

## Appendix I

### Restaurant Menu Labeling Focus Group Study Participant Screener

#### Recruiting Goals

- Ten focus groups will be conducted—four in the Washington, DC area; two in Philadelphia, PA; two in Seattle, WA; and two in Dallas, TX.
- The groups will include a mix of both women and men (at least four men will be recruited for each group) of ages 18 and over.
- Half of the groups will be conducted with higher education/higher income participants and half with lower education/lower income participants.
- The groups will consist of participants who frequent fast-food or sit-down chain restaurants at least once a month and who have purchased food or drinks at such restaurants at least once in the past month.
- Each group will include at least 4 participants living in a family with children.
- All participants must be able to read, understand and speak English.
- Participants cannot have participated in a focus group or a similar study in the past year. Participation in phone surveys is allowed.
- Twelve recruits per group will be invited in order to achieve a target of 8-10 participants per group.
- Each participant will receive a \$75 cash incentive.

#### Study Protocol

- Each 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.

#### Group Composition and Location

	Washington, DC Area	Philadelphia, PA	Seattle, WA	Dallas, TX
Higher Education/Income	2	1	1	1
Lower Education/income	2	1	1	1

## 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
- 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]
- 18-30 → continue [at least two of the participants in each group]
- 31-40 → continue [at least two of the participants in each group]
- 41-50 → continue [at least two of the participants in each group]
- 51-60 → continue
- 61 and over → continue

Q3. Do you or someone from your immediate family work for any of the following:

- A 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]
- A Public Health Organization → eliminate [thank respondent politely]

Q4. Have you participated in a focus group within the past year?

[Interviewer: participation in telephone surveys is allowed]

- Yes → eliminate [thank respondent politely]
- No

Q5. On average, about how frequently would you say you buy foods or drinks at fast-food chain restaurants, such as McDonald's, Chipotle, Panera Bread, or Starbucks? [Interviewer: if asked, explain that the foods or drinks do not have to be eaten in the restaurant.]

- I never or very rarely visit fast-food restaurants → skip to Q7
- Less than once a month → skip to Q7
- At least once a month

Q6. When was the last time you bought foods or drinks at a fast-food chain restaurant?

- More than one month ago
- Less than one month ago

Q7. On average, about how frequently would you say you eat at sit-down restaurants that are part of a chain, such as Ruby Tuesday, TGI Friday, IHOP, Cheesecake Factory, etc.?

- I never or very rarely eat at sit-down restaurants → if Q5 = never/very rarely or less than once a month, eliminate [thank respondent politely]
- Less than once a month → if Q5 = never/very rarely or less than once a month, eliminate [thank respondent politely]
- At least once a month

Q8. When was the last time you ate at a sit-down restaurant that was part of a chain?

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

Q9. What is the highest level of education that you have completed?

- Less than high school → recruit to lower education/income group
  - High school graduate or GED → recruit to lower education/income group
  - Technical/vocational school → recruit to lower education/income group
- 

- Community college → recruit to higher education/income group
- Some college (1-3 years towards Bachelor's degree) → recruit to higher education/income group
- College (Bachelor's degree) → recruit to higher education/income group
- Advanced degree (postgraduate degree) → recruit to higher education/income group

Q10. Are you of Hispanic or Latino origin?

- Yes
- No

Q11. 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
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Other

Q12. I am going to read some income categories; could you classify your annual household income to one of these categories?

- Less than \$30,000 → do not recruit to higher education/income group
- \$30,000 to less than \$50,000 → do not recruit to higher education/income group
- \$50,000 to less than \$80,000 → do not recruit to lower education/income group
- \$80,000 and over → do not recruit to lower education/income group



Q13. How many people are in your household? \_\_\_\_\_

Q14. How many children under age 18 are in your household? -----

[Recruit at least four participants per group with children under age 18 in their household]

Thank you for answering these questions. 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 researchers from the Food and Drug Administration, FDA. Your participation and everything you say during the discussion will remain confidential and your personal identifying information will not be included in any reports. At the conclusion of the focus group, you will receive \$75 cash/check. Additionally, food and beverages will be provided 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.