



OMB Control No. 0970-0531
Expiration Date 9/30/25

Screening Questionnaire for Virtual Focus Groups And In-Depth Interviews

Nationwide
Recruit 6 to interview 4 per group
IDIs recruit 8 to interview 6 (2-extra)
Each Group 90 minutes and IDIs 60 minutes

Full Time Dads (General Market)	2	2	4
Non-Custodial/Partial Custody (General Market)	3	2	5
Full Time Dads (Spanish Dominant)	1	1	2
Non-Custodial/Partial Custody (Spanish Dominant)	1	1	2
Alaska Native + Native America Dads (Mix of Non-Custodial/Partial Custody)	1	0	1
TOTAL	8	6	14

Hello, this is _____, from *(Insert name of market research firm)*, calling on behalf of the U.S. Department of Health and Human Services. We are conducting a study of Americans' opinions about fatherhood. I would like to ask you a few questions to determine if you are eligible for the study which will be in the form of a focus group or one on one interview. Can you confirm if now is a good time?

(NOTE TO RECRUITER: please read):

This collection of information is voluntary and will be used for formative purposes only so that we may develop well informed public communications programs. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 0970-0531. Public reporting for this collection of information is estimated to be approximately ten minutes per response, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: C&C Multicultural, 8041 San Hilario Cir, Buena Park, California, 90620.

All your answers will be private. Could we begin now?

2E. Is there a dad, meaning any male who has children, in your household?

- () If no dad present, thank and TERMINATE
 () If there is a dad present, continue with screening questions

1. Have you ever participated in a research discussion group, focus group or one on one interview?

1. Yes.....[] CONTINUE

2. No.....[] SKIP TO Q3.

2b. When was the last time you participated in a research discussion group, focus group, or one on one interview?

RECORD ANSWER _____ IF WITHIN THE
 PAST 6 MONTHS THANK AND TERMINATE.

2C. How many focus group discussions or one on one interviews have you participated in in the past 12 months?

None.....1 SKIP TO Q3
 1.....2 SKIP TO Q2D
 2 or more.....2 TERMINATE

2D. What was the topic of discussion during the interview had in the last 12 months?
 [OPEN ENDED – listen for Terminate categories below]

Automobiles.....1 CONTINUE
 Household products.....2 CONTINUE
 Beauty products.....3 CONTINUE
 Fatherhood/family matters.....4 TERMINATE
 Weight loss.....5 CONTINUE
 Food products.....6 CONTINUE
 Other.....7 CONTINUE

IF THEY MENTION Fatherhood/Family matters TERMINATE

2F. Into which of the following age brackets do you fall? **RECRUIT GOOD MIX OF AGES**

- () 15 or Younger -- TERMINATE
 () 16-17 CONTINUE
 () 18-24 CONTINUE
 () 25-34 TERMINATE
 () 35-39 TERMINATE
 () 40+ TERMINATE

IF RESPONDENT IS OVER 25, ASK IF THERE IS ALSO A YOUNGER FATHER AGES 16-24 IN THE HOUSEHOLD.

3. How many children do you have that are 10 years old or under?
RECRUIT A GOOD MIX

- () One.....CONTINUE
 () Two to three...CONTINUE
 () Four or more...CONTINUE
 () None.....TERMINATE

3a. How old are your children? _____

AT LEAST ONE CHILD MUST BE BETWEEN 0 AND 10--GET A GOOD MIX OF AGES. Recruit at least one third of all respondents who are "new dads" who *only* have children ages 0-3.

4. Are any of your children disabled or have special needs?

() Yes

() No

LIMIT TO NO MORE THAN ONE DAD WITH DISABLED CHILDREN PER GROUP

Minimum quota of 16-17 year olds: one full group of non-custodial/partial custody fathers should be ages 16-18 if possible; and one IDI should be a father age 16 or 17.

5. What do you consider to be your ethnic background? Select all that apply.

Caucasian or white.....1 **SKIP TO Q6**
African American.....2 **SKIP TO Q6**
Hispanic or Latino.....3 CONTINUE
Asian.....4 **SKIP TO Q6**
Native American.....5 **SKIP TO Q6**
Alaska Native or American Indian.....6 **SKIP TO Q6**
Other.....7 **SKIP TO Q6**
Refused.....8 **TERMINATE**

Minimum quotas: out of the 34 English speaking, non-Alaska Native Native/American Indian respondents, a minimum of 12 should be African-American, and 1-2 should be Asian.

Half of respondents overall (including all Spanish dominant respondents) should be Hispanic.

5ª. ¿Dígame, en qué idioma prefiere hablar? LEER LISTA. ACEPTAR SOLO UNA RESPUESTA.

(Tell me, which language do you prefer speaking?) READ LIST. ACCEPT ONLY 1 RESPONSE.

Español / Spanish	» CONTINUE
Español e inglés por igual Spanish and English equally	» CONTINUE
Inglés / English	» CONTINUE
Otro idioma / Another language	» Terminar / Terminate

5b. ¿Qué idioma habla usted la mayor parte del tiempo en su hogar? LEER LISTA. ACEPTAR SOLO UNA RESPUESTA.

(Which language do you speak at home most of the time?) READ LIST. ACCEPT ONLY 1 RESPONSE.

Únicamente español Only Spanish	» RECRUIT FOR SPANISH GROUP
Español más que inglés Spanish more than English	» RECRUIT FOR SPANISH GROUP
Español e inglés por igual Spanish and English equally	» RECRUIT FOR GENERAL MARKET (LIMIT 1 PER GROUP)
Inglés más que español English more than Spanish	RECRUIT FOR GENERAL MARKET (LIMIT 1 PER GROUP)

Unicamente inglés <i>Only English</i>	RECRUIT FOR GENERAL MARKET (LIMIT 1 PER GROUP)
Otro idioma / <i>Another language</i>	» Terminar / <i>Terminate</i>

If Hispanics are functionally bilingual or English dominant recruit for the General Market Groups BUT Limit 2-Hispanics per group. Ensure they are VERY COMFORTABLE speaking English. FOR HISPANIC GROUPS THEY MUST BE COMFORTABLE SPEAKING SPANISH

6. Where do your children live? **RECRUIT GOOD MIX.**

IF RESPONDENT IS UNSURE HOW TO ANSWER, CAN CLARIFY THAT WE WOULD LIKE TO KNOW WHERE THE CHILD SPENDS THE MAJORITY OF HIS/HER TIME

☐ With me and my spouse/partner/the child's mother all the time

☐ With me all the time, I do not live with a spouse or partner

IF EITHER OF ABOVE ANSWERS ARE CHECKED, QUALIFIES AS CUSTODIAL DAD-/FULL TIME DAD - SKIP TO Q8

☐ With my spouse/partner/child's mother most or all of the time

☐ With some other family member most or all of the time

IF EITHER OF ABOVE ANSWERS ARE CHECKED, QUALIFIES AS NON-CUSTODIAL DAD – ASK Q7

☐ Sometimes with my spouse or partner, sometimes with me

☐ Sometimes with some other family member, sometimes with me

IF EITHER OF ABOVE ANSWERS ARE CHECKED, QUALIFIES AS PARTIAL CUSTODY DAD – ASK Q7

****NOTE: NEED TO DISCUSS WITH MODERATOR HOW TO QUALIFY DADS IF THEY LIVE WITH ONLY SOME OF THEIR CHILDREN****

ENSURE THAT NON-CUSTODIAL/PARTIAL CUSTODY GROUPS HAVE A GOOD MIX OF PARTIAL AND NON-CUSTODIAL DADS

7. You said that your children don't live with you. How often would you say you generally spend time with your child or children?

☐ Less than once every 3 months [**TERMINATE**]

☐ Once every month or two

☐ Once a month

☐ Two-four times a month

☐ Five times or more a month

RECRUIT FOR NON-CUSTODIAL/PARTIAL CUSTODY DAD GROUP

7a. How involved and in touch - meaning playing, disciplining, schoolwork, talking, texting, Facetiming, etc. - do you feel you are with your child(ren)?

☐ Not that involved

☐ Somewhat involved

☐ Involved

☐ Very involved

LIMIT 1 "VERY INVOLVED" PARENT PER GROUP

7b. What is your zip code where you currently live? _____

RECRUIT A MIX OF STATES AND REGIONS

7c. Is the neighborhood you live in...?

- ☐ Urban
- ☐ Suburban
- ☐ Rural

RECRUIT A MIX, INCLUDING A MINIMUM OF 9 RESPONDENTS OVERALL FROM RURAL AREAS (18% OF TOTAL RECRUITED)

8. What is your current marital status? **RECRUIT GOOD MIX**

- ☐ Single
- ☐ Married
- ☐ In a committed relationship/live with significant other or partner
- ☐ Divorced
- ☐ Separated
- ☐ Widowed

9. Are you currently employed outside the home or attending school? Would you say you: **RECRUIT GOOD MIX (Accept multiple responses – some students may also be working)**

- ☐ Work full time (40+ hours a week) – **ASK OCCUPATION QUESTION**
- ☐ Work part time (less than 40 hours a week) – **ASK OCCUPATION QUESTION**
- ☐ Student
- ☐ Not currently employed
- ☐ Retired

10. What is your present occupation? _____

TERMINATE IF THEY MENTION: MARKETING, ADVERTISING, MARKET RESEARCH, SOCIAL WORK, FAMILY SERVICES AND RELATED OCCUPATIONS

What is your current, annual approximate household income?
RECRUIT GOOD MIX OF INCOME

- ☐ Under \$10,000 **CONTINUE**
- ☐ \$10,000 to \$20,999 **CONTINUE**
- ☐ \$21,000 to \$29,999 **CONTINUE**
- ☐ \$30,000 to \$39,999 **CONTINUE**
- ☐ \$40,000 to \$49,999 **CONTINUE**
- ☐ \$50,000 to \$59,999 **CONTINUE**
- ☐ \$60,000 and above **CONTINUE**

SKREW LOWER INCOME: 2-3 out of 6 recruited for groups, and at least half of those recruited for IDIs should be below \$40k – the rest can fall out naturally.

12. What is your educational background? **RECRUIT GOOD MIX**

- ☐ Less than HS
- ☐ HS Grad (HS diploma, GED, or equivalent)
- ☐ Some College
- ☐ College Graduate
- ☐ Master's Degree

ARTICULATION QUESTION:

If you could go anywhere in the world to visit and money was no object, where would you go and what would you do there?

INVITATION

We would like to invite you to a group (or one on one interview) discussion. The discussion will last about 1.5hrs (or 45 minutes for IDIs) on [\[INSERT DATE/TIME/LOCATION\]](#). We don't have anything to sell you and are only interested in your honest opinions. To thank you for your cooperation, we will give you a token of appreciation of **[\$75 for IDI/\$125 for focus group]** in cash

The groups will be small (/the IDI will only be you and the moderator). If you agree to attend it is very important that we be able to count on you. May we count on your participation?

Can we count on your participation?

1	Yes	Continue
2	No	TERMINATE

INTERNET QUESTIONS

13. Do you have an Internet connection at home?

Yes

No **[TERMINATE]**

14. Which of the following do you use to log in to the internet? (Multiple Responses Allowed)

Laptop

Desktop

Tablet

Cell Phone

I don't have internet access **[TERMINATE]**

15. Does your laptop, desktop, tablet, cell phone, have a working video camera with sound?

Yes

No **[TERMINATE]**

16. We will be conducting the interview via online conference. How comfortable are you using online video conference calling like Zoom, WebEx, Google Meet, Microsoft Teams, etc.?

Very comfortable

Comfortable

Somewhat comfortable

Somewhat uncomfortable **[TERMINATE]**

Not comfortable **[TERMINATE]**

17. During the interview you will be required to be in your home in a quiet place with no noise or distractions around you. Are you ok with that setting and are you able to find that kind of space in your home?

Yes

No **[TERMINATE]**

18. During the interview you will be required to have a pen/pencil and notepad to take notes. Are you ok with that?

Yes

No **[TERMINATE]**

RESEARCH INVITATION

Based on the information you have provided me, **I would like to invite you to participate in an important research project.** Your answers will represent the opinions of others and, therefore, your participation is of vital importance.

As I mentioned, this will be a 1.5-hour long focus group discussion (or 45-minute IDI), held on (Insert qualifying date/time based on market and group/segment).

In appreciation of your time and feedback, you will receive a token of appreciation for: **[INSERT TOKEN OF APPRECIATION AMOUNT]**.

19. Do we have your consent to [audio record/video record] this interview for our own internal purposes?

☐ Yes

☐ No/hesitant **(THANK & TERMINATE anyone who seems unwilling to commit to both)**

20. For this research, the interview may be [viewed/listened to] live by our clients. Our clients may also wish to [view/listen to] the [video/audio] recordings. We will only use your first name and your personal details will remain strictly private. Do we have your consent for this? (Select one.)

☐ Yes

☐ No/hesitant **(THANK & TERMINATE anyone who seems unwilling to commit to both)**

21. Are you interested in participating?

Yes

No **[TERMINATE]**

Great! Please provide us with the following information.

Name

Address or City/State

e-mail address

Cell phone number