



# Focus Group Screener: Parents of Unvaccinated Children 5 to 11 Years Old

## Notes to Recruiters

- Recruit 8 to seat 4-6
- **18 focus groups with parents of unvaccinated children ages 5-11** (4-6 parents in each group; 72-108 total)
  - o 8 focus groups with parents who say they will get their child(ren) **vaccinated within the next 6 months.**
    - 3 gen pop parents
    - 2 Black/African American parents
    - 3 Latino/Hispanic parents (2 English, 1 Spanish)
  - o 10 focus groups with parents who say they **will wait more than 6 months** to get their child(ren) vaccinated.
    - 4 gen pop parents
    - 3 Black/African American parents
    - 3 Latino/Hispanic parents (2 English, 1 Spanish)
- Please terminate as soon as someone fails to meet an inclusion criterion.
- Mix of children ages, gender, political ideology, SES, geographic area, education level, etc.
  - o Mix of race/ethnicity in gen pop groups.
  - o Please ensure a mix of children’s ages within the 5-11 years old range.
- Please limit the number of participants who select “somewhat unlikely” to vaccinate their children 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 vaccines for children. 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 \$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	<input type="checkbox"/>	> CONTINUE
No	<input type="checkbox"/>	> 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	<input type="checkbox"/>	> TERMINATE
An advertising, public relations, or marketing agency	<input type="checkbox"/>	> 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

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 gender?

Male	<input type="checkbox"/>	> CONTINUE
Female	<input type="checkbox"/>	> CONTINUE
Transgender, non-binary, or another gender	<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 between the ages of 5 and 11 years old?

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

8. Please provide the ages of each of your children. \_\_\_\_\_ [RECORD VERBATIM, TERMINATE IF NO CHILDREN ARE 5 TO 11 YEARS OLD] **Note to recruitment: At least one child must be 5 to 11 years old. Record age for all children. If there is more than one child 5 to 11 years old in the household for whom respondent is a guardian, ask respondent whose birthday is next. Use this child for Q9-Q14.**

9. 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, one dose of the Johnson & Johnson vaccine, or one dose of the Novavax vaccine?

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

10. 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

11. Has your child **between the ages of 5 and 11** participated in a COVID-19 vaccine clinical trial?

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

12. Has your child **between the ages of 5 to 11 years old** received a COVID-19 vaccine?

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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"/>	> TERMINATE

13. What is the likelihood you will get your child **who is 5 to 11 years old** vaccinated for COVID-19? **[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

14. How soon will get your child between 5 and 11 vaccinated for COVID-19? **[RECRUIT A MIX]**

In the next 3 months	<input type="checkbox"/>	> CONTINUE
In 4-6 months	<input type="checkbox"/>	> CONTINUE
In 7-12 months	<input type="checkbox"/>	> CONTINUE
In 1-2 years	<input type="checkbox"/>	> CONTINUE
More than 2 years	<input type="checkbox"/>	> TERMINATE
I will never get them a COVID vaccine	<input type="checkbox"/>	> TERMINATE

**[For grouping participants by when they plan to vaccinate their children:**

**Vaccinate within the next 6 months if 17 = In the next 3 months or 4-6 months**

**Will wait more than 6 months if 17 = 7-12 months or 1-2 years]**

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

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

16. 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

17. In what city and state do you live?

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

**Note to recruitment: Recruit a mix of locations.**

18. What is the highest level of school you have completed? **[RECRUIT A MIX. 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
Vocational school	<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

19. 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

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Not employed	<input type="checkbox"/>	> CONTINUE
Stay-at-home parent/guardian	<input type="checkbox"/>	> CONTINUE
Student	<input type="checkbox"/>	> CONTINUE
Retired	<input type="checkbox"/>	> CONTINUE

20. 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
\$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

21. 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.

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