

**RECRUITMENT SCREENER FOR FOCUS GROUPS
TO ASSESS ADVERTISING CONCEPTS SUPPORTING
CLICK IT OR TICKET, 2012 CAMPAIGN**
OMB# 2127-0682

NOTE TO RECRUITER: Ask to speak to any male age 18 to 34 (note: sex and age range are critical). If none available, terminate.

Hello, I'm _____ calling for the *(NAME OF FOCUS GROUP COMPANY)*. We are conducting a brief survey among people in our area about driving.

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 2127-0682. 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. Do you, or does anyone in your immediate family, work in any of the following industries or professions? *(NOTE TO RECRUITER: Read list. Terminate if "yes" to any)*

- Marketing, advertising, public relations or marketing research
- Graphic design
- News media, including newspaper, television, radio or publishing
- Law enforcement
- Legal
- Local, state or federal government

2. Are you a licensed driver?

Yes No (*terminate*)

3. In which of these age groups is your age? (*NOTE TO RECRUITER: Read list of the two age groups*)

18-25

26-34

"Neither," other or refused (*terminate*)

*NOTE TO RECRUITER IN EACH CITY WHERE
FOCUS GROUPS ARE HOSTED:*

Recruit for a total of four groups. Two groups will be composed of men ages 18-25; two other groups will be men ages 26-34.

4. During a typical week, about how many days do you drive at least 10 miles per day? (*NOTE TO RECRUITER: read list*):

About once a week or less (*terminate*)

2 or more times per week

5. Which of the following types of vehicles do you drive most often for personal, non-business travel? (*NOTE TO RECRUITER: read list; accept only the one driven most often*):

Automobile

Mini-van

Full-size van

Sport utility vehicle

Pick-up truck

None of these (*terminate*)

(NOTE TO RECRUITER: "none of these" includes motorcycles)

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.

6. In your opinion, what would be the best way to minimize traffic congestion on highways in the (city) area?

- Articulate
- Not articulate (*terminate*)

7. The next question is about seatbelts. Tell me if in any of the situations I'll describe, you sometimes don't wear a seatbelt while driving (*NOTE TO RECRUITER: read list. A "yes" answer to any one or more qualifies the respondent. If "no" to all, terminate*):

- Just a short trip to a store or nearby place
- When wearing nice clothes that might get wrinkled by a seatbelt
- When on a road with little or no traffic
- Sometimes when you just forget to buckle up
- When driving on roads at low speeds

8. Are you of Hispanic or Latino origin?

- Hispanic or Latino (*quota per group: need at least 2, but no more than 3*)
- Not Hispanic or Latino
- Refused (*terminate*)

9. What is your race? Please select one or more. ---- (*NOTE TO RECRUITER: read list and check all that apply; OK to repeat list if asked*)

- American Indian or Alaska Native
- Asian
- Black or African American (*quota per group: need at least 2, but no more than 3*)
- Native Hawaiian or Other Pacific Islander
- White
- Refused (*terminate*)

Based on your responses, we would like to invite you to participate in a focus group research study about advertising campaign ideas. The group discussion will be about an hour-and-fifteen-minutes in length, and for your participation, you will receive \$75 cash. As many as eight others will participate. The meeting will be on (*SCHEDULED DATE*) at (*SCHEDULED START TIME*) p.m. It will be at our focus group research facility at (*FOCUS GROUP FACILITY ADDRESS/LOCATIONAL INFORMATION*).

(NOTE TO RECRUITER: Convey additional appropriate details if respondent is willing to participate)