

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 2127-0682)**

---

**TITLE OF INFORMATION COLLECTION:** Focus Groups for Assessment of Creative Concepts Supporting a National Awareness Campaign to Reduce Drug-Impaired Driving

**PURPOSE:**

The National Highway Traffic Safety Administration (NHTSA) was authorized by the Highway Safety Act of 1966 to carry out a Congressional mandate to reduce the mounting number of deaths, injuries and economic losses resulting from motor vehicle crashes on our Nation’s highways. In response to GAO recommendations contained in Section 4009 (*Increasing Public Awareness of the Dangers of Drug-Impaired Driving*), GAO-15-293 of FAST ACT, Public Law 114-94, NHTSA was directed to “...increase public awareness of the dangers of drug-impaired driving.” NHTSA is developing a drug-impaired communications campaign to support state efforts to raise drivers’ awareness of the risks and dangers of driving while under the influence of drugs. This campaign is planned to be implemented in Summer 2017.

Drivers impaired by drugs (legal, as well as illegal) has become a mounting problem on the nation’s highways. NHTSA’s 2013/14 National Roadside Survey of Alcohol and Drug Use by Drivers ([www.nhtsa.gov/staticfiles/nti/pdf/812118-Roadside\\_Survey\\_2014.pdf](http://www.nhtsa.gov/staticfiles/nti/pdf/812118-Roadside_Survey_2014.pdf)) found that nearly one in four weekend drivers tested positive for at least one drug that could affect safety. This study collected data for a wide range of drugs that potentially impair drivers’ abilities to operate a vehicle safely. These included, for example, these illegal and legal substances:

- Amphetamines
- Antidepressants
- Barbiturates
- Cocaine
- Codeine
- GHBs
- Heroin
- Ketamine
- LSD
- Marijuana
- Methamphetamines
- Morphine
- Muscle relaxants
- Oxycontin/oxycodone/hydrocodone (and other similar pain medications)
- PCPs
- Rohypnol
- Sleep medications

The widespread prevalence and use of many of these substances is well documented by numerous sources such as the Centers for Disease Control, National Institute on Drug Abuse, National Institute on Alcohol Abuse and Alcoholism, National Institute of Mental Health and others, as well as a wide variety of professional trade journals in the health, mental health and pharmaceutical industries.

An integral part of NHTSA’s plan is development of a public communications campaign to increase and sustain awareness of the risks and dangers of driving while impaired by drugs. For assessment of the relative strengths and weaknesses of creative concept alternatives, NHTSA seeks to use a qualitative research methodology in the form of focus groups. For past NHTSA campaigns, market research findings in the form of focus groups have been important in gathering feedback because they allow a more in-depth understanding of drivers’ attitudes, beliefs, motivations, and feelings than do quantitative studies. Focus groups serve the narrowly defined need for direct and informal opinion on a specific topic.

NHTSA proposes conducting six focus groups among drivers who are ages 18-34 and who are recreational users of more commonly used drugs known to impair driving. In particular, these drugs are marijuana, cocaine, heroin and opioids. For the focus groups, two groups will be conducted in each of three cities: Charlotte, Indianapolis and Phoenix. While recreational drug use is prevalent in nearly every city of the nation, these three cities provide geographic dispersion, sufficiently large populations to accommodate the recruiting specification, and locally-based, research industry-accredited resources for efficient recruiting and facilitation of focus groups.

Focus groups will play an important role in gathering this information because they allow for more in-depth understanding of people’s attitudes, beliefs, and motivations than do other kinds of studies. If such information is not collected, it will be more difficult and less cost-effective for NHTSA to develop and distribute potentially life-saving messages to its target audience.

**DESCRIPTION OF RESPONDENTS:**

Focus group respondents will correspond to the campaign’s target audience: male and female drivers ages 18 to 34 who are recreational users of selected drugs: marijuana, cocaine, heroin and/or opioids. Six groups will be conducted, each composed of seven to nine pre-screened individuals matching that profile. Each group is projected to last 90 minutes in duration. (This total time is a combination of an “arrive early” window of 15 minutes plus 75-minute focus group session). Although no more than nine participants will be seated for each group, more than nine per group will be recruited. Given the target market profile for this effort, fifteen people will be recruited for each group in anticipation of at least nine showing. Even with advance confirmations from qualified recruits, the sensitive nature of the subject matter for this research necessitates the higher number of recruits. Should more than nine arrive on time, only nine will be seated in the group, and the others will be released (as well as paid their promised incentives). For the six groups, three cities will be used, with two groups per city. Each proposed city is relatively major in size and has marketing research industry-accredited focus group facilities available:

- Charlotte, North Carolina
- Indianapolis, Indiana
- Phoenix, Arizona

**TYPE OF COLLECTION:** (Check one)

Customer Comment Card/Complaint Form

Customer Satisfaction Survey

Usability Testing (e.g., Website or Software)  
 Focus Group

Small Discussion Group  
 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:     Susan McMeen    

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published?  Yes  No

**Gifts or Payments:**

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

Each respondent will be provided with \$75 following her/his participation in a focus group session. This amount is in line with the industry standard, relative to focus group participation by people in the target market. These industry-standard stipends help to ensure that respondents can be recruited efficiently and ensure their arrival and participation in the groups. These standards exist to provide fair compensation for costs incurred by participants while attending groups, based on the location of and expenses in each market. As noted earlier, pre-screened and invited respondents who arrive on time but are released prior to the group will also be awarded their stipends (also in keeping with marketing research industry standards).

**BURDEN HOURS**

No. of Respondents	No. of Responses per Respondent	Average Burden per Response (hours)	Total Burden Hours
--------------------	---------------------------------	-------------------------------------	--------------------

90 (recruits for screening purposes)	1	6 minutes (1/10-hours) phone interview	9
54 (participants)	1	90 minutes (1-and-1/2-hours) pre-group arrival plus discussion	81
36 (recruits arriving, but released prior to participation)	1	15 minutes (1/4-hours) pre-group arrival only, subsequently released	9
			<b>99 hours</b>

**TOTAL BURDEN HOURS: 99 hours**

**FEDERAL COST:** The estimated annual cost to the Federal government is \$62,190.

**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?

[ X ] Yes      [ ] 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?

Each focus group facility in each city does the recruiting on behalf of NHTSA and NHTSA's contractor, The Tombras Group, as described in the screener. The facility's recruiting staff works primarily from a pool within its proprietary database of people in that marketplace who have previously submitted demographic, lifestyle and product preference information. Upon receipt of a screener such as the one for this project, the recruitment manager at the focus group facility will filter the database to search for potential respondents in the designated age group (and any other relevant specs if the firm happens to have one or more of those other criteria established in the database). Then the recruiters will use telephone calls to those potential respondents to administer the full screener.

In any given household, only one person will be screened and confirmed.

After going through the database, if the recruiters can't fill the specified total numbers and/or quotas, the secondary step is procuring sample from any of numerous national sample providers

of names, addresses and phone numbers. The recruiters will then make phone calls to this list until the recruiting is completed.

**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

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**