

**ONLINE FOCUS GROUPS TO TEST CREATIVE CONCEPTS TO REDUCE MARIJUANA
 IMPAIRED DRIVING**

**RECRUITING SCREENER—GENERAL MARKET GROUPS
 DRAFT**

Recruit Criteria:

- Male
- 18- to 34-years-old
- Holds a valid driver’s license
- Drives regularly (at least 10 miles per week)
- Live in urban or suburban area
- Used marijuana or cannabis products (smoking, vaping, edibles or transdermal products such as oils or creams) in some form in the past 30 days
- National audience

Online Focus Groups (75-minute groups)

W/o TBD General Market Groups:	Monday	Tuesday	Wednesday	Thursday
6 p.m. Eastern	General Market Group 1 Males Ages 18- to 26-years-old Recruit 12 to seat six	General Market Group 3 Males Ages 27- to 34-years-old Recruit 12 to seat six	General Market Group 5 Males Ages 18- to 26-years-old Recruit 12 to seat six	General Market Group 7 Males Ages 27- to 34-years-old Recruit 12 to seat six
8 p.m. Eastern	General Market Group 2 Males Ages 27- to 34-years-old Recruit 12 to seat six	General Market Group 4 Males Ages 18- to 26-years-old Recruit 12 to seat six	General Market Group 6 Males Ages 27- to 34-years-old Recruit 12 to seat six	General Market Group 8 Males Ages 18- to 26-years-old Recruit 12 to seat six

Recruit 12 for six (6) participants to show per group

- **Eight groups total: n=96 recruited for n=48 participants**

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 in 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 ICR: 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 SE, Washington, DC, 20590.

S1. With which gender do you most closely identify?

1. Male
2. Female
3. Other
4. Prefer not to say

THANK & TERMINATE

THANK & TERMINATE

THANK & TERMINATE

S2. What is your age?

1. <18
2. 18–26 [TARGET n=48]
3. 27–34 [TARGET n=48]
4. 35–44
5. 45+
6. Prefer not to say

THANK & TERMINATE

THANK & TERMINATE

THANK & TERMINATE

THANK & TERMINATE

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

[THANK & TERMINATE 1-11]

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 (including corrections officers, police officers, etc.)
5. Health care
6. Legal
7. Auto insurance
8. Local, state or federal government
9. A taxi service or part-time or full-time ridesharing, such as Uber or Lyft
10. 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**)
11. Legal recreational/medical cannabis industry (including grower, extractor, dispensary manager, tech, store employee or salesperson or agent)
12. None of the above

S3a. What is your profession (i.e., job title)? [NOTE TO RECRUITER: Check to see if response to S3a aligns with any field in S3; if so, THANK AND TERM]

99. I am not employed

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

- | | |
|-----------------------|------------------------------|
| 1. Yes | THANK & TERMINATE |
| 2. No | |
| 3. Don't Know/refused | 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?
[RECRUIT A MIX]

1. An urban area
2. A suburban area next to a city
3. A small town/rural area

THANK & TERMINATE

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

1. Less than 10 miles
2. 10 miles to 25 miles
3. 26 miles to 50 miles
4. More than 50 miles

THANK & TERMINATE

S8. How often in the past 30 days have you done the following? As a reminder, your answers are strictly confidential and will be used only for the purposes of this study. The results will be reported in aggregate form only and cannot be identified individually.

- A. Ate fast food**
- B. Used vitamins or supplements**
- C. Drank alcohol (including wine, beer or liquor)**
- D. Used marijuana or cannabis products (including, but not limited to smoking, vaping, edibles—eating or drinking—topical treatments such as lotions or oils and/or tinctures)**

1. Never
2. Rarely
3. Occasionally
4. Regularly
5. **[DO NOT READ]** Prefer not to say

THANK & TERMINATE IF D

THANK & TERMINATE IF D

S9. In what state do you reside?

- | | | |
|----------------------------|----------------------|---|
| 1. Alabama | 19. Louisiana | 37. Oklahoma |
| 2. Alaska | 20. Maine | 38. Oregon |
| 3. Arizona | 21. Maryland | 39. Pennsylvania |
| 4. Arkansas | 22. Massachusetts | 40. Rhode Island |
| 5. California | 23. Michigan | 41. South Carolina |
| 6. Colorado | 24. Minnesota | 42. South Dakota |
| 7. Connecticut | 25. Mississippi | 43. Tennessee |
| 8. Delaware | 26. Missouri | 44. Texas |
| 9. District of
Columbia | 27. Montana | 45. Utah |
| 10. Florida | 28. Nebraska | 46. Vermont |
| 11. Georgia | 29. Nevada | 47. Virginia |
| 12. Hawaii | 30. New
Hampshire | 48. Washington |
| 13. Idaho | 31. New Jersey | 49. West Virginia |
| 14. Illinois | 32. New Mexico | 50. Wisconsin |
| 15. Indiana | 33. New York | 51. Wyoming |
| 16. Iowa | 34. North Carolina | 52. Prefer not to
say THANK &
TERMINATE |
| 17. Kansas | 35. North Dakota | |
| 18. Kentucky | 36. Ohio | |

S10. HIDDEN QUESTION—USAGE LEGALITY [RECRUIT A MIX]

1. Recreationally legal(S9=02,03,05,06,07,09,14,20,22,23,27,29,31,32,33,38,46,47,48)
2. Medically legal(S9=01,04,08,10,12, 19,21,24,26,30,35,36,37,39,40,42,45,49)
3. Not legal(S9=11,13,15,16,17,18,25,28,34,41,43,44,50,51)

S11. 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. Postgraduate
7. **[DO NOT READ]** Decline to answer

S12. Are you of Hispanic or Latino origin? [RECRUIT A MIX]

1. Yes
2. No
3. Prefer not to say

THANK & TERMINATE

S13. What is your race? *Select all that apply.* [RECRUIT A MIX]

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or other Pacific Islander
5. White
6. Prefer not to say

THANK & TERMINATE

S14. Which of the following best describes your employment status? [RECRUIT A MIX]

1. Employed full-time
2. Employed part-time
3. Unemployed
4. Student
5. Homemaker
6. Other: _____ [IF MILITARY RECODE TO 1 'Employed full-time']
7. Prefer not to say

THANK & TERMINATE

S15. What was the total combined annual income, before taxes, of all the members of your household including yourself in 2021? [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]** Decline to answer

S16. Now, we would like you to use your imagination a little. Tell me about an effective ad you've recently seen. What was the ad? What made it effective?
[RECORD RESPONSE IN RECRUIT GRID]

[THANK & TERMINATE IF PARTICIPANT IS UNABLE TO FORMULATE A THOUGHTFUL AND COHERENT RESPONSE OR IF THE PARTICIPANT HAS A HEAVY ACCENT THAT MAKES IT DIFFICULT TO UNDERSTAND THEM]



INVITATION

Thank you for answering my questions. We are inviting a select number of residents from your area to participate in an online focus group regarding safe driving. The session will last approximately 75 minutes. All your responses will be kept strictly confidential and we think you will find the session interesting and engaging. In appreciation for your feedback, we are offering \$75 for your participation.

The online focus groups will be held on the following days/times (Eastern Time):

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S17. Would you be available to join us for one of the online focus groups during one of those days/times?

- 1. Yes
- 2. No

THANK & TERMINATE

S18. Will you be able to participate in a safe, stationary environment—meaning not while in a vehicle—during the focus group?

- 1. Yes
- 2. No

THANK & TERMINATE

S18. Will you be able to participate in a quiet, distraction-free environment?

- 1. Yes
- 2. No

THANK & TERMINATE

S21. Will you have access to a computer (laptop or desktop—not a tablet or smart phone) with a high-speed internet connection so you can participate in the online focus group during that day/time?

- 1. Yes
- 2. No

THANK & TERMINATE

S22. Does your computer have a working webcam?

1. Yes
2. No

THANK & 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.]