

**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.