

USER ACCEPTANCE AND EFFECTIVENESS OF SEAT BELT SPEED LIMITERS ON
RECREATIONAL OFF-HIGHWAY VEHICLES

Project Number: 6000.01 Task 1: Focus Groups

FOCUS GROUP QUESTION PATH (General Users)

1. Review Purpose, Objective, and Scope of the Focus Group

[Use name tags with first names]

[Note: audiotape of how the device works would be helpful for describing the feature]

Introductions and rules

- Moderator introduces self and aides

The purpose of this focus group is for us to learn more about how people are using their off-road vehicles (ROVs) and seat belts. We would like to understand the use patterns for recreational Off-highway vehicles or ROVs. The overall objective of the of the study is to explore the potential effectiveness of restraint system requirements related to seat belt speed limiter technology,, as well as user acceptance issues, and factors that would increase the likelihood of drivers accepting this type of device in their vehicles.

You have been selected to participate in this focus group because you indicated that you are regular users of off-road vehicles, (and that you might be interested in purchasing a new vehicle in next few years). We would like to understand how you would feel about a seat belt speed limiter as a feature. This system would not prevent vehicle motion, but limit the speed to some ceiling level if the driver is not wearing a seat belt. This is the strategy that has been adopted by one ROV manufacturer (BRP. maker of the Commander 1000). The information we gather today will improve safety for all ROV users..

How many of you have taken part in a focus group?

Before we begin our discussion, I would just like to review some basic issues and guidelines.

- a. Focus groups have certain rules or etiquette that we follow

- i. We won't be judging your responses
 - ii. We need to hear about your feelings and opinions. We are not here to reach consensus, but to hear and discuss a range of views. There is no "right" or "wrong" answers.
 - iii. We want to encourage cross talk among group, not to/from moderator; the moderator will merely guide the discussion to cover the topics we need to hear about.
 - iv. We want to give everyone the opportunity to speak - it is important to hear from everyone.
 - v. The session is being audio-taped for offline analysis; participation is voluntary.
 - vi. Refreshments, rest rooms, and breaks are available and planned.
- b. We hope that you will feel free to be completely honest in this discussion. Your responses will NOT be shared with anyone other than those people working on the project. Your name and any other identifying information will not be used in any report that we prepare about these focus groups.
 - c. Please respect the privacy of the other people in this group by not discussing what is said here with anyone outside the group or in public..
 - d. Our objective is to gain insights on how people would feel about this type of system. As we go through the session, I will guide us along various topics, but you will be the **experts** and will doing most the talking.

2. Self Introductions and Ice Breaker

Go around to each person in turn.

Round of introductions of participants (first names) -

- a. What kind of ROV do you own?
 - i. Why did you buy that particular ROV?
- b. Have you ever made modifications to your vehicle?
- c. If yes how and why?
- b. Can you describe ways that you use it, how often and for how many years?
 - Recreational
 - Work
 - Both
 - Other

3. Focus Group Topics

Detailed exploration of topics

Driving Behavior

- a. What types of terrain do you usually travel over?
 - i. Surfaces (grass, mud, sand, gravel, ruts and bumps)
 - ii. Slopes (up and down, along the side)
- b. How do you decide how to handle hills and cross slopes?
- c. What kind of maneuvers do you make while driving your ROV?
- d. While driving your ROV, what are the specific activities or tasks that you try to accomplish?
- e. What are your typical speeds?
 - i. Does your speed vary by activity?
- f. How often do you ride alone vs. with other riders?
 - i. Do you let other people use your ROV?
 - If yes, who?
- g. Have you ever had any accidents or close calls?

Seat Belt Use

- a. Is your vehicle equipped with a seat belt?
- b. If you have a seat belt system in the vehicle, under what conditions do you usually use it? Or not use it?
 - i. How often?
(Never)
 - i. Can you explain why you do not to use the seat belt?
 1. Uncomfortable
 2. Inconvenient
 3. Not dangerous
 4. No need
 5. Experience/Driving Ability
 6. Other
 - ii. Can you think of any driving conditions where you would use a seat belt?
- c. Do you think something other than a seat belt will protect you when using the ROV?
- d. Do you think wearing a seat belt changes the speeds at which you drive? How?
- e. What do you feel is the likelihood that you will be involved in a crash/rollover while driving your ROV? Under what conditions?
- f. In the event of a rollover, what part of the vehicle do you think will protect you?

- g. Do you feel that a seat belt will provide you with some protection during a crash?
 - i. How effective do you think a seat belt would be if you had some kind of accident?
- h. Do you have children? If so, what are their ages?
 - i. When riding with children, are you more likely to use the seatbelt?
 - 1. Why?
 - ii. Do you require them to use the seatbelt?
 - 1. Why?

Seat Belt Speed Limiter

I am going to show you a brief video which will allow you to view how the speed limiter is intended to work. This system would not prevent vehicle motion, but limit the speed to some ceiling level (currently, the limit is 6 mph) if the driver is not wearing a seat belt. First you will see a short video of a driver maneuvering the ROV while using their seat belt, then you will see the same driver performing the same tasks while not buckled in

Note: At this point we will play a video of the feature in action

- a. How would you feel about having a seat belt speed limiter as a feature in your ROV? Remember, this system would not prevent vehicle motion, but limit the speed to some ceiling level (currently, the limit is 6 mph) if the driver or passenger is not wearing a seat belt.
 - i. What would be the positives?
 - ii. What would be the negatives? Are there any unintended consequences?
- b. Would the presence of the seat belt speed limiter influence your ability to perform specific tasks or activities? If so, how?
- c. Would the presence of this system change your behavior with regard to wearing a seat belt? Why? Or why not?
- d. Would you try to defeat or disable the system? How?
- e. The speed limiter is currently set for 6 mph. Do you feel that the limit is set for a reasonable speed? Why? Or why not?

- i. If you feel this is not a reasonable speed, can you tell me what you think a reasonable speed would be and why?
 - 1. 10 mph
 - 2. Higher speeds
- f. How would the presence of this feature influence your decision to purchase another vehicle in the near future?
 - i. Positively?
 - ii. Negatively?
- g. For those of you who are not happy with the way this system is currently designed, what changes to the system would increase the likelihood of your accepting it? _

Passenger Seat belt use

- a. How often do you ride alone vs. with passengers? How many (1-3 passengers)?
 - i. Who?
 - ii. When?
- b.** For those of you who drive with passengers, do your passengers typically wear a seat belt?
 - i.** If yes, how often?
 - ii. If not, why?
- c. Do you feel the presence of a seat belt speed limiter as a feature in your ROV would influence their belt use?
 - i. Why?
 - ii. Why not?
- d. If the system required your passenger(s) to wear a seat belt in order to travel above a certain speed, would you require your passenger to wear a seat belt?
 - i. Why?
 - ii. Why not?

Alternative Ideas

- a. Can you suggest any other ideas that might improve people's willingness to wear seat belts?

Wrap-up

- Would anyone have anything else they would like to mention about seat belt speed limiter system before we conclude the focus group? Are there any issues that we have not touched on?

Closing Remarks

Thank you for your time. What we have heard and learned about today will help the CPSC in assessing the feasibility of this system as an effective way to reduce injuries related to crashes.

- Instruct participants as to how they will be reimbursed for their time.