## Recruitment Screener Focus Groups to Develop Texting and Driving Prevention Public Service Advertising Campaign

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

## PHONE SCREENING INTERVIEW GUIDE

# NOTE TO RECRUITER: If a child answers the phone say, "May I speak with a parent or adult who lives in the household?"

**INTRODUCTION**: Hello, my name is \_\_\_\_\_\_ from [*NAME OF FOCUS GROUP COMPANY*] calling on behalf of the U.S. Department of Transportation. 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.

## (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 **[GO TO Q1]** 

**REFERRED 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 other individuals. 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. If you qualify, is this something you might want to participate in? **[IF YES, CONTINUE; OTHERWISE TERMINATE]** 

## (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., Washington, DC, 20590

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

(	)	Yes	
(	)	No	TERMINATE OR SCHEDULE CALLBACK

## 2. NOTE TO RECRUITER: RECORD SEX. [DO NOT ASK.]

(	)	Female
(	)	Male

## **RECRUIT MIX OF GENDER.**

3. Do you or does anyone in your immediate family work for any of the following companies or industries? **[READ LIST. MARK ALL THAT APPLY.]** 

A ( ) A market research, advertising, marketing, or public relations firm or department within a company
 TERMINATE
 B ( ) A media company such as radio, newspaper, television, etc.
 TERMINATE
 C ( ) A telecommunications company

L (	) A telecommunications company	IERMINAIE
D (	) Law enforcement	TERMINATE
Ε(	) Transportation, state or local government	TERMINATE
F (	) Banking or Financial Services	CONTINUE
G(	) An energy, oil or fuel provider	CONTINUE

## TERMINATE IF YES TO A-E. CONTINUE IF ANSWER F-G.

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

(	) Under 18	(TERMINATE)
(	) 18-22	(CONTINUE)
(	) 23-27	(CONTINUE)

(	) 28-34	(CONTINUE)
(	) 35-49	(TERMINATE)
(	) 50-64	(TERMINATE)
(	) 65+	(TERMINATE)
(	) Refused	(TERMINATE)

## MUST BE BETWEEN AGES 18-34 TO CONTINUE. AGE GROUPS: 18-22, 23-27, AND 28-34. OTHERWISE TERMINATE.

5. Are you of Hispanic or Latino descent?

- ) Yes ( (
  - ) No

6. 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

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## **RECRUIT FAIR REPRESENTATION OF RACE/ETHNICITIES IN LINE WITH** MARKET.

- 7. Please tell me which of the following categories best describes your annual household income before taxes? [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

## **RECRUIT FAIR REPRESENTATION OF HOUSEHOLD INCOME LEVELS**

8. Have you ever participated in a market research study such as a focus group or interview?

(	)	Yes	<b>CONTINUE TO Q9</b>
(	)	No	SKIP TO Q10

9. Approximately when was the last time you participated in a market research study? [DO NOT READ LIST]

(	)	Within the past six months	TERMINATE
(	)	Longer than six months ago	CONTINUE

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

(	)	Yes	CONTINUE
(	)	No	TERMINATE
(	)	I have a driver's permit, but not a license	TERMINATE

#### ALL RESPONDENTS MUST HAVE A VALID DRIVER'S LICENSE TO CONTINUE

11. Which of the following best describes your current situation with and access to a car?

(	)	I have access to a car and drive it at least 3 days per week.
(	)	<b>CONTINUE</b> I have access to a car, but drive fewer than 3 days per week
(	)	<b>TERMINATE</b> I don't have access to a car on a regular basis <b>TERMINATE</b>

## IN ORDER TO QUALIFY, RESPONDENTS MUST DRIVE AT LEAST 3 DAYS PER WEEK

12. I am going to read you a list of items. Please tell me which, if any, you own and use on a regular basis.

(	)	Laptop computer	
(	)	Desktop computer	
(	)	Cell phone	MUST SAY YES TO CONTINUE
(	)	Personal tablet (e.g. iPad)	

#### ALL RESPONDENTS MUST OWN A CELL PHONE IN ORDER TO CONTINUE

13. You mentioned you have a cell phone. Is the phone a smartphone, meaning it has capability to access the internet and mobile apps? (e.g. iPhone or Android)

(	)	Yes
(	)	No

14. Which of the following things do you do on your cell phone besides making calls?

(	) Download music
(	) Send or receive text messages (i.e. SMS, iMessage, etc) MUST SAY YES
TO CONTINU	JE
(	) Send or receive emails
(	) Browse the internet
(	) Use messaging app
(	) Use maps /GPS app
(	) Use social media app (Twitter, FB, Instagram, etc.)

#### ALL RESPONDENTS MUST SEND/RECEIVE TEXT MESSAGES ON CELL PHONE

**15.** I am going to read you a list of actions. Please indicate how often you have done the following activities <u>on your cell phone</u> *while you are behind the wheel*? Indicate if you have done this never, 1-2 times ever, a few times or many times. (Note: *While you are behind the wheel* means YOU are the operator of the vehicle.) Please remember that these answers are confidential. [ACCEPT **ONE PER ROW**]

		I have only done this 1-2	I have done this a few	I have done this many
	Never	times ever	times	times
Read or sent a text message	TERMINATE	CONTINUE	CONTINUE	CONTINUE
Read or sent an email				

Used a social media platform		
(Facebook, Twitter, etc.)		
Used the internet		

## TERMINATE IF ANSWER 'NEVER' TO READ OR SENT A TEXT MESSAGE. SKEW HEAVILY TOWARDS 'I HAVE DONE THIS A FEW TIMES/MANY TIMES.'

16. Please indicate which of the following statements best describes your opinion. (READ LIST.)

(	)	It is not a big deal to sometimes text while driving if you can do it safely. <b>CONTINUE</b>
(	)	It is okay to text while safely stopped at a red light, but never while driving. <b>CONTINUE</b>
(	)	It is never okay to text when you're behind the wheel. <b>TERMINATE</b>

## 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.

17. I'd like to finish by asking you a question that is completely different that the other questions I have asked. There is no right or wrong answer 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? Please be as specific as possible.

\_\_\_\_ Articulate
\_\_\_\_ Not articulate (TERMINATE)

## INVITATION TO RECRUIT PEERS (FOR INITIAL RESPONDENT IN EACH FRIENDSHIP PAIR)

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 a friend who is age [INSERT SAME AGE GROUP AS RESPONDENT (18-22, 23-27, AND 28-34)]. In addition to you and your friend, there will be four other people who will take part in the discussion. If you agree to participate, we would like you to give us the name and contact details of a friend who we would call and ask to attend. This friend should be someone that you text with on a regular basis.

The discussion would be held on MM/DD/YY at XX:XX, and the session will last approximately 75 minutes. You and you friend will each receive \$75 cash incentive for your participation. Your participation is strictly voluntary. Would you be interested in joining us?

(	)	Yes	CONTINUE
(	)	No	TERMINATE

## **REFERRED 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 with \_\_\_\_\_\_ (referrer) and 4 other participants who are also invited to participate. The session will last approximately 75 minutes. You will receive \$75 cash incentive for your participation. Your participation is strictly voluntary. Would you be interested in joining us?

( ) 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-XXXX.

## **END OF SCREENER GUIDE**