Attachment 3j

Flexible Consumer Behavior Survey (FCBS) Phone Follow-Up Module Hand Cards 2021-22

Hand Card Booklet



Fast-food or pizza places

Restaurants with waiter or waitress service

All-you-can-eat buffets

Places that sell mostly beverages such as a coffee shop or juice bar

Movie theaters, sports arenas, or other places of recreation

Grocery stores

Convenience stores

- A. Less than 500 Calories
- B. 500-1000 Calories
- C. 1001-1500 Calories
- D. 1501-2000 Calories
- E. 2001-2500 Calories
- F. 2501-3000 Calories
- G. More than 3000 Calories

Always

Most of the time

Sometimes

Rarely

Sample health claim in food labels



Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Factoring 2 servings per container Serving size 1 cup (2 Amount per serving	55g)
Calories 22 % Daily	20 Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a nul a serving of food contributes to a daily diet. 2,000 a day is used for general nutrition advice.	

Nutrition Facts Panel

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Fa	cts
2 servings per container	
· .	(255g)
Amount per serving	220
Calories 2	120
% Da	aily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a a serving of food contributes to a daily diet. 2, a day is used for general nutrition advice.	



Always

Most of the time

Sometimes

Rarely

Sample Food Label

Serving Size (Nutrition Fa 2 servings per container Serving size 1 cup Amount per serving Calories 2	
	% Da	ily Value*
	Total Fat 5g	6%
	Saturated Fat 2g	10%
	Trans Fat 0g	
	Cholesterol 15mg	5%
	Sodium 240mg	10%
	Total Carbohydrate 35g	13%
	Dietary Fiber 6g	21%
	Total Sugars 7g	
	Includes 4g Added Sugars	8%
	Protein 9g	
	Vitamin D 2mcg	10%
	Calcium 260mg	20%
	Iron 1mg	6%
	Potassium 240mg	6%
	* The % Daily Value (DV) tells you how much a a serving of food contributes to a daily diet. 2,0 a day is used for general nutrition advice.	

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Number of servings per package

Nutrition F	acts
2 servings per container	
<u> </u>	up (255g)
Amount per serving	000
Calories	220
	% Daily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Suga	rs 8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how m a serving of food contributes to a daily d a day is used for general nutrition advic	liet. 2,000 calories

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Fa	cts
2 servings per container	
Serving size 1 cup (255g)
Amount per serving	00
Calories 2	20
% Dai	ily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a	nutrient in

Footnote

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Always

Most of the time

Sometimes

Rarely

Sample Food Label

2 servings per container Serving size 1 c	up (255g)
Amount per serving Calories	220
	% Daily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Suga	ars 8 %
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%

INGREDIENTS: WATER, POTATOES, COOKED BEANS, CANE SUGAR, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES

Percent Daily Value

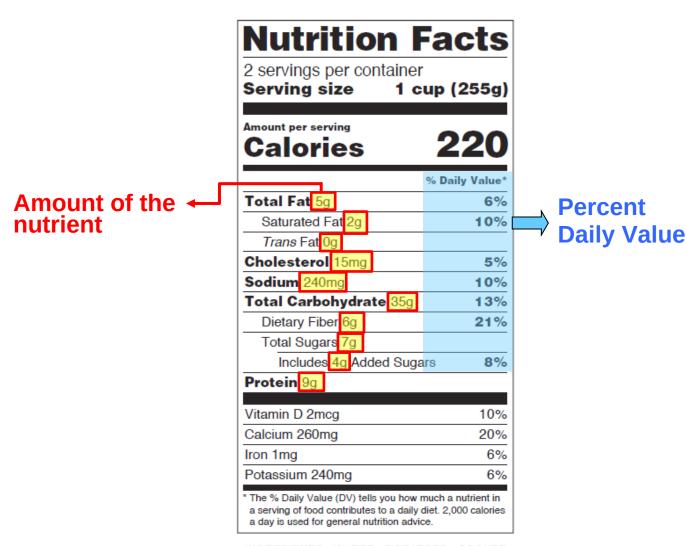
Always

Most of the time

Sometimes

Rarely

Sample Food Label

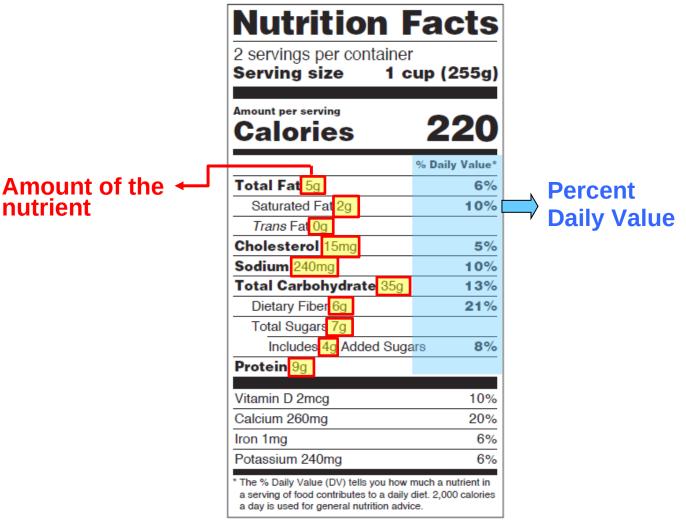


When deciding to buy a food product, between the **percent daily value** and the **amount of nutrients** on a food label

l use....

- Only percent daily value
- Percent daily value more often
- Both percent daily value and the amount of nutrients about the same
- The amount of nutrients more often
- Only the amount of nutrients

Sample Food Label



When deciding to buy a food product, between the **percent daily value** and the **amount of nutrients** on a food label

I use....

- Only the amount of nutrients
- The amount of nutrients more often
- Both the amount of nutrients and percent daily value about the same
- Percent daily value more often
- Only percent daily value

Sample Food Label

Nutrition Fa	cts
2 servings per container Serving size 1 cup	(255g
Calories 2	220
% D	aily Value
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a serving of food contributes to a daily diet. 2 a day is used for general nutrition advice.	

- 10 percent of the calories in one serving of the product come from Vitamin D
- One serving of the product contains 10 percent Vitamin D by weight
- One serving of the product supplies 10 percent of the Vitamin D you should have in a day

Sample Food Label

Nutrition Fa 2 servings per container	cts
Serving size 1 cup	(255g)
Amount per serving	-
Calories 2	220
% D a	ily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
	100
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a a serving of food contributes to a daily diet. 2,0 a day is used for general nutrition advice.	

- One serving of the product supplies 10 percent of the Vitamin D you should have in a day
- One serving of the product contains
 10 percent Vitamin D by weight
- 10 percent of the calories in one serving of the product come from Vitamin D

Sample Food Label

Nutrition Fac	cts
2 servings per container Serving size 1 cup (2	255g)
Amount per serving Calories 2	20
l	y Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a na a serving of food contributes to a daily diet. 2,00 a day is used for general nutrition advice.	

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Fa	acts
2 servings per container Serving size 1 cur	(255g)
Amount per serving Calories	220
	Daily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a serving of food contributes to a daily diet. a day is used for general nutrition advice.	

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutritio	n Facts
2 servings per con Serving size	tainer 1 cup (255g)
Serving size	1 cup (255g)
Amount per serving	
Calories	220
	% Daily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrat	e 35g 13 %
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Adde	ed Sugars 8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells a serving of food contributes a day is used for general nutr	to a daily diet. 2,000 calories

Always

Most of the time

Sometimes

Rarely

Sample Food Label

Nutrition Fa 2 servings per container	
Serving size 1 cup (255g)
Amount per serving	
	220
% Da	ily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a a serving of food contributes to a daily diet. 2,0 a day is used for general nutrition advice.	

Always

Most of the time

Sometimes

Rarely

Sample food label with two columns



Always

Most of the time

Sometimes

Rarely

Never

Never seen

The reason(s) that I check the food label when deciding to buy a food product is/are...

- To watch my weight/lose weight
- A family member is trying to watch weight/lose weight
- To watch for diabetes, high triglycerides, high cholesterol, high blood pressure or other health conditions
- A family member has a health condition (for example, diabetes, high triglycerides, high cholesterol, high blood pressure, etc)
- I am allergic to certain food(s)
- A family member has food allergies
- To avoid certain ingredients (such as MSG, high fructose corn syrup, color dyes, artificial preservatives, or hydrogenated oils, etc)
- To increase certain nutrients in my/family's diet (such as fiber, calcium, etc)
- To compare which brand/food is better/healthier
- To make better/healthier choices for me/my family
- To watch for calorie content or certain nutrients (such as sodium, trans fat, sugar, carbohydrates, or protein, etc.)
- Other (please specify)

The reason(s) that I check the food label when deciding to buy a food product is/are...

- To compare which brand/food is better/healthier
- To make better/healthier choices for me/my family
- To avoid certain ingredients (such as MSG, high fructose corn syrup, color dyes, artificial preservatives, or hydrogenated oils, etc)
- A family member has a health condition (for example, diabetes, high triglycerides, high cholesterol, high blood pressure, etc)
- I am allergic to certain food(s)
- A family member has food allergies
- To watch for diabetes, high triglycerides, high cholesterol, high blood pressure or other health conditions
- To increase certain nutrients in my/family's diet (such as fiber, calcium, etc)
- To watch my weight/lose weight
- A family member is trying to watch weight/lose weight
- To watch for calorie content or certain nutrients (such as sodium, trans fat, sugar, carbohydrates, or protein, etc.)
- Other (please specify)

The reason(s) that I rarely or never check the food label when deciding to buy a food product is/are...

- I don't have the time
- The print is too small for me to read
- I'm satisfied with my health so there is no need for me to check
- I have a good diet so there is no need to check labels
- I usually buy foods that I'm used to, so I don't feel that I need to check labels
- I buy what I/my family like, I don't care about the labels
- I don't think the food labels are important to me
- I won't know what to look for even if I read the labels
- I can't read English that well
- Other (please specify)

The reason(s) that I rarely or never check the food label when deciding to buy a food product is/are...

- I don't have the time
- I won't know what to look for even if I read the labels
- I'm satisfied with my health so there is no need for me to check
- I can't read English that well
- I have a good diet so there is no need to check labels
- I buy what I/my family like, I don't care about the labels
- I don't think the food labels are important to me
- The print is too small for me to read
- I usually buy foods that I'm used to, so I don't feel that I
 need to check labels
- Other (please specify)

Sample Food Label

Serving Size (Nutrition Factoring Servings per container Serving size 1 cup (Amount per serving Calories 2	
	% Dai	ily Value*
	Total Fat 5g	6%
	Saturated Fat 2g	10%
	Trans Fat 0g	
	Cholesterol 15mg	5%
	Sodium 240mg	10%
	Total Carbohydrate 35g	13%
	Dietary Fiber 6g	21%
	Total Sugars 7g	
	Includes 4g Added Sugars	8%
	Protein 9g	
	Vitamin D 2mcg	10%
	Calcium 260mg	20%
	Iron 1mg	6%
	Potassium 240mg	6%
	* The % Daily Value (DV) tells you how much a a serving of food contributes to a daily diet. 2,0 a day is used for general nutrition advice.	

Serving size is...

The amount of this food that people should eat

The amount of this food that people usually eat

Something that makes it easier to compare foods

Sample Food Label

Nutrition Facts 2 servings per container Serving Size Serving size 1 cup (255g) Amount per serving Calories % Daily Value* Total Fat 5g 6% Saturated Fat 2g 10% Trans Fat 0g Cholesterol 15mg 5% Sodium 240mg 10% Total Carbohydrate 35g 13% Dietary Fiber 6g 21% Total Sugars 7g Includes 4g Added Sugars 8% Protein 9g Vitamin D 2mcg 10% Calcium 260mg 20% 6% Iron 1mg 6% Potassium 240mg * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Serving size is...

The amount of this food that people usually eat

The amount of this food that people should eat

Something that makes it easier to compare foods

Hand Eard 44

Label 1

Label 2

Nutrition Facts Serving Size 1 cup (255g) Servings Per Container About 2 **Amount Per Serving** Calories 220 Calories from Fat 40 % Daily Value* Total Fat 5g Saturated Fat 2g 10% Trans Fat 0g Cholesterol 15mg 5% Sodium 240mg 10% **Total Carbohydrate 35g** 12% Dietary Fiber 6g 24% Sugars 7g Protein 9a Vitamin A 5% Vitamin C 20% Calcium 20% Iron 8% Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs Calories: 2,000 Total Fat Less than 65g 80g Sat Fat Less than 20g 25g Cholesterol 300mg Less than 300mg Sodium Less than 2,400mg 2,400mg Total Carbohydrate 375g 300g Dietary Fiber 25g 30g Calories per gram:

INGREDIENTS: WATER, POTATOES, COOKED BEANS, CORN STARCH, WHEAT FLOUR, SOYBEAN OIL, PARMESAN CHEESE, ONION POWDER, NATURAL FLAVOR, SODIUM PHOSPHATES.

Nutrition Fa	acts
2 servings per container	
•	(255g)
Amount per serving	200
Calories 2	220
% I	Daily Value*
Total Fat 5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	13%
Dietary Fiber 6g	21%
Total Sugars 7g	
Includes 4g Added Sugars	8%
Protein 9g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 1mg	6%
Potassium 240mg	6%
* The % Daily Value (DV) tells you how much a serving of food contributes to a daily diet. a day is used for general nutrition advice.	

Label 1 only
Label 2 only
Both Label 1 and Label 2
Neither Label 1 or Label 2