

**USDA CNPP BPA Research  
 ATTACHMENT A-1: FOCUS GROUP SCREENER BY ETHNICITY (ENGLISH)**

Focus Group Distribution			
Grp #	Audience (Q02, Q03)	Income (Q11, Q11a)	Weight (Q12, Q13)
1	Black/African American	Low income	Overweight/obese
2	Black/African American	Low income	Healthy weight
3	Black/African American	Middle/higher income	Mix of BMI
4	Hispanic	Low income	Overweight/obese
5	Hispanic	Low income	Healthy weight
6	Hispanic	Middle/higher income	Mix of BMI
7	White	Low income	Overweight/obese
8	White	Low income	Healthy weight
9	White	Middle/higher income	Mix of BMI

*1.5 hours each. All groups recruit 8 to seat 5-6. All groups will be conducted virtually. All groups conducted in **English**.*

Hello, My name is \_\_\_\_\_, and I am calling from Edge Research, a research company in **CITY/LOCATION**. We are calling on behalf of the United States Department of Agriculture Food and Nutrition Service (USDA FNS) to ask for your participation in a discussion about how USDA can best communicate nutrition information to people like you. Your participation is voluntary and, as a token of our appreciation, we will provide a \$75 gift card as an incentive for your participation in a 2-hour discussion on this subject. There are no penalties if you choose not to participate. This feedback session will be private, which means that nothing that you say will be seen by anyone other than qualified researchers working on this project, except as otherwise required by law. Your responses will be combined with others, and you will never be personally identified.

Are you interested in participating?

**OMB BURDEN STATEMENT:** This information is being collected to assist the Food and Nutrition Service in understanding how best to communicate about one of its programs to the American public. This is a voluntary collection and FNS will use the information to increase awareness of one of its programs. This collection does not request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0611. The time required to complete this information collection is estimated to average 0.25 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA (0584-0611). Do not return the completed form to this address.

IF NO: Thank you and have a great day/evening.

IF YES: Great! First, I need to ask you a few questions to find out if your background meets the needs of this study.

Before the questions, I need to inform you about the process.

It will take approximately 15 minutes to complete the questions. In accordance with the Paperwork Reduction Act of 1995, the valid OMB control number for this information collection is 0584-0611. If you have comments on any aspect of this information collection, there is a mailing address to send comments to USDA. Would you like that address? [IF YES: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA (0584-0611).]

1. Are you... *Mark all that apply.* **RECRUIT A MIX**
  - 1) Female
  - 2) Male
  - 3) Transgender, non-binary, or another gender
  
2. Are you Hispanic or Latino?
  - 1) Yes, Hispanic or Latino **RECRUIT FOR GROUPS 4, 5, 6**
  - 2) No, not Hispanic or Latino
  - 3) Prefer not to answer
  
- 2a. **IF Q02=1 (HISPANIC):** What language do you usually speak at home?
  - 1) Only Spanish **GO TO SPANISH LANGUAGE SCREENER**
  - 2) Mostly Spanish **GO TO SPANISH LANGUAGE SCREENER**
  - 3) Spanish and English equally
  - 4) Mostly English
  - 5) Only English
  
3. Which of the following best describes your race? *Select all that apply.*
  - 1) American Indian or Alaska Native
  - 2) Asian
  - 3) Black or African American **RECRUIT FOR GROUPS 1, 2, 3**
  - 4) Native Hawaiian or Other Pacific Islander
  - 5) White **RECRUIT FOR GROUPS 7, 8, 9**
  - 6) Other
  - 7) Prefer not to answer **THANK AND TERMINATE**
  
4. What is your age? I will read you some categories to choose from. Please stop me when I come to the category that includes your age. **RECRUIT A MIX**
  - 1) Under 18 **THANK AND TERMINATE**
  - 2) 18 - 25
  - 3) 26 - 29
  - 4) 30 - 44

- 5) 45 – 50
  - 6) 51 – 59
  - 7) 60 – 74
  - 8) 75 or older **THANK AND TERMINATE**
5. Are you the parent or legal guardian of a child 17 or younger who lives with you, even part-time? **RECRUIT A MIX**
- 1) Yes
  - 2) No
6. Which of the following types of mobile phones do you currently use? *Select all that apply.*
- 1) A smartphone like an iPhone, Android phone, or Windows phone that allows you to access email and the internet
  - 2) A regular cellphone that makes calls and/or text messages, but does not have access to the internet
  - 3) Neither
7. How often, if at all, do you use apps on your smartphone?
- 1) Every day
  - 2) Most days
  - 3) A few times per week
  - 4) About once a week
  - 5) Less than once a week
  - 6) Never **THANK AND TERMINATE**
8. Please select the categories that best represent your living situation. *Select all that apply.*
- 1) Live in parent/guardian's home
  - 2) Live in dorm/group home
  - 3) Live with spouse/significant other
  - 4) Live with children/other family members
  - 5) Live alone **EXCLUSIVE**
9. What is your current marital status?
- 1) Married
  - 2) Single
  - 3) Single, living with partner
  - 4) Separated/divorced
  - 5) Widowed
  - 6) Prefer not to answer
10. In your household, who is responsible for making choices regarding the food you and your household eats?
- 1) I am primary responsible for making choices regarding the food I/my household eats
  - 2) I share responsibility for making choices regarding the food I/my household eats
  - 3) Someone else is primarily responsible for making choices regarding the food I/my household eats **THANK AND TERMINATE**

11. How many people live with you regularly and make up your "household", including yourself?  
Please exclude any roommates/boarders/etc. \_\_\_

11a. What was your approximate annual household income for 2022, before taxes, from all sources?  
This includes salaries, Social Security, pension, interest, and investment earnings.

1. Under \$30,000
2. \$30,000 to just below \$35,000
3. \$35,000 to just below \$40,000
4. \$40,000 to just below \$45,000
5. \$45,000 to just below \$55,000
6. \$55,000 to just below \$65,000
7. \$65,000 to just below \$75,000
8. \$75,000 to just below \$85,000
9. More than \$85,000

**DEFINITION OF LOW INCOME:**

*If Q11=1 and Q11a=1*

*If Q11=2 and Q11a =1, 2*

*If Q11=3 and Q11a =1, 2, 3*

*If Q11=4 and Q11a =1, 2, 3, 4*

*If Q11=5 and Q11a =1, 2, 3, 4, 5*

*If Q11=6 and Q11a =1, 2, 3, 4, 5, 6*

*If Q11=7 and Q11a =1, 2, 3, 4, 5, 6, 7*

*If Q11=8 and Q11a =1, 2, 3, 4, 5, 6, 7, 8*

**IF DOES NOT FALL INTO THIS DEFINITION, MARK AS MIDDLE/HIGHER INCOME.**

**IF LOW INCOME, QUALIFY FOR GROUPS 1, 2, 4, 5, 7, 8.**

**IF MIDDLE/HIGHER INCOME, QUALIFY FOR GROUPS 3, 6, 9.**

12. Can you tell me how tall you are in feet and inches? IF RESPONDENT DOESN'T KNOW, ASK FOR BEST GUESS. IF THEY CAN'T GUESS, **TERMINATE**.

\_\_\_\_\_ Feet    \_\_\_\_\_Inches

13. Can you tell me how much you weigh in pounds? IF RESPONDENT DOESN'T KNOW, ASK THEM TO GIVE YOU THEIR BEST GUESS. IF THEY CAN'T GUESS, **TERMINATE**.

\_\_\_\_\_ Pounds

**USE NIH LINK (BELOW) AND ENTER HEIGHT AND WEIGHT TO CALCULATE BMI.**

[http://www.nhlbi.nih.gov/health/educational/lose\\_wt/BMI/bmicalc.htm](http://www.nhlbi.nih.gov/health/educational/lose_wt/BMI/bmicalc.htm)

**IF BMI <18.5, TERMINATE.**

**IF 18.5 <= BMI <= 24.9, CODE AS HEALTHY WEIGHT.**

**IF 25 <= BMI <= 29.9, CODE AS OVERWEIGHT.**

**IF 30 <= BMI <= 40, CODE AS OBESE.**

**IF BMI > 40, TERMINATE.**

**RECRUIT A MIX OF OVERWEIGHT/OBESE FOR GROUPS 1, 4, 7.**

**RECRUIT HEALTHY WEIGHT ONLY FOR GROUPS 2, 5, 8.**

**RECRUIT A MIX OF OVERWEIGHT/OBESE AND HEALTHY WEIGHT FOR GROUPS 3, 6, 9.**

14. How familiar are you with each of the following programs?

**RECRUIT A MIX OF FAMILIARITY WITH SNAP AND MYPLATE**

- 1) Very familiar
- 2) Somewhat familiar
- 3) Not too familiar
- 4) Never heard of/don't know

**[RANDOMIZE]**

- a) "SNAP" or the Supplemental Nutritional Assistance Program. It is sometimes referred to as "EBT" and was formerly known as "Food Stamps"
- b) "WIC" or the Special Supplemental Nutrition Program for Women, Infants, and Children
- c) "MyPlate"
- d) "TANF" or Temporary Assistance for Needy Families
- e) The National School Lunch Program or School Breakfast Program
- f) Medicaid
- g) "CHIP" or the Children's Health Insurance Program

15. Do you currently participate in any of the following programs? *Select all that apply.*

**[RANDOMIZE]**

- 1) "SNAP" or the Supplemental Nutritional Assistance Program. It is sometimes referred to and formerly known as "Food Stamps"
- 2) "WIC" or the Special Supplemental Nutrition Program for Women, Infants, and Children
- 3) "TANF" or Temporary Assistance for Needy Families
- 4) The National School Lunch Program or School Breakfast Program

16. For each statement, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement.

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree
- 5) Don't know/not sure

**[RANDOMIZE]**

- a) I have a clear understanding of what foods are nutritious
- b) I have access to stores nearby where I can purchase nutritious foods
- c) Nutritious food is expensive
- d) I use websites or apps to help me shop for healthy foods and/or eat healthy
- e) I regularly go online to find information on nutrition and healthy eating
- f) I eat whatever I want, whenever I want

**TERMINATE IF STRONGLY DISAGREE/NOT SURE FOR ITEMS D AND E  
RECRUIT FOR A MIX OF ATTITUDES/LIFESTYLE**

17. In what state do you live? \_\_\_\_\_ **RECRUIT A MIX OF REGION (NORTHEAST, MIDWEST, SOUTH, AND WEST)**

18. In what type of community do you live? **RECRUIT A MIX**

- 1) Urban, which is inside a city
- 2) Suburban, which is just outside of a city
- 3) Small town
- 4) Rural, which is farther outside of a city, like in the country

Thank you for answering these questions.

The discussion we are recruiting for is virtual, meaning that you can participate from the comfort of your own home, but you would need to be in front of a device with internet access, in a quiet place. Please make sure and confirm that you can be in a quiet place and can commit to the full 2 hours without many interruptions. To better simulate a discussion, you would also need to be visible to the interviewer via a web camera. Someone will call you before the group to help you get set up the webcam and make sure all the technology needed for the discussion is working properly.

This is for research purposes only, and all of your feedback during the group would be anonymous and confidential, and the remote connection is safe and secure. To thank you for participating in this study, we will give you a **\$75** gift card at the end of the group.

20. Is this something you are interested in and comfortable with?

- 1) Yes
- 2) No                   **THANK AND TERMINATE**

Now, just a couple of questions about your technology usage.

21. How would you describe your comfort level with using the internet?

- 1) Very comfortable
- 2) Somewhat comfortable
- 3) Neutral
- 4) Not that comfortable                   **THANK AND TERMINATE**
- 5) Not comfortable at all               **THANK AND TERMINATE**

6) Not sure

**THANK AND TERMINATE**

22. What type of device will you be using to participate?

- 1) Computer/laptop
- 2) Tablet
- 3) Phone

**IF Q22=1 OR 2 (USING COMPUTER OR TABLET)**

23. Do you have a high-speed internet connection that you can use while participating in this research?

- 1) Yes **CONTINUE**
- 2) No **OPTION FOR RESPONDENT TO USE PHONE INSTEAD, OTHERWISE  
THANK AND TERMINATE**

24. Do you have a webcam on your computer, laptop, tablet, or smartphone that you can use for the discussion?

- 1) Yes **CONTINUE**
- 2) No **PLEASE HOLD FOR EDGE REVIEW; IDEALLY ALL RESPONDENTS HAVE  
WEBCAMS**

What is the best time to reach you for a Technology Check?

**RECORD:** \_\_\_\_\_

Thank you for completing the screening questions. As I mentioned previously, you have been invited to participate in a small discussion group regarding how USDA can best communicate about nutrition information to people like you. Your participation means that you would participate in the 2-hour discussion that will be held on DATE/TIME/LOCATION. As a token of our appreciation, you will receive a \$75 gift card upon completion of the group.

Would you still like to participate?

**RECORD CONTACT INFORMATION:** \_\_\_\_\_

[If Respondent seems uncomfortable, explain, "This information will be used only to send you a confirmation and details for the group."]