

Identification and Screening Document – Focus Groups

Civilian Brand and Marketing Study

Introduction

Good morning/afternoon, my name is _____, from *facility name*, an independent marketing research company. We are contacting people/consumers on behalf of the RAND Corporation about the possibility of participating in a marketing research focus group to learn more about how people think about their employment and careers. Specifically, we are interested in understanding what is important to people and their attitudes towards different types of employers.

Our questions today are to determine your eligibility to participate in this study, and will only take a few minutes. Please be assured no one will attempt to sell you anything. Your answers will be used solely for the purpose of market research eligibility and your identity will remain confidential.

We will ask questions in the following areas to determine eligibility:

- ***Are you currently serving in the military?*** Respondents must not currently be serving in the military
- ***Have you participated in a focus group or research discussion within the past six months?*** Respondents cannot have participated in a research discussion on any topic in the last six months

Persons responding yes to either of these two questions will be excused and thanked for their time.

- ***What is your age and are you a student or a graduate working in a private sector organization?***
Students: between 20 and 30 years of age
Professionals: between 25 and 55 years of age
- ***What is your gender?*** (to be recruited in rough proportion to their representation in the particular occupation)
- ***Race/ethnicity*** (to be recruited in rough proportion to their representation in the particular occupation) ***Do you consider yourself to be Hispanic or Latino? [Yes/No] and I'm going to read a list of racial categories. Please select one or more to describe your race. Are you American Indian or Alaska Native; Asian; Black or African American; Native Hawaiian or Other Pacific Islander; or White?*** These are in accordance with OMB standards.
- ***What is your highest level of education? In what field?***
Students: pursuing a college or advanced degree in a field related to one of the careers listed below

Professionals: completed at least a Bachelor's degree or currently enrolled as a junior or senior in college or as a graduate student,

- ***Are you currently employed as ___? For how many years have you been employed in this field of employment? Must currently be employed with a private sector organization in one of the following careers:***
 - *Civil Engineering*
 - *Electronics Engineering*
 - *Contracting*
 - *Information Technology Management*

- ***Have you or anyone in your immediate family worked as a government civilian employee or served in the military? Which branch of the military?; quotas will not be set, but we will keep track of information for analysis***

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Invitation After Confirming Eligibility

I would like to invite you to participate in a marketing research focus group at our office location to help us learn more about how people think about their employment and careers. Again, please be assured that this is a research study and no sales are involved. In addition, our office, which is responsible for setting these appointments, will keep your personal identification within our records and will not give it to anyone outside of our office.

Focus groups are being scheduled in our office at (LOCATION) on (DATE) at (TIME). The discussion will last 1 1/2 hours and you would receive compensation of (\$125 for professionals / \$100 for students) for your time and effort. Will you be able to join us for this research? Participation is voluntary.