

**Recruitment Screener
Focus Groups to Develop New Texting and Driving Prevention
Public Service Advertising Campaign**

**Generic Clearance OMB Control No: 2105-0573: Focus Groups for Traffic and
Motor Vehicle Safety Programs and Activities**

PHONE SCREENING INTERVIEW GUIDE

NOTE TO RECRUITER: If a child answers the phone say, “May I speak with a parent or adult who lives in the household?”

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 Americans’ opinions about motor vehicle safety. I would like to ask you a few questions to determine if you are eligible for the study. **(INTERVIEWER NOTE: If necessary, read:)** Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. The OMB generic clearance control number for this collection is 2105-0573.

Public Burden Statement:

This collection of information is voluntary and will be used to recruit individuals to participate in this study. Public reporting burden for this survey is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that 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 currently valid OMB control number. The OMB control number for this collection is number 2105-0573.

REFERRED PROSPECT INTRODUCTION: Hello, my name is _____ from _____, a market research firm. I’m calling today because _____ has agreed to participate in a market research interview. The discussion would take place with _____ and up to seven other individuals. I would like to ask you a few questions to determine if you are eligible for the study. If you qualify, is this something you might want to participate in? **[IF YES, CONTINUE; OTHERWISE TERMINATE]** **(INTERVIEWER NOTE: If necessary, read:)** Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. The OMB generic clearance control number for this collection is 2105-0573.

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All of your answers will be confidential. Could we begin now?

1. *NOTE TO RECRUITER: RECORD SEX. (RECRUIT MIX)*
 - Female
 - Male

2. Do you, or does anyone in your immediate family, work in any of the following industries or professions? *NOTE TO RECRUITER: IF YES TO ANY ANSWER, TERMINATE*
 - Marketing or marketing research (TERMINATE)
 - Advertising or public relations (TERMINATE)
 - News media, including newspaper, television, radio or publishing (TERMINATE)
 - Any company that manufactures, distributes, or sells automobiles or automobile parts (TERMINATE)
 - A telecommunications company (TERMINATE)
 - Law enforcement (TERMINATE)
 - Transportation, state or local government (TERMINATE)

3. In the past 6 months, have you participated in a group discussion or interview regarding a product or service?
 - Yes (TERMINATE)
 - No (CONTINUE)

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4. Which of the following groups does your age fall into? (*READ LIST*)
- Under 18 (TERMINATE)
 - 18 – 24 (CONTINUE)
 - 25 – 34 (CONTINUE)
 - 35 – 44 (TERMINATE)
 - 45 – 54 (TERMINATE)
 - 55 – 64 (TERMINATE)
 - 65+ (TERMINATE)
 - Refused (TERMINATE)

MUST BE BETWEEN AGES 18-34 TO CONTINUE. OTHERWISE TERMINATE.

NOTE TO RECRUITER: PER MARKET, RECRUIT 1 FOCUS GROUP WITH 18-24 YEAR OLDS AND 1 FOCUS GROUP WITH 25-34 YEAR OLDS

5. Are you Hispanic or Latino?
- No
 - Yes, Mexican, Mexican-American, Chicano
 - Yes, Puerto Rican
 - Yes, Cuban
 - Yes, other Hispanic/Latino
6. Which of the following best describes your race? You can select more than one.
- (ACCEPT MULTIPLE RESPONSES)**
- American Indian or Alaska Native
 - Asian
 - Black or African American
 - Native Hawaiian or Other Pacific Islander
 - White

NOTE TO RECRUITER: RECRUIT FAIR REPRESENTATION OF RACE/ETHNICITY

7. What was the last grade of school that you've completed? *NOTE TO RECRUITER: READ LIST*

- Lower than Grade 8* (**TERMINATE**)
- Grades 9-11
- Completed high school
- Some college/Trade School/Associate's Degree
- Completed college
- Post Graduate
- Refused (**TERMINATE**)

PARTICIPANTS MUST HAVE COMPLETED THE 9TH GRADE TO PARTICIPATE OTHERWISE THANK AND TERMINATE; RECRUIT MIX

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

- Yes **CONTINUE**
- No **TERMINATE**
- I have a driver's permit, but not a license **TERMINATE**

ALL RESPONDENTS MUST HAVE A VALID DRIVER'S LICENSE TO CONTINUE

9. Which of the following best describes your current situation with and access to a car?

- I have access to a car and drive it at least 3 days per week **CONTINUE**
- I have access to a car, but drive fewer than 3 days per week **TERMINATE**
- I don't have access to a car on a regular basis **TERMINATE**

IN ORDER TO QUALIFY, RESPONDENTS MUST DRIVE AT LEAST 3 DAYS PER WEEK

10. I am going to read you a list of items. Please tell me which, if any, you own and use on a regular basis.

- Laptop computer
- Desktop computer
- Cell phone** **MUST SAY YES TO CONTINUE**
- Personal tablet (e.g. iPad)

ALL RESPONDENTS MUST OWN A CELL PHONE IN ORDER TO CONTINUE

11. You mentioned you have a cell phone. Is the phone a smartphone, meaning it has capability to access the internet and mobile apps? (e.g. iPhone or Android)

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- () Yes
- () No

12. Which of the following things do you do on your cell phone besides making calls?

- () Download music
- () **Send or receive text messages (i.e. SMS, iMessage) MUST SAY YES TO CONTINUE**
- () Send or receive emails
- () Browse the internet
- () Use messaging app
- () Use maps/GPS app
- () Use social media app (Twitter, FB, Instagram, etc.)

ALL RESPONDENTS MUST SEND/RECEIVE TEXT MESSAGES ON CELL PHONE

13. I am going to read you a list of actions. Please indicate how often you have done the following activities on your cell phone in the past 12 months while you are behind the wheel? Indicate if you have done this never, 1-2 times ever, a few times or many times. (Note: *While you are behind the wheel* means YOU are the operator of the vehicle.) Please remember that these answers are confidential.
[ACCEPT ONE PER ROW]

	Never	I have only done this 1-2 times ever	I have done this a few times	I have done this many times
Read or sent a text message	TERMINATE	CONTINUE	CONTINUE	CONTINUE
Read or sent an email				
Used a messaging app or social media platform (Facebook, Twitter, Instagram, Snapchat, etc.)				
Used the internet				

TERMINATE IF ANSWER 'NEVER' TO READ OR SENT A TEXT MESSAGE. PRIMARILY SKEW HEAVILY TOWARDS 'I HAVE DONE THIS A FEW TIMES/MANY TIMES.' SECONDARILY, SKEW TOWARDS OTHER CATEGORIES WHO HAVE SELECTED 'I HAVE DONE THIS 1-2 TIMES EVER/A FEW TIMES/MANY TIMES.'

**14. Please indicate which of the following statements best describes your opinion.
(READ LIST.)**

- It is not a big deal to sometimes text while driving if you can do it safely. **CONTINUE**
- It is okay to text while safely stopped at a red light, but never while driving. **CONTINUE**
- It is never okay to text when you're behind the wheel. **TERMINATE**

15. Please tell me which of the following best describes your annual household income before taxes? *NOTE TO RECRUITER: READ LIST*

- Less than \$30,000
- Between \$30,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$149,999
- More than \$150,000
- Refused

NOTE TO RECRUITER: RECRUIT A MIX OF HH INCOME LEVELS

NOTE TO RECRUITER: The next question is an articulation question. What the respondent says is not important; rather, judge his/her ability and willingness to comment with a specific point-of-view.

16. What is a movie you've seen recently that you liked? What did you like about it?

- Articulate
- Not articulate (TERMINATE)

INVITATION TO RECRUIT PEERS (FOR INITIAL RESPONDENT IN EACH FRIENDSHIP PAIR)

NOTE TO INTERVIEWER: Do not schedule anyone who is reluctant about the time, hesitant about participating in a discussion, talks too low or speaks unclearly.

Thank you for helping with this survey. We have been asked to conduct interviews with people like you to give us ideas related to safe driving. We would like to invite you to a research interview to be held on MM/DD/YY at XX:XX. We would also like to invite 1-2 of your friends who is age [INSERT SAME AGE GROUP AS RESPONDENT (18-24 or 25-34)]. The session will last approximately 75 minutes. We understand the demand on your schedule; therefore, you and each of your friends will receive \$75 cash incentive for your participation. Your participation is strictly voluntary.

May we count on you to join us?

- () Yes **CONTINUE**
() No **TERMINATE**

IF ‘Yes’:

Great. We would like you to give us the name and contact details of 1-2 friends who we would call and ask to attend. These friends should be someone that you text with on a regular basis.

RECORD FRIEND CONTACT INFORMATION:

Contact 1

Name: _____

Phone: _____

Contact 2

Name: _____

Phone: _____

REFERRED INVITATION

Thank you for helping with this survey. I would like to invite you to a research discussion to be held on MM/DD/YY at XX:XX with _____ (referrer) and up to seven other participants who are also invited to participate. The session will last approximately 75 minutes. You will receive \$75 cash incentive for your participation. Your participation is strictly voluntary. Would you be interested in joining us?

- () Yes **CONTINUE**
() No **TERMINATE & TRY ANOTHER PEER IDENTIFIED BY**

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FINAL INSTRUCTIONS FOR ALL INVITEES:

Thank you very much for agreeing to participate. We will be giving you a reminder call the day before the session. Is this the best number to reach you? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: _____

PREFERRED TIME, IF APPLICABLE: _____

If you wear glasses to read or watch TV, please bring them with you.

Make sure to arrive at least 15 minutes before your session.

If, for any reason, you are unable to attend, please call us at XXX-XXX-XXXX.
Thank you, and we look forward to seeing you soon.

END OF SCREENER GUIDE