

## **CFTC Message Testing Online Focus Groups (4)**

Screener

May 17, 2017

Dates: Week of June 12, conducted online (Final dates TBD)

Length: Four, 60-minute groups

Recommended Incentive: \$100 per participant

Groups 1 & 2: Seasoned Investors

Groups 3 & 4: Moderate Experience Investors

*For each group, recruit 6 to seat 4-5 participants*

### **Screening Questions**

#### **S1. What is your gender?**

- a. Male
- b. Female

*Recruit at least 1-2 women per group.*

#### **S2. What is your age?**

*Record exact age. Terminate anyone younger than 50 or older than 65.*

*If respondent is hesitant, ask:*

Which of the following categories best describes your age range?

- a. 20-29 [TERMINATE]
- b. 30-39 [TERMINATE]
- c. 40-49 [TERMINATE]
- d. 50-59 [CONTINUE FOR ALL GROUPS]
- e. 60-65 [CONTINUE FOR ALL GROUPS]
- f. Older than 65 [TERMINATE]

*Recruit a mix. Terminate anyone younger than 50 or older than 65.*

#### **S3. What is your total household income?**

*Do not read list of options, select range in which response lies.*

- a. Under \$25,000 [TERMINATE]
- b. \$25,000 to \$39,999 [TERMINATE]
- c. \$40,000 to \$49,999 [TERMINATE]
- d. \$50,000 to \$59,999 [TERMINATE]
- e. \$60,000 to \$74,999 [CONTINUE FOR ALL GROUPS]
- f. \$75,000 to \$99,999 [CONTINUE FOR ALL GROUPS]
- g. \$100,000 or more [CONTINUE]

#### **S4. When it comes to family and personal investments like stocks, mutual funds, or other trading products, how likely are you to be involved in making decisions for your household?**

- a. Very likely [CONTINUE FOR ALL GROUPS]

- b. Somewhat likely [CONTINUE FOR ALL GROUPS]
- c. Not too likely [TERMINATE]
- d. Not at all likely [TERMINATE]

**S5. Below is a list of financial products. Please select all that you currently are invested in or have invested in.**

*Recruit only those that have invested in two or more of the following investment products. Recruit at least 1-2 participants per group that have invested in FOREX or futures/options (C or D).*

- a. Stocks or shares
- b. Precious metals like gold or silver
- c. Foreign currency trading (FOREX)
- d. Any type of futures or options
- e. None of these [TERMINATE]
- f. Don't know [TERMINATE]

**S6. How many years have you been investing in these financial products?**

- a. Less than a year [TERMINATE GROUPS 1 & 2, CONTINUE GROUPS 3 & 4]
- b. Between one and five years [TERMINATE GROUPS 1 & 2, CONTINUE GROUPS 3 & 4]
- c. Between six and 10 years [TERMINATE GROUPS 1 & 2, CONTINUE GROUPS 3 & 4]
- d. Between 11 and 20 years [CONTINUE GROUPS 1 & 2, TERMINATE GROUPS 3 & 4]
- e. More than 20 years [CONTINUE GROUPS 1 & 2, TERMINATE GROUPS 3 & 4]

**If qualified for groups 1-4, record respondent's information and provide invitation to participate in a focus group of 60 minutes. Establish timeframe participants are free and collect contact information:**

**Contact Name:**

**Address and Email:**

**Phone:**

**Times available for groups week of 6/12 and groups qualified for:**

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**OMB Burden Calculations**

Screening Burden – 3 minute average screener X 240 participants screened (10% participation rate from a qualified pre-screened panel of 50% incidence) for 24 to be recruited = 720 minutes

Group Burden – 20 participants X 60 minute group participation = 1,200 minutes

Total Burden – 1,920 minutes or 32 hours total