

Oral Consent Document – Focus Groups

Civilian Brand and Marketing Study

Prizma Market Research in concert with RAND, a non-profit institution, is conducting research about employment and careers. As part of this study, we are conducting focus groups to learn more about what is important to people in their careers and their attitudes towards different types of employers.

RAND will use the information from the focus group for research purposes only. Your identity will not be connected to your responses in any way. With the exception of the research team and others participating in the focus group, your responses will not be known to others. Any quotations or other focus group data included in the final report will be identified only by generic descriptors.

The focus group should take about 90 minutes. Participation is voluntary. Please let me know now if don't want to participate in the focus group, or later if you want to stop participating in the discussion at any time. You should feel free to skip any questions you prefer not to answer.

Please keep confidential the identities of and information shared by others in today's session. Please note that although we ask this of you, it is possible that other participants may not keep your identity or responses confidential. Therefore, please do not say anything that you would not want another participant to repeat outside this group.

Please keep this information sheet. If you have questions or comments about this RAND research, you can contact:

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