

FTC Communication Support Vendor - Applied Research & Consulting
Senior Fraud Education Focus Groups
 Screener
 March 2013

Recruit 12 respondents (to seat 8-10) per group
Length of screening: Approximately 5 minutes

Group Participants

- **Senior decision-makers** (including activities directors, program directors, facilities supervisors, staff managers, etc.) who select and approve adoption of educational, entertainment and social activities for their organizations.
- **Individual caregivers** (instructors, nurses, social workers, aides, etc.) who work closely with seniors and who have direct experience with senior-directed education programs.

Recruit a mix of decision-makers and caregivers.

Hello, my name is _____, I work with [name of facility] and we're conducting a research study. I would like to reassure you at the outset that I am not trying to sell you anything -- we are conducting a research project and would greatly appreciate your input. I also want to assure you that all of your responses will be kept entirely confidential and that we greatly appreciate your time.

Thank you, I appreciate your taking this time to speak with me.

Respondent Name _____

Gender _____

1. To Begin--do you, or does any member of your household or immediate family currently work in or study, (or EVER worked in or studied) any of the following:

- () Marketing or Market Research
- () Advertising or Public Relations
- () The media, in any format, including print, broadcast, satellite cable TV, radio and or the Internet
- () Journalism / Reporting
- () The entertainment industry, in any medium, including TV, film, theatre, radio, print and/or the Internet
- () A consultant to any of the above

[TERMINATE IF YES TO ANY OF THE ABOVE]

2. When was the last time, if ever, that you participated in a market research group discussion, focus group, or individual interview?

- () Within the past 6 months **[TERMINATE]**

3. Which of the following best describes your place of employment?

- () A living facility for seniors (e.g. assisted living facility, nursing home, etc.)
- () A community center that has programs for seniors (e.g. public library, YMCA, etc.)
- () Other **[TERMINATE]**
- () Don't know **[TERMINATE]**

4. Are you involved in the selection and approval of education, entertainment and social activities for seniors you work with?

- () Yes **[Recruit for GROUP 1]**
- () No **[TERMINATE]**
- () Don't know **[TERMINATE]**

5. What is your exact Title? _____