

**BUSINESS FOCUS GROUPS – MULTI-UNIT
RECRUITMENT QUESTIONNAIRE**

RESPONDENT'S NAME: _____
COMPANY NAME: _____
ADDRESS: _____
CITY: _____ **STATE:** _____ **ZIP:** _____
TELEPHONE NUMBER: () _____
DATE OF GROUP: _____ **TIME OF GROUP:** (Circle one) 6pm/8pm
INTERVIEWER: _____ **DATE RECRUITED:** _____

(ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR COMPLETING BUSINESS INFORMATION SURVEYS REQUIRED BY THE FEDERAL GOVERNMENT.)

(READ:) Hello, my name is _____ from _____, a local public opinion and market research firm. We're conducting a short survey among the business community on behalf of the U.S. Department of Commerce and I'd like to ask you a few questions. This is not a sales call of any kind. This is a public opinion survey that will take less than five minutes.

A. (RECORD GENDER. DO NOT ASK.)

- 01 Male → **GET A MIX**
02 Female

1. First of all, are you the person in your firm responsible for completing government requests for business information? **(READ LIST.)**

- 01 Yes → **CONTINUE**
02 No → **ASK TO SPEAK TO THAT PERSON AND BEGIN BY READING INTRODUCTION.**

1A. When your company receives government requests for business information, how do you prefer to submit this information?

- | | | |
|----|---|--|
| 01 | File online | |
| 02 | Download forms, then submit them online | |
| 03 | Download forms, print them, then mail them in | |
| 04 | Mail back the paper forms mailed to you, or | |
| 05 | It doesn't matter | |
- 99 **DON'T READ:** Don't receive requests → **THANK AND TERMINATE**

2. How long have you been employed in your current position? **(READ LIST.)**
- 01 One year or less → **ACCEPT NO MORE THAN 3 PER GROUP**
 - 02 More than one year. → **CONTINUE**
3. Are you with a single or multi-unit business?
- 01 Single-unit business (One location) → **THANK AND TERMINATE**
 - 02 Multi-unit business (2 or more locations) → **CONTINUE. MAY QUALIFY FOR GROUP**
4. How many units does your business have? **(DO NOT READ LIST.)**
- 01 1 unit → **THANK AND TERMINATE**
 - 02 2 to 5 units → **CONTINUE**
 - 03 6 to 9 units → **CONTINUE**
 - 04 10 or more units → **CONTINUE**
5. Is this the headquarters location for your company?
- 01 Yes → **CONTINUE**
 - 02 No → **THANK AND TERMINATE**
6. How many employees work at your location? **(READ LIST.)**
- 01 Less than 5 → **THANK AND TERMINATE**
 - 02 5 to 19 → **LIMIT 3 PER GROUP**
 - 03 20 to 149 → **MAY QUALIFY FOR GROUP**
 - 04 150 to 499 → **MAY QUALIFY FOR GROUP**
 - 05 500 or more → **THANK AND TERMINATE**
7. Would you classify your business as primarily being engaged in: **(READ LIST.)**
- 01 Retail Trade, → **CONTINUE**
 - 02 The Service Industry, → **CONTINUE**
 - 03 Manufacturing, or → **LIMIT 3 PER GROUP**
 - 04 Some other category → **THANK AND TERMINATE**

8. What is the type or nature of your business? That is, what does your company do? **(PROBE AND CLARIFY.)**

TRY TO GET SOME FRANCHISE BUSINESSES IN GROUP

9. Is your business involved primarily in providing any of the following: **(READ LIST. IF "YES" TO ANY, THANK & TERMINATE.)**

| | <u>YES</u> | <u>NO</u> |
|---|-------------------|------------------|
| Financial services? | 01 | 02 |
| In advertising, marketing research or public relations? | 01 | 02 |
| Banking? | 01 | 02 |
| Utility services? | 01 | 02 |

- NOTE: IF YES TO ANY, THANK & TERMINATE.-

10. Are any immediate family members employed by the Federal Government?

- 01 Yes → **THANK AND TERMINATE**
- 02 No → **CONTINUE**

11. When, if ever, was the last time that you participated in a market research group discussion or focus group?

- 01 Within the past 6 months → **THANK AND TERMINATE**
- 02 More than 6 months ago → **CONTINUE**
- 03 Never → **CONTINUE**

INVITE QUALIFIED RESPONDENT TO GROUP.

We are conducting a group discussion among local area business people such as yourself on behalf of the U.S. Department of Commerce regarding their reactions to the business information surveys required by the Federal Government. Please be assured that this will not 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 – Multi-Unit Group | | | 6:00 pm |
| Group B – | | | 8:00 pm |

The discussion is scheduled for DATE **at 6:00 pm at FACILITY LOCATION**. 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.

Will you be able to attend?

- 01 Yes → **CONTINUE**
- 02 No → **THANK AND TERMINATE**

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? Or if you prefer I can send you an email with the information. **(PLACE ALL INFORMATION ON FRONT OF SCREENER)**

To repeat, the group is scheduled for: DATE **at 6:00 pm at FACILITY LOCATION**. 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.