

Appendix H. Questionnaire for Study 1 (Eye-tracking Study)

**Experimental Studies of Nutrition Symbols on Food Packages
Study 1
(DRAFT, November 2009)**

EYE-TRACKING QUESTIONNAIRE

Form Approved: OMB No. 0910-XXXX

Expirate Date ____/____/____

[READ TO THE RESPONDENT]

Thank you for signing up to participate in the study that we are doing for the Food and Drug Administration (FDA). FDA would like to understand consumers' opinions about some common food products and find better ways to provide useful information to consumers. Today you will be asked to view some project images of food packages. We will ask you some questions about the packages you see. While you are looking at the images on the screen, we will be recording audio and using eye-tracking cameras to collect visual behavior data. All of the recordings will remain confidential and your name will not be associated with any findings from this study. Do you have any questions?

You will now be asked to view some images of food packages. Please look at them and feel free to click the TURN button to look at the back or side panel of the package. While you are viewing the images, you will be asked some questions about each image. You can view the images as long as you like. When you are ready, just press the clicker and we will move on to something else.

[SELF-ADMINISTRATION BY RESPONDENT]

[IMAGE # 1, A SINGLE PRODUCT]

A1. On a scale of 1 to 5 where 1 is none or a little and 5 is a lot, how much of each of the following things would you say this product has? [ROTATE ITEMS]
[INCLUDE "CALORIES" FOR ALL FOODS; INCLUDE 3 OTHER ITEMS PER ASSIGNMENT TABLE]

	None or a little 1	2	3	4	A lot 5	Don't know
Calories						
Total Fat						
Sodium						
Sugars						
Vitamin C						
Vitamin						

A						
Fiber						
Calcium						

A2. On a scale of 1 to 6 where 1 is not healthy (nutritious) at all and 6 is very healthy (nutritious). How healthy would you say this product is?

1 = Not healthy at all

2

3

4

5

6 = Very healthy

Don't know

A3. On a scale of 1 to 5 where 1 means "very likely to **raise** the risk" and 5 means "very likely to **lower** the risk," how likely is this product to raise or lower the risk of each of these health problems or does the product have no effect on the risk? [IN THE SCALE LABELS, PUT "RAISE" AND "LOWER" IN BLUE FONT, SAME AS IN THE QUESTION STEM]

	Very likely to raise the risk 1	Somewhat likely to raise the risk 2	No effect on the risk 3	Somewhat likely to lower the risk 4	Very likely to lower the risk 5	Don't know
Heart disease						
High blood pressure or hypertension						
Diabetics or high blood sugar						
Cancer						
Obesity or overweight						

A4. On a scale of 1 to 6 where 1 is not tasty at all and 6 is very tasty. How tasty would you say this product is?

1 = not tasty at all

2

3

4

5

6 = very tasty
Don't know

A5. How likely would you be to consider including this product in your diet if you want to eat a healthier diet?

1 = Definitely would not consider including this product
2
3
4
5
6 = Definitely would consider including this product
Don't know

[INTERVIEWER ASKS THIS QUESTION AND RECORDS ANSWER]

A5. Can you explain how did you decide how likely you would or would not consider including this product in your diet if you want to eat a more nutritious diet?

[SELF-ADMINISTRATION BY RESPONDENT]

[IMAGE # 2, TWO PRODUCTS OF THE SAME CATEGORY AND SAME SYMBOL]

B1. Which product is more healthy (nutritious), or are they about the same?
[PRODUCT A(B) IS THE PRODUCT SHOWN ON THE LEFT(RIGHT);
RANDOMIZE POSITION OF A AND B]

[Product A] is more healthy
[Product B] is more healthy
They are about the same
Don't know

[INTERVIEWER ASKS THIS QUESTION AND RECORDS ANSWER]

B2. Can you explain how you came to your answer?

[SELF-ADMINISTRATION BY RESPONDENT]

[IMAGE # 3, TWO PRODUCTS OF THE SAME CATEGORIES BUT DIFFERENT SYMBOLS]

C1. (REPEAT B1)

C2. (REPEAT B2)

[SELF-ADMINISTRATION BY RESPONDENT]
[SHOW THE NUTRITION FACTS LABEL FOR A “DAIRY PRODUCT”]

Nutrition Facts	
Serving Size 1/2 Cup	
Serving Per Container 4	
Amount Per Serving	
Calories 250	Calories from Fat 120
% Daily Value*	
Total Fat 13g	20%
Saturated Fat 9g	40%
<i>Trans</i> Fat 0g	
Cholesterol 28mg	12%
Sodium 55mg	2%
Total Carbohydrate 30g	12%
Dietary Fiber 2g	8%
Sugars 23g	
Protein 4g	

INGREDIENTS: CREAM, SKIM MILK, LIQUID SUGAR, WATER, EGG YOLKS, BROWN SUGAR, MILKFAT, PEANUT OIL, SUGAR, BUTTER, SALT, CARRAGEENAN, VANILLA EXTRACT.

D1. Please look at this label as long as you like. The next six questions will be about this label. [PAUSE] If you eat the entire container, how many calories will you eat?

____ calories
Don't know

D2. If you are allowed to eat 60 g of carbohydrates as a snack, how much of this product could you have?

__ cup (or container, or serving)
Don't know

D3. If your doctor advises to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, which includes 1 serving of this product. If you stop eating this product, how many grams of saturated fat would you be consuming each day?

__ grams
Don't know

D4. If you usually eat 2,500 calories in a day, what percentage of your daily value of

calories will you be eating if you eat one serving of product?

-- percent
Don't know

D5. Pretend that you are allergic to the following substances: penicillin, peanuts, latex gloves, and bee stings. Is it safe for you to eat this product?

Yes
No
Don't know

[INTERVIEWER ASKS THIS QUESTION AND RECORDS ANSWER]

D6. [ASK IF ANSWER TO "IS IT SAFE FOR YOU TO EAT ..." WAS NO.] Why is it not safe for you to eat this product?

[SELF-ADMINISTRATION BY RESPONDENT]

[SHOW IMAGE 1 AND ITS NUTRITION FACTS LABEL WHILE ASKING E1-E5]

E1. Next, we have some questions about one of the products you saw. How often do you eat [FOOD] in a typical month?

Everyday or nearly every day
2-3 times a week
Once a week
Less than once a week
Never eat
Don't know

E2. In the past six months, did you yourself shop for all, most, some, or none of the [FOOD] you ate?

All
Most
Some
None
Don't eat it
Don't know

[E3-E5: ASK IF E2 = ALL/MOST/SOME]

E3. Think about shopping for this type of [FOOD] at the store. On a scale of 1 to 6 where 1 is not important at all and 6 very important, how important to you is each of the factors listed below?

	Not	2	3	4	5	Very	Don't
--	-----	---	---	---	---	------	-------

	important at all 1					important 6	know
Price							
Brand							
Healthiness or nutritional qualities							
Convenience							
Taste							

E4. At the store, how often do you read labels on [FOOD, plural] to compare how healthy or nutritious different [FOOD, plural] are?

- Regularly
- Occasionally
- Hardly ever
- Never
- Don't know

E5. When you buy a type of [FOOD] for the first time, how often do you read the label to find out how much it has in things like calories, fat, sodium, or vitamins?

- Regularly
- Occasionally
- Hardly ever
- Never
- Don't know

E6. On a scale of 1 to 6 where 1 is very helpful and 6 is not helpful at all. How helpful would you say this label is in telling you the nutritional qualities of this product ?

- 6 = not helpful at all
- 5
- 4
- 3
- 2
- 1 = very helpful
- Don't know

[INTERVIEWER ASKS THIS QUESTION AND RECORDS ANSWER]

E6. [ASK IF ANSWER TO "IS IT SAFE FOR YOU TO EAT ..." WAS NO.] Why is it not safe for you to eat this product?

[INTERVIEWER ASKS THIS QUESTION AND RECORDS ANSWER]

E7. A few minutes ago, you were asked how nutritious this product was and how much this product has in things like calories, fat, sugars, and vitamins. How did you feel about finding the information you needed to answer these questions, was it easy or hard? Can you say more?

These are all the questions I have today. Thank you for your participation.

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