

**Focus Group
Participant-Recruitment Screener**

SAMPLE TRANSPORTATION/AIR QUALITY FOCUS GROUP SCREENER

Goal: To recruit adult drivers who might consider alternatives to driving alone

Hello. This is _____ of _____, an independent marketing research firm. We are holding discussions about a variety of transportation and air quality issues. I would like to ask you some questions to see if you qualify to participate in one of the discussion groups. The groups will be held on (DATE/TIME) and will last approximately two hours. Refreshments will be served and you will receive \$ ____ for your participation.

1. Have you or a member of your immediate family ever worked in advertising or marketing research?
 Yes - *THANK AND TERMINATE*
 No
2. Have you participated in a focus group within the last six months?
 Yes - *THANK AND TERMINATE*
 No
3. Do you work for either a government agency or business that deals with transportation or the environment?
 Yes - *THANK AND TERMINATE*
 No
4. Are you a licensed driver?
 Yes
 No - *THANK AND TERMINATE*
5. In what year were you born? *ENTER YEAR:* _____

IF REFUSED, ASK:
Could you tell me if you were born: (*READ CATEGORIES*)
 Before 1924
 From 1925 to 1942
 From 1943 to 1960
 From 1961 to 1981, or
 From 1982 to now?
6. In a typical week, about how many times do you drive a passenger vehicle? Count each time you get behind the wheel and drive someplace.
 0 – 10 times/week - *THANK AND TERMINATE*
 11 – 20 times/week
 21 – 30 times/week
 more than 30 times/week
7. Are you:
 Employed full-time
 Employed part-time
 Retired
 A student
 Currently unemployed - *RECRUIT NO MORE THAN 2 FOR EACH FOCUS GROUP*

8. How do you usually commute to work?

- Drive alone in a passenger vehicle (car or SUV)
- Other - *RECRUIT NO MORE THAN 2 FOR EACH GROUP*

9. Our study has to do with some issues related to our natural environment. Would you please tell me which of the statements best describes how you feel about the environment?

THANK AND TERMINATE IF RESPONDENT AGREES WITH FIRST STATEMENT:

- I am an environmentalist and think it is important to do whatever I can to protect our environment, even if that means doing things that are inconvenient or more costly.

RECRUIT FROM RESPONDENTS WHO AGREE WITH EITHER OF THESE STATEMENTS:

- I think it is important to take steps to protect the environment, but I don't think it's reasonable to expect people to do things that are inconvenient, time-consuming, or more costly.
- The environment is somewhat important to me, although I often make decisions based on other factors, such as convenience or cost.

THANK AND TERMINATE IF RESPONDENT AGREES WITH THE FOLLOWING STATEMENT:

- I don't feel the condition of the environment warrants as much attention as some people think. Besides, there are too many more important things for me to think about.

10. Our study also has to do with automobile and SUV driving. Would you tell me which of the following statements best describes how you feel about driving your vehicle:

THANK AND TERMINATE IF RESPONDENT AGREES WITH FIRST STATEMENT:

- I am an environmentalist and think it is important to do whatever I can to reduce my vehicle's emissions, even if that means getting around in ways that are less convenient, more costly, or more time consuming.

RECRUIT FROM RESPONDENTS WHO AGREE WITH THESE STATEMENTS:

- I think it is important for me to take steps to drive my vehicle less, but I don't think it's reasonable to expect people to do things that are inconvenient, time-consuming, or more costly.
- It is somewhat important to me to drive alone less, although I make decisions on how to get around mainly based on factors such as convenience or cost.

THANK AND TERMINATE IF RESPONDENT AGREES WITH EITHER OF THESE STATEMENTS:

- I am completely dependent on my vehicle to get to work and accomplish errands.
- I wouldn't consider any way other than driving alone to commute or do errands.

11. What is the last grade of school you completed?

- Some high school/high school graduate/GED
- Some college/community college graduate/AA: Associate of Arts/technical school/professional business school
- College graduate/post-graduate degree

I would like to invite you to take part in a discussion group with other people who live in this area. The session is

informal and all you will be asked to do is give your opinions. The discussion will last about two hours and we will give you \$XX.XX for attending. The discussion will be held on _____.

Group 1:() 6:00 pm - A light dinner of deli sandwiches and refreshments will be provided.

Group 2:() 8:00 pm - Snacks and refreshments will be provided.

GIVE RESPONDENT DIRECTIONS TO FACILITY. We will call you the day before to remind you about this discussion. We will be counting on your attendance, because we will only be inviting 10 people. May I please get your:

Name: _____

Telephone: (home) _____ (work) _____