Form Approved

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2015 CDC Hep B Campaign Testing

Asian American Segment Recruiting Screener

Attachment 1

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2015 CDC Hep B Campaign Testing

Asian American Segment Recruiting Screener

(To be used to recruit Mandarin, Korean and Vietnamese and English speaking participants)

Hello, my name is \_\_\_\_\_\_\_\_ from GC GLOBAL Research, a multicultural marketing research firm. We are currently conducting a study among Asian consumers and would like to speak to you for a few minutes. This study is sponsored by the Centers for Disease Control and Prevention (CDC). Please be assured we are not trying to sell you anything, and are only interested in your opinions. I have a few questions to ask you. Your responses will be kept in the strictest of confidence. We will take only a few minutes of your time.

**NOTE GENDER**:

\_\_\_\_ Male \_\_\_\_\_ Female

1. In this study, we would like to include Asian consumers from different cultural heritages. Which Asian heritage do you most identify yourself with? [READ]

Mainland Chinese ( ) CONTINUE FOR ALL GROUPS

Korean ( ) CONTINUE FOR ALL GROUPS

Vietnamese ( ) CONTINUE FOR ALL GROUPS

Taiwanese Chinese ( ) CONTINUE FOR ENGLISH-SPEAKING GPS ONLY

Hong Kong Chinese ( ) CONTINUE FOR ENGLISH-SPEAKING GPS ONLY

Thai ( ) CONTINUE FOR ENGLISH-SPEAKING GPS ONLY

Burmese ( ) CONTINUE FOR ENGLISH-SPEAKING GPS ONLY

Laotian ( ) CONTINUE FOR ENGLISH-SPEAKING GPS ONLY

Cambodian ( ) CONTINUE FOR ENGLISH-SPEAKING GPS ONLY

Other Asian heritage ( ) **TERMINATE**

1. Which of the following age group do you belong to?

Under 30 ( ) **TERMINATE**

30-34 ( ) CONTINUE

35-44 ( ) CONTINUE

45-50 ( ) CONTINUE

Over 50 ( ) **TERMINATE**

1. How long have you lived in the U.S.?

Less than 5 years ( ) **TERMINATE**

5-9 years ( ) CONTINUE

10-15 years ( ) CONTINUE

16-19 years ( ) CONTINUE

20-29 years ( ) CONTINUE

30 years or more ( ) CONTINUE

Since Birth ( ) **TERMINATE**

1. What language do you speak most often **AT HOME**, that is, more than 50% of the time, with your family? (READ)

Mandarin ( ) CONTINUE

 Korean ( ) CONTINUE

 Vietnamese ( ) CONTINUE

 English ( ) CONTINUE FOR ENGLISH GP ONLY. **TERMINATE** **FOR** **IN-LANGUAGE GROUPS**

 Other / None of the above ( ) **TERMINATE**

1. **[IN-LANGUAGE GROUPS ONLY]** How well do you speak and read **[INSERT APPROPRIATE LANGUAGE: MANDARIN CHINESE/KOREAN/VIETNAMESE]**?

Very well ( ) CONTINUE

Well ( ) CONTINUE

 Average ( ) **TERMINATE**

 Poorly ( ) **TERMINATE**

1. **[IN-LANGUAGE GROUPS ONLY]** On average, how many hours per week do you usually spend on (INSERT Chinese/Korean/Vietnamese) media? This includes newspaper, magazines, radio, Internet and TV.

**RECORD \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HOURS (TERMINATE IF LESS THAN 5 HOURS)**

1. **[ENGLISH-SPEAKING GROUPS ONLY]** In general, how comfortable are you to speak English with people outside of your family, especially those who don’t know you well? Would you say you are…

Extremely comfortable ( ) CONTINUE

Very comfortable ( ) CONTINUE

Somewhat comfortable ( ) **TERMINATE**

Not very comfortable ( ) **TERMINATE**

Extremely uncomfortable ( ) **TERMINATE**

1. **[ALL RESPONDENTS]** Culturally, how would you describe yourself?  Would you say… **(READ LIST AND RECORD BELOW)**

 Culturally, I am 100% Asian ( ) CONTINUE

 Culturally, I am more Asian than American ( ) CONTINUE

  Culturally, I am equally Asian and American ( ) **TERMINATE**

 Culturally, I am more American than Asian ( ) **TERMINATE**

 Culturally, I am 100% American ( ) **TERMINATE**

1. Thank you. Next, I would like to ask you a few health related questions. Has a **close family member** ever been diagnosed with any of the following conditions? [READ]

 **YES NO**

Diabetes ( ) ( )

High blood pressure or other heart condition ( ) ( )

Hepatitis, liver disease or liver cancer ( ) ( )

Osteoporosis ( ) ( )

**[MUST SAY “NO” TO *“HEPATITIS, LIVER DISEASE OR LIVER CANCER”* TO CONTINUE. ]**

1. Have **you** ever had a blood test for any of the following conditions? **[READ]**

 **Yes No**

Diabetes ( ) ( )

Cholesterol ( ) ( )

Hepatitis ( ) ( )

**[MUST SAY “NO” TO *“HEPATITIS”* TO CONTINUE. OTHERWISE TERMINATE]**

1. Which of the following describes your highest education level? (READ LIST.)

Less than High School ( ) **TERMINATE**

Some high school ( ) CONTINUE

High school diploma ( ) CONTINUE

 Some college ( ) CONTINUE

 College graduate ( ) CONTINUE

 Graduate school or above ( ) CONTINUE

1. Which of the following category best describes your annual **household income** before tax in 2013? **(READ LIST. RECRUIT A MIX.)**

Under $50K ( ) CONTINUE

$51K – $75K ( ) CONTINUE

 $76K-$100K ( ) CONTINUE

 $101K or more ( ) CONTINUE

1. What is your occupation? **Record\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(TERMINATE IF RESPONDENT IS WORKING IN THE FOLLOWING INDUSTRIES)**

* Public relations, advertising or news media (e.g. newspaper, tv, radio station, etc.)
* Market research company
* Health care facility, such as a hospital, HMO, doctor’s office, or clinic
* Medical association, pharmaceutical, or drug company
* State or local health department
* Other health-related organization such as a nursing school, or non-profits like the American Cancer Society, Heart Association etc.
1. Have you participated in a focus group discussion in the past 6 months?

 No ( ) CONTINUE

Yes ( ) THANK AND TERMINATE

Thank you. We would like to invite you to participate in a group discussion about some health related advertising. The discussion will take place at a convenient office location, and will last for about 2 hours. Refreshments will be served. The discussion will be conducted in **[INSERT APPROPRIATE LANGUAGE: MANDARIN/VIETNAMESE/KOREAN/ENGLISH]** and willtake place at **[LOCATION, DATE AND TIME**]. This discussion is strictly for research purposes and we are not trying to sell you anything, we are only interested in your opinions. Are you willing to participate?

If yes, we will mail you a confirmation, and call you the day before you are to come to remind you of your appointment. However, if you know in advance that you will have to cancel, please be sure to call us at \_\_\_\_\_.