# 1996

# WHAT WE EAT IN AMERICA: 1994-1996

# DIET AND HEALTH KNOWLEDGE SURVEY QUESTIONNAIRE

PLACE CASE LABEL HERE

[BE SURE TO PREPARE QUESTIONNAIRE BY MARKING RANDOM STARTS BEFORE CONTACTING RESPONDENT.]

RANDOM START LABEL

INTRODUCTION: (ASK TO SPEAK WITH SAMPLE PERSON.)
Hello, I am (YOUR NAME) from Westat. (I/We) spoke with you recently as part of the food survey Westat is conducting for the United States Department of Agriculture. Before I begin, I just need to verify your name and age to make sure that I am interviewing the correct person. Is this (NAME OF SAMPLE PERSON)? And you are (AGE) years old? (IF NOT CORRECT SAMPLE PERSON, THANK RESPONDENT AND ATTEMPT TO SPEAK WITH CORRECT SAMPLE PERSON.)

SAMPLE PERSON #: |__|__|

INTERVIEWER NAME: _____

|__|__| : |__|__|　　AM............ 1
TIME STARTED　　PM............ 2

INTERVIEWER ID: |__|__|__|

|__|__| : |__|__|　　AM............ 1
TIME ENDED　　PM............ 2

DATE OF INTERVIEW: |__|__| - |__|__| - 19 |__|__|
　　　　MO　　DAY　　YR

CONDUCTED:
　　IN PERSON ...................... 1
　　BY TELEPHONE .............. 2

DAY OF INTERVIEW: _____

SP'S FIRST NAME: _____

DATE OF BIRTH: |__|__| - |__|__| - |__|__|__|__|
　　　　MO　　DAY　　YEAR
OR

AGE: |__|__|__|　　YRS ..................... ①
　　　　　　　　MOS .......................... 2

SEX:　　M .......... 1　　F ........... 2

| FOR HOME OFFICE USE ONLY |
|---|
| DATE RECEIVED: _____ |
| VERIFIER ID: _____ |
| MC: ____ YES ____ NO |
| BATCH #: _____ |

Conducted for the United States Department of Agriculture by Westat Inc., Rockville, MD

SUGGESTED INTRODUCTION: [YOU MAY PARAPHRASE THE INTRODUCTION AS LONG AS THE SAME CONTENTS ARE PRESENTED.]

When I talked to you before, I said I would get back in touch with you to ask a few more questions about your opinions on your diet, health, food shopping, and related topics.

Before I begin, I would appreciate it if you could get the post card I mailed you which reminded you of the interview. It lists the answer choices and will help the interview go more quickly.

(IF RESPONDENT DOES NOT REMEMBER RECEIVING CARD OR HAS MISPLACED IT, REASSURE RESPONDENT THAT THE INTERVIEW CAN STILL TAKE PLACE AND YOU WILL SIMPLY REPEAT THE ANSWER CATEGORIES MORE FREQUENTLY. IF RESPONDENT DOES HAVE THE CARD, REFER HIM/HER TO THE APPROPRIATE CATEGORY.)

1.  Let's begin by talking about the number of servings from different food groups that a person should eat each day. How many servings from the (FOOD GROUP) would you say a person of your age and sex should eat each day for good health? (DO NOT ACCEPT A RANGE OF SERVINGS.)

What about the (NEXT FOOD GROUP)?

> IF ASKED, SAY: "Count as a serving whatever you consider a serving to be."

**START AT "X"**

| FOOD GROUP | NUMBER OF SERVINGS | DON'T KNOW |
|---|---|---|
| a. Fruit Group? | I__I__I | 98 |
| b. Vegetable Group? | I__I__I | 98 |
| c. Milk, Yogurt, and Cheese Group? | I__I__I | 98 |
| d. Bread, Cereal, Rice, and Pasta Group? | I__I__I | 98 |
| e. Meat, Poultry, Fish, Dry Beans, and Eggs Group? | I__I__I | 98 |

2. Now I am going to read some statements about what people eat. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement: (READ STATEMENT).

What about (NEXT STATEMENT)?

> IF NEEDED, SAY: "Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement?"

| | STATEMENT | CATEGORY A | | | |
| --- | --- | --- | --- | --- | --- |
| | | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree |
| a. | Choosing a healthy diet is just a matter of knowing what foods are good and what foods are bad. | 4 | 3 | 2 | 1 |
| b. | Eating a variety of foods each day probably gives you all the vitamins and minerals you need. | 4 | 3 | 2 | 1 |
| c. | Some people are born to be fat and some thin; there is not much you can do to change this. | 4 | 3 | 2 | 1 |
| d. | Starchy foods, like bread, potatoes, and rice, make people fat. | 4 | 3 | 2 | 1 |
| e. | There are so many recommendations about healthy ways to eat, it's hard to know what to believe. | 4 | 3 | 2 | 1 |
| f. | What you eat can make a big difference in your chance of getting a disease, like heart disease or cancer. | 4 | 3 | 2 | 1 |
| g. | The things I eat and drink now are healthy so there is no reason for me to make changes. | 4 | 3 | 2 | 1 |
| | STATEMENT | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree |

START AT "X"

3. Next, let's talk about your own diet. Compared to what is healthy, do you think your diet is too low, too high, or about right in (STATEMENT)?

What about (NEXT STATEMENT)?

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│ IF NEEDED, SAY: "Would you say your diet is too low, too │
│                  high, or about right in that?"   │
│                                                   │
│ IF NEEDED, SAY: "The question is asking about nutrients from │
│                  foods, not from vitamin pills."  │
└─────────────────────────────────────────────────┘
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|  | | CATEGORY B | | | |
| --- | --- | --- | --- | --- | --- |
| | STATEMENT | Too Low | Too High | About Right | DON'T KNOW |
| a. | Calories? | 1 | 2 | 3 | 8 |
| b. | Calcium? | 1 | 2 | 3 | 8 |
| c. | Iron? | 1 | 2 | 3 | 8 |
| d. | Vitamin C? | 1 | 2 | 3 | 8 |
| e. | Protein? | 1 | 2 | 3 | 8 |
| f. | Fat? | 1 | 2 | 3 | 8 |
| g. | Saturated fat? | 1 | 2 | 3 | 8 |
| h. | Cholesterol? | 1 | 2 | 3 | 8 |
| i. | Salt or sodium? | 1 | 2 | 3 | 8 |
| j. | Fiber? | 1 | 2 | 3 | 8 |
| k. | Sugar and sweets? | 1 | 2 | 3 | 8 |
| | STATEMENT | Too Low | Too High | About Right | DON'T KNOW |

START AT "X"

4. To you personally, is it very important, somewhat important, not too important, or not at all important to (STATEMENT)?

To you personally, how important is it to (NEXT STATEMENT)?

> IF NEEDED, SAY: "Is that very important, somewhat important, not too important, or not at all important to you personally?"
>
> IF NEEDED, SAY: "The question is not asking about your actual eating habits, it is asking about the importance of the statement to you personally."

| | STATEMENT | CATEGORY C | | | | |
| | | Very Important | Somewhat Important | Not Too Important | Not At All Important | DON'T KNOW |
|---|---|---|---|---|---|---|
| **START AT "X"** | a. Use salt or sodium only in moderation? | 4 | 3 | 2 | 1 | 8 |
| | b. Choose a diet low in saturated fat? | 4 | 3 | 2 | 1 | 8 |
| | c. Choose a diet with plenty of fruits and vegetables? | 4 | 3 | 2 | 1 | 8 |
| | d. Use sugars only in moderation? | 4 | 3 | 2 | 1 | 8 |
| | e. Choose a diet with adequate fiber? | 4 | 3 | 2 | 1 | 8 |
| | f. Eat a variety of foods? | 4 | 3 | 2 | 1 | 8 |
| | g. Maintain a healthy weight? | 4 | 3 | 2 | 1 | 8 |
| | h. Choose a diet low in fat? | 4 | 3 | 2 | 1 | 8 |
| | i. Choose a diet low in cholesterol? | 4 | 3 | 2 | 1 | 8 |
| | j. Choose a diet with plenty of breads, cereals, rice, and pasta? | 4 | 3 | 2 | 1 | 8 |
| | k. Eat at least two servings of dairy products daily? | 4 | 3 | 2 | 1 | 8 |
| | STATEMENT | Very Important | Somewhat Important | Not Too Important | Not At All Important | DON'T KNOW |

**5.** Have you heard about any health problems caused by (BEHAVIOR)?

(ASK QUESTIONS 5A - 5G AND 6 UNTIL COMPLETE, THEN GO TO QUESTION 7.)

**6.** What health problems are these? Any other problems? (DO NOT READ PROBLEMS) (CIRCLE CODE IN THE APPROPRIATE ROW BELOW)

| | |
|---|---|
| 01 -- Arteriosclerosis/Atherosclerosis | 09 -- Edema |
| 02 -- Arthritis | 10 -- Fatigue |
| 03 -- Bone problems/Rickets | 15 -- Fat/Overweight |
| 04 -- Breathing problems | 01 -- Hardening of the arteries |
| 05 -- Cancer (All types) | 01 -- Heart problems/Heart attack |
| 07 -- Cavities/Caries | 11 -- High blood cholesterol |
| 01 -- Clogged arteries | 12 -- High blood pressure |
| 06 -- Colitis/Colon problems | 08 -- High blood sugar |
| 06 -- Constipation | 13 -- Hyperactivity |
| 01 -- Coronary disease | 12 -- Hypertension |
| 08 -- Diabetes | 06 -- Irregularity |
| 06 -- Digestive problems | 14 -- Kidney disease |
| 06 -- Diverticulosis | 10 -- Lack of energy |

| | |
|---|---|
| 15 -- Obesity/Overweight | |
| 03 -- Osteoporosis | |
| 14 -- Renal disease | |
| 16 -- Stroke | |
| 10 -- Tiredness | |
| 07 -- Tooth problems | |
| 09 -- Water (fluid) retention | |
| 17 -- HEALTH PROBLEMS NOT SPECIFIED | |
| 00 -- Other disease/problem (SPECIFY) | |

| BEHAVIOR | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| a. Eating too much fat? YES ... 1 (Q6) NO ... 2 (Q5b) | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 00 (SPECIFY) | |_|_| |
| b. Not eating enough fiber? YES ... 1 (Q6) NO ... 2 (Q5c) | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 00 (SPECIFY) | |_|_| |
| c. Eating too much salt or sodium? YES ... 1 (Q6) NO ... 2 (Q5d) | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 00 (SPECIFY) | |_|_| |
| d. Not eating enough calcium? YES ... 1 (Q6) NO ... 2 (Q5e) | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 00 (SPECIFY) | |_|_| |
| e. Eating too much cholesterol? YES ... 1 (Q6) NO ... 2 (Q5f) | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 00 (SPECIFY) | |_|_| |
| f. Eating too much sugar? YES ... 1 (Q6) NO ... 2 (Q5g) | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 00 (SPECIFY) | |_|_| |
| g. Being overweight? YES ... 1 (Q6) NO ... 2 (Q5a) | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 00 (SPECIFY) | |_|_| |

START AT "X"

7. Do you consider yourself to be . . .

overweight, .......................................................... 1
underweight, or ............................................... 2
about right? ..................................................... 3

8. Based on your knowledge, which has <u>more saturated</u> fat: (READ EACH PAIR STARTING AT "X" AND THEN WAIT FOR AN ANSWER. DO NOT PROBE "DON'T KNOW" ANSWERS.)

|  | PAIRS |  |
|---|---|---|
| **START AT "X"** | a. Liver, or .................................................... 1<br>T-bone steak? ......................................... 2<br>THE SAME .............................................. 3<br>DON'T KNOW .......................................... 8 | |
| | b. Butter, or ................................................. 1<br>Margarine? .............................................. 2<br>THE SAME .............................................. 3<br>DON'T KNOW .......................................... 8 | |
| | c. Egg white, or ........................................... 1<br>Egg yolk? ................................................ 2<br>THE SAME .............................................. 3<br>DON'T KNOW .......................................... 8 | |
| | d. Skim milk, or ........................................... 1<br>Whole milk? ............................................ 2<br>THE SAME .............................................. 3<br>DON'T KNOW .......................................... 8 | |

9. Which has more fat: (READ EACH PAIR STARTING AT "X" AND THEN WAIT FOR AN ANSWER. DO NOT PROBE "DON'T KNOW" ANSWERS.)

|  | PAIRS | |
|---|---|---|
| START AT "X" | a. Regular hamburger, or | 1 |
| | Ground round? | 2 |
| | THE SAME | 3 |
| | DON'T KNOW | 8 |
| | b. Loin pork chops, or | 1 |
| | Pork spare ribs? | 2 |
| | THE SAME | 3 |
| | DON'T KNOW | 8 |
| | c. Hot dogs, or | 1 |
| | Ham? | 2 |
| | THE SAME | 3 |
| | DON'T KNOW | 8 |
| | d. Peanuts, or | 1 |
| | Popcorn? | 2 |
| | THE SAME | 3 |
| | DON'T KNOW | 8 |
| | e. Yogurt, or | 1 |
| | Sour cream? | 2 |
| | THE SAME | 3 |
| | DON'T KNOW | 8 |
| | f. Porterhouse steak, or | 1 |
| | Round steak? | 2 |
| | THE SAME | 3 |
| | DON'T KNOW | 8 |

10. Which kind of fat is more likely to be a liquid rather than a solid . .

<div style="margin-left: 40%;">

saturated fats, .................................................. 1
polyunsaturated fats, or ................................... 2
are they equally likely to be liquids? ............... 3
DON'T KNOW ................................................. 8

</div>

11. If a food has no cholesterol is it also . . .

<div style="margin-left: 40%;">

low in saturated fat, .......................................... 1
high in saturated fat, or ..................................... 2
could it be either high or
    low in saturated fat? ..................................... 3
DON'T KNOW ................................................. 8

</div>

12. Is cholesterol found in . . .

<div style="margin-left: 40%;">

vegetables and vegetable oils, ......................... 1
animal products like meat and
    dairy products, or ........................................ 2
all foods containing fat or oil? .......................... 3
DON'T KNOW ................................................. 8

</div>

13. If a product is labeled as containing only vegetable oil is it . . .

<div style="margin-left: 40%;">

low in saturated fat, .......................................... 1
high in saturated fat, or ..................................... 2
could it be either high or low
    in saturated fat? ........................................... 3
DON'T KNOW ................................................. 8

</div>

14. If a food product is labeled "light," does that mean that compared to a similar product not labeled "light" it is lower in calories, lower in fat, or lower in calories and/or fat, or does it mean something else?

<div style="margin-left: 40%;">

LOWER IN CALORIES ..................................... 1
LOWER IN FAT ................................................ 2
LOWER IN CALORIES AND/OR FAT ............. 3
SOMETHING ELSE ......................................... 4
DON'T KNOW ................................................. 8

</div>

15.     Now think about buying food. When you buy food, how important is (FACTOR) – very important, somewhat important, not too important, or not at all important?

What about (NEXT FACTOR)?

> IF NEEDED, SAY:   "How important is (FACTOR) -- very important, somewhat important, not too important, or not at all important when you buy food?"

|  |  | FACTOR | CATEGORY C | | | | |
|---|---|---|---|---|---|---|---|
|  |  |  | Very Important | Somewhat Important | Not Too Important | Not At All Important | DON'T KNOW |
| START AT "X" | a. | How safe the food is to eat? | 4 | 3 | 2 | 1 | 8 |
|  | b. | Nutrition? | 4 | 3 | 2 | 1 | 8 |
|  | c. | Price? | 4 | 3 | 2 | 1 | 8 |
|  | d. | How well the food keeps? | 4 | 3 | 2 | 1 | 8 |
|  | e. | How easy the food is to prepare? | 4 | 3 | 2 | 1 | 8 |
|  | f. | Taste? | 4 | 3 | 2 | 1 | 8 |

16. Now think about food labels. When you buy foods, do you use (SECTION) often, sometimes, rarely, or never?

What about (NEXT SECTION)?

| IF NEEDED, SAY: "Do you use (SECTION) often, sometimes, rarely, or never?" |
|---|

| | | CATEGORY D | | | | | |
|---|---|---|---|---|---|---|---|
| | SECTION | Often (Always) | Some-times | Rarely | Never | NEVER SEEN | DON'T KNOW |
| | a. The list of ingredients? | 1 | 2 | 3 | 4 | 5 | 8 |
| | b. The short phrases on the label like "low-fat" or "light" or "good source of fiber"? | 1 | 2 | 3 | 4 | 5 | 8 |
| | c. The nutrition panel that tells the amount of calories, protein, fat, and such in a serving of the food? | 1 | 2 | 3 | 4 | 5 | 8 |
| | d. The information about the size of a serving? | 1 | 2 | 3 | 4 | 5 | 8 |
| | e. Statements on the label that describe health benefits of nutrients or foods? | 1 | 2 | 3 | 4 | 5 | 8 |

START AT "X"

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BOX 1

IN Q16 ABOVE, IS CODE 4, 5, OR 8 CIRCLED FOR EVERY ITEM (a-e)?

YES .......................................... 1 (Q24, PAGE 16)
NO ............................................. 2 (Q17)

17.  When you look for nutrition information on the food label, would you say you often, sometimes, rarely, or never look for information about (STATEMENT)?

What about (NEXT STATEMENT)?

> IF NEEDED, SAY:  "Would you say you often, sometimes, rarely, or
> never look for information about that?"

| | STATEMENT | CATEGORY D | | | |
|---|---|---|---|---|---|
| | | Often (Always) | Some-times | Rarely | Never |
| a. | Calories? | 1 | 2 | 3 | 4 |
| b. | Salt or sodium? | 1 | 2 | 3 | 4 |
| c. | Total fat? | 1 | 2 | 3 | 4 |
| d. | Saturated fat? | 1 | 2 | 3 | 4 |
| e. | Cholesterol? | 1 | 2 | 3 | 4 |
| f. | Vitamins or minerals? | 1 | 2 | 3 | 4 |
| g. | Fiber? | 1 | 2 | 3 | 4 |
| h. | Sugars? | 1 | 2 | 3 | 4 |

START AT "X"

18.  *Now think about the types of food products you buy using food labels.  When you buy (FOOD PRODUCT), do you look for nutrition information on the food label often, sometimes, rarely, or never?*

*What about (NEXT FOOD PRODUCT)?*

> IF NEEDED, SAY:  "And when you buy (FOOD PRODUCT), do you look for
> nutrition information on the food label often, sometimes, rarely, or never?"

| | FOOD PRODUCT | CATEGORY D | | | | | |
|---|---|---|---|---|---|---|---|
| | | Often (Always) | Some-times | Rarely | Never | NEVER SEEN | DO NOT BUY |
| a. | Dessert items like cookies or cake mixes? | 1 | 2 | 3 | 4 | 5 | 6 |
| b. | Snack items like chips, popcorn, or pretzels? | 1 | 2 | 3 | 4 | 5 | 6 |
| c. | Frozen dinners or main dishes? | 1 | 2 | 3 | 4 | 5 | 6 |
| d. | Breakfast cereals? | 1 | 2 | 3 | 4 | 5 | 6 |
| e. | Cheese? | 1 | 2 | 3 | 4 | 5 | 6 |
| f. | Fresh fruits or vegetables? | 1 | 2 | 3 | 4 | 5 | 6 |
| g. | Salad dressings? | 1 | 2 | 3 | 4 | 5 | 6 |
| h. | Table spreads like butter or margarine? | 1 | 2 | 3 | 4 | 5 | 6 |
| i. | Raw meat, poultry, or fish? | 1 | 2 | 3 | 4 | 5 | 6 |
| j. | Processed meat products like hot dogs and bologna? | 1 | 2 | 3 | 4 | 5 | 6 |
| | FOOD PRODUCT | Often (Always) | Some-times | Rarely | Never | NEVER SEEN | DO NOT BUY |

START AT "X"

19. Now think about the types of nutrition information on food labels. Do you think (SECTION) is very easy to understand, somewhat easy, or not too easy to understand?

What about (NEXT SECTION)?

> IF NEEDED, SAY: "Would you say that is very easy to understand, somewhat easy, or not too easy to understand?"

**START AT "X"**

|  | SECTION | CATEGORY E | | | | |
|---|---|---|---|---|---|---|
|  |  | Very Easy | Somewhat Easy | Not Too Easy | NEVER SEEN | DON'T KNOW |
|  | a. The list of ingredients? | 1 | 2 | 3 | 4 | 8 |
|  | b. A short phrase like "low-fat" or "light" or "good source of fiber"? | 1 | 2 | 3 | 4 | 8 |
|  | c. The number of calories in a serving? | 1 | 2 | 3 | 4 | 8 |
|  | d. The number of calories from fat in a serving? | 1 | 2 | 3 | 4 | 8 |
|  | e. The number of grams or milligrams of nutrients like fat and sodium in a serving? | 1 | 2 | 3 | 4 | 8 |
|  | f. The percent of the daily value for each nutrient? | 1 | 2 | 3 | 4 | 8 |
|  | g. A description like "lean" or "extra lean" on meats? | 1 | 2 | 3 | 4 | 8 |
|  | SECTION | Very Easy | Somewhat Easy | Not Too Easy | NEVER SEEN | DON'T KNOW |

20. If a food label says a food is (DESCRIPTION), would you say you are very confident, somewhat confident, or not too confident that the description is a reliable basis for choosing foods?

What about (NEXT DESCRIPTION)?

> IF NEEDED, SAY: "How confident are you that the description is reliable? Would you say very confident, somewhat confident, or not too confident?"

**START AT "X"**

|  | DESCRIPTION | CATEGORY F | | | |
|---|---|---|---|---|---|
|  |  | Very Confident | Somewhat Confident | Not Too Confident | DON'T KNOW |
|  | a. Low-fat? | 1 | 2 | 3 | 8 |
|  | b. Low-cholesterol? | 1 | 2 | 3 | 8 |
|  | c. A good source of fiber? | 1 | 2 | 3 | 8 |
|  | d. Light? | 1 | 2 | 3 | 8 |
|  | e. Healthy? | 1 | 2 | 3 | 8 |
|  | f. Extra lean? | 1 | 2 | 3 | 8 |

21. As far as you know, does the government define and enforce the meaning of the phrase (PHRASE) on food labels? (DO NOT PROBE "DON'T KNOW" ANSWERS.)

What about the phrase (NEXT PHRASE)?

|         | PHRASE | YES | NO | DON'T KNOW |
|---------|--------|-----|-----|-----|
| a. | Low-cholesterol? | 1 | 2 | 8 |
| b. | Light? | 1 | 2 | 8 |
| c. | Extra lean? | 1 | 2 | 8 |

START AT "X"

22. Now think about the section of the food label that tells the amount of calories, protein, and fat in a serving of the food. If it showed that one serving of the food contained (AMOUNT OF NUTRIENT), would you consider that to be a low amount or a high amount? (DO NOT PROBE "DON'T KNOW" ANSWERS.)

What about (NEXT AMOUNT OF NUTRIENT)?

IF NEEDED, SAY: "Would you consider that to be a low amount or a high amount for one serving of food?"

|         | AMOUNT OF NUTRIENT | Low | High | DON'T KNOW |
|---------|--------------------|-----|------|-----|
| a. | 100 milligrams of sodium? | 1 | 2 | 8 |
| b. | 20 grams of fat? | 1 | 2 | 8 |
| c. | 15 milligrams of cholesterol? | 1 | 2 | 8 |
| d. | 5 grams of fiber? | 1 | 2 | 8 |
| e. | 10 grams of saturated fat? | 1 | 2 | 8 |

START AT "X"

23. Now I am going to read some statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement: (READ STATEMENT)

What about (NEXT STATEMENT)?

> IF NEEDED, SAY: "Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement?"

| START AT "X" | STATEMENT | CATEGORY A | | | | |
|---|---|---|---|---|---|---|
| | | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | NO OPINION |
| | a. The nutrition information on food labels is useful to me. | 4 | 3 | 2 | 1 | 0 |
| | b. I feel confident that I know how to use food labels to choose a healthy diet. | 4 | 3 | 2 | 1 | 0 |
| | c. The nutrition information on food labels is hard to interpret. | 4 | 3 | 2 | 1 | 0 |
| | d. Reading food labels takes more time than I can spare. | 4 | 3 | 2 | 1 | 0 |
| | e. I read food labels because good health is important to me. | 4 | 3 | 2 | 1 | 0 |
| | f. I would like to learn more about how to use food labels to choose a nutritious diet. | 4 | 3 | 2 | 1 | 0 |
| | g. Reading food labels makes it easier to choose foods. | 4 | 3 | 2 | 1 | 0 |
| | h. Sometimes I try new foods because of the information on the food label. | 4 | 3 | 2 | 1 | 0 |
| | i. When I use food labels, I make better food choices. | 4 | 3 | 2 | 1 | 0 |
| | j. Using food labels to choose foods is better than just relying on my own knowledge about what is in them. | 4 | 3 | 2 | 1 | 0 |
| | STATEMENT | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | NO OPINION |

**GO TO Q26, PAGE 17**

24. Now I am going to read some statements about food labels. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement: (READ STATEMENT)

What about (NEXT STATEMENT)?

IF NEEDED, SAY: "Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement?"

**START AT "X"**

| STATEMENT | CATEGORY A | | | | |
|---|---|---|---|---|---|
| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | NO OPINION |
| a. I feel confident that I know how to use food labels to choose a healthy diet. | 4 | 3 | 2 | 1 | 0 |
| b. The nutrition information on food labels is hard to interpret. | 4 | 3 | 2 | 1 | 0 |
| c. Reading food labels takes more time than I can spare. | 4 | 3 | 2 | 1 | 0 |
| d. I would like to learn more about how to use food labels to choose a nutritious diet. | 4 | 3 | 2 | 1 | 0 |
| e. Using food labels to choose foods would be better than just relying on my own knowledge about what is in them. | 4 | 3 | 2 | 1 | 0 |
| STATEMENT | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | NO OPINION |

25. As far as you know, does the government define and enforce the meaning of the phrase (PHRASE) on food labels? (DO NOT PROBE "DON'T KNOW" ANSWERS.)

What about the phrase (NEXT PHRASE)?

**START AT "X"**

| PHRASE | YES | NO | DON'T KNOW |
|---|---|---|---|
| a. Low-cholesterol? | 1 | 2 | 8 |
| b. Light? | 1 | 2 | 8 |
| c. Extra lean? | 1 | 2 | 8 |

26.	Now think about the foods you eat. Would you say you always, sometimes, rarely, or never (HABIT)?

What about (NEXT HABIT)?

> IF NEEDED, SAY:   "Do you always, sometimes, rarely, or never (HABIT)?"

| HABIT | CATEGORY G | | | | |
|---|---|---|---|---|---|
| | Always (Almost Always) | Some-times | Rarely | Never | DOES NOT EAT THIS FOOD |
| a. Eat lower-fat luncheon meats instead of regular luncheon meats?  (IF NEEDED, SAY: "Examples of lower-fat luncheon meats are deli ham and turkey.  Examples of regular luncheon meats are bologna and salami.") | 1 | 2 | 3 | 4 | 0 |
| b. Use skim or 1% milk instead of 2% or whole milk? | 1 | 2 | 3 | 4 | 0 |
| c. Eat special, low-fat cheeses, when you eat cheese? | 1 | 2 | 3 | 4 | 0 |
| d. Eat ice milk, frozen yogurt, or sherbet instead of ice cream? | 1 | 2 | 3 | 4 | 0 |
| e. Use low-calorie instead of regular salad dressing? | 1 | 2 | 3 | 4 | 0 |
| f. Have fruit for dessert when you eat dessert? | 1 | 2 | 3 | 4 | 0 |
| g. Eat fish or poultry instead of meat?  (IF NEEDED, SAY:  "Meat refers to beef, pork, or lamb." | 1 | 2 | 3 | 4 | 0 |
| HABIT | Always (Almost Always) | Some-times | Rarely | Never | DOES NOT EAT THIS FOOD |

27. When you eat baked or boiled potatoes, how often do you add butter, margarine, or sour cream? Would you say always, sometimes, rarely, or never?

> ALWAYS (ALMOST ALWAYS) ........................ 1
> SOMETIMES .................................................. 2
> RARELY ......................................................... 3
> NEVER ........................................................... 4
> DO NOT EAT BAKED OR BOILED
>     POTATOES ................................................. 0

28. When you eat other cooked vegetables, do you always, sometimes, rarely, or never eat them with butter or margarine added?

> ALWAYS (ALMOST ALWAYS) ........................ 1
> SOMETIMES .................................................. 2
> RARELY ......................................................... 3
> NEVER ........................................................... 4
> DO NOT EAT COOKED VEGETABLES .......... 0  (Q30)

29. When you eat other cooked vegetables, do you always, sometimes, rarely, or never eat them with cheese or another creamy sauce added?

> ALWAYS (ALMOST ALWAYS) ........................ 1
> SOMETIMES .................................................. 2
> RARELY ......................................................... 3
> NEVER ........................................................... 4

30. When you eat chicken, do you always, sometimes, rarely, or never eat it fried?

> ALWAYS (ALMOST ALWAYS) ........................ 1
> SOMETIMES .................................................. 2
> RARELY ......................................................... 3
> NEVER ........................................................... 4
> DO NOT EAT CHICKEN ................................. 0  (Q32)

31. When you eat chicken, do you always, sometimes, rarely, or never remove the skin?

> ALWAYS (ALMOST ALWAYS) ........................ 1
> SOMETIMES .................................................. 2
> RARELY ......................................................... 3
> NEVER ........................................................... 4

32. Would you describe the amount of butter or margarine you usually spread on breads and muffins as . . .

> none, ............................................................. 1
> light, .............................................................. 2
> moderate, or ................................................. 3
> generous? ..................................................... 4

33. About how many times in a week do you eat (FOOD) -- less than once a week, 1-3, 4-6, or 7 or more times?

> IF ASKED, SAY: "A 'time' is any single eating occasion."

| FOOD | Less than once a week (Never) | 1-3 | 4-6 | 7 or More |
|---|---|---|---|---|
| a. Bakery products like cakes, cookies, or donuts? | 1 | 2 | 3 | 4 |
| b. Chips, such as potato or corn chips? | 1 | 2 | 3 | 4 |

34. And at your <u>main meal</u>, about how many times in a week do you eat beef, pork, or lamb. Would you say less than once a week, 1-2, 3-4, or 5-7 times?

LESS THAN ONCE A WEEK/NEVER ............ 1
1-2 TIMES ...................................................... 2
3-4 TIMES ...................................................... 3
5-7 TIMES ...................................................... 4
DO NOT EAT MEAT ...................................... 0  (Q37)

35. When you eat meat, do you usually eat . .

> IF ASKED, SAY: "The question is asking about meats, like beef, pork, or lamb."

small, ................................................................. 1
medium, or ........................................................ 2
large portions? ................................................. 3
DO NOT EAT MEAT ...................................... 0  (Q37)

36. When you eat meat and there is visible fat, do you trim the fat always, sometimes, rarely, or never?

> CATEGORY G

ALWAYS (ALMOST ALWAYS) ......................... 1
SOMETIMES ..................................................... 2
RARELY ............................................................ 3
NEVER .............................................................. 4
NEVER EAT MEAT WITH VISIBLE FAT ......... 0

37. How many eggs do you usually eat in a week -- less than one, 1-2, 3-4, or 5 or more?

> IF ASKED, SAY: "The question is asking about plain eggs, <u>not</u> egg substitutes or eggs in mixed dishes or baked goods."

LESS THAN ONE/NONE ................................ 1
1-2 .................................................................... 2
3-4 .................................................................... 3
5 OR MORE ..................................................... 4

38. Before you eat fresh fruits and vegetables, do you or does someone else wash them always, sometimes, rarely, or never?

ALWAYS (ALMOST ALWAYS) ....................... 1
SOMETIMES ................................................. 2
RARELY ...................................................... 3

CATEGORY G

NEVER ........................................................ 4
DON'T KNOW ............................................. 8
DO NOT EAT FRESH FRUITS/
    VEGETABLES ............................................. 0 (Q42)

39. When you eat fresh fruits with peels that can be eaten, do you eat the peel always, sometimes, rarely, or never?

ALWAYS (ALMOST ALWAYS) ....................... 1
SOMETIMES ................................................. 2
RARELY ...................................................... 3

CATEGORY G

NEVER ........................................................ 4
DON'T KNOW ............................................. 8

40. When you eat fresh vegetables with peels that can be eaten, do you eat the peel always, sometimes, rarely, or never?

ALWAYS (ALMOST ALWAYS) ....................... 1
SOMETIMES ................................................. 2
RARELY ...................................................... 3

CATEGORY G

NEVER ........................................................ 4
DON'T KNOW ............................................. 8

41. Do you eat the outer leaves of leafy vegetables like lettuce and cabbage? Would you say yes or no?

IF NEEDED, SAY: "What do you do most of the time?"

YES .............................................................. 1
NO ............................................................... 2
DON'T KNOW ............................................. 8
DO NOT EAT LEAFY VEGETABLES .............. 0

42. Are you the person most responsible for planning or preparing the meals in your household?

YES .............................................................. 1
NO ............................................................... 2
DON'T KNOW ............................................. 8


THANK YOU FOR YOUR TIME AND COOPERATION


TIME ENDED _____ AM
                                               PM

# what we eat in
# AMERICA
## 1994-96

WHAT WE EAT IN AMERICA:  1994-1996

CONTINUING SURVEY OF FOOD INTAKES BY INDIVIDUALS

Conducted for:

United States Department of Agriculture

Conducted by:

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