

**ATTACHMENT 3**

Focus Group Screener

**Focus Group Screener –Audience Analysis of Environmental Health Issues**

Hello, I’m \_\_\_\_\_ with \_\_\_\_\_, an independent consumer research firm. We are not selling or promoting any product or service. We are conducting a focus group on people’s attitudes about global warming and climate change. Everyone who participates in these discussions will receive \$75.00. I would like to ask you some questions to see if you qualify for one of the discussion groups. These questions will only take a few moments to answer. The groups will be held at [times] on [date] at [location] and will last about two hours. Refreshments will be served. Do you have time now to answer a few questions?

**Recruit 12 to seat 9 respondents in the room**

**NOTE:** Use the following language to “terminate” call throughout screening process:

*“Thank you for taking the time to answer our questions. Unfortunately, the category you fall into is currently full. If it should open back up, may we call you back?”*

- 1. Are you currently a resident of Santa Rosa, California?  
 Yes.....Continue  
 No.....Terminate
  
- 2. I will read you a list of series of activities that people sometimes engage in. For each activity, please tell if you currently do this activity and if you started this do this activity within the last 18 months. PLEASE tell me if you have started one these behaviors within the last 18 months. **(MUST HAVE STARTED ONE OF THESE ACTIVITIES IN THE LAST 18 MONTHS).**

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	Current Activity		Started in the last 18 months	
	Yes	No	Yes	No
Buy environmentally friendly products				
Buy energy-efficient appliances/insulation				
Buy products made from recycled paper/plastic				
Use less gas by driving less or getting a more fuel-efficient car				
Remind others to be environmentally conscious				
Use less energy at home (lights, AC, heat)				
Punish companies with bad environmental records by not buying their products				
Use a reusable shopping bags when grocery shopping				
Buy organic food				
Vote for candidates with the best environmental records				
Recycle at home				

3. Using a 5-point scale, where 1 = strongly disagree and 5=strongly agree, please tell me how much you agree or disagree with the following statement: **(MUST GIVE RATING OF 3 OR HIGHER ON THIS QUESTION TO CONTINUE)**

Strongly Disagree                      Strongly Agree  
 1      2      3      4      5

Global warming is a very serious problem.

4. Have you EVER done one of the following activities? **(RECRUIT A MINIMUM OF 4 RESPONDENTS WHO HAVE DONE ONE OR MORE OF THESE ACTIVITIES)**

	YES	NO
Written or called any politician at state, local, or national level		
Attended a public meeting on town or school affairs		
Served on a committee for a local organization		
Written a letter to the editor of a newspaper, magazine or called a radio or TV show to express an opinion		
Served as an officer of a club or organization		

5. Have you or anyone in your home worked in or retired from any of the following industries? (Read and record response)

- ( ) Marketing or public relations.....Terminate
- ( ) Advertising .....Terminate
- ( ) Market research.....Terminate
- ( ) None of the above.....Continue

6. Have you participated in a focus group study within the last 6 months?

**(Record response)**

( ) Yes.....Terminate

( ) No.....Continue

**DEMOGRAPHICS**

7. GENDER

Males \_\_\_\_\_

Females \_\_\_\_\_

8. Which of the following best describes your age?

( ) 18-45.....Continue

( ) 46-60.....Continue

( ) 60 or older.....Continue

9. Which of the following best describes your education?

( ) Less than high school degree.....Continue

( ) High school degree.....Continue

( ) Some College.....Continue

( ) College degree.....Continue

( ) Graduate degree.....Continue

10. Employment Status

NAME \_\_\_\_\_

HOME PHONE \_\_\_\_\_

WORK PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_