

**National Telecommunications and Information Administration
DTV Focus Group Screener**

Hello. My name is _____ and I am working with a national agency that's interested in hearing different opinions about a type of technology that's used for television. To get these opinions, we are recruiting participants to come to a 90- minute discussion group to talk about some of these issues. Everyone who participates will be paid \$(amount). First, we need to ask you a few quick questions. Do you have time now to answer them?

1. Do you or does anyone in your household work in any of the following?
 Advertising, public relations and/or market research.....Terminate
 No.....Continue

2. Do you currently have cable TV, satellite or another pay TV service (i.e., Fios) on one or more of the TV's in your home?
 No..... Continue
 Yes.....Terminate

3. Do you currently have a TV that uses rabbit ears or a rooftop antenna with a converter box in your home?
 No..... Continue
 Yes.....Terminate

4. Who in your family usually makes cable/satellite services decisions?
 Self.....Continue
 Shared equally with someone else.....Continue
 Someone else.....Terminate

5. Which of the following best describes your race or ethnicity? (Note: Termination criterion will vary by group)
 Black or African American
 White
 Hispanic/Latino
 Asian or Asian Pacific Islander
 Native American
 Other_____

6. Check Gender (ensure mix of male and female participants per group)
- () Male.....Continue
- () Female.....Continue
7. Which of the following categories best describes your age? (aim for mix of ages, except for senior specific groups)
- () 18 to 24
- () 25 to 34
- () 35 to 44
- () 45 to 65
- () 66 and above

[Questions number 8 – 10 for Hispanic/Latino participants only]

8. Do you speak English fluently?
- () No.....Recruit for Spanish dominant group
- () Yes.....Terminate
9. In what country were you born?
- _____ (record country)
10. Can you tell me about an activity you like to do in your free time? (Note: This question is intended to establish whether the respondent is reasonably articulate, fluent in Spanish for Spanish dominant group and fluent in English for English dominant group, and willing to converse. If respondent has difficulty speaking, serious speech impediment or has trouble communicating (e.g., “shuts down”), thank and terminate.
11. Which of these best describes your household income? (NOTE: Income ranges may vary by market; these ranges are based on Memphis statistics, where the median HHI is 28,000 for African Americans).
- Less than 15,000
- 16,000 to 25,000
- 26,000 to 30,000
- 31,000 to 43,000
- 44,000 and aboveTerminate

12. Which of the following best describes your educational level? (Read and record response)?
- Less than high school
 - High school graduate/GED
 - 2 year college/trade school
 - Bachelor's degree..... Terminate
 - Graduate degree..... Terminate

13. What is your current marital status?

- Single
- Married
- Divorced
- Widowed

Invitation

Thank you. On [date] from [time] to [time], we will be holding the discussion group. Are you interested in participating? If yes, record name address, phone number. Also ask: Do you wear glasses or use a hearing aid? If so, please remember to bring them so that you may see and hear everything clearly.

If no, thank the individual and terminate.

NAME _____

HOME PHONE _____

ADDRESS _____

WORK PHONE _____ CELL PHONE _____ E-MAIL

Thanks, again, for your time and we'll see you at the group!