

NHTSA ADS CONSUMER EDUCATION RESEARCH
FOCUS GROUPS SCREENER
DRAFT 11.12.2019

<p><u>Group 1</u> Highly interested and/or has experience with driver assistance technology</p>	<p>Qualifications – Recruit 12 to seat 9</p> <ul style="list-style-type: none">+ Ages 18+ (S2)+ Has a current driver’s license (S5)+ Primary or shared decision-maker for vehicle purchases (S6)+ 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 (S7c)+ Vehicle safety must be at least somewhat important in their purchase decision (S8)+ Is very or extremely interested in driver assistance technology OR has experience using 3 or more driver assistance technologies (S9/S11)
<p><u>Group 2</u> Little or no experience and low interest with driver assistance technology and is a soft skeptic of automated vehicles</p>	<p>Qualifications – Recruit 12 to seat 9</p> <ul style="list-style-type: none">+ Ages 18+ (S2)+ Has a current driver’s license (S5)+ Primary or shared decision-maker for vehicle purchases (S6)+ 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 (S7c)+ Vehicle safety must be at least somewhat important in their purchase decision (S8)+ Is NOT very or extremely interested in driver assistance technology+ Is unsure if automated vehicles are a good thing (S12)

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 4 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

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 participating 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 remain confidential.

S1. [RECORD GENDER BY OBSERVATION]

- 1 Male [RECRUIT 6 PER GROUP]
- 2 Female [RECRUIT 6 PER GROUP]

S2. What is your age? [RECRUIT A MIX]

- 1 <18 **THANK & TERMINATE**
- 2 18-34
- 3 35-54
- 4 55+

S3. Do you or does any member of your household currently work for...?

[THANK & TERMINATE 1-7]

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

S4. 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**

S5. Do you currently have a valid driver's license?

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

S6. Who is responsible for making vehicle related 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 **THANK & TERMINATE**

S7a. Have you purchased a new or used vehicle with a model year of 2016 or newer in the last 12 months?

- 1 Yes [CODE S7c as 1/Yes]
- 2 No

S7b. 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 S7c as 1/Yes]
- 4 Very likely [CODE S7c as 1/Yes]
- 5 Extremely likely [CODE S7c as 1/Yes]

S7c. HIDDEN QUESTION – PURCHASE MINDSET

- 1 Yes – recent purchase or future purchase (S7a/1 or S7b/3-5)
- 2 No (S7a/2 AND S7b/1-2) **THANK & TERMINATE**

S8. When purchasing a vehicle, how important is vehicle safety technology in your decision-making?

- 1 Not at all important **THANK & TERMINATE**
- 2 Not very important **THANK & TERMINATE**
- 3 Somewhat important
- 4 Very important
- 5 Extremely important

S9. How interested are you in learning about driver assistance technologies?

- 1 Not at all interested
- 2 Not very interested
- 3 Somewhat interested
- 4 Very interested
- 5 Extremely interested

S10. Do you currently have access to a vehicle (car, truck or SUV)?

- 1 Yes
- 2 No **[SKIP TO 12]**

S11a. 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 Pedestrian Automatic Emergency 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]

S11b. HIDDEN QUESTION – TOTAL TECHNOLOGIES

- 1 2 or less
- 2 3 or more

S12. People have different views toward automated vehicles. Which of the following best describes your own view?

- 1 Automated vehicles are DEFINITELY a good thing
- 2 Automated vehicles are PROBABLY a good thing
- 3 I am unsure if they are a good thing or not
- 4 Automated vehicles are PROBABLY not a good thing
- 5 Automated vehicles are DEFINITELY not a good thing **THANK & TERMINATE**

S13. HIDDEN QUESTION – GROUP CLASSIFICATION

- 1 Highly interested or experienced (S9/4 or 5) OR (S11b/2)
- 2 Not highly interested and soft skeptic (S9/1-3) AND (S12/3 or 4)
- 3 ALL OTHERS **THANK & TERMINATE**

S14. What is the last grade of formal education you completed? [RECRUIT A 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**

S15. Are you of Hispanic or Latino origin?

- 1 Yes [RECRUIT MIN 1]
- 2 No

S16. What is your race? *Select all that apply.* [RECRUIT A MIX]

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

S17. Which of the following best describes your employment status? [RECRUIT A 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']

S18. What was the total combined annual income before taxes, of all the members of your household including yourself in 2018? [RECRUIT A 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**

S19. 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**

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.]