

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research and Analysis, Room 1014, Alexandria, VA 22302 ATTN: PRA (0584-0523). Do not return the completed form to this address.

ATTACHMENT E

Survey for USDA Food Choices and Nutrition Children, Age 10 – 13 Years Survey

Section 1:

Graphic Image Testing

A group of images has been developed by the United States Department of Agriculture (USDA) to encourage all Americans to eat a healthy diet. The images are intended for kids like you, and will be available on the Internet, in your classroom, and in magazines and brochures. Please look at the following images carefully and tell us what you think about them.

[Show the Thought Bubble w/ Plate Image, and have participants answer the following questions.]

Please indicate whether you agree or disagree with each of the following statements.

| | | Agree | Disagree | Not sure |
|---|--|-------|----------|----------|
| 1 | This image grabbed my attention. | | | |
| 2 | I know what this image is telling me to do. | | | |
| 3 | The image is telling me that half of what I eat should be fruits and vegetables. | | | |
| 4 | There is enough information in this image to help me eat better. | | | |
| 5 | This image makes me think about what I eat. | | | |
| 6 | I will probably do what the image suggests. | | | |

Section 2:

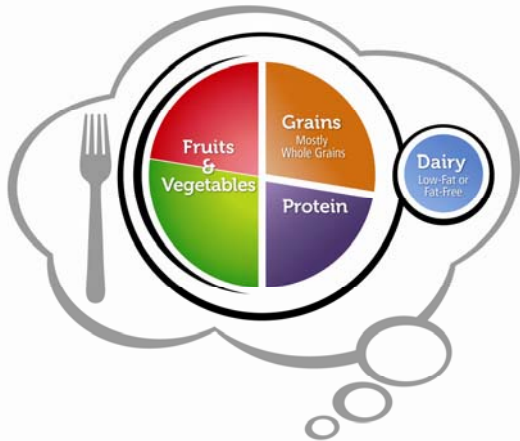
Graphic Images Comparison

[Show TWO sets of Thought Bubble w/ Plate 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.]

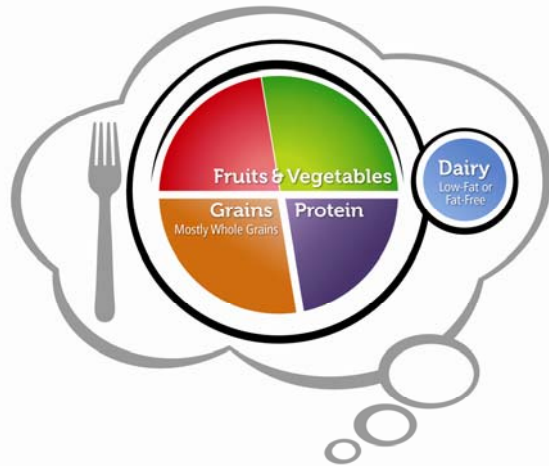
Please select the single best answer.

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ATTACHMENT E



Make Half Your Plate Fruits & Vegetables



Make Half Your Plate Fruits & Vegetables

1A

1B

Graphic Image 1A:
 [TB Image w/ F&V on LEFT]

Graphic Image 1B:
 [TB Image w/ F&V on TOP]

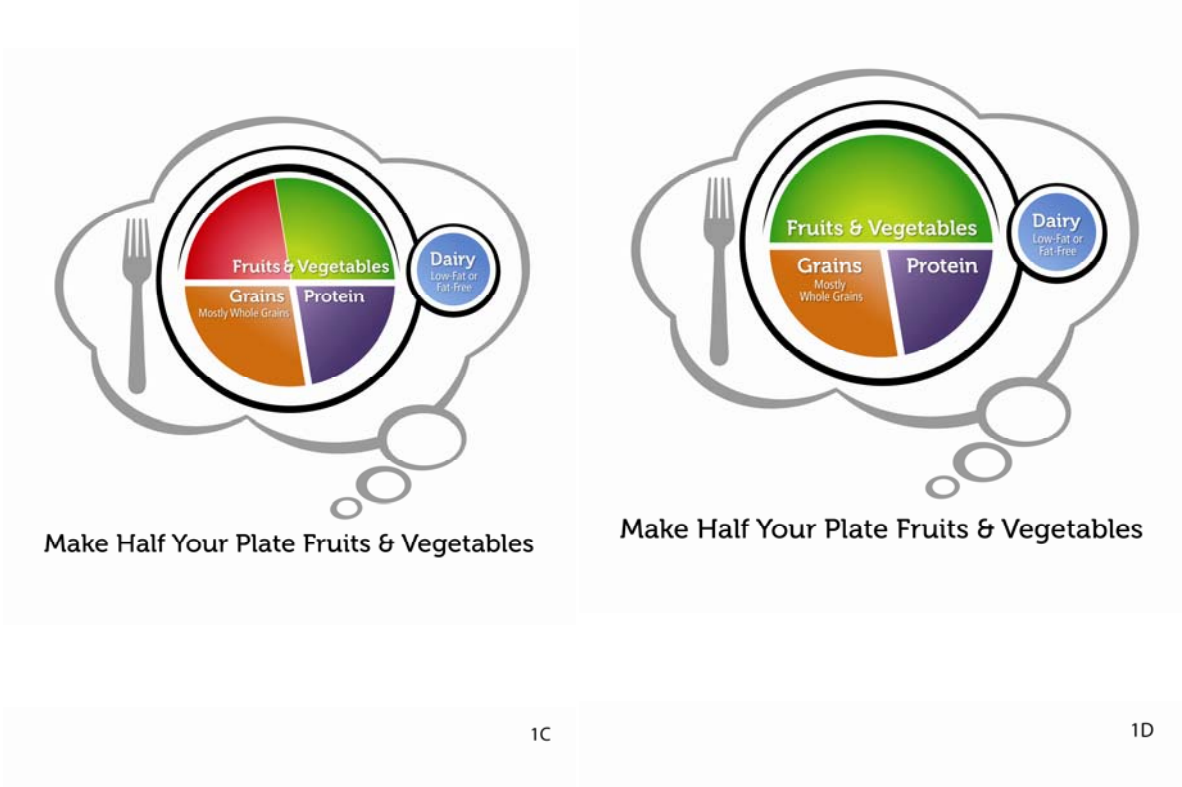
| | | Graphic Image A | Graphic Image B | No Difference |
|---|---|-----------------|-----------------|---------------|
| 1 | Which image is better at saying half of what you eat should be fruits and vegetables? | | | |

Which one of the following is the best way of saying half of what you eat should be fruits and vegetables?

- Make half your plate fruits and vegetables.
- Save half your plate for fruits and vegetables.

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ATTACHMENT E



1C

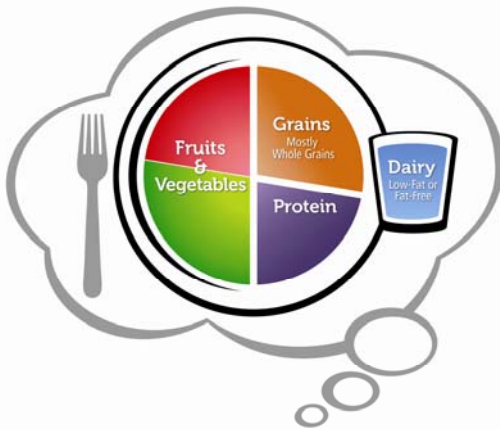
1D

| | |
|---|--|
| Graphic Image 1C: [TB Image w/ split F&V, TOP] | Graphic Image 1D: [TB Image w/ combined F&V, TOP] |
|---|--|

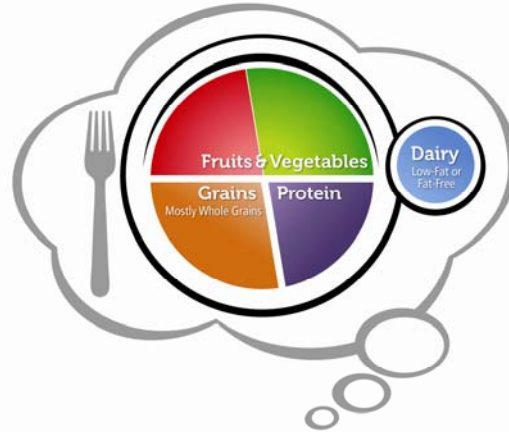
| | | Graphic Image A | Graphic Image B | No Difference |
|---|---|--------------------------------|--------------------------------|--------------------------|
| 1 | The image that most effectively conveys the idea that half of what you eat should be fruits and vegetables. | | | |

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Make Half Your Plate Fruits & Vegetables



Make Half Your Plate Fruits & Vegetables

1E

1F

Graphic Image 1E:

[TB Image w/ DAIRY CUP will be inserted on 11/19/10]

Graphic Image 1F:

[TB Image w/ DAIRY CIRCLE will be inserted on 11/19/10]

| | | Graphic Image C | Graphic Image D | No Difference |
|---|--|-----------------|-----------------|---------------|
| 2 | Which image is better at suggesting you should include fat-free or low-fat dairy products in your meals? | | | |