

## Attachment 2

### Recruiting Screener for only Individual In-Depth Interviews

#### SECTION 1: INTRODUCTION

Hello, my name is \_\_\_\_\_, and I am calling on behalf of Fors Marsh Group, an independent research firm. We will be conducting interviews about purchasing items online for a federal public health agency. Each interview will be led by a trained researcher. You will be asked to view a few websites where you could purchase toys or household items and give us your reactions and opinions to those websites. The interview will be held at 1010 N. Glebe Rd. in Arlington, VA and last about 60 minutes. If you choose to participate, you will receive \$45 as a thank you for taking part in the study. May I please speak with a [parent/grandparent] in your household to see if they are qualified to participate in the study?

[REPEAT INTRO IF CALL WAS TRANSFERRED]

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

Yes	[ ]	[CONTINUE]
No	[ ]	[THANK AND END]

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 group and we may already have enough similar candidates for this study. 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 AND END]”.

**TERMINATION LANGUAGE:** Thank you for taking the time to answer these questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for in this study. I appreciate your time and have a good morning/afternoon/evening.

**FOR PARENT GROUP:**

**1. Are you a parent/grandparent of a child?**

Yes	[ ]	[CONTINUE] GO TO Q2
No	[ ]	[THANK AND END]

**2. Are you a primary guardian of your child/grandchild (/children/grandchildren)? (For clarification, does the child live in your home at least 50% of the time)**

Yes	[ ]	[CONTINUE] GO TO Q3
No	[ ]	[THANK AND END]

**3. How old are your children?**

--

Years old

If <3 years or >6 years, [THANK AND END]

4. In the past year, approximately how many household items (e.g., kitchen appliance, vacuum) have you purchased online?
5. In the past three months, approximately how many toys for your child/grandchild have you personally purchased online?
6. When, if ever, was the last time you participated in a marketing research or survey research study?

Within the past three months	[ ]	[THANK AND END]
More than three months ago	[ ]	[CONTINUE]
Never	[ ]	[CONTINUE]
		[CONTINUE]

READ: Great. I have a few last questions to ensure that we speak to a variety of people during our focus group sessions.

7. What is your gender?

Male	[ ]	[CONTINUE]
Female	[ ]	

8. What is your age?

	Years old
--	-----------

Note to recruiter: Please record age-range category.

18–24 years old	[ ]	[CONTINUE]
25–34 years old	[ ]	
35–44 years old	[ ]	
45–54 years old	[ ]	

55–64 years old	<input type="checkbox"/>	
65–74 years old	<input type="checkbox"/>	
75 years or older	<input type="checkbox"/>	

9. Which of the following categories includes your race? You may select one or more races.

American Indian or Alaska Native	<input type="checkbox"/>	[CONTINUE]
Asian	<input type="checkbox"/>	
Black or African American	<input type="checkbox"/>	
Native Hawaiian or other Pacific Islander	<input type="checkbox"/>	
White	<input type="checkbox"/>	

10. Are you Hispanic or Latino?

Yes	<input type="checkbox"/>	[CONTINUE]
No	<input type="checkbox"/>	
Refused	<input type="checkbox"/>	

11. In your household, who typically purchases toys ONLINE for your child(ren)/grandchild(ren)

Myself	<input type="checkbox"/>	[CONTINUE]
Spouse	<input type="checkbox"/>	
Both my spouse and myself	<input type="checkbox"/>	
Other	<input type="checkbox"/>	

12. In your household, who typically purchases household items ONLINE for your child(ren)/grandchild(ren)?

Myself	<input type="checkbox"/>	[CONTINUE]
Spouse	<input type="checkbox"/>	
Both my spouse and myself	<input type="checkbox"/>	
Other	<input type="checkbox"/>	

13. What is the highest level of education that you have completed?

Less than high school	<input type="checkbox"/>	[CONTINUE]
High school graduate or GED	<input type="checkbox"/>	
Technical/vocational school	<input type="checkbox"/>	
Community college	<input type="checkbox"/>	
Some college (1-3 years towards Bachelor's degree)	<input type="checkbox"/>	
College (Bachelor's degree)	<input type="checkbox"/>	
Advanced degree (postgraduate degree)	<input type="checkbox"/>	

**SECTION 3: INVITATION TO PARTICIPATE IN INTERVIEW**

Thank you for taking the time to speak with me today. We would like to invite you to participate in an interview. The interview will take place in Arlington, VA. During this interview, you will be viewing websites that are specific to purchasing items for a child/grandchild. The interview will be audio/video recorded. You may not participate in this study if you are not willing to be recorded.

The interview is being held on **X**, at 1010 N. Glebe Rd, Arlington, VA 22201 SUITE 510 and will last **approximately 60 minutes**.

Your opinions are very important to us. You will be paid **\$45** in the form of \_\_\_\_\_ (e.g., gift card, voucher, etc.). A light dinner will also be provided.

People who have been invited previously to participate in this type of project have found the experience to be enjoyable and informative.

Are you interested in participating in this study?

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

**READ:** Great! Please be sure to be there 15 minutes before the scheduled start time to ensure that the group starts on time. Additionally, please bring a government issued photo ID with you to the study. Do you have a pen and paper? If you would like to provide your email address, I can send you a confirmation with address and time?

Email address

[ \_\_\_\_\_ ] Open ended

1010 N. Glebe Rd. Arlington, VA 22201