



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**

2. 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**



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News, radio, TV, print, media	<input type="checkbox"/>	> TERMINATE
For the U.S. Federal government	<input type="checkbox"/>	> TERMINATE
As a health care provider or medical professional (e.g., physician, nurse)	<input type="checkbox"/>	> TERMINATE
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 focus group. 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. What is your sex?

Male	<input type="checkbox"/>	> CONTINUE
Female	<input type="checkbox"/>	> CONTINUE
Prefer to self-describe (specify)	<input type="checkbox"/>	> CONTINUE

6. What is your age?

[RECORD VERBATIM]

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

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

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

8. 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	<input type="checkbox"/>	> CONTINUE
No	<input type="checkbox"/>	> TERMINATE

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

I got it right away	<input type="checkbox"/>	> CONTINUE
I chose to wait to get vaccinated for one or more reasons	<input type="checkbox"/>	> CONTINUE

10. 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	<input type="checkbox"/>	> CONTINUE TO Q12
No	<input type="checkbox"/>	> CONTINUE TO Q11

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

Very unlikely	<input type="checkbox"/>	> CONTINUE
Somewhat unlikely	<input type="checkbox"/>	> CONTINUE
Neither likely nor unlikely	<input type="checkbox"/>	> CONTINUE
Somewhat likely	<input type="checkbox"/>	> CONTINUE
Very likely	<input type="checkbox"/>	> CONTINUE

12. 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.**

13. Who makes your child(ren)'s primary health-related decisions? Select all that apply.

You	<input type="checkbox"/>	> CONTINUE
Someone else	<input type="checkbox"/>	> TERMINATE
You and someone else	<input type="checkbox"/>	> CONTINUE
Other: _____	<input type="checkbox"/>	> TERMINATE IF "YOU" IS NOT ALSO SELECTED

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

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

15. 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	<input type="checkbox"/>	> TERMINATE
Somewhat unlikely	<input type="checkbox"/>	> CONTINUE
Neither likely nor unlikely	<input type="checkbox"/>	> CONTINUE
Somewhat likely	<input type="checkbox"/>	> CONTINUE
Very likely	<input type="checkbox"/>	> CONTINUE

16. 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	<input type="checkbox"/>	> CONTINUE
It becomes convenient for me to schedule an appointment	<input type="checkbox"/>	> CONTINUE
My pediatrician recommends it	<input type="checkbox"/>	> CONTINUE
Financial incentives are offered	<input type="checkbox"/>	> CONTINUE
Vaccination is mandated in my area	<input type="checkbox"/>	> CONTINUE
I am already planning to get my child vaccinated when they become eligible	<input type="checkbox"/>	> CONTINUE
Other: _____	<input type="checkbox"/>	> CONTINUE
Nothing will make me more likely	<input type="checkbox"/>	> TERMINATE

Note to recruitment: Please record verbatim what they say for "other."

17. 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	<input type="checkbox"/>	> CONTINUE TO Q19
Once they are eligible, I will still wait to get my child vaccinated against COVID-19 for one or more reasons	<input type="checkbox"/>	> CONTINUE TO Q18
I will never get my child vaccinated against COVID-19	<input type="checkbox"/>	> TERMINATE

18. 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]**

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0–3 months	<input type="checkbox"/>	> CONTINUE
4–6 months	<input type="checkbox"/>	> CONTINUE
7–11 months	<input type="checkbox"/>	> CONTINUE
1 year to less than 3 years	<input type="checkbox"/>	> CONTINUE
3 years or more	<input type="checkbox"/>	> TERMINATE

19. 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	<input type="checkbox"/>	> CONTINUE
Yes, my child has had at least one shot of a COVID-19 vaccine	<input type="checkbox"/>	> CONTINUE

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

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

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

American Indian or Alaska Native	<input type="checkbox"/>	> CONTINUE
Asian	<input type="checkbox"/>	> CONTINUE
Black or African American	<input type="checkbox"/>	> CONTINUE
Native Hawaiian and Other Pacific Islander	<input type="checkbox"/>	> CONTINUE
White/Caucasian	<input type="checkbox"/>	> CONTINUE
Prefer not to say/Refuse to answer	<input type="checkbox"/>	> CONTINUE

22. In what city and state do you live?

CITY: _____ STATE: _____

Note to recruitment: Recruit a mix of locations.

23. 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)	<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

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

Employed full time	<input type="checkbox"/>	> CONTINUE
Employed part time	<input type="checkbox"/>	> CONTINUE
Self-employed	<input type="checkbox"/>	> CONTINUE
Not employed, but looking for work	<input type="checkbox"/>	> CONTINUE
Not employed, and not looking for work	<input type="checkbox"/>	> CONTINUE
Stay-at-home parent/guardian	<input type="checkbox"/>	> CONTINUE
Student	<input type="checkbox"/>	> CONTINUE
Retired	<input type="checkbox"/>	> CONTINUE

25. 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	<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

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\$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

26. In general, do you think of yourself as...? **RECRUIT A MIX.**

Extremely liberal	<input type="checkbox"/>	> CONTINUE
Liberal	<input type="checkbox"/>	> CONTINUE
Slightly liberal	<input type="checkbox"/>	> CONTINUE
Moderate, middle of the road	<input type="checkbox"/>	> CONTINUE
Slightly conservative	<input type="checkbox"/>	> CONTINUE
Conservative	<input type="checkbox"/>	> CONTINUE
Extremely conservative	<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 2 hours. Thank you again for your time, and we will send additional information soon.
