

RESP ID #		EDIT	
CHILD #		CHECK	
RECRUITER		ENTER	
DATE		LETTER	

Description:

- 8 2-hour focus groups
- 2 groups in each of 4 markets
- Recruit 8 to seat 6 per group
- Markets (Baltimore, Dallas,Sacramento, St Louis)

Specifications (all respondents):

- Recruit a mix of males & females per group
- All must have children who are high school students, college students, or college graduates as specified below
- One-third of each group must have children who actively participate in volunteer or community service activities
- Mix of employment, age, ethnicity, and incomes above \$25K within each group.

Additional Specifications (Per Target) - Markets TBD

- 4 Groups with 50/50 mix of Parents of High School/4 Year College Students (15-22)
- 4 Groups with Parents of College Graduates (23-26 years of age)

FG	Time	
Date		
Date		
Date		
Date		

Hello, I'm _____ from _____. We're conducting a market research study and I'd like to ask you a few questions. Please be assured that no one is trying to sell you anything and that no one will contact you as a result of your participation in this study. We're only interested in your opinions.

1a. RECORD GENDER –

Male.....1
Female.....2

- INFORMATION ONLY

1b. May I have your age please? (IF HESITATES) Are you... (READ LIST)...?

Under 30.....1 TERMINATE
30 - 39.....2
40 - 49.....3
50 - 59.....4
60 - 64.....5
65 - 69.....6
70 years or older.....7 TERMINATE

- RECRUIT A MIX PER GROUP

2. Can you please tell me which of the following best describes your current employment status? Are you....?
(READ LIST AND MARK ONE RESPONSE)
- Working full time (40 + hrs per week).....1

Working part-time.....2

Currently unemployed.....3

A stay-at-home mom.....4

Retired.....5

Other.....6

• STRIVE TO RECRUIT A MIX PER GROUP

- 3a. Do you have any children aged 15-26?
- Yes.....1

No.....2 TERMINATE

• MUST ANSWER 'YES' TO HAVING AT LEAST ONE CHILD AGE 15-26.

- 3b. Please tell me the name or names of your child(ren), who are of the ages of 15 through 26, their gender, their age(s) and current grade level? (RECORD NAME[S], GENDER[S], AGE[S], COLLEGE TYPE [S] AND EDUCATION LEVEL[S]. SEE NOTE.); [If parent has children that cross both buckets they only qualify for the College Graduate bucket]

Name	Gender	Age	HS Grade Level	College: 2-Year with Intent to Attend 4-Year	4 Year College: Current Level	College Graduate
	Male Female					
	Male Female					
	Male Female					

NOTE: RECRUIT A MIX OF OF CHILD’S AGES PER GROUP AS FOLLOWS

• 4 Groups with Parents of High School/4-Year College Students (15-22)

• 4 Groups with Parents of College Graduates (23-26 years of age)

ASK Q3c IF ATTENDS COLLEGE AT Q3b

- 3c. Does your child currently attend a two-year or four year college?
- Two Year.....1 ASK 3d

Four Year.....2 RECORD EDUCATION LEVEL AND SKIP TO Q4

REFUSED.....3 TERMINATE

ASK Q3d IF ATTENDS 2-YEAR COLLEGE AT Q3c

- 3d. After your child completes the 2 year program, do they intend to pursue a 4-year degree?
- Yes.....1

No.....2 TERMINATE

REFUSED.....3 TERMINATE

4. You indicated that you have a child that is a (INSERT APPROPRIATE EDUCATION LEVEL FOR QUALIFYING CHILD: high school/4-year college student/college graduate).

What is the name of the (school/college) that your (high school/college) child(ren) (attend(s)/attended)?
(SEE NOTE.)

RECORD: _____

- **NOTE: DO NOT RECRUIT MORE THAN ONE RESPONDENT AT ANY GIVEN HIGH SCHOOL, OR MORE THAN 2 RESPONDENTS WITH KIDS CURRENTLY ATTENDING THE SAME 4-YEAR COLLEGE**
- **COLLEGE STUDENTS AND COLLEGE GRADUATES MUST ATTEND, PLAN TO ATTEND, OR HAVE ATTENDED A 4-YEAR COLLEGE OR UNIVERSITY**

5. Which, if any, of the following activities does your (INSERT APPROPRIATE EDUCATION LEVEL FOR QUALIFYING CHILD: high school/college student/college graduate) actively participate in?

- Organized sports programs.....1
- Organized theater/arts programs.....2
- Volunteer or community service activities.....3**
- Part time or full time work.....4

- **AT LEAST ONE-THIRD PER GROUP MUST SELECT ‘3’ (3 OF 8 RECRUITED PARTICIPANTS MUST HAVE CHILDREN WHO VOLUNTEER)**

6. Now I have a question that I would like you to have some fun with. There are no right or wrong answers; I encourage you to use your imagination as much as possible. Imagine for a moment that suddenly you are transformed into a Super Hero: what super-powers would you have and what would you do with them?

- **ALL RESPONDENTS MUST BE DETAILED AND ARTICULATE IN THEIR ANSWERS. THE RESPONDENT SHOULD BE ABLE TO EASILY EXPRESS THEIR THOUGHTS VERSUS SAYING “I DON’T KNOW.” RESPONDENTS SHOULD BE ABLE TO ANSWER THE QUESTION FREELY WITHOUT RECRUITER PROBING.**
- **RECRUITER NOTE: PLEASE LISTEN FOR CREATIVE THOUGHTS, DESCRIPTIVE WORDS AND EXPRESSIONS.**
- **RECRUITER NOTE: IF RESPONDENT IS QUIET, HARD TO HEAR, NOT FORTHCOMING WITH THEIR RESPONSES, HAS LOW ENERGY, CONFUSED OR MUMBLES, THEN PLEASE THANK AND TERMINATE.**
- **RECRUITER NOTE: PLEASE BE SURE THE RESPONDENT CAN SPEAK CLEAR ENGLISH AND WOULD BE AN OVERALL GOOD RESPONDENT TO INTERVIEW.**

- RECRUITER: CHECK-OFF ALL THAT APPLY:**
- ☐ **ANSWERS SPONTANEOUSLY**
 - ☐ **VERY SURE OF SELF**
 - ☐ **ENTHUSIASTIC**
 - ☐ **CARRIES ON A GOOD CONVERSATION**

7. In order to represent all groups equally, which of the following best describes your ethnic background? (**READ LIST**)

- African-American.....1
- Asian.....2
- Caucasian.....3
- Hispanic.....4
- Other (specify _____).....5

- **RECRUIT A MIX OF ETHNICITY**

8. Which of the following best describes your total yearly household income? (**READ LIST**)

- Under \$25,000.....1 **TERMINATE**
- \$25,000-34,999.....2
- \$35,000-44,999.....3
- \$45,000-54,999.....4
- \$55,000-64,999.....5
- \$65,000 or above.....6
- Refused.....7 **TERMINATE**

- **RECRUIT A MIX OF INCOME**

Invitation

We are conducting a discussion among people who live in your area. The session will be informal, and all you will be asked to do is give your opinions. This is a legitimate research project, and no one will try to sell you anything during this discussion or as a consequence of your participation. The interview will last for approximately **2 hours**. Because we recognize that your time is valuable, we'd like to offer you \$_____ for participating. Refreshments will be served. The discussion is being held on_____(DATE), at _____(TIME) p.m. and it will be held at our office in _____(LOCATION).

We think you will find the discussion to be interesting and quite enjoyable, and we'd love to have you attend. Would you be able to join us?

Yes.....1 _____ **MAKE ARRANGEMENTS**

No.....2 _____ **THANK AND TERMINATE**

RESPONDENT INFORMATION:

Respondent Name: _____

Quota Group: _____

Address: _____

City: _____State: _____Zip: _____

Telephone #: (Home)_____ (Work)_____

Telephone #: (Cell)_____ (Email)_____

RECONFIRM DAY/DATE/TIME:

INTERVIEWER _____

DAY_____ DATE _____ TIME _____

PLEASE ASK RESPONDENTS TO BRING EYEGLASSES IF THEY SHOULD NEED THEM FOR READING OR REVIEWING MATERIALS. PLEASE ASK RESPONDENTS TO REFRAIN FROM BRINGING CELL PHONES INTO THE DISCUSSION. CELL PHONES THAT MUST BE BROUGHT IN WITH RESPONDENTS SHOULD BE TURNED OFF DURING THE DISCUSSION.