

## ATTACHMENT 3

### Female Parent Recruit/Screeners

OMB No. 0930-0196

Expiration Date: 09/30/2013

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## SAMSHA Underage Drinking Prevention

### National Media Campaign

#### FEMALE PARENT Recruit/Screeners

##### Sample Selection

- Participants should be recruited for 1 of 5 focus groups.
- A total of 12 participants should be recruited for each group. Only 8 participants will be required for each group.
- The objective is to obtain female parents of children ages 9 to 15.
- Participants should be recruited from a cross section of race/ethnicity, socioeconomic status, and rural/urban/suburban groups.
- Only one participant per household.

##### INTRODUCTION

Hello, my name is \_\_\_\_\_ and I am calling from Gallup. We are interested in talking to groups of parents to understand their thoughts about issues relating to their children.

The purpose of these groups is to gather insights to help the U.S. Government develop an underage drinking prevention education program for parents. This is a unique opportunity to make a valuable contribution to your community and the Nation.

The discussion groups will be held at a professional focus group facility in your community. We are offering a \$50 gift card as a way to say thank you for participating in the discussion.

**INTERVIEWER**

1. May I ask you a few questions to see if you qualify for our focus groups?

- 01 YES (Continue)
- 02 NO (Thank and terminate)

2. Gender:

- 1 Female (Continue)
- 2 Male (Switch to Male Recruit Screener)

3. Are you the mother or primary caregiver of a child between the age of 9 and 15?

- 1 YES, mother (Continue)
- 2 YES, primary caregiver (if selected, ask, what is your relation to the child\_\_\_\_\_)
- 03 NO (Thank and terminate)

4. Have you ever attended a focus group discussion?

- 01 Yes—**go to item 4b below**
- 02 No—**Continue to #5**

4b. How many group discussions have you attended in the past 12 months?

**RECORD # \_\_\_\_\_**

**IF MORE THAN 3, THANK AND TERMINATE**

5. Have you recently participated in a Gallup focus group on underage drinking?

- 01 Yes—**THANK AND TERMINATE**
- 02 No—**Continue**

6. On a scale of 1 to 6, where “1” is “Very Uncomfortable” and “6” is “Very Comfortable,” how comfortable do you feel expressing your opinion in a group with 8 or 9 other people?

**VERY UNCOMFORTABLE**

**VERY COMFORTABLE**

1            2            3            4            5            6

**MUST ANSWER 4, 5, OR 6**

7. Are you of Hispanic or Latino ethnicity?
- 1 Yes  
2 No
8. What is your race? **(Mark all that apply)**
- 1 American Indian or Alaska Native  
2 Asian  
3 Black or African American  
4 Native Hawaiian or Other Pacific Islander  
5 White
9. We are looking for a specialized group of parents with children of a certain age. Do you have a child living in your household that's between the ages of \_\_\_\_\_?

**GROUPS 6 & 8**

- a. 9-12 (RECRUIT FOR 1 GROUP IN CLEVELAND AND 1 GROUP IN RALEIGH)
- 01 YES **(Continue)**  
02 NO

**GROUPS 7, 9, & 10**

- b. 13-15 (RECRUIT FOR 1 GROUP IN NEW YORK CITY, 1 GROUP IN OMAHA, AND 1 GROUP IN LOS ANGELES)
- 1 YES **(Continue)**  
2 NO

**RECRUITER NOTE: If NO to ALL questions 8a-8b, THANK AND TERMINATE**

**Recruiter Grid:**

	<b>Central Region</b> (Cleveland)	<b>Northeast Region</b> (New York City)	<b>Southeast Region</b> (Raleigh)	<b>Southwest Region</b> (Omaha)	<b>Western Region</b> (Los Angeles)
<b>Mothers</b>					
<b>9-12</b>	Group 6		Group 8		
<b>13-15</b>		Group 7		Group 9	Group 10

**CLOSE**

Our group will be held on **DATE** at **TIME** at **LOCATION**. Will you be able to participate?

	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>
IF <b>GROUP 6</b> participant READ:	TBD	TBD	TBD
IF <b>GROUP 7</b> participant READ:	TBD	TBD	TBD
IF <b>GROUP 8</b> participant READ:	TBD	TBD	TBD
IF <b>GROUP 9</b> participant READ:	TBD	TBD	TBD
IF <b>GROUP 10</b> participant READ:	TBD	TBD	TBD

**If YES to participating, READ and collect the following information:**

**Thanks for agreeing to participate. I just have a few additional questions.**

10. What is a telephone number where we can reach you to remind you of the date and time of the group session?

Telephone #: \_\_\_\_\_

11. Do you have e-mail address we can also use to contact you? If YES, record address below.

E-MAIL: \_\_\_\_\_

## **DEMOGRAPHICS**

D1. Age (RECRUIT A MIX):

- 1 Below 40
- 2 40-55
- 3 55-65
- 4 65+

D2. Would you say you live in a/an \_\_\_\_\_community? (RECRUIT A MIX)

- 1 Urban
- 2 Suburban
- 3 Rural

D3. Annual household income? (RECRUIT A MIX)

- 01 Less than \$25,000
- 02 \$25,000 to \$34,999
- 03 \$35,000 to \$49,999
- 04 \$50,000 to \$74,999
- 05 \$75,000 to \$99,999
- 06 \$100,000 to \$149,999
- 07 \$150,000 or more

### **Final Notes and Incentive Information**

- Participants must show up at the facility at least 15 minutes prior to the start of the group.
- Participants will receive a \$50 gift card. If they arrive after the group has begun they will not receive a gift card.