Parents of Children 6 Months to Under 5 Years Old Focus Group Screener

# Notes to Recruiters

* Recruit 8 to seat 4-6
* 18 focus groups with vaccinated parents of children 6 months to under 5 years old
	+ 6 focus groups with vaccinated parents who say they will get their child vaccinated as soon as vaccines are authorized and available to them
		- 3 focus groups with parents of children 6 months – under 2 years old
			* 1 Black/African American (B/AA), 1 Hispanic/Latino (English), 1 gen pop
		- 3 focus groups with parents of children ages 2–4
			* 1 B/AA, 1 Hispanic/Latino (English), 1 gen pop
	+ 12 focus groups with vaccinated parents who say they will wait to get their child vaccinated once vaccines are authorized and available to them
		- 6 focus groups with parents of children 6 months–under 2 years old
			* 2 B/AA, 2 Hispanic/Latino (English), 2 gen pop
		- 6 focus groups with parents of children ages 2–4
			* 2 B/AA, 2 Hispanic/Latino (English), 2 gen pop
* Do not include anyone who participated in the in-depth interviews for parents of children 6 months to under 5 years of age.
* Please terminate as soon as someone fails to meet an inclusion criterion.
* Please ensure a mix of children ages within the 6-month-to-under-5-year-old group.
* Mix of children ages, gender, race/ethnicity, political ideology, SES, geographic area, education level, etc.
* Please ensure a mix of child vaccination likelihood (Q16) and limit the number of participants who select “somewhat unlikely” to no more than **1** in a focus group.

## 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 a 2-hour focus group that will be conducted virtually for which you would receive a $100 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  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> TERMINATE**  |

1. In the past 5 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  | [  ]  | **> TERMINATE**  |
| An advertising, public relations, or marketing agency  | [  ]  | **> TERMINATE**  |
| News, radio, TV, print, media  | [  ]  | **> TERMINATE**  |
| For the U.S. Federal government | [  ]  | **> TERMINATE**  |
| As a health care provider or medical professional (e.g., physician, nurse)  | [  ]  | **> Terminate**  |
| At a health care company  | [  ]  | **> CONTINUE**  |
| Construction, repair, and maintenance  | [  ]  | **> CONTINUE**  |
| Finance  | [  ]  | **> CONTINUE**  |
| None of these  | [  ]  | **> CONTINUE**  |

1. 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 of these requirements?

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> TERMINATE**  |

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

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> TERMINATE**  |

1. What is your sex?

|  |  |  |
| --- | --- | --- |
| Male  | [  ]  | **> CONTINUE**  |
| Female  | [  ]  | **> CONTINUE**  |
| Prefer to self-describe (specify)  | [  ]  | **> CONTINUE**  |

1. What is your age? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[RECORD VERBATIM]**

**Note to recruitment: Participants must be 18 years or older.**

1. Are you a parent or guardian of a child under the age of 18?

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE** |
| No  | [  ]  | **> TERMINATE** |

1. Have you received all required doses of an authorized COVID-19 vaccine? That is, have you received two doses of either the Pfizer or Moderna vaccines or one dose of the Johnson & Johnson vaccine?

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE**  |
| No | [  ]  | **> TERMINATE** |

1. When you became eligible for a vaccine, how long did you wait before getting the first (or only) shot?

|  |  |  |
| --- | --- | --- |
| I got it right away | [ ] | **> CONTINUE** |
| I chose to wait to get vaccinated for one or more reasons | [ ] | **> CONTINUE**  |

1. U.S. health officials and medical experts now recommend COVID-19 vaccine booster shots for people 5 months after their second dose of an mRNA vaccine (Pfizer-BioNTech and Moderna) or 2 months after their dose of the Johnson & Johnson vaccine. Have you received a COVID-19 vaccine booster shot?

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE TO Q12**  |
| No | [  ]  | **> CONTINUE TO Q11** |

1. What is the likelihood that you will get a COVID-19 vaccine booster shot?

|  |  |  |
| --- | --- | --- |
| Very unlikely | [ ] | **> CONTINUE** |
| Somewhat unlikely | [ ] | **> CONTINUE**  |
| Neither likely nor unlikely | [ ] | **> CONTINUE**  |
| Somewhat likely | [ ] | **> CONTINUE** |
| Very likely | [ ] | **> CONTINUE** |

1. Please provide the ages of each of your children. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[RECORD VERBATIM, TERMINATE IF NO CHILDREN ARE 6 MONTHS TO UNDER 5 YEARS OLD] Note to recruitment: At least one child must be 6 months to under 5 years old. Record age for all children. If there is more than one child 6 months to under 5 years old in the household for whom respondent is a guardian, ask respondent whose birthday is next. Use this child for Q14-Q19.**
2. Who makes your child(ren)’s primary health-related decisions? Select all that apply.

|  |  |  |
| --- | --- | --- |
| You  | [  ]  | **> CONTINUE** |
| Someone else | [  ]  | **> TERMINATE**  |
| You and someone else   | [  ]  | **> CONTINUE**  |
| Other:\_\_\_\_  | [  ]  | **> TERMINATE IF “YOU” IS NOT ALSO SELECTED**  |

1. Has your child **who is under the age of 5** participated in a COVID-19 vaccine clinical trial?

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> TERMINATE**  |
| No  | [  ]  | **> CONTINUE**  |

1. What is the likelihood you will get your child **who is under the age of 5** vaccinated when they are eligible? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Very unlikely | [ ] | **> TERMINATE** |
| Somewhat unlikely | [ ] | **> CONTINUE**  |
| Neither likely nor unlikely | [ ] | **> CONTINUE**  |
| Somewhat likely | [ ] | **> CONTINUE** |
| Very likely | [ ] | **> CONTINUE** |

1. Once they become eligible, what would make you more likely to get a COVID-19 vaccine for your **child under the age of 5**? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| More testing and research becomes available | [ ] | **> CONTINUE** |
| It becomes convenient for me to schedule an appointment | [ ] | **> CONTINUE** |
| My pediatrician recommends it | [ ] | **> CONTINUE**  |
| Financial incentives are offered | [ ] | **> CONTINUE** |
| Vaccination is mandated in my area | [ ] | **> CONTINUE** |
| I am already planning to get my child vaccinated when they become eligible | [ ] | **> CONTINUE**  |
| Other:\_\_\_\_ | [ ] | **> CONTINUE**  |
| Nothing will make me more likely | [ ] | **> TERMINATE** |

**Note to recruitment: Please record verbatim what they say for “other.”**

1. Children ages 5 and older are now eligible to take U.S. Food and Drug Administration (FDA)-authorized vaccines to prevent COVID-19. As the FDA and CDC review clinical trial data, younger children could also become eligible. Once they are eligible, how soon will your child **under the age of 5** get a COVID-19 vaccine?

|  |  |  |
| --- | --- | --- |
| I will get my child vaccinated against COVID-19 as soon as they are eligible | [ ] | **> CONTINUE to q19** |
| Once they are eligible, I will still wait to get my child vaccinated against COVID-19 for one or more reasons | [ ] | **> CONTINUE to q18** |
| I will never get my child vaccinated against COVID-19 | [ ] | **> TERMINATE** |

1. You responded that you will wait to get your child **under the age of 5** vaccinated against COVID-19. How long will you wait after the vaccine is authorized by the U.S. Food and Drug Administration (FDA) for children under 5? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| 0–3 months | [ ] | **> CONTINUE** |
| 4–6 months | [ ] | **> CONTINUE**  |
| 7–11 months | [ ] | **> CONTINUE**  |
| 1 year to less than 3 years | [ ] | **> CONTINUE** |
| 3 years or more | [ ] | **> TERMINATE** |

1. Has your child **who is older than 5** received a COVID-19 vaccine?**[ASK ONLY FOR THOSE WHO ALSO HAVE A 5 TO UNDER 18-YEAR-OLD]**

|  |  |  |
| --- | --- | --- |
| No, my child has not received a COVID-19 vaccine  | [  ]  | **> CONTINUE**  |
| Yes, my child has had at least one shot of a COVID-19 vaccine  | [  ]  | **> CONTINUE**  |

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

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> CONTINUE**  |

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

|  |  |  |
| --- | --- | --- |
| American Indian or Alaska Native  | [  ]  | **> CONTINUE**  |
| Asian | [  ]  | **> CONTINUE**  |
| Black or African American  | [  ]  | **> CONTINUE**  |
| Native Hawaiian and Other Pacific Islander  | [ ] | **> CONTINUE** |
| White/Caucasian | [ ] | **> CONTINUE** |
| Prefer not to say/Refuse to answer  | [ ] | **> CONTINUE** |

1. In what city and state do you live?

CITY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_       STATE:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

1. What is the highest level of school you have completed? [**RECRUIT A MIX, PLEASE TRY TO ENSURE A ROBUST REPRESENTATION OF PARTICIPANTS BELOW A BACHELOR’S DEGREE]**

|  |  |  |
| --- | --- | --- |
| Some high school or less (no diploma)  | [  ]  | **> CONTINUE**  |
| High school diploma or equivalent (GED)  | [  ]  | **> CONTINUE**  |
| Some college, no degree  | [  ]  | **> CONTINUE**  |
| Associate degree  | [  ]  | **> CONTINUE**  |
| Bachelor’s degree  | [  ]  | **> CONTINUE**  |
| Master’s degree  | [  ]  | **> CONTINUE**  |
| Professional or doctorate degree  | [  ]  | **> CONTINUE**  |

1. Which of the following best describes you? Please select all that apply. [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| Employed full time  | [  ]  | **> CONTINUE** |
| Employed part time  | [  ]  | **> CONTINUE** |
| Self-employed  | [  ]  | **> CONTINUE** |
| Not employed, but looking for work  | [  ]  | **> CONTINUE** |
| Not employed, and not looking for work  | [  ]  | **> CONTINUE** |
| Stay-at-home parent/guardian  | [  ]  | **> CONTINUE** |
| Student  | [  ]  | **> CONTINUE** |
| Retired  | [  ]  | **> CONTINUE** |

1. In 2021, what was your total household income from all sources, before taxes? [**RECRUIT A MIX, ENSURE ROBUST REPRESENTATION OF <$50K**]

|  |  |  |
| --- | --- | --- |
| Less than $15,000  | [  ]  | **> CONTINUE**  |
| $15,000 to $24,999  | [  ]  | **> CONTINUE**  |
| $25,000 to $34,999  | [  ]  | **> CONTINUE**  |
| $35,000 to $49,999  | [  ]  | **> CONTINUE**  |
| $50,000 to $74,999  | [  ]  | **> CONTINUE**  |
| $75,000 to $99,999  | [  ]  | **> CONTINUE**  |
| $100,000 to $149,999  | [  ]  | **> CONTINUE**  |
| $150,000 to $199,999  | [  ]  | **> CONTINUE**  |
| $200,000 and over  | [  ]  | **> CONTINUE**  |
| Don’t know/Refused  | [  ]  | **> CONTINUE**  |

1. In general, do you think of yourself as…? [**RECRUIT A MIX.**]

|  |  |  |
| --- | --- | --- |
| Extremely liberal | [  ]  | **> CONTINUE**  |
| Liberal | [  ]  | **> CONTINUE**  |
| Slightly liberal | [  ]  | **> CONTINUE**  |
| Moderate, middle of the road | [  ]  | **> CONTINUE**  |
| Slightly conservative | [  ]  | **> CONTINUE**  |
| Conservative | [  ]  | **> CONTINUE**  |
| Extremely conservative | [  ]  | **> 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 2 hours. Thank you again for your time, and we will send additional information soon.

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