

This collection of information is voluntary and will be used for Fuel Economy, GHG, Other Emissions, and Alternative Fuels Education Program Quantitative Materials Testing Research. We will not collect any personal information that would allow anyone to identify you. 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 current valid OMB Control Number. The OMB Control Number for this information collection is 2127-XXXX.

Public reporting for this collection of information is estimated to be approximately 20 minutes per response, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590

Appendix D:
Fuel Economy, GHG, Other Emissions, and Alternative Fuels Education Program
Materials Testing Quantitative Survey
June 29, 2015

Target Audience:	U.S. drivers ages 18 and older who currently own or lease a vehicle and have primary or shared responsibility for vehicle purchase and/or maintenance decisions for their household.
Length of Interview:	20 minutes
Data Collection Mode:	Online Survey
Data Collection Dates:	TBD (Dependent on OMB approval date)

Research Objectives:

1. Gather updated data on consumer knowledge of and opinions related to fuel economy, GHG emissions and other emissions, and alternative fuels information and perceptions of information currently available.
2. Develop an understanding of the current channels drivers are using to obtain information on vehicles, fuel economy to inform communications planning.
3. Test materials and content developed to assess consumer comprehension and perceived usefulness.
4. Use quantitative data cuts to guide communications planning and targeting of materials.

Reviewer Note: Any text that is in brackets (e.g., [XXXXX]) are programmer notes and will not be shown to respondents. Section headers will also not be displayed.

Introductory Text:

Thank you for agreeing to participate in this online study. The survey will take about 20 minutes to complete.

This study is being conducted on behalf of the National Highway Traffic Safety Administration (NHTSA). This collection of information is voluntary and will be used for Fuel Economy, GHG, Other Emissions, and Alternative Fuels Education Program Quantitative Materials Testing Research. We will not collect any personal information that would allow anyone to identify you. 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 current valid OMB Control Number. The OMB Control Number for this information collection is 2127-XXXX.

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Screening¹

1. In which of the following categories is your age? **[SINGLE RESPONSE]**

- 1 Under 18 **[TERMINATE]**
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older

2. Are you...? **[SINGLE RESPONSE]**

- 1 Male
- 2 Female

3. In which of the following states do you currently reside? **[SINGLE RESPONSE]**

[DROP DOWN LIST OF 50 STATES AND D.C.; TERMINATE IF RESPONDENT DOES NOT LIVE IN THE U.S.]

¹ “Screening” – The purpose of this section is to determine whether or not a respondent qualifies for this study and to provide demographic information that can be useful in identifying target audiences for the messages.

4. Do you or a family member currently, or have you or a family member previously worked for any of the following? **[MULTIPLE RESPONSE][RANDOMIZE]**

- 1 The automotive industry **[TERMINATE]**
- 2 An ethanol or alternative fuel producer **[TERMINATE]**
- 3 A market research company or department **[TERMINATE]**
- 4 A marketing company or department **[TERMINATE]**
- 5 None of the above **[EXCLUSIVE] [ANCHOR]**

5. Do you currently possess a valid driver's license? **[SINGLE RESPONSE]**

- 1 Yes
- 2 No **[TERMINATE]**

6. Do you currently own or lease a passenger vehicle? **[MULTIPLE RESPONSE]**

- 1 Yes – Own
- 2 Yes – Lease
- 3 No **[EXCLUSIVE]**

7. Thinking about your next vehicle purchase or lease, would you say you are the primary decision maker, have shared responsibility, or will someone else make the decision? **[SINGLE RESPONSE]**

- 1 I am the primary decision maker
- 2 I have shared responsibility with someone else
- 3 I do not have any responsibility for vehicle purchasing decisions

8. Thinking about the vehicle(s) you drive most often, when it comes to vehicle maintenance decisions would you say you are the primary decision maker, have shared responsibility, or will someone else make the decision? **[SINGLE RESPONSE]**

- 1 I am the primary decision maker
- 2 I have shared responsibility with someone else
- 3 I do not have any responsibility for vehicle maintenance decisions

[RESPONDENT MUST HAVE RESPONSIBILITY FOR PURCHASE AND/OR MAINTENANCE DECISIONS; TERMINATE IF Q7=03 AND Q8=03]

Respondent Knowledge & Perceptions²

9. How interested are you in looking up information about ways to improve your vehicle's fuel economy? **[SINGLE RESPONSE]**³

- 1 Not at all interested
- 2
- 3
- 4
- 5
- 6
- 7 Very interested

10. How interested are you in looking up information about alternative fuels that can be used to power passenger vehicles? **[SINGLE RESPONSE]**

- 1 Not at all interested
- 2
- 3
- 4
- 5
- 6
- 7 Very interested

11. How much do you agree or disagree with the following statements:⁴
[GRID] [RANDOMIZE] [SINGLE RESPONSE]

- a. I am interested in learning more about technologies and innovations that are helping to make vehicles more fuel efficient
- b. The way I drive my vehicle can impact its fuel economy
- c. There is a direct relationship between the fuel economy of my vehicle and its greenhouse gas emissions
- d. There may be ways to use alternative fuels without modifying the engine of my vehicle

- 1 Disagree completely
- 2
- 3
- 4
- 5
- 6
- 7 Agree completely

² "Respondent Knowledge & Perceptions" – This section includes questions aimed at satisfying Objective 1.

³ Questions 9, 10 and 11a will be used to provide context around the interest levels of respondents evaluating these materials. These will be used in cross-tabulations, but are not meant to be projectable in determining interest in these topics among all U.S. drivers.

⁴ Question 11b-d includes statements that are relevant to the information presented in the materials to begin to gauge knowledge prior to being shown campaign content.

[ROTATE GROUPS: Q12/Q13 AND Q14/Q15. HALF WILL SEE FUEL ECONOMY QUESTIONS FIRST AND HALF WILL SEE ALTERNATIVE FUEL QUESTIONS FIRST]

TRANSITION TEXT: For the next few questions, we would like to ask you more about fuel economy.

12. When evaluating the fuel economy of vehicles, that is the number of miles a vehicle can travel on a gallon of gasoline (*i.e.*, miles per gallon or MPG), how important are the following considerations to you personally?⁵

The reasons I might consider a more fuel efficient vehicle include... **[GRID] [RANDOMIZE] [SINGLE RESPONSE]**

- a. Saves money on gas
 - b. Has the newest vehicle technology
 - c. Helps the environment
 - d. Helps improve the air quality in my town or city
 - e. Helps reduce U.S. dependence on oil
 - f. Helps reduce U.S. dependence on *foreign* oil
 - g. Saves me trips to the gas station
 - h. Provides me with incentives like the ability to ride in the HOV lane
 - i. Reduces greenhouse gases and other pollutant emissions
- 1 Not at all important when considering a fuel efficient vehicle
- 2
- 3
- 4
- 5
- 6
- 7 The most important factor when considering a fuel efficient vehicle
- 8 Not applicable / I have never thought of this

⁵ Question 12 is meant to provide an update on consumer perceptions. Results will be used to guide communications messaging decisions.

13. Below is a list of driver behaviors. How much of an impact do you believe each of the following have on your vehicle's fuel economy (MPG)? Please use a 1 to 7 scale where 1 means that the item has a VERY NEGATIVE impact on fuel economy (fewer miles per gallon), 4 means the item has NO IMPACT on fuel economy and 7 means the item has a very positive impact on fuel economy (more miles per gallon).⁶

[GRID] [RANDOMIZE] [SINGLE RESPONSE]

- a. Idling while waiting for someone, instead of turning off the vehicle
- b. Maintaining a constant speed
- c. Driving with a roof top carrier or bicycle/ski rack
- d. Driving with a full trunk or truck bed
- e. Idling to allow my vehicle to warm up on cold mornings
- f. Driving 10MPH above the posted speed limit
- g. Parking in the shade on a hot day
- h. Keeping up with a vehicle's recommended maintenance schedule
- i. Opening the windows when driving more than 35 mph
- j. Using the recommended motor oil
- k. Ensuring tires are inflated to the optimum pressure

- 1 Has a very negative impact on my vehicles' fuel economy
- 2
- 3
- 4 Has no impact on my vehicles' fuel economy
- 5
- 6
- 7 Has a very positive impact on my vehicles' fuel economy

TRANSITION TEXT: For the next few questions, we would like to ask you more about alternative fuels.

14. How familiar are you with the following alternative fuels that can be used to power vehicles?

[GRID] [RANDOMIZE] [SINGLE RESPONSE]

- a. Ethanol
- b. Biodiesel
- c. Electricity
- d. Natural gas

- 1 I have never heard of this fuel
- 2 I have heard of this fuel, but I am not familiar with it
- 3 I am somewhat familiar with this fuel
- 4 I am very familiar with this fuel, but have never used it personally
- 5 I currently use this fuel or have used this fuel in the past

⁶ Questions 13-15 are meant to provide an update on consumer knowledge and perceptions related to the information presented in campaign materials. Data will be used directionally and will not be projected to the general population.

15. Thinking about alternative fuels, how much do you agree or disagree with the following statements about a vehicle that can run on an alternative fuel?

A vehicle that runs on alternative fuels ... **[GRID] [RANDOMIZE] [SINGLE RESPONSE]**

- a. Saves money on gas
- b. Has the newest vehicle technology
- c. Support domestic production of alternative fuels
- d. Are flexible in the type of fuel they use
- e. Saves me trips to the gas station
- f. Provides me with incentives like being able to drive in the HOV lane
- g. Helps support economic development in certain Midwestern states
- h. Uses fuel that can be derived from renewable sources

- 1 Disagree completely
- 2
- 3
- 4
- 5
- 6
- 7 Agree completely

Communication Channels⁷

16. When looking for information about vehicles, what sources do you currently look to? Please be as specific as possible.

[OPEN END]

- 1 I have never looked for vehicle information

17. When looking for information about fuel or fuel economy, what sources do you currently look to? Please be as specific as possible.

[OPEN END]

- 1 I have never looked for fuel or fuel economy information

⁷ “Communication Channels” – The questions in this section aim to satisfy Objective 2

18. Below is a list of different places you might find information related to the topics we have discussed in this survey. Which of the following places are you interested in seeing or hearing information like this? **[SELECT ALL THAT APPLY]**

[RANDOMIZE AND GROUP 01-04, 05-09,10-11, 12-18,19-22]

- 1 General news websites (e.g., CNN.com, Yahoo News, etc.)
- 2 Automotive websites (e.g., Cars.com, Edmunds.com, etc.)
- 3 Government websites (e.g., SaferCar.gov, Fuel Economy.gov, etc.)
- 4 Social networking sites (e.g., Facebook, Twitter, etc.)
- 5 National TV news programs
- 6 Local TV news programs
- 7 Talk shows
- 8 On the radio
- 9 Podcasts
- 10 In magazines
- 11 In newspapers
- 12 On billboards
- 13 On buses/trains
- 14 At bus stops or train stations
- 15 Inside taxis
- 16 Ads sent to a cell phone or other mobile device
- 17 At the movies
- 18 At the gas pump
- 19 At the DMV
- 20 At a car dealership
- 21 At an auto repair or maintenance facility
- 22 In mail sent by my insurance company
- 23 Somewhere else **[PLEASE SPECIFY] [ANCHOR]**
- 24 None of these **[ANCHOR] [EXCLUSIVE]**

Materials Testing⁸

For the next few questions, you will be reviewing various materials that can be used to provide consumers with more information on topics such as fuel economy, greenhouse gases and other emissions, and alternative fuels.

[RANDOMIZE ORDER OF MATERIAL TYPES – FACT SHEETS, INFOGRAPHIC, VIDEOS]

- A. Technology & Innovation Fact Sheet
- B. Driving & Vehicle Maintenance Tips Fact Sheet
- C. Standards & Safety Fact Sheet
- D. Interactive Infographic
- E. Pockets (Video Concept)
- F. Aggressive (Video Concept)
- G. Things that Help You Save Fuel (Video Concept)
- H. Savings at the Pump (Video Concept)

⁸ “Materials Testing” – The questions in this section aim to satisfy Objectives 3 and 4

Fact Sheets

**[RANDOMIZE ORDER, EACH RESPONDENT WILL VIEW 2 RANDOMLY
ASSIGNED FACT SHEETS]**

**HQ19. Fact Sheets [DO NOT DISPLAY QUESTION, FOR RANDOMIZATION PURPOSES
ONLY]**

- A. Technology & Innovation Fact Sheet
- B. Driving & Vehicle Maintenance Tips Fact Sheet
- C. Standards & Safety Fact Sheet

19. On the next screen, you will see a fact sheet that contains information on the topics we have discussed in this survey. Please read through the fact sheet and using the highlighting tool, we'd like you to click on any areas that are particularly INTERESTING or RELEVANT to you.

[DISPLAY FACT SHEET 1]

20. We're going to show the same fact sheet. This time, please read through the fact sheet and using the highlighting tool, we'd like you to click on any areas that are UNCLEAR or CONFUSING to you.

[DISPLAY FACT SHEET 1]

21. What is the main message that this fact sheet is trying to convey?

[OPEN END]

22. Overall, how informative is this fact sheet?

- 1 Not at all informative
- 2
- 3
- 4
- 5
- 6
- 7 Very informative

23. Overall, would you say the information in this fact sheet was clear or confusing?

- 1 Very confusing
- 2
- 3
- 4
- 5
- 6
- 7 Very clear

24. How credible is the information in this fact sheet?

- 1 Not at all credible
- 2
- 3
- 4
- 5
- 6
- 7 Very credible

25. How relevant is the information in this fact sheet to you, personally?

- 1 Not at all relevant
- 2
- 3
- 4
- 5
- 6
- 7 Very relevant

26. We would like to show you one additional fact sheet that contains information on the topics we have discussed in this survey. Please read through the fact sheet and using the highlighting tool, we'd like you to click on any areas that are particularly INTERESTING or RELEVANT to you.

[DISPLAY FACT SHEET 2]

27. We're going to show the same fact sheet. This time, please read through the fact sheet and using the highlighting tool, we'd like you to click on any areas that are UNCLEAR or CONFUSING to you.

[DISPLAY FACT SHEET 2]

28. What is the main message that this fact sheet is trying to convey?

[OPEN END]

29. Overall, how informative is this fact sheet?

- 1 Not at all informative
- 2
- 3
- 4
- 5
- 6
- 7 Very informative

30. Overall, would you say the information in this fact sheet was clear or confusing?

- 1 Very confusing
- 2
- 3
- 4
- 5
- 6
- 7 Very clear

31. How credible is the information in this fact sheet?

- 1 Not at all credible
- 2
- 3
- 4
- 5
- 6
- 7 Very credible

32. How relevant is the information in this fact sheet to you, personally?

- 1 Not at all relevant
- 2
- 3
- 4
- 5
- 6
- 7 Very relevant

33. How likely would you be to read fact sheets like the ones you just evaluated if you were looking for information on these topics?

- 1 Not at all likely
- 2
- 3
- 4
- 5
- 6
- 7 Very likely

Interactive Infographic

On the next screen, you will see an interactive image that provides more information on the topics we have discussed in this survey. Please read through the information presented in this graphic, then answer the follow-up questions.

34. What is the main message that this graphic is trying to convey?

[OPEN END]

35. Overall, how informative is this graphic?

- 1 Not at all informative
- 2
- 3
- 4
- 5
- 6
- 7 Very informative

36. Overall, would you say the information in this graphic was clear or confusing?

- 1 Very confusing
- 2
- 3
- 4
- 5
- 6
- 7 Very clear

37. How credible is the information in this graphic?

- 1 Not at all credible
- 2
- 3
- 4
- 5
- 6
- 7 Very credible

38. How relevant is the information in this graphic to you, personally?

- 1 Not at all relevant
- 2
- 3
- 4
- 5
- 6
- 7 Very relevant

39. How likely would you be to use an interactive graphic like this if you were looking for information on this topic?

- 1 Not at all likely
- 2
- 3
- 4
- 5
- 6
- 7 Very likely

Video Concepts

[RANDOMIZE ORDER, EACH RESPONDENT WILL VIEW 2 RANDOMLY ASSIGNED VIDEOS]

HQ39. Video Concepts **[DO NOT DISPLAY QUESTION, FOR RANDOMIZATION PURPOSES ONLY]**

- A. Pockets (Video Concept)
- B. Aggressive (Video Concept)
- C. Things that Help You Save Fuel (Video Concept)
- D. Savings at the Pump (Video Concept)

The next thing we have to show you will be a brief video storyboard about these topics. A storyboard is an outline of a video that is currently in production. Since this is early on in the video development process, the storyboard will be presented as animated illustrations with a voiceover and sound effects to help you follow along; however, the **final video will include live actors and real-world scenes.**

Please make sure your volume is turned up so that you can heard the voiceover and sound effects!

When you're ready to proceed, click the "Continue" button below.

[DISPLAY STORYBOARD VIDEO 1]

40. What is the main message that this video is trying to convey?

[OPEN END]

41. Overall, how informative is this video?

- 1 Not at all informative
- 2
- 3
- 4
- 5
- 6
- 7 Very informative

42. Overall, would you say the information in this video was clear or confusing?

- 1 Very confusing
- 2
- 3
- 4
- 5
- 6
- 7 Very clear

43. How credible is the information in this video?

- 1 Not at all credible
- 2
- 3
- 4
- 5
- 6
- 7 Very credible

44. How relevant is the information in this video to you, personally?

- 1 Not at all relevant
- 2
- 3
- 4
- 5
- 6
- 7 Very relevant

45. How likely would you be to watch a video like this if you were looking for information on this topic?

- 1 Not at all likely
- 2
- 3
- 4
- 5
- 6
- 7 Very likely

We have another potential video concept to share with you. This storyboard will be presented just like the last one, with each frame depicting the scene and a voiceover and sound effects to help you follow along. Again, the **final video will include live actors and real-world scenes.**

Please make sure your volume is turned up so that you can heard the voiceover and sound effects!

When you're ready to proceed, click the "Continue" button below.

[DISPLAY STORYBOARD VIDEO 2]

46. What is the main message that this video is trying to convey?

[OPEN END]

47. Overall, how informative is this video?

- 1 Not at all informative
- 2
- 3
- 4
- 5
- 6
- 7 Very informative

48. Overall, would you say the information in this video was clear or confusing?

- 1 Very confusing
- 2
- 3
- 4
- 5
- 6
- 7 Very clear

49. How credible is the information in this video?

- 1 Not at all credible
- 2
- 3
- 4
- 5
- 6
- 7 Very credible

50. How relevant is the information in this video to you, personally?

- 1 Not at all relevant
- 2
- 3
- 4
- 5
- 6
- 7 Very relevant

51. How likely would you be to watch a video like this if you were looking for information on this topic?

- 1 Not at all likely
- 2
- 3
- 4
- 5
- 6
- 7 Very likely

Testing Wrap-Up

52. Thinking about all of the materials you have just seen – the fact sheets, the interactive graphic and the videos – how useful was the information presented in these materials for you, personally?

- 1 Not at all useful
- 2
- 3
- 4
- 5
- 6
- 7 Very useful

53. If you saw these materials online, how likely would you be to share them with others either through social media, e-mail or by telling others about what you saw?

[DISPLAY IN ORDER OF TESTING, ONLY SHOW THOSE ITEMS RESPONDENT HAS SEEN]

- i. Technology & Innovation Fact Sheet
- ii. Driving & Vehicle Maintenance Tips Fact Sheet
- iii. Standards & Safety Fact Sheet
- iv. The interactive graphic
- v. Pockets Video (Final video, not storyboard)
- vi. Aggressive Video (Final video, not storyboard)
- vii. Things that Help You Save Fuel Video (Final video, not storyboard)
- viii. Savings at the Pump Video (Final video, not storyboard)

- 1 Not at all likely
- 2
- 3
- 4
- 5
- 6
- 7 Very likely

54. Which of these materials is MOST useful for you? **[DISPLAY IN Q53 ORDER]**

- 1 Technology & Innovation Fact Sheet
- 2 Driving & Vehicle Maintenance Tips Fact Sheet
- 3 Standards & Safety Fact Sheet
- 4 The interactive graphic
- 5 Pockets Video (Final video, not storyboard)
- 6 Aggressive Video (Final video, not storyboard)
- 7 Things that Help You Save Fuel Video (Final video, not storyboard)
- 8 Savings at the Pump Video (Final video, not storyboard)
- 9 All were equally useful
- 10 None of these were useful

55. And thinking about everything you just saw and read, how well does the slogan “Drive CENTSibly” encompass the topics being presented?

- 1 Not at all
- 2
- 3
- 4
- 5
- 6
- 7 Very well

Demographics⁹

These final few questions are for classification purposes only...

56. Which of the following statements best represents your plans for purchasing or leasing a new vehicle for you or your family? By new vehicle, we mean new model year vehicle, not used or previously owned.

- 1 I plan to purchase or lease a new vehicle in the next 1 to 3 months
- 2 I plan to purchase or lease a new vehicle in the next 4 to 6 months
- 3 I plan to purchase or lease a new vehicle in the next 7 to 12 months
- 4 I plan to purchase or lease a new vehicle longer than 12 months from now
- 5 I have no plans to purchase or lease a new vehicle

57. How many of each of the following types of vehicle(s) does your household currently own or lease? **[ENTER NUMBER]**

- a. Gasoline-engine vehicle
- b. Gasoline-electric hybrid vehicle
- c. Diesel engine vehicle
- d. Flex-fuel or alternative fuel vehicle

58. What is the last grade you completed in school?

- 1 Some grade school (1-8)
- 2 Some high school (9-11)
- 3 High school graduate (12)
- 4 Technical or vocational school
- 5 Some College
- 6 College Graduate
- 7 Graduate or Professional School
- 8 Other

⁹ “Demographics” – The purpose of this section is to provide demographic information that can be useful in satisfying Objective 4

59. Are you of Hispanic or Latino descent?

- 1 Yes
- 2 No

60. Select one or more of the following that best describes your race? **[ACCEPT MULTIPLE RESPONSES]**

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African-American
- 4 Native Hawaiian or other Pacific Islander
- 5 White

61. Which ONE of the following best describes your total household income?

- 1 Under \$25,000
- 2 \$25,000 to less than \$50,000
- 3 \$50,000 to less than \$75,000
- 4 \$75,000 to less than \$100,000
- 5 \$100,000 to less than \$150,000
- 6 \$150,000 to less than \$200,000
- 7 \$200,000 or more
- 8 Unsure or Refused