

Health and Media Survey

Form Approved

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SECTION A: PHYSICAL ACTIVITY AND NUTRITION

Think about all the vigorous activities which take hard physical effort that you did in the last 7 days. Vigorous activities make you breathe harder than normal and may include heavy lifting, aerobics, or fast bicycling. Think only about those physical activities that you did for at least 10 minutes at a time.

During the last 7 days, on how many days did you do vigorous physical activities?

- None
- 1 Day
- 2 Days
- 3 Days
- 4 Days
- 5 Days
- 6 Days
- 7 Days

How much time did you usually spend doing vigorous physical activities on any one of those days?

hours/ minutes per day

Think about the activities which take moderate physical effort that you did in the last 7 days. Moderate physical activity make you breathe somewhat harder than normal and may include carrying light loads, bicycling at a regular pace, or housework. Do not include walking. Again, think about only those physical activities that you did for at least 10 minutes.

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During the last 7 days, on how many days did you do moderate physical activities?

- None
- 1 Day
- 2 Days
- 3 Days
- 4 Days
- 5 Days
- 6 Days
- 7 Days

How much time did you usually spend doing moderate physical activities on any one of those days?

hours/ minutes per day

Now think about the time you spent walking in the last 7 days. This includes at work and at home, walking to travel from place to place, and any other walking that you might do solely for recreation, sport, exercise, or leisure.

During the last 7 days, on how many days did you walk for at least 10 minutes at a time?

- None
- 1 Day
- 2 Days
- 3 Days
- 4 Days
- 5 Days
- 6 Days
- 7 Days

How much time did you usually spend walking on any one of those days?

hours/ minutes per day

Would you say that you usually get enough physical activity?

- Yes
- No

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What do you usually do when you have a choice about how you spend leisure time?

- Almost always choose activities like TV, reading, listening to music, or computers.
- Usually choose activities like TV, reading, listening to music, or computers.
- Just as likely choose active or inactive activities.
- Usually choose activities like walking, bicycling, dancing, or active sports.
- Almost always choose activities like walking, bicycling, dancing, or active sports.

Fruits and vegetables come in many forms: fresh, frozen, canned, dried, and 100% fruit and vegetable juices. Fruits and vegetables can be cooked or eaten raw. They can also be eaten by themselves or as part of a mixed dish such as soups or casseroles. Use this table to help you count your fruit and vegetable servings...

COUNT AS ONE SERVING:

Vegetables:

- 1/2 cup of cooked or raw vegetables
- 1 cup of raw leafy greens

Fruit:

- 1/2 cup or a medium sized piece of fruit
- 3/4 cup of 100% fruit juice
- 1/4 cup of dried fruit

How many servings of fruits and vegetables do you usually eat each day?

- None
- 1 Serving
- 2 Servings
- 3 Servings
- 4 Servings
- 5 Servings
- 6 Servings or more

Would you say that you usually get enough servings fruits and vegetables?

- Yes No

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Do you consistently choose to eat high fiber foods such as high fiber cereals (5 grams/serving), breads (2 grams per serving), beans and legumes, fruits, and vegetables?

- No, and I do NOT intend to in the next 6 months.
- No, but I intend to in the next 6 months.
- No, but I intend to in the next 30 days.
- Yes, I have been, but for LESS than 6 months.
- Yes, I have been for MORE than 6 months.

Do you consistently avoid eating high fat foods?

- No, and I do NOT intend to in the next 6 months.
- No, but I intend to in the next 6 months.
- No, but I intend to in the next 30 days.
- Yes, I have been, but for LESS than 6 months.
- Yes, I have been for MORE than 6 months.

About how often do you drink regular soda or pop that contains sugar? Do not include diet soda or diet pop.

- times per
- Never

About how often do you drink sweetened fruit drinks, such as Kool-aid, cranberry, and lemonade? Include fruit drinks you made at home and added sugar to.

- times per
- Never

On how many of the past 7 days did you eat food from a fast-food restaurant, such as McDonalds, KFC, Pizza Hut, Taco Bell, or a local fast-food restaurant?

- Zero days
- One day
- Two days
- Three days
- Four days
- Five days

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- Six days
- Seven days

	No, and I don't intend to in the next 6 months	Yes, and I intend to in the next 6 months	Yes, and I intend to in the next 30 days
Do you intend to increase the amount of time you spend doing physical activity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you intend to eat more servings of fruits and vegetables every day?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you intend to reduce the amount of sugar-sweetened soft drinks or fruit drinks that you drink (For example, Coke, Sprite, Kool-Aid, Snapple)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you intend to reduce how often you eat food from fast food restaurants?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate how likely you are to do each of the following in the next six months. In the next six months how likely are you to...

Look for more information on ways to make it easier for you and your family to get healthy foods and drinks

- Very unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Very likely

Look for more information on ways to make it easier for you and your family to be active and do things like walk, bike, and play

- Very unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Very likely

Support policies or other efforts in your community that make it easier for people in your community to get healthy foods and drinks

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- Very unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Very likely

Support policies or other efforts in your community that make it easier for people in your community to be active and do things like walk, bike, and play

- Very unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Very likely

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SECTION B: ATTITUDES ABOUT HEALTH

The next few questions ask about your community. Different people think about community in different ways. Community can be people in your town, neighborhood, place of worship, or local organization. How much do you agree or disagree with each of the following statements?

Childhood obesity is a problem in my community.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Adult obesity is a problem in my community.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Children not getting enough healthy foods and drinks is a problem in my community.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Children not having access to places to be active and do things like walk, bike, and play is a problem in my community.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

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How much do you agree or disagree with each of the following statements?

It is important for me to eat healthy foods.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

It is important for me to drink healthy drinks such as water, milk, or 100% fruit juice.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

It is important for me to avoid non-diet sugar-sweetened drinks (For example, Coke, Kool-Aid, Snapple, Gatorade).

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

It is important for me to keep my children from drinking non-diet sugar-sweetened drinks (For example, Coke, Kool-Aid, Snapple, Gatorade).

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

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It is important for me to be active and do things like walk, bike and play.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

It is important for me to get my children to be active and do things like walk, bike and play.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

There are different ideas about what causes people to be overweight. To what extent does each of the following cause people to be overweight?

Genetics or heredity (something that tends to run in families)

- Not at all
- A little
- Somewhat
- A lot

Drinking sugary drinks like soda, not diet drinks or 100% fruit juice

- Not at all
- A little
- Somewhat
- A lot

Eating fast food like burgers and fries

- Not at all
- A little
- Somewhat
- A lot

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Not getting enough physical activity or exercise

- Not at all
- A little
- Somewhat
- A lot

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SECTION C: MEDIA USE AND AWARENESS

On an average day, how much television do you watch?

- None
- Less than one hour
- About 1 hour
- About 2 hours
- About 3 hours
- About 4 hours
- 5 hours or more

On an average day, how many hours do you listen to the radio?

- None
- Less than one hour
- About 1 hour
- About 2 hours
- About 3 hours
- About 4 hours
- 5 hours or more

On an average day, how many hours do you use the Internet for personal reasons?

- None
- Less than one hour
- About 1 hour
- About 2 hours
- About 3 hours
- About 4 hours
- 5 hours or more

What type of Internet connection do you have for your home computer or other primary computer?

- Cable/DSL/Broadband/High-Speed
- Dial-Up
- My computer is not connected to the internet
- Not sure

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In the past 30 days have you seen, heard, or read any TV, radio, newspaper, or online advertising or messages about any of the following? Please select all that apply.

- Encouraging individuals to eat healthy food
- Encouraging individuals to drink healthy drinks (water, milk, 100% fruit juice)
- Encouraging individuals to get physical activity
- Increasing local healthy food and drink options
- Increasing local physical activity options
- Making it easier in communities to walk, bike, and play
- Getting more physical education and physical activity for children in schools
- Making it easier for children to drink more water throughout the day
- None of these

In the past 30 days, how often have you seen or heard any advertising or messages that encourage individuals to eat healthy foods, drink healthy beverages, and/or be physically active?

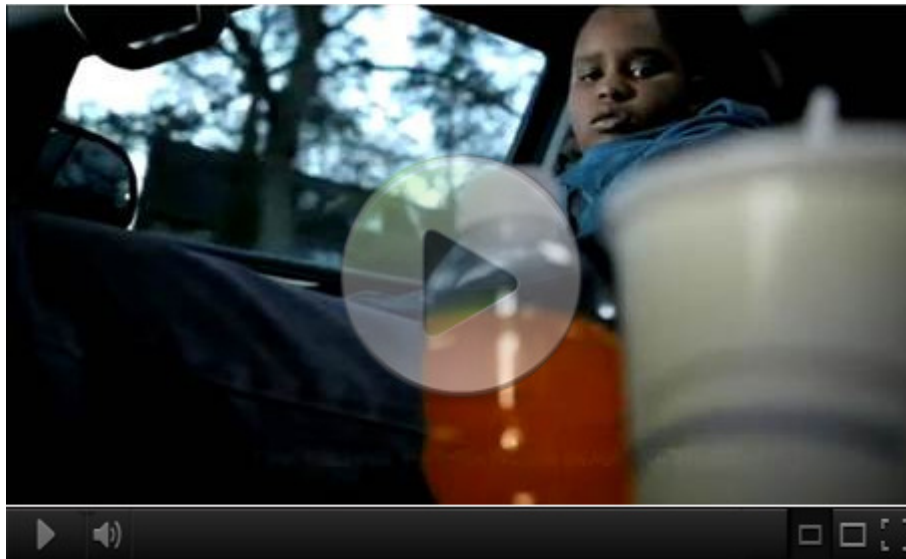
- Not at all
- Once in the past 30 days
- A few times in the past 30 days
- Many times in the past 30 days
- Daily or almost daily in the past 30 days
- Don't know

Thinking of the messages that you saw or heard that encouraged individuals to eat healthy foods, drink healthy beverages, and/or be physically active, where did you see or hear them? Please select all that apply.

- Newspapers or magazines
- Billboards or posters
- TV or radio
- Websites
- Online ads
- Facebook
- Twitter
- Promotion at work
- Promotion at a sports or community event
- Somewhere else not listed
- Don't remember

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Now, we would like you to view a series of television advertisements that have been shown in the U.S. When you are ready, please click on the link below to view the first advertisement. There are a total of XX ads to view. After you view each ad, there will be a few questions that ask about your opinions of the ad.



Were you able to view this video?

- Yes
- No

As you viewed this ad, how was it in terms of viewing and sound quality? In answering, think about such issues as whether the images were jerky or unclear or whether the sound was clear and smooth.

- Not at all clear and smooth
- Somewhat clear and smooth
- Clear and smooth
- Very clear and smooth
- Extremely clear and smooth

Now we would like to show you some screen shots from a television advertisement that has been shown in the U.S. Once you have viewed the images displayed below, please click on the forward arrow below to continue with the survey.

Have you seen this ad on television in the past 30 days?

- Yes
- No

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In the past 30 days, how frequently have you seen this ad on television?

- Rarely
- Sometimes
- Often
- Very Often

Please tell us if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statements.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
This ad is worth remembering.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad grabbed my attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad is powerful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad is informative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad is meaningful to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad is convincing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad is ridiculous.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad is terrible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This ad was difficult to watch.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

On scale of 1 to 5, where 1 means "not at all" and 5 means "very", please indicate how much this ad made you feel...

	1 Not at all	2	3	4	5 Very
Sad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Afraid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irritated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Ashamed

Discouraged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hopeful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motivated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Angry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

On a scale of 1 to 5, where 1 means "not at all" and 5 means "very", how much did watching this ad make you want to do the following:

	1 Not at all	2	3	4	5 Very
Take action to eat healthy foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to drink healthy drinks (water, milk, 100% fruit juice)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to avoid sugar-sweetened soft drinks or fruit drinks (For example, Coke, Sprite, Kool-Aid, Snapple)*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to be active and do things like walk, bike and play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to get my children to eat healthy foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to get my children to drink healthy drinks (water, milk, 100% fruit juice)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to keep my children from drinking sugar-sweetened soft drinks or fruit drinks (For example, Coke, Sprite, Kool-Aid, Snapple)*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to get my children to be active and do things like walk, bike and play	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take action to get more physical education/physical activity for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

children in schools

**Take action to get my children to
drink more water throughout the day**

Did you talk to anyone about this ad?

Yes

No

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SECTION D: CLOSING QUESTIONS

What is your sex?

- Male
- Female

Are you Hispanic or Latino?

- Yes
- No

Which one or more of the following would you say is your race?

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander

Which one of these groups would you say best represents your race?

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander

What is the highest grade or year of school you completed?

- Never attended school or only attended kindergarten
- Grades 1 through 8 (Elementary)
- Grades 9 through 11 (Some high school)
- Grade 12 or GED (High school graduate)
- College 1 year to 3 years (Some college or technical school)
- College 4 years or more (College graduate)

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The next question is about the total income of YOUR HO income PLUS the income of all members living in your hc members living at home). Please count income BEFORE income from a business, interest, dividends, child support retirement benefits).

Thinking about members of your family living in th meaning the total pre-tax income from all sources

- \$0 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more

Are you...?

- Married
- Divorced
- Widowed
- Separated
- Never married
- A member of an unmarried couple

Which statement best describes your current employment status?

- Employed for wages
- Self-employed
- Out of work for more than 1 year
- Out of work for less than 1 year
- A Homemaker
- A Student
- Retired
- Unable to work

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In what state do you currently reside?

What county do you live in?

In what zip code do you live?

About how much do you weigh without shoes?

 pounds

About how tall are you without shoes?

 feet inches

Has a health care professional ever told you or someone in your household that you are overweight or at risk for being overweight?

- Yes
- No
- Don't Know

Has a health care professional ever told you or someone in your household that any of your children are overweight or at risk for being overweight?

- Yes
- No
- Don't Know