

FDA Nutrition Symbol Focus Group Study
Appendix I - Screener

OMB No. 0910-0497

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 products. Would you mind answering a few questions?

Q1. 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]*
- 18-34 → *continue*
- 35-54 → *continue*
- 55 and over → *continue*

Q2. Do you or someone from your immediate family work for any of the following:

- Market research or advertising firm → *eliminate [thank respondent]*
- The Food and Drug Administration → *eliminate [thank respondent]*
- US Department of Agriculture → *eliminate [thank respondent]*
- National Institutes of Health → *eliminate [thank respondent]*
- State or Local Health Agency → *eliminate [thank respondent]*
- Food Manufacturer or Food Retailer → *eliminate [thank respondent]*
- Healthcare industry → *eliminate [thank respondent]*

[If none, continue.]

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

[Interviewer: participation in telephone surveys is allowable.]

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

Q4. Have you done any grocery shopping for yourself or for your household in the past six months?

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

Q4a. (Albany only) Have you shopped at any Hannaford stores within the past six months?

- Yes → *continue*
- No → *continue*

[Interviewer: have at least 3 Hannaford shoppers in each of the Albany groups.]

Q5. *[Interviewer: determine gender]*

- Male
- Female

Q6. What is the highest grade or year of education that you have completed or the highest degree you have received?

- 0-11 years/grades → *lower education group*
- 12 years, high school graduate, GED → *lower education group*

- 1-3 years of college, community college, Associate degree → *higher education group*
- 4 years of college, college graduate, Bachelor's degree → *higher education group*
- More than 4 years of college, post-graduate, Masters degree, doctorate/Ph.D., law degree, MD → *higher education group*

Q7. Are you of Hispanic or Latino origin?

- Yes → *continue*
- No → *continue*

Q8. 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 several other participants. The discussion will last approximately an hour and a half. Your participation and everything you say during the discussion will remain anonymous and confidential. You will receive \$75 (Calverton) or \$60 (Albany) cash for your time. Additionally we will serve you [insert type of food served] before the group discussion starts. Would you like to participate?

- Yes → *continue*
- No → *terminate [Thank respondent]*

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [5:30 or 7:30 p.m.] at [site location].

Will you be available to participate at this time?

- Yes → *continue*
- No → *terminate [Thank respondent]*

Great! 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, email address) and a phone number where you can be reached:

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 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.