

## SCREENER

Are you...

- Male  
 Female

What is  
your age?

\_\_\_\_\_ (terminate if under 18)

## MAIN SURVEY

**1. Please indicate which of the following products you have used or purchased for yourself or anyone in your immediate family in the past year. [Select all that apply]**

- Prescription or over the counter medications (e.g., aspirin, cold medicine)
- Any medical device such as a blood glucose monitor or contact lenses
- A health website or mobile application
- Cosmetics or skincare products, including sun protection
- Food or medications for a pet
- Tobacco products (e.g., cigarettes, smokeless tobacco)
- None of the above

**2. Which of the following health experiences have you or anyone in your immediate family had in the past year? [Select all that apply]**

- Experienced public health services such as a doctor's visit for a cold or the flu, a blood transfusion, a hospital stay, an emergency room visit, or a mammogram
- Discarded a recalled food or drug product
- None of the above

**3. Please indicate how much each of the following contributes to your confidence that your food is safe to eat.**

**[Divide 100 points across each, giving more points to items that give you more confidence. You can give all your points to one item, or divide them however you choose. Please make sure the total adds to 100]**

- What you have heard about government regulation
- What you have done to ensure your own safety and your family's safety
- What you understand companies are doing to make the foods they produce safe
- The fact that stories about food-related illnesses are fairly rare

**4. Please indicate how much each of the following contributes to your confidence that vaccines you or your family have taken are safe.**

**[Divide 100 points across each, giving more points to items that give you more confidence. You can give all your points to one item, or divide them however you choose. Please make sure the total adds to 100]**

- What you have heard about government regulation
- What you have heard from your doctor
- What you understand companies are doing to make their vaccines safe
- The fact that stories about bad things happening with vaccines are fairly rare



**9. Please indicate how much you AGREE or DISAGREE with the following statements about the FDA. [Select ONE box for EACH statement] *Participants will receive this question for each organization they rank as 3 or 4 above.***

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree	Don't know
1. Ensures that the food I buy is safe .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Ensures that the medications I buy are safe.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Ensures the medications I buy are effective.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Ensures the vaccines given to me and my family are safe.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Ensures the cosmetic products I use are safe .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Ensures pet food is safe.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Is proactive about alerting me to health threats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Is an innovative organization.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Reduces my worry about my/my family's health.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Helps me to understand how best to care for myself/my family.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Makes decisions that are guided by science .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Is critical for protecting public health.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Communicates accurate & up-to-date information on unsafe products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Makes it easy to get the information I need.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Is respected by people I trust .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Is an organization I trust.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Is focused on pleasing big companies/industries.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Is responsive to my concerns.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. For each of the following topics please indicate how much information you would like to have. [Select ONE box for EACH statement]**

	Not interested in getting information	Only the most important updates	Just a summary	Detailed information
1. Food safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Medication safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Health threats to me and my family (e.g., recalls, disease outbreaks).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The safety of vitamins and nutritional supplements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The safety of medical devices (e.g., glucose monitors, breast implants)....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The safety of cosmetics and skincare products, including sun protection...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The safety of tobacco products.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The safety of the blood supply (e.g., at blood banks).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Nutrition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Detailed information  
 Just a summary  
 Only the most important updates  
 Not interested in getting information

10. Medical conditions (e.g., diabetes, high blood pressure, etc.).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Risks of tobacco use.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Information on government regulations related to health and safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Stories about what people who work in food and drug safety do.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Things I can do to keep me and my family safe and healthy.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. How new technology is being used to keep me healthy.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. An explanation of who is responsible for what in ensuring food and drug safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. General health and wellness information.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**11. Which of the following organizations is most qualified to talk to you about each of these topics? [Select one response for each topic]**

Companies are the most qualified to talk about this  
 Charitable organizations are most qualified to talk about this  
 National Institutes of Health (NIH)  
 US Department of Agriculture (USDA)  
 Food and Drug Administration (FDA)  
 Centers for Disease Control and Prevention (CDC)

1. Food safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Medication safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Health threats to me and my family (e.g., recalls, disease outbreaks)....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The safety of vitamins and nutritional supplements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The safety of medical devices (e.g., glucose monitors, breast implants)..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The safety of cosmetics and skincare products, including sun protection..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The safety of tobacco products.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The safety of the blood supply (e.g., at blood banks).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Nutrition.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Medical conditions (e.g., diabetes, high blood pressure, etc.).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Risks of tobacco use.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. Which of the following areas do you think the FDA regulates?**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Meat and poultry            | <input type="checkbox"/> Vaccines               | <input type="checkbox"/> Skincare products   |
| <input type="checkbox"/> Fish                        | <input type="checkbox"/> Prescription drugs     | <input type="checkbox"/> Tobacco             |
| <input type="checkbox"/> Eggs                        | <input type="checkbox"/> Over the counter drugs | <input type="checkbox"/> Alcoholic beverages |
| <input type="checkbox"/> Packaged food               | <input type="checkbox"/> Cell phones            | <input type="checkbox"/> Illegal drugs       |
| <input type="checkbox"/> Fresh fruits and vegetables | <input type="checkbox"/> Mammograms             | <input type="checkbox"/> Automobiles         |
| <input type="checkbox"/> Nutritional labels          | <input type="checkbox"/> Pet food               | <input type="checkbox"/> Hospitals           |
| <input type="checkbox"/> Donated blood               | <input type="checkbox"/> Animal medications     | <input type="checkbox"/> Children's toys     |
| <input type="checkbox"/> Contact lenses              |   |  |

**13. Please select up to 3 of the most important sources of information you use for topics related to medications.**

- |   |  |
|---|--|
| <input type="checkbox"/> News websites (e.g., CNN.com, TIME.com)          | <input type="checkbox"/> webMD.com             |
| <input type="checkbox"/> Family members or friends                        | <input type="checkbox"/> Television/radio      |
| <input type="checkbox"/> Physician or other healthcare professional       | <input type="checkbox"/> Newspapers            |
| <input type="checkbox"/> American Medical Association                     | <input type="checkbox"/> Google search         |
| <input type="checkbox"/> Food and Drug Administration (FDA)               | <input type="checkbox"/> EverydayHealth.com    |
| <input type="checkbox"/> Centers for Disease Control and Prevention (CDC) | <input type="checkbox"/> FoodSafety.gov        |
| <input type="checkbox"/> US Department of Agriculture (USDA)              | <input type="checkbox"/> Yahoo! Health         |
| <input type="checkbox"/> National Institutes of Health (NIH)              | <input type="checkbox"/> Other (specify:_____) |

**14. Please select up to 3 of the most important sources of information you use for topics related to health and wellness.**

- |   |  |
|---|--|
| <input type="checkbox"/> News websites (e.g., CNN.com, TIME.com)          | <input type="checkbox"/> webMD.com             |
| <input type="checkbox"/> Family members or friends                        | <input type="checkbox"/> Television/radio      |
| <input type="checkbox"/> Physician or other healthcare professional       | <input type="checkbox"/> Newspapers            |
| <input type="checkbox"/> American Medical Association                     | <input type="checkbox"/> Google search         |
| <input type="checkbox"/> Food and Drug Administration (FDA)               | <input type="checkbox"/> EverydayHealth.com    |
| <input type="checkbox"/> Centers for Disease Control and Prevention (CDC) | <input type="checkbox"/> FoodSafety.gov        |
| <input type="checkbox"/> US Department of Agriculture (USDA)              | <input type="checkbox"/> Yahoo! Health         |
| <input type="checkbox"/> National Institutes of Health (NIH)              | <input type="checkbox"/> Other (specify:_____) |

**15. Please select up to 3 of the most important sources of information you use for topics related to food safety.**

- |   |  |
|---|--|
| <input type="checkbox"/> News websites (e.g., CNN.com, TIME.com)          | <input type="checkbox"/> webMD.com             |
| <input type="checkbox"/> Family members or friends                        | <input type="checkbox"/> Television/radio      |
| <input type="checkbox"/> Physician or other healthcare professional       | <input type="checkbox"/> Newspapers            |
| <input type="checkbox"/> American Medical Association                     | <input type="checkbox"/> Google search         |
| <input type="checkbox"/> Food and Drug Administration (FDA)               | <input type="checkbox"/> EverydayHealth.com    |
| <input type="checkbox"/> Centers for Disease Control and Prevention (CDC) | <input type="checkbox"/> FoodSafety.gov        |
| <input type="checkbox"/> US Department of Agriculture (USDA)              | <input type="checkbox"/> Yahoo! Health         |
| <input type="checkbox"/> National Institutes of Health (NIH)              | <input type="checkbox"/> Other (specify:_____) |

**16. Please select up to 3 of the most important sources of information you use for topics related to public health threats such as recalls or disease outbreaks.**

- |   |  |
|---|--|
| <input type="checkbox"/> News websites (e.g., CNN.com, TIME.com)          | <input type="checkbox"/> webMD.com             |
| <input type="checkbox"/> Family members or friends                        | <input type="checkbox"/> Television/radio      |
| <input type="checkbox"/> Physician or other healthcare professional       | <input type="checkbox"/> Newspapers            |
| <input type="checkbox"/> American Medical Association                     | <input type="checkbox"/> Google search         |
| <input type="checkbox"/> Food and Drug Administration (FDA)               | <input type="checkbox"/> EverydayHealth.com    |
| <input type="checkbox"/> Centers for Disease Control and Prevention (CDC) | <input type="checkbox"/> FoodSafety.gov        |
| <input type="checkbox"/> US Department of Agriculture (USDA)              | <input type="checkbox"/> Yahoo! Health         |
| <input type="checkbox"/> National Institutes of Health (NIH)              | <input type="checkbox"/> Other (specify:_____) |

**17. Which of the following products or topics have you sought information about in the past year? [Select all that apply]**

- |  |  |
|--|--|
| <input type="checkbox"/> Choice of sunscreens                | <input type="checkbox"/> Managing weight                         |
| <input type="checkbox"/> Drug shortages                      | <input type="checkbox"/> Recent scientific research on health    |
| <input type="checkbox"/> Quitting and preventing tobacco use | <input type="checkbox"/> How decisions on health issues are made |
| <input type="checkbox"/> Preventing food-borne illness       | <input type="checkbox"/> A product recall                        |
| <input type="checkbox"/> How medications are approved        |  |

**18. Please indicate which of the following information sources you have visited in the past year. [Select all that apply]**

**Websites**

- |  |   |
|--|---|
| <input type="checkbox"/> FDA.gov                             | <input type="checkbox"/> Yahoo! Health  |
| <input type="checkbox"/> CDC.gov                             | <input type="checkbox"/> FoodSafety.gov |
| <input type="checkbox"/> USDA.gov                            | <input type="checkbox"/> NIH.gov        |
| <input type="checkbox"/> WebMD.com or other medical websites |   |

**Facebook pages**

- |  |   |
|--|---|
| <input type="checkbox"/> FDA Facebook page | <input type="checkbox"/> CDC Facebook page  |
| <input type="checkbox"/> NIH Facebook page | <input type="checkbox"/> USDA Facebook page |

**Twitter feeds**

- |   |  |
|---|--|
| <input type="checkbox"/> FDA Twitter feed | <input type="checkbox"/> CDC Twitter feed  |
| <input type="checkbox"/> NIH Twitter feed | <input type="checkbox"/> USDA Twitter feed |

**YouTube**

- FDA YouTube channel, USFoodandDrugAdmin
- CDC YouTube channel, CDCStreamingHealth

- None of the above**