



The Qualitative Research Specialists

Peace Corps Millennial Qual Research

QualSpace

Market: US Nationwide

RESP ID #	
RECRUITER	
DATE	

EDIT	
CHECK	
ENTER	
LETTER	

**Description:**

Three, 3-Day QualSpace Online Bulletin Boards  
Recruit 15 to seat 12 per each QualSpace

**Each participant will need to agree to participate in a 3 Day QualSpace**

- Login at least twice per day (for 3 days) for about 20-30 minutes each time

**Specifications (all respondents):**

- Recruit a mix of males & females per group
- All must be either high school students, 4-year college students, or 4-year college graduates as specified below
- One-third must actively participate in volunteer or community service activities
- Recruit a mix of ethnicities and school levels

**Additional Specifications (Per Target)**

- 1 QualSpace with High School Students (15-17 years of age)
- 1 QualSpace with 4-Year College Students (18-22 years of age)
- 1 QualSpace with 4-Year College Graduates (23-26 years of age)

Name \_\_\_\_\_

Home # \_\_\_\_\_ Work # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**Introduction**

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_, a national marketing research firm. We're talking to teens, young adults and parents for a research study. Please be assured that we are not selling anything, and that the information gathered will remain confidential and be used for research purposes only.

I. Are you, yourself between the ages of 18-26?

Yes.....1 **SKIP TO Q6**  
No .....2 **CONTINUE**

II. Do you have any children 15-26 years of age living in your household who would be interested in speaking with me today and in participating?

Yes.....1  
No .....2 **TERMINATE**

**If necessary:** Again, please be assured that no one is trying to sell you anything and that no one will contact you as a result of your participation in this study.

1a. **RECORD GENDER -**

Male.....1  
Female.....2

• **INFORMATION ONLY**

**ASK THOSE WHO ANSWERED YES TO QII (HAS A CHILD 15-26 YEARS OF AGE)**

1b. May I have your age please? **(IF HESITATES) Are you... (READ LIST)**

Under 30.....1 **TERMINATE**  
30 - 39.....2  
40 - 49.....3  
50 - 59.....4  
60 - 64.....5  
65 - 69.....6  
70 years or older.....7 **TERMINATE**  
**Refused .....8 TERMINATE**

2. Can you please tell me which of the following best describes your current employment status? Are you...? **(READ LIST AND MARK ONE RESPONSE)**

Working full time (40 + hrs per week).....1  
Working part-time.....2  
Laid-off / looking for work.....3  
A stay-at-home mom/dad.....4  
Retired.....5

• **INFORMATION ONLY**

3. Please tell me the name or names of your child(ren), who are of the ages of 15 through 26, their gender, their age(s) and, if they are still in school, their current grade level? If they are no longer in school, please tell me if they are college graduates. **(RECORD NAME[S], GENDER[S], AGE[S] AND GRADE LEVEL[S]. SEE NOTE.)**

Name	Gender	Age	HS/College Grade Level	College Graduate
	Male Female			
	Male Female			
	Male Female			

**NOTE: RECRUIT A MIX OF CHILD'S AGES PER GROUP AS FOLLOWS**

- 1 QualSpace with High School Students (15-17 years of age)
- 1 QualSpace with 4-Year College Students (18-22 years of age)
- 1 QualSpace with 4-Year College Graduates (23-26 years of age)

4. Which of the following best describes your total yearly household income before taxes? Would you say...? **(READ LIST)**

- Less than \$25,000 .....1 **TERMINATE**
- \$25,000-49,999.....2
- \$50,000-94,999.....3
- \$100,000-149,999.....4
- \$150,000-199,999.....5
- \$200,000 or more.....6
- Refused.....10 **HOLD**

• **RECRUIT A MIX OF INCOME; IF REFUSED, HOLD AND CONTINUE TO SCREEN**

5. Thank you. If you could please put \_\_\_\_\_(insert name of qualifying child in Q. 3) on the phone now, I just have a few questions to ask to see if (he/she) will qualify for this research. As I mentioned earlier, if your child qualifies, I will ask (him/her) to take part in this research which consists of two parts: 3 day on-line /discussion. If (he/she) qualifies and would like to take part in this research, would they have your permission to participate? **(SEE NOTE.)**

- Yes ..... 1 **ASK TO SPEAK WITH CHILD. START CHILD AT Q. 6.**
- No ..... 2 **TERMINATE**

**NOTE: IF CHILD IS NOT CURRENTLY AVAILABLE, ARRANGE A TIME FOR A CALLBACK.**

- **IF CHILD IS AVAILABLE, INTRODUCE YOURSELF AND ASK THE CHILD QUESTIONS**
- **Q. 7 THROUGH Q. 14. PLEASE NOTE WHETHER THE CHILD IS ARTICULATE, TALKATIVE, AND OUTGOING. IF THE CHILD SEEMS AT ALL SHY, RETICENT, OR INARTICULATE/DIFFICULT TO UNDERSTAND, TERMINATE AND TALLY.**

**ASK THOSE AGES 15-26**

6. May I ask you a few questions?

Yes .....1  
No .....2 **TERMINATE**

**RECORD GENDER FROM OBSERVATION (OR FROM Q.3):**

Male .....1  
Female.....2

• **RECRUIT A MIX OF GENDER**

7. How old are you? \_\_\_\_\_ (**RECORD EXACT AGE.**)

14 years old or younger.....1 **TERMINATE**  
15-17 years old.....2 QualSpace 1  
18-22 years old.....3 QualSpace 2  
23-26 years old.....4 QualSpace 3  
Over 26 years of age.....6 **TERMINATE**  
Refuse.....7 **TERMINATE**

• **RECRUIT A GOOD MIX OF AGES PER QUALSPACE**

**ASK Q8 IF AGED 15-22**

8. If you are currently in school, what grade level are you currently in? (**SEE NOTE AFTER Q3.**)

8<sup>TH</sup> grade or lower .....1 **TERMINATE**  
Freshman/9<sup>TH</sup> grade.....2  
Sophomore/10<sup>TH</sup> grade.....3  
Junior/11<sup>TH</sup> grade.....4  
Senior/12<sup>TH</sup> grade.....5  
Freshman in 4 year college.....6  
Sophomore in 4 year college.....7  
Junior in 4 year college.....8  
Senior in 4 year college.....9  
Attending a 2-year College.....10  
Attending a vocational / trade school.....11 **TERMINATE**  
None of the above.....12 **TERMINATE**

**ASK Q8a IF AGED 15-22 AND IF ATTENDS A 2-YEAR COLLEGE (Q8.10)**

8a. After your 2 year program, do you intend to pursue a 4-year degree?

Yes .....1  
No.....2 **TERMINATE**  
REFUSED .....3 **TERMINATE**

**ASK Q8b IF AGED 23-26**

8b. Are you a graduate of a 4 year college?

Yes .....1  
No.....2 **TERMINATE**

REFUSED ..... 3 TERMINATE

**ASK Q8c IF AGED 23-26**

8c. Are you currently attending graduate school? (**NOTE: ANY TYPE OF GRADUATE SCHOOL QUALIFIES**)

Yes ..... 1

No ..... 2 **TERMINATE**

REFUSED ..... 3 **TERMINATE**

- **RECRUIT A GOOD MIX OF GRADE LEVELS PER QUALSPACE**

9. What is the name of the school you currently attend or graduated from most recently? \_\_\_\_\_

- **DO NOT RECRUIT MORE THAN TWO RESPONDENTS FROM THE SAME SCHOOL**
- **FOR COLLEGE STUDENTS, VERIFY THAT THE SCHOOL MENTIONED IS A 4-YEAR COLLEGE OR UNIVERSITY**

10. Which, if any, of the following activities do you actively participate in?

- Organized sports programs.....1
- Organized theater/arts programs.....2
- Volunteer or community service activities.....3
- Part time or full time work.....4

• **AT LEAST ONE-THIRD (5 OUT OF 15 RECRUITED) PER BOARD MUST SELECT '3'**

11. In order to represent all groups equally, which of the following best describes your ethnic background? **(READ LIST)**

- African-American.....1
- Asian/Pacific Islander.....2
- Caucasian.....3
- Hispanic.....4
- Other (specify \_\_\_\_\_).....5
- Refuse.....6 TERMINATE

• **RECRUIT A MIX OF ETHNICITY**

12a. Do you, yourself, have a working desktop or laptop computer at home?

- Yes.....1
- No.....2 TERMINATE

• **ALL RESPONDENTS MUST HAVE A WORKING COMPUTER AT HOME**

12b. You mentioned that you have a desktop computer/laptop. Do you, yourself, have internet access at home?

- Yes.....1
- No.....2 TERMINATE

• **ALL RESPONDENTS MUST HAVE INTERNET ACCESS AT HOME**

12c. What type of internet access do you, yourself, have at home? **(DO NOT READ LIST AND SELECT ONE)**

- Dial -up 1
- Broadband / High speed (DSL / cable) 2
- Wireless 3
- Don't know 4 HOLD

• **INFORMATION ONLY**

• **IF RESPONDENT SAYS DON'T KNOW; HOLD AND CALL IUU**

13. Thinking of your comfort and ability to use computers, please tell me how much you agree with each of the following statements. Please tell me if you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree. **(READ LIST AND MARK ONE PER STATEMENT)**

	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
A. I am comfortable searching for information online and surfing the internet	1	2	3	4	5
B. I am able to upload images to my computer / websites (ex: pictures to a website like Snapfish, Walgreens, etc.)	1	2	3	4	5
C. I am comfortable using an interactive website such as a blog or social websites such MySpace or Facebook	1	2	3	4	5
D. I communicate with friends and family regularly using e-mail	1	2	3	4	5
E. I consider myself to be computer literate	1	2	3	4	5

- **ALL RESPONDENTS MUST STRONGLY AGREE OR AGREE TO STATEMENTS A, B, D & E**
- **STATEMENT C IS INFORMATION ONLY**
- **RECRUITING NOTE: IF RESPONDENT MAKES A COMMENT SUCH AS I DO NOT KNOW HOW TO BLOG AND I DO NOT PARTICIPATE IN SOCIAL WEBSITES; MARK STATEMENT C AS STRONGLY DISAGREE**

14. My next question is a little different than the others. **It's a question that I would like you to have some fun with. There are no right or wrong answers; I encourage you to use your imagination as much as possible.** Imagine for a moment that suddenly you are transformed into a Super Hero: what super-powers would you have and what would you do with them? **(WRITE RESPONSE VERBATIM)**

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- ALL RESPONDENTS MUST BE DETAILED AND ARTICULATE IN THEIR ANSWERS. THE RESPONDENT SHOULD BE ABLE TO EASILY EXPRESS THEIR THOUGHTS VERSUS SAYING "I DON'T KNOW." RESPONDENTS SHOULD BE ABLE TO ANSWER THE QUESTION FREELY WITHOUT RECRUITER PROBING.
- RECRUITER NOTE: PLEASE LISTEN FOR CREATIVE THOUGHTS, DESCRIPTIVE WORDS AND EXPRESSIONS.
- RECRUITER NOTE: IF RESPONDENT IS QUIET, HARD TO HEAR, NOT FORTHCOMING WITH THEIR RESPONSES, HAS LOW ENERGY, CONFUSED OR MUMBLES, THEN PLEASE THANK AND TERMINATE.
- RECRUITER NOTE: PLEASE BE SURE THE RESPONDENT CAN SPEAK ARTICULATEDLY AND WOULD BE AN OVERALL GOOD RESPONDENT TO INTERVIEW.

**RECRUITER: CHECK-OFF ALL THAT APPLY:**

- ANSWERS SPONTANEOUSLY
- VERY SURE OF SELF
- ENTHUSIASTIC
- CARRIES ON A GOOD CONVERSATION

We are conducting a unique group research project that would take place entirely online using a bulletin board format that allows people from across the U.S. to converse with one another and a moderator, all from the comfort and convenience of their home or office. The participants in this study will be those of your age and school level. To participate, you will simply enter a password-protected website and provide your thoughts and opinions at any time throughout the duration of the research. This research will take place over 3 days, **Date - Date**, and will require you to log into the website 2 times each day during this time period. Each time you login, we ask that you spend about 20-30 minutes total answering questions, responding to the comments from other members of the discussion group and sharing your thoughts. The moderator will prompt you and other participants by asking thought provoking and fun questions about the topic. All of your input will be anonymous so you can speak freely and honestly. For participating we will pay you \$150.

Would you be willing to participate?

Yes.....1  
 No.....2 **TERMINATE**

**(IF YES)** Participation in this study does require you to type responses, interact with a moderator and/or other respondents online, review images online, and may require you to upload images to the website. Do you feel comfortable with this format?

Yes.....1  
 No.....2 **TERMINATE**

**(IF YES)** What internet browser do, you, yourself use?

Firefox.....1  
 Microsoft Explorer 2  
 Google Chrome... 3  
 Other.....4 **ASK IF HAVE ACCESS TO  
 FIREFOX, MICROSOFT  
 EXPLORER OR GOOGLE**



IF INTERVIEWEE IS 18-26 YEARS OLD, CONTINUE TO INVITATION.

IF INTERVIEWEE IS 15-17 AND PARENT HAS BEEN LISTENING ON ANOTHER PHONE, CONTINUE TO INVITATION.

IF INTERVIEWEE IS 15-17 AND PARENT HAS NOT BEEN LISTENING READ: I would like to talk to your \_\_\_\_\_ (mother or father) who I was speaking with before. Would you please ask him/her to come to the phone? CONTINUE TO INVITATION.

INVITATION -

Thank you for taking the time to answer these questions and for [taking the time/allowing your child] to speak with me today. We would like to invite [you/your son/your daughter] to participate in an exciting marketing research opportunity.

This research will be conducted on-line over the course of approximately 3 days. Others who have participated in this study have told us that they had fun and that it was an enjoyable experience. This is a legitimate research project, and no one will try to sell you anything as a consequence of or during your participation.

The research will consist of participating in an on-line discussion: we will provide [you/your child] with instructions on setting up the site as well as specific assignments that we would like [you/your child] to write about. [You/your child] will need to log-in at least twice per day for 3 days, for about 20-30 minutes each time. Please keep in mind that [you/your child] must fulfill all of the on-line requirements in order to receive payment.

The on-line research will take place starting on (DATE) and ending on (DATE).

Would [you/your child] be able to join us?

Yes.....1  
No.....2 TERMINATE

(IF YES) I would like to stress the importance of your participation in this research. A confirmation letter will be mailed to you. If you find for any reason [you/your child] cannot participate in any phase of this research, please call us at [PHONE #], so we may make other arrangements and still meet our obligation to our clients.

Is that okay?

Yes.....1  
No.....2 TERMINATE

(IF YES) Please give me your e-mail address so we can e-mail you instructions to participate.

\_\_\_\_\_  
(RECORD AND READ BACK TO CONFIRM) I'd like to stress the importance of your participation in this discussion. If you find for any reason you cannot attend the discussion, please call us at [PHONE #], so we may make other arrangements and still meet our obligation to our clients.

Thank you for your time!