

**DATA USER FOCUS GROUPS  
RECRUITMENT QUESTIONNAIRE**

RESPONDENT'S NAME: \_\_\_\_\_

COMPANY/ORGANIZATION NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE NUMBER: (    ) \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

DATE OF GROUP: \_\_\_\_\_ TIME OF GROUP: (Circle one) 6pm/8pm

INTERVIEWER: \_\_\_\_\_ DATE RECRUITED: \_\_\_\_\_

**(ASK TO SPEAK TO THE PERSON ON LIST OR WHO IS RESPONSIBLE FOR GATHERING AND ANALYZING STATISTICAL INFORMATION AND DATA.)**

**(READ:)** Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a local public opinion and market research firm. We're conducting a short survey on behalf of the U.S. Department of Commerce and I'd like to ask you a few questions. This is not a sales call of any kind. This is a public opinion survey that will take less than five minutes.

**A. (RECORD GENDER. DO NOT ASK.)**

- 01 Male      **→ GET A MIX**  
02 Female

**1. First of all, which of the following best describes the organization where you are employed? (READ LIST.)**

- |    |  |   |                     |
|----|--|---|---------------------|
| 01 | Federal government agency              | → | CONTINUE            |
| 02 | State or local government agency       | → | CONTINUE            |
| 03 | Academic institution                   | → | CONTINUE            |
| 04 | Private sector company or business     | → | CONTINUE            |
| 05 | Non-profit organization or association | → | CONTINUE            |
| 95 | Other                                  | → | THANK AND TERMINATE |
| 99 | Not employed                           | → | THANK AND TERMINATE |

2. As a part of your job responsibilities, do you gather and analyze statistical data about the economy, your industry or your community for making business decisions (such as, for forecasting, marketing, competitive analysis, business development, etc.)?

01 Yes → **CONTINUE**

02 No → **ASK TO SPEAK TO THAT PERSON AND BEGAN BY READING INTRODUCTION.**

3. Which of the following **best** describes the source of the statistical data you use? **(READ LIST.)**

01 The data is originated entirely within your organization → **LIMIT 2 PER GROUP**

02 The majority is originated from within your organization, but you also use some data from outside sources → **LIMIT 2 PER GROUP**

03 The majority comes from sources outside of your organization, but you also use some data originated within, or → **CONTINUE**

04 The data is originated entirely from sources outside your organization → **CONTINUE**

4. How long have you been employed in a position where your responsibilities involve the gathering and analysis of statistical data? **(READ LIST.)**

01 Less than three years or → **LIMIT 2 PER GROUP**

02 More than three years. → **CONTINUE**

5. Which of the following sources do you use to obtain **statistical data or information** about the economy or your industry on a regular basis?

|                                   | <u>Yes</u> | <u>No</u> |
|-----------------------------------|------------|-----------|
| a. Trade or industry associations | •          | •         |
| b. Trade publications             | •          | •         |
| c. Federal Government sources     | •          | •         |
| d. State Government sources       | •          | •         |
| e. Local Government sources       | •          | •         |
| f. State Data Centers             | •          | •         |
| g. Local Chambers of Commerce     | •          | •         |
| h. Other third-party providers    | •          | •         |
| i. Other source: (SPECIFY)        | •          | •         |

→  
→  
→  
→

**AT LEAST ONE-HALF OF THE GROUP MUST ANSWER YES TO ONE OR MORE OF THESE**

6. How would you describe your **use of statistical data** about the economy or your industry?

- |    |                                     |   |                            |
|----|-------------------------------------|---|----------------------------|
| 01 | Heavy user of statistical data      | ➔ | <b>CONTINUE</b>            |
| 02 | Moderate user of statistical data   | ➔ | <b>CONTINUE</b>            |
| 03 | Occasional user of statistical data | ➔ | <b>THANK AND TERMINATE</b> |
| 04 | Don't know                          | ➔ | <b>THANK AND TERMINATE</b> |

7. Are you familiar with any of the following tools and systems for accessing Census Bureau statistical data and which, if any, do you or have you used?

|    |                     | Heard of   |           | Don't know /not sure | Q7A. IF YES: Use/Have Used |           |
|----|---------------------|------------|-----------|----------------------|----------------------------|-----------|
|    |                     | <u>Yes</u> | <u>No</u> |                      | <u>Yes</u>                 | <u>No</u> |
| a. | American FactFinder | 01         | 02        | 99                   | 01                         | 02        |
| b. | DataFerrett         | 01         | 02        | 99                   | 01                         | 02        |
| c. | Quick Facts         | 01         | 02        | 99                   | 01                         | 02        |
| d. | Easy Stats          | 01         | 02        | 99                   | 01                         | 02        |
| e. | Censtats            | 01         | 02        | 99                   | 01                         | 02        |

**(AT LEAST 3/4 OF THE GROUP MUST HAVE HEARD OF OR USED ONE OR MORE OF THESE.)**

8. What is the type or nature of your business or organization? That is, what does your company or organization do? (**PROBE AND CLARIFY.**)

\_\_\_\_\_

9. What is your title or role in your business or organization?

\_\_\_\_\_

**INVITE QUALIFIED RESPONDENT TO GROUP.**

We are conducting a group discussion among local area data users such as yourself on behalf of the U.S. Department of Commerce regarding their use and awareness of sources for statistical data. Please be assured that this will not be a sales meeting. It is a part of a market research study. We think that you will find the discussion very interesting and we'd very much like to include your opinions.

|                  |              |            |                |
|------------------|--------------|------------|----------------|
| <b>Group A –</b> | <b>Month</b> | <b>Day</b> | <b>6:00 pm</b> |
| <b>Group B –</b> | <b>Month</b> | <b>Day</b> | <b>8:00 pm</b> |

The discussion is scheduled for **XXX XX<sup>th</sup> at 6:00 pm at XXXXXXXX**. You will be provided **\$xxx** for attending as a token of our appreciation for your time and opinions. This discussion will last about 2 hours and refreshments will be served.

In addition, anyone who arrives at least 15 minutes prior to the group will be entered into a raffle for an additional \$100.

Will you be able to attend?

- 01 Yes → **CONTINUE**
- 02 No → **THANK AND TERMINATE**

May I please have your full name and confirm your telephone number? Also, so that I may send you a reminder and confirmation letter with directions, may I please have your complete mailing address, including zip code (also, email address)? **(PLACE ALL INFORMATION ON FRONT OF SCREENER)**

To repeat, the group is scheduled for: **XXXX XX<sup>th</sup> at 6:00 pm at XXXXXXXX**. If for some reason you are unable to attend, please call us immediately so we can invite another participant. We are only inviting a small number of people to the discussion.