Attachment 1: FA Survey and Consent

Introduction and Consent

Thank you for your interest in participating in this survey related to firearm injury and death. The following survey should take no longer than 15 minutes to complete. The results will inform future communications developed by the Centers for Disease Control and Prevention (CDC) related to preventing firearm violence.

Your participation is completely voluntary. All survey questions are optional. You may choose to skip survey questions that you do not wish to answer or discontinue the survey at any point. There are no foreseeable risks associated with participating in this survey. We will not ask you for any personal identifiable information (PII), such as your name or email address, that could link your responses to you. There are no direct benefits to participating in the survey. However, you may benefit from knowing your participation will help improve future communication materials related to firearm violence and their ability to support firearm violence prevention work going forward.

If you have any questions or concerns about this survey, you may contact [PI NAME] by phone at [PHONE NUMBER] or by email at [EMAIL ADDRESS].

If you understand the information above and agree to participate in the survey, please proceed to the first survey question.

_____

Survey Questions:

This survey will ask questions about firearm injury and death (sometimes referred to as firearm violence or gun violence). We are defining firearm injury and death as including homicide or suicide, or nonfatal injury from assault or suicide attempt, or accidental firearm injuries.

Level of Concern About Firearm Injury and Death

1. How concerned are you about firearm injury and death? [Likert scale 1-7]
   - Can you share why you gave that rating? [open-ended]

2. How concerned do you think other people you know (e.g., friends, family, neighbors) are about firearm injury and death? [Likert scale 1-7]
   - Can you share why you gave that rating? [open-ended]

Prevention of Firearm Injury and Death

3. How possible do you think is it to prevent firearm injury and death? [Likert scale 1-7]
   - Can you share why you gave that rating? [open-ended]

4. Whose responsibility is it to prevent or address firearm injury and death? Select all that apply.
   - Law enforcement (i.e., police)
   - Criminal justice (i.e., prosecutors, judges, courts)
   - Medical/Healthcare
   - Mental Health
   - Public Health
   - Communities
   - Everyone
   - Other, specify: [open-ended]

5. In terms of local, state, and federal levels, whose responsibility is it to prevent or address firearm injury and death? Select all that apply.
   - Local government or agencies (e.g., mayor, county commission, county health department, other city or county agencies)
   - State government or agencies (e.g., governor, state legislature, state health department, other state agencies)
   - Federal government or agencies (e.g., White House, Department of Justice, Centers for Disease Control and Prevention, Congress)
   - None of the above

6. Did you know, before taking this survey, that CDC does research and other work to prevent firearm injury and death? [Yes/No]

Reactions to Firearm Messages

[Display message from message bank (Att 4. FA Messages for Testing)]

[Participants will be presented with three message sets. The following set of questions will be asked for each message set displayed]

7. How easy is it to **understand** this message? [Likert scale 1-7]
   - What could make it easier to understand? [open-ended]
   - Would data or a statistic make this message easier to understand? [yes/no]

8. How **believable** is this message? [Likert scale 1-7]
   - What could make it more believable? [open-ended]
   - Would data or a statistic make this message more believable? [yes/no]

9. How **appealing** is this message to you? [Likert scale 1-7]
   - What could make it more appealing? [open-ended]

10. How well do you think you would **remember** this message? [Likert scale 1-7]
    - What could make it easier to remember? [open-ended]

11. How **important** is the information in this message? [Likert scale 1-7]
    - Can you share why you gave that rating? [open-ended]

A/B Testing of Draft Firearm Messages

You will be presented with two messages to read, and then asked some questions to compare the messages.

[Display two messages from message bank for comparison (Att 4. FA Messages for Testing)]

[The following set of questions will be asked for each of the three message pairs displayed]

12. **Please select the message that you understand best. [one option]**
    - Message A
    - Message B
    - Neither message
    - [If message A or B] Why was this message more clear? [open text box]
    - [If neither] What could be explained more clearly in these messages? [open text box]

13. **Please select the message that you find most believable. [one option]**

- Message A
- Message B
- Neither message
  - [If message A or B] Why did you find this message believable? [open text box]
  - [If neither] What could make these messages more believable? [open text box]

14. **Please select the message that you find most appealing. [one option]**
- Message A
- Message B
- Neither message
  - [If message A or B] Why was this message more appealing? [open text box]
  - [If neither] What could make these messages more appealing? [open text box]

15. **Please select the message that you will remember best. [one option]**
- Message A
- Message B
- Neither message
  - [If Message A or B] What was easy to remember about this message? [open text box]
  - [If neither] What could make these messages easier to remember? [open text box]

16. **Please select the message that you find most important. [one option]**
- Message A
- Message B
- Neither message
  - [If Message A or B] Why was this message most important? [open text box]
  - [If neither] What could make these messages more important? [open text box]

17. **Would knowing this message came from CDC make it more or less believable?**
- More believable
- Less believable
  - Why or why not? [open text box]

Empathy

When it comes to information or messages put out by CDC or other federal organizations:
1. How important is it for CDC or other federal organizations to understand your perspective? [Likert scale 1-7]
   a. Can you share why you gave this rating? [open text box]

2. How important is it for CDC or other federal organizations to understand your concerns or feelings? [Likert scale 1-7]
   a. Can you share why you gave this rating? [open text box]

Reactions to Firearm Images

[Images for this section are in Att 5. FA Images for Testing]

18. To accompany messages about prevention of firearm injury and death, which of these **images best accompanies the prevention message?** [show photos of guns]

19. To accompany messages about prevention of firearm injury and death, do you prefer **photos or illustrations** of guns?
[show photo of gun vs. illustration of gun]

20. To accompany messages about **safe firearm storage**, which of these images is more believable? [show photos of guns with locks, guns in safes, guns in lock boxes]

Trusted Messengers Regarding Firearm Injury and Death

21. Where is the first place you go for health and safety information?
    ○ Internet search engine (e.g., Google, Bing, Yahoo, DuckDuckGo, etc.)
    ○ Online news sources (local/national)
    ○ TV news sources (local/national)
    ○ Social media (e.g., Facebook, Instagram, Twitter, Nextdoor, etc.)
    ○ YouTube
    ○ Online forums (e.g., Reddit, Quora, etc.)
    ○ Friends/family
    ○ Neighbors
    ○ Other, specify: [open-ended]

22. If firearm injury or death occurs in your community or you hear about it occurring somewhere, what types of information do you look for? [open-ended]

23. To what degree do you feel that CDC information about firearm injury and death, and how to prevent it, is credible? [Likert scale 1-7]

    ○ Can you share why you gave that rating? [open-ended]

Additional Information

24. Is there any additional information that you would like to share? [open-ended]

Demographics
Finally, we ask you to please answer a few demographic questions. After we compile all survey responses, we use the demographic information to identify trends and patterns across the data set. As a reminder, we are not collecting personally identifiable information and these data cannot be linked to you.

25. Age: How old are you?
    ○ under 18 years of age
    ○ 18-24 years of age
    ○ 25-34 years of age
    ○ 35-44 years of age
    ○ 45-54 years of age
    ○ 55-64 years of age
    ○ 65-74 years of age
    ○ 75 years of age or older

26. Location: What is your ZIP code? [open text box]

27. Language: What is your preferred language for reading and writing?
    ■ English
    ■ Spanish
    ■ Other

28. Race/Ethnicity
    ○ What is your ethnicity
        ■ Hispanic or Latino
        ■ Not Hispanic or Latino

    ○ What is your race? *Select all that apply.*
        ■ American Indian or Alaska Native
        ■ Asian
        ■ Black or African American
        ■ Native Hawaiian or Other Pacific Islander
        ■ White

29. Gender Identity
    ○ Are you:
        ■ Female
        ■ Male
        ■ Transgender, non-binary, or another gender

30. Education attainment
    ○ What is the highest grade or year of school you completed?
        ■ Never attended school
        ■ Attended kindergarten only
        ■ Grades 1 through 8 (Elementary)
        ■ Grades 9 through 11 (Some high school)
        ■ Grade 12 or GED (High school graduate)
        ■ College 1 year to 3 years (Some college or technical school)
        ■ College 4 years or more (College graduate)
        ■ Graduate school
        ■ I don't know

31. Firearm ownership
    ○ Do you own any firearms/guns? [Yes/No]
    ○ [If previous answer is Yes] What are your reasons for owning firearms/guns?
      Select all that apply.
        ■ Personal protection
        ■ Recreational shooting
        ■ Competitive shooting
        ■ Hunting
        ■ Other
    ○ [If previous answer is No] What are your reasons for not owning a firearm? Select
      all that apply.
        ■ Firearms are dangerous
        ■ Don't have a need
        ■ Would like to own one, but don't currently have one
        ■ Other
    ○ Do you live in a household with one or more firearms/guns? [Yes/No]
    ○ Did you grow up in a household with one or more firearms/guns? [Yes/No]

32. Household Income
    ○ Last year, that is in [2022], what was your total household income from all
      sources, before taxes?
        ■ Less than $15,000
        ■ $15,000 to $24,999
        ■ $25,000 to $34,999
        ■ $35,000 to $49,999
        ■ $50,000 to $74,999
        ■ $75,000 to $99,999
        ■ $100,000 to $149,999

- $150,000+
- I prefer not to answer
- I don't know

33. Household
    - Do you currently have any children under the age of 18 who live with you at least part time? [Yes/No]
    - Including yourself, how many members of your household are 18 years of age or older, excluding adults living away from home (such as students away at college)?
        - 1
        - 2
        - 3
        - 4 or more

34. Political Leaning
    - Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? Select one.
        - Democrat
        - Republican
        - Independent
        - Something else
        - Prefer not to answer