

# Experimental Study on Consumer Responses to Whole Grain Labeling Statements

0910-0747

## Non-Substantive Change Request

We propose to conduct an experimental study on consumer responses to whole grain labeling statements in early 2014 under 0910-0747. The modifications proposed for the questionnaire are made based on the cognitive interview findings and all changes, except one (C6a), are editorial changes. Question C6a is added to enhance the usefulness of the information since whether consumers understand the intricate relationships between fiber and the whole grain (e.g., the benefits of whole grain are beyond fiber; not all whole grain foods are rich in fiber; dietary fibers can be added later by the manufactures) is one of the key goals of the study.

### B. Statistical Methods

1. Respondent Universe and Sampling Methods

No change.

2. Procedures for the Collection of Information

No change.

3. Methods to Maximize Response Rates and Deal with Non-response

No change.

4. Test of Procedures or Methods to be Undertaken

No change

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

No change.