

Welcome and Thank You Text

Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Welcome Text - Alternate

Thank you for visiting [Company/Site/Agency]. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the [Company/Site/Agency]. Please take a few minutes to give us your feedback. All results are strictly confidential.

Thank You Text - Alternate

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.



Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank you for taking our survey - and for helping us serve you better.
We appreciate your input!

Cancel

Submit

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Model Name NHTSA SaferCar v2
 Model ID ssAxkBZw04F1N1ApFNdcsQ4C
 Partitioned 2MQ
 Date 11/18/2015

Red & Strike-Through: Delete
 Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Rework



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to SaferCar.gov?
2 Look and Feel - Readability	Please rate the balance of graphics and text on this site.	17 Satisfaction - Ideal	How well does this site meet your expectations?	20 Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend SaferCar.gov to someone else?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	21 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use SaferCar.gov as your primary resource for obtaining information about NHTSA?
4 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.			22 Trust - Best Interests	Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on NHTSA to act in my best interests.
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.			23 Trust - Trustworthy	I consider NHTSA to be trustworthy.
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.			24 Trust - Do Right	NHTSA can be trusted to do what is right. Future Participation (1=Very Unlikely, 10=Very Likely)
7 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this site is organized.			25 Future Participation	How likely are you to express your thoughts or ideas to NHTSA in the next 90 days?
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you need.				
10 Information Browsing - Sort	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
13 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

Model Name NHTSA SaferCar v2
 Model ID ssAxkBZw04F1N1ApFNdcS4C
 Partitioned 2MQ
 Date 4/14/2016

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 Pink: Addition
 Blue: Reword



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK6357Q001			How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less This is my first time visiting this site		Y	Radio button, one-up vertical		Visit Frequency
ESK6357Q002	Role		What best describes your role during your site visit today?	Federal, State, or Local government employee Parent Grandparent Child care provider/Caregiver Teacher Student Researcher Consumer/Vehicle Owner Traffic Safety Advocate Manufacturer Car dealership or other vehicle sales Mechanic/vehicle service or maintenance Industry group member Industry member General public Other		Y	Radio button, one-up vertical	Skip Logic Group*	Role
ESK6357Q003		A	Other best describes your role			N	Text field, <100 char	Skip Logic Group*	Other Role
ESK6357Q004			What type(s) of information were you looking for on the site? (Please select all that apply.)	Driving Safety (alcohol, texting/cell phones, child car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.) Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.) About NHTSA (Administrator, calendar, jobs, press releases, etc.) Other		Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
ESK6357Q005		A	Other information			N	Text area, no char limit	Skip Logic Group	Other Vehicle Info
ESK6357Q006			What is the main reason you were looking for this type information?	I am researching to purchase a car My car is having problems I am just curious to see if my current car has any information I should be aware of I am researching for work I am researching for school Other		Y	Radio button, one-up vertical	Skip Logic Group*	Reason
ESK6357Q007		A	What is the other reason you were looking for information?			N	Text area, no char limit	Skip Logic Group*	Other_Reason
ESK6357Q008			Who were you trying to protect by researching this information? If it is yourself, please select what category fits best. (Please select all that apply.)	Infant children (0-2) Children (3-12) Adolescent children (13-19) Adults (20-64) Older drivers/passengers (65+) Disabled drivers/passengers Other Not applicable Prefer not to respond.		Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive Mutually Exclusive	Protecting
ESK6357Q009		A	Who else were you trying to protect? Please be brief and specific.			N	Text area, no char limit	Skip Logic Group*	Other_Protecting
ESK6357Q012			What area of the site were you primarily gathering information from?	Vehicle Shoppers (5-Star Safety Ratings, Air Bags, Tires, Child Safety) Vehicle Owners (File a Complaint, Search Complaints, Safety Recalls, Defect Investigations) Vehicle Manufacturers (Early Warning Reporting Information, Toolkit, Foreign Campaigns)	D E F	Y	Radio button, one-up vertical	Skip Logic Group*	Area

				Parents Central (Car Seats, On the Move, At the Wheel, In and Around the Car) Don't know Other	G H				
ESK6357Q013		H	What other area of the site were you primarily reading information from?			N	Text area, no char limit	Skip Logic Group*	Other Area
ESK6357Q014		D	What type(s) of Vehicle Shopper information were you looking for? (Please select all that apply.)	5-Star Safety Ratings for Vehicles Air Bag Safety Child Safety (Car Seat Recall, Register a Car Seat, Seat Inspection Station Locator) Rollover Information Safety Technology (Crash Avoidance, Crash Protection) Tires (Tire Pressure, Maintenance, Ratings, Labeling) Passenger Van Safety Other	S, T J	Y	Checkbox, one-up vertical	Skip Logic Group	Shoppers
ESK6357Q015		J	What other type of Vehicle Shopper information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Shoppers
ESK6357Q016		S	What type of 5-star safety rating information were you looking for? Please be specific.			N	Text area, no char limit	Skip Logic Group	5 Star Info
ESK6357Q017		T	How could we improve the 5-star safety rating section of the website?			N	Text area, no char limit	Skip Logic Group	5 Star Improve
ESK6357Q018		E	What type(s) of Vehicle Owner information were you looking for? (Please select all that apply.)	File a Complaint (Vehicle, Car Seat, Equipment or Tire Complaint) Search Complaints Safety Recalls (Vehicles, Car Seats) Defects Investigations Service Bulletins Passenger Van Safety Emergency Response Vehicles Other	X, U K	Y	Checkbox, one-up vertical	Skip Logic Group	Owners
ESK6357Q019		X	What type of safety recall information were you looking for?	Vehicle recalls Tire recalls Child car seat recalls Air bag recalls Other recalls	Z Y	Y	Checkbox, one-up vertical	Skip Logic Group*	Recall Info Type
ESK6357Q020		Z	Why were you looking for information on air bags?	Curiosity - just browsing My car is recalled and I want learn what to do next Check air bag recall information to see if my car is included Other	Z1	Y	Radio button, one-up vertical	Skip Logic Group*	Air Bag - why
ESK6357Q021		Z1	For what other reason were you looking for air bag information?			N	Text area, no char limit	Skip Logic Group*	OE_Air Bag info
ESK6357Q022		Y	What other type of recall information were you looking for?			N	Text area, no char limit	Skip Logic Group*	OE_Recall Info Type
ESK6357Q023		U	How could we improve the safety recalls section of the website?			N	Text area, no char limit	Skip Logic Group	Recalls Improve
ESK6357Q024		K	What other type of Vehicle Owner information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Owners
ESK6357Q025		F	What type(s) of Vehicle Manufacturer information were you looking for? (Please select all that apply.)	Toolkit EWR (Early Warning Reporting) Information Foreign Campaigns Flat Files (Complaints, Defect Investigations, Recalls, Technical Service Bulletins) Other	L	Y	Checkbox, one-up vertical	Skip Logic Group	Manufacturer
ESK6357Q026		L	What other type of Vehicle Manufacturer information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Manufacturer
ESK6357Q027		G	What type(s) of Parents Central information were you looking for? (Please select all that apply.)	Car Seats (Car Seats & Booster Basics, Installation Tips, Securing Your Child, Instructional Videos, Protect Your Unborn Child, Campaign Toolkit) On the Move (School Buses, Bicycle Safety, Walking, Seat Belts, Chuggington) At the Wheel (Driving, Seat Belts, Alcohol, Distraction) In and Around the Car (Backover, Heatstroke, Power Windows, Seat Belt Entanglement, Trunk Entrapment, Vehicle Rollaway) Other	M	Y	Checkbox, one-up vertical	Skip Logic Group	Parents
ESK6357Q028		M	What other type of Parents Central information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Parents
JAC0118606			What links featured on the homepage did you visit today?	Recalls Spotlight Safety technologies File a complaint Car seats Crash test ratings Tire safety Latest news and information Other I did not use the links featured on the homepage	A	Y	Checkbox, one-up vertical	Skip Logic Group*	Center Links

JAC0118608		A	What other links did you use from the homepage today?	I don't recall		N	Text area, no char limit	Skip Logic Group*	OE_Center Links
ESK6357Q029			What made you decide to look for this type of information?			N	Text area, no char limit		OE Why Look
ESK6357Q030			Did you try to search for recalls on a vehicle today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	VIN recall search
ESK6357Q031		A	Did you use the VIN search tool today?	No	B,C,F	Y	Radio button, one-up vertical	Skip Logic Group	VIN search
				Yes					
				No					
				Don't know	G				
ESK6357Q032		B	Was the explanation clear for which kind of recalls the VIN search tool covers and does not cover?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN clear expl
				No					
				Don't know	Z				
KAU0101810		Z	What was not clearly explained?			N	Text area, no char limit	Skip Logic Group	OE VIN clear expl
ESK6357Q034		C	Which best describes your experience with the VIN search tool today?	I received Recall Results for my VIN	D,E	Y	Radio button, one-up vertical	Skip Logic Group	VIN experience
				I submitted my VIN, but got an error message					
				I could not submit my VIN in the search field					
				Other					
					Y				
ESK6357Q035		Y	Describe your experience with the VIN search tool.			N	Text area, no char limit	Skip Logic Group	OE VIN exper
ESK6357Q036		D	Was the information given in the Recall Results clear?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN results clear
				No					
ESK6357Q037		X	What was not clear about the Recall Results?		X	N	Text area, no char limit	Skip Logic Group	OE VIN results not clear
ESK6357Q038		E	Did the Recall Results give you the information you needed about any potential issue and next steps to take?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN info needed
				No					
				Don't know					
					W				
ESK6357Q039		W	What other information would you like to have?			N	Text area, no char limit	Skip Logic Group	OE VIN info needed
ESK6357Q040		F	Did you search for additional safety information by make/model/year?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN search addtl
				No					
ESK6357Q041		G	Why didn't you use the VIN search tool today? (Please select all that apply.)	I could not find the VIN search tool		Y	Checkbox, one-up vertical	Skip Logic Group*	VIN search not used
				I did not have my VIN available at the time					
				I do not know how to find my VIN					
				I searched by make/model/year instead					
				I found what I needed without doing a search					
Other									
					V				
ESK6357Q042		V	Why else didn't you use the VIN search tool?			N	Text area, no char limit	Skip Logic Group	OE VIN search not used
ESK6357Q057			How were you primarily looking for information?	Top navigation bar	D, G	Y	Radio button, one-up vertical	Skip Logic Group*	Look for Info
				Left navigation bar					
				Quick links on the right sidebar					
				Links in the center of the page					
				Search feature					
				Google or other third-party search					
				Bookmarked link to a specific page					
Other (please specify)									
					X				
ESK6357Q058		X	What other way were you primarily looking for information?			N	Text field, <100 char	Skip Logic Group*	Other Look for Info
ESK6357Q059		D	What was your experience like with the search feature ? (Please select all that apply.)	I did not have any difficulty with the search feature		Y	Checkbox, one-up vertical	Mutually Exclusive	Search
				Returned results that were too similar/redundant					
				Results were not relevant to my search terms or needs					
				Returned too many results					
				Returned not enough results					
				I was not sure what words to use in my search					
				Search speed was too slow					
Search required too many refinements to get to what I wanted									
Other (please specify)									
					F				
ESK6357Q060		F	Other search difficulties			N	Text area, no char limit	Skip Logic Group*	Other Search
ESK6357Q061		G	If you could make one improvement to the search feature, which of the following would you make?	Narrow results by a specific date		Y	Drop down, select one	Skip Logic Group	Search Improvement
				Sort results by most popular to least popular					
				Narrow by searching within the first set of results I receive					
				Search the document by type (i.e., pdf, doc, wav, etc.)					
				Other improvement suggestion:	H				
ESK6357Q062		H	What other search improvement suggestion would you make?			N	Text area, no char limit	Skip Logic Group	OE_Search Improvement
ESK6357Q063	Accomplish		Were you able to find what you were looking for on the site today?	Yes		Y	Drop down, select one	Skip Logic Group	Find

ESK6357Q064		E	What were you looking for that you could not find?	No	E	N	Text area, no char limit	Skip Logic Group	OE Did Not Find
ESK6357Q065			Did you find anything helpful or interesting on the site that you were not actually looking for?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group*	Find Not Looking For
ESK6357Q066		A	What did you find that you weren't looking for?	No		N	Text area, no char limit	Skip Logic Group*	OE_Find Not Looking For
ESK6357Q067			What amount of time did you spend on the site today?	Less time than I expected About the same amount of time as I expected More time than I expected Not sure		Y	Radio button, one-up vertical		Time on Site
ESK6357Q074			Is information about this agency's actions and/or decisions convenient to access on this site?	Yes No I have not tried to access this type of information	A	Y	Radio button, one-up vertical	Skip Logic Group*	Online Transparency - Accessibility
ESK6357Q075		A	Why not? Please explain:			N	Text area, no char limit	Skip Logic Group*	OE Online Transparency
ESK6357Q076			Are you currently signed up for email updates?	Yes, I was signed up before today's visit Yes, I signed up during today's visit No, I was not aware of the list No, I was aware but am not signed up		Y	Radio button, one-up vertical		Email Updates
ESK6357Q080			Have you seen or heard of any program(s) or campaign(s) that NHTSA is currently running? (Please select all that apply.)	Drive sober or get pulled over (Campaign against drunk driving) Click it or ticket (Campaign for seat belt use) Where's baby? Look before you lock. (Program against leaving children in hot cars - Heatstroke, Hypothermia) One text or call could wreck it all. (Campaign against distracted driving) Tire Wise (Campaign with tire safety information) Government 5-Star Safety Ratings (Campaign with vehicle safety information) If you're texting, you're not driving. (Campaign against distracted driving) Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle) Child Passenger Safety Week (Campaign promoting safety for child passengers) National Seat Check Saturday (Child car seats – proper installation) Child Car Safety (Child car seats) Right Car Seat (Child car seats) Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use for older children) U Drive. U Text. U Pay. Or You Drive. You Text. You Pay. (Campaign against distracted driving) Buzzed Driving is Drunk Driving. (Campaign against drunk driving) Everyone is a pedestrian. (Campaign to improve pedestrian safety) Safe Cars Save Lives (Campaign to use VIN lookup to check for recalls) Buckle Up. Every Trip. Every Time. (Campaign for seat belt use) The Ultimate Party Foul (Campaign against underage drinking and driving) Fans Don't Let Fans Drive Drunk (Campaign against drunk driving) Teen Driver Safety Week – 5 to Drive (Promotes safe driving for teenagers) Stop the Texts. Stop the Wrecks. (Campaign against distracted driving) Never Give Up Until They Buckle Up (Campaign to promote seat belt use for tweens) I have not seen or heard any program or campaign.		Y	Checkbox, one-up vertical	Randomize	Campaigns
ESK6357Q081	OE_Improve Experience		If you could make one improvement to the site, what would it be?			N	Text area, no char limit	Mutually Exclusive	OE Improvement

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 Pink: Addition
 Blue: Reword



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK6357Q001			How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less This is my first time visiting this site		Y	Radio button, one-up vertical		Visit Frequency
ESK6357Q002	Role		What best describes your role during your site visit today?	Federal, State, or Local government employee Parent Grandparent Child care provider/Caregiver Teacher Student Researcher Consumer/Vehicle Owner Traffic Safety Advocate Manufacturer Car dealership or other vehicle sales Mechanic/vehicle service or maintenance Industry group member Industry member General public Other		Y	Radio button, one-up vertical	Skip Logic Group*	Role
ESK6357Q003		A	Other best describes your role			N	Text field, <100 char	Skip Logic Group*	Other Role
ESK6357Q004			What type(s) of information were you looking for on the site? (Please select all that apply.)	Driving Safety (alcohol, texting/cell phones, child car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.) Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.) About NHTSA (Administrator, calendar, jobs, press releases, etc.) Other		Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
ESK6357Q005		A	Other information			N	Text area, no char limit	Skip Logic Group	Other Vehicle Info
ESK6357Q006			What is the main reason you were looking for this type information?	I am researching to purchase a car My car is having problems I am just curious to see if my current car has any information I should be aware of I am researching for work I am researching for school Other		Y	Radio button, one-up vertical	Skip Logic Group*	Reason
ESK6357Q007		A	What is the other reason you were looking for information?			N	Text area, no char limit	Skip Logic Group*	Other_Reason
ESK6357Q008			Who were you trying to protect by researching this information? If it is yourself, please select what category fits best. (Please select all that apply.)	Infant children (0-2) Children (3-12) Adolescent children (13-19) Adults (20-64) Older drivers/passengers (65+) Disabled drivers/passengers Other Not applicable Prefer not to respond.		Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive Mutually Exclusive	Protecting
ESK6357Q009		A	Who else were you trying to protect? Please be brief and specific.			N	Text area, no char limit	Skip Logic Group*	Other_Protecting
ESK6357Q012			What area of the site were you primarily gathering information from?	Vehicle Shoppers (5-Star Safety Ratings, Air Bags, Tires, Child Safety) Vehicle Owners (File a Complaint, Search Complaints, Safety Recalls, Defect Investigations) Vehicle Manufacturers (Early Warning Reporting Information, Toolkit, Foreign Campaigns)	D E F	Y	Radio button, one-up vertical	Skip Logic Group*	Area

				Parents Central (Car Seats, On the Move, At the Wheel, In and Around the Car) Don't know Other	G H				
ESK6357Q013		H	What other area of the site were you primarily reading information from?			N	Text area, no char limit	Skip Logic Group*	Other Area
ESK6357Q014		D	What type(s) of Vehicle Shopper information were you looking for? (Please select all that apply.)	5-Star Safety Ratings for Vehicles Air Bag Safety Child Safety (Car Seat Recall, Register a Car Seat, Seat Inspection Station Locator) Rollover Information Safety Technology (Crash Avoidance, Crash Protection) Tires (Tire Pressure, Maintenance, Ratings, Labeling) Passenger Van Safety Other	S, T J	Y	Checkbox, one-up vertical	Skip Logic Group	Shoppers
ESK6357Q015		J	What other type of Vehicle Shopper information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Shoppers
ESK6357Q016		S	What type of 5-star safety rating information were you looking for? Please be specific.			N	Text area, no char limit	Skip Logic Group	5 Star Info
ESK6357Q017		T	How could we improve the 5-star safety rating section of the website?			N	Text area, no char limit	Skip Logic Group	5 Star Improve
ESK6357Q018		E	What type(s) of Vehicle Owner information were you looking for? (Please select all that apply.)	File a Complaint (Vehicle, Car Seat, Equipment or Tire Complaint) Search Complaints Safety Recalls (Vehicles, Car Seats) Defects Investigations Service Bulletins Passenger Van Safety Emergency Response Vehicles Other	X, U K	Y	Checkbox, one-up vertical	Skip Logic Group	Owners
ESK6357Q019		X	What type of safety recall information were you looking for?	Vehicle recalls Tire recalls Child car seat recalls Air bag recalls Other recalls	Z Y	Y	Checkbox, one-up vertical	Skip Logic Group*	Recall Info Type
ESK6357Q020		Z	Why were you looking for information on air bags?	Curiosity - just browsing My car is recalled and I want learn what to do next Check air bag recall information to see if my car is included Other	Z1	Y	Radio button, one-up vertical	Skip Logic Group*	Air Bag - why
ESK6357Q021		Z1	For what other reason were you looking for air bag information?			N	Text area, no char limit	Skip Logic Group*	OE_Air Bag info
ESK6357Q022		Y	What other type of recall information were you looking for?			N	Text area, no char limit	Skip Logic Group*	OE_Recall Info Type
ESK6357Q023		U	How could we improve the safety recalls section of the website?			N	Text area, no char limit	Skip Logic Group	Recalls Improve
ESK6357Q024		K	What other type of Vehicle Owner information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Owners
ESK6357Q025		F	What type(s) of Vehicle Manufacturer information were you looking for? (Please select all that apply.)	Toolkit EWR (Early Warning Reporting) Information Foreign Campaigns Flat Files (Complaints, Defect Investigations, Recalls, Technical Service Bulletins) Other	L	Y	Checkbox, one-up vertical	Skip Logic Group	Manufacturer
ESK6357Q026		L	What other type of Vehicle Manufacturer information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Manufacturer
ESK6357Q027		G	What type(s) of Parents Central information were you looking for? (Please select all that apply.)	Car Seats (Car Seats & Booster Basics, Installation Tips, Securing Your Child, Instructional Videos, Protect Your Unborn Child, Campaign Toolkit) On the Move (School Buses, Bicycle Safety, Walking, Seat Belts, Chuggington) At the Wheel (Driving, Seat Belts, Alcohol, Distraction) In and Around the Car (Backover, Heatstroke, Power Windows, Seat Belt Entanglement, Trunk Entrapment, Vehicle Rollaway) Other	M	Y	Checkbox, one-up vertical	Skip Logic Group	Parents
ESK6357Q028		M	What other type of Parents Central information were you looking for?			N	Text area, no char limit	Skip Logic Group	Other Parents
JAC0118606			What links featured on the homepage did you visit today?	Recalls Spotlight Safety technologies File a complaint Car seats Crash test ratings Tire safety Latest news and information Other I did not use the links featured on the homepage	A	Y	Checkbox, one-up vertical	Skip Logic Group*	Center Links

JAC0118608		A	What other links did you use from the homepage today?	I don't recall		N	Text area, no char limit	Skip Logic Group*	OE_Center Links
ESK6357Q029			What made you decide to look for this type of information?			N	Text area, no char limit		OE Why Look
ESK6357Q030			Did you try to search for recalls on a vehicle today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	VIN recall search
ESK6357Q031		A	Did you use the VIN search tool today?	No	B,C,F G	Y	Radio button, one-up vertical	Skip Logic Group	VIN search
				Yes					
				No					
				Don't know					
ESK6357Q032		B	Was the explanation clear for which kind of recalls the VIN search tool covers and does not cover?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN clear expl
				No	Z			Skip Logic Group	
				Yes					
				Don't know					
KAU0101810		Z	What was not clearly explained?			N	Text area, no char limit	Skip Logic Group	OE VIN clear expl
ESK6357Q034		C	Which best describes your experience with the VIN search tool today?	I received Recall Results for my VIN	D,E	Y	Radio button, one-up vertical	Skip Logic Group	VIN experience
				I submitted my VIN, but got an error message					
				I could not submit my VIN in the search field					
				Other					
ESK6357Q035		Y	Describe your experience with the VIN search tool.			N	Text area, no char limit	Skip Logic Group	OE VIN exper
ESK6357Q036		D	Was the information given in the Recall Results clear?	Yes	X	Y	Radio button, one-up vertical	Skip Logic Group	VIN results clear
				No					
ESK6357Q037		X	What was not clear about the Recall Results?			N	Text area, no char limit	Skip Logic Group	OE VIN results not clear
ESK6357Q038		E	Did the Recall Results give you the information you needed about any potential issue and next steps to take?	Yes	W	Y	Radio button, one-up vertical	Skip Logic Group	VIN info needed
				No					
				Don't know					
ESK6357Q039		W	What other information would you like to have?			N	Text area, no char limit	Skip Logic Group	OE VIN info needed
ESK6357Q040		F	Did you search for additional safety information by make/model/year?	Yes	V	Y	Radio button, one-up vertical	Skip Logic Group	VIN search addtl
				No					
ESK6357Q041		G	Why didn't you use the VIN search tool today? (Please select all that apply.)	I could not find the VIN search tool	V	Y	Checkbox, one-up vertical	Skip Logic Group*	VIN search not used
				I did not have my VIN available at the time					
				I do not know how to find my VIN					
				I searched by make/model/year instead					
				I found what I needed without doing a search					
Other									
ESK6357Q042		V	Why else didn't you use the VIN search tool?			N	Text area, no char limit	Skip Logic Group	OE VIN search not used
ESK6357Q043			Did you come to the site today to file a complaint?	Yes	A, C, E, H	Y	Radio button, one-up vertical	Skip Logic Group	File Complaint today
ESK6357Q044	A	What type of complaint?	No	B	Y	Drop-down, select one	Skip Logic Group	Complaint—Type	
			Vehicle—						
			Tires						
			Air bags						
			Equipment						
			Child Car Seats						
			Consumer						
Other									
ESK6357Q045		B	What other type of complaint?			N	Text field, <100 char	Skip Logic Group	Other Complaint—Type
ESK6357Q046	H	How did you try to file a complaint? (Please select all that apply.)	Used Online Vehicle Complaint form	H2, H4	Y	Checkbox, one-up vertical	Skip Logic Group*	Complaint filing type	
			Requested Portable Form (via PDF)						
			Used Online Complaint form for Tires, Equipment or Child Seat Safety						
			Other (please specify)	H1					
ESK6357Q047		H1	What other way did you try to file a complaint?			N	Text area, no char limit	Skip Logic Group*	Other complaint filing type
ESK6357Q048	H2	Rate the ease of using the online vehicle complaint form on a scale from 1-10	1= Not very easy at all	H3 H3 H3 H3	Y	Radio button, scale, has don't know	Skip Logic Group*	Complaint form ease of use	
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			Very easy = 10						
			Don't know						
ESK6357Q049		H3	Why was the online vehicle complaint form not easy to use?			N	Text area, no char limit	Skip Logic Group*	OE—Complaint form not easy

ESK6357Q050		H4	Did you experience any of the following issues while using the online vehicle complaint form? (Please select all that apply.)	Received error message Form would not accept my VIN Could not pull up make, model, year for my vehicle Could not upload document Other (please specify)		Y	Checkbox, one-up vertical	Skip Logic Group*	Complaint form issues
ESK6357Q051		H5	What other issue(s) did you experience while using the online vehicle complaint form?		H5	N	Text area, no char limit	Skip Logic Group*	Other complaint form issues
ESK6357Q052		C	Did you file your complaint?	Yes	F	Y	Radio button, one-up vertical	Skip Logic Group	Complaint - File
				No	D				
ESK6357Q053		D	If you did not file your complaint, why not?			N	Text area, no char limit	Skip Logic Group	OE Complaint - Not File
ESK6357Q054		F	After you filed your complaint, did you receive any confirmation or feedback about the complaint? (Please select all that apply.)	Email confirmation that complaint was filed Confirmation on my screen that complaint was filed Other type of confirmation No confirmation that I'm aware of I'm not sure		Y	Checkbox, one-up vertical	Skip Logic Group	Complaint - Confirmation
ESK6357Q055		G	What other type of complaint confirmation did you receive?			N	Text area, no char limit	Skip Logic Group	OE Complaint Confirmation
ESK6357Q056		E	If you could improve one area of the complaint process, what would it be?			N	Text area, no char limit	Skip Logic Group	OE Complaint - Improve
ESK6357Q057			How were you primarily looking for information?	Top navigation bar Left navigation bar Quick links on the right sidebar Links in the center of the page Search feature Google or other third-party search Bookmarked link to a specific page Other (please specify)	D, G	Y	Radio button, one-up vertical	Skip Logic Group*	Look for Info
ESK6357Q058		X	What other way were you primarily looking for information?		X	N	Text field, <100 char	Skip Logic Group*	Other Look for Info
ESK6357Q059		D	What was your experience like with the search feature? (Please select all that apply.)	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results Returned not enough results I was not sure what words to use in my search Search speed was too slow Search required too many refinements to get to what I wanted Other (please specify)		Y	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Search
ESK6357Q060		F	Other search difficulties			N	Text area, no char limit	Skip Logic Group*	Other Search
ESK6357Q061		G	If you could make one improvement to the search feature, which of the following would you make?	Narrow results by a specific date Sort results by most popular to least popular Narrow by searching within the first set of results I receive Search the document by type (i.e., pdf, doc, wav, etc.) Other improvement suggestion:		Y	Drop down, select one	Skip Logic Group	Search Improvement
ESK6357Q062		H	What other search improvement suggestion would you make?		H	N	Text area, no char limit	Skip Logic Group	OE_Search Improvement
ESK6357Q063	Accomplish		Were you able to find what you were looking for on the site today?	Yes No	E	Y	Drop down, select one	Skip Logic Group	Find
ESK6357Q064		E	What were you looking for that you could not find?			N	Text area, no char limit	Skip Logic Group	OE Did Not Find
ESK6357Q065			Did you find anything helpful or interesting on the site that you were not actually looking for?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Find Not Looking For
ESK6357Q066		A	What did you find that you weren't looking for?			N	Text area, no char limit	Skip Logic Group*	OE_Find Not Looking For
ESK6357Q067			What amount of time did you spend on the site today?	Less time than I expected About the same amount of time as I expected More time than I expected Not sure		Y	Radio button, one-up vertical		Time on Site
ESK6357Q068			While you were on the site today, did you notice the "Chat Help" function?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	Chat-Noticed
ESK6357Q069		A	Did you try to use Chat Help while on the site today?	Yes, I tried to use it No, I did not try to use it	B, D, E	N	Radio button, one-up vertical	Skip Logic Group	Chat-Tried
ESK6357Q070		B	Were you able to chat with someone through Chat Help?	Yes No	C	N	Radio button, one-up vertical	Skip Logic Group	Chatted with Someone

ESK6357Q071		C	Did the chat representative help you (i.e., answer your questions, direct you to appropriate resources, etc.)?	Yes Partially No Not Sure		N	Radio button, one-up vertical	Skip Logic Group	Chat Rep Helped
ESK6357Q072		D	What were you seeking help with from Chat Help?			N	Text area, no char limit	Skip Logic Group	OE - Chat Help What
ESK6357Q073		E	If you could make one improvement to Chat Help, what would it be?			N	Text area, no char limit	Skip Logic Group	OE - Chat Improvement
ESK6357Q074			Is information about this agency's actions and/or decisions convenient to access on this site?	Yes No I have not tried to access this type of information	A	Y	Radio button, one-up vertical	Skip Logic Group*	Online Transparency - Accessibility
ESK6357Q075		A	Why not? Please explain:			N	Text area, no char limit	Skip Logic Group*	OE Online Transparency
ESK6357Q076			Are you currently signed up for email updates?	Yes, I was signed up before today's visit Yes, I signed up during today's visit No, I was not aware of the list No, I was aware but am not signed up		Y	Radio button, one-up vertical		Email Updates
JAC0118609			Which of the following sources drove you to visit the site today? (Please select all that apply.)	Social Media (e.g. Facebook/Twitter) Mobile phone text messages or alerts Familiarity with SaferCar/ already knew about it Promotional email(s) from SaferCar Search engine results Word of mouth recommendation from someone I know Mobile phone text messages or alerts Television news report Radio news report Newspaper article Magazine article Television advertising Radio advertising Newspaper advertising Magazine advertising Internet advertising Don't know Other	A	Y	Checkbox, one-up vertical	Skip Logic Group* Randomize	Acquisition Source
JAC0118610		A	Which of the following social media sources drove you to visit the site today? (Please select all that apply.)	YouTube Facebook Twitter Snapchat Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Instant Message from a friend or colleague Don't know Other	B	Y	Checkbox, one-up vertical	Skip Logic Group* Randomize	Social Media
STE0120813		B	What other sources drove you to the site today?			N	Text area, no char limit	Skip Logic Group*	OE - Source
ESK6357Q080			Have you seen or heard of any program(s) or campaign(s) that NHTSA is currently running? (Please select all that apply.)	Drive sober or get pulled over (Campaign against drunk driving) Click it or ticket (Campaign for seat belt use) Where's baby? Look before you lock. (Program against leaving children in hot cars - Heatstroke, Hypothermia) One text or call could wreck it all. (Campaign against distracted driving) Tire Wise (Campaign with tire safety information) Government 5-Star Safety Ratings (Campaign with vehicle safety information) If you're texting, you're not driving. (Campaign against distracted driving) Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle) Child Passenger Safety Week (Campaign promoting safety for child passengers) National Seat Check Saturday (Child car seats - proper installation) Child Car Safety (Child car seats) Right Car Seat (Child car seats) Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use for older children) U Drive. U Text. U Pay. Or You Drive. You Text. You Pay. (Campaign against distracted driving)		Y	Checkbox, one-up vertical	Randomize	Campaigns

			Buzzed Driving is Drunk Driving. (Campaign against drunk driving) Everyone is a pedestrian. (Campaign to improve pedestrian safety) Safe Cars Save Lives (Campaign to use VIN lookup to check for recalls) Buckle Up. Every Trip. Every Time. (Campaign for seat belt use) The Ultimate Party Foul (Campaign against underage drinking and driving) Fans Don't Let Fans Drive Drunk (Campaign against drunk driving) Teen Driver Safety Week – 5 to Drive (Promotes safe driving for teenagers) Stop the Texts. Stop the Wrecks. (Campaign against distracted driving) Never Give Up Until They Buckle Up (Campaign to promote seat belt use for tweens) I have not seen or heard any program or campaign.					
ESK6357Q081	OE_Improve Experience	If you could make one improvement to the site, what would it be?		N	Text area, no char limit	Mutually Exclusive	OE Improvement	