

**Attachment 1**  
 **Screener Guide**  
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**Participant Screener, Confirmation Letter, and  
Reminder Phone Script for Chinese LEP Taxpayer Preference Study  
OMB # 1545-1349**

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## Screener Guide

IRS W&I Language Services  
Chinese Limited English Proficient (LEP) Taxpayer Preference

Recruiting instructions:

- Recruit six groups: three in New York City and three in Los Angeles (May 2011)
- Recruit 10 participants for each group (for 8-10 to show)
- Participants for the individual group should be individual Chinese LEP taxpayers, over age 18 who filed a Form 1040 federal tax return in 2011 or 2010. (We prefer recent filers but realize that participants being recruited might not have yet filed their return for this year yet)
- Participants for the small business group should be Chinese LEP taxpayers who file a Form 1040 federal tax return with a Schedule C in 2011 or 2010. (We prefer recent filers but realize that participants being recruited might not have yet filed their return for this year yet)
- Participants should speak Mandarin Chinese and be able to read and write in Chinese but will not restrict by written (either Simplified or Traditional Chinese).
- Recruiters, please dial and recruit for a mix of gender using focus group recruiting facility lists

The Internal Revenue Service (IRS) is interested in gathering information to better understand your needs and interactions with the IRS to improve IRS services in Chinese. We are seeking participants to join a two-hour in-person focus group discussion around this topic. This is an opportunity for you to help the IRS improve services to limited-English proficient Chinese taxpayers. Your participation with this research is voluntary, and your help on this project would be very much appreciated. As a token of our appreciation for your time, you will receive \$100 after the session has ended. The location we are recruiting for is in [state appropriate location: downtown Los Angeles/New York]. The session will be video-taped; however, only first names will be used during our discussion. The information gathered will be used for research purposes only and we will not report any identifying information. Your honest feedback is appreciated.

Are you interested in participating?

- Yes
- No [*terminate*]

Please answer the following questions.

1. First, please let me know which of the following categories your age fits within

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- Younger than 18 (*Thank and end call. Refer to terminate text at the end of this script*)
- 18 to 33
- 34 to 44
- 45 to 64
- 65 and older
- Prefer not to answer

2. Who was the main person who prepared your most recent federal taxes? Was it:

*[Recruit for mix]*

- You (yourself)
- Other *[Skip to Q4]*

*[If self-preparer in Q2, ask:]*

3. How did you prepare your most recent federal tax return?*[read list]*

*[Recruit for mix]*

- By hand
- By hand and computer software
- By computer software

4. Do you:

*[Recruit two W-2 filer groups and one small business group for each location]*

Own your own small business (file 1040 with a Schedule C)

Work for someone else or company (file a 1040, no schedule C and receives W-2 form at end of year)

The focus group will take place on *[Specify date and time]*.

We will mail information to you about the facility name and location.

I'm glad that you will be able to join us! Again, you will receive \$100. We will also serve refreshments. We would like to send you a confirmation letter and directions to the facility.

What is your mailing address so that we know where to send this information to?

Name \_\_\_\_\_

Address \_\_\_\_\_

We would also like to give you a reminder call prior to the focus group. May we have the best number to call? (If yes, record number dialed, If no, ask: "What is the preferred number where we can reach you?")

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Phone number \_\_\_\_\_

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to participate. Please call *[insert recruiter contact and phone]* if this should happen. We look forward to having you participate on *[insert day]* at *[insert time]*.

Do you have any questions?

Great! Thank you for your time and we will be in touch again the day prior to the focus group. Please remember to bring reading glasses if you use them.

**TERMINATE TEXT**

Thank you very much for your time, and thank you for answering our questions. Unfortunately, based on the focus group requirements, we cannot extend you an invitation. Perhaps at a later time we can include you in a future focus group. Have a good *[day/evening]*.

The Paperwork Reduction Act required that IRS provide an OMB Control Number on all approved public information requests. That number is OMB 1545-1349. Also, if you like, I can give you a name and address where you can send comments and questions regarding this process or suggestions for making it simpler.

Send your comments and suggestions to:  
Internal Revenue Service  
Tax Product Coordinating Committee  
1111 Constitution Avenue NW  
Washington, DC 20224

Thank you and have a nice day. We look forward to meeting with you on (DATE).

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**Confirmation Letter**

<Insert date>

Dear <insert name>,

Thank you for agreeing to participate in a focus group discussion on <insert date> at <insert time> at <insert facility name>. Please arrive 15 minutes before the start of the focus group so that you can complete some paperwork and have something to eat. Snacks and refreshments will be provided. As a thank you for participating in the focus group, you will be given \$100 at the end of the discussion.

The directions to the facility are attached. We are accessible by public transportation [insert bus number/subway station as appropriate]. If you would like to drive, parking is available [insert information about parking and any costs].

If you have any questions, please call <insert facility manager's name> at <facility phone number>.

Thank you for your time and participation.

[Insert facility manager's name]  
[Insert name of facility] on behalf of PCG

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**Reminder Phone Script**

*To be used no more than 24 hours prior to the scheduled focus group. If participant is not available, leave voice mail message and try back later.*

Hello, may I speak to <insert name>? Hi, my name is <insert recruiter's name> and I work for PCG. I'm calling to remind you about the focus group you agreed to participate in tomorrow at <insert time> at <insert location>. Are you still able to participate? Great! I <mailed/e-mailed> you directions to our facility. Did you receive the directions? **[If no, read directions and follow with an e-mail.] [If yes]** Do you have any questions about how to get to the facility?

Please remember to bring reading glasses if you use them. If you need to cancel for any reason, I would appreciate if you would call me at ][insert phone number].

We look forward to seeing you tomorrow.

Attachment 2  
Moderator's Guide  
IRS W&I Language Services

**Chinese Limited English Proficient Taxpayer Focus Group Moderator's Guide**

Hello! I'm (CHINESE MODERATOR'S NAME) from Pacific Consulting Group and will be moderating today's group discussion. The purpose of this focus group is to discuss taxpayer preferences for receiving IRS services among Chinese taxpayers.

First, I would like to thank all of you for coming in today. Our discussion will take about two hours. I would like to know your real attitudes and feelings, so please be as open and frank with me as you can. Your comments and suggestions are very important to us and will be used to help the IRS improve services to limited English Chinese taxpayers.

I am not an IRS employee, and I work for Pacific Consulting Group. I was hired to get your perceptions, opinions, and suggestions. There are no right or wrong answers; so please don't hold back. My job as a moderator is to:

- Help guide the flow of conversation
- Make sure everyone's comments are heard
- Ensure that questions about various aspects of the topic are covered

**Also, our clients are viewing the session and the discussion is being video-taped.** However, only first names will be used during our discussion. The information gathered will be used for research purposes only and we will not report any identifying information. Your honest feedback is appreciated.

**Introductions -10 minutes**

*[Moderator: Gather responses in a roundtable fashion]*

To get started, let's introduce ourselves. Please tell us your first name, the city you're located in, and whether you prepare your return yourself or use a preparer, friend, relative, etc. Let's start with.....

**I. Discussion - Service Preference 30 minutes**

Now let's discuss your interactions with the IRS.

1. First, describe the process you use to obtain information about preparing your taxes or for responding to letters from the IRS.

Probe: where do you go and from whom do you seek information?

2. Who has contacted the IRS directly? For those of you who have contacted the IRS, What are the situations that prompted you to contact the IRS directly?

Probe: forms and pubs, refund info, prior year return info, tax law questions, payment or account questions, return prep assistance, response to an IRS notice, application for an EIN/TIN, healthcare act info, etc.

3. How did you contact the IRS [which channels?]

*Probe: telephone (1800 number), face to face (walk-in office), irs.gov*

3. Before choosing a method of contacting the IRS, how did you decide what will be the best method for you to use?

*Probe: When appropriate, ask: “what do you mean” or “what does that mean to you” when vague terms are used (i.e. convenience, effectiveness, helpfulness, etc.).*

4. Does the method of contacting the IRS depend on the issue you are contacting the IRS about? If so, what are some of the determining factors by issue?

Why did you use this (method) to deal with this issue?

Does your choice of communication method change based on the issue you need to address?

What other factors affect your choice of method to contact the IRS

What are some of the reasons you did you not choose alternative methods? [*moderator: test if the reason is due to lack of awareness, prior experience (e.g., tried to find something on the web and couldn't), or simply a true preference for their channel of choice*]

5. Did you find the information you were seeking? If not, how did you get your issue resolved?

## **II. Conjoint Task: 30 minutes**

Now I'd like each of you to go the computers that we have set up in the room and complete a survey about preferred ways to contact the IRS. We have facilitators to assist you with using the computers. This exercise should take about 30 minutes.

## **III. Multilingual Gateway Review Task: 40 minutes**

The next task is to review information that is available in Chinese on the IRS website. Please stay at your computers and go to [www.irs.gov](http://www.irs.gov)

1. Please try and find information in Chinese? [*Pause and note how many people are able to locate the multilingual gateway section easily*]

2. Spend about 5 minutes reviewing the Chinese content (select sections of Pub 17)

What are your initial reactions to the content?

How useful is this information?

3. Pretend you are looking for information on the earned income tax credit (EITC). Take a few minutes to locate and read that information? [*Pause for about 10 minutes*]

How easily were you able to find the information?

Can anyone not read the content? [*check for anyone not understanding simplified Chinese and note Chinese origin*]

Based on what you read, do you understand the benefit of applying for EITC?

Did you understand the eligibility requirements?

Do you understand how to apply for EITC after reading this information?



4. What tax information would you most like to have in Chinese?

5. Do you have a preference for *how* you would like to receive this or access information?  
i.e. Internet, telephone (text messages), written documents, social media (Facebook, twitter), workshops, etc

*[For those who use preparers] If information about how to file taxes was made available in Chinese by the IRS, would you consider preparing your own taxes, or would you always use a preparer?*

**IV. Wrap-up – 5 minutes**

We are getting close to the end of our time, but before we wrap up our session, is there anything the IRS can do to improve service to taxpayers like you?