

Barriers to Food Label Use Focus Group Study

Screener

Gender/Age: Up to 12 each male and female between the ages of 18 and 35 (inclusive)
Up to 12 each male and female between the ages of 36 and 55 (inclusive)

Children: Among the younger groups, some attempt will be made to include those that are married and/or have young children

Race: At least 3-4 non-white in each group

Education: At least 3-4 in each group that have *completed* college

Label Usage: Include only individuals that respond “never” to the following question from the Health & Diet Survey:

I'd like you to think about the labels on many food products that list ingredients and provide nutrition and other information. When you buy a product for the **FIRST TIME**, how often do you read this information? Would you say [READ]

| | |
|------------------|---|
| OFTEN | 1 |
| SOMETIMES, | 2 |
| RARELY, OR | 3 |
| NEVER | 4 |

Note: In 2002, the incidence in the general population of those that respond “never” was approximately 19%. We expect that it will be higher in 2008. If this group is difficult to recruit, we will consider including those that respond “rarely” – incidence ~13%. The incidence of the two groups is ~27% in 2002, likely higher in 2008.