

B. Collections of Information Employing Statistical Methods

The proposed study involves focus groups with participants who participated in an earlier on-road vehicle data collection. This study will not employ statistical sampling methods to collect information from the target population and draw inferences from the sample to the target population. Therefore, Section B does not apply.

B.1. Describe the potential respondent universe and any sampling or other respondent selection method to be used.

The respondent universe is the 167 participants who had their vehicles outfitted to record their driving speeds during the earlier on-road driving study. Of this respondent universe, 72 participants will be invited to participate in the focus groups based upon their speeding behavior. These 72 focus group invitees represent drivers who were at the opposite ends of the spectrum – those that never drove over the speed limit and those that were chronic speeders and drove at excessively high speeds. The focus groups will include both rural and urban groups, males and females, and members of both age groups in the study in roughly equal proportions. The original universe of participants is a convenience sample of volunteers who responded to advertisements for the on-road vehicle measurements, therefore Section B does not apply.

B.2. Procedures for collection the information

The targeted participants for the focus groups will be invited to participate by mail or telephone. The focus groups will be held at facilities in the two areas where the on-road data collection was conducted (Seattle, WA, and College Station, TX). The procedures for the focus groups and the materials to be used are provided in Appendix C – Focus Group Guideline.

B.3. Describe methods to maximize response rates and to deal with issues of non-response.

These focus groups are qualitative in nature and will be conducted with volunteers in a convenience sample. Participants will first be invited by mail and then a maximum of two follow-up phone calls will be made to solicit their participation. Given that they volunteered to participate in the earlier on-road data collection, it is expected that response rates will be high. An honorarium of \$75 for their time will be offered to ensure a high participation rate.

B.4. Describe any tests of procedures or methods to be undertaken.

This study involves only focus groups drawn from volunteers who participated in an earlier on-road data collection; therefore, Section B.4 does not apply.

B.5. Provide the name and telephone number of individuals consulted on statistical aspects of the design.

This study involves only focus groups drawn from volunteers who participated in an earlier on-road data collection; therefore, Section B.5 does not apply.