**Appendix A**

**Sample Pre-Screener Application**

Thank you for your interest in our study. Your opinions are important to us and they will help us greatly with our research. If you have any questions about this research you can contact \_\_\_.

To help us create our focus groups, we would like to ask you a few questions about yourself. This questionnaire should take roughly 5 minutes to complete.

**YOB**

*In what year were you born?*

Please enter your year of birth in the box below.

* Open ended box
* Prefer not to say (999)

**CITIZEN**

*Are you a Canadian citizen?*

* Yes (1)
* No (2)
* Prefer not to say/Don’t know (9)

**ELIG**

*Do you live, own, or rent property in Mississauga?*

* Yes (1)
* No (2)
* Prefer not to say/Don’t know (9)

If YOB > 2000 or CITIZEN != 1 or ELIG != 1

*Thank you, but you are not eligible to participate in our study.*

**GENDER**

*Are you:*

* Male (1)
* Female (2)
* Other (3)
* Prefer not to say (9)

**EDUCATION**

*What is the highest level of education that you have completed?*

* No schooling (1)
* Some elementary school (2)
* Completed elementary school (3)
* Some secondary/high school (4)
* Completed secondary/high school (5)
* Some technical, community college (6)
* Completed technical, community college (7)
* Some university (8)
* Bachelor’s degree (9)
* Master’s degree (10)
* Professional degree or doctorate (11)
* Prefer not to say/Don’t know (99)

**IMMIGRANT**

*Were you born in Canada?*

* Yes (1)
* No (2)
* Prefer not to say/Don’t know (9)

**COUNTRY** (If IMMIGRANT = 2)

*In what country were you born?*

Please enter the country name in the box below.

* Open ended box
* Prefer not to say (999)

**YEAR**

When did you immigrate to Canada?

Please enter the year you moved to Canada in the box below.

* Open ended box
* Prefer not to say (999)

**VOTE**

Municipal elections will be held in Mississauga on October 22, 2018.

In each election we find that a lot of people are not able to vote because they are not registered, are sick, or do not have time. Others do not want to vote.

*In the upcoming Mississauga Municipal election, are you:*

* Certain to vote (1)
* Likely to vote (2)
* Unlikely to vote (3)
* Certain not to vote (4)
* Don’t know (9)

**EMAIL**

If you are selected to participate in a focus group, we will need to contact you via email.

*What is your email address?*

* Open ended box
* Prefer not to say

Thank you again for answering this survey. If you are selected to participate in our focus groups, we will contact you in the coming weeks. If you have any questions about this research you can contact \_\_\_\_\_\_\_\_\_\_.

Appendix B. Online Recruitment Techniques – Benefits and Drawbacks

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Capacity to Connect with a Broad Audience | Capacity to Connect with a Targeted Audience | Cost and Time Commitment of Recruitment | Additional Considerations |
| Social Media Advertisements | * Helpful in narrowing geographic parameters and reaching a broad audience of those with access to the internet
* Easily shared by participants on their social networks; can increase engagement with the ad
 | * Useful parameters that allow researchers to direct ads toward specific characteristics, behaviours, and interests
 | * Minimal costs (as low as $1/day), though length of campaign and audience parameters can increase costs
* Researchers set the duration of the campaign and can adjust it at any time
* Easy to track audience engagement and adjust campaign as needed
 | * Some viewers can be wary about the authenticity of studies (e.g., fears about online scams); to mitigate such concerns, use a project email that is affiliated with a university, direct participants to a project site/screener, and include all ERB and contact information for transparency
 |
| Online Classifieds | * Very effective at reaching a broad audience in a specified geographic area
* Easily shared by viewers within their networks
 | * Not recommended for targeted audiences; generally hard to specify viewership and engagement
 | * Very cost effective; most forums allow researchers to post general advertisements for free
* Ads attract fewer views over time (as they are bumped further down a list by recent ads); low-cost “bump up” options are available to increase views, such as purchasing a “top ad” placement (though prices can differ across forums and locations)
 | * Although they can be very cost effective and generally easy to maintain or adjust, some classified ads can lead to a plethora of email communications, especially on sites where participants can reply directly through the site. Researchers should be aware and allocate additional time for addressing respondents’ questions and directing participants to the appropriate websites and/or screeners.
 |
| Online Connections with Community Organizations | * Not recommended for a broad audience, except in cases where the focus group may be held at a specific location (e.g., place ads in a library if the focus group will take place at that library)
 | * Recommended for target audiences, especially those from marginalized backgrounds and groups that you may need to build trust with in order to connect with participants
 | * Very cost-effective means of connecting with relevant participants
* Timing can be more challenging to navigate; often requires researchers to make a greater effort to connect with community leaders and to meet with individuals or organizations accordingly
* Manny organizations do not have full-time staff answering inquiries and may take longer to respond to calls or emails from researchers
 | * Listings for community organizations found online can be outdated or contain errors (especially if there are changes in leadership or staffing); researchers may need to explore more websites, social media forums, and/or visit the organization in-person to ensure that they connect with appropriate personnel.
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