FTC Communication Support Vendor - Applied Research & Consulting

Rural Fraud Focus Groups
Screener
March 2017

(Total time allotted for screener: 5 minutes)

Recruit 12 respondents (to seat 8-10) per screening session
($75 incentive per respondent)

Screening Locations:
- **Iowa – TBD (two sessions)**
- **West Virginia – TBD (two session)**

Session Participants:

- **Adults (21+), self-described "rural" residents**

Recruit a mix of male and female participants for the focus groups
All recruited respondents should be relatively articulate and comfortable speaking in focus group situations with strangers

Hello, my name is _____, I work with [name of facility] and we're conducting a research study. I would like to reassure you at the outset that I am not trying to sell you anything -- we are conducting a research project and would greatly appreciate your input. I also want to assure you that all of your responses will be kept entirely confidential and that we greatly appreciate your time.

Thank you, I appreciate your taking this time to speak with me.

Respondent Name_____

Gender _____

1. To Begin--do you, or does any member of your household or immediate family <u>currently work in or study</u>, **(or EVER worked in or studied)** any of the following:

    ( ) Marketing or Market Research
    ( ) Advertising or Public Relations
    ( ) The media, in any format, including print, broadcast, satellite cable TV, radio and or the Internet
    ( ) Journalism / Reporting
    ( ) The entertainment industry, in any medium, including TV, film, theatre, radio, print and/or the Internet

( ) A consultant to any of the above

[TERMINATE IF YES TO ANY OF THE ABOVE]

2. When was the last time, if ever, that you participated in a market research group discussion, focus group, or individual interview?

    ( ) Within the past 6 months **[TERMINATE]**

3. Which of the following terms best describes where you live?
    ( ) A rural environment
    ( ) A suburban environment **[TERMINATE]**
    ( ) An urban environment   **[TERMINATE]**