

Cognitive Interview Guide
Experimental Studies on Consumer Responses
to Nutrient Content Claims on Fortified Foods
As of June 2013

Observation of respondent completing questionnaire:

1. Does respondent need assistance to answer questions?
2. Does respondent seem to struggle answering any parts? Appear confused, hesitant, etc.
3. Check body language; Engaged? Bored?

Following administration of questionnaire:

1. Please describe to me your experiences taking this survey. Describe it in any way you wish.

Probe if needed:

What do you think of the topic?

Is the topic anything you have thought about before?

Are there any questions that can be made clearer?

Were there questions that did not make sense?

Were there questions that seemed difficult to answer?

Did it seem too long?

Was any part boring?

Was any part too personal?

What is your opinion of the product label you were asked to look at?

How was it similar to a real product you would see on the shelf at the store?

How was it different from a real product you would see on the shelf at the store?

Would you ever see a product like that? Have you ever seen a product like that?

Section A.

2. When you were asked to choose between the two products at the start of the survey, how did you decide which one to choose? Was it hard or easy to choose? Were you sure of your answer when you made a selection?
3. What is [A2a] asking? How did you decide which product was healthier? When it comes to [Product] what would make you think it was healthier than other [Product]. Was it hard to decide? Are there enough response options?

Section B.

Probe on the breakfast questions

B4 response options. Too broad?

Section C.

Section D.

Probe on manipulation check question (D1 & D2).

Do you recall what you thought about when you answered D1?

D3. What did you think of these questions?

DRAFT