I. Explanation of Study
Thank you for your interest. As you may have read, we are looking for people interested in gardening to participate in focus groups. If you qualify for this study, you will be asked to come to our conference center to give your opinions in a daylong group discussion session. You will be paid for your time. May I ask you a few questions?

II. Screening Questions

Which of the following age ranges do you fall into?
_____ 17 or younger [Thank respondent and end call.]
_____ 18 to 30
_____ 31 to 40
_____ 41 or older [Thank respondent and end call.]

What is the last grade or year of school that you completed?
_____ Grade school (or less) [Thank respondent and end call.]
_____ High school or equivalency [Thank respondent and end call.]
_____ Some college
_____ College graduate or higher

How many years have you been gardening?
_____ 0 –6 months [Thank respondent and end call.]
_____ 6 months – 1 year
_____ 1 – 2 years
_____ 3 - 5 years
_____ 5 or more years

Have you accessed the Internet in the last 6 months?
_____ Yes   _____ No [Thank respondent and end call.]

Have you purchased a product or service on-line in the past 6 months?
_____ Yes   _____ No [Thank respondent and end call.]

III. Invitation
As I mentioned earlier, we are scheduling a small group discussion with people interested in gardening who live in the local area. If you are able to attend, you will be paid $50 for your time, and refreshments will be served before the discussion. Will you be able to attend on [day/ date] from [ __ o'clock to __ o'clock]?

_____ Yes   _____ No [Thank respondent and end call.]

May I please get your contact information, so that we can contact you in the future?

Address: ___________________________________________  Phone: ____________________
________________________________________

Thank you and we look forward to your participation!