

ATTACHMENT L – BENCHMARK AND TRACKING SURVEY
QUESTIONNAIRE

USDA Food & Nutrition Program
Benchmark and Tracking Survey
03-24-2008

INTRODUCTION

STANDARD INTRODUCTION BY OPINION RESEARCH CORPORATION.

This survey is being asked on behalf of the U.S. Department of Agriculture (USDA). This survey is a voluntary survey. We are required by law to report to you the Office of Management and Budget Control Number for this public information request. That number is Office of Management and Budget Control Number 0584-0524.

May I speak to an adult in the household (male/female) 18 or older who lives in this household?

RECORD WITHOUT ASKING:

1. MALE
2. FEMALE

IF RESPONDENT ASKS ABOUT THE CONTROL NUMBER, SAY: These survey questions are sponsored by the U.S. Department of Agriculture (USDA) and it is required to disclose this number to you in case you have any questions about this survey.

1. To the best of your knowledge, what government assistance programs are available for lower-income households? (DO NOT READ LIST. CHECK ALL THAT APPLY.)
 - 1 Food Stamp Program
 - 2 New FSP Name
 - 3 Women, Infant and Children Program (WIC)
 - 4 School meals
 - 5 Farmers' market nutrition program
 - 6 Summer food service program
 - 7 Other; SPECIFY:
 - 99 Don't know/refused

2. Which of following government assistance programs are you aware of? (Check all that apply) READ LIST; ROTATE ITEMS 1-6.

- 1 Food Stamp Program
- 2 New FSP Name
- 3 Women, Infant and Children Program (WIC)
- 4 School meals
- 5 Farmers' market nutrition program
- 6 Summer food service program
- 7 Or anything else? SPECIFY:
- 99 Don't know/refused

3. Using a five-point scale where "5" represents a lot and "1" represents nothing, how much have you seen, heard, or read about the _____ in past few months : ROTATE ITEMS.

	A Lot "5"	4	3	2	Nothing "1"	Not Sure
The Food Stamp Program	5	4	3	2	1	6
New FSP Name	5	4	3	2	1	6

IF CODE 2 MENTIONED IN Q1 or Q2, CONTINUE. IF GIVES RATING OF 3-5 for FOOD AND NUTRITION PROGRAM IN Q3, CONTINUE. OTHERWISE, SKIP TO Q8.

- 4. Please tell me anything that you remember seeing, hearing, or reading about the (say new FSP name) in the past few months. PROBE: What else? (RECORD VERBATIM)
- 5. Where do you recall seeing, hearing, or reading anything about the (say new FSP name)? Please be as specific as possible. This could have been in the news, at a special public event or promotion such as a fair, festival or convention, at a school, or through advertising. Please be as specific as possible in describing where you recall seeing, hearing, or reading this information. PROBE: What else? (RECORD VERBATIM)
- 5a. IF RESPONDENT MENTIONS NEWSPAPER, TV, RADIO, INTERNET, OR MAGAZINE, PROBE TO CLARIFY: Was that a news story or article (PAUSE) or an advertisement? (RECORD VERBATIM)
- 5b. IF RESPONDENT MENTIONS BUS, SUBWAY, TRAIN, OR WHILE COMMUTING, PROBE TO CLARIFY: Tell me more about what you saw, heard, or read on the (INSERT RESPONSE). (RECORD VERBATIM)

6. Thinking specifically about advertising and using a five-point scale where “5” represents a lot and “1” represents nothing, to what extent to you recall seeing, hearing, or reading any ads about the (say new FSP name) during the past few months? This could be advertising in newspapers or magazines, on televisions or radio, or even ads found on the Internet.

- 5 A lot
- 4
- 3
- 2
- 1 Nothing – SKIP TO Q8
- 99 Don’t Know/Refused – SKIP TO Q8

7. What did the advertising say or show? PROBE: What else can you recall about the advertising? (RECORD VERBATIM)

EVERYONE:

8. As you may or may not know, the Food Stamp Program has recently changed its name to (say new FSP name). Which of the following statements best describes your knowledge of the change prior to today?

- 1 Yes, I knew about the change.
- 2 Yes and no. I knew about the proposed change but did not know it had been passed by Congress.
- 3 No, I did not know about the change.

9. To what extent do you agree or disagree with the following statements about the program’s new name, (say new FSP name). Would you say you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree? (REPEAT FOR EACH ONE)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Not Sure
Message #1	5	4	3	2	1	6
Message #2	5	4	3	2	1	6
Message #3	5	4	3	2	1	6
Message #4	5	4	3	2	1	6

10. To what extent do you support the program name change from Food Stamp Program to (say new FSP name)? Would you say you are:

- 5 Extremely supportive
- 4 Very supportive
- 3 Somewhat supportive
- 2 Not very supportive
- 1 Not at all supportive

11. For what reasons do you say that? PROBE: What else? (RECORD VERBATIM)

The following questions are for classification purposes only.

12. Do you currently have Internet access in your home?

- 1 Yes
- 2 No
- 99 Refused

13. Of the following categories, which one includes your age?

- 1 18 to 24
- 2 25 to 29
- 3 30 to 39
- 4 40 to 49
- 5 50 to 59
- 6 60 to 64
- 7 65 to 69
- 8 70 to 79
- 9 80 or older
- 99 Refused

14. Are you currently:

- 1 Employed full-time
- 2 Employed part-time
- 3 A full-time student
- 3 A home-maker
- 4 Retired
- 5 Unemployed and looking for work
- 99 Refused

15. What is your current marital status? Are you:

- 1 Married
- 2 Living as married
- 3 Single and never been married
- 4 Divorced
- 5 Separated
- 6 Widowed
- 99 Refused

16. What was the last grade in school you completed? DO NOT READ LIST.

- 1 Some high school or less
- 2 High school graduate or GED
- 3 Some college/associate's degree/technical school
- 4 College graduate/beyond (bachelor's degree, master's degree, postgraduate)
- 99 Refused

17. Altogether, including you and any others, how many people live regularly in this household?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 Eight
- 9 Nine or more
- 99 Refused

18. How many children under the age of 18 regularly live in this household?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six or more
- 99 Refused

19. Which of the following best describes your total household income for 2007?

- 1 Under \$15,000
- 2 \$15,000 but less than \$25,000
- 3 \$25,000 but less than \$30,000
- 4 \$30,000 but less than \$35,000
- 5 \$35,000 but less than \$40,000
- 6 \$40,000 but less than \$50,000
- 7 \$50,000 but less than \$60,000
- 8 \$60,000 but less than \$75,000
- 9 \$75,000 but less than \$100,000
- 10 \$100,000 or more
- 99 Refused

20. Are you:

- 1 Hispanic or Latino
- 2 Not Hispanic or Latino

21. Which of following best describes your race?

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Hispanic or Latino
- 5 Native Hawaiian or Other Pacific Islander
- 6 Caucasian or white
- 7 Some combination of the above or some other category
- 99 Refused

22. What is your zip code?