

Methods for focus groups of Black and Hispanic Americans

Pew Research Center completed a series of focus groups from July 13 to July 22, 2021. Six groups were conducted with Black Americans; another six groups were conducted with Hispanic Americans. The focus groups were coordinated by Research Explorers. Those with Black Americans were moderated by Lisa Gaines McDonald of Research Explorers. Those with Hispanic Americans were moderated by Martha Garma Zipper of MGZ Research.

Each group discussion was held online for 90 minutes and included three to six men and women; there were a total of 28 Black American and 29 Hispanic American participants.

Each group was designed to include younger and older age groups and people with higher and lower levels of education. Those with higher education included any who had a four-year college degree or a master's degree. Those with lower education included those with a two-year associate's degree or less education. Those currently working in professional roles in a STEM occupation were not eligible to participate.

Groups with Black Americans included those living in the metropolitan areas of Atlanta, GA, Chicago, IL, Charlotte, NC and Houston, TX. Groups with Hispanic Americans were conducted in English or in Spanish with those living in the metropolitan areas of Chicago, IL, Houston, TX, Phoenix, AZ and Los Angeles, CA. The focus group design is shown in the table.

Focus groups with Black and Hispanic Americans

	Participants	Area	Age range	Education	Language
1	Black	Atlanta MSA	25-39	Higher	English
2	Black	Atlanta MSA	40-65	Lower	English
3	Black	Chicago MSA	25-39	Lower	English
4	Black	Chicago MSA	40-65	Higher	English
5	Black	Charlotte MSA	25-39	Higher	English
6	Black	Houston MSA	25-39	Lower	English
7	Hispanic	Chicago MSA	25-39	Lower	English
8	Hispanic	Chicago MSA	25-39	Higher	English
9	Hispanic	Houston MSA	40-65	Lower	Spanish
10	Hispanic	Houston MSA	40-65	Higher	English
11	Hispanic	Phoenix MSA	25-39	Higher	English
12	Hispanic	Los Angeles MSA	40-65	Lower	Spanish

Note: Higher education refers to those with a college degree or master's degree. Lower education refers to those with an associate's degree or less education. MSA refers to metropolitan statistical area.

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Here is [the moderator guide](#). Discussions covered a wide range of topics including:

- Experiences during the coronavirus pandemic and views of scientific advice for ways to protect health and stop the spread of the virus

- Experiences in medical and health care settings for treatment of minor health issues and, separately, for treatment of serious health issues
- Involvement with other aspects of science in daily life and ways people think about science
- Encounters with science in high school or after high school including college; perceptions of jobs in science
- Media and social media sources for information related to science
- Perceptions on the effects of science on society
- Recommendations on what needs to happen for Black and Hispanic Americans to have more confidence in the scientific community

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