

Appendix G: Example Focus Group Recruitment Advertisement

Appendix F.1

The screenshot shows a web browser window displaying a Craigslist job listing. The browser's address bar shows the URL: <https://newyork.craigslist.org/mnh/etc/d/paid-focus-group-opinion-study/6379741521.html>. The browser tabs include 'Mail - anna.b.sandoval.gir...', 'Calendar - anna.b.sandov...', and the current page. The Craigslist breadcrumb navigation shows 'new york > manhattan > jobs > et cetera'. The job listing is titled '★ ***Paid Focus Group / Opinion Study *** \$100/\$125 (NYC Metro)'. The text of the listing reads: 'We have a \$100 / \$125 Transportation study taking place in midtown NYC on 11/16 and 11/17 (daytime hours) Time commitment is 60 minutes.' To the right of this text are two callout boxes: 'compensation: \$100 / \$125' and 'employment type: contract'. Below the text, it says 'If interested, please fill out our pre-survey at:' followed by the URL <https://www.surveymonkey.com/r/PNZB6NX>. It then says 'Thanks for your time today.' and lists two bullet points: 'Principals only. Recruiters, please don't contact this job poster.' and 'do NOT contact us with unsolicited services or offers'. At the bottom of the listing, it shows 'post id: 6379741521', 'posted: 12 days ago', and buttons for 'email to friend' and 'best of'. The Windows taskbar at the bottom shows the time as 5:08 PM on 11/21/2017.

CL new york > manhattan > jobs > et cetera

reply prohibited Posted 12 days ago print

★ ***Paid Focus Group / Opinion Study *** \$100/\$125 (NYC Metro)

We have a \$100 / \$125 Transportation study taking place in midtown NYC on 11/16 and 11/17 (daytime hours) Time commitment is 60 minutes.

compensation: \$100 / \$125

employment type: contract

If interested, please fill out our pre-survey at:

<https://www.surveymonkey.com/r/PNZB6NX>

Thanks for your time today.

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers

post id: 6379741521 posted: 12 days ago email to friend best of

<https://www.surveymonkey.com/r/PNZB6NX>

5:08 PM 11/21/2017

Appendix F.2

The screenshot shows a web browser window displaying a Craigslist job posting. The browser's address bar shows the URL: <https://chicago.craigslist.org/chc/etc/d/paid-focus-group-opinion-study/6388937899.html>. The browser tabs include "Mail - anna.b.sandoval.gir...", "Calendar - anna.b.sandov...", and the current page, "Paid Focus Group / ...". The browser's menu bar shows "File", "Edit", "View", "Favorites", "Tools", and "Help".

The Craigslist page header shows the breadcrumb "CL chicago > city of chicago > jobs > et cetera" and navigation links for "post" and "account".

The job posting details are as follows:

- reply** (button)
- prohibited** (checkbox)
- Posted 6 days ago
- [print](#) (link)
- ☆ *****Paid Focus Group / Opinion Study *** \$100 / \$150 (Chicago Metro)** (title)
- We have a \$100 (60) minutes or \$150 (hours) opinion study taking place in Chicago the first week of December 2017. Topic: Shopping
- If interested, please fill out our pre-survey at:
<https://www.surveymonkey.com/r/KX8YF35>
- Thanks for your time today.
- Principals only. Recruiters, please don't contact this job poster.
• do NOT contact us with unsolicited services or offers
- compensation: **\$100/\$150** (text box)
- employment type: **contract** (text box)
- post id: 6388937899 posted: 6 days ago [email to friend](#) [best of](#)

The Windows taskbar at the bottom shows icons for Internet Explorer, Google Chrome, and Microsoft Word. The system tray on the right shows the time as 5:16 PM on 11/21/2017.

Appendix F.3

https://chicago.craigslist.org/wcl/etc/d/eamby-sharing-your-opinions/6376357367.html

File Edit View Favorites Tools Help

CL [chicago](#) > [west chicagoland](#) > [jobs](#) > [et cetera](#) [post](#) [account](#)

[prev](#) [next](#)

reply below prohibited Posted 15 days ago [print](#)

★ Earn \$100-\$200 by Sharing Your Opinions With Us! (Oak Brook) ✕

Want to get paid to share your opinions on the products and services you use every day? Focus Pointe Global is a national marketing research with facilities in 18 major cities across the nation, and they need your help with our ongoing studies in Chicago and Oak Brook!

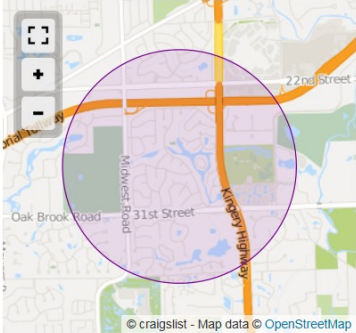
FPG hosts paid focus groups, taste tests, product tests, shop-alongs, and more on behalf of companies that want to better understand their target customers, and are willing to pay you for your insight! On average, studies last between 1-2 hours and offer incentives of \$100-\$200, but vary by study.

By participating in these opportunities, you can share your opinions and experiences to improve products, see new advertisements, try new products, and even sample free food. To get started, please sign up for free at www.focusgroup.com.

ABOUT US: Focus Pointe Global is a national market research agency that pays people for sharing their opinions and participating in focus groups and interviews. These are legitimate opportunities to make extra spending money, and usually take less than 2-3 hours of your time.

Please note: Authentic Focus Pointe Global posts will always link to our participant website, www.focusgroup.com. If you see a post claiming to be from Focus Pointe Global but with a link that is not directing you to focusgroup.com, do not respond as these are fraudulent and not coming from Focus Pointe Global. Thank you!

Find more market research opportunities in your area!
www.focusgroup.com



© craigslist - Map data © OpenStreetMap [\(google map\)](#)

compensation: **Payment varies by study, on average \$50-\$200!**

employment type: **part-time**

5:20 PM
11/21/2017

Appendix F.4

https://ann Arbor.craigslist.org/etc/d/paid-technology-study-100-for/6375989206.html

ann arbor > jobs > et cetera

reply prohibited Posted 15 days ago

★ Paid/Technology Study-\$100 for ONE hour (Farmington Hills)

Hi, my name is Deb Surdyke and I am a Research Coordinator for AlphaBuzz, Inc. We are conducting a paid, in-person research study about Voice-enabled Technology in Farmington Hills, MI. We are looking for older men who would like to participate. These sessions will take place the week of Monday, November 13th through Friday, November 17th with various times during the DAYTIME. The sessions will last one hour.

Those people who are chosen to participate will be paid \$100 to thank them for their time and input.

Your participation is completely anonymous and your information confidential. These studies are strictly for market research and no sales attempt will ever be made as a result of your participation. If you have participated in a focus group/study in the last SIX MONTHS, you will not qualify for this one- feel free to pass this email along to anyone who you fell would be interested.

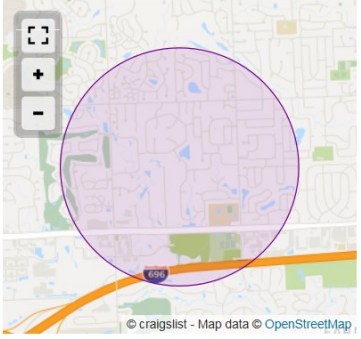
If you are interested, please click on the link to and take a moment to fill out the following brief questionnaire.

<https://www.surveymonkey.com/r/nuaTech3>

Please note that answering this questionnaire is not a guarantee of being selected to participate or receipt of payment.

Thank you!

Deb Surdyke



© craigslist - Map data © OpenStreetMap (google map)

compensation: \$100 for ONE hour

employment type: employee's choice

5:27 PM 11/21/2017

Appendix F.5

The screenshot shows a web browser window displaying a Craigslist job posting. The browser's address bar shows the URL: <https://losangeles.craigslist.org/wst/etcd/150-focus-group-for-people/6394448113.html>. The page title is "\$150 Focus Group For peop...". The breadcrumb trail is "CL los angeles > westside-southbay > jobs > et cetera".

At the top of the post, there are interaction options: a yellow "reply" button, a "prohibited" icon, and "Posted 7 days ago". There are also "prev" and "next" navigation arrows and a "print" link.

The main heading of the post is "★ \$150 Focus Group For people who travel and us Hotel Credit/Rew cards (Los Angeles)".

The body text reads: "Men and women 25-49 years of age get paid \$150 for a 1.5 hour focus group in West LA 11/29 and there are different times. We are looking for people who travel for vacation or work. We need people that have hotels credit cards and reward cards. We also need people that are interested in getting one in the near future but don't currently use. The group pays either \$125 or \$150 for 1.5 hours depending on times available. Please fill out the following info and sign up at nelsonrecruiting.com. Thank you."

Two callout boxes provide additional details: "compensation: \$150 for 1.5 hours" and "employment type: part-time".

The listing includes a numbered list of requirements and questions:

1. Name (first and last)
2. Age
3. Phone #
4. County, city and zip code
5. Occupation and employer
6. Highest level of education completed(less then HS, HSG ,SC OR TRADE,CG, PG)
7. Ethnic background
8. Are you registered to vote
9. Do you use hotel credit cards and if yes please list hotels credit cards owned
10. If yes to above please list what hotel rewards cards as well
11. If no to above please let us no yes or no if your interested in obtaining a hotel credit or rewards card soon? (YES OR NO)
12. How many times a year do you travel (list number for business then personal for example(5 bus)(4 pers)
13. List of peoples names ,ages and phone numbers of family members for other focus groups we do

Below the list, there are two bullet points: "Principals only. Recruiters, please don't contact this job poster." and "do NOT contact us with unsolicited services or offers".

At the bottom of the post, it shows "post id: 6394448113", "posted: 7 days ago", "updated: 7 days ago", an "email to friend" button, and a "best of" dropdown menu.

The footer of the browser window contains the text "© craigslist help safety privacy feedback c|jobs terms about mobile". The Windows taskbar at the bottom shows the time as 4:55 PM on 11/27/2017.