



Creative Testing Parent Focus Groups Master Screener

Notes to Recruiters

- Recruit 8 to “seat” 4-6.
- 18 focus groups of parents/guardians of 6-11 year olds:
 - o 9 focus groups with parents/guardians who said they are somewhat/very likely to get their child a COVID-19 vaccine
 - 3 total market groups (mix of gender, race, and parent/guardian vaccination status)
 - 2 groups with a parent/guardian who **is not vaccinated** (mix of gender and race)
 - 1 group with a parent/guardian who is Black/African American
 - 2 groups with a parent/guardian who is Hispanic/Latino (1 in Spanish)
 - 1 group with a parent/guardian who is Rural
 - o 9 focus groups with parents/guardians who are unsure/somewhat unlikely to get their child a COVID-19 vaccine
 - 5 total market groups (mix of gender, race, and parent/guardian vaccination status; may separate by vaccination status pending numbers during recruitment)
 - 1 groups with a parent/guardian who is Black/African American
 - 2 groups with a parent/guardian who is Hispanic/Latino (1 in Spanish)
 - 1 group with a parent/guardian who is Rural
- All groups must include a range of education levels, income, and cities/states.

Screener

Hello, my name is [INSERT NAME] 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

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?



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Market or public opinion research	☐	> TERMINATE
An advertising, public relations, or marketing agency	☐	> TERMINATE
News, radio, TV, print, media	☐	> TERMINATE
As a health care provider or medical professional (e.g., physician, nurse)	☐	> CONTINUE
At a health care company	☐	> CONTINUE
Construction, repair and maintenance	☐	> 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. What is your gender?

Male	☐	> CONTINUE
Female	☐	> CONTINUE
Prefer to self-describe (specify)	☐	> CONTINUE

6. What is your age? **[RECORD VERBATIM]**

Note to recruitment: Participants must be 18 years or older.

7. Are you a parent or guardian of a child under the age of 12?

Yes	☐	> CONTINUE TO Q8
No	☐	> TERMINATE

8. What is your child's age? **[RECORD VERBATIM, TERMINATE IF ALL CHILDREN < 6 OR >11]**

Note to recruitment: At least one child must be ages 6 to 11. Record age for all children.

9. Who makes your child's primary health-related decisions? **[RECRUIT A MIX]**

You	☐	> CONTINUE
Someone else	☐	> TERMINATE
You and someone else	☐	> CONTINUE
Other: _____	☐	> TERMINATE IF DOES NOT INCLUDE

Note to Hispanic/Latino recruitment:

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

- **English-speaking focus group** = English Only (Q12) or English (Q13)
- **Spanish-speaking focus group** = Spanish Only (Q12) or Spanish (Q13)

14. In what city and state do you live?

CITY: _____ STATE: _____

Note to recruitment: Recruit a mix of locations.

15. Has your child participated in a COVID-19 vaccine clinical trial?

Yes	☐	> TERMINATE
No	☐	> CONTINUE

16. Food and Drug Administration (FDA)-authorized vaccines to prevent COVID-19 are now available at no cost. Have you received a COVID-19 vaccine?

No, I have not received a COVID-19 vaccine	☐	> CONTINUE
Yes, but I have only received one shot out of the two required shots	☐	> SKIP TO Q18
Yes, I have received all of the required shots	☐	> SKIP TO Q18

17. FDA-authorized vaccines to prevent COVID-19 are now available at no cost, What is the likelihood you will get vaccinated? **[RECRUIT A MIX. SKIP IF Q16=Yes...]**

Very unlikely	☐	> CONTINUE
Somewhat unlikely	☐	> CONTINUE
Neither likely nor unlikely	☐	> CONTINUE
Somewhat likely	☐	> CONTINUE
Very likely	☐	> CONTINUE
I am already vaccinated.	☐	> CONTINUE

18. 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	☐	> CONTINUE
Neither disagree nor agree	☐	> CONTINUE
Somewhat agree	☐	> CONTINUE
Strongly agree	☐	> CONTINUE

19. A Food and Drug Administration (FDA)-authorized vaccine to prevent COVID-19 is now available at no cost **for children aged XX-XX**. Has your child received a COVID-19 vaccine?

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No, my child has not received a COVID-19 vaccine	☐	> CONTINUE
Yes, but my child has only received one shot out of the two required shots	☐	> CONTINUE
Yes, my child has received all of the required shots	☐	> CONTINUE

Note to recruitment: Ask for each child age 6-11 listed in Question 8. Only people with at least one child 6-11 who is not fully vaccinated are eligible for the study.

20. What is the likelihood your child will get a COVID-19 vaccine when it's authorized and available to them? **[RECRUIT A MIX]**

Very unlikely	☐	> TERMINATE
Somewhat unlikely	☐	> CONTINUE
Neither likely nor unlikely	☐	> CONTINUE
Somewhat likely	☐	> CONTINUE
Very likely	☐	> CONTINUE

Note to recruitment: Ask for each child age 6-11 listed in Question 8.

21. 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

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

Employed full-time	☐	> CONTINUE
Employed part-time	☐	> CONTINUE
Self-employed	☐	> CONTINUE
Not employed, but looking for work	☐	> CONTINUE
Not employed, and not looking for work	☐	> CONTINUE
Stay-at-home parent/guardian	☐	> CONTINUE
Student	☐	> CONTINUE
Retired	☐	> CONTINUE
	☐	
	☐	

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23. 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	☐	> 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

24. In general, do you think of yourself as...? **[RECRUIT A MIX FOR ALL BUT RURAL GROUPS. RURAL GROUPS SHOULD BE SLIGHTLY TO EXTREMELY CONSERVATIVE.]**

Extremely liberal	☐	> CONTINUE
Liberal	☐	> CONTINUE
Slightly liberal	☐	> CONTINUE
Moderate, middle of the road	☐	> CONTINUE
Slightly conservative	☐	> CONTINUE
Conservative	☐	> CONTINUE
Extremely conservative	☐	> 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.
