

HHS COVID-19 PUBLIC EDUCATION CAMPAIGN

A campaign to increase vaccine acceptance while reinforcing basic prevention measures



Foundational Focus Group Master Screener

NOTES TO RECRUITERS

- Recruit 8 to “seat” 4-6 participants.
- 9 focus groups among the “movable middle” (mixed gender, mixed race, divided by age/generation).
- 3 focus groups among Black/African American, non-Hispanic adults only (mixed gender, divided by age/generation).
- 3 focus groups among Hispanic/Latinx adults only (mixed gender). Of these, there should be:
 - 1 English-speaking focus group = Only English (Q7) OR English (Q8)
 - 1 bilingual focus group = More English than Spanish OR Both English and Spanish Equally OR More Spanish than English (all Q7) AND Spanish (Q8)
 - 1 Spanish-speaking focus group = Only Spanish (Q7) OR Spanish (Q8)
- 3 focus groups among AI/AN adults only (mixed age, divided by gender).
- All groups must include a range of education levels and cities/states.
- “Movable middle” groups must also include a mix of race/ethnicity.
- All groups aside from AI/AN groups must include a roughly equal mix of genders.
- Age ranges for the generational breaks are:
 - 18-34
 - 35-54
 - 55+ (two-thirds of this group should be 65+)

SCREENER

Hello, my name is _____ from **[INSERT FACILITY NAME]**, a market research firm. We are recruiting for an upcoming study to get your thoughts and opinions about COVID-19 and how it is affecting life in the country today. 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	☐	> TERMINATE
An advertising, public relations, or marketing agency	☐	> TERMINATE
News, radio, TV, print, media	☐	> TERMINATE

As a health care provider or medical professional (e.g., physician, nurse)	☐	> CONTINUE
At a health care company	☐	> CONTINUE
Construction, repair and maintenance	☐	> CONTINUE
Finance	☐	> CONTINUE
None of these	☐	> 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	☐	> CONTINUE
No	☐	> TERMINATE

4. Would you be willing and able to participate in this study via a webcam or smartphone camera?

Yes	☐	> CONTINUE
No	☐	> TERMINATE

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

Yes	☐	> CONTINUE
No	☐	> CONTINUE

6. What is your race? Please select all that apply.

White	☐	> CONTINUE
Black or African American	☐	> CONTINUE
American Indian or Alaska Native	☐	> CONTINUE
Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)	☐	> CONTINUE
Native Hawaiian or other Pacific Islander (e.g., Native Hawaiian Samoan, Chamorro, Tongan, Fijian, Marshallese)	☐	> CONTINUE

ONLY ASK Q7 IF RECRUITING FOR HISPANIC/LATINO GROUPS.

7. What language do you usually speak at home?

Only English	☐	> SKIP TO Q9
More English than Spanish	☐	> CONTINUE TO Q8
Both English and Spanish equally	☐	> CONTINUE TO Q8

More Spanish than English	☐	> CONTINUE TO Q8
Only Spanish	☐	> SKIP TO Q9

8. 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** = Only English (Q7) OR English (Q8)
- **Bilingual focus group** = More English than Spanish OR Both English and Spanish Equally OR More Spanish than English (all Q7) AND Spanish (Q8)
- **Spanish-speaking focus group** = Only Spanish (Q7) OR Spanish (Q8)

ONLY ASK Q9-Q11 IF RECRUITING FOR AI/AN GROUPS.

9. Do you identify with a state- or federally-recognized tribe?

Yes	☐	> CONTINUE
No	☐	> TERMINATE

10. What is the name of the state- or federally-recognized tribe you identify with? _____
[RECORD VERBATIM]

11. In what ways do you identify with this tribe? [SELECT ALL THAT APPLY.]

Enrolled	☐	> CONTINUE
I have tribal affiliation or community attachment	☐	> CONTINUE
None of the above	☐	> TERMINATE

RESUME ASKING ALL

12. What is your gender?

Male	☐	> SKIP TO Q14
Female	☐	> SKIP TO Q14
Prefer to self-describe (specify)	☐	> CONTINUE TO Q13 IF RECRUITING FOR AI/AN GROUPS

13. Because these focus groups are divided by gender, in which group, if any, would you prefer to participate?

Male	☐	> CONTINUE
Female	☐	> CONTINUE
Prefer not to participate		> TERMINATE

14. What is your age? _____ [RECORD VERBATIM, TERMINATE <18]

Note to recruitment: Recruit a mix of ages.

15. What city and state do you live in? CITY: _____ STATE: _____

Note to recruitment: Recruit a mix of locations.

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

Strongly disagree	☐	> TERMINATE
Somewhat disagree	☐	> TERMINATE
Neither disagree nor agree	☐	> CONTINUE
Somewhat agree	☐	> CONTINUE
Strongly agree	☐	> CONTINUE

17. If an FDA-authorized vaccine to prevent COVID-19 were available to you today at no cost, what is the likelihood you would get vaccinated? [RECRUIT A MIX]

Very unlikely	☐	> TERMINATE
Somewhat unlikely	☐	> CONTINUE
Neither likely nor unlikely	☐	> CONTINUE
Somewhat likely	☐	> CONTINUE
Very likely	☐	> CONTINUE

18. If an FDA-authorized vaccine to prevent COVID-19 were available to you today at no cost, how soon would you get vaccinated? [RECRUIT A MIX]

I would get vaccinated right away	☐	> CONTINUE
Less than 1 month	☐	> CONTINUE
1-3 months	☐	> CONTINUE
4-6 months	☐	> CONTINUE
7-12 months	☐	> CONTINUE
More than 12 months	☐	> CONTINUE

I would never get vaccinated	☐	> TERMINATE
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ONLY ASK Q19-Q21 IF RECRUITING FOR AI/AN GROUPS.

19. I have spent time trying to find out more about being [AMERICAN INDIAN/ALASKA NATIVE], such as our history, traditions, and customs.

Yes	☐	> CONTINUE
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No	☐	> CONTINUE
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20. I have participated in cultural traditions and/or ceremonies.

Yes	☐	> CONTINUE
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No	☐	> CONTINUE
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21. I look to my cultural traditions and community for health and well-being assistance (or help).

Yes	☐	> CONTINUE
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No	☐	> CONTINUE
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Note to AIAN RECRUITERS: Target "Yes" responses to Q19-21 for group scheduling.

RESUME ASKING ALL

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

Some high school or less (no diploma)	☐	> CONTINUE
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High school diploma or equivalent (GED)	☐	> CONTINUE
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Some college, no degree	☐	> CONTINUE
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Associate degree	☐	> CONTINUE
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Bachelor's degree	☐	> CONTINUE
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Master's degree	☐	> CONTINUE
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Professional or doctorate degree	☐	> CONTINUE
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23. Which of the following best describes you? Please select all that apply. **[RECRUIT A MIX]**

Employed full-time	☐	> CONTINUE TO Q21
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Employed part-time	☐	> CONTINUE TO Q21
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Self-employed	☐	> CONTINUE TO Q21
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Not employed, but looking for work	☐	> SKIP TO Q22
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Not employed, and not looking for work	☐	> SKIP TO Q22
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Stay-at-home parent	☐	> SKIP TO Q22
Student	☐	> SKIP TO Q22
Retired	☐	> SKIP TO Q22

24. From where are you currently working? **[RECRUIT A MIX]**

Working exclusively from home	☐	> CONTINUE
Working exclusively from my workplace	☐	> CONTINUE
Working both at home and my workplace	☐	> CONTINUE

25. Do you currently have any children under the age of 18 living at home? **[RECRUIT A MIX]**

Yes	☐	> CONTINUE
No	☐	> CONTINUE

26. 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	☐	> 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

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.