

Sample Recruiting Specifications:

- Parents/Guardians with school-age children (ages 6-17) in the home
- 25-54 years old
- Live in area at-risk for natural disaster or other emergency
- Mix of gender
- Mix of race/ethnicity to reflect market, household income, and age across groups
- Does not work in following industries: marketing, advertising, or emergency/first responder (fire fighter, EMT, etc)
- Has not participated in market research study in past 6 months
- Have not created and discussed a specific 'meeting' plan for family

Spanish language respondents should be dominant Spanish speakers who consume most media in Spanish Must be comfortable (and articulate) sharing his/her opinion

Screener phone script

[ASK TO SPEAK TO SOMEONE 18 YEARS OR OLDER LIVING IN THE HOUSEHOLD]

Introduction

Hello, my name is (insert name) calling from (insert name), an independent marketing research firm. We are interested in talking to individuals living in your area to gather insights to help the U.S. government better understand how to best communicate about readiness for disasters. We are looking for individuals to participate in research and share their opinions. Please be assured that we are not selling anything and that the information will remain confidential and used for research purposes. Also, if you qualify, you will be eligible to participate in a research project for which you will be paid **\$75** for your time.

[Interviewer note: if necessary, read:] Public reporting burden for this form is estimated to average 8 minutes per response. This collection of information is voluntary. You are not required to respond to this collection of information unless a valid OMB control number is provided.

To see if you qualify for the study, I need to ask you some preliminary questions. Would you be interested? 01 Yes (CONTINUE)
02 No (THANK AND TERMINATE)

2. RECORD GENDER (CODE, DO NOT ASK):

- 01 Male (RECRUIT MIX FOR ALL INTERVIEWS/GROUPS)
- 02 Female (RECRUIT MIX FOR ALL INTERVIEWS/GROUPS)

3. Which of the following groups does your age fall into? 01 18-24 (TERMINATE)

- 02 25-34 (RECRUIT A MIX FOR ALL INTERVIEWS/GROUPS)
- 03 35-54 (RECRUIT A MIX FOR ALL INTERVIEWS/GROUPS)
- 04 55+ (TERMINATE)

4. Would you say your race is?

- 01 American Indian or Alaskan Native 02 Asian
- 03 Black or African American
- 04 Native Hawaiian or Other Pacific Islander 05 White

(RECRUIT A MIX)

5. Would you say your ethnicity is? 01 Hispanic or Latino
02 Not Hispanic or Latino

(RECRUIT A MIX; IF ANSWER YES TO 01-HISPANIC OR LATINO, ASK Q6. OTHERWISE

PROCEED TO Q12.)

6. At home, in general, would you say you personally speak... (READ LIST)

01 English all the time (TERMINATE for Spanish groups but may still qualify for General Market Groups; Skip to Q11.) 02 English more than Spanish (TERMINATE for Spanish groups but may still qualify for General Market Groups; Skip to Q11.) 03 English as much as Spanish

04 Spanish more than English 05 Spanish all the time

(RESPONDENTS MUST SPEAK SPANISH ONLY OR SPANISH MORE THAN ENGLISH OR ENGLISH AS MUCH AS SPANISH IN THE HOME FOR THE SPANISH-SPEAKING HISPANIC GROUPS.)

7. In a typical week, how many hours approximately do you watch or listen to Spanish-language television or radio or internet

(RECORD NUMBER OF HOURS PER RESPONSE CATEGORY)

01 Spanish-language television (# hrs.) 02 Spanish-language radio (# hrs.) 03 Spanish-language internet (# hrs.)

Total # of hours

(RESPONDENTS MUST CONSUME AT LEAST 15 HOURS OF SPANISH-LANGUAGE MEDIA PER WEEK, 10 OF WHICH MUST BE TELEVISION)

8. Were you born in the United States or outside the United States? 01 In the U.S.

02 Outside the U.S.

(NO MORE THAN 1 US-BORN PER MARKET, IF US- BORN SKIP TO Q.11)

9. How long have you lived in the U.S.? LIST EXACT # OF YEARS 01 Less than a year (TERMINATE) 02 1 to 4 years

03 5 to 9 years

04 10 years or more

(MUST HAVE AT LEAST 1 YEAR LIVING IN THE US PERMANENTLY TO ENSURE NON-TRANSIENT STATUS. RECRUIT A MIX OF YEARS IN THE COUNTRY.)

10. Of what Hispanic origin are you?

NORTEAMÉRICA (NORTH AMERICA) 01 EE.UU. (USA)

02 México

CENTROAMÉRICA (CENTRAL AMERICA)

03 Guatemala

04 El Salvador

05 Honduras

06 Panamá

07 Costa Rica

08 Nicaragua

SUDAMÉRICA (SOUTH AMERICA)

09 Colombia

10 Ecuador

- 11 Venezuela
- 12 Perú
- 13 Paraguay
- 14 Bolivia
- 15 Uruguay
- 16 Argentina
- 17 Chile

EL CARIBE (CARIBBEAN)

- 18 Puerto Rico
- 19 República Dominicana
- 20 Cuba
- 21 Other [SPECIFY:]

(RECRUIT MIX OF COUNTRY OF ORIGIN BASED ON MARKET COMPOSITION)

11. Do you or does anyone in your household work in any of the following industries? Please say yes or no to each.
- 01 Advertising or PR agency (TERMINATE)
 - 02 Accounting (CONTINUE)
 - 03 Banking (CONTINUE)
 - 04 Doctor's office, hospital, clinic or healthcare company (CONTINUE)
 - 05 Emergency first responder (police, firefighter, EMT, etc.) (TERMINATE)
 - 06 Emergency Management or Homeland Security agency (TERMINATE)
 - 07 Market Research/Marketing Consulting (TERMINATE)

(IF ANSWERS YES TO 01, 05, 06, OR 07 IN Q11, TERMINATE)

12. Have you ever participated in a market research project such as a focus group, interview, or online study, and, if so, how long ago was your most recent participation?

(TERMINATE IF LESS THAN 6 MONTHS)

- 12b. (Only for those that said "yes" in Q12). What was the subject you were discussing?

(TERMINATE FOR ANY SUBJECTS RELATED TO EMERGENCY AWARENESS/PREPAREDNESS)

13. Please answer whether each of the following individuals reside in your household?
- 01 Spouse or significant other
 - 02 Adult child (18 years+)
 - 03 Child under age 18 (MUST SELECT TO CONTINUE)
 - 04 Parent
 - 05 Grandparent
 - 06 Other adult relative

(MUST HAVE CHILD LESS THAN AGE 18 IN HH TO CONTINUE)

14. What are the ages of the children that currently live with you?
(CHECK APPROPRIATE AGE RANGES BASED ON RESPONSE)

- 01 0-5 years (TERMINATE)
- 02 6-12 years (CONTINUE)
- 03 13-17 years (CONTINUE)
- 04 No child in HH (TERMINATE)

(MUST HAVE AT LEAST ONE CHILD AGE 6-17 IN HH TO CONTINUE)

15. Do you have the following relationship to any of the children under age 18 living in your household? 01 Parent

- 02 Step-parent
- 03 Guardian
- 04 Grandparent

(MUST ANSWER YES TO AT LEAST ONE RESPONSE CATEGORY TO CONTINUE)

16. Which of the following best describes your current marital status? 01 Single

- 02 Married
- 03 Living with Partner 04 Divorced
- 05 Separated
- 06 Widowed

(AIM FOR SOME SINGLE/ DIVORCED/ SEPARATED /WIDOWED)

17. Which of the following best describes your employment status? (READ LIST.)

- 01 Work Full-time
- 02 Work Part-time (30 hours or less/week) 03 Stay at home parent
- 04 Retired
- 05 Currently unemployed (RECRUIT MAXIMUM OF 2 PER MARKET)

18. Which of the following best describes your total annual household income? (Allow only one answer)

- 01 Less than \$20,000 (TERMINATE)
- 02 At least \$20,000 but under \$30,000 03 At least \$30,000 but under \$40,000 04 At least \$40,000 but under \$50,000 05 At least \$50,000 but under \$100,000 06 Over \$100,000

(RECRUIT A MIX OF \$20K-50K AND \$50K+)

19. What was the last grade of school you completed? (DO NOT READ LIST. RECORD ONE RESPONSE)

- 01 Less than 12th grade (no diploma) 02 High School Graduate/GED
- 03 Some college but no degree
- 04 Associate Degree/Trade or Technical School 05 Bachelor's Degree
- 06 Master's Degree
- 07 PhD. or Professional Degree

(RECRUIT MIX OF EDUCATION)

20. Thinking about the neighborhood you live in, please tell me which of the following would best describe your immediate neighborhood.

- 01 Urban/city
- 02 Suburban
- 03 Rural

(RECRUIT A MIX OF URBAN AND SUBURBAN/RURAL TO REFLECT MARKET COMPOSITION.)

21. Now, thinking about you and your household, which of the following statements best describes your level of preparedness for a natural disaster such as a flood, earthquake, or hurricane? (READ LIST)

In thinking about preparing yourself for a major disaster, which best represents your preparedness? 01 I have not yet prepared and am not planning to do anything about preparing

02 I have not yet prepared, but I intend to in the next 6 months

03 I have not yet prepared, but I intend to in the next month 04 I have recently begun preparing

05 I have been preparing for at least a few months (TERMINATE)

(SKEW TOWARDS RECRUITING THOSE WHO ANSWER YES TO 02 OR 03. TERMINATE IF ANSWER YES TO 05.)

22. In thinking about preparing have you created and discussed a specific plan for how to meet your family if you're separated during a major disaster?

Yes(TERMINATE)

No

23. Finally, one question for fun. Please tell me two unusual ways someone might use a paperclip. List the responses.

(THIS IS AN ARTICULATION QUESTION ONLY. PLEASE MAKE CERTAIN RESPONDENT SPEAKS FREELY AND IS EASY TO UNDERSTAND. FOR GENERAL MARKET GROUPS, TERMINATE IF ENGLISH IS POOR AND DIFFICULT TO UNDERSTAND.)

INVITATION:

Thank you so much for taking the time to answer these questions. I am happy to inform you that you do qualify for this study!

We would like to invite you to join us at our facility on (DATE) from (TIME) for a group discussion] that will last approximately 75 minutes. We would like to offer you \$XXX for your participation.

Are you interested in participating in the study at our facility? () Yes [CONTINUE]

() No [TERMINATE]

PLEASE READ THE FOLLOWING TO RESPONDENT:

Please arrive for the interview at least 10 minutes prior to the start time so that you can read

and sign a confidentiality agreement. If you wear reading glasses, please bring them to the group.

We will call you the day before the interview as a reminder. Is this the best number to reach you (DAY BEFORE SESSION)? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: PREFERRED TIME, IF APPLICABLE:

If you have any questions, or find that you can't attend, please call my supervisor right away at [PHONE NUMBER] so we can find a replacement to make sure we have enough people participating. We are counting on you to attend. Thanks for your time and for agreeing to participate.