

Attachment A: Focus Group Screening Questionnaire for Low-Income Mothers

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USDA/FNS

Focus Group Screening Questionnaire – Low-Income Mothers

TBD 2007

Rochester, NY; Baltimore, MD; Dallas, TX

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DATES: TBD

SPECS:

- Two, 90-minute focus groups with low-income mothers:
 - o Mothers with at least one non-school aged child (i.e., 2-5 years of age and not yet in kindergarten)
 - o Mothers with at least one child in elementary school, up to 10 years of age
- Recruit 12 for 8 to show at each group.
- Each woman must be in a low income household (see Q13 and Q14).
- All respondents must speak English.
- All respondents must be outgoing, responsive, articulate, willing and able to read and react to written materials, and must be willing to speak openly in a group.

PLEASE SCHEDULE/RECRUIT RESPONDENTS AS FOLLOWS:

	<u>GROUP</u>	<u>DATE*</u>	<u>TIME</u>	<u>LOCATION</u>
[]	Group 1: low-income mothers of non-school aged children			Rochester
[]	Group 2: low-income mothers with at least one child in elementary school			Rochester
[]	Group 3: low-income mothers with at least one child in elementary school			Baltimore
[]	Group 4: low-income mothers of non-school aged children			Baltimore
[]	Group 5: low-income mothers of non-school aged children			Dallas
[]	Group 6: low-income mothers with at least one child in elementary school			Dallas

Hello, my name is _____with_____. We are conducting a study about nutrition on behalf of the federal government, and I would like to ask you a few questions. I'm not trying to sell you anything.

We would like to invite a number of women in your area to participate in a focus group to help us understand more about what they think about nutrition and health. May I speak to the female head of household? This should only take a few minutes. ONCE HEAD OF HOUSEHOLD ON PHONE, REPEAT INTRODUCTION AND READ OMB STATEMENT (see top of screener).

1. Record Gender—DO NOT ASK UNLESS UNABLE TO TELL.

Female..... [] **Continue**

Male [] **Terminate**

2. Do you, or does anyone in your household, work for a radio station, television station, newspaper, market research company, advertising or public relations company?

Yes..... [] **Terminate**

No..... [] **Continue**

3. Do you have any children under age 19 living at home?

Yes..... [] **Continue**

No [] **Terminate**

4. How old are your children? [check all that apply]

Under 2..... []

2-5 years old..... []

6-10 years old..... []

11 and up..... []

If one of these is checked, continue. If not, terminate.

5. **[If child is between the ages of 2-5, ASK]** Is your child in Kindergarten?

Yes..... [] **Recruit for older group**

No..... [] **Recruit for younger group**

6. **[If child is between the ages of 6-10, ASK]** What grade is your child in?

_____ [Record answer] **Recruit for older group**

7. Do you or does anyone in your household work in any of the following industries? **[Record each “yes” response.]**

- Healthcare..... []
- Nutrition..... [] **Terminate if “YES” to any**
- Fitness..... []

8. Have you ever participated in a focus group or been paid to be part of a discussion group?

- Yes..... [] **Continue**
- No..... [] **Skip to Q10**

9. How recently did you participate in a focus group?

- Less than 6 months ago [] **Terminate**
- 6 months ago or longer [] **Continue**

10. Generally speaking, do you consider yourself to be an “expert” in nutrition?

- No..... [] **Continue**
- Yes [] **Terminate**
- Don't know/Refused... [] **Terminate**

11. Do you or your child(ren) have any health condition where you have to eat a special diet, or are you on a diet prescribed by your doctor?

- No..... [] **Continue**
- Yes [] **Terminate**

12. Are you a vegetarian or vegan?

- No..... [] **Continue**
- Yes [] **Terminate**

13. Who does most of the grocery shopping or makes the shopping lists in your household? **[DO NOT READ RESPONSES]**

- You..... [] **Continue**
- Someone else..... [] **Terminate**

14. Including yourself, how many people currently live in your household?

_____ [Record answer]

15. What is your total annual household income? **[Do not read list]**

Less than \$19,000.....	1	Record number below
\$19,000 - \$25,000.....	2	Record number below
\$25,001 - \$32,000.....	3	Record number below
\$32,001 - \$38,000.....	4	Record number below
\$38,001 - \$45,000.....	5	Record number below
\$45,001 - \$51,000.....	6	Record number below
\$51,001 - \$58,000.....	7	Record number below
\$58,001 - \$64,000.....	8	Record number below
More than \$64,000.....	[]	Terminate
Don't know/Refused	[]	Terminate

Answer to question 14: _____ Answer to question 15: _____

Accept respondent if he/she falls into one of the following categories:

- ___ Has 1 person in household (Q14), and answer to Q15 is 1.
- ___ Has 2 people in household (Q14), and answer to Q15 is 1 or 2.
- ___ Has 3 people in household (Q14), and answer to Q15 is 1, 2, or 3
- ___ Has 4 people in household (Q14), and answer to Q15 is 1, 2, 3, or 4
- ___ Has 5 people in household (Q14), and answer to Q15 is 1, 2, 3, 4, or 5.
- ___ Has 6 people in household (Q14), and answer to Q15 is 1, 2, 3, 4, 5, or 6.
- ___ Has 7 people in household (Q14), and answer to Q15 is 1, 2, 3, 4, 5, 6, or 7.
- ___ Has 8+ people in household (Q14), and answer to Q15 is 1, 2, 3, 4, 5, 6, 7, or 8.

[INTERVIEWER, RECORD WHICH CATEGORY RESPONDENT FALLS INTO]

16. What is your current age? **[Do not read list]**

- Under 18..... [] **Terminate**
- 18-34 [] **Record**
- 35-50..... []
- 50+ [] **Terminate**

17. What is your race or ethnicity? **(Read list. Record one answer)**

- Black or African American []
- Hispanic or Latino []
- White..... [] Recruit no more than 5***
- American Indian or Alaska Native..... []
- Asian []
- Native Hawaiian or Other Pacific Islander.. []
- (Do not read) Other..... [] Terminate only if response is inarticulate**

*Recruit no more than 5 White respondents for each group. The remaining 7 recruits can be any mix of other races, but should not all be of one racial or ethnic group. To the extent possible, these 7 should be split between Hispanics and African Americans.

18. What is the highest level of education you have completed? **[Do not read list]**

- High school graduate or less..... []
- Some college, vocational or technical school..... [] **Recruit a mix**
- College graduate..... [] **Recruit no more than 3**
- Post graduate education (e.g., Master's degree, MBA, law degree, PhD) [] **Terminate**

19. How comfortable would you be reading an information pamphlet that is written in English and telling someone what you think about it?

- Very comfortable..... [] **Continue**
- Somewhat comfortable..... [] **Continue**
- Somewhat uncomfortable..... [] **Terminate**
- Very uncomfortable..... [] **Terminate**

20. Are you currently employed?

- Yes, full-time..... []
- Yes, part-time..... [] **Recruit a mix of employed and not employed**
- No..... []

21. Are you

- Married..... []

Single, never married []
.....
Separated/divorced/ [] **Recruit a mix**
widowed...

22. Are you or your child participating in any one of the following nutrition programs? [**select all that apply**]

Food Stamp Program..... []
Free- or Reduced-price School Lunch [] **Record**
Women, Infants, and Children Program (WIC)... []

23. Take a moment and think about your health. What is the biggest concern you have about your health and why?

Recruiter: After recording respondent's answer, determine whether or not you feel this respondent would be useful in the group. Did she:

- Give full and complete answer?**
- Speak clearly, and without long pauses?**
- Answer enthusiastically?**
- Speaks understandable English/is comfortable with the English language**

It is most important that respondent be articulate!! If not, terminate.

I would like to invite you to participate in a group discussion that will be held at our facility on **(DATE)** at **(TIME)**. The group will last approximately 90 minutes. To help cover costs such as transportation to the focus group site and child care, you will receive \$75.00 in cash at the end of the group session. Would you be willing to participate?

Yes.....() **SCHEDULE** No.....() **TERMINATE**

I will call you to remind you of this appointment. However, if for some reason you are unable to attend, please call me at (TELEPHONE NUMBER) so that I can find a replacement for you. Thank You.

Respondent's name: _____

Address: _____

Telephone # (Home): _____ **(Work)** _____

Recruited by: _____