

## WOMENSHEALTH.GOV IN-DEPTH USABILITY INTERVIEWS SCREENER

### In-Depth Interviews:

- 8 In-Person, Columbia, SC
- 8 In-Person, Omaha, NE
- 8 In-Person, Spokane, WA

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE (HOME) \_\_\_\_\_ (WORK) \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
INTERVIEWER \_\_\_\_\_ DATE \_\_\_\_\_ CONFIRMED BY \_\_\_\_\_

### PHONE INTRO:

Hello, my name is \_\_\_\_\_ with \_\_\_\_\_, a marketing research firm, and we are asking people a few questions about how they seek out health information. We would greatly appreciate your opinions. I have just a few questions at this time, which will take no more than five minutes. This is not a marketing call, but strictly for research purposes. May I ask you a few questions?

- 1 Yes CONTINUE  
2 No **THANK AND TERMINATE**

### [PHONE: GENDER: DO NOT ASK BUT RECORD]

- 1 Male **TERMINATE**  
2 Female **MUST BE ALL FEMALE**

1. First, how old are you? **MUST BE BETWEEN 18 AND 65. RECRUIT A MIX**
2. How many times have you participated in a market research discussion of any kind in the past 6 months?  
  
1 None  
2 1 or more **TERMINATE**  
3 Don't know **TERMINATE**

3. How often do you use the internet to seek out health information like healthy habits and wellness, information about diseases or conditions, or information about treatment options?
  - 1 Once a week or more **CONTINUE**
  - 2 Once every few weeks **CONTINUE**
  - 3 Once a month **CONTINUE**
  - 4 Once every few months **TERMINATE**
  - 5 Less **TERMINATE**
  - 6 I do not use the internet to search for healthcare information **TERMINATE**
  
4. Without giving away personal information or private details, please describe a situation where you used the internet to seek out health information? [ARTICULATION QUESTION TO ENSURE THEY REALLY USE THE INTERNET FOR HEALTH INFORMATION AND CAN TALK ABOUT IT]
  
5. Which of the following online resources do you use to access health information? Please select all that apply.
  - 1 Health-focused websites or social media pages, like WebMD
  - 2 Websites or social media pages of healthcare institutions, like the Mayo Clinic
  - 3 Websites or social media pages of health insurance companies
  - 4 Websites or social media pages of individual doctors or practices
  - 5 Websites or social media pages of health-focused non-profits, like the American Heart Association
  - 6 Government health agency websites or social media pages, like the Department of Health and Human Services
  - 7 Online articles about health topics
  - 8 Other, please specify: \_\_\_\_\_
  - 9 None of the above/not sure **TERMINATE**
  
6. Have you heard of or been to the website: womenshealth.gov, which is part of the U.S. Department of Health and Human Services?
  - 1 Yes
  - 2 No
  - 3 Not sure
  
7. What is your impression of womenshealth.gov, and/or the U.S. Department of Health and Human Services? Do you have a...
  - 1 Very favorable impression
  - 2 Somewhat favorable impression
  - 3 No impression/neutral
  - 4 Somewhat unfavorable impression **TERMINATE**
  - 5 Very unfavorable impression **TERMINATE**
  - 6 Not sure
  
8. When you use the internet to search for health information, do you primarily use...
  - 1 A desktop computer or laptop
  - 2 A mobile device such as a phone or tablet
  - 3 Use both equally
  - 4 Not sure

RECRUIT EVEN SPLIT AMONG DESKTOP (1) OR BOTH (3), AND MOBILE (1) OR BOTH (3)

9. Which, if any, of the following health topics are you interested in learning about? *Please select all that apply.*

- 1 **PCOS or polycystic ovary syndrome**
- 2 Heart disease
- 3 **Pregnancy**
- 4 **Infertility**
- 5 Cancer screening
- 6 **Healthy weight**
- 7 Dermatology and skin care
- 8 **Breastfeeding**
- 9 **STIs (Sexually transmitted infections)**
- 10 **Menopause**
- 11 **Endometriosis**
- 12 Other, specify \_\_\_\_\_
- 13 None of the above

**EXCLUSIVE/TERMINATE**

**MUST SELECT AT LEAST ONE OF 1,3,4,6,8-11**

**Just a few additional questions about you:**

10. Which of the following describes your primary health insurance? **RECRUIT A MIX**

- 1 Coverage through you or your spouse's current or former employer
- 2 Coverage through school, a professional association, union, trade group, or some other organization
- 3 Coverage purchased directly from health insurance company (you pay for it yourself)
- 4 Health exchange (Affordable Care Act)
- 5 Medicaid
- 6 Medicare
- 7 Other type of health insurance: \_\_\_\_\_
- 8 None/do not currently have health insurance

11. Which of the following best describes your highest level of education completed? **RECRUIT A MIX**

- 1. High school or less
- 2. Some college
- 3. Associate's Degree
- 4. Bachelor's Degree
- 5. Graduate or Professional Degree
- 6. Other

12. What is your approximate annual household income? **RECRUIT A MIX**

- 1. Below \$25,000
- 2. \$25-\$49,999
- 3. \$50-\$74,999
- 4. \$75-\$100,000
- 5. \$100,000 or more
- 6. DON'T KNOW/UNSURE **TERMINATE**
- 7. REFUSED **TERMINATE**

**PER LOCATION, WE WANT LOWER SES RANGE: RECRUIT AT LEAST 3 WHO ARE ASSOCIATES OR LESS (Q11) AND EARNING <\$50,000 (Q12)**

13. Do you consider yourself to be: **RECRUIT A MIX**

1. White
2. African-American or black
3. Hispanic
4. Asian
5. American Indian/Alaska Native
6. Other, specify:

14. Which of the following best describes the area where you live? **RECRUIT A MIX**

- 1 Urban
- 2 Suburban
- 3 Small town
- 4 Rural
- 5 Not sure

**RECRUIT AT LEAST 3 RURAL PER LOCATION**

15. Which of the following best describes your employment status? Are you...

- 1 Employed full-time
- 2 Employed part-time
- 3 Self-employed
- 4 Active duty military
- 5 A full-time Homemaker
- 6 Disabled/not able to work
- 7 Retired
- 8 Full-time student
- 9 Currently seeking employment
- 10 Other, specify: \_\_\_\_\_

**TERMINATE**

16. **[ASK IF EMPLOYED]** What is your occupation and where do you work? **WRITE OUT, TERMINATE IF RESPONDENT WORKS IN OR HAS EXPERIENCE IN HEALTH CARE, MARKETING, MARKET RESEARCH, ADVERTISING, WEB DEVELOPMENT OR DESIGN**

---

---

17. According to your responses, you are qualified to participate in a more detailed research interview for which you will be compensated [ \$50 for your time/]. The interview will take one hour and will be conducted [at RESEARCH LOCATION on DATE]. Are you interested and willing to participate in this research? This is for research purposes only, and all of your feedback during the In-Depth Interview would be anonymous and confidential. Would you be interested in joining us?

- 1 Yes
- 2 No

IF YES; PLEASE SCHEDULE; NEED MAILING ADDRESS FOR INCENTIVE:

Name: \_\_\_\_\_

Interview Date/Time: \_\_\_\_\_

Phone Number for IDI: \_\_\_\_\_

Email address for confirmation: \_\_\_\_\_

Mailing address: \_\_\_\_\_

**FOR IN PERSON, PLEASE CONTINUE WITH YOUR STANDARD METHODS FOR GAINING PARTICIPANT COOPERATION.**

Respondent's name \_\_\_\_\_

Telephone number \_\_\_\_\_

Email address \_\_\_\_\_