OMB Approval Number: 0910-XXXX OMB Expiration Date: XX/XX/XXXX

GLUTEN-FREE LABELING OF FOOD PRODUCTS EXPERIMENTAL STUDY Draft Online Questionnaire for Convenience Sample 10-14-09

Introduction

Thank you for participating in this important study. Your responses are valuable to us. Please be assured that all your responses will be kept completely confidential. You can skip any of the questions and quit at any time. The whole questionnaire will take about five minutes to complete.

Thank you very much for your time.

[Instructions for non-Celiac/Gluten participants]

("Celiac Disease is an affliction of the large intestines. When people with Celiac Disease eat foods containing gluten, their bodies have a reaction that can lead to serious illness. Gluten is a naturally occurring element of wheat, rye, barley and other grains. People with Celiac Disease, and others who cannot tolerate gluten, try to avoid foods that contain gluten. For packaged, processed foods, information on the food label is the only way people with Celiac Disease can tell if the product contains gluten.")

1. About how many days per week do you include packaged, processed food products when you eat (or serve) food?

1,2,3,4,5,6,7 Don't know

PUBLIC DISCLOSURE BURDEN STATEMENT

Public reporting burden for this collection of information is estimated to average fifteen (15) 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. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: "

Department of Health and Human Services Food and Drug Administration CFSAN/PRB Comments/HFS-24 5100 Paint Branch Parkway College Park, MD 20740-3835.

[The following questions are only for the Celiac/Gluten participants. Do not include for "control" group]

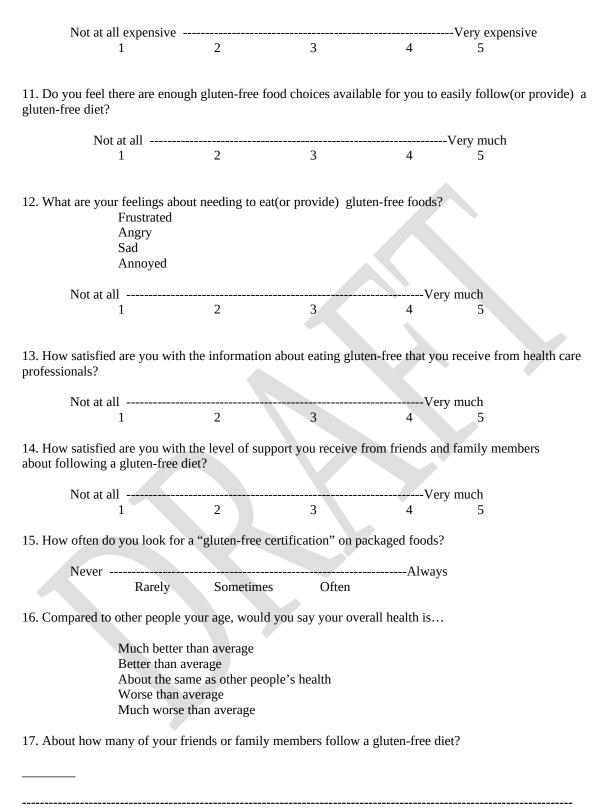
2. About how long ago were you, or the person for whom you buy groceries or prepare food, diagnosed with Celiac Disease or gluten-intolerance?

- less than 6 months ago
- _____ between 6 months and 1 year ago
- _____ between 1 year and 3 years ago
- _____ more than 3 years ago
- _____ Never diagnosed

3. About how much of your diet is gluten-free? Or, how much is the diet of the person for whom you buy groceries or prepare foods gluten-free?

0%	25	5%	50%	75%	100	0%
product	ts (not web s	stores)?	ou eat/serve is		m stores that	specialize in gluten-free food
0%	25%	50%	75%	100%		
5. Abou food pr		of the food yo	ou eat/serve is	purchased from	m web-sites t	hat specialize in gluten-free
None		50%				
0%	25%	50%	75%	100%		
6. Do y	ou own a glu	iten-free cook	book (specific	to gluten-free	cooking)?	
No Yes Don't k serve 7. How	important is			de) a gluten-fr		
	Not at all					Very much
	1	2	3		4	5
	ntain gluten?			ou purchase gr	-	epare food, knowingly eat foods
	Never		Sometimes		AIV	ways
9. How	difficult is it	t for you to fol	llow (or provid	le) a gluten fre	e diet?	
	Not at all					Very difficult
	1	2	3		4	5

10. How expensive is it for you to follow (or provide) a gluten-free diet?



[The following questions are for all participants unless otherwise noted: Do not give questions 18, 23, 24, 26, and 27 to participants viewing the no-claim control label] [Question 18: Participants will see Gluten-Free related labels for the Alpine Krunch chocolate bar. Participants will be able to move ahead without choosing but will not be told that they do not need to choose.]

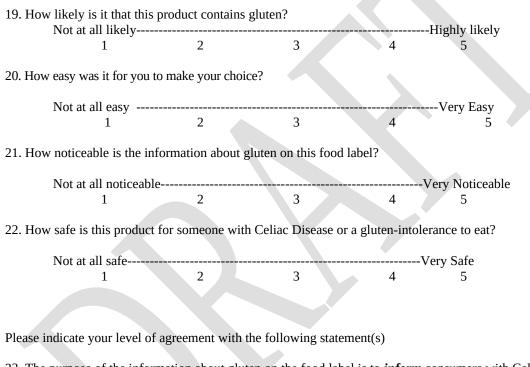
INSTRUCTIONS

Next we will show you some food labels for a common food product. The brand and the labels are not real but are made up for the purpose of this study. Please use the food label to help you answer the questions.

18. Imagine you are shopping or preparing food for someone who has Celiac Disease. Choose one item and put it into the basket if you want to purchase it.

INSTRUCTIONS

For the next set of questions, we will show you only one food label. Again, the brand and the label are not real but are made up for the purpose of this study. Please use the food label to help you answer the questions.



23. The purpose of the information about gluten on the food label is to *inform* consumers with Celiac Disease or gluten-intolerance.

24. The purpose of the information about gluten on the food label is to *protect* consumers with Celiac Disease or gluten-intolerance.

25. The purpose of the information about gluten on the food label is to *warn* consumers with Celiac Disease or gluten-intolerance.

	Strongly Disagree	Strongly Agree			
	1	2	3	4	5
			-		-
26 Hou	likoly would you bo	to ant/sorma thi	is product (to someon	o with Colin	c Disease)?
26. How likely would you be to eat/serve this product (to someone with Celiac Disea					
	Not at all likely				Highly likely
	1	2	3	4	5

27. Please rate the statement about gluten on this label using the following scale

Unbelievable			Ве	elievable
1	2	3	4	5
Untrustworthy]	rustworthy
Not convincing				Convincing
Not credible			(Credible
Unreasonable			R	easonable
Dishonest			He	onest
Unquestionable			Q	uestionable
Inconclusive			Co	nclusive
Not authentic			A	uthentic
Unlikely			L	ikely
Not helpful			He	pful
-				

28. How would you rate this product in terms of quality?

Poor			F	Excellent
1	2	3	4	5

Thank you very much for your responses so far. The next section is for us to know a little bit about you. Please keep in mind that your responses are kept confidential. The information requested below will be used for statistical purposes only.

- 29. Do you belong to any of the following celiac disease special interest groups or are you a member of a celiac disease group that is associated with any of the groups listed below? Please check as many as apply.
 - □ American Celiac Disease Alliance (ACDA)
 - □ American Celiac Society (ACS)
 - □ Celiac Disease Foundation (CDF)
 - □ Celiac Sprue Association (CSA)
 - Gluten Intolerance Group of North America
 - □ National Foundation for Celiac Awareness(NFCA)
 - □ R.O.C.K. (Raising Our Celiac Kids)

(Online panel respondents will not receive demographic questions.)

Demographic Questions

- 30. Please select one of the following. Are you:
 - □ Male
 - □ Female
- 31. What is your age in years?

32. What is the highest level of education that you have completed?

- □ Less than high school
- □ High school graduate or GED
- □ Technical/vocational school
- □ Community college
- □ Some college (1-3 years

towards Bachelor's degree)

- □ College (Bachelor's degree)
- □ Advanced degree (post graduate degree)
- 33. Are you of Hispanic or Latino origin?
 - □ Yes
 - □ No
- 34. What is your race? You may choose one or more categories. Are you?
 - □ White
 - □ Black or African American
 - □ Asian
 - □ Native Hawaiian or other Pacific Islander
 - □ American Indian or Alaska Native
 - □ Other

[Open-ended] 35. Please provide any comments you wish.

THANK YOU VERY MUCH