

Request for Approval under the “Generic Clearance for Focus Groups” (OMB Control Number: 3041-0136)

TITLE OF INFORMATION COLLECTION:

Focus group for recreational off-highway vehicles (ROVs)

PURPOSE:

The information collected during the focus groups will be used by the Consumer Product Safety Commission (CPSC) staff to make more informed decisions with regard to ROV restraint system requirements related to seat belt speed limiter technology. The information will increase CPSC’s understanding of user patterns for ROVs and seat belts, the potential effectiveness of this particular countermeasure strategy, user acceptance issues, and system features and parameters that would maximize benefits.

DESCRIPTION OF RESPONDENTS:

The recruitment objective is to identify 20 ROV users who will be willing to provide insight regarding their opinions and acceptance of a seat belt speed limiter system. Ads will be posted on classified advertisements websites, online riders groups (forums), in local newspapers and at locations frequented by ROV users. The contractor performing the focus group will also send e-mails to past study participants who may be or know eligible participants.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input checked="" type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Mary James, Office of Information Technology, Consumer Product Safety Commission (301) 504-7213; mjames@cpsc.gov

To assist review, please provide answers to the following question:

Personally Identifiable Information:

- 1. Is personally identifiable information (PII) collected? [] Yes [X] No
- 2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [] No [] N/A
- 3. If applicable, has a System or Records Notice been published? [] Yes [] No [X] N/A

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [] No

\$75 per participant

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Focus Group Participants	20	4 hrs	80 hours
Totals	20		80 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$66,420.

Total estimated cost to the government for conducting the data collection is as follows:

Number of Participants	20
Total estimated cost of conducting the survey	\$66,420
Cost per completed Participant	\$3,321

The estimate is based on the total cost of the awarded research contract, divided by the specified number of completed participants.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

- 1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? [] Yes [X] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The recruitment objective is to identify 20 ROV users who will be willing to provide insight regarding their opinions and acceptance of a seat belt speed limiter system in a focus group setting. This is a specialized target group that will require multiple strategies to maximize the recruitment of participants. Ads will be posted on classified

advertisements websites, online riders groups (forums), in local newspapers and at locations frequented by ROV users. The contractor performing the focus group will also send e-mails to past study participants who may be or know eligible participants. The ads will provide a brief description of the focus group study and provide the contractor's contact information for interested parties. Potential participants will be screened for eligibility by telephone. The screener will describe the study in additional detail, and will ask participants about their ROV use habits and demographic questions.

Participants will be carefully defined, targeting selected groups of ROV users. One group will include only ROV owners whose vehicles already have a seat belt speed limiter system (these are BRP Commander 1000 vehicle owners). The second group will include ROV users of all type model vehicles, including the BRP Commander vehicle. In addition, the recruitment strategy will include preference for part-time or non-users of seat belts as participants. Engaging part-time or non-users in the discussion will assist in the exploration of behavior, concerns, beliefs, experiences, and motivations affecting their behavior.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

2. Will interviewers or facilitators be used? Yes No