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)
	+ 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)
	+ 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.
	+ Mix of race/ethnicity in gen pop groups.
	+ 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  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> TERMINATE**  |

1. 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**  |
| News, radio, TV, print, media  | [  ]  | **> TERMINATE**  |
| For the U.S. Federal government | [  ]  | **> TERMINATE**  |
| As a health care provider or medical professional (e.g., physician, nurse)  | [  ]  | **> Terminate**  |

1. 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  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> TERMINATE**  |

1. Would you be willing and able to participate in this study via a webcam or smartphone camera?

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> TERMINATE**  |

1. What is your gender?

|  |  |  |
| --- | --- | --- |
| Male  | [  ]  | **> CONTINUE**  |
| Female  | [  ]  | **> CONTINUE**  |
| Transgender, non-binary, or another gender  | [  ]  | **> CONTINUE**  |
| Prefer to self-describe (specify)  | [  ]  | **> CONTINUE**  |

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

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

1. Are you a parent or guardian of a child between the ages of 5 and 11 years old?

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE** |
| No  | [  ]  | **> TERMINATE** |

1. 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.**
2. 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  | [  ]  | **> CONTINUE**  |
| No | [  ]  | **> TERMINATE** |

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

|  |  |  |
| --- | --- | --- |
| You  | [  ]  | **> CONTINUE** |
| Someone else | [  ]  | **> TERMINATE**  |
| You and someone else   | [  ]  | **> CONTINUE**  |
| Other:\_\_\_\_  | [  ]  | **> TERMINATE IF “YOU” IS NOT ALSO SELECTED**  |

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

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> TERMINATE**  |
| No  | [  ]  | **> CONTINUE**  |

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

|  |  |  |
| --- | --- | --- |
| No, my child has not received a COVID-19 vaccine  | [  ]  | **> CONTINUE**  |
| Yes, my child has had at least one shot of a COVID-19 vaccine  | [  ]  | **> TERMINATE**  |

1. 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 | [ ] | **> TERMINATE** |
| Somewhat unlikely | [ ] | **> CONTINUE**  |
| Neither likely nor unlikely | [ ] | **> CONTINUE**  |
| Somewhat likely | [ ] | **> CONTINUE** |
| Very likely | [ ] | **> CONTINUE** |

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

|  |  |  |
| --- | --- | --- |
| In the next 3 months | [ ] | **> CONTINUE**  |
| In 4-6 months | [ ] | **> CONTINUE**  |
| In 7-12 months | [ ] | **> CONTINUE**  |
|  In 1-2 years | [ ] | **> CONTINUE** |
| More than 2 years  | [ ] | **> TERMINATE** |
| I will never get them a COVID vaccine | [ ] | **> 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]

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

|  |  |  |
| --- | --- | --- |
| Yes  | [  ]  | **> CONTINUE**  |
| No  | [  ]  | **> CONTINUE**  |

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

|  |  |  |
| --- | --- | --- |
| American Indian or Alaska Native  | [  ]  | **> CONTINUE**  |
| Asian | [  ]  | **> CONTINUE**  |
| Black or African American  | [  ]  | **> CONTINUE**  |
| Native Hawaiian and Other Pacific Islander  | [ ] | **> CONTINUE** |
| White/Caucasian | [ ] | **> CONTINUE** |
| Prefer not to say/Refuse to answer  | [ ] | **> CONTINUE** |

1. In what city and state do you live?

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

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

1. 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)  | [  ]  | **> CONTINUE**  |
| High school diploma or equivalent (GED)  | [  ]  | **> CONTINUE**  |
| Some college, no degree  | [  ]  | **> CONTINUE**  |
| Vocational school  | [  ]  | **> CONTINUE**  |
| Associate degree  | [  ]  | **> CONTINUE**  |
| Bachelor’s degree  | [  ]  | **> CONTINUE**  |
| Master’s degree  | [  ]  | **> CONTINUE**  |
| Professional or doctorate degree  | [  ]  | **> CONTINUE**  |

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

|  |  |  |
| --- | --- | --- |
| Employed full time  | [  ]  | **> CONTINUE** |
| Employed part time  | [  ]  | **> CONTINUE** |
| Self-employed  | [  ]  | **> CONTINUE** |
| Not employed  | [  ]  | **> CONTINUE** |
| Stay-at-home parent/guardian  | [  ]  | **> CONTINUE** |
| Student  | [  ]  | **> CONTINUE** |
| Retired  | [  ]  | **> CONTINUE** |

1. 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  | [  ]  | **> CONTINUE**  |
| $15,000 to $24,999  | [  ]  | **> CONTINUE**  |
| $25,000 to $34,999  | [  ]  | **> CONTINUE**  |
| $35,000 to $49,999  | [  ]  | **> CONTINUE**  |
| $50,000 to $74,999  | [  ]  | **> CONTINUE**  |
| $75,000 to $99,999  | [  ]  | **> CONTINUE**  |
| $100,000 to $149,999  | [  ]  | **> CONTINUE**  |
| $150,000 to $199,999  | [  ]  | **> CONTINUE**  |
| $200,000 and over  | [  ]  | **> CONTINUE**  |
| Don’t know/Refused  | [  ]  | **> CONTINUE**  |

1. In general, do you think of yourself as…? [**RECRUIT A MIX.**]

|  |  |  |
| --- | --- | --- |
| Extremely liberal | [  ]  | **> CONTINUE**  |
| Liberal | [  ]  | **> CONTINUE**  |
| Slightly liberal | [  ]  | **> CONTINUE**  |
| Moderate, middle of the road | [  ]  | **> CONTINUE**  |
| Slightly conservative | [  ]  | **> CONTINUE**  |
| Conservative | [  ]  | **> CONTINUE**  |
| Extremely conservative | [  ]  | **> 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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