

Appendix I

Nutrition Facts Label Focus Groups Participant Screener

Recruiting Goals

- Two groups in each location: Bethesda, Boston, Raleigh, Indianapolis.
- The groups will be segmented by level of education and reported label use.
- Each group will have a mix of race/ethnicity reflective of the population in the area.
- Each group will have a mix of people with children aged 2- 15 and without children aged 2-15.
- Ages 18 and over, with a range of ages in each group.
- All participants must be able to read, understand and speak English.
- All participants must have grocery shopped within the past month.
- Participants cannot have participated in a focus group or a similar study in the past 4 months. Participation in phone surveys is allowable.
- 12 recruits per group in order to get 8-12 to participate.
- Participants will receive \$75 incentives.
- Each focus group will last approximately 110 minutes.
- Groups will be audio- and video-taped. Obtain participant's consent.
- The identity of the participants will remain confidential.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

Draft 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 foods. Would you mind answering a few questions?

Screening Questions

- Q1. Before I start, are you at least 18 years old?
1. YES
 2. 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? SET UP CALL BACK TIME.
- Q2. Do you or 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]

Q3. Have you participated in a focus group within the past 4 months?

[Interviewer: participation in telephone surveys is allowable]

- Yes → eliminate [thank respondent politely]
- No → continue

Q4. Do you do grocery shopping for yourself or for your household?

- Yes → continue
- No → eliminate [thank respondent politely]

Q4a. How often do you grocery shop for yourself or for your household?

- [Specify] _____

Q5. When was the last time you went grocery shopping?

- Less than one week ago → continue
- Less than one month ago (but more than week ago) → continue
- More than one month ago → eliminate

Q6. I'd like you to think about the labels on many food products that list ingredients and provide nutrition information like calories, fats, carbohydrates, vitamins and minerals. When you buy a product for the first time, how often do you read this information? Would you say:

- Often → High label use group
- Sometimes → High label use group
- Rarely, or → Low label use group
- Never → Low label use group

Q7. Do you have any children aged 2-15 living at home?

- Yes
- No

Demographic Questions

Q8. Determine gender

- Male
- Female

Q9. 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]
- 18-45 → continue

- 45 and over → continue

Q9a. What is your age exactly?

- [Specify] _____

Q10. 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
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- 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

Q11. Are you of Hispanic or Latino origin?

- Yes → continue
- No → continue

Q12. What is your race? I am going to read several categories of race. You may choose as many as they apply. Are you?

- White → continue
- Black or African American → continue
- Asian → continue
- Native Hawaiian or other Pacific Islander → continue
- American Indian or Alaskan 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 food products with about 10 other participants. The discussion will last approximately two hours and will be video- and audio-taped. Your participation and everything you say during the discussion will remain confidential. You will receive a \$75 incentive. Additionally, we will serve you sandwiches 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.