

**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 **TERMINATE**
 D () Law enforcement **TERMINATE**
 E () 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

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 **CONTINUE TO Q9**
- 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**

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. **CONTINUE**
- () It is okay to text while safely stopped at a red light, but never while driving. **CONTINUE**
- () It is never okay to text when you’re behind the wheel.
TERMINATE

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 than 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 your 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-XXX-XXXX.

END OF SCREENER GUIDE