

## “Claims about Natural” Focus Group Study Appendix I. Participant Screener

### Recruiting Goals

- Eight focus groups will be conducted in three locations.
- All of the participants will be primary food purchasers in their households.
- The groups will be segmented by gender (six groups will be conducted with women and two groups with men).
- Half of the groups will be conducted with higher education participants and half with lower education participants.
- Two of the groups with shoppers who make a point to purchase organic food at least some of the time.
- All of the groups will be conducted with participants ages 18 and above.
- All participants must be able to read, understand and speak English.
- Participants cannot have participated in a focus group or a similar study in the past year. Participation in phone or internet surveys is allowed.
- Twelve recruits per group will be invited in order to achieve a target of 8-10 participants per group.
- Each participant will receive a \$75 cash incentive.

### Study Protocol

- Each group will last approximately 2 hours (including time needed for signing in before the group starts and signing out after the group ends).
- Groups will be audio- and video-taped. Participant consent will be obtained.
- The identity of the participants will remain confidential.
- Groups will be observed by staff from the Food and Drug Administration.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

### Group Composition and Location

	<b>Date</b>	<b>Time</b>	<b>Education</b>	<b>Gender</b>	<b>Food Purchased</b>
Washington, DC Metro	TBD	6 pm	Lower	Women	Non-organic
	TBD	8 pm	Higher	Women	Organic
	TBD	6 pm	Lower	Women	Non-organic
	TBD	8 pm	Higher	Men	Organic
Philadelphia, PA	TBD	6 pm	Lower	Men	Non-organic
	TBD	8 pm	Higher	Women	Non-organic
Richmond, VA (rural location)	TBD	6 pm	Lower	Women	Non-organic
	TBD	8 pm	Higher	Women	Non-organic

## PARTICIPANT SCREENER SCRIPT

Hello Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm calling about a market research study in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and feelings related to your food choices.

Would you mind answering a few questions?

Q1. Determine gender

- Male
- Female

Q2. I am going to read some age categories, could you please tell me in which category your age falls?

- Under 18 years old → eliminate [thank respondent politely, ask to speak with someone at least 18 years old]
- 18-25 → continue
- 26-35 → continue
- 36-45 → continue
- 46-55 → continue
- 56-65 → continue
- 66 and over → continue

[Please recruit age diverse groups.]

Q3. Do you or someone from your immediate family work for any of the following:

- A Market Research Firm → eliminate [thank respondent politely]
- The Food and Drug Administration, U.S. Department of Agriculture, or State or local food agency → eliminate [thank respondent politely]
- Food Industry or Food Retailer → eliminate [thank respondent politely]
- A Public Health Organization → eliminate [thank respondent politely]

Q4. Have you participated in a focus group within the past year?

[Interviewer: participation in telephone or internet surveys is allowed]

- Yes → eliminate [thank respondent politely]
- No

Q5. Who is mainly responsible for grocery shopping in your household?

- Myself/I'm the only food shopper in my household
- I share food shopping with another person in my household
- Someone else in my household shops for groceries → eliminate [thank respondent politely]
- Other [specify] \_\_\_\_\_

Q6. How often do you buy organic food?

- All or almost of my food purchases are organic → recruit to organic group
- I try to buy organic whenever it is available → recruit to organic group
- I sometime buy organic food → recruit to non-organic group
- None or almost none of my food purchases are organic → recruit to non-organic organic group
- Other [specify] \_\_\_\_\_

Q7. What is the highest level of education that you have completed?

- |  |   |
|--|---|
| <input type="checkbox"/> Less than high school       | → recruit to lower education/income group |
| <input type="checkbox"/> High school graduate or GED | → recruit to lower education/income group |
| <input type="checkbox"/> Technical/vocational school | → recruit to lower education/income group |
- 
- |   |  |
|---|--|
| <input type="checkbox"/> Community college                                  | → recruit to higher education/income group |
| <input type="checkbox"/> Some college (1-3 years towards Bachelor's degree) | → recruit to higher education/income group |
| <input type="checkbox"/> College (Bachelor's degree)                        | → recruit to higher education/income group |
| <input type="checkbox"/> Advanced degree (postgraduate degree)              | → recruit to higher education/income group |

Q8. Are you of Hispanic or Latino origin?

- Yes
- No

Q9. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you?

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Other

Q10. I am going to read some income categories; could you classify your annual household income to one of these categories?

- |  |  |
|--|--|
| <input type="checkbox"/> Less than \$30,000 per year             | → recruit to lower education/income group  |
| <input type="checkbox"/> \$30,000 to less than \$60,000 per year | → recruit to lower education/income group  |
| <input type="checkbox"/> \$60,000 to less than \$80,000 per year | → recruit to higher education/income group |
| <input type="checkbox"/> \$80,000 and over per year              | → recruit to higher education/income group |

Q11. How many people are in your household? \_\_\_\_\_

Q12. How many children under age 18 are in your household? \_\_\_\_\_

Thank you for answering these questions. We would like to invite you to participate in a focus group with about 8 other participants to discuss issues relating to eating habits and health. The discussion will last approximately two hours. The discussion will be video- and audio-taped, and also observed by

researchers from the Food and Drug Administration, FDA. Your participation and everything you say during the discussion will remain confidential and your personal identifying information will not be included in any reports. At the conclusion of the focus group, you will receive \$75 cash/check. Additionally, food and beverages will be provided before the group discussion starts. Are you interested in participating in this focus group?

- Yes
- No → [Thank the person for his/her time]

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [6:00 or 8:00 p.m.] at [site location].

Will you be available to participate at this time?

- Yes
- No → [Thank the person for his/her time]

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Date of focus group: \_\_\_\_\_ Time: \_\_\_\_\_

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.