

Moderator’s Guide for Focus Groups

OMB Control No: 2127-0682: Focus Groups for Exploratory Research to Inform Communications Concepts and Messaging for Campaign Development to Decrease Highway Fatalities Related to Speeding

FOCUS GROUP MODERATOR’S GUIDE (note: same basic guide will be used for motorcycle riders, but with non-substantive word changes such as references to “ride” rather than “drive,” etc.)

NOTE TO MODERATOR: *When group is fully assembled, read:*

This focus group is being conducted to collect information that will help us better understand your opinions about an important highway safety issue.

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-0682. Public reporting for this collection of information is estimated to average 90 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., W-51-316, Washington, DC, 20590

NOTE TO MODERATOR: *Disclose presence of observers and video-recording (in lieu of “note taking”)*

NOTE TO MODERATOR: *“Warm-up” discussion topic:*

What is the one thing about other drivers that annoys you the most?

NOTE TO MODERATOR: *Probe for brief explanation if response is just a few words*

NOTE TO MODERATOR: Transition to discussion about speeding. Recognize that every driver at least occasionally exceeds post speed limits, but that some drivers tend to always exceed it and/or by a wide margin. Note that the discussion is not to focus on the occasional, infrequent incidences of exceeding limits; instead, it is to focus on frequent and/or significant speeding.

In what circumstances is it OK to drive faster than the speed limit?

In what circumstances is it not OK to drive faster than the speed limit?

How effective (and reasons why or why not) is visibility of a police car in getting people to slow down?

NOTE TO MODERATOR: Repeat same line of questioning for ---

- Speed cameras
- Speed limit signs
- Passenger in the vehicle

Probe for thoughts on other things that might be effective deterrents to speeding

For Interstate highways, how many miles-per-hour over the limit do you think police will allow before stopping a driver for speeding?

NOTE TO MODERATOR: Repeat the above question for (1) non-Interstate freeways, (2) major arteries, (3) minor arteries, (4) local roads in cities and suburbs, and (5) local roads in rural areas.

After a general group consensus about a margin for each road type, ask ---

Out of every 100 drivers who drive (x) miles-per-hour over the speed limit, how many are likely to get ticketed?

Out of every 100, how many are likely to be involved in a crash?

NOTE TO MODERATOR: Transition to tagline assessments. Assume participants are more familiar with the term “slogan” rather than “tagline.” Refer to “Friends Don’t Let Friends...”, “Click It or Ticket.”, and “Only You Can Prevent...” as examples. Remind participants that the line is just one element of overall messaging; that it serves as the core or foundation of other messages; and that the line alone serves as something for people to remember and/or think about when they see/hear it.

Prior to showing/discussing each speeding line (one at a time), distribute that line’s “Report Card” sheet to each participant. (See example page on last page of this document). For the first line to be assessed, review the report card instructions.

For the sheets, the lines will be referenced as “A,” “B,” “C,” etc. to avoid participants seeing the actual line before it is shown to the group. Tagline key:

- “A” – “Stop Speeding Before It Stops You.”*
- “B” – “Obey the Sign or Pay the Fine.”*
- “C” – “Speed Kills.”*
- “D” – “Survive Your Drive.”*
- “E” – “No Need 2 Speed.”*
- “F” – “Take It Easy.”*
- “G” – “The Heat Is On.”*
- “H” – “Respect the Sign.”*
- “I” – “Smooth Operator: We’re Tough On Aggressive Drivers.”*
- “J” – “Stopping the Aggressive Driver Before He Stops You!”*

*Then show the first line on a presentation board. (Re-order randomly for each group.)
Give participants a minute or two to make notes. Then discuss...*

Who graded this line an “A?” “B?” etc. *Probe for explanations, starting with those who gave it relatively high or low grades.*

What do you like about the line? *Probe for explanations.*

Not like? *Probe for explanations.*

(Repeat procedure for each line until all have been assessed/discussed)

If time available, check with observers for questions.

Close and dismiss

(Hand out for each group member to independently assess each tagline.)

Report Card

Slogan "A"

(note: separate sheets will be used for "B," "C," "D," etc.)

As a slogan to be used with messages to remind people to not speed, give this slogan a grade:

A B C D F

Briefly describe your reasons for your grade?