

Recruitment Screener
Hispanic Parent & Caregiver 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 by a fluent Spanish-speaking moderator who specializes in research with the Hispanic audience

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:)** Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. The OMB generic clearance control number for this collection is 2127-0667.

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 or Latino origin?

Yes.....[]

No.....[] – **THANK AND TERMINATE**

6. In what country were you born?

NOTE TO RECRUITER: 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 |
| () Guatemala | () Other/Refusal |
| () Honduras | () (TERMINATE) |
| () Mexico | () (TERMINATE) |
| () 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

- 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 |
|--|---------------|
| <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)

	<u>P.9a</u> <u>SPANISH</u>	<u>P.9b</u> <u>ENGLISH</u>	<u>P.9c</u> <u>LANGUAGE</u>
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	_____
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?

	<u>Age</u>
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 such as a car, van, SUV, or truck on a regular basis?

- Yes CONTINUE
 No (TERMINATE)

13. On average, how often does [your child/the child you care] for under age 13 travel with you when you are driving?

- 3 days per week or more CONTINUE
 Less than 3 days per week (TERMINATE)

14. Thinking about the car or other vehicle that you drive when you are with [your child/the child you care for], 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 the vehicle | <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 the vehicle to buckle their seatbelt | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Take the vehicle 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)/the child(ren) you care for] | <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/the child you care for]. As I reference the age of each child, please tell me which of the following type of car safety restraint you use for that child when they ride in the vehicle with you when you’re driving. *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 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Forward-facing car seat | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- 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 or other automobiles. 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 90 minutes. 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