

HHS COVID-19 PUBLIC EDUCATION CAMPAIGN

A campaign to increase vaccine acceptance while reinforcing basic prevention measures



Foundational Focus Group Master Screener

NOTES TO RECRUITERS

- Recruit 8 to “seat” 4-6 participants.
- 9 focus groups among the “movable middle” (mixed gender, mixed race, divided by age/generation).
- 3 focus groups among Black/African American, non-Hispanic adults only (mixed gender, divided by age/generation).
- 3 focus groups among Hispanic/Latinx adults only (mixed gender). Of these, there should be:
 - o 1 English-speaking focus group = Only English (Q7) OR English (Q8)
 - o 1 bilingual focus group = More English than Spanish OR Both English and Spanish Equally OR More Spanish than English (all Q7) AND Spanish (Q8)
 - o 1 Spanish-speaking focus group = Only Spanish (Q7) OR Spanish (Q8)
- 3 focus groups among AI/AN adults only (mixed age, divided by gender).
- All groups must include a range of education levels and cities/states.
- “Movable middle” groups must also include a mix of race/ethnicity.
- All groups aside from AI/AN groups must include a roughly equal mix of genders.
- Age ranges for the generational breaks are:
 - o 18-34
 - o 35-54
 - o 55+ (two-thirds of this group should be 65+)

SCREENER

Hello, my name is _____ from **[INSERT FACILITY NAME]**, a market research firm. We are recruiting for an upcoming study to get your thoughts and opinions about COVID-19 and how it is affecting life in the country today. 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 90-minute focus group that will be conducted virtually for which you would receive a \$75 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	<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 interview. Will you be able to meet both of these 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. Are you of Hispanic, Latino, or Spanish origin?

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

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

White	<input type="checkbox"/>	> CONTINUE
Black or African American	<input type="checkbox"/>	> CONTINUE
American Indian or Alaska Native	<input type="checkbox"/>	> CONTINUE
Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)	<input type="checkbox"/>	> CONTINUE
Native Hawaiian or other Pacific Islander (e.g., Native Hawaiian Samoan, Chamorro, Tongan, Fijian, Marshallese)	<input type="checkbox"/>	> CONTINUE

ONLY ASK Q7 IF RECRUITING FOR HISPANIC/LATINO GROUPS.

7. What language do you usually speak at home?

Only English	<input type="checkbox"/>	> SKIP TO Q9
More English than Spanish	<input type="checkbox"/>	> CONTINUE TO Q8

Both English and Spanish equally	<input type="checkbox"/>	> CONTINUE TO Q8
More Spanish than English	<input type="checkbox"/>	> CONTINUE TO Q8
Only Spanish	<input type="checkbox"/>	> SKIP TO Q9

8. In what language would you prefer to participate in a focus group discussion?

English	<input type="checkbox"/>	> CONTINUE
Spanish	<input type="checkbox"/>	> CONTINUE

Note to Hispanic/Latino recruitment:

Here is the response option breakdown for the groups segmented by language:

- **English-speaking focus group** = Only English (Q7) OR English (Q8)
- **Bilingual focus group** = More English than Spanish OR Both English and Spanish Equally OR More Spanish than English (all Q7) AND Spanish (Q8)
- **Spanish-speaking focus group** = Only Spanish (Q7) OR Spanish (Q8)

ONLY ASK Q9-Q11 IF RECRUITING FOR AI/AN GROUPS.

9. Do you identify with a state- or federally-recognized tribe?

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

10. What is the name of the state- or federally-recognized tribe you identify with? _____
[RECORD VERBATIM]

11. In what ways do you identify with this tribe? **[SELECT ALL THAT APPLY.]**

Enrolled	<input type="checkbox"/>	> CONTINUE
I have tribal affiliation or community attachment	<input type="checkbox"/>	> CONTINUE
None of the above	<input type="checkbox"/>	> TERMINATE

RESUME ASKING ALL

12. What is your gender?

Male	<input type="checkbox"/>	> SKIP TO Q14
Female	<input type="checkbox"/>	> SKIP TO Q14
Prefer to self-describe (specify)	<input type="checkbox"/>	> CONTINUE TO Q13 IF RECRUITING FOR AIAN

GROUPS

13. Because these focus groups are divided by gender, in which group, if any, would you prefer to participate?

Male	[]	> CONTINUE
Female	[]	> CONTINUE
Prefer not to participate		> TERMINATE

14. What is your age? _____ [RECORD VERBATIM, TERMINATE <18]

Note to recruitment: Recruit a mix of ages.

15. What city and state do you live in? CITY: _____ STATE: _____

Note to recruitment: Recruit a mix of locations.

16. To what extent do you agree or disagree with the following statement? The benefits of vaccines outweigh the risks. [RECRUIT A MIX]

Strongly disagree	[]	> TERMINATE
Somewhat disagree	[]	> TERMINATE
Neither disagree nor agree	[]	> CONTINUE
Somewhat agree	[]	> CONTINUE
Strongly agree	[]	> CONTINUE

17. If an FDA-authorized vaccine to prevent COVID-19 were available to you today at no cost, what is the likelihood you would get vaccinated? [RECRUIT A MIX]

Very unlikely	[]	> TERMINATE
Somewhat unlikely	[]	> CONTINUE
Neither likely nor unlikely	[]	> CONTINUE
Somewhat likely	[]	> CONTINUE
Very likely	[]	> CONTINUE

18. If an FDA-authorized vaccine to prevent COVID-19 were available to you today at no cost, how soon would you get vaccinated? [RECRUIT A MIX]

I would get vaccinated right away	[]	> CONTINUE
Less than 1 month	[]	> CONTINUE
1-3 months	[]	> CONTINUE
4-6 months	[]	> CONTINUE

7-12 months	<input type="checkbox"/>	> CONTINUE
More than 12 months	<input type="checkbox"/>	> CONTINUE
I would never get vaccinated	<input type="checkbox"/>	> TERMINATE

ONLY ASK Q19-Q21 IF RECRUITING FOR AI/AN GROUPS.

19. I have spent time trying to find out more about being [AMERICAN INDIAN/ALASKA NATIVE], such as our history, traditions, and customs.

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

20. I have participated in cultural traditions and/or ceremonies.

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

21. I look to my cultural traditions and community for health and well-being assistance (or help).

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

Note to AIAN RECRUITERS: Target “Yes” responses to Q19-21 for group scheduling.

RESUME ASKING ALL

22. 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 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

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

Employed full-time	<input type="checkbox"/>	> CONTINUE TO Q21
Employed part-time	<input type="checkbox"/>	> CONTINUE TO Q21
Self-employed	<input type="checkbox"/>	> CONTINUE TO Q21

Not employed, but looking for work	<input type="checkbox"/>	> SKIP TO Q22
Not employed, and not looking for work	<input type="checkbox"/>	> SKIP TO Q22
Stay-at-home parent	<input type="checkbox"/>	> SKIP TO Q22
Student	<input type="checkbox"/>	> SKIP TO Q22
Retired	<input type="checkbox"/>	> SKIP TO Q22

24. From where are you currently working? **[RECRUIT A MIX]**

Working exclusively from home	<input type="checkbox"/>	> CONTINUE
Working exclusively from my workplace	<input type="checkbox"/>	> CONTINUE
Working both at home and my workplace	<input type="checkbox"/>	> CONTINUE

25. Do you currently have any children under the age of 18 living at home? **[RECRUIT A MIX]**

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

26. Last year—that is, 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/Refused	<input type="checkbox"/>	> 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 90 minutes. Thank you again for your time and we will send additional information soon.