

FTC Communication Support Vendor - Applied Research & Consulting

Rural Fraud Survey Screener August 2017

Session Participants:

- Adults (21+), self-described “rural” residents

Recruit a mix of male and female participants for the focus groups (800 participants).

A. [Introduction/Screening] – (.5 minutes)

Be assured that all of your answers will be completely ANONYMOUS and CONFIDENTIAL. Therefore, please try to answer these questions as openly and honestly as possible.

A1. What is your gender?

1. Male
2. Female

A2. What is your age? [DROP DOWN MENU]

1. _____

A3. What is your zip code? _____

A4. How would you characterize the area in which you live?

1. Urban [TERMINATE]
2. Suburban [TERMINATE]
3. Rural