

**Recruitment Screener
Parent & Caretaker Focus Groups to Develop
Child Passenger Safety 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

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., 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 **(CONTINUE)**
 - 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 13 or younger living in your household?
- Yes **(CONTINUE)**
 - No **(TERMINATE)**
6. What are the ages of your children age 13 or younger who currently live with you?

NOTE TO RECRUITER: WRITE IN AGES

| | <u>Age</u> |
|---------|------------|
| Child 1 | _____ |
| Child 2 | _____ |
| Child 3 | _____ |
| Child 4 | _____ |
| Child 5 | _____ |

NOTE TO RECRUITER:

Group 1 Participants must have at least one child age 0-3.

Group 2 Participants must have at least one child age 4-7.

Group 3 Participants must have at least one child age 8-12.

7. Are you of Hispanic or Latino descent?

Yes

No

7a. 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.

8. 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.

9. On average, how often does [your child/the child you care for] AGE [INSERT AGE OF CHILD FROM RELEVANT GROUP NOTED IN Q6 ABOVE] travel with you when you are driving?

3 days per week or more (CONTINUE)

Less than 3 days per week (TERMINATE)

10. 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 Q10 TO CONTINUE. OTHERWISE, TERMINATE.

11. As I reference the age of each of your children, 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. Rear-facing car seat | () | () | () | () | () |
| b. Forward facing car seat | () | () | () | () | () |
| c. Booster seat | () | () | () | () | () |
| d. Adult seat belt | () | () | () | () | () |
| e. No car seat or seat belt | | | | | |
| f. Don’t know | | | | | |

NOTE TO RECRUITER: TERMINATE IF RESPOND “NO CAR SEAT OR SEAT BELT” OR “DON’T KNOW” FOR ALL CHILDREN.

12. 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

13. 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

14. 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.

15. 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 in Los Angeles or Chicago. 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.

END OF SCREENER GUIDE