Survey for USDA Food Choices and Nutrition Adult Population Survey

Section 1:

Message Testing (20 minutes)

A series of nutritional messages has been developed by United States Department of Agriculture (USDA) to identify actions consumers can take to follow the new Dietary Guidelines 2010. The Guidelines encourage all Americans to eat a healthy diet and provide recommendations for making choices that add up to healthy and balanced eating habits.

The nutritional messages that will support the Dietary Guidelines are organized under three main concepts about healthy eating. Please read the following messages carefully and provide your feedback about each of them.

• Calories count - know your number. Go to www.URL.gov

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
"s	n a scale from 1 to 5, where 1 indicate trongly agree," please indicate how attements.	•	U .	_		•
1	T					
2	I believe I will benefit if I follow the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indicate "very likely," please indicate how	•	•	•		hat you
1	How likely are you to try the recommendation within the next week?		225 5 2 50 442			
2	How likely are you to follow the recommendation regularly over the next six months?					

• Think...is it worth the calories?

	Strongly	Somewhat	Neutral	Somewhat	Strongly
	Duongi	Donie what	ricutiui	Donie wildt	Duongiy

		Disagree	Disagree	- don't	Agree	Agree		
		1	2	agree or	4	5		
				disagree				
				3				
	a a scale from 1 to 5, where 1 indicates	-		_		•		
"st	strongly agree," please indicate how much you agree or disagree with each of the following							
~	tements.							
1	I understand what this message							
	is telling me to do.							
2	I believe I will benefit if I follow							
	the advice in this message.							
		Very	Somewhat	Neutral	Somewhat	Very		
		Unlikely	Unlikely	- don't	Likely	Likely		
		1	2	agree or	4	5		
				disagree				
				3				
Or	a scale from 1 to 5, where 1 indica	ites that you	ı are "very un	likely," and	l 5 indicates t	hat you		
are	e "very likely," please indicate how	likely or un	ilikely you ar	e to do the	following.			
1	How likely are you to try the							
	recommendation within the next							
	week?							
2	How likely are you to follow the							
	recommendation regularly over							
	the next six months?							

• Enjoy your food, but eat less.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5			
	On a scale from 1 to 5, where 1 indicates that you "strongly disagree", and 5 indicates that you								
	"strongly agree," please indicate how much you agree or disagree with each of the following statements.								
1	I understand what this message								
	is telling me to do.								
2	I believe I will benefit if I follow								
	the advice in this message.								
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5			
Or	n a scale from 1 to 5, where 1 indica	ites that you	ı are "very un	likely," and	d 5 indicates t	hat you			

are "very likely," please indicate how likely or unlikely you are to do the following.

1	How likely are you to try the			
	recommendation within the next			
	week?			
2	How likely are you to follow the			
	recommendation regularly over			
	the next six months?			

• Avoid oversized portions.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
"S	n a scale from 1 to 5, where 1 indicater trongly agree," please indicate how attements.					
2	I understand what this message is telling me to do. I believe I will benefit if I follow the advice in this message.					
	the advice in this message.	Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indicate "very likely," please indicate how	•	•	•		hat you
1	How likely are you to try the recommendation within the next week?	•				
2	How likely are you to follow the recommendation regularly over the next six months?					

• Prepare meals more often at home, where you are in control of what's in your food.

		Strongly Disagree	Somewhat Disagree	- don't	Somewhat Agree	Strongly Agree			
		1	2	agree or disagree 3	4	5			
	On a scale from 1 to 5, where 1 indicates that you "strongly disagree", and 5 indicates that you "strongly agree," please indicate how much you agree or disagree with each of the following								
	statements.								
1	I understand what this message								

	is telling me to do.					
2	I believe I will benefit if I follow					
	the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indicate "very likely," please indicate how	•	•	•		hat you
1	How likely are you to try the	likely of ul	liikely you al	e to do the	lonowing.	
1	recommendation within the next week?					
2	How likely are you to follow the					
	recommendation regularly over the next six months?					

• Save half your plate for fruit and vegetables.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
"s	n a scale from 1 to 5, where 1 indicate trongly agree," please indicate how attements.					
1	I understand what this message is telling me to do.					
2	I believe I will benefit if I follow the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indicate "very likely," please indicate how	•	•	•		hat you
1	How likely are you to try the recommendation within the next week?	·	, ,			
2	How likely are you to follow the recommendation regularly over the next six months?					

• Drink fat-free or low-fat (1%) milk.

		Strongly Disagree	Somewhat Disagree 2	Neutral - don't agree or	Somewhat Agree 4	Strongly Agree
		1	_	disagree 3	7	J
Or	a scale from 1 to 5, where 1 indica	ites that you	"strongly dis	sagree", and	d 5 indicates t	hat you
	trongly agree," please indicate how					
sta	itements.					
1	I understand what this message					
	is telling me to do.					
2	I believe I will benefit if I follow the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	a a scale from 1 to 5, where 1 indicate "very likely," please indicate how					hat you
1	How likely are you to try the					
	recommendation within the next week?					
2	How likely are you to follow the					
	recommendation regularly over					
	the next six months?					
•	Twice a week, make seafood the	protein on	your plate.			
		Strongly Disagree	Somewhat Disagree	Neutral - don't	Somewhat Agree	Strongly Agree
		1	2	agree or disagree 3	4	5
Or	a a scale from 1 to 5, where 1 indica	ites that you	"strongly dis		d 5 indicates t	hat you
"st	trongly agree," please indicate how tements.	•	.	_		•
1	I understand what this message					
	is telling me to do.					
2	I believe I will benefit if I follow	_				
	the advice in this message.					
		Very	Somewhat	Neutral	Somewhat	Very
		Unlikely	Unlikely	- don't	Likely	Likely
		1	2	agree or disagree 3	4	5
Or	a scale from 1 to 5, where 1 indica	ites that you	ı are "very un	likely," and	15 indicates t	hat you

ar	are "very likely," please indicate how likely or unlikely you are to do the following.							
1	How likely are you to try the							
	recommendation within the next							
	week?							
2	How likely are you to follow the							
	recommendation regularly over							
	the next six months?							

• Choose beans as a natural source of fiber and protein in soups, salads and main dishes.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
"s	n a scale from 1 to 5, where 1 indicate trongly agree," please indicate how attements.	•	.	_		•
1	I understand what this message is telling me to do.					
2	I believe I will benefit if I follow the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indicate "very likely," please indicate how					hat you
1	How likely are you to try the recommendation within the next week?	intery of the	inicij jou ui		iono ming.	
2	How likely are you to follow the recommendation regularly over the next six months?					

• Add red, orange and dark green vegetables such as tomatoes, sweet potatoes and broccoli in main and side dishes.

	Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or	Somewhat Agree 4	Strongly Agree 5
			disagree 3		

On a scale from 1 to 5, where 1 indicates that you "strongly disagree", and 5 indicates that you "strongly agree," please indicate how much you agree or disagree with each of the following

at Very
Likely
5
es that you

ullet Eat fruit vegetables and unsalted nuts for snacks – they are nature's original fast foods.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
"S	n a scale from 1 to 5, where 1 indicate trongly agree," please indicate how attements.					
2	I understand what this message is telling me to do. I believe I will benefit if I follow the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indicate "very likely," please indicate how	•	•	•		hat you
1	How likely are you to try the recommendation within the next week?	•				
2	How likely are you to follow the recommendation regularly over the next six months?					

• Choose water rather than sugary drinks.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
	n a scale from 1 to 5, where 1 indica	•	.	_		•
	trongly agree," please indicate how	much you a	agree or disag	ree with ea	ch of the follo	owing
	atements.		T	1	T	I
1	I understand what this message					
	is telling me to do.					
2	I believe I will benefit if I follow					
	the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indica					hat you
ar	e "very likely," please indicate how	likely or ur	nlikely you ar	e to do the	following.	1
1	How likely are you to try the recommendation within the next week?					
2	How likely are you to follow the recommendation regularly over the next six months?					

 Compare sodium in foods like soup, bread and frozen meals-- and choose the foods with lower numbers.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree	Somewhat Agree 4	Strongly Agree 5
Oı	n a scale from 1 to 5, where 1 indica	l ites that you	l ı "strongly di	sagree", and	d 5 indicates t	hat you
"s	trongly agree," please indicate how	much you a	agree or disag	ree with ea	ch of the follo	owing
sta	atements.		1		1	
1	I understand what this message					
	is telling me to do.					
2	I believe I will benefit if I follow					
	the advice in this message.					
		Very	Somewhat	Neutral	Somewhat	Very
		Unlikely	Unlikely	- don't	Likely	Likely

		1	2	agree or	4	5
				disagree		
				3		
Oı	n a scale from 1 to 5, where 1 indica	ites that you	ı are "very un	likely," and	d 5 indicates t	hat you
are	e "very likely," please indicate how	likely or ur	ilikely you ar	e to do the	following.	
1	How likely are you to try the					
	recommendation within the next					
	week?					
2	How likely are you to follow the					
	recommendation regularly over					
	the next six months?					

 Desserts, cheesy foods, and hot dogs are high in saturated fat – think of them as treats, not everyday foods.

		Strongly Disagree	Somewhat Disagree	Neutral - don't	Somewhat Agree	Strongly Agree
		1	2	agree or disagree	4	5
	n a scale from 1 to 5, where 1 indica					
	trongly agree," please indicate how atements.	much you a	agree or disag	ree with ea	ch of the follo	owing
1	I understand what this message is telling me to do. I believe I will benefit if I follow the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indica	-	-	-		hat you
are 1	How likely," please indicate how how likely are you to try the recommendation within the next week?	likely or ur	nlikely you ar	e to do the	following.	
2	How likely are you to follow the recommendation regularly over the next six months?					

• When eating out, order lower calorie menu options.

	Strongly	Somewhat	Neutral	Somewhat	Strongly
	Disagree	Disagree	- don't	Agree	Agree
	1	2	agree or	4	5

				disagree 3		
Oı	n a scale from 1 to 5, where 1 indica	ites that you	"strongly dis	sagree", and	d 5 indicates t	hat you
"S1	trongly agree," please indicate how	much you a	agree or disag	ree with ea	ch of the follo	wing
sta	ntements.					
1	I understand what this message					
	is telling me to do.					
2	I believe I will benefit if I follow					
	the advice in this message.					
		Very Unlikely	Somewhat Unlikely	Neutral - don't	Somewhat Likely	Very Likely
		1	2	agree or	4	5
		•	_	disagree	•	
				3		
Ot	n a scale from 1 to 5, where 1 indica	ites that you	ı are "verv un	likely." and	l 5 indicates t	hat vou
	e "very likely," please indicate how	•	•	•		<i>j</i> •
1	How likely are you to try the					
	recommendation within the next					
	week?					
2	How likely are you to follow the					
	recommendation regularly over					
	the next six months?					

• Choose foods with lower calories, saturated fat, and sodium.

		Strongly Disagree 1	Somewhat Disagree 2	Neutral - don't agree or disagree 3	Somewhat Agree 4	Strongly Agree 5
"s	n a scale from 1 to 5, where 1 indicate trongly agree," please indicate how attements.	-		_		-
1	I understand what this message is telling me to do.					
2	I believe I will benefit if I follow the advice in this message.					
		Very Unlikely 1	Somewhat Unlikely 2	Neutral - don't agree or disagree 3	Somewhat Likely 4	Very Likely 5
	n a scale from 1 to 5, where 1 indicate "very likely," please indicate how	•	•	•		hat you
1			, ,			

	week?			
2	How likely are you to follow the			
	recommendation regularly over			
	the next six months?			

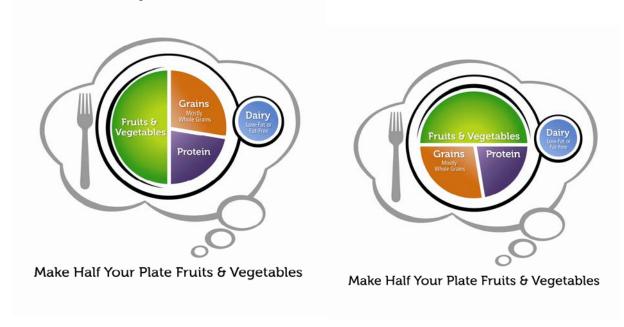
Section 2:

Graphic Concepts (5 minutes)

A series of graphic images has been developed to help explain aspects of the 2010 Dietary Guidelines 2010, which encourage all Americans to eat an overall healthy diet and to be physically active. The images are intended for consumers like you, and will be available on the Internet, as well as through other channels. Please view the following images carefully and provide your feedback about each of them.

[Show 2 sets of Thought Bubble Graphic Images, two images at a time. Images within each set will differ on one variable only – the variable being tested. For each set, have participants answer the following question. Survey ends with questions about a single image of the Thought Bubble Graphic]

Please select the single best answer.



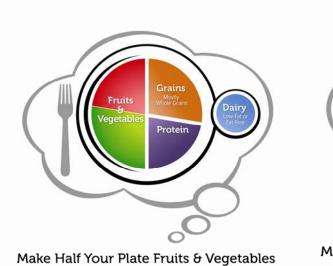
2A

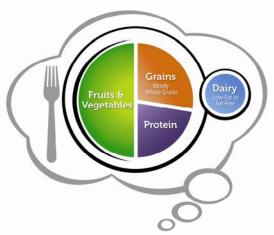
Graphic Image 2A:
[TB Image w/ F&V on LEFT, combined]

Graphic Image 2B: [TB Image w/ F&V on TOP, Combined]

2B

		Graphic Image A	Graphic Image B	No Difference
1	The image that most effectively conveys the idea that half of what you eat should be fruits and vegetables.			





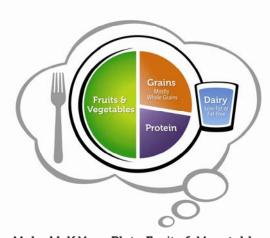
Make Half Your Plate Fruits & Vegetables

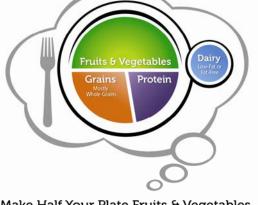
2C 2D

Graphic Image 2C: [TB Image w/ split F&V, LEFT]

Graphic Image 2D: [TB Image w/ combined F&V, LEFT]

		Graphic Image A	Graphic Image B	No Difference
1	The image that most effectively			
	conveys the idea that half of what			
	you eat should be fruits and			
	vegetables.			





Make Half Your Plate Fruits & Vegetables

Make Half Your Plate Fruits & Vegetables

2E 2F

Graphic Image 2E: [TB Image w/ DAIRY CUP]

Graphic Image 2F: [TB Image w/ DAIRY CIRCLE]

		Graphic Image C	Graphic Image D	No Difference
2	The image that most effectively conveys the idea: "Include fat-free or low-fat dairy products in your			
	meals."			