



W2 Foundational Focus Group Screeners - Adults

Notes to Recruiters

Recruitment Segments:

- **3 Focus Groups with younger Black adults (18-39)**
 - 2 groups with participants from large metropolitan areas in the Southeast
 - Atlanta, GA; Charlotte, NC; Raleigh-Durham, NC
 - 1 group with participants from medium metropolitan areas in the Southeast
 - Jacksonville, FL; Birmingham, AL; Memphis, TN
 - Mix of gender, political ideology, SES, etc.
- **2 Focus Groups with older Black adults (40+)**
 - 1 group with participants from large metropolitan areas in the Southeast
 - Atlanta, GA; Charlotte, NC; Raleigh-Durham, NC
 - 1 group with participants from medium metropolitan areas in the Southeast
 - Jacksonville, FL; Birmingham, AL; Memphis, TN
 - Mix of gender, political ideology, SES, etc.
- **3 Focus Groups with younger Latino adults (18-39)**
 - 2 groups with participants from large metropolitan areas in the Southwest
 - Dallas, TX; Houston, TX; Phoenix, AZ
 - 1 group with participants from medium metropolitan areas in the Southwest
 - Waco, TX; Oklahoma City, OK; Harlingen, TX; Tucson, AZ
 - Mix of gender, political ideology, SES, etc.
- **2 Focus Groups with older Latino adults (40+)**
 - 1 group with participants from large metropolitan areas in the Southwest
 - Dallas, TX; Houston, TX; Phoenix, AZ
 - 1 group with participants from medium metropolitan areas in the Southwest
 - Waco, TX; Oklahoma City, OK; Harlingen, TX; Tucson, AZ
 - Mix of gender, political ideology, SES, etc.
- **4 Focus Groups with conservative White adults (18+)**
 - 2 groups with participants from large metropolitan areas in the Midwest
 - Indianapolis, IN; Cleveland, OH
 - 2 groups with participants from medium metropolitan areas in the Midwest
 - Springfield, MO; Lexington, KY; Green Bay, WI
 - All participants must have a conservative political ideology
 - Mix of gender, SES, age, etc.



Other Notes

- For all groups, recruit 8 to seat 6.
- All participants must be part of the movable middle, i.e., hesitant to get vaccinated but at least some willingness to eventually get vaccinated.
- Young adult groups = ages 18-39
- Older adult groups = ages 40+
 - For older adult groups, target the older end of the age spectrum, if possible.

Screener

Hello, my name is **[INSERT NAME]** from **[INSERT FACILITY NAME]**, a market research firm. We are recruiting for an upcoming study that will collect feedback about COVID-19. 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 90-minute focus group. The focus group would be conducted virtually, and you would receive \$75 for participating. I have some 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 online research panel? **[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 focus group. Will you be able to meet both 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 participated in a COVID-19 vaccine trial?

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

6. Have you received a COVID-19 vaccine?

| | | |
|--|--------------------------|-------------|
| No, I have not received a COVID-19 vaccine | <input type="checkbox"/> | > CONTINUE |
| Yes, I have received at least one shot of a COVID-19 vaccine | <input type="checkbox"/> | > TERMINATE |

7. What is the likelihood you will get a COVID-19 vaccine?

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

8. How soon will you get vaccinated?

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

9. What is your gender? **[RECRUIT A MIX]**

| | | |
|-----------------------------------|--------------------------|------------|
| 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]**

Note to recruitment:

- **Participants must be 18 years or older.**
- **For Black and Latino young adult groups, respondents must be 18-39.**
- **For Black and Latino older adult groups, respondents must be 40+ (target the older end of the age spectrum, if possible).**

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

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

Note to recruitment:

- **For Latino focus groups, respondent must select “Yes” to Q11. One or more races may be selected Q12.**
- **For White focus groups, respondents must select “No” to Q11.**

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

| | | |
|----------------------------------|--------------------------|------------|
| American Indian or Alaska Native | <input type="checkbox"/> | > CONTINUE |
| Asian | <input type="checkbox"/> | > CONTINUE |
| Black or African American | <input type="checkbox"/> | > CONTINUE |

| | | |
|--|--------------------------|------------|
| Native Hawaiian and Other Pacific Islander | <input type="checkbox"/> | > CONTINUE |
| White/Caucasian | <input type="checkbox"/> | > CONTINUE |
| Prefer not to say/Refuse to answer | <input type="checkbox"/> | > CONTINUE |

Note to recruitment:

- For Black focus groups, respondent must select “No” in Q11 and only “Black or African American” in Q12. No additional races may be selected.
- For White focus groups, respondents must select “No” in Q11 and only “White/Caucasian” in Q12. No additional races may be selected.
- For Latino focus groups, any race(s) may be selected in Q12. In Q11, “Yes” must be selected.

13. In what city, state, and ZIP code do you live?

CITY: _____ STATE: _____ ZIP CODE: _____

Note to recruitment:

- See ZIP code file for those associated with target cities.

14. In general, do you think of yourself as...?

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

Note to recruitment:

- For White groups, respondent must select “Slightly conservative, Conservative, or Extremely Conservative” in Q14.
- For Black and Latino groups, recruit a mix.

15. 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 high school 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 |

16. 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 |

17. Last year (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/Refuse to answer | <input type="checkbox"/> | > CONTINUE |

18. Are you a parent or guardian of a child who is under 18?

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

19. What is your child's age? **[RECORD VERBATIM]**

Note to recruitment: Record age for all children.

Thank you for taking the time to answer these questions. We will be in touch with additional information on the study.