

Recruitment Screener for Focus Groups

**OMB Control No: 2127-0682: Focus Groups for Assessments of Messaging Concepts
Supporting a National No-Texting-While-Driving Campaign**

PHONE SCREENING INTERVIEW GUIDE

NOTE TO RECRUITER: Ask to speak to anyone 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., 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
- () Auto insurance
- () Commercial driving (**NOTE TO RECRUITER: If necessary to clarify, “commercial driving” means driving as a primary part of one’s occupation or job**)

3. (**NOTE TO RECRUITER: If possible, judge respondent’s gender per name and/or voice; if this can be done, no need to ask. However, if not certain, ask...**)

Are you male or female?

- () Male (**QUOTA: 4 per group**)
- () Female (**QUOTA: 8 per group**)

4. What is your age?

- () 18-34
- () An age other than 18-34 (**TERMINATE**)

5. 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 6 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.

6. 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**)

7. The next question is about driving and mobile phone use. Even though many states now have laws to discourage texting while driving, there are still many situations when drivers send text or email messages. Which of these statements best matches your own experience? (**NOTE TO RECRUITER: Read statements. OK to repeat if requested. If appropriate, also OK to alleviate concern of judgments being made; and/or to remind respondent of confidentiality**)

- There has been at least one time in the past 30 days that you sent and/or read a text message while you were driving
- There has been at least one time in the past 30 days that you sent and/or read an email message while you were driving
- You may have sent and/or read a text or email message while driving in the past 30 days, but you're not certain
- You have not sent and/or read a text or email message while driving in the past 30 days (**TERMINATE**)
- Refused/declined to answer* (**TERMINATE**)

8. Do you consider yourself to be Hispanic or Latino?

- Yes (**Quota: at least 1, but no more than 3 per group**)
- No

9. Which of the following racial categories describes you? You may select more than one. Please select all that apply. (**Read list. OK to accept multiple responses.**)

- American Indian or Alaska Native
- Asian
- Black or African American (**Quota: at least 2, but no more than 4 per group**)
- Native Hawaiian or Other Pacific Islander
- White

Based on your responses, we would like to invite you to participate in a focus group research study about advertising campaign ideas. In addition to our suggestion that you arrive fifteen minutes before the group starting time, the group discussion will be about an hour-and-fifteen-minutes in length. For your participation, you will receive \$75 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