

Appendix A
COGNITIVE INTERVIEW SCREENER

Hello, my name is xxx and I work for Synovate, a local research firm. We're doing research for the Food and Drug Administration about food labels and nutrition. If you are eligible and you agree to participate, we will give you \$75 to complete an in-person interview that should last about an hour. In order to find out if you are eligible to be interviewed, I'd like to get some background information.

Before I proceed, I must make sure that you are at least 18 years old.

UNDER 18 :__ : [THANK AND END]
18 OR OLDER :__ :

1. Do you work either full- or part-time in health services research, or for a food or nutrition company?

YES :__ : [THANK AND END]
NO :__ :

2. In an average week, how many hours would you say you use the Internet?

NONE: : [THANK AND END]
1 HOUR AND MORE : :
DON'T KNOW :__ : [THANK AND END]

3. [RECORD GENDER. IF NOT OBVIOUS, ASK]

Are you male or female?
FEMALE :__ :
[RECRUIT 4-5 OF EACH]
MALE :__ :

4. What is your age? [CODE INTO ONE OF THE FOLLOWING CATEGORIES].

18-24 :__ :
25-39 :__ :
40-54 :__ :
55-64 :__ :
65 OR OLDER :__ :
[RECRUIT A MIX]

5. What is the highest level of education that you have completed? [CODE INTO ONE OF THE FOLLOWING CATEGORIES].

EXPERIMENTAL STUDY OF NUTRITION FACTS LABEL FORMATS

LESS THAN A HIGH SCHOOL DIPLOMA :__:
HIGH SCHOOL GRADUATE OR GED :__:
SOME COLLEGE, ASSOCIATES DEGREE :__:
COLLEGE GRADUATE :__:
ADVANCED DEGREE :__:
[RECRUIT 2 WITH HIGH SCHOOL DIPLOMA OR LESS]

6. Are you of Hispanic or Latino origin?

YES: :

NO: :

7. What is your race? You may choose one or more categories as they apply.

WHITE :__:

BLACK OR AFRICAN AMERICAN :__:

ASIAN:__:

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER:__:

AMERICAN INDIAN OR ALASKA NATIVE

SOME OTHER RACE (specify)_____

[RECRUIT 3-4 WHO ARE NOT WHITE]

7. What is your occupation?

INVITATION

Thank you for answering all my questions. I'd like to invite you to participate in an in-person that will take about an hour to complete. We'll pay you \$75 for your time with us. Let me give you some available times and you tell me what would be best for you.

INTERVIEW DATE AND TIME:

The interview will be held at (location). I would like to send you directions. Where can I send them? Also, may I please have your phone number in case we need to get hold of you for any reason?

COLLECT RESPONDENT NAME, ADDRESS (IF APPLICABLE) AND PHONE

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

In case you need to contact me for any reason, you can reach me at 1-800-xxx-xxxx.