

Appendix D – Focus Group Audience Criteria with Quota Tables

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: Full representation of the total population of the United States, across all potential audiences, would require more groups than the schedule or budget allows for fielding, and is not required to ensure an effective campaign. Following standard communication industry practices, audiences have been prioritized based on the guidance from the Decennial Communications Coordination Office and the IPC Program Management Office and balanced against time, budget, and Census Bureau SME and multicultural agency recommendations.

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

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

- Single female head-of-household
- Rents home
- Less than high school education
- Parents of children 4 years old or younger
- Moved in the last 4 years
- Annual household income of less than \$35,000
- Living in multi-unit or mobile home
- Large household (6+ people)

Audiences:

English Groups

- | | |
|------------------------------------|--|
| 1. American Indian / Alaska Native | 5. Native Hawaiian or Pacific Islander |
| 2. Black or African American | 6. People Living in Rural Locations |
| 3. English-Dominant Latinos | 7. People with Young Children in Household |
| 4. Middle Eastern or North African | |

Non-English Groups

- | | |
|------------------------|---|
| 8. Arabic | 16. Brazilian (Portuguese) |
| 9. Chinese, Cantonese | 17. Russian |
| 10. Chinese, Mandarin | 18. Spanish, Puerto Rico |
| 11. Filipino (Tagalog) | 19. Spanish, U.S. Mainland |
| 12. Haitian Creole | 20. Sub-Saharan Africa Diaspora (French Speaking) |
| 13. Japanese | 21. Vietnamese |
| 14. Korean | |
| 15. Polish | |

ENGLISH GROUPS

Audience #1: American Indian / Alaska Native (AIAN) – 24 focus groups

Definition: Self-identifies as Alaska Native; Is a Shareholder of an Alaska Native Corporation; Lived in village in last 2 years; Speaks English

Location: (4) Barrow, AK

Alaska Native (AN)

		Session 1	Session 2	Session 3	Session 4
Education	High school or less	8	8	8	8
	Some college	8	8	8	8
	College graduate +	0	0	0	0
Gender	Female	16	0	16	0
	Male	0	16	0	16
Age	18-24	4	0	4	0
	25-34	8	0	8	0
	35-44	4	0	4	0
	45-54	0	8	0	8
	55 or older	0	8	0	8
Race	Alaska Native	16	16	16	16
	Other	0	0	0	0

Definition: Self-identifies as American Indian; Is a member of a Tribe; Lived on reservation in last 2 years; Speaks English

Location: Green Bay, WI; (4) Riverside, CA; (4) Bismarck, ND;

American Indian (AI)

		Session 1	Session 2	Session 3	Session 4
Education	High school or less	8	8	8	8
	Some college	8	8	8	8
	College graduate +	0	0	0	0
Gender	Female	16	0	16	0
	Male	0	16	0	16
Age	18-24	4	0	4	0
	25-34	8	0	8	0
	35-44	4	0	4	0
	45-54	0	8	0	8
	55 or older	0	8	0	8
Race	American Indian	16	16	16	16
	Other	0	0	0	0

Definition: Self-identifies as American Indian; Is a member of a Tribe; Lived on reservation in last 2 years; Speaks English			
Locations: (2) Seattle, WA; (2) Oklahoma City; (2) Asheville, NC; (2) Miami, FL.			
American Indian (AI)			
		Session 1	Session 2
Education	High school or less	8	8
	Some college	8	8
	College graduate +	0	0
Gender	Female	16	0
	Male	0	16
Age	18-24	4	0
	25-34	8	0
	35-44	4	0
	45-54	0	8
	55 or older	0	8
Race	American Indian	16	16
	Other	0	0

Audience #2: Black or African American (BAA) – 16 focus groups

Definition: Self-identifies as Black or African American; 18-34 years old; has an income of \$35,000 or less; has an education of some college or less; speaks English		
Location: (1) Atlanta, GA; (1) Oakland, CA; (1) Jackson, MS; (1) Dayton, OH		
Black or African American (BAA) – Younger Group		
		Session 1
Education	High school or less	10
	Some college	4
	College graduate +	0
Gender	Female	7
	Male	7
Age	18-24	7
	25-34	7
	35-44	0
	45-54	0
	55 or older	0
Race	BAA, not Hispanic (NH)	14
	Other race groups	0

Definition: Self-identifies as Black or African American; 45 years and older; has an income of \$35,000 or less; has an education of some college or less; speaks English

Location: (1) Atlanta, GA; (1) Oakland, CA; (1) Jackson, MS; (1) Dayton, OH

Black or African American (BAA) – Older Group		
		Session 1
Education	High school or less	10
	Some college	4
	College graduate +	0
Gender	Female	7
	Male	7
Age	18-24	0
	25-34	0
	35-44	0
	45-54	7
	55 or older	7
Race	BAA, not Hispanic (NH)	14
	Other race groups	0

Definition: Self-identifies as Black or African American; has an income of \$35,000 or less; an education of some college or less; speaks English

Location: (1) Atlanta, GA; (1) Oakland, CA; (1) Jackson, MS; (1) Dayton, OH

Black or African American (BAA) – Mixed Group		
		Session 1
Education	High school or less	10
	Some college	4
	College graduate +	0
Gender	Female	7
	Male	7
Age	18-24	5
	25-34	4
	35-44	5
	45-54	0
	55 or older	0
Race	BAA, not Hispanic (NH)	14
	Other race groups	0

Audience #3: English-Dominant Latinos – 2 focus groups

Definition: Self identifies as Hispanic; 1.5 or 2nd generation immigrants			
Location: (2) Chicago, IL			
English-dominant Latino			
		Session 1	Session 2
Education	High school or less	7	7
	Some college	4	4
	College graduate +	3	3
Gender	Female	7	7
	Male	7	7
Age	18-24	4	4
	25-34	6	6
	35-44	2	2
	45-54	2	2
	55 or older	0	0
Ancestry	Mexican	6	6
	Central American	4	4
	Dominican	0	0
	South American	0	0
	Puerto Rican	4	4
Generation	1.5 Generation	3	3
	2 nd Generation	11	11

Audience #4: Middle Eastern or North African – 4 focus groups

Definition: Self identifies as Middle Eastern or North African; speaks English			
Location: (2) Peoria, IL; (2) Orange County, CA			
Middle Eastern or North African (MENA)			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	4
	College graduate +	0	0
Gender	Female	14	0
	Male	0	14
Age	18-24	3	3
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	2	2
Race	MENA, not Hispanic	14	14
	Other	0	0

Audience #5: Native Hawaiian or Pacific Islander – 8 focus groups

Definition: Self identifies as Native Hawaiian (indigenous) or Pacific Islander; speaks English and NHPI language			
Location: (2) San Diego, CA; (2) Salt Lake City, UT			
Native Hawaiian or Pacific Islander (NHPI)			
		Session 1	Session 2
Education	High school or less	10	10
	Some college	6	6
	College graduate +	0	0
Gender	Female	8	8
	Male	8	8
Age	18-24	3	3
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	4	4
Race	Native Hawaiian	4	4
	Micronesian islands	6	6
	Polynesian/Melanesian islands	6	6

Definition: Self identifies as Native Hawaiian (indigenous) or Pacific Islander; speaks English and NHPI language					
Location: (4) Honolulu, HI					
Alaska Native (AN)					
		Session 1	Session 2	Session 3	Session 4
Education	High school or less	10	10	10	10
	Some college	6	6	6	6
	College graduate +	0	0	0	0
Gender	Female	8	8	8	8
	Male	8	8	8	8
Age	18-24	3	3	3	3
	25-34	3	3	3	3
	35-44	3	3	3	3
	45-54	3	3	3	3
	55 or older	4	4	4	4
Race	Native Hawaiian	4	4	4	4
	Micronesian islands	6	6	6	6
	Polynesian/Melanesian islands	6	6	6	6

Audience #6: People Living in Rural Locations – 4 focus groups

Definition: Lives in a Zip Code Tabulation Area (ZCTA) that is identified as rural in the 2010 Census			
Location: (2) Beckley, WV; (2) Jackson, MS; (2) Bozeman, MT (2)			
Rural			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	2	2
	35-44	3	3
	45-54	3	3
	55 or older	4	4
Race	White, not Hispanic (NH)	14	14
	Other race groups	0	0

Audience #7: People with Young Children Living in the Household – 2 focus groups

Definition: Self identifies as non-White; is in a household of 6+ OR has an income of less than \$35,000; living with a child 4 years or younger			
Location: (2) El Paso, TX (2) Philadelphia, PA			
People with Young Children in Household			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	White, not Hispanic	0	0
	BAA, not Hispanic	5	5
	Hispanic	6	6
	Other races, not Hispanic	3	3

NON-ENGLISH GROUPS

Audience #8: Arabic – 2 focus groups

Definition: Self identifies as MENA; speaks Arabic at home			
Location: (2) Paterson, NJ			
Arabic			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	14	0
	Male	0	14
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	MENA, not Hispanic	14	14
	Other race groups	0	0

Audience #9: Chinese, Cantonese – 4 focus groups

Definition: Self identifies as Chinese; speaks Cantonese at home			
Location: (2) San Francisco, CA; (2) New York, NY			
Chinese, Cantonese			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	0	0
	25-34	1	1
	35-44	3	3
	45-54	5	5
	55 or older	5	5
Race	Asian – Chinese (Cantonese)	14	14
	Other race groups	0	0

Audience #10: Chinese, Mandarin – 4 focus groups

Definition: Self identifies as Chinese; speaks Mandarin at home			
Location: (2) Houston, TX; (2) New York, NY			
Chinese, Mandarin			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	Asian – Chinese (Mandarin)	14	14
	Other race groups	0	0

Audience #11: Filipino (Tagalog) – 4 focus groups

Definition: Self identifies as Filipino; speaks Tagalog at home			
Location: (2) Honolulu, HI; (2) Las Vegas, NV			
Filipino			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	Asian – Filipino	14	14
	Other race groups	0	0

Audience #12: Haitian Creole – 2 focus groups

Definition: Self identifies as Haitian; speaks Haitian Creole at home			
Location: (2) Miami, FL			
Haitian Creole			
		Session 1	Session 2
Education	High school or less	14	14
	Some college	0	0
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	4	4
	35-44	4	4
	45-54	2	2
	55 or older	2	2
Race	Haitian	14	14
	Other race groups	0	0

Audience #13 Japanese – 2 focus groups

Definition: Self identifies as Japanese; speaks Japanese at home			
Location: (2) Los Angeles, CA			
Japanese			
		Session 1	Session 2
Education	High school or less	2	2
	Some college	6	6
	College graduate +	6	6
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	Asian – Japanese	14	14
	Other race groups	0	0

Audience #14: Korean – 4 focus groups

Definition: Self identifies as Korean; speaks Korean at home			
Location: (2) Los Angeles, CA; (2) DC-Fairfax-Montgomery, DC, VA, MD			
Korean			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	Asian – Korean	14	14
	Other race groups	0	0

Audience #15: Polish – 2 focus groups

Definition: Self identifies as Polish; speaks Polish at home			
Location: (2) Chicago, IL			
Polish			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	White – Polish	14	14
	Other race groups	0	0

Audience #16: Brazilian (Portuguese) – 2 focus groups

Definition: Self identifies as Brazilian; speaks Portuguese at home			
Location: (2) Boston, MA			
Portuguese			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	Brazil	14	14
	Other	0	0

Audience #17: Russian – 2 focus groups

Definition: Self identifies as Russian; speaks Russian well			
Location: (2) Brooklyn, NY			
Russian			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	White – Russian	14	14
	Other race groups	0	0

Audience #18: Spanish, Puerto Rico – 8 focus groups

Definition: Self identifies as Puerto Rican; speaks Spanish at home; homeowners			
Location: (2) San Juan, PR			
Spanish, Puerto Rico – Urban Homeowners			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	2	2
	35-44	3	3
	45-54	3	3
	55 or older	4	4
Race	Hispanic, Latino, or Spanish	14	14
	Others	0	0
Home	Owner	14	14
	Renter	0	0
Income	\$34,999 or less	14	0
	\$35,000 – 74,999	0	10
	More than \$75,000	0	4

Definition: Self identifies as Puerto Rican; speaks Spanish at home; renters			
Location: (2) San Juan, PR			
Spanish, Puerto Rico – Urban Non-Homeowners			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	4	4
	25-34	4	4
	35-44	2	2
	45-54	2	2
	55 or older	2	2
Race	Hispanic, Latino, or Spanish	14	14
	Others	0	0
Home	Owner	0	0
	Renter	14	14
Income	\$34,999 or less	14	0
	\$35,000 – 74,999	0	10
	More than \$75,000	0	4

Definition: Self identifies as Dominican; speaks Spanish at home

Location: (2) San Juan, PR			
Spanish, Puerto Rico – Dominican Immigrants			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	2	2
	35-44	3	3
	45-54	3	3
	55 or older	4	4
Race	Hispanic, Latino, or Spanish (Dominican)	14	14
	Others	0	0
Length in Puerto Rico	Since 2011 or later	14	0
	Before 2011	0	14

Definition: Self identifies as Puerto Rican; speaks Spanish at home			
Location: (2) Utuado, PR			
Spanish, Puerto Rico - Rural			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	2	2
	35-44	3	3
	45-54	3	3
	55 or older	4	4
Race	Hispanic, Latino, or Spanish	14	14
	Others	0	0
Utuado	Town	14	0
	Rural	0	14

Audience #19: Spanish, U.S. Mainland – 20 focus groups

Definition: Self identifies as Hispanic; speaks Spanish at home					
Location: (4) Miami, FL					
Hispanic					
		Session 1	Session 2	Session 3	Session 4
Education	High school or less	10	10	10	10
	Some college	4	4	4	4
	College graduate +	0	0	0	0
Gender	Female	14	0	7	7
	Male	0	14	7	7
Age	18-24	2	2	2	2
	25-34	4	4	4	4
	35-44	4	4	4	4
	45-54	2	2	2	2
	55 or older	2	2	2	2
Ancestry	Mexican	0	0	0	0
	Central American	0	0	0	0
	South American	4	4	4	4
	Puerto Rican	4	4	4	4
	Cuban	4	4	4	4

Definition: Self identifies as Hispanic; speaks Spanish at home					
Location: (4) Boston, MA					
Hispanic					
		Session 1	Session 2	Session 3	Session 4
Education	High school or less	10	10	10	10
	Some college	4	4	4	4
	College graduate +	0	0	0	0
Gender	Female	14	0	7	7
	Male	0	14	7	7
Age	18-24	2	2	2	2
	25-34	4	4	4	4
	35-44	4	4	4	4
	45-54	2	2	2	2
	55 or older	2	2	2	2
Ancestry	Mexican	0	0	0	0
	Central American	3	3	3	3
	Dominican	4	4	4	4
	South American	3	3	3	3
	Puerto Rican	4	4	4	4

Definition: Self identifies as Hispanic; speaks Spanish at home					
Location: (4) Yakima, WA					
Hispanic					
		Session 1	Session 2	Session 3	Session 4
Education	High school or less	10	10	10	10
	Some college	4	4	4	4
	College graduate +	0	0	0	0
Gender	Female	14	0	7	7
	Male	0	14	7	7
Age	18-24	2	2	2	2
	25-34	4	4	4	4
	35-44	4	4	4	4
	45-54	2	2	2	2
	55 or older	2	2	2	2
Ancestry	Mexican	14	14	14	14
	Central American	0	0	0	0
	Dominican	0	0	0	0
	South American	0	0	0	0
	Puerto Rican	0	0	0	0

Definition: Self identifies as Hispanic; speaks Spanish at home					
Location: (4) McAllen, TX					
Hispanic					
		Session 1	Session 2	Session 3	Session 4
Education	High school or less	10	10	10	10
	Some college	4	4	4	4
	College graduate +	0	0	0	0
Gender	Female	14	0	7	7
	Male	0	14	7	7
Age	18-24	2	2	2	2
	25-34	4	4	4	4
	35-44	4	4	4	4
	45-54	2	2	2	2
	55 or older	2	2	2	2
Ancestry	Mexican	8	8	8	8
	Central American	6	6	6	6
	Dominican	0	0	0	0
	South American	0	0	0	0
	Puerto Rican	0	0	0	0

Definition: Self identifies as Hispanic; speaks Spanish at home					
Location: (4) Chicago, IL					
Hispanic					
		Session 1	Session 2	Session 3	Session 4
Education	High school or less	10	10	10	10
	Some college	4	4	4	4
	College graduate +	0	0	0	0
Gender	Female	14	0	7	7
	Male	0	14	7	7
Age	18-24	2	2	2	2
	25-34	4	4	4	4
	35-44	4	4	4	4
	45-54	2	2	2	2
	55 or older	2	2	2	2
Ancestry	Mexican	7	7	7	7
	Central American	0	0	0	0
	Dominican	0	0	0	0
	South American	0	0	0	0
	Puerto Rican	3	3	3	3

Audience #20: Sub-Saharan Africa Diaspora (French Speaking) – 2 focus groups

Definition: Self identifies as Sub-Saharan African; speaks French at home			
Location: (2) Arlington, VA			
French-Speaking Sub-Saharan Africa Diaspora			
		Session 1	Session 2
Education	High school or less	0	0
	Some college	7	7
	College graduate +	7	7
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	4	4
	35-44	4	4
	45-54	2	2
	55 or older	2	2
Race	African	14	14
	Other race groups	0	0

Audience #21: Vietnamese – 4 focus groups

Definition: Self identifies as Vietnamese; speaks Vietnamese at home			
Location: (2) Orange County, CA; (2) Houston, TX			
Vietnamese			
		Session 1	Session 2
Education	High school or less	9	9
	Some college	5	5
	College graduate +	0	0
Gender	Female	7	7
	Male	7	7
Age	18-24	2	2
	25-34	3	3
	35-44	3	3
	45-54	3	3
	55 or older	3	3
Race	Asian – Vietnamese	14	14
	Other race groups	0	0