

*Appendix C - Focus Group Screening Questionnaires by Audience*

**ENGLISH-SPEAKING FOCUS GROUPS**

First Name,  
Last Initial \_\_\_\_\_

Unique ID \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (H/C/W) \_\_\_\_\_

Reason for  
Termination  
(IF  
TERMINATED) \_\_\_\_\_

## 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: MARKET RESEARCH EXPERIENCE

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	

## SECTION 3: AUDIENCE SPECIFIC CRITERIA

### AMERICAN INDIAN

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	> CHECK QUOTAS
25 – 34	3	> CHECK QUOTAS
35 – 44	4	> CHECK QUOTAS
45 – 54	5	> CHECK QUOTAS
55+	6	> CHECK QUOTAS

3b. Are you...

Male	1	> CHECK QUOTAS
Female	2	> CHECK QUOTAS
Other ( <i>specify:</i> _____)	3	

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

Yes	1	> TERMINATE
No	2	

3d. 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 Pacific Islander	6	> TERMINATE
Some other race ( <i>specify:</i> _____)	7	> TERMINATE

3e-h. Please respond yes or no to the following. **MUST ANSWER YES TO 2 OF 4 TO QUALIFY. RANDOMIZE LIST:**

3e.	Are you a member of a Tribe?	Yes	No
3f.	Do you consider yourself knowledgeable about your native culture?	Yes	No
3g.	Do you participate in traditional native cultural events or ceremonies?	Yes	No
3h.	Do you live in or regularly communicate with people from your home village or tribe?	Yes	No

**TOTAL # OF YES:** \_\_\_\_\_ **MUST ANSWER YES TO 2 OF 4 TO QUALIFY**

3i. What is your tribe? For example, Navajo Nation, Blackfeet Tribe, Bay Mills, Klamath, etc. **MULTIPLE RESPONSES PERMITTED. RECRUIT A MIX.**

Navajo Nation	1	
Blackfeet Tribeg	2	
Bay Mills	3	
Klamath	4	
Other (specify: _____)	5	
Not a member of any Tribe (federal or state recognized)	6	> TERMINATE

**ALASKA NATIVE**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	> CHECK QUOTAS
25 – 34	3	> CHECK QUOTAS
35 – 44	4	> CHECK QUOTAS
45 – 54	5	> CHECK QUOTAS
55+	6	> CHECK QUOTAS

3b. Are you...

Male	1	> CHECK QUOTAS
Female	2	> CHECK QUOTAS
Other (specify: _____)	3	

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

Yes	1	> TERMINATE
No	2	

3d. 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
<b>Alaska Native</b>	5	
Native Hawaiian or Pacific Islander	6	> TERMINATE
Some other race (specify: _____)	7	> TERMINATE

3e-h. Please respond yes or no to the following. **MUST ANSWER YES TO 2 OF 4 TO QUALIFY. RANDOMIZE LIST:**

3e.	Are you a Shareholder of an Alaska Native Corporation?	Yes	No
3f.	Do you consider yourself knowledgeable about your native culture?	Yes	No
3g.	Do you participate in traditional native cultural events or ceremonies?	Yes	No
3h.	Do you live in or regularly communicate with people from your home village or tribe?	Yes	No

**TOTAL # OF YES: \_\_\_\_\_ MUST ANSWER YES TO 2 OF 4 TO QUALIFY**

3i. What is your Alaska Native Corporation? For example, Native Village of Barrow, Arctic Slope Corporation, Tlingit, etc. **MULTIPLE RESPONSES PERMITTED. RECRUIT A MIX.**

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

**BLACK OR AFRICAN AMERICAN**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	
25 – 34	3	
35 – 44	4	
45 – 54	5	
55+	6	

3b. Are you...

Male	1
Female	2
Other (specify: _____)	3

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND BLACK/AFRICAN AMERICAN ONLY.**

White	1	> TERMINATE
Black or African American	2	
Asian	3	> TERMINATE
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race (specify: _____)	8	> TERMINATE

3e. What is the highest grade or year of schooling you have completed?

Less than High school	1	
High School graduate or equivalent	2	
Some college	3	
College graduate or postgraduate degree	4	> TERMINATE

3f. What is your total annual household income?

Less than \$14,999	1	
\$15,000 to \$29,999	2	
\$30,000 to \$34,999	3	
\$35,000 to \$74,999	4	> TERMINATE
\$75,000 to \$149,999	5	> TERMINATE
More than \$150,000	6	> TERMINATE

3g. In what country were you born?

United States	1	
Other	2	> TERMINATE

**ENGLISH-DOMINANT LATINOS, U.S. MAINLAND**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	
25 – 34	3	
35 – 44	4	
45 – 54	5	
55+	6	> TERMINATE

3b. Are you...

Male	1
Female	2
Other (specify: _____)	3

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

Yes	1	
No	2	> TERMINATE

3d. 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 Pacific Islander	6
Some other race (specify: _____)	7

3e. What languages do you speak at home? **DO NOT READ RESPONSE OPTIONS / MULTIPLE RESPONSES PERMITTED / MUST SPEAK ENGLISH AND SPANISH**

English only	1	>TERMINATE
Spanish only	2	>TERMINATE
Spanish and English	3	
Other (specify: _____)	4	> TERMINATE

3f. How well do you speak English?

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

3g. How well do you speak Spanish?

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

3g1. In what language do you consume most TV, magazines, newspapers, music and/or radio?

Spanish only	1	> TERMINATE
More Spanish than English	2	> TERMINATE
Spanish and English about equally	3	> RECRUIT A MIX
More English than Spanish	4	> RECRUIT A MIX
English only	5	> RECRUIT A MIX
Some other language	6	> TERMINATE

3h. What is your country of origin? **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 CHECK QUOTAS
Colombia, Venezuela, Argentina, or other South American country	4	> SOUTH AMERICAN CHECK QUOTAS
Puerto Rican	5	> PUERTO RICAN CHECK QUOTAS
Cuban	6	> CUBAN CHECK QUOTAS

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

United States	1	> 2 <sup>ND</sup> GENERATION
Other (specify: _____)	2	> ASK Q3J

**ONLY ASKED IF OTHER (C2 @ Q3I)**

3j. 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.**

Record Verbatim: \_\_\_\_\_ [please capture age]

17 or older	1	> TERMINATE
16 or younger	2	> 1.5 GENERATION

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

Both parents were born in the U.S.	1	> TERMINATE
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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

**READ TO ALL**

Next, I'd like to ask you a question about the U.S. census. The U.S. census is the count of all the people who live in the United States. It happens every 10 years, and the next census is in 2020. The Census plans to ask questions such as how many people live at your address or place and their age, gender, race, ethnicity, relationships, and citizenship.

3l. If the census were held today, how likely would you be to complete the census form?

Not at all likely	1	
Not too likely	2	
Somewhat likely	3	>HOLD
Very likely	4	>TERMINATE
Extremely likely	5	>TERMINATE
Unsure/Have not decided yet	6	> HOLD

**MIDDLE EASTERN OR NORTH AFRICAN (MENA)**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	
25 – 34	3	
35 – 44	4	
45 – 54	5	
55+	6	

3b. Are you...

Male	1
Female	2
Other (specify: _____)	3

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND MENA ONLY.**

White	1	> TERMINATE
Black or African American	2	> TERMINATE
Asian	3	> TERMINATE
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
<b>Middle Eastern or North African</b>	6	
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race (specify: _____)	8	> TERMINATE

3e. Earlier, you reported you were **MIDDLE EASTERN OR NORTH AFRICAN**. What are your detailed **MIDDLE EASTERN OR NORTH AFRICAN** ethnicities? For example, Lebanese, Iranian, Egyptian,

Syrian, Moroccan, Israeli, etc. **MULTIPLE RESPONSES PERMITTED. TERMINATE IF THEY PROVIDE "OTHER" RESPONSE.**

Lebanese	1	
Iranian	2	
Egyptian	3	
Moroccan	4	
Iraqi	5	
Yemeni	6	
Other ( <i>specify:</i> _____)	7	> TERMINATE

3f. How well do you speak English?

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

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

In the United States	1	> SKIP TO SECTION 4
Outside of the United States ( <i>specify:</i> _____)	2	> ASK Q3H

**ONLY ASK IF NOT BORN IN THE UNITED STATES**

3h. 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

**NATIVE HAWAIIAN OR PACIFIC ISLANDER (NHPI)**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	
25 – 34	3	
35 – 44	4	
45 – 54	5	
55+	6	

3b. Are you...

Male	1
Female	2
Other ( <i>specify:</i> _____)	3

3c.	Do you consider yourself to be of Latino or Hispanic origin?		
	Yes	1	> TERMINATE
	No	2	

3d. 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 Pacific Islander	6	
Some other race ( <i>specify:</i> _____)	7	>TERMINATE

3e. Earlier, you reported you were **NATIVE HAWAIIAN OR PACIFIC ISLANDER**. What are your **NATIVE HAWAIIAN OR 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 ( <i>specify:</i> _____)	7	

3f. How well do you speak English?

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

3g. 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 ( <i>specify:</i> _____)	2	> ASK Q3H

**ASK IF NOT BORN IN THE UNITED STATES (INCLUDING HAWAII):**

3h. 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

3i. Is there a language besides English that you are fluent in? **RECRUIT A MIX.**

Yes (specify: _____)	1
Native Hawaiian	2
Micronesian	3
Polynesian/Melanesian	4
No	5

> IF MICRONESIAN OR POLYNESIAN/MELANESIAN, TERMINATE.  
> IF NATIVE HAWAIIAN, SKIP TO SECTION 4

3j. 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:** \_\_\_\_\_

**PEOPLE LIVING IN RURAL LOCATIONS**

3a. How old are you?

17 or under	1
18 – 24	2
25 – 34	3
35 – 44	4
45 – 54	5
55+	6

> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+

3b. Are you...

Male	1
Female	2
Other (specify: _____)	3

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

Yes	1
No	2

> TERMINATE

3d. What is your race or ethnicity? 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 Pacific Islander	6
Some other race or ethnicity (specify: _____)	7

> TERMINATE  
> TERMINATE  
> TERMINATE  
> TERMINATE  
> TERMINATE  
> TERMINATE

3e. What is your ZIP code? **RECRUIT FROM A LIST OF ZIP CODES PROVIDED BY TEAM Y&R. IF ZIP CODE DOES NOT MATCH LIST, TERMINATE.**

**RECORD ZIP CODE:** \_\_\_\_\_

**PEOPLE WITH YOUNG CHILDREN LIVING IN HOUSEHOLD**

3a. How old are you?

17 or under	1
18 – 24	2
25 – 34	3
35 – 44	4
45 – 54	5
55+	6

> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+

3b. Are you...

Male	4
Female	5
Other (specify: _____ )	6

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

Yes	1
No	2

3d. 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 Pacific Islander	6
Some other race (specify: _____ )	7

> TERMINATE

3e. Are there any children under the age of 18 currently live in your household?

Yes	1
No	2

> TERMINATE

3f. What are the ages of each child currently living in your home? **ONLY PROCEED IF AT LEAST 1 CHILD IS 4 YEARS OLD OR YOUNGER**

Child 1	
Child 2	
Child 3	
Child 4	
Child 5	

3g. Thinking about the [child/children] who are four years or younger, what is your relationship with [the child/each child]? **MULTIPLE RESPONSES PERMITTED.**

Parent	1
Grandparent	2
Other relative ( <i>specify:</i> _____ )	3
Not related	4

3h. Besides yourself, how many adults live in your home?

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

3i. What is your total annual household income?

Less than \$14,999	1
\$15,000 to \$29,999	2
\$30,000 to \$34,999	3
\$35,000 to \$74,999	4
\$75,000 to \$149,999	5
More than \$150,000	6

**ONLY PROCEED IF LIVING IN A LARGE HOUSEHOLD (C4 @ Q3H) OR HAVING LOW INCOME (C1-C3 @ Q3I)**

## SECTION 4: HARD-TO-COUNT 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 (0-4 years old)**
- **Multi-unit or mobile home structure**

4a. What is the highest grade or year of schooling you have completed?

Less than High school	1
High School graduate or equivalent	2
Some college	3
College graduate or postgraduate degree	4

**1 POINT** CHECK QUOTAS

> 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 ( <i>specify number of children: _____</i> )	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	<b>1 POINT</b>
5–9 years old	2		
10–17 years old	3		

**ASK ALL PARTICIPANTS**

4e. Besides yourself, how many adults live in your home?

RECORD NUMBER: \_\_\_\_\_

**FEMALE HOUSEHOLDER**

**1 POINT** IF ALL OF FOLLOWING:

- Female (Code 2 @ Q3B)
- Unmarried (Code 2-5 @ Q4B)
- Lives with another adult (Q4E > 0)

**LARGE HOUSEHOLD:**

CODE NUMBER OF PEOPLE IN HOUSEHOLD = NUMBER OF CHILDREN (4C) + NUMBER OF ADULTS (4E)

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

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

Rent	1	<b>1 POINT</b>
Own	2	
Other ( <i>specify: _____</i> )	3	

4g. Which describes the building of your primary residence?

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

4h. How many years ago did you move into the home you are currently living in?

Moved within the past year	1	<b>1 POINT</b>
Moved more than a year ago	2	

4i. What is your total annual household income?

Less than \$14,999	1	<b>1 POINT</b>
\$15,000 to \$29,999	2	<b>1 POINT</b>
\$30,000 to \$34,999	3	<b>1 POINT</b>
\$35,000 to \$74,999	4	
\$75,000 to \$149,999	5	
More than \$150,000	6	

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

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

**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](mailto: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](mailto:Ketzirah.Lesser@YR.com).



## NON-ENGLISH-SPEAKING FOCUS GROUPS: NON-ENGLISH

First Name,  
Last Initial \_\_\_\_\_

Unique ID \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (H/C/W) \_\_\_\_\_

Reason for  
Termination  
(IF  
TERMINATED) \_\_\_\_\_

## 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: MARKET RESEARCH EXPERIENCE

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	

## SECTION 3: AUDIENCE SPECIFIC CRITERIA

- 3a. How old are you?

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

- 3b. Are you...

Male	1
Female	2
Other ( <i>specify</i> : _____)	3

**ARABIC**

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND MENA ONLY.**

White	1	> TERMINATE
Black or African American	2	> TERMINATE
Asian	3	> TERMINATE
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race or ethnicity (specify: _____)	8	> TERMINATE

3e. Earlier, you reported you were **MIDDLE EASTERN OR NORTH AFRICAN**. What are your detailed **MIDDLE EASTERN OR NORTH AFRICAN** ethnicities? For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Israeli, etc. **MULTIPLE RESPONSES PERMITTED. TERMINATE IF THEY RESPOND OTHER.**

Lebanese	1	
Iranian	2	
Egyptian	3	
Moroccan	4	
Iraqi	5	
Yemeni	6	
Other (specify: _____)	7	> TERMINATE

3f. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK ARABIC**

English	1	
Arabic	2	
French	3	
Other (specify: _____)	4	> TERMINATE

3g. How well do you speak **English**?

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

3h. How well do you speak **Arabic**?

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

**CHINESE, CANTONESE**

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND ASIAN ONLY.**

White	1	> TERMINATE
Black or African American	2	> TERMINATE
<b>Asian</b>	3	
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race or ethnicity (specify: _____)	8	> TERMINATE

3e. Earlier, you reported you were **ASIAN**. What are your detailed **ASIAN** ethnicities? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. **MUST BE CHINESE**

<b>Chinese</b>	1	
Filipino/Tagalog	2	> TERMINATE
Asian Indian	3	> TERMINATE
Vietnamese	4	> TERMINATE
Korean	5	> TERMINATE
Japanese	6	> TERMINATE
Other (specify: _____)	7	> TERMINATE

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

In the United States	1	> TERMINATE
Outside of the United States (specify: _____)	2	> ASK Q3G

3g. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK CHINESE**

English	1	
<b>Chinese (Cantonese)</b>	2	
Other (specify: _____)	3	> TERMINATE

3h. How well do you speak **English**?

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

3i. How well do you speak **Chinese (Cantonese)**?

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

**CHINESE, MANDARIN**

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND ASIAN ONLY.**

White	1	> TERMINATE
Black or African American	2	> TERMINATE
<b>Asian</b>	3	
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race or ethnicity (specify: _____)	8	> TERMINATE

3e. Earlier, you reported you were **ASIAN**. What are your detailed **ASIAN** ethnicities? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. **MUST BE CHINESE**

<b>Chinese</b>	1	
Filipino	2	> TERMINATE
Asian Indian	3	> TERMINATE
Vietnamese	4	> TERMINATE
Korean	5	> TERMINATE
Japanese	6	> TERMINATE
Other (specify: _____)	7	> TERMINATE

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

In the United States	1	> TERMINATE
Outside of the United States (specify: _____)	2	> ASK Q3G

3g. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK CHINESE**

English	1	
<b>Chinese (Mandarin)</b>	2	
Other (specify: _____)	3	> TERMINATE

3h. How well do you speak **English**?

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

3i. How well do you speak **Chinese (Mandarin)**?

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

**FILIPINO (TAGALOG)**

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND ASIAN ONLY.**

White	1	> TERMINATE
Black or African American	2	> TERMINATE
<b>Asian</b>	3	
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race or ethnicity (specify: _____)	8	> TERMINATE

3e. Earlier, you reported you were **ASIAN**. What are your detailed **ASIAN** ethnicities? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. **MUST BE FILIPINO**

Chinese	1	> TERMINATE
<b>Filipino</b>	2	
Asian Indian	3	> TERMINATE
Vietnamese	4	> TERMINATE
Korean	5	> TERMINATE
Japanese	6	> TERMINATE
Other (specify: _____)	7	> TERMINATE

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

In the United States	1	> TERMINATE
Outside of the United States (specify: _____)	2	> ASK Q3G

3g. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK FILIPINO/TAGALOG**

English	1
<b>Tagalog</b>	2
Other (specify: _____)	3

3h. How well do you speak **English**?

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

3i. How well do you speak **Filipino/Tagalog**?

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

**HAITIAN CREOLE**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	
25 – 34	3	
35 – 44	4	
45 – 54	5	
55+	6	

3b. Are you...

Male	1
Female	2
Other (specify: _____)	3

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND BLACK/AFRICAN AMERICAN ONLY.**

White	1	> TERMINATE
Black or African American	2	
Asian	3	> TERMINATE
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race (specify: _____)	8	> TERMINATE

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

United States	1	>TERMINATE
Haiti	2	
Other	3	>TERMINATE

3f. 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

3g. 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



3h. What languages do you speak at home? **MULTIPLE RESPONSES PERMITTED / MUST SPEAK HAITIAN CREOLE**

English	1	
Haitian Creole	2	
Other (specify: _____)	3	> TERMINATE

3i. How well do you speak **English**?

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

3j. How well do you speak **Haitian Creole**?

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

**JAPANESE**

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND ASIAN ONLY.**

White	1	> TERMINATE
Black or African American	2	> TERMINATE
<b>Asian</b>	3	
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race or ethnicity (specify: _____)	8	> TERMINATE

3e. Earlier, you reported you were **ASIAN**. What are your detailed **ASIAN** ethnicities? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. **MUST BE JAPANESE**

Chinese	1	> TERMINATE
Filipino/Tagalog	2	> TERMINATE
Asian Indian	3	> TERMINATE
Vietnamese	4	> TERMINATE
Korean	5	> TERMINATE
<b>Japanese</b>	6	
Other (specify: _____)	7	> TERMINATE

- 3f. In what country or territory were you born?
- |   |   |             |
|---|---|-------------|
| In the United States                          | 1 | > TERMINATE |
| Outside of the United States (specify: _____) | 2 | > ASK Q3G   |
- 3g. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK JAPANESE**
- |                        |   |             |
|------------------------|---|-------------|
| English                | 1 |             |
| <b>Japanese</b>        | 2 |             |
| Other (specify: _____) | 3 | > TERMINATE |
- 3h. How well do you speak English?
- |            |   |             |
|------------|---|-------------|
| Very well  | 1 | > TERMINATE |
| Well       | 2 |             |
| Not well   | 3 |             |
| Not at all | 4 |             |
- 3i. How well do you speak Japanese?
- |            |   |             |
|------------|---|-------------|
| Very well  | 1 |             |
| Well       | 2 |             |
| Not well   | 3 | > TERMINATE |
| Not at all | 4 | > TERMINATE |

## KOREAN

- 3c. Do you consider yourself to be of Latino or Hispanic origin?
- |     |   |             |
|-----|---|-------------|
| Yes | 1 | > TERMINATE |
| No  | 2 |             |
- 3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND ASIAN ONLY.**
- |   |   |             |
|---|---|-------------|
| White   | 1 | > TERMINATE |
| Black or African American                     | 2 | > TERMINATE |
| <b>Asian</b>                                  | 3 |             |
| American Indian                               | 4 | > TERMINATE |
| Alaska Native                                 | 5 | > TERMINATE |
| Middle Eastern or North African               | 6 | > TERMINATE |
| Native Hawaiian or Pacific Islander           | 7 | > TERMINATE |
| Some other race or ethnicity (specify: _____) | 8 | > TERMINATE |
- 3e. Earlier, you reported you were **ASIAN**. What are your detailed **ASIAN** ethnicities? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. **MUST BE KOREAN**
- |                        |   |             |
|------------------------|---|-------------|
| Chinese                | 1 | > TERMINATE |
| Filipino/Tagalog       | 2 | > TERMINATE |
| Asian Indian           | 3 | > TERMINATE |
| Vietnamese             | 4 | > TERMINATE |
| <b>Korean</b>          | 5 |             |
| Japanese               | 6 | > TERMINATE |
| Other (specify: _____) | 7 | > TERMINATE |

- 3f. In what country or territory were you born?
- |   |   |             |
|---|---|-------------|
| In the United States                          | 1 | > TERMINATE |
| Outside of the United States (specify: _____) | 2 | > ASK Q3G   |
- 3g. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK KOREAN**
- |                        |   |             |
|------------------------|---|-------------|
| English                | 1 |             |
| <b>Korean</b>          | 2 |             |
| Other (specify: _____) | 3 | > TERMINATE |
- 3h. How well do you speak English?
- |            |   |             |
|------------|---|-------------|
| Very well  | 1 | > TERMINATE |
| Well       | 2 |             |
| Not well   | 3 |             |
| Not at all | 4 |             |
- 3i. How well do you speak **Korean**?
- |            |   |             |
|------------|---|-------------|
| Very well  | 1 |             |
| Well       | 2 |             |
| Not well   | 3 | > TERMINATE |
| Not at all | 4 | > TERMINATE |

**POLISH**

- 3c. Do you consider yourself to be of Latino or Hispanic origin?
- |     |   |             |
|-----|---|-------------|
| Yes | 1 | > TERMINATE |
| No  | 2 |             |
- 3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND WHITE ONLY.**
- |   |   |             |
|---|---|-------------|
| <b>White</b>                                  | 1 |             |
| Black or African American                     | 2 | > TERMINATE |
| Asian   | 3 | > TERMINATE |
| American Indian                               | 4 | > TERMINATE |
| Alaska Native                                 | 5 | > TERMINATE |
| Middle Eastern or North African               | 6 | > TERMINATE |
| Native Hawaiian or Pacific Islander           | 7 | > TERMINATE |
| Some other race or ethnicity (specify: _____) | 8 | > TERMINATE |
- 3e. What is your ancestry or ethnic origin? **DO NOT READ RESPONSE OPTIONS. MUST BE POLISH.**
- |                 |   |  |
|-----------------|---|--|
| Poland / Polish | 1 |  |
| Other           | 2 |  |

3f. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK POLISH**

English	1	
Polish	2	
Other (specify: _____)	3	> TERMINATE

3g. How well do you speak **English**?

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

3h. How well do you speak **Polish**?

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

**PORTUGUESE (BRAZILIAN)**

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

Yes	1
No	2

3d. What is your race or ethnicity? You may provide more than one group.

White	1
Black or African American	2
Asian	3
American Indian	4
Alaska Native	5
Middle Eastern or North African	6
Native Hawaiian or Pacific Islander	7
Some other race or ethnicity (specify: _____)	8

3e. What is your country of origin? **DO NOT READ RESPONSE OPTIONS. MUST BE BRAZILIAN.**

Brazil	1
Other	2

3f. What languages do you speak at home? You may provide more than one language. **MUST SPEAK PORTUGUESE**

English	1	> TERMINATE
Portuguese	2	
Other (specify: _____)	3	> TERMINATE

3g. How well do you speak **English**?

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

3h. How well do you speak Portuguese?

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

**RUSSIAN**

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND WHITE ONLY.**

White	1	
Black or African American	2	> TERMINATE
Asian	3	> TERMINATE
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race or ethnicity (specify: _____)	8	> TERMINATE

3e. What is your ancestry or ethnic origin? **DO NOT READ RESPONSE OPTIONS. MUST BE RUSSIAN.**

Russia / Russian	1
Other	2

3f. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK RUSSIAN**

English	1
Russian	2
Other (specify: _____)	3

3g. How well do you speak English?

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

3h. How well do you speak Russian?

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

**SPANISH, PUERTO RICO**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	
25 – 34	3	
35 – 44	4	
45 – 54	5	
55+	6	

3b. Are you...

Male	1
Female	2
Other (specify: _____)	3

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

Yes	1	
No	2	> TERMINATE

3d. 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 Pacific Islander	6
Some other race (specify: _____)	7

3e. **FOR NON-DOMINICAN GROUPS:** Earlier, you reported you were **HISPANIC OR LATINO**. What are your detailed **HISPANIC OR LATINO** ethnicities? For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.? **MULTIPLE RESPONSES PERMITTED / MUST RESPOND PUERTO RICAN**

Mexican or Mexican American	1	> TERMINATE
Central American	2	> TERMINATE
<b>Puerto Rican</b>	3	
Dominican	4	> TERMINATE
Cuban	5	> TERMINATE
South American	6	> TERMINATE
Other (specify: _____)	7	> TERMINATE

3f. **FOR NON-DOMINICAN GROUPS:** In what country or territory were you born?

In the United States	1
Outside of the United States (specify: _____)	2

3g. **FOR DOMINICAN GROUPS ONLY** In what country or territory were you born?

Dominican Republic	1	
Outside of the United States (specify: _____)	2	> TERMINATE

3h. **FOR DOMINICAN GROUPS ONLY:** How long have you been living in Puerto Rico?

Since 2011 (8 years)	1
Before 2011 (9+ years)	2

3ij. What languages do you speak at home? **MULTIPLE RESPONSES PERMITTED / MUST SPEAK SPANISH**

Spanish	1	
Other (specify: _____)	2	> TERMINATE

3j. How well do you speak **English**?

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

3k. How well do you speak **Spanish**?

Very well	5	
Well	6	
Not well	7	> TERMINATE
Not at all	8	> TERMINATE

3l. Do you rent or own your house or apartment?

Owned or being bought by you or someone in your household	1
Rented by you or someone in your household	2
Occupied without payment of rent	3

3m. **FOR HOMEOWNER GROUPS ONLY** Do you live in a gated community or condominium, that is, a collection of homes accessible only to residents and their guests?

Yes	1
No	2

3n. **FOR UTUADO GROUPS ONLY** What part of Utuado do you live in?

Rural (Barrio)	1
Neighborhood (Urbanización)	2
Downtown (El pueblo)	3

**SPANISH, U.S. MAINLAND**

3a. How old are you?

17 or under	7	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	8	
25 – 34	9	
35 – 44	10	
45 – 54	11	
55+	12	

3b. Are you...

Male	4
Female	5
Other (specify: _____)	6

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

Yes	3	> TERMINATE
No	4	

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

White	8
Black or African American	9
Asian	10
American Indian	11
Alaska Native	12
Native Hawaiian or Pacific Islander	13
Some other race (specify: _____)	14

3e. What languages do you speak at home? **MULTIPLE RESPONSES PERMITTED / MUST SPEAK SPANISH**

Spanish	5	> TERMINATE
Other (specify: _____)	6	

3f. How well do you speak English?

Very well	5	> TERMINATE
Well	6	
Not well	7	
Not at all	8	

3g. How well do you speak Spanish?

Very well	5	> TERMINATE
Well	6	
Not well	7	
Not at all	8	

3h. What is your country of origin? **RECRUIT A MIX.**

Mexico	7	> MEXICAN CHECK QUOTAS
El Salvador, Guatemala, Honduras, or other Central American	8	> CENTRAL AMERICAN



country		CHECK QUOTAS
Puerto Rico, Cuba, Dominican Republic	9	> CARIBBEAN
Colombia, Venezuela, Argentina, or other South American country	10	> SOUTH AMERICAN
Puerto Rican	11	> PUERTO RICAN
Cuban	12	> CUBAN

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

United States	3	>TERMINATE
Other	4	> ASK Q3J

**ONLY ASKED IF OTHER (C2 @ Q3I)**

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

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17 or older	3	>1 <sup>ST</sup> GENERATION
16 or younger	4	> 1.5 GENERATION

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

Both parents were born in the U.S.	5	>TERMINATE
One parent was born in the U.S.; the other was born outside of the U.S.	6	>TERMINATE
Both parents were born outside of the U.S.	7	
Don't know	8	>TERMINATE

3l. **FOR YAKIMA GROUPS ONLY.** What best describes your primary field of work? **OPEN ENDED RESPONSE - DO NOT READ ANSWER CHOICES.**

Agriculture or farming	7	
Other	8	>TERMINATE

**SUB-SAHARAN AFRICA DIASPORA (FRENCH SPEAKING)**

3a. How old are you?

17 or under	1	> ASK FOR SOMEONE IN HOUSEHOLD AGES 18+
18 – 24	2	
25 – 34	3	
35 – 44	4	
45 – 54	5	
55+	6	

3b. Are you...

Male	1
Female	2
Other (specify: _____)	3

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND**  
**BLACK/AFRICAN AMERICAN ONLY.**

White	1	> TERMINATE
<b>Black or African American</b>	2	
Asian	3	> TERMINATE
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race (specify: _____)	8	> TERMINATE

3e. In what country or territory were you born? **RECRUIT A MIX.**

Benin	1	
Burkina Faso	2	
Burundi	3	
Cameroon	4	
Central African Republic	5	
Chad	6	
Comoros	7	
Republic of Congo	8	
Democratic Republic of Congo (D.R.C)	9	
Cote d'Ivoire	10	
Djibouti	11	
Gabon	12	
Guinea	13	
Madagascar	14	
Mali	15	
Niger	16	
Senegal	17	
Togo	18	
Other	19	> TERMINATE

3f. What languages do you speak at home? **MULTIPLE RESPONSES PERMITTED / MUST SPEAK FRENCH**

English	1	
French	2	
Other (specify: _____)	3	> TERMINATE

3g. How well do you speak **English**?

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

3h. How well do you speak **French**?

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

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

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

3j. 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

**VIETNAMESE**

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

Yes	1	> TERMINATE
No	2	

3d. What is your race or ethnicity? You may provide more than one group. **MUST RESPOND ASIAN ONLY.**

White	1	> TERMINATE
Black or African American	2	> TERMINATE
<b>Asian</b>	3	
American Indian	4	> TERMINATE
Alaska Native	5	> TERMINATE
Middle Eastern or North African	6	> TERMINATE
Native Hawaiian or Pacific Islander	7	> TERMINATE
Some other race or ethnicity (specify: _____)	8	> TERMINATE

- 3e. Earlier, you reported you were **ASIAN**. What are your detailed **ASIAN** ethnicities? For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. **MUST BE VIETNAMESE**
- |                        |   |             |
|------------------------|---|-------------|
| Chinese                | 1 | > TERMINATE |
| Filipino/Tagalog       | 2 | > TERMINATE |
| Asian Indian           | 3 | > TERMINATE |
| <b>Vietnamese</b>      | 4 |             |
| Korean                 | 5 | > TERMINATE |
| Japanese               | 6 | > TERMINATE |
| Other (specify: _____) | 7 | > TERMINATE |
- 3f. In what country or territory were you born?
- |   |   |             |
|---|---|-------------|
| In the United States                          | 1 | > TERMINATE |
| Outside of the United States (specify: _____) | 2 | > ASK Q3G   |
- 3g. What languages do you speak at home? You may provide more than one language. **MULTIPLE RESPONSES PERMITTED / MUST SPEAK VIETNAMESE**
- |                        |   |             |
|------------------------|---|-------------|
| English                | 1 |             |
| Vietnamese             | 2 |             |
| Other (specify: _____) | 3 | > TERMINATE |
- 3h. How well do you speak English?
- |            |   |             |
|------------|---|-------------|
| Very well  | 1 | > TERMINATE |
| Well       | 2 |             |
| Not well   | 3 |             |
| Not at all | 4 |             |
- 3i. How well do you speak Vietnamese?
- |            |   |             |
|------------|---|-------------|
| Very well  | 1 |             |
| Well       | 2 |             |
| Not well   | 3 | > TERMINATE |
| Not at all | 4 | > TERMINATE |

## SECTION 4: HARD-TO-COUNT 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 (0-4 years old)**
- **Multi-unit or mobile home structure**

4a. What is the highest grade or year of schooling you have completed?

Less than high school	1	<b>1 POINT</b> CHECK QUOTAS FOR GROUP
High school graduate or equivalent	2	
Some college	3	
College graduate or postgraduate degree	4	

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 ( <i>specify number of children: _____</i> )	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 <b>1 POINT</b>
5–9 years old	2	
10–17 years old	3	

**ASK ALL PARTICIPANTS**

4e. Besides yourself, how many adults live in your home?

RECORD NUMBER: \_\_\_\_\_

**FEMALE HOUSEHOLDER**

**1 POINT** IF ALL OF FOLLOWING:

- Female (Code 2 @ Q3B)
- Unmarried (Code 2-5 @ Q4B)
- Lives with another adult (Q4E > 0)

**LARGE HOUSEHOLD:**

CODE NUMBER OF PEOPLE IN HOUSEHOLD = NUMBER OF CHILDREN (4C) + NUMBER OF ADULTS (4E)

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

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

Rent	1	<b>1 POINT</b>
Own	2	
Other ( <i>specify: _____</i> )	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 from any other house	3	1 POINT
A building with 2 or more apartments	4	1 POINT
Boat, RV, van, etc.	5	1 POINT

4h. How many years ago did you move into the home you are currently living in?

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

4i. What is your total annual household income?

Less than \$14,999	1	1 POINT
\$15,000 to \$29,999	2	1 POINT
\$30,000 to \$34,999	3	1 POINT
\$35,000 to \$74,999	4	
\$75,000 to \$149,999	5	
More than \$150,000	6	

**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](mailto: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](mailto:Ketzirah.Lesser@YR.com)