

Attachment 1

USDA ONE-ON-ONE SCREENER

MARKET 1: Los Angeles

- **12 one-on-one interviews lasting 20 - 30 minutes each**
- RECRUIT 15 TOTAL FOR A SHOW OF 12
 - Recruit 5 for a show of 4 Hispanics
 - Recruit 5 for a show of 4 Caucasian
 - Recruit 5 for a show of 4 African Americans

MARKET 2: Miami

- **12 one-on-one interviews lasting 20 - 30 minutes each**
- RECRUIT 15 TOTAL FOR A SHOW OF 12
 - Recruit 5 for a show of 4 Hispanics
 - Recruit 5 for a show of 4 Caucasian
 - Recruit 5 for a show of 4 African Americans

Good Morning/afternoon. My name is _____ and I work for _____
_____, a marketing research company in _____. We are conducting a study
in your area and we would like to get your opinions. I can assure you that nobody will
call you as a result of this telephone call to try to sell you something. All your answers
will be kept confidential and will be used only for the purpose of our study. May I speak
with the lady of the house (senior female in the home)? May I ask you some questions?

RECORD SEX: FEMALE – CONTINUE
 MALE – **TERMINATE**

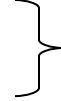
1. Which of the following statements best describes who buys and prepares meals at
your home. **READ**

I do most of the grocery shopping and prepare most of the meals. CONTINUE

I share the grocery shopping with someone else and I prepare most of the meals.


I do most of the grocery shopping and I share the preparation of the meals with someone else.

TERMINATE



- I do most of the grocery shopping and someone else prepares most of the meals.
- Someone else does most of the grocery shopping and prepares most of the meals.

2. We usually try to speak to people of different ethnic origins and races. Please tell me which of the following groups best represents your ethnic background or race. **READ**

- Asian **TERMINATE**
- American Indian or Alaska Native **TERMINATE**
- Native Hawaiian or Other Pacific Islander **TERMINATE**
- Black or African-American CONTINUE  **SKIP TO Q.8**
- White CONTINUE **SKIP TO Q.8**
- Hispanic/Latino CONTINUE **GO TO Q.3**
- DO NOT READ** Other **TERMINATE**

3. Please tell me the language that you speak at home most of the time? **READ COMPLETE LIST BEFORE ACCEPTING A RESPONSE**

- Only Spanish
 - Spanish more than English
 - Both equally
 - English more than Spanish
 - Only English
 - Refused
- CONTINUE
- TERMINATE**

4. On average, how many hours do you watch Spanish language television in a typical week?

RECORD # OF HOURS: _____ PER WEEK

TERMINATE IF RESPONDENT DOES NOT WATCH 8 OR MORE HOURS OF SPANISH LANGUAGE TV PER WEEK

5. On average, how many hours of Spanish language radio do you listen to in a typical

week?

RECORD # OF HOURS: _____PER WEEK

MUST HAVE WATCHED/LISTENED TO AT LEAST 15 HOURS OF SPANISH LANGUAGE MEDIA IN A TYPICAL WEEK OF WHICH AT LEAST 8 HOURS WERE SPANISH LANGUAGE TV

6. Where were you born? **DO NOT READ LIST**

- Mexico
 - Central or South America (Specify) _____
 - Other (SPECIFY) _____
 - US IF BORN IN THE US
- SKIP TO Q.7**
ASK 6 A

6a. What country are your parents/grandparents from?

- Mexico
 - Central or South America (specify) _____
 - Other (specify) _____
- SKIP TO Q.8**

OBTAIN A MIX OF PARTICIPANTS FROM A MIX OF COUNTRIES OF ORIGIN

7. Approximately how long have you lived in the U.S.?

_____ **WRITE IN NUMBER**

8. Can you tell me your age? Are you...**READ LIST**

- Less than 21 years? **TERMINATE**
 - 21-24
 - 25-29
 - 30-34
 - 35-39
 - 40-44
 - 45 or over
 - Refused
- CONTINUE**
TERMINATE

GET A MIX OF AGE GROUPS IN EACH MARKET

9. For our discussion, we would like to include people who work in certain

industries. Please tell me if you or anyone in your family work for any of the following types of companies or occupations: **READ LIST**

	YES	NO
Ad agency or public relations firm	[]	[]
Market research company	[]	[]
Marketing, Telemarketing or Promotions company	[]	[]
Any restaurant including fast food restaurants	[]	[]
Medical field (doctor, nurse, etc.)		
Nutritionist, dietitian	[]	[]

IF "YES" TO ANY OF THE ABOVE COMPANIES/OCCUPATIONS, TERMINATE

10. In the past 12 months, have you participated in a group discussion or interview regarding a product or service?.

- [] Yes **TERMINATE**
 [] No **CONTINUE**

11. How many people live in your household?

_____ **WRITE IN NUMBER**

IF MORE THAN 8 HOUSEHOLD MEMBERS, TERMINATE

12. How many children between the ages of 2 and 12 do you have living with you?

- None [] **TERMINATE**
 1-2 [] } **CONTINUE**
 3-4 [] }
 5 or more [] }

ALL RESPONDENTS NEED TO HAVE AT LEAST ONE CHILD BETWEEN THE AGES OF 2 AND 12 LIVING IN THE HOUSEHOLD

12b. How old are your children? **READ**

	Age		Age
Child # 1	_____	Child # 4	_____
Child # 2	_____	Child # 5	_____
Child # 3	_____	Child # 6	_____

13. Which one of the following statements would you say best describes your current eating habits?



- I am a vegetarian or vegan **TERMINATE**
- I eat healthy foods as much as I possibly can

- I try to eat healthy, but it is hard and I don't do it all the time
 - I eat whatever I want even though I know I should eat more healthy foods
 - I eat whatever I want and rarely, if ever, think about whether it is healthy or not
- } CONTINUE

14. Thinking about a typical week, which of the following do you do?

- | | YES | NO |
|--|--------------------------|--------------------------|
| a. I go with my family to fast food restaurants at least twice per week | <input type="checkbox"/> | <input type="checkbox"/> |
| b. I typically read the nutrition facts label on food products | <input type="checkbox"/> | <input type="checkbox"/> |
| c. I usually give my family vegetables 2-3 times a day | <input type="checkbox"/> | <input type="checkbox"/> |
| d. My family eats white bread instead of whole wheat bread | <input type="checkbox"/> | <input type="checkbox"/> |
| e. I make sure my family eats fruit 1 or 2 times per day | <input type="checkbox"/> | <input type="checkbox"/> |
| f. My children eat snacks such as potato chips, nachos, etc. at least 3-4 times per week | <input type="checkbox"/> | <input type="checkbox"/> |
| g. My family eats cookies, candy and other sweets at least 3-4 times per week | <input type="checkbox"/> | <input type="checkbox"/> |

RESPONDENTS SHOULD SAY "YES" TO AT LEAST TWO OF THE FOLLOWING ANSWERS: A, D, F, G

RESPONDENTS SHOULD SAY "NO" TO AT LEAST TWO OF THE FOLLOWING ANSWERS: B, C, E

15. What was your last educational level that you completed?

DO NOT READ LIST

- Some elementary (5th Grade or less)
 - Completed elementary (6th Grade)
 - Some junior high/middle school
 - Completed junior high/middle school (8th Grade)
 - Some high school
 - Completed high school
 - Some college
- } CONTINUE

- Completed college or more **TERMINATE**

16. Are you currently employed outside your house?

TERMINATE ANY RESPONDENT WHO IS NOT ARTICULATE AND/OR HAS TROUBLE EXPRESSING HERSELF.

INVITATION TO PARTICIPATE

Thank you very much for your help. Based on your responses, I would like to invite you to participate in an interesting marketing research study. The discussion will last approximately 30 minutes. We are sure that you would enjoy the time you spend with us. We can assure you that we are not trying to sell you anything. We are only interested in your ideas and opinions.

