

**Recruitment Screener for Focus Groups**

**Focus Groups for Assessment of Creative Concepts Supporting a National  
Communications Campaign to Avoid Driving After Driving**

**Focus Group Times: 6pm and 8pm local time**

**Recruit Criteria – Recruit 12 for 9 per group**

- Male
- 21-34 years-old
- Hispanic (Foreign-born); recent immigrants (living in the US 10 years or less); speaks and consumes news & media in Spanish only
- Doesn't work in a sensitive industry
- Hasn't participated in a focus group in last 6 months
- Has driver's license
- Drives at least 10 miles per week
- Drinks alcoholic beverages Occasionally or Regularly
- Marital status – recruit a good mix
- Articulation – Good

## PHONE SCREENING INTERVIEW GUIDE

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**NOTE TO RECRUITER: Ask to speak to anyone in the household between the ages of 21 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. **(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

( ) Female **(TERMINATE)**

3. What is your age?

( ) <21 **(TERMINATE)**

( ) 21-24

( ) 25-29

- 30-34
- 35+ (**TERMINATE**)

4. What is your country of birth?  
[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)]
5. How long (how many years) have you lived in the US?  
 Less than 5 years  
 Between 5 and 10 years  
 More than 10 years (**TERMINATE**)
6. What language do you speak most often at home? (DO NOT READ OPTIONS)  
 Spanish  
 English (**TERMINATE**)
7. 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**)
8. 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  
 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. Are you a licensed driver?  
 Yes  
 No (**TERMINATE**)
10. During a typical week, do you drive at least 10 miles on average?

- Yes
- No (**TERMINATE**)

11. How often do you consume alcoholic beverages?

- Never (**TERMINATE**)
- Rarely (**TERMINATE**)
- Occasionally
- Regularly

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

- Yes (**TERMINATE**)
- No
- Don't Know/Refused (**TERMINATE**)

13. Which of the following best describes your current marital status? (**RECRUIT A MIX**)

- Single, never married
- Married/Living with partner/Civil union
- Divorced/Separated/Widowed
- Decline to answer

**NOTE TO RECRUITER: question 14 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.**

14. 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 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)*

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**END OF SCREENER GUIDE**