Hand Card 1

Often
Sometimes
Rarely
Never
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
Hand Card 5

Always
Most of the time
Sometimes
Rarely
Never
Sample health claim in food labels
Hand Card 7

Always
Most of the time
Sometimes
Rarely
Never
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

Serving Size

Percent Daily Value

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

1. To watch my weight/lose weight
2. A family member is trying to watch their weight/lose weight
3. To watch for diabetes, high triglycerides, high cholesterol, high blood pressure or other health conditions
4. A family member has a health condition (for example, diabetes, high triglycerides, high cholesterol, high blood pressure, etc)
5. I am allergic to certain food(s)
6. A family member has food allergies
7. To avoid certain ingredients (such as MSG, high fructose corn syrup, color dyes, artificial preservatives, or hydrogenated oils, etc)
8. To increase certain nutrients in my/family’s diet (such as fiber, calcium, etc)
9. To compare which brand/food is better/healthier
10. To make better/healthier choices for me/my family
91. Other (please specify)
The reason(s) that I rarely or never check the food label when deciding to buy a food product is/are...

1. I don't have the time
2. The print is too small for me to read
3. I’m satisfied with my health so there is no need for me to check
4. I have a good diet so there is no need to check labels
5. I usually buy foods that I'm used to, so I don’t feel that I need to check labels
6. I buy what I/my family like, I don’t care about the labels
7. I don’t think the food labels are important to me
8. I won’t know what to look for even if I read the labels
9. I can’t read English that well

91. Other, please specify
Sample Food Label

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
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
Hand Card 13

Always
Most of the time
Sometimes
Rarely
Never
Hand Card 14