

Appendix G

Experimental Study on Consumer Responses to Labeling Statements on Food Packages

Cognitive Interview Invitation

Thanks for being an integral part of KnowledgePanel®.

We are inviting some Panel members to participate in a study to help us develop a survey. If you agree to participate, we will give you \$50 to complete an in-person interview that should last about an hour. The interview will be held at (location) on (dates) at (times). Would you be interested and able to participate?

NO (THANK AND TERMINATE EMAIL)

YES (CONTINUE ON NEXT PAGE)

Thank you for agreeing to participate. Which of the following (dates) and (times) would you be able to join us?

(date 1) (time 1)

(date 2) (time 2)

(CONTINUE ON NEXT PAGE)

Thank you. We will send you a short reminder the day before the interview. We look forward to seeing you there.

In case you need to contact us for any reason, you can send an email to (address).