

PROPOSED RECRUITMENT SCREENERS

Creative Testing Focus Groups

Initiative	Research Goal	Research Design
CPSC Creative Testing	Determine which creative style resonates best amongst different audiences	<p>Host two focus groups:</p> <ul style="list-style-type: none"> ● Group 1: 10-12 consumers aged 18-34 ● Group 2: 10-12 consumers aged 35-54 <p>Focus group respondents will be from the U.S. and will include a mix of region, race/ethnicity, gender, and income groups.</p> <p>Group conversations will be conducted in English.</p>

	Group 1	Group 2
<i>Number of Participants</i>	10-12	10-12
<i>Age Range</i>	18-34	35-54
<i>Gender</i>	Natural fallout of all self identification	Natural fallout of all self identification
<i>Race/Ethnicity</i>	Equal amount (roughly 3 HA, 3 Asian, 3 Caucasian, 3 Black)	Equal amount (roughly 3 HA, 3 Asian, 3 Caucasian, 3 Black)
<i>US Location</i>	20% northeast, 20% midwest, 20% west, and 40% south - soft quota	20% northeast, 20% midwest, 20% west, and 40% south - soft quota

**Recruit 13 to seat 10-12 for both groups
Groups will be conducted in English**

Questions that will be asked in the email to create leads:

- Question 1: Which of the following best describes your gender identity?
- Question 2: Do you consider yourself a person of Hispanic, Latino, or Spanish origin?
 - **Note for approval:** This is the current phrasing that is established by Census to ensure we are encompassing the different terms people self-describe. The answer will not impact the action. The action is to ensure that we recruit people of Hispanic/Latin/Spanish origin.
- Question 6: What is your age?

Questions that will be asked over the phone include the following: Sections 1-3 (Questions 1 - 9)

Section 1 – INTRODUCTION

Hello, my name is _____, and I am reaching out on behalf of FINN Partners, an independent research firm. We will be conducting focus groups for a federal public safety agency about creative advertising. The focus group will last about 2 hours. As a thank you for participating in the study, participants will receive a gift card in the amount of \$150.

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

Yes	[]	[CONTINUE]
No	[]	[THANK AND END]

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 set of people, and we may already have enough similar candidates for this study. Any questions before we begin?

Section 2 – SCREENER AND DEMOGRAPHIC QUESTIONS

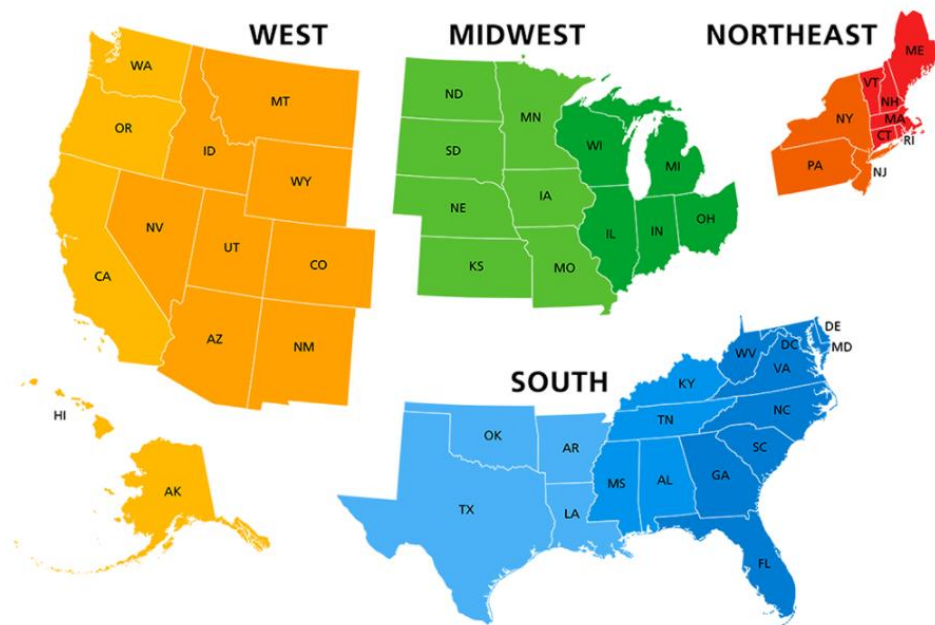
PLEASE USE THE TERMINATION LANGUAGE BELOW FOR ANY RESPONSE THAT LEADS TO THE ANSWER OPTION “THANK YOU AND END”.

- 1. Which of the following best describes your gender identity? *[RECRUIT A MIX, no hard quota]***
 - o Woman
 - o Man
 - o Non-binary
 - o Prefer to self-describe (blank)
 - o I prefer not to answer
- 2. Do you consider yourself a person of Hispanic, Latino, or Spanish origin?**
 - o No, not of Hispanic, Latino, or Spanish origin
 - o Yes, Hispanic, Latino, or Spanish origin

3. Which of the following best describes your race or ethnicity? **[RECRUIT A MIX INCLUDING ROUGHLY 3 HISPANIC AMERICANS, 3 ASIAN, 3 CAUCASIAN, 3 BLACK FOR BOTH GROUPS - soft quota]** Note for approval: this matches the census way of asking
- American Indian or Alaskan Native
 - Asian
 - Hispanic or Latino
 - Native Hawaiian or Other Pacific Islander
 - Black or African-American
 - White
 - Other

RETURN TO ALL RESPONDENTS

4. What state do you currently live in? **[TRYING TO GET 20% NORTHEAST, 20% MIDWEST, 20% WEST, AND 40% SOUTH]** Note for approval: set as a guide but depends what recruitment we can get
- Drop down by state



UNITED STATES CENSUS REGIONS

5. What is your age? **[RECRUIT DEPENDING ON GROUP]**
- 17 years old or younger **[TERMINATE]**
 - 18-34 **[RECRUIT ALL FOR GROUP 1 FROM HERE BUT TERMINATE FOR GROUP 2]**
 - 35-44 **[RECRUIT SOME FOR GROUP 2 FROM HERE BUT TERMINATE FOR GROUP 1]**
 - 45-54 **[RECRUIT SOME FOR GROUP 2 FROM HERE BUT TERMINATE FOR GROUP 1]**
 - 55+ **[TERMINATE]**
6. What range best describes your total household income before taxes? **[RECRUIT A MIX]**

- Under \$40,000
- \$40,000-\$65,000
- \$65,000-\$100,000
- \$100,000+
- Prefer not to answer **[TERMINATE]**

7. What is the highest degree or level of education you have completed? *[RECRUIT A MIX]*

- Some high school
- High school
- Associates degree or Trade school
- Some college
- Bachelor's degree or Master's degree or Ph.D or higher
- Prefer not to answer **[TERMINATE]**

8. Do you or anyone else in your household work in any of the following areas?

- Market research **[TERMINATE]**
- Advertising **[TERMINATE]**
- Public relations or media **[TERMINATE]**

Note for approval: Participant's name, and state are collected for DEI purposes for research.

Termination language:

Thank you for your time and consideration. You have not been selected for the focus group.

Section 3 – INVITATION TO PARTICIPATE IN FOCUS GROUP

Congratulations! You have been selected to participate in a focus group. The focus group will be conducted online and may be audio and video recorded.

The focus group will be scheduled the week of X and will last approximately **2 hours**.

Your opinions are valuable to us. To thank you for your participation, you will be given a \$150 prepaid debit card.

Are you interested in participating in the focus group?

Select options:

Yes – CONTINUE

No - TERMINATE

Great! Please provide your email address to receive confirmation with a date and time.

[Enter email address] – OPEN ENDED