**r**

**NOTES TO RECRUITERS**

* Recruit 8 to “seat” 4-6.
* 9 focus groups among the “movable middle” (mixed gender, mixed race, divided by age/generation).
* 3 focus groups among Black/African American, non-Hispanic adults only (mixed gender, divided by age/generation).
* 3 focus groups among Hispanic/Latinx adults only (mixed gender). Of these, there should be:
  + 1 English-speaking group (Q9=only English or Q10=English)
  + 1 bilingual group (Q9=neither only English nor only Spanish and Q10=Spanish)
  + 1 Spanish-speaking group (Q9=only Spanish or Q10=Spanish).
* 3 focus groups among AIAN adults only (mixed age, divided by gender).
* All groups must include a range of education levels and cities/states.
* “Movable middle groups” must also include a mix of race/ethnicity.
* All groups aside from AIAN groups must include a roughly equal mix of genders.
* Age ranges for the generational breaks are:
  + 18-34
  + 35-54
  + 55+ (two-thirds of this group should be 65+)

**SCREENER**

Hello, my name is from **[INSERT FACILITY NAME]**, a market research firm. We are recruiting for an upcoming study to get feedback related to COVID-19 messaging. This is not a sales call of any kind. I am only calling to see if you or an eligible member of your household has an interest in participating in a 90 minute focus group that will be conducted virtually for which you would receive a $75 incentive. I have a few questions I need to ask to see if you are qualified for this study. You don’t have to answer any question that you don’t want to answer.

1. Are you interested in seeing if you or anyone in your household qualifies to participate in this focus group? **[ACCEPT ONLY 1 PER HOUSEHOLD]**

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> TERMINATE** |

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?

|  |  |  |
| --- | --- | --- |
| Market or public opinion research | [ ] | **> TERMINATE** |
| An advertising, public relations, or marketing agency | [ ] | **> TERMINATE** |
| News, radio, TV, print, media | [ ] | **> TERMINATE** |
| As a healthcare provider or medical professional (e.g., physician, nurse) | [ ] | **> CONTINUE** |
| At a healthcare company | [ ] | **> CONTINUE** |
| Construction, repair and maintenance | [ ] | **> CONTINUE** |
| Finance | [ ] | **> CONTINUE** |
| None of these | [ ] | **> CONTINUE** |

1. In order to participate, you need to have a desktop or laptop computer or a smartphone with an internet connection. You will also need to consent to be recorded during the interview. Will you be able to meet both of these requirements?

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> TERMINATE** |

1. Would you be willing and able to participate in this study via a webcam or smartphone camera?

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> TERMINATE** |

1. Are you of Hispanic, Latino, or Spanish origin?

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> CONTINUE** |

1. What is your race? Please select all that apply.

|  |  |  |
| --- | --- | --- |
| White | [ ] | **> CONTINUE** |
| Black or African American | [ ] | **> CONTINUE** |
| American Indian or Alaska Native | [ ] | **> CONTINUE** |
| Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese) | [ ] | **> CONTINUE** |
| Native Hawaiian or other Pacific Islander (e.g., Native Hawaiian Samoan, Chamorro, Tongan, Fijian, Marshallese) | [ ] | **> CONTINUE** |

**ONLY ASK Q7 IF RECRUITING FOR HISPANIC/LATINO GROUPS.**

1. What language do you usually speak at home?

|  |  |  |
| --- | --- | --- |
| Only English | [ ] | **> skip to q9** |
| More English than Spanish | [ ] | **> CONTINUE To q8** |
| Both English and Spanish equally | [ ] | **> CONTINUE to q8** |
| More Spanish than English | [ ] | **> CONTINUE to q8** |
| Only Spanish | [ ] | **> skip to q9** |

1. In what language would you prefer to participate in a focus group discussion?

|  |  |  |
| --- | --- | --- |
| English | [ ] | **> CONTINUE** |
| Spanish | [ ] | **> CONTINUE** |

**Note to Hispanic/Latino recruitment:**

Here is the response option breakdown for the groups segmented by language:

* **English-speaking focus group** = English Only (Q7) and English (Q8)
* **Bilingual focus group** = More English than Spanish OR Both English and Spanish Equally OR More Spanish than English (all Q7) AND Spanish (Q8)
* **Spanish-speaking focus group** = Spanish Only (Q7) and Spanish (Q8)

1. What is your gender?

|  |  |  |
| --- | --- | --- |
| Male | [ ] | **> SKIP TO Q11** |
| Female | [ ] | **> SKIP TO Q11** |
| Prefer to self-describe (specify) | [ ] | **> CONTINUE TO Q10 IF RECRUITING FOR AIAN GROUPS** |

1. Because these focus groups are divided by gender, in which group, if any, would you prefer to participate?

|  |  |  |
| --- | --- | --- |
| Male | [ ] | **> CONTINUE** |
| Female | [ ] | **> CONTINUE** |
| Prefer not to participate |  | **> TERMINATE** |

1. What is your age? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[RECORD VERBATIM, TERMINATE <18]**

**Note to recruitment: Recruit a mix of ages.**

1. In what city and state do you live? CITY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ STATE:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Note to recruitment: Recruit a mix of locations.**

**ONLY ASK Q13-Q15 IF RECRUITING FOR AIAN GROUPS.**

1. I have spent time trying to find out more about being [AMERICAN INDIAN/ALASKA NATIVE], such as our history, traditions, and customs.

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> CONTINUE** |

1. I have participated in cultural traditions and/or ceremonies.

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> CONTINUE** |

1. When I am overwhelmed with my emotions, I look to my cultural traditions and community for help.

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> CONTINUE** |

**Note to AIAN RECRUITERS: Target “Yes” responses to Q13-15 for group scheduling.**

**RESUME ASKING ALL**

1. To what extent do you agree or disagree with the following statement? The benefits of vaccines outweigh the risks. [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Strongly disagree | [ ] | **> TERMINATE** |
| Somewhat disagree | [ ] | **> TERMINATE** |
| Neither disagree nor agree | [ ] | **> CONTINUE** |
| Somewhat agree | [ ] | **> CONTINUE** |
| Strongly agree | [ ] | **> CONTINUE** |

1. If an FDA-approved vaccine to prevent COVID-19 were available to you today at no cost, what is the likelihood you would get vaccinated? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Very unlikely | [ ] | **> TERMINATE** |
| Somewhat unlikely | [ ] | **> CONTINUE** |
| Neither likely nor unlikely | [ ] | **> CONTINUE** |
| Somewhat likely | [ ] | **> CONTINUE** |
| Very likely | [ ] | **> CONTINUE** |

1. If an FDA-approved vaccine to prevent COVID-19 were available to you today at no cost, how soon would you get vaccinated? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| I would get vaccinated right away | [ ] | **> CONTINUE** |
| Less than one month | [ ] | **> CONTINUE** |
| 1-3 months | [ ] | **> CONTINUE** |
| 4-6 months | [ ] | **> CONTINUE** |
| 7-12 months | [ ] | **> CONTINUE** |
| More than 12 months | [ ] | **> CONTINUE** |
| I would never get vaccinated | [ ] | **> TERMINATE** |

1. What is the highest level of school you have completed? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Some H.S. or less (no diploma) | [ ] | **> CONTINUE** |
| H.S. diploma or H.S. equivalent (GED) | [ ] | **> CONTINUE** |
| Some college, no degree | [ ] | **> CONTINUE** |
| Associate degree | [ ] | **> CONTINUE** |
| Bachelor’s degree | [ ] | **> CONTINUE** |
| Master’s degree | [ ] | **> CONTINUE** |
| Professional or doctorate degree | [ ] | **> CONTINUE** |

1. Which of the following best describes you? Please select all that apply. [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Employed full-time | [ ] | **> CONTINUE to Q21** |
| Employed part-time | [ ] | **> CONTINUE To Q21** |
| Self-employed | [ ] | **> CONTINUE To Q21** |
| Not employed, but looking for work | [ ] | **> SKIP TO Q22** |
| Not employed, and not looking for work | [ ] | **> SKIP TO Q22** |
| Stay-at-home parent | [ ] | **> SKIP TO Q22** |
| Student | [ ] | **> SKIP TO Q22** |
| Retired | [ ] | **> SKIP TO Q22** |

1. From where are you currently working? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Working exclusively from home | [ ] | **> CONTINUE** |
| Working exclusively from my workplace | [ ] | **> CONTINUE** |
| Working both at home and my workplace | [ ] | **> CONTINUE** |

1. Do you currently have any children under the age of 18 living at home? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Yes | [ ] | **> CONTINUE** |
| No | [ ] | **> CONTINUE** |

23. Last year, that is in [2019], what was your total household income from all sources, before taxes? [**RECRUIT A MIX, ENSURE ROBUST REPRESENTATION OF <$50K**]

|  |  |  |
| --- | --- | --- |
| Less than $15,000 | [ ] | **> CONTINUE** |
| $15,000 to $24,999 | [ ] | **> CONTINUE** |
| $25,000 to $34,999 | [ ] | **> CONTINUE** |
| $35,000 to $49,999 | [ ] | **> CONTINUE** |
| $50,000 to $74,999 | [ ] | **> CONTINUE** |
| $75,000 to $99,999 | [ ] | **> CONTINUE** |
| $100,000 to $149,999 | [ ] | **> CONTINUE** |
| $150,000 to $199,999 | [ ] | **> CONTINUE** |
| $200,000 and over | [ ] | **> CONTINUE** |
| Don’t know/Refused | [ ] | **> CONTINUE** |

Thank you for taking the time to answer these questions. We will be in touch with additional information on the study. The virtual focus group will last no longer than 90 minutes. Thank you again for your time and we will send additional information soon.

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