

Foundational Focus Group – Vaccinated General Population Screener

NOTES TO RECRUITERS

- Recruit 8 to “seat” 4-6 participants
- 2 focus groups of vaccinated/general population
- Each group must include a range/mix of:
 - Ages
 - Education levels
 - Geographic location (mix of cities/states)
 - Race/ethnicity
 - Ideologies
- Each group must include a roughly equal mix of genders
- All participants must have received at least one dose of a COVID-19 vaccine, must intend to receive the second dose (if applicable), and must participate in English

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

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

6. If the COVID-19 vaccine you received requires a second dose, do you intend to get the second dose of the vaccine?

| | | |
|--|--------------------------|-------------|
| Yes | <input type="checkbox"/> | > CONTINUE |
| No | <input type="checkbox"/> | > TERMINATE |
| Already received second dose/not required to get a second dose | <input type="checkbox"/> | > CONTINUE |

7. What is your race? Please select all that apply. **RECRUIT A MIX**

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

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

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

9. What is your gender?

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

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

Note to recruitment: Recruit a mix of ages.

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

Note to recruitment: Recruit a mix of locations.

12. 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 |

13. 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 |

14. When it comes to overall public policy from the federal government, do you consider yourself liberal, conservative, or somewhere in between?

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

15. 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.