DRAFT 4: Phase 2 Focus Group

Fuel Economy Label Focus Groups
Screener for Participant Recruitment

Introduction: Hello, this is _____ and I am with _____ an independent research firm. I want to assure you that this is not a sales or telemarketing call. We are conducting a series of focus groups about how people choose new vehicles to purchase. A focus group is a small discussion group that is led by a facilitator. The group will last 2 hours and there will be about 7 other people in the group with you.

Would you be interested in participating?

- ❑ Yes *(proceed to next section)*
- ❑ Soft refusal - *(try and convince them how important their opinion is. If cannot be swayed, thank them for their time and end call)*
- ❑ Strong refusal – *(thank them for their time and end call)*

If they have questions about the focus groups, tell them they can call Shohag Dey, Research Associate at 1 (866) 777-0232.
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I need to ask you a few questions now to make sure that we have a good mix of people for the focus groups.

1. Have you participated in a focus group before? If so, was it:
   - ☐ In the last 6 months (terminate)
   - ☐ Over 6 months ago
   - ☐ Never

2. Do you or does anyone in your household work in the automotive industry, or in the advertising, marketing or market research industry?
   - ☐ Yes (Terminate)
   - ☐ No
   - ☐ Don't Know (Terminate)

3. Do you have internet access? (This will allow us to have them complete the pre-group online survey.)
   - ☐ Yes
   - ☐ No (Terminate)

4. Have you or someone in your household purchased a new vehicle (not a used or pre-owned vehicle and not a motorcycle) in the last 12 months?
   - ☐ Yes
   - ☐ No (terminate)

5. Was that vehicle purchased during July or August of 2009? (This will help us avoid 'Cash for Clunkers' purchases.)
   - ☐ Yes (terminate)
   - ☐ No

6. Were you the person who solely or primarily decided which vehicle to purchase?

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- ☐ Yes (skip to Q8)
- ☐ No

7. Can I speak with the person who did solely or primarily decide which vehicle to purchase? Are they available?
   - ☐ Yes (re-read intro)
   - ☐ No (arrange for a call back)

8. Will you be able to bring proof of your vehicle purchase to the focus group, such as title or vehicle registration?
   - ☐ No (terminate)
   - ☐ Yes

9. Did you seriously consider a hybrid or all-electric vehicle before purchasing your vehicle? By 'seriously consider' we mean that you spoke with a sales person and/or test drove such a vehicle.
   - ☐ Yes
   - ☐ No

10. What type of vehicle did you purchase? Would you say: (recruit a mix, multiple answers are OK; IF THEY CAN'T IDENTIFY THEN TERMINATE)
    - ☐ Passenger car, except station wagons
    - ☐ Pickup truck
    - ☐ Station wagon or minivan
    - ☐ SUV (sport utility vehicle)
    - ☐ Other (specify)

11. Was this new vehicle a: (recruit a mix for all groups, if possible)
    - ☐ Gasoline (or flex-fuel) powered vehicle
    - ☐ Diesel or biodiesel powered vehicle
    - ☐ Hybrid vehicle - uses combination of gas and electric power
    - ☐ All-electric vehicle

12. What is the distance in miles of your typical daily travel in this vehicle? (recruit a mix)
    - ☐ Less than 10 miles
    - ☐ 10-19 miles
    - ☐ 20-29 miles
    - ☐ 30-39 miles
    - ☐ 40 or more miles

13. Which of the following is the price range of your most recent new vehicle purchase? Would you say: (recruit a mix if possible)
    - ☐ Less than $15,000
    - ☐ $15,000 to less than $20,000
    - ☐ $20,000 to less than $30,000
    - ☐ $30,000 to less than $40,000
    - ☐ $40,000 to less than $50,000
    - ☐ $50,000 or more

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14. Which of the following broad ranges includes your age? (recruit a mix)
    - ☐ 20-34
    - ☐ 35-49
    - ☐ 50-64
    - ☐ 65 and older

15. Which of the following describes your educational background? (recruit a mix)
    - ☐ Some high school or high school graduate or GED
    - ☐ Some college or college graduate
    - ☐ Graduate degree

16. Are you of Hispanic or Latino origin? (recruit a mix)
    - ☐ Yes
    - ☐ No

17. What is your race? Please select one or more. (recruit a mix)
    - ☐ White
    - ☐ Black or African American
    - ☐ Asian
    - ☐ Native Hawaiian or other Pacific Islander
    - ☐ American Indian or Alaska Native

18. Recruit all males for one group in each city and all females for the other group.

Standard Invitation: As I mentioned before, we are conducting a focus group with people who have purchased a new vehicle in the last 12 months. The group will last 2 hours and there will be about 7 other people in the group with you. We will ask you to complete a brief online survey prior to the focus group. You will be paid $100 for your participation. A light meal will also be provided.

The focus group will be held:

Seattle

- Male group at 'PRR' from 6:30-8:30 pm on 4/5.
- Female group at 'PRR' from 6:30-8:30 pm on 4/6.
  (PRR is located at 1109 First Avenue, Suite 300)

Chicago

- Female group at 'Plaza Research' from 6:00-8:00 pm on 4/8.
- Male group at 'Plaza Research' from 8:15-10:15 pm on 4/8.
  (Plaza Research is located at _____)

Houston

- Female group at 'Plaza Research' from 6:00-8:00 pm on 4/14.
- Male group at 'Plaza Research' from 8:15-10:15 pm on 4/14.
  (Plaza Research is located at _____)

Charlotte

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- Female group at '20/20 Research' from 6:00-8:00 pm on 4/15.
- Male group at '20/20 Research' from 8:15-10:15 pm on 4/15.
  (20/20 Research is located at _____)

Will you be able to join us?

- ❑ Yes *(proceed to "address" paragraph at the end of this document)*
- ❑ No – not interested after all *(try and convince them how important their opinion is. If cannot be swayed, thank them for their time and end call)*
- ❑ No – (thank them for their time and end call)

If you wear glasses please be sure to bring them with you.

Please also note that we cannot provide child care and children will not be allowed in the discussion group.

Contact Info—Make sure you get their email and confirm you have it written down correctly.

So that we can send you a confirmation letter and directions, may I please have *(or, confirm)* your name and address?

Name: (VERIFY CORRECT SPELLING) _____

Address: _____

City: _____ State: ____ Zip: _____

Telephone: _____ Email: _____

Fax: (only if don't have email):_____

We will need to call you the day before the focus group to remind you about the group. Is it ok to call you at this number?

☐ YES, OK TO CALL THIS NUMBER
☐ NO, CALL DIFFERENT NUMBER -- > RECORD NUMBER BELOW

NUMBER TO CALL TO REMIND:_____

Thank you for agreeing to participate. We look forward to seeing you.