# Screener

1. **What year were you born?** [AGE]

[DROP DOWN MENU WITH YEARS: 1920 - 2019] 🡪 terminate if year between 2002 and 2019.

1. **Do you work for a pharmaceutical company, an advertising agency, or a market research company?** [OCC\_EXCL]
   * Yes 🡪 terminate
   * No 🡪 continue
2. **Do you work for the Department of Health and Human Services?** [HHS\_EXCL]
   * Yes 🡪 terminate
   * No 🡪 continue

*[Programmer: Add page break]*

1. **When was the last time you participated in a research interview or focus group?** [LAST\_PART]

* Less than 6 months ago 🡪 terminate
* 6 months ago or more 🡪 continue
* Never 🡪 continue

*[Programmer: Add page break]*

1. **Are you comfortable reading in English?** [READ\_ENG]
   * Yes 🡪 continue
   * No 🡪 terminate

*[Programmer: Add page break]*

1. **How familiar are you with [CELEBRITY NAME 1]?** [FAM\_END\_1A]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar
2. **How familiar are you with [CELEBRITY NAME 2]?** FAM\_END\_1B]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar
3. **How familiar are you with [CELEBRITY NAME 3]?** [FAM\_END\_1C]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar

**[NOTE: FOR STUDY 1 COGNITIVE TESTING RECRUITMENT, PARTICIPANTS NEED TO BE “VERY FAMILIAR” OR “EXTREMELY FAMILIAR” WITH CELEBRITY 1 IN Q6.]**

*[Programmer: Add page break]*

1. **How familiar are you with [INFLUENCER NAME 1]?** [FAM\_END\_2A]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar
2. **How familiar are you with [INFLUENCER NAME 2]?** [FAM\_END\_2B]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar
3. **How familiar are you with [INFLUENCER NAME 3]?** [FAM\_END\_2C]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar

**[NOTE: FOR STUDY 2 COGNITIVE TESTING RECRUITMENT, PARTICIPANTS NEED TO BE “VERY FAMILIAR” OR “EXTREMELY FAMILIAR” WITH AT LEAST ONE OF THE INFLUENCERS LISTED IN Q9 – Q11.]**

*[Programmer: Add page break]*

1. **How often do you use the following social media platforms?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Daily | Weekly | Less Often |
| **a. Twitter** [SMP\_TWIT] | **○** | **○** | **○** |
| **b. Facebook** [SMP\_FACE] | **○** | **○** | **○** |
| **c. Snapchat** [SMP\_SNAP] | **○** | **○** | **○** |
| **d. Instagram** [SMP\_GRAM] | **○** | **○** | **○** |
| **e. LinkedIn** [SMP\_LI] | **○** | **○** | **○** |
| **f. YouTube** [SMP\_YT] | **○** | **○** | **○** |

**[NOTE: FOR STUDY 2 COGNITIVE TESTING RECRUITMENT, PARTICIPANTS NEED TO BE A “DAILY” OR “WEEKLY” USER OF INSTAGRAM IN Q12D.]**

*[Programmer: Add page break]*

1. **What is your gender?** [GENDER] **[RECRUIT A MIX]**
   * Male
   * Female
   * Prefer not to answer

**[NOTE: RECRUIT ANY GENDER TO STUDY 1 COGNITIVE TESTS; RECRUIT ONLY FEMALES TO STUDY 2 COGNITIVE TESTS.]**

1. **Are you:** [ETHNIC] **[RECRUIT A MIX]**
   * Hispanic or Latino
   * Not Hispanic or Latino
2. **What is your race? You may select one or more races. [RECRUIT A MIX]**

* American Indian/Alaska Native [RACE1]
* Asian [RACE2]
* Black or African American [RACE3]
* Native Hawaiian or other Pacific Islander [RACE4]
* White [RACE5]

*[Programmer: Add page break]*

1. **What is the highest level of school you have completed or the highest degree you have received? (Select one.)** [EDUC] **[RECRUIT A MIX]**
   * Less than high school
   * High school graduate – high school diploma or equivalent (for example: GED)
   * Some college, but no degree
   * Associate or two-year college degree
   * Bachelor’s degree (for example: BA, AB, BS)
   * Advanced or post-graduate degree (for example: Master’s degree, MD, DDS, JD, PhD, EdD)

*[Programmer: Add page break]*

**[QUALIFICATION TEXT]**

**Congratulations, based on your answers, you qualify for the study! It is important for you to know not everyone who qualifies for the study will be selected for an interview.**

**If you are willing to participate in a 60-minute in-person interview at Westat, please give us the best information to contact you by phone and email in the text boxes below:**

**Name** [NAME]**:**

**Telephone Number** [PHONE]**:**

**E-mail Address** [EMAIL]**:**

*[Programmer: Add page break]*

**Thank you for your answers to these questions. If you are chosen for an interview, someone will contact you within the next 1-2 days.**

**[TERMINATION TEXT]**

**Unfortunately you do not qualify for this particular study. There are a number of reasons people do not qualify. Thank you for your willingness to participate in this research.**