

Screener

Focus Groups on VCA Organ Donation

Summary of recruiting specifications

Mix of men and women, aged 21-64
Support organ donation and are not (and have never been) registered organ donors
Mix of educational levels; limit to half with some college
Do not work in the field of market research or related to healthcare/organ donation
Have not been in a focus group/paid interview in the past 6 months

(RECRUIT 12 TOTAL)

1. Good morning/afternoon/evening, my name is _____ and I'm calling from _____. I am not selling anything nor will you be asked to sign up for or purchase anything. We are recruiting people to participate in a paid focus group discussion. The focus group will last 2 hours. All participants will be paid \$85 for their time. If you are eligible for the study, would you be interested in participating?

- A. Yes (CONTINUE)
- B. No (THANK AND END)

Note whether respondent is male or female and recruit a mix.

- A. Male
- B. Female

Thanks. I need to ask you a few questions to see if you qualify.

2. Thinking about organ donation, do you strongly support, support, oppose, or strongly oppose organ donation?

- A. Strongly support (CONTINUE)
- B. Support (CONTINUE)
- C. Oppose (THANK AND END)
- D. Strongly Oppose (THANK AND END)

3. Are you currently a registered organ donor, either by registering on your driver's license, a donor card, or an organ donor registry?

- A. Yes (THANK AND END)
- B. No (CONTINUE)

4. Have you ever been a registered organ donor, either by registering on your driver's license, a donor card, or an organ donor registry?

- A. Yes (THANK AND END)
- B. No (CONTINUE)

5. Now, I need to ask you some basic information. Which category best describes your age?
- A. Under 21 (THANK AND END)
 - B. 21–35 (CONTINUE)
 - C. 36–55 (CONTINUE)
 - D. 56-64 (CONTINUE)
 - E. 65 or older (THANK AND END)

Recruit a mix; mostly B & C with some D.

6. What is the highest grade you have completed in school? [READ LIST IF NECESSARY]
- A. 8th grade or less (CONTINUE)
 - B. Some high school (grades 9, 10, or 11) (CONTINUE)
 - C. High school graduate or GED (High school equivalency) (CONTINUE)
 - D. Some college/2-year college/technical school/associate degree (CONTINUE, NO MORE THAN HALF SOME COLLEGE+)
 - E. College graduate (CONTINUE, NO MORE THAN HALF SOME COLLEGE+)
 - F. Some graduate school/post-graduate degree (CONTINUE, NO MORE THAN HALF SOME COLLEGE+)

*Recruit a mix of education levels. **No more than half should have some college or higher.***

7. We want to make sure we represent different ethnic and racial groups in our study. Would you describe yourself as...?

- A. Hispanic or Latino/Latina (CONTINUE)
- B. Not Hispanic or Latino/Latina (CONTINUE)

8. Next, would you describe yourself as...?

- A. White (CONTINUE)
- B. Black or African American (CONTINUE)
- C. American Indian or Alaskan Native (CONTINUE)
- D. Asian (CONTINUE)
- E. Native Hawaiian or Other Pacific Islander (CONTINUE)

Recruit a mix.

9. What is your present occupation? [ASK OPEN-ENDED] _____

- A. Related to organ donation or healthcare (THANK AND END)
- B. Market research (THANK AND END)
- C. All others (CONTINUE)

10. Have you ever participated in a focus group or participated in a paid research interview?

- A. Yes (CONTINUE)
- B. No (SKIP TO Q15)

11. How recently did you participate in this focus group or paid discussion? [OPEN-ENDED]

- A. Within the past 6 months (THANK AND END)
- B. More than 6 months ago (CONTINUE)

12. Thank you. We are conducting focus groups on a health-related topic. The discussion will last 2 hours. We will pay you \$85 as a way of thanking you for participating. Would you be interested in participating?

- A. No (THANK AND END)
- B. Yes (CONTINUE)

13. Great! We would like to send you a message to confirm your participation in this study, and we will also call you the day before to remind you. Can you please provide me with your ...?

NAME:

E-MAIL ADDRESS:

PHONE NO:

** Double check spelling of name and read back phone and e-mail to confirm ***

14. It is very important that you let us know right away if you will not be able to attend this discussion so that we may have time to find a replacement. Will you call us at [phone] if for some reason you cannot attend? [WAIT FOR AN ANSWER]

Thank you for your time and for agreeing to participate!