

## CMOE Focus Group Recruitment Script/Survey – Globe, AZ

Hello, may I speak with [state first and last name]? My name is Anne Mottek and I am calling on behalf of the University of Arizona Cooperative Extension. Chris Jones, who is your local Extension Agent, e-mailed you about the upcoming focus group and gave me your contact information to follow-up with you.

We are planning to hold a community focus group in Globe on Saturday, January 25<sup>th</sup> that will include a discussion about the possibility of starting a climate-smart community outreach program. It is important that we have a diverse set of members from the community so that the program's design will encompass various backgrounds and values. The focus group will include lunch, travel expenses, if needed, and to thank you for your time, you will receive a \$20 gift card for Bloom Restaurant and a \$20 gift card for Golden Hills Nursery at the end of the focus group.

Results from the focus group will be used to better determine if a volunteer-based Climate Master's Program is an effective way to communicate about these issues. If you decide to participate, all of the information you provide will be anonymous and confidential and results will be reported as a group response.

Are you interested in participating?

If yes → Continue

If no → Thank you for your time.

To better prepare for the focus group, we'd like to ask you four questions about global warming. Is that OK?

1. How much do you think global warming will harm future generations of people? Would you say...
  - a. Not at all
  - b. Only a little
  - c. A moderate amount
  - d. A great deal
  - e. Don't know
  
2. How important is the issue of global warming to you personally? Would you say...
  - a. Not at all important
  - b. Not too important
  - c. Somewhat important
  - d. Very important
  - e. Extremely important

3. How worried are you about global warming? Would you say...
  - a. Not at all worried
  - b. Not very worried
  - c. Somewhat worried
  - d. Very worried
  
4. How much do you think global warming will harm you personally? Would you say...
  - a. Not at all
  - b. Only a little
  - c. A moderate amount
  - d. A great deal
  - e. Don't know

Thank you. Now I'd like to ask you a few demographic questions.

5. In what year were you born? \_\_\_\_\_
  
6. What is the highest year of school you have completed or the highest degree you have earned?

[Read if necessary]

- a. Some school, but did not receive a high school diploma
  - b. High school diploma
  - c. Associates degree (2-year college degree)
  - d. Bachelor's degree (4-year college degree)
  - e. Master's degree
  - f. PhD or equivalent (e.g. MD or Law)
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7. Are you of Hispanic or Latino origin?
    - a. **No**, not of Hispanic, Latino, or Spanish origin  
[If yes → qualify below]
    - b. Yes, Mexican, Mexican Am., Chicano
    - c. Yes, Puerto Rican
    - d. Yes, Cuban
    - e. Yes, another Hispanic, Latino, or Spanish origin
  
  8. How would you best describe your race. Would you say you are?
    - a. White
    - b. Black or African American
    - c. American Indian or Alaska Native
    - d. Other - please describe: \_\_\_\_\_

9. Please describe your occupation:

10. Politically, do you tend to lean more to the right (conservative), more to the left (liberal), or somewhere in-between?

- a. Lean to the right (conservative)
- b. Lean to the left (liberal)
- c. Somewhere in-between

11. Select the respondent's gender

- a. Male
- b. Female

Thank you. These are all of the questions that I have for you today. As a reminder, the focus group is scheduled for Sat., January 25th from 9:30 – 1:00. I will send you a confirmation letter with all of the details and a consent form that you can review ahead of time. Do you prefer to have this information e-mailed or mailed to you? [Confirm e-mail address / mailing address].

One last question, do you have dietary restrictions for the lunch that will be provided?

Thank you and I look forward to your participation in the focus group.