

**Appendix II
Healthy Symbol Focus Groups – Phase III
Screener**

OMB No: 0910-0497

Expiration Date: 10/31/2020

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Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRASStaff@fda.hhs.gov.

Recruiting Goals:

1. Recruit 9 participants for each group to seat 6.
2. Participants need to be a mix of age groups.
3. Participants will be a mix of men and women with seating no more than 3 men per group.
4. Participants will have a mix of race/ethnicity.
5. Groups will be segmented by Nutrition Motivation (see screener questions).
6. Groups will also be segmented by education level (high, low).
7. Participants must be one of the primary food shoppers in the household.
8. Participants must have a strong internet connection and either a tablet or PC monitor to participate

Screener:

My name is () and I'm calling about a market research study we are conducting on behalf of the U.S. Food and Drug Administration in your area. We are recruiting for an upcoming online focus group. We are holding a group discussion on [DATE] with approximately 6 people. The group will start at [TIME] and will last no longer than 90 minutes. Groups will be audio and video recorded. You will be provided a token of our appreciation for your time and effort if you are selected to participate. Would it be OK if I ask you a few questions now to see if you're eligible to be in one of the groups? (IF YES, CONTINUE; IF NO, THANK AND TERMINATE).

1. These focus group will be held online and participants will need to use either a computer or a tablet with a large enough screen to view some graphics. Do you have either a desktop or laptop computer, or a tablet such as an iPad or Samsung Galaxy?
 - a. A desktop or laptop computer → continue
 - b. A tablet → continue
 - c. Neither → eliminate

2. Do you have access to each of the following for the purposes of this focus group?
 - a. High speed internet access - yes/no
 - b. A webcam - yes/no
 - c. A quiet space at home from which you can participate? Yes/no

→ If “no” to any of the above, eliminate

3. When was the last time you participated in a research focus group or interview?
 - a. LESS THAN 3 MONTHS AGO → eliminate
 - b. BETWEEN 3 AND 6 MONTHS AGO → continue
 - c. 6 MONTHS AGO OR MORE → continue
 - d. REFUSE → eliminate
 - e. DON'T KNOW → eliminate

4. Do you do at least half of the grocery shopping for your family?
 - a. Yes → continue
 - b. No → eliminate

5. Do you or does anyone from your immediate family work for:
 - a. Market Research Firm → eliminate
 - b. Food Product Manufacturing Company → eliminate
 - c. Graphics design department or firm → eliminate

6. I am going to read some age categories --- could you please tell me which category your age falls in? [RECRUIT A MIX OF 4 AGE SEGMENTS]
 - a. Under 18 years old → eliminate
 - b. 18-22 → continue
 - c. 23-45 → continue
 - d. 46-60 → continue
 - e. 61+ → continue

7. Determine gender.
 - a. Male [DO NOT RECRUIT MORE THAN 3 MEN PER GROUP]
 - b. Female

8. What is the highest level of education that you have completed?
- a. Less than high school graduate → lower education group
 - b. High school graduate or GED → lower education group
 - a. Attended or graduated technical/vocational school → lower education group
 - b. Some community college → lower education group
 - c. Some college or community college graduate → higher education group
 - d. College graduate → higher education group
 - e. Attended or graduated with advanced degree → higher education group
9. Are you of Hispanic or Latino origin?
- a. Yes → continue - recruit a mix of race/ethnicity
 - b. No → continue - recruit a mix of race/ethnicity
10. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you...? [RECRUIT A MIX PER GROUP]
- White
 - Black or African American
 - Asian
 - Native Hawaiian or other Pacific Islander
 - American Indian or Alaska Native
11. During the focus group discussion, you will be asked to review written materials and offer your opinions, so I need to ask whether you have a medical or nonmedical condition that affects your ability to read and/or understand written materials in English?
- a. Yes → eliminate
 - b. No → continue
12. Do you ever look at the Nutrition Facts label on food packages? It lists the amounts of calories, fat, cholesterol, vitamins and minerals in the food product.
- ___ Yes → Continue to question 13
 - ___ No or don't know → recruit to low motivation group
13. When buying a food product for the first time, how often do you use the Nutrition Facts label to help you make your decision?
- ___ Always or Most of the time → Recruit to high motivation group
 - ___ Sometimes, Rarely, or Never → Recruit to low motivation group

You qualify for our study. The discussion group will be held on [DATE] at [TIME] and will last about 90 minutes. For your time and opinions, you will receive \$75 as a token of our appreciation at the end of the session. [TBD after facility is selected.]

14. Would you like to participate in the group discussion at [TIME] on [DATE]?
- a. Yes → continue
 - b. No → eliminate

Great! May I please have your mailing and/or e-mail address to send you a confirmation letter with instructions for accessing the web-portal? [Verify address and phone number.]

Thank you. That's all the questions I have today. Please try to logon 10 minutes before the starting time to ensure you can connect and do not have technical difficulties. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you at [TIME] on [DATE].

Read if necessary:

If you have any questions about the study, you may contact _____ of _____ at _____. If you have concerns about how participants are being treated in the study, you may contact _____ toll-free at _____.

****NOTE** THIS PAGE MUST BE STORED SEPARATELY FROM THE SCREENER AND FOCUS GROUP DATA. PLEASE DESTROY UPON COMPLETION OF FOCUS GROUP.**

We are asking for your contact information only for sending you a reminder letter and giving you a call to remind you of the discussion group. We will destroy all contact information at the end of the groups.

NAME: _____

ADDRESS: _____

CITY: _____

ZIP CODE: _____

E-MAIL _____

What is the best time to reach you? What is the best telephone number to reach you at that time?

BEST TIME TO BE REACHED: _____

BEST PHONE NUMBER: _____

Is there another time and number we can try if we miss you?

ALTERNATE TIME:

ALTERNATE PHONE NUMBER:

Thank you. That's all the questions I have today. Please try to logon at least 10 minutes before the starting time. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you at [TIME] on [DATE].