

Foundational Focus Group – Nonvaccinated Black or African American Screener

NOTES TO RECRUITERS

- Recruit 8 to “seat” 4-6 participants
- 3 focus groups among Black/African American, non-Hispanic adults only
- Groups segmented by age:
 - 2 groups aged 18-34
 - 1 group aged 35+
- Each group must include a range/mix of:
 - Education levels
 - Geographic locations (mix of cities/states)
 - Ideologies
- Each group must include a roughly even mix of gender
- All participants must not have received any doses of a COVID-19 vaccine or be scheduled to receive a dose in the next two weeks

SCREENER

Hello, my name is _____ from **[INSERT FACILITY NAME]**, a market research firm. We are recruiting for an upcoming study to get your thoughts and opinions about COVID-19 and how it is affecting life in the country today. 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	<input type="checkbox"/>	> CONTINUE
No	<input type="checkbox"/>	> TERMINATE

2. 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	<input type="checkbox"/>	> TERMINATE
An advertising, public relations, or marketing agency	<input type="checkbox"/>	> TERMINATE
News, radio, TV, print, media	<input type="checkbox"/>	> TERMINATE
As a health care provider or medical professional (e.g., physician, nurse)	<input type="checkbox"/>	> CONTINUE
At a health care company	<input type="checkbox"/>	> CONTINUE
Construction, repair and maintenance	<input type="checkbox"/>	> CONTINUE

Finance	[]	> CONTINUE
None of these	[]	> CONTINUE

3. 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

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

Yes	[]	> CONTINUE
No	[]	> TERMINATE

5. Have you received one or more doses of an authorized COVID-19 vaccine?

Yes	[]	> TERMINATE
No	[]	> CONTINUE

6. Do you have an appointment scheduled to get an authorized COVID-19 vaccine in the next two weeks?

Yes	[]	> TERMINATE
No	[]	> CONTINUE

7. FDA-authorized vaccines to prevent COVID-19 are now available at no cost. What is the likelihood you will get vaccinated? **RECRUIT A MIX**

Very unlikely	[]	> TERMINATE
Somewhat unlikely	[]	> CONTINUE
Neither likely nor unlikely	[]	> CONTINUE
Somewhat likely	[]	> CONTINUE
Very likely	[]	> CONTINUE

8. FDA-authorized vaccines to prevent COVID-19 are now available at no cost. How soon will you get vaccinated?

I will get a vaccine as soon as I can	[]	> TERMINATE
I will wait to get a vaccine for one or more reasons	[]	> CONTINUE
I will never get a COVID-19 vaccine	[]	> TERMINATE

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

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

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

White	<input type="checkbox"/>	
Black or African American	<input type="checkbox"/>	MUST BE SELECTED TO CONTINUE
American Indian or Alaska Native	<input type="checkbox"/>	
Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)	<input type="checkbox"/>	
Native Hawaiian or other Pacific Islander (e.g., Native Hawaiian Samoan, Chamorro, Tongan, Fijian, Marshallese)	<input type="checkbox"/>	

Note to recruitment: Respondents will qualify so long as Black or African American is selected in Q10. This can be a stand-alone response or in conjunction with another race/ethnicity.

11. What is your gender?

Male	<input type="checkbox"/>	> CONTINUE
Female	<input type="checkbox"/>	> CONTINUE
Prefer to self-describe (specify)	<input type="checkbox"/>	> CONTINUE

12. What is your age? _____ **[RECORD VERBATIM, SORT INTO GROUPS, TERMINATE <18]**

Note to recruitment: Recruit a mix of ages within age groups (segmented by 18-34 and 35+).

13. What city and state do you live in? CITY: _____ STATE: _____

Note to recruitment: Recruit a mix of locations.

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

Some high school or less (no diploma)	<input type="checkbox"/>	> CONTINUE
High school diploma or equivalent (GED)	<input type="checkbox"/>	> CONTINUE
Some college, no degree	<input type="checkbox"/>	> CONTINUE
Associate degree	<input type="checkbox"/>	> CONTINUE
Bachelor's degree	<input type="checkbox"/>	> CONTINUE
Master's degree	<input type="checkbox"/>	> CONTINUE
Professional or doctorate degree	<input type="checkbox"/>	> CONTINUE

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

Employed full-time	<input type="checkbox"/>	> CONTINUE
Employed part-time	<input type="checkbox"/>	> CONTINUE
Self-employed	<input type="checkbox"/>	> CONTINUE
Not employed, but looking for work	<input type="checkbox"/>	> CONTINUE
Not employed, and not looking for work	<input type="checkbox"/>	> CONTINUE
Stay-at-home parent	<input type="checkbox"/>	> CONTINUE
Student	<input type="checkbox"/>	> CONTINUE
Retired	<input type="checkbox"/>	> CONTINUE

16. When it comes to overall public policy from the federal government, do you consider yourself liberal, conservative, or somewhere in between? **[RECRUIT A MIX]**

Very liberal	<input type="checkbox"/>	> CONTINUE
Somewhat liberal	<input type="checkbox"/>	> CONTINUE
Neutral	<input type="checkbox"/>	> CONTINUE
Somewhat conservative	<input type="checkbox"/>	> CONTINUE
Very conservative	<input type="checkbox"/>	> CONTINUE
Prefer not to answer	<input type="checkbox"/>	> CONTINUE

17. Last year—that is, in 2020—what was your total household income from all sources, before taxes? **[RECRUIT A MIX, ENSURE ROBUST REPRESENTATION OF <\$50K]**

Less than \$15,000	<input type="checkbox"/>	> CONTINUE
\$15,000 to \$24,999	<input type="checkbox"/>	> CONTINUE
\$25,000 to \$34,999	<input type="checkbox"/>	> CONTINUE
\$35,000 to \$49,999	<input type="checkbox"/>	> CONTINUE
\$50,000 to \$74,999	<input type="checkbox"/>	> CONTINUE
\$75,000 to \$99,999	<input type="checkbox"/>	> CONTINUE
\$100,000 to \$149,999	<input type="checkbox"/>	> CONTINUE
\$150,000 to \$199,999	<input type="checkbox"/>	> CONTINUE
\$200,000 and over	<input type="checkbox"/>	> CONTINUE
Don't know/Refused	<input type="checkbox"/>	> 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.