or leased within the past 12 months?

- | | | |
|---|-----|----------------------|
| 1 | Yes | [SKIP TO S12] |
| 2 | No | |

S11. Do you anticipate purchasing or leasing a new vehicle within the next 6 months?

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

S12. Thinking about your recent, or anticipated, new vehicle purchase, or lease, how important did or do you consider vehicle safety technology to be in your decision-making?

- | | | |
|---|----------------------|------------------------------|
| 1 | Not at all important | THANK & TERMINATE |
| 2 | Not very important | THANK & TERMINATE |
| 3 | Somewhat important | [CONTINUE TO S13] |
| 4 | Very important | [CONTINUE TO S13] |
| 5 | Extremely important | [CONTINUE TO S13] |

NOTE: S13 is used by recruiters to assign potential participants into the correct Bright Board group they qualify into, and is NOT seen or read to participants.

S13. HIDDEN - QUALIFICATION

- 1 Informed Audience [(S7=1) AND (S8=1) AND (S9=2 OR MORE) AND (S10=3,4,5)]

Informed Audience	<p>Qualifications</p> <ul style="list-style-type: none"> + 18 years of age or older (S3=2,3,4) + Possess a valid driver's license (S6=1) + Own a personal vehicle (S7=1) + Personal vehicle is equipped with a minimum of two (2) driver assistance technologies (S8=SELECTED 2 OR MORE ITEMS) + Consider vehicle safety to be at least somewhat important in their vehicle purchase decision-making (S9=3,4,5)
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- 2 Purchase-minded Audience [(S8=2) AND (S11=1 OR S12=1) AND (S13=3,4,5)]

Purchase-Minded Audience	<p>Qualifications</p> <ul style="list-style-type: none"> + 18 years of age or older (S3=2,3,4) + Possess a valid driver's license (S6=1) + Personal vehicle is equipped with one or fewer driver assistance technologies (S8=16 OR S8=SELECTED 1 ITEM) + Have purchased a new vehicle within the past 12 months (S10=1), OR + Anticipate purchasing a new vehicle within the next 6 months (S11=1) + Consider vehicle safety to be at least somewhat important in their vehicle purchase decision-making (S13=3,4,5)
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- 3 Disqualified/Terminate [(S1=2) OR (S2=1,2,3,4,5,6) OR (S3=1) OR (S6=2) OR (S9=1,2) OR S11=2) OR (S12=1,2)]

Disqualified/ Terminate	Disqualifications <ul style="list-style-type: none"> + Under the age of 18 (S3=2) + Does NOT possess a valid driver's license (S6=2) + Personal vehicle is equipped with one or fewer driver assistance technologies (S8=16 OR S8=SELECTED 1 ITEM) + Have NOT purchased a new vehicle within the past 12 months (S10=2), AND + Do NOT anticipate purchasing a new vehicle within the next 6 months (S11=2) + Do NOT consider vehicle safety to be at least somewhat important in their vehicle purchase decision-making (S13=1,2)
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S14. Now I'd like you to use your imagination a bit. If you could spend a day with any famous person - living or dead - whom would you like to spend the day with? Why? What would you do during that day?

[RECORD RESPONSE IN RECRUIT GRID]

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

S15. How many children under the age of 18 live in your household? [RECRUIT MIX]

- 1 None
- 2 1 or more

S16. What is the last grade of formal education you completed? [RECRUIT MIX]

- 1 Less than high school [RECRUIT 4 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**

S17. Are you of Hispanic or Latino origin?

- 1 Yes
- 2 No

S18. What is your race? [RECRUIT MIX]

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

S19. Which of the following best describes your employment status? [RECRUIT MIX]

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

S20. What is the total combined annual income, before taxes, of all the members of your household including yourself? [RECRUIT 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-\$249,999
- 7 \$250,000 or more
- 8 **[DO NOT READ]** Decline to answer **THANK & TERMINATE**

S21. [RECORD GENDER BY OBSERVATION]

- 1 Male [RECRUIT 22-28 PER GROUP]
- 2 Female [RECRUIT 22-28 PER GROUP]

COMPATIBILITY CHECK

C1. Do you currently own or have regular access to a laptop, desktop computer or smartphone with access to a high-speed Internet connection?

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

C2. What type of Internet connection do you own or have regular access to?
[PN: **THANK & TERMINATE** IF CONNECTION ONLY THROUGH MOBILE HOTSPOT]

- 1 High speed DSL or cable (broadband)
- 2 Dial-up **THANK & TERMINATE**
- 3 Not sure **THANK & TERMINATE**
- 4 No **THANK & TERMINATE**

C1. What OS (Operating System) does your computer have?

- 1 Windows 10
- 2 Windows 8
- 3 Mac – Mountain Lion
- 4 Mac – Mavericks
- 5 Mac – Yosemite
- 6 Mac – Sierra
- 7 Other

INTERVIEW INVITATION

EMAIL FOR THOSE WHO QUALIFY

Thank you for answering our questions. We would like you to participate in our Online Bulletin Board. This will be a single Bulletin Board taking place over the course of four days on **(To be determined after OMB approval) Month XXnd, XXrd, XXth, and XXth** that engages a group of participants, like you, from all over the country, to discuss and react to various topics and issues. This is a research study and in no way a sales effort of any kind! We are only interested in your candid opinions. The discussion will be led by an independent moderator.

Team Stratacomm

Stratacomm
educate | persuade | motivate

+gmmb
cause the effect

HEART & MIND
STRATEGIES

OMB Control Number: 2127-0682

Expiration Date: 04/30/2018

Bulletin Board Research Under Generic Clearance – Screener

During an Online Bulletin Board, a group of participants interact with one of our discussion leaders and share opinions and reactions regarding a variety of issues, activities and items. For the purposes of this Bulletin Board we will be focused on vehicle safety technologies. During some points in the Bulletin Board, there are questions that are shared, meaning you will be able to view others' responses and they will be able to view yours. As privacy is very important to us, please know that you will not be personally identified – you will be known only by a 'screen name' that you create (typically most use their first name and last initial, but this can be any reasonable name).

Your input and insight will help us explore some new areas of thought and aid in problem solving. If you qualify and participate in the study, we would like to offer you \$75 as compensation for your time.

You join this confidential discussion series as an anonymous member and will not need to share any personally identifying information as part of this process. Your name will never be associated with your opinions and our findings are reported in the aggregate. We only confirm your contact information in order to send you the registration and log in instructions and in order to send your compensation payment to an address of your choice. Again, you will receive \$75 for your time.

To be part of this online research, you will need to log on to the discussion website at least once a day on (To be determined after OMB approval) Month XXnd, XXrd, XXth, and XXth and spend about 15-20 minutes on three of those days in the discussion. You choose the time of day or night that is most convenient for you.

Are you available and interested in being part of this Online Bulletin Board?

1 Yes

2 No

THANK & TERMINATE

We will send additional details and instructions on how to access the Online Bulletin Board via email. If you prefer for us to contact you via phone to provide this information, please supply a contact number. If you would prefer to contact us for this information, please email XXXX at XXXXX@heartandmindstrategies.com.

In order to send you compensation by check in the mail, we will also ask for your address.

First name: _____

Last name: _____

Email: _____

Daytime phone: _____

Evening phone: _____

Mailing Address: _____

City: _____

Postal code: _____

An email containing instructions and web links for the discussion will be sent to you by [INSERT DATE]. This email will supply the URL you will need to reference the group online as well as your username and password. It will be coming from [INSERT EMAIL ADDRESS].

Team Stratacomm

Stratacomm + **gmmmb** **HEART & MIND**
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Thank you.