

Fatherhood Screener

SCREENER

The purpose of this information collection is to identify and “recruit” the correct number of fathers who match research plan specifications, in order to get feedback from them on the proposed communication ideas (“creative concepts”) for the national media campaign. All responses are voluntary and will be kept private.

Methodology & Timing:

- **Recruiting:** KO TBC – May
- **30 x 1-Hr Video IDI's:** Interview week of TBC -Mid May

The Recruit: Universal Dad

The Universal Dad target is inclusive of all ages, races and ethnicities, geographic diversity (including rural), socioeconomic status, income and education levels, varying custodial and living situations, and age of children.

- Males between the ages of 16 to 48, who are fathers of children under 18
 - 10 – 12 Participants primarily aged 18-24 yrs, but including 1-2 aged 16-17 yrs
 - 18 – 20 Participants aged 24yrs+; mix of ages
- All fathers of one or more children
 - Min 10 participants each - Mix of first-time dads and those with 2 or more kids
- Min/Max ~ 10 participants with partial or no custody of their children

Other Specs:

- **Gender:** Male
- **Age range:** 16 – 48 yrs
- **Ethnicity:** Mix
- **Marital Status:** Mix
- **HHI:** Mix
- **Level of Education:** All educations
- **Geography:** Nationwide – Max of 15 participants from tier 1 cities (NYC, LA, CHIC, SF) – remaining a mix from lower tier and more rural populations.

All respondents will be fully vetted through multiple angles:

- Have not completed any studies recently, as to avoid “professional respondents”

THE PAPERWORK REDUCTION ACT OF 1995 (Pub. L. 104-13): Public reporting burden for this collection of information is estimated to average .16 hour (10 minutes) per response, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

FOR PARTICIPANTS UNDER 18 YEARS OF AGE PLEASE SCREEN PARENT FIRST AND RECEIVE PARENT'S PERMISSION FOR INDIVIDUAL TO PARTICIPATE IN SCREENING AND RESEARCH PRIOR TO RUNNING THE POTENTIAL PARTICIPANT THROUGH THE SCREENER

GENERAL LINE OF QUESTIONING:

1. How old are you? (Open ended)

Screen for:

- 10 – 12 Participants primarily aged 18-24 yrs, including 1-2 aged 16-17 yrs
- 18 – 20 Participants aged 24yrs+; mix of ages

IF UNDER THE AGE OF 18 PLEASE ASK TO SPEAK TO THEIR GUARDIAN BEFORE PROCEEDING WITH SCREENING. CONTINUE THE GUARDIAN TO Q2. IF 18 YEARS OF AGE OR OVER PLEASE CONTINUE TO Q3.

(QUESTION 2 FOR GUARDIAN ONLY)

2. We are interested in screening (insert participant's name) to potentially participate in a market research interview. Can you confirm you are their guardian? And can we have your name for our records?

I cannot give you the topic of the research at this moment but, you are welcome to be present while we screen (insert participant name). If chosen we will be conducting a 1-hour video interview online. (insert participant's name) will be compensated \$75 in appreciation for their time. Do you give consent for (insert participant's name) to participate in the screening process and if chosen do you give consent to participate in the 1-hour video interview?

Yes Continue
No Terminate screening interview

(QUESTION 3 FOR PARTICIPANTS)

3. Have you participated in any market research in the past? If so please tell me the topic(s) of the discussion? And when you participated in each? **(Open ended)**

4. What is your occupation and industry you work in? **(Open ended)**

5. Do you or does anyone in your immediate family or close friends work for any of the following? **RANDOMIZE**
 - a. An advertising or marketing agency **TERMINATE**
 - b. A marketing or marketing research firm **TERMINATE**
 - c. A media company (Television, radio, magazine, newspaper, social media or internet) **TERMINATE**
 - d. Travel Industry
 - e. A clothing manufacturer
 - f. Local, state or federal government
 - g. None of the above

6. What city and state do you currently live in? How would you best describe the community in which you live in (Large City/Urban, Mid-size/Suburban, Small Town, rural)? **(Open ended)**

Nationwide - Max of 15 participants from tier 1 cities (NYC, LA, CHIC, SF) - remaining a mix from lower tier and more rural populations.

Nimbly to confirm size of the community against city name

7. We wish to speak with people from different cultures, which of the following best represents your racial or ethnic background? *
 - African American/Black - **MAY SELECT**
 - Asian/Asian American - **MAY SELECT**
 - Caucasian/White - **MAY SELECT**
 - Hispanic/Latino - **MAY SELECT**
 - Other - Please specify - **MAY SELECT**
 - Prefer not to say - **RELEASE FROM SCREENING**

 8. What is your current marital status? **(Open ended)**
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9. Do you have any children under the age of 18? If yes please tell me their ages? **(Open ended)**
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Min 10 participants each - Mix of first-time dads and old pros (2 or more kids)

Now I'm going to ask you some questions to get to know you a bit better. They are centered around relationships in your life. If you don't feel comfortable answering them you can just let us know that and skip to the next question. Overall, we are looking for engaging people who are willing to share their opinions so please keep that in mind as you answer the following questions.

10. Thinking about your community (neighborhood, church, other community organizations, etc.) how engaged or involved do you feel with your community? Do you participate in events? Do you know your community members? Do you wish you were more involved? If any, what are the barriers that keep you from being more involved (time, money, distance to the community, etc.)

a. Open Response - **RESPONDENT MUST BE ARTICULATE**

11. Now thinking about your friends currently how engaged or involved do you feel with your friends? Do you see them often? Do you wish you were more involved with them? If any, what are the barriers that keep you from being more involved (time, money, distance to the friends, etc.)

a. Open Response - **RESPONDENT MUST BE ARTICULATE**

12. Last thinking about your children currently how involved do you feel with your children? Do you see them often? Do you wish you were more involved with them (this could be with activities or emotionally)? If any, what are the barriers that keep you from being more involved (time, money, distance to the children, etc.)

a. Open Response - **RESPONDENT MUST BE ARTICULATE**

13. Are any of your children disabled or have special needs? If you feel comfortable please share more details. **(Open ended)**

Overall limit interviews number of interviews with disabled children so that we have a representable sample to match general public.

14. Where do your children reside?

- With me and my spouse/significant other **ALL OF THE TIME - FT DAD - SKIP TO Q16**
- With **ONLY** me (i.e. no spouse/significant other) **ALL OF THE TIME - FT DAD - SKIP TO Q16**
- With my **EX-SPOUSE/EX-SIGNIFICANT OTHER** most or all of the time - *
- With some **OTHER** family member most or all of the time - *
- SOMETIMES** with my ex-spouse/ex-significant other and sometimes with me - *
- SOMETIMES** with some other family member and sometimes with me - *

***Potential for non-custodial dads - Continue to Q15**

15. You indicated that your children don't reside with you all of the time. How often would you say you spend time with your children?

- Less than once a month - **RELEASE FROM SCREENING**
- Once a month
- Two or four times
- Five times or more a month

Min/Max 10 participants with partial or no custody of their children

16. *This interview will be recorded. It will not be used publicly. It will only be used internally for research purposes. Are you comfortable with your interview being recorded?*

- a. Yes
- b. No

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17. *If you're selected for this research, you will be invited to participate in a 1 hour online video interview (the interview days will be between XXXXX). You will be compensated \$75 for full participation. Do you agree with this?*

- a. Yep!
- b. No

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ALL TO SIGN THE NDA LINK