APPENDIX A - Research Studies Covered Under OCCI program Studies PIA

1. FY2026 Collections

These information collections aim to support NHTSA's efforts to gain consumer acceptance of specific traffic safety concepts that will be developed into traffic safety countermeasures that intend to influence public behavior that will improve traffic safety.

1. NHTSA's contractor will support a substantial portion of its development and campaign implementation. The development process for a countermeasure or campaign typically begins with a study to obtain feedback from the public on a specific traffic safety issue or concern, or to obtain feedback on several concepts for public acceptance. 2026 Alcohol-Impaired Driving Prevention Tracking Study - NHTSA will conduct research to evaluate the impact of the general market Alcohol-Impaired Driving Prevention campaign. The research will include a self-reported tracking survey through an online questionnaire to measure awareness and changes in attitude and behavior and will be fielded with the target audience. The target audience is adult males ages 21-34. The campaign's goal is to deter men from driving after drinking alcohol, and to increase understanding of the dangers that come from driving while buzzed.
2. 2026 Alcohol-Impaired Driving Prevention Concept Testing Study - NHTSA will conduct research to evaluate creative concepts developed for a general market audience on the Alcohol-Impaired Driving Prevention campaign. The target audience is adult males ages 21-34. The campaign's goal is to deter men from driving after drinking alcohol, and to increase understanding of the dangers that come from driving while buzzed.
3. 2026 Drug-Impaired Driving Prevention Tracking Study - NHTSA will conduct research to evaluate the impact of NHTSA's Drug-Impaired Driving Prevention campaign. The research will include a self-reported tracking survey through an online questionnaire to measure awareness and changes in attitude and behavior. The target audience is adult males ages 18-34. The campaign's goal is to deter men from driving after consuming marijuana.
4. 2026 Heatstroke Prevention Tracking Study - NHTSA will conduct research to evaluate the impact of NHTSA's Heatstroke Prevention campaign. It will include a self-reported tracking survey through an online questionnaire to measure awareness and changes in attitude and behavior. The campaign's goal is to decrease deaths of children left behind in a vehicle during the summer months. The campaign's target audience is U.S. parents and guardians, 18+, of children 0-5, who drive with a child in their vehicle at least three times per week.
5. 2026 Heatstroke Concept Testing Study – NHTSA will conduct research to evaluate the creative concepts developed for a new public service campaign designed to prevent deaths of children left behind in a vehicle during the summer months. The target audience is U.S. parents and guardians, 18+, of children 0-5, who drive with a child in their vehicle at least three times per week.

6. 2026 Child Car Safety Tracking Study – NHTSA will conduct research to evaluate the impact of NHTSA's Child Car Safety campaign. It will include a self-reported tracking survey through an online questionnaire to measure awareness and changes in attitude and behavior. The campaign's goal is to increase the proper use of car seats, booster seats and seat belts among children and to reduce the injuries and deaths in motor vehicle crashes where children, ages 0-14, are either in the incorrect seat, are graduating prematurely to the next seat type, or are not utilizing any safety restraints such as car seats, booster seats, or seat belts. The campaign's target audience is U.S. parents and guardians, 18+, of children 0-14, who drive with that child in their vehicle at least three times per week.
7. 2026 Child Car Safety Concept Testing Study - NHTSA will conduct research to evaluate creative concepts developed for a general market audience on the Child Car Safety campaign. The campaign's target audience is U.S. parents and guardians, 18+, of children 0-14, who drive with that child in their vehicle at least three times per week.
8. 2026 Child Car Safety Tagline Testing Study – NHTSA will conduct research to evaluate potential new taglines for the Child Car Safety campaign. The campaign's goal is to increase the proper use of car seats, booster seats and seat belts among children and to reduce the injuries and deaths in motor vehicle crashes where children, ages 0-14, are either in the incorrect seat, are graduating prematurely to the next seat type, or are not utilizing any safety restraints such as car seats, booster seats, or seat belts. Screening criteria will require that all respondents be U.S. parents and guardians, 18+, of children 0-14, who drive with that child in their vehicle at least three times per week.
9. 2026 Distracted Driving Prevention Tracking Study – NHTSA will conduct research to evaluate the impact of NHTSA's Distracted Driving Prevention Social Norming campaign. The study will include a self-reported tracking survey through an online questionnaire to measure awareness and changes in attitude and behavior and will be fielded with the target audience. The campaign's goal is to deter drivers ages 18-34 from driving distracted, specifically from using a smartphone while driving. The target audience is U.S adults 18-34.
10. 2026 Monroney Label Quantitative Cognitive Testing and Research - In support of rulemaking, OCCI is updating the Government 5-Star Safety Ratings section of the Monroney label (vehicle window sticker) to include vehicle safety and technology and vulnerable road users' safety information.
11. 2026 ADAS Consumer Trends Study (Year 3) - OCCI quantitatively will assess consumer perception and understanding of current and emerging advanced vehicle technologies over the course of three years in conjunction with FHWA and FMCSA.
12. ADAS/AV Triadic Illumination - OCCI will deploy a unique and innovative qualitative research approach that's designed to uncover and address psychological barriers to automated vehicle adoption. This research will engage small groups of participants (e.g., advocates, skeptics, undecided, etc.) and create a safe, collaborative environment for honest dialogue and problem-solving. The research will offer deep insights into the "why" behind consumer attitudes and help NHTSA identify common ground to craft messaging strategies in the future.

13. Recall Video PSAs Concept Testing - OCCI is developing and testing in online focus groups new creative (video PSAs) to support its Safe Cars Save Lives and Air Bag consumer education campaigns designed to inform U.S. drivers about the dangers of unfixed vehicle safety recalls and to encourage them to check and repair recalls on a timely basis.