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TITLE: Questionnaire Techniques in Traffic Safety Research: A Digest of California Department of Motor Vehicles' Experience

DATE: May 1973

AUTHOR(S): William V. Epperson

REPORT NUMBER: 43

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FUNDING SOURCE: Departmental Budget

PROJECT OBJECTIVE:

To compile experiences concerning phases of studies dealing with questionnaires.

SUMMARY:

This report details experience regarding questionnaire content, contact strategy, response, non-response and non-recipient rates in California Department of Motor Vehicles' studies using questionnaires as a data-collection tool. The contribution of questionnaires to each of 10 DMV studies is discussed along with the efficiency of various response maximization procedures.

IMPLEMENTATION STATUS OF FINDINGS AND RECOMMENDATIONS:

This document has been used as a reference by the Research & Development staff and other researchers.

SUPPLEMENTARY INFORMATION:

None available.