



OMB CONTROL NO.: 0584-0523
EXPIRATION DATE: XX/XX/20XX

OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0523. The time to complete this information collection is estimated at 5 minutes, including the time for reviewing instructions and completing the information.

APPENDIX B-1 – USDA SEGMENTATION SURVEY SCREENER - ENGLISH

[After reading and signing consent form as well as reading the Privacy Act Statement, respondents will automatically be directed to the screener]

1. Please indicate your gender.

- 1 Male
- 2 Female

2. In what state do you currently reside?

[drop down list to select state] **[WILL PROVIDE QUOTAS BY STATE, BASED ON ZIP CODE]**

3. Please enter your zip code.

[GROUP BY STATE]

4. Just to make sure we have a representative sample, in what year were you born?

_____ [enter 4-digit year] **[WILL SET AGE QUOTAS FOR SAMPLE TO BE REP]**
TERMINATE IF AFTER 1994 (under age 22)

5. In which of the following fields do you work? *Please select all that apply.*

1 Healthcare	TERMINATE
2 Fitness	TERMINATE
3 Nutrition	TERMINATE
4 Marketing and Advertising	TERMINATE
5 Federal government	TERMINATE
6 None of the above	

6. Including yourself, how many household members are there in your home? Exclude any roommates/boarders/etc.

- 1 1 (yourself only)



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- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8 or more

7. Thinking of everyone in your household who receives income, what was your approximate annual household income for 2015, before taxes, from all sources?

- 1 \$15,000 and under
- 2 \$16,000 to just below \$25,000
- 3 \$25,000 to just below \$30,000
- 4 \$31,000 to just below \$35,000
- 5 \$36,000 to just below \$40,000
- 6 \$40,000 to just below \$45,000
- 7 \$45,000 to just below \$50,000
- 8 \$50,000 to just below \$55,000
- 9 \$55,000 to just below \$60,000
- 10 \$60,000 to just below \$65,000
- 11 \$65,000 to just below \$70,000
- 12 \$70,000 to just below \$75,000
- 13 \$75,000 to just below \$80,000
- 14 \$80,000 to just below \$85,000
- 15 \$85,000 to just below \$90,000
- 16 \$90,000 to just below \$95,000
- 17 \$95,000 to just below \$100,000
- 18 \$100,000 or more

[WILL SET QUOTA ON LOW INCOME. Programmer Note: The following combinations will qualify as low income:

If Q6=1 and Q7=1



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If Q6=2 and Q7=1,2

If Q6=3 and Q7=1,2,3

If Q6=4 and Q7=1,2,3,4

If Q6=5 and Q7=1,2,3,4,5

If Q6=6 and Q7=1,2,3,4,5,6

If Q6=7 and Q7=1,2,3,4,5,6,7

If Q6=8 and Q7=1,2,3,4,5,6,7,8]

[PUT RACE AND ETHNICITY (q8 and q9) ON SAME PAGE]

8. Are you Hispanic or Latino?

- 1 Yes, I am Hispanic or Latino
- 2 No, I am not Hispanic or Latino

9. To be sure we have a representative sample, what is your race? *Select all that apply. [WILL SET RACE QUOTAS FOR PANEL SAMPLE TO BE REP]*

- 1 American Indian or Alaskan Native
- 2 Asian
- 3 Black or African American
- 4 Hawaii Native or Other Pacific Islander
- 5 White

[If Q8=Yes then ask Q10 else Proceed to survey]

10. In general, what language(s) do you read and speak?

- 1 Only Spanish
- 2 Spanish better than English
- 3 Both equally
- 4 English better than Spanish
- 5 Only English



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11. In general, what language(s) do you usually speak at home?

- 1 Only Spanish
- 2 Spanish better than English
- 3 Both equally
- 4 English better than Spanish
- 5 Only English

12. In which language(s) do you usually think?

- 1 Only Spanish
- 2 Spanish better than English
- 3 Both equally
- 4 English better than Spanish
- 5 Only English

13. What language(s) do you usually speak with your friends?

- 1 Only Spanish
- 2 Spanish better than English
- 3 Both equally
- 4 English better than Spanish
- 5 Only English

[If Average of Q10 to Q13 <2.99 then Spanish language sample; Otherwise English Language sample]

14. What language would you prefer to use for this survey?

- 1 Spanish
- 2 English

[If Q14=1, direct to Spanish survey. If Q14=2 direct to English survey]