

OMB Control No. 2127-0682
Expiration Date 02/28/2015

Recruitment Screener for Focus Groups

OMB Control No: 2127-0682: Focus Groups for Exploratory Research to Inform Communications Concepts and Messaging for Campaign Development to Decrease Highway Fatalities Related to Speeding

PHONE SCREENING GUIDE FOR VEHICLE DRIVERS AGES 18-24

NOTE TO RECRUITER: Ask to speak to any male in the household between the ages of 18 and 24.

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 American's opinions about motor vehicle safety. I would like to ask you a few questions to determine if you are eligible for the study. **(NOTE TO RECRUITER: 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. Are you a licensed driver?

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

2. Do you, or does anyone in your immediate family, work in any of the following industries or professions? (**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

3. 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 or something different (**TERMINATE**)

(NOTE TO RECRUITER: “none of these/something different” includes motorcycles)

NOTE TO RECRUITER: question 4 is an articulation question. What the respondent says is not important; rather, judge her/his ability and willingness to comment with a specific point-of-view.

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

- Articulate
- Not articulate (**TERMINATE**)

5. I’m going to read some statements about driving, and for each, please let me know what level of agreement you have about the statement in terms of your own way of thinking. Use a scale of 1, 2, 3 or 4, where ---

- 1 means you totally agree
- 2 means you agree somewhat
- 3 means you disagree somewhat
- and
- 4 means you totally disagree.

The first (next) statement ...

(NOTE TO RECRUITER: OK to repeat instructions and/or any statement if requested. If appropriate, also OK to alleviate concern of judgments being made; and/or to remind respondent of confidentiality. Terminate if respondent is unwilling to give an agreement level to three or more statements.)

- 1 2 3 4 Drivers should keep up with the flow of traffic, even if that means driving faster than the posted speed limit.
- 1 2 3 4 Driving about 11 miles-per-hour over the speed limit on multi-lane divided highways and two-lane roads will not result in a speeding ticket.
- 1 2 3 4 You often get impatient when driving behind slower drivers.
- 1 2 3 4 You like the feeling of driving fast.
- 1 2 3 4 In most circumstances, you try to get to where you are going as fast as you can.
- 1 2 3 4 In most circumstances, you are willing to accept the risks associated with driving faster than the speed limit.

(NOTE TO RECRUITER: Continue if respondent assigns “1” or “2” to at least three statements. If less than three statements, terminate.)

6. Think about your own definition of speeding. Considering that definition, would you say you are a driver who ---

- Regularly speeds **(QUOTA: 50% of recruits)**
- Sometimes speeds **(QUOTA: 50% of recruits)**
- Rarely or never speeds **(TERMINATE)**
- Not sure or 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-thirty-minutes in length, and for your participation, you will receive \$85 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)*.

(Exchange additional appropriate details if respondent is willing to participate)

END OF SCREENER GUIDE FOR VEHICLE DRIVERS AGES 18-24

PHONE SCREENING GUIDE FOR VEHICLE DRIVERS AGES 25-34

NOTE TO RECRUITER: Ask to speak to any male in the household between the ages of 25 and 34.

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 American's opinions about motor vehicle safety. I would like to ask you a few questions to determine if you are eligible for the study. ***(NOTE TO RECRUITER: 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. Are you a licensed driver?

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

2. Do you, or does anyone in your immediate family, work in any of the following industries or professions? ***(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

3. 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 or something different (**TERMINATE**)

(NOTE TO RECRUITER: “none of these/something different” includes motorcycles)

NOTE TO RECRUITER: question 4 is an articulation question. What the respondent says is not important; rather, judge her/his ability and willingness to comment with a specific point-of-view.

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

- () Articulate
- () Not articulate (**TERMINATE**)

5. I'm going to read some statements about driving, and for each, please let me know what level of agreement you have about the statement in terms of your own way of thinking. Use a scale of 1, 2, 3 or 4, where ---

- 1 means you totally agree
- 2 means you agree somewhat
- 3 means you disagree somewhat
- and
- 4 means you totally disagree.

The first (next) statement ...

(NOTE TO RECRUITER: OK to repeat instructions and/or any statement if requested. If appropriate, also OK to alleviate concern of judgments being made; and/or to remind respondent of confidentiality. Terminate if respondent is unwilling to give an agreement level to three or more statements.)

- 1 2 3 4 Drivers should keep up with the flow of traffic, even if that means driving faster than the posted speed limit.
- 1 2 3 4 Driving about 11 miles-per-hour over the speed limit on multi-lane divided highways and two-lane roads will not result in a speeding ticket.
- 1 2 3 4 You often get impatient when driving behind slower drivers.
- 1 2 3 4 You like the feeling of driving fast.
- 1 2 3 4 In most circumstances, you try to get to where you are going as fast as you can.
- 1 2 3 4 In most circumstances, you are willing to accept the risks associated with driving faster than the speed limit.

(NOTE TO RECRUITER: Continue if respondent assigns “1” or “2” to at least three statements. If less than three statements, terminate.)

6. Think about your own definition of speeding. Considering that definition, would you say you are a driver who ---
- Regularly speeds **(QUOTA: 50% of recruits)**
 - Sometimes speeds **(QUOTA: 50% of recruits)**
 - Rarely or never speeds **(TERMINATE)**
 - Not sure or 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-thirty-minutes in length, and for your participation, you will receive \$85 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)*.

(Exchange additional appropriate details if respondent is willing to participate)

END OF SCREENER GUIDE FOR VEHICLE DRIVERS AGES 25-34

PHONE SCREENING GUIDE FOR MOTORCYCLE RIDERS AGES 18-34

NOTE TO RECRUITER: Ask to speak to any male in the household between the ages of 18 and 34.

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 American's opinions about motor vehicle safety. I would like to ask you a few questions to determine if you are eligible for the study. ***(NOTE TO RECRUITER: 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. Are you a licensed driver?

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

2. Do you, or does anyone in your immediate family, work in any of the following industries or professions? ***(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

3. Within the past thirty days, have you operated a motorcycle for 25 or more miles?

- Yes
- No (**TERMINATE**)
- Not sure/refused (**TERMINATE**)

NOTE TO RECRUITER: question 4 is an articulation question. What the respondent says is not important; rather, judge her/his ability and willingness to comment with a specific point-of-view.

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

- Articulate
- Not articulate (**TERMINATE**)

5. I'm going to read some statements about riding whenever you're on your motorcycle. For each, please let me know what level of agreement you have about the statement in terms of your own way of thinking. Use a scale of 1, 2, 3 or 4, where ---

- 1 means you totally agree
- 2 means you agree somewhat
- 3 means you disagree somewhat
- and
- 4 means you totally disagree.

The first (next) statement ...

(NOTE TO RECRUITER: OK to repeat instructions and/or any statement if requested. If appropriate, also OK to alleviate concern of judgments being made; and/or to remind respondent of confidentiality. Terminate if respondent is unwilling to give an agreement level to three or more statements.)

- | | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | Riders should keep up with the flow of traffic, even if that means going faster than the posted speed limit. |
| 1 | 2 | 3 | 4 | Riding about 11 miles-per-hour over the speed limit on multi-lane divided highways and two-lane roads will not result in a speeding ticket. |
| 1 | 2 | 3 | 4 | You often get impatient when riding behind slower drivers. |
| 1 | 2 | 3 | 4 | You like the feeling of riding fast. |

1 2 3 4 In most circumstances, you try to get to where you are going as fast as you can.

1 2 3 4 In most circumstances, you are willing to accept the risks associated with riding faster than the speed limit.

(NOTE TO RECRUITER: Continue if respondent assigns “1” or “2” to at least three statements. If less than three statements, terminate.)

6. Think about your own definition of speeding while operating a bike. Considering that definition, would you say you are a rider who ---

- Regularly speeds **(QUOTA: 50% of recruits)**
- Sometimes speeds **(QUOTA: 50% of recruits)**
- Rarely or never speeds **(TERMINATE)**
- Not sure or 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-thirty-minutes in length, and for your participation, you will receive \$85 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)*.

(Exchange additional appropriate details if respondent is willing to participate)

END OF SCREENER GUIDE FOR MOTORCYCLE RIDERS AGES 18-34