

Recruitment Screener for Focus Groups

OMB Control No: 2127-0682: Focus Groups for Development of a National Public Service Awareness Campaign to Reduce Alcohol-Impaired Driving

RECRUITMENT CRITERIA

All groups

- Men only, age 21-34
- Mix of race/ethnicities, life stage, marital status, children
- Must hold a driver's license and drive regularly
- Must drink alcohol
- Screen out highly likely to avoid 'buzzed' driving
- Articulate and engaged

Budget conscious: (skewing older, age 28-34)

- Suburban/rural skew
- HHI: \$20k-75k (mix within range)
- Screened for attitudes: budget-conscious

Risk & reward seekers: (skewing younger, age 21-29)

- Suburban skew
- HH Income: \$50k+ (mix at this level)
- Screened for attitudes: social/friends influence, risk-takers

Hello, this is _____, from (*Insert name of market research firm*), calling on behalf of the U.S. Department of Transportation. We are conducting a study of Americans' opinions about driving attitudes and behaviors. 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 ten 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 your answers will be confidential. Could we begin now?

1. **(NOTE TO RECRUITER: Based on person’s name and voice, determine and record gender. If uncertain, ask.):**

Are you...
 Female **(Terminate)**
 Male

2. What is your age?
 Record exact age_____

(Respondent must be age 21-34 to continue. Thank and terminate any respondent under age 21 or over age 34. See table below for appropriate group.)

	Budget-conscious group	Risk and reward group
Age 21-27		X
Age 28-29	X	X
Age 30-34	X	

3. Have you ever participated in any type of market research study such as a focus group, panel discussion or individual interview conducted by a market research company?

Yes **(Ask Q.3a.)**
 No **(Continue to Q.4)**

- 3a. How long ago was that? _____ **(Terminate if less than 3 months ago; otherwise continue to Q.3b.)**

- 3b. What was the topic of that discussion or interview? _____ **(Terminate if topic was related to alcohol, pharmaceuticals or other drugs or if related to driving/transportation)**

4. 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
 News media, including newspaper, television, radio or publishing
 Law enforcement
 Legal

- Local, state or federal government
- Manufacturing, distribution or sales of alcohol

5. Are you of Hispanic or Latino descent?

- Yes
- No

(Recruit a mix of race/ethnicity reflective of market)

6. Which one or more of these best describes your race? ***(NOTE TO RECRUITER: Read list. Okay to accept multiple responses.)***

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

(Recruit a mix of race/ethnicity reflective of market)

7. Which of the following best describes the area where you live?

- Urban
- Suburban
- Small city or town
- Rural

(Aim to recruit primarily suburban for Risk & Reward” group; aim to recruit a mix of suburban/small city or town/rural for “Budget-conscious” group; okay to incorporate urban as needed.)

8. Which of the following best describes your household income?

- Will not share ***(Terminate)***
- Under \$20,000 ***(Terminate)***
- More than \$20,000 but less than \$35,000
- More than \$35,000 but less than \$50,000
- More than \$50,000 but less than \$75,000
- More than \$75,000 but less than \$99,000
- More than \$100,000 but less than \$125,000
- More than \$125,000

(Aim to recruit mix of \$20,000-\$75,000 for “Budget-conscious” group & mix of \$50,000 or higher for “Risk & Reward” group; may need to skew higher reflective of market median HHI)

9. Are you a licensed driver?

- Yes
- No (**Terminate**)

10. How often do you drive to places in a personal vehicle (car, truck, motorcycle etc.)? (**Read list.**)

- Daily
- At least 3-5 times per week
- About 1-2 times per week
- Fewer than once per week (**Terminate**)

11. Which of the following statements describes places or occasions you would drive to in a typical week? (**Read list.**)

- to commute to/from work or school.
- to social gatherings with friends or family (**All must select this option; otherwise terminate**)

- to run errands
- to drive my kids to school, extracurricular activities, or playdates
- to sporting events, concerts, theater, shows, etc.

12. Which of the following best describes your employment status? (**Allow for multiple selection if student selected**)

- Employed full-time (working 35 hours a week or more at one or multiple jobs)
- Employed part-time (working fewer than 35 hours a week)
- Student
- Unemployed, temporarily (**Continue only if student also selected**)
- Unemployed, not looking for work (**Continue only if student also selected**)
- Stay-at-home parent (**Continue only if student also selected**)

(Ask Q13 if employed full or part-time in Q12, otherwise skip to Q14)

13. What is your occupation? (**Do not read list.**)

<input type="checkbox"/> Professional (such as a doctor, lawyer, accountant, consultant)
<input type="checkbox"/> Executive/Manager
<input type="checkbox"/> Technical (such as a computer programmer, medical technician)
<input type="checkbox"/> Sales/Advertising/Marketing
<input type="checkbox"/> Manufacturing
<input type="checkbox"/> Administrative
<input type="checkbox"/> Craftsman or trade, such as a plumber or electrician
<input type="checkbox"/> Laborer

Other, specify

Prefer not to answer

Record for background only.

(Ask Q14 if student in Q12, otherwise skip to Q15)

14. What is your current student status?

Enrolled in associate degree program

Enrolled in undergraduate program

Enrolled in graduate-level program

Enrolled in PhD program

Recruit maximum of one Associate /Undergraduate student per group.

(NOTE: At this stage, disclose the following information, then ask Q15)

Again, I remind you that all your answers are confidential. Likewise, the focus group discussion and people's participation will also be confidential. 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...

15. Which of the following best describes your drinking habits when it comes to alcoholic beverages? **(Read list)**

I never drink **(Terminate)**

I drink less than once per month **(Terminate)**

I drink 1-2 times per month

I drink more than 2 times per month

16. In the past three weeks, which of the following activities have you participated in where you had an alcoholic beverage? **(Read list)**

Dining out with friends or a significant other

Attending concerts or theater productions

Attending house parties

Gathering at a friend's place

Going out for drinks after work

Going to bars, sports bars or taverns

Going to beer or wine tasting events

Going to nightclubs or lounges

Going bowling

Attending professional sporting events

Going to casinos, or other gaming establishments

None of these activities **(Terminate)**

Must select at least one option to qualify. Otherwise terminate.

17. When you're out at the types of occasions mentioned in the last question, how many drinks do you typically have? Think of the most typical scenario for you. **(Do not read list)**

- I may have one drink or less **(Terminate)**
- 1 to 2 drinks each time
- 3 or more drinks each time

18. Have you ever driven somewhere while buzzed from drinking alcohol? Note, by "buzzed" we mean that you felt the effects of alcohol but were not "drunk."

- Yes
- No

19. At a typical occasion at which you are consuming alcohol, how likely is it that you will drive yourself home?

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely **(Terminate)**
- Not applicable - wouldn't drink if planning to drive **(Terminate)**

20. Have you ever been arrested for drinking and driving?

- Yes, one time
- Yes, multiple times **(Terminate)**
- No
- Prefer not to answer

21. For each statement, please indicate how much you agree or disagree. Do you:

- Disagree strongly
- Disagree somewhat
- Agree somewhat
- Agree strongly

	Disagree completely	Disagree somewhat	Agree somewhat	Agree completely
I maintain a responsible budget for me (and my family, if relevant)			MUST SELECT FOR BUDGET-CONSCIOUS GROUP	
I try not to spend money on things I don't need			MUST SELECT FOR BUDGET-CONSCIOUS GROUP	

Taking risks can be exciting			MUST SELECT FOR RISK & REWARD GROUP
Socializing/doing things with friends is a top priority			MUST SELECT FOR RISK & REWARD GROUP

22. What is your marital status? (*Do not read list*)

- Married
- Living together, not married
- Single, never married
- Divorced/separated/widowed
- Other _____ (**Record**)

Recruit a mix of married/living together and single

23. Do you have any children?

- Yes
- No

Recruit a mix of those with and without children

(NOTE TO RECRUITER: Question 24 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.)

24. 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 two hours in length. We also request that you arrive approximately fifteen minutes before the group discussion begins. For your participation, you will receive \$75 cash. As many as five 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)