

**NHTSA**  
**NCAP Communications Research**  
**Online Survey Pre-Screener**  
**DRAFT: May 21, 2019**

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

**PRE-SCREENING**

Q1. In which of the following categories is your age?

1. Under 18
2. 18 to 24 [TARGET 10.5%, n=159]
3. 25 to 34 [TARGET 17.9%, n=269]
4. 35 to 44 [TARGET 16.7%, n=252]
5. 45 to 54 [TARGET 18.4%, n=277]
6. 55 to 64 [TARGET 17.5%, n=263]
7. 65 or older [TARGET 18.6%, n=280]

**[TERMINATE]**

Q2. Are you...?

1. Male [TARGET 49.4%, n=741]
2. Female [TARGET 50.6%, n=759]

Q3. In what state do you currently reside?

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

<b>Region</b>	<b>States</b>
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Middle Atlantic	New Jersey, New York, Pennsylvania
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
South Atlantic	Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
East South Atlantic	Alabama, Kentucky, Mississippi, Tennessee
West South Atlantic	Arkansas, Louisiana, Oklahoma, Texas
Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific	Alaska, California, Hawaii, Oregon, Washington

1. New England [TARGET 4.9%, n=74]
2. Middle Atlantic [TARGET 12.2%, n=183]
3. East North Central [TARGET 14.3%, n=215]
4. West North Central [TARGET 6.4%, n=96]
5. South Atlantic [TARGET 20.5%, n=307]
6. East South Atlantic [TARGET 6.4%, n=95]
7. West South Atlantic [TARGET 11.3%, n=170]
8. Mountain [TARGET 7.8%, n=115]
9. Pacific [TARGET 16.5%, n=245]

Q4. Do you currently have a valid driver's license?

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

Q5. 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

Q6. 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]**

Q7. 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

Q8. 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 sole decision maker  
**[TERMINATE]**
4. Don't know  
**[TERMINATE]**