

Appendix I
 Listeria in Pasteurized Soft Cheese Focus Groups
 Groups Blueprint

Blueprint for Groups with Pregnant Women

POPULATION	SEGMENT	LOCATION
Nonhispanic pregnant women	Higher Education	Northeast/Mid-Atlantic/South
	Higher Education	West Coast
	Higher Education	Southeast
	Lower Education	Northeast/Mid-Atlantic/South
	Lower Education	West Coast
	Lower Education	Southeast
Hispanic Pregnant Women	Spanish spoken at home	Southeast
	Spanish spoken at home	West Coast
	English spoken at home	Southeast
	English spoken at home	West Coast

Blueprint for Groups with Older Adults, General Population, and Health Care Providers

POPULATION	SEGMENT	LOCATION
Adults 70+	Higher Education	South Florida
	Higher Education	Las Vegas
	Lower Education	South Florida
	Lower Education	Las Vegas
General Population	Higher Education	Washington DC Area
	Lower Education	Washington DC Area
Health Care Providers (possibly nurses or aids)	Ob-gyns	Washington DC Area
	Gerontologists	South Florida