



## 2014 FDA Health and Diet Survey

Center for Food Safety and Applied Nutrition  
Food and Drug Administration  
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# Table of Contents

Executive Summary .....	2
Selected Key Findings .....	2
SECTION A. SCREENER AND INTRODUCTION .....	4
VERSION 1, SECTION B. AWARENESS OF DIET AND DISEASES.....	6
VERSION 1, SECTION C.    USE AND NONUSE OF THE NUTRITION FACTS LABEL .....	7
VERSION 1, SECTION D.    DIETARY MANAGEMENT (CALORIE AND FAT).....	9
VERSION 1, SECTION E.    USE AND AWARENESS OF DIETARY SUPPLEMENTS AND CAFFEINATED ENERGY DRINKS .....	11
VERSION 1, SECTION F. PHONE USE STATUS, HEALTH STATUS, AND DEMOGRAPHICS .....	23
VERSION 2, SECTION B. AWARENESS OF HIGH BLOOD PRESSURE AND SODIUM.	28
VERSION 2, SECTION C. AWARENESS OF DIETARY FATS.....	33
VERSION 2, SECTION D.    USE, PURPOSES OF USE AND UNDERSTANDING OF THE NUTRITION FACTS LABEL .....	33
VERSION 2, SECTION E.    UNDERSTANDING AND USE OF CLAIMS .....	35
VERSION 2, SECTION E.    NUTRIENTS TO LIMIT AND TO GET ENOUGH OF .....	36
VERSION 2, SECTION F.    PHONE USE STATUS, HEALTH STATUS, AND DEMOGRAPHICS .....	37
Methodology .....	42

## **Executive Summary**

The Health and Diet Survey is a periodic national telephone survey of adults (18 years and older) in the 50 states and the District of Columbia. The Food and Drug Administration (FDA) has been commissioning the survey since 1982. The survey is intended to help FDA make informed regulatory, education and other decisions with (1) better understanding of consumer knowledge, attitudes, and practices about various current and emerging nutrition and labeling issues, and (2) identifying any changes in the knowledge, attitudes and practices. For example, findings about consumers' use pattern of the Nutrition Facts label informed deliberations of policies on the label. The 2014 survey was the eleventh iteration of the survey. Yet, it was the first time that the survey sampled cell phone users, in addition to users of landline phones; this change was instituted to reach a segment of the population that has moved to use cell phones only, primarily, or in addition to their landline phones and therefore is hard to reach via landline phone numbers. The survey completed interviews with 2,480 participants during June-August 2014. An overview of the survey methodology is included at the end of the document. Below are selected key findings and topline frequencies from the survey. Frequencies were weighted to account for sampling design (overlapping landline and cell phone dual-frame), probability of selection in the landline sample (number of landline telephone numbers and number of adults in a household), and key demographics (age, education, gender, and race/ethnicity).

### ***Selected Key Findings***

- 77% of U.S. adults reported using the Nutrition Facts label always, most of the time, or sometimes when buying a food product (question number: DBQ750). Half of those who reported rarely or never use the label said they did not feel they needed to use the label, most likely because they bought products that they or their family liked or they were satisfied with their diet or health (CBQ698Y).
- 79% of adults reported using the label often or sometimes when buying a product for the first time (E1). When the label was used, it was most often used to find out the nutrient contents of a product or to compare nutrient contents between products (E2). Lack of interest was the primary reason cited for not using the label at all (E5).
- Six in ten adults who had seen claims related to fat thought the government sets standards about which products are qualified to use the claim (J4).
- 60% of U.S. adults reported using multi-vitamins/multi-minerals or single-ingredient vitamins or minerals and 32% reported using herbal and non-vitamin/mineral supplements in the past year (N1-N3).
- 83% of vitamin/mineral users looked for product information before using a product for the first time (Q1); they reported getting information mostly from product labels or traditional healthcare professionals (Q2).
- In comparison, 93% herbal users looked for product information before using a product for the first time (Q16); they reported getting information mostly from product labels, family and friends, and the Internet (Q17).
- While about 60% of vitamin/mineral users thought the government sets manufacturing

standards of or preapproves these products before they are marketed (R2-R3), a similar proportion of non-vitamin/mineral users did not think so about herbal and other supplements (R5-R6).

- About 15% of adults reported using caffeinated energy and other caffeinated beverages in the past 30 days (ER1). Sixteen percent of them thought they had experienced adverse health effects from these products (ER4-ER5).
- Nearly all adults thought the nation eats more salt than we should (A10t) and those who are 51 years and older or have chronic illnesses such as high blood pressure, diabetes or chronic kidney disease should pay special attention to their salt intake (A10u).
- Half of adults said consumers' own actions can be most effective in reducing the amount of salt or sodium we eat, 25% food manufacturers and retailers, and 5% each of the restaurant industry and the government (A10v). Yet, adults also said packaged/processed foods and restaurant-prepared foods are the major sources of their salt intake (SLT1).
- Two thirds of adults said they were concerned about the amount of salt in their diet (SLT2), were watching their salt intake (SLT4), or it would be easy for them to eat less salt if they wanted to (SLT3).
- Almost nine in ten U.S. adults said they used claims such as “low in sodium,” “rich in antioxidants,” “contains no added sugar,” and “no sugar added” when buying food products (E10, E20). Yet, only one third of adults thought these claims accurately describe the products (E11, E21).
- While nine in ten adults had heard of trans fat or omega 3 fatty acids (B1), a quarter of those aware of either of the fats could not tell if the fat raises, lowers, or has no relationship with the risk of heart disease (B2).

For the survey methodology, please go to the end of the report.

## SECTION A. SCREENER AND INTRODUCTION

Hello, I'm \_\_\_\_\_ with Ipsos. I am calling on behalf of the United States Food and Drug Administration, the FDA. We're not selling anything. We're doing a study about people's opinions about foods and health. Have I reached you on a landline phone or a cell phone?

[IF REACHED ON A LANDLINE NUMBER.]

SCR1. May I speak to the member of your household who is aged 18 or over and has had the most recent birthday? Would that be you?

SCR2. May I speak with a member of the household who is at least 18 years old and has the most recent birthday?

Yes

No/Not available

[IF SCR2 = "Yes," REINTRODUCE AND READ "This call may be monitored for quality control purposes. Your answers to this survey are voluntary and will be kept confidential. The survey will take about 15 minutes;" SKIP TO SCR3a;

IF SCR2 = "No/Not available," ASK FOR THE FIRST NAME OF THE ELIGIBLE RESPONDENT FOR CALL-BACK PURPOSE. REINTRODUCE AS NECESSARY.]

[IF REACHED ON A CELL NUMBER.]

SCR4. Are you at least 18 years old or under 18?

Yes, 18+ years old

No, under 18

[IF SCR4 = "Yes, 18+ years old," SKIP TO SCR5;

IF SCR4 = "No, under 18," TERMINATE. ]

SCR3a. For personal calls, do you only use a landline phone at your household, or do you also have cell phone service on which I could have reached you?

Landline only	14%
Cell phone also	85%
DON'T KNOW/NOT SURE [DK]	1%
REFUSED [RF]	0%

[SKIP TO GENDER CODING.]

### Notations

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SCR5. For personal calls, do you only use a cell phone, or do you also have regular landline phone at your household on which I could have reached you?

Cell phone only	69%
Landline also	29%
[DK]	1%
[RF]	0%

[READ: "This call may be monitored for quality control purposes. Your answers to this survey are voluntary and will be kept confidential. The survey will take about 15 minutes."]

[GENDER CODING: CODE SEX WITHOUT ASKING.] (n = 1,244)

Male	47%
Female	53%

[RANDOM ASSIGNMENT TO VERSION 1 OR VERSION 2.]

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**2014 FDA Health and Diet Survey**  
**Version 1**

## **VERSION 1, SECTION B. AWARENESS OF DIET AND DISEASES**

D1. First, I am going to read two statements about health and food. As I read each statement, please tell me how much you agree or disagree with it. The first statement is... Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it? ... The next statement is "...” [RANDOMIZE ITEMS.] (n = 1,244)

If I eat a healthy diet I can greatly reduce my chance of getting heart disease.

Strongly agree	68%
Somewhat agree	26%
Somewhat disagree	3%
Strongly disagree	2%
[DK]	2%
[RF]	0%

If I eat a healthy diet I can greatly reduce my chance of getting cancer.

Strongly agree	36%
Somewhat agree	46%
Somewhat disagree	10%
Strongly disagree	4%
[DK]	3%
[RF]	0%

A5. Have you heard anything about heart disease or heart attacks being related to things people eat or drink? (n = 1,244)

Yes	84%
No	15%
[DK]	1%
[RF]	0%

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A7. Have you heard anything about cancer being related to things people eat or drink? (n = 1,244)

Yes	72%
No	26%
[DK]	1%
[RF]	0%

DBA700. Now, think about your eating habits. In general, how healthy is your overall diet? Would you say ...? (n = 1,244)

Excellent	9%
Very good	25%
Good	41%
Fair	18%
Poor	6%
[DK]	*%
[RF]	0%

CBQ645. About how many calories do you think a [IF SPEAKING TO A MALE READ “man”; IF SPEAKING TO A FEMALE READ “woman”] of your age and physical activity needs to consume a day to maintain your current weight? (n = 1,244)  
[INTERVIEWER: READ LIST AS NECESSARY.]

Less than 500 calories	5%
500-1000 calories	11%
1001-1500 calories	24%
1501-2000 calories	33%
2001-2500 calories	10%
2501-3000 calories	4%
More than 3000 calories	3%
[DK]	10%
[RF]	0%

## **VERSION 1, SECTION C. USE AND NONUSE OF THE NUTRITION FACTS LABEL**

DBQ750. Think about the Nutrition Facts label on many food products that list the amounts of things like calories, fat, cholesterol, vitamins and minerals in the product. How often do you use

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the Nutrition Facts label when deciding to buy a food product? Would you say always, most of the time, sometimes, rarely, or never? (n = 1,244)

Always	16%
Most of the time	34%
Sometimes	27%
Rarely	12%
Never	10%
[NEVER SEEN THE LABEL]	*%
[DK]	1%
[RF]	0%

[IF DBQ750 = “Rarely” or “Never,” SKIP TO CBQ698.]

[IF DBQ750 = “DK” or “Never seen the label,” SKIP TO J1.]

CBQ710. Now think about the types of food products you buy using the Nutrition Facts label. How often do you look for nutrition information on the Nutrition Facts label when you buy each of the following types of foods? Would you say always, most of the time, sometimes, rarely, or never? [RANDOMIZE ITEMS.] (n = 1,020)

	<b>Always</b>	<b>Most of the time</b>	<b>Some-times</b>	<b>Rarely</b>	<b>Never</b>	<b>[I've never seen the label]</b>	<b>[I never/ don't buy these products]</b>	<b>[DK]</b>	<b>[RF]</b>
Snacks like chips, popcorn, or pretzels	27%	21%	27%	10%	8%	*%	7%	*%	0%
Breakfast cereals	33%	23%	23%	8%	5%	0%	7%	1%	0%
Salad dressings	29%	23%	24%	9%	9%	0%	6%	*%	0%
Raw meat, poultry, or fish	22%	16%	21%	15%	21%	2%	3%	*%	0%
Processed meat products like hot dogs or bologna	25%	16%	22%	9%	10%	0%	19%	*%	0%
Bread	29%	23%	25%	9%	12%	*%	2%	*%	0%

[SKIP TO J1.]

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CBQ698. People rarely or never check the Nutrition Facts label for various reasons. Which of the following three reasons is the primary reason that you rarely or never check the Nutrition Facts label when deciding to buy a food product? [RANDOMIZE ITEMS.] (n = 213)

I don't have the time	28%
It is difficult to use the label	7%
I don't feel I need to use the label	52%
[DK]	14%
[RF]	0%

[IF CBQ698 = "I don't have the time", or "DK" OR "RF" SKIP TO J1;  
 IF CBQ698 = "It is difficult to use the label" GO TO CBQ698x;  
 IF CBQ698 = "I don't feel I need to use the label" GO TO CBQ698y.]

CBQ698x. You said it is difficult for you to use the Nutrition Facts label. Is it because ...?  
 You can choose more than one answer. [RANDOMIZE ITEMS.] (n = 33)

The print on the label is too small	53%
You cannot read English that well	13%
You don't know what to look for even if you read the label	56%
[DK]	4%
[RF]	0%

[SKIP TO J1.]

CBQ698y. You said you don't feel you need to use the Nutrition Facts label. Is it because ...?  
 You can choose more than one answer. [RANDOMIZE ITEMS; ACCEPT MULTIPLE ANSWERS.] (n = 105)

You usually buy foods that you are used to	0%
You buy what you or your family likes	57%
You are satisfied with your diet or health	49%
You get product information from sources other than the Nutrition Facts label	8%
You don't think food labels are important	18%
[DK]	1%
[RF]	0%

## **VERSION 1, SECTION D. DIETARY MANAGEMENT (CALORIE AND FAT)**

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J1. Are you on a reduced-calorie or weight-loss diet? (n = 1,244)

Yes	16%
No	84%
[DK]	*%
[RF]	0%

[IF J1 = "No" OR DK OR RF, SKIP TO J3.]

J2. Did a doctor or other health professional recommend that you be on a reduced-calorie or weight-loss diet? (n = 226)

Yes	45%
No	55%
[DK]	0%
[RF]	0%

J3. There are some food products specially made to have less fat; they're often labeled "low fat" or "fat free" or something like that. Have you ever seen any of these products or seen them in advertising? (n = 1,244)

Yes	93%
No	6%
[DK]	*%
[RF]	0%

[IF J3 = "No" OR DK OR RF, SKIP TO N1.]

J3a. Do you buy "low fat" or "fat free" foods regularly, only sometimes, hardly ever, or do you never buy these products? (n = 1,181)

Regularly	22%
Only Sometimes	45%
Hardly ever	16%
Never	16%
[DK]	1%
[RF]	0%

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J4. To the best of your knowledge, does the government set standards about which products are qualified to use statements like “low fat” or “fat free”? (n = 1,181)

Yes	59%
No	29%
[DK]	11%
[RF]	0%

## VERSION 1, SECTION E. USE AND AWARENESS OF DIETARY SUPPLEMENTS AND CAFFEINATED ENERGY DRINKS

Now please think about dietary supplements such as vitamins, minerals, herbs, and other supplements that you may take in addition to your regular diet. [INTERVIEWER: PAUSE.]

N1. First, have you taken a multi-vitamin or multi-mineral supplement in the past 12 months, that is, since June/July/August 2013?

(INTERVIEWER NOTE: IF NECESSARY, 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 AS WELL.) (n = 1,244)

Yes	60%
No	40%
[DK]	*%
[RF]	0%

N2. 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?

[INTERVIEWER: EXCLUDE vitamins and minerals added to foods or beverages—example: vitamin-D fortified milk and vitamin-C fortified orange juice.

### INCLUDE

- (1) single-ingredient products that come with auxiliary ingredients--example: a supplement sold as a calcium but also includes magnesium, copper, and a few other things;
- (2) products like “calcium-magnesium-zink” which also contains a few other things;
- (3) vitamin B-complex;

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(4) calcium antacid, if taken for the calcium. If respondent is not sure whether the product(s) he or she took is considered a vitamin or mineral supplement, use the checklist, appendix a, to help him or her identify the kind of supplement.]

[INTERVIEWER: 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 = 1,244)

Yes	60%
No	40%
[DK]	0%
[RF]	0%

N3. Have you taken any kind of herbs, botanicals, or other supplements that are not vitamins or minerals the past 12 months, that is, since June/July/August 2013? We are talking about things such as garlic pills, echinacea, ginkgo, glucosamine, St. John's wort, amino acids, or fish oil. [INTERVIEWER: PLEASE READ THE EXAMPLES SLOWLY.]

[INTERVIEWER: INCLUDE single-ingredient products and products with more than one kind of supplement mixed together, ginseng tea and other herbal teas taken mainly for health purposes.

EXCLUDE fresh garlic, fresh ginseng, ginseng root, and herbs used to flavor foods in cooking such as garlic for spaghetti sauce or peppermint for tea.

Exclude: supplements that are not taken by mouth, such as vitamin e or aloe used on skin.

Products may be in the form of tablet, capsule, pill, extract, granule, lozenge, syrup, tea, tincture, or in their natural form such as root and leaf. IF RESPONDENT IS NOT SURE WHETHER THE PRODUCT(S) HE OR SHE TOOK IS CONSIDERED A HERBAL SUPPLEMENT, USE THE CHECKLIST, APPENDIX A, TO HELP HIM OR HER IDENTIFY THE KIND OF SUPPLEMENT.]

[INTERVIEWER: 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 = 1,244)

Yes	32%
No	68%
[DK]	*%
[RF]	0%

[IF N3 = “Yes,” SKIP TO Q16;

IF N3 = “No” and IF (N1 OR N2) = “Yes,” SKIP TO Q1;

IF N1 = N2 = N3 = “No,” DK, OR RF, SKIP TO ER1;

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IF N3 = DK and IF N1 OR N2 = “Yes,” SKIP TO Q1;  
 IF N3 = RF and IF N1 OR N2 = “Yes,” SKIP TO Q1.]

Q1. Before you try a vitamin or mineral supplement for the first time, do you usually, sometimes, hardly ever, or do you never look for information about the supplement? (n = 548)

Usually	61%
Sometimes	14%
Hardly ever	8%
Never	14%
[DK]	3%
[RF]	0%

[IF Q1 = “Never,” DK, or RF, SKIP TO Q3.]

Q2. Do you personally get a lot, a little, or no information about vitamin or mineral supplements from each of the following? [RANDOMIZE ITEMS BUT KEEP THE FIRST TWO ITEMS TOGETHER AND IN THAT ORDER.] (n = 457)

[INTERVIEWER: EXPLAIN IF NECESSARY – “An alternative medicine practitioner like a nutrition therapist or a herbal therapist [also includes: practitioner/therapist of acupuncture, biofeedback, chiropractic, chelation therapy, energy healing/reiki, folk medicine, hepnosis, herbal therapy, homeopathy, massage, naturopathy, nutrition therapy, osteopathy.”]]

	A lot	A little	No information	[DK]	[RF]
An alternative medicine practitioner like a nutrition therapist or a herbal therapist	15%	17%	68%	*%	0%
A medical doctor, physician's assistant, registered nurse, or dietitian	46%	41%	12%	*%	0%
Family or friends	24%	53%	22%	*%	0%
A sales person at a store	7%	32%	61%	*%	0%
Newspapers, magazines,	20%	52%	28%	*%	0%

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	<b>A lot</b>	<b>A little</b>	<b>No information</b>	<b>[DK]</b>	<b>[RF]</b>
books, or medical articles					
Television or radio	16%	46%	38%	*%	0%
The Internet	42%	33%	24%	2%	0%
Product labels	43%	46%	11%	1%	0%

Q3. Now, let's talk about the labels on vitamin and mineral products. Do you yourself use these labels to find out ...? [RANDOMIZE ITEMS.] (n = 548)  
(INTERVIEWER: EXPLAIN IF NECESSARY – LABELS INCLUDE LABELS ON THE BOTTLES/PACKAGES AND PACKAGE INSERTS.)

	<b>Yes</b>	<b>No</b>	<b>[The information is not on the labels]</b>	<b>[DK]</b>	<b>[RF]</b>
What ingredients are in the product	83%	16%	*%	1%	0%
The amounts of specific ingredients in the product	78%	21%	*%	1%	0%
What the product is for	84%	14%	*%	1%	0%
If there are side effects or drug interactions from using the product	75%	24%	*%	1%	0%
If anyone should avoid the product	71%	27%	*%	2%	0%
How different brands of a supplement compare to each other	58%	41%	*%	1%	0%

R1. I am going to read four statements about vitamin and mineral supplements. Please tell me how strongly you agree or disagree with each statement. [RANDOMIZE ITEMS.] (n = 548)

	<b>Strongly agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly disagree</b>	<b>[DK]</b>	<b>[RF]</b>
A good reason for me to take vitamin or mineral supplements is to <u>prevent illnesses</u>	47%	40%	8%	5%	*%	0%
A good reason for me to take vitamin or mineral supplements is to <u>treat illnesses.</u>	20%	49%	18%	12%	*%	0%
It is important to educate myself about vitamin and mineral supplements before I try them.	77%	20%	2%	1%	*%	0%

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	<b>Strongly agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly disagree</b>	<b>[DK]</b>	<b>[RF]</b>
I try to pay attention to possible side effects or drug interactions when I take vitamin or mineral supplements.	64%	27%	6%	2%	1%	0%

R2. As far as you know, does the government set manufacturing standards for vitamin and mineral supplements? (n = 548)

Yes	57%
No	33%
[DK]	11%
[RF]	0%

R3. As far as you know, does the government approve vitamin and mineral supplements before they are marketed to consumers? (n = 548)

Yes	54%
No	38%
[DK]	8%
[RF]	0%

[SKIP TO ER1.]

[ASK Q16 ONLY IF N3="Yes."]

Q16. Before you try an herb, botanical, or supplements that are not vitamins or minerals for the first time, do you usually, sometimes, hardly ever, or do you never look for information about the supplement? (n = 457)

Usually	73%
Sometimes	16%
Hardly ever	3%
Never	4%
[DK]	4%
[RF]	0%

[IF Q16="Never," DK or RF, SKIP TO Q19]

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4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.



Q17. Do you personally get a lot, a little, or no information about herb, botanical, or supplements that are not vitamins or minerals from each of the following. [RANDOMIZE ITEMS BUT KEEP THE FIRST TWO ITEMS TOGETHER AND IN THAT ORDER.] (n = 421)

[INTERVIEWER: EXPLAIN IF NECESSARY – “An alternative medicine practitioner like a nutrition therapist or a herbal therapist [also includes: practitioner/therapist of acupuncture, biofeedback, chiropractic, chelation therapy, energy healing/reiki, folk medicine, hypnosis, herbal therapy, homeopathy, massage, naturopathy, nutrition therapy, osteopathy.”]]

	<b>A lot</b>	<b>A little</b>	<b>No information</b>	<b>[DK]</b>	<b>[RF]</b>
An alternative medicine practitioner like a nutrition therapist or a herbal therapist	19%	22%	57%	2%	0%
A medical doctor, physician's assistant, registered nurse, or dietitian	31%	41%	27%	1%	0%
Family or friends	27%	59%	14%	*%	0%
A sales person at a store	12%	37%	50%	*%	0%
Newspapers, magazines, books, or medical articles	30%	49%	19%	1%	0%
Television or radio	8%	45%	46%	*%	0%
The Internet	54%	28%	17%	1%	0%
Product labels	39%	50%	10%	*%	0%

Q19. Now, let's talk about the labels on herbs, botanicals, or supplements that are not vitamins or minerals. Do you yourself use these labels to find out? [RANDOMIZE ITEMS.] (n = 457)

	<b>Yes</b>	<b>No</b>	<b>[The information is not on the labels]</b>	<b>[DK]</b>	<b>[RF]</b>
What ingredients are in the product	87%	11%	*%	1%	0%
The amounts of specific ingredients in the product	80%	18%	1%	*%	0%
What the product is for	88%	11%	*%	*%	0%
If there are side effects or drug interactions from using the product	80%	19%	*%	1%	0%
If anyone should avoid the product	78%	21%	*%	*%	0%
How different brands of a supplement compare to each other	64%	36%	*%	1%	0%

Notations

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3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
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R4. I am going to read four statements about herbs, botanicals, or supplements that are not vitamins or minerals. Please tell me how strongly you agree or disagree with each statement. [RANDOMIZE ITEMS.] (n = 457)

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>[DK]</b>	<b>[RF]</b>
A good reason for me to take herbs, botanicals, or supplements that are not vitamins or minerals is to <u>prevent</u> illnesses.	35%	52%	7%	5%	1%	0%
A good reason for me to take herbs, botanicals, or supplements that are not vitamins or minerals is to <u>treat</u> illnesses.	26%	46%	18%	9%	1%	0%
It is important to educate myself about herbs, botanicals, or supplements that are not vitamins or minerals before I try them.	75%	22%	2%	1%	*%	0%
I try to pay attention to possible side effects or drug interactions when I take herbs, botanicals, or supplements that are not vitamins or minerals	65%	28%	3%	2%	1%	0%

R5. As far as you know, does the government set manufacturing standards for herbs, botanicals, or supplements that are not vitamins or minerals? (n = 457)

Yes	27%
No	59%
[DK]	14%
[RF]	0%

R6. As far as you know, does the government approve herbs, botanicals, or supplements that are not vitamins or minerals before they are marketed to consumers? (n = 457)

Yes	24%
No	64%
[DK]	13%
[RF]	0%

ER1. Now, let's talk about a different topic. Caffeinated beverages are beverages that contain naturally occurring or added caffeine. In the past 30 days, how often did you drink each of the following types of caffeinated beverages? (n = 1,244)

Notations

1. "n" - the number of respondents who answered a question.
2. "\*" - a number that is between zero and .5 before rounding.
3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

[INTERVIEWER: ASK FOR AND RECORD PRODUCT NAME(S) AND VERIFY SPELLINGS -- ONLY WHEN “caffeinated energy drinks” OR “other types of caffeinated drinks” IS NOT = “Never,” DK OR RF IN ER1.]

[INTERVIEWER: CLARIFY IF ANSWER DOES NOT CLEARLY INFER CAFFEINATED BEVERAGE – E.G., “FRUIT SMOOTHIES”; ASK “Did you mean Caffeinated smoothie?”)]

	Never	Less than once a week	Once a week or more but less than once a day	Once a day	More than once a day	[DK]	[RF]
Coffee	29%	8%	12%	31%	19%	1%	0%
Tea	31%	17%	25%	15%	11%	*%	0%
Soda, such as cola	29%	19%	22%	14%	15%	1%	0%
Caffeinated energy drinks	84%	5%	9%	1%	1%	*%	0%
Other types of caffeinated drinks, such as caffeinated waters, smoothies, juices, or shakes	83%	8%	5%	1%	1%	2%	0%

[IF “caffeinated energy drinks” AND/OR “other types of caffeinated drinks” IS NOT = “Never,” DK OR RF, GO TO ER1\_OTHER FOR EACH CATEGORY SELECTED (caffeinated energy drinks and other types of caffeinated drinks);

IF “Caffeinated energy drinks” AND “other types of caffeinated drinks” = “Never,” SKIP TO SECTION E, QUESTION V2.]

ER1\_OTHER. You said you drank [READ CATEGORY FROM ER1], what PRODUCT did you drink? [RECORD NAMES.] (n = 195)

[INTERVIEWER: SOME PRODUCTS MAY BE OFF-SPRINGS OF THESE PARENT PRODUCTS, SUCH AS ZERO-CALORIE VARIANTS. DO NOT READ LIST; ACCEPT MULTIPLE MENTIONS.]

Notations

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2. “\*” - a number that is between zero and .5 before rounding.
3. “[ ]” – the response category, such as Don’t Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

Caffeinated energy drinks (n = 102)

[pre-coded]	
5-hour Energy	8%
Monster Energy	37%
NOS	0%
Red Bull	28%
Rockstar	14%
X Games Energy	0%
AMP	3%
BAWLS Guarana	0%
Full Throttle	2%
No Fear	0%
Rip It	*%
Spike Shooter	0%
Mio Energy	1%
Crystal Light Energy On-the-Go	3%
Stacker 2 Extra	0%
Cellucor C4 Extreme	0%
Cytomax Sports Energy	0%
VPX Redline	0%
HiBall Sparkling Energy Water	0%
Avitae Water	0%
Water Joe	0%
Naked Juice Energy Smoothie	0%
JetTea Smoothie	0%
Frava Juice	0%
Kickstart Juice	0%
Atkins Mocha Latte Shake	0%
Muscle Monster Coffee Energy Shake	0%
Other	16%
[DK]	4%
[CAN'T REMEMBER]	11%
[RF]	0%

Notations

1. "n" - the number of respondents who answered a question.
2. "\*" - a number that is between zero and .5 before rounding.
3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

Other types of caffeinated energy drinks (n = 128)

[pre-coded]	
5-hour Energy	*%
Monster Energy	0%
NOS	0%
Red Bull	1%
Rockstar	*%
X Games Energy	0%
AMP	0%
BAWLS Guarana	*%
Full Throttle	0%
No Fear	0%
Rip It	0%
Spike Shooter	0%
Mio Energy	0%
Crystal Light Energy On-the-Go	0%
Stacker 2 Extra	0%
Cellucor C4 Extreme	0%
Cytomax Sports Energy	0%
VPX Redline	0%
HiBall Sparkling Energy Water	0%
Avitae Water	0%
Water Joe	0%
Naked Juice Energy Smoothie	0%
JetTea Smoothie	0%
Frava Juice	1%
Kickstart Juice	0%
Atkins Mocha Latte Shake	0%
Muscle Monster Coffee Energy Shake	0%
Other	74%
[DK]	6%
[CAN'T REMEMBER]	18%
[RF]	0%

ER2. You said that in the past 30 days you drank [READ ONE OR MORE OF “caffeinated energy drinks,” or “other types of caffeinated drinks” PER ANSWERS TO ER1] AND CORRESPONDING FREQUENCY FROM ER1]. Was this more often, less often, or about as often as you drank it a year ago?

Notations

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3. “[ ]” - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

	More often	Less often	About as often as a year ago	[I did not drink it a year ago]	[DK]	[RF]
Caffeinated energy drinks (n = 102)	15%	39%	40%	1%	5%	0%
Other types of caffeinated drinks (n = 128)	21%	41%	33%	2%	3%	0%

ER4. In the past 30 days, have you experienced any effects from caffeinated energy drinks, or other caffeinated beverages such as caffeinated waters, smoothies, juices, or shakes? (n = 195)

Yes	16%
No	84%
[DK]	*%
[RF]	0%

[PROG: IF ER4 = "Yes," ASK ER4\_OTHER; OTHERWISE, SKIP TO SECTION E, QUESTION V2.]

ER4\_OTHER. From which type of caffeinated beverages did you have any effect? (n = 24)  
[READ IF NECESSARY: "We just need a general idea about the type of drink;" ACCEPT MULTIPLE RESPONSES.]

Caffeinated energy drinks	78%
Other types of caffeinated drinks	32%
[DK]	*%
[RF]	0%

ER5. The last time you had such effects, what were they? (n = 24)  
[DO NOT READ; ACCEPT MULTIPLE RESPONSES.]

[pre-coded]	
Agitation	1%
Allergic symptoms/reactions (rash, hives, swelling)	0%
Anxiety	1%
Chest pain	8%
Confusion	0%
Diarrhea	0%
Dizziness	8%
Fainting	0%

Notations

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2. "\*" - a number that is between zero and .5 before rounding.
3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

Headache	0%
Heart problems	1%
Hyper	1%
Increased respiration	0%
Insomnia or other sleep problems	1%
Jittering	10%
Kidney problems	0%
Loss or change of consciousness	0%
Memory problems	0%
Nausea	3%
Nervousness	0%
Restlessness	6%
Ringing in the ears	0%
Seizure or convulsion	0%
Shortness of breath	0%
Improved sports performance	0%
Weight loss/ control	0%
Increased alertness	2%
Relaxation	0%
Improved nutrition/health/mood	0%
Other [RECORD UP TO TWO]**	87%
[DK]	6%
[RF]	0%

\*\*Other: “Blood pressure went up,” “burning sensation when urinated,” “focus, energy,” “leg Cramps,” “shaking/shaky hands,” “tired/fatigue,” “groggy and headache,” “increased energy,” “jitters,” “more coherent and awake,” “shakes,” and “sleepiness.”

[IF ER5 = “Improved sports performance,” “weight loss/ control,” “increased alertness,” Relaxation,” “improved nutrition/health/mood,” DK, OR RF, SKIP TO SECTION E, QUESTION V2.]

ER6. Did you do anything about these effects? (n = 24)

Yes	36%
No	56%
[DK]	8%
[RF]	0%

[IF ER6 = “Yes,” ASK ER6\_OTHER; OTHERWISE, SKIP TO SECTION E, QUESTION V2.]

Notations

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4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

ER6\_OTHER. What did you do about these effects? You can say yes to more than one of the following answers. [RANDOMIZE ITEMS.] (n = 11)

	Yes	No	[DK]	[RF]
Stop using the product	73%	27%	0%	0%
Go to see a doctor	15%	85%	0%	0%
Go to an emergency room or other healthcare facility	0%	98%	2%	0%
Admit yourself into a hospital	0%	100%	0%	0%
Treat yourself without seeing a healthcare professional	43%	55%	2%	0%
Take some rest to recover	92%	8%	0%	0%
Report to the manufacturer or the store where you bought the product	0%	98%	2%	0%

ER7. Did you report these effects to ...? [RANDOMIZE ITEMS.] (n = 11)

	Yes	No	[DK]	[RF]
The Food and Drug Administration or FDA	2%	98%	0%	0%
The Centers for Disease Control and Prevention or CDC	0%	100%	0%	0%
A local or state health department	0%	100%	0%	0%
A poison control center	0%	100%	0%	0%
A doctor	15%	85%	0%	0%

## VERSION 1, SECTION F. PHONE USE STATUS, HEALTH STATUS, AND DEMOGRAPHICS

[IF REACHED ON A LANDLINE NUMBER]

V2. Now, I have a few questions for statistical purposes. Are there any telephone numbers in addition to [the telephone number being called] in your home that you receive calls on? Please exclude cell phone numbers or numbers used only for fax or computer. (n = 956)

Yes	6%
No	93%
[DK]	1%

Notations

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4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.



[RF] 0%

[IF V2 = "Yes," GO TO V2a;  
IF (V2 = "No," DK, OR RF) AND (SCR3a = "cell also"), SKIP TO V4a;  
OTHERWISE, SKIP TO V3.]

V2a. Is this/Are these number(s) for ... (n = 69)

Home use	31%
Business and home use	42%
Business use only	16%
[DK]	11%
[RF]	0%

[IF SCR5 = "Landline also," OR IF V2 "No," DK OR RF AND SKIPPED TO V4A.]

V4a. Of all the telephone calls that you or your household receive, are all or almost all calls received on cell phones, some received on cell phones and some on regular phones, or very few or none received on cell phones? (n = 644)

All or almost all calls received on cell phones	22%
Some received on cell phones and some on regular phones	45%
Very few or none on cell phones	31%
[DK]	2%
[RF]	0%

V4b. Thinking just about the landline home phone, not your cell phone, if that telephone rang and someone was home, under normal circumstances, how likely would it be answered? Would you say extremely likely the landline would be answered, very likely, somewhat likely, somewhat unlikely or not at all likely the landline would be answer? (n = 644)

Extremely likely that landline would be answered	22%
Very likely that landline would be answered	26%
Somewhat likely that landline would be answered	27%
Somewhat unlikely that landline would be answered	13%
Very unlikely that landline would be answered	2%
Not at all likely that landline would be answered	7%
[DK]	2%
[RF]	0%

V3. How many adults, age 18 and older, including yourself live in your household? (n = 1,244)

1	18%
2	52%

Notations

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4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

3	16%
4	10%
5	1%
6 and more	1%
[DK]	2%
[RF]	0%

V5. What is the last grade or year of school that you have completed? (n = 1,244)  
[READ LIST IF NECESSARY.]

0-11 years	13%
12 years or high school graduate	25%
1-3 years of college	28%
4 years of college or college graduate	20%
Postgraduate/Masters/doctorate/law degree/MD	12%
[DK]	1%
[RF]	0%

V6. Are you of Hispanic or Latino origin? (n = 1,244)

Yes	14%
No	85%
[DK]	1%
[RF]	0%

V7. What is your race? Please select one or more categories. [READ LIST; ACCEPT MULTIPLE RESPONSES.] (n = 1,244)

White	73%
Black or African American	11%
Asian	2%
Native Hawaiian or other Pacific Islander	*%
American Indian or Alaskan Native	2%
Other	10%
[DK]	4%
[RF]	0%

V8. What year were you born? [ACCEPTABLE RANGE: 1914-1996.] (n = 1,244)  
(CALCULATED AGE = 2014 – V8.)

18-29	18%
30-39	18%
40-49	19%
50-59	16%

Notations

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4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

60 and older	26%
[DK]	0%
[RF]	3%

[READ: “The next few questions may seem a bit personal. But we need this information because this survey is about nutrition and health.”]

V9. How tall are you without shoes? (n = 1,244)

[IF NECESSARY, ROUND FRACTIONS UP TO THE NEXT WHOLE NUMBER. FOR EXAMPLE, RECORD 3.5 INCHES AS 4 INCHES. DON’T PROBE.]

Less than 4 feet	0%
4 to less than 5 feet	2%
5 to less than 6 feet	83%
6 to less than 7 feet	13%
Greater than 7 feet	0%
[DK]	2%
[RF]	0%

V10. How much do you weigh without shoes? (n = 1,244)

[IF NECESSARY, ROUND FRACTIONS UP TO THE NEXT WHOLE NUMBER. FOR EXAMPLE, RECORD 122.5 POUNDS AS 123 POUNDS. DON’T PROBE.]

Less than 100 pounds	1%
100 – 149 pounds	26%
150-199 pounds	43%
200 – 249 pounds	19%
Greater than 250 pounds	7%
[DK]	3%
[RF]	1%

V11. How do you describe your health? In general, would you say your health is...? [READ LIST.] (n = 1,244)

Excellent	15%
Very good	35%
Good	33%
Fair	13%
Poor	4%
[DK]	1%
[RF]	0%

Notations

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V12a. 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. [READ: "high blood pressure, diabetes, high cholesterol, heart disease, obesity, overweight, or cancer."] (n = 1,244)

Yes	45%
No	53%
[DK]	2%
[RF]	0%

V13. 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 2013. (n = 1,244)

Less than \$25,000	22%
From \$25,000 to less than \$50,000	18%
\$50,000 to less than \$75,000	20%
\$75,000 to less than \$100,000	13%
\$100,000 or more	16%
[DK]	11%
[RF]	0%

[GENDER: CODED BY INTERVIEWER AT END OF INTRODUCTION WITHOUT ASKING.] (n = 1,236)

Male	47%
Female	53%

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

#### Notations

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3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

## **VERSION 2, SECTION B. AWARENESS OF HIGH BLOOD PRESSURE AND SODIUM**

D1. First, I am going to read two statements about food. As I read each statement, please tell me how much you agree or disagree with it. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it? ... [RANDOMIZE ITEMS.] (n = 1,236)

I am confident that I know how to choose healthy foods.

Strongly agree	70%
Somewhat agree	25%
Somewhat disagree	2%
Strongly disagree	2%
[DK]	1%
[RF]	0%

I generally know which menu items in a restaurant have more calories and which have less calories.

Strongly agree	38%
Somewhat agree	41%
Somewhat disagree	9%
Strongly disagree	7%
[DK]	5%
[RF]	0%

A9. Have you heard anything about high blood pressure being related to things people eat or drink? (n = 1,236)

Yes	89%
No	10%
[DK]	*%
[RF]	0%

A10r. As far as you know, do all adults face the same chance of getting high blood pressure? (n = 1,236)

### Notations

1. "n" - the number of respondents who answered a question.
2. "\*" - a number that is between zero and .5 before rounding.
3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

Yes	36%
No	59%
[DK]	5%
[RF]	0%

A10s. Do adults and children face the same chance of getting high blood pressure? (n = 1,236)

Yes	41%
No	51%
[DK]	8%
[RF]	0%

A10t. Now, let's talk about how much salt or sodium we eat in our diet. In your opinion, do American adults ... [RANDOMIZE ITEMS.] (n = 1,236)

Eat more salt than they should	89%
Eat as much salt they should	3%
Eat less salt than they should	5%
[DK]	3%
[RF]	0%

A10u. Among the following groups of adults, who should pay special attention to how much salt or sodium they eat? Please tell me yes or no for each... [READ ITEMS.] (n = 1,236)

	<b>Yes</b>	<b>No</b>	<b>[DK]</b>	<b>[RF]</b>
Those who are 51 years or older	94%	5%	1%	0%
African Americans	77%	12%	11%	0%
Those who have high blood pressure, diabetes, or chronic kidney disease	95%	4%	1%	0%
Those who have cancer	78%	13%	9%	0%
Hispanics	72%	15%	13%	0%
Those who are 50 years or younger	82%	16%	2%	0%

Notations

1. "n" - the number of respondents who answered a question.
2. "\*" - a number that is between zero and .5 before rounding.
3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

A10v. Some people say that we as a nation should eat less salt or sodium. Whose actions do you think can be most effective in reducing the amount of salt or sodium we eat ... [RANDOMIZE ITEMS.] (n = 1,236)

We the consumer	51%
Food manufacturers and retailers	25%
The restaurant industry	5%
The government	5%
[No one]	*%
[Everyone/all of them equally/all of the above]	12%
[DK]	1%
[RF]	0%

A10w. Think about the products you see in the supermarket, would you say the amount of salt or sodium in these products is... [RANDOMIZE “Higher” AND “Lower”] (n = 1,236)

Higher	43%
Lower	16%
Or, about the same as five years ago	32%
[DK]	8%
[RF]	0%

SLT1. Now, think about the sources of salt or sodium in your own diet. How much of the salt or sodium you eat comes from each of the following six sources, none, a little, some, or a lot? (n = 1,236)

	None	A little	Some	A lot	[DK]	[RF]
The salt I add at the table	36%	37%	18%	8%	1%	0%
The salt added when meals are prepared or cooked at my home	14%	45%	32%	8%	1%	0%
The salt added to packaged or processed foods such as bread, canned soups, chips, sausages	5%	16%	21%	56%	1%	0%
The salt in foods prepared by fast-food or other types of restaurants	6%	16%	18%	59%	1%	0%
The salt that naturally exists in foods	3%	33%	41%	20%	2%	0%

SLT2. How concerned are you about the amount of salt or sodium you eat? (n = 1,236)

Very concerned	26%
Somewhat concerned	42%
Somewhat unconcerned	16%

Notations

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2. "\*" - a number that is between zero and .5 before rounding.
3. "[ ]" - the response category, such as Don't Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

Not concerned at all	15%
[DK]	1%
[RF]	0%

SLT3. If you wanted to eat less salt or sodium, how easy or difficult would it be for you to actually do it? (n = 1,236)

Very easy	30%
Somewhat easy	38%
Somewhat difficult	24%
Very difficult	7%
[DK]	1%
[RF]	0%

SLT4. Are you currently watching or reducing your salt or sodium intake? (n = 1,236)

Yes	65%
No	35%
[DK]	*%
[RF]	0%

[IF SLT4 = “No,” DK OR RF, SKIP TO STL6.]

SLT5. Has a doctor or other health professional ever advised you to watch or reduce your salt or sodium intake? (n = 837)

Yes	44%
No	55%
[DK]	1%
[RF]	0%

SLT6. There are some food products specially made to have less salt or sodium; they’re often labeled “low salt,” “reduced salt,” “low sodium,” “reduced sodium” or something like that. Have you ever seen any of these products in the store or in advertising? (n = 1,236)

Yes	90%
No	9%
[DK]	1%
[RF]	0%

[IF SLT6 = “No,” DK OR RF, SKIP TO STL8.]

SLT7. Do you buy “low sodium,” “reduced sodium,” “low salt,” or “reduced salt” foods regularly, only sometimes, hardly ever, or do you never buy these products? (n = 1,131)

Notations

1. “n” - the number of respondents who answered a question.
2. “\*” - a number that is between zero and .5 before rounding.
3. “[ ]” - the response category, such as Don’t Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.



Regularly	25%
Sometimes	46%
Hardly ever	19%
Never	10%
[DK]	1%
[RF]	0%

SLT8. I am going to read six statements about reduced or low sodium or salt products. Please tell me how strongly you agree or disagree with each statement. [RANDOMIZE ITEMS.] (n = 1,236)

	<b>Strongly agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly disagree</b>	<b>[DK]</b>	<b>[RF]</b>
Reduced or low sodium products generally don't taste as good as regular products.	26%	36%	22%	14%	2%	0%
Reduced or low sodium products usually cost more than regular products.	23%	33%	26%	11%	7%	0%
Reduced or low sodium products are not always available in the store.	20%	37%	21%	18%	3%	0%
Reduced or low sodium products are good for me.	43%	39%	10%	7%	1%	0%
I know which products are low in sodium or have reduced amount of sodium.	36%	44%	9%	8%	2%	0%
I should eat reduced or low sodium products.	47%	38%	7%	6%	1%	0%

DBA700. Now, think about your eating habits. In general, how healthy is your overall diet? Would you say ... (n = 1,236)

Excellent	7%
Very good	30%
Good	39%
Fair	19%
Poor	5%
[DK]	*%
[RF]	0%

Notations

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## VERSION 2, SECTION C. AWARENESS OF DIETARY FATS

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. [RANDOMIZE ITEMS.] (n = 1,236)

	Yes	No	[DK]	[RF]
Trans fat or Trans fatty acid	91%	9%	*%	0%
Saturated fat	95%	5%	*%	0%
Omega 3 fatty acid	87%	13%	*%	0%

B2. You just told me you had heard of [NAME OF FAT FROM B1]. As far as you know, does [NAME OF FAT FROM B1] raise the risk of heart disease, lower the risk of heart disease, or have no effect on the risk of heart disease, or you don't know?

	Raise the risk	Lower the risk	Have no effect	[DK]	[RF]
Trans fat or Trans fatty acid (n = 1,149)	66%	5%	3%	25%	0%
Saturated fat (n = 1,193)	75%	2%	3%	20%	0%
Omega 3 fatty acid (n = 1,123)	6%	62%	7%	24%	0%

## VERSION 2, SECTION D. USE, PURPOSES OF USE, AND UNDERSTANDING OF THE NUTRITION FACTS LABEL

E1. 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 often, sometimes, rarely, or never? (n = 1,236)

Often	50%
Sometimes	29%
Rarely	12%
Never	8%
[DK]	1%
[RF]	0%

[IF E1 = "Never," DK OR RF, SKIP TO E5.]

E2. 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? [RANDOMIZE ITEMS.] (n = 1,144)

### Notations

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	<b>Often</b>	<b>Some-times</b>	<b>Rarely</b>	<b>Never</b>	<b>[DK]</b>	<b>[RF]</b>
To help you decide which brand of a particular food item to buy.	48%	31%	12%	7%	1%	0%
To figure out how much of the food product you or your family should eat.	41%	31%	18%	9%	1%	0%
To compare different food items with each other.	48%	35%	11%	5%	1%	0%
To see if something said in advertising or on the package is actually true.	30%	38%	18%	13%	1%	0%
To get a general idea of the nutritional content of the food.	56%	32%	6%	5%	*%	0%
To see how high or low the food is in things like calories, salt, vitamins, or fat.	63%	26%	7%	4%	1%	0%
To help you in meal planning.	39%	31%	18%	11%	1%	0%
To see if there is an ingredient that you or someone in your family should avoid.	55%	20%	14%	10%	1%	0%

E5. 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. [RANDOMIZE ITEMS.] (n = 82)

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>[DK]</b>	<b>[RF]</b>
I'm just not that interested	56%	22%	9%	11%	2%	0%
The information is hard to understand	30%	29%	5%	31%	5%	0%
It takes too much time	44%	31%	5%	16%	5%	0%
I prefer getting nutrition information from other sources	19%	39%	11%	24%	8%	0%
I don't need to use the food label since I already know what foods to eat	31%	31%	14%	21%	3%	0%

E6. 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 = 1,144)

Often	33%
Sometimes	33%
Rarely	19%
Never	15%
[DK]	*%

Notations

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[RF] 0%

[IF E6 = “Never,” DK OR RF, SKIP TO E10.]

E7. What does serving size mean to you? You can choose more than one answer.  
[RANDOMIZE ITEMS; ACCEPTABLE MULTIPLE ANSWERS.] (n = 988)

The amount of a food that people should eat	68%
The amount of a food that people usually eat	16%
Something that makes it easier to compare foods	31%
Other	2%
[DK]	2%
[RF]	0%

## VERSION 2, SECTION E. UNDERSTANDING AND USE OF CLAIMS

E10. Food packages sometimes have statements on the front of the package that describe the product as “low sodium” or “rich in antioxidants.” When it is available, how often do you use this information when deciding to buy a product? Would you say often, sometimes, rarely, or never? (n = 1,236)

Often	31%
Sometimes	38%
Rarely	18%
Never	13%
[I’ve never seen these products]	*%
[DK]	*%
[RF]	0%

[IF E10 = “I’ve never seen these products,” DK OR RF, SKIP TO E20.]

E11. About how many of the food labels that use statements like “low sodium” or “rich in antioxidants” do you believe accurately describe the food—just about all of them, most of them, only some of them or almost none of them? (n = 1,230)

All of them	9%
Most of them	26%
Some of them	53%
None of them	11%
[DK]	2%

### Notations

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[RF] 0%

E20. Some food packages say the product “contains no added sugar” or it has “no sugar added.” When it is available, how often do you use this information when deciding to buy a product? Would you say often, sometimes, rarely, or never? (n = 1,236)

Often	35%
Sometimes	38%
Rarely	15%
Never	11%
[I’ve never seen these products/claims/ I don’t know what added sugar is/ I’ve never heard of added sugar]	*%
[DK]	1%
[RF]	0%

[IF E20 = “I’ve never seen these products/claims,” “I don’t know what added sugar is,” “I’ve never heard of added sugar, DK, OR RF, SKIP TO NF1.]

E21. About how many of the food labels that use statements like “contains no added sugar” or “no sugar added” do you believe accurately describe the food—just about all of them, most of them, only some of them or almost none of them? (n = 1,221)

All of them	10%
Most of them	27%
Some of them	50%
None of them	12%
[DK]	1%
[RF]	0%

## VERSION 2, SECTION E. NUTRIENTS TO LIMIT AND TO GET ENOUGH OF

NF1. Have you tried to limit any of the following things in your diet in the past 30 days? Have you tried to limit the amount of [READ ITEM] in your diet, yes or no? .... What about ....? [RANDOMIZE ITEMS.] (n = 1,236)

	Yes	No	[DK]	[RF]
Saturated fat	62%	37%	1%	0%
Trans fat or trans fatty acid	57%	42%	1%	0%
Calories	59%	41%	*%	0%
Cholesterol	56%	44%	*%	0%

Notations

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3. “[ ]” - the response category, such as Don’t Know, was not read to respondents but was recorded if volunteered by respondents.
4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

	Yes	No	[DK]	[RF]
Carbohydrates	50%	49%	*%	0%
Sodium	61%	39%	*%	0%
Sugar	66%	34%	*%	0%

NF2. Have you tried to eat enough of any of the following things in your diet in the past 30 days? Have you tried to eat enough of ...in your diet, yes or no? .... What about ....?

[RANDOMIZE ITEMS] (n = 1,236)

	Yes	No	[DK]	[RF]
Calcium	66%	33%	1%	0%
Iron	50%	49%	1%	0%
Vitamin A	42%	55%	3%	0%
Vitamin C	67%	32%	1%	0%
Potassium	56%	42%	2%	0%
Fiber	72%	27%	1%	0%
Vitamin D	62%	36%	2%	0%

## VERSION 2, SECTION F. PHONE USE STATUS, HEALTH STATUS, AND DEMOGRAPHICS

[IF REACHED ON A LANDLINE NUMBER.]

V2. Now, I have a few questions for statistical purposes. Are there any telephone numbers in addition to [the telephone number being called] in your home that you receive calls on? Please exclude cell phone numbers or numbers used only for fax or computer. (n = 956)

Yes	8%
No	91%
[DK]	1%
[RF]	0%

[ONLY FOR RESPONDENTS REACHED VIA LANDLINE NUMBER]

V2a. Is this/Are these number(s) for ... (n = 90)

Home use	55%
Business and home use	31%
Business use only	13%
[DK]	2%

[IF SCR5 = "Landline also," OR IF V2 "No," DK OR RF AND SKIPPED TO V4A.]

V4a. Of all the telephone calls that you or your household receive, are all or almost all calls received on cell phones, some received on cell phones and some on regular phones, or very few or none received on cell phones? (n = 635)

Notations

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All or almost all calls received on cell phones	21%
Some received on cell phones and some on regular phones	44%
Very few or none on cell phones	31%
[DK]	4%
[RF]	0%

V4b. Thinking just about the landline home phone, not your cell phone, if that telephone rang and someone was home, under normal circumstances, how likely would it be answered? Would you say extremely likely the landline would be answered, very likely, somewhat likely, somewhat unlikely or not at all likely the landline would be answer? (n = 635)

Extremely likely that landline would be answered	22%
Very likely that landline would be answered	29%
Somewhat likely that landline would be answered	27%
Somewhat unlikely that landline would be answered	13%
Very unlikely that landline would be answered	2%
Not at all likely that landline would be answered	5%
[DK]	2%
[RF]	0%

V3. How many adults, age 18 and older, including yourself live in your household? (n = 1,236)

1	16%
2	50%
3	18%
4	11%
5	3%
6 and more	1%
[DK]	1%
[RF]	0%

V5. What is the last grade or year of school that you have completed? (n = 1,236)

0-11years	12%
12 years or high school graduate	29%
1-3 years of college	29%
4 years of college or college graduate	18%
Postgraduate/Masters/doctorate/law degree/MD	10%
[DK]	1%
[RF]	0%

Notations

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4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.

V6. Are you of Hispanic or Latino origin? (n = 1,236)

Yes	15%
No	83%
[DK]	2%
[RF]	0%

V7. What is your race? Please select one or more categories. [ACCEPT MULTIPLE ANSWERS.] (n = 1,236)

White	70%
Black or African American	13%
Asian	2%
Native Hawaiian or other Pacific Islander	1%
American Indian or Alaskan Native	3%
Other	12%
[DK]	3%
[RF]	0%

V8. What year were you born? (n = 1,236)

(CALCULATED AGE = 2014 – V8.)

Age 18-29	23%
Age 30-39	13%
Age 40-49	17%
Age 50-59	18%
Age 60 and older	25%
[DK]	0%
[RF]	3%

[READ: “The next few questions may seem a bit personal. But we need this information because this survey is about nutrition and health.”]

V9. How tall are you without shoes? (n = 1,236)

Less than 4 feet	1%
4 to less than 5 feet	2%
5 to less than 6 feet	79%
6 to less than 7 feet	16%
7 feet or greater	*%
[DK]	2%
[RF]	1%

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4. Row or column percentages may not sum to 100 due to rounding, multiple responses, or both.



V10. How much do you weigh without shoes? (n = 1,236)

Less than 100 pounds	1%
100 – 149 pounds	27%
150-199 pounds	41%
200 – 249 pounds	19%
Greater than 250 pounds	9%
[DK]	2%
[RF]	1%

V11. How do you describe your health? In general, would you say your health is...? (n = 1,236)

Excellent	13%
Very good	28%
Good	38%
Fair	15%
Poor	5%
[DK]	1%
[RF]	0%

V12b. Have you ever been told by a doctor or other healthcare professional that you have any of the following health conditions: “high blood pressure, diabetes, high cholesterol, heart disease, obesity, overweight, or cancer? I don’t need to know which condition, just whether you have any of them. (n = 1,236)

Yes	48%
No	50%
[DK]	1%

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[RF] 0%

V13. 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 2013. (n = 1,236)

Less than \$25,000	22%
From \$25,000 to less than \$50,000	23%
\$50,000 to less than \$75,000	17%
\$75,000 to less than \$100,000	11%
\$100,000 or more	17%
[DK]	10%
[RF]	0%

[GENDER: CODED BY INTERVIEWER AT END OF INTRODUCTION WITHOUT ASKING.] (n = 1,236)

Male	49%
Female	51%

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

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## Methodology

The respondent universe for this survey was non-institutionalized adults 18 years of age or older in the 50 states and the District of Columbia who speak either English or Spanish. Respondents were randomly selected from an overlapping dual-frame (landline and cellphone). Landline telephone numbers and cellphone telephone numbers were selected using the GENESYS Sampling System's random digit dial (RDD) process, which yields an equal probability of selection single-stage sample of telephone numbers. Regional coverage was controlled to assure the survey could reach sufficient numbers of African-Americans and Hispanics. In the landline portion of the survey, the most recent birthday method was used to select the eligible respondent in a household.

Telephone interviewing began on Tuesday, June 24, 2014 and continued through Thursday, August 28, 2014. Prior to the administration of the interviews, the survey instrument was subject to cognitive interviews and pretests to enhance its understandability and to evaluate administration of the instrument. An interviewer training also was conducted to familiarize interviewers with the contents of the instrument. Examples of procedures used to increase the response rate included sending advance notification letters to available landline samples, providing a toll-free Help number, and calling at different times of the day and days of the week.

A total of 2,480 respondents completed the survey, representing a 30% dual-frame combined response rate (based on the 2015 American Association for Public Opinion Research Standard Definitions). The completed interviews include 2,023 landline interviews and 457 cellphone interviews. The average length of interview for both landline and cellphone interviews was about 15 minutes.

Each respondent was randomly assigned to one of two versions of the survey, each with a mostly different set of questions on various topic areas. Some of the questions had been used in previous Health and Diet Surveys (e.g., purposes of using the Nutrition Facts label and awareness of diet and diseases) and were included for tracking purposes. Other questions (e.g., sodium related questions in Version 2, Section B) were developed or borrowed from the National Health and Examination Survey to generate new and current information.

Survey data were weighted to account for sampling design (overlapping dual-frame), probability of selection in the landline sample (number of landline telephone numbers and number of adults in a household), and key demographics (age, education, gender, and race/ethnicity). The raking technique was applied to match the sample to the population targets based on the 2013 National Health Interview Survey (NHIS). The NHIS includes phone status information along with demographic information, and it has been used to investigate the composition of cell phone and landline households.

Weights were developed in three stages: (1) the data were separated by the source in which the telephone numbers were generated—the landline frame and the cell phone frame—to determine design weights; (2) the sample was separated into two sample groups – Landline-Only and Duals, and Cell Phone-Only and Duals; post-stratified adjustments were made separately by

raking using estimated population targets for each sample group; and (3) the two sample groups were combined and the data were passed through a raking process using the weights from Stage 2. Each dual respondent had 2 weights and the two weights were averaged. Finally, the weights were further adjusted in the Stage 3 raking. Ten sets of weights were generated using different approaches. The set that had the lowest coefficient of variation and smallest maximum values was selected and used in generating this report.