

## **Gluten-Free Labeling of Food Products Focus Groups Participant Screener**

### Recruiting Goals

- Four focus groups, two groups in each location: Washington DC and North Carolina.
- Ages 18 and over, with a range of ages in each group.
- Most participants will be individuals a) with medically diagnosed (self-report) celiac disease whose diet includes packaged, processed food products and who follow a gluten-free diet or b) who either regularly purchase groceries or prepare foods for someone with medically diagnosed (self-report) celiac disease whose diet includes packaged food products and follows a gluten-free diet.
- Some participants (up to 3 per group) may have medically diagnosed (self-report) gluten intolerance whose diet includes packaged, processed food products and who follow a gluten-free diet **or** be adult consumers who purchases groceries or prepares foods for someone who has a gluten intolerance and whose diet includes packaged, processed food products and who follow a gluten-free diet.
- The groups will be segmented by level of education.
- The groups will have a mix of races and ethnicities. Please note that Asian and Caribbean Black individuals have no known incidence of celiac disease.
- All groups will be mixed gender with no more than 4 men in each group.
- All participants must be able to read, understand and speak English.
- All participants must have grocery shopped within the past month.
- 12 recruits per group in order to get 8-12 to participate.
- Participants will receive \$75 incentives.
- Each focus group will last approximately 120 minutes. Groups will be audio- and video-taped.
- Obtain participant's consent. The identity of the participants will remain confidential.
- Groups will be observed by staff from the Food and Drug Administration.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

---

Hello Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm calling about a market research study in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and feelings about gluten-free food product labels. Would you mind answering a few questions?

---

### Screening Questions

1. Before I start, are you at least 18 years old?
  - YES
  - NO → Can I speak with someone at least 18 years old? If no, when would be a good time to call back and speak with someone at least 18 years old?
  
2. Do you or does someone from your immediate family work for any of the following:
  - Market Research Firm → eliminate [thank respondent politely]
  - The Food and Drug Administration, U.S. Department of Agriculture, or State or local food agency → eliminate [thank respondent politely]
  - Food Industry or Food Retailer → eliminate [thank respondent politely]
  - Gastroenterologist or Gluten Interest Groups or Association → eliminate [thank respondent politely]
  
3. Do you shop for groceries for yourself or others?
  - Yes → continue
  - No → eliminate [thank respondent politely]
  
4. When was the last time you went grocery shopping?
  - More than one month ago → eliminate
  
5. Do you have medically diagnosed celiac disease or a gluten intolerance, or do you regularly purchase groceries or prepare food for someone with a medically diagnosed celiac disease or a gluten intolerance?
  - YES, I have medically diagnosed celiac disease → go to 6

- YES, I purchase groceries or prepare food for someone with medically diagnosed celiac disease → go to 6
  - YES, I have medically diagnosed gluten intolerance → go to 6
  - YES, I purchase groceries or prepare food for someone with medically diagnosed gluten intolerance → go to 6
  - NO → eliminate [thank respondent politely]
6. How was this diagnosis made? Please listen to all the options and then choose just one. Was the diagnosis made by:
- Removing foods with gluten from your or the person's diet [NOT APPROPRIATE FOR CELIAC DIAGNOSIS. ACCEPT UP TO 3 PER GROUPS FOR GLUTEN INTOLERANCE]
  - Blood tests
  - Biopsy of the small intestine.
  - Blood tests and a biopsy of the small intestine
  - None of the above. → eliminate [thank respondent politely]
  - Don't know → eliminate [thank respondent politely]
7. Do you, or does someone for whom you regularly prepare food or buy groceries, follow a gluten-free diet?
- YES, I follow a gluten-free diet. → continue
  - YES, someone for whom I regularly prepare food or buy groceries for follows a gluten-free diet → continue
  - NO → eliminate [thank respondent politely]
8. Do you eat (or serve) *packaged, processed foods*?
- Yes → continue
  - No → eliminate [thank respondent politely]

#### Demographic Questions

9. Determine gender
- Male
  - Female

10. What is your age?  
 [Specify] \_\_\_\_\_ [If the person refuses to report, go to 10a]

10a. I understand you don't want to tell me your age. Which of the following age categories are you in?

- \_\_\_\_\_ 18-29
- \_\_\_\_\_ 30-39
- \_\_\_\_\_ 40-49
- \_\_\_\_\_ 50-59
- \_\_\_\_\_ 60-69
- \_\_\_\_\_ 70 and above?

11. What is the highest level of education that you have completed?

- Less than high school → lower education group
  - High school graduate or GED → lower education group
  - Technical/vocational school → lower education group
  - Community college → lower education group
- 
- Some college (1-3 years towards Bachelor's degree) → higher education group
  - College (Bachelor's degree) → higher education group
  - Advanced degree (post graduate degree) → higher education group

12. Are you of Hispanic or Latino origin?

- Yes → continue
- No → continue

13. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you?

- White → continue
- Black or African American → continue
- Asian → continue
- Native Hawaiian or other Pacific Islander → continue
- American Indian or Alaska Native → continue
- [DON'T READ] Hispanic → continue
- [DON'T READ] Other → continue

We would like to invite you to participate in a focus group to discuss issues relating to gluten-free labels on food products. The discussion will last approximately two hours and will be video- and audio-taped and observed by staff from the Food and Drug Administration, the FDA. Your participation and everything you say during the discussion will remain confidential. You will receive a \$75 incentive. Additionally, we will provide a light gluten-free meal before the group discussion starts. Are you interested in participating in this focus group?

- Yes → continue
- No → [Thank the person for his/her time]

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [6:00 or 8:00 p.m.] at [site location].

Will you be available to participate at this time?

- Yes
- No → **[Thank the person for his/her time]**

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date of focus group: \_\_\_\_\_ Time: \_\_\_\_\_

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.