

# Script for Outgoing Calls

## Women Entrepreneurs, Self-Limiting Perceptions, and Segmentation Focus Groups

ANSWERED PHONE: Hello, may I please speak to \_\_\_\_\_?

IF NO: I'm calling from SSI to ask her about participating in a focus group for the National Women's Business Council. She can reach me at [phone number]. REPEAT CALL LATER.

IF YES: Hello, this is \_\_\_\_\_ from SSI. The National Women's Business Council, an advisory group to the president, Congress, and U.S. Small Business Administration, is conducting research concerning women business owners and their business growth. I'm calling to see if you would be interested in sharing your perspectives in a focus group about issues that affect women business owners like yourself. This call will take at most five minutes, and your participation is entirely voluntary. If you're eligible and participate, you could receive up to \$175 (\$25 in cash, plus an opportunity to win \$150 in a drawing—there is one drawing per group). [IF AGREES TO CONTINUE] Let me ask you a few questions to see if you qualify. You do not have to respond to these questions unless they were approved by the federal Office of Management and Budget. The approval was received, and the control number is [OMB CONTROL NUMBER].

### Screener Survey

1. Do you currently employ anybody other than yourself through your business, not including contractors?
  - IF ONE OR MORE: How many employees do you have? RECORD NUMBER. CONTINUE TO Q2.
  - IF MORE THAN 99: I'm sorry, but you are not eligible to participate in the focus group because your business is larger than what we are looking for. Thank you for your interest.
  - IF NONE: I'm sorry, but you are not eligible to participate in the focus group because you do not employ staff. Thank you for your interest.
  
2. Which sector do you work in?
  - a. Health care and social assistance
  - b. Professional and business services
  - c. Manufacturing
  - d. Information
  - e. Financial activities

- f. Construction
- g. Leisure and hospitality
- h. Educational services
- i. Other services

RECORD AND CONTINUE TO Q3.

IF NONE OF ABOVE: I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted sectors. Thank you for your interest.

3. And within that group, what is your industry? IF NOT CLEAR MATCH BETWEEN LISTED INDUSTRY AND RESPONSE, READ OPTIONS: Does your business fall into one of the following industries/the following industry?

IF ANSWERED A TO Q2:

- a. Home health care (NAICS 6216) [INCLUDES NURSING SERVICES, COUNSELING, COMPANION, PERSONAL CARE, SPEECH THERAPY, DIETARY, AND SIMILAR SERVICES PROVIDED IN THE HOME.]
- b. Individual and family services (NAICS 6241) [INCLUDES SERVICES TO YOUTH AND FAMILIES, ELDERLY, OR PERSONS WITH DISABILITIES.]
- c. Outpatient, laboratory, and other ambulatory care services (NAICS 6214, 6215, 6219) [INCLUDES FAMILY PLANNING CENTERS, OUTPATIENT MENTAL HEALTH AND SUBSTANCE ABUSE CENTERS, OTHER OUTPATIENT CARE CENTERS, ANY HEALTH-RELATED LABORATORY (ANALYTIC OR DIAGNOSTIC).]
- d. Offices of health practitioners (NAICS 6211, 6212, 6213)
- e. Community and vocational rehabilitation services (NAICS 6242, 6243) [INCLUDES COMMUNITY EMERGENCY RELIEF SERVICES, HOUSING SERVICES, AND FOOD SERVICES; PROVIDERS OF JOB TRAINING, JOB COUNSELING, WORK EXPERIENCE TO PERSONS WITH DISABILITIES OR WHO ARE UNEMPLOYED OR UNDEREMPLOYED. ]
- f. Child day care services (NAICS 6244)

IF NONE OF ABOVE - I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.

ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED B TO Q2:

- a. Management, scientific, and technical consulting services (NAICS 5416) [INCLUDES MANAGEMENT CONSULTING, ENVIRONMENTAL CONSULTING, AND OTHER SCIENTIFIC/TECHNICAL CONSULTING SERVICES.]

- b. Computer systems design and related services (NAICS 5415) [INCLUDES THOSE PROVIDING SOFTWARE WRITING, MODIFICATION, TESTING; DESIGNING COMPUTER SYSTEMS; ON-SITE COMPUTER SYSTEM OR DATA-PROCESSING FACILITIES MANAGEMENT; AND OTHER PROFESSIONAL/TECHNICAL COMPUTER CONSULTING.]
- c. Facilities support services (NAICS 5612) [INCLUDES PROVIDING STAFF TO PERFORM SUPPORT SERVICES WITHIN FACILITIES (LAUNDRY, SECURITY, RECEPTION, JANITORIAL, ETC.) AND PRIVATE JAIL SERVICES OR OPERATORS OF CORRECTIONAL FACILITIES.]
- d. Other professional, scientific and technical services (NAICS 5419) [INCLUDES PROFESSIONAL, SCIENTIFIC, TECHNICAL CONSULTING *OTHER THAN* ARCHITECTURE OR ENGINEERING, LEGAL, ACCOUNTING, SCIENTIFIC RESEARCH AND DEVELOPMENT OR CONSULTING, COMPUTER DESIGN, SPECIALIZED DESIGN SERVICES, ADVERTISING, OR PUBLIC RELATIONS.]

IF NONE OF ABOVE - I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.  
ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED C TO Q2:

- a. Veneer, plywood, and engineered wood product manufacturing (NAICS 3212)
- b. Cement and concrete product manufacturing (NAICS 3273)
- c. Sawmills and wood preservation (NAICS 3211) [INCLUDES PRODUCING BOARDS, BEAMS, WOOD CHIPS, ETC. AND TREATING WOOD WITH CREOSOTE OR OTHER CHEMICAL COMPOUNDS.]

IF NONE OF ABOVE - I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.  
ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED D TO Q2:

- a. Software publishers (NAICS 5112) [INCLUDES SOFTWARE DESIGN, REPRODUCTION, PUBLISHING, AND DISTRIBUTION.]

IF NONE OF ABOVE - I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.  
ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED E TO Q2:

- a. Commercial and industrial machinery and equipment rental and leasing (NAICS 5324)
- b. Lessors of nonfinancial intangible assets (except copyrighted works) (NAICS 533) [INCLUDES ASSIGNING RIGHTS TO TRADEMARKS, BRAND NAMES, PATENTS, ETC. OR WHO HOLD THESE RIGHTS AND LEASE THEM TO OTHERS.]

IF NONE OF ABOVE - I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.

ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED F TO Q2:

- a. Construction (NAICS 23) [INCLUDES ANY TYPE OF BUILDING, ROAD, ETC. CONSTRUCTION, SITE PREPARATION, AND BUILDING REPAIR OR ALTERATION.]

IF NONE OF ABOVE: I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.

ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED G TO Q2:

- a. Automotive repair and maintenance (NAICS 8111)

IF NONE OF ABOVE: I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.

ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED H TO Q2:

- a. Other educational services (NAICS 6114, 6115, 6116, 6117) [INCLUDES BUSINESS, COMPUTER, AND MANAGEMENT TRAINING; TECHNICAL AND VOCATIONAL TRAINING; AND THOSE SUPPORTING EDUCATION VIA SERVICES (E.G., TESTING, TUTORING, COLLEGE SELECTION, STUDENT EXCHANGE PROGRAMS, ETC.).]

IF NONE OF ABOVE: I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.

ALL OTHERS, RECORD AND CONTINUE TO Q4.

IF ANSWERED I TO Q2:

- a. Grantmaking and giving services and social advocacy organizations (NAICS 8132, 8133) [INCLUDES FOUNDATIONS AND CHARITABLE TRUSTS AND THOSE RAISING FUNDS FOR SOCIAL WELFARE ACTIVITIES.]

IF NONE OF ABOVE: I'm sorry, but you are not eligible to participate in the focus group because you are not in one of the targeted industries. Thank you for your interest.

ALL OTHERS, RECORD AND CONTINUE TO Q4.

- 4. Is it a priority for you to expand your business over the next three to five years?

IF YES, CONTINUE TO Q5.

IF NO: I'm sorry, but you are not eligible to participate in the focus group because you do not plan to expand your business in the near future. Thank you for your interest.

- 5. What are your business growth goals?

- a. More than 20% per year
- b. 5-20% per year
- c. Less than 5% per year

IF SELECTS A, ELIGIBLE FOR HIGH-GROWTH STRATEGY/EXPECTATIONS GROUP.

IF SELECTS B, ELIGIBLE FOR MODERATE-GROWTH GROUP.

IF SELECTS C, NOT ELIGIBLE FOR EITHER GROWTH GROUP.

CONTINUE FOR ALL.

- 6. Do you have any children under age 18 at home?

IF YES: How many do you have? RECORD. What ages are they? RECORD AND CONTINUE. ELIGIBLE FOR CHILDREN-AT-HOME GROUP.

IF NO, RECORD AND CONTINUE. NOT ELIGIBLE FOR CHILDREN-AT-HOME GROUP.

- 7. How often do you use the services of outside advisors (financial, legal, human resources, management, etc.) to support your business?

- a. At least once a month
- b. A few times a year
- c. About once a year
- d. Every few years
- e. I have not used outside advisors

IF SELECTS A, ELIGIBLE FOR FREQUENT-USERS-OF-OUTSIDE-ADVISORS GROUP. ALL OTHERS INELIGIBLE FOR THAT GROUP. CONTINUE.

### **Eligibility Determination**

DETERMINE WHICH GROUP ELIGIBLE FOR, AND BASED ON SLOTS AVAILABLE, ASSIGN TO GROUP. IF ELIGIBLE FOR MORE THAN ONE GROUP, GIVE PRIORITY TO HIGH-GROWTH GROUP, THEN MODERATE-GROWTH GROUP, THEN FREQUENT-USERS GROUP, THEN CHILDREN-AT-HOME GROUP.

### **Focus Group Reservation**

IF SLOTS ARE AVAILABLE IN GROUP OF ELIGIBILITY: You are eligible to participate. The focus group will be held on [DATE] at [TIME] in [CITY]. Will you be able to attend at that time?

IF AVAILABLE FOR THAT GROUP: Great! I've signed you up for the focus group on [DATE] at [TIME]. The focus group will take place at [LOCATION]. You will receive a confirmation letter from Public Policy Associates, the group facilitator, with a map and directions to the focus group facility. Can we have your e-mail address for this purpose? It will not be used in any other way.

IF YES, RECORD AND CONFIRM. CONTINUE.

IF NO: That's okay. The information can be mailed to you. What is your address? RECORD AND CONFIRM. CONTINUE.

You will also receive a reminder phone call a day or two before the focus group from Public Policy Associates. Should they call you at [READ THE PHONE NUMBER CALLED]? RECORD NEW NUMBER IF APPLICABLE.

Remember that in order to receive your cash incentive, and an opportunity to win the drawing, you must arrive on time and stay for the full two hours of the focus group. I'm sorry, but we cannot accommodate children at the focus group facility. If you have any questions or if you need to cancel, please call 1-800-665-8449 and ask for [PPA FOCUS GROUP ASSISTANT NAME].

IF NOT AVAILABLE FOR THAT GROUP AND QUALIFIES FOR ANOTHER GROUP: You are eligible to participate. The focus group will be held on [DATE] at [TIME] in [CITY]. Will you be able to attend at that time?

IF AVAILABLE FOR THAT GROUP: Great! I've signed you up for the focus group on [DATE] at [TIME]. The focus group will take place at [LOCATION]. You will receive a confirmation letter from Public Policy Associates, the group facilitator, with a map and directions to the focus group facility. Can we have your e-mail address for this purpose? It will not be used in any other way.

IF YES, RECORD AND CONFIRM. CONTINUE.

IF NO: That's okay. The information can be mailed to you. What is your address? RECORD AND CONFIRM. CONTINUE.

You will also receive a reminder phone call a day or two before the focus group from Public Policy Associates. Should they call you at [READ THE PHONE NUMBER CALLED]? RECORD NEW NUMBER IF APPLICABLE.

Remember that in order to receive your cash incentive, and an opportunity to win the drawing, you must arrive on time and stay for the full two hours of the focus group. I'm sorry, but we cannot accommodate children at the focus group facility. If you have any questions or if you need to cancel, please call 1-800-665-8449 and ask for [PPA FOCUS GROUP ASSISTANT NAME].

REPEAT ABOVE SEQUENCE FROM "IF NOT AVAILABLE FOR THAT GROUP AND QUALIFIES FOR ANOTHER GROUP" IF ANOTHER GROUP FOR WHICH PERSON QUALIFIES.

IF AVAILABLE FOR NONE OF GROUPS FOR WHICH PERSON QUALIFIES: Can I put you on our backup list in case there is a change? RECORD. Thank you for your willingness to participate.

IF SLOTS ARE FULL FOR GROUP[S] OF ELIGIBILITY: That focus group is currently full, but can I add your name to our reserve list in case somebody cancels? RECORD.