

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.

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.