



Where Strategy Meets Science

St. Louis, MO
Community Opinion Leaders
6 PM: 45+ | 8 PM: <45
Recruit 12 for 10 to Show

Q1. What is your current employment status?

- 1 Full-time
- 2 Part-time (MAX 2)
- 3 Homemaker / unemployed (MAX 1)
- 4 Retired (MAX 2 IN 6 PM GROUP ONLY)

Q2. What industry do you currently/did you work in?

[DETAILED INDUSTRY DESCRIPTION / TRY TO GET A MIX]

Which, if any, of the following activities have you done in the last twelve months? (RECRUIT IF YES TO THREE OR MORE)

	Yes	No
Q3. Attended a public meeting on a public policy issue	1	2
Q4. Served on a local committee	1	2
Q5. Served as an officer of an organization	1	2
Q6. Wrote a letter to the editor of a magazine, newspaper, radio or television station	1	2
Q7. Signed a petition	1	2
Q8. Actively worked for a political party or candidate	1	2
Q9. Made a speech in public about a public policy issue	1	2
Q10. Wrote an article for a magazine, newspaper or online publication	1	2
Q11. Owned a business	1	2
Q12. Volunteered your time or skills to local or national charity or cause (ALL QUALIFY)	1	2

Q13. On average, how many newspapers, TV news shows or newscasts, or online news sources, including podcasts, do you read or listen to each day?

- 1 None (TERMINATE)
- 2 One
- 3 Two
- 4 Three
- 5 Four

Q14. How familiar are you with national service organizations that allow people to volunteer and get involved with groups in their community?

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not very familiar
- 4 Not at all familiar (MAX 3)

Q15. Finally, What are some of the most pressing issues your generation faces today, and why?

(RECORD RESPONSES, DO NOT ACCEPT ANYONE WITH A VAGUE OR INCOMPLETE ANSWER)

IF RESPONDENT IS ELIGIBLE READ:

Great! We will be conducting group discussions to obtain people's opinion on issues in the news. These groups usually last about an hour and 55 minutes and you are paid \$_____dollars. You are never asked to buy anything; all we are interested in are your opinions.

If you arrive and are signed in 15 minutes prior to the group start time, your name will be entered into an Early Bird Lottery where one person in each group will win an additional \$50. A deli dinner and beverages will be served for the 6 pm groups and light snacks and beverages for the 8 pm.

Would you be interested in attending one of our upcoming sessions at our facility on _____ at _____ pm?