

**Identity Theft In-depth Interview  
Screener  
December 2014**

**Interview Method:** Telephone

**Length of Interview:** Approximately 50 minutes

**Length of Screening Phone Call:** Approximately 10 minutes

**Financial Incentive for Participation:** \$40

Hello, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_, a research firm. We are conducting a research study in order to improve a government website. We are looking for individuals to participate in a 50-minute phone interview about their experiences. I want to assure you that all of responses will be kept entirely confidential and that we greatly appreciate your time. Participants in this study will receive \$40 for their time.

Is this something that you might be interested in participating in?

Yes

No

**[TERMINATE]**

Thank you, I appreciate your taking this time to speak with me.

Respondent Name \_\_\_\_\_

Gender \_\_\_\_\_

1. To Begin--do you, or does any member of your household or immediate family currently work in or study (or ever worked in or studied) any of the following:

- Marketing or Market Research
- Advertising or Public Relations
- The media, in any format, including print, broadcast, satellite cable TV, radio, and/or the Internet
- Journalism/Reporting
- The entertainment industry, in any medium, including TV, film, theatre, radio, print, and/or the Internet
- A consultant to any of the above

[TERMINATE IF YES TO ANY OF THE ABOVE]

2. When was the last time, if ever, that you participated in a market research group discussion, focus group, or individual interview?

- Within the past 6 months      **[TERMINATE]**

3. Have you ever been the victim of identity theft?

- Yes
- No                      **[TERMINATE]**
- Don't know            **[TERMINATE]**

4. I'm sorry to hear that. When did you discover the identity theft?

- 0-12 months ago
- Longer                      **[TERMINATE]**

5. Were there direct consequences of the theft that you dealt with -- such as financial losses or time spent correcting misinformation?

- Yes                      **[Recruit for GROUP 1]**
- No                        **[TERMINATE]**