



*Form Approved: OMB No. 0910-0655*

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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:

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CFSAN/PRB Comments/HFS-24  
5100 Paint Branch Parkway  
College Park, MD 20740-3835

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.

**CONTINUE**

Thank you for agreeing to participate. You will be asked to rate some common food products based on the front and back labels you might see on these products in the store. It usually takes people about 15 minutes to complete the study. The information you provide will be kept strictly confidential.

**Please click the "Continue" button to begin the study.**

**CONTINUE**

Are you...

Female

Male

CONTINUE

What year were you born?

Please enter the value below.

19

CONTINUE

Are you of Hispanic or Latino origin?

Yes

No

CONTINUE

# What is your race?

You may choose one or more categories as they apply.

**White**

**Black or African American**

**Asian**

**Native Hawaiian or other  
Pacific Islander**

**American Indian or Alaska  
Native**

**Other**

**CONTINUE**

What is the highest grade or level of school you have completed or the highest degree you have received?

**0 - 11 years or grades**

**12 years, high school graduate, or GED**

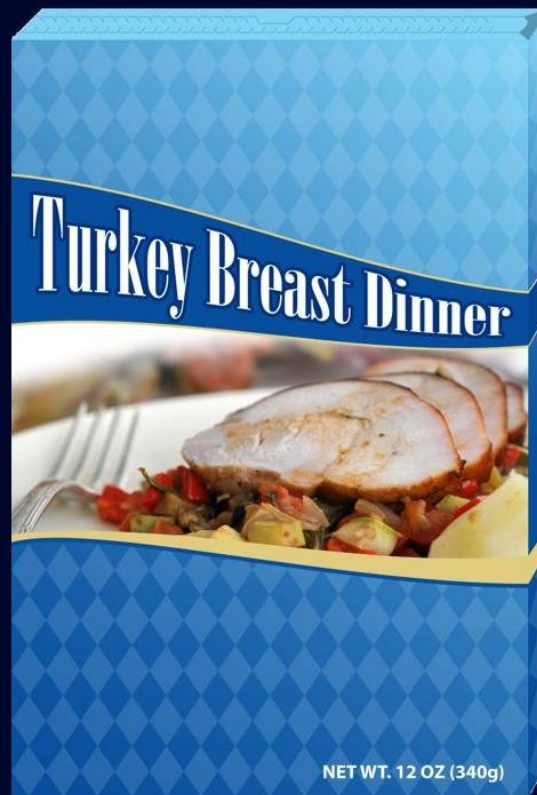
**1 - 3 years of college or associate degree**

**4 years of college or college graduate**

**Postgraduate, masters, doctorate, law degree, MD**

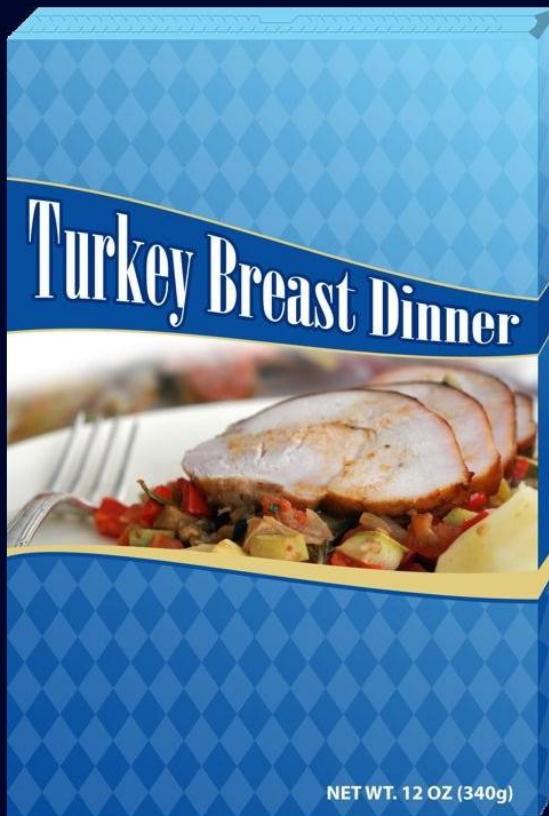
**CONTINUE**

Take a moment to look at these products because you will be asked some questions about them. When you are ready, click on the "CONTINUE" button.



**CONTINUE**





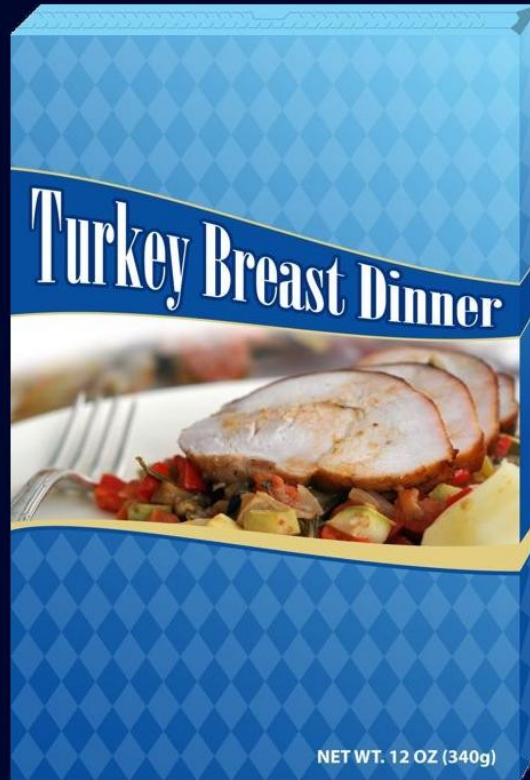
If you were shopping for Frozen Meals, which of these two products would you be more likely to buy?

Turkey Dinner

Wheat Pizza

I can't tell

**CONTINUE**



Based on what you can see on the labels, if you wanted to buy a healthy product for your family, which of these two products would you select?

Turkey Dinner

Wheat Pizza

I can't tell

**CONTINUE**

# Why did you decide to choose Wheat Pizza?

Type your answer in the field below and click CONTINUE.

I like pizza

CONTINUE

Now we want to ask you a few questions about the product you chose. At any point during the next few questions, feel free to click on the package for more information about the product.

Please indicate how much you agree with the following statements.

Select your answers on the screen.



Click on the package for more information.

I consider the Wheat Pizza to be a healthy food

Including the Wheat Pizza as part of my diet may lower my risk of gaining weight

Strongly disagree

Strongly agree

Strongly disagree					Strongly agree
1	2	3	4	5	
1	2	3	4	5	

**CONTINUE**

Now we want to ask you a few questions about the product you chose. At any point during the next few questions, feel free to click on the package for more information about the product.

Please indicate how much you agree with the following statements.

Select your answers on the screen.



Click on the package for more information.

Including the Wheat Pizza as part of my diet may lower my risk of coronary heart disease

Including the Wheat Pizza as part of my diet may lower my risk of high blood pressure

Strongly disagree

Strongly agree

Strongly disagree					Strongly agree
1	2	3	4	5	
1	2	3	4	5	

**CONTINUE**

Now we want to ask you a few questions about the product you chose. At any point during the next few questions, feel free to click on the package for more information about the product.

Please indicate how much you agree with the following statements.

Select your answers on the screen.



Click on the package for more information.

Including the Wheat Pizza as part of my diet may lower my risk of diabetes

Including the Wheat Pizza as part of my diet will improve my overall diet

Strongly disagree

Strongly agree

Strongly disagree					Strongly agree
1	2	3	4	5	
1	2	3	4	5	

**CONTINUE**

Now we want to ask you a few questions about the product you chose. At any point during the next few questions, feel free to click on the package for more information about the product.

Please indicate how much you agree with the following statements.

Select your answers on the screen.



If I included the Wheat Pizza as part of my diet I would have to be careful about how much of it I ate

Strongly disagree

Strongly agree

1

2

3

4

5

Click on the package for more information.

**CONTINUE**

Now we want to ask you a few questions about the nutrient levels in the product you chose.

On a scale of 1 to 5 where 1 is none or a little and 5 is a lot, how much of each of the following things would you say this product has?



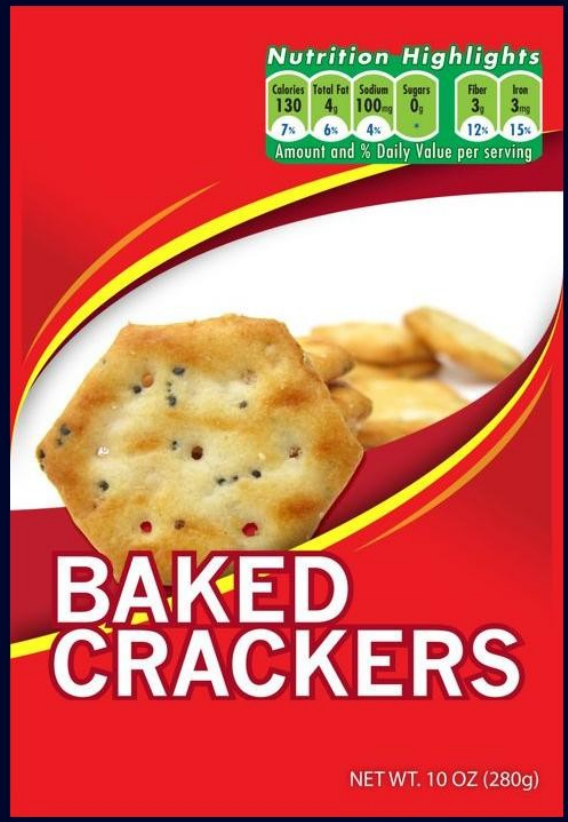
Click on the package for more information.

Select your answers on the screen.

	None or a little		A lot			
Vitamin A	1	2	3	4	5	Don't know
Calories	1	2	3	4	5	Don't know
Sodium	1	2	3	4	5	Don't know
Total Fat	1	2	3	4	5	Don't know

**CONTINUE**



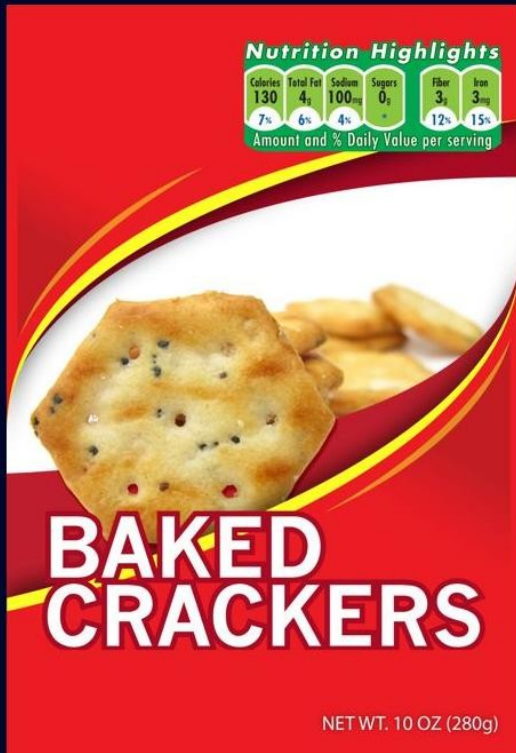


Take a moment to look at this product because you will be asked some questions about it. At any time you want to magnify an area on the product image, pass the cursor over it.

When you are ready, click on the "CONTINUE" button.

Click on the package for more information.

**CONTINUE**



Click on the package for more information.

Now we want to ask you a few questions about this product. At any point during the next few questions, feel free to click on the package for more information about the product.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

Select your answers on the screen.

I consider the Baked Crackers to be a healthy food

Strongly disagree

Strongly agree

1

2

3

4

5

Including the Baked Crackers as part of my diet may lower my risk of gaining weight

1

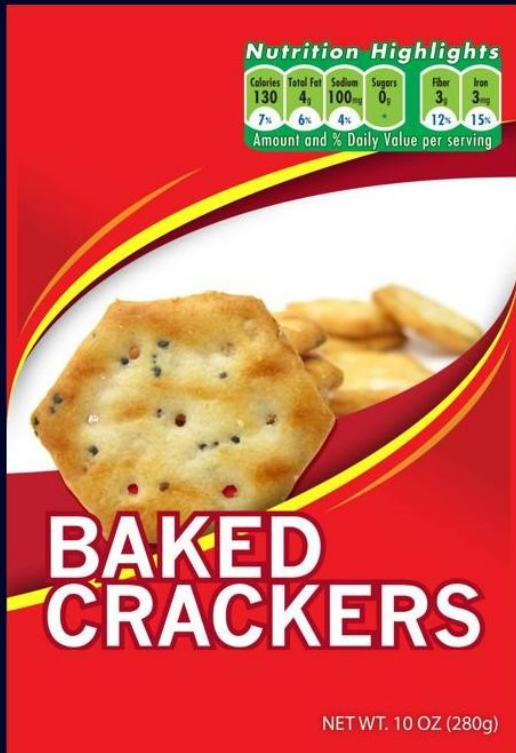
2

3

4

5

CONTINUE



Click on the package for more information.

Now we want to ask you a few questions about this product. At any point during the next few questions, feel free to click on the package for more information about the product.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

Select your answers on the screen.

Including the Baked Crackers as part of my diet may lower my risk of coronary heart disease

Strongly disagree					Strongly agree
1	2	3	4	5	

Including the Baked Crackers as part of my diet may lower my risk of high blood pressure

1	2	3	4	5
---	---	---	---	---

CONTINUE



Click on the package for more information.

Now we want to ask you a few questions about this product. At any point during the next few questions, feel free to click on the package for more information about the product.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

Select your answers on the screen.

Including the Baked Crackers as part of my diet may lower my risk of diabetes

Strongly disagree					Strongly agree
1	2	3	4	5	

Including the Baked Crackers as part of my diet will improve my overall diet

1	2	3	4	5
---	---	---	---	---

CONTINUE



Click on the package for more information.

Now we want to ask you a few questions about this product. At any point during the next few questions, feel free to click on the package for more information about the product.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

Select your answers on the screen.

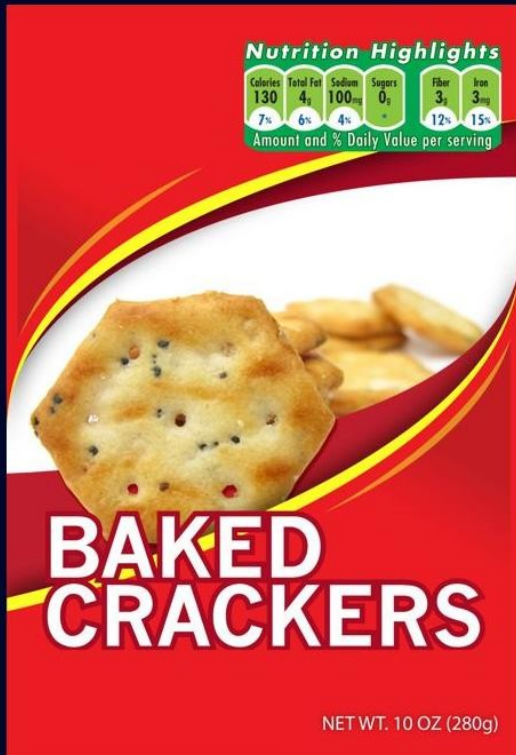
If I included the Baked Crackers as part of my diet I would have to be careful about how much of it I ate

Strongly disagree

Strongly agree

1	2	3	4	5
---	---	---	---	---

**CONTINUE**



Click on the package for more information.

Now we want to ask you a few questions about nutrient levels in this product. At any point during this question, feel free to click on the package for more information about the product.

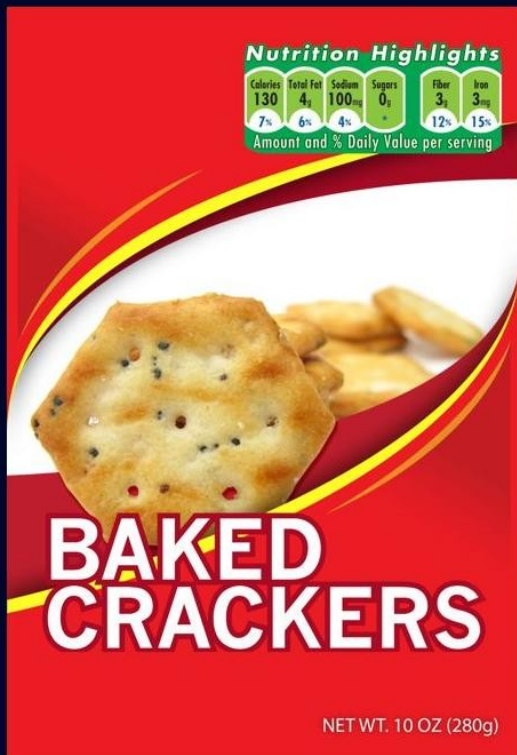
On a scale of 1 to 5 where 1 is none or a little and 5 is a lot, how much of each of the following things would you say this product has?

Please select one answer for each nutrient.

	None or a little		A lot			
<b>Sodium</b>	1	2	3	4	5	Don't know
<b>Iron</b>	1	2	3	4	5	Don't know
<b>Total Fat</b>	1	2	3	4	5	Don't know
<b>Calories</b>	1	2	3	4	5	Don't know

**CONTINUE**

On a scale of 1 to 5 where 1 is 'not tasty at all' and 5 is 'very tasty', how tasty would you say this product is?



Click on the package for more information.

Not  
tasty  
at all

Very  
tasty

1

2

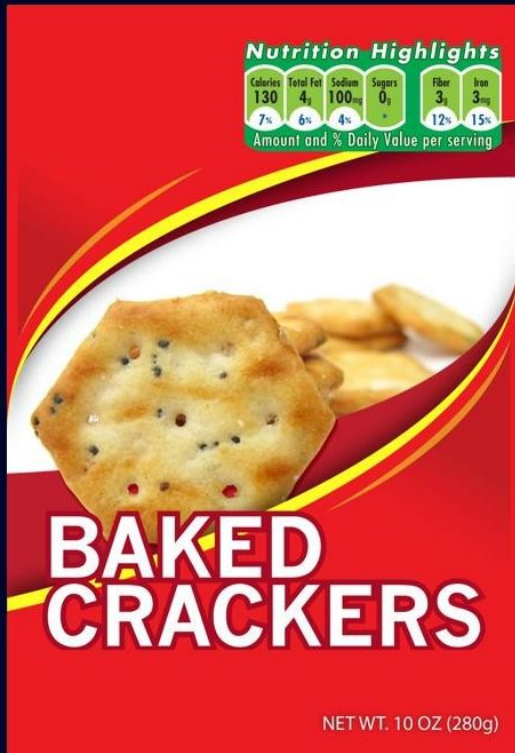
3

4

5

**CONTINUE**

On a scale of 1 to 5 where 1 is 'not helpful at all' and 5 is 'very helpful', how helpful would you say the Nutrition Highlights symbol is in telling you the nutritional qualities of this product?



Not helpful at all

Very helpful

1

2

3

4

5

CONTINUE



On a scale of 1 to 5 where 1 is 'not helpful at all' and 5 is 'very helpful', how helpful would you say the Nutrition Highlights symbol is in helping you decide how much of this product to eat?



Not helpful at all

Very helpful

1

2

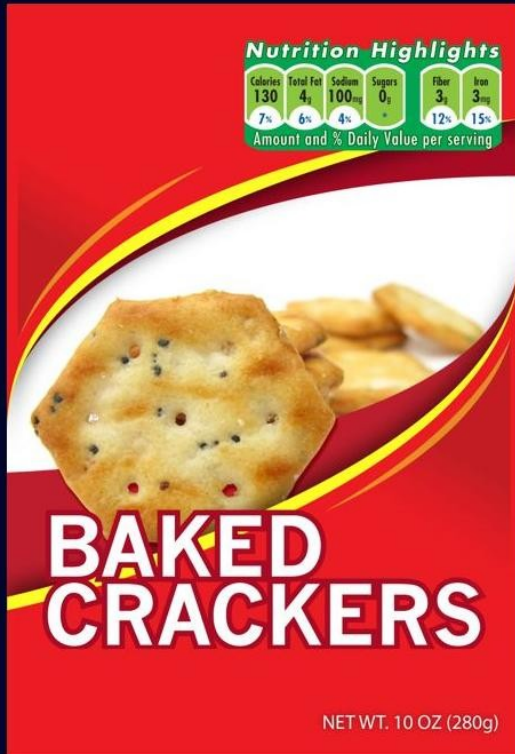
3

4

5

CONTINUE

On a scale of 1 to 5 where 1 is 'not trustworthy at all' and 5 is 'very trustworthy', how trustworthy would you say the Nutrition Highlights symbol is in telling you the nutritional qualities of this product?



Not trustworthy at all

Very trustworthy

1

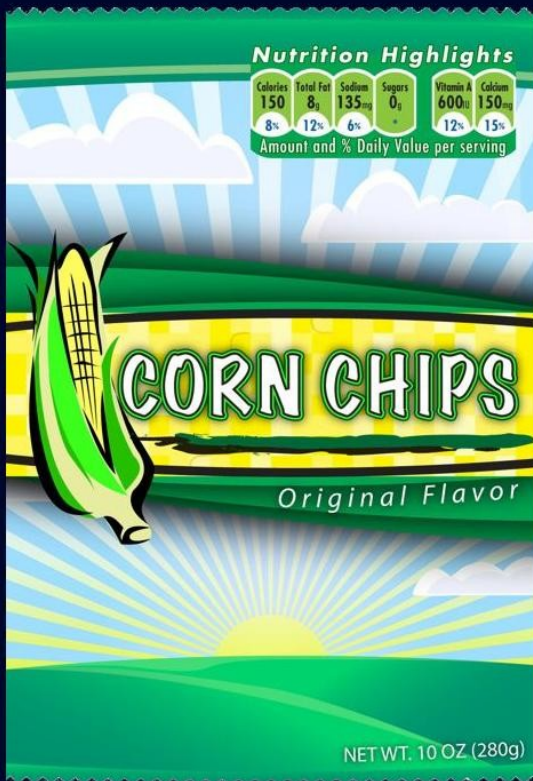
2

3

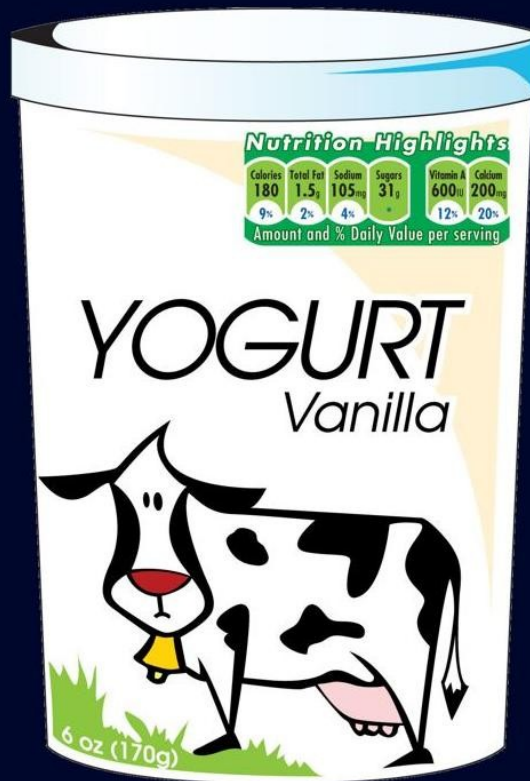
4

5

CONTINUE



Click on the package for more information.



Click on the package for more information.

Take a moment to look at these two products because you will be asked some questions about them. At any time you want to magnify an area on a product image, pass the cursor over it. Also feel free to click on the images for more information about these products.

Based on what you can see on the labels, if you wanted to buy a healthy product for your family, which of these two products would you select?

Corn Chips

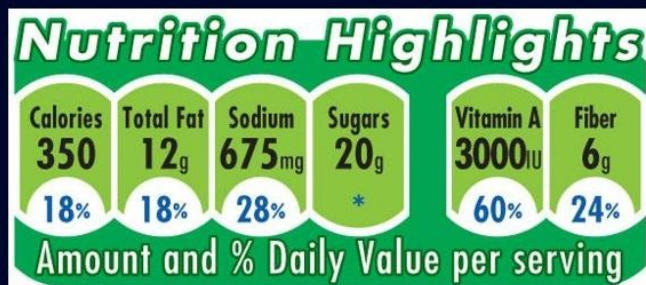
Yogurt

I can't tell

CONTINUE

Have you seen this symbol before taking this survey?

Please select one answer for each symbol.



Yes

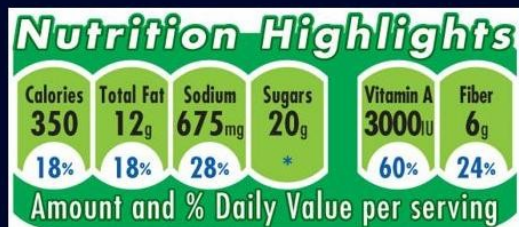
No

Don't Know

CONTINUE

As far as you know, who decides what food products can show this symbol?

Select all that are appropriate.



Food retailer  
(supermarket)

Food  
manufacturer

Government

Other

Don't Know

CONTINUE

# How often do you eat these types of foods in a typical month?

Please select one answer for each food.

<b>Yogurts</b>	Everyday or nearly every day	2-3 times a week	Once a week	Less than once a week	Never eat it	Don't know
<b>Snacks such as crackers and chips</b>	Everyday or nearly every day	2-3 times a week	Once a week	Less than once a week	Never eat it	Don't know
<b>Frozen Meals</b>	Everyday or nearly every day	2-3 times a week	Once a week	Less than once a week	Never eat it	Don't know

**CONTINUE**

In the past six months, did you yourself shop for all, most, some, or none of these foods you ate?

Please select one answer for each product.

<b>Yogurts</b>	All	Most	Some	None	Don't eat	Don't know
<b>Snacks such as crackers and chips</b>	All	Most	Some	None	Don't eat	Don't know
<b>Frozen Meals</b>	All	Most	Some	None	Don't eat	Don't know

**CONTINUE**

Think about shopping for Snacks such as crackers and chips at the store. On a scale of 1 to 5 where 1 is not at all important and 5 is very important, how important to you is each of the factors listed below?

Select your answers on the screen.

	Not at all important				Very important
<b>Brand</b>	1	2	3	4	5
<b>Healthiness or Nutritional Qualities</b>	1	2	3	4	5
<b>Taste</b>	1	2	3	4	5
<b>Price</b>	1	2	3	4	5

CONTINUE



Think about shopping for Frozen Meals at the store. On a scale of 1 to 5 where 1 is not important at all and 5 is very important, how important to you is each of the factors listed below?

Select your answers on the screen.

	Not important at all				Very important
<b>Brand</b>	1	2	3	4	5
<b>Price</b>	1	2	3	4	5
<b>Healthiness or nutritional qualities</b>	1	2	3	4	5
<b>Taste</b>	1	2	3	4	5

**CONTINUE**

When you buy a food product for the **first time**, how often do you read the label to find out how much it has in things like calories, fat, sodium, or vitamins?

Regularly

Occasionally

Hardly Ever

Never

Don't know

CONTINUE

How often do you read food labels to compare how healthy or nutritious different products are?

**Regularly**

**Occasionally**

**Hardly Ever**

**Never**

**Don't know**

**CONTINUE**

How healthy would you say each of these foods is in general? On a scale of 1 to 5 where 1 is not healthy at all and 5 is very healthy.

**Please select one answer for each product.**

	Not healthy at all				Very healthy
Yogurts	1	2	3	4	5
Snacks such as crackers and chips	1	2	3	4	5
Frozen Meals	1	2	3	4	5

**CONTINUE**

Compared to the average consumer, how knowledgeable are you about the average nutritional qualities of Snacks such as crackers and chips?

One of the  
least  
knowledgeable

One of the  
most  
knowledgeable

1

2

3

4

5

**CONTINUE**

How familiar are you with the average nutritional qualities of Snacks such as crackers and chips?

Not at all  
familiar

Extremely  
familiar

1

2

3

4

5

6

Don't  
Know

CONTINUE

Have you ever heard or read that **Snacks such as crackers and chips** may help lower the risk of the following health problems?

Diabetes or high blood sugar	Yes	No	Don't know
Hypertension or high blood pressure	Yes	No	Don't know
Obesity or overweight	Yes	No	Don't know
Heart disease	Yes	No	Don't know
Cancer	Yes	No	Don't know

**CONTINUE**

Compared to the average consumer, how knowledgeable are you about the average nutritional qualities of Frozen Meals?

One of the  
least  
knowledgeable

One of the  
most  
knowledgeable

1

2

3

4

5

**CONTINUE**



How familiar are you with the average nutritional qualities of Frozen Meals?

Not at all  
familiar

Extremely  
familiar

1

2

3

4

5

6

Don't  
Know

CONTINUE

Have you ever heard or read that **Frozen Meals** may help lower the risk of the following health problems?

Cancer	Yes	No	Don't know
Heart disease	Yes	No	Don't know
Diabetes or high blood sugar	Yes	No	Don't know
Obesity or overweight	Yes	No	Don't know
Hypertension or high blood pressure	Yes	No	Don't know

**CONTINUE**

From the list below, which do you try to limit?

Select all that apply.

Carb or carbohydrate

Calories

Salt or sodium

Sugar

Fat

Cholesterol

None of these

Don't know

Prefer not to answer

CONTINUE

When did you start trying to limit these things? Was it within the past 3 months or more than 3 months ago?

<b>Fat</b>	Within the past 3 months	More than 3 months ago	Don't know	Prefer not to answer
<b>Carb or carbohydrate</b>	Within the past 3 months	More than 3 months ago	Don't know	Prefer not to answer
<b>Sugar</b>	Within the past 3 months	More than 3 months ago	Don't know	Prefer not to answer

**CONTINUE**

From the list below, which do you try to have enough of?

Select all that apply.

Vitamin A

Calcium

Iron

Fiber

Vitamin C

None of these

Don't know

Prefer not to answer

CONTINUE

When did you start trying to have enough of these things? Was it within the past 3 months or more than 3 months ago?

**Vitamin A**

Within the past 3 months

More than 3 months ago

Don't know

Prefer not to answer

**Vitamin C**

Within the past 3 months

More than 3 months ago

Don't know

Prefer not to answer

**Iron**

Within the past 3 months

More than 3 months ago

Don't know

Prefer not to answer

**CONTINUE**

Do you consider yourself to be a vegetarian?

Yes

No

Don't know

Prefer not to answer

CONTINUE

Do you have any food allergies?

Yes

No

Don't know

Prefer not to answer

CONTINUE



On a scale of 1 to 4 where 1 is strongly disagree and 4 is strongly agree, how much do you agree with each of the following statements?

**Please select one for each statement.**

	Strongly disagree		Strongly agree		
Using food labels to choose foods would be better than just relying on my own knowledge about what is in them	1	2	3	4	Don't know
I feel confident that I know how to use food labels to choose a nutritious diet	1	2	3	4	Don't know
The nutrition information on food labels is hard to interpret	1	2	3	4	Don't know

**CONTINUE**

On a scale of 1 to 4 where 1 is strongly disagree and 4 is strongly agree, how much do you agree with each of the following statements?

**Please select one for each statement.**

	<b>Strongly disagree</b>			<b>Strongly agree</b>	
I would like to learn more about how to use food labels to choose a nutritious diet	1	2	3	4	Don't know
Reading food labels takes more time than I can spare	1	2	3	4	Don't know

**CONTINUE**

The next few questions may seem a bit personal, but we need this information because this survey is about nutrition and health

**CONTINUE**

Would you say your health in general is...

**excellent**

**very good**

**good**

**fair**

**poor**

**Don't know**

**Prefer not to answer**

**CONTINUE**

## Are these health problems of concern to you?

Please select an answer for each of the health problems.

High cholesterol	Yes	No	Don't know	Prefer not to answer
Osteoporosis or bone problem	Yes	No	Don't know	Prefer not to answer
Heart disease	Yes	No	Don't know	Prefer not to answer
Obesity or overweight	Yes	No	Don't know	Prefer not to answer
Diabetes or high blood sugar	Yes	No	Don't know	Prefer not to answer

**CONTINUE**

## Are these health problems of concern to you?

Please select an answer for each of the health problems.

Cancer	Yes	No	Don't know	Prefer not to answer
Hypertension or high blood pressure	Yes	No	Don't know	Prefer not to answer
Stroke	Yes	No	Don't know	Prefer not to answer

**CONTINUE**

# How tall are you without shoes?

Please enter a number in both the 'feet' and 'inches' or select 'prefer not to answer.'

Feet

Inches

Prefer not to  
answer

CONTINUE

How much do you weigh without shoes?

Please enter a number in the pounds blank.

Pounds

Prefer not to  
answer

CONTINUE



Do you consider yourself to be overweight, underweight, or about the right weight?

**Overweight**

**Underweight**

**About the right weight**

**Don't know**

**Prefer not to answer**

**CONTINUE**

Now we would like to ask you a few questions about the survey itself.

**Click on the screen to continue.**

**CONTINUE**

Please indicate how frequently you have encountered the following problems in going through the survey.

Select your answers on the screen.

Instruction is not clear	Always	Often	Sometimes	Occasionally	Never
Question is not clear	Always	Often	Sometimes	Occasionally	Never
Question is difficult to answer	Always	Often	Sometimes	Occasionally	Never
Answer options are confusing	Always	Often	Sometimes	Occasionally	Never
Answer options don't make sense	Always	Often	Sometimes	Occasionally	Never
Questions are repetitive	Always	Often	Sometimes	Occasionally	Never

**CONTINUE**

Please indicate your level of agreement with these two statements.

Select your answers on the screen.

I enjoyed doing this survey

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

I found this survey more difficult than other surveys I have done in the Surveyspot panel

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

CONTINUE

Please provide any other comments you may have about this survey.

Type your answer in the field below and click CONTINUE.

CONTINUE

Those are all of the questions that we have for you today. Thank you very much for participating in this important research!

Please click on the CONTINUE button to close out the survey.

**CONTINUE**