

**Recruitment Screener for Focus Groups - General Market (English)**

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

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.)**

	Millennials	Gen Z
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Age 21-26		X
Age 27-34	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 other than "None of the above")**

( ) Marketing, advertising, public relations or marketing research firm or division of a company

( ) Graphic Designer

( ) News media or journalism organization, including newspaper, television, radio or publishing

( ) Law enforcement

( ) Legal industry

( ) 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)**

( ) Local, state or federal government

( ) Alcohol industry - including brewery, winery and distillery employees; wholesale distributors; and specialty retailers (liquor stores)

( ) None of the above

5. Are you of Hispanic or Latino descent?

( ) Yes

( ) No

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
- Other

**(Recruit a mix of race/ethnicity)**

7. Which of the following best describes the area where you live?
- Urban
  - Suburban
  - Small city
  - Rural **(Terminate)**

**(Aim to recruit a good mix of suburban/small city or town; okay to incorporate urban as needed. Latino audience to be recruited from a good mix of urban and suburban areas given their geographical locations in the U.S.)**

8. Which of the following best describes your household income?
- Will not share **(Terminate)**
  - Under \$20,000
  - 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 \$100,000
  - More than \$100,000 but less than \$125,000
  - More than \$125,000

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
- Unemployed, not looking for work
- Stay-at-home parent

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

- I never drink (**Terminate**)
- I have 1-3 drinks per week
- I have 4-6 drinks per week
- I have 7-9 drinks per week
- I have 10-12 drinks per week
- I have 13-14 drinks per week
- I drink more than 15 drinks a week (**Terminate**)

14. 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
- Stay home and drink (**Terminate**)
- None of these activities (**Terminate**)

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

15. 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 4 drinks each time
- 5 to 6 drinks each time (**Terminate**)
- 7 or more drinks (**Terminate**)

**(NOTE: At this stage, disclose the following information, then ask Q18)**

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...

16. 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

**(Recruit an even mix)**

17. 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**)

**(Recruit an even mix)**

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

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

19. 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**

20. Do you have any children?

Yes

No

**Recruit a mix of those with and without children**

**(NOTE TO RECRUITER: Question 23 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.)**

21. If you had the opportunity to spend one hour with a famous person – either from the past or present – who would that person be?

Articulate

Not articulate (**Terminate**)

Based on your responses, we would like to invite you to participate in a focus group research discussion. The discussion would be held on MM/DD/YY at XX:XX, and the session will last approximately 90 minutes. You will receive a \$100 cash incentive for your participation. Your participation is strictly voluntary. Would you be interested in joining us?

Yes

No (**Terminate**)