

# **APPENDIX A**

## **General Public Focus Group Segmentation Plan**

## GENERAL PUBLIC FOCUS GROUP SEGMENTATION PLAN

All Participants 25–45 years old		Female						Male					
		City 1	City 2	City 3	City 4	City 5	City 6	City 1	City 2	City 3	City 4	City 5	City 6
Urban	African-American	3 groups	--	--	--	--	--	3 groups	--	--	--	--	--
	Caucasian	--	3 groups	--	--	--	--	--	3 groups	--	--	--	--
	Hispanic	--	--	3 groups	--	--	--	--	--	3 groups	--	--	--
Rural	African-American	--	--	--	3 groups	--	--	--	--	--	3 groups	--	--
	Caucasian	--	--	--	--	3 groups	--	--	--	--	--	3 groups	--
	Hispanic	--	--	--	--	--	3 groups	--	--	--	--	--	3 groups

**City 1** – African American urban, male & female

**City 2** – Caucasian urban, male & female

**City 3** – Hispanic urban, male & female

**City 4** – African American rural, male & female

**City 5** – Caucasian rural, male & female

**City 6** – Hispanic rural, male & female

## CITY 1: KANSAS CITY, KS

### Justification

- ◆ Segmentation requires African American, urban population.
- ◆ Wyandotte County, KS is listed in the top counties in Kansas with deaths due to cervical cancer.
  - ▶ **Source:**  
<http://www.cdc.gov/nchs/about/otheract/hpdata2010/fa3/FA3%20-%20Table.XLS>.
- ◆ Wyandotte County is an urban area comprised of Kansas City, Bonner Springs and Edwardsville.
- ◆ For this county, Census 2000 indicates:
  - ▶ Total population (all ages) – 157,882
  - ▶ Black or African American (all ages) – 44, 724 (28.3%)
  - ▶ Black or African American (18 and over) – 29,588 (26.2%)
  - ▶ **Source:**  
[http://factfinder.census.gov/bf/\\_lang=en\\_vt\\_name=DEC\\_2000\\_PL\\_U\\_QTPL\\_geo\\_id=05000US20209.html](http://factfinder.census.gov/bf/_lang=en_vt_name=DEC_2000_PL_U_QTPL_geo_id=05000US20209.html)

### Specifications

- ◆ Conduct 6 groups (3 with African American females, 3 with African American males).
- ◆ Recruit from Kansas City, Bonner Springs and Edwardsville, KS.
- ◆ Zip codes from which to recruit:
  - ▶ Kansas City
    - 66101
    - 66102
    - 66103
    - 66104
    - 66105
    - 66106
    - 66109
    - 66111
    - 66112
    - 66115
    - 66118
  - ▶ Bonner Springs
    - 66012
  - ▶ Edwardsville
    - 66111

## CITY 2: ATLANTA, GA

### Justification

- ◆ Segmentation requires Caucasian, urban population.
- ◆ Clayton County, GA is listed in the top counties in Georgia with deaths due to cervical cancer.
  - ▶ **Source:**  
<http://www.cdc.gov/nchs/about/otheract/hpdata2010/fa3/FA3%20-%20Table.XLS>.
- ◆ Clayton County is an urban area comprised of College Park, Forest Park, Jonesboro, Lake City, Lovejoy, Morrow, and Riverdale, GA.
- ◆ For this county, Census 2000 indicates:
  - ▶ Total population (all ages) – 236,517
  - ▶ Caucasian (all ages) – 89,741 (37.9%)
  - ▶ Caucasian (18 and over) – 70,398 (42.5%)
  - ▶ **Source:**  
[http://factfinder.census.gov/bf/?lang=en\\_vt\\_name=DEC\\_2000\\_PL\\_U\\_QTPL\\_geo\\_id=05000US13063.html](http://factfinder.census.gov/bf/?lang=en_vt_name=DEC_2000_PL_U_QTPL_geo_id=05000US13063.html)

### Specifications

- ◆ Conduct 6 groups (3 with Caucasian females, 3 with Caucasian males).
- ◆ Recruit from College Park, Forest Park, Jonesboro, Lake City, Lovejoy, Morrow, and Riverdale, GA.
- ◆ Zip codes from which to recruit:

▶ College Park	▶ Lake City
30337	30260
30349	▶ Lovejoy
▶ Forest Park	30250
30297	▶ Morrow
30298	30260
▶ Jonesboro	30287
30236	▶ Riverdale
30237	30274
30238	30296

## CITY 3: MIAMI, FL

### Justification

- ◆ Segmentation requires Hispanic, urban population.
- ◆ Miami-Dade County, FL is often referred to as the "Gateway to Latin America and the Caribbean". In addition, among all Florida counties from 1998 - 1999, Miami-Dade County reported the single greatest increase in the total number of cases of syphilis, from 16 cases in 1998 to 35 cases in 1999, a 119% increase. See <http://www.co.miami-dade.fl.us/info/about/> and <http://www.dadehealth.org/std/STDsyphilis.asp> for more information.
- ◆ Miami-Dade County is an urban area comprised of 31 municipalities. The City of Miami is the largest municipality, followed by Hialeah, Miami Beach, North Miami and Coral Gables. See <http://www.co.miami-dade.fl.us/info/about/population.htm> for more information.
- ◆ For this county, Census 2000 indicates:
  - ▶ Total population (all ages) - 2,253,362
  - ▶ Hispanic (all ages) - 1,291,737 (57.3%)
  - ▶ Hispanic (18 and over) - 1,013,394 (59.8%)
- ◆ **Source:**  
[http://factfinder.census.gov/bf/?lang=en\\_vt\\_name=DEC\\_2000\\_PL\\_U\\_QTPL\\_geo\\_id=05000US12086.html](http://factfinder.census.gov/bf/?lang=en_vt_name=DEC_2000_PL_U_QTPL_geo_id=05000US12086.html)

### Specifications

- ◆ Conduct 6 groups (3 with Hispanic females, 3 with Hispanic males).
- ◆ Recruit from Miami, Hialeah, Miami Beach, North Miami and Coral Gables, FL.
- ◆ Recruit from zip codes for the following areas:
  - ▶ Miami
  - ▶ Hialeah
  - ▶ Miami Beach
  - ▶ North Miami
  - ▶ Coral Gables

## CITY 4: LUMBERTON, NC

### Justification

- ◆ Segmentation requires African American, rural population.
- ◆ Robeson County, NC is a high morbidity area (HMA) for syphilis.
- ◆ Robeson County is a rural area comprised of Fairmont, Lumber Bridge, Lumberton, Marietta, Maxton, Orrum, Parkton, Pembroke, Proctorville, Red Springs, Rennert, Rowland, and St. Pauls, NC.
- ◆ For this county, Census 2000 indicates:
  - ▶ Total population (all ages) – 123,339
  - ▶ African American (all ages) – 30,973 (25.1%)
  - ▶ African American (18 and over) – 20,672 (23.6%)
  - ▶ **Source:**  
[http://factfinder.census.gov/bf/?\\_lang=en\\_vt\\_name=DEC\\_2000\\_PL\\_U\\_QTPL\\_geo\\_id=0500\\_OUS37155.html](http://factfinder.census.gov/bf/?_lang=en_vt_name=DEC_2000_PL_U_QTPL_geo_id=0500_OUS37155.html)

### Specifications

- ◆ Conduct 6 groups (3 with African American females, 3 with African American males).
- ◆ Recruit from Fairmont, Lumberton, Red Springs, and St. Pauls, NC.
- ◆ Recruit from zip codes for the following areas:

▶ Fairmont 28340	▶ Red Springs 28377
▶ Lumberton 28358 28350	▶ St. Pauls 28384

## CITY 5: LAKEPORT/CLEARLAKE, CA

### Justification

- ◆ Segmentation requires Caucasian, rural population.
- ◆ Lake County, CA is listed in the top counties in California with deaths due to cervical cancer.
  - ▶ **Source:**  
<http://www.cdc.gov/nchs/about/otheract/hpdata2010/fa3/FA3%20-%20Table.XLS>.
- ◆ Lake County is a rural area comprised of the incorporated cities of Lakeport and Clearlake and the communities of Blue Lakes, Clearlake Oaks, Clearlake Park, Cobb, Finley, Glenhaven, Hidden Valley Lake, Kelseyville, Loch Lomond, Lower Lake, Lucerne, Middletown, Nice, Spring Valley, Upper Lake, and Witter Springs, CA.
- ◆ For this county, Census 2000 indicates:
  - ▶ Total population (all ages) – 58,309
  - ▶ Caucasian (all ages) – 50,289 (86.2%)
  - ▶ Caucasian (18 and over) – 39,050 (88.3%)
- ◆ **Source:**  
[http://factfinder.census.gov/bf/?\\_lang=en\\_vt\\_name=DEC\\_2000\\_PL\\_U\\_QTPL\\_geo\\_id=05000US06033.html](http://factfinder.census.gov/bf/?_lang=en_vt_name=DEC_2000_PL_U_QTPL_geo_id=05000US06033.html)

### Specifications

- ◆ Conduct 6 groups (3 with Caucasian females, 3 with Caucasian males).
- ◆ Recruit from Lakeport, Clearlake, Blue Lakes, Clearlake Oaks, Clearlake Park, Cobb, Finley, Glenhaven, Hidden Valley Lake, Kelseyville, Loch Lomond, Lower Lake, Lucerne, Middletown, Nice, Spring Valley, Upper Lake, and Witter Springs, CA.
- ◆ Zip codes from which to recruit:

▶ Lakeport 95453	▶ Finley 95435	▶ Middletown 95461
▶ Clearlake 95422	▶ Glenhaven 95443	▶ Nice 95464
▶ Blue Lakes 95525	▶ Kelseyville 95451	▶ Upper Lake 95485
▶ Clearlake Oaks 95423	▶ Loch Lomond 95461	▶ Witter Springs 95493
▶ Clearlake Park 95424	▶ Lower Lake 95457	
▶ Cobb 95426	▶ Lucerne 95458	

## **CITY 6: McALLEN, TX**

### **Justification**

- ◆ Segmentation requires Hispanic, rural population.
- ◆ Hidalgo County, TX is listed in the top counties in Texas with deaths due to cervical cancer.
  - ▶ **Source:**  
<http://www.cdc.gov/nchs/about/otheract/hpdata2010/fa3/FA3%20-%20Table.XLS>.
- ◆ Hidalgo County is a rural area comprised of 22 incorporated cities including McAllen, TX.
- ◆ For this county, Census 2000 indicates:
  - ▶ Total population (all ages) – 589,463
  - ▶ Hispanic (all ages) – 503,100 (88.3%)
  - ▶ Hispanic (18 and over) – 313,382 (85.1%)
  - ▶ **Source:**  
[http://factfinder.census.gov/bf/\\_lang=en\\_vt\\_name=DEC\\_2000\\_PL\\_U\\_QTPL\\_geo\\_id=05000US48215.html](http://factfinder.census.gov/bf/_lang=en_vt_name=DEC_2000_PL_U_QTPL_geo_id=05000US48215.html)

### **Specifications**

- ◆ Conduct 6 groups (3 with Hispanic females, 3 with Hispanic males).
- ◆ Recruit from McAllen, TX.
- ◆ Recruit from zip codes for the following areas:
  - ▶ McAllen  
78501  
78503  
78503