

FTA Script

Focus Group Project: #3613 Today's Date: \_\_\_\_\_

Date of Group: Wednesday August 28, 1991

Time of Group: \_\_\_\_\_

Name of Respondent: \_\_\_\_\_

Telephone #: \_\_\_\_\_

Hello, my name is \_\_\_\_\_, of Summerhill Research Centre, a national opinion research firm. We are recruiting today to form a discussion group looking at CURRENT ISSUES and thought you might be interested in attending. The discussion will take approximately 2 hours and participants will receive \$40 for their time. Refreshments will be served as well.

(IF RESPONDENT IS INTERESTED, SAY:) I have a few questions to ask you to see if you qualify for this group:

1. What is your age?
 

18+ (Continue).....	A
Under 18 (Thank and terminate)	B

(Quotas: 18-39 yrs.=50%  
40 + yrs.=50%)
2. Are you a Canadian resident?
 

Yes (Continue).....	A
No (Thank and terminate) ..	B
3. Gender (By observation)
 

Male .....	1
Female .....	2
(Watch quotas)	
4. Have you ever attended an interview or survey which was arranged in advance and for which you received a small sum of money?
 

Yes (Continue).....	1
No (Go to Question 7).	2
5. When did you last attend one of these surveys?
 

LESS THAN SIX MONTHS AGO (THANK AND TERMINATE) ..	1
OVER SIX MONTHS AGO (CONTINUE) .....	2
6. Have you attended more than five discussion groups in your lifetime?
 

Yes (Thank and terminate) 1	
*(If attendance was over 5 years ago, continue)	
No (Continue) .....	2