

Cover Letter - Wave 4

Dear [STATE] Resident:

Your help is needed.

Recently the National Highway Traffic Safety Administration (NHTSA) invited you to participate in a new survey of motor vehicle drivers about their driving experiences and opinions about other vehicles on the road, especially motorcycles. The participation of drivers such as yourself in this survey will help inform and improve highway safety initiatives.

If you have already completed and submitted the survey, **thank you**. If you haven't, please complete the survey, or have the appropriate person in the household do so and return it as soon as possible. To make sure that we hear from a mix of people, we ask that the adult (age 18 or older) in your household who will have the next birthday be the one to complete this survey.

Your participation is a valuable public service. Your answers are confidential and will be combined with answers from all other participants to protect privacy.

In appreciation of completing and submitting the survey, you will receive **\$10**.

We are offering two options for you to participate in the survey:

- 1. Web Survey:** If you choose to complete the survey online, visit www.TBD.com and enter your user ID [USER ID] and PIN [PIN]. The web survey will close at midnight on [DATE].
- 2. Paper Survey:** If you prefer to complete the enclosed questionnaire, please complete, and return the questionnaire by [DATE], using the envelope included in this survey packet.

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](tel:1-866-XXX-XXXX) or email at TBD@forsmarshgroup.com.

Thank you for your help.

Sincerely,

Essie Wagner

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