



## Foundational Focus Group – Nonvaccinated Hispanic or Latinx Screener (English)

### NOTES TO RECRUITERS

- Recruit 8 to “seat” 4-6 participants.
- 3 focus groups among Hispanic/Latinx adults only (segmented by language and age). Of these, there should be:
  - **Bilingual focus group (English)** = More English than Spanish OR Both English and Spanish Equally OR More Spanish than English (all Q12) AND English (Q13)
    - **Respondents should be ages 18-34**
  - **Bilingual focus group (Spanish)** = More English than Spanish OR Both English and Spanish Equally OR More Spanish than English (all Q12) AND Spanish (Q13)
    - **Respondents should be ages 18-34**
  - **Spanish-speaking focus group** = Only Spanish (Q12)
    - **Respondents should be ages 35+**
- Each group must include a range/mix of:
  - Genders
  - Education levels
  - Geographic locations (mix of cities/states)
  - Ideologies
- 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"/>	> <b>CONTINUE</b>
No	<input type="checkbox"/>	> <b>TERMINATE</b>

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"/>	> <b>TERMINATE</b>
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An advertising, public relations, or marketing agency	<input type="checkbox"/>	> <b>TERMINATE</b>
News, radio, TV, print, media	<input type="checkbox"/>	> <b>TERMINATE</b>
As a health care provider or medical professional (e.g., physician, nurse)	<input type="checkbox"/>	> <b>CONTINUE</b>
At a health care company	<input type="checkbox"/>	> <b>CONTINUE</b>
Construction, repair and maintenance	<input type="checkbox"/>	> <b>CONTINUE</b>
Finance	<input type="checkbox"/>	> <b>CONTINUE</b>
None of these	<input type="checkbox"/>	> <b>CONTINUE</b>

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

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

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

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

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

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

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

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	<input type="checkbox"/>	> <b>TERMINATE</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>

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	<input type="checkbox"/>	> <b>TERMINATE</b>
I will wait to get a vaccine for one or more reasons	<input type="checkbox"/>	> <b>CONTINUE</b>
I will never get a COVID-19 vaccine	<input type="checkbox"/>	> <b>TERMINATE</b>

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

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

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

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

11. To what extent do you agree or disagree with the following statement? I identify with and participate in Latino culture and traditions.

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>

12. What language do you usually speak at home?

Only English	<input type="checkbox"/>	> <b>TERMINATE</b>
More English than Spanish	<input type="checkbox"/>	> <b>CONTINUE TO Q13</b>
Both English and Spanish equally	<input type="checkbox"/>	> <b>CONTINUE TO Q13</b>
More Spanish than English	<input type="checkbox"/>	> <b>CONTINUE TO Q13</b>
Only Spanish	<input type="checkbox"/>	> <b>SKIP TO Q14</b>

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

English	<input type="checkbox"/>	> <b>CONTINUE</b>
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Spanish  > CONTINUE

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

**Note to recruitment:**

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

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15. What is your gender?

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

16. What city and state do you live in? CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

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

17. 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

18. 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

19. Were you born in the United States?

Yes	<input type="checkbox"/>	> SKIP TO Q21
No	<input type="checkbox"/>	> CONTINUE

20. How long have you been living in the United States?

Less than a year to 4 years	<input type="checkbox"/>	> CONTINUE
5 to 9 years	<input type="checkbox"/>	> CONTINUE
10 years or more	<input type="checkbox"/>	> CONTINUE

21. 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

22. 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.