



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 | <input type="checkbox"/> | <input type="checkbox"/> | > CONTINUE |
| No | <input type="checkbox"/> | <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"/> | <input type="checkbox"/> | > TERMINATE |
| An advertising, public relations, or marketing agency | <input type="checkbox"/> | <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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| | | |
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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 |

| | | |
|--|--|--|
| | | |
|--|--|--|

| | | |
|------------------------------|--------------------------|------------|
| 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.
