

**ATTACHMENT 12**  
**National Telephone Survey of African American Males on Their Knowledge,  
Attitudes, and Practices Regarding Fruit and Vegetable Consumption**

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OMB# 0925-0046-07

Exp. Date: 10/31/06

2004 NATIONAL TELEPHONE SURVEY OF AFRICAN AMERICAN MALES  
REGARDING THEIR KNOWLEDGE, ATTITUDES, AND PRACTICES ON  
THE CONSUMPTION OF FRUITS AND VEGETABLES

TELEPHONE NUMBER: ( ) \_\_\_\_\_ TIME ENDED: \_\_\_\_\_

TIME STARTED: \_\_\_\_\_

LENGTH: \_\_\_\_\_(MINUTES)

DATE: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_

I.D.: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I am calling from Opinion Research Corporation of Princeton, New Jersey.

I am not trying to sell anything. The National Cancer Institute, part of the National Institutes of Health in Bethesda, Maryland, is conducting a survey on diet and health.

S1A In order to have a better understanding of the households we are contacting, please tell me how many [INSERT] live in this household.

- 0 NONE
- 1 ONE
- 2 TWO OR MORE
- 99 REFUSED

- A. People younger than 21
- B. Men 21 and older
- C. Women 21 and older

[IF S1A(0, 99) THANK AND TERMINATE]

[IF S1A(1,2) CONTINUE]:

S1 May I please speak to a man 21 or older who lives in this household?

- 1 YES -- > CONTINUE
- 2 NO, NOT AVAILABLE NOW -- > SET CALLBACK
- 3 NOT AVAILABLE UNTIL

- 4     AFTER FIELD           -- > THANK AND RECORD AS UNAVAILABLE  
       NO ADULT MALE
- IN HOUSEHOLD       -- > THANK AND RECORD AS NO MALE S1(4)
- 99    REFUSED             -- > THANK AND RECORD AS REFUSED S1(99)

[WHEN RESPONDENT ON THE PHONE REPEAT INTRODUCTION IF NECESSARY]:  
 Hello, my name is \_\_\_\_\_ and I am calling from Opinion Research Corporation International of Princeton, New Jersey.

[READ TO EVERYONE]:

The National Cancer Institute, part of the National Institutes of Health in Bethesda, Maryland, is conducting a survey on diet and health with men. We hope that you will take approximately 10 minutes of your time to answer our questions. Your feedback is very important. Please know that all of your responses will be kept confidential and will not be disclosed to anyone but the researchers analyzing the data, except as otherwise required by law. The results of this survey will help make a significant contribution to the goal of helping to make cancer a less common disease. Your participation is completely voluntary. In addition, if there are any questions you prefer not to answer, please say so and I will skip over them.

First of all, to ensure that our study is representative, please tell me . . .

S2     Are you . . . [READ LIST]

- 1     21 to 34 years old
- 2     35 to 54 years old   -- >CONTINUE
- 3     55 years old or older
- 4     UNDER 21           -- >REDIRECT TO S1
- 99    REFUSED           -- >THANK AND RECORD AS REFUSED S2(99)

S3a    Are you of Hispanic origin or descent, such as Puerto Rican, Cuban or other Latino or Spanish background?

- 1     YES
- 2     NO
- 98    DON'T KNOW
- 99    REFUSED

S3b    And, which of the following BEST describes your race . . . [READ LIST]

- 1     African American or Black
- 2     American Indian or Alaska Native
- 3     Asian
- 4     Caucasian or White                    -- >CONTINUE TO INSTRUCTIONS
- 5     Native Hawaiian or Other Pacific Islander
- 6     NONE OF THESE
- 99    REFUSED           -- >THANK AND RECORD AS REFUSED S3b(99)

FOR NATIONAL SAMPLE.  
 IF S3b(1) AND S2(1-3), AFRICAN-AMERICAN 21 OR OLDER, CONTINUE.  
 ALL OTHERS, THANK AND RECORD AS INELIGIBLE RACE (S3b).

FOR 35-54 YEARS OLD OVERSAMPLE.  
IF S2(2) AND S3b(1), AFRICAN-AMERICAN 35-54 YEARS OLD, CONTINUE.  
IF S2 (1,3), THANK AND RECORD AS INELIGIBLE AGE S(2).  
IF S3b(2-6), THANK AND RECORD AS INELIGIBLE RACE (S3b).

First . . .

F1 On a scale of 1 to 10 where 1 means “no attention” and 10 means “a lot of attention,” how much attention do you pay to information about the benefits of eating more fruits and vegetables for better health? [IF MENTION “NO ATTENTION” OR “A LOT OF ATTENTION” PROBE FOR SPECIFIC NUMBER]

- 1 No attention (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 A lot of attention (10)
- 98 DON'T KNOW
- 99 REFUSED

F2 Including snacks, how many servings of fruits and vegetables do you usually eat each day? [RECORD NUMBER. RANGE 0-25. IF RESPONDENT GIVES SEPARATE NUMBERS FOR FRUITS AND VEGETABLES, ADD THEM TOGETHER]

- 1 DON'T KNOW
- 2 REFUSED

F3 How many servings of POTATOES, such as baked potatoes, mashed potatoes or sweet potatoes did you eat YESTERDAY? Please do not count French fries, hash browns, fried potatoes or potato chips. [RECORD NUMBER. RANGE 0-25]

- 1 DON'T KNOW
- 2 REFUSED

F4 How many servings of VEGETABLES did you eat or drink YESTERDAY, not counting potatoes? Please include green salad and fresh, frozen or canned vegetables. [RECORD NUMBER. RANGE 0-25]

- 1 DON'T KNOW
- 2 REFUSED

F5 How many servings of FRUIT did you eat or drink YESTERDAY? A small glass of 100% juice counts as one serving. [RECORD NUMBER. RANGE 0-25]

- 1 DON'T KNOW

-2 REFUSED

F6 Are you currently making a special effort to eat more fruits and vegetables each day?

- 1 YES
- 2 NO
- 98 DON'T KNOW
- 99 REFUSED

F7 Are you currently eating more, about the same, or fewer fruits and vegetables each day than you were a year ago?

- 1 MORE
- 2 ABOUT THE SAME
- 3 FEWER
- 98 DON'T KNOW
- 99 REFUSED

F8 How many servings of fruits and vegetables do you think MEN should eat each day for good health? [RECORD NUMBER. RANGE 0-25]

- 1 DON'T KNOW
- 2 REFUSED

F9 On a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," how much do you disagree or agree with each of the following statements? [READ STATEMENTS. KEEP A & B FIRST, BUT ROTATE OTHERS. REPEAT SCALE AS NECESSARY]

- 1 Strongly disagree (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 Strongly agree (5)
- 98 DON'T KNOW
- 99 REFUSED

- A. Eating a lot of fruits and vegetables can help lower my chance of getting cancer
- B. Eating a lot of fruits and vegetables can help lower my chance of getting other health problems, such as heart disease, high blood pressure and diabetes
- C. Eating a lot of fruits and vegetables can help increase my energy level
- D. Eating a lot of fruits and vegetables can help my body fight disease
- E. Eating a lot of fruits and vegetables can help me feel better
- F. Eating a lot of fruits and vegetables can help me lose weight or maintain a healthy weight
- G. It doesn't matter what kinds of fruits and vegetables I eat as long as I eat enough each day
- H. I eat enough fruits and vegetables every day to keep me healthy
- I. Eating a lot of fruits and vegetables can help boost my immune system
- J. Fruits and vegetables cost too much for me to buy them regularly
- K. I can get good quality fruits and vegetables at my local store

F10 Have you heard of the recommendation to eat 5 or more servings of fruits and vegetables a day for better health?

- 1 YES
- 2 NO
- 3 NOT SURE
- 98 DON'T KNOW
- 99 REFUSED

F11 Have you heard of the recommendation that MEN should eat 9 or more servings of fruits and vegetables a day for better health?

- 1 YES \_\_\_\_\_ -->CONTINUE
- 2 NO
- 3 NOT SURE
- 98 DON'T KNOW
- 99 REFUSED \_\_\_\_\_ -->SKIP TO F13

F12 Where did you learn about the recommendation to eat 9 or more servings of fruits and vegetables each day? I am going to read you a list of ways you may have learned about the recommendation. For each, please tell me whether or not you learned it from that source. If you are not sure, please say so. Did you learn about it . . . [READ LIST. WAIT FOR YES OR NO FOR EACH]

- 1 YES
- 2 NO
- 3 NOT SURE
- 98 DON'T KNOW
- 99 REFUSED

- A. On the radio
- B. On TV
- C. In a magazine
- D. In the newspaper
- E. On the Internet
- F. At work or through work activities
- G. At a church or other place of worship
- H. From friends or family members
- I. From your doctor or other healthcare provider
- J. From materials in the grocery store or supermarket

F13 Health experts recommend that men should eat nine or more servings of fruits and vegetables each day. How much does knowing that health experts recommend that you eat nine or more servings per day motivate you to eat more fruits and vegetables? Would you say it...[READ LIST. ACCEPT ONE ANSWER]

- 1 Motivates you a lot
- 2 Motivates you somewhat
- 3 Motivates you a little
- 4 Does not motivate you at all

98 DON'T KNOW  
99 REFUSED

F14 On a scale of 1 to 10, where 1 means “not at all confident” and 10 means “very confident,” how confident are you that you can . . . [READ STATEMENTS. IF MENTION “NOT AT ALL CONFIDENT” OR “VERY CONFIDENT” PROBE FOR SPECIFIC NUMBER]

1 Not at all confident (1)  
2 (2)  
3 (3)  
4 (4)  
5 (5)  
6 (6)  
7 (7)  
8 (8)  
9 (9)  
10 Very confident (10)  
98 DON'T KNOW  
99 REFUSED

- A. Eat more fruits and vegetables a day than you eat right now
- B. Eat nine servings of fruits and vegetables a day
- C. Make half of what you eat each day be fruits and vegetables
- D. Eat more fruits and vegetables each day than any other food group

F15 Please think about how often you see or hear information about the benefits of eating fruits and vegetables. Would you say that you are seeing or hearing this information more often, less often or about the same now than you did two years ago?

1 MORE  
2 LESS  
3 ABOUT THE SAME  
98 DON'T KNOW  
99 REFUSED

F16 Next, I'm going to read you two statements. I would like you to tell me which makes it easier for you to understand how many fruits and vegetables you should eat each day. The first statement is...[ROTATE ORDER IN WHICH STATEMENTS ARE READ]. The second statement is...[INSERT SECOND STATEMENT]. Which of these is easier to understand?

- A. “Almost half of what you eat each day should be fruits and vegetables”
- B. “You should eat 9 servings of fruits and vegetables each day”

1 9 SERVINGS  
2 ALMOST HALF OF WHAT YOU EAT  
98 DON'T KNOW  
99 REFUSED

The remaining questions are background questions about you.

F17 How tall are you, without shoes? [RECORD NUMBER OF FEET FROM 3-8 AND INCHES FROM 0-11]

\_\_\_\_\_ FEET \_\_\_\_\_ INCHES

F18 About how much do you weigh, without shoes? [RECORD NUMBER OF POUNDS. RANGE 50-500]

F19 What do you consider a HEALTHY weight for you to be? [RECORD NUMBER OF POUNDS. RANGE 50-500]

F20 How many children or people 18 or younger live at home with you? [RECORD NUMBER. RANGE 0-10]

F21 How many adults or people 19 or older live at home with you? [RECORD NUMBER. RANGE 0-10]

F22 May I please have your age? [RECORD NUMBER]

F23 Which of the following best describes your current marital status? [READ LIST. RECORD ONE ANSWER]

- 5 Married
- 6 Widowed
- 7 Divorced
- 8 Separated
- 9 Never married/Single
- 10 Living with partner
- 99 REFUSED

F24 What is the highest grade or level of schooling that you have completed? [DO NOT READ LIST. RECORD ONE ANSWER]

- 1 LESS THAN HIGH SCHOOL (0-11TH GRADE)
- 2 HIGH SCHOOL GRADUATE
- 3 TRADE/TECHNICAL/VOCATIONAL TRAINING
- 4 SOME COLLEGE
- 5 COLLEGE DEGREE
- 6 POSTGRADUATE WORK/DEGREE
- 99 REFUSED

F25 How would you describe your current employment status? Are you employed full-time, part-time, temporarily unemployed, retired, disabled, a student or at home full-time?

- 1 EMPLOYED FULL-TIME
- 2 EMPLOYED PART-TIME

- 3 TEMPORARILY UNEMPLOYED
- 4 RETIRED
- 5 DISABLED/STUDENT
- 6 AT-HOME FULL-TIME
- 98 DON'T KNOW
- 99 REFUSED

F26 What is your total household income? [READ LIST. RECORD ONE ANSWER]

- 1 Under \$10,000
- 2 \$10,000-\$24,999
- 3 \$25,000-\$29,999
- 4 \$30,000-\$39,999
- 5 \$40,000-\$49,999
- 6 \$50,000-\$74,999
- 7 \$75,000-\$99,999
- 8 \$100,000 or more
- 98 DON'T KNOW
- 99 REFUSED

That concludes the interview. Thank you very much for taking the time out to answer our questions today/tonight.