

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 |

2. 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 |

3. 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**

4. 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**

5. **[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**

6. **[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)

7. **[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**

8. **[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**

9. 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.]

10. 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]

11. 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

12. 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

13. 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.

14. 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 will take 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 _____.