

Make Your Calories Count
Focus Group Study
Participant Screener

Recruiting Goals

- Eight focus groups will be conducted: four in Washington, DC and four in Memphis, TN.
- All groups will be conducted with women.
- All participants will have no more than community college level education.
- The groups will be segmented by race and age.
 - In Washington, DC: Two focus groups will be conducted with African American women and two with Caucasian women. One of the two groups with African American women will be conducted with women ages 18-34, and the other one with women ages 35-55. Also, one of the two groups with Caucasian women will be conducted with women ages 18-34, and the other one with women ages 35-55.
 - In Memphis, TN: Two focus groups will be conducted with African American women and two with Caucasian women. One of the two groups with African American women will be conducted with women ages 18-34, and the other one with women ages 35-55. Also, one of the two groups with Caucasian women will be conducted with women ages 18-34, and the other one with women ages 35-55.
- All participants must be able to read, understand and speak English.
- All groups will be conducted with women who shopped for food and prepared food for themselves or for their households within the previous month.
- Participants cannot have participated in a focus group or a similar study in the past year. Participation in phone surveys is allowable.
- 12 recruits per group in order to get 8-10 to participate.
- Each participant will receive a \$75 incentive.
- Each focus group will last approximately 2 hours (including time needed for signing in before the group starts and signing out after the group ends).
- Groups will be audio- and video-taped. Participant consent will be obtained.
- 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.

Focus Group Schedule

Location	Race	Age
Washington, DC <i>4 groups</i>	Caucasian <i>2 groups</i>	18-34 years old <i>1 group</i>
		35-55 years old <i>1 group</i>
	African American <i>2 groups</i>	18-34 years old <i>1 group</i>
		35-55 years old <i>1 group</i>
Memphis, TN <i>4 groups</i>	Caucasian <i>2 groups</i>	18-34 years old <i>1 group</i>
		35-55 years old <i>1 group</i>
	African American <i>2 groups</i>	18-34 years old <i>1 group</i>
		35-55 years old <i>1 group</i>

PARTICIPANT SCREENER SCRIPT

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 food and eating habits. Would you mind answering a few questions?

Q1. Determine gender

- Male → eliminate [thank respondent politely, ask to speak with a woman in the household]
- Female

Q2. I am going to read some age categories, could you please tell me in which category your age falls?

- Under 18 years old → eliminate [thank respondent politely, ask to speak with someone at least 18 years old]
- 18-34 → continue
- 35-55 → continue
- 56 and over → eliminate [thank respondent politely]

Q3. Are you of Hispanic or Latino origin?

- Yes → eliminate [thank respondent politely]
- No

Q4. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you?

- White
- Black or African American
- Asian → eliminate [thank respondent politely]
- Native Hawaiian or other Pacific Islander → eliminate [thank respondent politely]
- American Indian or Alaska Native → eliminate [thank respondent politely]
- Other → eliminate [thank respondent politely]

Q5. Have you or someone from your immediate family ever worked 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]

Q6. Have you participated in a focus group within the past year?

[Interviewer: participation in telephone surveys is allowable]

- Yes → eliminate [thank respondent politely]
- No

Q7. Do you do grocery shopping either for yourself or for your household?

- Yes
- No → eliminate [thank respondent politely]

Q8. When was the last time you went grocery shopping?

- Less than one week ago
- Less than one month ago but more than week ago
- More than one month ago → eliminate [thank respondent politely]

Q9. Do you prepare food either for yourself or for your household?

- Yes
- No → eliminate [thank respondent politely]

Q10. When was the last time you prepared food for yourself or for your household?

- Less than one month ago
- More than one month ago → eliminate [thank respondent politely]

Q11. What is the highest level of education that you have completed?

- Less than high school
 - High school graduate or GED
 - Technical/vocational school
 - Community college
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- Some college (1-3 years towards Bachelor's degree) → eliminate [thank respondent politely]
 - College (Bachelor's degree) → eliminate [thank respondent politely]
 - Advanced degree (post graduate degree) → eliminate [thank respondent politely]

We would like to invite you to participate in a focus group to discuss issues relating to food and eating habits with about 8 other participants. The discussion will last approximately two hours. The discussion will be video- and audio-taped, and also observed by employees from the Food and Drug Administration, FDA. Your participation and everything you say during the discussion will remain confidential. You will receive a \$75 incentive. Additionally, we will serve you sandwiches and soft beverages before the group discussion starts. Are you interested in participating in this focus group?

- Yes
- 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.