

Recruitment Screener for Focus Groups

**OMB Control No: 2127-0682: Focus Groups for Assessment of
Creative 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 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 Hispanic or Latino?

() Yes

() No (***TERMINATE***)

2. What is your country of origin?

[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 Salvadoran) 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, 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
 - Part-time or full-time ride sharing such as Uber or Lyft
 - Commercial or professional driving (**NOTE TO RECRUITER: If necessary to clarify, “commercial driving” means driving as a primary part of one’s occupation or job**)
7. (**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: 6 per group**)
 - Female (**QUOTA: 6 per group**)
8. What is your age?
- 18-34
 - An age other than 18-34 (**TERMINATE**)

9. 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.

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**)

11. The next question is about driving and texting. Even though the majority of states now have laws to discourage texting while driving, there are still many situations when drivers practice this illegal and dangerous behavior.

...To the best of your memory, have there been at least two times during the past week while driving that you sent and/or read a text message?

(NOTE TO RECRUITER: OK to repeat question if requested. If appropriate, also OK to alleviate concern of judgments being made; and/or to remind respondent of confidentiality)

- Yes
- No (**TERMINATE**)

- Refused/declined to answer (**TERMINATE**)

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