

CONFIDENTIAL
NHTSA ADS PHASE 2 RESEARCH
Online Bulletin Board Screener – DRAFT 06/15/2020

Recruit n=270 (n=30 per regional group; Nine regional groups)
Recruit criteria is the same for all groups except with regard to region

Participant Criteria:

Base criteria	<ul style="list-style-type: none">• Can read/respond in English (S1/1)• Does not work in sensitive industry (S2/8)• Ages 18 and older (S6/2-4) • Has high-speed internet access (S18/1)• Mix of demographics
Group A (n=27-28) Current licensed drivers in the buying mindset	<ul style="list-style-type: none">• Has a valid driver's license (S7/1)• Primary or shared decision-maker for vehicle purchases (S13/1-2)• Has either purchased a vehicle (model year 2016 or newer) in the last 12 months or is likely to do so in the next 12 months (S16/1)• Vehicle safety must be at least somewhat important in their purchase decision (S17/3-5)
Group B (n=2-3) Non-licensed drivers who could benefit from increased transportation options offered by ADS	<ul style="list-style-type: none">• Has a valid reason for not having a license (i.e. health, disability, age related, revoked) (S10/2)• Has complete/shared control over what transportation options they use (S11/1,2)• At least somewhat interested in transportation options beyond what is available today (S12/3,4 or 5)

Screening Process

- 1. Recruiter will conduct an initial outreach by email and screen potential participants using an online survey (will include all questions in screener along with the *Qualified and Available and interested* pages where appropriate**
- 2. Qualified participants who are available and interested will be contacted by phone to confirm their availability & interest and share instructions on how to access the board**

INTRODUCTION

Thank you for taking this survey. Your opinions are important to us! Please be honest when answering the survey. Your answers are anonymous and confidential, and none of your individual information will be shared with any third parties.

[INCLUDE ON ITS OWN SEPARATE SCREEN AFTER THE INTRODUCTION SCREEN] This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. 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 2127-0682. Public reporting for this collection of information is estimated to be approximately 3 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

Heart+Mind Strategies, an independent, global opinion research firm, is 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, a mobile app using a smartphone, or a 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 (i.e. type) in English fluently?

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

S2. Do you or does any member of your household currently work for any of the following? Please select all that apply.

[RANDOMIZE 1-7]

1. A media company
2. An automobile manufacturer or dealership
3. An automotive parts manufacturer
4. A market research firm or marketing division of a company
5. An advertising or marketing firm
6. A news or journalism organization
7. A government agency
8. None of the above **[EXCLUSIVE] [ANCHOR]**

[TERMINATE IF S2=1-7]

S3. In which state do you live?

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

S4. HIDDEN 9 POINT GEOCODE

- | | | |
|-----------------------|---------------------------------|--------------|
| 1. New England | (S3=07,20,22,30,40,46) | [RECRUIT 30] |
| 2. Middle Atlantic | (S3=31,33,39) | [RECRUIT 30] |
| 3. East North Central | (S3=14,15,23,36,50) | [RECRUIT 30] |
| 4. West North Central | (S3=16,17,24,26,28,35,42) | [RECRUIT 30] |
| 5. South Atlantic | (S3=08,09,10,11,21,34,41,47,49) | [RECRUIT 30] |
| 6. East South Central | (S3=01,18,25,43) | [RECRUIT 30] |
| 7. West South Central | (S3=04,19,37,44) | [RECRUIT 30] |
| 8. Mountain | (S3=03,06,13,27,29,32,45,51) | [RECRUIT 30] |
| 9. Pacific | (S3=02,05,12,38,48) | [RECRUIT 30] |

S5. Are you male or female?

1. Male [RECRUIT 15 PER REGION]
2. Female [RECRUIT 15 PER REGION]

S6. Into which of the following categories does your age fall?

1. Under 18 [TERMINATE]
2. 18-34 [RECRUIT 10 PER REGION]
3. 35-54 [RECRUIT 10 PER REGION]
4. 55+ [RECRUIT 10 PER REGION]

S7. Do you currently have a valid driver's license?

1. Yes [SKIP TO S13]
2. No

DOES NOT HAVE A LICENSE

S8. Did you have a license at a previous time?

1. Yes
2. No

DOES NOT HAVE A LICENSE

S9. Which of the following best describes why you don't have a license currently?

1. I have a health issue, medical issue or disability that prevents me from obtaining a driver's license
2. I am at an age where I'm no longer comfortable driving
3. My doctor advised that I should no longer drive
4. I have had my license revoked or suspended [MAX 1]
5. Other – Specify [HOLD & REVIEW]

S10. HIDDEN QUESTION – LICENSE STATUS

1. CURRENT LICENSE HOLDERS [S7=1] [SKIP TO S13]
2. DOES NOT HAVE LICENSE, HAS VALID REASON [S7=2 AND S9=1-4] [RECRUIT 2-3 PER GROUP]

DOES NOT HAVE A LICENSE, HAS VALID REASON

S11. To what degree are you able to choose the particular modes of transportation to use when you need to travel?

Would you say you have:

1. Complete control over the modes of transportation I use when I need to travel
2. Shared control with someone else over the modes of transportation I use when I need to travel
3. No control over the modes of transportation I use when I need to travel

[TERMINATE]

DOES NOT HAVE A LICENSE, HAS VALID REASON

S12. How interested are you in learning about transportation options beyond what is available today?

1. Not at all interested [TERMINATE]
2. Not too interested [TERMINATE]
3. Somewhat interested
4. Very interested
5. Extremely interested

CURRENT LICENSE HOLDERS

S13. Who is responsible for making vehicle purchase decisions in your household?

1. I am primarily responsible
2. I share this responsibility with someone else in the household
3. Someone else in the household is responsible [TERMINATE]

CURRENT LICENSE HOLDERS

S14. Have you purchased a new or used vehicle with a model year of 2016 or newer in the last 12 months?

1. Yes [CODE S16 AS 1/YES]
2. No

CURRENT LICENSE HOLDERS

S15. How likely are you to purchase a new or used vehicle with a model year of 2016 or newer in the next 12 months?

1. Not at all likely
2. Not too likely
3. Somewhat likely [CODE S16 as 1/YES]
4. Very likely [CODE S16 as 1/YES]
5. Extremely likely [CODE S16 as 1/YES]

S16. HIDDEN QUESTION – PURCHASE MINDSET

1. Yes – recent purchase or future purchase (S14/1 or S15/3-5)
2. No (S14/2 AND S15/1-2) [TERMINATE]

CURRENT LICENSE HOLDERS

S17. When purchasing a vehicle, how important is vehicle safety technology in your decision-making?

1. Not at all important [TERMINATE]
2. Not very important [TERMINATE]
3. Somewhat important
4. Very important

5. Extremely important
- S18. Do you have regular access to the Internet through a smart phone or high-speed Internet connection?
1. Yes
 2. No [TERMINATE]
- S19. What is the last formal grade of education you have completed? [RECRUIT MIX BY REGION]
1. Less than high school
 2. High school graduate
 3. Vocational / Technical
 4. Some college
 5. College graduate
 6. Postgraduate
 7. Prefer not to answer [TERMINATE]
- S20. Are you of Hispanic or Latino origin?
1. Yes [RECRUIT 5 PER REGION]
 2. No
- S21. What is your race? (Please select all that apply). [RECRUIT MIX BY REGION]
1. White
 2. Black or African American [RECRUIT 5 PER REGION]
 3. Asian
 4. Native Hawaiian or other Pacific Islander
 5. American Indian or Alaskan Native
- S21. What is your employment status? [RECRUIT MIX BY REGION]
1. Employed full-time
 2. Employed part-time
 3. Self-employed
 4. Not employed and looking for work
 5. Not employed and NOT looking for work
 6. Not employed, unable to work due to a disability or illness
 7. Retired
 8. Student
 9. Stay-at-home spouse or partner
 10. Other [SPECIFY] [IF MILITARY, ASSIGN CODE S21/1 EMPLOYED-FULL TIME]

S22. Which of the following best describes your total annual household income before taxes in 2019? [RECRUIT MIX BY REGION]

1. Less than \$25,000
2. \$25,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 to \$149,999
6. \$150,000 or more
7. Prefer not to answer

[IF QUALIFIED PROCEED TO QUALIFICATION PAGE]

QUALIFICATION PAGE

Thank you for answering our questions. We would like you to participate in our Online Bulletin Board. Participants who complete the activities will receive \$75 in appreciation for their time.

This will be a single Bulletin Board taking place over the course of a week with new activities on three (3) of the days (T, W & Th). The online discussion 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.

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. 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 can make up (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 a token of our thanks 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 \$75 check to an address of your choice.

To be part of this online research, you will need to log on to the discussion website at least once a day on **[INSERT DATES]** and spend at least 15-20 minutes each of those days in the discussion. You must complete all three (3) days in order to receive your \$75 check. 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 [CONTINUE TO QUALIFIED AND AVAILABLE & INTERESTED PAGE]
2. No [TERMINATE]

QUALIFIED AND AVAILABLE & INTERESTED PAGE

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 Tyler Ashe at tashe@heartandmindstrategies.com.

In order to send you your \$75 check in the mail, we will also ask for your address.

First name: [TEXT BOX]

Last name: [TEXT BOX]

Email: [TEXT BOX]

Daytime phone: [TEXT BOX]

Evening phone: [TEXT BOX]

Mailing Address: [TEXT BOX]

City: [TEXT BOX]

Postal code: [TEXT BOX]

You will receive a call by [INSERT DATE] to reconfirm your interest and availability. 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 Shireen Olsen (solsen@heartandmindstrategies.com) or Steve Weachter (sweachter@heartandmindstrategies.com).

Thank you.

TERMINATION PAGE

Thank you for answering our questions. That is all the information we need for today. Have a nice day!