

**Eye Tracking Experimental Studies to Explore Consumer Use of
Food Labeling Information and Consumer Response to Online Surveys**

In-store Study

SCREENER/INVITATION

Cities: 1 <input type="checkbox"/> ...	2 <input type="checkbox"/> ...	3 <input type="checkbox"/> ...
# _____ Interviewer: _____		Date: _____
Signature: _____ <small>(I attest that to the best of my knowledge, this is a valid interview.)</small>		

[Interviewer instructions: Locate yourself near the store entrance and approach shoppers before they begin their trip through the store.]

S1. Hello, my name is _____ with (company). We're conducting a survey today. May I take just a few minutes of your time and ask some questions?

[X one response only]

1 ... Yes

2 ... No [End & Tally: _____]

S2. [Do not read. X one response only.]

1 ... Male

2 ... Female

S3. First of all, do you wear glasses or contacts? [X one response only]

1 ... Yes [End & Tally: _____]

2 ... No ... [CONTINUE to S4]

S4. How much of the shopping for groceries would you say you do for your household?

[Show card, X one response only]

1 ... I do most of the shopping for my household

2 ... I do half of the shopping for my household

3 ... I do less than half of the shopping for my household..... [End & Tally: _____]

S5. Sometimes the types of work people do affect the products they buy. Are you or is any member of your family employed in any of the following types of companies? [Show card, X all that apply]

1 ... an advertising agency or public relations firm

2 ... a market research department or company

3 ... a company involved in the distribution, manufacture or sale of any food products such as a supermarket or other food store, a restaurant or a farm

4 ... Food and Drug Administration, National Institutes of Health, or the Centers for Disease Control and Prevention

[If yes to any of the above..... [End & Tally: _____]

S6. Which of these categories includes your age? [Read list, X one response only]

1 ... Under age 25..... [End & Tally: _____]

- 2 ... 25 – 34
 - 3 ... 35 – 44
 - 4 ... 45 – 54
 - 5 ... 55 – 64
 - 6 ... 65 – 74
 - 7 ... 75 or over
- } Make sure to recruit a good mix of age groups
- [End & Tally: _____]

S7. Have you participated in a market research study in the past 3 months?

- 1 ... Yes.....[End & Tally: _____]
- 2 ... No

S8. How often do you shop at this particular grocery store? [Show card, X one response only]]

- 1 ... Once a week or more often.....[CONTINUE to S9]
- 2 ... Once every 2 to 3 weeks.....[CONTINUE to S9]
- 3 ... Once a month/every 4 weeks.....[End & Tally: _____]
- 4 ... Once every 2 to 3 months.....[End & Tally: _____]
- 5 ... Once every 4 to 6 months.....[End & Tally: _____]
- 6 ... Once or twice a year.....[End & Tally: _____]
- 7 ... Less than once a year.....[End & Tally: _____]
- 8 ... Never/This is my first time.....[End & Tally: _____]

S9. Which, if any, of the following products do you plan to shop for at this store today?

[Show card, X all that apply.]

- 01 ... Bottled water or carbonated soft drinks
- 02 ... Bakery products such as fresh bread, rolls, cookies or cakes
- 03 ... Dairy products such as milk, eggs, cheese or yogurt
- 04 ... Fresh produce such as apples, bananas, lettuce or tomatoes
- 05 ... Frozen foods such as frozen dinners, vegetables or pizza
- 06 ... **Canned Soup**
- 07 ... Household items such as laundry detergent, household cleaners and dish soap
- 08 ... Meat, poultry or fish
- 09 ... Paper products such as paper towels, napkins or toilet paper
- 11 ... **Ready-to-eat breakfast cereal**
- 12 ... **Snack items such as chips, pretzels or popcorn**

[Respondent must say the following three categories:

- "Canned Soup" (S9=06)
- "RTE Breakfast Cereal" (S9=11)
- "Snack items such as chips, pretzels or popcorn (S9=12)

AND at least one other category (S9=01-05, 07-09) to continue,

OTHERWISE[End & Tally: _____]

INVITATION:

S10. We are interested in learning more about consumer behavior while shopping for various products in the grocery store. I would like to invite you to take part in an exercise where you will be outfitted with a portable eye-tracking unit that will monitor where you are looking while you are shopping in the store. This unit looks like a pair of glasses with a small camera mounted to the front. This equipment is all very safe, comfortable, and lightweight.

This exercise will involve having you shop two departments in the store today. It will require you to be on your feet walking through the store for a good portion of the time, as well as looking at products on the shelves. Will any of this be a concern for you?

- 1 ... Yes[End & Tally:_____]
- 2 ... No ... [CONTINUE]

In exchange for your time, you would receive a \$50.00 store gift card.

S11. Are you interested in participating, and are you willing to keep this project completely confidential?

- 1 ... Yes ... [CONTINUE]
- 2 ... No.....[End & Tally:_____]

END OF SCREENER/INVITATION