

Below is a section of the Opinion Outpost survey on Sean Kane, Safety Research & Strategies, Dr. David Gilbert, Southern Illinois Univ., and ABC News.

Prior to taking this survey, had you heard anything about Sean Kane’s report or Professor Gilbert’s test?

- Yes
- No

0% 25% 50% 75% 100%

What stood out as most important to you in what you just read?

Based on what you’ve read and everything you know, how credible would you say each individual is when it comes to discussing recent safety issues with Toyota vehicles?

If you have never heard of the individual, please just indicate that.

	Very credible	Somewhat credible	Not very credible	Not credible at all
<p>Sean Kane, President of Safety Research & Strategies, Inc.</p>	<p><input checked="" type="radio"/> Sean Kane, President of Safety Research & Strategies, Inc. Very credible</p>	<p><input type="radio"/> Somewhat credible</p>	<p><input type="radio"/> Not very credible</p>	<p><input type="radio"/> Not credible at all</p>
<p>David W. Gilbert, Professor of Automotive Technology at Southern Illinois University Carbondale</p>	<p><input type="radio"/> David W. Gilbert, Professor of Automotive Technology at Southern Illinois University Carbondale Very credible</p>	<p><input checked="" type="radio"/> Somewhat credible</p>	<p><input checked="" type="radio"/> Not very credible</p>	<p><input type="radio"/></p>

Now based on everything you might have heard, read or seen lately, do you personally believe that the cause of electronic issues with the vehicles’ electronic throttle control systems or engine software?

- Yes, I believe this is the ONLY cause of sudden acceleration in Toyota vehicles
- Yes, I believe this is one of the causes of sudden acceleration in Toyota vehicles, but not the only cause
- No, I do not believe this is the cause of sudden acceleration
- I don't know enough about it

NEXT

How credible do you think Toyota is when discussing their recent safety issues and how to fix them?

- Very credible
- Somewhat credible
- Not very credible
- Not credible at all

Based on everything you know and have read, how concerned are you about the safety of Toyota vehicles?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not concerned at all

NEXT

Based on everything you know and have read, how favorable would you say that you are toward Toyota?

- Very unfavorable
- Somewhat unfavorable
- Neither favorable nor unfavorable
- Somewhat favorable
- Very favorable

NEXT

Based on everything you know and have read, thinking about the next vehicle you purchase/lease, how likely are you to consider Toyota?

- Not likely at all to consider

- Not very likely to consider
- Somewhat likely to consider
- Very likely to consider
- Extremely likely to consider

NEXT

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And, how much confidence do you have in Toyota as a company?

- A great deal of confidence
- Some confidence
- Not very much confidence
- No confidence at all

Now, for each statement below, please use a scale of 1-10 to indicate how much you agree that each statement describes **Toyota**. Please rate the brand on each statement, regardless of whether you agree the statement completely describes **Toyota**. Please rate the brand on each statement, regardless of whether you agree the statement completely describes **Toyota**.

Toyota is a brand that...

	Does not describe Toyota at all 1	2	3	4	5
Never compromises	<input type="radio"/> <input type="checkbox"/> Never compromises Does not describe Toyota at all 1	<input type="radio"/> <input type="checkbox"/> 2	<input checked="" type="radio"/> <input type="checkbox"/> 3	<input type="radio"/> <input type="checkbox"/> 4	<input type="radio"/> <input type="checkbox"/> 5
Has vehicles with the highest safety standards	<input type="radio"/> <input type="checkbox"/> Has vehicles with the highest safety standards Does not describe Toyota at all 1	<input type="radio"/> <input type="checkbox"/> 2	<input type="radio"/> <input type="checkbox"/> 3	<input type="radio"/> <input type="checkbox"/> 4	<input type="radio"/> <input type="checkbox"/> 5
Is ethical	<input type="radio"/> <input type="checkbox"/> Is ethical Does not describe Toyota at all 1	<input type="radio"/> <input type="checkbox"/> 2	<input type="radio"/> <input type="checkbox"/> 3	<input type="radio"/> <input type="checkbox"/> 4	<input type="radio"/> <input type="checkbox"/> 5
Cares about its customers	<input type="radio"/> <input type="checkbox"/> Cares about its customers Does not describe Toyota at all 1	<input type="radio"/> <input type="checkbox"/> 2	<input type="radio"/> <input type="checkbox"/> 3	<input type="radio"/> <input type="checkbox"/> 4	<input type="radio"/> <input type="checkbox"/> 5
Is responsive	<input type="radio"/> <input type="checkbox"/> Is responsive Does not describe Toyota at all 1	<input type="radio"/> <input type="checkbox"/> 2	<input type="radio"/> <input type="checkbox"/> 3	<input type="radio"/> <input type="checkbox"/> 4	<input type="radio"/> <input type="checkbox"/> 5

	all 1				
I trust to keep me and my family safe	<input type="radio"/> I trust to keep me and my family safe Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Does what is best for its customers, not just the bottom line	<input type="radio"/> Does what is best for its customers, not just the bottom line Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Is reliable	<input type="radio"/> Is reliable Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Takes public safety seriously	<input type="radio"/> Takes public safety seriously Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
	Does not describe Toyota at all 1	2	3	4	5
Is committed to high quality	<input type="radio"/> Is committed to high quality Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Is honest	<input type="radio"/> Is honest Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Is a leader in the automotive industry	<input type="radio"/> Is a leader in the automotive industry Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Is innovative	<input type="radio"/> Is innovative Does not describe Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Is a leader in technological innovations that make vehicles safer	<input type="radio"/> Is a leader in technological innovations that make vehicles safer Does not describe Toyota at all	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

	1				
Is a company I trust	<input type="radio"/> Is a company I trust Toyota at all 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

NEXT

Below is a list of statements that could be made about the testimony.

For each, please indicate if you think it is very believable, somewhat believable, not very believable or not believable at all.

	Very believable	Somewhat believable	Not very believable	Not at all believable
<p>Toyota Motor Corp. is rebutting the findings of a study presented in a Congressional hearing and on ABC News that claimed to present evidence of a “design flaw” in Toyota’s electronics that could cause sudden unintended acceleration. The company says that this was a “parlor trick” that relied on manipulation of the wires and electronic system in a way that is “extremely unlikely” to ever occur in reality, and it could be done just as easily with vehicles from several competitors.</p>	<input type="radio"/> Toyota Motor Corp. is rebutting the findings of a study presented in a Congressional hearing and on ABC News that claimed to present evidence of a “design flaw” in Toyota’s electronics that could cause sudden unintended acceleration. The company says that this was a “parlor trick” that relied on manipulation of the wires and electronic system in a way that is “extremely unlikely” to ever occur in reality, and it could be done just as easily with vehicles from	<input type="radio"/> Somewhat believable	<input type="radio"/> Not very believable	<input type="radio"/> Not at all believable

Toyota is confident in the quality and reliability of its vehicles, but also is committed to continuing to search for any situation which would cause problems with its cars - based on serious and rigorous analysis, testing and research.

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Very believable **Somewhat believable** **Not very believable** **Not at all believable**

Somewhat believable Not very believable Not at all believable

The American people deserve the truth about the safety of their cars, not biased studies by trial lawyer consultants who stand to make millions suing Toyota. The facts are: Toyota and its dealers are working around the clock to make things right for its customers. More than one million cars have already been repaired. And, a world-class engineering firm has conducted a comprehensive review of Toyota's electronics. Their interim report confirms that our fail-safe systems work.

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Toyota's record speaks for itself, with 80 percent of vehicles built in the past 20 years still on the road today. The company is committed to serious and rigorous analysis, testing and research - not sensational claims and shoddy science.

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Somewhat believable



Not very believable



Not at all believable

Very believable

Somewhat believable Not very believable Not at all believable



Electronic throttle control systems are used by all major automakers and there is no evidence to suggest that Toyota's electronics are any less safe than Ford's, GM's, or Honda's - all of whom experience some complaints about unintended acceleration.

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Somewhat believable



Not very believable



Not at all believable

Sean Kane has appeared multiple times on ABC News and other media as an “independent” and “impartial” researcher, never once identifying himself as a consultant working for plaintiff law firms that are suing Toyota and have sued other car manufacturers in the past.

Very believable
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Somewhat believable Not very believable Not at all believable

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Somewhat believable **Not very believable** **Not at all believable**

ABC News reporter Brian Ross promoted Kane’s story about unintended acceleration and Gilbert's manufactured demonstration, without revealing important facts about the demonstration or Kane and Gilbert's funding. Most egregiously, Brian Ross and his crew fabricated a screen shot purporting to show a huge and sudden surge in engine speed. However, the car used in the scene had its door open, the handbrake on, and the speedometer showing zero.

Very believable
 ABC News

Somewhat believable Not very believable Not at all believable

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Even though David Gilbert claimed that his findings were unique to Toyota, he never tested any other vehicles from any other manufacturers. Exponent, an independent engineering and scientific consulting firm that NASA employs, then investigated Gilberts'

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While Sean Kane claims to be an independent safety expert, he is the owner of a for-profit company that serves as a paid consultant for the plaintiff lawyers that are currently suing Toyota. Despite what he says, he is not working for the best interest and safety of the American people.

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Somewhat believable



Not very believable



Not at all believable

Very believable

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Sean Kane, a paid consultant for plaintiffs' lawyers suing Toyota, and David Gilbert, an academic working for him, deliberately deceived Congress and the American people.

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Kane's theories have been debunked time and time again by government investigators and serious scientific studies.

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The fact is that unintended acceleration is an industry-wide phenomenon and Toyota is doing more than most automakers to address the issue – including an industry leading commitment to install brake override systems on its vehicles.

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Toyota has sold more than 40 million vehicles with electronic throttle control systems, tested them extensively, and has not found a single case of a defect in the system causing unintended acceleration.







Very believable

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Very believable **Somewhat believable** **Not very believable** **Not at all believable**

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Now, please indicate if each of the following statements makes Toyota much more credible, somewhat more credible, or less credible.

	Much more credible
<p>Toyota Motor Corp. is rebutting the findings of a study presented in a Congressional hearing and on ABC News that claimed to present evidence of a “design flaw” in Toyota’s electronics that could cause sudden unintended acceleration. The company says that this was a “parlor trick” that relied on manipulation of the wires and electronic system in a way that is “extremely unlikely” to ever occur in reality, and it could be done just as easily with vehicles from several competitors.</p>	<p>  Toyota Motor Corp. is rebutting the findings of a study presented in a Congressional hearing and on ABC News that claimed to present evidence of a “design flaw” in Toyota’s electronics that could cause sudden unintended acceleration. The company says that this was a “parlor trick” that relied on manipulation of the wires and electronic system in a way that is “extremely unlikely” to ever occur in reality, and it could be done just as easily with vehicles from several competitors. Much more credible</p>
<p>Toyota is confident in the quality and reliability of its vehicles, but also is committed to continuing to search for any situation which would cause problems with its cars - based on serious and rigorous analysis, testing and research.</p>	<p>  Toyota is confident in the quality and reliability of its vehicles, but also is committed to continuing to search for any situation which would cause problems with its cars - based on serious and rigorous analysis, testing and research. Much more credible</p>
	Much more credible
<p>The American people</p>	<p> </p>

deserve the truth about the safety of their cars, not biased studies by trial lawyer consultants who stand to make millions suing Toyota. The facts are: Toyota and its dealers are working around the clock to make things right for its customers. More than one million cars have already been repaired. And, a world-class engineering firm has conducted a comprehensive review of Toyota's electronics. Their interim report confirms that our fail-safe systems work.


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<p>While Sean Kane claims to be an independent safety expert, he is the owner of a for-profit company that serves as a paid consultant for the plaintiff lawyers that are currently suing Toyota. Despite what he says, he is not working for the best interest and safety of the American people.</p>	<p> While Sean Kane claims to be an independent safety expert, he is the owner of a for-profit company that serves as a paid consultant for the plaintiff lawyers that are currently suing Toyota. Despite what he says, he is not working for the best interest and safety of the American people. Much more credible</p>
	<p style="text-align: center;">Much more credible</p>
<p>Sean Kane, a paid consultant for plaintiffs’ lawyers suing Toyota, and David Gilbert, an academic working for him, deliberately deceived Congress and the American people.</p>	<p> Sean Kane, a paid consultant for plaintiffs’ lawyers suing Toyota, and David Gilbert, an academic working for him, deliberately deceived Congress and the American people. Much more credible</p>
<p>Kane's theories have been debunked time and time again by government investigators and serious scientific studies.</p>	<p> Kane's theories have been debunked time and time again by government investigators and serious scientific studies. Much more credible</p>
	<p style="text-align: center;">Much more credible</p>
<p>The fact is that unintended acceleration is an industry-wide phenomenon and</p>	<p> The fact is that unintended acceleration is an industry-wide phenomenon and Toyota is more than most automakers to address the issue – including an industry leading commitment to install brake override systems on its vehicles. Much more credible</p>

Toyota is doing more than most automakers to address the issue – including an industry leading commitment to install brake override systems on its vehicles.

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NEXT

Now based on everything you might have heard, read or seen lately, do you personally believe that cause of sudden acceleration in some Toyota vehicles is due to electronic issues with the vehicles' electronic throttle control systems or engine software?

- Yes, I believe this is the **ONLY** cause of sudden acceleration in Toyota vehicles
- Yes, I believe this is one of the causes of sudden acceleration in Toyota vehicles, but not the only cause

No, I do not believe this is the cause of sudden acceleration

I don't know enough about it

How credible do you think Toyota is when discussing its recent safety issues and how to fix them?

Very credible

Somewhat credible

Not very credible

Not credible at all

The following are some people or organizations that can speak about some of things you just read about. For each, please indicate how credible you would find each when speaking about these issues

		Very credible	Somewhat credible	Not Very credible	Not credible at all
A TV or radio personality on a car-themed show, such as Car Talk or Pimp My Ride	<input type="radio"/> <input type="checkbox"/> A TV or radio personality on a car-themed show, such as Car Talk or Pimp My Ride	<input type="radio"/> <input type="checkbox"/> Very credible	<input type="radio"/> <input type="checkbox"/> Somewhat credible	<input type="radio"/> <input type="checkbox"/> Not Very credible	<input type="radio"/> <input type="checkbox"/> Not credible at all
Akio Toyoda, Toyota President and CEO	<input type="radio"/> <input type="checkbox"/> Akio Toyoda, Toyota President and CEO	<input type="radio"/> <input type="checkbox"/> Very credible	<input type="radio"/> <input type="checkbox"/> Somewhat credible	<input type="radio"/> <input type="checkbox"/> Not Very credible	<input type="radio"/> <input type="checkbox"/> Not credible at all
An independent engineer	<input type="radio"/> <input type="checkbox"/> An independent engineer	<input type="radio"/> <input type="checkbox"/> Very credible	<input type="radio"/> <input type="checkbox"/> Somewhat credible	<input type="radio"/> <input type="checkbox"/> Not Very credible	<input type="radio"/> <input type="checkbox"/> Not credible at all
Jim Lentz, President and COO Toyota Motor Sales USA	<input type="radio"/> <input type="checkbox"/> Jim Lentz, President and COO Toyota Motor Sales USA	<input type="radio"/> <input type="checkbox"/> Very credible	<input type="radio"/> <input type="checkbox"/> Somewhat credible	<input type="radio"/> <input type="checkbox"/> Not Very credible	<input type="radio"/> <input type="checkbox"/> Not credible at all
A Toyota dealer	<input type="radio"/> <input type="checkbox"/> A Toyota dealer	<input type="radio"/> <input type="checkbox"/> Very credible	<input type="radio"/> <input type="checkbox"/> Somewhat credible	<input type="radio"/> <input type="checkbox"/> Not Very credible	<input type="radio"/> <input type="checkbox"/> Not credible at all

	Very credible	Somewhat credible	Not Very credible	Not credible at all
A Toyota mechanic	<input type="radio"/> <input checked="" type="checkbox"/> A Toyota mechanicVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
Someone in the media	<input type="radio"/> <input checked="" type="checkbox"/> Someone in the mediaVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
A celebrity, such as Joe Gibbs or Jay Leno	<input type="radio"/> <input checked="" type="checkbox"/> A celebrity, such as Joe Gibbs or Jay LenoVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
Someone from an independent car information source, such as Kelly Blue Book or Edmunds.com	<input type="radio"/> <input checked="" type="checkbox"/> Someone from an independent car information source, such as Kelly Blue Book or Edmunds.comVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
An elected official, such as a senator or congressman	<input type="radio"/> <input checked="" type="checkbox"/> An elected official, such as a senator or congressmanVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
Takeshi Uchiyamada, Toyota Chief Engineer	<input type="radio"/> <input checked="" type="checkbox"/> Takeshi Uchiyamada, Toyota Chief EngineerVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
A NASCAR or Indy car racer	<input type="radio"/> <input checked="" type="checkbox"/> A NASCAR or Indy car racerVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
A Toyota engineer	<input type="radio"/> <input checked="" type="checkbox"/> A Toyota engineerVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/> <input checked="" type="checkbox"/> Not credible at all
An independent mechanic	<input type="radio"/> <input checked="" type="checkbox"/> An independent mechanicVery credible	<input type="radio"/> <input checked="" type="checkbox"/> Somewhat credible	<input type="radio"/> <input checked="" type="checkbox"/> Not Very credible	<input type="radio"/>