



FOCUS GROUP INFORMATION FORM

Your participation in a focus group has been requested on the topic named below. Your opinion is vital to our research because you have some traits in common with other participants. For that reason, what you think will help in refining current research and identifying ways to modify our public relations and integrated marketing campaign proposal.

Please feel free to communicate with any person in the focus group who makes you feel comfortable. It is important to take the time you need in order to provide both spontaneous and considered opinions on the subject we're asking you about. If you want to revise your opinion at any time, let the group discussion leader know before the focus group session ends. If at any time you do not understand one of the ideas presented or described, please ask for clarification—you are an important part of this research.

Beyond this focus group, we will/will not contact you for additional or follow-up information.

We want you to be very clear about your agreement to participate and that your participation is entirely voluntary. For that reason, you are requested to sign the attached consent form.

FOCUS GROUP CONSENT FORM

Topic of Focus Group: Township of Butler Sports Complex

Group Discussion Leader: Patrick O'Connor Sponsor:

Date: Monday, February 8, 2021

Time: 6:30

Participant Name:

I have voluntarily agreed to participate in a focus group on the topic and date identified and following the guidance of the discussion leader named above. I have had opportunities to ask questions and understand how the session will proceed. This form authorizes Slippery Rock University students to capture my opinions as relevant to the topic. I waive my rights to confidentiality and agree that such opinions may include any and all of the following:

- Spoken statements
- Written statements, including drawings
- Comments extraneous to the topic as stated during the focus session
- Follow-up as described to me on the focus group information sheet
- Ideas rendered, which are yielded into the research gathered today

These opinions might be captured in any and all of the following formats:

- Audio recordings
- Notes taken by sponsor team

I understand there is no monetary incentive.

Signed: _____

Date: _____

Printed Name: _____

Witness: _____

Date: _____