Focus Group Screener: *We Can Do This* Campaign Brand

# Notes to Recruiters

* Recruit eight to seat four to six
* Ten focus groups total
  + Four focus groups with General Population adults.
    - One unvaccinated adult
    - Two vaccinated adults (at least one group of adults ages 50 and older)
    - One vaccinated adult who is a parent of a child ages 6 months through 17 years
  + Three focus groups with Latino/Hispanic adults (in English).
    - Two vaccinated adults (at least one group of adults ages 50 and older)
    - One vaccinated adult who is a parent of a child ages 6 months through 17 years
      * Due to time constraints, we cannot host the focus groups in Spanish. We will ensure that we recruit bilingual participants.
  + Three focus groups with Black/African American adults.
    - Two vaccinated adults (at least one group of adults ages 50 and older)
    - One vaccinated adult who is a parent of a child ages 6 months through 17 years
* Mix of age, gender, political ideology, socioeconomic status (SES), geographic area, etc.
* Please terminate as soon as someone fails to meet an inclusion criterion.

## 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 a public education campaign brand. 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 ONE 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. Have you received your primary COVID vaccine series? **If you received your primary vaccine series on or before April 18, 2023**, the vaccine series could have required two doses of the Pfizer, Moderna, or Novavax vaccines, or one dose of the Johnson & Johnson vaccine. **If you received your primary vaccine series after April 18, 2023**, the vaccine series could have required one dose of the Pfizer, Moderna, or Johnson & Johnson vaccines, or two doses of the Novavax vaccine.

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

1. [If yes to 7]: When did you receive the last dose of your primary COVID vaccine? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[RECORD MONTH AND YEAR VERBATIM]**
2. Have you received any additional COVID vaccine doses after your primary COVID vaccine? Specifically, did you receive a booster before September 2022 or an updated COVID vaccine after September 2022?

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

1. [If yes to 9]: When did you receive the last dose of your COVID booster or updated vaccine? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **[RECORD MONTH AND YEAR VERBATIM]**
2. Are you of Hispanic, Latino, or Spanish origin?

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

1. [If yes to 11]: Do you spend at least three hours a week using Spanish-language media, such as television, radio, or online services? [**RECRUIT A MIX**]

|  |  |  |
| --- | --- | --- |
| 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 2022, 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** |

1. Do you have any children?

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

1. [If yes to 19]: Do you have a child in any of the following age groups who you are a primary health-related decision maker for? **[IF YES TO ANY AGE GROUP, PARTICIPANT QUALIFIES FOR PARENT GROUP]**.

|  |  |  |
| --- | --- | --- |
| 6 months–5 years old | [  ] | **> CONTINUE** |
| 6–11 years old | [  ] | **> CONTINUE** |
| 12–17 years old | [  ] | **> CONTINUE** |
| I am not the primary health decision maker for any of my children. | [  ] | **> CONTINUE** |

1. [If yes to any age group in 20]: Have any of your children received at least one dose of a COVID vaccine? [**RECRUIT A MIX.**]

|  |  |  |
| --- | --- | --- |
| Yes, all of my children have received a COVID vaccine. | [  ] | **> CONTINUE** |
| Some of my children have received a COVID vaccine. | [  ] | **> CONTINUE** |
| None of my children have received a COVID vaccine. | [  ] | **> CONTINUE** |

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

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