

Invitation Letter - Wave 2

Dear [STATE] Resident:

Recently the National Highway Traffic Safety Administration (NHTSA) mailed you a postcard asking you to participate in a survey of motor vehicle drivers about their driving experiences and opinions about other vehicles on the road, especially motorcycles. Your household was randomly selected to participate.

The participation in the survey of drivers such as yourself is important to the success of future highway safety initiatives. We hope you will take the opportunity to participate. Filling out the survey should be easy and take no longer than 15 minutes.

The enclosed **\$1** bill is our way of saying thank you in advance. Please keep it even if you decide not to participate.

All eligible respondents who complete the survey by <DATE> will receive an incentive of **\$10**.

How to complete the survey

Step 1: The person in your household who is **18 years or older** and will have the **next birthday** has been selected to complete the survey. Please give this letter to that person.

Step 2: Go to **www.TBD.com**

or

Scan this QR code with your smartphone: [QR code]

Step 3: Enter your unique User ID: <USERID>

And your PIN: <PIN>

Your participation is a valuable public service. Your answers are confidential and will be combined with answers from all other participants to protect privacy. The information we used to contact you will be kept separate from your survey responses to prevent anyone from identifying you.

NHTSA appreciates your taking part in this important survey!

If you have questions about the survey, please contact Fors Marsh Group, the independent research firm hired to conduct this study. They can be contacted by phone at **1-866-XXX-XXXX** or email at **TBD@forsmarshgroup.com**.

Thank you in advance for your help.

Sincerely,

Essie Wagner

Director, Office of Behavioral Safety Research
National Highway Traffic Safety Administration