

# Appendix G: Example Focus Group Recruitment Advertisement

## Appendix F.1

The screenshot shows a web browser window displaying a Craigslist job listing. The browser's address bar shows the URL: <https://newyork.craigslist.org/mnh/etc/d/paid-focus-group-opinion-study/6379741521.html>. The browser tabs include 'Mail - anna.b.sandoval.gir...', 'Calendar - anna.b.sandov...', and the current page. The Craigslist breadcrumb navigation shows 'new york > manhattan > jobs > et cetera'. The job title is '\*\*\*Paid Focus Group / Opinion Study \*\*\* \$100/\$125 (NYC Metro)'. The description states: 'We have a \$100 / \$125 Transportation study taking place in midtown NYC on 11/16 and 11/17 (daytime hours) Time commitment is 60 minutes.' A link to a survey is provided: <https://www.surveymonkey.com/r/PNZB6NX>. The compensation is listed as '\$100 / \$125' and the employment type is 'contract'. The posting is dated '12 days ago' and has a post ID of '6379741521'. The browser's taskbar at the bottom shows the time as 5:08 PM on 11/21/2017.

CL new york > manhattan > jobs > et cetera

reply prohibited Posted 12 days ago print

☆ **\*\*\*Paid Focus Group / Opinion Study \*\*\* \$100/\$125 (NYC Metro)**

We have a \$100 / \$125 Transportation study taking place in midtown NYC on 11/16 and 11/17 (daytime hours) Time commitment is 60 minutes.

If interested, please fill out our pre-survey at:

<https://www.surveymonkey.com/r/PNZB6NX>

Thanks for your time today.

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers

compensation: \$100 / \$125  
employment type: contract

post id: 6379741521 posted: 12 days ago email to friend best of

<https://www.surveymonkey.com/r/PNZB6NX>

5:08 PM 11/21/2017

## Appendix F.2

The screenshot shows a web browser window displaying a Craigslist job listing. The browser's address bar shows the URL: <https://chicago.craigslist.org/chc/etc/d/paid-focus-group-opinion-study/6388937899.html>. The browser tabs include "Mail - anna.b.sandoval.gir...", "Calendar - anna.b.sandov...", and the current page, "Paid Focus Group / ...". The browser menu bar shows "File", "Edit", "View", "Favorites", "Tools", and "Help".

The Craigslist page header shows the breadcrumb "CL chicago > city of chicago > jobs > et cetera" and navigation links for "post" and "account".

The job listing includes a "reply" button, a "prohibited" icon, and a timestamp "Posted 6 days ago". A "print" link is also visible.

The job title is "★ \*\*\*Paid Focus Group / Opinion Study \*\*\* \$100 / \$150 (Chicago Metro)".

The description reads: "We have a \$100 (60) minutes or \$150 (hours) opinion study taking place in Chicago the first week of December 2017. Topic: Shopping".

Additional details are shown in boxes: "compensation: \$100/\$150" and "employment type: contract".

The text continues: "If interested, please fill out our pre-survey at: <https://www.surveymonkey.com/r/KX8YF35>".

It concludes with "Thanks for your time today." and a list of instructions: "Principals only. Recruiters, please don't contact this job poster." and "do NOT contact us with unsolicited services or offers".

At the bottom of the listing, it shows "post id: 6388937899", "posted: 6 days ago", an "email to friend" button, and a "best of" icon.

The Windows taskbar at the bottom shows icons for Internet Explorer, Google Chrome, and Microsoft Word, along with the system clock indicating 5:16 PM on 11/21/2017.

# Appendix F.3

https://chicago.craigslist.org/wcl/etc/d/earnby-sharing-your-opinions/6376357367.html

File Edit View Favorites Tools Help

CL [chicago](#) > [west chicagoland](#) > [jobs](#) > [et cetera](#) [post](#) [account](#)

[prev](#) [next](#)

reply below  prohibited Posted 15 days ago [print](#)

### ★ Earn \$100-\$200 by Sharing Your Opinions With Us! (Oak Brook) ✕

Want to get paid to share your opinions on the products and services you use every day? Focus Pointe Global is a national marketing research with facilities in 18 major cities across the nation, and they need your help with our ongoing studies in Chicago and Oak Brook!

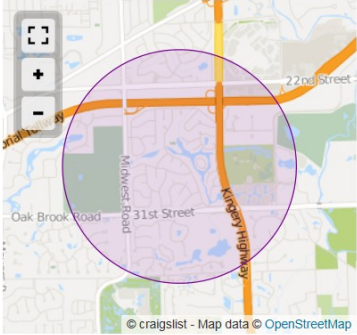
FPG hosts paid focus groups, taste tests, product tests, shop-alongs, and more on behalf of companies that want to better understand their target customers, and are willing to pay you for your insight! On average, studies last between 1-2 hours and offer incentives of \$100-\$200, but vary by study.

By participating in these opportunities, you can share your opinions and experiences to improve products, see new advertisements, try new products, and even sample free food. To get started, please sign up for free at [www.focusgroup.com](http://www.focusgroup.com).

ABOUT US: Focus Pointe Global is a national market research agency that pays people for sharing their opinions and participating in focus groups and interviews. These are legitimate opportunities to make extra spending money, and usually take less than 2-3 hours of your time.

Please note: Authentic Focus Pointe Global posts will always link to our participant website, [www.focusgroup.com](http://www.focusgroup.com). If you see a post claiming to be from Focus Pointe Global but with a link that is not directing you to [focusgroup.com](http://focusgroup.com), do not respond as these are fraudulent and not coming from Focus Pointe Global. Thank you!

Find more market research opportunities in your area!  
[www.focusgroup.com](http://www.focusgroup.com)



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compensation: **Payment varies by study, on average \$50-\$200!**

employment type: **part-time**

5:20 PM  
11/21/2017

# Appendix F.4

The screenshot shows a web browser window displaying a Craigslist job listing. The browser's address bar shows the URL: <https://ann Arbor.craigslist.org/etc/d/paid-technology-study-100-for/6375989206.html>. The browser tabs include "Mail - anna.b.sandoval.gir...", "Calendar - anna.b.sandov...", and "Paid/Technology Stud...". The page header shows "CL ann arbor > jobs > et cetera" and navigation links for "post" and "account".

The job listing includes the following text:

**★ Paid/Technology Study-\$100 for ONE hour (Farmington Hills)**

Hi, my name is Deb Surdyke and I am a Research Coordinator for AlphaBuzz, Inc. We are conducting a paid, in-person research study about Voice-enabled Technology in Farmington Hills, MI. We are looking for older men who would like to participate. These sessions will take place the week of Monday, November 13th through Friday, November 17th with various times during the DAYTIME. The sessions will last one hour.

Those people who are chosen to participate will be paid \$100 to thank them for their time and input.

Your participation is completely anonymous and your information confidential. These studies are strictly for market research and no sales attempt will ever be made as a result of your participation. If you have participated in a focus group/study in the last SIX MONTHS, you will not qualify for this one- feel free to pass this email along to anyone who you fell would be interested.

If you are interested, please click on the link to and take a moment to fill out the following brief questionnaire.

<https://www.surveymonkey.com/r/nuaTech3>

Please note that answering this questionnaire is not a guarantee of being selected to participate or receipt of payment.

Thank you!

Deb Surdyke

On the right side of the listing, there is a map of Farmington Hills, MI, with a purple circle highlighting a specific area. Below the map, there are two text boxes: "compensation: \$100 for ONE hour" and "employment type: employee's choice".

The Windows taskbar at the bottom shows the system tray with the time 5:27 PM and date 11/21/2017. The taskbar includes icons for the Start menu, Internet Explorer, Google Chrome, and Microsoft Word.

# Appendix F.5

The screenshot shows a web browser window displaying a Craigslist job posting. The browser's address bar shows the URL: <https://losangeles.craigslist.org/wst/etc/d/150-focus-group-for-people/6394448113.html>. The page title is "\$150 Focus Group For peop...". The breadcrumb trail is "CL los angeles > westside-southbay > jobs > et cetera".

At the top of the post, there are navigation options: "reply" (with a dropdown arrow), "prohibited" (with a dropdown arrow), and "Posted 7 days ago". There are also "prev" and "next" navigation links and a "print" link.

The main heading of the post is "★ \$150 Focus Group For people who travel and us Hotel Credit/Rew cards (Los Angeles)".

The body text reads: "Men and women 25-49 years of age get paid \$150 for a 1.5 hour focus group in West LA 11/29 and there are different times. We are looking for people who travel for vacation or work. We need people that have hotels credit cards and reward cards. We also need people that are interested in getting one in the near future but don't currently use. The group pays either \$125 or \$150 for 1.5 hours depending on times available. Please fill out the following info and sign up at nelsonrecruiting.com. Thank you."

There are two callout boxes: "compensation: \$150 for 1.5 hours" and "employment type: part-time".

The list of requirements is as follows:

1. Name (first and last)
2. Age
3. Phone #
4. County, city and zip code
5. Occupation and employer
6. Highest level of education completed( less then HS, HSG ,SC OR TRADE,CG, PG)
7. Ethnic background
8. Are you registered to vote
9. Do you use hotel credit cards and if yes please list hotels credit cards owned
10. If yes to above please list what hotel rewards cards as well
11. If no to above please let us no yes or no if your interested in obtaining a hotel credit or rewards card soon? (YES OR NO)
12. How many times a year do you travel (list number for business then personal for example( 5 bus )(4 pers)
13. List of peoples names ,ages and phone numbers of family members for other focus groups we do

At the bottom of the post, there are two bullet points: "Principals only. Recruiters, please don't contact this job poster." and "do NOT contact us with unsolicited services or offers".

At the bottom of the page, there is a footer with the text: "© craigslist help safety privacy feedback c|jobs terms about mobile". The Windows taskbar at the bottom shows the time as 4:55 PM on 11/27/2017.