

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
2013 FOCUS GROUPS
*Street Smart Public Education Campaign***

Date: Wednesday, January 30th

Location: Area Wide Market Research, Inc.
16017 Comprint Circle
Gaithersburg, MD 20877

Times: 4pm, 6pm, 8pm

Details: 2 groups among English-dominate respondents; primarily drive for transportation
1 group among Spanish-dominate respondents; primarily walk, bike, use public transportation to get around

Date: Thursday, January 31st

Location: The Polling Company, Inc.
1220 Connecticut Ave.,
Washington, DC 20036

Time: 6:30 pm

Details: 1 group among English-dominate respondents; primarily walk, bike, use public transportation

All respondent guidelines (based on regional crash data):

- Ages 18-55
- 60/40 male/female
- Demographics representative of metro area
- Limited to residents of COG jurisdictions