

TEEN DRIVER LICENSING PROGRAM SURVEY

DECEMBER 2004 –APRIL 2005

SURVEY METHODOLOGY
SURVEY INSTRUMENT DEVELOPMENT
SAMPLE
DATA COLLECTION

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INTRODUCTION

The Oregon Department of Transportation (ODOT) contracted with the University of Oregon Survey Research Laboratory (OSRL) to replicate a previous study conducted in British Columbia on the parents and teens attitudes, views and behaviors about newly licensed teens. The study's goal was to obtain statistically valid and reliable information concerning a wide variety of transportation issues. Working closely with ODOT representative, Robert Edger and Dan Mayhew of the Traffic Safety Research Institute, OSRL planned, pretested and implemented a telephone survey with 1,125 Oregon teenage drivers and their parents. This report summarizes the survey design, sampling methodology, and data collection.

SURVEY METHODOLOGY

This section describes OSRL's procedures for developing and implementing the telephone survey instrument, the sampling to conduct this representative study, and the actual data collection.

SURVEY INSTRUMENT DEVELOPMENT

The survey's broad goals were to obtain information on the attitudes, views, behaviors opinions of newly licensed teenage drivers and their parents. Survey questions were developed in close consultation with ODOT, with special care exercised to ensure that certain survey questions directly paralleled the previous study with new questions developed in tandem with ODOT and OSRL. The final 2005 survey instrument comprised the following specific subject areas of both parents and teens:

1. **Opinions** of Oregon laws and regulations regarding teenage drivers, as well as traffic laws in general.
2. **Accidents and Crashes** both parents and teens were asked about being in accidents and what **behaviors** led up to those crashes.
3. **Instruction** a series of questions were asked about the teenager's instruction experiences and the length of time devoted to instruction.
4. **Risky behavior** some questions probed what, if any high-risk or risky behaviors teenagers engage in on and off the road.

5. **Driving behaviors** asked teens and parents about driving behaviors in general and confidence in the teens driving abilities.
6. **Employment-related trip behavior**, usual and last week.
7. **Household or Parental Rules** governing a teen's driving privileges including limitations on use of vehicle, driving after dark or unsupervised and the process of learning how to drive.
8. **Basic demographic data**, including years of residence in Oregon, age, sex, education, employment, number of adults in the household, number of vehicles in the household, urban-rural community, and household income.
9. **ODOT Data** was also provided and appended to the respondent's answers that included crash history, region and zip code.

The survey instrument was extensively pretested using OSRL's standard three-pronged pretest procedure, involving (a) potential members of the survey population, (b) OSRL's Questionnaire Review Committee, comprised of survey experts from our staff and university-wide advisory committee, and (c) potential users of the data, including ODOT personnel. Individual questions were pretested for clarity, accuracy, validity, and variability of response. The entire instrument was pretested for flow, length, comprehensiveness, and factors affecting respondents' cooperation and attention. Based on these pretests, the survey instrument was revised and finalized.

The survey was then programmed into OSRL's computer-aided telephone interviewing system (CATI), and further pretested. A facsimile of the survey instrument is provided in the "Toplines" section of this documentation. All interviews were completely anonymous. Human subject's approval was obtained from the University of Oregon's Committee for the Protection of Human Subjects.

SAMPLING

ODOT furnished OSRL with a list of all newly licensed teenage drivers in Oregon. This list contained parental information, license dates, birthdays, crash history, gender and age. From this list OSRL drew samples based on the quotas prescribed by ODOT. These sample quotas included;

- 16 year-old males, No crash
- 16 year-old males, Crash
- 17 year-old males, No crash
- 17 year-old males, Crash
- 16 year-old females, No crash
- 16 year-old females, Crash
- 17 year-old females, No crash
- 17 year-old females, Crash

OSRL and ODOT jointly selected a goal of obtaining 125 completed interviews from each of these categories for a total of 1000 completed interviews. OSRL randomly sampled from the list provided by ODOT, ultimately drawing all teenagers that ODOT had listed as having an accident as that quota proved difficult to fill, especially for 16 year-old who have crashed as their limited driving times made evenly filling the strata very challenging. To compensate,

OSRL Project Directors overfilled the quotas in other areas to generate a total of 1125 completed interviews.

DATA COLLECTION

Interviewer training was conducted on December 8, 2004. Interviewing was conducted December 9, 2004 – March 7, 2005. A minimum of 24 calls was made to each telephone number to avoid nonresponse bias. Interviewing was conducted 9:00 a.m. to 9:00 p.m. Mondays through Sundays until the target sample was achieved. CATI automatically schedules calls which do not result in interviews for different times of the day and different days of the week, or interviewers can schedule interviews for respondents at more convenient dates and times.