

Appendix I

SCREENER

Plant-Based Foods Focus Groups

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Plant-Based Dairy Alternatives Focus Groups Participant Screener

Recruiting Goals:

- People who have done a focus group or other interview-based research in the last 6 months are not eligible.
- People who have ever done five or more focus groups are not eligible.
- When calling potential participants, recruiters should use general interactions throughout all calls to make judgments about each person's ability and willingness to participate in a focus group discussion.
- We are looking to recruit participants who are talkative and articulate. Everyone will be expected to participate in the discussion and contribute her/his opinions. All participants will need to be comfortable conversing in English.
- All participants must be able to read, understand, and speak English.
- All groups will be conducted with individuals ages 18 and over who do at least half of the grocery shopping for their households.
- All groups will include participants who purchase plant-based dairy alternatives.
- All groups will include participants of diverse ages and races/ethnicities and a mix of genders.
- The groups will be segmented by education level and parental status. Half of the group discussions in each location will be conducted with lower education participants who hold an associate degree or lower, and the other half with higher educated participants with some college or higher. At the same time, half of all groups in each location will be conducted with participants with a child/children age from 2 to 17, and the other half with participants who don't have any children living with them in their household (See the Table below).

Study Protocol:

- Sufficient recruits will be invited to achieve a target of 8-10 participants per group.
- Each group will last approximately 2 hours (a 90-minute discussion plus time needed for signing in before the group starts and signing out after the group ends).
- Each participant will receive a cash token of appreciation for participating in the focus group.
- Groups will be audio- and video-recorded and live-streamed via a password-protected website for off-site observers.
- Facility administrator will prepare name cards for all participants for moderator and back room guests to follow the discussion more easily.

- Signed Informed Consents will be processed at sign-in before the group discussion starts.
- The respondent's information will be kept secure under the Privacy Act to the extent provided by law.
- Groups will be observed by staff from the U.S. Food and Drug Administration (FDA).
- Participants do not have to answer any questions that they do not want to but are encouraged to participate.

Table: Group Composition and Location

| Group No. | Location | Parental Status | Level of Education |
|--------------------------|-----------------------------------|---|---------------------------|
| Group 1 & 2 | Bethesda, MD (Metropolitan DC) | With at least one 2 - 17 year old child | Higher |
| | | | Lower |
| Group 3 & 4 | | Without any children in household, or only children less than 2 | Higher |
| | | | Lower |
| Group 5 & 6 | Raleigh, NC (Southeast) | With at least one 2 - 17 year old child, or only children less than 2 | Higher |
| | | | Lower |
| Group 7 & 8 | | Without any children in household | Higher |
| | | | Lower |
| Group 9 & 10 | Portland, Oregon (West) | With at least one 2 - 17 year old child, or only children less than 2 | Higher |
| | | | Lower |
| Group 11 & 12 | | Without any children in household | Higher |
| | | | Lower |

*Proposed locations are subject to change.

PARTICIPANT SCREENER SCRIPT:

Hello Mr./Ms. _____, my name is _____ and I'm calling about a research study sponsored by the U.S. Food and Drug Administration, or "FDA", in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and understanding of different foods. Participants in this study will receive a token of appreciation for participating in the focus group.

1. First, are you at least 18 years of age? IF NO: We are only recruiting people who are 18 years of age or older for these groups. May I please speak with someone in your household who is at least 18 years of age? IF NO ONE, THANK RESPONDENT POLITELY AND END CALL.
IF NEW RESPONDENT, REPEAT STARTING WITH THE INTRODUCTION ABOVE.
2. Are you interested in participating?
 - YES
 - NO → ELIMINATE [THANK RESPONDENT POLITELY]
3. Would you mind answering a few questions? This will only take a few minutes of your time.
 - YES
 - NO → ELIMINATE [THANK RESPONDENT POLITELY]
4. The focus group will be conducted in English. Are you comfortable reading and speaking English?
 - YES
 - NO → ELIMINATE [THANK RESPONDENT POLITELY]
5. Do you or someone from your immediate family work for any of the following:
 - A Market Research Firm → ELIMINATE [THANK RESPONDENT POLITELY]
 - As a Nutritionist or Dietitian → ELIMINATE [THANK RESPONDENT POLITELY]
 - Food Industry, Restaurant or Food Retailer → ELIMINATE [THANK RESPONDENT POLITELY]
 - A Public Health Organization → ELIMINATE [THANK RESPONDENT POLITELY]
 - State or local food agency, U.S. Department of Agriculture, or U.S. Food and Drug Administration → ELIMINATE [THANK RESPONDENT POLITELY]
6. Have you participated in a focus group within the past 6 months? [Interviewer: participation in telephone survey is allowed. If explanation is needed: A focus group is when a small group of individuals come together to talk about a certain topic.]
 - YES → ELIMINATE [THANK RESPONDENT POLITELY]
 - NO
7. In total, how many focus groups have you participated in? _____ [Interviewer: ask this as an open-ended question and eliminate anyone who gives a number greater than 10.]

8. Do you do at least half of the grocery shopping for your household?

- YES
- NO → ELIMINATE [THANK RESPONDENT POLITELY]

9. How often, if at all, do you check nutrition facts label when you buy a food product for the first time? Would you say ...

- Often
- Sometimes
- Almost never or never

10. How often do you prepare a meal in your household? Would you say ...

- Almost always
- Often
- Sometimes
- Almost never or never → ELIMINATE [THANK RESPONDENT POLITELY]

11. In the last 6 months, have you purchased any beverage/juice/milk made from:

- Orange
- Almond
- Soy
- Coconut
- Or Other [specify]: _____

If respondent does not mention any of those drinks: Almond, Soy, Coconut, Rice, Pecan, Cashew, Hazelnut, Flax seed, Quinoa, etc. → ELIMINATE [THANK RESPONDENT POLITELY]

12. Do you currently have a child living at home with you?

- Yes
- No, no children in the household → CLASSIFY AS "NON-PARENT" AND SKIP TO Q15

13. [If Q13 = Yes] What are their ages?

Record ages: _____
If no child is aged 2-17, terminate. Other classify as "PARENT"

14. DETERMINE SEX. IF UNSURE, ASK RESPONDENT IF S/HE IS MALE OR FEMALE.

- MALE
- FEMALE

15. What is the highest level of education that you have completed? [READ ALL ANSWER OPTIONS. RECRUIT A MIX WITHIN EACH GROUP AND ACROSS STUDY]

- Less than high school → RECRUIT TO LOWER ED GROUP

- High school graduate or GED → RECRUIT TO LOWER ED GROUP
- Technical/vocational school → RECRUIT TO LOWER ED GROUP
- Some community college → RECRUIT TO LOWER ED GROUP
(towards an Associate's degree or other community college degree)
- Community college degree (e.g., Associate's degree) → RECRUIT TO LOWER ED GROUP
- Some college → RECRUIT TO HIGHER ED GROUP

(toward Bachelor's degree)
- College degree (Bachelor's degree) → RECRUIT TO HIGHER ED GROUP
- Advanced degree (postgraduate degree) → RECRUIT TO HIGHER ED GROUP
[SOFT QUOTA: Seat no more than 2 advanced degree participants per group]

16. Are you of Hispanic or Latino origin? [ENSURE ABOUT 2 PER GROUP AS REFLECTIVE OF THE AREA]

- Yes
- No

17. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you...? [RECRUIT A DIVERSE GROUP REFLECTIVE OF THE AREA.]

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Prefer not to answer

18. I am going to read some age categories, could you please tell me in which category your age falls? [RECRUIT A MIX FOR EACH AGE CATEGORY WITHIN EACH GROUP AND ACROSS STUDY]

- 18-30
- 31-40
- 41-50
- 51-65
- 66 and above → ELIMINATE [THANK RESPONDENT POLITELY]

19. I am going to read some income categories; could you classify your annual household income to one of these categories? [RECRUIT A MIX PER GROUP]

- Less than \$25,000 per year
- \$25,000 to less than \$50,000 per year
- \$50,000 to less than \$75,000 per year
- \$75,000 and over per year

Thank you for answering these questions. We would like to invite you to participate in a focus group with about eight other participants to discuss your thoughts and understanding of different foods. The discussion will last approximately an hour and a half. The discussion will be video- and audio-recorded, and also observed by researchers. Your participation and everything you say during the discussion will remain secure under the Privacy Act to the extent provide by law and your personal identifying information will not be included in any reports. At the conclusion of the focus group, you will receive \$75.00 as a token of our appreciation for your participation. The focus group will last approximately 2 hours (a 90-minute discussion plus time needed for signing in before the group starts and signing out after the group ends). Are you interested in participating in this focus group?

- Yes [CONTINUE]
 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 [CONTINUE]
 No [THANK THE PERSON FOR HIS/HER TIME]

I would like to send you a confirmation letter and directions to the facility. To do so, could you please tell me the best way of contacting you:

[INSERT CONTACT INFORMATION]

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.