

## Att 1. Participant Screener

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Hello, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_, a professional market research firm. I am not selling anything. Today we are talking with people as part of a project being held by User Insight. The project will focus on gathering feedback on a tool created by the Centers for Disease Control and Prevention (CDC). May I ask you a few questions to see if you are eligible to participate-this will take about 10 minutes?

[IF RESPONDENT INDICATES THAT THIS IS NOT A GOOD TIME, SCHEDULE A CALL BACK TIME]

[IF NO, THANK YOU and HANG UP]

Call back date/time: \_\_\_\_\_

[Terminate screener as soon as recruiting staff realizes the person does not speak or understand English]

1. Do you use/access the internet?
  - a. Yes
  - b. No **[THANK AND TERMINATE]**
  
2. How would you rate yourself as an Internet user?
  - a. Novice
  - b. Moderately skilled
  - c. Expert

### **RECRUIT A MIX.**

3. Which of the following best describes your employment status?
  - a. Employed Full-Time **[MUST MENTION FOR ALL NON-STUDENT QUOTAS]**
  - b. Employed Part-Time
  - c. Currently Unemployed
  - d. Retired
  - e. Student **[SKIP TO Q.12]**
  - f. Other (Specify): \_\_\_\_\_

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4. Do you currently work for one of the following?
- a. Healthcare or Public Health Organization
  - b. College or university or other education system
  - c. News/ media organization
  - d. Other [**CLASSIFY AS GENERAL PUBLIC. SKIP TO NOTE BEFORE Q.10 IF A REMOTE INTERVIEW. OTHERWISE SKIP TO Q.14**]

**CHECK QUOTAS ON PAGE 3.**

5. Which of the following health data topics, if any, do you research as part of your job responsibilities?
- a. Chronic Diseases
  - b. Cancer
  - c. Infectious Diseases
  - d. Unintentional Injuries
  - e. Violence-related Injuries
  - f. Other (Specify): \_\_\_\_\_ [**CONSULT WITH PROJECT MANAGER**]
  - g. None of the above

**RECRUIT A MIX OF TOPICS.**

6. Which websites, if any, do you regularly visit to find information on health or injury related topics? [**DO NOT READ LIST**]

\_\_\_\_\_

7. What is your current job title? \_\_\_\_\_
8. What organization/company do you work for? \_\_\_\_\_

- Recruit 10-14 Healthcare or Public Health Professionals
- Recruit 10-14 Researchers/ Educators/ Students/ General Public
- Recruit 10-14 Journalists/ Reporters/ Other Media Professionals

9. How many years have you worked in your field? \_\_\_\_\_ [**RECRUIT A MIX. MUST MENTION 1+ YEARS TO CONTINUE. OTHERWISE, THANK AND TERMINATE.**]

[**ASK Q.10-11 FOR REMOTE INTERVIEWS ONLY. OTHERWISE, SKIP TO Q.14**]

10. In what state, city, and zip code do you currently live?
- \_\_\_\_\_ [INCLUDE A NATIONAL REPRESENTATION]
- a. West Coast
  - b. East Coast
  - c. South
  - d. North

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- e. Midwest

11. How would you describe the area in which you work/go to school?

- a. Rural
- b. Suburban
- c. Urban

**RECRUIT A MIX.**

**[ASK Q.12-13 IF A STUDENT ONLY. OTHERWISE, SKIP TO Q.14]**

12. Which of the following health data topics, if any, do you research as part of your current studies /curriculum?

- a. Chronic Diseases
- b. Cancer
- c. Infectious Diseases
- d. Unintentional Injuries
- e. Violence-related Injuries
- f. Other (Specify):\_\_\_\_\_ **[CONSULT WITH PROJECT MANAGER]**
- g. None of the above

**RECRUIT A MIX OF TOPICS.**

13. Which websites, if any, do you regularly visit to find information on health and injury related topics? **[DO NOT READ LIST]**

\_\_\_\_\_

**14. ASSESS AND VERIFY ABILITY TO SPEAK AND UNDERSTAND ENGLISH**

Those are all of my questions. You do qualify for our interviews and we would like to invite you to join us on \_\_\_\_\_ at \_\_\_\_\_ PM. The interview will last about 60 minutes and will be audio taped. In appreciation for your time, you will be given \$40 in the form of a VISA Gift Card.

Are you willing to participate?

- a. Yes **[COLLECT CONTACT INFORMATION]**
- b. No **[THANK AND TERMINATE]**

*If after we hang up, you have a question about the interview or decide you can't participate, please contact me at \_\_\_\_\_.*