

**FOCUS GROUPS FOR ASSESSMENT OF CREATIVE CONCEPTS SUPPORTING A
NATIONAL COMMUNICATIONS CAMPAIGN TO AVOID DRIVING AFTER DRINKING**

FOCUS GROUP RECRUITING SCREENER – GENERAL MARKET GROUPS
DRAFT – January 7, 2020

Focus Group Times: 6 p.m. and 8 p.m. local time

Recruit Criteria – Recruit 12 for nine per group

- Male
- 21-34 years old
- Doesn't work in a sensitive industry
- Hasn't participated in a focus group in last six months
- Has driver's license
- Drives at least 10 miles per week
- Drinks alcoholic beverages (occasionally or regularly)
- Ethnicity – target for African Americans and Hispanics
- Employment – recruit a good mix
- Marital status – recruit a good mix
- Education – recruit a good mix
- Income – recruit a good mix
- Articulation – Good

INTRODUCTION

Hello, may I please speak with _____? This is _____ from a national opinion research company.

If on the phone, continue.

If not on the phone/voicemail/no answer, arrange for callback.

If someone other than participant is on the phone, continue with screen.

Good morning/afternoon/evening. I am calling to see if you would be interested participating in a research discussion about safe driving. I have just a few questions to ask you to be sure that we have a good balance of qualified participants. All answers to these questions will be confidential.

[INCLUDE ON ITS OWN SEPARATE SCREEN AFTER THE INTRODUCTION SCREEN] 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 3.5 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.

S1. With which gender do you most closely identify?

1. Male
2. Female

THANK & TERMINATE

S2. What is your age? _____

[RECRUIT A MIX OF AGES 21-34]

1. <21
2. 21-24
3. 25-29
4. 30-34
5. 35-54
6. 55+

THANK & TERMINATE

THANK & TERMINATE

THANK & TERMINATE

S3. Do you or does any member of your household currently work for/in...?

[THANK & TERMINATE 1-9]

1. Marketing, advertising, public relations or marketing research firm or division of a company
2. Graphic design
3. News media or journalism organization, including newspaper, television, radio or publishing
4. Law enforcement
5. Legal industry
6. Auto insurance
7. Local, state or federal government
8. 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**)
9. Alcohol industry – including brewery, winery and distillery employees; wholesale distributors; and specialty retailers (liquor stores)
10. None of the above

S4. Have you participated in a focus group in the past six months?

1. Yes
2. No
3. Don't Know/refused

THANK & TERMINATE

THANK & TERMINATE

S5. Do you currently have a valid driver's license?

1. Yes
2. No

THANK & TERMINATE

S6. Which of the following best describes the area of your current primary residence?

1. An urban or city area
2. A suburban area next to a city
3. A small town/rural area
4. Don't know/not sure
5. Refused/declined to answer

S7. How many miles do you personally drive, on average, during a week?

1. Less than 10 miles **THANK & TERMINATE**
2. 10 miles to 25 miles
3. 26 miles to 50 miles
4. More than 50 miles

S8. How often do you consume alcoholic beverages?

1. Never **THANK & TERMINATE**
2. Rarely **THANK & TERMINATE**
3. Occasionally
4. Regularly

S9. What is the last grade of formal education you completed?

[RECRUIT A MIX]

1. Less than high school
2. High school graduate
3. Vocational/technical
4. Some college
5. College graduate
6. Post-graduate
7. **[DO NOT READ]** Declined to answer

S10. Are you of Hispanic or Latino origin?

1. Yes [BEST EFFORT TO TARGET 2 per group]

2. No

S11. What is your race? Select all that apply.

[RECRUIT A MIX]

1. White
2. Black or African American [BEST EFFORT TO TARGET 2 per group]
3. Asian
4. Native Hawaiian or Other Pacific Islander
5. American Indian or Alaska Native

S12. Which of the following best describes your employment status?

[RECRUIT A MIX]

1. Employed full-time
2. Employed part-time
3. Retired
4. Unemployed
5. Student
6. Homemaker
7. Other: _____ [IF MILITARY RECODE TO 1 'Employed full-time']

S13. What was the total combined annual income before taxes, of all the members of your household including yourself in 2019?

[RECRUIT A MIX]

1. Less than \$25,000
2. \$25,000-\$49,999
3. \$50,000-\$74,999
4. \$75,000-\$99,999
5. \$100,000-\$149,999
6. \$150,000 or more
7. **[DO NOT READ]** Declined to answer

S14. Which of the following best describes your current marital status?

[RECRUIT A MIX]

1. Single, never married
2. Married/Living with partner/Civil union
3. Divorced/Separated/Widowed
4. **[DO NOT READ]** Declined to answer

S15. Now I'd like you to use your imagination a bit. If you could plan your perfect trip to any location in America where would you go and who would you take with you? Why? What would you do while you're there?
[RECORD RESPONSE IN RECRUIT GRID]

[THANK & TERMINATE IF PARTICIPANT IS UNABLE TO FORMULATE A THOUGHTFUL AND COHERENT RESPONSE]

INVITATION

Thank you for answering my questions. We are inviting a select number of residents from your area to participate in a discussion session regarding safe driving. The session will last approximately 75 minutes

All your responses will be kept strictly confidential and we think you'll find the session interesting and engaging. In appreciation for your feedback, we are offering \$75 for your participation.

Would you be available to join us for this session?

- | | | |
|----|-----|------------------------------|
| 1. | YES | GIVE LOCATION DETAILS |
| 2. | NO | TERMINATE |

Just so I can confirm what we just talked about, what is your name and email address?

NAME: _____

EMAIL ADDRESS: **[CONFIRM FROM ABOVE]**

[THANK, TELL THEM THEY WILL RECEIVE A "REMINDER" CALL AND A VERIFICATION EMAIL AS THE DATE GETS NEARER AND POLITELY END THE CALL.]