

SCREENING QUESTIONNAIRE

Hello, my name is (INTERVIEWER'S NAME) from (RESEARCH COMPANY). We are conducting a short survey and would like to ask you some questions.

1. Are you a senior in high school?

- Yes ----- CONTINUE
- No ----- THANK AND TERMINATE

2. What do you plan to do after high school?

- Go to 4-year college/university ----- |
- Go to junior/community college |
- Work/get a job |
- Go to vocational school/job training |-- RECRUIT A MIX
- Travel |
- Join the military/military service |
- Not sure/Nothing----- |

3. Thinking in terms of your grades, where would you put yourself as compared to other seniors in your school? Would you say that you are in the top 10%, the top 25%, top half or bottom half of your class?

- Top 10% ----- |
- Top 25% |
- Top half | -- RECRUIT A MIX
- Bottom half |
- Don't know/refused ----- |

4. Are you of Latino or Hispanic origin?

- Yes |
- No | -- RECRUIT A MIX

Continued on next page.

5. Which of the following do you consider yourself to be? Choose one or more.
READ LIST

- Asian ----- |
- White |
- Black or African American | --- RECRUIT A MIX
- Native Hawaiian or other Pacific Islander |
- American Indian or Alaskan Native |
- Some other race or ethnicity ----- |

6. RECORD GENDER

- Male ----- | --- RECRUIT A MIX
- Female ----- |

7. Does anyone in your family work READ LIST:

- in marketing or marketing research
- in advertising or public relations
- as a teacher or in education

THANK AND TERMINATE FOR ANY OF THE ABOVE

8. In the past 12 months, have you participated in a market research group discussion?

- Yes -- THANK AND TERMINATE
- No -- CONTINUE

We would like to invite you to a group discussion. The discussion will last approximately 1 ½ to 2 hours and will be held at (LOCATION) on (DATE) at (TIME). Your opinions are very important to us and to compensate you for your time, we will pay you \$75. Are you able to join us?

Name: _____ 6:00 pm
 Telephone: _____ 8:00 pm