

XXXIV. NWOS Focus Group Screener Guide

Focus group date and times: _____

Focus group location: _____

Interviewer's name: _____

Interview date: _____

Respondent's Name: _____

Address: _____

City, State Zip: _____

Phone: Home _____ Work: _____

Mobile: _____

E-mail: _____

Indicate group respondent is recruited for on <DATE>

() Group 1, <TIME>

() Group 2, <TIME>

IMPORTANT NOTES TO RECRUITER:

- Recruit 10 per group for 8 to show.
- Recruit only one person per household.

RESPONDENT QUALIFICATIONS:

List of respondent qualifications for each focus group. The screener will be looking for a representation of various landowners within these groups. Qualifications include:

- Ownership size
- Ownership type
- Decision maker
- Attitudinal segment
- Occupation
- Age
- Gender

[START OF SCREENER SCRIPT]

Hello, my name is {insert interviewer's name}. I am calling on behalf of the National Woodland Owner Survey. We are conducting a study in your area today and want to ask you a few questions. We are not selling anything and all of your responses will be kept confidential.

[AVAILABLE]

1. Is {insert respondent's name} available?

Yes () [CONTINUE]

No..... () [IF NO, LIST REASON WHY NOT]

[REASON FOR NOT RESPONDING:] _____

[IF CURRENTLY UNAVAILABLE, ASK FOR GOOD CALL BACK DATE/TIME]:

_____ [THANK AND CALL BACK LATER]

[IF DECEASED OR UNAVAILABLE FOR EXTENDED TIME PERIOD, ASK IF THERE IS SOMEONE ELSE IN THE HOUSEHOLD WHOM YOU COULD TALK TO.]

2. Are you at least 21 years of age?

Yes () [CONTINUE]

No..... () [IF NO, ASK IF THERE IS SOMEONE ELSE IN THE HOUSEHOLD WHOM YOU COULD TALK TO.]

[LAND]

3. a. Do you currently own any land in <STATE>?

Yes..... () [CONTINUE]

No..... () [THANK AND TERMINATE]

[WOODLAND]

- b. Of this land, about how many acres are wooded or covered by trees?

[IF ASKED ABOUT DEFINITION OF WOODS, SAY]: Land at least one acre in size with at least 10 well-spaced trees.

[IF RESPONDENT IS UNSURE, ASK:] About how much of the land would you say is wooded or covered by trees? You can give me an answer such as "a tenth," "half" or "three-quarters" – an estimate of how much of your land is covered by trees.

Acres of woodland _____ acres [CONTINUE]

OR

Percent of land that is wooded _____ %
→ [CALCULATE ACRES OF WOODLAND]
Acres of woodland .. _____ acres [CONTINUE]

[OWNERSHIP TYPE]

4. There are many different ways that land is owned. Which of the following best describes the type of ownership in which your land is held?
[READ LIST AND CHECK ALL THAT APPLY.]

Individual or joint ownership..... () [CONTINUE]
Family partnership, trust, or estate () [CONTINUE]
Corporation or business partnership () [CONTINUE]
Other (specify) () [CONTINUE]
Public ownership..... () [THANK AND TERMINATE]

[ALL RESPONDENTS MUST SAY THEIR LAND IS PRIVATELY OWNED.
[MINIMUM OF 6 PER GROUP SHOULD BE FROM EITHER OF THE FIRST TWO CATEGORIES,
INDIVIDUAL, JOINT, FAMILY PARTNERSHIP, TRUST, OR ESTATE.]

[DECISION MAKER]

5. Which of the following statements best describes your involvement in decisions concerning major uses of your land? [READ LIST AND CHECK ONE]
[Examples of decisions included: selling land, harvesting trees, etc.]

You alone make the decisions () [CONTINUE]
You share the decisions equally with someone else () [CONTINUE]
You play little or no role in the decisions () [SEE BELOW]

[ALL RESPONDENTS MUST SAY THEY EITHER MAKE DECISIONS CONCERNING THEIR LAND ALONE OR SHARE DECISIONS ABOUT EQUALLY WITH SOMEONE ELSE. IF THE RESPONDENT DOES NOT QUALIFY, ASK TO SPEAK TO SOMEONE WHO IS A JOINT OWNER AND MAKES DECISIONS CONCERNING THE USE OF THE LAND. THAT PERSON MAY EITHER BE IN THE SAME HOUSEHOLD OR LIVE SOMEWHERE ELSE; START FROM THE BEGINNING OF THE SCREENER. IF NO OTHER PERSON WHO FITS THIS ROLE IS AVAILABLE TO TALK TO NOW OR A LATER TIME, TERMINATE.]

[ATTITUDINAL SEGMENT]

6. People own land for a variety of reasons. I'm going to read five statements that describe different feelings people might have about their land. Please tell me how well you feel each one describes you on a 1 to 10 point scale, where 10 means it describes you completely and 1 means it doesn't describe you at all. First... [ROTATE. WRITE IN #.]
- a. I generate income from my land or own it for financial investment purposes..... ()
b. I own my land for the enjoyment of the scenery ()
c. I own my land for the privacy it affords..... ()

- d. I use my land for recreation purposes ()
e. I'm not particularly involved with my land ()

[IDENTIFY WHICH SEGMENT RESPONDENT FALLS INTO BASED ON SCORES. IF WOODLAND RETREAT OR WORKING THE LAND, RECRUIT INTO RELEVANT FOCUS GROUP:

- WOODLAND RETREAT = (B) OR (C) IS HIGHEST SCORE AND AT LEAST 7. (A) and (E) ARE LOWER THAN 7.
- WORKING THE LAND (A), (B), (C) AND (D) ARE ALL RATED HIGHLY AND ABOUT TIED AND SCORES OF 7-10. (E) IS LOWER THAN 7.
- SUPPLEMENTAL INCOME (A) IS RATED HIGHEST AND ALL OTHERS ARE LESS THAN 7.
- UNINVOLVED (E) IS RATED HIGHEST OR NONE ARE RATED 7 OR HIGHER.

[RECRUIT 2-3 FROM EACH SEGMENT PER GROUP]

[OCCUPATION]

7. a. What is your primary occupation? ()
[IF RETIRED:] What was your primary occupation? ()

b. Have you ever worked as a forester or a logger?

[RECORD YES OR NO].....()

[IF CURRENT OR FORMER PROFESSION IS FORESTER OR LOGGER, THANK AND TERMINATE]

[AGE]

8. For background purposes, which of the following groups describes your age? [READ LIST]

Under 21 () [THANK AND TERMINATE]

21-34 years old () [CONTINUE]

35-49 years old () [CONTINUE]

50-64 years old () [CONTINUE]

65 years or older () [CONTINUE]

[Prefer not to say] () [CONTINUE – ask if under/over 50]

[RECRUIT A MINIMUM OF 2-3 PER GROUP WHO ARE UNDER 50.]

[GENDER]

9. [DO NOT ASK. RECORD GENDER BASED ON RESPONDENT'S VOICE AND NAME]

Male ()

Female ()

[RECRUIT MINIMUM OF 3 WOMEN AND A MINIMUM OF 3 MEN PER GROUP.]

[INVITATION]

10. [IF QUALIFIED, ASK:] We would like to invite you to participate in a research discussion group at the {Insert location, date, and time from below}. You would be asked to share your opinions and ideas with other landowners like yourself. The discussion will last approximately two hours and you would be paid \$75 for your time and cooperation. Light food (sandwich platters) and refreshments will be provided. Would you be willing to participate?

Yes () [THANK. VERIFY/UPDATE NAME AND CONTACT INFORMATION. ASK RESPONDENT
TO ARRIVE 15 MINUTES EARLY AND TELL HIM/HER THEY WILL BE CONTACTED
AGAIN A FEW DAYS PRIOR TO THE MEETING]

No () [THANK AND TERMINATE]

[Check the group for which the respondent is scheduled:]

() Group #1 – To be held at the Holiday Inn Express, 4360 Town Center Blvd., in El Dorado Hills
from noon until 2:00 PM

() Group #2 – To be held at the Holiday Inn Express, 4360 Town Center Blvd., in El Dorado Hills
from 6:00 PM until 8:00 PM

[THANK AND TERMINATE]