

Employment Tax Outreach Focus Group Guides
SB/SE Research Project STP0170
Proposed Format for Marketing Research Firm

Test Focus Group (45 Minutes)

1. Start by thanking all for participating, doing introductions (first name only), and explaining purpose of project.
2. How do you feel you did on the test you just took? Can everyone please rate themselves on a scale of 1 to 5 where 1 is no questions correct and 5 is all questions correct? What was easy and what was difficult about the test? Don't know/Guess/Skip?
3. Did the IRS.gov website give you the information you needed to answer the questions? (Show screenshot if needed.) Was it easy or hard to find the information? Was anything in particular missing from the website?
4. Was there any information you felt you needed to complete the test but didn't have? Please explain.
5. How could the website be improved to better help you get the information you need to fulfill Employment Tax requirements? (if necessary, prompt, eg, "make it easier to find the search box," "add a Table of Contents," "make the website faster")
6. How (and when) do you prefer to receive information about Employment Tax requirements (mail, email, website, phone, etc)? Do you prefer to receive information about Employment Tax requirements from the IRS or from some other source?
7. Have you had any real life experiences trying to get information about employment taxes? Or trying to find any type of information on IRS.gov. Please tell us about them.
8. What would make IRS materials appealing to you? What would make you open a mailing or an email? What would make you actually read the materials?
9. Have you heard of the proposed regulation that eliminates Federal Tax Deposit Coupons effective Jan 1, 2011? How did you hear about it? How do you feel about it?
10. Any final comments?

Control Focus Group (45 Minutes)

1. Start by thanking all for participating, doing introductions (first name only), and explaining purpose of project.
2. How do you feel you did on the test you just took? Can everyone please rate themselves on a scale of 1 to 5 where 1 is no questions correct and 5 is all questions correct? How was your experience with the test? What was easy and what was difficult about the test? Don't know/Guess/Skip?
3. Was there any information you felt you needed to complete the test but didn't have? Please explain.
4. How (and when) do you prefer to receive information about Employment Tax requirements (mail, email, website, phone, etc)? Do you prefer to receive information about Employment Tax requirements from the IRS or from some other source?
5. What would make IRS materials appealing to you? What would make you open a mailing or an email? What would make you actually read the materials?
6. Provide screen shot of IRS.gov website(s) used for scenarios. What reaction do you have to this website for obtaining information about Employment Tax requirements? Would you be able to find what you need using this site?
7. Have you had any real life experiences trying to get information about employment taxes? Or trying to find any type of information on IRS.gov. Please tell us about them.
8. Have you heard of the proposed regulation that eliminates Federal Tax Deposit Coupons effective Jan 1, 2011? How did you hear about it? How do you feel about it?
9. Any final comments?