Screener

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

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

2. **Do you work for a pharmaceutical company, an advertising agency, or a market research company?** [OCC_EXCL]

   o Yes → terminate
   o No → continue

3. **Do you work for the Department of Health and Human Services?** [HHS_EXCL]

   o Yes → terminate
   o No → continue

[Programmer: Add page break]

4. **When was the last time you participated in a research interview or focus group?** [LAST_PART]
   o Less than 6 months ago → terminate
   o 6 months ago or more → continue
   o Never → continue

[Programmer: Add page break]

5. **Are you comfortable reading in English?** [READ_ENG]

   o Yes → continue
   o No → terminate

[Programmer: Add page break]

6. **How familiar are you with [CELEBRITY NAME 1]?** [FAM_END_1A]

   o Not at all familiar
   o Somewhat familiar
   o Very familiar

o Extremely familiar

7. **How familiar are you with [CELEBRITY NAME 2]?** FAM_END_1B]

   o   Not at all familiar
   o   Somewhat familiar
   o   Very familiar
   o   Extremely familiar

8. **How familiar are you with [CELEBRITY NAME 3]?** [FAM_END_1C]

   o   Not at all familiar
   o   Somewhat familiar
   o   Very familiar
   o   Extremely familiar

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

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9. **How familiar are you with [INFLUENCER NAME 1]?** [FAM_END_2A]

   o   Not at all familiar
   o   Somewhat familiar
   o   Very familiar
   o   Extremely familiar

10. **How familiar are you with [INFLUENCER NAME 2]?** [FAM_END_2B]

    o   Not at all familiar
    o   Somewhat familiar
    o   Very familiar
    o   Extremely familiar

11. **How familiar are you with [INFLUENCER NAME 3]?** [FAM_END_2C]

    o   Not at all familiar
    o   Somewhat familiar
    o   Very familiar
    o   Extremely familiar

[Programmer: Add page break]

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

	Daily	Weekly	Less Often
a. Twitter [SMP_TWIT]	O	O	O
b. Facebook [SMP_FACE]	O	O	O
c. Snapchat [SMP_SNAP]	O	O	O
d. Instagram [SMP_GRAM]	O	O	O
e. LinkedIn [SMP_LI]	O	O	O
f. YouTube [SMP_YT]	O	O	O

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13. What is your gender? [GENDER] **[RECRUIT A MIX]**

- O   Male
- O   Female
- O   Prefer not to answer

14. Are you: [ETHNIC] **[RECRUIT A MIX]**

- O   Hispanic or Latino
- O   Not Hispanic or Latino

15. 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]

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16. What is the highest level of school you have completed or the highest degree you have received? (Select one.) [EDUC] [RECRUIT A MIX]

- o Less than high school
- o High school graduate – high school diploma or equivalent (for example: GED)
- o Some college, but no degree
- o Associate or two-year college degree
- o Bachelor's degree (for example: BA, AB, BS)
- o 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]:

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[                                                                    ]
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Telephone Number [PHONE]:

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[                                                                    ]
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E-mail Address [EMAIL]:

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[                                                                    ]
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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.