

## APPENDIX B: RECRUITMENT SCREENING QUOTA TABLES BY AUDIENCE

### RECRUITMENT TABLES BY AUDIENCE (Soft Quota):

For each audience, the following tables provide an overview of the specific recruitment procedures. They contain the unique characteristics that each group will include, proposed locations, and soft quotas for recruiting an appropriate mix of participants of different genders, ages, races, countries of origin, and education levels. These recruitment tables will be used as guidelines for the recruitment team for each focus group. Recommendations for audiences were created in collaboration with U.S. Census Bureau Subject Matter Experts (SME) and Research Team multicultural experts.

Note: Adequately representing the country across all audiences would require more groups than the budget allows, based on current guidance. Audiences have been prioritized based on the guidance from the Decennial Communications Coordination Office and the IPC Program Management Office and balanced against time, budget, and Census Bureau SME and multicultural agency recommendations.

Based on previous experience working with these different populations we know different groups will have different show rates. Therefore, we are over recruiting for groups that we expect to have low show rates. This will reduce the risk of not having enough participants to run a focus group.

#### **Audience #1 (4 groups): Low Internet Proficiency**

The Census Bureau will aim to understand the unique barriers and attitudes among households that do not use the internet regularly. The focus group locations are from counties that have household internet penetration rates below the national average and from states that are near the bottom for internet penetration (Tennessee is 44th and New Mexico is 48th).

| <b>Definition: Uses the internet a few times a month or less; speaks English at home</b> |   | <b>QINTERNET_PROFICIENCY=C1 AND QLANGUAGE=C2 AND QHTC=C1</b> |  |
|--|---|--|--|
| <b>Location(s): Albuquerque, NM (2 groups), Memphis, TN (2 groups)</b>                   |   |  |  |
| <b>Characteristics</b>   | <b>Subcategories</b>                    | <b>Number recruited per focus group</b>                      | <b>Minimum number seated per focus group</b> |
| Educational attainment   | High school or less                     | 5  | 4  |
|  | Some college                            | 4  | 2  |
|  | College graduate or postgraduate degree | 3  | 2  |
| Gender   | Female                                  | 6  | 4  |
|  | Male                                    | 6  | 4  |
| Race   | White, not Hispanic (NH)                | 7  | 5  |
|  | Other race groups                       | 5  | 3  |
| Age  | 18-34                                   | 0  | 0  |
|  | 35-44                                   | 2  | 1  |
|  | 45-54                                   | 2  | 1  |
|  | 55 or older                             | 8  | 6  |
| <b>Maximum number of recruits is 12 per group</b>  |   |  |  |

#### **Audience #2 (2 groups): Young and Mobile**

Young renters are a challenging audience to motivate and educate about how to respond to the census. For the 2020 Census, the communications campaign may need effective messaging to engage this population. The Census Bureau will conduct focus groups in Chicago to engage the young and mobile population. Cook County, IL has the 2nd most 18-24 year-olds in the country, with over 500,000 people in that age group, and the 3rd highest number of renter occupied housing units with 15-24 year-old householders (55,650 households). In Cook County, IL, 92% of households headed by 15-24 year-olds live in rentals.

| <b>Definition: 18- to 24-year-olds who are not married and rent their home</b> |   | <b>Q2=C2 AND Q5=C2-C5 AND Q10=C1</b>    |  |
|--|---|---|--|
| <b>Location(s):</b> Chicago, IL (2 groups)                                     |   |   |  |
| <b>Characteristics</b>   | <b>Subcategories</b>                    | <b>Number recruited per focus group</b> | <b>Minimum number seated per focus group</b> |
| Educational attainment   | High school or less                     | 6                                       | 4  |
|  | Some college                            | 3                                       | 2  |
|  | College graduate or postgraduate degree | 3                                       | 2  |
| Gender   | Female                                  | 6                                       | 4  |
|  | Male                                    | 6                                       | 4  |
| Race   | White, not Hispanic (NH)                | 7                                       | 5  |
|  | Other race groups                       | 5                                       | 3  |
| Age  | 18-24                                   | 12                                      | 8  |
|  | 25-34                                   | 0                                       | 0  |
|  | 35+                                     | 0                                       | 0  |
| <b>Maximum number of recruits is 12 per group</b>                              |   |   |  |

**Audience #3 (2 groups): Rural Areas**

Rural areas may have unique barriers to census self-response that the communications campaign may need messaging to address. The Bristol, Tennessee Tri-Cities media market was selected from 11 media markets that had over 50 percent of the population in tracts classified as rural in the 2015 Planning Database and 300,000–800,000 people in the media market. There are 41 ZIP codes with 90%+ rural within a one-hour drive from Bristol, TN. We will not conduct the focus groups during the weekend of April 14-15<sup>th</sup>, which is a NASCAR race weekend at Bristol Motor Speedway.

| <b>Definition: Lives in a Zip Code Tabulation Area (ZCTA) that is identified as rural in the 2010 Census.</b> |   |   |  |
|---|---|---|--|
| <b>Location(s):</b> Bristol, TN, Bristol, VA (2 groups)   |   |   |  |
| <b>Characteristics</b>  | <b>Subcategories</b>                    | <b>Number recruited per focus group</b> | <b>Minimum number seated per focus group</b> |
| Educational attainment  | High school or less                     | 7                                       | 5  |
|   | Some college                            | 5                                       | 2  |
|   | College graduate or postgraduate degree | 2                                       | 1  |
| Gender  | Female                                  | 7                                       | 4  |
|   | Male                                    | 7                                       | 4  |
| Race  | White, not Hispanic (NH)                | 14                                      | 8  |
|   | Other race groups                       | 0                                       | 0  |
| Age   | 18-24                                   | 3                                       | 2  |
|   | 24-34                                   | 3                                       | 2  |
|   | 35-54                                   | 4                                       | 2  |
|   | 55 or older                             | 4                                       | 2  |
| <b>Maximum number of recruit per group 14</b>   |   |   |  |

**Audience #4 (4 groups): Black/African American**

Focus groups will be conducted with self-identified African Americans, the second largest racial minority in the United States. African Americans with lower levels of educational attainment and lower levels of income represent the largest hard-to-count group within this audience. For these focus groups, we will screen for lower income African Americans from households making less than \$30,000. Additionally, we will recruit lower education individuals (high school or less). This combination of screening criteria is aimed at including the perspective of lower-income African Americans—a group that has been found to be particularly vulnerable to an undercount.

| <b>Definition: Identifies as Black/African American; has either a high school or less education, or a household income under \$30,000/year</b> |   | <b>QRACE=C3 AND Q4=C1-C3 OR Q11=C1-C2</b> |  |
|--|---|---|--|
| <b>Location(s):</b> Montgomery, AL (2 groups), Detroit, MI (2 groups)  |   |   |  |
| <b>Characteristics</b>   | <b>Subcategories</b>                    | <b>Number recruited per focus group</b>   | <b>Minimum number seated per focus group</b> |
| Educational attainment   | High school or less                     | 8   | 6  |
|  | Some college                            | 4   | 2  |
|  | College graduate or postgraduate degree | 0   | 0  |
| Gender   | Female                                  | 6   | 4  |
|  | Male                                    | 6   | 4  |
| Race   | White, not Hispanic (NH)                | 0   | 0  |
|  | Black or African American               | 12  | 8  |
| Age  | 18-24                                   | 3   | 2  |
|  | 24-34                                   | 3   | 2  |
|  | 35-54                                   | 3   | 2  |
|  | 55 or older                             | 3   | 2  |
| <b>Maximum number of recruit per group 12</b>  |   |   |  |

**Audience #5 (6 groups): American Indian and Alaska Native (AIAN)**

The communications campaign will need to connect with people who have different cultural, tribal, and sociodemographic characteristics. To maximize the resources available, each focus group will address a different AIAN audience. For the recommended locations, it is appropriate to separate by age and gender for the 2020 CBAMS Focus Groups. In some parts of the country, women will let men take the lead and vice versa, and having elders and younger people in the same group would tip the scale towards respect for the elders.

| <b>Definition: AIAN; speaks English at home, identifies as AIAN, and meets specific focus group requirements in table below.</b>   |                      | <b>QRace=C5 AND QLanguage=C2</b>        |                       |                                 |                       |                                  |                       |
|--|----------------------|---|-----------------------|---------------------------------|-----------------------|----------------------------------|-----------------------|
| <b>Location(s):</b> Albuquerque, NM (2 groups – one 18-34 male group and one 35-54 female group), Anchorage, AK (2 groups – one 45+male group and one 45+female group), Rapid City, SD (2 groups – one 35-54 male group and one 18-34female group) |                      |   |                       |                                 |                       |                                  |                       |
| <b>AIAN</b>  |                      | <b>Number recruited per focus group</b> |                       |                                 |                       |                                  |                       |
| <b>Characteristics</b>   | <b>Subcategories</b> | <b>Location = Albuquerque, NM</b>       |                       | <b>Location = Anchorage, AK</b> |                       | <b>Location = Rapid City, SD</b> |                       |
|  |                      | <b>Group 1= Fem.</b>                    | <b>Group 2 = Male</b> | <b>Group 1= Fem.</b>            | <b>Group 2 = Male</b> | <b>Group 1= Fem.</b>             | <b>Group 2 = Male</b> |
| Educational attainment   | High school or less  | 5                                       | 5                     | 5                               | 5                     | 5                                | 5                     |
|  | Some college         | 4                                       | 4                     | 4                               | 4                     | 4                                | 4                     |
|  | College graduate or  | 3                                       | 3                     | 3                               | 3                     | 3                                | 3                     |

|   |   |  |                       |                                 |                       |                                  |                       |
|---|---|--|-----------------------|---------------------------------|-----------------------|----------------------------------|-----------------------|
|   | postgraduate degree                     |  |                       |                                 |                       |                                  |                       |
| Gender  | Female                                  | 12   | 0                     | 12                              | 0                     | 12                               | 0                     |
|   | Male                                    | 0  | 12                    | 0                               | 12                    | 0                                | 12                    |
| Race  | White, not Hispanic (NH)                | 0  | 0                     | 0                               | 0                     | 0                                | 0                     |
|   | AIAN                                    | 12   | 12                    | 12                              | 12                    | 12                               | 12                    |
| Age   | 18-24                                   | 6  | 0                     | 0                               | 0                     | 6                                | 0                     |
|   | 24-34                                   | 6  | 6                     | 0                               | 0                     | 6                                | 0                     |
|   | 35-54                                   | 0  | 6                     | 6                               | 6                     | 0                                | 6                     |
|   | 55 or older                             | 0  | 0                     | 6                               | 6                     | 0                                | 6                     |
| <b>Maximum number of recruit per group 12</b> |   |  |                       |                                 |                       |                                  |                       |
| <b>AIAN</b>                                   |   | <b>Minimum number seated per focus group</b> |                       |                                 |                       |                                  |                       |
| <b>Characteristics</b>                        | <b>Subcategories</b>                    | <b>Location = Albuquerque, NM</b>            |                       | <b>Location = Anchorage, AK</b> |                       | <b>Location = Rapid City, SD</b> |                       |
|   |   | <b>Group 1= Fem.</b>                         | <b>Group 2 = Male</b> | <b>Group 1= Fem.</b>            | <b>Group 2 = Male</b> | <b>Group 1= Fem.</b>             | <b>Group 2 = Male</b> |
| Educational attainment                        | High school or less                     | 4  | 4                     | 4                               | 4                     | 4                                | 4                     |
|   | Some college                            | 3  | 3                     | 3                               | 3                     | 3                                | 3                     |
|   | College graduate or postgraduate degree | 1  | 1                     | 1                               | 1                     | 1                                | 1                     |
| Gender  | Female                                  | 8  | 0                     | 8                               | 0                     | 8                                | 0                     |
|   | Male                                    | 0  | 8                     | 0                               | 8                     | 0                                | 8                     |
| Race  | White, not Hispanic (NH)                | 0  | 0                     | 0                               | 0                     | 0                                | 0                     |
|   | AIAN                                    | 8  | 8                     | 8                               | 8                     | 8                                | 8                     |
| Age   | 18-24                                   | 4  | 0                     | 0                               | 0                     | 4                                | 0                     |
|   | 24-34                                   | 4  | 4                     | 0                               | 0                     | 4                                | 0                     |
|   | 35-54                                   | 0  | 4                     | 4                               | 4                     | 0                                | 4                     |
|   | 55 or older                             | 0  | 0                     | 4                               | 4                     | 0                                | 4                     |

**Audience #6 (4 groups): Native Hawaiian and Pacific Islander (NHPI)**

Research among NHPI will include participants who are Native Hawaiians, from Micronesian islands (e.g., Guam, Palau, Yap, Saipan, Chuuk, Pohnpei, Majuro, or Kwajalein), and Polynesian or Melanesian islands (e.g., Samoa, Tonga, Tahiti, Fiji, or New Zealand). The focus groups will happen in the two largest population centers for NHPI: Honolulu, HI and Los Angeles, CA.

|   |   |   |  |
|---|---|---|--|
| <b>Definition: Identifies as NHPI, speaks English at home</b>         |   | <b>QRace=C7 AND QLanguage=C2</b>        |  |
| <b>Locations: Honolulu, HI (2 groups), Los Angeles, CA (2 groups)</b> |   |   |  |
| <b>Characteristics</b>  | <b>Subcategories</b>                    | <b>Number recruited per focus group</b> | <b>Minimum number seated per focus group</b> |
| Educational attainment  | High school or less                     | 6                                       | 4  |
|   | Some college                            | 3                                       | 2  |
|   | College graduate or postgraduate degree | 3                                       | 2  |
| Gender  | Female                                  | 6                                       | 4  |

|   |                               |   |   |
|---|-------------------------------|---|---|
|   | Male                          | 6 | 4 |
| Race  | Native Hawaiian               | 4 | 2 |
|   | Micronesian islands           | 4 | 2 |
|   | Polynesian/Melanesian islands | 4 | 2 |
| Age   | 18-24                         | 2 | 1 |
|   | 24-34                         | 2 | 1 |
|   | 35-54                         | 4 | 3 |
|   | 55 or older                   | 4 | 3 |
| <b>Maximum number of recruit per group 12</b> |                               |   |   |

**Audience #7 (4 groups): Middle Eastern or North African (MENA)**

A MENA race/ethnicity option was included in the 2017 Census Test and includes diverse ancestries that includes respondents of Iranian, Egyptian, Syrian, Moroccan, Israeli descent to name a few. . The communications campaign will need to understand unique barriers or motivators for this audience. The focus group locations are in the two largest counties for Arab ancestry according to the 2016 ACS and offer different ancestries for recruiting participants. Within each location, the focus groups have identified an appropriate mix of place of birth to ensure participation from numerous groups within the MENA community.

|  |   |  |                       |                                   |                       |
|--|---|--|-----------------------|-----------------------------------|-----------------------|
| <b>Definition: Identifies as MENA, speaks English at home</b>  | <b>QRace=C6 AND QLanguage=C2</b>        |  |                       |                                   |                       |
| <b>Locations:</b> Detroit, MI (2 groups – 1 male group and 1 female group), Los Angeles, CA (2 groups – 1 male group and 1 female group) |   |  |                       |                                   |                       |
|  |   | <b>Number recruited per focus group</b>      |                       |                                   |                       |
| <b>Characteristics</b>   | <b>Subcategories</b>                    | <b>Location=Detroit, MI</b>                  |                       | <b>Location = Los Angeles, CA</b> |                       |
|  |   | <b>Group 1= Female</b>                       | <b>Group 2 = Male</b> | <b>Group 1= Female</b>            | <b>Group 2 = Male</b> |
| Educational attainment   | High school or less                     | 6  | 6                     | 6                                 | 6                     |
|  | Some college                            | 5  | 5                     | 5                                 | 5                     |
|  | College graduate or postgraduate degree | 3  | 3                     | 3                                 | 3                     |
| Gender   | Female                                  | 14   | 0                     | 14                                | 0                     |
|  | Male                                    | 0  | 14                    | 0                                 | 14                    |
| Race   | White, not Hispanic (NH)                | 0  | 0                     | 0                                 | 0                     |
|  | Middle Eastern or North African         | 14   | 14                    | 14                                | 14                    |
| Age  | 18-24                                   | 2  | 2                     | 2                                 | 2                     |
|  | 24-34                                   | 2  | 2                     | 2                                 | 2                     |
|  | 35-54                                   | 6  | 6                     | 6                                 | 6                     |
|  | 55 or older                             | 4  | 4                     | 4                                 | 4                     |
| Place of Birth   | Lebanon                                 | 4  | 4                     | 2                                 | 2                     |
|  | Iraq or Yemen                           | 6  | 6                     | 2                                 | 2                     |
|  | Egypt                                   | 2  | 2                     | 4                                 | 4                     |
|  | Iran                                    | 2  | 2                     | 6                                 | 6                     |
| <b>Maximum number of recruit per group 14</b>  |   |  |                       |                                   |                       |
|  |   | <b>Minimum number seated per focus group</b> |                       |                                   |                       |
| <b>Characteristics</b>   | <b>Subcategories</b>                    | <b>Location=Detroit, MI</b>                  |                       | <b>Location = Los Angeles,</b>    |                       |

|                        |   | CA                  |                   |                     |                   |
|------------------------|---|---------------------|-------------------|---------------------|-------------------|
|                        |   | Group 1 =<br>Female | Group 2 =<br>Male | Group 1 =<br>Female | Group 2 =<br>Male |
| Educational attainment | High school or less                     | 4                   | 4                 | 4                   | 4                 |
|                        | Some college                            | 3                   | 3                 | 3                   | 3                 |
|                        | College graduate or postgraduate degree | 1                   | 1                 | 1                   | 1                 |
| Gender                 | Female                                  | 8                   | 0                 | 8                   | 0                 |
|                        | Male                                    | 0                   | 8                 | 0                   | 8                 |
| Race                   | White, not Hispanic (NH)                | 0                   | 0                 | 0                   | 0                 |
|                        | Middle Eastern or North African         | 8                   | 8                 | 8                   | 8                 |
| Age                    | 18-24                                   | 1                   | 1                 | 1                   | 1                 |
|                        | 24-34                                   | 1                   | 1                 | 1                   | 1                 |
|                        | 35-54                                   | 4                   | 4                 | 4                   | 4                 |
|                        | 55 or older                             | 2                   | 2                 | 2                   | 2                 |
| Place of Birth         | Lebanon                                 | 2                   | 2                 | 2                   | 2                 |
|                        | Iraq or Yemen                           | 4                   | 4                 | 2                   | 2                 |
|                        | Egypt                                   | 1                   | 1                 | 1                   | 1                 |
|                        | Iran                                    | 1                   | 1                 | 3                   | 3                 |

**Audience #8 (4 groups): Spanish, U.S. mainland**

At 57 million, the Hispanic population is the largest other race group population in the country. The focus groups will be conducted in Spanish to reach the hard-to-count portion of that population. Focus groups in Houston, New York, and Los Angeles will allow good coverage for this critical audience. Within each location, the focus groups have identified an appropriate mix of ancestries to ensure participation from numerous groups within the Spanish-speaking community.

| <b>Definition: Speaks Spanish at home, resident of mainland U.S.</b>                  |   | <b>QLanguage=Spanish</b>                |                                |                               |
|---|---|---|--------------------------------|-------------------------------|
| <b>Location(s): Houston (2 groups), New York, NY (1 group), Los Angeles (1 group)</b> |   |   |                                |                               |
| <b>Spanish speakers (mainland)</b>  |   | <b>Number recruited per focus group</b> |                                |                               |
| <b>Characteristics</b>  | <b>Subcategories</b>                    | <b>Location = Los Angeles, CA</b>       | <b>Location = New York, NY</b> | <b>Location = Houston, TX</b> |
| Educational attainment  | High school or less                     | 7                                       | 7                              | 7                             |
|   | Some college                            | 5                                       | 5                              | 5                             |
|   | College graduate or postgraduate degree | 2                                       | 2                              | 2                             |
| Gender  | Female                                  | 7                                       | 7                              | 7                             |
|   | Male                                    | 7                                       | 7                              | 7                             |
| Race  | White, not Hispanic (NH)                | 0                                       | 0                              | 0                             |
|   | Hispanic, Latino, or Spanish            | 14                                      | 14                             | 14                            |
| Age   | 18-24                                   | 2                                       | 2                              | 2                             |
|   | 24-34                                   | 2                                       | 2                              | 2                             |
|   | 35-54                                   | 6                                       | 6                              | 6                             |
|   | 55 or older                             | 4                                       | 4                              | 4                             |
| Ancestry  | Mexican                                 | 6                                       | 0                              | 4                             |
|   | Central American                        | 4                                       | 0                              | 7                             |

|   |   |  |                               |                               |
|---|---|--|-------------------------------|-------------------------------|
|   | Puerto Rican (living in New York)       | 0  | 4                             | 0                             |
|   | Dominican                               | 1  | 4                             | 0                             |
|   | Cuban                                   | 1  | 3                             | 1                             |
|   | South American                          | 2  | 3                             | 2                             |
| Nativity                                      | 1st generation                          | 6  | 6                             | 6                             |
|   | 1.5 generation                          | 6  | 6                             | 6                             |
|   | other generations                       | 2  | 2                             | 2                             |
| <b>Maximum number of recruit per group 14</b> |   |  |                               |                               |
|   |   | <b>Minimum number seated per focus group</b> |                               |                               |
| <b>Characteristics</b>                        | <b>Subcategories</b>                    | <b>Location = Los Angeles, CA</b>            | <b>Location= New York, NY</b> | <b>Location = Houston, TX</b> |
| Educational attainment                        | High school or less                     | 5  | 5                             | 5                             |
|   | Some college                            | 2  | 2                             | 2                             |
|   | College graduate or postgraduate degree | 1  | 1                             | 1                             |
| Gender  | Female                                  | 4  | 4                             | 4                             |
|   | Male                                    | 4  | 4                             | 4                             |
| Race  | White, not Hispanic (NH)                | 0  | 0                             | 0                             |
|   | Hispanic, Latino, or Spanish            | 8  | 8                             | 8                             |
| Age   | 18-24                                   | 1  | 1                             | 1                             |
|   | 24-34                                   | 1  | 1                             | 1                             |
|   | 35-54                                   | 4  | 4                             | 4                             |
|   | 55 or older                             | 2  | 2                             | 2                             |
| Ancestry                                      | Mexican                                 | 4  | 0                             | 2                             |
|   | Central American                        | 2  | 0                             | 4                             |
|   | Puerto Rican (living in New York)       | 0  | 2                             | 0                             |
|   | Dominican                               | 1  | 2                             | 0                             |
|   | Cuban                                   | 1  | 2                             | 1                             |
|   | South American                          | 1  | 2                             | 1                             |
| Nativity                                      | 1st generation                          | 4  | 4                             | 4                             |
|   | 1.5 generation                          | 3  | 3                             | 3                             |
|   | other generations                       | 1  | 1                             | 1                             |

#### **Audience #9 (4 groups): Spanish, Puerto Rico**

The Census Bureau intends to have a separate enumeration for Puerto Rico, which is home to 3.4 million people. Focus groups in Puerto Rico will be conducted in Spanish and focus on understanding the island's unique situation that the communications campaign will need to address. Puerto Rico Census operations are based on our ability to deliver questionnaires to respondents' homes, we are uncertain how long recovery will take in the aftermath of hurricane Maria and the impact that this unprecedented natural disaster will have in our ability to deliver mail materials. Therefore, we seek to understand how people living in Puerto Rico, under these particular circumstances, can be reached, how we can reduce barriers, and increase participation.

**Definition: Resident of Puerto Rico; speaks Spanish at home**

**QLanguage=Spanish**

**Location(s):** San Juan, Puerto Rico (2 groups) and Cayey, Puerto Rico. [If necessary, due to Hurricane Maria, these focus groups can be delayed to the summer of 2018 without impact to the other audience schedules.]

| Characteristics                               | Subcategories                           | Number recruited per focus group | Minimum number seated per focus group |
|---|---|----------------------------------|---------------------------------------|
| Educational attainment                        | High school or less                     | 6                                | 4                                     |
|   | Some college                            | 4                                | 2                                     |
|   | College graduate or postgraduate degree | 4                                | 2                                     |
| Gender  | Female                                  | 7                                | 4                                     |
|   | Male                                    | 7                                | 4                                     |
| Race  | White, not Hispanic (NH)                | 0                                | 0                                     |
|   | Hispanic, Latino, or Spanish            | 14                               | 8                                     |
| Age   | 18-24                                   | 2                                | 1                                     |
|   | 24-34                                   | 2                                | 1                                     |
|   | 35-54                                   | 6                                | 4                                     |
|   | 55 or older                             | 4                                | 2                                     |
| <b>Maximum number of recruit per group 14</b> |   |                                  |                                       |

#### **Audience #10 (4 groups): Chinese: Mandarin and Cantonese**

Chinese is the second-most spoken language among people who do not speak English “very well.” New York and Los Angeles are two of the three media markets with more than 250,000 Chinese speakers who do not speak English (Los Angeles is the third). In each location, the researchers will conduct one group in Mandarin and one group in Cantonese to get broad exposure from the populations.

| <b>Definition: Speaks Chinese at home</b>   |   | <b>QLanguage=Chinese</b>         |                                       |
|---|---|----------------------------------|---------------------------------------|
| <b>Location(s):</b> New York, NY (one group in Mandarin, one group in Cantonese), Los Angeles, CA (one group in Mandarin, one group in Cantonese) |   |                                  |                                       |
| Characteristics   | Subcategories                           | Number recruited per focus group | Minimum number seated per focus group |
| Educational attainment  | High school or less                     | 6                                | 5                                     |
|   | Some college                            | 3                                | 2                                     |
|   | College graduate or postgraduate degree | 2                                | 1                                     |
| Gender  | Female                                  | 6                                | 4                                     |
|   | Male                                    | 5                                | 4                                     |
| Race  | White, not Hispanic (NH)                | 0                                | 0                                     |
|   | Asian                                   | 11                               | 8                                     |
| Age   | 18-24                                   | 2                                | 1                                     |
|   | 24-34                                   | 3                                | 2                                     |
|   | 35-54                                   | 3                                | 2                                     |
|   | 55 or older                             | 3                                | 2                                     |
| Nativity  | 1st generation                          | 4                                | 3                                     |
|   | 1.5 generation                          | 4                                | 3                                     |
|   | other generations                       | 3                                | 2                                     |
| <b>Maximum number of recruit per group 11</b>   |   |                                  |                                       |

#### **Audience #11 (4 groups): Vietnamese**

Vietnamese is the third-most spoken language among people who do not speak English “very well.” Focus groups in New York and Houston will reach the largest and third-largest Vietnamese-speaking media markets.

| <b>Definition: Speaks Vietnamese at home</b>  |   |   | <b>QLanguage=Vietnamese</b>                  |
|---|---|---|--|
| <b>Characteristics</b>                        | <b>Subcategories</b>                    | <b>Number recruited per focus group</b> | <b>Minimum number seated per focus group</b> |
| Educational attainment                        | High school or less                     | 6                                       | 5  |
|   | Some college                            | 3                                       | 2  |
|   | College graduate or postgraduate degree | 2                                       | 1  |
| Gender  | Female                                  | 6                                       | 4  |
|   | Male                                    | 5                                       | 4  |
| Race  | White, not Hispanic (NH)                | 0                                       | 0  |
|   | Asian                                   | 11                                      | 8  |
| Age   | 18-24                                   | 2                                       | 1  |
|   | 24-34                                   | 3                                       | 2  |
|   | 35-54                                   | 3                                       | 2  |
|   | 55 or older                             | 3                                       | 2  |
| Nativity                                      | 1st generation                          | 4                                       | 3  |
|   | 1.5 generation                          | 4                                       | 3  |
|   | other generations                       | 3                                       | 2  |
| <b>Maximum number of recruit per group 11</b> |   |   |  |