

## APPENDIX E - NCAP Communications Research - MaxDiff Experimental Design Scenarios

### Notes:

This is a MaxDiff with 20 different experiments (stimulus), that will be allocated randomly to 1/20th of the sample each.

The 'version' identifies each of the 20 versions of the questionnaire, followed by the 'set' number, which identifies the question # or task.

Items 1 through 4 identify the four items included in each task. For version 1, set 1, for example, each respondent receiving this version of the questionnaire will see items 1 (safety rating), 7 (warranty information), 8 (where the vehicle was assembled), and 9 (vehicle model information.)

Version	Set	Item1	Item2	Item3	Item4
1	1	1	7	8	9
1	2	4	1	2	3
1	3	6	9	1	5
1	4	3	4	6	7
1	5	8	2	3	6
1	6	7	5	4	8
1	7	9	8	5	2
2	1	8	3	9	4
2	2	5	6	3	1
2	3	2	5	4	1
2	4	6	8	7	2
2	5	4	2	9	7
2	6	9	6	8	3
2	7	1	7	5	3
3	1	3	9	7	5
3	2	2	3	7	4
3	3	9	1	2	8
3	4	5	4	6	9
3	5	8	4	1	6
3	6	3	8	2	5
3	7	7	2	6	1
4	1	4	5	8	2
4	2	6	3	9	2
4	3	2	7	5	6
4	4	1	9	3	4
4	5	5	1	7	9
4	6	5	6	4	8
4	7	7	8	1	3
5	1	9	5	6	4
5	2	6	2	9	1
5	3	5	3	8	7
5	4	2	9	7	6
5	5	7	4	1	8
5	6	8	6	4	3

5	7	3	2	5	1
6	1	1	7	8	9
6	2	4	9	3	7
6	3	3	1	9	5
6	4	8	1	2	4
6	5	4	5	6	7
6	6	6	8	5	2
6	7	2	3	7	6
7	1	7	4	3	2
7	2	1	7	6	8
7	3	9	8	2	5
7	4	5	6	1	3
7	5	6	1	4	9
7	6	2	7	1	4
7	7	8	5	3	9
8	1	4	3	5	8
8	2	9	5	4	7
8	3	4	9	2	6
8	4	1	4	8	6
8	5	3	2	9	8
8	6	7	1	2	5
8	7	7	6	3	1
9	1	5	7	6	3
9	2	3	4	9	2
9	3	1	8	4	5
9	4	5	2	1	4
9	5	6	3	9	1
9	6	9	6	8	7
9	7	2	9	8	7
10	1	8	5	7	6
10	2	4	6	5	2
10	3	7	4	5	9
10	4	7	8	4	3
10	5	2	9	1	5
10	6	1	3	6	8
10	7	9	1	3	2
11	1	8	7	1	9
11	2	3	2	5	8
11	3	4	2	7	1
11	4	5	7	6	9
11	5	6	9	8	4
11	6	1	5	4	3
11	7	6	4	2	3
12	1	3	2	7	9
12	2	2	6	5	7
12	3	8	3	7	4
12	4	9	1	4	6
12	5	6	8	2	1

12	6	1	8	9	5
12	7	4	9	3	5
13	1	9	5	8	6
13	2	8	1	5	7
13	3	3	7	9	4
13	4	2	4	1	8
13	5	7	6	3	1
13	6	8	4	2	9
13	7	5	3	6	2
14	1	4	8	6	7
14	2	6	5	4	1
14	3	3	1	8	2
14	4	5	7	3	2
14	5	3	9	1	8
14	6	2	5	9	4
14	7	9	2	7	6
15	1	6	3	2	8
15	2	7	8	4	5
15	3	5	6	1	9
15	4	1	2	8	7
15	5	7	9	5	3
15	6	2	7	9	4
15	7	1	6	3	4
16	1	4	3	8	9
16	2	9	1	2	6
16	3	2	4	7	1
16	4	8	7	6	3
16	5	4	6	3	5
16	6	3	5	7	1
16	7	9	8	2	5
17	1	7	1	9	3
17	2	1	2	6	5
17	3	5	4	1	7
17	4	8	9	4	6
17	5	6	3	4	2
17	6	2	3	5	8
17	7	8	9	6	7
18	1	7	2	9	1
18	2	5	8	2	3
18	3	1	6	3	9
18	4	6	5	8	4
18	5	4	3	1	9
18	6	6	7	4	2
18	7	5	1	7	8
19	1	3	2	7	6
19	2	9	4	5	3
19	3	2	5	1	4
19	4	9	7	2	8

19	5	1	6	8	3
19	6	7	9	6	5
19	7	4	8	1	2
20	1	5	1	6	7
20	2	9	2	5	6
20	3	3	4	7	1
20	4	8	7	4	6
20	5	1	4	9	8
20	6	8	5	3	2
20	7	3	9	2	1

**APPENDIX E (continued) - NCAP Communications Research - MaxDiff Codebook**

Item #	Item label
1	Safety ratings
2	Fuel economy
3	Price
4	Standard equipment
5	Optional equipment
6	Safety technologies
7	Warranty information
8	Where the vehicle was assembled
9	Vehicle model information (e.g., engine, trim)