

## **ATTACHMENT C – RECRUITMENT SCREENER**

In recruiting potential focus group participants, one recruitment screener will be used. The screener will ask respondents about their income, region, age, occupation, education, race, and gender.

Potential participants will be asked a series of questions. Based on their responses, potential participants will be placed in either the current FSP participant group or the food stamp-eligible, nonparticipant group. If respondents do not meet the criteria for either group, the survey interview will end, and they will not be asked to participate in the study.

The recruitment screener will be translated in Spanish after OMB approval for this package has been obtained. A FH/GMMB subcontractor will translate the screener.

Public reporting burden for this collection of information is estimated to average two hours and 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research, Nutrition and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

**USDA - FOOD STAMP PROGRAM  
FOCUS GROUP RECRUITMENT SCREENER**

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ calling from \_\_\_\_\_. I am calling to see whether you qualify for an upcoming project that we are conducting about assistance programs that help people in the community. I'd like to speak to the person in the household who is responsible for the household's grocery shopping. Who would that be?

IF NECESSARY, SAY: When I say, "The person who is responsible for the household's grocery shopping, I mean the person who completes the grocery shopping for the household most or all of the time.

**SCREENING/RECRUITING**

A. In your household, is the primary grocery shopper you (PAUSE) or someone else?

1. RESPONDENT – CONTINUE.
2. OTHER HEAD OF HOUSEHOLD: May I speak with him/her?
3. EQUAL – RESPONDENT AND OTHER HOUSEHOLD MEMBER – CONTINUE.
4. SOMEONE IN HOUSEHOLD (PARENT/CHILD/ROOMMATE/HIRED HELP): May I speak with him/her?
5. REFUSED – TERMINATE: Thank you for your time.

**NOTE:** TRACK "TERMINATES" BY QUESTION LETTER THROUGHOUT ENTIRE SURVEY.

B. Do you live in Greater NAME?

1. YES – CONTINUE.
2. NO – TERMINATE.

**NOTE:** FOR RURAL COMMUNITIES, ASK: Do you live in or near \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_?

1. YES – CONTINUE.
2. NO – TERMINATE.

C. Are you \_\_\_\_\_ years of age? IF RESPONDENT RESPONDS TO ANY OF THE SHADED ITEMS BELOW, TERMINATE.

FOR GENERAL MARKET	YES	NO	REFUSED
25 to 59 (GO TO D1.)	1	2	3
FOR ELDERLY GROUP			
60 or older (GO TO D2.)	1	2	3

PARTICIPANTS MUST BE 25 OR OLDER. RECRUIT MIX OF AGES.

D1. For classification purposes, of the following categories, which one includes your age?

1. 25 to 29
2. 30 to 39
3. 40 to 49
4. 50 to 59

RECRUIT A MIX OF AGES. MUST BE 25 OR OLDER.

D2. For classification purposes, of the following categories, which one includes your age?

1. 60 to 64
2. 65 to 69
3. 70 to 74
4. 75 to 79
5. 80 or older

E. Have you ever participated in any type of market research discussion group in the past six \_\_\_\_\_ months?

1. YES – TERMINATE.
2. NO – CONTINUE.
3. REFUSED – TERMINATE.

F. What is your favorite television show? Why? (SCREEN FOR RESPONDENT’S ABILITY TO ARTICULATE HIS/HER THOUGHTS.)

You have been selected to possibly participate in a very important research project on **DATE** at **TIME**. We are not trying to sell anything, and we won’t try to talk you into signing up for anything. This is not sales-related in any way. This is being done strictly for research purposes.

I'd like to ask you a few questions. IF NECESSARY, SAY: This is an opinion focus group. We have nothing to sell.

G. Are you receiving any of the following benefits?

1. Temporary Assistance for Needy Families (TANF) or Cash Assistance Program.
  - 1a. IF YES, ASK: Do you receive any kind of food assistance through an EBT card that you can use at the grocery store, or do you receive assistance from a food bank?
2. Medicaid.
3. Supplemental Security Income (SSI).
4. General Assistance (GA).
5. Food Stamps.

**FOR CURRENT FSP PARTICIPANT GROUP:**

IF "YES" TO 1a BUT "NO" TO 5, CONTINUE.

IF "YES" TO 5, CONTINUE.

**FOR FSP ELIGIBLE, NONPARTICIPANT GROUP:**

IF "NO" TO 1a AND "NO" TO 5, CONTINUE.

H. Do you have any children who are 18 years of age or younger and living with you in your household?

1. YES.
2. NO.

IF YES, ASK: Do any of these children qualify for the free or reduced lunch program at school?

1. YES.
2. NO.

I. Which one of the following includes your race or ethnic background? READ:

1. American Indian or Alaska Native SKIP TO QM
2. Asian SKIP TO QM
3. Black or African American. SKIP TO QM
4. Hispanic or Latino. CONTINUE TO QJ
5. Native Hawaiian or Other Pacific Islander SKIP TO QM
6. Caucasian or white. SKIP TO QM
7. Some combination of the above or some other category. IF YES, please specify: SKIP TO QM
8. REFUSED.

FOR GENERAL MARKET AND ELDERLY GROUP, TRY TO RECRUIT A MIX.

**FOR HISPANIC GROUP ONLY, ASK:<sup>1</sup>**

- J. How often do you speak Spanish in your home?
1. A lot – CONTINUE.
  2. Some – CONTINUE.
  3. Hardly ever – TERMINATE.
  4. Never – TERMINATE.
- K. Do you watch or listen to Spanish-language TV or radio?
1. YES – CONTINUE.
  2. NO – TERMINATE.
- La. Were you born in Latin America (Mexico, Central America, South America)?
1. YES – CONTINUE TO Lc IF THERE ARE CHILDREN UNDER 18 IN THE HOME (QH); IF NOT, GO TO Ld .
  2. NO – UNITED STATES – GO TO QUESTION Lb.
  3. NO – ELSEWHERE – TERMINATE.
- Lb. Are you of Latin American descent, such as Mexican or Chilean?
1. YES – CONTINUE TO QUESTION M.
  2. NO – TERMINATE.
- Lc. Where were your children born?
1. IF IN THE UNITED STATES, CONTINUE TO QUESTION M.
  2. IF NOT IN THE UNITED STATES, CONTINUE TO QUESTION Ld.
  3. DO NOT HAVE ANY CHILDREN, CONTINUE TO QUESTION Ld.
- Ld. How long have you lived in the United States? READ:
1. LESS THAN FIVE YEARS – TERMINATE.
  2. FIVE OR MORE YEARS – CONTINUE.

RECRUIT A MAJORITY OF NON-U.S.-BORN HISPANICS (BASED ON THE FACT THAT THE USDA PRODUCES OUTREACH TARGETED AT IMMIGRANTS).

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<sup>1</sup> If focus group recruiters have difficulty recruiting Spanish-speaking participants, FH/GMMB/HMA will enlist the help of a trust community-based organization.

**FOR EVERYONE**

M. How many family members live in your household?

\_\_\_\_\_

N. Is your total annual household income at or less than \_\_\_\_? (DO NOT READ: 130% BELOW THE FEDERAL POVERTY LEVEL BASED ON NUMBER OF HOUSEHOLD RESIDENTS – INCOME CHART PROVIDED TO INTERVIEWERS.)

1. AT OR BELOW 130% OF POVERTY LEVEL – CONTINUE.

2. MORE THAN 130% OF POVERTY LEVEL – TERMINATE.

Size of Family Unit	Annual Income (130%)	Monthly Income	Weekly Income
1	\$13,273	\$1,106	\$277
2	\$17,797	\$1,483	\$371
3	\$22,321	\$1,860	\$465
4	\$26,845	\$2,237	\$559
5	\$31,369	\$2,614	\$654
6	\$35,893	\$2,991	\$748
7	\$40,417	\$3,368	\$842
8	\$44,941	\$3,745	\$936
For each additional person, add	\$4,524	+\$377	+\$94

Source: 2007 HHS Poverty Guidelines.

O. Have you (PAUSE) or anyone in your household (PAUSE) ever worked? IF NECESSARY, SAY: This includes work that you or others in the household are currently doing. IF RESPONDENT SAYS “YES” TO ANY OF THE SHADED ITEMS BELOW, TERMINATE.

	YES	NO	DK
As a nutritionist or dietitian?	1	2	3
For the local, state, or federal government?	1	2	3
As a social worker?	1	2	3
For a marketing or marketing research firm or department?	1	2	3
For a public relations firm or advertising agency?	1	2	3

- P. Are you currently?
1. Employed full time.
  2. Employed part time.
  3. A full-time student.
  4. A home-maker.
  5. Retired.
  6. Unemployed and looking for work.

RECRUIT A MIX.

- Q. What is/was your occupation? RECORD VERBATIM.

\_\_\_\_\_.

- R. What was the last grade in school you completed?
1. Some high school or less.
  2. High school graduate (or GED).
  3. Some college/associate's degree/technical school.
  4. College graduate/beyond (bachelor's degree, master's degree, postgraduate).
  5. REFUSED.

The reason for my questions is that we would like to invite you to participate in a focus group addressing government assistance programs. This is for market research purposes only. We are not trying to sell anything. You will receive a \$\_\_\_ stipend for your expenses.

The focus group will be held on \_\_\_\_\_ and will start at (TIME) \_\_\_\_\_.

The focus group will last approximately two hours. If I do put your name down, it is very important that you make every effort to attend.

- S. Will you help us with this study? IF NO, SAY: Only a few people are invited to participate, and your opinions are very important to us.
1. YES.
  2. NO – TERMINATE.
  3. DON'T KNOW/REFUSED – TERMINATE.

- T. RECORD GENDER WITHOUT ASKING

1. MALE.
2. FEMALE.

RECRUIT A MIX.

Again, we will be reimbursing you for your help. We will also be serving refreshments. The group will be made up of eight to 12 people like yourself. Most of the time that you are there, you'll be talking with others in a group discussion.

I want you to know that your participation is strictly confidential and voluntary.

**READ OMB BURDEN STATEMENT:** Public reporting burden for this collection of information is estimated to average two hours and 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research, Nutrition and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

The research records that will be collected and used for this study may include an opinion survey, written notes, and an audiotape made during your participation in the focus group discussion. However, your comments and survey responses will be shared only in the aggregate with those from the other participants. Aggregated information/results and small portions of audio recordings (with no names identified) from this study may be presented in meetings or in internal reports to the USDA Food and Nutrition Service. Your name, and any information that can be traced back to you, will not be included in any reports or meetings.

Please arrive at the discussion group 10 minutes prior to the start time so that you can read and sign a confidentiality agreement. If you wish, I can send a copy of this form to you ahead of time. Would you like me to do so?

- 1 YES
- 2 NO

U. We will call you the day before the focus group to remind you. Is this the best number to reach you on (DAY BEFORE SESSION)? Is there a preferred time for us to call?

ALTERNATIVE PHONE, IF NECESSARY: \_\_\_\_\_.



V. So that we may also mail you a map with directions to our facility, may I please have your full name and address?

NAME:

ADDRESS:

CITY:

STATE:

ZIP CODE:

TELEPHONE:

Thank you very much. We look forward to seeing you on (DATE).

## **ANSWERS TO COMMON QUESTIONS<sup>2</sup>**

Answers to Common Questions will be translated in Spanish after OMB approval for this package has been obtained. A FH/GMMB subcontractor will translate all materials.

### *How did you pick me?*

We are an independent marketing group that placed random phone calls to people in your area.

### *What is a focus group?*

A focus group is really just a small group of people talking about different issues or topics. It's a directed discussion based on questions posed by the discussion leader. In this case, it will be around eight to 12 people. We'll have a few questions for the group to discuss, but mostly you'll talk to each other about the things you have in common.

### *Can I bring someone with me?*

No. We have tried to select people who represent different backgrounds from the community. The group discussion can't include friends or relatives. If you need to bring someone with you, there will be a place where they can wait with refreshments. But we cannot pay them or include them in the discussion.

### *What if I don't want to give my address for mailing information?*

It is important that everyone who is going to participate in the focus group receive the information we will be sending. We are not connected to any other organization, and your name and address will not be given to anyone else. We will not be sending your address to anyone or sharing it with any other organization. If you prefer, we could mail this to your work or to another address. If you want to confirm this project, you can call the NAME OF ORGANIZATION at PHONE NUMBER.

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<sup>2</sup> Taken from the Food Stamp Media Campaign, Audience Assessment Media Plan, May 2004.