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**Driver Surveys:
Information and Options for SHSOs**

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**Driver Surveys
Information and Options for SHSOs**

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GHSA Webinar
3:00 pm EDT
January 19, 2010

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Overview

- Why conduct a survey?
- What information to collect?
- Who to survey?
- When to conduct the survey?
- How to do it, part 1: survey methods
- How to do it, part 2: design, operations, analysis
- Where to get more information

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Why conduct a survey?

- Track knowledge, awareness, behavior
- Explore public reactions to potential programs and initiatives

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What information to collect?

- Nine core questions in GHSA-NHTSA agreement:
 - knowledge, awareness, and behavior for belts, booze, and speeding
 - see Survey recommendations (2009)
- Basic demographics
 - age (in categories), sex
 - perhaps ethnicity, Zip Code, VMT, vehicle driven
- Other information for State priority issues

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Who to survey?

- For core questions: all drivers or all licensed drivers
- For State questions: may wish to oversample some groups

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When to survey?

- It's up to you
- Close to your enforcement and media campaign
- Hard to pick a single best time
- Maybe July?
 - shortly after May belt campaign
 - during summer speeding campaign
- Survey at the same time each year, to track changes

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Survey methods - overview

- Possible methods:
 - DMV
 - Phone
 - Web
 - Mail
 - Intercept
 - Mixed methods
- Criteria to balance
 - Coverage – include all (licensed) drivers
 - Response rate
 - Amount and type of information
 - Cost

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DMV

- At DMV offices; paper and pencil
- Good licensed driver coverage
 - weight to account for oversample of young drivers
- Good response rates
 - 10-30% refusals
- Limited information
 - one page; for most questions just check a box
- Low costs
 - \$5-10,000 for 500-1,000 sample

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Telephone

- From phone exchange lists, random dial
 - must be conducted by experienced survey firm
- Moderate licensed driver coverage
 - cell phones: expensive; miss young drivers if excluded
- Poor response rates
 - 50-70% refusals
- Extensive information
 - open-ended questions, branching
- Moderate costs
 - \$8-20,000 for 10-12 minute survey of 500-800 sample
 - more expensive for specific target populations

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Web

- Recruited participants respond over internet
 - big question is how to recruit
- Unknown coverage
 - participants must take initiative to respond
 - must have internet access
- Unknown response rates
- Extensive information
 - open-ended questions, branching
- Low costs
 - no staff to administer survey or tabulate results

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Mail

- Mail survey to participants; mail back responses
 - need list of addresses
- Good licensed driver coverage if DMV list used
- Unknown response rates
 - could include some incentive
- Extensive information
 - open-ended questions, branching
- Costs depend on response rates
 - include postage

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Intercept

- Like DMV, but recruit participants at other locations
 - gas stations, convenience stores, ...
- Differences from DMV surveys:
 - coverage: probably not as good
 - response rates: probably not as good
 - costs: probably higher

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Interviews

- Like telephone, but conducted in person
 - gas stations, convenience stores, ...
- Differences from telephone surveys:
 - big issue is recruiting participants
 - coverage: depends on recruitment methods
 - response rates: probably better
 - costs: probably higher

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Mixed modes

- Recruit in one way, collect responses another way
 - example: contact by mail, respond by internet
 - may increase response by allowing responses in more than one way, such as mail or internet
- No general advice on coverage, response rates, information, or costs

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Conclusions

- DMV surveys probably give best coverage for least cost
- Telephone surveys the next choice
 - beware of coverage gaps because of cell phone issue
 - costs likely will be higher than DMV

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Survey design, operations, analysis

- Get help from a survey statistician!
- Sample size:
 - accuracy of the results depends on the sample size, so decide in advance how much accuracy you need
 - 500 minimum
 - most recent State surveys have a sample size of 500 to 1,200

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For more information


all at <http://www.ghsa.org/html/projects/index.html>

- Driver surveys: information and options for State Highway Safety Offices (2009).
 - Hedlund, Chaudhary, and Williams
 - expanded version of this outline
- Survey recommendations for the NHTSA-GHSA working group (2009)
 - Hedlund, Casanova, and Chaudhary
 - lists and summarizes surveys NHTSA and States conducted from 2004-2008, discusses DMV and phone surveys, discusses the nine core questions

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For more information

- Web-based surveys (2009)
 - Williams
 - short discussion of web surveys; references
- Traffic safety performance measures for States and Federal agencies (2009)
 - Hedlund; DOT HS 811 025
 - role of surveys in assessing traffic safety performance

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