## FAB STUDY <br> FOOD ATTITUDES AND BEHAVIORS SURVEY ANNOTATED VERSION

Dear Panel Member,
These questions are for the person whose age and gender appears above. This may be you. Please make sure the appropriate person in your household answers these questions. It is very important that only that person answers the questions.

## TO THE PERSON WHOSE AGE AND SEX APPEAR ABOVE:

Today I would like to invite you to participate in an important study about how people like you make decisions about what to eat and drink. This study is sponsored by the National Institutes of Health (NIH). As a thankyou, you will receive $\$ 5.00$ after completing this mail survey.

Please try to complete and return the survey within the next 7 days. The results of this survey will help make an important contribution to the goal of better understanding the food choices people make.

The survey includes a wide range of questions about you and your attitudes and opinions regarding food. It is extremely important that you answer the survey questions carefully and accurately. The best responses to the questions are those that describe your situation.

Please carefully read the instructions at the beginning of each section. You will find that most of the questions can be answered by marking an " $X$ " in the box that best expresses your answer.

Your participation in this survey is completely voluntary. Please know that your responses will be kept confidential as required by law, and will not be shared with anyone not involved with conducting the study. Neither your name nor any other information about your identity will be provided to the sponsors of this survey. The information you provide will be combined with information from everyone that participates in the study before delivering it to the National Institutes of Health. You may skip any question that you prefer not to answer. This survey should take about $\mathbf{2 5}$ minutes to complete.

Thank you so much for helping with this important survey. I'm looking forward to receiving your answers. A postage-paid envelope is provided for your convenience.

Cordially,


Marie Brighton
Panel Director

## SECTION 1 - ATTITUDES AND OPINIONS

## 1. Please enter TODAY'S DATE here: Q1mm Q1DD Q1YYYY

2. For each statement listed, put an " $X$ " in the box that best indicates how much you personally agree or disagree with that statement. Use the scale of 1 (Strongly Disagree) to 5 (Strongly Agree). If you don't understand a statement or don't have an opinion, please select "DOES NOT APPLY". ("X" ONE BOX ON EACH LINE)

|  | $\begin{aligned} & \text { STRONGLY } \\ & \text { DISAGREE } \\ & 1 \end{aligned}$ | 2 | 3 | 4 | $\begin{aligned} & \text { STRONGLY } \\ & \frac{\text { AGREE }}{5} \end{aligned}$ | DOES NOT <br> APPLY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I enjoy trying new foods Q2A. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I eat more fruits and vegetables than other people I know Q2B | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| My family or friends would be willing to eat a vegetarian or vegetable-based meal Q2C | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I would feel out of place eating fruits and vegetables at a party where everyone is eating other foods Q2D. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I like sweet foods Q2E | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I eat enough fruits and vegetables to keep me healthy Q2F.. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I often encourage my family and friends to eat fruits and vegetables Q2G | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Dinner doesn't seem right without meat (chicken, pork, beef) as a main course Q2H | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| After I eat a meal without meat, I still feel hungry Q2I ........... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| My family or friends encourage me to eat fruits and vegetables Q2J | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| My family or friends remind me not to eat junk food Q2K...... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Vegetarians are a bit "different" Q2L ................................... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Fast food places offer enough choices of fruits and vegetables on their menus Q2M | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Other restaurants (not fast food) offer enough choices of fruits and vegetables on their menus Q2N | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Government recommendations for healthy eating are confusing Q2O | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I like salty foods Q2P ........................................................ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I think meals should include some meat Q2Q ...................... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| My family or friends would say something to me if they saw I was not eating fruits and vegetables Q2R | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| When it comes to food, I'm a creature of habit. I eat the same things all the time Q2S | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| 1 like spicy foods Q2T | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| My family and friends often eat fruits and vegetables when we are together Q2U | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I consider myself to be a spiritual person Q2V ..................... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I often forget to eat fruits and vegetables because they are stored out of sight Q2W | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| My family and friends would be annoyed if I encouraged them to eat fruits and vegetables Q2X | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I like tart or sour foods (like sauerkraut, pickles, and grapefruit) Q2Y | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| What I eat doesn't really affect my health Q2Z..................... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I am usually among the first of my friends to try new food/nutrition products Q2AA . | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| It's hard for me to eat more vegetables because I don't know how to prepare them Q2BB. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| I don't understand how someone could be a vegetarian Q2CC | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |


|  | STRONGLY <br> DISAGREE |  |  | STRONGLY <br> AGREE | DOES NOT <br> APPLY |
| :--- | :--- | :--- | :--- | :--- | :--- |

3. For each statement listed, put an " $X$ " in the box that best indicates how much you personally agree or disagree with that statement. Use the scale of 1 (Strongly Disagree) to 5 (Strongly Agree).
("X" ONE BOX ON EACH LINE)

4. About how many CUPS of fruits and vegetables does the government recommend that adults should eat each day? (CHOOSE ONLY ONE ANSWER)
I am really not sure ............. $\square \quad$ OR ___ cups per day (WRITE IN NUMBER)
5. About how many SERVINGS of fruits and vegetables does the government recommend that adults should eat each day? (CHOOSE ONLY ONE ANSWER)
I am really not sure ............. $\square$ OR ___ servings per day (WRITE IN NUMBER)
6. When you were growing up, which BEST describes how often you ate fruit? (" $X$ " ONE BOX) Q6

| More than once a day ..... $\square$ | More than once a week...... $\square$ | A few times a month ...... $\square$ |
| :--- | :--- | :--- |
| About once a day .......... $\square$ | Once a week .................. |  |$\quad$| Rarely or never ............ |
| :--- |

7. When you were growing up, which BEST describes how often you ate vegetables? ("X" ONE BOX) Q7

| More than once a day $\ldots . . \square$ |  |  |
| :--- | :--- | :--- | :--- |
| About once a day $\ldots \ldots \ldots . . . .$. |  |  |
|  | More than once a week...... $\square$ | A few times a month ...... $\square$ |

8. When you were growing up, which BEST describes your overall physical activity patterns, that is, engaging in activities such as biking, swimming, team sports, brisk walking, etc.? ("X" ONE BOX) Q8

| Not at all active.............. $\square$ | Fairly active ..................... $\square$ | Extremely active . |
| :---: | :---: | :---: |
| A little active .................. $\square$ | Very active...................... $\square$ |  |

9. For each of the following foods, please indicate whether you consider it to be a vegetable, fruit, or something else. ("X" ONE BOX ON EACH LINE)

|  | VEGETABLE | SOMETHING |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | FRUIT | ELSE | NOT SURE |
| Black beans Q9A....... | $\square$ | $\square$ | $\square$ | $\square$ |
| Ketchup Q9B ............ | $\square$ | $\square$ | $\square$ | $\square$ |
| Rice Q9C ................. | $\square$ | $\square$ | $\square$ | $\square$ |
| Grape jelly Q9D ......... | $\square$ | $\square$ | $\square$ | $\square$ |
| Potatoes Q9E............ | $\square$ | $\square$ | $\square$ | $\square$ |
| Tofu Q9F.................. | $\square$ | $\square$ | $\square$ | $\square$ |
| Wheat Q9G............... | $\square$ | $\square$ | $\square$ | $\square$ |
| Tomatoes Q9H.......... | $\square$ | $\square$ | $\square$ | $\square$ |

10. What is the name of the CURRENT national campaign to eat fruits and vegetables? (" $X$ " ONE BOX) Q10

Don't know .... $\square \quad$ "Fruits and Vegetables: Way to Health" ...... $\square \quad$ "3 a Day for Healthy Bones" ..... $\square$

## SECTION 2 - YOUR HEALTH

11. In general, would you say your health is ... ("X" ONE BOX) Q11
Excellent ..... $\square \quad$ Very Good..... $\square \quad$ Good..... $\square \quad$ Fair...... $\square$ Poor .... $\square$
12. What is your height and weight without shoes? (WRITE IN)

| Height: | Q12FT | Q12IN |
| :---: | :---: | :---: |
|  | Feet |  |
|  | Q12WT |  |
| Weight: |  | unds |

13. How do you describe your weight? (" $X$ " ONE BOX) Q13

| VERY <br> UNDERWEIGHT | SLIGHTLY <br> UNDERWEIGHT | ABOUT THE <br> RIGHT WEIGHT | SLIGHTLY <br> OVERWEIGHT | VERY <br> OVERWEIGHT |
| :---: | :---: | :---: | :---: | :---: |
| $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

14. Are you currently trying to gain weight, lose weight, or neither? (" $X$ " ONE BOX) Q14

15. How often have you worried about your overall health in the past year? ("X" ONE BOX) Q15
Not at all .....
A little. $\qquad$ $\square$
Somewhat ..Quite a bit...All the time.
$\qquad$
16. How much has worrying about your health led you to change the way you ate in the past year? (" $X$ " ONE BOX) Q16

Not at all ...... $\square \quad$ A little ............. $\square \quad$ Somewhat .. $\square \quad$ Quite a bit... $\square$ All the time.....
17. Have you smoked at least 100 cigarettes in your entire life? One hundred cigarettes is equal to 5 packs. ("X" ONE BOX) Q17

18. Do you now smoke cigarettes every day, some days, or not at all? (" $X$ " ONE BOX) Q18
Every day ........................ $\square$
Some days ....................... $\square$
Not at all ........................... $\square$

## SECTION 3 - SHOPPING

19. Who is the primary food shopper(s) in your household? The primary food shopper(s) is the person(s) who does the grocery shopping most often. ("X" ONE BOX) Q19

| .......................... | We take turns ................. $\square$ | A parent............................... $\square$ |
| :---: | :---: | :---: |
| Spouse or partner............ $\square$ | We go together............... $\square$ | Someone else. |

20. Where does the primary food shopper(s) go grocery shopping? (" $X$ " ALL THAT APPLY)

| Large chain grocery store or supermarket Q20A ............. | Discount superstore (such as Wal-Mart) Q20F......... Online delivery (such as Peapod or Fresh Direct) |
| :---: | :---: |
| Natural or organic supermarket Q20B | Q20G ........................................................ |
| (such as Whole Foods Market) ................................... $\square$ | Ethnic market Q20H |
| Small local store or corner store Q20C........................... $\square$ | Farmer's market/co-op Q20I |
| Convenience store (such as 7-Eleven or mini market) Q20D. | Don't know Q20J. |
| Warehouse club store (such as Sam's Club or Costco) |  |

Warehouse club store (such as Sam's Club or Costco) Q20E
21. How often does the primary food shopper(s) go out of their way or make a special effort to go to a particular store to buy fresh or high quality fruits or vegetables? ("X" ONE BOX) Q21
$\begin{array}{llll}\text { More than once a week .. } \square & \text { Every other week .. } \square & \text { Every other month... } \square & \text { Yearly or not at all ... } \square \\ \text { Once a week ............... } \square & \text { Once a month ...... } \square & 2-3 \text { times a year ..... } \square & \text { Don't know............ } \square\end{array}$
22. In the summer, how often does the primary food shopper(s) get fruits and vegetables from a farmer's market, roadside stand, pick-your-own produce farm or Community Supported Agriculture (CSA)? Q22 ("X" ONE BOX)

| More than once a week .. $\square$ | Every other week.. $\square$ | Less than once a month or not at all.... $\square$ |
| :--- | :--- | :--- |
| Once a week................ $\square$ | Once a month ...... $\square$ | Don't know ..................................... |

## SECTION 4 - WHAT YOU EAT AND DRINK

23. On average, about how many cups of bottled or tap water do you drink each day? ( 8 oz . of water is equal to one cup. One standard 16 oz . bottle of water equals 2 cups.) ("X" ONE BOX) Q23

None ............................. $\square 1-3$ cups ............... $\square 4-7$ cups.................. $\square 8$ or more cups .......
24. How often do you eat pre-washed/ pre-cut fruits and vegetables such as bags of salad, baby carrots, or cut-up fruit? (" $X$ " ONE BOX. DO NOT COUNT FROZEN OR CANNED FRUITS AND VEGETABLES.) Q24

| More than once a week .. $\square$ | Every other week .. $\square$ | Every other month... $\square$ | Yearly or not at all ... $\square$ |
| :--- | :--- | :--- | :--- |
| Once a week............... $\square$ | Once a month ...... $\square$ | $2-3$ times a year ..... $\square$ | Don't know............. $\square$ |

25. How often do you get drinks from coffee places such as Starbucks, Caribou Coffee, and others? ("X" ONE BOX.) Q25

| One or more times a day $\square$ | Once a week ........ $\square$ | Once a month ........ $\square$ | 2-3 times a year...... $\square$ |
| :--- | :--- | :--- | :--- |
| More than once a week .. $\square$ | Every other week.. $\square$ | Every other month... $\square$ | Yearly or not at all .. $\square$ |

26. How many times a week do you usually eat a meal from a fast food restaurant like McDonald's, Burger King, Wendy's, Taco Bell, Pizza Hut, etc.? Consider breakfast, lunch, and dinner. Q26
(WRITE IN NUMBER)__ Meals per week
27. How many times a week do you eat a meal while watching television? Consider breakfast, lunch, and dinner. Q27
(WRITE IN NUMBER) ___ Meals per week
28. How many times a week do you eat dinner sitting around a table with family or friends? Q28

> (WRITE IN NUMBER) ___ Dinners per week

The next two questions ask about cups of fruits and vegetables.
The following boxes provide some examples of how much counts as one cup.

29. About how many cups of FRUIT (including 100\% pure fruit juice) do you eat or drink each day? Q29 ("X" ONE BOX)

30. About how many cups of VEGETABLES (including 100\% vegetable juice) do you eat or drink each day? ("X" ONE BOX) Q30

31. Thinking about yourself, if you were to eat plenty of fruits and vegetables every day, how likely would you be to. . . ("X" ONE BOX ON EACH LINE, USING THE SCALE OF 1, NOT AT ALL LIKELY, TO 5, VERY LIKELY.)

|  | NOT AT ALL $\frac{\text { LIKELY }}{1}$ | 2 | 3 | 4 | $\begin{aligned} & \text { VERY } \\ & \frac{\text { LIKELY }}{5} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Have more energy Q31A...................... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Live a long life Q31B ............................ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Control your weight Q31C ..................... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Look better (appearance) Q31D ............. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Be "regular" (have regular bowel movements) Q31E. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Feel good about yourself Q31F ............. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

32. The following questions are about what motivates you to eat fruits and vegetables. People have different reasons for eating fruits and vegetables, and we want to know how true the following reasons are for you. Please indicate the extent to which each reason is true for you, using the following 5-point scale. ("X" ONE BOX ON EACH LINE, USING THE SCALE OF 1, NOT TRUE AT ALL, TO 5, VERY TRUE.)

| A reason I eat fruits and vegetables is... | not true $\frac{\text { AT ALL }}{1}$ | 2 | 3 | 4 | $\begin{aligned} & \text { VERY } \\ & \frac{\text { TRUE }}{5} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Because I want to feel in control of my health Q32A. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I want to set a good example for my family Q32B. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I have a strong value for eating healthy Q32C | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I personally believe it is a good thing for my health Q32D .... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because others would be upset with me if I did not Q32E | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I have carefully thought about it and believe it is very important for me Q32F | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I would feel better about myself if I did eat a healthy diet Q32G | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I would like to improve my physical health Q32H | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because it is an important choice I really want to make Q321 | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I feel pressure from others to eat fruits and vegetables Q32J | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because it is consistent with my life goals Q32K | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I want others to approve of me Q32L .................................. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because it is important for being as healthy as possible Q32M | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because it is easier to do what I am told than to think about it Q32N. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I want others to see I can do it Q320 | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I want to take responsibility for my own health Q32P. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I want to set a good example for my community Q32Q | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because it is important to treat my body with respect Q32R ................ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Because I don't want to let others down Q32S ... | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

## SECTION 5 - PHYSICAL ACTIVITY

33. During the past month, did you participate in any physical activities or exercises such as running, basketball, gardening, dancing, or walking for exercise? ("X" ONE BOX) Q33
Yes ................................ $\square$
No .............................. $\square \quad \rightarrow \quad$ (SKIP TO QUESTION 34a)

33a. In a typical week, how many days do you do any physical activity or exercise of at least moderate intensity, such as brisk walking, bicycling at a regular pace, and heavy gardening? Moderate-intensity activities make you breathe somewhat harder than normal. ("X" ONE BOX) Q33A

| None | (SKIP TO QUESTION 34a) | 4 days per week |
| :---: | :---: | :---: |
| 1 day per week .......... |  | 5 days per week. |
| 2 days per week ........ |  | 6 days per week. |
| 3 days per week ........ $\square$ |  | 7 days per week. |

33b. On the days that you do any physical activity or exercise of at least moderate intensity, how long are you typically doing these activities? (WRITE IN NUMBER BELOW).

$$
\begin{array}{clll} 
& \text { Q33B_HRS } & \text { Q33B_MIN } \\
\text { (WRITE IN NUMBER) } & & \\
& \text { Hours } & \\
\end{array}
$$

## SECTION 6 - WHAT YOU ATE IN THE LAST MONTH

These questions are about the different kinds of foods you ate or drank during the LAST MONTH. Please include meals and snacks eaten at home, at work or school, in restaurants, or any place else.

34a. During the last month, how often did you drink 100\% PURE FRUIT JUICE, such as orange, apple, and grape juices? Do NOT include fruit drinks with added sugar, like Kool-aid, lemonade, Gatorade, fruit punch, and cranberry cocktail. ("X" ONE BOX) Q34A

| Never.......................... $\square$ | $5-6$ times per week...... $\square$ | 4 times per day .................. $\square$ |
| :--- | :--- | :--- |
| 1-3 times last month........ $\square$ | 1 time per day ............. $\square$ | 5 or more times per day ...... $\square$ |
| 1-2 times per week........ $\square$ | 2 times per day .......... $\square$ |  |

34b. About how much did you have each time you drank $100 \%$ fruit juice? (" $X$ " ONE BOX) Q34B

| Did not drink 100\% fruit juice in the last month ... $\square$ | $1 \frac{1}{4}$ to 2 cups ( 10 to 16 ounces).. |
| :---: | :---: |
| Less than $3 / 4$ cup (less than 6 ounces)............... $\square$ | More than 2 cups (more than 16 ounces).. | $3 / 4$ to $11 / 4$ cup ( 6 to 10 ounces).

35a. During the last month, how often did you eat FRUIT? Count fresh, frozen, and canned fruit. Do NOT count juices. ("X" ONE BOX) Q35A

| Never.......................... $\square$ | $5-6$ times per week..... $\square$ | 4 times per day................... $\square$ |
| :--- | :--- | :--- |
| 1-3 times last month....... $\square$ | 1 time per day .......... $\square$ | 5 or more times per day ....... $\square$ |
| 1-2 times per week........ $\square$ | 2 times per day ........ $\square$ |  |

35b. About how much did you have each time you ate fruit? ("X" ONE BOX) Q35B
Did not eat fruit in the last month $\qquad$ $\square \quad$ About 1 cup or 1 large fruit Less than $1 / 2$ cup or less than 1 medium fruit.... $\square \quad$ More than 1 cup or more than 1 large fruit. About $1 / 2$ cup or 1 medium fruit

36a. During the last month, how often did you eat lettuce or a green, leafy SALAD, with or without other vegetables? (INCLUDE SPINACH SALADS) ("X" ONE BOX) Q36A

| Never........................... $\square$ | 5-6 times per week....... $\square$ | 4 times per day ................. $\square$ |
| :---: | :---: | :---: |
| 1-3 times last month....... $\square$ | 1 time per day ............ $\square$ | 5 or more times per day ...... $\square$ |
| 1-2 times per week.......... $\square$ | 2 times per day ........... $\square$ |  |
| 3-4 times per week......... $\square$ | 3 times per day ........... $\square$ |  |

36b. About how much did you have each time you ate salad? (" $X$ " ONE BOX) Q36B
Did not eat salad in the last month ................... $\square$ About 2 cups........................................................... $\square$
About $1 / 2$ cup................................................... $\square$ More than 2 cups....................................................... $\square$
About 1 cup.................................................... $\square$

37a. During the last month, how often did you eat FRENCH FRIES, home fries, or hash brown potatoes? ("X" ONE BOX) Q37A

| Never............................ $\square$ | 5-6 times per week....... $\square$ | 4 times per day.................. |
| :---: | :---: | :---: |
| 1-3 times last month........ $\square$ | 1 time per day ............. $\square$ | 5 or more times per day ...... $\square$ |
| 1-2 times per week......... $\square$ | 2 times per day ........... $\square$ |  |
| 3-4 times per week......... $\square$ | 3 times per day ........... $\square$ |  |

37b. About how much did you have each time you ate French fries, home fries, or hash brown potatoes? ("X" ONE BOX) Q37B

| Did not eat fried potatoes in the last month | About 2 cups (large order). |
| :---: | :---: |
| About 1 cup or less (small order). | About 3 cups or more (Super Size order or more).... |
| About $11 / 2$ cups (medium order) |  |

38a. During the last month, how often did you have other kinds of non-fried POTATOES? Count baked potatoes, boiled potatoes, mashed potatoes, and potato salad. (INCLUDE YAMS, SWEET POTATOES, REDSKINNED, AND YUKON GOLD POTATOES) ("X" ONE BOX) Q38A

| Never............................ $\square$ | 5-6 times per week....... $\square$ | 4 times per day .................. $\square$ |
| :---: | :---: | :---: |
| 1-3 times last month........ $\square$ | 1 time per day ............. $\square$ | 5 or more times per day ...... $\square$ |
| 1-2 times per week......... $\square$ | 2 times per day ........... $\square$ |  |
| 3-4 times per week......... $\square$ | 3 times per day ........... $\square$ |  |

38b. About how much did you have each time you ate non-fried potatoes? (" $X$ " ONE BOX) Q38B
Did not eat other potatoes in the last month..... $\square$
1 to $1 \frac{1}{2}$ cups ( 1 large potato) ................................ $\square$
$1 / 2$ cup or less ( 1 small potato or less).............. $\square$
$1 / 2$ to 1 cup ( 1 medium potato)......................... $\square$

39a. During the last month, how often did you eat COOKED DRIED BEANS, such as refried beans, baked beans, bean soup, and pork and beans? Do NOT include green beans. ("X" ONE BOX) Q39A

| Never.......................... $\square$ | $5-6$ times per week....... $\square$ | 4 times per day .................. $\square$ |
| :--- | :--- | :--- |
| 1-3 times last month....... $\square$ | 1 time per day ............ $\square$ | 5 or more times per day ..... $\square$ |
| 1-2 times per week........ $\square$ | 2 times per day .......... $\square$ |  |

39b. About how much did you have each time you ate COOKED DRIED BEANS? ("X" ONE BOX) Q39B


The next two questions are about other vegetables. The following box provides some examples of how much counts as one cup.

40a. During the last month, how often did you eat OTHER VEGETABLES? Examples of other vegetables include string beans, carrots, corn, peas, tomatoes, collard greens, and broccoli. (DO NOT COUNT LETTUCE SALADS, POTATOES, BEANS, RICE, OR ANYTHING YOU HAVE ALREADY COUNTED.) ("X" ONE BOX) Q40A

| Never........................... $\square$ | 5-6 times per week....... $\square$ | 4 times per day.................. $\square$ |
| :---: | :---: | :---: |
| 1-3 times last month........ $\square$ | 1 time per day ............. $\square$ | 5 or more times per day ...... $\square$ |
| 1-2 times per week......... $\square$ | 2 times per day ........... $\square$ |  |
| 3-4 times per week......... $\square$ | 3 times per day ........... $\square$ |  |

40b. About how much did you have each time you ate OTHER VEGETABLES? ("X" ONE BOX) Q40B

$\qquad$ More than 2 cups. $\qquad$
$\qquad$

41a. During the last month, how often did you have TOMATO SAUCE, such as spaghetti sauce or pizza with tomato sauce? ("X" ONE BOX) Q41A

| Never............................ | 5-6 times per week....... $\square$ | 4 times per day. |
| :---: | :---: | :---: |
| 1-3 times last month....... $\square$ | 1 time per day ............. $\square$ | 5 or more times per day ...... $\square$ |
| 1-2 times per week......... $\square$ | 2 times per day ........... $\square$ |  |
| 3-4 times per week......... $\square$ | 3 times per day ........... $\square$ |  |

41b. About how much did you have each time you ate TOMATO SAUCE? ("X" ONE BOX) Q41B
Did not eat tomato sauce in the last month......


About 1 cup More than 1 cup
About $1 / 4$ cup
About $1 / 2$ cup.
42. Think about the TYPES of fruits and vegetables you eat. Do you tend to eat the same types of fruits and vegetables all year round, or do you tend to eat different types of fruits and vegetables depending on what is "in season"? ("X" ONE BOX) Q42

I tend to eat the same types of fruits and vegetables all year round $\qquad$ $\square$
43. Do you currently consider yourself to be a vegetarian or vegan? ("X" ONE BOX) Q43

Yes....... $\square \quad$ No ........ $\square \quad$ Don't know...... $\square$
44. Assuming that you want to, how confident are you that you could do each of the following starting this week and continuing for at least 1 month? ("X" ONE BOX ON EACH LINE, USING THE SCALE OF 1, NOT AT ALL CONFIDENT, TO 5, VERY CONFIDENT.)

| How confident are you that you could... | not At ALL $\frac{\text { CONFIDENT }}{1}$ | 2 | 3 | 4 | $\begin{gathered} \begin{array}{c} \text { VERY } \\ \text { CONFIDENT } \end{array} \\ 5 \end{gathered}$ | dOES NOT APPLY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Eat a healthy snack, like a fruit or a vegetable, when you're really hungry? <br> Q44A. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Eat healthy foods, like fruits or vegetables, when you are tired? <br> Q44B | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Eat healthy foods, like fruits or vegetables, when there are junk foods in your house like chips, cookies, or candy? $\qquad$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Eat fruit instead of cake, cookies, candy, ice cream, or other sweets for dessert? <br> Q44D $\qquad$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Eat fruits and vegetables when your family and friends are eating junk foods like chips, cookies, or candy? <br> Q44E.. | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Buy or bring fruits and vegetables to eat at work? Q44F | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |
| Snack on fruits and vegetables rather than on junk foods while watching TV? Q44G . $\qquad$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

## SECTION 7 - PREFERENCES

45. Next, for each of the fruits listed below, mark the number that best describes how much you like or dislike each type of fruit. ("X" ONE BOX ON EACH LINE, USING THE SCALE OF 1, STRONGLY DISLIKE, TO 5, STRONGLY LIKE.)

46. For each vegetable listed below, mark the number that best describes how much you like or dislike each type. ("X" ONE BOX ON EACH LINE, USING THE SCALE OF 1, STRONGLY DISLIKE, TO 5, STRONGLY LIKE.)

47. Which, if any, of the following foods do you NOT eat? ("X" ALL THAT APPLY)

| Red meat........ $\square$ | Carbs or starchy foods $\quad \square$ | Added fat such as butter, oil, or mayo $\quad \square$ |
| :---: | :---: | :---: |
| Q47A | Q48D | Q47G |
| Pork Q47B........ $\square$ | Chicken/poultry Q47E........ $\square$ | Processed foods Q47H ........................... $\square$ |
| Fish Q47C......... $\square$ | Sweets or sugary foods ..... Q47F | I eat all of these things Q47I ...................... $\square$ |

## SECTION 8 - GENERAL

Now that you've answered questions about fruits and vegetables, please tell me a little more about yourself and the other things you do.
48. Please tell me whether you consider each statement to be true or false. (" $X$ " ONE BOX FOR EACH STATEMENT)

|  | TRUE | FALSE |
| :---: | :---: | :---: |
| I never hesitate to go out of my way to help someone in trouble Q48A .................................. | $\square$ | $\square$ |
| I have never intensely disliked anyone Q48B | $\square$ | $\square$ |
| There have been times that I was quite jealous of the good fortune of others Q48C ................. | $\square$ | $\square$ |
| I would never think of letting someone else be punished for my wrong doings Q48D ................. | $\square$ | $\square$ |
| I sometimes feel resentful when I don't get my way Q48E | $\square$ | $\square$ |
| There have been times when I felt like rebelling against people in authority, even though I knew they were right Q48F | $\square$ | $\square$ |
| I am always courteous, even to people who are disagreeable Q48G ...................................... | $\square$ | $\square$ |
| When I don't know something, I don't at all mind admitting it Q48H ........................................ | $\square$ | $\square$ |
| I can remember "playing sick" to get out of something Q48I. | $\square$ | $\square$ |
| I am sometimes irritated by people who ask favors of me Q48J. | $\square$ | $\square$ |

49. Do you have any children or grandchildren under 18 years old living at home with you? (" $X$ " ALL THAT APPLY)

50. Starting with the YOUNGEST child, please list the ages of the three youngest children and/or grandchildren who live at home with you. For any children under 1 year, please write " 1 ".

| Q50_1MM | Q50_2MM | Q50_3MM |
| :---: | :---: | :---: |
| Q50_1YY | Q50_2YY | Q50_3YY |

Child \# 1: $\qquad$
$\qquad$ Child \# 3: $\qquad$
51. On average, how many hours of sleep do you usually get . . .
a. On a typical weeknight (Sunday - Thursday)? Q51A $\qquad$ (WRITE IN NUMBER) $\qquad$ hours/night
b. On a typical weekend night (Friday or Saturday)? Q51B $\qquad$ (WRITE IN NUMBER) $\qquad$ hours/night
52. IN THE PAST WEEK, how many hours total did you spend using the Internet for personal reasons (not for work)? (ENTER NUMBER OF HOURS IN THE SPACE BELOW. IF YOU DID NOT USE THE INTERNET IN THE PAST WEEK, ENTER "0".) Q52
(WRITE IN NUMBER) ___ \# of hours last week
53. What is the total number of hours of television you watch...
a. During an average week (add up Monday through Friday)? Q53A..... (WRITE IN NUMBER) $\qquad$ Hours
b. During an average weekend (add up Saturday and Sunday)? Q53B . (WRITE IN NUMBER) $\qquad$ Hours
54. How often do you do yoga or pilates? (" $X$ " ONE BOX) Q54

More than once a week.. $\square$ Every other week.. $\square \quad$ Every other month ... $\square$ Yearly or not at all Once a week $\square$ Once a month....... $\square$ 2-3 times a year...Don't know what yoga or pilates is.
55. FOR WOMEN ONLY: Are you currently pregnant? ("X" ONE BOX) Q55

Yes................. $\square$ No $\qquad$
56. Please indicate your gender: ("X" ONE BOX) Q56

Male $\qquad$ $\square \quad$ Female $\qquad$
$\square$
57. Please indicate your age: (" $X$ " ONE BOX) Q57

58. Are you Hispanic or Latino? ("X" ONE BOX) Q58
$\qquad$ $\square$
$\square$
59. Which one or more of the following would you say is your race? ("X" ALL THAT APPLY) Q59
White .......................................................
Black .............................................................................................................................
Asian
American Indian or Alaskan Native ..............
An
Native Hawaiian or other Pacific Islander ..
60. Please indicate the highest level of education you have received: (" $X$ " ONE BOX) Q60

Less than a high school degree $\square$
$\square$
A high school degree $\qquad$
Some college, but not a college degree $\square$
A 4 year college degree or higher ..............
61. Please enter TODAY'S DATE here:
date not captured in data, information previously captured in Q1

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