



Mary Council
RTI International
Community Health Promotion Research
3040 Cornwallis Road
Research Triangle Park, NC 27709

December 10, 2009

Mary,

Per your request, I have outlined our concerns as they relate to the suggested focus study recruit among women; specifically those with children and smoked during their pregnancy or trying to get pregnant.

We recently recruited for two smoker groups among the general population in Charleston, WV and found the recruit to be extremely difficult. The difficulty hovers around the stigma created around smoking/tobacco use. Many users feel discriminated against and find most attempts to contact them or survey them is related to getting them to stop smoking and thus, they refuse or lie about their usage. I imagine pregnant women/mothers will add even further sensitivity to the matter. We know they exist as you do but finding them and gaining their participation is quite difficult. We will need plenty of time and cooperation during the recruiting phase to hopefully achieve your needs but based on our experience on the prior recruit, which was even easier than this, we cannot guarantee success.

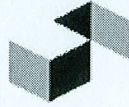
Also as we discussed, we were involved in similar focus studies for a government agency in 2007/2008. The success of the recruit was contingent on the assistance of the local DHHR supplying leads for recruiting purposes when assistance recipients made their monthly visits.

With regards to the lowering of the incentive from \$75 to \$50, I feel this would have a tremendous impact on the already questionable success of the project. As illustrated, we are not convinced the study can be recruited solely from the general public and lowering the one drawing mechanism that exists would not be prudent or fruitful and likely at least double the recruiting efforts and costs at a minimum. We will not accept the study under those conditions.

I hope you understand our experience and position in this matter.

Best Regards,

Jay Mace
Vice President
The McMillion Companies



**Schlesinger Associates
&
The Research House**

VIA E-mail: MCouncil@RTI.org
DATE: Thursday, December 10, 2009
TO: Mary Council, **RTI International**
FROM: Tiffany Peterson
Schlesinger Associates
312.587.8100 x105 / 312.587.8400 (fax)
Tiffany@SchlesingerAssociates.com
RE: Respondent Incentives

Hello Mary –

We appreciate the opportunity to bid on your upcoming project for RTI. Please be advised that the current standard rate for regular consumer honoraria is \$75 for interviews or focus groups running 45-120 minutes. This is true for most recruitment firms in 2009 and going into 2010, not just Schlesinger. In fact, incentive rates are largely determined by the average rate being paid across the major recruitment firms in a given market. This norm establishes a fair rate which usually holds for a couple years or so and increases gradually over time. To offer an incentive less than the normal rate in any market hinders successful recruitment and is not conducive to favorable show rates.

If you have any questions or concerns regarding this matter, please feel free to contact me.

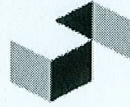
Regards,

Tiffany Peterson
Managing Director
Schlesinger Associates Chicago

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Schlesinger
Associates - Phoenix

To: Mary Council

From: Michael Clark

Date: December 10, 2009

Re: Smoking and Pregnancy

Hello Mary,

I would like to detail for you our requirement for a \$75 honorarium for the proposed groups regarding respondents who would be recruited for your upcoming potential "Smoking & Pregnancy" study.

Firstly, we would be required to pay this honorarium for our respondents due to the time commitment that the respondents would be agreeing to for this potential project. (1.5 hour groups) Typically an amount could be lowered in certain circumstances however, these folks are taking time out of their day to come to our facility and participate for 2 hours at a time. We feel that the \$75 amount offsets this time commitment more readily than a lower amount.

Secondly, should we be required to recruit these respondents at a lower compensatory amount it may very well impact our recruitment capabilities due to a lack of agreement to participate by the potential respondents. Again, typically we point to the specifications for the necessity of the honorarium, and with these specific demographic they will be more difficult to recruit than ordinary consumer respondents. Were these respondents more stereotypical in nature, then a lower amount could be warranted, unfortunately this is not possible with the respondents being asked to participate in these specific research groups.

Finally, when recruitment is begun at a low honoraria amount, regardless of specifications, it takes longer to fill the recruitment. Simply stated, it takes our company longer to go through our listings of potential respondents to glean the one's that would be willing to participate at the lower amount. Consequently this could tack on at least 1 week or 2 to the recruitment timeline, simply because the number of potentials needed to be contacted grows exponentially to find the "agree-ors" when begun at a lower amount.

Please contact me should you have any questions.

Sincerely,

Mike

Michael Clark | Facility Director
Schlesinger Associates - Phoenix



December 10, 2009

To: Mary Council RTI International
Community Health Promotion Research

From: Betty Crawford, Vice President
Project Manger, First In Focus, Inc.

RE: Focus Group Incentive Needs

The intent of this memo is to explain and stress the need for suggested incentive amount of \$75.00 per recruit for your young female smoker/former/non-smoker focus groups.

First and foremost, the amount of time we would need to find enough respondents who would agree to participate for that amount would be significantly more than we anticipated when submitting costs to recruit this project. Our recruiting costs will increase accordingly, because resources needed on our part will probably be double what we originally anticipated. We also would need at least an additional 10+ days (now need 3 weeks) to try to recruit this project.

The standard rate for a 90 to 120 minute focus group is \$75.00 for our area; the standard rate for a 30 minute interview or focus group is \$50/per person. Also, if we need to go outside our database to recruit respondents we regularly offer an even higher incentive because the respondents usually don't trust that we are legitimate, but a higher than usual incentive will entice them to attend. Our experience has shown that lower SES groups, there is more suspicion and less reliability to keep a commitment made to us. (We will definitely need to recruit outside our database for these groups.)

We have found that if we do not offer enough incentive for respondents to make it worth their while, we have a very large percent of respondents who will promise to be here, but never show up.

I am expecting that some in this particular age group will have commitments to young children, therefore, needing to find and pay for childcare; some will need to find and pay for transportation; two additional legitimate reasons to offer at least the standard amount of incentive.

By offering \$50 we could not successfully recruit and insure a good show rate to meet your expectation of seating 8 respondents per group.

Please be assured that by offering the standard amount your chances of having enough respondents actually show will be much higher.