Flexible Consumer Behavior Survey
Follow Up Module
2007-08

Hand Card Booklet
Hand Card 1

Often
Sometimes
Rarely
Never
Hand Card 2

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
Hand Card 3

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
Hand Card 4

Very important
Somewhat important
Not too important
Not at all important
INGREDIENTS: ENRICHED WHEAT FLOUR, WHEY, WHEY PROTEIN CONCENTRATE, DRIED CHEESE, SKIM MILK, BUTTERMILK, SALT, SODIUM PHOSPHATE, SODIUM TRIPOLYPHOSPHATE, CITRIC ACID, YELLOW 5, YELLOW 6, LACTIC ACID
Hand Card 6

Always
Most of the time
Sometimes
Rarely
Never
Hand Card 7

Serving size is...

The amount of this food that people should eat

The amount of this food that people usually eat

Something that makes it easier to compare foods
Sample health claim in food labels

Cabbage is a good source of Vitamin A, Vitamin C and dietary fiber. Low fat diets rich in fruits and vegetables (foods that are low in fat and contain Vitamin A, Vitamin C and dietary fiber) may reduce the risk of some types of cancer, a disease associated with many factors.

25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two links contain 6.7 grams of soy protein.

American Heart Association
Meets American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease.

Soluble fiber from oatmeal, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.
A serving of Instant Swiss Oatmeal Mix 'n Drink is a rich source of calcium to help build and maintain healthier bones! Regular exercise and a healthy diet rich in calcium reduce their high risk of osteoporosis later in life.

day to reduce risk of heart disease.
Hand Card 9

Always
Most of the time
Sometimes
Rarely
Never
Examples of Foods Labeled “Organic”
Hand Card 11

Always
Most of the time
Sometimes
Rarely