

NATIONAL ANALYSTS  
 A Division of Booz·Allen  
 & Hamilton Inc.

Study #: 09010-073-001  
 OMB #: 0586-0014  
 Expires: Dec. 31, 1992  
 600 1~3  
 CARD 01 4~5  
 V-1 11~

ID \_\_\_\_\_  
 6~10

DIET AND HEALTH KNOWLEDGE QUESTIONNAIRE

12~13  
 14~21  
 22~24  
 25~29  
 30~31

Time Began: \_\_\_\_\_  
 36~39

AM	1
PM	2

40

Time Ended: \_\_\_\_\_  
 41~44

AM	1
PM	2

45

Interviewer ID #: 

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 42~45

INTRODUCTION: (ASK TO SPEAK WITH NAME OF MEAL PLANNER/PREPARER ON THE LABEL) Hello, I am \_\_\_\_\_ from National Analysts. We spoke with you several months ago as part of the food survey we are conducting for the United States Department of Agriculture. You will remember we promised to get back in touch with you to ask a few more questions about your opinions on your diet, health, food shopping and related topics.

Remember that everything you say will be kept confidential. This interview usually takes about 25 minutes. If you have any comments about the length, content or any other aspect of this survey, I will give you the name of someone to contact at the end of the interview.

CALL REPORT FORM

CALL #	DATE	TIME	AM	PM	RESULT CODE*	COMMENTS
1	/ /		1	2		
2	/ /		1	2		
3	/ /		1	2		
4	/ /		1	2		
5	/ /		1	2		

\*Result of Call Codes

- |   |   |
|---|---|
| 1. Interview complete                       | 7. Respondent not home                                  |
| 2. Appointment made (RECORD TIME ABOVE)     | 8. Language barrier                                     |
| 3. Interview refused                        | 9. Vacant/Phone disconnected                            |
| 4. Telephone busy (CALL AGAIN IN HALF HOUR) | 10. New telephone number obtained (RECORD NUMBER ABOVE) |
| 5. Telephone out of order                   | 11. Other (SPECIFY ABOVE)                               |
| 6. No one home/No answer after ten rings    |   |

1. Let's begin by talking about your own diet. In your opinion, should your diet be lower or higher in (STATEMENT, STARTING AT "X") or is it just about right compared with what is most healthful?

(START AT "X")	STATEMENT	Lower	Higher	About Right	Don't Know	
	a. Calories?	1	2	3	8	12
	b. Calcium?	1	2	3	8	13
	c. Iron?	1	2	3	8	14
	d. Vitamin C?	1	2	3	8	15
	e. Protein?	1	2	3	8	16
	f. Fat?	1	2	3	8	17
	g. Saturated fat?	1	2	3	8	18
	h. Cholesterol?	1	2	3	8	19
	i. Salt or sodium?	1	2	3	8	20
	j. Starchy foods, like potatoes or rice?	1	2	3	8	21
	k. Fiber?	1	2	3	8	22
	l. Sugar and sweets?	1	2	3	8	23
	m. The variety of foods you eat?	1	2	3	8	24

2. I am going to read you some advice about healthy diets. On a scale from 1 to 6, where "1" is "Very Important" and "6" is "Not at All Important," please tell me how important it is to you personally to (STATEMENT, STARTING AT "X")?

**INTERVIEWER INSTRUCTIONS** SAY, AS NEEDED: Remember, answer "1" if the statement is "Very Important" to you and "6" if the statement is "Not at All Important" to you, or use any number in between.

(START AT "X")	STATEMENT	Very Important					Not at All Important
	a. Avoid <u>too much</u> salt or sodium?	1	2	3	4	5	6 <sub>25</sub>
	b. Avoid too much saturated fat?	1	2	3	4	5	6 <sub>26</sub>
	c. Eat at least five servings a day of fruits and vegetables?	1	2	3	4	5	6 <sub>27</sub>
	d. Avoid too much sugar?	1	2	3	4	5	6 <sub>28</sub>
	e. Drink alcoholic beverages in moderation if at all?	1	2	3	4	5	6 <sub>29</sub>
	f. Eat foods with adequate fiber?	1	2	3	4	5	6 <sub>30</sub>
	g. Eat foods with adequate starch?	1	2	3	4	5	6 <sub>31</sub>
	h. Eat a variety of foods?	1	2	3	4	5	6 <sub>32</sub>
	i. Maintain a desirable weight?	1	2	3	4	5	6 <sub>33</sub>
	j. Avoid too much fat?	1	2	3	4	5	6 <sub>34</sub>
	k. Avoid too much cholesterol?	1	2	3	4	5	6 <sub>35</sub>
	l. Eat at least six servings a day of breads, cereals and other grain products?	1	2	3	4	5	6 <sub>36</sub>

INTERVIEWER INSTRUCTION:  
ASK Q. 5 AND Q. 6 FOR EACH  
BEHAVIOR BEFORE GOING TO  
NEXT BEHAVIOR

5. Have you heard about any health problems that might be related to: (READ BEHAVIOR IN TABLE BELOW BEGINNING AT "X")

6. (IF YES, SAY:) What health problems are these? Any other problems? (CIRCLE ALL THAT APPLY)

READ STARTING AT "X"	BEHAVIOR	COL. Q. 5		COL. Q. 6																	Other disease/problem not specified												
		Yes	No	Anemia	Arteriosclerosis/Atherosclerosis	Bone problem in adults	Bone development in children	Cancer	Clogged arteries	Colitis	Constipation	Coronary disease	Dental problems	Diabetes	Digestive problems	Diverticulitis	Hardening of the arteries	Heart attack/Heart disease	High blood pressure	High blood cholesterol		Hypertactivity	Hypertension	Iron-poor blood	Irrregularity	Kidney disease	Obesity	Osteoporosis	Overweight	Stroke	Health problem specified		
	a. How much fat a person eats?	1 <sub>12</sub>	2 <sub>21</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	29
	b. How much saturated fat a person eats?	1 <sub>13</sub>	2 <sub>25</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	28
	c. How much fiber a person eats?	1 <sub>14</sub>	2 <sub>29</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	32
X	d. How much salt or sodium a person eats?	1 <sub>15</sub>	2 <sub>33</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	36
	e. How much calcium a person eats?	1 <sub>16</sub>	2 <sub>37</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	40
	f. How much cholesterol a person eats?	1 <sub>17</sub>	2 <sub>41</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	44
	g. How much sugar a person eats?	1 <sub>18</sub>	2 <sub>45</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	48
	h. How much iron a person eats?	1 <sub>19</sub>	2 <sub>49</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	52
	i. Being overweight?	1 <sub>20</sub>	2 <sub>53</sub>	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	0	(EXPLAIN)	56

5. Do you consider yourself to be:

(READ)

Overweight,	1 <sup>12</sup>
Underweight, or	2
About right?	3

6. On a scale from 1 to 6, where "1" is "Strongly Agree" and "6" is "Strongly Disagree," tell me how much you agree or disagree with each of these statements.

**INTERVIEWER INSTRUCTIONS** SAY, AS NEEDED: Remember, answer "1" if you "Strongly Agree" and "6" if you "Strongly Disagree" with the statement, or use any other number in between.

(START AT "X")	(READ)	Strongly Agree	Strongly Disagree	Don't Know
	a. Eating a variety of foods each day probably gives you all the vitamins and minerals you need?	1 2 3 4 5 6		8 13
	b. Some people are born to be fat and some thin; there is not much you can do to change this?	1 2 3 4 5 6		8 14
	c. If you take a vitamin-mineral supplement each day, eating a variety of foods is not necessary?	1 2 3 4 5 6		8 15
	d. Different kinds of fiber in food have different health benefits?	1 2 3 4 5 6		8 16
	e. Starchy foods, like potatoes and rice, make people fat?	1 2 3 4 5 6		8 17
	f. Most starchy foods have many vitamins and minerals?	1 2 3 4 5 6		8 18
	g. There are so many recommendations about healthy ways to eat, it's hard to know what to believe?	1 2 3 4 5 6		8 19
	h. What you eat can make a big difference in your chance of getting a disease, like heart disease or cancer?	1 2 3 4 5 6		8 20
	i. The things I eat and drink now are healthy so there is no reason for me to make changes?	1 2 3 4 5 6		8 21

7. Based on your knowledge, which has more fiber: (READ EACH PAIR STARTING AT "X" AND THEN WAIT FOR AN ANSWER)

a. Fruit or,	1	22
Meat?	2	
b. Cornflakes, or	1	23
Oatmeal?	2	
c. Whole wheat bread, or	1	24
White bread?	2	
d. Orange juice, or	1	25
An apple?	2	
e. Kidney beans, or	1	26
Lettuce?	2	
f. Popcorn, or	1	27
Pretzels?	2	

8. Ounce for ounce, which is highest in calories? Would you say butter, sugar, potatoes or straight alcohol? (CIRCLE CODE IN COL. Q.8)

9. Which is the next highest? Is it: (READ THE REMAINING CHOICES AND CIRCLE CODE IN COL. Q.9)

	28 COL. Q.8	29 COL. Q.9
Butter,	1	1
Sugar,	2	2
Potatoes, or	3	3
Straight alcohol?	4	4
(DO NOT READ) Don't know	8	8

10. Based on your knowledge, which has more cholesterol: (READ EACH PAIR STARTING AT "X" AND THEN WAIT FOR AN ANSWER)

a. Liver, or	1	30
T-bone steak?	2	
b. Butter, or	1	31
Margarine?	2	
c. Egg whites, or	1	32
Egg yolks?	2	
d. Skim milk, or	1	33
Whole milk?	2	

11. Which has more fat: (READ EACH PAIR STARTING AT "X" AND THEN WAIT FOR AN ANSWER)

a. Regular hamburger, or	1	34
Ground round?	2	
b. Loin pork chops, or	1	35
Pork spare ribs?	2	
c. Hot dogs, or	1	36
Ham?	2	
d. Peanuts, or	1	37
Popcorn?	2	
e. Yogurt, or	1	38
Sour cream?	2	
f. Porterhouse steak, or	1	39
Round steak?	2	
g. Ice cream, or	1	40
Sherbet?	2	
h. Roast chicken leg, or	1	41
Fried chicken leg?	2	

12. Which kind of fat is more likely to be a liquid rather than a solid: (READ)

Saturated fats,	1	42
Polyunsaturated fats, or	2	
Are they equally likely to be liquids?	3	
(DO NOT READ) Don't know	8	

13. If a food is labeled cholesterol free, is it also: (READ)

Low in saturated fat,	1	43
High in saturated fat, or	2	
It could be either high or low in saturated fat?	3	
(DO NOT READ) Don't know	8	

14. Is cholesterol found in: (READ)

Vegetables and vegetable oils,	1	44
Animal products like meat and dairy products, or	2	
<u>All</u> foods containing fat or oil?	3	
(DO NOT READ) Don't know	8	

15. Think now about cooking and preparing food. About how much time do you usually spend when you make the main meal of the day?

# OF: \_\_\_\_\_  
45~48

HOURS	1	49
MINUTES	2	

16. Do you: (READ)

	Yes	No	
a. Add salt when boiling rice, spaghetti or noodles?	1	2	50
b. Cook meat or poultry without added fat most of the time?	1	2	51
c. Use low-fat or skim milk instead of whole milk in cooking?	1	2	52
d. Use salt when cooking with cheese?	1	2	53
e. Ever replace whole eggs with egg whites in recipes?	1	2	54
f. Cut the amount of sugar in recipes?	1	2	55

17. Now let's talk a little bit about grocery shopping. I'm going to read some things that may be important when a person shops for food. On a scale from 1 to 6, where "1" is "Very Important" and "6" is "Not at All Important," tell me how important each thing is to you when you shop for food. (READ, STARTING AT "X")

BLANK 56

**INTERVIEWER INSTRUCTIONS** SAY AS NEEDED: Remember, answer "1" if the thing is "Very Important" to you and "6" if it is "Not at All Important" to you, or use any other number in between.

(START AT "X")		Very Important				Not at All Important		
		1	2	3	4	5	6	
a. Product safety?		1	2	3	4	5	6	57
b. Nutrition?		1	2	3	4	5	6	58
c. Price?		1	2	3	4	5	6	59
d. How well the food keeps?		1	2	3	4	5	6	60
e. Ease of preparation?		1	2	3	4	5	6	61
f. Taste?		1	2	3	4	5	6	62

18. Many food packages have nutrition information on the label that tells the number of calories and amount of protein, fat, vitamins, minerals and other nutrients in a serving. How often do you use this nutrition information in choosing foods: (READ)

63

Always,	1
Sometimes,	2
Rarely, or	3
(SKIP TO Q.21) Never?	4

19. How often do you compare the nutrients, such as protein, fat or vitamins, for different brands of the same food? Would you say: (READ)

64

Always,	1
Sometimes,	2
Rarely, or	3
(SKIP TO Q.21) Never?	4

20. When you are comparing nutrients such as protein, fat or vitamins for different brands, is it a problem that serving sizes for different brands are not always the same? Would you say that it is: (READ)

65

Very much a problem,	1
Somewhat of a problem, or	2
Not at all a problem?	3

21. Many food packages and cans have a list of ingredients that tells the contents of the item. (READ)

	Always	Sometimes	Rarely	Never
a. When you buy an item for the first time, do you read this ingredient list:	1	2	3	4
b. For any other times you buy the item, do you read this ingredient list:	1	2	3	4
c. If the label changes on an item that you have been buying, do you read this ingredient list:	1	2	3	4

66

67

68

22. When you buy already prepared foods from supermarkets, take-out services or restaurants, have you ever asked what the ingredients or contents are?

69

Yes	1
No	2
Never buy prepared foods	3

23. Have you ever written or called a manufacturer of a meat or poultry item to ask for more information than is given on the label?

70

	Yes	1
(SKIP TO Q.25)	No	2
(END INTERVIEW)	Never eat meat or poultry	3

24. What type of information have you asked for from a manufacturer? (PROBE)

25. In your opinion, what is the difference between meats labeled natural and meats not labeled natural? (PROBE: Any other differences?)

71

(CIRCLE  
AS  
MANY  
AS  
APPLY)

Natural meat is more nutritious; better for you, tastes better	1
Natural meat has less fat	2
Natural meat has nothing artificial added: no artificial preservatives, colors, flavor enhancers or other artificial additives, no chemicals added	3
Natural meat has been grown with no hormones or other drugs	4
Natural meat has not been processed or has been processed only a little	5
There is no difference between natural and other meat	6
Other (EXPLAIN) _____ _____	0
Don't know	8
(END INTERVIEW) Never eat meat or poultry	9

72

26. Some labels on raw meat and poultry have cooking and defrosting suggestions. Some cooks follow these suggestions, and some use their own way. If (STATEMENT) are on the label, do you follow them always, sometimes, rarely or never?

STATEMENT	Always	Sometimes	Rarely	Never	
a. Defrosting suggestions	1	2	3	4	73
b. Cooking suggestions	1	2	3	4	74
c. Recipes	1	2	3	4	75

27. Some labels on processed meat or poultry, such as sausage or a jar of tomato sauce with meat, have storage suggestions. If they are on the label, do you follow the storage suggestions? Would you say: (READ)

	Always	1
	Sometimes,	2
	Rarely, or	3
	Never?	4
(DO NOT READ)	Does not buy processed meat/poultry	5

28. How important is it to you to know how much water is added to meat or poultry products such as hot dogs or turkey roll? Would you say it is: (READ)

	Very important,	1
	Somewhat important, or	2
	Not at all important?	3

29. In the last seven days, have you eaten a hot take-out meat dish, for example, hot roasted chicken or hot soup from a supermarket, pizza that was delivered, or restaurant take-out?

	Yes	1
(SKIP TO Q.33)	No	2

30. Think of the last hot take-out meat dish you ate. What type of a store or restaurant did it come from?

Fast-food restaurant	1
Other restaurant	2
Delivery service	3
Supermarket or grocery store	4
Specialty store, e.g., delicatessen or gourmet store	5
Convenience store	6
Some other place (EXPLAIN)	0

31. How long after you got it did you eat this meat dish?

16

# OF \_\_\_\_\_  
12-15

MINUTES	1
HOURS	2
DAYS	3

IF LESS THAN TWO HOURS, SKIP TO Q.33;  
OTHERWISE, CONTINUE

32. Where did you keep the take-out meat dish most of the time before you ate or served it? Was it: (READ)

17

Somewhere at room temperature,	1
In a refrigerator,	2
In a warm oven or some place to keep it warm, or	3
Some other place? (EXPLAIN) _____	0

18

33. The last set of questions covers food safety. Do you consider safe or not safe: (READ, STARTING AT "X")

(START AT "X")		Safe	Not Safe	Don't Know	
	Foods that have been treated with radiation?	1	2	8	19
	Meat from animals that have been given antibiotics at approved levels?	1	2	8	20
	Meat from animals that have been given hormones at approved levels?	1	2	8	21
	Foods made at home with raw eggs, such as homemade ice cream or homemade mayonnaise?	1	2	8	22
	Eating raw beef?	1	2	8	23
	Meat that has nitrite?	1	2	8	24
	Meat that has been both cooked and refrigerated at the store?	1	2	8	25

34. Do you ever buy store-prepared foods containing meat or poultry from supermarkets, that is, foods that are sold either hot or cooked and then refrigerated?

	26
Yes	1
(SKIP TO Q.36) No	2

35. Does the cleanliness of the store influence whether or not you buy prepared foods from a certain store a lot, a little or not at all?

	27
A lot	1
A little	2
Not at all	3

36. Compared with home-prepared foods, would you say that store-prepared foods are more safe, as safe or less safe?

	28
More safe	1
As safe	2
Less safe	3

THANK RESPONDENT

END CARD 04