

## Appendix B Eligibility Screener

Thank you for your interest in the study. Please answer the following questions to determine if you are eligible to participate.

**S1. What is your age?** \_\_\_\_ [Permit responses 0-100]

**S2. How many years of education have you had?**

- (1) Less than high school
- (2) Completed high school
- (3) Some college
- (4) Associate's degree (2-year)
- (5) Bachelor's degree (4-year)
- (6) Some postgraduate work
- (7) Postgraduate degree (M.A., Ph.D., M.D., J.D., etc.)

**S3. What is your sex?**

- (1) Male
- (2) Female

**S4. Are you Hispanic or Latino?**

- (1) No
- (2) Yes

**S5. What is your race? You may select one or more races.**

- (1) American Indian or Alaska Native
- (2) Asian
- (3) Black or African American
- (4) Native Hawaiian or other Pacific Islander
- (5) White
- (6) Some other race

**Programming Notes. [THESE WILL NOT APPEAR ON THE SCREEN].**

**When the quota has been met, go to ineligibility statement.**

If <60, skip to ineligibility statement.

Quota: 50% of sample completed high school or less than high school; 50% completed some college or higher.

Quota: 50% male / 50% female

No Quota

**[ALLOW MULTIPLE RESPONSES]**

Quota: At least 10% of sample African American.

**S6. Do you work for a pharmaceutical company, an advertising agency, or a market research company?**

- (1) No
- (2) Yes

If yes, skip to ineligibility statement.

**Ineligibility statement:** Thank you for completing these questions. You are not eligible for this study.