

DEFENSE CIVILIAN PERSONNEL ADVISORY SERVICES - FOCUS GROUPS WITH ADULTS SCREENER

SECTION 1: INTRODUCTION

Hello, my name is _____, and I am calling on behalf of Fors Marsh Group, a professional research company. We will be conducting focus groups around people’s career interests and future plans. Each focus group will be led by a qualified researcher and will include about 6-8 participants who will be asked to share their opinions. Focus groups will be held at **x on x** for about 70 minutes. Those who participate will receive **\$40** as a thank you for taking part in the study. May I please speak with a college student in your household to see if they are qualified to participate in the study?

[REPEAT INTRO IF CALL WAS TRANSFERRED]

May I ask you a few questions to see if you are qualified to participate in the study?

Yes	<input type="checkbox"/>	[CONTINUE]
No	<input type="checkbox"/>	[THANK AND END]

Great! Before we begin, you should know that there are no right or wrong answers to the questions I’m going to ask you. You also don’t have to answer some questions if you don’t want to. If an answer leads to me ending the call, this doesn’t mean that there was anything wrong with the answer you provided.

SECTION 2: SCREENER AND DEMOGRAPHIC QUESTIONS

PLEASE USE THE TERMINATION LANGUAGE BELOW FOR ANY RESPONSE THAT LEADS TO THE ANSWER OPTION “[THANK AND END]”.

TERMINATION LANGUAGE: Thank you for taking the time to answer these questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for in this study. I appreciate your time and have a good

1. Are you currently enrolled in a college or university?

Yes	[]	[CONTINUE]
No	[]	[THANK AND END]
Refused	[]	[THANK AND END]

2. Are you currently or have you previously worked for the federal government?

Yes	[]	[THANK AND END]
No	[]	[CONTINUE]
Refused	[]	[THANK AND END]

3. Are any of the following people currently working or have they previously worked for the federal government ?

A. Either of your parents?

Yes	[]	[THANK AND END]
No	[]	[CONTINUE]
Refused	[]	[THANK AND END]

B. Any of your siblings?

Yes	[]	[THANK AND END]
No	[]	[CONTINUE]
Refused	[]	[THANK AND END]

C. Your spouse or significant other?

Yes	[]	[THANK AND END]
No	[]	[CONTINUE]
Refused	[]	[THANK AND END]

4. What is your grade point average?

3.0 or above (B letter grade or higher)	[]	[CONTINUE]
Below 3.0	[]	[THANK AND END]
Refused	[]	[THANK AND END]

5. How old are you?

years old

[PLEASE TERMINATE IF <18 or >25]

6. What is your major?

7. When, if ever, was the last time you participated in a marketing research or survey research study?

Within the past three months	[]	[THANK AND END]
More than three months ago	[]	[CONTINUE]
Never	[]	[CONTINUE]
Refused	[]	[CONTINUE]

8. In the past five years (including now), have you, a member of your immediate family or a close friend worked for any of the following types of businesses? **READ LIST AND RECORD BELOW**

an advertising or public relations firm?	[]	[THANK AND END]
a marketing or market research firm or department?	[]	[THANK AND END]
a marketing or market research	[]	[THANK AND END]

consultant?		
any kind of media company - like a TV or radio station or newspaper?	[]	[THANK AND END]

READ: Great. I have a few last questions to ensure that we speak to a variety of people.

9. What is your gender?

Male	[]	[CONTINUE]
Female	[]	
Refused	[]	

10. Are you Hispanic or Latino?

Hispanic or Latino	[]	[CONTINUE]
Not Hispanic or Latino	[]	
Refused	[]	

11. What is your race? You may select one or more races.

American Indian or Alaska Native	[]	[CONTINUE]
Asian	[]	
Black or African American	[]	
Native Hawaiian or other Pacific Islander	[]	
White	[]	
Some other race	[]	
Refused	[]	

SECTION 3: INVITATION TO PARTICIPATE IN FOCUS GROUP

Thank you for your time today. We would like to invite you to participate in a focus group. The focus group will take place at **(facility name)** and we will be discussing people's career interests and plans. The focus group will be audio-recorded.

The interviews are being held on **X** and will last **approximately 70 minutes**.

Your opinions are very important to us. You will be paid **\$40** in the form of _____ (e.g., gift card, voucher, etc.).

People who have been invited to participate in this type of project have found the experience to be enjoyable and informative.

Are you interested in participating in this study?

Yes	<input type="checkbox"/>	> CONTINUE
No	<input type="checkbox"/>	> TERMINATE

READ: Great! I am going to give you the address and contact information for the facility. Please make sure that you are there 15 minutes before the scheduled start time. Do you have a pen and paper?

GIVE LOCATION OF FACILITY