

# **Supporting Statement for Tire Fuel Efficiency Consumer Information Program Retailer Interview Research**

## **Section B**

### **Recruitment Procedures**

#### *Retailer Interview Recruitment*

In order to identify potential retailers to include in these interviews, NHTSA intends to utilize their relationship with Tire Industry of America (TIA), who will provide a list of potential retailers to recruit for interviews. In order to account for any issues that may arise, we have included estimated recruiting costs in the budget to cover any recruitment that we may need to undertake beyond the list TIA provides. This process would include using a third-party recruiter to identify local retailers in various cities and make random calls to schedule interviews.

If this recruitment process is necessary, retailers will be screened to ensure:

- 1) Interviewee is at least an assistant manager of a tire retail location or department.
- 2) Interviewee has appropriate permission to participate in research.
- 3) A mix of representatives from large and small businesses. (Note: No hard quotas will be set for this criterion as this is qualitative research and will be exploratory in nature, not representative.)