

**Eligible Participant Screener for Focus Group (to be conducted over the phone by recruiter)**

Good news. You are eligible to participate in this project.

If you agree to participate in this project, we will ask you to take part in a web-based focus group. We will ask a series of questions about water safety. This focus group will take about 60 minutes. To thank you for your time, you will receive a \$75 gift card for your participation.

Do you have any questions?

Are you interested in participating in the focus group?

- ☐ Yes (*CONTINUE*)
- ☐ No, okay, thank you for your time today. (*STOP HERE*)

**CONFIRM NAME, DEMOGRAPHICS, EMAIL, AND PHONE**

1. Could you please spell your first and last name?

I have a few additional questions to ensure we get a good mix of participants in this study.

2. In what ZIP code do you currently live? [ENTER FIVE DIGIT ZIP CODE]
3. Do you live within 10 miles of a freshwater body, such as a lake, reservoir, or river?
  - a. Yes
  - b. No
  - c. I don't know
  - d. Prefer to not answer
4. Are you the parent or caregiver of any children (0-18 years) who currently live in your household?
  - a. Yes [IF YES, ASK QUESTION 5]
  - b. No [IF NO, SKIP TO QUESTION 6]
  - c. Prefer to not answer [SKIP TO QUESTION 6]
5. Do you visit freshwater bodies in the summer months with your children?
  - a. Yes
  - b. No
  - c. Prefer to not answer

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6. Do you own or take care of any dogs?
  - a. Yes [IF YES, ASK QUESTION 7]
  - b. No [IF NO, SKIP TO QUESTION 8]
  - c. Prefer to not answer [SKIP TO QUESTION 8]
7. Do you visit freshwater bodies, like lakes, ponds, or rivers, in the summer months with dog(s) you own or take care of?
  - a. Yes
  - b. No
  - c. Prefer to not answer
8. On a scale of 1-10, how familiar are you with harmful algal blooms (HABs)? [where 1 means you are not familiar at all, and 10 means that you are extremely familiar]
9. Are you: Mark all that apply
  - a. Female
  - b. Male
  - c. Transgender, non-binary, or another gender
  - d. Prefer not to answer/Decline
10. Which of the following best describes your ethnicity?
  - a. Hispanic or Latino
  - b. Not Hispanic or Latino
  - c. Prefer not to answer/Decline
11. Which of the following best describes your race? [Please select one or more as applicable].
  - a. American Indian or Alaska Native
  - b. Asian
  - c. Black or African American
  - d. Native Hawaiian or Other Pacific Islander
  - e. White
  - f. Prefer not to answer/Decline
12. What is the highest level of education you have completed?
  - a. Some high school
  - b. High school diploma
  - c. Some college or associate's degree
  - d. Bachelor's degree
  - e. Advanced degree
  - f. Prefer not to answer/Decline
13. What is your current occupational status? Would you say...?
  - a. Employed full time
  - b. Employed part time
  - c. Unemployed

- d. Stay at home parent
  - e. Student
  - f. Retired
  - g. Disabled
  - h. Other: \_\_\_\_\_
  - i. Don't Know/Not Sure *[DO NOT READ]*
  - j. Prefer not to answer
14. Last year, in 2023, what was your total household income from all sources, before taxes?
- a. Less than \$15,000
  - b. \$15,000 to \$24,999
  - c. \$25,000 to \$34,999
  - d. \$35,000 to \$49,999
  - e. \$50,000 to \$74,999
  - f. \$75,000 to \$99,999
  - g. \$100,000 to \$149,999
  - h. \$150,000+
  - i. Prefer not to answer
15. Do you have any of the following conditions?
- a. Inflammatory bowel disease (IBD)
  - b. Asthma
  - c. Skin conditions causing rash or hives
  - d. Any conditions that weaken your immune system (for example, diabetes, kidney disease, HIV, or cancer)?
  - e. Prefer not to answer
16. Where do you go for information about water safety related to visiting lakes, rivers, or other water bodies?
- a. Signage near water; park signage
  - b. Park, water body, or beach website
  - c. State or local government website
  - d. Federal government website (CDC, EPA, NPS)
  - e. Family or friends
  - f. Social media
  - g. News (online, TV)
  - h. Location, weather, or business app (e.g., Google Maps, Yelp)
  - i. Academic or nonprofit organization website (water research center, river keepers)
  - j. Other *[Ask to Specify]*
  - k. Probe: Where would you like to see information about water safety?

17. Who do you trust as a reliable source of information on water safety?
  - a. Beach or park staff
  - b. Local or state government
  - c. Federal government (CDC, EPA)
  - d. Academic or nonprofit organization (water research center, river keepers)
  - e. Sports or recreation organization (fishing club, scouts)
  - f. Local news station
  - g. Friends or family
  - h. Doctor/healthcare professional
  - i. [For dog owners] Veterinarian
  - j. Other *[Ask to Specify]*
  - k. Probe: Why would you trust or distrust a particular source of information?
  
18. Thinking of the social media platforms you use, where would it be most helpful to get information about water safety? And why?
  - a. X (formerly Twitter)
  - b. Facebook
  - c. Instagram
  - d. TikTok
  - e. YouTube
  - f. Pinterest
  - g. Snapchat
  - h. Nextdoor
  - i. Something else *[Ask to Specify]*
  
19. How would you want to learn more about water safety? And why?
  - a. Print materials (posters, factsheets)
  - b. Webpages
  - c. Videos
  - d. Email listservs
  - e. Text messages
  - f. Something else *[Ask to Specify]*
  - g. I don't want to learn more about water safety
  
20. If you are interested in participating in a discussion about water safety, please give us your contact information (*interviewer will fill out contact information card*) below. If you are chosen for the project, a team member will contact you to arrange a convenient time for the focus group.

PARTICIPANT PREFERRED CONTACT INFORMATION	
PARTICIPANT NAME:	
Cell:	Home (other phone):
EMAIL ( <i>must be an email address that is used frequently</i> ):	
Best time and way to reach:	

**Segmentation Table (for recruiter use)**

<b>Population</b>	<b>Number of FGDs</b>
General population (18+), who visit freshwater bodies	2
Parents (18+), who visit freshwater bodies with their kids/teens	1
Dog owners or caretakers (18+), who visit freshwater bodies with their dogs	1
<b>TOTAL</b>	<b>4</b>