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?" _____, from (NAME OF FOCUS GROUP COMPANY), Hello, this is 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.		mediate family, work in any of the following TO RECRUITER: IF YES TO ANY ANSWER,
	a. () Marketing or marketing rese	earch (TERMINATE)
		spaper, television, radio or publishing (TERMINATE) tures, distributes, or sells automobiles or (TERMINATE)
	Have you participated in a focus of in the last 6 months?	discussion group or interview
	Yes[] THANK AND TERMINATE
4.	No[Which of the following age groups when I reach your age group.	best describes your age? Please stop me
(READ	LIST)	
	Under 18 18 – 24 25 – 29 30 – 34 35 – 44 45 – 49 50 or older Refused	(TERMINATE) (CONTINUE) (CONTINUE) (CONTINUE) (CONTINUE) (CONTINUE) (CONTINUE) (CONTINUE) (TERMINATE)
5.	It is important for our study to talk consider yourself of Hispanic, Lati	with people of different cultures. Do you n or Spanish origin?
	Yes[]
	No[] – THANK AND TERMINATE
6.	In what country were you born?	

NOTE TO RECRUIT	ER: Do not read list. Record answer.
() Argentina	() Panama
() Bolivia	() Paraguay
() Chile	() Peru
() Columbia	() Puerto Rico
() Costa Rica	() Dominican Republic
() Cuba	() Uruguay
() Ecuador	() Venezuela
() El Salvador	() United States
() Guatemaula	(TERMINATE)
() Honduras	() Other/Refusal
() Mexico	(TERMINATE)
() Nicaragua	
	ECRUIT A MIX OF COUNTRIES TO MATCH THE MARKET
7. How many years have yo U.S.?	u lived in the
(RECORD ANSWER)	
Less than 1 year.	[] TERMINATE
•	
	[] CONTINUE
	[] CONTINUE
	ars
8a. Of the first 18 years of y life, how many years did yo in the United States?	u live
_	<u>Points</u>
닏	Less than 3 years0
	4-6 years2
닏	7-9 years4
	10-12 years6
	13-15 years8
	16-18 years10
8b. Which language are you comfortable speaking?	most
-	Points
<u>_</u>	English always
	English mostly
	Both English & Spanish equally
	Spanish mostly
	Spanish always 0

8c. In what language do you <u>prefer</u> to watch, read, and list media?	en to	
	English always	1 0
8c1. How many hours of TV 10 or more hours Less than 10 hours Don't know/Refused	and radio do you consume in Spanish per week? [] CONTINUE [] TERMINATE [] TERMINATE	
8d. Thinking about your interpersonal relationships including friends and relative would you say they are?	All outside of your culture/ethnicity Mostly outside of your culture/ethnicity Even split	Points 4 3 2 1 0
8e. Thinking about your neighborhood, would you describe it as(READ LIST	Γ)?	
0000	0 to 20% Hispanic	Points 4 3 2 1 0

Acculturation Model Scoring Key

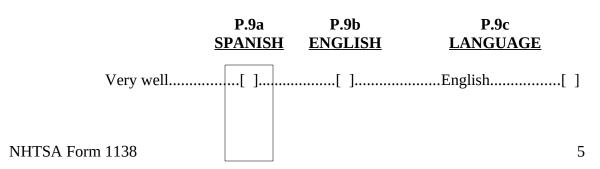
INTERVIEWER: ADD THE POINTS FROM QUESTIONS 8a THRU 8e AS INDICATED BELOW AND CLASSIFY THE RESPONDENT.									
	Q. 8a	Q. 8b	Q. 8c	Q. 8d	Q.8e	Total			
TOTAL	TOTAL								
POINTS	POINTS								

INTERVIEWER: MARK THE RESPONDENT'S ACCULTURATION LEVEL BELOW:					
TOTAL	LEVEL OF ACCULTURATION	MARK HERE			
POINTS					
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 <u>English</u>...? **(READ LIST)**
- 9c. In what language do you prefer to communicate?
 (READ LIST)



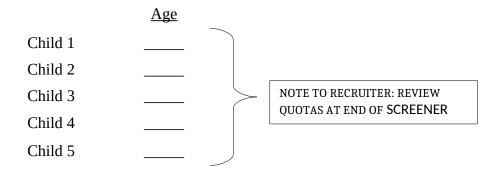
Well[]	[]	Spanish[]
A little]	[]	Either one/[]
Very little[]	[]	No preference
Not at all[]	[]	

RECRUIT RESPONDENTS WHOSE ANSWERS FALL IN BOXES

10.	Are you the parent or g	guardian of any	children u	nder age 13	living in y	our
	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*



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	n for family	or friends f	for three or 1	more days j	per week
	regularly?						

() Yes	
() No	(TERMINATE)

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

<u>Age</u>

	Child 1					
	Child 2					
	Child 3					
	Child 4					
	Child 5					
CONTINUE; II 12. Do you driv () Ye () No 13. On average () 3 c		TERMINATE gular basis? NTINUE RMINATE) our child under agore CONT	e 13 INU	trave E	el wi	
<u>regularly</u> , t	oout the car that you hat is, more often th RECRUITER: REAL	nan not? Do you i	regu	larly.		e following do you do
			Υŀ	ES	NC)
a.	Lock your doors	when you leave	()	()
b.	your car Wear the lap and/o of your safety belt	-	()	()
С.	Ask others riding buckle their seatbe	in your car to	()	()
d. e.	Take your car in for Use a safety rest seat or a safety child(ren)	raint like a car	()	()

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 2 Age							
a.	Rear-facing car	()	()	()	()	()
b.	seat Forward-facing car seat	()	()	()	()	()
С.	Booster seat)					()
d.	Adult seat belt	()	()	()	()	()
e.	No car seat or seat belt	()	()	()	()	()
f.	Don't know	()	()	()	()	()
TERMINATE IF RESPOND "DON'T KNOW" FOR <u>ALL</u> 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)											
RECRU () Lo () Gr () Co () So	vas the last grade of JITER: READ LIS ower than Grade 6 rades 6-8 rades 9-11 ompleted high school ompleted college	T J	ERM	IINA'	ГЕ	-	ed? <i>I</i>	NOTE	ТО		

() Post Graduate () Refused	TERMINATE	
PARTICIPATE. OTHERWISE	HAVE COMPLETE THE 6TH GRAETH THANK AND TERMINATE. REC T LEAST SOME HIGH SCHOOL O	RUIT A MIX
	question is an articulation question. Wrather, judge his ability and willingness	
18. If you could go on an all exworld, where would you go	xpense paid vacation for two weeks any o and why?	where in the
Articulate Not articulate (TERMINATE	Ε)	
with people like you to give us ide invite you to a research interview t last approximately 2 hours. We un	s survey. We have been asked to conducted to child safety in the car. We to be held on MM/DD/YY at XX:XX. Inderstand the demand on your schedule; your participation is	would like to The session will therefore, you
() Yes (CONTINUE) () No (TERMINATE)		
We will be giving you a reminder to reach you? Is there a preferred t	call the day before the session. Is this the time for us to call you?	he best number
ALTERNATIVE PHONE, IF	NECESSARY:	

END OF SCREENER GUIDE

PREFFERED TIME, IF APPLICABLE:

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

NOTE TO RECRUITER: FOLLOW BELOW RECRUITMENT QUOTA

• 6 mini focus groups (Recruit 8 for 6 respondents each)

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

- 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