DATA USER FOCUS GROUPS RECRUITMENT QUESTIONNAIRE

RESPO	NDENT'S NAME:			
СОМРА	NY/ORGANIZATION NAME:_			
ADDRES	SS:			
CITY:		STATE:	ZIP:	
TELEPH	IONE NUMBER: ()			
EMAIL A	ADDRESS:			
DATE O	F GROUP:	TIME OF GR	OUP: <u>(Circle one) 6pm/8</u> p	<u>om</u>
INTERV	IEWER:	DATE R	RECRUITED:	
(READ:) research f ask you a than five	Hello, my name is	from rvey on behalf of t s call of any kind.	, a local public of the U.S. Department of Comm	nerce and I'd like to
1. First	of all, which of the following bes	t describes the org	anization where you are empl	oyed? (READ
01 02 03 04	Federal government agency State or local government agency Academic institution Private sector company or business Non-profit organization or association	ncy → C → C	CONTINUE CONTINUE CONTINUE CONTINUE CONTINUE	
95 99	Other Not employed	_	HANK AND TERMINATE	

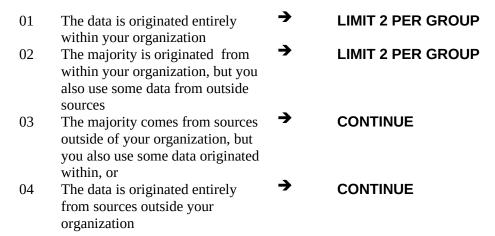
2. As a part of your job responsibilities, do you gather and analyze statistical data about the economy, your industry or your community for making business decisions (such as, for forecasting, marketing, competitive analysis, business development, etc.)?

01 Yes → CONTINUE

02 No → ASK TO SPEAK TO THAT PERSON AND BEGAN BY

READING INTRODUCTION.

3. Which of the following best describes the source of the statistical data you use? (READ LIST.)



4. How long have you been employed in a position where your responsibilities involve the gathering and analysis of statistical data? **(READ LIST.)**

01 Less than three years or
 Dimit 2 PER GROUP
 More than three years.
 → CONTINUE

5. Which of the following sources do you use to obtain **statistical data or information** about the economy or your industry on a regular basis?

		<u>Yes</u>	<u>No</u>		
a.	Trade or industry associations	•	•		
b.	Trade publications	•	•	_	
c.	Federal Government sources	•	•	→	AT LEAST ONE HALE OF THE
d.	State Government sources	•	•	→	AT LEAST ONE-HALF OF THE GROUP MUST ANSWER YES TO
e.	Local Government sources	•	•	→	ONE OR MORE OF THESE
f.	State Data Centers	•	•	→ [
g.	Local Chambers of Commerce	•	•		
h.	Other third-party providers	•	•		
i.	Other source: (SPECIFY)	•	•		

01	Heavy user of statistical data	→	CONTINUE
02	Moderate user of statistical data	→	CONTINUE
03	Occasional user of statistical data	→	THANK AND TERMINATE
04	Don't know	→	THANK AND TERMINATE

6. How would you describe your **use of statistical data** about the economy or your industry?

7. Are you familiar with any of the following tools and systems for accessing Census Bureau statistical data and which, if any, do you or have you used?

		Heard of		Don't know /not sure	Q7A. IF YES: Use/Have Used	
		<u>Yes</u>	<u>No</u>		<u>Yes</u>	<u>No</u>
a.	American FactFinder	01	02	99	01	02
b.	DataFerrett	01	02	99	01	02
c.	Quick Facts	01	02	99	01	02
d.	Easy Stats	01	02	99	01	02
e.	Censtats	01	02	99	01	02

(AT LEAST 3/4 OF THE GROUP MUST HAVE HEARD OF OR USED ONE OR MORE OF THESE.)

8.	What is the type or nature of your business or organization? organization do? (PROBE AND CLARIFY .)	That is, what does your company or
9.	What is your title or role in your business or organization?	_

INVITE QUALIFIED RESPONDENT TO GROUP.

We are conducting a group discussion among local area data users such as yourself on behalf of the U.S. Department of Commerce regarding their use and awareness of sources for statistical data. Please be assured that this <u>will not</u> be a sales meeting. It is a part of a market research study. We think that you will find the discussion very interesting and we'd very much like to include your opinions.

Group A –	Month	Day	6:00 pm
Group B –	Month	Day	8:00 pm

The discussion is scheduled for **XXX XX**th **at 6:00 pm at XXXXXXX.** You will be provided **\$xxx** for attending as a token of our appreciation for your time and opinions. This discussion will last about 2 hours and refreshments will be served.

In addition, anyone who arrives at least 15 minutes prior to the group will be entered into a raffle for an additional \$100.

Will you be able to attend?

01 Yes → CONTINUE 02 No → THANK AND TERMINATE

May I please have your full name and confirm your telephone number? Also, so that I may send you a reminder and confirmation letter with directions, may I please have your complete mailing address, including zip code (also, email address)? **(PLACE ALL INFORMATION ON FRONT OF SCREENER)**

To repeat, the group is scheduled for: XXXX XX^{th} at 6:00 pm at XXXXXX. If for some reason you are unable to attend, please call us immediately so we can invite another participant. We are only inviting a small number of people to the discussion.