

**Recruitment Screener  
Parent & Caretaker Focus Groups to Develop  
New Seat Belt Safety “Tween” Public Service Advertising Campaign**

**Generic Clearance OMB Control No: 2127-0682: Focus Groups for Traffic and Motor  
Vehicle Safety Programs and Activities**

**PHONE SCREENING INTERVIEW GUIDE**

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*The Spanish language interviews will 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 Americans’ 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:)**

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications 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., W51-316, Washington, DC, 20590.

All of your answers will be confidential. Could we begin now?

1. *NOTE TO RECRUITER: RECORD SEX. (RECRUIT MIX, OK TO SKEW FEMALE)*

Female

Male

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*

Marketing or marketing research **(TERMINATE)**

Advertising or public relations **(TERMINATE)**

News media, including newspaper, television, radio or publishing **(TERMINATE)**

Any company that manufactures, distributes, or sells automobiles or automobile parts **(TERMINATE)**

Any company that manufactures, distributes, or sells car seats **(TERMINATE)**

3. In the past 6 months, have you participated in a group discussion or interview regarding a product or service?

Yes **(TERMINATE)**

No (CONTINUE)

4. Which of the following groups does your age fall into? *(READ LIST)*

Under 18 **(TERMINATE)**

18 – 24 **(TERMINATE)**

25 – 34 (CONTINUE)

35 – 44 (CONTINUE)

45 – 54 (CONTINUE)

55 – 64 (CONTINUE)

65+ (CONTINUE)

Refused **(TERMINATE)**

5. Are you the parent or guardian of any children age 14 or younger living in your household?

Yes (CONTINUE)

No **(SKIP TO Q7)**

6. What are the ages of your children age 14 or younger who currently live with you?  
*NOTE TO RECRUITER: WRITE IN AGES*

Age

Child 1 \_\_\_\_\_  
Child 2 \_\_\_\_\_  
Child 3 \_\_\_\_\_  
Child 4 \_\_\_\_\_  
Child 5 \_\_\_\_\_

**NOTE TO RECRUITER: VERIFY ONE CHILD IS BETWEEN AGES 8-14. IF YES, SKIP TO Q9. IF NO, CONTINUE TO Q7.**

**NOTE TO RECRUITER: RECRUIT 40 GEN POP AND 32 HISPANIC PARENTS/CARETAKERS. RECRUIT A MIX OF PARENTS/CARETAKERS OF CHILDREN AGES 8-11 AND 12-14.**

7. Do you look after children for family or friends for three or more days per week regularly?

- Yes  
 No **(TERMINATE)**

8. How old is this child/children that you look after?

Age

Child 1 \_\_\_\_\_  
Child 2 \_\_\_\_\_  
Child 3 \_\_\_\_\_  
Child 4 \_\_\_\_\_  
Child 5 \_\_\_\_\_

**NOTE TO RECRUITER: ONE CHILD MUST BE BETWEEN AGES 8-14 TO CONTINUE; IF 15 OR OLDER, TERMINATE. IF MULTIPLE CHILDREN AGE 8-14 IN HOUSEHOLD, CHOOSE CHILD BASED ON WHICH AGE/GENDER GROUP YOU NEED TO FILL.**

9. Are you of Hispanic or Latino descent?

- Yes  
 No

9a. Select one or more of the 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

**NOTE TO RECRUITER: RECRUIT FAIR REPRESENTATION OF RACE/ETHNICITY; FOR SPANISH-SPEAKING GROUPS, RECRUIT HISPANIC ONLY.**

**NOTE TO RECRUITER: ASK Q10-11C FOR HISPANIC RESPONDENTS ONLY.**

10. In what country were you born? (**DO NOT READ LIST. RECORD ANSWER.**)

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Argentina   | <input type="checkbox"/> Nicaragua                          |
| <input type="checkbox"/> Bolivia     | <input type="checkbox"/> Panama                             |
| <input type="checkbox"/> Chile       | <input type="checkbox"/> Paraguay                           |
| <input type="checkbox"/> Columbia    | <input type="checkbox"/> Peru                               |
| <input type="checkbox"/> Costa Rica  | <input type="checkbox"/> Puerto Rico                        |
| <input type="checkbox"/> Cuba        | <input type="checkbox"/> Dominican Republic                 |
| <input type="checkbox"/> Ecuador     | <input type="checkbox"/> Uruguay                            |
| <input type="checkbox"/> El Salvador | <input type="checkbox"/> Venezuela                          |
| <input type="checkbox"/> Guatemala   | <input type="checkbox"/> United States ( <b>TERMINATE</b> ) |
| <input type="checkbox"/> Honduras    | <input type="checkbox"/> Other/Refusal ( <b>TERMINATE</b> ) |
| <input type="checkbox"/> Mexico      |   |

**NOTE TO RECRUITER: RECRUIT A MIX OF COUNTRIES TO MATCH THE MARKET**

10. How many years have you lived in the United States? (**RECORD ANSWER**)

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> Less than 1 year   | <b>(TERMINATE)</b> |
| <input type="checkbox"/> 1 to 4 years       | CONTINUE           |
| <input type="checkbox"/> 5 to 10 years      | CONTINUE           |
| <input type="checkbox"/> 11 to 15 years     | CONTINUE           |
| <input type="checkbox"/> 16 to 20 years     | CONTINUE           |
| <input type="checkbox"/> More than 20 years | <b>(TERMINATE)</b> |

10a. Of the first 18 years of your life, how many years did you live in the United States?

	<b>Points</b>
<input type="checkbox"/> Less than 3 years.....	0
<input type="checkbox"/> 4-6 years.....	2
<input type="checkbox"/> 7-9 years.....	4
<input type="checkbox"/> 10-12 years.....	6
<input type="checkbox"/> 13-15 years.....	8
<input type="checkbox"/> 16-18 years.....	10

10b. Which language are you most comfortable speaking?

	<b>Points</b>
<input type="checkbox"/> English always.....	8
<input type="checkbox"/> English mostly.....	6
<input type="checkbox"/> Both English & Spanish equally.....	4
<input type="checkbox"/> Spanish mostly.....	2
<input type="checkbox"/> Spanish always.....	0

10c. In what language do you prefer to watch, read, and listen to media?

	<b>Points</b>
<input type="checkbox"/> English always.....	4
<input type="checkbox"/> English mostly.....	3
<input type="checkbox"/> Both English and Spanish equally.....	2
<input type="checkbox"/> Spanish mostly.....	1
<input type="checkbox"/> Spanish always.....	0

10c1. 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)**

10d. Thinking about your interpersonal relationships including friends and relatives, would you say they are...?

	<b>Points</b>
<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

10e. Thinking about your neighborhood, would you describe it as...? **(READ LIST)**

	<b>Points</b>
<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 10a THRU 10e AS INDICATED BELOW AND CLASSIFY THE RESPONDENT.**

	<b>Q. 10a</b>	<b>Q. 10b</b>	<b>Q. 10c</b>	<b>Q. 10d</b>	<b>Q.10e</b>	<b>Total</b>
<b>TOTAL POINTS</b>						

**INTERVIEWER: MARK THE RESPONDENT’S ACCULTURATION LEVEL BELOW:**

<b>TOTAL POINTS</b>	<b>LEVEL OF ACCULTURATION</b>	<b>MARK HERE</b>
<b>From 0 to 5</b>	Unacculturated	<b>CONTINUE FOR SPANISH-SPEAKING GROUPS</b>
<b>From 6 to 11</b>	Low/Partially Unacculturated	<b>CONTINUE FOR SPANISH-SPEAKING GROUPS</b>
<b>From 12 to 17</b>	Bicultural	<b>CONTINUE FOR GENERAL MARKET GROUPS</b>
<b>From 18-23</b>	Partially Acculturated	<b>CONTINUE FOR GENERAL MARKET GROUPS</b>
<b>From 24-30</b>	Acculturated	<b>CONTINUE FOR GENERAL MARKET GROUPS</b>
<b>Max 30 points</b>		

**NOTE TO RECRUITER: READ THE FOLLOWING:**

We would like to know how well you speak Spanish.

11a. Would you say you speak Spanish...? (**READ LIST**)

11b. Would you say you speak English...? (**READ LIST**)

11c. In what language do you prefer to communicate? (**READ LIST**)

**P.11a**  
**SPANISH**

**P.11b**  
**ENGLISH**

**P.11c**  
**LANGUAGE**

Very well.....( ).....English.....( )

Well.....( ).....( ).....	Spanish.....( )  Either one/.....( ) No preference
A little.....( ).....( )	
Very little.....( ).....( )	
Not at all.....( ).....( )	

**NOTE TO RECRUITER: FOR SPANISH-SPEAKING HISPANIC GROUPS, RECRUIT RESPONDENTS WHOSE ANSWERS FALL IN BOXES**

12. Do you drive a car, truck, SUV, or van on a regular basis?

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

**NOTE TO RECRUITER: READ THE FOLLOWING:**

For the rest of the survey, I will use the term car. When I use this term, please also think about vans, trucks, and SUVs.

13. On average, how often does [your child/the child you care for] AGE 8-14 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 that you drive when you are with [your child/the child you care for], how often do you do each of the following? **(READ LIST, CHECK ALL THAT APPLY)**

	Never	Sometim es	Most of the time	Always
a. Lock your doors when you leave the car				
b. Wear your seat belt				
c. Ask others riding in the car to buckle their seat belt				
d. Take the car in for tune-ups				
e. Use a safety restraint like a car seat or a seat belt [for your child(ren)/the child(ren) you care for]				

**NOTE TO RECRUITER: MUST ANSWER “SOMETIMES,” “MOST OF THE TIME” OR “ALWAYS” TO “E” IN Q14 TO CONTINUE. OTHERWISE, TERMINATE.**

15. As I reference the age of each child AGE 8-14, please tell me which of the following type of car safety restraint you use for that child when they ride in the car 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. Booster seat	( )	( )	( )	( )	( )
b. Adult seat belt	( )	( )	( )	( )	( )
c. No car seat or seat belt	( )	( )	( )	( )	( )
d. Don’t know	( )	( )	( )	( )	( )

**NOTE TO RECRUITER: TERMINATE IF RESPOND “DON’T KNOW” OR BOOSTER SEAT FOR ALL CHILDREN. ONLY CONTINUE IF AT LEAST ONE CHECK FOR “ADULT SEAT BELT” OR “NO CAR SEAT OR SEAT BELT.”**

16. When riding in the car, where do your children ages 8-14 sit in the car?

**NOTE TO RECRUITER: ALLOW MULTIPLE RESPONSE IF MULTIPLE CHILDREN 8-14**

- ( ) Front Passenger Seat
- ( ) Back Seat
- ( ) Other (***Please describe***)

**NOTE TO RECRUITER: RECRUIT A FAIR REPRESENTATION OF FRONT AND BACK SEAT**

17. What is your marital status?

- ( ) Single (never married)
- ( ) Living together but not married
- ( ) Married
- ( ) Separated
- ( ) Divorced
- ( ) Widowed



- Prefer not to state

**NOTE TO RECRUITER: RECRUIT FAIR REPRESENTATION OF MARITAL STATUS**

18. Please tell me which of the following best describes your annual household income before taxes? *NOTE TO RECRUITER: 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

**NOTE TO RECRUITER: RECRUIT A FAIR REPRESENTATION OF HOUSEHOLD INCOME LEVELS**

19. 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 COMPLETED THE 6TH GRADE TO PARTICIPATE. OTHERWISE THANK AND TERMINATE. RECRUIT FAIR REPRESENTATION 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/her ability and willingness to comment with a specific point-of-view.*

20. If you could go on an all-expense paid vacation for two weeks anywhere in the world, where would you go and why?

- Articulate **(CONTINUE)**  
 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. 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 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.

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**END OF SCREENER GUIDE**