

CPSC Warning Label Comprehension and Interpretation by Consumers for Children’s Sleep Environments

SCREENER – Focus Groups

SECTION 1: INTRODUCTION

Hello, my name is _____, and I am calling on behalf of Fors Marsh Group, an independent research firm, working with a federal public health agency. We will be conducting focus groups about sleeping products for a federal public health agency. Focus groups will last about 90 minutes. Those who participate will receive **\$75** as a thank you for taking part in the study.

[REPEAT INTRO IF CALL WAS TRANSFERRED]

May I ask you a few questions to see if you are qualified to participate in the study?

Yes	[]	[CONTINUE]
No	[]	[THANK AND END]

Great! Before we begin, you should know that there are no wrong answers to the questions I’m going to ask you. You also don’t have to answer any questions if you don’t want to. If an answer leads to me ending the call, that is because we are looking for a diverse set of people and we may already have enough similar candidates for this study. Any questions before we begin?

SECTION 2: SCREENER AND DEMOGRAPHIC QUESTIONS

PLEASE USE THE TERMINATION LANGUAGE BELOW FOR ANY RESPONSE THAT LEADS TO THE ANSWER OPTION “[THANK AND END]”.

TERMINATION LANGUAGE: Thank you for taking the time to answer these questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for in this study. I appreciate your time and have a good morning/afternoon/evening.

1. In the past five years, have you or a member of your immediate family worked in any of the following fields, companies, or organizations?

A market research or marketing company	[]	[THANK AND END]
A health care company	[]	[THANK AND END]
Childcare (e.g., daycare employee, nanny)	[]	[THANK AND END]
Children’s product manufacturer	[]	[THANK AND END]
Refused	[]	[CONTINUE]

2. Which of the following currently applies to you? You can select more than one answer.

I am married.	[]	ONLY CONTINUE TO Q3 IF YES TO CHILDREN OR GRANDCHILDREN. IF NO TO CHILDREN OR GRANDCHILDREN, THANK AND END.
I have children.	[]	
I have grandchildren.	[]	
I live alone.	[]	
I am single.	[]	
I live with roommates.	[]	

Refused	[]	[THANK AND END]
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3. How old is your youngest [children/grandchildren]?

FOR GRANDPARENTS, RECORD AGE OF CHILDREN AND GRANDCHILDREN.

IF CHILD OR GRANDCHILD BETWEEN 2 – 11 MONTHS, GO TO Q4. IF CHILD OR GRANDCHILD IS OLDER THAN 11 MONTHS, THANK AND END.

4. How old will your [child/grandchild] be in June 2020?

months old

Age ranges for eligibility:

2 – 5 months

6 – 11 months

If <2 months or >11 months, [THANK AND END]

IF ELIGIBLE, AND PARENT, GO TO Q5

IF ELIGIBLE AND GRANDPARENT, GO TO Q8

5. Are you a primary guardian of your child (/children)?

Yes	[]	[CONTINUE] GO TO Q6
No	[]	[THANK AND END]
Refused	[]	[THANK AND END]

6. Do you have any other children?

Yes	[]	[CONTINUE] GO TO Q7
No	[]	[CONTINUE] GO TO Q12
Refused	[]	[CONTINUE] GO TO Q12

7. How old are your other children?

years old

GO TO Q12

8. How often does your grandchild (/do your grandchildren) visit you or do you visit them?

My grandchild[ren] visit[s] a couple times a month.	[]	[THANK AND END]
My grandchild[ren] visit[s] once a week.	[]	CONTINUE TO Q9
My grandchild[ren] visit[s] a couple times a year.	[]	[THANK AND END]
Refused	[]	[THANK AND END]

9. When your grandchild[ren] visit[s], are they under your supervision?

Yes	[]	[CONTINUE] GO TO Q10
No	[]	[THANK AND END]

Refused	[]	[THANK AND END]
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10. Do you have any other grandchildren?

Yes	[]	[CONTINUE] GO TO Q11
No	[]	[CONTINUE] GO TO Q12
Refused	[]	[CONTINUE] GO TO Q12

11. How old are your other grandchildren?

years old

12. When, if ever, was the last time you participated in a marketing research or survey research study?

Within the past three months	[]	[THANK AND END]
More than three months ago	[]	[CONTINUE]
Never	[]	[CONTINUE]
Refused	[]	[CONTINUE]

13. In order to participate, you will need to consent to be audio and video recorded during the focus group. Are you willing to be audio and video recorded?

Yes	[]	[CONTINUE]
No	[]	[THANK AND END]

READ: Great. I have a few last questions to ensure that we speak to a variety of people during our focus groups.

14. What is your gender?

Male	<input type="checkbox"/>	[CONTINUE]
Female	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

15. What is your age?

years old

Note to recruiter: Please record age-range category.

18–24 years old	<input type="checkbox"/>	[CONTINUE]
25–34 years old	<input type="checkbox"/>	
35–44 years old	<input type="checkbox"/>	
45–54 years old	<input type="checkbox"/>	
55–64 years old	<input type="checkbox"/>	
65–74 years old	<input type="checkbox"/>	
75 years or older	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

16. Which of the following categories includes your race? You may select one or more races.

American Indian or Alaska Native	[]	[CONTINUE]
Asian	[]	
Black or African American	[]	
Native Hawaiian or other Pacific Islander	[]	
White	[]	
Some other race [Record]	[]	
Refused	[]	

17. Are you Hispanic or Latino?

Yes	[]	[CONTINUE]
No	[]	
Refused	[]	

18. In your household/when your grandchild is at your house, who typically puts your [children/grandchildren] to bed?

Myself	[]	[CONTINUE]
Spouse	[]	
Other	[]	
Refused	[]	

19. In your household, are you the primary purchaser of your [children's/grandchildren's] nursery products?

Yes	<input type="checkbox"/>	[CONTINUE]
No	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

SECTION 3: INVITATION TO PARTICIPATE IN FOCUS GROUP

Thank you for taking the time to speak with me today. We would like to invite you to participate in a focus group. The focus group will be audio/video-recorded. You may not participate in this study if you are not willing to be recorded.

The focus group will be scheduled for the week of X and will last **approximately 90 minutes**.

Your opinions are very important to us. In appreciation for your participation, you will be given **\$75** in the form of _____ (e.g., gift card, voucher, etc.).

People who have been invited previously to participate in this type of project have found the experience to be enjoyable and informative.

Are you interested in participating in this study?

..... Yes	<input type="checkbox"/>	> CONTINUE
..... No	<input type="checkbox"/>	> TERMINATE
.....		

READ: Great! If you would like to provide your email address, I can send you a confirmation with address and time. Otherwise, do you have a pen and paper? I can provide the information to you now.

Email address

[_____] Open ended

Focus group breakdown and size:

	Caregiver Status	Infant Age	# of Focus Groups
1	Grandparents	2 to 5 months	2
2	Grandparents	6 to 11 months	2
3	Parents	2 to 5 months	2
4	Parents	6 to 11 months	2