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

In-store Study

Instrument

In-store Eye-Tracking Study   **PRACTICE**

T1.   **Interview Start Time:** _____   AM   PM   [Circle one]

       [Escort shopper to calibration station and say . . .]

A1.   **Thank you for participating in our research study.   We want you to shop in two different areas of this store today:**

         [Practice Category (Specify and read**:_____**)]

         The check-out lane

       Then, you will answer a short survey about your experience. The results of this research will be used to improve your shopping experience in the future.

       Before beginning, as I mentioned before, we need to spend a couple of minutes fitting you with a special pair of glasses designed to record the shopping exercises, from your point of view. You will also be wearing a headset that monitors your physical reactions such as heart rate.

       [Introduce respondent to technician for equipment fitting and calibration process. Have respondent sign appropriate paperwork.]

        [After equipment is fitted and calibrated, escort the respondent to [Read name of practice category] and say . . .]

       Please shop for [Read name of practice category] **as you normally would.   Shop for a product that you would actually buy for yourself or your household, assuming you were spending your own money. Please select a product and then let me know when you are finished shopping the** [Read name of practice category] **section.**

       Do you have any questions?

        [When respondent is finished shopping section, continue.]

A2.   Please show me the [Read name of practice category] you selected today. [Record information below.**]**

A2a. Brand		A2b. Form	A2c. Package Size
[X one response only.]		[X one response only.]	[Write in one number]

		1 ☐… Box 2 ☐… Bag 3 ☐…Other [Specify:	
7 ☐…Brand Name [Specify:_____ _____]			Ounces/Pieces
A2d. Price	**A2e. On sale?**	**A2f. If On Sale, Type of Sale**	**A2g. # of packages of <u>same</u> brand/form/ variety:**
[Record dollars & cents] $ ☐☐ . ☐☐	[X one response only.] 1 ☐… No, regular price 2 ☐… Yes, on sale ↳ Ask A2g	[X one response only.] 1 ☐… Buy one/get one free 2 ☐… Multiples for sale price (ex: 5 for $10) 3 ☐… Discounted price (ex. 10 cents off/can) 4 ☐… Other [Specify: _____]	[Write in one number] #_____

B1. **Now, let's go to the** [soup/cereal/snack] **aisle of the store.**

[Interviewer, escort the shopper to the [soup/cereal/snack]

Please go ahead and shop the [soup/cereal/snack] aisle **as you normally would. While you are in the** [soup/cereal/snack] **please shop and buy <u>at least one item</u> for yourself or your household, assuming you were spending your own money.**

Do you have any questions?

[When respondent is finished going through the [soup/cereal/snack] aisle, continue to B4.]

B2. **Did you purchase anything while you were in the** [soup/cereal/snack] **aisle?**
[Do not read list. X one response only]

         1 ☐ … Yes … [CONTINUE to B3]
         2 ☐ … No … [SKIP to B6]

B3. **Which <u>types of items</u> did you purchase in the** [soup/cereal/snack] **aisle of the store today?**
[Show category card, X all that apply in column for B3 in grid below.]

B4. [For each category checked at B3 in grid below, ask:] **Typically, when you purchase** [read item checked at B3] **from the** [soup/cereal/snack] **aisle, is it planned in advance, or is it unplanned or spur-of the moment?** [X one response only for each in column B4 in grid below.]

B5. [For each category checked at B4 in grid below, ask:] **For which of the following reasons do you typically buy** [read item checked at B4] **from the** [soup/cereal/snack] **aisle of this store?**
[Show card, X all that apply for each in column B5 in grid below.]

	B3.	B4.		B5.				
	Pur-chased	Plan-ned in Advance	Un-plan-ned or spur of the moment	Routinely buy this item	New product you wanted to try	It's a good price	On sale or promotion	Realized I needed it when I saw it
	01 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	02 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	03 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	04 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	05 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	06 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	07 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	08 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	09 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	10 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	11 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
	12 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

	13 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐ 5 ☐
	14 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐ 5 ☐
	15 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐ 5 ☐
	16 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐ 5 ☐
	17 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐ 5 ☐
	18 ☐	1 ☐	2 ☐	1 ☐	2 ☐	3 ☐	4 ☐ 5 ☐

B6. **Were there any items you considered purchasing in the** [soup/cereal/snack] **aisle but decided not to buy?** [X one response only.]

  1 ☐ … Yes … [CONTINUE to B7]
  2 ☐ … No … [SKIP to B7]

B7. **Why did you decide <u>not</u> to purchase these items today?** [Probe and clarify]

  _____

  _____

  _____

B8. **Now let's return to the interviewing station.** [Interviewer escort respondent back to the interviewing/calibration station]

  Interviewer, after returning to the interviewing/calibration station, and the equipment has been removed, complete the Exit Survey with the respondent.

Thank you once again for taking part in our research study today. For this short exit survey, we are interested in your reactions to your shopping experience in the [soup/cereal/snack] **aisle at this store today.**

C1.   How satisfied are you overall with your experience shopping the [soup/cereal/snack] **aisle of the store today?** [Show card, X one response only]

        5 □… Extremely satisfied
        4 □… Very satisfied
        3 □… Neither satisfied nor dissatisfied
        2 □… Very dissatisfied
        1 □… Extremely dissatisfied

C2.   Why are you [C1 answer] **with your experience shopping the** [soup/cereal/snack] **aisle section today?** [Probe and clarify]

_____

_____

_____

[THERE IS NO C3.]

C4.   When you were in the [soup/cereal/snack] **aisle, how did you go about finding the product you selected when you were shopping?** [Show card, X all that apply]

        01 □… Looked for a specific color of package
        02 □… Looked for the flavor/variety on the package
        03 □… Looked at the nutritional contents information on the package
        04 □… Looked for the brand name on the package
        05 □… Looked for the shape of the package
        06 □… Looked for the size of the package
        07 □… Looked at the shelf tag
        08 □… Looked for "on sale" signs next to the product
        09 □… Looked at price
        10 □… Already knew exactly where it was on the shelf
        11 □… Did something else [Specify:_____]

C5.   Which <u>one</u> **of these things had the** <u>most influence</u> **on your product selection in the** [soup/cereal/snack] **aisle?** [Show card, X one only]

        01 □… The specific color of package
        02 □… The flavor/variety on the package
        03 □… The nutritional contents information on the package
        04 □… The brand name on the package
        05 □… The shape of the package
        06 □… The size of the package
        07 □… The shelf tag
        08 □… The "on sale" signs next to the product
        09 □… The price
        10 □… The location on the shelf
            It is one of the products I like/buy most or I am most familiar with
        11 □… Something else [Specify:_____]

C6. [If mention "nutritional contents" at C4=03, skip to C7, otherwise ask:] **Did you look at the nutritional contents label on any of the products you considered buying today in the** [soup/cereal/snack]**?**
[X one only]

       1 □… Yes
       2 □… No

C7. **Do you <u>ever</u> look at the nutritional contents label, that is, the Nutrition Facts label (show card), when selecting a** [soup/cereal/snack] **to buy?**
[X one only]

       1 □… Yes … [CONTINUE to C7a]
       2 □… No … [SKIP to C8]

    C7a. **What types of information <u>do you typically</u> look at on the nutritional label when selecting a** [soup/cereal/snack] **to buy?** [Show card, X all that apply]

          01 □… Calories
          02 □… Total fat
          03 □… Saturated fat
          04 □… Trans fat
          05 □… Cholesterol
          06 □… Sodium
          07 □… Total carbohydrate
          08 □… Dietary fiber
          09 □… Sugars
          10 □… Protein
          11 □… Vitamins and minerals
          12 □… Other [Specify:_____]

C8. **What <u>one</u> of these do you consider to be <u>the most important item</u> on the nutritional label when selecting a** [soup/cereal/snack] **to buy?** [Show card, X one only]

          01 □… Calories
          02 □… Total fat
          03 □… Saturated fat
          04 □… Trans fat
          05 □… Cholesterol
          06 □… Sodium
          07 □… Total carbohydrate
          08 □… Dietary fiber
          09 □… Sugars
          10 □… Protein
          11 □… Vitamins and minerals
          12 □… Other [Specify:_____]

C9. **How important to you is the information on the nutritional label when selecting a** [soup/cereal/snack] **to buy?** [Show card, X one response only]

       5 □… Extremely important
       4 □… Very important
       3 □… Somewhat important
       2 □… Slightly important
       1 □… Not at all important

C10. **Is the importance of the nutritional label different when you are buying a brand new product you've never tried before as compared to one you routinely purchase?** [X one response only]

1 □ … Yes … [CONTINUE to C10a]
2 □ … No … [SKIP to C11]

C10a. How is the importance of the nutritional label different for a new product compared to one you routinely buy? [Probe and clarify]

_____

_____

_____

C11. What, if anything, do you find confusing about the nutritional label on [soup/cereal/snack] **products?** [Probe and clarify]

_____

_____

_____

C12. How important to you is the information on the front of a package when selecting a [soup/cereal/snack] **to buy?** [Show card, X one response only]

   5 □ … Extremely important
   4 □ … Very important
   3 □ … Somewhat important
   2 □ … Slightly important
   1 □ … Not at all important

C13. Is the importance of the information on the front of a package different when you are buying a brand new product you've never tried before as compared to one you routinely purchase? [X one response only]

   1 □ … Yes … [CONTINUE to C13a]
   2 □ … No … [SKIP to C14]

C13a. How is the importance of the information on the front of a package different for a new product compared to one you routinely buy? [Probe and clarify]

_____

_____

_____

C14. Are you shopping alone or with someone else today? If shopping with someone else, please tell me the relationship you have with your shopping companion or companions? [Show card, X all that apply]

   1 □ … Shopper alone - [SKIP to D1]
   <u>Shopper with</u>:
   2 □ … Friend
   3 □ … Girlfriend/boyfriend

4 ☐… Wife or husband
5 ☐… Son or daughter
6 ☐… Other relative
7 ☐… Someone else

C14a. How did your shopping companion or companions influence your purchase decision?
[Show card, X all that apply]

1 ☐… Shopping companion(s) showed 1 or more items as suggestions
2 ☐… Shopping companion(s) commented on whether items looked good
3 ☐… Shopping companion(s) asked me to purchase item(s)
4 ☐… Shopping companion(s) raised questions or concerns about 1 or more item(s)
5 ☐… Shopping companion(s) made me rush my shopping today
6 ☐… Shopping companion(s) did not influence decision

Part D : Classification

D1. What was your <u>main</u> reason for coming to the store <u>today</u>? [Show card, X one response only]

1 ☐… Purchase food products
2 ☐… Purchase items that are not foods
3 ☐… Purchase both food and non-food products

D2. Which statements best describe your trip to the store <u>today</u>? [Show card, X one response only]

1 ☐… Regular routine shopping trip
2 ☐… Major stock-up trip
3 ☐… Fill-in trip for heavily used items
4 ☐… Quick trip for something I need now
5 ☐… To eat/pick up a meal
6 ☐… To purchase sale items
7 ☐… To shop for a special occasion (gift, party, holiday, etc.)
8 ☐… Just to browse to see if anything looked good/appealing
9 ☐… Other [Specify:_____]

D3. Including yourself, how many people are currently living in your household?
[X one response only]

1 ☐… One … [Skip to D5]
2 ☐… Two
3 ☐… Three
4 ☐… Four
5 ☐… Five
6 ☐… Six or more

D4. Are there children under age 18 living in your household? [X one response only]

1 ☐… Yes
2 ☐… No

D5. Which of the following categories best represents your total annual household income before taxes? [Show card, X one response only]

1 ☐… Under $20,000
2 ☐… $20,000 - $29,999
3 ☐… $30,000 - $39,999
4 ☐… $40,000 - $49,999
5 ☐… $50,000 - $59,999
6 ☐… $60,000 - $74,999
7 ☐… $75,000 or more
8 ☐… [Do <u>not</u> read/show on card] Don't know/Refused

T2. **Interview End Time:**_____ AM PM (Circle One)

Thank you for your time. Here is your $50.00 store gift card.

Tester #:.