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DEPARTMENT OF TRANSPORTATION STATE OF HAWAII

Extreme Speeding Focus Group Findings

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EXECUTIVE HIGHLIGHTS

- **Four Focus Groups Conducted**
  - Two for Young Males Between 18 and 25 Who Have Modified Vehicles
  - Male and Female Speeders
  - Parents of Drivers Between 16 and 25

- **Car Modifications**
  - Many of the young males installed new exhaust systems, intake, racing tires, suspension, body kits, and/or swapped a motor with expenses ranging from $1,000 to $5,000.
  - Many drivers said they would still speed if their car was not modified.

- **Reason for Speeding**
  - The intentions for speeding were consistent among all young adults in the first three focus groups.
  - Females exhibited similar tendencies toward speeding with some having driven in the same speed range as males their age.
  - A few of the of the primary reasons to speed included an adrenaline rush, being late, anger, or taking advantage of an open road late at night.

- **Extreme Speeding**
  - Many of the males and females have exceeded 100 miles per hour on the highway.

- **Accidents and Citations**
  - Although many of the drivers were in accidents or received citations, many did not admit to an immediate change in behavior.
  - Matured drivers nearing their mid-twenties as well as those with multiple speeding tickets coupled with high insurances rates said they speed less frequently than their earlier years of driving.

- **Driving Skills and Safety**
  - Some participants based their driving skills on not being in an accident or not receiving a citation.
  - The drivers said they understood the limits of their vehicle, so they felt safe at extreme speeds.

- **Racing and Drifting**
  - A few of the owners of modified vehicles classified themselves as street racers and also practiced the maneuver of drifting.

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- **Racetrack**
  - There were mixed responses in favor of using the racetrack.
  - The side that favored the racetrack acknowledged the safe environment and the laser precision race timing while the other side argued that it did not provide them with the same feeling of racing on the street.
  - Other participants were deterred from the racetrack because of the highly visible police presence.

- **Disassociation**
  - The members of the first two groups, which consisted of the young males with modified cars disassociated themselves from the types of drivers in the third group, and vice versa.
  - Both groups have reached the same extreme speed levels, but each opposing side regarded the others as unskilled or ignorant.
  - Many of the proclaimed street racers said they did not drive as bad as other street racers that have lost their lives in a car accident.

- **Anger with Other Drivers**
  - The bad habits of other drivers on the road were one of the reasons drivers became angry, which led them to speed.
  - Many of the complaints toward other drivers was their disregard to common driving standards such as using a turn signal or moving to the right lane while driving slower than the flow of traffic.

- **Driver's Education**
  - Participants suggested that driver education be improved in order to alleviate any frustration caused by poor drivers.
  - Driver education would create consistency among the driving habits of everyone on the roadways in Hawaii.
  - The lack of driver's education was also pointed out as one of the leading causes of accidents.

- **Parental Guidance**
  - The parents that participated reinforced safe driving habits with their children.
  - They believed that some of the parents of speeders were too passive in shaping their children's driving behaviors.
  - Some of the group also frowned upon the notion of other parents financing their children's car modifications.

- **Slowing Down Extreme Speeders**
  - The idea of confiscating a car was believed to be an effective deterrent in slowing down extreme speeders.
  - Other suggestions included increases in speeding tickets, sending the child and parents to driver's education, and visual displays of the after effects of a car crash.

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OVERVIEW

Study Objectives

SMS was commissioned by the Hawaii Department of Transportation to conduct a series of focus group discussions to gain a better understanding of traffic safety behaviors in the areas of extreme speeding, elderly pedestrians, motorcycle helmet usage, and seatbelt usage. The first round of focus groups delved into the topic of extreme speeding by exploring perspectives of young males and females as well as the parents of young drivers. This phase of the DOT study will be integrated with research findings from earlier stages in order to develop a social marketing campaign that will change the behaviors of extreme speeders in Hawaii. The research objectives for this study were to determine:

- The motivations for extreme speeding
- The effect of previous accidents or driving infractions on current driving habits
- The role of parents in their children's driving safety and financial support
- The influences for behavioral changes in extreme speeders

Methodology

The participants in the focus groups were recruited based on each session's target group. The recruitment was completed at car shops, Raceway Park, internet message boards, and through random phone calls. An incentive of $50.00 was offered during the recruiting. In addition, participants that arrived fifteen minutes early were eligible for a drawing to win an extra $50.00.

The four sessions were conducted during evenings in January and December at SMS' in-house focus group facility. The first two sessions were comprised of males between the ages of 18 to 25 who have a modified vehicle. The third focus group involved a mix of male and female speeders. The concluding group included discussions with the parents of young drivers who were between the ages of 16 to 25.

The extreme speeder discussions were led by Hersh Singer, an experienced moderator and the owner of SMS. Discussion guides were developed from the research objectives, which served as an outline for the main topics of each session. Additional areas were covered beyond the moderator's guide when undiscovered topics emerged.

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KEY FINDINGS

Respondent Backgrounds

The first two focus groups included young, male drivers of modified Hondas, Acuras, Fords, Nissans as well as other car makes. Many of the drivers in the two groups admitted to street racing or consistently breaking the speed limit at extreme levels. The third group consisted of drivers of various car types, and none of the participants had any modifications done to their vehicle. Although the third group disassociated themselves from street racers, many of the participants confessed to exceeding speeds well over 100 miles per hour. In order to separate their comments from the others, two *'s will begin each of their comments. The last group, parents of young drivers, did not have children that drove souped up vehicles. Many of the parents did have close relations with extreme speeders through extended family members or friends of their children. One of the parents was a driving instructor and an event organizer at Raceway Park. Each of the parents' comments will be italicized in order to differentiate their quotes from the others.

Car Modifications

Among the drivers with souped up vehicles, many of them installed a new exhaust system, intake, racing tires, suspension, body kits, and/or motor swapped. Most of the drivers said they would still speed even if their car was not modified. On the other hand, the drivers said their modifications made them feel safer when driving at extreme speeds. The respondents also complained about additional costs that came with reconstruction permits. They felt they were spending enough money as it is, even though many of their cars were financed by their parents or gift money. In fact, the drivers said to spend anywhere between $1,000 to $5,000 on their car.

<u>Selected Comments</u>

> "All of the basic bolt-ons. I put all my money into suspension. I'm a handling kind of guy."
>
> "Not every car can go 100 on a turn"
>
> "We do it for sound and performance."
>
> "When I do drive fast, I like hearing my engine and the high RMPs [imitates revving sound]. I like hearing my motor."
>
> "Yeah, the car is built to go faster."
>
> "You're prepping the car to actually handle it. You can make a lower center of gravity."
>
> "Just about every car you buy, you can go a 100."

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"Recon is bull$%#*. It's just more taxes. You do things to your car that doesn't affect anybody else."

Reasons for Speeding

The reasons for speeding were fairly consistent among the young adults in the first three focus groups. Although the members of the third group did not have modified cars like the males in the first two sessions, all of the drivers admitted to speeding. Many of the participants did it for the rush and excitement while others did it because they were behind schedule or as a way to suppress anger. Some of the drivers also chose to speed when it was late at night while they were alone on the highway. The drivers felt that they were in control of their car and did not have any fears of driving at such extreme speeds.

<u>Selected Comments</u>

"The adrenaline rush."

"His friends need that adrenaline rush."

** "The scared point is when the adrenaline really kicks in. When a kid gets into a car and says, 'I need that adrenaline rush,' that's what he's doing. He's getting to that scared point. When he's scared, he knows it's dangerous."

** "Having an adrenaline rush is doing something dangerous and extreme to the point where you're scared and you know you can die."

"Part of the risk and rush is knowing you may die."

"You've got to believe that you're not afraid to die. You know you could die any moment."

"The experience and feeling of the speed…knowing consciously that you are breaking physical limits, things you'd never be able to achieve without that vehicle."

"I race anybody when I'm running late."

** "I don't know how many times I've put timeframes on how fast it takes me to get from here to here. Let's say you go from the North shore to here and you made it in an hour. Then when I get there in 45 minutes, I'm like, 'Oh yeah!'"

"My chick made me speed when she pissed me off."

** "There's times when someone cuts you off and you get a burst like, 'Son of a B@&%$!' then take off."

"It has nothing to do with gender. It has to do with desire."

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Extreme Speeding

When asked the highest speed ever driven, many of the young adults in the first three focus groups said they have traveled well over 100 miles per hour. In fact, some of the drivers admitted to driving at such speeds on a weekly basis. Female drivers even claimed to have equaled the high speeds of many of their male peers who participated in the modified cars focus groups.

Selected Comments

> "I hit 120 at least three times a week."
>
> ** "120 everyday from home to work in California. Here maybe 90."
>
> "When you hit like 120, you start to think like… 'Whoa!'"
>
> ** "Today, I got a car from my job, a Pontiac Grand Prix V6. I went 130 on the freeway."
>
> *"I would say, based on Hawaii's speed limits…I would say going 20 miles over the speed limit is not unheard of."*

Accidents and Citations

A lot of the participants among the younger drivers were in traffic accidents. Not one member was ever in a high-speed accident. A few of the drivers stated that the accidents did not break their speeding habits. This continuation of behavior also led to speeding citations, with some of their tickets a result of being late for work. Similar to accidents, a couple of the drivers did not slow down after getting ticketed. On the other hand, one driver admitted that his excessive accumulation of tickets caused him to drive slower. Some of the drivers even avoided tickets through their relationship with cops while others acknowledged it was not a surprising occurrence.

Selected Comments

> "I drive reckless, I got into two wrecks already."
>
> "I've been in ten accident and all of them were at the speed limit."
>
> "After the accidents, I didn't slow down."
>
> "I don't to think about accidents because I don't want them to happen."
>
> ** "I got three speeding tickets the first six months I got my license."

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** "95 in a 35…it was a residential but there were stores along the side and not homes."

"I've gotten pulled over, but I never got the ticket."

"Heck no, one of my friends works for the Sheriff's Department. They stopped me, I just never got a ticket. I was going 110."

"The sheriffs are sitting out there instead of cops, and if they recognize your car, they let you go."

"If I speed for fun, I don't get caught. The last time I was late for something, I got caught."

** "I got my first ticket when I was late for work, too."

"My car actually isn't registered to me anymore. I can't afford the insurance because it's so high. Before I got the DUI, I was already at $6,000 a year. It's $10,000 now."

"I think the maximum I ever paid was $400 a month."

"Now my friends say I drive slower than their Grandma. I used to get into too much trouble with my driving. I just paid off a stack of tickets. I just got my license back last July."

"Cops are hitting imports. It's profiling."

Driving Skills and Safety

Some of the drivers justified their driving skills on never getting a ticket or being in car accidents. Other young drivers felt they have been gaining enough experience, although many of them have not driven for more than ten years. Similarly, some felt that they were comfortable at high speeds and understood the limits of their vehicle. In addition, a few of the young drivers believed that a positive mind state eliminated any potential dangers. With overall safety the concern, a couple of men even acknowledged that they thought women were better drivers.

Selected Comments

** "Yeah, I am [a good driver] because I never got a speeding ticket, and I never got into an accident. I never even had a fender bender."

"Basically learning from friends that know what they're doing. I just use it myself and practice."

"I've gotten used to my car to the point that I know I can handle it."

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** "I don't think I even pay attention to the speed limit because I can feel how fast I'm going."

"Most of the fast drivers I know are really the safest drivers. When you put your mind to it, you can drive fast and be safe at the same time."

** "I don't speed at any time I think or don't know it's unsafe."

"No, if you worry about it, you're going to bachi yourself."

"It's all about fate. If you think positive, you can make it."

** "I don't think you'll ever think something is going to happen to you unless it's somebody close to you."

"I think too many people connect safe driving with driving slow. That's not necessarily so. Yes, there is a point where you're going way too fast, you know, 100 miles per hour. Yes, that's not safe for the drivers of that situation."

"Women are actually better than men. Let's say they were driving on a course, and he makes a mistake. The man would sit there beating himself up. The girl would just keep going and make it better."

"I feel that I'm a better driver than my wife is. The thing is, I think that women are better overall. They're more conservative and conscious of the surroundings. Men seem to be very distracted."

Racing and Drifting

Some of the participants in the two groups consisting of drivers with modified cars also identified themselves as street racers. They felt that racing on the street gave them more excitement than on a regulated race track. Although both environments allowed them to drive at high speeds, the racers said that there was a difference. A few of the adults pointed out their experiences on the highway while cars were racing. In addition to racing, many of the young drivers with modified vehicles participated in drifting, which is a maneuver of sliding a vehicle sideways while going into a turn.

<u>Selected Comments</u>

"I like street racing. It's more fun."

"I got a ticket for racing because I was the one in front."

"Their whole challenge is to find someone on the freeway."

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"On the street, you're breaking the law and if you get away with it, you kind of feel good about it."

"It's two totally different things. The environment is different. It's not the same feeling even."

"We're driving home at 11:30 or 12 o'clock at night, and I see a lot of those race guys and stuff. I am so terrified going home because you're not only worried about a drunk driver."

"I deal with a lot of these young kids, these racers, and it terrifies me. A lot of them live out our way and Waipahu, you know, those funky cars."

"When you're drifting, you pitch the car into the turn, and you're literally drifting."

"It seems like nowadays, the kids are into drifting. That's how a lot of these accidents happened. Like at CompUSA, these kids were trying to drift and things like that... That's when your car is in a four wheel slide. They purposely do that to try to hold that state because it's very impressive to watch. It's more for an exhibition."

"There's drifting sessions that they have at Raceway Park. It's a very in thing to do. It's very big in Japan."

Racetrack

There were mixed responses among the drivers who had souped up vehicles when the topic of Raceway Park was presented. Some of the drivers favored the track because it provided an outlet for their speeding desires. One of the adults that organized events at the track also spoke favorably about the venue. On the other hand, many of the young drivers were deterred from the track because of the highly visible police presence. They said the increased enforcement was a result of racers speeding away when they left the racetrack.

<u>Selected Comments</u>

"The racetrack we have now is not all that big. It's not all that great either. If it's bigger and opened everyday of the week and people actually go there, then people would slow down. What's the sense of driving fast on the street if you could save it for the track?"

"Go to the track. That's laser proof to show how fast you can drive."

"The track would be a good way to get my fix."

"Because of 9-11, a lot of the racing activities are now stuck at Raceway Park. There isn't enough Sundays in the year in order to put them on. You're lucky to get one month a year that your venue has the track. There isn't enough opportunity to do it according to what they feel."

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"We usually go dragster nights because a lot of our friends drag race. Our kids used to go there when they were young, and they know there's a place to do that where you don't endanger other people's lives."

"…and the racers. I have no problem if you do it at Raceway Park, but you're endangering other people."

"We have a mini course…It's against the clock… It's more so about car handling and control… Unlike road racing where the track is always the same, our track is always different."

"A lot of cops wait over there. They block the entrances to stop people."

"When you come out, people go racing on the streets outside the racetrack."

"No matter if you make a racetrack, everybody will still speed."

** "That's why they have drag racing at Campbell, and there's where it should be."

"There is a time and a place he likes to go fast, and we go to the tracks and stuff."

Disassociation

Members of the first two groups versus the third group had opposing views of each other. The modified car drivers did not believe that other speeders were as safe as they were on the road. Likewise, the group of male and female speeders did not think that the racers were safe as they criticized the other's motivations to modify their cars. One of the racers made a valid point to the group that no one would admit to being a poor driver. Equally important, the racers would criticize other racers who have died in a car accident by saying that they were not good enough drivers. Overall, participants in all three groups reached the same high speeds but felt they were a "different kind of speeder" from the opposing group.

<u>Selected Comments</u>

** "It's those real young kids with those rich parents that buy them those cars."

"Other people think if you drive fast, you just step on the gas, and that's nothing to do with it."

"They might be rice drivers, not race drivers. Their cars are all about looks. They want to attract girls. That's it."

** "They soop it up and now they want to show it off. 'My car is better than yours.' When I go fast, it's my business. I'm not out there to show that I can drive fast. I just personally want to drive fast."

"No, they all thought they were good drivers. They always think that they're better than the next person."

"Think about the male ego. The male ego is huge. No matter how good you are or how sh#%$* you are, it doesn't matter. Everybody is going to think they're good. You'll never hear anyone admit to anyone, 'Yeah brah, I suck at driving.'"

** "They're just different kinds of people. Some are young and ignorant and stupid and they just don't care."

** "There are people that want to speed just to show off, show their friends what they got, or they can't lose. They have an ego, and they don't care. I'm not out there to show and prove to anybody."

** "I think they all fit into the same category. They're all young kids trying to see how fast their cars can go."

** "They're probably better drivers than we are because they're used to driving at faster speeds."

** "Who feels more powerful, the man with a gun or the man without a gun? The man with a gun. Who feels more powerful, the guy with the fastest car or the guy without the fastest car? Probably the guy with the fastest car. It's an ego thing. Take that away, and he might not be s&$#."

** "I don't know if you guys remember, but when they had that accident in Kaimuki. That kid hit the side barrier, and he went off the freeway. He was racing with somebody. That kind of speeding is different with the type of speeding I do."

"[A lot of people die] because they were racing."

"Those are the guys you'll see in the news paper next week. Blah Blah Blah in a Honda Civic going 120 killed three people in a van."

** "There's a difference between conscious and unconscious speeding. Accidents you've seen lately are unconsciously speeding. They're just in the zone. They're not thinking."

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Anger with Other Drivers

One factor that can lead to speeding is anger toward other drivers. Participants from each of the four groups had various complaints about other drivers on Hawaii's roadways. The behaviors of other drivers sometimes elicited tension in the participants, so they chose to speed for their personal relief. Many of their recurring complaints related to the ignorance of other drivers' who did not practice common driving standards.

Selected Comments

"I'm a reckless driver when I get cut off. Then I get pissed off."

"When I'm mad, that's when I hit 80, 90, 100."

"There's not one day I don't get pissed off on the highway."

** "Me and my girlfriends were coming home from a night out and these guys were racing. They came in between me like this. I chased them all the way to the Hawaii's Kai Zippy's, and I slapped them."

** "I think it's the slow drivers that are just as bad as the fast drivers."

"Slow traffic needs to stay to the right or get off the road."

** "If there's no traffic and I see someone driving fast, I'm like 'Whatever,' but if I'm in the middle of a bunch of cars and they're creating a dangerous situation, yeah, I'd be pissed off."

"If you see how people drive on the mainland, you'll see how backwards people drive here."

"You give them a break check. If they hit you, it's their fault."

"People don't even use their turn signals properly."

"Some people have no common sense. The minute that it rains, the people slow down."

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Driver's Education

In order to alleviate some anger caused on the roadways, many of the participants suggested that driver education be improved in order to get consistent behavior among Hawaii's motorists. Some of the focus group members criticized current educational practices in drivers' education at schools as well as mandatory classes for those with traffic tickets. Another participant pointed out how drivers have been educated but do not apply what they have learned while driving. The lack of education also emerged as one of the primary causes of accidents based on some of the driver's beliefs.

Selected Comments

> *"It's really a farce. You already need to know how to drive to get the certificate because it's so short."*
>
> "I took driver's ed for speeding. I got three speeding tickets… It teaches you how to drive fast. How to control on turns and go fast."
>
> *"I remember way back, if you were caught driving under the influence, you would have to go to education classes. They would show you films, 'This is what happens if you get into an accident.'"*
>
> "There's been more speed related accidents this year than all of last year. I think that's because of driver inability and lack of education."
>
> "I think there's a lot more accidents because there's a lot more drivers out there who are not educated enough that are driving."
>
> ** "I believe it would help in the fact that I think traffic would move more efficiently. As far as taking away the speeding habits of people, it's not going to take that away. It will make driving on the highway more efficient and cut down on the frustration."
>
> *"You learn it in driver's ed, but a lot of people don't apply it. They read the book and pass the test, but when it actually comes to applying it, they don't do it."*

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Parental Guidance

The role of the parent was one of the main topics of discussion during the fourth focus group. Based on their responses, each of the parents reinforced safe driving habits with their children rather than depending on the school system for the primary source of guidance. Their behavioral influences started at an early age with their children, which was well before they received their driver's license. These safety precautions continued into their children's late teenage years when less guidance was needed.

Many of the participants were in close relations with other parents whose children had modified cars. The participants felt that the parents of the speeders were passive in their child's upbringing. In addition, they felt that other parents indirectly encouraged extreme speeding by financing parts to modify their children's vehicle, which was seen as a way to gain their affection.

Selected Comments

"We've been instilling safety and driving since he was 15."

"She has a classic example. She teaches her child to be responsible, and yet she had friends who are parents that don't do squat for their kids. She can't influence her peers to talk to their kids."

"A lot of it has to do with parents, how you're parenting your kids. That's what it really boils down to."

"One of his parents is buying a turbo charger, so the parents are actually encouraging these kids."

"The parents feel it's more important to keep their so called relationship."

"They say, 'What can you do. Kids will be kids. What should we do? I don't want to upset them.' Upset them? They're going to lose their life!"

"It sounds like they're passive, 'Oh hat can we do?'"

"I'm not, I'm a very aggressive parent."

"The other parents have the attitude, 'Oh they're just kids. They have to learn on their own.' And they help them out by paying them."

"All of his buddies, who get these speeding tickets and accidents, have their parents pay for everything. Not me."

"A lot of these parents have this misconception of being a good parent is pleasing your child."

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"His parents are divorced. Both of them were fighting for the kid's affection. They were pretty lenient. They bought his car. They financed his car. 'Whatever you want. Oh, how much money do you need?' It's kind of like that. I don't think you're doing any justice to your children by doing that."

"I'm sure, hands down, they really love their kids, but they need to be more of a disciplinary type and sit down with their kids and say, 'Hey, you're not a professional racecar driver. What if you pile out and take out this poor family and all of them die? How would you feel with that on your hands?'"

Slowing Down Extreme Speeders

A number of ideas were passed onto the participants to figure out the most effective ways of deterring extreme speeding. Confiscating the car of a speeder who drove 25 miles over the speed limit appeared that it could cause a change in behavior. Others began making suggestions of their own that included increasing speeding tickets, sending the speeder to driver's education with their parent, a visual displays of the after effects of a car crash, and objective assessment of a driver's abilities.

<u>Selected Comments</u>

"It would have to be something pretty drastic."

"If they confiscate your car, you're screwed."

"You'd have to reprogram personalities and behaviors."

** "Probably a ticket."

"The fines that they give, they need to make it proportionate with it. If you go over 20 miles it doubles or starts to go up exponentially."

"When you get a traffic ticket, you have to go to traffic school. You could make parents also go to traffic school. You got to take out time in your day. It's two days of eight hour sessions. If you make the kids and parents go, you got the parents saying, 'Man, if you do that, and I got to come out and go sit in this class with you.' They start taking a personal responsibility because they don't want to get caught in that situation."

** "Make your insurance go up."

** "Remember when they made people hold up signs on the highway, 'I committed welfare fraud.' Make them do that."

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"I would probably get families of innocent lives from this street racing and have group sessions to talk to the kids. Let them see and show pictures. Make it more of a visual thing, and then look at their lives."

"Get a captured audience like when they have an import show at the Convention Center. Have the State put up a big booth and show pictures of accidents."

"With some people, money is the only place where you can hurt them and make them realize what they're doing. For some people, the visual thing works where you see a totaled accident and them dead on the road. Then you have people that share their experiences and pain. That's the only way some people would react. Right now, I don't think the DOT is using those types of things to try and get the message home."

"[A simulator] will test your real abilities. We think we're good, but if you have something that would literally tell you if you suck or not, the proof is in the pudding. As long as it's not too much like a game because you become desensitized. If you get into an accident at 100, there's no restart button."

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APPENDIX A: EXTREME SPEEDERS MODERATOR'S GUIDE

SPEEDING FOCUS GROUP
DISCUSSION OUTLINE

	Discussion Topic	**Estimated Timing**
1	General introduction of focus group process, and participants. Guidelines for audio/video taping and observers provided to group participants for approval	10 min
2	General discussion about how long each person has been driving? Who taught them to drive? Who do they look to as examples of great driving? (movies, friends, etc)	10 min
3	How often do they drive fast? What gives them the most pleasure? What are the things they dislike about driving fast?	10 min
4	Describe some of the scariest moments while driving fast? What do you think the odds are that you'll be involved in an accident? Discuss accidents, or potential accidents, and whose fault were they? What was the potential risk to you? Whose fault etc? PLUS, did it change your behavior? Did you hear about the accident on Ala Moana Blvd where two young men died in a speeding accident? Do you recall the recent Waianae accident? Did that impact your driving?	15 min
5	Do you belong to a car club? Why? What benefits does this provide?	10 min
6	Have you done anything to enhance your car to make it faster? What type of adjustments? Why?	10 min
7	What do you think about racing? Have you ever done any racing? Where? On the track? Highway? Where else? Do you like to race more when you are alone or with friends?	10 min
8	Is there anything that can be done to induce you to race only on a track?	10min
9	When you drive do you sometimes drink? Do drugs? Do you think this might impact your driving ability?	10 min

10	(Test approaches if not brought up earlier) If you knew that about 25% of the vehicular fatalities in Hawaii involved speeding, does that make you more concerned? If you knew that about 35 to 40 speeders die a year in Hawaii? If insurance costs were higher for enhanced cars? If you think about the impact on your family if you die or are permanently disabled?	15min
11	Would you support programs to reduce racing on highways or excessive speeding?	10min
12	Thank and instruct on gratuity & parking	

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APPENDIX B: PARENTS OF YOUNG DRIVERS MODERATOR'S GUIDE

SPEEDING FOCUS GROUP
DISCUSSION OUTLINE

		Estimated Timing
1	General introduction of focus group process, and participants. Guidelines for audio/video taping and observers provided to group participants for approval	10 min
2	General discussion about each person. Who lives in their household, how many cars do you have, etc. Driving habits, do you like to drive fast? What irritates you when you drive, etc What do you think are the most common causes of accidents on the roads?	15 min
3	Ask about kids. Did they teach their kids how to drive? Did they encourage their kids to take driving classes? Price issue? Were the kids excited to start driving when they were around 15 years old? Did they start driving before that age? When your kids first started driving, did you let them borrow the car? Did you let them drive your car alone? Did you let them take it out at night? Did you buy them a car? Did they kid buy the car themselves? Was the car new or used? Kids ever get in trouble for taking your car? Have they ever wrecked your car?	15 min
4	How do your kids drive when you're in the car with them? How do you really think they drive when they're alone? Do you know if they speed?…extreme speed?	15 min

5	Do your kids take care of their car? Clean it very often? Do they have any types of modifications on their car?… Do you know what that does for the car's performance? Do they ever talk about that with you? How do they afford to pay for the parts? Do they pay for insurance? How much does it cost?	15 min
6	How about their friends, do they have modified cars? Girlfriends or boyfriends? Do they try to impress others with their car?	5 min
7	Do you know if they go to the racetrack? To race or to watch?	5 min
8	Perceptions toward young, extreme speeders What do you think about those kids driving fast on the highway with their souped up cars? Do you feel that you're in danger? How would you classify those kids? (negative names) What kind of families do you think those kids grew up in?	10min
9	How do you think we should encourage kids not to speed? Would you support programs to reduce racing on highways or excessive speeding? Do you have any ideas? Education? Penalties? What role do the parents play in regard to their children's driving safety? How much influence do you think you have on your kids? Do you feel their out of your control when you're when you're not with them? Have you ever taken away their car for punishment? How do you feel about the State taking about their car if they are caught driving at extreme speeds? (NO) Is this because the car is registered under your name and you paid for it? Let's say if the parents have a kid that's under 18 and gets into a major accident (kills someone), should parents be responsible (take the blame)?	15 min
10	Thank and instruct on gratuity & parking	