

**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
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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **Think...is it worth the calories?**

	Strongly	Somewhat	Neutral	Somewhat	Strongly
--	-----------------	-----------------	----------------	-----------------	-----------------

		Disagree 1	Disagree 2	- don't agree or disagree 3	Agree 4	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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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
--	--	--------------------------------------	--------------------------------------	--	-----------------------------------	-----------------------------------

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
--	--	----------------------------------	--------------------------------------	--	------------------------------------	--------------------------------

On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

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

		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
On a scale from 1 to 5, where 1 indicates that you are "very unlikely," and 5 indicates that 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?					

- **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
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
On a scale from 1 to 5, where 1 indicates that you are "very unlikely," and 5 indicates that 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?					

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

		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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **Twice a week, make seafood the protein on your plate.**

		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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **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
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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **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 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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **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
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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **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
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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **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 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	Somewhat Unlikely	Neutral - don't	Somewhat Likely	Very Likely

		1	2	agree or disagree 3	4	5
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

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

		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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **When eating out, order lower calorie menu options.**

		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 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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

- **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
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
On a scale from 1 to 5, where 1 indicates that you are “very unlikely,” and 5 indicates that 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?					

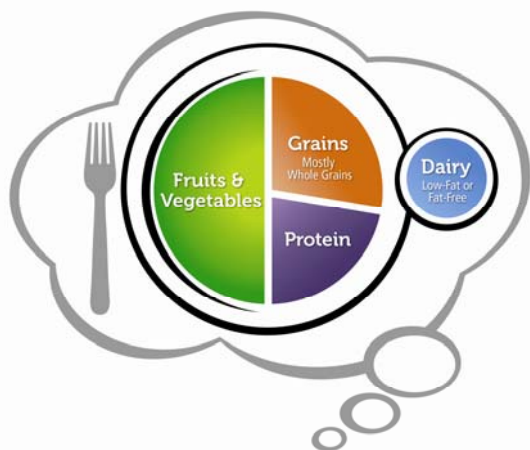
Section 2:

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]

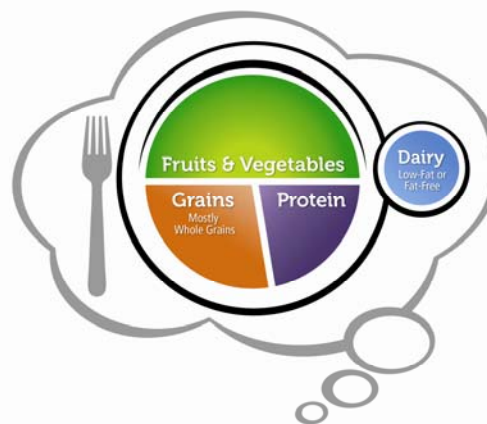
Please select the single best answer.



Make Half Your Plate Fruits & Vegetables

2A

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

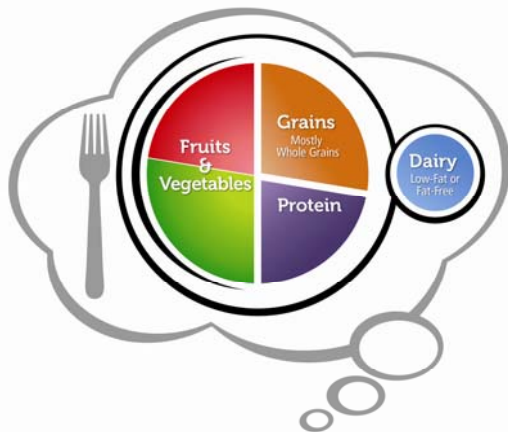


Make Half Your Plate Fruits & Vegetables

2B

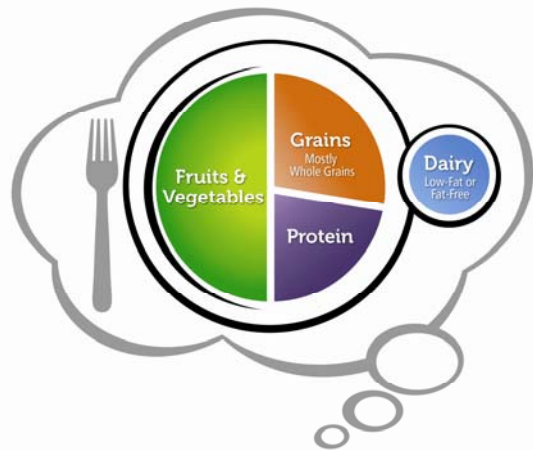
Graphic Image 2B:
[TB Image w/ F&V on TOP, Combined]

		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



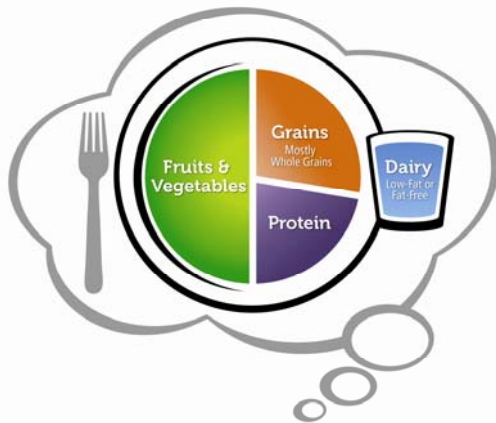
Make Half Your Plate Fruits & Vegetables

2D

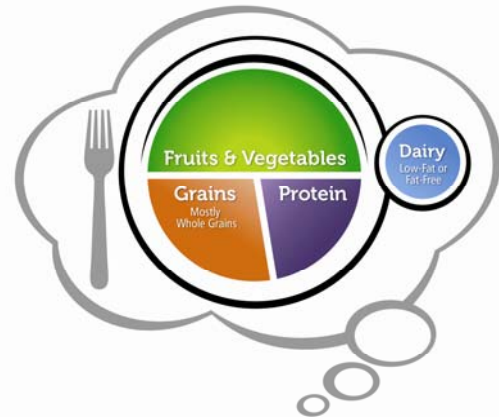
Graphic Image 2C:
[TB Image w/ split F&V, LEFT]

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."			