



# W2 Foundational Focus Group Screeners - Adults

## Notes to Recruiters

### Recruitment Segments:

- **3 Focus Groups with younger Black adults (18-39)**
  - 2 groups with participants from large metropolitan areas in the Southeast
    - Atlanta, GA; Charlotte, NC; Raleigh-Durham, NC
  - 1 group with participants from medium metropolitan areas in the Southeast
    - Jacksonville, FL; Birmingham, AL; Memphis, TN
  - Mix of gender, political ideology, SES, etc.
- **2 Focus Groups with older Black adults (40+)**
  - 1 group with participants from large metropolitan areas in the Southeast
    - Atlanta, GA; Charlotte, NC; Raleigh-Durham, NC
  - 1 group with participants from medium metropolitan areas in the Southeast
    - Jacksonville, FL; Birmingham, AL; Memphis, TN
  - Mix of gender, political ideology, SES, etc.
- **3 Focus Groups with younger Latino adults (18-39)**
  - 2 groups with participants from large metropolitan areas in the Southwest
    - Dallas, TX; Houston, TX; Phoenix, AZ
  - 1 group with participants from medium metropolitan areas in the Southwest
    - Waco, TX; Oklahoma City, OK; Harlingen, TX; Tucson, AZ
  - Mix of gender, political ideology, SES, etc.
- **2 Focus Groups with older Latino adults (40+)**
  - 1 group with participants from large metropolitan areas in the Southwest
    - Dallas, TX; Houston, TX; Phoenix, AZ
  - 1 group with participants from medium metropolitan areas in the Southwest
    - Waco, TX; Oklahoma City, OK; Harlingen, TX; Tucson, AZ
  - Mix of gender, political ideology, SES, etc.
- **4 Focus Groups with conservative White adults (18+)**
  - 2 groups with participants from large metropolitan areas in the Midwest
    - Indianapolis, IN; Cleveland, OH
  - 2 groups with participants from medium metropolitan areas in the Midwest
    - Springfield, MO; Lexington, KY; Green Bay, WI
  - All participants must have a conservative political ideology
  - Mix of gender, SES, age, etc.



### Other Notes

- For all groups, recruit 8 to seat 6.
- All participants must be part of the movable middle, i.e., hesitant to get vaccinated but at least some willingness to eventually get vaccinated.
- Young adult groups = ages 18-39
- Older adult groups = ages 40+
  - For older adult groups, target the older end of the age spectrum, if possible.

## 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 90-minute focus group. The focus group would be conducted virtually, and you would receive \$75 for participating. I have some 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 online research panel? **[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 focus group. Will you be able to meet both 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. Have you participated in a COVID-19 vaccine trial?

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

6. Have you received a COVID-19 vaccine?

No, I have not received a COVID-19 vaccine	<input type="checkbox"/>	> CONTINUE
Yes, I have received at least one shot of a COVID-19 vaccine	<input type="checkbox"/>	> TERMINATE

7. What is the likelihood you will get a COVID-19 vaccine?

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

8. How soon will you get vaccinated?

I will get a vaccine as soon as I can	<input type="checkbox"/>	> TERMINATE
I will wait to get a vaccine for one or more reasons	<input type="checkbox"/>	> CONTINUE
I will never get a COVID-19 vaccine	<input type="checkbox"/>	> TERMINATE

9. What is your gender? **[RECRUIT A MIX]**

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

10. What is your age? \_\_\_\_\_ **[RECORD VERBATIM]**

**Note to recruitment:**

- Participants must be 18 years or older.
- For Black and Latino young adult groups, respondents must be 18-39.
- For Black and Latino older adult groups, respondents must be 40+ (target the older end of the age spectrum, if possible).

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

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

**Note to recruitment:**

- For Latino focus groups, respondent must select “Yes” to Q11. One or more races may be selected Q12.
- For White focus groups, respondents must select “No” to Q11.

12. 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

**Note to recruitment:**

- For Black focus groups, respondent must select “No” in Q11 and only “Black or African American” in Q12. No additional races may be selected.
- For White focus groups, respondents must select “No” in Q11 and only “White/Caucasian” in Q12. No additional races may be selected.
- For Latino focus groups, any race(s) may be selected in Q12. In Q11, “Yes” must be selected.

13. In what city, state, and ZIP code do you live?

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

**Note to recruitment:**

- See ZIP code file for those associated with target cities.

14. In general, do you think of yourself as...?

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

**Note to recruitment:**

- For White groups, respondent must select “Slightly conservative, Conservative, or Extremely Conservative” in Q14.
- For Black and Latino groups, recruit a mix.

15. 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 high school 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

16. 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

17. Last year (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/Refuse to answer	<input type="checkbox"/>	> CONTINUE

18. Are you a parent or guardian of a child who is under 18?

Yes	<input type="checkbox"/>	> CONTINUE
No	<input type="checkbox"/>	> SKIP TO END

19. What is your child's age? **[RECORD VERBATIM]**

**Note to recruitment: Record age for all children.**

Thank you for taking the time to answer these questions. We will be in touch with additional information on the study.