

Results of Cognitive Testing of Flexible Consumer Behavior Survey (FCBS) Questions for the National Health and Nutrition Examination Survey (NHANES)

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I. Introduction

This report summarizes the findings of a cognitive interview study to test questions for use in the National Health and Nutrition Examination Survey (NHANES). NHANES is a program of studies designed to assess the health and nutritional status of adults and children in the United States. The purpose of this study was to evaluate questions for the Flexible Consumer Behavior Module of NHANES. In particular, the questions under evaluation are related to the use of calorie labeling on menus and the food label.

This evaluation is based on 65 cognitive interviews that were conducted by a team of researchers from the Center for Questionnaire Design and Evaluation Research (CCQDER) at the National Center for Health Statistics in November 2015 and January 2016.

The following report is organized into four sections. Following this initial introduction, Section Two discusses the methods used in this question evaluation study, including the sample selection, sample characteristics, and interviewing procedure. Section Two also summarizes cognitive interviewing methodology and describes how data analysis was conducted. Section Three provides a summary overview of the findings and addresses patterns that are relevant to instrument as a whole. Section Four presents a detailed question-by-question review of the findings. The final instrument is presented in Appendix A.

Methods

Cognitive Interviewing: Cognitive interviewing is a qualitative method designed to evaluate items on survey questionnaires. In particular, cognitive interviewing studies investigate how respondents understand and respond to questionnaire items and if their understandings are in line with the question intent. Through in-depth interviews, cognitive interviewing provides an in-depth understanding of how respondents formulate their responses to questions based on their particular social and cultural contexts. Findings of a cognitive interviewing project often

lead to recommendations for question improvement, provide evidence of question validity and can be used in post-survey quantitative analysis to assist in data interpretation.

Cognitive interviewing studies typically involve in-depth, semi-structured interviews with a small sample of approximately twenty to forty respondents. In these interviews, respondents are first administered the survey items under evaluation and then answer a series of follow-up probe questions that reveal how respondents arrived at their particular response choices. These probes can be either concurrent (asked with each survey item) or retrospective (asked after all survey items). Through this semi-structured design, various types of question-response problems, such as interpretive errors or recall accuracy, are uncovered.

Sample selection for a cognitive interviewing project is purposive with respondents selected for specific characteristics -- such as race, health status or occupation-- that are relevant to the intended purpose of survey instrument. When studying questions designed to identify persons with disabilities, for example, the sample would likely consist of respondents with previously identified disabilities of various severity as well as some respondents with no known disabilities in order to examine potential sources of false positive reporting. Because of the small sample size, not all social and demographic groups are represented although an effort is made to maintain a varied sample.

Analysis of cognitive interview data involves an iterative process synthesis and reduction—beginning with a large amount of textual data and ending with conclusions that are meaningful and serve the ultimate purpose of the study. The steps consist of: 1) Conducting interviews to produce interview text; 2) Synthesizing interview text into summaries to produce detailed summaries; 3) Comparing summaries across respondents; 4) Comparing identified themes across subgroups; and 5) Making conclusions (Miller, Willson, Chepp, & Padilla, 2014). Through this reduction of the cognitive interview data, a comprehensive understanding of a question's performance emerges and a more complex and complete understanding of understanding of the question response process is revealed. In the beginning it is only possible to understand how each individual respondent makes sense of and answers the survey question. By the end, individual interpretations are understood as well as how those interpretations relate across groups and within the overall context of the question's performance.

Sample: A team of researchers from the CCQDER interviewed a total of 65 respondents for two rounds of interviews. The research team recruited a purposive sample of adults over age 18 through newspaper advertisements, email list contacts and flyers. Inclusion criteria included living in a household with two or more persons and being responsible for household meal-planning and food-shopping. A screening process was employed over the telephone to determine eligibility for participation. In the first round of testing (November 2015), 31 English

and 10 Spanish interviews were conducted. In the second round of testing (January 2016), 19 English and 5 Spanish interviews were conducted. Almost half of all respondents reported having less than a high school diploma. Almost 70% of respondents were Black while 58% were male. Demographics for the full sample are shown in Table 1.

Table 1. <i>Demographic profile of respondents</i>			
	Round One	Round Two	Total
Race/Ethnicity			
Asian/American	2	1	3
Indian or Alaskan Native			
Black	29	14	43
White	8	9	17
Multiple	2	0	2
Ethnicity			
Hispanic	12	7	19
Non/Hispanic	29	17	46
Gender			
Male	26	12	38
Female	15	12	27
Education			
Less than HS	23	7	30
HS or GED	8	10	18
Some College or more	10	8	18
Age			
18-29	5	4	9
30-49	14	4	18
50-64	20	14	34
65+	2	1	3

Interviewing Procedures

During the interviews, retrospective and concurrent, intensive verbal probing was used to collect response process data. Probes included such things as: “Why did you answer the way

that you did?”, “How did you arrive at your response?”, “Can you tell me more about that?”, and “Can you clarify what you mean?” Video/Audio recordings and written notes of interview summaries were collected and used as the basis of data analysis. Most interviews were conducted face-to-face in the Questionnaire Design Research Laboratory (QDRL) within the CCQDER while some were conducted off-site. In order to examine the role of hand cards in the response process, ten of the interviews that were conducted in the QDRL were simulated phone interviews with the interviewer in one room and the respondent in another. Once the questions had been administered over the phone, the interviewer joined the respondent and the follow-up interview was conducted face-to-face. Interviews typically lasted 60 minutes and respondents were given \$40 once the interview was complete.

Data Analysis: Analysis of interviews followed the guidelines for cognitive interviewing methodology which is guided by the grounded theory approach. This approach does not aim to test existing hypotheses, but instead generates explanations of response error and various interpretive patterns that are closely tied to the empirical data. This includes the constant comparative method of analysis, in which analysts continually compare data findings to original data (Lincoln and Guba 1985; Strauss and Corbin 1990; Creswell 1998), resulting in data synthesis and reduction (Strauss and Corbin 1990; Suter 2012). After each interview was conducted, summary notes were written for each question. Summary notes included the way in which a respondent interpreted and processed individual questions, what experiences or perceptions the respondent included as they formulated their answer, and any response difficulties experienced by the respondent. After all interviews and summaries were completed, interviews were compared to identify common patterns of interpretation and response difficulties for each question. Sub-group analysis looked at patterns of interpretation and responses as they varied across different groups within the sample.

A data entry and analysis software application (Q-Notes) was used to conduct analysis. Q-Notes, developed by CCQDER, ensures systematic and transparent analysis across all cognitive interviews as well as provides an audit trail depicting the way in which findings are generated from the raw interview data.

III. Overall Findings

Lack of knowledge about nutrition: Although not the case for all respondents, many respondents lacked a basic understanding of nutrition which made it difficult for them to understand and answer the questions accurately, leading, in many cases, to response error. This may have been at least partially a result of the recruitment strategy which targeted respondents with low levels of education although this pattern was seen across the sample.

Calories: In particular, this lack of knowledge was evident in the questions that asked about calorie information. In order to answer these questions accurately, it would be necessary for them to have an understanding of calories or calorie information. However, many did not.

Most respondents had some notion of what was meant by “calories” or “calorie information.” The majority thought calories had to do with nutrition in general. Therefore, these respondents understood calorie information as information on a variety of components of the food. One respondent said that calorie information shows “how much fat, cholesterol, gluten and all that stuff you put in your body.”

Another respondent said that calorie information is “how much sodium; how many calories you will accumulate when you eat it... sodium, carbohydrates, calcium, vitamins...”

Others understood that calorie have some relationship to weight. One respondent said, “...the fats. My gut. Calories make my belly bigger” while another respondent defined calories more precisely as “your intake of energy.” These respondents understood calorie information simply as “the amount of calories in the food” or “how much you should eat to not get fat.” A single respondent, who answered “no,” said, “I have no idea,” when asked what he thought calorie information was.

Other nutrition information: In general, respondents were even less clear on other nutritional components. Most respondents fixated on one or two items such as fat, sodium, sugar or carbohydrates. For example, some respondents looked only for fat content. As one respondent said, “I look for fat because it’s the most dangerous thing.” Other respondents either sought out or avoided particular ingredients- often the same ones. For example, some respondents wanted soy in their food while others tried to avoid it.

Food label: Many respondents were unclear on the purpose and function of calorie or nutrition labels. Not many respondents gave any indication that they understood how the information on the food label could be used to guide their buying or consumption decisions. This lack of knowledge lead to considerable response error. Although lack of knowledge about calorie and nutrition labeling may have been in part a result of a recruitment strategy that targeted respondents with low education levels, this pattern was seen in respondents across the sample and not only in those with low education levels.

Many respondents stated outright that they did not understand food and calorie labeling. Some of these respondents gave answers that were congruent with their lack of knowledge. For

example, some respondents answered “never” for the food label questions because they did not understand or use the food label at all. One said, “That’s not for me. I don’t know why that’s there. Maybe for chefs? I don’t look at that.”

General lack of understanding about calorie and nutrition labels lead to response error when respondents provided responses that indicated that they used calorie or nutrition labels but then during cognitive probing indicated that, in actuality, they did not pay attention to or use the labels. For example, one respondent answered “sometimes” to several of the questions on use of the nutrition label. However, he later indicated that he didn’t look at the nutrition label and that he didn’t really understand it. He said, “I just don’t know. I don’t pay attention to that. What is it?” In fact, it was not uncommon for respondents in this sample to satisfice by providing random answers to questions they did not understand. Other respondents tried to give their best guesses by answering “sometimes” or “rarely” when “never” seemed to be too extreme a response. As one respondent explained, “I didn’t want to say ‘never’ because sometimes I might accidentally see it, so I said ‘sometimes’ but I don’t think I’ve ever seen it.”

Many respondents had erroneous or idiosyncratic notions of the purpose and function of calorie and nutrition labels. For example, many respondents indicated that they might put a food item back if it contained “too much” fat, sugar, sodium or carbohydrates. However, almost no respondents had a clearly defined threshold, of milligrams or percent daily value, for making this decision. One respondent answered “most of the time” and said, “I might not understand milligrams, but if the number is real high, I won’t buy.”

Others, particularly Hispanic respondents, displayed some distrust of the information presented. One respondent said, “It can’t be accurate. They don’t know.” Another said, “It’s just what they want you to think.” A third respondent said, “[there’s] lots of deceptive practices going on---like comparing something that has ounces [on the label] to something that has pounds [on the label].”

Health conditions: Respondents who had health conditions such as high blood pressure, diabetes or overweight had a better overall knowledge and awareness of nutrition particularly as it related to the specific conditions each one had. Respondents with these conditions got nutrition information and counselling from their health care providers. These respondents generally reported looking at the food label more. For example, one respondent explained why she “always” uses the food label to look for sugars, “I have to watch the sugar...because of the diabetes.” Another explained why he always looks at the sodium content, “I have high blood pressure so I always check the salt. You would not believe how much is in V8 juice!”

However, sometimes respondents with health conditions did NOT look at the food label because they had a list of approved items by their health care providers, and therefore, did not

need to make these nutritional choices for themselves. One respondent with a thyroid condition said, "I don't need to check that. I know what to buy. I have my list and I stick to it."

Based on health concerns and advice from doctors, some respondents may have responded based on what they *should* be doing and not what they *actually* do. A respondent stated, "I always look at vitamin A...and cholesterol." However, in a later questions, this respondent mentioned that he didn't really look at cholesterol anymore although his physician told him that he should. Another respondent described how his doctor told him to watch for sodium. He answered "most of the time" but later admitted that he rarely took the time to actually look

On the other hand, respondents who reported that they "never" or "rarely" use information on the food label often justified their responses by explaining that they do not have health conditions. For example, one respondent mentioned not looking at the label because he is a relatively healthy person, "I'm not that into calories...I'm a small person, I don't consume a lot of food...I don't have diabetes...I don't have high blood pressure." Another said, "I don't count calories...If I want to eat it or drink it, I'll eat it regardless. "I don't really worry about calories...Because I'm not overweight." A third respondent said, "It really don't apply to me I believe. I always thought nutrition facts is for people on a diet or trying to lose weight."

Other concerns: Many respondents reported that they don't pay attention to nutrition or nutrition labeling at all. These respondents often had other concerns such as cost, hunger, time or taste, when shopping for food. For example, one respondent explained, "Because I'm hungry and money is scarce and I buy cheaper things and I'm in a hurry." Another respondent was homeless and unemployed and mentioned he is not focused on this information. "I never really ever look at nutrition facts. I just want to eat." A young mother said that she never has time to look at labels because she's always shopping with her baby. While these respondents answered all of the questions, they often mentioned that the questions were repetitive and that their answers would not change from topic to topic. At one point, one respondent exclaimed, "Like I said: Never! I don't care about none of this stuff."

Overlapping categories: In Round One, a lot of overlap was seen between the various restaurant categories in the section on calorie labeling on menus. Pizza restaurants were considered to be both fast food and wait service restaurants. Both Chipotle and Denny's were considered to be both fast food AND wait service restaurants. Buffets were considered to be both all-you-can-eat buffets AND wait service restaurants. One respondent wondered if Subway should be considered fast food because the food there is considered to be healthy. She ultimately decided that it was fast food because she received the food quickly. There was also overlap between places that serve mostly beverages, gas stations, convenience stores and fast

food. A lot of people get their coffee at Starbucks, but some people get it at the gas station or at McDonalds.

Most respondents didn't count places twice. That is, if a respondent answered the question on fast food based on having gone to a pizza place, usually this respondent would not count it again for the question on wait service restaurants. This was not always true, however, and some places were counted in two categories.

Don't Know: In order to encourage respondents to make a considered response to the questions, "Don't Know" was not given as an explicit answer category. Some respondents said outright that they didn't know and these responses were recorded as "Don't Know" by the interviewer. However, other respondents who didn't know or who were unsure, picked from the available response categories. Later during probing, these respondents admitted that they didn't know and said that since "Don't Know" was not an option, they chose an answer category randomly or based on hypothetical supposition. For example, one respondent answered "yes" to a question on whether he'd seen calorie labeling on a menu. Later he said, "I don't really know. It might be there, right? So I just said "yes" because it could be there but I didn't notice it."

Hand cards: Respondents were instructed to follow along with a hand card booklet that contained graphics and information relevant to the questions. Most respondents were able to use and follow along with the hand cards with no difficulty. However, some respondents did not pay attention to the answer categories as presented on the hand cards. In these cases, the hand cards didn't interfere with the questions but neither did that aid the respondent in sorting through the answer choices.

Usability testing: A usability test of the hand cards was performed on ten respondents. For this test, simulated phone interviews were conducted with the respondent in one room and the interviewer in another so that the question administration portion of the interview could be performed over the phone. The ten respondents had no difficulty using the hand card booklet as instructed over the phone.

Revisions: In Round One the entire food label was presented on a single page with each element color coded. Respondents were instructed in each question to look at the appropriately colored section. This caused confusion with some respondents who were not able to pick out the appropriate section. One respondent said, "I don't even see it here!" when looking for the section highlighted in purple. Other respondents answered based on the entire label that was presented rather than on the appropriately highlighted section. Also, in Round One, there were no hand card corresponding to

questions CBQNewQ17-CBQNewQ19. This confused some respondents as they looked through the hand card book expecting a hand card as in the previous question.

In Round Two, the hand card booklet was reorganized. Each section of the label was presented on its own page with the response options presented on the facing page. Additional hand cards were added for questions CBQNewQ17-CBQNewQ19. Changes to the hand card booklet cleared up any difficulties respondents had with the hand cards.

IV. Question-by-Question Review

Section A. Calorie Labeling on Menus

CBQ.505

Round One: You will need the green hand card booklet. I'll tell you when you will need it. For the first few questions, please answer yes or no. In the past 12 months, did you buy any foods or beverages from fast food or pizza places? *[Para las primeras preguntas, por favor responda sí o no. En los últimos 12 meses, ¿compró usted comidas en lugares de comida rápida ("fast food") o en pizzerías?]*

Round Two: I am going to ask you about eating foods and beverages from different places. The types of places are listed on hand card 5 in your booklet. Please turn to hand card 5. We will start with foods or beverages from fast food or pizza places, then I'll go down the list and ask you about each of the other places. *[Le voy a preguntar acerca de su consumo de comidas y bebidas de diferentes lugares. El tipo de lugares se encuentra en la tarjeta 5 del libro. Por favor mire la tarjeta 5. Comenzaremos con comidas o bebidas de lugares de comida rápida ("fast food") o pizzerías. Después continuaré con la lista y le preguntaré acerca de cada uno de los demás lugares.]*

Round One

Round Two

Answer	English	Spanish	English	Spanish
Yes	31	10	18	4
No	0	0	1	1

All respondents in Round One were asked this question, and all answered "yes," indicating that they had eaten some form of fast food or pizza in the last 12 months.

Interpretation: Most respondents mentioned typical fast food places such as McDonalds, Popeyes, Pizza Hut, Quiznos Subs, Panera, Dominos and Subway. Chinese take-out was also frequently mentioned.

Some respondents thought about getting food from places that are not typically considered “fast food” such as hotdogs from gas stations or convenience stores, food from all-you-can-eat buffets and salads from a grocery store salad bar.

One respondent explained why she considered hot dogs from 7-Eleven to be fast food saying, “It’s faster than McDonalds!”

Several respondents included carry-out from sit-down restaurants although others did not. One respondent expressed uncertainty. He said, “Carry-out is fast food, right?” He ultimately decided to include carry-out from Denny’s and answered “yes.”

Time frame: Although some respondents reported that they ate fast food very infrequently, there were no cases of response error due to the time frame. All respondents could pinpoint an instance of eating fast food at some point within the 12 month time frame.

Response error: Two instances of potential response error were seen. One respondent answered “yes” but later changed her answer to “no.” This respondent explained that she does not like to eat out at all and prefers to prepare her own food. It’s not clear why she initially answered “yes.” The second instance of response error was seen in a Spanish speaking respondent who answered “yes” because she had gone to McDonald’s the previous week. On probing, she revealed that she has never eaten at a fast food restaurant and explained that she had gone to McDonald’s with a friend and did not eat any food.

Hand card: In Round Two, a hand card was added in an attempt clarify the scope of the question on fast food. The hand card lists the types of restaurants and food places that are mentioned in this and subsequent questions on calorie labeling so that respondents would not include these in the question on fast food. Although the question was not revised, a preamble explaining the hand card was added. The additional hand card in Round Two reduced the number of out of scope responses. However, respondents still did not have a clearly defined boundary for what is fast food and what isn’t. In Round Two, few respondents reported thinking about food they had purchased from convenience stores and grocery stores, but several respondents still thought about carry-out from sit-down restaurants. Additionally, in Round Two, a few respondents thought about pizza delivery and fast food drive-thrus-- situations in which they would not have gone into a restaurant.

CBQ.535N

Rounds One and Two: The last time you bought foods or beverages at a fast food or pizza place, did you see calorie information on the menu? [*La última vez que usted compró comida en un lugar de comida rápida (“fast food”) o en una pizzería, ¿vio información de calorías en el menú?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	11	2	15	1
No	20	8	3	3

In both Round One and Round Two, this question was asked to respondents who answered “yes” to CBQ.505. Most respondents thought about the last time they had eaten fast food or pizza although some thought about fast food/pizza restaurants in general. Respondents reported eating fast food/pizza as recently as the day of the interview and as long ago as almost a year prior.

Interpretation: As described above, respondents did not always have an accurate notion of what was meant by “calories” or “calorie information.” Respondents used their own, often idiosyncratic, definitions when answering questions on calories. Most respondents understood that calories had some connection to nutrition (often conflating them with nutrients in general); some respondents understood that calories related to weight and a few respondents stated that they didn’t know what calories were.

Seeing calorie information: Most respondents answered based on whether they had seen calorie information posted somewhere. Those who answered “yes” reported seeing calorie information on the menu board, on a paper menu, on a sign near the drive-thru, on the food wrapping and on the tray mat. Those who answered “no” reported that they had not seen calorie information anywhere. Several of the “no” respondents emphasized that they weren’t sure whether it was actually there. One respondent said, “It may be there, but I don’t pay attention. I don’t see it because it’s not important to me.”

Another respondent said, “Most of the time when I go there, it’s to just throw something in my stomach, so I don’t think to check for calories.” In fact, many

respondents noted that there was no point in paying attention to calories in a fast food restaurant because they already know the food is unhealthy.

Assumption about presence of calorie information: Some respondents did not think about whether they had actually seen calorie information or not but rather answered based on whether they thought it was there or not. One respondent, who answered “yes,” said, “You do see it nowadays. It was probably there. I just don’t pay that much attention.” Another said, “No. I’m sure they wouldn’t have that at a Chinese place.”

Calories: A single Spanish speaking respondent answered based on the presence of calories rather than on calorie information. She answered “yes” because she is aware that pizza is fattening and has a lot of calories. She noted the flour in the crust is high in calories and that there is a lot of grease on the pizza.

Take-out/delivery: Some respondents answered about recent experiences getting take-out or delivery of fast food/pizza. Three respondents answered “no” because they hadn’t seen a menu and/or hadn’t been in the store. Two of these respondents had ordered carry-out and the other bought food that was delivered by a friend. Two other respondents answered “yes” because they had seen calorie information elsewhere. One saw it on the website and the other saw it on the paper delivery menu.

Spanish: Generally, Spanish speaking respondents answered similarly to English speaking respondents. However, there were a few small differences. More of the Spanish speakers answered “no,” explaining that the information might be there but because they don’t pay attention, they don’t see it. One respondent said, “Si no lo buscas, no lo ves. [If you don’t look for it, you don’t see it.]”

A few Spanish speaking respondents expressed skepticism about the information. One noted that it would not be in a restaurant’s best interest to make this information public while another said, “They just tell you what you want to hear.”

CBQ.540

Rounds One and Two: Did you use the information in deciding what to buy? [*¿Usó la (esa) información al decidir qué comprar?*]

Round One

Round Two

Answer	English	Spanish	English	Spanish
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Yes	7	1	3	0
No	7	1	11	1

This question was asked of all respondents who answered “yes” to CBQ. 535.

Interpretation: Almost all respondents all understood this question to be referring to calorie information. However, some respondents answered about calorie information in general rather than the calorie information they had seen the last time they had purchased fast food or pizza. A single Spanish speaking respondent answered based on her choice of an item she believed to be “healthy” rather than on her use of the posted calorie information.

Decision making: Most respondents answered based on whether they had used calorie information in deciding what to buy. Respondents who answered “yes” used the calorie information to decide what to buy, usually choosing a lower calorie item. Respondents who answered “no” didn’t use the calorie information. One said, “When you’re hungry, you don’t care about stuff like that.”

Instead, respondents who answered “no” based their purchases on price and taste rather than calories. A few said they always get the same thing, so there was no decision to make. One respondent said, “I order the same thing every time. The tuna or a salad.”

Looking: A few respondents answered “yes” because they looked at the calorie information although they did not use it to guide their food choices. One said, “I always look at I, but I doesn’t change what I’m going to eat.”

Weight/health conditions: Respondents who were overweight or who had health conditions tended to pay more attention to calories. One respondent, who answered “yes,” said he got a salad at McDonalds because he was watching his weight and he wanted the “less caloric item.” Another respondent, who answered “yes,” said, “I look at fat and calories because I’m pre-diabetic.”

However, another respondent answered “no” because, due to diabetes, she can only order certain items and she already knows what those are.

Spanish: Spanish speaking respondents answered similarly to English speaking respondents.

CBQ.550

Rounds One and Two: In the past 12 months, did you eat at a restaurant with waiter or waitress service? [*En los últimos 12 meses, ¿comió usted en restaurantes con servicio de mesero?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	22	10	13	2
No	9	0	6	3

All respondents were asked this question, and many gave examples of the restaurants they had eaten at within the last year such as Olive Garden, Ruby Tuesdays, Denny’s and “very expensive restaurants where meals cost \$300-\$400.”

Interpretation: There was no consistent definition of “a restaurant with waiter or waitress service.” The most comprehensive definition came from a respondent who said, “You get a waitress and you sit-down to eat and they wait on you. They bring food to the table.” Other respondents also included buffet restaurants where a waiter/waitress takes a drink order but diners get the food themselves from the buffet. A few respondents thought about getting take-out from restaurants, such as Denny’s, where they could get wait service. A single respondent answered “yes” because he’d been to Chipotle where he could eat sitting down.

Response error: A few instances of response error were seen due to the time frame. Two respondents answered “no” because they thought the question specified “in the past month” rather than “in the past 12 months.” Two other respondents answered “no” because they hadn’t eaten out “in a long time” but on probing revealed that they had eaten out within the last year.

Overlap: A hand card and revised preamble were added to Round Two with the goal of clarifying the categories. For this question, there was overlap with fast food/pizza restaurants and buffets. Both Chipotle and Denny’s were considered to be both fast food AND wait service restaurants. Buffets were considered to be both all-you-can-eat buffets AND wait service restaurants. A single respondent answered “no” to this question because she had eaten at a pizza restaurant with table service, but pizza had already been covered by the previous question.

Spanish: In general the Spanish speaking respondents ate out less frequently than the English speaking respondents and, because of this, were very precise about their experiences. However, the same general patterns of interpretation were seen in both groups.

CBQ.580N

Rounds One and Two: The **last** time you ate at a restaurant **with a waiter or waitress**, did you see **calorie information** on the menu? *La última vez que usted comió en un restaurante con servicio de mesero, ¿vio información de calorías en el menú?*

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	8	1	4	0
No	14	9	7	2
DK	1	0	2	0

Respondents who answered “yes” to CBQ.550 were asked this question. Most respondents answered based on the last time they ate at a restaurant with wait service, but a few respondents answered in general or based on a previous restaurant experience.

Interpretation: All respondents used the same definition of “calorie information” that they had used in CBQ.535N.

Looking: Respondents who answered “yes” reported seeing calorie information on menus next to food items or posted on the wall of the restaurant. Respondents who answered “no” often noted that they don’t pay attention to calories. In fact, most respondents who answered “no” expressed uncertainty. For example, one respondent said, “They might have had it in the back of the menu, but I don’t know. I just ordered what I wanted.”

The three respondents who answered “don’t know” also expressed uncertainty. One said, “I believe it was probably there but I just didn’t take notice.”

Decision making: Three respondents answered “no” because they saw calorie information on the menu but didn’t use it to decide what to buy. One said, “It had the information up there, but for me...I didn’t use it.”

Calories: As in CBQ.535N, a single Spanish speaking respondent answered based on the presence of calories rather than on calorie information.

Spanish: Spanish speaking respondents answered similarly to English speaking respondents. Several Spanish speakers noted that they could get calorie information from a waiter.

CBQ.585

Rounds One and Two: Did you use the information in deciding what to buy? [*¿Usó la (esa) información al decidir qué comprar?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	5	1	1	0
No	3	0	3	0

This question was asked of all respondents who answered “yes” to CBQ. 580N.

Interpretation: Almost all respondents all understood this question to be referring to calorie information. All respondents answered based on whether they had used calorie information in deciding what to buy. Respondents who answered “yes” used the calorie information to decide what to buy, usually choosing a lower calorie item. One said, “Seeing calories took me to a different place. Sugar free syrup with Nutrasweet really is sweet! You don’t miss the sugar.”

Another said, “I purposely avoid things with higher calories. I find it useful.”

Respondents who answered “no” didn’t use the calorie information. Instead, they based their purchases on price and taste rather than calories. One said, “My mind wouldn’t even pay attention to 2000 calories. I just focus on the price and what comes with that meal.”

Spanish: Spanish speaking respondents answered similarly to English speaking respondents.

CBQ.NewQ7

Rounds One and Two: In the past 12 months, did you eat at an all-you-can-eat buffet style restaurant? [*En los últimos 12 meses, ¿comió usted en un restaurante tipo buffet donde se puede comer tanto como uno quiera?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	17	8	9	3
No	14	2	10	2

All respondents were asked this question. One respondent, who was not a native speaker of English, did not understand the word “buffet.” This respondent answered “no” due to the misunderstanding but later realized he had been to a buffet.

Interpretation: Generally respondents understood the concept of an “all-you-can-eat buffet” and gave examples of places such as Golden Corral, Old Country Buffet and Chinese buffets. Respondents described these restaurants as “a place you serve yourself and you get as much as you want” and a place where “you pay, you load up your plate; they got all kinds of food.” A single respondent answered “yes” because she had eaten at a salad bar in a restaurant with menu service. Another respondent,

Respondents who answered “no” expressed distaste for buffet restaurants due to concern about germs. One respondent said, “The food be all out and people be all up in there. I don’t do no buffet.”

Timeframe: Several respondents weren’t sure if they’d been to a buffet within the one year time frame. For example, one respondent answered “yes” and said, “Sure. I must have,” although she couldn’t remember having gone to a buffet. Three respondents answered “no” but later remembered that they had been to buffets within the previous year.

Overlap: In Round One, quite a few respondents thought of the same dining experience in this question and in CB.540. These respondents noted that in places like Golden Corral, there are servers who bring drinks. Some respondents included these experiences in both questions while others just included them in the question on buffets. None of the respondents excluded their buffet experience solely because they’d included it in the previous question. This pattern persisted into Round Two despite the presence of the list of restaurant types on the new hand card.

Spanish: Spanish speaking respondents understood “all-you-can-eat buffet” in the same way English speaking respondents did.

CBQ.NewQ8

Rounds One and Two: The last time you ate at an all-you-can-eat buffet style restaurant, did you see calorie information on the menu? [*La última vez que usted comió en un restaurante*

tipo buffet donde se puede comer tanto como uno quiera, ¿había información de calorías en el menú?]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	2	1	1	1
No	14	7	10	2
DK	2	0	1	0

This question was asked of respondents who answered “yes” to CBQ.NewQ7.

Interpretation: Almost all respondents understood this as a question about calorie information. However, respondents continued to use their own, often idiosyncratic, understandings of the definition of “calorie information” as described above including thinking of calorie information as general nutritional information, calories in general or “vegetables and other items that will make you fat.”

Respondents who answered “yes” indicated that they had seen calorie information posted at the front of the restaurant or near the food at the buffet. Both those who answered “no” and those who answered “yes” wondered how a buffet could possibly post accurate calorie information since there is no way of knowing how much of an item a person will serve themselves. One said, “I don’t know how they would do that. They don’t control the serving size. I mean, it would be nice, but how could they?”

A single respondent answered “no” because even though he had SEEN calorie information posted, he hadn’t really LOOKED at it.

Uncertainty: Many respondents indicated that they were uncertain. Two respondents answered “Don’t know,” but other uncertain respondents answered based on whether they thought it would be there or not. For example, one respondent said “yes” but on probing revealed that he wasn’t sure. “I don’t really know. I mean I guess they have it, but if it was, I didn’t really pay attention.”

Spanish: There were no differences in how Spanish speakers understood or answered this question.

CBQ.NewQ9

Rounds One and Two: Did you use the information in deciding what to buy? [*¿Usó la (esa) información al decidir qué comprar?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	0	1	0	0
No	2	0	1	1

This question was asked of respondents who answered “yes” to CBQ.NewQ8.

Almost all respondents answered “no” to this question noting that it is difficult to use calorie information at a buffet. As one respondent said, “It’s hard to pay attention to that when there are so many food....and it wasn’t near the food.”

The single respondent who answered “yes” was a Spanish speaking respondent who answered this way because she uses her own knowledge of calories to decide what to eat (i.e. she chooses healthy foods that are low in calories.)

CBQ.NewQ10

Rounds One and Two: In the past 12 months, did you buy any foods or beverages at a place that sells mostly beverages such as a coffee shop or juice bar? [*En los últimos 12 meses, ¿compró algún alimento o bebida en un lugar que vende principalmente bebidas, como por ejemplo un café o una juguería?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	17	10	4	3
No	14	0	5	2

This question was asked of all respondents.

Interpretation: Starbucks was unanimously recognized as a “place that sells mostly beverages.” However, respondents tended to answer based on places where they bought beverages whether those places sold “mostly beverages” or not. In addition to Starbucks, respondents gave examples of other places where they buy beverages such as Dunkin Donuts, Smoothie King, 7-Eleven, McDonalds, Panera, Subway, gas stations and Burger King.

A few respondents wondered whether they should include places that sell wine and beer such as liquor stores or bars, but decided not to include those places.

Respondents mostly thought about coffee, but some mentioned smoothies, soft-drinks and orange juice (from McDonalds).

Spanish: Spanish speaking respondents mentioned 7-Eleven and McDonalds more than they mentioned Starbucks.

CBQ.NewQ11

Rounds One and Two: The last time you bought foods or beverages at a place that sells mostly beverages, did you see calorie information on the menu? [*La última vez que compró alimentos o bebidas en un lugar que vende principalmente bebidas, ¿había información de calorías en el menú?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	12	3	8	1
No	15	7	9	2

This question was asked of respondents who answered “yes” to CBQ.NewQ10.

Interpretation: Respondents generally understood this as a question about calorie information. However, respondents continued to use their own, often idiosyncratic, understandings of the definition of “calorie information” as described above. Respondents who answered “yes” reported seeing calorie information posted on menus and in brochures and on food labels. One respondent said, “It was on the bottle of juice I bought.” Another said, “It says it on the muffin wrapper.”

Uncertainty: Many respondents noted that they didn’t really pay attention to whether calorie information was posted or not. One respondent who answered “no” said, “I didn’t pay attention, honestly.” Another respondent who answered “yes” said, “I think it’s on the wall, but I didn’t pay attention. I was just getting coffee.”

Spanish: There were not differences in how Spanish speaking and English speaking respondents understood and answered this question.

CBQ.NewQ12

Rounds One and Two: Did you use the information in deciding what to buy? [*¿Usó la (esa) información al decidir qué comprar?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	6	1	1	0
No	3	2	9	1

This question was asked of respondents who answered “yes” to CBQ.NewQ11.

Interpretation: In this question, respondents thought about both calories and calorie information.

Some respondents who answered “yes” described choosing drinks based on posted calorie information while others said they chose a “lower calorie” option. For example, one respondent who answered “yes” said, “I always put milk in my coffee instead of cream because it’s lower in calories.”

Respondents who answered “no” indicated that they did not pay attention to calories or calorie information. One said, “I just get the usual. Regular ol’ over-priced coffee.” Another respondent said, “I just get what I want. I don’t care about calories. I’m just not the kind of person who counts calories.”

Spanish: There were no differences in how Spanish speaking and English speaking respondents understood and answered this question.

CBQ.NewQ13

Rounds One and Two: In the past 12 months, did you buy any foods or beverages at movie theaters, sports arenas, or other places of recreation? [*En los últimos 12 meses, ¿compró algún alimento o bebida en un cine, estadio o campo deportivo u otro lugar de recreación?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	14	4	6	1
No	17	6	13	4

All respondents were asked this question. The question contains two lists with items joined by “or.” A few respondents had trouble due to the listed items. Response error was seen with one respondent who only heard “sports arenas” from the list of “movie theaters, sports arenas or other places of recreation.” He answered “no” even though he’d been to several movies within

the previous year. Response error was also seen with another respondent who answered “no.” This respondent had bought a soda at the movies but answered “no” because he had not purchased food. However, most respondents were able to answer the question as intended.

Interpretation: Most respondents answered based on their recent experiences buying food and drinks at the types of places listed in the question. Respondents gave examples such as buying popcorn and nachos at the movies, buying sushi and hotdogs at sporting events and buying beer at a concert at the Verizon Center.

Other places of recreation: When asked about other places of recreation, respondents gave a wide variety of possible venues such as rec centers, gyms, parks, concert halls, bowling alleys, skating rinks, carnivals, bars, church meetings, strip clubs and swimming pool. Notably, with exception of “concert hall” no respondents answered “yes” based solely on having bought food at one of these other places. This indicates that while respondents are able to generate a list of possible “Other places of recreation,” they may not be thinking of these places when they answer the question.

Not everyone was sure what should be included in this category. A few respondents wondered if places that serve alcohol, like bars and night clubs, should be included. Lots of respondents thought that parks could be places of recreation and as such, one respondent wondered if ice cream trucks that sell at parks should be included. A single respondent said he had “no idea” what a “place of recreation” would be. Finally, one respondent wondered if she should include a recent concert. Ultimately, she answered “no” thinking it was “more art” because it was in a small venue and “not like an arena.”

Time frame: Response error was seen several times when respondents answered “yes” then later realized that more than a year had passed since the event. For example, one respondent thought that he’d been to a Wizards game within the previous year but when he thought about the exact month, realized that it had been 16 months prior.

Spanish: Spanish speakers thought of more examples of “other places of recreation” where people bring their own food such as parks and community sports games, but in general answered similarly to English speaking respondents.

CBQ.NewQ14

Rounds One and Two: The **last** time you bought foods or beverages at a **movie theater, sports arena, or other place of recreation**, did you see **calorie information** on the menu? [*La última vez que compró alimentos o bebidas en un cine, estadio o campo deportivo u otro lugar de recreación, ¿había información de calorías en el menú?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	4	2	3	0
No	9	4	3	1
DK	1	0	1	0

Respondents who answered “yes” to CBQ.NewQ13 were asked this question.

Interpretation: Respondents generally understood this as a question about calorie information. However, respondents continued to use their own, often idiosyncratic, understandings of the definition of “calorie information” as described above. Respondents who answered “yes” reported seeing calorie information posted on food packaging and on the menu display. One respondent said, “I got popcorn and it showed the calories with and without butter.”

Uncertainty: Many respondents noted that they didn’t really pay attention to whether calorie information was posted or not. One respondent who answered “yes” said, “I’m not sure... I might have seen something posted, but I’m there to have fun.” Meanwhile, a respondent who answered “no” said, “I don’t think so. If it was there, I didn’t notice.” A single respondent answered “don’t know” but later changed his answer to “yes” because the information was printed on the receipt.

Spanish: There were not differences in how Spanish speaking and English speaking respondents understood and answered this question.

CBQ.NewQ15

Rounds One and Two: Did you use the information in deciding what to buy? [*¿Usó la (esa) información a decidir qué comprar?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	2	2	0	0
No	3	0	3	0

This question was asked to respondents who said “yes” to CBQ.NewQ14.

Interpretation: In this question, respondents thought about calorie information.

Respondents who answered “yes” described choosing food based on posted calorie information. Respondents who answered “no” indicated that they did not pay attention to calories. One said, “I’m having fun. I’m not thinking about calories.”

Spanish: There were no differences in how Spanish speaking and English speaking respondents understood and answered this question.

CBQ.NewQ1

Round One: Some grocery stores sell “ready to eat” foods such as salads, soups, chicken, sandwiches and cooked vegetables in their salad bars and deli counters. In the past 12 months, did you buy ready to eat foods at grocery stores? [*Algunas tiendas de comestibles venden comidas “listas para comer”, tales como ensaladas, sopas, pollo, sándwiches/emparedados y verduras/vegetales cocidos(as) en sus secciones de ensaladas (“salad bar”) y “deli” (fiambrería). En los últimos 12 meses, ¿compró en tiendas de comestibles alimentos listos para comer?*]

Round One			Round Two		
Answer	English	Spanish	Answer	English	Spanish
Yes	34	6	Yes	14	1
No	8	4	No	5	4

All respondents were asked this question.

Interpretation: Respondents mentioned a variety of grocery stores such as Giant, Safeway, Harris Teeter. Respondents also thought of places such as 7-Eleven and CVS Pharmacy.

Respondents who answered “yes” reported getting different types of “ready to eat” foods such as salads from a salad bar, macaroni and cheese from a hot bar, sandwiches, rotisserie chicken and fried chicken. Some respondents also thought of items such as canned food and TV dinners.

Spanish: Most respondents understood the term “*tienda de comestible*” to mean a “place that sells food items” such as a grocery store or supermarket. However, a few respondents also thought of gas stations or convenience stores as well.

Round Two: In order to clarify the types of foods that should be included, this question was revised. In Round Two, all respondents were asked:

In the past 12 months, did you buy prepared foods such as salads, soups, chicken, sandwiches and cooked vegetables from grocery store salad bars and deli counters?

[sándwiches/emparedados y verduras/vegetales cocidos(as) en las secciones de ensaladas (“salad bar”) y “deli” (fiambrería) de tiendas de comestibles? sándwiches/emparedados y verduras/vegetales cocidos(as) en las secciones de ensaladas (“salad bar”) y “deli” (fiambrería) de tiendas de comestibles?]

Respondents in Round Two, like the respondents in Round One, thought of stores such as Safeway, Giant, Whole Foods and Wegmans.

Respondents who answered “yes” reported getting foods such as salads, hot food, sandwiches and chicken. A single respondent answered “yes” because he bought foods to prepare. He purchased ground beef, onions, cheese and nachos to prepare at home.

No respondents thought about canned food and quite a few respondents who answered “no” mentioned that they like to buy frozen dinners but didn’t consider them to be “prepared foods.”

Spanish: All respondents understood “tienda de comestibles” to be grocery stores although this was not a commonly used term.

CBQ.NewQ2

Round One: The last time you bought ready to eat foods at a grocery store, did you see calorie information about these foods? *[La última vez que compró en una tienda de comestibles alimentos listos para comer, ¿vio la información de calorías de estos alimentos?]*

Round Two: The last time you bought prepared foods at a grocery store, was there calorie information about these foods? *[La última vez que compró comidas preparadas en una tienda de comestibles, ¿había información de calorías de estos alimentos?]*

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	8	1	7	1
No	17	5	7	0
DK	0	0	1	0

This question was asked of respondents who answered “yes” to CBQ.NewQ1.

Interpretation: Respondents generally understood this as a question about calorie information. However, respondents continued to use their own, often idiosyncratic, understandings of the

definition of “calorie information” as described above. Respondents who answered “yes” reported seeing calorie information posted on food containers and wrappers, on menus and on little signs next to food.

Uncertainty: Respondents were not always sure about whether there had been calorie information. Some respondents who answered “yes” later expressed uncertainty. For example, one respondent said, “I figured everybody is conscious about calories. I mean, I’m not sure it was there, but I assume it’s there.” Meanwhile, another respondent answered “no” noting that she doesn’t always pay attention. She said that she answered “no” “because I didn’t look.” She went on to say, “Sometimes I’m in a rush and already know what I’m going to get. I’m pretty sure it’s there, but I didn’t notice it because I was in a rush.”

Round Two: Respondents in Round Two were not thinking about canned food and frozen dinners so there were fewer respondents who answered “yes” based on the food label. However, there were still a few respondents in Round Two who thought of food labels. For example, one respondent answered “yes” because the little packet of salad dressing that came with her salad had calorie information on it.

CBQ.NewQ3

Rounds One and Two: Did you use the information in deciding what to buy? [*¿Usó la (esa) información al decidir qué comprar?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	5	1	1	0
No	5	0	7	1

Respondents who answered “yes” to CBQ.NewQ2 were asked this question.

Interpretation: In this question, respondents thought about calorie information.

Respondents who answered “yes” described choosing food based on posted calorie information. Respondents who answered “no” indicated that they did not pay attention to calories. One said, “Ignorance is bliss” when explaining why he’d rather not know the calorie content of the caramel macchiato he ordered at the deli counter.

Spanish: There were no differences in how Spanish speaking and English speaking respondents understood and answered this question.

CBQ.NewQ4

Round One: In the past 12 months, did you buy ready to eat foods at convenience stores? [*En los últimos 12 meses, ¿compró en tiendas de conveniencia alimentos listos para comer?*]

Round One			Round Two		
Answer	English	Spanish	Answer	English	Spanish
Yes	21	5	Yes	10	1
No	9	5	No	9	4

This question was asked of all respondents.

Interpretation: Respondents thought of places such as 7-Eleven, CVS, Family Dollar, grocery stores and liquor stores. One respondent explained that a grocery store is a convenience store because “they have hot and cold food and they’re convenient.”

Respondents reported buying a variety of foods such as hot dogs, sausages, burritos, pizza, chips and soda coffee. A few respondents thought of purchasing food to take home and cook. For example, one respondent said that he buys “bread milk and eggs from the corner store” while another respondent said, “Did I buy them to prepare them myself? Yes, I did.”

Most respondents did not hesitate to include packaged foods such as chips, but a single respondent answered “no” because she bought soda and pretzels but “not food.”

Spanish: One respondent said, “In English, a “tienda de convencia” is a convenience store, but most respondents understood this as “a store that is convenient to me.”

Round Two: In order to clarify the definition of “convenience store, two examples were added to the question. Respondents were asked:

In the past 12 months, did you buy prepared foods at convenience stores including gas stations and corner stores? [*En los últimos 12 meses, ¿compró comidas preparadas en tiendas de conveniencia o bodegas, tales como estaciones de gasolina o tiendas de la esquina?*]

Interpretation: Respondents in Round Two mentioned places similar to those in Round One including 7-Eleven, corner stores and gas stations. Only one respondent in this round thought about a grocery store.

Respondents again mentioned a variety of foods such as hot dogs, pizza, bread, salt tins of sardines and coffee. One respondent said he buys burritos at 7-Eleven so frequently that he is known as “The Burrito King.”

Spanish: There were no differences between Spanish and English responses.

CBQ.NewQ5

Round One: The last time you bought ready to eat foods at a convenience store, did you see calorie information about these foods? *[La última vez que compró alimentos listos para comer en una tienda de conveniencia, ¿vio la información de calorías de estos alimentos?]*

Round Two: The last time you bought prepared foods at a convenience store, including a gas station and corner store, was there calorie information about these foods? *[La última vez que compró comidas preparadas en una tienda de conveniencia o bodega, tal como una estación de gasolina o una tienda de la esquina, ¿había información de calorías de estas comidas?]*

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
Yes	7	4	5	1
No	12	1	5	0
DK	1	0	0	0

Interpretation: Respondents generally understood this as a question about calorie information. However, respondents continued to use their own, often idiosyncratic, understandings of the definition of “calorie information” as described above. Some respondents who answered “yes” reported seeing calorie information on food packages and wrappers. For example, one respondent answered “no” because she “didn’t see it on the candy bars or chips.” Another respondent answered “yes” because this information is printed on the burrito wrapper.” A single respondent thought about the presence of calories. He answered “yes” because hotdogs “have a lot of calories and they really salty.”

CBQ.NewQ6

Rounds One and Two: Did you use the information in deciding what to buy? [*¿Usó la (esa) información al decidir qué comprar?*]

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
Yes	5	1	2	0
No	2	3	3	1

This question was asked of respondents who said “yes” to CBQ.NewQ5.

Interpretation: In this question, respondents thought about calorie information.

Respondents who answered “yes” described choosing food based on calorie information that was printed on food wrappers and packaging. For example, one respondent said, “I read the label to choose a ‘lighter’ option.” Another respondent who answered “yes” said, “I really watch this. A lot of junk food seems healthy, but you have to turn it over to see [what’s on the label]”

Respondents who answered “no” indicated that they did not pay attention to calories. One laughed and said, “I always buy the burrito. I know what I want.”

Spanish: There were no differences in how Spanish speaking and English speaking respondents understood and answered this question.

Section B. Food Label

DBQ.750

Round One: Please turn to hand card 5. For the next few questions you’ll use hand card 6 to respond, but first please look at hand card 5 which shows an example of the food label. The “**Nutrition Facts panel**” of a food label is everything on this page except the list of ingredients in pink. How often do **you** use the **Nutrition Facts panel** when deciding to buy a food product? [*Por favor pase a la tarjeta 5. Para las siguientes preguntas usted usará la tarjeta 6 para responder, pero primero por favor mire la tarjeta 5 la cual muestra un ejemplo de una etiqueta de alimento. El “**Panel de Información de Nutrición**” de una etiqueta de alimentos es todo lo que aparece en esta página, menos la lista de ingredientes de color rosado. ¿Con qué frecuencia usa **usted** el **Panel de Información de Nutrición** cuando está decidiendo comprar un producto alimenticio?*]

Round Two: Please turn to hand card 6. For the next question you'll use hand card 7 to respond, but first please look at hand card 6 which shows an example of the food label. How often do **you** use the **Nutrition Facts panel** on a food label, such as the part colored in yellow on the sample food label on hand card 6, when deciding to buy a food product? *[Por favor mire la tarjeta 6. Para la siguiente pregunta usted usará la tarjeta 7 para responder, pero primero por favor mire la tarjeta 6 la cual muestra un ejemplo de una etiqueta de alimento. ¿Con qué frecuencia usa usted el **Panel de Información de Nutrición** de una etiqueta de alimentos, tal como la parte de color amarillo en la tarjeta 6, cuando está decidiendo comprar un producto alimenticio?]*

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
ALWAYS	1	0	0	1
MOST OF THE TIME	10	0	7	0
SOMETIMES	5	5	6	3
RARELY	6	3	2	0
NEVER	9	2	4	1

This question was asked of all respondents.

Interpretation: Most respondents referred to the nutrition facts panel when answering this question, but a few focused only on the ingredients list which is also shown on the hand card. A few also referred to items, such as price or type of product, that can be found on the product label but which are not shown on the hand card.

Decision Making: Many respondents answered based on whether they use the nutrition facts panel (or ingredient list) to make purchasing decisions. Some of these respondents used the food label to select items that contained certain desirable nutritional elements such as vitamins, calcium, fiber and natural ingredients. For example, one respondent who answered “most of the time” described how he uses the food label to compare products. He said, “When I buy stuff in the grocery store, I look at what it contains. Lots of foods are fortified with vitamins, so I always check the vitamins.” On the other hand, a lot of respondents used the food label to avoid buying foods with undesirable nutritional elements such as sodium, cholesterol and calories. One respondent said that he checks the food label “most of the time” because he has to avoid salt due to his high

blood pressure. He said, “I may not understand milligrams, but if the number is real high, I won’t buy.”

Respondents who answered “always”, “most of the time” and “sometimes” reported that they would choose certain foods and put others back based on the information they found on the food label. Respondents who answered “rarely” or “never” were not concerned with nutritional information or made their food decisions based on other factors such as price or taste. One respondent who answered “never” said, “I do look at it, but I also look at the price and buy the cheapest thing.”

Looking: Some respondents answered based on whether they look at the food label. A respondent who answered “sometimes” said, “Sometimes I read. Sometimes I pick up what I’m buying and read the nutrition on it. Sometimes I just pick up and put in the basket and don’t read. So, sometimes I read it and sometimes I don’t.” Several other respondent reported that they look at the label out of curiosity or to find out what’s in the food but that they buy what they want to eat regardless of what’s on the label.

Decision Making: A few respondents described how they use the information on the food label in ways other than making buying decisions. For example, one respondent who answered “most of the time” said she uses the information on number of servings. If she eats a whole can of soup that has 2 servings, she knows she will get “double the calories.” Another respondent who answered “sometimes” said she uses the serving size information to know how much to feed her child.

Response categories: There was not always a clear distinction between the response categories. In particular, answers of “sometimes” overlapped with several other answer categories.

Respondents who answered “rarely” or “never” reported that they do not use or pay attention to the food label. For some respondents this was because they didn’t care about the nutritional information. For example, one respondent answered never and stated, “When I’m hungry, I want to eat...I don’t take the time.” Other respondents noted that they don’t need to look at the food label because they always buy the same foods or they have a list of approved foods from their doctor.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Respondents mentioned looking at several parts of the label, such as sodium and salt, or paying attention to the label because of diabetes.

Others mentioned they do not pay attention to this information or they are not concerned with it or in a hurry, while another mentioned only looking at this is they are buying something they have never bought before.

DBQ.760

Round One: How about the **list of ingredients**? How often do **you** use the **list of ingredients** on a food label, such as the part colored in pink on hand card 5, when deciding to buy a food product? [*¿Qué diría de la **lista de ingredientes**? ¿Con qué frecuencia usa **usted** la **lista de ingredientes** de una etiqueta de alimentos, tal como la parte color rosado en la tarjeta 5 cuando decide comprar un producto alimenticio?*]

Round Two: Please turn to hand card 8. Again, for the next question you’ll use hand card 9 to respond, but first please look at hand card 8. How often do **you** use the **list of ingredients** on a food label, such as the part colored in pink on hand card 8, when deciding to buy a food product? [*Por favor mire la tarjeta 8. Nuevamente, para la siguiente pregunta usted usará la tarjeta 9 para responder, pero primero por favor mire la tarjeta 8. ¿Con qué frecuencia usa **usted** la **lista de ingredientes** de una etiqueta de alimentos, tal como la parte de color rosado en la tarjeta 8, cuando decide comprar un producto alimenticio?*]

	Round One		Round Two	
Answer	English	Spanish	English	Spanish
ALWAYS	3	1	1	1
MOST OF THE TIME	4	2	5	1
SOMETIMES	10	3	6	0
RARELY	7	2	5	3
NEVER	7	2	2	0

All respondents were asked this question.

Interpretation: Most respondents answered based on the ingredients list, but a few respondents thought about the entire food label or product label.

Decision making: Most respondents answered based on whether they use the ingredients list to guide their food purchasing decisions. Respondents were most often trying to avoid certain ingredients that they do not eat (pork, unrecognizable things, poppy seeds, aspartame, high fructose corn syrup, sugar, MSG) or that they (or

someone they live with) are allergic to. One respondent who answered “always” explained, “We are Jewish so we keep kosher in the house so I want to see what’s in it to not contradict our dietary laws.” Another respondent who answered “sometimes” said, “Sometimes I do because there might be something I’m allergic to or something like that.” A few respondents who answered “never” said that they do look at the list of ingredients but base their purchasing decisions on other things such as price or taste.

Quite a few respondent thought only about checking the ingredients in specific circumstances. Some respondents said they may only look at the ingredients of “new” food that they had not purchased previously. One respondent who answered “sometimes” said, “If it’s a food I commonly eat, I won’t look at it...but if it’s something different, will look at it.” Other respondents thought only about specific foods. For example, one respondent answered “sometimes” because he usually checks chewing gum for aspartame. He doesn’t look at the ingredients of other products, only gum. Another respondent only checks the ingredients list of bread looking specifically for poppy seeds. He said, “Some [breads] have poppy seeds, so I don’t want to eat poppy seeds because they have little drugs in them.”

Looking: A few respondents answered based on whether they look at the ingredients list but don’t necessarily use it to make shopping decisions. One respondent said, “I like to see what most ingredients is inside of it even though, I don’t know how to pronounce.”

Response error: Potential response error was seen in respondents whose responses were not congruent with their explanations. For example, one respondent who answered “most of the time” mentioned that he doesn’t specifically look for something in the ingredients and added, “I never go too deep into ingredients.” Another respondent answered “rarely” but explained that he usually checks to make sure there is nothing “bad” in the food. Another respondent who answered “sometimes” later indicated that he doesn’t actually check the label.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Respondents mentioned looking at the ingredients of certain products, such as juice, flavored water or honey. Others answered based on the whole label and said they pay attention to calories, cholesterol, salt, sodium and fiber.

DBQ.770

Rounds One and Two: How about the information on the serving size? [HAND CARD #5] [How often do you use information on the serving size on a food label, such as the part colored in green on hand card 5, when deciding to buy a food product?] [*¿Qué diría de la información sobre el **tamaño de la porción**? [¿Con qué frecuencia usa usted el **tamaño de la porción** de una etiqueta de alimentos tal como la parte de color verde de la tarjeta 5, cuando decide comprar un producto alimenticio?]*]

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
ALWAYS	5	1	0	0
MOST OF THE TIME	5	1	5	1
SOMETIMES	8	3	5	1
RARELY	4	2	3	3
NEVER	9	3	6	0

All respondents were asked this question.

Interpretation: Most respondents answered based on the serving size indicated on the food label, but a few answered based on the entire food label, the product label as a whole, the size of the container or the size of a served portion. A few respondents answered based on whether or not they see the serving size information but almost all respondents answered based on whether they use the serving size information to help them make food purchases.

Number of people: Many respondents found the serving size useful for determining how many people the product would feed. For example, one respondent who answered “most of the time” said, “I want to make sure it’s enough to feed 2 people or is this a one person meal.” Other respondents used the serving size in conjunction with the price to determine the best value.

Amount of food: Other respondents used the serving size to determine the amount of food in the product. A respondent who answered “sometimes” explained, “If something says you can get 20 servings per container, I know I can get a lot out of the container for what I’m paying.” Many of the respondents who answered “rarely” or “never” indicated that they can tell how much food the product contains by looking at it, so they don’t need to check the serving size. One said, “I just look at the size of the container. I try to

buy small cans.” Another said that the serving size information is “just for chefs and bakers” and that he chooses his size based on “liter or gallon.”

Recommended portion size: Some respondents use the serving size information to determine their portion sizes. One respondent who answered “rarely” said she only uses the serving size to determine how much to feed her baby. A few respondents noted that the serving size is useful in conjunction with other information on the food label to determine the percent daily value or calorie count. However, some respondents were skeptical. A respondent who answered “sometimes” said “Who’s going to count chips?” A few who answered “never” explained that they are not watching their weight and therefore don’t pay attention to this information. One respondent simply said “I eat as much as I care to;”

Response error: Similar to previous questions, response error was seen when respondents didn’t understand or pay attention to the information on the nutrition label. For example, one respondent answered “always” but explained she doesn’t really pay attention to serving size. She added “It’s not a big thing on my mind.” Similarly, another respondent answered “always” but then admitted that he doesn’t actually look at the label.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Regarding serving size, respondents thought about how many people they can feed from a certain product, how much they are getting for their money, and a few mentioned “more bang for your buck.” A single respondent who answered “rarely” admitted that he does not understand what serving size means.

CBQ.NewQ16

Rounds One and Two: How about the information on **the number of servings in the package?** [How often do **you** use information on **the number of servings in the package** on a food label, such as the part colored in purple on hand card 5, when deciding to buy a food product?] [*Por favor mire las tarjetas 12 y 13. ¿Y la información acerca de **la cantidad de porciones en el paquete?** [¿Con qué frecuencia usa **usted** la información que hay en la etiqueta de alimentos sobre la **cantidad de porciones en el paquete**, tal como la parte de color morado en la tarjeta 12, cuando decide comprar un producto alimenticio?]*

	Round One		Round Two	
Answer	English	Spanish	English	Spanish

ALWAYS	1	2	0	1
MOST OF THE TIME	6	1	4	0
SOMETIMES	9	2	5	0
RARELY	6	4	5	3
NEVER	9	1	5	1

All respondents were asked this question. Several respondents were not sure what this information meant. A few thought it was the same or very similar to the serving size information. A few other respondents indicated that they didn't know what this information was. One asked, "What would that be? For macaroni and cheese would that be the number of noodles?"

Interpretation: A few respondents answered based on whether or not they see the number of servings in the package information but almost all respondents answered based on whether they use the number of servings in the package information to help them make food purchases.

of Portions: Most respondents thought about number of portions per container when answering this question. One respondent answered "sometimes" and said, "It depends on how many people I'm feeding. I decide if I buy to servings for two people." Another said her family uses this information to divvy up snacks. "If it's the last pack in the house, we try to divide it up evenly, so this tells us how many servings we can get out of it."

For comparison: Some respondents used the information on number of servings per package to make comparisons. Most of these respondents wanted to get a good value by choosing the product with the largest number of servings for the lowest price.

Calorie information: A few respondents used this information to calculate calories. One respondent who answered "Sometimes" said, "If it has 2 servings and I eat the whole can, then I know I got double the calories." Another who answered "Always" said, "You have to remember that the package is not listing the entire caloric content. It's listing calorie content for the serving size."

Response error: Similar to previous questions, sometimes respondents' explanations did not necessarily match their answer. For example, one respondent answered "sometimes" but explained she doesn't really pay attention to serving size. Another respondent answered "most

of the time” but added “It’s not a big thing on my mind.” The information on the nutrition label was not salient for these respondents which lead to response error.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question and had similar patterns of interpretations as the previous question on serving size. Respondents mentioned wanting “more bang for your buck” and looked at number of servings to determine how much they can get out of a product. In addition, some thought about how many people a product can feed based on number of servings.

CBQ.NewQ23

Rounds One and Two: How about the information contained in the **footnote**? [How often do **you** use information contained in the **footnote** on a food label, such as the part colored in gray on hand card 5, when deciding to buy a food product?] [*¿Y la información en la **nota al final de la etiqueta**? [¿Con qué frecuencia usa **usted** la información en la **nota al final** de la etiqueta de alimentos, tal como la parte de color gris en la tarjeta 5 cuando decide comprar un producto alimenticio?]*]

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
ALWAYS	1	0	1	0
MOST OF THE TIME	2	2	4	1
SOMETIMES	9	0	5	0
RARELY	7	1	2	1
NEVER	12	7	7	3

All respondents were asked this question. Many respondents indicated that they did not understand this information or that they had never seen the footnote before. One respondent who answered “rarely” said, “This is too much to deal with. I may look at it, but I don’t understand it.” Another said, “What is this here for? Obviously to help people. Maybe it’s for someone like a track runner or a weight lifter, but I don’t know what’s there.”

Interpretation: In Round One, many respondents focused on the entire label or other parts of the label when answering this question. In Round Two, when this information was highlighted on its own hand card, more respondents focused only on the footnote.

Looking: Some respondents answered based on whether they look at the information rather than on whether they use this information to decide what to buy. For example, one respondent answered “sometimes” saying, “I can’t say ‘never’ because I might see it by accident.” Another respondent said that he looks at this information after he eats salty tasting foods to see how much salt he just consumed.

Decision Making: A few respondents indicated that they use this information when deciding what to buy. They look at the footnote for information on sodium or fats.

Response error: Similar to previous questions, when respondents didn’t understand or pay attention to the nutrition label, response error was seen. For example, one respondent answered “sometimes” but asked, “Is this part of it?” referring to the footnote. Similarly, another respondent answered “always” but admitted that he doesn’t actually look at the label. A third respondent who answered “sometimes” asked “where is that?” referring to the footnote.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Ten of the fifteen respondents answered never. Some indicated that they pay attention to other parts of the labels (ie calories, serving size, percentage, sodium, fat or ingredients) and some did not fully understand the footnote.

CBQ.685

Rounds One and Two: How about the information on **the percent daily value**? [How often do **you** use information on the **percent daily value** on a food label, such as the part colored in blue on hand card 5, when deciding to buy a food product?] [*¿Qué diría de la información sobre el **porcentaje del valor diario**? [¿Con qué frecuencia usa **usted** la información del **porcentaje del valor diario** de una etiqueta de alimentos tal como la parte de color azul en la tarjeta 5, cuando decide comprar un producto alimenticio?]*

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
ALWAYS	3	1	2	0
MOST OF THE TIME	5	1	5	1

SOMETIMES	8	3	3	0
RARELY	3	2	5	3
NEVER	12	3	4	1

Interpretation: Most respondents had some idea what was meant by “percent daily value” and most understood that it related to the amount of nutrients in the food. For example, one respondent said, “If it says ‘sodium: 100%,’ that’s all I can have for the day, but if it says 10%, that’s good.” However, a few respondents were confused, and quite a few didn’t know what was meant by “percent daily value.” One respondent answered “never” saying, “That’s the percent of the food you eat each day. I don’t need to know that.” Another said, “Well, I don’t really know what that means and I don’t want to waste my time figuring it out, so I don’t look at it.”

Looking : A lot of respondents answered based on whether they look at the percent daily value. For example, one respondent said, “I don’t really use it. I might glance at it though.” This respondent answered “rarely” to because he does “glance” at the information even though he doesn’t use it. Another said, “You’re asking if I use it or if I read it? I read the whole thing.” This respondent answered “most of the time” based on how often he looks at the label rather than on how often he uses it. A few respondents noted that they look at the information after they eat the food. One said, “I looked at it on some cheese last week because it tasted bad and I wanted to see what was in there.”

Decision making: Some respondents said they used the information on percent daily value to decide which products to purchase. Some respondents sought to avoid certain nutritional elements such as sodium, fat or sugar while many were looking for higher content of fiber or vitamins. One respondent said, “That gives me the carbs, the sodium and the cholesterol levels.” In addition, a few respondents were concerned about weight, and therefore, paid attention to this information. For example, a respondent who answered “most of the time” explained, “I used to be a lot heavier, and so I watch my weight, such as carbs or fat.”

Response error: As seen in previous questions, sometimes respondents’ explanations did not necessarily match their answers. For example, one respondent answered “most of the time” but said during probing, “I never really look here. Maybe I should.” Similarly, another respondent answered “sometimes” but later said that he doesn’t actually look at the label.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Some respondents mentioned looking at the percentage of fat, cholesterol and sodium and being concerned if the percent was too high.

Quite a few other respondents admitted not understanding this information and therefore answered rarely or never. Similar to previous questions and the English interviews, there was some evidence of response error. One respondent answered most of the time said he may look at this information *after* he buys it and admitted he doesn't really understand it.

CBQ.NewQ20

Rounds One and Two: For the next question you'll use hand card 8 to respond, but first please look at hand card 7 Which one do you use more often when deciding to buy a food product - information on the food label about Percent Daily Value, such as the part colored in blue on hand card 7, or about the amount of nutrients such as the value in grams or milligrams noted next to each nutrient such as the part highlighted in yellow? Please look at hand card 7. Would you say you use... *[Para las siguientes preguntas, usará la tarjeta 8 para responder, pero primero por favor mire la tarjeta 7. Al decidir comprar un alimento, ¿qué información usa con más frecuencia: la información en la etiqueta de alimentos acerca del porcentaje del valor diario, como la parte de color azul en la tarjeta 7, o la información acerca de los nutrientes, como el valor en gramos o miligramos anotados al lado de cada nutriente como la parte de color amarillo? Por favor mire la tarjeta 7. ¿Diría que usa...?]*

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
Only percent daily value	0	1	1	1
Percent daily value more often	4	0	1	0
Both percent daily value and the amount of nutrients about the same	4	1	2	1
The amount of nutrients more often	12	3	9	2
Only the amount of nutrients	4	4	2	1
DO NOT USE EITHER	5	1	3	0
REFUSED	1	0	0	0
DONT KNOW	1	0	0	0

This question was asked of all respondents. Some respondents seemed confused with this question. A respondent who refused to answer asked, "Which one I study? What's the question? ...I don't care about none of this...I don't see anything that stands out to choose...I know this info is there but I don't consider it."

Interpretation: Those respondents who were not confused answered this question in one of two ways.

Decision Making: Most answered based on whether they use this information to make food buying decisions. Many mentioned looking at this information to understand the amount of sodium, fat, sugar, carbs, cholesterol or vitamins in a product.

Many respondents said that they use nutrient information more because it is “more accurate” easier to understand than the percent daily value. One respondent stated, “I have a better understanding of that.” Similarly, another respondent who answered “amount of nutrients...” said “Too much math,” referring to the percent. Interestingly, a respondent who also answered “amount of nutrients...” said “Percent daily value is a recommendation, so it’s regulated by someone and I want to choose my own. He said by using the nutrient information he can at least choose how much nutrients he consumes as opposed to a recommended suggestion of percent daily value.

On the other hand, some respondents said that it is easier for them to use the percent daily value. One respondent who answered “Percent daily value more often” explained he would have to calculate the milligrams, but for vitamins he knows that the higher the percent the better.

Looking: Some respondents answered this question based on whether or not they *look* at this information as opposed to if they actually *use* it. One respondent answered “the amount of nutrients...” and said “I just look at it. If I feel like reading it I will.”

Response error: Respondents who do not use this information mentioned that there was not a “neither” option. Some of these respondents just chose any option which led to some response error. Others said they do not use this information and the interviewer coded the answer as “Do not use either” which was not an available option for the respondents to choose from. For example, one respondent said the word “neither,” but when reading the response categories said “There is not an option for me.” The interviewer coded this as “Do not use either.” Similarly, another respondent said “I don’t look at none of this...they should have a ‘none.’” On the other hand, one respondent who answered “the amount of nutrients more often” stated, “I don’t use either one often, they don’t got that on here.” Similarly, a respondent who answered “only the amount of nutrients,” explained he doesn’t look at either but that was not an option. Therefore, there is potential for response error. Response error may be reduced by offering an explicit response option of “neither” or by introducing a skip. The skip pattern would ensure

that this question was not asked of respondents who answered “never” to the individual questions on percent daily value and/or nutrients.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Some mentioned that they pay attention to nutrients more because it is easier to understand and the percent daily value is harder to understand. One mentioned that she is not good in math and therefore only pays attention to the nutrients.

CBQ.NewQ21

Round One/Two: Please turn to hand card 9, for this next question you’ll use hand card 10 to respond, but first please look at hand card 9. The label shows 5% Daily Value for Vitamin A. What does the 5% Daily Value mean to you? The 5% Daily Value is... [Por favor pase a la tarjeta 9. Para contestar esta pregunta usará la tarjeta 10, pero primero mire la tarjeta 9. La etiqueta muestra un porcentaje del 5% del valor diario para la vitamina A. ¿Qué significa para usted un porcentaje del 5% del valor diario? El 5% del valor diario es...]

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
5 percent of a serving of this product is Vitamin A [El 5 por ciento de una porción de este producto es vitamina A]	11	3	9	2
5 percent is a reference for meeting overall daily requirements for Vitamin A [El 5 por ciento es un punto de referencia para satisfacer las necesidades diarias generales de vitamina A]	8	2	5	1
5 percent of the calories one eats in a day comes from the Vitamin A in a serving of this product [El 5 por ciento de las calorías que uno come al día provienen de la vitamina A en una porción de este producto]	10	4	5	0
REFUSED	2	0	0	1
DONT KNOW	0	1	0	1

This question was asked of all respondents. Many respondents did not fully understand what the question was asking or how to answer. Many respondents randomly chose an answer or

guessed because they didn't understand and were not able to explain why they chose a certain answer. For example, one respondent who answered "5% of a serving..." said "I'm just guessing that's what it means. I really don't know," while another who refused said, "You know... I don't think ANY of these are right."

Answer choice 1: Those who answered "5% of a serving of this product is vitamin A" did not believe that this was based on daily requirements and believed that one serving has 5% of vitamin A out of 100% of this product. One respondent explained, "I think it's based off the product itself. Not a daily requirement. I think I remember that from some class," while another explained, "That means 95% is something else and 5% is vitamin A in the product."

Also, many respondents explained, as part of their answer, that 5% is a very low amount of vitamin A. Although most of these respondents answered "5% of a serving ..." and explained that 5% out of a 100% of what's in this product is low, some respondents who answered "5% is a reference..." also mentioned this.

Answer choice 2: Those who answered "5 percent is a reference for meeting overall daily requirements for vitamin A" seemed to have a general understanding of daily requirements and were able to explain why they chose this answer. One respondent explained, "If you eat 1 serving of this, you get 5% of the nutritional value for the day," while another said, "For me, 5% is a reference to tell you your daily requirements you are getting." Others mentioned "daily requirement in their explanation. One respondent stated, "the daily requirement based on a normal healthy diet." while another explained that this means you need more vitamin A, or a multivitamin. She added that this is in reference to a "daily requirement."

Answer choice 3: Those who answered "5 percent of the calories one eats in a day comes from the vitamin A in a serving of this product," seemed confused or had difficulty explaining their answer choices. One respondent explained that she chose her answer "...because mostly we not looking at 5%, but only if it got vitamin A in it. If it got vitamins in it it's alright, that's why I chose 3." One respondent was confused at first but then explained his response:

This is kind of tricky...I was getting confused...It's self-explanatory...it says vitamin A and it says 5% for this product...the vitamin A is 5%...you're getting 5% of vitamin A in this product.

Another respondent sounded as if he was explaining option 2 ("5 percent is a reference for meeting overall daily requirements for vitamin A"); "The way I read it is that you get 5% of daily requirement from food item I'm eating."

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. In general there was a lot confusion/uncertainty with this question. Many respondents did not fully understand what the question was asking or how to answer.

CBQ.NewQ17

Round One/Two: Please look at hand card 11. How often do you use the calorie information on a food label, when deciding to buy a food product? [*Por favor mire la tarjeta 11.¿Con qué frecuencia usa usted la información de calorías que hay en la etiqueta de alimentos cuando decide comprar un producto alimenticio?*]

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
ALWAYS	2	0	4	1
MOST OF THE TIME	7	1	3	0
SOMETIMES	7	3	2	1
RARELY	6	5	3	1
NEVER	9	1	7	2

All respondents were asked this question. A few respondents seemed confused. Specifically, one respondent said he looks at the label “to see how much calories the sugar has in it.” R was confused because the next question asked about sugar and probing for this question occurred after asking the question about sugar.

Interpretation: Most respondents understood that calorie information was related to energy and weight. Another respondent, who answered “always” said you have to “burn a certain amount of calories to lose weight.” Another respondent who answered “most of the time” explained that 2000 calories is the minimum daily requirement, and if the calorie content of a specific food is 2000 or even 1000 it is “not good.” A few respondents were not sure, however. One, who answered “never” to this question said calories are “How much you are going to gain off it...I don’t know.”

Some respondents answered based on looking at the entire label rather than on calorie information alone. These respondents mentioned that they look at other information, such as

protein, vitamins, calcium, sugar, salt and fat, as well as calories. One respondent answered “always” and explained, “Because I want to know how much sodium, and sugar and calories is in it.

Looking: Most respondents answered based on whether they look at the calorie information. One respondent answered “sometimes” and then stated, “I never made my decisions off the calories or anything on there.” Another respondent who answered “always” said she wants to know the calorie content but admitted she never puts an item back due to calorie content. This shows that some respondents may have *seen* this information, but they may not actually *use* it as the question indicates.

Decision making: A few respondents answered based on using the calorie information to make food buying decisions. For example, one respondent said that she would put back a pizza that had too many calories. Another said she uses the calorie information to compare products such as bread and buys the lower calorie bread.

Health concerns: Many respondents mentioned paying attention to calories for various health reasons, such as knowing someone with diabetes, trying to lose weight, trying to gain weight or paying attention to calories for certain foods. For example, one respondent who mentioned looking at fiber, sodium and trans-fat and compares the values said, “...I try to look at what I’m eating and make healthy choices.” On the other hand, another respondent explained, “I don’t really keep up with calories. I figure I walk a lot and I burn off a lot.”

Hand card: In Round 1, a few participants shuffled through cards to find the correct hand card and 3 seemed to look for a picture of a label to go with this question. One respondent shuffled through the cards and then added, “I thought it was like this,” referring to one of the labels used in the previous question. A hand card with a label was added for this question in Round 2.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. One respondent mentioned looking at this information only when on a diet while another mentioned not paying attention to this information because he is not on a diet. Quite a few others mentioned not paying attention to this information; they don’t count calories or they simply buy what they want.

CBQ.NewQ18

Round One/Two: How about information on sugars? [How often do you use information on sugars on a food label, when deciding to buy a food product?] [*¿ Y la información sobre los **azúcares**? [¿ Con qué frecuencia usa **usted** la información de los **azúcares** que hay en una etiqueta de alimentos cuando decide comprar un producto alimenticio?]*

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
ALWAYS	7	2	3	1
MOST OF THE TIME	6	0	3	0
SOMETIMES	7	4	6	1
RARELY	4	1	4	2
NEVER	7	3	3	1

All respondents were asked this question.

Interpretation: Some respondent answered based on the information on sugars from the food label, but other respondents answered based on looking at the entire label, not just sugar. At least 2 respondents seemed to be confused regarding what the questions was asking. One respondent, who answered rarely, was thinking of actual sugar and explained, “Rarely, because I use the 5 pound of sugar. Dominos sugar.” Another respondent thought the question asked how often do you use sugar. He answered, “Rarely, when it comes to sugar because of the diabetes....I remember buying some iced tea and it wasn’t sweet enough and I added some sugar to it, but I watched how much I added.”

In addition, many others were thinking of “sweet” or “sugary” foods that have a lot of sugar in it, such as candy, cupcakes, canned fruit, chocolate, sweets, junk food, pizza, cereal, bread, soda and Kool-Aid. One respondent who answered sometimes and said “I try to watch out for sugars. I don’t try to eat a lot of candy or sweets because of diabetes...”

Decision making: Respondents who referred to the information on sugars from the food label all answered based on whether they use the information on sugars in their food buying decisions. One respondent, who answered “most of the time”, said he would put the product back if it had too much sugar, and another said she uses this information to decide whether something is “good” for her.

Health concerns: Similar to previous questions, respondents thought about health concerns or health conditions when answering this question. Eleven respondents mentioned thinking about diabetes. One respondent whose mother is diabetic, answered “most of the time,” and said, “I don’t know if sugar causes diabetes, but I try to watch it.” Another who answered “sometimes” mentioned that he tries to keep his sugars “down” because it can cause diabetes. On the other hand, a respondent, who answered “never”, said he is not concerned with sugar because, “I don’t got sugar diabetes or nothing, so I don’t worry about it.”

Response error: Response error was seen with some respondents whose responses did not align with their explanations. For example, one respondent answered “most of the time”, although he answered “rarely” for many of the other questions in this section. When asked to explain what “most of the time” meant to him, he said 3 out of 10 times, which is the same frequency he gave for the “rarely” answers. In addition, 2 respondents who answered “sometimes” indicated that they don’t actually look at sugar content. One respondent said, “I don’t really look at that,” while another mentioned looking at fat, vitamins calcium salt, and would put a product back if it had too much salt- but did not mention sugar.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Quite a few respondents mentioned “sugary” foods such as candy, red bull and soda (or even bread) or paying attention to sugar because they have diabetes or pre-diabetes.

CBQ.NewQ19

Round One/Two: How about information on sodium? [How often do you use information on sodium on a food label, when deciding to buy a food product?] [*¿Y la información acerca del sodio? [¿Con qué frecuencia usa usted la información acerca del sodio en una etiqueta de alimentos cuando decide comprar un producto alimenticio?]*]

Answer	Round One		Round Two	
	English	Spanish	English	Spanish
ALWAYS	7	2	4	1
MOST OF THE TIME	8	0	5	0
SOMETIMES	7	2	5	0
RARELY	3	1	1	2
NEVER	6	5	4	2

This question was asked of all respondents. One respondent, who seemed to have trouble reading the answer choices to these questions, did not know what sodium meant. When asked what he thought sodium meant, he said, “It seems like it means what’s in the food...the product...”

Interpretation: A few respondents answered based on the information on sodium that is on the food label, but most thought about high sodium foods such as baby food, soups, juice, frozen dinners, ramen noodles, rice, boxed potatoes, potato chips, seasoning, fried foods or canned foods. A few also mentioned table salt.

Decision making: Respondents who referred to the information on sodium from the food label all answered based on whether they use the information on sodium in their food buying decisions. One respondent, who answered “sometimes”, said she uses the information on sodium to compare products so that she can get the one that has the lowest sodium content.

Health concerns: Quite a few respondents mentioned paying attention to salt intake because of health problems, hypertension or high blood pressure. For example, one respondent who answered “always” explained he has hypertension and will put a product back if it has 300 mg or more of sodium. Another respondent who answered sometimes said she pays attention to sodium “Because of my blood pressure.” Similarly, a respondent, who answered “most of the time”, was diagnosed with high blood pressure when he weighed 340, but has since lost weight after changing his eating habits and continues to minimize sodium.

On the other hand, a few respondents mentioned they do not pay attention to sodium because they don’t have high blood pressure. For example, one respondent who answered “never” said, “Never. I love salt...I don’t have hypertension...”

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Some respondents mentioned food that may have high sodium or salt content, such as chips, fast food, can food or microwaveable dinners. One respondent mentioned looking at this information because her grandmother has high cholesterol while another said his parents have hypertension.

CBQ.NewQ22

Round One/Two: Some food packages contain two column labels. For example, the one shown in hand card 12. The first column has nutrient information for one serving of the food, and the second column contains information for the entire package. On packages containing two column labels, how often do you use the second column of information, when deciding to buy a food product? *[Algunos paquetes de alimentos tienen etiquetas de dos columnas. Por ejemplo, la etiqueta en la tarjeta 12. La primera columna tiene información sobre los nutrientes que hay en una porción del alimento y la segunda columna contiene información sobre todo el paquete. En los paquetes que contienen etiquetas de dos columnas, ¿con qué frecuencia usa usted la información de la segunda columna cuando decide comprar un producto alimenticio?]*

	Round One	Round Two
--	------------------	------------------

Answer	English	Spanish	English	Spanish
ALWAYS	0	0	0	1
MOST OF THE TIME	4	0	1	0
SOMETIMES	5	3	6	0
RARELY	9	2	3	2
NEVER	10	3	5	2
NEVER SEEN	2	1	4	0
Refused				

This question was asked of all respondents. The majority of respondents answered that they rarely (12) or never (15) use the second column. Six respondents said they have never seen this.

A few respondents were confused about what the question was asking. One respondent simply said “I have no idea,” while 2 others asked the interviewer if the question is referring to the blue column (per container). One respondent answered sometimes, although she did not know the difference between the 2 columns and she wasn’t sure if she had seen them.

Interpretation: The majority of respondents seemed to understand this question was asking about the first “pink” column which represents one serving and the second “blue” column which represents the entire container. One respondent who answered “never” explained that the pink column breaks the food down per serving and the blue column breaks down “what’s in the whole thing.” Another respondent who answered “sometimes” prefers the blue column because it shows information for the whole container because “eventually you eat the whole container.”

Using the second column: Some respondents answered based on how often they use the information in the second column. For example, one respondent answered “never” and explained, “Not recently, if ever...I can multiply.”

Seeing the second column: A few respondents answered based on how often they see the second column. One respondent who answered “most of the time” explained, “I very seldom see these, but I see them sometimes...but most of the time I eat the whole container, so I’ll say most of the time.” After probing he clarified that he was thinking that “most of the time” he sees a 2 column label he’ll use the second column, not that he uses the second column “most of the time” when making food decision overall. Another respondent (who answered rarely) mentioned that he rarely sees the second column, “I have seen it...maybe 1%-2% of packages.” Thus, some respondents answered based on whether they have *seen* it and not

whether they have *used* it. This created some overlap between the “never” response option and the “never seen” response option.”

Never seen: In Round One, “never seen” was not an explicit option. However, some respondents noted that they had never seen the second column. For example, one respondent’s immediate reaction was, “I don’t think I’ve ever seen that.” The interviewer coded utterances like this as “never seen.” In Round 2, “never seen” was added as an explicit response option, which could have contributed to the increase in respondents choosing this option. However, in Round 1 the interviewer coded the answer as never seen when respondents said they have never seen the second column.

Response error: A few respondents changed their answer during probing once they understood what the question was asking. One respondent initially answered “never” then changed her answer to “most of the time.” She responded, “Oh I do look at these!” and explained she looks at the second column so she knows how much to buy and how long the food will last. When asked to interpret per serving, she said “how many people” and for per container she said “how many packages in the box.” She uses this information to know how much to buy. Similarly, another respondent answered “sometimes.” He then added he’s never actually seen this column.

Spanish Interviews: There were no major differences seen in how Spanish speaking and English speaking respondents answered this question. Some respondents seemed to understand the difference between the 2 column while other did not and thought it was somewhat confusing. In addition, there was still some evidence of response error. One respondent who answered always says she looks at everything on the label (calories, cholesterol, vitamins) but she doesn’t understand the difference between the 2 columns.

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NHANES QUESTIONS FOR COGNITIVE TESTING

(I.) FCBS QUESTIONS

Section A. Use of Calorie Labeling on Menus

You will need the green hand card booklet.

I am going to ask you about eating foods and beverages from different places. The types of places are listed on hand card 5 in your booklet. Please turn to hand card 5. We will start with foods or beverages from fast food or pizza places, then I'll go down the list and ask you about each of the other places.

CBQ.505 For the first few questions, please answer yes or no.

In the past 12 months, did you buy any foods or beverages from fast food or pizza places?

- Yes 1
- No 2 [CBQ.550]
- REFUSED 7
- DON'T KNOW..... 9

CBQ.535N At the **last fast-food or pizza place** you bought foods or beverages, was there **calorie information** on the menu?

YES	1
NO.....	2 (CBQ.550)
REFUSED	7 (CBQ.550)
DON'T KNOW.....	9 (CBQ.550)

CBQ.540 Did you use the information in deciding what to buy?

YES	1
NO.....	2
REFUSED	7
DON'T KNOW.....	9

CBQ.550 In the past 12 months, did you eat in or get take-out from a restaurant with waiter or waitress service?

Yes	1
No	2 [CBQ.NewQ7]
REFUSED	7
DON'T KNOW.....	9

CBQ.580N The **last** time you ate at a restaurant **with a waiter or waitress**, was there **calorie information** on the menu?

YES 1
NO..... 2 (CBQ.NewQ7)
REFUSED 7 (CBQ.NewQ7)
DON'T KNOW..... 9 (CBQ.NewQ7)

CBQ.585 Did you use the information in deciding what to buy?

YES 1
NO..... 2
REFUSED 7
DON'T KNOW..... 9

CBQ.NewQ7 In the past 12 months, did you eat at an all-you-can-eat buffet style restaurant?

Yes 1
No 2 [CBQ.NewQ10]
REFUSED 7
DON'T KNOW..... 9

CBQ.NewQ8 The **last** time you ate at an **all-you-can-eat buffet style restaurant**, was there **calorie information** on the menu?

YES	1
NO.....	2 (CBQ.NewQ10)
REFUSED	7 (CBQ.NewQ10)
DON'T KNOW.....	9 (CBQ.NewQ10)

CBQ.NewQ9 Did you use the information in deciding what to buy?

YES	1
NO.....	2
REFUSED	7
DON'T KNOW.....	9

CBQ.NewQ10 In the past 12 months, did you buy any foods or beverages at a place that sells mostly beverages such as a coffee shop or juice bar?

Yes	1
No	2 [CBQ.NewQ13]
REFUSED	7

DON'T KNOW 9

CBQ.NewQ11 The **last** time you bought foods or beverages at a **place that sells mostly beverages**, was there **calorie information** on the menu?

YES 1

NO 2 (CBQ.NewQ13)

REFUSED 7 (CBQ.NewQ13)

DON'T KNOW 9 (CBQ.NewQ13)

CBQ.NewQ12 Did you use the information in deciding what to buy?

YES 1

NO 2

REFUSED 7

DON'T KNOW 9

CBQ.NewQ13 In the past 12 months, did you buy any foods or beverages at movie theaters, sports arenas, or other places of recreation?

Yes	1
No	2 [CBQ.NewQ1]
REFUSED	7
DON'T KNOW.....	9

CBQ.NewQ14 The **last** time you bought foods or beverages at a **movie theater, sports arena, or other place of recreation**, was there **calorie information** on the menu?

YES	1
NO.....	2 (CBQ.NewQ1)
REFUSED	7 (CBQ.NewQ1)
DON'T KNOW.....	9 (CBQ.NewQ1)

CBQ.NewQ15 Did you use the information in deciding what to buy?

YES	1
NO.....	2
REFUSED	7
DON'T KNOW.....	9

CBQ.NewQ1 .

In the past 12 months, did you buy prepared foods such as salads, soups, chicken, sandwiches and cooked vegetables from grocery store salad bars and deli counters?

Yes	1
No	2 [CBQ.NewQ4]
REFUSED	7
DON'T KNOW.....	9

CBQ.NewQ2 The **last** time you bought prepared **foods** at a **grocery store**, was there **calorie information** about these foods?

YES	1
NO.....	2 (CBQ.NewQ4)
REFUSED	7 (CBQ.NewQ4)
DON'T KNOW.....	9 (CBQ.NewQ4)

CBQ.NewQ3 Did you use the information in deciding what to buy?

YES 1
NO..... 2
REFUSED 7
DON'T KNOW..... 9

CBQ.NewQ4 In the past 12 months, did you buy prepared foods at convenience stores including gas stations and corner stores?

Yes 1
No 2 [DBQ.750]
REFUSED 7
DON'T KNOW..... 9

CBQ.NewQ5 The **last** time you bought prepared **foods** at a **convenience store, including a gas station and corner store**, was there **calorie information** about these foods?

YES 1
NO..... 2 (DBQ.750)
REFUSED 7 (DBQ.750)
DON'T KNOW..... 9 (DBQ.750)

CBQ.NewQ6 Did you use the information in deciding what to buy?

YES 1

NO.....	2
REFUSED	7
DON'T KNOW.....	9

Section B. Food Label

DBQ.750 Please turn to hand card 6. For the next question you'll use hand card 7 to respond, but first please look at hand card 6 which shows an example of the food label.

How often do **you** use the **Nutrition Facts panel** on a food label, such as the part colored in yellow on the sample food label on hand card 6, when deciding to buy a food product?

Looking at hand card 7, would you say always, most of the time, sometimes, rarely, or never?

[HAND CARDS #6 & #7]

ALWAYS.....	1
MOST OF THE TIME.....	2
SOMETIMES	3
RARELY	4
NEVER	5
NEVER SEEN	6
REFUSED.....	7
DON'T KNOW	9

DBQ.760 Please turn to hand card 8. Again, for the next question you'll use hand card 9 to respond, but first please look at hand card 8.

How often do **you** use the **list of ingredients** on a food label, such as the part colored in pink on hand card 8, when deciding to buy a food product?

Would you say always, most of the time, sometimes, rarely, or never?

[HAND CARDS #8 & #9]

- ALWAYS..... 1
- MOST OF THE TIME..... 2
- SOMETIMES 3
- RARELY 4
- NEVER 5
- NEVER SEEN 6
- REFUSED..... 7
- DON'T KNOW 9

DBQ.770 Please turn your hand card to the next page.
How about the information on **the serving size**? [HAND CARD #10]
How often do **you** use information on the **serving size** on a food label, such as the part colored in green on hand card 10, when deciding to buy a food product?

Would you say always, most of the time, sometimes, rarely, or never?

[HAND CARDS #10 & #11]

- ALWAYS..... 1
- MOST OF THE TIME..... 2
- SOMETIMES 3
- RARELY 4
- NEVER 5
- NEVER SEEN 6
- REFUSED..... 7
- DON'T KNOW 9

CBQ.NewQ16 Please turn to hand cards 12 and 13. How about the information on **the number of servings in the package**?

[How often do **you** use information on **the number of servings in the package** on a food label, such as the part colored in purple on hand card 12, when deciding to buy a food product?]

[Would you say always, most of the time, sometimes, rarely, or never?]

[HAND CARDS #12 & #13]

- ALWAYS..... 1
- MOST OF THE TIME..... 2
- SOMETIMES 3
- RARELY 4
- NEVER 5
- NEVER SEEN 6
- REFUSED..... 7
- DON'T KNOW 9

CBQ.NewQ23 Please turn to hand cards 14 and 15. How about the information contained in the **footnote**?

[How often do **you** use information contained in the **footnote** on a food label, such as the part colored in orange on hand card 14, when deciding to buy a food product?]

[Would you say always, most of the time, sometimes, rarely, or never?]

[HAND CARDS #14 & #15]

- ALWAYS..... 1
- MOST OF THE TIME..... 2
- SOMETIMES 3
- RARELY 4
- NEVER 5
- NEVER SEEN 6
- REFUSED..... 7
- DON'T KNOW 9

CBQ.685 Please turn to hand cards 16 and 17. How about the information on **the percent daily value**?
[How often do **you** use information on the **percent daily value** on a food label, such as the part colored in blue on hand card 16, when deciding to buy a food product?]

[Would you say always, most of the time, sometimes, rarely, or never?]

[HAND CARDS #16 & #17]

- ALWAYS..... 1
- MOST OF THE TIME..... 2
- SOMETIMES 3
- RARELY 4
- NEVER 5 (CBQ.NewQ21)
- NEVER SEEN 6 (CBQ.NewQ21)
- REFUSED..... 7 (CBQ.NewQ21)
- DON'T KNOW 9 (CBQ.NewQ21)

CBQ.NewQ20 For the next question you'll use hand card 19 to respond, but first please look at hand card 18.
Which one do you use more often when deciding to buy a food product - information on the food label about Percent Daily Value, such as the part colored in

blue on hand card 18, or about the amount of nutrients such as the value in grams or milligrams noted next to each nutrient such as the part highlighted in yellow?

Looking at hand card 19, would you say you use...

[HAND CARDS #18 & #19]

- Only percent daily value;1
- Percent daily value more often;2
- Both percent daily value and the
amount of nutrients about the same;3
- The amount of nutrients more often; or4
- Only the amount of nutrients5
- DO NOT USE EITHER.....6
- REFUSED.....7
- DON'T KNOW9

CBQ.NewQ21 Please turn to hand cards 20 and 21. The label shows 5% Daily Value for Vitamin A. What does the 5% Daily Value mean to you?

The 5% Daily Value is...

[HAND CARDS #20 & #21]

- 5 percent of a serving of this product is Vitamin A 1
- 5 percent is a reference for meeting overall daily
requirements for Vitamin A 2

5 percent of the calories one eats in a day comes	
from the Vitamin A in a serving of this product	3
REFUSED	7
DON'T KNOW.....	9

CBQ.NewQ17 Please turn to hand cards 22 and 23. How often do **you** use the **calorie** information on a food label such as the part colored in green, when deciding to buy a food product?

Would you say always, most of the time, sometimes, rarely, or never?

[HAND CARD #22 & #23]

ALWAYS.....	1
MOST OF THE TIME.....	2
SOMETIMES	3
RARELY	4
NEVER	5
NEVER SEEN	6
REFUSED.....	7
DON'T KNOW	9

CBQ.NewQ18 Please turn your hand cards to the next page. How about information on **sugars**?

[How often do **you** use information on **sugars** on a food label, such as the part colored in pink on hand card 24, when deciding to buy a food product?]

Would you say always, most of the time, sometimes, rarely, or never?

[HAND CARD #24 & #25]

- ALWAYS..... 1
- MOST OF THE TIME..... 2
- SOMETIMES 3
- RARELY 4
- NEVER 5
- NEVER SEEN 6
- REFUSED..... 7
- DON'T KNOW 9

CBQ.NewQ19 Please turn to hand cards 26 and 27. How about information on **sodium**?

[How often do **you** use information on **sodium** on a food label, such as the part colored in blue on hand card 26, when deciding to buy a food product?]

[Would you say always, most of the time, sometimes, rarely, or never?]

[HAND CARD #26 & 27]

- ALWAYS..... 1

MOST OF THE TIME.....	2
SOMETIMES	3
RARELY	4
NEVER	5
NEVER SEEN	6
REFUSED.....	7
DON'T KNOW	9

CBQ.NewQ22 Please turn to the next hand card page. Some food packages contain two column labels. For example, the one shown in hand card 28. The first column has nutrient information for one serving of the food, and the second column contains information for the entire package. On packages containing two column labels, how often do you use the second column of information, when deciding to buy a food product?

Would you say always, most of the time, sometimes, rarely, or never?

[HAND CARDS #28 & #29]

ALWAYS.....	1
MOST OF THE TIME.....	2
SOMETIMES	3
RARELY	4
NEVER	5
NEVER SEEN	6
REFUSED.....	7
DON'T KNOW	9

Hand Card Booklet



January 2016

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Hand Card 1

- 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

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Hand Card 2

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 3

Sample health claim in food labels



Hand Card 4

Always

Most of the time

Sometimes

Rarely

Never

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Hand Card 5

Fast-food or pizza place

Restaurant with waiter or waitress

All-you-can-eat buffet

Place that sells mostly beverages such as a coffee shop or juice bar

Movie theaters, sports arenas, or other places of recreation

Ready to eat foods at a grocery store

Ready to eat foods at a convenient store

Hand Card 6

Sample Food Label

Nutrition Facts Panel

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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

Hand Card 7

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 8

Sample Food Label

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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



**List of
Ingredients**

Hand Card 9

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 10

Sample Food Label

Serving Size



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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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

Hand Card 11

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 12

Sample Food Label

Number of servings per package

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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

Hand Card 13

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 14

Sample Food Label

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Footnote



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

Hand Card 15

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 16

Sample Food Label

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Percent Daily Value

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

Hand Card 17

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 18

Sample Food Label

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	7%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Amount of the nutrient

Percent Daily Value

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

Hand Card 19

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

I use....

- 1) Only percent daily value
- 2) Percent daily value more often
- 3) Both percent daily value and the amount of nutrients about the same
- 4) The amount of nutrients more often
- 5) Only the amount of nutrients

Hand Card 20

Sample Food Label

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
Vitamin A	5%
Vitamin C	20%
Calcium	20%
Iron	8%
<small>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs</small>	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9	• Carbohydrate 4 • Protein 4

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

Hand Card 21

The 5% Daily Value is...

- 1) 5 percent of a serving of this product is Vitamin A
- 2) 5 percent is a reference for meeting overall daily requirements for Vitamin A
- 3) 5 percent of the calories one eats in a day comes from the Vitamin A in a serving of this product

Hand Card 22

Sample Food Label

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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

Hand Card 23

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 24

Sample Food Label

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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

Hand Card 25

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 26

Sample Food Label

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	7%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 240mg	10%
Total Carbohydrate 35g	12%
Dietary Fiber 6g	24%
Sugars 7g	
Protein 9g	
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 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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

Hand Card 27

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 28

Sample food label with two columns

Nutrition Facts			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
	Per Serving		Per Container
Calories	220		440
	% Daily Value*		% Daily Value*
Total Fat	5g	7%	10g 14%
Saturated Fat	2g	10%	4g 20%
<i>Trans Fat</i>	0g		0g
Cholesterol	15mg	5%	30mg 10%
Sodium	240mg	10%	480mg 20%
Total Carbohydrate	35g	12%	70g 24%
Dietary Fiber	6g	24%	12g 48%
Sugars	7g		14g
Protein	9g		18g
Vitamin A		5%	10%
Vitamin C		20%	40%
Calcium		20%	40%
Iron		8%	16%

* Percent Daily Values are based on a 2,000 calorie diet.

Hand Card 29

Always

Most of the time

Sometimes

Rarely

Never

Never seen