

If someone picks up:

Hello, may I speak with Mr./Ms. _____?

If yes: **Thank you.** (Continue with introduction)

If no: **When would be a good time to speak with him/her?** _____

Thank you! (Document under Notes on first page)

If asked who is calling **I am _____ from Baylor College of Medicine's
Children Nutrition Research Center.**

If not in and asked to leave a message: **My name is _____ and I am calling from
Baylor College of Medicine's Children Nutrition Research Center.
Mr./Ms. _____ had participated in a survey about
food shopping practices and was interested in participating in
another interview. I am calling about this interview. When would
be a good time to speak with him/her? _____
He/She could also try to reach me at 713-798-_____. Thank you!**
(Document under Notes on first page)

Introduction when speaking with person of interest:

**Hello, my name is _____. I'm not sure if you remember, but about (Time frame - i.e.
one month ago, 2 months ago, etc.): _____ you participated in a survey from Baylor
College of Medicine at (Store Name): _____, located at (Store
Location): _____ and agreed to do an interview. I am calling about this
interview. It will take about 30 minutes and I can offer you a \$25.00 gift card for Target or
Wal~Mart for completing this call. I can also send you some information about healthier eating
practices. Would it be all right if I ask you some food shopping questions now?**

yes no

If questioned why not getting together with other people: **After developing the questionnaire,
we found out that it would be better to do it in interview format.**

If yes: **Thank you.** (Continue with interview)

If no: **Can I call you another time?**

yes no

If yes: **When would that be?** _____

Thank you! I will call you then. Good bye! (Record Results in first page)

If no: **Thank you for your time! Good bye!**

(Document under Notes on first page)

Explanation of why not: _____

Screener:

I have three questions to ask, to see if you qualify to do this interview.

1. Do you have any children living at home (18 years of age or younger)?

- yes no

If yes: Continue with Q2

If no: **Well, I am only interviewing families with children. Thank you for your time!
Good bye!**

2. Are you the person who usually does the food shopping and makes the decisions about what foods to buy for your family?

- yes no

If yes: Continue with Q3

If no: **Well, I need to speak with the person who usually does the food shopping and makes the decisions about what foods to buy for your family. Can I speak with him/her?**

If yes: Start at “Introduction when speaking with person of interest”.

If no: **Can I call back at another time to speak with him/her?**

Name: _____

Day: _____ Time: _____

If no: **Thank you for your time! Good bye!**

Explanation of why not: _____

3. Please tell me how often in a month do you go food shopping for the family? (check only one and probe using sheet attached)

- 1 big trip
- 2 big trips + **no** small trips
- 2 big trips + **a few small** trips
- 3 big trips + **no** small trips
- 3 big trips + **a few small** trips
- 4 big trips + **no** small trips
- 4 big trips + **a few small** trips
- No big trip, but shop as needed.
 - How many times per week? _____
- Other: _____

Q3 Probe: Would you say you usually make...

- One big trip a month
(Every other week or every 2 weeks) **Do you usually do...**
- Two big trips a month and **no small** trips in between
- Two big trips a month and **a few small** trips in between
- Three big trips a month and **no small** trips in between
- Three big trips a month and **a few small** trips in between
- (Every week or once a week) **Do you usually do...**
- Four big trips a month and **no small** trips in between
- Four big trips a month and **a few small** trips in between
- No big trips, but shop as needed.
 - How many times per week? _____

Interviewer: Have you completed your shopping type interview quota?

- yes no

If no: Continue with interview.

If yes: Unfortunately, you don't qualify for the interview because I need to speak with people who do more/less big trips a month. Thank you for your time! Good bye!

Foods in the Home

Now I will ask you about the foods you keep in your home.

4. People usually keep fruit, vegetables, and 100% juice with no sugar added in their house. I will read a list of types of fruit, vegetables and 100% juice with no sugar added. Please tell me whether or not you usually keep any in your house.

Probe: Do you usually keep... in your house?

4a. canned or bottled fruit	<input type="checkbox"/> yes	<input type="checkbox"/> no
4b. canned or bottled vegetables	<input type="checkbox"/> yes	<input type="checkbox"/> no
4c. canned or bottled 100% juice with no sugar added	<input type="checkbox"/> yes	<input type="checkbox"/> no
4d. 100% juice with no sugar added in a carton or plastic container	<input type="checkbox"/> yes	<input type="checkbox"/> no
4e. frozen fruit	<input type="checkbox"/> yes	<input type="checkbox"/> no
4f. frozen vegetables	<input type="checkbox"/> yes	<input type="checkbox"/> no
4g. frozen 100% juice with no sugar added	<input type="checkbox"/> yes	<input type="checkbox"/> no
4h. fresh fruit	<input type="checkbox"/> yes	<input type="checkbox"/> no
4i. fresh vegetables	<input type="checkbox"/> yes	<input type="checkbox"/> no
4j. freshly squeezed juice	<input type="checkbox"/> yes	<input type="checkbox"/> no

Home Pantry Locations

5a. How many refrigerators that have a freezer compartment do you have in your home?

_____ refrigerator(s)

5b. How many freezers that are not connected or not part of your refrigerator do you have in your home?

_____ stand alone freezer(s)

6a. Do you have a closet in your kitchen where you keep your food?

- yes no

6b. Do you have a cabinet in your kitchen where you keep your food?

- yes no

Generally, people keep their food in many places in their home.

7. Please tell me all the places where you store... (Skip any that is not applicable)

7a. ...**canned or bottled fruit** for future use.

7b. How about **canned or bottled vegetables**?

7c. How about unopened **100% juice** with no sugar added that comes in **can, bottle, plastic or paper container**?

(Do not read responses)

(check all that apply)

	7a. Fruit	7b. Vegetable	7c. unopened 100% Juice
a. refrigerator(s).....	a	a	a
b. freezer(s).....	b	b	b
c. on top of refrigerator or freezer	c	c	c
d. ice chest(s) / cooler.....	d	d	d
e. pantry / closet.....	e	e	e
f. cupboard(s) / cabinet(s).....	f	f	f
g. on dining room table.....	g	g	g
h. on kitchen table.....	h	h	h
i. basement.....	i	i	i
j. garage.....	j	j	j
k. floor.....	k	k	k
l. counter top.....	l	l	l
m. storage baskets/carts.....	m	m	m
n. hanging baskets.....	n	n	n
o. other (specify).....	o	o	o
p. not applicable.....	p	p	p

8. Please tell me all the places where you store... (Skip any that is not applicable)

8a. ...fresh fruit for future use.

8b. How about fresh vegetables?

(Do not read responses)

(check all that apply)

	8a. Fruit	8b. Vegetable
a. refrigerator(s).....	a	a
b. freezer(s).....	b	b
c. on top of refrigerator or freezer	c	c
d. ice chest(s) / cooler.....	d	d
e. pantry / closet.....	e	e
f. cupboard(s) / cabinet(s).....	f	f
g. on dining room table.....	g	g
h. on kitchen table.....	h	h
i. basement.....	i	i
j. garage.....	j	j
k. floor.....	k	k
l. counter top.....	l	l
m. storage baskets/carts.....	m	m
n. hanging baskets.....	n	n
o. other (specify).....	o	o
p. not applicable.....	p	p

FURTHER PROBES: (use letter from above)

8c. Where do you keep fresh uncut onions? _____

8d. Where do you keep fresh potatoes? _____

Home Pantry Management Practices

FJV – CANNED / BOTTLED, FROZEN (Do not ask if none in category)

Let’s go back to the fruit, 100% juice with no sugar added and vegetables that come canned, bottled, or frozen and that you usually keep around the house.
 [IF NONE: go to next group]

9. People have different reasons for deciding whether to buy canned, bottled, or frozen fruit and vegetables. I will read a list of reasons that some people have said are important. Please tell me how important each reason is in your decision to buy canned, bottled, or frozen fruit and vegetables.

	Probe: How important is _____ in your decision to buy canned, bottled, or frozen fruits and vegetables? (Read answer options)				
9a. cost	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV
9b. ease of preparation	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV
9c. time of preparation	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV
9d. quality of the food	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV
9e. what your child likes	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV
9f. what your spouse or partner likes	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV
9g. what you like	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV
9h. anything else (specify)	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no can/frozen FV

9i. Please explain what is most important in your decision to buy canned, bottled, or frozen fruit and vegetables.

10. Do you buy more canned, bottled or frozen fruit, 100% juice, or vegetables when on sale than not on sale?

- yes no not usually on sale

11. Do you buy canned, bottled, or frozen FJV when they are not on sale?

- yes no (Go to Q12)

11b. How often do you buy canned, bottled, or frozen FJV when they are not on sale?

(Read answer options)

- every week several times a month monthly less than once a month

12. Is your freezer ever so full that it limits the amount of frozen FJV you buy?

- yes no (Go to Q13) no frozen FJV (Go to Q13)

12b. How often is your freezer so full that it limits the amount of frozen FJV you buy?

(Read answer options)

- all the time most of the time sometimes rarely

13. Is your pantry ever so full that it limits the amount of canned or bottled FJV you buy?

- yes no (Go to Q14) no canned or bottled FJV (Go to Q14)

13b. How often is your pantry so full that it limits the amount of canned or bottled FJV you buy? (Read answer options)

- all the time most of the time sometimes rarely

14. Does your child (18 years of age or younger) ever ask you to purchase canned, bottled, or frozen FJV?

- yes no (Go to Q15)

14b. Which ones do they usually ask for and please be specific: _____

14c. Do you ever buy canned, bottled, or frozen FJV because your child asks for it?

- yes no (Go to Q15)

14d. How often do you buy them because your child asks for it? (Read answer options)

- all the time most of the time sometimes rarely

15. Does your spouse or partner ever ask you to purchase canned, bottled or frozen FJV?

- yes no (Go to Q16) no spouse/partner (Go to Q16)

15b. Which ones does s/he usually ask for and please be specific: _____

15c. Do you ever buy canned, bottled, or frozen FJV because your spouse or partner asks for it?

- yes no (Go to Q16)

15d. How often do you buy them because your spouse or partner asks for it?

(Read answer options)

- all the time most of the time sometimes rarely

16. Do you usually wait until you run out of canned, bottled or frozen FJV before you buy more?

- yes (Go to Q16c) no

If No: 16b. How do you decide when or how to buy more canned, bottled, or frozen FJV?

16c. Do you usually replace it with exactly the same product?

- yes (Go to Q16e) no (Go to Q16d)

If No: **16d. What do you replace it with?**

16e. Do you usually replace it with the same brand or type?

- yes (Go to Q16g) no (Go to Q16f)

If No: **16f. What do you replace it with?**

16g. Do you usually replace it with one item or several items?

- one item several items

FJV – FRESH (Do not ask if none in category)

Now, let's take the fresh fruit, freshly squeezed juice and vegetables that you usually keep around the house.

[IF NONE: go to next group]

17. People have different reasons for deciding whether to buy fresh fruits and vegetables.

I will read a list of reasons that some people have said are important. Please tell me how important each reason is in your decision to buy fresh fruits and vegetables.

	Probe: How important is _____ in your decision to buy fresh fruits and vegetables? (Read answer options)				
17a. cost	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV
17b. ease of preparation	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV
17c. time of preparation	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV
17d. quality of the food	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV
17e. what your child likes	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV
17f. what your spouse or partner likes	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV
17g. what you like	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV
17h. anything else (specify)	<input type="checkbox"/> very	<input type="checkbox"/> somewhat	<input type="checkbox"/> a little	<input type="checkbox"/> not at all	<input type="checkbox"/> no fresh FV

17i. Please explain what is most important in your decision to buy fresh fruits and vegetables.

18. Do you buy more fresh fruit, freshly squeezed juice, or vegetables when on sale than not on sale?

- yes no not usually on sale

19. Do you buy fresh FJV when they are not on sale?

- yes no (Go to Q20)

19b. How often do you buy fresh FJV when they are not on sale?

(Read answer options)

- every week several times a month monthly less than once a month

20. Is your refrigerator ever so full that it limits the amount of fresh FJV you buy?

- yes no (Go to Q21)

20b. How often is your refrigerator so full that it limits the amount of fresh FJV you buy?

(Read answer options)

- all the time most of the time sometimes rarely

21. Does your child (18 years of age or younger) ever ask you to purchase fresh FJV?

- yes no (Go to Q22)

21b. Which ones do they usually ask for and please be specific: _____

21c. Do you ever buy fresh FJV because your child asks for it?

- yes no (Go to Q22)

21d. How often do you buy fresh FJV because your child asks for it?

(Read answer options)

- all the time most of the time sometimes rarely

22. Does your spouse or partner ever ask you to purchase fresh FJV?

- yes no (Go to Q23) no spouse/partner (Go to Q23)

22b. Which ones does s/he usually ask for and please be specific: _____

22c. Do you ever buy fresh FJV because your spouse or partner asks for it?

- yes no (Go to Q23)

22d. How often do you buy fresh FJV because your spouse or partner asks for it?

(Read answer options)

- all the time most of the time sometimes rarely

23. Do you usually wait until you run out of fresh FJV before you buy more?

- yes (Go to Q23c) no

23b. How do you decide when or how to buy more fresh FJV?

23c. Do you usually replace it with exactly the same product?

- yes (Go to Q23e) no (Go to Q23d)

If No: 23d. What do you replace it with?

23e. Do you usually replace it with the same brand?

- yes (Go to Q23g) no (Go to Q23f)

If No: 23f. What do you replace it with?

23g. Do you usually replace it with one item or several items?

- one item several items

Food Shopping Practices

24. Do you ever look in your refrigerator or pantry before you go shopping to see what you need to buy? yes no (Go to Q25)

24b. How often do you do this? (check only one) (Read answer options)

- all the time most of the time sometimes rarely

25. Do you ever use a grocery list when you shop for food? yes no (Go to Q26)

25b. How often do you use one? (check only one) (Read answer options)

- all the time most of the time sometimes rarely

26. Do you ever plan your menus for the week before you go food shopping?

- yes no (Go to Q27)

26b. How often do you do this? (check only one) (Read answer options)

- all the time most of the time sometimes rarely

27. Do you ever check for food items that are on sale?

- yes no (Go to Q28)

Please tell me how often you check for food items that are on sale...

(Read answer options)

27b. ...before going to the grocery store.	<input type="checkbox"/> all the time	<input type="checkbox"/> most of the time	<input type="checkbox"/> sometimes	<input type="checkbox"/> rarely
27c. ...when you get to the grocery store.	<input type="checkbox"/> all the time	<input type="checkbox"/> most of the time	<input type="checkbox"/> sometimes	<input type="checkbox"/> rarely

28. Do you ever use coupons for food? yes no (Go to Q31)

28b. How often do you use coupons for food? (check only one) (Read answer options)

all the time most of the time sometimes rarely

29. Do you ever use coupons to try a different brand of food than you usually buy?

yes no (Go to Q30)

29b. How often do you use coupons to try a different brand of food than you usually buy?

(check only one) (Read answer options)

all the time most of the time sometimes rarely

30. Do you ever use coupons for new foods you've never had before?

yes no (Go to Q31)

30b. How often do you use coupons for new foods you've never had before? (check only one)

(Read answer options)

all the time most of the time sometimes rarely

31. Which statement best describes you: (check only one)

- I buy more FJV when hungry
- I buy less FJV when hungry
- I buy about the same whether hungry or not

32a. When you're at the grocery store, how often do you buy foods without planning or spontaneously? (Read answer options)

all the time most of the time sometimes rarely never

(Go to Food Stores)

32b. What foods are you most likely to buy without planning or spontaneously?

(Check all that apply) (Do not read each response)

- | | | |
|-----------------------------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> candy/sweets | <input type="checkbox"/> fruit | <input type="checkbox"/> other: _____ |
| <input type="checkbox"/> salty snacks | <input type="checkbox"/> juice | |
| <input type="checkbox"/> sweetened beverages- soft drinks | <input type="checkbox"/> vegetables | |
| <input type="checkbox"/> sweetened beverages- kool aid | <input type="checkbox"/> bread/bagels | |
| <input type="checkbox"/> cakes/cookies/muffins | <input type="checkbox"/> milk/dairy | |
| <input type="checkbox"/> ice cream | <input type="checkbox"/> meats | |

Food Stores

33. Please identify the stores at which you do most of your grocery shopping.

PROBE: Could you tell me the 3 stores where you go most often? (up to 3)

Store 1. _____

Store 2. _____

Store 3. _____

The next few questions will refer to the stores where you shop.

	Store 1:	Store 2:	Store 3:
34a. In one month, how many big food shopping trips do you usually do at...	____ / month	____ / month	____ / month
34b. In one month, how many small food shopping trips do you usually do at...	____ / month	____ / month	____ / month
35. About what percent of your food shopping dollars do you spend at... (If the percentages for all stores don't add up to 100%, clarify by asking: The percentages for the stores do not add up to 100%. Why is this so?)	_____ %	_____ %	_____ %

Demographics

We are almost done.

36. How old were you on your last birthday? ____ years
(How old are you today? _____years)

37. How long have you lived in this country?
 All my life ____ years

38. Are you male or female?

39. How tall are you? ____ ft. ____ in.
 refused to answer

40. How much do you weigh? _____ lbs.
 refused to answer

41. How many adults (19 years or older), including yourself, live in your household?
 1
 2
 3
 4
 5
 6
 more than 6
 refused to answer

42. How many children (18 years or younger) live in your household?
 1
 2
 3
 4
 5
 6
 more than 6
 refused to answer

43. Do you consider yourself to be Hispanic/Latino/Mexican American?
 yes no

44. To what race would you say you belong? (Check only one) (Read answer options)
 White Black / African American
 American Indian / Alaskan Native Asian / Pacific Islander
 Other (specify): _____

45. What is the highest level of education you have completed? (check only one)

(Do not read each response)

- | | |
|----------------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> 8 years or less | <input type="checkbox"/> some college |
| <input type="checkbox"/> some high school | <input type="checkbox"/> completed college |
| <input type="checkbox"/> completed high school | <input type="checkbox"/> some post baccalaureate education |
| <input type="checkbox"/> some vocational education after high school | <input type="checkbox"/> completed an advanced degree |
| <input type="checkbox"/> completed vocational education | <input type="checkbox"/> other (specify): _____ |

46. What language is spoken most often in your home?

- mostly English 2 languages equally mostly another language
which one? _____

Thank you for being so helpful in answering my questions!

We will be sending you your \$25 store certificate by mail. Let me verify your address. Would you prefer a certificate from Target or from Wal-Mart? Store: _____

Would you like to receive some information about healthier eating practices? yes no

Address: Mr. / Ms. _____

INTERVIEW ASSESSMENT

Quality of Interview Rating:

- High quality, explain: _____

- Moderate quality, explain: _____

- Low quality, explain: _____

Language in which interview was administered:

- | | | |
|-----------------------------------|------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Spanish | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Mandarin | <input type="checkbox"/> Cantonese | <input type="checkbox"/> Other (specify): _____ |

General Comments: _____

