

Fuel Economy Label Focus Groups  
Screeners for Participant Recruitment

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Introduction: Hello, this is \_\_\_\_\_ and I am with \_\_\_\_\_ an independent research firm. I want to assure you that this is not a sales or telemarketing call. We are conducting a series of focus groups about how people choose new vehicles to purchase. A focus group is a small discussion group that is led by a facilitator. The group will last 2 hours and there will be about 7 other people in the group with you.

Would you be interested in participating?

- Yes (*proceed to next section*)
- Soft refusal - (*try and convince them how important their opinion is. If cannot be swayed, thank them for their time and end call*)
- Strong refusal - (*thank them for their time and end call*)

If they have questions about the focus groups, tell them they can call Shohag Dey, Research Associate at 1 (866) 777-0232.

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I need to ask you a few questions now to make sure that we have a good mix of people for the focus groups.

1. Have you participated in a focus group before? If so, was it:
  - In the last 6 months (terminate)
  - Over 6 months ago
  - Never
2. Do you or does anyone in your household work in the automotive industry, or in the advertising, marketing or market research industry?
  - Yes (Terminate)
  - No
  - Don't Know (Terminate)
3. Do you have internet access? (This will allow us to have them complete the pre-group online survey.)
  - Yes
  - No (Terminate)
4. Have you or someone in your household purchased a new vehicle (not a used or pre-owned vehicle and not a motorcycle) in the last 12 months?
  - Yes
  - No (terminate)
5. Was that vehicle purchased during July or August of 2009? (This will help us avoid 'Cash for Clunkers' purchases.)
  - Yes (terminate)
  - No
6. Were you the person who solely or primarily decided which vehicle to purchase?
  - Yes (skip to Q8)
  - No

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7. Can I speak with the person who did solely or primarily decide which vehicle to purchase? Are they available?
  - Yes (re-read intro)
  - No (arrange for a call back)
  
8. Will you be able to bring proof of your vehicle purchase to the focus group, such as title or vehicle registration?
  - No (terminate)
  - Yes
  
9. Did you seriously consider a hybrid or all-electric vehicle before purchasing your vehicle? By 'seriously consider' we mean that you spoke with a sales person and/or test drove such a vehicle.
  - Yes
  - No
  
10. What type of vehicle did you purchase? Would you say: (recruit a mix, multiple answers are OK; IF THEY CAN'T IDENTIFY THEN TERMINATE)
  - Passenger car, except station wagons
  - Pickup truck
  - Station wagon or minivan
  - SUV (sport utility vehicle)
  - Other (specify)
  
11. Was this new vehicle a: (recruit a mix for all groups, if possible)
  - Gasoline (or flex-fuel) powered vehicle
  - Diesel or biodiesel powered vehicle
  - Hybrid vehicle - uses combination of gas and electric power
  - All-electric vehicle
  
12. What is the distance in miles of your typical daily travel in this vehicle? (recruit a mix)
  - Less than 10 miles
  - 10-19 miles
  - 20-29 miles
  - 30-39 miles
  - 40 or more miles
  
13. Which of the following is the price range of your most recent new vehicle purchase? Would you say: (recruit a mix if possible)
  - Less than \$15,000
  - \$15,000 to less than \$20,000
  - \$20,000 to less than \$30,000
  - \$30,000 to less than \$40,000
  - \$40,000 to less than \$50,000
  - \$50,000 or more
  
14. Which of the following broad ranges includes your age? (recruit a mix)
  - 20-34
  - 35-49
  - 50-64
  - 65 and older

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- 15. Which of the following describes your educational background? (recruit a mix)
  - Some high school or high school graduate or GED
  - Some college or college graduate
  - Graduate degree
  
- 16. Are you of Hispanic or Latino origin? (recruit a mix)
  - Yes
  - No
  
- 17. What is your race? Please select one or more. (recruit a mix)
  - White
  - Black or African American
  - Asian
  - Native Hawaiian or other Pacific Islander
  - American Indian or Alaska Native
  
- 18. Recruit all males for one group in each city and all females for the other group.

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Standard Invitation: As I mentioned before, we are conducting a focus group with people who have purchased a new vehicle in the last 12 months. The group will last 2 hours and there will be about 7 other people in the group with you. We will ask you to complete a brief online survey prior to the focus group. You will be paid \$100 for your participation. A light meal will also be provided.

The focus group will be held:

**Seattle**

- o Male group at 'PRR' from 6:30-8:30 pm on 5/17.
- o Female group at 'PRR' from 6:30-8:30 pm on 5/18.  
(PRR is located at 1109 First Avenue, Suite 300)

**Charlotte**

- o Female group at '20/20 Research' from 6:00-8:00 pm on 5/20.
- o Male group at '20/20 Research' from 8:15-10:15 pm on 5/20.  
(20/20 Research is located at \_\_\_\_\_)

**Houston**

- o Female group at 'Plaza Research' from 6:00-8:00 pm on 5/25.
- o Male group at 'Plaza Research' from 8:15-10:15 pm on 5/25.  
(Plaza Research is located at \_\_\_\_\_)

**Chicago**

- o Female group at 'Plaza Research' from 6:00-8:00 pm on 5/27.
- o Male group at 'Plaza Research' from 8:15-10:15 pm on 5/27.  
(Plaza Research is located at \_\_\_\_\_)

Will you be able to join us?

- Yes (*proceed to "address" paragraph at the end of this document*)

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- No - not interested after all (*try and convince them how important their opinion is. If cannot be swayed, thank them for their time and end call*)
  - No - (thank them for their time and end call)
- If you wear glasses please be sure to bring them with you.

Please also note that we cannot provide child care and children will not be allowed in the discussion group.

**Contact Info—Make sure you get their email and confirm you have it written down correctly.**

So that we can send you a confirmation letter and directions, may I please have (*or, confirm*) your name and address?

Name: (VERIFY CORRECT SPELLING) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Fax: (only if don't have email): \_\_\_\_\_

We will need to call you the day before the focus group to remind you about the group. Is it ok to call you at this number?

- YES, OK TO CALL THIS NUMBER
- NO, CALL DIFFERENT NUMBER -- > RECORD NUMBER BELOW

NUMBER TO CALL TO REMIND: \_\_\_\_\_

Thank you for agreeing to participate. We look forward to seeing you.