

PROPOSED RECRUITMENT SCREENERS

U.S. Consumer Product Safety Commission DEI Focus Group: Hispanic Consumer Media Consumption

Initiative	Research Goal	Research Design
CPSC Hispanic Consumer Study	Obtain feedback amongst Spanish Dominant/Bilingual (those who consume Spanish language media) when it comes to Spanish language CPSC efforts. Learnings will impact future creative development and channel optimization.	Host one focus group: - Group 1: 8 -10 consumers aged 18-54 - The focus group will be 2 hours in Spanish with potential for some English mixed in (depending on group dynamics). - Respondents will reflect the U.S. Hispanic population, as reported by the U.S. census, and will ensure respondents regularly consume Spanish language media (at least 5 hours a week) and prefer to speak/read in Spanish. - Other demographic criteria includes: ages 18-54, household income maximum of \$120k annually, and will include a mix of gender and race/ethnicity in line with census population (see more information below).

Criteria	Focus Group Characteristics
<i>Number of Participants</i>	Recruit 13 to be able to seat 8 – 10. We account for no-shows, recruit to balance the group dynamics and avoid any potential challenges.
<i>Age Range</i>	18 – 54. Given the median age is 30, this group will naturally skew younger.
<i>Gender</i>	Balanced group, including male, female and self-identified. This is a soft quota. It is really about who is the head of household/family influencer.
<i>Race/Ethnicity</i>	In-line with Census population: 4 of Mexican heritage, 3 of Caribbean heritage (primarily Puerto Rico, Cuba, and Dominican Republic). The remaining participants will be of Central/South America heritage. Examples include El Salvador, Guatemala and Colombia.
<i>Household Income</i>	Maximum of \$120,000 annually

Questions that will be asked in the recruitment email to create leads will be the following and will be asked in both English and Spanish:

- Question 2: Which of the following is your preferred language spoken at home?
 - **Note for approval:** We will not terminate any other language spoken at home as for many Hispanic families, they may also speak their indigenous language from their country of origin, so there is no need to exclude those that may speak additional languages. This doesn't impact the research.
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- Question 3: Do you consider yourself a person of Hispanic, Latino, or Spanish origin?
 - **Note for approval:** This is the current phrasing that is established by the Census Bureau to ensure we are encompassing the different terms people self-describe. The answer will not impact the action. The action is to ensure that we recruit people of Hispanic/Latin/Spanish origin.
- Question 10: What is your age?

Questions that will be asked over the phone include the following: Sections 1-3 (Questions 1 - 13)

Section 1 – INTRODUCTION

Note for approval: This section will be conducted in Spanish and English since we are recruiting those who consider Spanish their primary language and we want to be inclusive.

Hello, my name is _____, and I am reaching out on behalf of FINN Partners, an independent research firm. We will be conducting focus groups for a federal public safety agency about creative advertising. The focus group will last about two hours. As a thank you for participating in the study; participants will receive a prepaid debit card in the amount of \$175.

May I ask you a few questions to see if you qualify to participate in the study?

Yes	☐	[CONTINUE]
No	☐	[THANK AND END]

[IF YES] Great! Before we begin, you should know that there are no wrong answers to the questions I'm going to ask you. You also don't have to answer any questions if you don't want to. If an answer leads to me ending the call, that is because we are looking for a diverse set of people, and we may already have enough similar candidates for this study. Do you have any questions before we begin?

Section 2 – SCREENER AND DEMOGRAPHIC QUESTIONS

PLEASE USE THE TERMINATION LANGUAGE BELOW FOR ANY RESPONSE THAT LEADS TO THE ANSWER OPTION "THANK YOU AND END."

1. **Which of the following best describes your gender identity?**
 - ☐ Woman
 - ☐ Man
 - ☐ Non-binary
 - ☐ Prefer to self-describe (please specify)
 - ☐ I prefer not to answer
2. **Which of the following is your preferred language spoken at home?**
 - ☐ English
 - ☐ Spanish
 - ☐ Other
3. **Do you consider yourself a person of Hispanic, Latino, or Spanish origin? *Note for approval: this matches the Census Bureau's way of asking***
 - ☐ No, not of Hispanic, Latino, or Spanish origin **[TERMINATE]**
 - ☐ Yes
4. **In which of the following Spanish speaking countries of origin were you born? If you were not born in any of these countries, which of these do you have parents from?**
 - ☐ Caribbean
 - ☐ Puerto Rico
 - ☐ Cuba
 - ☐ Dominican Republic
 - ☐ Central America
 - ☐ South America
 - ☐ El Salvador
 - ☐ Guatemala
 - ☐ Colombia
 - ☐ Mexico
 - ☐ Other (please specify)

Note for approval: The following questions are asked to ensure we are capturing the right Hispanic segment of the population. We do tell them it is purely for marketing/recruitment and NOTHING to do with immigration status. Ethnicity and language are not the only factors. Knowing acculturation levels are critical to understand who is actually viewing Spanish language media.

5. **Which of the following describes you best...?**
 - ☐ I was born outside the United States.
 - ☐ I was born in U.S. born by at least one parent who was born outside of the U.S. and from a Spanish speaking country.
 - ☐ I was born in the U.S., and my family was born in the U.S. My heritage is Hispanic/Latino.**[TERMINATE]**
6. **Do you consider yourself someone who consumes Spanish language media and do you read, write, and speak more in Spanish than English?**

- ☐ Yes
- ☐ No **[TERMINATE]**
- ☐ Don't know **[TERMINATE]**

7. In a typical week, which of the following timeframes are most representative of your Spanish media/content consumption?

- ☐ 1-3 hours per week **[TERMINATE]**
- ☐ 3-5 hours per week **[TERMINATE]**
- ☐ 5-7 hours per week
- ☐ 7-10 hours per week
- ☐ 10+ hours per week

8. Which Spanish language media/content do you consume in a week? (Select all that apply)

Please note for approval: This is purely for informational purposes and can help CPSC understand media channel consumption.

- ☐ TV
- ☐ Print
- ☐ Radio
- ☐ Social Media
- ☐ Websites
- ☐ Other

RETURN TO Demographic Questions

9. Which state do you currently live in?

- ☐ Drop down by state

10. What is your age? Note for approval: We need to ensure we end up with a group that is varied in age; this is a soft quota. Since the median of U.S. Hispanic population is 30 years of age and CPSC would like to understand more about the media the younger population consumes, we will look to skew toward under 35 for the majority of respondents in this group.

- ☐ 17 years old or younger **[TERMINATE]**
- ☐ 18-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+ **[TERMINATE]**

11. Which range best describes your total take-home household income? Please note for approval: This is purely for informational purposes. This information does not matter for this study.

- ☐ Under \$15,000
- ☐ \$15,000-\$30,000
- ☐ \$30,000-\$45,000
- ☐ \$45,000-\$60,000
- ☐ \$60,000-\$75,000
- ☐ \$75,000-\$90,000
- ☐ \$90,000-\$105,000
- ☐ \$105,000-\$120,000
- ☐ \$120,000+ **[TERMINATE]**

- Prefer not to answer **[TERMINATE]**

12. What is the highest degree or level of education you have completed? *Note for approval:* This is purely for informational purposes. For this study, the participants' education status does not matter.

- Some high school
- High school
- Associates degree or trade school
- Some college
- Bachelor degree, Master degree, Ph.D or higher
- Prefer not to answer **[TERMINATE]**

13. 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]**

Termination language

Thank you for your time and consideration. You have not been selected for the focus group.

Section 3 – INVITATION TO PARTICIPATE IN FOCUS GROUP

Congratulations! You have been selected to participate in a focus group. The focus group will be conducted online and may be audio and video recorded.

The focus group will be scheduled the week of **X** and will last approximately **2 hours**.

Your opinions are valuable to us. To thank you for your participation; you will be given a \$175 prepaid debit card.

Are you interested in participating in the focus group?

Select options:

Yes – **[CONTINUE]**

No – **[TERMINATE]**

[If yes] Great! Please provide your email address to receive confirmation of the date and time.

[Enter email address] – OPEN ENDED