

Appendix F – Advance Letter (English)



[Date]

Dear [First Name] [Last Name],

We would like to invite you to participate in a research survey about traffic safety in the State of Idaho. You are one of approximately 2100 adults in the state that have been randomly chosen to participate in this research project that will help us learn about driving habits and opinions about traffic safety of the residents of our state.

The study is being sponsored by the National Highway Traffic Safety Administration (NHTSA) and it is being conducted by Battelle. Battelle is a non-profit research organization. No one at NHTSA or Battelle will have access to your name or contact information, and no one at the state will have access to the answers you provide on your survey.

If you choose to take part, it will take about 20-30 minutes of your time to complete the survey. Your participation is completely voluntary and any information you provide will be kept confidential. You can choose to participate in English or Spanish, whichever you prefer. You will receive \$5 with your survey to compensate you for your time and thank you in advance for your participation.

A survey will be sent in the mail to you in the next few days along with a postage-paid envelope that you can use to return the survey to Battelle. As a reminder, the State of Idaho will not ever see your survey data. You may also take part using the on-line survey, and there will be instructions for accessing the online survey in your survey packet.

We hope that you will consider participating in the *Idaho Driving Safety Survey*! If you have questions about the study please call our toll-free number 1(xxx)-xxx-xxxx. If you have questions about your rights as a research participant, please call the toll-free number, 1-877-810-9530, ext. 500.

Sincerely,