## Appendix C: Focus Group Audience Criteria with Quota Tables

## Appendix C.1 American Indian/Alaska Native (AIAN)

Alaska Native: Fairl	oanks, AK	
First Name, Last Initial		
-		
Unique ID		
Address		
City, State, Zip		
Phone (H/C/W)		
Reason for		
Termination		
(IF TERMINATED)		

## FAIRBANKS, AK

Alaska Native				
		Session 1 [DATE, TIME]	Session 2 [DATE, TIME]	
	High school or less	10	10	
Education	Some college or an associate's degree	6	6	
	College graduate +	0	0	
Gender	Female	16	0	
Gender	Male	0	16	
Race/Ethnicity	Alaska Native	16	16	
Race/ Ethinicity	Other	0	0	
	18-34	0	8	
A ~ ~	35-44	5	8	
Age	45-54	6	0	
	55 or older	5	0	

**RECRUIT 16 TO SEAT 6-8 PER GROUP** 

### **SECTION 1: WILLINGNESS**

Hello, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_, a focus group facility working on behalf of the U.S. Census Bureau to help improve communications to communities across the country.

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of [DATE], I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?

Yes	1	
No	2	> TERMINATE

1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.

Yes	1	
No	2	> TERMINATE

Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

## **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

2b. Do you or an immediate family member work in any of the following fields? **RANDOMIZE LIST** 

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government (specify:)	3	> ASK TO SPECIFY
Bureau of Indian Affairs	4	
Others	5	>TERMINATE
Journalism	6	>TERMINATE
Education	7	
Medicine	8	
Engineering	9	
Other (specify:)	10	

2c. How old are you?

17 or under	1
18 - 34	2
35 - 44	3
45 - 54	4
55+	5

>ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OLDE

2d. Are you...

Male	1
Female	2
Other (specify:)	3

## **SECTION 3: STUDY CRITERIA - Alaska Native**

3a. Do you consider yourself to be of Latino or Hispanic origin?

Yes	1	> TERMINATE
No	2	

3b. What is your race? You may provide more than one group. MUST RESPOND ALASKA NATIVE ONLY

White	1	> TERMINATE
Black or African American	2	> TERMINATE
Asian	3	> TERMINATE
American Indian	4	> TERMINATE
Alaska Native	5	
Native Hawaiian or Other Pacific Islander	6	> TERMINATE
Some other race (specify:)	7	> TERMINATE

3c. What is the name of your Alaska Native Corporation? For example, Native Village of Barrow, Arctic Slope Corporation, Tlingit, etc. MULTIPLE RESPONSES PERMITTED. RECRUIT A MIX IF POSSIBLE.

Native Village of Barrow	1	
Arctic Slope Corporation	2	
Tlingit	3	
Other (specify:)	4	
Not a member of an Alaska Native Corporation	5	> TERMINATE

3d-f. Please respond yes or no to the following. **RANDOMIZE LIST**:

3d.	Do you consider yourself to be knowledgeable about your native culture?	Yes	No
3e.	Do you participate in traditional native cultural events or ceremonies?	Yes	No
3f.	Do you live in or regularly communicate with people from your home village?	Yes	No

TOTAL # OF YES: \_\_\_\_\_ MUST ANSWER YES TO 2 OF 3 TO QUALIFY

3g.	What is your ZIP code?

## **SECTION 4: LANGUAGE**

4a. What language do you primarily speak at home?

English	1	> SKIP TO SECTION 5
Other (specify:)	2	>ASK Q4B

#### **ONLY ASK IF OTHER @ Q4A:**

4b. How well do you speak English?

Very well	1	
Well	2	
Not well	3	>TERMINATE
Not at all	4	>TERMINATE

### **SECTION 5: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

- Renters
- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000 per year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 5a. What is the highest grade or year of schooling you have completed?

Less than High school	1	1 POINT
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	4	>TERMINATE

5b.	What is your marital status?			
	Married	1		
	Widowed	2		
	Divorced	3		
	Separated	4		
	Never married	5		
5c.	Are there any children currently living in your household?			
	Yes (specify number of children:)	1	> ASK Q5D	
	No	2	> SKIP TO Q	5E
5d.	What is the age of the <u>youngest</u> child in your home?			
	0-4 years old	1	YOUNG CHILDREN	1 POIN
	5-9 years old	2	CINEDICEIV	
		3		
5e.	10–17 years old  Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:			
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:  1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D)			
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:  1 POINT IF ALL OF FOLLOWING:	3		
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:  1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B)	3		
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:  1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)	1		
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:  1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself			
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:	1		
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:	1 2		
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:	1 2 3		
5e.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:	1 2 3 4	1 POINT	
5e. 5f.	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:	1 2 3 4 5	1 POINT	
	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:	1 2 3 4 5	1 POINT	
	Besides yourself, how many <u>adults</u> live in your home?  RECORD NUMBER:	1 2 3 4 5 6	<b>-</b>	

5g.	Which describes the building of your primary residence?

A mobile home	1	1 POINT
A one-family house detached from any other house	2	
A one-family house attached to any other house	3	1 POINT
A building with 2 or more apartments	4	1 POINT
Boat, RV, van, etc.	5	1 POINT

5h.	What month and	year did yo	ou move into y	our current house,	apartment, or	mobile home?
-----	----------------	-------------	----------------	--------------------	---------------	--------------

MONTH:	 		
YEAR:			

#### MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUARY 2005 = 02 / 2005)

Moved within past year	1	1 POINT
Moved more than a year ago	2	

5i. In 2017, what was your total household income before taxes?

Less than \$25,000	1	1 POINT
\$25,000 - \$34,999	2	1 POINT
\$35,000 - \$49,999	3	
\$50,000 - \$74,999	4	
\$75,000 - \$99,999	5	
\$100,000 - \$149,999	6	
More than \$150,000	7	

			/
DECODO TOTAL	DOINTS	ALLOCATED THROUGHOUT SCREENER:	(ENTER NUMBER HERE)
RECORD IOTAL	E O II N I 3	ALLOCATED THROUGHOUT SCREENER.	(LINTER INCIVIDER TIERE)

2 OR MORE POINTS	1	
LESS THAN 2 POINTS	2	>TERMINATE

## **SECTION 6: INVITATION TO PARTICIPATE**

#### **READ TO ALL QUALIFYING PARTICIPANTS**

Thank you! You are eligible to participate in the focus group on **[DATE]** starting at **[TIME]** taking place at **[LOCATION]**. If you have any questions or comments about this study, you may send them to <u>Ketzirah.Lesser@YR.com</u>. May we schedule you to participate?

Yes	1	
No	2	> TERMINATE

#### **CONFIRM DETAILS & SCHEDULE PARTICIPANT**

#### READ TO ALL NON-QUALIFYING PARTICIPANTS

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@YR.com.

American Indian: Phoenix, AZ		
First Name,		
Last Initial		
Unique ID		
Address		
City, State, Zip		
Phone (H/C/W)		
Reason for		
Termination		
(IF TERMINATED)		

## PHOENIX, AZ

American Indian				
Session 1 Session 2 [DATE, TIME] [DATE, TIME]				
	High school or less	10	8	
Education	Some college or an associate's degree	6	6	
	College graduate +	0	0	
Gender	Female	16	0	
Gender	Male	0	16	
Daga /Ethariaita	American Indian	16	16	
Race/Ethnicity	Other	0	0	
	18-34	0	0	
A 20	35-44	5	6	
Age	45-54	6	5	
	55 or older	5	5	

**RECRUIT 16 TO SEAT 6-8 PER GROUP** 

#### **SECTION 1: WILLINGNESS**

Hello, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_, a focus group facility working on behalf of the U.S. Census Bureau to help improve communications to communities across the country.

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of **[DATE]**, I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?

Yes	1	
No	2	> TERMINATE

1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.



Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

### **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a.	When, if ever, was the last time you participated in a marketing research study, such as a
	consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

2b. Do you or an immediate family member work in any of the following fields? **RANDOMIZE LIST** 

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government ( <i>specify</i> :)	3	> ASK TO SPECIFY
Bureau of Indian Affairs	4	
Others	5	>TERMINATE
Journalism	6	>TERMINATE
Education	7	
Medicine	8	
Engineering	9	
Other (specify:)	10	

2c. How old are you?

17 or under	1
18 - 34	2
35 - 44	3
45 - 54	4
55+	5

> ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OLDE

2d. Are you...

Male	1
Female	2
Other (specify:)	3

## **SECTION 3: STUDY CRITERIA - American Indian**

3a. Do you consider yourself to be of Latino or Hispanic origin?

Yes	1	> TERMINATE
No	2	

	<mark>NLY</mark>	race? You may provide more than one group. MUST RESP	OND AIVIER	CAN	INDIAN
	Whi	te	1		> TERMINATE
	Blac	k or African American	2		> TERMINATE
	Asia	n	3		> TERMINATE
	Ame	erican Indian	4		
	Alas	ka Native	5		> TERMINATE
	Nati	ve Hawaiian or Other Pacific Islander	6		> TERMINATE
	Som	e other race (specify:)	7		> TERMINATE
		name of your tribe? For example, Navajo Nation, Blackfeet LE RESPONSES PERMITTED.	Tribe, Bay N	Mills, I	Klamath
	Nava	ajo Nation	1		
		kfeet Tribe	2		
	Bay	Mills	3		
	Klan	nath	4		
	Othe	er (specify:)	5		
	Not	a member of a tribe			> TERMINATE
d-f. F	Please resp	ond yes or no to the following. RANDOMIZE LIST:		1	
d-f. i	3d. 3e.	Do you consider yourself to be knowledgeable about your culture?  Do you participate in traditional native cultural events or ceremonies?  Do you live in or regularly communicate with people from		Yes Yes	No No
d-f. F	3d. 3e. 3f.	Do you consider yourself to be knowledgeable about you culture?  Do you participate in traditional native cultural events or ceremonies?	n your	Yes Yes	No No
g. W	3d. 3e. 3f. TOTA	Do you consider yourself to be knowledgeable about your culture?  Do you participate in traditional native cultural events or ceremonies?  Do you live in or regularly communicate with people from home tribe?  AL # OF YES: MUST ANSWER YE	n your	Yes Yes	No No
g. W	3d. 3e. 3f. TOTA What is your	Do you consider yourself to be knowledgeable about your culture?  Do you participate in traditional native cultural events or ceremonies?  Do you live in or regularly communicate with people from home tribe?  AL # OF YES: MUST ANSWER YEST ZIP code?	n your	Yes Yes	No No
g. W	3d. 3e. 3f. TOTA What is your	Do you consider yourself to be knowledgeable about your culture?  Do you participate in traditional native cultural events or ceremonies?  Do you live in or regularly communicate with people from home tribe?  AL # OF YES: MUST ANSWER YOUR COMMUNICATION ANSWER YOUR COMMUNICATION ANSWER YOUR COMMUNICATION ANSWER YOU WITH A PROPERTY OF THE PROP	n your	Yes Yes	No No

#### **ONLY ASK IF OTHER @ Q4A:**

#### 4b. How well do you speak English?

Very well	1	
Well	2	
Not well	3	>TERMINATE
Not at all	4	>TERMINATE

## **SECTION 5: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

- Renters
- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000 per year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 5a. What is the highest grade or year of schooling you have completed?

Less than High school	1	1 POINT CHECK QUOTAS FOR GROUP
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	4	>TERMINATE

5b. What is your marital status?

Married	1
Widowed	2
Divorced	3
Separated	4
Never married	5

5c. Are there any children currently living in your household?

Yes (specify number of children:)	1	> ASK Q5D
No	2	> SKIP TO Q5E

5d. What is the age of the <u>youngest</u> child in your home?

0-4 years old	1	YOUNG CHILDREN
5-9 years old	2	
10-17 years old	3	

4	DΟ	NIT
т.	FU	II VII

5e. Besides yourself, how many <u>adults</u> live in your home?

RECORD NUMBER:	

1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)

#### CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)

None, just myself	1	
One other person	2	
Two other people	3	
Three other people	4	
Four other people	5	
Five or more other people	6	1 POINT

5f. Do you rent or own your own house or apartment?

Rent	1	1 POINT
Own	2	
Other (specify:)	3	

5g. Which describes the building of your primary residence?

A mobile home	1	1 POINT
A one-family house detached from any other house	2	
A one-family house attached to any other house	3	1 POINT
A building with 2 or more apartments	4	1 POINT
Boat, RV, van, etc.	5	1 POINT

MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE  Moved within past year	: FEBRUARY 2005 =	: 02 / 2005)
·	: FEBRUARY 2005 =	: 02 / 2005)
Moved within past year		02 / 2003)
. 1010d. 11161 paid / cai.	1	1 POINT
Moved more than a year ago	2	
In 2017, what was your total household income before taxes?  Less than \$25,000	1	1 POINT
\$25,000 - \$34,999	2	1 POINT
\$35,000 - \$49,999	3	
\$50,000 - \$74,999	4	
\$75,000 - \$99,999	5	
\$100,000 - \$149,999 More than \$150,000	7	
141016 than \$150,000	/	
ECORD TOTAL POINTS ALLOCATED THROUGHOUT SCREENER:	(ENTER NUMBER	HERE)
2 OR MORE POINTS	1	
LESS THAN 2 POINTS	2	>TERMINAT
ECTION 6: INVITATION TO PARTICIPATE		
EAD TO ALL QUALIFYING PARTICIPANTS		
nank you! You are eligible to participate in the focus group on [DAT		- •
<b>OCATION]</b> . If you have any questions or comments about thi <a href="mailto:etzirah.Lesser@YR.com">etzirah.Lesser@YR.com</a> . May we schedule you to participate?	s study, you may	send them to

#### **CONFIRM DETAILS & SCHEDULE PARTICIPANT**

No

#### READ TO ALL NON-QUALIFYING PARTICIPANTS

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to <a href="Metzirah.Lesser@YR.com">Ketzirah.Lesser@YR.com</a>.

> TERMINATE

American Indian: Sault Ste. Marie, MI			
<u></u>			

## SAULT STE. MARIE, MI

American Indian					
Session 1 Session 2 [DATE, TIME] [DATE, TIME]					
	High school or less	10	10		
Education	Some college or an associate's degree	6	6		
	College graduate +	0	0		
Gender	Female	16	0		
	Male	0	16		
Daga (Ethericity)	American Indian	16	16		
Race/Ethnicity	Other	0	0		
	18-34	5	5		
A	35-44	6	6		
Age	45-54	5	5		
	55 or older	0	0		

### **RECRUIT 16 TO SEAT 6-8 PER GROUP**

## SECTION 1: WILLINGNESS

Hello, my name is	and I'm from	, a focus group facility	working or	n behalf	of the	U.S
Census Bureau to help impr	rove communications t	o communities across t	he country.			

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of **[DATE]**, I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?

Yes	1	
No	2	> TERMINATE

1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.

Yes	1	
No	2	> TERMINATE

Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

### **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

2b.	Do you or an immediate family member work in any of the following fields?	<b>RANDOMIZE LIST</b>
_~.	Be fed of all illinediate falling member work in any of the fellowing helds.	IU II ID OI I III E EIO I

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government (specify:)	3	> ASK TO SPECIFY
Bureau of Indian Affairs	4	
Others	5	>TERMINATE
Journalism	6	>TERMINATE
Education	7	
Medicine	8	
Engineering	9	
Other (specify:)	10	

## 2c. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18 TO 54 YEARS OLD
18 - 34	2	> CHECK QUOTAS
35 - 44	3	> CHECK QUOTAS
45 - 54	4	> CHECK QUOTAS
55+	5	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18 TO 54 YEARS OLD

## 2d. Are you...

Male	1
Female	2
Other (specify:)	3

## **SECTION 3: STUDY CRITERIA - American Indian**

3a.	Do you consider yourself to be of Latino or Hispanic origin?

Yes	1	> TERMINATE
No	2	

# 3b. What is your race? You may provide more than one group. MUST RESPOND AMERICAN INDIAN ONLY

White	1	> TERMINATE
Black or African American	2	> TERMINATE
Asian	3	> TERMINATE
American Indian	4	
Alaska Native	5	> TERMINATE
Native Hawaiian or Other Pacific Islander	6	> TERMINATE
Some other race (specify:)	7	> TERMINATE

3c. What is the name of your tribe? For example, Navajo Nation, Blackfeet Tribe, Bay Mills, Klamath etc. MULTIPLE RESPONSES PERMITTED. RECRUIT A MIX IF POSSIBLE

Navajo Nation	1	
Blackfeet Tribe	2	
Bay Mills	3	
Klamath	4	
Other (specify:)	5	
Not a member of a tribe	6	TERMINATE

3d-f. Please respond yes or no to the following. **RANDOMIZE LIST**:

3d.	Do you consider yourself to be knowledgeable about your native culture?	Yes	No
3e.	Do you participate in traditional native cultural events or ceremonies?	Yes	No
3f.	Do you live in or regularly communicate with people from your home tribe?	Yes	No

TOTAL # OF YES:	MUST ANSWER YES TO 2 OF 3 TO OUALIFY
IOTAL # OF TES:	MUST ANSWER TESTOZ OF STO CUALIFI

3g.	What is your ZIP code?		

## **SECTION 4: LANGUAGE**

4a. What language do you primarily speak at home?

English	3	>SKIP TO SECTON 5
Other (specify:)	4	>ASK Q4B

#### **ONLY ASK IF OTHER @ Q4A:**

4b. How well do you speak English?

Very well	1	
Well	2	
Not well	3	>TERMINATE
Not at all	4	>TERMINATE

### **SECTION 5: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

- Renters
- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000 per year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 5a. What is the highest grade or year of schooling you have completed?

Less than High school	1	1 POINT CHECK QUOTAS FOR GROUP
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	4	>TERMINATE

5b. What is your marital status?

Married	1
Widowed	2
Divorced	3
Separated	4
Never married	5

5c. Are there any children currently living in your household?

	Yes (specify number of children:)	1	> ASK Q5D
	No	2	> SKIP TO Q5E
5d.	What is the age of the <u>youngest</u> child in your home?		
	0-4 years old	1	YOUNG CHILDREN
	5-9 years old	2	
	10-17 years old	3	
5e.	Besides yourself, how many <u>adults</u> live in your home?		
	RECORD NUMBER:		
	1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B)		
	CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)		
	None just myself	1	 1
	None, just myself One other person	2	
	Two other people	3	
	Three other people	4	
	Four other people	5	
	Five or more other people	6	1 POINT
5f.	Do you rent or own your own house or apartment?		
	Rent	1	1 POINT
	Own	2	
	Other (specify:)	3	
5g.	Which describes the building of your primary residence?		
	A mobile home	1	1 POINT
	A one-family house detached from any other house	2	
	A one-family house attached to any other house	3	1 POINT
	A building with 2 or more apartments	4	1 POINT
	Boat, RV, van, etc.	5	1 POINT

5h.	What month and year did you move into your current house, apartme	nt, or mobile hon	ne?
	MONTH:		
	YEAR:		
	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRU	ARY 2005 = 02 / 2	2005)
	Moved within the past year	1	1 POINT
	Moved more than 1 year ago	2	
5i.	In 2017, what was your total household income before taxes?		
	Less than \$25,000	1	1 POINT
	\$25,000 - \$34,999	2	1 POINT
	\$35,000 - \$49,999	3	
	\$50,000 - \$74,999	4	
	\$75,000 - \$99,999	5	
	\$100,000 - \$149,999	6	
	More than \$150,000	7	
RECO	RD TOTAL POINTS ALLOCATED THROUGHOUT SCREENER:(ENTE	R NUMBER HERE)	
	2 OR MORE POINTS	1	]
	LESS THAN 2 POINTS	2	>TERMINATE
SEC	TION 6: INVITATION TO PARTICIPATE		
READ	TO ALL QUALIFYING PARTICIPANTS		
Thank [LOCA	you! You are eligible to participate in the focus group on <b>[DATE]</b> startination. If you have any questions or comments about this study, <a href="mailto:ah.Lesser@YR.com">ah.Lesser@YR.com</a> . May we schedule you to participate?		
	Yes	1	

## CONFIRM DETAILS & SCHEDULE PARTICIPANT

No

#### READ TO ALL NON-QUALIFYING PARTICIPANTS

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to <a href="Metzirah.Lesser@YR.com">Ketzirah.Lesser@YR.com</a>.

> TERMINATE

American Indian:	Portland, OR
First Name, Last Initial	
Unique ID	
Address	
City, State, Zip	
Phone (H/C/W)	
Reason for	
Termination	
(IF TERMINATED)	

## PORTLAND, OR

American Indian				
Session 1 Session 2 [DATE, TIME] [DATE, TIME]				
	High school or less	10	10	
Education	Some college or an associate's degree	6	6	
	College graduate +	0	0	
Gender	Female	16	0	
Gender	Male	0	16	
Daga /F4b.u.; a; ta.	American Indian	16	16	
Race/Ethnicity	Other	0	0	
	18-34	0	10	
Age	35-44	0	6	
Age	45-54	0	0	
	55 or older	16	0	

**RECRUIT 16 TO SEAT 6-8 PER GROUP** 

## **SECTION 1: WILLINGNESS**

Hello, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_, a focus group facility working on behalf of the U.S. Census Bureau to help improve communications to communities across the country.

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of [DATE], I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?

Yes	1	
No	2	> TERMINATE

1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.

Yes	1	
No	2	> TERMINATE

Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

## **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

2b. Do you or an immediate family member work in any of the following fields? **RANDOMIZE LIST** 

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government (specify:)	3	>ASK TO SPECIFY
Bureau of Indian Affairs	4	
Others	5	>TERMINATE
Journalism	6	>TERMINATE
Education	7	
Medicine	8	
Engineering	9	
Other (specify:)	10	

2c. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18-44 OR 55
18 - 34	2	
35 - 44	3	
45 - 54	4	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18-44 OR 55
55+	5	

2d. Are you...

Male	1
Female	2
Other (specify:)	3

## **SECTION 3: STUDY CRITERIA - American Indian**

<ol><li>Do you consider yourself to be of Latino or Hispa</li></ol>	anic (	origin?
---	--------	---------

Yes	1	> TERMINATE
No	2	

# 3b. What is your race? You may provide more than one group. MUST RESPOND AMERICAN INDIAN ONLY

White	1	> TERMINATE
Black or African American	2	> TERMINATE
Asian	3	> TERMINATE
American Indian	4	
Alaska Native	5	> TERMINATE
Native Hawaiian or Other Pacific Islander	6	> TERMINATE
Some other race (specify:)	7	> TERMINATE

3c. What is the name of your tribe? For example, Navajo Nation, Blackfeet Tribe, Bay Mills, Klamath etc. MULTIPLE RESPONSES PERMITTED. RECRUIT A MIX IF POSSIBLE

Navajo Nation	1	
Blackfeet Tribe	2	
Bay Mills	3	
Klamath	4	
Other (specify:)	5	
Not a member of a tribe	6	> TERMINATE

3d-f. Please respond yes or no to the following. **RANDOMIZE LIST**:

3d.	Do you consider yourself to be knowledgeable about your native culture?	Yes	No
3e.	Do you participate in traditional native cultural events or ceremonies?	Yes	No
3f.	Do you live in or regularly communicate with people from your home tribe?	Yes	No

3g.	What is your ZIP code?

## **SECTION 4: LANGUAGE**

4a. What language do you primarily speak at home?

English	1	>SKIP TO SECTION 5
Other (specify:)	2	>ASK Q4B

#### **ONLY ASK IF OTHER @ Q4A:**

4b. How well do you speak English?

Very well	1	
Well	2	
Not well	3	>TERMINATE
Not at all	4	>TERMINATE

#### **SECTION 5: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

- Renters
- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000 per year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 5a. What is the highest grade or year of schooling you have completed?

Less than High school	1	1 POINT
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	4	>TERMINATE

5b. What is your marital status?

Married	1
Widowed	2
Divorced	3
Separated	4
Never married	5

5c. Are there any children currently living in your household?

Yes (specify number of children:)	1	> ASK Q5D
No	2	> SKIP TO Q5
What is the age of the <u>youngest</u> child in your home?		
0-4 years old	1	YOUNGCHILDR EN
5–9 years old	2	
10-17 years old	3	
Besides yourself, how many <u>adults</u> live in your home?		
RECORD NUMBER:		
1 POINT IF ALL OF FOLLOWING:		
FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B)		
LIVES WITH ANOTHER ADULT (Q5E > 0)		
None, just myself	1	
One other person	2	
Two other people	3	
Three other people	4	
Four other people	5	
Five or more other people	6	1 POINT
Do you rent or own your own house or apartment?		
Rent	1	1 POINT
Own	2	
Other (specify:)	3	
Which describes the building of your primary residence?		
A mobile home	1	1 POINT
	2	
A one-family house detached from any other house		
A one-family house detached from any other house A one-family house attached to any other house	3	1 POINT
		1 POINT 1 POINT

What month and year did you move into your current house, apartment, or mobile home?

5h.

	MONTH:		
	YEAR:		
	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FI	EBRUARY 2005 = 02 / 2	2005)
	Moved within the past year	1	1 POINT
	Moved more than 1 year ago	2	
5i.	In 2017, what was your total household income before taxes?		
	Less than \$25,000	1	1 POINT
	\$25,000 - \$34,999	2	1 POINT
	\$35,000 - \$49,999	3	
	\$50,000 - \$74,999	4	
	\$75,000 - \$99,999	5	
	\$100,000 - \$149,999	6	
	More than \$150,000	7	
RECO	ORD TOTAL POINTS ALLOCATED THROUGHOUT SCREENER:	(ENTER NUMBER HERE)	
	2 OR MORE POINTS	1	]
	LESS THAN 2 POINTS	2	>TERMINATE
SEC	TION 6: INVITATION TO PARTICIPATE		

#### READ TO ALL QUALIFYING PARTICIPANTS

Thank you! You are eligible to participate in the focus group on **[DATE]** starting at **[TIME]** taking place at **[LOCATION]**. If you have any questions or comments about this study, you may send them to <u>Ketzirah.Lesser@YR.com</u>. May we schedule you to participate?

Yes	1	
No	2	> TERMINATE

#### **CONFIRM DETAILS & SCHEDULE PARTICIPANT**

#### **READ TO ALL NON-QUALIFYING PARTICIPANTS**

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@YR.com.

## Appendix C.2 Native Hawaiian and Pacific Islander (NHPI)

First Name, Last Initial		
Unique ID		
Address		
City, State, Zip		
Phone (H/C/W)		
Reason for		
Termination		
(IF TERMINATED)		

## HONOLULU, HI & SEATTLE, WA

Native Hawaiian or Pacific Islander (NHPI)			
		Session 1 [DATE, TIME]	Session 2 [DATE, TIME]
	High school or less	10	10
Education	Some college or an associate's degree	6	6
	College graduate or postgraduate degree	0	0
Gender	Female	8	8
Gender	Male	8	8
	Native Hawaiian	6	6
Race/Ethnicity	Micronesian islands	5	5
	Polynesian/Melanesian islands	5	5
Age	18-34	3	3
	35-44	3	3
	45-54	5	5
	55 or older	5	5

**RECRUIT 16 TO SEAT 6-8 PER GROUP** 

## **SECTION 1: WILLINGNESS**

Hello, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_, a focus group facility working on behalf of the U.S. Census Bureau to help improve communications to communities across the country.

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of [DATE], I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?

Yes	1	
No	2	> TERMINATE

1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.

Yes	1	
No	2	> TERMINATE

Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

## **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

2b. Do you or an immediate family member work in any of the following fields? RANDOMIZE LIST

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government	3	>TERMINATE
Journalism	4	>TERMINATE
Education	5	
Medicine	6	
Engineering	7	
Service Industry	8	
Other (specify:)	9	

### 2c. How old are you?

17 or under	1
18 - 24	2
25 - 34	3
35 - 54	4
55+	5

> ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OVER

### 2d. Are you...

Male	1
Female	2
Other gender (specify:)	3

## SECTION 3: STUDY CRITERIA - NHPI

3a. Do you consider yourself to be of Latino or Hispanic origin?

Yes	1	> TERMINATE
No	2	

3b. What is your race? You may provide more than one group. MUST RESP	SPOND NHPI ONLY.
---	------------------

White	1	>TERMINATE
Black or African American	2	>TERMINATE
Asian	3	>TERMINATE
American Indian	4	>TERMINATE
Alaska Native	5	>TERMINATE
Native Hawaiian or Other Pacific Islander	6	
Some other race (specify:)	7	>TERMINATE

3c. Earlier, you reported you were <u>NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER</u>. What are your <u>NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER</u> ethnicities? For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. <u>MULTIPLE RESPONSES PERMITTED.</u> <u>RECRUIT A MIX.</u>

Native Hawaiian		1	> NATIVE HAWAIIAN
Samoan		2	> POLYNESIAN/ MELANESIAN
Chamorro		3	> MICRONESIAN
Fijian		4	> POLYNESIAN/ MELANESIAN
Tongan		5	> POLYNESIAN/ MELANESIAN
Marshallese		6	> MICRONESIAN
Other (specify:	)	7	

3d. In what country or territory were you born?

In the continental United States, Alaska, or Hawaii	1	>SKIP TO SECTION 4
Outside of the United States (specify: )	2	>ASK Q3E

#### ONLY ASK IF <u>NOT BORN</u> IN THE <u>UNITED STATES</u> (CODE 2 @ Q3D)

3e. How old were you when you first came to the United States?

IF ASKED, THIS INFORMATION IS BEING ASKED TO ENSURE A BROAD RANGE OF EXPERIENCES ARE REPRESENTED IN THE DISCUSSION. ANSWERS WILL NOT BE SHARED FOR MARKETING OR ANY OTHER PURPOSE.

17 or older	1
16 or younger	2

## **SECTION 4: LANGUAGE**

4a. Is there a language besides English that you are fluent in? **RECRUIT A MIX.** 

Yes (specify:)	1	>ASK Q4B
Native Hawaiian	2	
Micronesian	3	
Polynesian/Melanesian	4	
No	5	> IF MICRONESIAN OR POLYNESIAN/ MELANESIAN, TERMINATE. > IF NATIVE HAWAIIAN, SKIP TO SECTION 5

#### **ONLY ASK IF OTHER @ Q4A:**

4b. How well do you speak English?

Very well	1	
Well	2	
Not well	3	>TERMINATE
Not at all	4	>TERMINATE

## **SECTION 5: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

- Renters
- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000/year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 5a. What is the highest grade or year of schooling you have completed?

Less than High school	1	1 POINT
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	4	>TERMINATE

	What is your marital status?		
	Married	1	
	Widowed	2	
	Divorced	3	
	Separated	4	
	Never married	5	
	Are there any children currently living in your household?		
	Yes (specify number of children:)	1	> ASK Q5D
	No	2	> SKIP TO Q5E
	What is the age of the <u>youngest</u> child in your home?		
	0-4 years old	1	YOUNG CHILDREN
	5-9 years old	2	GINEDILE
	10-17 years old	3	
_	RECORD NUMBER:		
ſ	1 POINT IF ALL OF FOLLOWING:		
	1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B)		
	1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)		
	1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)		
	LPOINT IF ALL OF FOLLOWING:  FEMALE (Code 2 @ Q2D)  UMARRIED (Code 2-5 @ Q5B)  LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself	1	
	I POINT IF ALL OF FOLLOWING:  FEMALE (Code 2 @ Q2D)  UMARRIED (Code 2-5 @ Q5B)  LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself  One other person	2	
	LPOINT IF ALL OF FOLLOWING:  FEMALE (Code 2 @ Q2D)  UMARRIED (Code 2-5 @ Q5B)  LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself  One other person  Two other people	2 3	
	LPOINT IF ALL OF FOLLOWING:  FEMALE (Code 2 @ Q2D)  UMARRIED (Code 2-5 @ Q5B)  LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself  One other person  Two other people  Three other people	2 3 4	
	LPOINT IF ALL OF FOLLOWING:  FEMALE (Code 2 @ Q2D)  UMARRIED (Code 2-5 @ Q5B)  LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself  One other person  Two other people  Three other people  Four other people	2 3 4 5	
	LPOINT IF ALL OF FOLLOWING:  FEMALE (Code 2 @ Q2D)  UMARRIED (Code 2-5 @ Q5B)  LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself  One other person  Two other people  Three other people	2 3 4	1 POINT
	LPOINT IF ALL OF FOLLOWING:  FEMALE (Code 2 @ Q2D)  UMARRIED (Code 2-5 @ Q5B)  LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself  One other person  Two other people  Three other people  Four other people	2 3 4 5	1 POINT
	I POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself One other person Two other people Three other people Four other people Four other people Five or more other people	2 3 4 5	1 POINT
	POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)  CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)  None, just myself One other person Two other people Three other people Four other people Four other people Five or more other people  Do you rent or own your own house or apartment?	2 3 4 5 6	

	Which describes the building of your primary residence?		
	A mobile home	1	1 POINT
	A one-family house detached from any other house	2	
	A one-family house attached to any other house	3	1 POINT
	A building with 2 or more apartments	4	1 POINT
	Boat, RV, van, etc.	5	1 POINT
5h.	What month and year did you move into your current house, apartn	nent, or mobile h	ome?
	MONTH:		
	YEAR:		
	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBR	RUARY 2005 = 02	/ 2005)
	Moved within the past year	1	
			1 POINT
	Moved more than 1 year ago	2	1 POINT
5i.			1 POINT
5i.	Moved more than 1 year ago		1 POINT
5i.	Moved more than 1 year ago  In 2017, what was your total household income before taxes?	2	
5i.	Moved more than 1 year ago  In 2017, what was your total household income before taxes?  Less than \$25,000	2	1 POINT
5i.	Moved more than 1 year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999	1 2	1 POINT
5i.	Moved more than 1 year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999	1 2 3	1 POINT
5i.	Moved more than 1 year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999	1 2 3 4	1 POINT
5i.	Moved more than 1 year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999	1 2 3 4 5	1 POINT
	Moved more than 1 year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999	1 2 3 4 5 6 7	1 POINT 1 POINT
	Moved more than 1 year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 More than \$150,000	1 2 3 4 5 6 7	1 POINT 1 POINT

## **SECTION 6: INVITATION TO PARTICIPATE**

#### **READ TO ALL QUALIFYING PARTICIPANTS**

Thank you! You are eligible to participate in the focus group on **[DATE]** starting at **[TIME]** taking place at **[LOCATION]**. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@yr.com. May we schedule you to participate?

Yes	1	
No	2	> TERMINATE

#### **CONFIRM DETAILS & SCHEDULE PARTICIPANT**

#### READ TO ALL NON-QUALIFYING PARTICIPANTS

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@yr.com.

## Appendix C.3 Asian

First Name, Last Initial	
Last Illitiai	
Unique ID	
Address	
City, State, Zip	
Phone (H/C/W)	
Reason for	
Termination	
(IF TERMINATED)	

# SAN GABRIEL VALLEY/PASADENA, CA

Asian			
		Session 1 [DATE, TIME]	Session 2 [DATE, TIME]
	High school or less	9	9
Education	Some college or an associate's degree	5	5
	College graduate or postgraduate degree	0	0
Gender	Female	7	7
Gender	Male	7	7
	Chinese	3	2
	Vietnamese	3	1
	Korean	3	1
Ancoctm	Filipino	0	3
Ancestry	Hmong or Thai	3	1
	Cambodian	2	0
	Asian Indian	0	3
	Other South Asian (Pakistani, Bangladeshi)	0	3
	18-34	3	2
۸۵۵	35-44	3	2
Age	45-54	4	5
	55 or older	4	5

**RECRUIT 14 TO SEAT 6-8 PER GROUP** 

## **SECTION 1: WILLINGNESS**

Hello, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_, a focus group facility working on behalf of the U.S. Census Bureau to help improve communications to communities across the country.

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of **[DATE]**, I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?

Yes	1	
No	2	> TERMINATE

1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.

Yes	1	
No	2	> TERMINATE

Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

## **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

# 2b. Do you or an immediate family member work in any of the following fields? **RANDOMIZE LIST MULTIPLE RESPONSES PERMITTED**

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government	3	>TERMINATE
Journalism	4	>TERMINATE
Education	5	
Medicine	6	
Engineering	7	
Service Industry	8	
Other (specify:)	9	

2c. Are you currently a full or part-time student?

Full time student	1	>TERMINATE
Part-time student	2	> HOLD
Not a student	3	

2d. How old are you?

17 or under	1
18 - 24	2
25 - 34	3
35 - 54	4
55+	5

> ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OVER

2e. Are you...

Male	1
Female	2
Other gender (specify:)	3

## **SECTION 3: STUDY CRITERIA - Asian**

3a. Do you consider yourself to be of Latino or Hispanic origin?

Yes	1	> TERMINATE
No	2	

3b. What is your race? You may provide more than one group. MUST RESPOND ASIAN ONLY

White	1	>TERMINATE
Black or African American	2	>TERMINATE
<mark>Asian</mark>	3	
American Indian	4	>TERMINATE
Alaska Native	5	>TERMINATE
Native Hawaiian or Other Pacific Islander	6	>TERMINATE
Some other race (specify:)	7	>TERMINATE

3c. Earlier, you reported you were <u>ASIAN</u>. What best describe your nationality or ethnicity? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. <u>MULTIPLE</u> <u>RESPONSES PERMITTED</u>. <u>RECRUIT A MIX.</u>

Chinese	1	
Vietnamese	2	
Korean	3	
Filipino	4	
Hmong or Thai	5	
Cambodian	6	
Asian Indian	7	
Other South Asian (Pakistani, Bangladeshi)	8	
Other (specify:)	9	>TERMINATE

3d. In what country or territory were you born?

In the United States	1	>TERMINATE
Outside of the United States (specify: )	2	>ASK Q3E

3e. How old were you when you first came to the United States?

IF ASKED, THIS INFORMATION IS BEING ASKED TO ENSURE A BROAD RANGE OF EXPERIENCES ARE REPRESENTED IN THE DISCUSSION. ANSWERS WILL NOT BE SHARED FOR MARKETING OR ANY OTHER PURPOSE.

17 or older	1	
16 or younger	2	>TERMINATE

## SECTION 4: LANGUAGE

	English	1	
	Other (specify:)	2	
How	v well do you <u>speak</u> English?		
	Very well	1	
	Well	2	
	Not well	3	>TERMINA
	Not at all	4	>TERMINA
How	v well do you <u>read</u> English?		
	Very well	1	
	Well	2	
	Not well	3	>TERMINA
	Not at all	4	>TERMINA
How	v well do you <u>speak</u> [OTHER] language?		
	Very well	1	
	Well	2	
	Not well	3	>TERMINA
	Not at all	4	>TERMINA
	v many hours of media in [OTHER] language do you cons t, radio, digital media, and social media.	ume per week? This can	include TV,
HOU	JRS:		

## **SECTION 5: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

- Renters
- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000 per year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 5a. What is the highest grade or year of schooling you have completed?

Less than High School	1	1 POINT
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	5	> TERMINATE

5b. What is your marital status?

Married	1
Widowed	2
Divorced	3
Separated	4
Never married	5

5c. Are there any children currently living in your household?

Yes (specify number of children:)	1	> ASK Q5D
No	2	> SKIP TO Q5E

5d. What is the age of the <u>youngest</u> child in your home?

0–4 years old	1
5–9 years old	2
10–17 years old	3

YOUNG CHILDREN



Вє	esides yourself, how many <u>adults</u> live in your home?		
RE	ECORD NUMBER:		
_	POINT IF ALL OF FOLLOWING:		
UN	MALE (Code 2 @ Q2D)  MARRIED (Code 2-5 @ Q5B)  MARRIED ADDITION AND THE ADDITION OF THE ADDITI		
LIV	/ES WITH ANOTHER ADULT (Q5E > 0)		
C	CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)		
	None, just myself	1	
	One other person	2	
	Two other people	3	
	Three other people	4	
	Four other people	5	
	Five or more other people	6	1 POINT
W	Other (specify:)  /hich describes the building of your primary residence?	3	
	A mobile home	1	1 POIN
	A one-family house detached from any other house	2	
	A one-family house attached to any other house	3	1 POIN
	A building with 2 or more apartments	4	1 POIN
	Boat, RV, van, etc.	5	1 POIN
W	hat month and year did you move into your current house, apart	ment, or mobile	home?
	YEAR:	RDI IARY 2005 - 0	2 / 2005)
ľ	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEB	NOAKT 2005 = 0.	2 / 2003)
	Moved within the past year	1	1 POIN
	Moved more than a year ago	2	21011
	i viovou more man a year ago		

5i. In 2017, what was your total household income before taxes?

Less than \$25,000	1	1 POINT
\$25,000 - \$34,999	2	1 POINT
\$35,000 - \$49,999	3	
\$50,000 - \$74,999	4	
\$75,000 - \$99,999	5	
\$100,000 - \$149,999	6	
More than \$150,000	7	

5j. How many months of the year do you live outside of your primary residence?

Never live elsewhere	1	
Less than two month	2	
2 - 4 months	3	1 POINT
4 - 6 months	4	1 POINT
More than 6 months	5	1 POINT

RECORD TOTAL POINTS ALLOCATED THROUGHOUT SCREENER: \_\_\_\_\_ (ENTER NUMBER HERE)

2 OR MORE POINTS	1	
LESS THAN 2 POINTS	2	>TERMINATE

## **SECTION 6: INVITATION TO PARTICIPATE**

#### **READ TO ALL QUALIFYING PARTICIPANTS**

Thank you! You are eligible to participate in the focus group on **[DATE]** starting at **[TIME]** taking place at **[LOCATION]**. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@yr.com. May we schedule you to participate?

Yes	1	
No	2	> TERMINATE

#### **CONFIRM DETAILS & SCHEDULE PARTICIPANT**

#### **READ TO ALL NON-QUALIFYING PARTICIPANTS**

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@yr.com.

## **Appendix C.4 Hispanic**

First Name,	
Last Initial	
Unique ID	
Address	
City, State, Zip	
Phone (H/C/W)	
Reason for	
Termination	
(IF TERMINATED)	

## **HOUSTON, TX**

Hispanic His			
		Session 1 [DATE, TIME]	Session 2 [DATE, TIME]
	High school or less	9	9
Education	Some college or an associate's degree	5	5
	College graduate +	0	0
Candan	Female	7	7
Gender	Male	7	7
Dage /Fthmisite	Hispanic	14	14
Race/Ethnicity	Not Hispanic	0	0
Ancostru	Mexican	9	9
Ancestry	Central American	5	5
Generation*	1 <sup>st</sup> Generation	7	7
Generation	1.5 Generation	7	7
۸۵۵	24-34	7	7
Age	35-50	7	7

## \*Definitions

### **RECRUIT 14 TO SEAT 6-8 PER GROUP**

**<sup>1</sup>**<sup>st</sup> **Generation**: Foreign born; both parents foreign born; immigrated to the U.S. when 17 or older

**<sup>1.5</sup> Generation**: Foreign born; both parents foreign born; immigrated to the U.S. when 16 or younger

### **SECTION 1: WILLINGNESS**

Hello, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_, a focus group facility working on behalf of the U.S. Census Bureau to help improve communications to communities across the country.

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of [DATE], I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?



1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.



Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

## **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

2b. Do you or an immediate family member work in any of the following fields? RANDOMIZE LIST

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government	3	>TERMINATE
Journalism	4	>TERMINATE
Education	5	
Medicine	6	
Engineering	7	
Other (specify:)	8	

2c. How old are you?

17 or under	1	>ASK FOR SOMEONE IN
18 - 23	2	HOUSEHOLD AGED 24-50 > IF NONE TERMINATE
24 - 34	3	> CHECK QUOTA
35 - 50	4	> CHECK QUOTA
51+	5	> ASK FOR SOMEONE IN HOUSEHOLD AGED 24-50 > IF NONE TERMINATE

2d. Are you...

Male	1
Female	2
Other gender (specify:)	3

## **SECTION 3: STUDY CRITERIA - HISPANIC**

3a. Do you consider yourself to be of Latino or Hispanic origin?

Yes	1	
No	2	> TERMINATE

3b. What is your race? You may provide more than one group.

White	1
Black or African American	2
Asian	3
American Indian	4
Alaska Native	5
Native Hawaiian or Other Pacific Islander	6
Some other race (specify:)	7

3c. In what country or territory were you born?

United States	1	>TERMINATE
Other	2	

3d. How old were you when you first came to the United States?

IF ASKED, THIS INFORMATION IS BEING ASKED TO ENSURE A BROAD RANGE OF EXPERIENCES ARE REPRESENTED IN THE DISCUSSION. ANSWERS WILL NOT BE SHARED FOR MARKETING OR ANY OTHER PURPOSE.

17 or older	1	>1 <sup>ST</sup> GENERATION
16 or younger	2	> 1.5 GENERATION

3e. In what country or territory were your parents born?

Both parents were born in the U.S.	1	>TERMINATE
One parent was born in the U.S.; the other was born outside of the U.S.	2	>TERMINATE
Both parents were born outside of the U.S.	3	
Don't know	4	>TERMINATE

FIRST GENERATION IF ALL OF FOLLOWING:

> BORN OUTSIDE THE U.S. (Code 2 @ Q3C)

> ARRIVE IN THE U.S. AFTER AGE OF 16 (Code 1 @ Q3D)

> FOREIGN-BORN PARENTS (Code 3 @ Q3E)

1.5 GENERATION IF ALL OF FOLLOWING:

> BORN OUTSIDE THE U.S. (Code 2 @ Q3C)

> ARRIVE IN THE U.S. AT OR BEFORE AGE OF 16

(Code 2 @ Q3D)

> FOREIGN-BORN PARENTS (Code 3 @ Q3E)

3f.	What is your country of origin?	<b>DO NOT READ ANSWER CHOICES.</b>	<b>RECRUIT A MIX.</b>

Mexico	1	> MEXICAN CHECK QUOTAS
El Salvador, Guatemala, Honduras or other Central American country	2	> CENTRAL AMERICAN CHECK QUOTAS
Puerto Rico, Cuba, Dominican Republic	3	> CARIBBEAN
Colombia, Venezuela, Argentina, or other South American country	4	> SOUTH AMERICAN

## **SECTION 4: LANGUAGE**

### 4a. What languages do you speak at home? **TERMINATE IF NOT BILINGUAL**

English	1	
Spanish	2	
Other (specify:)	3	> TERMINATE

### 4b. How well do you speak English?

Very well	1	
Well	2	
Not well	3	>TERMINATE
Not at all	4	>TERMINATE

### 4c. How well do you <u>read</u> English?

Very well	1	
Well	2	
Not well	3	>TERMINATE
Not at all	4	>TERMINATE

### 4d. How well do you speak Spanish?

Very well	1	
Well	2	
Not well	3	
Not at all	4	>TERMINATE

## **SECTION 5: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

•	R	el	n	t	e	r	S
---	---	----	---	---	---	---	---

- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000 per year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 5a. What is the highest grade or year of schooling you have completed?

Less than High School	1	1 POINT
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	4	> TERMINATE

5b. What is your marital status?

Married	1
Widowed	2
Divorced	3
Separated	4
Never married	5

5c. Are there any children currently living in your household?

Yes (specify number of children:)	1	> ASK Q5D
No	2	> SKIP TO Q5E

5d. What is the age of the <u>youngest</u> child in your home?

0–4 years old	1
5–9 years old	2
10–17 years old	3

YOUNG	1 POIN
CHILDREN	1 POII

5e. Besides yourself, how many <u>adults</u> live in your	home?
---	-------

<b>RECORD NUMBER:</b>	

1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q5B) LIVES WITH ANOTHER ADULT (Q5E > 0)

### CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)

None, just myself	1	
One other person	2	
Two other people	3	
Three other people	4	
Four other people	5	
Five or more other people	6	1 POINT

5f. Do you rent or own your own house or apartment?

Rent	1	1 POINT
Own	2	
Other (specify:)	3	

5g. Which describes the building of your primary residence?

A mobile home	1	1 POINT
A one-family house detached from any other house	2	
A one-family house attached to any other house	3	1 POINT
A building with 2 or more apartments	4	1 POINT
Boat, RV, van, etc.	5	1 POINT

5h. What month and year did you move into your current house, apartment, or mobile home?

MONTH:	 	 
YEAR:		

### MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUARY 2005 = 02 / 2005)

Moved within the past year	1	1 POINT
Moved within the past 4 years	2	
Moved more than 4 years ago	3	>TERMINATE

#### 5i. How long have you been living in Houston, TX?

5 years or fewer	1	
More than 5 years	2	>TERMINATE
Do not live in Houston, TX	3	>TERMINATE

#### 5j. In 2017, what was your total household income before taxes?

Less than \$25,000	1	1 POINT
\$25,000 - \$34,999	2	1 POINT
\$35,000 - \$49,999	3	
\$50,000 - \$74,999	4	
\$75,000 - \$99,999	5	
\$100,000 - \$149,999	6	
More than \$150,000	7	

DECODE TOTAL DOL	TEC ALLOCATED TUDOLICUOLIT CODEELED	/ENITED AU IA 4DED LIEDE\
	TS ALLOCATED THROUGHOUT SCREENER:	(FNTFR NUMBFR HFRF)
RECORD TOTAL	ALLOCATED INNOUGHOUT SCREENER.	

2 OR MORE POINTS	1	
LESS THAN 2 POINTS	2	>TERMINATE

## **SECTION 6: INVITATION TO PARTICIPATE**

#### **READ TO ALL QUALIFYING PARTICIPANTS**

Thank you! You are eligible to participate in the focus group on [DATE] starting at [TIME] taking place at [LOCATION]. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@yr.com. May we schedule you to participate?

Yes	1	
No	2	> TERMINATE

#### **CONFIRM DETAILS & SCHEDULE PARTICIPANT**

#### **READ TO ALL NON-QUALIFYING PARTICIPANTS**

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to Ketzirah.Lesser@yr.com.

## **Appendix C.5 Rural**

First Name,	
Last Initial	
Unique ID	
Address	
City, State, Zip	
Phone (H/C/W)	
Reason for	
Termination	
(IF TERMINATED)	

# POLK COUNTY / SPRINGFIELD, MO

Rural			
		Session 1 [DATE, TIME]	Session 2 [DATE, TIME]
	High school or less	9	9
Education	Some college or an associate's degree	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
	18-34	2	2
Age	35-44	2	2
	45-54	5	5
	55 or older	5	5
Daca/Ethnicity	White, not Hispanic	14	14
Race/Ethnicity	Other	0	0

**RECRUIT 14 TO SEAT 6-8 PER GROUP** 

## **SECTION 1: WILLINGNESS**

Hello, my name is \_\_\_\_\_ and I'm from \_\_\_\_\_, a focus group facility working on behalf of the U.S. Census Bureau to help improve communications to communities across the country.

The focus group will take about 90 minutes, and you will receive \$75 for your time. If you are still interested in participating and if you are available the evening of **[DATE]**, I will ask you a few questions to see if you qualify. The questions I will ask on this call will take about 5 minutes.

1a. May we proceed?

Yes	1	
No	2	> TERMINATE

1b. If you are eligible, are you available on **[DATE]** at **[TIME]** to participate in a focus group? The focus group will be held in **[PLACE]**.

Yes	1	
No	2	> TERMINATE

Before we start, I want to tell you a few things about the focus group and the questions I will be asking you now. Your participation is voluntary, but your responses are important. You can choose not to answer any or all questions. The questions I am about to ask you, and those asked during the focus group itself, have been authorized for collection by U.S. Office of Management and Budget, approval number 0607-0987, expiring on 08/31/2020.

1c. Are you willing to participate?

Yes	1	
No	2	> TERMINATE

## **SECTION 2: STUDY CRITERIA**

Great, I have a few questions to see if you qualify for this study.

2a. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion?

Within the past three months	1	>HOLD
Over three months ago	2	
Never	3	

2b. Do you or an immediate family member work in any of the following fields? RANDOMIZE LIST

Advertising or public relations	1	>TERMINATE
Marketing or market research	2	>TERMINATE
Federal government	3	>TERMINATE
Journalism	4	>TERMINATE
Education	5	
Medicine	6	
Engineering	7	
Service Industry	8	
Other (specify:)	9	

2c. How old are you?

17 or under	1
18 - 24	2
25 - 34	3
35 - 54	4
55+	5

>ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OVER

> CHECK AGE QUOTAS FOR GROU

2d. Are you...

Male	1
Female	2
Other (specify:)	3

## **SECTION 3: STUDY CRITERIA - Rural**

3a. Do you consider yourself to be of Latino or Hispanic origin?

Yes	1	> TERMINATE
No	2	ı

3b. What is your race? You may provide more than one group.

White	1	
Black or African American	2	>TERMINATE
Asian	3	>TERMINATE
American Indian	4	>TERMINATE
Alaska Native	5	>TERMINATE
Native Hawaiian or Other Pacific Islander	6	>TERMINATE
Some other race (specify:)	7	>TERMINATE

3c. What is your ZIP code? RECRUIT FROM A LIST OF ZIP CODES PROVIDED BY TEAM Y&R

## **SECTION 4: HTC DEMOGRAPHICS**

#### NOTE: MUST MEET AT LEAST TWO OF THE FOLLOWING CRITERIA:

- Renters
- Living in a large household (with 6 or more people)
- Less than high school diploma
- Female householder, no husband present
- Low income (less than \$35,000 per year)
- Move within the past year
- Household with young children aged 4 years old or younger
- Multi-unit or mobile home structure
- 4a. What is the highest grade or year of schooling you have completed?

Less than High school	1	1 POINT
High School graduate or equivalent	2	
Some college or an associate's degree	3	
College graduate or postgraduate degree	4	>TERMINATE

4b.	What is	your marital	status?

Married	1
Widowed	2
Divorced	3
Separated	4
Never married	5

4c. Are there any children currently living in your household?

Yes (specify number of children:)	1	> ASK Q4D
No	2	> SKIP TO Q4E

4d. What is the age of the <u>youngest</u> child in your home?

0–4 years old	1	YOUNG CHILDREN
5-9 years old	2	l
10-17 years old	3	ı

_			
4	D٨	IN	т
Α.	гυ	ш	ш

4e. Besides yourself, how many <u>adults</u> live in your home?

RECORD NUMBER:

1 POINT IF ALL OF FOLLOWING: FEMALE (Code 2 @ Q2D) UMARRIED (Code 2-5 @ Q4B) LIVES WITH ANOTHER ADULT (Q4E > 0)

### CODE NUMBER OF PEOPLE IN HOUSEHOLD (4C + 4E)

None, just myself	1
One other person	2
Two other people	3
Three other people	4
Four other people	5
Five or more other people	6

1 POINT

	Rent	1	1 POIN
	Own	2	
	Other (specify:)	3	
		<u>-</u>	
4g.	Which describes the building of your primary residence?		
	A mobile home	1	1 POIN
	A one-family house detached from any other house	2	
	A one-family house attached to any other house	3	1 POINT
	A building with 2 or more apartments	4	1 POIN
	Boat, RV, van, etc.	5	1 POIN
	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRU	JARY 2005 = 02	/ 2005)
	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUAR)  Moved within the past year	JARY 2005 = 02	/ 2005)
	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUAR)  Moved within the past year		
<b>4</b> i.	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUAR)  Moved within the past year	1	
4i.	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUARY)  Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000	1 2	1 POINT
<b>4</b> i.	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUARY)  Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000  \$25,000 - \$34,999	1 2 1 2	1 POIN
4i.	Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999	1 2 1 2 3	1 POINT
4i.	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUARY)  Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000  \$25,000 - \$34,999  \$35,000 - \$49,999  \$50,000 - \$74,999	1 2 3 4	1 POINT
4i.	Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999	1 2 3 4 5 5	1 POINT
<b>4i</b> .	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUARY)  Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999	1 2 1 2 3 4 5 6	1 POINT
4i.	Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999	1 2 3 4 5 5	1 POINT
	MUST ENTER 2 DIGIT MONTH AND 4 DIGIT YEAR (EXAMPLE: FEBRUARY)  Moved within the past year  Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999	1 2 3 4 5 6 7	1 POINT
	Moved within the past year Moved more than a year ago  In 2017, what was your total household income before taxes?  Less than \$25,000 \$25,000 - \$34,999 \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 More than \$150,000	1 2 3 4 5 6 7	1 POINT

## **SECTION 5: INVITATION TO PARTICIPATE**

#### **READ TO ALL QUALIFYING PARTICIPANTS**

Thank you! You are eligible to participate in the focus group on **[DATE]** starting at **[TIME]** taking place at **[LOCATION]**. If you have any questions or comments about this study, you may send them to <u>Ketzirah.Lesser@YR.com</u>. May we schedule you to participate?

Yes	1	
No	2	> TERMINATE

#### **CONFIRM DETAILS & SCHEDULE PARTICIPANT**

#### READ TO ALL NON-QUALIFYING PARTICIPANTS

Thank you! It's important we include a variety of backgrounds in our discussions, at this time we have reached our quota for individuals who match your characteristics, so you are not eligible to participate in this study. If you have any questions or comments about this study, you may send them to <a href="Metzirah.Lesser@YR.com">Ketzirah.Lesser@YR.com</a>.