



SHUGOLL RESEARCH
 7475 Wisconsin Avenue
 Suite 200
 Bethesda, Maryland 20814
 (301) 656-0310
 www.shugollresearch.com

AIR0901
CIRCLE

December 17 – Certificate – 6PM 1
 December 17 – Non-Certificate – 8PM 2
 December 18 – Certificate – Noon 3

COGNITIVE FOCUS GROUP SCREENER
 (DRAFT 12/03/09)

RESPONDENT NAME: _____

DATE RECRUITED: _____ RECRUITED BY: _____

DATE CONFIRMED: _____ CONFIRMED BY: _____

RECRUIT 12 FOR 8 TO 10 TO SHOW PER GROUP.

Hello, this is _____ from Shugoll Research, an independent research firm. We are conducting a brief, but important research study on education and career development sponsored by the National Center for Education Statistics and other federal statistical agencies. This is strictly research. Your participation is voluntary and confidential, and you will receive no sales pitch or follow-up calls based on your participation. I'd like to ask you a few questions.

1. First, which of the following categories best describes your level of education? (READ LIST)

	<u>CIRCLE ONE</u>	
Less than a high school degree	1	→(THANK AND TERMINATE)
High school degree or GED	2	
Some college, no degree	3	→(CONTINUE)
Associate's degree (AA, AAS)	4	
Bachelor's degree or higher	5	
Other (SPECIFY) _____	6	→(THANK AND TERMINATE)
(DO <u>NOT</u> READ) Don't know/refused	7	



2. Do you have a professional certification in any of the following fields? (READ LIST. CIRCLE ONE PER ROW)

	<u>Yes</u>	<u>No</u>
<u>Technology</u> (i.e., system administrator, network professional/architect, IT professional, enterprise developer, etc.)	1	2
<u>Health care</u> (i.e., nursing, case management, occupational/physical therapy, social work, counselor, etc.)	1	2
<u>Business</u> (i.e., financial planning, accounting, human resources, marketing, consulting, etc.)	1	2
<u>Construction</u> (i.e., construction project management, construction safety, contracting, etc.)	1	2

↓

(MUST HAVE AT LEAST ONE CIRCLED TO QUALIFY FOR "CERTIFICATE" GROUPS. RECRUIT A MIX. SKIP TO Q. 4)

↓

(IF "NO" TO ALL, CONTINUE WITH Q. 3A)

3a. Do you have any other type of certification, certificate, license, or similar qualification?

CIRCLE ONE

Yes	1	→(RECRUIT FOR "NON-CERTIFICATE" GROUP AND CONTINUE WITH Q. 3b)
No	2	→(SKIP TO Q.3c)

3b. What type of qualification do you have? (RECRUIT A MIX)

_____ (RECORD)



3c. How interested would you be in getting a professional certification, certificate, license or similar qualification in any job or industry? (READ LIST)

		<u>CIRCLE ONE</u>	
	Very interested	4	→(RECRUIT FOR “NON-CERTIFICATE” GROUP AND CONTINUE WITH Q.4)
	Somewhat interested	3	
	Not very interested	2	→(THANK AND TERMINATE)
	Not at all interested	1	
(DO <u>NOT</u> READ)	Don't know	5	

4. Please describe the benefits to you of having a professional qualification. (PROBE) What motivated you (or would motivate you) to obtain the qualifications? (RECORD ANSWER VERBATIM. PROBE AND CLARIFY FULLY.)

ANY SCREENER WITHOUT A VERBATIM ANSWER DOES NOT QUALIFY.
 IF RESPONDENT IS UNABLE OR UNWILLING TO GIVE AN ANSWER IN ENGLISH, THANK & TERMINATE.
 IF RESPONDENT HAS HEAVY ACCENT OR CANNOT MAKE HIM OR HERSELF CLEARLY UNDERSTOOD IN ENGLISH, THANK & TERMINATE.

IF RESPONDENT ONLY GIVES ONE OR TWO WORD ANSWERS AND IS UNWILLING OR UNABLE TO ELABORATE ON MEANING, THANK & TERMINATE

5. Which of the following categories includes your age? (READ LIST)

		<u>CIRCLE ONE</u>	
	Under 21	1	→(THANK AND TERMINATE)
	21 to 25	2	
	26 to 30	3	→(CONTINUE. RECRUIT A MIX OF AGES.)
	31 to 35	4	
	36 to 40	5	
OR	41 or older	6	→(THANK AND TERMINATE)
(DO <u>NOT</u> READ)	Refused	7	



6. And, are you: (READ LIST)

		<u>CIRCLE ONE</u>	
	Employed full-time	1	→(CONTINUE WITH Q.6)
	Employed part-time	2	
	Not employed	3	→(SKIP TO Q.8)
	A full-time student	4	
OR	Retired	5	
(DO NOT READ)	Refused	6	

6. Who is your current employer? (RECRUIT A MIX OF PUBLIC AND PRIVATE SECTOR)

_____ (RECORD)

7. What is your occupation, that is, what type of work do you do? (RECRUIT A MIX OF JOB TYPES)

_____ (RECORD)

8. Could you please tell me with which one of the following groups you identify most strongly? (READ LIST)

		<u>CIRCLE ONE</u>	
	White/Caucasian	1	→(RECRUIT A MIX)
	Black/African American	2	
	Hispanic/Latino	3	
	Asian or Pacific Islander	4	
OR	Part of some other racial or ethnic group	5	
(DO NOT READ)	Refused	6	

9a. Have you ever participated in a research discussion group?

		<u>CIRCLE ONE</u>	
Yes	1		→(CONTINUE)
No	2		→(SKIP TO Q. 10)

9b. How long ago was the last research discussion group you participated in? (DO NOT READ)

		<u>CIRCLE ONE</u>	
Within the past 6 months	1		→(THANK & TERMINATE)
Six or more months ago	2		→(CONTINUE)



9c. What was the topic of the study you participated in? (DO NOT READ)

	<u>CIRCLE ONE</u>	
Education-related	1	→(THANK & TERMINATE)
Job-related		
Other (SPECIFY _____)	2	→(CONTINUE)

10. Using a scale of “1” to “10,” where a score of “10” means that the statement describes you extremely well and “1” means that the statement does not describe you at all, how well does the following statement describe you? (CIRCLE ONE NUMBER BELOW)

	<u>CIRCLE ONE NUMBER</u>										
	<u>Extremely Well</u>										<u>Not At All</u>
I feel comfortable expressing my	10	9	8	7	6	5	4	3	2	1	
opinions in a group	↓										

NOTE: 6 - 10 MUST BE CIRCLED, OTHERWISE THANK AND TERMINATE.

RECORD GENDER. DO NOT ASK.

	<u>CIRCLE ONE</u>	
Female	1	→(RECRUIT A MIX)
Male	2	

INVITATION

We are conducting a panel discussion with about 10 people to discuss education, job skills, and career development preferences. The discussion will be held on _____ at _____ PM. The discussion will take about an hour and a half. A cash gift of \$ _____ 75 _____ will be given to each participant. Are you available to attend the meeting?

	<u>CIRCLE ONE</u>	
Yes	1	→(SEND DIRECTIONS)
No	2	→(THANK AND TERMINATE)

It is possible that during the discussion group you will be asked for your reactions to some written materials. If you require reading glasses, please be sure to bring them to the session. Thank you.