# Appendix B: Focus Group Screening Questionnaires by Audience

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

**Note**: Fully representing the country across all audiences would require more groups than the schedule allows for fielding, and is not necessarily needed for selecting an effective campaign platform. Following standard communication industry practices, audiences have been prioritized based on the guidance from the Decennial Communications Coordination Office and the ICC Program Management Office and balanced against time, budget, and Census Bureau SME and multicultural agency recommendations.

Based on previous experience working with these different populations, Team Y&R knows different groups will have different show rates. Therefore, Team Y&R recommends over-recruiting for groups – specifically, recruiting 12 to seat six participants. This will reduce the risk of not having enough participants to run a focus group.

All audiences will represent a combination of **hard-to-count traits** (based on Erdman & Bates 2017) via a points-based recruiting strategy, including:

* Female householder, no husband present
* Rents home
* Less than high school education
* Households with children 4 years old or younger
* Moved in the last year
* Annual household income of less than $35,000
* Living in multi-unit or mobile home
* Large household (6+ people)

**Audiences:**

1. American Indian / Alaska Native (AIAN)
2. Native Hawaiian / Pacific Islander (NHPI)
3. Asian
4. Hispanic
5. Rural

**Audience #1: American Indian / Alaska Native (AIAN) – 8 focus groups**

|  |  |  |
| --- | --- | --- |
| **Proposed Locations** | **Session 1** | **Session 2** |
| **Fairbanks, AK** | Females, 35 years and older | Males, 18-44 years |
| **Phoenix, AZ** | Females, 35 years and older | Males, 35 years and older |
| **Sault Ste. Marie, MI** | Females, 18-54 years old | Males, 18-54 years old |
| **Portland, OR** | Females, 55 years and older | Males, 18-44 years old |

|  |  |  |  |
| --- | --- | --- | --- |
| **Alaska Native Definition:** Self-identifies as Alaska Native; a Shareholder of an Alaska Native Corporation; able to read and speak English | | | |
| **Location 1:** Fairbanks, AK | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 |
| **Lives in Village?** | Currently lives in a village | 8 | 8 |
| Has lived in a village in the past 2 years, but not currently | 8 | 8 |
| **Recruit 16 per session to seat 6-8** | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **American Indian**  **Definition:** Self-identifies as American Indian; a member of a Tribe; able to read and speak English | | | |
| **Location 2:** Phoenix, AZ | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 |
| **Lives on Reservation?** | Currently lives on reservation | 8 | 8 |
| Has lived on reservation in the past 2 years, but not currently | 8 | 8 |
| **Recruit 16 per session to seat 6-8** | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **American Indian**  **Definition:** Self-identifies as American Indian; a member of a Tribe; able to read and speak English | | | |
| **Location 3:** Sault Ste. Marie, MI | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 |
| **Lives on Reservation?** | Currently live on reservation | 8 | 8 |
| Has lived on a reservation in the past 2 years, but not currently | 8 | 8 |
| **Recruit 16 per session to seat 6-8** | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **American Indian**  **Definition:** Self-identifies as American Indian; a member of a Tribe; able to read and speak English | | | |
| **Location 4:** Portland, OR | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 |
| **Lives on Reservation?** | Currently lives on a reservation | 8 | 8 |
| Has lived on a reservation in the past 2 years, but not currently | 8 | 8 |
| **Recruit 16 per session to seat 6-8** | | | |

**Audience #2: Native Hawaiian / Pacific Islander (NHPI) – 4 focus groups**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **NHPI Definition:** Self-identifies as Native Hawaiian or Pacific Islander; as being able to read and speak English;  *MICRONESIAN, POLYNESIAN/MELANESIAN ONLY*: Must speak an indigenous language relevant to their race | | | | |
| **Location 1:** Honolulu, HI | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 per session to seat 6-8** | | | |
| **Location 2:** Seattle, WA | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 per session to seat 6-8** | | | |

**Audience #3: Asian – 2 focus groups**

|  |
| --- |
| **Asian Definition:** Self identifies as one of the below Asian ethnicities; as bilingual in English and another Asian language; as being able to read and speak English well; as 1st generation to U.S.  Note that the Asian focus groups will exclude students as they have different perspectives, per recommendation from Team Y&R’s multicultural partner who specializes in Asian audience. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Location 1:** San Gabriel Valley/Pasadena, CA | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 per session to seat 6-8** | | | |

**Audience #4: Hispanic – 2 focus groups**

|  |  |  |  |
| --- | --- | --- | --- |
| **Definition:** Self identifies as Hispanic; as bilingual in English and Spanish; as being able to read and speak English well; as transient immigrants. | | | |
| **Location 1:** Houston, TX | | | |
| **Characteristics** | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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** | 1st Generation | 7 | 7 |
| 1.5 Generation | 7 | 7 |
| **Age** | 24-34 years old | 7 | 7 |
| 35-50 years old | 9 | 9 |
| **Recruit 14-16 per session to seat 6-8** | | | |

**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

**Audience #5: Rural – 2 focus groups**

|  |  |  |  |
| --- | --- | --- | --- |
| **Rural Definition:** Lives in a Zip Code Tabulation Area (ZCTA) that is identified as rural in the 2010 Census | | | |
| **Location 1:** Polk County, MO | | | |
|  | | **Session 1 # recruited per FG** | **Session 2 # recruited per FG** |
| **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 per session to seat 6-8** | | | |