

**FINAL EXTERNAL AFFAIRS ELITE
FOCUS GROUP RECRUIT
OCTOBER 1990
(4-723-05)**

Hello, my name is _____ and I'm calling from the Angus Reid Group. We're a professional public opinion research firm that gathers opinions from people to help in the development of new programs and policies.

From time to time we get opinions by sitting down and talking with a group of people. We are having one of these discussion sessions and are calling to see if someone in your household can participate. These sessions take about two hours and those who qualify and attend will receive \$75.00 as a token of our appreciation. I would like to ask you a few questions to see if you qualify to attend.

1. First of all, do you or does anyone in your household work, or have ever worked, in the following areas?

- | | | |
|---------------------------------------|---|---|
| An advertising agency | 1 | } IF YES TO ANY
THANK AND
TERMINATE |
| A market research company | 2 | |
| Radio/television or newspaper | 3 | |
| In public relations | 4 | |
| International Banking | 6 | |
| Teaching economics and business | 7 | |
| Import or Export Agency | 8 | |

2. Into what age category do you fall?

- | | | |
|------------------|---|--|
| Under 25 | 1 | → ASK FOR SOMEONE 25 OR OVER, REPEAT INTRO, IF NO ONE, THANK AND TERMINATE |
| 25-49 | 2 | → WATCH QUOTAS |
| 50 or over | 3 | → WATCH QUOTAS |

3. SEX: (DO NOT ASK)

- | | | |
|--------------|---|--------------|
| Male | 1 | WATCH QUOTAS |
| Female | 2 | WATCH QUOTAS |

4. What is the highest level of education you have achieved?

- | | | |
|-----------------------------|---|-----------------------|
| Less than High School | 1 | } THANK AND TERMINATE |
| Complete High School | 2 | |
| Technical/Vocational | 3 | |
| Some University | 4 | |
| Complete University | 5 | |

5. Have you ever lived in Mexico for at least one year?

- | | | |
|-----------|---|-----------------------|
| Yes | 1 | → THANK AND TERMINATE |
| No | 2 | → CONTINUE |