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**RTI/USDA Labeling Focus Group Study  
Screening Questionnaire  
Underserved 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. What is the last grade of school you completed? **(Read list.)**
- High school graduate or less, including GED **Continue.**
- Some college or 2-year degree \_\_\_\_\_ **Thank the respondent and terminate.**
- 4-year college degree **Thank the respondent and terminate.**
- Postgraduate degree **Thank the respondent and terminate.**
5. What was your gross annual household income from all sources during 2007? **(Read list.)**
- Less than \$25,000 **Continue.**
- \$25,000 to \$50,000 **Thank the respondent and terminate.**
- More than \$50,000 **Thank the respondent and terminate.**
6. 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.**
7. 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 two items are 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

8. 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.**

9. 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.**

10. 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.**

11. 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.**

12. 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.**

13. 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.**

14. Which of the following categories best describes your age?  
**(Read list. Recruit a mix to show in each group.)**

- Under 18 **Thank the respondent and terminate.**
- 18 to 24 **Continue.**
- 25 to 44 **Continue.**
- 45 to 59 **Continue.**
- 60 to 69 **Continue.**
- 70+ **Continue.**

15. Are you of Hispanic or Spanish origin? **(If possible, recruit at least 1 Hispanic origin to show in each group.)**
- Yes  
 No
16. 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
17. 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.

18. 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.

