

Consumer Screener for FDA Visual Identity Focus Groups

Hello Mr./Ms. _____, my name is _____ and I'm calling from _____. We are presently working with [Market Research Vendor], a market research firm, conducting a research project about public health issues. I assure you that this survey is solely for market research purposes, and you will not be asked to purchase, sell, or promote anything as a result of your participation. Could I ask you a few short questions for this survey?

Schedule and Matrix

Market A – Northeast: Philadelphia

Group 1: Health Professionals

Group 2: Researchers/Scientists

Market B – South: Atlanta

Group 3: Scientists/Researchers

Group 4: Industry

Market C – West: Los Angeles

Group 5: Consumers

Group 6: Health Professionals

Market D – Midwest: Chicago

Group 7: Consumers

Group 8: Industry

Screening Questions

1. Determine gender

- Male
- Female

[QUOTA: 50/50 gender mix]

2. May I ask your age?

- Under 25 years old—**Thank & terminate**
- 25-39 years old—continue
- 40-65 years old—continue
- Over 65 years old—**Thank & terminate**

[QUOTA: Mix of ages]

3. What is the highest level of education you have completed?
- Less than a high school diploma – **Thank & terminate**
 - Completed high school – continue
 - Some college/Associate degree – continue
 - Bachelor’s degree – continue
 - Graduate school – continue

4. Are you of Hispanic, Latino, or Spanish origin?
- Yes
 - No

5. What is your race? Please select one or more.
- White
 - Black or African American
 - American Indian or Alaska Native
 - Asian
 - Native Hawaiian or other Pacific Islander
 - Other _____

[QUOTA: Mix of races and ethnicities]

6. In the past six months, have you participated in any focus groups or other market research studies? [Participation in online surveys are allowable]
- Yes – **Thank & terminate**
 - No – continue

7. May I ask, do you or does anyone in your family work in any of the following areas? [Read first four options then open-ended.]
- Market Research—**Thank & terminate**
 - Advertising or marketing firm—**Thank & terminate**
 - Media or Public Relations—**Thank & terminate**
 - Food & Drug Administration or a Health and Human Services Agency — **Thank & terminate**
 - Government Agency (including military branches) – continue
 - Healthcare—continue
 - Pharmaceuticals—continue
 - Technology, Biotechnology or R&D—continue
 - Agriculture, food manufacturing, production, or processing—continue
 - Beauty or cosmetics manufacturing—continue
 - Medical device manufacturing—continue
 - Biologics, Science, or Vaccines—continue
 - University professor or academia—continue
 - Professional with public health concentration—continue
 - Other – Corporate or Retail -- continue
 - None of the above---continue

[QUOTA: If continue, please record professional area.]

Record professional area _____

8. Are currently employed full-time?

- Yes – Continue
- No – Thank and terminate

[QUOTA: If Q.8 is yes, then recruit mix for groups 1 and 7. Please determine independently that respondent can speak clearly in English and will be a useful participant. If not, thank and terminate]

Invitation

We would like you to participate in a discussion with one of our researchers to talk about public health issues. The focus group will take place on (Day), (Date), at [6:00 or 8:00 p.m.] at [site location]. Again, this research project is not being conducted for commercial purposes. It will last about 90 minutes, and during the discussion you will be asked to read and comment on some information. You will be paid \$100 in cash for your time. Would you like to participate?

- No – **Thank & terminate**
- Yes

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your email address (or fax number) and a phone number where you can be reached:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Date of focus group: _____ Time: _____

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 attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on {date} at {time}. If you use reading glasses, please bring them with you to the focus group.

Honorarium

Consumer – \$100