



CDC-002 - Business & Industry Professionals

February 20th-27th, 2017: 9am, 10:30am, 12:30pm, 2pm, 3:30pm
Schedule a total of 5 **in-lab** interviews over the course of these dates/times

February 27th-March 3rd, 2017: 9am, 10:30am, 12:30pm, 2pm, 3:30pm
Schedule a total of 4 **remote** interviews over the course of these dates/times

Name: _____

Street: _____

City: _____

State & Zip: _____

Home Phone: () _____ Work Phone: _____

() _____

Fax Number: () _____ Cell Phone: () _____

E-mail address: _____

Hello. I'm _____ calling from User Insight, Inc., a marketing research firm. This is not a sales call of any type. We are conducting a brief survey with Professionals and would like to include your opinion. It is possible that we may also invite you to participate in a study that would be held in our office or by phone. First of all... (Go straight to question 1)

CDC estimates the average public reporting burden for this collection of information as approximately 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden statement or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ ATSDR Reports Clearance Officer, 1600 Clifton Road, MS D-74, Atlanta, GA 30333, ATTN: PRA (0923-0047).

General Information Questions

1. Record Gender. **(Do not Ask)**

Male

Female

Obtain Mix of Gender

Attachment A – Respondent Screeners

2. We want to recruit users from a **variety of age groups**. Please tell me in **which category does your age fall?**

- 18-24 years **(Terminate)**
- 25-29 years
- 30-39 years
- 40-49 years
- 50-59 years
- 60 years or older **(Terminate)**

Attachment A – Respondent Screeners

3. How would you describe your employment status?

- Full-Time
- Part-Time **(Terminate)**
- Homemaker **(Terminate)**
- Retired **(Terminate)**
- Other (specify) _____ **(Terminate)**

4. What is your occupation? _____

5. What is your job title? _____

6. What company do you work for? _____

For Q4-6, recruit individuals that work for chemical companies, laboratory testing (i.e., mold, radon testing)

7. In what city and state are you located? _____

Obtain a mix of National regions for the Remote interviews.

8. Do you **use the Internet**?

- Yes
- No **(Terminate)**

9. When you have a computer problem, which statement best describes what you would most likely do:

- I know very little about computers, I would call Family / Friend / Support because I wouldn't know where to start **(Beginner)**
- I would attempt to fix the problem on my own, but would probably have to call Family / Friend / Support if it was very difficult **(Intermediate)**
- I would fix the problem on my own, I generally know more than Family / Friends / Support **(Advanced)**

(Obtain a mix.)

Invitation for In-Labs:

Thank you! We would like to invite you to participate in a **60-minute** usability research project in person at our User Experience Facility in Atlanta, GA. This study will be on_____. Please do not schedule any appointments or meetings within ½ hour of the end time of your scheduled appointment.

Recruit 5 Business & Industry Professionals for IN-LAB interviews during any of the following days/times

Monday, February 20, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Tuesday, February 21st, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Wednesday, February 22nd, 2017

- 9:00 AM**
- 10:30 AM**

Attachment A – Respondent Screeners

- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Thursday, February 23rd, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**

Recruit 4 Business & Industry Professionals for REMOTE interviews during any of the following days/times

Monday, February 27th, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Tuesday, February 28TH, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**

Attachment A – Respondent Screeners

- 2:00 PM**
- 3:30 PM**

Wednesday, March 1st, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Thursday, March 2nd, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**

Invitation for Remote Interviews:

Thank you! We would like to invite you to participate in a **60-minute** usability research project via phone and Internet. This study will be on_____. Please do not schedule any appointments or meetings within ½ hour of the end time of your scheduled appointment. For your time you will receive a gift up to \$40 in value.

In Lab Interviews:

For participating in this usability study you will receive a gift up to \$40 in value. We will ask you sign a release form that allows us to videotape your activity for research purposes.

Would you allow us to videotape you? Yes No **(Terminate)**

We are inviting only a small number of people to participate in this research. The success of this project depends on your commitment to be available for the time slot we agreed on. If you are not able to keep your appointment, please call _____immediately at 770-391-1099.



CDC-002 - General Consumer Screener

February 20th-23rd, 2017: 9am, 10:30am, 12:30pm, 2pm, 3:30pm

(Double recruit each time slot. Schedule a total of 9 interviews over the course of these dates)

Name:

Street:

City:

State & Zip:

Home Phone:

Work Phone:

Fax Number:

Cell Phone:

E-mail address:

Hello, I'm _____ calling from User Insight, Inc., a marketing research firm. This is not a sales call of any type. We are conducting a brief survey and would like to include your opinion. It is possible that we may also invite you to participate in a study that would be held at User Experience facility here in Atlanta, GA. First of all... (Go straight to question 1)

General Information Questions

10. Record Gender. **(Do not Ask)**

Male

Female

Obtain Mix of Gender

11. Have you **participated in a focus group** or other **user testing** in the past 6 months?

Yes **(Terminate)**

No

12. Do you or anyone in your immediate household work or volunteer for an **advertising company, market research company, a government agency, or in the medical field?**

Yes **(Terminate)**

No

13. We want to recruit users from a **variety of age groups**. Please tell me in **which category does your age fall?**

- 18-24 years
- 25-29 years
- 30-39 years
- 40-49 years
- 50-55 years
- 56 years or older

Recruit a mixed group of ages

14. What is your **marital status**?

- Single, never been married
- Single, divorced or widowed
- Married

Recruit Mix of Marital Status

15. Which of the following best describes your annual **household income**?

- Under \$25K
- \$25K – \$75K
- \$76K+

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

- Less than High School
- Completed High School
- Some College or Trade School or Graduate of Trade School
- Graduated College
- Post Grad

Recruit Mix of Education Levels

17. What is your **current occupation**?

(specify) _____

18. Which of the following best describes your **ethnicity**?

Caucasian/White

African American/Black

Asian

Hispanic or Latino

Other (Native American or Other Pacific Islander ■ American Indian or Alaskan Native ■ Two or More Races) _____

Obtain Mix of Ethnicity

19. Do you **use the Internet**?

Yes

No (**Terminate**)

11. When you have a computer problem, which statement best describes what you would most likely do:

I know very little about computers, I would call Family / Friend / Support because I wouldn't know where to start (**Beginner**)

I would attempt to fix the problem on my own, but would probably have to call Family / Friend / Support if it was very difficult (**Intermediate**)

I would fix the problem on my own, I generally know more than Family / Friends / Support (**Advanced**)

12. When you buy new hardware to be installed inside your computer (i.e. memory, network card), which statement best describes you:

I would not buy new hardware on my own – I would take Family / Friend to help me make the decision. After purchasing the hardware, I would have Family / Friend or Store install it for me. (**Beginner**)

I would buy new hardware on my own after asking Family / Friend what I should buy. After purchasing the hardware, I would attempt to install it on my own until I ran into a problem (**Intermediate**)

Attachment A – Respondent Screeners

I would definitely buy new hardware on my own – I generally know more about it than the person at the store. **(Advanced)**

Note: Recruit a mix of Beginner, intermediate and advanced respondents

Invitation

Thank you! We would like to invite you to participate in a **60-minute** usability research project at our User Experience Center. This study will be on _____. Please do not schedule any appointments or meetings within ½ hour of the end time of your scheduled appointment.

Recruit **9 Times Slots with Consumers in any of the following dates/times (Double Recruit each time slots).**

Monday, February 20, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Tuesday, February 21, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Wednesday, February 22, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**

Attachment A – Respondent Screeners

- 2:00 PM**
- 3:30 PM**

Thursday, February 23, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**

For participating in this usability study you will receive a gift up to \$40 in value. When you come to our center we will ask you sign a release form that allows us to videotape your activity for research purposes.

Would you allow us to videotape you? Yes No **(Terminate)**

We are inviting only a small number of people to participate in this research. The success of this project depends on your commitment to show up at our center at the time we agreed on. If you are not able to keep your appointment, please call _____ immediately at 770-391-1099.



CDC-002 - Public Health Professionals Screener

February 20th-23rd, 2017: 9am, 10:30am, 12:30pm, 2pm, 3:30pm
Schedule a total of 5 **in-lab** interviews over the course of these dates/times

February 27th-March 3rd, 2017: 9am, 10:30am, 12:30pm, 2pm, 3:30pm
Schedule a total of 4 **remote** interviews over the course of these dates/times

Name: _____

Street: _____

City: _____

State & Zip: _____

Home Phone: _____

Work Phone: _____

Fax Number: _____

Cell Phone: _____

E-mail address: _____

Hello, I'm _____ calling from User Insight, Inc., a marketing research firm. This is not a sales call of any type. We are conducting a brief survey and would like to include your opinion. It is possible that we may also invite you to participate in a study that would be held at a local research facility. First of all... (Go straight to question 1)

General Information Questions

20. Record Gender. **(Do not Ask)**

Male

Female

Obtain Mix of Gender

21. We want to recruit users from a **variety of age groups**. Please tell me in **which category does your age fall?**

18-24 years

25-29 years

Attachment A – Respondent Screeners

- 30-39 years
- 40-49 years
- 50-59 years
- 60 years or older **(Terminate)**

22. How would you describe your employment status?

- Full-Time
- Part-Time **(Terminate)**
- Homemaker **(Terminate)**
- Retired **(Terminate)**
- Other (specify) _____ **(Terminate)**

23. What is your occupation? _____

(If not in the medical/healthcare use for general consumer quota.)

24. What is your **job title**?

- Nurse **(Recruit 3 Time Slots)**
- Doctor **(Recruit 2 Time Slots)**
- Other: (specify) _____ **(consider for general consumer quota)**

25. What type of medicine is your job associated with?

Type of medicine _____

26. **(If Nurse or Doctor in Q8 Ask)** In what type of facility do you work?

- Clinic
- Hospital
- Private practice
- Other (specify) _____ **(Hold and Check with PM)**

27. Which of the following best describes your **ethnicity**?

- Caucasian/White
- African American/Black
- Asian
- Hispanic or Latino
- Other (Native American or Other Pacific Islander ■ American Indian or Alaskan Native ■ Two or More Races) _____

Obtain Mix of Ethnicity

28. Do you **use the Internet**?

- Yes
- No (**Terminate**)

Invitation

Thank you! We would like to invite you to participate in a **60-minute** usability research project at our User Experience Center in Atlanta, GA. This study will be on_____. Please do not schedule any appointments or meetings within ½ hour of the end time of your scheduled appointment.

Recruit 5 HealthCare Providers for IN-LAB interviews during any of the following days/times

Monday, February 20, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Tuesday, February 21st, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Wednesday, February 22nd, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Thursday, February 23rd, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**

Recruit 4 HealthCare Providers for REMOTE interviews during any of the following days/times

Attachment A – Respondent Screeners

Monday, February 27th, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Tuesday, February 28TH, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Wednesday, March 1st, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Thursday, March 2nd, 2017

- 9:00 AM**

Attachment A – Respondent Screeners

- 10:30 AM**
- 12:30 PM**
- 2:00 PM**

For participating in this usability study you will receive a gift up to \$40 in value. When you come to our center we will ask you sign a release form that allows us to videotape your activity for research purposes.

Would you allow us to videotape you? Yes No **(Terminate)**

We are inviting only a small number of people to participate in this research. The success of this project depends on your commitment to show up at our center at the time we agreed on. If you are not able to keep your appointment, please call _____ immediately at 770-391-1099.



CDC-002 – Politicos & Media Professionals Screener

February 27th-March 3rd, 2017: 9am, 10:30am, 12:30pm, 2pm, 3:30pm
Schedule a total of 9 **Remote** interviews over the course of these dates/times

Name: _____
Street: _____
City: _____
State & Zip: _____
Home Phone: () _____ Work Phone: _____
() _____
Fax Number: () _____ Cell Phone: () _____
E-mail address: _____

Hello. I'm _____ calling from User Insight, Inc., a marketing research firm. This is not a sales call of any type. We are conducting a brief survey with Professionals and would like to include your opinion. It is possible that we may also invite you to participate in a study that would be held in our office or by phone. First of all... (Go straight to question 1)

General Information Questions

29. Record Gender. **(Do not Ask)**

- Male
 Female

Obtain Mix of Gender

30. We want to recruit users from a **variety of age groups**. Please tell me in **which category does your age fall?**

- 18-24 years **(Terminate)**
 25-29 years
 30-39 years

Attachment A - Respondent Screeners

40-49 years

50-59 years

60 years or older (**Terminate**)

31. How would you describe your employment status?

- Full-Time
- Part-Time **(Terminate)**
- Homemaker **(Terminate)**
- Retired **(Terminate)**
- Other (specify) _____ **(Terminate)**

32. What is your occupation? _____

33. What is your job title? _____

34. What company do you work for? _____

For Q4-6, Possible Job Titles:

Politicos and Media Professionals

- Communications Professionals
- Bloggers, especially with health- or environment-centered blogs
- Science writers/reporters
- Health writers/reporters

35. In what city and state are you located? _____

Obtain a mix of National regions for the Remote interviews.

36. Do you **use the Internet**?

- Yes
- No **(Terminate)**

37. When you have a computer problem, which statement best describes what you would most likely do:

- I know very little about computers, I would call Family / Friend / Support because I wouldn't know where to start **(Beginner)**
- I would attempt to fix the problem on my own, but would probably have to call Family / Friend / Support if it was very difficult **(Intermediate)**

Attachment A – Respondent Screeners

I would fix the problem on my own, I generally know more than Family / Friends / Support (**Advanced**)

(Obtain a mix.)

Recruit 9 Politicos & Media Professionals for REMOTE interviews during any of the following days/times

Monday, February 27th, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Tuesday, February 28TH, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**
- 3:30 PM**

Wednesday, March 1st, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**

Attachment A – Respondent Screeners

- 3:30 PM**

Thursday, March 2nd, 2017

- 9:00 AM**
- 10:30 AM**
- 12:30 PM**
- 2:00 PM**

Invitation for Remote Interviews:

Thank you! We would like to invite you to participate in a **60-minute** usability research project via phone and Internet. This study will be on_____. Please do not schedule any appointments or meetings within ½ hour of the end time of your scheduled appointment.

For participating in this usability study you will receive a gift up to \$40 in value.

We are inviting only a small number of people to participate in this research. The success of this project depends on your commitment to be available for the time slot we agreed on. If you are not able to keep your appointment, please call _____immediately at 770-391-1099.