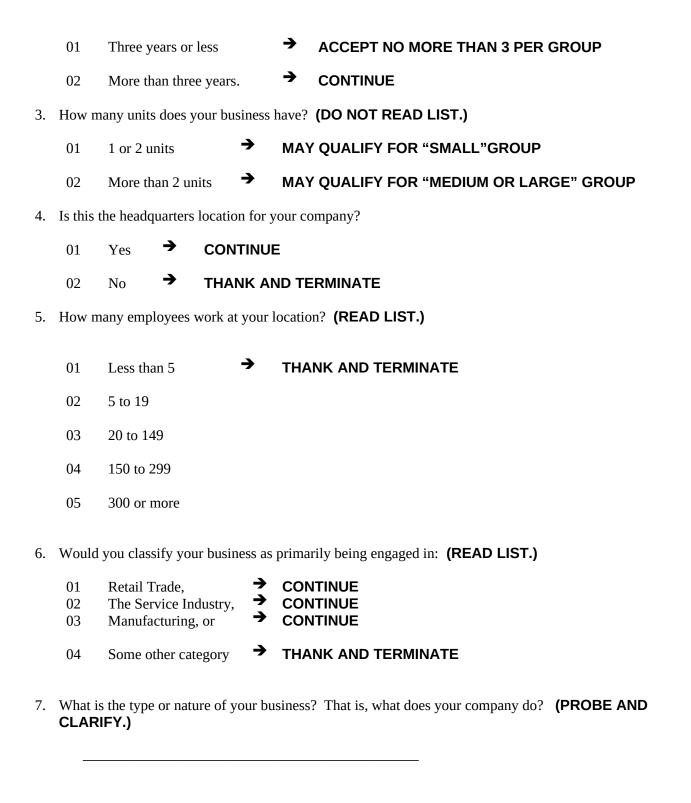
## **BUSINESS FOCUS GROUPS** RECRUITMENT QUESTIONNAIRE

RESPO	ONDENT'S N	AME:			
COMP	ANY NAME:				
ADDRE	ESS:				
CITY:_			STATE:	ZIP:	
TELEP	HONE NUM	BER: ( )			
				IP: (Circle one) 6pm/8	
INTER\	VIEWER:		DATE REC	RUITED:	
COMPL				HO IS RESPONSIBLE EQUIRED BY THE FED	
(READ the busin	:) Hello, my n ness communi	ity on behalf of the	e U.S. Department of Cor		k you a few questions.
A. <b>(R</b> l	ECORD GEN	NDER. DO NOT	ASK.)		
01 02		→ GET A MIX	ζ.		
В. (R	ECORD COM	MPANY SIZE FR	ROM SAMPLE. DO NO	OT ASK.)	
01 02 03	Medium	→ MAY QUAI	LIFY FOR "SMALL" G LIFY FOR "MEDIUM" LIFY FOR "LARGE" G	GROUP	
	you the perso	n in your firm resp	ponsible for completing g	government requests for b	ousiness information?
01	Yes	→ CONTINU	E		
02	No		SPEAK TO THAT PER INTRODUCTION.	SON AND BEGIN BY	
1A. Wh	ich statement	best describes you	r role in completing gove	ernment requests for busi	ness information?
01 02 03	You alon	g with others in yo		vourself rmation and complete req est, but you assign others	•

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compile the information

2. How long have you been employed in your current position? (READ LIST.)



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

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	<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.-

- 9. 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
    03 Never 

    CONTINUE
    CONTINUE
- 10. Are you of Hispanic, Latino or Spanish origin?

01	Yes	<b>→</b>	CONTINUE
02	No	<b>→</b>	CONTINUE
99	Decline to Answer	<b>→</b>	CONTINUE

- 11. Do you consider yourself...?
  - 01 White
  - 02 Black/African American

TRY TO GET A MIX

- 03 Native American or Alaskan Native
- 04 Asian
- 05 Native Hawaiian or Pacific Islander
- 99 Decline to Answer

## 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 <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 – Small Businesses		0:00 pm
Group B – Medium Businesses		0:00 pm
Group C – Large Businesses		0:00 am/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?

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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.

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