

## **B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

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*1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.*

This question does not directly apply to this project since it is qualitative in nature (focus groups.) It is not quantitative and does not include statistical methods.

However, we will need to recruit participants for the focus groups.

The focus group sites (Silicon Valley, Washington DC area, and northern New Jersey) were selected using existing data on the geographical breakdown of women who have applied for and received patents and trademarks. Areas with high concentrations were selected to provide an adequate number of participants for the focus groups.

For each focus group facility, a list was developed of towns within commuting distance of that facility and the United States Patent and Trademark Office (USPTO) data was used to generate a list of women who applied for and received patents and trademarks in those towns. (Nationally, there are 7.8 million women-owned businesses according to the U.S. Census Bureau and an estimated 60,000 patents were granted to women in the past three years. This number is estimated because the USPTO does not track gender and is taken from past NWBC research.)

To recruit qualified participants, the following process has been developed. First, randomized phone calls are made to identify potential participants using a standardized script which explains the purpose of the call and the importance of the study. The script carefully screens participants to determine their entrepreneur status and their knowledge of the intellectual property process. Multiple attempts are made to reach respondents via phone if they do not answer on the first try in order to increase the response rate.

A sample script is presented here, although each one will be customized to suit the conversation that takes place:

1. Hello, my name is [name] and I am with Delixus in Concord, California.
2. I'm calling you because you're a woman entrepreneur. (This is not a sales call.)
3. The National Women's Business Council has commissioned a study of women entrepreneur.
4. As part of the study we're inviting you to participate in a focus group for women who have applied for and/or received a US patent or trademark.
5. This is a nationwide study and three separate focus groups will be held in the San Francisco bay area in April.

6. The purpose is to probe in-depth the perceptions of women entrepreneurs about IP protection, suggest remedies, and formulate areas for future research.
7. Do you have any questions before I go on?

Most common questions expected:

1. What is the National Women's Business Council? Answer: The NWBC is a nonpartisan federal advisory Council created to serve as an independent source of advice and policy recommendations to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners.
2. What's the catch? Answer: There is none. This is an invitation to contribute to the development of women entrepreneurs and women's intellectual property. It is a chance to share your opinion.
3. When and where will the focus group be held? Answer: \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_ am/pm.
4. What about parking and commuting costs? Answer: There will be an honorarium of \$\_\_\_ to cover your costs.

2. Describe the procedures for the collection of information including:

- \* Statistical methodology for stratification and sample selection,
- \* Estimation procedure,
- \* Degree of accuracy needed for the purpose described in the justification,
- \* Unusual problems requiring specialized sampling procedures, and
- \* Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

There is no survey associated with this project so this question does not apply. The information being collected in the focus groups is only qualitative in nature and is simply the conversations that take place during the groups.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

When recruiting participants for the focus groups multiple attempts will be made to reach each potential participant to increase the response rate. Once the members have been recruited, however, there is no survey to complete. Instead, their responses will be the conversation that occurs during the focus groups. Participants are being paid a small incentive to cover their time and transportation costs and to decrease the chance they will not attend the group. Focus groups rarely see a large flake rate, however, so we do not foresee this as a problem.

The National Women's Business Council (NWBC) does not plan to generalize the findings from these groups to the entire population of women entrepreneurs. Instead, the purpose of the groups

is to bring to light potential barriers that women face when protecting their intellectual property so that further studies can be done in this area.

*4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of test may be submitted for approval separately or in combination with the main collection of information.*

There are no specific tests or procedures since there is no survey associated with this project.

Instead, six focus groups will be used to collect this data. They will be conducted by a professional focus group moderator and will generally follow the questions outlined in this package to ensure the same methods are followed in each group.

*5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.*

Delixus, Inc. will be coordinating and conducting the focus groups and reporting on the results. The head researcher on the project is Dr. Nazeer Ahmed and he can be reached at 925-672-2623 or nazeer.ahmed@delixus.com.