

**Experimental Studies on Consumer Responses
to Nutrient Content Claims on Fortified Foods
As of June 2013**

Cognitive Interview Screener

Hello, my name is [] and I work for RTI, a local research firm. We're doing research for the Food and Drug Administration about food and nutrition. If you are eligible and you agree to participate, we will give you \$40 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.

1. Before I proceed, may I ask to which of the following age groups you belong?

17 years or younger _____ [THANK AND END]

18 to 35 years old _____

36 to 50 years old _____

51 to 65 years old _____

66 years or older _____

2. Do you work either full- or part-time in market research company, a food company, or a nutrition company?

YES _____ [THANK AND END]

NO _____

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

NONE _____ [THANK AND END]

1 HOUR OR MORE _____

DON'T KNOW _____ [THANK AND END]

4. How much of your household's food shopping do you do?

All of the food shopping _____

Most of it _____

About half of it _____

Only a little of it _____ [THANK AND END]

None of it _____ [THANK AND END]

Don't know _____ [THANK AND END]

5. On average, how often do you eat/drink the following food products?

5a. Cookies _____

5b. Oatmeal _____

5c. Whole milk, Unflavored _____

Daily _____

A few times a week _____
Once or twice a month _____
About once or twice every six months _____
Less than every six months _____ [FOR COOKIES ONLY, THANK AND END]
Don't know _____ [FOR COOKIES ONLY, THANK AND END]

6. [RECORD GENDER. IF NOT OBVIOUS, ASK; RECRUIT 4-5 OF EACH]

Are you male or female?

FEMALE _____

MALE _____

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

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]

8. Are you of Hispanic or Latino origin?

YES _____

NO _____

9. 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]

10. What is your occupation?

INVITATION

[IF ELIGIBLE AND QUOTA REMAINS UNFILLED]

Thank you for answering all my questions. I'd like to invite you to participate in an in-person interview that will take about an hour to complete. We'll pay you \$40. 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 (AND EMAIL ADDRESS, IF APPLICABLE)
AND PHONE

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail: _____

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