

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

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 Expires: Feb. 29, 1992
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 Card 01 4-5

ID _____
 6-10

DIET AND HEALTH KNOWLEDGE QUESTIONNAIRE -- 1990

14-24

25-29

30-31

11-13 Blank

Time Began: _____
 36-39

AM	1
PM	2

Time Ended: _____
 41-44

AM	1
PM	2

Interviewer ID #: _____

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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.

46 CALL #	47-52 DATE	53-56 TIME	57 CALL REPORT FORM		58-59 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 opinion of the amount of food, such as fruits, vegetables and meats that people should eat each day for good health. How many servings of (READ ITEM) should a person eat each day if one serving equals (READ AMOUNT)?

ITEM	AMOUNT	NUMBER OF SERVINGS
a. Fruit	One piece of whole fruit?	12-13
b. Vegetables	A half cup of cooked vegetables?	14-15
c. Dairy products	One cup of milk or a slice of cheese?	16-17
d. Grain products	One slice of bread or a half cup of cooked cereal, rice or pasta?	18-19
e. Meat, poultry or fish	A piece the size of a medium hamburger?	20-21

2. Let's talk about your own diet. In your opinion, should your diet be lower or higher (in the amount of) (STATEMENT) or is it just about right compared with what is most healthful? (READ STATEMENT "a" TO "f" THEN BEGIN AT STATEMENT WITH "X" AND READ ALL OF THE REMAINING ITEMS)

STATEMENT	Lower	Higher	About Right	Don't Know	
a. Meat, poultry or fish?	1	2	3	8	22
b. Fruits?	1	2	3	8	23
c. Vegetables?	1	2	3	8	24
d. Dairy products?	1	2	3	8	25
e. Breads, cereals and other grain products?	1	2	3	8	26
f. Eggs?	1	2	3	8	27
g. The variety of foods you eat?	1	2	3	8	28
h. Calories?	1	2	3	8	29
i. Calcium?	1	2	3	8	30
j. Iron?	1	2	3	8	31
k. Vitamin C?	1	2	3	8	32
l. Protein?	1	2	3	8	33
m. Fat?	1	2	3	8	34
n. Saturated fat?	1	2	3	8	35
o. Cholesterol?	1	2	3	8	36
p. Salt or sodium?	1	2	3	8	37
q. Fiber?	1	2	3	8	38
r. Sugar and sweets?	1	2	3	8	39

3. People may avoid some types of foods. Do you personally avoid:

(START AT "X")	FOOD ITEM	Avoids	Does Not Avoid Food	
	a. Meat, such as, beef or lamb?	1	2	40
	b. Rare hamburger?	1	2	41
	c. Poultry?	1	2	42
	d. Fish?	1	2	43
	e. Eggs?	1	2	44
	f. Do you personally avoid all types of milk?	1	2	45
	g. Whole milk?	1	2	46
	h. Cheese?	1	2	47
	i. Alcoholic beverages?	1	2	48
	j. Do you personally avoid starchy foods like potatoes or bread?	1	2	49
	k. Foods high in sugar?	1	2	50
	l. Raw shellfish?	1	2	51
	m. Legumes like kidney beans or split peas?	1	2	52

4. I am going to read you some advice about healthy diets. On a scale from 1 to 6, where "1" is "Not at All Important" and "6" is "Very 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 "Not at All Important" and "6" if the statement is "Very Important" to you, or use any number in between.

(START AT "X")	STATEMENT	Not at All Important						Very Important	
	a. Avoid <u>too much</u> salt or sodium?	1	2	3	4	5	6	53	
	b. Avoid too much saturated fat?	1	2	3	4	5	6	54	
	c. Eat at least five servings a day of fruits and vegetables?	1	2	3	4	5	6	55	
	d. Avoid too much sugar?	1	2	3	4	5	6	56	
	e. (DO NOT ASK, IF CODE "1" IN Q.3i) Limit alcoholic beverages to no more than one or two drinks a day?	1	2	3	4	5	6	57	
	f. Eat foods with adequate fiber?	1	2	3	4	5	6	58	
	g. Eat foods with adequate starch?	1	2	3	4	5	6	59	
	h. Eat a variety of foods?	1	2	3	4	5	6	60	
	i. Maintain a desirable weight?	1	2	3	4	5	6	61	
	j. Avoid too much fat?	1	2	3	4	5	6	62	
	k. Avoid too much cholesterol?	1	2	3	4	5	6	63	
	l. Eat at least six servings a day of breads, cereals and other grain products?	1	2	3	4	5	6	64	
	m. Eat at least three servings of foods rich in calcium daily?	1	2	3	4	5	6	65	

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	(EXPLAIN)
	a. How much fat a person eats?	1 ₁₂	2 ₂₁	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)
	b. How much saturated fat a person eats?	1 ₁₃	2 ₂₅	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)
	c. How much fiber a person eats?	1 ₁₄	2 ₂₉	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)
X	d. How much salt or sodium a person eats?	1 ₁₅	2 ₃₃	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)
	e. How much calcium a person eats?	1 ₁₆	2 ₃₇	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)
	f. How much cholesterol a person eats?	1 ₁₇	2 ₄₁	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)
	g. How much sugar a person eats?	1 ₁₈	2 ₄₅	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)
	h. How much iron a person eats?	1 ₁₉	2 ₄₉	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)
	i. Being overweight?	1 ₂₀	2 ₅₃	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)

7. Do you consider yourself to be:

(READ)

12

Overweight,	1
Underweight, or	2
About right?	3

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

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

(START AT "X")	(READ)	Strongly Disagree	Strongly Agree	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
	j. The current laws adequately protect me from eating foods with dangerous amounts of pesticide residues in them	1 2 3 4 5 6		8 22
	k. The health risks of pesticide residues in food are well understood	1 2 3 4 5 6		8 23
	l. Pesticides should not be used on crops grown for food because the risks are greater than the benefits	1 2 3 4 5 6		8 24

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

a. Fruit or,	1	25
Meat?	2	
b. Cornflakes, or	1	26
Oatmeal?	2	
c. Whole wheat bread, or	1	27
White bread?	2	
d. Orange juice, or	1	28
An apple?	2	
e. Kidney beans, or	1	29
Lettuce?	2	
f. Popcorn, or	1	30
Pretzels?	2	

10. Ounce for ounce, which is highest in calories? Would you say butter, sugar, potatoes or straight alcohol? (CIRCLE CODE IN COL. Q.10)

11. Which is the next highest? Is it: (READ THE REMAINING CHOICES AND CIRCLE CODE IN COL. Q.11)

	31 COL. Q.10	32 COL. Q.11
Butter,	1	1
Sugar,	2	2
Potatoes, or	3	3
Straight alcohol?	4	4
(DO NOT READ) Don't know	8	8

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

a. Liver, or	1	33
T-bone steak?	2	
b. Butter, or	1	34
Margarine?	2	
c. Egg whites, or	1	35
Egg yolks?	2	
d. Skim milk, or	1	36
Whole milk?	2	

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

a. Regular hamburger, or	1	37
Ground round?	2	
b. Loin pork chops, or	1	38
Pork spare ribs?	2	
c. Hot dogs, or	1	39
Ham?	2	
d. Peanuts, or	1	40
Popcorn?	2	
e. Yogurt, or	1	41
Sour cream?	2	
f. Porterhouse steak, or	1	42
Round steak?	2	
g. Ice cream, or	1	43
Sherbet?	2	
h. Roast chicken leg, or	1	44
Fried chicken leg?	2	

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

	45
Saturated fats,	1
Polyunsaturated fats, or	2
Are they equally likely to be liquids?	3
(DO NOT READ) Don't know	8

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

	46
Low in saturated fat,	1
High in saturated fat, or	2
It could be either high or low in saturated fat?	3
(DO NOT READ) Don't know	8

16. Is cholesterol found in: (READ)

47

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

17. If a product is labeled as containing only vegetable shortening is it: (READ)

48

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

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

53

OF: _____
49-52

HOURS	1
MINUTES	2

19. Do you: (READ)

	Yes	No	
a. Usually add salt to foods when you prepare them for yourself or your family?	1	2	54
b. Cook meat or poultry without added fat most of the time?	1	2	55
c. Use low-fat or skim milk instead of whole milk in cooking?	1	2	56
d. Ever replace whole eggs with egg whites in recipes?	1	2	57
e. Cut the amount of sugar in recipes?	1	2	58
f. Wash fresh fruits and vegetables thoroughly with water before eating them?	1	2	59
g. Eat the outer leaves of leafy vegetables such as lettuce and cabbage?	1	2	60
h. Usually peel fresh fruits such as apples before eating them?	1	2	61
i. Usually peel fresh vegetables such as cucumbers before eating them?	1	2	62
j. Usually use products specially made to have less salt, such as those labeled "no salt added," when you have a choice between lower-salt products and regular products?	1	2	63

20.

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 "Not at All Important" and "6" is "Very Important," tell me how important each thing is to you when you shop for food. (READ, STARTING AT "X")

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

(START AT "X")		Not at All Important					Very Important	
	a. Product safety?	1	2	3	4	5	6	64
	b. Nutrition?	1	2	3	4	5	6	65
	c. Price?	1	2	3	4	5	6	66
	d. How well the food keeps?	1	2	3	4	5	6	67
	e. How easy the food is to prepare?	1	2	3	4	5	6	68
	f. Taste?	1	2	3	4	5	6	69

21. I am going to read some types of information that may be on food packages or labels. For each, please tell me if you use that type of information often, sometimes, rarely, or never: (READ EACH STATEMENT, STARTING AT "X" AND THEN WAIT FOR AN ANSWER: SAY AFTER STATEMENT, AS NEEDED: Would you say you use that type of information often, sometimes, rarely, or never?)

(START AT "X")	Often	Some-times	Rarely	Never
a. The list of ingredients that tells the contents of the item	1	2	3	4 70
b. Statements about health benefits of the food	1	2	3	4 71
c. The calories in a serving	1	2	3	4 72
d. The sodium content of the food	1	2	3	4 73
e. The vitamin or mineral content of the food	1	2	3	4 74
f. The fiber content of the food	1	2	3	4 75
g. The fat content of the food	1	2	3	4 76
h. The cholesterol content of the food	1	2	3	4 77
i. The sugar content of the food	1	2	3	4 78
j. Defrosting instructions	1	2	3	4 79
k. Cooking instructions	1	2	3	4 80
l. Recipes	1	2	3	4 81
m. Storage instructions	1	2	3	4 82

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

	12	
	Always,	1
	Sometimes,	2
	Rarely, or	3
(SKIP TO Q.24)	Never?	4

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

	13	
	Very much a problem,	1
	Somewhat of a problem, or	2
	Not at all a problem?	3

24. The last set of questions covers food safety. In general would you say that your concern about food safety is: (READ)

	14	
	Higher now than a year ago?	1
	Lower now than a year ago, or	2
	About the same?	3
(DO NOT READ)	Don't know	8

25.

Do you consider the following to be safe or not safe: (READ, STARTING AT "X")

(START
AT
"X")

Safe	Not Safe	Don't Know
------	----------	------------

a. Foods that have been treated by irradiation? (IF ASKED, SAY: Irradiation is the process of applying energy in the form of X-rays, gamma rays or electrons to food in a food processing facility)	1	2	8	15
b. Meat from animals that have been given antibiotics at approved levels?	1	2	8	16
c. Meat from animals that have been given hormones at approved levels?	1	2	8	17
d. Foods made at home with raw eggs, such as homemade ice cream or homemade mayonnaise?	1	2	8	18
e. Beef that is very rare?	1	2	8	19
f. Meat that has nitrite?	1	2	8	20
g. Foods that have been grown using pesticides at approved levels to control insects, plant diseases, weeds, and such?	1	2	8	21
h. Fruits and vegetables that have been coated with wax?	1	2	8	22
i. Foods that may contain pesticide residues in amounts allowed by law?	1	2	8	23
j. Foods that contain additives or preservatives?	1	2	8	24
k. Foods with artificial coloring?	1	2	8	25
l. Foods that have been imported from other countries?	1	2	8	26
m. Cooked fish?	1	2	8	27
n. Raw shellfish, like oysters and clams?	1	2	8	28

26. Some people are more concerned about food safety than others. Which one of the following issues, if any, concerns you the most: (READ)

(CIRCLE
ONLY
ONE
CODE)

(DO NOT READ)

		29
	Drug residues in animal products, .	1
	Pesticide residues on fruit and vegetables,	2
	Bacteria and parasites in foods,	3
	Food additives, or	4
	Are you not concerned about any of these?	5
	Don't know	8

27. 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?

		30
Yes		1
No		2

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

		31
More safe		1
As safe		2
Less safe		3

THANK RESPONDENT AND RECORD TIME ON COVER

7. Do you consider yourself to be:

(READ)

	12
Overweight,	1
Underweight, or	2
About right?	3