

## Fathers Screener

The purpose of this document is to locate and identify fathers who meet study specifications and qualify for participation in the customer feedback that will inform communication materials that will be used as part of a national media campaign. Responses are voluntary and will be kept private.

### **Methodology:**

- 8 fathers/8 family members
- 1:1 phone interviews

### **Target: Universal Dads Who Need Help the Most**

We'll be looking to recruit fathers that represent the Universal Dad who needs help the most -- this means a group inclusive of many walks of life, types of relationships with kids and over-indexing with younger, lower-income fathers.

- A mix of demographics: age, ethnicity, income, geography, marital status, education
- A mix of states of their relationship with their kids: high involvement, low-involvement, partial custody, no custody, on parole, new dads
- Half of our participants will be under 24 years old and with a low income
- Half of our participants will have partial or no custody

**Specs:** All participants will be thoroughly vetted to achieve this desired mix of demographics and involvement characteristics.

- Gender: Male
- Number of children: at least 1 under the age of 18

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- Age: 16 - 48
  - 4 x under 24
- Involvement with children: Mix
- Ethnicity: Mix
- Marital Status: Mix
- Custody Status: Mix
  - Including half with partial/no custody
- Income: Mix
- Geography: Mix of urban/suburban/rural
- Education: Mix

**Projected Screening Language/Questions:**

Target request: *“We’re looking for fathers to have a frank and open conversation about their relationship with their children, and the challenges they face. All conversations will be over the phone, and private.”*

**Screener:**

1. How old are you?
  - a. Open-ended

*\*If under the age of 18 we will have both the participant and guardians fill out a consent form\**

2. Would you be willing to have an open, honest, and personal conversation over the phone about your experiences as a father?
  - a. Yes
  - b. No **(TERMINATE)**

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- c. I don't know (**TERMINATE**)
3. How many children do you have?
- a. 0 (**TERMINATE**)
  - b. 1
  - c. 2
  - d. 3
  - e. 4
  - f. 5+
4. What are the ages of your children?
- a. Open-ended [**RECRUIT A MIX**]
5. How would you describe your relationship status? (You may select all that apply.)
- a. Married
  - b. Divorced
  - c. Single
  - d. In a relationship
  - e. Engaged
  - f. Separated
6. Which of the following best describes your custody status?
- a. I have full custody of my children [**SKIP NEXT QUESTION**]
  - b. I share custody of my children with an ex-spouse or ex-significant other
  - c. I share custody of my children with a family member

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- d. I do not have custody of my children
7. [CONDITIONAL ON B, C OR D] You indicated that you don't have full custody of your children. How often do you see your children?
- a. Less than once a month **(TERMINATE)**
  - b. Once a month
  - c. 2-4 times a month
  - d. 5+ times a month
8. Which of the following best describes your experience as a father?
- a. I **often** have interactions with my children where I feel like we connect
  - b. I **sometimes** have interactions with my children where I feel like we connect
  - c. I **rarely** have interactions with my children where I feel like we connect
  - d. I do not have much contact with my child/children. **(TERMINATE)**
  - e. I don't know
9. What city and state do you currently live in? How would you best describe the community in which you live (Large City/Urban, Mid-size/Suburban, Small Town, rural)?
- a. Open-ended
10. What best describes your race or ethnicity?

- a. Asian
  - b. Black/African
  - c. Caucasian
  - d. Hispanic/Latinx
  - e. Native American
  - f. Pacific Islander
  - g. Prefer not to answer (**TERMINATE**)
  - h. Other, please specify
11. What is your current occupation and in what industry do you work?
- a. Open-ended
12. What was your total household income before taxes during the past 12 months?
- a. No income
  - b. Less than \$25,000
  - c. \$25,000 to \$34,999
  - d. \$35,000 to \$54,999
  - e. \$55,000 to \$64,999
  - f. \$65,000 to \$94,999
  - g. \$95,000 to \$124,999
  - h. \$125,000 or more

13. Tell us a little bit about your relationship with your children. How often do you see them? How involved in their life are you? Is there anything special or challenging about your relationship?

a. Open-ended

*\* We will look for responses that indicate a willingness to open up and represent a spread of different relationship situations*

14. Is there anyone in your life who has been a role model for you as father? Who are they, if anyone? Why do you admire them?

a. Open-ended

*\* We will look for responses that indicate a willingness to open up and represent a spread of influences*

15. Would a member of your family be willing to be interviewed as well?

a. Yes

b. No (**TERMINATE**)

c. I don't know (**TERMINATE**)

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 (**TERMINATE**)

17. If you're selected for this research, you will be invited to participate in a 1-hour phone interview (the interview days will be between XXXXX ). You will be compensated (\$XXX) for full participation. Do you agree with this?
- a. Yes
  - b. No (**TERMINATE**)

**[FORMS AND FOLLOW UPS]**

- Have all participants sign NDAs
- Have participants under 18 sign guardian consent forms