

NHTSA 5-Star Label Consumer Research FOCUS GROUPS SCREENER

Focus Group Research Overview

The qualitative research will use a series of focus groups to evaluate a variety of concept executions to explore both graphical and text-based communications as potential modifications to the Government 5-Star Safety Ratings section of the Monroney label (vehicle window sticker) with the intent of finding the most effective way to display information related to vehicle safety. The research will accomplish this through the following objectives:

1. Evaluate the overall appeal of each concept and identify specific likes and dislikes associated with individual components of the concepts (award badges, names of designations, etc.)
2. Measure the clarity and ease of comprehension for each concept and understand which visual and text features are most effective at conveying safety information
3. Assess the distinctiveness of how the information is displayed and understand how best to make the safety information stand out on the Monroney label
4. Identify additional areas of improvement related to the three main sections relating to safety protection, safety technology and overall performance

To achieve these objectives, we will conduct in-person focus groups among U.S. drivers age 18 and older who are in the vehicle purchase mindset. The recommended geographic markets are Arlington, Virginia; Dallas, Texas; Columbus, Ohio; and San Jose, California. Two groups would be conducted per market (for a total of eight groups). Both groups would have the same screening criteria. Due to social distancing restrictions, the Arlington, Virginia facility limits groups to six participants per group (other markets are limited to nine participants per group). Assuming those restrictions are in place when it is time to field, we will recruit nine participants to seat six per group in Arlington and, for all other markets, we would recruit a total of 14 to seat approximately nine participants per group. If restrictions are lifted, we will revise the design and recruit 14 to seat nine for all groups in all markets and adjust costs accordingly. Focus groups would last up to 90 minutes.

To ensure we are collecting data from a relevant audience, survey respondents will be screened based on the following criteria:

- Respondents must be 18 years or older (S2);
- Respondents must currently possess a valid driver's license (S5);
- Respondents must be the primary or a shared decision-maker for vehicle purchases in their household (S6);
- Respondents must be in the vehicle purchase or leasing mindset. That is, they have either purchased or leased a vehicle in the past six months, or plan to do so within the next 12 months (S7a/b); and
- Respondents must live in one of four targeted markets.

During the 90-minute session, participants would review and discuss a variety of concept executions to explore both graphical and text-based communications included in the Government 5-Star Safety Ratings section of the Monroney label.



INTRODUCTION

Thank you for taking this survey. Your opinions are important to us! Please be honest when answering the survey. Your answers are anonymous and confidential, and none of your individual information will be shared with any third parties.

[INCLUDE ON ITS OWN SEPARATE SCREEN AFTER THE INTRODUCTION SCREEN] This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subjected 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 five minutes per response, including the time for reviewing instructions, completing and reviewing the collection of information. 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 SE, Washington, D.C., 20590

Hello, may I please speak with _____? This is _____ from a national opinion research company.

If on the phone, continue.

If not on the phone/voicemail/no answer, arrange for callback.

If someone other than participant is on the phone, continue with screen.

Good morning/afternoon/evening. I am calling to see if you would be interested in participating in a research discussion about the decision-making process and experiences related to shopping for new vehicles with a select group of people from your area. I have just a few questions to ask you to be sure that we have a good balance of qualified participants. All answers to these questions remain confidential. May I ask you a few questions?

S1. [RECORD GENDER BY OBSERVATION]

- | | | |
|---|--------|-----------------------|
| 1 | Male | [RECRUIT 7 PER GROUP] |
| 2 | Female | [RECRUIT 7 PER GROUP] |

S2. What is your age? [RECRUIT A MIX]

- | | | |
|---|-------|------------------------------|
| 1 | <18 | THANK & TERMINATE |
| 2 | 18-34 | |
| 3 | 35-54 | |
| 4 | 55+ | |

S3. Do you or does any member of your household currently work for...?

[THANK & TERMINATE 1-8]

- | | |
|---|---|
| 1 | A media company |
| 2 | An automobile manufacturer or dealership |
| 3 | An automotive parts manufacturer |
| 4 | A market research firm or a marketing division of a company |
| 5 | An advertising firm |
| 6 | A news or journalism organization |
| 7 | A government agency |
| 8 | Online automotive company or association |
| 9 | None of the above |

S4. Have you participated in a focus group in the past six months?

- | | | |
|---|--------------------|------------------------------|
| 1 | Yes | THANK & TERMINATE |
| 2 | No | |
| 3 | Don't Know/refused | THANK & TERMINATE |

S5. Do you currently have a valid driver's license?

- | | | |
|---|-----|------------------------------|
| 1 | Yes | |
| 2 | No | THANK & TERMINATE |

S6. Who is responsible for making vehicle-related purchase or leasing decisions in your household?

- 1 I am primarily responsible
- 2 I share this responsibility with someone else in the household
- 3 Someone else in the household is responsible **THANK & TERMINATE**

S7a. Have you purchased or leased a new vehicle in the last 12 months?

- 1 Yes
- 2 No

ASK IF NO TO S7a

S7b. How likely are you to purchase or lease a new vehicle in the next 12 months?

- 1 Not at all likely **THANK & TERMINATE**
- 2 Not too likely **THANK & TERMINATE**
- 3 Somewhat likely
- 4 Very likely
- 5 Extremely likely

S8. What is the last grade of formal education you completed? [RECRUIT A MIX]

- 1 Less than high school [RECRUIT 2 MAX PER GROUP]
- 2 High school graduate
- 3 Vocational/technical
- 4 Some college
- 5 College graduate
- 6 Post graduate
- 7 **[DO NOT READ]** Decline to answer **THANK & TERMINATE**

S9. Are you of Hispanic or Latino origin?

- 1 Yes [RECRUIT MIN 1 PER GROUP]
- 2 No

S10. What is your race? *Select all that apply.* [RECRUIT A MIX]

- 1 White
- 2 Black or African-American
- 3 Asian
- 4 Native Hawaiian or other Pacific Islander
- 5 American Indian or Alaska Native

S11. Which of the following best describes your employment status? [RECRUIT A MIX]

- 1 Employed full-time
- 2 Employed part-time
- 3 Retired [RECRUIT MAX 2 PER GROUP]
- 4 Unemployed [RECRUIT MAX 2 PER GROUP]
- 5 Student
- 6 Homemaker
- 7 Other: _____ [IF MILITARY RECODE TO 1 'Employed full-time']

S12. What was the total combined annual income before taxes, of all the members of your household including yourself in 2020? [RECRUIT A MIX]

- 1 Less than \$25,000
- 2 \$25,000-\$49,999
- 3 \$50,000-\$74,999
- 4 \$75,000-\$99,999
- 5 \$100,000-\$149,999
- 6 \$150,000 or more
- 7 **[DO NOT READ]** Decline to answer

THANK & TERMINATE

S13. Now I'd like you to use your imagination a bit. If you could plan your perfect trip to any location in America where would you go and whom would you take with you? Why? What would you do while you're there?
[RECORD RESPONSE IN RECRUIT GRID]

[THANK & TERMINATE IF PARTICIPANT IS UNABLE TO FORMULATE A THOUGHTFUL AND COHERENT RESPONSE]

INVITATION

Thank you for answering my questions. We are inviting a select number of residents from your area to participate in a discussion session regarding the decision-making process and experiences related to shopping for new vehicles.

All your responses will be kept strictly confidential and we think you'll find the session interesting and engaging. In appreciation for your feedback, we are offering \$75 for your participation.

Would you be available to join us for this session?

- | | | |
|----|-----|------------------------------|
| 1. | YES | GIVE LOCATION DETAILS |
| 2. | NO | TERMINATE |

Just so I can confirm what we just talked about, what is your name and email address?

NAME: _____

EMAIL ADDRESS: **[CONFIRM FROM ABOVE]**

[THANK, TELL THEM THEY WILL RECEIVE A "REMINDER" CALL AND A VERIFICATION EMAIL AS THE DATE GETS NEARER AND POLITELY END THE CALL.]