

**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

2. 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*

- a. Marketing or marketing research (TERMINATE)
- b. Advertising or public relations (TERMINATE)
- c. News media, including newspaper, television, radio or publishing (TERMINATE)
- d. Any company that manufactures, distributes, or sells automobiles or automobile parts (TERMINATE)
- e. 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.....[]

4. 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)

5. 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**

6. In what country were you born?

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

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Argentina | <input type="checkbox"/> Panama |
| <input type="checkbox"/> Bolivia | <input type="checkbox"/> Paraguay |
| <input type="checkbox"/> Chile | <input type="checkbox"/> Peru |
| <input type="checkbox"/> Columbia | <input type="checkbox"/> Puerto Rico |
| <input type="checkbox"/> Costa Rica | <input type="checkbox"/> Dominican Republic |
| <input type="checkbox"/> Cuba | <input type="checkbox"/> Uruguay |
| <input type="checkbox"/> Ecuador | <input type="checkbox"/> Venezuela |
| <input type="checkbox"/> El Salvador | <input type="checkbox"/> United States |
| <input type="checkbox"/> Guatemala | (TERMINATE) |
| <input type="checkbox"/> Honduras | <input type="checkbox"/> Other/Refusal |
| <input type="checkbox"/> Mexico | (TERMINATE) |
| <input type="checkbox"/> Nicaragua | |

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

- | | |
|--------------------------|-------------------------|
| <input type="checkbox"/> | Less than 3 years.....0 |
| <input type="checkbox"/> | 4-6 years.....2 |
| <input type="checkbox"/> | 7-9 years.....4 |
| <input type="checkbox"/> | 10-12 years.....6 |
| <input type="checkbox"/> | 13-15 years.....8 |
| <input type="checkbox"/> | 16-18 years.....10 |

8b. Which language are you most comfortable speaking?

Points

- | | | |
|--------------------------|-------------------------------------|---|
| <input type="checkbox"/> | English always..... | 8 |
| <input type="checkbox"/> | English mostly..... | 6 |
| <input type="checkbox"/> | Both English & Spanish equally..... | 4 |
| <input type="checkbox"/> | Spanish mostly..... | 2 |
| <input type="checkbox"/> | Spanish always..... | 0 |

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

	Points
<input type="checkbox"/> English always.....	4
<input type="checkbox"/> English mostly.....	3
<input type="checkbox"/> Both English and Spanish equally.....	2
<input type="checkbox"/> Spanish mostly.....	1
<input type="checkbox"/> 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
<input type="checkbox"/> All outside of your culture/ethnicity.....	4
<input type="checkbox"/> Mostly outside of your culture/ethnicity.....	3
<input type="checkbox"/> Even split	2
<input type="checkbox"/> Mostly within your culture/ethnicity.....	1
<input type="checkbox"/> All within your culture/ethnicity.....	0

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

	Points
<input type="checkbox"/> 0 to 20% Hispanic.....	4
<input type="checkbox"/> 21 to 40%. Hispanic	3
<input type="checkbox"/> 41 to 60% Hispanic	2
<input type="checkbox"/> 61 to 80% Hispanic	1
<input type="checkbox"/> 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:

TOTAL POINTS	LEVEL OF ACCULTURATION	MARK HERE
From 0 to 5	Unacculturated	<i>CONTINUE</i>
From 6 to 11	Low/Partially Unacculturated	<i>CONTINUE</i>
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
SPANISH

P.9b
ENGLISH

P.9c
LANGUAGE

Very well.....[].....English.....[]

Well.....[].....[].....	Spanish.....[]
A little.....[].....[]	Either one/.....[] No preference
Very little.....[].....[]	
Not at all.....[].....[]	

RECRUIT RESPONDENTS WHOSE ANSWERS FALL IN BOXES

10. 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

	<u>Age</u>	
Child 1	_____	NOTE TO RECRUITER: REVIEW QUOTAS AT END OF SCREENER
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.

11. 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

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 |
|--|--------------------------|--------------------------|
| a. Lock your doors when you leave your car | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Wear the lap and/or shoulder strap of your safety belt | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Ask others riding in your car to buckle their seatbelt | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Take your car in for tune-ups | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Use a safety restraint like a car seat or a safety belt for your child(ren) | <input type="checkbox"/> | <input type="checkbox"/> |

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 ____
a. Rear-facing car seat	()	()	()	()	()
b. Forward-facing car seat	()	()	()	()	()
c. Booster seat	()	()	()	()	()
d. Adult seat belt	()	()	()	()	()
e. No car seat or seat belt	()	()	()	()	()
f. 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)

17. 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.

18. 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: _____
PREFERRED 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)
 - o 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*