

### Respondent Sample Specifications

- o 9 groups of 14-20 year olds
  - (1) 14-15 (in high school) all female group
  - (1) 14-15 (in high school) all male group
  - (1) 14-15 (in high school) mixed gender group
  - (1) 16-18 (in high school) all female group
  - (1) 16-18 (in high school) all male group
  - (1) 16-18 (high school) mixed gender group
  - (1) 18-20 (post high school, attending or not attending college) all female group
  - (1) 18-20 (post high school, attending or not attending college) all male group
  - (1) 18-20 (post high school, attending or not attending college) mixed gender group
  
- o For 16-20 year olds - Have a valid driver's license & drive at least occasionally
- o Should not completely object to drinking alcohol.

The following screener recruits non-high school 18-20 year olds

Screener for College and Post-high school (18-20 year olds)

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_ market research firm. We are conducting a survey today among households in your area and would like to hear your opinions. This is not an attempt to sell you anything. All your answers will be kept confidential. Would you spare a few minutes to answer some questions?

**REFERRED PEER PROSPECT INTRODUCTION:** Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a market research firm. I'm calling today because \_\_\_\_\_ has agreed to participate in a market research interview. The discussion would take place with \_\_\_\_\_ and four of his/her peers. He/she provided your name as a peer who might like to participate. This is not an attempt to sell anything. We are interested in your opinions. All your answers will be kept confidential. Would you spare a few minutes to answer some questions?

This collection of information is voluntary and will be used for formative purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. 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

1. Could we begin now?

(     )     Yes  
(     )     No

**TERMINATE OR SCHEDULE CALLBACK**

2. **RECORD GENDER**

(     )     FEMALE     **CONTINUE**  
(     )     MALE       **CONTINUE**

3. Have you participated in a focus group discussion or one-on-one research interview in the past?



IF ANSWER CORRESPONDS WITH INDUSTRIES IN RESPONSES "A-D" IN Q7, TERMINATE.

[ASK IF EMPLOYED IN Q6]

9. What is your occupation?

\_\_\_\_\_  
**CHECK AGAINST Q7**

10. Are you of Hispanic or Latino descent?

Yes

No

11. Select one or more of following that best describes your race? [ACCEPT MULTIPLE RESPONSES]

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

White

**RECRUIT FAIR REPRESENTATION OF RACE/ETHNICITY**

12. Do you currently have a valid driver's license?

(     )     Yes           **CONTINUE**  
(     )     No             **TERMINATE**

**MUST HAVE A VALID DRIVER'S LICENSE TO CONTINUE**

13. Do you currently own a car, truck, or motorcycle, or have access to someone else's vehicle that you are permitted to drive at least occasionally?

(     )     Yes           **CONTINUE**  
(     )     No             **TERMINATE**

14. Which of the following statements describes your driving habits in a typical week?  
(READ)

A (     )     I'm a "weekday driver." I drive mostly on weekdays, like when I commute to/from work or school.           **CONTINUE**

B (     )     I'm a "weekend driver." I spend the most time behind the wheel on weekends (Friday- Sunday).           **CONTINUE**

C (     )     I'm a "road warrior." I drive more than 100 miles in a typical week, whether for business or leisure.           **CONTINUE**

D (     )     I'm a "moderate driver." I drive most days, but I log fewer than 100 miles in a typical week.           **CONTINUE**

E ( ) I'm a "driveway dweller." I drive very little. **TERMINATE**

F ( ) None of these statements describe my driving behavior. **TERMINATE**

**MUST ANSWER A-D TO CONTINUE; TERMINATE IF ANSWER E-F.**

15. Where you live, do you have easy access to public transport such as buses or a subway system?

( ) Yes **CONTINUE TO Q15**

( ) No **SKIP TO Q16**

**[ASK IF YES IN Q14]**

16. How often do you take public transport?

17. ( ) Daily **TERMINATE**

18. ( ) On the weekends **TERMINATE**

19. ( ) During the week but not on the weekends

20. ( ) Occasionally

21. ( ) Hardly ever

22. Which of the following social activities, if any, have you engaged in over the past month? (READ)

( ) Dining out with friends

( ) Attending concerts or theater productions

( ) Attending house parties

( ) Entertaining friends in my home

( ) Going to bars, sports bars or taverns

( ) Going to nightclubs or lounges

( ) Going bowling

**MUST ANSWER YES TO AT LEAST 2 OF THE ABOVE LIST TO CONTINUE**

23. Now I am going to read a list of brief statements and I'd like you to tell me how much you agree or disagree with each statement. Please use a 1-7 scale where 1 means you 'disagree completely' and 7 means you 'agree completely.' Choose any number between 1 and 7 for each statement I read. Please remember as you answer these questions, that your answers are confidential and will not be shared beyond this survey. We'd like you to be as honest as possible. (READ FIRST QUESTION). How much do you agree or disagree with that statement on that scale from 1 to 7. Again, 1 is disagree completely and 7 is agree completely. **[RECORD RESPONSE WITH "X" IN APPROPRIATE BOX & CONTINUE UNTIL ALL STATEMENTS ARE RATED]**

	1	2	3	4	5	6	7
a. Many of my friends drink alcohol when we are in social situations.							
b. Several of my peers smoke cigarettes when we're in social situations							
c. No one should drink alcohol until they are of legal drinking age.							



**IF ANSWER ONE DAY A MONTH OR MORE OFTEN, TERMINATE. OTHERWISE CONTINUE.**

27. I am going to read a few statements. After I read each one, would you please tell me whether or not it describes you completely, somewhat, or not at all. **[RECORD RESPONSE WITH "X" IN APPROPRIATE BOX]**

	<b>Describes completely</b>	<b>Describes somewhat</b>	<b>Describes not at all</b>
I enjoy meeting and talking to new people			
I am open about expressing my opinion, even when it is different than my friends			
I usually spend all of my free time by myself			

**TERMINATE IF RESPONDENT SELECTS ANY SHADED BOXES**

**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.**

28. I'd like to finish by asking you a question that is a complete departure from the type of questions I've been asking you to this point. There are no right or wrong answers and it's an opportunity to use your imagination:  
 If you had the opportunity to spend one hour with a famous person – either from the past or present – who would that person be?  
 Why did you pick this person? Please be as specific as possible.

- Articulate  
 Not articulate (TERMINATE)

**INVITATION TO RECRUIT PEERS (FOR INITIAL RESPONDENT IN EACH GROUP)**

Thank you for helping with this survey. I would like to invite you to a research discussion. We are interested in holding a discussion to speak with you and five of your peers who are the same age and also [COLLEGE STUDENTS/WORKING]. If you agree to participate, you will provide a list of five people your age, and I would call to ask them to attend. The discussion would be held on MM/DD/YY at XX:XX, and the session will last approximately 90 minutes. You and each participant will receive \$75 cash incentive for your participation. Your participation is strictly voluntary.

Would you like to participate?

(        )        Yes

(        )        No        **THANK & TERMINATE**

**REFERRED PEER INVITATION**

Thank you for helping with this survey. I would like to invite you to a research discussion to be held on MM/DD/YY at XX:XX. \_\_\_\_\_ (referrer) and 4 other participants close to your age are also invited to participate. The session will last approximately 90 minutes. You will receive \$75 cash incentive for your participation. Your participation is strictly voluntary.

Would you like to participate?

(        )        Yes        **CONTINUE**  
(        )        No        **TERMINATE & TRY ANOTHER PEER IDENTIFIED BY ORIGINAL RESPONDENT.**

**NOTE TO INTERVIEWER: Do not schedule anyone who is reluctant about the time, hesitant about participating in a discussion, talks too low or speaks unclearly.**

**FINAL INSTRUCTION:** Thank you very much for agreeing to participate. Please arrive to the facility a few minutes early. If you should need to cancel for any reason, please contact X at XXX-XXX-XXXX.

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**END OF SCREENER**