

Focus Group Studies Under Generic Clearance - Recruitment Screener

**Recruitment Screener
Teen Focus Groups to Develop
Underage Drinking and Driving Prevention 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 [*Fieldwork Dallas OR Focus Pointe Global Philadelphia*], 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) Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. The OMB generic clearance control number for this collection is 2127-0682.

REFERRED PROSPECT INTRODUCTION: Hello, my name is _____ from [*Fieldwork Dallas OR Focus Pointe Global Philadelphia*], 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 five of his/her peers. He/she provided your child's name as peer who might like to participate. This is not an attempt to sell anything. We are interested in your child's opinions. If your child qualifies, is this something you might allow them to participate in? **[IF YES, CONTINUE; OTHERWISE TERMINATE]**

Public Burden Statement:

This collection of information is voluntary and will be used to recruit individuals to participate in this study. Public reporting burden for this survey is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that 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 currently valid OMB control number. The OMB control number for this collection is number 2127-0682.

All answers will be confidential. Could we begin now?

[GO TO Q1]

IF REFERRED PEER, SKIP TO Q3 TO VERIFY CHILD AGE.

1. Do you have any high school age children living in your home?
() Yes
() No **TERMINATE**

2. What are the age and gender of each of the high school-age children that are currently living in your home? **[RECORD AGE OF EACH CHILD IN APPROPRIATE BOX]**

	15 years or less	16 years	17 years	18 years	19 years or more
Male					
Female					
	TERMINATE	CONTINUE			TERMINATE

RESPONDENT MUST BE AGE 16-18 TO CONTINUE. AIM FOR 50/50 MIX OF GENDER ACROSS GROUPS

3. What is your [16, 17, or 18] year-old child's grade level?
() Sophomore Year (10th grade)
() Junior Year (11th grade)
() Senior Year (12th grade)
() None of above **TERMINATE**
4. Are you the parent or guardian of the XX year old male/female that lives in your household?
() Yes **CONTINUE**
() No

IF NO, ASK TO SPEAK TO PARENT/GUARDIAN. IF NOT AVAILABLE, SCHEDULE CALL BACK OR THANK AND TERMINATE.

5. Now I am going to read a list of brief statements and I'd like you to tell me how well each statement describes your XX year old son/daughter. After I read each one, would you please tell me whether or not it describes you completely, somewhat, or not at all? **[RECORD RESPONSE WITH "X" IN APPROPRIATE BOX]**

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	Describes completely	Describes somewhat	Describes not at all
My child enjoys meeting and talking to new people			
My child is open about expressing his/her opinions in a group setting.			
My child generally likes to spend his/her free time alone.			

TERMINATE IF RESPONDENT SELECTS ANY SHADED BOXES.

6. Which of the following ranges includes your annual household income? (READ)

- () Under \$20,000 **TERMINATE**
- () \$20,000 - \$29,999
- () \$30,000 - 49,999
- () \$50,000 – 79,999
- () \$80,000 - 99,999
- () \$100,000 and over
- () unsure/prefer not to answer

AIM TO RECRUIT A MIX ACROSS GROUPS

7. Which of the following best describes your child’s race or ethnic origin?

- () African American or Black
- () Hispanic or Latino/a
- () White
- () Native Hawaiian or Other Pacific Islander
- () American Indian or Alaskan Native
- () Asian
- () Other
- () Prefer not to state **[DO NOT READ]**

AIM FOR A MIX WITH SOME NON-CAUCASIANS ACROSS ALL RESPONDENTS. ENSURE AT LEAST 1-2 HISPANIC PARTICIPANTS PER MARKET

8. 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 () Market research, advertising, marketing, or public relations firm or department within a company **TERMINATE**

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B () A media company such as radio, newspaper, television, etc
TERMINATE

C () A company that sells, manufactures, or distributes any alcoholic beverages,
excluding grocery and convenience stores
TERMINATE

D () Law enforcement

TERMINATE

E () Banking or Financial Services

CONTINUE

F () An energy, oil or fuel provider

CONTINUE

TERMINATE IF YES TO A-D. CONTINUE IF ANSWER E-F.

PARENT INTRO TO INVITE FOR INITIAL RESPONDENT:

We are planning to hold a discussion with high school students to discuss decisions they make and hear their opinions.

PARENT INTRO TO INVITE FOR PEER REFERRAL

As mentioned, we are planning to hold a discussion with _____ and some of his/her other high school peers. We want to discuss decisions they make and hear their opinions.

TOPIC DISCLOSURE – ALL PARENTS OF UNDERAGE PARTICIPANTS

This research project is being conducted by the National Highway Traffic Safety Administration (NHTSA). They are trying to understand teens' opinions about public service advertising concepts that are designed to discourage underage drinking and driving. The research will not attempt to impact your child's decisions or opinions; rather the agency wants to hear feedback from teens that will help them to refine the messaging. We will not be telling this to any of the teens participating in the research prior to the discussion because we do not want to influence their opinions. However, the organization felt it was important that parents know the topic ahead of time. The discussion would last 90 minutes and participants will be asked to arrive 15 minutes prior to the discussion. It would take place on (DATE/TIME) and your child would be paid \$75 for their time.

Now, I'd like to ask your [16-18] year-old son/daughter a few questions and see if he/she is interested in participating. Would that be okay? Remember, we'd rather not have your child know the nature or purpose of the discussion until they find out during the discussion.

Could I speak with him/her? **[IF PARENT WANTS TO LISTEN, INDICATE THAT WE'D RATHER THEY NOT SO THAT CHILD WILL FEEL COMFORTABLE BEING COMPLETELY HONEST. IF PARENT INSISTS, PLEASE MAKE NOTE OF THAT ON THE SCREENER AND REQUEST THAT CHILD BE ALLOWED TO ANSWER ON HIS/HER OWN.]**

TO ALL 16-18 TEENS:

Hi my name is _____. I was just speaking with your [mom/dad] about market research discussions that we're putting together with teens your age about lifestyle influences and decisions. If you might be interested in participating in this kind of discussion, I'd like to ask you a few quick questions about yourself. Can I ask you a few questions? **[UNLESS PARENT HAS OPTED TO LISTEN:]** Please be assured that we will not be sharing your answers to these questions with your parents and everything you say is confidential.

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

- () Yes **CONTINUE TO Q10**
() No **SKIP TO Q11**

10. 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**

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

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

MUST HAVE A VALID DRIVER'S LICENSE TO CONTINUE

12. Do you currently own or have access to a vehicle that you are allowed to drive?

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

13. Which of the following statements describes your driving habits in a typical week? (READ)

- A () I drive mostly on weekdays, like when I commute to/from school or a job. **CONTINUE**
B () I spend the most time behind the wheel on weekends (Friday- Sunday). **CONTINUE**
C () I drive most days in a typical week, whether for school, work or leisure. **CONTINUE**
D () I drive very little. **TERMINATE**
E () None of these statements describe my driving behavior. **TERMINATE**

MUST ANSWER A-C TO CONTINUE; TERMINATE IF ANSWER D-E. TRY TO RECRUIT MOSTLY B-C.

14. Where you live, do you have easy access to public transport such as buses or a subway system?

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- () Yes **CONTINUE TO Q 15**
 () No **SKIP TO Q16**

[ASK IF YES IN Q14]

15. How often do you take public transport?

- () Daily **TERMINATE**
 () On the weekends **TERMINATE**
 () During the week but not on the weekends
 () Occasionally
 () Hardly ever

16. How much TV or video content do you watch on a typical day? This can be on any platform – television, laptop/desktop, tablet, smartphone.

- () Under 1 hour **TERMINATE**
 () 1 hour or more **CONTINUE**

17. Which of the following social activities, if any, have you engaged in over the past month? (READ)

- () Dining out with friends
 () Attending concerts or theater productions
 () Attending house parties
 () Hanging out with groups of friends in my home or theirs
 () Going bowling

MUST ANSWER YES TO AT LEAST 2 OF THE ABOVE LIST TO CONTINUE

18. Now I am going to read a list of brief statements and I'd like you to tell me how much you agree or disagree with each statement. Please use a 1-7 scale where 1 means you 'disagree completely' and 7 means you 'agree completely.' Choose any number between 1 and 7 for each statement I read. Please remember as you answer these questions, that your answers are confidential and will not be shared beyond this survey. We'd like you to be as honest as possible. (READ FIRST QUESTION). How much do you agree or disagree with that statement on that scale from 1 to 7. Again, 1 is disagree completely and 7 is agree completely.

[RECORD RESPONSE WITH "X" IN APPROPRIATE BOX & CONTINUE UNTIL ALL STATEMENTS ARE RATED]

	1	2	3	4	5	6	7
a. Some of my friends have experimented with beer/wine/liquor							
b. Several of my peers smoke cigarettes when we're in social situations							
c. No one should drink alcohol until they are of legal							

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- () One day a month CONTINUE
- () 3 to 11 days in the past year CONTINUE
- () 1 or 2 days in the past year CONTINUE

ALLOW 1-2 RESPONDENTS PER GROUP THAT DRINK 2 TO 3 DAYS A MONTH

22. I am going to read a few statements. After I read each one, would you please tell me whether or not it describes you completely, somewhat, or not at all?
[RECORD RESPONSE WITH “X” IN APPROPRIATE BOX]

	Describes completely	Describes somewhat	Describes not at all
I am open about expressing my opinion, even when it is different than my friends			
I usually spend all of my free time by myself			

TERMINATE IF RESPONDENT SELECTS ANY SHADED BOXES

THE NEXT QUESTION IS AN ARTICULATION QUESTION. WHAT THE RESPONDENT SAYS IS NOT IMPORTANT; RATHER, JUDGE HIS ABILITY AND WILLINGNESS TO COMMENT WITH A SPECIFIC POINT-OF-VIEW.

23. I'd like to finish by asking you a question that is a complete departure from the type of questions I've been asking you to this point. There are no right or wrong answers 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 did you pick this person? 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 16 -18 years old and in your school year. In addition to you and your friend, there will be four other people your age who will take part in the discussion. If you agree to participate, we would like to call and invite one of your friends to attend as well. We

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would ask for you to give us the name and contact details of two friends in case the first friend cannot attend. The discussion would be held on MM/DD/YY at XX:XX, and the session will last approximately 90 minutes. You should arrive 15 minutes early. You and your friend will each receive \$75 cash incentive for your participation. Your participation is strictly voluntary. I will also talk to your mom/dad about the date/time, but would you be interested in joining us?

- () Yes **CONTINUE & ASK TO SPEAK WITH PARENT/
GUARDIAN; SKIP TO PARENT INVITATION**
() 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. _____ (referrer) and 4 other participants close to your age are also invited to participate. The session will last approximately 90 minutes, and you should arrive 15 minutes early. You will receive \$75 cash incentive for your participation. Your participation is strictly voluntary. I will talk to your mom/dad about the date/time, but would you be interested in joining us?

- () Yes **CONTINUE & ASK TO SPEAK WITH PARENT/
GUARDIAN; SKIP TO PARENT INVITATION**
() No **TERMINATE & TRY ANOTHER PEER IDENTIFIED BY
ORIGINAL RESPONDENT**

NOTE TO INTERVIEWER: Do not schedule anyone who is reluctant about the time or hesitant about participating in a discussion.

PARENT INVITATION FOR RESPONDENTS

Your child has indicated that HE/SHE is interested in participating in our discussion. The discussion would take place on MM/DD/YY at XX:XX and will last approximately 90 minutes. To show our appreciation, we would offer your child \$75 to participate. This would be paid after participating in the discussion. Would you allow your child to participate?

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

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.

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FINAL INSTRUCTION: Thank you very much for allowing your child to participate. Please ask [him/her] to arrive to the facility 15 minutes early. If you should need to cancel for any reason, please contact X at XXX-XXX-XXXX.

END OF SCREENER GUIDE