

# FDA Ad Exposure Frequency Study

Cognitive Interview Screener

## Introduction

Hello, my name is \_\_\_\_\_ and I'm from [name of company]. I'm calling on behalf of RTI International, a non-profit research organization, about a research study. I'm not selling or promoting any product. **Ask to speak to someone 18 years or older.**

The purpose of this study is to learn more about how people watch TV. To see if you are eligible, I'd like to ask you some questions. If you are eligible and choose to participate, all of your comments will be kept private and we will reimburse you [\$125 for daytime/\$100 for evening] at the end of the interview.

May I continue?

Yes → CONTINUE

No → [Thank respondent and end call.]

## CORE ELIGIBILITY CRITERIA

1. Have you ever been told by a doctor that you have any of the following conditions?

High Blood Pressure	<input type="checkbox"/>	→ CONTINUE
Arthritis	<input type="checkbox"/>	
Seasonal Allergies	<input type="checkbox"/>	
Asthma	<input type="checkbox"/>	
Diabetes	<input type="checkbox"/>	

2. Do you still have this medical condition?

No	<input type="checkbox"/>	→ <b>TERMINATE</b>
Yes	<input type="checkbox"/>	→ CONTINUE

3. What is your current occupation?

Healthcare Provider (e.g., Physician, Nurse, Counselor, Physical therapist) <input type="checkbox"/> <b>TERMINATE</b>
Pharmaceutical Employee (e.g., Pharma Rep) <input type="checkbox"/> <b>TERMINATE</b>
Researcher / Scientist <input type="checkbox"/> <b>TERMINATE</b>
Department of Health and Human Services employee <input type="checkbox"/> <b>TERMINATE</b>
Market Research employee/Advertising employee <input type="checkbox"/> <b>TERMINATE</b>
All Other Occupations <input type="checkbox"/> <b>CONTINUE</b>

4. What year were you born?

_____	1996 or earlier → <b>CONTINUE</b>
	1997 or later → <b>TERMINATE</b>

5. What is your sex?

Male	<input type="checkbox"/>	→ <b>CONTINUE</b>
Female	<input type="checkbox"/>	→ <b>CONTINUE</b>
<b>SCREEN FOR A MIX</b>		

6. What is the highest level of education you have attained?

Less than high school	<input type="checkbox"/>	→ <b>CONTINUE</b>
High school graduate (or GED)	<input type="checkbox"/>	→ <b>CONTINUE</b>
Some college or technical school (No degree)	<input type="checkbox"/>	→ <b>CONTINUE</b>
College graduate (2- or 4-year degree)	<input type="checkbox"/>	→ <b>CONTINUE</b>
Some graduate school (No degree)	<input type="checkbox"/>	→ <b>CONTINUE</b>
Graduate school degree	<input type="checkbox"/>	→ <b>CONTINUE</b>
<b>SCREEN FOR A MIX</b>		

7. Which of these racial groups best describes you? **[Read options below]**

White		→ CONTINUE
Black / African American		→ CONTINUE
American Indian or Alaskan Native		→ CONTINUE
Asian		→ CONTINUE
Native Hawaiian or Pacific Islander		→ CONTINUE
Other		→ CONTINUE
SCREEN FOR A MIX		

**Interview Invitation:**

Thank you for answering all of my questions. Based on your responses, you appear eligible to participate in our study.

Each interview will last about 2 hours and should be very interesting. No one will try to sell you anything, and no one will call you later because you participated. We will reimburse you [\$125 for daytime and \$100 for evening interviews] at the end of the discussion for your time and participation. If it's okay, we would like to record the discussion. Can I schedule your participation?

The interviews will take place on **[DATES AND TIMES TBD]**. Which date and time would work best for you?

Your participation in this study is very important. If for some reason you will not be able to attend, please let us know right away. You can call us anytime at **[INSERT PHONE NUMBER]**, and if we are not here, please leave a message.

**Closing for Ineligible Participants:**

I'm sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible. These reasons were decided earlier by the researchers. However, thank you for your interest in this study and for taking the time to answer our questions today.

**Participant Information**

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NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

EMAIL \_\_\_\_\_

What is the best time to reach you? What is the best telephone number to reach you at that time?

BEST TIME TO BE REACHED: \_\_\_\_\_

BEST PHONE NUMBER: \_\_\_\_\_

Is there another time and number we can try if we miss you?

ALTERNATE PHONE NUMBER: \_\_\_\_\_

Recruiter: \_\_\_\_\_