

Appendix C - Draft Recruitment Screener & Moderator's Guide

Paperwork Reduction Act Burden Statement

A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is **2127-XXXX**. Public reporting for this collection of information is estimated to be approximately 90 minutes, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590.

Draft of Recruitment Screener for Distracted Driving Focus Groups

Ask to speak someone in the household who is age 18 to 45 and is a licensed driver. If none available, terminate.

NOTES TO RECRUITER:

Age/gender composition of each of four groups:

- *Group 1: Women ages 18-25*
- *Group 2: Men ages 18-25*
- *Group 3: Women ages 26-45*
- *Group 4: Men ages 26-45*

For each group, recruit 12 participants in anticipation of 9-10 to show. Attempt to recruit this ethnic and racial mix for each group:

- *Ethnic Groups*
 - *3 Hispanic or Latino (English-speaking)*
- *Racial Groups*
 - *3 Black or African-American*
 - *6 White*

Hello, I'm _____ calling for the [INSERT FOGUC GROUP COMPANY NAME]. We are conducting a brief survey among people in our area about driving.

This collection of information is VOLUNTARY and will be used to recruit individuals to participate in a focus group meeting. Public reporting burden for this survey is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that a federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid OMB control number. The OMB control number for this collection is 2125-XXXX.

Could we begin now?

1. Do you or any member of your immediate family work in any of the following fields? *(if yes to any, terminate)*

- ___ Marketing research, advertising, or public relations
- ___ TV, radio, newspaper or other media-related fields
- ___ Graphic design
- ___ Wireless or cellular phone sales or services
- ___ Local, state or federal government

2. Which of the following types of vehicles do you drive most often for personal, non-business travel? *(read list; accept only the one driven most often):*

- ___ Automobile
- ___ Mini-van
- ___ Full-size van
- ___ Sport utility vehicle

- Pick-up truck
 None of these (terminate)

(Note to interviewer: "none of these" includes motorcycles)

3. If you could change anything about the roads or drivers in the Syracuse area, what would it be?
 (NOTE TO RECRUITER: This is an articulation question. If brief response, probe for explanation. If respondent cannot offer a point-of-view and/or follow-up explanation, terminate. Content of response is less important than respondent's ability to articulate a response.)

- Articulate
 Not articulate (terminate)

4. Thinking about New York's laws about limiting cell phone use while driving, which of these five statements that I'll read to you best describes your opinion (read statements; repeat if necessary):

- New York's laws about limiting cell phone use while driving are good, but occasionally I use my phone while driving
 These laws are not really necessary
 These laws are too over-reaching and should be changed or repealed
 I'm not aware of or very familiar with these laws to have a good opinion about them
 I never use my cell phone while driving (terminate)

5. On average, about how many times do you use a cell phone each day? Would it be ----- (read list):

- At least 5 times a day
 1 to 5 times a day
 Less than once a day or not at all (terminate)

6. Recruiter: Record gender based on voice:

- Female (note: separate groups for each gender)
 Male (note: separate groups for each gender)

7. For classification purposes, please tell me which of these age groups you are in (read list):

- 18-25 (note: separate groups for each age range)
 26-45 (note: separate groups for each age range)

8. Do you consider yourself Hispanic or Latino?

- Hispanic or Latino (**attempt for quota of 3**)
 Not Hispanic or Latino

9. Do you consider yourself: (Read list and check all that apply)

- American Indian or Alaska Native
 Asian
 Black or African American (**attempt for quota of 3**)
 Native Hawaiian or Other Pacific Islander
 White (**attempt for quota of 6**)
 Refused (terminate)

10. Have you participated in any market research panel discussions or focus groups in the past three months?

Yes

No

(If "Yes," terminate)

Thank you for helping us with this survey. We have also been asked to convene a panel discussion in _____ among people like yourself to give further opinions about advertising ideas for driving-related issues. This discussion will take place on (date) starting at (6:00/8:00) p.m.

It will last about 80 minutes, and we would like to offer you \$75 for your time and participation. *(etc. re: invitation, location, and other details.)*

END OF SCREENER GUIDE

Draft of Moderator's Guide for Distracted Driving Focus Groups

READ:

This focus group is being conducted to collect information that will help us better understand your opinions about an important highway safety issue.

This collection of information is VOLUNTARY and will be used for formative purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. Public reporting burden is estimated to average 80 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that a federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid OMB control number. The OMB control number for this collection is 2125-XXXX.

Introductory remarks

- *Refer to “highway safety” and “TV commercials” as topics*
- *Avoid references to NHTSA and government sponsorship*

“WARM-UP”:

What annoys you the most about other drivers?

TOPIC TRANSITION:

What are your opinions about (state's) cell phone law while driving? *Probes might include:*

- *How important is this law to safety?*
- *Are your opinions any different for driving in rural vs. city/suburban areas?*

When, or in what situations, would you never use your phone while driving? *(probe for reasons)*

RESPONSES TO ADVERTISING:

Explain the animatics format of the commercials. Show demonstration, using “Stuck With A Ticket” animatics and final commercial. Emphasize the point that the commercial in final form will not be animated.

Hand-out first of four notes sheets and direct participants to briefly note their thoughts about each commercial after it has been shown, i.e., what they like, don't like, main thing(s) they think about or remember with seeing it, and a grade.

Show first commercial. (Note: order of presentation will be changed for each group). After first showing of each commercial, stop DVD for the participants' quick notes, then discussion.

Who graded this an "A?" "B?" --- etc. for all grades

For each of the highest and lowest grades, probe for reasons why

If spot gets high grades from most participants, probe those who gave it "B" or "C" relative to, "What would need to be done to the commercial so that you might give it a higher grade?"

Obviously, the commercial's main message is to warn people to not use cell phones while driving. What one or two things in the commercial helped convey that message?

What one or two things in this commercial really stuck out in your mind?

Which one of these things (show list on board or flipchart) does the commercial seem to emphasize most? ---

- Phone use while driving is unsafe
- Phone use while driving is distracting
- The next time you disobey the law, you might get a ticket
- Phone use while driving is against the law

(probe if necessary)

Does the commercial remind you of anything you've seen or heard before?

Show commercial again

What other thoughts do you have about it?

Assume the main message in the commercial is that people disobeying the state's cell phone law are going to be more likely to get a ticket because enforcement is being stepped up --

How clear is that message in this commercial?

After all four commercials have been shown:

Again, consider the situation where police at both the local and state levels really step up enforcement of the cell phone law. Which commercial would work best to promote that message? (*probe*)

Some consideration has been given to adding a themeline to the advertising: “A phone in one hand leads to a ticket in the other.” (*Show line on board or flipchart*). To what extent would adding this line help the commercial you think is best? (*probe if necessary*) (*Also, if group requests, show any one or more of the spots again*)

NOTES FOR COMMERCIAL “(A/B/C/D)”

- Things you especially like about this commercial
- Things you don’t like about this commercial
- The main thing that sticks out in your mind
- Grade it. If the main message is, “Watch out! Cops are stepping up enforcement of the state’s cell phone law.” --- give it a grade of A, B, C, D or F:



**NHTSA
Distracted Driving
:30 TV
“Attention!”**

VIDEO

Open on a man driving down a street. The man answers calls and texts but instead of hearing someone talk the person appears running alongside his car.

A woman runs up, smacks his window and shouts.

A guy runs up with a surfboard.

A couple kids run up to the car carrying a flute and a tuba.

A mechanic runs after the car with a muffler in each hand.

An old woman steps towards the car carrying a birthday cake.

The car continues to drive along with the people following.

Cut to the guy swerving and a cop car pulling out after him.

AUDIO

SFX: Street sounds and inside car environmental sounds.

WIFE: What do you want for dinner tonight? Dinner?

SURFER: Killer waves! Join us, dude. Dude?

KID: Daddy! Pick us up from band practice!

MECH: You got a hole in your muffler! You want to replace it with an L-40 or K3-14?

MOM: Don't forget Aunt Maggie's birthday party tonight! Don't forget!

ANNCR: When people call and text you while you drive, they take your attention off the road.

ANNCR: And that draws the attention of the police.



**NHTSA
Distracted Driving
:30 TV
“Anti-Text and Talk Terradactyl”**

VIDEO

Open on a policeman speaking to camera.

Cut to various shots of people talking and texting while driving.

Cut to a guy in his car texting on his phone.

Suddenly, giant terradactyl feet rip through the ceiling of the car and grab his phone.

Then it flies off with the car roof still stuck on its feet.

Cut to impressive line of cops standing by their cars.

AUDIO

COP: Texting and talking have become a major problem on our roads and highways.

COP: In fact, people who text or talk increase their crash risk by 10 times.

COP: That’s why we’re testing new methods to get you to stop. Like the anti-text and talk terradactyl.

SFX: Car roof ripping and terradactyl shrieking.

COP: Still got a few bugs to work out on that one. But until then we’re more than capable of doing the job with these guys.



**NHTSA
Distracted Driving
:30 TV
“BAM!”**

VIDEO

Open on a guy driving.

He picks up his cell phone and instantly plows into the car in front of him.

Cut to a girl driving. She picks up her cell phone and instantly gets in a head-on collision.

This action is repeated several more times: picking-up the phone results in instant dramatic wreck.

Cuts of cops pulling over distracted drivers.

AUDIO

SFX: Street sounds and inside car environmental sounds.

SFX: BAM!

SFX: BAM!

SFX: BAM! BAM! BAM!

ANNCR: Cell phone related accidents are happening more and more on our roads and highways.

ANNCR: And that's why this is happening more than ever. (SIREN WAIL)

ANNCR: Text or talk while you drive and we will catch you.



**NHTSA
Distracted Driving
:30 TV
“Killer Phone”**

VIDEO

Open on a guy driving.

His cell phone rings.

He looks at it but ignores it.

It rings louder and starts vibrating and buzzing.

Suddenly, a face appears on the phone screen and starts taunting the driver.

The phone keeps it up.

The guy finally gives in and grabs the phone. Instantly a police car hits the siren and pulls up behind him.

The phone shakes and laughs demonically.

The cop walks up to the car window.

AUDIO

SFX: Street sounds and inside car environmental sounds.

SFX: Ring!

SFX: BUZZ! BUZZ! BUZZ! RING! RING!

PHONE: You better get it! It's your girlfriend!

PHONE: Just send her a little text. C'mon you know you want to.

SFX: Siren wail.

SFX: HA! HA! HA! HA!

VO: Texting and talking while driving is not only dangerous. It's against the law.