

Recruitment Screener for Focus Groups

**OMB Control No: 2127-0682: Focus Groups for Assessment of
Creative Concepts Supporting a Spanish-language National Awareness Campaign to
Reduce Drug-Impaired Driving**

NOTE TO RECRUITER: Ask to speak to any male 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 drivers' opinions about advertising ideas. I would like to ask you a few questions to determine if you are eligible for the study which will be in the form of a focus group. **(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 six 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 Hispanic or Latino?

() Yes

() No **(TERMINATE)**

2. What is your country of origin (what country were you born in)?

[NOTE: Recruit a representative mix of the Hispanic national population (for example, for a group of 12 participants: 6-7 Mexican, 1 Puerto Rican, 1 Cuban, 2 Central American (at least one Salvadorean) and 1-2 South American)]

3. What language do you speak most often at home? (DO NOT READ OPTIONS)
 - Spanish
 - English (**TERMINATE**)

4. When you watch television, which channel do you watch to get news and information?
 - Spanish channels
 - Both Spanish and English channels (**TERMINATE**)
 - English channels (**TERMINATE**)

5. Are you a licensed driver?
 - Yes
 - No (**TERMINATE**)

6. Do you drive a personal vehicle 10 miles or more per week, on average?
 - Yes
 - No (**TERMINATE**)

7. Do you, or does anyone living in your household, 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
 - Manufacturing, distribution or sales of pharmaceutical medications

8. In which of these age groups is your age? (**NOTE TO RECRUITER: Read list as appropriate**)
 - 18 to 34 (**NOTE TO RECRUITER: Recruit TWO full groups of this age**)
 - "Neither," other or refused (**TERMINATE**)

(NOTE: At this stage, disclose the following information, then ask question 9)

Again, I remind you that all your answers are confidential. Likewise, the focus group discussion and people's participation will also be confidential. For these focus groups, the research sponsor wants to hear the opinions and comments from people who have smoked or consumed marijuana recreationally at least once within the past three months. This

research is not for law enforcement efforts, nor will law enforcement be involved in the research. Rather, the research is solely to gather opinions. So let me ask...

9. Have you smoked or consumed marijuana recreationally at least once within the past three months, or do you know anyone who has?
- Yes
 - No (**TERMINATE**)
 - Refused or not sure (**TERMINATE**)

(NOTE TO RECRUITER: question 10 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 and ideally with more than just a few words.)

10. 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**)

Based on your responses, we would like to invite you to participate in a focus group research study about advertising ideas. The group discussion will be about an hour-and-a-half in length, and that time includes your early arrival time approximately fifteen minutes before the group discussion begins. 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)