

Communications Research for the Development of Messages and Materials about Cytomegalovirus (CMV)

Incentive Justification

Two factors affect incentive amount for focus groups: the target audience being recruited and the facility location. To ensure our focus group costs were reasonably priced, we conducted a competitive analysis and contacted 3 facilities in the 2 cities (Atlanta, GA and San Diego, CA) we plan to conduct focus groups and requested bids. The incentive amount for this target audience across the 2 cities was \$40 per hour. We anticipate that participation in our focus group will take one and one-half hours; thus, participants will receive \$60. We feel confident offering this incentive amount is appropriate given the target audience of mothers, who will need to find childcare for their toddler in order to attend the focus group after work hours. The incentive will also facilitate recruitment of this harder to reach population. This target audience are often more difficult to recruit than more general audiences because in addition to getting themselves to the group during their precious evening hours, they also have to arrange for childcare in order to attend. Focus Group facilities will not offer childcare services due to liability concerns; therefore, the aforementioned incentive is enough to help participants cover the costs of outside childcare if needed. It is assumed that the incentive offered for the groups will allow women to pay for their transportation costs to and from the facility, as well as help with the cost for off-site childcare. Research has consistently shown the value of offering remuneration for motivating respondents to participate in a research study: "Focus groups are unique from other data-gathering processes in terms of the investment that must be made by the individual. It is therefore no surprise that a tradition has been established to provide incentive for participation. From a practical aspect, it would be next to impossible to conduct focus groups without incentives in some situations. The incentive is not a reward and not really an honorarium or salary. It is an incentive. It serves as a stimulus to attend the session. The primary function of the incentive is to get the participants to show for the focus group—and to show up on time. The incentive serves to protect the promised time slot from being preempt."¹ The IRB approval of the study (Attachment 5) included the review and approval of this level of remuneration.

Web survey respondents will be recruited through a large consumer panel using a pre-targeted variable to identify pregnant or intending to get pregnant women in the targeted age group who also have a child age 5 years or younger by our partner, Harris Interactive. Their incentive for participating in the 11 minute survey will be handled through the panel's established incentive system. Harris Interactive typically offers Harris Interactive Points to their panel members for survey participation. These points can be redeemed for cash once members have accumulated a certain amount. The amount of the incentive is determined by the length of the survey and participants are aware of the incentive prior to agreeing to participate.

¹ Krueger RA, Casey MA. Focus groups. A practical guide for applied research. Thousand Oaks (CA): Sage; 2009.