

NHTSA
NCAP Communications Research
Cognitive Research Pre-Screener
DRAFT: May 21, 2019

This collection of information is voluntary and will be used for formative purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. 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-new. Public reporting for this collection of information is estimated to be approximately 1.5 minutes per response. 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

Target Audience:	U.S. drivers ages 18 and older who are in the vehicle purchase mindset
Length of Interview:	1.5 minutes
Data Collection Mode:	Telephone
Draft Date:	May 21, 2019

PRE-SCREENING

S1. In which of the following categories is your age?

1. Under 18
2. 18 to 24
3. 25 to 34
4. 35 to 44
5. 45 to 54
6. 55 to 64
7. 65 or older

[TERMINATE]

S2. Are you...?

1. Male
2. Female

S3. In what state do you currently reside?

[DROP DOWN OF 50 STATES + D.C.]

S4. Do you currently have a valid driver's license?

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

S5. Do you currently own or lease a car or truck?

[ACCEPT MULTIPLE RESPONSES & MAKE PUNCH 3 EXCLUSIVE]

1. Yes – OWN
2. Yes – LEASE
3. No **[EXCLUSIVE]**

S6. What make, model and year vehicle is the primary vehicle you drive?

MAKE **[OPEN-END TEXT BOX]**
MODEL **[OPEN-END TEXT BOX]**
YEAR **[NUMERIC TEXT BOX]**

1. Don't know

S7. Which of the following statements best represent 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.**

[ROTATE TOP TO BOTTOM & ANCHOR PUNCH 7]

1. I purchased or leased a new vehicle longer than 6 months ago
[TERMINATE]
2. I purchased or leased a new vehicle in the past 6 months
3. I plan to purchase or lease a new vehicle in the next 6 months
4. I plan to purchase or lease a new vehicle 6 to 12 months from now
5. I plan to purchase or lease a new vehicle longer than 12 months from now
[TERMINATE]
6. I have no plans to purchase or lease a new vehicle
[TERMINATE]
7. Don't know
[TERMINATE]

[PLANNING TO PURCHASE/LEASE IN NEXT 12 MONTHS – Q7/3,4]

S8. And which ONE of the following best describes the stage in the vehicle purchasing or leasing process at which you currently find yourself?

1. I've considered purchasing or leasing a new vehicle, but have not sought out information
2. I've actively sought out information online or in other sources about vehicles I would consider purchasing or leasing
3. I've visited a dealership
4. I've test driven a vehicle
5. I've decided on the vehicle I'm going to purchase or lease

S9. Thinking about your [Q7_02 = recent/Q7_03-04 = next] vehicle purchase or lease, would you say you [Q7_02 = were/Q7_03-04 = are] the primary decision maker, [Q7_02 = had/Q7_03-04 = have] shared responsibility, or [Q7_02 = did/Q7_03-04 = will] someone else make the decision on which vehicle to purchase or lease?

1. I am the primary decision maker
2. I have shared responsibility with someone else
3. Someone else is the primary decision maker
[TERMINATE]
4. Don't know
[TERMINATE]