

OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 and the expiration date is 11/30/2022. The time to complete this information collection is estimated at 20 minutes, including the time for reviewing instructions and completing the information. 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, Braddock Metro Center II, 1320 Braddock Place, Alexandria, VA 22314, ATTN: PRA (0584-0523). Do not return the completed form to this address.

Attachment A-8 Survey Questionnaire (English)

Audience	Source	Desired Total Completes
Base sample	Online Panel	1,000**
Oversample 1 (pregnant women)	Online Panel	1,000**
Oversample 2 - B-24 (moms of up to 2 year-olds)	Online Panel	1,000**
Oversample 3 (caregivers of pregnant women*)	Online Panel	500**
Oversample 4 - B-24 (caregivers of up to 2 year-olds)	Online Panel	500**
Total	Online Panel	4,000**

*Caregivers of pregnant women are defined as those who assist pregnant women with activities of daily living, e.g., their spouses, parents, or other family members who provide such assistance.

**Reflects total sample. Survey will be offered in both English and Spanish.

RESPONDENTS MUST TAKE ON A COMPUTER DUE TO HIGHLIGHTER TOOL. PANEL SHOULD SCREEN FOR DEVICE.

SCREEN 1: ENGLISH OR SPANISH PREFERENCE

1. You can take this survey in English or Spanish. Which do you prefer?
Usted puede completar esta encuesta en Inglés o en Español. ¿Qué idioma prefiere utilizar para esta encuesta?
- | | |
|-----------|---|
| 1 English | CONTINUE ENGLISH-LANGUAGE SAMPLE |
| 2 Español | SPANISH-LANGUAGE SAMPLE |
| 3 Neither | TERMINATE |

SCREEN 2: PRIVACY ACT STATEMENT

PRIVACY ACT STATEMENT:

Legal Authority: The United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) is

authorized to collect this information under Section 19 of the Child Nutrition Act of 1966 (42 U.S.C. 1787), Section 5 of the Richard B. Russell National School Lunch Act (42 U.S.C. 1754) and Section 11(f) of the Food and Nutrition Act of 2008 (7U.S.C.2020).

Purpose: This information will be used in to inform FNS the 2020-2025 Dietary Guidelines for Americans about how Americans make food choices and think about health-related issues. Routine Use: Information may be disclosed for any routine uses listed in the published System of Record Notice titled FNS-8 USDA/FNS Studies and Reports Federal Register published on April 25, 1991, Volume 56, Number 80, on pages 19078 discusses the terms of protections that will be provided to respondents.; the SORNs can be found at: <https://tile.loc.gov/storage-services/service/ll/fedreg/fr056/fr056080/fr056080.pdf>

Disclosure: All information collected will be collected privately and only reported anonymously, without any associated with your information or personal information. Any information which would permit identification of the individual will be safeguarded and will be used only by persons engaged in and for the purpose of the survey, except as otherwise required by law.

Participation in this research is voluntary and there are no penalties for refusing to answer any question. However, your cooperation in obtaining this much needed information is extremely important in order to insure the completeness of the results.

To continue, click **NEXT**.

SCREEN 3: CONSENT FORM

CONSENT FORM: You are being invited to participate in a research study on behalf of the United States Department of Agriculture (USDA) Center for Nutrition Policy and Promotion (CNPP) to inform them about how Americans make food choices and think about health-related issues. If you agree to take part in this study, you will be asked to complete an online survey. This survey will take you approximately 20 minutes to complete.

You may not directly benefit from this research; however, we hope that your participation in the study may help the USDA determine how to best communicate ways that Americans can make healthier decisions about what they eat and drink.

To the best of our ability, your answers in this study will remain confidential. By agreeing to participate in this survey, you are allowing the USDA to use the information from this study. The information collected is for research only, and your name will not be shared with anyone else outside this study, except as otherwise required by law. Any results that come from this study will be presented as an aggregate and your name will not be identified with any statements you made.

Your participation in this study is completely voluntary and you can stop at any time. You are free to skip any question that you choose.

If you have questions about this project or if you don't understand something, you may contact Glynis Donaldson at donaldson@edgeresearch.com.

By clicking "I agree" below, you are indicating that you are at least 18 years old, have read and

understood this consent form and agree to participate in this research study. Please print a copy of this page for your records.

IF CLICKS 'I DO NOT AGREE', TERMINATE. MUST CLICK 'I AGREE' TO CONTINUE.

SCREEN 4: OMB BURDEN STATEMENT

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To continue, click **NEXT**.

SCREENING QUESTIONS

2. Please indicate your gender.

- 1 Male
- 2 Female
- 3 Other
- 4 Prefer not to say

3. In what state do you currently reside?

[drop down list to select state] **WILL HAVE TARGETS FOR GEOGRAPHIC DIVERSITY**

4. In what year were you born?

____ [enter 4-digit year] **TERMINATE IF AFTER 2002 (under 18)**

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

RANDOMIZE

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

PUT RACE AND ETHNICITY (Q06 and Q07) ON SAME PAGE; WILL HAVE TARGETS FOR DIVERSITY

6. Are you Hispanic, Latino, or of Spanish descent?
- 1 Yes, Hispanic or Latino
 - 2 No, not Hispanic or Latino
 - 3 Prefer not to answer
7. Which of the following best describes your race? *Select all that apply.*
- 1 American Indian or Alaska Native
 - 2 Asian
 - 3 Black or African American
 - 4 Native Hawaiian or Other Pacific Islander
 - 5 White
 - 6 Prefer not to answer **EXCLUSIVE**
8. **[IF Q1=FEMALE]** Are you currently pregnant or trying to become pregnant within the next year?
- 1 Trying to become pregnant within next year
 - 2 Currently pregnant **OVERSAMPLE 1 (PREGNANT WOMEN)**
 - 3 No, none of these
 - 4 Prefer not to say
9. Do you currently provide care for a pregnant family member? Providing care includes assisting with activities of daily life, like cooking meals, exercise, or household chores.
- 1 Yes **OVERSAMPLE 3 (CAREGIVERS OF PREGNANT WOMEN).**
 - 2 No
 - 3 Not sure
10. **[IF Q09=YES]** Who is the pregnant family member you provide care for?
- 1 Spouse/partner
 - 2 Daughter or granddaughter
 - 3 Sibling
 - 4 Other
 - 5 Prefer not to say
11. Are you the parent/caregiver of a child 24 months or younger who lives with you, even part-time?
- 1 Yes
 - 2 No
 - 3 Prefer not to say

IF FEMALE (Q1=FEMALE) AND Q11=YES, OVERSAMPLE 2 - B-24 (MOMS OF UP TO 2 YEAR OLDS); PROGRAM TO FILL BUCKETS AND PLACE PREGNANT WOMEN W/ 2 YEAR OLD IN "PREGNANT" OR "CAREGIVER" TRACK BASED ON SAMPLE TARGETS

IF NOT FEMALE (Q1=2-4) AND Q11=YES, OVERSAMPLE 4 - B-24 (CAREGIVERS OF UP TO 2 YEAR OLDS)

12. **[ASK IF MOM/CAREGIVER OF UP TO 2 YEAR OLD (Q11=YES)]** How old is the child who lives with you?
- 1 0 to less than 6 months

- 2 6 to less than 12 months
- 3 12 to 24 months
- 4 Prefer not to say

PROGRAMMING NOTE: IF Q12=A OR B, IN RELEVANT QUESTIONS, RESPONDENT SEES "BABY" IN QUESTION TEXT; IF Q12=C, RESPONDENT SEES "TODDLER"

RELEVANT QUESTIONS ARE: Q28, Q30, Q31, Q43

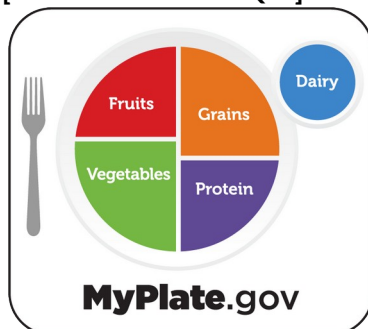
INTRODUCTORY QUESTIONS

PRE-TEST BRAND METRICS

13. How familiar are you with MyPlate?

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not too familiar
- 4 Not familiar at all or only know the name
- 5 Never heard of it
- 6 Not sure

[SHOW IMAGE FOR Q14]



14. Before today, had you seen this picture?

- 1 Yes
- 2 No

15. [IF Q13=VERY/SOMEWHAT/NOT TOO FAMILIAR, OR Q14=YES] How favorable is your impression of MyPlate?

- 1 Very favorable
- 2 Somewhat favorable
- 3 Neutral
- 4 Somewhat unfavorable
- 5 Very unfavorable
- 6 Never heard of
- 7 Not sure

16. **[PRE-TEST]** How important is each of the following when it comes to healthy eating?

- 1 Very important
- 2 Somewhat important
- 3 Neutral
- 4 Somewhat unimportant
- 5 Very unimportant
- 6 Not sure

RANDOMIZE

- a. Eating a variety of foods from all the food groups.
- b. Choosing foods and drinks that are nutrient-dense, or high in nutritional value.
- c. Focusing on the long-game and developing a healthy eating pattern over time.
- d. Making simple changes that build the habits of healthy eating.
- e. **[ASK ONLY PREGNANT OVERSAMPLE (OVERSAMPLES 1 AND 3)]** Increasing some foods and avoiding others during pregnancy.
- f. **[ASK ONLY B-24 OVERSAMPLES (OVERSAMPLES 2 AND 4)]** Introducing babies and toddlers to a variety of flavors and foods.

UMBRELLA MESSAGE/HIGHLIGHTER TOOL/MESSAGE PLATFORM TEST
--

17. Here is a series of statements written to encourage people to eat healthy. For each one, please indicate how convincing you find the statement.

- 1 Very convincing
- 2 Somewhat convincing
- 3 Neutral
- 4 Somewhat unconvincing
- 5 Very unconvincing
- 6 Not sure

RANDOMIZE

- a. What you eat and drink matters for your health, now and in the future. At every age / each stage of life, choose a variety of high-quality foods in the right amounts.
- b. What you eat and drink matters. Make nutrition-packed choices you enjoy from all five food groups – and make it part of your daily routine so you benefit from it now and in the future.
- c. No matter your age, what you choose to eat and drink makes a difference to your current and future health. Get into a daily routine of choosing a broad variety of healthy foods you like, and enjoy them in the right amounts.

ASK IF Q17a AND Q17b RECEIVE THE SAME RATING

18. Here are the same statements about healthy eating. Which one do you like the most?

- 1 INSERT ALL 3 STATEMENTS FROM PREVIOUS QUESTION
- 2
- 3

SHOW Q19-Q25 TO BASE SAMPLE ONLY.

SHOW Q26-Q31 B-24 OVERSAMPLES ONLY (OVERSAMPLES 2 AND 4).

[BASE SAMPLE ONLY]

19. **HIGHLIGHTER TOOL:** Now you are going to look at something different. Please take a minute to read the information provided on the next page. This time, please use the **highlighter tool** to highlight words and phrases that you **“LIKE” and that stand out for you in a positive way**. You can highlight a single word, a phrase, or whole sentences. To select more than one word at a time, click on the highlighter icon on the top of the page. If you change your mind or click on something accidentally, you can unselect it by clicking on it again.

SHOW TEXT IN BOX BELOW AS HIGHLIGHTER

Healthy eating is important at every stage of life. No matter your age, making healthy eating part of your routine now can have a positive effect that adds up over the course of your life. In other words, healthy eating habits you start today can make a difference in your health now and in the future. Eat a variety of healthy foods from each food group in the right amounts. Think about how all the food groups come together as a whole over the course of your day or week. The effects of good nutrition are not from a single meal or snack but rather the pattern of healthy food choices adding up over time.

SHOW TEXT ABOVE FOR Q18-Q22.

20. Is there anything in the paragraph that you find confusing or have questions about? **INCLUDE OPTION FOR NONE.**

21. Based on the information you just read, how likely are you to do the following?

- 1 Very likely
- 2 Somewhat likely
- 3 Neutral
- 4 Somewhat unlikely
- 5 Not at all likely
- 6 Not sure

RANDOMIZE

- a. Visit the ChooseMyPlate.gov website
- b. Make healthier decisions about what you eat and drink over the course of a day
- c. Seek more information about healthier eating
- d. Try something new in the effort to eat healthy

22. How important is the information in this paragraph to you personally?

- 1 Very important
- 2 Somewhat important
- 3 Neither important nor unimportant
- 4 Somewhat unimportant
- 5 Very unimportant

6 Not sure

23. Based on the information you just read, how **easy** do you think it would be to start making healthier decisions about what you eat and drink?

- 1 Very easy
- 2 Somewhat easy
- 3 Neutral
- 4 Not very easy
- 5 Not at all easy
- 6 Not sure

24. Here is a list of phrases that could be used to describe this paragraph. Based on your impressions, how well does each of these describe this paragraph?

- 1 Very well
- 2 Somewhat well
- 3 Not well
- 4 Not sure

[RANDOMIZE ORDER]

- a. Tells me something new
- b. Is positive and encouraging
- c. Gives me a good reason to eat healthier
- d. Is a helpful way to think about eating

25. Below is a list of recommendations to support healthy eating. Please rate each on how helpful the information is to you personally.

- 1 Very helpful
- 2 Somewhat helpful
- 3 Neutral
- 4 Not very helpful
- 5 Not at all helpful
- 6 Not sure

[RANDOMIZE ORDER]

- a. Make half your plate fruits and vegetables.
- b. Focus on whole fruits.
- c. Vary your veggies.
- d. Make half your grains whole grains.
- e. Move to low-fat and fat-free milk or yogurt.
- f. Vary your protein routine.
- g. Drink and eat less sodium, saturated fat, and added sugars.

[OVERSAMPLES 2 AND 4 ONLY]

26. **HIGHLIGHTER TOOL:** Now you are going to look at something different. Please take a minute to read the information provided on the next page. This time, please use the **highlighter tool** to highlight words and phrases that you “**LIKE**” and **that stand out for you in a positive way**. You can

highlight a single word, a phrase, or whole sentences. To select more than one word at a time, click on the highlighter icon on the top of the page. If you change your mind or click on something accidentally, you can unselect it by clicking on it again.

SHOW TEXT IN BOX BELOW AS HIGHLIGHTER.

Healthy eating is important at every stage of life. Start your baby off on the right path with nutritious foods and beverages to help develop healthy habits that will stay with them throughout their life. What your baby eats and drinks today can impact your baby's health now and in the future. Every bite counts - Introduce healthy foods and new flavors to your baby or toddler and have fun together trying a variety of foods from each of the five food groups.

SHOW TEXT ABOVE FOR Q27-Q31.

27. Is there anything in the paragraph that you find confusing or have questions about? **INCLUDE OPTION FOR NONE.**

28. Based on the information you just read, how likely are you to do the following?

- 1 Very likely
- 2 Somewhat likely
- 3 Neutral
- 4 Somewhat unlikely
- 5 Not at all likely
- 6 Not sure

RANDOMIZE

- a. Visit the ChooseMyPlate.gov website
- b. Make healthier decisions about what you give your [baby/toddler] to eat and drink
- c. Seek more information about healthier eating for your [baby/toddler]
- d. **[IF Q12=A or B]** Make sure your baby tries foods from all of the food groups
- e. **[IF Q12=C]** Make sure your toddler eats foods from all of the food groups.

29. How important is this information in this paragraph to you personally?

- 1 Very important
- 2 Somewhat important
- 3 Neither important nor unimportant
- 4 Somewhat unimportant
- 5 Very unimportant
- 6 Not sure

30. Based on the information you just read, how easy do you think it would be to start making healthier decisions about what your [baby/toddler] eats and drinks?

- 1 Very easy
- 2 Somewhat easy
- 3 Neutral

- 4 Not very easy
- 5 Not at all easy
- 6 Not sure

31. Here is a list of phrases that could be used to describe this paragraph. Based on your impressions, how well does each of these describe this paragraph?

- 1 Very well
- 2 Somewhat well
- 3 Not well
- 4 Not sure

[RANDOMIZE ORDER]

- a. Tells me something new
- b. Is encouraging
- c. Gives me a good reason for my [baby/toddler] to eat healthier
- d. Is a helpful way to think about what my [baby/toddler] eats

32. **[ASK ONLY PREGNANT OVERSAMPLE (OVERSAMPLES 1 AND 3)]** Below is a list of recommendations to support healthy eating. Please rate each on how helpful the information is to you personally.

- 1 Very helpful
- 2 Somewhat helpful
- 3 Neutral
- 4 Not very helpful
- 5 Not at all helpful
- 6 Not sure

[RANDOMIZE ORDER]

- a. When it comes to weight gain during pregnancy, women should aim for a specific goal that their health care provider sets for them.
- b. The increased energy women need during pregnancy can best be met through the consumption of a varied, nutrient-dense diet.
- c. Women who are pregnant should follow dietary patterns that are higher in vegetables, fruits, whole grains, nuts, legumes, seafood, and vegetable oils, and lower in added sugars, refined grains, and red and processed meats. These dietary patterns protect against poor maternal-fetal outcomes in pregnancy.
- d. Women who are pregnant should consume foods and beverages that are good sources of iron, folate, calcium, choline, magnesium, protein, and fiber.
- e. Women who are pregnant should not avoid potential allergenic foods during pregnancy, unless it is recommended by their doctor/healthcare provider.
- f. Women who are pregnant can consume seafood: at least 8 and up to 12 ounces of seafood per week, from choices that are lower in methylmercury and higher in omega-3 fatty acids.
- g. Women who are pregnant should not drink alcoholic beverages. Drinking during pregnancy, especially in the first few months of pregnancy, may result in negative behavioral or neurological consequences in the children. No safe level of alcohol consumption during pregnancy has been established.

- h. Women who are pregnant should avoid eating unpasteurized milk, soft cheeses, and undercooked meats, and limit processed meats.

33. **[ASK ONLY B-24 OVERSAMPLE (OVERSAMPLES 2 AND 4)]** Below is a list of recommendations to support healthy eating of babies and toddlers up to 2 years old. Please rate each on how helpful the information is to you personally.

- 1 Very helpful
- 2 Somewhat helpful
- 3 Neutral
- 4 Not very helpful
- 5 Not at all helpful
- 6 Not sure

[RANDOMIZE ORDER]

- a. Provide a variety of animal-source foods (meat, poultry, seafood, eggs, and dairy), fruits, and vegetables, nuts and seeds, and whole grain products, beginning at ages 6 to 12 months and continuing thereafter, to provide key nutrients, foster acceptance of a variety of nutritious foods, and build healthy dietary habits.
- b. For infants fed human milk at ages 6 to 12 months, consider providing iron-fortified infant cereals or similar products to ensure adequate iron intake.
- c. Provide good sources of omega-3 and omega-6 fatty acids, such as seafood, beginning at ages 6 to 12 months.
- d. Introduce peanut products and egg between ages 6 and 12 months. Be careful to choose forms of peanut that do not present a choking risk. Evidence regarding benefits of introducing other potentially allergenic foods (e.g., tree nuts, shellfish, fish) in the first year of life is limited, but there is no reason to avoid them.
- e. Avoid foods and beverages with added sugars during the first 2 years of life.

34. **[POST-TEST; ASK ALL]** Now that you have read more information, how important is each of the following when it comes to healthy eating?

- 1 Very important
- 2 Somewhat important
- 3 Neutral
- 4 Somewhat unimportant
- 5 Very unimportant
- 6 Not sure

RANDOMIZE

- a. Eating a variety of foods from all the food groups.
- b. Choosing foods and drinks that are nutrient-dense, or high in nutritional value.
- c. Focusing on the long-game and developing a healthy eating pattern over time.
- d. Making simple changes that build the habits of healthy eating.
- e. **[ASK ONLY PREGNANT OVERSAMPLE (OVERSAMPLES 1 AND 3)]** Increasing some foods and avoiding others during pregnancy.
- f. **[ASK ONLY B-24 OVERSAMPLES (OVERSAMPLES 2 AND 4)]** Introducing babies and toddlers to a variety of flavors and foods.

ICON TEST

FOR ICON TEST SECTION, ONLY SHOW TO B-24 OVERSAMPLES (OVERSAMPLES 2 AND 4).

On the next screen, you will see a picture designed to help share information about healthy eating. Please look at the picture and then answer the questions below.

SHOW IMAGE BELOW FOR Q35-38

FOLLOW-UP QUESTIONS SHOULD ALL APPEAR ON THE PAGE WITH THE PICTURE.



35. How appealing did you find this picture?

- 1 Very appealing
- 2 Somewhat appealing
- 3 Neither appealing nor unappealing
- 4 Somewhat unappealing
- 5 Very unappealing
- 6 Not sure

36. [IF Q33 =1, 2] What do you like about this picture? Please be as specific as possible in your response. **OPEN END.**

37. [IF Q33 =3,4,5,6] What do you dislike about this picture? Please be as specific as possible in your response. **OPEN END.**

38. Here is a list of words and phrases that could be used to describe this picture. Based on your impressions, how well does each of these describe this picture?

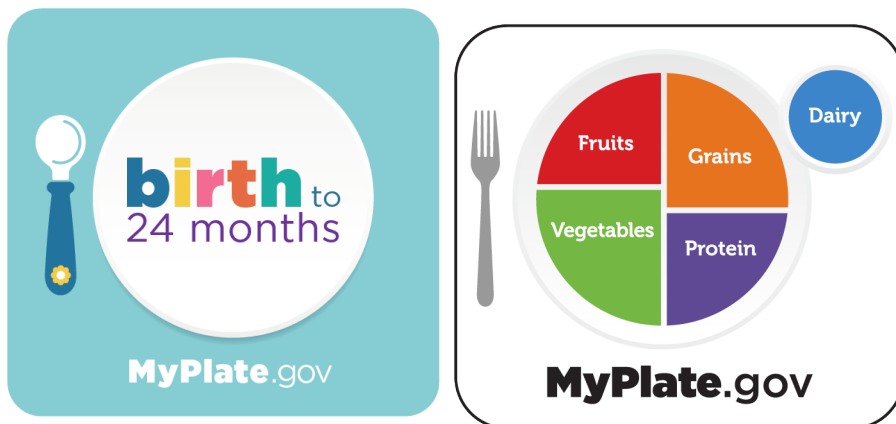
- 1 Very well
- 2 Somewhat well
- 3 Not well
- 4 Not Sure

[RANDOMIZE ORDER]

- a. Joyful

- b. Memorable
- c. Age-appropriate
- d. Parent-friendly
- e. Boring
- f. Confusing

SHOW IMAGES BELOW FOR Q39-Q40; SHOW Q39 and Q40 ON SAME PAGE.



39. Here is the same image, together with the image you saw earlier. How well do these images go together?

- 1 Very well
- 2 Somewhat well
- 3 Neutral
- 4 Not very well
- 5 Not well at all
- 6 Not sure

40. What makes you say that? **OPEN END.**

PSYCHOGRAPHICS

RESUME ASKING ALL.

41. In general, how motivated are you to live a healthy lifestyle?

- 1 Very motivated
- 2 Motivated
- 3 Neither motivated or unmotivated
- 4 Not motivated

42. How often do you read the nutritional labels on food packages?

- 1 Always

- 2 Frequently
- 3 Sometimes
- 4 Never

43. Please indicate how much you agree with the following statements:

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree

RANDOMIZE

- a. **[BASE SAMPLE AND OVERSAMPLES 1 AND 3 ONLY]** I am confident in my ability to make nutritious eating choices
- b. **[B-24 OVERSAMPLES (OVERSAMPLES 2 AND 4 ONLY)]** I am confident in my ability to make nutritious choices for my [baby/toddler]
- c. The people closest to me have nutritious eating habits
- d. I know where to find/purchase nutritious foods near me
- e. I eat whatever I want, whenever I want
- f. I find myself eating un-healthy, because that's what my friends and family want to eat
- g. **[ASK ONLY PREGNANT OVERSAMPLE (OVERSAMPLES 1 AND 3)]** I find the advice about what to eat and drink during pregnancy confusing
- h. **[ASK ONLY B-24 OVERSAMPLE (OVERSAMPLES 2 AND 4)]** I find the advice about what my [baby/toddler] should eat and drink confusing
- i. **[ASK ONLY B-24 OVERSAMPLES (OVERSAMPLES 2 AND 4)]** I'm more focused on what my [baby/toddler] enjoys eating, than the variety and flavors of foods right now

44. Please indicate how much you agree with the following statements:

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree

RANDOMIZE

- a. I follow social media accounts or hashtags that promote healthy eating
- b. I use websites or apps to help me shop and eat healthy
- c. I regularly go online to find information on nutrition and healthy eating
- d. I wish I knew more about healthy eating
- e. I use an app or device to help me eat healthy
- f. I'm following a weight loss or nutrition plan right now

45. In the past month have you...

- 1 Yes
- 2 No
- 3 Not sure

RANDOMIZE

- a. Searched online for health or wellness information
- b. Read a book about health or fitness
- c. Watched a television program about health
- d. Read a newspaper or magazine article about health
- e. Followed or contributed to a discussion about health on social media
- f. Followed a social media account about health or fitness
- g. Used an app to track your eating or exercise

46. In the past year have you...

- 1 Yes
- 2 No
- 3 Not sure

RANDOMIZE

- a. Been advised by a health care provider to change your diet
- b. Started a diet to lose weight
- c. Begun a fitness regimen

47. [ASK ONLY B-24 CAREGIVER OVERSAMPLE (OVERSAMPLES 2 AND 4)] How do you currently feed your child who is 24 months of age or younger? Select all that apply.

- 1 Breastfeeding (including pumping)
- 2 Formula/Breast-milk substitutes
- 3 Pureed food
- 4 Solid food
- 5 Other, please describe: _____

48. [ASK OVERSAMPLES 2 AND 4, IF Q47 DOES NOT EQUAL 1]: Have you ever breastfed your child who is 24 months of age or younger?

- 1 Yes
- 2 No

DEMOGRAPHICS

[ASK BASE SAMPLE AND OVERSAMPLES 2,3, AND 4]

49. Please indicate your height and weight:

Height in feet and inches:

_____ Feet _____ Inches

Weight in pounds:

_____ Pounds

50. **[ASK ONLY OVERSAMPLE 1]** Can you tell me how tall you are in feet and inches? *Please provide your best estimate. NO OPTION FOR 'NOT SURE'*

_____ Feet _____ Inches

[ASK ONLY OVERSAMPLE 1]

51. Can you tell me how much you weighed pre-pregnancy, in pounds? *Your best estimate pre-pregnancy is fine.*

_____ Pounds

[RESUME ASKING ALL]

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

- 1 1 (yourself only) → **IF YES, SKIP to Q55**
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8 or more

53. **[IF DOES NOT HAVE A CHILD UNDER 2 (Q11=NO/PREFER NOT TO SAY)]** Are you the parent/caregiver of a child 18 years old or younger who lives with you, even part-time?

- 1 Yes
- 2 No
- 3 Prefer not to say

54. In your household, who is responsible for making choices regarding the food you/your household eats?

- 1 **I am primarily responsible** for making choices regarding the food I/my household eats
- 2 **I share the responsibility equally** for making choices regarding the food I/my household eats
- 3 **Someone else is primarily responsible** for making choices regarding the food I/my household eats

55. Thinking of everyone in your household who receives income, what is the total yearly income for your household before taxes, including salaries, Social Security, pension, interest, and investment earnings?

- 1 Under \$25,000
- 2 \$25,000 to just below \$30,000
- 3 \$30,000 to just below \$37,000
- 4 \$37,000 to just below \$45,000
- 5 \$45,000 to just below \$52,000
- 6 \$52,000 to just below \$60,000
- 7 \$60,000 to just below \$67,000
- 8 \$67,000 to just below \$75,000
- 9 \$75,000 to just below \$100,000
- 10 \$100,000 or more

56. What is the highest level of education you have completed?

- 1 Less than high school
- 2 High School
- 3 Some College
- 4 College degree
- 5 Graduate degree or above

Thank you for your feedback! This concludes the questionnaire. You may now close the survey window.