

CPSC Focus Groups – Screener

Section 1: Introduction

Hello, my name is _____, and I am calling on behalf of Fors Marsh Group, an independent research firm. We will be conducting focus groups about furniture used to store clothing. We are conducting the focus groups for a federal public safety agency. Each focus group will be led by a moderator and will include up to eight participants, who will be asked to share their opinions about furniture usage. Focus groups will be held at Good Run Research on x for about 90 minutes. Those who participate will receive \$75 as a thank you for taking part in the study.

[REPEAT INTRO IF CALL WAS TRANSFERRED]

May I ask you a few questions to see if you are qualified to participate in the study?

Yes	<input type="checkbox"/>	Continue
No	<input type="checkbox"/>	THANK AND END

IF YES, READ: Great! Before we begin, you should know that there are no wrong answers to the questions I'm going to ask you. You also don't have to answer any questions if you don't want to. If an answer leads to me ending the call, that is because we are looking for a diverse group, and we may already have enough similar candidates for this study. Any questions before we begin?

PLEASE USE THE TERMINATION LANGUAGE BELOW FOR ANY RESPONSE THAT LEADS TO THE ANSWER OPTION "THANK AND END."

Thank you for taking the time to answer these questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for in this study. I appreciate your time and hope you have a good morning/afternoon/evening.

Section 2: Screener and Demographic Questions

Q1. Are you a parent of any children under the age of 17 who live in your household?

Yes	<input type="checkbox"/>	Continue to Q2A
No	<input type="checkbox"/>	Continue to Q3A
Refused	<input type="checkbox"/>	THANK AND END

Q2A. Which of the following age groups are living in your household? **(Mark all that apply.)**

Under 1 year old	<input type="checkbox"/>	Continue to Q3B
Ages 1–3	<input type="checkbox"/>	Continue to Q2B
Ages 4–5	<input type="checkbox"/>	Continue to Q2B
Ages 6–17	<input type="checkbox"/>	Continue to Q3B
Refused	<input type="checkbox"/>	THANK AND END

Q2B What are their ages? **(Please separate ages with a comma if more than one child.)**

Years old

Q2C. What are their genders? **(Please separate genders with a comma if more than one child.)**

Continue to Q6 (**If they are the parent of a child who lives in their household they would qualify for the segment with children, they can skip Q3–Q5.**)

Q3A. Which statement best describes your future plans regarding having children? (**Choose one option.**)

I plan to have children within the next five years	<input type="checkbox"/>	Continue to Q3B
I may have children in the future, but am not sure	<input type="checkbox"/>	
I do not plan to have children	<input type="checkbox"/>	

Q3B. Do any children from the following age groups come to your home at least once a week? (**Mark all that apply.**)

Under 1 year old	<input type="checkbox"/>	THANK AND END
Ages 1–3	<input type="checkbox"/>	GO TO Q3C
Ages 4–5	<input type="checkbox"/>	GO TO Q3C
Ages 6–17	<input type="checkbox"/>	THANK AND END
None of the above	<input type="checkbox"/>	THANK AND END
Refused	<input type="checkbox"/>	THANK AND END

Q3C What are their ages? (**Please separate ages with a comma if more than one child.**)

 Years old

Q3D. What are their genders? (**Please separate genders with a comma if more than one child.**)

Q4. Which of the following options best represent how often and to what extent the child (/children) come(s) to your house?

Visits and stays overnight 2 or more days per week	<input type="checkbox"/>	Continue to Q5
Visits 2 or more days per week but does not stay overnight	<input type="checkbox"/>	
Visits once a week and stays overnight	<input type="checkbox"/>	
Visits once a week and does not stay overnight	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

Q5. Which from the list below best describes your relationship to the child/(children)?

Parent	<input type="checkbox"/>	Continue to Q6
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Grandparent	<input type="checkbox"/>	
Legal guardian	<input type="checkbox"/>	
Aunt or uncle	<input type="checkbox"/>	
Close family friend	<input type="checkbox"/>	
Daycare provider	<input type="checkbox"/>	THANK AND END
Other	<input type="checkbox"/>	THANK AND END
Refused	<input type="checkbox"/>	THANK AND END

Q6. Do the children at your home have access to furniture that you use to store clothing in?

Yes	<input type="checkbox"/>	Continue to Q7
No	<input type="checkbox"/>	THANK AND END
Refused	<input type="checkbox"/>	THANK AND END

Q7. Which of these statements best describe your home ownership status?

I rent my home.	<input type="checkbox"/>	Continue to Q8
I own or mortgage my home.	<input type="checkbox"/>	
I neither own nor rent my home.	<input type="checkbox"/>	THANK AND END

Q8. Are you the primary person responsible for purchasing furniture in your home?

Yes	<input type="checkbox"/>	Continue to Q9
No	<input type="checkbox"/>	

Q9. Are you the primary person responsible for assembling furniture in your home?

Yes	<input type="checkbox"/>	Continue to Q10
No	<input type="checkbox"/>	

Q10. Are you the primary person responsible for arranging furniture in your home?

Yes	<input type="checkbox"/>	Continue to Q11
No	<input type="checkbox"/>	

Q11. When, if ever, was the last time you participated in marketing research or focus group research?

Within the past 3 months	<input type="checkbox"/>	THANK AND END
More than three months ago	<input type="checkbox"/>	Continue to Q12
Never	<input type="checkbox"/>	Continue to Q12
Refused	<input type="checkbox"/>	THANK AND END

Q12. What is your gender?

Male	<input type="checkbox"/>	Continue to Q13
Female	<input type="checkbox"/>	
Other	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

Q13. Are you Hispanic or Latino?

Yes	<input type="checkbox"/>	Continue to Q14
No	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

Q14. What is your race? (Mark all that apply.)

American Indian or Alaska Native	<input type="checkbox"/>	Continue to Q15
Asian	<input type="checkbox"/>	
Black or African American	<input type="checkbox"/>	
Native Hawaiian or other Pacific Islander	<input type="checkbox"/>	
White	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

Q15. What is your age?

Years old

GROUP BREAKDOWN

Group	Q2A. Which of the following age groups are living in your household?	Q3A. Which statement best describes your future plans regarding having children?	Q3B. Do any children from the following age groups come to your home at least once a week?	Q.7 Which of these statements best describe your home ownership status?	Date/Time
1	Parents of children age 1–5 living in home	N/A	N/A	Own	
2	Parents of children age 1–5 living in home	N/A	N/A	Rent	
3	No children age 1–5	Plan to have children in next 5 years	N/A	Own	
4	No children age 1–5	Plan to have children in next 5 years	N/A	Rent	

5	No children age 1-5	Unsure or not planning	Children age 1-5 come to home at least once a week	Own	
6	No children age 1-5	Unsure or not planning	Children age 1-5 come to home at least once a week	Rent	

Section 3: Invitation to Participate in Focus Group

Thank you for taking the time to speak with me today. We would like to invite you to participate in a focus group. The focus group will take place at Good Run Research, a focus group facility, where we will be discussing furniture used to store clothing. The focus group will be audio/visual-recorded. You may not participate in this study if you are not willing to be recorded. A light dinner will be provided.

The focus group is being held on **[DATE]** , at **Good Run Research** and will last **approximately 90 minutes**.

Your opinions are very important to us. You will be paid **\$75** in the form of a Visa gift card.

People who have been invited previously to participate in this type of project have found the experience to be enjoyable and informative.

Are you interested in participating in this study?

Yes	<input type="checkbox"/>	Continue
No	<input type="checkbox"/>	THANK AND END

IF YES, READ: Great! I am going to give you the address and contact information for the facility. Please be sure to be there 15 minutes before the scheduled start time to ensure that the group starts on time. Additionally, please bring a government issued photo ID with you to the study. Do you have a pen and paper? If you would like to provide your email address, I can send you a confirmation with address and time?

Email address

[_____] Open ended

GIVE NAME AND ADDRESS OF FACILITY:

Good Run Research and Recreation
4116 W Broad St, Richmond, VA 23230