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**RTI/USDA Labeling Focus Group Study  
Draft 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 Hispanic or Latino? **(If possible, recruit at least 1 Hispanic origin to show in each group.)**
- Yes  
 No
15. What is your race? Please select one or more. **(Read list. Recruit a mix to show in each group.)**
- American Indian or Alaska Native  
 Asian  
 Black/African American  
 Native Hawaiian or Other Pacific Islander  
 White

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.