**OMB Control No. 2127-0667**

**Expiration Date 10-31-2013**

**Recruitment Screener**

**Hispanic Parent & Caretaker Focus Groups to Develop**

**New Child Passenger Safety Public Service Advertising Campaign**

**OMB Control No: 2127-0667: Focus Groups for Traffic and Motor Vehicle**

**Safety Programs and Activities**

PHONE SCREENING INTERVIEW GUIDE

*Interview to be conducted in Spanish*

*NOTE TO RECRUITER: If a child answers the phone say, “May I speak with a parent or adult who lives in the household?”*

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 American’s opinions about motor vehicle safety. 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?

1. GENDER (**DO NOT ASK)**

Male [ ] CONTINUE

Female [ ] CONTINUE

1. Do you, or does anyone in your immediate family, work in any of the following industries or professions? *NOTE TO RECRUITER: IF YES TO ANY ANSWER, TERMINATE*
2. ( ) Marketing or marketing research (TERMINATE)
3. ( ) Advertising or public relations (TERMINATE)
4. ( ) News media, including newspaper, television, radio or publishing

(TERMINATE)

1. ( ) Any company that manufactures, distributes, or sells automobiles or automobile parts (TERMINATE)
2. ( ) Any company that manufactures, distributes, or sells car seats (TERMINATE)
3. Have you participated in a focus or discussion group or interview

in the last 6 months?

Yes [ ] **-- THANK AND TERMINATE**

No [ ]

1. Which of the following age groups best describes your age? Please stop me when I reach your age group.

**(READ LIST)**

Under 18 **(TERMINATE)**

18 – 24 **(CONTINUE)**

25 – 29 **(CONTINUE)**

30 – 34 **(CONTINUE)**

35 – 44 **(CONTINUE)**

45 – 49 **(CONTINUE)**

50 or older **(CONTINUE)**

Refused **(TERMINATE)**

1. It is important for our study to talk with people of different cultures. Do you consider yourself of Hispanic, Latin or Spanish origin?

Yes [ ]

No [ ] **– THANK AND TERMINATE**

1. In what country were you born?

*NOTE TO RECRUITER: Do not read list. Record answer.*

( ) Argentina

( ) Bolivia

( ) Chile

( ) Columbia

( ) Costa Rica

( ) Cuba

( ) Ecuador

( ) El Salvador

( ) Guatemaula

( ) Honduras

( ) Mexico

( ) Nicaragua

( ) Panama

( ) Paraguay

( ) Peru

( ) Puerto Rico

( ) Dominican Republic

( ) Uruguay

( ) Venezuela

( ) United States (TERMINATE)

( ) Other/Refusal (TERMINATE)

*NOTE TO RECRUITER: RECRUIT A MIX OF COUNTRIES TO MATCH THE MARKET*

|  |
| --- |
| 7. How many years have you lived in the U.S.?  **(RECORD ANSWER)** |

Less than 1 year…………………………………..[ ] **TERMINATE**

1 to 4 years………………………………………..[ ] CONTINUE

5 to 10 years ……………………………………..[ ] CONTINUE

10 to 15 years …………………………………….[ ] CONTINUE

15 to 20 years…………………………………… [ ] CONTINUE

More than 20 years……………………………….[ ] **TERMINATE**

|  |
| --- |
| 8a. Of the first 18 years of your life, how many years did you live in the United States? |

## Points

* Less than 3 years 0
* 4-6 years 2
* 7-9 years 4
* 10-12 years 6
* 13-15 years 8
* 16-18 years 10

|  |
| --- |
| 8b. Which language are you most comfortable speaking? |

**Points**

* English always 8
* English mostly 6
* Both English & Spanish equally 4
* Spanish mostly 2
* Spanish always 0

|  |
| --- |
| 8c. In what language do you prefer to watch, read, and listen to media? |

**Points**

* English always 4
* English mostly 3
* Both English and Spanish equally 2
* Spanish mostly 1
* Spanish always 0

8c1. How many hours of TV and radio do you consume in Spanish per week?

10 or more hours [ ] CONTINUE

Less than 10 hours [ ] TERMINATE

Don’t know/Refused [ ] TERMINATE

|  |
| --- |
| 8d. Thinking about your interpersonal relationships including friends and relatives, would you say they are…? |

**Points**

* All outside of your culture/ethnicity 4
* Mostly outside of your culture/ethnicity 3
* Even split 2
* Mostly within your culture/ethnicity 1
* All within your culture/ethnicity 0

|  |
| --- |
| 8e. Thinking about your neighborhood, would you describe it as…(**READ LIST**)? |

**Points**

* 0 to 20% Hispanic 4
* 21 to 40%. Hispanic 3
* 41 to 60% Hispanic 2
* 61 to 80% Hispanic 1
* 81 to 100% Hispanic 0

**Acculturation Model Scoring Key**

**INTERVIEWER: ADD THE POINTS FROM QUESTIONS 8a THRU 8e AS INDICATED BELOW AND CLASSIFY THE RESPONDENT.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Q. 8a** | **Q. 8b** | **Q. 8c** | **Q. 8d** | **Q.8e** | **Total** |
| **TOTAL POINTS** |  |  |  |  |  |  |

**INTERVIEWER: MARK THE RESPONDENT’S ACCULTURATION LEVEL BELOW:**

|  |  |  |
| --- | --- | --- |
| TOTALPOINTS | **LEVEL OF**  **ACCULTURATION** | **MARK HERE** |
| **From 0 to 5** | Unacculturated | CONTINUE |
| **From 6 to 11** | Low/Partially Unacculturated | CONTINUE |
| **From 12 to 17** | Bicultural | **TERMINATE** |
| **From 18-23** | Partially Acculturated | **TERMINATE** |
| **From 24-30** | Acculturated | **TERMINATE** |
| **Max 30 points** |  |  |

**NOW, WE WOULD LIKE TO KNOW HOW WELL YOU SPEAK SPANISH**

9a. ¿Would you say you speak Spanish...?

**(READ LIST)**

9b. Would you say you speak English...?

**(READ LIST)**

9c. In what language do you prefer to

communicate?

**(READ LIST)**

**P.9a P.9b P.9c**

**SPANISH ENGLISH LANGUAGE**

Very well [ ] [ ] English [ ]

Well [ ] [ ] Spanish [ ]

A little [ ] [ ]

Either one/ [ ]

No preference

Very little [ ] [ ]

Not at all [ ] [ ]

**RECRUIT RESPONDENTS WHOSE ANSWERS FALL IN BOXES**

1. Are you the parent or guardian of any children under age 13 living in your household?

( ) Yes CONTINUE

( ) No **SKIP TO Q11**

10a. What are the ages of your children under age 13 who currently live with you?

*NOTE TO RECRUITER: WRITE IN AGES*

|  |  |  |
| --- | --- | --- |
|  | Age  NOTE TO RECRUITER: REVIEW QUOTAS AT END OF SCREENER |  |
| Child 1 | \_\_\_\_\_ |  |
| Child 2 | \_\_\_\_\_ |  |
| Child 3 | \_\_\_\_\_ |  |
| Child 4 | \_\_\_\_\_ |  |
| Child 5 | \_\_\_\_\_ |  |

***NOTE TO RECRUITER: VERIFY ONE CHILD IS BETWEEN AGES 0-12. IF YES, SKIP TO Q12. IF NO, CONTINUE TO Q11.***

1. Do you look after children for family or friends for three or more days per week

regularly?

( ) Yes

( ) No (TERMINATE)

11a. How old is this child/children that you look after?

|  |  |
| --- | --- |
|  | Age  NOTE TO RECRUITER: REVIEW QUOTAS AT END OF SCREENER |
| Child 1 | \_\_\_\_\_ |
| Child 2 | \_\_\_\_\_ |
| Child 3 | \_\_\_\_\_ |
| Child 4 | \_\_\_\_\_ |
| Child 5 | \_\_\_\_\_ |

*NOTE TO RECRUITER: ONE CHILD MUST BE BETWEEN AGES 0-12 TO CONTINUE*; **IF 13 OR OLDER, TERMINATE**

12. Do you drive a vehicle on a regular basis?

( ) Yes CONTINUE

( ) No (TERMINATE)

13. On average, how often does your child under age 13 travel with you in your car?

( ) 3 days per week or more CONTINUE

( ) Less than 3 days per week (TERMINATE)

14. Thinking about the car that you personally drive, which of the following do you do

*regularly*, that is, more often than not? Do you regularly…

*NOTE TO RECRUITER:* *READ LIST, CHECK ALL THAT APPLY*

|  |  |  |  |
| --- | --- | --- | --- |
|  | YES | NO |  |
| 1. Lock your doors when you leave your car | ( ) | ( ) |  |
| 1. Wear the lap and/or shoulder strap of your safety belt | ( ) | ( ) |  |
| 1. Ask others riding in your car to buckle their seatbelt | ( ) | ( ) |  |
| 1. Take your car in for tune-ups | ( ) | ( ) |  |
| 1. Use a safety restraint like a car seat or a safety belt for your child(ren) | ( ) | ( ) |  |

**IF YES TO “e” IN Q14, ASK Q15; OTHERWISE SKIP TO Q16.**

15. You mentioned you use car safety restraints for your child. As I reference the age of

your child, please tell me which of the following type of car safety restraint you use for that child when they ride in your automobile. *NOTE TO RECRUITER: REFERENCE CHILD’S AGE, READ LIST OF SAFETY RESTRAINTS, CHECK ONE*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Child 1  Age \_\_\_ | Child 2  Age \_\_\_ | Child 3  Age \_\_\_ | Child 4  Age \_\_\_ | Child 5  Age \_\_\_ |
| 1. Rear-facing car seat | ( ) | ( ) | ( ) | ( ) | ( ) |
| 1. Forward-facing car seat | ( ) | ( ) | ( ) | ( ) | ( ) |
| 1. Booster seat | ( ) | ( ) | ( ) | ( ) | ( ) |
| 1. Adult seat belt | ( ) | ( ) | ( ) | ( ) | ( ) |
| 1. No car seat or seat belt | ( ) | ( ) | ( ) | ( ) | ( ) |
| 1. Don’t know | ( ) | ( ) | ( ) | ( ) | ( ) |

**TERMINATE IF RESPOND “DON’T KNOW” FOR ALL CHILDREN**

16. Please tell me which of the following categories best describes your annual household income before taxes? (READ LIST)

Less than $30,000 [ ]

Between $30,000 and $49,999 [ ]

Between $50,000 and $74,999, [ ]

Between $75,000 and $99,999 [ ]

Between $100,000 and $149,999 [ ]

More than $150,000 [ ]

Refused…………………………………[ ]

***(RECRUIT A MIX)***

1. What was the last grade of school that you’ve completed? *NOTE TO RECRUITER: READ LIST*

( ) Lower than Grade 6 **TERMINATE**

( ) Grades 6-8

( ) Grades 9-11

( ) Completed high school

( ) Some college/Trade School/Associate’s Degree

( ) Completed college

( ) Post Graduate

( ) Refused **TERMINATE**

**PARTICIPANTS MUST HAVE COMPLETE THE 6TH GRADE TO PARTICIPATE***.* **OTHERWISE THANK AND TERMINATE. RECRUIT A MIX AND SKEW TOWARDS AT LEAST SOME HIGH SCHOOL OR HIGHER**

*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.*

1. If you could go on an all expense paid vacation for two weeks anywhere in the world, where would you go and why?

\_\_\_\_ Articulate

\_\_\_\_ Not articulate (TERMINATE)

INVITATION

Thank you for helping us with this survey. We have been asked to conduct interviews with people like you to give us ideas related to child safety in the car. We would like to invite you to a research interview to be held on MM/DD/YY at XX:XX. The session will last approximately 2 hours. We understand the demand on your schedule; therefore, you will receive $75 cash incentive for your participation. Your participation is strictly voluntary.

May we count on you to join us?

( ) Yes (CONTINUE)

( ) No (TERMINATE)

We will be giving you a reminder call the day before the session. Is this the best number to reach you? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PREFFERED TIME, IF APPLICABLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If, for any reason, you are unable to attend, please call us at XXX-XXX-XXXX.

Thank you, and we look forward to seeing you soon.

**END OF SCREENER GUIDE**

***NOTE TO RECRUITER: FOLLOW BELOW RECRUITMENT QUOTA***

* *6 mini focus groups (Recruit 8 for 6 respondents each)* 
  + *Groups separated by gender and age of child:*
    - *1 male and 1 female group per market: Children 0-6*
    - *1 female group per market: Children 7-12*