

Appendix C: Focus Group Audience Criteria with Quota Tables

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

Alaska Native: Fairbanks, 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]
Education	High school or less	10	10
	Some college or an associate's degree	6	6
	College graduate +	0	0
Gender	Female	16	0
	Male	0	16
Race/Ethnicity	Alaska Native	16	16
	Other	0	0
Age	18-34	0	8
	35-44	5	8
	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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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 OR OLDER
18 - 34	2	
35 - 44	3	
45 - 54	4	
55+	5	

- 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 (<i>specify:</i> _____)	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 (<i>specify:</i> _____)	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 Q5E

5d. What is the age of the youngest child in your home?

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

5e. Besides yourself, how many adults 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	1 POINT
One other person	2	
Two other people	3	
Three other people	4	
Four other people	5	
Five or more other people	6	

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 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	

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	> TERMINATE
No	2	

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 [DATE, TIME]	Session 2 [DATE, TIME]
Education	High school or less	10	8
	Some college or an associate's degree	6	6
	College graduate +	0	0
Gender	Female	16	0
	Male	0	16
Race/Ethnicity	American Indian	16	16
	Other	0	0
Age	18-34	0	0
	35-44	5	6
	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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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 (<i>specify: _____</i>)	10	

2c. How old are you?

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

2d. Are you...

Male	1
Female	2
Other (<i>specify: _____</i>)	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.**

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 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 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 youngest child in your home?

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

1 POINT

5e. Besides yourself, how many adults 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	1 POINT
One other person	2	
Two other people	3	
Three other people	4	
Four other people	5	
Five or more other people	6	

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

Rent	1	1 POINT
Own	2	
Other (<i>specify</i> : _____)	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	1 POINT
A one-family house attached to any other house	3	
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 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	

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

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

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	> TERMINATE
No	2	

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: Sault Ste. Marie, MI

First Name,
Last Initial

Unique ID

Address

City, State, Zip

Phone (H/C/W)

Reason for
Termination
(IF TERMINATED)

SAULT STE. MARIE, MI

American Indian			
		Session 1 [DATE, TIME]	Session 2 [DATE, TIME]
Education	High school or less	10	10
	Some college or an associate's degree	6	6
	College graduate +	0	0
Gender	Female	16	0
	Male	0	16
Race/Ethnicity	American Indian	16	16
	Other	0	0
Age	18-34	5	5
	35-44	6	6
	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 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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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 (<i>specify: _____</i>)	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 (<i>specify: _____</i>)	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 (<i>specify: _____</i>)	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 (<i>specify: _____</i>)	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 QUALIFY

3g. What is your ZIP code?

SECTION 4: LANGUAGE

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

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

ONLY ASK IF OTHER @ Q4A:

4b. How well do you speak English?

Very well	1	
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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 youngest child in your home?

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

5e. Besides yourself, how many adults live in your home?

RECORD NUMBER: _____

1 POINT IF ALL OF FOLLOWING:
 FEMALE (Code 2 @ Q2D)
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CODE NUMBER OF PEOPLE IN HOUSEHOLD (5C + 5E)

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Four other people	5	
Five or more other people	6	

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?

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

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\$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	

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.

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 [DATE, TIME]	Session 2 [DATE, TIME]
Education	High school or less	10	10
	Some college or an associate's degree	6	6
	College graduate +	0	0
Gender	Female	16	0
	Male	0	16
Race/Ethnicity	American Indian	16	16
	Other	0	0
Age	18-34	0	10
	35-44	0	6
	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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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 (<i>specify: _____</i>)	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 (<i>specify: _____</i>)	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 (<i>specify:</i> _____)	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 (<i>specify:</i> _____)	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 Q5E

5d. What is the age of the youngest child in your home?

0-4 years old	1	YOUNGCHILDR EN	1 POINT
5-9 years old	2		
10-17 years old	3		

5e. Besides yourself, how many adults 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	1 POINT
One other person	2	
Two other people	3	
Three other people	4	
Four other people	5	
Five or more other people	6	

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 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	

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.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]
Education	High school or less	10	10
	Some college or an associate's degree	6	6
	College graduate or postgraduate degree	0	0
Gender	Female	8	8
	Male	8	8
Race/Ethnicity	Native Hawaiian	6	6
	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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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 (<i>specify:_____</i>)	9	

2c. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OVER
18 - 24	2	
25 - 34	3	
35 - 54	4	
55+	5	

2d. Are you...

Male	1
Female	2
Other gender (<i>specify:_____</i>)	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 RESPOND 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 **NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER**. What are your **NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER** ethnicities? For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. **MULTIPLE RESPONSES PERMITTED. RECRUIT A MIX.**

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 NOT BORN IN THE UNITED STATES (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	> TERMINATE > TERMINATE
Well	2	
Not well	3	
Not at all	4	

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

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 youngest child in your home?

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

1 POINT

5e. Besides yourself, how many adults 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

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 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	

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	> TERMINATE
No	2	

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 _____

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]
Education	High school or less	9	9
	Some college or an associate's degree	5	5
	College graduate or postgraduate degree	0	0
Gender	Female	7	7
	Male	7	7
Ancestry	Chinese	3	2
	Vietnamese	3	1
	Korean	3	1
	Filipino	0	3
	Hmong or Thai	3	1
	Cambodian	2	0
	Asian Indian	0	3
	Other South Asian (Pakistani, Bangladeshi)	0	3
Age	18-34	3	2
	35-44	3	2
	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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OVER
18 - 24	2	
25 - 34	3	
35 - 54	4	
55+	5	

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
Asian	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 **ASIAN**. What best describe your nationality or ethnicity? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. **MULTIPLE RESPONSES PERMITTED. RECRUIT A MIX.**

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

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

English	1
Other (<i>specify</i> : _____)	2

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 read English?

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

4d. How well do you speak [OTHER] language?

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

4e. How many hours of media in [OTHER] language do you consume per week? This can include TV, print, radio, digital media, and social media.

HOURS: _____

MUST ENTER ROUND NUMBER

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	

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 youngest child in your home?

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

5e. Besides yourself, how many adults 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 (<i>specify</i> : _____)	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 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	

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

*Definitions

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

1.5 Generation: Foreign born; both parents foreign born; immigrated to the U.S. when 16 or younger

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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 HOUSEHOLD AGED 24-50
18 - 23	2	> 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 ST 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? **DO NOT READ ANSWER CHOICES. RECRUIT A MIX.**

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 read 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:

- 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	

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 youngest child in your home?

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

5e. Besides yourself, how many adults 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

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	

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.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]
Education	High school or less	9	9
	Some college or an associate's degree	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-34	2	2
	35-44	2	2
	45-54	5	5
	55 or older	5	5
Race/Ethnicity	White, not Hispanic	14	14
	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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	> TERMINATE
No	2	

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	>ASK FOR SOMEONE IN HOUSEHOLD AGES 18 OR OVER
18 - 24	2	> CHECK AGE QUOTAS FOR GROU
25 - 34	3	
35 - 54	4	
55+	5	

- 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	

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 youngest child in your home?

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

1 POINT

4e. Besides yourself, how many adults 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

4f. Do you rent or own your own house or apartment?

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

4g. 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

4h. 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 more than a year ago	2	

4i. 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	

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

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

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 Ketzirah.Lesser@YR.com. May we schedule you to participate?

Yes	1	> TERMINATE
No	2	

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.