

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-xxxx. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

**RTI/USDA Labeling Focus Group Study  
Screening Questionnaire  
General Population  
[Date, Time]**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Hello, this is \_\_\_\_\_ from [facility], a local market research firm. May I please speak to \_\_\_\_\_?

(Hello, this is \_\_\_\_\_ from [facility], a local market research firm.) We are working with RTI, a nonprofit research organization and the U.S. Department of Agriculture, or USDA, on a research study about cooking and would like to include your opinions. We are holding a group discussion on [date] with 7 other people like yourself. The discussion group starts at [time] and will last no longer than 2 hours. The discussion group is for research purposes only and is in no way sales related.

If you participate in this discussion group, you will receive **\$75** and a free gift as tokens of our appreciation. First, however, I need to ask you a few questions to see if you qualify for the study.

Record Gender — **Do not ask: (Recruit at least 4 males to show in each group.)**

- Male  
 Female

1. Do you have primary or shared responsibility for grocery shopping for this household?

- Yes **Continue.**  
 No **Ask to speak with that person. Repeat introduction.**

2. Do you have primary or shared responsibility for cooking for this household?
- Yes **Continue.**
- No **Ask to speak with that person. Repeat introduction.**
3. Are you currently a vegetarian; that is, you do not eat any meat and poultry?
- Yes **Thank the respondent and terminate.**
- No **Continue.**
4. How many times a week do you prepare and cook meals at home for you and your family? Would you say... **(Read list.)**
- Less than once a week \_\_\_\_\_ **Thank the respondent and terminate.**
- About once a week **Thank the respondent and terminate.**
- About twice a week **Thank the respondent and terminate.**
- Three or more times a week **Continue.**
5. Which of the following foods have you purchased in the past 2 months for you and your family to eat at home? **(Read list. Continue if at least one item is checked; otherwise, thank the respondent and terminate.)**
- Frozen TV dinner or entrée with chicken or meat
- Frozen pizza with chicken or meat
- Frozen chicken, turkey, or beef pot pies **(Recruit at least 2 to show in each group.)**
- Frozen stuffed sandwiches, like Hot Pockets® or Lean Pockets® **(Recruit at least 2 to show in each group.)**
- Frozen boneless, breaded chicken products, such as chicken nuggets, chicken tenders, chicken patties, or stuffed chicken breasts, like chicken cordon bleu **(Recruit at least 2 to show in each group.)**
- Frozen prepackaged hamburger patties **(Recruit at least 2 to show in each group.)**
- Raw meat and poultry
6. In the past 5 years, have you or any member of your household worked for a market research, advertising, or public relations firm?
- Yes **Thank the respondent and terminate.**
- No **Continue.**
7. In the past 5 years, have you or any member of your household worked in a restaurant or other foodservice industry?
- Yes **Thank the respondent and terminate.**
- No **Continue.**

8. In the past 5 years, have you or any member of your household worked in a food processing plant or other food industry?
- Yes **Thank the respondent and terminate.**
- No **Continue.**
9. In the past 5 years, have you or any member of your household worked as a doctor, nurse, dietician, or other healthcare professional?
- Yes **Thank the respondent and terminate.**
- No **Continue.**
10. In the past 5 years, have you or any member of your household worked for the federal government?
- Yes **Thank the respondent and terminate.**
- No **Continue.**
11. Have you participated in a focus group or paid research discussion group in the past 6 months?
- Yes **Thank the respondent and terminate.**
- No **Continue.**
12. Which of the following categories best describes your age? **(Read list. Recruit a mix to show in each group.)**
- Under 24 **Thank the respondent and terminate.**
- 25 to 34 **Continue.**
- 35 to 44 **Continue.**
- 45 to 59 **Continue.**
- 60+ **Thank the respondent and terminate.**
13. What is the last grade of school you completed? **(Read list. Recruit a mix to show in each group.)**
- High school graduate or less, including GED
- Some college or 2-year degree
- 4-year college degree
- Postgraduate degree
14. Are you of Hispanic or Spanish origin? **(If possible, recruit at least 1 Hispanic origin to show in each group.)**
- Yes
- No

15. How would you describe your race? (**Read list. Recruit a mix to show in each group.**)

- White/Caucasian
- Black/African-American
- Native American/Alaskan native
- Asian/Pacific Islander
- Another race or multiracial

16. Finally, during the focus group discussion, you will be asked to review written materials and offer your opinions; therefore, I need to ask whether you have a medical or non-medical condition that hinders your ability to read and/or understand written materials.

- Yes **Thank the respondent and terminate.**
- No **Continue.**

Great! You qualify for our study. The discussion group is on [date] at [time] and will last no longer than 2 hours. For your time and opinions, you will receive a \$75 cash honorarium and a free gift.

17. Would you like to participate in the group discussion at [time] on [date]?

- Yes **Continue.**
- No **Thank the respondent and terminate.**

Great! May I please have your mailing address to send you a confirmation letter with directions before the group discussion? **[Verify address and phone number.]**

Thank you. That's all the questions I have today. Please arrive at least 15 minutes prior to the group. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you on [date] at [time].

**Read if necessary:**

If you have any questions about the study, you may contact Katherine Kosa of RTI at 1-800-334-8571, extension 23901. If you have concerns about how participants are being treated in the study, you may contact RTI's Office of Research Protection toll-free at 1-866-214-2043.

