

**Recruitment Screeners for Focus Groups: 2 Versions  
For Separate Gender/Age Groups**

**OMB Control No: 2127-0682: Focus Groups for Assessment of  
Creative Concepts Supporting an Awareness Campaign to  
Reduce Rx & Over-the-Counter Drug-Impaired Driving**

**Recruitment Screener for Focus Groups Consisting of Women Ages 25-54**

**NOTES TO RECRUITER:**

- *Ask to speak to any female in the household between the ages of 25 and 54.*
- *Appropriate intro. OK to inform her that this is to identify participants for a focus group to view and discuss advertising ideas.*

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 five 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 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

**(NOTE TO RECRUITER: question 3 is an articulation question. What the respondent says is not important; rather, judge her ability and willingness to comment with a specific point-of-view and ideally with more than just a few words.)**

3. In your opinion, are TV commercials that cause you to feel good or laugh more appealing than serious ones? And what are your reasons for thinking that?

- Articulate
- Not articulate (**TERMINATE**)

**(NOTE TO RECRUITER: At this stage, disclose the following information, then ask question 4)**

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 taken any of several types of medications at least once within the past three months. I’m not going to ask if you’ve taken any specific medication. Instead, I’m going to read a brief list, then ask if you’ve taken one or more of those on the list with simply a “yes” or “no” answer after I’ve read the full list. You will not be asked to specify which ones in particular. So...

4. Please let me know – yes or no after I’ve finished reading the list – if you have taken any one or more of these medications at least once within the past three months. (**NOTE TO RECRUITER: Read list, then ask question**):

- Certain allergy medications that are reported to cause drowsiness such as Benadryl or Dimetapp
- Muscle relaxant medications
- Antidepressant medications
- Anxiety medications
- Opioid pain medications

Out of those, is there any one or more you've taken within the past three months?  
**(NOTE TO RECRUITER: OK to read list again if needed)**

- Yes
- No (**TERMINATE**)
- Refused or not sure (**TERMINATE**)

5. Which one or more of these best describes your race? (**Read list. OK to accept multiple responses.**)

- American Indian or Alaska Native (**TERMINATE**)
- Asian (**TERMINATE**)
- Black or African American (**TERMINATE**)
- Native Hawaiian or Other Pacific Islander (**TERMINATE**)
- White

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)*

## Recruitment Screener for Focus Groups Consisting of Men Ages 25-35

### NOTES TO RECRUITER:

- **Ask to speak to any male in the household between the ages of 25 and 35.**
- **Appropriate intro. OK to inform him that this is to identify participants for a focus group to view and discuss advertising ideas.**

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 five 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 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

**(NOTE TO RECRUITER: question 3 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 and ideally with more than just a few words.)**

3. In your opinion, are TV commercials that cause you to feel good or laugh more appealing than serious ones? And what are your reasons for thinking that?
- ( ) Articulate
  - ( ) Not articulate (**TERMINATE**)

**(NOTE TO RECRUITER: At this stage, disclose the following information, then ask question 4)**

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 taken any of several types of medications at least once within the past three months. I'm not going to ask if you've taken any specific medication. Instead, I'm going to read a brief list, then ask if you've taken one or more of those on the list with simply a "yes" or "no" answer after I've read the full list. You will not be asked to specify which ones in particular. So...

4. Please let me know – yes or no after I've finished reading the list – if you have taken any one or more of these medications at least once within the past three months. (**NOTE TO RECRUITER: Read list, then ask question**):
- Certain allergy medications that are reported to cause drowsiness such as Benadryl or Dimetapp
  - Muscle relaxant medications
  - Antidepressant medications
  - Anxiety medications
  - Opioid pain medications

Out of those, is there any one or more you've taken within the past three months?  
**(NOTE TO RECRUITER: OK to read list again if needed)**

- ( ) Yes
- ( ) No (**TERMINATE**)
- ( ) Refused or not sure (**TERMINATE**)

5. Which one or more of these best describes your race? (**Read list. OK to accept multiple responses.**)

- ( ) American Indian or Alaska Native (**TERMINATE**)
- ( ) Asian (**TERMINATE**)
- ( ) Black or African American (**TERMINATE**)
- ( ) Native Hawaiian or Other Pacific Islander (**TERMINATE**)
- ( ) White

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)*