



# 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 | <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  | <input type="checkbox"/> | > CONTINUE  |
| None of these  | <input type="checkbox"/> | > 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 | <input type="checkbox"/> | > CONTINUE  |
| No  | <input type="checkbox"/> | > TERMINATE |

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

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

5. What is your gender?

|                                   |                          |            |
|-----------------------------------|--------------------------|------------|
| Male                              | <input type="checkbox"/> | > CONTINUE |
| Female                            | <input type="checkbox"/> | > CONTINUE |
| Prefer to self-describe (specify) | <input type="checkbox"/> | > 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 | <input type="checkbox"/> | > CONTINUE TO Q8 |
| No  | <input type="checkbox"/> | > 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                  | <input type="checkbox"/> | > CONTINUE                      |
| Someone else         | <input type="checkbox"/> | > TERMINATE                     |
| You and someone else | <input type="checkbox"/> | > CONTINUE                      |
| Other: _____         | <input type="checkbox"/> | > TERMINATE IF DOES NOT INCLUDE |

|  |  |  |
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|  |  |  |
|--|--|--|

SELF

**Note to recruitment: Ask for each child listed in Question 8.**

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

- Yes  > CONTINUE
- No  > CONTINUE

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

- American Indian or Alaska Native  > CONTINUE
- Asian  > CONTINUE
- Black or African American  > CONTINUE
- Native Hawaiian and Other Pacific Islander  > CONTINUE
- White/Caucasian  > CONTINUE
- Prefer not the say/Refuse to answer  > CONTINUE

**ONLY ASK Q12-Q13 IF RECRUITING FOR HISPANIC/LATINO GROUPS.**

12. What language do you usually speak at home?

- Only English  > SKIP TO Q14
- More English than Spanish  > CONTINUE TO Q13
- Both English and Spanish equally  > CONTINUE TO Q13
- More Spanish than English  > CONTINUE TO Q13
- Only Spanish  > SKIP TO Q174

13. 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 (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 | <input type="checkbox"/> | > <b>TERMINATE</b> |
| No  | <input type="checkbox"/> | > <b>CONTINUE</b>  |

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                           | <input type="checkbox"/> | > <b>CONTINUE</b>    |
| Yes, but I have only received one shot out of the two required shots | <input type="checkbox"/> | > <b>SKIP TO Q18</b> |
| Yes, I have received all of the required shots                       | <input type="checkbox"/> | > <b>SKIP TO Q18</b> |

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               | <input type="checkbox"/> | > <b>CONTINUE</b> |
| Somewhat unlikely           | <input type="checkbox"/> | > <b>CONTINUE</b> |
| Neither likely nor unlikely | <input type="checkbox"/> | > <b>CONTINUE</b> |
| Somewhat likely             | <input type="checkbox"/> | > <b>CONTINUE</b> |
| Very likely                 | <input type="checkbox"/> | > <b>CONTINUE</b> |
| I am already vaccinated.    | <input type="checkbox"/> | > <b>CONTINUE</b> |

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          | <input type="checkbox"/> | > <b>TERMINATE</b> |
| Somewhat disagree          | <input type="checkbox"/> | > <b>CONTINUE</b>  |
| Neither disagree nor agree | <input type="checkbox"/> | > <b>CONTINUE</b>  |
| Somewhat agree             | <input type="checkbox"/> | > <b>CONTINUE</b>  |
| Strongly agree             | <input type="checkbox"/> | > <b>CONTINUE</b>  |

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?

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

|  |                          |            |
|--|--------------------------|------------|
| No, my child has not received a COVID-19 vaccine                           | <input type="checkbox"/> | > CONTINUE |
| Yes, but my child has only received one shot out of the two required shots | <input type="checkbox"/> | > CONTINUE |
| Yes, my child has received all of the required shots                       | <input type="checkbox"/> | > 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               | <input type="checkbox"/> | > TERMINATE |
| Somewhat unlikely           | <input type="checkbox"/> | > CONTINUE  |
| Neither likely nor unlikely | <input type="checkbox"/> | > CONTINUE  |
| Somewhat likely             | <input type="checkbox"/> | > CONTINUE  |
| Very likely                 | <input type="checkbox"/> | > 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)        | <input type="checkbox"/> | > CONTINUE |
| H.S. diploma or H.S. 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 |

22. 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/guardian           | <input type="checkbox"/> | > CONTINUE |
| Student                                | <input type="checkbox"/> | > CONTINUE |
| Retired                                | <input type="checkbox"/> | > CONTINUE |
|  | <input type="checkbox"/> |            |
|  | <input type="checkbox"/> |            |

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

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     | <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 |

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            | <input type="checkbox"/> | > CONTINUE |
| Liberal                      | <input type="checkbox"/> | > CONTINUE |
| Slightly liberal             | <input type="checkbox"/> | > CONTINUE |
| Moderate, middle of the road | <input type="checkbox"/> | > CONTINUE |
| Slightly conservative        | <input type="checkbox"/> | > CONTINUE |
| Conservative                 | <input type="checkbox"/> | > CONTINUE |
| Extremely conservative       | <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.

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