

**FTC Communication Support Vendor - Applied Research & Consulting**  
**Senior Fraud Education In-depth Interview**  
 **Screener**  
 **March 2013**

**Interview Method:** Telephone or In-person

**Length of Screening:** Approximately 5 minutes

**Interview Participants**

Active institutional decision-makers regarding the adoption of educational programs, entertainment programs, and social activities in assisted-living facilities, senior residence communities, local community centers, public libraries, YMCA's/YMHA's, etc.

Hello, my name is \_\_\_\_\_ and I'm with Applied Research and Consulting, an independent research firm in New York. My firm is conducting a national study on education initiatives for senior populations. Because of your relevant experience and expertise, we would like to hear your thoughts on this subject. Before we begin, I 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? \_\_\_\_\_