

Recruitment Screener
“Impaired Driving Tagline Focus Groups”
OMB# 2127-0667

NOTE TO RECRUITER: Ask to speak to any male age 21 to 34 (note: sex and age range are critical). If none available, terminate.

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 2127-0667. Public reporting for this collection of information is estimated to be approximately 10 minutes per response, 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, 400 7th St, SW Washington, DC, 20590, Washington, D.C. 20590.

Hello, I'm _____ calling for the (*NAME OF FOCUS GROUP COMPANY*). 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 2127-0667.

Could we begin now?

Do you, or does anyone in your immediate family, work in any of the following industries or professions? (*NOTE TO RECRUITER: Read list. Terminate if “yes” to any*)

___ Marketing, advertising, public relations or marketing research

- Graphic design
- News media, including newspaper, television, radio or publishing
- Alcohol, beer, wine and spirits
- Law enforcement
- Legal
- Local, state or federal government

Are you a licensed driver?

- Yes
- No (*terminate*)

In which of these age groups is your age? (*NOTE TO RECRUITER: Read list of the two age groups*)

- 21-25
- 26-34
- “Neither,” other or refused (*terminate*)

***NOTE TO RECRUITER IN EACH CITY WHERE
FOCUS GROUPS ARE HOSTED:***

Recruit for a total of four groups. Two groups will be composed of men ages 21-25; two other groups will be men ages 26-34.

During a typical week, about how many days do you drive at least 10 miles per day? (*NOTE TO RECRUITER: read list*):

- Less than once a week (*terminate*)
- About once a week (*terminate*)
- 2-4 times per week
- 5 or more times per week

NOTE TO RECRUITER: The next question is an articulation question. What the respondent says is not important; rather, judge his ability and willingness to comment with a specific point-of-view.

In your opinion, what would be the best way to minimize traffic congestion on highways in your area?

- Articulate

Not articulate (*terminate*)

Which of these comes closest to describing the nature of the work you do (or plan to do if you're currently a student or not employed)?

- A type of work that involves some form of hands-on manual labor (*minimum quota 6; maximum 8*)
- A type of work that involves non-manual labor typically in an office or home-office setting
- Service industry work that involves direct customer interaction, retail work, sales, restaurant or hospitality services and the like
- Professional-type work such as medical care

I'm going to read a series of statements. Please tell me on a scale of 1 to 5 -- where 1 means "that's just like me" and 5 means "that's not like me at all," -- how you would rate yourself for each statement. (*NOTE TO RECRUITER: Read each statement. OK to repeat and/or clarify rating instructions*)

1 2 3 4 5 I have a competitive mind-set about most things I do.

1 2 3 4 5 I consider myself more of a risk-taker compared to most people.

1 2 3 4 5 I'm the type of person who works hard and plays hard.

1 2 3 4 5 Getting promotions in my job or career is very important to me.

1 2 3 4 5 If given the opportunity and training, I think it would be fun to do something edgy, like parachute from a plane, drive a race car or other thrill-seeking activity

(*NOTE TO RECRUITER: Accept if person rates himself "1" or "2" for at least three of the statements; if not at least three, terminate.*)

Do you consider yourself Hispanic or Latino?

- Hispanic or Latino (*take maximum of 3; no minimum quota*)
- Not Hispanic or Latino
- Refused (*terminate*)

Do you consider yourself ---- (NOTE TO RECRUITER: *read list and check all that apply; OK to repeat list if asked*)

- American Indian or Alaska Native
- Asian (*take maximum of 2; no minimum quota*)
- Black or African American (*take maximum of 2; no minimum quota*)
- Native Hawaiian or Other Pacific Islander
- White
- Refused (*terminate*)

If you consume alcohol, about how frequently do you drink? (NOTE TO RECRUITER: *read list*)

- Less than once a week (*terminate*)
- About once a week (*terminate*)
- 2-4 times per week
- 5 or more times per week
- NOTE TO RECRUITER: *If “Don’t consume alcohol” or refused to answer (*terminate*)*

During most occasions when you consume alcohol, about how many servings do you drink? (NOTE TO RECRUITER: *read list*)

- 1 or 2 (*terminate*)
- 3 or 4
- 5 or more
- Refused (*terminate*)

Based on your responses, we would like to invite you to participate in a focus group research study about advertising campaign ideas. The group discussion will be about an hour-and-a-half in length, and for your participation, you will receive \$75 cash. About 10 others will participate. The meeting will be on (*SCHEDULED DATE*) at (*SCHEDULED START TIME*) p.m. It will be at our focus group research facility at (*FOCUS GROUP FACILITY ADDRESS/LOCATIONAL INFORMATION*).

(NOTE TO RECRUITER: Convey additional appropriate details if respondent is willing to participate)