

PROPOSED RECRUITMENT SCREENERS

PoolSafely Focus Groups

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
<i>State (state wide)</i>	AZ	AZ	TX	TX	FL	FL
<i>Race</i>	Recruit a mix	Hispanic parents	Recruit a mix	Black and Hispanic parents	Recruit a mix	Black parents

Recruit 8 each

1. Gender

- ☐ Male
- ☐ Female

2. Which of the following best describes your race or ethnicity?

- ☐ Asian.....Recruit in group 1 in AZ, group 3 in TX and group 5 in FL
- ☐ Black/African-American.....Recruit in group 4 in TX and group 6 in FL
- ☐ Hispanic or Latino.....Recruit in group 2 in AZ and group 4 in TX
- ☐ White.....Recruit in group 1 in AZ, group 3 in TX and group 5 in FL
- ☐ Other.....Recruit in group 1 in AZ, group 3 in TX and group 5 in FL

3. Which of the following categories does your age fit in? [RECRUIT A MIX]

- ☐ 18-34
- ☐ 35-44
- ☐ 45-53
- ☐ 65+

4. What range best describes your total household income before taxes? [RECRUIT A MIX]

- ☐ Under \$40,000
- ☐ \$40,000-\$59,999
- ☐ \$60,000-\$79,000
- ☐ \$80,000-\$99,999
- ☐ \$100,000 or more

5. Are you the parent or primary care taker of any children under the age of 8? If so, what are their ages? [RECRUIT A MIX OF CHILD AGES]

Terminate if none

6.

[If child is 3 or above] How often does your child swim in a pool, either residential or public, for recreation?

- ☐ Never - **TERMINATE**
- ☐ My child has been in a pool only a handful of times
- ☐ A few times a year
- ☐ At least once a month
- ☐ More frequently

[If child is 2 or below] How often do you plan on taking your child to swim in a pool, either residential or public, for recreation?

- ☐ Never - **TERMINATE**
- ☐ A few times a year
- ☐ At least once a month
- ☐ More frequently

7. Where does your child swim? [RECRUIT A MIX]

- ☐ A pool we own
- ☐ A friend or family member's pool
- ☐ A community or public pool
- ☐ Other

8. Do you or anyone else in your household work in any of the following areas?

- ☐ Market research - **TERMINATE**
- ☐ Advertising- **TERMINATE**
- ☐ Public relations or media- **TERMINATE**