

## **FDA Survey Finds More Americans Read Information on Food Labels**

*Majority doubt claims such as 'low fat,' 'high fiber,' or 'cholesterol free'*

A majority of consumers read food labels and are increasingly aware of the link between good nutrition and reducing the risk of disease, according to the latest survey of dietary habits released today by the U.S. Food and Drug Administration.

The 2008 U.S. Health and Diet Survey of more than 2,500 adults from all 50 states and the District of Columbia found that, for the first time, more than half of those surveyed “often” read a label the first time they buy a product. Yet, while the number of consumers reading a food label the first time they buy a product has risen, consumers are skeptical of industry claims such as “low fat,” “high fiber,” or “cholesterol free” on the front of packages.

The 2008 survey is the 10th such survey since 1982. It was based on a random-digit-dialing telephone survey weighted for the number of phone lines and adults in a household, gender, race/ethnicity, and education. Calls for the survey were made between Sept. 6, 2008, and Dec. 7, 2008. The overall 95 percent confidence level is plus or minus 2 percentage points.

For more information:

- [Fact Sheet: Key Findings from 2002 and 2008 U.S. Food and Drug Administration's Health and Diet Survey<sup>1</sup>](#)
- [Consumer Updates: Survey Shows Gains in Food-Label Use, Health/Diet Awareness<sup>2</sup>](#)
- [2008 Health and Diet Survey<sup>3</sup>](#)

<http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm202768.htm>

### **Fact Sheet: Key Findings from 2002 and 2008 U.S. Food and Drug Administration's Health and Diet Survey**

Since 1982 the U.S. Food and Drug Administration (FDA) has been conducting a nationally representative survey to assess the United States (U.S.) adult population's self-reported behaviors, knowledge, attitudes and beliefs about health and diet. This fact sheet summarizes the key results from the 2008 survey with comparisons to the 2004 and 2002 surveys.

#### **More Americans know about the link between diet and heart disease.**

- The percent of the U.S. population who know diet is related to heart disease increased from 83% in 2002 to 91% in 2008.
  - Among them, fats were frequently mentioned as related to heart disease, 53% in 2002, and 62% in 2008
- The percent of the U.S. population who know that certain foods or drinks may help prevent heart disease or heart attacks remained the same in 2002 and 2008 at 81%. Fruits and vegetables were most frequently linked with reducing heart disease.
  - However, of those who were aware of the link, fewer mentioned the link between vegetables and heart disease (49% in 2002 and 34% in 2008) and between fruits and heart disease (36% in 2002 and 32% in 2008).

**Americans' knowledge of relationship between the types of fat they eat and heart disease has risen dramatically:**

- The percent of the U.S. population that correctly identify that trans fat in the diet may raise the risk of heart disease has almost doubled in only four years- from 32% in 2004 to 62% in 2008.
- The percent of the U.S. population that correctly identify that omega 3 fatty acids may lower the risk of heart disease increased from 31% in 2004 to 52% in 2008.
- The percent of the U.S. population that correctly identify that saturated fat may raise the risk of heart disease did not show much change from 74% in 2004 to 73% in 2008.

### **Americans' use of the food label has increased:**

- The percent of the U.S. population that report "often" reading a food label the first time they buy a product increased from 44% in 2002 to 54% in 2008.
- Of those that read food labels when purchasing a product for the first time in 2008, the food label was most often used to:
  - See how high or low a food is in things like calories, salt, vitamins or fat (two-thirds of consumers).
  - Get a general idea of the nutritional content of the food (over one-half).
- Reported use of calorie information on the food label is mixed with almost one-half (46%) of the U.S. population saying they often use the label to gain calorie information and about one-third (34%) rarely or never using calorie information.

### **Use of nutrient content claims on the front of food packages is mixed among Americans.**

- Reported use of nutrient content claims such as "low fat," "high fiber," and "cholesterol-free" is also mixed
  - 38% of the U.S. population using such claims often,
  - 34% sometimes, and
  - 27% rarely/never using these types of claims.
- Reported use of the claim "0 grams of trans fat" is also mixed.
  - 31% of the U.S. population saying they often refer to this claim,
  - 36% sometimes, and
  - 32% rarely/never refer to this claim.

### **Americans express different degrees of trust about claims on food labels.**

- 41% of Americans trust that all or most of the nutrient claims such as "low fat" or "high fiber" are accurate while 56% believe that some or none of them are accurate.
- 56% of those who have ever used the "0 grams of trans fat" claim believe that all or most of the trans fat claims are accurate, while another 42% of them believe only some or none of the claims are accurate.

### **Almost two-thirds (64%) of Americans report seeing nutrition labeling on menus, napkins or placemats in restaurants and about one-half of them use the information often or sometimes.**

-

-

## Links on this page:

Page Last Updated: 03/02/2010

Note: If you need help accessing information in different file formats, see [Instructions for Downloading Viewers and Players](#).

## Survey Shows Gains in Food-Label Use, Health/Diet Awareness

Search Consumer Updates



[Get Consumer Updates by E-mail](#)<sup>2</sup>

[Printer-friendly PDF \(709 KB\)](#)

[Consumer Updates RSS Feed](#)<sup>3</sup>

### On this page

- [Linking Diet and Heart Disease](#)
- [Food Label Highlights](#)
- [Eating Habits](#)

More than half of consumers in the United States often read the food label when buying a product for the first time. These consumers are also increasingly aware of the link between diet and heart disease.

Those are among the key findings that the Food and Drug Administration (FDA) has released from [its latest Health and Diet Survey](#)<sup>4</sup>, a snapshot of the nation's dietary habits.

FDA released findings from the 2008 telephone survey of more than 2,500 adults in every state and the District of Columbia on March 2, 2010. This is the 10th such survey since 1982. The most recent previous surveys were conducted in 2002 and 2004.

[back to top](#)

### Linking Diet and Heart Disease

Among the highlights of survey findings in regard to how diet affects health:

- More U.S. consumers know of the relationship between diet and heart disease. Ninety-one percent knew of this link, an 8 percent jump from 2002. In addition, 62 percent of consumers mentioned fats as a factor related to heart disease, compared to 53 percent in 2002.

The graphic features the FDA logo at the top left. The main title reads "Survey Shows Gains in Food-Label Use, Health/Diet Awareness". Below the title is a photograph of a woman in a pink shirt reading a food label in a grocery store. A callout box points to the label with the text "Now to read the Nutrition Facts Label, see next page." Below the photo, there are two columns of text. The left column starts with a large "M" and says "More than half of consumers in the United States often read the food label when buying a product for the first time. These consumers are also increasingly aware of the link between diet and heart disease." The right column starts with "These are among the key findings that the Food and Drug Administration (FDA) has released from its latest Health and Diet Survey, a snapshot of the nation's dietary habits. The survey is available online at www.fda.gov/oc/ohrt/ohrt080310.htm". At the bottom, there is a small line of text: "U.S. Food and Drug Administration / U.S. Food and Drug Administration".

- Eighty-one percent of consumers know that certain foods or drinks may help prevent heart disease or heart attacks. This result showed no change from 2002. While fruits and vegetables were most frequently linked with reducing heart disease, fewer people made this link in 2008 than in 2002.
- Consumers' awareness that *trans* fats in the diet may raise the risk of heart disease nearly doubled over just four years, from 32 percent in 2004 to 62 percent.
- Correct identification that omega 3 fatty acids may lower the risk of heart disease increased, from 31 percent in 2004 to 52 percent in 2008.
- Knowledge that saturated fat may raise the risk of heart disease was stable: it was 74 percent in 2004 and 73 percent in 2008.

[back to top](#)

## Food Label Highlights

Findings in regard to food labels include

- More than half (54 percent) of consumers said they read a product's label the first time they buy the product. That's a 10 percent increase from 2002.
- Among those who in 2008 reported they read the nutrition label the first time they buy a product
  - two-thirds use the label “often” to check how high or low a food is in calories and in substances such as salt, vitamins, and fat
  - 55 percent “often” use the label to get a general idea of the food's nutritional content
  - 46 percent “often” use the calorie information on the label. Thirty-four percent rarely or never use the calorie information
- Thirty-eight percent of consumers said they use nutrient content claims (such as “low fat,” “high fiber,” and “cholesterol-free”) “often”; 34 percent answered “sometimes.”
- When asked if they refer to the label claim of “0 grams of *trans* fat,” 31 percent said “often” and 36 percent said “sometimes.”

The survey found differing degrees of trust about claims found on food labels. For example, 41 percent of consumers believe that all or most of claims such as “low fat,” “high fiber,” or “cholesterol free” are accurate, while 56 percent believe that some or none of them are accurate.

Also, 64 percent of consumers reported seeing nutrition labeling on menus, napkins, or place mats in restaurants. About half of these consumers use this information often or sometimes.

[back to top](#)

## Eating Habits

The survey also examined eating habits. Among findings in that category were that 54 percent of consumers reported eating breakfast seven days a week, while 8 percent said they skip the meal every day. In contrast, 86 percent said they eat dinner seven days a week, while 1 percent said they always skip it.

[FDA's Center for Food Safety and Applied Nutrition](#)<sup>5</sup> has posted findings from the survey, as well as a related fact sheet, on its Web site.

This article appears on [FDA's Consumer Updates page](#)<sup>6</sup>, which features the latest on all FDA-regulated products.

*Date Posted: March 2, 2010*

## **2008 Health and Diet Survey**

TOPLINE FREQUENCIES (WEIGHTED)

**Conrad J. Choinière**, Center for Food Safety and Applied Nutrition, FDA  
[conrad.choiniere@fda.hhs.gov](mailto:conrad.choiniere@fda.hhs.gov)

**Amy Lando**, Center for Food Safety and Applied Nutrition, FDA  
[amy.lando@fda.hhs.gov](mailto:amy.lando@fda.hhs.gov)

### *Table of Contents*

- [A Eating Practices](#)
- [B Fat-Heart Disease Relationships](#)
- [C Food Label Use](#)
- [D Health attitudes, beliefs and physical activity \(Version 1\)](#)
- [E Specific diets and weight loss practices \(Version 1\)](#)
- [F Awareness of diet-health relationship \(Version 1\)](#)
- [G Dietary Supplement Use \(Version 2\)](#)
- [H Adverse experience with dietary supplements \(Version 2\)](#)
- [K Use of pet food labels](#)
- [V Demographics and health status](#)
- [X Appendix A](#)

Results are based on a random-digit-dialing telephone survey of 2,584 non-institutionalized adults (18+) in the 50 states and the District of Columbia. Households were selected from a nationally representative single-stage sample of telephone numbers. The eligible respondent in a household was selected using the Rizzo method, a variant of the most recent birthday method. The survey was conducted by a contractor during September 6 – December 7, 2008. A response rate of 22.1 percent was obtained; the rate was computed as (completes) / (completes + quits + refusals + callbacks to complete + unavailables). Results have been weighted to adjust for number of phone lines in a household, number of adults in a household, and Census distributions of gender, race/ethnicity, and education in the 50 states and District

of Columbia. The particular sample used in this survey is one of a large number of all possible samples of the same size that could have been selected using the sample design. The sampling error measures the variation among the estimates from all possible samples. See Appendix A for sampling errors at 95 percent confidence level. Sampling error is only one of many potential sources of error in this kind of survey.

*The number of respondents who answered a question, or sample size ("n"), is shown for each question. Percentages preceding answer text are the weighted percent of respondents who gave that answer. An asterisk (\*) denotes a percentage less than one. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both. Text inside of brackets, [], are instructions for completing the survey and were not read to the respondents. Text in all CAPS were not read to the respondents but help describe the results or instructions.*

### **A. EATING PRACTICES**

I have a few questions about when and where you eat your meals. By meals, I mean breakfast, lunch, and dinner.

**A1.** On average, how many days per week do you eat breakfast? (n=2,584)

0 DAYS.....	8% [GO TO A3]
1 DAY.....	3%
2 DAYS .....	9 %
3 DAYS .....	6%
4 DAYS .....	5%
5 DAYS .....	10%
6 DAYS .....	4%
7 DAYS .....	54%
DK/NS .....	* [GO TO A3]
[NOT READ]RF .....	* [GO TO A3]

**[IF A1 IS NOT EQUAL TO "0 DAYS"]**

**A2.** How many of these breakfasts were not prepared at home? Please include breakfasts from both dine-in and carry out restaurants, restaurants that deliver food to your home, cafeterias, fast-food places, food courts, food stands, gas stations, breakfasts prepared at a grocery store, and breakfasts from vending machines. How many of your breakfasts were not prepared at home? (n=2,400)

0 .....	65%
1 .....	15%
2 .....	8%
3 .....	4%
4 .....	2%
5 .....	3%
6 .....	1%
7 .....	2%
DK/NS .....	*
RF .....	0%

**A3.** How about lunch? On average, how many days per week do you eat lunch? (n=2,584)

0 DAYS .....	5%	[GO TO A5]
1 DAY .....	1%	
2 DAYS .....	3%	
3 DAYS .....	4%	
4 DAYS .....	5%	
5 DAYS .....	9%	
6 DAYS .....	7%	
7 DAYS .....	66%	
DK/NS .....	*	[GO TO A5]
RF .....	*	[GO TO A5]

**[IF A3 IS NOT EQUAL TO “0 DAYS”]**

**A4.** How many of these lunches were not prepared at home? (IF NEEDED, “Please include lunches from both dine-in and carry out restaurants, restaurants that deliver food to your home, cafeterias, fast-food places, food courts, food stands, gas stations, lunches prepared at a grocery store, and lunches from vending machines.”) (n=2,445)

0 .....	38%
1 .....	14%
2 .....	16%
3 .....	11%
4 .....	7%
5 .....	10%
6 .....	2%
7 .....	2%
DK/NS .....	*
RF .....	0%

**A5.** How about dinner? On average, how many days per week do you eat dinner? (n=2,584)

0 DAYS .....	1%	[GO TO A7]
1 DAY .....	*	
2 DAYS .....	1%	
3 DAYS .....	2%	
4 DAYS .....	2%	
5 DAYS .....	4%	
6 DAYS .....	4%	
7 DAYS .....	86%	
DK/NS .....	*	[GO TO A7]
RF .....	*	[GO TO A7]

**[IF A5 IS NOT Equal to “0 DAYS”]**

**A6.** How many of these dinners were not prepared at home? (IF NEEDED, “Please include dinners from both dine-in and carry out restaurants, restaurants that deliver food to your home, cafeterias, fast-food places, food courts, food stands, gas stations, dinners prepared at a grocery store, and dinners from vending machines.”) (n=2,540)

0 ..... 36% [GO TO A3]  
 1 ..... 26%  
 2 ..... 20%  
 3 ..... 10%  
 4 ..... 4%  
 5 ..... 2%  
 6 ..... 1%  
 7 ..... 1%  
 DK/NS .....\*  
 RF .....\*

**A9.** Restaurants sometimes display nutrition and calorie information about their items. This information may be shown on the menu or on napkins and placemats. Have you seen nutrition information in restaurants? (n=2,584)

YES .....64%  
 NO ..... 34% [GO TO A11]  
 DK/NS.....2% [GO TO A11]  
 RF.....\* [GO TO A11]

**A10.** When it is available, how often do you use this information when deciding what to eat at restaurants? Would you say often, sometimes, rarely, or never? (n=1,472)

OFTEN..... 27%  
 SOMETIMES..... 25%  
 RARELY .....22%  
 NEVER .....26%  
 DK/NS.....\*  
 RF.....0%

**A11.** Do you make all, most, some, or none of the decisions about what groceries your household buys? (n=2,584)

All of the decisions .....39%  
 most of the decisions .....22%  
 some of the decisions .....34%  
 None of the decisions .....5%  
 Don't know (DK)/Not sure (NS).....\*  
 Refused (RF) .....0%

[Return to the Table of Contents](#)

***B. FAT-HEART DISEASE RELATIONSHIPS***

**B1.** Next, I am going to ask you about three different kinds of fat in foods we eat. As I read each one, please tell me whether you have ever heard of it. [RANDOM START. RECORD START.] (n=2,584)

	Yes	No	DK/NS	RF
trans fat or trans fatty acid	92%	8%	*	0%
saturated fat	97%	3%	*	0%
omega 3 fatty acid	85%	15%	*	0%

[IF NO/DK/NS/RF TO ALL ITEMS, SKIP TO B3. OTHERWISE, ASK B2 FOR EACH “YES” ITEM; KEEP THE SAME ORDER AS IN B1.]

**B2.** *[Respondents who said they had heard of a fat were asked]* You just told me you had heard of [NAME OF FAT]. As far as you know, does [NAME OF FAT] raise the risk of heart disease, lower the risk of heart disease, or have no effect on the risk of heart disease, or don’t you know? [READ ‘YOU JUST TOLD ME YOU HAD HEARD OF ..... AS FAR AS YOU KNOW’ AT THE FIRST ITEM ONLY.] (n=2,360)

	Raises	Lowers	No Effect	DK/NS	RF
trans fat or trans fatty acid	67%	5%	2%	26%	0%
saturated fat	75%	2%	2%	21%	0%
omega 3 fatty acid	5%	61%	4%	30%	0%

[Return to the Table of Contents](#)

**C. FOOD LABEL USE**

**C1.** I'd like you to think about the labels on many food products that list ingredients and provide nutrition and other information. When you buy a product for the **first time**, how often do you read this information? Would you say [READ] (n=2,584)

- Often .....54%
- Sometimes, .....23%
- Rarely, or .....13%
- Never? .....11% [SKIP TO C5b]
- DK/NS .....\* [SKIP TO D1]
- RF .....0% [SKIP TO D1]

**C2.** People tell us they use food product labels in many different ways. When you look at food labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? Would you say you often, sometimes, rarely or never use the label [READ AND ROTATE LIST] (n=2,352)

	OFTEN	SOMETIMES	RARELY	NEVER	DK/NS	RF
To help you decide which <b>brand</b> of a particular food item to buy	41%	32%	14%	12%	1%	*
To figure out <b>how much</b> of the food product you or your family should eat	35%	30%	18%	16%	1%	0%
To compare different food items with each other	46%	29%	15%	9%	1%	*
To see if something said in advertising or on the package is actually true	31%	30%	20%	16%	3%	*
To get a general idea of the nutritional content of the food	55%	30%	10%	16%	3%	*
To see how high or low the food is in things like calories, salt, vitamins, or fat	66%	24%	6%	3%	*	*
To help you in meal planning	31%	31%	19%	18%	*	*
To see if there is an ingredient that you or someone in your family should avoid	48%	18%	14%	20%	*	*

**C3.** In the last **two weeks**, can you remember an instance where your decision to buy or use a food product was changed because you read the nutrition label? (n=2,352)

YES .....49%  
 NO .....48%  
 DK/NS .....3%  
 RF .....\*

**C4.** When you look at the nutrition label on a food product, which information do you use, the gram or milligram amounts, the percent daily value amounts, or both? (n=2,352)

THE GRAM OR MILLIGRAM AMOUNTS.....25%  
 THE PERCENT DAILY VALUE AMOUNTS.....16%  
 BOTH.....50%  
 NEITHER.....9%  
 DK/NS.....1%  
 RF.....\*

**[IF C1="OFTEN" OR "SOMETIMES", GO TO C6]**

**[IF C1 = "RARELY", GO TO C5a]**

**[IF C1 = "NEVER", GO TO C5b]**

**C5a.** Earlier you said that you rarely use the food label when buying a product for the first time. Do you intend to start using the food label more in the future? Please choose the option that best describes your intention. (n=262)

Yes, I intend to start using the food label more in the next 30 days.....18%  
 Yes, I intend to start using the food label more in the next 6 months.....28%  
 No, I do not intend to start using the food label in the next 6 months.....49%  
 DK/NS .....5%  
 RF .....\*

**C5b.** Do you intend to start using the food label in the future? Please choose the option that best describes your intention. (n=223)

Yes, I intend to start using the food label more in the next 30 days.....8%  
 Yes, I intend to start using the food label more in the next 6 months.....16%  
 No, I do not intend to start using the food label in the next 6 months.....69%  
 DK/NS .....6%  
 RF .....\*

**[IF C1="NEVER"]**

**C5c.** People have different reasons for not using the nutrition information on the food label. Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following reasons for not using the food label: (n=223)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Neither agree nor disagree	DK/NS	RF
To help you decide which <b>brand</b> of a particular food item to buy	41%	26%	12%	11%	1%	10%	*
To figure out <b>how much</b> of the food product you or your family should eat	29%	20%	22%	21%	2%	6%	*
To compare different food items with each other	43%	17%	16%	20%	4%	*	*
To see if something said in advertising or on the package is actually true	23%	25%	19%	26%	5%	2%	*
To get a general idea of the	33%	31%	13%	13%	1%	9%	*

nutritional content of the food							
---------------------------------	--	--	--	--	--	--	--

**[GO TO C10]**

**C6.** Now, I would like for you to think about information about calories which is also found on the food label. Would you say you often, sometimes, rarely or never use calorie information? (n=2,352)

OFTEN .....46%  
 SOMETIMES .....31%  
 RARELY .....25%  
 NEVER .....9%  
 DK/NS .....\*  
 RF .....0%

**C7.** Now, I would like for you to think about information about serving sizes which is also found on the food label. Would you say you often, sometimes, rarely or never use serving size information? (n=2,352)

OFTEN .....34%  
 SOMETIMES .....30%  
 RARELY .....19%  
 NEVER .....17%  
 DK/NS .....\*  
 RF .....\*

**C9.** To the best of your knowledge, are serving sizes determined by manufacturers or by government rules? (n=2,352)

BY MANUFACTURERS.....47%  
 BY GOVERNMENT RULES?.....29%  
 DK/NS.....24%  
 RF.....\*

**C10.** Food packages sometimes have statements on the front of the package that describe the amount of certain nutrients in the product, such as "low fat," "high fiber" or "cholesterol-free." When it is available, how often do you use this information on certain nutrients when deciding to buy a food product? Would you say often, sometimes, rarely, or never? (n=2,575)

OFTEN .....38%  
 SOMETIMES .....34%  
 RARELY .....16%  
 NEVER .....11%  
 DK/NS .....\*  
 RF .....0%

**C11.** About how many of the food labels which use statements like "low fat," "high fiber" or "cholesterol-free" to describe the amount of certain nutrients, do you believe are accurate? Just about all of them, most of them, only some of them, or almost none of them? (n=2,575)

JUST ABOUT ALL OF THEM.....8%  
 MOST OF THEM.....33%  
 ONLY SOME OF THEM.....49%  
 NONE OF THEM.....7%  
 DK/NS .....3%  
 RF .....\*

**C12.** Food packages sometimes have symbols or icons on the front of the package that describe the product as being a healthier option and meeting certain nutrient requirements. Have you seen products with this type of healthy symbol or icon? (n=2,575)

YES .....72%  
 NO .....23% [GO TO C14]  
 DK/NS .....5% [GO TO C14]  
 RF .....0% [GO TO C14]

**C13.** When it is available, how often do you use healthy symbols or icons when deciding to buy a food? Would you say often, sometimes, rarely or never? (n=1,714)

OFTEN .....22%  
 SOMETIMES .....45%  
 RARELY .....19%  
 NEVER .....13%  
 DK/NS .....\*  
 RF .....\*

**[CONTINUE IF B1a="YES", OTHERWISE VERSION 1 RESPONDENTS GO TO SECTION D, VERSION 2 RESPONDENTS GO TO SECTION G]**

**C14.** Food packages sometimes have statements on the front of the package that describe the product as having "0 grams of trans fat." When it is available, would you say you use these statements about trans fat often, sometimes, rarely or never? (n=2,356)

OFTEN .....31%  
 SOMETIMES .....36%  
 RARELY .....19%  
 NEVER .....13% [GO TO SECTION D or SECTION G]  
 DK/NS .....\* [GO TO SECTION D or SECTION G]  
 RF .....\* [GO TO SECTION D or SECTION G]

**C15.** About how many of the food labels which use these claims about trans fats do you believe are accurate? Just about all of them, most of them, only some of them, or almost none of them? (n=2,043)

ALL OF THEM.....15%  
 MOST OF THEM.....41%  
 SOME OF THEM.....39%  
 NONE OF THEM.....3%  
 DK/NS .....3%  
 RF .....\*

**VERSION 1 RESPONDENTS CONTINUE TO SECTION D; VERSION 2 RESPONDENTS GO TO SECTION G**

[Return to the Table of Contents](#)

***D. HEALTH ATTITUDES, BELIEFS and PHYSICAL ACTIVITY –VERSION 1***

**D1.** I am going to read some statements about health, food, and exercise. As I read each statement, please tell me how much you agree or disagree with it. The first statement is... “[ROTATE LIST, RANDOM START]...” Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it? ...The next statement is “...” [REPEAT RESPONSE OPTIONS WHEN NECESSARY.]...The next statement is... (n=1,309)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Neither agree nor disagree	DK/NS	RF
There are so many recommendations about healthy ways to eat, it is hard for me to know what to believe.	32%	36%	18%	12%	1%	*	0%
If I eat a healthy diet I can greatly reduce my chance of getting heart disease	68%	24%	4%	2%	1%	1%	*
If I eat a healthy diet I can greatly reduce my chance of getting cancer.	31%	36%	15%	13%	3%	2%	*
I am confident that I know how to choose healthy foods.	48%	41%	7%	3%	1%	*	*
I generally know which menu items in a restaurant have more fat and which have less fat.	34%	38%	11%	11%	2%	5%	0%

**D2.** About how many days per week do you engage in moderate or vigorous activity (such as brisk walking, jogging, biking, aerobics, or yard work) in addition to your normal daily routine? (n=1309)

0 DAYS .....	12%	[GO TO SECTION E]
1 DAY .....	7%	
2 DAYS .....	11%	
3 DAYS .....	26%	
4 DAYS .....	11%	
5 DAYS .....	13%	
6 DAYS .....	6%	
7 DAYS .....	14%	
DK/NS .....	1%	[GO TO SECTION E]
RF .....	*	[GO TO SECTION E]

**D3.** How long do you usually engage in moderate or vigorous activities on these days? Would you say 30 minutes, 30 to 60 minutes, or more than 60 minutes? (n=1,107)

LESS THAN 30 MINUTES.....	13%
30 TO 60 MINUTES.....	56%
MORE THAN 60 MINUTES.....	31%
DK/NS .....	*
RF .....	*

[Return to the Table of Contents](#)

## **E. SPECIFIC DIETS AND WEIGHT LOSS PRACTICES ---VERSION 1**

**E1.** Do you consider yourself to be overweight, underweight, or about the right weight? [IF THE RESPONDENT MENTIONS OTHERS' OPINIONS, E.G., "MY DOCTOR SAYS I'M OVERWEIGHT," READ: "WHAT WE REALLY WANT TO KNOW IS HOW YOU YOURSELF THINK ABOUT YOUR WEIGHT."] (n=1,309)

OVERWEIGHT.....	44%	
UNDERWEIGHT.....	5%	[GO TO E4]
ABOUT THE RIGHT WEIGHT...51%		
PREGNANT.....	*	
DK/NS.....	*	
RF.....	*	

**E2.** In the past 12 months, did a doctor or other health professional advise you to lose weight? (n=1,257)

YES .....	20%
NO .....	79%
PREGNANT.....	*
DK/NS .....	*
RF .....	*

**E3.** During the past 12 months, have you tried to lose weight? (n=1,257)

YES .....54%  
 NO .....46%  
 PREGNANT.....\*  
 DK/NS .....\*  
 RF .....0

**E4.** Do you try to keep track on a daily basis of how much sodium, fat, or other nutrients, including vitamins or minerals, you eat? (n=1,309)

YES .....35%  
 NO .....59% [GO TO SECTION F]  
 SOMETIMES.....6% [GO TO SECTION F]  
 DK/NS .....1% [GO TO SECTION F]  
 RF .....\* [GO TO SECTION F]

**E5.** How do you **keep track of** how much of these nutrients you eat each day? Do you... [ROTATE LIST, RANDOM START] (n=485)

	Yes	No	Sometimes	DK/NS	RF
Record amounts eaten at each meal or each day	18%	77%	4%	*	0%
Follow a specific diet or eating plan	46%	50%	4%	0%	0%
Read the nutrition label	73%	12%	12%	3%	*
Practice strict portion control	47%	41%	12%	*	0%

[Return to the Table of Contents](#)

**F. DIET-DISEASE AWARENESS ---VERSION 1**

**F1.** Have you heard anything about cancer being related to things people eat or drink? (n=1,307)

YES.....73%  
 NO.....25% [GO TO F5]  
 DK/NS .....2% [GO TO F5]  
 RF .....\* [GO TO F5]

**F2.** What things that people eat or drink might make them **more** likely to get cancer? [PROBE ONLY ONCE] (n=1,047)

ADDITIVES/CHEMICALS.....	8%
ALCOHOL.....	19%
ARTIFICIAL COLORS/DYES.....	3%
ARTIFICIAL SWEETNER/ASPARTAME/NUTRASWEET.....	10%
CAFFEINE/COFFEE/TEA.....	5%
CHARCOAL/BARBACUED FOOD/BURNT FOOD.....	5%
EQUAL / SWEET 'N' LOW.....	4%
FATS.....	27%
FRIED FOOD(S).....	4%
JUNK FOOD(S).....	1%
MEATS/SPECIFIC MEATS.....	14%
PRESERVATIVES.....	5%
PROCESSED FOODS/REFINED FOODS.....	7%
SACCHARIN.....	1%
SATURATED FAT.....	5%
SMOKING.....	9%
TRANS FAT OR TRANS FATTY ACIDS.....	4%
OTHER [SPECIFY] _____ .....	13%

**F3.** Have you heard about any things people could eat or drink that might help **prevent** cancer? (n=1,047)

YES .....	76%
NO .....	23% [GO TO F5]
DK/NS .....	1% [GO TO F5]
RF .....	* [GO TO F5]

**F4.** What things could people eat or drink that might help **prevent** cancer? [NOT READ LIST] [PROBE ONLY ONCE] (n=819)

ANTIOXIDANTS.....	16%
BETA-CAROTENE/VITAMIN A.....	3%
DIETARY SUPPLEMENTS.....	4%
FIBER/ROUGHAGE/WHOLE GRAIN CEREALS/BRAN.....	15%
FISH/FISH OIL/OMEGA 3 OIL.....	19%
FRUITS/SPECIFIC FRUIT.....	42%
FRUIT JUICE(S)/VEGETABLE JUICE(S).....	12%
POULTRY/CHICKEN.....	3%
VEGETABLES/SPECIFIC VEGETABLE.....	49%
VITAMIN C/ASCORBIC ACID.....	3%
VITAMIN E.....	2%
OTHER [SPECIFY] _____ .....	15%

**F5.** Have you heard anything about heart disease or heart attacks being related to things people eat or drink? (n=1,307)

YES .....	91%
NO .....	9% [GO TO SECTION K]
DK/NS .....	1% [GO TO SECTION K]
RF .....	* [GO TO SECTION K]

**F6.** What things that people eat or drink might be related to heart disease or heart attacks?  
 [NOT READ LIST] [PROBE ONLY ONCE] (n=1,196)

ALCOHOL.....18%  
 CAFFEINE/COFFEE/TEA.....2%  
 CALORIES/EATING TOO MUCH/OVERWEIGHT.....6%  
 CHOLESTEROL.....17% DAIRY  
 PRODUCTS/MILK/CHEESE.....4%  
 EGGS.....2%  
 FATS.....62% FRIED FOODS/GREASY  
 FOODS/OILY FOODS.....19% JUNK FOOD(S).....2%  
 MEAT/RED MEAT/SPECIFIC MEAT.....20%  
 SALT/SALTY FOODS/SODIUM.....20%  
 SATURATED FAT.....19%  
 SMOKING.....6% SUGAR/SWEET  
 FOODS.....10%  
 TRANS FAT OR TRANS FATTY ACIDS.....15%  
 OTHER [SPECIFY] \_\_\_\_\_ .....10%

**F7.** Have you heard about any things people could eat or drink that might help **prevent** heart disease or heart attacks? (n=1,196)

YES .....81%  
 NO .....17% [GO TO SECTION K]  
 DK/NS .....2% [GO TO SECTION K]  
 RF .....\* [GO TO SECTION K]

**F8.** What things could people eat or drink that might help **prevent** heart disease or heart attacks? [NOT READ LIST] [PROBE ONLY ONCE] (n=1,008)

DIETARY SUPPLEMENTS.....2%  
 FIBER/ROUGHAGE/WHOLE GRAIN CEREALS/BRAN.....24%  
 FISH.....12%  
 FISH OIL/OMEGA 3 OIL.....16%  
 FRUITS/SPECIFIC FRUIT.....32%  
 OLIVE OIL/MONOUNSATURATED FAT/OILS.....3%  
 POULTRY/CHICKEN.....4%  
 RED WINE/WINE.....16%  
 VEGETABLES/SPECIFIC VEGETABLE.....34%  
 VEGETABLE OILS/POLYUNSATURATED FAT/OILS.....6%  
 OTHER [SPECIFY] \_\_\_\_\_ .....20%

**GO TO SECTION K**

[Return to the Table of Contents](#)

**G. DIETARY SUPPLEMENTS -----VERSION 2**

I would like to ask you a few questions about products called dietary supplements. Dietary supplements are powders, liquids, or capsules that are not foods or medicines. People may take these supplements to get nutrients that they can't get from their diets alone. These include multi-vitamins, vitamin c, iron, calcium, Echinacea, St. John's Wort, amino acids or protein drinks, and fish oil.

**G1.** I am going to read a number of statements about these products. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement. [ROTATE LIST, RANDOM START] (n=1,276)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Neither agree nor disagree	DK/NS	RF
Taking dietary supplements could improve my health.	33%	45%	10%	8%	2%	3%	*
A good reason for a person to take a dietary supplement is to <b>prevent</b> illnesses.	27%	41%	17%	11%	1%	3%	*
A good reason for a person to take a dietary supplement is to <b>treat</b> illnesses.	14%	31%	24%	26%	1%	4%	0%
The government tests dietary supplements for safety.	20%	39%	18%	15%	2%	6%	0%
Dietary supplements cost too much.	28%	38%	18%	6%	3%	7%	*
I am concerned about the <b>safety</b> of dietary supplements.	34%	35%	18%	8%	3%	3%	*

**G2.** Have you taken a multi-vitamin or multi-mineral supplement in the past 12 months, that is, since [month] 2007? [IF NEEDED, EXPLAIN THESE PRODUCTS ARE THINGS LIKE ONE-A-DAY, MEGA-VITAMIN, CENTRUM A-TO-ZINC, AND OTHER PRODUCTS THAT CONTAIN A VARIETY OF DIFFERENT VITAMINS, MINERALS, AND MAY ALSO CONTAIN OTHER THINGS.] (n=1,276)

YES .....66%  
 NO .....33% [GO TO G3]  
 DK/NS .....\* [GO TO G3]  
 RF .....\* [GO TO G3]

**G2a.** How frequently do you take [it/them]? Would you say... (n=904)

Daily,.....55%  
 On a regular basis, but not every day,.....18%  
 Occasionally, or.....13%  
 Even less often?.....14%  
 DK/NS.....0%  
 RF.....0%

**G3.** And in the past 12 months, have you taken a specialized or single-ingredient vitamin or mineral supplement such as Vitamin C, Vitamin E, iron, or calcium?

[IF ANSWER IS NOT CLEARLY A SUPPLEMENT AND SOUNDS LIKE IT MAY BE AN INGREDIENT IN FOOD, ASK “IS THAT IN YOUR FOOD OR IS IT TAKEN SEPARATELY AS A SUPPLEMENT?”] (n=1,276)

[IF NEEDED USE SUPPLEMENT REFERENCE LIST.]

YES .....50%  
 NO .....49% [GO TO G4]  
 DK/NS .....1% [GO TO G4]  
 RF .....\* [GO TO G4]

**G3a.** How frequently do you take [it/them]? Would you say... (n=763)

Daily,.....51%  
 On a regular basis, but not every day.....18%  
 Occasionally, or.....21%  
 Even less often?.....9%  
 DK/NS.....\*  
 RF.....0%

**G4.** Have you taken any kind of herbs, botanicals, or other dietary supplements in the past 12 months, that is, since (month) 2007? We are talking about things such as garlic pills, echinacea, ginkgo, glucosamine, St. John's wort, amino acids, or fish oil.

[IF ANSWER IS NOT CLEARLY A SUPPLEMENT AND SOUNDS LIKE IT MAY BE AN INGREDIENT IN FOOD, ASK “IS THAT IN YOUR FOOD OR IS IT TAKEN SEPARATELY AS A SUPPLEMENT?”] (n=1,276)

[IF NEEDED USE SUPPLEMENT REFERENCE LIST.]

YES .....34%  
 NO .....65% [GO TO INSTRUCTIONS BEFORE G6a-c]  
 DK/NS .....1% [GO TO INSTRUCTIONS BEFORE G6a-c]  
 RF .....\* [GO TO INSTRUCTIONS BEFORE G6a-c]

**G4a.** How frequently do you take [it/them]? Would you say...(n=485)

Daily,.....43%  
 On a regular basis, but not every day.....23%  
 Occasionally, or.....18%  
 Even less often?.....15%  
 DK/NS.....\*  
 RF.....0%

**[IF G2=“NO” AND G3=“NO” AND G4=“NO” , GO TO SECTION K]**

**FOR EACH YES FOR G2-G4 ASK:**

**G6a.** Did a doctor or other health care professional recommend that you take a multivitamin or multi-mineral supplement? (n=904)

YES .....42%  
 NO .....57%  
 DK/NS .....\*  
 RF .....\*

**G6b.** Did a doctor or other health care professional recommend that you take a specialized or single-ingredient vitamin or mineral supplement? (n=763)

YES .....42%  
 NO .....57%  
 DK/NS .....\*  
 RF .....\*

**G6c.** Did a doctor or other health care professional recommend that you take botanicals or other dietary supplements? (n=485)

YES .....30%  
 NO .....70%  
 DK/NS .....\*  
 RF .....\*

**G7.** On a slightly different subject, have you taken any prescription drugs in the past 12 months? (n=1,029)

YES .....72%  
 NO .....28 [SKIP TO G10]  
 DK/NS .....\* [SKIP TO G10]  
 RF .....0% [SKIP TO G10]

**G8.** While you took the prescription drug, did you also take a dietary supplement? (n=829)

YES .....59%  
 NO .....39% [SKIP TO G10]  
 DK/NS .....2% [SKIP TO G10]  
 RF .....\* [SKIP TO G10]

**G9.** Did you discuss taking both products with your doctor or other health care professional?  
(n=563)

YES .....76%  
 NO .....24%  
 DK/NS .....\*  
 RF .....0%

**G10.** In the past 12 months, have you taken a dietary supplement to treat or prevent a health problem or condition instead of taking a prescription drug? (n=1,029)

YES .....18%  
 NO .....81% [GO TO G12]  
 DK/NS.....\* [GO TO G12]  
 RF.....0% [GO TO G12]

**G11.** Did you discuss the substitution with your doctor or healthcare professional? [IF NECESSARY, EXPLAIN "HEALTHCARE PROFESSIONAL ARE PEOPLE LIKE A MEDICAL DOCTOR, A PHYSICIAN'S ASSISTANT, A DENTIST, A PSYCHIATRIST, A PHARMISIST, OR A REGISTERED NURSE.]

YES .....59%  
 NO .....41%  
 DK/NS .....\*  
 RF .....0%

**If G4="YES" then ask about herb and botanicals**  
**If G4 IS NOT EQUAL TO "YES" and G3="YES" then ask about single ingredient vitamins**  
**If G4 AND G3 ARE NOT EQUAL TO "YES" and G2 ="YES" then ask about multivitamins.**

**G12.** Please tell me whether **you yourself** get a lot, a little, or no information about the [herbs, botanicals, or other dietary supplements/single ingredient vitamin or mineral/ multivitamin] that you take from each of the following. [ROTATE LIST, RANDOM START]

	A Lot	A Little	No Information	DK/NS	RF
a medical doctor, physician's assistant, registered nurse, or dietitian	29%	35%	34%	1%	*
an alternative medicine practitioner like an herbal or chiropractic therapist [ALSO INCLUDES: PRACTITIONER/THERAPIST OF ACUPUNCTURE, BIOFEEDBACK, CHELATION THERAPY, ENERGY HEALING/REIKI, FOLK MEDICINE,	7%	9%	82%	1%	*

HYPNOSIS, HOMEOPATHY, MASSAGE, NATUROPATHY, NUTRITION THERAPY, OSTEOPATHY.]					
family or friends	15%	47%	38%	*	*
a sales person at a store	5%	27%	68%	*	0%
newspapers, magazines, books, or medical articles	27%	40%	33%	*	*
television or radio	12%	41%	47%	*	*
the Internet	16%	27%	56%	*	0%
product labels	30%	45%	25%	*	*

[IF G2 OR G3 OR G4= “YES”]

[Return to the Table of Contents](#)

#### ***H. ADVERSE EXPERIENCE WITH DIETARY SUPPLEMENTS***

**H1.** In the past 12 months, that is, since [MONTH] 2007, have you experienced any health problems that you thought might be related to any dietary supplements you took? (n=1,029)

YES .....3%  
 NO .....97% [GO TO SECTION K]  
 DK/NS .....\* [GO TO SECTION K]  
 RF .....\* [GO TO SECTION K]

**H2.**

<b>Symptoms</b>	<b>% of all mentions</b>
HEART PROBLEMS/CHEST PAIN	8%
ABDOMINAL PAIN	8%
GASTROINTESTINAL PROBLEMS	8%
NAUSEA/UPSET STOMACH	8%
BLOOD PRESSURE PROBLEMS	8%
SHORTNESS OF BREATH	8%

HEADACHE	5%
DIZZINESS/FAINTING	5%
ANXIETY/NERVOUSNESS	5%
FATIGUE	5%
ACID REFLUX/HEARTBURN	5%
IRRITATED SKIN	3%
DIARRHEA	3%
MUSCLE/JOINT ACHES AND PAIN	3%
OTHER SYMPTOMS (UNSPECIFIED)	21%
	<b>% of all respondents</b>
<b>DK/NS</b>	12%
<b>[NOT READ] RF</b>	2%

**H3.** What supplements did you think were related to your problem? [ACCEPT UP TO THREE ANSWERS.] (n=30)

	<u>% of all mentions</u>
MULTI-VITAMINS	12%
CALCIUM	12%
VITAMIN B	12%
VITAMIN C	8%
ST. JOHN'S WORT	8%
UNSPECIFIED VITAMINS/MINERALS	4%
IRON	4%
GINKGO BILOBA	4%

OTHER SUPPLEMENTS	36%
	<b><u>% of all respondents</u></b>
DK/NS	13%
RF	*

**H4.** What did you do about your problem? Did you... [READ AND ROTATE LIST.] (n=30)

	Yes	No	DK/NS	RF
Stop taking the supplements	88%	12%	*	*
See a doctor	47%	53%	*	*
Complain to the manufacturer or the store where you bought the supplements	14%	86%	*	*
Go to an emergency room	5%	95%	*	*
Report to any health authorities	22%	78%	*	*

**[IF H4e="YES" CONTINUE TO H5; OTHERWISE, GO TO SECTION V]**

**H5.** Did you report your problem to [READ AND ROTATE LIST.] (n=11)

	Yes	No	DK/NS	RF
the Food and Drug Administration	51%	49%	0%	0%
the CDC, Centers for Disease Control and Prevention	51%	49%	0%	0%
a health department or poison control center	49%	51%	0%	0%
your doctor	100%	0%	0%	0%

**GO TO SECTION V**

[Return to the Table of Contents](#)

### ***K. USE OF PET FOOD LABELS***

These next questions are about pets you may have in your home.

K1a. Do you have a dog in your home? (n=2,554)

YES .....42%  
NO .....58% [GO TO K2a]  
DK/NS.....0% [GO TO K2a]  
RF .....0% [GO TO K2a]

K1b. How many? (n=871)

1 .....59%  
2 .....27%  
3 or more .....14%  
DK/NS .....0%  
RF .....0%

K2a. Do you have a cat in your home? (n=2,554)

YES .....26%  
NO .....74% [IF K1a=2,8,9 GO TO SECTION V;ELSE GO TO K3]  
DK/NS.....0% [IF K1a=2,8,9 GO TO SECTION V; ELSE GO TO K3]  
RF .....0% [IF K1a=2,8,9 GO TO SECTION V;ELSE GO TO K3]

K2b. How many? (n=588)

1 .....53%  
2 .....24%  
3 or more .....23%  
DK/NS .....0% [IF K1a=2,8,9 GO TO SECTION V]  
RF .....0% [IF K1a=2,8,9 GO TO SECTION V]

K3. About how much of the decisions do you make about your household's pet food purchases? Would you say... (n=1,208)

All of them .....54%  
Some of them, or.....28%  
None of them.....18% [GO TO SECTION V]  
DK/NS.....0% [GO TO SECTION V]  
RF.....9% [GO TO SECTION V]

K4. Do you feed your {dog/dogs/cat/cats/dog and cat/dogs and cat/dog and cats/dogs and cats}... (YES/NO for each) [IF NEEDED: “Commercial food is any food that you can buy without a prescription from a veterinarian. It includes food you buy in grocery stores, pet food stores, and food you can buy online.”] [IF NEEDED: “Packaged raw pet food is raw food you buy in the grocery store that is packaged especially for pets.”] (n=1,049)

	Yes	No	DK/NS	RF
Commercial canned food	30%	70%	0%	0%
Prescription canned food	2%	98%	*	0%
Commercial dry food	94%	6%	*	0%
Prescription dry food	7%	93%	*	0%
Packaged <b>raw</b> pet food	5%	95%	*	0%
Homemade food prepared specifically for your pet	18%	82%	*	0%
Commercial Treats	79%	21%	*	0%

K5. After feeding your {dog/dogs/cat/cats/dog and cat/dogs and cat/dog and cats/dogs and cats}, how often do you wash your hands with soap and water? Would you say... (n=1,049)

All of the time, .....50%  
 Most of the time, .....22%  
 Some of the time, or .....14%  
 Rarely? .....14%  
 DK/NS.....1%  
 RF.....0%

**[IF K4a=“YES” or K4b=“YES”**

K5a. When you don’t give an entire can to your pet at one feeding, do you refrigerate the unused portion? (n=390)

YES.....70%  
 NO.....10%  
 SOMETIMES.....1%  
 ALWAYS USE ENTIRE CAN AT A FEEDING.....18%  
 DON’T KNOW.....\*  
 REFUSED.....\*

**[IF K4e=“YES”]**

K5b. When you don’t give an entire package of raw pet food to your pet at one feeding, do you refrigerate the unused portion? (n=66)

YES.....53%  
 NO.....29%  
 SOMETIMES.....2%  
 ALWAYS USE ENTIRE PORTION AT A FEEDING.....7%  
 DON'T KNOW.....9%  
 REFUSED.....0%

K6. Now think about the first time you purchase a pet food product. When you look at pet food **labels** for the first time, either in the store or at home, how often, if at all, do you use the labels in the following ways? Would you say you often, sometimes, rarely or never use the pet food label [READ AND ROTATE LIST] (n=1,049)

	OFTEN	SOMETIMES	RARELY	NEVER	DK/NS	RF
to figure out how much of the pet food you should feed your {dog/dogs/cat/cats/dog and cat/dogs and cat/dog and cats/dogs and cats} at a single serving?	30%	15%	17%	38%	*	*
to see how high or low the pet food is in things like calories, protein, fat, etc.?	31%	18%	16%	35%	*	0%
to determine if a product meets your pets' nutritional needs?	37%	26%	10%	26%	1%	0%
to compare different pet food items with each other?	38%	18%	12%	31%	*	0%
to see if something said in advertising or on the package is actually true?	22%	22%	16%	39%	1%	0%
to see if there is an ingredient that your pet should avoid?	35%	14%	11%	39%	1%	0%

K7. Please tell me how much information you get about your pet's nutritional needs from each of the following. Would you say that you get a lot, a little, or no information about your pets' nutrition needs from.....[RANDOM START, ROTATE LIST] (n=1,049)

	A Lot	A Little	No Information	DK/NS	RF

Breeders and trainers	10%	17%	73%	*	*
Veterinarians	47%	32%	21%	*	0%
Pet food labels	25%	44%	31%	*	0%
Internet	10%	20%	70%	*	0%
Friends and family	9%	42%	49%	*	0%
Books or magazines on pet care	15%	37%	48%	*	0%
Advertisements for pet food	8%	38%	54%	*	0%

[Return to the Table of Contents](#)

**V. DEMOGRAPHICS AND HEALTH STATUS --ALL**

I have a few questions for statistical purposes.

**V2.** Are there any telephone numbers in addition to [the telephone number being called] in your home that you receive calls on? Please exclude numbers used only for fax or computer, or cellular phone numbers. (n=2,584)

Yes .....4%  
 No .....96% [GO TO V5]  
 RF .....\* [GO TO V5]  
 DK/NS .....\* [GO TO V5]

**V3.** Is this/Are these number(s) for ... (n=157)

Home use .....46%  
 Business and home use .....19%  
 Business use only .....34%  
 DK/NS .....\*  
 RF .....\*

**V5.** How many children under 18 years of age, including infants and newborns, live in your household? (n=2,584)

0.....56%  
 1.....18%  
 2.....14%  
 3.....7%  
 4.....3%

5 ..... 1%  
 6 ..... \*  
 7 ..... \*  
 DK/NS ..... \*  
 RF ..... \*

**V6.** What is the last grade or year of school that you have completed? [DO NOT READ LIST.] (n=2,584)

0-11 YEARS ..... 16%  
 12 YEARS/HIGH SCHOOL GRADUATE ..... 30%  
 1-3 YEARS OF COLLEGE ..... 29%  
 4 YEARS OF COLLEGE/COLLEGE GRADUATE ..... 14%  
 POSTGRADUATE/MASTERS/DOCTORATE/LAW/MD .... 11%  
 DK/NS ..... \*  
 RF ..... \*

**V7.** Are you of Hispanic or Latino origin? (n=2,584)

YES ..... 13%  
 NO ..... 86%  
 DK/NS ..... \*  
 RF ..... \*

**V8.** What is your race? Please select one or more. [ACCEPT MULTIPLE ANSWERS.] (n=2,584)

	Selected
White	74%
Black or African American	12%
Asian	2%
Native Hawaiian or Pacific Islander	*
American Indian or Alaska Native	2%
Other	10%
DK/NS	*
RF	1%

**V9.** What year were you born?

19 \_\_\_\_\_ (RANGE: 1900-1990)  
 [recoded in age ranges]

Age 18-29 .....20%  
 Age 30-39.....19%  
 Age 40-59.....36%  
 Age 60 and older .....24%

DK/NS .....\*

RF .....2%

[IF NEEDED, We need this information about height and weight because this survey is about nutrition and health.] (n=2,584)

**V10.** How tall are you without shoes? [WHEN THE RESPONDENT REPORTS FRACTIONS, ROUND UP TO THE NEXT WHOLE NUMBER. FOR EXAMPLE, 3.5 INCHES SHOULD BE CODED AS 4 INCHES. DON'T PROBE.]

[Answer recoded]

Less than 4 ft .....\*  
 4 to less than 5 ft.....2%  
 5 to less than 6 ft.....75%  
 6 to less than 7 ft.....23%  
 Greater than 7 ft.....\*  
 DK/NS.....1%  
 REF.....1%

**V11.** How much do you weigh without shoes? [WHEN THE RESPONDENT REPORTS FRACTIONS ROUND UP TO THE NEXT WHOLE NUMBER. FOR EXAMPLE, 122.5 POUNDS SHOULD BE CODED AS 123 POUNDS. DON'T PROBE.]

[recoded in weight ranges]

Less than 100 lbs.....1%  
 100 – 149 lbs.....26%  
 150-199 lbs.....40%  
 200 – 249lbs.....21%  
 Greater than 250 lbs.....7%  
 DK/NS.....2%  
 REF.....3%

**V12.** Compared to other people your age, would you say your overall health is...  
 (n=2,584)

Much better than average,.....10%  
 Better than average,.....35%  
 About the same as other people's health.....43%  
 Worse than average, or.....8%  
 Much worse than average?.....3%  
 DK/NS.....2%  
 RF.....\*

**V13.** Have you ever been told by a doctor or other healthcare professional that you have any of the following health conditions? I don't need to know which condition, just whether you have ANY of them -- high blood pressure, diabetes, high cholesterol, heart disease, obesity, overweight, or cancer. (n=2,584)

Yes ..... 49%  
 No .....51%  
 DK/NS .....\*  
 RF.....\*

**V14.** I am going to read you a list of categories of income. Please stop me when I read the category that includes your total household income before taxes for year 2007. (n=2,584)

Less than twenty-five thousand dollars .....20%  
 From twenty-five to less than fifty thousand dollars .....24%  
 From fifty to less than seventy-five thousand dollars.....18%  
 From seventy-five to less than one-hundred thousand dollars .....12%  
 One hundred thousand dollars or more .....13%  
 DK/NS .....5%  
 RF .....9%

Thank you. Those are all the questions I have at this time.

[Return to the Table of Contents](#)

**APPENDIX A**

**SAMPLING ERRORS AT 95 PERCENT CONFIDENCE LEVEL**

Illustrative interpretation: This survey shows that, based on a sample of 2,584 respondents, 49.8 percent of American adults have taken a specialized vitamin or mineral supplement in the previous 12 months (Question G3). Suppose 20 different samples were taken with the same sample size, the same sampling and interviewing procedures, and the same questionnaire. Then, one would expect that, in 19 of the 20 samples, the responses would fall between  $49.8 \pm 2.0$  percent (2.0 from the far right column in the last row).

	Response %				
Sample Size	10(90)	20(80)	30(70)	40(60)	50(50)
<b>100</b>	5.9	7.8	9.0	9.6	9.8
<b>200</b>	4.2	5.5	6.4	6.8	6.9
<b>300</b>	3.4	4.5	5.2	5.5	5.7

<b>400</b>	2.9	3.9	4.5	4.8	4.9
<b>500</b>	2.6	3.5	4.0	4.3	4.3
<b>600</b>	2.4	3.2	3.7	3.9	4.0
<b>700</b>	2.2	3.0	3.4	3.6	3.7
<b>800</b>	2.1	2.8	3.2	3.4	3.5
<b>1,000</b>	1.9	2.5	2.8	3.0	3.1
<b>2,000</b>	1.3	1.8	2.0	2.2	2.2
<b>2,500</b>	1.2	1.6	1.8	2.0	2.0

[Return to the Table of Contents](#)

-

*Links on this page:*

Page Last Updated: 03/02/2010

Note: If you need help accessing information in different file formats, see [I](#)