



Creative Testing Parent Focus Groups Master Screener

Notes to Recruiters

- Recruit 8 to “seat” 4-6.
- 18 focus groups of parents/guardians of 6-11 year olds:
 - o 9 focus groups with parents/guardians who said they are somewhat/very likely to get their child a COVID-19 vaccine
 - 3 total market groups (mix of gender, race, and parent/guardian vaccination status)
 - 2 groups with a parent/guardian who **is not vaccinated** (mix of gender and race)
 - 1 group with a parent/guardian who is Black/African American
 - 2 groups with a parent/guardian who is Hispanic/Latino (1 in Spanish)
 - 1 group with a parent/guardian who is Rural
 - o 9 focus groups with parents/guardians who are unsure/somewhat unlikely to get their child a COVID-19 vaccine
 - 5 total market groups (mix of gender, race, and parent/guardian vaccination status; may separate by vaccination status pending numbers during recruitment)
 - 1 groups with a parent/guardian who is Black/African American
 - 2 groups with a parent/guardian who is Hispanic/Latino (1 in Spanish)
 - 1 group with a parent/guardian who is Rural
- All groups must include a range of education levels, income, and cities/states.

Screener

Hello, my name is **[INSERT NAME]** from **[INSERT FACILITY NAME]**, a market research firm. We are recruiting for an upcoming study to get feedback related to COVID-19 messaging. 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 \$75 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 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 interview. 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
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 12?

Yes	<input type="checkbox"/>	> CONTINUE TO Q8
No	<input type="checkbox"/>	> TERMINATE

8. What is your child's age? _____ [RECORD VERBATIM, TERMINATE IF ALL CHILDREN < 6 OR >11]

Note to recruitment: At least one child must be ages 6 to 11. Record age for all children.

9. Who makes your child's primary health-related decisions? [RECRUIT A MIX]

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 DOES NOT INCLUDE

--	--	--

SELF

Note to recruitment: Ask for each child listed in Question 8.

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

- Yes > CONTINUE
- No > CONTINUE

11. 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 the say/Refuse to answer > CONTINUE

ONLY ASK Q12-Q13 IF RECRUITING FOR HISPANIC/LATINO GROUPS.

12. What language do you usually speak at home?

- Only English > SKIP TO Q14
- More English than Spanish > CONTINUE TO Q13
- Both English and Spanish equally > CONTINUE TO Q13
- More Spanish than English > CONTINUE TO Q13
- Only Spanish > SKIP TO Q174

13. In what language would you prefer to participate in a focus group discussion?

- English > CONTINUE
- Spanish > CONTINUE

Note to Hispanic/Latino recruitment:

Here is the response option breakdown for the groups segmented by language:

- **English-speaking focus group** = English Only (Q12) or English (Q13)
- **Spanish-speaking focus group** = Spanish Only (Q12) or Spanish (Q13)

14. In what city and state do you live?

CITY: _____ STATE: _____

Note to recruitment: Recruit a mix of locations.

15. Has your child participated in a COVID-19 vaccine clinical trial?

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

16. Food and Drug Administration (FDA)-authorized vaccines to prevent COVID-19 are now available at no cost. Have you received a COVID-19 vaccine?

No, I have not received a COVID-19 vaccine	<input type="checkbox"/>	> CONTINUE
Yes, but I have only received one shot out of the two required shots	<input type="checkbox"/>	> SKIP TO Q18
Yes, I have received all of the required shots	<input type="checkbox"/>	> SKIP TO Q18

17. FDA-authorized vaccines to prevent COVID-19 are now available at no cost, What is the likelihood you will get vaccinated? **[RECRUIT A MIX. SKIP IF Q16=Yes...]**

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
I am already vaccinated.	<input type="checkbox"/>	> CONTINUE

18. To what extent do you agree or disagree with the following statement? The benefits of vaccines outweigh the risks. **[RECRUIT A MIX]**

Strongly disagree	<input type="checkbox"/>	> TERMINATE
Somewhat disagree	<input type="checkbox"/>	> CONTINUE
Neither disagree nor agree	<input type="checkbox"/>	> CONTINUE
Somewhat agree	<input type="checkbox"/>	> CONTINUE
Strongly agree	<input type="checkbox"/>	> CONTINUE

19. A Food and Drug Administration (FDA)-authorized vaccine to prevent COVID-19 is now available at no cost for children aged XX-XX. Has your child received a COVID-19 vaccine?

--	--	--

No, my child has not received a COVID-19 vaccine	<input type="checkbox"/>	> CONTINUE
Yes, but my child has only received one shot out of the two required shots	<input type="checkbox"/>	> CONTINUE
Yes, my child has received all of the required shots	<input type="checkbox"/>	> CONTINUE

Note to recruitment: Ask for each child age 6-11 listed in Question 8. Only people with at least one child 6-11 who is not fully vaccinated are eligible for the study.

20. What is the likelihood your child will get a COVID-19 vaccine when it's authorized and available to them? **[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

Note to recruitment: Ask for each child age 6-11 listed in Question 8.

21. What is the highest level of school you have completed? **[RECRUIT A MIX]**

Some H.S. or less (no diploma)	<input type="checkbox"/>	> CONTINUE
H.S. diploma or H.S. 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

22. 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
	<input type="checkbox"/>	
	<input type="checkbox"/>	

--	--	--

23. Last year, that is 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/Refused	<input type="checkbox"/>	> CONTINUE

24. In general, do you think of yourself as...? **[RECRUIT A MIX FOR ALL BUT RURAL GROUPS. RURAL GROUPS SHOULD BE SLIGHTLY TO EXTREMELY CONSERVATIVE.]**

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 90 minutes. Thank you again for your time and we will send additional information soon.
