INTRO

Thank you for participating in this survey! Your opinions are important and are greatly appreciated. The responses you provide will be kept strictly confidential and you will not be asked to purchase anything.

SCREENER

S1. Please provide your zip code.

Open-end response (TERMINATE if not a qualifying zip)

S2. Do you or any member of your immediate family work in any of the following industries? Select all that apply.

1. Advertising / Market Research / Marketing (TERMINATE)
2. Public Relations / Journalism (TERMINATE)
3. Insurance company or Agent of an insurance company (TERMINATE)
4. Law firm or legal profession (TERMINATE)
5. None of the above

S3. Which of the following ranges includes your age?

1. Under 18 (TERMINATE)
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 and over

S4. What is your gender?

1. Male
2. Female

S5. Which of the following social media sites are you a member of? Select all that apply. (Randomize punches 1-7)

1. Facebook
2. Twitter (TERMINATE if NOT selected)
3. LinkedIn
4. Google+
5. Pinterest
6. Instagram
7. Myspace
8. Other\_\_\_\_\_\_\_\_
9. None of the above

S6. How often do you visit Twitter?

1. Daily
2. A few times per week
3. Once a week
4. Every 2-3 weeks (TERMINATE)
5. Once a month (TERMINATE)
6. Less than once a month (TERMINATE)

S7. Which of the following devices do you currently own? Select all that apply. (Randomize punches 1-8)

1. Tablet PC
2. Laptop PC
3. Desktop PC
4. Smartphone (TERMINATE if NOT selected)
5. Mobile phone (not a smartphone)
6. Gaming console
7. HDTV
8. Internet-enabled TV, often known as a SMART TV
9. None of the above

S8. Which devices do you use most often to connect to the Internet? (Pipe in S9 responses)

S9. What is the make and model of your primary smartphone? e.g. Samsung Galaxy, iPhone 5, etc.

Open-end response

S10. What is the primary way that you connect to the Internet? (Rotate List)

1. Broadband at home (Cable, DSL, etc)
2. Phone plan with data included
3. Public WiFi
4. Public computer center
5. Other \_\_\_\_\_\_\_\_

S11. Have you ever heard of the “Smart Chicago Collaborative”?

1. Yes
2. No
3. Don’t Know

S12. Have you ever heard of the “Chicago Department of Public Health”?

1. Yes
2. No
3. Don’t Know

Main Questionnaire

Q1. Have you ever been a victim of food poisoning?

1. Yes
2. No (SKIP to Q6)

Q2. During or after your illness, which of the following did you do? Select all that apply. (Randomize punches 1-7)

1. Went to the emergency room
2. Looked up my symptoms online
3. Called / Visited a doctor
4. Called 311
5. Called the restaurant where the illness was contracted
6. Contacted the health department
7. Contacted a lawyer
8. None of the above

Q3. Who did you tell about your illness? Select all that apply. (Randomize list.)

1. Family
2. Coworkers
3. Friends on a social networking site (Ask Q3a)
4. Other: \_\_\_\_\_\_\_\_
5. None of the above

Q3a. Which social networking sites did you use to tell about the food poisoning? Select all that apply . (Pipe in responses from QS5)

Q4. Have you ever reported a case of food poisoning to the Chicago health department?

1. Yes
2. No (SKIP to Q6)

Q5. Did you ever look up the results of your report?

1. Yes
2. No
3. I don’t know how to look up the results

Q6. If you were to get food poisoning (insert the word “again” if Q1=1) from a restaurant in the future, what would you do? Select all that apply. (Randomize punches 1-7)

1. Go to the emergency room
2. Look up my symptoms online
3. Call / Visit a doctor
4. Call 311
5. Call the restaurant where the illness was contracted
6. Contact the health department
7. Contact a lawyer
8. Would not do anything

Q7. If you were to get food poisoning (insert the word “again” if Q1=1) from a restaurant in the future, who would you tell about your illness? Select all that apply.

1. Family
2. Coworkers
3. Facebook friends
4. Twitter followers
5. Instagram followers
6. Yelp!
7. Other:\_\_\_\_\_\_\_\_
8. None of the above

Q8. If you were to report a case of food poisoning to the Chicago health department, how confident are you that your report would be followed up on? (Scale 1 ‘Not at all confident’ to 10 ‘Extremely confident’)

Q9. To what extent do you agree or disagree with the following statement: “In the event that you or somebody in your family became ill after eating at a restaurant, it is your civic duty to report the illness to the authorities.”

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Not sure

Q10. For the next few questions, let’s assume you became ill after eating at a restaurant and then sent the following tweet: “I can’t believe I got food poisoning last night.” You haven’t yet reported the incident to the health department though.

Suppose further that you received a reply to your tweet with a link that enabled you to report your illness to the health department. Which of the following would you **need** to see in order to report the illness to the health department? Select all that apply. (Randomize punches 1-5)

1. Official health department / 311 website
2. Third party hosted website that is sanctioned by the health department
3. A robust privacy policy
4. Mobile friendly webpage / form
5. Assurance that the health department would follow up on my complaint
6. None, I would report it just because they asked me too
7. None, I would not be willing to report my illness to the health department (SKIP to Q12)

Q11. In relation to your illness, what details would you be willing to provide in your report? Select all that apply. (SKIP to Q13 after answering)

1. Name
2. Home address
3. Phone number
4. Twitter name (handle)
5. Email address
6. Restaurant name and address
7. Name or location of medical professional seen (if any)
8. Details about what you ate and how you became ill
9. None of the above

Q12. Please tell us why you would not be willing to report your illness to the health department.

open end response

Q13. If you did report an illness to the Chicago health department, how would you like to receive a follow up? Select all that apply.

1. Phone
2. Email
3. Letter via USPS
4. Twitter
5. I would not like to receive a follow up

Q14. To what extent do you agree or disagree with the following statement: “I am okay with a person or an organization that I do **not** follow on Twitter replying to a tweet that I send out.”

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree
6. Not sure

Q15. Thank you for your input. We just have two more demographic questions. Which of the following best describes your race? Select all that apply.

1. White / Caucasian
2. Black / African American
3. Hispanic / Latino
4. Asian / Pacific Islander
5. Native American
6. Other: ­­\_\_\_\_\_\_\_\_

Q16. Which of the following ranges includes your gross yearly household income?

1. Less than $20,000
2. $20,000 - $49,999
3. $50,000 - $74,999
4. $75,000 - $99,999
5. $100,000 and over
6. Prefer not to answer

Thank you for completing our survey! Your responses have been recorded.