

SCREENING QUESTIONNAIRE

Monday, March 26 – Richmond VA		
<input type="checkbox"/> 4:30 pm	Group 1	
<input type="checkbox"/> 6:30 pm	Group 2	

Monday, April 9 – Boston MA		
<input type="checkbox"/> 4:30 pm	Group 1	

Wednesday, April 11 – Portland OR		
<input type="checkbox"/> 4:30 pm	Group 1	

Monday, April 23 – Atlanta GA		
<input type="checkbox"/> 4:30 pm	Group 1	
<input type="checkbox"/> 6:30 pm	Group 2	

Tuesday, April 24 – St. Louis MO		
<input type="checkbox"/> 4:30 pm	Group 1	
<input type="checkbox"/> 6:30 pm	Group 2	

Respondent Name _____
Date Screened _____ Interviewer ID _____

PER GROUP, RECRUIT 11 PARTICIPANTS FOR 8 TO SHOW.

PER GROUP, RECRUIT 5-6 MALES AND 5-6 FEMALES.

Record gender by observation:

- Male
- Female

Hello. My name is _____ and I'm calling from _____ a market research company, on behalf of the US Department of Transportation. We are in the process of setting up some focus groups and I'd like to ask you just a few short questions to see if you might be able to join us.

1. Are you or is any member of your family, a friend or a relative employed in any of the following occupations or types of companies? **READ LIST.**

	<u>YES</u>	<u>NO</u>
A marketing consultant	<input type="checkbox"/>	<input type="checkbox"/>
A market research firm	<input type="checkbox"/>	<input type="checkbox"/>
An advertising or promotions agency	<input type="checkbox"/>	<input type="checkbox"/>
A TV or radio station	<input type="checkbox"/>	<input type="checkbox"/>
A magazine or newspaper	<input type="checkbox"/>	<input type="checkbox"/>
Public Transportation	<input type="checkbox"/>	<input type="checkbox"/>
Government Regulatory Agency or Public Policy Group	<input type="checkbox"/>	<input type="checkbox"/>

IF "YES" TO ANY OF THE ABOVE – TERMINATE.

2. In our discussion we would like to include a mix of people – some who have been to a panel discussion in the past and some who have not participated in a panel discussion before. Have you ever participated in a focus group, a panel discussion or an individual interview conducted by a market research company?

YES How long ago was that? _____

NO Do you recall the subject? _____

DO NOT RECRUIT ANYONE WHO HAS PARTICIPATED IN A STUDY IN THE PAST 6 MONTHS.

3. May I ask your age? _____

- A. 18-20
- B. 21-23
- C. 24-26
- D. 27-34
- E. 35-44
- F. 45-54
- G. 55-61

RICHMOND, ATLANTA & ST. LOUIS

GROUP 1
ALL PARTICIPANTS MUST BE BETWEEN THE AGES OF 18 - 26.

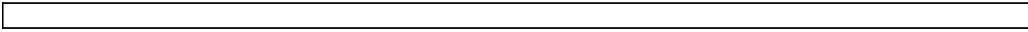
GROUP 2
ALL PARTICIPANTS MUST BE BETWEEN THE AGES OF 27 - 61.

ACROSS THE GROUP BE SURE TO INCLUDE THE FOLLOWING:

- 2-3 PARTICIPANTS AGES 27-34
- 2-3 PARTICIPANTS AGES 35-44
- 2-3 PARTICIPANTS AGES 45-54
- 2-3 PARTICIPANTS AGES 55-61

BOSTON & PORTLAND

GROUP 1
ALL PARTICIPANTS MUST BE BETWEEN THE AGES OF 18 - 26.



4. What is your current marital status? Are you ... **READ LIST.**

- A. Single, Never Married
- B. Married
- C. Living with Significant Other
- D. Separated, Divorced, Widowed

5. Besides yourself who is living in your household? **CHECK ALL THAT APPLY.**

- A. Spouse/Partner
- B. Parent(s)
- C. Siblings
- D. Child(ren)
- E. Roommate(s)
- F. Live alone

6a. Do you currently have a drivers license?

- A. YES
- B. NO

6b. **IF AGES 18-26, ASK:** Prior to having a "full" drivers license, did you have a graduated drivers license, that is a license with restrictions at younger ages?

- A. YES
- B. NO

GROUP 1

INCLUDE SOME PARTICIPANTS WHO HAVE HAD A RESTRICTED OR GRADUATED DRIVERS LICENSE.

6c. Do you, yourself, currently own a car?

- A. YES
- B. NO – Do you have access to a car?

- YES
- NO

7a. Have you used public transportation within the past month?

- A. YES
- B. NO

PER GROUP, TO THE DEGREE POSSIBLE, INCLUDE SOME PARTICIPANTS WHO HAVE USED PUBLIC TRANSPORTATION WITHIN THE PAST MONTH.

IF "YES" IN Q.7A, ASK 7B:

7b. Do you use public transportation ... **READ LIST.**

- A. primarily to travel to/from work or school
- B. primarily for personal use

C. for both work or school and personal use

8a. What is the last level of education that you completed? **READ LIST.**

- A. Did not complete high school – **TERMINATE**
- B. High school graduate
- C. Some college, did not complete – **ASK Q.8B**
- D. College graduate
- E. Some post graduate school, did not graduate – **ASK Q.8B**
- F. Post graduate degree

8b. Are you currently enrolled in a college or post college degree program?

- | | | | |
|--------------------------|--------------------------|--------------------------|-----------|
| <input type="checkbox"/> | YES – Is that ... | <input type="checkbox"/> | full time |
| <input type="checkbox"/> | NO | <input type="checkbox"/> | part time |

**ALL PARTICIPANTS MUST HAVE GRADUATED HIGH SCHOOL (B).
PER GROUP, INCLUDE A MIX OF EDUCATION.**

GROUP 1

ACROSS THE GROUP, INCLUDE SOME WHO ARE CURRENTLY ENROLLED IN A COLLEGE OR POST COLLEGE DEGREE PROGRAM.

8c. **IF CURRENTLY ENROLLED IN A COLLEGE OR GRADUATE DEGREE PROGRAM, ASK:**

Do you live... **READ LIST.**

- A. on campus – **TERMINATE**
- B. off campus, with or without roommates
- C. with parents

DO NOT RECRUIT COLLEGE OR GRADUATE STUDENTS WHO LIVE ON CAMPUS

9. Are you currently employed?

- | | | | |
|--------------------------|--------------------------|--------------------------|-----------|
| <input type="checkbox"/> | YES – Is that ... | <input type="checkbox"/> | full time |
| <input type="checkbox"/> | NO | <input type="checkbox"/> | part time |

IF APPLICABLE, ASK SPOUSE/SIGNIFICANT OTHER'S OCCUPATION.

Name of Company: _____

Type of Business: _____

Job Title/Function: _____

RECRUIT A REPRESENTATION OF “BROAD MIDDLE CLASS” OCCUPATIONS

10. Which of the following best represents your total annual household income before taxes?

READ LIST.

- A. Under \$25,000
- B. \$25,000 but less than \$30,000
- C. \$30,000 but less than \$40,000
- D. \$40,000 but less than \$50,000
- E. \$50,000 but less than \$60,000
- F. \$60,000 but less than \$75,000
- G. \$75,000 or more

PER GROUP, RECRUIT A RANGE OF HOUSEHOLD INCOMES.

11. We are interested in speaking with people of varying ethnic backgrounds.

Are you ... **READ LIST.**

Of Hispanic or Latino origin?

- YES
- NO

- A. White
- B. Black or African American
- C. Asian
- D. Native Hawaiian or other Pacific Islander
- E. American Indian or Alaska Native

PER GROUP, RECRUIT A RANGE OF ETHNICITIES.

12. I'd like to invite you to participate in a discussion that we will be conducting at _____. This discussion will take about **90 MINUTES** of your time. To show our appreciation, we'll offer you \$_____ for your help. Are you interested in participating?

- A. YES – **CONTINUE WITH DATE, TIME, LOCATION, ETC.**
- B. NO