

**Recruitment Screener for Focus Groups to Assess Tagline and Concept Ideas for
2011 Impaired Driving High Visibility Enforcement Campaign**

Generic OMB# 2127-0667

Objective: To recruit Hispanic men ages 21-34 who are unacculturated or somewhat acculturated to the dominant culture in the United States. "Acculturation" is the exchange of cultural features that results when groups of individuals having different cultures come into continuous first hand contact; the original cultural patterns of either or both groups may be altered, but the groups remain distinct. (Kottak 2007). Unacculturated Hispanics are living in the US for less than 10 years, are Spanish dominant and have some college, high school degree or less.

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

All questions will be asked in Spanish.

Hello, this is _____, from *(NAME OF FOCUS GROUP COMPANY)*, calling on behalf of the U.S. Department of Transportation. We are conducting a study of Hispanic's opinions about driving laws and behaviors. I would like to ask you a few questions to determine if you are eligible for the study. **(INTERVIEWER NOTE: If necessary, read):** 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, 1200 New Jersey Ave, S.E., Washington, DC, 20590

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 (*continue*)
- 26-34 (*continue*)
- "Neither," other or refused (*terminate*)

NOTE TO RECRUITER IN EACH CITY WHERE FOCUS GROUPS ARE HOSTED:
Recruit for a total of two groups. The first group will be composed of men ages 21-25. The second group will be composed of men 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*)

Please tell me which category best describes how long you have been in the United States: *(try to get a variety)*

- Less than a year
- One to five years
- Five to ten years
- More than ten years *(terminate)*

Which language do you prefer to use in your home?

- Spanish
- English *(terminate)*

How would you describe your current English skills?

- Excellent *(terminate)*
- Very good *(terminate)*
- Good
- Fair
- Poor

What is your country of origin?

_____ *(Record. Again, try to get a variety representative of the geographic area)*

What is the highest level of education that you have achieved?

- High school diploma or less
- Trade or professional school
- Some college
- College or graduate degree *(terminate)*

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.)

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)*

- Never more than 1 *(terminate)*
- 2 or 3
- 4 or 5
- More than 5
- Refused *(terminate)*

Thank you for helping us with this survey. We have also been asked to convene a panel discussion in Los Angeles/ Miami/Houston/Charlotte 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
