

Consumer Beliefs about Direct-to-Consumer Advertising Respondent Screener

Recruiting Goals

- Four groups of adults age 71+ years (2 in DC; 2 TBD)
- Four groups of adults aged 41-70 years (2 in DC; 2 TBD)
- Four groups of adults aged 26-40 years (2 in DC; 2 TBD)
- Four groups of adults aged 18-25 years (2 in DC; 2 TBD)
- Twenty groups of general population adults (10 in DC; 10 TBD)
- Four groups of adult women who have been diagnosed with breast cancer within the last 5 years (2 in DC; 2 TBD)
- Four groups of adults who have been diagnosed and are living with HIV/AIDS (2 in DC; 2 TBD)

- All groups will be separated by lower and higher education.
- All groups will have mix of gender, race, and age (except for age-based groups, as above)
- All participants must be able to read, understand and speak English.
- Participants cannot have participated in a focus group or a similar study in the past 3 months.
- 12 recruits per group in order to get 9 to participate.
- Participants will receive \$75 honorarium
- Each focus group will last approximately 90 minutes
- Groups will be audiotaped with participants consent
- The identity of the participants will remain confidential.
- Groups will be observed by staff from the US Department of Health and Human Services
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

Part	Population	Education Level	Groups	Groups per Part
1. DTC in the present and future	Older (age 71+)	High	2	16
		Low	2	
	Sandwich Generation (age 40-70)	High	2	
		Low	2	
	Established Adults (age 25-40)	High	2	
		Low	2	
	Young Adults (age 18-25)	High	2	
		Low	2	
2. Standards	General Population 18+	High	4	8
		Low	4	
3. Disease Awareness	General population 18+	High	4	8
		Low	4	
4. Low Incidence Conditions				8
a. Breast Cancer	Women who have been diagnosed with breast cancer within the last 5 years and men who have partners who have been diagnosed with breast cancer within the last 5 years*	High	2	
		Low	2	
b. HIV and AIDS	Diagnosed and living with HIV or AIDS	High	2	
		Low	2	
5. Quantitative	General population 18+	High	2	4
		Low	2	
Total groups				44

Script for All Groups

Hello Mr./Ms. _____, my name is _____ and I'm calling about a market research study in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and feelings about advertising. Could I ask you a few questions?

Screening Questions

1. Before I start, are you at least 18 years old?

Yes

No → Ask to speak with someone age 18 or older. If not available, arrange a time to call back

3. Do you, anyone from your immediate family, or anyone in your household work for a market research firm?

Yes

Thank & Terminate

No

Continue

4. Have you participated in a focus group within the past 3 months?

Yes

Thank & Terminate

No

Continue

5. Record Gender

Male

Female

6. Please tell me what year you were born.

7. Please tell me what your level of education is.

High school graduate or less

Some college

Completed college

Advanced degree

7a. Are you Hispanic or Latino or not Hispanic or Latino?

Hispanic or Latino

Not Hispanic or Latino

7b. Which of the following best represents your race/ethnic background?

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

8. The next series of questions are related to medical conditions and medications that may be used by you or someone in your household. If there are any questions you are uncomfortable answering, just let me know and we will skip that section.

11. Have you been diagnosed with any of the following?

- Diabetes SKIP question 12
- Fibromyalgia SKIP question 12
- Breast Cancer
- Hypertension SKIP question 12
- HIV or AIDS
- None of the above SKIP question 12

12. How long ago were you diagnosed with [breast cancer/HIV]?

_____ months

Determine if respondent is qualified for any group/quota still open:

- Adults - Age 71+**
- Age 41-70**
- Age 26-40**
- Age 18-25**

Adults - Diagnosed with HIV/AIDS

Women - Diagnosed with breast cancer within last 5 years

If someone qualifies for more than group recruit according to the following priority:

HIV, Breast Cancer, Age, General population

Remember to separate groups by high school grad or less/some college or more.

If participant can not attend the date/time based on priority, recruit according to participant availability

INVITATION

We would like to invite you to participate in a research group discussion about advertising with about 10 other participants. The discussion will last approximately two hours and will be audio-taped and observed by staff from the US Department of Health and Human Services. Your participation and everything you say during the discussion will remain confidential. You will receive an honorarium of \$ _____ to thank you for your time and opinions.

Are you interested in participating in this focus group?

Yes
 No Thank & Terminate

I'm glad that you will be able to join us! The group will take place on (Day), (Date), at [6:00 or 8:00 p.m.] at [site location]. Will you be available to participate at this time?

Yes
 No Thank & Terminate

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____
Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.